

RECODE | PLAN CHATHAM | MONCURE

PHASE 1: PROJECT ASSESSMENT & ACTION PLAN

Board of Commissioners Workshop
August 29, 2022



TIP East Planning Project: Principal Team Members



CLARION



TETRA TECH

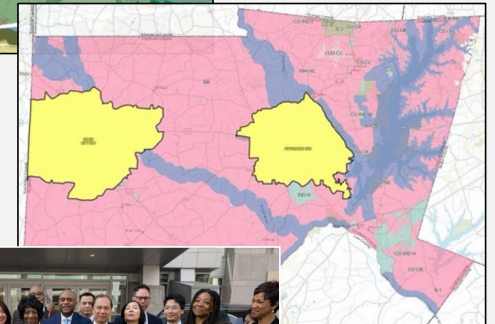
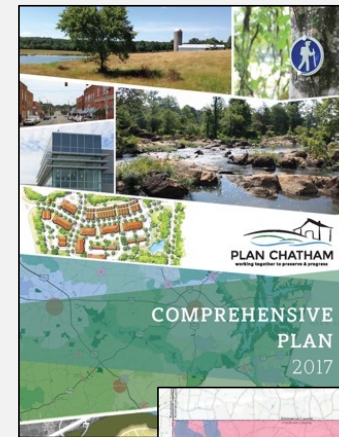
nealon



GREEN HERON PLANNING, LLC

AGENDA

- Introduction
- Regional Context
- Prior Decisions
- Role of Chatham County Government
- Factors the County can Influence
- Topics of Interest (Analysis)
- Anticipated Phase 2 Process and Deliverables
- Community Engagement/Collaboration
- Discussion
- Next Steps



INTRODUCTION

PLAN CHATHAM



ECONOMIC DEVELOPMENT

Action Item 02

After the occupancy of the first major tenant within the Moncure megasite, prepare a small area plan for the Moncure Area. The type and scale of the tenant will help define the housing, commercial, and service needs as well as the demand for infrastructure capacity.

► Strategy 3.5

Conduct small area plans and/or develop design principles and standards to give guidance to developers of sites within and at the edges of the megasites.

- Such guidance should inform decisions about relationships between buildings (orientation, placement, scale); architecture (building materials, fenestration); transportation network (vehicular, bike, pedestrian, and transit facilities – placement, capacity, materials, furnishings, etc.); streetscape; public and publicly-accessible spaces and amenities.

► Strategy 3.4

Allow a range of complimentary uses in proximity to the megasites to create attractive work environments with amenities to compete with other employment location options in the Southeastern United States.

- The mix of uses, development configuration and quality, variety of amenities, and connectivity affect the attractiveness—and competitiveness—of employment centers. Many employers in manufacturing and technology industries seek live-work-play locations that current and prospective employees and their families can enjoy.

SCOPE OF WORK

- 2-Phase Planning Process
- **Phase 1:** Project Assessment and Action Plan
- **Phase 2:** Countywide Assessment and Moncure Area Plan

TIP East
Countywide Assessment and Moncure Area Plan

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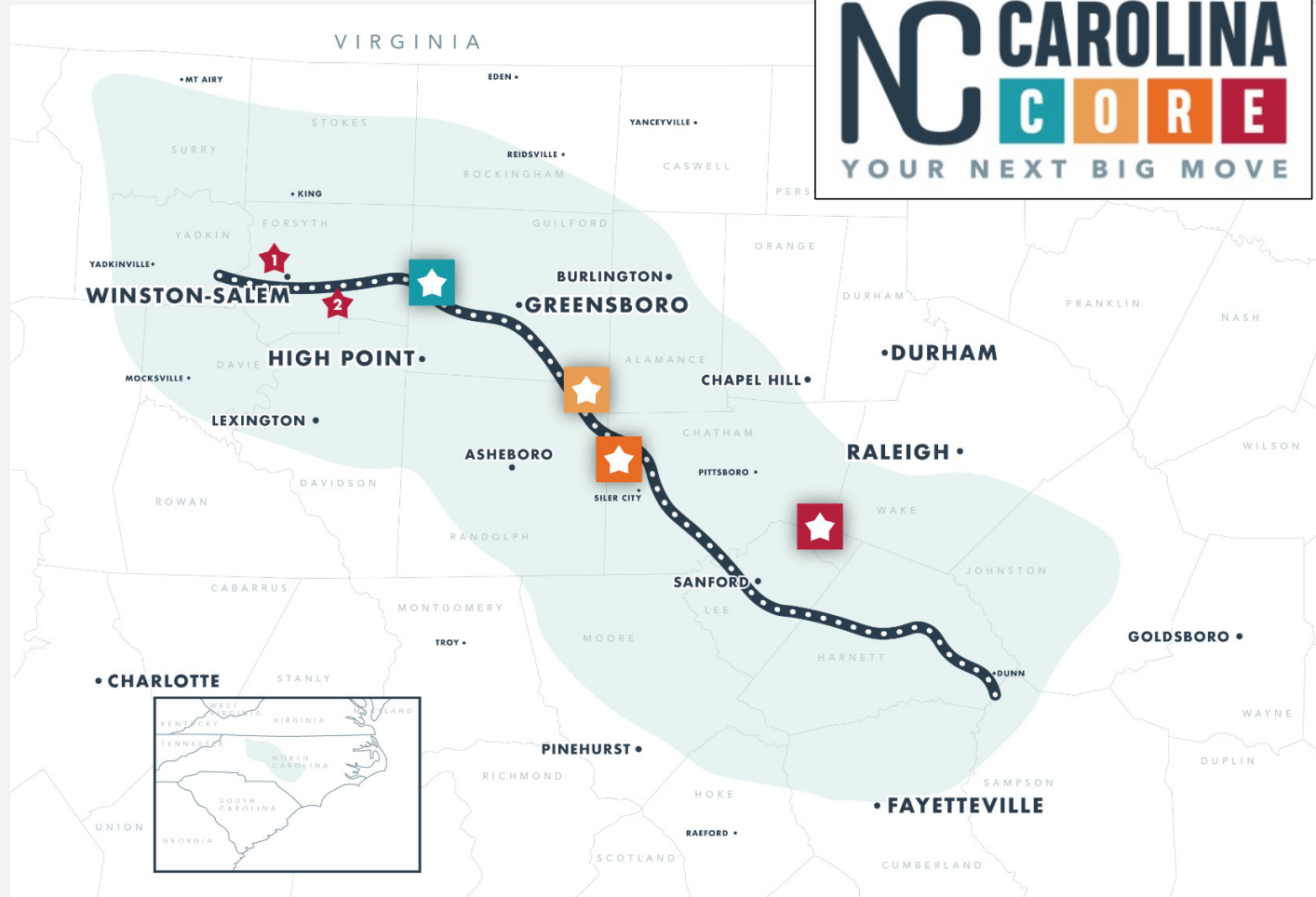
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TODAY'S OBJECTIVES

- What should *Plan Moncure* accomplish? e.g.,
“It should inform the UDO.”
- What level of detail in the analysis should *Plan Moncure* include?
- What are the Board's expectations regarding Board and public engagement for *Plan Moncure*?

REGIONAL CONTEXT

PROJECT CONTEXT: REGIONAL VIEW



PROJECT CONTEXT:

MAJOR ECONOMIC GROWTH DRIVERS

- **VinFast (TIP East)**
- **FedEx Ground (TIP West)**
- **Coca-Cola Bottling Co (US 64/NC 751)**
- **Toyota Lithium-Ion Battery Plant (Randolph County)**
- **Fujifilm Diosynth Biotechnologies (Holly Springs)**
- **Meta office (Durham)**
- **Google Engineering Hub (Durham)**
- **Apple Campus (RTP)**
- **Central Carolina Enterprise Park (Sanford)**
- **Boom Supersonic (Greensboro)**
- **CAM Site projects**

PROJECT CONTEXT:

REZONINGS INITIATED IN MONCURE SINCE MARCH 29

- Holmes Oil (28.2 ac.) for Neighborhood Business Zoning
- Midpoint Logistics (243.5 ac.) for Light Industrial Zoning
- Duke Energy (48.3 ac.) for Heavy Industrial Zoning
- General Shale Brick (194.3 ac.) for Heavy Industrial Zoning(2 properties)

515.3 Total Acres.

...with additional inquires ongoing...

THE (RAPIDLY EVOLVING) TIMELINE FOR TIP EAST



VinFast	Location Announced		Clearing & Construction Anticipated				Projected Vehicle Production to Start (Ph. 1)	Battery Production (Ph. 2), Supplier Park (Ph. 3)
Initiated Rezoning		Ongoing						
County Review			Pending VinFast Requests					
County Infrastructure Needs				Evaluated in Phase 2 (Plan Moncure)				School Capacity Expansions Anticipated
Plan Moncure (Phase 2)		Phase I		Phase 2 Begins	Project Website, Public Outreach, Local Government Open House, Planning Process, Public Engagement	Zoning Map Updated, if applicable; Rezoning		

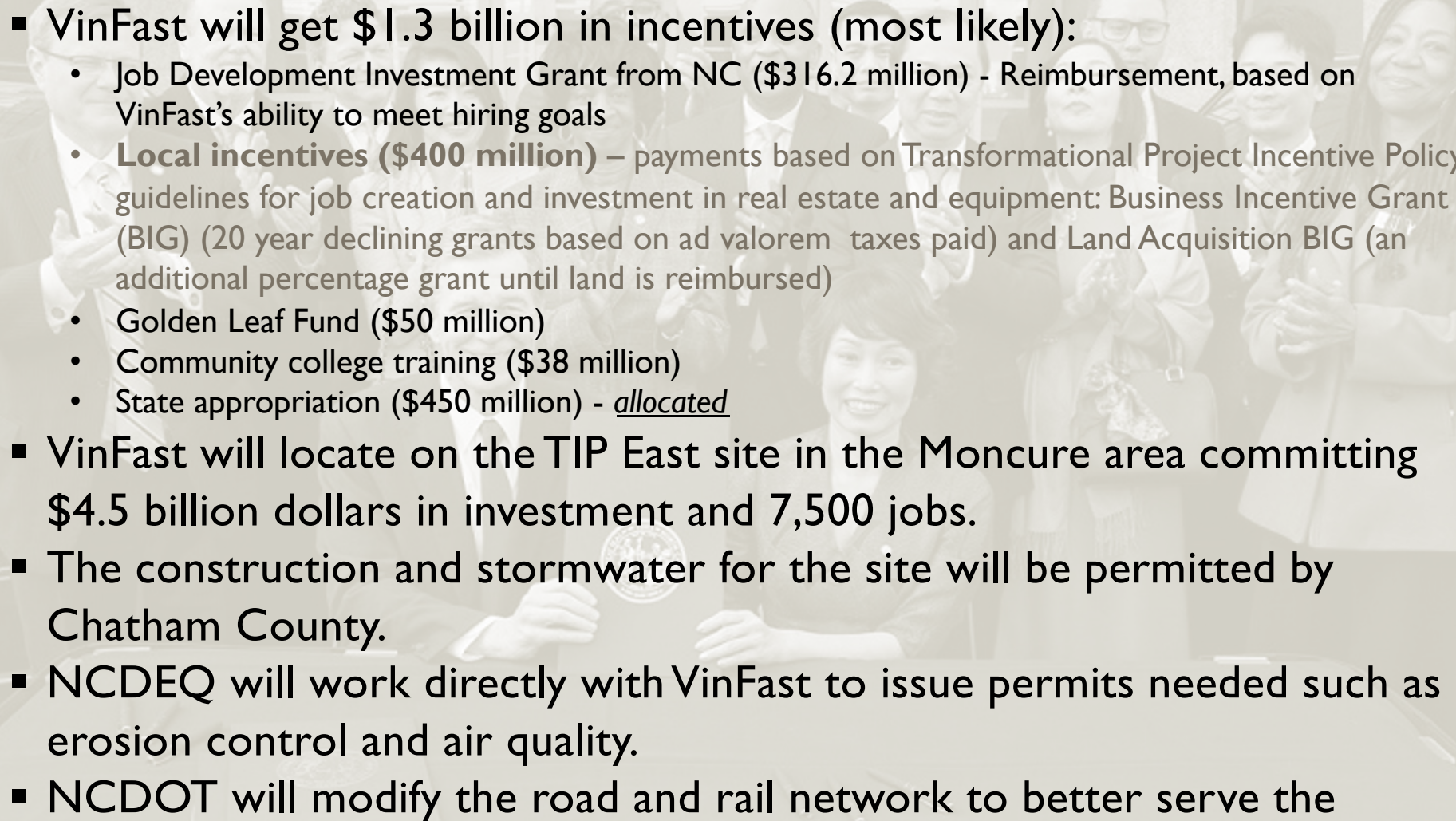


NCDOT/ACOE		Assessments for Complete Streets & Community Impact & Indirect / Cumulative Effects Started	Initial Public Mtgs (Aug), Ph. 1 ROW starts (Sep), Incl. pipe replacement & surface reinforcement		Phase 1 Construction Starts (Jan)			
NCDEQ		Erosion/Sediment Control Review Begun	Other NCDEQ permitting anticipated					
Water & Wastewater Utilities		Sanford Provided Owner Notice of Infrastructure & ROW Work	Sanford Easement Acquisition Started					
Incentive Package		State Incentives Approved	Local Incentives Approved					
UDO				Module 1 Complete				

PRIOR DECISIONS



PITTSBORO, NC— On March 29, 2022, Vietnamese automotive manufacturer VinFast announced that it has selected Chatham County, North Carolina, to build its first manufacturing facility in the United States. Governor Roy Cooper announced that the company has agreed to purchase land at the Triangle Innovation Point in Moncure to build a manufacturing plant for electric vehicles.

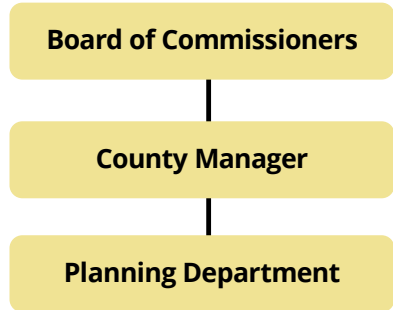
- 
- A group of people in business attire are clapping at an event. The image is semi-transparent and serves as a background for the text.
- **VinFast will get \$1.3 billion in incentives (most likely):**
 - Job Development Investment Grant from NC (\$316.2 million) - Reimbursement, based on VinFast's ability to meet hiring goals
 - **Local incentives (\$400 million)** – payments based on Transformational Project Incentive Policy guidelines for job creation and investment in real estate and equipment: Business Incentive Grant (BIG) (20 year declining grants based on ad valorem taxes paid) and Land Acquisition BIG (an additional percentage grant until land is reimbursed)
 - Golden Leaf Fund (\$50 million)
 - Community college training (\$38 million)
 - State appropriation (\$450 million) - *allocated*
 - **VinFast will locate on the TIP East site in the Moncure area committing \$4.5 billion dollars in investment and 7,500 jobs.**
 - **The construction and stormwater for the site will be permitted by Chatham County.**
 - **NCDEQ will work directly with VinFast to issue permits needed such as erosion control and air quality.**
 - **NCDOT will modify the road and rail network to better serve the**

ROLE OF CHATHAM COUNTY GOVERNMENT

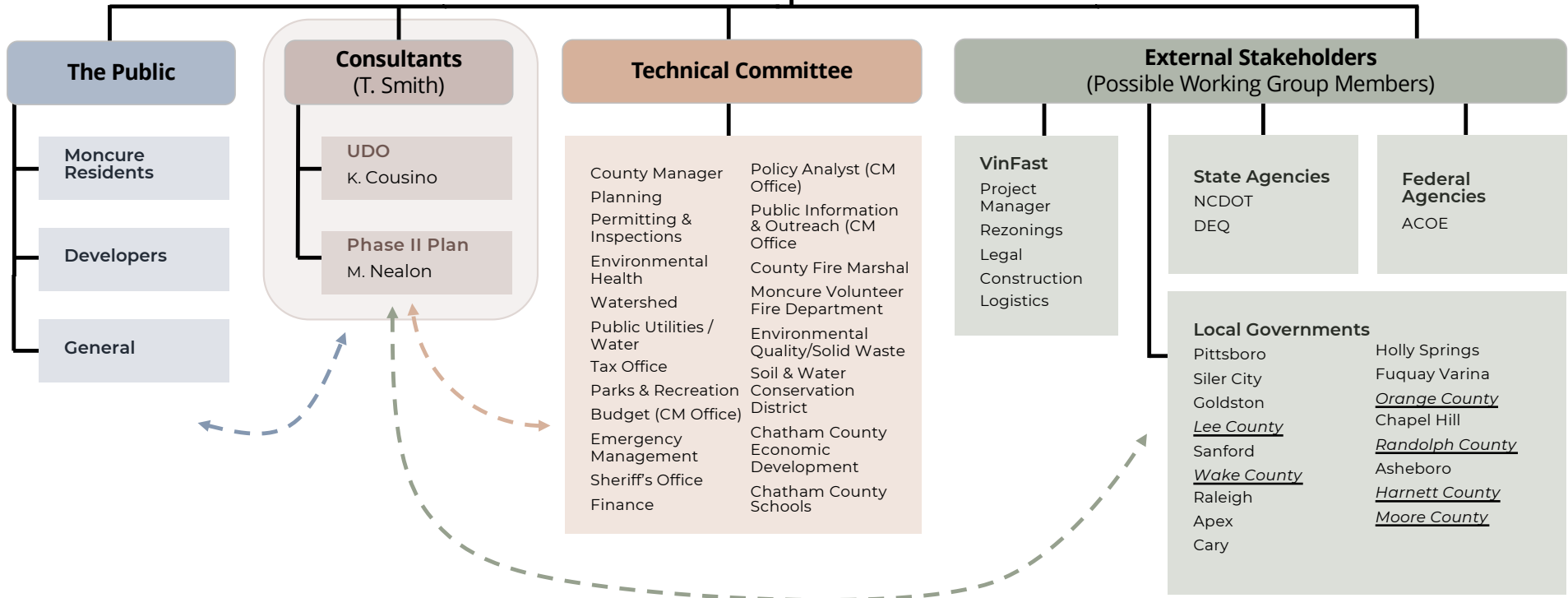
- **Manage & Maintain communications, Internally and Externally**
 - County residents and businesses
 - County Agencies and Departments
 - External Stakeholders
 - VinFast & Other TIP Developers
 - Media, Outreach, and Communications
- **Support Development applications expeditiously, e.g.**
 - Rezoning
 - Site Plan Review
 - Building Permits
 - Stormwater
 - Planning

- **Administer & Perform under Local Incentive Program**
- **Invest in infrastructure and services**
 - Infrastructure and service capacity needs
 - Support applicable agencies, e.g., parks, public safety.
 - Increase staff capacity & available expertise
- **Plan for growth in Moncure**
 - Prepare “area plan” (*Phase 2 of this process*)
 - Direct desired uses toward suitable parcels
 - Promote conservation of assets and master planning

Organization Chart



Flow of Communication
 Primary
 Secondary



FACTORS THE COUNTY CAN INFLUENCE

What can the County influence?

County Can Have A Voice:

- State agencies' decisions around future investments
- Development activity
- Conservation activity
- Coordination with neighboring jurisdictions



What can the County influence?

County Can Directly Control:

- County infrastructure policies
- Tax rate (countywide)
- Messaging - economic benefits, environmental stewardship, housing
- Future allowable Land Use and Zoning in vicinity of VinFast site
- Future development standards, particularly in vicinity of VinFast site
 - New requirements, set higher bar for development features
 - Site design (access, landscaping, etc.)
 - More open space set asides with some improved as public amenities (publicly accessible), or fees in lieu

What can the County influence?

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What does success look like?



TOPICS OF INTEREST (ANALYSIS)

TOPICS OF INTEREST (ANALYSIS)

- Population / Demographics
- Market Conditions / Projections
- Development / Redevelopment Potential
- Future Land Use / Fiscal Impacts
- Infrastructure – Utilities, Transportation, Public Services
- Natural Resources & Environment
- Cultural & Historic Resources
- Local Regulations
- Community Engagement



White & Smith Team



Consultant (addition to Team)



Chatham County Staff / TAC Members



Subject Matter Expert(s) / Committee

Population / Demographics

- Estimates (past)
- Population Growth Projections – Regional, County, Moncure
 - Background Growth
 - Increased Growth due to VinFast, other major announcements
 - 5-yr increments through 2040
- Characteristics, now and future
 - HH Size, Median Age, Income



SAMPLE POPULATION ANALYSIS RESULTS

Population Growth Projections for North Carolina, Brunswick County

	2000	2010	2015	2020	2025	2030	2035	2040
United States	281,421,906	308,745,538	321,416,821	331,449,281	344,234,377	355,100,730	364,862,145	373,527,973
Growth Rate		1.0%	0.8%	0.6%	0.8%	0.6%	0.5%	0.5%
North Carolina	8,049,313	9,580,681	10,042,802	10,386,227	11,046,200	11,673,849	12,174,771	12,658,927
Growth Rate		1.9%	1.0%	0.7%	1.3%	1.2%	0.9%	0.8%
Capture Rate		5.6%	3.6%	3.4%	5.2%	5.8%	5.1%	5.6%
Brunswick County	73,717	108,069	122,211	136,693	156,551	179,294	205,340	235,171
Growth Rate		4.7%	2.6%	2.4%	2.8%	2.8%	2.8%	2.8%
Capture Rate		2.2%	3.1%	4.2%	3.0%	3.6%	5.2%	6.2%
Holden Beach	787	760	955	978	1,177	1,404	1,664	1,963
Growth Rate		-0.3%	5.1%	0.5%	4.1%	4.4%	3.7%	4.0%
Capture Rate		-0.1%	1.4%	0.2%	1.0%	1.0%	1.0%	1.0%
Leland	1,938	11,925	16,122	21,903	29,846	38,943	49,362	61,294
Growth Rate		51.5%	7.0%	7.2%	7.3%	7.8%	5.4%	5.7%
Capture Rate		29.1%	29.7%	39.9%	40.0%	40.0%	40.0%	40.0%
Navassa	479	1,809	1,887	2,135	2,433	2,774	3,165	3,612
Growth Rate		27.8%	0.9%	2.6%	2.8%	3.0%	2.8%	3.0%
Capture Rate		3.9%	0.6%	1.7%	1.5%	1.5%	1.5%	1.5%
Northwest	671	677	684	778	812	850	895	945
Growth Rate		0.1%	0.2%	2.7%	0.9%	0.9%	1.0%	1.1%
Capture Rate		0.0%	0.0%	0.6%	0.17%	0.2%	0.2%	0.2%
Oak Island	6,571	6,818	7,199	8,118	9,409	10,887	12,580	14,519
Growth Rate		0.4%	1.1%	2.6%	3.2%	3.4%	3.1%	3.3%
Capture Rate		0.7%	2.7%	6.3%	6.5%	6.5%	6.5%	6.5%









Market / Projections

- Vacancy Rates
- Projections for each, 5-yr increments
 - Job Growth
 - Housing
 - Supporting Retail, Office, Service, Hospitality, Entertainment
- Moncure Area Development Program (ranges, types, value)



SAMPLE MARKET ANALYSIS RESULTS

Conventional Office Product Matrix for the Southeast US

Product Type	Example	Description	Typical FAR	Typical Acreage	NNN Rent Needed	Average Value Per SF	Typical Dev. Cost Per SF	Typical Land Value Per Bldg. SF	Typical Land Value Per Acre
High-Rise Subterranean Parking		Type I construction above subterranean parking. Typically 300,000 SF+.	4.0-8.0	.25-3	\$38.00	\$700	\$500-600	\$30	\$5M+
High-Rise Above Parking Podium		Type I construction above parking podium. Typically 200,000 SF+.	2.0-5.0	.25-3	\$34.00	\$625	\$450-500	\$28	\$3M+
Mid-High Rise, Adjacent Deck		Type I construction, but with adjacent pre-cast deck. Typically 200,000 SF +/-.	0.5-3.0	1-6	\$30.00	\$575	\$400-450	\$25	\$1M+
Low-Mid Rise (2-5 Stories), Surface Parked		Various construction types, but not concrete, with surface parking. Typically 100,000 SF +/-.	0.35-0.75	4	\$25.00	\$425	\$300-350	\$20	\$300k+
Single Story, Warehouse Conversion		Costs vary considerably based on existing building condition, but typically acquiring warehouse buildings for conversion at \$80-100/SF.	0.2-0.5	2-4	\$22.50-27	\$400	\$250-350	NA	NA
Single Story, Surface Parked		Often steel frame for larger spans, but can be wood. Similar to conventional retail buildings but with more fenestration.	0.1-1.0	1-3	\$24.00	\$375	\$275-300	\$20	\$150k+
Low-Rise (1-2 Stories) Tilt-Up, Surface Parked		New product type focused on more economical costs through tilt-up construction in suburban locations.	0.2-0.5	8-12	\$20.00	\$315	\$230-250	\$15	\$150k+
1-3 Story, Wood Frame		Wood frame construction when targeting smaller tenants that don't need large spans.	Under 0.35	Under 1	\$17-20	\$290	\$250	\$15	\$50k+

SOURCE: Noell Consulting Group

Office Product Matrix
4/22/2021

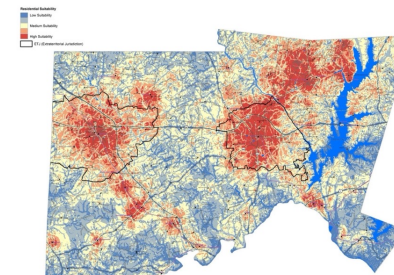


Development Potential

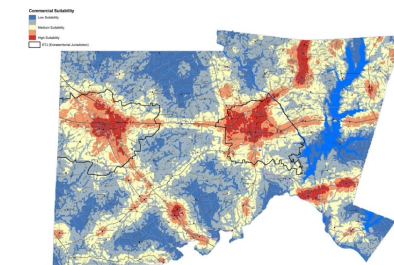
- Existing Land Use & Characteristics
- Agriculture
- Land Capacity
 - Not Available:
 - Developed, not likely to redevelop
 - Protected
 - Constrained
 - Available – “Land Supply”:
 - Vacant, few or no constraints
 - Ripe for redevelopment
- Suitability (by general use category)



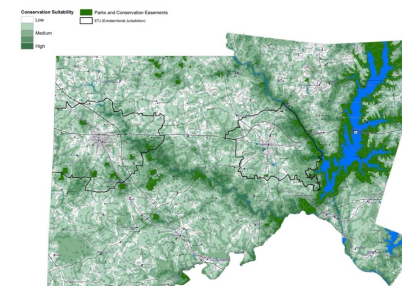
RESIDENTIAL SUITABILITY



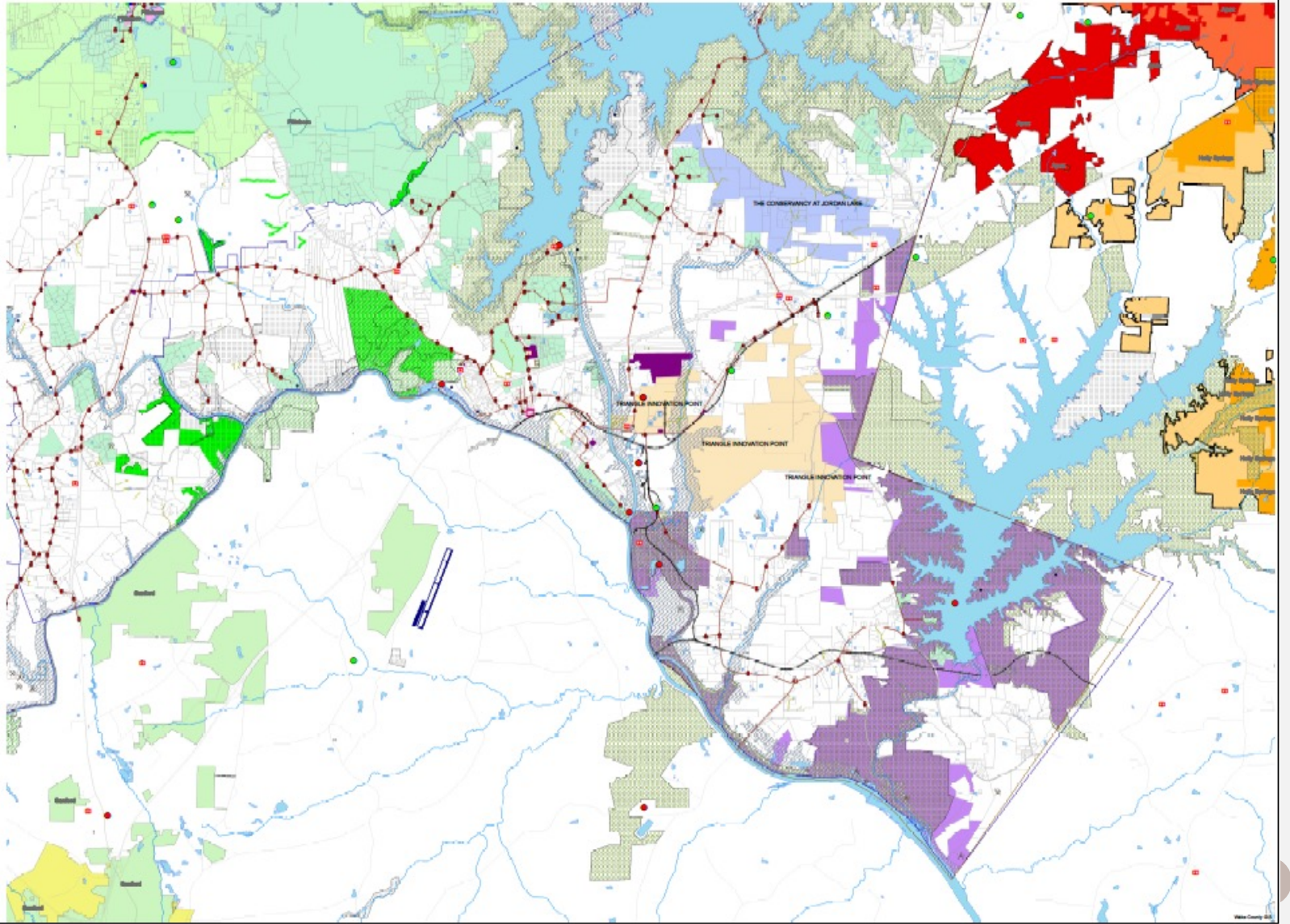
COMMERCIAL SUITABILITY



CONSERVATION SUITABILITY



MONCURE AREA MAP

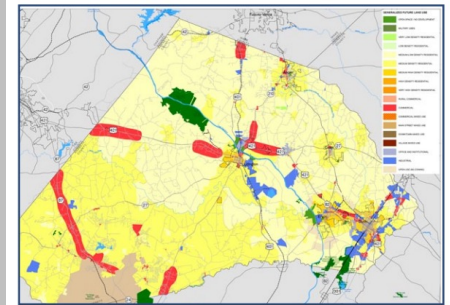


Future Land Use / Impacts

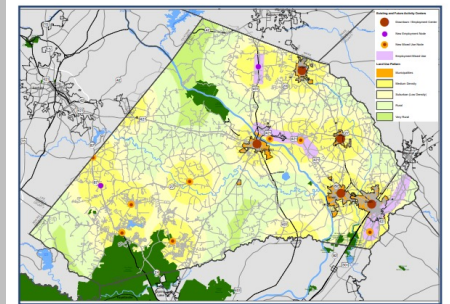
- Land Use Scenario Planning (CommunityViz Model)
 - Alt 1 - Build out per current zoning, consider current zoning in adjacent counties
 - Alt 2 and 3 + -- Build out using new districts:
 - Alt 2 – Apply based on Future Land Use Map (Plan Chatham)
 - Alt 3+ – Apply to accommodate higher end of ranges
 - Consider “Development Program” ranges
- Evaluate:
 - Potential tax revenue generation
 - Other impacts (infrastructure, water resources, public services, open space conservation)
- Preferred Future Land Use Plan Map



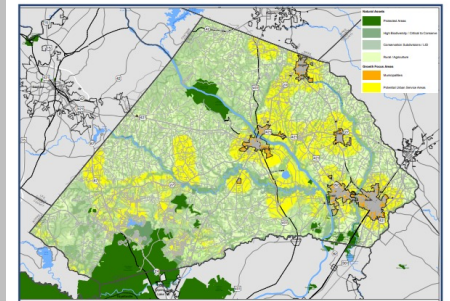
Business As Usual Scenario (BAU)



Strong Towns (ST)



Natural Assets Scenario (NA)



Utilities

- Water / Wastewater
 - Existing infrastructure
 - Current system deficiencies? Water pressure? Failing septic?
 - Ability to support economic objectives?
 - Utility master plan recommendations and priorities?
 - System improvements?
 - Planned/funded? Capacity from Sanford?
 - Evaluation of future needs, timing/phasing, and funding?
- Energy
- Broadband

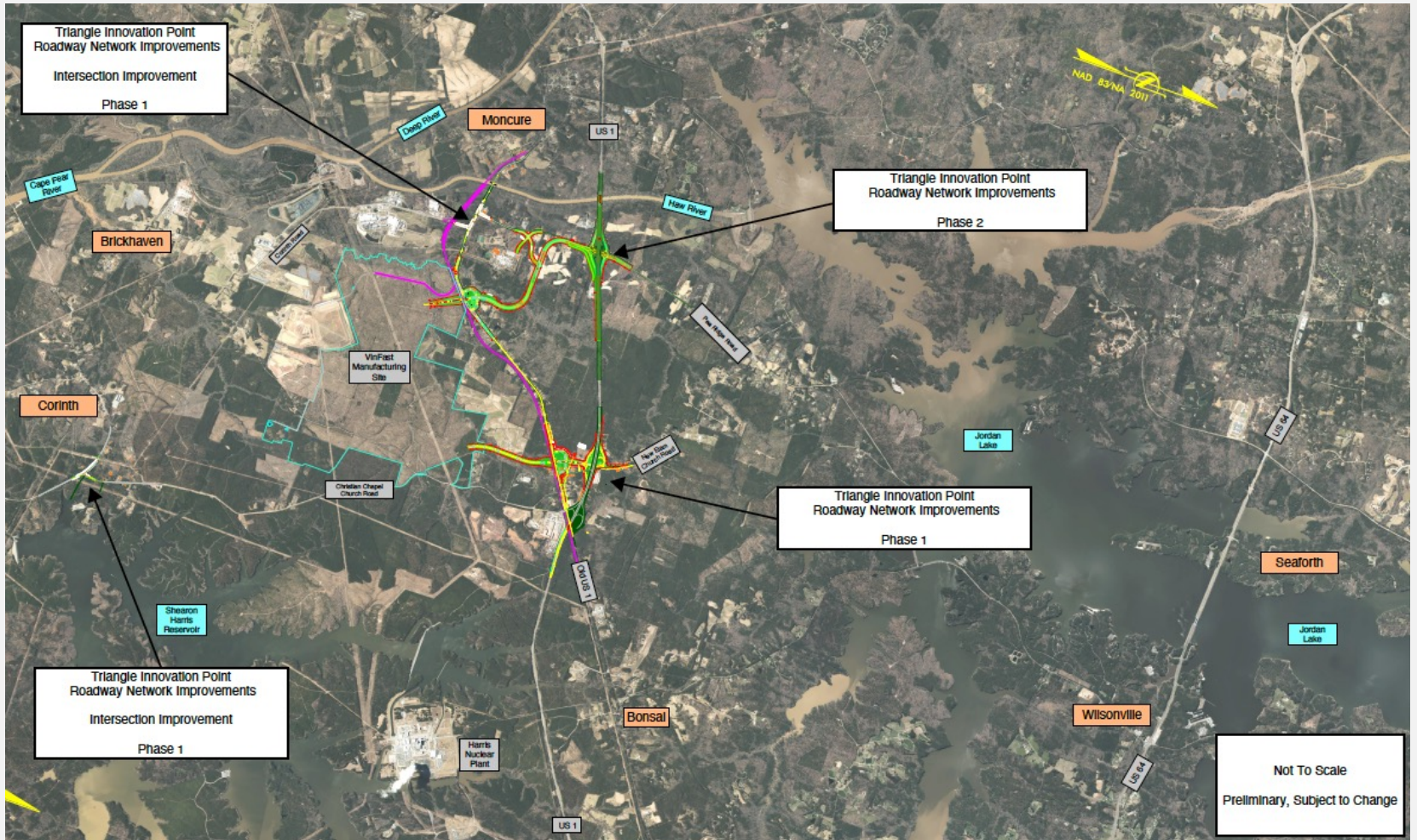


Transportation

- Existing network capacity, safety, and accessibility? Deficiencies?
- Changes underway by NCDOT? Indirect/secondary impacts?
- Assessment of connectivity—existing and planned—among various modes (personal vehicles, commercial vehicles, freight/rail, aviation, pedestrian, bicycle, and transit).
- Planned/funded improvements – NCDOT, MPO, RPO, Transit System? Recent STIP? Facilities plans?
- Evaluation of future needs, timing/phasing, and funding?



NCDOT IMPROVEMENTS



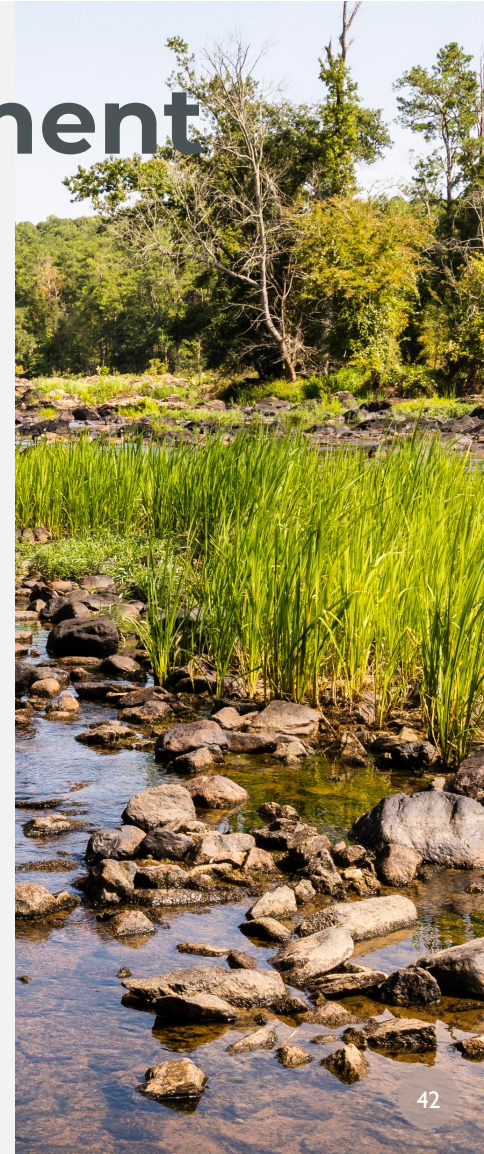
Public Services

- Parks and Recreation
- Schools (Public, K-12)
- Libraries / Community Centers
- Public Safety
- Health



Natural Resources & Environment

- Environmentally sensitive areas – inventory
 - Wetlands, floodplain, NHI, etc.
 - Valued Assets?
 - Water resources – quality, quantity, and protections
- Protected areas
 - Federal lands (i.e., Army COE managed around Jordan Lake)
 - State lands
 - Conservation easements
 - Regulated buffers
- Regulations in place currently - Watershed Protection, Erosion Control, and Stormwater



Cultural & Historic Resources

- Historic or culturally significant sites and/or structures?
 - Listed on National Register?
 - On Study List?
 - Landmark status?
- Culturally significant areas?
- Encroachment, threats?



2 **What questions should the analyses answer,** in the Board's opinion? Consider the impacts to countywide growth objectives.

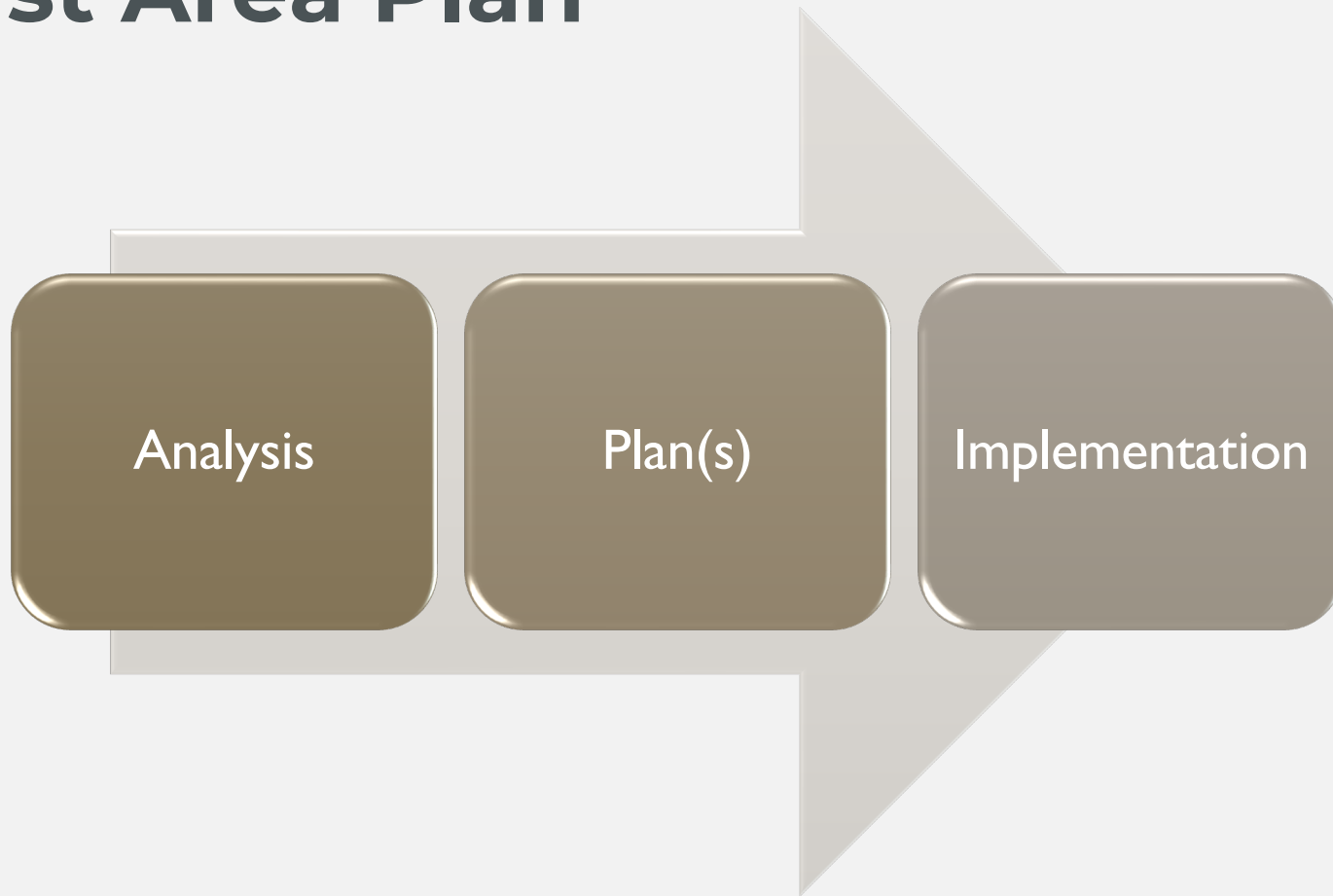


3
**Does the Board
anticipate and
support
opportunities for
Chatham County
to collaborate?**



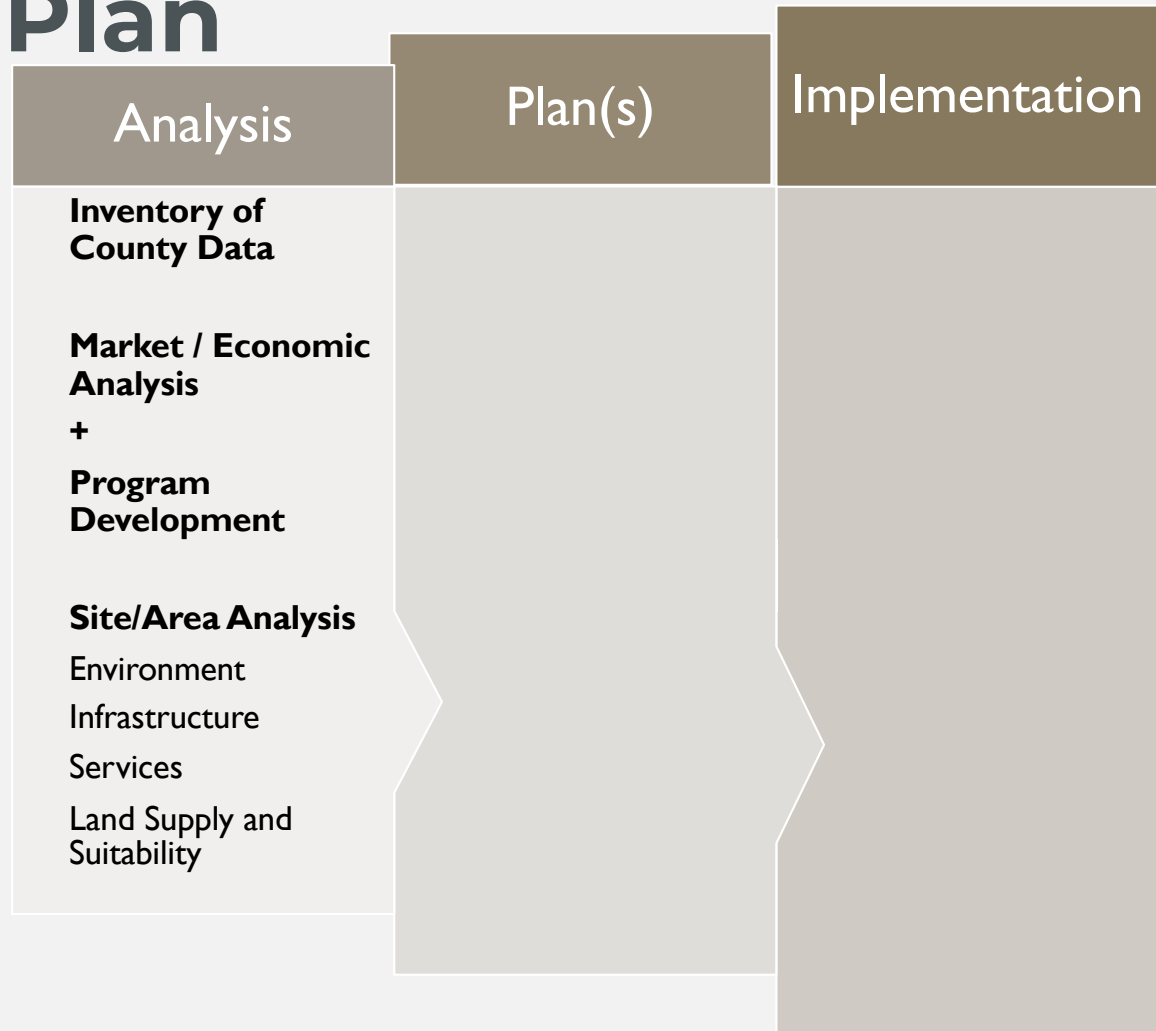
PHASE 2 PROCESS & DELIVERABLES

TIP East Area Plan



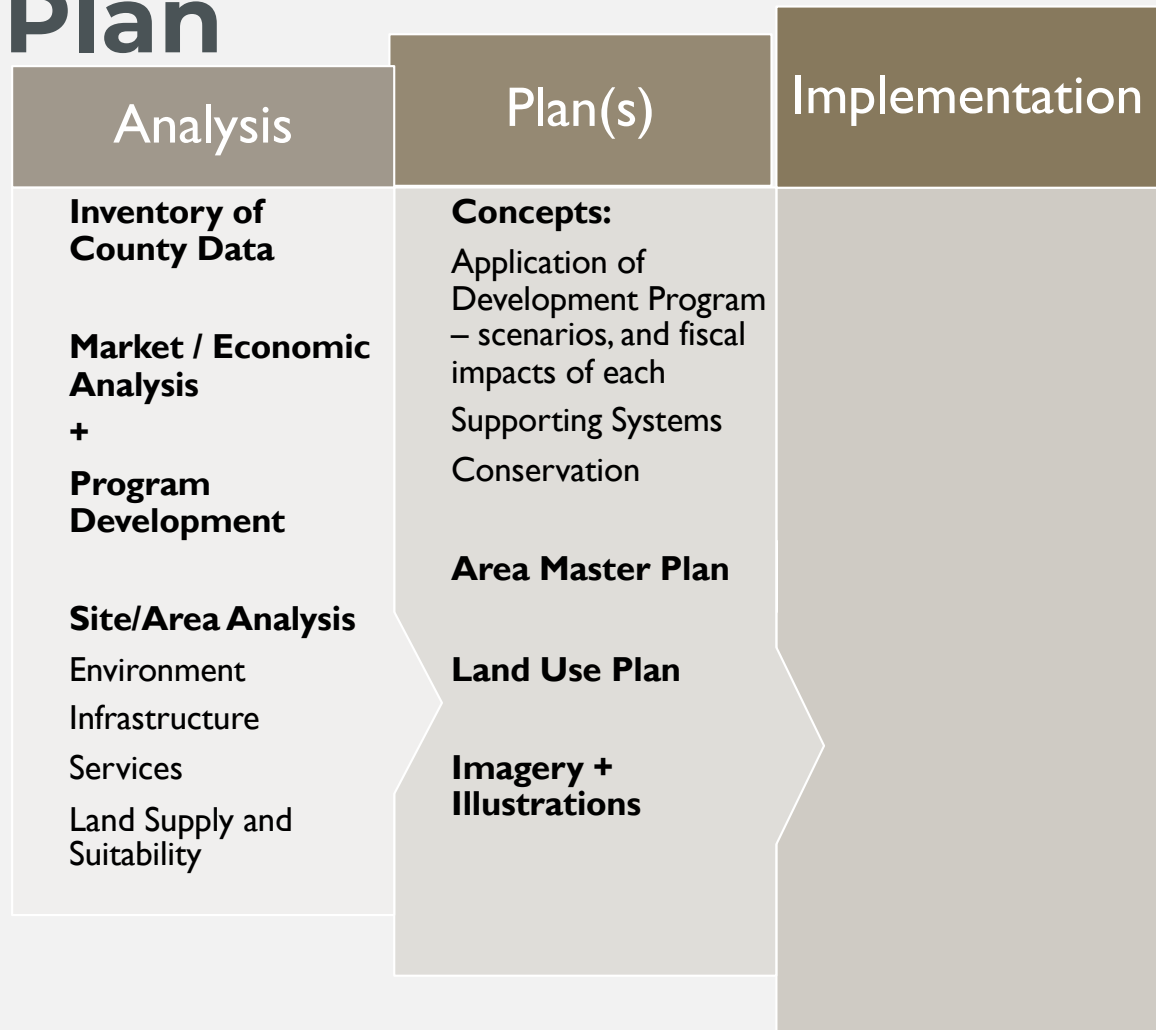
TIP East Area Plan

Subject to the results of this Phase I scoping exercise.



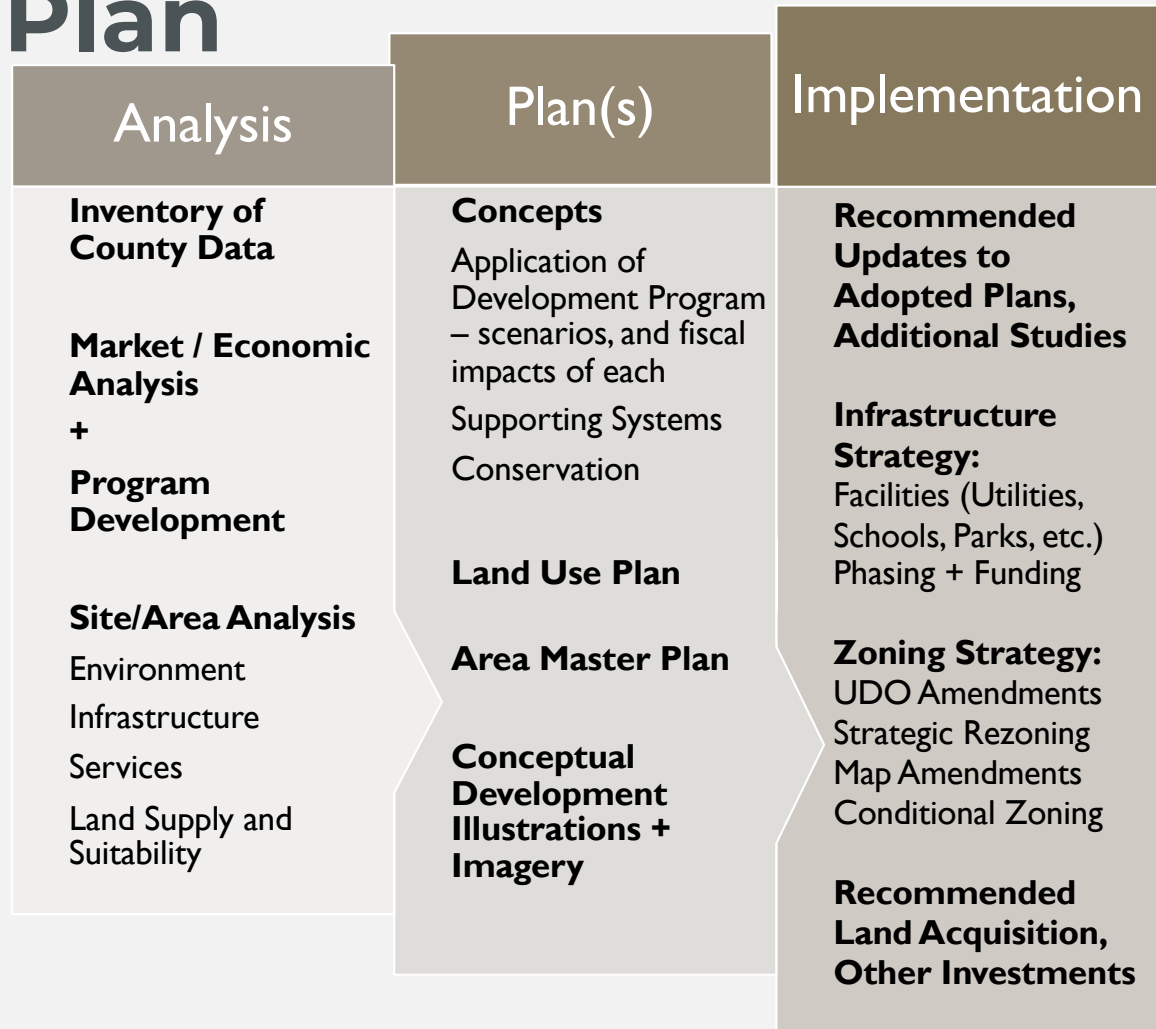
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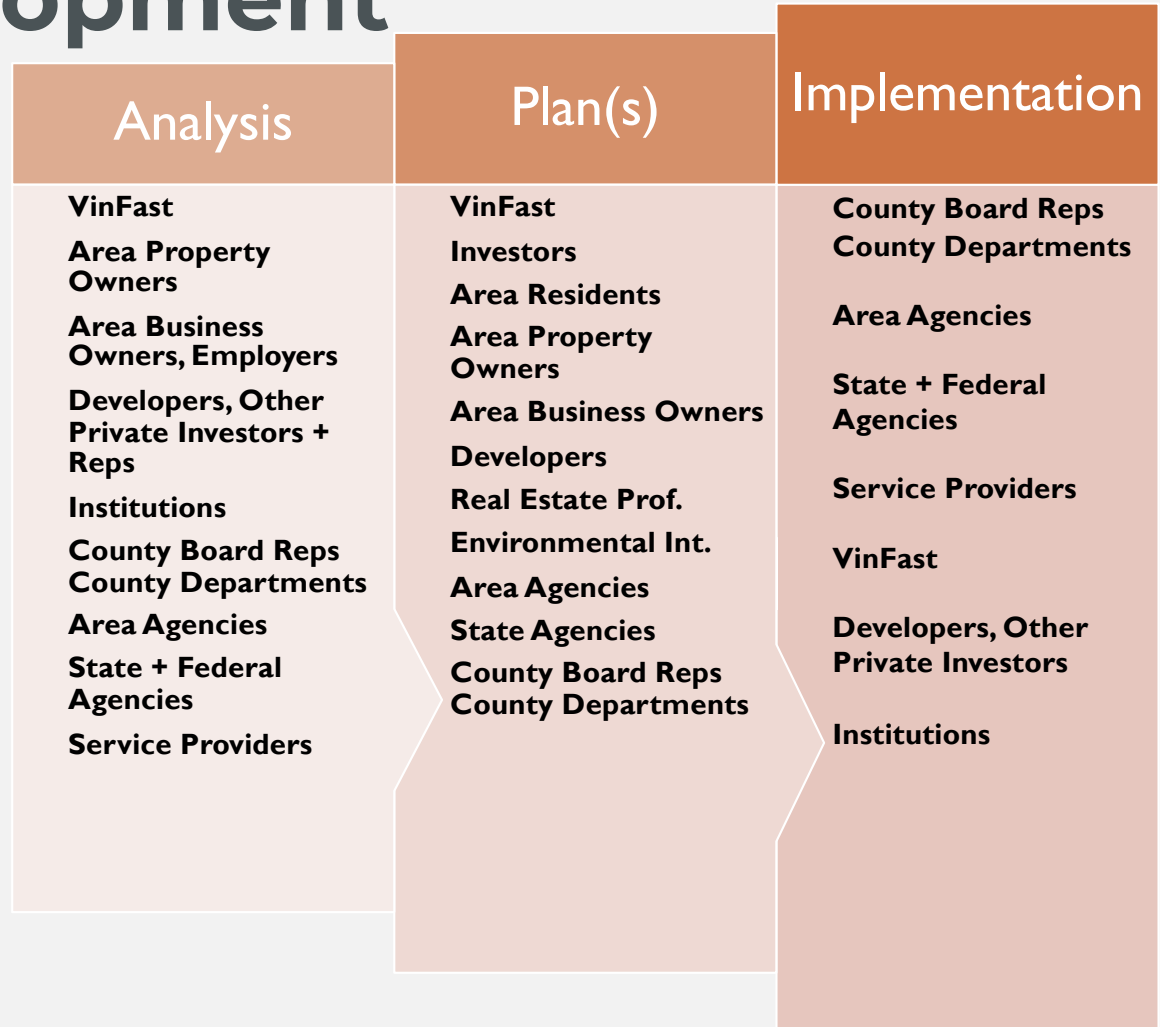
4 How would the Board like to participate in Phase 2?



COMMUNITY ENGAGEMENT/COLLABORATION

Strategy Development

- **Who are the audiences?**
- **What info/event should be delivered and by whom?**
 - **PR Firm***
 - **Consultant Team**
 - **Designated County Reps**
 - **VinFast Reps** (recognize what can and should come from VinFast)
- **Purpose of each activity?**
- **Techniques?**



* The PR Firm must address media strategy.

Techniques

Impacts

- BOC + PB UPDATE
- PUBLIC INFORMATION MEETINGS
- PRESENTATIONS TO AREA ORGANIZATIONS
- WEBSITE UPDATE
- INFORMATION + DATA EXCHANGE SESSIONS
 - VINFAST
 - STATE AGENCIES
 - FEDERAL AGENCIES



Ideas

- BOC + PB UPDATE
- PUBLIC INFORMATION MEETINGS
- PRESENTATIONS TO AREA ORGANIZATIONS
- SURVEY
- WORKSHOP(S) WITH STAKEHOLDERS
- WEBSITE UPDATE



Action

- BOC + PB UPDATE
- PUBLIC INFORMATION MEETINGS
- PRESENTATIONS TO AREA ORGANIZATIONS
- WEBSITE UPDATE

Goals / Outcomes

- Relationship building
- Access to relevant data
- Timely communication
- Education
Better understanding of opportunities, challenges, and choices
- Input
From public, subject matter experts, agencies, private sector
- Support from the community
- Optimization of economic benefits

From the input:

- Feedback for plan details (based on defined choices)
- Talking points for Staff, Reps
- Information for PIO

5
**What level of
community
engagement does
the Board expect
during phase 2?**

Stakeholders?
Techniques?



DISCUSSION

Discussion Questions:

1. What does success look like?
2. What questions should the analyses answer, in the Board's opinion? Consider the impacts to countywide growth objectives.
3. In addition to VinFast representatives, does the Board anticipate and support opportunities for Chatham County to collaborate with any of the following as part of the planning process?
 - Neighboring jurisdictions
 - State agencies
 - Federal agencies
 - Other
4. How would the Board like to participate in Phase 2 to ensure the Board has ample opportunities to represent the interests of their constituencies as the products of Phase 2 are developed?
5. What level of community engagement does the Board expect during phase 2? Who are the stakeholders? What do Board members deem effective techniques for engagement?

THIS WOULD BE A SUCCESS IF...

PROCESS

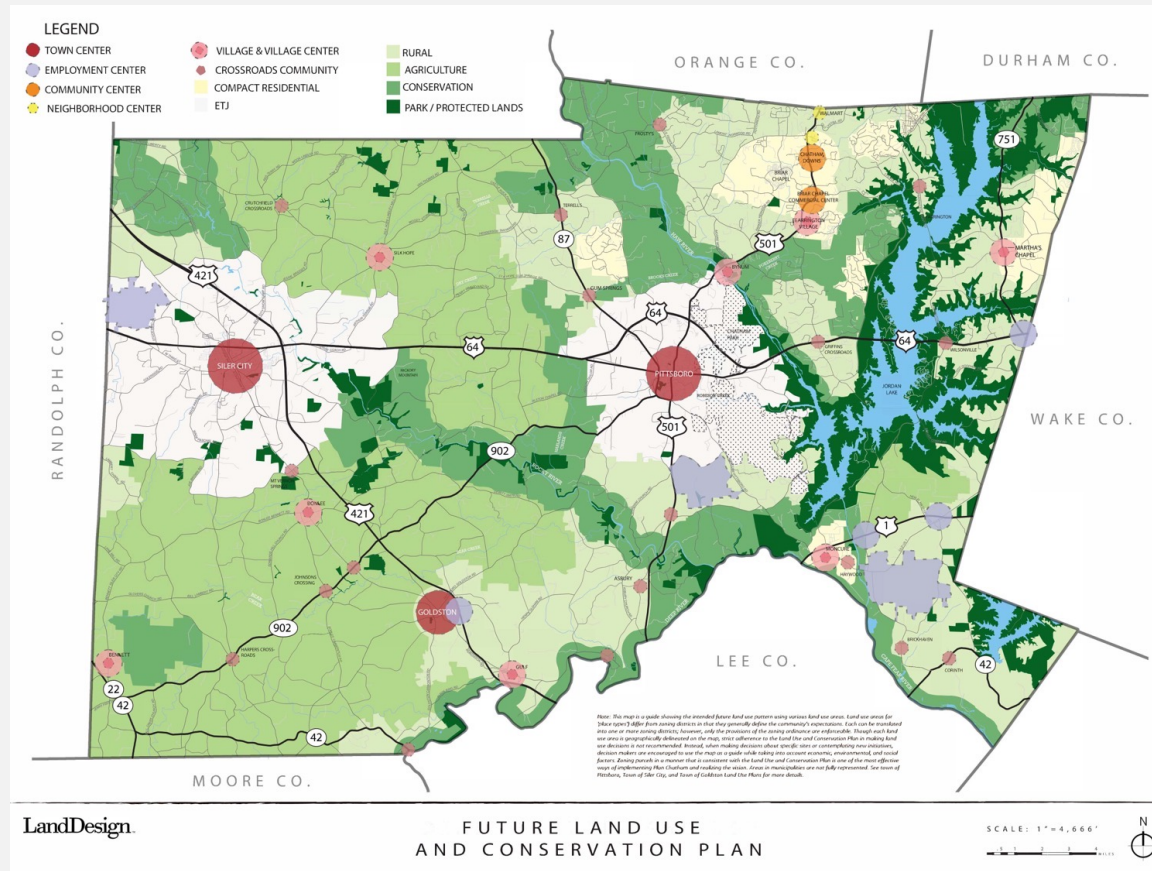
- Moncure residents involved
- _____
- _____
- _____
- _____
- _____
- _____
- _____

PLACE

- Plan Chatham goals and policies upheld
- _____
- _____
- _____
- _____
- _____
- _____

NEXT STEPS

Module 1: County Zoning



Proposed UDO Base Districts & Subdivision Types

12.3 SUBDIVISION DESIGN

Carries forward current conventional and conservation subdivision types. Adds agricultural-friendly subdivisions to implement Plan Chatham recommendations. Adds compact subdivisions to districts. Adds townhouse subdivisions to townhouse developments.

12.3.1 GENERAL DESIGN REQUIREMENTS

⁴⁹ See discussion of proposed changes.

ANNOTATED UDO OUTLINE | JULY 8, 2022
RECODE CHATHAM | UNIFIED DEVELOPMENT ORDINANCE

CHAPTER 12 ADDITIONAL REQUIREMENTS
12.4 PUBLIC UTILITIES

12.3.2 SUMMARY TABLE OF DISTRICTS

LOCATIONS/ ZONING DISTRICTS

12.3.3 AGRICULTURAL-FRIENDLY SUBDIVISIONS

12.3.4 COMPACT SUBDIVISIONS

12.3.5 CONSERVATION SUBDIVISIONS

12.3.6 CONVENTIONAL SUBDIVISIONS

12.3.7 EQUESTRIAN SUBDIVISIONS

12.3.8 PLANNED RESIDENTIAL SUBDIVISIONS

12.3.9 TOWNHOUSE SUBDIVISIONS

12.3.10 NON-RESIDENTIAL SUBDIVISIONS

INCLUDES CURRENT COUNTY CODES:
ZO SECTION 17.5.C PLANNED RESIDENTIAL
CONDITIONAL USES LISTED IN RESIDENTIAL
SR SECTION 7.3 BLOCKS
SR SECTION 7.4 LOTS
SR SECTION 7.6 ZONING OR OTHER
SR SECTION 7.7 CONSERVATION SUBDIVISIONS
SR SECTION 9 SPECIAL DEVELOPMENT
SR SECTION 10 COMPACT COMMUNITIES

2.2 CONVENTIONAL DISTRICTS⁵

Carries forward current zoning districts and adds new districts to implement Plan Chatham goals. Renames the current residential districts to better align with the Future Land Use & Conservation Plan Map designations.

2.2.1 PP, PARKS & PROTECTED LANDS DISTRICT⁶

2.2.2 AG, AGRICULTURAL DISTRICT⁷

⁵ Each Conventional District will include a purpose statement, table of dimensional standards, cross-reference to Chapter 4: *Use Regulations*, and additional district-specific standards as applicable.

⁶ New district proposed to implement the "Park/Protected Lands" Future Land Use & Conservation Map designation and address Focus Group input. See [Audit Report](#) p. 58.

⁷ One of two new districts proposed to implement the "Agriculture" Future Land Use & Conservation Map designation and address Focus Group input. See [Audit Report](#) pp. 29-31.

ANNOTATED UDO OUTLINE | JULY 8, 2022
RECODE CHATHAM | UNIFIED DEVELOPMENT ORDINANCE

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CHAPTER 2 BASE ZONING DISTRICTS

2.2 CONVENTIONAL DISTRICTS

2.2.3 RA, AGRICULTURAL RESIDENTIAL DISTRICT⁸

2.2.4 R5, CONSERVATION RESIDENTIAL DISTRICT⁹

2.2.5 R2, RURAL RESIDENTIAL DISTRICT¹⁰

2.2.6 R1, SUBURBAN RESIDENTIAL DISTRICT¹¹

2.2.7 CR, COMPACT RESIDENTIAL DISTRICT¹²

2.2.8 RV, RURAL VILLAGE DISTRICT¹³

2.2.9 OI, OFFICE & INSTITUTIONAL DISTRICT

2.2.10 NB, NEIGHBORHOOD BUSINESS DISTRICT

2.2.11 CMU, COMPACT MIXED USE DISTRICT¹⁴

2.2.12 CB, COMMUNITY BUSINESS DISTRICT

2.2.13 CN, COMPACT NON-RESIDENTIAL DISTRICT¹⁵

2.2.14 RB, REGIONAL BUSINESS DISTRICT

2.2.15 RHC, RURAL HIGHWAY COMMERCIAL DISTRICT¹⁶

2.2.16 IL, LIGHT INDUSTRIAL DISTRICT

2.2.17 IH, HEAVY INDUSTRIAL DISTRICT

Proposed New Districts

PROPOSED
SUBDIVISION TYPES
BY ZONING DISTRICT

Allowed Subdivision Types by Zoning District (PROPOSED)								
	Agricultural-Friendly	Compact	Conservation	Conventional	Equestrian	Planned Residential Development	Townhouse	Non-Residential
PP								●
AG	●		●	●*				●
RA	●		●	●*	●			●
R5	●		●	●*				
R2	●		●	●	●	●		
R1	●	●	●	●	●	●	●	
CR		●						
RV		●						●
OI								●
NB								●
CMU		●						
CB								●
CN		●						
RB								●
RHC								●
IL								●
IH								●

Key: ● = subdivision type allowed in district | [blank cell] = subdivision type prohibited in district

* Minor subdivisions only

ANTICIPATED TIMELINE

- **September:**
 - Convene County Technical Advisory Committee
 - Staff Review Draft of Phase 1 Report
- **October:**
 - Present Draft Phase 1 Report to Board of Commissioners & Public
- **November:**
 - Finalize Report, Action Plan, and Timeline
- **December:**
 - Begin Phase Two (*Plan Moncure*)

RECODE | *PLAN* **CHATHAM** | *MONCURE*

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