

Commercial

Commercial Goal:

Provide quality, attractive commercial development that meets market demand, is harmonious with its surrounding area, has supporting infrastructure, preserves the natural environment, and concentrated in nodes near major intersections and current commercial development.

Objectives:

1. Allow small concentrated commercial nodes for “Rural Area Centers” at selected major intersections in the rural portion of the Study Area to serve the immediate needs of the residents.
2. Promote the concentration of intense commercial development in nodes at the intersections of major thoroughfares, interchanges, and designated areas along Hwy 301 S with public water and sewer.
3. Discourage commercial development in wetlands, Special Flood Hazard Area, and other environmentally sensitive areas.
4. Permit commercial establishments on tracts of land sufficient in size to accommodate vehicular and pedestrian circulation, landscaping, buffering, signs, and other development standards.
5. Commercial buildings’ size should be based on context of surrounding land uses.
6. Strengthen existing landscape standards for commercial developments.
7. Protect established residential areas from the encroachment of non-residential developments.
8. Mixed-use development should be permitted in or near intense commercial developments and large centers of population (urban area).
9. Encourage the reuse of vacant commercial structures.
10. No large malls.
11. Require all new commercial developments to retain or reforest a natural area along its road frontage.

Residential

Residential Goal:

Provide a complete range of residential housing types that accommodates the needs of all residents with adequate infrastructure while preserving the character of the area and protecting the environmental sensitive areas.

Objectives:

1. Any residential development greater than 2 units per acre, must have public or private water and sewer.
2. Encourage the use of Low Impact Developments techniques.
3. Strengthen and enforce minimum housing standards.
4. Promote the building of quality housing.
5. Provide flexibility for Mixed Use and higher density developments close to existing or future commercial centers.
6. Locate residential areas with respect to natural and environmental sensitive areas.
7. Promote infill development.
8. Promote sidewalks and pedestrian facilities, where appropriate to provide access to facilities such as schools, commercial areas and recreation facilities.
9. Provide and preserve natural vegetation buffer areas between single and multi-story residential and non-residential uses.

Community Appearance

Community Appearance Goal:

Provide an attractive living environment by protecting the existing natural beauty, improving the landscape and site design requirements for new development, and reducing litter and sign clutter along the roadways in the Study Area.

Objectives:

1. Develop ordinances and regulations that will require new commercial buildings to have specific architectural features that will match the character of the area as well as allow for a seamless adaptive reuse.
2. Promote the provision of open spaces, urban spaces and landscaping to soften, beautify, and enhance the Area's image.
3. Enforce Cumberland County Minimum Housing and Junk Car Ordinances to eliminate abandoned and neglected residential properties and vehicles.
4. Restrict the proliferation of billboards in the Area.
5. Require parking lots to have landscaped islands to soften the appearance, improve air quality, reduce heat island effect, and treat runoff.
6. Enforce litter laws and promote other programs to clean up existing roadway litter, and educate the citizenry of the cost and impact of littering.
7. Promote a pilot program that would encourage civic groups, businesses, and other entities to adopt interchanges for beautification and maintenance.
8. Utilize the Conservation District, special flood hazard areas, public and non-profit lands and development concepts such as open space subdivisions to maintain rural character in the Area.
9. Promote the planting and maintaining of native plants as a natural vegetative buffer along major corridors.
10. Create incentives that encourage developers to retain mature trees within their projects.
11. Promote a center median with landscaping and street trees for any widening of an existing or new major thoroughfare.
12. Develop a sign ordinance that will regulate the size, height, style, illumination and appearance of signage in the Area.

Open Space and Parks

Open Space & Parks Goal:

Provide a diversified parks and open space system that protects, preserves, and enhances environmentally sensitive areas, wildlife habitats, agricultural lands, and air and water quality; while providing new facilities such as greenways, parks, and similar amenities that will compliment and serve all citizens, rural and urban, in the Study Area.

Objectives:

1. Support measures that protect the Special Flood Hazard Area, natural areas, wildlife habitats, endangered species, water quality, historic features, and scenic sites.
2. Co-locate parks and recreation facilities with other community facilities such as schools, fire and police stations, libraries, and etc., whenever feasible.
3. Provide a range of parks, recreation facilities, and open spaces near densely populated areas and commercial centers while providing connectivity to other facilities.
4. Consider using existing infrastructure for bicycle/pedestrian facilities as a linkage to the open space system in the Study Area, County, and region.
5. Promote incentives that will encourage developers to provide open space in developments.
6. Encourage the protection and preservation of existing trees whenever practical.
7. Utilize parks, unique natural areas, scenic sites, and other amenities to attract economic development and tourism.

Farmland

Farmland Goal:

Preserve and protect farmland to ensure the continued viability of the farming and agri-business industry in the Study Area.

Objectives:

1. Create a significant designated farmland area (“farm zone”) to provide a sustainable environment for agricultural operations.
2. Promote two acre minimum lot sizes in the farmland area.
3. Support the establishment of a local farmers market and local roadside produce stands.
4. Support the Cumberland County Voluntary Agricultural District Program (VAD).
5. Support policies that will help farms provide affordable, fresh commodities to local schools, businesses, military, etc.
6. Promote a natural or reforested buffer area between development and farming operations.
7. Utilize agriculture as a means to protect critical land around the Fayetteville Regional Airport from development.
8. Promote the concentration of development in areas with sufficient services such as water, sewer, roads, and nearby commercial establishments.
9. Promote awareness of the benefits of farmland to the environment and rural character of the area.
10. Create family farm subdivisions standards.
11. Promote agri-tourism.
12. Support efforts that protect the family farm.

Transportation

Transportation Goal:

Provide safe, adequate, and accessible multi-modal transportation facilities for the movement of people, goods, and services that meets the needs of residents while preserving the urban and rural character of the Study Area.

Objectives:

1. Maintain and enhance the existing rural road network within the designated rural portion of the Study Area.
2. Support a study for a potential Park and Ride facility that serves the Crown Coliseum area, Fort Bragg, Downtown Fayetteville, Fayetteville Technical Community College, Fayetteville State University and Methodist College.
3. Ensure existing and new roadways are capable of handling expected traffic growth prior to development occurring.
4. Support any expansion or protection efforts of land immediately surrounding Fayetteville Regional Airport.
5. Require sidewalks to be constructed on both sides of streets in new subdivisions, and along the frontage of any new commercial development.
6. Provide signalization and other improvements at major intersections and high traffic roads to alleviate traffic congestion.
7. Restrict new billboards within the Study Area, especially along NC Hwy 87, US Hwy 301 South, and I-95.
8. Ensure that adequate signals, signage, crosswalks, and other recommended safety devices are installed to protect the well-being of all types of travel modes within the Study Area.
9. Promote transportation improvements that provide for the needs of the elderly and disabled.
10. Enhance tourist travel and access to scenic sites, cultural facilities, recreation areas, retail, entertainment and other local sites of interest.
11. Provide an efficient and effective network of roads and pedestrian facilities; that is in harmony with the character of the Area; that provide connectivity within and beyond the Study Area.
12. Promote paving all dirt roads.

13. Support bus service to the urban portion of the Study Area to better serve the residents and the commercial, industrial and entertainment facilities in the area.
14. Restrict subdivision lots from having direct access along designated thoroughfares, freeways, expressways, and boulevards (based on FAMPO 2040 Highway Plan, 2014), and limited direct access for non-residential development.
15. Improve safety for cyclists by marking lanes, widening and hardening shoulders on designated bicycles connectors.
16. Provide better direct access between the Crown Coliseum Complex, Downtown, the Mall, Military Reservation and Fayetteville Regional Airport.

Community Facilities and Services

Community Facilities and Services Goal:

Support a range of community facilities and services that are adequate, accessible, and cost effective that will meet the needs of its present and future residents who visit, live or work in the Study Area.

Objectives:

1. Develop a plan to extend affordable water to the rural parts of the Study Area where private wells are contaminated or not potable.
2. Explore the establishment of a Sanitary District to provide safe drinking water from Bladen Bluffs, with the district being owned, operated, and controlled by Gray's Creek residents.
3. Ensure an adequate level of fire and police protection.
4. Provide community facilities in a way that serves the underserved, and collocate them with other facilities such as schools, fire stations, law enforcement facilities, medical and social services, libraries and other compatible services.
5. Utilized the perimeter of school properties for walking trails so not to interfere with school operations during normal school hours.
6. Use school buildings to accommodate after-hours uses such as community meeting sites, recreational activities and libraries.
7. Explore the possibility of expanding trash service, recycling, and other efforts to prevent roadway littering in the Study Area.

8. Encourage the use of solar powered street lights on all new streets and roads.
9. Promote improvements around the Crown Coliseum complex that will enhance its marketability and attractiveness for developments.
10. Develop a plan to provide affordable water and sewer to the urban portion of the Study Area where it currently does not exist.
11. Limit the provisions of facilities and services in the rural portion of the Study Area that are not efficient investments in services or which might encourage more growth than is desired.
12. Promote the cooperation among municipalities, the Board of Education, State, Federal, and private entities in providing facilities and programs to area residents.
- 13. Explore the establishment of a Sanitary District to provide safe drinking water from Bladen Bluffs, with the district being owned, operated, and controlled by Gray's Creek residents.
(This objective was added and approved by the committee on 4/10/2014)**

Industrial

Industrial Goal:

Provide areas for clean high-tech industries and manufacturing where infrastructure is adequate, that does not impact the environment or natural areas, utilizes existing vacant structures when feasible, complements existing industrial development, and is in harmony with surrounding development.

Objectives:

1. Promote incentives for industries to locate in vacant structures located within existing designated and zoned industrial areas in the Study Area.
2. Promote the use of existing buildings by reducing permitting and bonding fees.
3. Support efforts to retain or expand existing industries.
4. Identify sites that are unique in size and location that provide special opportunities for industrial development within the Study Area, County and region.