

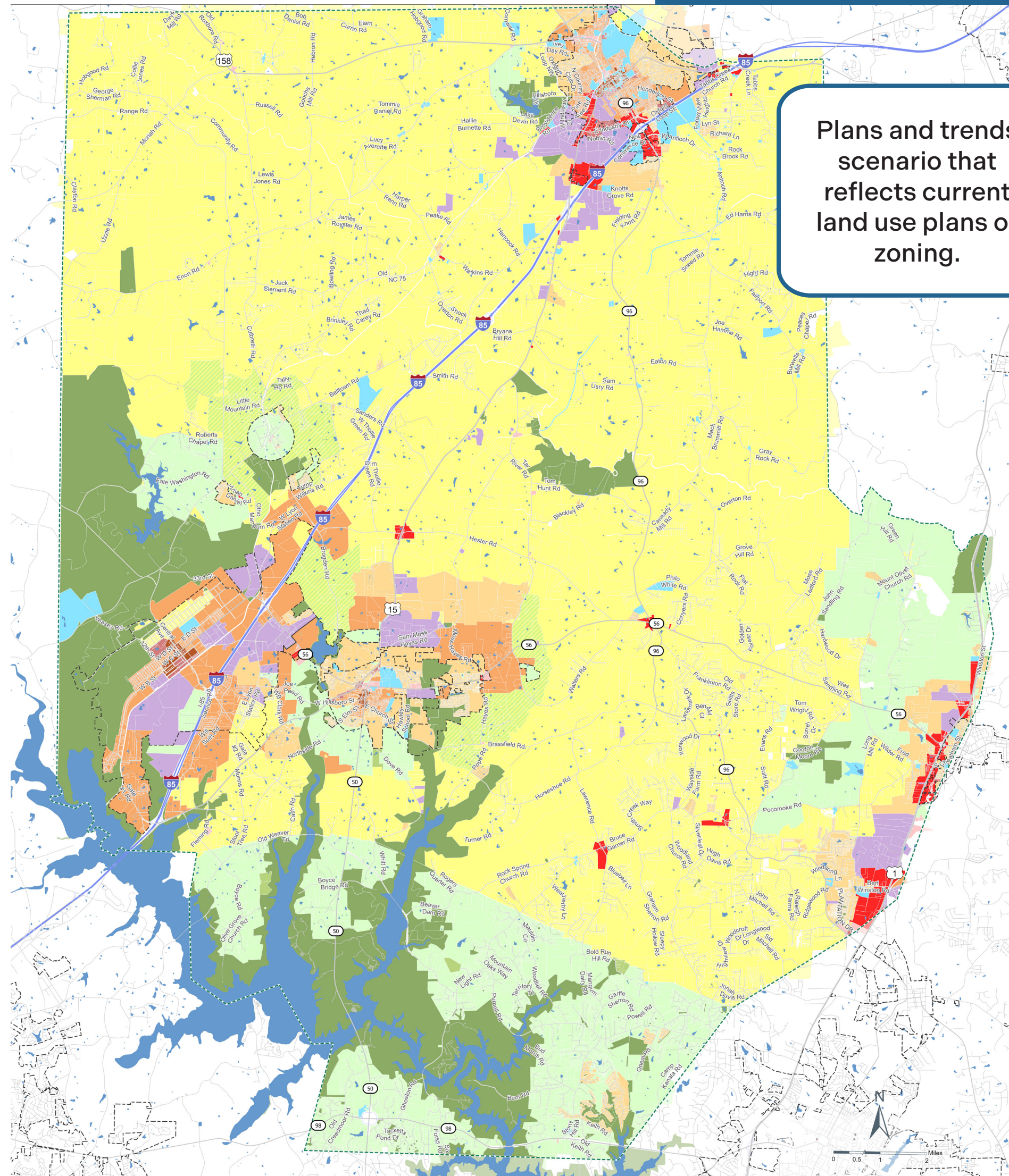
What We Analyzed



North Falls Lake AREA STUDY

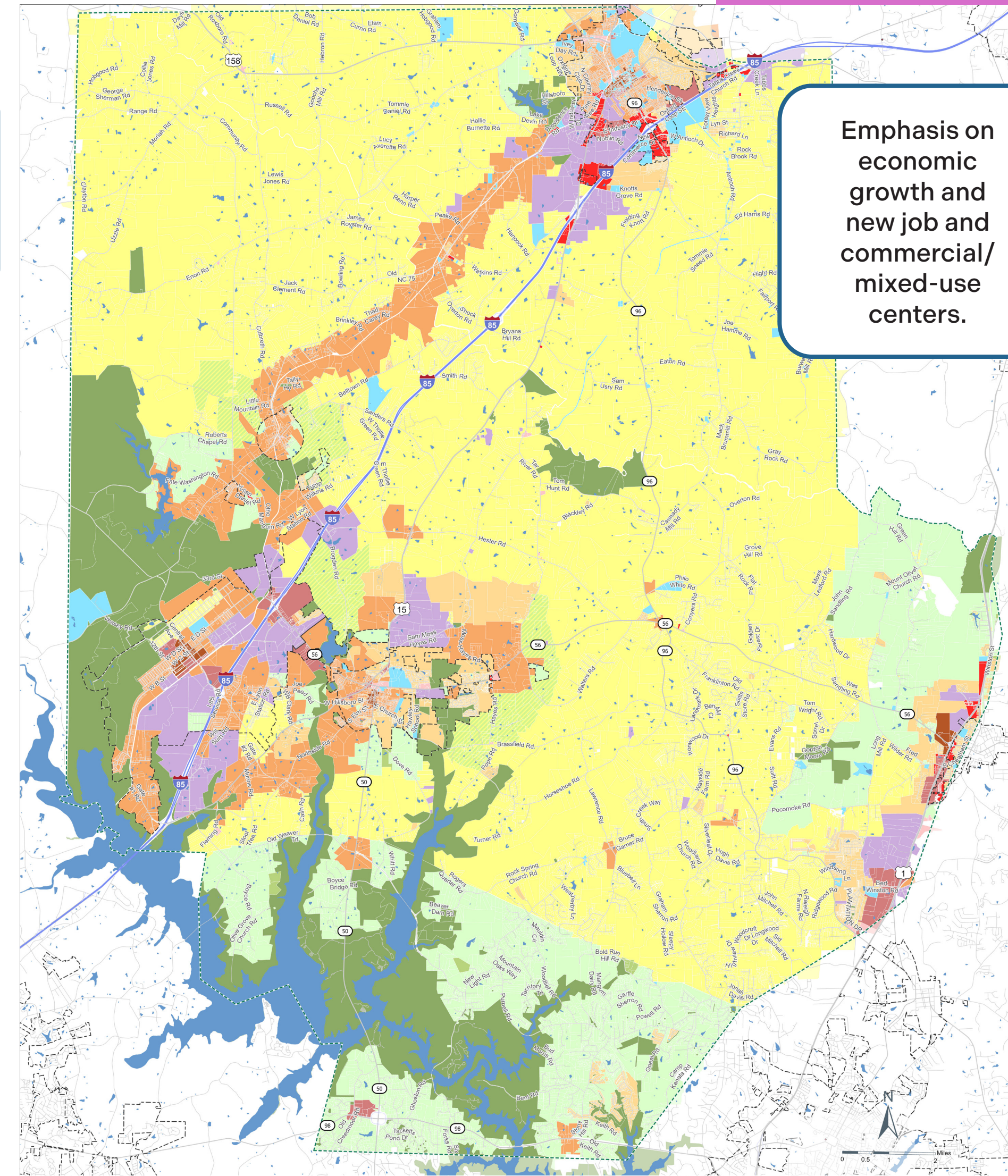
Business As Usual

BAU



Economic Growth

EG



Placetypes

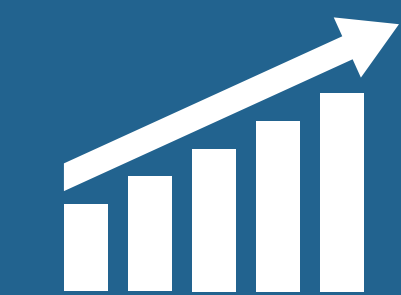
Placetypes control density and what types of development (residential and employment types) are allowed to be allocated to different areas.

- Parks and Protected Land
- Farms and Forest
- Rural Living
- Conservation Neighborhood
- Midsized Lot Residential
- Small Lot Residential Neighborhood
- Walkable Neighborhood
- Civic and Institutional
- Neighborhood Commercial
- Town Center
- Mixed Use Center
- Commercial
- Industrial / Employment Center

Performance

Indicators were created using Geographic Information Systems (GIS) and the regional CommunityViz land use model, customized for this study and the Triangle Regional Transportation Model to test impacts. Key results include:

- Acres of industrial areas, commercial and mixed-use areas are maximized in the Economic Growth Scenario
- The Watershed Protection Scenario performs best on environmental and open space criteria
- The Strong Towns Scenario performs best overall on land use and transportation metrics with high scores in homes in walkable areas and near parks as well as transit propensity and traffic reductions



+59%

Increase in jobs in municipalities in Economic Growth Scenario



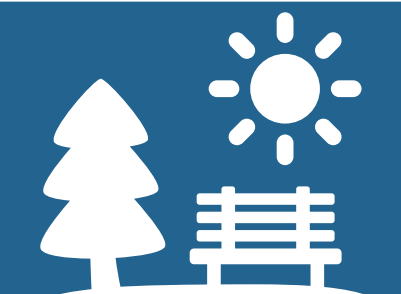
+39%

Increase in commercial and mixed use development in Economic Growth Scenario



-83%

Reduction in urban footprint in Strong Towns Scenario



+34%

Increase in homes near parks and greenways in Economic Growth Scenario

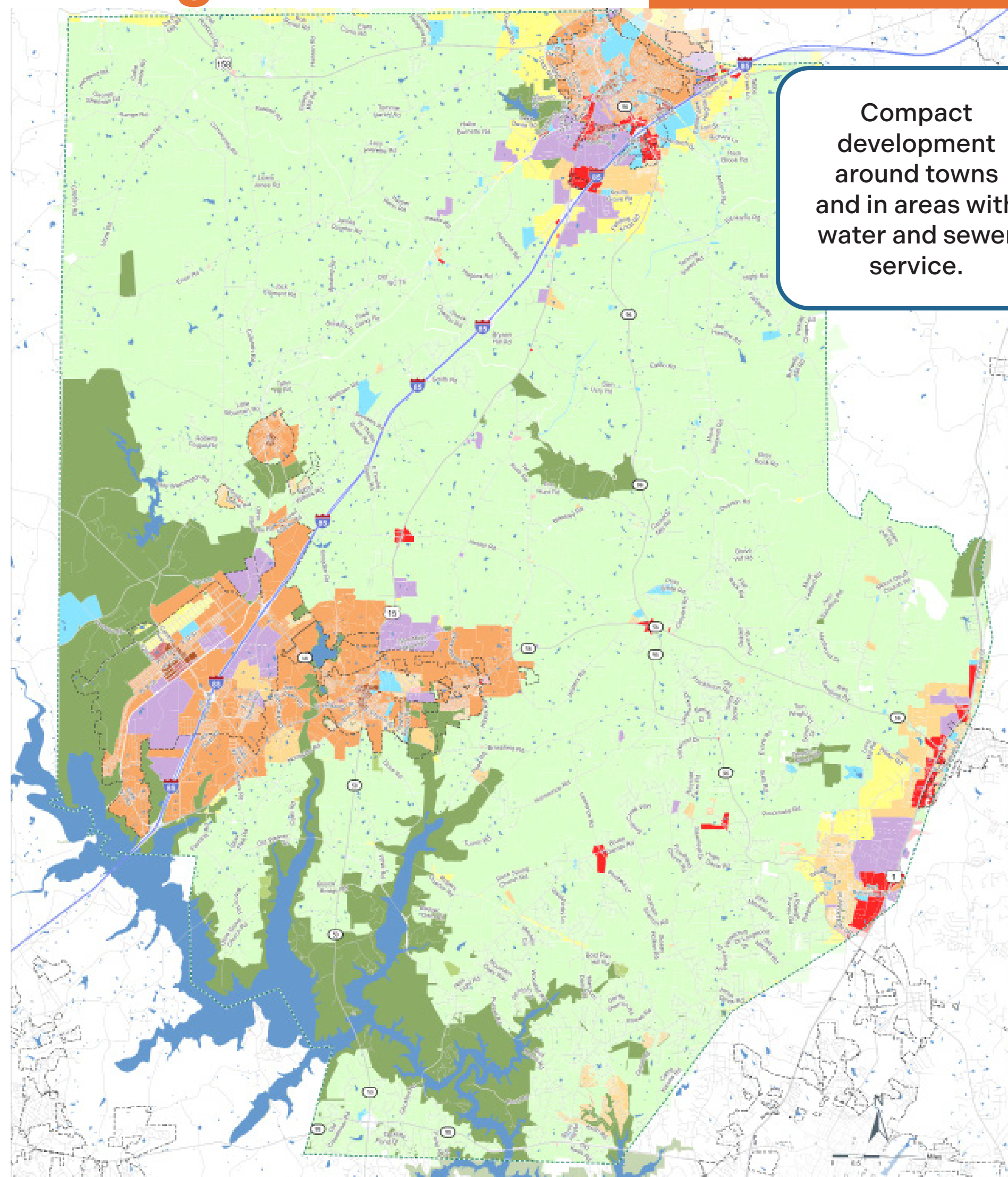


+25%

Increase in homes in municipalities in Strong Towns Scenario

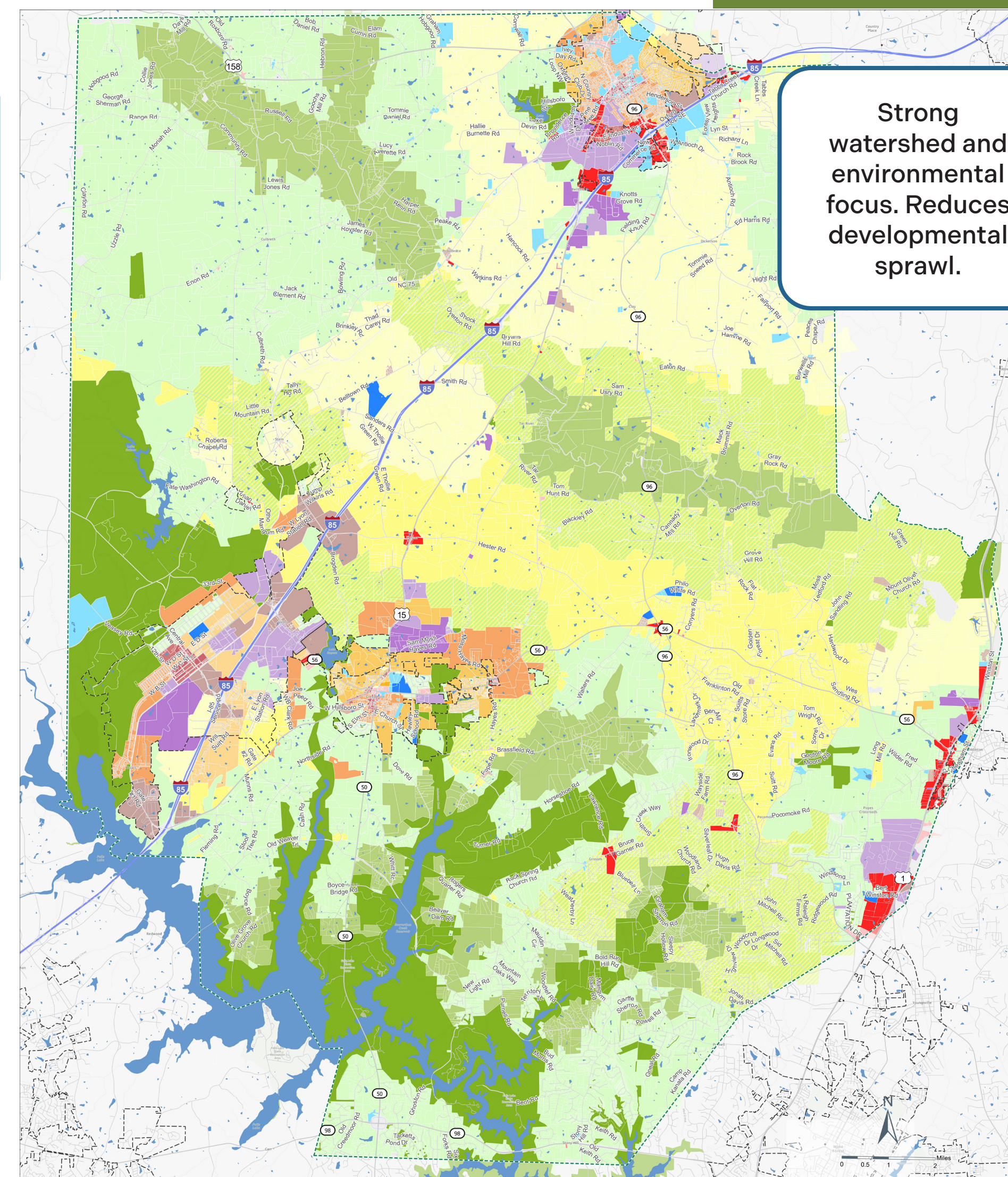
Strong Towns

ST



Watershed Protection

WP



North Falls Lake AREA STUDY		Report Card Initial Scenarios			
RESULTS KEY		SCENARIO KEY			
● = Worse than BAU scenario		BAU	= Business As Usual		
● = Minor improvement (<33% change) from BAU scenario		EG	= Economic Growth		
● = Significant improvement compared to BAU scenario		ST	= Strong Towns		
● = Most significant improvement compared to BAU scenario		WP	= Watershed Protection		
OBJECTIVES		BAU	EG	ST	WP
ECONOMIC DEVELOPMENT					
Acres of Industrial Areas	6,020	●	●	●	●
Acres of New Commercial or Mixed-Use Development	3,676	●	●	●	●
Jobs in Municipalities	3,584	●	●	●	●
ENVIRONMENT AND OPENSOURCE					
Impervious Surface in Sensitive Watersheds (Acres)	71	●	●	●	●
Urban Footprint (Grids)	1,322	●	●	●	●
Growth in Sensitive Natural Areas (Homes)	996	●	●	●	●
LAND USE AND TRANSPORTATION					
Homes in Walkable Communities	TBD	TBD	TBD	TBD	TBD
Homes Near Parks and Greenways	6,623	●	●	●	●
Transit Propensity (Homes and Jobs Near New Transit)	0	●	●	●	●
Total Vehicle Miles Traveled	2,502,611	●	●	●	●
Total Vehicle Hours Traveled	49,690	●	●	●	●
INFRASTRUCTURE AND COST OF SERVICES					
Homes in Municipalities	4,583	●	●	●	●
New Water/Sewer Demand (MGD)	1,153,114	●	●	●	●
Build-out Potential (Dwelling Units)	152,981	+8%	-52%	-46%	-46%



Draft Recommendations

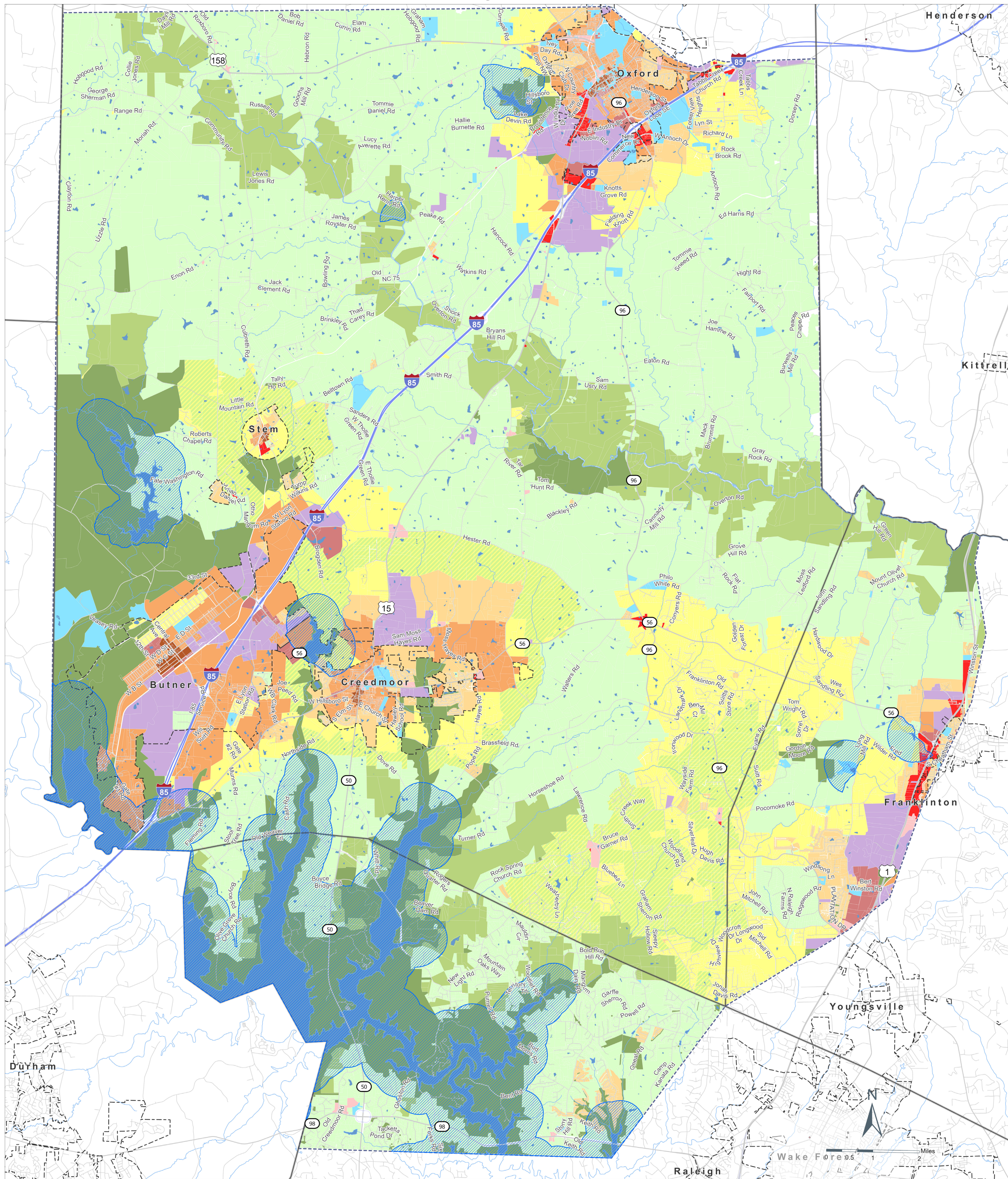


North Falls Lake AREA STUDY

PS

Draft Preferred Scenario

The Preferred Scenario is a blend of alternatives and inputs from the Strong Towns, Economic Growth, and Watershed Protection scenarios. It emphasizes growth in and near Town Centers and in new walkable mixed-use areas and neighborhoods. Job recruitment and economic development efforts are targeted at well-located sites with access to infrastructure. Lower density development and conservation design is encouraged on the edges of municipalities and in rural areas. Preservation of farms and forests and land protection efforts are expected to continue in the Falls Lake watershed and along the Tar River.



Preferred Scenario

Placetypes

- Critical Watersheds
- Parks and Protected Land
- Farms and Forest
- Rural Living
- Conservation Neighborhood
- Mid-sized Lot Residential
- Small Lot Residential Neighborhood
- Walkable Neighborhood
- Civic and Institutional
- Neighborhood Commercial
- Town Center
- Mixed Use Center
- Commercial
- Industrial / Employment Center

Placetypes

The Preferred Scenario emphasizes placetypes that were preferred based on public feedback and those that support outcomes that were supported by stakeholders and committees. Many of these land use types exist currently in the study area, in other cases land use plans and zoning could be updated to allow for or encourage more of these types of places.



Town Center



Mixed Use Center



Walkable Neighborhood



Conservation Neighborhood



Rural Living



Rural Living

Performance



+18%

Increase in jobs in municipalities*



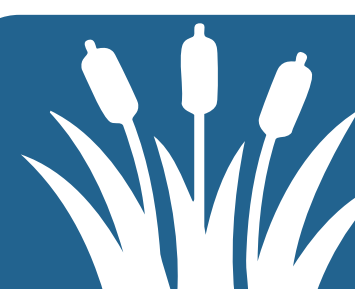
+16%

Increase in commercial or mixed use areas*



+27%

Increase in preserved open space*



-71%

Decrease in growth in sensitive natural areas*



+100%

Increase in homes in walkable areas*



+57%

Increase in water and sewer demand in municipalities*

*Compared to the Business As Usual Scenario

Land Use Recommendations

Watershed Protections

- Limit impervious surfaces and encourage green stormwater infrastructure
- Encourage conservation easements and land acquisition in sensitive areas

Rural Character

- Revise processes to result in overall reduced density and/or more context-sensitive design of new developments in rural areas.
- Update site or infrastructure design standards or incentives to encourage open space reservation and limit impervious surfaces

Walkability

- Encourage compact, mixed-use development in downtowns and new centers
- Require sidewalks and greenway connections in new subdivisions
- Emphasize facades and frontages

Town Centers and Mixed-Use

- Allow for vertical mixed-use in Downtowns and mixed-use areas
- Review and modernize ordinances and approaches to parking requirements and buffers in areas where walkability is desired
- Pursue streetscape improvements that enhance walkability and on-street parking options

Life Cycle Housing

- Define and allow missing middle housing types in more areas
- Review and revise allowances for accessory dwelling units
- Encourage senior housing in and near town centers

Economic Development

- Encourage trail-oriented development (TrOD) near planned regional greenways
- Continue and expand job recruitment activities and protect prime industrial lands



North Falls Lake AREA STUDY

Report Card

Final Scenarios

RESULTS KEY

- = Worse than BAU scenario
- = Minor improvement (<33% change) from BAU scenario
- = Significant improvement compared to BAU scenario

SCENARIO KEY

- BAUv2 = Business As Usual Revised
- PS = Preferred Scenario

OBJECTIVES	BAUv2	PS	% Change	Result
ECONOMIC DEVELOPMENT				
Acres of Industrial Areas	5,809	7,153	+23%	●
Acres of New Commercial or Mixed-Use Development	3,977	4,594	+16%	●
Jobs in Municipalities	2,656	3,144	+18%	●
ENVIRONMENT AND OPENSOURCE				
Impervious Surface in Sensitive Watersheds (Acres)	39	33	-15%	●
Urban Footprint (Acres)	42,970	8,830	-79%	●
Preserved Open Space (Acres)	98,819	125,837	+27%	●
Growth in Sensitive Natural Areas (Homes)	1,331	389	-71%	●
LAND USE AND TRANSPORTATION				
Homes in Walkable Communities	3,920	8,260	+111%	●
Homes Near Parks and Greenways	3,500	5,370	+53%	●
Transit Propensity (Homes and Jobs Near Transit)	1,839	4,279	+133%	●
Total Vehicle Miles Traveled	2,502,611	TBD	TBD	TBD
Total Vehicle Hours Traveled	49,690	TBD	TBD	TBD
INFRASTRUCTURE AND COST OF SERVICES				
Homes in Municipalities	3,785	5,956	+57%	●
New Water/Sewer Demand (MGD)	952,364	1,497,463	+57%	●
Build-out Potential (Dwelling Units)	152,000	86,574	-46%	N/A



Project Overview



**North
Falls Lake
AREA STUDY**

This area is expected to grow by
over 20,000 people by 2050
You can help plan for it!



How can we review recommendations?

Scan the QR code or go to
**PublicInput.com/
NFallsLakeRecommendations**

What do you want your
community to be?

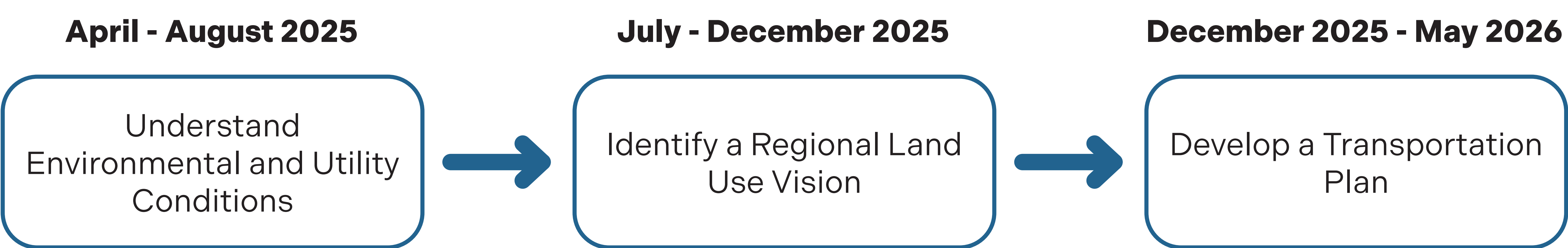
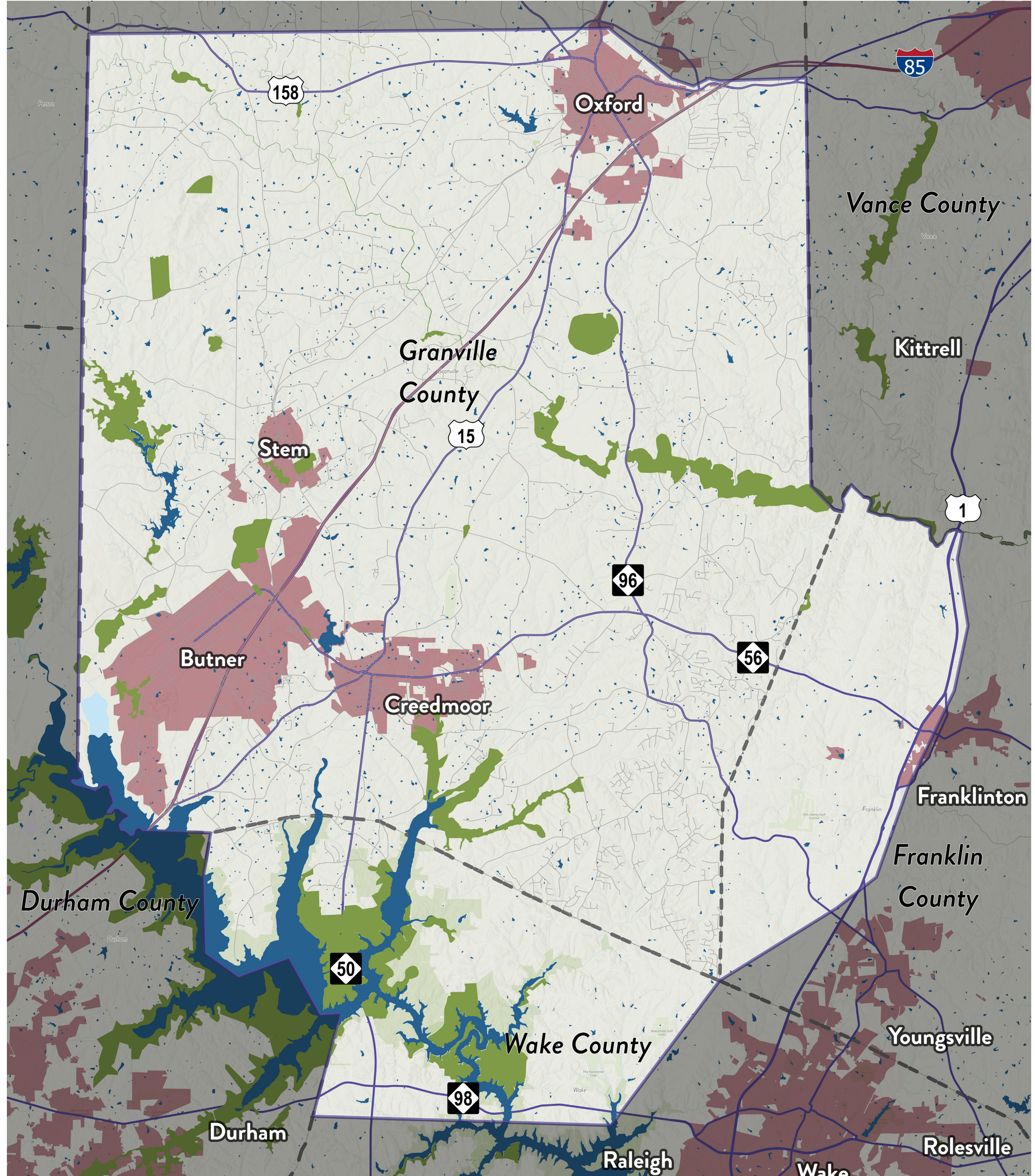


Study Purpose
Create a vision for how the area will be built out over the next 30 years. This includes an **emphasis on the transportation** system needed to support future residents and jobs.

Study Location
The study covers **southern Granville County**, including **Oxford, Stem, Butner, and Credmoor**, along with adjacent portions of **Wake and Franklin Counties**.

Study Timeline
Short and long-term recommendations for future growth, preservation areas, and transportation improvements are available for community review and comment.
Final recommendations will be presented to decision-makers in June and July.
Visit the website to learn more and share your thoughts by May 26, 2026.

Study Area



What We've Heard



North Falls Lake AREA STUDY

Public Engagement Results - Fall 2025

Where We Went

- Granville Live! in Stem
- National Night Out in Butner
- Wilton Grill
- Oxford Senior Center
- Creedmoor Music Festival

Online activities in
September - October

500+



Survey Participants

700+



Pins Placed on Maps

85+



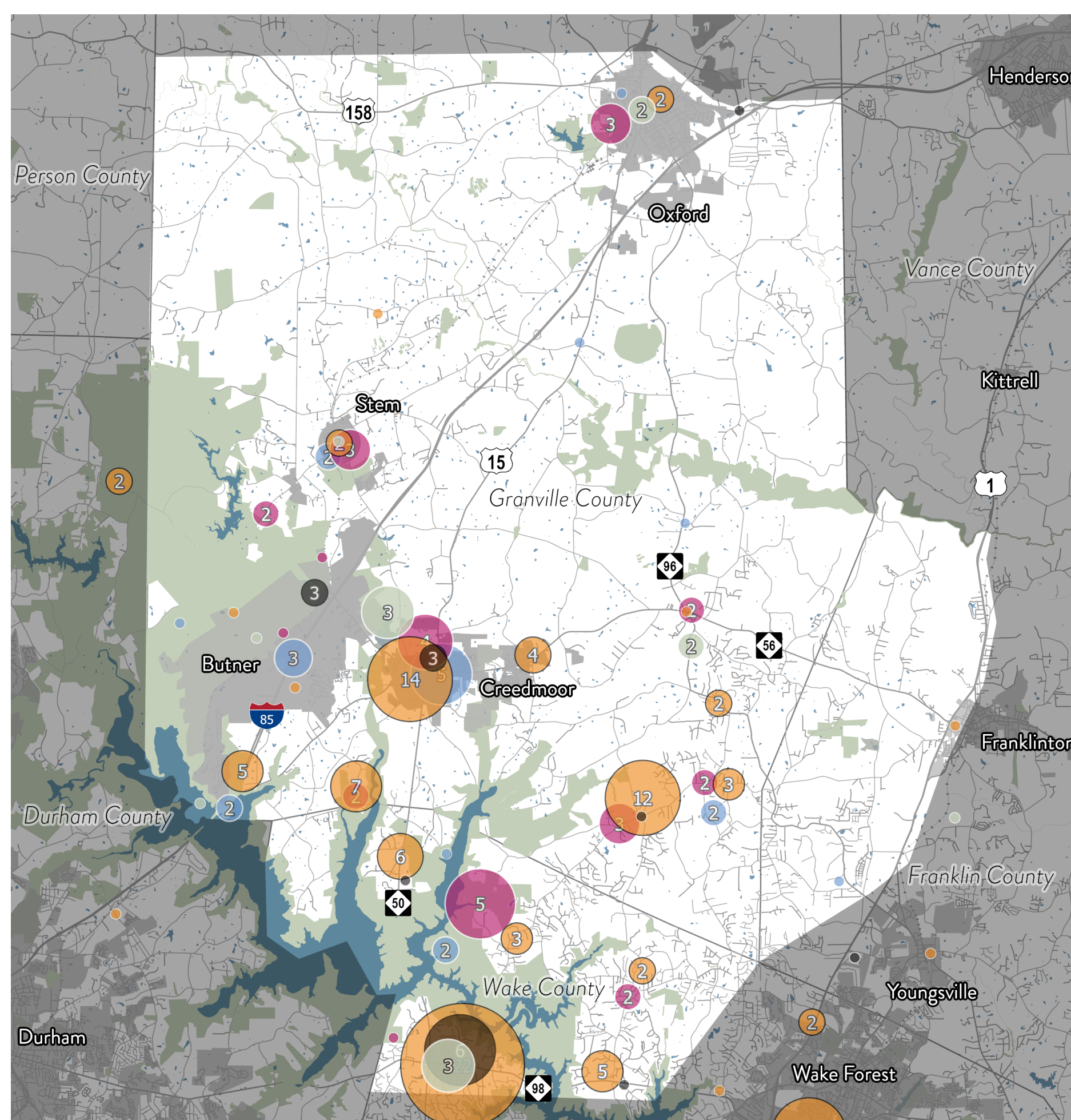
In-Person Interactions

Common Themes We Heard

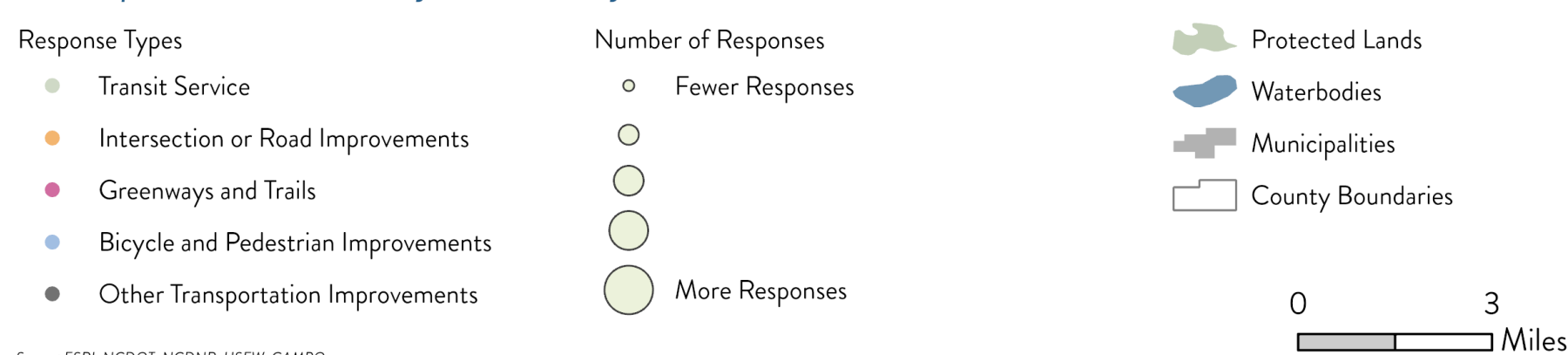
- Concerns with the **availability of water** and the quality of the current water supply
- Open space should be **protected**
- Concerns that the **current infrastructure is not adequately** supporting current residents
- Residents want to **preserve the small-town feel** while having **new/more amenities**
- Concerns about not being able to **age in place** due to rising costs
- Desire for **public transportation** into and out of the region

Transportation Inputs

Locations were identified that need
Intersection /Roadway Improvements



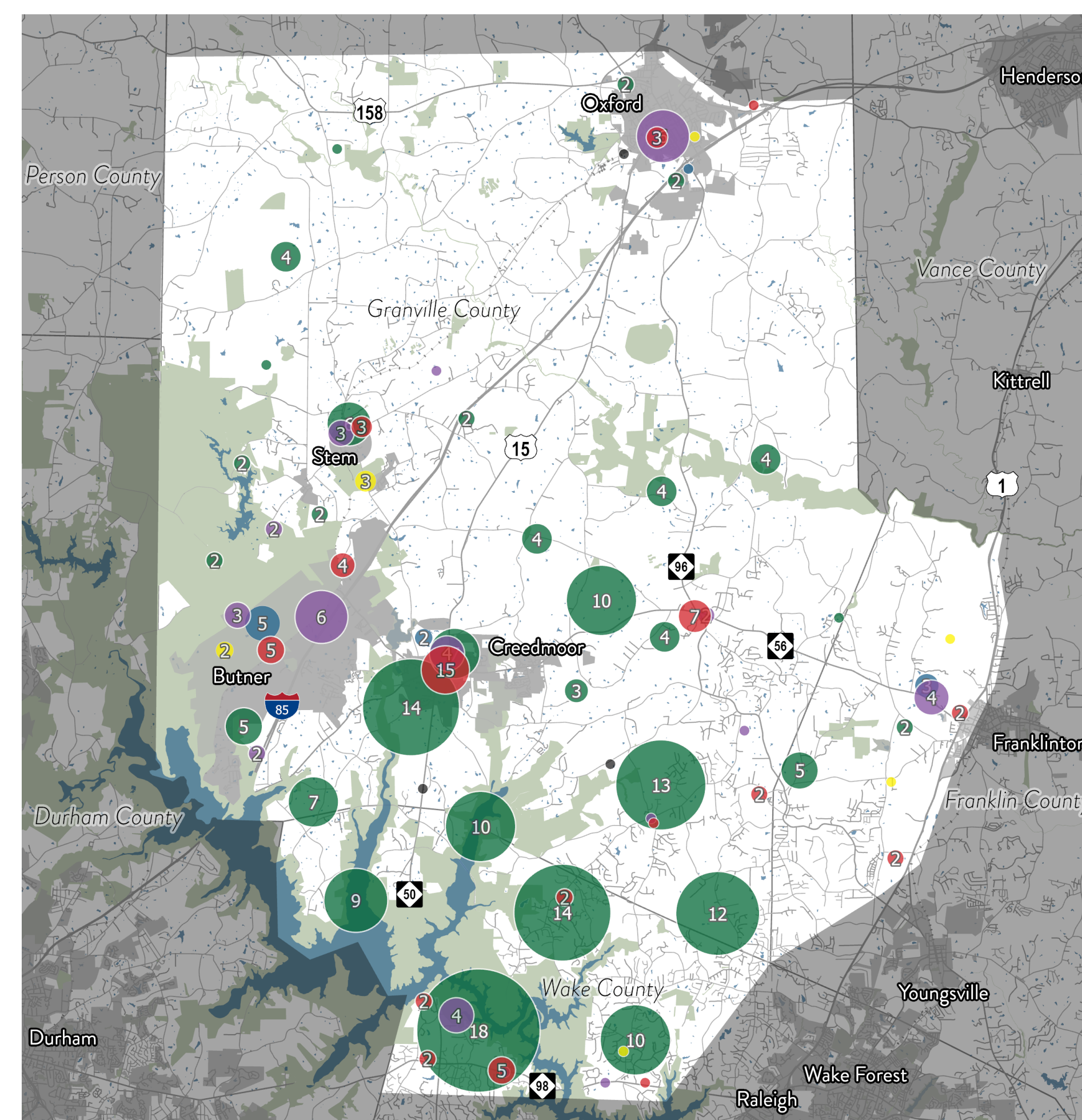
Transportation Survey Summary



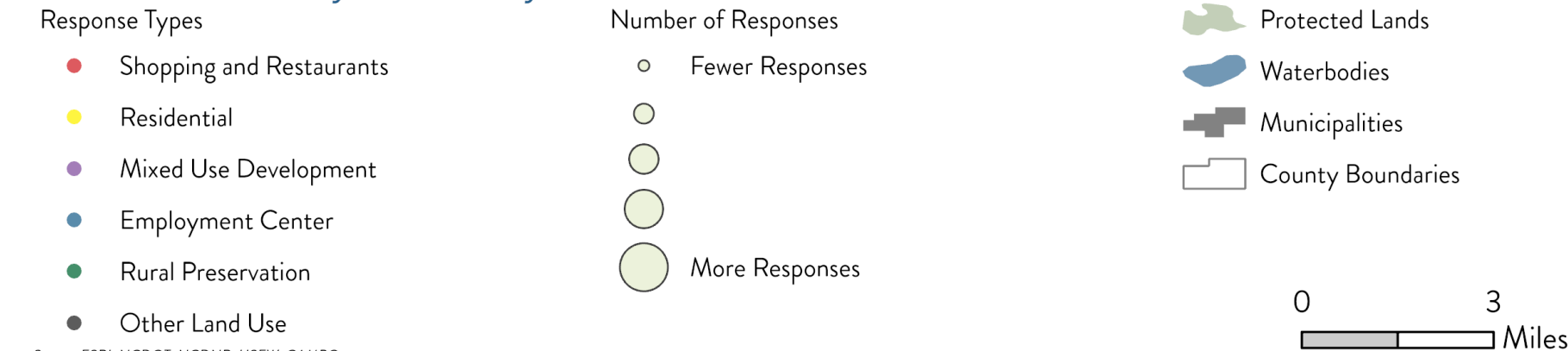
Source: ESRI, NCDOT, NCDNR, USFWS, CAMPO

Land Use Inputs

Locations were identified for
preservation of water / nature and rural
character; places to concentrate growth



Land Use Survey Summary



Source: ESRI, NCDOT, NCDNR, USFWS, CAMPO

Residential Placetype Preference (Top 3)

*Pop-Up Event Results

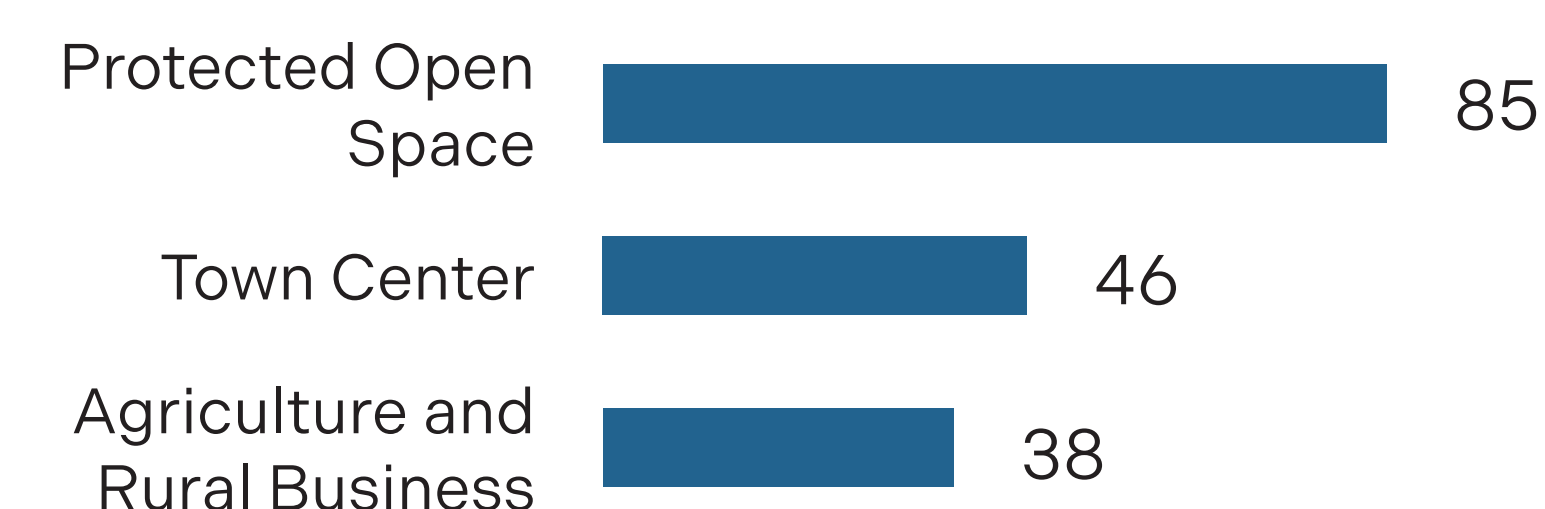


*Virtual Engagement Results



Non-Residential Placetype Preference (Top 3)

*Pop-Up Event Results



*Virtual Engagement Results

