

Southwest Cumberland Area Draft Goals & Objectives

MARCH 15, 2012

RESIDENTIAL GOAL

Provide a full range of housing types and sites with adequate infrastructure in new and redeveloped neighborhoods throughout the area that is in harmony with the surrounding areas; respects environmentally sensitive areas, and that accommodates the present and future needs of the residents while maintaining the character of the area.

Objectives

1. Residential developments when possible should be designed to allow for the continuation of collector streets.
2. Residential development should not front on any street classified as arterial or above.
3. Encourage the development of a full range of housing opportunities (structure, types, and sites) to accommodate the existing and future needs, desires and capabilities of a diverse citizenry.
4. Strengthen and enforce minimum housing standards that address clutter, junk cars, litter, etc.
5. Any high density multi-story residential development adjoining one story single family homes should have a minimum vegetative buffer separating the two uses.
6. Maintain the stability character and density of existing sound neighborhoods.
7. Preserve and protect areas of unique beauty, character, or historic importance.
8. Protect existing residential areas from encroachment of non- residential uses.
9. In residential areas where new streets are constructed, curb & gutter, sidewalks and other pedestrian amenities should be required to provide access to community facilities and services.
10. High density residential development should be located on sites which have direct access to an arterial or collector street, and where it will not contribute to an increase in traffic volumes on local street in adjoining lower density residential areas.
11. Locate high density residential development near major activity centers, along existing or future transit routes, above regional or community shopping facilities, near the downtown Hope Mills (not in areas where it is not compatible with the surrounding development), and where all urban services are available.
12. Develop incentives to encourage infilling and utilizing existing undeveloped subdivision lots requiring compatible design with existing development in the area on sites where public services exist.

13. Promote that provide safe and sanitary housing for low and moderate income families and individual.
14. Require all residential areas to have adequate entrances /exits that minimize traffic congestion, while encouraging safe speed zones, school and pedestrian right of ways, and not enabling neighborhoods to become cut-through options for drivers to avoid already congested areas.
15. Promote the design of residential areas that in a manner that discourages through traffic.
16. Encourage housing construction measures that are cost effective, innovative, and environmentally sound.
17. When public facilities (schools, parks, etc) are located near residential areas pedestrian access shall be required.
18. Promote housing opportunities for the specialized needs of the elderly and handicapped.
19. Update codes to require more energy efficient structures.

COMMERCIAL GOAL

Create an atmosphere that supports existing and future commercial activities while complimenting the existing residential area; encourages and fosters economic development that is harmonious with the character of the area; respects environmentally sensitive areas; well-designed and attractive; located in areas with sufficient infrastructure to support the type of commercial activities; and provides a range of commercial locations that accommodate market demands that meet the needs of area residents.

Objectives

1. Concentrate Regional and Community oriented commercial development in nodes at major intersections.
2. Locate neighborhood commercial activities into nodes centered around the neighborhood it serves with vehicular and pedestrian (sidewalks, bicycle, pedestrian paths, and bus when available) access to the neighborhood.
3. Neighborhood commercial activities should not include uses that generate large volumes of traffic from outside the neighborhood, produce noise, odor, intense activity or negative visual appearance.
4. Promote measures that encourage the reuse of existing big box and vacant commercial buildings.
5. Provide a minimum 20 foot natural buffer during and after construction between commercial and residential uses.
6. Commercial development must be constructed so as not to impact the privacy of residential areas on the ground or by air (height).
7. All commercial development in an established residential area should be in harmony with the area in scale, size, appearance, and accessibility.
8. All commercial development (with the exception of Rural Area Center) shall be required to have public or community water and sewer.
9. Any Neighborhood, Community or Regional oriented commercial development shall be required to install deceleration lanes when they take access from any classified thoroughfare.
10. No commercial development shall negatively impact environmentally sensitive areas.
11. All commercial development shall have certification that run-off from its development will not negatively impact adjacent and downstream properties after completion.
12. Any commercial activities in the Hope Mills Historic District or any designated landmark properties shall be required to maintain the historic integrity of the structure.
13. Commercial development should be clustered in centers or districts that are appropriate for the location and scale with respect to adjacent land uses.

14. Prohibit uncoordinated strip commercial development.
15. The location of commercial development should take into consideration the potential for providing employment and service convenience for nearby living areas so as to reduce travel.
16. Limit the intrusion of new commercial activities in established residential areas.
17. Traffic and parking generated by commercial activities should be oriented away from residential areas.
18. Mixed use development should be encouraged with the uses being complementary, and the site design, landscaping, parking, services areas, access and circulation must be related sensitively to provide a workable and visually pleasing environment.
19. Allow vertical and horizontal mixed uses in areas that have sufficient infrastructure to accommodate it without it impacting negatively on the surrounding development.
20. Promote policies that address enhancing the appearance of existing strip commercial areas.
21. Utilize office, institutional and high density residential development as a transition between intense commercial development and residential areas.
22. Promote incentives that foster the revitalization and reuse of existing commercial buildings.
23. Promote incentives to enhance and expand small local business in the central downtown core area of Hope Mills.

TRANSPORTATION GOAL

Provide and maintain a full range of transportation choices that include all modes of travel; that decrease travel times, improves mobility, safety, and accessibility for all residents (elderly & handicap included); that connects the SWC area to Fort Bragg, Fayetteville, other municipalities, and other points of interest; accommodates the movement of goods and services without congestion; and that respects air quality, environmentally, historically and socially sensitive areas.

Objectives

1. Require pedestrian and bicycle infrastructure where the density and character of the development is compatible.
2. Pedestrian access to community facilities (schools, parks, community buildings and centers) should be required.
3. Promote intersections improvement on major streets to increase capacity and safety.
4. Plan and program railroad spurs to major future or existing industrial/manufacturing sites.
5. All streets classified as arterial shall be required to have sidewalks on both sides.
6. Reserve adequate right -of- way for existing and future roads widening.
7. Plan and program transit routes to better serve the transit dependent workers.
8. Ensure transportation choices are available to Senior Citizens and handicapped persons.
9. Make intelligent transportation decisions through enhanced communication between land-use planners, transportation officials, developers and others.
10. Promote local and regional mass-transit in Hope Mills and the surrounding areas.
11. Promote ways to reduce travel delay and increase safety for all modes of travel by promoting smart land-use decisions and using access management tools.
12. Support transportation decisions that will improve air quality in the region.
13. Promote pedestrian mobility by supporting bicycle and pedestrian amenities, a more connected network of properly marked crosswalks, striped bicycle lanes, and sidewalks.
14. Promote the acceleration of the Camden Road widening project from US 59 to future I-295 interchange and I-295.
15. Maintain the existing transportation network while waiting on improvements through regularly scheduled trash pick-up and landscaping efforts.
16. Provide an interconnected network of recreational multi-use trails in environmentally sensitive areas throughout the study area.

17. Develop a coordinated vanpooling/carpooling system to major employers and points of interest.
18. Promote shared driveways in commercial areas that accesses major thoroughfares.
19. Initiate the planning for a light rail connector between the Hope Mills Area, the City of Fayetteville, Fort Bragg, and other municipalities in the County and Region. This planning will include the location of the high intensity development areas that makes such a system efficient and economically sustainable.
20. Protect the areas around Fayetteville Regional Airport from encroachment so that it can expand to accommodate local travel needs of existing and future residents.
21. Minimized the number of access points on all arterial streets.
22. All major road widening projects should be constructed with a center landscaped median where possible and have a boulevard characteristic.

OPEN SPACE GOAL

Provide a diversified open space system that protects, preserves, maintains, and enhances natural resources and environmentally sensitive areas; threatened species and wildlife habitats; agricultural lands, air and water quality; unique resources, historical sites and structures throughout the Study Area; while providing new facilities such as greenways, parks, etc. that enhances the quality of life of Southwest Cumberland Area residents.

Objectives

1. Construct pedestrian trails – greenways along Big and Little Rockfish Creeks and other significant water bodies within the Study Area, incorporating the Master Plan developed by the NCSU School of Design students, and establish a greenway protection mechanism along all of these water bodies.
2. Promote the preservation of the existing tree canopy by developing incentives to promote tree preservation and protection in all developments and to discourage clear cutting; and adopting a tree preservation ordinance.
3. Develop minimum width protective natural buffers along all rivers, streams, creeks, lakes, ponds, swamps and drainage ways.
4. Provide better signage/wayfinding for parks and open space.
5. Reconstruct and preserve the Mill Area at Hope Mills Lake #2 to be used as a park facility and cultural resource.
6. Promote efforts to preserves the natural, scenic, and unique environment of the bluffs along Little Rockfish and Big Rockfish Creeks and utilize this resource as an economic driver and integrate it into the historical aspects of the Town of Hope Mills.
7. Provide adequate access for handicapped and elderly citizens to open space and park facilities.
8. Promote an effort for a Regional park location convenient for the residents in the Southwest Cumberland Area (accessible by a major thoroughfare).
9. Encourage techniques of development which preserves the natural contours and natural amenities of a site.
10. Provide measures that address the protection of known endangered species and wildlife habitats.
11. Utilize the open space network for linkages to shopping, cultural, educational, workplace, and other community facilities.
12. Allow density bonuses in residential areas for developed open space which provides recreation needs near the residents.
13. Encourage private recreation initiatives to supplement public facilities.
14. Pursue opportunities to coordinate and cooperate with the Fayetteville/Cumberland Parks & Recreation Dept, the Board of Education, for the acquisition, development, and use of public property.

COMMUNITY APPEARANCE

Provide an attractive living environment by protecting the existing natural beauty; improving the landscaping and site design requirements for new development; protecting historic structures that define the community; beautifying the entrances into the Study Area and Hope Mills; and reducing litter and sign clutter along the major thoroughfares.

Objectives

1. Utilize open spaces, urban spaces and landscaping to soften, beautify, and enhance the image of the Study Area.
2. Develop an educational program to acquaint citizens with the value of preservation, information data for prospective investors, and an adaptability plan for historic structures.
3. Require the planting of street trees along all roads.
4. Promote the preservation of the existing tree canopy by developing incentives to promote tree preservation and protection in all developments and to discourage clear cutting; and adopting a tree preservation ordinance.
5. All thoroughfares that are upgraded or new should be developed as boulevards.
6. Eliminate deteriorated structures and junk cars by enforcing existing codes.
7. Require all utilities to be placed underground.
8. Strengthen and enforce litter laws.
9. Develop an urban forest program and a program to encourage residents and businesses to plant trees.
10. Erect aesthetically pleasing entrance signs with landscaping on all roads serving as entrance corridors to the Study Area and Hope Mills.
11. Limit billboards (digital included) on I-95, Hope Mills bypass and major thoroughfares.
12. Support the Town of Hope Mills as a Tree City USA.
13. Coordinate City-County Joint Appearance Commission and Hope Mills Appearance Commission on the landscaping of the roads.
14. Enforce the Hope Mills Historic Overlay District Ordinance and further identify potential historically significant structures and sights.

COMMUNITY FACILITIES & SERVICES GOAL

Provide an accessible range of community facilities and services in a cost efficient and timely manner that enhances the quality of life of Southwest Cumberland Area residents.

Objectives

1. Provide an emergency shelter in the Study Area that can withstand tornados and other natural forces.
2. Develop a County-wide or Area-wide storm water and drainage plan.
3. Provide and develop a network of parks and open spaces along the stream ways with along with the existing lakes and the re-establishment of Hope Mills Lake #2 for a future water source, power generation, recreation facilities and sources for economic development.
4. Provide a Regional park in the Study Area.
5. Provide an array of recreation and other facilities (such as senior center, homeless shelter, shelter for the abused, etc.) for all age groups and special needs persons.
6. Utilize school facilities for community activities after school hours.
7. Require all waste collectors to implement a recycling program.
8. Encourage solar powered street lighting on all new streets.
9. Promote local government's efforts to accept and maintain small parks (less than one acre) in residential areas and develop guidelines for their development to include dedication from the developers.
10. Develop a comprehensive water and sewer plan for the Area and adopt specific policies governing the extension of water and sewer services in the Area based on the adopted Land Use Plan as a positive method of encouraging orderly growth.
11. Locate law enforcement and other community services substation(s) in the Area.
12. Locate a fire station in the Parkton Road Area.
13. Provide a well lighted and secure area for all recreational and park activities.
14. Promote higher education facilities for Hope Mills area.
15. Promote the installation of solar energy, wind turbines, thermal subterra, and other types of green energy.

HOPE MILLS DOWNTOWN GOAL

Promote sound development practices that allow for a variety of new development that includes high density residential and vertical mixed use development; restore, reuse, maintain and preserve the historic structures and center of Hope Mills; and enhance the living, working environment and character of the Downtown Area while ensuring its long term economic viability.

Objectives

1. Establish a public-private partnership organization with the sole purpose of downtown improvement which includes defining the Downtown Area and a vision for the Area.
2. Encourage the pursuit of funding sources for public-private partnerships to invest in the Downtown Area.
3. Promote a program to provide and encourage amenities that will enhance the small town character and historic scale, which may include attractive lighting, landscaping, street furniture, pavement texture, public art and fountains, parking, sidewalks and bike lanes, pedestrian paths, etc.
4. Develop incentives that encourage downtown development.
5. Promote the revitalization and preservation of the Trade Street commercial area.
6. Concentrate high intensity retail, high density residential, office and institutional, vertical mixed uses, social, recreational, cultural facilities and commercial land uses near the Downtown Area.
7. Develop urban design guidelines to develop and enhance the downtown environment.
8. Develop a detailed downtown plan that includes land use mix, market analysis, image, a circulation plan and marketing program.
9. Develop a pedestrian plan that connects existing residential areas to downtown.
10. Utilize the Lake and its amenities as a center piece for Downtown.
11. Develop incentives that foster infill development in and adjacent to areas near the Downtown.
12. Place all electrical lines underground.
13. Utilize the Downtown Area as the hub of the proposed Little & Big Rockfish Creek Greenways.
14. Promote a stable economic climate for small locally-owned and operated businesses.
15. Enforce the Hope Mills Historic Overlay District Ordinance.

FARMLAND GOAL

Protect and preserve farmland, the family farm, natural resources, the agri-business industry, and rural character that enhances the quality of life for rural residents and creates a sustainable environment for agricultural operations.

Objectives

1. Promote the Cumberland County Voluntary Agricultural District Program.
2. Promote Farmers Market, Farm to Fork, and the utilization of locally grown farm produce as a source of food and as raw materials for local agri-business operations.
3. Promote incentives that encourage farming and farmland protection.
4. Encourage the development of a community garden in the Southwest Area.
5. Prohibit large scale poultry and swine operations in the Southwest Area.
6. Preserve rural character and lifestyle where appropriate.
7. Promote tree forestry and protect timberland areas.
8. Promote public education initiatives on the need to maintain and preserve farmland.
9. Develop minimum width vegetative buffers along all rivers, streams, creeks, lakes, ponds, swamps and drainage ways to trap silt, farm chemicals and nutrients, slow the movement of storm water, increase water filtration into the ground, and provide wildlife habitat.
10. Promote measure that protects farmland from urban development and encroachment.

INDUSTRIAL/MANUFACTURING GOAL

Provide for a diversity of clean and high tech industrial/manufacturing enterprises that have adequate infrastructure and ensures compatibility of land uses as well as have a positive impact on the social, natural, and environmental conditions in the Area.

Objectives

1. Locate industries and manufacturing enterprises in areas that have adequate infrastructure (rail, water, sewer, natural gas, roads, mass transit, etc.) and land area for buffering, vehicular and pedestrian circulation, landscaping, and is compatible with the character of the Area.
2. Provide an atmosphere and incentives that will attract clean, high tech, industries to the Area.
3. Promote economic cooperation and coordination between all levels of public and private agencies in recruiting and retaining industries and manufacturing enterprises.
4. Encourage and provide incentives for industrial/manufacturing enterprises to use existing vacant land (which is zoned for industrial land use) or reuse current vacant structures that are suitable and have the necessary infrastructure.
5. Protect the existing County Industrial Park in the Study Area.
6. Identify any existing Brownfield sites in the Area and pursue ways to reuse them.