



Agenda

Planning and Zoning Commission

March 16, 2010
6:30 PM
Council Chambers

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- I. INVOCATION - Bill Lehman
- II. ROLL CALL
- III. APPROVAL OF MINUTES - February 3rd and 16th, 2010
- IV. NEW BUSINESS

REZONINGS

- 1. Rezoning ordinance request by Adrian Wike to rezone 5.46 acres located at the northeast corner of the intersection of Belvoir Highway and Sunnybrook Road from RA20 (Residential-Agricultural) and CG (General Commercial) to CH (Heavy Commercial).
- 2. Ordinance requested by Edwards Communities Development Co., LLC to rezone 0.25 acres located at the southeast corner of the intersection of Lawrence and 11th Streets from OR (Office-Residential [High Density Multi-family]) to OR-UC (Office-Residential [High Density Multi-family]) with an urban core overlay.
- 3. Ordinance requested by the Redevelopment Commission of Greenville to rezone 0.59 acres located between Vance and Contentnea Streets and north of West 5th Street from CDF (Downtown Commercial Fringe) and R6 (Residential [High Density Multi-family]) to OR (Office-Residential [High Density Multi-family]).

TEXT AMENDMENTS

- 4. Request by the Community Development Department to amend the zoning regulations to include additional Land Use Intensity (LUI) special use permit application submission standards, required findings, and Planning and Zoning Commission consideration criteria.
- 5. Request by the Community Development Department to amend various zoning ordinance

provisions to include screening, safety barrier, and dwelling unit separation standards for recycling centers and compactors for both multi-family residential and nonresidential development.

OTHER

6. Comprehensive Plan Review: Future Land Use Plan Map Consideration for Area of Interest #4 (SE Greenville Boulevard & 14th Street)
7. Comprehensive Plan Review: Future Land Use Plan Map consideration of Areas of Interest #5 (Old Pactolus Road)
8. Public and Commission Comment Period and Request for Changes and/or Additions to the Horizons Plan text, the 2009 - 2010 Horizons Plan Review Report, or maps not previously discussed. Any new items should be addressed by category in the following order:
 - *Horizons* plan text
 - Future Land Use Plan Map
 - Other

V. OTHER ITEMS OF BUSINESS

9. Planning and Zoning Commission discussion and recommendations for fiscal year 2010/11 and 2011/12 City Council budget consideration.

VI. ADJOURN



City of Greenville, North Carolina

Meeting Date: 3/16/2010
Time: 6:30 PM

Title of Item: February 3rd and 16th, 2010

Explanation: Minutes from Comprehensive Plan Workshop on February 3, 2010 and P&Z meeting on February 16, 2010

Fiscal Note: n/a

Recommendation: Review and Approval

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Attachments / click to download

[February 3, 2010](#)

[February 16, 2010](#)

**DRAFT OF MINUTES PROPOSED FOR ADOPTION BY THE GREENVILLE
PLANNING AND ZONING COMMISSION**

February 3, 2010

The Greenville Planning and Zoning Commission held a Comprehensive Plan Workshop on the above date at 6:00 p.m. in the Council Chambers of City Hall.

Mr. Bill Lehman - *
Mr. Bob Ramey - * Mr. Dave Gordon - *
Mr. Tony Parker - * Mr. Tim Randall - *
Mr. Len Tozer - * Mr. Godfrey Bell, Sr. - *
Ms. Shelley Basnight - * Mr. Hap Maxwell - *
Mr. Allen Thomas - * Ms. Linda Rich - *

The members present are denoted by an * and the members absent are denoted by an X.

VOTING MEMBERS: Lehman, Ramey, Gordon, Randall, Tozer, Bell, Basnight, Thomas and Rich

PLANNING STAFF: Tom Wisemiller, Planner; Chantae Gooby, Planner; Harry Hamilton, Chief Planner; Sarah Radcliff, Secretary; and Merrill Flood, Director of Community Development

OTHERS PRESENT: Dave Holec, City Attorney; Thom Moton, Assistant City Manager; Pat Dunn, Mayor; Calvin Mercer, City Council; Marion Blackburn, City Council; and James Rhodes, Pitt County Planning Director

NEW BUSINESS

Horizons Plan Review Process Outline and Schedule

Mr. Wisemiller stated items 1, 2 and 4 are intended as informational items only where no action is required, nor is public comment anticipated. He said the Planning and Zoning Commission is the lead agency for this scheduled five year review. He said this is an opportunity to look at what has happened since the plan was updated and how the community can respond to the next five years of changes. Mr. Wisemiller said this is an opportunity to recommit to the vision of the *Horizons* Plan and make changes as necessary. The Preliminary Draft Report was presented by staff in November for the purpose of soliciting public input. He said this is the first workshop held on the matter and there really isn't a deadline for this process. The idea is for public forums to be scheduled as necessary to get public input and to hold public hearings at P&Z and City Council meetings. He said the *Horizons* Plan review also explores the need for changes to the *Horizons* Plan text and/or Future Land Use Plan Map, if deemed appropriate. At the same time, questions pertaining to rezoning, subdivision, and/or changes to the Future Land Use Plan Map require public hearings. Mr. Wisemiller said individual requests for amendment to the Comprehensive Plan (CP) and completion

of 5-Year review require advertisement & additional analysis. After resolution of all items, by majority vote, the report/plan will be forwarded to City Council for final action. City Council will hold another public hearing to consider formal adoption of final report and ordinance.

Mr. Wisemiller reviewed the outline of the project. He said staff completed the preliminary draft report in November 2009 and presented it to P&Z at the November meeting. Staff then updated the report to include P&Z comments and recommendations. He said P&Z will hold public hearings throughout February and March and staff will present a revised draft to P&Z for final review and action in the spring. Staff will then present the P&Z recommended draft report to City Council. He said a final review report & executive summary could be completed by spring 2010.

Mr. Thomas said his impression of the workshop was that it would be more of an informational and discussion time and that they would go to the next P&Z meeting to consider approving items at that time.

Mr. Wisemiller said staff thought there would be an opportunity to vote this evening, but that it was up to the commission. He said he thought if they decided to discuss it tonight and vote at the next meeting, they may have to hold another public hearing.

Mr. Thomas said he didn't see this as a workshop if it was a voting meeting.

Mr. Ramey said that was his understanding as well. He thought this would be discussion only, with participation from the public.

Mr. Holec said they could proceed however they wanted; however, he said they were not precluded from voting on the issues tonight. He said if they wait until the next meeting to vote on the items, they would not be required to open the items back up for public comment; however they could if they wanted to.

Mr. Tozer asked if another area was brought up for consideration during the public comment period if they need to vote on it tonight to get it included in the process.

Mr. Holec said they would because those would be new issues and in order to get them in the process they would need to vote on them.

Mr. Lehman asked if it would be okay for the board to decide that after they closed the public hearing.

Mr. Holec said it would.

Mr. Parker asked if the alternates would be included in the vote to decide whether or not to vote.

Mr. Holec said they would not.

Mr. Parker said Mr. Thomas was going to recuse himself on one of the issues and asked if he would be allowed to vote on whether or not the item should be voted on tonight.

Mr. Holec said once he has been recused, he will not be able to vote.

Mr. Thomas said of the three items being presented, the footprint for one of the items seemed to be very different than what was discussed at the last meeting. He said he wanted to know who asked for the change and on what grounds.

Mr. Lehman said they would discuss that item as it came up in the agenda.

Overview of Horizons Plan Review

Mr. Wisemiller gave a quick recap on the report and its contents. He said the format for the report starts with an Introduction/How to Use Guide followed by some background on the Comprehensive Plan. He said there were four main review/analysis sections: Implementation Review; Planning for Growth & Development; Review of Requests to Change FLUPM; and Review of Rezoning Activity. He said there were some text amendment recommendations from staff followed by new recommended planning initiatives.

Future Land Use Plan Map (FLUPM) Consideration, continued from November 17, 2009 meeting – Staff presentation and public comment period.

Mr. Wisemiller said the FLUPM is not a static blueprint. He said deviating from the plan should require an argument as convincing as the one in the plan and be shown as a possibility but not necessarily easy. FLUPM amendments should be consistent with *Horizons* Plan vision and policy framework and take into consideration focus area and transportation corridors maps, transportation & other applicable plans. The amendment process includes a public hearing process where the Planning & Zoning Commission makes recommendations and City Council takes final action on the items. He said adopting or changing the map does not directly alter zoning for any property; however, future changes to the zoning map are intended to be consistent with uses shown on the Future Land Use Plan Map. Criteria for amending the FLUPM include: Is the amendment compatible or incompatible with comprehensive plan intent and objectives based on uniformity, functionality, mobility/connectivity, efficiency, integration; Have the conditions changed, and if so, were the changed conditions previously anticipated at time of plan adoption; Does location of proposed classification(s) support the intent and objective of the comprehensive plan; Would resulting anticipated land use be properly located; Is it anticipated to cause undue negative impacts; Is it a desirable and sustainable land use pattern? Mr. Wisemiller said there are three areas of interest that they are looking at tonight. These items were not in the draft CP review report. These are areas that property owners asked the commission to consider changing on the FLUPM as part of the CP review process at the November 2009 P&Z meeting. He said they are not parcel or individual site-specific and staff will present a primary area and a secondary area that would probably be impacted by a change to the primary area.

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

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

Mr. Ramey said Dickinson Avenue has needed resurfacing for years and asked why it hasn’t been resurfaced.

Mr. Wisemiller said he would have to look into that. He said the property is located just outside of Vision Area E. Dickinson Avenue Ext. is designated as a gateway corridor. The future SW bypass is also designated as a gateway corridor and the Future Land Use Plan Map recommends OIMF (Office/Institutional/Multi-family) for both the primary & secondary areas.

Mr. Randall asked if the secondary area should include the areas to the west as well, where it appears the bypass would be coming through.

Mr. Wisemiller said that was something they could consider. He said once the property owner asked staff to look at that area they saw other areas that shared similar characteristics that would be impacted by the changes. He said the total area was in the ballpark of what the comprehensive plan had considered for where the bypass was going. He said to add more commercial to the west could create multiple focus areas and deviate more from the plan.

Mr. Randall said if they felt like it should be included in the next five years, should they consider doing the entire area now, rather than spot zoning each parcel.

Mr. Wisemiller said part of the rationale for how the additional areas were selected -was that, -on the other (west) side of the planned 264 Bypass, there are residential areas that might be impacted by development of commercial in that vicinity, whereas the primary and additional areas that are being considered at present are not adjacent to any existing residential neighborhoods.

Mr. Lehman opened the public hearing.

Mr. Mike Baldwin of Baldwin Designs spoke in favor of the request. He said he represented the owners of parcel 13788, Kathryn Vincent and Daphne Richardson. He said this property is immediately contiguous to the City’s current ETJ and contains about ½ mile of commercial between it and Frog Level Road. He said the property is located on a major thoroughfare and the new plans that show the southwest corridor show this road being a divided road with a grassed median in the middle. The property is only .25 miles from where the interchange will take place. He said because the property is within close proximity to an intersection it creates an intermediate focus area. Mr. Baldwin said the property is bounded on the west by a new water tower that is under construction and on the east by a commercial facility that is currently vacant. He said they have located approximately one acre of wetlands on the property. He said they would be able to serve the property

with sanitary sewer through Barrington Fields subdivision. The property is currently in Bell Arthur's water district; however, they only have a six inch main in front of the property and that may not be adequate to meet fire flow demands. If that is the case, there could be a request to bring the area into GUC's service area. Mr. Baldwin said he had met with Jimmy Evans, who owns property to the south, and he supports the request. He said he had also met with staff who agreed that due to the changing locations, OIMF was no longer appropriate. He said as far as the floodplain issue goes, this was some of the highest land in the county and in no flood zone areas. Mr. Baldwin said he had met with DOT about servicing the new road after it's built and has a plan of action in place.

Ms. Betty Mabery of Mabery Lane said she had a question about the request. She said on the map she received in the mail the additional area was shown going right through her property. She said the map being shown tonight is different and asked why there is a difference.

Mr. Wisemiller said in the map that was mailed the additional area was more generalized at that point. He said staff had looked at the area a little closer since then and the bypass, even though some of the area that was eliminated wouldn't be in the right-of-way, it didn't seem like it would be feasible for commercial construction.

Ms. Mabery asked if her property would still be affected.

Mr. Wisemiller said the dotted areas were not intended to be exact boundaries.

Mr. Randall asked Mr. Wisemiller to show Ms. Mabery the anticipated area of the southwest bypass.

Mr. Wisemiller showed where the anticipated bypass would go on the map.

Mr. Randall said it was basically right through her house.

Mr. Hamilton reminded everyone that these maps were not dimensionally specific. He said they do not represent a specific line from commercial to residential to office and so forth. He asked Ms. Mabery if she was interested in staying residential or if she was interested in commercial development.

Mr. Mabery said they were interested in commercial.

Mr. Hamilton said the maps in the plan are sufficient to include their property. He said whether or not their property should be rezoned to commercial would be decided at a different stage. He told Ms. Mabery she was still in the county's jurisdiction.

Mr. Randall asked if their property would eventually be taken by the state for the bypass.

Mr. Hamilton said that was potentially correct. He said if the commission chose to change the primary and secondary areas to commercial it would involve all of the frontage of Dickinson Avenue

that is to the east extending west to the right-of-way area of the proposed southwest bypass and north and south to some depth that they deem appropriate at the rezoning stage.

No one else spoke in favor or opposition to the request.

Mr. Ramey suggested they delay the voting until the next meeting.

Mr. Bell asked if they voted on it tonight if it would just put it in position to be brought back to the commission at a later date.

Mr. Holec said if the commission decided to vote and make this recommendation it would become part of the amended comprehensive plan with the LUPM and at the end of the entire process there would be a public hearing and the commission would make a decision on whether or not to recommend the entire plan to City Council.

Mr. Randall said the southwest bypass was unforeseen in this area. He said extending the commercial down Dickinson Avenue to this area was logical and asked if they really needed to rehash the issue in another meeting or go ahead and get it out of the way.

Motion was made by Mr. Randall, seconded by Mr. Bell to vote on the item at this time.

Mr. Wisemiller said in the opinion of staff, the provision of additional commercial designation(s) in the subject area would be compatible with the general intent of the comprehensive plan, given changing circumstances since 2004, therefore change is warranted.

Motion carried unanimously.

Motion was made by Mr. Bell, seconded by Mr. Tozer to approve the request. Motion carried unanimously.

Mr. Hamilton said they need to specify the primary and secondary areas.

Motion was made by Mr. Bell, seconded by Mr. Thomas to approve both the primary and secondary areas. Motion carried unanimously.

Area 2: Highway 33 (Tenth Street Extension)

Mr. Lehman stated Mr. Thomas would like to be recused from voting on this item. Motion was made by Mr. Bell, seconded by Mr. Gordon to recuse Mr. Thomas from voting on this item. Motion carried unanimously. Mr. Holec stated Mr. Parker would vote in Mr. Thomas's place on this item.

Mr. Wisemiller stated the primary area is located on the north side of Tenth Street and includes the intersection of Tenth Street and Moses Drive. He said the property was zoned RA-20 at the time of the ETJ extension in 1989. The requested site was rezoned in 2007 to OR and a Land Use Intensity

(LUI) special use permit was approved by the Planning and Zoning Commission in 2008 for Parkland Campus. Mr. Wisemiller said the site plan was withdrawn and no permits have been issued.

He said the proposed area is located in Vision Area C. East Tenth Street is a designated gateway corridor. Mr. Wisemiller said the OIMF corridor was designed to be a transitional use category and the general intent of the *Horizons* Plan for the subject area is for uses to progressively transition toward the river from more high intensity uses to lower intensity uses. He said the focus areas map does not recommend additional intensive commercial activity or other similar trip generators at the subject location and the impact on nearby residential neighborhoods should be considered. Mr. Wisemiller said part of the secondary area was located outside of the city's jurisdiction. He said the existing land uses consists of a mobile home park, some single-family residential, and some vacant lots.

Mr. Bell asked why staff included the extended area.

Mr. Wisemiller said they were trying to look at it as a corridor and staff interpreted that as the primary area. Mr. Hamilton said the primary area is the area that was already zoned O&R that had the multi-family development project approved with single-family in the rear. He said that was the primary area because that was the area the property owner came before the commission in November and proposed for a change to the Land Use Plan. Mr. Hamilton said the area to the east is the area that is directly impacted by what is done in the primary area so staff includes that in the study. He said the properties to the west were owned by the city; therefore that area was not included.

Mr. Mike Baldwin spoke in favor of the proposal. He said he represented the owners of parcels 10412, 30723 and 17290 owned by V Slew, LLC, Reuben Turner and Century Financial Services Group. Mr. Baldwin said the Eastern Pines area has experienced the highest growth of anywhere in Pitt County in the last three to four years. He said high growth dictates a need for commercial zoning and this request would blend with the commercial zoning across the street. He said the property was located close to two major thoroughfares, being Portertown Road and NC Highway 33. Mr. Baldwin said NC 33 was a five lane road and currently not even close to its capacity levels. He said there was multi-family to the north that would create transitional zoning. Mr. Baldwin said V Slew LLC, in a co-op with Greenville Utilities and the City of Greenville, has installed a lift station to serve this area. He said the additional area added by staff was not desired by the applicant. He felt that area should be for transitional zoning for Rolling Meadows. He felt this area was better suited for a land use change than the rezoning across the street that was just approved for several reasons. One reason is because he didn't believe the tract to the south of the railroad tracks would ever be rezoned multi-family, leaving no transitional zoning. He said they also have better drainage outlets where they wouldn't be impacting Lake Glenwood. He said Mr. Wisemiller said this would have an impact on neighborhood subdivisions. River Hills is located about a thousand feet to the east and Rolling Meadows to the west and he had a hard time understanding how this would be a detriment to residential uses.

Mr. Wisemiller wanted to clarify that staff was not recommending any change for the additional area, just showing that the area would be impacted by the proposed change.

No one else spoke in favor of the request.

Mr. Billy Battles of Lake Glenwood subdivision spoke in opposition to the request. He said to rezone this parcel would not be keeping with the intent of the *Horizons* Plan. He said the *Horizons* Plan mentions that development is not to adversely impact transportation and traffic. Mr. Battles said more commercial property would generate more traffic and activity. He said rezoning more property to commercial does not assure jobs. He said the Horizons Plan speaks of smart growth, which he did not see with this proposal.

Mr. Don Williams spoke in opposition to the request because he was concerned with preserving the value of the park land. Mr. Williams said he had collected 2,600 signatures from residents of the city to protect the park land and keep it from being sold. He said decreasing the value of the park would decrease the value of the property surrounding it. Mr. Williams also said there was no natural barrier between the park and the land being proposed.

Mr. Anthony Knoll of River Hills subdivision spoke in opposition to the request. He said the proposed change would be an incompatible use for the area as stated in the Comprehensive Plan.

Ms. Brenda Highsmith of Simpson spoke in opposition to the request. She said she was not in favor of more commercial in the area because it would bring more traffic and traffic was already bad. She said this would also increase crime in the area and spoke about the traffic accidents that have occurred on Tenth Street in the past couple of years and the fatalities associated with those accidents.

Ms. Mary Ann Montgomery spoke in opposition to the request on behalf of FROGGS (Friends of Greenville Greenways). Ms. Montgomery said that changing the property to commercial because the property across the street was commercial was not a good principal for growth and planning. She said Mr. Baldwin stated Highway 33 was not close to capacity and she felt the idea of filling all of our roads to capacity was a questionable premise. She said a standard for changing the Land Use Plan Map was that the change should be desirable and sustainable, and this was neither. She said she was especially concerned with development being friendly and accessible to bicyclists and pedestrians and this site would be neither.

Mr. Baldwin spoke in favor in rebuttal. He said this proposal would have no impact on Lake Glenwood Subdivision.

Mr. Anthony Knoll spoke in opposition in rebuttal. He said impacts to Lake Glenwood go far beyond the fact that there may be a little more traffic. He said the current zoning was much more pleasant to look at if you are sitting in a city park than would be commercial zoning.

Mr. Lehman called for a vote to see if the commission wanted to vote on this item or continue it to the next meeting.

Motion was made by Mr. Parker, seconded by Mr. Bell to go ahead with the vote. Mr. Randall called for discussion. He said he would like to hear staff's recommendation before voting. Mr. Parker, Mr. Bell and Mr. Tozer voted in favor. Ms. Rich, Mr. Gordon, Ms. Basnight, Mr. Randall and Mr. Ramey voted in opposition to the motion. Motion denied.

Mr. Lehman said they would now hear staff's recommendation.

Mr. Wisemiller said the current conditions of the subject area were anticipated during the 2004 Horizons planning process; therefore, no change is warranted.

Mr. Randall asked if the road was considered a major thoroughfare at that time and if the growth of the Eastern Pines area was anticipated.

Mr. Wisemiller said they did not anticipate a focus area here in the 2004 planning process.

Mr. Randall asked if the property across the street was anticipated in 2004.

Mr. Hamilton said the area across the street that was just rezoned to commercial was shown on the Future Land Use Plan Map as commercial in 2004. He said nothing had changed with respect to the road system. Mr. Hamilton said the Eastern Pines development had been continuous for many years and it would continue to be a high growth residential area.

Mr. Randall asked where the next logical place would be for a commercial node of this type.

Mr. Hamilton said there were still areas to the south that haven't been developed as well as areas towards Lowes that were available. He said staff's opinion in 2004 and today is that there is an adequate amount of commercial development in this corridor.

Mr. Maxwell said his concern was that Portertown Road was referred to as a major thoroughfare; but if you traveled on it you wouldn't get that impression.

Mr. Ramey asked if this would damage the synagogue.

Mr. Wisemiller said commercial zoning in the proposed area would definitely have an impact on the synagogue.

Mr. Lehman asked Mr. Wisemiller to compare the opportunities the landowner would have for commercial verses O&I.

Mr. Wisemiller said if the land use plan were changed for the area from OIMF to commercial and was rezoned to commercial, depending on what type of commercial, it could be used for the full range of commercial uses and everything below that. He said if the property were zoned OR you could have office space and possibly multi-family and everything below that.

Mr. Lehman called for a motion.

Mr. Holec said the motion to vote tonight was already denied and that someone who voted in opposition to that motion would have to make a motion to reconsider it. He said if no action was taken, it would go to the next meeting.

Motion was made by Mr. Gordon to reconsider the motion to vote on the item tonight. With no second, the motion dies and the item is continued to the next meeting.

Area 3: Evans Street

Mr. Wisemiller said the primary area contains approximately 2.6 acres on the west side of Evans Street, in the Lakewood Pines neighborhood area, which includes Lakewood Pines subdivision, Sherwood Acres subdivision and other adjacent lots located across from the intersection of Evans Street and Kirkland Drive. The area has historically been zoned medium density residential. He said the subject site is located in Vision Area G of the Comprehensive Plan. Evans Street is designated as a connector corridor and the FLUPM recommends medium density residential (MDR) along the western right-of-way of Evans Street. He said the existing land use is single-family and in the vicinity of some multi-family. Mr. Wisemiller said no traffic report was generated because the site wasn't determined and they would need more specific dimensions; however, the property is located along a major thoroughfare. He said the floodplain map shows the floodplain running through the primary site and close to the area.

Mr. Lehman asked if this neighborhood was on the list of neighborhoods for neighborhood preservation.

Mr. Hamilton said it had been single family for many years. He said this was not included in any neighborhood plan done to date and was not part of the neighborhood task force rezoning processes. He said in the back of the neighborhood, the rear portion of the lots fronting Pineview Drive, were included in the task force rezoning; but that was to rezone the back portion of the lots with the front, which were already rezoned single-family.

Mr. Ramey said this rezoning would hurt people.

Mr. Hamilton said this was not a staff request. He said the property owner of the primary site appeared before the commission in November and suggested that OIMF would be more appropriate in this corridor. He said staff has studied the request and would present their recommendation at the commission's request.

Mr. Parker asked if Mr. Thomas was now able to vote.

Mr. Holec said he was only excused for the one item and he was now able to vote.

Mr. Bell asked to see the picture of the primary area.

Mr. Randall said this was the one that they had received an email about (see below).

From: Stephen Brody [mailto:stephencbrody@yahoo.com]
Sent: Tuesday, February 02, 2010 11:55 AM
To: Harry Hamilton
Subject: Planning & Zoning Workshop 2/3/10

Dear Mr. Hamilton

My name is Stephen Brody, I own a house at 2404 Evans Street that is being considered as part of the 5 year Horizons plan, and I will not be able to attend the meeting tomorrow night. I am committed to teaching a class in Raleigh, and in all likelihood will not be able to get back to Greenville in time to speak on behalf of my property.

I would like to submit this letter to be entered into the minutes for the meeting, distributed to the members of the committee, and if possible read out loud.

My home is designated in the "Primary Area" on Evans Street that is being considered. I feel that the property has it's highest and best use as a professional office location. It has been proven throughout town that professional offices on 5 lane roads have in fact helped to buffer adjacent neighborhoods from traffic and undesirable activities.

Additionally, in looking at my property, it is extremely well buffered from the Lakewood Pines neighborhood by a creek and a large hillside. As for buffering on each side, one side has an empty lot that I own, and on the other side is a large stand of old trees and vegetation.

The property has been serving as a rental property. The rent that the property has been able to demand has been dropping due to the increasing traffic on the road. Additionally, I worry that tenants of the house with children face an increased risk for accidents due to the proximity to the 5 lane road.

The house which was built in 1962 is approaching it's 50th birthday, and while it is not an historic house it is a home that speaks and reflects the history of Greenville. I feel the historic tone to the property can best be preserved by retrofitting the interior of the house for the needs of a small professional office, while at the same time maintaining the facade in it's original state.

Thank you for accepting this letter and passing it on to the members of the Planning & Zoning Board.

Respectfully from a 30 year citizen of Greenville

Stephen C. Brody

252-321-0362

Mr. Wisemiller said that was correct. He said Mr. Brody had sent the email because he was unable to make it to the meeting.

Mr. Lehman opened the public hearing and asked for those in favor to come forward.

Ms. Jackie Leonard spoke in favor of the request. She said she was a property owner on Evans Street and also a licensed NC Real Estate Agent. She said most of the houses located on Evans Street are at the end stage of their functional and economic life. She said the thoroughfare was a major contributor to that and Evans Street is a liability and detriment to the properties as they exist as purely residential; however, if they were to become office/residential, the thoroughfare would become an asset to the property and increase the value of the property. She felt rezoning would add to the highest and best use of the property. She said rezoning would offer some transitional zoning to the area as well.

Mr. Thomas asked how many of the properties were rentals verses owner occupied dwellings.

Ms. Leonard said there were several rental properties in the area but did not know an exact number.

Mr. Wisemiller showed the map with that information to the board.

Ms. Alice Askew of Brentwood subdivision spoke in favor of the request. Ms. Askew said she was in favor of office buildings and residential for the area but not apartments. She felt the property across the street should be changed as well.

Mr. Wisemiller said they looked at the area across the street as a separate issue because of different circumstances.

Mr. Roy Beck spoke in opposition to the request. Mr. Beck said he lived next door to the property in question. He said the property being considered contained three lots, not one and he is not against the house lot being reclassified; however there are two other lots there. He said flooding was a major problem for this property.

Mr. Wisemiller said the property is all under the same ownership and the owner asked staff to look at this area.

Ms. Mary Crozier, president of the Lakewood Pines Neighborhood Association, spoke in opposition to the request. She said she had received a letter two weeks ago telling them about the request. She presented a list of 95 signatures of persons in opposition to this request to the board. Ms. Crozier said there were people in opposition to the request present this evening from the Lakewood Pines, Brentwood, and Sherwood subdivisions.

Ms. Beth Ward, of 112 Lakewood Drive, spoke in opposition to the request. She said their Homeowners Association has been on file at the courthouse since 1946 along with the covenants and restrictions. She said all of the lots in the subdivision are designated as residential. She said the area under consideration is part of Lakewood Pines. She said part of the covenants is that no lot can be subdivided or transferred as a single lot. Ms. Ward said development over the years has caused more problems with flooding for their neighborhood.

Ms. Betsy Leech of 218 Pineview Drive spoke in opposition to the request. Ms. Leech said the restrictive covenants of the neighborhood say all lots should be single-family dwellings and the lots shall not be divided. She said based on those covenants, the proposed zoning would not be allowable in this area. She said there is a lake located in the subdivision where the people who built the area felt it was important to have a place for a natural wildlife habitat. She said the neighborhood was well known for their wonderful trees and flowering shrubs. Ms. Leech said they also have a wetland behind the area with many riparian buffers extending through the neighborhood. She said the Green Mill Run runs north of Lakewood Pines and it would be impacted by any new development in the area for consideration.

Mr. Gary Gilliland of 216 Pineview Drive spoke in opposition to request. He said Mr. Wisemiller said Lakewood Pines was in the area. Mr. Gilliland said actually the lot submitted for review and all the surrounding lots, with the exception of lots in Sherwood Acres, are located within the Lakewood Pines Subdivision and subject to deed restrictions. He said it seemed inconsistent with the objectives of the *Horizon* Plan to put a land use in that is inconsistent with the deed restrictions that have been in place longer than Greenville has had jurisdiction over this land. He said there should be a traffic study on Evans Street before this is finalized.

Ms. Mae Stancill of 110 Lakewood Drive spoke in opposition to the request. Ms. Stancill said she was most concerned with storm water runoff. She said they already have storm water damage in Lakewood Pines and this would just add to that.

Ms. Suzanne Lea of 203 Pineview Drive spoke in opposition to the request. She said the City of Greenville's Historic Preservation Commission has hired a consultant to characterize neighborhoods in the City of Greenville with respect to their historic nature and possibly put them on the register for the National Register for Historic Preservation. She said they would be looking at homes in the older section of Lakewood Pines in the near future. Ms. Lea said Lakewood Pines is the oldest subdivision in Greenville.

Mr. Dennis Mitchell of 101 Kirkland Drive spoke in opposition to the request. He said he lived across the street from the proposed site and felt changing that property would ultimately deteriorate the rest of the residential areas surrounding the property.

Mr. Ray Sobel of 110 Kimberly Drive spoke in opposition to the request. Mr. Sobel asked if there was a need for this type of change. He said it was already difficult to get onto Evans from Kirkland and thought we should be encouraging the “greening” of Greenville and not adding more concrete.

Ms. Brenda Highsmith spoke in opposition to the request. Ms. Highsmith said she resides in Simpson but visited a friend in the Lakewood Pines subdivision on a daily basis. She said it was a beautiful neighborhood and she was concerned with the traffic in the area. She had a letter regarding storm water drainage infrastructure and asked if that would be required before the area is rezoned.

Mr. Wisemiller said there was no rezoning being requested at this time, but that letter had nothing to do with a rezoning.

With no one else to speak in favor or opposition, Mr. Lehman closed the public hearing.

Motion was made by Mr. Bell, seconded by Mr. Ramey to not vote on the issue at this time. Mr. Bell, Ms. Rich and Mr. Ramey voted in favor. Mr. Randall, Ms. Basnight, Mr. Tozer, Mr. Gordon and Mr. Thomas voted in opposition. Motion failed.

Motion was made by Mr. Ramey, seconded by Mr. Randall to deny the request.

Mr. Lehman asked for staff’s recommendation.

Mr. Wisemiller said in the opinion of staff, the current conditions of the subject area were anticipated during the 2004 *Horizons* planning process; therefore, no change is warranted.

In the opinion of staff, the current conditions of the subject area were anticipated during the 2004 *Horizons* planning process; therefore, no change is warranted.

Motion carried unanimously.

Recommended *Horizons* Plan Text Amendments

Mr. Wisemiller said there was a recommendation to put consideration criteria for rezoning requests and requests for changes to the FLUPM in the plan. He said the Planned Unit Development Ordinance/Master Planned Community item has been completed and moved to the Implementation section of the draft report. Mr. Wisemiller said the City Manager’s office has recommended adding a Sidewalk Improvement Plan and Policies. He said the recommended amendment, if adopted, would go into the *Horizons* Plan in the Plan Elements section, Mobility Policy Statement and state the following: “The City of Greenville will adopt a comprehensive Sidewalk Improvement Plan and associated sidewalk improvement policies and ordinances to ensure that sidewalks are, pursuant to

such a plan, provided for and/or constructed at the time of street extension and individual site/lot development.” Mr. Wisemiller said the commission did not need to vote on these items at this time. He said the commission could recommend any changes to these amendments or add additional ones at this time.

Mr. Randall asked if there was a sidewalk plan already in place.

Mr. Hamilton said sidewalks are required pursuant to the subdivision regulations to be installed at the time of new street construction. He said limited roads, cul-de-sacs and short loop roads are exempt from that requirement. He said sometimes a developer might build a sidewalk if there are other sidewalks in the area. He said the city, as well as the state, has a sidewalk improvement program for building sidewalks on high volume streets. He said the city currently does not have a sidewalk improvement plan that is adopted in the same sense as the thoroughfare plan where they know where all the future sidewalks will be.

Public and Commission comment period and requests for changes and/or additions to the Plan

Mr. Wisemiller said this is a time for open discussion on any portion of the current *Horizons* plan or draft report, including the Future Land Use Plan Map and other maps and an opportunity for new requests. He said the Commission’s adopted public comment policy will apply. Public comments will be recorded and at the conclusion of the public comment period, any requests for changes or additions to the *Horizons* Plan or the FLUPM will be listed and the Commission will then vote to determine whether to consider each respective request at a future public meeting, whether it is a regular meeting or another workshop.

Mr. Lehman opened the public hearing.

Mr. Gary Gilliland said because this is a work in progress, staff should make it easier for the public to track changes to the plan by the date the change was made.

Ms. Betsy Leech had a question about the differences in the maps presented for the area of interest concerning Lakewood Pines. She said the conservation open space area that provides an important buffer for their neighborhood was missing from the “after” map. She said there was also a more intensive level of commercial being concentrated on that map. She wanted to be sure that the areas of conservation open space would not be changed to Office/Institutional Multi-family and that they would not be built upon. She also said she would not like to see more commercial development on Arlington around the Rose High School area.

Mr. Jim Ward asked the board to consider changing the area located at the intersection of Greenville Boulevard and 14th Street to commercial. He said three of the four corners of the intersection are already zoned commercial. Mr. Ward said he had already cleared three lots at the intersection because the houses weren’t rentable. He said there is a significant presence of rented homes, vacant homes and homes for sale in the adjacent Hardee Circle area.

Mr. Parker said this was a sensitive area, like Evans Street, and stated for the record that his parents reside on Hardee Circle.

Mr. Ward said he intended to meet with the residents in the area to discuss this matter. He said there was only one single-family residence contiguous to the property and they would speak in favor of this request.

Mr. Wisemiller asked how far Mr. Ward would want to go once it was time to request a rezoning.

Mr. Ward said he would like for staff to study the area from the intersection through parcel 23076. He said he would only be asking for the first five parcels as the primary area.

Mr. Hamilton said the secondary area would probably extend down to the next intersection, which is Adams Boulevard.

Mr. Rocky Russell, developer, spoke about the deterioration of the student housing facilities in the area. He said he had spoken with several of the property managers and was told they were experiencing between forty to fifty percent vacancies and attributed that to the explosion of these types of facilities permeating Greenville. He said when R6 zoning was created, no one envisioned this happening and he asked the board to consider being more selective when locating these types of facilities to lessen the effects of deterioration on them.

Mr. Parker asked Mr. Russell if he was asking for an occupancy ordinance.

Mr. Russell said he was just suggesting a different zoning that would allow student housing complexes because there is getting to be too many in certain areas of the city.

Mr. Hamilton said the student housing units that Mr. Russell was referring too are subject to special use permit approval of the commission, which gives them the ability to control the location of student housing within the zones where it is an option.

Mr. Jim Hoff asked the board to consider a change to the FLUPM for the area located south of Old Pactolus Road near Santee Mobile Home Park from residential to commercial. He said property to the west is already zoned commercial and property to the east is industrial. He said part of the property is in a flood hazard area; therefore, not suitable for residential zoning.

With no one else to speak, Mr. Lehman closed the public hearing.

Mr. Wisemiller said there were two requests to change the FLUPM. He said there was a request for the public to be able to see changes made to the draft plan and the FLUPM. He said there was also a request to look at some areas around the Lakewood Pines subdivision, but did not hear a specific request for a change to the plan.

Ms. Leech she objected to a conservation easement being zoned Office/Institutional/Multi-family because it is more likely that it will be developed. She said there was also an area on Arlington Boulevard marked commercial and she didn't feel there should be any more intensive uses in that area.

Mr. Wisemiller said the FLUPM was not intended to be boundary specific. He said those factors would be taken into consideration during the rezoning process.

Mr. Hamilton said of the two maps she is referring to, one is the FLUPM which does have areas that are shown as conservation open space. He said they were not easements, but areas with certain environmental characteristics such as stream systems, wetlands, or as a buffer between areas with high impact uses and areas with low impact uses. He said the other map she is referring to, where those areas no longer appear, is the zoning map. Mr. Hamilton said the entire city, including the areas underneath the green areas are zoned something and when requests for rezoning are submitted, staff knows by the green areas to have a separation of use of some type. He asked Ms. Leech for clarification on the other area she was speaking of.

Ms. Leech said she did not want more intensive commercial development around the school on Arlington Boulevard.

Mr. Hamilton asked if there was a specific location she was speaking of.

Ms. Leech said right in front of University Suites apartments.

Mr. Hamilton said that area was currently zoned that way and changing the land use plan would not do away with that zoning.

Ms. Leech said she would like to consider changing the zoning for that area.

He said the area she is referring to is already recommended in the land use plan for OIMF, which is what she is requesting, but it is currently zoned Commercial so the land use plan does not need to be amended. He said the property owner or the commission would need to initiate the rezoning of the property.

Mr. Wisemiller said Mr. Jim Ward and Mr. Jim Hoff had requested a change to the FLUPM. He said Mr. Rocky Russell made a suggestion that the approval of student housing be looked at more closely.

Mr. Lehman said he would like to take each item and vote on it separately.

Mr. Wisemiller said the first item was a request by Gary Gilliland to make it easier for the public to track changes to the draft plan and FLUPM.

Motion was made by Mr. Ramey, seconded by Mr. Gordon to study this request and bring it back at a later date. Motion carried unanimously.

Mr. Wisemiller said the next item was the request by Mr. Jim Ward for property located at the intersection of Greenville Boulevard and 14th Street.

Motion was made by Mr. Bell, seconded by Mr. Thomas to study this item and bring it back at a later date. Motion carried unanimously.

Mr. Wisemiller said the next item was the request by Mr. Jim Hoff for property located off Old Pactolus Road.

Motion was made by Mr. Ramey, seconded by Mr. Tozer to include this area in the study and bring it back at a later date. Motion carried unanimously.

There being no other business the meeting adjourned at 9:46p.m.

Respectfully submitted,

Merrill Flood
Secretary

**DRAFT OF MINUTES PROPOSED FOR ADOPTION BY THE GREENVILLE
PLANNING AND ZONING COMMISSION**

February 16, 2010

The Greenville Planning and Zoning Commission met on the above date at 6:30 p.m. in the Council Chambers of City Hall.

Mr. Bill Lehman - *
Mr. Bob Ramey - * Mr. Dave Gordon - *
Mr. Tony Parker - * Mr. Tim Randall - X
Mr. Len Tozer - * Mr. Godfrey Bell, Sr. - *
Ms. Shelley Basnight - * Mr. Hap Maxwell - *
Mr. Allen Thomas - * Ms. Linda Rich - *

The members present are denoted by an * and the members absent are denoted by an X.

VOTING MEMBERS: Lehman, Ramey, Gordon, Parker, Tozer, Bell, Basnight, Maxwell, Thomas and Rich

PLANNING STAFF: Chantae Gooby, Planner; Tom Wisemiller, Planner; Harry Hamilton, Chief Planner; and Sarah Radcliff, Secretary

OTHERS PRESENT: Dave Holec, City Attorney; Daryl Vreeland, Transportation Planner; Calvin Mercer, City Council; and Marion Blackburn, City Council

MINUTES: Motion was made by Mr. Ramey, seconded by Mr. Tozer, to accept the January 19, 2010 minutes as presented. Motion carried unanimously.

Mr. Lehman said he would like to add an item to the agenda as item #5 entitled “Reviewing the Rules for Recusal”.

OLD BUSINESS

Future Land Use Plan Map Consideration, Area of Interest #2: Highway 33 (E. 10th street Extension), continued from February 3, 2010 Workshop

Mr. Wisemiller said this item was continued from the February 3rd meeting and the public comment period was closed. He said no additional public comment period is required; however, the commission can allow additional persons to speak pending a motion and vote to reopen the public comment period.

Mr. Lehman said he would like to open discussion to the board members and see if they had any questions for staff.

Mr. Holec reminded the board that Mr. Thomas had requested recusal from voting on this matter so

he would not be participating in discussion on this matter. He said Mr. Maxwell would vote in his place on this matter.

Mr. Ramey said he would like the secondary area in the dotted lines to be removed.

Mr. Lehman asked why he felt it should be removed.

Mr. Ramey said he didn't feel commercial should go down that far.

Mr. Tozer said removing the secondary area would allow for transitional zoning from commercial to residential.

Motion was made by Mr. Ramey, seconded by Mr. Tozer, to approve the request with the secondary area shown within the dotted lines on the map being removed.

Mr. Parker asked for clarification on what was being voted on.

Mr. Lehman said they were voting on approving the request in item 1 with the secondary area removed.

All except Mr. Parker and Mr. Maxwell voted in favor of the request. Motion carried.

The following items were submitted in regards to this request:

DATE: 2-15-10

TO: Harry Hamilton
+ Planning & Zoning
Board Members voting

ORGANIZATION: _____

FAX #: 329-4483

PAGES (Inc. Cover) 1

MESSAGE: See Below
Future Land Use Plan Hwy 33

FROM: Millie H. Wiggins & Johnnie Wiggins
Telephone # (252) 758-3741
Cell # 252-531-2882
FAX # 252-758-3741

To: Planning Board

This is my second fax in support of our land being zoned commercial. With Walmart across the street, we are now in favor of commercial property.

Please consider this request!
Please send to voting Board members for the meeting!

To: Harry Hamilton

Letter of support

to change Future
Land Use Plan - Hwy 33 EBST

From Joyce Hardee McKay

Please share with voting
board Planning & Zoning

My name is Joyce Hardee McRoy and I live in the added on area being considered for being zoned commercial. Continuing East down 10th Street from my home, there is 3 residences and the highway changes to Hwy # 33 and we have around a dozen commercial businesses, another residence and then 2 more commercial businesses all the way to the end of the five lane highway.

Crossing the street going west toward Greenville, we have 3 more commercial businesses, being Dollar General, Pizza Place and Quality Collision, before we reach I. T Hardee Rd.

At I T Hardee Rd the property is already zoned commercial all the way to Portertown Rd, already having many businesses in this area, being a Sheckz, a strip mall, Food Lion, Family Dollar and Hardee Car Shop, and proposed new Wal-Mart.

Going West from my home toward Greenville, is two residences and a commercial building. Beginning at the commercial building is the property in the first area being considered for commercial.

So I will have commercial on both sides and in front of me. In the added area is already a commercial building and 4 residences, on land owned by me, my sister and my brother. We want this land zoned commercial.

As to the water issue, according to my Father and Grandfather, the highway is the area changing the flow of water run off. Water flows in natural slopes from the highway North all the way to Tar River, as was pointed out at the last meeting. Water on the south side of East 10th Street flows to Hardee Creek or the creek running thru Brook Valley. My home is one of the highest elevations in Pitt Co. So this property should never have any flooding problems.

As to the traffic problem, all I can say, you should have been here, when it was Hwy 264 and we had all the trucks traveling down that 2 lane road. When Hwy 264 was moved across the river and made a 4 lane road, it took the big trucks and a lot of vehicle traffic off our highway. Our highway then changed to Hwy # 33.

Now we are a five lane highway and name changed to East 10th Street. When we changed to the five lane highway, we know Greenville would really come out our way. But I'm wondering if anyone could have imagined the number of farms that have been subdivided into homes. The growth in this area is amazing. We need convenient shopping and please we need some restaurants.

Thanks for your consideration,

Joyce Hardee McRoy

Received Monday (2/15/10) from Perry and Ann Turner, owners
Greenville Mobile Estates

RE: Planning & Zoning Meeting
Tuesday, February 16, 2010

Dear Mr. Hamilton:

We are Perry and Ann Turner, owners of Greenville Mobile Estates which is up for review as part of the Horizons Plan Review Process.

We have been involved with this property for 17 years. It has been over 6 years since the Future Land Use Plan was updated in regards to this area. Six years ago, this area of Greenville looked completely different. But with the new Lowe's, Sheetz, and the pending large commercial tract directly across the street from this land, this footprint will never look the same.

We were unable to attend the workshop meeting on February 3rd, but know it was on public access and heard that the opponents to changing the Future Land Use Plan were mostly citizens who will not be directly impacted by any change of this land use. I know this to be true, because if they were directly affected by its current use as a mobile home park, they would gladly see it change into anything else.

We have many options with this land. When sewer comes, one option is to bring sewer to the existing mobile home parks and move in to capacity a total of 120 mobiles homes. That would almost triple our existing rate of tenants, traffic, crime, etc.

However, the obvious use for this land was made apparent when the City Council voted to approve a large commercial center across the street from our property. This is no longer farm land in the country. This is and will continue to be a high growth, commercial area. We have the structure, the road infrastructure, the soon coming traffic signal, the land depth, and all other conditions to support this land to be zoned commercial. Therefore, please consider an obviously needed amendment to the Future Land Use Plan in your Horizons plan review process.

Thank you for your consideration and passing this letter on to anyone involved in the review process and the Planning and Zoning Board members.

Perry and Ann Turner, owners
Greenville Mobile Estates

Received Friday (2/12/10) from Janet S. Thomas
Eastbend Estates Mobile Home Park

Dear City of Greenville Staff and Planning and Zoning Board Members,

My name is Janet Thomas and I am one of the land owners that will be affected by

changes to the Future Land Use Plan Map. We are located directly across from and beside commercial zoned land on 10th Street Extension/Hwy 33.

I was in attendance at the workshop meeting on February 3 and was confused by the fact that Staff does not support the change to this area. The Staff, however, did support the Dickinson Avenue Ext change because of new conditions (the Bypass).

However, our area has the same rationale for needing change. Our glaring new conditions are:

- 1) Large Commercial Development directly across the street. A potential Wal-Mart is obviously a new condition.
- 2) Flooding restricts further commercial development on the current commercial/Food Lion side. One of the largest objections to a commercial development is the storm water drainage/flooding. Our side of the road runs downward towards the Tar River. No complaints there.
- 3) Staff is supposed to 'redo' or update the Future Land Use Plan no greater than 5 years. To my knowledge, it has been over 6 years. There have been considerable changes to this area over the past 6 years. (the Food Lion Shopping Center was just built in 2003) This plan is not set in stone. That is why we have a Planning Board who will ensure that this process is being orchestrated correctly and in compliance.

It may be hard for anyone to vision our land as commercial, however we currently have many options that would significantly impact this area. Specifically, Eastbend Estates Mobile Home Park is located beside the Veterinary Clinic on Hwy 33/10th Street Extension.

1,272 tenants vs Commercial:

2 years ago, we had this land rezoned and annexed by a potential buyer "Parkland Development" out of Florida. They were approved a 384 UNIT apartment complex (*72 two bedroom units, 120 three bedroom units and 192 four bedroom units*) complete with pool and social areas similar to the massive student housing you see around town. 1,272 tenants would create a significant increase in traffic count, noise, trash, "light pollution", etc. A commercial development would be more beneficial for area land owners, since the businesses would have operating and closing hours opposed to a student housing dev which is 24 hours/7 days week. A commercial development would also create jobs and a higher tax base for the City.

This area is no longer rural residential. The footprint of this area will shift dramatically over the next 12 months including the potential addition of another stoplight to accommodate Wal Mart. We can grow smart or sprawl. But either way, the Planning and Zoning Commission has already identified the area as a "high growth area" which is why the commercial areas should be grouped together & not spread further down Hwy 33.

The pros and cons can debate all day, however the Planning & Zoning Board is charged with making a decision based solely on 'Are there new conditions that would

warrant a change to the Future Land Use Plan Map' and that answer is **YES!**

Thank you for your consideration to change the Future Land Use Plan Map and include this area as commercial. Please pass this letter along to staff involved in this process and the Planning & Zoning Board Members.

Sincerely,

Janet S. Thomas
Eastbend Estates Mobile Home Park

Congregation Bayt Shalom
PO Box 2713
Greenville, NC 27858

February 16, 2010

To Whom It May Concern:

I currently serve as President of the Board of Directors of Congregation Bayt Shalom. Our property, 4351 East 10th Street on Highway 33 East, is adjacent to the parcel owned by V-SLEW. The owners of the adjacent property are requesting to change the zoning of their property to commercial.

Over the last 4 years the owners of the adjacent parcel have met with our Congregations' leadership numerous times to address any concerns we might have about rezoning. Any and all concerns of ours have been addressed to our satisfaction. We believe the owners have proceeded in good faith in consideration of our concerns and in making concessions that will result in rezoning having no negative impact on our Congregation.

As such, the Senior Leadership of Congregation Bayt Shalom supports V-SLEW's request to rezone their parcel of land to commercial.

Respectfully,



Michael Barondes
President, Congregation Bayt Shalom

Analysis of Existing and Potential Commercial on East 10th Street

**Community Development Department, Planning Division
February 16, 2010**

This build-out analysis is for existing and potential commercial at the intersection of East 10th Street and Greenville Boulevard (east side) to the intersection of East 10th Street and Portertown Road.

Below is a break-out of the existing commercially-zoned and anticipated property. This analysis of the three (3) focus areas, in the subject area, provides the existing building areas (structures) of existing development, and anticipated (potential) building area of future development on existing commercial zoned parcels and additional commercial zoning based on Future Land Use Plan Map recommendations and intended size of focus area. The anticipated (potential) building area is based on a standard calculation of 22% of the net acreage of non-residential zoned parcels.

Community Focus Area at Greenville Boulevard (east of Greenville Boulevard only)

Site	Acreage	Current Square Footage	Potential Square Footage
Commercially-zoned (developed)	21.75	206,710	0
Commercially-zoned (undeveloped)	9.15	0	87,686
TOTAL	30.9	206,710	87,686

Total combined current and potential square feet: 294,396.

Based on this build-out analysis of the existing commercial zoned area, the current "community focus area" (i) currently contains 206,710 square feet of existing building space, and (ii) has additional land available for 87,686 (potential) square feet of future building space. The total combined (build-out) building space of the existing commercial zoned area, within the subject focus area, is 294,396 square feet of building area.

Staff would not anticipate any additional property to be rezoned to commercial based on Future Land Use Plan Map recommendations and the amount of commercially-zoned property in the focus area.

Intermediate Focus Area at Port Terminal Road

Site	Acreage	Current Square Footage	Potential Square Footage
Commercially-zoned (developed)	24.91	212,826	0
Commercially-zoned (undeveloped)	11.43	0	109,536
Anticipated commercial (NE corner of Port Terminal Road)	12	0	114,998
Cell towers	0.46	0	0
TOTAL	48.8	212,826	224,534

Total combined current and potential square feet: 437,360.

Based on this build-out analysis of the existing commercial zoned area, the current “intermediate designated focus area” (i) currently contains 212,826 square feet of existing building space, (ii) has additional land available for 224,534 (potential) square feet of future building space. A portion of the available land is already zoned commercial (11.43 acres) and staff would anticipate 12 additional acres that could be rezoned to commercial located in the northeast corner of the intersection of East 10th Street and Port Terminal Road. The total combined (build-out) building space of the existing commercial zoned area, within the subject focus area, is 322,362 square feet of building area.

Staff would not anticipate any additional property to be rezoned to commercial based on Future Land Use Plan Map recommendations and the amount of commercially-zoned property in the focus area.

Community Focus Area at Portertown Road

Site	Acreage	Current Square Footage	Potential Square Footage
Commercially-zoned (developed)	45.28	57,402	200,000
Anticipated commercial	13.5	0	129,373
TOTAL	58.78	57,402	329,373

Total combined current and potential square feet: 386,775.

Based on this build-out analysis of the existing commercial zoned area, the current “community focus area” (i) currently contains 57,402 square feet of existing building space, and (ii) has additional land available for 329,373 (potential) square feet of future building space. The total combined (build-out) building space of the existing commercial zoned area, within the subject focus area, is 386,775 square feet of building area.

The Comprehensive Plan designates 4 types of focus area: neighborhood – intermediate – community – regional (each area is described in the context of the City of Greenville). For purposes of focus area description the Comprehensive Plan includes the following in order of largest to smallest. Each focus area includes a general purpose statement, an approximate floor (building) area, and a representative example of a familiar Greenville area development.

Regional

This node is typically located at the crossing of major highways and serves as a major transit destination. The regional node usually occupies a large area of land and serves as a “sub-downtown.” Regional nodes provide a significant concentration of jobs and have a higher intensity of land uses. Large office buildings, motels, and entertainment centers are appropriate here. Approximate floor areas for this type of node are 400,000 plus square feet. An example of a regional focus node in Greenville is the Colonial Mall area.

Community

Although a community node usually contains a major shopping center, the scale would not necessarily be as large or as intense as within a regional node. A community node would have a lower scale of architecture than a regional node. Public transit and pedestrian access are essential in community nodes and focus areas. Approximate floor areas for this type of node are 175,000 to 350,000 square feet. University Commons at Evans Street and Greenville Boulevard represents the size and scale of a typical community node.

Intermediate

The intermediate node contains shopping centers but they are not as large or as intense as a community node. These nodes are typically located on minor thoroughfares; tenants typically include specialty shops. Approximate floor areas are 50,000 to 150,000 square feet. An example of an intermediate node is Stanton Square at Stantonsburg Road and Arlington Boulevard.

Neighborhood

The neighborhood node is only found in neighborhoods and must be able to blend exceptionally well with the residential surroundings in scale and character. Quite often, a neighborhood node may consist of only a neighborhood grocery and possibly a few small specialty shops. Approximate floor areas are less than 40,000 square feet. Examples include the City Market in the Tar River Neighborhood and Fire Tower Crossing on Fire Tower Road.

Summary:

Regional Focus Area definition - 400,000 plus square feet with Colonial Mall (now Greenville Mall) area as a representative example

Total combined build-out of existing zoning and proposed (WRS) 50 acre commercial site located to the north of 10th street - 550,454 square feet of building area

Also for comparison using the representative development example, the Greenville Mall (building and parking area) contains 40.28 acres of land and the entire block, within which the Mall is located, being bound by Greenville Boulevard, Arlington Boulevard, Red Banks Road and Charles Boulevard contains 67.42 total acres, and a number of other separate commercial and office sites – the subject focus area (Hwy 33 - Port Terminal Rd) contains 28 acres of existing commercial zoning and the proposed amendment (addition) to the future land use plan (WRS - 50 acres) would have created nearly 80 total acres of potential commercial development area.

NEW BUSINESS

Rezoning

Ordinance requested by Donnie Eakes to rezone 0.6466 acres located at the southeast corner of the intersection of Airport Road and Old River Road from IU (Unoffensive Industry) to CH (Heavy Commercial)

Ms. Chantae Gooby stated the rezoning is centrally located in the city to the east of Pitt-Greenville Airport and just south of Airport Road. The property is currently zoned IU (Unoffensive Industry) and the requested rezoning is for CH (Heavy Commercial). Ms. Gooby said the property contains two lots consisting of a building with associated parking on one lot and the other being vacant. The area contains a variety of uses. The property is located within the 100-year floodplain associated with the Tar River. There is an intermediate focus area located south of Airport Road between Memorial Drive and Greene Street. Due to the size of the property, no traffic report was generated. Ms. Gooby said there is similar zoning in this area. In staff's opinion, this request is in compliance with Horizon's: Greenville's Community Plan and the Future Land Use Plan Map.

Steve Spruill, Spruill and Associates, spoke in favor of the request on behalf of the applicant.

No one spoke in opposition to the request.

Motion was made by Mr. Ramey, seconded by Mr. Parker to recommend approval of the proposed amendment, to advise that it is consistent with the comprehensive plan and other applicable plans and to adopt the staff report which addresses plan consistency and other matters. Motion carried unanimously.

Text Amendments

Request by Thomas F. Taft, Jr. to amend the zoning regulations to include the use entitled "Hotel, motel, bed and breakfast inn; extended stay lodging" as a special use in the CG (general commercial) district table of uses.

Mr. Harry Hamilton stated that limited stay lodging is for daily or weekly periods not to exceed 30 continuous days. Housekeeping services must be provided on a daily basis and not more than 25% of the units may have kitchen or cooking facilities. Mr. Hamilton stated that limited stay lodging is allowed as a special use in the MS, MO and OR districts and is a permitted use in the MCH, CD, CDF, CG, CH and all INDUSTRIAL districts. He provided a map that illustrated where limited stay lodging facilities may be located throughout the city. Mr. Hamilton said extended stay lodging is for weekly or monthly periods not to exceed 90 continuous days. Housekeeping services must be provided on a daily or weekly basis and all units may have kitchen or cooking facilities. He said extended stay lodging is allowed as a special use in the MS, MO, MCH and all INDUSTRIAL districts and as a permitted use in no district. Mr. Hamilton said most of the extended stay lodging facilities in the city are now located in the medical district. He said if this amendment is approved, extended stay lodging would be a board of adjustment special use option within the additional general commercial districts. In staff's opinion the request is in compliance with Horizon's: Greenville's Community Plan.

Mr. Brian Fagundus of Rivers and Associates spoke in favor of the request on behalf of the applicant.

No one spoke in opposition to the request.

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

OTHER ITEMS OF BUSINESS

Determination of a date for review and consideration of comprehensive plan recommendations concerning additional items from the February 3, 2010 workshop

Mr. Wisemiller said there were two more items presented at the February 3, 2010 workshop to be considered for modification in the Comprehensive Plan. He said staff recommends addressing the items at the regularly scheduled March 16th meeting; however, they could opt to hold another special meeting.

Mr. Bell said he would not like to have another special call meeting. He said he would rather discuss it during the normal meeting time.

Several other members agreed.

Motion was made by Mr. Bell, seconded by Mr. Tozer to discuss the items at the regularly scheduled meeting on March 16, 2010. Motion carried unanimously.

Reviewing the Rules of Recusal

Mr. Dave Holec said the purpose behind these rules is to promote neutrality, objectivity of elected and appointed officials, to promote trust in government, to ensure that public officials are not benefitting personally from the office and to avoid the appearance of impropriety. He said there is a specific state statutory provision which addresses when a member of the Planning and Zoning Commission should be excused from voting. It states that members of appointed boards providing advice to City Council shall not vote on recommendations regarding any zoning map or text amendment where the outcome of the matter being considered is reasonably likely to have a direct substantial and readily identifiable financial impact on the member. Mr. Holec said the commission's Rules of Procedure expound on that and provide in the conflict of interest provisions that it requires that a member vote unless he or she has a conflict. The conflict would be on a matter which involves consideration of the member's own financial interest, official conduct, or an issue on which the member is prohibited from voting because the outcome of the matter being considered is reasonably likely to have a direct substantial and readily identifiable financial impact on the member. Mr. Holec said if it was a family member or friend of the member involved in the issue, that it would not be considered a conflict of interest. He said once a member is excused from voting they are also not allowed to participate in the deliberations by the commission on that item, including involvement in

commission discussion, asking questions to staff or the public or participate in member to member discussion. Mr. Holec said the member does not lose his privileges and rights that he has as a citizen or a property owner. He said the member could come down and address the commission on that matter just as anyone else. He said there is no requirement that the member remove himself from sitting with the other members of the commission.

There being no other business the meeting adjourned at 6:54 p.m.

Respectfully submitted,

Merrill Flood
Secretary



City of Greenville, North Carolina

Meeting Date: 3/16/2010
Time: 6:30 PM

Title of Item: Rezoning ordinance request by Adrian Wike to rezone 5.46 acres located at the northeast corner of the intersection of Belvoir Highway and Sunnybrook Road from RA20 (Residential-Agricultural) and CG (General Commercial) to CH (Heavy Commercial).

Explanation:

Required Notice:

Planning and Zoning Commission meeting notice (property owner(s) and adjoining property owners letters) mailed on March 2, 2010.

On-site sign(s) posted on March 2, 2010.

City Council public hearing notice (property owner(s) and adjoining property owners letters) mailed on - N/A at this time.

Public hearing legal advertisement published on - N/A at this time.

Comprehensive Plan:

The property is located in Vision Area A.

Belvoir Highway is considered a "connector corridor" from it's intersection with North Memorial Drive continuing west. At it's intersection with Sunnybrook Road, it transitions to a residential corridor. Connector corridors are anticipated to contain a variety of uses. Along residential corridors, office, service and retail activities should be specifically restricted to the associated focus area and linear expansion outside of the focus area node should be prohibited.

The Future Land Use Plan Map recommends commercial (C) at the northeast corner of the intersection of Belvoir Highway and Sunnybrook Road with industrial (I) in the interior areas and office/institutional/multi-family along the eastern right-of-way of Sunnybrook Road to act as transitional zoning.

There is a recognized neighborhood commercial focus area at the intersection of Belvoir Highway, Old River Road, and Sunnybrook Road. These nodes typically contain 20,000 - 40,000 square feet of conditioned floor space.

Thoroughfare/Traffic Volume Report Summary (PWD - Engineering Division):

Based on possible uses permitted by the requested rezoning, the proposed rezoning classification could generate 1,797 trips to and from the site on Belvoir Highway (NC 33), which is a net increase of 1,682 additional trips per day.

Based on possible uses permitted by the requested rezoning, the proposed rezoning classification could generate 449 trips to and from the site on Old River Road, which is a net increase of 420 additional trips per day.

During the review process, measures to mitigate the traffic will be determined. These measures may include turn lane modifications on Belvoir Highway (NC 33). Access to the tract from Sunnybrook Road and Belvoir Highway (NC 33) will also be reviewed.

History/Background:

The property was zoned RA20 and CS (general commercial) on the 1976 series rezoning map.

Present Land Use:

Currently, the property is vacant.

Water/Sewer:

Water is located in the right-of-way of Sunnybrook Road. Sanitary sewer is located at the end of Redmond Lane.

Historic Sites:

There are no known effects on designated areas.

Environmental Conditions/Constraints:

The property is located in the 500-year floodplain associated with the Tar River.

Surrounding Land Uses and Zoning:

North: RA20 - farmland
South: RA20 - one (1) single-family residence and one (1) vacant lot
East: RA20/CG - farmland
West: CH - Auto Center

Density Estimates:

The property contains 2 zoning districts.

Under the current zoning (RA20), the property could accommodate 10-15 single-family lots. Under the current zoning (CG), this portion of the property is undevelopable due to its size.

Under the proposed zoning (CH), staff would anticipate the site to accommodate 52,320 square feet of retail space.

Fiscal Note: No cost to the City.

Recommendation: In staff's opinion, the request is in general compliance with Horizons: Greenville's Community Plan and the Future Land Use Plan Map.

"General compliance with the comprehensive plan" should be construed as meaning the requested rezoning is recognized as being located in a transition area and that the requested rezoning (i) is currently contiguous or is reasonably anticipated to be contiguous in the future, to specifically recommended and desirable zoning of like type, character or compatibility, (ii) is complementary with objectives specifically recommended in the Horizons Plan (iii) is not anticipated to create or have an unacceptable impact on adjacent area properties or travel ways, and (iv) preserves the desired urban form. It is recognized that in the absence of more detailed plans, subjective decisions must be made concerning the scale, dimension, configuration, and location of the requested zoning in the particular case. Staff is not recommending approval of the requested zoning; however staff does not have any specific objection to the requested zoning.

Note: In addition to the other criteria, the Planning and Zoning Commission and City Council shall consider the entire range of permitted and special uses for the existing and proposed districts as listed under Title 9, Chapter 4, Article D of the Greenville City Code.

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

Attachments / click to download

- [📄 Location Map](#)
- [📄 Survey](#)
- [📄 Bufferyard and Vegetation Chart](#)
- [📄 Rezoning Case 10_03 Adrian Wike 858194](#)
- [📄 List of Uses RA20 CG to CH 706766](#)

Case No: 10-03

Applicant: Adrian Wike

Property Information

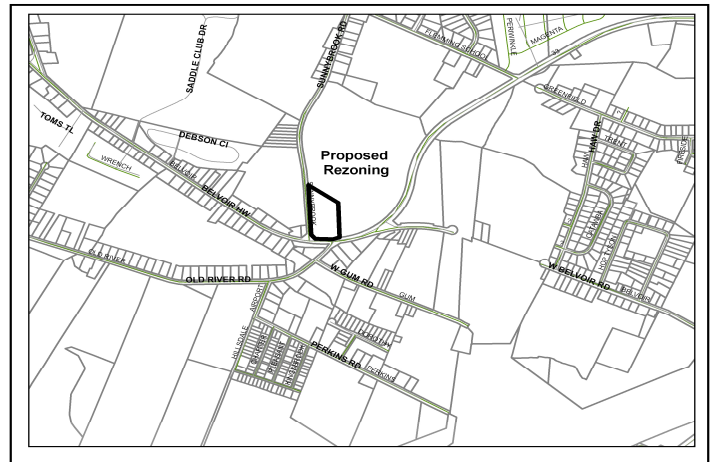
Current Zoning: CG (General Commercial)
RA20 (Residential-Agricultural)

Proposed Zoning: CH (Heavy Commercial)

Current Acreage: 5.46 acres

Location: NC33, Sunnybrook Road, Old River Road

Points of Access: NC 33, Sunnybrook Rd



Location Map

Transportation Background Information

1.) NC 33- State maintained

	<u>Existing Street Section</u>	<u>Ultimate Thoroughfare Street Section</u>
Description/cross section	2-lane	2-lane
Right of way width (ft)	100	100
Speed Limit (mph)	50	50
Current ADT:	8,635 (*) (South of Airport Road)	UltimateDesign ADT: 12,000 vehicles/day (**)
Design ADT:	12,000	
Controlled Access	No	
Thoroughfare Plan Status:	Major Thoroughfare	
Other Information:	There are no sidewalks along NC33 that service this property.	

Notes: (*) 2008 NCDOT count adjusted for a 2% annual growth rate
(**) Traffic volume based an operating Level of Service D for existing geometric conditions
ADT – Average Daily Traffic volume

Transportation Improvement Program Status: No Planned Improvements.

2.) Old River Road- State maintained

	<u>Existing Street Section</u>	<u>Ultimate Thoroughfare Street Section</u>
Description/cross section	2-lane	2-lane
Right of way width (ft)	60	60
Speed Limit (mph)	45	45
Current ADT:	8,635 (*)	Ultimate Design ADT: 12,000 vehicles/day (**)
Design ADT:	12,000	
Controlled Access	No	
Thoroughfare Plan Status:	Minor Thoroughfare	
Other Information:	There are no sidewalks along Old River Road that service this property.	

Notes: (*) 2008 NCDOT count adjusted for a 2% annual growth rate
(**) Traffic volume based an operating Level of Service D for existing geometric conditions
ADT – Average Daily Traffic volume

Transportation Improvement Program Status: No Planned Improvements.

Trips generated by proposed use/change**Current Zoning: 144** -vehicle trips/day (*)**Proposed Zoning: 2,246** -vehicle trips/day (*)**Estimated Net Change: increase of 2102 vehicle trips/day (assumes full-build out)**

(*) - These volumes are estimated and based on an average of the possible uses permitted by the current and proposed zoning.)

Impact on Existing Roads**The overall estimated trips presented above are distributed based on current traffic patterns. The estimated ADTs on NC 33 and Old River Road are as follows:****1.) NC 33, East of Site:****“No build” ADT of 8,635**

Estimated ADT with Proposed Zoning (full build) – 9,758

Estimated ADT with Current Zoning (full build) – 8,707**Net ADT change = 1,051 (11% increase)****2.) NC 33, West of Site:****“No build” ADT of 8,635**

Estimated ADT with Proposed Zoning (full build) – 9,309

Estimated ADT with Current Zoning (full build) – 8,678**Net ADT change = 631 (7% increase)****3.) Old River Road, South of Site:****“No build” ADT of 8,635**

Estimated ADT with Proposed Zoning (full build) – 9,084

Estimated ADT with Current Zoning (full build) – 8,664**Net ADT change = 420 (5% increase)****Staff Findings/Recommendations**

Based on possible uses permitted by the requested rezoning, the proposed rezoning classification could generate 1797 trips to and from the site on NC 33, which is a net increase of 1682 additional trips per day.

Based on possible uses permitted by the requested rezoning, the proposed rezoning classification could generate 449 trips to and from the site on Old River Road, which is a net increase of 420 additional trips per day.

During the review process, measures to mitigate the traffic will be determined. These measures may include turn lane modifications on NC33. Access to the tract from Sunnybrook Rd and NC33 will also be reviewed.

EXISTING ZONING

RA20 (Residential-Agricultural)

Permitted Uses

(1) General:

- a. Accessory use or building
- c. On- premise signs per Article N

(2) Residential:

- a. Single-family dwelling
- f. Residential cluster development per Article M
- k. Family care home (see also section 9-4-103)
- q. Room renting

(3) Home Occupations (see all categories):

*None

(4) Governmental:

- b. City of Greenville municipal government building or use (see also section 9-4-103)

(5) Agricultural/ Mining:

- a. Farming; agriculture, horticulture, forestry (see also section 9-4-103)
- c. Wayside market for farm products produced on site
- e. Kennel (see also section 9-4-103)
- f. Stable; horse only (see also section 9-4-103)
- g. Stable; per definition (see also section 9-4-103)
- h. Animal boarding not otherwise listed; outside facility, as an accessory or principal use

(6) Recreational/ Entertainment:

- f. Public park or recreational facility
- g. Private noncommercial park or recreational facility

(7) Office/ Financial/ Medical:

* None

(8) Services:

- o. Church or place of worship (see also section 9-4-103)

(9) Repair:

* None

(10) Retail Trade:

* None

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

- c. Construction office; temporary, including modular office (see also section 9-4-103)

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None

RA20 (Residential-Agricultural)

Special Uses

(1) General:

* None

(2) Residential:

- b. Two-family attached dwelling (duplex)
- g. Mobile Home
- n. Retirement center or home
- o. Nursing, convalescent center or maternity home; major care facility

(3) Home Occupations (see all categories):

- a. Home occupation; including barber and beauty shops
- c. Home occupation; including manicure, pedicure or facial salon

(4) Governmental:

- a. Public utility building or use

(5) Agricultural/ Mining:

- b. Greenhouse or plant nursery; including accessory sales

(6) Recreational/ Entertainment:

- a. Golf course; regulation
- c.(1). Tennis club; indoor and outdoor facilities

(7) Office/ Financial/ Medical:

* None

(8) Services:

- a. Child day care facilities
- b. Adult day care facilities
- d. Cemetery
- g. School; junior and senior high (see also section 9-4-103)
- h. School; elementary (see also section 9-4-103)
- i. School; kindergarten or nursery (see also section 9-4-103)
- ee. Hospital

(9) Repair:

* None

(10) Retail Trade:

* None

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

* None

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None

CG (General Commercial)

Permitted Uses

(1) General:

- a. Accessory use or building
- b. Internal service facilities
- c. On- premise signs per Article N
- e. Temporary uses; of listed district uses
- f. Retail sales; incidental
- g. Incidental assembly of products sold at retail or wholesale as an accessory to principle use

(2) Residential: * None

(3) Home Occupations (see all categories):

*None

(4) Governmental:

- b. City of Greenville municipal government building or use. (See also section 9-4-103)
- c. County or state government building or use not otherwise listed; excluding outside storage and major or minor repair
- d. Federal government building or use
- g. Liquor store, state ABC

(5) Agricultural/ Mining:

- a. Farming; agriculture, horticulture, forestry (see also section 9-4-103)

(6) Recreational/ Entertainment:

- f. Public park or recreational facility
- h Commercial recreation; indoor only, not otherwise listed
- j. Bowling alleys
- n. Theater; movie or drama, indoor only
- q. Circus, carnival or fair, temporary only (see also section 9-4-103)
- s. Athletic Club; indoor only

(7) Office/ Financial/ Medical:

- a. Office; professional and business, not otherwise listed
- b. Operation/processing center
- d. Bank, savings and loan or other savings or investment institutions
- e. Medical, dental, ophthalmology or similar clinic, not otherwise listed
- g. Catalogue processing center

(8) Services:

- c. Funeral home
- e. Barber or beauty shop
- f. Manicure, pedicure, or facial salon
- k. Business or trade school
- o. Church or place of worship (see also section 9-4-103)
- q. Museum

- r. Art Gallery
- s. Hotel, motel, bed and breakfast inn; limited stay lodging (see also residential quarters for resident manager, supervisor or caretaker and section 9-4-103)
- u. Art studio including art and supply sales
- v. Photography studio including photo and supply sales
- y.(1) Television and/or radio broadcast facilities including receiving and transmission equipment and towers not exceeding 200 feet in height or cellular telephone and wireless communication towers not exceeding 200 feet in height (see also section 9-4-103)
- z. Printing or publishing service including graphic art, map, newspapers, magazines and books
- aa. Catering service including food preparation (see also restaurant; conventional and fast food)
- hh. Exercise and weight loss studio; indoor only
- kk. Launderette; household users
- ll. Dry cleaners; household users
- oo. Clothes alteration or shoe repair shop
- pp. Automobile wash

(9) Repair:

- g. Jewelry, watch, eyewear or other personal item repair

(10) Retail Trade:

- a. Miscellaneous retail sales; non-durable goods, not otherwise listed
- c. Grocery; food or beverage, off premise consumption (see also Wine Shop)
- c.1 Wine shop (see also section 9-4-103)
- d. Pharmacy
- e. Convenience store (see also gasoline sales)
- f. Office and school supply, equipment sales
- g. Fish market; excluding processing or packing
- h. Restaurant; conventional
- i. Restaurant; fast food
- k. Medical supply sales and rental of medically related products
- l. Electric; stereo, radio, computer, television, etc. sales and accessory repair
- m. Appliance; household use, sales and accessory repair, excluding outside storage
- p. Furniture and home furnishing sales not otherwise listed
- q. Floor covering, carpet and wall covering sales
- r. Antique sales; excluding vehicles
- s. Book or card store, news stand
- t. Hobby or craft shop
- u. Pet shop (see also animal boarding; outside facility)
- v. Video or music store; records, tape, compact disk, etc. sales
- w. Florist
- x. Sporting goods sales and rental shop
- y. Auto part sales (see also major and minor repair)
- aa. Pawnbroker
- bb. Lawn and garden supply and household implement sales and accessory sales
- ee. Christmas tree sales lot; temporary only (see also section 9-4-103)

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

- b. Rental of home furniture, appliances or electronics and medically related products (see also (10)k.)
- c. Rental of cloths and accessories; formal wear, etc.

(12) Construction:

- c. Construction office; temporary, including modular office (see also section 9-4-103)
- e. Building supply; lumber and materials sales, plumbing and/or electrical supply excluding outside storage
- f. Hardware store

(13) Transportation:

- c. Taxi or limousine service
- h. Parking lot or structure; principal use

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None

CG (General Commercial)

Special Uses

(1) General:

* None

(2) Residential:

- i. Residential quarters for resident manager, supervisor or caretaker; excluding mobile home

(3) Home Occupations (see all categories):

* None

(4) Governmental:

- a. Public utility building or use

(5) Agricultural/ Mining:

* None

(6) Recreational/ Entertainment:

- d. Game center
- l. Billiard parlor or pool hall
- m. Public or private club
- t. Athletic club; indoor and outdoor facilities

(7) Office/ Financial/ Medical:

- c. Office; customer services, not otherwise listed, including accessory service delivery vehicle parking and indoor storage
- f. Veterinary clinic or animal hospital (see also animal boarding; outside facility, kennel and stable)

(8) Services:

- a. Child day care facilities
- b. Adult day care facilities
- l. Convention center; private

(9) Repair:

- a. Major repair; as an accessory or principal use
- b. Minor repair; as an accessory or principal use

(10) Retail Trade:

- b. Gasoline or automotive fuel sales; accessory or principal use, retail
- j. Restaurant; regulated outdoor activities
- n. Appliances; commercial use, sales and accessory repair, excluding outside storage

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

- d. Rental of automobiles, noncommercial trucks or trailers, recreational vehicles, motorcycles and boats

f. Automobile, truck, recreational vehicle, motorcycle and boat sales and service (see also major and minor repair)

(12) Construction:

* None

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

k. Mini-storage warehouse, household; excluding outside storage

(15) Other Activities (not otherwise listed - all categories):

- a. Other activities; personal services not otherwise listed
- b. Other activities; professional activities not otherwise listed
- c. Other activities; commercial services not otherwise listed
- d. Other activities; retail sales not otherwise listed

PROPOSED ZONING

CH (Heavy Commercial)

Permitted Uses

(1) General:

- a. Accessory use or building
- b. Internal service facilities
- c. On- premise signs per Article N
- d. Off-premise signs per Article N
- e. Temporary uses; of listed district uses
- f. Retail sales; incidental
- g. Incidental assembly of products sold at retail or wholesale as an accessory to principle use

(2) Residential:

* None

(3) Home Occupations (see all categories):

*None

(4) Governmental:

- a. Public utility building or use
- b. City of Greenville municipal government building or use (see also section 9-4-103)
- c. County or state government building or use not otherwise listed; excluding outside storage and major or minor repair
- d. Federal government building or use
- e. County government operation center
- g. Liquor store, state ABC

(5) Agricultural/ Mining:

- a. Farming; agriculture, horticulture, forestry (see also section 9-4-103)
- b. Greenhouse or plant nursery; including accessory sales
- d. Farmers market
- e. Kennel (see also section 9-4-103)
- h. Animal boarding not otherwise listed; outside facility, as an accessory or principal use

(6) Recreational/ Entertainment:

- b. Golf course; par three
- c. Golf driving range
- c.(1). Tennis club; indoor and outdoor facilities
- e. Miniature golf or putt-putt course
- f. Public park or recreational facility
- h. Commercial recreation; indoor only, not otherwise listed
- i. Commercial recreation; indoor and outdoor, not otherwise listed
- j. Bowling alleys
- n. Theater; movie or drama, indoor only
- o. Theater; movie or drama, including outdoor facility
- q. Circus, carnival or fair, temporary only (see also section 9-4-103)
- s. Athletic club; indoor only
- t. Athletic club; indoor and outdoor facility

(7) Office/ Financial/ Medical:

- a. Office; professional and business, not otherwise listed
- b. Operation/processing center
- c. Office; customer service not otherwise listed, including accessory service delivery vehicle parking and indoor storage
- d. Bank, savings and loan or other savings or investment institutions
- e. Medical, dental, ophthalmology or similar clinic, not otherwise listed
- f. Veterinary clinic or animal hospital (see also animal boarding; outside facility, kennel and stable)
- g. Catalogue processing center

(8) Services:

- c. Funeral home
- e. Barber or beauty shop
- f. Manicure, pedicure, or facial salon
- n. Auditorium
- o. Church or place of worship (see also section 9-4-103)
- q. Museum
- r. Art Gallery
- s. Hotel, motel, bed and breakfast inn; limited stay lodging (see also residential quarters for resident manager, supervisor or caretaker and section 9-4-103)
- u. Art studio including art and supply sales
- v. Photography studio including photo and supply sales
- y. Television, and/or radio broadcast facilities including receiving and transmission equipment and towers or cellular telephone and wireless communication towers [unlimited height, except as provided by regulations]
- z. Printing or publishing service including graphic art, map, newspapers, magazines and books
- aa. Catering service including food preparation (see also restaurant; conventional and fast food)
- bb. Civic organization
- cc. Trade or business organization
- hh. Exercise and weight loss studio; indoor only
- kk. Launderette; household users
- ll. Dry cleaners; household users
- mm. Commercial laundries; linen supply
- oo. Clothes alteration or shoe repair shop
- pp. Automobile wash

(9) Repair:

- b. Minor repair; as an accessory or principal use
- c. Upholster; automobile, truck, boat or other vehicle, trailer or van
- d. Upholsterer; furniture
- f. Appliance; household and office equipment repair

g. Jewelry, watch, eyewear or other personal item repair

(10) Retail Trade:

- a. Miscellaneous retail sales; non-durable goods, not otherwise listed
- b. Gasoline or automotive fuel sale; accessory or principal use
- c. Grocery; food or beverage, off premise consumption (see also Wine Shop)
- c.1 Wine shop (see also section 9-4-103)
- d. Pharmacy
- e. Convenience store (see also gasoline sales)
- f. Office and school supply, equipment sales
- g. Fish market; excluding processing or packing
- h. Restaurant; conventional
- i. Restaurant; fast food
- k. Medical supply sales and rental of medically related products
- l. Electric; stereo, radio, computer, television, etc. sales and accessory repair
- m. Appliance; household use, sales and accessory repair, excluding outside storage
- n. Appliance; commercial or industrial use, sales and accessory repair, including outside storage
- p. Furniture and home furnishing sales not otherwise listed
- q. Floor covering, carpet and wall covering sales
- r. Antique sales; excluding vehicles
- s. Book or card store, news stand
- t. Hobby or craft shop
- u. Pet shop (see also animal boarding; outside facility)
- v. Video or music store; records, tape, compact disk, etc. sales
- w. Florist
- x. Sporting goods sales and rental shop
- y. Auto part sales (see also major and minor repair)
- aa. Pawnbroker
- bb. Lawn and garden supply and household implement sales and accessory sales
- cc. Farm supply and commercial implement sales
- ee. Christmas tree sales lot; temporary only (see also section 9-4-103)

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

- a. Wholesale; durable and nondurable goods, not otherwise listed
- b. Rental of home furniture, appliances or electronics and medically related products (see also (10) k.)
- c. Rental of cloths and accessories; formal wear, etc.
- d. Rental of automobile, noncommercial trucks or trailers, recreational vehicles, motorcycles and boats
- e. Rental of tractors and/or trailers, or other commercial or industrial vehicles or machinery
- f. Automobiles, truck, recreational vehicle, motorcycles and boat sales and service (see also major and minor repair)
- g. Mobile home sales including accessory mobile home office

(12) Construction:

- a. Licensed contractor; general, electrical, plumbing, mechanical, etc. excluding outside storage
- c. Construction office; temporary, including modular office (see also section 9-4-103)
- d. Building supply; lumber and materials sales, plumbing and/or electrical supply excluding outside storage
- f. Hardware store

(13) Transportation:

- c. Taxi or limousine service
- e. Parcel delivery service
- f. Ambulance service
- h. Parking lot or structure; principal use

(14) Manufacturing/ Warehousing:

- a. Ice plant and freezer lockers
- b. Dairy; production, storage and shipment facilities
- c. Bakery; production, storage and shipment facilities
- g. Cabinet, woodwork or frame shop; excluding furniture manufacturing or upholster
- h. Engraving; metal, glass or wood
- i. Moving and storage of nonhazardous materials; excluding outside storage
- k. Mini-storage warehouse, household; excluding outside storage
- m. Warehouse; accessory to approved commercial or industrial uses within a district; excluding outside storage
- u. Tire recapping or retreading plant

(15) *Other Activities (not otherwise listed - all categories):** None

CH (Heavy Commercial)
Special Uses

(1) *General:*

* None

(2) *Residential:*

- i. Residential quarters for resident manager, supervisor or caretaker; excluding mobile home
- j. Residential quarters for resident manager, supervisor or caretaker; including mobile home

(3) *Home Occupations (see all categories):*

* None

(4) *Governmental:*

* None

(5) *Agricultural/ Mining:*

* None

(6) *Recreational/ Entertainment:*

- d. Game center
- l. Billiard parlor or pool hall
- m. Public or private club
- r. Adult uses

(7) *Office/ Financial/ Medical:*

* None

(8) *Services:*

- a. Child day care facilities
- b. Adult day care facilities
- l. Convention center; private
- dd. Massage establishment

(9) *Repair:*

- a. Major repair; as an accessory or principal use

(10) *Retail Trade:*

- j. Restaurant; regulated outdoor activities
- n. Appliance; commercial use, sales and accessory repair, excluding outside storage
- z. Flea market

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

* None

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

d. Stone or monument cutting, engraving

j. Moving and storage; including outside storage

l. Warehouse or mini-storage warehouse, commercial or industrial; including outside storage

y. Recycling collection station or facilities

(15) Other Activities (not otherwise listed - all categories):

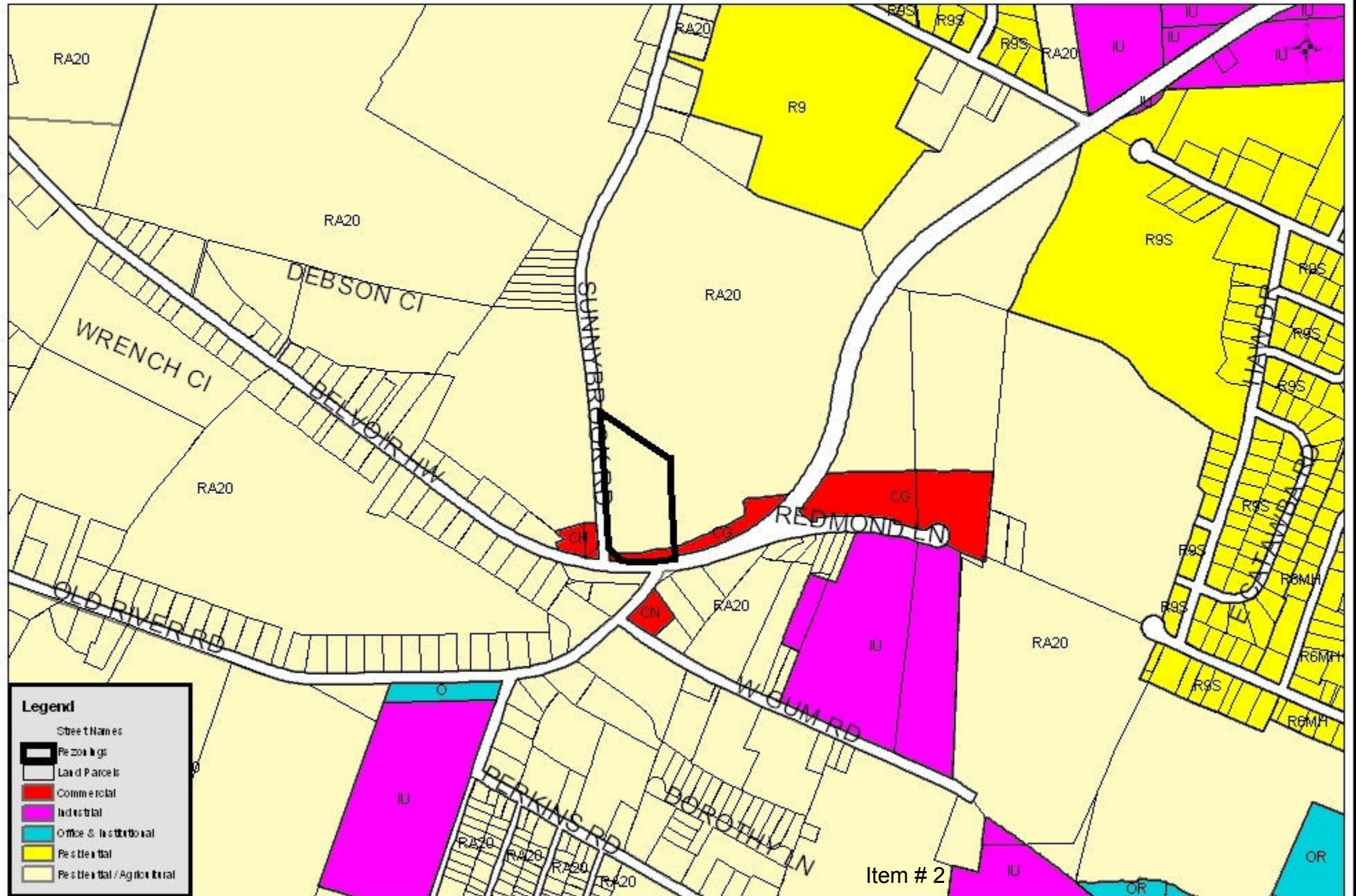
a. Other activities; personal services not otherwise listed

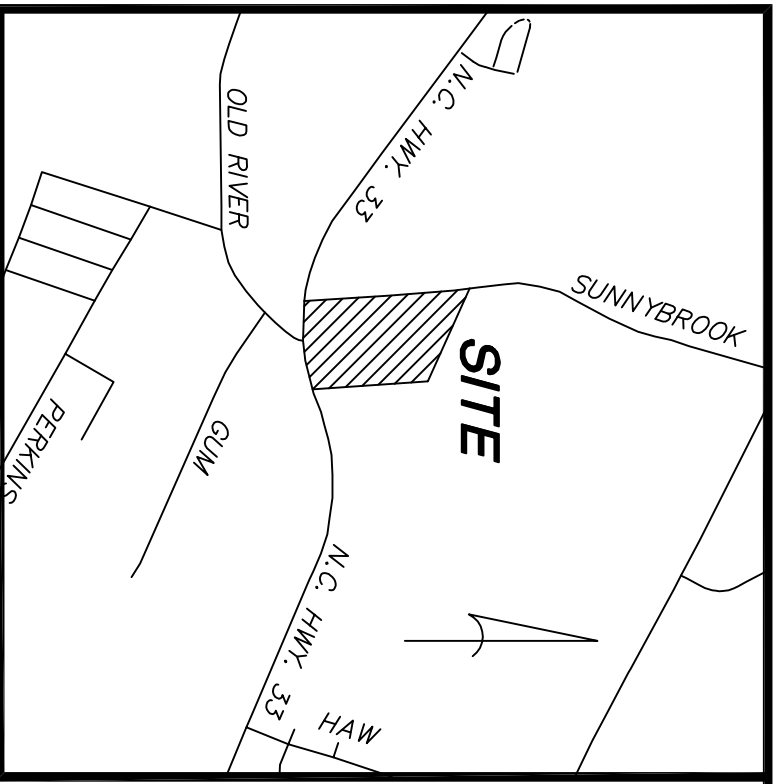
b. Other activities; professional activities not otherwise listed

c. Other activities; commercial services not otherwise listed

d. Other activities; retail sales not otherwise listed

Adrian Wike (10-03)
From: RA20, CG to CH
5.46 acres
February 23, 2010





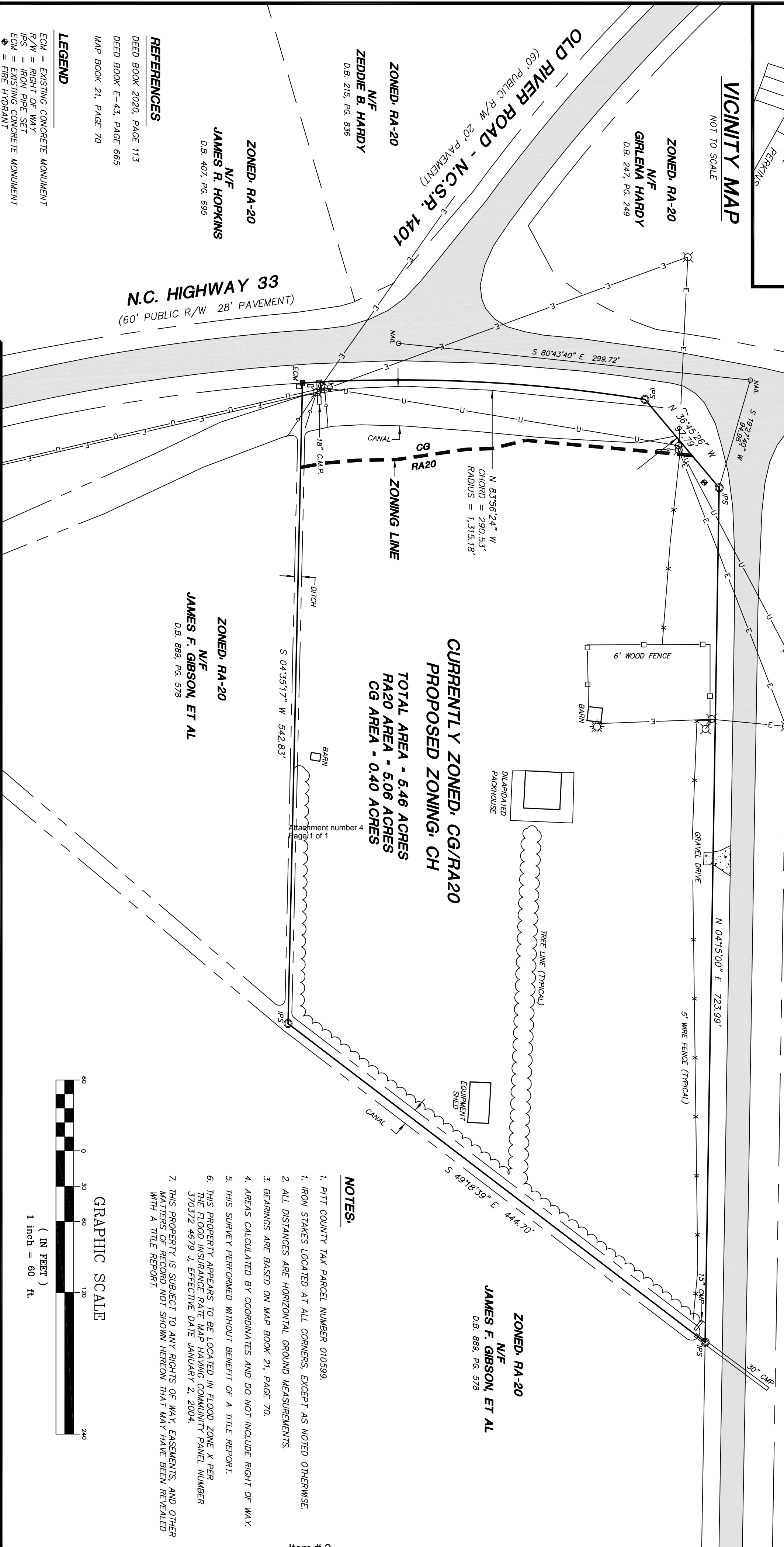
VICINITY MAP
NOT TO SCALE

ZONED, CH
N/F
BOBBY HARDY
D.B. D-41, PG. 570

MAP BOOK 21, PAGE 70

ZONED, RA-20
N/F
ANNIE M. KEITT
D.B. 87, PG. 579

SUNNYBROOK ROAD - N.C.S.R. 1440
(60' PUBLIC R/W 20' PAVEMENT)



ZONED, RA-20
N/F
ZEDDIE B. HARDY
D.B. 215, PG. 838

ZONED, RA-20
N/F
JAMES R. HOPKINS
D.B. 407, PG. 695

ZONED, RA-20
N/F
JAMES F. GIBSON, ET AL
D.B. 889, PG. 578

ZONED, RA-20
N/F
JAMES F. GIBSON, ET AL
D.B. 889, PG. 578

NOTES.

1. PITT COUNTY TAX PARCEL NUMBER 010599.
2. IRON STAKES LOCATED AT ALL CORNERS, EXCEPT AS NOTED OTHERWISE.
3. ALL DISTANCES ARE HORIZONTAL GROUND MEASUREMENTS.
4. BEARINGS ARE BASED ON MAP BOOK 21, PAGE 70.
5. AREAS CALCULATED BY COORDINATES AND DO NOT INCLUDE RIGHT OF WAY.
6. THIS SURVEY PERFORMED WITHOUT BENEFIT OF A TITLE REPORT.
7. THIS PROPERTY APPEARS TO BE LOCATED IN FLOOD ZONE X PER THE FLOOD INSURANCE RATE MAP HAVING COMMUNITY PANEL NUMBER 370372 4679 J EFFECTIVE DATE JANUARY 2, 2004.
8. THIS PROPERTY IS SUBJECT TO ANY RIGHTS OF WAY, EASEMENTS, AND OTHER MATTERS OF RECORD NOT SHOWN HEREON THAT MAY HAVE BEEN REVEALED WITH A TITLE REPORT.



LEGEND

- ECM = EXISTING CONCRETE MONUMENT
- R/W = RIGHT OF WAY
- R/S = IRON PIPE SET
- EGM = EXISTING CONCRETE MONUMENT
- X = FIRE HYDRANT
- ⊕ = POWER POLE
- ⊙ = UTILITY POLE
- ⊙ = LIGHT POLE
- ⊙ = GUY WIRES
- ⊙ = TELEPHONE/FIBER OPTIC BOX
- U- = OVERHEAD UTILITY LINE
- E- = OVERHEAD ELECTRIC LINE

REFERENCES

- DEED BOOK 2020, PAGE 113
- DEED BOOK E-43, PAGE 665
- MAP BOOK 21, PAGE 70

SITE SUMMARY:

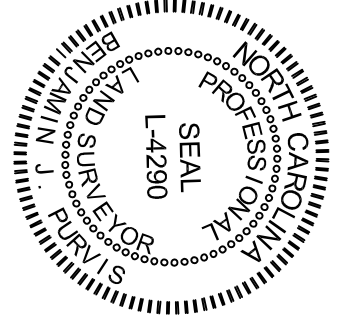
TOTAL AREA 5.46 ACRES

I, OFFICER OF PITT COUNTY, CERTIFY THAT THE MAP OR PLAT TO WHICH THIS CERTIFICATION IS AFFIXED MEETS ALL STATUTORY REQUIREMENTS FOR RECORDING.

REVIEW

REVIEW OFFICER

DATE



I, BENJAMIN J. PURVIS, HEREBY CERTIFY THAT THIS PLAT WAS DRAWN BY ME FROM AN ACTUAL FIELD SURVEY PERFORMED BY ME FROM DEED DESCRIPTIONS RECORDED IN DEED BOOK 2020, PAGE 113. THAT THE BOUNDARIES NOT SURVEYED ARE SHOWN AS BROKEN LINES PLOTTED FROM INFORMATION FOUND IN BOOKS REFERENCED HEREON; THAT THE RATIO OF PRECISION AS CALCULATED BY LATITUDES AND DEPARTURES IS 1:7500+; THAT THIS MAP WAS PREPARED IN ACCORDANCE WITH G.S. 47-30 AS AMENDED; I FURTHER CERTIFY PURSUANT TO G.S. 47-30 (1) OF LAND AND DOES NOT CREATE A NEW STREET OR CHANGE AN EXISTING STREET; WITNESS MY ORIGINAL SIGNATURE, LICENSE NUMBER AND SEAL THIS 2ND DAY OF MARCH, A.D., 2010.

Benjamin J. Purvis
BENJAMIN J. PURVIS, P.L.S.
L-4290

ADRIAN WIKE AND MARY D. OWENS

BEING A 5.46 ACRE PARCEL OF LAND LOCATED AT THE NORTHEAST CORNER OF THE INTERSECTION OF N.C. HWY. 33 AND N.C.S.R. 1440 GREENVILLE TOWNSHIP, PITT COUNTY, NORTH CAROLINA

BENJAMIN J. PURVIS, P.L.S.	
2004 B. EAST 3RD. ST.	
Greenville, N.C. 27858	
(252) 341-5588	
SURVEYED	APPROVED
BJP	BJP
DRAWN	DATE
BJP	01-04-10
CHECKED	SCALE
BJP	1" = 60'

BUFFERYARD SETBACK AND VEGETATION SCREENING CHART

For Illustrative Purposes Only

Bufferyard Requirements: Match proposed land use with adjacent permitted land use or adjacent vacant zone/nonconforming use to determine applicable bufferyard.

PROPOSED LAND USE CLASS (#)	ADJACENT PERMITTED LAND USE CLASS (#)					ADJACENT VACANT ZONE OR NONCONFORMING USE		PUBLIC/PRIVATE STREETS OR R.R.
	Single-Family Residential (1)	Multi-Family Residential (2)	Office/Institutional, light Commercial, Service (3)	Heavy Commercial, Light Industry (4)	Heavy Industrial (5)	Residential (1) - (2)	Non-Residential (3) - (5)	
Multi-Family Development (2)	C	B	B	B	B	C	B	A
Office/Institutional, Light Commercial, Service (3)	D	D	B	B	B	D	B	A
Heavy Commercial, Light Industry (4)	E	E	B	B	B	E	B	A
Heavy Industrial (5)	F	F	B	B	B	F	B	A

Bufferyard A (street yard)

Lot Size	Width	For every 100 linear feet
Less than 25,000 sq.ft.	4'	2 large street trees
25,000 to 175,000 sq.ft.	6'	2 large street trees
Over 175,000 sq.ft.	10'	2 large street trees

Street trees may count toward the minimum acreage.

Bufferyard B (no screen required)

Lot Size	Width
Less than 25,000 sq.ft.	4'
25,000 to 175,000 sq.ft.	6'
Over 175,000 sq.ft.	10'

Bufferyard C (screen required)

Width	For every 100 linear feet
10'	3 large evergreen trees 4 small evergreens 16 evergreen shrubs

Where a fence or evergreen hedge (additional materials) is provided, the bufferyard width may be reduced to eight (8) feet.

Bufferyard D (screen required)

Width	For every 100 linear feet
20'	4 large evergreen trees 6 small evergreens 16 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Bufferyard E (screen required)

Width	For every 100 linear feet
30'	6 large evergreen trees 8 small evergreens 26 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Bufferyard F (screen required)

Width	For every 100 linear feet
50'	8 large evergreen trees 10 small evergreens 36 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Parking Area: Thirty (30) inch high screen required for all parking areas located within fifty (50) feet of a street right-of-way.



City of Greenville, North Carolina

Meeting Date: 3/16/2010
Time: 6:30 PM

Title of Item: Ordinance requested by Edwards Communities Development Co., LLC to rezone 0.25 acres located at the southeast corner of the intersection of Lawrence and 11th Streets from OR (Office-Residential [High Density Multi-family]) to OR-UC (Office-Residential [High Density Multi-family]) with an urban core overlay.

Explanation:

Required Notice:

Planning and Zoning Commission meeting notice (property owner(s) and adjoining property owners letters) mailed on March 2, 2010.

On-site signs(s) posted on March 2, 2010.

City Council public hearing notice (property owner(s) and adjoining property owners letters) mailed on - N/A at this time.

Public hearing advertisement published on - N/A at this time.

Comprehensive Plan:

The subject property is located in Vision Area I.

Charles Boulevard is a "gateway corridor" from its beginning at East 10th Street and continuing south. Gateway corridors serve as primary entrance ways into the City and help define community character. These corridors are also designed to carry large volumes of high-speed traffic.

The Future Land Use Plan Map recommends commercial (C) at the northeast corner of the intersection of Charles Boulevard and East 14th Street with office/institutional/multi-family (OIMF) in the interior areas.

There is an intermediate focus area located at the intersection of Charles Boulevard and 14th Street. These nodes typically contain between 50,000-150,000 square feet of conditioned floor space.

The subject property is located within the designated UC (urban core) overlay area boundary. If the site is rezoned to OR-UC, future multi-family

development shall be subject to reduced street setbacks, reduced street bufferyards and reduced dwelling unit to parking space seperation requirements at the option of the owner/developer.

Thoroughfare/Traffic Volume Report Summary (PWD - Engineering Division):

The proposed rezoning will have no change in maximum allowable density; therefore, a traffic analysis was not performed.

History/Background:

The subject tracts were zoned O&I (office-multi-family) on the 1969 series zoning map.

The designated UC (urban core) overlay boundary and ordinance standards were adopted on March 4, 2010. If the site is rezoned to OR-UC, future multi-family development shall be subject to reduced street setbacks, reduced street bufferyards and reduced dwelling unit to parking space seperation requirements at the option of the owner/developer.

Present Land Use:

Currently, the Real Crisis Intervention office is located on the site.

Water/Sewer:

Water and sanitary sewer are located in right-of-way of 11th Street.

Historic Sites:

There is no known effect on historic sites

Environmental Conditions/Constraints:

There are no known environmental constriants.

Surrounding Land Uses and Zoning:

North: OR - Wistful Vista Apartments
South: OR - Green Mill Run Apartments
East: OR - Green Mill Run Apartments
West: OR - Greek Housing

Density Estimates:

Both the existing and proposed zoning allow the same maximum number of units (up to 17 multi-family units per acre). The UC (urban core) overlay does not affect density.

Fiscal Note: No cost to the City.

Recommendation: In staff's opinion, the request is in compliance with Horizon's: Greenville's Community Plan and the Future Land Use Plan Map.

"In compliance with the comprehensive plan" should be construed as meaning the requested rezoning is (i) either specifically recommended in the text of the Horizons Plan (or addendum to the plan) or is predominantly or completely surrounded by the same or compatible and desirable zoning and (ii) promotes the desired urban form. The requested district is considered desirable and in the public interest and staff recommends approval of the requested rezoning.

Note: In addition to other criteria, the Planning and Zoning Commission and City Council shall consider the entire range of permitted and special uses for the existing and proposed districts as listed under Title 9, Chapter 4, Article D of the Greenville City Code.

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

Attachments / click to download

[📄 Location Map](#)

[📄 Survey](#)

[📄 Bufferyard and Vegetation Chart](#)

[📄 List_of_Uses_OR_687929](#)

[📄 Urban_Core_ordinance_explanation_853325](#)

PERMITTED AND SPECIAL USES FOR THE OR DISTRICT

OR (Office-Residential)

Permitted Uses

(1) General:

- a. Accessory use or building
- b. Internal service facilities
- c. On- premise signs per Article N
- f. Retail sales incidental

(2) Residential:

- b. Two-family attached dwelling (duplex)
- c. Multi-family development per Article 1
- k. Family care home (see also section 9-4-103)
- n. Retirement center or home
- o. Nursing, convalescent center or maternity home; major care facility
- p. Board or rooming house
- q. Room renting

(3) Home Occupations (see all categories):

*None

(4) Governmental:

- b. City of Greenville municipal government building or use (see also section 9-4-103)
- c. County or state government building or use not otherwise listed; excluding outside storage and major or minor repair
- d. Federal government building or use

(5) Agricultural/ Mining:

- a. Farming; agriculture, horticulture, forestry (see also section 9-4-103)

(6) Recreational/ Entertainment:

- f. Public park or recreational facility
- g. Private noncommercial park or recreation facility

(7) Office/ Financial/ Medical:

- a. Office; professional and business, not otherwise listed
- b. Operational/processing center
- c. Office; customer service not otherwise listed, including accessory service delivery vehicle parking and indoor storage
- d. Bank, savings and loan or other savings or investment institutions
- e. Medical, dental, ophthalmology or similar clinic, not otherwise listed

(8) Services:

- c. Funeral home
- e. Barber or beauty shop
- f. Manicure, pedicure, or facial salon
- g. School; junior and senior high (see also section 9-4-103)
- h. School; elementary (see also section 9-4-103)
- i. School; kindergarten or nursery (see also section 9-4-103)
- j. College or other institutions of higher learning
- k. Business or trade school
- n. Auditorium
- o. Church or place of worship (see also section 9-4-103)

- p. Library
- q. Museum
- r. Art Gallery
- u. Art studio including art and supply sales
- v. Photography studio including photo and supply sales
- w. Recording studio
- x. Dance studio
- bb. Civic organizations
- cc. Trade or business organizations

(9) Repair:

* None

(10) Retail Trade:

- s. Book or card store, news stand
- w. Florist

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

- a. Licensed contractor; general, electrical, plumbing, mechanical, etc. excluding outside storage
- c. Construction office; temporary, including modular office (see also section 9-4-103)

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None

OR (Office-Residential)

Special Uses

(1) General:

* None

(2) Residential:

- d. Land use intensity multifamily (LUI) development rating 50 per Article K
- e. Land use intensity dormitory (LUI) development rating 67 per Article K
- i. Residential quarters for resident manager, supervisor or caretaker; excluding mobile home
- o.(1). Nursing, convalescent center or maternity home; minor care facility
- r. Fraternity or sorority house

(3) Home Occupations (see all categories):

* None

(4) Governmental:

- a. Public utility building or use

(5) Agricultural/ Mining:

* None

(6) Recreational/ Entertainment:

- c.(1). Tennis club; indoor and outdoor facilities
- h. Commercial recreation; indoor only, not otherwise listed

(7) Office/ Financial/ Medical:

- f. Veterinary clinic or animal hospital (also see animal boarding; outside facility, kennel and stable)

(8) Services:

- a. Child day care facilities
- b. Adult day care facilities
- l. Convention center; private
- s. Hotel, motel, bed and breakfast inn; limited stay lodging (see also residential quarters for resident manager, supervisor
or caretaker and section 9-4-103)
- ff. Mental health, emotional or physical rehabilitation center

(9) Repair:

* None

(10) Retail Trade:

- h. Restaurant; conventional
- j. Restaurant; regulated outdoor activities

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

* None

(13) Transportation:

- h. Parking lot or structure; principle use

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

- a. Other activities; personal services not otherwise listed
- b. Other activities; professional services not otherwise listed

Urban Core Overlay District Explanation provided by Community Development Staff

The purpose and intent of the urban core (UC) overlay district and requirements is to allow modification of specific site development standards of the underlying zoning district which are designed to facilitate development and redevelopment of in-fill sites in a designated area in proximity to the urban core.

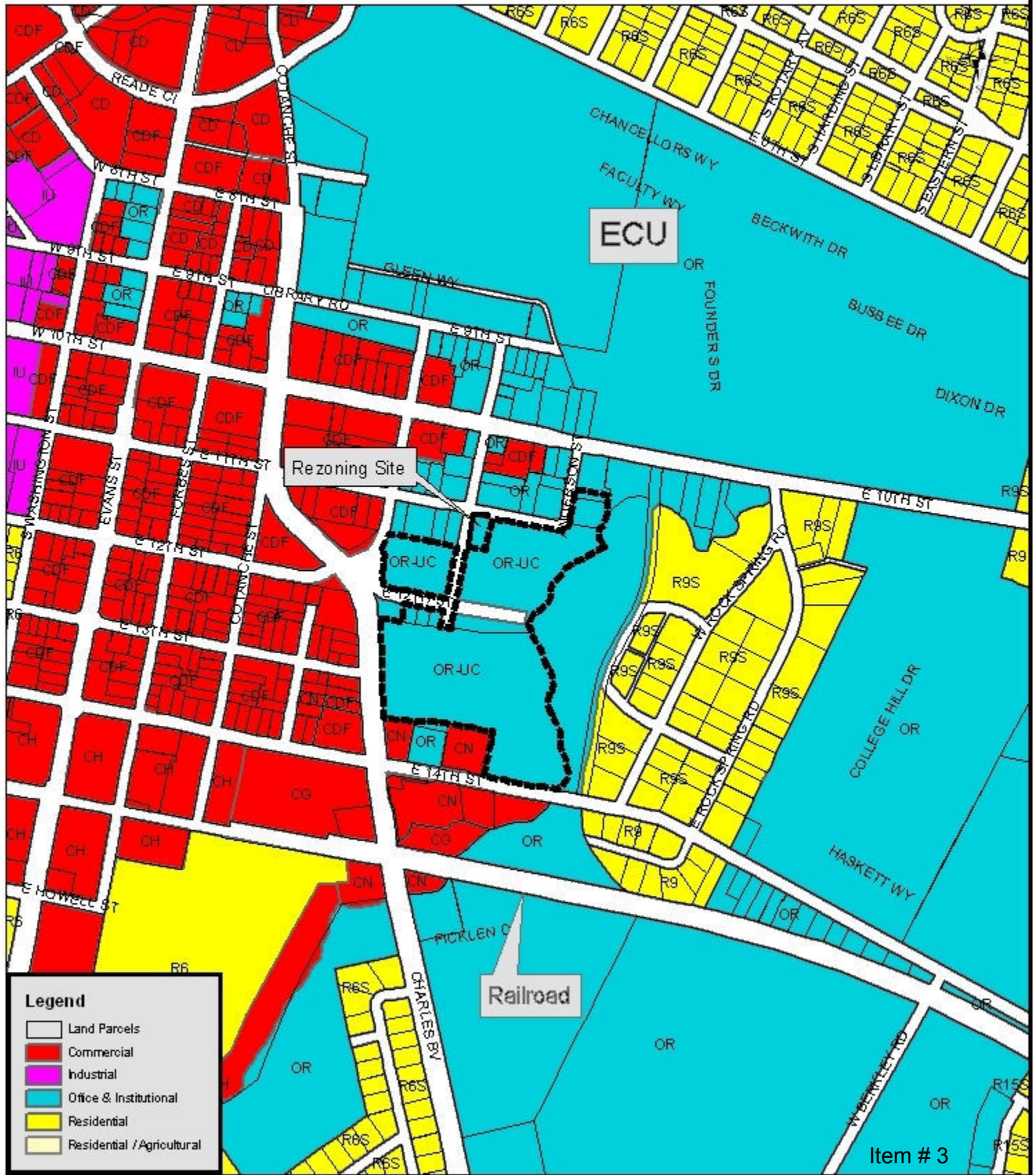
An urban core (UC) overlay district is defined as an overlay zoning district adopted in conjunction with a CDF, and/or OR underlying general purpose district wherein the zoning rights, standards, restrictions and requirements as set forth for the common general purpose district shall extend to the urban core (UC) overlay district zoned area.

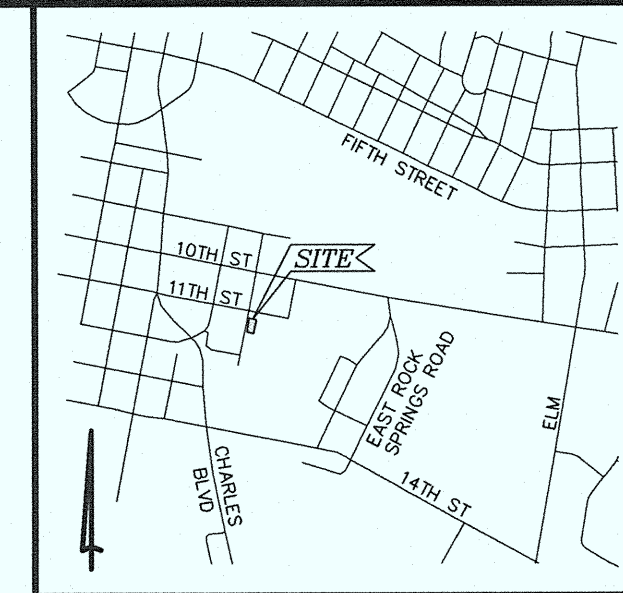
All urban core (UC) overlay district(s) shall be restricted to the land area located within the following boundary: south of Tenth Street, east of the CSXT Railroad, north of Fourteenth Street and west of Green Mill Run/ECU easement as existing on the date of adoption of the ordinance. No urban core (UC) overlay district shall be located outside of the designated area described above. An urban core (UC) overlay district shall be established within the designated area upon City Council adoption of an individual zoning ordinance which defines the boundary of the specific urban core (UC) district located within the designated area boundary.

If the ordinance is approved, high-density residential development including standard multi-family housing and Land Use Intensity (LUI) residential development located within a future UC district may be subject to reduced street setbacks, street bufferyards and parking space to dwelling separation setbacks at the option of the property owner as follows:

- Principal and accessory structure public street right-of-way and private street easement setbacks may be reduced at the option of the owner to not less than 5 feet.
- Applicable 6 foot and/or 10 foot street bufferyard width may be reduced at the option of the owner to not less than 5 feet regardless of lot size. Bufferyard width modification shall not exempt or reduce any vegetation requirements applicable to any street bufferyard, as required prior to the application of this provision.
- Parking space to dwelling unit separation may be reduced at the option of the owner to not less than 5 feet.

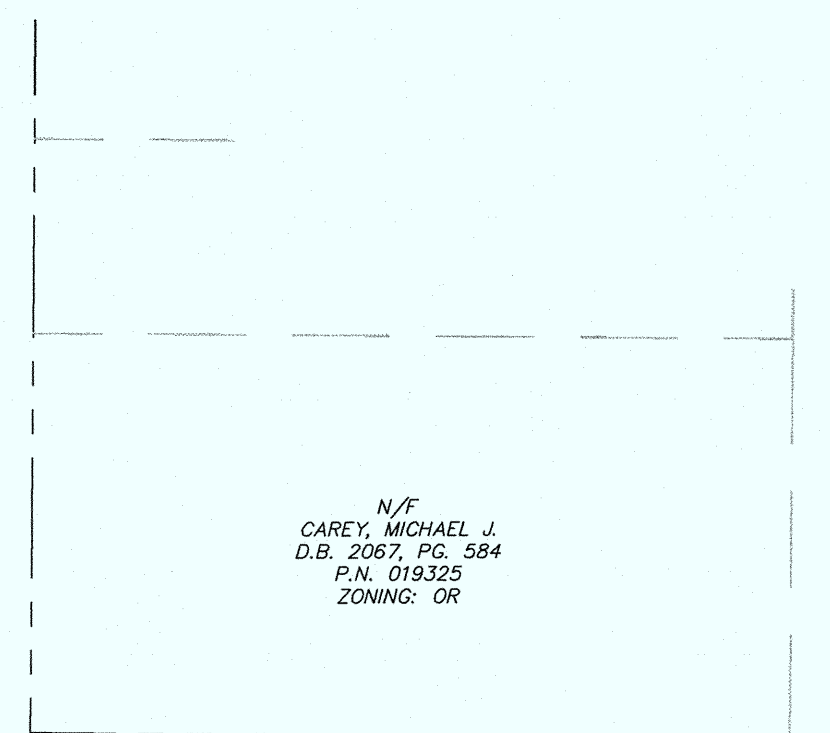
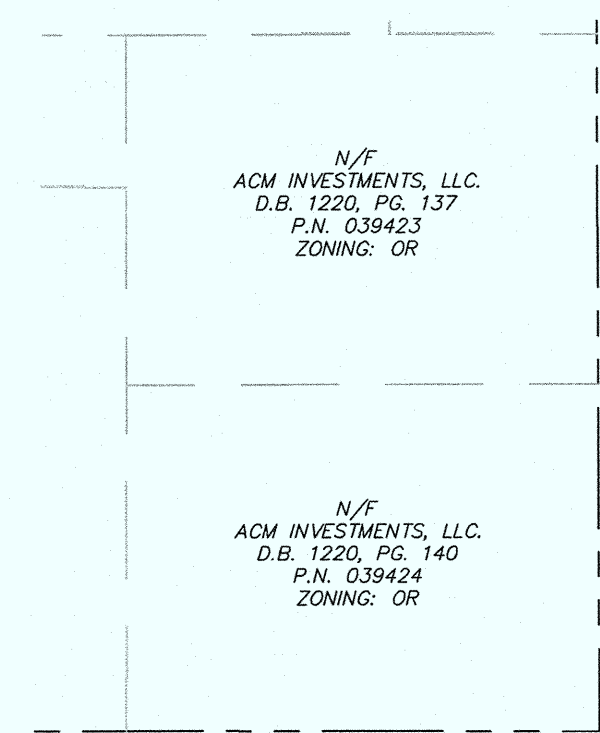
Edwards Communities Development Co., LLC
From: OR to OR-UC
0.25 acres
February 23, 2010



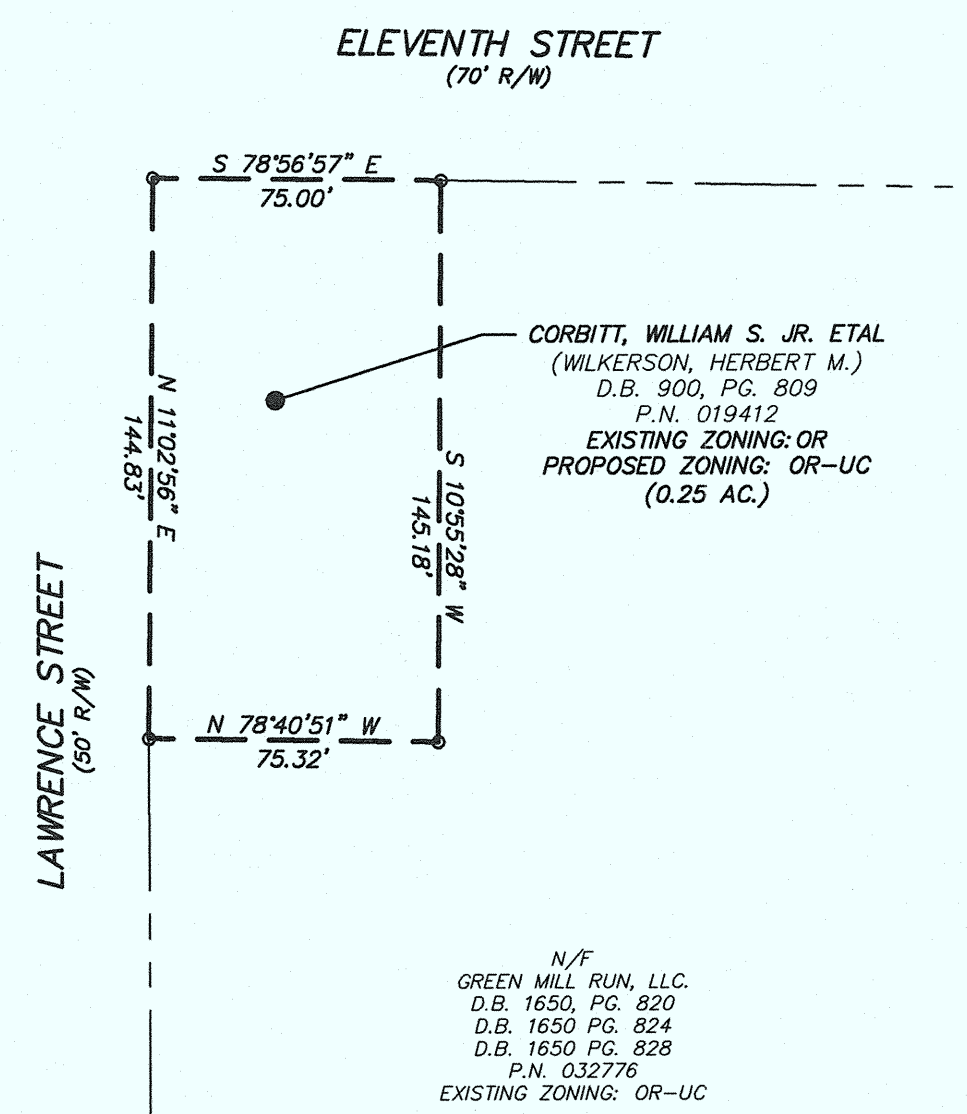
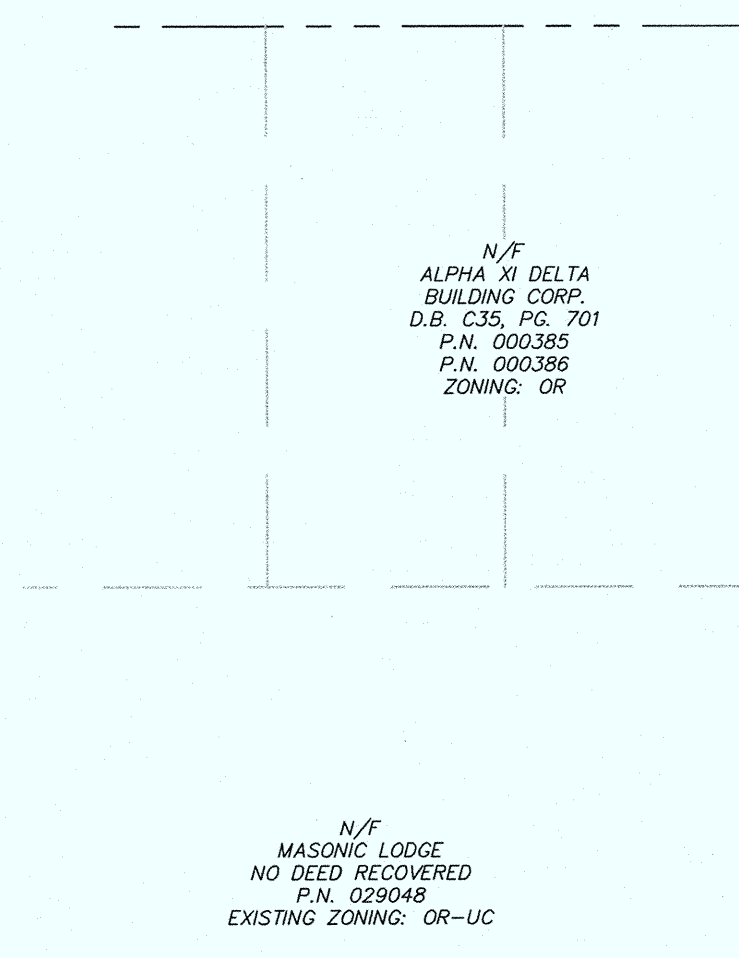


Vicinity Map
SCALE: 1" = 2000'

D.B. 1650, PG. 820 (01/8/04)



Attachment number 4
Page 1 of 1

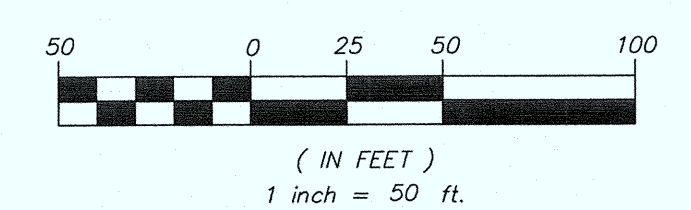


- NOTES**
1. AREA DETERMINED BY COORDINATES.
 2. ALL DISTANCES ARE HORIZONTAL GROUND MEASUREMENTS.
 3. NO POINT SET AT ANY CORNER UNLESS OTHERWISE NOTED.
 4. THIS MAP WAS PREPARED FOR REZONING PURPOSES ONLY AND IS NOT A BOUNDARY SURVEY OF THE PROPERTIES SHOWN HEREON.
 5. EXISTING ZONING WAS TAKEN FROM THE CITY OF GREENVILLE SPATIAL DATA EXPLORER WEB SITE.
 6. BOUNDARY INFORMATION TAKEN FROM DEEDS AND MAPS REFERENCED HEREON; NO FIELD WORK WAS PERFORMED FOR THIS MAP.
 7. ADJOINING OWNERSHIP INFORMATION TAKEN FROM THE PITT COUNTY GIS SITE. TITLE DEED INFORMATION HAS NOT BEEN VERIFIED.

LEGEND

P.N.	PARCEL NUMBER
N/F	NOW OR FORMERLY
M.B.	MAP BOOK
PG.	PAGE
D.B.	DEED BOOK

REFERENCES
D.B. 900 PG. 809
M.B. 27 PG. 124A



NORTH CAROLINA PITT COUNTY

I, PATRICK W. HARTMAN, CERTIFY THAT THIS MAP WAS DRAWN UNDER MY SUPERVISION FROM DEEDS AND MAPS AS REFERENCED HEREON; THAT THE RATIO OF PRECISION IS 1:10,000; THAT BOUNDARIES NOT SURVEYED ARE SHOWN AS BROKEN LINES PLOTTED FROM INFORMATION FOUND IN BOOKS REFERENCED HEREON; I FURTHER CERTIFY PURSUANT TO G.S. 47-30 (1)(11)d. AS TO THE FOLLOWING; THAT THIS SURVEY IS OF ANOTHER CATEGORY, SUCH AS THE RECOMBINATION OF EXISTING PARCELS, A COURT-ORDERED SURVEY, OR OTHER EXCEPTION TO THE DEFINITION OF SUBDIVISION. WITNESS MY ORIGINAL SIGNATURE, REGISTRATION NUMBER, AND SEAL THIS 2nd DAY OF FEBRUARY, 2010.

Patrick W. Hartman
PROFESSIONAL LAND SURVEYOR REGISTRATION NO. L-4262

PROFESSIONAL SEAL
NORTH CAROLINA
PATRICK W. HARTMAN
LAND SURVEYOR
L-4262

DATE 02/02/10

SURVEY	DRAFT	AAS
DESIGN	CHECK	PWH

Rivers & Associates, Inc.
107 East Second Street
Greenville, NC 27858 (252) 752-4135

Engineers
Planners
Surveyors
N.C. LIC. NO. F-0334

6131 Falls of Neuse Road, Suite 300
Raleigh, NC 27609 (919) 848-3347

REZONING MAP FOR
EDWARDS COMMUNITIES DEVELOPMENT COMPANY
CITY OF GREENVILLE, GREENVILLE TOWNSHIP, PITT CO., N.C.

SCALE 1" = 50'	DRAWING NO. Z-2521-2	SHEET 1 OF 1
-------------------	-------------------------	-----------------

BUFFERYARD SETBACK AND VEGETATION SCREENING CHART

For Illustrative Purposes Only

Bufferyard Requirements: Match proposed land use with adjacent permitted land use or adjacent vacant zone/nonconforming use to determine applicable bufferyard.

PROPOSED LAND USE CLASS (#)	ADJACENT PERMITTED LAND USE CLASS (#)					ADJACENT VACANT ZONE OR NONCONFORMING USE		PUBLIC/PRIVATE STREETS OR R.R.
	Single-Family Residential (1)	Multi-Family Residential (2)	Office/Institutional, light Commercial, Service (3)	Heavy Commercial, Light Industry (4)	Heavy Industrial (5)	Residential (1) - (2)	Non-Residential (3) - (5)	
Multi-Family Development (2)	C	B	B	B	B	C	B	A
Office/Institutional, Light Commercial, Service (3)	D	D	B	B	B	D	B	A
Heavy Commercial, Light Industry (4)	E	E	B	B	B	E	B	A
Heavy Industrial (5)	F	F	B	B	B	F	B	A

Bufferyard A (street yard)

Lot Size	Width	For every 100 linear feet
Less than 25,000 sq.ft.	4'	2 large street trees
25,000 to 175,000 sq.ft.	6'	2 large street trees
Over 175,000 sq.ft.	10'	2 large street trees

Street trees may count toward the minimum acreage.

Bufferyard B (no screen required)

Lot Size	Width
Less than 25,000 sq.ft.	4'
25,000 to 175,000 sq.ft.	6'
Over 175,000 sq.ft.	10'

Bufferyard C (screen required)

Width	For every 100 linear feet
10'	3 large evergreen trees 4 small evergreens 16 evergreen shrubs

Where a fence or evergreen hedge (additional materials) is provided, the bufferyard width may be reduced to eight (8) feet.

Bufferyard D (screen required)

Width	For every 100 linear feet
20'	4 large evergreen trees 6 small evergreens 16 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Bufferyard E (screen required)

Width	For every 100 linear feet
30'	6 large evergreen trees 8 small evergreens 26 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Bufferyard F (screen required)

Width	For every 100 linear feet
50'	8 large evergreen trees 10 small evergreens 36 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Parking Area: Thirty (30) inch high screen required for all parking areas located within fifty (50) feet of a street right-of-way.



City of Greenville, North Carolina

Meeting Date: 3/16/2010
Time: 6:30 PM

Title of Item: Ordinance requested by the Redevelopment Commission of Greenville to rezone 0.59 acres located between Vance and Contentnea Streets and north of West 5th Street from CDF (Downtown Commercial Fringe) and R6 (Residential [High Density Multi-family]) to OR (Office-Residential [High Density Multi-family]).

Explanation:

Required Notice:

Planning and Zoning Commission meeting notice (property owner(s) and adjoining property owners letters) mailed on March 2, 2010.

On-site sign(s) posted on March 2, 2010.

City Council public hearing notice (property owner(s) and adjoining property owners letters) mailed on - N/A at this time.

Public hearing advertisement published on - N/A at this time.

Comprehensive Plan:

The subject property is located in Vision Area F.

West 5th Street is considered a "residential corridor" from South Pitt Street to Memorial Drive. Along residential corridors, office, service and retail activities should be specifically restricted to the associated focus area and linear expansion outside of the focus node should be prohibited.

The Future Land Use Plan Map recommends mixed use/office/institutional (MOI) along the northern right-of-way of West 5th Street from Elizabeth Street to Nash Street transitioning to medium density residential (MDR) in the interior areas.

There is a designated neighborhood focus area located at the intersection of West 5th Street and Tyson Street and West 14th Avenue. These nodes typically contain 20,000 to 40,000 square feet of conditioned floor space.

Thoroughfare/Traffic Volume Report Summary (PWD - Engineering

Division):

The proposed rezoning will have no change in maximum allowable density; therefore, a traffic analysis was not performed.

History/Background:

The property was zoned RA20 and CG on the 1976 rezoning series map.

Present Land Use:

Currently, the property contains the former Chasers Lounge, a vacant lot, one (1) single-family residence and one (1) office building.

Water/Sewer:

Water and sanitary sewer are located in the rights-of-way of West 5th Street and Ward Street.

Historic Sites:

All of the lots, except for the former Chasers Lounge lot, are included in the Skinnerville-Greenville Heights National Register Historic District. National Register designation is an honorary designation and does not regulate the appearance of structures contained within the district.

Environmental Conditions/Constraints:

There are no known environmental constraints.

Surrounding Land Uses and Zoning:

North: R6 - Two (2) duplex buildings, two (2) single-family residences and one (1) vacant lot

South: CDF/R6 - The Little Willie Center and three (3) vacant lots

East: R6 - West Greenville Community Development Center (vacant)

West: CDF - One (1) single-family residence

Density Estimates:

Currently, all the lots are developed except for one vacant lot. Under the current zoning (CDF), there is a 6,500+/- square foot commercial building. Under the current zoning (R6), there is one (1) single-family dwelling, one (1) vacant lot and one (1) office building.

Under the proposed zoning (OR), the commercial building could be converted to an office building. There is no change in density between the current zoning (R6) and the proposed zoning (OR). Both districts allow multi-family units (up to 17 units per acre). Therefore, no change in density. There is an additional office option under the proposed (OR) district.

Fiscal Note: No cost to the City.

Recommendation: In staff's opinion, the request is in compliance with Horizon's Greenville's Community Plan, the Future Land Use Plan Map and the West Greenville Redevelopment Plan.

"In compliance with the comprehensive plan" should be construed as meaning the requested rezoning is (i) either specifically recommended in the text of the Horizons Plan (or addendum to the plan) or is predominantly or completely surrounded by the same or compatible and desirable zoning and (ii) promotes the desired urban form. The requested district is considered desirable and in the public interest and staff recommends approval of the requested rezoning.

Note: In addition to other criteria, the Planning and Zoning Commission and City Council shall consider the entire range of permitted and special uses for the existing and proposed districts as listed under Title 9, Chapter 4, Article D of the Greenville City Code.

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

Attachments / click to download

[📄 Location Map](#)

[📄 Bufferyard and Vegetation Chart](#)

[📄 List_of_Uses_CDF_R6_to_OR_719111](#)

EXISTING ZONING

CDF (Downtown Commercial Fringe)

Permitted Uses

(1) General:

- a. Accessory use or building
- b. Internal service facilities
- c. On- premise signs per Article N
- e. Temporary uses; of listed district uses
- f. Retail sales; incidental
- g. Incidental assembly of products sold at retail or wholesale as an accessory to principle use

(2) Residential:

- a. Single-family dwelling
- b. Two-family attached dwelling (duplex)
- c. Multi-family development per Article 1
- k. Family care home (see also section 9-4-103)
- q. Room renting

(3) Home Occupations (see all categories):

*None

(4) Governmental:

- b. City of Greenville municipal government building or use (see also section 9-4-103)
- c. County or state government building or use not otherwise listed; excluding outside storage and major or minor repair
- d. Federal government building or use
- g. Liquor store, state ABC

(5) Agricultural/ Mining:

- a. Farming; agriculture, horticulture, forestry (see also section 9-4-103)

(6) Recreational/ Entertainment:

- f. Public park or recreational facility
- g. Private noncommercial park or recreation facility
- o. Theater; movie or drama, including outdoor facility

(7) Office/ Financial/ Medical:

- a. Office; professional and business, not otherwise listed
- c. Office; customer service not otherwise listed, including accessory service delivery vehicle parking and indoor storage
- d. Bank, savings and loan or other savings or investment institutions
- e. Medical, dental, ophthalmology or similar clinic, not otherwise listed

(8) Services:

- c. Funeral home
- e. Barber or beauty shop
- f. Manicure, pedicure, or facial salon
- g. School; junior and senior high (see also section 9-4-103)
- h. School; elementary (see also section 9-4-103)
- i. School; kindergarten or nursery (see also section 9-4-103)
- k. Business or trade school
- n. Auditorium
- o. Church or place of worship (see also section 9-4-103)
- p. Library

- q. Museum
- r. Art Gallery
- s. Hotel, motel, bed and breakfast inn; limited stay lodging (see also residential quarters for resident manager, supervisor or caretaker and section 9-4-103)
- u. Art studio including art and supply sales
- v. Photography studio including photo and supply sales
- w. Recording studio
- z. Printing or publishing service including graphic art, map, newspapers, magazines and books
- aa. Catering service including food preparation (see also restaurant; conventional and fast food)
- kk. Launderette; household users
- ll. Dry cleaners; household users
- mm. Commercial laundries; linen supply
- oo. Clothes alteration or shoe repair shop
- pp. Automobile wash

(9) Repair:

- d. Upholsterer; furniture
- f. Appliance; household and office equipment repair
- g. Jewelry, watch, eyewear or other personal item repair

(10) Retail Trade:

- a. Miscellaneous retail sales; non-durable goods, not otherwise listed
- c. Grocery; food or beverage, off premise consumption (see also Wine Shop)
- c.1 Wine shop (see also section 9-4-103)
- d. Pharmacy
- e. Convenience store (see also gasoline sales)
- f. Office and school supply, equipment sales
- h. Restaurant; conventional
- i. Restaurant; fast food
- l. Electric; stereo, radio, computer, television, etc. sales and accessory repair
- m. Appliance; household use, sales and accessory repair, excluding outside storage
- n. Appliance; commercial use, sales and accessory repair, excluding outside storage
- p. Furniture and home furnishing sales not otherwise listed
- q. Floor covering, carpet and wall covering sales
- r. Antique sales; excluding vehicles
- s. Book or card store, news stand
- v. Video or music store; records, tape, compact disk, etc. sales
- w. Florist
- x. Sporting goods sales and rental shop
- y. Auto part sales (see also major and minor repair)
- ee. Christmas tree sales lot; temporary only (see also section 9-4-103)

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

- c. Rental of cloths and accessories; formal wear, etc.
- f. Automobiles, truck, recreational vehicle, motorcycles and boat sales and service (see also major and minor repair)

(12) Construction:

- a. Licensed contractor; general, electrical, plumbing, mechanical, etc. excluding outside storage
- c. Construction office; temporary, including modular office (see also section 9-4-103)
- e. Building supply; lumber and materials sales, plumbing and/or electrical supply excluding outside storage
- f. Hardware store

(13) Transportation:

- b. Bus station; passenger and related freight
- c. Taxi or limousine service
- e. Parcel delivery service
- f. Ambulance service

(14) Manufacturing/ Warehousing:

- c. Bakery; production, storage and shipment facilities

(15) Other Activities (not otherwise listed - all categories):

* None

CDF (Downtown Commercial Fringe)

Special Uses

(1) General:

* None

(2) Residential:

- d. Land use intensity multifamily (LUI) development rating 50 per Article K
- e. Land use intensity multifamily (LUI) development rating 67 per Article K
- j. Residential quarters for resident manager, supervisor or caretaker; including mobile homes
- m. Shelter for homeless or abused
- n. Retirement center or home
- o. Nursing, convalescent center or maternity home; major care facility
- o.(1). Nursing, convalescent center or maternity home; minor care facility
- r. Fraternity or sorority house

(3) Home Occupations (see all categories):

- a. Home occupation; including barber and beauty shops
- c. Home occupation; including manicure, pedicure or facial salon

(4) Governmental:

- a. Public utility building or use

(5) Agricultural/ Mining:

* None

(6) Recreational/ Entertainment:

- d. Game center
- i. Commercial recreation; indoor and outdoor not otherwise listed
- l. Billiard parlor or pool hall
- m. Public or private club

(7) Office/ Financial/ Medical:

* None

(8) Services:

- a. Child day care facilities
- b. Adult day care facilities
- l. Convention center; private
- x. Dance studio
- bb. Civic organizations
- cc. Trade or business organizations
- hh. Exercise and weight loss studios; indoor only

(9) Repair:

- a. Major repair; as an accessory or principal use
- b. Minor repair; as an accessory or principal use

(10) Retail Trade:

- b. Gasoline or automotive fuel sales; accessory or principal use, retail
- g. Fish market; excluding processing or packing
- j. Restaurant; regulated outdoor activities
- t. Hobby or craft shop
- u. Pet shop (see also animal boarding; outside facility)

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

- d. Building supply; lumber and materials sales, plumbing and/or electrical supply including outside storage

(13) Transportation:

- h. Parking lot or structure; principal use

(14) Manufacturing/ Warehousing:

- g. Cabinet, woodwork or frame shop; excluding furniture manufacturing or upholstery

(15) Other Activities (not otherwise listed - all categories):

- a. Other activities; personal services not otherwise listed
- b. Other activities; professional activities not otherwise listed
- c. Other activities; commercial services not otherwise listed
- d. Other activities; retail sales not otherwise listed

R6 (Residential)

Permitted Uses

(1) General:

- a. Accessory use or building
- c. On- premise signs per Article N

(2) Residential:

- a. Single-family dwelling
- b. Two-family attached dwelling (duplex)
- c. Multi-family development per Article I
- f. Residential cluster development per Article M
- k. Family care home (see also section 9-4-103)
- q. Room renting

(3) Home Occupations (see all categories):

*None

(4) Governmental:

- b. City of Greenville municipal government building or use (see also section 9-4-103)

(5) Agricultural/ Mining:

- a. Farming; agriculture, horticulture, forestry (see also section 9-4-103)

(6) Recreational/ Entertainment:

- f. Public park or recreational facility

g. Private noncommercial park or recreational facility

(7) Office/ Financial/ Medical:

* None

(8) Services:

o. Church or place of worship (see also section 9-4-103)

(9) Repair:

* None

(10) Retail Trade:

* None

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

a. Construction office; temporary, including modular office (see also section 9-4-103)

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None

R6 (Residential)

Special Uses

(1) General:

* None

(2) Residential:

d. Land use intensity multifamily (LUI) development rating 50 per Article K

e. Land use intensity dormitory (LUI) development rating 67 per Article K

l. Group care facility

n. Retirement center or home

p. Board or rooming house

r. Fraternity or sorority house

o.(1). Nursing, convalescent center or maternity home; minor care facility

(3) Home Occupations (see all categories):

a. Home occupation; including barber and beauty shops

c. Home occupation; including manicure, pedicure or facial salon

(4) Governmental:

a. Public utility building or use

(5) Agricultural/ Mining:

* None

(6) Recreational/ Entertainment:

a. Golf course; regulation

c.(1). Tennis club; indoor and outdoor facilities

(7) Office/ Financial/ Medical:

* None

(8) Services:

- a. Child day care facilities
- b. Adult day care facilities
- d. Cemetery
- g. School; junior and senior high (see also section 9-4-103)
- h. School; elementary (see also section 9-4-103)
- i. School; kindergarten or nursery (see also section 9-4-103)
- m. Multi-purpose center
- t. Guest house for a college and other institutions of higher learning

(9) Repair:

* None

(10) Retail Trade:

* None

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

* None

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None

PROPOSED ZONING

OR (Office-Residential)

Permitted Uses

(1) General:

- a. Accessory use or building
- b. Internal service facilities
- c. On- premise signs per Article N
- f. Retail sales incidental

(2) Residential:

- b. Two-family attached dwelling (duplex)
- c. Multi-family development per Article 1
- k. Family care home (see also section 9-4-103)
- n. Retirement center or home
- o. Nursing, convalescent center or maternity home; major care facility
- p. Board or rooming house
- q. Room renting

(3) Home Occupations (see all categories):

*None

(4) Governmental:

- b. City of Greenville municipal government building or use (see also section 9-4-103)
- c. County or state government building or use not otherwise listed; excluding outside storage and major or minor repair
- d. Federal government building or use

(5) Agricultural/ Mining:

- a. Farming; agriculture, horticulture, forestry (see also section 9-4-103)

(6) Recreational/ Entertainment:

- f. Public park or recreational facility
- g. Private noncommercial park or recreation facility

(7) Office/ Financial/ Medical:

- a. Office; professional and business, not otherwise listed
- b. Operational/processing center
- c. Office; customer service not otherwise listed, including accessory service delivery vehicle parking and indoor storage
- d. Bank, savings and loan or other savings or investment institutions
- e. Medical, dental, ophthalmology or similar clinic, not otherwise listed

(8) Services:

- c. Funeral home
- e. Barber or beauty shop
- f. Manicure, pedicure, or facial salon
- g. School; junior and senior high (see also section 9-4-103)
- h. School; elementary (see also section 9-4-103)
- i. School; kindergarten or nursery (see also section 9-4-103)
- j. College or other institutions of higher learning
- k. Business or trade school
- n. Auditorium
- o. Church or place of worship (see also section 9-4-103)
- p. Library
- q. Museum
- r. Art Gallery
- u. Art studio including art and supply sales
- v. Photography studio including photo and supply sales
- w. Recording studio
- x. Dance studio
- bb. Civic organizations
- cc. Trade or business organizations

(9) Repair:

* None

(10) Retail Trade:

- s. Book or card store, news stand
- w. Florist

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

- a. Licensed contractor; general, electrical, plumbing, mechanical, etc. excluding outside storage
- c. Construction office; temporary, including modular office (see also section 9-4-103)

(13) Transportation:

* None

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

* None

OR (Office-Residential)

Special Uses

(1) General:

* None

(2) Residential:

- d. Land use intensity multifamily (LUI) development rating 50 per Article K
- e. Land use intensity dormitory (LUI) development rating 67 per Article K
- i. Residential quarters for resident manager, supervisor or caretaker; excluding mobile home
- o.(1). Nursing, convalescent center or maternity home; minor care facility
- r. Fraternity or sorority house

(3) Home Occupations (see all categories):

* None

(4) Governmental:

- a. Public utility building or use

(5) Agricultural/ Mining:

* None

(6) Recreational/ Entertainment:

- c.(1). Tennis club; indoor and outdoor facilities
- h. Commercial recreation; indoor only, not otherwise listed

(7) Office/ Financial/ Medical:

- f. Veterinary clinic or animal hospital (also see animal boarding; outside facility, kennel and stable)

(8) Services:

- a. Child day care facilities
- b. Adult day care facilities
- l. Convention center; private
- s. Hotel, motel, bed and breakfast inn; limited stay lodging (see also residential quarters for resident manager, supervisor or caretaker and section 9-4-103)
- ff. Mental health, emotional or physical rehabilitation center

(9) Repair:

* None

(10) Retail Trade:

- h. Restaurant; conventional

j. Restaurant; regulated outdoor activities

(11) Wholesale/ Rental/ Vehicle- Mobile Home Trade:

* None

(12) Construction:

* None

(13) Transportation:

h. Parking lot or structure; principle use

(14) Manufacturing/ Warehousing:

* None

(15) Other Activities (not otherwise listed - all categories):

a. Other activities; personal services not otherwise listed

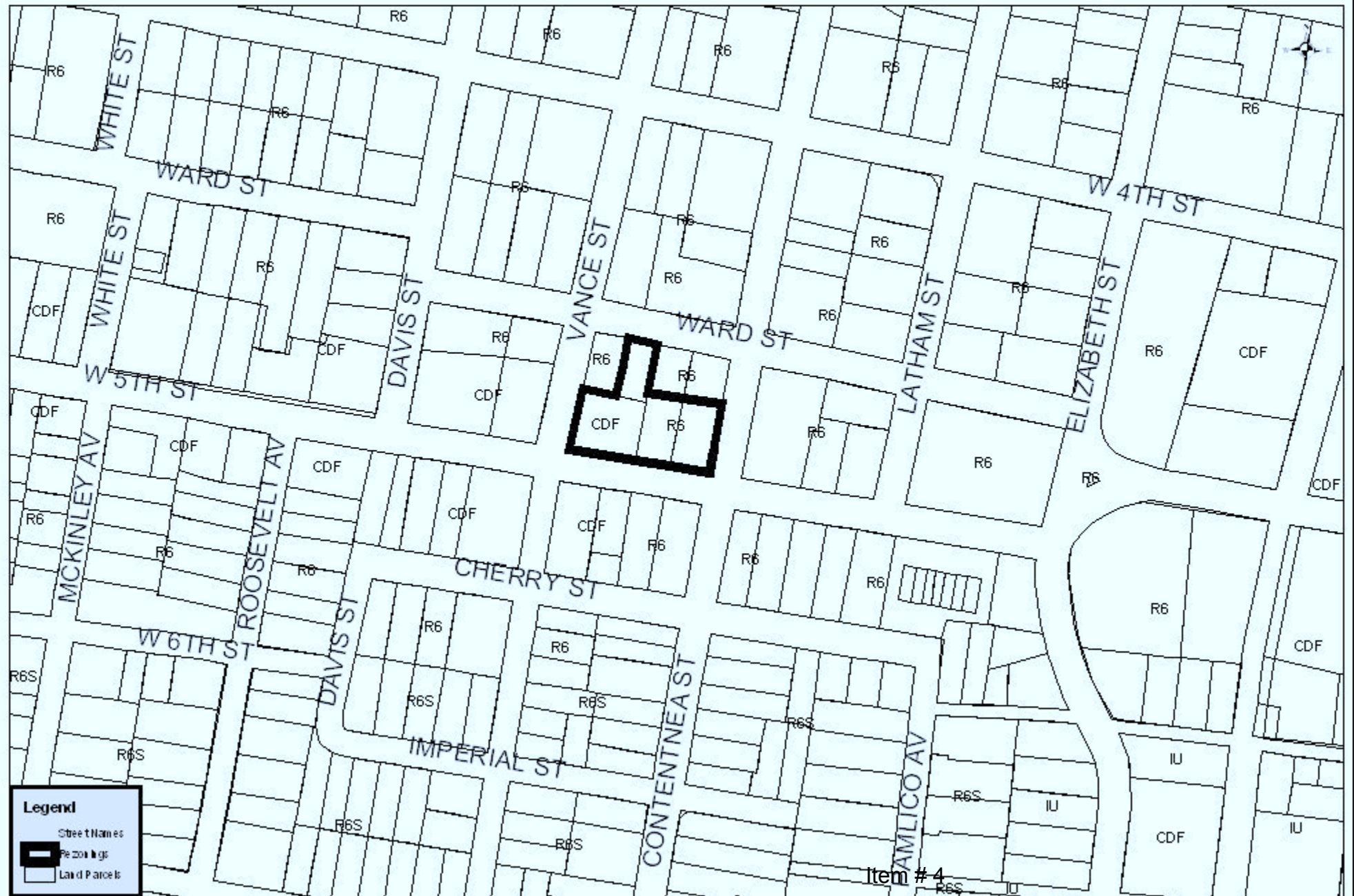
b. Other activities; professional services not otherwise listed

Redevelopment Commission of Greenville (10-02)

From: CDF, R6 to OR

0.59 acres

February 23, 2010



Legend

- Street Names
- Parcel Lines
- Land Parcels

BUFFERYARD SETBACK AND VEGETATION SCREENING CHART

For Illustrative Purposes Only

Bufferyard Requirements: Match proposed land use with adjacent permitted land use or adjacent vacant zone/nonconforming use to determine applicable bufferyard.

PROPOSED LAND USE CLASS (#)	ADJACENT PERMITTED LAND USE CLASS (#)					ADJACENT VACANT ZONE OR NONCONFORMING USE		PUBLIC/PRIVATE STREETS OR R.R.
	Single-Family Residential (1)	Multi-Family Residential (2)	Office/Institutional, light Commercial, Service (3)	Heavy Commercial, Light Industry (4)	Heavy Industrial (5)	Residential (1) - (2)	Non-Residential (3) - (5)	
Multi-Family Development (2)	C	B	B	B	B	C	B	A
Office/Institutional, Light Commercial, Service (3)	D	D	B	B	B	D	B	A
Heavy Commercial, Light Industry (4)	E	E	B	B	B	E	B	A
Heavy Industrial (5)	F	F	B	B	B	F	B	A

Bufferyard A (street yard)

Lot Size	Width	For every 100 linear feet
Less than 25,000 sq.ft.	4'	2 large street trees
25,000 to 175,000 sq.ft.	6'	2 large street trees
Over 175,000 sq.ft.	10'	2 large street trees

Street trees may count toward the minimum acreage.

Bufferyard B (no screen required)

Lot Size	Width
Less than 25,000 sq.ft.	4'
25,000 to 175,000 sq.ft.	6'
Over 175,000 sq.ft.	10'

Bufferyard C (screen required)

Width	For every 100 linear feet
10'	3 large evergreen trees 4 small evergreens 16 evergreen shrubs

Where a fence or evergreen hedge (additional materials) is provided, the bufferyard width may be reduced to eight (8) feet.

Bufferyard D (screen required)

Width	For every 100 linear feet
20'	4 large evergreen trees 6 small evergreens 16 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Bufferyard E (screen required)

Width	For every 100 linear feet
30'	6 large evergreen trees 8 small evergreens 26 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Bufferyard F (screen required)

Width	For every 100 linear feet
50'	8 large evergreen trees 10 small evergreens 36 evergreen shrubs

Bufferyard width may be reduced by fifty (50%) percent if a fence, evergreen hedge (additional material) or earth berm is provided.

Parking Area: Thirty (30) inch high screen required for all parking areas located within fifty (50) feet of a street right-of-way.



City of Greenville, North Carolina

Meeting Date: 3/16/2010
Time: 6:30 PM

Title of Item: Request by the Community Development Department to amend the zoning regulations to include additional Land Use Intensity (LUI) special use permit application submission standards, required findings, and Planning and Zoning Commission consideration criteria.

Explanation: Land Use Intensity (LUI) development is a multi-family housing option that is subject to Planning and Zoning Commission special use permit approval in the R6, R6A, MS, MR, OR and CDF districts.

There are two (2) LUI ratings:

LUI - 50 allows only standard multi-family dwellings (apartments, condominiums and town homes) in which each unit may be occupied by one (1) family as defined by the zoning regulations, i.e. not more than three (3) unrelated individuals per unit.

LUI - 67 allows both standard multi-family dwellings and suite/dormitory dwellings in which any unit may be occupied by more than three (3) unrelated individuals, as in the case of a suite style or dormitory arrangement. Although there is no ordinance imposed limitation, the typical unit configuration for "suite style or dormitory" units has been four (4) bedrooms with individual baths configured around a central shared living room and kitchen.

The proposed ordinance does not affect the current LUI development standards or the table of uses.

The purpose of the proposed ordinance is to provide additional information for and guidance to the Planning and Zoning Commission to assist in the Commission's evaluation of the impact of future LUI developments.

The result of the proposed ordinance is summarized under 1 and 2 below:

1. Require additional special use permit application information including (i) site location of all proposed and existing buildings, structures, streets, drives, parking, screening, berms, landscaping, open spaces, active recreation areas and facilities, storm water structures facilities, regulated wetlands, flood hazard areas, environmental limitations, utilities and other improvements per the Land Development Administrative Manual, and (ii) typical building and unit facade illustrations including balconies, porches, patios, decorative and/or functional walls and fences.

2. Include additional special use permit consideration criteria to assist the Planning and Zoning Commission in the evaluation of health and safety, public welfare and nuisance or hazard conditions effecting and/or resulting from a proposed LUI development. Such considerations include but are not limited to the following:

- The number of persons who can reasonably be expected to live within or frequent the development at any one time.
- The intensity of the proposed development in relation to the intensity of adjoining and area uses.
- The visual impact of the proposed development as viewed from adjacent properties and public street rights-of way.
- The location and extent of exterior physical activities of the proposed use including common recreation areas and facilities, and common and/or private patios, porches, balconies and open spaces.
- The reasonably anticipated noise or other objectionable characteristics that will result from the proposed use, or as a result of any element of project design.
- The safe and convenient location of all on-site parking and drives.
- The existing vehicular traffic on area streets.
- The reasonably anticipated increase in vehicular traffic generated by the proposed development.
- The condition and capacity of area street(s) which will provide access to the proposed development.
- The visibility afforded to both pedestrians and operators of motor vehicles both on-site and off-site.
- The anticipated, existing and designed vehicular and pedestrian movements both on-site and off-site.

The Planning and Zoning Commission may in its discretion attach reasonable conditions to the special use permit and plan that exceed the minimum standards when it is found that such conditions are necessary to insure that the proposed development will be compatible with adjacent areas.

Fiscal Note:

No cost to the city.

Recommendation: In staff's opinion the request is in compliance with Horizons: Greenville's Community Plan.

If the Planning and Zoning Commission determines to approve the request, in order to comply with the statutory requirement, it is recommended that the motion be as follows:

Motion to approve the proposed text amendment, to advise that it is consistent with the comprehensive plan and other applicable plans, and to adopt the staff report which addresses plan consistency and other matters.

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

Attachments / click to download

 [Land Use Intensity amendment 855677](#)

ORDINANCE NO. 10 - ____
AN ORDINANCE AMENDING THE ZONING ORDINANCE
OF THE CITY OF GREENVILLE, NORTH CAROLINA

WHEREAS, the City Council of the City of Greenville, North Carolina, in accordance with Article 19, Chapter 160A, of the North Carolina General Statutes, caused a public notice to be given and published once a week for two successive weeks in The Daily Reflector setting forth that the City Council would, on April 8, 2010 at 7:00 p.m., in the Council Chambers of City Hall in the City of Greenville, NC, conduct a public hearing on the adoption of an ordinance amending the City Code; and

WHEREAS, in accordance with the provisions of North Carolina General Statute 160A-383, the City Council does hereby find and determine that the adoption of the ordinance involving the text amendment is consistent with the adopted comprehensive plan and that the adoption of the ordinance involving the text amendment is reasonable and in the public interest due to its consistency with the comprehensive plan and, as a result, its furtherance of the goals and objectives of the comprehensive plan.

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

Section 1: That Title 9, Chapter 4, Article K, Section 9-4-186, of the City Code, is hereby amended by deleting subsections (A), (B), (C), (D), (E) and (F) in their entirety and substituting the following:

“(A) *Application.* The applicant for a special use permit to develop a specific land use intensity project shall submit all information as required herein to the Director of Community Development not less than twenty (20) working days prior to the scheduled Planning and Zoning Commission meeting. Application shall only be made in accordance with Appendix A, Permitted and Special Use, and at the LUI rating specified for the particular use.

(B) *Content; required review.* The special use permit application shall include (i) a site plan illustrating all buildings, structures, streets, drives, parking, screening, berms, landscaping, open spaces, active recreation areas and facilities, storm water structures, wetlands, flood hazard areas, environmental limitations, utilities and other improvements per the Land Development Administrative Manual, (ii) typical building and unit façade illustrations including balconies, porches, patios, decorative and/or functional walls and fences, and (iii) all additional information necessary for the Planning and Zoning Commission to insure compliance with this article or other ordinances or regulations of the City of Greenville and Greenville Utilities Commission. All applications shall be reviewed and administered in accordance with Title 9, Chapter 5, Subdivisions of the Greenville City Code for preliminary subdivision plats.

(C) *Public hearing.* The Planning and Zoning Commission shall hold a public hearing to review the special use permit application. The planning and zoning commission may in its discretion attach reasonable conditions to the plan to insure that the purposes of the land use intensity development as stated in section 9-4-179 can be met.

(D) *Conditions of approval.* The Planning and Zoning Commission may in its discretion attach conditions to the plan that exceed the minimum standards as set forth herein when it is found that such conditions are necessary to insure that the proposed development will be compatible with adjacent areas. Such conditions may include, but not be limited to right-of-way setback, drives and parking, screening, landscaping, bufferyard setback, building façade, building configuration, density or other requirements.

(E) *Required findings.* Prior to approval of a special use permit, the planning and zoning commission shall make appropriate findings to insure that the following requirements are met:

- (1) The Planning and Zoning Commission must find that the use has existing or proposed utility services which are adequate for the population densities as proposed.
- (2) The Planning and Zoning Commission must find that the use is properly located in relation to arterial and collector streets and is designed so as to provide direct access without creating traffic which exceeds acceptable capacity as determined by the city engineer on streets in adjacent areas outside the development.
- (3) The Planning and Zoning Commission must find that the use (i) will not adversely affect the health or safety of persons residing or working in the neighborhood of the proposed use, (ii) will not be detrimental to the public welfare, and (iii) will not constitute a nuisance or hazard, if located and developed according to the plan as submitted and approved. Such health and safety, public welfare and nuisance or hazard considerations include but are not limited to the following:
 - (a) The number of persons who can reasonably be expected to live within or frequent the development at any one time.
 - (d) The intensity of the proposed development in relation to the intensity of adjoining and area uses.
 - (c) The visual impact of the proposed development as viewed from adjacent properties and public street rights-of way.
 - (d) The location and extent of exterior physical activities of the proposed use including common recreation areas and facilities, and common and/or private patios, porches, balconies and open spaces.
 - (e) The reasonably anticipated noise or other objectionable characteristics that will result from the proposed use, or as a result of any element of project design.
 - (f) The safe and convenient location of all on-site parking and drives.
 - (g) The existing vehicular traffic on area streets.
 - (h) The reasonably anticipated increase in vehicular traffic generated by the proposed development.
 - (i) The condition and capacity of area street(s) which will provide access to the proposed development.
 - (j) The visibility afforded to both pedestrians and operators of motor vehicles both on-site and off-site.
 - (k) The anticipated, existing and designed vehicular and pedestrian movements both on-site and off-site.

- (4) The Planning and Zoning Commission must find that the use meets all required conditions and specifications.
- (5) The Planning and Zoning Commission must find that the use will not injure, by value or otherwise, adjoining or abutting property or public improvements in the neighborhood or in the alternative, that the use is a public necessity.
- (6) The Planning and Zoning Commission must find that the location and character of the use if developed according to the plan submitted and approved, will be in harmony with the area in which it is to be located and in general conformity with the Comprehensive Land Use Plan of the City of Greenville and its extraterritorial jurisdiction.

(F) *Notice.*

- (1) *Public hearing.* Shall be given in the same manner as for amendments to the zoning ordinance.
- (2) *Adjoining property owners.* Notice of the Planning and Zoning Commission public hearing shall be delivered by first class mail to all owners of property within one hundred (100) feet of the external property boundaries of the proposed development. Such notice shall be postmarked not less than fourteen (14) days prior to the date of the public hearing. Failure to notify all the owners shall not affect the validity of the action provided due diligence has been exercised in the attempts to provide notice.”

Section 2: That Title 9, Chapter 4, Article K, Section 9-4-186(g)(5) of the City Code, is hereby amended by deleting said subsection in its entirety and renumbering subsection (6) as (5).

Section 3. All ordinances or parts of ordinances in conflict herewith are hereby repealed to the extent of such conflict.

Section 4. Any part or provision of this ordinance found by a court of competent jurisdiction to be in violation of the Constitution or laws of the United States or North Carolina is hereby deemed severable and shall not affect the validity of the remaining provisions of the ordinance.

Section 5. This ordinance shall become effective April 8, 2010.

Patricia C. Dunn, Mayor

ATTEST:

Wanda T. Elks, City Clerk

855677

Item # 5



City of Greenville, North Carolina

Meeting Date: 3/16/2010
Time: 6:30 PM

Title of Item: Request by the Community Development Department to amend various zoning ordinance provisions to include screening, safety barrier, and dwelling unit separation standards for recycling centers and compactors for both multi-family residential and nonresidential development.

Explanation: The purpose of this ordinance is to provide screening requirements for recycling centers, and screening and safety barrier requirements for compactors, and to provide dwelling unit separation standards between recycling centers or compactors and dwellings located in multi-family residential developments.

The proposed ordinance does not require the use of recycling centers or compactors. The ordinance does provide location, safety barrier and screening requirements to be used in those cases where the property owner elects to install recycling centers, or elects to utilize a garbage/trash compactor in lieu of standard containers (i.e. dumpsters).

The following is a summary of the proposed recycling center and compactor standards:

- No recycling center shall be located closer than twenty (20) feet to any dwelling structure and no compactor shall be located closer than fifty (50) feet to any dwelling structure. (Note: proposed recycling center setback same as current garbage container (dumpster) setback)
- Recycling centers shall be enclosed on three (3) sides by a complete visual screen consisting of a fence, vegetation or combination thereof (Note: proposed recycling center screening same as current garbage container (dumpster) screening).
- Compactors shall be enclosed by a visual screen and safety barrier composed of an opaque masonry wall and opaque metal or wooden gate, said wall and gate shall be not less than two (2) feet higher than the highest point of the compactor. The Director of Community Development or representative may approve substitute wall and gate material provided

the wall and gate results in an opaque visual screen and safety barrier; vegetation shall not be acceptable for this purpose.

- Recycling centers and compactors shall be in accordance with Title 6, Chapter 3, Garbage and Refuse Collection and Disposal, of the Greenville City Code.

Fiscal Note: No cost to the city.


Recommendation: In staff's opinion the request is in compliance with Horizons: Greenville's Community Plan.

If the Planning and Zoning Commission determines to approve the request, in order to comply with the statutory requirement, it is recommended that the motion be as follows:

Motion to approve the proposed text amendment, to advise that it is consistent with the comprehensive plan and other applicable plans, and to adopt the staff report which addresses plan consistency and other matters.

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

Attachments / click to download

 [Refuse_compactor_and_recycling_center_screening_857399](#)

ORDINANCE NO. 10 - ____
AN ORDINANCE AMENDING THE ZONING ORDINANCE
OF THE CITY OF GREENVILLE, NORTH CAROLINA

WHEREAS, the City Council of the City of Greenville, North Carolina, in accordance with Article 19, Chapter 160A, of the North Carolina General Statutes, caused a public notice to be given and published once a week for two successive weeks in The Daily Reflector setting forth that the City Council would, on April 8, 2010 at 7:00 p.m., in the Council Chambers of City Hall in the City of Greenville, NC, conduct a public hearing on the adoption of an ordinance amending the City Code; and

WHEREAS, in accordance with the provisions of North Carolina General Statute 160A-383, the City Council does hereby find and determine that the adoption of the ordinance involving the text amendment is consistent with the adopted comprehensive plan and that the adoption of the ordinance involving the text amendment is reasonable and in the public interest due to its consistency with the comprehensive plan and, as a result, its furtherance of the goals and objectives of the comprehensive plan.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF GREENVILLE, NORTH

Section 1: That Title 9, Chapter 4, Article I, Section 9-4-149, of the City Code, is hereby amended by deleting said section in its entirety and substituting the following:

“Sec. 9-4-149. GARBAGE/TRASH CONTAINER, RECYCLING CENTER AND COMPACTOR LOCATIONS.

(A) No garbage/trash container or recycling center shall be located closer than twenty (20) feet to any dwelling structure and no compactor shall be located closer than fifty (50) feet to any dwelling structure.

(B) Each garbage/trash container required to service the development shall be located within two hundred (200) feet of the dwelling units such container is intended to serve.

(C) Garbage/trash containers and recycling centers shall be enclosed on three (3) sides by a complete visual screen consisting of a fence, vegetation or combination thereof.

(D) Except as further provided, compactors shall be completely enclosed by a visual screen and safety barrier composed of an opaque masonry wall and opaque metal or wooden gate, said wall and gate shall be not less than two (2) feet higher than the highest point of the compactor. The Director of Community Development or designee may approve substitute wall and gate material provided the wall and gate results in an opaque visual screen and safety barrier as required by this subsection; vegetation shall not be acceptable for this purpose.

(E) Garbage/trash containers, recycling centers and compactors shall be in accordance with Title 6, Chapter 3, Garbage and Refuse Collection and Disposal, of the Greenville City Code.”

Section 2: That Title 9, Chapter 4, Article J, Section 9-4-163(P), of the City Code, is hereby amended by deleting said section in its entirety and substituting the following:

“(P) Residential garbage/trash container, recycling center and compactor locations.

(1) No garbage/trash container or recycling center shall be located closer than twenty (20) feet to any dwelling structure and no compactor shall be located closer than fifty (50) feet to any dwelling structure.

(2) Each garbage/trash container required to service the development shall be located within two hundred (200) feet of the dwelling units such container is intended to serve.

(3) Garbage/trash containers and recycling centers shall be enclosed on three (3) sides by a complete visual screen consisting of a fence, vegetation or combination thereof.

(4) Except as further provided, compactors shall be completely enclosed by a visual screen and safety barrier composed of an opaque masonry wall and opaque metal or wooden gate, said wall and gate shall be not less than two (2) feet higher than the highest point of the compactor. The Director of Community Development or designee may approve substitute wall and gate material provided the wall and gate results in an opaque visual screen and safety barrier as required by this subsection; vegetation shall not be acceptable for this purpose.

(5) Garbage/trash containers, recycling centers and compactors shall be in accordance with Title 6, Chapter 3, Garbage and Refuse Collection and Disposal, of the Greenville City Code.”

Section 3: That Title 9, Chapter 4, Article J, Section 9-4-164(J), of the City Code, is hereby amended by deleting said section in its entirety and substituting the following:

“(J) Nonresidential garbage/trash container, recycling center and compactor locations.

(1) Garbage/trash containers and recycling centers shall be enclosed on three (3) sides by a complete visual screen consisting of a fence, vegetation or combination thereof.

(2) Except as further provided, compactors shall be completely enclosed by a visual screen and safety barrier composed of an opaque masonry wall and opaque metal or wooden gate, said wall and gate shall be not less than two (2) feet higher than the highest point of the compactor. The Director of Community Development or designee may approve substitute wall and gate material provided the wall and gate results in an opaque visual screen and safety barrier as required by this subsection; vegetation shall not be acceptable for this purpose.

(3) Garbage/trash containers, recycling centers and compactors shall be in accordance with Title 6, Chapter 3, Garbage and Refuse Collection and Disposal, of the Greenville City Code.”

Section 4: That Title 9, Chapter 4, Article K, Section 9-4-182, of the City Code, is hereby amended by deleting said section in its entirety and substituting the following:

“SEC. 9-4-182. GARBAGE/TRASH CONTAINER, RECYCLING CENTER AND COMPACTOR LOCATIONS

(A) No garbage/trash container or recycling center shall be located closer than twenty (20) feet to any dwelling structure and no compactor shall be located closer than fifty (50) feet to any dwelling structure.

(B) Each garbage/trash container required to service the development shall be located within two hundred (200) feet of the dwelling units such container is intended to serve.

(C) Garbage/trash containers and recycling centers shall be enclosed on three (3) sides by a complete visual screen consisting of a fence, vegetation or combination thereof.

(D) Except as further provided, compactors shall be completely enclosed by a visual screen and safety barrier composed of an opaque masonry wall and opaque metal or wooden gate, said wall and gate shall be not less than two (2) feet higher than the highest point of the compactor. The Director of Community Development or designee may approve substitute wall and gate material provided the wall and gate results in an opaque visual screen and safety barrier as required by this subsection; vegetation shall not be acceptable for this purpose.

(E) Garbage/trash containers, recycling centers and compactors shall be in accordance with Title 6, Chapter 3, Garbage and Refuse Collection and Disposal, of the Greenville City Code.”

Section 5: That Title 9, Chapter 4, Article P, Section 9-4-268(H), of the City Code, is hereby amended by deleting said section in its entirety and substituting the following:

“(H) *Garage/trash container, recycling center and compactor, additional standards.* Except as further provided, in addition to any required visual barrier(s) and/or vegetation improvements, all garbage/trash containers and recycling centers shall be enclosed on three (3) sides by a complete visual screen consisting of a fence, vegetation or combination thereof and compactors shall be completely enclosed by a screen and safety barrier composed of an opaque masonry wall and opaque metal or wooden gate, said wall and gate shall be not less than two (2) feet higher than the highest point of the compactor. The Director of Community Development or designee may approve substitute wall and gate material provided the wall and gate results in an opaque visual screen and safety barrier as required by this subsection; vegetation shall not be acceptable for this purpose..”

Section 6. All ordinances or parts of ordinances in conflict herewith are hereby repealed to the extent of such conflict.

Section 7. Any part or provision of this ordinance found by a court of competent jurisdiction to be in violation of the Constitution or laws of the United States or North Carolina is hereby deemed severable and shall not affect the validity of the remaining provisions of the ordinance.

Section 8. This ordinance shall become effective April 8, 2010.

Patricia C. Dunn, Mayor

ATTEST:

Wanda T. Elks, City Clerk



City of Greenville, North Carolina

Meeting Date: 3/16/2010
Time: 6:30 PM

Title of Item: Comprehensive Plan Review: Future Land Use Plan Map Consideration for Area of Interest #4 (SE Greenville Boulevard & 14th Street)

Explanation: As part of the City of Greenville's ongoing five-year Comprehensive Plan Review process, the Planning and Zoning Commission was asked by an area property owner to consider whether to recommend changes to the Future Land Use Plan Map for the area described as being located on the south side of the SE Greenville Boulevard corridor from E. 14th Street to (across the street from) the Wachovia Bank building, containing 4.7+/- acres, from an OIMF (office/institutional/multi-family) category to a C (commercial) category. In the process of evaluating the area requested, the Planning and Zoning Commission should also evaluate an adjacent additional area, which shares very similar conditions as the area described above, and would be impacted by changes to the Future Land Use Plan Map for the primary area. This additional area is described as being located adjacent to (or directly northeast of) the primary area. See attached maps.

History/Background:

The current Future Land Use Plan Map was adopted on February 12, 2004. In 1969, the subject property was zoned R9 (single-family and duplex). In 1990, the owners of eight (8) lots (6 acres) along Greenville Boulevard, between 14th Street and Adams Boulevard, requested their property to be rezoned from R9 (single-family and duplex) to O (Office). The Planning and Zoning Commission, at the request of these property owners, sponsored the rezoning request; however, the Commission recommended denial at the public meeting. A valid protest petition (91.7% of the adjoining property owners) was filed by the owners of property within 100 feet of the request. The City Council, at their February 1990 public hearing, unanimously voted to deny the request.

In 2006, the subject property was contained within the Eastwood Subdivision area that was rezoned to R9S (Residential-Single-family) as part of the Task Force on Preservation of Neighborhood and Housing recommendations.

In November 2007 and in May 2008, the City Council denied requests by the

same land owner (petitioner) to amend the FLUPM from OIMF to C for three parcels (1.52 acres) at the corner of SE Greenville Boulevard and 14th Street, which are included in the primary area.

Comprehensive Plan:

The subject area is located in Vision Area C.

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

There are designated neighborhood focus areas at the intersections of Greenville Boulevard and 14th Street and Greenville Boulevard and Eastbrook Drive. These areas generally contain less than 40,000 square feet of conditioned floor space.

Greenville Boulevard is designated as a connector corridor from its intersection at 14th Street and continuing north. Connector corridors are anticipated to contain a variety of higher intensity activities and uses, whereas residential corridors are preferred to accommodate lower intensity residential uses.

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

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

Environmental Conditions/Constraints:

There are no known environmental constraints.

Surrounding Land Uses and Zoning:

North: CN (Stallings Oil Company), CG (Trade/Wilco Convenience Store, Home Town Pharmacy, First Citizens Bank), OR (Wachovia Bank, professional offices, First South Bank).

South: R9S (Eastwood Subdivision - single-family)

East: R9S (Eastwood Subdivision - single-family)

West: CN (professional office building), R6 (Heritage Village), R9 (Foxberry Circle).

Thoroughfare/Traffic Volume (Summary):

No traffic report has been generated for this area of interest, as the scope of any possible changes has not yet been determined.

However, in response to a similar previous request (described above) to amend the FLUPM for 3 parcels at the corner of SE Greenville Boulevard and 14th Street, which are included in the primary area, a traffic analysis was completed, which estimated that development under the proposed land use plan amendment could have generated 3,380 trips to and from the site on Greenville Blvd and 14th Street, which would have been a net increase of 3,350 additional trips per day compared to the existing residential land use.

Traffic conditions generated by future build-out under OIMF versus C: Based on recent area traffic reports, the average number of trips generated by office - high density residential is 1,678 average daily trips per acre, compared to 2,068 average daily trips per acre generated by commercial. Using the previous traffic analysis as a comparison staff would estimate that changing the land use category from the current OIMF to C could result in more than 400 additional daily trips per acre.

During the review process, measures to mitigate traffic impacts would be determined and access to the properties would also be reviewed.

Fiscal Note:

N/A.

Recommendation:

Staff does not recommend expansion of commercial development in the area adjacent to the Eastwood Subdivision. The current office/institutional/multifamily designation will afford adaptive reuse of the properties fronting the SE Greenville Boulevard corridor while minimizing negative impacts on the interior neighborhood. The purpose of the current Future Land Use Plan Map OIMF designation in the primary and additional areas is to protect the interests of the Eastwood neighborhood. Any change to the FLUPM in the subject area should be supported by the neighborhood as part of an effective strategy that protects the neighborhood's interests to an equal or greater degree than is achieved by the current FLUPM configuration.

To recommend changes to the Future Land Use Plan Map for the subject area, the Planning and Zoning Commission should first establish that it is necessary as a result of changed conditions, in the local development pattern, street system, environment, or other major feature or plan, which impacts the site in a manner or to a degree not previously anticipated at the time of adoption of the current Future Land Use Plan Map. In the opinion of staff, the subject area(s) did not experience changed conditions that impacted the site in a manner or to a degree not previously anticipated by the community at the time of adoption of the current Future Land Use Plan Map; therefore, no change is warranted. Moreover,

changing the FLUPM from OIMF to C for all or part of the primary and/or additional area would not satisfy the other criteria used to evaluate the appropriateness of proposed FLUPM amendments:

- *The location of the proposed classification(s) supports the intent and objective of the current Future Land Use Plan Map, Focus Area Map, and Transportation Corridor Map and other contextual considerations of the comprehensive plan.*
- *The resulting anticipated land use is properly located with respect to existing and future adjoining and area uses and the proposed change is not anticipated to cause undue negative impacts on localized traffic, the natural environment or existing and future neighborhoods and businesses within and in proximity to the area of proposed amendment.*
- *The amendment is anticipated to result in a desirable and sustainable land use pattern to an equal or greater degree than existed under the previous plan recommendation.*

Note: In addition to other criteria, the Planning and Zoning Commission and City Council shall consider the entire range of permitted and special uses for the existing and proposed land use districts as listed under Title 9, Chapter 4, Article D of the Greenville City Code.

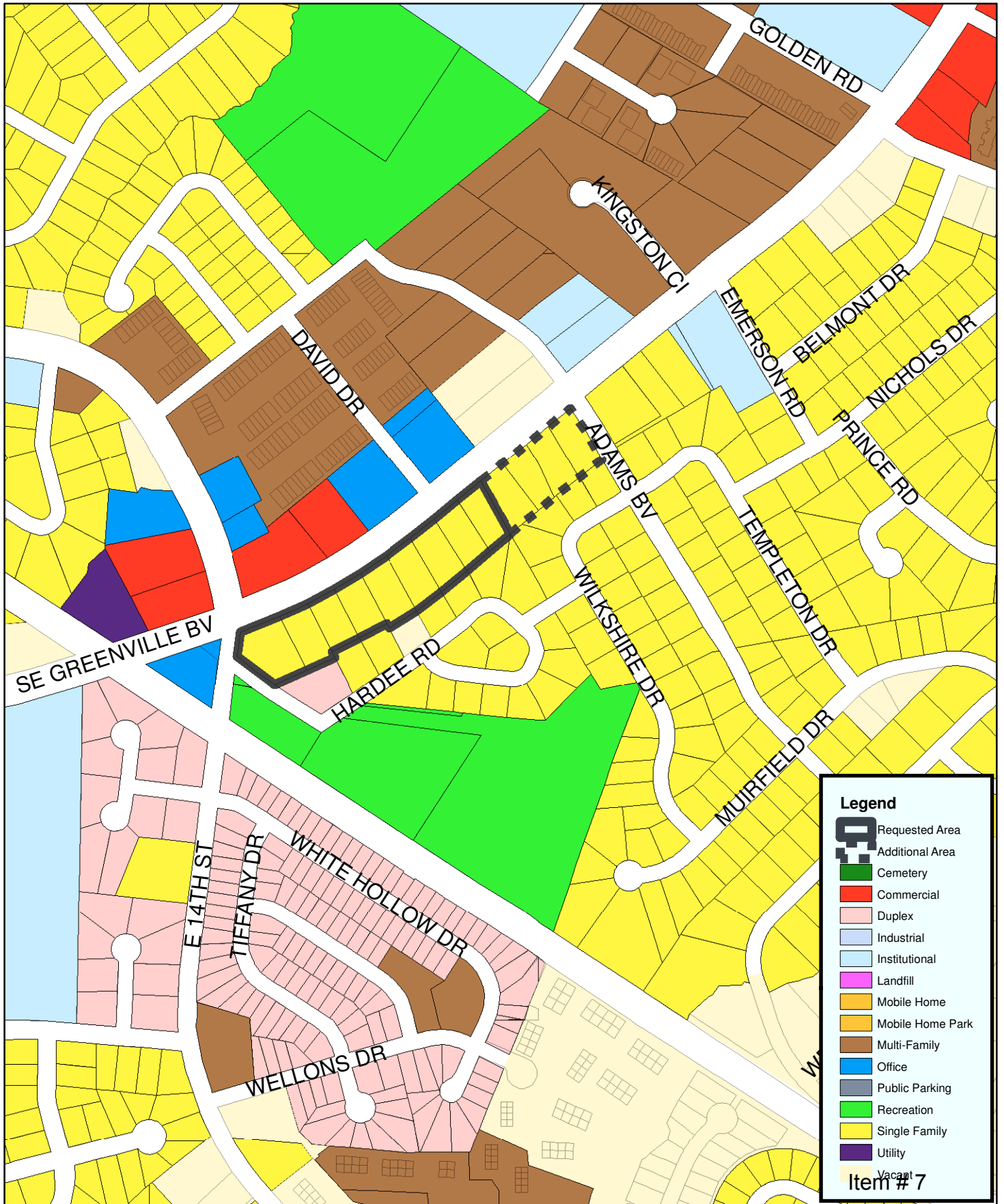
Viewing Attachments Requires Adobe Acrobat. [Click here](#) to download.

Attachments / click to download

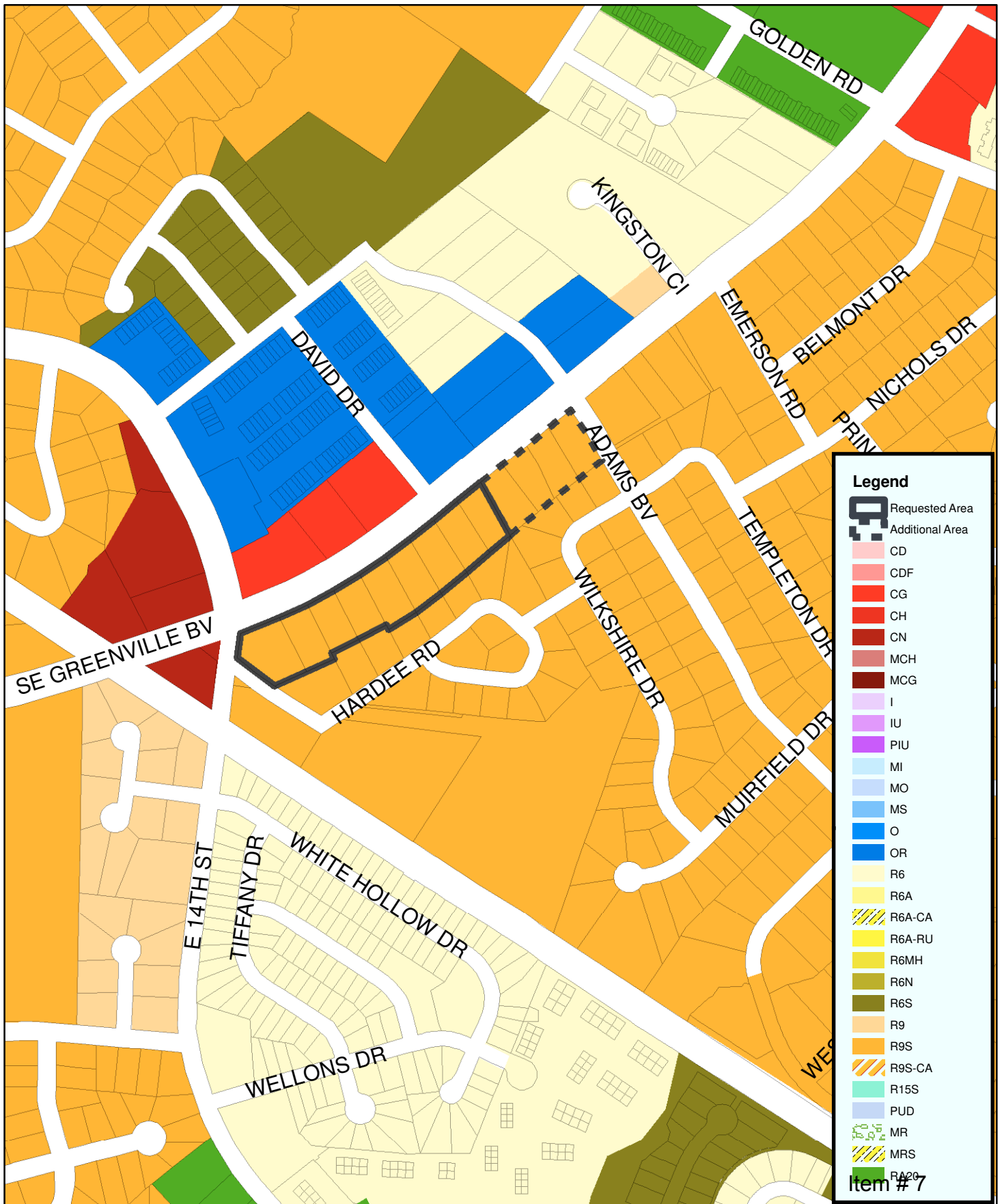
-  [Existing Land Use Map, Area 4](#)
-  [Zoning Map, Area 4](#)
-  [Future Land Use Plan Map, Area 4](#)
-  [FLUPM descriptions](#)
-  [Zoning District Descriptions](#)

Area of Interest #4: SE Greenville Blvd & 14th Street

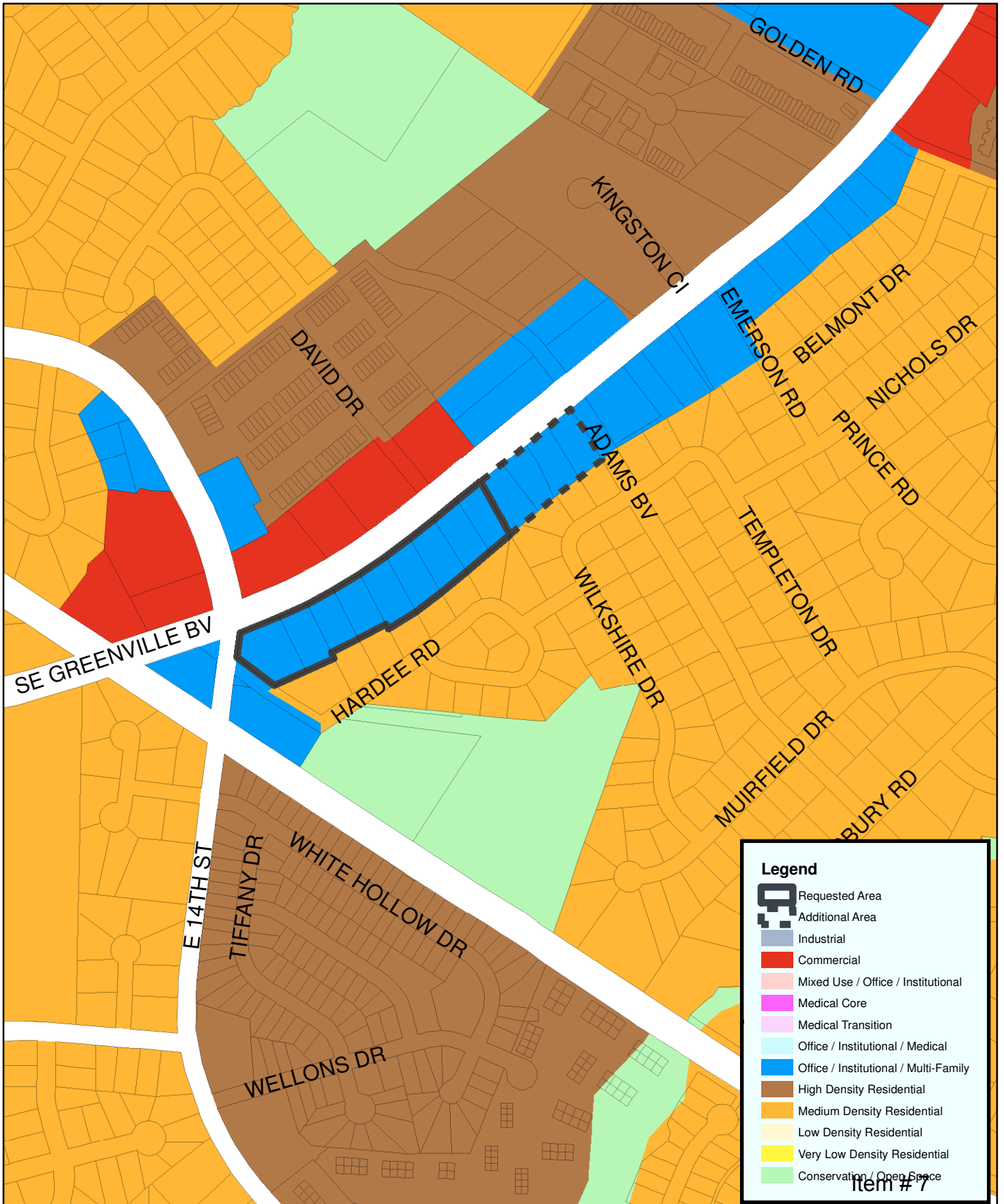
Existing Land Use Map



Area of Interest #4: SE Greenville Blvd & 14th Street Current Zoning Map



Area of Interest #4: SE Greenville Blvd & 14th Street (Current) Future Land Use Plan Map



Future Land Use Plan Map (FLUPM) Classifications and Associated Zoning Districts

Land Use	Zoning Districts
Conservation / Open Space *	CA overlay
Residential, Very-Low Density	RA-20 (no sewer)
Residential, Low Density	RA-20, MRS, R-15S
Residential, Medium Density	R-6S, R-6A, R-9, R-9S, PUD **
Residential, High Density	R-6, R-6MH, MR
Office / Institutional / Multi-family	O, OR
Office / Institutional / Medical	MO
Medical Transition	MS
Medical Core	MI
Mixed Use / Office / Institutional	CDF
Commercial	CD, CG, CN, CH, MCG, MCH
Industrial	IU, PIU, I, PI

* Conservation / Open Space

Conservation/Open Space land uses are typically located in areas that contain existing parkland, exhibit potential for flooding, or are deemed inappropriate for development due to physical or environmental limitations. Conservation/Open Space lands are also as buffers to separate areas that may have the potential to become conflicting land uses.

Conservation/Open Space buffers adjacent to industrial development should be maintained at a width based on the type of industry and its potential to create compatibility problems. Greenways and greenway connectors should be maintained to be consistent with the City's Greenway Comprehensive Plan.

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

** PUD (planned unit development)

The PUD zoning district and standards were deleted and replaced in December 2009 with the Master Planned Community (MPC) regulations. MPC development is a special use permit dependent option in a variety of residential districts and is not separate zoning district.

ZONING DISTRICTS – PURPOSE

The Zoning Ordinance contains 33 separate zoning districts, each allowing a specific list of permitted and special uses. The following includes each districts official title and purpose statement [Emphasis and notations added].

RA20 residential-agricultural.

The RA20 district is primarily designed to accommodate a compatible mixture of single family dwellings and agricultural uses at lower densities. These areas are generally found in areas without sewer services that are not yet appropriate for development at higher densities.

R15S residential-single family.

The R15S district is primarily designed to accommodate single family uses [dwellings] at lower densities.

R9S residential-single family.

The R9S district is primarily designed to accommodate single family dwellings at medium densities.

R9 residential.

The R9 district is primarily designed to accommodate a compatible mixture of single family and two-family [duplex] dwellings at medium densities.

R6S residential-single family.

The R6S district is primarily designed to accommodate single family dwellings at medium densities.

R6 residential.

The R6 district is primarily designed to accommodate a compatible mixture of single family, two-family and multi-family [townhouse, condominium and apartment] dwellings at higher densities.

R6A residential.

The R6A district is primarily designed to accommodate a compatible mixture of single family, two-family and multi-family dwellings at medium densities.

R6A restricted residential use (RU) overlay.

The purpose of the R6A restricted residential use (RU) overlay district is to provide a residential development option designed to encourage single-family and/or two-family attached (duplex) development and to prohibit multi-family development within the underlying R6A district included within such overlay.

R6N residential-neighborhood revitalization.

The R6N district is primarily designed to accommodate single family dwellings and a limited number of two-family and multi-family dwellings at high densities.

R6MH residential-mobile home.

The R6MH district is primarily designed to accommodate a compatible mixture of single family (including mobile homes), two-family and multi-family dwellings at higher densities.

PUD planned unit development.

The PUD district is a special use residential zoning district that provides an alternative to traditional development standards and as further provided under Article J. [designed to accommodate a combination of all residential dwelling types at higher densities in conjunction with limited nonresidential uses].

MI medical-institutional.

The MI district is primarily designed to provide areas where the institutionalized care of physically and/or mentally ill people can be provided and where government or private agencies, offices, or institutions can provide services of a medical, para-medical, or social service nature. It shall also be the purpose of this district to provide for a healthful environmental that is conducive to the care and convalescing of ill people.

MS medical - support.

The MS district is primarily designed to create areas in which hospitals, rehabilitation centers, medical offices, and clinics may be compatibly mixed, in order that these related uses can be near each other for doctor and patient convenience. The district shall also allow a wider variety of medical support services. In addition, through its permitted uses, the district shall encourage a healthful environment in abutting residential areas, as well as within the health care delivery community.

MO medical-office.

The MO district is primarily designed to provide for general business [offices], professional offices and institutional uses, as well as to provide additional areas for medical offices and clinics to locate in a professional office environment. In addition, the district shall prohibit commercial and industrial land uses, which can generate large traffic volumes, and shall encourage the development of areas that will serve as a buffer for residential zoning district.

MCG medical-general commercial.

The MCG district is primarily designed to provide for the sale of convenience goods, for provision of personal services, and for other frequent needs of the trade area within the medical district community in a planned shopping center environment. In addition, it is the purpose of this section to require that development sites of less than four (4) acres be developed in conjunction with larger development sites in such a way that sites of less than four (4) acres are served by internal traffic circulation in conjunction with the larger development site.

MR medical-residential.

The MR district is primarily designed to accommodate a compatible mixture of single family, two-family and multi-family dwellings at higher densities.

MCH medical-heavy commercial.

The MCH district is primarily designed to accommodate commercial development that will best service the motoring public, as well as uses that will generate large traffic volumes in a development atmosphere that shall encourage compact, convenient shopping.

MRS medical-residential single family.

The MRS district is primarily designed to accommodate a compatible mixture of single family dwellings and agricultural uses at lower densities.

OR office-residential.

The OR district is primarily designed to accommodate a compatible mix of two (2) family attached [duplex] and multi-family dwellings [at higher densities] and business and professional uses in addition to providing a desirable buffer between commercial and high density residential uses.

O office.

The O district is primarily designed to accommodate a compatible mix of business, professional and institutional uses, in addition to providing a desirable buffer between commercial and low density residential uses.

CN neighborhood commercial.

The CN neighborhood commercial district is primarily designed to accommodate convenient shopping facilities consisting primarily of necessary goods and personal services required to serve a neighborhood.

CD downtown commercial.

The purpose of the CD district is to provide convenient shopping and service facilities by promoting compact development of commercial, office and service uses. High-density residential development is encouraged to be compatibly mixed with permitted nonresidential uses.

CDF downtown commercial fringe.

The purpose of the CDF district is to provide commercial and service activities designed to enhance the downtown commercial area, stimulate redevelopment and encourage a compatible mix of commercial and high density residential development.

CG general commercial.

The purpose of the CG district is to accommodate a variety of commercial and service activities on an individual lot by lot basis and in a planned center setting.

CH heavy commercial.

The CH district is primarily designed to provide roadside uses which will best accommodate the needs of the motoring public and of businesses demanding high volume traffic.

IU unoffensive industry.

The IU district is primarily designed to accommodate those industrial and wholesale, and warehouse uses which, by their nature, do not create an excessive amount of noise, odor, smoke, dust, airborne debris or other objectionable impacts which might be detrimental to the health, safety or welfare of surrounding areas.

PIU planned unoffensive industry.

The purpose of the PIU district shall be to accomplish those purposes set forth under section 9-4-70 [IU district] while providing an alternative to traditional industrial development dimensional and subdivision standards designed to:

- (a) Promote economical and efficient use of lands;
- (b) Reduce initial development costs;
- (c) Encourage innovative industrial development design and layout of buildings;
- (d) Provide large lot developments which enhance the physical appearance of the area by preserving natural features, open space and existing vegetation; and
- (e) Allow ground absorption and filtration of street and site surface drainage thereby reducing negative impacts on downstream water quality.

I industry.

The I district is primarily designed to accommodate those industrial, wholesale, and warehouse uses which by their nature may create an excessive amount of noise, odor, smoke, dust, airborne debris or other objectionable impacts which may be detrimental to the health, safety or welfare of surrounding areas.

PI planned industry.

The purpose of the PI district shall be to accomplish those purposes set forth under section 9-4-72 [I district] while providing an alternative to traditional industrial development dimensional and subdivision standards designed to: (a) thru (e) same as PIU above.

WS water supply watershed overlay.

The purpose of the WS overlay district shall be to protect and manage surface water supply watersheds pursuant to the Water Supply Watershed Act of 1989 and N. C. G.S. 143-214.5 as amended. Such WS overlay district shall include both a (WS-C) critical area and (WS-P) protected area district as defined and regulated pursuant to Article L, Special Districts.

HD historic district overlay.

The purpose of the HD overlay district shall be to preserve, protect and manage locally designated historic landmarks pursuant to Article L, Special Districts.

CA conservation district overlay.

The purpose of the CA conservation area overlay district shall be to provide for permanent open space and desirable buffers between proposed uses and incompatible adjacent land uses, environmentally sensitive areas or hazardous areas in excess of minimum standards and to provide a method and means by which such open space and increased buffer areas may be utilized to fulfill zoning requirements applicable to individual lot development pursuant to Article L, Special Districts.

UC urban core overlay.

The purpose and intent of the urban core (UC) overlay district and requirements is to allow modification of specific site development standards of the underlying zoning district(s) which are designed to facilitate development and redevelopment of in-fill sites in the following designated area:

All urban core (UC) overlay district(s) shall be restricted to the land area located within the following boundary: south of Tenth Street, east of the CSXT Railroad, north of Fourteenth Street, west of Green Mill Run and ECU Easement (tax parcel 73545, DB 2215 – PG 597) as existing on the date of adoption of this ordinance. No urban core (UC) overlay district shall be located outside of the designated area described by this subsection. An urban core (UC) overlay district shall be established within the designated area upon City Council adoption of an individual zoning ordinance which defines the boundary of the specific urban core (UC) district located within the designated area boundary.



City of Greenville, North Carolina

Meeting Date: 3/16/2010
Time: 6:30 PM

Title of Item: Comprehensive Plan Review: Future Land Use Plan Map consideration of Areas of Interest #5 (Old Pactolus Road)

Explanation: As part of the City of Greenville's ongoing five-year Comprehensive Plan Review process, the Planning and Zoning Commission was asked by an area property owner to consider whether to recommend changes to the Future Land Use Plan Map for all, or a portion of, the area described as being located on the south side of Old Pactolus Road corridor, beginning approximately 1/3 mile SE of the intersection of NE Greenville Boulevard and Old Pactolus Road, and extending horizontally along Old Pactolus Road for about 1/2 mile containing 107+/- acres from OIMF (office/institutional/multi-family), Very Low Residential, and Conservation/Open Space categories to a C (commercial) category. In the process of evaluating the area requested, the Planning and Zoning Commission should evaluate an adjacent additional area, which shares very similar conditions as the area described above, and would be impacted by changes to the Future Land Use Plan Map for the primary area. This additional area, which contains 262+/- acres, is described as being located adjacent to the primary area described above. See attached maps.

History/Background:

The current Future Land Use Plan Map was adopted on February 12, 2004. The City of Greenville's Extraterritorial Jurisdiction (ETJ) was last extended in 2001 (approximately one-half of the primary and additional areas are located within the ETJ). Vision Area B was seriously impacted by Hurricane Floyd in 1999. The resultant flood damage affected residential areas located within and/or adjacent to the primary and additional areas.

Comprehensive Plan:

The subject site is located in Vision Area B.

Old Pactolus Road is designated as a residential corridor from the corner of Greenville NE Boulevard & Old Pactolus Highway to Pactolus Highway/264-E. It is expected that, along residential corridors, commercial uses will be confined

to neighborhood-level intensities and located at nodes (street intersections). If the FLUPM is changed as proposed, the corridor designation for Old Pactolus Road should be amended to “connector corridor.”

The Future Land Use Plan Map recommends OIMF (office/institutional/multi-family), VLDR (very low density residential), and C/OS (conservation/open space) in the primary area, with a similar configuration in the additional area as well. That portion of the primary area that is designated OIMF includes 7.8+/- acres, while the additional area includes 13+/- acres of designated OIMF. The remainder of the primary and additional areas is designated either as VLDR or C/OS.

There is a recognized regional focus area across approximately less than ½ mile from the primary area, at the intersection of NE Greenville Boulevard and Pactolus Highway/264-E, within which commercial activity is encouraged.

Environmental Conditions/Constraints:

Approximately 13 acres of the primary area are located in the floodway. Small portions of the primary and additional areas include wetlands. Flood hazard area and wetland regulations as well as greenway plans may limit development in the primary and additional areas.

Surrounding Zoning and Land Uses:

North [including portions of the additional area]: RA20 (vacant, single family, mobile home, utility, and cemetery); R6MH (mobile home park); and County-zoned land, including RA (vacant and Vail Estates - mobile/manufactured housing construction) and CG (vacant and commercial – manufactured housing sales lot).

South: CH parcels adjacent to NE Greenville Boulevard, which include areas in the floodway/wetlands, and RA20 (vacant, primarily floodway and wetlands).

East [including portions of the additional area]: directly adjacent to the primary area, on the south side of Old Pactolus Road, are County-zoned RA parcels (vacant); farther to the east are parcels within the Greenville City Limits that are zoned IU (Greenville Utilities Commission wastewater treatment); and still farther to the east are County-zoned RA parcels (vacant, single family residences, mobile homes), City-zoned RA20 (vacant, in the floodway), and Bradford Creek Golf Course. On the north side of Old Pactolus Road [east of the additional area], are County-zoned RA parcels (Vail Estates, Vandemere Mobile Home Park) and Bradford Creek Soccer Complex, which is also within the City Limits.

West [intersection of NE Greenville Boulevard and Tupper Drive]: primarily zoned commercial (some vacant land, existing commercial uses include wireless retailer, mini storage, and other warehouse-type commercial uses); OR (church), and RA20 (North Side Community Center).

Thoroughfare/Traffic Volume Summary:

No traffic report has been generated for this new area of interest, as the scope of

any possible changes has not yet been determined. However, based on recent area traffic reports, the average number of trips generated by office - high density residential is 1,678 average daily trips per acre, compared to 2,068 average daily trips per acre generated by commercial. Using the previous traffic analysis as a comparison, staff would estimate that the proposed change in land use category from the current OIMF to C could result in more than 400 additional daily trips per acre.

Fiscal Note:

N/A.

Recommendation:

In staff's opinion, the Future Land Use Plan Map configuration for Vision Area B has as its principal goal to discourage residential development in the area, except for Very Low Density Residential. Almost the entire lower half of Vision Area B consists of lands in the floodway or in the 100 year or 500 year floodplain. The Horizons plan states, "It will be the policy of the City of Greenville to prohibit development within the floodway and to discourage development in undisturbed areas within the 100-year floodplain. The City should reserve undisturbed floodplain areas for low-intensity uses such as open space corridors, greenways, and wildlife habitat."

At the same time, the City's plan for Vision B seeks to, "encourage new industry and support businesses in the recognized industrial area." The FLUPM recommends industrial land uses for approximately 60 percent of the total area of Vision Area B, including the entire upper half of the area that mostly falls outside of the floodplain, but also including some additional lands in the floodplain. The City's comprehensive plan recognizes that the intersection of NE Greenville Boulevard and 264-E is a regional transportation junction. Commuters who live north or east of Greenville traverse this intersection while traveling in and out of the city; moreover, while the City has strived to relocate residents of flood prone areas, many Greenville residents still live in Vision Area B.

With all of these principles and prevailing conditions in mind, the plan designated a Regional Focus Area at the NE Greenville Blvd/264-E and the FLUPM recommended a relatively large concentration of commercial use in that vicinity, in part because commercial development in the floodplain—especially certain types of commercial development—would expose personal property and public safety to a lower risk than would residential development, but also to facilitate opportunities for limited commercial development on the north side of the Tar River. Subtracting the land that the FLUPM recommends for industrial as well as the land recommended for Conservation/Open Space and/or Very Low Density Residential, the approximate amount of land available for general (non-industrial) development purposes within Vision Area B appears to be less than 10 percent of the total area.

To recommend changes to the Future Land Use Plan Map for the subject area, the Planning and Zoning Commission should first establish that it is necessary as a result of changed conditions, in the local development pattern, street system, environment, or other major feature or plan, which impacts the site in a manner

or to a degree not previously anticipated at the time of adoption of the current Future Land Use Plan Map. Since the Horizons plan was last updated in 2004, the North Campus Crossing project was developed, which added 600 units (or 1,692 beds) of student housing in the general area. The project effectively removed approximately 24 acres of land as a potential site for commercial development. For two other contiguous sites, which lie diagonally (southwest) from the North Campus Crossing site, approximately 93 acres were rezoned from C to OR. Together, these two events have effectively removed 117 acres of potential commercial development area from the Regional Focus Area in Vision Area B. In the opinion of staff, the community did not anticipate these changes in the local development pattern when it created the Focus Area Map; therefore, a change to the FLUPM might be warranted as a means of reconciling the intents of the Focus Area Map (2004) and the current Future Land Use Plan Map (last amended in 2008), provided that the other criteria are satisfied:

- *The location of the proposed classification(s) supports the intent and objective of the current Future Land Use Plan Map, Focus Area Map, and Transportation Corridor Map and other contextual considerations of the comprehensive plan.* Given the reduction of land area recommended for commercial in Vision Area B, the inclusion of additional commercial in the subject area(s) would be consistent with the intent and objective of the FLUPM and Focus Area Map, provided that any commercial area added to Old Pactolus Road (residential corridor) is contiguous to the existing commercial Focus Area and is limited in scope.
- *The resulting anticipated land use is properly located with respect to existing and future adjoining and area uses and the proposed change is not anticipated to cause undue negative impacts on localized traffic, the natural environment or existing and future neighborhoods and businesses within and in proximity to the area of proposed amendment.* Any change in the current Future Land Use Plan should protect the interests of adjacent/area neighborhoods and must account for current and future traffic management concerns related to this residential corridor. The primary and additional areas are unlikely to provide economically feasible locations for intensive commercial uses (retail, convenience store, restaurant, etc.); therefore, commercial uses (such as outdoor commercial recreation, or other land intensive commercial uses), as long as they are limited in scope, are unlikely to generate significant increases in traffic on Old Pactolus Road. Low to moderate-intensity commercial uses are preferable to residential/mobile home uses in terms of protecting personal property and public safety, while providing a transition between the existing residential neighborhoods and the NE Greenville Boulevard corridor. The current FLUPM recommends OIMF as a transitional use in the primary and additional areas. If these areas were developed as office, that would be a preferred transitional use; however, office development may be economically infeasible in the primary and/or additional areas and multifamily would be discouraged. The ideal environmental uses, Conservation/Open Space and Very Low Density Residential, are recommended for much of the developable, non-industrial areas of Vision Area B. Note: the Blue Heron Landing greenway easement, which traverses the primary area, should be preserved as part of any

reconfiguration of the FLUPM.

- *The amendment is anticipated to result in a desirable and sustainable land use pattern to an equal or greater degree than existed under the previous plan recommendation.* The inclusion of commercial in the primary and/or additional area, provided that it is contiguous with the recommended Regional Focus Area, and is limited in scope, would result in a land use pattern that is more desirable and sustainable than would be accommodated by additional residential development on Old Pactolus Road.

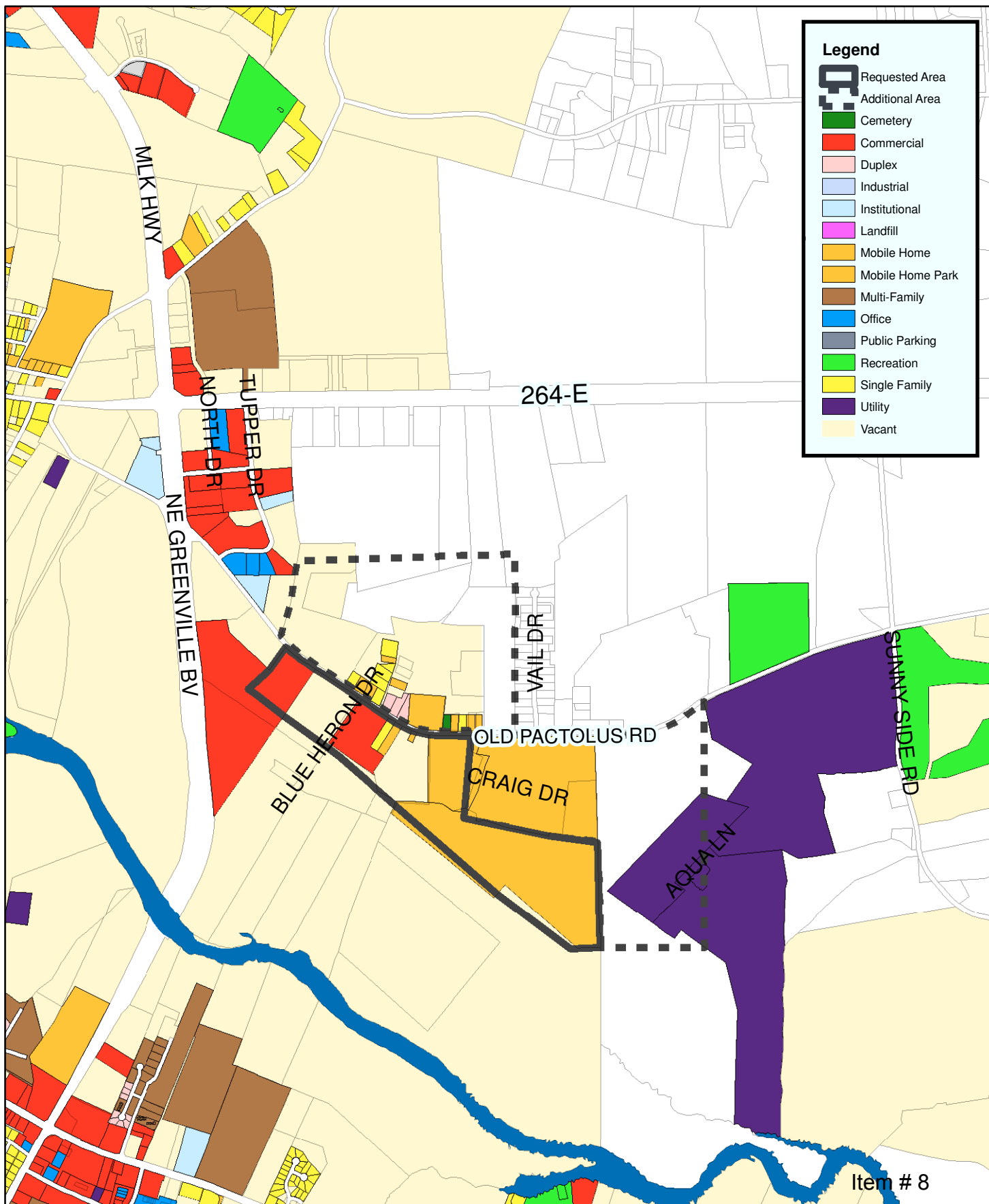
Note: In addition to other criteria, the Planning and Zoning Commission and City Council shall consider the entire range of permitted and special uses for the existing and proposed land use categories.

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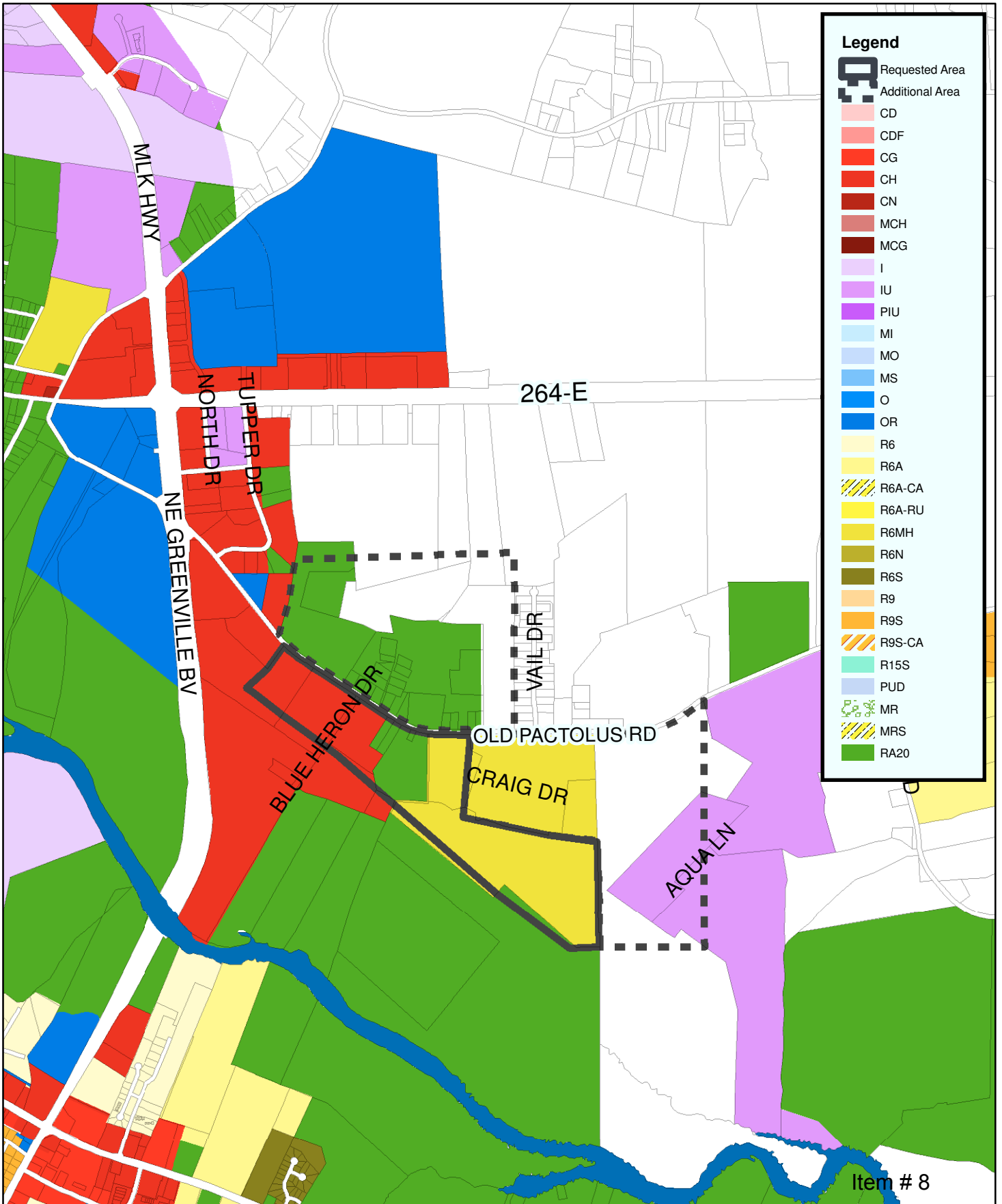
Attachments / click to download

- [Existing Land Use Map, Area 5](#)
 - [Zoning Map, Area 5](#)
 - [Future Land Use Plan Map, Area 5](#)
 - [FLUPM descriptions](#)
 - [Zoning District Descriptions](#)
-

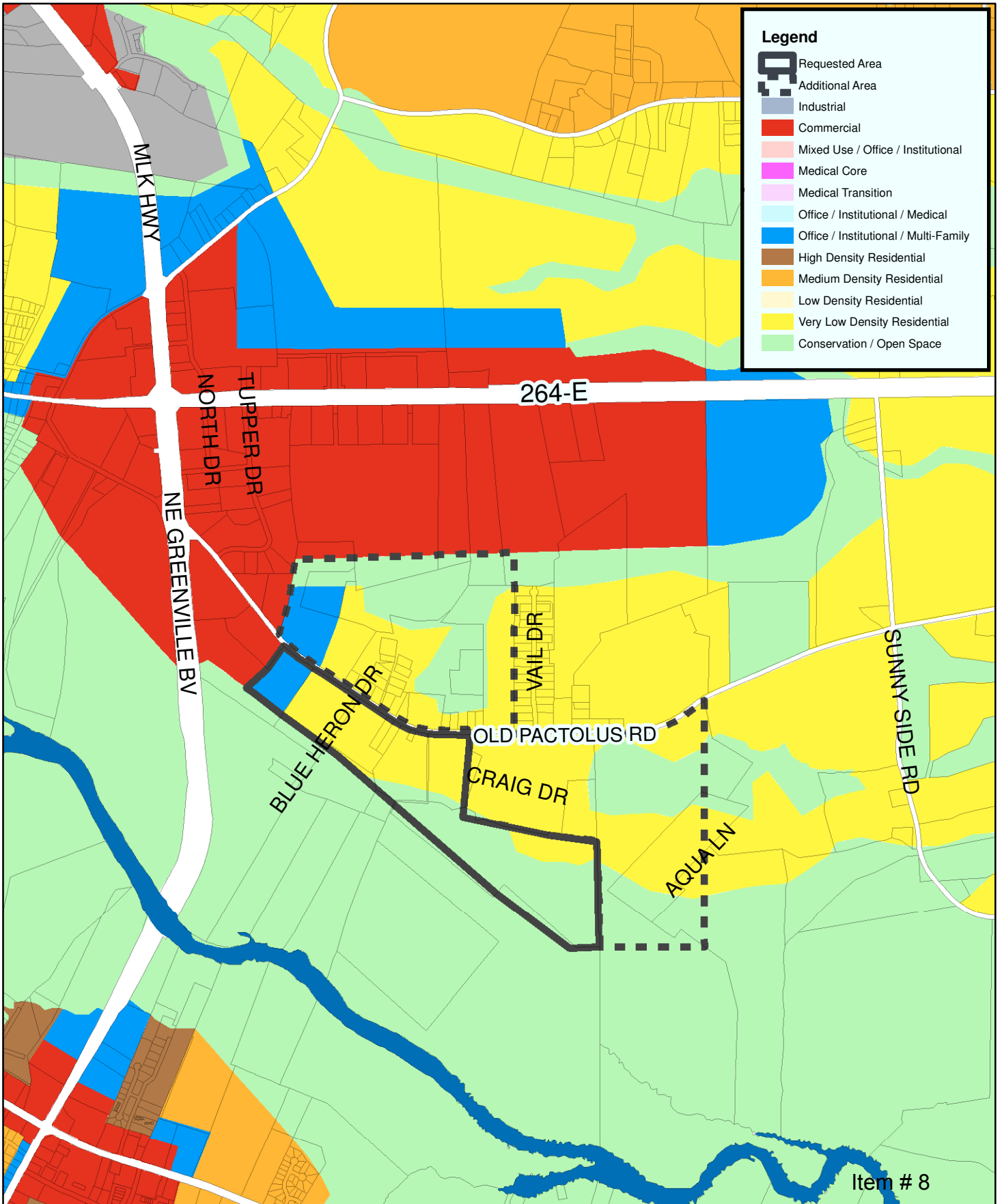
Area of Interest #5: Old Pactolus Road Existing Land Use Map



Area of Interest #5: Old Pactolus Road Current Zoning Map



Area of Interest #5: Old Pactolus Road (Current) Future Land Use Plan Map



Future Land Use Plan Map (FLUPM) Classifications and Associated Zoning Districts

Land Use	Zoning Districts
Conservation / Open Space *	CA overlay
Residential, Very-Low Density	RA-20 (no sewer)
Residential, Low Density	RA-20, MRS, R-15S
Residential, Medium Density	R-6S, R-6A, R-9, R-9S, PUD **
Residential, High Density	R-6, R-6MH, MR
Office / Institutional / Multi-family	O, OR
Office / Institutional / Medical	MO
Medical Transition	MS
Medical Core	MI
Mixed Use / Office / Institutional	CDF
Commercial	CD, CG, CN, CH, MCG, MCH
Industrial	IU, PIU, I, PI

* Conservation / Open Space

Conservation/Open Space land uses are typically located in areas that contain existing parkland, exhibit potential for flooding, or are deemed inappropriate for development due to physical or environmental limitations. Conservation/Open Space lands are also as buffers to separate areas that may have the potential to become conflicting land uses.

Conservation/Open Space buffers adjacent to industrial development should be maintained at a width based on the type of industry and its potential to create compatibility problems. Greenways and greenway connectors should be maintained to be consistent with the City's Greenway Comprehensive Plan.

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

** PUD (planned unit development)

The PUD zoning district and standards were deleted and replaced in December 2009 with the Master Planned Community (MPC) regulations. MPC development is a special use permit dependent option in a variety of residential districts and is not separate zoning district.

ZONING DISTRICTS – PURPOSE

The Zoning Ordinance contains 33 separate zoning districts, each allowing a specific list of permitted and special uses. The following includes each districts official title and purpose statement [Emphasis and notations added].

RA20 residential-agricultural.

The RA20 district is primarily designed to accommodate a compatible mixture of single family dwellings and agricultural uses at lower densities. These areas are generally found in areas without sewer services that are not yet appropriate for development at higher densities.

R15S residential-single family.

The R15S district is primarily designed to accommodate single family uses [dwellings] at lower densities.

R9S residential-single family.

The R9S district is primarily designed to accommodate single family dwellings at medium densities.

R9 residential.

The R9 district is primarily designed to accommodate a compatible mixture of single family and two-family [duplex] dwellings at medium densities.

R6S residential-single family.

The R6S district is primarily designed to accommodate single family dwellings at medium densities.

R6 residential.

The R6 district is primarily designed to accommodate a compatible mixture of single family, two-family and multi-family [townhouse, condominium and apartment] dwellings at higher densities.

R6A residential.

The R6A district is primarily designed to accommodate a compatible mixture of single family, two-family and multi-family dwellings at medium densities.

R6A restricted residential use (RU) overlay.

The purpose of the R6A restricted residential use (RU) overlay district is to provide a residential development option designed to encourage single-family and/or two-family attached (duplex) development and to prohibit multi-family development within the underlying R6A district included within such overlay.

R6N residential-neighborhood revitalization.

The R6N district is primarily designed to accommodate single family dwellings and a limited number of two-family and multi-family dwellings at high densities.

R6MH residential-mobile home.

The R6MH district is primarily designed to accommodate a compatible mixture of single family (including mobile homes), two-family and multi-family dwellings at higher densities.

PUD planned unit development.

The PUD district is a special use residential zoning district that provides an alternative to traditional development standards and as further provided under Article J. [designed to accommodate a combination of all residential dwelling types at higher densities in conjunction with limited nonresidential uses].

MI medical-institutional.

The MI district is primarily designed to provide areas where the institutionalized care of physically and/or mentally ill people can be provided and where government or private agencies, offices, or institutions can provide services of a medical, para-medical, or social service nature. It shall also be the purpose of this district to provide for a healthful environmental that is conducive to the care and convalescing of ill people.

MS medical - support.

The MS district is primarily designed to create areas in which hospitals, rehabilitation centers, medical offices, and clinics may be compatibly mixed, in order that these related uses can be near each other for doctor and patient convenience. The district shall also allow a wider variety of medical support services. In addition, through its permitted uses, the district shall encourage a healthful environment in abutting residential areas, as well as within the health care delivery community.

MO medical-office.

The MO district is primarily designed to provide for general business [offices], professional offices and institutional uses, as well as to provide additional areas for medical offices and clinics to locate in a professional office environment. In addition, the district shall prohibit commercial and industrial land uses, which can generate large traffic volumes, and shall encourage the development of areas that will serve as a buffer for residential zoning district.

MCG medical-general commercial.

The MCG district is primarily designed to provide for the sale of convenience goods, for provision of personal services, and for other frequent needs of the trade area within the medical district community in a planned shopping center environment. In addition, it is the purpose of this section to require that development sites of less than four (4) acres be developed in conjunction with larger development sites in such a way that sites of less than four (4) acres are served by internal traffic circulation in conjunction with the larger development site.

MR medical-residential.

The MR district is primarily designed to accommodate a compatible mixture of single family, two-family and multi-family dwellings at higher densities.

MCH medical-heavy commercial.

The MCH district is primarily designed to accommodate commercial development that will best service the motoring public, as well as uses that will generate large traffic volumes in a development atmosphere that shall encourage compact, convenient shopping.

MRS medical-residential single family.

The MRS district is primarily designed to accommodate a compatible mixture of single family dwellings and agricultural uses at lower densities.

OR office-residential.

The OR district is primarily designed to accommodate a compatible mix of two (2) family attached [duplex] and multi-family dwellings [at higher densities] and business and professional uses in addition to providing a desirable buffer between commercial and high density residential uses.

O office.

The O district is primarily designed to accommodate a compatible mix of business, professional and institutional uses, in addition to providing a desirable buffer between commercial and low density residential uses.

CN neighborhood commercial.

The CN neighborhood commercial district is primarily designed to accommodate convenient shopping facilities consisting primarily of necessary goods and personal services required to serve a neighborhood.

CD downtown commercial.

The purpose of the CD district is to provide convenient shopping and service facilities by promoting compact development of commercial, office and service uses. High-density residential development is encouraged to be compatibly mixed with permitted nonresidential uses.

CDF downtown commercial fringe.

The purpose of the CDF district is to provide commercial and service activities designed to enhance the downtown commercial area, stimulate redevelopment and encourage a compatible mix of commercial and high density residential development.

CG general commercial.

The purpose of the CG district is to accommodate a variety of commercial and service activities on an individual lot by lot basis and in a planned center setting.

CH heavy commercial.

The CH district is primarily designed to provide roadside uses which will best accommodate the needs of the motoring public and of businesses demanding high volume traffic.

IU unoffensive industry.

The IU district is primarily designed to accommodate those industrial and wholesale, and warehouse uses which, by their nature, do not create an excessive amount of noise, odor, smoke, dust, airborne debris or other objectionable impacts which might be detrimental to the health, safety or welfare of surrounding areas.

PIU planned unoffensive industry.

The purpose of the PIU district shall be to accomplish those purposes set forth under section 9-4-70 [IU district] while providing an alternative to traditional industrial development dimensional and subdivision standards designed to:

- (a) Promote economical and efficient use of lands;
- (b) Reduce initial development costs;
- (c) Encourage innovative industrial development design and layout of buildings;
- (d) Provide large lot developments which enhance the physical appearance of the area by preserving natural features, open space and existing vegetation; and
- (e) Allow ground absorption and filtration of street and site surface drainage thereby reducing negative impacts on downstream water quality.

I industry.

The I district is primarily designed to accommodate those industrial, wholesale, and warehouse uses which by their nature may create an excessive amount of noise, odor, smoke, dust, airborne debris or other objectionable impacts which may be detrimental to the health, safety or welfare of surrounding areas.

PI planned industry.

The purpose of the PI district shall be to accomplish those purposes set forth under section 9-4-72 [I district] while providing an alternative to traditional industrial development dimensional and subdivision standards designed to: (a) thru (e) same as PIU above.

WS water supply watershed overlay.

The purpose of the WS overlay district shall be to protect and manage surface water supply watersheds pursuant to the Water Supply Watershed Act of 1989 and N. C. G.S. 143-214.5 as amended. Such WS overlay district shall include both a (WS-C) critical area and (WS-P) protected area district as defined and regulated pursuant to Article L, Special Districts.

HD historic district overlay.

The purpose of the HD overlay district shall be to preserve, protect and manage locally designated historic landmarks pursuant to Article L, Special Districts.

CA conservation district overlay.

The purpose of the CA conservation area overlay district shall be to provide for permanent open space and desirable buffers between proposed uses and incompatible adjacent land uses, environmentally sensitive areas or hazardous areas in excess of minimum standards and to provide a method and means by which such open space and increased buffer areas may be utilized to fulfill zoning requirements applicable to individual lot development pursuant to Article L, Special Districts.

UC urban core overlay.

The purpose and intent of the urban core (UC) overlay district and requirements is to allow modification of specific site development standards of the underlying zoning district(s) which are designed to facilitate development and redevelopment of in-fill sites in the following designated area:

All urban core (UC) overlay district(s) shall be restricted to the land area located within the following boundary: south of Tenth Street, east of the CSXT Railroad, north of Fourteenth Street, west of Green Mill Run and ECU Easement (tax parcel 73545, DB 2215 – PG 597) as existing on the date of adoption of this ordinance. No urban core (UC) overlay district shall be located outside of the designated area described by this subsection. An urban core (UC) overlay district shall be established within the designated area upon City Council adoption of an individual zoning ordinance which defines the boundary of the specific urban core (UC) district located within the designated area boundary.



City of Greenville, North Carolina

Meeting Date: 3/16/2010
Time: 6:30 PM

Title of Item: Public and Commission Comment Period and Request for Changes and/or Additions to the Horizons Plan text, the 2009 - 2010 Horizons Plan Review Report, or maps not previously discussed. Any new items should be addressed by category in the following order:

- *Horizons* plan text
- Future Land Use Plan Map
- Other

Explanation: This discussion item provides the public and commissioners an opportunity to make additional requests for changes and/or additions to the comprehensive plan or supporting maps and plans, as part of the ongoing comprehensive plan review process. Note: If the Commission determines, by majority vote, to consider any new request, the item will be scheduled for Commission final consideration at a subsequent public meeting.

Fiscal Note: N/A.

Recommendation:

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[CP Review Draft January 2010](#)

DRAFT

Horizons: Greenville's Community Plan 2009 - 2010 Review: Preliminary Report



**Community Development Department,
Planning Division
January 27, 2009**

ACKNOWLEDGEMENTS

Greenville City Council and Administrative Staff

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

Mr. Wayne Bowers, City Manager
Mr. Thom Moton, Assistant City Manager
Ms. Wanda Elks, City Clerk
Mr. David Holec, City Attorney

Greenville Planning and Zoning Commission

Mr. Bill Lehman, Chairman
Mr. David Gordon, Vice Chairman
Mr. Len Tozer
Mr. Tim Randall
Mr. Godfrey B. Bell, Sr.
Mr. Tony Parker
Mr. Allen Thomas
Ms. Linda Rich
Ms. Shelley Basnight
Mr. Bob Ramey
Mr. Arthur Maxwell, Jr.

Community Development Department

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

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INTRODUCTION

1 Purpose of the 2009 – 2010 Comprehensive Plan Review

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

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

A plan is also only as good as the timeliness and accuracy of the data that inform planning decisions and the ability of the community to respond effectively to new data. Thus, another objective of the 2009 Comprehensive Plan Review is to incorporate **new land use data** into the plan, making changes as necessary to the plan text and the Future Land Use Plan Map.

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

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

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

The City of Greenville has posted notice of the initial draft review and public forum on the City's webpage and in the *Daily Reflector*.



2 How to Use This Report

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

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

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

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

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

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

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

The report indicates which City department, volunteer commission, agency (or combination thereof) is responsible for each implementation strategy, management action, or vision area policy, and then provides a five-year update on that item's status.

1 Land Use

Goal Statement

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

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

Objective 1

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

Strategy

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

- CDD Planning Division—Ongoing recommendation.

Objective 2

Preserve and enhance Greenville's land use form

Strategies

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

- CDD Planning Division: Ongoing recommendation.

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

3 Local Planning Resources

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

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

The Department of Community Development also comprises three other divisions:

- The Administrative Division oversees and supervises all of the activities within the Community Development department.

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

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

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

HORIZONS: GREENVILLE'S COMMUNITY PLAN

1 History

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

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

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

2 Definition and Purpose

Definition (from the *Horizons Plan*):

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

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

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

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

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

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

Purpose (from the Horizons Plan):

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

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

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

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

3 Future Land Use Plan Map

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

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

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

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

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

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

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

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

At the same time, those basic land use categories capture (or include) all of the different zoning districts, but they do so using descriptive (e.g., "low density residential") rather than technical (e.g., "RA20") terminology. The Future Land Use Plan Map, in many cases, represents a range of available land use (or rezoning) options for a given parcel or land area; specific rezoning requests are decided on a case-by-case basis.¹ A description of the allowable uses for each zoning district can be found in the Zoning Ordinance (Section 9-4-78. Table of Uses).

4 Zoning Map

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

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

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

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

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

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

Like a future land use plan map, a zoning map provides predictability for residents and the development community. A zoning map, however, explicitly indicates the types and intensities of development that are *currently* allowed for a property *by prior right*. Property owners may request that a property be rezoned to another zoning district. Rezoning should be consistent with the vision, policy framework, and land use patterns described in the comprehensive plan [see: Rezoning Requests, page 41]. The districts can only be amended by City Council following review and recommendation of the Planning and Zoning Commission and City Council public hearing. Amendments to the Official Zoning Map are in fact an amendment to the Zoning Ordinance.

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

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

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

SMALL AREA AND SPECIALIZED PLANS: SINCE 2004

1 Purpose

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

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

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

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

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

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

2 Specialized Plans and Studies

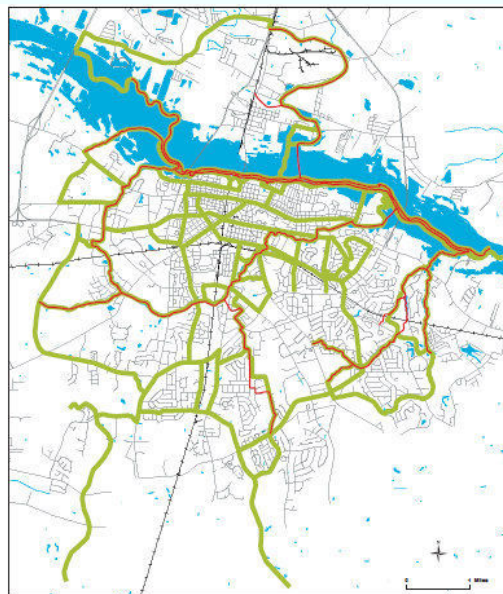
Flood Land Reuse Plan (January 2004)

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

Greenway Master Plan (March 2004)

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

Proposed Greenway System (1991 & 2004)



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

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

Hazard Mitigation Plan (November 2004)

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



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

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

Greenville Urban Area Thoroughfare Plan (December 2004)

The primarily aims of the thoroughfare plan are as follows:

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

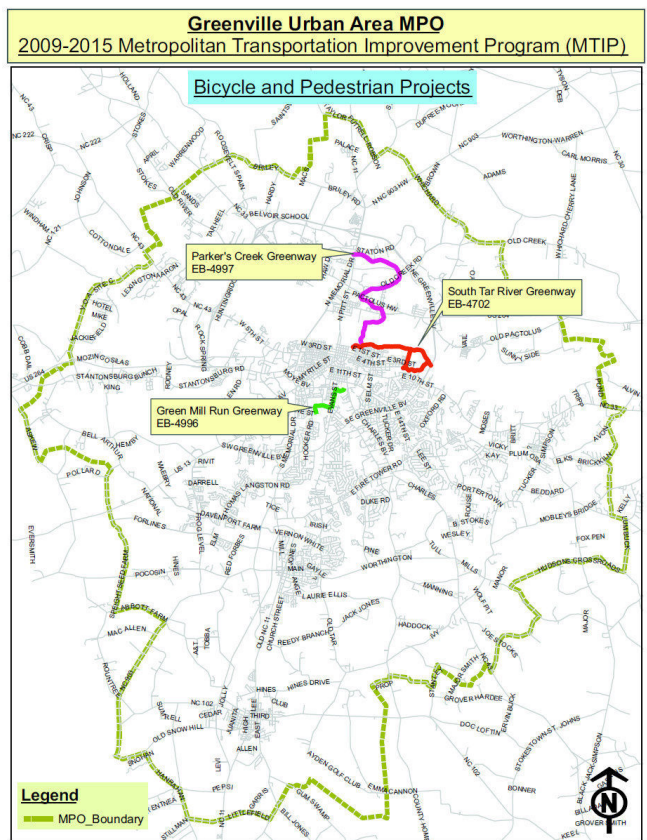
- Reduce environmental impacts, such as air pollution, resulting from transportation
- Increase travel safety
- Provide opportunities for bicycles and pedestrians to safely share the right-of-way

2009 – 2015 Metropolitan Transportation Improvement Program (August 2008)

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

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

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



Recreation and Parks Master Plan (Updated in November 2008)

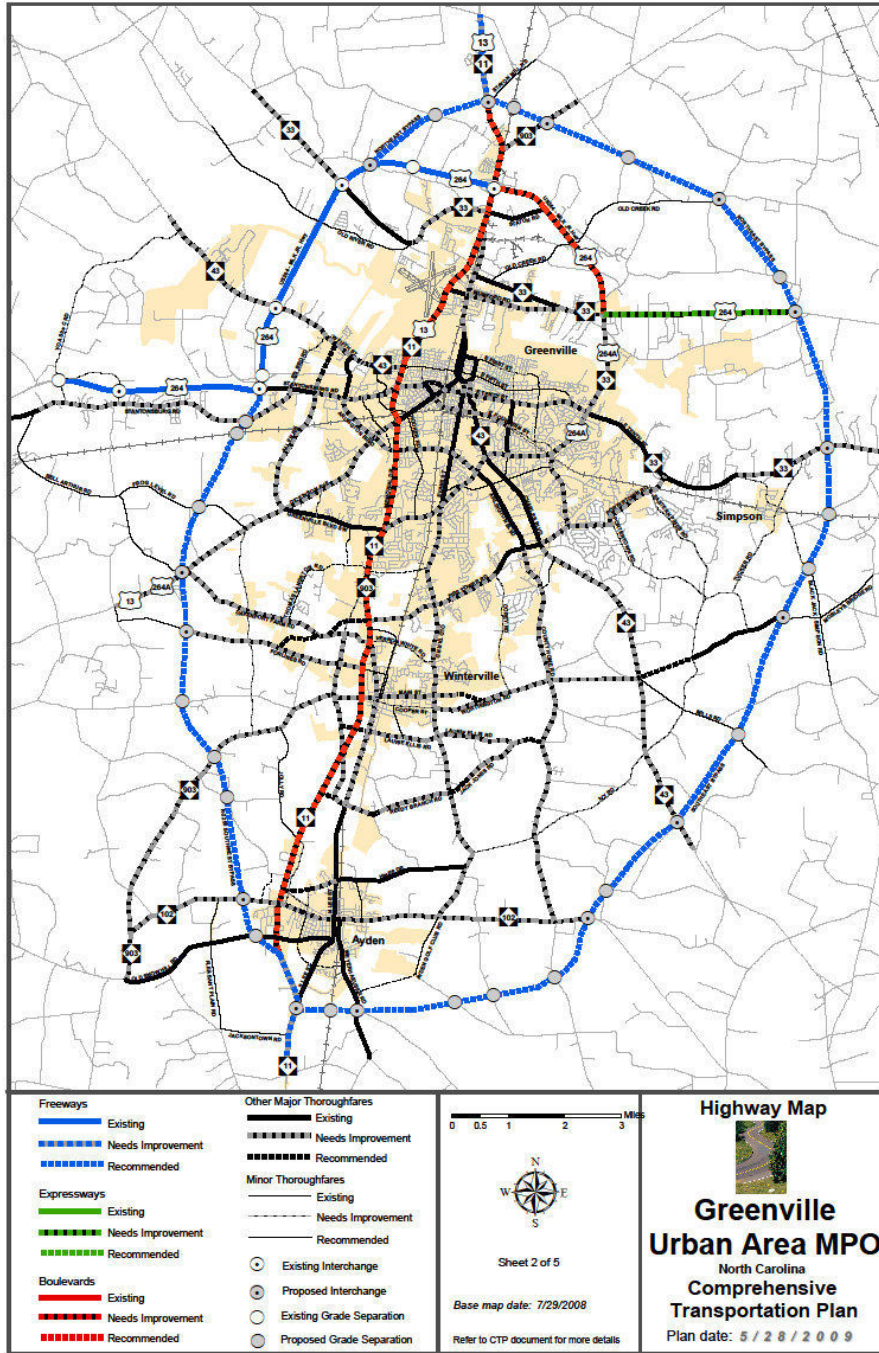
The City of Greenville Recreation and Parks Department update of the 2000 comprehensive parks and recreation plan assesses and takes into consideration changes that have taken place in Greenville in the last decade. The plan initiated a public discussion on future park needs and established standards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

Greenville MPO Comprehensive Transportation Plan (May 2009)

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

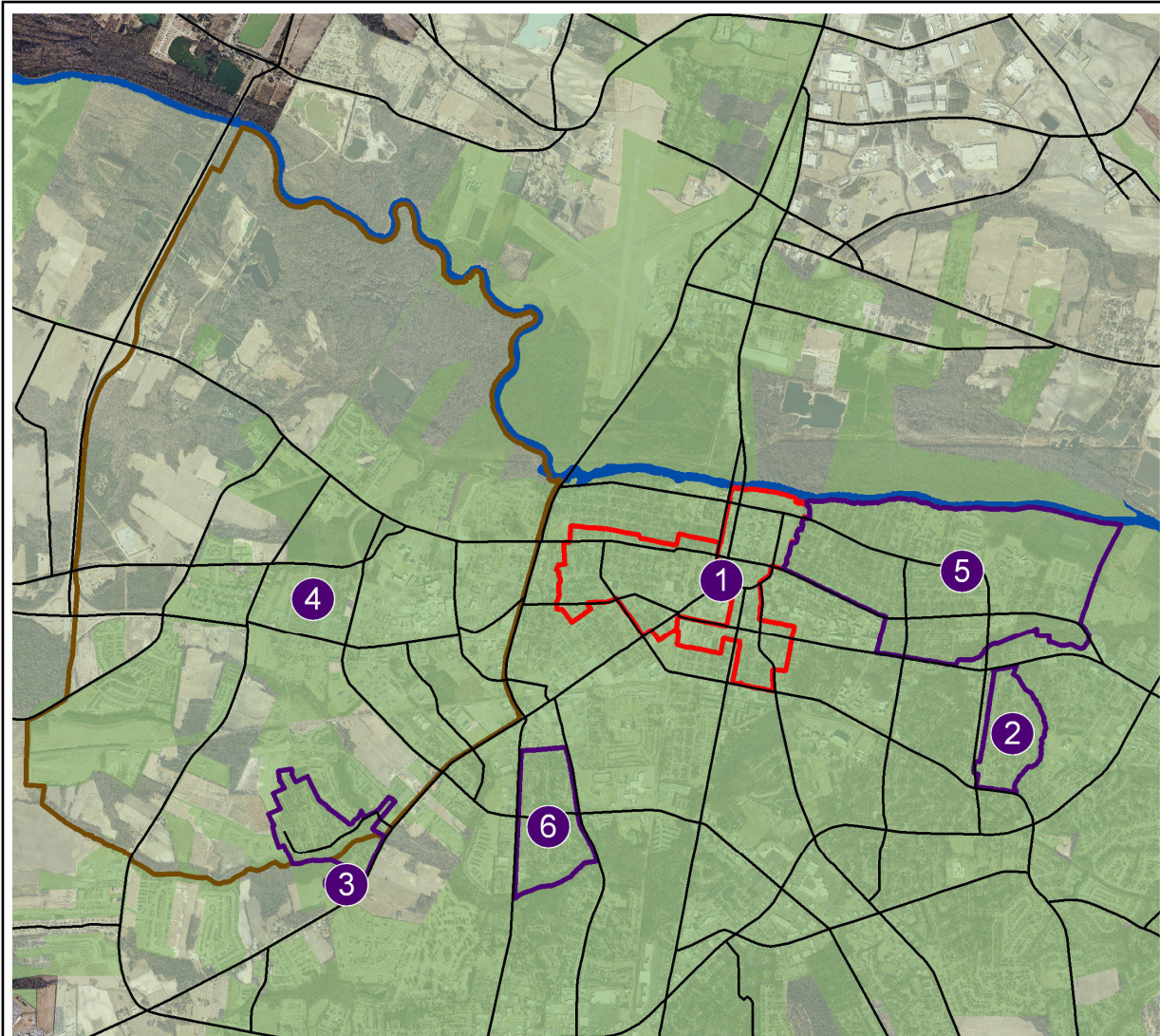
In the development of the CTP, consideration shall be given to all transportation modes including: street systems; transit alternatives; and bicycle, pedestrian, and operating strategies.

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



3 Neighborhood and Area Plans

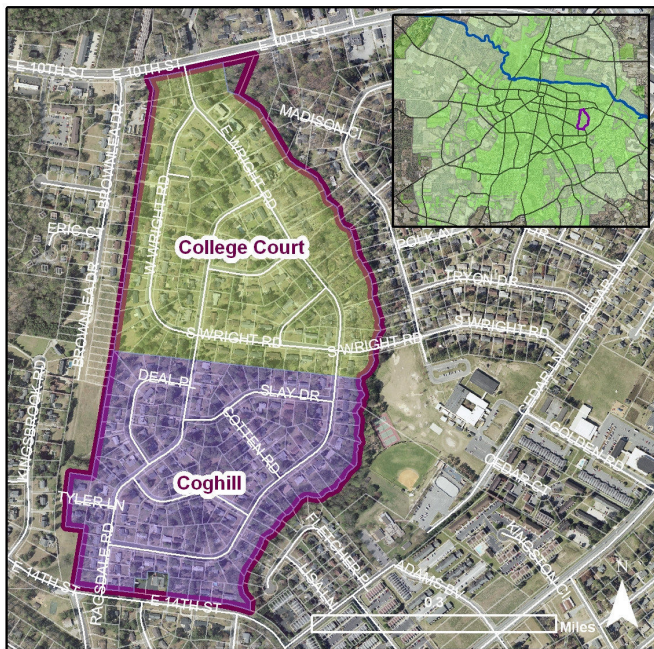
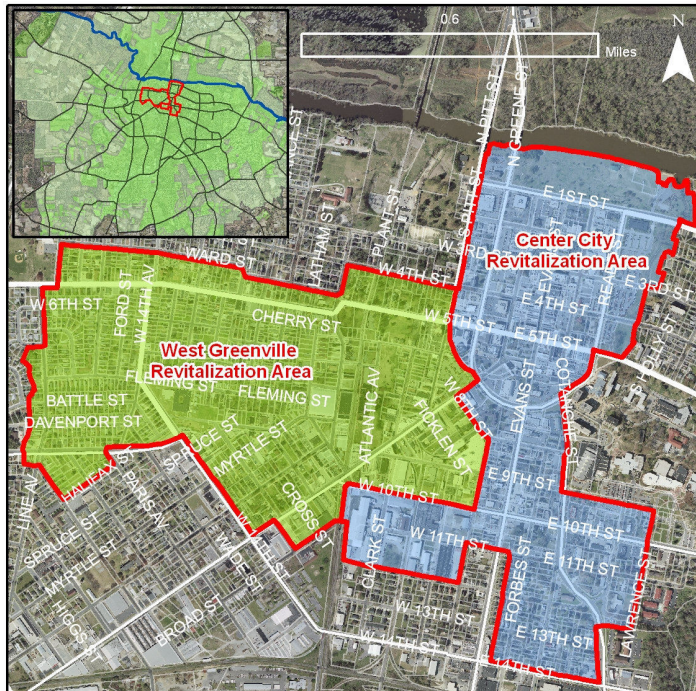
Neighborhood or area planning is a public participatory process, which engages neighborhood residents, business owners, and other stakeholders in strengthening and enhancing the viability and livability of Greenville's residential neighborhoods, employment and cultural centers, and historic areas. These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



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

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

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

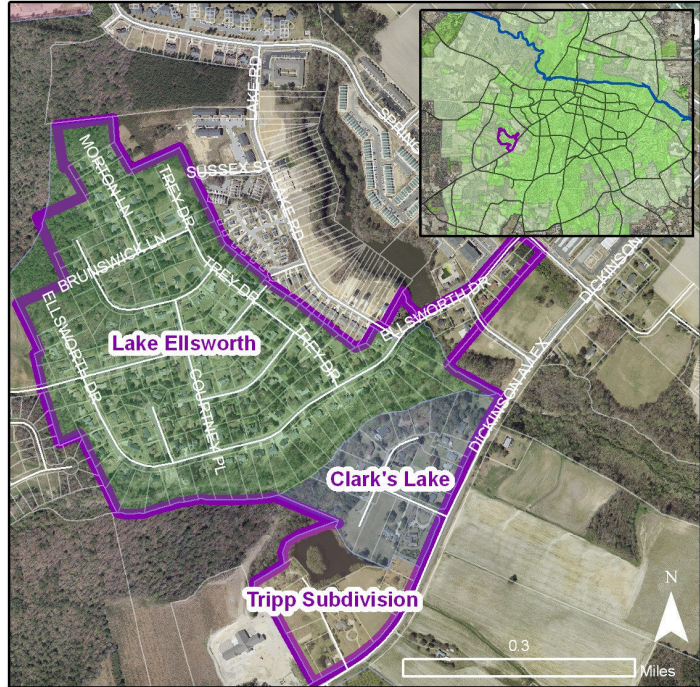


2. College Court & Coghill Subdivisions Neighborhood Report and Plan (April 2007)

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

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

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

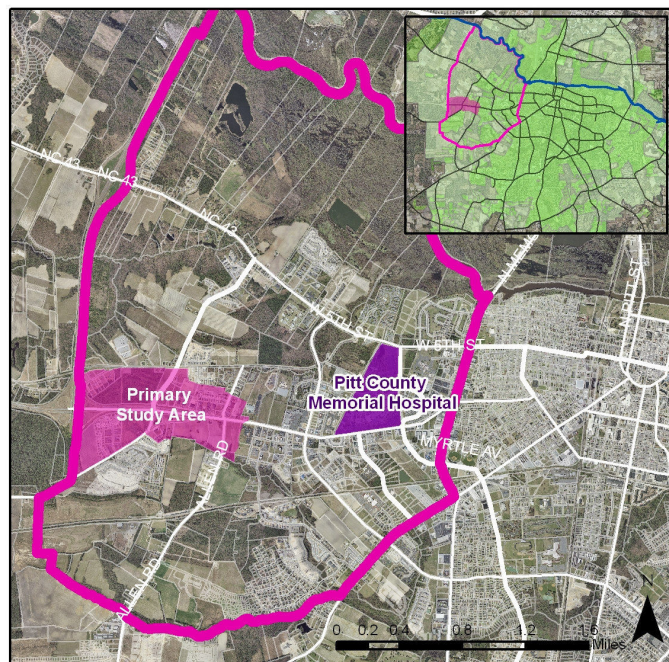


4. Medical District Land Use Plan Update (December 2007)

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

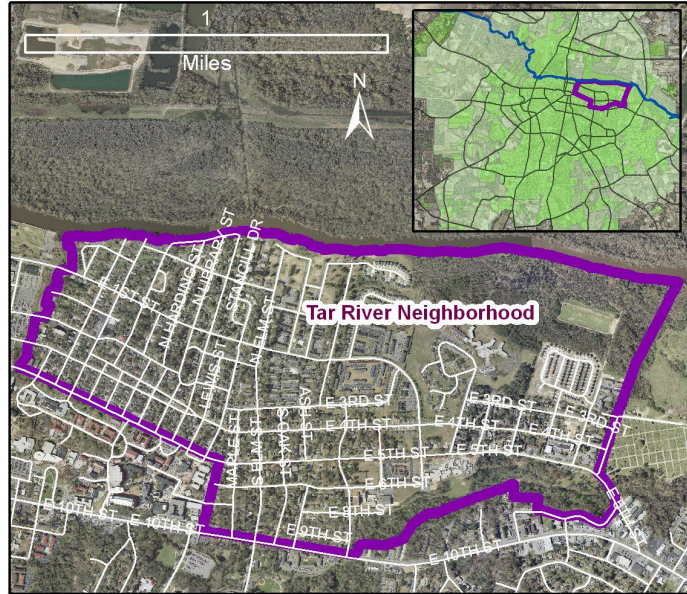
The update built on previous plans for the district:

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



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

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



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

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

4 Other Plans and Programs

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

Tar River Floodplain Redevelopment Plan

Planning and Community Development

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

Planning and Community Development

Capital Improvement Program

Public Works Department

**Community Development Block Grant / HOME
Consolidated Plan**

Planning and Community Development

NPDES Phase II

Comprehensive Storm Water Plan

Public Works Department

IMPLEMENTATION REVIEW: A PROGRESS REPORT

Implementation Strategies, Management Actions, and Vision Area Policies

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

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

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

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

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

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

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

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

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

On an ongoing basis, City departments and commissions will continue to keep track of, and provide updates to policymakers on, the progress of Implementation Items, Management Actions, and Vision Area Policies. The final report will include tables summarizing the staff and commission input from the progress report in Appendix C.

1 Land Use

Goal Statement

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

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

Objective 1

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

Strategy

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

Objective 2

Preserve and enhance Greenville's land use form

Strategies

- 2(a).** *Conservation/open space land uses should be provided in areas where there is the potential for flooding (100-year floodplain) or the need for buffering for incompatible land uses.*
- **CDD Planning Division: Ongoing recommendation.**

- 2(b).** *Provide for the Mixed Use District. A Mixed Use District is intended to provide for the coordinated development of office, commercial, and residential uses and their necessary support functions in the vicinity of key highway intersections in Greenville. They should be designed to facilitate stated public policies to encourage design which emphasizes people-oriented environments and compatible, visually interesting development. This district provides areas where moderate scale, mixed use centers can locate, with an emphasis on development of a balance of residential, office, and commercial uses.*
- **CDD Planning Division: Under Study and Development.**
- 2(c).** *It is further intended that the Mixed Use Districts shall encourage development within which, mutually supporting residential, commercial, and office uses are scaled, balanced, and located to reduce general traffic congestion by providing housing close to principal destinations, and convenient pedestrian circulation systems and mass transit to further reduce the need for private automobile usage. Mixed Use Districts are intended to encourage development that allows multiple destinations to be achieved with a single trip. When such districts adjoin residential development or residential zoning districts, it is intended that arrangement of buildings, uses, open space, and vehicular or pedestrian access shall provide appropriate transition and reduce potentially adverse effects.*
- **See 2(b) above.**
- 2(d).** *Industrial development should be located adjacent to and/or with direct access to major thoroughfares. Good neighbor industries will be permitted with proper buffering and environmental mitigation. Industries that produce excessive noise, pollution, vibrations, light, or other public nuisances should not be located near residential areas.*
- **CDD Planning Division: Ongoing recommendation.**
- 2(e).** *Concentrate commercial development in well-defined nodes.*
- **CDD Planning Division: Ongoing recommendation.**
- 2(f).** *Greater residential densities should be accommodated in areas that are accessible to public water and/or sewer service(s).*
- **CDD Planning Division: Ongoing recommendation.**
- 2(g).** *Agricultural and low density residential land uses should be located in areas that do not have public water or sewer service.*
- **CDD Planning Division: Ongoing recommendation.**
- 2(h).** *Office/Institutional/Multi-family land uses should be developed along transportation thoroughfares to provide transition between commercial nodes and to preserve vehicle carrying capacity.*
- **CDD Planning Division: Ongoing recommendation.**
- 2(i).** *Office/Institutional/Multi-family development should be used as a buffer between light industrial and commercial development and adjacent lower density residential land uses.*

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

- 2(j). *Adequate conservation/open space buffers should be provided between areas designated for residential development, as indicated on the future land use map, and any adjacent non-residential land use where a zone transition buffer such as O or OR is not a practical option.*
 - **CDD Planning Division: Ongoing recommendation.**

- 2(k). *Develop a downtown district plan that emphasizes housing in the downtown area.*
 - **CDD Urban Development Division:** The Center City – West Greenville Revitalization Plan adopted March 2006, the CD (Downtown Commercial) district table of uses was amended to include a dormitory development special use permit option and to specifically allow mixed residential/commercial development in June 2007 (Ord. 07-74).

- 2(l). *Encourage public involvement in all activities of the Redevelopment Process.*
 - **CDD Urban Development Division, Housing Division: Ongoing.** The public has been heavily involved in all aspects of the redevelopment planning process. Specific examples include the visioning and selection process for a public art project in West Greenville, involvement by more than a dozen organizations and agencies in the design of the City's comprehensive wayfinding system, and the ongoing collaboration with the Uptown Greenville organization in the visioning process for a public plaza in the Uptown Commercial district. All of the previously listed activities continue, with additional public involvement on projects such as the West Greenville Brownfield grants, Five Points Plaza and the Town Common Master Plan.

Objective 3

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

Strategies

- 3(a). *Require through zoning and subdivision regulation that an interior road system provide vehicular access to lots abutting major thoroughfares (Figure 9).*
 - **CDD Planning Division, PWD Engineering Division:** Required per sections 9-5-98 (Double frontage lots) and 9-5-99 (Driveways; condition of lot access) of the subdivision regulations.

- 3(b). *Existing design standards should be reviewed to ensure effective limitation of curb cuts.*
 - **PWD Engineering Division:** Evaluation of driveway access is an ongoing process. When possible, driveways are required to be a shared means of ingress/egress.

- 3(c). *Commercial development should be encouraged at the intersections of major roads (i.e., in a nodal fashion) consistent with the City's future land use map.*
 - **CDD Planning Division: Ongoing.**

3(d). *Develop a minimum commercial building code.*

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

Objective 4

Encourage a wide range of housing types and prices.

Strategies

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

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

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

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

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

- **Nonspecific.**

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

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

The City is in the final stages of planning for a streetscape project that will transform the entrance to the West Greenville neighborhoods at West Fifth Street through the

construction of a gateway and other improvements that will serve to define the historic neighborhoods.

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

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

Objective 5

Ensure that housing meets all health and safety codes.

Strategies

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

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

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

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

2 Growth & Development

Goal Statement

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

Objective 1

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

- 1(a). *Consider adopting performance standards to encourage development at a rate that parallels the availability of infrastructure and services. This may be accomplished through the adoption of an adequate public facilities ordinance.*
 - **Future consideration.**
- 1(b). *When allowed by North Carolina legislation, consider adopting alternative revenue sources, including impact fees, which will place some responsibility on the developer to provide services.*
 - **Future consideration.**
- 1(c). *Support the ECU Campus Master Plan consistent with the policies of this plan and review development proposals to ensure compatibility with the plan.*
 - **Ongoing.**

Objective 2

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

- 2(a). *Maintain and establish, where possible, wooded buffers along thoroughfares.*
 - **PWD Engineering Division, CDD Planning Division, City Attorney, Environmental Advisory Commission (EAC):** Adoption of perimeter buffer zone tree preservation/removal standards per House Bill 2570, March 2007 (Ord. 07-33).
- 2(b). *Implement the Greenway Master Plan.*
 - **CDD Planning Division, PWD Engineering Division, EAC:** Ongoing easement acquisition at the time of land subdivision and development; relocation of the Green Street Bridge and construction of the south Tar River Greenway 2008 (phase 1 construction contract awarded in December 2008); upgraded the Fork Swamp Greenway priority level designation from “future” to level “C” (Res. 05-83).

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

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

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

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

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

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

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

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

2(bb). *Encourage cultural diversity.*

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

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

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

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

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

2(ee). *Revitalize West Greenville.*

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

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

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

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

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

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

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

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

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

Objective 3

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Objective 4

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

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

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

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

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

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

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

3 Transportation

Goal Statement

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

Objective 1

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

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

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

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

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

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

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

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

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

Objective 2

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

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

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

Objective 3

Reduce traffic congestion and safety problems.

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

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

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

- **Nonspecific.**

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

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

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

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

4 Services & Facilities

Goal Statement

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

Objective 1

Encourage the provision of public recreational facilities and areas.

- 1(a). *Continue to update the Parks and Recreation Master Plan which addresses active recreational facilities and passive recreation such as open space and greenways, and support future parks and recreation projects.*
 - **R&PD:** Plan preparation and scheduled for City Council consideration in 2008.
- 1(b). *Continually repair, replace, and upgrade existing recreational facilities and equipment.*
 - **R&PD: Ongoing**
- 1(c). *Coordinate the development of recreational facilities with the school system.*
 - **R&PD: Ongoing.** Parks and Recreation Master Plan adopted 2008.
- 1(d). *Revise the Greenville Subdivision Regulations to incorporate provisions to require the dedication of public park property and/or open space. This may include a provision for payment in lieu of dedication if approved by the City.*
 - **CDD Planning Division, R&PD:** Draft ordinance prepared (2005) and updated (2008) for consideration following City Council adoption of the 2008 Parks and Recreation Master Plan.
- 1(e). *Support recreational facilities development to the National Recreation Standards.*
 - **CDD Planning Division, R&PD:** Draft ordinance prepared (2005) and updated (2008) for consideration following City Council adoption of the 2008 Parks and Recreation Master Plan.
- 1(f). *Institute an urban forestry program within the park system.*
 - **R&PD, PWD:** The PWD Building and Grounds Division will be applying for a grant to develop a street tree and public property tree master plan. This plan will be executed as funding is available.
- 1(g). *Consider impact fees for financing parks and open space.*

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

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

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

Objective 2

Provide for the safe disposal of solid wastes.

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

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

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

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

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

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

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

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

Objective 3

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

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

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

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

- **FS: Ongoing.**

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

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

Objective 4

Provide sufficient emergency services to all residents.

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

- **CDD Planning Division: Ongoing.**

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

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

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

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

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

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

Objective 5

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

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

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

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

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

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

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

5(f). *Secure weatherization subsidies.*

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

5(g). *Promote energy conservation.*

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

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

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

5 Economic Development

Goal Statement

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

Objective 1

Create conditions favorable for healthy economic expansion in the area.

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

Objective 2

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

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

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

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

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

6 Natural Environment

Goal Statement

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

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

Objective 1

Protect floodplains from undesirable development.

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

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

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

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

Objective 2

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

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

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

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

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

Objective 3

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

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

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

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

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

Objective 4

Protect Greenville's surface and ground water resources.

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

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

Objective 5

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

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

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

Objective 6

Protect the City's air quality.

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

7 Administration

Goal Statement

Accomplish effective implementation of the Comprehensive Plan.

Objective 1

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

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

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

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

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

Objective 2

Improve rezoning actions/deliberations.

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

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

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

Objective 3

Improve Greenville's internal planning capability.

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

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

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

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

8 Vision Areas

A – Northwest

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

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

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

B – Northeast

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

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

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

- B10.** *Implement Flood Land Reuse Plans.*
 - **CDD Planning Division: Ongoing.**

C – East

- C1.** *Develop additional educational and public recreational facilities and opportunities.*
 - **R&PD:** Parks and Recreation Master Plan adopted in 2008.

- C2.** *Annex urbanized areas when feasible.*
 - **CDD Planning Division:** The River Hill Subdivision and Area was annexed pursuant to the standards and services statute (involuntary petition) in 2007 with an effective date of July 2008; the City and GUC maintain a priority list and map of adjacent urbanized areas for future consideration of annexation – each area dependent on budgetary considerations including availability of sanitary sewer services. The map illustrating areas for future consideration of annexation is adopted by City Council every 2 years per State standards.

- C3.** *Develop a greenway along Bells Branch, Meetinghouse Branch, and Hardee Creek.*
 - **PWD Engineering Division:** Future projects in accordance with the 2004 Greenway Master Plan.

- C4.** *Maintain open space and residential character of York Road; cluster development preferred as option for residential development to preserve open space vistas along road.*
 - **CDD Planning Division: Ongoing recommendation.**

- C5.** *Develop additional vegetation and screening requirements along Highway 43 corridor.*
 - **CDD Planning Division: Future consideration.**

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

D – South

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

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

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

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

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

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

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

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

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

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

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

E – Southwest

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

F – West

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

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

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

- **Nonspecific.**

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

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

G – West Central

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

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

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

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

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

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

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

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

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

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

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

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

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

H – Central

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

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

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

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

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

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

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

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

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

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

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

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

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

I – East Central

- I 1.** *Expand after-school recreational and educational opportunities at Elm Street and Jaycee Parks.*
- **R&PD:** Parks and Recreation Master Plan adopted in 2008.
- I 2.** *Preserve the historical, architectural, and single-family character of the College View and University neighborhood.*
- **CDD Planning Division:** Task Force on Preservation of Neighborhoods and Housing Report to City Council approved in December 2004, neighborhood rezoned from multi-family to single-family in 2005; completed the Tar River University Area neighborhood report and plan in 2009.
- I 3.** *Investigate alternative uses for the old City landfill.*
- **R&PD:** Parks and Recreation Master Plan adopted in 2008.
- I 4.** *Widen 14th Street from Charles Boulevard to Greenville Boulevard.*
- **PWD Engineering Division:** In accordance with Greenville Urban Area MPO Thoroughfare Plan, adopted in 2005, the proposed improvements identified for 14th Street consist of adding curb and gutter, bicycle lanes and sidewalks to this street segment. This is a future project.
- I 5.** *Develop and implement a tree planting plan – College View neighborhood, 10th Street, and Charles Boulevard.*
- **PWD Building and Grounds Division:** The City will be applying for a grant to develop a Street Tree Master Plan. This plan will be executed as funding is available.
- I 6.** *Extend Brownlea Drive to connect with 14th Street.*
- **PWD Engineering Division:** R/W obtained by dedication and agreement, construction delayed pending funding. The construction project to extend Brownlea Drive from Fourteenth Street to Tenth Street has not been funded. A portion of this roadway segment was completed as part of the Fornes Run Development Project.
- I 7.** *Investigate mechanisms for addressing parking problems in the Tar River neighborhood.*
- **PWD Engineering Division:** Revisions to address on-street parking concerns in this neighborhood have been implemented. Restricted Residential Parking Plan adopted 2008.
- I 8.** *Extend Green Mill Run greenway improvements to Tar River.*
- **PWD Engineering Division:** The South Tar River Greenway Project addresses this matter. Its terminus is located in the Green Springs Park, which is the beginning of the Green Mill Run Greenway.

I 9. *Preserve tree canopy appearance of Fifth Street.*

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

PLANNING FOR GROWTH AND DEVELOPMENT

1 Population Growth

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

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

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

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

Note: the North Carolina Office of State Budget and Management (OSBM) certified that Greenville’s estimated 2008 population was 81,092. The OSBM compiles population estimates for both municipalities and counties, which are used for planning purposes and to distribute state-shared revenues.

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

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

East Carolina University and other major population drivers: The expansion of East Carolina University (ECU) has helped to drive Greenville’s robust growth. In

Table IV: Pitt County Estimated Population 1994 - 2008

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

2004, ECU's enrollment was 22,767. Since that time, enrollment has climbed to 27,703 students, which was a dramatic increase of 21.7 percent since the comprehensive plan was last updated. The university projects that, by 2017, enrollment will surpass 36,000 students.⁴ Because of ECU's commitment to distance learning, not all enrollment increases are experienced as local population growth. Nevertheless, the expansion of ECU continues to spur increased demand for student apartments and conversions of single-family dwellings into rental properties. Meanwhile, enrollment at Pitt Community College also has risen, jumping by 10 percent alone between 2007 and 2008. School enrollment for 2008-09 was 10,257 curriculum students.⁵

The growth of University Health Systems' Pitt County Memorial Hospital campus into a regional medical hub also has contributed to Greenville's dynamic growth.⁶ This year, the \$160 million East Carolina Heart Institute was opened. It is a six-story cardiovascular bed tower supported by a 200,000+ square foot research, laboratory, and outpatient center.

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

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

Overall Trends: Greenville has continued to attract a high rate of construction and land development activities in response to increased housing demands and retail consumer needs, as well as growth in the medical and academic sectors. These activities were particularly robust in the first four years after the Comprehensive Plan was updated, but have slowed down in the last 18 months due to the recession. The below table summarizes various types of planning and inspection requests received by the City of Greenville between 2004 and 2008.⁷

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

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

⁴ *Preliminary Report to the Faculty Senate*. Strategic Enrollment Management Task Force, East Carolina University (fall 2008).

⁵ 2008-09 PCC enrollment data: Pitt County Development Commission website, <http://www.locateincarolina.com/education.aspx?qryID=9>

⁶ See: Medical District Land Use Plan Update (2007).

⁷ The Inspections Division reviews requests for building permits and works with Planning Division to review site plans, plats, subdivision plans, and other planning elements such as home utilities and driveway construction or other features involving life safety and State building codes. The Planning Division reviews and makes recommendations to the Planning & Zoning Commission, City Council, and Board of Zoning Appeals regarding rezoning, subdivision, home occupation, and variance requests, requests to change the Future Land Use Plan Map, and annexation proposals. The division reviews sign permit requests. The State of NC reviews alcohol permit requests; however, the Planning Division determines whether current zoning will allow the permit at certain location.

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

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

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

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

- Requests for **sign permits, privilege licenses, home occupations, and alcohol permits** are often generated by new or existing businesses that do not require new construction or land development. In the last five years, relatively high numbers of these activities reflect the strong business climate in Greenville, as well as the community’s efforts to encourage compatibility between adjacent land uses.
- Likewise, **zoning enforcement** actions – inspections, notices, citations – also typically apply to land uses on previously developed parcels. The Community Development Department is responsible for tracking and enforcing permit-dependent zoning infractions. Not surprisingly, there was intensive permit-dependent zoning enforcement activity in the first few years after the Comprehensive Plan was updated. Those efforts succeeded in correcting many violations.⁸
- The volume of **building permits** reflects not just new construction projects, but also repairs, improvements, and additions to existing structures. Since 2004, the number of building permit requests has been high, but gradually declining. In pursuance of the *Horizons* plan and the Center City – West Greenville Revitalization Plan, the community has been successful in encouraging renovations of existing building stock; however, these efforts might have been made more difficult by the recent real estate slump.

⁸ The Code Enforcement Division, which was created in 2004, has kept track of and enforced non-permit-dependent zoning violations; that division became part of the Police Department in December 2008.

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

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

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

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

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

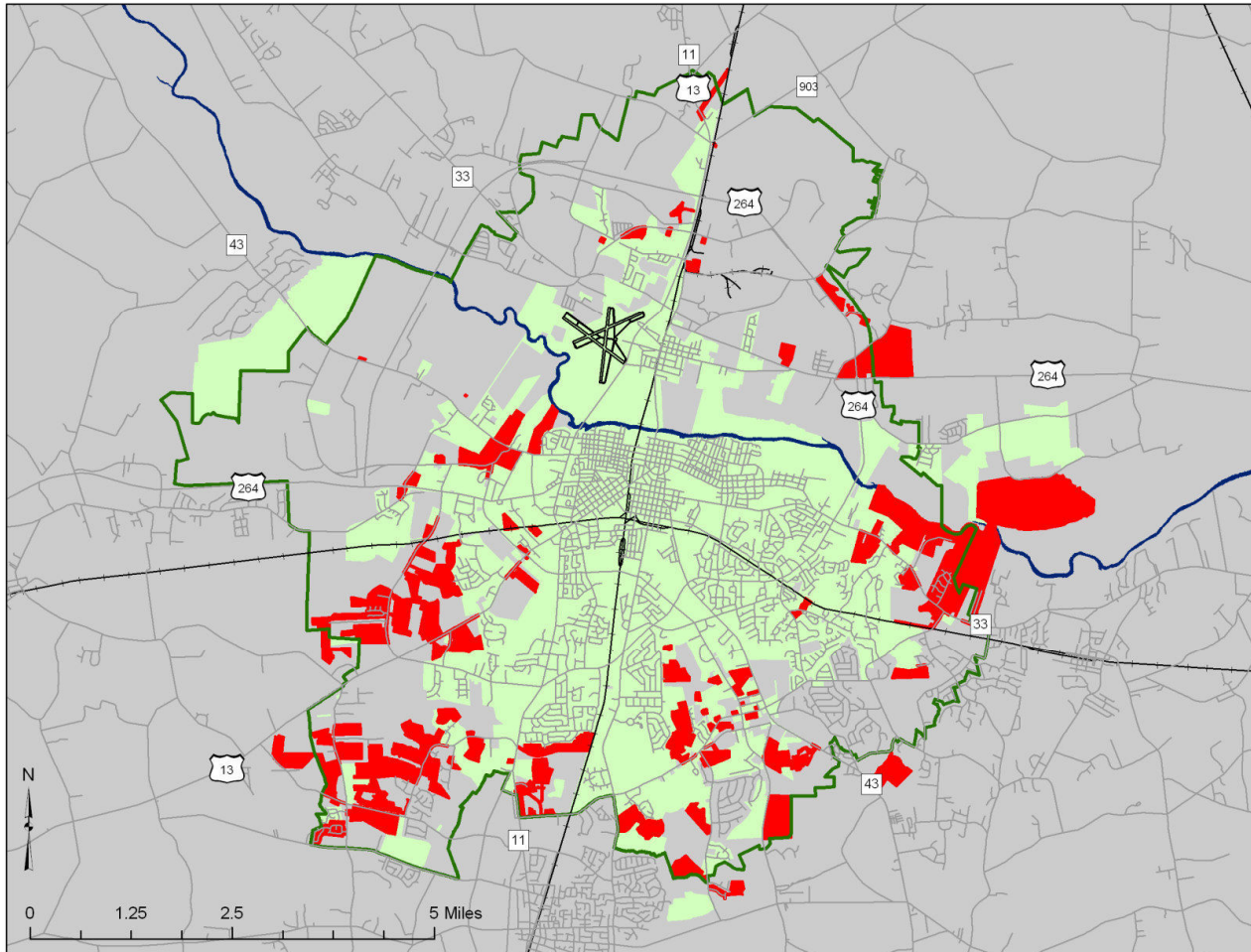
2009 Development Report: For a detailed analysis of more recent development activities, see the *2008 - 2009 City of Greenville Development Report*, which is in progress. The Planning Division now will be completing annual development reports, which will add to the community's planning data and analysis tools in the future.

3 Annexations

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

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

City of Greenville Annexations, Since 2004 (Highlighted in Red)



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

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

Other major new residential areas that have been annexed since the Comprehensive Plan was updated in 2004, or that were significantly increased in size as a result of more recent annexations, include: Augusta Trails, Bristolmoor, Brook Hollow, and Cobblestone.⁹

Name of Area or Subdivision	Effective Date	Occupied Units	Acres
43 Land Holdings	12/31/2004	288	23.0
Augusta Trails, Sec 3	12/31/2004	128	9.4
Bristolmoor, Sec 1	6/30/2004	46	17.2
Brook Hollow, Sec 1	12/31/2004	118	26.4
Brook Hollow, Section Two	12/31/2007	74	21.0
Charleston Village, Sec 1	12/31/2004	41	16.6
Charleston Village, Sec 2 & 3	12/31/2005	109	41.0
Charleston Village, Sections 4, 5 & 6	12/31/2006	37	37.7
Cobblestone, Ph 1	6/30/2004	219	35.0
Copper Beech Townhomes	12/31/2007	409	46.1
Hampton Creek, Sec 1	12/31/2005	60	13.0
North Campus Crossing	6/30/2004	300	25.4
North Campus Crossing	6/30/2004	300	28.1
South Pointe, Sec 1	12/31/2004	47	11.8
South Pointe, Sec 2 & 3	12/31/2004	70	24.5
Taberna, Sec 1	6/30/2004	38	18.2
The Bellamy	6/30/2007	308	36.6
Tyson Farms, Ph 1	12/31/2004	85	42.4
Vancroft, Sec 2	12/31/2004	90	21.7
Wimbledon Park, Lot 5	6/30/2006	224	3.1

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

In spite of the recent slowdown in the pace of development citywide, hundreds of new residential units have been added to newly annexed areas in the last year. For example, since summer of 2008, approximately 40 houses have been built in Charleston Village; during the same period, the number of rental units in Copper Beach Townhomes increased from 256 to 409.

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

⁹ In July 2009, the City of Greenville submitted data to the North Carolina State Office of Budget and Management as part of the Annual Boundary and Annexation Survey, which OSBM uses to distribute municipal shared revenue.

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

Adopting a resolution and map is one option that municipalities can use to initiate the annexation procedure in a manner that is consistent with North Carolina law.¹⁰ A resolution of consideration does not annex areas identified or put them on a schedule for annexation. Instead, it identifies areas that could be considered for future annexation. At its March 5th, 2009 meeting, the Greenville City Council voted to approve another Resolution of Consideration and map identifying the areas under consideration, which were all areas in the ETJ not already within the City’s corporate limits.

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

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

4 Extraterritorial Jurisdiction (ETJ)/Growth Area Expansion

Background: The purpose and intent of an Extraterritorial Jurisdiction (ETJ) is to protect activities on the edge of a community from being encroached on by incompatible adjacent activities. The area within the corporate limits can be characterized as urban in nature and the fringe areas can be expected to develop in a similar pattern by virtue of their proximity. Within these adjacent areas, facility extensions including streets and utilities, recreation, greenways and open spaces and the general pattern or spatial

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

relationship of development must be coordinated to ensure long-term livability. The areas contiguous to the corporate limits are an important part of the general community, and planned development is critical for both the city and the ETJ area itself.

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

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

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

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

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

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

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

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

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

Greenville has adopted comprehensive development standards and regulations and a Future Land Use Plan Map for the existing city limits and ETJ, and in an expanded future planning area extending up to 2+ miles beyond the ETJ. The expanded planning area (2+ miles beyond the 2004 ETJ) is the area that is reasonably expected to be developed in an urban manner due to proximity to the “city”, and that may be annexed under state law at the time of sanitary sewer dependent development. These policies are designed to protect and facilitate desired community character and livability. Greenville Utilities Commission (GUC) is responsible for the provision of municipal utility services including sanitary sewer service within the City of Greenville and its ETJ.¹¹

The Importance of Greenville’s ETJ: Coordinated development in the areas adjacent to cities is vitally important to the health and livability of the urban centers. The *Horizons* plan anticipates growth in urban fringe areas of the city—including a mix of low, medium and high-density residential development, office and commercial focus area and corridor development, and conservation open spaces in environmentally sensitive areas—while aiming to prevent strip development and urban sprawl.¹²

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

¹¹ All requests for GUC sanitary sewer service are subject to the submission of a voluntary annexation petition, and subsequent annexation to the city, at the option of Council, as a prerequisite to sanitary sewer service. Absent a specific agreement, no GUC sanitary sewer extension or service may be provided outside the city’s ETJ without approval of the Greenville City Council.

¹² The City’s Planning and Zoning Commission reviews and approves subdivision plans. These plans often include proposals to develop and/or extend street networks, provide recreational and open space amenities, and utility and drainage schematics. Coordination of the urban street system (collector and standard streets), recreation facilities, fire station locations, drainage systems and the like requires the considerations of, and final approval of, the City/GUC Departments and boards/commissions, that have been vested by City Council with responsible for the provision and maintenance of those basic urban services.

ordinances (zoning/subdivision) are not designed or intended for urban level situations or conditions. Pitt County has adopted a land use plan (2002) and zoning (2003) in all unincorporated areas of the County located outside municipal ETJ areas.¹³ In addition, other municipalities that abut the City of Greenville have their own planning, zoning, and development policies and priorities.

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

- Pitt County's Comprehensive Plan shares the same goals with the *Horizons* plan of encouraging future development in areas nearest existing municipal corporate limits and other currently developed areas to yield a more compact development pattern and to reduce suburban sprawl. The ETJ enables Greenville to apply its more urban-intensive planning, zoning, and development policies to urban fringe areas most likely to be impacted by sprawling, inefficient development patterns.
- The County's land use regulatory program aims to control overgrowth and development in rural areas that are not ready for urbanization. By definition, the areas within the ETJ are expected to be ready for urbanization based on the general availability of municipal services, and their proximity to the Greenville city limits. By facilitating well-planned development within the ETJ, the City of Greenville can help to alleviate development pressures in rural areas of Pitt County.
- The County does not have the legal means or the responsibility to coordinate urban-level development and/or satisfy the public service demands of residents, developers, property and business owners, and other stakeholders in urbanizing areas. Property owners and current/future residents in these fringe areas expect a coordinated and sustainable urban environment including a well-managed and constructed transportation system, sidewalks, recreation facilities, and the like, and they look to the local authorities to meet those expectations. The exercise of jurisdiction and land management responsibilities in these areas enables Greenville to better meet these obligations.¹⁴



¹³ Per state law, no city may expand its ETJ to include any area that is subject to county zoning and county building inspection jurisdiction without specific approval of the County Commission.

¹⁴ Pitt County does not provide public sanitary sewer services. In the areas surrounding Greenville, public water services are provided by GUC, Winterville and 2 rural water corporations (Bell Arthur and Eastern Pines) that exercise water provision rights within specific boundaries established by agreement, court settlement or federal charter. Political boundaries, such as city limits and city ETJ limits, may cross water service area boundaries. The extension of the city's ETJ or the annexation of properties to the city does not affect the water service rights of the rural water corporations. The City of Greenville provides, as required by law and customary operation, certain services that are not provided by Pitt County including: on-site residential garbage, recycling and trash collection, urban fire suppression and life rescue, urban police services, public sanitary sewer services, recreation and parks and the like.

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

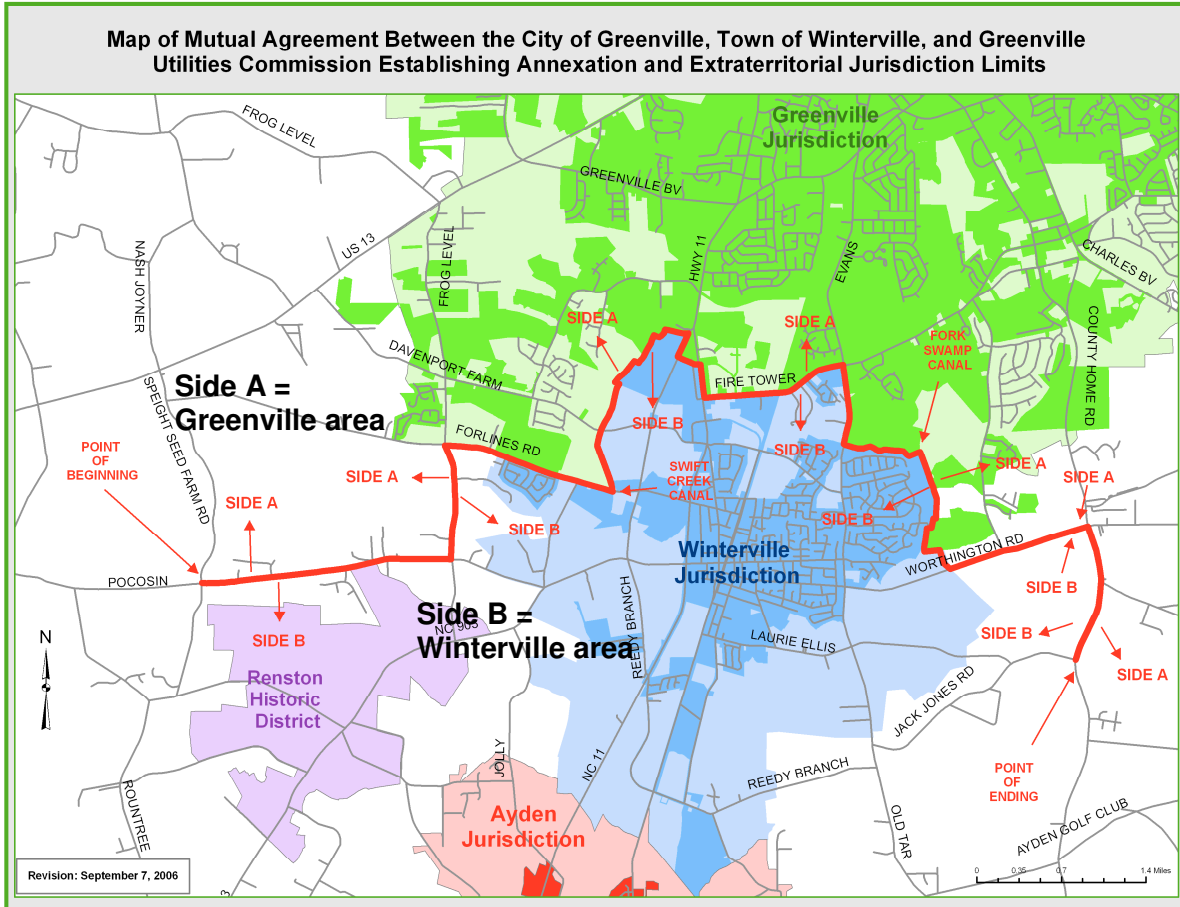
- First, most sewer-dependent subdivision development is not completed by the original landowner or by the subsequent developer in a single phase. Typically, a developer will prefer to acquire the property in tracts as phases are planned and platted, thereby delaying annexation to the time of development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

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

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

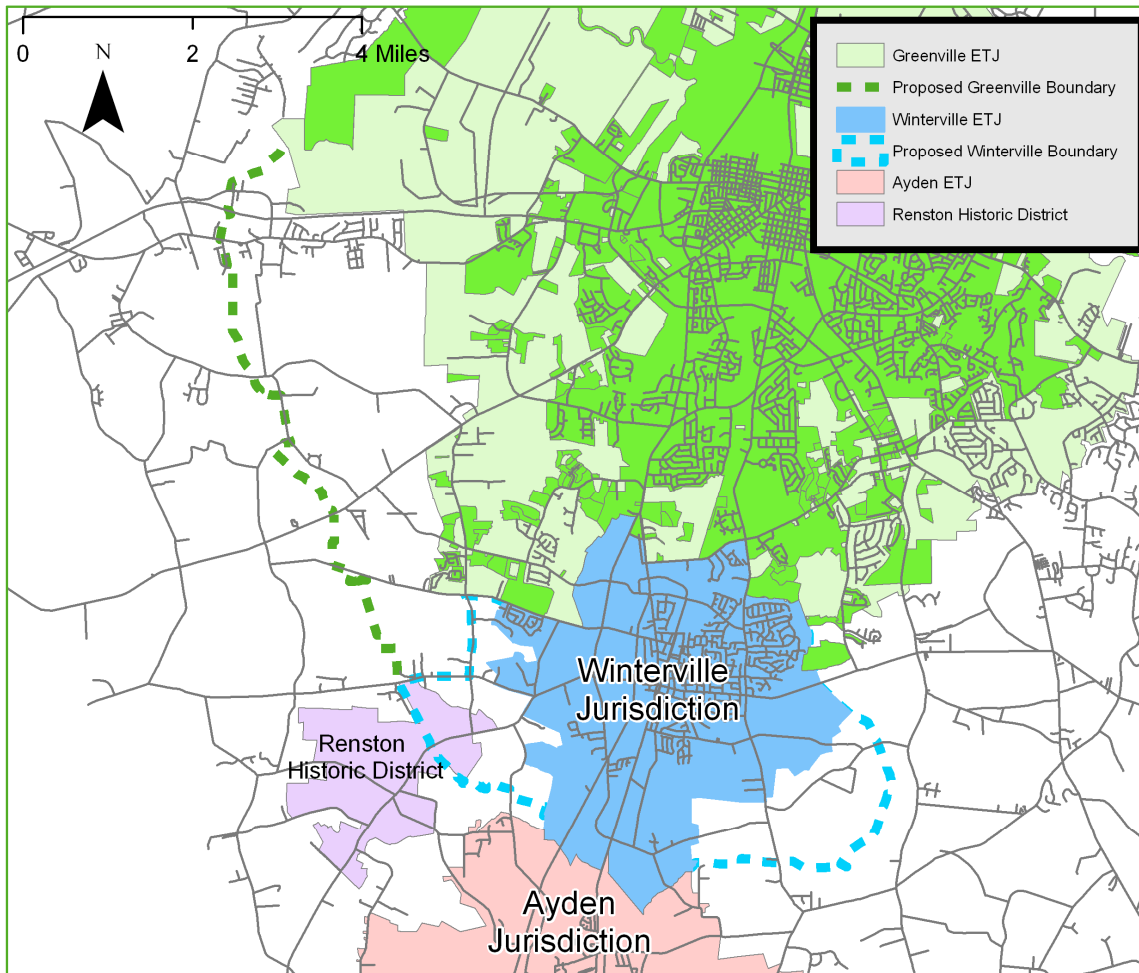
The City of Greenville and Town of Winterville have worked cooperatively on public utility extensions for more than three decades. The first utility service agreement between the two jurisdictions was adopted in 1971. The agreement set a water and sanitary sewer, and planning and zoning, boundary between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

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



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

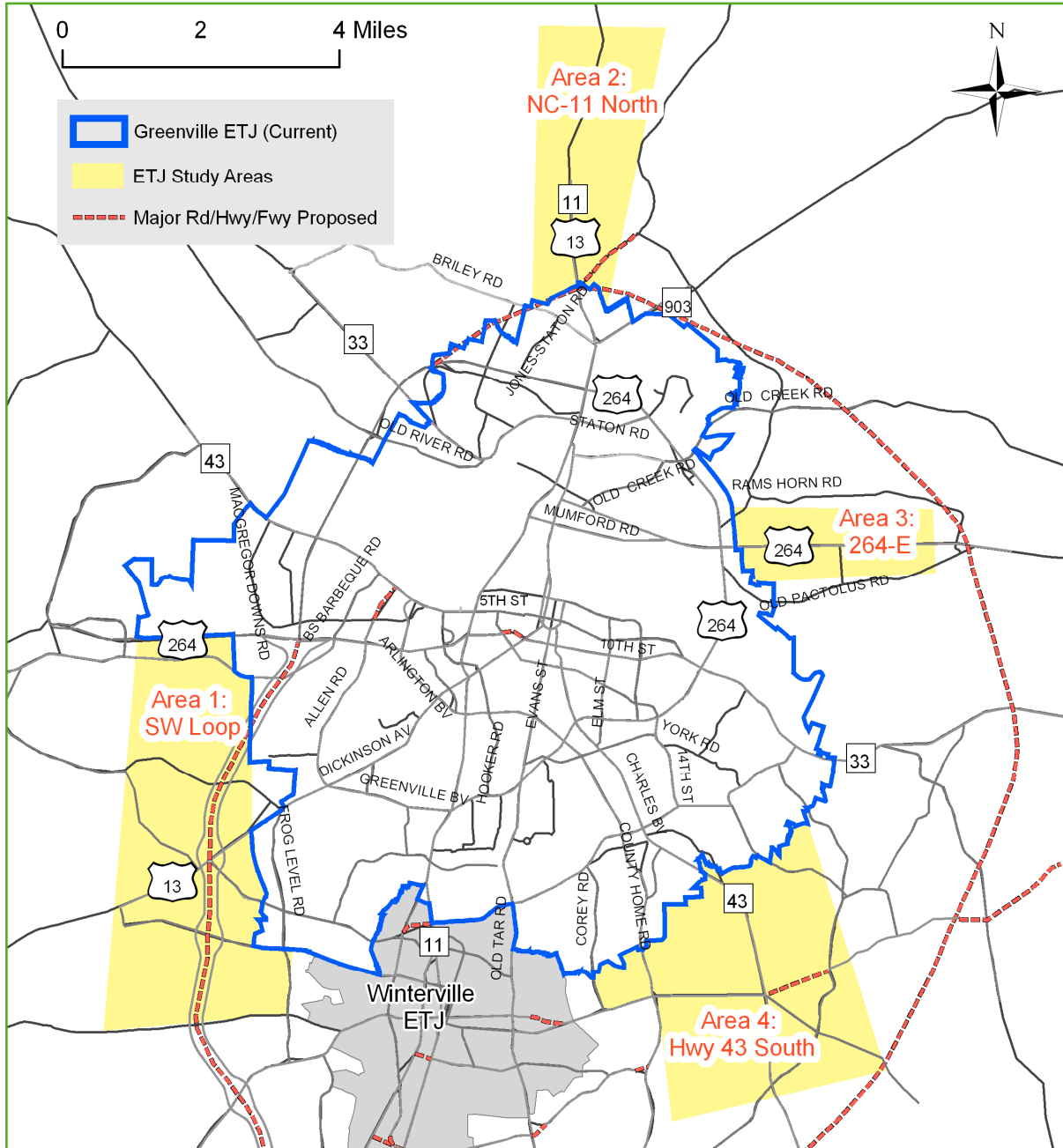
In 2005, the Greenville City Council passed a resolution approving urban growth areas for the City of Greenville and the Town of Winterville:



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

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

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



5 Planning in Context

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

- Did the high volume of planning activities between 2004 and 2007 point to any issues or plan amendments that should be addressed before embarking on the next five years of plan implementation?
- Did the more recent 2008 – 2009 slowdown in development point to other issues or plan amendments that should be considered going forward?
- Have the City's annexation and ETJ policies and inter-jurisdictional agreements been effective in promoting the community's long-range planning vision, especially as pertains to development patterns in urban-fringe areas of the city?

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

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

FUTURE LAND USE PLAN

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

1 A Map to the Future

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

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

An extension of the goals and objectives outlined in the comprehensive plan, the Future Land Use Plan Map (and supporting text) is one of the most valuable tools that the Greenville community has to protect its physical character and environment, and promote good urban form, while accommodating growth. It is important to remember that the Future Land Use Plan Map is a general guide, not a rigid blueprint. The Future Land Use Plan map provides a *general* illustration of the Urban Form Policies set out in *Horizons*. It does not prescribe that specific types of development occur at specific sites – indeed the land use patterns depicted on the map are not site (dimensionally) specific.¹⁵ Instead, the Future Land Use Plan Map depicts a preferred or optimum pattern of land use for vacant or developed land.

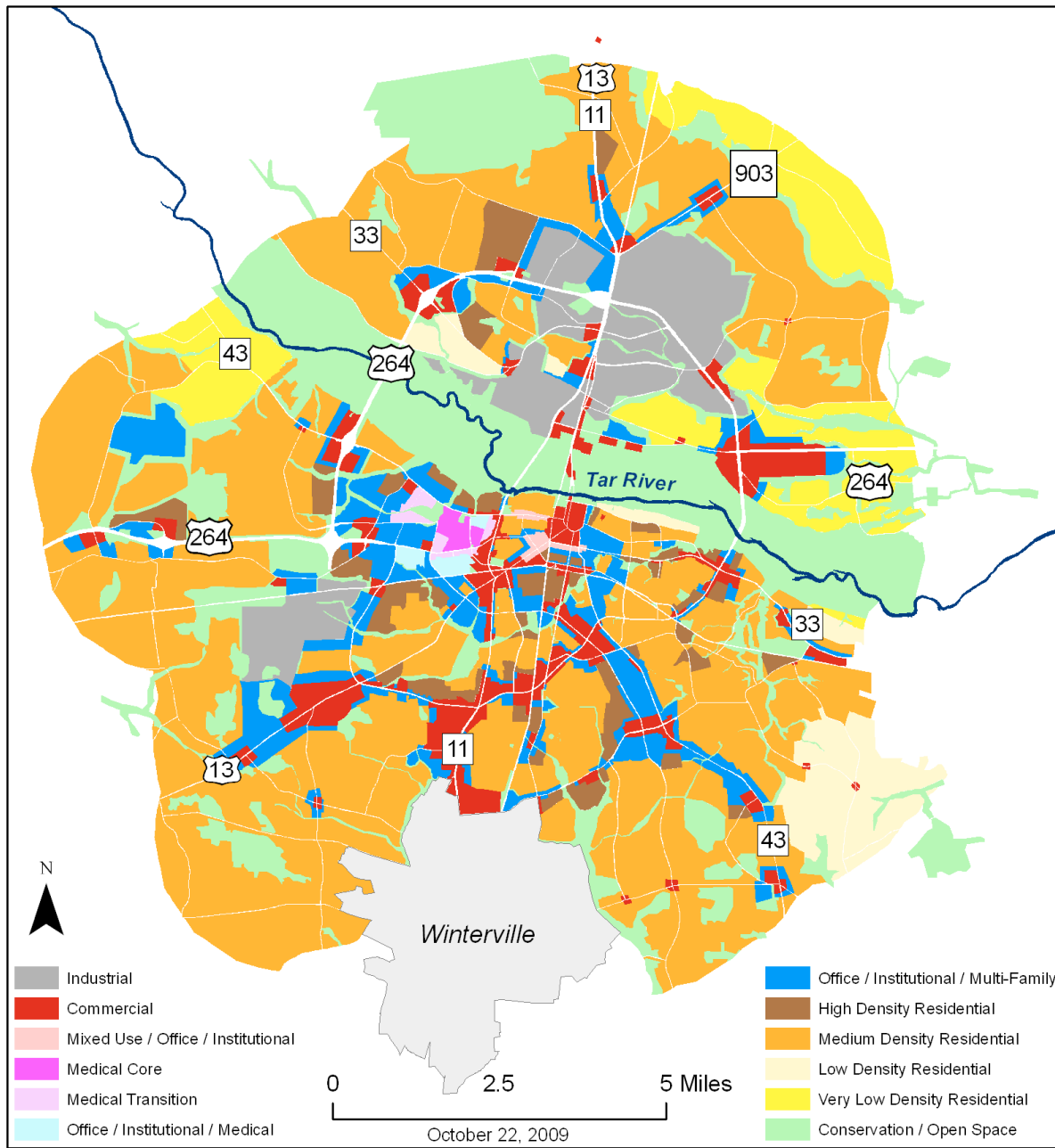
The community can use the map to promote its long-range, big picture planning vision. Yet many of the existing uses previously identified in the *Horizons* plan as undesirable will continue to persist for years to come. Meanwhile, other areas of the city might evolve in unexpected ways, possibly requiring the community to revisit how these areas will be addressed via the Future Land Use Plan Map, zoning, and other planning mechanisms.¹⁶



¹⁵ Where land use patterns appear to follow base map property lines, such description should be considered as general and the City's Urban Form Policies outlined in the *Horizons* plan will control. Unlike the zoning map where district boundaries are described by specific course and distance the Future Land Use Plan Map boundaries are general.

¹⁶ A future land use map cannot and should not attempt to micromanage urban evolution. Many land parcels will continue to remain vacant, while others will continue to be used for purposes that are inconsistent with the community's plan. As long as landowners are not proposing to develop or redevelop their properties, the existing land uses can and will continue as they are. Similarly, an owner/developer has a right to continue using or develop his property in a manner that is consistent with the current allowable zoning code, but which may be inconsistent with the community's future vision for an area.

Future Land Use Plan Map: October 2009



2 Amending the Land Use Plan

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

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

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

The process for amending the *Horizons* plan requires that the Planning & Zoning Commission hold a public meeting before making a recommendation to City Council. City Council must hold a public hearing and approve an ordinance to amend the Plan. The City of Greenville's Community Development facilitates and analyzes the requests and makes recommendations to the Planning & Zoning Commission and the City Council.¹⁷

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

3 City-Initiated Land Use Plan Amendments (Since 2004)

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

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

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

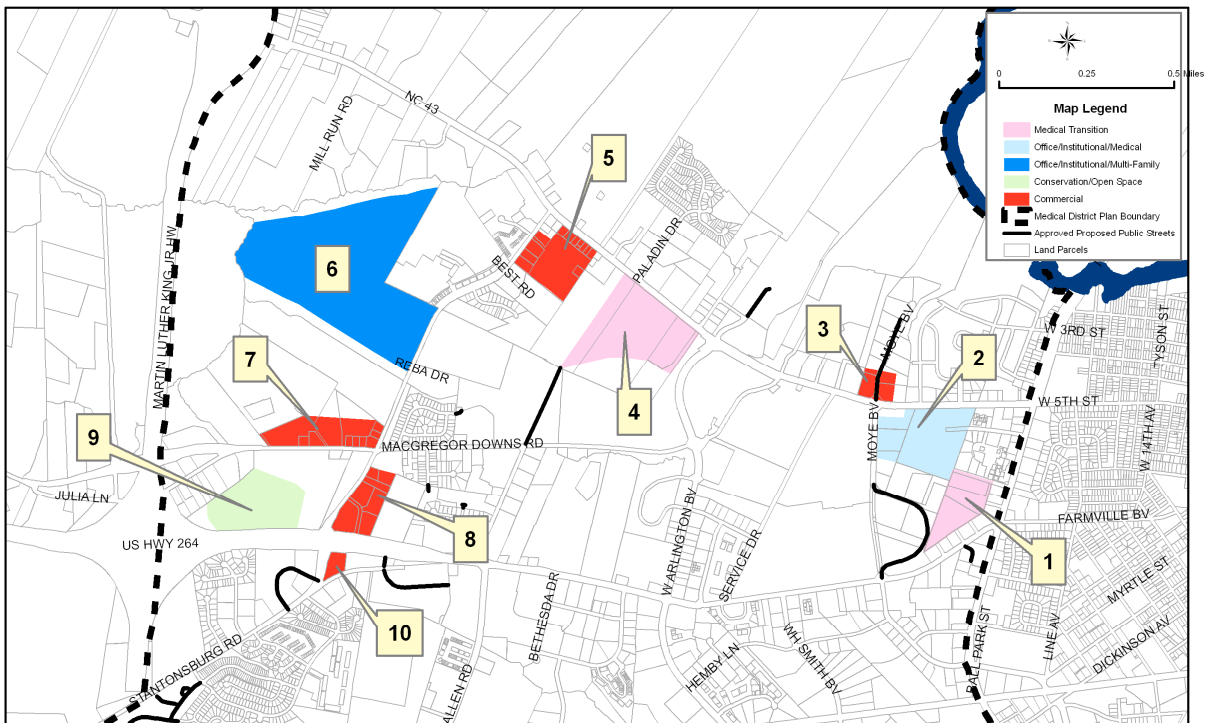
Because the *Horizons* plan update paid considerable attention to the Center City and West Greenville, it was not necessary, during the 2005-06 revitalization planning process, for the planning staff and

¹⁷ It is also possible to amend the plan at other times by act of City Council. Plan amendments may be requested by the City Council, the Planning & Zoning Commission, City departments, or private citizens. The *Horizons* Plan may also be amended upon the adoption of more specific Master Plans, Area Plan, or Program Plans.

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

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

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



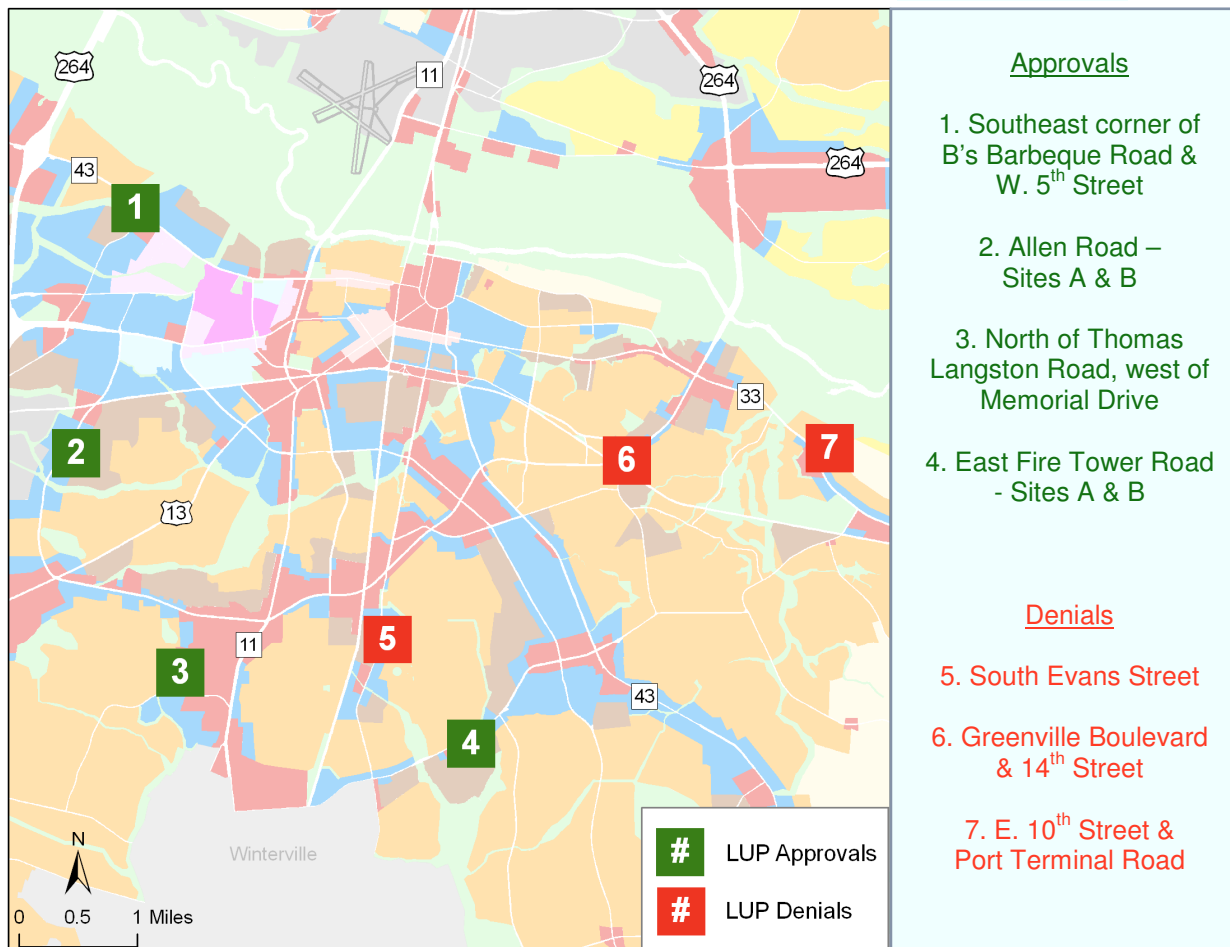
The plan also recommended the addition of two new Focus Areas on Highway-43. A draft of the plan was sent to PCMH and East Carolina University for review and input. The updated plan was adopted by the City Council in January of 2008. Approval of the plan effectively amended the Future Land Use Plan and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

4 Private Requests to Amend the Land Use Plan: Overview

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

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

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



5 Approvals

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

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

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

Request: HDR → OIMF

Petitioner: The Covington Group, Ltd.

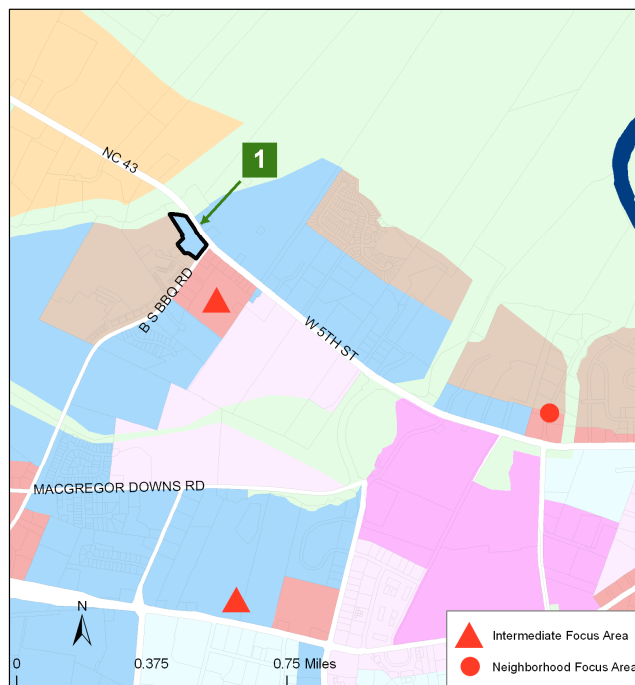
Acres: 4.8

City Council Meeting: September 11, 2008

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

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

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



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

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

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

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

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

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

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

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

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

② Allen Road - Sites A & B

Site A

Request: HDR → OIMF

Site A Petitioner: Medford Pointe

Acres: 15

City Council Meeting: March 13, 2006

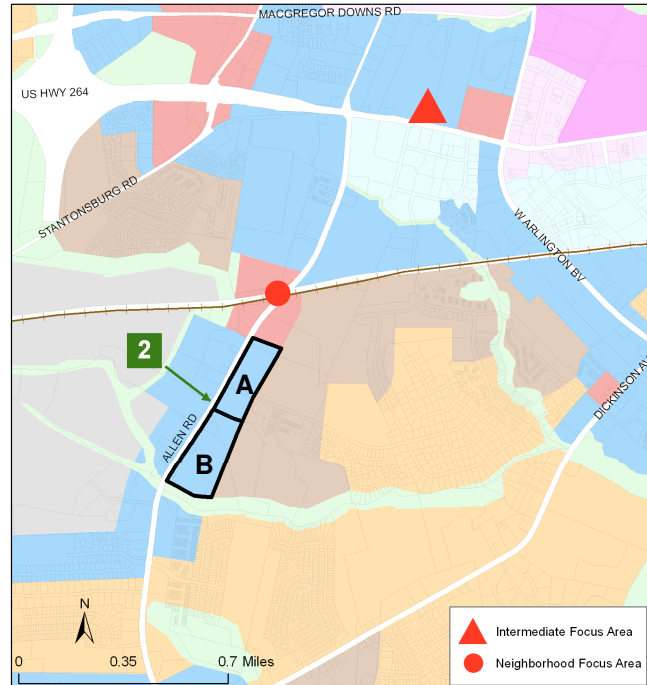
The Planning and Zoning Commission voted to recommend approval of the request.

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

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

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

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



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

Site B

Request: HDR → OIMF

Petitioner: Kevin Haltigan

Acres: 24

City Council Meeting: November 8, 2007

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

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

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

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

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

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

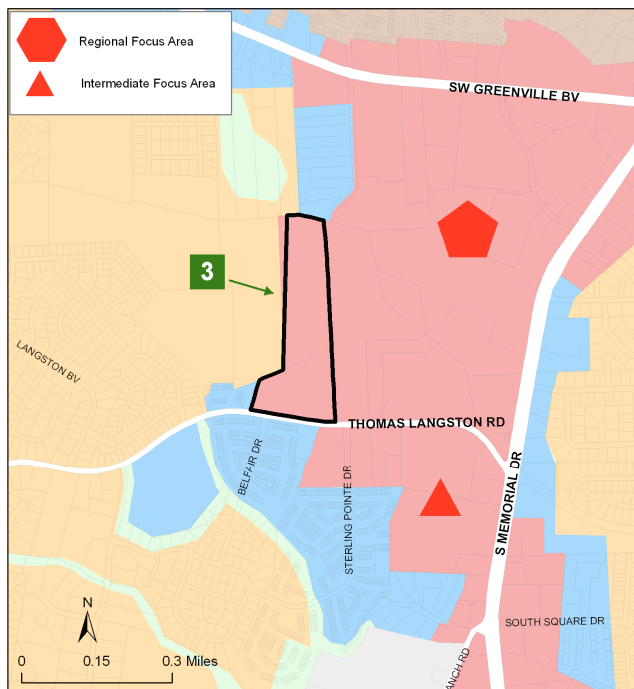
③ Thomas Langston Road

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

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

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

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



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

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

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

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

4 East Fire Tower Road

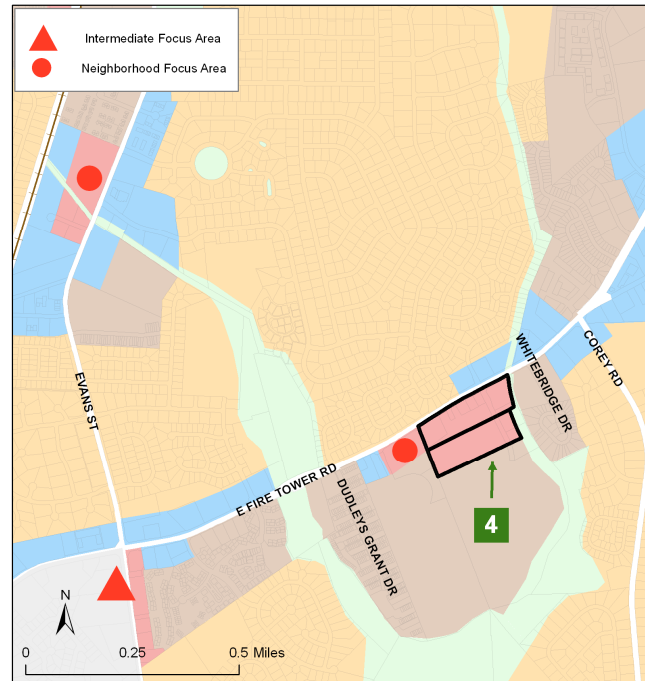
Site A (OIMF to C) and Site B (HDR to C)
Request: OIMF, HDR → COMMERCIAL
Petitioner: Lewis Land Development, LLC
Acres: 20
City Council Meeting: June 14, 2007

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

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

The applicable Comprehensive Plan Management Actions in this area are:

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



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

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

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

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

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

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

6 Denials

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

5 South Evans Street

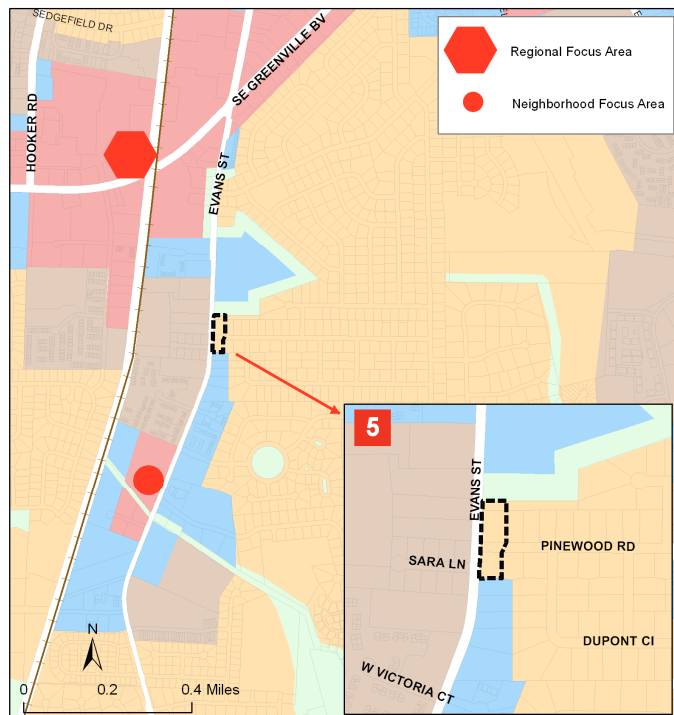
Request: MDR → OIMF
Petitioner: Carolina Development and Construction, LLC
Acres: 1.7
City Council Meeting: June 14, 2007

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

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

The applicable Comprehensive Plan Management Actions in this area are:

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



the designated focus nodes and associated transition areas]

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

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

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

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

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

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

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

⑥ Greenville Boulevard and 14th Street

Request: OIMF → COMMERCIAL

Petitioner: Ward Holdings, LLC

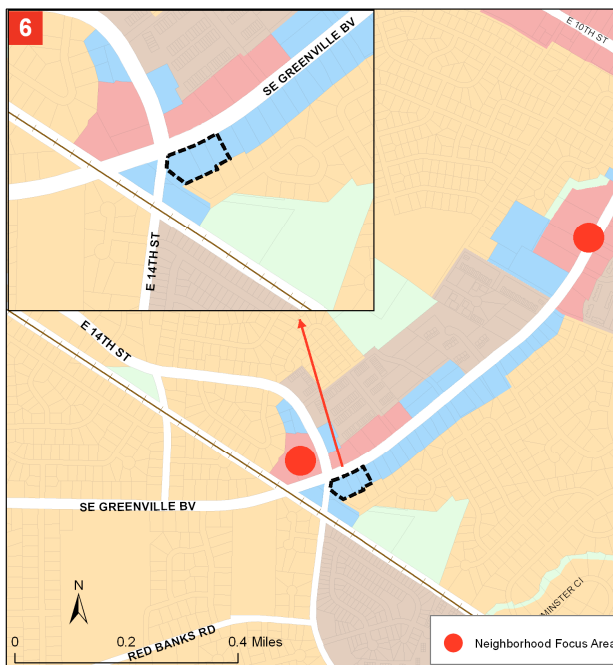
Acres: 1.52

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

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

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

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



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

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

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

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

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

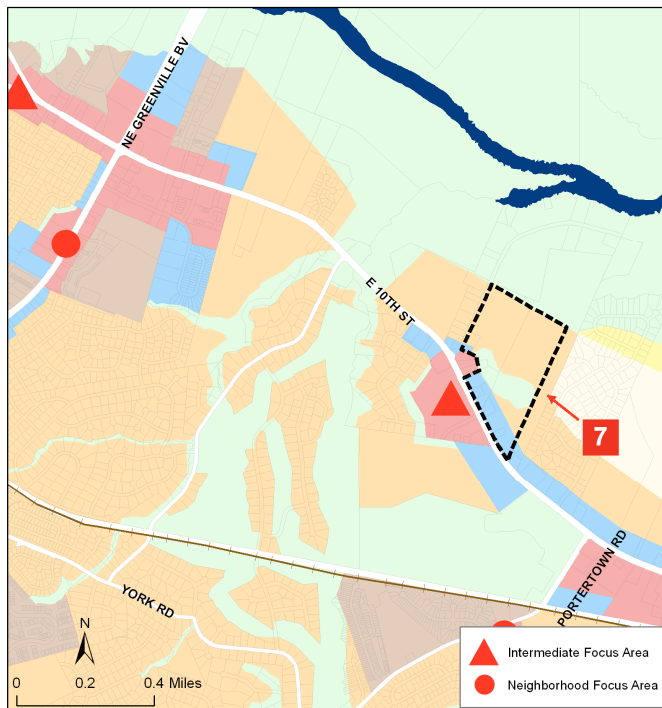
7 East 10th Street and Port Terminal Road

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

7 Inquiries

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

After consulting with the staff, the landowner or developer oftentimes decides not to pursue the inquiry any further; therefore, many of these informal questions never become formal requests to change the Land Use Plan or rezone a property. Although these inquiries were not pursued, they still send the community important signals about where development interest might be directed in the future. The Community Development Department maintains a database to keep track of all routine (or discontinued) Future Land Use Plan "inquiries" that were never pursued formally.¹⁸ The database keeps a record of the date, location, and nature of each inquiry, along with the parties who inquired about each respective property.

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

8 Trends and Conclusions

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

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

¹⁸ A print out of all database records since 2004 is included in Appendix C.

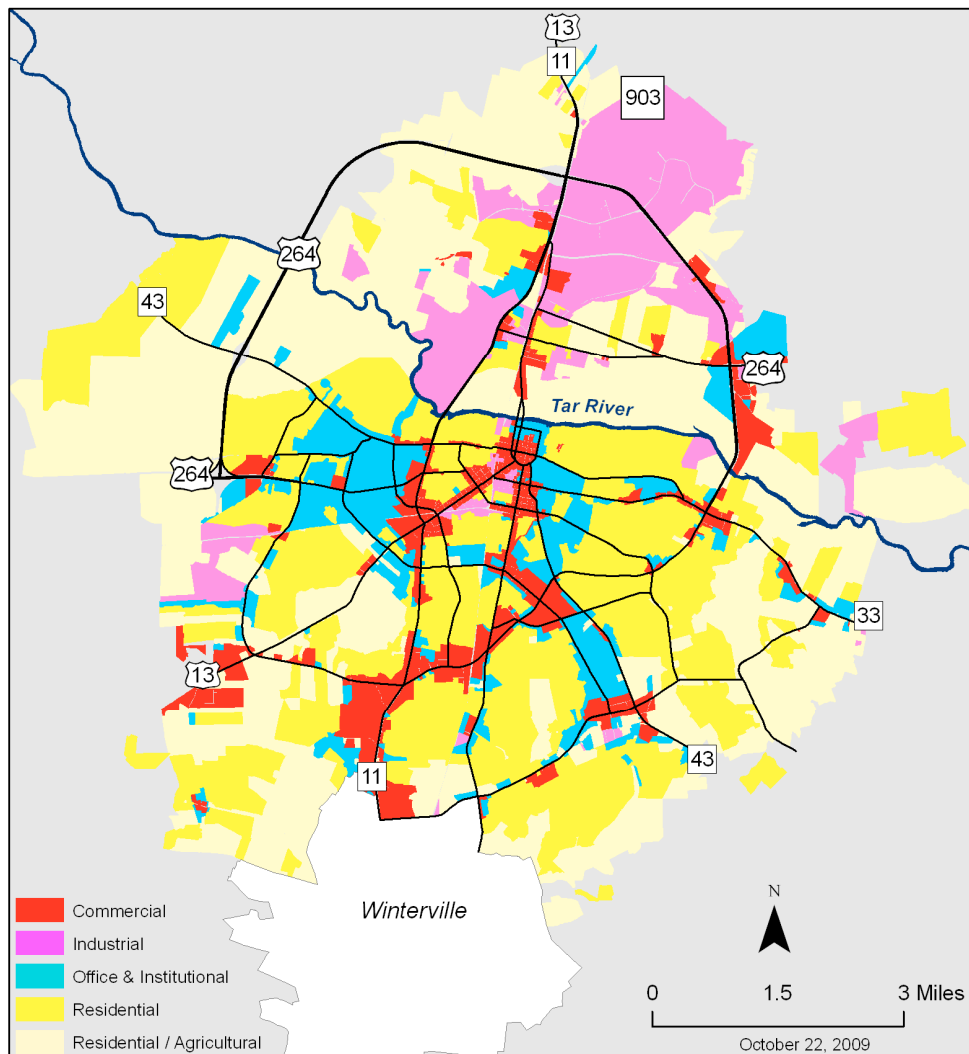
ZONING

1 Rezoning Requests

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

Property owners may request that a property be rezoned to another zoning district. Rezoning should be consistent with the vision, policy framework, and land use patterns described in the comprehensive plan [see: Rezoning Requests, page 96]. The districts can only be amended by City Council following review and recommendation of the Planning and Zoning Commission and City Council public hearing. Amendments to the Official Zoning Map are in fact an amendment to the Zoning Ordinance.

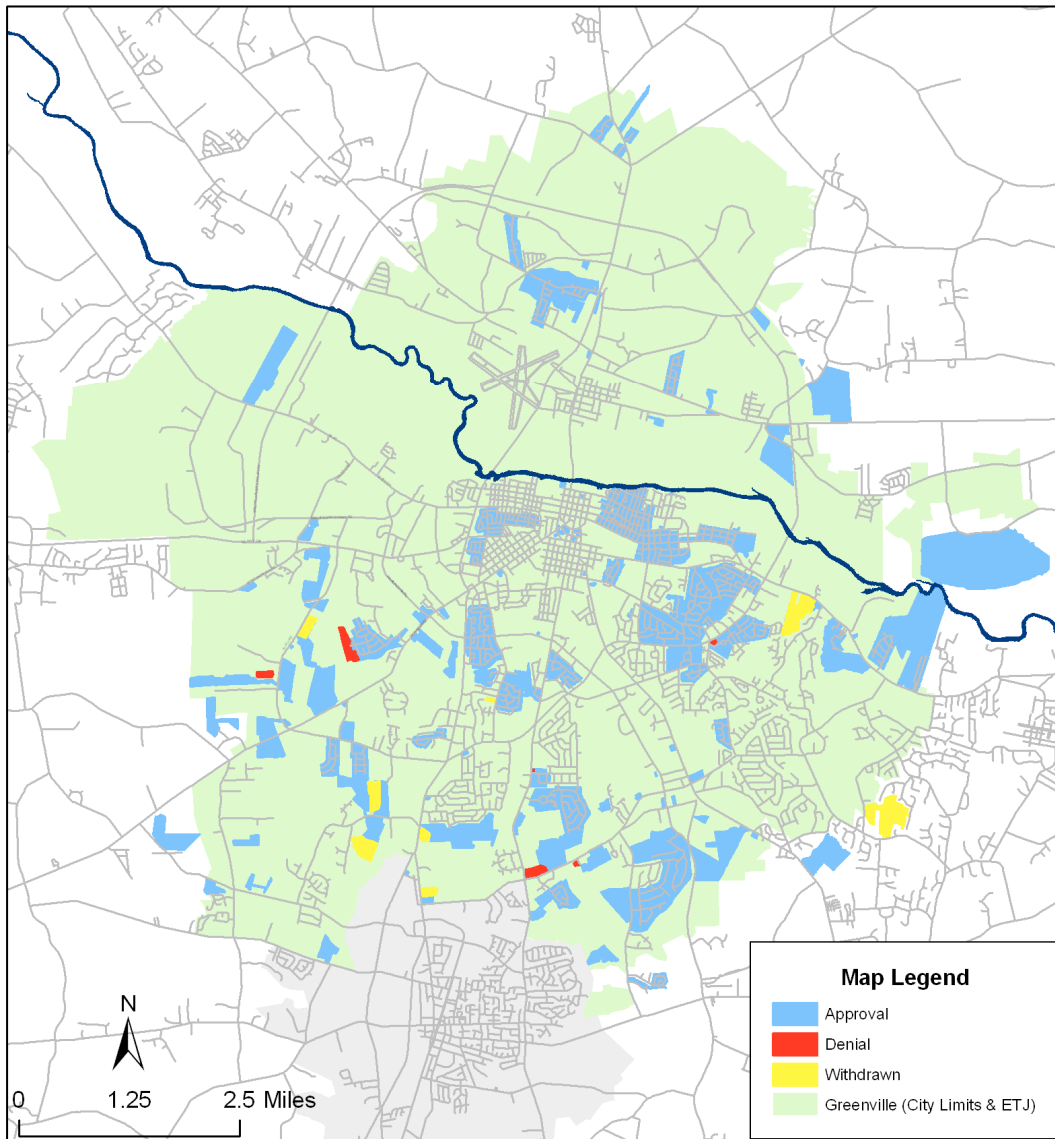
Current Zoning Map



2 Rezoning Activity, Since 2004: Overview

The City of Greenville resolved 225 total rezoning requests between 2004 and July 2009. Out of those 227 requests, the City Council approved 209 requests (92 percent), denied 9 requests (4 percent), and 9 requests were withdrawn (4 percent). The relatively low percentage of denials is a reflection of the community's longstanding and ongoing efforts to plan proactively for new development, while merging the City's zoning code with its Future Land Use Plan. It also indicates that the City Council, the Planning and Zoning Commission, planning staff, and other parties involved in the planning process are doing an effective job of communicating to developers and land owners the City's zoning, planning, and development goals and regulations.

Location of Rezoning Requests Since 2004



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

3 City Initiated Rezoning

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

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

West Greenville Redevelopment Area: Although the revitalization plan did not require changes to the Land Use Plan, the City Council rezoned a 66.4 acre tract of West Greenville to R6S in November 2006 to preserve single-family residential neighborhoods. The rezoning was intended to further the community's revitalization goals for West Greenville, as well as implement the recommendations of the Neighborhood Task Force.



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

4 Discrepancies between Zoning and the Land Use Plan

Overview: In the 17 years since the original *Horizons* plan was first adopted, the Greenville community has made tremendous progress in merging the City's long-range planning vision with its short-to-mid-range planning policies. One of the most important planning policy tools is the zoning code, which preceded the *Horizons* plan by several decades. Some discrepancies [see definition below¹⁹] between the current zoning map and the Future Land Use Plan Map still exist today. When and where possible, these discrepancies should be addressed; however, analysis indicates that zoning/land use plan discrepancies are rare.

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

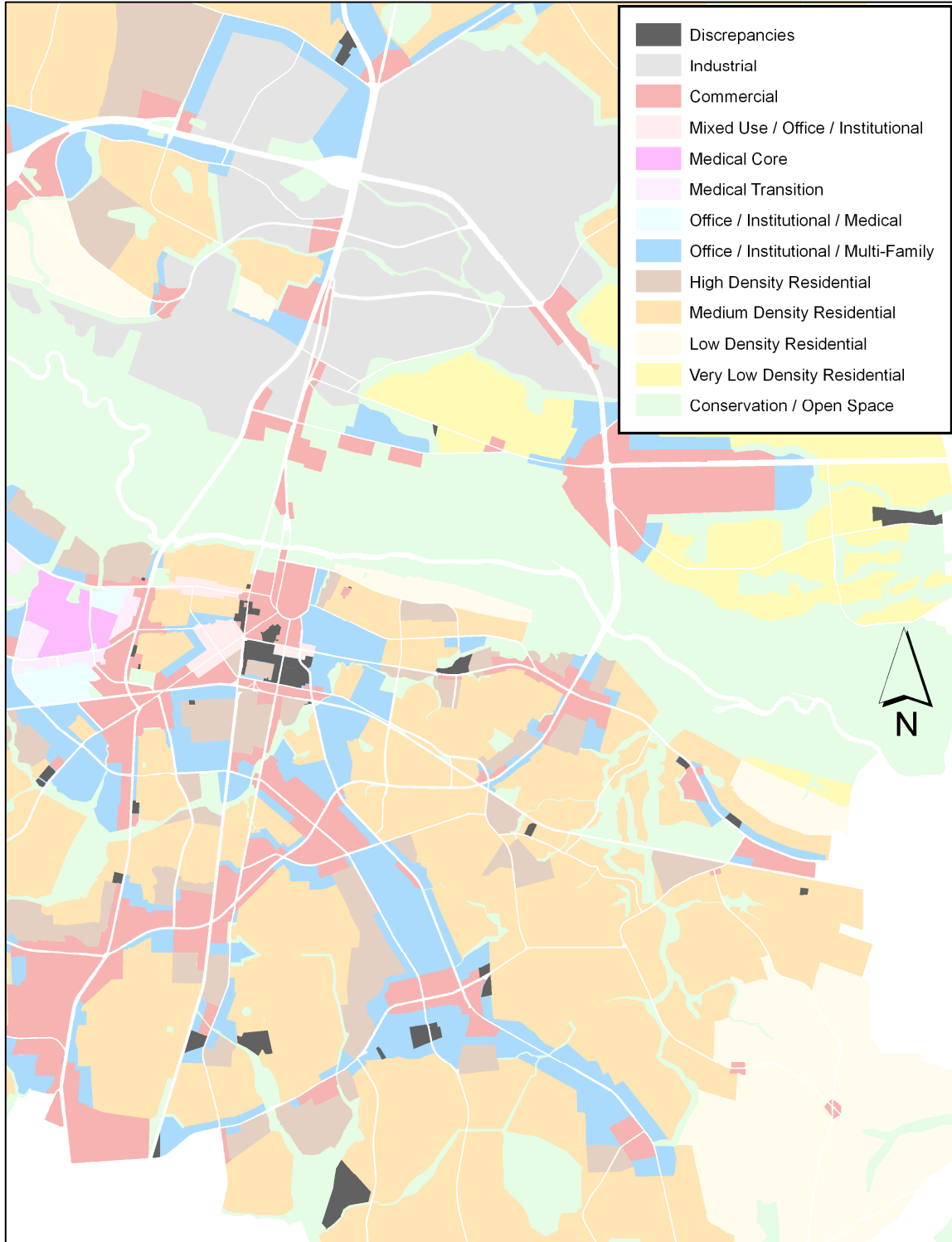
Table IX – Summary of Discrepancies by Zoning Type

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

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

¹⁹ Discrepancies are defined as those examples, in the opinion of planning staff, in which the current zoning represents a deviation from the intent of the Future Land Use Plan. When the zoning map districts are overlaid on the Future Land Use Plan Map, many inconsistencies will appear at the margins, which are not discrepancies of intent. A zoning map is by specific description, whereas a future land use plan map is by general description; the boundaries between zoning districts were never intended to fit in precisely within land use categories.

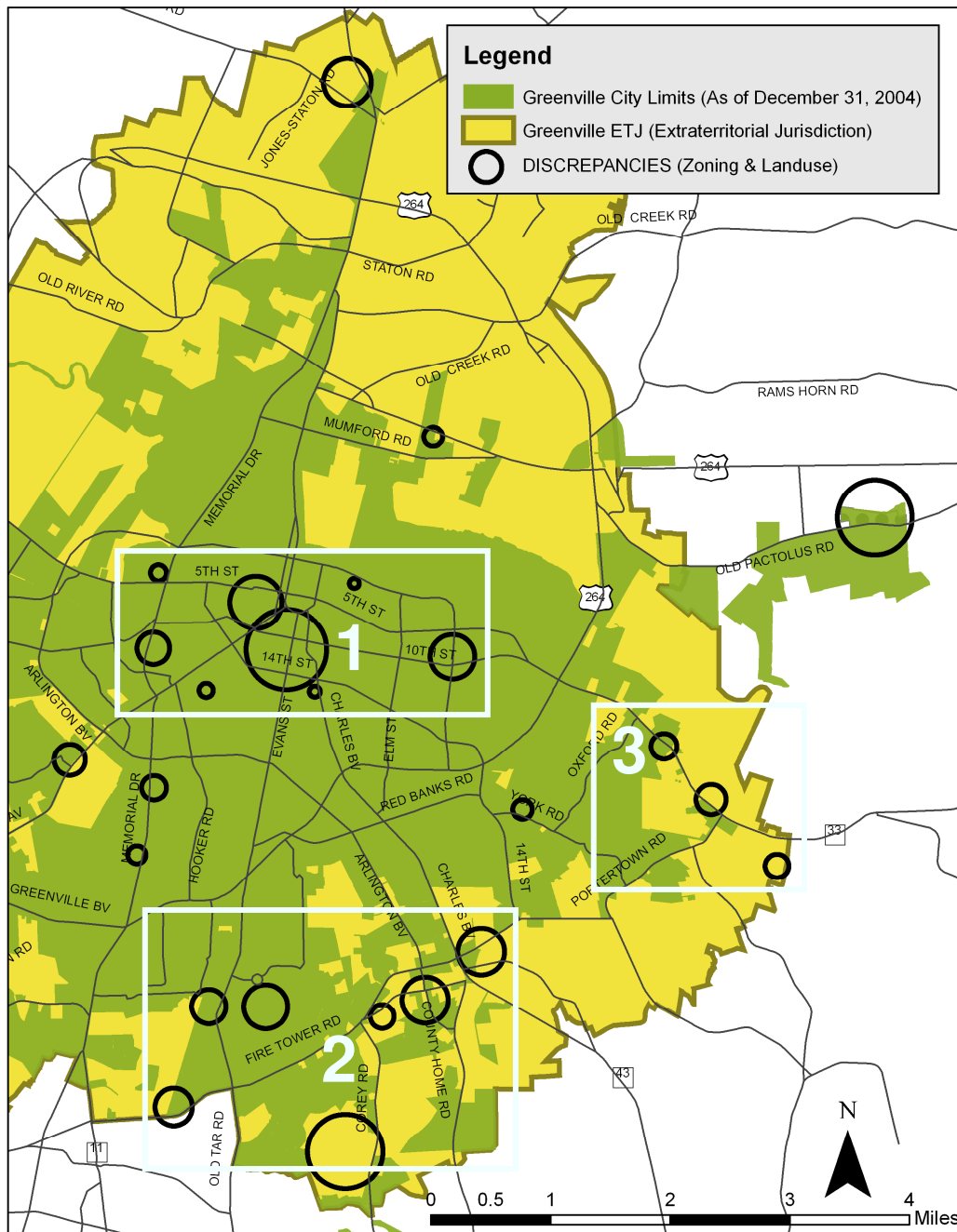
Location of Discrepancies: The Future Land Use Plan Map (modified) below illustrates the location of individual parcels and/or multi-parcel clusters, which have current zoning classifications that are inconsistent with the plan:



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

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

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



RECOMENDED TEXT AMENDMENTS

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

1 Rezoning Requests: Consideration Criteria²⁰

Following adoption of the 2004 Horizons Plan Update, the Planning and Zoning Commission and the City Council requested clarification on the criteria for determining whether a given rezoning request is consistent with the Future Land Use Plan. City staff drafted the below criteria to be used as a guide for policymakers in evaluating the appropriateness of rezoning requests. The Planning and Zoning Commission and the City Council have established a precedent of relying on these criteria to evaluate rezoning requests and to provide a consistent rationale for their decisions; consequently, the language below should now be formally adopted as an amendment to the Horizons plan text and inserted into *Horizons: Greenville's Community Plan*, in the section titled, "How to Amend this Plan":

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

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

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

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

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

²⁰ Note: some of the recommendations in this 2009 Horizons Plan Review report may be officially adopted by City Council and therefore those items would be inserted as addendums to the City's comprehensive plan. It is recommended that the language in items 1 & 2 of this section be incorporated into the *Horizons Plan* text under "How to Use This Plan," (Introduction, page 8)

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

Staff has drafted the criteria below to be used as a guide for policymakers in evaluating the appropriateness of requests to amend the Future Land Use Plan. The Planning and Zoning Commission and the City Council will use these criteria to evaluate requests to change the plan and provide a consistent rationale for their decisions; consequently, the below language should now be formally adopted as an amendment to the *Horizons* plan text and inserted into *Horizons: Greenville's Community Plan*, in the section titled, "How to Amend this Plan":

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

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

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

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

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

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

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

3 Sidewalk Improvement Plan and Policies

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

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

RECOMMENDED PLANNING INITIATIVES

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

1 ETJ Extension Discussions with Pitt County

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

2 Annexation Study/Policy

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

3 Implement U.S. Mayors' Climate Protection Agreement

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

4 Encourage Development of Land Use Compatible Alternative Energy Sources

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

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

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

The City of Greenville should be careful to ensure that more intensive, active types of alternate energy sources are land use compatible. For example, the installation of wind turbines in smaller lot residential neighborhoods can generate negative impacts - noise, vibrations, shadow (fan blade) problems, and detract from aesthetics – which should be taken into consideration in the permitting process. Also, in communities where residents and business owners have been installing wind turbines for 10+ years, there have been issues with units being left in disrepair and/or abandoned, which can cause significant neighborhood code enforcement problems.

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

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

(a) *Residential; detached accessory.*

(3) Height.

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

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

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

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

“Sec. 9-4-98. Height exemptions.

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

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

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

(c) All uses, including those listed under this section, shall in accordance with section 9-4-14, be limited to the height, locational standards and requirements of the Pitt-Greenville Airport Zoning Ordinance. (Ord. No. 2337, § 1, 6-13-91; Ord. No. 2593, § 2, 2-11-93; Ord. No. 97-5, § 5, 1-9-97).”

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

5 Students and Seniors Population Study

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

APPENDIX A

5 -Year Comprehensive Plan Review Public Forum Process and Outline

Planning and Zoning Commission:

Public Forum – November 17, 2009 (6:30 PM – City Council Chambers of City Hall)

1. The purpose of the public forum is for the Commission to:

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

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

2. Project Timeline (long-range): see Appendix B – Comprehensive Planning Timeline (page 114)

3. Horizons Plan Text and Future Land Use Plan Map Amendment Consideration Process (including short-range timeline):

- During the public forum the Commission may receive comments of the general public concerning any subject related to the current Comprehensive Plan text and/or any plan or addendum of the Plan, and/or related to the 5-Year Comprehensive Plan Review Report.
- During the public forum the Commission shall not receive comments of the public concerning any rezoning, subdivision or other case which has been submitted for review but not yet approved or is currently under consideration by the Commission or City Council. The time and place for discussion of those matters is in accordance with established procedure in the particular case.
- Following staff input and public comment the Commission may determine by majority vote to consider amendments to the Plan text and/or maps.
- If the Commission by majority vote determines that a specific request for amendment of the Plan text and/or map does warrant further consideration, staff will schedule an additional public forum, to be conducted at the following month's regular Commission meeting date (December 15, 2009), for further discussion of the specific amendment request . Notice of the time, place and subject of a proposed amendment to the plan map will be given in the manner required for consideration by the Commission of an ordinance amendment. All persons will be afforded an opportunity to speak on the matter if they so desire.
- The Commission shall rely on the **Future Land Use Plan Map amendment consideration criteria** listed under (4) below, when evaluating the appropriateness of any proposed amendment to the Future Land Use Plan Map. If a proposed plan map amendment does not meet the basic

criteria listed under (4) below, the Commission should not schedule the issue for further consideration through this process.

If, following comments and public debate on the subject amendment during the additional public forum (if scheduled for December 15, 2009), the Commission determines by majority vote that a specific request to amend the Plan text and/or map is desirable and in the public interest, the recommended proposed amendment will be included in the final report. The final report shall be accompanied by a draft ordinance to effect the proposed amendments as recommended by the Commission. City Council following a public hearing to consider the plan update and ordinance may approve the ordinance including the recommended amendment or delete the proposed amendment from the ordinance.

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

4. Future Land Use Plan Map amendment consideration criteria:

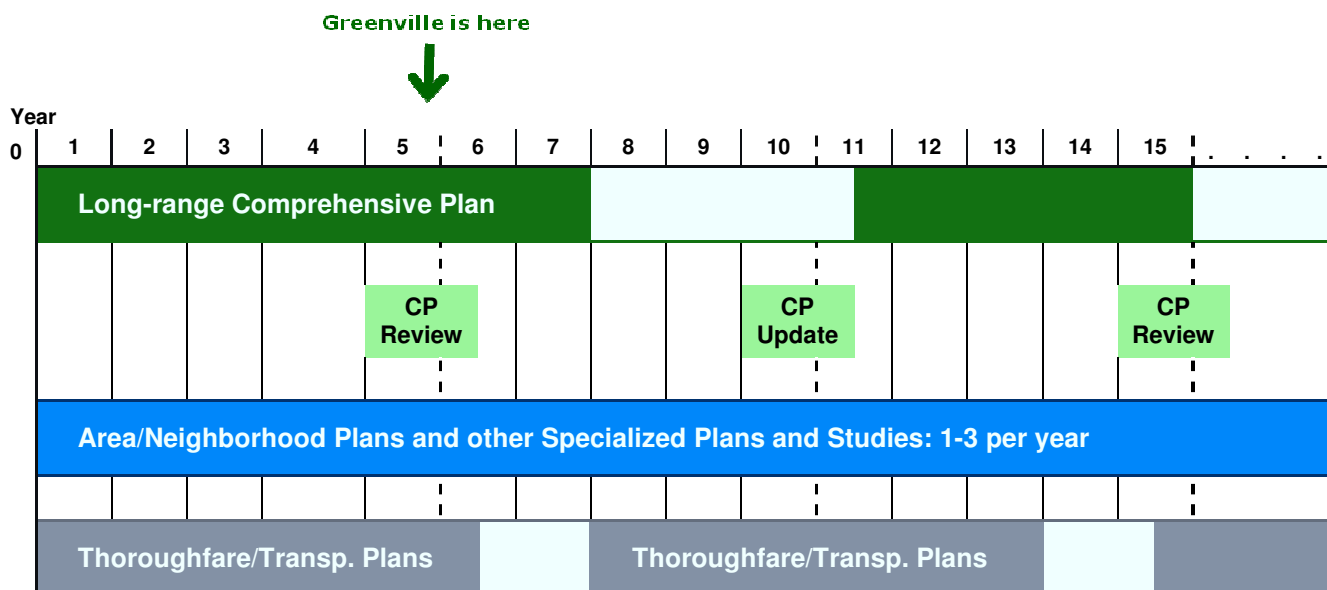
- (i) The proposed amendment is determined by Planning and Zoning Commission and City Council to be necessary as a result of changed conditions, in the local development pattern, street system, environment, or other major feature or plan which, impacts the site in a manner or to a degree not previously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

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

APPENDIX B: Comprehensive Planning Timeline

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

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



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

APPENDIX C

Summary of Implementation Strategies, Management Actions, and Vision Area Policies by Department, Commission, or Agency

This section will provide additional breakdowns on the status of implementation strategies, management actions, and vision area policies. For example: percentage breakdowns of items now completed, ongoing, under evaluation, or future consideration, etc. Completion of these additional tables is pending additional/final feedback, updates, or corrections from the divisions/departments/commissions responsible for the items.

APPENDIX D

Public Utility Service Agreements: City of Greenville and Town of Winterville

This section will include copies of the current inter-jurisdictional agreements between the City of Greenville, Town of Winterville, and Pitt County.



City of Greenville, North Carolina

Meeting Date: 3/16/2010
Time: 6:30 PM

Title of Item: Planning and Zoning Commission discussion and recommendations for fiscal year 2010/11 and 2011/12 City Council budget consideration.

Explanation: The City of Greenville is preparing budgets for fiscal years 2010/11 and 2011/12. The Greenville City Council has instructed staff to solicit input from all city appointed Boards and Commissions on resource needs for budget consideration.

As a result of City Council action, Boards and Commissions are being surveyed to determine their fiscal needs.

Staff will provide additional information at the March 16, 2010 meeting on budget resources currently allocated to the Planning and Zoning Commission.

Fiscal Note: No cost to the city.

Recommendation: Please consider any operational needs and be prepared to provide recommendations at the March 16, 2010 meeting.

Any recommendations to City Council concerning this item should be by majority vote of the Commission.

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Attachments / [click to download](#)