



WAKEFIELD SMALL AREA STUDY: PUBLIC INPUT & ANALYSIS SUMMARY

WAKEFIELD, NORTH CAROLINA

CITY OF RALEIGH, NC
PLANNING AND DEVELOPMENT

SUMMARY DRAFT:
JULY 8TH, 2021



A topographic map of a region, likely Wakefield, Massachusetts, showing a network of roads, rivers, and contour lines. The map is rendered in a light green color scheme, with darker green lines for roads and rivers, and lighter green for the land areas. The map is oriented with North at the top.

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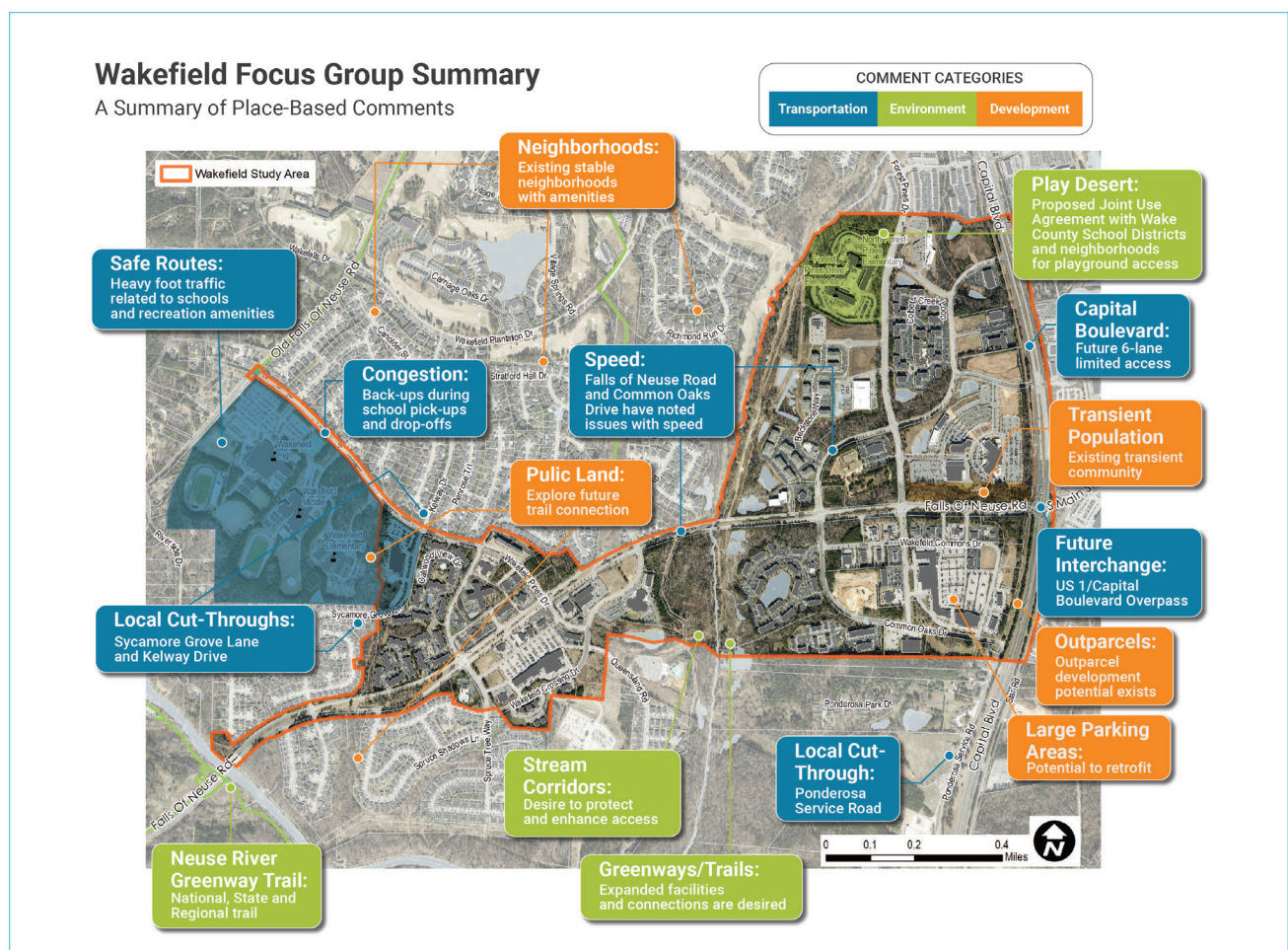
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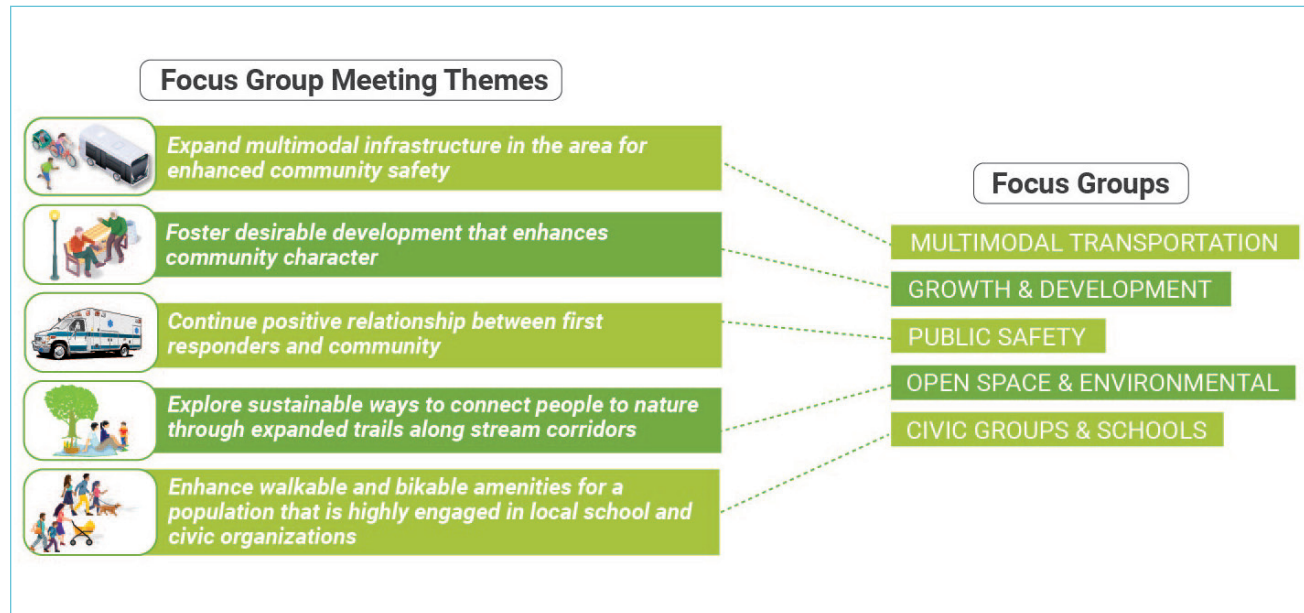
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PROJECT BACKGROUND

WAKEFIELD SMALL AREA STUDY: FOCUS GROUP MEETINGS SUMMARY

Virtual focus group meetings were held the week of April 16, 2021. The intent of the meetings was to assist the design team with initial fact-finding and due diligence. A summary of the information gathered during those two days is below.





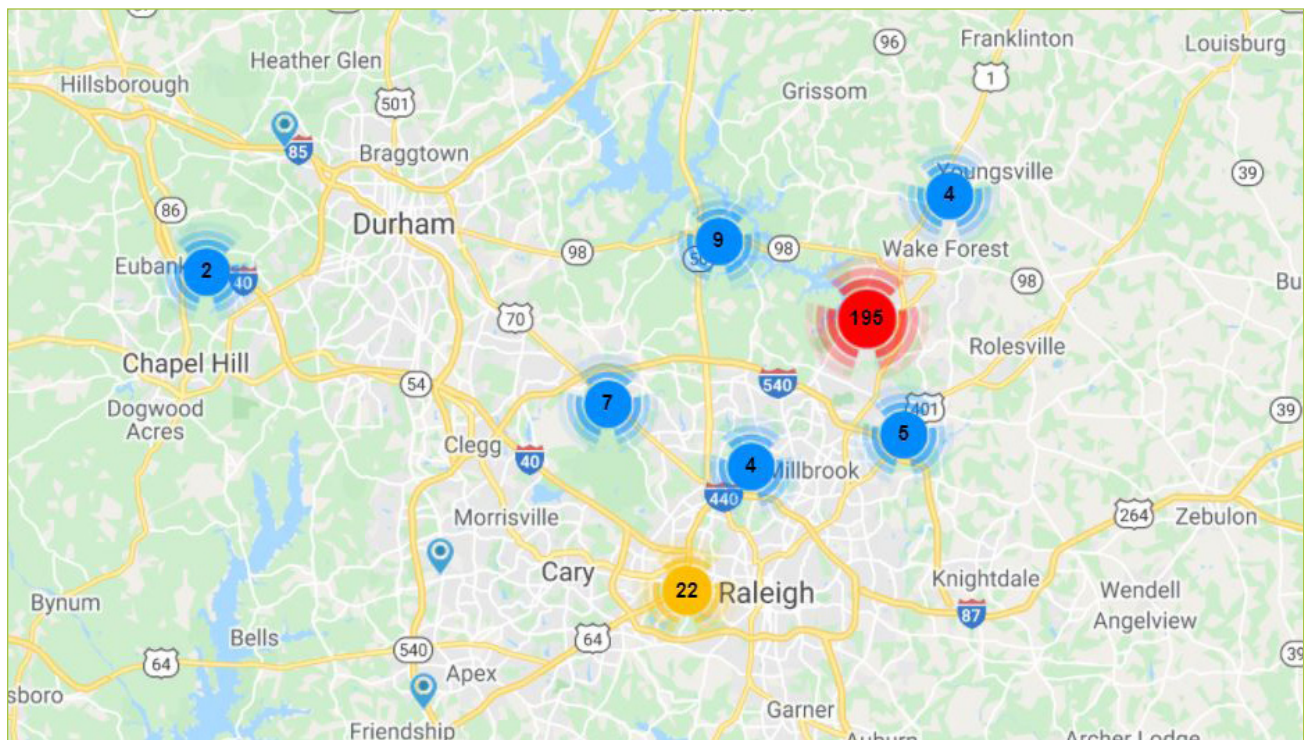
WAKEFIELD SMALL AREA STUDY: ONLINE SURVEY RESULTS

A public survey was developed and open for a response from April 30 through May 23. The purpose of this survey was to gather information about Wakefield and how the people who live, work, visit, worship, and play in the area experience the community. Responses to this survey will help identify the most appropriate solutions and ideas to consider moving forward.

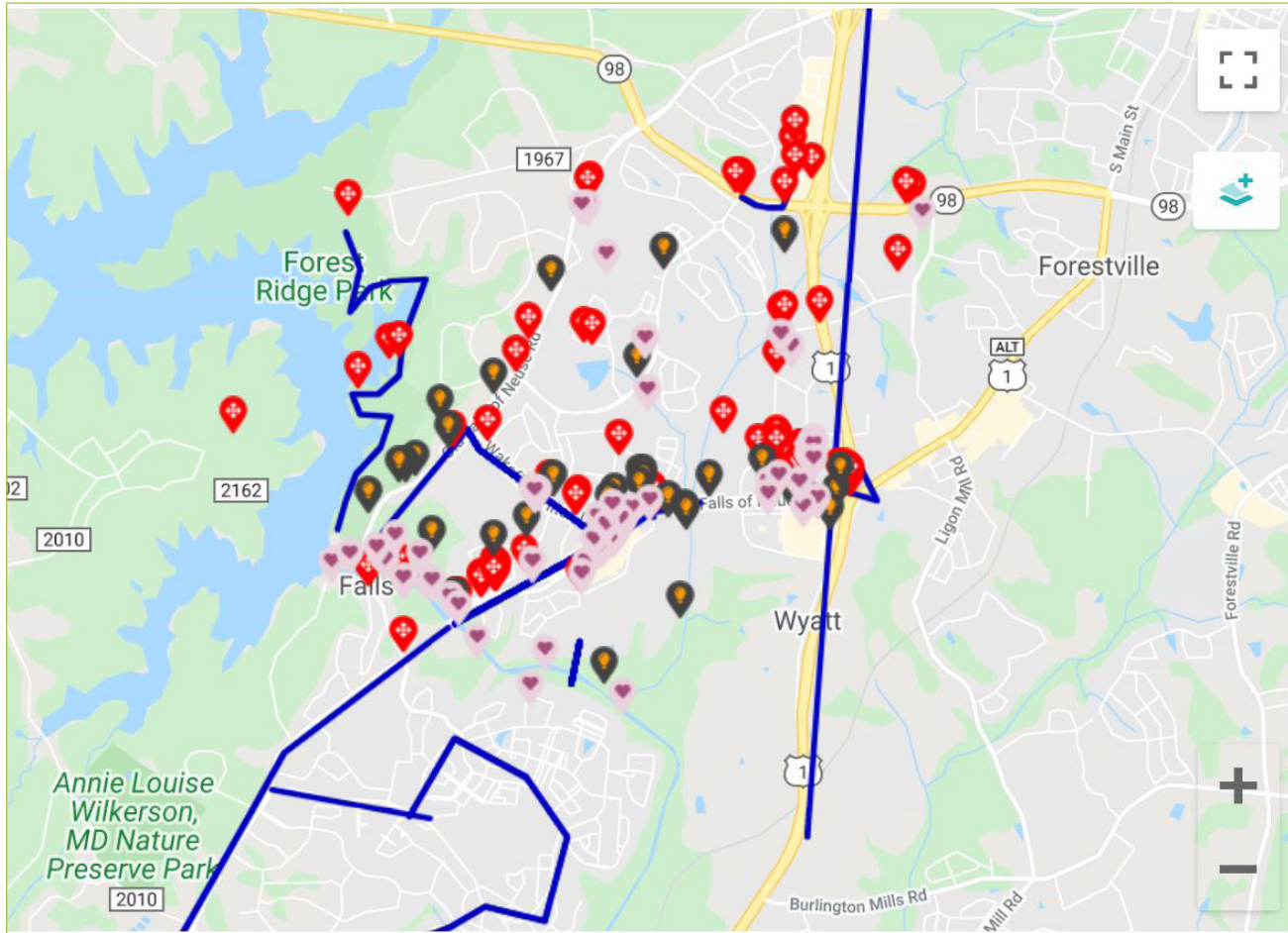
If you would like a PDF copy of the full survey results, feel free to email Hannah Reckhow (hannah.reckhow@raleighnc.gov).

MAPPING SURVEY ANSWERS

We asked participants to share their general location in the region. The map below illustrates that most participants live in the study area.




We asked survey participants to show us places they love (heart icon), traffic safety concerns (intersection icon), and places where they have big ideas or suggestions (light bulb icon). For areas where important pedestrian and bicycle connections need to occur, participants drew the blue lines below.



ENVIRONMENT SURVEY ANSWERS

We asked if there was anything the project team should know about the environmental features of the area. The key themes from those comments are found below.

- 
- Concern over tree loss with construction projects
 - Protect wildlife corridors and habitat
 - Protect Neuse River and watershed from pollution/runoff

TRANSPORTATION SURVEY ANSWERS

Please react to the statements below. Also, if there are other specific roadways in the study area you believe have speeding issues, please note those in the comments for this question.

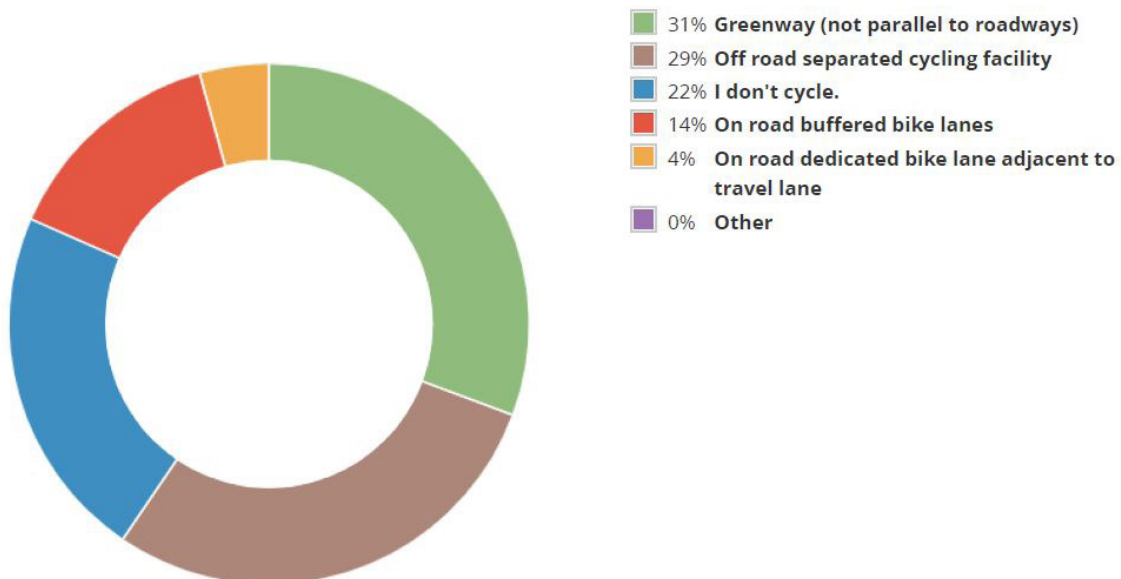
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
There is a speeding problem on Falls of Neuse Road.	44% Strongly Agree	24% Agree	19% Neutral	12% Disagree	1% Strongly Disagree
Crossing the roadways in Wakefield as a pedestrian or cyclist is NOT SAFE.	36% Strongly Agree	31% Agree	25% Neutral	7% Disagree	1% Strongly Disagree
Traffic backs up on Wakefield Pines Drive when school pick-up and drop-off occur.	33% Strongly Agree	26% Agree	38% Neutral	2% Disagree	- Strongly Disagree

150 respondents

OTHER SPEEDING AREAS NOTED IN COMMENTS:

- Sycamore Grove Lane
- Mabry Mill Road
- Wakefield Plantation Drive

What type of facility do you prefer to ride a bike on? Select your top preference only.



163 respondents

Why do you cycle in the Wakefield Area? Choose all options that apply to you.

65%	Recreation	92 ✓
35%	I don't cycle in this area.	50 ✓
11%	To get to neighborhood amenities	15 ✓
9%	To get to shopping	13 ✓
9%	To visit friends and family	13 ✓
4%	To get to work	5 ✓
1%	To get to school	2 ✓
1%	To get to church	2 ✓

142 Respondents

Why do you walk in the Wakefield Area? Choose all options that apply to you.

84%	Recreation	129 ✓
34%	To get to neighborhood amenities	53 ✓
28%	To get to shopping	43 ✓
22%	To visit friends and family	34 ✓
12%	I don't walk in this area.	19 ✓
11%	To get to school	17 ✓
3%	To get to work	4 ✓
3%	To get to church	4 ✓

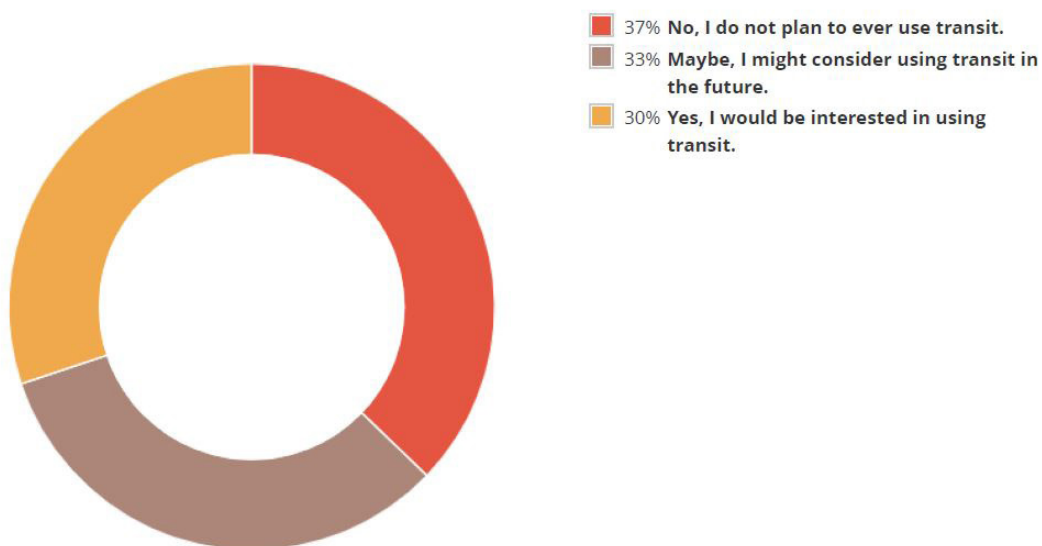
154 Respondents

How are you using the greenway facilities in the Wakefield area today? Select all that apply.

85%	I use the greenways for recreation.	127 ✓
13%	I do NOT use the greenways at all.	20 ✓
5%	I use the greenways to get to shopping.	7 ✓
3%	I use the greenways to visit family and friends.	5 ✓
2%	I use the greenways to get to work or school.	3 ✓
1%	Other	2 ✓

150 Respondents

Would you ever use transit to travel to or from the Wakefield community?

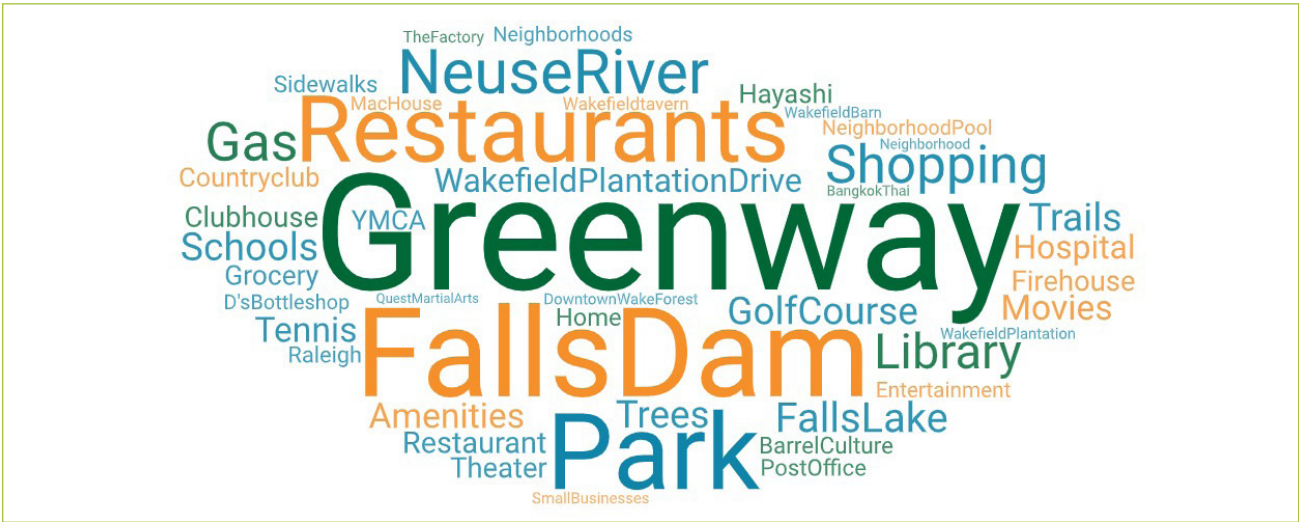


156 respondents

SENSE OF PLACE SURVEY ANSWERS

We asked participants where they would take a visitor to show them what makes Wakefield special to them. A “wordle” graphic is found below! The more times the same answer was given...the larger the word appears in the graphic!

(69 comments; 45% positive, 46% neutral, 9% negative)



Auto-oriented shopping areas focus on visitors arriving by car and providing large parking areas with few considerations for pedestrians. The development typically only includes retail and restaurants. In comparison, walkable mixed use village centers combine retail, restaurants, office, and housing all together. A focus on pedestrian comfort and walkability is also typical of this type of development.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I would love to see an area of Wakefield redeveloped as a walkable village with a mix of uses.	54% Strongly Agree	24% Agree	6% Neutral	9% Disagree	7% Strongly Disagree
I would love for all shopping and dining experiences in Wakefield to remain auto-oriented.	12% Strongly Agree	13% Agree	24% Neutral	31% Disagree	19% Strongly Disagree

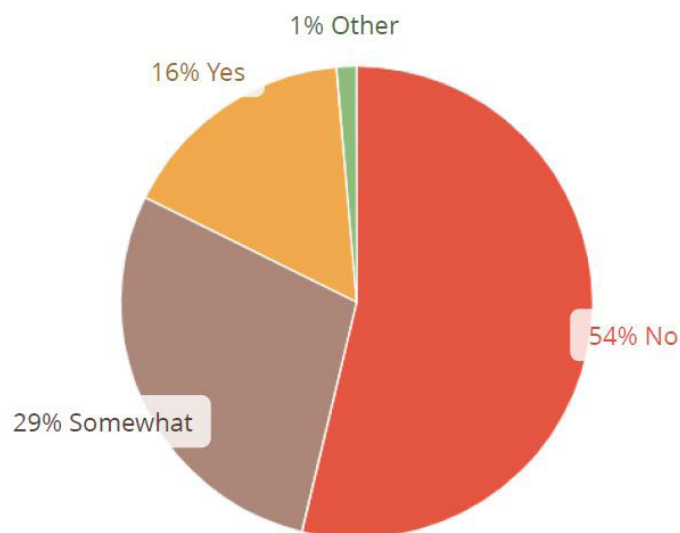
136 respondents

QUOTES FROM COMMENTS SECTION OF THIS QUESTION

“
We need more
entertainment and cool
things to do and see here
in Wakefield.
”

“
Please make it
easier to leave
our cars at
home!
”

Do you feel that the Wakefield area has a sense of arrival or a true gateway feature?



147 respondents

We asked if there was anything else about development in the area the project team should know about. The key themes from those comments are found below.

- 
- Fear of additional auto-oriented development adding to the traffic loads.
 - Concern over cut-through neighborhood streets.
 - Desire to capitalize on potential of area and expand walkable offerings that allow local businesses to thrive.
 - Need for a community park as part of developed areas.

We asked participants to describe their ideal vision for the FUTURE of Wakefield in 6 words or less. A “wordle” graphic is found below! The more times the same answer was given...the larger the word appears in the graphic!

(92 comments; 62% positive, 26% neutral, 12% negative)



We asked participants if there was anything else they wanted to share with the project team about the study area in general. The key themes from those comments are found below.

- 
- Maintain cleanliness of community and reduce speeding
 - Focus on supporting private businesses
 - Continue transparency of public process
 - Consider making Wakefield a destination and not a cut-through by revamping older shopping center areas to create mixed use walkable villages
 - Limit apartment developments and protect trees
 - Places for community interaction are needed

SURVEY RESULTS

**Q: DID YOU PARTICIPATE IN THE WAKEFIELD
SMALL AREA STUDY ONLINE SURVEY?**

Total respondents: 86



OPEN SPACE AND ENVIRONMENT

STORMWATER AND WATER RESOURCES

The majority of the study area is part of the Richland Creek watershed which is considered a water supply watershed and is part of the urban watershed protection overlay district. The Richland Creek mapped floodway and 100-year floodplain within the study area have been impacted by development. To the north of Falls of Neuse, above and below ground utilities have likely led to “fill” within the floodplain. To the south of Falls of Neuse, the Columns of Wakefield apartment complex is located within the mapped 100-year floodplain. The riparian buffer of Richland Creek and most of its tributaries has been protected from development.

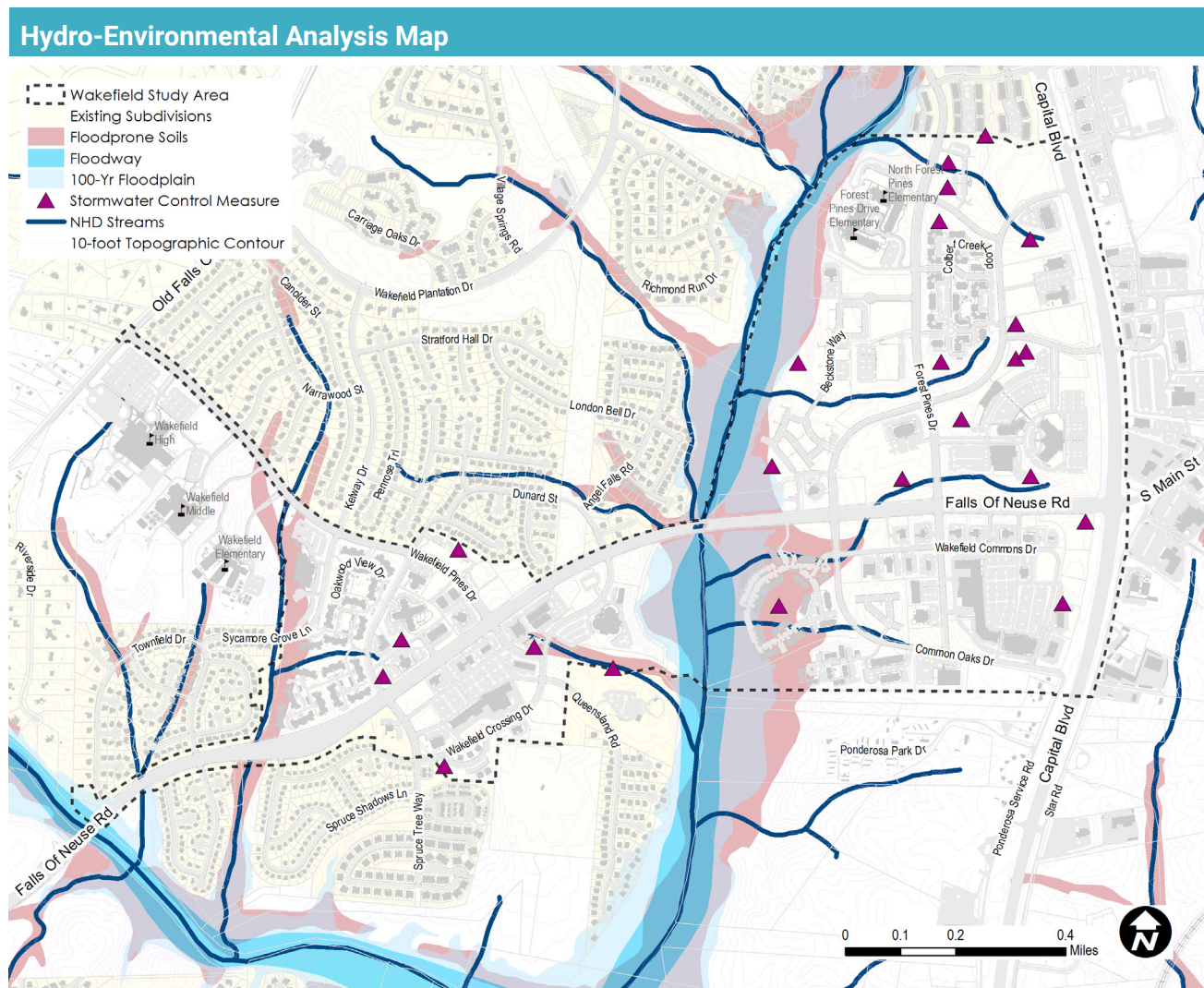
Richland Creek flows into the Neuse River south of the study area. A second stream system drains the area around the YMCA and Wakefield Townhouses. The extent of floodprone soils in the study area generally coincides with the 100-year floodplain. They extend beyond the floodplain near Common Oaks Drive south of Falls of Neuse Road. They are also found on the eastern boundary of the Wakefield schools complex.

Stormwater control measures (SCMs) that capture stormwater and help decrease impacts to streams and other water resources are located throughout the study area. The majority of the SCMs in the study area are wet and dry detention basins as well as bio retention cells and other measures (unidentified in the digital data). Most of the stormwater runoff from impervious surfaces in the study area is routed to the SCMs prior to discharge in wetlands or streams. However, there are some areas where the stormwater flows directly to streams such as the YMCA and Wakefield Townhouses off of Wakefield Drive.

Most of the runoff from streets bypasses the SCMs. Some exceptions include most of the surface streets. The Wakefield Hills Condos discharge to wetlands in the Richland Creek floodplain. While not a manmade SCM, it serves to slow stormwater before it enters Richland Creek. The Richland Creek buffer also slows stormwater runoff from Pines and North Pines Elementary Schools.

The area bounded by Common Oaks Drive, Popes Creek, and Capital Boulevard is only partially captured by SCMs with the remaining discharging to tributaries of Richland Creek.

There have not been many stormwater complaints or flooding issues within the study area. The City has jurisdiction over most of the roads and therefore related stormwater for all of the roads in the study area except for Capital Boulevard which is maintained by NCDOT.



Land cover data shows a cutover area around Beckstone Way but that area has since been developed into a multi-family residential area.

The only other open space in the study area is restricted to a narrow buffer along Richland Creek and a small area between Beckstone



Way and Richland Creek near Forest Pines and North Forest Pines Elementary Schools.

This open space is classified as floodplain forest, cutover areas and pasture. The cutover areas and pasture are actually utility line rights-of-way that are infrequently managed. The floodplain forest areas are found within the floodplain and are generally unsuitable for development. All of these areas provide habitat for small mammals and birds.

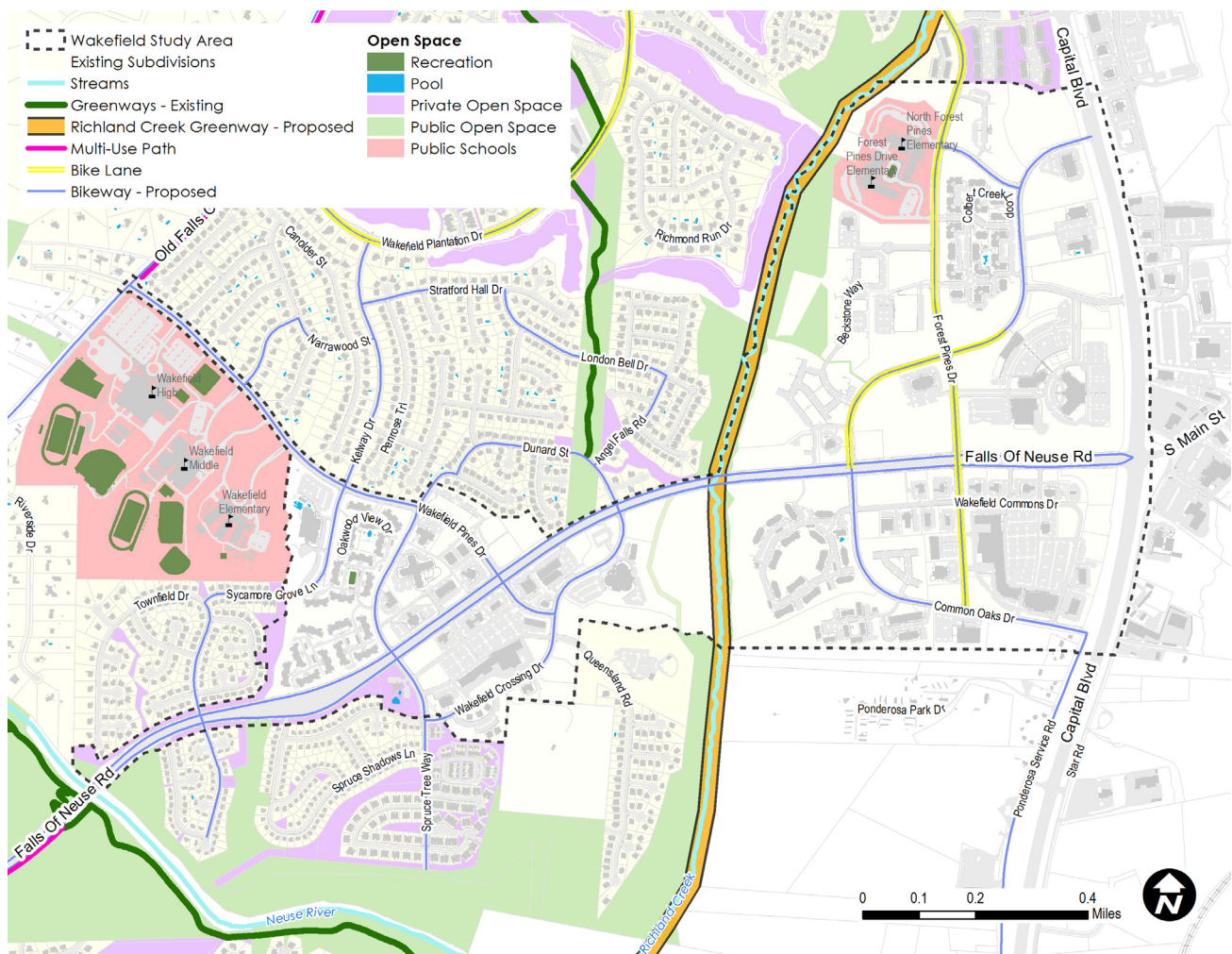
OPEN SPACE AND GREENWAYS

The open space around the schools contains playgrounds and open fields however it is not accessible to the general public outside of school hours. The school open space has the potential to serve as public open space pending agreements between the Board of Education and the City. Just beyond the study area boundary to the west is Forest

Ridge Park. This City park has hiking, biking, a playground, wildlife garden and fishing areas.

Currently there is no direct access to the park from the study area however there is a potential access point located across Old Falls of Neuse Road from Wakefield High School.

Open Space and Greenways Map



South of the study area on the southern side of the Neuse River, the Leonard Tract is a large undeveloped parcel owned by the City and identified as a future park. A canoe launch and parking area are located upstream of this area.

The study area does not contain any greenways although two existing greenways and two multi-use trails are located just outside the study area. The Neuse River Trail can be accessed via sidewalks on Falls of the Neuse Road. The Wakefield Trail can be accessed via sidewalk and is located just north of the study area. A multi-use trail is located on Old Falls of Neuse Road starting at the intersection of Wakefield Pines Drive and continuing north. A second is found along Falls of Neuse Road starting just south of the river and study area.

The proposed Richland Creek Greenway was included on the City's Capital Area Greenway Master Plan published in 1989. According to the City Parks, Recreation, and Cultural Resources (PRCR) staff, this corridor will also be included in the City's updated greenway master plan that is currently in draft format. This proposed greenway would provide a connection to Capital Boulevard to the north and the Neuse River Trail to the south.

The City has acquired an easement along much of the proposed greenway. The trail would need a river crossing to connect to the Neuse River Trail or it could be follow the north banks of the Neuse to Falls of Neuse Road where the road could be used to cross the river.

It will be important to consider establishing access points from the apartment complexes to the east of the proposed trail, Forest Pines and North Forest Pines Elementary Schools, and the Northeast Regional Library. A wide floodway and 100-year floodplain are located along Richland Creek starting at Falls of the Neuse Road may make trail placement and access points difficult. Relocating the trail to the west of Richland Creek where there is another city owned linear parcel may be more feasible. Access points will be critical to the success of this trail.

SURVEY RESULTS

Q: RANK THE POSSIBLE AMENITIES FOR CURRENT GREENWAYS AND PLANNED GREENWAYS IN THE WAKEFIELD AREA

Total respondents: 42



TRANSPORTATION

WHO MAINTAINS WHAT?

To understand the transportation system in the Wakefield Study Area, it is helpful to see a map defining City-maintained, State-maintained, and privately-maintained streets.

Street Standard of Maintenance Map



Many of the streets in the study area are maintained by the City of Raleigh. Portions of Capital Boulevard and Old Falls of Neuse Road are built to State standards. Some roads in the study area are privately maintained.

- City Maintained
- State Maintained
- Privately Maintained
- Buildings
- Water

SPEED & QUEUING OBSERVATIONS

SCHOOL QUEUEING

The project team conducted an on-site observation on May 13th, 2021. There were no observed queueing problems occurring at either of the three public schools (Wakefield HS, Middle School and Elementary School) during pick-up or drop-off. This may be contributed to COVID and a high percentage of “online” students. Queueing issues should be observed during Fall semester when majority of students are “in-person”.

SPEED OBSERVATIONS

A limited field traffic observation was conducted along Old Falls of the Neuse Rd, Wakefield Pines Drive, and Falls of the Neuse. The field observation was conducted off-peak approximately 10am and 3pm on Thursday May 13, 2021. All three roadways have topographical characteristics along each corridor. No significant congestion problems were noted.

Vehicular speed was estimated using an initial “floating” car methodology simply to determine if speeding was an issue. There were no significant speeding issues observed along Old Falls of the Neuse or Wakefield Pines Drive. However, speeding issues were observed along Falls of the Neuse Road (posted speed limit of 45mph). Additional speed measurements, using a speed gun, were taken along select locations of this

roadway to determine if this was a consistent problem. From this data, it is estimated that 20% - 25% of the vehicles observed speeds greater than 50 mph. Also noted were several locations of blind spots, notably where there was a curve in the roadway at a residential entrance.

MULTI-MODAL LEVEL OF SERVICE ANALYSIS

The consultant team also conducted a Multi-Modal Level of Service Analysis for the study area. Multimodal Level-of-Service subjectively measures and categorizes the level of service for multimodal transportation options into six-letter grades based on the corridor’s characteristics.

Taking into consideration traffic speed and volume, signals and phasing, bicycle and pedestrian facility prevalence and type, and transit amenities from both State and local sources, Multimodal Level-of-Service analysis aggregates and synthesizes this data to create hierarchy of the roadway users’ perceived satisfaction with the facility.

The resulting letter grades provide a clear and composite image of areas of concern along the corridor for all users, vehicular and pedestrian. As a conceptual tool, MMLOS helps the planner and consultant to determine needs and prioritize among competing alternatives in planning and decision-making.

VEHICLES

**(V/C Ratio=Volume over Capacity;
number of cars per day divided
by the number of cars that the
corridor 'could' move per day)**

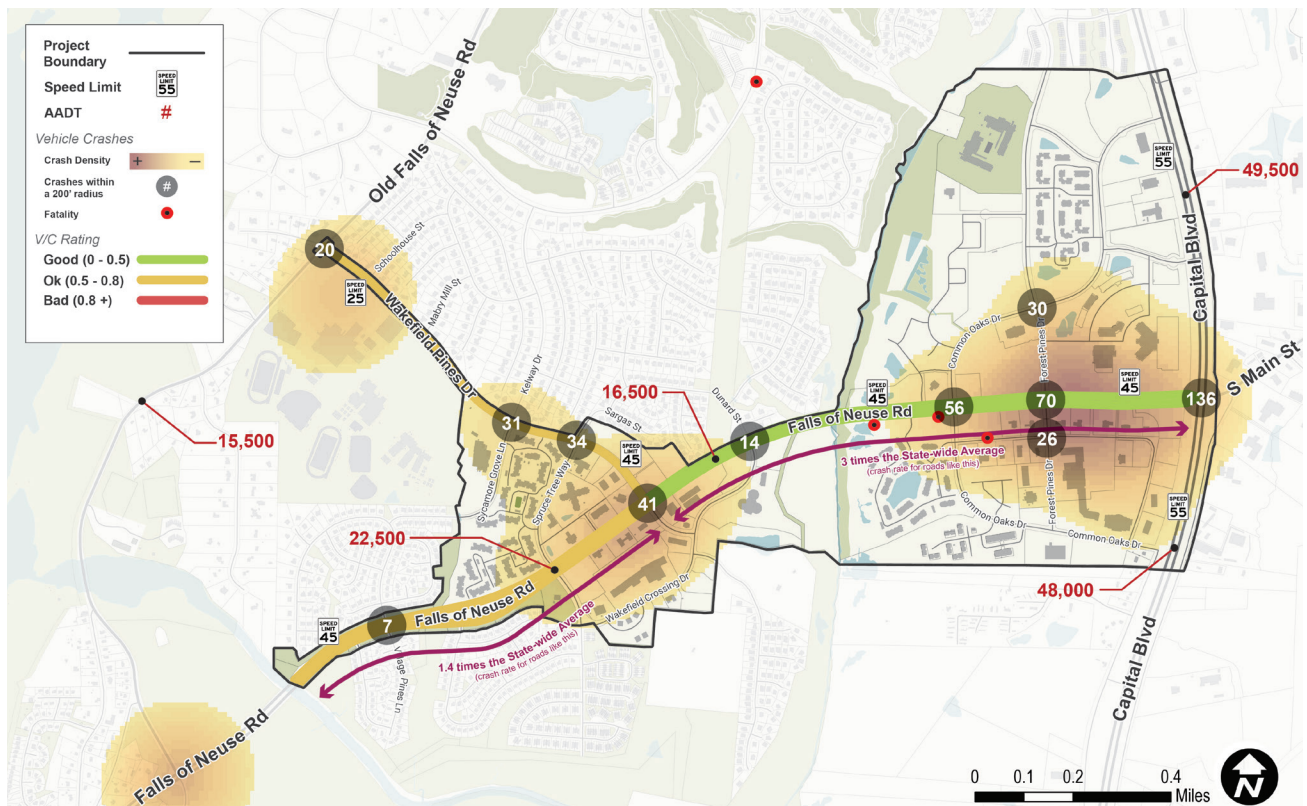
Motor vehicle users in the Wakefield area find the roadway comfortable and amenable. Volumes are light relative to the roadways' capacity throughout the study area, although conditions worsen along Falls of Neuse Road and Wakefield Pines Drive the further one travels from Capital Boulevard. Vehicular crashes are largely concentrated near intersections, with most occurring at the Capital Boulevard intersection (136).

These crashes, however, are noteworthy, as the crash rate for this stretch of Falls of Neuse Road is between 1.4 to 3 times the statewide average for similar roads (urban secondary routes with 4-lanes and divided median).

TRANSIT

The Wake Forest Loop, passes through the study area, but there are no transit stops along the main roads where commercial destinations are most concentrated. A total of seven (7) bus stops exist along Forest Pines Drive and vicinity, however most lack amenities, such as lighting, shelters or trash receptacles, as well as marked crosswalks for safe access.

Existing Conditions Vehicle V/C Map



PEDESTRIANS

Pedestrians face mixed conditions within the Wakefield area. For much of Falls of Neuse Road, where traffic speed and volumes are lower and sidewalks separated, conditions are fair. Two high quality intersections at Common Oaks Drive and Spruce Tree Way make crossing in this section easier and safer. Toward the east/west edges of the study area extents, however, conditions worsen, and pedestrian facilities along Forest Pines Drive and Capital Boulevard are lacking.

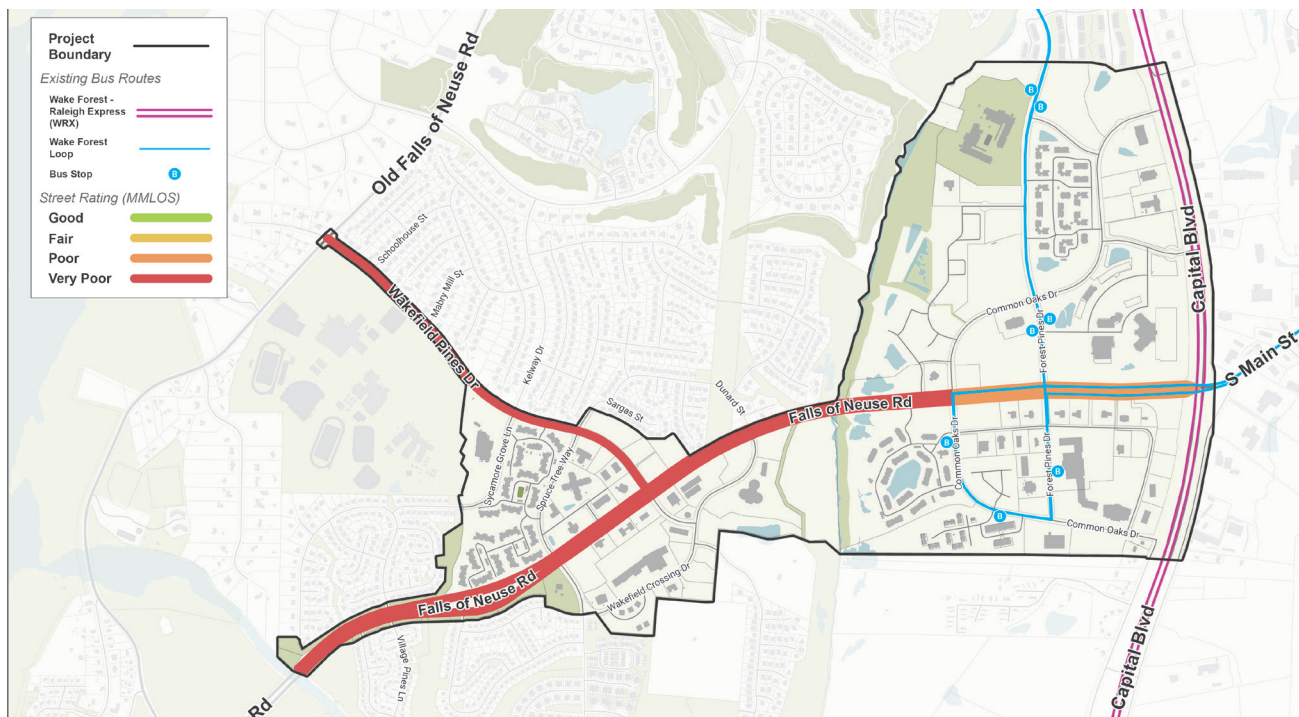
Complete Intersection = All essential elements for pedestrians to cross safely

Partial Intersection = Missing essential elements for pedestrians to cross safely

CYCLING

Bicyclists experience mixed conditions in the Wakefield area. Recreational bicyclists have two greenway options (Neuse River Trail, and Richland Creek Greenway) near the study area connecting to greater Raleigh, as well as buffered bike lanes existing along Forest Pines Drive and Common Oaks Drive. The two main roads, Falls of Neuse Road and Wakefield Pines Drive, however, lack bicycle facilities. With two of the area's bicycle crashes occurring along Falls of Neuse Road, the lack of facilities here may force bicyclists into unsafe or risky road behavior.

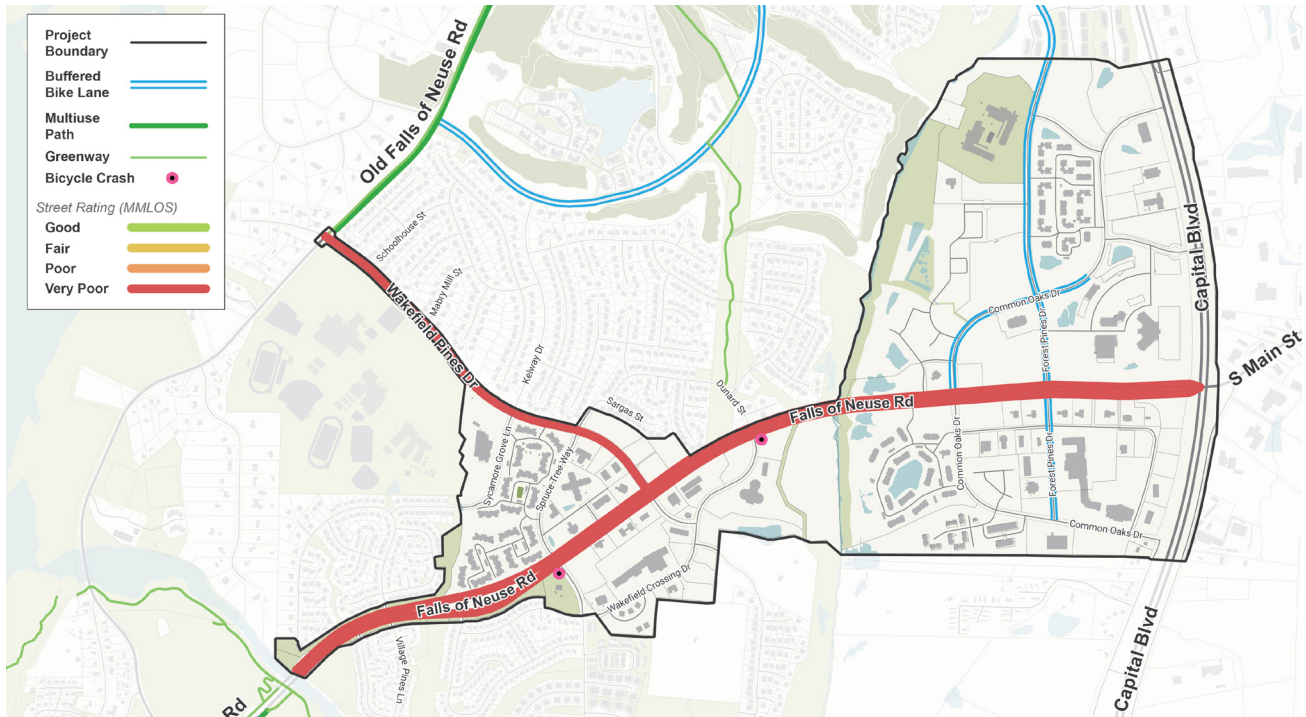
Multimodal Existing Conditions Transit LOS Map (MMLOS)



Multimodal Existing Conditions Pedestrian LOS Map (MMLOS)



Multimodal Existing Conditions Bicycle LOS Map (MMLOS)



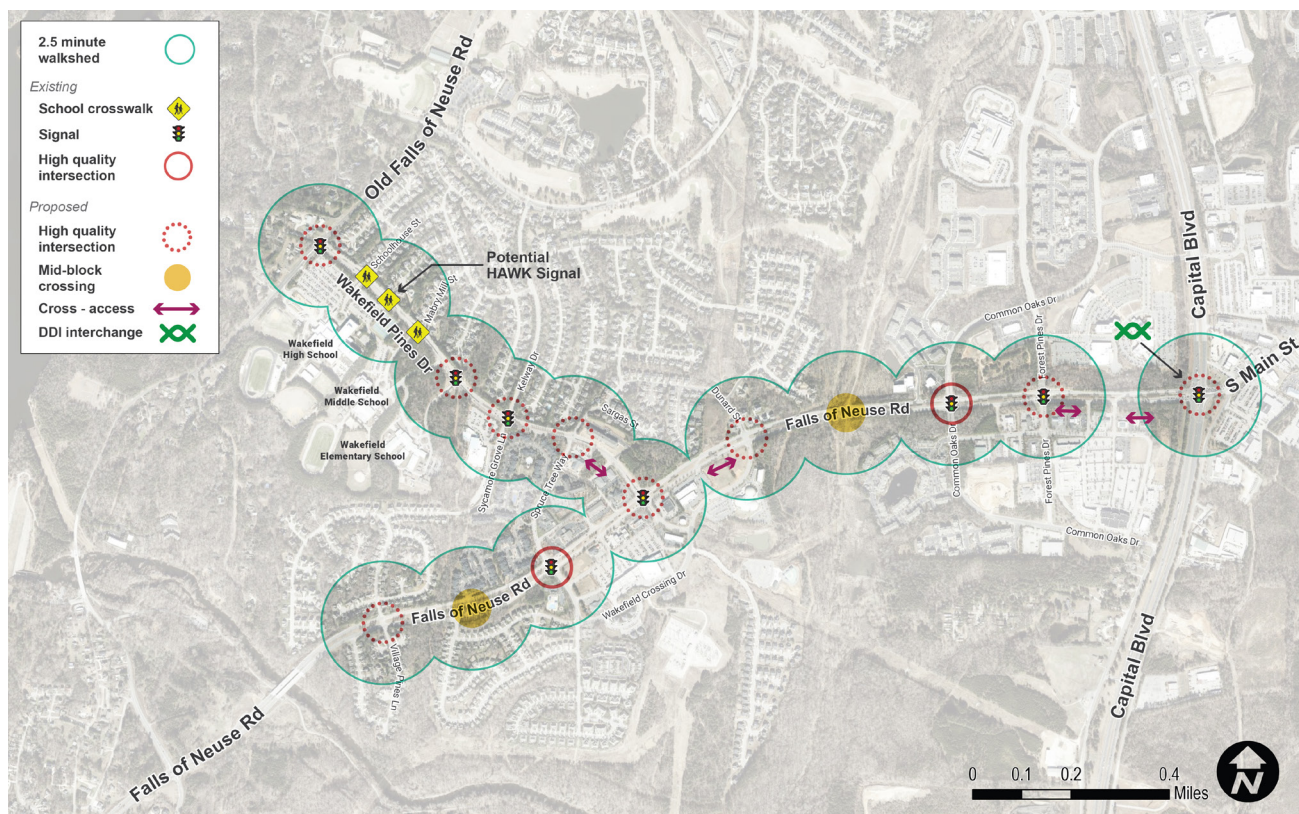
DRAFT PREFERRED ACCESS PLAN

After reviewing existing conditions, facilities, and fields observations, a Preferred Access Plan (PAP) is developed. The purpose of the PAP is to identify the most-appropriate crossing locations, and use this as a guide to improve crossings between existing signalized intersections, at regular intervals. Applying a 2.5-min walkshed (~600') to each crossing location, the project team is able to identify proposed crossing locations that are less than 5-min apart.

Note, there are two (2) existing High Quality Intersections along Falls of Neuse Road, and seven (7) proposed crossing improvements. Similarly, there are no (0) existing High Quality Intersections along Wakefield Pines Drive with three (3) existing school crosswalks (presumably staffed by a crossing guard).

We propose four (4) proposed crossing improvements along this corridor.

Multimodal Existing Conditions Bicycle LOS Map (MMLoS)



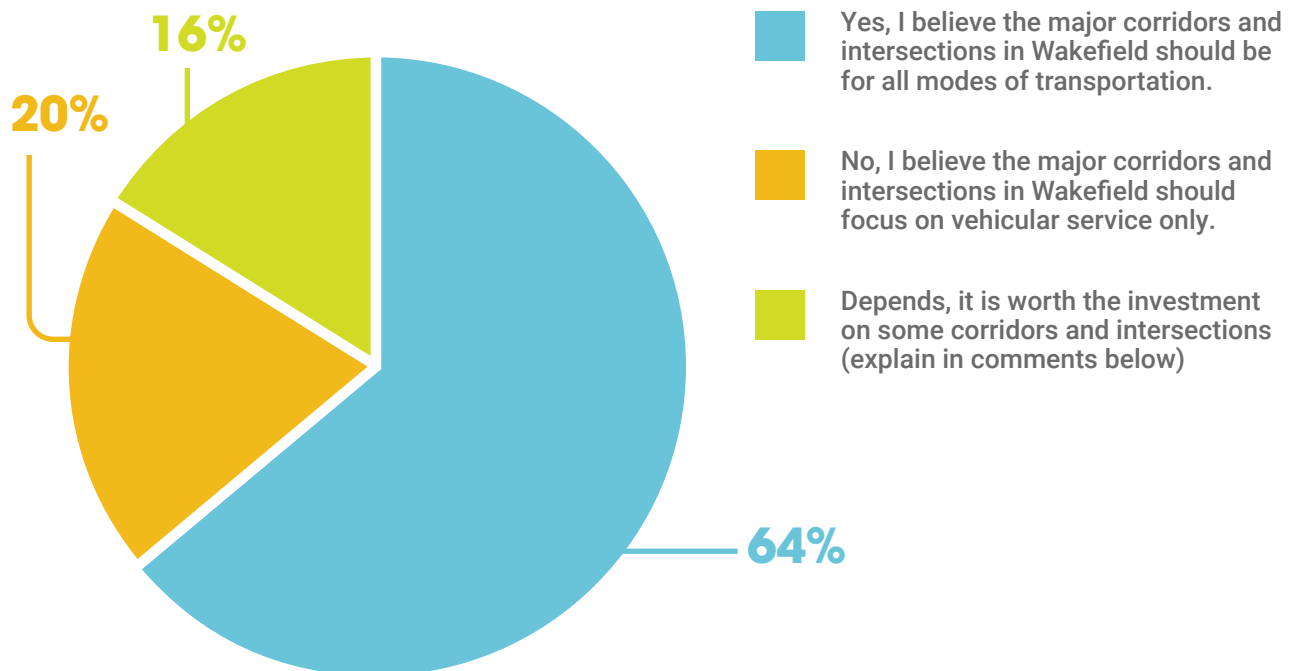
High Quality Intersection

High Quality Intersection refers to safe crossing locations (in all directions) for non-motorized travel, including mobility-impaired pedestrians, and typically incorporate ADA curb ramps, marked crosswalks, lighting, and direct connections with sidewalk or bus stop/shelter facilities. High Quality Intersections are most often located at signalized intersections, though mid-block locations that incorporate a Rectangular Rapid Flashing Beacon (RRFB), Pedestrian Hybrid Beacon (PHB), or similar traffic control device to slow/stop vehicles are necessary and effective.

SURVEY RESULTS

Q: DO YOU BELIEVE IT IS A WORTHWHILE PUBLIC INVESTMENT TO RETROFIT THE MAJOR CORRIDORS IN THE WAKEFIELD SMALL AREA TO BE SAFER FOR PEDESTRIANS, CYCLISTS, AND TRANSIT USERS?

Total respondents: 61



Recurring Comment Themes:

- Investment in transit seen as a positive; more important as mixed use development is being encouraged
- Emphasis on pedestrian and bicycle safety
- Desire for safe pedestrian/bicycle connections to the greenway

Q: RANK THE POTENTIAL STREETScape ELEMENTS BY ORDER OF IMPORTANCE TO YOU

Total respondents: 41



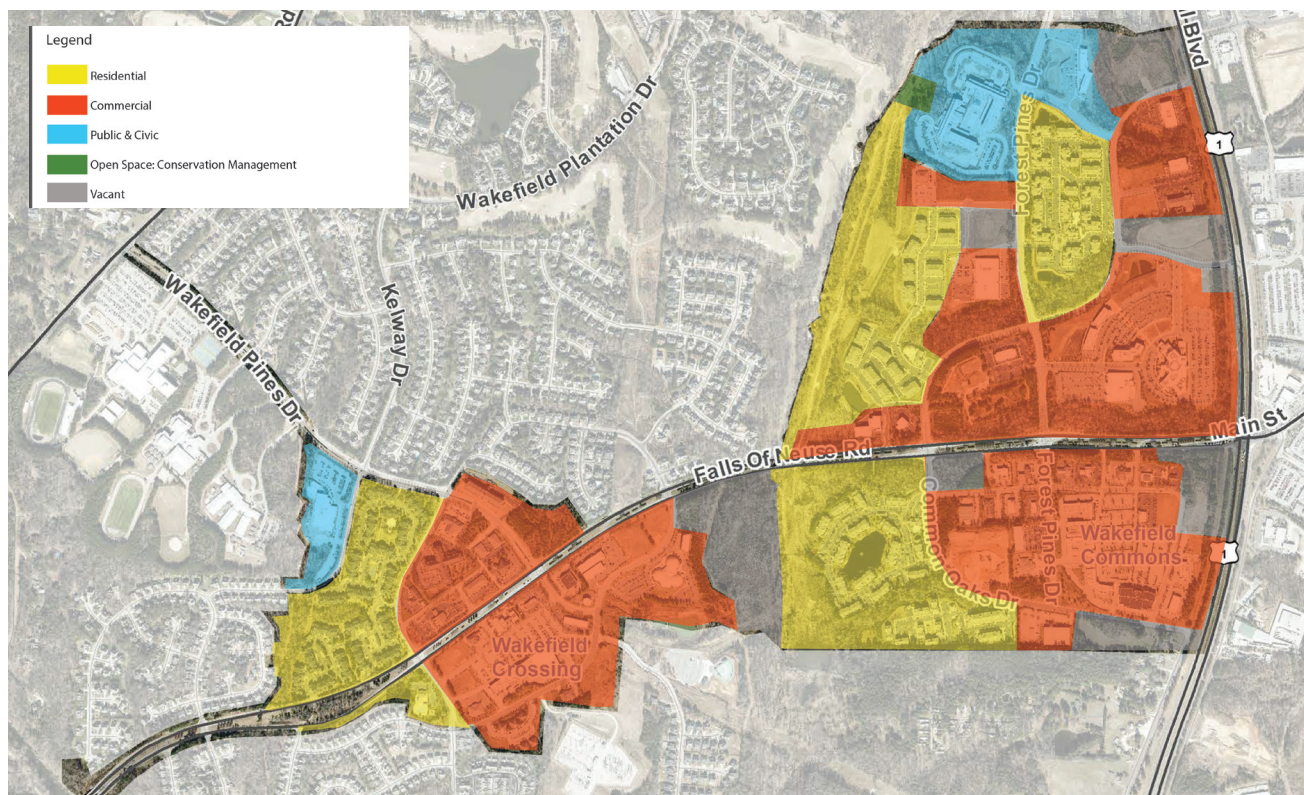
LAND USE

EXISTING LAND USE

The study area includes the neighborhoods and commercial developments along Falls of Neuse Road between the Neuse River and Capital Boulevard, abutting the boundaries for the Town of Wake Forest. These areas include Wakefield Crossing, Wakefield Commons, and the UNC Rex healthcare cluster of offices and outpatient facilities. Existing land uses in the plan area include residential, office, commercial,

institutional, parks and open space, a grocery store and elementary school. The majority of the land area is developed for commercial and includes large surface parking lots, large, planted buffers, and street trees. Most structures range from 1 to 3 stories tall. There are smaller, scattered vacant parcels throughout the study area; although the developability of these parcels is limited due to existing regulations.

Existing Land Use Illustration (adapted from Wakefield Community Snapshot)

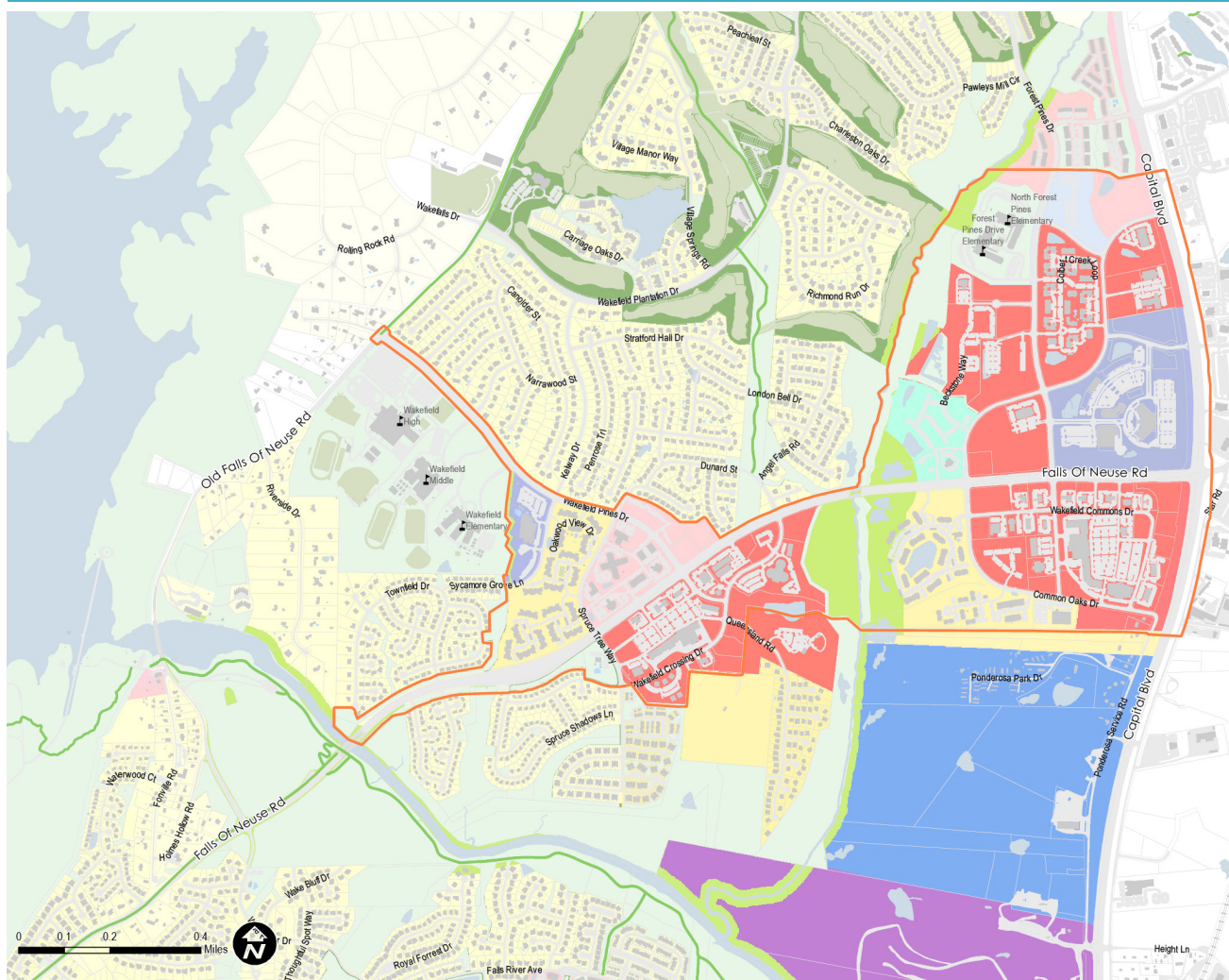


FUTURE LAND USE

The Future Land Use Map (FLUM) is used to guide land use and zoning designations throughout the city. The Wakefield study area contains several different future land use designations including Community Mixed Use, Office & Residential Mixed Use, Public

Parks & Open Space, Moderate Density Residential, and others. The recommendations for future proposed land uses correlates with existing land uses; indicating that the nature and character of the development in the area should remain similar in nature to its current condition. As buildings and developments age out or require renovation, new developments are recommended to maintain the current mix of uses.

Wakefield Future Land Use Map



CURRENT ZONING MAP

There are a variety of zoning districts within the Wakefield Plan Area. The most prevalent zoning allows more intensive mixed-use development including commercial mixed-use and residential mixed-use; with smaller areas of office mixed-use and neighborhood mixed use permitted.

Wake County Zoning District: Highway District (HD)

A small assemblage of parcels along Capital Boulevard are designated HD. The Highway District is a low-density residential district (maximum density of 1.45 dwelling units per acre) comparable to the R-30 District – but one that allows a wide range of nonresidential uses with a Special Use Permit.

Residential Districts

Within the City of Raleigh, residential districts are designed for neighborhoods with densities of up to 10 dwelling units per acre and building heights no taller than three stories and 40 feet. They allow residential uses as well as civic uses like schools and churches. The areas adjacent to the study area contain numerous examples of R6 and R-10 zoning. The underlying zoning for the Wakefield Schools site is R-6; which is part of annexation processed in 1995. Included in the 1996 annexation is a 28.85 acre site zoned R-6 which lies within the study area.

Mixed-use Districts

Mixed-use districts offer greater flexibility in use and density while still allowing for appropriate transitions between residential, commercial, and industrial areas. Lower intensity districts like Residential Mixed Use (RX), Office Mixed Use (OX), and Office Park (OP) restrict the amount of retail use in a development and are intended to provide an active but compatible buffer for residential districts. Neighborhood Mixed Use (NX), Commercial Mixed Use (CX), and Industrial Mixed Use (IX) allow a greater range and concentration of uses, making them well-suited to commercial centers and corridors.

Special Districts

In addition to residential and mixed-use districts, Raleigh has a set of special districts for areas and uses that require customized regulation. Special districts can address the unique needs of sensitive environmental areas, agricultural uses, or heavy industry. The only Special District located in the study area is Conservation Management, which is intended to preserve the land as permanent open space.

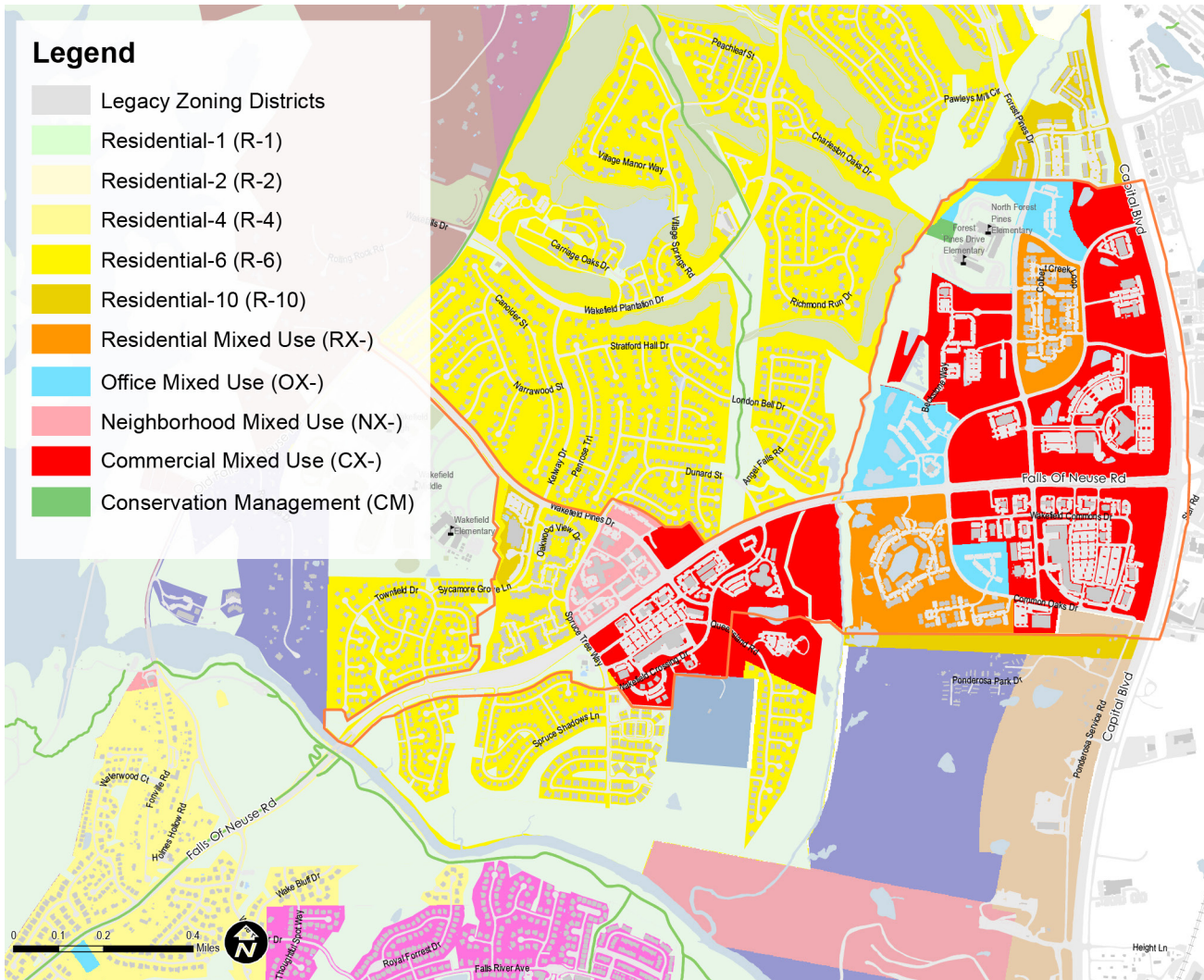
Overlay Districts

The last type of zoning district used by the City of Raleigh is the overlay district. Overlays add an extra set of regulations related to an environmental, cultural, or infrastructure feature that may extend across numerous parcels and various base districts. There is one overlay district that applies to the study area - the Urban Watershed Protection Overlay District. See below for some additional information on this overlay.

Wakefield Zoning Map

Legend

- Legacy Zoning Districts
- Residential-1 (R-1)
- Residential-2 (R-2)
- Residential-4 (R-4)
- Residential-6 (R-6)
- Residential-10 (R-10)
- Residential Mixed Use (RX-)
- Office Mixed Use (OX-)
- Neighborhood Mixed Use (NX-)
- Commercial Mixed Use (CX-)
- Conservation Management (CM)



URBAN FORM ANALYSIS

The Urban Form Map provides guidance on appropriate frontages to integrate land uses with transportation improvements. Frontage refers to the relationship a commercial, mixed-use, or multifamily development has with the street. The parameters of frontage include the placement of the building on the site, the location of primary entrances, landscaping provided along the front of the property, and the location of parking. Frontage is considered a fundamental urban design attribute, as it governs the relationship

between private investment on private land and the public's investment in the public realm.

The Capital Boulevard and Falls of Neuse Corridors both indicate a Parkway frontage which is appropriate in a suburban environment where densities are low and multi-modal access is not anticipated to be significant within the time horizon of the plan, or where other frontage approaches are not feasible or practical. Pedestrian access and circulation are still accommodated, however, prescriptive standards for building location are not required and parking between the building and street is an acceptable outcome. The current zoning in the study area is indicative of this type of solution.

Urban Form Analysis Map



Urban Form

- Corridor Type**
- Parkway Corridor
 - Water
 - Buildings

The 2030 Comprehensive Plan Urban Form map includes policies that connect land use development to transportation infrastructure. The Wakefield study area includes two Urban Form corridors. Both Falls of Neuse Rd and Capital Blvd are designated as Parkway Corridors in the Urban Form map. Parkway Corridors are suburban roadways with thick tree canopies and abundant landscaping.



**WAKEFIELD
SMALL AREA
STUDY**



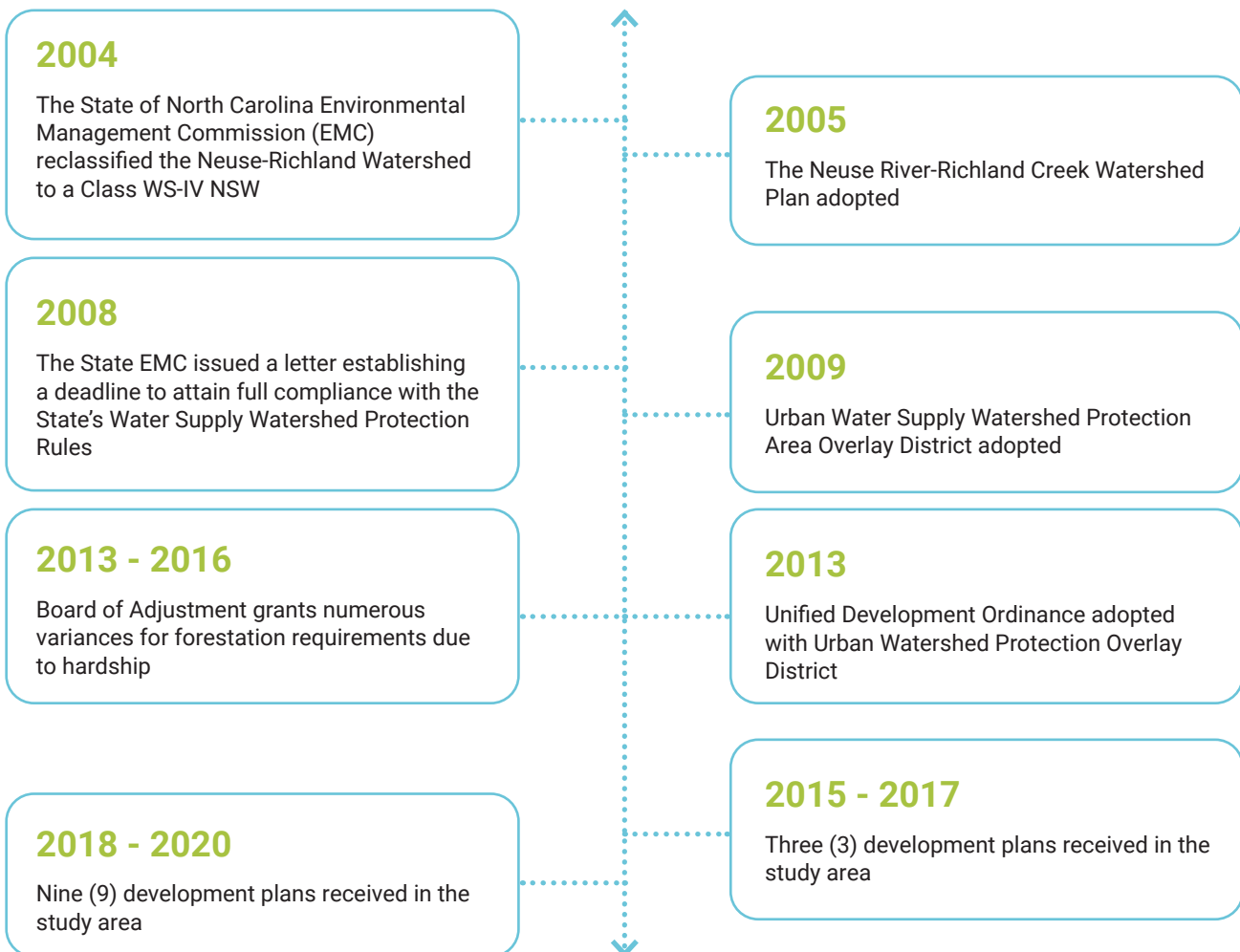
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URBAN WATERSHED PROTECTION OVERLAY DISTRICT (-UWPOD)

The overwhelming majority of the study area is subject to the Urban Watershed Protection Overlay District (-UWPOD) which protects the natural environment in any future development. The intent of the -UWPOD is to protect the

City of Raleigh's and Town of Wake Forest's drinking water sources. The watershed overlay includes additional impervious surface limitations, watercourse buffers, and stormwater runoff, and water quality standards.

Timeline of Water Supply Protection Actions



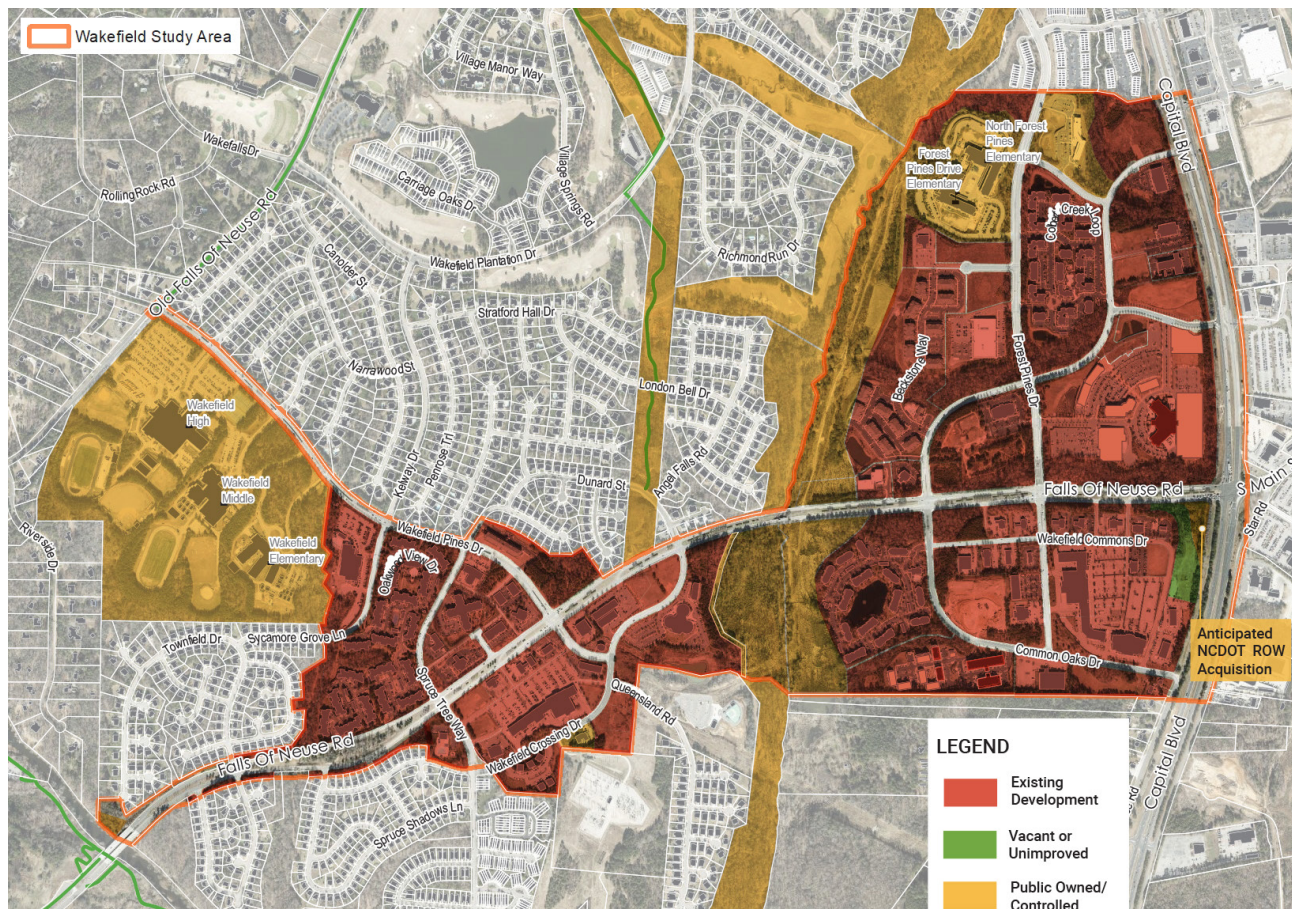
Source: City of Raleigh

SOFT SITE ANALYSIS

The map below is often described as a “soft” site analysis and used to identify vacant or unimproved areas. Clearly, only a small amount of property falls into that category within the Wakefield Small Area Study. Between the anticipated NCDOT right-of-way acquisition noted and the forestation requirements of the

UWPOD, the development of those outparcels at Falls of Neuse Road and the future Capital Boulevard interchange are limited. A more likely scenario would be for currently developed parcels to evaluate the transformation of large parking areas as part of a walkable, mixed-use village center. Transformations like this are happening across the country and are often termed “suburban retrofits”; oftentimes, the larger boxes stay in place while incremental, smaller-scale shops fill in over time.

Soft Site Analysis Map



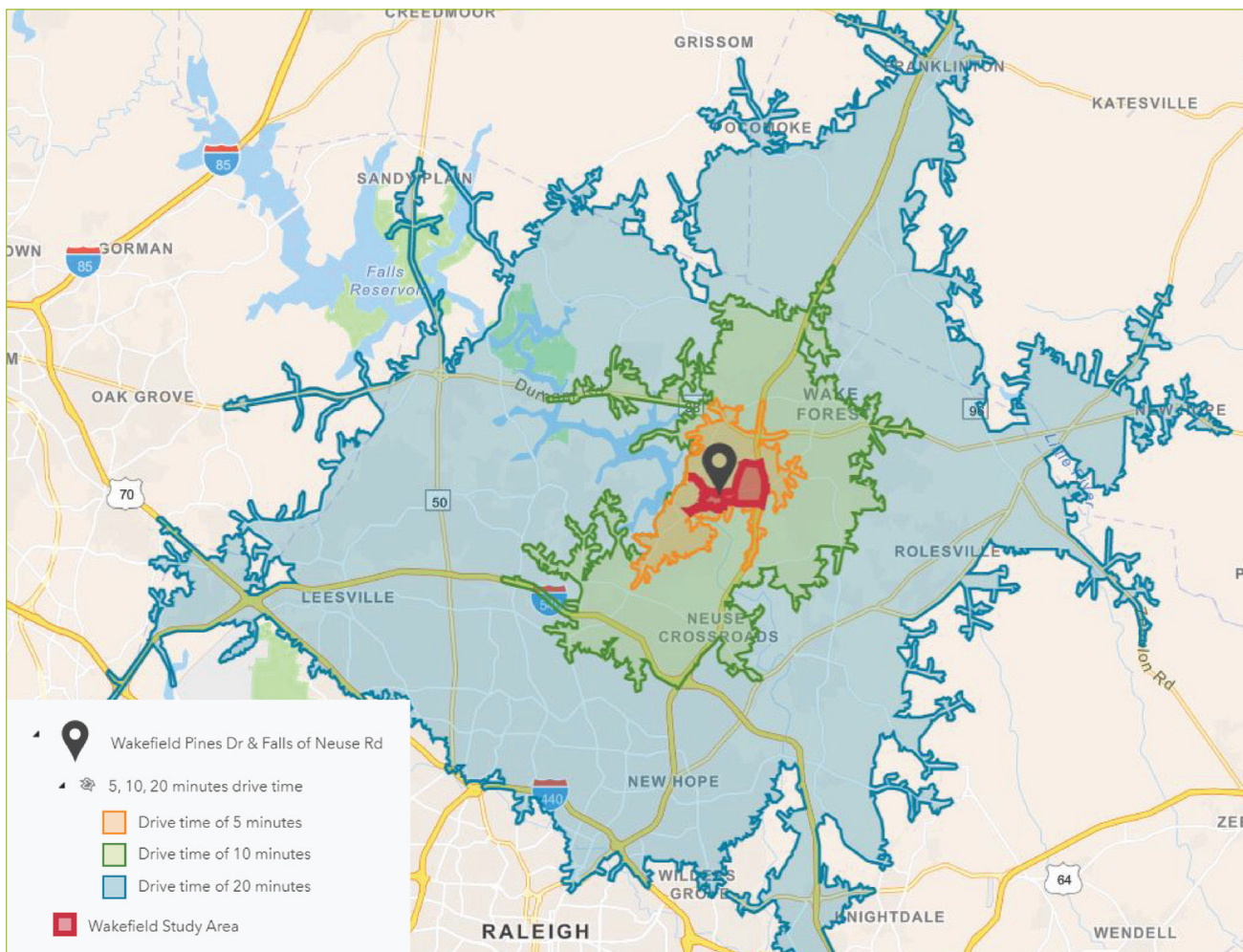
Note: Some areas noted as “Existing Development” areas may be vacant currently; however, these sites have pending or approved development plans.

WAKEFIELD SMALL AREA MARKET MEMO

A FEW HIGHLIGHTS INCLUDE:

The Wakefield Study market area(s) are defined as driving distances from the centroid of the area boundaries (5-Minute, 10-Minute, and 20 Minute Drive Times). This reflects the current

condition of the auto-centric lifestyle and bedroom community environment. Detailed information for the immediate study area boundary of a 1-square mile was also included.



EXECUTIVE SUMMARY KEY FINDINGS

- Development is limited in much of the area due to watershed protection regulations.
- Redevelopment opportunities may exist to the east of the Study Area. Retail and multifamily housing would be supported in the larger 10-Minute and 20-Minute Trade Areas east of Capital Boulevard.
- The area ranks high in quality of life but could provide better and more complete infrastructure to support healthy, active lifestyles and promote outdoor activity opportunities for families with children.
- Growth associated with residential areas north and east of Wakefield and population centers south and west of the area has affected local traffic patterns and volumes.
- The Esri Community Profile for the study area projects the population will become younger and more diverse overall and will contain more families by 2025.
- A market analysis shows two consumer groups currently dominate the study area: “Boomburbs” consisting of young, well-educated professionals who are financially secure and accustomed to longer commute times; and “Up and Coming Families” younger, more mobile, and ethnically diverse families who prefer to live in newer subdivisions and own the latest tech.

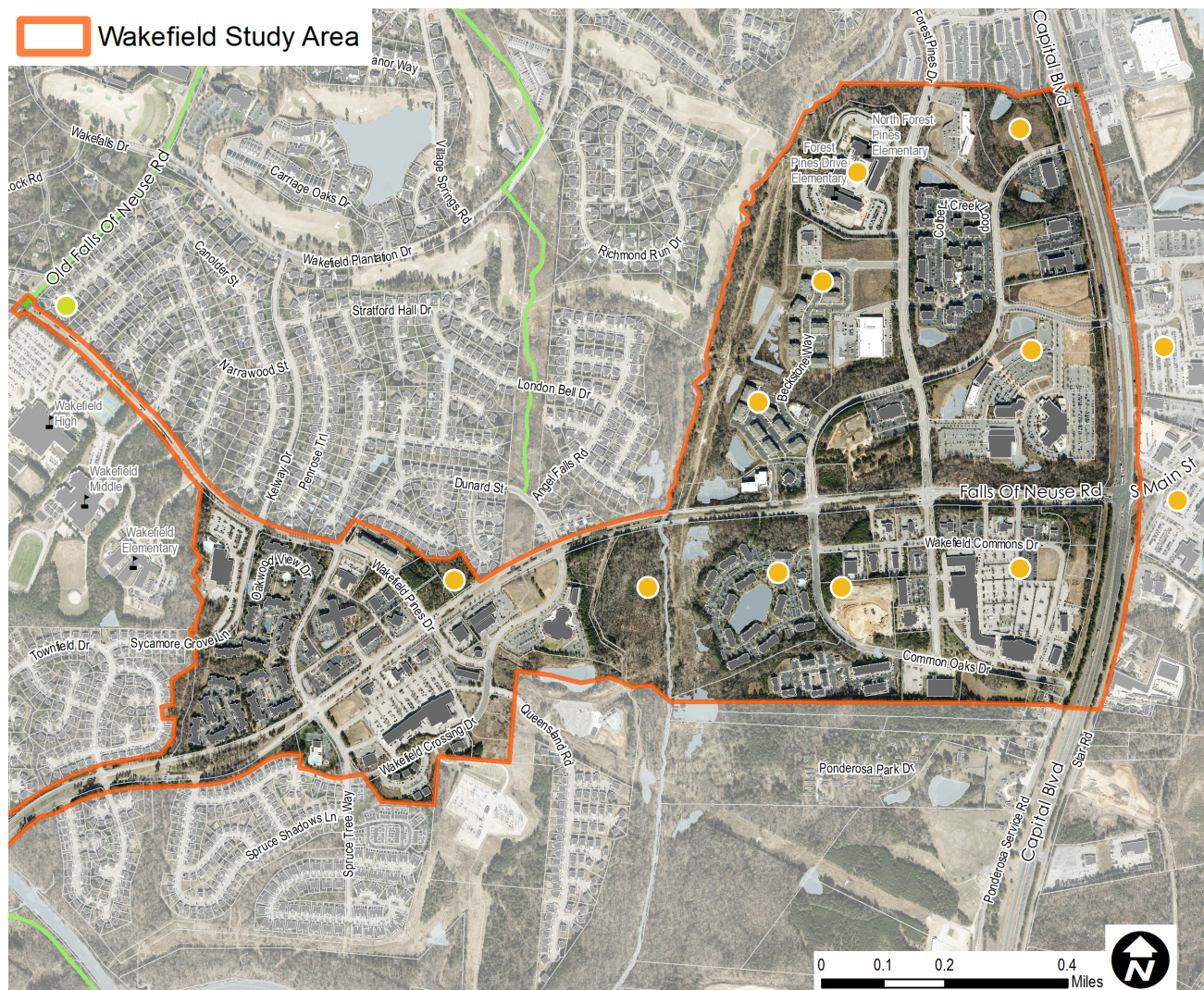
MARKET CONDITIONS & DEMAND DRIVERS

- Retail Trade and Food and Drink services anchors employment in the study area and accounts for a large portion of the daytime population.
- The study area has a higher population of affluent young families than surrounding areas.
- Median household income within the study area is \$105,198.
- Most of the current residential population is between the ages of 35 and 44 and predominately white.

SURVEY RESULTS

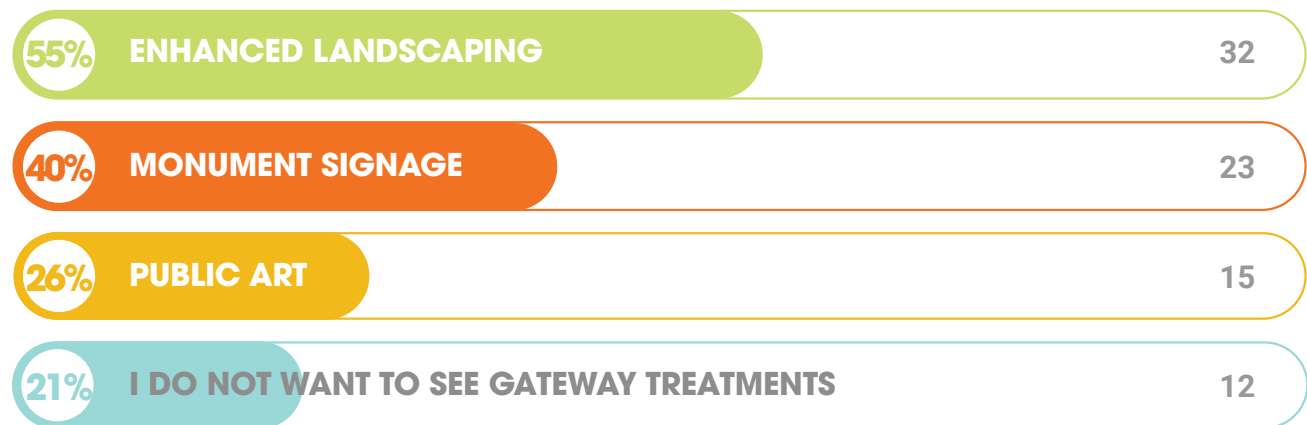
Q: ALMOST 80% OF INITIAL SURVEY RESPONDENTS SAID THEY WERE INTERESTED IN SEEING A WALKABLE MIXED USE VILLAGE IN THE WAKEFIELD COMMUNITY. WHERE IN THE STUDY AREA WOULD YOU LIKE THE TEAM TO INVESTIGATE THIS POSSIBILITY?

Marked on the map below:



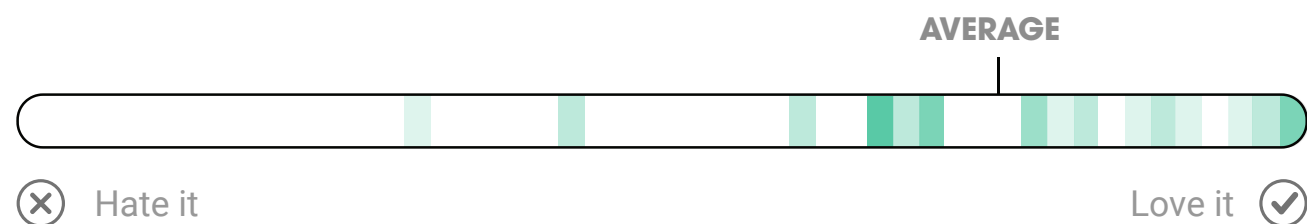
Q: OVER 50% OF SURVEY RESPONDENTS SAID WAKEFIELD DOES NOT HAVE A SENSE OF ARRIVAL OR GATEWAY FEATURE. WHICH DESIGN ELEMENTS WOULD YOU LIKE TO SEE INCORPORATED INTO A GATEWAY TREATMENT FOR THE WAKEFIELD COMMUNITY?

Total respondents: 58



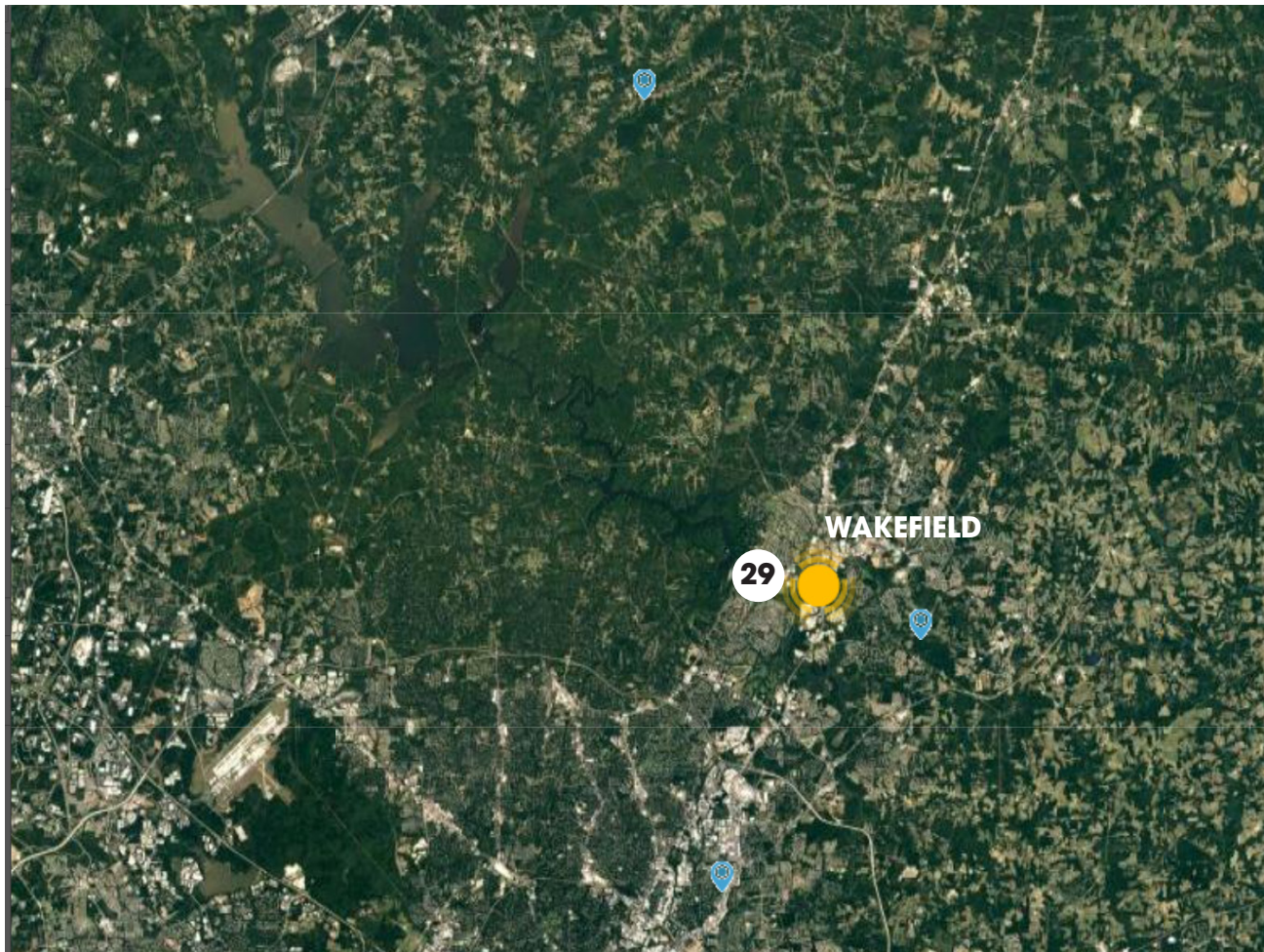
Q: WHAT DO YOU THINK ABOUT THIS ON-DEMAND OPEN HOUSE?

Total respondents: 33



Q: WE WOULD LIKE TO ENSURE THAT A BROAD CROSS-SECTION OF THE WAKEFIELD COMMUNITY HAS BEEN GIVEN THE OPPORTUNITY TO SEE THIS INFORMATION. PLEASE TELL US THE CLOSEST TWO CROSS-STREETS TO YOUR WAKEFIELD HOME OR BUSINESS SO THAT WE CAN UNDERSTAND ANY UNREACHED GEOGRAPHIC AREAS. IF YOU ARE A VISITOR OF WAKEFIELD, FEEL FREE TO SHARE YOUR LOCATION INFORMATION AS WELL.

Marked on the map below:



Q: WHAT COMMENTS OR QUESTIONS DO YOU HAVE FOR THE PROJECT TEAM? CHECK BACK ON THE PROJECT WEBSITE - WE'LL BE POSTING ANSWERS TO FREQUENTLY ASKED QUESTIONS THERE THROUGH THE END OF THE MONTH!

Recurring Comment Themes:

Total respondents: 17

- Positive feedback related to mixed use development and increasing density on previously developed parcels
- Positive feedback about upcoming changes in the Wakefield area
- Concern over speeding and traffic issues along Wakefield Pines Drive and Wakefield Plantation Drive
- Interest in updating the exterior of deteriorating neighborhood homes
- Emphasis on placing higher priority to local Wakefield area survey respondents
- Interest in maintenance of local playgrounds and parks (similar to Heritage and Bedford communities)
- Suggested enforcement of commercial parking on local area roads, as residents point out it is used as a storage area during nights/weekends

