



Morrisville Planning and Zoning Board

Advisory Board/Committee

August 23, 2018, 6:30 PM

- 1. Call to Order**
- 2. Invocation**
- 3. Adoption of Agenda**
- 4. Work Session**
 - 4.a. [Planning & Zoning Board Community-Wide Visioning Work Session](#)
[2018-236-0 ATTH 01 DRAFT Morrisville Land Use Plan Existing Conditions Report](#)
[2018-236-0 ATTH 02 DRAFT Morrisville Land Use Plan Update Trends and Influences Summary](#)
- 5. Adjournment**

Planning and Zoning Board Agenda Item Report

Agenda Item No. 2018-236-0

Submitted by: Brad West

Submitting Department Planning

Meeting Date: August 23, 2018

SUBJECT

Planning & Zoning Board Community-Wide Visioning Work Session

Recommendation:

1. Provide feedback on Existing Conditions Report and Trends & Influences Summary.
2. Participate in visioning activities that address specific areas of Morrisville and establish an agreed upon community vision.

Updates/History of Briefing:

NOT APPLICABLE

Executive Summary and Background Information:

OVERVIEW

The Town's current Land Use Plan was adopted in 2009, when the Town's population was approximately 16,000 residents. Today, current estimates have the population fast approaching 30,000 residents. Due to the rate of growth, as well as the adoption of small area plans and regulations, a comprehensive update to the 2009 Land Use Plan is needed to address emerging land use challenges. Beginning in February 2018, the approximately two-year update process will reexamine all seven sections of the 2009 Land Use Plan, include a fiscal/economic impact analysis, and provide enhanced focus on two specific areas of Town: the McCrimmon Extension area and the area south of Wake Technical College RTP Campus. Once adopted, the Plan will create a framework for future land use policy in Morrisville.

In addition to the community engagement opportunities, the Town will rely on guidance from the Planning & Zoning Board throughout the Land Use Plan Update process since one of the Board's powers and duties set forth in the Unified Development Ordinance is to "formulate and maintain the Comprehensive Plan", and the Land Use Plan is a component of the Comprehensive Plan. This particular part of the process seeks to examine the entirety of Morrisville and envision an optimal path for future development in Town. Board members will be asked to examine specific areas of Morrisville and provide feedback on what land use aspects work well, which don't work well, and opportunities for change. The Board's feedback will ultimately be provided to Town Council for their October 16th, 2018 Land Use Plan Update Community-Wide Visioning Workshop.

As a precursor to the work session activity, Houseal Lavigne will give a presentation on the Existing Conditions Report (ATTH 01) and the Trends & Influences Summary (ATTH 02). The Existing Conditions Report is an interim work product that summarizes the initial phases of the Land Use Plan Update planning process. It is intended to support the Land Use Plan Update by establishing a baseline of demographic, geographic, and socioeconomic information, as well as public engagement feedback for the development of plan policies and recommendations. Essentially, the document serves as a snapshot of where Morrisville is at today.

The Trends & Influences Summary provides similar analysis of Morrisville, but is specifically focused on major impacts and concerns facing the Town that must be addressed by the Land Use Plan Update. These impacts and concerns were identified through a robust public engagement process and a field survey conducted by Houseal Lavigne. Together, these two documents will provide a foundation of information to assist Board members with their works session task of community-wide visioning.

PUBLIC ENGAGEMENT

The Land Use Plan Update will be a community plan and serve as a collective vision for Morrisville. As such, public engagement is at the core of this planning process. From April to July 2018, staff and consultants conducted an extensive public outreach campaign that included post card mail outs, community workshop meetings, stakeholder interviews, online surveys, and digital mapping activities. The feedback collected during this initial round of engagement provides clear direction for the Land Use Plan Update and is integral to forming plan recommendations and policies. More information on the details of the initial public engagement process can be found in the Existing Conditions Report (ATTH 01).

Potential Options:

N/A

Staff Recommendation:

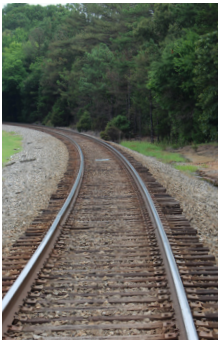
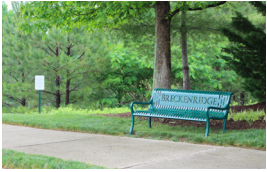
A. Provide feedback on:

1. Existing Conditions Report, and
2. Trends & influences Summary.

B. Participate in visioning activities that address specific areas of Morrisville and establish an agreed upon community vision.

ATTACHMENTS

- [2018-236-0 ATTH 01 DRAFT Morrisville Land Use Plan Existing Conditions Report](#)
- [2018-236-0 ATTH 02 DRAFT Morrisville Land Use Plan Update Trends and Influences Summary](#)



Morrisville Land Use Plan Update

Existing Conditions Report

DRAFT August 17, 2018

mapping
MORRISVILLE
A Plan for How We Live & Grow

HL
HOUSEAL
LAVIGNE
ASSOCIATES

Table of Contents

Introduction 4

Purpose of the Land Use Plan Update	5
Purpose of the Existing Conditions Report	5
Planning Process	5
Regional Context	6
Planning Area	7

Community Outreach 8

Outreach Completed	9
Summary of Outreach	12
Complementary Outreach	15

Past Plan, Studies & Reports 16

Demographic Analysis..... 20

Demographics	21
Employment	25
Housing	29

Existing Land Use 32

Single-Family Detached	33
Single-Family Attached	33
Multi-Family	33
General Commercial	33
Mixed-Use	34
Hospitality	34
Office	34
Industrial	35
Public/Semi-Public	35
Educational	35
Public Parks & Open Space	36
Private Parks & Open Space	36
Utility & Railroad	36
Undeveloped	36

Current Development Controls..... 38

Zoning Districts	39
Conditional Districts	42
Planned Development Districts	42
Overlay Districts	42

Environmental Features &

Open Space 44

Landscape & Soils	45
Waterbodies	45
Floodplains	46
Tree Canopy	46
Landscaping	46

Introduction

The Town of Morrisville (the “Town”) is a rapidly growing community at the heart of North Carolina’s Research Triangle, one of the fastest growing regions in the country. In the past few decades, Morrisville has transformed from a small, rural town into a diverse residential community. Further, Morrisville’s regional location and proximity to Research Triangle Park have supported major investment and an expanding employment base.

In response to these significant impacts, the Town initiated the preparation of the Morrisville Land Use Plan Update (the “Plan”) in February 2018. This two-year planning process will engage the community’s changing landscape, identifying distinct issues and recognizing unique opportunities that are present in Morrisville and providing recommendations and policies to address potential impacts. Further, the Plan will establish a vision for land use and development as Morrisville continues to evolve, helping to shape a vision for the community’s future.

Purpose of the Land Use Plan Update

The Land Use Plan Update will be Morrisville's official policy document outlining plans for land use and development and serving as a foundation for future decision-making. It will help to inform Town staff, elected and appointed officials, as well as businesses, property owners, and developers about the future of Morrisville and the community's vision of that future. The Town's previous Land Use Plan was adopted in 2009. The new Plan will take into account this and other previous planning efforts while addressing new concerns, conditions, and changes that have occurred since their adoption. This will include the Comprehensive Transportation Plan Update, a concurrent Town project that is nearing completion.

Purpose of the Existing Conditions Report

The Existing Conditions Report is an interim work product that summarizes the initial phases of the planning process. The report contains information, data, and analysis utilized to establish a foundational understanding of physical conditions and realities within Morrisville today. It is intended to support the Land Use Plan Update by establishing a baseline for the development of plan policies and recommendations. In addition, this catalogue of information facilitates informed decision-making by allowing all community leaders to begin from a shared set of facts.

In parallel with the Existing Conditions Report, a Trends and Influences Summary Memorandum has been prepared. This document provides similar analysis of Morrisville but is specifically focused on the major impacts and concerns facing the Town that must be addressed by the Land Use Plan Update. Together, these documents mark the completion of preliminary analysis and the beginning of long-term visioning and plan-making.

Planning Process

The Morrisville Land Use Plan Update will be the result of a community-driven, multi-phased planning process that engages residents, business owners, local officials, Town staff, and other community stakeholders. The planning process includes the following seven phases (current status noted in parentheses):

Phase 1: Project Initiation (complete) consisted of coordination meetings with staff to kick-off the project, as well as early opportunities to engage the Town Council and Planning and Zoning Board.

Phase 2: Outreach and Community Engagement (complete) consisted of traditional in-person events and online tools to engage the Morrisville community regarding issues, opportunities, potential projects, and key community assets.

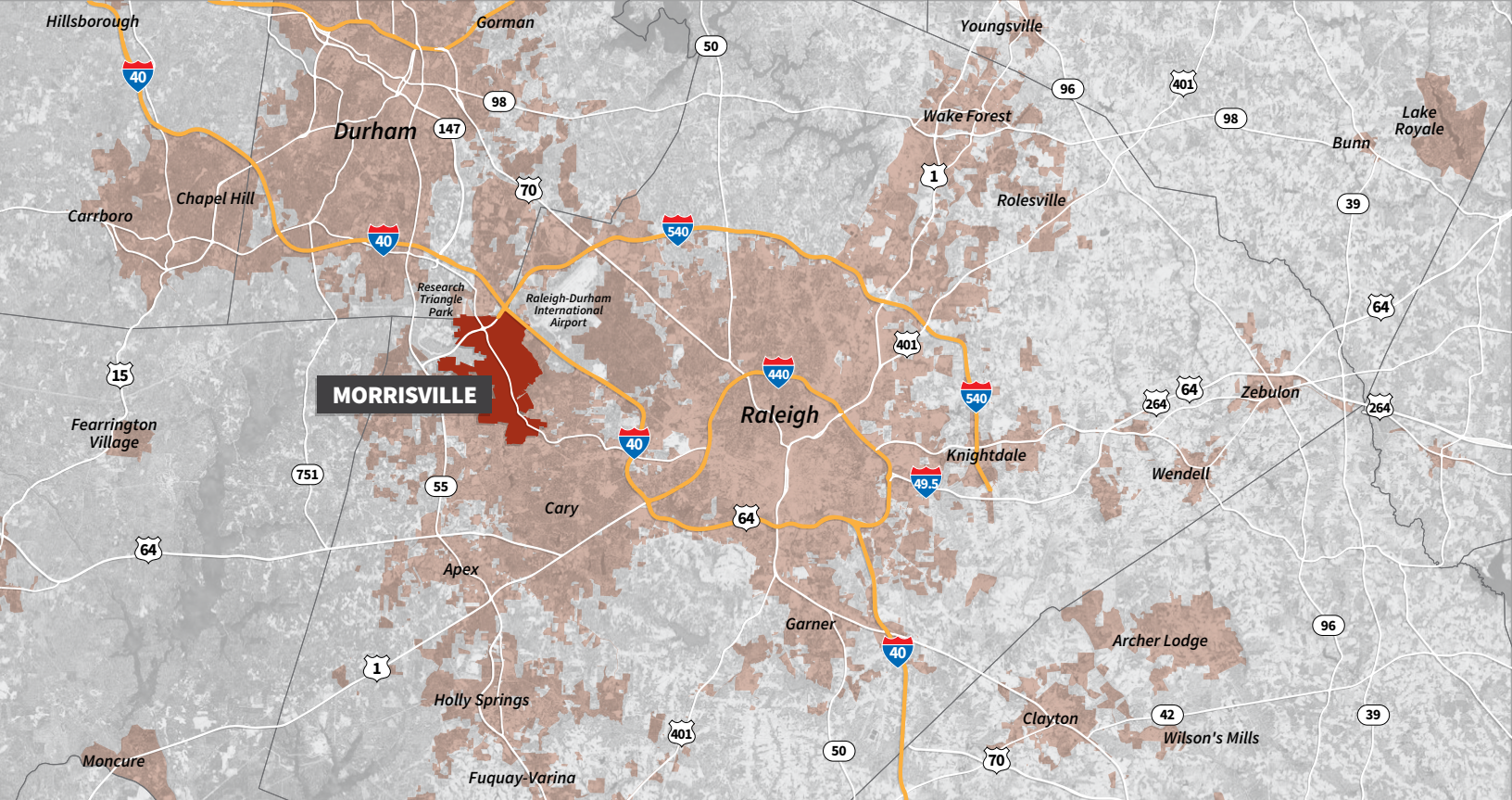
Phase 3: Existing Conditions Analysis (complete) consisted of research, data collection, field reconnaissance, and analysis to establish an understanding of conditions within Morrisville. This phase culminated with the development of the Existing Conditions Report and the Trends and Influences Memorandum.

Phase 4: Community Vision and Goals (on-going) consists of additional community engagement to support the creation of a unified vision and dedicated goals to guide Morrisville's future. These will work as a core to guide development of the Land Use Plan Update.

Phase 5: Subarea Plans (incomplete) will consist of developing subarea plans that address distinct areas of the community with more detailed and site-specific analysis.

Phase 6: Community-Wide Plans and Policies (incomplete) will consist of the development of recommendations and policies to address the entire community, including a future land use map, implementation plan, and fiscal-impact model.

Phase 7: Plan Documents and Adoption (incomplete) will consist of the preparation, public review, and revision of a draft Land Use Plan Update document. This phase will conclude with the presentation of the Plan to the Planning and Zoning Board, a recommendation from the Board to the Town Council, and subsequent adoption by the Town Council.



Regional Context

Morrisville, North Carolina is centrally located within the Raleigh-Durham-Chapel Hill Metropolitan Statistical Area (MSA), a region of over 2.1 million residents. This area is also known as the Research Triangle due to major universities in each of its three most prominent municipalities: North Carolina State University in Raleigh, Duke University in Durham, and the University of North Carolina in Chapel Hill. Since 2010, the MSA has seen considerable growth, including a roughly 15 percent population increase, making it one of the fastest growing regions in the United States.

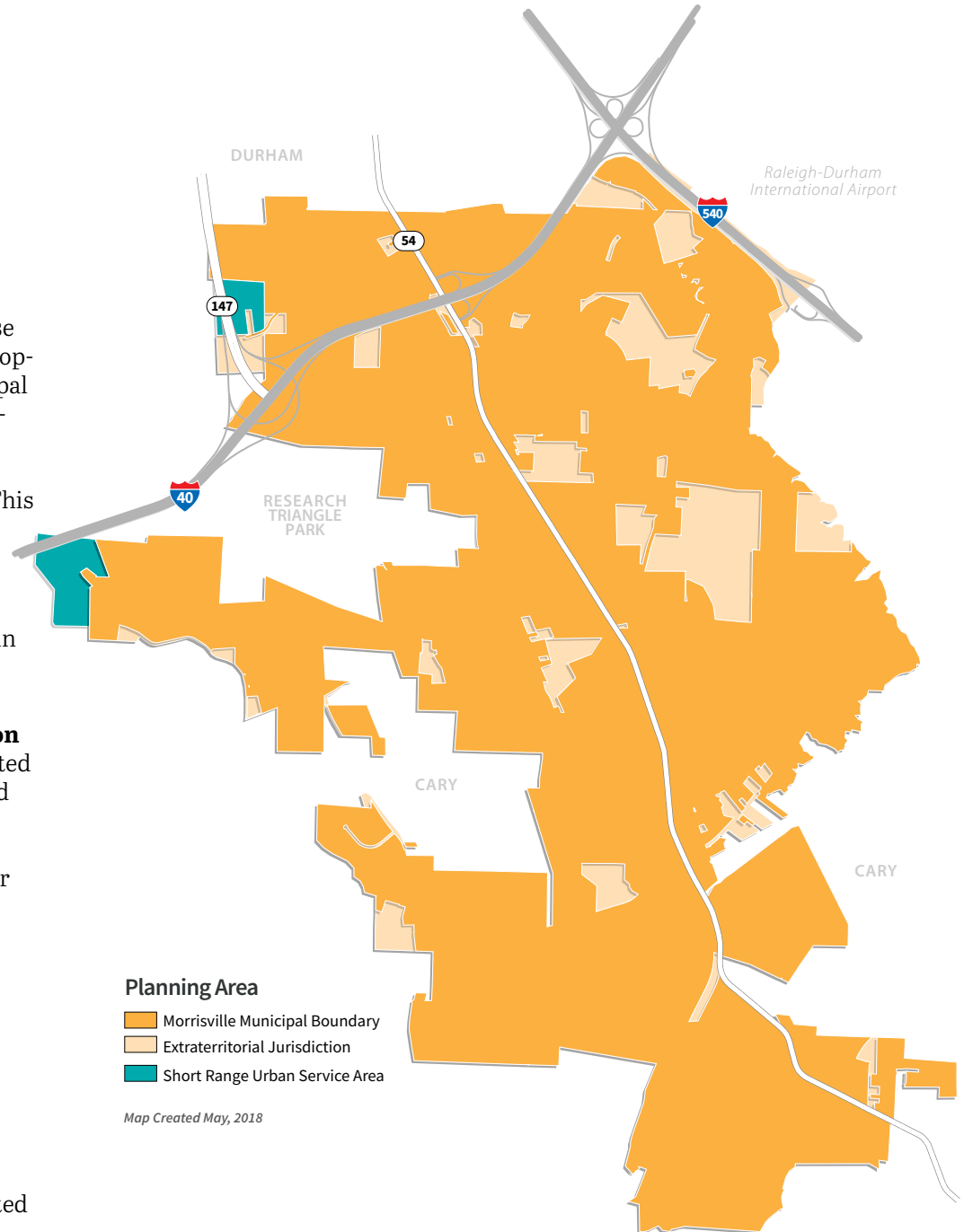
Morrisville is positioned at a crossroads between key destinations within the region. Interstate 40, a major route between Raleigh, Durham, and Chapel Hill runs along the Town's northeastern border. Morrisville borders Durham to the north, and Cary, the third largest municipality within the region, surrounds much of the southern half of Morrisville. In addition, Research Triangle Park (RTP), one of the largest research parks in the world, borders Morrisville to the northwest. Raleigh-Durham International Airport (RDU) is also located directly across Interstate 40, supporting greater access both nationally and internationally. Much of Morrisville northeast of NC54 is located within the Airport Overlay District, as defined within the Town's Unified Development Ordinance. This district is intended to promote development that is compatible with air traffic and services associated with the airport.

Morrisville has seen significant growth in the past 20 years, expanding from just 5,000 residents in 2000 to just shy of 25,000 in 2016. Much of this growth exhibits characteristics or impacts from adjacent communities, such as residential subdivision growth similar to that seen in Cary, office and industrial investment moving south from RTP, and businesses that cater to travelers near the interstate and RDU. Today, Morrisville is a thriving and evolving community looking to better define its own position within the greater region, rather than being further defined by other towns and institutions.

Planning Area

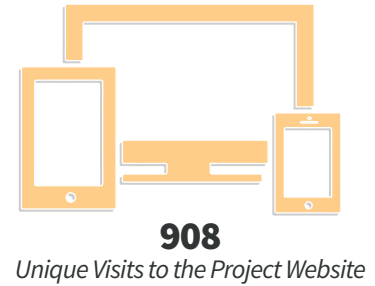
The planning area for the Land Use Plan Update is comprised of all properties within Morrisville's municipal boundaries, unincorporated properties within the Town's planning jurisdiction, and Wake County's short range urban service areas. This includes three distinct areas:

- **Morrisville Municipal Boundary** – contains all incorporated properties within Morrisville and under Town jurisdiction.
- **Extraterritorial Jurisdiction (ETJ)** – contains unincorporated properties that are anticipated to become part of Morrisville but, are currently under the jurisdiction of Wake County or Durham County, respectively. The Town has been approved for annexation of properties within Wake County and has an annexation agreement with the City of Durham. These properties are subject to Morrisville's development regulations.
- **Short Range Urban Service Area** – contains unincorporated properties in Wake County that are expected and intended to become urbanized in the foreseeable future, and thus are anticipated to become part of Morrisville.



Community Outreach

The Morrisville Land Use Plan Update will be a community plan, guided by the aspirations and collective vision of Morrisville residents. It is essential that residents are engaged and have the opportunity to make their voices heard. As such, community outreach is at the core of the planning process. This includes a combination of in-person events to facilitate face-to-face discussion and online tools that are interactive and highly accessible. Together, these offer a range of opportunities for individuals to get involved to help gather feedback from residents, employees, business owners, developers, service providers, public officials, Town staff, and other community stakeholders. The input received through the outreach process will provide clear direction for the Land Use Plan Update and may be directly translated into plan recommendations and policy. Ultimately, community outreach will help ensure that the Land Use Plan Update is reflective and responsive to the Morrisville community it will serve.



Outreach Completed

Thus far, community outreach has engaged 376 individuals through traditional, in-person outreach events and included 908 unique visits to the project website which hosts online tools and applications. While the initial stage of engagement has concluded, outreach and opportunities for individuals to get involved will continue throughout the planning process. The following is a review of all outreach completed to date as part of the Morrisville Land Use Plan Update.

In-Person Outreach Events

Community Workshop

20 Participants. Held on May 16, 2018, the Community Workshop was the primary outreach event of the planning process and provided a space to gather feedback directly from residents. Participants completed an exercise designed to collect feedback on key issues and opportunities, potential projects, and community assets that need to be preserved and enhanced.

Stakeholder Interviews

20 Participants. Held on May 17 and 18, 2018, the interviews were conducted with a range of stakeholders, including residents, business owners, developers and property owners, adjacent municipalities, and service providers. These interviews provide a more personal setting for detailed discussion of specific issues. Interviews were held with representatives from Wake County, The Durham City-County Planning Department, Wake County Public School System, RTP, and Triangle J Council Of Governments.



Do-It-Yourself Workshop Kits

95 Participants. Do-It-Yourself (DIY) workshop kits include all materials necessary to host a workshop, allowing those interested to host their own Land Use Plan Update workshop. DIY Kits were made available May through July, 2018 to any preexisting organizations and groups. This tool helped to reach a larger cross-section of the community and engage groups that are less likely to participate in other outreach events. DIY Kits were obtained and completed by the following organizations:

- Bochasanwasi Akshar Purushottam Swaminarayan Sanstha (BAPS)
- Breckenridge Homeowners Association Board
- Hindu Society of North Carolina (HSNC)
- Kitts Creek Homeowners Association
- Providence Place Homeowners Association
- Savannah Homeowners Association Board

Additional Workshops

98 Participants. To compliment the Community Workshop, seven additional workshops were conducted with various stakeholder groups and organizations, including the following:

- Planning & Zoning Board Issues Identification Workshop: March 8, 2018 – 7 Participants
- Town Council Introduction & Issues Identification Workshop: April 17, 2018 – 5 Participants
- Morrisville Environment & Stormwater Committee Meeting: May 2, 2018 – 9 Participants
- Morrisville Senior Advisory Committee: May 10, 2018 – 9 Participants
- Morrisville Youth Leadership Council: May 14, 2018 – 48 Participants
- Developers Council: May 17, 2018 – 9 Participants
- Morrisville Parks, Recreation and Cultural Resources Advisory Committee: May 30, 2018 – 11 Participants

Outreach at Community Events

125 Participants. Opportunities for residents to get involved were made available at other community events held during the planning process, including the following:

- Morrisville Fire & Rescue Bike Rodeo: April 7, 2018 - 15 Participants
- Music in the Park: June 14, 2018 – 30 Participants
- Springfest: June 16, 2018 – 80 Participants



Mapping Morrisville will create a blue print for the Town - a new plan to guide the next 10 years!

Morrisville is updating its Land Use Plan and we need your help!

[Learn More](#)

Postcards

18 Participants. In addition to planned events, outreach postcards were developed and distributed to 12,815 addresses in Morrisville. These postcards included information about the Land Use Plan Update, as well as a three question survey:

- I believe the most important issue facing Morrisville is...
- I think Morrisville's greatest asset is...
- If I could improve one thing in Morrisville it would be...

Completed postcards were returned to Town Hall.

Online Engagement Opportunities

Project Website

908 Unique Visits To The Website (1,214 Visits In Total) A project website was developed to support the planning process that contained information and updates concerning the project, meeting notices, and project documents. In addition, the website also hosted online outreach tools, including online surveys and map.social. The website was launched in March of 2018 and will remain active throughout development of the Land Use Plan Update.

Online Surveys

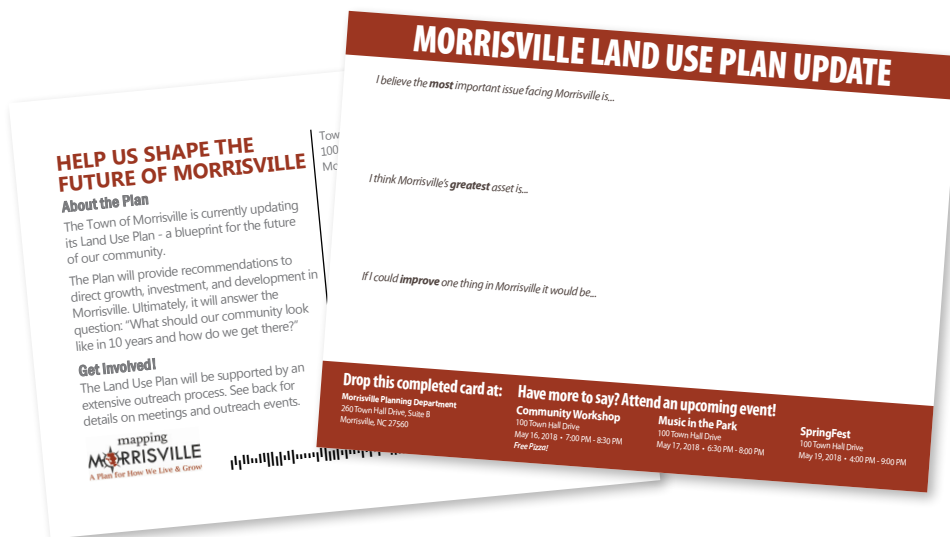
231 Participants. Two online surveys were made available on the project website from March through July, 2018, one for Morrisville residents and one for those who own or operate a business in Town. The online surveys are intended to supplement in-person events by capturing input from those unable or unlikely to attend a workshop.

Town Employee Survey

63 Participants. To compliment resident engagement, a town employee survey was developed. This survey was intended to gather input from those who handle the day-to-day operation of Morrisville and can provide detailed feedback regarding specific elements of the community.

map.social

173 Points Created. map.social is a public outreach tool that allows residents, stakeholders, and other participants to provide feedback and comments tied spatially to a point or area. The tool provides a way for anyone to create a map of their community, identifying their own issues, opportunities, weaknesses, and threats, and was available March through July, 2018.



Summary of Outreach

While a considerable range of topics were identified during the outreach process, a few major themes arose which were consistently discussed across all engagement. These represent the key takeaways that will be centrally addressed through the Land Use Plan Update and provide a core for the direction of the Plan. Along with other topics identified during public engagement, these topics will guide recommendations and policy of the plan to ensure the final document is responsive to the issues, opportunities, strengths, and weaknesses recognized by the community. The following is a summary of those major themes that emerged.

Education

Education was a major point of discussion for Morrisville residents, particularly related to access to schools and the need for new school facilities located within Morrisville. In the online survey, 67 percent of survey respondents listed schools as a disadvantage to living in Morrisville and 78 percent listed schools as Morrisville's greatest weakness. At the community workshop, parents emphasized that students were traveling outside Morrisville for school and passing by schools that were closer to their home. In general, many noted that Wake County Public Schools are high quality and provide a great education, but ranked public education in Morrisville poorly given the distance from these facilities. Discussion also focused on the lack of available land on which to build new schools. Residents called for construction of a new high school and middle school in Morrisville, and also recommended the Town take steps to set aside land for future development of school facilities.

Traffic & Congestion

While transportation is not a focus of the Land Use Plan Update, transportation-related issues have a direct impact on many elements of land use. During the outreach process, traffic and congestion were regularly discussed, particularly traffic on NC54. Residents indicated that many of Morrisville's primary roadways are extremely busy, especially around rush hour, which makes moving throughout the community difficult. It was noted that much of this traffic is generated by regional drivers who are not Morrisville residents, including workers traveling between Cary, Raleigh, and RTP. Stakeholders also voiced the opinion that the NCDOT has not prioritized improvements to NC54 even though the roadway is essential to movement within the region. Potential projects to improve this issue were synchronization of traffic lights and improvements to the roadway system that will help to redistribute traffic more evenly. It should be noted that the Town is currently nearing completion of the Comprehensive Transportation Plan Update, which will directly address many of these issues.

Access & Connectivity

Closely related to traffic and congestion was a discussion of poor accessibility and connectivity within Morrisville. This related to the roadway network, which has many missed connections or dead-end roadways, as well as sidewalks, which have numerous gaps and missing segments. Also related to the prevalence of traffic along NC54, many residents argued that greater connectivity elsewhere in the community would decrease reliance on that road and help reduce congestion. Many stakeholders recommended roadway projects and extensions to improve connectivity, with particular emphasis on projects like the McCrimmon Parkway Extension, which is currently under construction, and the Crabtree Crossing connection, a roadway not included in the 2009 Transportation Plan. In addition, regional connectivity was seen as an issue, particularly the lack of public transit options that serve Morrisville. As previously noted, the Town is completing a Comprehensive Transportation Plan Update, which will address these issues more directly.

Image & Identity

The lack of a clear image or identity for Morrisville was also a central issue, shared by both residents of the Town as well as stakeholders and individuals who live outside the community. Many felt that the exact boundaries and definition of what is or isn't Morrisville was confusing, meaning that visitors could travel through Morrisville without knowing. Some indicated that Morrisville is defined by its neighbors and adjacent communities, but doesn't have its own brand or character. This was often related to the lack of a downtown or town center, and the need for more clearly identifiable locations to visit within the community. Recommended actions included both physical investment as well as continued promotion of the Town's new brand, discussed further in the Trends & Influences Summary Memorandum.

Community Spaces

Tied in with a lack of identity was a lack of community spaces or places to congregate and spend time. Park West Village was often cited as an example of this kind of space, but many residents still felt that a town center or larger community space was essential to creating a 'place' that defined Morrisville. Potential ideas included a dense commercial downtown, a mixed use development with shops and restaurants, or a larger community park. At the foundation, residents emphasized the need for spaces that will attract visitors, contribute to Morrisville's image, and be an amenity for residents.



Rapid Growth

During many outreach events, participants related other issues and opportunities back to the impacts of rapid growth within Morrisville. For example, residents were concerned about the impact of development on open space and environmental assets, such as forests and the tree canopy. Many argued that the speed of growth challenges the Town's ability to protect these assets and this could lead to widespread deforestation in Morrisville. Participants were also concerned that rapid investment has not allowed time to question and better plan for the kinds of development Morrisville residents want and need.

For example, residents voiced the opinion that developers are building too much of the same housing product and argued there is a need for more workforce housing that is accessible to those employed in Morrisville. Similarly, residents argued that, with decreasing available land for development, the Town no longer has spaces for necessary amenities such as school facilities, parks, or retail and shopping areas. Stakeholders hoped that this planning process would help plan for long-term growth and provide more guidance in the face of rapid growth and investment.

Community Strengths & Assets

Residents identified numerous key strengths and assets that should be maintained or enhanced through the planning process. Common strengths and assets include:

- Regional location
- Proximity to Raleigh-Durham International Airport
- Proximity to RTP
- Parks and open space
- Safety and low crime
- Wealthy residents
- Accredited Town departments
- Town leadership
- Strong tax base
- Diversity
- Small businesses
- Restaurants and stores
- Recreational amenities
- Small town feel



Complementary Outreach

In 2017 the National Research Center conducted a National Citizen Survey in Morrisville, engaging 202 residents to better understand livability in Morrisville. While not conducted as part of the planning process for the Land Use Plan Update, this survey includes complementary outreach.

The first measure of livability was quality of life. The survey found that approximately 93 percent of respondents think the quality of life in Morrisville is excellent or good. The most important factors contributing to the high quality of life are safety and mobility. 95 percent of respondents rated Morrisville as an excellent or good place to raise children, and 89 percent rated Morrisville's overall appearance as excellent or good. Areas that received lower ratings include travel by public transportation, traffic flow, and vibrant downtown/commercial area.

Additionally, the survey found that safety is an asset that Morrisville residents appreciate and want to maintain. Overall, the findings of the National Citizen Survey in Morrisville were consistent with major themes identified through the engagement process and will be incorporated as part of the planning process as appropriate.

Past Plan, Studies & Reports

The Morrisville Land Use Plan Update will not be created in a vacuum. It is the next step in a progression of planning efforts by the Town of Morrisville and must be responsive to those plans, studies, and reports that came before. Further, the Land Use Plan Update will be part of a collection of recent planning efforts, including the Comprehensive Transportation Plan Update, Connect Morrisville – Strategic Plan, and the 2018 Parks + Recreation Comprehensive Master Plan. As such, the Land Use Plan Update must help to unify and coordinate these planning efforts in a way that will support positive change in Morrisville. To support the planning process, the following review of past plans, studies, and reports was completed to guide the development of the goals, objectives, and recommendations that will be developed for the Morrisville Land Use Plan Update.

Morrisville Land Use Plan & Morrisville Transportation Plan (2009)

In 2009, the Town of Morrisville completed a comprehensive planning effort to concurrently develop new land use and transportation plans. This ensured that interconnected issues relating to both land use and transportation could be adequately planned for and addressed across both plan documents. The ongoing Land Use Plan Update project will replace the *2009 Land Use Plan* document. In addition, the Town is currently completing a separate planning process to develop the *Comprehensive Transportation Plan Update*, which will be completed later in 2018. In general, the 2009 plans addressed many issues that remain relevant today, including a rapidly growing community, diminishing development opportunities, and roadway congestion. The 2009 Plans identify five shared goals for the future of Morrisville:

1. Ensure a diverse development pattern that sustains livability and the environment by encouraging future development and public infrastructure that is complementary with existing development;

2. Ensure that Morrisville retains a small-town atmosphere by integrating attractively and sustainably designed communities of complementary uses;
3. Improve transportation mobility by integrating land uses with transportation infrastructure;
4. Provide community services and public infrastructure to maintain and enhance the quality of life for Town citizens of today, the elderly that have enriched Morrisville's past, and future generations; and
5. Foster a collaborative environment internally and with relevant local, regional, state, and federal partners to develop new opportunities for Morrisville's residents and business community.

The *2009 Land Use Plan* will be an essential resource for the planning process, providing an understanding of the previous goals and objectives that have guided policy within the community for nearly a decade. As part of this planning process, components of the 2009 plan will be reviewed to identify recommendations which remain relevant, should be updated based on new conditions, and will assist in plan implementation.

Comprehensive Transportation Plan Update (2018)

In addition to the Land Use Plan Update, the Town of Morrisville is currently updating their *2009 Transportation Plan*. This is a separate planning process that will be complete later in 2018. The *Comprehensive Transportation Plan Update* reviews all elements of transportation within Morrisville and provides recommendations to improve connectivity and ensure efficient mobility. The Plan includes guiding statements intended to direct transportation policy related to the following six topics:

1. Culture and environment,
2. Economic vitality,
3. Growth and development,
4. Mobility and accessibility,
5. Safety and security, and
6. System preservation and efficiency.

Given the important relationship between land use and transportation, the *Comprehensive Transportation Plan Update* will be carefully reviewed and consulted throughout the planning process to ensure policy and recommendations are coherent and coordinated.

Connect Morrisville – Strategic Plan (2018)

Connect Morrisville is the Town's first strategic plan, adopted in April of 2018. The plan provides high-level direction intended to guide policy-making and both short- and long-term projects within Morrisville, including a mission statement, vision, and community values. In addition, the plan identifies six strategic goals for Morrisville, including:

1. Improved transportation mobility,
2. Thriving, livable neighborhoods,
3. Engaged, inclusive community,
4. Public-safety readiness,
5. Operational excellence, and
6. Economic prosperity.

Parks + Recreation Comprehensive Master Plan (2018)

The *Parks + Recreation Comprehensive Master Plan* provides a complete analysis of parks, recreational programs, and related facilities within Morrisville to identify necessary improvements that will ensure residents have access to the outdoors and quality recreational opportunities. To support this direction, the document establishes the following five goals:

1. Acquire and develop land strategically to create great park experiences for the community;
2. Develop diverse and unique facility offerings to provide programming, as well as both active and passive recreation opportunities that appeal to a range of users and differentiate the Town by service offerings;
3. Develop program plans for each park and facility that promote health and wellness and maximize value, use, and appreciation for the park or the recreational facility;

4. Empower and prepare staff with the resources and support needed to be successful based on established outcomes desired; and
5. Model fiscal responsibility, accountability, and integrity to be a sustainable park and recreation department.

The goals are supported by objectives and recommendations ranging from community-wide programs to park-specific improvements. Given the recent completion of the *Parks + Recreation Comprehensive Master Plan*, it will be utilized as a resource for the Land Use Plan Update, and specific elements may be incorporated as part of the planning process.

McCrimmon Transit Small Area Plan (2013)

The *McCrimmon Transit Small Area Plan* was developed to encourage appropriate transit-oriented development (TOD) around the intersection of McCrimmon Parkway and NC 54. This was in response to regional plans to improve public transit, including expanded bus and rail service. In addition, the plan complements the vision established in the Town's 2009 land use and transportation plans which called for better transit access to support Morrisville's regional location and competitiveness. The *McCrimmon Transit Small Area Plan* includes technical analysis, a concept design and action plan, as well as four project goals for TOD within the study area:

- 1.** Create a vibrant, well-designed center of activity;
- 2.** Expand transportation choices;
- 3.** Provide workforce housing; and
- 4.** Promote economic development.

McCrimmon Parkway Extension Area Development Guide (2012)

The *McCrimmon Parkway Extension Area Development Guide* was prepared in anticipation of investment along McCrimmon Parkway as it is extended through eastern Morrisville. This report provides guidance in relation to land uses and development standards for properties within the extension area to ensure investment is best aligned with the Town's vision. The intent of the report was to identify issues, themes, and considerations that could assist the Town in preparing updates to the Unified Development Ordinance (UDO).

Town Center Plan (2007)

The *Town Center Plan* establishes a vision and defines general concepts to create a Town Center area at the heart of Morrisville. The plan aims to elevate existing amenities within the Town's historic crossroads village and create a vibrant, mixed-use Town Center that respects the character of Morrisville's past. This includes design concepts and detailed recommendations for growth and infill within the area, as well as improvements to benefit mobility, all while protecting and enhancing historic assets.

Demographic Analysis

It is essential that the recommendations and policies identified through this Land Use Plan Update are grounded in market realities. This will ensure that the Plan is actionable, realistic, and prepared for both short- and long-term trends that could influence growth and investment within Morrisville. To support this, a demographic analysis was completed to review and consider market conditions and trends that will impact the planning process. This includes analyses related to demographics, employment, and housing. Where appropriate, the Town of Morrisville has been compared to the City of Raleigh and Wake County as a whole to provide regional context. It should be noted that data for Wake County includes the County as a whole, comprised of both all those municipalities within the county as well as unincorporated areas under the County government's jurisdiction.

The demographic analysis includes data obtained from the American Community Survey, the U.S. Census Bureau, the North Carolina Office of State Budget and Management, ESRI Business Analyst, and the Town of Morrisville.

Demographics

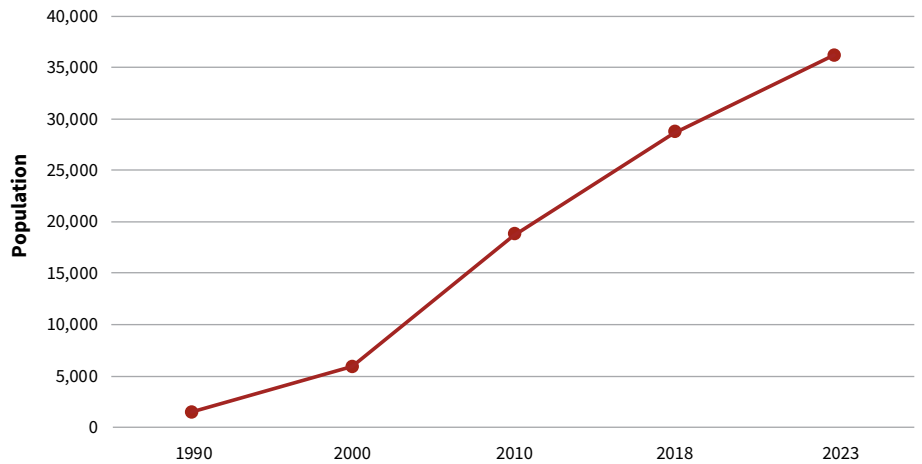
Population

Morrisville’s population has grown rapidly and is anticipated to continue growing. In 1990, Morrisville was a small community with just 1,489 residents. Since then, the Town has grown at an extraordinary rate, with its 2018 population estimated at 28,599 residents. Growth began in the 1990s, with Morrisville reaching a population of 5,958 by 2000. In the ensuing decade, Morrisville would add over 12,000 residents, a 212 percent increase. Based upon both Town data and a 2015 Special Census, Morrisville’s population is projected to be 36,260 by the end of 2023. Should growth trends continue at the current rate, the Town could reach nearly 47,000 residents by 2030.

Both the City of Raleigh and Wake County are also experiencing positive population growth; however, Morrisville’s growth is significantly higher. This is indicative of considerable regional growth within the Raleigh-Durham-Chapel Hill combined statistical area (CSA), one of the fastest growing areas of the country.

Population Change (1990 - 2023)

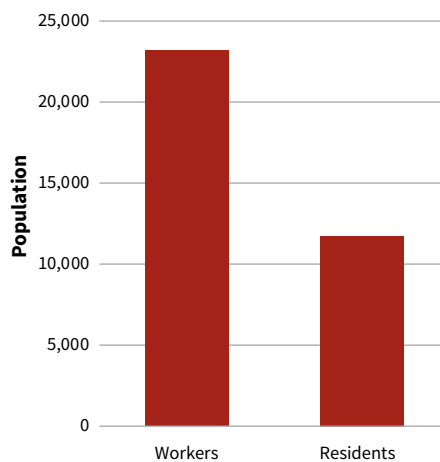
Morrisville, NC



ESRI Business Analyst; U.S. Census Bureau ; North Carolina Office of Budget and Management; Town Of Morrisville

Daytime Population (2018)

Morrisville, NC

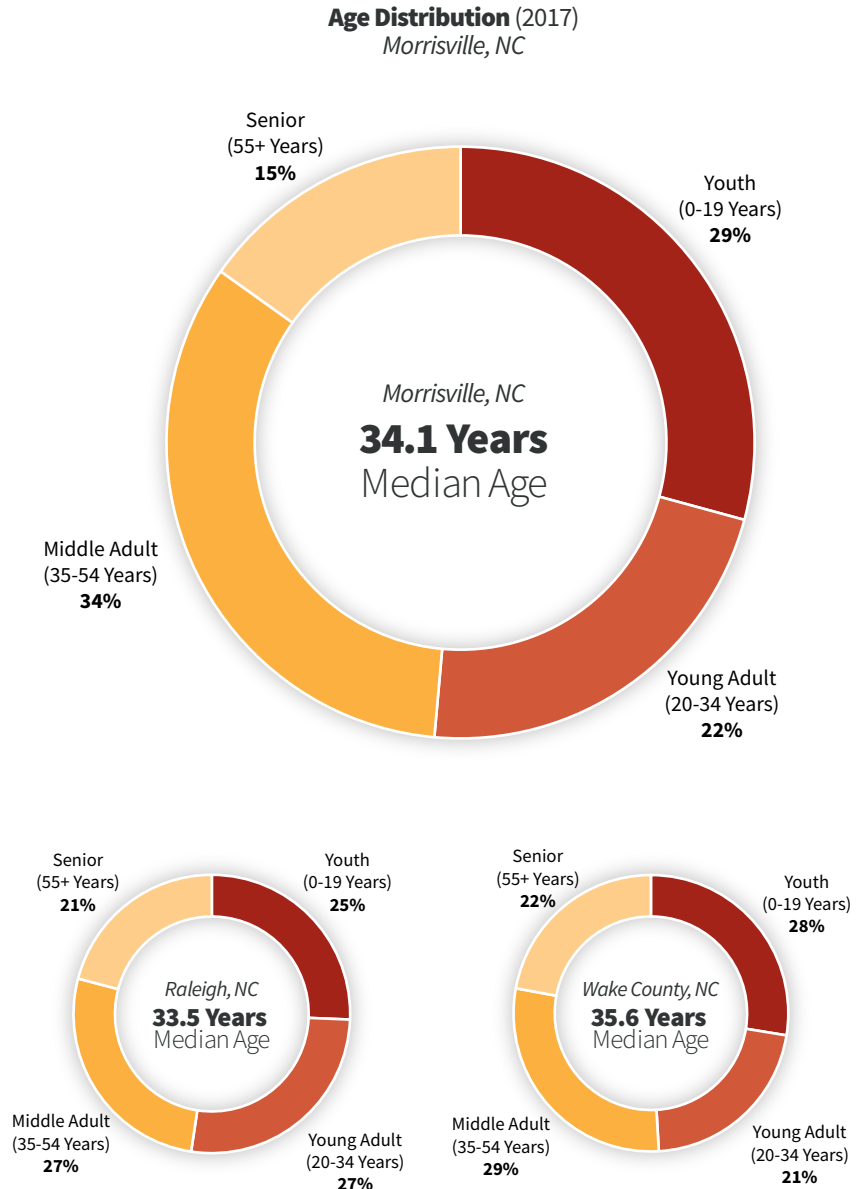


ESRI Business Analyst; U.S. Census Bureau

Age

Morrisville's age distribution is generally stable and anticipated to become slightly younger. The median age of Morrisville residents is 34.1, slightly higher than the City of Raleigh and slightly lower than Wake County. Morrisville's largest age cohort can be categorized as middle adulthood, or those between the ages of 35 and 54, and represent 34 percent of the community. Seniors, those aged over 55 years, are the smallest age cohort, and Morrisville has a smaller proportion of seniors compared to the City of Raleigh and Wake County.

The young adult, or those aged between 20 and 34, and senior cohorts are anticipated to increase their share of Morrisville's age distribution over the next five years, while youth, those aged under 19, and middle adulthood cohorts will decrease over the same period. In terms of total growth, the 25-34 age range will see the greatest increase, adding 948 individuals over the next five years. Related to this trend, Morrisville's median age is expected to decrease in the next five years.



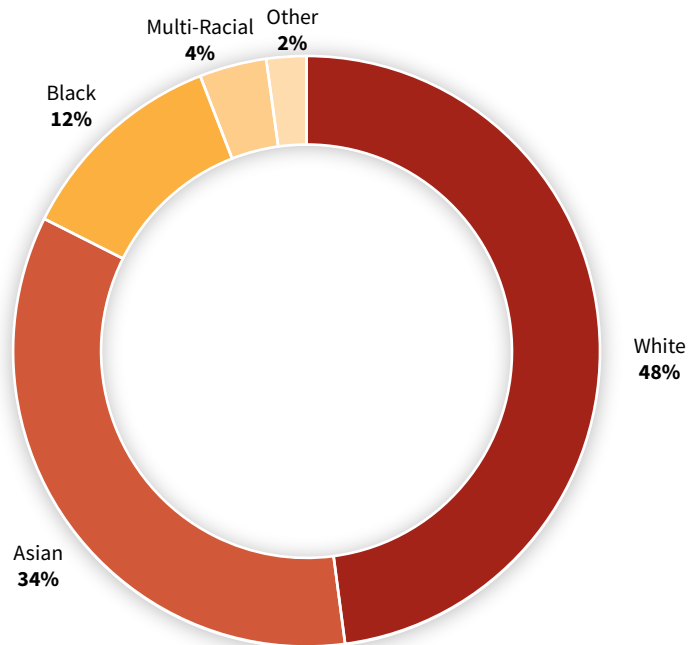
ESRI Business Analyst, U.S. Census Bureau

Race & Ethnicity

Morrisville is a highly diverse community. Morrisville is a majority minority community, meaning that the sum of all minority groups is greater than that of the majority. Approximately 48 percent of the Morrisville's residents identified as white in 2017, compared to 52 percent that identified as some other minority group. The largest minority group is Asian, accounting for 34 percent of residents, followed by black with 12 percent, and multiracial with four percent. In addition, Morrisville is more diverse than both the City of Raleigh and Wake County. In the next five years, most groups are expected to remain relatively stable, while those identifying as white will continue to decrease, and those identifying as Asian will continue to increase.

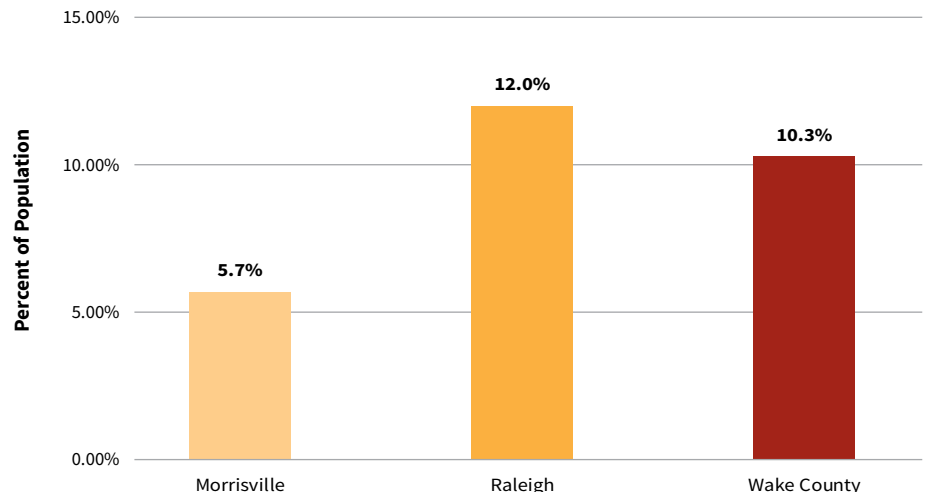
Morrisville's population is 5.7 percent Hispanic, which is significantly lower than both the City of Raleigh and Wake County. It should be noted that Hispanic is classified as an ethnicity and not a race; thus, an individual who identifies as Hispanic will also identify with a discrete race.

Racial Composition (2017)
Morrisville, NC



ESRI Business Analyst, U.S. Census Bureau

Hispanic Population (2017)
Morrisville, Raleigh & Wake County



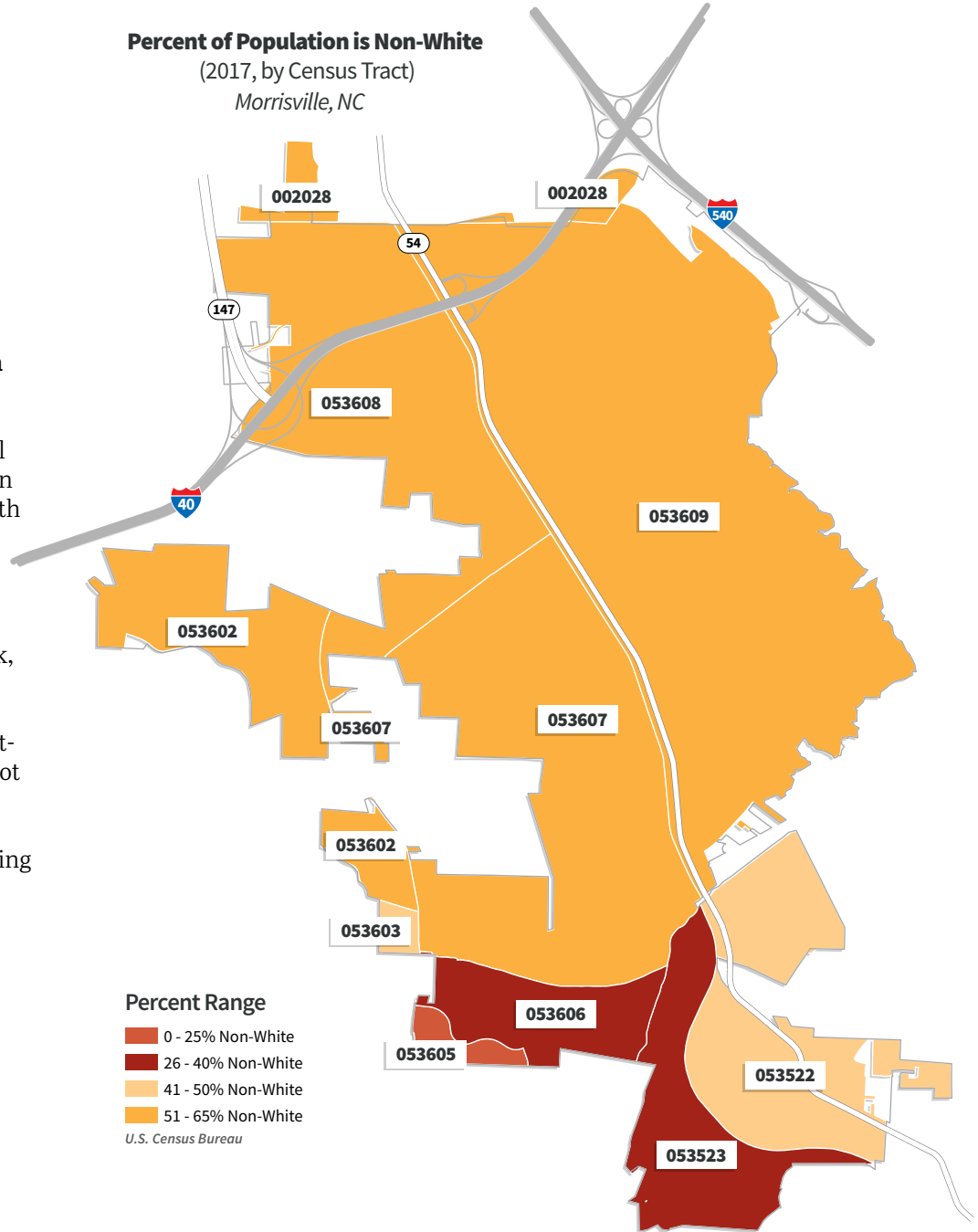
ESRI Business Analyst, U.S. Census Bureau

Distribution of Non-White Population

The majority of census tracts in Morrisville are highly diverse.

Analysis of Morrisville's racial composition at a census tract level indicates that central and northern Morrisville is the most diverse, with tracts in these areas composed of 51 percent or greater non-white residents. By comparison, tracts in southern Morrisville, particularly those south of Crabtree Creek, are less diverse, with non-white residents comprising less than 50 percent of inhabitants. It is important to note that census tracts do not follow municipal lines, thus some tracts also include data for areas outside the Town and in neighboring municipalities.

Percent of Population is Non-White
(2017, by Census Tract)
Morrisville, NC

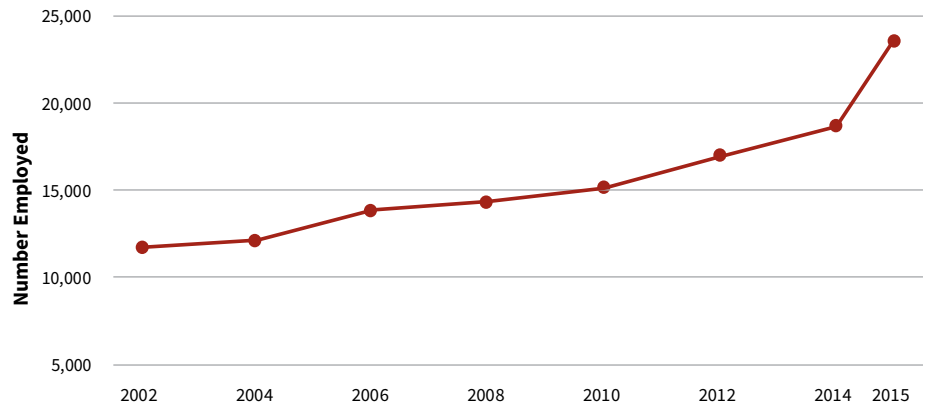


Employment

Total Employment

Total Primary Jobs in Morrisville are steadily increasing. A primary job is the highest paying employment for an individual in a year, usually indicating a full-time position that is a main source of income. In the 10 years between 2005 and 2015, total primary jobs in Morrisville grew by an estimated 10,495 jobs. With 23,657 primary jobs in 2015, Morrisville has only slightly fewer jobs than it has total residents, demonstrating the size of the Town's employment base and the strength of Morrisville as an employment hub. This can support economic development, provide a strong tax base, and attract both public and private investment. However, it also indicates further demand on transportation systems as a sizable population of employees move within the community.

Total Employment (2002 - 2015)
Morrisville, NC



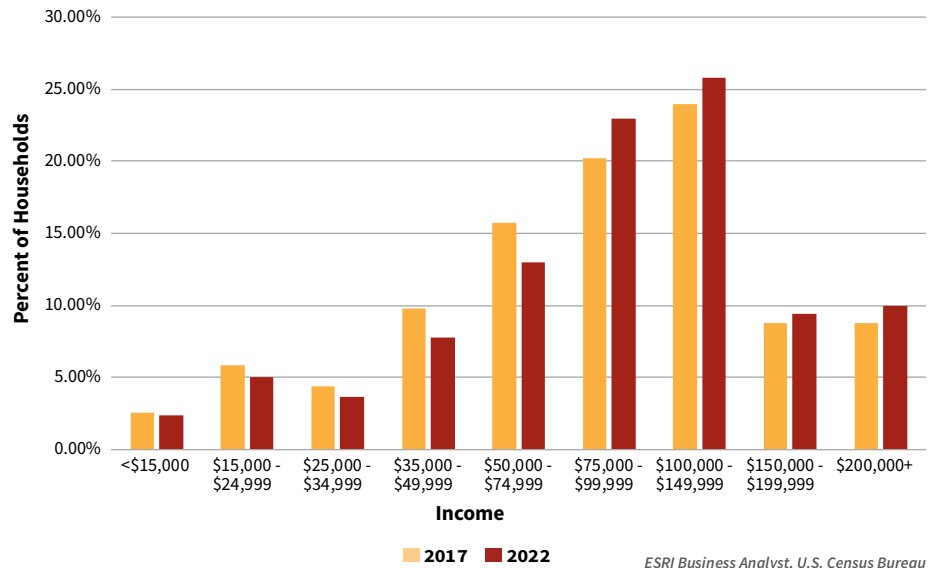
U.S. Census Bureau

Income

Incomes in Morrisville are increasing. In 2017, the majority of Morrisville households earned more than \$75,000, representing roughly 62 percent of the community. In the next five years, all income levels above \$75,000 are anticipated to increase, with the \$75,000-\$99,999 and \$200,000+ groups seeing the greatest relative increases. In contrast, all groups earning less than \$75,000 are expected to decrease, with the \$35,000-\$49,999 group anticipated to decrease by 20.4 percent.

In 2017, Morrisville’s median household income was \$87,464 and is projected to increase to \$93,115 by 2022. The City of Raleigh and Wake County are both anticipated to see similar increases; however, Morrisville’s median household income is higher than both.

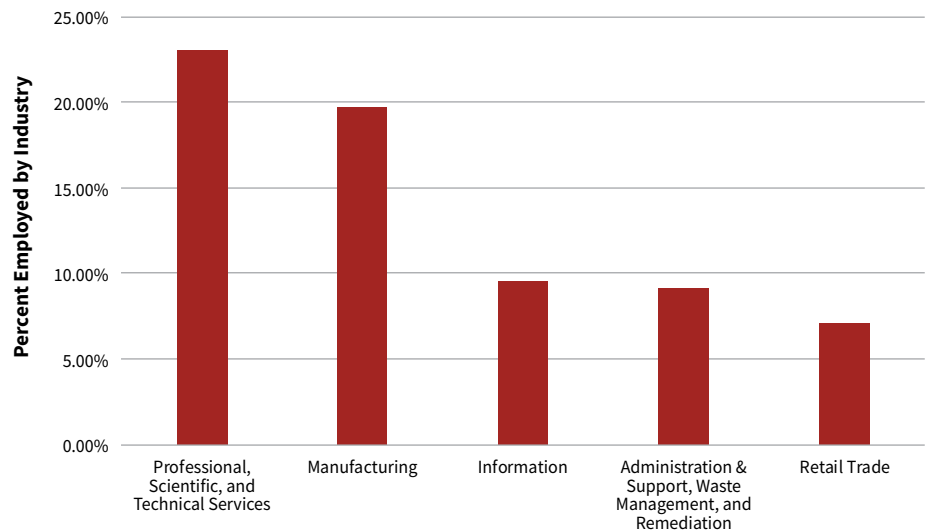
Households by Income (2017 & 2022)
Morrisville, NC



Industries & Employers

Employment in Morrisville is dominated by two major industries. As classified by the North American Industry Classification System (NAICS), the Professional, Scientific, and Technical Services and Manufacturing sectors account for 42.7 percent of jobs in Morrisville, equal to the combined total of the next six largest industries. These two industries account for over 10,000 jobs within the Town. Of Morrisville's top-10 employers, eight businesses employ over 1,000 individuals within the community. Lenovo, an international computer technology company, is Morrisville's largest employer, maintaining 4,200 jobs within the community. This is more than twice that of Morrisville's second largest employer, PPD, a clinical trials company.

Top Five Industries (2015)
Morrisville, NC



U.S. Census Bureau

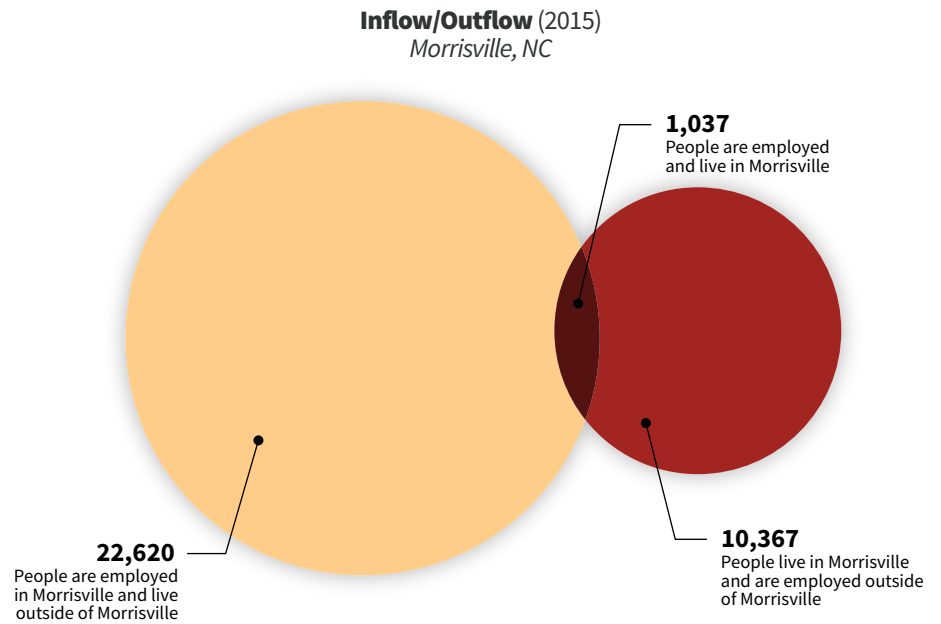
Top 10 Employers

Company	Product or Service	# of Employees	Percent
Lenovo	Computer Technology	4,200	17.75%
PPD	Clinical Trials	2,000	8.45%
Credit Suisse	Banking/Wealth Management	1,800	7.61%
Spectrum	Cable/Communications	1,800	7.61%
NetApp	Data Management/Storage	1,700	7.19%
Laboratory Corporate of America	Health Care	1,500	6.34%
Titan Private Holdings I, LLC	Networking	1,291	5.46%
Luihn Four Inc.	Management Services	1,290	5.45%
ChannelAdvisor	E-Commerce	697	2.95%
Oracle	Telecommunications	600	2.54%

Source: Morrisville Chamber of Commerce, 2017
*Does not include retail or government

Inflow & Outflow

Very few individuals both live and work in Morrisville. Inflow and outflow describe the movement of employees into and out of Morrisville each day based on their place of residence. In 2015, of the 23,657 total primary jobs in Morrisville, 22,620 of those positions were filled by non-residents. Only 1,037 Morrisville residents both live and work within the community, while 10,367 of the Town's residents leave the community each day for employment in other communities. This indicates that a significant number of workers, almost 33,000 individuals, are leaving or entering the Town each day when commuting to work.

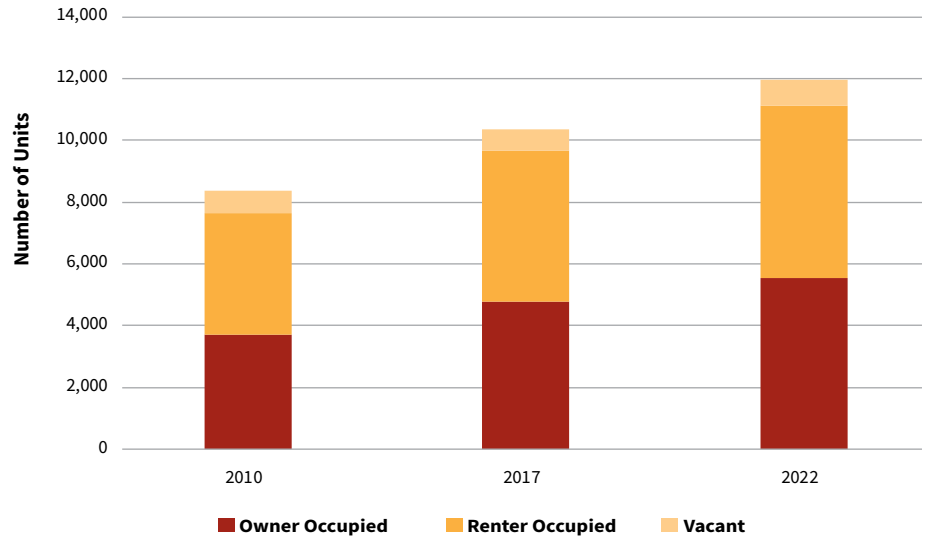


U.S. Census Bureau

Housing Total Units

Total housing has seen steady growth that is anticipated to continue in the future. Total housing units increased from 8,357 in 2010 to 10,358 in 2017, representing a gain of 2,001 units. In the next five years, growth is anticipated to continue, adding another 1,589 units by 2022. This represents a 15.3 percent increase in total units, slightly higher, but generally consistent, compared to housing growth in the City of Raleigh and Wake County.

Total Housing Units (2010, 2017 & 2022)
Morrisville, NC

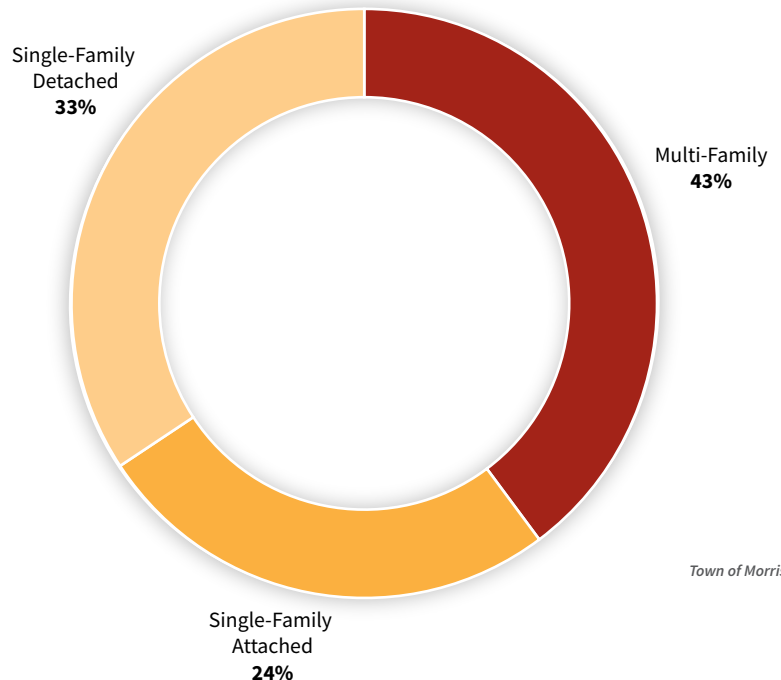


ESRI Business Analyst, U.S. Census Bureau

Housing Type

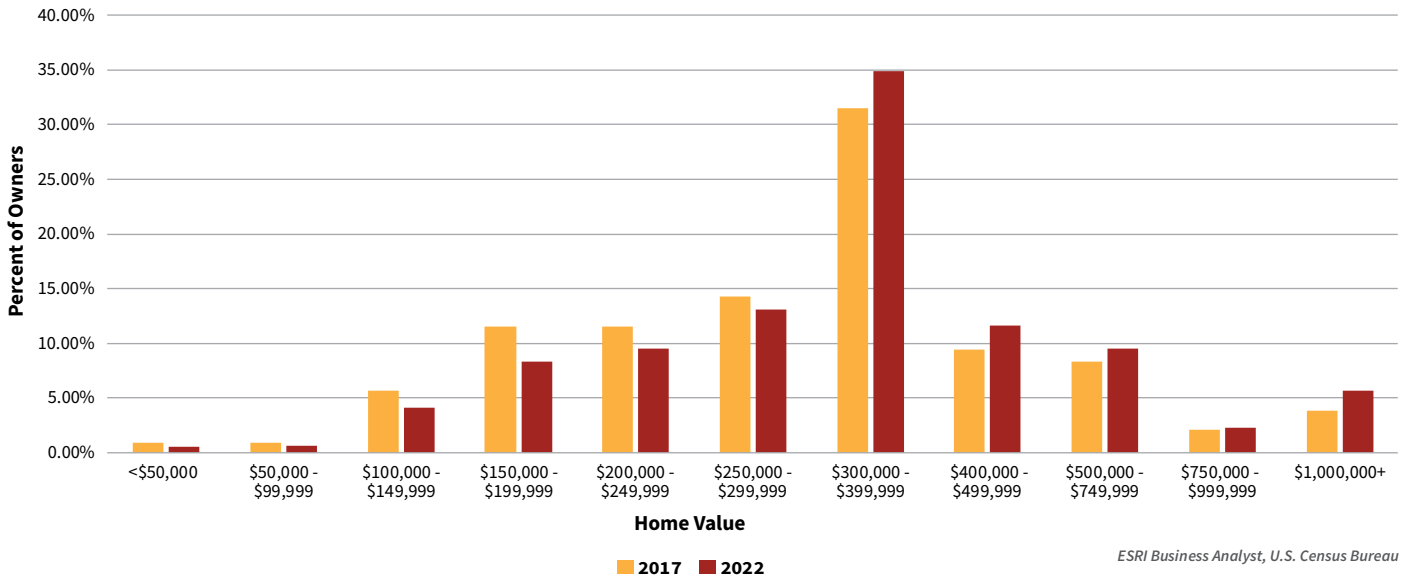
Morrisville provides a diverse range of housing types. Housing in Morrisville is 43 percent multi-family, 33 percent single-family detached, and 24 percent single-family attached. Both renter and owner occupied units are included within each housing type. This distribution is uncommon at the national level, as most communities in similar regional positions are predominately comprised of single-family detached units. Even within the region, single-family detached accounts for the majority of housing units in the City of Raleigh (47 percent) and Wake County (60 percent), compared to smaller proportions for multi-family at 40 percent and 30 percent, respectively.

Housing by Type (2018)
Morrisville, NC



Town of Morrisville

Owner Occupied Housing by Value (2017 & 2022)
Morrisville, NC



ESRI Business Analyst, U.S. Census Bureau

Housing Tenure

Housing tenure in Morrisville is diverse and well-balanced. Housing in Morrisville is evenly distributed between owner-occupied (46.3 percent) and renter-occupied (46.9 percent). This trend is anticipated to continue as new units are added. This even spread is nearly identical to the City of Raleigh’s housing tenure, notable given Raleigh’s more urban character. Compared to national trends, Morrisville provides a much higher concentration of rental options than is typically seen in similar communities. Tenure distribution in Wake County is more typical of national trends, with 57.6 percent owner-occupied and 35.7 percent renter-occupied.

The 2017 vacancy rate for Morrisville housing is 6.8 percent, down from 8.6 percent in 2010. This number is projected to remain steady over the next five years. In addition, this rate is generally consistent with vacancy rates in both the City of Raleigh and Wake County.

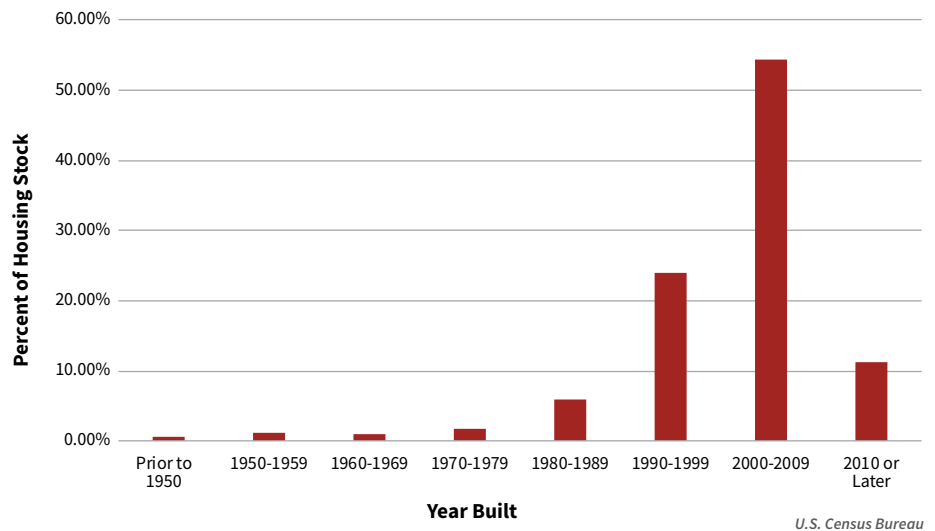
Housing Value

The majority of Morrisville homes are valued between \$300,000 and \$399,999. This group includes 31.5 percent of the Town’s housing stock, more than twice that of any other value group. It is followed by the \$250,000- \$299,999 group with 14.3 percent. Units below \$100,000 account for 1.8 percent of housing, and units above \$750,000 account for 5.9 percent. In the next five years, all groups below \$300,000 are expected to decrease in their share of total housing units, while all those above this level of value are expected to increase. In particular, the \$400,000- \$499,999 is projected to see a 23.4 percent increase, and homes valued at over \$1,000,000 are projected to see a 50 percent increase. This demonstrates a general increase in the value of Morrisville’s housing stock.

Housing Age

Morrisville's housing stock is relatively new. Roughly 90 percent of Morrisville's current housing stock was built after 1990, with a majority (54 percent) built between 2000 and 2009. This breakdown indicates a young housing stock that is unlikely to face significant maintenance issues in the short-term. Long-term maintenance, however, could be an issue if a significant number of units develop maintenance issues at the same time.

Housing Stock by Age (2015)
Morrisville, NC



Existing Land Use

Land use, development, and future investment are at the heart of the Morrisville Land Use Plan Update project. Understanding how land use and physical development are configured today will be essential to addressing important issues within the community and guiding how properties are planned, designed, developed, and utilized in the future. To support this objective, a comprehensive review of existing land use was completed, informed by extensive field reconnaissance of the entire community, as well as research and data analysis. Every parcel within Morrisville was considered and categorized into one of the 14 land use categories described in this chapter.

Single-Family Detached

This category consists of residential properties that contain a single, detached housing unit. This is the most prominent land use within Morrisville and exhibits a significant range in size, maintenance, and quality of housing. This includes both planned subdivisions, as well as older, informal neighborhoods. Some single-family detached properties include manufactured homes as the primary structure.

Single-Family Attached

This category consists of residential properties that contain two or more units attached horizontally, with dedicated entrances for each dwelling unit. Common examples include townhomes and duplexes. Morrisville includes a variety of single-family attached neighborhoods, many of which are directly incorporated as part of larger subdivisions with multiple housing types.

Multi-Family

This category consists of residential properties that contain two or more units stacked vertically with shared entrances, hallways, and communal spaces. Common examples include apartment and condominium buildings.

General Commercial

This category consists of commercial businesses that offer goods and services. This includes restaurants and establishments that sell food and drink. General commercial uses within Morrisville range in size and design, including large-scale developments with a mix of commercial users, big-box stores and national retailers serving regional consumers, and small businesses that serve local and neighborhood-specific shopping needs.



Single-Family Detached



Single-Family Attached



Multi-Family



General Commercial



Mixed-Use

Mixed-Use

This category consists of properties with structures containing multiple, separate uses. Common examples include first-floor commercial spaces with residential or office units above. Due to the nature of mixed-use, this type of land use is generally concentrated in higher-density developments that support pedestrian-oriented activity.



Hospitality

Hospitality

This category consists of hotels, motels, and other businesses that provide short-term lodging. Morrisville contains numerous hospitality uses along Airport Boulevard that support Raleigh-Durham International Airport (RDU) to the northeast.



Office

Office

This category consists of properties that feature office buildings for professional businesses and firms. While ranging in scale, the majority of Morrisville's office uses are larger office buildings and business parks with campus-like environments. Buildings that house medical uses, such as clinics, family physicians, and dentist offices, are included within this category.

Industrial

This category consists of properties and structures dedicated to industrial businesses and operations. This includes both heavy- and light-industrial businesses, such as manufacturing, storage, and distribution. In addition, this category includes public-storage facilities and more intense commercial uses that are similar or adjacent to industrial uses, such as auto-repair garages.

Public/Semi-Public

This category consists of properties that provide public services and amenities that support quality of life within the community. This includes municipal buildings, community facilities, and places of worship.

Educational

This category consists of properties and facilities dedicated to education, including public and private schools, academies, and institutions for higher education. This includes Cedar Fork Elementary, Morrisville Elementary, Sterling Montessori Academy and Charter School, and Wake Technical Community College – RTP Campus. Educational facilities located within structures that include or are intended for other uses have been categorized as the primary use of that structure, such as higher education providers in office and industrial buildings. In addition, given the character and style of daycare and preschool facilities, these have been categorized within general commercial.



Industrial



Public/Semi-Public



Educational



Public Parks, Recreation & Open Space



Private Parks, Recreation & Open Space



Utility & Railroad



Undeveloped

Public Parks, Recreation & Open Space

This category consists of parks and spaces that support publicly accessible recreation, as well as open space and areas set aside for conservation. This includes greenways, landscaped areas, and properties that are not appropriate for development due to natural features. The category is comprised of only parks and open spaces owned by the Town within Morrisville’s municipal boundaries. Cemeteries are included within this category as they often function as open space.

Private Parks, Recreation & Open Space

This category consists of parks, recreational facilities, and open spaces that support recreation but are privatized and not open to public use. This includes private parks, pools, clubhouses, dog parks, open spaces, landscaped areas, and other recreational facilities that are part of a specific subdivision. In addition, private recreational facilities, indoor sports facilities, and golf courses are included within this category. Town greenways are often located on private parcels with a public easement.

Utility & Railroad

This category consists of properties that contain structures, facilities, or infrastructure that support utilities and railroad operations. This includes the railroad right-of-way which extends through the entirety of Morrisville. In many locations, utility corridors also feature greenways or open space elements. In these cases, the more prominent use and property ownership were taken into account in applying a land-use category.

Undeveloped

This category consists of properties which are currently undeveloped and unutilized by any kind of development. This includes vacant properties that have been prepared for development, properties for which previous structures have been removed or demolished, and uncleared properties that can be developed and are not preserved as open space.

DURHAM

Raleigh-Durham International Airport

RESEARCH TRIANGLE PARK

CARY

CARY

Existing Land Use

- Single Family Detached
- Single Family Attached
- Multifamily
- General Commercial
- Mixed Use
- Hospitality
- Office
- Industrial
- Public / Semi-Public
- Educational
- Public Parks, Recreation & Open Space
- Private Parks, Recreation & Open Space
- Utility & Railroad
- Undeveloped

Note: This map includes new construction projects with issued building permits as of July 2018



Map Created July 2018

Current Development Controls

Development controls are essential to guiding land use and investment while shaping the future of the community. Current development regulations are defined by the Morrisville Unified Development Ordinance (UDO), adopted in 2013 and last updated in 2017. In addition to assisting with long-term planning, the UDO helps to guide property owners and developers with regard to the kind of development the community would like to see. The UDO defines 19 zoning districts, one planned development district, four overlay districts, and parallel conditional districts. These districts are described in further detail on the pages that follow.

Zoning Districts

Conservation Districts

Park/Greenway/Open Space (PGO)

Provides for passive and active recreational uses; the protection, conservation, and restoration of natural open space areas; and landscaped buffers.

Residential Districts

Very Low Density Residential (VLDR)

Accommodates neighborhoods of single-family detached dwellings with a net density of no more than one dwelling unit per acre. This district also supports protection and preservation of agricultural lands from urban development.

Low Density Residential (LDR)

Accommodates neighborhoods of single-family detached dwellings with a net density between 1.0 and 4.5 dwelling units per acre. This district is intended to discourage any uses that could substantially interfere with development of single-family neighborhoods or disrupt a quiet, residential character.

Medium Density Residential (MDR)

Accommodates neighborhoods with a variety of housing types and a net density between 4.5 and 7.5 dwelling units per acre. Regulations of this district are intended to allow for innovation in arrangement of buildings within developments and discourage uses that could disrupt residential character.

High Density Residential (HDR)

Accommodates neighborhoods with a variety of housing types and a net density greater than 7.5 dwelling units per acre. Regulations of this district are intended to allow for innovation in arrangement of buildings within developments and discourage uses that could disrupt residential character.

Activity Center Districts

Neighborhood Activity Center (NAC)

Provides for moderate scale, mixed-use activity centers that serve as convenient, walkable service and retail destinations for surrounding neighborhoods. It is intended to support a mix of residential, retail, cultural, entertainment, and office opportunities in a mixed-use village center with street-level uses that generate pedestrian activity.

Business Activity Center (BAC)

Provides for access to daily retail and service needs within walking distance of primary office and industrial uses. It is intended to provide for a mix of residential, local retail, and office opportunities in small mixed-use community centers oriented around office and industrial developments.

Community Activity Center (CAC)

Provides for community-wide employment, retail, education, health care, entertainment, or mixed-use destinations at key intersections of major transportation corridors. It is intended to provide improved access to jobs and daily institutional and service needs, a compatible mix of uses, and access to a variety of transportation options.

Regional Activity Center (RAC)

Provides for significant regional employment, retail, education, health care, entertainment, or mixed-use destinations at key interchanges and intersection of major transportation corridors. It is intended to provide improved access to jobs, a compatible mix of uses, and access to a variety of transportation options.

Transit-Oriented Development (TOD)

Provides for transit-supportive development types and intensities within convenient walking distance of a transit station. This district is intended to create a vibrant, well-designed center of activity, expand transportation choices, provide workforce housing, and promote economic development. Currently, no properties have been zoned within this district, but an area for TOD zoning has been indicated (shown on the Current Zoning Map on page 43). Properties within this area are eligible to rezone to the TOD district through the normal rezoning process within the Town.

Town Center Districts

Historic Crossroads Village (HCV)

Encourages the preservation of existing historic resources in the Historic Crossroads Village and the area's low-intensity and rural character.

Main Street (MS)

Facilitates the development of a central gathering place within Morrisville's Town Center that includes a mix of local retail, civic, institutional, restaurant, and residential uses in a compact, pedestrian-oriented setting.

Town Center Commercial (TCC)

Accommodates a mix of small-scale retail, office, service, institutional, cultural/public, and entertainment developments that meet local and regional needs and are sensitively designed to reflect the positive image of Morrisville. This district also allows higher-density residential and live/work uses.

Town Center Residential (TCR)

Encourages a variety of compatible housing choices within proximity of the Main Street District. This district encourages a mix of residential housing types with varying densities located east and west of Chapel Hill Road to reflect differences in the established pattern of development. This includes development incentives to support greater housing densities.

Residential Transition (RT)

Accommodates a range of housing choices within proximity to Town Center amenities such as parks, historic sites, and commercial areas. This district allows moderate residential densities to provide a transition between the Aviation Parkway corridor and Residential Neighborhood Preservation District.

Residential Neighborhood Preservation (RNP)

Maintains the open residential character of the existing neighborhood to retail and affordable housing options, and to reduce the impact caused by incompatible infill development. Standards in this area address infill considerations associated with the existing pattern of single-family development.

Commercial & Industrial Districts

Corridor Commercial (CC)

Accommodates retail, office and service, small-scale business parks, institutional, cultural/public, and entertainment developments along the Town's primary transportation corridors and gateways. This district is intended to meet local and regional needs and allows higher-density residential and live/work uses.

Office/Institutional (OI)

Accommodates large-scale regional office developments that feature high visual quality and high trip-generating uses, including office parks, research and development parks, corporate headquarters, and emergency-technologies facilities that support local and regional employment.

Industrial Management (IM)

Accommodates industrial uses that are compatible and integrated with the Town's office, commercial, and other employment and institutional uses. This includes manufacturing, distribution, wholesale operations, warehouses, research facilities, flex space, and business parks.

Conditional Districts

Conditional districts are established through approval by Town Council to allow conditional rezoning of the properties in question. This requires district-specific plans and conditions agreed to by property owners. As a result, conditional zoning districts are parallel to the base zoning of properties within that district.

Planned Development Districts

Planned development districts are intended to encourage innovative, responsive, and distinct land-use planning within Morrisville. These districts allow greater freedom for developers to enable site design that achieves the Town's goals and objectives for land use and development. To be classified as a planned development district, a property must be rezoned by the Town Council and meet specific criteria. Currently, Morrisville has one planned development district.

Mixed-Use Planned Development (MUPD)

Accommodates high-quality development that incorporates a range of complementary and mutually supporting land uses, allowing for innovative arrangements of uses, buildings, and open spaces throughout developments.

Overlay Districts

Overlay districts are superimposed over an underlying zoning districts and apply additional or supplemental development regulations that address area-specific conditions or features. Properties within an overlay district must still adhere to regulations per the underlying zoning, as well as those applied or altered by the overlay district. Morrisville has four overlay districts.

Airport Overlay Districts (AO-A, AO-B)

These districts are intended to ensure the safety and welfare of the community in relation to the Raleigh-Durham International Airport (RDU). These districts promote development that is compatible with air traffic and services associated with the airport, restrict residential uses, and define regulations for site design. There are two airport overlay districts established based on proximity to RDU and aircraft noise levels: Airport Overlay-A (located east of Chapel Hill Road) and Airport Overlay-B (located west of Chapel Hill Road).

Floodplain Overlay (FO)

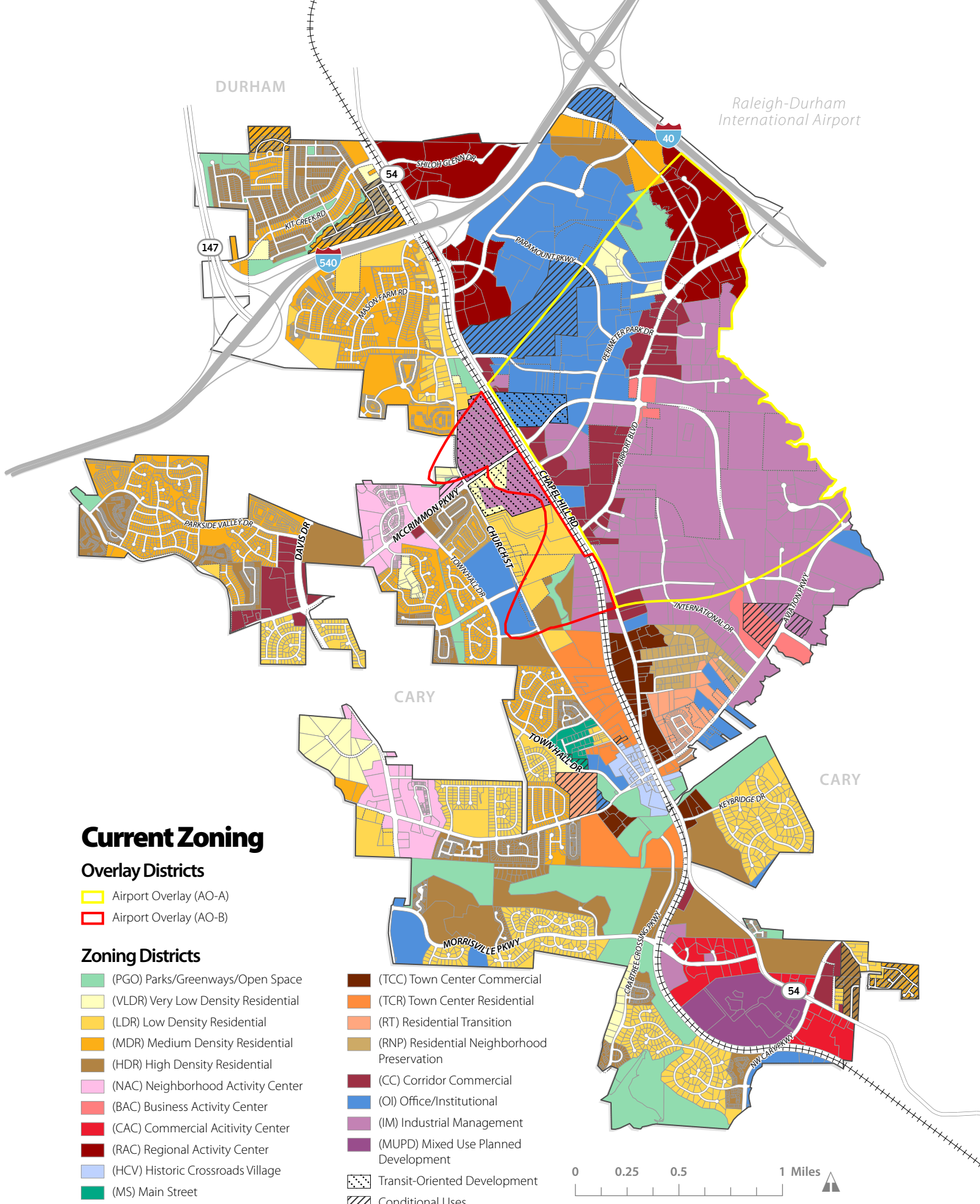
The floodplain overlay district is intended to minimize risks related to flooding and periodic inundation of land. This overlay district applies to all land within Special Flood Hazard Areas or Future Conditions Flood Hazard Areas. Development within the overlay must receive a floodplain-development permit and comply with various related regulations.

Town Center Conservation Overlay (TCCO)

The town center conservation overlay district was established to facilitate the community's vision for parks and open space in the Town Center. This assists with implementation of the *Town Center Plan* and provides additional site-development options in return for conservation of open space. This overlay district is not specifically applied to the zoning map, but rather, is available to any land that is identified as an existing or proposed park in the *Town Center Plan*.

DURHAM

Raleigh-Durham International Airport



Current Zoning

Overlay Districts

- Airport Overlay (AO-A)
- Airport Overlay (AO-B)

Zoning Districts

- (PGO) Parks/Greenways/Open Space
- (VLDR) Very Low Density Residential
- (LDR) Low Density Residential
- (MDR) Medium Density Residential
- (HDR) High Density Residential
- (NAC) Neighborhood Activity Center
- (BAC) Business Activity Center
- (CAC) Commercial Activity Center
- (RAC) Regional Activity Center
- (HCV) Historic Crossroads Village
- (MS) Main Street
- (TCC) Town Center Commercial
- (TCR) Town Center Residential
- (RT) Residential Transition
- (RNP) Residential Neighborhood Preservation
- (CC) Corridor Commercial
- (OI) Office/Institutional
- (IM) Industrial Management
- (MUPD) Mixed Use Planned Development
- Transit-Oriented Development
- Conditional Uses



Map Created July 2018

Environmental Features & Open Space

Environmental features and open space are an essential element of land use and development. As a community grows and evolves, it is essential to preserve green spaces, distinctive features, and other characteristics that will contribute to the appearance of Morrisville and enhance quality of life. Morrisville's landscape has a noticeably green appearance, incorporating tall tree canopies and well-maintained landscaping to create the picturesque vistas typical of the region. Reviewing these and other important assets is essential to ensuring the Land Use Plan Update can account for, preserve, and enhance environmental features and open spaces within Morrisville.



Landscape & Soils

Morrisville is located on the cusp of North Carolina's Piedmont region, near a transitional zone to the Coastal Plain that extends east. The Piedmont region lies between the Coastal Plain and the Appalachian Mountains to the west, and is characterized by rolling foothills and a variety of rock formations. Due to its elevation, this area is known as the Fall Line, or the point above which changes in elevation that cause the formation of waterfalls and rapids. As a result, many communities were historically located along this line prior to the invention of locks for further upstream boat navigation.

Within Morrisville, gradual changes in topography create a distinctive landscape without greatly hindering development or connectivity. Local soils contain a mix of sandy-coastal and clay-piedmont soil types that are considered optimal for farmland. Morrisville is also located in a region with Triassic soils, which have little capacity to hold water. As a result, wells dug in Triassic soils yield little water and septic systems perform poorly within these areas. As growth occurs, these factors could impact development and infrastructure needs.

Waterbodies

Morrisville is positioned within the Neuse River and Cape Fear River watersheds. The Town's primary waterway is Crabtree Creek, which flows northeast into Lake Crabtree, a flood-control reservoir directly adjacent to Morrisville. Crabtree Creek flows through Prestonwood Country Club and between Crabtree Creek Nature Park and Cedar Fork District Park, and an immediate tributary flows through Morrisville Community Park.

Crabtree Creek is ranked as Class C waters by the North Carolina Department of Environmental Quality (DEQ), indicating the presence of aquatic wildlife and allowing recreation where body contact with water is infrequent. The creek is also identified as Nutrient Sensitive Waters (NSW), indicating a need for additional nutrient management. Further, the creek is classified as a 303(d)-impaired stream and does not meet Environmental Protection Agency Standards. As such, it has a management plan that could affect development near the waterway.

Both Crabtree Creek and Lake Crabtree are fed by a variety of smaller creeks and tributaries within Morrisville. These smaller waterways require mitigation as development occurs; however, impacts to investment are generally minimal. Other waterbodies include smaller lakes, ponds, and detention basins related to development within the Town. Existing waterways and waterbodies contribute to Morrisville's landscape and allow secondary recreation, such as fishing; however, none are appropriate or activated for primary water recreation, such as swimming.



Floodplains

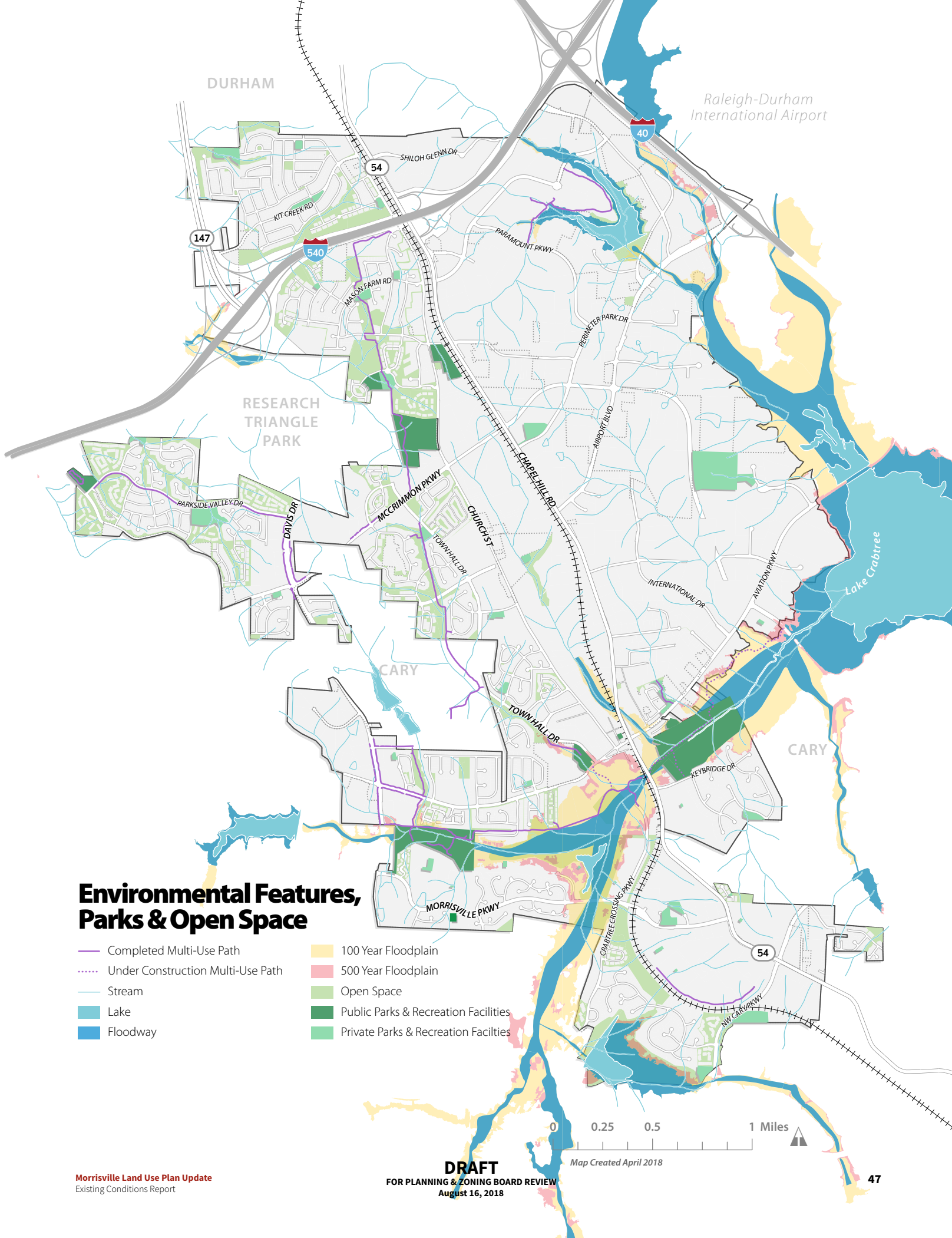
Morrisville contains both 100- and 500-year floodplains related to Crabtree Creek and other tributaries within the community. A 100-year floodplain defines an area that has a one percent chance of being flooded in a given year, while 500-year floodplains have a 0.2 percent chance of being flooded in a given year. The majority of floodplains are located in southern Morrisville, where Crabtree Creek flows through Prestonwood Country Club and crosses under NC54. Additional floodplains are located adjacent to Slater Road in northern Morrisville and in various locations along the Town's periphery. Development within local floodplains has generally been limited; however, some residential properties are located in the 100- and 500-year floodplains. This could result in impacts to private property in the event of a significant water event.

Tree Canopy

Morrisville benefits from a healthy tree canopy, including numerous wooded areas, tree stands, and forest with tall trees and foliage. This is a significant contributor to Morrisville's natural beauty and landscape, providing character for residential neighborhoods and subdivisions as well as helping to screen adjacent developments. While substantial forested areas still remain, Morrisville's significant growth over the past few decades has reduced the local tree canopy and raised concerns of deforestation. In particular, newly developed residential subdivisions and office uses have often located on previously wooded areas. The Morrisville UDO defines regulations for both tree preservation and placement of trees as part of screening and buffers.

Landscaping

Landscaping as part of site design and development within Morrisville is a major asset to the community. Residential, commercial, office, and industrial uses all integrate high-quality and well-maintained landscaping, including foliage, screening, berms, gardens, outdoor seating areas, and other unique features that contribute to a green, attractive appearance. In many cases, the inclusion of trees, ornamental bushes, flowers, and other foliage helps to limit views of more intense uses and reduce the impact of incompatible uses. In particular, many older industrial and office areas have healthy mid-height tree canopies that create a calm and inviting appearance for uses sometimes considered unsightly or unappealing. The continued promotion and incorporation of landscaping within land use and development should be a consideration for the Land Use Plan Update.



DURHAM

Raleigh-Durham
International Airport

RESEARCH
TRIANGLE
PARK

CARY

CARY

Environmental Features, Parks & Open Space

- Completed Multi-Use Path
- - - Under Construction Multi-Use Path
- Stream
- Lake
- Floodway
- 100 Year Floodplain
- 500 Year Floodplain
- Open Space
- Public Parks & Recreation Facilities
- Private Parks & Recreation Facilities

0 0.25 0.5 1 Miles





Morrisville Land Use Plan Update

Trends & Influences Summary Memorandum

DRAFT August 17, 2018

mapping
MORRISVILLE
A Plan for How We Live & Grow

HL
HOUSEAL
LAVIGNE
ASSOCIATES

Table of Contents

Introduction 2

Purpose of the Land Use Plan Update	3
Purpose of the Trends & Influences Memo	3
Planning Process	3
Regional Context	4
Planning Area	5
Community Outreach.....	6
Complementary Outreach	7

Land Use &

Development 8

Land Use Distribution	9
Adjacent Municipalities.....	11
Land Availability	12
Housing Affordability.....	15

Environmental Features &

Open Space 16

Loss of Green Space	17
Waterways.....	17
Multi-Use Paths	18
Private Parks, Recreation & Open Space	18

Community Facilities &

Infrastructure 20

Education	21
Roadway Extensions.....	22
Pedestrian Mobility.....	23
Shared Infrastructure	23
Additional Facilities	24

Image & Identity..... 26

Branding	27
Community Focal Point.....	28
Historic Morrisville Crossroads.....	29
Gateways & Entrances	30
Landscaping & Site Design.....	30

Introduction

The Town of Morrisville (the “Town”) is a rapidly growing community at the heart of North Carolina’s Research Triangle, one of the fastest growing regions in the country. In the past few decades, Morrisville has transformed from a small, rural town into a diverse residential community. Further, Morrisville’s regional location and proximity to Research Triangle Park have supported major investment and an expanding employment base.

In response to these significant impacts, the Town initiated the preparation of the Morrisville Land Use Plan Update (the “Plan”) in February 2018. This two-year planning process will engage the community’s changing landscape, identifying distinct issues and recognizing unique opportunities that are present in Morrisville and providing recommendations and policies to address potential impacts. Further, the Plan will establish a vision for land use and development as Morrisville continues to evolve, helping to shape a vision for the community’s future.

Purpose of the Land Use Plan Update

The Land Use Plan Update will be Morrisville's official policy document outlining plans for land use and development and serving as a foundation for future decision-making. It will help to inform Town staff, elected and appointed officials, as well as businesses, property owners, and developers about the future of Morrisville and the community's vision of that future. The Town's previous Land Use Plan was adopted in 2009. The new Plan will take into account this and other previous planning efforts while addressing new concerns, conditions, and changes that have occurred since their adoption. This will include the Comprehensive Transportation Plan Update, a concurrent Town project that is nearing completion.

Purpose of the Trends & Influences Memo

The Trends and Influences Summary Memorandum is an interim work product that summarizes recent changes that have occurred in Morrisville in recent years and the potential effects that must be addressed by the Land Use Plan Update. In many ways, it acts as a preview of the final document, outlining the issues and opportunities that will be central to recommendations and policy within the Land Use Plan Update. Trends and influences were identified through community outreach activities, field reconnaissance, planning analysis, and extensive research.

In parallel with the Trends and Influences Summary Memorandum, an Existing Conditions Report has been prepared. This document summarizes the initial phases of the planning process and contains information, data, and analysis utilized to establish a foundational understanding of physical, demographic, and economic conditions within Morrisville today. Together, these documents mark the completion of preliminary analysis and the beginning of long-term visioning and plan-making.

Planning Process

The Morrisville Land Use Plan Update will be the result of a community-driven, multi-phased planning process that engages residents, business owners, local officials, Town staff, and other community stakeholders. The planning process includes the following seven phases (current status noted in parentheses):

Phase 1: Project Initiation (complete) consisted of coordination meetings with staff to kick-off the project, as well as early opportunities to engage the Town Council and Planning and Zoning Board.

Phase 2: Outreach and Community Engagement (complete) consisted of traditional in-person events and online tools to engage the Morrisville community regarding issues, opportunities, potential projects, and key community assets.

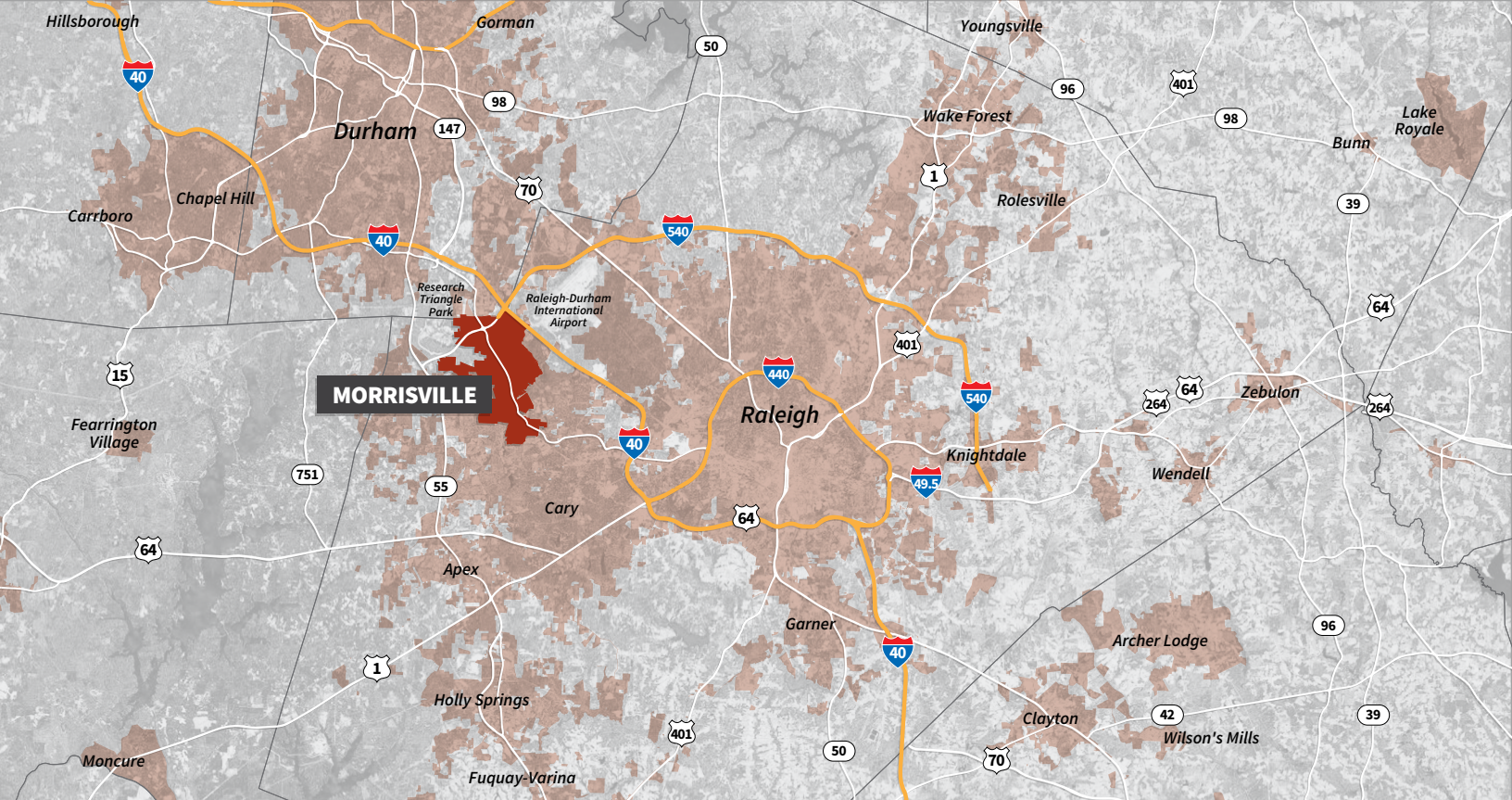
Phase 3: Existing Conditions Analysis (complete) consisted of research, data collection, field reconnaissance, and analysis to establish an understanding of conditions within Morrisville. This phase culminated with the development of the Existing Conditions Report and the Trends and Influences Memorandum.

Phase 4: Community Vision and Goals (on-going) consists of additional community engagement to support the creation of a unified vision and dedicated goals to guide Morrisville's future. These will work as a core to guide development of the Land Use Plan Update.

Phase 5: Subarea Plans (incomplete) will consist of developing subarea plans that address distinct areas of the community with more detailed and site-specific analysis.

Phase 6: Community-Wide Plans and Policies (incomplete) will consist of the development of recommendations and policies to address the entire community, including a future land use map, implementation plan, and fiscal-impact model.

Phase 7: Plan Documents and Adoption (incomplete) will consist of the preparation, public review, and revision of a draft Land Use Plan Update document. This phase will conclude with the presentation of the Plan to the Planning and Zoning Board, a recommendation from the Board to the Town Council, and subsequent adoption by the Town Council.



Regional Context

Morrisville, North Carolina is centrally located within the Raleigh-Durham-Chapel Hill Metropolitan Statistical Area (MSA), a region of over 2.1 million residents. This area is also known as the Research Triangle due to major universities in each of its three most prominent municipalities: North Carolina State University in Raleigh, Duke University in Durham, and the University of North Carolina in Chapel Hill. Since 2010, the MSA has seen considerable growth, including a roughly 15 percent population increase, making it one of the fastest growing regions in the United States.

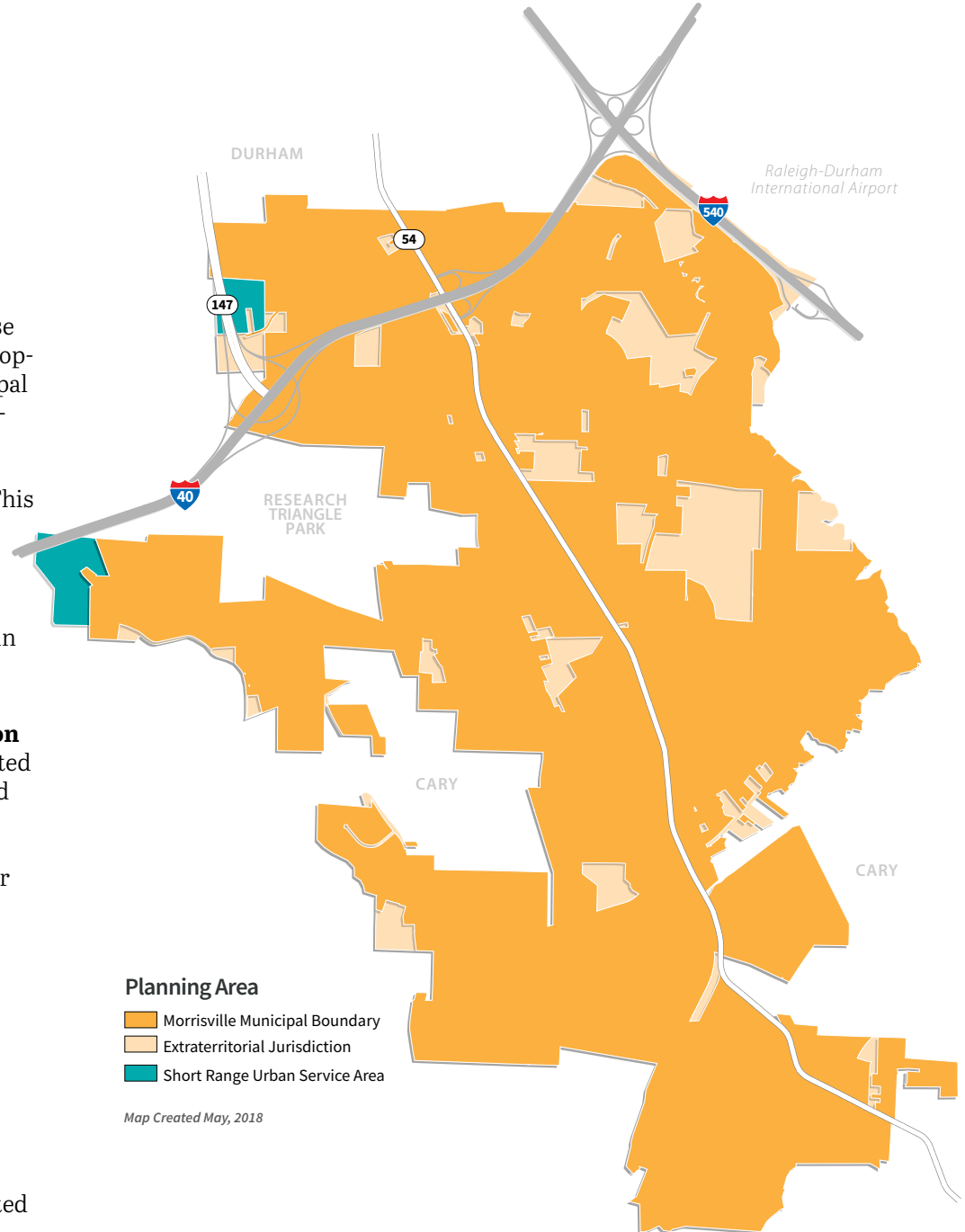
Morrisville is positioned at a crossroads between key destinations within the region. Interstate 40, a major route between Raleigh, Durham, and Chapel Hill runs along the Town's northeastern border. Morrisville borders Durham to the north, and Cary, the third largest municipality within the region, surrounds much of the southern half of Morrisville. In addition, Research Triangle Park (RTP), one of the largest research parks in the world, borders Morrisville to the northwest. Raleigh-Durham International Airport (RDU) is also located directly across Interstate 40, supporting greater access both nationally and internationally. Much of Morrisville northeast of NC54 is located within the Airport Overlay District, as defined within the Town's Unified Development Ordinance. This district is intended to promote development that is compatible with air traffic and services associated with the airport.

Morrisville has seen significant growth in the past 20 years, expanding from just 5,000 residents in 2000 to just shy of 25,000 in 2016. Much of this growth exhibits characteristics or impacts from adjacent communities, such as residential subdivision growth similar to that seen in Cary, office and industrial investment moving south from RTP, and businesses that cater to travelers near the interstate and RDU. Today, Morrisville is a thriving and evolving community looking to better define its own position within the greater region, rather than being further defined by other towns and institutions.

Planning Area

The planning area for the Land Use Plan Update is comprised of all properties within Morrisville's municipal boundaries, unincorporated properties within the Town's planning jurisdiction, and Wake County's short range urban service areas. This includes three distinct areas:

- **Morrisville Municipal Boundary** – contains all incorporated properties within Morrisville and under Town jurisdiction.
- **Extraterritorial Jurisdiction (ETJ)** – contains unincorporated properties that are anticipated to become part of Morrisville but, are currently under the jurisdiction of Wake County or Durham County, respectively. The Town has been approved for annexation of properties within Wake County and has an annexation agreement with the City of Durham. These properties are subject to Morrisville's development regulations.
- **Short Range Urban Service Area** – contains unincorporated properties in Wake County that are expected and intended to become urbanized in the foreseeable future, and thus are anticipated to become part of Morrisville.





Community Outreach

The Morrisville Land Use Plan Update will be a community plan, guided by the aspirations and collective vision of Morrisville’s residents. It is essential that Town residents are engaged and have the opportunity to make their voices heard. As such, community outreach is at the core of the planning process. This includes a combination of in-person events to facilitate face-to-face discussions and online tools that are interactive and highly accessible. The input received through the outreach process will provide clear direction for the Land Use Plan Update and may be directly translated into Plan recommendations and policy. Ultimately, community outreach will help ensure that the Land Use Plan Update is reflective of and responsive to the community it will serve.

While the initial stage of engagement has concluded, opportunities for individuals to get involved will continue throughout the planning process. The following is a review of all the outreach activities completed to date. For more information about the outreach process and a summary of major topics discussed, see the Existing Conditions Report.

In-Person Outreach Events

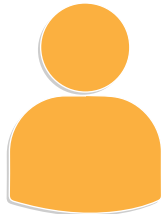
- Community Workshop: May 16, 2018 – 20 Participants
- Stakeholder Interviews: May 17 & 18, 2018 – 20 Participants
- Do-It-Yourself (DIY) Workshop Kit: Available May through July, 2018 – 95 Participants. DIY Kits were made available to all organizations and groups in Town and completed by the following:
 - Bochasanwasi Akshar Purushottam Swaminarayan Sanstha (BAPS)
 - Breckenridge Homeowners Association Board
 - Hindu Society of North Carolina (HSNC)
 - Kitts Creek Homeowners Association
 - Providence Place Homeowners Association
 - Savannah Homeowners Association Board

Additional Workshops

- Planning & Zoning Board Issues Identification Workshop: March 8, 2018 – 7 Participants
- Town Council Introduction & Issues Identification Workshop: April 17, 2018 – 5 Participants
- Morrisville Environment & Stormwater Committee Meeting: May 2, 2018 – 9 Participants
- Morrisville Senior Advisory Committee: May 10, 2018 – 9 Participants
- Morrisville Youth Leadership Council: May 14, 2018 – 48 Participants
- Developers Council: May 17, 2018 – 9 Participants
- Morrisville Parks, Recreation and Cultural Resources Advisory Committee: May 30, 2018 – 11 Participants

Postcards

In addition to planned events, outreach postcards were developed and distributed to 12,815 addresses in Morrisville. These postcards included information about the Land Use Plan Update, as well as a three question survey - 18 Participants



376

Individuals Engaged In-Person



294

Online Survey Responses



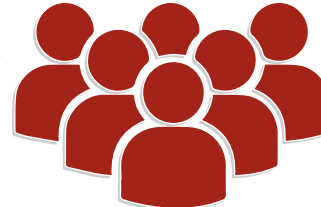
908

Unique Visits to the Project Website



173

map.social Points Created



18

In-Person Outreach Events Held

Outreach at Community Events

- Morrisville Fire & Rescue Bike Rodeo: April 7, 2018 - 15 Participants
- Music in the Park: June 14, 2018 - 30 Participants
- SpringFest, June 16: 2018 - 80 Participants

Online Engagement Opportunities

- Project Website - 908 Unique Visits to the Website (1,214 Visits in Total)
- Online Surveys, Available March through July 2018 - 231 Participants
- Town Employee Survey - 63 Participants
- map.social, Available March through July 2018 - 173 Points Created.

Complementary Outreach

In 2017 the National Research Center conducted a National Citizen Survey in Morrisville, engaging 202 residents to better understand livability in Morrisville. While not conducted as part of the planning process for the Land Use Plan Update, this survey includes complementary outreach.

The first measure of livability was quality of life. The survey found that approximately 93 percent of respondents think the quality of life in Morrisville is excellent or good. The most important factors contributing to the high quality of life are safety and mobility. 95 percent of respondents rated Morrisville as an excellent or good place to raise children, and 89 percent rated Morrisville's overall appearance as excellent or good. Areas that received lower ratings include travel by public transportation, traffic flow, and vibrant downtown/commercial area. Additionally, the survey found that safety is an asset that Morrisville residents appreciate and want to maintain. Overall, the findings of the National Citizen Survey in Morrisville were consistent with major themes identified through the engagement process and will be incorporated as part of the planning process as appropriate.

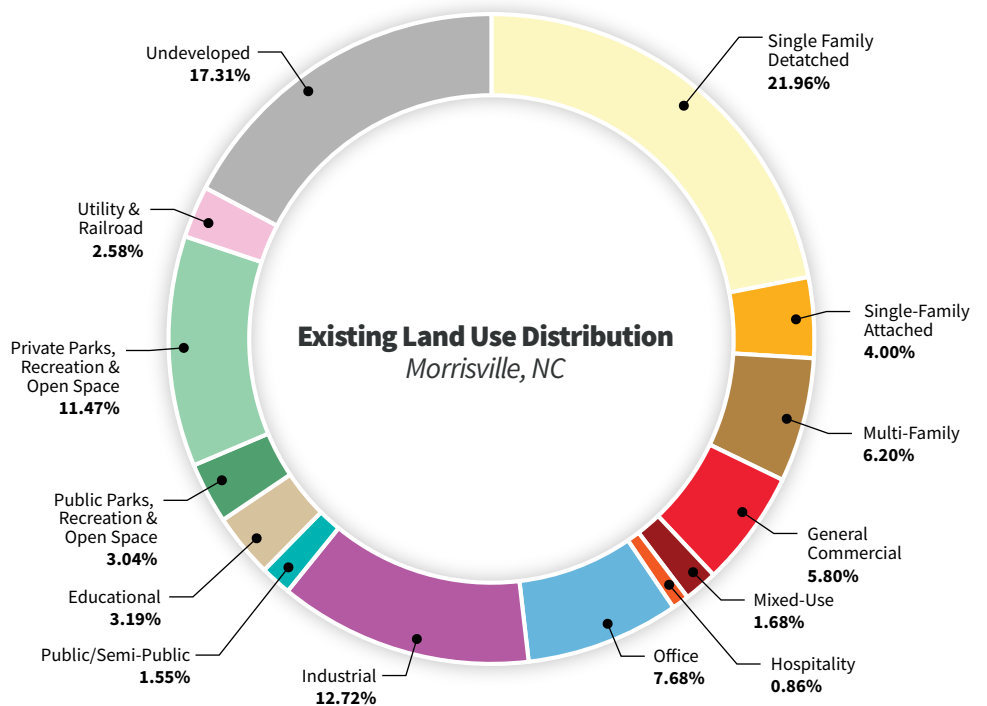
Land Use & Development

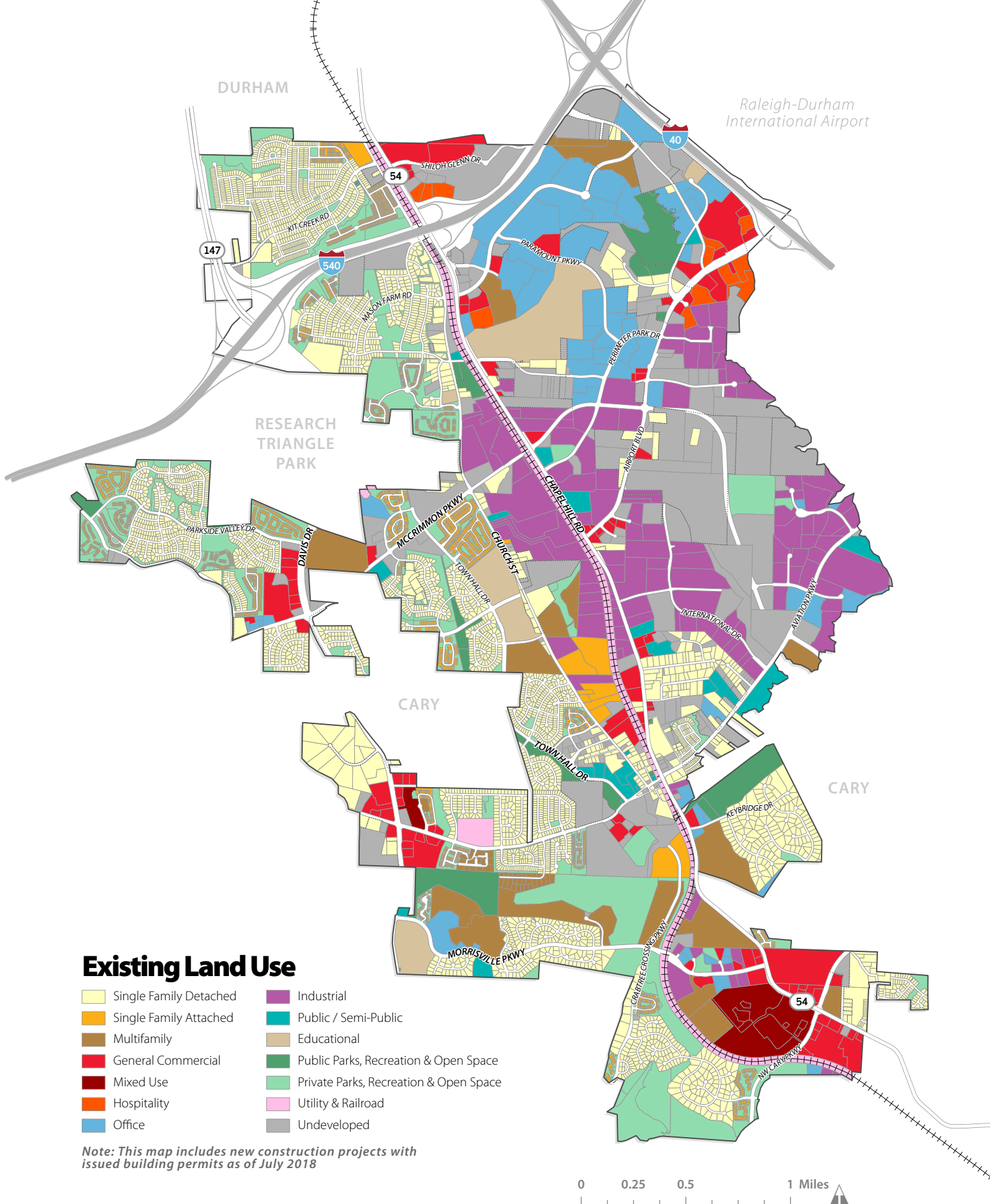
Land use and development are at the core of the Morrisville Land Use Plan Update, and its related policies will be essential to how the Town directs growth and investment in the future. To support this central element of the Plan, a comprehensive review of existing land use and development regulations, including thorough field reconnaissance and research, was completed. This, combined with community outreach and engagement, helped to identify the following major trends and influences which impact land use and development in Morrisville.

Land Use Distribution

Single-family detached homes account for the largest proportion of land use within Morrisville, representing 21.96 percent of the Town's total area or 1,151 acres. This is followed by undeveloped land with 17.31 percent and industrial uses with 12.72 percent. Categories with the smallest proportion include hospitality; public/semi-public; mixed-use; utility and railroad; and public parks, recreation & open space, combining for less than 10 percent of Morrisville's total land area.

Residential uses, including single-family detached, single-family attached, and multi-family, account for approximately 32.16 percent of land in Morrisville. While this represents a considerable portion of the community, it is lower than similarly positioned communities across the nation, demonstrating a more even distribution of land use within Morrisville. This benefits the Town by avoiding an overabundance of any single use that could hinder development opportunities or challenge infrastructure. In addition, higher-density options in Morrisville contribute significantly to housing while reducing the overall footprint of residential uses. For example, multi-family accounts for just over six percent of total land use, 826 acres less than single-family detached, while representing 43 percent of all housing units, the largest housing type.





DURHAM

Raleigh-Durham International Airport

RESEARCH TRIANGLE PARK

CARY

CARY

Existing Land Use

- | | |
|---|---|
| Single Family Detached | Industrial |
| Single Family Attached | Public / Semi-Public |
| Multifamily | Educational |
| General Commercial | Public Parks, Recreation & Open Space |
| Mixed Use | Private Parks, Recreation & Open Space |
| Hospitality | Utility & Railroad |
| Office | Undeveloped |

Note: This map includes new construction projects with issued building permits as of July 2018



Map Created July 2018

DRAFT
FOR PLANNING & ZONING BOARD REVIEW
August 16, 2018

Morrisville Land Use Plan Update
Trends & Influences Summary Memo



Research Triangle Park Headquarters

Adjacent Municipalities

Located centrally within North Carolina's Research Triangle, growth within Morrisville has been significantly influenced by its direct neighbors. In particular, Morrisville has developed as a kind of "middle ground" between Cary to the south and Research Triangle Park (RTP) to the north. Much of Morrisville's residential development in the past few decades can be attributed to growth moving north from Cary, which today surrounds much of the Town's southern boundaries. Subdivisions mimic the styles of development and housing products seen in Cary, particularly west of NC 54.

This type of development is contrasted by office and industrial investment moving south into Morrisville from RTP, generally locating east of NC 54. These developments tend to reflect the kinds of businesses and office park environments seen in RTP, aiming to capitalize on proximity to both RTP and the Raleigh-Durham International Airport (RDU). For example, the Morrisville-based branch of Wake Technical Community College, which recently completed construction of the first of multiple new buildings on their property and is branded as the "RTP Campus."

Overall, Morrisville's proximity to Cary and RTP, as well as Durham and Raleigh in a wider context, has helped to support growth within Morrisville and get the Town to where it is today. This growth is a valuable resource that should continue help affect positive change. As Morrisville moves into a new era of growth, however, careful management of future investment will be critical to ensuring growth is in the best interest of Morrisville and dictated by the needs and desires of the Morrisville's residents, not adjacent municipalities and regional neighbors.



Land Availability

The availability of land to develop is a key concern for growth and investment in Morrisville. Throughout public engagement, stakeholders, including residents, property owners, and service providers, all voiced a concern that Morrisville has little room to grow—both within existing municipal boundaries and outside of them. One individual described Morrisville as “landlocked, heavily developed, and developing,” highlighting a common concern that opportunities for development within the community are shrinking fast. The concept of Morrisville as “landlocked” was consistently expressed by residents. While the Town does have some outward expansion included within its planning area, growth from Cary and RTP has entirely enclosed Morrisville. The implication is that Morrisville’s growth area is defined, and that, in the near future, the Town will run out of opportunities for external annexation.

A review of existing land use distribution shows that approximately 17 percent of Morrisville is currently undeveloped, representing over 900 acres of land. This includes properties that were occupied but are now vacant, properties that are prepared for investment but are undeveloped, and properties that are not prepared for development but have not been set aside as open space. While not every undeveloped property is available, this category indicates that a sizable portion of Morrisville remains undeveloped and could be utilized for investment in the future. The following impacts may affect the availability of this land and contribute to a wider perception that Morrisville is running out of room to grow.

Rapid Growth

Between 1990 and 2010, the Town of Morrisville grew from 1,489 residents to 18,576 residents, a population increase of nearly 1,150 percent and over 17,000 residents. By 2018, the Town had grown to an estimated 28,599 residents. This impressive rate of population growth has already had a monumental impact on the community in terms of the types and scale of development in Morrisville, particularly residential neighborhoods. Further, the Town is anticipated to see continued steady growth, with the population projected to reach just over 36,000 by the end of 2023.



Morrisville has also seen considerable industrial and office space investment. As previously discussed, much of this is related to RTP and located east of NC 54, where the combination of available land and the RDU airport overlay make non-residential investment most advantageous. In the 10 years between 2005 and 2015, total primary jobs in Morrisville grew by an estimated 10,495 jobs. Today, Morrisville is home to both national and global headquarters for numerous businesses.

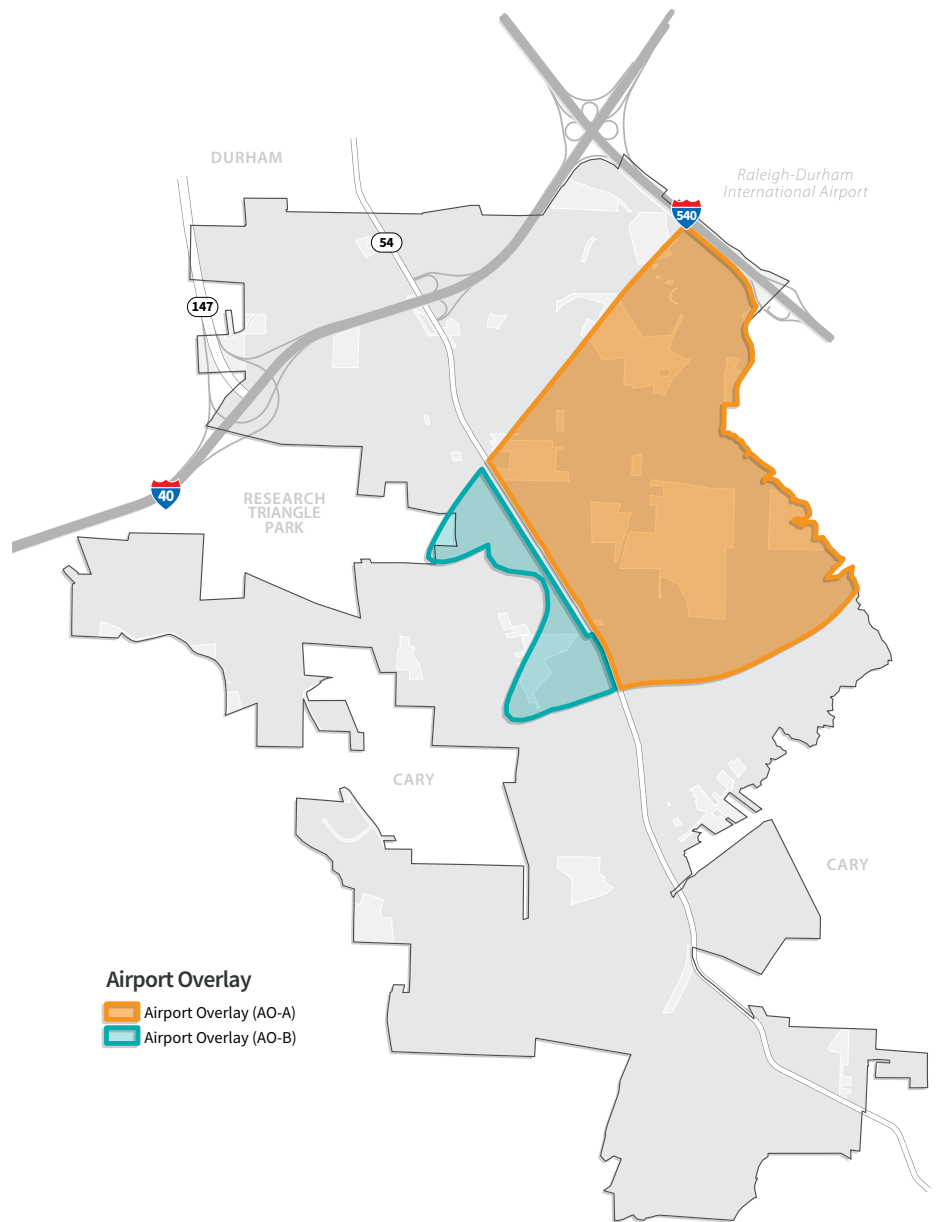
Rapid growth has been a significant element of Morrisville in the past two decades, transitioning the municipality from a smaller, rural community into a bustling community at the region's core. The speed of growth, however, has become a concern for many individuals within the community. Some residents argued that growth is happening too quickly, both reducing available land and placing a greater strain on infrastructure and public amenities.

In addition, many emphasized that rapid growth is allowing the wrong types of development or too much of the same types of development, while taking up land that should be repurposed for more important community needs. For example, residents indicated that the speed of residential growth is quickly reducing properties potentially available for new schools. An important focus of the Land Use Plan Update should be providing policies and recommendations on how to harness the power of rapid growth while ensuring it does not disable effective planning or challenge the Town's ability to meet the long-term needs of its residents.

Raleigh-Durham International Airport

Another regional neighbor that impacts development and land availability in Morrisville is the Raleigh-Durham International Airport (RDU). RDU's runway configuration and flight patterns cross directly over Morrisville, creating various nuisances and safety concerns. These are reflected in the Town's Unified Development Ordinance (UDO), which defines two airport overlay districts: Subdistrict A, which includes all properties within airport contours east of NC 54 and Subdistrict B, which includes similar properties west of NC 54. The airport overlays are not state- or airport-imposed, but were voluntarily adopted by all communities adjacent to RDU in cooperation with the airport.

The overlays cover approximately 26.8 percent of Morrisville's total area, representing over 1,400 acres. Per the UDO, Subdistrict B is less restrictive, while Subdistrict A prohibits most residential and public/semi-public uses. As a result, land east of NC 54 developed as commercial, office, and industrial uses, while residential and related public/semi-public uses have concentrated west of NC 54. In addition, the overlay districts require specific accommodations to reduce noise level from airplane traffic, which could affect potential investment in the future.



On the national level, advances in airplane technology have helped to reduce airport noise contours in the past 20 years. As a result, new air-traffic procedures being developed by the Federal Aviation Administration (FAA) may lead to changes for RDU's noise contours. While the specific location of noise contours may change, Morrisville's proximity to RDU means that air traffic and airport impacts will remain a permanent influence for development in the future.

Overall, the greatest impact of RDU is the reduction of available land to support the Town's specific, long-term needs. Of Morrisville's over 900 acres of available, undeveloped land, approximately 58 percent is located within an airport overlay. Thus, as the Town looks to address various issues through the planning process, permitted uses and the viability of development within the airport overlays must be considered.



Housing Affordability

The affordability of housing within Morrisville was another important point of discussion emphasized by residents and other stakeholders. Many individuals were concerned that housing in Morrisville does not offer options available to the existing workforce. This means a greater proportion of those employed within Morrisville are forced to live outside the community and must commute to Town, impacting both economic development and transportation.

Further, the lack of affordable options hinders the Town's ability to attract young professionals and new families, particularly those employed in emerging industries. This could lead to a long-term aging of the community, a prominent trend occurring on the national level. The development of affordable and accessible housing options, as well as products that appeal to a range of individuals, may be essential to ensuring long-term vitality and attracting a diverse group of residents to Morrisville.

Environmental Features & Open Space

Environmental features and open space include the greenery, foliage, forested areas, and other natural elements that make up the Morrisville landscape, as well as those facilities that make them accessible to residents. While these have helped define Morrisville in the past, growth and development have challenged their prominence within the Town, emphasizing their importance as public amenities. The following is a review of the trends related to environmental features and open space that should be considered in the Land Use Plan Update.



Loss of Green Space

During community outreach, residents consistently voiced a concern that continued growth will further reduce the natural environment and presence of wildlife within Morrisville and could eventually lead to Town-wide deforestation. Historically a more rural community, Morrisville's landscape and green character have been an important asset for the Town and are often cited as a key strength that attracted individuals and families to live in the community.

Currently, preserved outdoor spaces, both public and private, account for 14.5 percent of land use within Morrisville. Some additional open spaces and landscaped areas are categorized as undeveloped because they are not specifically preserved from development. The Town's UDO addresses conservation through detailed regulations for tree preservation and removal and management of green space as development occurs.

The Plan should explore opportunities to build off existing regulations and identify environmentally significant areas that may benefit from larger scale preservation. This should be coordinated within future land use and long-term development concepts to ensure the Town can balance a healthy level of growth with appropriate preservation of green space.

Waterways

Morrisville contains a large number of waterways, most prominently Crabtree Creek and related tributaries of Lake Crabtree, a body of water located in the Town of Cary's jurisdiction. As a result, 100- and 500-year floodplains are present in mostly southern and eastern areas of the community. A floodplain describes land that has a specific percent chance of being flooded within any given year, indicating one percent and 0.2 percent chance for 100- and 500-year floods, respectively. While generally minimal, floodplains could impact development along Aviation Parkway, near Crabtree Crossing Parkway, and along the Town's northeastern border.

Overall, comparatively few properties in Morrisville are impacted by floodplains and larger waterways, but there are several other streams and smaller creeks that run throughout the community. For these, flooding is less of a concern, but construction and development could have an impact on the health and flow of these smaller waterways. Management of construction to avoid significant impacts might be necessary, both to ensure the health of the local ecology and reduce the potential of related long-term issues.



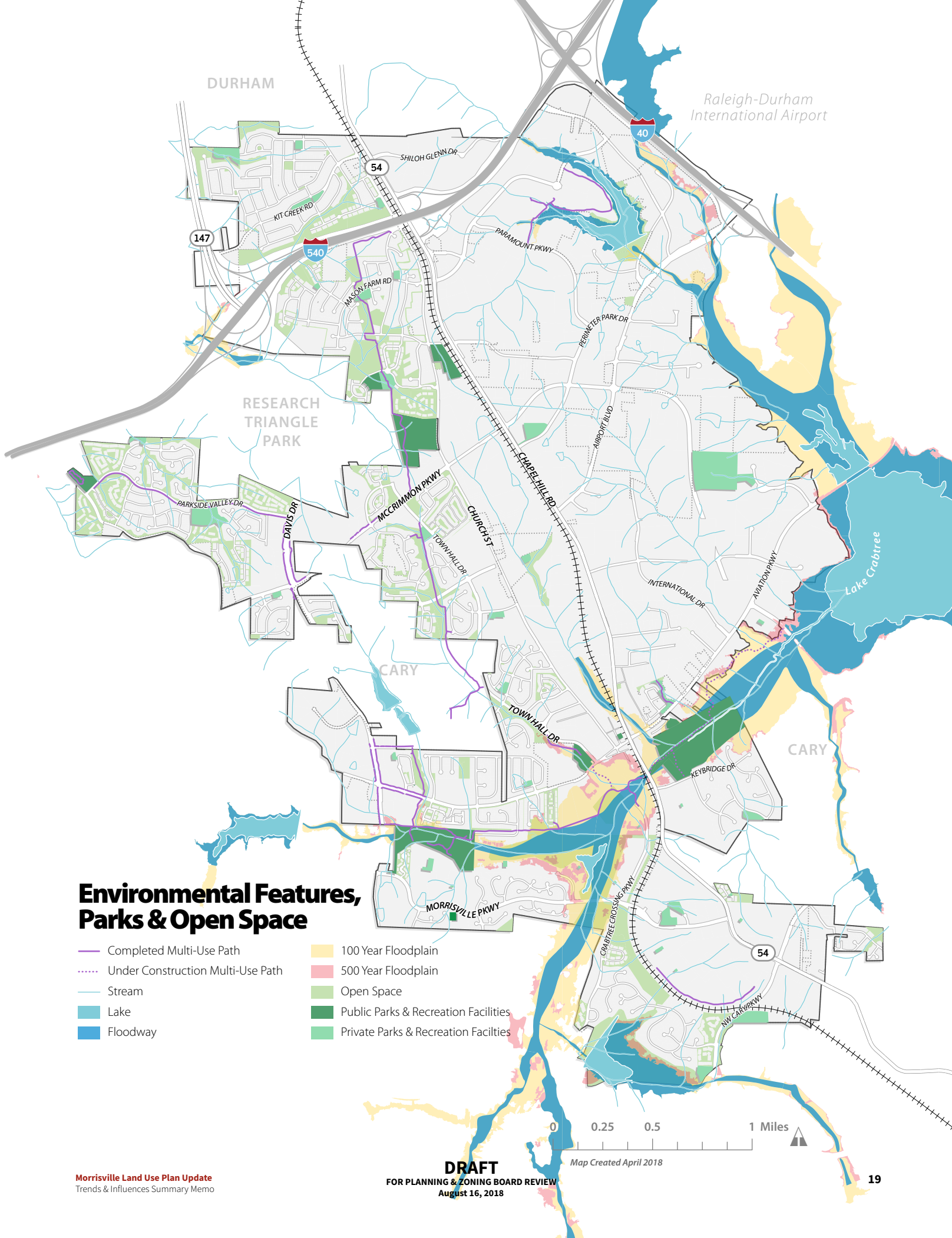
Multi-Use Paths

Morrisville's residents have access to an extensive network of sidepaths and greenways that support active recreation and provide access to parks, open space, and outdoor areas. The existing network is comprised of a mix of dedicated greenways, as well as sidepaths, sidewalks and smaller greenway connectors to individual neighborhoods. For areas west of NC 54, the majority of neighborhoods have some level of access to a greenway. Specific destinations within the system, however, including parks and community facilities, are not always connected. Areas east of NC 54, which are less residential in land use character, have far fewer connections to the greenway system. The Town is currently in the process of constructing the Crabtree-Hatcher Creek greenway.

Generally, multi-use paths within Morrisville provide short-range connections to parks and open space, usually for neighborhood and commercial developments immediately adjacent. Longer routes and connectivity across major roadways can be limited and may involve sidewalk elements and pedestrian crosswalks. Efforts to connect smaller networks together and create long-range routes throughout the community may help to better support non-motorized mobility and recreation. For example, the ongoing Crabtree-Hatcher Creek Greenway project will cross under NC54, providing a valuable east-west connection for pedestrians.

Private Parks, Recreation & Open Space

Private parks, recreation & open space account for 11.47 percent of Morrisville's existing land use. This includes pocket parks, open spaces, and landscaped areas owned by individuals subdivisions and not open to the public. However, the Town does have easements for public greenways on private property within various neighborhoods. In addition, Morrisville has two public parks located outside the municipal boundaries and excluded from the public parks, recreation & open space category: Church Street Park (owned and maintained by Morrisville, but located in RTP) and Cedar Fork District Park (maintained by Morrisville, owned by Wake County, and located in the Town of Cary). Both private parks and those located outside Morrisville help to offset and complement public amenities and serve specific neighborhoods. However, a significant portion of dedicated outdoor spaces are not within the Town's control. This could impact accessibility to open space, long-term maintenance, and availability of recreational opportunities to all residents and visitors.



DURHAM

Raleigh-Durham
International Airport

RESEARCH
TRIANGLE
PARK

CARY

CARY

Environmental Features, Parks & Open Space

- Completed Multi-Use Path
- - - Under Construction Multi-Use Path
- Stream
- Lake
- Floodway
- 100 Year Floodplain
- 500 Year Floodplain
- Open Space
- Public Parks & Recreation Facilities
- Private Parks & Recreation Facilities

0 0.25 0.5 1 Miles

Community Facilities & Infrastructure

Community facilities and infrastructure include the various services and amenities available to residents that support quality of life within Morrisville. Overall, these are well-maintained and offer residents valued amenities that make Morrisville a desirable place to live. However, specific issues with various facilities and infrastructure, such as education, were identified as important influences. The following is a review of those trends and concerns that should be addressed by the Land Use Plan Update.



Education

Public education within Morrisville is primarily provided by the Wake County Public School System (WCPSS) which serves all of Wake County and enrolls over 150,000 students annually. WCPSS is the largest school district in North Carolina and the 15th largest in the United States. Two WCPSS facilities are located in Morrisville: Cedar Fork Elementary School and Morrisville Elementary School. Additional education services are provided by Sterling Montessori Academy and Charter School, which enrolls pre-school through 8th grade. The Town has a few facilities for higher education, including Campbell University and Wake Technical Community College, which recently completed the first phase of their new campus along NC 54. In addition to facilities within Morrisville, WCPSS operates numerous schools in the immediate area and is currently constructing a new elementary school directly adjacent to the Breckenridge neighborhood, between Little Drive and Parkside Valley Drive.

Education was the most prominent issue identified through the community outreach process. Numerous residents discussed the need for additional school facilities within Morrisville, noting that existing WCPSS schools are over capacity. As a result, many students travel outside the community for school and often pass other facilities closer to their home to reach their assigned school. For example, students in the Kitts Creek neighborhood attend East Cary Middle School, a 9.4-mile car trip that traverses the entirety of Morrisville. Combined with traffic and congestion concerns within the region, many parents expressed concern with the long travel times to schools. Construction of both a middle and high school within Morrisville was identified as a priority project for many residents.

Engagement with WCPSS officials indicated that educational needs within Morrisville is an important concern that needs to be addressed. The District is currently constructing a new elementary school in RTP, immediately adjacent to the Breckenridge neighborhood. In general, WCPSS requires 25 acres for an elementary school, 35 acres for a middle school, and 75 acres for a high school. Within Morrisville, there are currently no sites that meet these basic size requirements; however, elsewhere in the County the District has taken an innovative approach to establishing school facilities, such as adaptive reuse of existing buildings.

Based on growth projections, it appears likely that the Town will continue to impact WCPSS, thus coordinating with WCPSS regarding new facility opportunities is a critical element of the planning process.



Roadway Extensions

Morrisville's roadway network includes numerous incomplete connections and stub streets, many of which appear to be planned or intended to connect but have not been extended. These are often the result of barriers, such as municipal boundaries and changes between property owners and subdivisions. Though more difficult to address, the railroad right-of-way along NC 54 is a significant physical barrier. These challenge connectivity in Morrisville, contributing to longer drive times and concentrating traffic along specific routes within the community. Further, they can be disorienting for those unfamiliar with existing street patterns.

Efforts to better connect roadways could improve traffic and congestion within Morrisville and provide additional routes to support mobility and connectivity. Further, extension of throughfares and collectors could support additional investment by generating traffic to support market-viable commercial development as well as providing access to undeveloped properties. The Town is currently working on one such project, the McCrimmon Parkway Extension, that will improve connectivity within Morrisville and help activate undeveloped properties between Airport Boulevard and Aviation Parkway.

In addition, the roadway network also includes some unpaved and oddly positioned roadways that seem to be remnants of Morrisville's rural past, including Wilson Road. In many cases, these roadways are part of unincorporated pockets within Morrisville's planning area or previously unincorporated neighborhoods. For example, homes along Family Farm Road in unincorporated Morrisville are entirely surrounded by more recent residential investment along Liberty Rose Drive, Justice Walk Avenue, and Newstead Way. Addressing these roadways may help with general connectivity, long-term investment, and overall community character.

Many of these transportation related concerns are being addressed by the Comprehensive Transportation Plan Update, which is currently nearing completion.



Pedestrian Mobility

Overall, pedestrian mobility in Morrisville is served by an extensive sidewalk network. The majority of neighborhoods, commercial areas, and business parks have incorporated sidewalk infrastructure that provides safe routes between the public right-of-way, storefronts, and primary entrances.

In certain areas, however, infrastructure is less consistent. Some subdivisions have sidewalks on only one side of the street, or lack sidewalks completely. In addition, sidewalk gaps, abrupt endings to sidewalks, or erratic changes between which side of the street have sidewalks are common, including along many throughfares and collectors. This is most frequently observed in areas that are unincorporated, were previously unincorporated, or that are only partially built out.

In general, sidewalk infrastructure is less consistent in areas east of NC 54. In addition, sidewalks along NC 54 are not continuous in places, with extensive gaps between major intersections. Efforts to complete necessary sidewalk extensions, including connections to the larger sidewalk network as well as the multi-use path system within Morrisville, would help to further elevate walkability and ensure continuous, high-quality access for pedestrians.

Many of these transportation related concerns are being addressed by the Comprehensive Transportation Plan Update, which is currently nearing completion.

Shared Infrastructure

Water and sewer services within Morrisville are provided by the Town of Cary through a shared-use agreement. As a result, the Town of Morrisville does not operate or maintain any of its own water or sewer infrastructure facilities. While uncommon for a municipality of Morrisville's size, this arrangement has proven a valuable resource, helping the community to grow without the need for major infrastructure investments. It does, however, place an emphasis on cooperation with Cary, the Town's largest neighbor, to ensure that services are adequate and well maintained. In addition, many stakeholders voiced concern that existing infrastructure cannot accommodate future growth within the community.



Additional Facilities

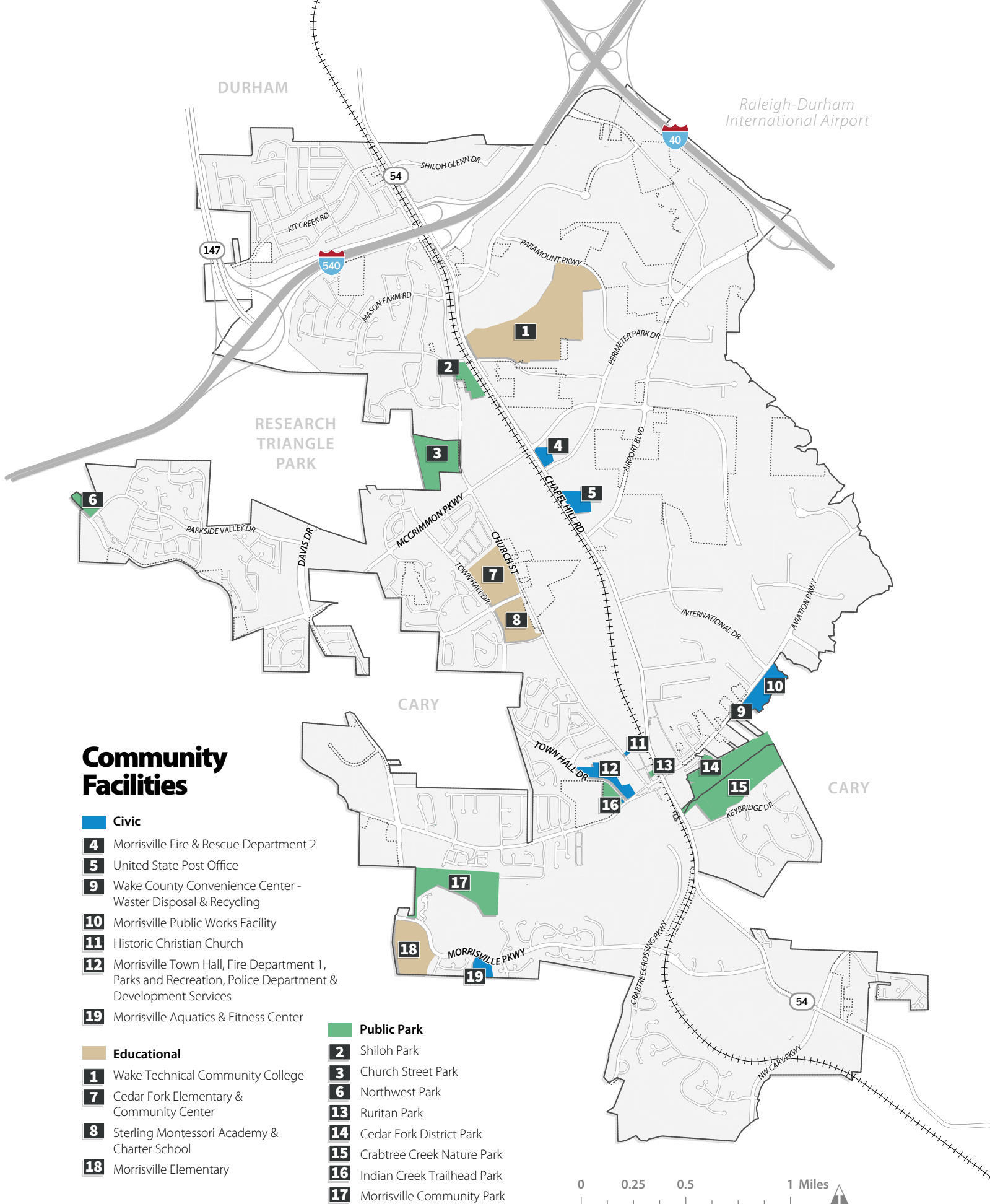
National trends demonstrate a growing demand for community facilities and services within communities across the country. This trend was reflected through public engagement, with residents identifying various facilities they would like to see developed, including additional dog parks, community centers, and pools.

Currently, the Town of Morrisville maintains various recreational programs and facilities, including the Morrisville Aquatics and Fitness Center and Cedar Fork Community Center. It should be noted, however, that municipal facilities are complemented by private clubs and homeowner organizations which help to offset demand. In addition, a significant portion of Morrisville's residents have access to community and recreational facilities as part of their subdivision or neighborhood.

In the near future, it is likely the Town will see increased demand for community facilities and services. As such, it is important to address both short- and long-term needs for additional facilities, potentially through cooperation with property owners, developers, and homeowner organizations. This is further emphasized by the lack of available land to develop within Morrisville and limitations due to the airport overlay district. Similar to the need for new schools, identifying potential sites may be critical to capital investments in community facilities.

DURHAM

Raleigh-Durham International Airport



Community Facilities

- Civic
 - 4** Morrisville Fire & Rescue Department 2
 - 5** United State Post Office
 - 9** Wake County Convenience Center - Waster Disposal & Recycling
 - 10** Morrisville Public Works Facility
 - 11** Historic Christian Church
 - 12** Morrisville Town Hall, Fire Department 1, Parks and Recreation, Police Department & Development Services
 - 19** Morrisville Aquatics & Fitness Center
- Educational
 - 1** Wake Technical Community College
 - 7** Cedar Fork Elementary & Community Center
 - 8** Sterling Montessori Academy & Charter School
 - 18** Morrisville Elementary
- Public Park
 - 2** Shiloh Park
 - 3** Church Street Park
 - 6** Northwest Park
 - 13** Ruritan Park
 - 14** Cedar Fork District Park
 - 15** Crabtree Creek Nature Park
 - 16** Indian Creek Trailhead Park
 - 17** Morrisville Community Park



Map Created May 2018

DRAFT
 FOR PLANNING & ZONING BOARD REVIEW
 August 16, 2018

Image & Identity

Morrisville's image and identity are essential to creating a sense of community and making the Town a place that individuals feel welcome and at home. Further, an image helps to foster a feeling of unity and cohesion, and it communicates how a community wants to be seen by others and envisions itself in the future. Both rapid growth and the pattern of development within Morrisville have challenged the Town's image and left residents and visitors confused as to where and what Morrisville truly is. The following is a review of the key trends and influences that contribute to image and identity that should be considered in development of the Land Use Plan Update.



Branding

Throughout public engagement, residents and stakeholders consistently highlighted Morrisville's image and brand as a key concern. This included confusion about how Morrisville defines itself and what the Town truly wants to be, as well as concern that Morrisville has no brand or easily defined identity. One individual described Morrisville as a collection of islands, suggesting that each neighborhood and development feels like its own isolated place with no unifying element or cohesion.

The lack of a clearly communicated brand was discussed as a concern in a regional context. Many individuals feel that Morrisville is not well understood by those who live outside the community, and that this challenges the Town's ability to attract new residents, visitors, and shoppers. Further, there was a concern that Morrisville's municipal boundaries are generally not understood, allowing visitors to pass through, or even spend time in Town, without knowing they are in Morrisville. One individual, a life-long resident of Raleigh, admitted they had no idea where Morrisville was prior to getting a job in the community.

In 2016, the Town unveiled a new 'Morrisville Brand' that includes a new logo and the tagline "Live Connected. Live well." The brand is an ongoing project, and has been incorporated within community events, promotional materials, and signage within Morrisville. Ongoing efforts should be addressed and supported within the Plan, including concepts to further implement and elevate Morrisville's brand. This will help the Town to present itself as a unique place and create a more defined identity that communicates what the Town hopes to be in the future. Further, it can foster community pride and develop a feeling for what it means to be from and part of Morrisville.

Community Focal Point

A significant hinderance to controlling the Town's brand is the lack of a centralized district or community gathering space that can act as a focal point for the community. Without a clearly defined community core, many residents feel there is no specific "place" or destination that defines the community, and that Morrisville can appear as a collection of individual neighborhoods, commercial developments, and office parks. The lack of a specific community focal point hinders the Town's image and creates confusion within Morrisville as to what parts of the community truly define it. Further, with no central gathering space, the Town has no consistent locale designed and prepared to host community events and festivals.

Central to this issue is the lack of a downtown or Town center that could serve as focal point for the community. The need for a higher-density, commercial, and mixed-use district was consistently emphasized and discussed by residents throughout public engagement. Both Park West Village and Grace Park were identified as existing districts that provide desired density, uses, and environments, but neither was seen as a true downtown or Town center for Morrisville. While the Town has considered the creation of a downtown-like development, this is challenged by the availability of land and existing development patterns.

The on-going Town Center Core project is one attempt to create a more centralized and urban district at Morrisville's core. This development would be located south of Jeremiah Street between Town Hall Drive and Church Street, including a mix of residential and commercial uses. In addition, Wake County plans to build a new community public library in the area. Complemented by existing municipal uses to the south along Town Hall Drive, this project would help create a centralized area with a dense mix of active uses. The viability of this development, however, has been questioned, as well as its ability to act as a true "downtown" for Morrisville.

The creation of a community focal point, both as a public amenity and intrinsic part of the Town's identity, is an important project for Morrisville. The Land Use Plan Update should include considerations of potential sites, on-going developments, and policies to build greater density in a central location.



Historic Morrisville Crossroads

The Historic Morrisville Crossroads includes properties near the intersection of NC54 and Aviation Parkway, particularly homes along Church Street and adjacent to the railroad right-of-way. This area was historically the core of Morrisville where development first occurred at the crossroads of rural roadways and the rail station. Today, it includes a mix of low-density residential and historic homes with the Town's municipal campus located to the southwest along Town Hall Drive.

The 2007 Town Center Plan addressed this area, envisioning the Historic Crossroads as a focal point for the community that could balance high-density, mixed-use investment with the preservation of historic structures. The on-going Town Center Core project is intended as the first phase of this plan, based on concepts included within the document. To help support this project, the implementation of design and placemaking projects from the Town Center Plan may help make the Historic Crossroads a more inviting district that can, together with the Town Center Core project, function as a centralized core of Morrisville.





Gateways & Entrances

Gateways and entrances into a municipality are a significant element of establishing and controlling a community's identity. These features could help to mark entry into the community and more clearly define what locations are part of Morrisville. Currently, entrances into Morrisville are not well defined, and individuals can travel to and through Town without realizing that they are in the Town of Morrisville. While some entrances have gateway features, these often have poor visibility and do not distinguish entry into the community, such as those along Airport Boulevard near I-40. In other locations, entrances are either unmarked or utilize basic highway signage. The development of high-visibility, vibrant gateway features that utilize a cohesive community brand could help to establish a more unified image for Morrisville.

In addition, the Town's existing municipal boundaries are highly irregular, including unincorporated pockets and extended arms of annexed land. As a result, travelers within the area can exit and re-enter Morrisville numerous times, such as along Davis Drive. This challenges the Town's ability to visually define its borders and consistently mark entrance into Morrisville. Long-term annexation of unincorporated properties within the Town's planning area may help to create a more consistent municipal boundary.

The Town is currently addressing gateways and entrances through the on-going Gateway Signage Project, including identification of the location and design of signs. The Land Use Plan Update should support this effort and consider additional improvements or ideas to manage the Town's image as individuals enter and exit Morrisville.

Landscaping & Site Design

Morrisville is a distinctly green community, with abundant foliage, plant life, and landscaping incorporated within public rights-of-way and private site design. This contributes significantly to the community's character and appearance, supporting an image of Morrisville as a lush and verdant municipality. Landscaping and greenery are an important influence on the visual image of Morrisville and should be considered as part of a branding and marketing strategy for the community as relates to neighborhoods, businesses, and employment centers.