



Agenda

Greenville City Council

September 20, 2010
6:00 PM
City Council Chambers
200 West Fifth Street

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I. Call Meeting To Order

II. Invocation - Council Member Smith

III. Pledge of Allegiance

IV. Roll Call

V. Approval of Agenda

VI. New Business

Public Hearings

1. Horizons: Greenville's Community Plan 2009 – 2010 Update

VII. Comments from Mayor and City Council

VIII. City Manager's Report

IX. Adjournment



City of Greenville, North Carolina

Meeting Date: 9/20/2010
Time: 6:00 PM

Title of Item: Horizons: Greenville's Community Plan 2009 – 2010 Update

Explanation: A public hearing to consider adoption of the Horizons: Greenville's Community Plan 2009 – 2010 Update. The update's purpose was to conduct a five-year review of *Horizons: Greenville's Community Plan* to ensure that all aspects of the plan are working together to preserve and promote the community's long-range planning vision.

The plan accomplishes the following: 1) reviews neighborhood and area plans completed since 2004; 2) provides a detailed progress report from the relevant City departments/divisions and committees/commissions and other responsible agencies regarding the plan's Implementation Strategies, Management Actions, and Vision Area Policies; 3) analyzes Greenville's growth and development trends since 2004; and 4) reviews and analyzes rezoning requests and requests to change the Future Land Use Plan Map since 2004.

Further, the plan update also includes Horizons plan amendment recommendations: 1) Planning and Zoning Commission recommendations to make targeted changes to the Future Land Use Plan Map; 2) recommended Horizons plan text amendments; and 3) recommended new planning initiatives.

Recommended changes to the Future Land Use Plan Map: as part of the review process, the Planning and Zoning Commission invited members of the public to suggest "areas of interest" that the commission might study to determine whether it would be appropriate to amend the Future Land Use Plan Map (FLUPM) for those areas. The public had multiple opportunities to make such requests between November 2009 and April 2010. The Planning and Zoning Commission held four public hearings to evaluate the eight (8) areas of interest:

- February 3, 2010 (Workshop): Areas of Interest 1, 2, 3
- February 16, 2010: Area of Interest 2 (continued)
- March 16, 2010: Areas of Interest 4, 5
- April 20, 2010: Areas of Interest 5 (continued), 6, 7, 8

After evaluating these areas, the Planning and Zoning Commission voted to recommend changes to the Future Land Use Plan Map for areas 1, 2, 4, 5, 6, and 7 and voted not to recommend any changes for areas 3 and 8. When the Planning and Zoning Commission voted to recommend the *Horizons: Greenville's Community Plan 2009 - 2010 Update*, the recommended changes to the City's FLUPM were incorporated into the final draft plan, which is attached.

Fiscal Note:

Plan update printing expenses and public notice advertising costs are included in operating budget.

Recommendation:

The Planning and Zoning Commission recommends adoption of the *Horizons: Greenville's Community Plan 2009 – 2010 Update*. Hold a public hearing on the adoption of an ordinance that will amend the *Horizons: Greenville's Community Plan 2009 – 2010 Update* by making changes to the Future Land Use Plan Map and Horizons text.

Viewing Attachments Requires Adobe Acrobat. [Click here](#) to download.

Attachments / click to download

- [P&Z Minutes, Nov 2009](#)
- [P&Z Minutes, Feb3 2010](#)
- [P&Z Minutes, Feb16 2010](#)
- [P&Z Minutes, Mar16 2010](#)
- [P&Z Minutes, Apr20 2010](#)
- [P&Z Minutes, Jun15 2010](#)
- [Horizons Greenville s Community Plan 2009 2010 Update ordinance 872556](#)
- [Comprehensive Plan Update](#)

ORDINANCE NO. 10-__
AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF GREENVILLE
AMENDING HORIZONS: GREENVILLE'S COMMUNITY PLAN

WHEREAS, the City Council of the City of Greenville, North Carolina, in accordance with Article 19, Chapter 160A, of the General Statutes of North Carolina, caused a public notice to be given and published once a week for two successive weeks in The Daily Reflector setting forth that the City Council would, on September 20, 2010 at 6:00 p.m., in the Council Chambers of City Hall in the City of Greenville, NC, conduct a public hearing on the adoption of an ordinance amending Horizons: Greenville's Community Plan;

WHEREAS, the Horizons: Greenville's Community Plan was adopted on January 9, 1992 by the Greenville City Council per ordinance 2412; and

WHEREAS, the Horizons: Greenville's Community Plan will from time to time be amended and portions of its text clarified by the City Council; and

WHEREAS, Future Land Use Plans are to be prepared to expand and clarify portions of the Horizons: Greenville's Community Plan; and

WHEREAS, the City Council of the City of Greenville has per ordinance no. 97-73 adopted the Greenville Future Land Use Plan Map and associated text dated June 4, 1997, as amended, as an amendment to the Horizons: Greenville's Community Plan; and

WHEREAS, the City Council of the City of Greenville has per ordinance no. 04-10 amended the Horizons: Greenville's Community Plan and Future Land Use Plan Map pursuant to the 2004 Update; and

WHEREAS, the Planning and Zoning Commission and the City Council have reviewed the Horizons: Greenville's Community Plan and the Future Land Use Plan Map and a public hearing has been held to solicit public comment.

THE CITY COUNCIL OF THE CITY OF GREENVILLE, NORTH CAROLINA, DOES HEREBY ORDAIN:

Section 1. The Horizons: Greenville's Community Plan is hereby amended to incorporate by reference the Horizons: Greenville's Community Plan 2009 – 2010 Update dated September 20, 2010.

Section 2. That the Director of Community Development is directed to amend the Horizons: Greenville's Community Plan to incorporate all text changes in accordance with the Horizons: Greenville's Community Plan 2009 – 2010 Update dated September 20, 2010.

Section 3. That the Director of Community Development is directed to amend the Horizons: Greenville's Community Plan Future Land Use Plan Map in accordance with the

Future Land Use Plan Map recommended changes in the Horizons: Greenville's Community Plan 2009 – 2010 Update dated September 20, 2010.

Section 4. That all ordinances and clauses of ordinances in conflict with this ordinance are hereby repealed.

Section 5. That this ordinance shall become effective upon its adoption.

ADOPTED this 20th day of September, 2010.

Patricia C. Dunn, Mayor

ATTEST:

Carol L. Barwick, City Clerk

DRAFT

Horizons: Greenville's Community Plan 2009 - 2010 Update: Final Report



**Community Development Department,
Planning Division
September 20, 2010**

ACKNOWLEDGEMENTS

Greenville City Council and Administrative Staff

Mayor Patricia C. Dunn
Councilmember Kandie Smith
Councilmember Marion Blackburn
Councilmember Rose H. Glover
Councilmember Bryant Kittrell
Councilmember Max Joyner, Jr.
Councilmember Calvin Mercer

Mr. Wayne Bowers, City Manager
Mr. Thom Moton, Assistant City Manager
Ms. Carol Barwick, City Clerk
Mr. David Holec, City Attorney

Greenville Planning and Zoning Commission

Mr. Bill Lehman, Chairman
Mr. David Gordon, Vice Chairman
Mr. Len Tozer
Mr. Tim Randall
Mr. Godfrey B. Bell, Sr.
Mr. Tony Parker
Mr. Allen Thomas
Ms. Linda Rich
Ms. Shelley Basnight
Mr. Bob Ramey (to June 2010)
Mr. Arthur Maxwell, Jr.
Cathy Maahs-Fladung
Charles Garner

Community Development Department

Thomas Wisemiller, Planner, Project Coordinator
Harry V. Hamilton, Jr., Chief Planner
Merrill Flood, Director of Community Development
Chantae Gooby, Planner
Christian Lockamy, GIS Specialist
Patrick House, GIS Specialist
Niki Jones, Planner
Andy Thomas, Planner

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INTRODUCTION

1 Purpose of the 2009 – 2010 Comprehensive Plan Review

A plan is only as good as the results that it achieves. The main objective of the 2009 - 2010 Comprehensive Plan Review process is to conduct a **five-year assessment** of *Horizons: Greenville's Community Plan*. Adopted in 2004, *Horizons* is Greenville's long-range (10+ years) planning vision. As such, it includes policy statements and implementation strategies that have established guidelines for making planning decisions and taking specific planning actions – regarding matters such as rezoning requests, site plan and subdivision plat reviews, zoning text amendments, and special use permits. The plan also guides long-range public investments in infrastructure, education, and economic development.

How is the comprehensive plan helping the Greenville community to meet its planning goals and objectives? What specific actions and accomplishments have proceeded from the plan?

A plan is also only as good as the timeliness and accuracy of the data that inform planning decisions and the ability of the community to respond effectively to new data. Thus, another objective of the Comprehensive Plan Review is to incorporate **new land use data** into the plan, making changes as necessary to the plan text and the Future Land Use Plan Map. New and updated data may be incorporated by staff on an ongoing basis – see: Appendix D.

Horizons recognized that a comprehensive plan is not a static blueprint for the future. It recommended that the comprehensive plan be reviewed at least every five years to refine the community's vision, reflect changes in physical development patterns, respond to new information, react to emerging trends, and incorporate the findings and recommendations of new area and program plans.

The 2009 – 2010 Comprehensive Plan Review is not a rewrite or full update of the comprehensive plan; it is more a tune-up than an overhaul. Back in 2003 - 2004, the Comprehensive Plan Committee (CPC) led the public and elected officials in a two-year planning process that addressed every major aspect of planning policy; including land use, growth and development, transportation, public services and facilities, economic development, and natural environment. It is too soon to carefully assess how well the plan is shaping long-range growth and development pattern; and it would be premature to make broad changes to its policy goals and objectives at this time.

The timing is right, however, to evaluate the plan on its own merits. The 2009-2010 Comprehensive Plan Review process is an opportunity to ensure that all aspects of the plan are working together to preserve and promote the community's planning vision. It also is an opportunity for the public and policy makers to **recommit to the plan**. What can we do in the next five years to make Greenville a better place?



2 How to Use This Report

The first section of this report provides **background and context** on *Horizons: Greenville's Community Plan*. It explains why it is important to have a comprehensive plan; it reviews how the *Horizons* plan was created and amended over the years; and it explains how the Future Land Use Plan Map, Zoning Map, and neighborhood and area plans relate to the comprehensive plan.

If you are unfamiliar with the comprehensive planning process, it is recommended that you first read this background and context section before proceeding with the main sections of the report, which assume that the reader has a working knowledge of land use planning terminology.

The main sections of this report, which include pertinent **data, analysis, and recommendations**, are organized as follows:

- **Synopsis of Adopted or Pending Neighborhood and Area Plans:** brief summaries and maps of area and neighborhood plans completed in the five years since the *Horizons* plan was updated. It explains how these plans address particular needs in specific areas, while also furthering the goals and objectives of the citywide comprehensive plan.
- **Review of *Horizons* Plan Implementation Strategies, Management Actions, and Vision Area Policies (2009 – 2010):** a five-year progress report on all 300+ implementation strategies, management actions, and vision area policies listed in *Horizons*, which are intended to further the goals and objectives of the community's long-range planning vision. This section of the report was compiled based on input from the departments, volunteer commissions, and public authorities that are primarily responsible for completing the various implementation tasks. The progress report is formatted as a direct response to the Implementation section of *Horizons*. On an item-by-item basis, it updates the status of every implementation strategy, management action, and vision area policy in the plan.

The progress report is divided into the same subject areas as the Implementation section of *Horizons*:

- 1) Land Use,
- 2) Growth & Development,
- 3) Transportation,
- 4) Services & Facilities,
- 5) Economic Development,
- 6) Natural Environment,
- 7) Administration,
- 8) Vision Areas

The Horizons Plan text is in italics: goal statements, objectives, and strategies.

The report indicates which City department, volunteer commission, agency (or combination thereof) is responsible for each implementation strategy, management action, or vision

1 Land Use

Goal Statement

Provide a land use form that optimizes resources by: allocating suitable use, avoiding conflicting land uses, preserving the City providing open space, vistas, and agricultural areas.

Provide safe, adequate, and affordable housing to meet the needs of groups within the City's planning jurisdiction.

Objective 1

The residential integrity of existing established and developed residential areas is maintained. Established and developed residential areas are those areas in which the previous residential and the majority of lots and tracts have been created for residential uses.

Strategy

1(a). *Discourage the re-zoning of existing residentially-developed or zoned residential classification unless such re-zoning would be consistent with the plan.*

➤ **CDD Planning Division—Ongoing recommendation.**

Objective 2

Preserve and enhance Greenville's land use form

Strategies

2(a). *Conservation/open space land uses should be provided in areas when needed for flooding (100-year floodplain) or the need for buffering for incompatible uses.*

➤ **CDD Planning Division: Ongoing recommendation.**

- **Planning for Growth and Development:** this section summarizes population and land development trends between 2004 and 2009. It looks at indicators like requests for permits, plat reviews, and rezonings to gauge the pace and manner of development demands. This data can help the community to understand the context in which land use decisions were made in the last five years and the challenges that the community will be facing in the next five years. The growth and development section also looks at the city's growth in urban-fringe areas:
 - A summary and analysis of annexation activity 2004 - 2009.
 - A discussion of the City of Greenville's Extra-Territorial Jurisdiction (ETJ) and the importance of inter-jurisdictional cooperation.
- **Review and Analysis of Requests to change the Future Land Use Plan:** this analysis of landowner/developer requests to change the Future Land Use Plan can help the community to assess large-scale land use trends and to identify critical urban growth areas that might need to be addressed in the next five years. This section provides a case-by-case summary of all requests to change the Future Land Use Plan 2004 - 2009.
- **Recommended Future Land Use Plan Map amendments:** after studying eight (8) "areas of interest" within the City of Greenville's planning jurisdiction, the Planning & Zoning Commission concluded that map amendments are necessary as a result of changed urban planning conditions in six (6) of those areas. The commission's recommendations pertaining to the Future Land Use Plan Map are included in this section of the report.
- **Review and Analysis of Rezoning requests:** a summary review and analysis of rezoning requests—approvals, denials, and withdrawals 2004 - 2009.
- **Analysis of Discrepancies between Current Zoning Districts and the Future Land Use Plan Map:** this section uses tables and maps to illustrate the few remaining significant discrepancies between the City's current zoning districts and the Future Land Use Plan map.
- **New Recommended Plan (text) amendments**
- **New Recommended Plan Initiatives**
- **Appendices**

3 Local Planning Resources

As part of the City of Greenville's Community Development Department, the Planning Division serves as the administrative and technical coordinator for land development and zoning requests throughout the city's 66-square-mile planning jurisdiction.

The Planning Division provides administrative and technical support to the City Council, Planning and Zoning Commission, Board of Adjustment, and Historic Preservation Commission. The Division assists developers and general citizens in the submission, analysis, recommendation and approval of both citizen and administratively-initiated development proposals and plans. The Division includes a *Zoning Compliance/Enforcement Section*, a *Site Plan Section*, a *Subdivision Section*, an *Annexation/Environmental Services Section*, a *Zoning/Land Use Section*, an *Historic Preservation Section*, and a *Geographic Information System (GIS) Section*. In addition, the Division collects and interprets data related to future land use needs and prepares and maintains long-range planning studies, including the Horizons Comprehensive Plan.

The Department of Community Development also comprises three other divisions:

- The Administrative Division oversees and supervises all of the activities within the Community Development department.
- The Urban Development Division works with citizens, neighborhood groups, business and property owners, local commissions and organizations, and elected officials to revitalize and preserve Greenville's Center City and surrounding neighborhoods.
- The Housing Division administers and monitors programs to assist low and moderate-income citizens, including federal CDBG and HOME programs and local affordable housing initiatives.

The Code Enforcement Division was also part of the Community Development Department, until it was moved to the Police Department in 2008.

The Planning and Zoning Commission acts in an advisory capacity to conduct planning studies within the City and its extraterritorial areas and to prepare and recommend plans for achieving objectives for future development; to administer planning and zoning regulations. The commission meets the third Tuesday of each month.

HORIZONS: GREENVILLE'S COMMUNITY PLAN

1 History

The current Comprehensive Plan (*Horizons: Greenville's Community Plan*) and revised Future Land Use Plan Map were adopted February 12, 2004 (Ord. 04-10).

A 24-member Comprehensive Plan Committee (CPC), appointed by City Council, was convened to study the 1992 *Horizons* Plan and recommend changes that resulted in a complete rewrite of the previous 1992 document text and approximately 200 amendments to the Future Land Use Plan Map as originally adopted in 1997. The Comprehensive Plan Committee met monthly with City staff and a consultant team over a two-year period and examined the text of the 1992 *Horizons Plan* and the 1997 Future Land Use Plan Map in detail prior to issuing a unanimous recommendation for the adoption of the revised 2004 Plan and Map.

While it was understood that the Comprehensive Plan is long range in nature (10 plus years), the CPC recognized that a Comprehensive Plan is not a static document and, therefore, included a implementation strategy recommendation that the Plan should be reviewed and updated to reflect current trends and conditions every 5 years from the date of adoption.

2 Definition and Purpose

Definition (from the *Horizons Plan*):

A comprehensive plan is a statement by the community of what it is today, and what it would like to be in the future. A comprehensive plan is an official public document, adopted by the chief legislative body (i.e., City Council). Although Greenville uses the term comprehensive plan, phrases such as master plan, general plan, and long-range plan have the same meaning.

A comprehensive plan is a statement of policies. The policies of the plan, in effect, speak to the private sector and to elected officials and say, "when we encounter this situation, we will probably act this way for these reasons." This approach has the advantage of stating a position in advance of heated controversy. To deviate from a policy in the plan should require an argument as convincing as the one in the plan. Departing from the precepts of a plan should always be possible – although not necessarily easy.

A comprehensive plan is general, in that its recommendations are area-wide rather than site specific. A comprehensive plan is not a zoning plan, although it would likely contain recommendations that affect the zoning and subdivision ordinances.

A comprehensive plan focuses on the physical development of a city. It describes how, why, when, and where to build or rebuild the city. While a comprehensive plan is not a social service delivery plan or an economic development plan, it will encompass elements contained in each.

A comprehensive plan is comprehensive in that it includes all areas within a city and its extraterritorial planning jurisdiction. Moreover, the plan includes all elements that have a bearing on the physical development of the city (utilities, transportation, housing, etc.).

Finally, a comprehensive plan is long-range, in that it projects an image of a city sometime into the future, usually 20 years. In the past, many comprehensive plans merely gave snapshots of what cities should look like in the future without providing proper guidance on how to reach these goals. Successful plans of today not only establish long-range goals that challenge and inspire, they also include short-range (one to two years), and mid-range (three to five years) goals and objectives that help maintain a focus on the vision the community has created for the next 20 years.

Purpose (from the Horizons Plan):

Comprehensive plans serve many functions. Comprehensive plans help cities answer questions about how to coordinate the development of land in order to serve the public interest. Elements affecting the public interest include: health and safety (i.e., what areas of the community can or cannot support higher concentrations of development); convenience (i.e., where should streets be located to improve circulation); efficiency (i.e., what land-use arrangement is the most efficient and least costly to the citizens and the city); and environmental quality (i.e., how should development be handled in flood-prone or other environmentally sensitive areas).

Comprehensive plans provide a policy guide to decision making. Elements affecting the public interest can sometimes overlap (e.g., environmental quality and amenities), and at other times may conflict (e.g., health and safety, and efficiency). By identifying community values and establishing goals and objectives based on those values, appointed and elected officials can use the comprehensive plan to guide their decision making on matters related to the physical development of the city.

Comprehensive plans provide a legal basis for decision making. Article 19, Chapter 160A-383 of the North Carolina Statutes states in part that “Zoning regulations shall be made in accordance with a comprehensive plan...” Literal interpretation of this language has been argued for decades, because zoning often occurred before the comprehensive plan (Greenville enacted zoning in 1947, whereas its first comprehensive plan was adopted in 1981). However, clear signals are being sent from the courts that when challenged, development codes stand a better chance of being upheld when they are based on a comprehensive plan, as opposed to evolving as a result of ad-hoc decisions as is the case in the absence of a comprehensive development document.

Finally, comprehensive plans are used by the public, developers, administrators, etc., to obtain facts about the city. For example, comprehensive plans often are used by existing businesses to guide them in making plans related to expansions, and by new businesses that wish to assess the desirability of locating in the urban area.

3 Future Land Use Plan Map

A future land use plan map is a graphic representation of a community’s land use policies. It indicates where certain types and intensities of urban development are likely to occur in the future and, therefore, is an important public resource for households, developers, and businesses. It also provides decision makers with a diagnostic tool for identifying and interpreting the intent of a comprehensive plan, while giving them a valuable tool for communicating their rationales for making land use decisions to citizens.

The City of Greenville’s Future Land Use Plan Map (and supporting text) is an extension of the goals and objectives outlined in the *Horizons* plan. It is not intended to be a stand-alone document. Any amendment to the map is an amendment to the comprehensive plan. The map provides a general illustration of the Urban Form Policies set out in *Horizons*. Like the *Horizons* Plan, the map does not prescribe that specific types of development occur at specific sites – indeed the land use patterns depicted on the map are not site (dimensionally) specific.

The Future Land Use Plan Map depicts a preferred or optimum pattern of land use for vacant or developed land. For developed land, the existing land use may be inconsistent with the preferred land use. In cases where the *Horizons* planning process resulted in a preferred land use that deviated from the existing land use, the preferred land use pattern is indicated in the Future Land Use Plan Map. The preferred land use pattern was, at the time of plan adoption, considered more suitable and compatible with the long-range goals and objectives of the City.

- **Future Land Use Plan Map versus an Existing Land Use Map:** Whereas an existing land use map is an indifferent “snapshot” inventory of *actual* land use conditions as they exist *today*, the

future land use plan map conveys the community's *value judgments* about how and where different categories of land uses will be allowed *in the future*.

The Future Land Use Plan Map includes 12 separate, generalized land use categories:

- Industrial
- Commercial
- Mixed-Use/Office/Institutional
- Medical Core
- Medical Transition
- Office/Institutional/Medical
- Office/Institutional/Multifamily
- High Density Residential
- Medium Density Residential
- Low Density Residential
- Very Low Density Residential
- Conservation/Open Space

The above *land use categories* are not the same as *zoning districts*. The City of Greenville has 32 official zoning districts, including 12 different types of residential zones alone. The City's zoning districts are defined in the City Code, while the land use categories depend on the Future Land Use Map as defined in the *Horizons Plan*. By necessity, zoning districts are more specialized than land use categories and may seem esoteric to laypersons. One of the benefits of a future land use plan map is that it classifies the essential types and subtypes of urban development using general, inclusive, easily discernable categories.

At the same time, those basic land use categories capture (or include) all of the different zoning districts, but they do so using descriptive (e.g., "low density residential") rather than technical (e.g., "RA20") terminology. The Future Land Use Plan Map, in many cases, represents a range of available land use (or rezoning) options for a given parcel or land area; specific rezoning requests are decided on a case-by-case basis.¹ A description of the allowable uses for each zoning district can be found in the Zoning Ordinance (Title 9, Chapter 4, Appendix A, Table of Uses).

4 Zoning Map

A zoning map is the official visual record of a jurisdiction's zoning districts as they exist today. Whereas a future land use plan map reflects a community's *future* planning vision, a zoning map depicts its *current* zoning ordinances regulating the use and development of land parcels.² Because zoning codes and maps are regularly amended on a case-by-case basis, they tend to be provisionally revised over time, rather than replaced wholesale by entirely new zoning codes and maps.

Greenville's first zoning regulations were adopted in 1947. Since then, the City's official zoning map has been amended many times in response to changing urban conditions and planning trends. The zoning map itself has evolved from a hand-drawn mylar film reproducible to the computer-generated graphic information system (GIS) format in use today. The current "official zoning map" was adopted by City Council on February 13, 1997 per ordinance 97-17.³ The zoning map applies to both those areas within

¹ The designation of an area with a particular land use category does not necessarily mean that the most intense zoning district described in the land use definitions is automatically recommended. A range of densities and intensities applies within each category, and the use of different zoning districts within each category should reinforce this range and be based on context, compatibility, and an understanding of development impacts. Multiple zoning districts should continue to be used to distinguish the different types of low- or moderate-density residential development that may occur within each area. Some zoning districts may be compatible with more than one comprehensive Plan Future Land Use Map designation.

² Zoning divides land into districts based on a zoning code that describes the intent and regulations of each particular zone category; a typical district will set forth regulations for permitted land uses, building height, density, setbacks, minimum lot sizes, etc.

³ In 1997, the previous zoning map was digitized using the City's graphic information system (GIS) and the coverage was overlaid onto a county tax parcel (GIS formatted) base map. All of the district boundaries shown on the current map are either scaled from previously adopted maps or are based on legal descriptions included in zoning map amendment ordinances. The resulting map is more accurate than was possible in the past. Although the map can be viewed at virtually any scale due to the computer ability to zoom in/out the official map scale has been set at 1 inch equals 400 feet. For purposes of zoning district boundary interpretation the

the city limits and within the extraterritorial jurisdiction (ETJ), which may extend a mile or more beyond the city limits.

Like a future land use plan map, a zoning map provides predictability for residents and the development community. A zoning map, however, explicitly indicates the types and intensities of development that are *currently* allowed for a property *by prior right*. Property owners may request that a property be rezoned to another zoning district. Rezoning should be consistent with the vision, policy framework, and land use patterns described in the comprehensive plan. The districts can only be amended by City Council following review and recommendation of the Planning and Zoning Commission and City Council public hearing. Amendments to the Official Zoning Map are in fact an amendment to the Zoning Ordinance.

Table I: Differences between a future land use plan map and a zoning map:

	<i>Future Land Use Plan Map</i>	<i>Zoning Map</i>
Scale	Bird's eye view: displays broad categories representing generalized uses (e.g., low-density residential) over medium-to-large areas of land.	Ground level view: delineates between specialized zoning districts that apply to specific land parcels; adjacent parcels may share same general use categories (e.g., medium density residential) but require different standards (e.g., R6S v. R6A).
Purpose	Long-range vision (next 10+ years): land use policy framework; basis for extension of adequate public facilities and services.	Immediate effect: zoning directly regulates development of land parcels, indicating current detailed requirements for use, setbacks, parking, etc.
Encourages	Appropriate, efficient patterns of growth; desired urban form; development that contributes to the community's planning & economic development goals and perceived quality of life values.	Sound project-level planning; adequate on-site parking, setback, utilities, screening, land use compatibility.
Discourages	Ad hoc decisions; projects that will adversely impact municipal service capacities & tax base.	Direct land use conflicts between adjacent properties.
Predictability	Signals to public and developers where future infrastructure & development is likely to occur; suggests what types of projects might be supported by land use policies and where rezonings might be appropriate.	Establishes present opportunities and constraints for all land parcels in the jurisdiction, conveying to land owners or purchasers what are the current permitted uses and development conditions at specific locations.
Amendment process	Amended in response to changes in the community's planning goals for an area; involves moderate-to-high levels of public input; changes do not directly alter zoning of properties.	Frequently updated in response to approved rezonings determined to be consistent with the comprehensive plan; may also involve moderate-to-high levels of public input.

1 to 400 ratio will be utilized. The current "GIS based zoning map" is officially a black line coverage printed on mylar film, however, color patterns representing the various districts have been added by staff for illustrative purposes.

SMALL AREA AND SPECIALIZED PLANS: SINCE 2004

1 Purpose

By definition, a comprehensive plan is inclusive and wide-ranging. It attempts to address all major aspects of land use planning and policy under one integrated framework. Because it is a broad vision for the entire community, a comprehensive plan *document* like *Horizons* is not the best instrument for conducting a close-in examination of specific geographical areas or specialized subjects. Often, planners and policy makers must have at their disposal timely, localized data to address a public safety concern, build a new road, protect a water resource, mitigate potential impacts from flooding in a vulnerable area, etc. By themselves, then, specialized plans and studies are indispensable tools for managing everyday planning tasks, but they also help a community to realize its long-range planning goals and objectives. Once adopted, these plans and studies become part of the comprehensive plan, adding essential layers of detail and expertise to the plan. When all the different layers of the plan are working together, the best results can be achieved.

A number of smaller area plans and specialized plans and studies have been completed in the five years since *Horizons* was adopted in 2004. Once completed, these additional elements became part of the community's comprehensive plan.

To review electronic copies of the City's plans and studies, visit the City of Greenville's website: <http://www.greenvillenc.gov>.

All of the neighborhood/area plans and most of the specialized plans and studies can be found at the Community Development Department's webpage, "Adopted Plans and Studies":
http://www.greenvillenc.gov/departments/community_development/information/default.aspx?id=1090.

The Greenville MPO Comprehensive Transportation Plan is available at the Public Works Department website:
http://www.greenvillenc.gov/departments/public_works_dept/information/default.aspx?id=510.

The Comprehensive Recreation and Parks Master Plan is available at the Recreation & Parks website:
http://www.greenvillenc.gov/departments/rec_parks_dept/information/default.aspx?id=430.

2 Specialized Plans and Studies

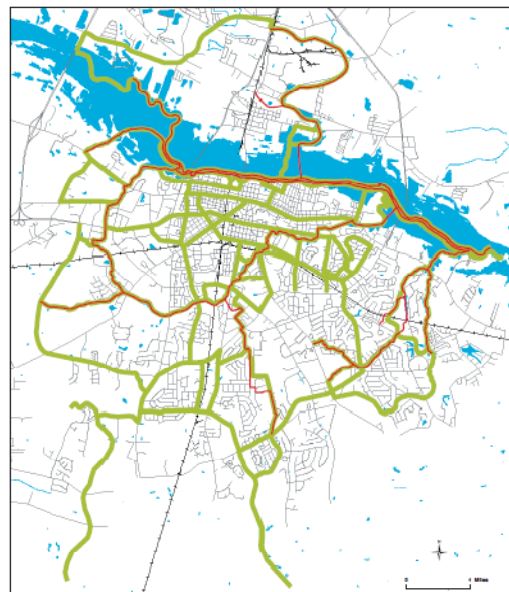
Flood Land Reuse Plan (January 2004)

The purpose of the Flood Land Reuse Plan was to inventory properties that the City of Greenville acquired under the Hazard Mitigation Grant Program as a result of flooding from Hurricane Floyd; identify potential reuses in accordance with buyout property restrictions of the Federal Emergency Management Agency (FEMA), which will benefit the City and general public; and to offer guidance to the City of Greenville and its citizens on proper reuse and maintenance of these properties to ensure a much lower threat of flood destruction in the future.

Greenway Master Plan (March 2004)

The 2004 Greenway Master Plan reevaluated the feasibility of the original 1991 greenway corridor proposals. It looked at the viability of previously planned greenway routes, offered alternatives where necessary, recommended new corridors in underserved areas of the community, and suggested strategies for funding projects.

Proposed Greenway System (1991 & 2004)



The map above shows the 1991 proposed system (red) and the 2004 proposed system (green) together. The light blue area includes the Tar River and the regularly inundated or consistently wet areas along the river.

The Greenway Master Plan aims to contribute to the community's long-range planning vision by helping to protect water quality; by preserving critical wildlife habitat and green spaces; by adding to Greenville's recreational, fitness, and educational resources; and by providing alternative transportation options. The overriding goals of the greenway plan are the same as the overriding goals of the comprehensive plan: to elevate the general quality of life in Greenville; spur economic development; and, in the process, strengthen the City's tax base.

Hazard Mitigation Plan (November 2004); update pending (fall 2010)

Greenville's Local Hazard Mitigation Plan (LHMP) identified the different types of hazards and specified new actions that the City would take to reduce its vulnerability to natural hazards, and minimize the impact of hazardous events in the future. It identified hazard mitigation activities and methods the City has implemented and continues to support, and to speed recovery and redevelopment following future disaster events. Completion of the report qualified the City for additional grant funding and demonstrated a firm local commitment to hazard mitigation principles, as well as compliance with both State and Federal legislative requirements for local hazard mitigation plans. The revised draft of the plan was adopted by City Council on November 8, 2004.



Task Force on Preservation of Neighborhoods & Housing: Report and Recommended Improvement Strategies (December 2004)

Established by City Council in February 2004, the Task Force on Preservation of Neighborhoods and Housing explored the link between rental housing and neighborhood livability. The Task Force examined conditions of neighborhoods with predominantly detached, single-family housing; determined the impact of rental properties on those neighborhoods; and recommended actions that would strengthen and enhance the viability and livability of those neighborhoods. The Task Force recommended 10 neighborhood improvement strategies. One of the strategies was to develop and adopt neighborhood plans to guide public policy and investment decisions in older, established neighborhoods. Another recommendation was that the Planning and Zoning Commission undertake a study to identify predominantly single-family neighborhoods that were zoned in a manner that permit intrusion of duplex and multi-family uses, and recommend compatible substitute single-family zoning where practicable [see: Zoning, Community Development Department Initiated Rezoning].

Greenville Urban Area Thoroughfare Plan (December 2004)

The primary aims of the thoroughfare plan are as follows:

- Establish a schedule for making street improvements that respond to changing traffic demands
- Avoid unnecessary improvements
- Maximize budget = efficiency + minimize land acquisition costs
- Maintain consistency with, and reinforce the goals and objectives of, the Horizons plan by encouraging good urban planning and efficient urban growth patterns; respond to the mobility needs of present and future population, commercial, and industrial enterprises, but do so without influencing the urban development pattern in negative ways
- Reduce travel and transportation costs
- Reduce the cost of major street improvements to the public through the coordination of the street system with private action
- Enable private interests to plan their actions, improvements, and development with full knowledge of public intent

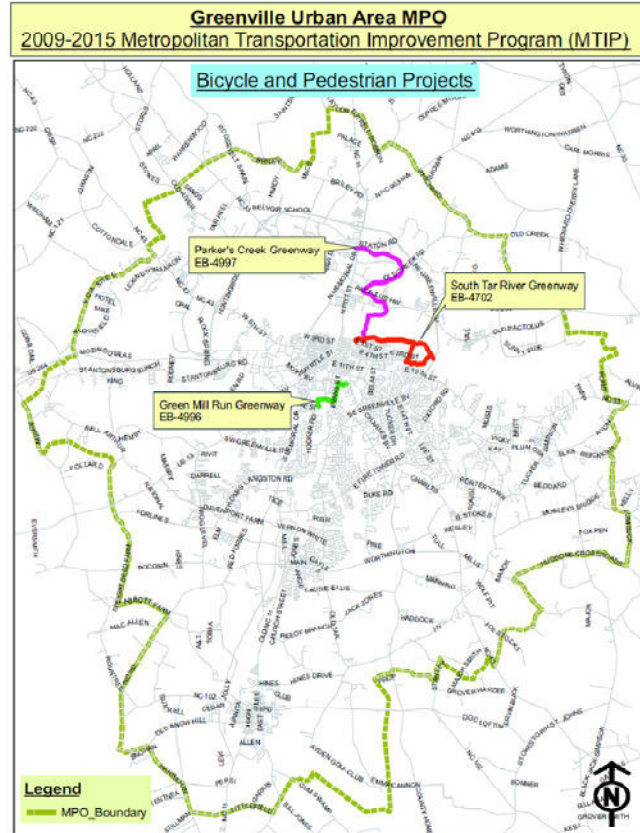
- Minimize disruption and displacement of people and businesses through long-range advance planning for major street improvements
- Reduce environmental impacts, such as air pollution, resulting from transportation
- Increase travel safety
- Provide opportunities for bicycles and pedestrians to safely share the right-of-way

2009 – 2015 Metropolitan Transportation Improvement Program (August 2008)

The Greenville Urban Area Metropolitan Transportation Organization (MPO) is responsible for coordinating the State Transportation Improvement Program (STIP) for the Greenville metro area. The STIP contains funding information and schedules for transportation divisions including: Highways, Aviation, Enhancements, Public Transportation, Rail, Bicycle and Pedestrians, and the Governor’s Highway Safety Program. The STIP budget is based on the certified budget and projections developed by NCDOT and the Office of State Budget and Management.

The 2009 – 2015 transportation improvement program includes maps detailing scheduled improvements for the following types of projects:

- Bridge projects
- Road projects
- Bicycle and pedestrian projects [see: map on the right]



Recreation and Parks Master Plan (Updated in November 2008)

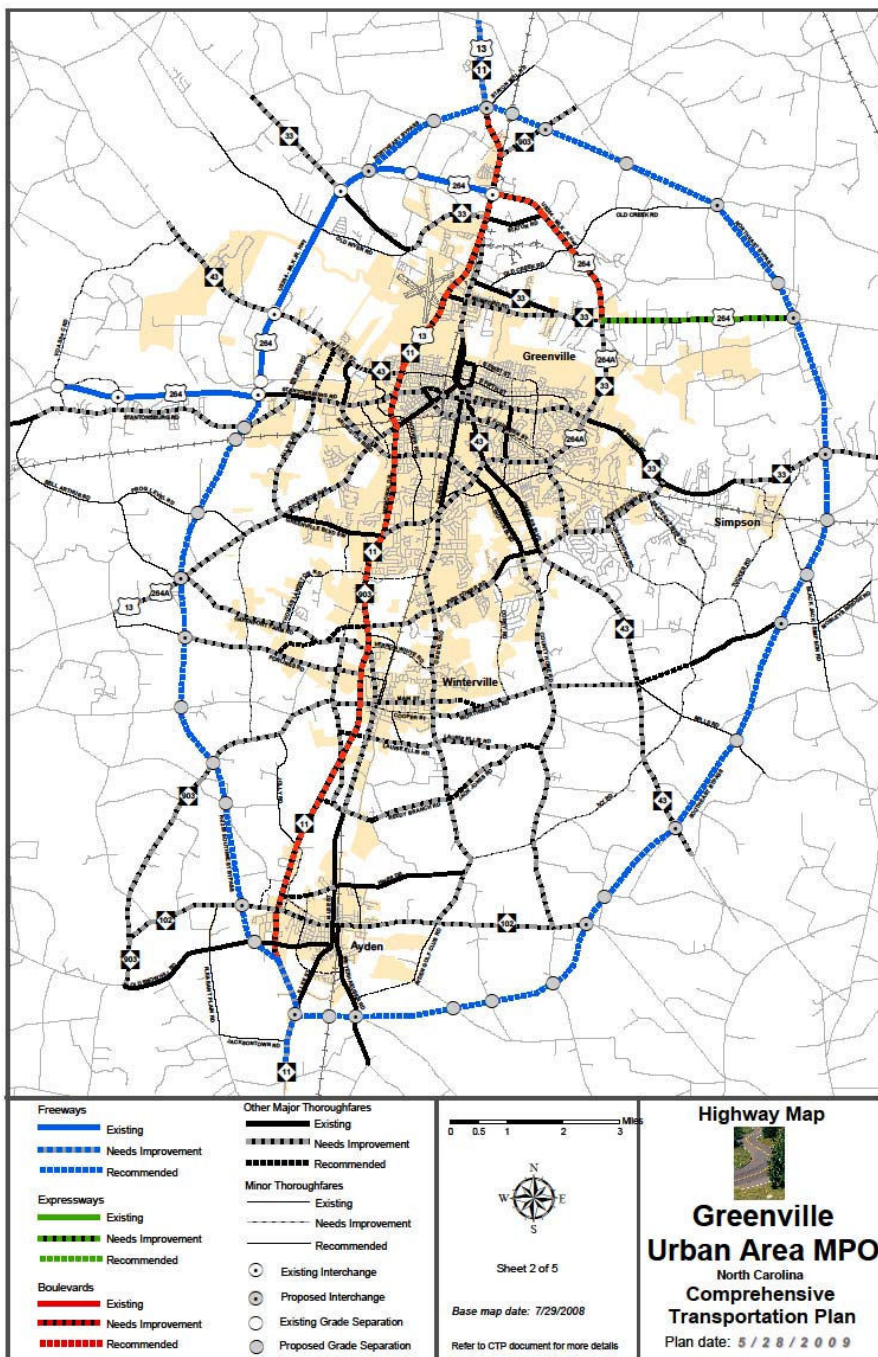
The City of Greenville Recreation and Parks Department update of the 2000 comprehensive parks and recreation plan assesses and takes into consideration changes that have taken place in Greenville in the last decade. The plan initiated a public discussion on future park needs and established standards for future park development. Utilizing these standards, the master plan proposes a Plan of Action for achieving current and future needs. The master plan document gives the Recreation and Parks Department a road map for the future development of its recreation and park system.

Greenville MPO Comprehensive Transportation Plan (May 2009)

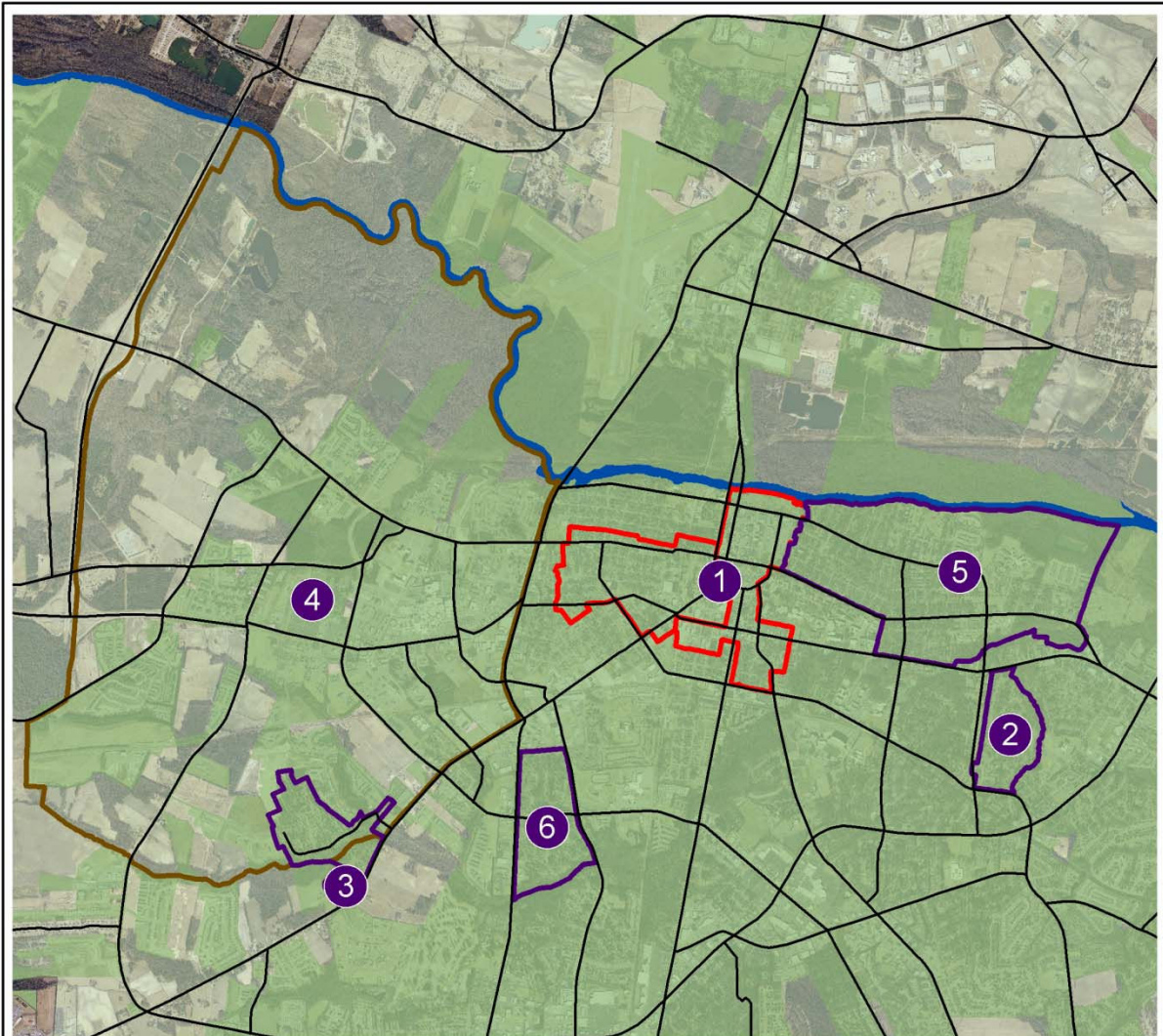
In 2001, revisions were made to North Carolina General Statute 136-66.2 that was intended to expand current transportation planning in North Carolina to include consideration of non-roadway alternatives. The statute now calls for the development of a Coordinated Transportation Plan (CTP). The CTP is a long-term “wish-list” of recommended transportation improvements intended for an entire Metropolitan Planning Organization (MPO) planning area. It doesn’t have a specific timeline, cost, or funding source. The plan is expected to be a living document that provides for inter-jurisdictional cooperation and planning to replace the previously used thoroughfare plans. The purpose of the Comprehensive Transportation Plan (CTP) is to update the official Thoroughfare Plan that is used by local, regional, state and federal decision-makers. The plan provides for land reservation for future transportation corridors and helps guide decisions on setbacks and transportation improvements as development occurs today and into the future.

In the development of the CTP, consideration shall be given to all transportation modes including: street systems; transit alternatives; and bicycle, pedestrian, and operating strategies.

The MPO first adopted the CTP Highway Map on May 28, 2009:



3 Neighborhood and Area Plans

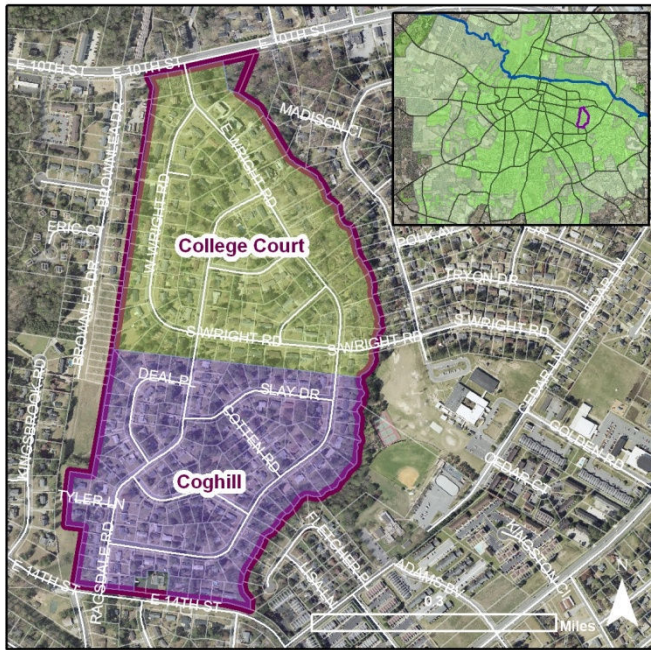


- 1 Center City - West Greenville Revitalization Plan (2006)
- 2 College Court & Coghill Subdivisions Neighborhood Rpt & Plan (2007)
- 3 Lake Ellsworth, Clark's Lake & Tripp Subdivisions Neighborhood Rpt & Plan (2007)
- 4 Medical District Land Use Plan Update (2007)
- 5 Tar River/University Neighborhood Rpt & Plan (2009)
- 6 Carolina Hts, Greenbrier, Hillsdale & Tucker Circle Neighborhood Rpt & Plan (2010)

Neighborhood or area planning is a public participatory process, which engages neighborhood residents, business owners, and other stakeholders in strengthening and enhancing the viability and livability of Greenville's residential neighborhoods, employment and cultural centers, and historic areas. These plans recommend practical steps for addressing many day-to-day specific issues affecting neighborhood residents and stakeholders directly—such as traffic congestion, code enforcement, public safety, and floodplain management—but they also help to implement the community's long-term vision for all of Greenville. Since 2004, the City of Greenville has completed six neighborhood or area plans:

1. Center City – West Greenville Revitalization Plan (January 2006)

Developed through a collaborative process of citizens, business owners, local commissions, city staff, and elected officials, this plan established a policy framework for revitalizing the city's historic Center City commercial core and adjacent West Greenville residential neighborhoods. The plan assessed existing physical and market conditions in the Center City and West Greenville, respectively; and then it made recommendations for improving traffic flow, parking, land use patterns, development standards, interconnectivity, and overall quality of life in the urban core. The Redevelopment Commission is charged with implementing many of the programs, strategies, and policies recommended in the plan.



2. College Court & Coghill Subdivisions Neighborhood Report and Plan (April 2007)

The Greenville City Council established as one of its 2006-2007 Goals, "Emphasize the importance of neighborhood stabilization and revitalization". In pursuit of that goal, comprehensive neighborhood plans for older, established neighborhoods are presented to the Planning and Zoning Commission for review and recommendation, and to the City Council for adoption. The plans assess current conditions and create a comprehensive framework for stabilizing and revitalizing neighborhoods. They are developed as a collaboration between neighborhood residents/stakeholders and the City of Greenville. Once adopted, neighborhood plans become part of *Horizons* via amendment. The first neighborhood plan to be adopted was a plan for College Court & Coghill Subdivision Neighborhood.

3. Lake Ellsworth, Clark's Lake & Tripp Subdivisions Neighborhood Report and Plan (November 2007)

This was the second neighborhood for which a neighborhood plan was completed in pursuance of City Council's goal to stabilize and revitalize older, established neighborhoods. The planning process engaged residents in creating a plan for the neighborhood that took into consideration general factors such as land suitability, existing development, socioeconomic patterns, quality of life, code compliance, storm drainage, service delivery, transportation, and natural environment. When this plan was being created, there were two proposed development projects that had immediate implications to the neighborhood: Bent Creek Subdivision and Medford Point Subdivision.

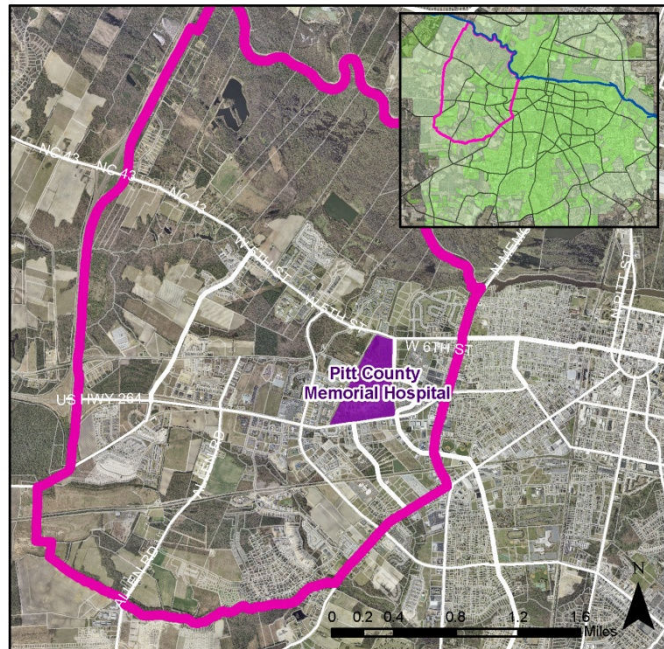


4. Medical District Land Use Plan Update (December 2007)

The objective of the Medical District Land Use Plan Update (within Vision Area F) is to ensure continued adherence to the goals established by the previous "Medical District Plans" and *Horizons*. The update recognized that evolving conditions in the growing Medical District necessitated appropriate changes in recommended land use patterns. It recommended that changes be made to the Focus Area Map and Future Land Use Plan Map to ensure an adequate distribution of services designed to promote a vibrant, efficient, and sustainable medical district.

The update built on previous plans for the district:

- *Medical District Development Plan* (October 1974)
- *East Carolina Medical Park, A Comprehensive Proposal for the Development of a Medical Park* (1986)
- *Medical Districts and Environs Land Use Plan* (1993)



5. Tar River/University Area Neighborhood Report and Plan (2009)

This mostly residential neighborhood, which lies to the north of the East Carolina University main campus, contains the College View Historic District (National Register and Local) and 3 Locally Designated Landmarks. The average year of construction of single-family dwellings in the neighborhood is 1945. The plan evaluates current conditions, natural environment, land suitability, transportation, public utilities, storm drainage, structures and building activity, socioeconomic conditions and trends, health and life safety, code compliance, current and/or pending planned public improvements; public services; information technology. It also reviews Future Land Use Plan Map Recommendations, current zoning classifications, *Horizons* plan recommendations, and City Council goals pertaining to the neighborhood. Finally, the plan records or summarizes public comments received during the public information meeting, Tar River/University Area Neighborhood Association Goals and Objectives, and resident survey results.



6. Carolina Heights, Greenbrier, Hillsdale and Tucker Circle Neighborhood Plan (2010)

A neighborhood plan is currently under development for this area, which is bordered by Memorial Drive (to the west), Harris Street (north), Hooker Road (east) and Greenmill Run (south). Similar to other neighborhood plans completed since 2004, the plan will evaluate current conditions in the neighborhood, land use and development trends, infrastructural needs, and other factors important to neighborhood livability, safety, and vitality. A neighborhood planning forum was held in the neighborhood in July of 2009. The draft plan is scheduled to be completed in spring of 2010.

4 Other Plans and Programs

A list of other plans and programs that contribute to the comprehensive plan:

Tar River Floodplain Redevelopment Plan

Community Development Department

All Hazard Mitigation Plan (Update in progress: fall 2010)

Community Development Department

Capital Improvement Program

Public Works Department

Community Development Block Grant / HOME Consolidated Plan

Community Development Department

NPDES Phase II

Comprehensive Storm Water Plan

Public Works Department

IMPLEMENTATION REVIEW: A PROGRESS REPORT

Implementation Strategies, Management Actions, and Vision Area Policies

If a plan is only as good as the results that it achieves, then implementation is the key to delivering results. For a community to be able to make its long-range vision a reality, it needs to have effective, feasible implementation tools and strategies.

It is now five years since the *Horizons* Plan was adopted. How are the implementation strategies being utilized? How many of the management actions have been completed? Which policies have been adopted? How effective have the implementation strategies, management actions, and vision area policies been in responding to Greenville’s planning and development challenges?

The 2004 *Horizons* Plan update - Section 4 listed more than 300 different implementation strategies, management actions, and vision area policies designed to help the community realize its planning vision and respond to planning challenges. Those implementation steps generally relate to one of the following themes:

- Using “Smart Growth” principles to guide land use decision making and public investment
- Adopting or revising land use standards/guidelines to better promote the goals and objectives of the comprehensive plan
- Investing in public works, facilities, amenities in ways that reinforce the goals and objectives of the comprehensive plan
- Completing additional plans, studies, programs, inventories
- Enhancing public education & outreach
- Working with commissions, organizations, neighborhoods to implement the plan
- Improving quality of life indicators
- Promoting economic development that is consistent with “Smart Growth” principles
- Encouraging inter-departmental and inter-jurisdictional cooperation.

Some of the strategies, actions, and policies already have been accomplished (or adopted) and can be removed from the list or converted into “ongoing” tasks. Others are scheduled to be completed within the next few years. Many of the implementation steps are guiding principles - rather than defined projects – which will continue to inform community planning efforts for the life of the *Horizons* plan.

Implementation of the comprehensive plan is being managed and/or assisted by numerous City departments, volunteer commissions, and public authorities. One of the first steps in compiling the data for this report was to send a copy of Section 4 of the *Horizons* Plan to all parties who are responsible for implementing the plan. The objective was to compile a five-year **progress report** on every strategy, action, or policy listed in the comprehensive plan. In most cases, a particular party or parties was identified as being *primarily* responsible for implementing an item; in some cases, though, every department in the City is tasked with implementing an item.

Table II: Departments, Commissions, Authorities Responsible for Implementation Strategies, Actions, Vision Area Policies

Community Development Department	CDD
Planning	
Housing	
Urban Development	
Administrative	
Public Works Department	PWD
Engineering	
Inspections	
Transit	
Sanitation	
Fire & Rescue	FR
Police	PD
Code Enforcement	
Financial Services	FS
Recreation & Parks	R&PD
City Manager’s Office	CMO
Greenville Utilities Commission	GUC
Water Resources	
Energy Services	
Historic Preservation Commission	HPC
Pitt Greenville Airport Authority	PGAA
Pitt County Development Commission	PCDC
Community Appearance Commission	CAC
Environmental Advisory Commission	EAC

The following progress report may suggest ways that the community's planning tools and strategies can be enhanced going forward in response to changing urban conditions and new challenges. How are the implementation strategies, management actions, and vision area policies helping Greenville to meet its planning goals and objectives? What specific actions and accomplishments have proceeded from the plan?

On an ongoing basis, City departments and commissions will continue to keep track of, and provide updates to policymakers on, the progress of Implementation Items, Management Actions, and Vision Area Policies.

1 Land Use

Goal Statement

Provide a land use form that optimizes resources by: allocating land for its most suitable use, avoiding conflicting land uses, preserving the City's character, and providing open space, vistas, and agricultural areas.

Provide safe, adequate, and affordable housing to meet the needs of all population groups within the City's planning jurisdiction.

Objective 1

The residential integrity of existing established and developed residential areas should be maintained. Established and developed residential areas are those areas in which the predominant land use is residential and the majority of lots and tracts have been created for residential uses.

Strategy

- 1(a).** *Discourage the re-zoning of existing residentially-developed or zoned areas to a non-residential classification unless such re-zoning would be consistent with the future land use plan.*
- **CDD Planning Division—Ongoing recommendation.**

Objective 2

Preserve and enhance Greenville's land use form

Strategies

- 2(a).** *Conservation/open space land uses should be provided in areas where there is the potential for flooding (100-year floodplain) or the need for buffering for incompatible land uses.*
- **CDD Planning Division: Ongoing recommendation.**
- 2(b).** *Provide for the Mixed Use District. A Mixed Use District is intended to provide for the coordinated development of office, commercial, and residential uses and their necessary*

support functions in the vicinity of key highway intersections in Greenville. They should be designed to facilitate stated public policies to encourage design which emphasizes people-oriented environments and compatible, visually interesting development. This district provides areas where moderate scale, mixed use centers can locate, with an emphasis on development of a balance of residential, office, and commercial uses.

➤ **CDD Planning Division: Under Study and Development.**

2(c). *It is further intended that the Mixed Use Districts shall encourage development within which, mutually supporting residential, commercial, and office uses are scaled, balanced, and located to reduce general traffic congestion by providing housing close to principal destinations, and convenient pedestrian circulation systems and mass transit to further reduce the need for private automobile usage. Mixed Use Districts are intended to encourage development that allows multiple destinations to be achieved with a single trip. When such districts adjoin residential development or residential zoning districts, it is intended that arrangement of buildings, uses, open space, and vehicular or pedestrian access shall provide appropriate transition and reduce potentially adverse effects.*

➤ **See 2(b) above.**

2(d). *Industrial development should be located adjacent to and/or with direct access to major thoroughfares. Good neighbor industries will be permitted with proper buffering and environmental mitigation. Industries that produce excessive noise, pollution, vibrations, light, or other public nuisances should not be located near residential areas.*

➤ **CDD Planning Division: Ongoing recommendation.**

2(e). *Concentrate commercial development in well-defined nodes.*

➤ **CDD Planning Division: Ongoing recommendation.**

2(f). *Greater residential densities should be accommodated in areas that are accessible to public water and/or sewer service(s).*

➤ **CDD Planning Division: Ongoing recommendation.**

2(g). *Agricultural and low density residential land uses should be located in areas that do not have public water or sewer service.*

➤ **CDD Planning Division: Ongoing recommendation.**

2(h). *Office/Institutional/Multi-family land uses should be developed along transportation thoroughfares to provide transition between commercial nodes and to preserve vehicle carrying capacity.*

➤ **CDD Planning Division: Ongoing recommendation.**

2(i). *Office/Institutional/Multi-family development should be used as a buffer between light industrial and commercial development and adjacent lower density residential land uses.*

➤ **CDD Planning Division: Ongoing recommendation.**

- 2(j).** *Adequate conservation/open space buffers should be provided between areas designated for residential development, as indicated on the future land use map, and any adjacent non-residential land use where a zone transition buffer such as O or OR is not a practical option.*
- **CDD Planning Division: Ongoing recommendation.**
- 2(k).** *Develop a downtown district plan that emphasizes housing in the downtown area.*
- **CDD Urban Development Division:** The Center City – West Greenville Revitalization Plan adopted March 2006, the CD (Downtown Commercial) district table of uses was amended to include a dormitory development special use permit option and to specifically allow mixed residential/commercial development in June 2007 (Ord. 07-74).
- 2(l).** *Encourage public involvement in all activities of the Redevelopment Process.*
- **CDD Urban Development Division, Housing Division: Ongoing.** The public has been heavily involved in all aspects of the redevelopment planning process. Specific examples include the visioning and selection process for a public art project in West Greenville, involvement by more than a dozen organizations and agencies in the design of the City's comprehensive wayfinding system, and the ongoing collaboration with the Uptown Greenville organization in the visioning process for a public plaza in the Uptown Commercial district. All of the previously listed activities continue, with additional public involvement on projects such as the West Greenville Brownfield grants, Five Points Plaza and the Town Common Master Plan.

Objective 3

Discourage strip commercial development on major and minor thoroughfares that allows each lot to have direct vehicular access to the highway.

Strategies

- 3(a).** *Require through zoning and subdivision regulation that an interior road system provide vehicular access to lots abutting major thoroughfares (Figure 9).*
- **CDD Planning Division, PWD Engineering Division:** Required per sections 9-5-98 (Double frontage lots) and 9-5-99 (Driveways; condition of lot access) of the subdivision regulations.
- 3(b).** *Existing design standards should be reviewed to ensure effective limitation of curb cuts.*
- **PWD Engineering Division:** Evaluation of driveway access is an ongoing process. When possible, driveways are required to be a shared means of ingress/egress.
- 3(c).** *Commercial development should be encouraged at the intersections of major roads (i.e., in a nodal fashion) consistent with the City's future land use map.*
- **CDD Planning Division: Ongoing.**
- 3(d).** *Develop a minimum commercial building code.*

- **PWD Inspections Division:** A minimum commercial building code was adopted in 2009 and is being enforced.

Objective 4

Encourage a wide range of housing types and prices.

Strategies

4(a). *Develop a public/private housing development corporation.*

- **CDD Housing Division: Future consideration.** The Housing Division is currently exploring options and requirements for the creation of a housing development corporation.

4(b). *The City of Greenville should continue to develop innovative and cost effective affordable housing of various styles and types.*

- **CDD Housing Division, Planning Division:** The City has developed 21 affordable homes in West Greenville and 105 affordable homes in Countryside Estates, and the City has partnered with a non-profit developer to build 48 affordable rental units.
- **CDD Planning Division:** Planned Unit Development (now entitled Master Plan Community) Ordinance - A revision of the City of Greenville's Planned Unit Development (PUD) ordinance was adopted in December 2009. The ordinance includes the following major changes:
 - Renaming PUD to Master Plan Community (MPC), which is more descriptive in purpose.
 - Includes MPC as a special use in a variety of residential districts.
 - Eliminates the PUD zoning district requirement.
 - Transfers special use permit approval authority from the Planning and Zoning Commission to the City Council
 - Reduces the base density to 4 dwellings per gross acre.
 - Includes various density bonus options including housing affordability.

4(c). *Encourage retirement facilities that have a community atmosphere.*

- **Nonspecific.**

4(d). *Encourage revitalization of older neighborhoods in Greenville in a manner that preserves neighborhood character and identity.*

- **CDD Housing Division, Urban Development Division, Planning Division: Ongoing.** The Center City - West Greenville Revitalization Plan adopted March 2006, Task Force on Preservation of Neighborhoods and Housing Report to City Council approved in December 2004, Neighborhood planning program ongoing. The City has developed 21 affordable and area compatible homes and rehabilitated numerous others in the West Greenville Area. The City has also constructed and staffed a new police substation in the West Greenville Area.

The City is in the final stages of planning for a streetscape project that will transform the entrance to the West Greenville neighborhoods at West Fifth Street through the construction of a gateway and other improvements that will serve to define the historic neighborhoods.

4(e). *Implement programs to increase home ownership.*

- **CDD Housing Division: Ongoing.** The City has implemented various down payment assistance subsidy programs, developed a bimonthly housing ownership education workshop and housing counseling program. In 2006, the Homebuyer's Assistance in the University Area program was established with the purpose to increase home ownership in the area surrounding ECU. The program was designed to assist potential homebuyers with down payment and closing costs assistance in the purchase of existing or newly constructed houses. Qualified households are eligible for a grant up to 5% of purchase price, not to exceed \$10,000. Funds can be used for gap financing and closing costs secured with a 10-year soft second mortgage at 0% interest. No re-payment is required unless the house is sold, leased or rented within the 10 year period.

Objective 5

Ensure that housing meets all health and safety codes.

Strategies

5(a). *Enforce the City's minimum housing code to ensure that all occupied structures are fit for human habitation.*

- **CDD Code Enforcement Division, Housing Division: Ongoing;** Identified properties which the property owner will not repair are being submitted on an on-going basis to City Council for consideration for demolition. It is staff's goal to work with the property owner, to repair the property and bring it up to City Code to provide needed affordable housing. Staff prefers not to board-up properties but it is often necessary when the abandoned structures are being used for illegal activity, including drug usage. A preferred housing standards list has been developed and submitted to City Council for consideration. The preferred housing standards list will provide information to properties owners on standards that exceed the basic minimum housing codes.

5(b). *Continue to pursue community development and North Carolina Housing Finance Agency funds from state and federal sources for rehabilitation or redevelopment of substandard housing.*

- **CDD Housing Division: Ongoing.** The City has established a strong partnership with federal and state sources for funding programs.

2 Growth & Development

Goal Statement

Manage the physical development of Greenville to protect its resources and simultaneously promote responsible industrial and retail growth.

Objective 1

Incorporate the principles of “smart growth” into the City’s land use regulatory scheme.

- 1(a). *Consider adopting performance standards to encourage development at a rate that parallels the availability of infrastructure and services. This may be accomplished through the adoption of an adequate public facilities ordinance.*
 - **Future consideration.**

- 1(b). *When allowed by North Carolina legislation, consider adopting alternative revenue sources, including impact fees, which will place some responsibility on the developer to provide services.*
 - **Future consideration.**

- 1(c). *Support the ECU Campus Master Plan consistent with the policies of this plan and review development proposals to ensure compatibility with the plan.*
 - **Ongoing.**

Objective 2

Preserve open space, agricultural areas, historically significant structures, landmarks, and other features that reflect the City’s heritage.

- 2(a). *Maintain and establish, where possible, wooded buffers along thoroughfares.*
 - **PWD Engineering Division, CDD Planning Division, City Attorney, Environmental Advisory Commission (EAC):** Adoption of perimeter buffer zone tree preservation/removal standards per House Bill 2570, March 2007 (Ord. 07-33).

- 2(b). *Implement the Greenway Master Plan.*
 - **CDD Planning Division, PWD Engineering Division, EAC:** Ongoing easement acquisition at the time of land subdivision and development; relocation of the Green Street Bridge and construction of the south Tar River Greenway 2008 (phase 1 construction contract awarded in December 2008); upgraded the Fork Swamp Greenway priority level designation from “future” to level “C” (Res. 05-83).

- 2(c).** *Develop a Historic Preservation Plan which sets out a comprehensive strategy for protecting the City's historic resources.*
- **CDD Planning Division: Ongoing;** seeking grant funding.
- 2(d).** *Develop and implement an education program publicizing the economic and environmental advantages of planting and preserving trees.*
- **PWD Engineering Division: Future project.**
- 2(e).** *Continue to nominate historic properties and districts to the National Register of Historic Places and continue to designate local historic properties and districts.*
- **CDD Planning Division, Historic Preservation Commission (HPC): Ongoing.**
The City has sought and received approval from state and federal agencies to establish the Dickinson Avenue National Register Historic District. Additionally, the City has designated the recently renovated Blount Harvey building as a local historic landmark. Similar efforts are slated to continue in accordance with the work plan of the Historic Preservation Commission. The HPC has received a grant (Spring 2009) to conduct a GIX based index and survey (inventory) of the proposed East 5th Street National Register Historic District.
- 2(f).** *Promote and participate in National Historic Preservation Week.*
- **HPC, CDD Planning Division: Ongoing.**
- 2(g).** *Establish standards for appearance in the Central Business District.*
- **CDD Planning Division:** The Historic Preservation Commission is considering the establishment of a local historic overlay district in the Central Business District that if adopted would regulate new construction and renovation projects through the use of historic design guidelines.

A group of volunteers including design professionals and other interested citizens have drafted a document titled "Greenville Center City Design Guidelines". This document is intended to serve as a guide to development in the Center City Revitalization Project Area. It is expected that this document will be presented to the Redevelopment Commission of Greenville and the Greenville City Council in the fall of 2009.
- 2(h).** *Consider developing and adopting appropriate design guidelines for downtown development and redevelopment.*
- CDD Urban Development Division:** City staff along with a volunteer group of design professionals are nearing completion of a design guideline booklet that will provide property owners and developers with guidance regarding desired urban form and design.

A group of volunteers including design professionals and other interested citizens have drafted a document titled "Greenville Center City Design Guidelines". This document is intended to serve as a guide to development in the Center City Revitalization Project Area. It is expected that this document will be presented to the Redevelopment Commission of Greenville and the Greenville City Council in the fall of 2009.

- 2(i).** *Conduct a study for the preservation and revitalization of the downtown fringe including adaptive reuse of structures.*
- **CDD Urban Development Division: Ongoing.**
- 2(j).** *Include a downtown urban stroll way in the Greenway Master Plan.*
- **PWD Engineering Division, CDD Urban Development Division: Way Finding Study/Plan** adopted. A wayfinding system is being designed (Summer 2009) that will direct pedestrians to and from key destinations throughout the downtown area.
- 2(k).** *Encourage replacement planting and preservation of trees.*
- **CDD Planning Division, PWD Engineering Division, HPC, EAC:** Enforcement of bufferyard screening and site vegetation requirements, Adoption of perimeter buffer zone tree preservation/removal standards per House Bill 2570, March 2007 (Ord. 07-33).
- 2(l).** *Maintain an inventory of buildings having historical and architectural significance in the City.*
- **CDD Planning Division, HPC: Ongoing.**
- 2(m).** *Build a museum in an old building that highlights local history (e.g., past tobacco and cotton share cropping activities).*
- **Future consideration.**
- 2(n).** *Begin a City-wide campaign to develop [public R/W] tree canopies along all City roads and streets.*
- **PWD: Future consideration.**
- 2(o).** *Improve landscaping along all major road corridors.*
- **CDD Planning Division, EAC:** Adopted site development options including reduced setbacks and parking requirements for preservation of existing large trees in October 2005 (Ord. 05-123).
- 2(p).** *Construct tree-lined and landscaped medians within major road rights-of-way.*
- **PWD Engineering Division:** Ongoing as part of thoroughfare plan street construction – e.g. Fire Tower Road, NC Hwy 43 North, etc.
- 2(q).** *Improve public signage and way-finding.*
- **CDD Urban Development Division:** Design of a comprehensive wayfinding system was completed in 2008 with construction of the first two phases of the system scheduled for constructed in the winter of 2009-10.

- 2(r).** *Develop City-wide architectural and landscaping design standards.*
- **CDD Planning Division, Urban Development Division:** City Council goal 2008, request initiation of a Rural/Urban Design Team (R/UDAT) process
- 2(s).** *Support the Redevelopment Commission, established June 13, 2002.*
- **Ongoing.**
- 2(t).** *Preserve historic warehouses and older buildings through renovation and adaptive reuse.*
- **CDD Planning Division, HPC: Ongoing.**
- 2(u).** *Consider pursuing special legislation that will allow the City to regulate tree cutting on private property.*
- **CDD Planning Division, PWD Engineering Division, HPC:** Ongoing enforcement of bufferyard screening and site vegetation requirements, Adoption of perimeter buffer zone tree preservation/removal standards per House Bill 2570, March 2007 (Ord. 07-33).
- 2(v).** *Develop a strong, green industrial base.*
- **Future consideration.**
- 2(w).** *Seek stable and sufficient revenue sources to accomplish improvements.*
- **City Manager, FS Department: Ongoing.** New Bond Issuance for Road Improvements at 3.79% June 2009.
- 2(x).** *Maintain neighborhood character and identity.*
- **Task Force on Preservation of Neighborhoods and Housing Report to City Council** approved in December 2004; Rezoned 39 neighborhoods containing 5,669 lots on 2,459 acres from a multi-family option classification to a single-family only classification (2005 through 2007); Adopted 3 neighborhood plans - College Court & Coghill Subdivisions (2007) and Lake Ellsworth, Clark's Lake & Tripp Subdivision (2007), and the Tar River/University Area neighborhood report and plan (2009). A plan for Carolina Heights, Greenbrier, Hillsdale and Tucker Circle Neighborhood Plan is scheduled to be completed in spring of 2010. The neighborhood planning program is ongoing.
- 2(y).** *Create walkable communities/ neighborhoods.*
- **CDD Planning Division, PWD Engineering Division:** Ongoing enforcement of subdivision development ordinances including street interconnectivity requirements and sidewalk construction standards, adoption of terminal street standards February 2006 (Ord. 06-13).
- 2(z).** *Encourage citizen involvement within neighborhoods.*

- **Public Information Office, CDD Administrative Division: Ongoing.** Annual Citizens Academy started in 2007. In May of 2008 the City hired its first Neighborhood Liaison / Community Ombudsman (NLCO). One of the primary responsibilities of the NLCO is to serve as a liaison between the City of Greenville and its neighborhoods. Also, the City Council has established the Neighborhood Advisory Board (NAB). The NAB has developed a Land Use Committee; this committee is currently exploring ways to increase neighborhood participation in land use decisions. The Land Use Committee will also disseminate information of interest from the City to the neighborhoods and vice-versa.

2(aa). *Provide services to diverse groups.*

- **All City Departments:** Completed city staff and City Council diversity training 2007 – 2008. Erected Inclusive Community city entrance signs. Ongoing program. Substantially improved the M/WBE website and programs. Ongoing training opportunities facilitated for small businesses.

2(bb). *Encourage cultural diversity.*

- **All City Departments:** Completed city staff and City Council diversity training 2007 – 2008. Erected Inclusive Community city entrance signs. Ongoing program. Substantially improved the M/WBE website and programs. Ongoing training opportunities facilitated for small businesses.

2(cc). *Require neighborhood recreation parks.*

- **R&PD, CDD Planning Division:** Recreation and Parks Master Plan Update in 2008, consideration of related ordinances to require dedication of park/open space thereafter.

2(dd). *Create a safer environment.*

- **PD:** Neighborhood Policing program, establishment of IMPACT Team, West Greenville Police Substation – **Ongoing.**

2(ee). *Revitalize West Greenville.*

- **CDD Housing Division, Urban Development Division, Planning Division:** The Center City – West Greenville Revitalization Plan adopted March 2006 – Ongoing. The City has developed 21 affordable homes, demolished more than 100 substandard structures, rehabilitated numerous homes, and constructed and staffed a new police substation in the West Greenville Area. Established a community center.

2(ff). *Build a performing arts center downtown.*

- **CDD Urban Development Division:** The Center City – West Greenville Revitalization Plan adopted March 2006 – Discussions ongoing.

2(gg). *Support restaurants, shops, and boutiques in the downtown area. Establish safety standards for places of assembly.*

- **CDD Urban Development Division, PD, City Manager's Office, City Attorney's Office, Convention and Visitors Bureau (VCB):** The Center City – West Greenville Revitalization Plan adopted March 2006, draft safety standards for public clubs developed – held pending further study. The City Manager's Office and the Attorney's Office completed a report and legal analysis on Potential Actions to Address Downtown Crime Issues, which was presented to the City Council in August of 2009.

2(hh). *Bring more retail and professional activities downtown.*

- **CDD Urban Development Division:** The Center City – West Greenville Revitalization Plan adopted March 2006. City staff and the Uptown Greenville merchant's association are working jointly to retain existing business and to recruit new small business ventures to the center city area.

2(ii). *Establish a minimum commercial building code.*

- **PWD Inspections Division:** A minimum commercial building code was adopted in 2009 and is being enforced.

Objective 3

Encourage infill development in areas where infrastructure, such as roads, schools, and sewer and/or water service, is available, planned, or can be provided easily.

3(a). *Amend the future land use map to reflect GUC's water and sewer extension projects as they are planned.*

- **CDD Planning Division, GUC W/S Department: Ongoing.**

3(b). *Review water and sewer extension policies to ensure that public/private cooperation in the provision of infrastructure to serve new development is encouraged.*

- **CDD Planning Division, GUC W/S Department: Ongoing.**

3(c). *Revitalize major corridors especially from Downtown along Dickinson Avenue to Memorial Drive and Martin Luther King, Jr., Drive [Fifth Street] to Memorial Drive to include rehabilitation of structures, acquisition, and demolition of dilapidated structures, relocation assistance, and new development through land assembly.*

- **CDD Urban Development Division, Housing Division:** The Center City – West Greenville Revitalization Plan adopted March 2006. Ongoing.

3(d). *Direct more intensive land uses to areas that have existing or planned infrastructure.*

- **CDD Urban Development Division, Planning Division:** The Center City – West Greenville Revitalization Plan adopted March 2006. Ongoing.

3(e). *Consult the future land use map when considering new public facilities and private development.*

- **CDD Planning Division, Urban Development Division: Ongoing.**

3(f). *Publicize the Horizons Plan Update land use and development policies among the development community.*

- **CDD Planning Division:** City's webpage, Citizens Academy Presentation, etc.

3(g). *Extend the City's planning jurisdiction as land is acquired through annexation.*

- **CDD Planning Division:** City Council priority project.

Objective 4

Promote industrial and commercial development in areas with existing infrastructure that does not infringe on existing medium density residential areas.

4(a). *Revise the City's zoning ordinance to identify all permitted industrial uses by the Standard Industrial Code (SIC) classification system. Such a system will better enable the City to identify the range of desirable industries that may be appropriate within the existing industrial zoning classifications.*

- **CDD Planning Division: Consideration in 2009 – 10.**

4(b). *Allow new heavy industrial development consistent with the future land use map.*

- **CDD Planning Division: Ongoing recommendation.**

4(c). *Rezone additional parcels for industrial and commercial use consistent with the future land use map. This will accommodate the future demand for additional industrial and commercial development in suitable areas.*

- **CDD Planning Division: Ongoing recommendation.**

3 Transportation

Goal Statement

Achieve a system of safe, efficient, reliable, environmentally sound, and economically feasible transportation within Greenville.

Objective 1

Ensure that streets in new developments are properly designed, built, and maintained.

- 1(b). *Encourage the development of joint or shared driveways.*
- **PWD Engineering Division:** Ongoing enforcement of current driveway regulations. Evaluation of driveway access is an ongoing process. When possible, driveways are required to be a shared means of ingress/egress.
- 1(c). *Support implementation of Transportation Improvement Priorities projects and Greenville's Thoroughfare Plan.*
- **PWD Engineering Division: Ongoing.** This is ongoing. The Engineering Division of the Public Works Department, as the support staff for the Greenville Urban Area Metropolitan Planning Organization (MPO), works with the other local jurisdictions in the MPO to identify and support the transportation improvement projects that have been established as a priority for the Greenville Urban Area.
- 1(d). *Establish an ad hoc committee to review the current Thoroughfare Policy with the objective of requiring City participation in the cost of thoroughfare construction.*
- **PWD Engineering Division:** Although the committee has not been formed, the City, to move transportation construction projects forward, has participated in and is participating in projects for the betterment of the community.
- 1(e). *When consistent with State Department of Transportation road standards, incorporate the following transportation practices into the design of developments:*
- *Design the street network with multiple connections and relatively direct routes.*
 - **Recommend** removing relatively direct routes as this leads to "cut-through" traffic and is not recommended as part of proactive traffic calming measures. Item one recommended to be rewritten to read "relatively indirect routes."
 - *Space through-streets no more than a half mile apart or the equivalent route density in a curvilinear network.*
 - *Use traffic calming measures liberally.*
 - *Keep speeds on local streets down to 20 mph*
 - **add** "during the development process."

- *Keep speeds on arterials and collectors down to 35 mph (at least inside communities).*
 - *Keep local streets as narrow as possible.*
 - *Avoid using traffic signals wherever possible and always space them for good traffic progression.*
 - *Provide pedestrians and bicyclists with shortcuts and alternatives to travel along high-volume streets.*
 - *Eliminate right turns on red lights in high pedestrian areas.*
 - **Recommend** deletion of this item. This decreases the efficiency of a signalized intersection and staff has not identified any areas where conflicts have been a common occurrence.
 - *Require interconnection of commercial parking lots.*
 - **PWD Engineering Division, CDD Planning Division:** General ongoing recommendations concerning preliminary subdivision plats (P&Z approvals); enforcement of current driveway regulations, included as part of the current development review process.
- 1(f).** *Continue to submit proposals for road improvements to DOT for funding.*
- **PWD Engineering Division: Ongoing.**
- 1(g).** *Update the Thoroughfare Plan on a regular basis, approximately every two years. Update the Future Land Use Plan Map as necessary to reflect changes in the Thoroughfare Plan.*
- **PWD Engineering Division, CDD Planning Division: Ongoing.** The Greenville Urban Area MPO is in the process of developing a Comprehensive Transportation Plan (CTP) that will take the place of the Greenville Urban Area Thoroughfare Plan. It will be completed in 2009. The purpose of the CTP is to address all forms of transportation, sidewalk, bicycle, transit, vehicular, and rail.
- 1(h).** *Participate in a county-wide transportation planning effort.*
- **PWD Engineering Division, CDD Planning Division:** The Comprehensive Transportation Plan (CTP) for the Greenville Urban Area will extend into the county. Pitt County will be responsible for extending this plan into the areas beyond the boundaries of the MPO.
- 1(i).** *Discuss Tenth Street corridor concept plan.*
- **CDD Urban Development Division, PWD Engineering Division:** The Center City – West Greenville Revitalization Plan adopted March 2006; Tenth Street connector corridor plan U-3315 is a funded project with construction anticipated to begin in the near future. This project is scheduled to begin right-of way acquisition in 2011 with construction to start in 2013.
- 1(j).** *Implement the following projects using local sources if state assistance is not available:*

- *Link Farmville Boulevard to Tenth Street.*
 - **Project study underway**
- *Lane and intersection improvements West 5th Street to NC 43 West.*
- *Construct Brownlea Drive from Fourteenth Street to Tenth Street.*
- *Purchase right-of-way in anticipation of widening Fourteenth Street and Evans Street.*
State roads – DOT responsibility
- *Acquire property and participate in the design and construction of the Tenth Street/Farmville Boulevard connector between uptown, East Carolina University Core Campus, and medical area.*
- *Computerize and coordinate traffic signals through the signalization plan.*
 - **This project has been completed**
- *Construct a downtown parking garage.*
 - **CDD Urban Development Division, PWD Engineering Division:** The Center City – West Greenville Revitalization Plan adopted March 2006; Tenth Street connector corridor plan U-3315 is a funded project with construction anticipated to begin after 2013; parking garage discussion ongoing (private project dependent); Brownlea Drive R/W obtained by dedication and agreement, construction delayed pending funding.

- 1(k).** *Require major commercial development to provide areas for public transit stops and adequate sidewalks.*
 - **PWD Engineering Division:** For sidewalks, this is an ongoing process and included as part of the development review process. Public Transit Stops is for future consideration.

- 1(l).** *Promote existing City policy on sidewalk construction among neighborhood organizations, parks, and school systems.*
 - **PWD Engineering Division: Ongoing.**

- 1(m).** *Develop a sidewalk map of the City; consider adopting a sidewalk plan which assesses the need for sidewalks and describes specific sidewalk projects to be completed.*
 - **PWD Engineering Division:** This has been completed and is updated as new sidewalks are added.

- 1(n).** *Ensure that convenient pedestrian access is provided between adjacent new subdivisions.*
 - **PWD Engineering Division: Ongoing.** Included as part of the development review process.

- 1(o).** *Review the current Airport Land Use Plan. Update if necessary and evaluate action proposals. Implement proposals and develop new proposals determined to be consistent with the goals of the plan.*
- **Pitt – Greenville Airport Authority, CDD Planning Division: Future consideration.**
- 1(p).** *Encourage communication between commercial carriers and major businesses, the Pitt County Development Commission, and the Convention and Visitors' Bureau so that routing and scheduling of flights facilitates business travel.*
- **Pitt – Greenville Airport Authority, VCB, Pitt County Development Commission (PCDC): Ongoing.**
- 1(q).** *Explore possibilities for extending passenger service to Greenville when opportunities arise.*
- **Pitt – Greenville Airport Authority, VCB: Ongoing.**
- 1(r).** *Provide public transportation for senior citizens and handicapped.*
- **PWD Transit Division: Ongoing.** All GREAT bus are ADA accessible additionally PATS provides para-transit services. GREAT annually explores ability to expand service into additional areas. Expansion is based on available funding.
- 1(s).** *Improve rail service.*
- **PWD Engineering Division, City Manager's Office:** Relocation of the railroad switching yard to a remote location north of NC 903 per 2008 plan. The City has been working with NCDOT on projects to address this matter. Funding is included in the State Transportation Improvement Program for projects to relocate the railroad switching yard to a remote location north of NC 903 and the addition of a new Wye at the intersection of the CSXT and Carolina Coastal railroads. Greenville is included in the State's master plan for passenger rail service.
- 1(t).** *Investigate establishment of passenger rail service in Greenville.*
- **Manager's Office: Future consideration.**
-

Objective 2

Coordinate highway planning and improvements to ensure that adequate transportation is provided to existing, developing, and proposed activity centers and residential areas.

- 2(a).** *Develop a street classification system with design criteria and standards appropriate to each class. Develop and implement a collector street plan.*
- **PWD Engineering Division: Ongoing.** Included as part of the current development review process.

- 2(b).** *Provide corridor protection for new roads.*
- **PWD Engineering Division, CDD Planning Division: Ongoing.** Included as part of the current development review process.
- 2(c).** *Encourage the construction and preservation/protection of limited access corridors.*
- **PWD Engineering Division: Ongoing.** Included as part of the current development review process.
- 2(d).** *Map sidewalks, greenways, and bikeways.*
- **PWD Engineering Division, CDD Planning Division:** Mapping has been completed and is updated by PW as new sidewalks are added, greenway parcels mapped by CDD following final plat dedication of easements.

Objective 3

Reduce traffic congestion and safety problems.

- 3(a).** *Limit access from development along all roads and highways to provide safe ingress and egress.*
- **PWD Engineering Division, CDD Planning Division:** General ongoing recommendations concerning preliminary subdivision plats (P&Z approvals); enforcement of current driveway regulations.
- 3(b).** *Require reverse frontage lots within subdivisions to orient lots toward internal subdivision streets, not secondary roads and highways.*
- **CDD Planning Division, PWD Engineering Division:** Required per sections 9-5-98 (Double frontage lots) and 9-5-99 (Driveways; condition of lot access) of the subdivision regulations; reliance on current driveway regulations.
- 3(c).** *Where needed or necessary in commercially zoned areas, require the utilization of frontage roads or frontage service lanes along federal and state highways.*
- **CDD Planning Division, PWD Engineering Division:** Required per sections 9-5-98 (Double frontage lots) and 9-5-99 (Driveways; condition of lot access) of the subdivision regulations; reliance on current driveway regulations.
- 3(d).** *Require interconnected street systems for residential and non-residential development. Incorporate the connectivity requirements into the subdivision regulations.*
- **CDD Planning Division:** Subdivision street standards amended to include revised cul-de-sac (terminal street standards) in February 2006 (Ord. 06-13).
- 3(e).** *Require traffic impact studies for developments which generate large volumes of traffic.*

- **PWD Engineering Division: Ongoing.** Included as part of the current development review process.

3(f). *Concentrate amenities within and around neighborhoods.*

- **Nonspecific.**

3(g). *Require sidewalks and landscaping ([public] trees in particular) throughout the City and use sidewalks to connect all major activity centers within the City.*

- **PWD Engineering Division:** since 2000 the City has installed 11.2 miles of sidewalk. The City will apply for a grant to create a street tree master plan. Sidewalks required in conjunction with the extension of public streets in all subdivisions, provided however sidewalks are not required on short cul-de-sac and loop/connector streets.

3(h). *Support study of various transit systems in Greenville for possible consolidation.*

- **PWD Transit Division, PWD Engineering Division CDD Planning Division:** The transit system study was completed in 2003. ECU Transit and GREAT have formed a working group to improve coordination among the two systems. Intermodal Transportation Center properties identified and rezoned (to CD) to accommodate the proposed development in 2009.

4 Services & Facilities

Goal Statement

To provide adequate community services and facilities which meet the physical, economic, and environmental needs of Greenville's citizens, businesses, and industries.

Objective 1

Encourage the provision of public recreational facilities and areas.

- 1(a).** *Continue to update the Parks and Recreation Master Plan which addresses active recreational facilities and passive recreation such as open space and greenways, and support future parks and recreation projects.*
 - **R&PD:** Plan preparation and scheduled for City Council consideration in 2008.

- 1(b).** *Continually repair, replace, and upgrade existing recreational facilities and equipment.*
 - **R&PD: Ongoing**

- 1(c).** *Coordinate the development of recreational facilities with the school system.*
 - **R&PD: Ongoing.** Parks and Recreation Master Plan adopted 2008.

- 1(d).** *Revise the Greenville Subdivision Regulations to incorporate provisions to require the dedication of public park property and/or open space. This may include a provision for payment in lieu of dedication if approved by the City.*
 - **CDD Planning Division, R&PD:** Draft ordinance prepared (2005) and updated (2008) for consideration following City Council adoption of the 2008 Parks and Recreation Master Plan.

- 1(e).** *Support recreational facilities development to the National Recreation Standards.*
 - **CDD Planning Division, R&PD:** Draft ordinance prepared (2005) and updated (2008) for consideration following City Council adoption of the 2008 Parks and Recreation Master Plan.

- 1(f).** *Institute an urban forestry program within the park system.*
 - **R&PD, PWD:** The PWD Building and Grounds Division will be applying for a grant to develop a street tree and public property tree master plan. This plan will be executed as funding is available.

- 1(g).** *Consider impact fees for financing parks and open space.*

- **CDD Planning Division, R&PD:** Draft ordinance prepared (2005) and updated (2008) for consideration following City Council adoption of the 2008 Parks and Recreation Master Plan.

1(h). *Cleanup old landfill and build a park on the site with a greenway system to connect to it.*

- **R&PD, PWD:** Recreation and Parks will need to determine if the old landfill's location supports the needs of the park system. If so then State and Federal regulations would have to be evaluated to see if would be feasible and permitted. The construction of the South Tar River Greenway which will run near the site is to begin in the Spring of 2009.

Objective 2

Provide for the safe disposal of solid wastes.

2(a). *Support the concept of a statewide "bottle bill" (mandatory deposit law).*

- **PWD:** This is a city policy that must be considered, supported, and approved by the City Council.

2(b). *Greenville will support the following solid waste related actions:*

- *Establish an antifreeze collection site.*
 - **Future consideration**
- *Actively encourage grass cycling with compost display.*
 - **Future consideration**
- *Develop an office paper recycling program for all City-owned buildings.*
 - **Completed. Ongoing Project - All City offices have a recycling basket.**
- *Actively encourage recycling by residents, schools, government offices, and industry.*
 - **Ongoing Project – Keep Greenville Beautiful is focusing on educating children in school.**
- *Develop a "Swap Shop" area for used materials.*
 - **County had one but eliminated it due to problems**
- *Consider assessing fees for individuals and businesses that do not recycle.*
 - **Included in the recycling study that is presently under development for the City Council; PWD Sanitation Division: Ongoing.** City Council presentation in May and June 2009. Amounts included in 2009/10 budget for educating the public regarding recycling.

2(c). *Publicize the availability of free compost at the old City landfill.*

- **PWD:** The City does not provide free compost anymore.

2(d). *Encourage collection site for recycling of cell phones, computers, and other household hazardous waste.*

- **PWD:** Residents can drop off e-waste at County's Allen Road transfer station whenever it is open. Additionally the County runs an e-waste collection "drive" once a year. City and County participate in a household hazardous waste collection event once a year when there is funding available. The local agricultural extension office in conjunction with "spring clean up" holds a pesticide collection event.

Objective 3

To effectively manage Greenville's investment in existing and proposed community facilities and services.

3(a). *Consider an adequate public facilities ordinance.*

- **PWD, GUC: Future consideration.**

3(b). *Develop a specific capital improvements plan (CIP) with emphasis placed on services and facilities which affect growth and development.*

- **FS: Ongoing.**

3(c). *Provide the Pitt County Board of Education with locational information on all residential development.*

- **CDD Planning Division, Information Technology Department (ITD): Ongoing.** In process (2007) of upgrading the e-mail capability in order to facilitate the transmission of electronic data (development data and maps) to the Board of Education, utilizing FTP system in the interim. All building Permit information is available via the City's web page. An addressing layer is available via the City's web page that shows all structure/lot addresses in the City.

Objective 4

Provide sufficient emergency services to all residents.

4(a). *Continue to include representatives of all emergency service providers in the subdivision development review process.*

- **CDD Planning Division: Ongoing.**

4(b). *Require that all necessary firefighting infrastructure capability and capacity be provided in new subdivisions and developments.*

- **CDD Planning Division, GUC W/S Department: Ongoing per code requirements.**

- 4(c). *Provide sufficient emergency management personnel and facilities to adequately serve the projected population growth.*
 - **PD, FD: Ongoing, budget recommendations.**

- 4(d). *Coordinate City/County law enforcement activities in order to establish cost effective operations.*
 - **PD: Ongoing.**

- 4(e). *Continue to support the Police Department's crime prevention programs and Crime Stoppers program.*
 - **PD: Ongoing.**

- 4(f). *Continue to support the Police Department's Community Watch neighborhood programs.*
 - **PD: Ongoing.**

Objective 5

Provide sufficient water, sewer, and electric service to promote economic development and to alleviate public health problems created by the absence of public water and sewer services.

- 5(a). *To encourage industrial development, provide water and sewer services to identified industrial areas.*
 - **Pitt County Development Commission, GUC W/S Department, CDD Planning Division: Ongoing.**

- 5(b). *Utilize the master water and sewer plan(s) as a guide to establishing service and funding priorities for developing industrial areas.*
 - **Pitt County Development Commission, GUC W/S Department, CDD Planning Division: Ongoing.**

- 5(c). *In concert with this Comprehensive Plan, utilize the master water and sewer plan(s) to guide new industrial development.*
 - **Pitt County Development Commission, GUC W/S Department, CDD Planning Division: Ongoing.**

- 5(d). *Continue to work with GUC to review present, short-range, and long-range plans.*
 - **GUC W/S Department, CDD Planning Division: Ongoing.**

- 5(e). *Continue to support and participate in the Tar-Pamlico River Basin Association's study to protect water quality in the Tar River.*

- **PWD:** As part of its Stormwater Management Program, the City has adopted requirements that address this matter.

5(f). *Secure weatherization subsidies.*

- **CDD Housing Division, GUC Energy Services Division: Ongoing.**

5(g). *Promote energy conservation.*

- **CDD Housing Division, GUC:** The City incorporates energy efficient construction techniques and systems into newly developed affordable homes and rehabilitation projects. City and GUC sponsored 2008 Homeownership Education Series, Year Round Energy Savings Tips/Home Maintenance 101.

5(h). *Support the Neuse Basin-wide Water Quality Management Plan.*

- **PWD Engineering Division:** As part of its Stormwater Management Program, the City has adopted requirements that address that meet the requirements of the Tar-Pamlico River Basin Rules, which also address the Neuse River Basin Requirements.

5 Economic Development

Goal Statement

To provide a healthy, diversified, expanding economy that provides jobs for all of Greenville's residents in a truly livable setting.

Objective 1

Create conditions favorable for healthy economic expansion in the area.

- 1(a).** *Provide industrial sites with adequate utility services in competitive locations to service prospective industries.*
- **GUC: Ongoing.**

Objective 2

Attract new business and industry that strengthens Greenville's role as a regional center.

- 2(a).** *Facilitate the preparation of a marketing strategy to entice new businesses, health care providers, and research and development activities; promote the public school systems as part of that strategy.*
- **CDD Urban Development Division: Ongoing.**
- 2(b).** *Encourage rehabilitation and reuse of commercial/industrial buildings.*
- **CDD Urban Development Division: Ongoing.** Redevelopment Commission and Historic Preservation Commission priority.
- 2(c).** *Market and promote historic areas as a part of Greenville's economic strategy.*
- **CDD Urban Development Division, HPC: Ongoing.** Redevelopment Commission and Historic Preservation Commission priority.
- 2(d).** *Centralize and consolidate parking in downtown so that convenient parking serves the short-term, non-employee market. Consider ways of financing a parking garage or deck downtown.*
- **PWD Engineering Division, CDD Urban Development Division:** The evaluation of available public parking in the downtown area is an ongoing process. A downtown parking study was completed in 2004 and identified that the downtown area had sufficient available public parking. The report also indicated that a parking deck may be needed to meet the future demands. Parking Decks have been included as part of the City's Capital Improvement Program, but have not been funded at this time.
- 2(e).** *Encourage expansion of medical capacity.*

- **Unspecified.** Adopted Medical District Area Plan 2008.

2(f). *Encourage development of broad-band infrastructure.*

- **Ongoing Project** - An Uptown free public wireless Wi-Fi system is in place. All City facilities have free public wireless Wi-Fi access.

6 Natural Environment

Goal Statement

To protect and preserve sensitive environmental areas and natural resources, including:

- *Protecting water resources.*
- *Management of stormwater discharge.*
- *Preservation of wetlands and floodplains.*
- *Protection of air quality.*
- *Requiring environmentally sound disposal of solid waste including hazardous materials.*

Objective 1

Protect floodplains from undesirable development.

- 1(a).** *Adopt regulations to provide for conservation of open space, and encourage recreational, agricultural, or other low-intensity uses within the floodplain.*
 - **CDD Planning Division, R&PD:** Draft ordinance prepared (2005) and updated (2008) for consideration following City Council adoption of the 2008 Parks and Recreation Master Plan.

- 1(b).** *Prohibit installation of underground storage tanks in the 100-year floodplain.*
 - **PWD Engineering Division:** The City has adopted regulations as part of its Flood Damage Prevention Ordinance that addresses this matter.

- 1(c).** *Discourage improvements of any kind in undisturbed areas within the 100-year floodplain. These areas should be designated for open space corridors, greenways, and other low-intensity uses.*
 - **PWD Engineering Division:** In developments that may be affected by the 100-year floodplain and/or are located within area for a designated greenway, the developer typically identifies these areas for open space corridors, greenways, and other low-intensity uses.

- 1(d).** *Prohibit the development of any industry within the 100-year floodplain that may pose a risk to public health and safety. Such industries may include but not be limited to: chemical refining and processing, petroleum refining and processing, hazardous material processing, or storage facilities.*
 - **PWD Engineering Division, CDD Planning Division:** The City has adopted regulations as part of its Flood Damage Prevention Ordinance that addresses this matter.

Objective 2

Preserve large wetland areas (greater than one acre) in a natural state to protect their environmental value.

- 2(a).** *Coordinate all development review with the appropriate office of the U.S. Army Corps of Engineers and the Soil Conservation Service.*
 - **PWD Engineering Division:** When applicable, a development is required to coordinate matters with other governmental agencies. such as the U.S. Army Corps of Engineers.

- 2(b).** *Require that wetland areas be surveyed and delineated on all preliminary and final subdivision plats.*
 - **PWD Engineering Division, CDD Planning Division: Ongoing.** Included as part of the development review process.

- 2(c).** *Make wetlands acquisition a priority in future expansions of Greenville's parks and recreation areas.*
 - **R&PD:** Parks and Recreation Master Plan approved in 2008.

- 2(d).** *Encourage cluster development in order to protect sensitive natural areas.*
 - **CDD Planning Division: Ongoing recommendation.**

Objective 3

Reduce soil erosion, runoff, and sedimentation to reduce adverse effects on surface and subsurface water quality, natural river systems, and private property.

- 3(a).** *Revise stormwater regulations so the stormwater runoff controls are required for projects draining to floodprone areas.*
 - **PWD Engineering Division: Ongoing.** Included as part of the development review process.

- 3(b).** *Greenville will support control of forestry runoff through implementation of "Forestry Best Management Practices" as provided by the North Carolina Division of Forest Resources.*
 - **PWD Engineering Division:** Parcels of land within the City's ETJ that are logged are also required to meet the requirements of all applicable state and federal requirements.

- 3(c).** *Greenville will support control of agricultural runoff through implementation of Natural Resources Conservation Service "Best Management Practices" program and the North Carolina Agricultural Cost Share Program.*

- **PWD Engineering Division:** Developments with the City's jurisdiction are required to meet the City's Stormwater Management Program, which include the utilization of the North Carolina Best Management Design Manual for addressing nutrient reduction and run-off control.
- 3(d).** *Revise the erosion and sedimentation control ordinance to prohibit grading on non-buildable areas of development sites.*
- **PWD Engineering Division:** The Sedimentation and Erosion Control Ordinance requires a developer or property owner to obtain a land disturbing permit prior to performing any grading. For areas that have been determined to non-buildable, such as riparian buffers, wetlands, and floodways, the developer cannot disturb these areas unless there is a specific that must be approved. These uses can include the installation of a sanitary sewer main or a stream crossing for a new road. These uses must be approved by the appropriate State and Federal agencies.
- 3(e).** *Greenville will pursue clean water grants.*
- **PWD Engineering Division: Ongoing.** The availability of grants and their uses have been limited in the recent years.
- 3(f).** *Encourage citizen water quality monitoring.*
- **PWD Engineering Division: Ongoing.** Public education and public involvement are two components of the City's Stormwater Management Program.

Objective 4

Protect Greenville's surface and ground water resources.

- 4(a).** *Greenville will coordinate the regulation of underground storage tanks with the North Carolina Division of Water Quality. Greenville will support 15A NCAC 2N, Sections .0100-.0800, which includes the criteria and standards applicable to underground storage tanks.*
- **PWD Engineering Division: Ongoing.** Matters regarding underground storage tanks (UST) are handled through the State.
- 4(b).** *Greenville will conserve its surficial groundwater resources by supporting NC Division of Water Quality stormwater run-off regulations and by coordinating local development activities involving chemical storage or underground storage tank installation/abandonment with Greenville Emergency Management personnel and the Groundwater Section of the North Carolina Division of Water Quality. The City will plan for an adequate long-range water supply. Public and private water conservation efforts will be encouraged.*
- **PWD Engineering Division: Ongoing.** The City's Flood Damage Prevention Ordinance and Stormwater Management Program address both of these matters. The Greenville Utility Commission is also looking at measures to plan for an adequate long-range water supply.

- 4(c).** *Greenville wishes to reduce the number of point source pollution discharges within the City. The City supports more effective monitoring of the operation of existing package treatment plants by the state. DENR should be encouraged to ensure proper operation. This policy shall not prohibit the discharge of waste into constructed wetlands. Package treatment plants serve smaller populations that are not connected to municipal water and sewer mains and are restricted to 100% domestic waste. If any sewage package plants are approved by the state, Greenville supports the requirement of a specific contingency plan specifying how ongoing private operation and maintenance of the plant will be provided, and detailing provisions for assumption of the plant into a public system should the private operation fail. Operational plans should also address elimination of package treatment plants when the system owner elects to connect to a central sewer system.*
- **GUC W/S Department: Ongoing.**
- 4(d).** *Greenville should consider policies supporting the use of gray water for irrigation.*
- **GUC W/S Department, PWD Engineering Division: Ongoing.**
- 4(e).** *Maintain an inventory of all large and small generators of hazardous waste.*
- **FD, PWD Sanitation Division: Ongoing.**
- 4(f).** *Conduct an annual household hazardous waste collection day.*
- **PWD Sanitation Division:** Future consideration – City and County participate in a household hazardous waste collection event once a year when there is funding available.
- 4(g).** *Develop a system for locating and mapping all commercial and residential underground storage tanks (USTs) within Greenville and the ETJ.*
- **FD, PWD Sanitation Division:** This is a matter that is handled by the State. The City does not have any direct jurisdiction of USTs.
- 4(h).** *Promote regulation of hazardous materials in floodplain areas.*
- **PWD Engineering Division:** The City's Flood Damage Prevention Ordinance includes requirements to address the storage of hazardous materials in floodplain areas.

Objective 5

Protect Greenville's fragile areas from inappropriate, unplanned, or poorly planned development.

- 5(a).** *Through implementation of the Greenville Zoning Ordinance, limit land uses in the vicinity of historic sites and natural heritage areas to compatible land uses.*
- **CDD Planning Division: Ongoing recommendation**

- 5(b).** *Greenville will coordinate all housing code enforcement/redevelopment projects/public works projects with the NC Division of Archives and History to ensure the preservation and identification of significant historic structures and archeological sites.*
- **CDD Urban Development Division, CDD Planning Division, PWD Engineering Division: Ongoing.** As projects are developed, the identification of structures and sites of this nature are part of the project development and addressed accordingly.
- 5(c).** *Preserve threatened and endangered species habitats through preservation of significant wetlands and other sensitive areas.*
- **PWD Engineering Division: Ongoing.** As projects are developed, areas of this nature are part of the project development and addressed accordingly.

Objective 6

Protect the City's air quality.

- 6(a).** *Assess air quality impacts of new and proposed developments that generate increased automobile activity, such as parking decks, shopping centers, and new thoroughfares.*
- **PWD Engineering Division: Ongoing.** As projects are developed, areas of this nature are part of the project development and addressed accordingly.
- 6(b).** *Implement programs to reduce automobile emissions through the encouragement of more efficient use of private vehicles, increased public transit and bicycle travel, and site planning to reduce automobile travel to housing, employment, and community centers.*
- **PWD Engineering Division: Ongoing.** As projects are developed, areas of this nature are part of the project development and addressed accordingly.
- 6(c).** *Support an increase in vehicle registration fees to be dedicated to state air quality programs.*
- **PWD Engineering Division:** This is a city policy that must be considered, supported, and approved by the City Council.
- 6(d).** *Support the inclusion of auto emissions testing into the motor vehicle licensing and inspections program.*
- **PWD Engineering Division:** This program has been adopted by the state and is in the process of being implemented.

7 Administration

Goal Statement

Accomplish effective implementation of the Comprehensive Plan.

Objective 1

Establish effective citizen/public participation in the Greenville planning process.

- 1(a). *Advertise all meetings of the Greenville Planning and Zoning Commission and Board of Adjustment through newspaper advertisements and public service announcements.*
 - **CDD Planning Division: Ongoing.**

- 1(b). *Ensure that the membership of all planning related boards, commissions, and ad hoc/advisory committees is a broad cross section of Greenville's citizenry.*
 - **City Clerk, Manager's Office: Ongoing.**

- 1(c). *Conduct annual training sessions for the Greenville Planning and Zoning Commission and Board of Adjustment.*
 - **CDD Planning Division: Ongoing.**

- 1(d). *Establish and maintain Departmental web sites.*
 - **All Departments: Ongoing.** An Intranet has been established for all City Departments. The City's Internet site continues to be updated on a recurring basis.

Objective 2

Improve rezoning actions/deliberations.

- 2(a). *In considering rezoning requests, the City should not depart from the Future Land Use Map without first amending the map and considering the impact of such amendments to the entire map and comprehensive plan.*
 - **CDD Planning Division: Ongoing.**

- 2(b). *In deciding whether to approve an amendment to the official zoning map of the City of Greenville, the Planning and Zoning Commission and the City Council shall consider the following factors:*
 - *Conformance of the proposed map amendment with the City of Greenville Land Use Plan Map and the text of the comprehensive plan;*

- *Compatibility of the proposed map amendment with surrounding zoning patterns;*
- *Compatibility of the proposed map amendment and the range of uses permitted in the requested zoning classification with existing and future adjacent and area land uses;*
- *Impact of the proposed map amendment on area streets and thoroughfares; and*
- *Other factors which advance the public health, safety, and welfare and the specific purposes stated in Section 9-4-2 of the Greenville City Code.*
 - **CDD Planning Division: Ongoing**, zoning ordinance requirement per section 9-4-333.1 (Ord. 97-82).

Objective 3

Improve Greenville's internal planning capability.

- 3(a).** *At a minimum, update the Horizons Plan and implementation process every five years or at any time that annual population growth exceeds five percent (5%) in two consecutive calendar years.*
 - **CDD Planning Division:** Scheduled five (5) year review/update process begun in with Fall 2008 - anticipated consideration by the P&Z in Fall 2009 and City Council in Spring 2010.

- 3(b).** *Maintain and improve an effective method of tracking permit approvals, subdivision approvals, and zoning changes.*
 - **CDD Planning Division, PWD Inspections Division:** Subdivision, rezoning, future land use plan map and special use permit approvals currently mapped into the city's GIS system, including case attributes.

- 3(d).** *In concert with the Planning and Zoning Commission, the Planning Division staff shall prepare an annual report assessing the effectiveness of plan implementation. This report shall be presented to the Planning and Zoning Commission and City Council.*
 - **CCD Planning Division:** Ongoing. Staff has compiled a record by year of future land use plan map and zoning map amendments to include a data field specifying staff's opinion of individual requests compliance with the comprehensive plan recommendation.

- 3(e).** *Review and revise the fee structure for planning and building inspections fees/permits.*
 - **CCD Planning Division, PWD Inspections Division:** Ongoing at the time of annual budget consideration.

8 Vision Areas

A – Northwest

- A1.** Review the Airport Land Use Plan and implement appropriate land use recommendations.
- **Pitt – Greenville Airport Authority, CDD Planning Division: Future consideration.**
- A2.** Retain open space character along Northwest Loop, agricultural and recreational uses are appropriate. Develop additional vegetation and screening requirements for corridor.
- **CDD Planning Division: Ongoing recommendation. Future consideration** concerning additional vegetation and screening requirements.
- A3.** Prohibit additional commercial use of land within the “Greenville Industrial Area” on lots or tracts located outside of commercial zoning districts. Specifically, special use permits for mobile home sales shall not be permitted within the “Greenville Industrial Area” on lots or tracts which are zoned to an industrial classification.
- **CDD Planning Division: Ongoing recommendation.**
- A4.** Restrict additional mobile home park development to R6MH (mobile home) zones.
- **CDD Planning Division: Ongoing recommendation.**
- A5.** Prohibit additional commercial uses on tracts or lots located outside of commercial zoning districts everywhere in the planning region (example: no special use permits for fast food restaurants should be approved by the Board of Adjustment in OR zones).
- **CDD Planning Division: Ongoing recommendation.**
- A6.** Do not issue special use permits for office uses in the recognized industrial district as shown on the map entitled “Greenville Industrial Area” dated January 9, 1992, as amended.
- **CDD Planning Division: Ongoing recommendation.**
- A7.** Prohibit special uses which would further land use inconsistencies in areas where current zoning is not consistent with the Land Use Plan Map.
- **CDD Planning Division: Ongoing recommendation.**
- A8.** Consider adopting an airport overlay zone (i.e., areas within ½ mile of the 65 Ldn contour); require aviation easements as a condition of approval for all special use permits and subdivision plats; provide notice to all applicants for building permits that area may be subject to aircraft overflight; provide similar notice on all subdivision plats.
- **Pitt – Greenville Airport Authority, CDD Planning Division: Future consideration.**

- A9.** *Develop a community center on the north side of the Tar River.*
- **R&PD:** Greenfield Terrace Park Community Center completed 2005 on parcels 29683 and 68068 (25 acres) and Boys and Girls Club completed in 2007 on parcel 71720 (10 acres).
- A10.** *Provide an area for basketball play and other recreational activities which will not have negative impacts on adjacent residents.*
- **R&PD:** Greenfield Terrace Park Community Center completed 2005 on parcels 29683 and 68068 (25 acres) and Boys and Girls Club completed in 2007 on parcel 71720 (10 acres).
- A11.** *Devise a landscape plan for the Memorial Drive corridor.*
- **PWD Engineering Division:** Ongoing project (partial) – the Public Works Department worked with NCDOT in the development and maintenance of a landscape plan for the Memorial Drive Corridor. Presently most areas available for landscaping are already landscaped.
- A12.** *Encourage improvements in mobile home parks including drainage improvements, street lights, street paving, and removal of abandoned vehicles.*
- **PWD Engineering Division: Future project.**
- A13.** *Continue to monitor transit needs of area residents; extend transit service when necessary; give special attention to concentrations of people where transit needs may be greatest.*
- **PWD Transit Division:** Transit service expansion occurs in areas of greatest needs as budget permits.
- A14.** *Facilitate transit service (public and private) to Airport.*
- **PWD Transit Division:** The Airport is presently served by GREAT's bus route 4.
- A15.** *Develop a greenway trail along the north side of the Tar River. Designate Parker Creek and Johnson's Mill Run as greenway corridors.*
- **PWD Engineering Division, CDD Planning Division: Future project.** Parkers Creek is designated as a greenway corridor on the 2004 Greenway Master Plan. Johnson's Mill Run under consideration for future designation.
- A16.** *Discourage tree clearance in the floodplain adjacent to the Airport except as required by Federal regulations.*
- **Pitt – Greenville Airport Authority: Ongoing.**
- A17.** *Acquire additional land for West Meadowbrook Park as opportunities arise.*
- **R&PD:** Parks and Recreation Master Plan adopted in 2008.

- A18.** *Develop additional facilities at West Meadowbrook Park as permitted by budget.*
- **R&PD:** Parks and Recreation Master Plan adopted in 2008.
- A19.** *Obtain open space and conservation areas in support of the water supply watershed overlay zone goals and objectives.*
- **CDD Planning Division:** Ongoing enforcement of water supply watershed overlay zone requirements; ongoing recommendation of single-family cluster development option.

B – Northeast

- B1.** *Expand public transit between population centers and employment areas.*
- **PWD Transit Division:** Transit service expansion occurs in areas of greatest need as the budget permits.
- B2.** *Rebuild science and nature center to create additional recreation.*
- **R&PD: Completed.**
- B3.** *Link River Park North with other City park facilities via a greenway trail.*
- **PWD Engineering Division:** The Parker's Creek greenway has been included in the City's Capital Improvement Program. Parker's Creek Greenway improvements planned for in 2008.
- B4.** *Encourage new industry and support businesses in the recognized industrial area.*
- **Pitt County Development Commission: Ongoing.**
- B5.** *Develop a greenway along Parkers Creek.*
- **PWD Engineering Division:** The Parker's Creek Greenway has been included in the City's Capital Improvement Program. Parker's Creek Greenway improvements planned for in 2008.
- B6.** *Protect and preserve the swamp forest along the Tar River across from the Town Common.*
- **PWD Engineering Division, P&PD:** Parcel 28893 (297 acres) and parcel 19070 (114 acres) have been acquired by the City of Greenville which represents the majority of the north Tar River frontage between the Pitt Street bridge and the US 264A bridge.
- B7.** *Discourage mobile home development within and adjacent to industrial area sites.*
- **CDD Planning Division: Ongoing recommendation.**
- B8.** *Extend the ETJ along US 264 East to control development.*

- **CDD Planning Division:** ETJ extension report and request presented to the Pitt County Planning Board and Board of Commissioners per the Memorandum of Understanding, Bethel Sewer Project (Contract No. 916) 1997, and the Interlocal Agreement (Contract No. 978) in 2005 – denied by Pitt County. City of Greenville staff and Town of Winterville staff have met to discuss a mutual ETJ extension interest and future request to the County Commissioners.

B9. *Prohibit additional commercial use of land within the “Greenville Industrial Area” on lots or tracts located outside of commercial zoning districts. Specifically, special use permits for mobile home sales shall not be permitted within the “Greenville Industrial Area” on lots or tracts which are zoned to an industrial classification.*

- **CDD Planning Division: Ongoing recommendation.**

B10. *Implement Flood Land Reuse Plans.*

- **CDD Planning Division: Ongoing.**

C – East

C1. *Develop additional educational and public recreational facilities and opportunities.*

- **R&PD:** Parks and Recreation Master Plan adopted in 2008.

C2. *Annex urbanized areas when feasible.*

- **CDD Planning Division:** The River Hill Subdivision and Area was annexed pursuant to the standards and services statute (involuntary petition) in 2007 with an effective date of July 2008; the City and GUC maintain a priority list and map of adjacent urbanized areas for future consideration of annexation – each area dependent on budgetary considerations including availability of sanitary sewer services. The map illustrating areas for future consideration of annexation is adopted by City Council every 2 years per State standards.

C3. *Develop a greenway along Bells Branch, Meetinghouse Branch, and Hardee Creek.*

- **PWD Engineering Division:** Future projects in accordance with the 2004 Greenway Master Plan.

C4. *Maintain open space and residential character of York Road; cluster development preferred as option for residential development to preserve open space vistas along road.*

- **CDD Planning Division: Ongoing recommendation.**

C5. *Develop additional vegetation and screening requirements along Highway 43 corridor.*

- **CDD Planning Division: Future consideration.**

- C6.** *Plant canopy trees along NC 43 as part of planned road widening project; include canopy trees as part of any future NC 43 improvement projects.*
- **PWD Engineering Division:** NC Hwy-43 improvement project construction began in 2009.
- C7.** *Restrict development north and south of Fire Tower Road to residential uses, outside focus areas.*
- **CDD Planning Division:** Ongoing recommendation.
- C8.** *Prohibit additional commercial zoning on NC 43 corridor between Oakmont Plaza and Turnbury Drive.*
- **CDD Planning Division:** Ongoing recommendation.
- C9.** *Prohibit additional commercial uses on tracts or lots located outside of commercial zoning districts in the NC 43, Arlington Boulevard, Fire Tower Road corridors (example: no special use permits for fast food restaurants should be approved by the Board of Adjustment in OR zones).*
- **CDD Planning Division:** Ongoing recommendation.
- C10.** *Develop sidewalks along both sides of NC 43 between Red Banks Road and Bells Fork Road; develop sidewalks along both sides of Arlington Boulevard between Red Banks Road and Fire Tower Road; add sidewalks on Fire Tower Road.*
- **PWD Engineering Division: Future projects.** The City is developing sidewalk construction projects to add sidewalk along the east side of Arlington Boulevard between Red Banks Road and Fire Tower Road. The City is participating in NCDOT's Fire Tower Road Widening Project that includes the addition of sidewalks along both sides from Corey Road to Memorial Drive. See also current sidewalk improvement plan.

D – South

- D1.** *Expand the ETJ to encompass developing areas south of Fire Tower Road in accordance with joint Greenville-Winterville-County agreement. [Extended to include all areas]*
- **CDD Planning Division:** City Council goals 2008 – Staff has develop a parcel level map that illustrates the maximum extent of ETJ extension allowed by state statute for City Council evaluation – draft map completed June 2008; establishment of an ETJ Extension Committee; including 2 Greenville City Council Members, Greenville City Manager, GUC Manager, GUC Board Chair, 2 Winterville Town Council Members, and Winterville Town Manager, for the purpose of developing an ETJ extension priority list for both Greenville and Winterville; ETJ Extension Committee to present ETJ extension priorities and recommended action to the Greenville City Council and Winterville Town Council; ETJ Extension Committee to present ETJ extension requests to the Pitt County Board of Commissioners at a future date.

- D2.** *Discourage industrial expansion. Encourage relocation of existing industrial uses to industrial park area.*
- **Pitt County Development Commission: Ongoing.**
- D3.** *Establish a joint Winterville-Greenville-County land development plan/policy.*
- **CDD Planning Division:** Joint agreement between Greenville, Winterville and GUC concerning a utility service and annexation boundary was executed in December 2006 following 1 ½ years of by-monthly committee meetings. See: D1 above.
- D4.** *Encourage in-fill development, smart growth and redevelopment within existing commercial areas.*
- **CDD Planning Division, CDD Urban Development Division: Ongoing recommendation**
- D5.** *Plan for the development of a City park in the Arlington Boulevard extension area.*
- **R&PD:** Parks and Recreation Master Plan adopted in 2008.
- D6.** *Develop a greenway along Fork Swamp.*
- **PWD Engineering Division:** The Fork Swamp Greenway priority level designation was upgrade from “future” to level “C” (Res. 05-83) and is scheduled for improvement FY2008-09.
- D7.** *Encourage tree planting along Greenville Boulevard and in adjacent parking lots.*
- **CDD Planning Division, PWD Engineering Division: Ongoing.** Street tree planting and parking lot vegetation required at the time of site development per existing ordinance.
- D8.** *Restrict development north and south of Fire Tower Road to residential uses, outside focus areas.*
- **CDD Planning Division: Ongoing recommendation.**
- D9.** *Limit additional commercial zoning at Cannons Crossroads; allow additional office/institutional development at focus areas where appropriate.*
- **CDD Planning Division: Ongoing recommendation**
- D10.** *Maintain Evans Street as a residential corridor from Martinsborough Road south to Fire Tower Road.*
- **CDD Planning Division: Ongoing recommendation.**
- D11.** *Prohibit additional commercial zoning on NC 43 corridor between Oakmont Plaza and Turnbury Drive.*

- **CDD Planning Division: Ongoing recommendation.**

- D12.** *Prohibit additional commercial zoning on Arlington Boulevard corridor between Red Banks Road and Turnbury Drive.*
 - **CDD Planning Division: Ongoing recommendation.**

- D13.** *Prohibit additional commercial uses on tracts or lots located outside of commercial zoning districts in the NC 43, Arlington Boulevard, Fire Tower Road corridors (example: no special use permits for fast food restaurants should be approved by the Board of Adjustment in OR zones).*
 - **CDD Planning Division: Ongoing recommendation.**

- D14.** *Plant canopy trees along NC 43 as part of planned road widening project; include canopy trees as part of any future NC 43 improvement projects.*
 - **PWD Engineering Division:** Landscaping in the median is proposed as part of NCDOT's NC43 Improvement Project, Part A. Canopy Trees along the outer edges of the right-of-way will be a future project.

- D15.** *Develop pedestrian connections between sites within the Arlington Boulevard/ Highway 43/Fire Tower Road focus area; it should not be necessary to drive between uses within the focus area.*
 - **PWD Engineering Division: Future projects.**

- D16.** *Develop pedestrian and bicycle connections between residential areas and between residential and nonresidential areas.*
 - **PWD Engineering Division: Ongoing.** Included as part of the development review process. The MPO is also developing a bike and pedestrian master plan.

- D17.** *Extend GREAT service to the focus areas as development warrants.*
 - **PWD Transit Division:** Transit service expansion occurs in areas of greatest needs as budget permits.

- D18.** *Plan for the development of one or more bus shelters at the major focus areas.*
 - **PWD Transit Division:** New bus shelters are planned for areas with high rider-ship.

- D19.** *Consider developing a park and ride facility within the southern portion of the planning region.*
 - **PWD Transit Division:** Future consideration – park and ride facilities are considered during planning for expansion of the transit system. ECU currently provides a student park and ride lot on west Dickinson Avenue south of the Medical Area.

E – Southwest

- E1.** *Plan for the establishment of a public park.*
- **R&PD:** Parks and Recreation Master Plan adopted in 2008.
- E2.** *Coordinate joint Winterville-Greenville-County land development planning.*
- **CDD Planning Division:** Joint agreement between Greenville, Winterville and GUC concerning a utility service and annexation boundary was executed in December 2006 following 1 ½ years of by-monthly committee meetings. See D1 above.
- E3.** *Develop a greenway along Swift Creek and Gum Swamp.*
- **PWD Engineering Division:** Future project per the 2004 Greenway Master Plan.
- E4.** *Facilitate a connector/collector road between Memorial Drive and Evans Street in the area south of Westhaven Subdivision.*
- **PWD Engineering Division:** Thoroughfare Plan amended (2005) to include the proposed connector as a minor thoroughfare; R/W acquired and planned for construction in conjunction with approved subdivision development plans. In November of 2004, the citizens of Greenville approved a bond referendum that included funding for the Thomas Langston Road Extension Project, which will provide a connection between Memorial Drive and Evans Street. The design of this project is nearly complete. It will be constructed in two phases. The first phase constructing a segment beginning at a point located west of the CSXT railroad to Memorial Drive. The second phase will involve constructing the remaining portion to Evans Boulevard and the railroad crossing. The City is working with CSXT and NCDOT on the proposed railroad crossing.
- E5.** *Discourage industrial expansion. Encourage relocation of existing industrial uses to industrial park area.*
- **Pitt County Development Commission:** **Ongoing recommendation.**

F – West

- F1.** *Protect the rural character of US 13 (Dickinson Avenue Extension) east of Allen Road to Arlington Boulevard.*
- **CDD Planning Division:** **Ongoing recommendation.**
- F2.** *Protect the green, low density residential character of NC 43 west of B's Barbecue Road.*
- **CDD Planning Division:** **Ongoing recommendation.**
- F3.** *Improve vehicular and transit access to and through the Medical District; link downtown and the University Medical Center via improved transit and vehicular access.*
- **CDD Urban Development Division, PWD Engineering Division:** The Center City – West Greenville Revitalization Plan adopted March 2006; Tenth Street connector

corridor plan U-3315 is a funded project with construction anticipated to begin after 2011. The City of Greenville, the East Carolina University, and the Pitt County Memorial Hospital have committed funds to the design and right-of-way acquisition for the Tenth Street Connector Project. This project will assist to address access to this area. It is scheduled to begin right-of way acquisition in 2011 with constructing to begin in 2013. NCDOT will be responsible for constructing the Tenth Street Connector Project. The Arlington Boulevard Extension Project has been completed, which has improved vehicular and transit access to and through the Medical District.

- F4.** *Increase the number and intensity of medical related establishments.*
- **CDD Planning Division: Ongoing recommendation; Medical District Land Use Plan Update adopted 2008 (Ord. 08-14).**
- F5.** *Develop a greenway along Green Mill Run, Harris Mill Run, and Forbes Run.*
- **PWD Engineering Division:** Future projects per the 2004 Greenway Master Plan. Phase I and Phase II, Part A of the Green Mill Run Greenway have been completed.
- F6.** *Strengthen/support medical district plan.*
- **CDD Planning Division:** Ongoing recommendation; Medical District Land Use Plan Update adopted 2008 (Ord. 08-14).
- F7.** *Prohibit additional commercial uses on tracts or lots outside of commercial zoning districts (example: no special use permits for fast food restaurants should be issued by the Board of Adjustment in the OR zones).*
- **CDD Planning Division: Ongoing recommendation.**
- F8.** *Develop sidewalks along Arlington Boulevard, Memorial Drive, and Dickinson Avenue.*
- **PWD Engineering Division: Future projects.**
- F9.** *Plant canopy trees on Arlington from Hwy. 264 to N.C. Hwy 43.*
- **PWD Engineering Division: Ongoing.** The Public Works Department continues to obtain adjacent property owners' permission to plant trees along this corridor.
- F10.** *Review transit needs of area as development occurs along Arlington Boulevard; consider new service and revision to existing routes as necessary.*
- **PWD Transit Division:** Future route and service expansions are planned as budget permits in areas with the highest potential of transit rider-ship. All areas are considered.
- F11.** *Remove communication towers as [special] use option in the MRS (Residential) district.*
- **CDD Planning Division: Future consideration.**
- F12.** *Facilitate ECU use and development of the VOA site property.*

- **Nonspecific.**

F13. *Obtain open space and conservation areas in support of water supply watershed overlay zone goals and objectives.*

- **CDD Planning Division:** Ongoing enforcement of water supply watershed overlay zone requirements; ongoing recommendation of single-family cluster development option.

G – West Central

G1. *Preserve the architectural and historical character of the Skinnerville, Higgs, and Riverdale neighborhoods.*

- **CDD Planning Division, HPC:** The City of Greenville sought and received recognition from state and federal agencies for large portions of these neighborhoods to become a national register historic district.

G2. *Create additional after-school recreational opportunities at Thomas Foreman Park and South Greenville School.*

- **R&PD:** Parks and Recreation Master Plan adopted in 2008.

G3. *Develop a greenway along Green Mill Run.*

- **PWD Engineering Division:** Future project per the 2004 Greenway Master Plan. Phase I and Phase II, Part A of the Green Mill Run Greenway have been completed.

G4. *Link Farmville Boulevard with 10th Street.*

- **CDD Urban Development Division, PWD Engineering Division:** The Center City – West Greenville Revitalization Plan adopted March 2006; Tenth Street connector corridor plan U-3315 is a funded project with construction anticipated to begin after 2011. The Tenth Street Connector Project is scheduled to begin right-of way acquisition in 2011 with constructing to begin in 2013.

G5. *Revitalize mixed uses along Dickinson Avenue and West Fifth Street; continue a facade improvement plan and tree planting plan.*

- **CDD Urban Development Division, PWD Engineering Division:** The Center City – West Greenville Revitalization Plan adopted March 2006; The City is working on a project along a segment of W. 5th Street to implement the City's Streetscape Master Plan for this area. As new developments along these corridors are proposed, it will be recommended that they incorporate and follow the guidelines as presented in the Streetscape Master Plan.

G6. *Encourage development of affordable single-family homes on vacant lots.*

- **CDD Housing Division, CDD Urban Development Division: Ongoing.** The Center City – West Greenville Revitalization Plan adopted March 2006; CDBG Program, Affordable Loan program.

- G7.** *Encourage the reuse and/or adaptive reuse of vacant warehouses in West Greenville.*
- **CDD Urban Development Division:** The Center City – West Greenville Revitalization Plan adopted March 2006. **Ongoing.**
- G8.** *Implement more police protection.*
- **PD:** Construction and staffing of the West Fifth Street police substation 2008. Creation of IMPACT program.
- G9.** *Encourage demolition of dilapidated houses.*
- **CDD Code Enforcement Division:** **Ongoing** inspection and code enforcement program.

H – Central

- H1.** *Expand office uses.*
- **CDD Urban Development Division:** The Center City – West Greenville Revitalization Plan adopted March 2006. The City of Greenville is collaborating with the Uptown Greenville merchant's association to recruit office users and office developers to the center city area.
- H2.** *Encourage consolidated parking and study feasibility of building a parking garage. Consider opportunities near the Town Commons.*
- **CDD Urban Development Division:** The Center City – West Greenville Revitalization Plan adopted March 2006. Parking options for the center city area continue to be explored.
- H3.** *Develop more recreational opportunities at the Town Common; consider a pedestrian bridge to River Park North.*
- **R&PD:** Parks and Recreation Master Plan adopted in 2008.
- H4.** *Develop additional residential opportunities downtown.*
- **CDD Urban Development Division:** The Center City – West Greenville Revitalization Plan adopted March 2006; amended the CD district use table to include dormitory development June 2007 (Ord. 07-74).
- H5.** *Develop the downtown as the cultural, recreational, and entertainment center of the City.*
- **CDD Urban Development Division:** The Center City – West Greenville Revitalization Plan adopted March 2006. The Redevelopment Commission along with local arts partners are considering the purchase and revitalization of a downtown theatre. Design professionals are being hired to engage with the public in a design process that will lead to the creation of a public venue at the corner of 5th and Evans Streets along with improvements to the Town Common.

- H6.** *Preserve Cherry Hill Cemetery as an historical landmark.*
- **CDD Planning Division: Future consideration.**
- H7.** *Develop a streetscape project along Martin Luther King, Jr., Drive/5th Street.*
- **CDD Urban Development Division, PWD Engineering Division:** The Center City – West Greenville Revitalization Plan adopted March 2006. The City has developed a Streetscape Master Plan for this area. Implementation of this plan will be included in future projects. The West 5th Street Gateway Project will be bid for construction in the fall of 2009.
- H8.** *Plan for the development of an urban strollway connecting downtown to the Tar River.*
- **CDD Urban Development Division, PWD Engineering Division:** The Center City – West Greenville Revitalization Plan adopted March 2006. Sidewalks are in place in the downtown area that connects to the Town Common. The Town Common has various paved walkways that lead to the beginning of the South Tar River Greenway.
- H9.** *Protect the scenic viewscape on north bank of the Tar River across from the Town Common.*
- **PWD Engineering Division, P&PD:** Parcel 28893 (297 acres) and parcel 19070 (114 acres) have been acquired by the City of Greenville which represents the majority of the north Tar River frontage between the Pitt Street bridge and the US 264A bridge.
- H10.** *Improve streetscape in downtown.*
- **CDD Urban Development Division, PWD Engineering Division:** The Center City – West Greenville Revitalization Plan adopted March 2006. The City has developed a Streetscape Master Plan for this area. Implementation of this plan will be included in future projects. Construction of streetscape improvements along Reade and Cotanche Streets will be completed in the fall of 2009.
- H11.** *Provide additional parking in the downtown area and publicize the availability of parking.*
- **PWD Engineering Division:** The downtown area currently has adequate parking. Additional signage has been added at various areas identifying public parking lots. The City is also evaluating this matter as a component of its Way Finding Project.
- H12.** *Increase the security downtown.*
- **PD, City Attorney's Office: Ongoing.** The City Manager's Office and the Attorney's Office completed a report and legal analysis on Potential Actions to Address Downtown Crime Issues, which was presented to the City Council in August of 2009.
- H13.** *Strengthen the link between downtown and major activity nodes in the area.*
- **CDD Urban Development Division:** The Center City – West Greenville Revitalization Plan adopted March 2006. Installation of a comprehensive wayfinding

system will serve as a visual link between the center city and key destinations throughout the City of Greenville.

- H14.** *Restore the historic character of appropriate downtown buildings.*
- **CDD Urban Development Division, HPC:** Façade improvement grant program administration; 2008-09 budget allocation. The restoration of the Proctor Hotel, Blount Harvey building, Sycamore Hill church building and the Brody building serve as highly visible examples of local commitment to preserving the City's historic character.
- H15.** *Expand the Town Commons' role as an activity center within the Greenville area.*
- **CDD Urban Development Division:** The Center City – West Greenville Revitalization Plan adopted March 2006. The Community Development and Recreation and Parks Departments will lead a master planning process focused on the Town Common corridor. A final report is expected to be completed in mid-2009. Design professionals are being hired to engage with the public in a design process that will lead to the creation of a public venue at the corner of 5th and Evans Streets along with improvements to the Town Common.
- H16.** *Develop a landscape/urban design plan for the downtown area.*
- **CDD Urban Development Division:** The Center City – West Greenville Revitalization Plan adopted March 2006; The City has also developed a Streetscape Master Plan for this area. Implementation of this plan will be included in future projects.
- H17.** *Develop downtown into a center for cultural activities and events.*
- **CDD Urban Development Division:** The Center City – West Greenville Revitalization Plan adopted March 2006. **Ongoing.**
- H18.** *Increase the attractiveness of public and private parking lots in downtown.*
- **PWD Transit Division:** Improving Hodges parking lot is included in the Cotanche/Reade Circle Streetscape project. Crepe Myrtle planting is complete. Merchant's lot landscaping is scheduled for this fiscal year. The others will be scheduled as funding permits.
- H19.** *Continue the facade grant program.*
- **CDD Planning Division, HPC:** **Ongoing program; 2008-09 budget allocation.**
- H20.** *Enhance street lighting. The design of new street lights and the location of new lights should be done according to downtown urban design plan.*
- **CDD Urban Development Division:** The Center City – West Greenville Revitalization Plan adopted March 2006.
- H21.** *Consider creating a multi-module transportation center.*

- **PWD Engineering Division, City Manager's Office, CDD Urban Development Division:** This project is in process. The Feasibility Study and site selections been completed and land acquisition, and construction are the next phases of the project.

- H22.** *Continue strict enforcement of downtown parking regulations.*
 - **PD: Ongoing.**

- H23.** *Consider assigning a "beat cop" to downtown.*
 - **PD: Ongoing.**

- H24.** *Consider establishing a National Register Historic District in the downtown area.*
 - **CDD Planning Division, HPC: Under consideration.** Public education and comment period planned. Part of the 2009 work plan of the Historic Preservation Commission.

- H25.** *Make downtown the focus of special events in the City; includes festivals, parades, and appropriate sporting events.*
 - **CVB, Chamber of Commerce: Freeboot Friday during the fall, Christmas parade, etc.: Ongoing.**

- H26.** *Encourage development on edge of Town Commons.*
 - **CDD Urban Development Division: The Center City – West Greenville Revitalization Plan** adopted March 2006. See H-15 above.

- H27.** *Encourage ECU to build residential or other buildings on land currently used for parking along Reade Street.*
 - **CDD Urban Development Division: The Center City – West Greenville Revitalization Plan** adopted March 2006. Ongoing. Design professionals are being hired to engage with the public in a design process that will lead to the creation of a public venue at the corner of 5th and Evans Streets along with improvements to the Town Common.

- H28.** *Look for opportunities to renovate a historic building in the downtown core or the downtown fringe for use as a theater.*
 - **CDD Urban Development Division: The Center City – West Greenville Revitalization Plan** adopted March 2006; ongoing discussion of acquisition of the theater building (parcel 07085). The Redevelopment Commission of Greenville has purchased the historic State theatre on West 5th Street and are working with a local non profit organization to raise the funds required to renovate the building into a multipurpose theatre.

- H29.** *Prohibit "public and/or private clubs" within the downtown subdistricts overlay.*
 - **CDD Planning Division: Ongoing recommendation.**

I – East Central

- I 1. *Expand after-school recreational and educational opportunities at Elm Street and Jaycee Parks.*
 - **R&PD:** Parks and Recreation Master Plan adopted in 2008.

- I 2. *Preserve the historical, architectural, and single-family character of the College View and University neighborhood.*
 - **CDD Planning Division:** Task Force on Preservation of Neighborhoods and Housing Report to City Council approved in December 2004, neighborhood rezoned from multi-family to single-family in 2005; completed the Tar River University Area neighborhood report and plan in 2009.

- I 3. *Investigate alternative uses for the old City landfill.*
 - **R&PD:** Parks and Recreation Master Plan adopted in 2008.

- I 4. *Widen 14th Street from Charles Boulevard to Greenville Boulevard.*
 - **PWD Engineering Division:** In accordance with Greenville Urban Area MPO Thoroughfare Plan, adopted in 2005, the proposed improvements identified for 14th Street consist of adding curb and gutter, bicycle lanes and sidewalks to this street segment. This is a future project.

- I 5. *Develop and implement a tree planting plan – College View neighborhood, 10th Street, and Charles Boulevard.*
 - **PWD Building and Grounds Division:** The City will be applying for a grant to develop a Street Tree Master Plan. This plan will be executed as funding is available.

- I 6. *Extend Brownlea Drive to connect with 14th Street.*
 - **PWD Engineering Division:** R/W obtained by dedication and agreement, construction delayed pending funding. The construction project to extend Brownlea Drive from Fourteenth Street to Tenth Street has not been funded. A portion of this roadway segment was completed as part of the Fornes Run Development Project.

- I 7. *Investigate mechanisms for addressing parking problems in the Tar River neighborhood.*
 - **PWD Engineering Division:** Revisions to address on-street parking concerns in this neighborhood have been implemented. Restricted Residential Parking Plan adopted 2008.

- I 8. *Extend Green Mill Run greenway improvements to Tar River.*
 - **PWD Engineering Division:** The South Tar River Greenway Project addresses this matter. Its terminus is located in the Green Springs Park, which is the beginning of the Green Mill Run Greenway.

19. *Preserve tree canopy appearance of Fifth Street.*

- **PWD Building and Grounds Division:** The City will be applying for a grant to develop a Street Tree Master Plan. This plan will be executed as funding is available.

PLANNING FOR GROWTH AND DEVELOPMENT

1 Population Growth

Greenville City Limits: Greenville has grown steadily in recent decades. Between 1990 and 2000, the city's population jumped from 44,972 to 60,476, an increase of 34.5 percent. By 2004, the U.S. Bureau of the Census estimated that Greenville's population had reached 68,687, an additional 8,211 persons.

Since the plan was adopted in 2004, the city's population has continued to rise. According to the Census Bureau, the **July 1, 2008** population estimate for Greenville was 79,629, which reflected an increase of 3,349, or 4.4 percent, above the July 1, 2007 estimate of 76,280. Of the 10 largest cities in the state, only Cary at 6.8% had a higher percentage increase. Greenville's population increased by 10,942 persons between July 1, 2004 and July 1, 2008 – a 15.93 percent increase.

Table III: Greenville's Estimated Population Growth 2004 – 2008

Year	Population	Annual population increase	Annual % increase	5 year population increase	5 Year % Increase
2004	68,687	--	--	--	--
2005	69,312	625	0.91	--	--
2006	72,052	2,740	3.95	--	--
2007	76,280	4,228	5.87	--	--
2008	79,629	3,349	4.39	10,942	15.93

2009 Update: As of July 1, 2009, Greenville's estimated population was 81,747, according to the U.S. Census Bureau, which represented a 2.66 percent increase from 2008. However, the North Carolina Office of State Budget and Management (OSBM) certified that Greenville's estimated 2009 population had reached 84, 986. The OSBM compiles population estimates for both municipalities and counties, which are used for planning purposes and to distribute state-shared revenues. The divergence between these two estimates will be resolved by the 2010 U.S. Census.⁴

Pitt County: The OSBM's county estimates will be used in the remainder of this section to analyze per capita growth and development trends within the planning jurisdiction, for the following reasons: 1). the county estimates go back 15+ years, which allows comparisons between the last five years of activity and previous periods of activity; 2). Greenville's planning jurisdiction extends beyond the city boundaries; and 3). the State's municipal estimates are not revised, so using the more accurate *revised* baseline numbers for the County will yield more accurate analysis.

The summary table to the right indicates that, between 2004 and 2008, Pitt County experienced even more robust growth than it did in the two previous five-year periods (1994 – 1998 and 1999 – 2003, respectively). The county's population increased by more than 13,000 persons, or by 9.24 percent, since 2004, and in the last three years in particular, Pitt County's estimated population increased by at least two percent annually.

Table IV: Pitt County Estimated Population 1994 - 2008

Year	Population	Annual % increase	5 Year % Increase
1994	117,702	--	--
1995	119,426	1.46	--
1996	121,514	1.75	--
1997	124,326	2.31	--
1998	126,643	1.86	7.60
1999	130,639	3.16	--
2000	134,107	2.65	--
2001	135,484	1.03	--
2002	137,998	1.86	--
2003	139,413	1.03	6.72
2004	142,043	1.89	--
2005	144,265	1.56	--
2006	147,826	2.47	--
2007	151,970	2.80	--
2008	155,162	2.10	9.24

⁴ The first data released from the 2010 Census are the official national and state population counts, which are used to apportion seats in the U.S. House of Representatives. As mandated by the U.S. Constitution, this data must be delivered to the President of the United States by the Census Bureau on or before December 31, 2010.

East Carolina University and other major population drivers: The expansion of East Carolina University (ECU) has helped to drive Greenville’s robust growth. In 2004, ECU’s enrollment was 22,767. In 2009, enrollment climbed to 27,703 students, which was a dramatic increase of 21.7 percent since the comprehensive plan was last updated. The university projects that, by 2017, enrollment will surpass 36,000 students.⁵ Because of ECU’s commitment to distance learning, not all enrollment increases are experienced as local population growth. Nevertheless, the expansion of ECU continues to spur increased demand for student apartments and conversions of single-family dwellings into rental properties. Meanwhile, enrollment at Pitt Community College also has risen, jumping by 10 percent alone between 2007 and 2008. School enrollment for 2008-09 was 10,257 curriculum students.⁶

The growth of University Health Systems’ Pitt County Memorial Hospital campus into a regional medical hub also has contributed to Greenville’s dynamic growth.⁷ In 2009, the \$160 million East Carolina Heart Institute was opened. It is a six-story cardiovascular bed tower supported by a 200,000+ square foot research, laboratory, and outpatient center.

Along with the increases in the student population, the *Horizons* plan anticipated that the percentage of persons over 65 years would increase. Together, these demographic segments were expected to fuel greater demand for multifamily units close to downtown and other service areas, as well as greater demand for public transportation. Moreover, the plan suggested that programs and facilities targeted to the senior population would become increasing more important during this decade. Increased diversity in housing options will be needed to accommodate population growth and anticipated demographics.

2 Development Trends: Building Permits, Site Plans, Plats, Other Permits

Overall Trends: Greenville has continued to attract a high rate of construction and land development activities in response to increased housing demands and retail consumer needs, as well as growth in the medical and academic sectors. These activities were particularly robust in the first four years after the Comprehensive Plan was updated, but slowed down beginning in 2008 due to the recession. The below table summarizes planning and inspection requests received by the City of Greenville between 2004 and 2008.⁸

Table V - City of Greenville Development Requests: 2004 - 2008

Type of Planning Request/Inspection	2004	2005	2006	2007	2008	Total
Building Permits (Zoning Review)	2,034	2,127	1,865	1,852	1,174	9,052
Sign Permits (On/Off premise)	218	190	250	241	195	1,094
Site Plans	168	137	125	117	99	646
Privilege License	425	337	278	282	328	1,650
Special Use Permit Request (BOA)	42	47	34	24	30	177
Rezoning Request	44	46	41	55	18	204
Voluntary Annexation Petition	37	43	40	38	21	179
Preliminary Plats (New/Minor Alt)	46	25	32	34	25	162
Final Plats (New/Minor Alt)	113	134	135	132	87	601
Zoning/Subdivision./LUP Text Amendments	13	14	12	9	7	55
Home Occupations	73	57	61	63	69	323
Alcohol Permits	25	53	35	41	32	186

⁵ *Preliminary Report to the Faculty Senate*. Strategic Enrollment Management Task Force, East Carolina University (fall 2008).

⁶ 2008-09 PCC enrollment data: Pitt County Development Commission website, <http://www.locateincarolina.com/education.aspx?qryID=9>

⁷ See: Medical District Land Use Plan Update (2007).

⁸ The Inspections Division reviews requests for building permits and works with Planning Division to review site plans, plats, subdivision plans, and other planning elements such as home utilities and driveway construction or other features involving life safety and State building codes. The Planning Division reviews and makes recommendations to the Planning & Zoning Commission, City Council, and Board of Zoning Appeals regarding rezoning, subdivision, home occupation, and variance requests, requests to change the Future Land Use Plan Map, and annexation proposals. The division reviews sign permit requests. The State of NC reviews alcohol permit requests; however, the Planning Division determines whether current zoning will allow the permit at certain location.

Mid-to-large scale development projects: generally, requests for **site plan**, **subdivision**, and **plat** reviews, **rezonings**, and **changes to the land use plan** precede efforts to develop mid-to-larger scale projects. Using those activities as a barometer, it appears that the city has accommodated a relatively high volume of new residential subdivisions, as well as commercial and institutional development projects. For example, there were 401 requests for final plats between 2005 and 2007 alone, or 133.7 per year. In the last 15 years, the average number of final plat requests per year is 109.4. Requests for final plats fell down to 87 in 2008 – the lowest number since 2003, when there were 83 such requests. Also, there were 168 site plan requests in 2004 – the highest on record - but that number has been declining since then (a plat comes before a site plan). Even if we adjust for the fact that Greenville is a larger city than it was 10 – 15 years ago, the last five years have clearly been a period of intensive development (see: Table VI).

Table VI: City of Greenville Development Building Permits, Site Plans, Rezoning, Plat Requests per 1,000 Residents

1994	14.86	1999	12.21	2004	17.25
1995	12.74	2000	12.05	2005	17.38
1996	9.55	2001	16.60	2006	15.24
1997	9.71	2002	15.78	2007	14.81
1998	10.87	2003	14.59	2008	9.23
AVE	11.55		14.24		14.78

General construction and property improvement activities: Not all planning and inspection requests necessarily correspond to major construction or development projects.

- Requests for **sign permits**, **privilege licenses**, **home occupations**, and **alcohol permits** are often generated by new or existing businesses that do not require new construction or land development. In the last five years, relatively high numbers of these activities reflect the strong business climate in Greenville, as well as the community’s efforts to encourage compatibility between adjacent land uses.
- Likewise, **zoning enforcement** actions – inspections, notices, citations – also typically apply to land uses on previously developed parcels. The Community Development Department is responsible for tracking and enforcing permit-dependent zoning infractions. Not surprisingly, there was intensive permit-dependent zoning enforcement activity in the first few years after the Comprehensive Plan was updated. Those efforts succeeded in correcting many violations.⁹
- The volume of **building permits** reflects not just new construction projects, but also repairs, improvements, and additions to existing structures. Since 2004, the number of building permit requests has been high, but gradually declining. In pursuance of the *Horizons* plan and the Center City – West Greenville Revitalization Plan, the community has been successful in encouraging renovations of existing building stock; however, these efforts might have been made more difficult by the recent real estate slump.

How Greenville plans for and reviews the smaller-scale planning and inspection activities is just as important to the local economy, urban form, and land use patterns as is planning for major development projects. For that reason, the *Horizons* plan includes a variety of strategies and policies designed to enhance individual businesses and properties, improve and protect neighborhood character, and promote incremental economic development.

Long-range trends: Even with the recent slowdown in construction and development, the five-year period since the Comprehensive Plan was updated still produced increased numbers of most types of development and inspection requests compared to the two previous five-year periods:

⁹ The Code Enforcement Division, which was created in 2004, has kept track of and enforced non-permit-dependent zoning violations; that division became part of the Police Department in December 2008.

Table VII - Development Requests: 1994 - 98, 1999 - 03, 2004 - 08

Type of Planning Request/Inspection	1994 - 1998	1999 - 2003	2004 - 2008
Building Permits (Zoning Review)	5,634	7,983	9,052
Sign Permits (On/Off premise)	1,381	1,129	1,094
Site Plans	572	644	646
Privilege License	1,405	1,422	1,650
Special Use Permit Request (BOA)	234	219	177
Rezoning Request	201	247	204
Voluntary Annexation Petition	187	167	179
Preliminary Plats (New/Minor Alt)	99	92	162
Final Plats (New/Minor Alt)	509	531	601
Zoning/Subdivision./LUP Text Amendments	116	39	55
Home Occupations	352	340	323
Alcohol Permits	194	146	186

By tracking and analyzing how the plan is responding to all different types and scales of planning and inspection requests, the community will be better equipped to implement its long-range comprehensive planning goals, policies, and strategies. Altogether these activities also indicate the demands placed on the Comprehensive Plan and the City staff, commissions, and City Council responsible for implementing that plan.

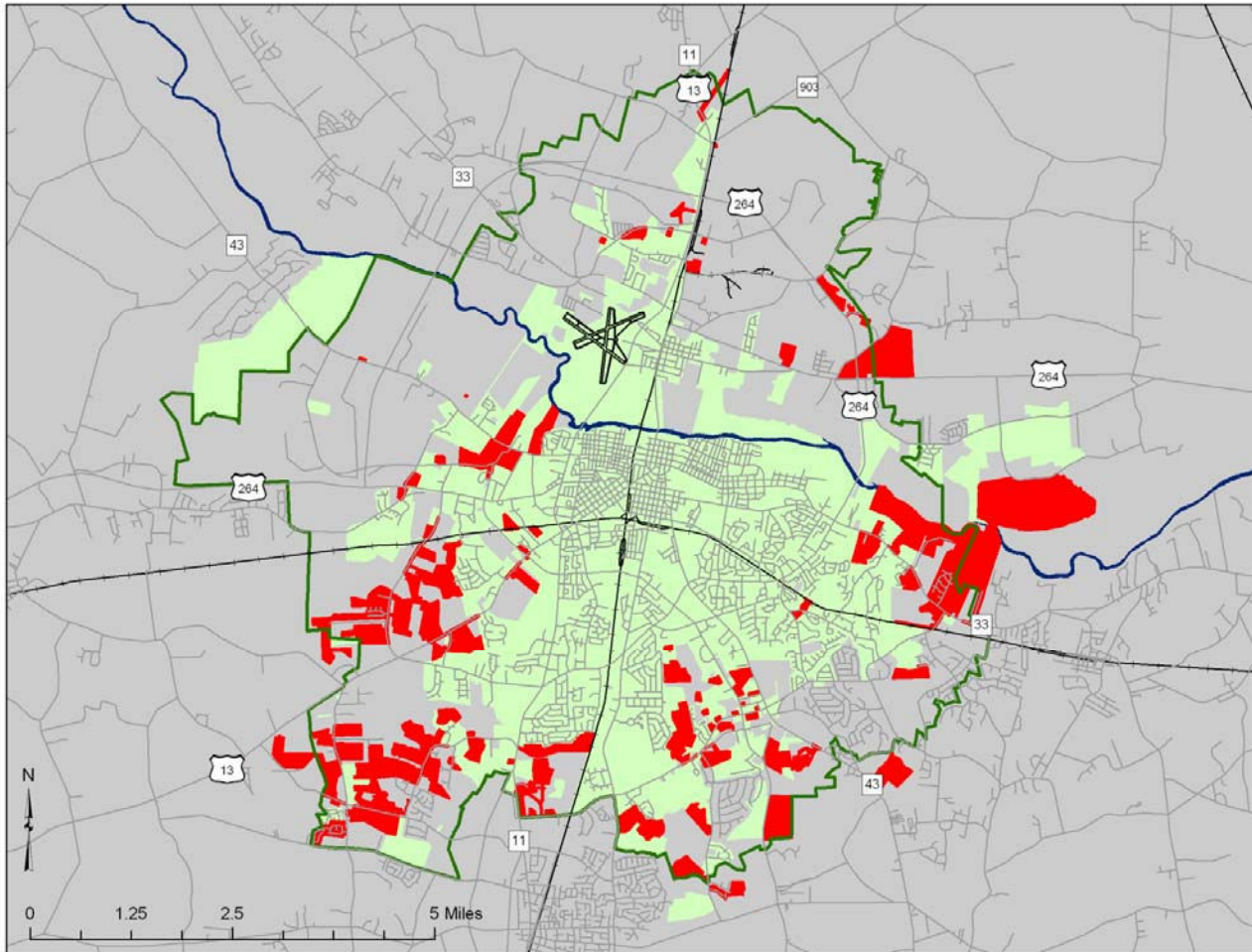
2009 update: the downturn in construction activity was even more severe in 2009. Only 391 total permits were issued for new residential units (single-family detached, duplex, and multifamily units). In 2007, the City had issued more than 4 times as many permits for residential units (1,765) as compared to 2009. The Community Development Department compiles detailed planning and construction data on an ongoing basis, which are available upon request. In the future, the Planning Division will also complete annual development reports, which will add to the community's planning data and analysis tools.

3 Annexations

Annexation Activity Since 2004: The *Horizons* plan recognized that much of the city's growth over the past four decades was as a result of **annexation**. The plan noted that the Greenville city limits has more than quadrupled in area since 1960, and that between 1990 and 2002, the city's total area increased by 43.2% due to annexations.

Between June 30, 2004 and June 30, 2009, a total of 186 new areas were annexed by the City of Greenville, which added 3,824 acres to the city's land area. Many of the annexed areas included phased subareas of larger residential subdivisions and/or relatively smaller areas. The median size of the areas annexed since June 2004 is 10.8 acres. However, a 914.8 acre City-owned property was annexed in January 2007.

City of Greenville Annexations, 2004 - 2009 (Highlighted in Red)



Annexations occur in one of two ways: by petition of existing property owners (voluntary annexations), or by municipal ordinance (City-initiated annexations). The 2004 *Horizons* update noted that more than 88 percent of all annexations between 1990 and 2000 were voluntary, in large part due to the City's and Greenville Utilities Commission's joint policy agreement whereby persons requesting sanitary sewer service must petition for annexation. In the last five years, there has been only one City-initiated annexation—River Hills (approximately 84 acres).

Because most voluntary annexation petitions result from new subdivision development, newly annexed lands are often unpopulated at first. As the subdivisions are built out over time, these annexation areas continue to add population to the city. Consider the Charleston Village subdivision: Section 1 (16 acres) was annexed in December 2004; Sections 2 and 3 (41 acres) were annexed in December 2005; and Sections 4, 5, and 6 (37 acres) were annexed in December 2006. As of January 2010, more than 180 houses had been built in Charleston Village.

Other major new residential areas that have been annexed since the Comprehensive Plan was updated in 2004, or that were significantly increased in size as a result of more recent annexations, include: Augusta Trails, Bristolmoor, Brook Hollow, and Cobblestone.¹⁰

¹⁰ In July 2009, the City of Greenville submitted data to the North Carolina State Office of Budget and Management as part of the Annual Boundary and Annexation Survey, which OSBM uses to distribute municipal shared revenue.

Table XIII - Annexed areas June 2004 – December 2009 that now have 30+ occupied residential units			
(Note: smaller annexations from larger subdivisions may be omitted)			
Name of Area or Subdivision	Effective Date	Occupied Units	Acres
43 Land Holdings	12/31/2004	288	23.0
Augusta Trails, Sec 3	12/31/2004	128	9.4
Bristolmoor, Sec 1	6/30/2004	46	17.2
Brook Hollow, Sec 1	12/31/2004	118	26.4
Brook Hollow, Section Two	12/31/2007	74	21.0
Charleston Village, Sec 1	12/31/2004	41	16.6
Charleston Village, Sec 2 & 3	12/31/2005	109	41.0
Charleston Village, Sections 4, 5 & 6	12/31/2006	37	37.7
Cobblestone, Ph 1	6/30/2004	219	35.0
Copper Beech Townhomes	12/31/2007	409	46.1
Hampton Creek, Sec 1	12/31/2005	60	13.0
North Campus Crossing	6/30/2004	300	25.4
North Campus Crossing	6/30/2004	300	28.1
South Pointe, Sec 1	12/31/2004	47	11.8
South Pointe, Sec 2 & 3	12/31/2004	70	24.5
Taberna, Sec 1	6/30/2004	38	18.2
The Bellamy	6/30/2007	308	36.6
Tyson Farms, Ph 1	12/31/2004	85	42.4
Vancroft, Sec 2	12/31/2004	90	21.7
Wimbledon Park, Lot 5	6/30/2006	224	3.1

Between 2004 and 2009, there were two major apartment developments in annexed areas: Wimbledon and North Campus Crossing. Altogether, these two developments now include more than 800 rental units.

In spite of the recent slowdown in the pace of development citywide, hundreds of new residential units were added to newly annexed areas between June 2004 and December 2009. For example, between summer of 2008 and winter of 2009, approximately 40 houses were built in Charleston Village; during the same period, the number of rental units in Copper Beach Townhomes increased from 256 to 409.

Because some residents relocate from older areas of the city to newly annexed areas, some of the growth in annexed areas may be partially offset by declines in older areas of the city. Nevertheless, annexation will continue to help drive Greenville’s population growth over the next five years, just as it did between 2004 and 2009 (and the five-year period prior to the last Comprehensive Plan update). How the community plans for annexation must take into consideration factors including public funds available for capital improvements, utility rate impact, the rate and location of new development, and public and emergency services.

Areas Under Consideration for Future Annexation: The *Horizons* plan stated that the City of Greenville should “annex urbanized areas when feasible.” The City of Greenville and Greenville Utilities Commission’s joint agreement requiring voluntary annexation prior to sanitary sewer extension has been successful; in some circumstances, however, the City and GUC may need to initiate annexation of existing developed areas. To keep their options open, the City and GUC maintain a priority list of areas eligible for City-initiated annexation. Every two years, the City adopts an updated resolution of consideration and map of “areas under consideration for future annexation.”

Adopting a resolution and map is one option that municipalities can use to initiate the annexation procedure in a manner that is consistent with North Carolina law.¹¹ A resolution of consideration does not annex areas identified or put them on a schedule for annexation. Instead, it identifies areas that could be considered for future annexation. At its March 5th, 2009 meeting, the Greenville City Council voted to approve another Resolution of Consideration and map identifying the areas under consideration, which were all areas in the ETJ not already within the City's corporate limits.

The Limits of Annexation: In the next five years, Greenville's geographical extent will continue to expand primarily through annexations. As long as there is demand for new development in urban fringe areas served by urban-level infrastructure and amenities, then additional annexations will continue to occur. Greenville has the statutory authority to annex both contiguous properties and satellite properties by voluntary petition within three miles of the primary city limits, including properties that are within Pitt County's jurisdiction. Over time, as the city limits expand, the maximum (3 mile) extent of potential satellite city limits will automatically expand outward. Greenville may continue to annex properties, by voluntary petition, regardless of county jurisdiction. Municipal annexation authority by itself, however, does not necessarily ensure that planning and development in urban fringe areas will proceed in an orderly and efficient manner. Land development that takes place at the edge of an incorporated city can potentially fall within a planning gray area. For example, a new residential subdivision might be proposed for an urban-fringe area that is located within the County's planning jurisdiction. Generally, the county would be responsible for enforcing land use regulations and building codes regulating development in unincorporated areas located outside the City's ETJ. At the same time, development that occurs in an urban-fringe area is likely to benefit from its proximity to the city's more intensive infrastructure, community facilities, economic assets, and amenities. Moreover, the manner in which the subdivision is developed might impact the city's infrastructural capacity, urban form, physical character, and environment.

Due to proximity to such urban-fringe areas, the City is likely to eventually annex the "out-of-city" development; however, if the city cannot secure planning and regulatory jurisdiction until *after the site is developed* and urban densities are established, it will have no opportunity to influence how the development takes shape. For that reason, municipalities in North Carolina have been given additional statutory authority to ensure more orderly, efficient, and attractive development in urban-fringe areas: **extraterritorial jurisdiction (ETJ).**

¹¹ Once adopted, a resolution of consideration remains effective for two (2) years. It must be renewed every two years to prevent expiration. A City must adopt a resolution of consideration at least one year prior to adopting a resolution of intent to annex a specific area. This requirement was first met in 2001 with the original resolution adopted May 10, 2001 for the areas shown on a map. To keep that original resolution valid – and to avoid having the "one year rule" be reactivated and thereby potentially delay a future annexation effort – the City Council must renew the resolution and map every two years.

4 Extraterritorial Jurisdiction (ETJ)/Growth Area Expansion

Background: The purpose and intent of an Extraterritorial Jurisdiction (ETJ) is to protect activities on the edge of a community from being encroached on by incompatible adjacent activities. The area within the corporate limits can be characterized as urban in nature and the fringe areas can be expected to develop in a similar pattern by virtue of their proximity. Within these adjacent areas, facility extensions including streets and utilities, recreation, greenways and open spaces and the general pattern or spatial relationship of development must be coordinated to ensure long-term livability. The areas contiguous to the corporate limits are an important part of the general community, and planned development is critical for both the city and the ETJ area itself.

The most frequent misconception concerning any ETJ extension is its relationship to Annexation and Taxes. The inclusion of an area within the ETJ does not indicate an increased degree or greater likelihood of annexation than may have existed prior to the ETJ extension action. A city's authority to annex lands by voluntary petition or standards and services (City-initiated petition) is not related to the location or extent of the city's ETJ area. The zoning for each ETJ area is established at the time of extension. In accordance with Article C. Zoning – Nonconforming Situations, all existing land uses that do not conform to the city's zoning regulations will be allowed to continue subject to specific expansion and discontinuance of use provisions. These regulations are generally referred to as the "grandfather clause." These provisions are designed to safeguard existing and recognized property rights where new or amended zoning regulations are applied to previously less restrictive situations.

Greenville City Code: "Extraterritorial jurisdiction. The area beyond the corporate limits within which the planning, zoning and building regulations of the city apply in accordance with state law. Such area is delineated on the official zoning map for the City of Greenville."

Article 19, Planning and Regulation of Development, Chapter 160A-360 of the North Carolina General Statutes:
"(a) All of the powers [zoning, subdivision regulation, building inspection, etc.] granted by this Article may be exercised by a city within its corporate limits. In addition, any city may exercise these powers within a defined area extending not more than one mile beyond its limits [primary city limits]..." Cities with a population of 25,000 or more may extend an ETJ up to 3 miles with County approval.

The City of Greenville's ETJ: The City of Greenville's ETJ was last extended in October of 2001. Prior to Pitt County adopting its countywide zoning ordinance in fall 2003, the City of Greenville had the authority, per North Carolina General Statute 160A-360(a), to extend its ETJ up to 1-mile from its primary corporate limits. With County approval, Greenville also could extend its ETJ up to three miles beyond its city limits. In the decade prior to the last Comprehensive Plan update (2004), the City of Greenville frequently extended its ETJ up to one mile beyond its city limits and also received County approval to extend the City's ETJ up to three miles to support several large-scale developments. The City now needs County approval for *any* ETJ extension into unincorporated areas. G.S. 160A-360(e) requires that county agreement be secured for municipal ETJ extension into any area wherein the county is enforcing zoning, subdivision regulations, and the state building code.

All lands within the amended ETJ of the City are subject to all planning, development and related regulations of the City including but not limited to:

- a) Zoning Regulations;
- b) Subdivision Regulations;
- c) Building Inspection;
- d) Sedimentation and Erosion Control Regulations;
- e) Driveway Standards (city);
- f) Flood Hazard Regulations; and
- g) Water Supply Watershed Protection Regulations.

Greenville's subdivision regulations contain a section entitled "Transition regulations for developing property brought into the extraterritorial jurisdiction," which recognizes specific vested rights to continue development under county standards. The transitional development regulations allow the continuation of pre-approved "county standard" subdivisions where evidence of substantial investment in reliance on county-approved plats is documented.

Table IX: City of Greenville Planning Jurisdiction: January 2010

City Limits	Acreage	Sq. Miles	Percent
Primary City Limits (the limits contiguous to the body of the City)	20,274.70	31.68	90.83%
Non Contiguous City Limits (all annexed areas separate from the main body of the city)	2,047.71	3.20	9.17%
Entire City Limits (includes Primary and Non Contiguous City Limits)	22,322.41	34.88	100.00%
Extraterritorial Jurisdiction	Acreage	Sq. Miles	Percent
ETJ (not including City Limits Area that are within the extent of the ETJ)	20,144.83	31.48	50.95%
Entire ETJ (represents the entire extent including areas that are within the City Limits)	39,538.74	61.78	N/A
Total Jurisdiction	Acreage	Sq. Miles	Percent
ETJ (represents total extent of ETJ)	39,538.74	61.78	92.70%
City Limits outside of ETJ (represents portion of contiguous & non-contiguous City Limits that are outside the extent of the ETJ)	3,113.32	4.86	7.30%
Entire Jurisdiction (represents the entire ETJ and portions of the City Limits that are outside the extent of the ETJ)	42,652.06	66.64	100.00%

The persons residing and/or owning property within the ETJ area are represented, in land development related matters, by County Commissioner appointment of members to the City’s Planning and Zoning Commission and the City’s Board of Adjustment. These county appointments are full voting members.

Greenville has adopted comprehensive development standards and regulations and a Future Land Use Plan Map for the existing city limits and ETJ, and in an expanded future planning area extending up to 2+ miles beyond the ETJ. The expanded planning area (2+ miles beyond the 2004 ETJ) is the area that is reasonably expected to be developed in an urban manner due to proximity to the “city”, and that may be annexed under state law at the time of sanitary sewer dependent development. These policies are designed to protect and facilitate desired community character and livability. Greenville Utilities Commission (GUC) is responsible for the provision of municipal utility services including sanitary sewer service within the City of Greenville and its ETJ.¹²

The Importance of Greenville’s ETJ: Coordinated development in the areas adjacent to cities is vitally important to the health and livability of the urban centers. The *Horizons* plan anticipates growth in urban fringe areas of the city—including a mix of low, medium and high-density residential development, office and commercial focus area and corridor development, and conservation open spaces in environmentally sensitive areas—while aiming to prevent strip development and urban sprawl.¹³

The City of Greenville often is dealing with a different range of planning and development challenges than is Pitt County or other neighboring jurisdictions. Pitt County’s zoning ordinance includes typical land use regulations; however, the development standards, permitted uses (by district) and other provisions are tailored to suburban and rural environments. The County’s land use plans and land development

¹² All requests for GUC sanitary sewer service are subject to the submission of a voluntary annexation petition, and subsequent annexation to the city, at the option of Council, as a prerequisite to sanitary sewer service. Absent a specific agreement, no GUC sanitary sewer extension or service may be provided outside the city’s ETJ without approval of the Greenville City Council.

¹³ The City’s Planning and Zoning Commission reviews and approves subdivision plans. These plans often include proposals to develop and/or extend street networks, provide recreational and open space amenities, and utility and drainage schematics. Coordination of the urban street system (collector and standard streets), recreation facilities, fire station locations, drainage systems and the like requires the considerations of, and final approval of, the City/GUC Departments and boards/commissions, that have been vested by City Council with responsible for the provision and maintenance of those basic urban services.

ordinances (zoning/subdivision) are not designed or intended for urban level situations or conditions. Pitt County has adopted a land use plan (2002) and zoning (2003) in all unincorporated areas of the County located outside municipal ETJ areas.¹⁴ In addition, other municipalities that abut the City of Greenville have their own planning, zoning, and development policies and priorities.

Although neighboring jurisdictions might deal with a different range of planning and development issues than is Greenville, they often share many of the same planning goals, including goals pertaining to urban fringe areas. The ETJ helps Greenville and other jurisdictions to better coordinate their efforts in dealing with a diversity of planning challenges:

- Pitt County's Comprehensive Plan shares the same goals with the *Horizons* plan of encouraging future development in areas nearest existing municipal corporate limits and other currently developed areas to yield a more compact development pattern and to reduce suburban sprawl. The ETJ enables Greenville to apply its more urban-intensive planning, zoning, and development policies to urban fringe areas most likely to be impacted by sprawling, inefficient development patterns.
- The County's land use regulatory program aims to control overgrowth and development in rural areas that are not ready for urbanization. By definition, the areas within the ETJ are expected to be ready for urbanization based on the general availability of municipal services, and their proximity to the Greenville city limits. By facilitating well-planned development within the ETJ, the City of Greenville can help to alleviate development pressures in rural areas of Pitt County.
- The County does not have the legal means or the responsibility to coordinate urban-level development and/or satisfy the public service demands of residents, developers, property and business owners, and other stakeholders in urbanizing areas. Property owners and current/future residents in these fringe areas expect a coordinated and sustainable urban environment including a well-managed and constructed transportation system, sidewalks, recreation facilities, and the like, and they look to the local authorities to meet those expectations. The exercise of jurisdiction and land management responsibilities in these areas enables Greenville to better meet these obligations.¹⁵



¹⁴ Per state law, no city may expand its ETJ to include any area that is subject to county zoning and county building inspection jurisdiction without specific approval of the County Commission.

¹⁵ Pitt County does not provide public sanitary sewer services. In the areas surrounding Greenville, public water services are provided by GUC, Winterville and 2 rural water corporations (Bell Arthur and Eastern Pines) that exercise water provision rights within specific boundaries established by agreement, court settlement or federal charter. Political boundaries, such as city limits and city ETJ limits, may cross water service area boundaries. The extension of the city's ETJ or the annexation of properties to the city does not affect the water service rights of the rural water corporations. The City of Greenville provides, as required by law and customary operation, certain services that are not provided by Pitt County including: on-site residential garbage, recycling and trash collection, urban fire suppression and life rescue, urban police services, public sanitary sewer services, recreation and parks and the like.

Finally, where sanitary sewer service is requested or required (state plumbing code standards and/or septic system unsuitability) for a location outside the city's ETJ, the only options are to require upfront annexation of the entire predevelopment area prior to submission of the preliminary plat, or to allow sanitary sewer service outside the city without annexation. These options have several obvious shortcomings for both the developer and city.

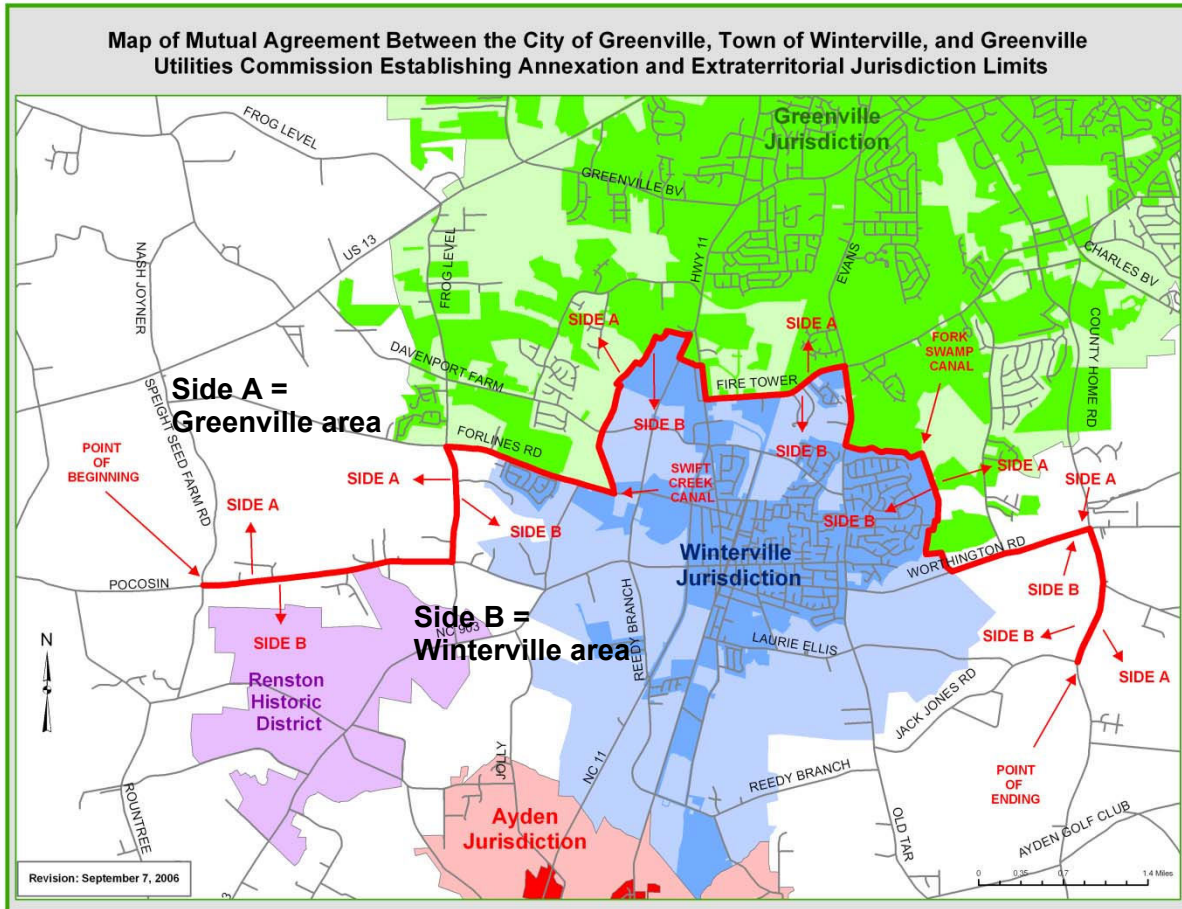
- First, most sewer-dependent subdivision development is not completed by the original landowner or by the subsequent developer in a single phase. Typically, a developer will prefer to acquire the property in tracts as phases are planned and platted, thereby delaying annexation to the time of development of each phase. This typical development method delays the tax liability for undeveloped phases of the development.
- Secondly, due to the fact that the city may, by statute, annex property out to three miles, the potential development sites often will be separated from the city by incompatible development (intervening uses allowed before or afterwards under county rules) or incompatible infrastructure (street systems and sidewalks or lack thereof, drainage systems, park and open spaces, etc.). The creation of separated islands of city limits surrounded by county jurisdiction is not in the best interest of the city.
- Waiver of annexation for outlying sewer dependent developments will contribute to the negative conditions associated with urban sprawl. Where annexation is waived for a satellite development, such areas may not qualify for future standards and services (City-initiated) annexation to the city. This pattern of separation also may create physical barriers for future outlying development. At minimum, an annexation agreement guaranteeing the City's right to annex the sanitary sewer dependent development should be required as a condition of sanitary sewer service.

Inter-jurisdictional Coordination: It is important for cities, counties, and school districts to work side-by-side and develop formal agreements to plan for development in areas of common-interest—such as those areas located within defined urban services areas. Greenville Utilities Commission (GUC) develops five-year plans for all utility services. These plans are updated annually and address three major areas: expanding the systems to serve new customers; providing service for customers in established areas; and maintaining and upgrading the current distribution systems. GUC's five-year plans are coordinated with the City's Comprehensive Plan. As the City grows, so does the demand for services provided by GUC. The *Horizons* plan recommends that new service extensions be designed to accommodate anticipated density and capacity demand.

The City of Greenville may adopt annexation, ETJ extension and utility service agreements with other municipalities. This is often necessary where jurisdictions (ETJs) abut and where proximity of respective existing city limits prohibit voluntary satellite annexation of sites that lay closer to the adjoining non-annexing city.

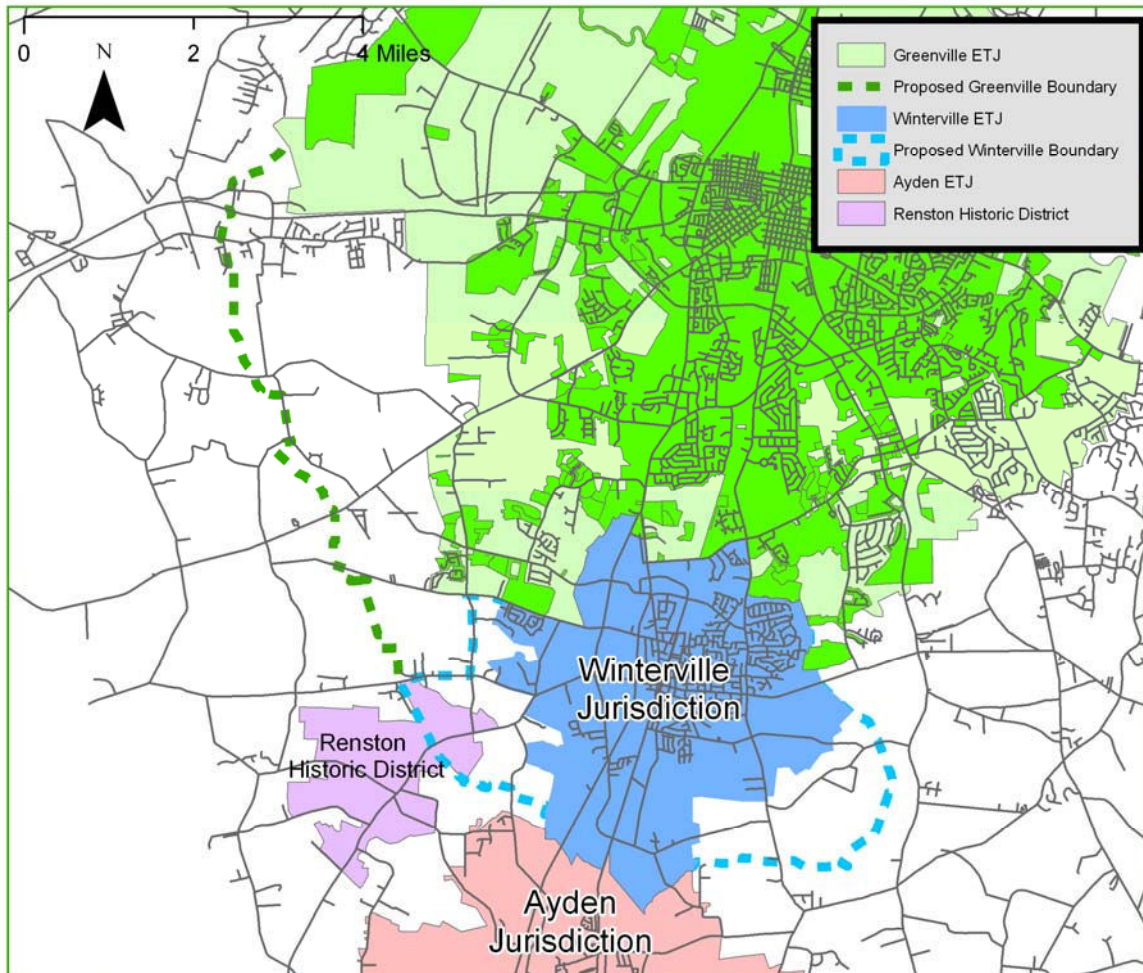
The City of Greenville and Town of Winterville have worked cooperatively on public utility extensions for more than three decades. The first utility service agreement between the two jurisdictions was adopted in 1971. The agreement set a water and sanitary sewer, and planning and zoning, boundary between the two jurisdictions. Subsequent agreements between Greenville and Winterville added an annexation boundary.

The City of Greenville and Town of Winterville also have adopted a growth boundary between the two jurisdictions. The most recent agreement between the City of Greenville and Town of Winterville was finalized in 2006. The agreement is illustrated in the form of a Map of Mutual Agreement between the City of Greenville, Town of Winterville, and Greenville Utilities Commission:



In 2005 - 2006, the City of Greenville and Town of Winterville also engaged in discussions with Pitt County to better coordinate among the respective planning jurisdictions regarding land use development proposals that are dependent on municipal services. The parties signed a memorandum of understanding that stipulated that Pitt County would agree to not approve or otherwise vest any public sanitary sewer subdivision plat, site plan, or lot development that lies outside the planning and zoning jurisdiction of the City of Greenville, Town of Winterville, or other municipality, without written approval of the public utility provider, which is intended to provide the service and the municipality under which the service is chartered and/or operated (Pitt County does not provide sanitary sewer services).

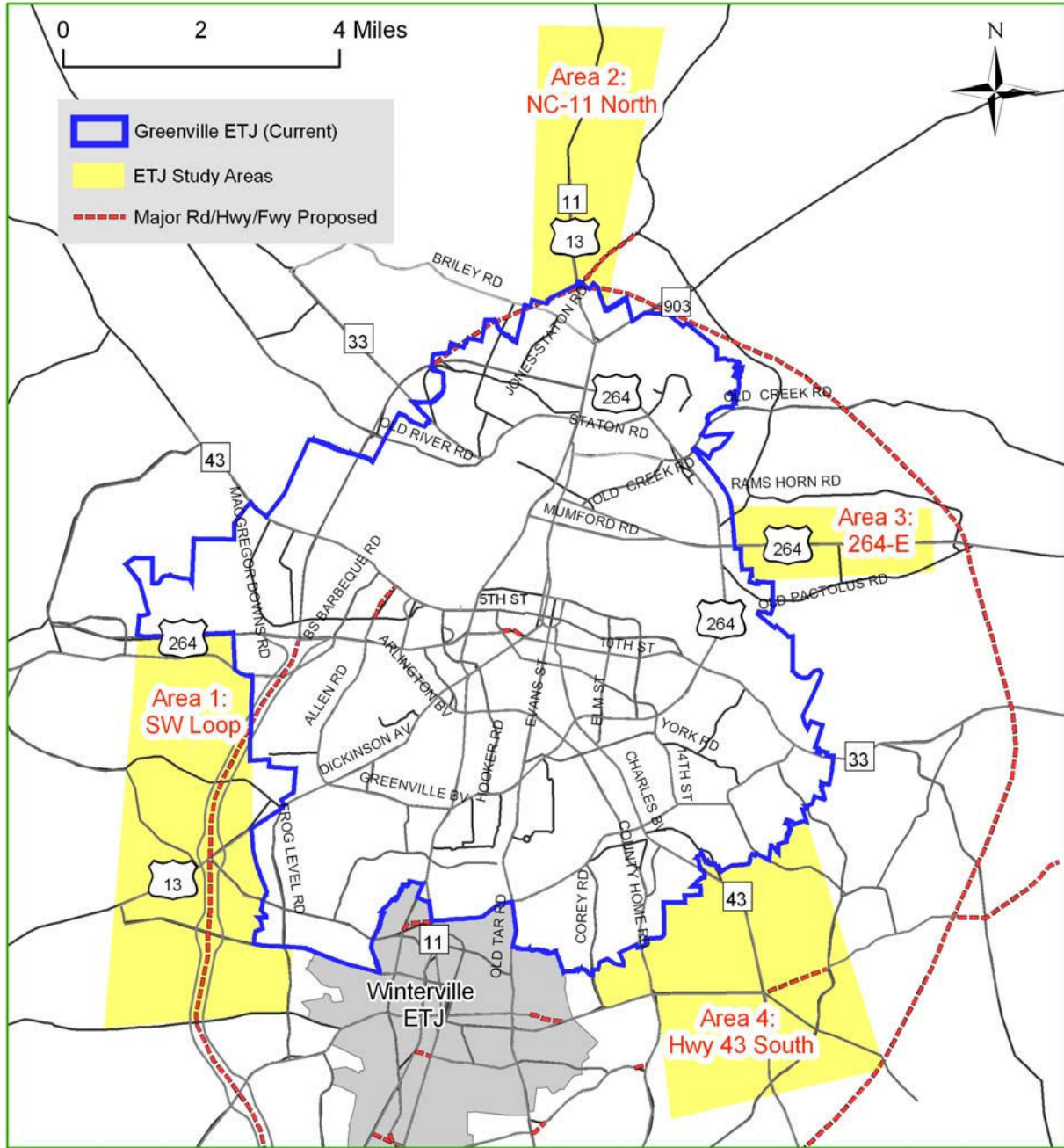
In 2005, the Greenville City Council passed a resolution approving urban growth areas for the City of Greenville and the Town of Winterville:



The two jurisdictions agreed that the proposed urban growth areas and boundaries between the two jurisdictions would be accepted as a basis for undertaking more detailed municipal service and utility extension feasibility studies under the direction of the joint committee. It also was resolved that the joint committee would be charged with developing future inter-local or annexation agreements between the City of Greenville, the Town of Winterville, and Greenville Utilities Commission for the provision of municipal and utility services within the urban growth areas. Greenville and Winterville proposed the growth areas in response to the Pitt County Board of Commissioners' Policy for the Expansion of Municipal Extraterritorial Jurisdictions. That policy suggested that municipalities would be expected to establish urban growth boundaries and be responsive to other considerations in order to satisfy the "burden of compliance" regarding ETJ extension requests to the County.

As part of the City Council's goal of **promoting effective partnerships**, the Council set the objective of addressing extraterritorial jurisdiction (ETJ) issues. City staff has been engaged in a new round of discussions with the Town of Winterville concerning future ETJ extension and annexation issues, which are ongoing.

Future ETJ Extension Study Areas: The map below identifies four anticipated future high-growth, urban-fringe areas of the city. The areas shaded in yellow are intended to represent non-specific areas within which new urban fringe development is likely to occur in the next 5 - 10 years. The study areas are not intended to represent specific boundaries of future ETJ extensions:



5 Planning in Context

The *Horizons* text recommended that the community review the Comprehensive Plan at least every five years. Given the high rate of growth and development since 2004, now is an especially important time for the community to assess how effective the plan and its support structure have been in responding to development demands.

- Did the high volume of planning activities between 2004 and 2007 point to any issues or plan amendments that should be addressed before embarking on the next five years of plan implementation?
- Did the more recent 2008 – 2010 slowdown in development point to other issues or plan amendments that should be considered going forward?
- Have the City's annexation and ETJ policies and inter-jurisdictional agreements been effective in promoting the community's long-range planning vision, especially as pertains to development patterns in urban-fringe areas of the city?

The next two sections of this report will look at how the Future Land Use Plan Map and Zoning ordinances have been amended to accommodate the growth of primary employment centers, as well as in response to developer, business owner, and citizen requests. Along with tracking the more routine permit requests, which do not require changes to the Comprehensive Plan, a review of land use plan and rezoning requests can help the community to accomplish the primary goals of the Comprehensive Plan review process:

- Refine the long-range planning vision;
- React to emerging trends;
- Update the plan data to reflect changes in physical development patterns; and
- Respond to new information.

(CURRENT) FUTURE LAND USE PLAN: 2004 - 2010

How has the Future Land Use Plan responded to development demands since the comprehensive plan was adopted?

1 A Map to the Future

Everything that happens in an urban environment has some connection to land use. Any time that a new subdivision is built, a road is extended, or a new school is completed, a city's urban form is altered in some way. Maps can help us to visualize and understand the relationships between one set of spatial values – for example, how land is being used - and other spatial and non-spatial values.

Many of the strategies, implementation items, and management actions in *Horizons* do not explicitly address the use and development of land, especially those items dealing with things like housing affordability, mobility, economic development, and cultural amenities. How the community addresses these elements nevertheless can profoundly impact land use, urban form, and community character. Likewise, the manner in which the community plans for, and responds to, future land use patterns will shape the direction of housing, transportation, and economic patterns in Greenville. For that reason, the first main section of the *Horizons* plan is devoted to Future Land Use, which sets the policy foundation for the community's land use planning activities.

An extension of the goals and objectives outlined in the comprehensive plan, the Future Land Use Plan Map (and supporting text) is one of the most valuable tools that the Greenville community has to protect its physical character and environment, and promote good urban form, while accommodating growth. It is important to remember that the Future Land Use Plan Map is a general guide, not a rigid blueprint. The Future Land Use Plan map provides a *general* illustration of the Urban Form Policies set out in *Horizons*. It does not prescribe that specific types of development occur at specific sites – indeed the land use patterns depicted on the map are not site (dimensionally) specific.¹⁶ Instead, the Future Land Use Plan Map depicts a preferred or optimum pattern of land use for vacant or developed land.

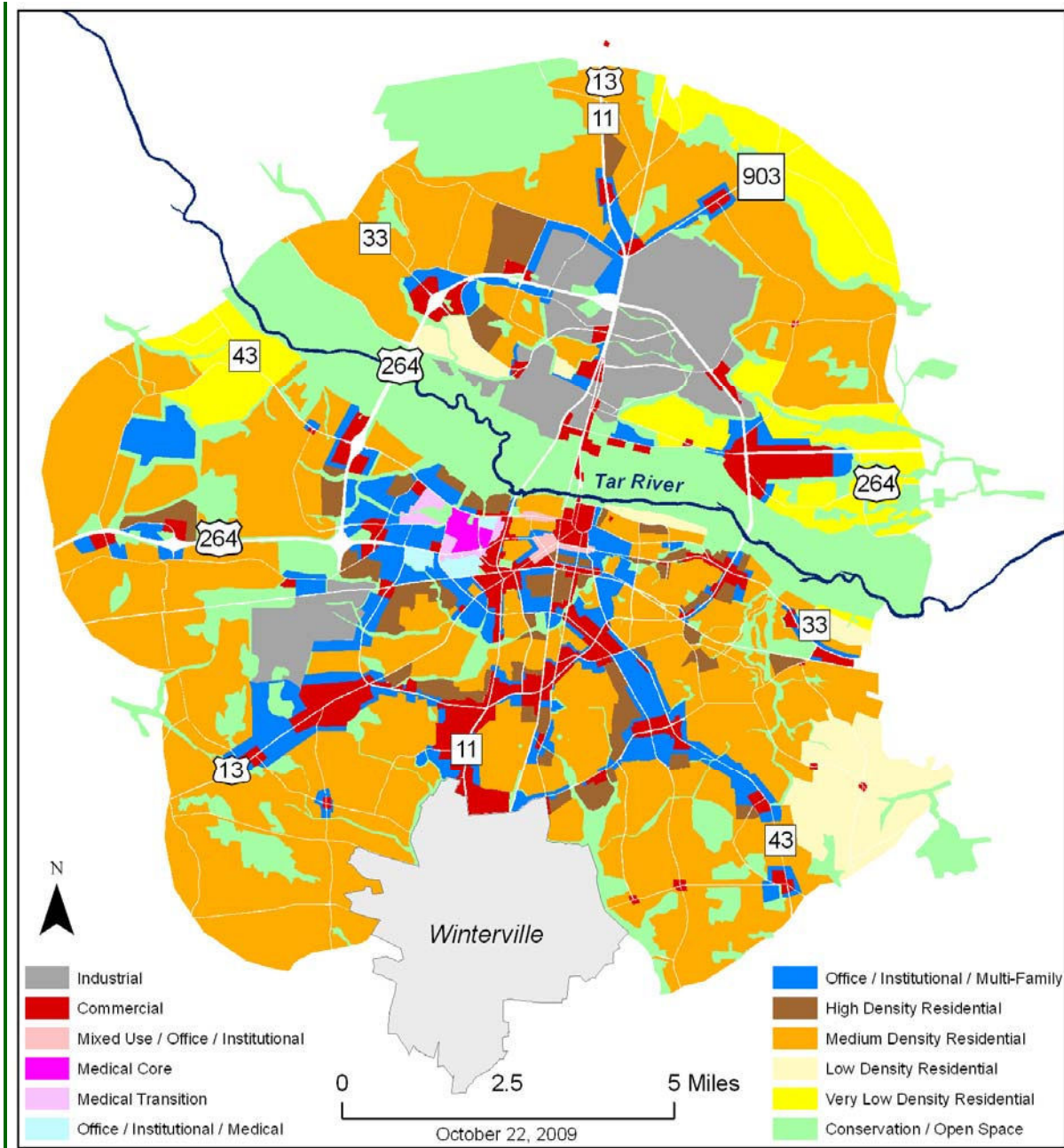
The community can use the map to promote its long-range, big picture planning vision. Yet many of the existing uses previously identified in the *Horizons* plan as undesirable will continue to persist for years to come. Meanwhile, other areas of the city might evolve in unexpected ways, possibly requiring the community to revisit how these areas will be addressed via the Future Land Use Plan Map, zoning, and other planning mechanisms.¹⁷



¹⁶ Where land use patterns appear to follow base map property lines, such description should be considered as general and the City's Urban Form Policies outlined in the *Horizons* plan will control. Unlike the zoning map where district boundaries are described by specific course and distance the Future Land Use Plan Map boundaries are general.

¹⁷ A future land use map cannot and should not attempt to micromanage urban evolution. Many land parcels will continue to remain vacant, while others will continue to be used for purposes that are inconsistent with the community's plan. As long as landowners are not proposing to develop or redevelop their properties, the existing land uses can and will continue as they are. Similarly, an owner/developer has a right to continue using or develop his property in a manner that is consistent with the current allowable zoning code, but which may be inconsistent with the community's future vision for an area.

Future Land Use Plan Map: August 2010



2 Amending the Land Use Plan

The *Horizons* plan recognized that, from time to time, it may be necessary to amend the plan to refine the community's vision, reflect changes in physical development patterns, respond to new information, or react to emerging trends. Indeed, this report is part of a five-year review process, as recommended in the *Horizons* plan, which is likely to generate important new amendments to the plan. To keep pace with

The Horizons plan is a collection of policy statements meant to guide decision makers in the physical development of the community. To deviate from a policy in the plan should require an argument as convincing as the one in the plan. Departing from the precepts of the plan should always be possible—although not necessarily easy.

growth and development demands, it might be necessary to amend the Future Land Use Plan Map more frequently than other components of the comprehensive plan. At the same time, the amendment process involves many of the same steps regardless of whether it is a request from a landowner/developer to change the Future Land Use Plan Map for a single site, or is a citywide policy amendment.

The process for amending the *Horizons* plan requires that the Planning & Zoning Commission hold a public meeting before making a recommendation to City Council. City Council must hold a public hearing and approve an ordinance to amend the Plan. The City of Greenville's Community Development Department facilitates and analyzes the requests and makes recommendations to the Planning & Zoning Commission and the City Council.¹⁸

Adopting or changing the Future Land Use Plan Map does not directly alter the zoning for any property. However, future changes to the zoning map are intended to be consistent with the uses shown on a future land use map.

3 City-Initiated Land Use Plan Amendments: 2004 – August 2010

Center City – West Greenville Revitalization Plan (2006): *No changes to the Land Use Plan were necessary.* The planning process for the Revitalization Plan began in 2004 and continued until 2006, which partly coincided with the *Horizons* plan update process. In many respects, the revitalization plan followed the lead of the comprehensive plan, which was appropriate. The revitalization of Greenville's historic urban core neighborhoods is a vital part of the community's long-range planning vision. A vibrant Center City and West Greenville are fundamental to achieving goals like encouraging mixed-use and higher density development, supporting multimodal transportation and walkable neighborhoods, enhancing quality of life, and preserving the environment. The revitalization plan was developed to carry out *Horizons* plan elements, implementation strategies, management actions, and vision area policies that are focused on the Center City and West Greenville.

At the same time, West Greenville and Center City residents, business owners, community leaders, and other stakeholders provided essential input during the revitalization planning process, which helped inform the *Horizons* update, and in the process making for a more effective comprehensive plan (and Future Land Use Plan).

The City of Greenville encourages infill residential development and redevelopment of underutilized sites in and around the urban core.

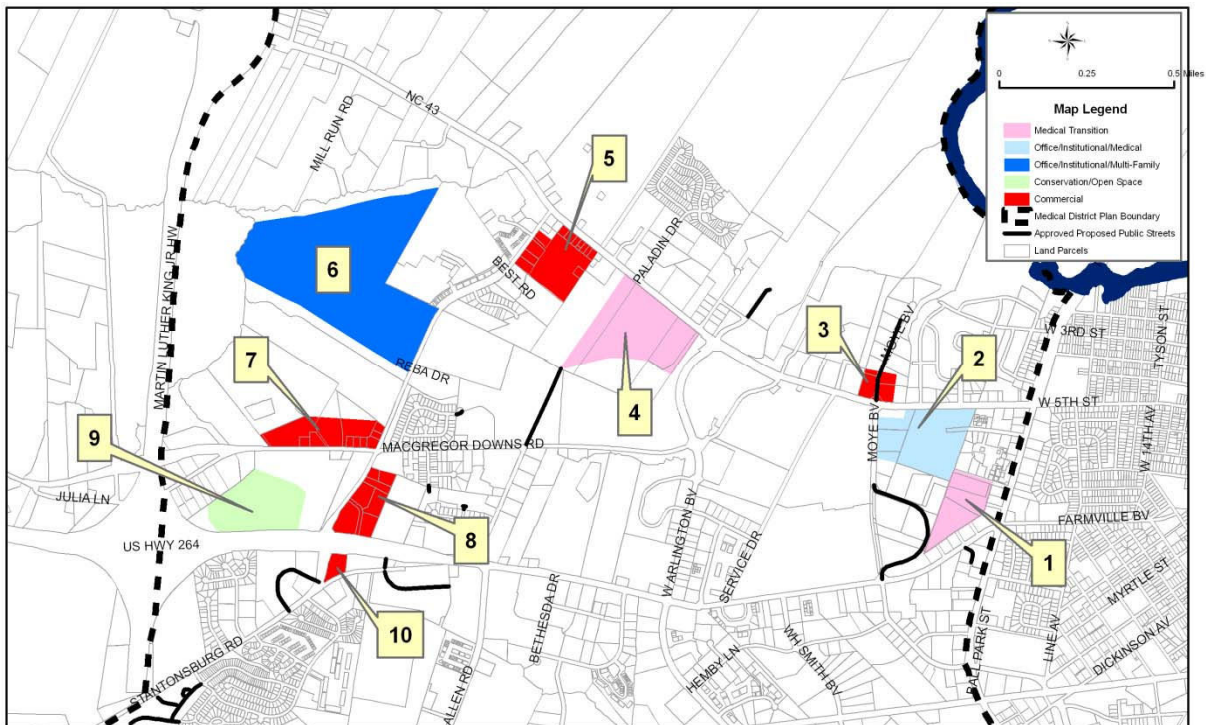
Because the *Horizons* plan update paid considerable attention to the Center City and West Greenville, it was not necessary, during the 2005-06 revitalization planning process, for the planning staff and

¹⁸ It is also possible to amend the plan at other times by act of City Council. Plan amendments may be requested by the City Council, the Planning & Zoning Commission, City departments, or private citizens. The *Horizons* Plan may also be amended upon the adoption of more specific Master Plans, Area Plan, or Program Plans.

consultants to recommend additional changes to the Future Land Use Plan after 2004. The revitalization plan attempted to build on the land use, urban design, and community-based economic development recommendations addressed in the *Horizons* plan. However, after the City Council adopted the Center City – West Greenville Revitalization Plan, the City Council did rezone a 66.4 acre land tract in the West Greenville Redevelopment Area to help support the community’s revitalization goals and to implement a recommendation of the Neighborhood Task Force. For a breakdown of City of Greenville-initiated rezonings since 2004, see: Zoning Trends Since 2004.

Medical District Land Use Plan Update (2007): *Targeted changes to the Future Land Use Plan and Focus Areas were necessary.* Similar to the revitalization plan, the Medical District Land Use Plan Update is one vital component of the community’s citywide long-range planning vision and, therefore, the 2007 update for the district also attempted to build on the goals identified in the 2004 *Horizons* plan. In the case of the medical district, however, significant developments occurred after 2004, which necessitated appropriate changes to recommended land use patterns to support a sustainable and vibrant medical and residential environment: completion of the East Carolina Heart Institute in 2008 and the ECU Dental School in 2009, as well as future planned developments scheduled for completion in 2010 and beyond. The hospital district is Greenville’s primary employment center and a location of rapid growth and development.

Planning staff analysis indicated that the Medical District had an imbalance of existing and future allowable uses that would result in a shortage of service delivery and retail options in the area. Furthermore, the lack of accessible services might encourage employees, residents, and visitors to make unnecessary and frequent out-of-district trips, contributing to traffic congestion and reduced productivity. Planning staff recommended that the Future Land Use Plan Map be amended to re-categorize 10 sites within the district:



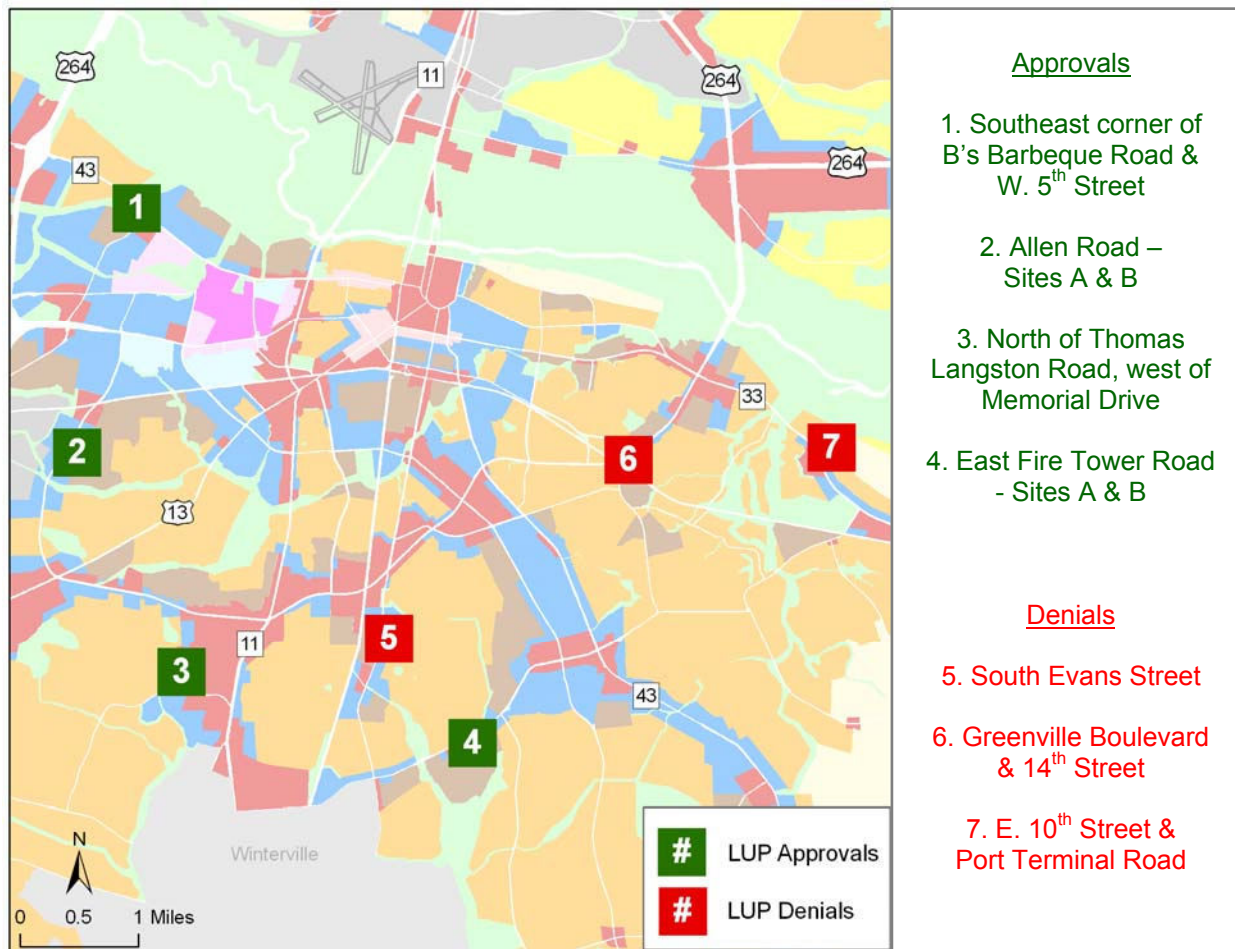
The plan also recommended the addition of two new Focus Areas on Highway-43. A draft of the plan was sent to PCMH and East Carolina University for review and input. The updated plan was adopted by the City Council in January of 2008. Approval of the plan effectively amended the Future Land Use Plan and Focus Areas Map to reflect the above described changes.

4 Private Requests to Amend the Land Use Plan: Overview

Since 2004, there have been a total of seven requests (two of those requests involved multiple categories) from landowners/developers to change the Future Land Use Plan Map. Four of these requests were approved and three were denied. As evident in the map below, the sites of these requests were relatively well distributed throughout the city. However, a couple of patterns did emerge:

- The sites were located in faster growing urban/suburban “edge” areas of the city, including Allen Road, Thomas Langston Road, East Fire Tower Road, and East 10th Street. Most of these sites were located outside the Greenville Boulevard/264 belt, or were just inside of it
- All of the sites were located south of the Tar River, where the great majority of new development has been occurring in the last 10+ years, in large part due to high concentrations of floodplain lands north of the Tar River.

Private Landowner/Developer Requests to Amend the Future Land Use Plan Map (Since 2004): Approvals and Denials



5 Approvals

Since 2004, the City Council has approved requests from private landowners/developers for six different sites to amend the Future Land Use Plan Map. However, two of the locations involved adjoining sites. In one case, the City Council amended a site's FLUPM category at the request of a petitioner; the following year, the City Council then approved a request from an adjoining property owner to make the same change to that site. In the other case, the City Council approved a request from a developer to simultaneously amend the future land use designation of two adjoining sections of one site, which the FLUPM had divided into office and high-density residential, respectively. This section of the report will review and analyze these two respective "twin" sites as two locations, rather than as four different sites. Altogether, then, it will look at four total locations where requests to amend the FLUPM were approved.

The following case summaries include general background data: site location, nature of the request (request to change from one land use category to another), the petitioner, site acreage, and date of the City Council meeting. It also provides staff analysis and recommendations pertaining to each case. For a detailed review of the City Council hearing testimony and deliberations, see: City Council Minutes (see: <http://www.greenvillenc.gov/>.)

1 B's Barbeque Road & W. 5th Street

Request: HDR → OIMF

Petitioner: The Covengton Group, Ltd.

Acres: 4.8

City Council Meeting: September 11, 2008

The Planning and Zoning Commission voted to recommend approval of the request.

Staff analysis: The subject area is located in Vision Area F. The applicable Comprehensive Plan Management Action in this area is: "Strengthen/support the medical district plan." The Future Land Use Plan Map recommends high density residential (HDR) at the southwest corner of West Fifth Street and B's Barbeque Road. The current HDR category on the Land Use Plan Map is intended for residential uses.

There is a designated intermediate focus area at the southeast corner of the intersection of West Fifth Street and B's Barbeque Road. These areas generally contain less than 50,000 to 150,000+ square feet of conditioned floor space.



The Medical District Land Use Plan Update 2007 (adopted February 21, 2008) was the latest in a series of changes that have taken place since the first Medical District Plan in 1974. Through these changes, the medical area has increased in size and established medical compatible land use patterns. The first major update was in 1986 and again in 1993.

The 1993 Plan re-emphasized that the "medical district" should contain medical core, consisting of the hospital – medical school campus and a medical clinic transition area, residential neighborhoods including multi- and single-family housing and a commercial component adequate to serve the resident

population, daily visitors and district employees. The 1993 Plan included specific zoning based objectives including:

- Provide an appropriate mix of residential densities and balance of land uses so that residents and employees might live and work in the area
- Provide for reasonable expansion of the primary medical core to the west
- Transition the intensity of the medical core to the outlying portions of the land use plan area.
- Create community focal points at the US 264 and NC 43 interchanges
- Encourage the development of commercial uses at the identified focal points and discourage “strip commercial development” along transportation corridors
- Effectively integrate existing land use and life styles in to the future land use pattern

The objective of the 2007 update was to insure continued adherence to the goals established by the previous “Medical District Plans” and Horizons: Greenville’s Community Plan, while at the same time to recognize that evolving conditions necessitate appropriate changes in recommended land use patterns in support of a sustainable and vibrant medical and residential environment.

West Fifth Street (NC Highway 43) is designated as a gateway corridor from its intersection at Memorial Drive continuing west to just beyond Martin Luther King Jr. Highway transitioning to a residential corridor. Gateway corridors serve as primary entranceways into the City and help define community character. Gateway corridors may accommodate a variety of intensive, large scale uses, in appropriately located focus areas with lower intensity office and/or high density residential development in the adjacent transition areas.

Currently, West Fifth Street (NC Highway 43) has four travel lanes from Memorial Drive to Paladin Drive (segment 1). From Paladin Drive to the VOA Site Road, West Fifth Street is proposed for four travel lanes (currently 2-travel lanes) that is included on the State Transportation Improvement Program (STIP) and work is scheduled to begin by Fall 2008 with completion anticipated within 30 months. There are no proposed changes for B’s Barbecue Road.

Therefore, in consideration of the goals and objectives of the previous “Medical District Plans” and Horizons: Greenville’s Community Plan, staff is of the opinion the request is in general compliance with the Comprehensive Plan.

Staff opinion and recommendation: In staff’s opinion, the Future Land Use Plan Map amendment **does not** represent a significant deviation from the current Medical District Plan Update 2007 and is in general compliance with the *Horizons* plan.

② Allen Road - Sites A & B

Site A

Request: HDR ➔ OIMF

Site A Petitioner: Medford Pointe

Acres: 15

City Council Meeting: March 13, 2006

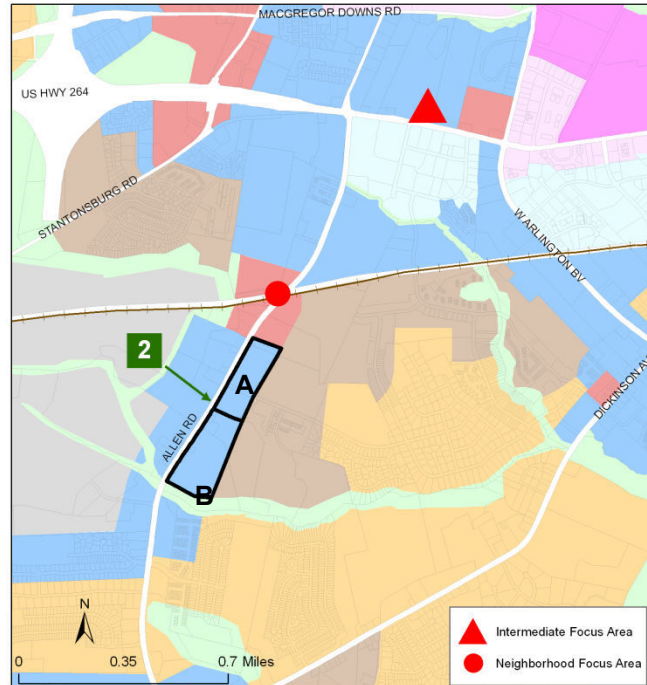
The Planning and Zoning Commission voted to recommend approval of the request.

Staff analysis: The subject area is located in Vision Area F. The intersection of Allen Road and the Norfolk Southern Railroad is designated as a neighborhood focus area. Allen Road is considered a major thoroughfare on the Thoroughfare Plan. The subject property is bound on the west by Allen Road, and the Norfolk Southern Railroad is 1,250± feet to the north. Allen Road is considered a “residential” corridor from the intersection of Allen Road and the Norfolk Southern Railroad continuing south to the intersection of Allen Road, Greenville Boulevard and Dickinson Avenue. Along residential corridors, office, service

and retail activities should be specifically restricted to the associated focus area, and linear expansion outside the focus area node should be prohibited.

The Comprehensive Plan states: Office/Institutional/Multi-family land uses should be developed along transportation thoroughfares to provide transition between commercial nodes and to preserve vehicle carrying capacity. Office/Institutional/Multi-family development should be used as a buffer between light industrial and commercial development and adjacent lower density residential land uses.

The current Future Land Use Plan Map recommends High Density Residential along the eastern right-of-way of Allen Road transitioning to medium density residential in the interior areas. The Future Land Use Plan Map further recommends Conservation/Open Space along Green Mill Run to serve as buffer between the high density residential development and the medium density residential development to the south of the subject area.



Staff opinion and recommendation: In staff's opinion, the proposed Office/Institutional/Multi-family land use category would maintain the recommended buffer between the recognized focus area, located at the intersection of Allen Road and the Norfolk Southern Railroad, and the medium density residential in the interior areas.

Site B

Request: HDR ➔ OIMF

Petitioner: Kevin Haltigan

Acres: 24

City Council Meeting: November 8, 2007

The Planning and Zoning Commission voted to recommend approval of the request.

Staff analysis: The subject area is located in Vision Area "F." Allen Road is designated at a residential corridor from its intersection with the Norfolk Southern Railroad to its intersection with Dickinson Avenue. Along residential corridors, office, service and retail activities should be specifically restricted to the associated focus area and linear expansion outside the focus area node should be prohibited. There is a designated neighborhood focus area located to the north of the subject property at the intersection of Allen Road and Landfill Road. The proposed amendment would allow for the same density of multi-family and allow for additional office and/or institutional uses.

The Comprehensive Plan states: "Office/Institutional/Multi-family land uses should be developed along transportation thoroughfares to provide transition between commercial nodes and to preserve vehicle carrying capacity. Office/Institutional/Multi-family development should be used as a buffer between light industrial and commercial development and adjacent lower density residential land uses."

The current Future Land Use Plan Map recommends High Density Residential along the eastern right-of-way of Allen Road transitioning to medium density residential in the interior areas. The Future Land Use Plan Map further recommends Conservation/Open Space along Green Mill Run to serve as buffer

between the high density residential development and the medium density residential development to the south of the subject area.

Staff opinion and recommendation: In staff's opinion, the request supports the goals, objectives and intent of the *Horizons* plan.

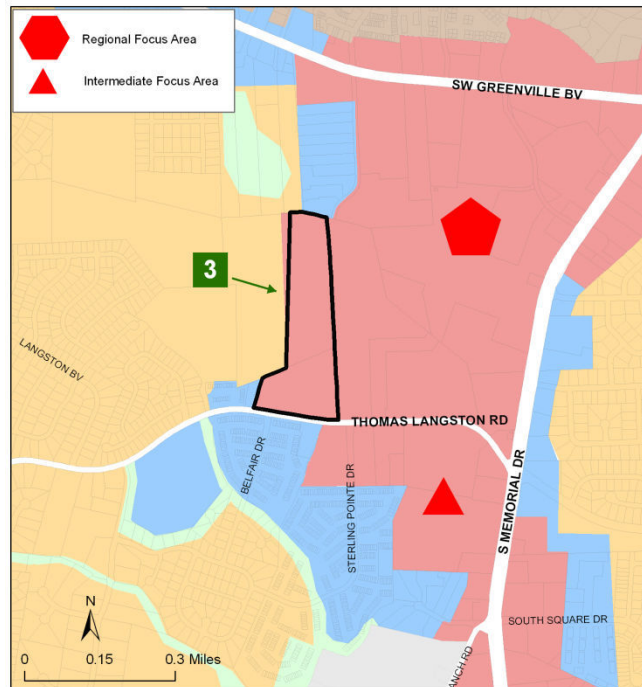
③ Thomas Langston Road

Request: OIMF ➔ COMMERCIAL
Petitioner: Ward, LLC
Acres: 27
City Council Meeting: May 10, 2007

The Planning and Zoning Commission voted to recommend approval of the request.

Staff analysis: The subject area is located in Vision Area E.

There is a designated regional focus area fronting Memorial Drive. Thomas Langston Road is designated as a residential corridor. Along residential corridors, office, service and retail activities should be specifically restricted to the associated focus area and linear expansion outside the focus area node should be prohibited. Tobacco Road is designated a minor thoroughfare and is proposed to be extended from its current terminus to intersect with Thomas Langston Road. Tobacco Road will be constructed at the time of development of the adjoining properties.



The Comprehensive Plan states: "Office/Institutional/Multi-family land uses should be developed along transportation thoroughfares to provide transition between commercial nodes and to preserve vehicle carrying capacity. Office/Institutional/Multi-family development should be used as a buffer between light industrial and commercial development and adjacent lower density residential land uses." The Comprehensive Plan states that "location and size of commercial nodes included in the plan are not intended to be static. As the area surrounding commercial nodes develop, larger node definitions ...may be warranted. In addition, as the commercial nodes of outlying areas of the City's planning jurisdiction develop, they should be buffered from surrounding areas by office, institutional and multi-family and residential and open spaces. Again, the exact size of the required buffer has not been predetermined. The required buffer width should be determined when the ultimate extent of the commercial node is known."

The current Future Land Use Plan Map recommends office/institutional/multi-family along the northern right-of-way of Thomas Langston Road to serve as a buffer between the commercial to the east and the medium density residential to the west.

In 1990, a Subcommittee appointed by the Planning and Zoning Commission recommended that the current OR zoned property be developed as such and further stated "that this pattern will prohibit further strip commercial development along SR 1134 (Thomas Langston Road) ... while providing adequate transition area into the interior low-medium density residential neighborhoods".

Staff opinion and recommendation: In staff’s opinion, the intended buffer, as illustrated on the Future Land Use Plan Map, between the commercial and the medium density residential is satisfied because the adjacent property to the west is zoned R6 (Residential [High Density Multi-family]) and R6A (Residential [Medium Density Multi-family]); however, the expansion of commercial land use (zoning) along the Thomas Langston Road is in conflict with current and past recommendations and zoning actions and **is not** recommended as proposed. The proposed amendment would allow for expanded commercial uses such as, retail, restaurants, and gasoline sales along Thomas Langston Road.

4 East Fire Tower Road

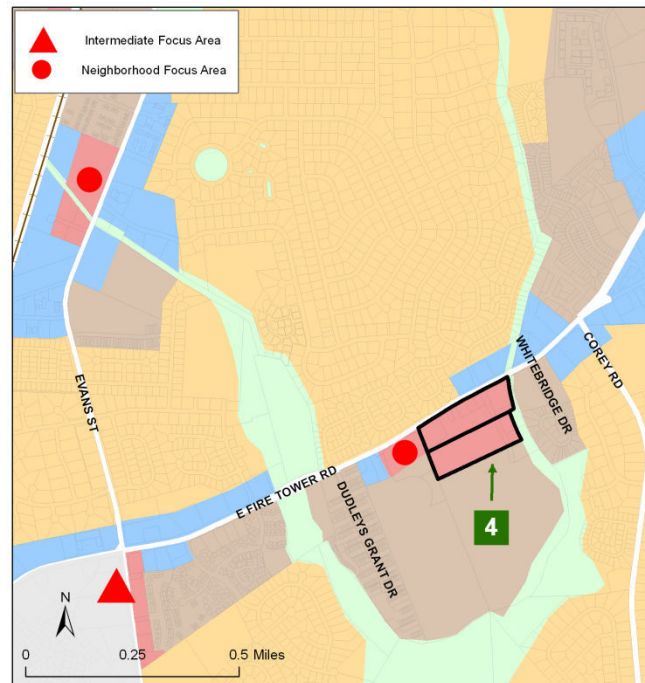
Site A (OIMF to C) and Site B (HDR to C)
Request: OIMF, HDR ➔ COMMERCIAL
Petitioner: Lewis Land Development, LLC
Acres: 20
City Council Meeting: June 14, 2007

The Planning and Zoning Commission voted to recommend approval of the request.

Staff analysis: The subject area is located in Vision Area D.

The applicable Comprehensive Plan Management Actions in this area are:

- “D8. Restrict development north and south of Fire Tower Road to residential uses, outside of focus areas.”



There is a designated neighborhood focus area located to the west of the subject property. Fire Tower Road, between Old Tar Road (Evans Street) and Corey Road, is designated as a residential corridor. Along residential corridors, office, service and retail activities should be specifically restricted to the associated focus area and linear expansion outside the focus area node should be prohibited.

The existing 10.462 acres of commercial zoning (Fire Tower Crossing Shopping Center) to the immediate west serves as the recommended neighborhood focus area. The neighborhood focus area should be restricted to this central location and further linear expansion along Fire Tower Road would be discouraged.

Staff would also discourage commercial expansion into the residential area. The existing neighborhood focus area (Fire Tower Crossing Shopping Center) location (spacing) is in general compliance with Horizons: Greenville’s Community Plan guidelines, however the commercial (retail acreage) component is in excess of plan recommendations. With respect to the recommended focus area size, the Comprehensive Plan states that, “location and size of commercial nodes included in the plan are not intended to be static. As the area surrounding commercial nodes develop, larger node definitions ...may be warranted. In addition, as the commercial nodes of outlying areas of the City’s planning jurisdiction develop, they should be buffered from surrounding areas by office, institutional and multi-family and residential and open spaces. Again, the exact size of the required buffer has not been predetermined. The required buffer width should be determined when the ultimate extent of the commercial node is known”. The proposed amendment would allow for expanded commercial uses such as, general retail, restaurants, convenience and gasoline sales along Fire Tower Road an additional ¼ mile outside the current focus area boundary.

The Comprehensive Plan states: “Office/Institutional/Multi-family land uses should be developed along transportation thoroughfares to provide transition between commercial nodes and to preserve vehicle carrying capacity. Office/Institutional/Multi-family development should be used as a buffer between light industrial and commercial development and adjacent lower density residential land uses.”

The current Future Land Use Plan Map recommends office/institutional/multi-family along the southern right-of-way of East Fire Tower Road between the designated neighborhood commercial focus area at Fire Tower Crossing Shopping Center and Fork Swamp Canal to the east and transitioning to high density residential in the southern interior areas adjacent thereto.

Staff opinion and recommendation: In staff’s opinion the request represents a significant deviation from the current plan and does not support the goals, objectives and intent of the *Horizons* plan.

6 Denials

Since 2004, the City Council has denied three requests to amend the Future Land Use Plan Map. Given the city’s steady growth, it is not surprising that development pressures would lead to some conflicts between the land use plan and landowner/developer interests. One of the benefits in having a Future Land Use Plan Map that is derived from a comprehensive community planning vision is that it establishes a predictable, fair, and impartial basis for land use decision making, which can help avoid or mitigate conflicts. The City of Greenville’s Community Development Department provides administrative and technical support to landowners and developers – including answering questions about planning, zoning, and development regulations. When a landowner or developer inquires about the FLUPM being amended to allow for an alternative use on his or her site, the planning staff ascertains whether that alternative use is likely to be considered in compliance, or in general compliance, with the land use plan, or not in compliance with the land use plan. Often, after consulting with staff, a landowner or developer will decide not to pursue the request for the time being, in which case staff will still “log” the encounter as an “inquiry” (see: the next item).

5 South Evans Street

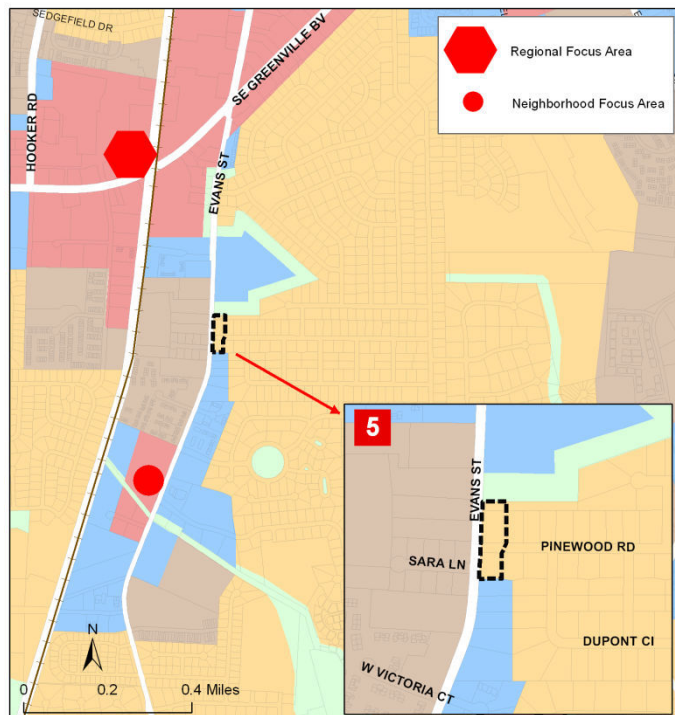
Request: MDR → OIMF
Petitioner: Carolina Development and Construction, LLC
Acres: 1.7
City Council Meeting: June 14, 2007

The Planning and Zoning Commission voted to recommend denial of the request.

Staff analysis: The subject area is located in Vision Area D.

The applicable Comprehensive Plan Management Actions in this area are:

“D10: Maintain Evans Street as a residential corridor from Martinsborough Road south to Fire Tower Road.” [the intent of this guideline is to encourage residential development in the Evans Street corridor in all areas located outside



the designated focus nodes and associated transition areas]

Evans Street is designated as a connector corridor from Greenville Boulevard south, transitioning to a residential corridor at the entrance of Caversham Road, the entrance to Bedford Place Subdivision. Connector corridors are anticipated to contain a variety of higher intensive activities and uses than residential corridors.

There is a designated regional focus area at the intersection of Greenville Boulevard and Evans Street. Within a regional focus area, commercial activity is encouraged. The anticipated build-out of such focus areas are 400,000 plus square feet of conditioned floor space. There is a designated neighborhood focus area located west of Evans Street and south of Willoughby Park Condominiums. The anticipated build-out of such focus areas are 20,000 – 40,000 square feet of conditioned floor space.

The Comprehensive Plan states: “Office/Institutional/Multi-family [OIMF] land uses should be developed along transportation thoroughfares to provide transition between commercial nodes and to preserve vehicle carrying capacity. Office/Institutional/Multi-family development should be used as a buffer between light industrial and commercial development and adjacent lower density residential land uses.” Specifically, the Future Land Use Plan Map (2004) recommends Medium Density Residential (MDR) along the eastern right-of-way of Evans Street, at the intersection of Pinewood Road, including the residential lots fronting the intersection, and for the interior residential neighborhood adjacent thereto.

Staff opinion and recommendation: Of primary concern is the protection of the Pinewood Forest Subdivision entrance. The intersection of Evans Street and Pinewood Road serves as a primary entrance into this established single-family neighborhood.

The Comprehensive Plan does not specifically recommend a neighborhood focus area at this location. Several area neighborhoods have an OIMF land use designation at the intersection of entrance roads and thoroughfare streets, including Westhaven, Belvedere, Club Pines, and Lynndale. Use of OIMF in those cases was the preferred option in lieu of commercial development.

The proposed OIMF designation provides an option for a compatible mix of business and office uses and typically serves as a transition between commercial activities, major roadways and residential neighborhoods. The closest commercial zoning (Lynncroft Shopping Center) is located 1,050+ feet to the north. Evans Street is designated as a major thoroughfare. The Office (O) zoning option under the OIMF designation is the most restrictive non-residential zoning district. There is no residential option under the Office (O) zone.

If the Planning and Zoning Commission and City Council determine that a non-residential land use option is appropriate for the subject site, the OIMF designation would be the preferred category for this location.

⑥ Greenville Boulevard and 14th Street

Request: OIMF → COMMERCIAL
Petitioner: Ward Holdings, LLC

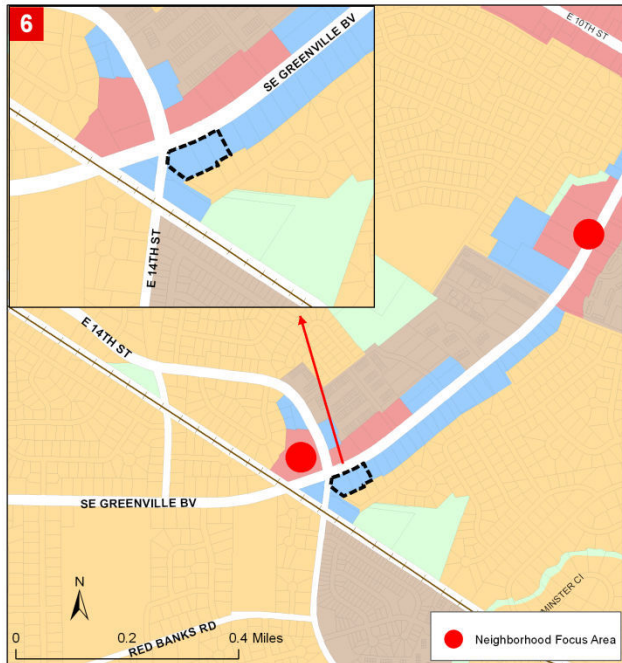
Acres: 1.52

City Council Meetings: November 8, 2007; May 8, 2008

In November 2007, the City Council had previously denied an identical request by the petitioner. The Planning and Zoning Commission twice voted to recommend approval the request.

Staff analysis: The subject area is located in Vision Area C.

The Future Land Use Plan Map recommends office/institutional/multi-family along the southern right-of-way of Greenville Boulevard, east of the Norfolk Southern Railroad and adjacent to the neighborhood focus area at the intersection of Greenville Boulevard and Eastbrook Drive.



There are designated neighborhood focus areas at the intersections of Greenville Boulevard and 14th Street and Greenville Boulevard and Eastbrook Drive. These areas generally contain less than 40,000 square feet of conditioned floor space. Greenville Boulevard is designated as a connector corridor from its intersection at 14th Street and continuing north. Connector corridors are anticipated to contain a variety of higher intensity activities and uses, whereas residential corridors are preferred to accommodate lower intensity residential uses.

The Comprehensive Plan states: "Office/Institutional/Multi-family land uses should be developed along transportation thoroughfares to provide transition between commercial nodes and to preserve vehicle carrying capacity. Office/Institutional/Multi-family development should be used as a buffer between light industrial and commercial development and adjacent lower density residential land uses."

The Comprehensive Plan states that "location and size of commercial nodes included in the plan are not intended to be static. As the area surrounding commercial nodes develop, larger node definitions ...may be warranted."

In addition, as the commercial nodes of outlying areas of the City's planning jurisdiction develop, they should be buffered from surrounding areas by office, institutional and multi-family and residential and open spaces. Again, the exact size of the required buffer has not been predetermined. The required buffer width should be determined when the ultimate extent of the commercial node is known.

Staff opinion and recommendation: Staff does not recommend expansion of commercial development in the area adjacent to the Eastwood Subdivision. The current office/institutional/multi-family designation will afford adaptive reuse of the property while minimizing negative impacts on the interior neighborhood.

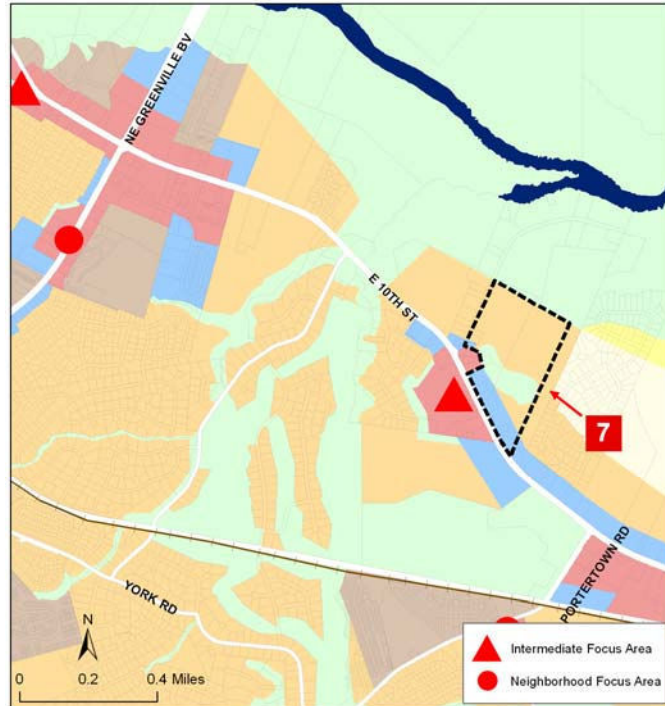
7 East 10th Street and Port Terminal Road

Request: OIMF, MDR, COS → COMMERCIAL
Petitioner: WRS, Incorporated
Acres: 52
City Council Meeting: November 6, 2007

The Planning and Zoning Commission voted to recommend approval of the request.

Staff analysis: The subject site is located in Vision Area C.

East Tenth Street is considered a "gateway" corridor from the intersection of Greenville Boulevard and East Tenth Street continuing east. Gateway corridors serve as primary entranceways into the City and help define community character. These roads are designed to carry high volumes of traffic through and across the City. The intersection of East Tenth Street and Port Terminal Road is designated as an intermediate focus area. These nodes typically contain 50,000 to 150,000 square feet of conditioned floor space.



The Future Land Use Plan Map recommends commercial at the northeast corner of the intersection of East 10th Street and Port Terminal Road transitioning to office/institutional/multi-family adjacent to the Highway 33 frontage immediately outside the recognized focus area, and medium density residential on the interior. The Future Land Use Plan Map further recommends conservation/open space on interior areas likely to be impacted by environmental limitations.

The Future Land Use Plan Map identifies certain areas for conservation/open space uses. The map is not meant to be dimensionally specific, and may not correspond precisely with conditions on the ground. When considering rezoning requests or other development proposals, some areas classified as conservation/open space may be determined not to contain anticipated development limitations. In such cases, the future preferred land use should be based on adjacent Land Use Plan designations, contextual considerations, and the general policies of the comprehensive plan.

The Comprehensive Plan states that "location and size of commercial nodes included in the plan are not intended to be static. As the area surrounding commercial nodes develop, larger node definitions ...may be warranted. In addition, as the commercial nodes of outlying areas of the City's planning jurisdiction develop, they should be buffered from surrounding areas by office, institutional and multi-family and residential and open spaces. Again, the exact size of the required buffer has not been predetermined. The required buffer width should be determined when the ultimate extent of the commercial node is known".

There is a recognized community focus area at the intersection of Greenville Boulevard and East Tenth Street.

There is a recognized intermediate focus area east of the intersection of East Tenth Street/Highway 33 East and Portertown Road.

Below are considerations from *Horizons: Greenville's Community Plan*.

- The locations of Intermediate and Neighborhood Focus Areas should be evaluated based on surrounding residential development patterns and the lack of alternative retail uses to serve these areas.
- Retail should have access to collector streets.
- Ensure proper size of and spacing between focus areas.
- Ensure that new development has adequate north/south and east/west transportation corridors.

The subject site is only accessible via East Tenth Street (Hwy 33). There are no north/south connections to this site.

This request would allow for commercial uses, such as general retail, fast food restaurants, conventional restaurants, and gasoline sales.

Currently, there are 28.39 acres of commercially-zoned property in the vicinity of the intersection of East 10th Street and Port Terminal Road.

Staff opinion and recommendation: In staff's opinion, the anticipated additional commercial development will significantly alter the desired community character of this corridor; therefore, staff recommends denial of this request. In staff's opinion, the current Future Land Use Plan Map designations for the subject and adjoining properties support a sustainable environment for the area and provide reasonable use for the affected properties.

7 Inquiries

Landowners and developers frequently contact the City of Greenville's Community Development Department to inquire about how the Future Land Use Plan and current zoning ordinances affect properties they own, or in which they have an interest. Occasionally, these "inquiries" are limited to straightforward and general questions, such as: What zoning district applies to a specific parcel? What is the process for changing the Future Land Use Plan or rezoning a parcel? What is the City's plan for a particular area of Greenville? More frequently, a landowner or developer has already decided that he or she is interested in rezoning a property and is consulting with the staff to gauge whether a particular use would be feasible, in terms of land use planning: Would the proposed use be in compliance with the comprehensive plan?

After consulting with the staff, the landowner or developer oftentimes decides not to pursue the inquiry any further; therefore, many of these informal questions never become formal requests to change the Land Use Plan or rezone a property. Although these inquiries were not pursued, they still send the community important signals about where development interest might be directed in the future. The Community Development Department maintains a database to keep track of all routine (or discontinued) Future Land Use Plan "inquiries" that were never pursued formally.¹⁹ The database keeps a record of the date, location, and nature of each inquiry, along with the parties who inquired about each respective property.

The inquiry database and other related data better enable the community to identify those areas of the city that are experiencing potentially heightened development pressures, which might necessitate amendments to the comprehensive plan. Since the comprehensive plan was last updated in 2004, the Community Development Department has received a total of 51 such inquiries. These examples have been incorporated into the Study Map²⁰, which the community can use to evaluate the suitability of the current comprehensive plan in responding to future projected development demands in higher growth areas of the city.

¹⁹ A print out of all database records since 2004 is included in Appendix C.

²⁰ The Study Map is on file in the City's Community Development Department.

8 Trends and Conclusions

In the five years since the Comprehensive Plan was updated, the City Council has established a precedent of approving certain types of requests to change the Future Land Use Plan. Requests to change the land use plan have generally met with approval when the proposal satisfied some combination of the following criteria (and did not conflict with the comprehensive plan in other ways):

- **HDR → OIMF**: Where appropriate, the City Council has generally regarded the change from HDR to OIMF as being not a major shift. Going from one to the other of these two general land use categories has generally not been seen as a significant threat to neighborhood character.
- The City Council has also approved requests to change the land use plan category from **OIMF or HDR → Commercial**; however, recent trends suggest that City Council has treated such changes as being a more significant shift in use category compared to HDR → OIMF. In such cases, the City Council has taken the following factors into consideration:
 - Is the site close to a focus area that is appropriate for the scale and intensity of the land use category being requested?
 - Does the site have good-to-excellent accessibility for the type and extent of the land use category being requested?
 - Are there multifamily residential uses in the vicinity of the area under question to serve as a transition between the proposed commercial use category and other uses?
- Since 2004, the City Council denied both requests to change use category from **MDR → OIMF**, which would be a more significant shift than the above described changes.

FUTURE LAND USE PLAN MAP: RECOMMENDED CHANGES

1 Purpose

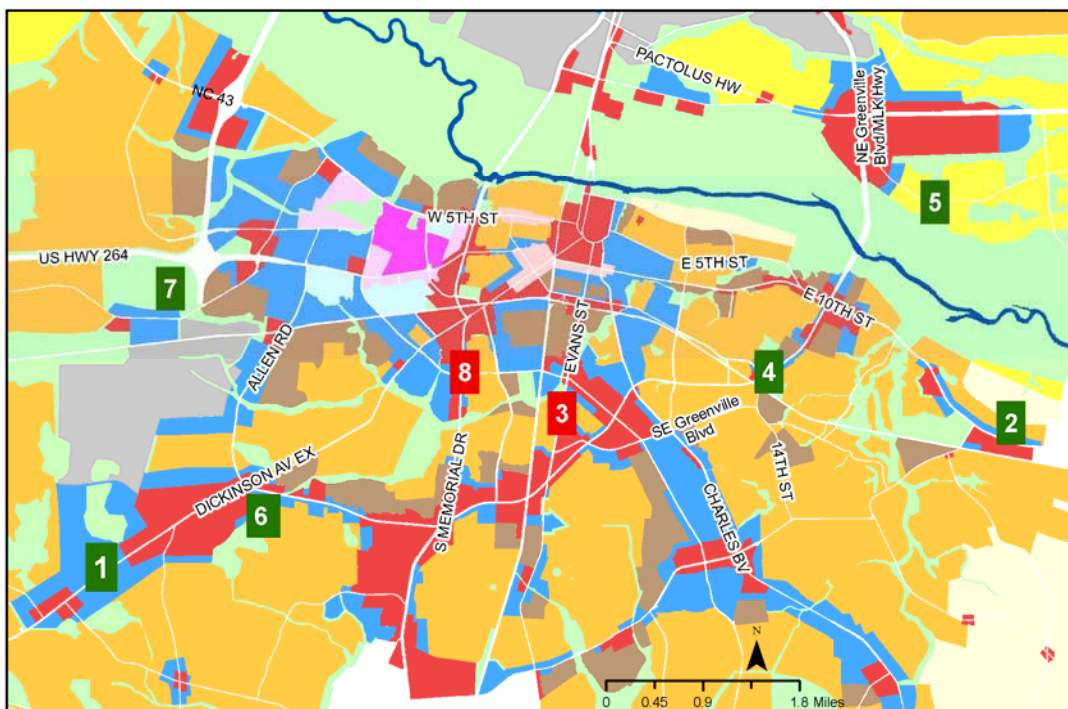
The previous section of this report summarized the City-initiated and private requests to change the Future Land Use Plan Map (FLUPM) since 2004. Private land owners or their representatives can formally petition the City of Greenville to amend the FLUPM for those areas directly affecting their properties. That option will continue to be available going forward.

Any time that the planning staff, commissioners, and council members are asked to evaluate the appropriateness of possible FLUPM changes, the subject areas are analyzed with respect to a range of comprehensive planning considerations—including potential impacts on transportation corridors, focus areas, and residential neighborhoods. The five year review process is not a departure from the City's ongoing planning efforts. However, the data and analyses generated by the process presents an advanced opportunity for the community to evaluate multiple future urban growth corridors or areas in the city, and then make targeted changes to the Future Land Use Plan Map, as necessary.

2 Areas of Interest

As part the five year review process, the Planning and Zoning Commission invited members of the public to suggest “areas of interest” within the City's planning jurisdiction that the commission might study to determine whether it would be appropriate to amend the Future Land Use Plan Map for those areas. The public had multiple opportunities to make such requests between November 2009 and April 2010.

In response to those requests, the commission agreed to evaluate **eight (8) areas of interest**. The areas are well distributed throughout the city; however, they tend to be located along current or future (anticipated) major growth corridors including E. 10th Street, Hwy 264, Greenville Boulevard, and Dickinson Avenue Extension:



The Planning and Zoning Commission held four public hearings between February 3, 2010 and April 20, 2020 to evaluate the areas of interest and consider making recommendations to amend the FLUPM:

Table X: Areas of Interest

Area	Location	Meeting	From	To	P&Z recommendation
1	Hwy-13 Dickinson Ave Ext.	February 3 - workshop	OIMF	C	Change to C (primary & additional areas)
2	Hwy-33/E. 10th Street	February 3 - workshop (cont.); February 16	OIMF	C	Change to C (primary area)
3	Evans Street	February 3 - workshop	MDR	OIMF	No change
4	SE Greenville Blvd/14th Street	March 16	OIMF	C	Change to C (7 parcels)
5	Old Pactolus Rd	March 16 (cont.); April 20	C/OS, VLDR, OIMF	C	Change to C (all of primary area)
6	SW Greenville Blvd	April 20	OIMF/MDR/COS	C	Change portion to C, as per staff recommended configuration
7	Hwy-264/Old Stantonsburg	April 21	COS/OIMF	C	Change to C (primary area)
8	S. Memorial Drive	April 22	OIMF	C	No change

After evaluating all of the areas of interest, the Planning and Zoning Commission voted to recommend changes to the Future Land Use Plan Map for areas 1, 2, 4, 5, 6, and 7 (black font) and voted not to recommend any changes for areas 3 and 8 (red font). The six recommended changes to the FLUPM are summarized in the remainder of this section.²¹

3 Recommended Changes

The Planning and Zoning Commission is recommending that the Future Land Use Plan Map be amended to reflect six (6) changes.

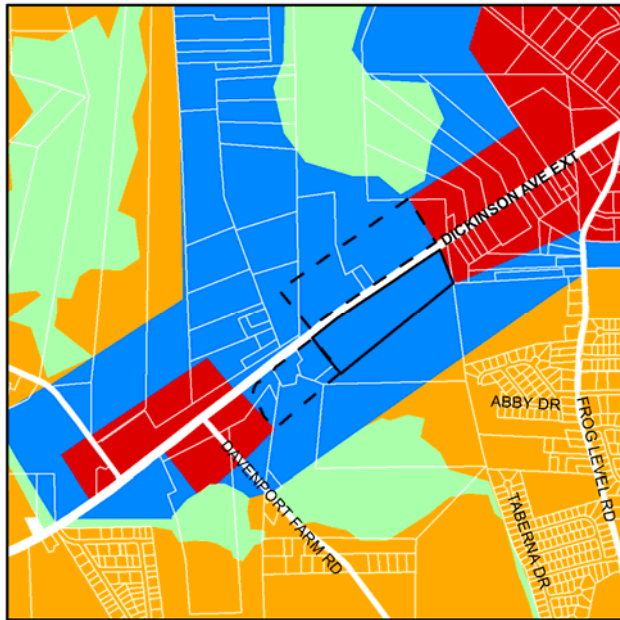
Each recommendation in this section includes side-by-side “before” and “after” maps illustrating the relevant sections of the Current Future Land Use Plan Map (on the left) and Proposed Future Land Use Plan Map (on the right). The black lines represent the areas that the Planning and Zoning Commission studied prior to making their recommendations. The solid lines correspond to the primary areas that were under consideration, or those areas of which interested parties asked the Planning and Zoning Commission to consider. The dotted lines on the “before” and “after” maps correspond to the additional areas under consideration. The “additional areas” were specifically highlighted by the City’s planning staff to take into consideration potential impacts from FLUPM changes on adjacent, similarly-situated areas. The planning staff was not necessarily (or even typically) recommending any changes within the additional areas (or within the primary areas, for that matter) and no property owners requested that the Planning and Zoning Commission evaluate the additional areas (dotted lines), only the primary areas (solid lines).

²¹ For a detailed review of the staff analyses and Planning and Zoning Commission’s discussions and votes for each of the areas of interest, see the public record: Planning and Zoning Commission agendas and minutes, which are available on the City of Greenville, Community Development Department website, http://www.greenvillenc.gov/departments/community_development/information/default.aspx?id=1067. At the conclusion of all P&Z discussions and votes pertaining to the 2009 – 2010 Comprehensive Plan Review Report, copies of the relevant P&Z agendas and minutes will be included in Appendix A, 5 -Year Comprehensive Plan Review Public Forum Process and Outline, along with other materials documenting the public process involved in the five year review.

Highway 13/Dickinson Avenue Ext./SW Bypass

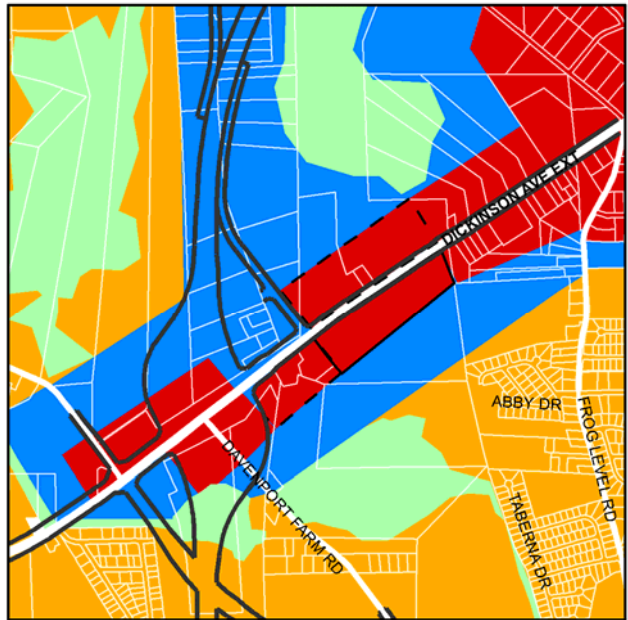
Current Future Land Use Plan Map

- Office Institutional Multifamily (blue) recommended for both sides of Dickinson Ave Ext corridor, between two commercial focus areas



Proposed Future Land Use Plan Map

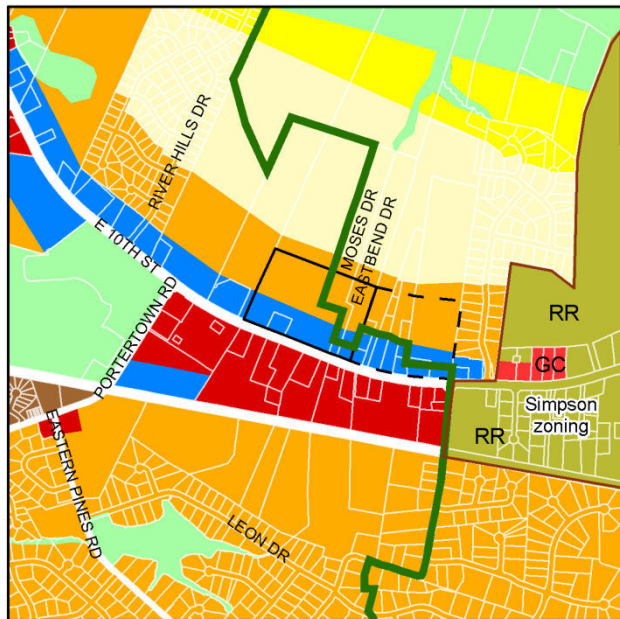
- Amend FLUPM to recommend additional commercial (red) on both sides of Dickinson Ave Ext to replace commercial lost to SW Bypass corridor (outlined in dark gray below)



Highway 33/East 10th Street Extension

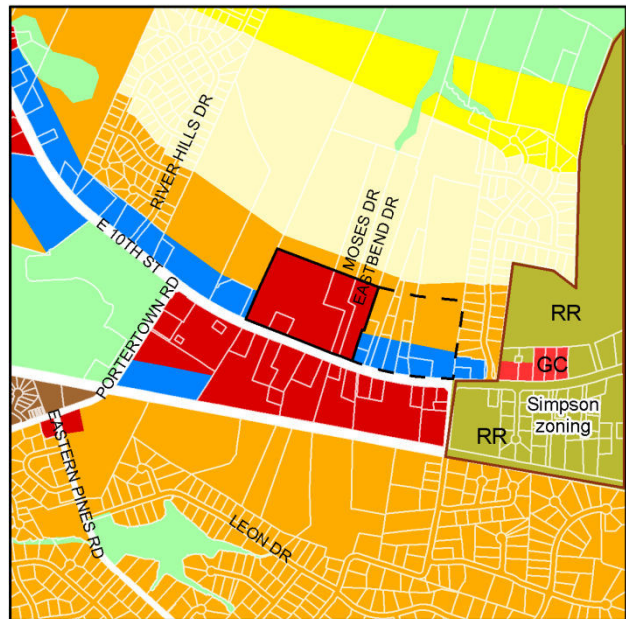
Current Future Land Use Plan Map

- OIMF (blue) and MDR (orange) recommended for north side of E 10th St corridor



Proposed Future Land Use Plan Map

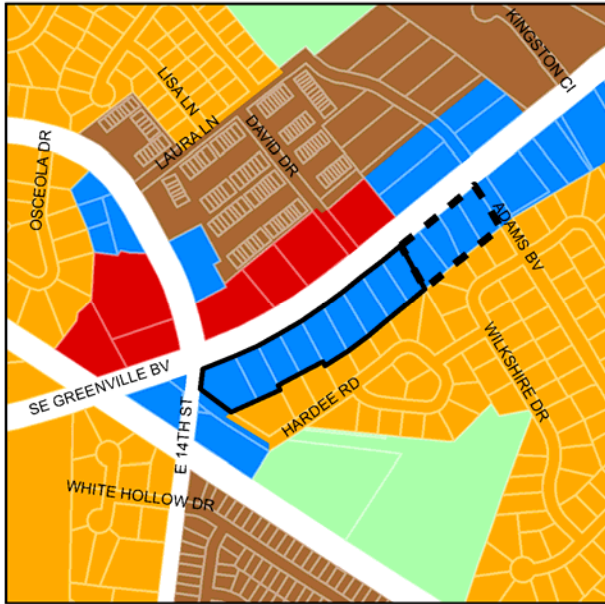
- Amend FLUPM to recommend additional commercial (red) on the north side of E 10th St



SE Greenville Boulevard/14th Street

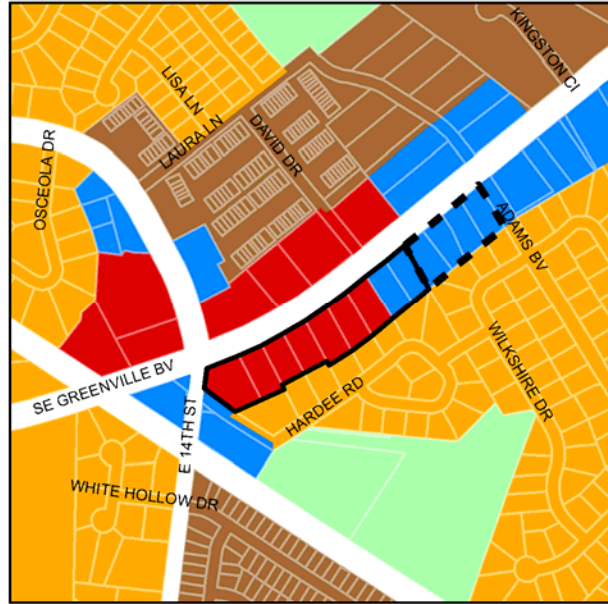
Current Future Land Use Plan Map

- OIMF (blue) recommended for south side of Greenville Boulevard corridor, including between E. 14th Street and Adams Boulevard



Proposed Future Land Use Plan Map

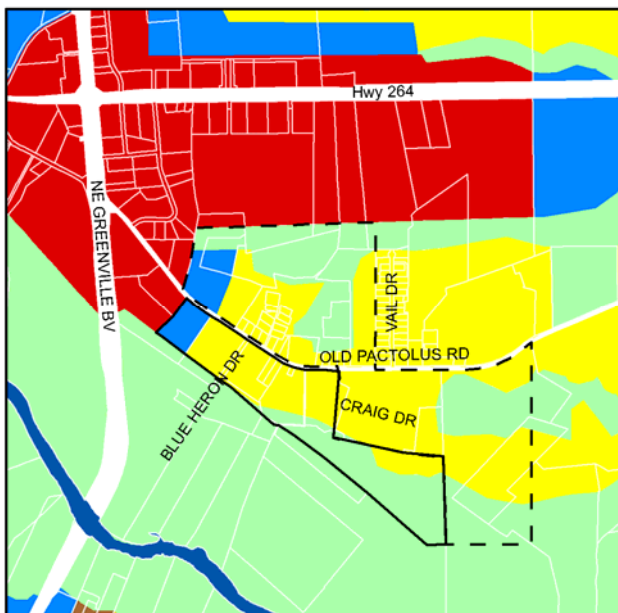
- Amend FLUPM to recommend commercial (red) along an additional section of the Greenville Boulevard corridor



Old Pactolus Road

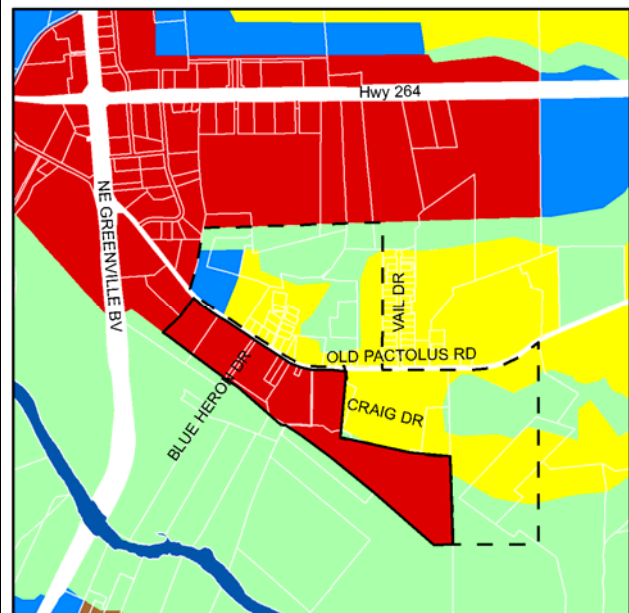
Current Future Land Use Plan Map

- OIMF (blue), Low Density Residential (yellow), and Conservation/Open Space (green) recommended for both sides of Old Pactolus Rd.



Proposed Future Land Use Plan Map

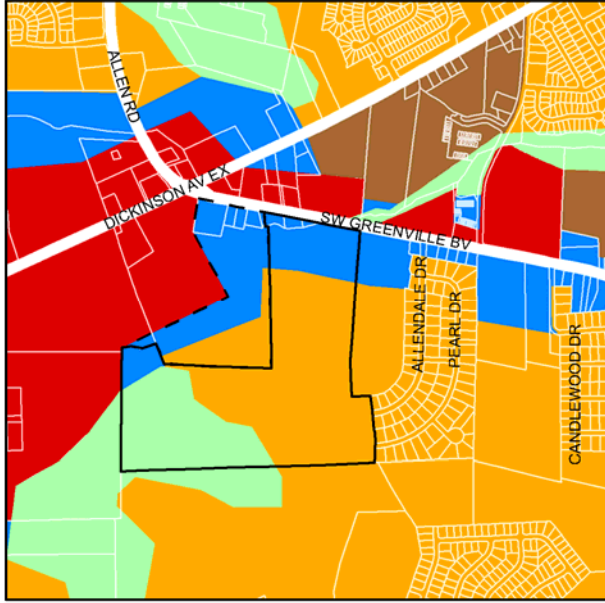
- Amend FLUPM to recommend commercial (red) on south side of Old Pactolus Rd., with expectation that additional commercial in that area would have potential to support only lower intensity uses (e.g., outdoor commercial recreation)



SW Greenville Boulevard

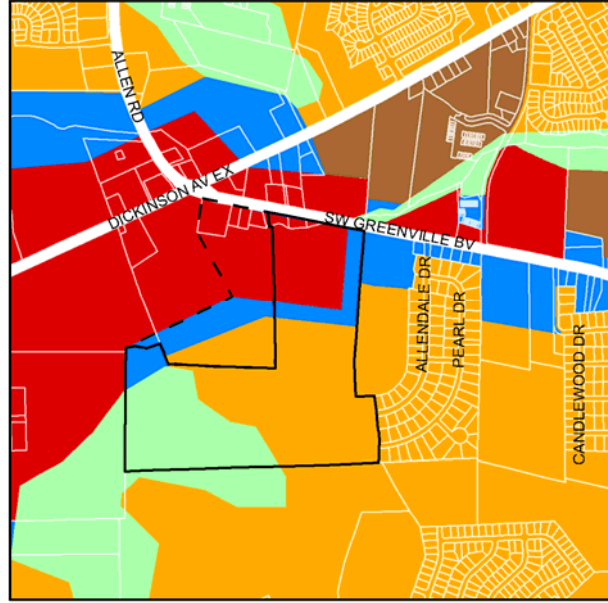
Current Future Land Use Plan Map

- OIMF (blue), Medium Density Residential (orange), and Conservation/Open Space (green) recommended on south side of SW Greenville Boulevard corridor



Proposed Future Land Use Plan Map

- Amend FLUPM to recommend additional commercial (red) along the corridor, with the OIMF buffer/transition adjusted accordingly



Highway 264/Martin Luther King, Jr. Hwy/Old Stantonsburg Road

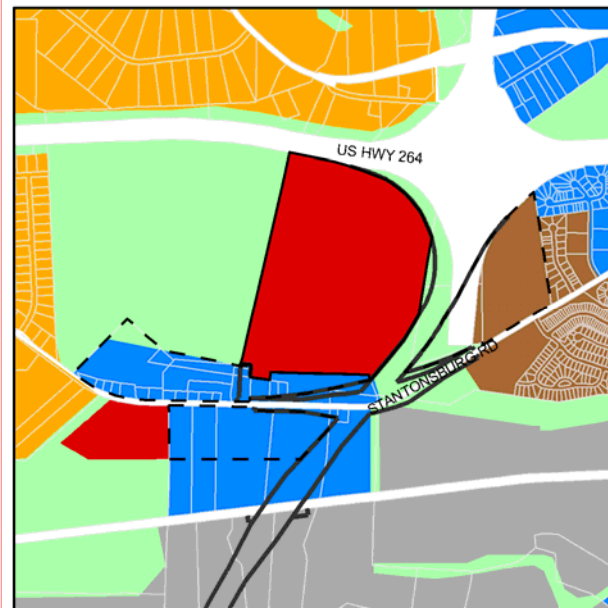
Current Future Land Use Plan Map

- C/OS (green) and limited OIMF (blue) recommended for primary area; OIMF recommended for north side of Old Stantonsburg Rd. corridor

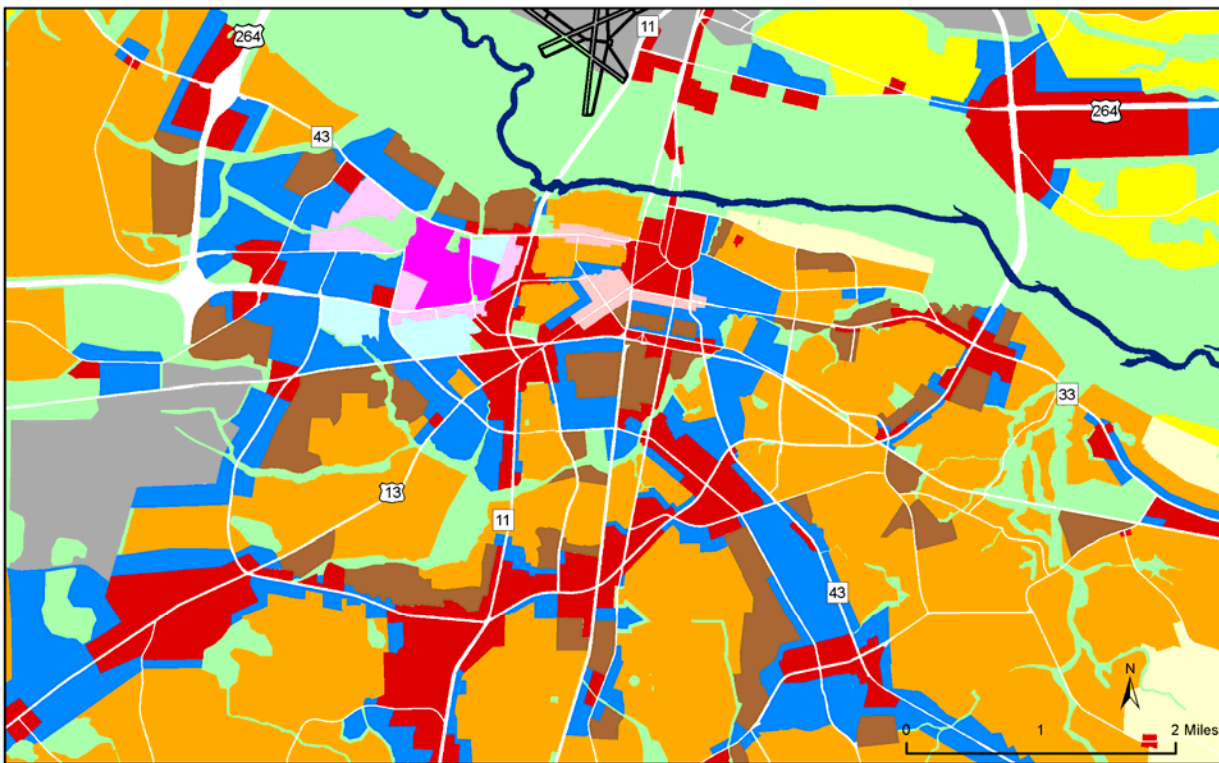


Proposed Future Land Use Plan Map

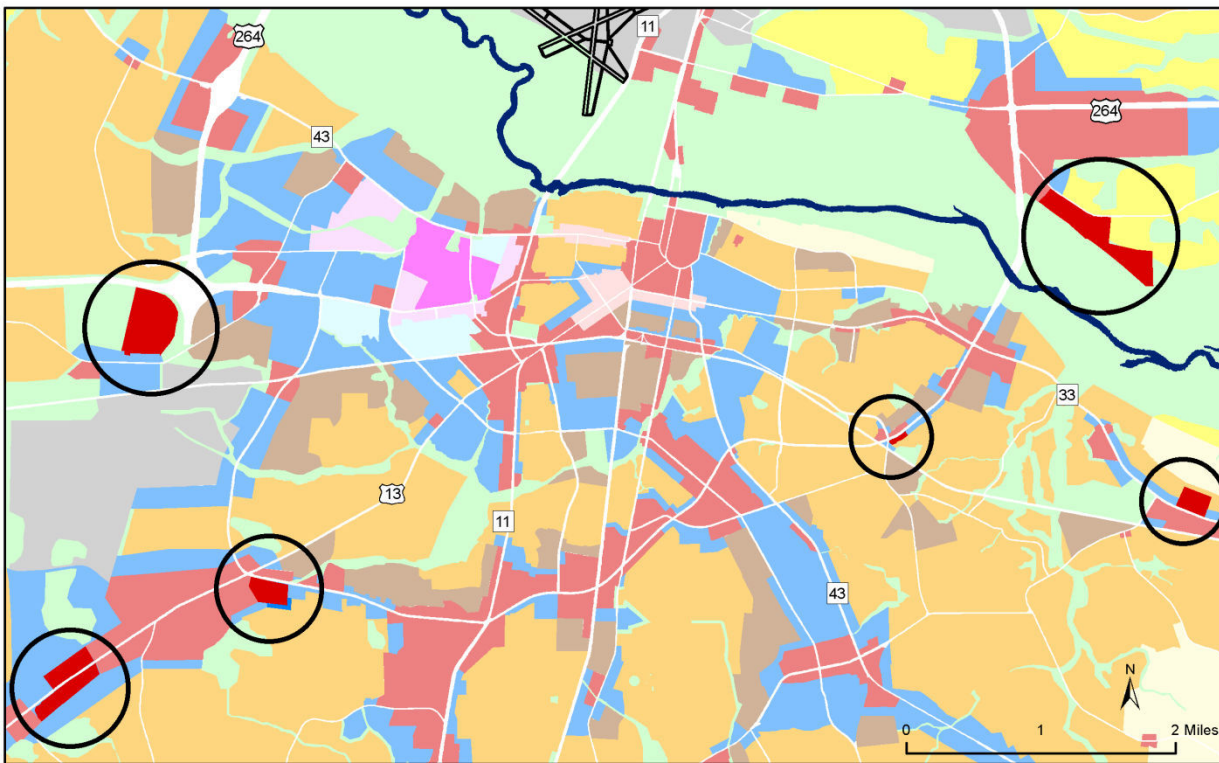
- Amend FLUPM to recommend commercial (red) in primary area, with expectation that it would have potential to support only lower intensity uses



Current Future Land Use Plan Map



Proposed Future Land Use Plan Map: All Recommended Changes (circled and in bold colors)



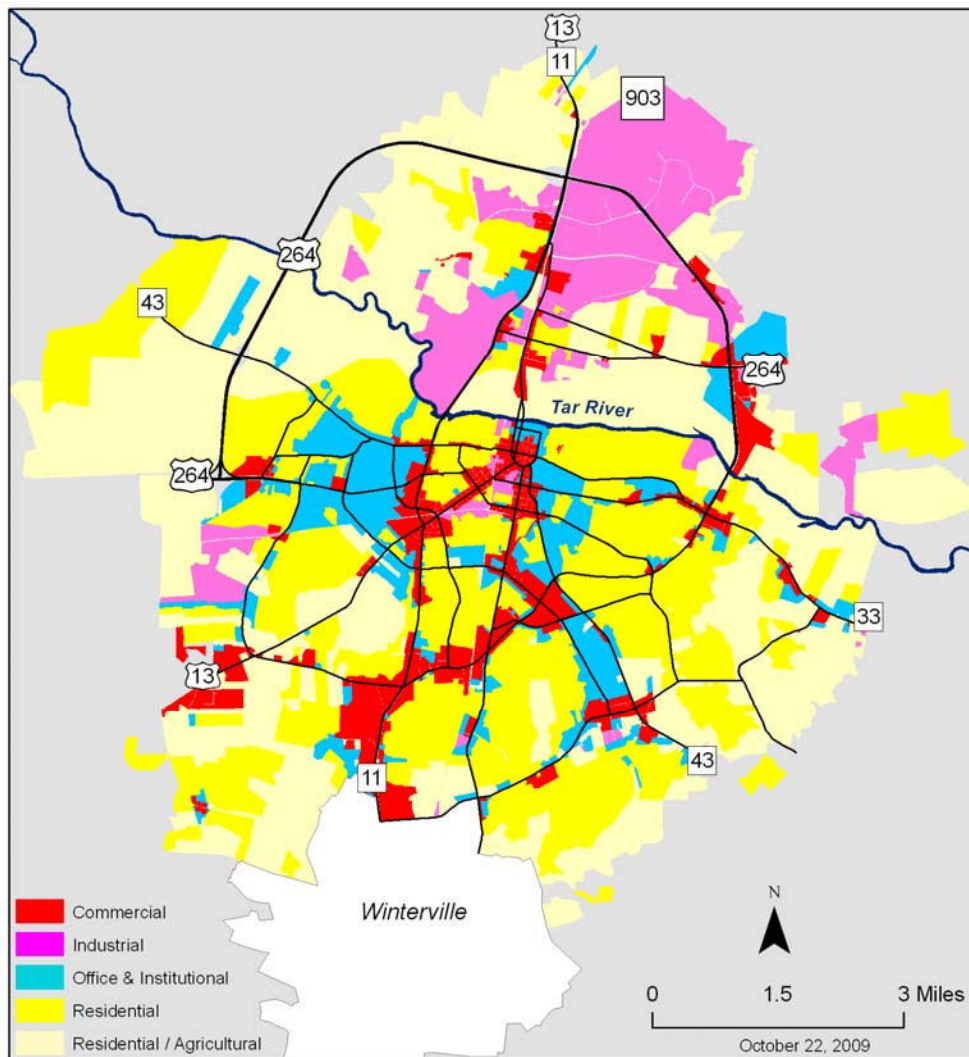
ZONING

1 Rezoning Requests

A zoning map is the official visual record of a jurisdiction's zoning districts as they exist today, depicting its *current* zoning ordinances regulating the use and development of land parcels. The City's official zoning map has been amended many times in response to changing urban conditions and planning trends. A zoning map explicitly indicates the types and intensities of development that are *currently* allowed for a property *by prior right*.

Property owners may request that a property be rezoned to another zoning district. Rezoning should be consistent with the vision, policy framework, and land use patterns described in the comprehensive plan. The districts can only be amended by City Council following review and recommendation of the Planning and Zoning Commission and City Council public hearing. Amendments to the Official Zoning Map are in fact an amendment to the Zoning Ordinance.

Current Zoning Map



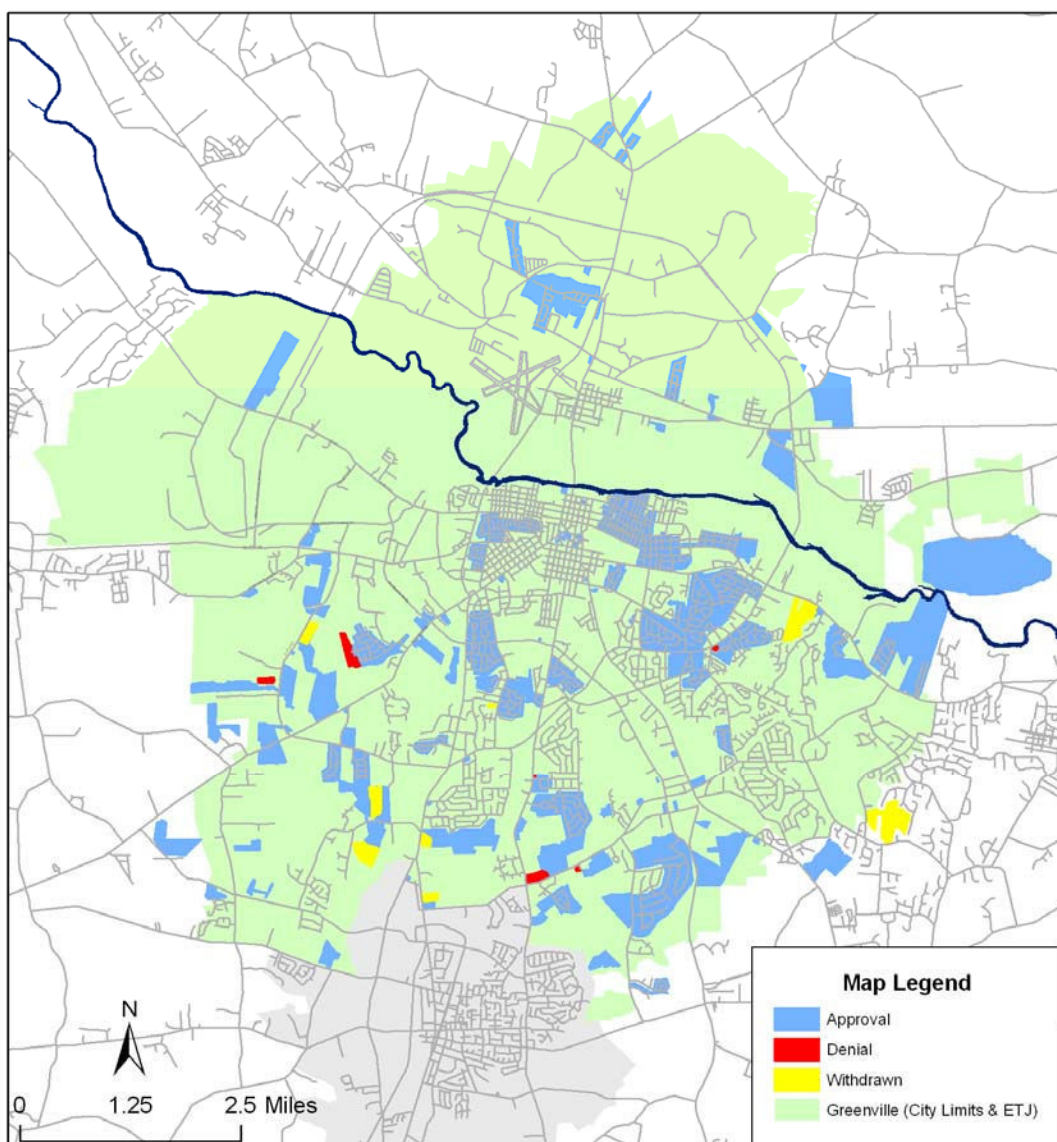
2 Rezoning Activity, 2004 - 2009: Overview

The City of Greenville resolved 227 total rezoning requests between 2004 and July 2009. Out of those 227 requests, the City Council approved 209 requests (92 percent), denied 9 requests (4 percent), and 9 requests were withdrawn (4 percent).

Between August 2009 and May 2010, the City received a total of eight rezoning requests that have since been resolved, all of which were approved.

The relatively low percentage of denials is a reflection of the community's longstanding and ongoing efforts to plan proactively for new development, while merging the City's zoning code with its Future Land Use Plan. It also indicates that the City Council, the Planning and Zoning Commission, planning staff, and other parties involved in the planning process are doing an effective job of communicating to developers and land owners the City's zoning, planning, and development goals and regulations.

Location of Rezoning Requests Since 2004 (Through August 2009)



The (mean) average area of land tracts that were considered for rezoning, since 2004, was 22.7 acres.

3 City Initiated Rezonings

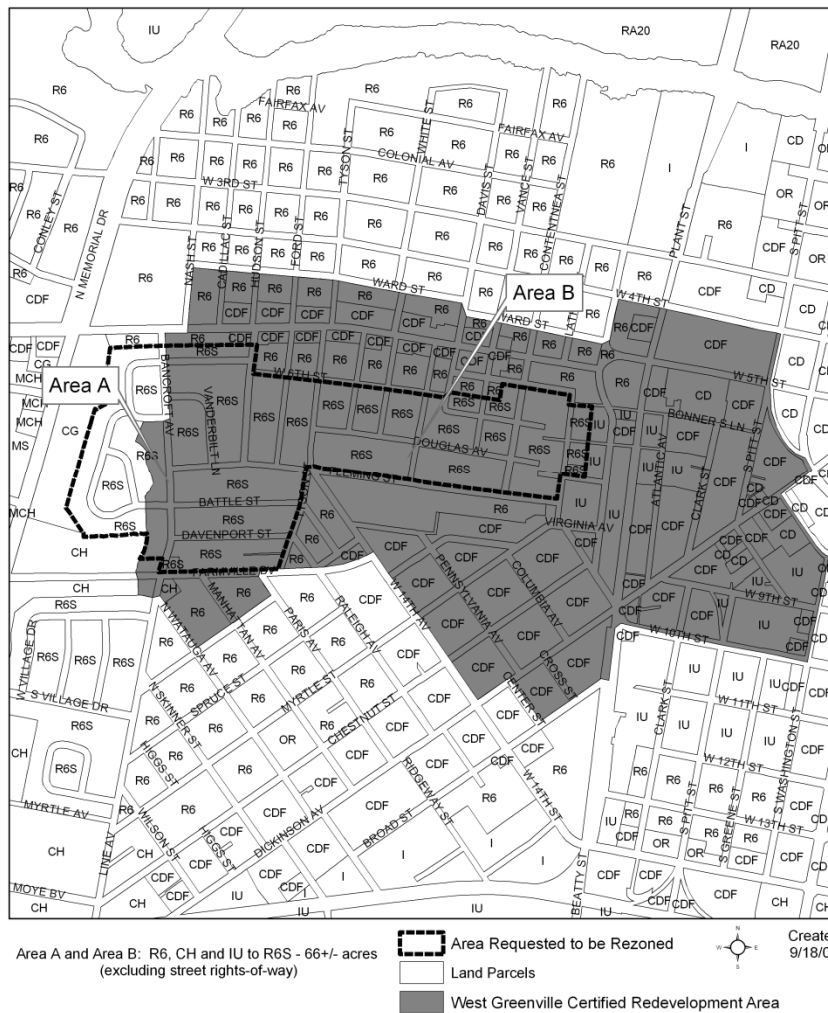
Neighborhood Task Force: In the five years since the comprehensive plan was updated, most of the largest land tracts to be rezoned at one time were initiated by the City of Greenville. In December 2004, the Task Force on Preservation of Neighborhoods and Housing recommended that the Planning and Zoning Commission undertake a study to identify predominantly single-family neighborhoods that were zoned in a manner that permit intrusion of duplex and multi-family uses, and recommend compatible substitute single-family zoning where practicable. Since August of 2005, the City has rezoned a total of 2,201 acres to exclusively single-family zoning classifications in the residential neighborhoods listed below:

Table XI: Task Force on Preservation of Neighborhoods and Housing – Recommended Rezonings

Case #	Area Under Consideration	Date approved	From	To	Acreage
05-14	Tar River Area	8/11/2005	R6	R6S	127.0
		8/11/2005	R6N	R6S	69.0
		8/11/2005	R9	R9S	86.0
05-15	Elmhurst/Englewood	9/8/2005	R9	R9S	91.0
05-24	Forest Hills	11/10/2005	OR	R15S	1.5
	Red Oak	11/10/2005	RA20	R9S	57.3
	Oakdale	11/10/2005	R9	R9S	14.2
05-31	Greenfield Terrace	12/5/2005	R9	R9S	147.8
05-33	College Court Area	1/12/2006	R9, R6	R9S, R6S	248.2
06-15	Baytree	9/14/2006	R9 and RA20	R9S	17.9
	Dellwood	9/14/2006	R9	R9S	53.5
	Tuckahoe	9/14/2006	R9	R9S	22.1
	Singletree and Cambridge	9/14/2006	R6	R6S	58.9
	Lake Ellsworth	9/14/2006	RA20 and R6	R6S	75.4
06-16	West Greenville Area (phase I)	11/9/2006	R6	R6S	66.4
	Pinewood Forest	11/9/2006	RA20	R6S	21.2
	Bedford	11/9/2006	R6, R9	R6S, R9S	125.7
	Lakewood Pines	11/9/2006	R6	R15S, R6S	17.3
	Brentwood1st Pentecostal Holiness Church.	11/9/2006	R9	R9S	45.6
06-19	Greenbrier, Carolina Heights, Hillsdale	3/8/2007	R6, CH	R6S	113.0
	Orchard Hills	3/8/2007	R9	R9S	20.0
	Clairmont, and Village Grove Avenue	3/8/2007	R6	R6S	23.2
07-01	Treetops	4/12/2007	R9	R9S	35.2
	Eastwood	4/12/2007	R9, OR, RA20	R9S	75.3
	Summerfield	4/12/2007	R6	R6S	17.8
	Countryside Est., Holly Pines, Oakgrove Est.	4/12/2007	RA20, R9S	R9S	97.3
	Oakhurst	4/12/2007	RA20, R6	R6S	33.7
07-39	River Hills	1/10/2008	R6	R6S	64.5
	Country Squire	1/10/2008	R6	R6S	31.6
	Windsor	1/10/2008	RA20, R9	R9S	243.8
	Windsor Downs	1/10/2008	RA20	R9S	42.0
	Rock Spring	1/10/2008	R9	R9S	22.1
	Brookhaven	1/10/2008	RA20	R9S	7.3
	Pinewood Estates	1/10/2008	RA20	R9S	8.0
	Glenview Terrace	1/10/2008	RA20	R9S	20.0
TOTAL					2,201

West Greenville Redevelopment Area: Although the revitalization plan did not require changes to the Land Use Plan, the City Council rezoned a 66.4 acre tract of West Greenville to R6S in November 2006 to preserve single-family residential neighborhoods. The rezoning was intended to further the community's revitalization goals for West Greenville, as well as implement the recommendations of the Neighborhood Task Force. The Community Development Department, at the request of the Redevelopment Commission, has also since requested, and received approval for, additional targeted rezonings in the West Greenville Redevelopment Area. More recently, in April 2010, a request to rezone 0.59 acres – bounded by W. 5th Street, Vance Street, W. 4th Street, and Contentnea Street – from CDF and R6 to OR was approved.

West Greenville Area (06-16)
Area A - Recommendation from Task Force on Preservation of Neighborhoods and Housing
Area B - Recommendation from Redevelopment Commission



Multimodal Transportation Center: In June 2009, the City of Greenville rezoned two adjacent land tracts in the downtown area from OR & CDF (1.28 acres) and OR (1.30 acres) to CD in preparation of developing a multimodal transportation center on the 11.6 acre site. The City is in the process of completing environmental assessment and property acquisition for the site. Project construction is scheduled to be completed in 2011.

4 Discrepancies between Zoning and the Land Use Plan

Overview: In the 17 years since the original *Horizons* plan was first adopted, the Greenville community has made tremendous progress in merging the City's long-range planning vision with its short-to-mid-range planning policies. One of the most important planning policy tools is the zoning code, which preceded the *Horizons* plan by over 40 years. Some discrepancies [see definition below²²] between the current zoning map and the Future Land Use Plan Map still exist today. When and where possible, these discrepancies should be addressed; however, analysis indicates that zoning/land use plan discrepancies are rare.

As of fall 2009, the City of Greenville's total zoning (or planning) jurisdiction extends over 42,652.06 acres (or 66.64 square miles). Analysis indicates that only 308.10 acres, or 0.72 percent of that entire zoning jurisdiction, are inconsistent with the Land Use Plan. These discrepancies consist of 43 total parcels on which the current allowable zoning is inconsistent with the Future Land Use Plan [see: Table IX below]. More than half of those parcels are currently zoned either CDF (8 parcels) or IU (14 parcels). However, the five total parcels zoned R6 that are inconsistent with the Land Use Plan include multiple larger parcels, including a 58.57 acre parcel. As a result, parcels currently zoned R6, which consist of 122.21 total acres, make up more than one-third of all acreage within the city that is inconsistent with the Future Land Use Plan.

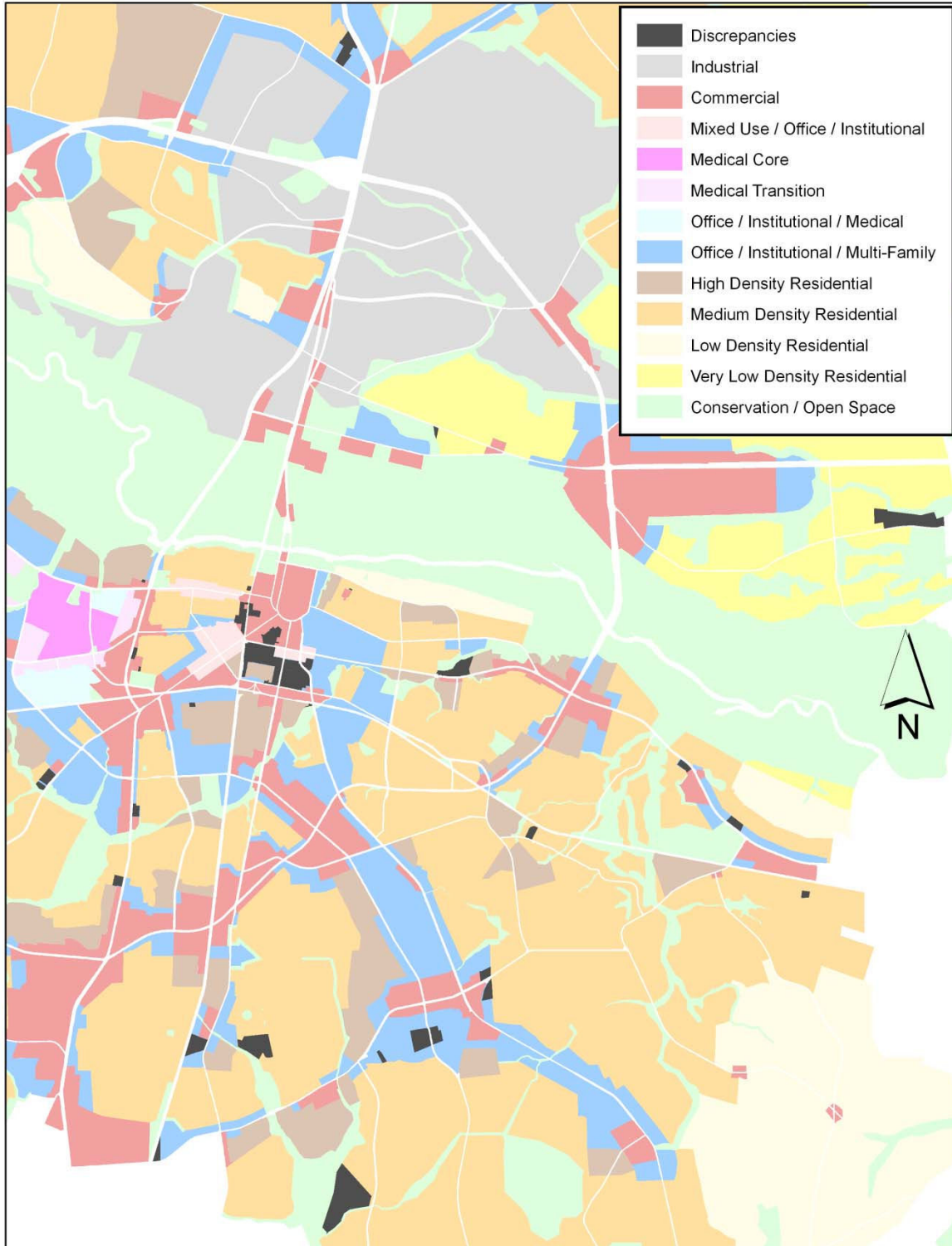
Table XII – Summary of Discrepancies by Zoning Type

ZONE	Count	Smallest District (Acres)	Largest District (Acres)	Total Acres
CDF	8	0.38	13.43	50.32
CG	3	1.87	5.59	11.51
CH	7	0.45	5.43	18.24
CN	4	0.17	3.75	5.07
I	1	4.86	4.86	4.86
IU	14	0.97	13.87	95.04
R6	5	1.39	58.57	122.21
R6S	1	0.84	0.84	0.84
43		TOTAL =		308.10
Jurisdiction =				42,652.06
Percent of all zoning districts that are discrepancies				0.72%

All Discrepancies		
ZONE	LANDUSE	ACRES
CDF	HDR	0.38
CDF	MDR	0.70
CDF	HDR	2.01
CDF	OIMF	3.41
CDF	OIMF	5.76
CDF	OIMF	11.94
CDF	HDR	12.70
CDF	HDR	13.43
8		50.32
CG	OIMF	1.87
CG	OIMF	4.04
CG	OIMF	5.59
3		11.51
CH	HDR	0.45
CH	MDR	0.45
CH	OIMF	1.78
CH	OIMF	2.39
CH	OIMF	3.11
CH	OIMF	4.62
CH	OIMF	5.43
7		18.24
CN	MDR	0.17
CN	OIMF	0.43
CN	HDR	0.73
CN	OIMF	3.75
4		5.07
I	OIMF	4.86
1		4.86
IU	HDR	0.97
IU	MDR	2.06
IU	OIMF	2.07
IU	HDR	2.24
IU	C	3.86
IU	OIMF	4.01
IU	OIMF	6.20
IU	OIMF	6.31
IU	C	8.25
IU	C	9.16
IU	MOI	10.17
IU	OIMF	12.17
IU	OIMF	13.71
IU	OIMF	13.87
14		95.04
R6	VLDR	1.39
R6	MDR	3.59
R6	MDR	22.93
R6	VLDR	35.72
R6	MDR	58.57
5		122.21
R6S	OIMF	0.84
1		0.84
		308.10

²² Discrepancies are defined as those examples, in the opinion of planning staff, in which the current zoning represents a deviation from the intent of the Future Land Use Plan. When the zoning map districts are overlaid on the Future Land Use Plan Map, many inconsistencies will appear at the margins, which are not discrepancies of intent. A zoning map is by specific description, whereas a future land use plan map is by general description; the boundaries between zoning districts were never intended to fit in precisely within land use categories.

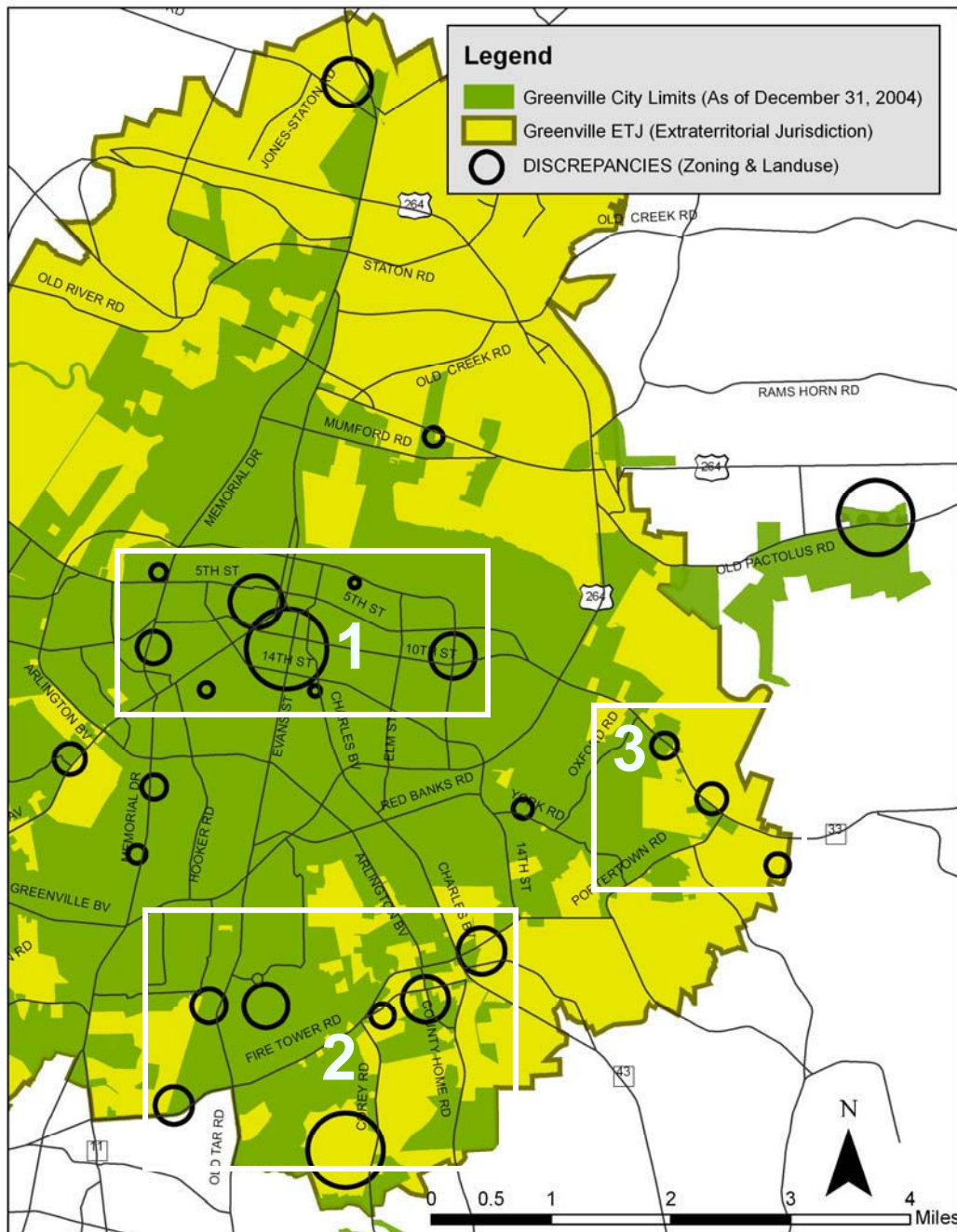
Location of Discrepancies: The Future Land Use Plan Map (modified) below illustrates the location of individual parcels and/or multi-parcel clusters, which have current zoning classifications that are inconsistent with the plan:



Zoning/land use plan discrepancies are generally well distributed throughout the city; however, the concentration map below does identify three areas in which discrepancies are somewhat concentrated. In this map, the different sized circles represent “hot spots” where small, medium, and larger-sized concentrations of multi-parcel land tracts or nearby clusters of discrepancies are located.

Not surprisingly, the three areas of the city where zoning/land use plan discrepancies are concentrated are transitional and/or high growth areas:

1. Uptown “edge” and surrounding neighborhoods
2. Fire Tower Road between Old Tar Road and Charles Boulevard
3. Highway-33 corridor: Oxford Road – Portertown Rd – city limits.



RECOMENDED TEXT AMENDMENTS

In this section are recommendations to amend the *Horizons* plan text, which is the City of Greenville’s policy framework for carrying out the community’s long-range planning vision. All City-Council approved amendments to the comprehensive plan text are formally inserted into the *Horizons* plan document, in the appropriate section, or in the appendices.

1 Rezoning Requests: Consideration Criteria

The below criteria are to be used as a guide for policymakers and commission members in evaluating the appropriateness of rezoning requests. Reliance on the criteria helps to provide consistent rationales for rezoning decisions. The language below will be inserted into *Horizons: Greenville’s Community Plan*, in the section titled, “How to Amend this Plan”:

The Horizons Plan serves as an integrated guide for decision makers when reviewing development proposals. Land use decisions that are consistent with a comprehensive plan are more likely to be equitable, efficient and predictable, and less likely to be controversial or cause unexpected financial hardships. To deviate from a policy or recommendation of the plan should require an argument as convincing as the one in the plan. Departing from the precepts of a plan should always be possible – although not necessarily easy.

Rezoning should be consistent with the vision, policy framework, and land use patterns described in the comprehensive plan. Based on consideration of the contextual provisions of the Horizons Plan, the Focus Area Map, the Corridor Designation Map, and the Future Land Use Plan Map, the Planning and Zoning Commission and City Council will determine whether the proposed rezoning is either (1) in compliance, (2) in general compliance, or (3) not in compliance with the comprehensive plan.

(1). In Compliance: A rezoning request will be construed to be “in compliance with the comprehensive plan” if the text of the Horizons Plan (or addendum) (i) either specifically recommends that the project area be rezoned as requested, or the project area is predominantly or completely surrounded by the same type or compatible and desirable zoning and (ii) the rezoning will promote the desired urban form. The proposed project is considered desirable and in the public.

(2). General Compliance: A rezoning request will be construed to be in “general compliance with the comprehensive plan” if the project area is located in a transition area and (i) it is currently contiguous, or is anticipated to be contiguous in the future, to specifically recommended and desirable zoning of like type, character or compatibility, (ii) the rezoning is complementary with Horizons Plan objectives, (iii) it is not anticipated to have an unacceptable impact on adjacent properties or travel ways, and (iv) preserves the desired urban form. In the absence of more detailed plans, subjective decisions must be made concerning the scale, dimension, configuration and location of the requested zoning in the particular case.

(3). Not in Compliance: A rezoning request will be construed to be “not in compliance with the comprehensive plan” if the requested zoning (i) is specifically noncompliant with Horizons Plan objectives and recommendations including the range of allowable uses in the proposed zone, etc. and/or is of a scale, dimension, configuration or location that is not objectively in keeping with plan intent and (ii) it does not promote or preserve the desired urban form. The requested zoning is considered undesirable and not in the public interest.

2 Requests to Amend the Future Land Use Plan: Consideration Criteria

The below criteria are to be used as a guide for policymakers and commission members in evaluating the appropriateness of requests to amend the Future Land Use Plan Map. Reliance on the criteria helps to provide consistent rationales for future land use decisions. The language below will be inserted into *Horizons: Greenville's Community Plan*, in the section titled, "How to Amend this Plan":

The *Horizons* plan, referred to as the "Comprehensive Plan" serves as an integrated guide for decision makers when reviewing development proposals. Land use decisions that are consistent with a comprehensive plan are more likely to be equitable, efficient and predictable, and less likely to be controversial or cause unexpected financial hardships. At the same time, *Horizons* recognizes that a comprehensive plan is not a static blueprint for the future. To deviate from a policy or recommendation of the plan should require an argument as convincing as the one in the plan. Departing from the precepts of a plan should always be possible – although not necessarily easy.

Future Land Use Plan amendments should be consistent with the vision and policy framework described in the *Horizons* plan. Based on consideration of the contextual provisions of the *Horizons* plan, the Focus Area Map, the Transportation Corridors Map, transportation plans and other applicable plans, the Planning and Zoning Commission and City Council will determine whether the proposed change to the Future Land Use Plan is either (1) compatible with comprehensive plan intent and objectives, or (2) incompatible with comprehensive plan intent and objectives.

(1). Compatible: A proposed Future Land Use Plan amendment request will be construed to be "compatible with the comprehensive plan" if the proposed amendment area and use:

- (i) The proposed amendment is determined by Planning and Zoning Commission and City Council to be necessary as a result of changed conditions, in the local development pattern, street system, environment, or other major feature or plan which, impacts the site in a manner or to a degree not previously anticipated at the time of adoption of the current Future Land Use Plan Map; and
- (ii) The location of the proposed classification(s) support the intent and objective of the current Future Land Use Plan Map, Focus Area Map, and Transportation Corridor Map and other contextual considerations of the comprehensive plan; and
- (iii) The resulting anticipated land use is properly located with respect to existing and future adjoining and area uses and the proposed change is not anticipated to cause undue negative impacts on localized traffic, the natural environment or existing and future neighborhoods and businesses within and in proximity to the area of proposed amendment; and
- (iv) The amendment is anticipated to result in a desirable and sustainable land use pattern to an equal or greater degree than existed under the previous plan recommendation.

(2). Incompatible: A Future Land Use Plan amendment request will be construed to be "incompatible with the comprehensive plan" if the proposed amendment area and use does not meet the criteria listed above under **(1). Compatible**.

In determining whether a requested Future Land Use Plan amendment is compatible with the Comprehensive Plan, the Planning and Zoning Commission should take into consideration the following planning principles or concepts:

- **Uniformity:** like properties should be treated the same wherever similar conditions exist;

- **Functionality:** the proposed use category serves a necessary function and does not interrupt or interfere with other proximate compatible uses; or, the proposed use enhances desirable transition or buffers between potentially incompatible uses;
- **Mobility and connectivity:** the proposed use category does not unduly burden or disrupt existing and planned transportation systems.
- **Efficiency:** the proposed use category will not place an undue financial burden on adjacent land owners or the public.
- **Integration:** the proposed use category should be evaluated in terms of the Horizons plan's long-term goals, not merely in terms of its individual, short-term impacts.

3 Sidewalk Improvement Plan and Policies

The below language should be formally adopted as an amendment to the *Horizons* plan text and inserted into *Horizons: Greenville's Community Plan*, in the Plan Elements section, under the Mobility "Policy Statement":

The City of Greenville will adopt a comprehensive Sidewalk Improvement Plan and associated sidewalk improvement policies and ordinances to ensure that sidewalks are, pursuant to such a plan, provided for and/or constructed at the time of street extension and individual site/lot development.

RECOMMENDED PLANNING INITIATIVES

In this section are recommendations to incorporate additional planning goals, implementation strategies, management actions, or vision area policies not previously addressed in the *Horizons* plan. New planning initiatives approved by the City Council will be attached to the *Horizons* plan text by reference to the final, approved version of this report and plan.

1 ETJ Extension Discussions with Pitt County

As part of the City Council's goal of promoting effective partnerships, the Council set the objective of addressing extraterritorial jurisdiction (ETJ) issues. In pursuit of that objective, planning staff incorporated an ETJ/Growth Area section into this report as part of the Planning for Growth and Development chapter. City staff has been engaged in ongoing discussions with other jurisdictions concerning ETJ extension and annexation issues. Following the 2010 Comprehensive Plan Review adoption, Greenville staff and policymakers should continue to engage Pitt County staff and policymakers in discussions about ETJ policies, with the goal of encouraging Pitt County to adopt a more favorable policy toward ETJ extension.

2 Annexation Study/Policy

The City of Greenville should investigate how its annexation policies relate to public investment costs traditionally incurred as part of City-initiated annexation. In particular, the City should explore ways to encourage cost sharing associated with new City-initiated annexations. Further, the City should consider the annexation of adjacent existing developed areas in the urban-fringe when determined to be feasible.

3 U.S. Mayors' Climate Protection Agreement

As part of the City Council's goal of promoting sound environmental policies, the Council set the objective of implementing the U.S. Mayors' Climate Protection Agreement. The Public Works and Community Development departments will develop a strategy to facilitate environmental and sustainability goals in the *Horizons* plan. Once those strategies are defined, the City should investigate the availability of federal and state grants to implement a local sustainability pilot project in 2011 or 2012.

4 Encourage Development of Land Use Compatible Alternative Energy Sources

The City of Greenville encourages residents and business to explore *land use compatible* alternative energy sources for residential and non-residential land uses, including passive and active systems.

Passive alternate energy sources and conservation technologies are generally low-impact and tend to be compatible with most land uses and building types. Examples of passive energy sources and conservation technologies include:

- Solar panels
- Energy efficient windows
- Architectural design features
- Landscape and site design.

The City of Greenville should be careful to ensure that more intensive, active types of alternate energy sources are land use compatible. For example, the installation of wind turbines in smaller lot residential

neighborhoods can generate negative impacts - noise, vibrations, shadow (fan blade) problems, and detract from aesthetics – which should be taken into consideration in the permitting process. Also, in communities where residents and business owners have been installing wind turbines for 10+ years, there have been issues with units being left in disrepair and/or abandoned, which can cause significant neighborhood code enforcement problems.

The City's current residential structure setbacks limit the practicality of wind turbine towers in residential neighborhoods. Residential districts limit the height of single-family residential (principal use) structures to 35 feet above grade. Residential accessory structures are limited to the principal use maximum height (35 feet), provided however no accessory structure may exceed the height of the principal structure. The relevant City Code sections are excerpted below:

“Sec. 9-4-100. Residential accessory structure and building standards; except as otherwise regulated under Article H, I, J, K and M.

(a) *Residential; detached accessory.*

(3) Height.

a. Except as otherwise provided under subsection (3)b below, the height of any accessory structure or building shall not exceed the height of the existing principal building or district maximum height, whichever is less.

b. In cases where the provisions of this subsection will not allow an accessory structure or building of at least fifteen (15) feet in height, then the requirements of this subsection shall be waived to allow an accessory structure or building of fifteen (15) feet or less in height at the option of the owner. All other provisions of this section shall apply.”

In the opinion of planning staff, a wind turbine would be an accessory structure provided the principal use of the turbine is as an accessory to the dwelling (e.g., not a commercial enterprise).

Below is a copy of the height exemption section of the City Code. In the opinion of staff, wind turbine towers are not included and therefore are subject to the height limitation.

“Sec. 9-4-98. Height exemptions.

(a) The height limits of these regulations shall not apply to a church spire, belfry, cupola or dome; an ornamental tower not intended for human occupancy; a conveyor; or a parapet wall not extended more than three (3) feet above the roof line of the building; and other necessary mechanical or communications appurtenances attached to the roof of a building.

(b) The height of the following freestanding structures may exceed the height limits of the district, provided that the public street, side and rear setbacks are increased one (1) foot for every one (1) foot or fraction thereof in height above the district maximum:

- (1) Monuments.
- (2) Water towers.
- (3) Observation towers.
- (4) Transmission towers.
- (5) Chimneys or smoke stacks.
- (6) Flag poles.
- (7) Masts or aerals.
- (8) Farm structures.
- (9) Stadiums.
- (10) Satellite dish antennas which are eighty (80) inches or less in diameter.

(c) All uses, including those listed under this section, shall in accordance with section 9-4-14, be limited to the height, locational standards and requirements of the Pitt-Greenville Airport

Zoning Ordinance. (Ord. No. 2337, § 1, 6-13-91; Ord. No. 2593, § 2, 2-11-93; Ord. No. 97-5, § 5, 1-9-97).”

Due to the popularity of energy conservation and “green initiatives,” requests for wind turbines and other active, more intensive alternative energy sources can be anticipated. Revisions to the City Code to accommodate active alternative energy sources should not compromise other planning goals, such as land use compatibility.

5 Students and Seniors Population Study

The City of Greenville should complete a study of student and senior citizen populations in Greenville to evaluate the manner in which these rising population groups will impact future land use patterns, housing preferences, transportation needs, demands for public facilities, and other comprehensive planning requirements. Along with the increases in the student population, the *Horizons* plan anticipated that in the next 10 – 20 years, the populations of students approximately 18 to 25 years old and residents over 65 years old, respectively, are projected to continue increasing in size in proportion to the city’s other demographic segments. The *Horizons* plan anticipated that these population trends would fuel greater demand for multifamily units close to downtown and other service areas, as well as greater demand for public transportation; moreover, the plan suggested that programs and facilities targeted to the senior population would become increasingly more important in the future.

APPENDIX A

5 -Year Comprehensive Plan Review Public Forum Process and Outline

A. The following outline was developed prior to the Planning and Zoning Commission's initial public forum concerning the five-year process, which was held November 17, 2009 at 6:30 PM in City Council Chambers of City Hall.

The purpose of the public forum was for the Commission to:

- (i) Establish plan review procedures and general timelines for project consideration,
- (ii) Review the implementation strategies, management actions and vision area policies and progress/action to date,
- (iii) Review population, growth and development trends since 2004
- (iv) Review of Future Land Use Plan Map changes and rezoning actions since 2004, and
- (v) Collect input and comments from the general public

In addition, the forum was an opportunity to gather additional facts and information; evaluate the five-year progress of the comprehensive plan; and explore the need for changes to the *Horizons* plan text and the Future Land Use Plan Map. Additional public forums will be scheduled as necessary.

1. Project Timeline (long-range): see Appendix B – Comprehensive Planning Timeline (page 114)
2. Horizons Plan Text and Future Land Use Plan Map Amendment Consideration Process (including short-range timeline):
 - During the public forum the Commission received comments of the general public concerning any subject related to the current Comprehensive Plan text and/or any plan or addendum of the Plan, and/or related to the 5-Year Comprehensive Plan Review Report.
 - During the public forum the Commission did not allow public comments concerning any rezoning, subdivision or other case which had been submitted for review but not yet approved or was under consideration by the Commission or City Council. The time and place for discussion of those matters was in accordance with established procedure in the particular case.
 - Following staff input and public comment the Commission determined by majority vote to consider amendments to the Plan text and/or maps.
 - If the Commission by majority vote determined that a specific request for amendment of the Plan text and/or map did warrant further consideration, staff scheduled additional public forums, to be conducted at the following month's regular Commission meeting dates, for further discussion of the specific amendment requests. Notice of the time, place and subject of a proposed amendment to the plan map was given in the manner required for consideration by the Commission of an ordinance amendment. All persons were afforded an opportunity to speak on the matter if they so desired.

- The Commission relied on the **Future Land Use Plan Map amendment consideration criteria** listed under (4) below, when evaluating the appropriateness of proposed amendments to the Future Land Use Plan Map. If a proposed plan map amendment did not meet the basic criteria listed under (4) below, the Commission did not schedule the issue for further consideration through this process.

If, following comments and public debate on the subject amendment during the additional public forum, the Commission determined by majority vote that a specific request to amend the Plan text and/or map was desirable and in the public interest, the recommended proposed amendment was to be included in the final report. The final report herein accompanies by a draft ordinance to effect the proposed amendments as recommended by the Commission. City Council, following a public hearing to consider the plan update and ordinance, may approve the ordinance including the recommended amendment or delete the proposed amendment from the ordinance.

- If the Commission by majority vote had determined at any time that a specific request for amendment of the Plan text and/or map did not warrant further consideration through the 5-Year Comprehensive Plan Review the proposed amendment was not scheduled for further discussion and action and was not included in the final report and draft ordinance. However, the minutes of the Commission meeting(s) and public forum(s), including comments of the public on all issues and amendment requests, have been forwarded to City Council.
- This **Horizons Plan Text and Future Land Use Plan Map Amendment Consideration Process** related to the “5-Year Review” does not prohibit or restrict future petitions for amendment to the Comprehensive Plan via the established standard application procedure. Staff recommended that no individual requests for amendment to the Comprehensive Plan, which are submitted via the standard application procedures, be approved until the completion of this 5-Year Comprehensive Plan Review process and adoption of the final report and associated ordinance.
- After the Commission had approved the final report, including recommendations for amendment to the existing Plan text and/or map, the City Council shall hold a public hearing to consider adoption of an ordinance to approve the final report and ordinance. City Council may make changes to the final report and ordinance.

B. In accordance with the above outlined public process, the Planning and Zoning Commission ultimately held six (6) public forums between November 2009 and June 2010. Four of those meetings involved discussion of possible changes to the Future Land Use Plan Map (*noted in italics below*):

- **November 17, 2009:** Process outline and initial Public Forum I
- **February 3, 2010 (Workshop):** Public Forum II, *consideration of possible changes to the FLUPM*
- **February 16, 2010:** Public Forum III, *consideration of possible changes to the FLUPM*
- **March 16, 2010:** Public Forum IV, *consideration of possible changes to the FLUPM*
- **April 20, 2010:** Public Forum V, *consideration of possible changes to the FLUPM*
- **June 15, 2010:** Public Forum VI, final P&Z recommendation on the 2009 – 2010 *Horizons Plan Update*

At the conclusion of the June 15, 2010 meeting, the Planning and Zoning Commission voted to recommend approval of the 2009 – 2010 Horizons Plan Update contained within this report.

C. The Planning and Zoning Commission considered the following criteria in evaluating possible changes to the Future Land Use Plan Map:

- (i) The proposed amendment is determined by Planning and Zoning Commission and City Council to be necessary as a result of changed conditions, in the local development pattern, street system, environment, or other major feature or plan which, impacts the site in a manner or to a degree not previously anticipated at the time of adoption of the current Future Land Use Plan Map; and
- (ii) The location of the proposed classification(s) support the intent and objective of the current Future Land Use Plan Map, Focus Area Map, and Transportation Corridor Map and other contextual considerations of the comprehensive plan; and
- (iii) The resulting anticipated land use is properly located with respect to existing and future adjoining and area uses and the proposed change is not anticipated to cause undue negative impacts on localized traffic, the natural environment or existing and future neighborhoods and businesses within and in proximity to the area of proposed amendment; and
- (iv) The amendment is anticipated to result in a desirable and sustainable land use pattern to an equal or greater degree than existed under the previous plan recommendation.

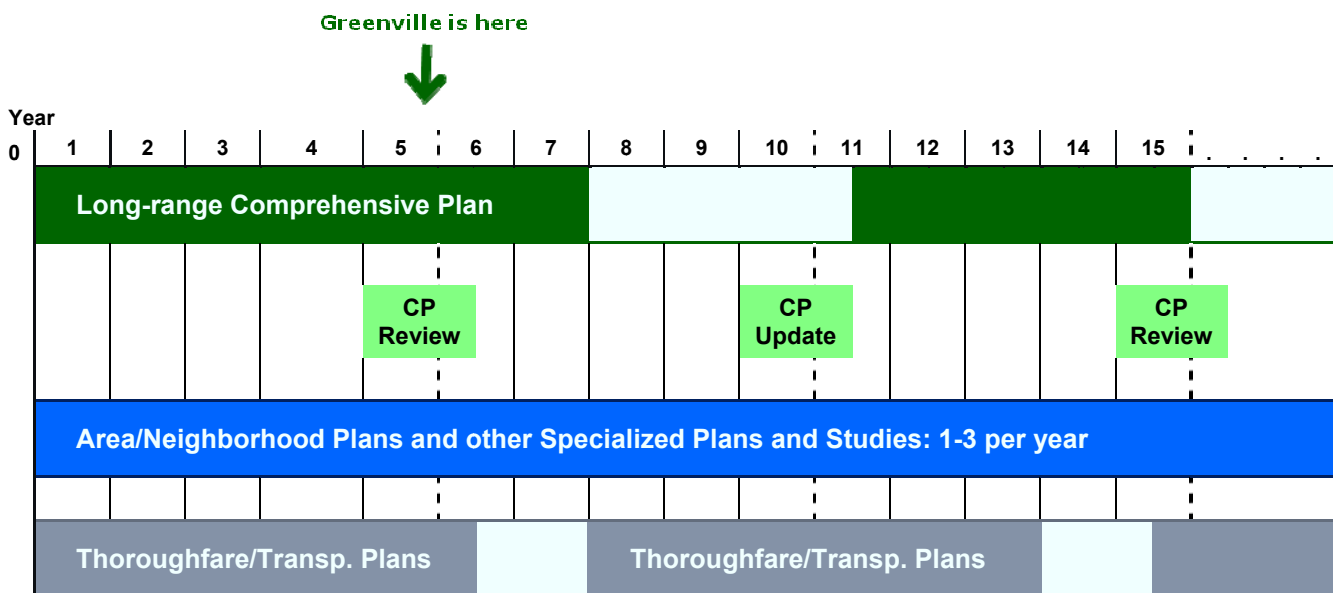
(see: Requests to Amend the Future Land Use Plan—Consideration Criteria, page 107).

D. Note: data and other materials included in the appendices herein can be updated periodically to include new data, as necessary; additions and/or changes to the appendices shall not be considered an amendment to this plan.

APPENDIX B: Comprehensive Planning Timeline

Approximate 20-year timeline for reviewing and updating a comprehensive plan document and other key components of a comprehensive plan:

Long-range Comprehensive Planning Process: Approximately 20-Year Horizon



- **Area/Neighborhood Plans (short-term):** Address specific needs of residents & business in focus areas/neighborhoods. Public participation is focused on residents & stakeholders who are encouraged to take ownership of their areas/neighborhoods
- **Comprehensive Plan Review (mid-term):** Evaluate how the CP is meeting its goals & objectives. Incorporate new data into the process. Amend the plan as needed. Public, stakeholder input is encouraged; however, it is not extensive at this stage (i.e. not a “re-visioning”), since the purpose is to review and recommit to the existing CP
- **Thoroughfare Plan (mid-term):** Ensures that the thoroughfare system is working in concert with the CP while responding to changing transportation needs and challenges. Public participation components typically include, public forums, informational presentations, and public meetings and hearings.
- **New (or full update of) Comprehensive Plan (long-term):** Creates a new long-range, community-wide planning vision, which may include major changes to goals, objectives, and policies. The visioning process involves extensive public & stakeholder participation, including visioning charettes, committee meetings, multiple hearings

APPENDIX C

Interjurisdictional Agreements

The City of Greenville and neighboring jurisdictions enter into agreements to cooperatively manage new development, to plan for and accommodate regional service and infrastructural demands, and to respond to governance challenges that extend beyond a single jurisdiction's boundaries. The below table summarizes the City of Greenville's interjurisdictional agreements between 1982 and 2010 that have been most relevant to planning and development. They involve matters such as municipal services and utilities, annexation and ETJ boundaries, transportation planning, and housing policy. Copies of the agreements are available for public review at the City Clerk's office, 501 W. Fifth Street.

No.	Contract Date	Jurisdictions	Purpose
614	6/28/1982	GUC	COG/GUC joint statement re: policy on development
494	5/12/1988	PC	Mutual aid agreement with PC municipalities fire and police
687	4/9/1992	COG, NCDOT, PC, Winterville	Memo of understanding for continuing, cooperative and comprehensive transportation planning
740	5/12/1993	Winterville Community Rural Fire Assoc.	Agreement to provide tanker services for use by Greenville F/R Dept. in Treetops area
806	9/21/1994	GUC, Winterville	Territorial Agreement re: electric services outside city limits
832	10/19/1995	GUC, PC, Winterville	Joint sewer agreement regarding Woodridge Sewer Project
873	8/21/1996	Grimesland, GUC	Interlocal agreement for Sewer Service to Grimesland
889	4/21/1997	COG, GUC, Winterville	Muni Services Agreement delineating services boundaries to SW area near PCC
895	6/12/1997	Ayden, Bethel, Farmville, Grifton, PC, Winterville	Joint cooperation agreement for Home Investment Partnership Act (est. HOME consortium)
873	10/14/1997	Grimesland, GUC	Amendment I to Interlocal agreement for Sewer Service to Grimesland
916	12/11/1997	Bethel, COG, GUC, PC	Memo of understanding re: Bethel Sewer Project
926	3/27/1998	COG, GUC, Winterville	Power sales and delivery agreement
927	5/11/1998	COG, GUC, Winterville	Natural gas agreement
524	12/14/1998	GUC, PC, Winterville	Boundary Agreement
978	3/17/1999	Bethel, GUC, PC	Interlocal agreement for disposal & treatment of wastewater for Town of Bethel
978	6/21/1999	Bethel, GUC, PC	Amendment to Interlocal agreement for disposal & treatment of wastewater for Town of Bethel
1281	8/12/2003	Winterville	Joint cooperation agreement for execution of HOME investment partnership program
1358	9/9/2004	Ayden, NCDOT, PC, Simpson, Winterville	Memo of understanding for continuing, cooperative and comprehensive transportation planning
1531	9/15/2006	COG, PC, Winterville	Memo of understanding regarding approval of development proposals requiring sanitary sewer
1550	12/11/2006	COG, GUC, Winterville	Agreement regarding establishment of boundary line for annexation, ETJ, water, sewer
1550	5/10/2007	COG, GUC, Winterville	Amendment to agreement regarding establishment of boundary line for annexation, ETJ, water, sewer
1420	7/1/2007	Winterville	Home Grant Agreement - replacing agreement for execution of HOME investment partnership program
813		Winterville Community Rural Fire Assoc.	Agreement re: annexed area in agreement with Winterville rural FPD (Fire Tower Rd, Treetops)
1051		Ayden, Bethel, Farmville, Grifton, PC, Winterville	Agreement for execution of HOME investment partnership program
1420		Ayden, Bethel, Farmville, Grifton, PC, Winterville	Joint cooperation agreement for Home Investment Partnership Act (est. HOME consortium)

APPENDIX D

Additional Data: Planning, Development, Population Trends

City of Greenville Residential Development Report

1. <u>1990 Census Data (to 4/90)</u>	<u>Totals</u>
Single family detached units (City)	7,556
Two family attached (duplex) units (City)	2,134
Multi-family units (City)	<u>7,465</u>
Initial count	17,155
Final count (adjusted)	18,461
Single family detached units (ETJ)	Unknown
Two family attached (duplex) units (ETJ)	15
Multi-family units (ETJ)	<u>100</u>
	115
2. <u>Permits For New Construction (City and ETJ)</u>	
<u>1990 Permits by Year</u>	
Single family detached units	167
Two family attached (duplex) units	40
Multi-family units	<u>620</u>
Total:	827
<u>1991 Permits by Year</u>	
Single family detached units	111
Two family attached (duplex) units	30
Multi-family units	<u>488</u>
Total:	629
<u>1992 Permits by Year</u>	
Single family detached units	174
Two family attached (duplex) units	110
Multi-family units	<u>751</u>
Total:	1,035
<u>1993 Permits by Year</u>	
Single family detached units	236
Two family attached (duplex) units	160
Multi-family units	<u>1,005</u>
Total:	1,401
<u>1994 Permits by Year</u>	
Single family detached units	214
Two family attached (duplex) units	160
Multi-family units	<u>1,112</u>
Total:	1,486

Prepared by: Planning Division, Community Development Department
Data Source: Inspections Division Monthly Building Permit Report

<u>1995 Permits by Year</u>	
Single family detached units	163
Two family attached (duplex) units	182
Multi-family units	<u>822</u>
Total:	1,167
<u>1996 Permits by Year</u>	
Single family detached units	216
Two family attached (duplex) units	104
Multi-family units	<u>375</u>
Total:	695
<u>1997 Permits by Year</u>	
Single family detached units	237
Two family attached (duplex) units	178
Multi-family units	<u>681</u>
Total:	1,096
<u>1998 Permits by Year</u>	
Single family detached units	284
Two family attached (duplex) units	104
Multi-family units	<u>614</u>
Total:	1,002
<u>1999 Permits by Year</u>	
Single family detached units	222
Two family attached (duplex) units	82
Multi-family units	<u>495</u>
Total:	799
<u>2000 Permits by Year</u>	
Single family detached units	312
Two family attached (duplex) units	44
Multi-family units	<u>1,027</u>
Total:	1,383
<u>2001 Permits by Year</u>	
Single family detached units	277
Two family attached (duplex) units	210
Multi-family units	<u>914</u>
Total:	1,401
<u>2002 Permits by Year</u>	
Single family detached units	338
Two family attached (duplex) units	162
Multi-family units	<u>786</u>
Total:	1,286
<u>2003 Permits by Year</u>	
Single family detached units	312
Two family attached (duplex) units	42
Multi-family units	<u>800</u>
Total:	1,154

Prepared by: Planning Division, Community Development Department
Data Source: Inspections Division Monthly Building Permit Report

<u>2004 Permits by Year</u>	
Single family detached units	397
Two family attached (duplex) units	100
Multi-family units	<u>654</u>
Total:	1,151
<u>2005 Permits by Year</u>	
Single family detached units	587
Two family attached (duplex) units	152
Multi-family units	<u>1,163</u>
Total:	1,902
<u>2006 Permits by Year</u>	
Single family detached units	592
Two family attached (duplex) units	200
Multi-family units	<u>831</u>
Total:	1,623
<u>2007 Permits by Year</u>	
Single family detached units	530
Two family attached (duplex) units	246
Multi-family units	<u>989</u>
Total:	1,765
<u>2008 Permits by Year</u>	
Single family detached units	279
Two family attached (duplex) units	132
Multi-family units	<u>565</u>
Total:	976
<u>2009 Permits by Year</u>	
Single family detached units	141
Two family attached (duplex) units	124
Multi-family units	<u>126</u>
Total:	391
<u>2010 Permits by Year (to 7/31/2010)</u>	
Single family detached units	144
Two family attached (duplex) units	68
Multi-family units	<u>13</u>
Total:	225
<u>Totals To Date 1990 - 7/31/10</u>	
Single family detached units	5,933
Two family attached (duplex) units	2,630
Multi-family units	<u>14,831</u>
Total:	23,394

Prepared by: Planning Division, Community Development Department
Data Source: Inspections Division Monthly Building Permit Report

U.S. Census Bureau: Greenville (city) and North Carolina QuickFacts (2006)

People QuickFacts	Greenville	North Carolina
Population, 2006 estimate	72,052	8,856,505
Population, percent change, April 1, 2000 to July 1, 2006	16.2%	10.1%
Population, 2000	60,476	8,049,313
Persons under 5 years old, percent, 2000	5.6%	6.7%
Persons under 18 years old, percent, 2000	18.8%	24.4%
Persons 65 years old and over, percent, 2000	8.8%	12.0%
Female persons, percent, 2000	53.7%	51.0%
White persons, percent, 2000 (a)	61.4%	72.1%
Black persons, percent, 2000 (a)	34.1%	21.6%
American Indian and Alaska Native persons, percent, 2000 (a)	0.3%	1.2%
Asian persons, percent, 2000 (a)	1.8%	1.4%
Native Hawaiian and Other Pacific Islander, percent, 2000 (a)	Z	Z
Persons reporting two or more races, percent, 2000	1.3%	1.3%
Persons of Hispanic or Latino origin, percent, 2000 (b)	2.1%	4.7%
Living in same house in 1995 and 2000, pct 5 yrs old & over	32.4%	53.0%
Foreign born persons, percent, 2000	3.9%	5.3%
Language other than English spoken at home, pct age 5+, 2000	6.7%	8.0%
High school graduates, percent of persons age 25+, 2000	86.0%	78.1%
Bachelor's degree or higher, pct of persons age 25+, 2000	38.4%	22.5%
Mean travel time to work (minutes), workers age 16+, 2000	17.9	24
Housing units, 2000	28,145	3,523,944
Homeownership rate, 2000	39.3%	69.4%
Median value of owner-occupied housing units, 2000	\$110,200	\$108,300
Households, 2000	25,204	3,132,013
Persons per household, 2000	2.18	2.49
Median household income, 1999	\$28,648	\$39,184
Per capita money income, 1999	\$18,476	\$20,307
Persons below poverty, percent, 1999	26.1%	12.3%
Business QuickFacts	Greenville	North Carolina
Wholesale trade sales, 2002 (\$1000)	259,447	104,331,152
Retail sales, 2002 (\$1000)	1,181,746	88,821,486
Retail sales per capita, 2002	\$18,002	\$10,685
Accommodation and foodservices sales, 2002 (\$1000)	167,364	11,237,386
Total number of firms, 2002	4,813	642,597
Black-owned firms, percent, 2002	10.8%	8.1%
American Indian and Alaska Native owned firms, percent, 2002	F	0.9%
Asian-owned firms, percent, 2002	F	2.1%
Hispanic-owned firms, percent, 2002	F	1.4%
Native Hawaiian and Other Pacific Islander owned firms, percent, 2002	F	Z
Women-owned firms, percent, 2002	22.9%	27.1%
Geography QuickFacts	Greenville	North Carolina
Land area, 2000 (square miles)	25	48,710
Persons per square mile, 2000	2,364.2	165.2
FIPS Code	28080	37

(a) Includes persons reporting only one race.

(b) Hispanics may be of any race, so also are included in applicable race categories.

FN: Footnote on this item for this area in place of data

NA: Not available

D: Suppressed to avoid disclosure of confidential information

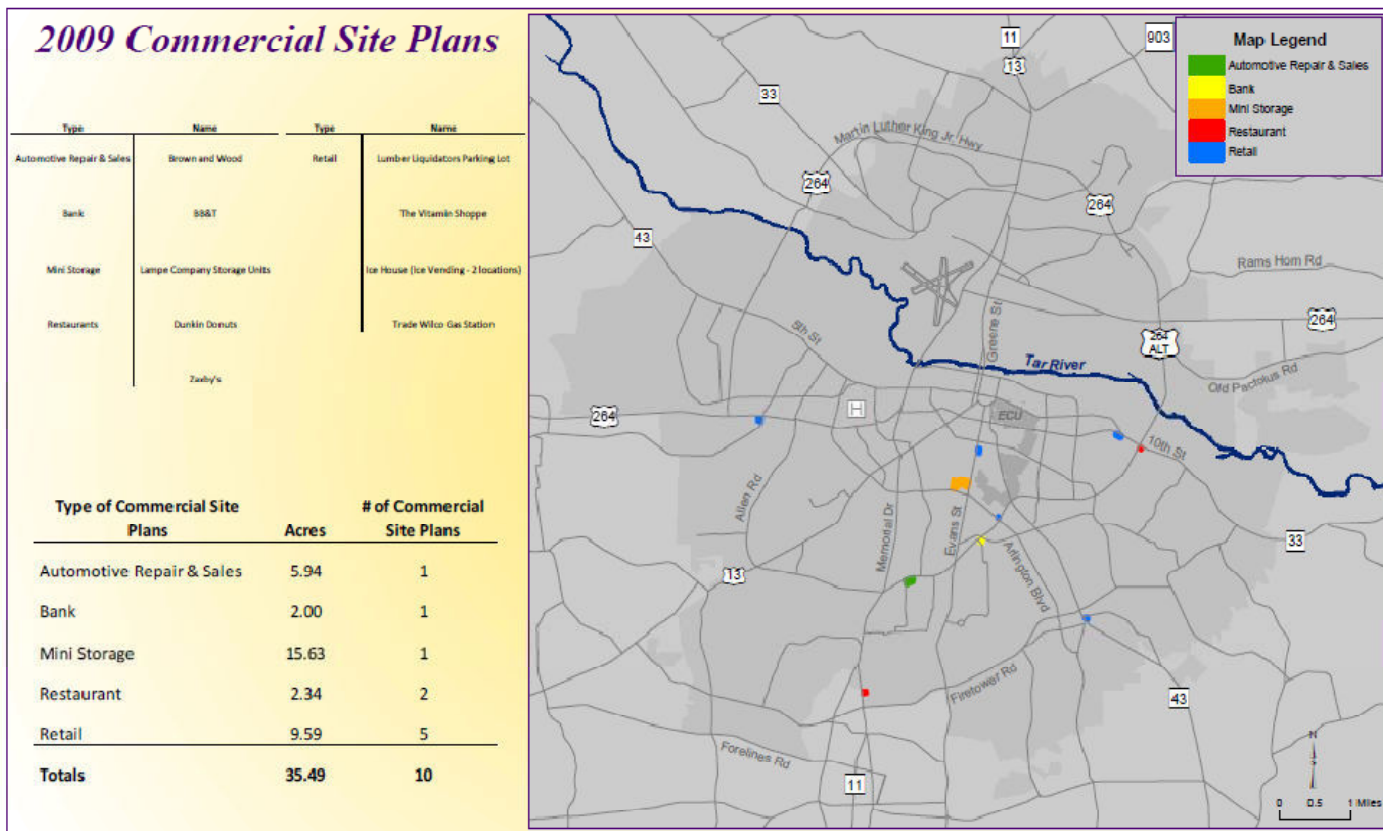
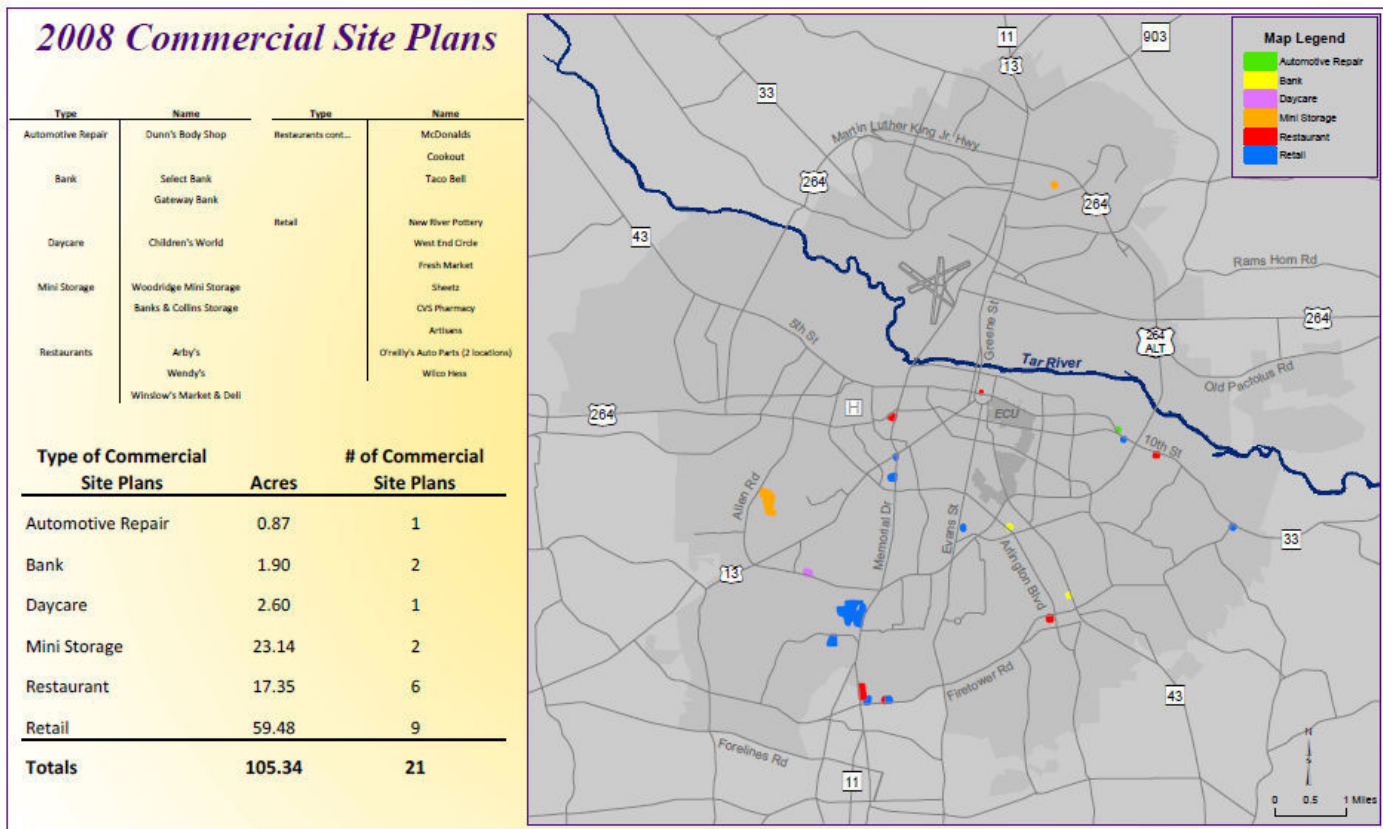
X: Not applicable

S: Suppressed; does not meet publication standards

Z: Value greater than zero but less than half unit of measure shown

F: Fewer than 100 firms

Source: US Census Bureau State & County QuickFacts



Excerpt from the November 17, 2009 Planning and Zoning Commission meeting minutes

2009-2010 Comprehensive Plan Review and Public Forum

Mr. Merrill Flood, Director of the Community Development Department, said the Comprehensive Plan was a tool used in many communities to guide policy decisions and land use decisions and help shape the future of communities. He said the plan usually has a ten to twenty year vision and is a representation of communities' vision of the future. Greenville's Horizons Plan was first adopted in 1991 and has been updated twice since then. The most recent update began in 2002 and was adopted in 2004. Mr. Flood stated we are currently in the review process with the next anticipated major update occurring sometime in 2014. He said the public is invited to offer comments tonight after staff's presentation. He asked that the public state their name for the record and keep their comments within a five minute period. He said the commission needs to consider amending their standard policy on public participation from an opposition or favor request to one in which they may provide input on this document. Attachment number 3
Page 1 of 8

Mr. Tozer wanted to clarify that this was a review of small portions of the plan of areas that had more activity or rezoning requests and not a complete overview.

Mr. Flood said that was correct. He said it was also a review of areas that staff has identified based on changes that have occurred since the five year update.

Mr. Tom Wisemiller said this was the initial discussion of the review. He said this was not an action item. He said it was a time to establish procedures & timelines, review the main sections of the report, gather additional facts and information, solicit public input, evaluate the five-year progress of the Comprehensive Plan (CP), explore need for changes to *Horizons* plan text and Future Land Use Plan Map (Areas of Interest Map). He said additional public forums will be scheduled as necessary. He said there really is not a deadline because this is an ongoing project. We are currently at the five year point and questions to ask are: How are we doing?; What's happened in the 5 years since the CP was updated?; How can the community respond to the next 5 years of challenges? He said this was an opportunity to recommit to long-range planning vision, make changes as necessary but too soon to undergo a full update. The project outline for 2009 is to complete preliminary draft report in October/November, present preliminary draft to P&Z (Public Hearing) in November, incorporate P&Z recommendations into draft from November to January 2010, hold 1-2 public meetings for additional input in December and January, present draft to P&Z for final review and action in February 2010, complete draft report by February/March 2010, present draft report to City Council in March 2010, and complete the final report by March/April 2010. During the public forum the commission will receive comments regarding CP text and CP Review Report. He said questions/requests pertaining to rezoning, subdivision, changes to Future Land Use Plan Map should be addressed at future meetings. If there are geographical areas or text amendments that the commission would like to look at more closely they can vote on the items to be placed on the agenda during the next couple of months then advertise a public notice for each of those items. After the commission has approved the final report and any recommendations for amendment the City Council will hold a public hearing. Mr. Wisemiller said the report begins with an Introduction/How to Use Guide followed by Background on the Comprehensive Plan, Small Area and Specialized Plans, 4 Main review/analysis sections: Implementation Review, Planning for Growth & Development, Review of requests to change FLUPM and Review of rezoning activity. At the end of the report there are text amendment recommendations and new recommended planning initiatives. The report will be a full review and analysis and once completed will include an executive summary. Mr. Wisemiller said the implementation review will include an up-to-date status report on all Implementation Strategies, Management Actions, and Vision Area Policy from *Horizons* text (more than 300 items). Staff received feedback from more than 20 City departments, divisions, committees/commissions responsible for implementing the plan. He said a plan is only as good as the results that it achieves. The long-range vision requires effective, feasible implementation tools and strategies. He said there were a couple of recommended text amendments, both pertaining to Transportation 1E. The ordinance currently says "*Design the street network with multiple connections and relatively direct routes.*" Staff recommends removing relatively direct routes as this leads to "cut-through" traffic and is not recommended as part of proactive traffic calming measures and rewrite to read "relatively indirect routes." Also from Transportation 1E (continued) "*Keep speeds on local streets down to 20 mph.*" Staff recommends adding "during the development process." "*Eliminate right turns on red lights in high pedestrian areas.*" Staff recommends deletion as this decreases efficiency of a

signalized intersection and staff has not identified any areas where conflicts have been common. The next section of the report refers to Growth and Development Trends. He said Greenville's population continues to grow with a 15-16% increase in the last five years. There has been quite a bit of development activity during the period between 2004-2008. Annexation activity is also covered in this section. Mr. Wisemiller showed a map of potential areas for ETJ extensions based on high growth and urban fringe. He said the City of Greenville and the Town Of Winterville have had several agreements dealing with annexation and ETJ limits and have also agreed on a proposed urban growth boundary. The next section of the report covers the process for amending the FLUPM. The FLUPM is a valuable tool for protecting physical character and environment and promoting good urban form, while accommodating growth. He said the process begins with a public hearing process at Planning & Zoning Commission then City Council. Adopting or changing FLUPM does not directly alter zoning for any property. However, future changes to the zoning map are intended to be consistent with the uses shown on FLUPM. The FLUPM is an integrated guide for decision makers when reviewing development proposals. When consistent with comprehensive plan, land use decisions more likely to be equitable, efficient, predictable; less likely to be controversial or cause unexpected financial hardships. It is not a static blueprint. He said to deviate from the plan one's argument should be as convincing as the one in the plan. It should be possible but not necessarily easy to change the plan. The FLUPM amendments should be consistent with *Horizons* plan vision and policy framework and take into consideration Focus Area and Transportation Corridors maps, transportation & other applicable plans. We should ask if the amendment is compatible or incompatible with the comprehensive plan intent and objectives taking into consideration uniformity, functionality, mobility/connectivity, efficiency and integration. Mr. Wisemiller said the city had initiated some FLUPM amendments in the Medical District. He said there have been seven private requests to amend the FLUPM since 2004, four of which were approved and 3 were denied. He said the requests were clustered toward the faster growing urban/suburban "fringe" areas along Allen Road, Thomas Langston Road, East Fire Tower Road, and East 10th Street. They were mostly located outside (or just inside of) Greenville Boulevard/264 "belt" with all sites located south of the Tar River. Mr. Wisemiller said the next section of the report deals with rezoning request. The process for these requests is also a public hearing at Planning and Zoning Commission and City Council. He said the amendments to the official zoning map are amendments to the City's Zoning Ordinance. There were a number of city initiated rezonings in the West Greenville area. Only .72% of the city's entire zoning jurisdiction is inconsistent with the FLUPM. Mr. Wisemiller said some of the suggested text amendments to the plan were criteria for reviewing rezoning requests, requests to amend the FLUPM, and the Planned Unit Development Ordinance. Some of the new planning initiatives include ETJ extension discussions with Pitt County, an annexation study policy, implementation of the US Mayors' Climate Protection Agreement, and encouragement of development of land use compatible alternative energy sources.

Mr. Ramey asked if the "no right turns on red light" was a state law.

Mr. Wisemiller said he would have to check on that. He said the request came from the Public Works department.

Mr. Ramey said the commission could make no changes contrary to state laws.

Mr. Randall said the recommendation was to delete that language.

Mr. Wisemiller said that was correct. He said if there were other layers of jurisdiction involved staff would look into it.

Mr. Wisemiller said there were some specific areas of interest. Those areas are high growth corridors and intersections. They are not parcel or individual site specific. The areas of interest map incorporates the FLUPM, the inquiries, the focus area map, the discrepancies, Thoroughfare Plan and other pertinent land use variables. He said it places potential areas of interest within larger-scale comprehensive planning context. Some of the areas include the SW 264 Bypass/Dickinson Avenue Extension area, the East 10th Street area, Greenville Boulevard at 14th Street, Memorial Drive and Evans Street.

Mr. Tozer asked if the landowners in the areas where changes are being proposed had been involved.

Mr. Wisemiller said they weren't proposing any changes at this time. He said these were just areas of

interest where the board may want to look more closely.

Mr. Bell asked if the public comment period was advertised.

Mr. Wisemiller said it was advertised twice in the Daily Reflector and packages were sent out to people who had shown interest in the plan and the review process. He said the public comment period was open discussion on any portion of the current Horizons Plan or draft report, including the FLUPM and other maps. He said the Commission's adopted public comment policy does not apply and the Commission may establish a time limit for individual speakers.

Mr. Randall asked if the Commission members saw items they felt they needed to be addressed how they would handle that.

Attachment number 3
Page 3 of 8

Mr. Wisemiller said they staff could accommodate them if they wanted to have a workshop or they could just email him at any time during the process.

Mr. Parker asked if any of their comment would be open to public review.

Mr. Wisemiller said it would.

Mr. Lehman opened the public hearing.

Mike Baldwin, Baldwin and Janowski, spoke on behalf of the owners of parcel numbers 10412, 30723 and 17290. He said several months ago they sent in a Land Use Plan Map Amendment to staff and a decision was made to wait on the matter in order to take care of all of it at one time. He said this was one of the areas of interest that staff had presented. The property is located across the road on Highway 33 from where the board approved the Price rezoning. He said the reason for the request to change the land use map from Multifamily/Office to Commercial is because Eastern Pines area has experienced the highest growth in the Greenville area, which dictates a need for commercial areas.

Mr. Parker asked when the last time the property was rezoned was.

Mr. Baldwin said it was rezoned two years ago from RA20 to OR.

Mr. Wisemiller said one of the possible areas for discussion for the commission is whether or not to address this during the review process or as a Land Use Plan Map Amendment request.

Mr. Baldwin said staff recommended they do it this way, rather than as individual request.

Mr. Holec stated the board should listen to all the requests before voting.

Mr. Baldwin spoke again on behalf of the owners of parcel 13788, approximately 50 acres on the south side of US 13/264 Alternate. This request is to consider this area for a change on the Land Use Plan Map to commercial. He said the property ½ mile east, across the street and to the north is already zoned commercial. The property is immediately adjacent to the city's ETJ. He said when the southwest bypass is put in there will be a high demand for commercial property.

Mr. Rick Smiley, chair of the Neighborhood Advisory Board of the City of Greenville, said the land use plan reflects the interest of the city. He encouraged the board to avoid any consideration of any specific parcel change. He said the preservation of the land use plan as a usable tool would be better served if their review was focused on the broader picture, rather than individual requests. He asked if the neighborhood liaisons could be involved in the process and notified of any further public comments.

Mr. Don Williams of River Hills said he did not see a need to update the Land Use Plan. He said the property concerned is bordered by Port Terminal Road. He felt there was adequate commercially zoned property in the area at this time.

Mr. Steven Brody stated he owned a home in the area of interest on Evans Street. He requested that area be changed from Residential to Office and Multi-Use. He said being a single family household

on a multi-lane road, he has not seen it be consistent with single-families moving in the area. He felt the highest and best use for that area would be Office and Multi-Use.

Mr. Bryan Glover of Overlook Drive stated none of the properties being discussed were accessible other than by private automobile. He asked that consideration be given to bicycle pedestrian and transit access. He also spoke in favor of the urban growth boundary. He said we should be concentrating all residential and commercial growth inside the dense center of the city.

With no other speakers, Mr. Lehman closed the public hearing.

Mr. Wisemiller gave a recap of the requests.

Mr. Thomas asked to be excused from voting on the first item presented by Mr. Baldwin due to a conflict of interest.

Attachment number 3
Page 4 of 8

Motion was made by Mr. Bell, seconded by Mr. Ramey to excuse Mr. Thomas from voting on the first item due to a conflict of interest. Motion carried unanimously.

Mr. Holec said if they do not feel an item there should be considered for further study they should not vote to include that item in the further study.

Motion was made by Mr. Bell, seconded by Mr. Tozer to accept all items presented for further study.

Mr. Parker asked if they were voting on each item individually or on all items.

Mr. Lehman said the motion on the table was for all items.

Mr. Randall asked if Mr. Wisemiller could finish reading the list first.

Mr. Holec said they only had three areas where map amendments were suggested.

Mr. Wisemiller said there were three areas of consideration: 10th Street, Southwest Bypass and along Evans Street. He said there was a request to have the neighborhood advisory board liaison participate in the review process and a potential Horizons text amendment dealing with urban growth boundaries.

Mr. Ramey offered an amendment to the motion that they vote on the first item and table the other items.

Mr. Bell withdrew his motion.

Mr. Lehman asked for a vote on the first issue presented by Mr. Baldwin.

Motion was made by Mr. Ramey, seconded by Mr. Bell to have further study on the area of interest located on Highway 33. All but Mr. Parker voted in favor. Motion carried.

Mr. Lehman asked for a motion on the second issue presented by Mr. Baldwin concerning the area of interest located on Dickinson Avenue and the Southwest Bypass.

Motion was made by Mr. Ramey, seconded by Mr. Randall, to carry the item forward for further study. Motion carried unanimously.

Mr. Lehman asked for a motion to include the Neighborhood Advisory Board liaisons in the review process.

Motion was made by Mr. Ramey, seconded by Mr. Tozer, to include them in the study. Motion carried unanimously.

Mr. Lehman stated the next item was from Mr. Williams wishing to keep the FLUPM as is. Mr. Lehman asked for a motion to include his request in any discussions that involve this area.

Motion was made by Mr. Randall, seconded by Mr. Maxwell, to accept Mr. Williams' request.

Mr. Holec stated since Mr. Williams was opposing Mr. Baldwin's request and the board had already decided to go forward with that study, they wouldn't be able to consider Mr. Williams' request.

Mr. Randall withdrew his motion.

Mr. Lehman stated the next item was the area of interest on Evans Street presented by Mr. Brody.

Motion was made by Mr. Bell, seconded by Mr. Thomas to include the area for further study. Motion carried unanimously.

Mr. Lehman stated the next item was to consider the inclusion of bicycle access for all areas involved.

Attachment number 3
Page 5 of 8

Motion was made by Mr. Parker, seconded by Mr. Randall to include this item for discussion at the workshop. Motion carried unanimously.

Mr. Wisemiller said there was also a suggestion for review of urban growth boundaries.

Motion was made by Mr. Maxwell, seconded by Mr. Parker to study ideas for preventing urban sprawl. Motion carried unanimously.

Text Amendments

Ordinance to amend the Planned Unit Development (PUD) regulations by deleting Article J in its entirety and substituting a new Article J entitled Master Planned Community (MPC) including associated standards and requirements.

Mr. Andy Thomas stated at their April 9, 2009 meeting, City Council instructed staff to initiate an amendment to the Planned Unit Development (PUD) regulations to facilitate affordable housing and streamline the PUD development process. Some of the items they considered were:

- to allow reduced size higher density developments in a wider variety of locations
- allow smaller lots & reduced front and side yard setbacks in single-family subdivisions
- allow age-based dwelling density exemption
- allow limited size senior housing units
- require residential units be constructed to "visit-ability" standards
- allow mixed uses in a wider variety of areas
- require a minimum percentage of multi-family units be suitable for households with children
- require linkage fees for commercial and office development to provide for minimum wage "work force" housing
- establish a new low density by-right multi-family zone with density bonus allowance for provision of affordable units as a percentage of total
- require mandatory percentage of affordable housing units in all residential subdivisions and developments, and/or allow payment of a fee in lieu of providing such units, and create or modify a conditional use housing option that includes density bonus options for provision of affordable housing.

Mr. Thomas said they decided on "Incentive zoning". "Incentive zoning" is the awarding of bonus credits to a development in the form of allowing more intensive use of land if public benefits are voluntarily included in a project. Incentive zoning is the granting of additional development capacity in exchange for a public benefit or amenity such as an increase in required open space and provisions for affordable housing. Mr. Thomas said City Council is committed to affordable housing and has established and implemented the following housing strategies:

- a city-wide affordable housing production and lending program for 1st time low to moderate income home buyers (families with income below area median)
- revitalization area partnership programs for affordable rental housing production;
- home buyer assistance in the University Area
- federal and state grant programs that provide housing assistance for low income individuals and families.

Mr. Thomas said the comprehensive goals of an affordable housing program were to decrease dwelling unit overcrowding (1 person per room max), de-concentrate poverty, increase and maintain

supply of work-force housing, increase housing location choices for low to moderate-income families and decrease in rental and home ownership cost burden. He said one of the objectives of City Council's 2009 goal "Keep Planning Ahead of Anticipated Growth" was to "Encourage use of the planned unit development zoning classification". They wanted to eliminate the additional zoning district designation requirement and to substitute a performance-based special use permit process in its place. Mr. Thomas said the name will no longer be called PUD, but will be known as the Master Plan Community. A MPC is a conditional use development under single ownership or unified control that is guided by a total design (master land use) plan, including a range of dwelling and non-residential use options, which allows flexibility and creativity in site design, lot layout and building configuration. Some common MPC characteristics are reduced lot area and building setback requirements, increased open space and recreation areas, mixed land use (limited project dependent office/commercial component), and site design guidelines. MPC is a viable option to accomplish desirable neighborhoods inclusive of a greater variety of housing types – an alternative to the traditional strict separation of use. Mr. Thomas said this would promote City Council's goal of promoting diversity an all-inclusive community. The current PUD regulations were adopted in 1987 and have remained essentially unchanged. He said there have been three locations rezoned for PUD development. Two have been completed, Westpointe & Wesley Commons and one is undeveloped, which is Ironwood. Mr. Thomas said Ironwood went through the two step process. They initiated the first step and got the rezoning to PUD but have yet to file Land Use Plan amendment. The current process is to get the property rezoned to PUD, which requires consideration from P&Z and approval from City Council. After it is rezoned to PUD they apply for a Land Use Plan Amendment and hold a public hearing at the Planning and Zoning Commission and City Council where the Land Use Plan is adopted. Then the Preliminary & Final Plats and Site Plan are completed (in-house). The proposed process is the property will be rezoned only if necessary. They will then apply for a Special Use Permit consisting of a public hearing at City Council, and the Preliminary & Final Plats and Site Plan will still be completed in-house. Mr. Thomas said there are six objectives of the proposed amendment: to eliminate the PUD rezoning requirement to streamline the approval process and improve the development probability; to permit MPC as a special use in a variety of standard residential districts (e.g. R6, R6A, R9, R6S and RA20) *Note: PUD is currently only allowed in a PUD district – this will greatly increase the variety of locations available for MPC consideration while retaining final approval authority with City Council (previously a City Council rezoning decision); to establish a MPC base density (e.g. 4 units per gross acre) equal to the base density of the lowest density general purpose single-family zoning district (RA-20) – this will insure that the MPC residential density will not exceed Horizons Plan base density recommendations as previously established, except as may be achieved via the density bonus provisions specifically designed to accomplish certain public purposes; to provide density bonus options to allow increased density up to a set maximum number of units per gross acre (e.g. 12 units) – this will allow an increase in density in exchange for a public benefit or amenity, such as increased common public open space and/or providing dwellings which meet housing diversity goals; to encourage a wider variety of dwelling types in future neighborhoods built under the proposed MPC ordinance – this will provide a method, with City Council approval, to include detached and attached dwellings in a planned neo-traditional neighborhood setting which can accommodate a greater variety of socio-economic populations; to provide an affordable housing density bonus option – this will provide a viable addition to, and/or alternative to, public construction and/or local public subsidy of affordable housing units for low- and moderate-income households while allowing the development of a greater number of dwellings above the base density (up to 3 additional units per acre) as incentive for the private development of affordable housing - this will provide an additional tool for accomplishing affordable housing goals. Some of the proposed density bonus areas include:

- Common open space (additional)
- Bike paths/greenway systems
- Solar access site design
- Large scale development – e.g. 100+ acres
- Community facilities (e.g. fire/police station sites)
- Public school sites
- Public transit facilities
- Affordable housing

Mr. Thomas stated each bonus qualified rental affordable housing dwelling shall be constructed under and utilize the State of NC Low Income Rental Tax. There will be a Credit Program administered by North Carolina Housing Finance Agency, or similar and equivalent program. Under Unit ownership housing, each bonus qualified unit ownership affordable housing dwelling shall be

constructed under and utilize a Low Income Home Ownership Production Program administered by N. C. Housing Finance Agency, or similar and equivalent program. Mr. Thomas gave the density bonus specifics starting with a base density of 4 units/acre. He said increasing the common open space area by 20% or more may allow a bonus of 50% or 2 total units per gross acre. The provision of a constructed system of bike paths/pedestrian greenways may allow a bonus of 25% or 1 total unit per gross acre. If 60% of the dwelling units have proper solar access that maximize the solar energy systems for heating and cooling purposes may allow a density bonus of 50% or 2 total units per gross acre. Where a MPC land use plan consists of 100 gross acres or more a density bonus of 75% or 3 total units per gross acre may be allowed. Voluntary dedication or fee simple gift of public facility property (minimum of 1 acre per facility lot) for unrestricted use by the city for public service delivery, including fire and rescue and police stations and the like, may allow a density bonus of 25% or 1 total unit per gross acre for each separate one (1) acre facility lot desired by and accepted by the city. Voluntary dedication or fee simple gift of a public school property site (minimum of 20 acre per property site) for unrestricted use by the Pitt County School Board may allow a density bonus of 75% or 3 total units per gross acre for each separate 20 acre facility lot desired and accepted by the county. The provision of fully functional public transit stops, including base pads, seating, foul weather enclosure and roofs, and vehicle turnouts at convenient locations for pedestrian and vehicle access may qualify for a density bonus of 25% or 1 total unit per gross acre. The provision of affordable rental and/or unit ownership housing may qualify for a density bonus of 75% or 3 total units per gross acre for both rental/ownership affordable housing. Open Space Requirements is not less than 25% gross acreage, one-third of which will be required in one piece. Not more than 25% shall be in a floodway. Open space dedication is required with initial platting. A minimum of 25% of required open space is to be active recreation. Mr. Thomas said the property is to be perpetually maintained by the Property Owner's Association. There will be a 60-foot peripheral boundary setback. He said zero lot line development is allowed. Any private recreation area must be setback 100 feet from the peripheral boundary. He said it also has required accessory storage (attached or detached) for residential uses. Mr. Thomas gave the types of findings City Council would have to make when issuing this special use permit:

- Property zoned for Master Planned Community
- Applicant is legal owner
- Property owners within 100 feet notified
- Hearing was advertised
- Meets all ordinance requirements
- There are adequate utilities to serve the project
- Acceptable transportation system
- In conformity with Horizons Comprehensive Plan
- The project or subsections can exist as an independent unit creating an environment of desirability and stability
- Will not adversely affect safety and welfare
- Will not harm adjoining property or improvements
- Will be in harmony with the surrounding area

Mr. Thomas said the City Council can then approve the application as submitted, approve the application with reasonable conditions, table the application or deny the application. After City Council Approval a Preliminary Plat will be prepared based off the approved master plan and be submitted to P&Z for approval. A Site Plan must be submitted to staff for all non single-family or duplex development and a Final Plat would be submitted to staff for approval. Mr. Thomas said the purpose of this request is to change the name to Master Plan Community and to remove the requirement for rezoning. Mr. Thomas stated staff had shared the request with the Chamber of Commerce, the Neighborhood Advisory Board, builders, engineers and surveyors and have incorporated their feedback into the ordinance.

Mr. Lehman asked what the maximum number of units per acre would be if the developer exercised all of the options.

Mr. Thomas said the maximum that would be allowed is 12 units per acre. He said there were a variety of things a developer could choose from to get the elements that best suit their development.

Mr. Bell said this would be a positive change and would allow the builders more options to choose from. He asked Mr. Thomas if he knew of any negatives to the request.

Mr. Thomas said he saw it as a positive planning tool.

Mr. Parker said this was a positive step towards walkable sustainable communities.

No one spoke in favor or opposition to the request.

Motion was made by Mr. Bell, seconded by Mr. Tozer to approve the proposed text amendment, to advise that it is consistent with the comprehensive plan and other applicable plans, and to adopt the staff report which addresses plan consistency and other matters. Motion carried unanimously.

There being no other business, motion was made by Mr. Ramey, seconded by Mr. Thomas to adjourn at 8:40 p.m.

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Respectfully submitted,

Merrill Flood
Secretary

Excerpt from the February 3, 2010 Planning and Zoning Commission meeting minutes

Area 1: Highway 13 (Dickinson Avenue Extension) – Proposed SW Bypass

Mr. Wisemiller said the primary area is located on the south side of Dickinson Avenue Ext., approximately ¼ mile northeast of the intersection of Dickinson Ave Ext. and Davenport Farm Road, in the immediate vicinity of the proposed SW bypass and contains around 26 acres. The property is located in the City's extended planning area but is in Pitt County's planning and zoning jurisdiction. It is primarily RR (rural residential), with scattered GC (commercial) zoning.

Mr. Ramey said Dickinson Avenue has needed resurfacing for years and asked why it hasn't been resurfaced.

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Mr. Wisemiller said he would have to look into that. He said the property is located just outside of Vision Area E. Dickinson Avenue Ext. is designated as a gateway corridor. The future SW bypass is also designated as a gateway corridor and the Future Land Use Plan Map recommends OIMF (Office/Institutional/Multi-family) for both the primary & secondary areas.

Mr. Randall asked if the secondary area should include the areas to the west as well, where it appears the bypass would be coming through.

Mr. Wisemiller said that was something they could consider. He said once the property owner asked staff to look at that area they saw other areas that shared similar characteristics that would be impacted by the changes. He said the total area was in the ballpark of what the comprehensive plan had considered for where the bypass was going. He said to add more commercial to the west could create multiple focus areas and deviate more from the plan.

Mr. Randall said if they felt like it should be included in the next five years, should they consider doing the entire area now, rather than spot zoning each parcel.

Mr. Wisemiller said part of the rationale for how the additional areas were selected was that, on the other (west) side of the planned 264 Bypass, there are residential areas that might be impacted by development of commercial in that vicinity, whereas the primary and additional areas that are being considered at present are not adjacent to any existing residential neighborhoods.

Mr. Lehman opened the public hearing.

Mr. Mike Baldwin of Baldwin Designs spoke in favor of the request. He said he represented the owners of parcel 13788, Kathryn Vincent and Daphne Richardson. He said this property is immediately contiguous to the City's current ETJ and contains about ½ mile of commercial between it and Frog Level Road. He said the property is located on a major thoroughfare and the new plans that show the southwest corridor show this road being a divided road with a grassed median in the middle. The property is only .25 miles from where the interchange will take place. He said because the property is within close proximity to an intersection it creates an intermediate focus area. Mr. Baldwin said the property is bounded on the west by a new water tower that is under construction and on the east by a commercial facility that is currently vacant. He said they have located approximately one acre of wetlands on the property. He said they would be able to serve the property with sanitary sewer through Barrington Fields subdivision. The property is currently in Bell Arthur's water district; however, they only have a six inch main in front of the property and that may not be adequate to meet fire flow demands. If that is the case, there could be a request to bring the area into GUC's service area. Mr. Baldwin said he had met with Jimmy Evans, who owns property to the south, and he supports the request. He said he had also met with staff who agreed that due to the changing locations, OIMF was no longer appropriate. He said as far as the floodplain issue goes, this was some of the highest land in the county and in no flood zone areas. Mr. Baldwin said he had met with DOT about servicing the new road after it's built and has a plan of action in place.

Ms. Betty Mabery of Mabery Lane said she had a question about the request. She said on the map she received in the mail the additional area was shown going right through her property. She said the map being shown tonight is different and asked why there is a difference.

Mr. Wisemiller said in the map that was mailed the additional area was more generalized at that point. He said staff had looked at the area a little closer since then and the bypass, even though some

of the area that was eliminated wouldn't be in the right-of-way, it didn't seem like it would be feasible for commercial construction.

Ms. Mabery asked if her property would still be affected.

Mr. Wisemiller said the dotted areas were not intended to be exact boundaries.

Mr. Randall asked Mr. Wisemiller to show Ms. Mabery the anticipated area of the southwest bypass.

Mr. Wisemiller showed where the anticipated bypass would go on the map.

Mr. Randall said it was basically right through her house.

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Mr. Hamilton reminded everyone that these maps were not dimensionally specific. He said they do not represent a specific line from commercial to residential to office and so forth. He asked Ms. Mabery if she was interested in staying residential or if she was interested in commercial development.

Mr. Mabery said they were interested in commercial.

Mr. Hamilton said the maps in the plan are sufficient to include their property. He said whether or not their property should be rezoned to commercial would be decided at a different stage. He told Ms. Mabery she was still in the county's jurisdiction.

Mr. Randall asked if their property would eventually be taken by the state for the bypass.

Mr. Hamilton said that was potentially correct. He said if the commission chose to change the primary and secondary areas to commercial it would involve all of the frontage of Dickinson Avenue that is to the east extending west to the right-of-way area of the proposed southwest bypass and north and south to some depth that they deem appropriate at the rezoning stage.

No one else spoke in favor or opposition to the request.

Mr. Ramey suggested they delay the voting until the next meeting.

Mr. Bell asked if they voted on it tonight if it would just put it in position to be brought back to the commission at a later date.

Mr. Holec said if the commission decided to vote and make this recommendation it would become part of the amended comprehensive plan with the LUPM and at the end of the entire process there would be a public hearing and the commission would make a decision on whether or not to recommend the entire plan to City Council.

Mr. Randall said the southwest bypass was unforeseen in this area. He said extending the commercial down Dickinson Avenue to this area was logical and asked if they really needed to rehash the issue in another meeting or go ahead and get it out of the way.

Motion was made by Mr. Randall, seconded by Mr. Bell to vote on the item at this time.

Mr. Wisemiller said in the opinion of staff, the provision of additional commercial designation(s) in the subject area would be compatible with the general intent of the comprehensive plan, given changing circumstances since 2004, therefore change is warranted.

Motion carried unanimously.

Motion was made by Mr. Bell, seconded by Mr. Tozer to approve the request. Motion carried unanimously.

Mr. Hamilton said they need to specify the primary and secondary areas.

Motion was made by Mr. Bell, seconded by Mr. Thomas to approve both the primary and secondary areas. Motion carried unanimously.

Area 2: Highway 33 (Tenth Street Extension)

Mr. Lehman stated Mr. Thomas would like to be recused from voting on this item. Motion was made by Mr. Bell, seconded by Mr. Gordon to recuse Mr. Thomas from voting on this item. Motion carried unanimously. Mr. Holec stated Mr. Parker would vote in Mr. Thomas's place on this item.

Mr. Wisemiller stated the primary area is located on the north side of Tenth Street and includes the intersection of Tenth Street and Moses Drive. He said the property was zoned RA-20 at the time of the ETJ extension in 1989. The requested site was rezoned in 2007 to OR and a Land Use Intensity (LUI) special use permit was approved by the Planning and Zoning Commission in 2008 for Parkland Campus. Mr. Wisemiller said the site plan was withdrawn and no permits have been issued.

He said the proposed area is located in Vision Area C. East Tenth Street is a designated gateway corridor. Mr. Wisemiller said the OIMF corridor was designed to be a transitional use category and the general intent of the *Horizons* Plan for the subject area is for uses to progressively transition toward the river from more high intensity uses to lower intensity uses. He said the focus areas map does not recommend additional intensive commercial activity or other similar trip generators at the subject location and the impact on nearby residential neighborhoods should be considered. Mr. Wisemiller said part of the secondary area was located outside of the city's jurisdiction. He said the existing land uses consists of a mobile home park, some single-family residential, and some vacant lots.

Mr. Bell asked why staff included the extended area.

Mr. Wisemiller said they were trying to look at it as a corridor and staff interpreted that as the primary area. Mr. Hamilton said the primary area is the area that was already zoned O&R that had the multi-family development project approved with single-family in the rear. He said that was the primary area because that was the area the property owner came before the commission in November and proposed for a change to the Land Use Plan. Mr. Hamilton said the area to the east is the area that is directly impacted by what is done in the primary area so staff includes that in the study. He said the properties to the west were owned by the city; therefore that area was not included.

Mr. Mike Baldwin spoke in favor of the proposal. He said he represented the owners of parcels 10412, 30723 and 17290 owned by V Slew, LLC, Reuben Turner and Century Financial Services Group. Mr. Baldwin said the Eastern Pines area has experienced the highest growth of anywhere in Pitt County in the last three to four years. He said high growth dictates a need for commercial zoning and this request would blend with the commercial zoning across the street. He said the property was located close to two major thoroughfares, being Portertown Road and NC Highway 33. Mr. Baldwin said NC 33 was a five lane road and currently not even close to its capacity levels. He said there was multi-family to the north that would create transitional zoning. Mr. Baldwin said V Slew LLC, in a co-op with Greenville Utilities and the City of Greenville, has installed a lift station to serve this area. He said the additional area added by staff was not desired by the applicant. He felt that area should be for transitional zoning for Rolling Meadows. He felt this area was better suited for a land use change than the rezoning across the street that was just approved for several reasons. One reason is because he didn't believe the tract to the south of the railroad tracks would ever be rezoned multi-family, leaving no transitional zoning. He said they also have better drainage outlets where they wouldn't be impacting Lake Glenwood. He said Mr. Wisemiller said this would have an impact on neighborhood subdivisions. River Hills is located about a thousand feet to the east and Rolling Meadows to the west and he had a hard time understanding how this would be a detriment to residential uses.

Mr. Wisemiller wanted to clarify that staff was not recommending any change for the additional area, just showing that the area would be impacted by the proposed change.

No one else spoke in favor of the request.

Mr. Billy Battles of Lake Glenwood subdivision spoke in opposition to the request. He said to rezone this parcel would not be keeping with the intent of the *Horizons* Plan. He said the *Horizons* Plan mentions that development is not to adversely impact transportation and traffic. Mr. Battles said

more commercial property would generate more traffic and activity. He said rezoning more property to commercial does not assure jobs. He said the Horizons Plan speaks of smart growth, which he did not see with this proposal.

Mr. Don Williams spoke in opposition to the request because he was concerned with preserving the value of the park land. Mr. Williams said he had collected 2,600 signatures from residents of the city to protect the park land and keep it from being sold. He said decreasing the value of the park would decrease the value of the property surrounding it. Mr. Williams also said there was no natural barrier between the park and the land being proposed.

Mr. Anthony Knoll of River Hills subdivision spoke in opposition to the request. He said the proposed change would be an incompatible use for the area as stated in the Comprehensive Plan. Attachment number 4
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Ms. Brenda Highsmith of Simpson spoke in opposition to the request. She said she was not in favor of more commercial in the area because it would bring more traffic and traffic was already bad. She said this would also increase crime in the area and spoke about the traffic accidents that have occurred on Tenth Street in the past couple of years and the fatalities associated with those accidents.

Ms. Mary Ann Montgomery spoke in opposition to the request on behalf of FROGGS (Friends of Greenville Greenways). Ms. Montgomery said that changing the property to commercial because the property across the street was commercial was not a good principal for growth and planning. She said Mr. Baldwin stated Highway 33 was not close to capacity and she felt the idea of filling all of our roads to capacity was a questionable premise. She said a standard for changing the Land Use Plan Map was that the change should be desirable and sustainable, and this was neither. She said she was especially concerned with development being friendly and accessible to bicyclists and pedestrians and this site would be neither.

Mr. Baldwin spoke in favor in rebuttal. He said this proposal would have no impact on Lake Glenwood Subdivision.

Mr. Anthony Knoll spoke in opposition in rebuttal. He said impacts to Lake Glenwood go far beyond the fact that there may be a little more traffic. He said the current zoning was much more pleasant to look at if you are sitting in a city park than would be commercial zoning.

Mr. Lehman called for a vote to see if the commission wanted to vote on this item or continue it to the next meeting.

Motion was made by Mr. Parker, seconded by Mr. Bell to go ahead with the vote. Mr. Randall called for discussion. He said he would like to hear staff's recommendation before voting. Mr. Parker, Mr. Bell and Mr. Tozer voted in favor. Ms. Rich, Mr. Gordon, Ms. Basnight, Mr. Randall and Mr. Ramey voted in opposition to the motion. Motion denied.

Mr. Lehman said they would now hear staff's recommendation.

Mr. Wisemiller said the current conditions of the subject area were anticipated during the 2004 Horizons planning process; therefore, no change is warranted.

Mr. Randall asked if the road was considered a major thoroughfare at that time and if the growth of the Eastern Pines area was anticipated.

Mr. Wisemiller said they did not anticipate a focus area here in the 2004 planning process.

Mr. Randall asked if the property across the street was anticipated in 2004.

Mr. Hamilton said the area across the street that was just rezoned to commercial was shown on the Future Land Use Plan Map as commercial in 2004. He said nothing had changed with respect to the road system. Mr. Hamilton said the Eastern Pines development had been continuous for many years and it would continue to be a high growth residential area.

Mr. Randall asked where the next logical place would be for a commercial node of this type.

Mr. Hamilton said there were still areas to the south that haven't been developed as well as areas towards Lowes that were available. He said staff's opinion in 2004 and today is that there is an adequate amount of commercial development in this corridor.

Mr. Maxwell said his concern was that Portertown Road was referred to as a major thoroughfare; but if you traveled on it you wouldn't get that impression.

Mr. Ramey asked if this would damage the synagogue.

Mr. Wisemiller said commercial zoning in the proposed area would definitely have an impact on the synagogue.

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Mr. Lehman asked Mr. Wisemiller to compare the opportunities the landowner would have for commercial verses O&I.

Mr. Wisemiller said if the land use plan were changed for the area from OIMF to commercial and was rezoned to commercial, depending on what type of commercial, it could be used for the full range of commercial uses and everything below that. He said if the property were zoned OR you could have office space and possibly multi-family and everything below that.

Mr. Lehman called for a motion.

Mr. Holec said the motion to vote tonight was already denied and that someone who voted in opposition to that motion would have to make a motion to reconsider it. He said if no action was taken, it would go to the next meeting.

Motion was made by Mr. Gordon to reconsider the motion to vote on the item tonight. With no second, the motion dies and the item is continued to the next meeting.

Area 3: Evans Street

Mr. Wisemiller said the primary area contains approximately 2.6 acres on the west side of Evans Street, in the Lakewood Pines neighborhood area, which includes Lakewood Pines subdivision, Sherwood Acres subdivision and other adjacent lots located across from the intersection of Evans Street and Kirkland Drive. The area has historically been zoned medium density residential. He said the subject site is located in Vision Area G of the Comprehensive Plan. Evans Street is designated as a connector corridor and the FLUPM recommends medium density residential (MDR) along the western right-of-way of Evans Street. He said the existing land use is single-family and in the vicinity of some multi-family. Mr. Wisemiller said no traffic report was generated because the site wasn't determined and they would need more specific dimensions; however, the property is located along a major thoroughfare. He said the floodplain map shows the floodplain running through the primary site and close to the area.

Mr. Lehman asked if this neighborhood was on the list of neighborhoods for neighborhood preservation.

Mr. Hamilton said it had been single family for many years. He said this was not included in any neighborhood plan done to date and was not part of the neighborhood task force rezoning processes. He said in the back of the neighborhood, the rear portion of the lots fronting Pineview Drive, were included in the task force rezoning; but that was to rezone the back portion of the lots with the front, which were already rezoned single-family.

Mr. Ramey said this rezoning would hurt people.

Mr. Hamilton said this was not a staff request. He said the property owner of the primary site appeared before the commission in November and suggested that OIMF would be more appropriate in this corridor. He said staff has studied the request and would present their recommendation at the commission's request.

Mr. Parker asked if Mr. Thomas was now able to vote.

Mr. Holec said he was only excused for the one item and he was now able to vote.

Mr. Bell asked to see the picture of the primary area.

Mr. Randall said this was the one that they had received an email about (see below).

From: Stephen Brody [mailto:stephencbrody@yahoo.com]
Sent: Tuesday, February 02, 2010 11:55 AM
To: Harry Hamilton
Subject: Planning & Zoning Workshop 2/3/10

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Dear Mr. Hamilton

My name is Stephen Brody, I own a house at 2404 Evans Street that is being considered as part of the 5 year Horizons plan, and I will not be able to attend the meeting tomorrow night. I am committed to teaching a class in Raleigh, and in all likelihood will not be able to get back to Greenville in time to speak on behalf of my property.

I would like to submit this letter to be entered into the minutes for the meeting, distributed to the members of the committee, and if possible read out loud.

My home is designated in the "Primary Area" on Evans Street that is being considered. I feel that the property has it's highest and best use as a professional office location. It has been proven throughout town that professional offices on 5 lane roads have in fact helped to buffer adjacent neighborhoods from traffic and undesirable activities.

Additionally, in looking at my property, it is extremely well buffered from the Lakewood Pines neighborhood by a creek and a large hillside. As for buffering on each side, one side has an empty lot that I own, and on the other side is a large stand of old trees and vegetation.

The property has been serving as a rental property. The rent that the property has been able to demand has been dropping due to the increasing traffic on the road. Additionally, I worry that tenants of the house with children face an increased risk for accidents due to the proximity to the 5 lane road.

The house which was built in 1962 is approaching it's 50th birthday, and while it is not an historic house it is a home that speaks and reflects the history of Greenville. I feel the historic tone to the property can best be preserved by retrofitting the interior of the house for the needs of a small professional office, while at the same time maintaining the facade in it's original state.

Thank you for accepting this letter and passing it on to the members of the Planning & Zoning Board.

Respectfully from a 30 year citizen of Greenville

Stephen C. Brody

252-321-0362

Mr. Wisemiller said that was correct. He said Mr. Brody had sent the email because he was unable to make it to the meeting.

Mr. Lehman opened the public hearing and asked for those in favor to come forward.

Ms. Jackie Leonard spoke in favor of the request. She said she was a property owner on Evans Street and also a licensed NC Real Estate Agent. She said most of the houses located on Evans Street are at the end stage of their functional and economic life. She said the thoroughfare was a major contributor to that and Evans Street is a liability and detriment to the properties as they exist as purely residential; however, if they were to become office/residential, the thoroughfare would become an asset to the property and increase the value of the property. She felt rezoning would add to the highest and best use of the property. She said rezoning would offer some transitional zoning to the area as well.

Mr. Thomas asked how many of the properties were rentals verses owner occupied dwellings.

Ms. Leonard said there were several rental properties in the area but did not know an exact number. Attachment number 4
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Mr. Wisemiller showed the map with that information to the board.

Ms. Alice Askew of Brentwood subdivision spoke in favor of the request. Ms. Askew said she was in favor of office buildings and residential for the area but not apartments. She felt the property across the street should be changed as well.

Mr. Wisemiller said they looked at the area across the street as a separate issue because of different circumstances.

Mr. Roy Beck spoke in opposition to the request. Mr. Beck said he lived next door to the property in question. He said the property being considered contained three lots, not one and he is not against the house lot being reclassified; however there are two other lots there. He said flooding was a major problem for this property.

Mr. Wisemiller said the property is all under the same ownership and the owner asked staff to look at this area.

Ms. Mary Crozier, president of the Lakewood Pines Neighborhood Association, spoke in opposition to the request. She said she had received a letter two weeks ago telling them about the request. She presented a list of 95 signatures of persons in opposition to this request to the board. Ms. Crozier said there were people in opposition to the request present this evening from the Lakewood Pines, Brentwood, and Sherwood subdivisions.

Ms. Beth Ward, of 112 Lakewood Drive, spoke in opposition to the request. She said their Homeowners Association has been on file at the courthouse since 1946 along with the covenants and restrictions. She said all of the lots in the subdivision are designated as residential. She said the area under consideration is part of Lakewood Pines. She said part of the covenants is that no lot can be subdivided or transferred as a single lot. Ms. Ward said development over the years has caused more problems with flooding for their neighborhood.

Ms. Betsy Leech of 218 Pineview Drive spoke in opposition to the request. Ms. Leech said the restrictive covenants of the neighborhood say all lots should be single-family dwellings and the lots shall not be divided. She said based on those covenants, the proposed zoning would not be allowable in this area. She said there is a lake located in the subdivision where the people who built the area felt it was important to have a place for a natural wildlife habitat. She said the neighborhood was well known for their wonderful trees and flowering shrubs. Ms. Leech said they also have a wetland behind the area with many riparian buffers extending through the neighborhood. She said the Green Mill Run runs north of Lakewood Pines and it would be impacted by any new development in the area for consideration.

Mr. Gary Gilliland of 216 Pineview Drive spoke in opposition to request. He said Mr. Wisemiller said Lakewood Pines was in the area. Mr. Gilliland said actually the lot submitted for review and all the surrounding lots, with the exception of lots in Sherwood Acres, are located within the Lakewood Pines Subdivision and subject to deed restrictions. He said it seemed inconsistent with the objectives of the *Horizon* Plan to put a land use in that is inconsistent with the deed restrictions that have been in place longer than Greenville has had jurisdiction over this land. He said there should be a traffic study on Evans Street before this is finalized.

Ms. Mae Stancill of 110 Lakewood Drive spoke in opposition to the request. Ms. Stancill said she was most concerned with storm water runoff. She said they already have storm water damage in Lakewood Pines and this would just add to that.

Ms. Suzanne Lea of 203 Pineview Drive spoke in opposition to the request. She said the City of Greenville's Historic Preservation Commission has hired a consultant to characterize neighborhoods in the City of Greenville with respect to their historic nature and possibly put them on the register for the National Register for Historic Preservation. She said they would be looking at homes in the older section of Lakewood Pines in the near future. Ms. Lea said Lakewood Pines is the oldest subdivision in Greenville.

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Mr. Dennis Mitchell of 101 Kirkland Drive spoke in opposition to the request. He said he lived across the street from the proposed site and felt changing that property would ultimately deteriorate the rest of the residential areas surrounding the property.

Mr. Ray Sobel of 110 Kimberly Drive spoke in opposition to the request. Mr. Sobel asked if there was a need for this type of change. He said it was already difficult to get onto Evans from Kirkland and thought we should be encouraging the "greening" of Greenville and not adding more concrete.

Ms. Brenda Highsmith spoke in opposition to the request. Ms. Highsmith said she resides in Simpson but visited a friend in the Lakewood Pines subdivision on a daily basis. She said it was a beautiful neighborhood and she was concerned with the traffic in the area. She had a letter regarding storm water drainage infrastructure and asked if that would be required before the area is rezoned.

Mr. Wisemiller said there was no rezoning being requested at this time, but that letter had nothing to do with a rezoning.

With no one else to speak in favor or opposition, Mr. Lehman closed the public hearing.

Motion was made by Mr. Bell, seconded by Mr. Ramey to not vote on the issue at this time. Mr. Bell, Ms. Rich and Mr. Ramey voted in favor. Mr. Randall, Ms. Basnight, Mr. Tozer, Mr. Gordon and Mr. Thomas voted in opposition. Motion failed.

Motion was made by Mr. Ramey, seconded by Mr. Randall to deny the request.

Mr. Lehman asked for staff's recommendation.

Mr. Wisemiller said in the opinion of staff, the current conditions of the subject area were anticipated during the 2004 *Horizons* planning process; therefore, no change is warranted.

In the opinion of staff, the current conditions of the subject area were anticipated during the 2004 *Horizons* planning process; therefore, no change is warranted.

Motion carried unanimously.

Recommended *Horizons* Plan Text Amendments

Mr. Wisemiller said there was a recommendation to put consideration criteria for rezoning requests and requests for changes to the FLUPM in the plan. He said the Planned Unit Development Ordinance/Master Planned Community item has been completed and moved to the Implementation section of the draft report. Mr. Wisemiller said the City Manager's office has recommended adding a Sidewalk Improvement Plan and Policies. He said the recommended amendment, if adopted, would go into the *Horizons* Plan in the Plan Elements section, Mobility Policy Statement and state the following: "The City of Greenville will adopt a comprehensive Sidewalk Improvement Plan and associated sidewalk improvement policies and ordinances to ensure that sidewalks are, pursuant to such a plan, provided for and/or constructed at the time of street extension and individual site/lot development." Mr. Wisemiller said the commission did not need to vote on these items at this time. He said the commission could recommend any changes to these amendments or add additional ones at this time.

Mr. Randall asked if there was a sidewalk plan already in place.

Mr. Hamilton said sidewalks are required pursuant to the subdivision regulations to be installed at the time of new street construction. He said limited roads, cul-de-sacs and short loop roads are exempt from that requirement. He said sometimes a developer might build a sidewalk if there are other sidewalks in the area. He said the city, as well as the state, has a sidewalk improvement program for building sidewalks on high volume streets. He said the city currently does not have a sidewalk improvement plan that is adopted in the same sense as the thoroughfare plan where they know where all the future sidewalks will be.

Public and Commission comment period and requests for changes and/or additions to the Plan

Mr. Wisemiller said this is a time for open discussion on any portion of the current *Horizons* draft report, including the Future Land Use Plan Map and other maps and an opportunity for new requests. He said the Commission's adopted public comment policy will apply. Public comments will be recorded and at the conclusion of the public comment period, any requests for changes or additions to the *Horizons* Plan or the FLUPM will be listed and the Commission will then vote to determine whether to consider each respective request at a future public meeting, whether it is a regular meeting or another workshop.

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Mr. Lehman opened the public hearing.

Mr. Gary Gilliland said because this is a work in progress, staff should make it easier for the public to track changes to the plan by the date the change was made.

Ms. Betsy Leech had a question about the differences in the maps presented for the area of interest concerning Lakewood Pines. She said the conservation open space area that provides an important buffer for their neighborhood was missing from the "after" map. She said there was also a more intensive level of commercial being concentrated on that map. She wanted to be sure that the areas of conservation open space would not be changed to Office/Institutional Multi-family and that they would not be built upon. She also said she would not like to see more commercial development on Arlington around the Rose High School area.

Mr. Jim Ward asked the board to consider changing the area located at the intersection of Greenville Boulevard and 14th Street to commercial. He said three of the four corners of the intersection are already zoned commercial. Mr. Ward said he had already cleared three lots at the intersection because the houses weren't rentable. He said there is a significant presence of rented homes, vacant homes and homes for sale in the adjacent Hardee Circle area.

Mr. Parker said this was a sensitive area, like Evans Street, and stated for the record that his parents reside on Hardee Circle.

Mr. Ward said he intended to meet with the residents in the area to discuss this matter. He said there was only one single-family residence contiguous to the property and they would speak in favor of this request.

Mr. Wisemiller asked how far Mr. Ward would want to go once it was time to request a rezoning.

Mr. Ward said he would like for staff to study the area from the intersection through parcel 23076. He said he would only be asking for the first five parcels as the primary area.

Mr. Hamilton said the secondary area would probably extend down to the next intersection, which is Adams Boulevard.

Mr. Rocky Russell, developer, spoke about the deterioration of the student housing facilities in the area. He said he had spoken with several of the property managers and was told they were experiencing between forty to fifty percent vacancies and attributed that to the explosion of these types of facilities permeating Greenville. He said when R6 zoning was created, no one envisioned this happening and he asked the board to consider being more selective when locating these types of facilities to lessen the effects of deterioration on them.

Mr. Parker asked Mr. Russell if he was asking for an occupancy ordinance.

Mr. Russell said he was just suggesting a different zoning that would allow student housing complexes because there is getting to be too many in certain areas of the city.

Mr. Hamilton said the student housing units that Mr. Russell was referring too are subject to special use permit approval of the commission, which gives them the ability to control the location of student housing within the zones where it is an option.

Mr. Jim Hoff asked the board to consider a change to the FLUPM for the area located south of Old Pactolus Road near Santee Mobile Home Park from residential to commercial. He said property to the west is already zoned commercial and property to the east is industrial. He said part of the property is in a flood hazard area; therefore, not suitable for residential zoning. Attachment number 4
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With no one else to speak, Mr. Lehman closed the public hearing.

Mr. Wisemiller said there were two requests to change the FLUPM. He said there was a request for the public to be able to see changes made to the draft plan and the FLUPM. He said there was also a request to look at some areas around the Lakewood Pines subdivision, but did not hear a specific request for a change to the plan.

Ms. Leech she objected to a conservation easement being zoned Office/Institutional/Multi-family because it is more likely that it will be developed. She said there was also an area on Arlington Boulevard marked commercial and she didn't feel there should be any more intensive uses in that area.

Mr. Wisemiller said the FLUPM was not intended to be boundary specific. He said those factors would be taken into consideration during the rezoning process.

Mr. Hamilton said of the two maps she is referring to, one is the FLUPM which does have areas that are shown as conservation open space. He said they were not easements, but areas with certain environmental characteristics such as stream systems, wetlands, or as a buffer between areas with high impact uses and areas with low impact uses. He said the other map she is referring to, where those areas no longer appear, is the zoning map. Mr. Hamilton said the entire city, including the areas underneath the green areas are zoned something and when requests for rezoning are submitted, staff knows by the green areas to have a separation of use of some type. He asked Ms. Leech for clarification on the other area she was speaking of.

Ms. Leech said she did not want more intensive commercial development around the school on Arlington Boulevard.

Mr. Hamilton asked if there was a specific location she was speaking of.

Ms. Leech said right in front of University Suites apartments.

Mr. Hamilton said that area was currently zoned that way and changing the land use plan would not do away with that zoning.

Ms. Leech said she would like to consider changing the zoning for that area.

He said the area she is referring to is already recommended in the land use plan for OIMF, which is what she is requesting, but it is currently zoned Commercial so the land use plan does not need to be amended. He said the property owner or the commission would need to initiate the rezoning of the property.

Mr. Wisemiller said Mr. Jim Ward and Mr. Jim Hoff had requested a change to the FLUPM. He said Mr. Rocky Russell made a suggestion that the approval of student housing be looked at more closely.

Mr. Lehman said he would like to take each item and vote on it separately.

Mr. Wisemiller said the first item was a request by Gary Gilliland to make it easier for the public to track changes to the draft plan and FLUPM.

Motion was made by Mr. Ramey, seconded by Mr. Gordon to study this request and bring it back at a later date. Motion carried unanimously.

Mr. Wisemiller said the next item was the request by Mr. Jim Ward for property located at the intersection of Greenville Boulevard and 14th Street.

Motion was made by Mr. Bell, seconded by Mr. Thomas to study this item and bring it back at a later date. Motion carried unanimously.

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Mr. Wisemiller said the next item was the request by Mr. Jim Hoff for property located off Old Pactolus Road.

Motion was made by Mr. Ramey, seconded by Mr. Tozer to include this area in the study and bring it back at a later date. Motion carried unanimously.

There being no other business the meeting adjourned at 9:46p.m.

Respectfully submitted,

Merrill Flood
Secretary

Excerpt from the February 16, 2010 Planning and Zoning Commission meeting minutes

Future Land Use Plan Map Consideration, Area of Interest #2: Highway 33 (E. 10th street Extension), continued from February 3, 2010 Workshop

Mr. Wisemiller said this item was continued from the February 3rd meeting and the public comment period was closed. He said no additional public comment period is required; however, the commission can allow additional persons to speak pending a motion and vote to reopen the public comment period.

Mr. Lehman said he would like to open discussion to the board members and see if they had any questions for staff.

Attachment number 5
Page 1 of 10

Mr. Holec reminded the board that Mr. Thomas had requested recusal from voting on this matter so he would not be participating in discussion on this matter. He said Mr. Maxwell would vote in his place on this matter.

Mr. Ramey said he would like the secondary area in the dotted lines to be removed.

Mr. Lehman asked why he felt it should be removed.

Mr. Ramey said he didn't feel commercial should go down that far.

Mr. Tozer said removing the secondary area would allow for transitional zoning from commercial to residential.

Motion was made by Mr. Ramey, seconded by Mr. Tozer, to approve the request with the secondary area shown within the dotted lines on the map being removed.

Mr. Parker asked for clarification on what was being voted on.

Mr. Lehman said they were voting on approving the request in item 1 with the secondary area removed.

All except Mr. Parker and Mr. Maxwell voted in favor of the request. Motion carried.

The following items were submitted in regards to this request:

DATE: 2-15-10

TO: Harry Hamilton
+ Planning & Zoning
Board Members voting

ORGANIZATION: _____

FAX #: 329-4483

PAGES (Inc. Cover) 1

MESSAGE: See Below
Future Land Use Plan Hwy 33

FROM: Millie H. Wiggins & Johnnie Wiggins

Telephone # (252) 758-3741

Cell # 252-531-2882

FAX # 252-758-3741

To: Planning Board

This is my second fax in support
of our land being zoned commercial.
With Walmart across the street,
we are now in favor of commercial
property.

Please consider this request!
Please send to voting Board members
for the meeting!

To: Harry Hamilton

Letter of support

to change Future
Land Use Plan - Hwy 33 EABT

From Joyce Hardee McKay

Please share with voting
board Planning & Zoning

My name is Joyce Hardee McRoy and I live in the added on area being considered for being zoned commercial. Continuing East down 10th Street from my home, there is 3 residences and the highway changes to Hwy # 33 and we have around a dozen commercial businesses, another residence and then 2 more commercial businesses all the way to the end of the five lane highway.

Crossing the street going west toward Greenville, we have 3 more commercial businesses, being Dollar General, Pizza Place and Quality Collision, before we reach I. T Hardee Rd.

At L T Hardee Rd the property is already zoned commercial all the way to Portertown Rd, already having many businesses in this area, being a Shectz, a strip mall, Food Lion, Family Dollar and Hardee Car Shop, and proposed new Wal-Mart.

Going West from my home toward Greenville, is two residences and a commercial building. Beginning at the commercial building is the property in the first area being considered for commercial.

So I will have commercial on both sides and in front of me. In the added area is already a commercial building and 4 residences, on land owned by me, my sister and my brother. We want this land zoned commercial.

As to the water issue, according to my Father and Grandfather, the highway is the area changing the flow of water run off. Water flows in natural slopes from the highway North all the way to Tar River, as was pointed out at the last meeting. Water on the south side of East 10th Street flows to Hardee Creek or the creek running thru Brook Valley. My home is one of the highest elevations in Pitt Co. So this property should never have any flooding problems.

As to the traffic problem, all I can say, you should have been here, when it was Hwy 264 and we had all the trucks traveling down that 2 lane road. When Hwy 264 was moved across the river and made a 4 lane road, it took the big trucks and a lot of vehicle traffic off our highway. Our highway then changed to Hwy # 33.

Now we are a five lane highway and name changed to East 10th Street. When we changed to the five lane highway, we know Greenville would really come out our way. But I'm wondering if anyone could have imagined the number of farms that have been subdivided into homes. The growth in this area is amazing. We need convenient shopping and please we need some restaurants.

Thanks for your consideration,

Joyce Hardee McRoy

Received Monday (2/15/10) from Perry and Ann Turner, owners
Greenville Mobile Estates

RE: Planning & Zoning Meeting
Tuesday, February 16, 2010

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Item # 1

Dear Mr. Hamilton:

We are Perry and Ann Turner, owners of Greenville Mobile Estates which is up for review as part of the Horizons Plan Review Process.

We have been involved with this property for 17 years. It has been over 6 years since the Future Land Use Plan was updated in regards to this area. Six years ago, this area of Greenville looked completely different. But with the new Lowe's, Sheetz, and the pending large commercial tract directly across the street from this land, this footprint will never look the same.

We were unable to attend the workshop meeting on February 3rd, but know it was on public access and heard that the opponents to changing the Future Land Use Plan were mostly citizens who will not be directly impacted by any change of this land use. I know this to be true, because if they were directly affected by its current use as a mobile home park, they would gladly see it change into anything else.

We have many options with this land. When sewer comes, one option is to bring sewer to the existing mobile home parks and move in to capacity a total of 120 mobile homes. That would almost triple our existing rate of tenants, traffic, crime, etc.

However, the obvious use for this land was made apparent when the City Council voted to approve a large commercial center across the street from our property. This is no longer farm land in the country. This is and will continue to be a high growth, commercial area. We have the structure, the road infrastructure, the soon coming traffic signal, the land depth, and all other conditions to support this land to be zoned commercial. Therefore, please consider an obviously needed amendment to the Future Land Use Plan in your Horizons plan review process.

Thank you for your consideration and passing this letter on to anyone involved in the review process and the Planning and Zoning Board members.

Perry and Ann Turner, owners
Greenville Mobile Estates

Received Friday (2/12/10) from Janet S. Thomas
Eastbend Estates Mobile Home Park

Dear City of Greenville Staff and Planning and Zoning Board Members,

My name is Janet Thomas and I am one of the land owners that will be affected by changes to the Future Land Use Plan Map. We are located directly across from and beside commercial zoned land on 10th Street Extension/Hwy 33.

I was in attendance at the workshop meeting on February 3 and was confused by the fact that Staff does not support the change to this area. The Staff, however, did support the Dickinson Avenue Ext change because of new conditions (the Bypass). However, our area has the same rationale for needing change. Our glaring new conditions are:

- 1) Large Commercial Development directly across the street. A potential Wal-Mart is obviously a new condition.
- 2) Flooding restricts further commercial development on the current commercial/Food Lion side. One of the largest objections to a commercial development is the storm water drainage/flooding. Our side of the road runs downward towards the Tar River. No complaints there.
- 3) Staff is supposed to 'redo' or update the Future Land Use Plan no greater than 5 years. To my knowledge, it has been over 6 years. There have been considerable changes to this area over the past 6 years. (the Food Lion Shopping Center was just built in 2003) This plan is not set in stone. That is why we have a Planning Board who will ensure that this process is being orchestrated correctly and in compliance.

It may be hard for anyone to vision our land as commercial, however we currently have many options that would significantly impact this area. Specifically, Eastbend Estates Mobile Home Park is located beside the Veterinary Clinic on Hwy 33/10th Street Extension.

1,272 tenants vs Commercial:

2 years ago, we had this land rezoned and annexed by a potential buyer "Parkland Development" out of Florida. They were approved a 384 UNIT apartment complex (72 two bedroom units, 120 three bedroom units and 192 four bedroom units) complete with pool and social areas similar to the massive student housing you see around town. 1,272 tenants would create a significant increase in traffic count, noise, trash, "light pollution", etc. A commercial development would be more beneficial for area land owners, since the businesses would have operating and closing hours opposed to a student housing dev which is 24 hours/7 days week. A commercial development would also create jobs and a higher tax base for the City.

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This area is no longer rural residential. The footprint of this area will shift dramatically over the next 12 months including the potential addition of another stoplight to accommodate Wal Mart. We can grow smart or sprawl. But either way, the Planning and Zoning Commission has already identified the area as a "high growth area" which is why the commercial areas should be grouped together & not spread further down Hwy 33.

The pros and cons can debate all day, however the Planning & Zoning Board is charged with making a decision based solely on 'Are there new conditions that would warrant a change to the Future Land Use Plan Map' and that answer is **YES!**

Thank you for your consideration to change the Future Land Use Plan Map and include this area as commercial. Please pass this letter along to staff involved in this process and the Planning & Zoning Board Members.

Sincerely,

Janet S. Thomas
Eastbend Estates Mobile Home Park

Congregation Bayt Shalom
PO Box 2713
Greenville, NC 27858

February 16, 2010

To Whom It May Concern:

I currently serve as President of the Board of Directors of Congregation Bayt Shalom. Our property, 4351 East 10th Street on Highway 33 East, is adjacent to the parcel owned by V-SLEW. The owners of the adjacent property are requesting to change the zoning of their property to commercial.

Over the last 4 years the owners of the adjacent parcel have met with our Congregations' leadership numerous times to address any concerns we might have about rezoning. Any and all concerns of ours have been addressed to our satisfaction. We believe the owners have proceeded in good faith in consideration of our concerns and in making concessions that will result in rezoning having no negative impact on our Congregation.

As such, the Senior Leadership of Congregation Bayt Shalom supports V-SLEW's request to rezone their parcel of land to commercial.

Respectfully,



Michael Barondes
President, Congregation Bayt Shalom

Analysis of Existing and Potential Commercial on East 10th Street

Community Development Department, Planning Division
February 16, 2010

This build-out analysis is for existing and potential commercial at the intersection of East 10th Street and Greenville Boulevard (east side) to the intersection of East 10th Street and Portertown Road.

Below is a break-out of the existing commercially-zoned and anticipated property. This analysis of the three (3) focus areas, in the subject area, provides the existing building areas (structures) of existing development, and anticipated (potential) building area of future development on existing commercial zoned parcels and additional commercial zoning based on Future Land Use Plan Map recommendations and intended size of focus area. The anticipated (potential) building area is based on a standard calculation of 22% of the net acreage of non-residential zoned parcels.

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Community Focus Area at Greenville Boulevard (east of Greenville Boulevard only)

Site	Acreage	Current Square Footage	Potential Square Footage
Commercially-zoned (developed)	21.75	206,710	0
Commercially-zoned (undeveloped)	9.15	0	87,686
TOTAL	30.9	206,710	87,686

Total combined current and potential square feet: 294,396.

Based on this build-out analysis of the existing commercial zoned area, the current "community focus area" (i) currently contains 206,710 square feet of existing building space, and (ii) has additional land available for 87,686 (potential) square feet of future building space. The total combined (build-out) building space of the existing commercial zoned area, within the subject focus area, is 294,396 square feet of building area.

Staff would not anticipate any additional property to be rezoned to commercial based on Future Land Use Plan Map recommendations and the amount of commercially-zoned property in the focus area.

Intermediate Focus Area at Port Terminal Road

Site	Acreage	Current Square Footage	Potential Square Footage
Commercially-zoned (developed)	24.91	212,826	0
Commercially-zoned (undeveloped)	11.43	0	109,536
Anticipated commercial (NE corner of Port Terminal Road)	12	0	114,998
Cell towers	0.46	0	0
TOTAL	48.8	212,826	224,534

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Total combined current and potential square feet: 437,360.

Based on this build-out analysis of the existing commercial zoned area, the current “intermediate designated focus area” (i) currently contains 212,826 square feet of existing building space, (ii) has additional land available for 224,534 (potential) square feet of future building space. A portion of the available land is already zoned commercial (11.43 acres) and staff would anticipate 12 additional acres that could be rezoned to commercial located in the northeast corner of the intersection of East 10th Street and Port Terminal Road. The total combined (build-out) building space of the existing commercial zoned area, within the subject focus area, is 322,362 square feet of building area.

Staff would not anticipate any additional property to be rezoned to commercial based on Future Land Use Plan Map recommendations and the amount of commercially-zoned property in the focus area.

Community Focus Area at Portertown Road

Site	Acreage	Current Square Footage	Potential Square Footage
Commercially-zoned (developed)	45.28	57,402	200,000
Anticipated commercial	13.5	0	129,373
TOTAL	58.78	57,402	329,373

Total combined current and potential square feet: 386,775.

Based on this build-out analysis of the existing commercial zoned area, the current “community focus area” (i) currently contains 57,402 square feet of existing building space, and (ii) has additional land available for 329,373 (potential) square feet of future building space. The total combined (build-out) building space of the existing commercial zoned area, within the subject focus area, is 386,775 square feet of building area.

The Comprehensive Plan designates 4 types of focus area: neighborhood – intermediate – community – regional (each area is described in the context of the City of Greenville). For purposes of focus area description the Comprehensive Plan includes the following in order of largest to smallest. Each focus area includes a general purpose statement, an approximate floor (building) area, and a representative example of a familiar Greenville area development.

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Regional

This node is typically located at the crossing of major highways and serves as a major transit destination. The regional node usually occupies a large area of land and serves as a “sub-downtown.” Regional nodes provide a significant concentration of jobs and have a higher intensity of land uses. Large office buildings, motels, and entertainment centers are appropriate here. Approximate floor areas for this type of node are 400,000 plus square feet. An example of a regional focus node in Greenville is the Colonial Mall area.

Community

Although a community node usually contains a major shopping center, the scale would not necessarily be as large or as intense as within a regional node. A community node would have a lower scale of architecture than a regional node. Public transit and pedestrian access are essential in community nodes and focus areas. Approximate floor areas for this type of node are 175,000 to 350,000 square feet. University Commons at Evans Street and Greenville Boulevard represents the size and scale of a typical community node.

Intermediate

The intermediate node contains shopping centers but they are not as large or as intense as a community node. These nodes are typically located on minor thoroughfares; tenants typically include specialty shops. Approximate floor areas are 50,000 to 150,000 square feet. An example of an intermediate node is Stanton Square at Stantonsburg Road and Arlington Boulevard.

Neighborhood

The neighborhood node is only found in neighborhoods and must be able to blend exceptionally well with the residential surroundings in scale and character. Quite often, a neighborhood node may consist of only a neighborhood grocery and possibly a few small specialty shops. Approximate floor areas are less than 40,000 square feet. Examples include the City Market in the Tar River Neighborhood and Fire Tower Crossing on Fire Tower Road.

Summary:

Regional Focus Area definition - 400,000 plus square feet with Colonial Mall (now Greenville Mall) area as a representative example

Total combined build-out of existing zoning and proposed (WRS) 50 acre commercial site located to the north of 10th street - 550,454 square feet of building area

Also for comparison using the representative development example, the Greenville Mall (building and parking area) contains 40.28 acres of land and the entire block, within which the Mall is located, being bound by Greenville Boulevard, Arlington Boulevard, Red Banks Road and Charles Boulevard contains 67.42 total acres, and a number of other separate commercial and office sites – the subject focus area (Hwy 33 - Port Terminal Rd) contains 28 acres of existing commercial zoning and the proposed amendment (addition) to the future land use plan (WRS - 50 acres) would have created nearly 80 total acres of potential commercial development area.

NEW BUSINESS

Rezoning

Ordinance requested by Donnie Eakes to rezone 0.6466 acres located at the southeast corner of the intersection of Airport Road and Old River Road from IU (Unoffensive Industry) to CH (Heavy Commercial)

Ms. Chantae Gooby stated the rezoning is centrally located in the city to the east of Pitt-Greenville Airport and just south of Airport Road. The property is currently zoned IU (Unoffensive Industry) and the requested rezoning is for CH (Heavy Commercial). Ms. Gooby said the property contains two lots consisting of a building with associated parking on one lot and the other being vacant. The area contains a variety of uses. The property is located within the 100-year floodplain associated with the Tar River. There is an intermediate focus area located south of Airport Road between Memorial Drive and Greene Street. Due to the size of the property, no traffic report was generated. Ms. Gooby

said there is similar zoning in this area. In staff's opinion, this request is in compliance with Horizon's: Greenville's Community Plan and the Future Land Use Plan Map.

Steve Spruill, Spruill and Associates, spoke in favor of the request on behalf of the applicant.

No one spoke in opposition to the request.

Motion was made by Mr. Ramey, seconded by Mr. Parker to recommend approval of the proposed amendment, to advise that it is consistent with the comprehensive plan and other applicable plans and to adopt the staff report which addresses plan consistency and other matters. Motion carried unanimously.

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Text Amendments

Request by Thomas F. Taft, Jr. to amend the zoning regulations to include the use entitled "Hotel, motel, bed and breakfast inn; extended stay lodging" as a special use in the CG (general commercial) district table of uses.

Mr. Harry Hamilton stated that limited stay lodging is for daily or weekly periods not to exceed 30 continuous days. Housekeeping services must be provided on a daily basis and not more than 25% of the units may have kitchen or cooking facilities. Mr. Hamilton stated that limited stay lodging is allowed as a special use in the MS, MO and OR districts and is a permitted use in the MCH, CD, CDF, CG, CH and all INDUSTRIAL districts. He provided a map that illustrated where limited stay lodging facilities may be located throughout the city. Mr. Hamilton said extended stay lodging is for weekly or monthly periods not to exceed 90 continuous days. Housekeeping services must be provided on a daily or weekly basis and all units may have kitchen or cooking facilities. He said extended stay lodging is allowed as a special use in the MS, MO, MCH and all INDUSTRIAL districts and as a permitted use in no district. Mr. Hamilton said most of the extended stay lodging facilities in the city are now located in the medical district. He said if this amendment is approved, extended stay lodging would be a board of adjustment special use option within the additional general commercial districts. In staff's opinion the request is in compliance with Horizon's: Greenville's Community Plan.

Mr. Brian Fagundus of Rivers and Associates spoke in favor of the request on behalf of the applicant.

No one spoke in opposition to the request.

Motion was made by Mr. Ramey, seconded by Mr. Bell to recommend approval of the proposed amendment, to advise that it is consistent with the comprehensive plan and other applicable plans and to adopt the staff report which addresses plan consistency and other matters. Motion carried unanimously.

Excerpt from the March 16, 2010 Planning and Zoning Commission meeting minutes

Comprehensive Plan Review: Future Land Use Plan Map Consideration for Area of Interest #4 (SE Greenville Boulevard & 14th Street)

Mr. Wisemiller gave some background on the Comprehensive Plan review process. He said the Commission had agreed to review Area of Interest #4 at their last meeting. He asked the Commission to come up with a deadline for receiving and reviewing new requests in order to wrap up the review process.

Mr. Lehman asked what staff's deadline was.

Mr. Wisemiller said staff didn't have a specific deadline set. He said in order to complete the review process in a timely manner, staff would recommend completion by early summer or late spring.

Attachment number 6
Page 1 of 10

Mr. Bell said he felt one more month would be sufficient to receive new requests.

Mr. Wisemiller said staff would recommend tonight's public comment period be the last opportunity for new requests.

Mr. Holec said they would need to make a motion based on their decision; however, he suggested they wait until the public comment period to do so.

Mr. Wisemiller said Area of Interest #4 started at the intersection of SE Greenville Boulevard and E. 14th Street and continued to Adams Boulevard. He said the P&Z Commission and City Council denied requests to rezone 8 lots along Greenville Boulevard between 14th Street and Adams Boulevard from R9 to O. In 2004 the Future Land Use Plan Map of the Comprehensive Plan recommended OIMF for that corridor. In 2006 the Neighborhood Task Force rezoned the neighborhood to R9S. Mr. Wisemiller said in 2007 and 2008, City Council denied requests to amend the FLUPM from OIMF to C for three parcels at the corner of SE Greenville Boulevard and 14th Street, which are included in the primary area. He said the Commission would need to determine if none, all, or some of the primary and secondary areas should be changed from OIMF to C. The area is located in Vision Area C of the Comprehensive Plan. The FLUPM recommends OIMF for the primary & additional areas. He said there are neighborhood focus areas at the intersections of SE Greenville Boulevard & 14th Street and SE Greenville Boulevard & Eastbrook Drive. This intersection is a connector corridor. Mr. Wisemiller said OIMF on transportation thoroughfares provides transition between commercial nodes and preserves vehicular carrying capacity and acts as a buffer. He said location & size of commercial nodes are not static and the exact size of the buffer is not predetermined. He said the width should be determined when ultimate extent of commercial node is known. No traffic report was generated since the size of the area has not been determined. He said the property is not affected by the floodplain or floodway. Mr. Wisemiller said expansion of commercial adjacent to Eastwood Subdivision is not recommended given current policies & conditions. He said OIMF designation affords reuse of properties fronting SE Greenville Boulevard corridor while minimizing negative impacts on the interior neighborhood. Any change to the FLUPM in the subject area should be supported by the neighborhood. Mr. Wisemiller said the primary/additional area(s) has not experienced changed conditions that impacted the site in a manner or to a degree not previously anticipated; therefore, no change is warranted. He said changing the FLUPM from OIMF to C for the primary/additional area(s) would not satisfy the other evaluation criteria, either.

Mr. Ramey asked why the area went all the way to Adams Boulevard. He asked if it could be stopped at David Drive.

Mr. Wisemiller said the property owner had requested they look at the primary area, which included the first nine parcels. He said the property in the secondary area was likely to be affected by any change in the primary area.

Mr. Parker asked how many times this proposal had been denied by City Council.

Mr. Wisemiller said it had been denied twice; once in 2007 and once in 2008.

Mr. Tozer said it was approved by P&Z twice in a 6-2 vote.

Mr. Wisemiller said that was correct.

Mr. Jim Ward spoke on behalf of the request. He said his interest relates to the area at the intersection and asked the Commission to allow enough space for reasonable ingress and egress to the property. He said he was really asking for a neighborhood retail use for this area that would complement the neighborhood and give him some flexibility. He said the Commission should consider the change because the traffic at that intersection is synonymous with commercial development. He said there has also been a change in the nature of the neighborhood in that many of the properties were rentals and others were vacant or abandoned. He felt a new retail center would help to reestablish the neighborhood. He said he had spoken to many of the neighbors and many were in support of the change.

Mr. Bell asked Mr. Ward if he had been in contact with the Homeowner's Association for the neighborhood.

Mr. Ward said the Hardee Circle area did not have a formal neighborhood association. He said he had sent out 33 letters to surrounding property owners and established a meeting place for them to come and discuss the matter. He said he felt he had made himself available and done all he could to communicate with the neighbors.

Mr. Thomas asked if there was anything in Greenville that compared to what he had in mind for the proposed site.

Mr. Ward said he would like to see something like the McAlister's area, with a restaurant and some retail uses.

Mr. Parker asked Mr. Ward if he saw the same scenario at the intersection of Elm Street and Greenville Boulevard. Attachment number 6
Page 2 of 10

Mr. Ward said there was no commercial on Elm and 10th or Elm and 264. He said there were 11 intersections with four-way stops from Memorial Drive to 10th Street and every intersection except for this one and Elm Street had commercial on all four corners.

Ms. Basnight asked which lots were owned by Mr. Ward.

Mr. Ward said he owned the three on the corner and had options to purchase the next two lots. He also owns the lot behind the fifth lot.

Mr. Parker asked if the lot on he owned on Hardee Road was going to be used eventually to allow access to the front properties.

Mr. Ward said he had no intentions of using it for that. He said he purchased it because he had the option to purchase the adjoining lot and the owner really wanted to sell it. He said he had proposed to make that lot available for the use of neighborhood.

No one else spoke in favor of the request.

Mr. Raymond Parker of 106 Hardee Road spoke in opposition to the request. He said he had lived at this address for 36 years and this was the third time he had appeared before P&Z about the rezoning of this tract of land. He said their neighborhood was not in the midst of deterioration as has been told to the commission in a previous meeting. Mr. Parker said he was opposed to changing the FLUPM to commercial and believed the current designation was appropriate and consistent with the Comprehensive Plan.

Ms. Chris Voss of 102 Adams Boulevard spoke in opposition to the request. She said when she bought her property there she assumed it would remain residential, as it always has been. She felt changing the area to commercial would negatively impact her neighborhood.

Mr. Dan Bellitiere of 1605 Muirfield Drive spoke in opposition to the request. He said he had lived in the Eastwood area for 21 years and asked the board to oppose the change because of the negative impacts to traffic and noise.

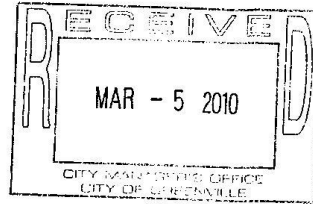
Mr. Thomas asked if he was a resident of the neighborhood.

Mr. Bellitiere said he lived at 1605 Muirfield Drive.

Ms. Elizabeth Paton of 103 Wilkshire Drive spoke in opposition to the request. She said she would be directly impacted by this request. She said there was almost no crime in the neighborhood and everyone looks out for each other. She said she took offense to Mr. Ward saying they have run down houses. Ms. Paton said she was directly impacted by the request; however she did not receive a letter from Mr. Ward.

The following attachments were sent in via email opposing the request.

STALLINGS OIL COMPANY
300 S. WESLEYAN BLVD.
ROCKY MOUNT, NC 27804
MARCH 3, 2010



Mr. Wayne Bowers
City Manager
City of Greenville
P.O. Box 7207
Greenville, NC 27835

Dear Mr. Bowers:

I am writing with regard to the proposed amendment to the City of Greenville Land Use Map requested by Ward Holdings, LLC for the property located at the southeast quadrant of the intersection of Greenville Boulevard and Fourteenth Street in Greenville. Stallings Oil Company owns the property at 1531 SE Greenville Boulevard located in the northwest quadrant of the intersection of Greenville Boulevard and Fourteenth Street. Attached is a copy of the letter from the City of Greenville Planning Department dated December 26, 2007, advising of the requested amendment.

Attachment number 6
Page 3 of 10

Stallings Oil Company strongly opposes the amendment to the Land Use Map requested by Ward Holdings, LLC, and I am writing to make you aware of our objection.

Thank you for any consideration given to our position on this matter.

Sincerely,

Stallings Oil Company

A handwritten signature in black ink, appearing to read "Boyd M. Tolman", written over a horizontal line.

Boyd M. Tolman

Vice President

Cc: Thomas G. Wisemiller-Planner II

Telephone (252) 937-6184 - Fax (252) 443-443-7997



City of Greenville

North Carolina

P.O. Box 7207 - Greenville, NC 27835-7207

March 1, 2010

STALLINGS OIL CO
300 S WESLEYAN BLVD
ROCKY MOUNT NC 27804

Dear Greenville Area Property Owner:

Attachment number 6
Page 4 of 10

The City of Greenville wishes to inform you that the City of Greenville Planning and Zoning Commission is undergoing its five-year *Horizons* plan review process and will hold a public hearing on March 16, 2010. At the behest of a property owner or his/her representative, the commission will consider whether to recommend that the Greenville City Council amend the Future Land Use Plan Map for the area located on the south side of the SE Greenville Boulevard corridor from E. 14th Street to (across the street from) the Wachovia Bank building, containing 4.7+/- acres. The commission will also evaluate an additional area adjacent to the primary area, extending to Adams Boulevard, which contains 1.7+/- acres. The owner or representative of a portion of the primary area has proposed the Future Land Use Plan Map be amended from Office/Institutional/Multi-family to Commercial.

Current Land Use Plan Category: Office/Institutional/Multi-Family

Land-owner Suggested Land Use Plan Category: Commercial

Your property is located within close proximity or contained within the area requested for amendment. The Planning and Zoning Commission identified the area indicated above as warranting further study. After evaluating the area, and as they deem necessary, the commission may decide to recommend changes to the Future Land Use Plan Map.

The public hearing for the above item will be included as part of the Planning and Zoning Commission's regularly scheduled March 16, 2010 meeting at 6:30 PM in the Council Chambers on the third floor of City Hall, located at 200 West Fifth Street. The meeting is open to the public. You are welcome to attend.

If you have any questions concerning this matter, please do not hesitate to call the Planning Office at (252) 329-4514.

Sincerely,

Thomas G. Wisemiller

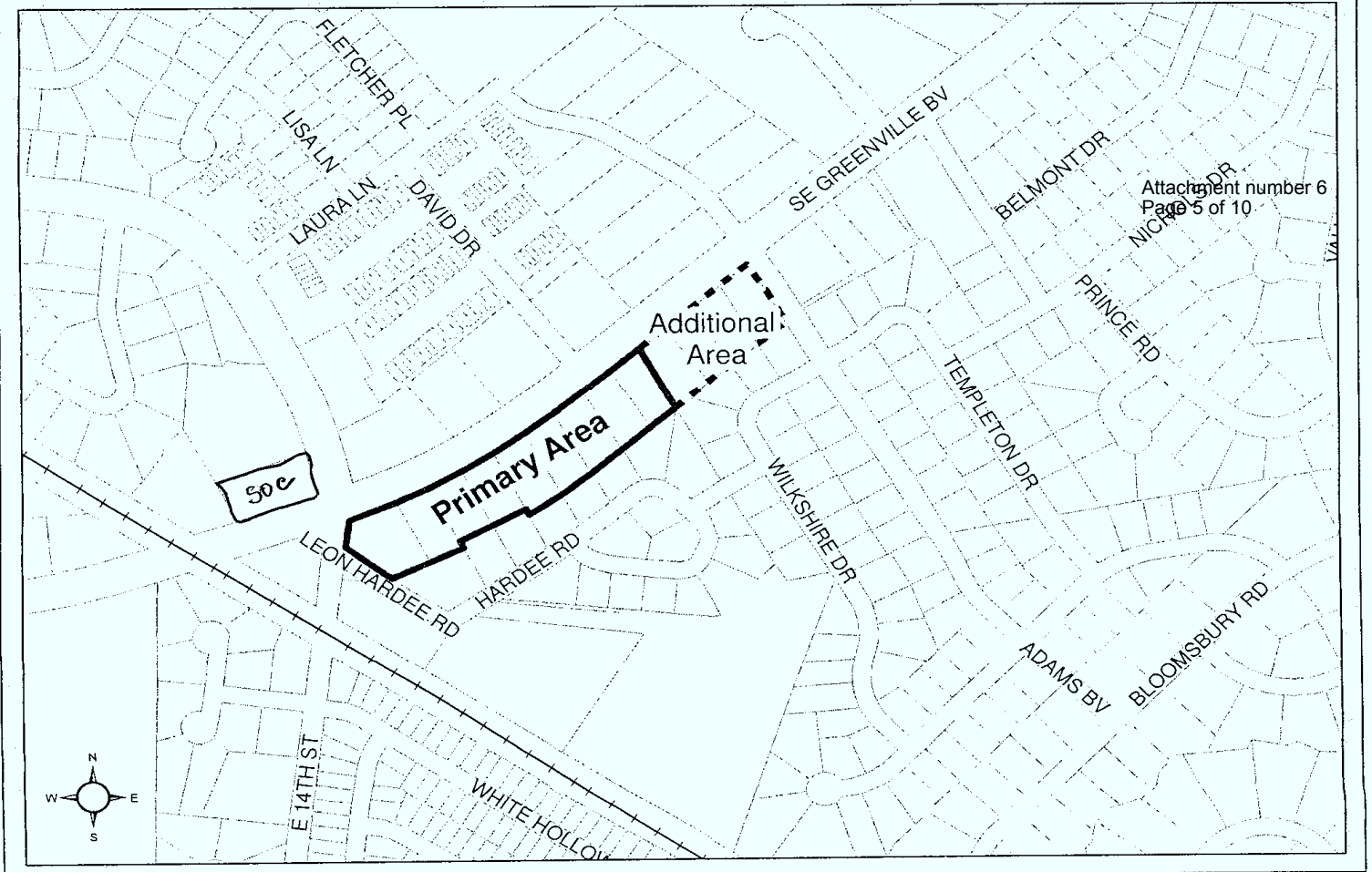
Thomas G. Wisemiller
Planner II

Attachment: Future Land Use Plan Map

857933



Area of Interest #4: Greenville Blvd and 14th Street



Dear Mr. Wisemiller & Greenville Planning & Zoning Commission,

Changing the land use plan to commercial is fine because there is already a large amount of land already zoned Very Low Density, Conservation/Open Space in the area.

We can look at this area and along 264 East as being the Commercial Recreational district of Greenville. You have the Bradford Creek Soccer Complex and Golf Course and the ECU North Campus Recreational Complex. I think we should look at the way North Campus Crossing, ECU Complex, and Wilco/Wendy's/Bojangles were done. If we plan ahead now then we can have good growth.

If you change the land use use plan or not the City of Greenville MPO /NCDOT needs to look at widen and resurfacing Old Pactolus Road (mainly between Old Pactolus/Sunnyside intersection and Old PactolusNE Greenville Blvd. intersection) because of the additional traffic increase. This road is in very bad shape and has to be repaired continuously. The road was built on a sand base and not rock base and cannot handle the amount of traffic that it has today. It already gets a high amount because of the Bradford Creek Golf Course, Bradford Creek Soccer Complex, Greenville Utilities Commission Wastewater Plant, Santree MHP, Vandemere MHP, Seasons MHP, Deveron/Sunnyside Road residents and the commercial area at the intersection where National Welders is located (Old Pactolus Road and NE Greenville Blvd).

Also, the intersection of Old Pactolus Road and NE Greenville Blvd. needs to be redone like the one at Whichard Road and MLK near the Pitt County Fair Grounds. The NCDOT had the funds about five years ago to change it and may it safer, but pulled the funds at the last minute. The NCDOT crews had already marked where to cut the asphalt and were getting ready to do it. The project reference number is 36283.2.7. For the safety of people who live and travel along Old Pactolus Road the intersection needs to be changed.

If you have any questions I can be contacted at 252-341-0723.
Thank you for your consideration.

Sincerely,

Jason D. Briley

No one else spoke in opposition.

Mr. Ward spoke in favor in rebuttal. He said he sent letters to everyone on Hardee Circle and to property owners whose property backed up and adjoined this request. He said he never said the houses were run down. He said there were some rentals and some transition in the neighborhood and the area that seemed to be most affected were the properties that front on Greenville Boulevard, three of which he removed. He said none of

the property owners who would be most drastically impacted, had spoke in opposition to the request. Mr. Ward said he never intended to offend anyone and wanted to work with the neighborhood. He said the property will develop regardless of what occurs tonight and he asked the board to consider something that would give him a little more flexibility than OIMF.

Mr. Stewart Laneave of 104 Hardee Road spoke in opposition in rebuttal. He said he had lived there since the fall of 1976. He said they were concerned about their property values and the possible decrease in them. He asked everyone opposed to the request to please stand (several audience members stood up).

Mr. Lehman closed the public hearing and called for board discussion.

Mr. Ramey said if the property was rezoned to commercial someone could go in and put a gasoline station at the corner of Adams Boulevard and Greenville Boulevard. He said that would decrease property values and he was against that. He said he supported the development of commercial property but wanted to stop it from 14th Street. Attachment number 6
Page 6 of 10

Mr. Bell said he believed the current zoning would be adequate and as Mr. Ward said, whether they changed the Plan or not, it would still allow him to put some type of retail or restaurant in that location.

Mr. Wisemiller said the OIMF recommendation would allow O or OR and staff would recommend O given the conditions. He said under O zoning, office uses would be allowed as well as small scale retail stores and barber/beauty shops. He said restaurants were not allowed under O.

Mr. Parker wanted to advise the board that his father was one of the speakers this evening and that he had spoken with Mr. Holec and it was determined that he did not need to recuse himself. He said he agreed with Mr. Bell, that the Land Use Plan Map was appropriate.

Mr. Ramey said he felt Mr. Parker had a conflict of interest and felt Mr. Holec was wrong if he said differently.

Mr. Holec said he had reviewed the rules and in order to have a conflict of interest there has to be a personal or financial interest of the member himself.

Mr. Thomas said whatever happened with this vote would not open it up for the property owner to do whatever he wanted. He said they would have to come back before P&Z and City Council and submit a request for rezoning.

Mr. Wisemiller said that was correct. He said once the property was rezoned, the property owner could do anything that was an allowed use for that particular zoning, subject to site plan approval. Mr. Wisemiller said this request as well as subsequent requests for rezoning would also have to go before City Council for their approval.

Mr. Tozer said Neighborhood Commercial might be an option for Mr. Ward. He asked if there was a way to change the Future Land Use Plan Map to something a little more restrictive than Commercial.

Mr. Wisemiller said that would have to be done at the rezoning stage.

Mr. Ramey asked if they voted to change it to commercial if they could stop it wherever they wanted to.

Mr. Wisemiller said they could.

Mr. Lehman said he was concerned that Mr. Ward would sell the property to someone who might put a gas station or something of that nature there.

Mr. Parker said they also needed to consider that they might not be sitting on the board two years from now to challenge any of these issues.

Mr. Lehman said someone would be there, it just might not be them.

Mr. Gordon asked how long the property had been zoned the way it is currently.

Mr. Wisemiller said it was rezoned to R9S in 2006.

Mr. Gordon asked how long it had been on the Land Use Plan Map as currently shown.

Ms. Gooby said she believed it had been that way since 1997. She said no changes were made to this area in 2004.

Mr. Gordon asked if the Land Use Plan had always shown the commercial on the other side of the street.

Ms. Gooby said it had.

Mr. Bell said commercial always scares people. He said the reason staff had shown the area all the way to Adams Boulevard is because it will directly affect those properties.

Mr. Ramey said stopping the change to commercial at David Drive would protect Wilkshire Drive and the road into Hardee Circle.

Mr. Maxwell said you would still have commercial right beside a house.

Mr. Ramey said that was correct but you would have to have a buffer between them.

Mr. Bell asked if this was kept at the current zoning, could Mr. Ward get a special use permit for a restaurant or retail entity. Attachment number 6
Page 7 of 10

Mr. Wisemiller said it would be a special use if the property were rezoned to OR.

Mr. Tozer said it appeared that the commercial would line up with the commercial across the street. He said he would like to come to a compromise in order to recommend approval to City Council.

Mr. Bell asked if the depth and buffers that currently exist on the property allowed room for commercial zoning.

Mr. Flood said it would be more limited because of the depth.

Mr. Thomas said the buffers would be more extensive if the property was rezoned to commercial than if it were O or OR.

Mr. Flood said the buffers were determined by the actual land use, not the zoning.

Motion was made by Mr. Ramey, seconded by Mr. Thomas, to approve the change to the Future Land Use Plan Map to commercial for the first seven lots, deleting the remaining primary and secondary areas. Mr. Ramey, Mr. Thomas, Ms. Basnight, Mr. Tozer and Mr. Gordon voted in favor. Mr. Bell, Mr. Parker and Mr. Maxwell voted in opposition. Motion passes.

Comprehensive Plan Review: Future Land Use Plan Map consideration of Area of Interest #5 (Old Pactolus Road)

Mr. Wisemiller said the primary area is located on the south side of Old Pactolus Road corridor containing approximately 107+/- acres. The additional area is to the north and east of the primary area, on both sides of Old Pactolus Road. He said Greenville's Extraterritorial Jurisdiction (ETJ) was last extended in 2001. The property is located in Vision Area B of the Comprehensive Plan, which was seriously impacted by Hurricane Floyd in 1999 by damage to residential areas located within and/or adjacent to primary and additional areas. Mr. Wisemiller said the commission needed to decide whether they needed to change some or all of the OIMF (office/institutional/multi-family), very low Residential, conservation/open space categories to C (commercial) category. The area is located around a residential corridor and if the FLUPM is changed, corridor designation might need to be amended to "connector corridor". He said the FLUPM recommends OIMF, very low-density residential, conservation/open space for the subject property. There is a regional focus area at the intersection of NE Greenville Boulevard/MLK Hwy and Pactolus Highway/264-E. Mr. Wisemiller said the principal intent of the FLUPM configuration for Vision Area B is to discourage residential development in the floodplain, except for very low-density residential. The plan for Vision Area B also seeks to encourage new industry & support businesses in recognized industrial areas. He said the FLUPM recommends a large concentration of commercial to support the Regional Focus Area. He said commercial development in the floodplain exposes personal property and public safety to lower risk than residential development. Low to moderate-intensity commercial uses are preferable to residential/mobile home uses and provide transition between existing residential neighborhoods and the NE Greenville Blvd corridor. Mr. Wisemiller said there were changed conditions in the local development pattern which impacted the site in a manner and to a degree not previously anticipated, being the development of North Campus Crossing and 93 acres being rezoned from C to OR on the opposite corner. He said commercial development in the primary/additional area, provided that it is contiguous with the recommended Regional Focus Area, and is limited in scope, would result in a land use pattern that is more desirable and sustainable than would be accommodated by additional residential development on Old Pactolus Road. Mr. Wisemiller said given the changes that have been made and the current situation, a change to the FLUPM might be warranted if other criteria are met. He said due to the reduction of land area recommended for commercial in Vision Area B, additional commercial could be consistent with the intent and objective of the FLUPM and the Focus Area Map. He said economically feasible commercial uses in the subject area, if limited in scope, are unlikely to cause significantly negative traffic impacts. Low to moderate-intensity commercial uses are preferable to residential/mobile home uses and provide transition between existing residential neighborhoods and the NE Greenville Blvd corridor. Commercial development in the primary/additional area, provided that it is contiguous with the recommended Regional Focus Area, and is limited in scope, would result in a land use pattern that is more desirable and sustainable than would be accommodated by additional residential development on Old Pactolus Road. Attachment #1

sustainable than would be accommodated by additional residential development on Old Pactolus Road.

Mr. Parker asked if there would be any impact to the Sewer Treatment Plant.

Mr. Wisemiller said if commercial was chosen for all of the proposed additional area, there could be some issues. Otherwise, the mobile home park should be enough of a buffer to protect that area.

Mr. Jim Hoff, attorney, spoke in favor of the request on behalf of the applicants. He said this change would be consistent with other classifications in the area. He said there were flooding issues in the area, discouraging residential development. Mr. Hoff said they were interested in outdoor commercial recreation that would be low to medium intensity.

No one else spoke in favor of the request.

Attachment number 6
Page 8 of 10

Ms. Sue Holland spoke in opposition to the request. She said she was concerned with property located in the proposed additional area that contained a farm that had been in her family for years. She said they intend to keep farming the land and was opposed to changing the property to commercial.

Mr. Tozer asked where her parcel was located.

She said it was right next to the developing area.

Mr. Jim Holland spoke in opposition to the request. He said he had heard the applicants wanted to build a pro-shop for the activities they are having at the pond. He said there were several wild animals in the area and changes to the environment could damage those species. He said he had also heard rumors that they wanted to dig a canal from the ponds to the river, which he was opposed to as well.

Mr. James Crozier spoke in opposition to the request. He said he helps the family keep an eye on the farm and the property. He had concerns with the property flooding.

Mr. Tozer said if the land was changed to commercial, it could still be farmed and would have higher value.

Mr. Crozier said if what they did caused their area to flood more easily, it would be worth a lot less.

Mr. Maxwell asked if they would have to build above the existing property because of it being in the floodplain.

Mr. Hamilton said any development within the 100 year floodplain would have to be elevated. He said anything that would discourage further residential development would be recommended.

Mr. Maxwell asked what type of elevation.

Mr. Hamilton said it would depend on the lay of the land. He said areas in the 500 year floodplain require no elevation.

Mr. Gordon asked if he understood correctly that staff recommended commercial only down to the narrow point of the primary area.

Mr. Hamilton said if they were going to change the Land Use Plan, staff recommended stopping the commercial, as far as the street frontage is concerned, right before you get to Santree Mobile Home Park, and not including the mobile home park.

Mr. Ramey asked why staff added the additional area.

Mr. Hamilton said the broken line area is likely to be impacted by whatever is done in the primary area.

Mr. Richard Hill spoke in opposition to the request. He said his property was located outside of the existing ETJ. He said when he developed his property he went before City Council to make sure the property would not be considered for city property anytime in the foreseeable future. He asked that the area where his property is located be excluded from the request.

Mr. Tozer asked if it was the property north of Pactolus.

Mr. Hill said it was.

Mr. Darnell May spoke in opposition to the request. He said his property was also located in the dotted area in the ETJ and he would not like his property changed to commercial.

Ms. Donna Hemby spoke in opposition to the request on behalf of Curtis Rasnake. She said they owned Santree Mobile Home Park that housed 133 families. She said she had received several phone calls and

complaints about the noise and traffic in the pond area. She said they are totally opposed to the request.

Mr. Bruce Tripp spoke in opposition to the request. He said he lived on US 264 but used Old Pactolus Highway. He said the commission should first address the highway. He said the road was currently in disrepair.

Ms. Ann Briley, also a resident of Highway 264, spoke in opposition to the request. She said she would like to be notified as a homeowner that lives about a mile from the property if there would be changes in the Horizons Plan or any of the land uses. She said this would impact the publicly owned golf course and residential properties and felt the use of this property as commercial was not in the best interest of anything residential.

Mr. Hoff spoke in favor in rebuttal. He showed the commission where his area of interest was located and said his interest was in the ponds. He said there had been no digging of the ponds and his clients had no intention of digging a canal to the river. He confirmed that the ponds are currently used recreationally and that ~~is not~~ ^{is not} being explored. He said he couldn't think of a better area than a flood prone area for a water based use. He said there were very few areas around for this type of activity. Mr. Hoff said his clients were also concerned with the wildlife in the area and would not do anything to harm them. He said he did not think this would be a real invasive or offensive use for the property.

Ms. Ann Briley spoke in opposition in rebuttal. Ms. Briley said recreation does not include drunken activity into the night and that is what the surrounding property owners are experiencing. She felt there were several issues trying to go under one request. She said there was a request of the property owner, a request for rezoning of the primary area and a request for an additional area. Ms. Briley asked for continuation of all items before they are voted on so that they could become better informed.

Mr. Lehman closed the public hearing and called for board discussion.

Mr. Ramey made a motion to delete the dotted line area from the request.

Mr. Bell said he didn't believe there was a need for that motion because staff is not recommending anything in the dotted line.

Mr. Hamilton said if the commission believes commercial is appropriate for this area, staff recommends the commercial frontage along Old Pactolus Road not go any further than the Santree Mobile Home Park. He said there were two different maps, the zoning map, which is very specific, and the land use plan map, which is more general. He said the board was looking for something more specific than what is provided in the land use plan map. Mr. Hamilton said the land use plan map covers a sixty-five square mile area, where rezoning involves parcel specific locations. He said the specifics of the zoning area would be dealt with at the time the rezoning is requested.

Mr. Tozer asked if the land had to be zoned commercial for them to use the ponds recreationally.

Mr. Hamilton said as long as they were doing it as private recreation on land that they have access to or ownership of and are not charging a fee, they could do that.

Mr. Tozer asked Mr. Hoff if he needed the entire primary area to be commercial, including the ponds.

Mr. Hoff answered yes.

Mr. Gordon said one of those opposing to the request had suggested postponing or tabling the request in order to get better educated about it.

Mr. Tozer said the individual that made the request did not live adjacent to the property.

Mr. Maxwell said she was speaking on behalf of all those opposing the request.

Mr. Bell said he agreed that they needed more time to discuss the matter and to try to come to an agreement.

Mr. Maxwell said there were already some issues with surrounding neighbors that probably needed to be addressed.

Motion was made by Mr. Bell, seconded by Mr. Parker, to table the request to allow the petitioner and the residents to meet and come to an agreement before it is brought back to the commission at their next meeting. Motion carried unanimously.

Public and commission Comment Period and Request for Changes and/or Additions to the Horizons Plan text, the 2009-2010 Horizons Plan Review Report, or maps not previously discussed.

Motion was made by Mr. Tozer, seconded by Mr. Gordon that this be the last meeting for the commission to accept new requests for changes to the Horizons Plan. Motion carried unanimously.

Mr. Jon Day, on behalf of John Moye, Sr., asked the commission to consider a tract of land located 800 feet east of the intersection of Dickinson Avenue, Allen Road and SW Greenville Boulevard. He asked that the Land Use Plan Map be changed from OIMF to Commercial. Mr. Day said he felt that would be in better keeping with the adjacent Red Oak neighborhood.

Motion was made by Mr. Thomas, seconded by Mr. Tozer, to study this request and bring it back before the commission at their next meeting. Motion carried unanimously.

Mr. Jerry Williams asked the commission to consider the property located at the northeast corner of S. Memorial Drive and W. Arlington Boulevard. He requested the property be changed from Office/Institutional/Multi-family to Commercial.

Motion was made by Mr. Tozer, seconded by Mr. Gordon, to study this request and bring it back before the commission at their next meeting. Motion carried unanimously. document number 6
Page 10 of 10

Mr. Jon Day requested the commission look at the property located at the southwest corner of the intersection of Hwy-264 and Martin Luther King, Jr. Hwy, containing 104.5+/- acres. He requested the property be changed from Conservation/Open Space to Commercial.

Motion was made by Mr. Tozer, seconded by Mr. Bell, to study this request and bring it back before the commission at their next meeting. Motion carried unanimously.

Planning and Zoning Commission discussion and recommendations for fiscal year 2010/11 and 2011/12 City Council budget consideration

Mr. Merrill Flood, Director of Community Development, said City Council requested that the boards and commissions be surveyed to see if they would like any items included in the budget.

Mr. Bell said he would like to them to look into getting some paper and ink for printing packets. He said it would also be nice to have refreshments available for late night meetings.

Motion was made by Mr. Tozer, seconded by Mr. Parker, to take a look at those items. Motion carried unanimously.

There being no other business the meeting adjourned at 9:20p.m.

Respectfully submitted,

Merrill Flood
Secretary

Excerpt from the April 20, 2010 Planning and Zoning Commission meeting minutes

Comprehensive Plan Review: Future Land Use Plan Map consideration of Area of Interest #5 (Old Pactolus Road), continued from the March 16, 2010 meeting

Mr. Wisemiller gave the background for the request. He said a public hearing was held at the March 16, 2010 meeting and the commission chose to continue the request to this month. The primary area is on the south side of Old Pactolus Road corridor (107+/- acres) and the additional area is the property located to the north and east of the primary area, on both sides of Old Pactolus Road (262+/- acres). He said the FLUPM recommends a large concentration of commercial in the area to support the Regional Focus Area. Commercial development in floodplain exposes personal property and public safety to lower risk than residential development. Mr. Wisemiller said due to the changed conditions in the local development pattern, which impacted the site in a manner and to a degree not previously anticipated, a change to the FLUPM might be warranted if other criteria are met.

Mr. Jim Hopf, attorney, spoke on behalf of the applicant. He handed out a booklet to the commission members supporting his case. He said he had also given a copy of the booklet to Mr. Holec and staff, as well as to Ms. Holland, who previously spoke in opposition to the request and owns the adjoining property. Mr. Hopf went over the steps the applicant had taken since the previous meeting. He said they had sent out 88 letters to impacted owners and residents and had received 13 responses. He said he had spoken with all of those individuals and discussed their concerns and had satisfied them. Mr. Hopf said there was one individual who still had questions and they had attempted to meet him at the property several times, but were unable to do so. He said Dr. Richard Spruill, hydrogeologist with Groundwater Management Associates, had made a site visit regarding wetland and environmental issues for the subject property. Mr. Hopf said he had discussed issues regarding Trespass Agreements for the property with Sheriff Mac Manning as well as the Greenville Police Department. He said they had met with 9 interested owners/residents to discuss issues they had. They also had discussions with residents of Santree Mobile Home Park regarding use issues. Mr. Hopf said they had spoken with the adjacent farm owners and extended an Offer of Compromise. They had also obtained "Calls for service" information from the Greenville Police Department for the last five years to investigate allegations and area complaints. There were no complaints related to the property being requested for consideration.

Ms. Sue Holland spoke in opposition to the request. She said her farm was located east of the primary area. She requested her farm be left in its current state and not changed to commercial. She said she was not pleased with the commercial land use that Mr. Hopf is proposing because she believes it would be detrimental to the wildlife in the area. She said she had met with Mr. Hopf and his son. She said Mr. Hopf has a lot of experience with land use change and felt challenging him would be an uphill battle. Ms. Holland said though she felt this proposal was not in her best interest, she felt the change would be approved and hoped that they would be able to work with the new tenants if the board decides to approve the request.

Mr. Jim Crozier spoke in opposition to the request on behalf of John Conley. He read a statement prepared by Dr. Conley, an Environmental Biologist with East Carolina University, regarding the NC Heritage Program.

Donna Hemby, property manager for Santree Mobile Home Park, spoke in opposition to the request. She said according to the applicant's webpage and Facebook page they have been operating as a business since September. She said there were references to them charging people to perform in events. She said they made reference to digging on the website on December 7th. Ms. Hemby said several of her tenants had complained of the noise and the trash.

Mr. Maxwell asked how much of an issue the noise was.

Ms. Hemby said it was more of a weekend issue.

Mr. Thomas asked if she had filed any complaints to the City or Sheriff's Department regarding noise issues.

Ms. Hemby said she had called and was told there was a noise ordinance, but as long as it was not over a certain meter, there wasn't a lot they could do.

Mr. Thomas asked if they came on site.

Ms. Hemby said she never saw them show up.

Mr. Richard Hill spoke in opposition to the request. Mr. Hill said he owned property across the street from the proposed development. He said he had heard they were considering using the property as a motocross park during the off months when they couldn't wakeboard and was very opposed to that. He said they would be putting a building at the front of the property for the sale of wakeboards and related items. He said he felt there was a reason why this was the only wakeboard park in North Carolina.

No one else spoke in opposition.

Mr. Jim Hopf spoke in favor in rebuttal. He said the reason there were none of these currently in North Carolina is because this is a new sport that is huge in Europe. He said there was no building planned for the road front. He said he wasn't sure where the motocross idea was coming from, but the applicants were not interested in it and the owners wouldn't allow it. Mr. Hopf said there were no police reports to support the noise allegations. He said his son was in Raleigh when he formed Lakeside Sports, LLC and he gives lessons. He said the prices on the web site were for lessons. He said the park was presently a privately used training facility that they would like to open up to the public. Mr. Hopf said they felt this was an appropriate use for a floodplain area.

Mr. Thomas asked for clarification on the structure.

Mr. Hopf said the only structure he had heard anything about would be one the city required depending on the use, such as a bathhouse.

Mr. Maxwell asked if there was a P.A. system being used.

Mr. Hopf said they had held a couple of events where they used a P.A. system to announce who was riding.

Mr. Randall asked about the comment regarding digging that was mentioned.

Mr. Hopf said there had been no digging of the ponds. He said there was some digging in an upland area to make a starting point to go into the pond.

Ms. Basnight asked how many would be in the pond at one time.

Mr. Hopf said there would generally only be one Seadoo and one wake boarder in the pond at the time.

Mr. Parker asked how many people had participated or gone to see previous events.

Mr. Hopf said there were approximately 20 riders and 60 spectators in and out during various times of the event.

Mr. Maxwell asked how much noise was produced by the Seadoos.

Mr. Hopf said when they met with the nine owners they had no complaints with the Seadoos. He said he could not hear the Seadoo if he was on the opposite side of the pond.

Ms. Basnight asked why they needed to do this if they were already operating.

Mr. Hopf said they were not charging for the events or lessons at this time.

Ms. Basnight asked what the fees on the website were for.

Mr. Hopf said he suspected those were put up when the interest was started before he knew he had to go through this process.

No one spoke in opposition in rebuttal.

Mr. Gordon closed the public hearing and called for board discussion.

Motion was made by Mr. Ramey to delete the additional area from the request and approve the project.

Mr. Gordon said that it wasn't necessary to delete the dotted line area because staff was not recommending it and the applicant wasn't requesting it.

Motion was made by Mr. Ramey, seconded by Mr. Thomas, to approve the primary area. All but Mr. Parker, Mr. Maxwell and Ms. Basnight voted in favor. Motion carried.

Comprehensive Plan Review: Future Land Use Plan Map consideration of Area of Interest #6 – SW Greenville Boulevard

Mr. Wisemiller stated the primary area is on the south side of SW Greenville Boulevard and contains approximately 84.5+/- acres with the additional area including the Greenville Christian Academy and another adjacent area near the corner of SW Greenville Boulevard and Dickinson Ave Ext. (total 48.1+/- acres). He said in 1995 there was a request to rezone 32.6 acres of the primary area from RA20 to O&I, CS and R-6 that was denied. The property is located in Vision Area E of the Comprehensive Plan. SW Greenville Boulevard is a connector corridor and a major thoroughfare. On the south side of SW Greenville Boulevard the FLUPM recommends an OIMF transitional/buffer.

Mr. Wisemiller said the primary area also includes MDR and C/OS. There are two regional focus areas. He said the purpose of the OIMF belt on the south side of SW Greenville Boulevard is for transition of uses, infrastructure management and to minimize "strip" commercial development. Mr. Wisemiller said staff has not identified changed conditions that have impacted the primary area in a manner or to a degree not previously anticipated at the time of adoption of the current FLUPM; therefore, no change appears to be warranted. He said proposed changes to the FLUPM should also meet other consideration criteria. If P&Z recommends that the FLUPM be amended to include commercial in the primary area, staff recommends that any such changes correspond to include a connection to the regional focus area at SW Greenville Boulevard and Dickinson Avenue Extension. The new configuration should include OIMF transitions, as necessary, long-term strategy for managing commercial development in a regional focus

area, preservation of the remaining OIMF “belt” on SW Greenville Boulevard, moderately reduced in scope, and should limit “strip” commercial development.

Mr. Randall asked why the church wouldn’t serve as the transition from commercial since it is zoned OIMF.

Mr. Wisemiller said it would but you would still want to have some buffer between the commercial on the corridor and the church property.

Mr. Hamilton said the applicant had presented that as a part of their request.

Mr. Jon Day spoke in favor of the request on behalf of the applicant. He said the concerns in the past over rezoning this property dealt with the multi-family component of the request. He said this request was to extend the existing commercial shown on the land use plan. He said they proposed to leave an OR buffer to buffer the commercial from the adjacent church and the medium density residential located to the south. Mr. Day said they had discussed the request with a number of property owners that were in support of the request. He said residents of the Red Oak subdivision were concerned with OR or multi-family zoning adjacent to the neighborhood.

Mr. John Moye, Jr. spoke in favor of the request. He said he felt these changes would benefit the property as well as the area.

Ms. Rich asked what they planned to develop there.

Mr. Moye said they didn’t have a plan at this time, but they anticipated some type of shopping center.

Mr. Reggie Outerbridge, president of the Red Oak Subdivision, spoke in opposition to the request. He said they were concerned with what would be placed in the area because it could be many things if the property is rezoned to commercial. He said traffic was already an issue in the area and this could make it worse.

Mr. Ed Tilley, resident of the Red Oak Subdivision, spoke in opposition to the request. He said he was part of the opposition for the multi-family request several years ago. He was concerned with the connectivity of the streets into Red Oak Subdivision.

Mr. Jon Day spoke in favor in rebuttal. He said when they met with the residents of Red Oak they didn’t know what would be proposed. He said he explained it would more than likely be a mixture of tenants that would meet their retail needs. He said there was an opportunity to have some interconnectivity around the church, alleviating some of the traffic problems.

Ms. Lillian Outerbridge of the Red Oak Subdivision spoke in opposition in rebuttal. She said she was happy to be able to communicate with Mr. Moye and Mr. Day; however she still has concerns because they haven’t been told “what” or “how” any of this would be done.

Motion was made by Mr. Ramey, seconded by Mr. Randall to approve the area as recommended by staff. All but Mr. Parker and Mr. Maxwell voted in favor. Motion carried.

Comprehensive Plan Review: Future Land Use Plan Map consideration of Area of Interest #7 – Hwy 264/Martin Luther King, Jr. Hwy/Old Stantonburg Road (Medical Foundation of ECU)

Mr. Wisemiller stated the primary area is located at the southwest corner of the intersection of Hwy 264 and MLK Hwy., bordered by Old Stantonburg Road to the south (97+/- acres, not including future right-of-way). The additional area consists of private land adjacent to primary area (84+/-acres). The property is located in Vision Area F of the Comprehensive Plan. Old Stantonburg Road is a residential/connector corridor. He said the FLUPM recommends OIMF and C/OS for the subject property. The property has no frontage on Old Stantonburg Rd with OIMF currently on both sides of Old Stantonburg Rd. He said at the time of the 2004 plan the Army Corps of Engineers identified the area as potential wetlands but the property owner plans to address that is not the case. Mr. Wisemiller said there is a community focus area at the intersection of 264/Stantonburg Road and B's Barbecue Road and a neighborhood focus area at the south side of Old Stantonburg Rd. He said Old Stantonburg Rd. is a major thoroughfare. The primary area is vacant and mostly wooded. He said the primary area has limited development potential due to lack of access. He said the land use and economic impacts would likely be similar, whether the corridor remained OIMF or were amended to Commercial. Mr. Wisemiller said staff has no objection to the FLUPM being amended to allow for commercial in the primary area, provided that any change meets FLUPM change consideration criteria. He said the community did not anticipate environmental conditions (or lack thereof) when the FLUPM was updated; therefore, a change might be warranted, provided other criteria are met. The change could be consistent with intent of *Horizons* in terms of development intensities, the primary area should be well buffered, and potential traffic and other impacts are not expected to be more intensive than what would be generated by potential OIMF uses.

Mr. Jon Day spoke in favor of the request on behalf of the applicant. He submitted a copy of a designation from the U.S. Army Corps of Engineers that designates the area being uplands, excluding a .014 acre portion that is wetlands. Mr. Day said this could potentially be a hotel/motel site with some multi-family.

Motion was made by Mr. Ramey, seconded by Mr. Randall to approve the request. Motion carried unanimously.

Comprehensive Plan Review: Future Land Use Plan Map consideration of Area of Interest #8 – S. Memorial Drive

Mr. Wisemiller said the primary area is located at the NE corner of S. Memorial Drive and W. Arlington Boulevard, extending for approximately 290 feet (0.95+/- acres). The additional area is to the north and south of the primary area (2.4+/- acres). He said the Task Force rezoned lots in the primary and additional area from R6 to R6S to prohibit multi-family. In January 2008, planning staff evaluated 30 lots fronting the eastern right-of-way of the S. Memorial Drive corridor, including subject areas and determined that low intensity non-residential uses were recommended (OIMF); long-term livability of single-family dwellings fronting Memorial Drive was expected to diminish over time, rezoning to O (office-only) was recommended for both existing OR and R6S properties. The property is located in Vision Area G of the Comprehensive Plan. S. Memorial Drive is a connector corridor and a major thoroughfare. The FLUPM recommends OIMF in the primary and additional areas, with O (office-only) preferred due to the multi-family restriction. Intermediate and community focus areas are in the vicinity, both of which are on the west side of the S. Memorial Drive corridor, where the FLUPM recommends intensive commercial uses, especially at/near the intersection of S. Memorial Drive and Dickinson Avenue. He said the FLUPM configuration for S. Memorial Drive corridor, the general intent of *Horizons* plan for the area, and the Task Force recommendations, all point to the following key land use recommendation for the primary and additional areas:

- Facilitate conversion of single-family residences to office-only uses, while prohibiting conversions to multi-family dwellings
- No indication that commercial is a preferred use in these areas

Mr. Wisemiller said staff has not identified changed conditions that have impacted the primary area in a manner or to a degree not previously anticipated at the time of adoption of the current FLUPM and in the absence of any such new conditions, no change is warranted.

Mr. Sue Williams spoke in favor of the request. She said she was part owner of three of the subject lots. She felt Memorial Drive would continue to progress and felt this was a good time to change the Future Land Use Plan to reflect that.

Mr. Randall asked when the Comprehensive Plan would be reviewed again.

Mr. Wisemiller said it would be another five years.

Mr. Steve Evans spoke in favor of the request. He said he owned some of the property in the additional area. He felt this would be a great transition for the area and was in support of the change.

Mr. Samuel Cannon spoke in opposition to the request. He is a resident of the subdivision located behind the primary area. He felt this change would bring crime to the area and was opposed to the change.

Mr. Jerry Williams spoke in favor in rebuttal. He said he didn't feel crime was associated with a retail use. He said if that were the case, Lynndale would be in trouble because of Red Banks shopping center.

Mr. Cannon spoke in opposition in rebuttal. He said Red Banks was nothing like this area.

Mr. Randall asked Mr. Cannon if he felt crime had increased with some of the businesses that have been added along Memorial Drive.

Mr. Cannon said it had.

Ms. Basnight asked how deep the lots were in the primary area.

Mr. Wisemiller said they were approximately 150 feet deep.

Motion was made by Mr. Parker, seconded by Ms. Basnight to deny the request and leave the property as it is now. Motion carried unanimously.

Public and Commission Comment Period and Request for Changes and/or additions to the Horizons Plan text or the 2009-2010 Horizons Plan Review Report.

There was no public comment.

There being no other business the meeting adjourned at 9:20p.m.

Respectfully submitted,
Merrill Flood
Secretary

Excerpt from the June 15, 2010 Planning and Zoning Commission meeting minutes

2009-2010 Comprehensive Plan Review Report

Mr. Wisemiller said this was the Commission's final consideration of the 2009 – 2010 Comprehensive Plan Review (Update) Report. He gave an overview of what has taken place over the past several months. He said the Horizon's Plan is a long-range, comprehensive plan that consists of housing, transportation and economic development. The Plan provides guiding principles for promoting good urban design and preserving neighborhoods. He said the Horizons Plan, the Future Land Use Plan and other planning documents make up the Comprehensive Plan. Mr. Wisemiller said the Plan calls for review at the five year mark to look at what has happened in the 5 years since the Plan was updated and how the community can respond to the next 5 years of challenges. He said this is an opportunity to recommit to long-range planning vision and make changes as necessary. He said it is too soon to undergo a full update. The purpose of the review is to review plan text, maps, and associated planning activities, projects and policies, analyze changing planning & development conditions and responses to those conditions, make targeted recommendations, gather additional facts and information, and provide an opportunity for everyone engaged in the planning process to track progress and coordinate activities going forward. Mr. Wisemiller gave the different areas of the report:

- Introduction/How to Use Guide/Background
- Small Area and Specialized Plans
- Implementation Review
- Analysis of planning trends & decisions since 2004: growth & development; requests to change FLUPM; rezoning requests
- Recommended changes to FLUPM
- Recommended text amendments & new planning initiatives

He said the Implementation Review gives an up-to-date status report on all Implementation Strategies, Management Actions, and Vision Area Policy from *Horizons* text (more than 300 items). He said he had received feedback from more than 20 City departments, divisions, committees/commissions responsible for implementing the plan. Mr. Wisemiller said the plan is only as good as the results that it achieves. He said the long-range vision requires effective, feasible implementation tools and strategies. He said the Future Land Use Plan Map is a valuable tool for protecting physical character and the environment and promoting good urban form while accommodating growth. It is an integrated guide for decision makers when reviewing development proposals. He said land use decisions that are consistent with the Comprehensive Plan are more likely to be equitable, efficient and predictable and less likely to be controversial or cause unexpected financial hardships. He gave a review of the process for amending the Future Land Use Plan Map and the criteria. Mr. Wisemiller reviewed the recommended (new) changes to the Future Land Use Plan Map. He said there were eight total areas of interest considered and P&Z had voted to recommend changes to the FLUPM for six of those areas: 1, 2, 4, 5, 6, and 7. Those areas that were not recommended were not included in the report. Within area 1 is Dickinson Avenue Extension and the Southwest Bypass. P&Z recommended more commercial zoning for this area. P&Z recommended more commercial for area 2 located on the north side of East Tenth Street. For area 4, Southeast Greenville Boulevard and Fourteenth Street, P&Z recommended seven parcels on the south side of Southeast Greenville Boulevard be changed to commercial. P&Z recommended commercial for property in area 5, Old Pactolus

Road. For area 6, Southwest Greenville Boulevard, P&Z recommended some commercial for property fronting Southwest Greenville Boulevard with an OIMF buffer. P&Z recommended commercial for Area 7, US Highway 264 and Stantonsburg Road. Mr. Wisemiller said there were three *Horizons* Plan Text Amendments:

- Criteria for rezoning requests
- Criteria for Requests to Amend the FLUPM
- Sidewalk Improvement Plan and Policies

He said the Master Plan Community Ordinance was part of the *Horizons* Plan Text Amendments; however it is now completed so is included in the Implementation section. He said there were also some new planning initiatives:

- ETJ Extension Discussions with Pitt County
- Annexation Study/Policy
- Implement U.S. Mayors' Climate Protection Agreement
- Encourage Development of Land Use Compatible Alternative Energy Sources
- Students & Seniors population study

Mr. Wisemiller said P&Z's recommendation would be taken to City Council for their consideration.

Mr. Randall asked if the new planning initiatives were brought to the commission and discussed.

Mr. Wisemiller said it was mentioned in the very beginning and open for discussion at each hearing.

Mr. Randall asked what the Mayors' Climate Protection Agreement was.

Mr. Parker said he thought the idea was to look at public buildings in Greenville and require them to be more energy efficient. He said it doesn't impact private businesses or builders.

Mr. Bell asked if they would get a hard copy once this was approved.

Mr. Wisemiller said that staff would provide a hard copy in the future.

Mr. Thomas asked to be recused from voting. Motion was made by Mr. Bell, seconded by Mr. Parker to recuse Mr. Thomas. Motion carried unanimously.

Mr. Holec said Ms. Maahs-Fladung would vote in his place.

Chairman Lehman opened the public hearing and reviewed the recommended areas.

Mike Baldwin stated he supported the plan as presented.

Attorney Jim Hopf stated he supported the plan as presented and requested approval.

Mr. Jim Ward stated he supported the plan as well and asked for approval. He thanked everyone for their hard work in this process.

Suzanne Lee of the Lakewood Pines subdivision said she appreciates her area not being included in the plan.

Chairman Lehman closed the public hearing.

Motion was made by Mr. Parker, seconded by Mr. Randall to recommend approval of the plan to City Council. Motion carried unanimously.