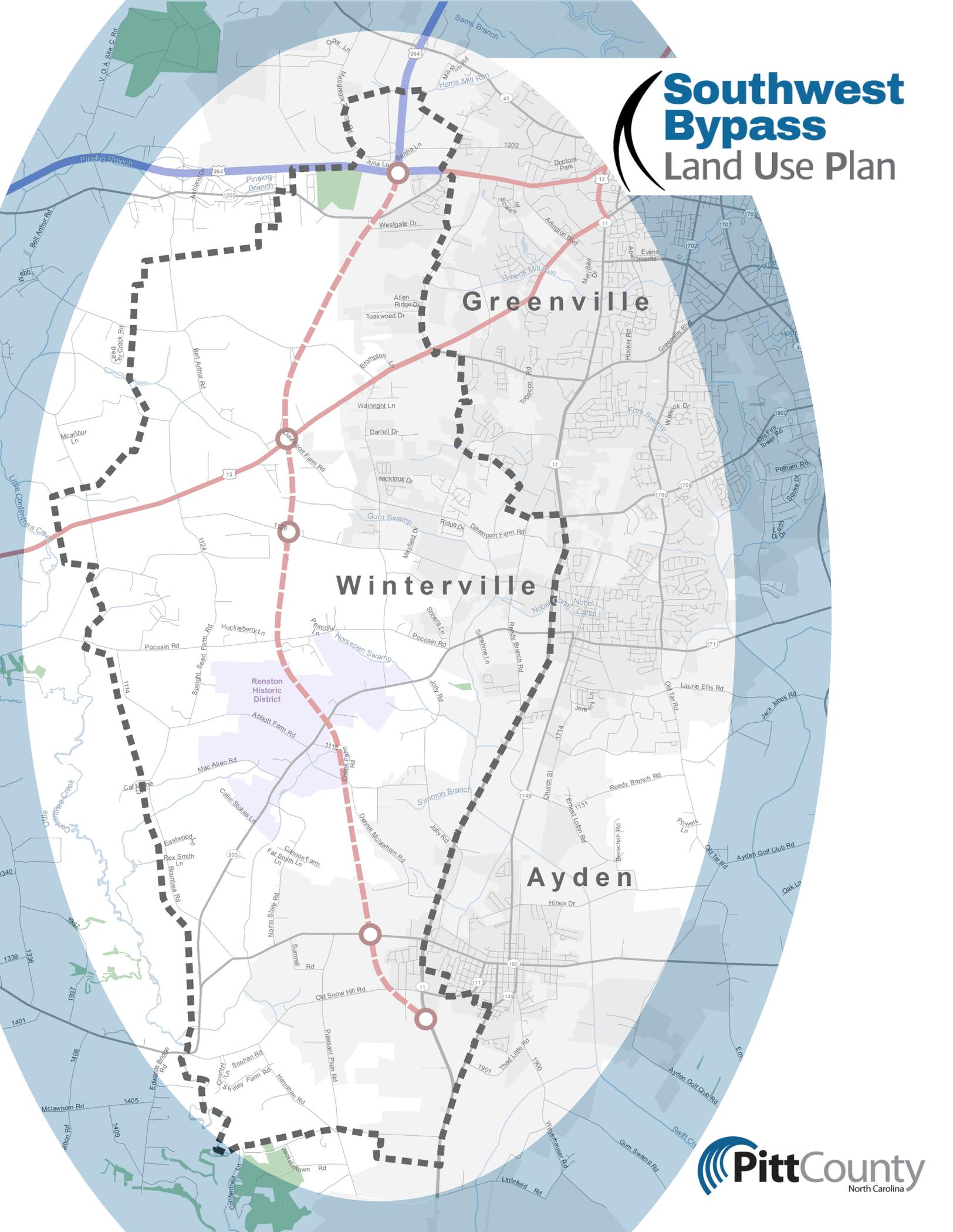


Southwest Bypass

Land Use Plan





ACKNOWLEDGMENTS

This plan is the product of a collaboration between Pitt County, the Greenville Urban Area Metropolitan Planning Organization (GUAMPO), City of Greenville, Town of Winterville, Town of Ayden, and the North Carolina Department of Transportation. Members of the public, steering committee members, stakeholders, and County and municipal staff spent countless hours participating in and facilitating the community conversation that led to the recommendations hereafter.

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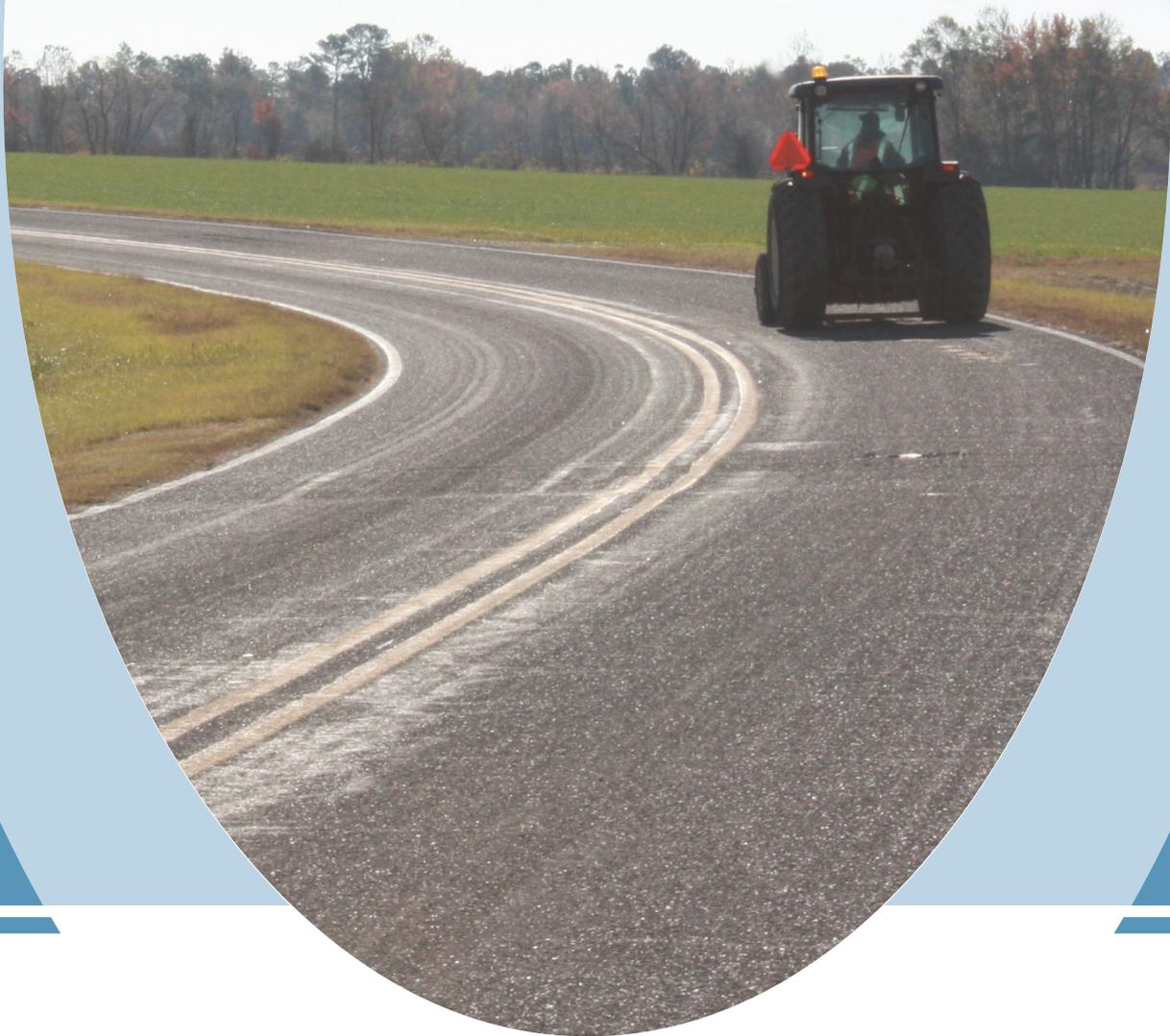
Date Adopted: October 15, 2018



TABLE OF CONTENTS

1. INTRODUCTION	6
Process	
Public Involvement	
Scenario Planning Summary	
2. BACKGROUND AND ANALYSIS	12
Project Background	
Issues and Trends	
Plans and Studies	
3. PLAN ELEMENTS	36
Vision and Goals	
Future Land Use Map and Descriptions	
Policy Recommendations	
4. IMPLEMENTATION	56
Implementation Strategies	
Zoning District / Future Land Use Crosswalk Tables	
5. APPENDICES	68

SECTION 1 INTRODUCTION



INTRODUCTION

BYPASS PROJECT

The Southwest Bypass will be a four-lane median-divided highway only accessed via interchanges. Its purpose is to relieve congestion and improve traffic safety in Greenville, particularly along NC 11 (Memorial Drive) and Stantonsburg Road (SR 1467). It will improve access to Vidant Medical Center in Greenville and will help improve travel time along the US 264/NC 11 corridor.

On September 8, 2016, the City of Greenville adopted Horizons 2026: Greenville's Community Plan. As part of the planning process, the City completed a Special Area Plan for the northern half of the Southwest Bypass from the interchange at US 264 to Pocosin Road (SR 1125), west of Winterville. The plan indicated significant economic development potential within the Southwest Bypass area and that collaboration and joint planning efforts between Pitt County, Ayden and Winterville are critical in order to realize the area's potential.

Through the EIS (Environmental Impact Statement) required for the Southwest Bypass Project, three "build alternatives" were considered. Ultimately, the current alignment was chosen because it:

- » Resulted in the fewest residential relocations;
- » Divided the fewest number of neighborhoods;

- » Had the least impacts to wetlands, streams, and floodplains;
- » Was comparatively low cost; and
- » Was supported by the local governments in the project area.

Design modifications were made to the preferred alignment in order to minimize impacts to the Renston Rural Historic District. Modifications made to the project included:

- » Removing a proposed interchange at NC 903 from the design;
- » Shifting the alignment of the Bypass eastward

Municipalities in the Study Area

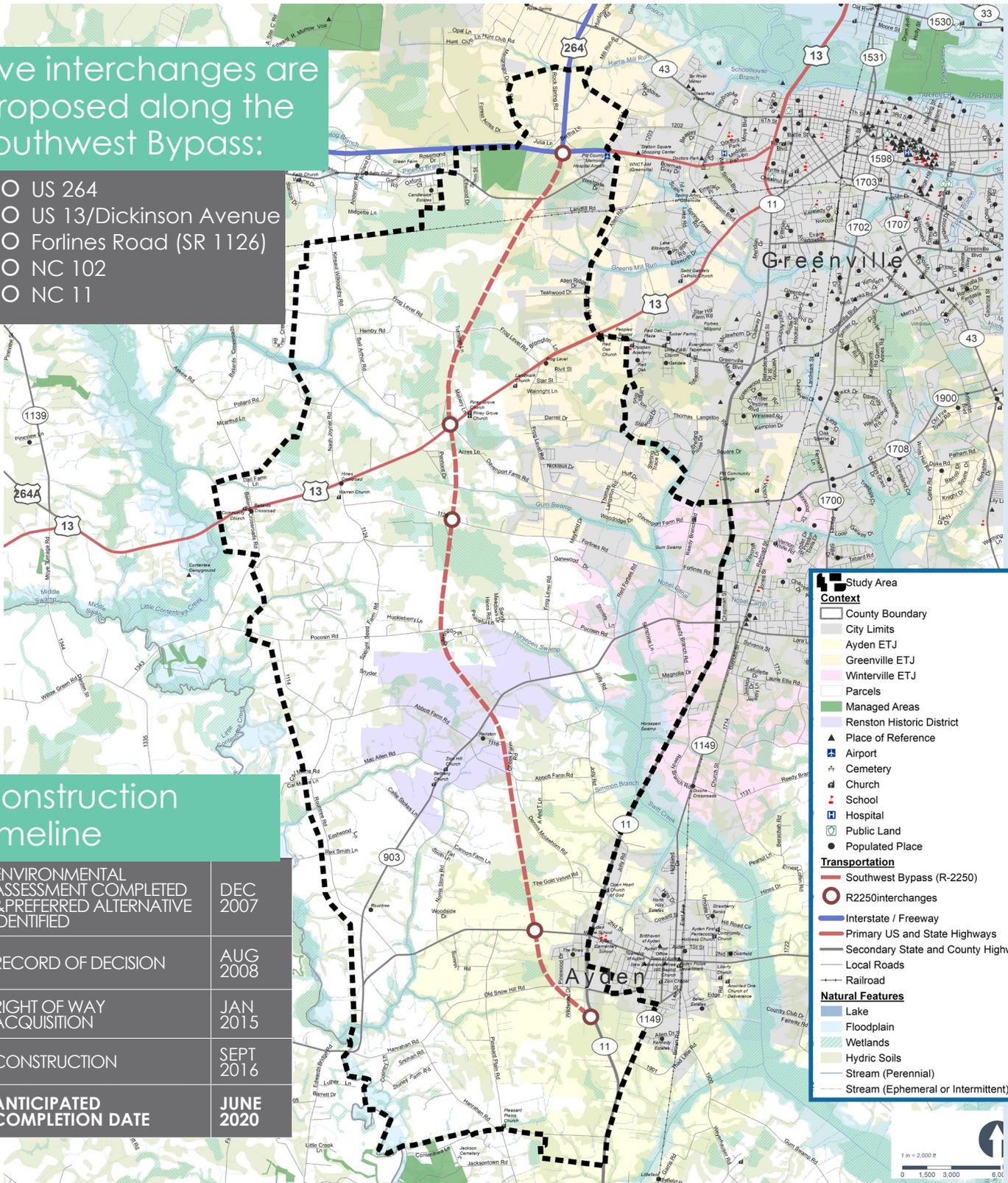
- » Greenville has the largest municipal footprint within the study area comprising approximately 21% of the land area
- » Ayden's municipal footprint totals over 17% of the study area, with 15% coming from land within its extraterritorial jurisdiction
- » Winterville's footprint is the smallest of the municipalities, making up only 8 percent of the study area

"There is a need to raise the bar for development in this area and potential to create a good first impression."

-Stakeholder comment

Five interchanges are proposed along the Southwest Bypass:

- US 264
- US 13/Dickinson Avenue
- Forlines Road (SR 1126)
- NC 102
- NC 11



Construction Timeline

ENVIRONMENTAL ASSESSMENT COMPLETED & PREFERRED ALTERNATIVE IDENTIFIED	DEC 2007
RECORD OF DECISION	AUG 2008
RIGHT OF WAY ACQUISITION	JAN 2015
CONSTRUCTION	SEPT 2016
ANTICIPATED COMPLETION DATE	JUNE 2020

Study Area Map

PURPOSE

The Southwest Bypass is a 12.6 mile freeway that will begin at the US 264 Bypass west of Greenville, extend around the western side of Winterville, to NC 11 two miles south of Ayden. The Bypass (NCDOT project # R2250) is currently under construction and scheduled to be open in the middle of 2020.

The new highway will have five interchanges, which have the potential to spur commercial and residential development.

Pitt County and municipal officials realize that land use around the Bypass is as important as the transportation project itself. This plan is the culmination of the effort to develop a vision for the area that will ensure future development is managed appropriately and is compatible with long-term plans for growth and development of Pitt County and the municipalities along the corridor.



Construction of the Bypass began in September 2016 and is expected to be complete in mid-2020.

PROCESS

The following planning process was conducted to develop a vision and recommendations for the Southwest Bypass Study Area:

- » Kick off meetings, site visits, and stakeholder interviews
- » Analysis of constraints, economic opportunities, and infrastructure needs
- » Public survey
- » Two public meetings
- » Six steering committee meetings
- » Development of recommendations and implementation guidance

Project Schedule

TASK	Nov 2017	Dec 2017	Jan 2018	Feb 2018	Mar 2018	Apr 2018	May 2018	June 2018	July 2018	Aug 2018	Sept 2018	Oct 2018
Kick-off Meetings, Site Visits, Gather Data	○											
Steering Committee Meetings			○	○	○		○	○		○		
Public Meetings						○		○				
Inventory & Existing Conditions Analysis		■										
Plan Development & Land Use Scenarios			■									
Implementation Strategy								■				
Draft to Steering Committee										■		
Final Draft / Official Adoption									■			

PUBLIC INVOLVEMENT

A steering committee of individuals from Pitt County and the surrounding communities was assembled to weigh in on decisions related to vision, goals of the process, and recommendations contained within the plan. The steering committee members were appointed by the governing bodies of the County and participating jurisdictions. The committee met six times throughout the development of the plan.

Nearly 500 members of the public commented on priorities, preferences, and land use options throughout the development of the Southwest Bypass Land Use Plan. The public engagement process included:

- » **Public Meetings:** Two public meetings totaling over 120 attendees were held on April 9th and June 25th, 2018 from 4-7 PM at the Goess Student Center of Pitt Community College. The first meeting focused on gathering input on issues, concerns, and preferences. The second meeting presented draft recommendations for review by the public.
- » **Survey:** Nearly 350 responses were received from an online survey that was open February 26 - April 30, 2018. Input was gathered on preferred type, intensity, and character of growth and development in the study area. Paper copies were also made available. The survey received responses from interested citizens across the study area including residents of Pitt County, Ayden, Winterville, and Greenville. More than half of those completing the survey (56%) have lived in the area for over ten years.



The public had an opportunity to give feedback or comment on the development of the plan through stakeholder interviews, an online survey, and two community meetings.

SECTION 1 | INTRODUCTION

Summary of Public Input

Key themes from the stakeholder interviews, public meetings and steering committee work sessions included the following:

- » The Bypass should be a nice drive from start to finish and provide for a good user experience
- » Managed, focused growth that expands tax base should be a priority
- » Nodes/Activity centers – some interchanges are more appropriate for higher density/intensity
- » Quality, cohesive design is key
- » Gateways, shopping and dining options—but small-town scale
- » Address existing and future traffic issues
- » Coordinated approach to utilities and services (i.e. water, sewer, schools)
- » Development guidelines desired to create well-designed “front doors” to towns
- » Preference for more growth near towns and agricultural preservation west of the Bypass
- » Environmental Concerns – tree protection along the Bypass was a priority, stormwater, hydric soils, wetlands, maintenance of drainage system, lighting concerns, Dark Sky ordinance
- » Existing zoning ordinances could lead to conflict between agricultural operations and residential growth
- » Wide array of preferred housing types: some want larger lots, there is an increasing demand for smaller lots
- » Recreation and open space are priorities



Scenario planning and interactive mapping exercises at the first public meeting allowed the public to set priorities for changes within the Southwest Bypass Planning Area

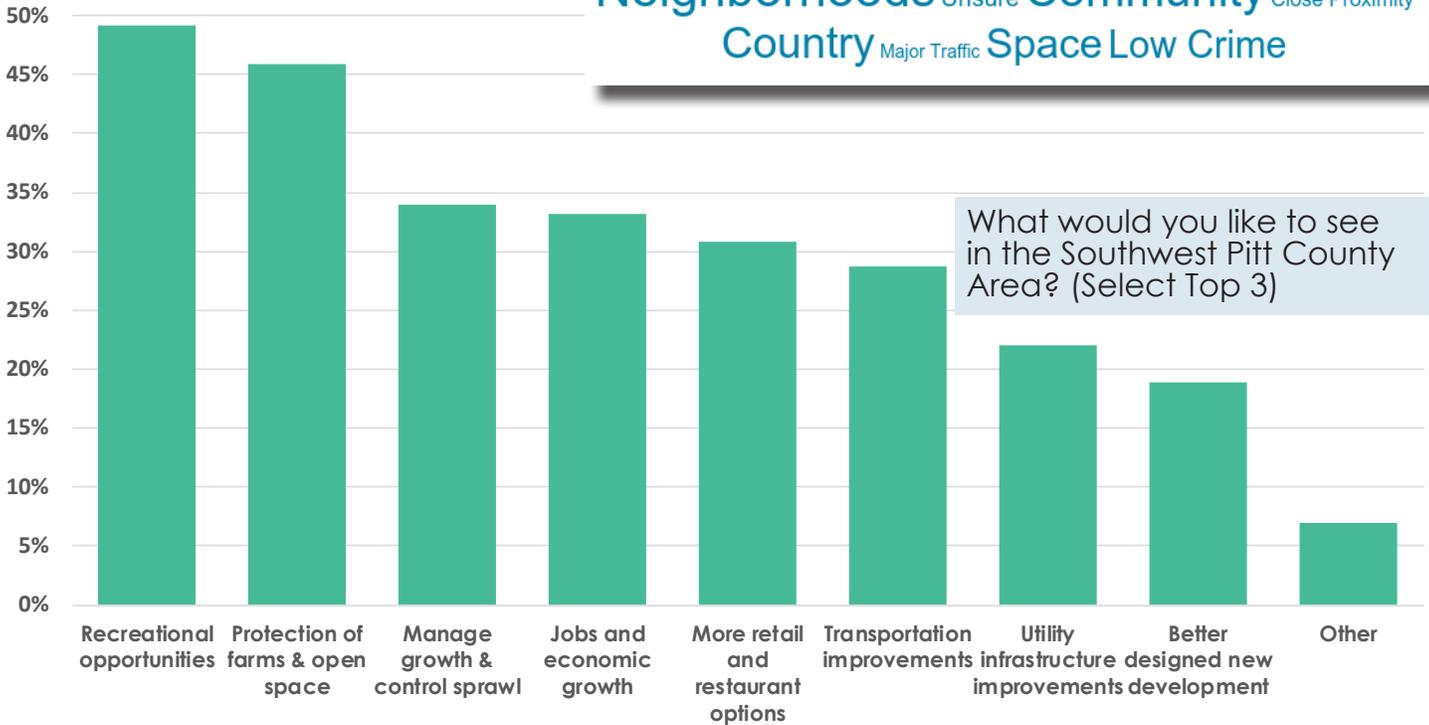


Steering committee members, County, municipal and NCDOT staff met regularly to discuss issues and recommendations.

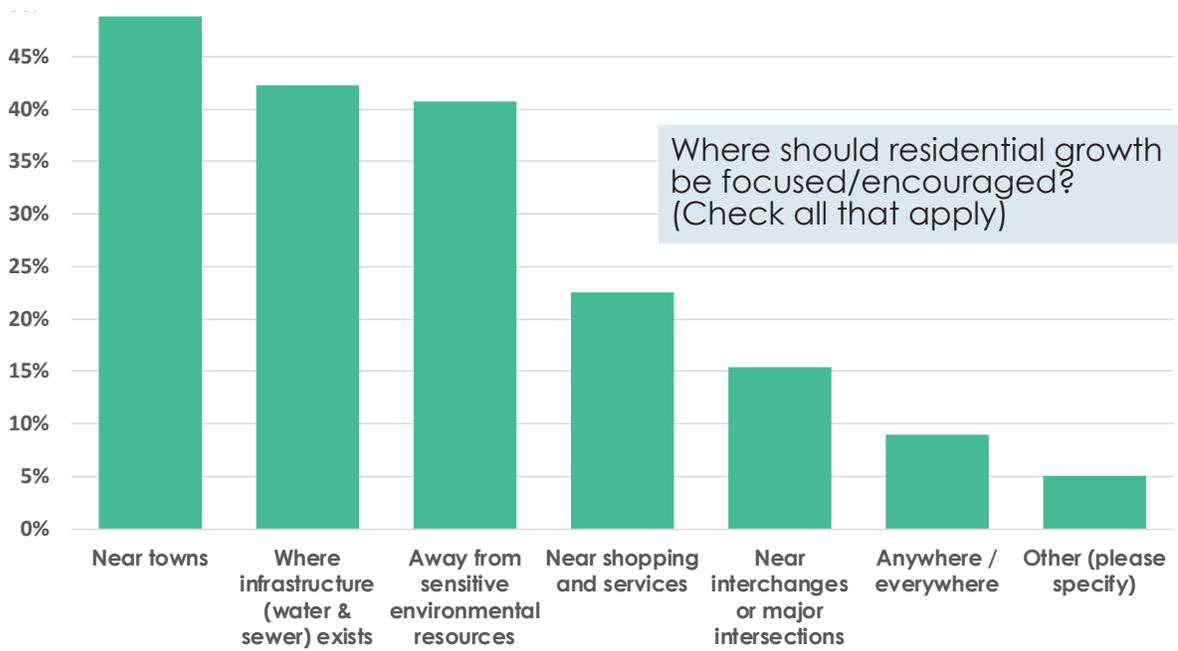
Easy Access Southwest Bypass Growth Pace
 Convenience Quality of Life Shopping Privacy
 Family Location Farm Land Safety Quiet
 Opportunity Rural Development Greenville
 Small
 Residential Area Nice Town
 Neighborhoods Unsure Community Close Proximity
 Country Major Traffic Space Low Crime

Survey Results

What do you value most about Southwestern Pitt County?



What would you like to see in the Southwest Pitt County Area? (Select Top 3)



Where should residential growth be focused/encouraged? (Check all that apply)

SECTION 2 BACKGROUND



BACKGROUND

ISSUES AND TRENDS

Population Growth

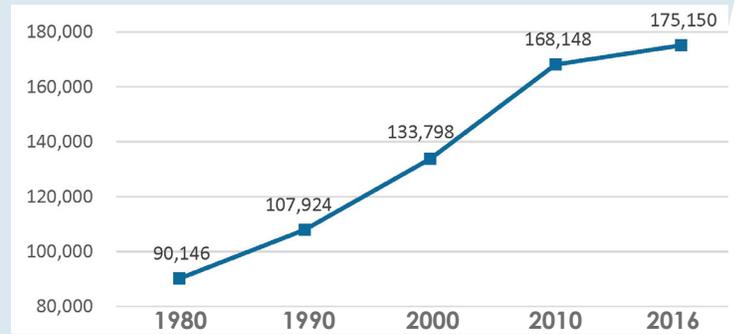
Pitt County has an existing population of 175,150 people and will continue to experience significant population growth into the future. According to the North Carolina Office of State Budget and Management (OSBM) by 2037, the population of the County is projected to exceed 186,000 people.

There are three municipalities within the Study Area. Greenville is the largest with a population of 89,745 while Ayden has the lowest population with 5,167. Greenville has also grown the most since 2010 (6%), closely followed by Ayden (5%) and Winterville (2%). Greenville has the lowest median age and the highest poverty level, while Winterville has the highest median age and the lowest poverty level.

Due to past growth trends in Ayden, Greenville, and Winterville, combined with the future completion of the Southwest Bypass, it is expected that a large amount of growth will occur within the Southwest Bypass area.

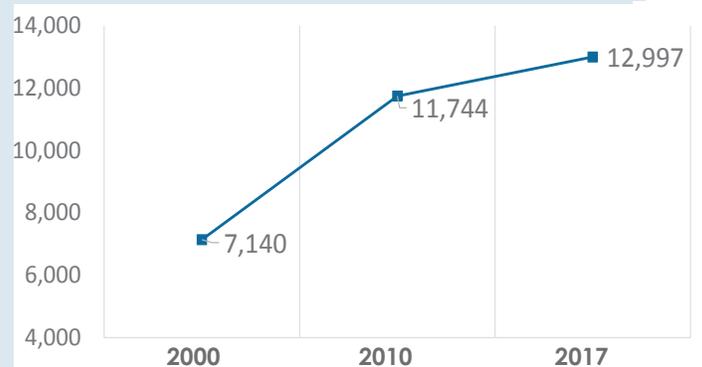
Did you know?
The population of Pitt County has almost doubled since 1980!

PITT COUNTY POPULATION GROWTH



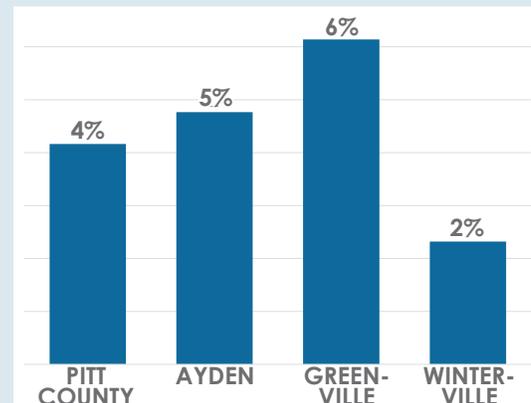
Source: US Census Bureau

STUDY AREA POPULATION GROWTH



Source: Esri

GROWTH RATE COMPARISON - 2010 TO 2016



Demographics and Housing

Even though these jurisdictions are within close geographic proximity, there are several distinctions between the communities. Median income in Pitt County is lower than the median income in the state of North Carolina. Differences in the study area exist as well. Winterville has the highest median income of the jurisdictions in the study area with a median income of \$63,958. Lower income areas include parts of Ayden and Greenville.

Median age is higher in Ayden and Winterville than Greenville and the remainder of Pitt County. The age of residents of Winterville is trending upward and the age of residents of Ayden is trending downward.

The housing stock in the study area is predominantly single family homes but includes a number of duplexes and mobile homes as well. There are also a few apartments located in the northeastern corner of the study area in Greenville. Home values vary significantly throughout the corridor. Areas around Winterville and the Renston Historic District have concentrations of higher value homes.



HOUSEHOLDS

	Pitt Co.	Ayden	Green-ville	Winter-ville
Population				
2016	175,150	5,167	89,745	9,484
2010	168,148	4,932	84,554	9,269
Median Age				
2016	31.7	36.8	26.2	39.2
2010	31	40.6	26	34.3
Median Income				
2016	\$42,308	\$29,139	\$35,069	\$63,958
Poverty				
2016 % below poverty level	24.5%	31.2%	32%	8.1%

HOUSING UNITS

5,525
HOUSING UNITS



\$147,444
MEDIAN HOME
VALUE

UNITED STATES
\$184,700
NORTH CAROLINA
\$157,100

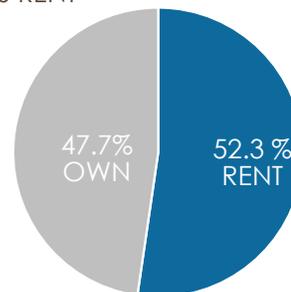


58.1%
SINGLE UNIT



7.7%
VACANCY RATE

OWN VS RENT



Source: U.S. Census Bureau, Population Estimates Program (PEP), Updated annually

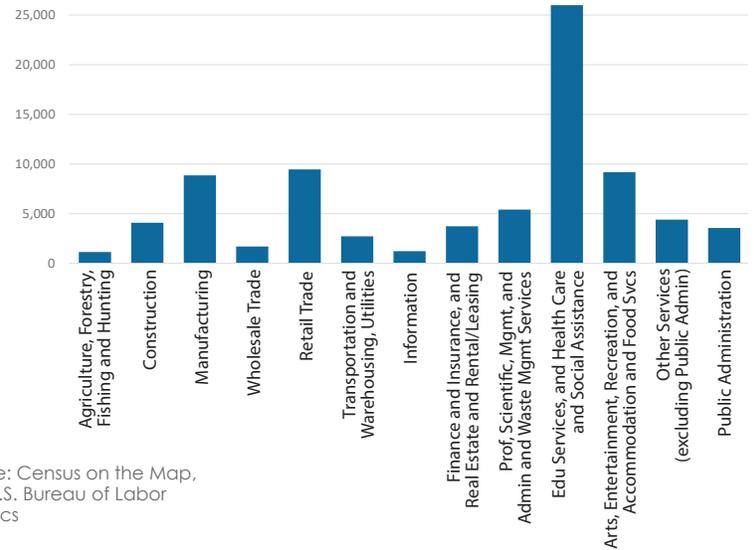
SECTION 2 | BACKGROUND

Economic Development

Educational Services and Health Care and Social Assistance is the largest employment sector in Pitt County. Retail Trade, Manufacturing, and Arts, Entertainment, Recreation, and Accommodation and Food Services are also significant employment sectors. Major employers in the study area mirror that of the County, although some sectors, are underrepresented such as manufacturing. Out of nearly 14,000 primary jobs within the study area, over 9,400 of these jobs are within the Educational Services and Health Care and Social Assistance. However the study area lags behind the remainder of the county in retail, entertainment, manufacturing and other industries.

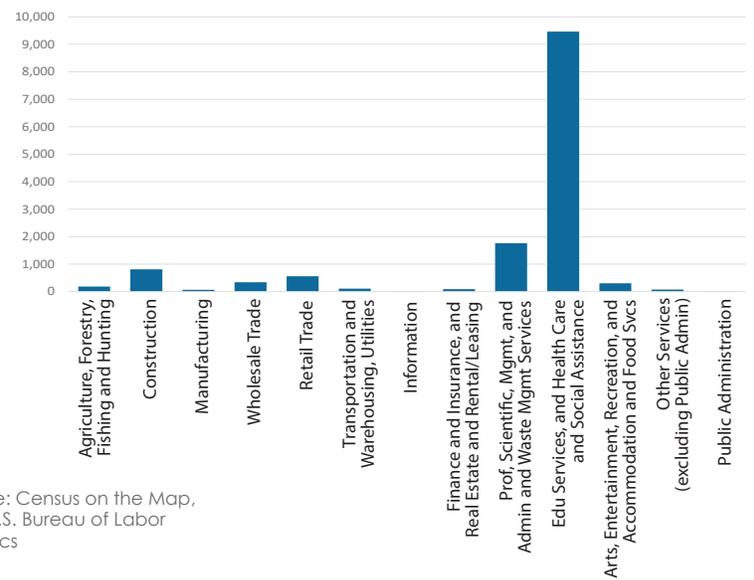
Pitt County has a 4.7% unemployment rate which is slightly higher than the 4.5% unemployment rate for North Carolina.

COUNTY-WIDE EMPLOYMENT BY SECTOR



Source: Census on the Map, and U.S. Bureau of Labor Statistics

STUDY AREA EMPLOYMENT BY SECTOR



Source: Census on the Map, and U.S. Bureau of Labor Statistics

WORKFLOW PATTERNS

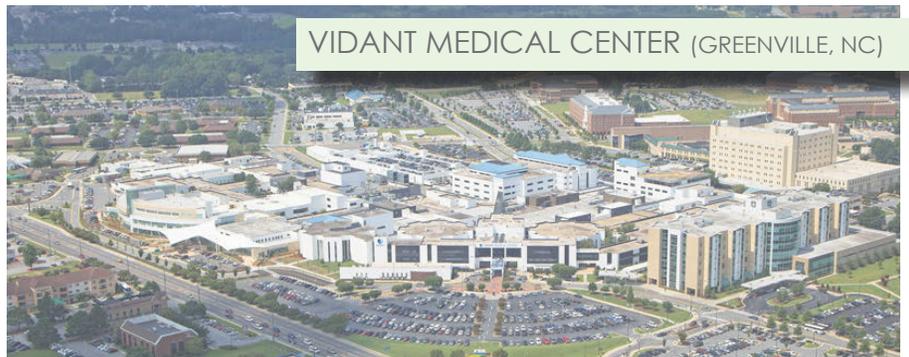
3,957
People live in the Study Area and work outside of the Study Area



Source: Census on the Map, and U.S. Bureau of Labor Statistics

12,977
People live outside of the Study Area and work within the Study Area

VIDANT MEDICAL CENTER (GREENVILLE, NC)



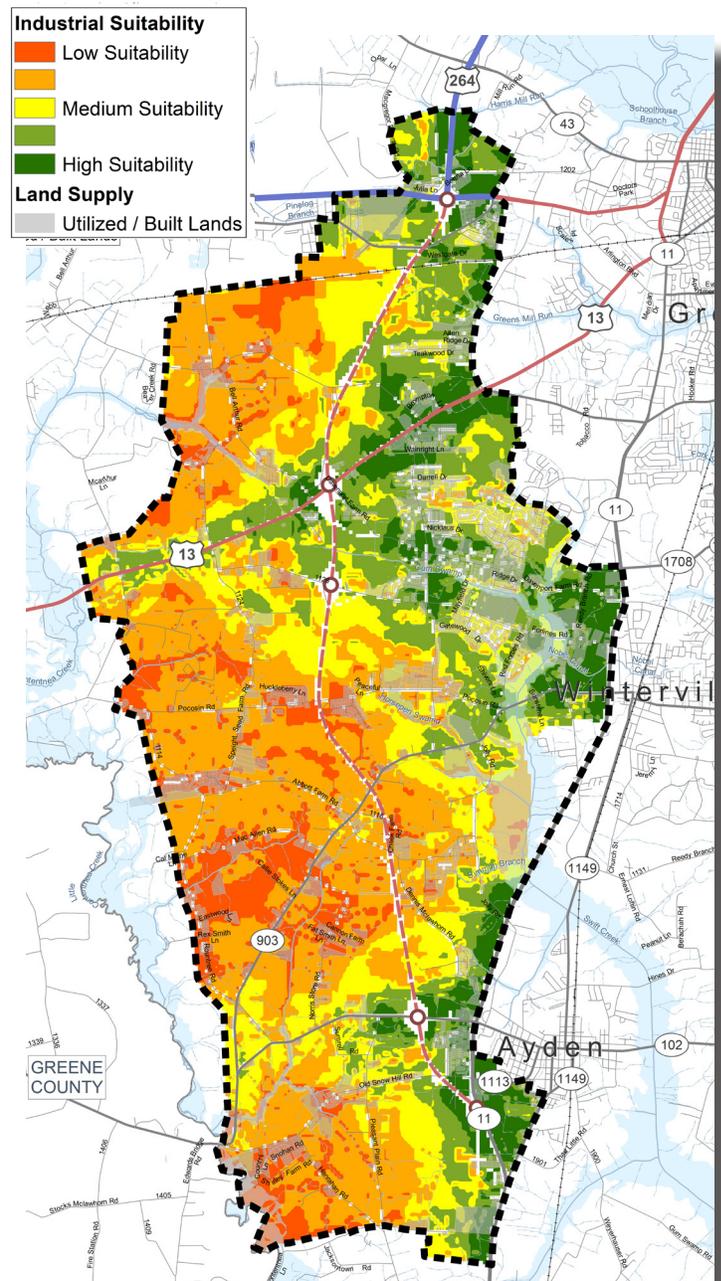
Land Use Suitability

A GIS based suitability analysis was conducted to identify lands economically and environmentally suitable for different land use types (residential, commercial and industrial). This analysis factored in proximity to interchanges, traffic volumes and environmental constraints such as wetlands. The analysis was used to inform the development of the future land use plan. The following are highlights of findings from the suitability analysis:

- » Large tracts of lands are highly suitable for industrial development in the northern and southern part of the corridor
- » An area west of Winterville is also very suitable for industrial land uses
- » All interchange areas, except the area around Forlines Road are very suitable for commercial development
- » US 13 and NC 11 also greatly influence commercial viability due to relatively high traffic volumes
- » Large areas that are highly suitable for residential development are located southwest of Greenville and west of Winterville to the Bypass and west of Ayden

For more information on the suitability analysis, including factors utilized to determine suitability for different land uses, see the Appendix.

Land Use Suitability is one factor that informed the creation of the Future Land Use Plan



Industrial Suitability

The map above shows lands more suitable for industrial uses in green. This is based on an analysis that factors in proximity to existing industrial uses, railroads, sewer, current and future interchanges, incompatible uses and parcel size. This map exemplifies Industrial Suitability, but suitability was also evaluated for Residential and Commercial land uses.

SECTION 2 | BACKGROUND

Land Use Trends

The predominant land use in the study area is agriculture and forestry (61% of the land area). These properties are generally enrolled in the Present Use Value (PUV) program which provides a tax incentive for farm and forestry operations.

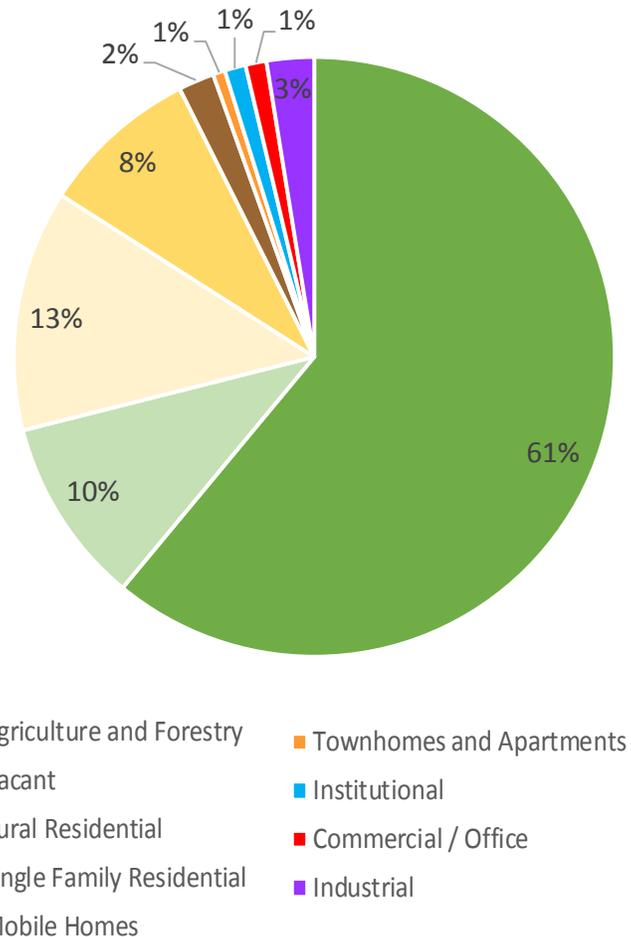
Residential land use trends are markedly different east and west of the Bypass. Residential land uses on larger properties (>10 acres) make up 13% of the land area. Many of these large parcels also have an agricultural component. Smaller residential lots, typically in small to medium size subdivisions, are more prevalent east of the Bypass and account for 8% of the land area.

Concentrations of commercial uses occur along NC 11 and US 13. Industrial uses are clustered near Frog Level Road, the Carolina Coastal Railway (CLNA) serving agricultural facilities and industries from Raleigh to Plymouth, areas west of Winterville and south of Ayden.

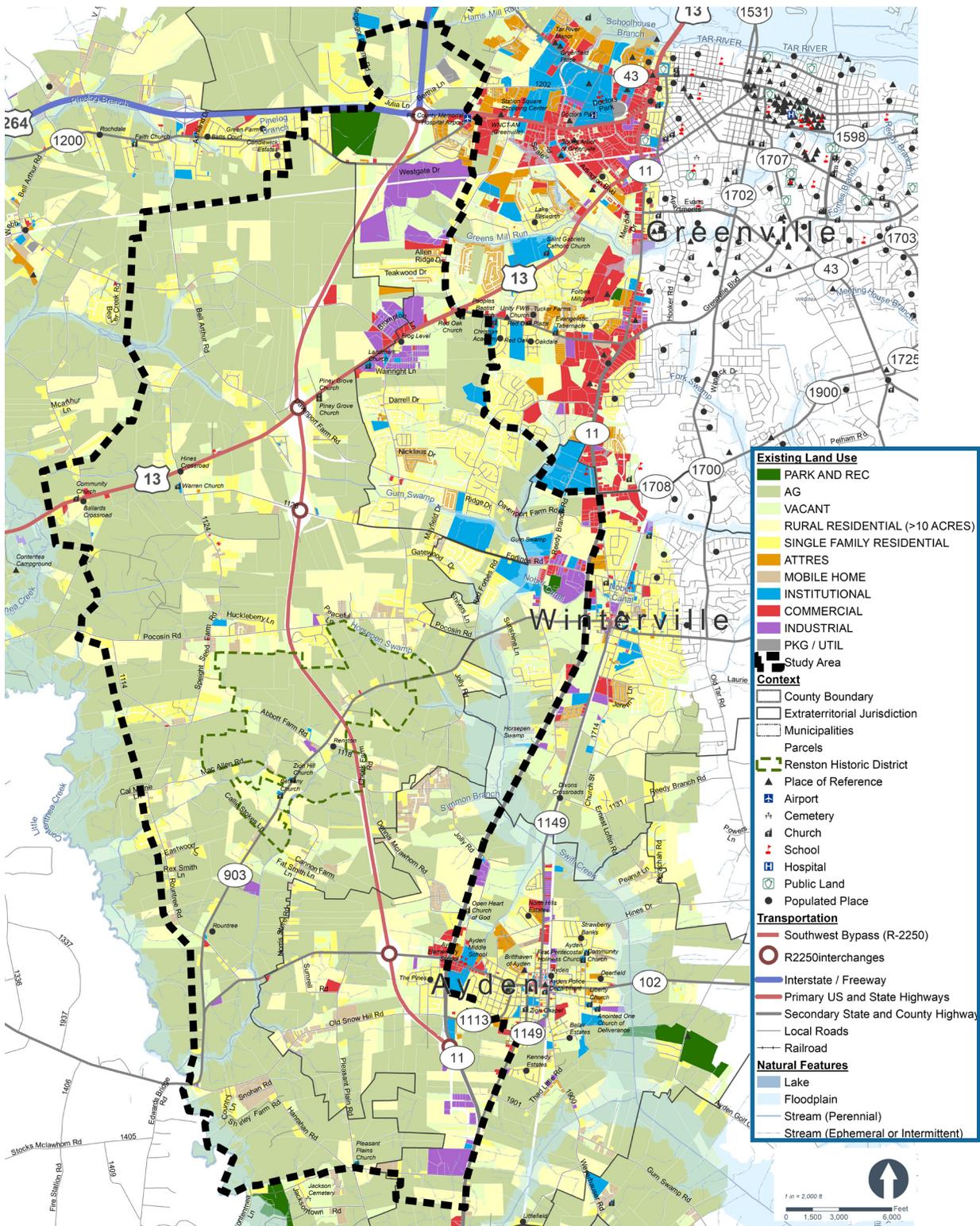
Land Use Issues & Trends

- **Residential demand** from southwest Greenville, Winterville, and Ayden
- **No defined growth areas** or utility service areas
- Desire to enhance appearance of **gateways** into towns
- **Design of new development** and experience of motorists along Bypass and at interchanges to protect rural character
- Desire to **protect farmland** and existing operations
- Local desire for a more **balanced tax base** and diversity in land uses to support residential amenities; currently nonresidential uses account for only ~5% of the land area

EXISTING LAND USE BY CATEGORY



Commercial and industrial land uses make up only about 5% of the study area, however these uses typically provide more in tax revenue than they consume in services.



Existing Land Use Map

SECTION 2 | BACKGROUND

Parks & Recreation

Pitt County's 2030 Comprehensive Land Use Plan identified the following goal for Parks and Recreation facilities in the County:

Continue to plan, develop, and operate a variety of facilities to support programs, multiple activities, and active lifestyles throughout the County with respect to quality, quantity, size, and geographic distribution of facilities.

There is a joint use agreement with Pitt County schools that provides residents access to recreational facilities on school campuses after hours. Nonetheless, there are no dedicated parks in the study area and access to parks and recreation facilities was ranked as the highest priority in the survey.

A Time for Science is an environmental learning center and is located just south of the study area. This learning center is situated on 400 acres near Contentnea Creek and offers a variety of nature-based activities such as summer camps, hiking and kayaking. It also has an on-site planetarium that hosts observatory sessions for adults and school age groups.

Increasing recreational opportunities was the highest priority among residents according to the survey

KEY STATISTICS



142 ACRES
OF CONSERVATION AREAS*
*BASED ON TAX PARCEL DATA



3

SCHOOLS WITH JOINT USE AGREEMENTS FOR RECREATION



16,000

ACRES OF FARMS AND FORESTRY OPERATIONS

GREENWAYS AND MULTI-USE PATHS

8 MILES

OF GREENWAYS AND TRAILS PLANNED IN THE STUDY AREA

0 MILES

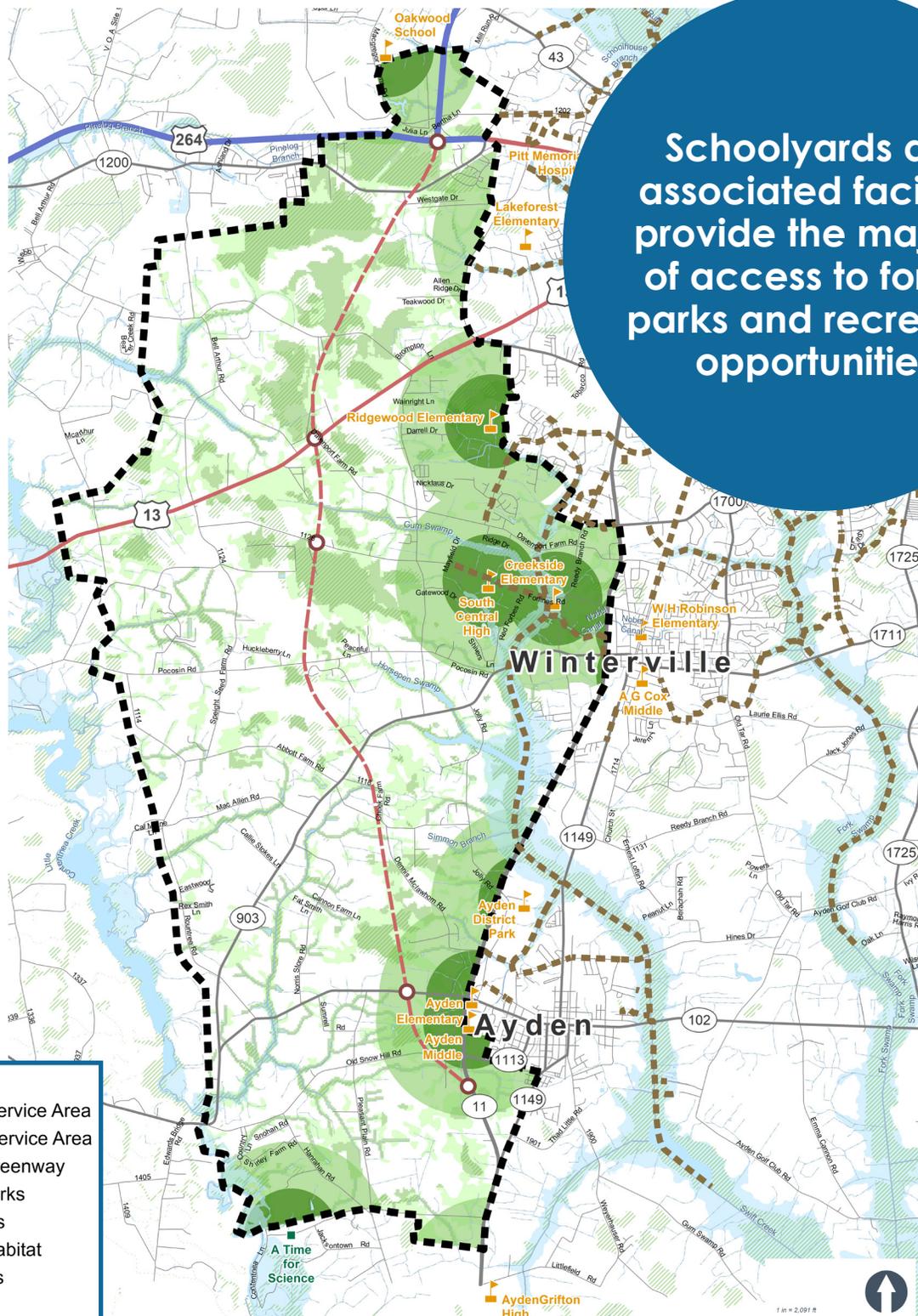
OF GREENWAYS AND TRAILS COMPLETE



SOURCE: Pitt County

ACCESS TO PARKS





Schoolyards and associated facilities provide the majority of access to formal parks and recreation opportunities.

- Study Area
- Half-Mile Service Area
- One Mile Service Area
- Planned Greenway
- Schools/Parks
- Other Parks
- Valuable Habitat
- Hydric Soils
- Floodplain

Parks, Environmental Resources and Greenways Map

Environment & Natural Resources

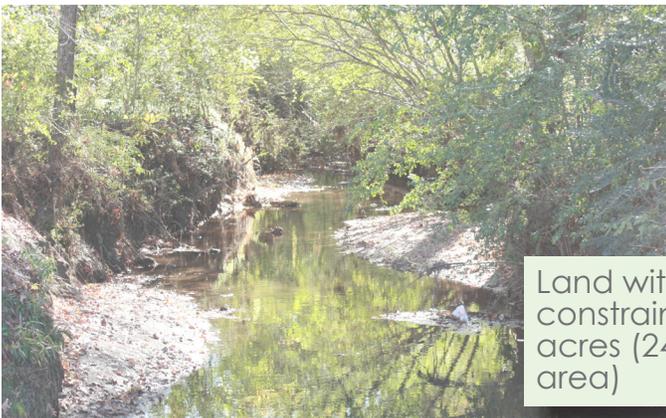
Pitt County is located on the coastal plain. The land is generally flat with wide floodplains, riparian wetlands and pocosins. Drainage canals criss-cross the landscape and were constructed to increase arable land. Stands of pines rise on the edges of cleared fields. Many of these forests indicate hydric soils that are persistently wet most of the year due to a very high water table. These features all pose a significant constraint to future development. Altogether environmental constraints comprise 24% of the land area in the study area. Orchestrating future development that is sensitive to the environment, accommodates stormwater and drainage, and capitalizes on the unique features of the area will be important.



Did you know?
Pitt County is home to 10 rare, threatened and endangered species

These include the bald eagle, Carolina madtom, red-cockaded woodpecker and four species of mussel.

Source: 2018 Fish and Wildlife service records



Land with environmental constraints comprises 5,453 acres (24% of land in study area)

Pocosins – A Swamp-On-A-Hill

A very unique land form exists in the study area – the pocosin, or southeastern shrub bog. These freshwater wetlands are fire-adapted and generally come in two forms – one with short, scrubby growth, and the other with tall, pine dominated forests. Atlantic white cedar and some loblolly pine are also found in these muck- and peat-filled wetlands. These unique wetlands account for nearly half of the remaining wetlands in North Carolina, and are found in the Coastal Plain, where they help regulate overland freshwater flows in lower riverine and coastal areas. The organic-rich, but acidic and nutrient poor soils retain water and store carbon. In part due to the difficulty of overland travel in these tangled, vegetated wetlands, they also serve as crucial wildlife habitat for migratory birds and other animals, which use their dense cover and variety of food-producing plants. These important landscape features represent a unique natural resource that is specific to the region.

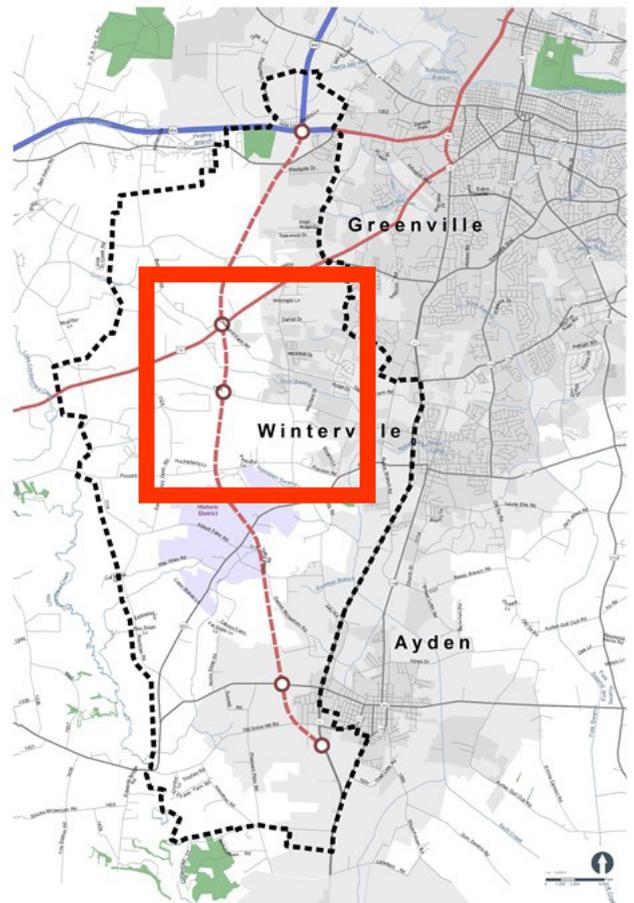
Sources: Duke University Wetland Center, NC Museum of Natural Sciences, NC Wildlife Resources Commission, US Fish & Wildlife Service

Environmental and Fiscal Impacts of Growth

If trends continue there will likely be demand for 5,500 new homes in the study area between now and 2034. The density and design of future development will be a determining factor in how much natural resources are impacted. Larger lots consume more raw land and are not as efficiently provided with services. However, smaller lots result in more impervious surface per acre and can require more stormwater infrastructure. Balancing growth, where appropriate, and protecting natural resources will be necessary after the Bypass is open and development pressure increases. There is a lot at stake. The agricultural lands in the area contribute significantly to the local economy and culture. Agricultural operations in Pitt County produce \$215 million of marketable goods each year.

\$215 Million
Market Value of Agricultural Goods in Pitt County in 2016

How development impacts land consumption: Future growth projections show that the study area has demand for up to 5,500 homes. Shown on the map is the footprint of these homes at different density scenarios. Residential lot sizes have implications on preserving the rural character of the area.



The footprint of 5,500 homes at different densities:



SECTION 2 | BACKGROUND

Active Transportation

The Pitt County Greenway Plan of 2025 recommends 215 linear miles of greenway primarily along stream and river corridors, including linkages through Ayden and Winterville. These greenways are intended to serve as a public conservation, recreation, or transportation purpose and have a positive effect on physical activity patterns.

According to the Greenville Urban Area MPO Active Transportation Plan, separated bikeway and pedestrian facilities are recommended on roadways in the study area in the following locations:

- » Frog Level Road east of the Bypass
- » Davenport Farm Road
- » Pocosin Road (east of Red Forbes Road as part of the updated State Bike Route)
- » Red Forbes Road
- » NC 11
- » NC 102
- » US 13

A proposed paved shoulder is recommended in the study area in the following locations:

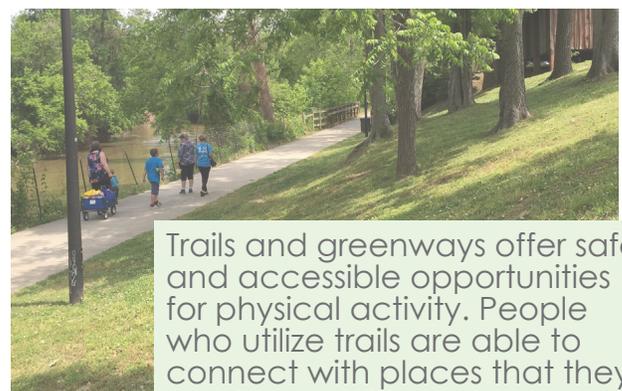
- » Pocosin Road (west of Red Forbes Road, as part of the updated State Bike Route)
- » Old Snow Hill Road
- » Frog Level Road west of the Bypass
- » Bell Arthur Road
- » Kinsaul Willoughby Road

In the vicinity of Winterville, the Swift Creek Greenway also runs through the study area toward Ayden. This greenway connects to the strategic network where a greenway extends into the study area from Winterville on Forlines Road.

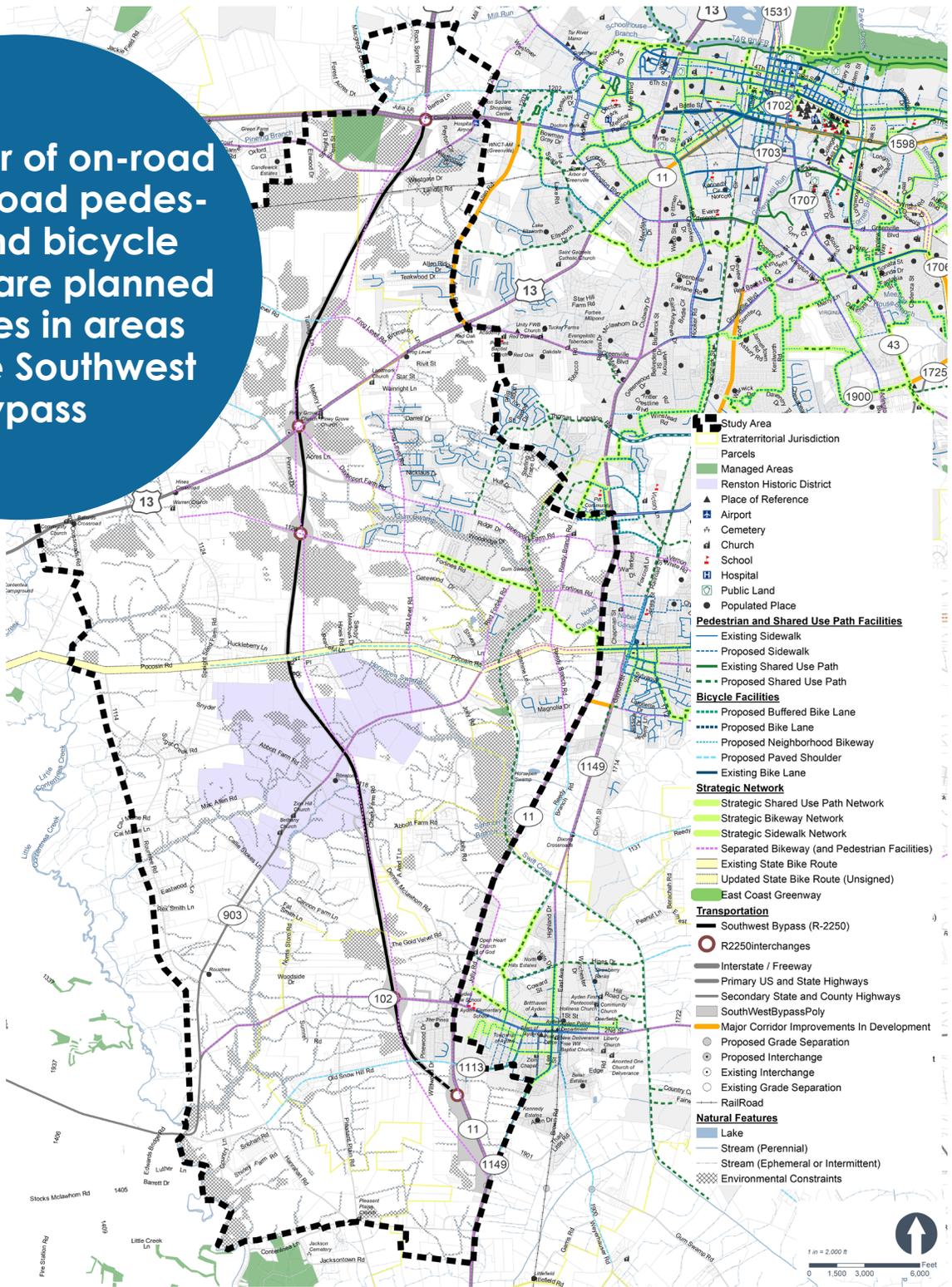
Healthy Communities

The percentage of obese and inactive adults are indicators of the overall health and lifestyle of a community. According to 2013 County Data Indicators (CDC):

- » 34.2 of adults in Pitt County are obese, higher than the state average
- » 25.7% of adults in Pitt County report they did not participate in any physical activities in their leisure time in the past month for which they were surveyed.



A number of on-road and off-road pedestrian and bicycle facilities are planned for routes in areas near the Southwest Bypass



Active Transportation Map

PLANS AND STUDIES

The following plans and resources had some bearing on the inputs to the planning process and were assessed in the creation of the Southwest Bypass Land Use Plan:

- » Pitt County 2030 Comprehensive Land Use Plan (2011)
- » Pitt County Zoning Ordinance
- » Greenville Urban Area MPO Active Transportation Plan (2017)
- » Ayden Community Vision 2030 (Adopted June 2012)
- » Ayden Zoning and Future Land Use Map
- » Greenville Horizons 2026 (Adopted September 2016)
- » City of Greenville Zoning Ordinance
- » Strategic Economic Plan for Greenville, North Carolina: A Roadmap to Community Prosperity
- » Existing and Future Potential Residential Development in Southwest Greenville (Last updated March 2007)
- » Winterville Comprehensive Land Development Plan (Adopted February 2013)
- » Greenville Southwest Bypass Study Record of Decision, NCDOT (August 2008)
- » Baseline Documentation Report for the Little Contentnea Creek - Bray Property, North Carolina Coastal Land Trust (October 2008)
- » Pitt County Community Health Needs Assessment (2015)
- » Pitt County Greenway Plan 2025 (2005)
- » Upper Swift Creek and Fork Swamp Watershed Action Plan (2012)
- » Renston Historic District Place Registration, NC State Historic Preservation Office (2003)
- » Pitt County Comprehensive Transportation Plan (2006)
- » Greenville Urban Area MPO Thoroughfare Plan (2005)
- » State Final Environmental Impact Statement (SFEIS) - Greenville's Southwest Bypass

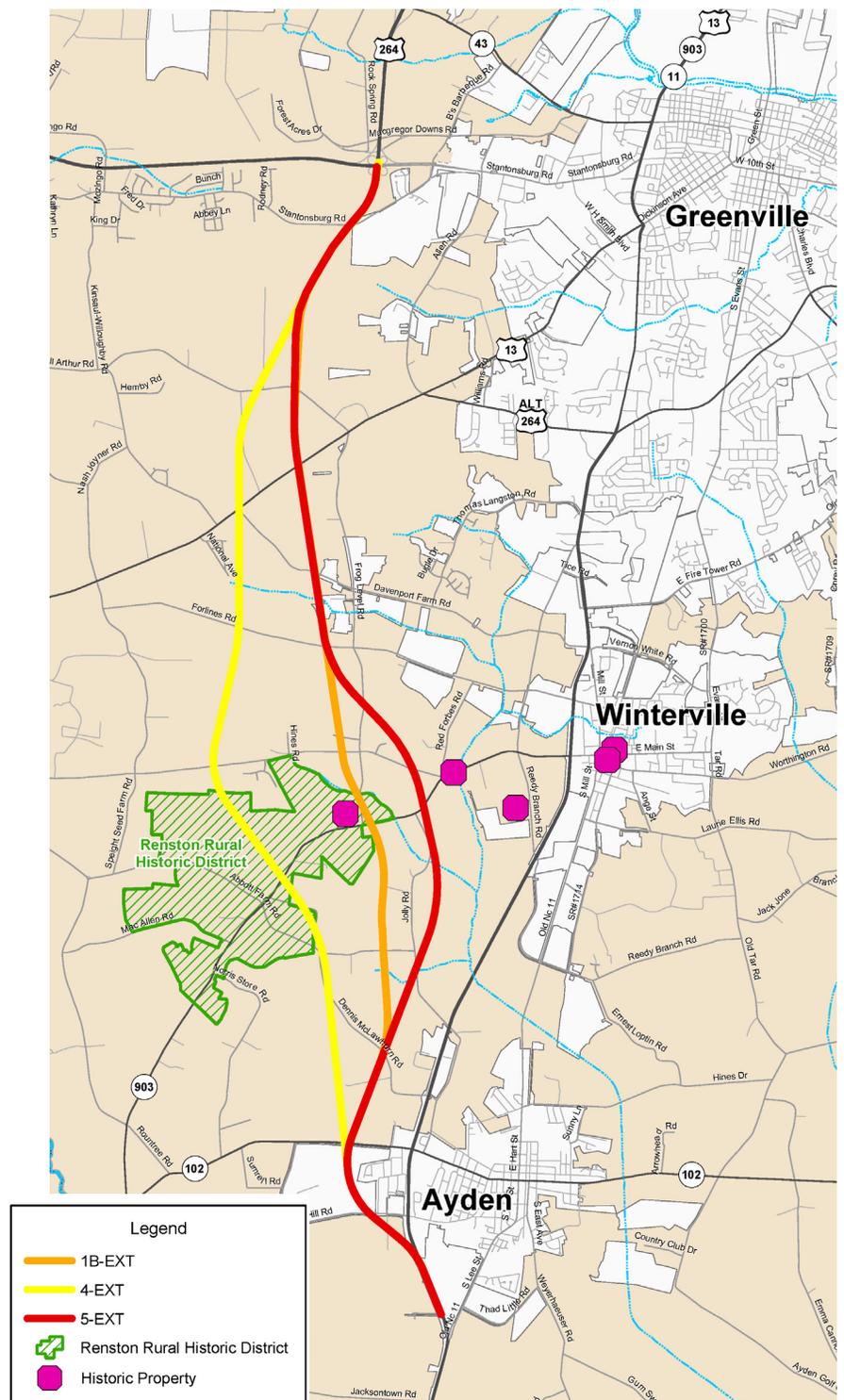


Find yourself in good company®

NCDOT Greenville Southwest Bypass Study (2008)

North Carolina Department of Transportation (NCDOT) completed the Greenville Bypass Study in August 2008. The stated purpose for the Greenville Southwest Bypass Project was to improve traffic flow and congestion with the goal of improving safety, reduce accident potential, and improve regional travel. Five broad-ranged alternatives were established and evaluated based on the information, analysis, and public comments contained within the Draft Environmental Impact Statement (FEIS), as well as, comments received at the Corridor Public Hearing, and agency coordination.

Three build options were presented as shown in the map on the right and ultimately Bypass Alternative 4-EXT was chosen as the preferred alternate. It was selected because it would result in the lowest number of residential relocations and neighborhood divisions; have the least impacts to wetlands, streams, and flood plains; cost was comparatively lower; and was supported by local governments within the project area. It was recognized that Alternative 4-EXT would impact the Renston Rural Historic District and subsequent work followed to develop design modifications to lessen the impacts.



Alternatives Map
(Greenville Southwest Bypass Final Environmental Impact Statement, 2007)

SECTION 2 | BACKGROUND

Greenville Urban Area MPO Active Transportation Plan (2017)

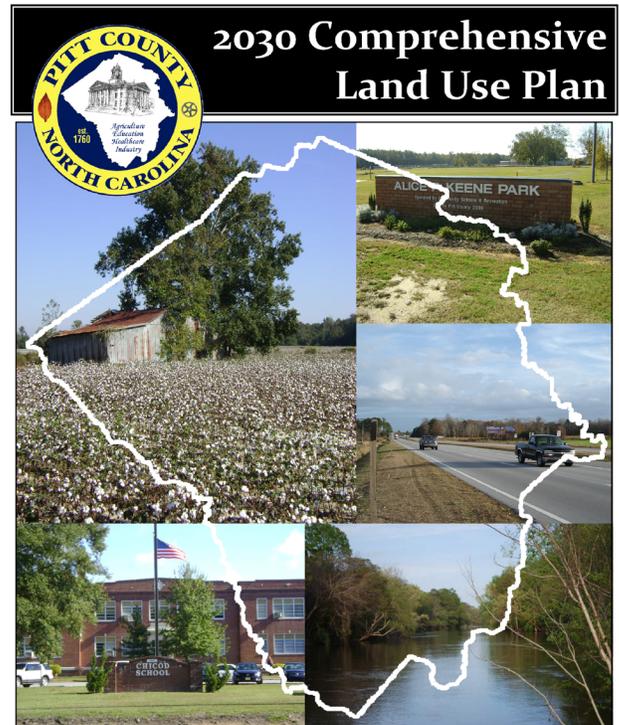
The Greenville Urban Area Metropolitan Planning Organization (MPO) recently updated their Bicycle and Pedestrian Master Plan, which has been renamed the Greenville Active Transportation Plan. While there are numerous projects and recommendations that can greatly influence the overall bike and pedestrian network within the region, the projects identified in the Plan are more localized projects and do not provide connections to the Southwest Bypass Corridor area.



2030 Pitt County Comprehensive Land Use Plan (2011)

The 2030 Plan addresses how to balance the area's rapid growth with the protection of the County's agricultural resources. Envisioned development near the Southwest Bypass as depicted in the Future Land Use Map is mostly Rural Residential/Agricultural and Suburban Residential areas along the Bypass with an area designated as Commercial near the interchange with US 13. Key goals and/or objectives include:

- » Protect the appearance of major road corridors as community gateways
- » Encourage future development in areas nearest existing municipal corporate limits and currently developed areas
- » Preserve large tracts of agricultural land to ensure that farming remains a viable part of the economy
- » Protect planned and existing major transportation corridors from premature development and incompatible land uses



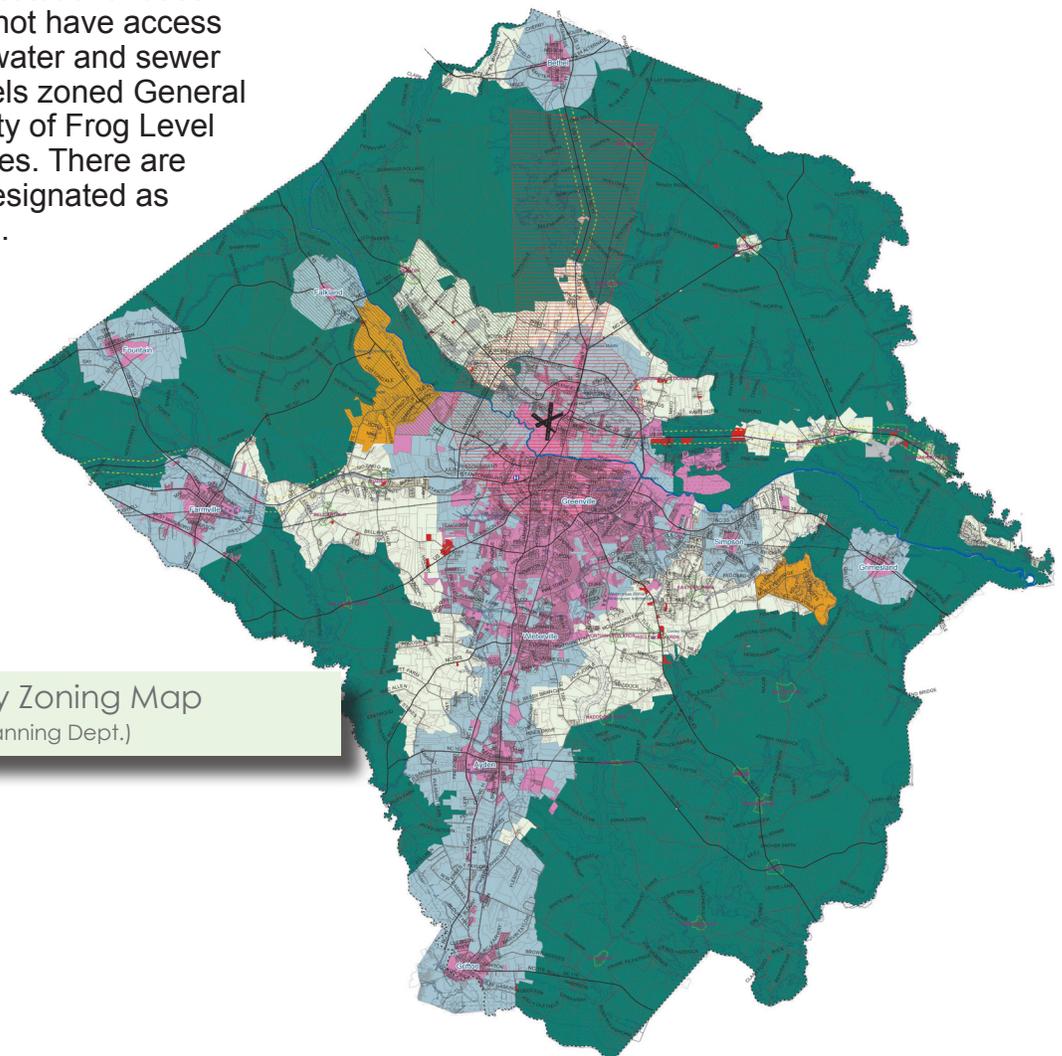
Adopted by the
Pitt County Board of Commissioners
December 5, 2011



Pitt County Zoning Ordinance (2010)

The primary zoning districts along the Southwest Bypass are Rural Agriculture (RA) and Rural Residential (RR). The RA district is “primarily intended to accommodate very low density residential uses as well as associated public and institutional uses, low intensity commercial uses, and agricultural-related industrial uses which are interspersed throughout areas that are principally characterized as rural in nature.” The RR district, “is primarily intended to accommodate low density, single-family residential uses and their associated, supporting public and institutional uses in areas that generally do not have access to public or community water and sewer systems.” The few parcels zoned General Commercial in the vicinity of Frog Level are all existing businesses. There are few crossroads areas designated as Commercial Crossroads.

Pitt County adopted county-wide zoning in 2003



Pitt County Zoning Map
(Pitt County Planning Dept.)

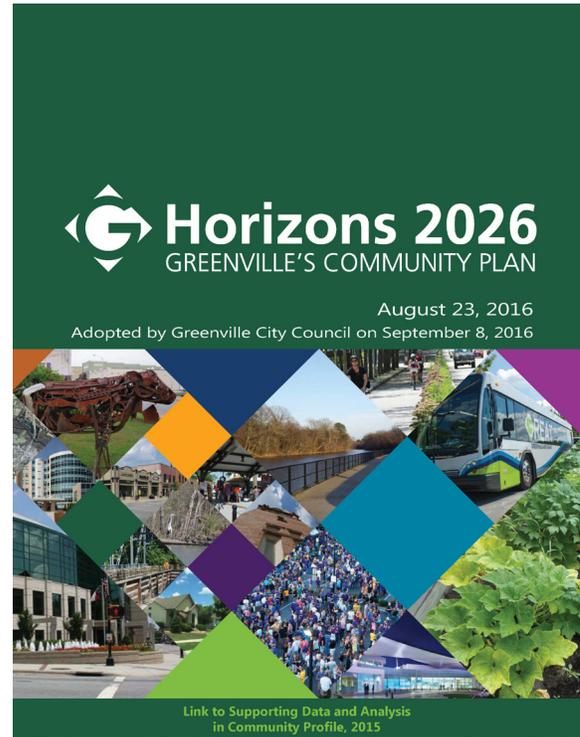
SECTION 2 | BACKGROUND

Horizons 2026 - Greenville's Community Plan (2016)

Extensive public outreach, including input from Southwest Bypass property owners, helped guide the policy direction of the newly adopted Horizons 2026 Plan. Below are some of the key recommendations and implementation actions related to land use:

- » Initiate rezonings of parcels designated for light industrial/office
- » Encourage identifiable neighborhood centers with focal points
- » Promote Residential Development within a five-minute walk of other uses
- » Adopt Mixed Use Zoning Districts
- » Develop Corridor Development Standards

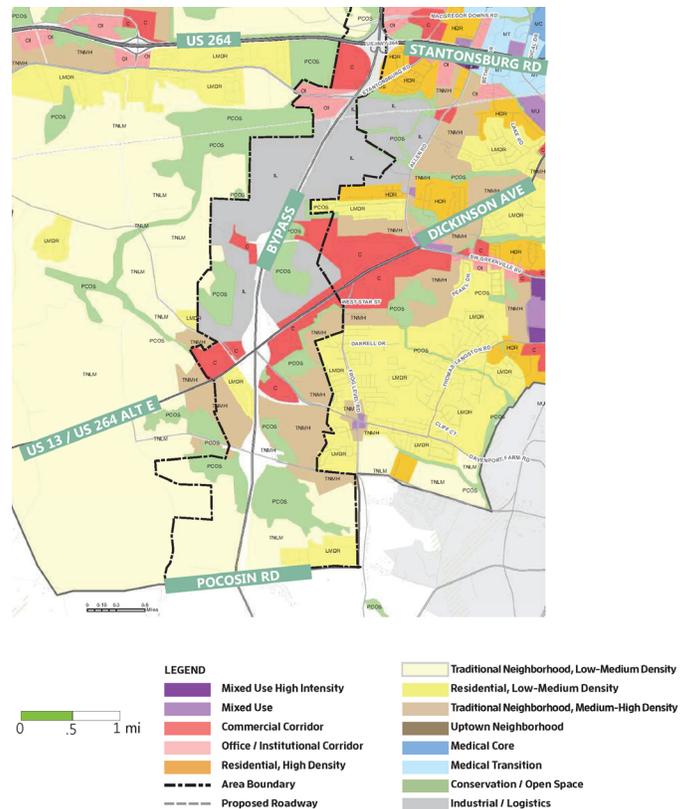
The plan also led to the Southwest Bypass Special Area Plan to address economic development opportunities on the corridor.



Southwest Bypass Special Area Plan (2016)

Contains future land use recommendations for the area south of NC 43 to Pocosin Road just west of Winterville. Key findings include:

- » Character areas for the northern part of the Southwest Bypass include commercial areas near US 264 and US 13 interchanges
- » Character area recommendations are based on service by local utilities (GUC and Bell Arthur Water Corp.), which is limited to the far north and east
- » City of Greenville and GUC both require annexation for utility connections
- » Industrial and commercial development opportunities exist on the corridor
- » Previous plans identify the numerous non-riverine wetlands in the area as "Potential Conservation/Open Space"
- » Residential development could limit ability to attract businesses to the area

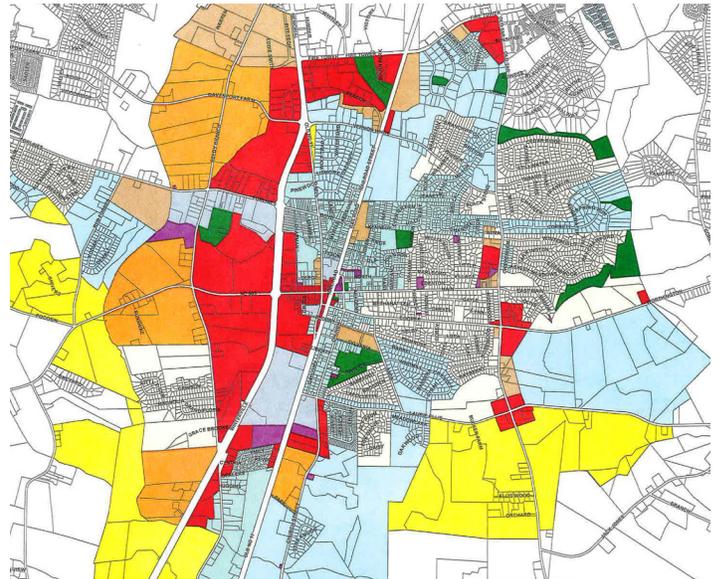


Horizons 2026: Greenville's Community Plan | A -65

Winterville Comprehensive Land Development Plan (2013)

A small portion of the Southwest Bypass study area is addressed in this plan with a future land use designation of Agricultural Residential with a few Low Density Residential parcels. Key takeaways from the Plan include:

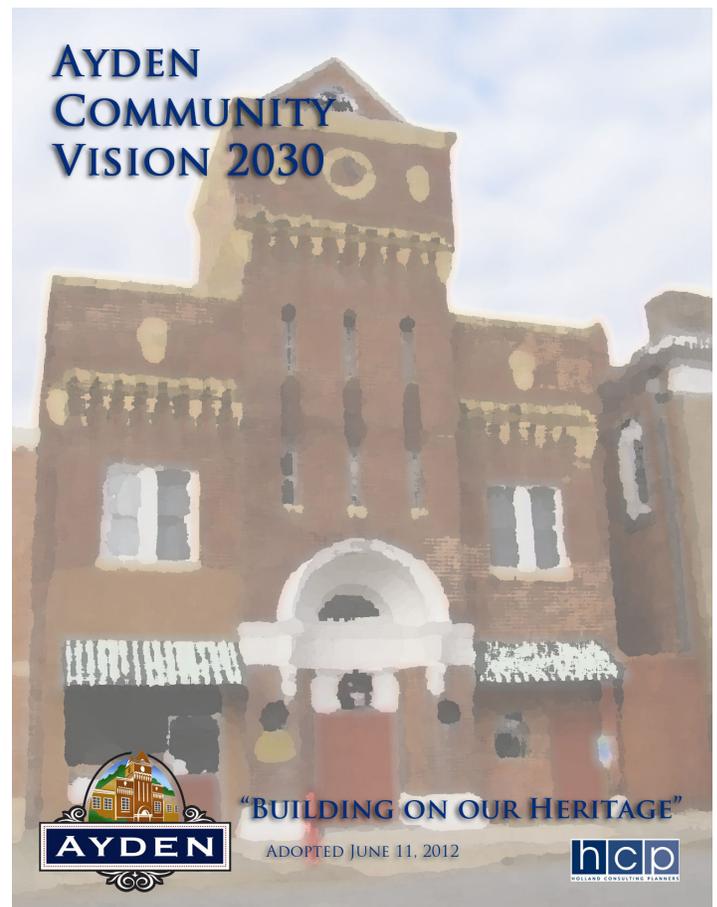
- » Protecting historical, cultural, and natural resources is a top priority
- » The Future Land Use Map identifies Low Density Residential as the predominant land use
- » Community character, visual appeal, and design aspects are interwoven throughout the plan



Community Vision 2030, Ayden NC (2012)

The Ayden Community Vision Plan incorporates the Southwest Bypass project and recognizes the economic opportunity that the Bypass can provide through increased regional travel accessibility. Ayden also envisions the Bypass to be an identifiable gateway into the community. Key policies and goals include:

- » Prepare for future land use/ transportation impacts from construction of the Southwest Bypass
- » Implement land use and mobility recommendations contained in the NC 102 Small Area Plan
- » Control strip development and promote infill
- » Prohibit commercial encroachment on existing residential neighborhoods
- » High Density Residential land uses may be used along transportation corridors
- » Mixed-Use should generally be utilized near the 102/Southwest Bypass interchange and provide a transition from Commercial to Residential uses



SECTION 2 | BACKGROUND

Ayden Commercial Corridor Overlay District (2015)

This overlay district was created to help promote commercial development along key corridors that is aesthetically pleasing and compatible with the surrounding areas. All rezoning requests along the NC 11 corridor, which contains part of the Southwest Bypass study area, will be required to include the CCOL designation. Below is a summary of the development standards that were developed for the CCOL District:

- » Signage and lighting must be designed to create a unified and consistent package; and freestanding signs shall be monument or pylon mounted type signs
- » Outdoor Storage and display areas are not allowed within 50-feet of any major or minor thoroughfare and beyond that must be screened at a height of at least 6 feet. In addition, all mechanical equipment must be screened.
- » Sites must accommodate interconnected vehicular access and traffic flow in addition to accommodating safe pedestrian access through sidewalk additions and site and parking lot designs.
- » For properties fronting the Southwest Bypass, buildings shall be setback no less than 100 feet from the property line and parking lots no less than 50 feet.
- » Exterior building facade standards are also identified.



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SCENARIO PLANNING

Four land use scenarios were developed based on feedback from the steering committee and technical team. These scenarios were evaluated and voted on by the steering committee and members of the public in attendance at the first public meeting. A blend between the scenarios that received the most votes was used to develop the Future Land Use Map. The following are descriptions of the scenarios. See maps of the scenarios on the next page. For more information about the scenarios and a table comparing performance measures for each scenario see page A-30 in the Appendix.

Business As Usual Scenario (BAU)

- » This scenario assumes no change from current zoning. This scenario would take place if no further rezonings were approved and the study area was built-out. It provides a baseline to compare alternatives against.

Plans/Trend Scenario (PT)

- » This scenario assumes land use decisions follow a typical pattern for new bypass areas and mostly follows existing land use plans. Residential development is widespread and may occur in leapfrog fashion, mostly on well-and-septic at low- to medium-densities. Some commercial and industrial development occurs near interchanges.

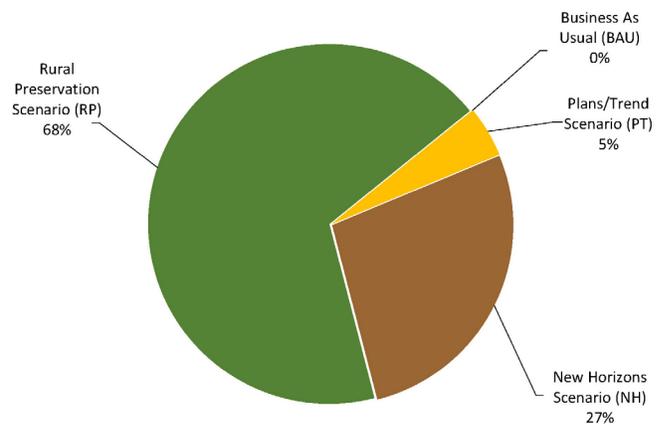
New Horizons Scenario (NH)

- » This scenario includes more land for future industrial development and new development types like mixed use development and traditional neighborhood development (TND) to create gateways into towns with small-scale activity centers. Conservation subdivisions are encouraged along Swift Creek to increase open space along a future greenway.

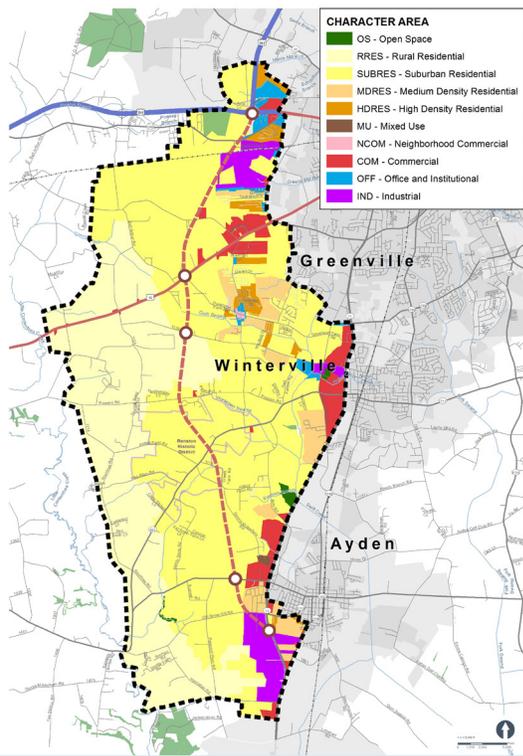
Rural Preservation Scenario (RP)

- » This scenario focuses on protecting the rural character of the corridor. It includes a modest increase in land for industrial and commercial over current zoning while encouraging policies that protect existing farmland. Interchange areas have some mixed use development and traditional neighborhood development (TND). Open space and historical areas are preserved on the edges and in the Renston Historic District.

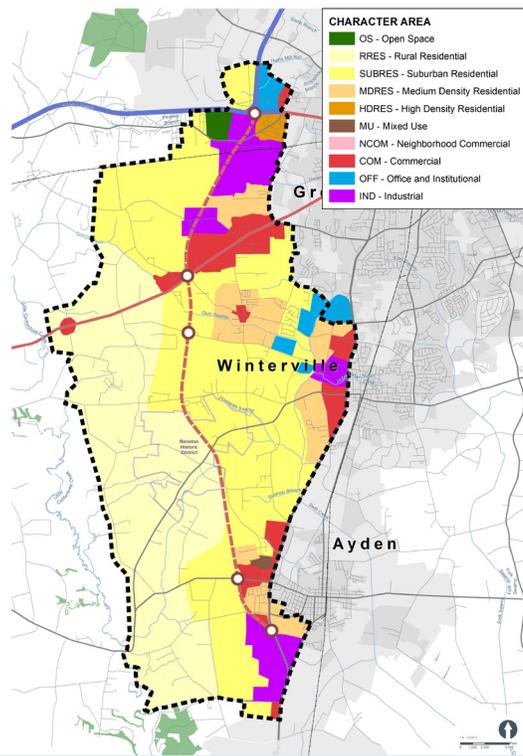
The two scenarios that received the most votes were used to inform the development of the Future Land Use Map.



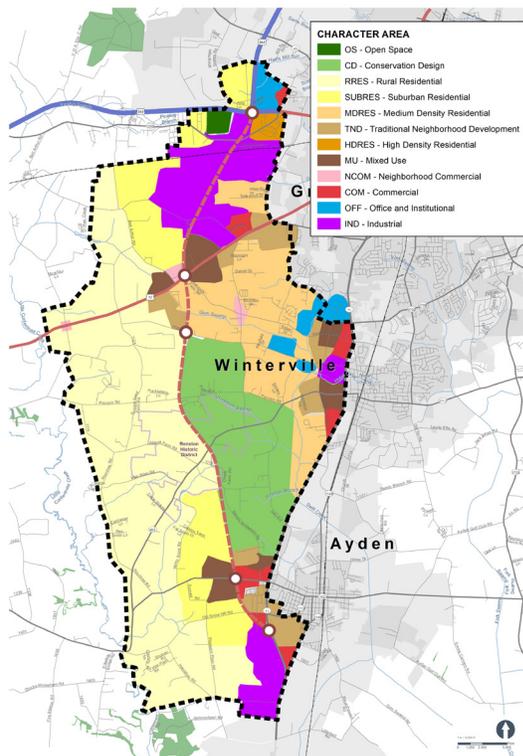
The Rural Preservation Scenario and the New Horizons Scenario were preferred by attendees at the first public meeting. Steering committee members preferred the New Horizons Scenario and the Plans/Trend Scenario.



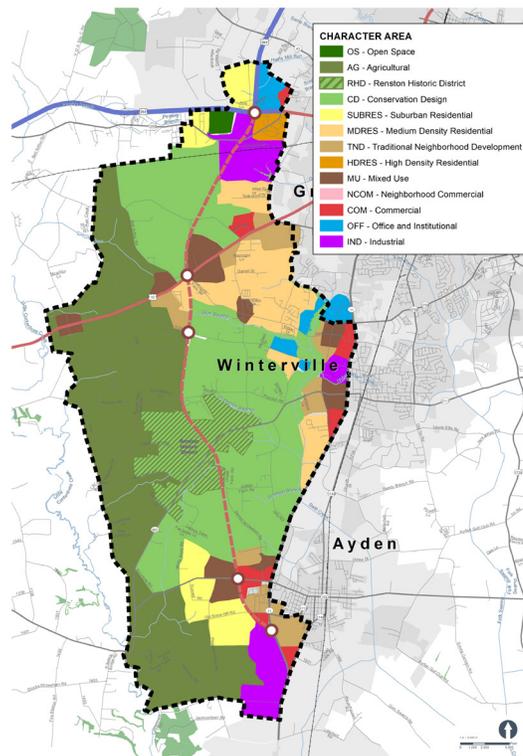
Business As Usual Scenario (BAU)



Plans / Trend Scenario (PT)



New Horizons Scenario (NH)



Rural Preservation Scenario (RP)

SECTION 3 PLAN ELEMENTS





PLAN ELEMENTS

VISION & GOALS

The following goals were created to support the vision for the plan. These ideas were generated from extensive public input and represent the community's priorities for the area.

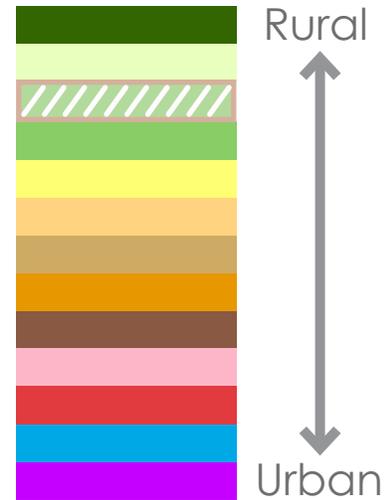
- 1. PROVIDE A SAFE, EFFICIENT, AND CONVENIENT TRANSPORTATION SYSTEM**
- 2. SUPPORT ECONOMIC DEVELOPMENT**
- 3. GROW SMART: WHERE INFRASTRUCTURE EXISTS AND WILL EXIST, BALANCE TYPES OF DEVELOPMENT**
- 4. INTERGOVERNMENTAL COLLABORATION AND PARTNERSHIPS**
- 5. COHESIVE DESIGN AND AN ATTRACTIVE COMMUNITY**
- 6. PRESERVE AGRICULTURE AND NATURAL RESOURCES**

VISION STATEMENT

The Southwest Bypass Land Use Plan provides a framework for a **coordinated approach to land use, road infrastructure, schools, and utilities** in the area surrounding the Bypass to create **well-designed, cohesive development that strengthens existing communities and balances new employment, commercial and residential areas with agricultural and open space preservation.**

FUTURE LAND USE

Future land use recommendations were developed based on public feedback on four alternative scenarios presented at the first public meeting. The Future Land Use Map is meant to provide a guide for land use and investment decisions along the corridor, such as rezonings or infrastructure projects. The map, character areas and associated policy recommendations should be consulted during rezonings and when determining the appropriateness of and priorities for infrastructure and service expansions. This land use map should also be consulted when evaluating or updating any existing local land use plans.



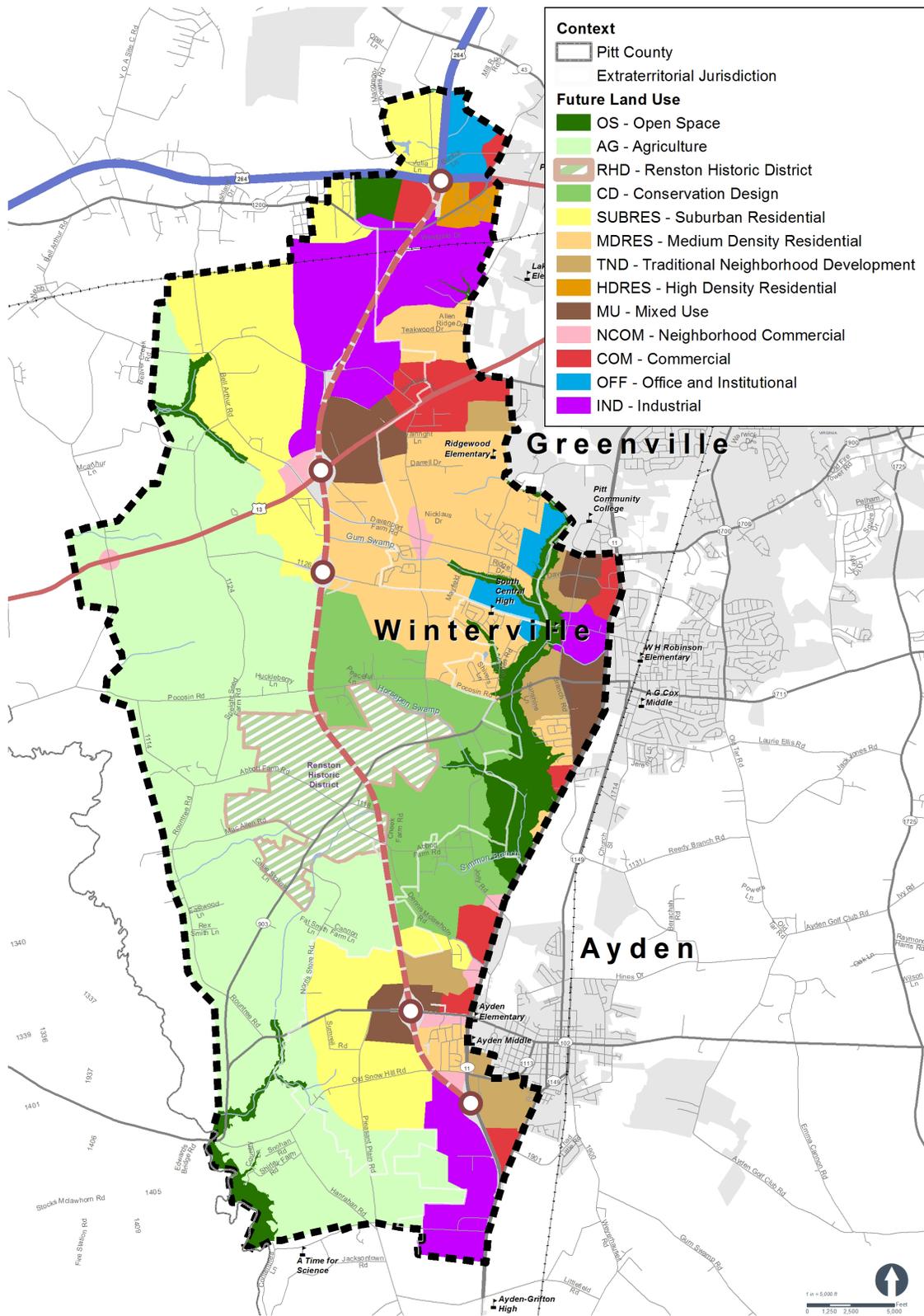
This organization of the different future land use categories by level of intensity and density is a useful way to understand the proposed land use plan.

Future Land Use Map

The Future Land Use Map is descriptive and not prescriptive. It identifies the predominant land use types and character intended for different parts of the study area. Highlights from the map include:

- » Mixed use, commercial, and industrial areas that take advantage of potential economic development opportunities
- » Definition of residential growth areas, primarily located east of the Bypass, due to availability of sewer infrastructure and desire to protect rural character west of the Bypass
- » New development types (mixed use, traditional neighborhood development (TND), and conservation design)
- » Identification of agricultural areas and the Renston Historic District as areas that are unique due to the presence of working agriculture, limited infrastructure and historic properties

The Future Land Use Map is meant to guide rezonings and infrastructure investment decisions in the study area.



Future Land Use Map

SECTION 3 | PLAN ELEMENTS

Character Areas

The 13 Character Areas in the Future Land Use Map were developed to identify places that show a common form of development and land use pattern, lifestyle and “feel”, intensity of use, design elements or other factors that collectively define the overall character, whether existing or intended in the future. The Character Area descriptions indicate the primary types of land uses and serve as a guide for future development approvals.

Open Space



These areas typically are characterized by sensitive lands deemed inappropriate for development due to physical or environmental barriers, high flood risk, presence of existing parkland, or needed land use buffers. They can incorporate passive or active recreational facilities such as trails and greenways.

Agricultural



These areas are devoted to agricultural uses which can include forestry, crop production, livestock rearing, and pasture land. Policies could include restrictions on density or size of subdivisions in key agricultural areas.

There is currently no zoning district in any of the jurisdictions of the study area that protects agricultural lands from development.

Renston
Historic District



The Renston Historic District is characterized by working farms and larger homesteads. New development should preserve viewsheds and incorporate architectural details of historic homes.

There is currently no zoning district in Pitt County that codifies the unique characteristics of the Renston Historic District.

Conservation
Design



Conservation subdivisions are encouraged in this area. In this type of subdivision, development is clustered away from sensitive natural resources. A greater amount of open space (parks, greenways and/or fields) is preserved in exchange for smaller minimum lot sizes or density bonuses. Gross density is 1 to 2 dwelling units per acre.

There is currently no precedent for this in the study area.

Suburban
Residential



These areas are comprised of single-family homes with densities ranging from 1 to 3 dwelling units an acre. New development without access to sewer should be at lower densities, actual lot size will vary based on quality of soils.

This is comparable to Pitt County’s “SR” zoning district.

Medium Density
Residential



These areas are comprised of predominately single-family detached homes in neighborhoods with a density range of 3 to 5 dwelling units per acre.

This is comparable to Greenville’s “R9” zoning district, or to Ayden’s “Medium Density Residential Future Land Use” category.

Traditional Neighborhood



These areas contain a mix of housing types on small lots in walkable neighborhoods with a density of 5 to 8 dwelling units per acre. They have small blocks, a defined center and edges, and connections to surrounding development.

This is comparable to "TND" in the Pitt County Land Use Plan.

High Density Residential



These areas are intended to accommodate a variety of age groups and lifestyle preferences. Attached single family and multi-family units are intended for areas where access to the transportation network is high. Density is above 7 dwelling units per acre.

This is comparable to Greenville's "R6" zoning district.

Mixed Use



A mix of uses including office, commercial and residential. Buildings are generally located closer to the street and parking should be located behind buildings or on street. Residential densities generally range from 5 to 8 dwelling units per acre.

There is currently no precedent for this in the study area.

Neighborhood Commercial



These areas are comprised of small-scale commercial development in rural or neighborhood areas. Typically convenience, retail, restaurants, and some offices.

Commercial



These areas are comprised of primarily community and regional scale commercial development such as retailers, restaurants, offices, and service uses. All such uses should be located along major corridors and concentrated at key intersections.

This is comparable to the commercial development currently along NC Hwy 11.

Office and Institutional



These areas include a mix of institutional uses, professional offices, flex space and supporting commercial uses.

This is comparable to the Pitt County Community College campus.

Industrial



These areas contain employment-generating industrial uses such as warehouses, light manufacturing, and multi-tenant flex spaces and should be located in areas with highway access.

This is comparable to the Woodridge Corporate Park along Allen Road.

POLICY RECOMMENDATIONS

The policy recommendations included in this section are meant to support the vision, goals and Future Land Use Map. They are divided in the following sections:

- » Land Use and Economic Development
- » Aesthetics and User Experience
- » Environment, Recreation, and Open Space
- » Infrastructure and Transportation

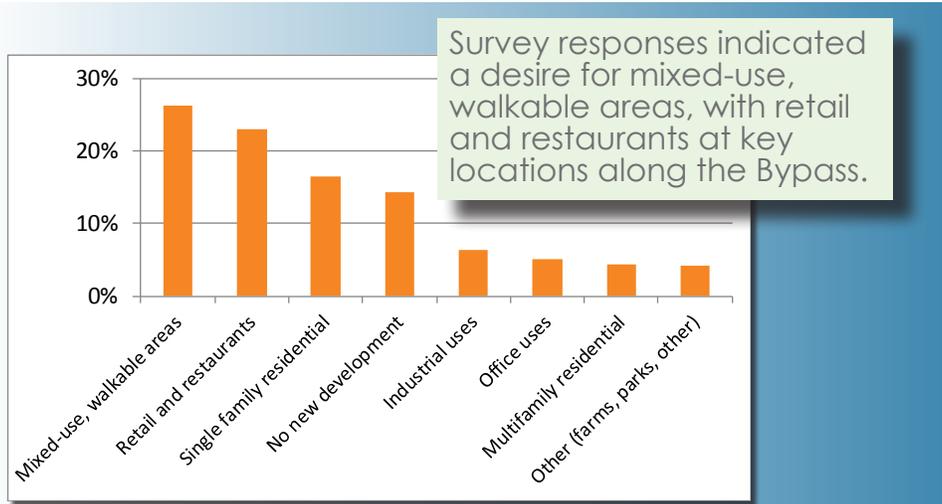
Land Use and Economic Development

Policy recommendations in this section are meant to capitalize on economic development opportunities and diversify the tax base while protecting the small-town and rural character of the Southwest Bypass study area.

LU-1: Encourage a land use pattern that capitalizes on opportunities for commercial and industrial development while limiting strip development.

- » Encourage a mix of uses at key interchange locations (US 13 / 264 and NC 102).

- » Update development regulations to establish targets for non-residential and residential at activity centers and ensure mixed-use areas are designed in a way to facilitate connections between commercial and residential areas (vehicular and pedestrian).
- » Limit large-scale commercial uses to areas designated as Commercial on the Future Land Use Map.
- » Allow for context-sensitive commercial and office uses in areas designated as Neighborhood Commercial on the Future Land Use Map.
 - » Limit scale of new non-residential development in Neighborhood Commercial Areas (i.e. <25,000 sq ft.)
 - » Limit types of commercial development to discourage intense uses that could cause conflict with residential (i.e. traffic, noise and/or light impacts)
 - » Discourage or screen high visual impact highway-oriented uses (i.e. drive-thrus, car lots, car washes, etc.)
- » Protect the viability of prime industrial lands
 - » Encourage industrial, office and flex uses in Industrial areas identified on the Future Land Use Map.
 - » Discourage large-scale residential subdivisions in Industrial areas.



Most Preferred:



Least Preferred:



A visual preference survey conducted during the plan indicated that residents preferred commercial design that included architectural detail, quality materials, plazas and public spaces.

LU-2: Protect agriculture in the study area

- » Encourage only very low density, small-scale residential development in the Agricultural areas west of the Bypass.
 - » New residential development should have very low density of <1 dwelling unit per acre (DUA), and ideally much lower in most areas, preserve existing trees, and be limited in size so as not to cause traffic impacts on rural roads

LU-3: Create custom zoning regulations for the Renston Historic District

- » The focus of the district should be preserving historic properties, views, and working agriculture
- » Updates to development ordinances should specify densities of future development and clarify permitted commercial uses and design features

LU-4: Encourage low density conventional subdivisions (1-3 dwelling units per acre) on good soils in areas identified as Suburban Residential on the Future Land Use Map

The Renston Historic District is composed of farms and large-lot, agricultural homesteads. Current county zoning ordinances do not adequately address the uniqueness of the rural community and should be tailored to encourage growth that is context sensitive and does not impinge upon historic farms and existing residences.



LU-5: Improve the quality of new residential development

- » Require sidewalks, street trees and open space in new medium density residential areas, traditional neighborhood development and mixed use areas
- » Encourage amenities in larger subdivisions and mixed use developments

LU-6: Allow new forms of residential that provide housing options that respect the natural environment.

- » Residential development in Mixed Use and Traditional Neighborhood Development areas should include a mix of traditional single-family homes, smaller-lot cottage or patio homes, alley loaded homes, and/or townhomes.
- » Encourage conservation subdivisions in Conservation Design areas on the Future Land Use Map and areas with sensitive environmental resources
 - » In Conservation Subdivisions, also known as Open Space Subdivisions, flexibility in minimum lot size is provided in exchange for a higher amount of open space, parks, trails or other amenities. Typically open space requirements are between 30 and 40%.
 - » Specify priorities for open space preservation in new subdivisions, including the following:
 - » Upland pocosins (wetlands) and hydric (wet) soils
 - » Stands of mature trees (especially near the Bypass and bordering wetlands)
 - » Riparian areas (within 200ft of streams)
 - » Farm fields and pasture



Traditional Neighborhood Development (TND) includes homes with front porches on smaller lots in neighborhoods with parks, sidewalks, and street trees. Garages are typically recessed or accessed via alleys to clean up facades and reduce conflicts with pedestrians.



Conservation Subdivisions are a type of subdivision design that places development on the most suitable areas while conserving large portions of properties (typically 40%+) as common open space. This design strategy preserves property rights, and allows flexibility in design while also encouraging the preservation of unique natural features.



Conservation Subdivisions with more open space were preferred 2-to-1 over conventional subdivisions in the survey conducted as part of the Southwest Bypass Land Use Plan.

Aesthetics and User Experience

Policy recommendations in this section are focused on how new development can be designed to preserve the attractiveness of the Bypass corridor.

AE-1: Improve regulations on billboards

- » Encourage more consistency of billboard regulations between municipalities
- » Municipalities should develop specific, coordinated regulations on billboards and other forms of outdoor advertising.

Pitt County prohibits outdoor advertising on freeways and has controls in place on other highways (i.e. 1000' spacing for commercial or industrial uses, maximum sizes and prohibitions near residences, schools, churches or public institutions).

AE-2: Encourage the preservation of tree buffers along the Bypass

- » In higher intensity character areas (Industrial, Mixed Use, Suburban Residential, Medium Density Residential and Conservation Design) a perimeter buffer of existing trees should be preserved along the Bypass.
- » Specific standards should be developed to:
 - » Provide incentives for retention of existing trees. For instance, jurisdictions could implement a 100' natural perimeter buffer requirement if existing trees are retained but require additional plantings, a berm, or fencing if a smaller (i.e. 50-75') buffer is used.
 - » Provide for limited exceptions to these standards, i.e. for a percentage of large frontages and/or narrow properties.

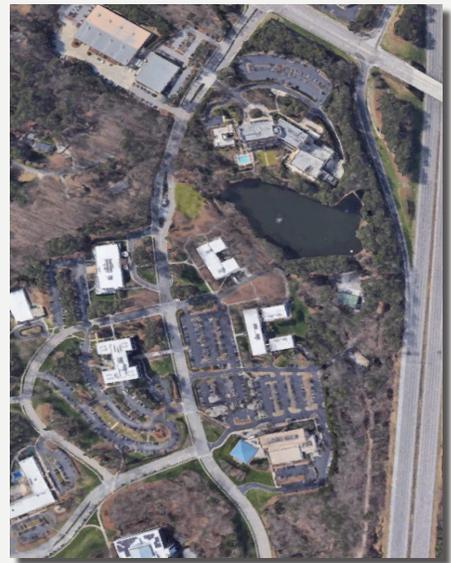
The driver's experience is partially determined by development standards along the highway.



Existing conditions along the Bypass corridor



No buffer at all along the highway, in Dallas, TX.

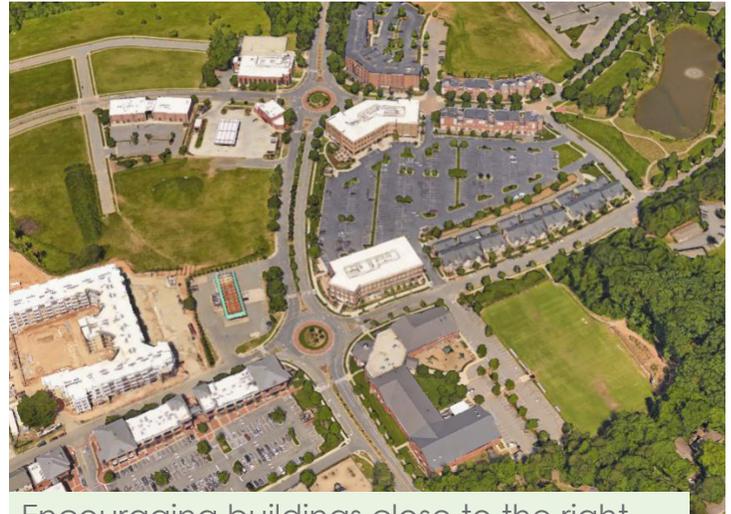


100' buffer along the highway, in the Raleigh area.

SECTION 3 | PLAN ELEMENTS

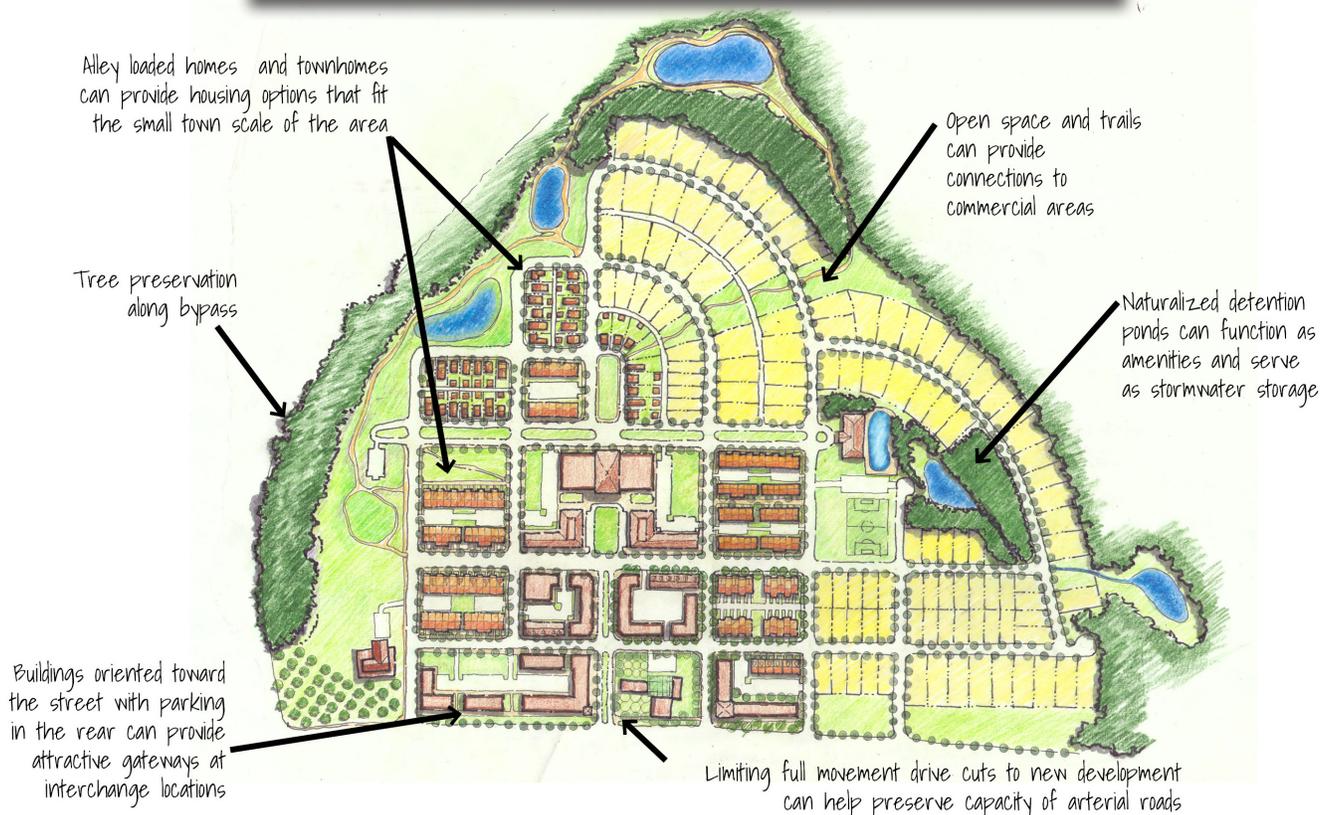
AE-3: Encourage development design in Mixed Use and Neighborhood Commercial areas that provide gateways into towns.

- » Encourage building orientation and parking lot design that brings buildings closer to the street and replicates historic design of commercial areas:
 - » Buildings oriented to the street
 - » Minimum transparency adjacent to main roadway
 - » Require parking on the sides or behind buildings
- » Improve landscaping and screening requirements.
 - » Require a minimum amount of landscaping, including street trees, along the primary street where properties are accessed.
 - » Encourage use of landscaped medians on entrance roads
 - » Review and update screening requirements



Encouraging buildings close to the right-of-way can provide for a sense of arrival at interchange locations.
(Google Earth image from Davidson, NC)

Mixed-use development concept for key interchanges



AE-4: Coordinate with NCDOT and between jurisdictions on beautification projects at interchange locations.

- » Pursue NCDOT and grant funds for right-of-way plantings for interchange locations and along major arterials visible from the Bypass.
- » Interchange beautification can be complimented with the adoption of planting guidelines for private development around interchange areas. A plant palette can help establish a uniform appearance of interchanges and improve visual appeal while encouraging native plants.



Interchange plantings such as the one above from the City of Fayetteville can turn unused right-of-way into a visual amenity that welcomes visitors to the western gateway of towns along the Bypass.



Interchange area beautification efforts and plant palettes for new development should specify species for buffers, shade trees, street trees and acceptable ornamentals.

SECTION 3 | PLAN ELEMENTS

Recreation and Open Space

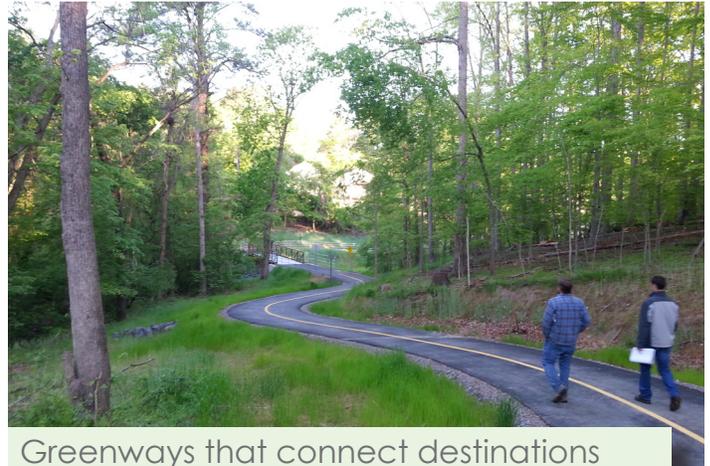
Policy recommendations in this section address parks, recreation and open space needs in the study area. As stated in the existing conditions section, there are no existing parks or greenways located in the study area and recreation opportunities was the highest priority for survey respondents.

REC-1: Coordinate with schools and other entities to provide access to recreation facilities.

- » Continue the existing joint use agreement with Pitt County Schools that allows access to recreation facilities on school property.
- » Work with the school system and other entities to locate a new park site west of Winterville.

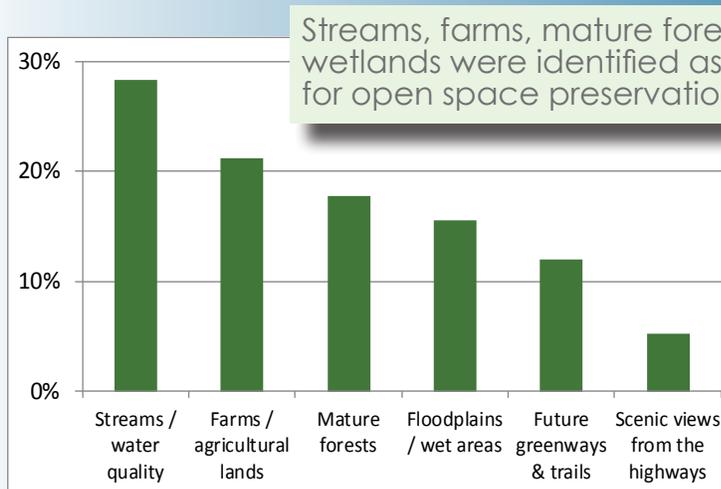
REC-2: Review and revise open space standards for residential zoning districts.

- » Update County and municipal zoning ordinances to require open space reservation, reducing the demand for publicly-provided recreation facilities



Greenways that connect destinations and provide access to natural areas can provide amenities to future and current residents.

- » Zoning districts that allow for residential lots below 40,000 square foot should require reservation of open space.
- » Implement open space standards that result in preservation of sensitive lands and creation of accessible open space in the form of amenities, parks, multi-use fields and/or greenways and trails.
- » Consider requiring or modifying existing recreation fee-in-lieu payments to offset public expenditures needed to provide recreation for new residents.



Streams, farms, mature forests, and wetlands were identified as priorities for open space preservation.

Recreational opportunities and protection of farms and open space were the top priorities of survey respondents.

REC-3: Encourage conservation subdivisions by incentivizing the preservation of open space.

- » Consider revising ordinances to restrict development, or incentivizing cluster development, in areas with sensitive natural resources.

REC-4: Partner to conduct feasibility studies for planned greenways.

- » Priority greenways including the Swift Creek Greenway, a multi-use path along Forlines Road and connections to future interchange areas, should be studied to determine preferred routes.
- » Conduct feasibility studies to identify alignments of future greenways in order to reduce costly boardwalks and bridges and assist in right-of-way dedication in new development.
- » Coordinate with the Southeastern Drainage District to determine the feasibility of locating greenways along existing drainage canals.

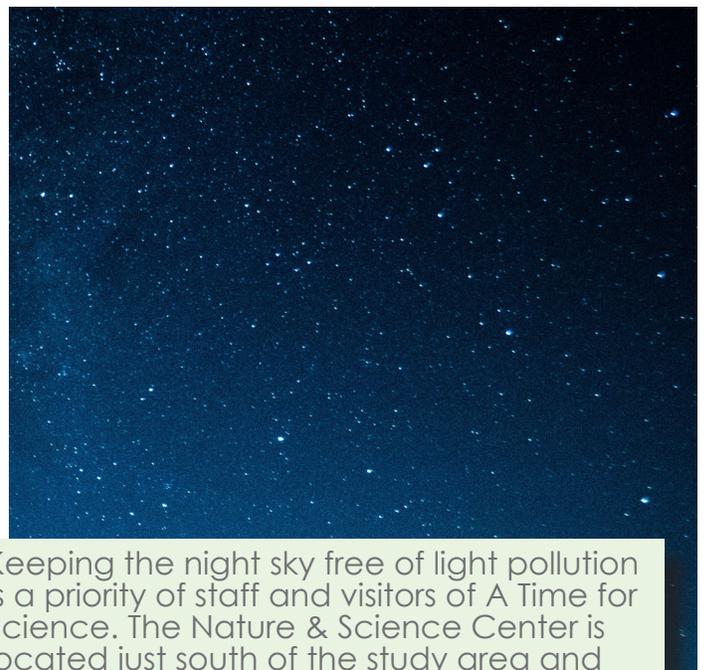
REC-5: Update active transportation greenway plans to reflect proposed future land use and the need for a pedestrian connection between Forlines Road and Pitt Community College.

REC-6: Discourage light pollution.

- » Encourage or require full cut-off lights to be used in commercial and industrial developments or subdivisions over a certain size in order to preserve dark skies in rural areas.
- » Partner with non-profit organizations to conduct outreach activities that educate homeowners and businesses on the impacts of light pollution and ways to reduce it.
- » Work with utility providers to encourage the use of full cut-off, downward facing lights in new development around the interchanges of the Southwest Bypass.



Requiring full cut-off lights is one way to limit light pollution. In some jurisdictions exceptions are provided for outdoor recreation facilities, flags, temporary uses, holiday displays and/or low voltage landscape lighting.



Keeping the night sky free of light pollution is a priority of staff and visitors of A Time for Science. The Nature & Science Center is located just south of the study area and offers nature classes and an onsite planetarium for star-gazing.

Infrastructure and Transportation

Just as transportation is inextricably intertwined with land use, so are decisions regarding investment in both public and private infrastructure. Coordinating these three realms is a key component of any effective land use plan.

INF-1: Update Interlocal Agreements to factor in economic development potential at interchange locations.

- » Update County/municipal policy to provide clarity on areas that will be served by utilities and municipal services and by which entity.

INF-2: Explore potential Urban Service Area designation.

- » Consider creating an Urban Service Area (USA) to focus growth and development in areas with access to utilities and to reduce pressure on agricultural lands.

INF-3: Coordinate with Pitt County Schools on school capacity needs, locations and design.

- » Identify potential school needs based on land use plan.
- » Encourage new schools to be located east of the Southwest Bypass.
 - » Locating new schools east of the Bypass will reduce development pressure on agricultural lands west of the Bypass.
- » Encourage school sites to be included in site plans for large planned unit developments and/or offered to Pitt County Schools.
- » Design school sites to effectively disperse traffic and eliminate the potential for queuing on public streets.

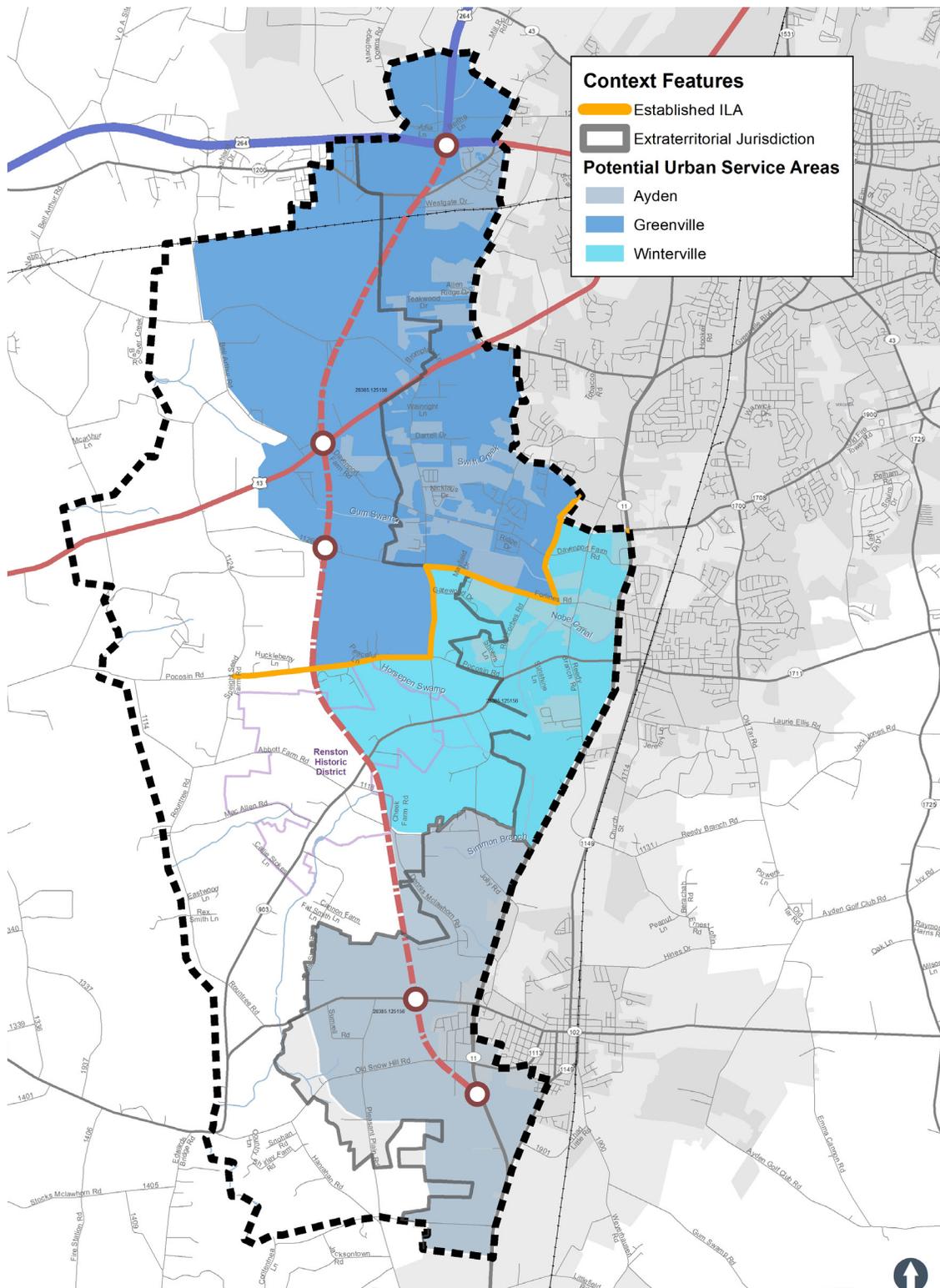


The steadily increasing residential population requires a commensurate amount of new schools and facilities.

INF-4: Require adequate stormwater controls for new development.

- » Encourage retention and infiltration close to the source.
- » Require new development to meet pre-development standards.
- » Encourage the incorporation of Low Impact Development (LID) features in new development including preservation of mature trees and vegetated areas, naturalized detention areas, rain gardens, bioswales, and infiltration trenches.
- » Allow for Low Impact Development (LID) features to count towards open space requirements if features act as an amenity for new development.

Urban Service Areas (USAs) have been used effectively to regulate and focus growth into appropriate areas.



Potential Utility Service Areas Map

INF-5: Coordinate with public and private entities to ensure canal maintenance is conducted as needed.

- » Coordinate with Southeastern Drainage District and monitor watershed management projects which provide for improved drainage and flood protection.

INF-6: Update development regulations to improve connectivity and preserve capacity of existing roadways.

- » Preserving capacity on key east/west routes will be critical to maintaining local mobility.
- » Improving access management standards on NC 13, Forlines Road and NC 102 may be needed to limit driveways and stoplights.
- » Study collector street needs around interchanges and east of the Bypass.
- » Encourage roadway and pedestrian connections between subdivisions and commercial areas in Mixed Use, Commercial, Traditional Neighborhood Development and Medium Density Residential areas.
- » Encourage maximum block lengths to increase internal circulation in new development, thereby reducing traffic on existing thoroughfares. Block lengths as specified below are recommended:
 - » < 600 ft for Mixed Use, Commercial and Traditional Neighborhood Development Areas
 - » < 800 ft for Medium Density Residential Areas
 - » < 1000 ft for Suburban Residential Areas

INF-7: Include bicycle and pedestrian facilities on new collectors and as part of road improvements on thoroughfares east of the Bypass.

INF-8: Support the completion of roadway improvements currently under consideration by NCDOT.

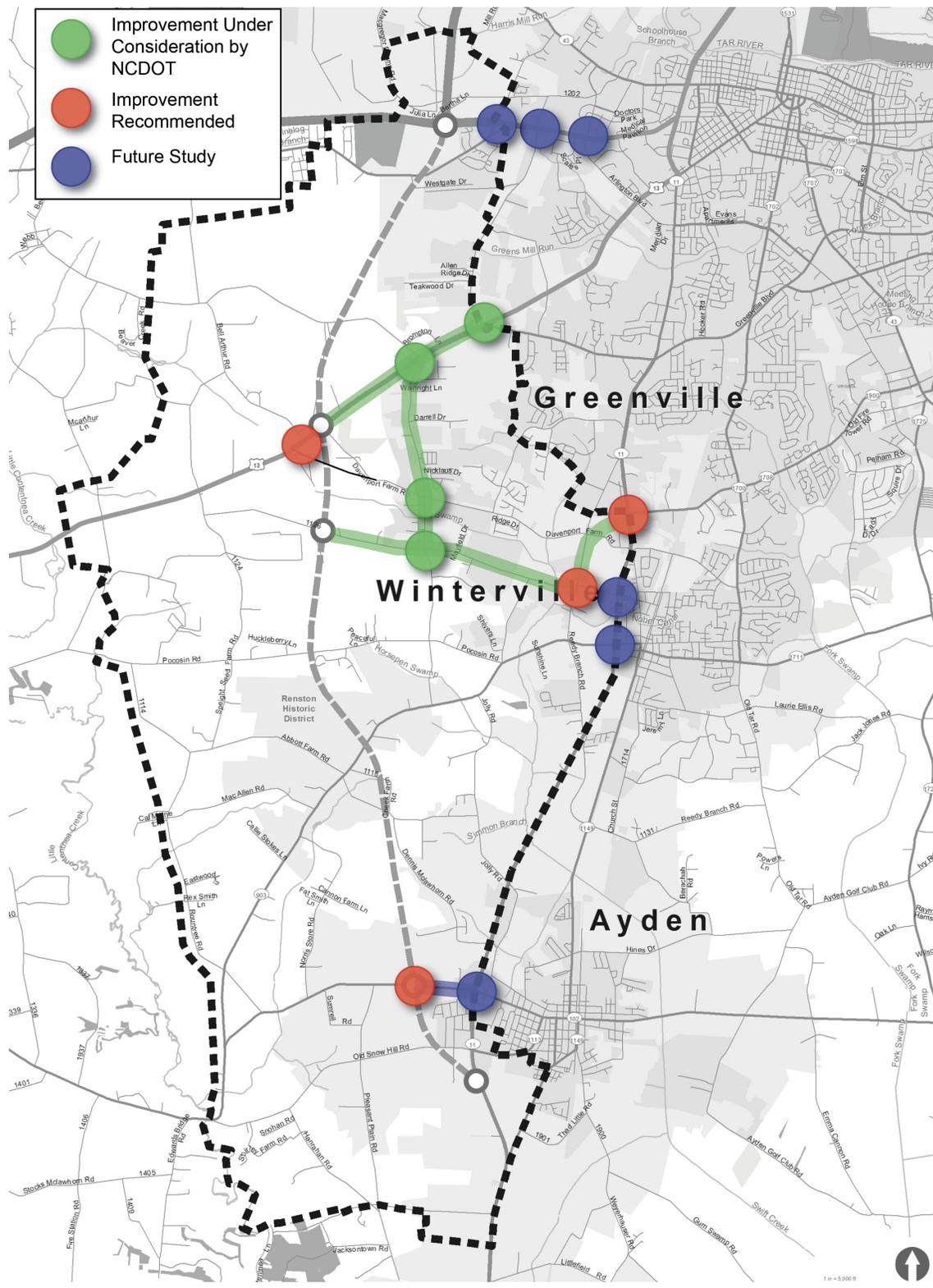
- » These improvements include the following:
 - » Forlines Road Widening and Fire Tower Road Extension
 - » US 13 Widening
 - » Frog Level Road Intersection and Roadway Improvements

INF-9: Conduct future study and pursue improvements to address impacts of future growth and development around the Bypass.

- » The following areas of concern were identified during analysis conducted as part of this Plan. (See pages A-9, A-13, and A-25 in the Appendix for more detailed information).
 - » Intersection of Davenport Farm Road and US 13
 - » NC 102 Interchange
 - » Stantonsburg Road from US 264 to Memorial Drive
 - » NC 11 intersections, especially with Fire Tower Road Extension
 - » Reedy Branch Road and Fire Tower Road Extension



Preserving capacity on key east/west routes will be critical to maintaining local mobility.



Transportation Recommendations Map

SECTION 4 IMPLEMENTATION



Implementation Strategies

Any plan that captures the visions and goals of an area must also provide a road map toward achieving those goals. These implementation strategies are intended to provide that direction. The strategies generally follow the policy recommendations sections of the plan, although some will likely address more than one goal or recommendation where crossover occurs naturally. Similarly, some of the recommendations of the plan are self-evident, and for those, no implementation strategies are presented.

IS1: Formally adopt the Future Land Use Map and policy recommendations, and utilize when considering rezoning requests in the area covered.

The pending completion of the Southwest Bypass and the issues and opportunities identified in this plan necessitate updates to adopted land use policies.

Once adopted by a governing body, the Future Land Use Map becomes an important tool to evaluate proposed zoning map amendments. Zoning map amendments should only be approved if they are consistent with the adopted Future Land Use Map and policies. The Zoning Crosswalk Tables (see pages 66 and 67) for each jurisdiction provide a good starting point for staff in evaluating consistency of proposed zoning map amendments.

The adoption of this plan by Pitt County should fulfill the requirements of a Land Use Plan Amendment as specified in Section Four of the Pitt County 2030 Comprehensive Land Use Plan. Subsequent rezoning requests should be evaluated based on the Future Land Use Map in this plan.

Implementation of this plan by other participating jurisdictions is voluntary and could be accomplished in a number of ways. Formal adoption of the plan could act as an amendment to adopted future land use plans. Alternatively the plan's recommendations could be incorporated into future updates of municipal land use and/or comprehensive plans.

- » Responsibility:
 - » Local government planning staff
- » Timeframe:
 - » Short-term

IS2: Update local land use regulations (zoning and subdivision) and comprehensive plans to be consistent with this plan.

Updating zoning and subdivision regulations is key to implementing the recommendations of this plan. Each jurisdiction's zoning districts should be examined through the lens of accomplishing the goals and policy recommendations in this plan. It may be necessary to introduce new zoning districts or overlays in order to achieve the development patterns proposed for this area.

Specific adjustments are needed to support implementation of the plan in nonresidential, environmentally-sensitive, and agricultural areas. Potential tasks include:

- » Create/modify zoning districts to accommodate mixed use development.

Updates to adopted land use policies will be necessary in order to address issues and opportunities identified in this plan.

- » Develop controls/standards for neighborhood commercial areas.
- » Limit large-scale subdivision in Industrial areas (as identified on the Future Land Use Map).
- » Consider a new agricultural zoning district that includes residential density restrictions and design criteria that limit impacts to agriculture west of the Bypass.
- » Create a new zoning district or zoning overlay that preserves the character of the Renston Historic District. Focus group meetings with residents and landowners, design charettes and/or involving subject area experts may prove beneficial in the process.
- » Explore regulations and incentives that will result in the preservation and integration of environmental features,

including pocosins, wetlands, and stands of mature trees, into new development. This could include a cluster or conservation subdivision option that provides flexibility in lot size and/or a density bonus in exchange for the reservation of parks and open space.

In addition to land use regulation changes, comprehensive plans may need to be updated to reference this plan. Policies should be evaluated as they could be applicable to other, similar areas of the County.

- » Responsibility:
 - » Local government planning staff
- » Timeframe:
 - » Short-term

Renston Historic District

Significant community support exists for protecting the Renston Historic District through codification of the unique characteristics of the district. Rural views, historic homesteads, and working farms are among the features that define the area.



SECTION 4 | IMPLEMENTATION

IS3: Adopt coordinated standards for billboards and signage along the Bypass.

Signage and the aesthetics that follow are a major component of the experience of any road or thoroughfare. A coordinated approach to permitting and regulating signage along the Bypass will create a uniform and consistent experience for users. Jurisdictions should coordinate and adopt regulations as soon as possible in order to ensure consistency.

- » Responsibility:
 - » Local government planning staff
- » Timeframe:
 - » Short-term

IS4: Adopt coordinated standards for visual buffering of development located along the Bypass.

Adequate landscape and visual buffering is important in order to maintain the rural character of the Bypass and to ensure a consistency

of development appearance along the thoroughfare. Coordinated landscaping and buffering standards can preserve the pastoral and forested views from the Bypass, while also creating a noise and visual buffer for those developments adjacent to the highway.

- » Responsibility:
 - » Local government planning staff
- » Timeframe:
 - » Short-term

IS5: Improve the quality of new residential development.

Modifications to the zoning and land development standards in each jurisdiction can provide a mechanism for requiring higher quality development that will provide the amenities that an urbanizing area demands. This might include enhanced street and sidewalk standards, increased open space and recreational area requirements, and design standards for

Mixed Use and Neighborhood Commercial Gateways

Short blocks, connected streets, shared parking, sidewalks and pedestrian paths are key to creating walkable mixed use areas. Specifying requirements for building orientation, architectural detail and materials, open space, landscaping, parking location and screening can help create attractive gateways to towns.

Guidelines for Neighborhood Commercial areas could include limits to building size, uses and improved landscaping and/or screening requirements to increase compatibility with existing residential areas.



Conservation Subdivision Ordinance Precedents

Jurisdiction	Minimum Open Space	Prioritized Open Space	Minimum Lot Size	Maximum Density
Randolph County	50% Gross Area	<ul style="list-style-type: none"> Land Conservation Passive Recreation Areas Agriculture 	20,000 square foot min. in secondary growth areas and 1 ac. Min in rural areas	Base zoning + an additional lot for additional open space, 200' setback along road frontage, trail construction and other items
Chatham County	40% Gross Area	Contiguous open space and primary natural areas including Natural Heritage Areas, priority habitats and active farms	None	Equal to base zoning allowance + 10%
Orange County	33% Minimum (Based on reduction in lot sizes)	3 contiguous acre min. Primary natural areas, including: wetlands, floodplains, steep slopes, natural inventory sites, historic/archaeological sites, and wildlife corridors.	Lot area reduced up to 65% of base zoning	Maximum is average density of zoning districts

areas designated as Mixed Use and Traditional Neighborhood Development in the Future Land Use Map. Stakeholders and respondents in the Southwest Bypass area have made clear that they are in favor of increased open space amenities, particularly greenways and recreational walking amenities. Coordination across jurisdictional boundaries is key for any significant greenway investments.

- » Responsibility:
 - » Local government planning staff, in coordination with other departments
- » Timeframe:
 - » Mid-term

IS6: Adopt coordinated standards for gateways and major community entrances located at interchanges along the Bypass.

Adequate gateway landscaping is important when attempting to create a sense of arrival

and consistency of development at interchanges. Development of a coordinated landscaping palette that all jurisdictions can agree to is important to that sense of arrival and distinctness. Coordination with NCDOT will also be necessary, in order to allow planting within the state right-of-way.

Codifying custom-tailored development standards (esp. setbacks, parking area locations, and building location, scale, materials, and height regulations) for these areas is also a good idea, in order to avoid unsightly strip development and other uses and development styles that might not be appropriate for the area.

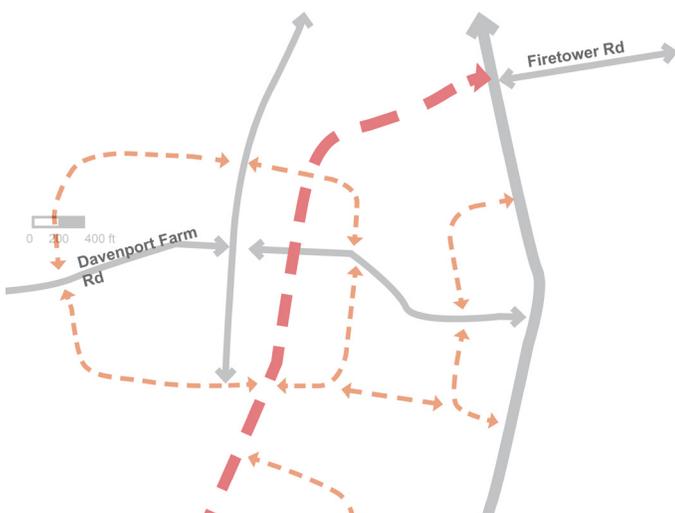
- » Responsibility:
 - » Local government planning staff in coordination with NCDOT
- » Timeframe:
 - » Mid-term

SECTION 4 | IMPLEMENTATION

IS7: Conduct collector street level planning near interchanges and near mixed use areas to identify opportunities for collector street connections and frontage roads. This could be accomplished as part of updates to transportation plans. Focus commercial driveways on those secondary roads and shared access points.

In order to limit strip development along arterials that connect to the Bypass, a strong network of collector roads must be planned so that new development still has adequate and viable access. Ensure that adequate opportunities are enforced via driveway consolidation and cross-access agreements. An updated transportation plan might also include updated access management standards on current and future collector and arterial roads. Additional study of the local transportation network in each jurisdiction may be necessary to help anticipate the impact of future growth that will be attracted to the Bypass.

Collector Street Concepts for Mixed Use and Commercial Areas West of Winterville



- » Responsibility:
 - » NCDOT and MPO staff in coordination with local planning staff
- » Timeframe:
 - » Short- to mid-term

IS8: Coordinate to focus new school sites east of the Bypass.

Local governments, the development community, and the school board must work together to focus new school siting to the east of the Bypass, where the vast majority of residential growth will occur. Although land may be less expensive further from municipal areas, locating a school west of the Bypass will encourage other development to follow, which is in direct conflict with the goals of the community.

- » Responsibility:
 - » Local government planning staff in coordination with the Pitt County Board of Education
- » Timeframe:
 - » Mid-term

IS9: Establish Urban Service Areas (USAs) for each jurisdiction to clarify who will provide/extend water and sewer services.

Jurisdictions should coordinate to determine areas that are ripe for annexation, and which jurisdiction is best suited to serve those areas with urban services, such as water and sewer services. Then, for instance, the County can encourage new residential development to annex into a jurisdiction that will provide the municipal services that more dense residential development will require. This will also bolster the existing communities in the area and help prevent suburban sprawl. An example of potential USAs are shown on the map on page 53.

- » Responsibility:
 - » Local government planning staff, in coordination with Town and County leadership and public works departments and service providers.
- » Timeframe:
 - » Mid-term

IS10: Coordinate with the stormwater administrator having jurisdiction to update standards so that (at a minimum) pre-development conditions are maintained after new development occurs.

Maintaining historical stormwater flow patterns can help mitigate the negative effects of development.

- » Responsibility:
 - » Southeastern Drainage District, local stormwater administrator(s), in coordination with local planning and engineering staff
- » Timeframe:
 - » Mid-term

IS11: Set aside matching funding in budgets to pursue projects through the state Strategic Transportation Prioritization (SPOT) process and regional Locally Administered Projects Program (LAPP). Work with local NCDOT representatives to help make proposed projects likely to succeed.

Transportation improvements are expensive, but providing some matching funds can help local projects score higher in regional and state ranking systems that prioritize projects for construction. This requires knowing the scoring system and working with other organizations to put forth competitive projects. These projects can enhance local road systems, as well as pedestrian and bicycle amenities and connectivity. It is also important to update plans that can demonstrate support for particular road construction and/or improvement projects.

- » Responsibility:
 - » Local government planning staff, MPO and NCDOT staff
- » Timeframe:
 - » Mid-term, driven by funding cycle

IS12: Coordinate between jurisdictions to update greenway and active transportation plans and to conduct feasibility studies to identify alignments and facility types of priority connections.

In addition to supporting more open space, the community expressly identified a desire for greenways (multi-use trails). The four jurisdictions should work together to update greenway and active transportation plans to create a network of bicycle and pedestrian facilities.

Ideally, greenways should link destinations so that they also serve to alleviate some of the vehicular traffic from the roadways. Up-to-date

SECTION 4 | IMPLEMENTATION

greenway master plans can also be used to leverage other funding sources to help design and construct these facilities. Incorporation of appropriate bicycle and pedestrian facilities, particularly east of the Bypass, on all new and upgraded road construction will also reinforce this non-automobile transportation network.

Feasibility studies of priority facilities, including a greenway along Swift Creek, bicycle and pedestrian improvements along Forlines Road and connections to and through future mixed use areas should be studied to determine preferred routes. When new development occurs in the area dedicated greenway facilities should be provided as a local and regional recreational resource.

- » Responsibility:
 - » Local parks and recreation staff
- » Timeframe:
 - » Mid-term



The Swamp Rabbit Trail (above) connects Greenville, S.C. with several small towns in upstate South Carolina.

“Probably the single most important thing that’s happened in Travelers Rest in years.”
-Mayor of Travelers Rest, SC

Implementation Tasks Summary

Task Number	Task Description	Responsibility	Timeframe
IS1	Formally adopt the Future Land Use Map and policy recommendations, and utilize when considering rezoning requests in the area covered.	Local government planning staff	Short-term
IS2	Update local land use regulations (zoning and subdivision) and comprehensive plans to be consistent with this plan.	Local government planning staff	Short-term
IS3	Adopt coordinated standards for billboards and signage along the Bypass.	Local government planning staff	Short-term
IS4	Adopt coordinated standards for visual buffering of development located along the Bypass.	Local government planning staff	Short-term
IS5	Improve the quality of new residential development.	Local government planning staff, in coordination with other departments	Mid-term
IS6	Adopt coordinated standards for gateways and major community entrances located at interchanges with the Bypass.	Local government planning staff in coordination with NCDOT	Mid-term
IS7	Conduct collector street level planning near interchanges and near mixed use areas to identify opportunities for collector street connections and frontage roads.	NCDOT and MPO staff in coordination with local planning staff	Short- to mid-term
IS8	Coordinate to focus new school sites east of the Bypass.	Local government planning staff in coordination with the county school board	Mid-term
IS9	Establish Urban Service Areas (USAs) for each jurisdiction to clarify who will provide/extend water and sewer services.	Local government planning staff in coordination with Town and County leadership and public works department and service providers	Mid-term
IS10	Coordinate with the stormwater administrator having jurisdiction to update standards.	Southeaster Drainage District, local stormwater administrator(s), in coordination with local planning and engineering staff	Mid-term
IS11	Set aside matching funding in budgets to pursue projects through the state Strategic Transportation Prioritization (SPOT) process and regional Locally Administered Projects Program (LAPP).	Local government planning staff, MPO and NCDOT staff	Mid-term, driven by funding cycle
IS12	Coordinate between jurisdictions to update greenway and active transportation plans and to conduct feasibility studies.	Local parks and recreation staff	Mid-term

SECTION 4 | IMPLEMENTATION

Land Use-to-Zoning Crosswalk Tables

The land use-to-zoning crosswalk tables below suggest appropriate zoning districts for each Future Land Use district, by jurisdiction. These tables are intended to aid staff during rezoning decisions as one factor influencing a recommendation of appropriateness. These tables also highlight that some jurisdictions may need to update their zoning districts in order to accommodate certain Future Land Use designations.

Pitt County Crosswalk Table	Zoning District											
	Rural Agricultural District	Low Density Residential	Rural Residential	Suburban Residential	Multifamily Residential	Rural Commercial	General Commercial	Heavy Commercial	Office and Institutional	General Industrial	Light Industrial	
	RA	R-40	RR	SR	MFR	RC	GC	HC	OI	GI	LI	
Open Space	OS											
Agriculture*	AG	*										
Conservation Design Residential*	CD	*	*	*								
Suburban Residential	SUBRES											
Medium Density Residential	MIDRES											
Traditional Neighborhood Development*	TND			*	*	*	*	*	*	*	*	*
High Density Residential	HDRES											
Mixed Use*	MU			*	*	*	*	*	*	*	*	*
Neighborhood Commercial	NCOM											
Commercial	COM											
Office & Institutional	OFF											
Industrial	IND											
Renston Historic District*	RHD	*	*	*	*	*	*	*	*	*	*	*

Greenville Crosswalk Table	Zoning District											
	Residential-Agricultural	Residential	Residential	Planned Unit Development	Medical districts	Office	Office-Residential	Neighborhood Commercial	General Commercial	Heavy Commercial	Unoffensive Industrial	Industry
	RA20	All R9 districts	All R6 districts	PUD	All M districts	O	OR	CN	CG	CH	IU	I
Open Space	OS											
Agriculture	AG	*										
Conservation Design Residential	CD	*	*	*								
Suburban Residential	SUBRES											
Medium Density Residential	MIDRES											
Traditional Neighborhood Development	TND	*	*	*	*	*	*	*	*	*	*	*
High Density Residential	HDRES											
Mixed Use	MU		*	*	*	*	*	*	*	*	*	*
Neighborhood Commercial	NCOM											
Commercial	COM											
Office & Institutional	OFF											
Industrial	IND											
Renston Historic District	RHD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

* = rezoning is likely appropriate.
 = rezoning may be appropriate, but only if compatible with the neighborhood and surrounding uses. Conditional or Special Use restrictions may be advisable.
 = current zoning districts may not be sufficient, and some revisions to ordinances may be necessary.

Winterville Crosswalk Table		Zoning District																					
Southwest Bypass Corridor Land Use Plan Future Land Use Category		Agricultural-Residential A-R		Residential Districts						Multifamily Residential		Office and Institutional		Central Business		General Business		Intermediate Commercial		Neighborhood Commercial		Industrial	
		R-20	R-15	R-12.5	R-10	R-8	R-6	MR	OI	CB	GB	IC	CN	I									
Open Space	OS																						
Agriculture	AG	*																					
Conservation Design Residential*	CD	*	*	*	*	*	*																
Suburban Residential	SUBRES																						
Medium Density Residential	MDRES																						
Traditional Neighborhood Development	TND																						
High Density Residential	HDRES																						
Mixed Use*	MU																						
Neighborhood Commercial	NCOM																						
Commercial	COM																						
Office & Institutional	OFF																						
Industrial	IND																						
Renston Historic District*	RHD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a									

Ayden Crosswalk Table		Zoning District																					
Southwest Bypass Corridor Land Use Plan Future Land Use Category		Residential / Agricultural		Residential						Planned Unit Development		Office / Institutional		Central Business District		Highway Commercial		Light Industrial		Heavy Industrial		Conservation District	
		All RA-20 districts	R-12	R-10	R-8	R-6	MF	MH	PUD	O/I	B-1	B-2	LI	HI	CON								
Open Space	OS																						
Agriculture	AG	*																					
Conservation Design Residential	CD	*	*	*	*	*	*	*	*	*	*	*	*	*	*								
Suburban Residential	SUBRES																						
Medium Density Residential	MDRES																						
Traditional Neighborhood Development	TND																						
High Density Residential	HDRES																						
Mixed Use	MU																						
Neighborhood Commercial	NCOM																						
Commercial	COM																						
Office & Institutional	OFF																						
Industrial	IND																						
Renston Historic District	RHD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a								

* = rezoning is likely appropriate.

■ = rezoning may be appropriate, but only if compatible with the neighborhood and surrounding uses. Conditional or Special Use restrictions may be advisable.

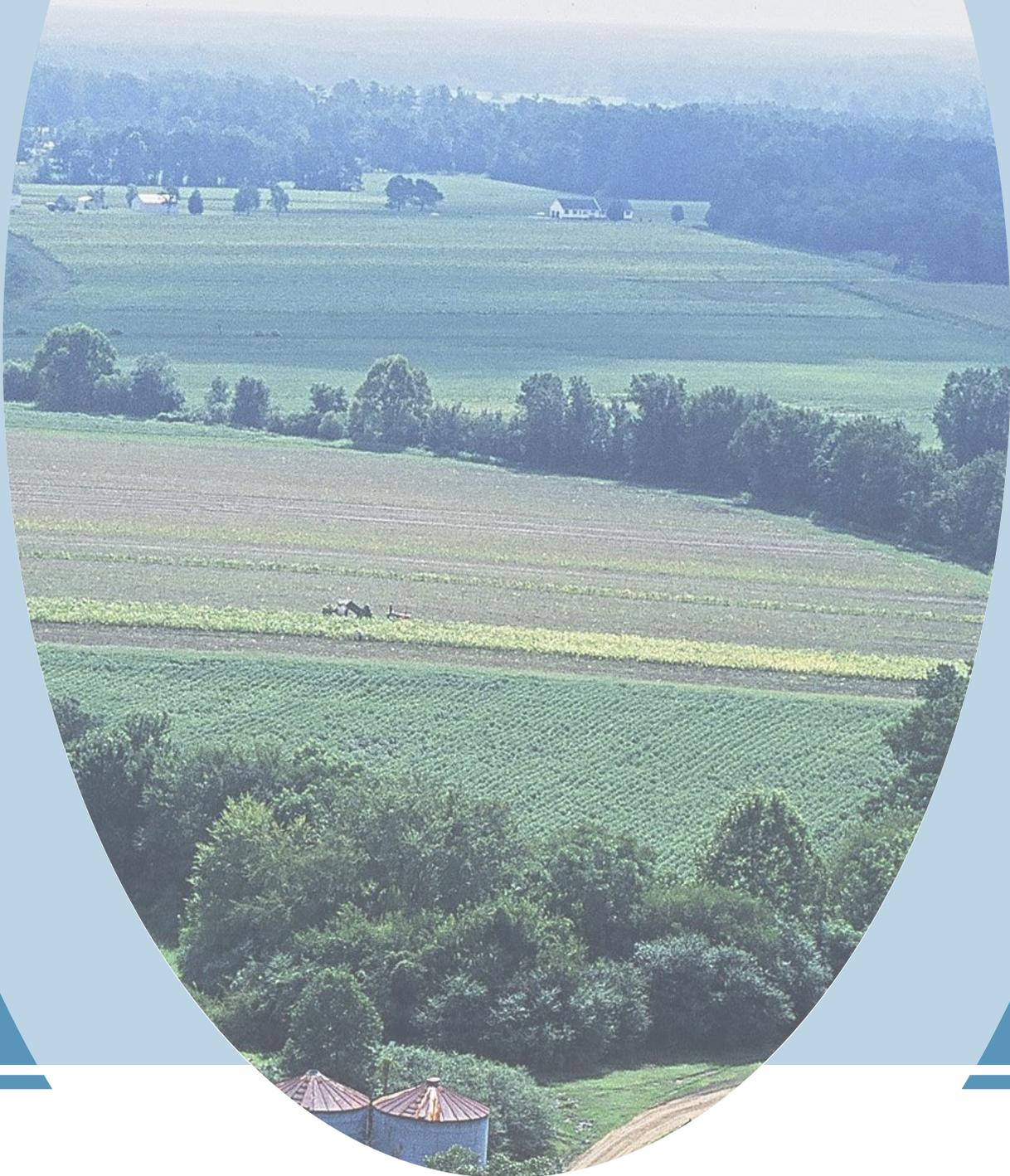
□ = current zoning districts may not be sufficient, and some revisions to ordinances may be necessary.

SECTION 5 APPENDIX

[CLICK HERE TO ACCESS THE
DIGITAL APPENDIX](#)

The appendix can also be viewed at the website:
<https://www.pittcountync.gov/715/Southwest-Bypass-Land-Use-Plan>

Southwest Bypass Land Use Plan



STEWART