Appendix B
Prioritization Matrix

B.0 Overview

The proposed pedestrian network for the Town of Holly Springs will likely be developed incrementally due to budget constraints and steady growth. Projects were prioritized by the criteria listed below to generate a list of top priority projects. Variations of this prioritization method are used in award-winning pedestrian plans across the United States. Road Segments were broken into logical geographic segments when a specific road segment extended across a significant distance, such as Main Street, Holly Springs Road and Avent Ferry Road. The 'Pedestrian Potential' criteria list below was customized and weighted according to input from the Holly Springs Pedestrian Advisory Committee, public workshops, public comment forms, and the online survey (See Chart B.1 for a list of how each recommended route segment scored):

- Direct Access to a School
- Elementary School Proximity: Based on a1/2 mile radius
- Middle School Proximity: Based on a 1/2 mile radius
- High School Proximity: Based on a 1/2 mile radius
- Parks, Recreation Centers, and Playgrounds: Based on a 1/2 mile radius
- Direct Access to/from an Existing Greenway
- Direct Access to/from a Proposed Greenway
- Direct Access to/from Higher Density Residential Areas: Based on 4.50 Units/AC or above
- Direct Access to/from Future Development: Based on High School Development Activity Map
- Connections to the Downtown District or Central Business Zoning: Based on the Village District boundary
- Direct Access to Commercially Zoned Areas: Refers to General Business Zoning or Neighborhood Business Zoning
- Regional & Citywide Connections: Refers to connections in and out of the Holly Springs ETJ and connections across NC 55 Bypass and the future 540
- Connectivity to Existing Sidewalks - Based on sidewalk GIS layers developed by the Town of Holly Springs

Three phases for facility implementation are proposed as follows: the short term phase is 0-5 years; medium term phase is 5-10 years; long term phase is 10-20 years. A list of top priority action items has been pulled out of the first phase segments. Development efforts should occur within 0-3 years for these top priority, early action items. These projects are specific improvements that will facilitate an immediate increase in connectivity, access, safety, and promotion of the network. The ranking of pedestrian facilities simply shows the ideal order based on a measure of many factors and if an opportunity arises for implementation of a lower ranking facility through development or roadway improvement, that facility should be implemented regardless of its ranking in the priority matrix.

B.1 Top Priority Sidewalk Projects

The top priority projects are those that ranked highest in the prioritization matrix (Table B.1) and/or presented unique opportunities to have an immediate impact. These are listed below:

- Holly Springs Road from Main Street to Bass Lake Road
- Avent Ferry Road from Cass Holt Road to NC 55 Bypass
- Holly Springs Road from Bass Lake Road to Linksland Drive
- Main Street From Springstone Drive to Holly Springs Road
- Avent Ferry Road from Longbottom Road to Cass Holt Road
- Avent Ferry Road from NC 55 Bypass to Earp Road
- Holly Springs Road from NC 55 Bypass to Main Street

B.2 Intersection Improvement Projects

Intersection improvement projects were divided into three phases based on public input, consultant field work and intersection relationship to prioritized road segment. Projects are listed below:

Short Term

- Main Street and Holly Springs Road
- Main Street and Oakhall /Cayman
- Holly Springs Road and Cayman
- Holly Springs Road and Bass Road
- Holly Springs Road and Cobblepoint Way
- Holly Springs Road and Middlecrest Way
- Bass Lake Road and Brook Manor
- Bass Lake Road and Salem Ridge Road/Bass Lake Park

Medium Term

- Main Street and Oakhall/Springstone
- Holly Springs Road and Linksland Drive
- Avent Ferry Road and NC 55 Bypass
- Avent Ferry Road and Cass Holt Road

Long Term

- Ballentine Street and NC 55 Bypass Road
- South Main Street and NC 55 Bypass
- South Main Street and Ralph Stephens Road/Teal Lake Drive
- Holly Springs Road and Sunset Lake Road
- Sunset Lake Road and Wescott Ridge Drive
- Optimist Farm Road and Roseberry Way

Map B.1 illustrates prioritized sidewalk and intersection improvement projects.

B.3 Greenway Projects

Greenway projects in Holly Springs were prioritized largely based on opportunity, future need, public input, previous planning efforts and goals of the Parks and Recreation Department. The greenway corridors listed below are the top priority projects for the Town of Holly Springs:

- All greenways proposed in the Village District Area Plan
- Greenway linking Womble Park to the Village District Area
- Greenway linking Womble Park to Bass Lake Park
- Bass Lake Greenway Loop completion

- Middle Creek Greenway from Sunset Lake to Main Street
- Spurs from Middle Creek Greenway to central portions of Holly Springs
- Greenway along North Main Street along abandoned rail line
- Utley Creek Greenway linking Holly Glen to the Village District Area
- Greenway spur from Utley Creek Greenway to Holly Springs Business Park

Map B.2 illustrates top priority greenway projects.

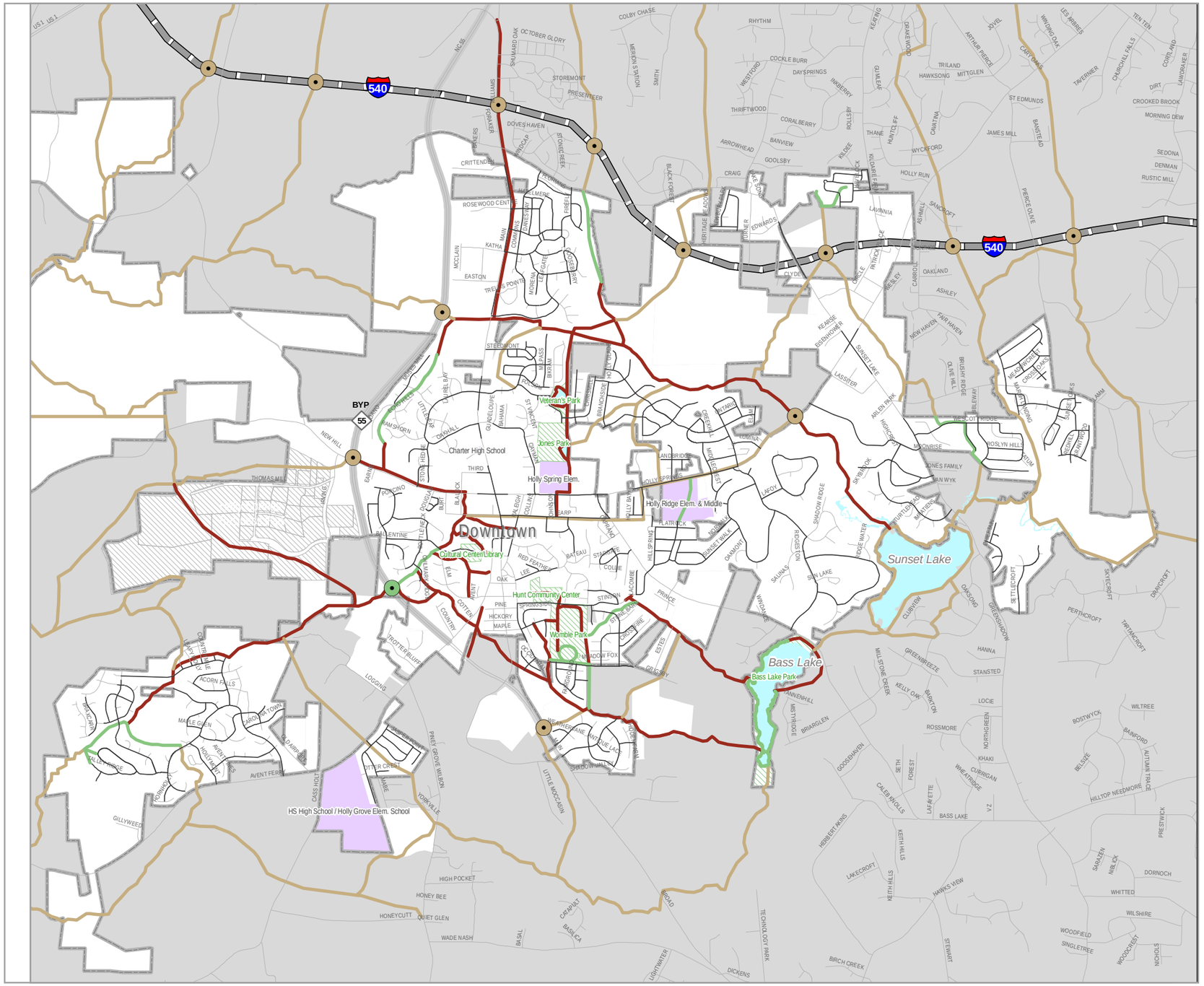
Prioritization Matrix

Primary Pedestrian Corridors	From	To	Direct Access to a School	Elem. School Proximity (1/2 mile radius)	Middle School Proximity (1/2 mile radius)	High School Proximity (1/2 mile radius)	Parks/Rec/Playgrounds (1/2 mile radius)	Direct Access to/from an Existing Greenway	Direct Access to/from Higher Density Residential Areas	Direct Access to/from Future Development	Connections to the Downtown District or Central Business Zoning	Direct Access to/from Comm. Zoned Areas*	Regional & Citywide Connections	Connectivity to Existing Sidewalks	Direct Access to/from a Proposed Greenway	Top Suggestions from Public Input Process	Priority Score Total
			5	4	3	3	3	3	2	2	3	2	2	2	1	4	39
Holly Springs Road	Main Street	Bass Lake	5	4	3	3	3	0	2	2	3	2	0	2	1	4	34
Avent Ferry Road	Cass Holt	NC 55 BYP	5	4	0	3	0	0	2	2	0	2	2	2	1	4	27
Holly Springs Road	Bass Lake	Linksland	5	4	3	0	3	0	0	2	0	2	0	2	1	4	26
Main Street	Springstone	Holly Springs	5	4	0	3	3	0	0	0	3	2	0	2	0	4	26
Avent Ferry Road	Longbottom	Cass Holt	5	4	0	3	3	0	0	0	0	2	2	0	1	4	24
Avent Ferry Road	NC 55 BYP	Earp	0	4	0	3	3	0	0	0	3	2	2	2	1	4	24
Holly Springs Road	NC 55 BYP	Main Street	0	4	0	3	3	0	0	0	3	2	2	2	1	4	24
Bass Lake Road	Holly Springs	Olde Mills Bluff	0	4	3	0	3	0	2	2	0	0	2	2	1	4	23
Earp	Raleigh	Bass Lake	0	4	3	3	3	0	2	0	3	2	0	2	1	0	23
Main Street	Holly Springs	Elm	0	4	0	3	3	0	0	0	3	2	0	2	1	4	22
Raleigh Road	Main Street	Holly Springs	0	4	0	3	3	0	0	0	3	2	0	2	1	4	22
Cass Holt	Rouse	Avent Ferry Road	5	4	0	3	0	0	0	0	0	2	2	2	1	0	19
Earp	Burt	Raleigh	0	4	0	3	3	0	0	0	3	2	0	2	1	0	18
Grigsby	Raleigh	Fair Ground	0	0	0	0	3	3	0	0	3	2	0	2	1	4	18
Main Street	Arbor Creek	Springstone	0	0	0	3	3	0	2	0	0	2	0	2	1	4	17
Main Street	Elm	NC 55 BYP	0	0	0	0	3	0	2	0	3	2	2	0	1	4	17
Elm	Ballentine	Grigsby	0	0	0	0	3	3	2	0	3	2	0	2	1	0	16
Holly Springs Road	Linksland	Sunset Lake	0	4	3	0	0	0	0	0	0	2	0	2	1	4	16
Piney Grove Wilbon	Honeycut	Avent Ferry Road	0	4	0	3	0	0	2	2	0	2	2	0	1	0	16
Ballentine	Raleigh	Bottleneck	0	0	0	0	3	3	0	0	3	2	0	2	1	0	14
Grigsby	Fair Ground	End/Future Ext.	0	0	0	0	3	3	0	0	0	0	0	2	1	4	13
Main Street	NC 55 BYP	Arbor Creek	0	0	0	0	0	0	2	0	0	2	2	2	1	4	13
Stinson	Bass Lake	End	0	4	3	0	3	0	0	0	0	0	0	2	1	0	13
Main Street	Ralph Stevens	Old Adams	0	0	0	0	3	0	0	0	0	2	2	0	1	4	12
Sunset Lake	Main Street	Stephenson	0	0	0	0	0	3	2	0	0	0	2	0	1	4	12
Holly Springs Road	Sunset Lake	Holly Run	0	0	0	0	0	0	0	0	0	2	2	2	1	4	11
Stinson	Grigsby	End	0	0	0	0	3	0	0	0	3	2	0	2	1	0	11
Sunset Lake	Stephenson	Holly Springs	0	0	0	0	0	0	0	0	0	2	2	2	1	4	11
Sunset Lake	Holly Springs	Brackenridge	0	0	0	0	0	0	0	0	0	2	2	2	1	4	11
Bass Lake Road	Olde Mills Bluff	Sunset Lake	0	0	0	0	3	0	0	0	0	0	2	0	1	4	10
Burt	Earp	New Hill	0	0	0	3	3	0	0	0	3	0	0	0	1	0	10
NC 55	Avent Ferry Road	Ralph Stevens	0	0	0	0	3	0	2	0	0	2	2	0	1	0	10
Ballentine	Bottleneck	Irving	0	0	0	0	3	0	0	0	0	2	2	2	0	0	9
New Hill Road	Old Apex Road	Friendship Road	0	0	0	0	0	0	2	2	0	2	2	0	1	0	9
Ralph Stephens	Teal Lake	Main Street	0	0	0	0	3	0	0	0	0	2	2	0	1	0	8
New Hill Road	NC 55 BYP	Old Apex Road	0	0	0	0	0	0	2	0	0	2	2	0	1	0	7
Old Holly Springs/Apex	New Hill Road	Woodscreek	0	0	0	0	0	0	2	0	0	2	2	0	1	0	7
Sunset Lake	Brackenridge	Bass Lake	0	0	0	0	0	0	0	0	0	0	2	0	0	4	6
Optimist Farm	Sunset Lake	Roseberry	0	0	0	0	0	0	0	0	0	2	2	0	1	0	5
Optimist Farm	Roseberry	Lamm	0	0	0	0	0	0	0	2	0	0	2	0	0	0	4
Briarglen	Bass Lake	Mistyridge	0	0	0	0	3	0	0	0	0	0	0	0	0	0	3
Irving	Ballentine	New Hill	0	0	0	0	0	0	0	0	0	2	0	0	1	0	3
Old Smithfield	NC 55 BYP	Main Street	0	0	0	0	0	0	0	0	0	0	2	0	1	0	3
Woodscreek	Woodfield	Old Apex Road	0	0	0	0	0	0	0	0	0	0	2	0	1	0	3
Broad	Old Adams	End/Future Ext.	0	0	0	0	0	0	0	0	0	0	2	0	0	0	2
Stephenson	Sunset Lake	Rhythm	0	0	0	0	0	0	0	0	0	0	2	0	0	0	2
Honeycut	Cass Holt	Piney Grove Wilbon	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1
Old Adams	Main Street	End/Future Ext.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

On-road Prioritization

Legend

- Short Term Intersection Improvement
- Medium Term Intersection Improvement
- Long Term Intersection Improvement
- Short Term Sidewalk Project
- Medium Term Sidewalk Project
- Long Term Sidewalk Project
- Future Road Project
- Existing Sidewalk
- Road
- NC 55 Bypass
- I-540 - Future Corridor
- Town Boundary
- School
- Park/Recreation Facility
- Business Park
- Lake



Greenway Prioritization

Legend

- Proposed Grade Sep. Pedestrian Crossing
- Existing Grade Sep. Pedestrian Crossing
- Top Priority Greenway Project
- Medium/Long Term Greenway Project
- Existing Greenway
- Existing Sidewalk
- Road
- NC 55 Bypass
- I-540 - Future Corridor
- Town Boundary
- School
- Park/Recreation Facility
- Business Park
- Lake

1 Miles

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