



ENGAGEMENT SUMMARY

PAGE/MIAMI DESIGN DISTRICT (Z2400018 and TC2400002)

About

The Durham City-County Planning Department is leading a zoning map change of a 433-acre area southeast of Research Triangle Park (RTP) between NC Highway 54, Davis Drive, Hopson Road, Page Road, and South Miami Boulevard.

The purpose of the zoning change is to encourage transit-oriented development; support future publicly funded multimodal projects (like bus rapid transit, passenger rail, or bicycle and pedestrian improvements); and promote equitable development using the affordable housing density bonus.

Methods

- Mailing to property owner addresses and site addresses within 1,000 feet of the case area (**~1,300 addresses**)
- Broader outreach through City and County networks (ex: Planning Public Notification Service)
- Contacted specific residents and stakeholders who reached out to Planning (**~8**)
- Contacted case area apartment complexes (**~7**)
- **5/7/24** In-person neighborhood meeting (**30 attendees**)
- **5/21/24** Virtual Neighborhood Meeting (**57 registrants**)
- **8/14/24** In-person neighborhood meeting (**12 attendees**)
- **8/20/24** Virtual Neighborhood Meeting (**19 registrants**)
- May 2024 Online and paper survey (**51 submissions**)
- August 2024 Online and paper comment form (**3 submissions**)

Engagement Goals

There were three primary goals of the initial engagement for the Page/Miami Design District:

1. Share information with residents about the rezoning proposal before application submittal
2. Hear general concerns and desires about the neighborhood and surrounding area
3. Gather perspectives on appropriate areas for tall and dense development to inform the zoning subdistrict boundaries

For the August 2024 community engagement phase our goal was to share the revised proposal and collect additional comments or concerns before the public hearings begin.

Survey and Comment Form Questions

May Survey

1. What areas do you think are most appropriate for tall and dense development?
2. What areas are least appropriate?
3. What concerns do you have about the RTP South area?
4. What kinds of development do you want to see more of in the RTP South Area?
5. Do you live or work in the RTP South Area?

6. We will return for another neighborhood meeting in early Fall 2024. What more do you want to know about this project?

August Comment Form

1. Do you have any comments about the proposed zoning changes? Staff will use this input to finalize the proposal for the public hearing process.
2. Do you have any comments about the proposed place type changes? Staff will use this input to finalize the proposal for the public hearing process.

What We Heard

May Survey

- Generally, respondents are supportive of more development near I-40, Miami, Page, and Slater Roads. Supportive of denser development towards the HUB at RTP along NC-54.
- Respondents are in favor of less development near Davis Park.
- Homeowners shared some uneasiness about residential areas being rezoned to Compact Suburban Design District (CSD).
- Neighbors near Finsbury Street, in the northwest corner of the case area, are concerned that the rezoning would eliminate the development plan on the Mixed Use (MU(D)) site, particularly the ground floor retail component.
- Respondents are generally supportive of more commercial, mixed use, and walkable development. Nearby residents are not interested in more development like Sheetz and the bank (RTP Federal Credit Union).
- Residents are interested in seeing more places developed to serve nearby residents with recreation, entertainment, or restaurant (but not fast-food).
- Respondents want to see more green spaces and parks with new development.
- Some concerns about existing drive-thru restaurants and their incompatibility with the new zoning district and that the new zoning would not allow drive-thru restaurants.
- Some residents are concerned about the close proximity of the Regional Transit station relocation near the HUB.
- Some residents are concerned with current and future traffic volumes, potential crime, and potential declining property values.
- Some respondents are concerned with current lack of transit access and lack of current bicycle and pedestrian infrastructure.

Since there were only three respondents on the August comment form, their responses are copied under Appendix B Resident Quotes.

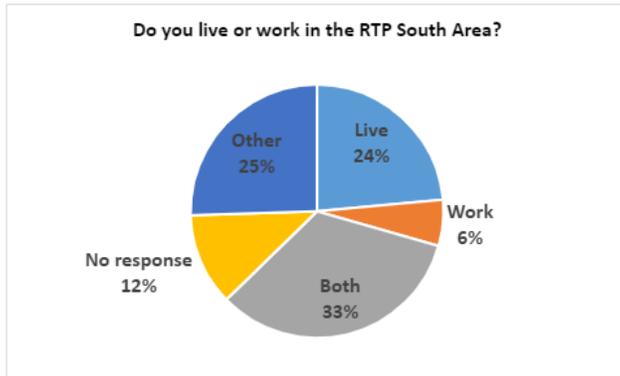
Appendix A Demographics

In the survey, we asked *optional* demographic questions to track how we are reaching residents that represent the full diversity of Durham. We used the demographic responses to compare with the

approximate demographics of the area. Since there were only three respondents on the August comment form, we have not included their demographic information in the charts.

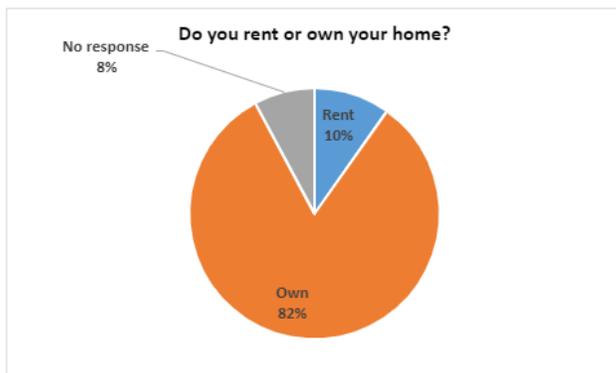
Live, Work, Zip Code

- **We heard from folks who live and work in the area (majority of respondents have a 27703 zip code and 57% live or live and work in the area)**



Homeowner or Renter

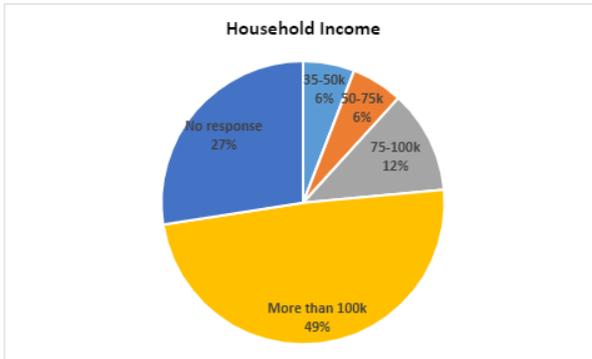
- For estimation purposes, we used the census block group (a larger geography than the Page/Miami case area) to understand the homeowner or renter demographics. **We heard from more homeowners than renters which does not match the estimated make-up for the larger census block group (Owners (28%) and Renters (72%)).**



Household Income

- For estimation purposes, we used the census block group (a larger geography than the Page/Miami case area) to understand the household income demographics. The 2022 ACS

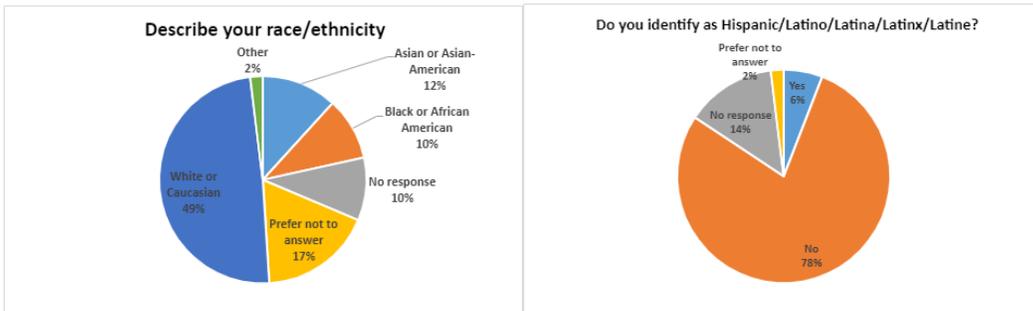
estimates a \$87,394 Median Household Income. **We mostly heard from residents who make more than the median household income.**



Race and Ethnicity

- For estimation purposes, we used the census block group (a larger geography than the Page/Miami case area) to understand the Race and Ethnicity demographics. For 2020, the census block group shows the largest Race categories for the surrounding area as White (37.5%), Black or African American (26.8%), and Asian (23.0%). For ethnicity, Hispanic or Latino (6.7%).

We heard from a majority of white respondents (49%), then Asian (12%), and African American (10%). For ethnicity, Hispanic/Latino/Latina/Latinx/Latine (6%).



Appendix B Resident Quotes

Residents shared many ideas and sentiments in the survey. Here is a sample of the kinds of input we received. The complete May survey results can be found [here](#).

- My main concern is the accessibility of the district. If this region is rezoned to allow tall, dense development, I assume that will invite larger investment in the area which, and I may be biased, can result in an isolated, high income area that doesn't benefit all of Durham and could even alienate the lower income folks that move into the affordable housing. (I'm thinking about North Hills in Raleigh which looks nice and shiny but feels soulless). I'm concerned about the idea being put forth that having train or bus stations would bring "the wrong people". Good public transit benefits us all, and the city shouldn't be in the business of encouraging "gated"/exclusive developments.
- Durham is growing rapidly, and housing is needed. AFFORDABLE housing is desperately needed. I'd much rather see this be a more dense, tall area than one and two-story apartment complexes that span acres with endless parking
- Diverse developments that engage with the Durham community and the diverse (Black, Brown, etc.) residents that live in this community. Affordable, mixed-use, mixed-income housing. Hotel development. Affordable office space that has a mix of industries and some incubator for future industries in Durham.
- There's a lot of existing space for businesses that aren't being efficiently used. I hope areas that are already paved and/or has buildings already built gets used first rather than clear-cutting any existing green spaces.
- I am concerned about a transit/bus station being so close to my home. I am worried about the potential increase of traffic (car and foot) near my home. I currently enjoy a quiet, safe, neighborhood where I can walk any time of the day or night and know that whoever is walking near me likely is a neighbor
- I am concerned that this will change the committed development plan of Davis Park. For nearly 20 years, we have been promised retail and restaurants within our development. As of now, Craig Davis and Morning Star Law Group have committed to us that their work on the two vacant parcels will have the required first floor retail. Please do not change our zoning in a way that would allow them to back out of this commitment. We've been told repeatedly how our Davis Park community is something Durham is proud of. Please do not give the developer of these last two parcels the freedom to go back on their commitment to us. We do not want more apartment complexes with no amenities.

August Comments

- I live in Lafferty street. First of all, when I bought my home, the city was Morrisville. After a couple of months I was informed that was rezoned to Durham. This is not where I have in mind to live. Now, a new rezoning, with "affordable houses". That means the value of my property is going to go down. This area was an expensive and very valuable area. It seems that is not going to be anymore. Very concerned about the location of the train station, just on my backyard. As one of the residents commented, we were used to be able to walk any time of the day knowing that the majority of the people we encountered live in the area, no any more. Please move this

project further away from our community. We have paid significant amount of money for our houses. I do not want to lose on my investment and quality of life.

I do not want a train station nor affordable housing any place west of Miami blvd or East of Davis drive. This is a residential area!!!!

- As a Davis Park resident, we are very happy the two lots adjacent to us between us and the Sheetz have retained their MU designation. We are very excited about the possibilities and amenities of first floor retail being within walking distance for us.

Thanks to Kayla and Scott - I was able to visit them at the second open house and really appreciated their willingness to speak with us and accept our feedback. They did a great job.

- Overall I think the streamlined approach to reinvision the region and modify zoning is a positive update.

Additional Comments

1. I recommend keeping CSD-C North of Terrace Pine Drive.
2. CSD-1 Build Height with affordable housing bonus should be capped at 200Sq ft. Residential buildings should not tower non residential building. The proposed reduction still enables the team to offer an incentive to include affordable housing.
3. Zoning/Housing bonus currently is limited to an emphasis on "Affordable Housing" the emphasis should be more dynamic and include Workforce Housing as defined by HUD.
4. There are some assumptions that are not fully reflected in the updates. Durham is no longer pursuing "Regional Rail" as a result the automobile traffic will likely remain significantly higher than forecast and will not be fully transitioned to "bus or park and ride" given the full geography of the Raleigh/Durham/Cary workforce and workplace and play structure. CSD-1 needs to account for access and RU-M needs to account for this in traffic studies as you move ahead.
5. Keeping any definition in place for 30 year term is too long given the dynamic nature of urban change and development. This should be significantly shortened to 10-15 years.