



 **Envision**  
**PittCounty2045**

**COMPREHENSIVE PLAN**

**ADOPTED MARCH 20, 2023**

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# INTRODUCTION

Envision  
**PittCounty**2045



## PROJECT OVERVIEW

Pitt County began the process to update its 2030 Comprehensive Land Use Plan in January 2022. The result is a document that reflects the vision and values of the County's residents that will help guide growth and development for the next 20 years.

The planning process consisted of substantial community engagement paired with in-depth analysis of the existing conditions in the County. To better understand past and present conditions in Pitt County, the project team conducted demographic research, spatial analysis, and reviewed existing planning documents. To create a vision for Pitt County, the project team sought input from stakeholders, members of the public, County staff, and Municipal and County leadership (including mayors and members of the Pitt County Board of Commissioners). In addition, the Pitt County Planning Board served as the steering committee for the project and met periodically to monitor progress and provide input.

## ENGAGEMENT

Community engagement formed the foundation of this plan. Outreach included public meetings, a community survey, and conversations with stakeholders and community members. A summary of public engagement activities can be found in Chapter 2. Activities included:

- Project Website
- Stakeholder Focus Groups
- Community Survey
- Public Meetings
- Steering Committee Meetings

*The Comprehensive Plan will make land use recommendations in the County's **planning jurisdiction**.*

## PROJECT PHASES



# INTRODUCTION

## WHY PLAN?

An updated Comprehensive Plan is required by North Carolina to enact and enforce zoning, and it is a strategic tool for local governments to shape their future. A Comprehensive Plan update presents an opportunity every 5-10 years to have a conversation with the community to discover:

- Where we are;
- Where we are going;
- Where we want to be; and
- How we get there.

## WHY NOW?

Pitt County's previous Comprehensive Plan was adopted on December 5, 2011. Since the adoption of the plan, the County has experienced a significant amount of growth and change. Recent efforts, including the Southwest Bypass Land Use Plan and the NC 43 South Land Use Plan, resulted in strategic policies and plans for a few key areas of change in Pitt County, however a new overall comprehensive land use plan was needed to address emerging trends and issues.

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## Envision PittCounty2045

is a Comprehensive Land Use Plan that addresses housing, infrastructure & services, natural resources, land use, cultural resources, parks & community health, and economic development.

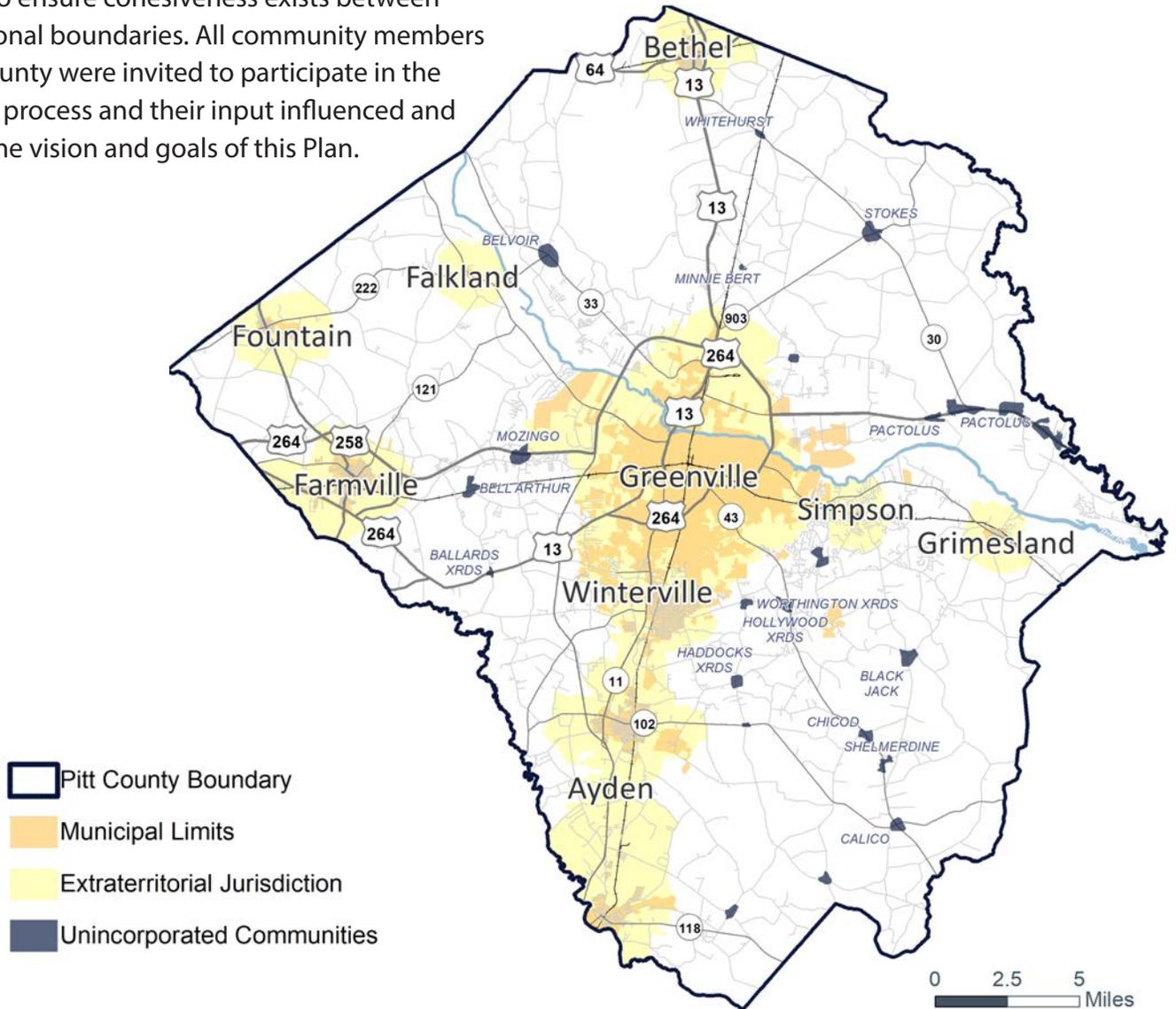
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## STUDY AREA

The Envision Pitt County 2045 Comprehensive Land Use Plan offers recommendations for the unincorporated areas within Pitt County. The municipalities in the County have jurisdiction over land use decisions within their municipal limits and extraterritorial jurisdiction (ETJ) shown as the darker gray areas on the map below. Each municipality participated in the planning process to ensure cohesiveness exists between jurisdictional boundaries. All community members of Pitt County were invited to participate in the planning process and their input influenced and shaped the vision and goals of this Plan.

The Study area covers **80%** of Pitt County.  
**34%** of the population lives in the unincorporated area of Pitt County.



# INTRODUCTION

## PLANNING PROCESS

The development of this plan occurred in three phases over a 15 month process. The project team met with Planning Department staff in January 2022 and shortly after the project website [www.envisionpittcounty2045.com](http://www.envisionpittcounty2045.com) was launched.

During Phase I, the project team worked diligently over the course of six months to collect data, assess existing plans and ordinances and gather initial public input. In February 2022, the team toured the County with planning staff to familiarize themselves with places and trends in the Pitt County's planning jurisdiction. In March, the first steering committee meeting was held to discuss an analysis of existing conditions within the County. In April, the project team spent a full day conducting interviews with a variety of different stakeholders from throughout the community. A few weeks later, the community survey was made available to the public. The survey was available in two languages, English and Spanish. The survey remained open through July 2022 and received a total of 355 responses.

During Phase II of the planning development process, four public meetings were held in various areas of the County. Additionally, the project team held working group meetings with topic area experts to familiarize themselves with local and regional concerns regarding transportation, utilities and parks and recreation.

Following these meetings, the project team began analyzing results from the community survey and feedback from public workshops and working group meetings to develop goals for the County. The project team met with the Steering Committee in late July to discuss the draft goals.

In August, the project team began drafting the future land use map and recommendations for the Plan. In October, these were introduced to the Steering Committee. Two public meetings were held in late November and early December 2022 in different locations to gather public feedback on the future land use map and recommendations. A draft plan was made available for public review prior to scheduled public hearings at the Planning Board and Board of Commissioners meetings.

## DOCUMENT GUIDE

Chapter 1 of this plan provides an overview of the process, schedule, and major issues. Chapter 2 highlights engagement activities and feedback received, and includes the goals for the plan. Chapter 3 includes the Future Land Use Map and recommendations by topic area. The Appendix (Chapter 4) includes previous planning efforts, maps, a community profile, community survey results, and more detailed public meeting results.

**JANUARY  
2022**

**APRIL  
2022**

**JUNE  
2022**

**JULY  
2022**

PROJECT INITIATION & ANALYSIS

# 2022-2023



SEPT.  
2022

NOV.  
2022

MAR.  
2023

VISIONING & PLAN DEVELOPMENT

IMPLEMENTATION & ADOPTION

## ISSUES SUMMARY

Through background research and community engagement, a set of priority issues emerged. Residents of Pitt County and visitors love the County because of its cost of living, farmland and rural character, its geographic location, and its access to health care and nearby destinations. Major concerns and priorities include managing growth, encouraging more investment north of the Tar River, protecting farmland, managing flooding, improving transportation infrastructure, and addressing lack of affordable housing.

### Managing and Balancing Growth

Pitt County has experienced a 27% increase in population since 2000 (Census). According to population projections from the NC Office of State Budget and Management this trend is likely to continue. Growth has been concentrated in municipalities and in the southeastern area of the County--specifically east of Winterville and southeast of Greenville toward Grimesland and the Chicod area. This growth has resulted in an increase in traffic congestion, school capacity issues, and loss of farmland. Input received during the planning process indicated that many citizens would like to see more balanced growth, including investment north of the Tar River where some areas have lost population over the last 20 years.



### Protecting Farmland

Agriculture is a major economic driver in the county.

Increasing development pressure has resulted in loss of farmland. Increased traffic congestion also makes it difficult to maneuver large farming equipment. According to American Farmland Trust, North Carolina is ranked second in the nation in potential agricultural land lost by the year 2040. Pitt County is at risk to lose 16,300 acres of farmland by 2040 to commercial, industrial, and residential uses. Smart growth policies help mitigate these losses by directing growth to municipalities.

## Stormwater / Flooding

The predominant source of flooding in Pitt County is riverine flooding, which occurs in areas of the County near the Tar River and its many tributaries during heavy rainfall events. Floodplains make up over 80,000 acres in the County. As storms become more severe and more frequent, managing stormwater on-site and limiting impervious surfaces will help reduce downstream flooding. In addition, infrastructure upgrades to protect against flooding and assist in drainage will become more important.



## Improving Transportation

Growth in rural areas is causing stress on narrow, two lane roads and key intersections. Survey results indicate significant support for greenways and trails.

Pitt Area Transit System provides transit service to enable County residents to access medical care and other essential resources. However, its operation is limited to Monday through Friday from 9 am to 2 pm. Extended service times and potential fixed routes may be needed in some parts of the County.

## Affordable Housing

Affordable housing is defined as housing that has a rent or mortgage that does not exceed 30% of a household's income. Nearly 40% of survey respondents stated that lack of affordable housing is a major issue that the County is facing.

According to the American Community Survey, 34% of Pitt County residents that rent are using more than one-third of their income to pay rent.



2

# INPUT & GOALS



# ENGAGEMENT OVERVIEW

Public engagement for Envision Pitt County 2045 strove to reach and collect feedback from as many people as possible throughout the planning process. The public engagement strategy prioritized convenient, accessible, and informative engagement opportunities throughout the County. During Phase I of the process, public meetings were held at D. H. Conley High School, Ayden-Grifton High School, Farmville Central High School, and North Pitt High School. In the Fall of 2022 additional meetings were held at the Community Schools and Recreation Building at Alice Keene District Park and at North Pitt High School. A project website was developed to provide information about the plan, and was updated regularly throughout the process. The County developed a community survey which was available in English and Spanish, and which could be completed online and via paper copy.

**Envision  
PittCounty2045**  
is a Comprehensive Land Use Plan that reflects the community's values and vision for the future of Pitt County.

<p><b>1,651</b> Website Views</p>	 <p><b>30+</b> Stakeholders</p>	<p><b>5</b> Public Meetings</p>
 <p><b>4</b> Steering Committee Meetings</p>	<p><b>355</b> Survey Responses</p>	 <p><b>1</b> Community Tour</p>

# INPUT AND GOALS

## COMMUNITY SURVEY

The community survey ran from April to July 2022. Highlights from the survey include:

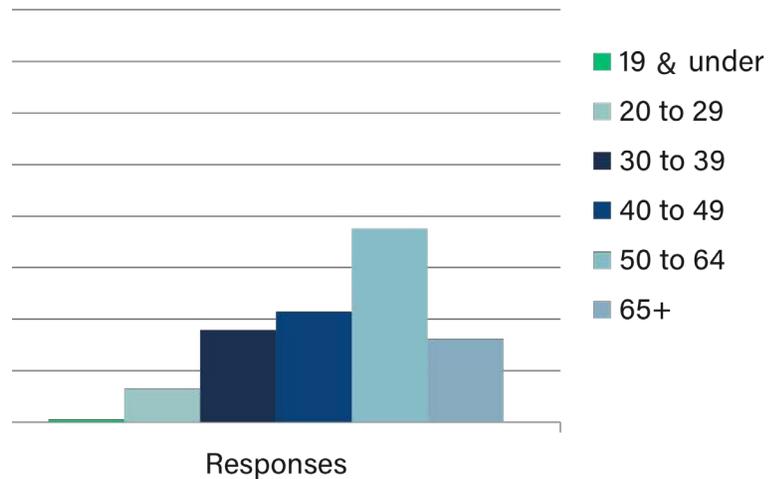
- 355 responses
- An online option was provided and paper surveys were available and distributed.
- The survey was offered in two languages: English and Spanish.
- All age groups were represented in responses.
- Top three values:
  - Cost of living
  - Farmland and rural character
  - Access to healthcare

**355**  
Survey Responses

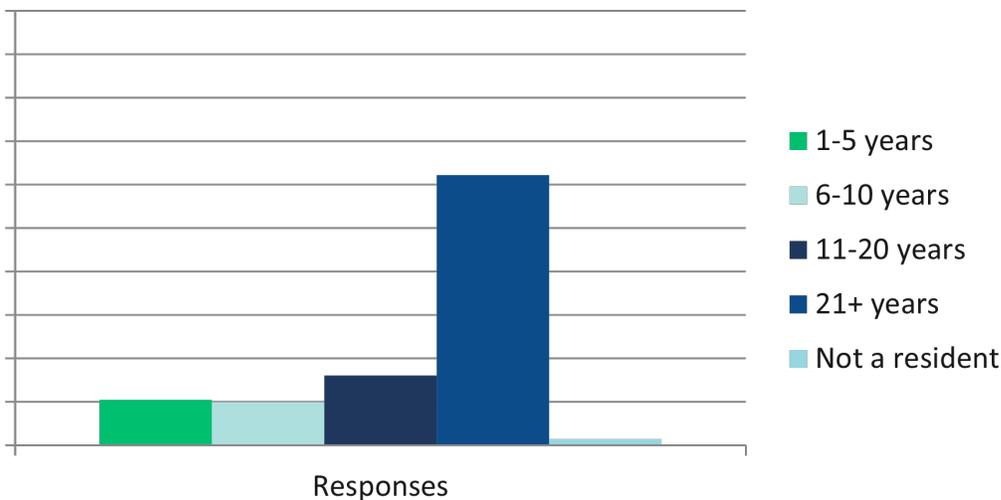
**Top Three Major Issues**

- Unbalanced growth
- Loss of farmland
- Stormwater/flooding

AGE



TENURE OF RESPONDENTS



**60%**  
of respondents have lived in Pitt County for over 21 years!

## LAND USE PRIORITIES



**PARKS AND RECREATION**



**AGRICULTURAL PRESERVATION**



**OPEN SPACE CONSERVATION**



**AFFORDABLE HOUSING**



**COMMERCIAL DEVELOPMENT**

## COMMUNITY PRIORITIES FOR THE PLAN

PROTECTION OF FARMS AND OPEN SPACE

MANAGED GROWTH

UTILITY/INFRASTRUCTURE IMPROVEMENTS

## TRANSPORTATION PRIORITIES

TRAFFIC AND SAFETY

TRANSPORTATION ALTERNATIVES

GROWTH

## DEVELOPMENT PREFERENCE



**AGRICULTURE**



**RETAIL AND RESTAURANTS**



**TOURISM**

## RESIDENTIAL DEVELOPMENT PREFERENCE



**#1**

House with large yard



**#2**

Large homestead



**#3**

House with small yard near park



**#4**

Patio home or townhome near park or shops

## PARKS AND RECREATION PREFERENCE



**#1**

Greenways and trails



**#2**

Natural areas



**#3**

Water access



**#4**

Events and programming

**Greenways**  
and trails ranked as the #1 parks and recreation priority based on survey responses.

## STAKEHOLDER INTERVIEWS

On April 28, 2022, the project team met with six groups of people with a range of expertise on multiple topics. These meetings took place at the Community Schools and Recreation Building at Alice F. Keene District Park. In June a virtual meeting was also held for attendees who could not attend the initial day of meetings. In addition, the project team had working group meetings with transportation, utility, and parks & recreation groups. Key themes from these discussions can be found below.

Session	What We Heard
Developers, builders, engineers, and surveyors	<ul style="list-style-type: none"> <li>■ Economic development growth has been good.</li> <li>■ Diversification of land uses is needed in the county.</li> <li>■ Increased demand for affordable housing options.</li> <li>■ Highways leading to Washington and Vanceboro need improvements.</li> <li>■ Need to increase connections with farmers.</li> </ul>
Environmental groups, agriculture, open space advocates, recreation and tourism	<ul style="list-style-type: none"> <li>■ Tourism has a large economic impact.</li> <li>■ Huge opportunity for agri-tourism in Pitt County.</li> <li>■ Need for additional farmers markets.</li> <li>■ Conflicts exist between farming equipment and traffic.</li> <li>■ Sidewalks and greenways should be required for new development.</li> <li>■ Need to increase the blue economy corridor by activating the Tar River.</li> <li>■ Desire to preserve agricultural lands.</li> </ul>
Schools and health officials	<ul style="list-style-type: none"> <li>■ Marginalized communities need access to healthcare and education.</li> <li>■ New housing development overcrowding schools in some areas.</li> <li>■ Need for bicycle and pedestrian connections.</li> </ul>
Municipal leaders, economic development	<ul style="list-style-type: none"> <li>■ Food insecurity issues.</li> <li>■ Food deserts north of the Tar River.</li> <li>■ Expand broadband infrastructure.</li> </ul>
Business groups, towns, and utility providers	<ul style="list-style-type: none"> <li>■ Sewer capacity concerns for Contentnea MSD, currently at 50% capacity.</li> <li>■ Hope Middle School and Chicod Schools districts are growing due to infrastructure investments.</li> <li>■ The airport is building additional hangars with potential to bring service to new destinations.</li> <li>■ Increased demand for smaller residential lots.</li> </ul>
Transportation, parks & recreation working groups	<ul style="list-style-type: none"> <li>■ Timeline for roadway improvements has not correlated with needs.</li> <li>■ Need to improve greenway connectivity.</li> <li>■ Need to address parks access in growing and under-served areas</li> <li>■ Signage improvements are needed from I-587 exit to the airport.</li> </ul>



# INPUT & GOALS

## PUBLIC MEETINGS, SUMMER 2022

Four public meetings were held early in process at different areas throughout the County to gather input on major issues and priorities. Results from the activity boards presented from these four public meetings can be found on this page and the following page.

*More detailed results and comments from the public meetings can be found in the Appendix.*

## Envision PittCounty2045

### Upcoming Public Workshops

A Comprehensive Land Use Plan aims to address and guide growth and development for the County. It's focus is on the areas within the County's jurisdiction and along the edges of town limits. To create this plan, Pitt County is hosting four public visioning workshops early this summer to hear from residents and community members.

Everyone is welcome to attend one or more of these meetings! We want to hear from YOU how we continue to grow and shape Pitt County over the next two decades.

For more information, visit the website: [www.envisionpittcounty2045.com](http://www.envisionpittcounty2045.com)

Thursday, May 19  
5 pm – 7 pm

D.H. Conley High School  
2006 Worthington Rd  
Greenville, NC 27858

Wednesday, June 1  
5 pm – 7 pm

Ayden-Grifton High School  
7853 NC Route 11 South  
Ayden, NC 28513

Thursday, June 2  
5 pm – 7 pm

Farmville Central High School  
3308 E Wilson St  
Farmville, NC 27828

Thursday, June 9  
5 pm – 7 pm

North Pitt High School  
5659 NC Route 11 North  
Bethel, NC 27812

Take the project survey today!  
Scan the QR code here or visit the project website for more information.

[www.envisionpittcounty2045.com](http://www.envisionpittcounty2045.com)



Clockwise from top left (1) D.H. Conley High School public meeting, (2) Farmville High School public meeting, (3) North Pitt High School public meeting, (4) Ayden-Grifton High School public meeting.

## RESIDENTIAL DEVELOPMENT PREFERENCE

### Conservation Design



### Farmhouse Cluster

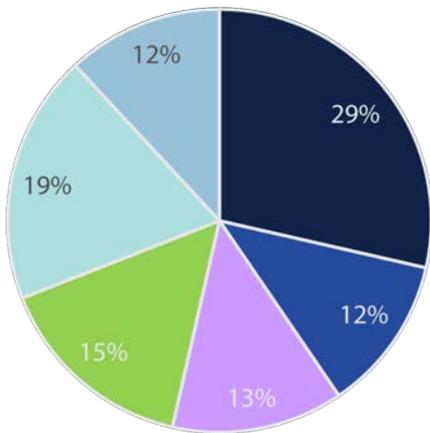


### Conventional Subdivisor Large Lot Subdivisions



Public meeting attendees preferred subdivision design that preserves open space, natural resources and characteristics that contribute to rural character.

## DEVELOPMENT PRIORITIES



- Utility Infrastructure Improvements
- Retail and Restaurant Options
- Transportation Improvements
- Jobs and Economic Growth
- Protection of Farms and Open Space
- New Residential Development

**29%**  
of respondents want utility and infrastructure improvements prioritized.

**Greenways**  
and trails ranked as the #1 parks and recreation priority based on public meeting feedback.

## PARKS AND RECREATION FACILITY PREFERENCE



**#1**  
Greenways



**#2**  
Programming & Events



**#3**  
Sports Fields

## OUTREACH AND PUBLIC MEETINGS, FALL 2022

In the Fall of 2022 draft recommendations were presented to the Planning Board, which acted as the steering committee during the planning process. Recommendations were also presented via a video that was made available on the county's website. The draft plan was also presented at two public meetings in November and December 2022, and community members were able to view the draft Future Land Use Map and recommendations.

*Input received from these meetings can be found in the Appendix.*



# PUBLIC MEETINGS

**Envision Pitt County 2045** is a Comprehensive Plan that will guide growth and development while addressing topics such as housing, community character, economic development, recreation and natural assets.

Two meetings are scheduled on November 29 and December 1 2022 from 5 pm- 7 pm. Please visit the project website for additional details.

[www.envisionpittcounty2045.com](http://www.envisionpittcounty2045.com)

**Envision**  
**PittCounty2045**

**Tuesday, November 29**  
5 pm – 7 pm

Community Schools &  
Recreation Building  
4561 County Home Road  
Greenville NC 27858

**Thursday, December 1**  
5 pm – 7 pm

North Pitt High School  
5659 NC 11 North  
Bethel, NC 27812

## PUBLIC INPUT THEMES

### What We Heard

- Provide safer pedestrian options (e.g., sidewalks and bike paths) that are separate from the roadway
- Indoor pool and recreation facility for seniors
- Coordination needed between ECU, County, and City bus systems
- Broadband/Internet needed in certain parts of the county
- Coordination with Greenville to develop an African American Cultural Trail in Pitt County
- Allow small-scale commercial development/sites along major roads
- Allow/encourage pervious pavement or gravel/grid system to protect water quality
- Commercial development desired north of the Tar River, although there are some concerns over lighting and noise pollution from certain types of development
- Availability of City water and sewer infrastructure North of the Tar River
- Focus on the basics to improve quality of life within and beyond the Extraterritorial Jurisdiction (ETJ) - information, education, health care access
- Concerns about traffic, safety and flooding along NC 33 and near Belvoir Elementary School
- Trash on roads north of the Tar River - more signage/education, and anti-litter enforcement needed
- Need for road maintenance and modernization (i.e. adding shoulders for safety)
- Public dialogue and engagement needs to continue past the Comprehensive Plan Update
- Lighting needed at interchange ramps and overpasses for safety
- Senior-specific housing needed
- Housing equity concerns - investors are buying apartment complexes and not accepting housing vouchers, need more renter protections and affordability
- Housing is the foundation of wealth, health, and education
- Involve and reach out to the Latino community

## MISSION

***"Protect the public health, safety, and welfare by promoting reasonable, orderly, and efficient growth. Ensure that development includes a variety of land uses, is sensitive to environmental and social concerns, and maintains the County's character and assets."***

## PLANNING TOPIC AREAS



LAND USE &  
DEVELOPMENT



HOUSING



ECONOMIC  
DEVELOPMENT



CULTURAL ASSETS &  
AGRICULTURE



PARKS &  
COMMUNITY HEALTH



TRANSPORTATION



NATURAL  
ENVIRONMENT

## PLAN GOALS



**Foster strategic growth and development in appropriate areas of the County while protecting its rural character.**

**Prioritize the development of workforce and affordable housing in areas with access to utilities and services to meet the diverse needs of existing and future residents.**



**Maintain and protect the County's cultural assets and agriculture. Build a prosperous, resilient economy that creates equitable opportunities.**

**Maintain and protect the County's cultural assets and agriculture.**



**Promote access to parks, active recreation, healthy living, and public safety.**

**Support the production of, access to, and consumption of locally produced foods.**



**Provide multi-modal opportunities and encourage connectivity to support a safe and efficient transportation system that allows residents and goods to travel throughout Pitt County.**

**Protect water quality and significant natural features that have ecological, recreational, or other important values.**



3



## RECOMMENDATIONS OVERVIEW

Recommendations in the Envision Pitt County 2045 Comprehensive Plan are divided into two main sections: 1) The Future Land Use Map and Character Areas, and 2) Policy Recommendations.

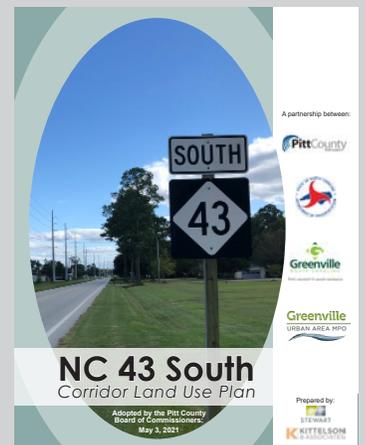
The Future Land Use Map identifies the intended land use pattern in Pitt County's planning jurisdiction. Each color on the map corresponds with a Character Area that is explained in this section and describes the predominant land uses, and recommended scale and design features of development. The Future Land Use Map and Character Areas are meant to guide development design, zoning decisions, and infrastructure investments.

Policy Recommendations are included that clarify the Future Land Use Map and provide detailed steps to assist in implementation of the goals of the plan. Policy Recommendations are divided into six sections:

- Land Use & Development
- Housing & Economic Development
- Cultural Assets & Agriculture
- Parks & Community Health
- Transportation
- Natural Environment

### SOUTHWEST BYPASS AND NC 43 SOUTH LAND USE PLAN

This plan acknowledges and incorporates major land use recommendations and recent planning efforts along the Southwest Bypass and NC 43 South Corridor. These plans are available at [www.pittcountync.gov](http://www.pittcountync.gov).



# FUTURE LAND USE

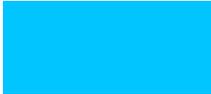
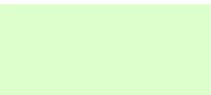
The Future Land Use Map is meant to guide future development in Pitt County as well as land use regulations. The map and its Character Areas describe the desired types, intensity, and spatial arrangement of land uses in the County's planning jurisdiction (outside of municipal limits and extra-territorial jurisdiction). It is used to guide the County on land use decisions, transportation, infrastructure investments, and design for housing and neighborhoods.

The Future Land Use Map includes eight (8) color-coded Character Areas described on the following pages. The Character Areas describe the desired types of development, density recommendations, and design characteristics. Policy recommendations are included in this chapter following the Character Area descriptions to help implement the Future Land Use Map.

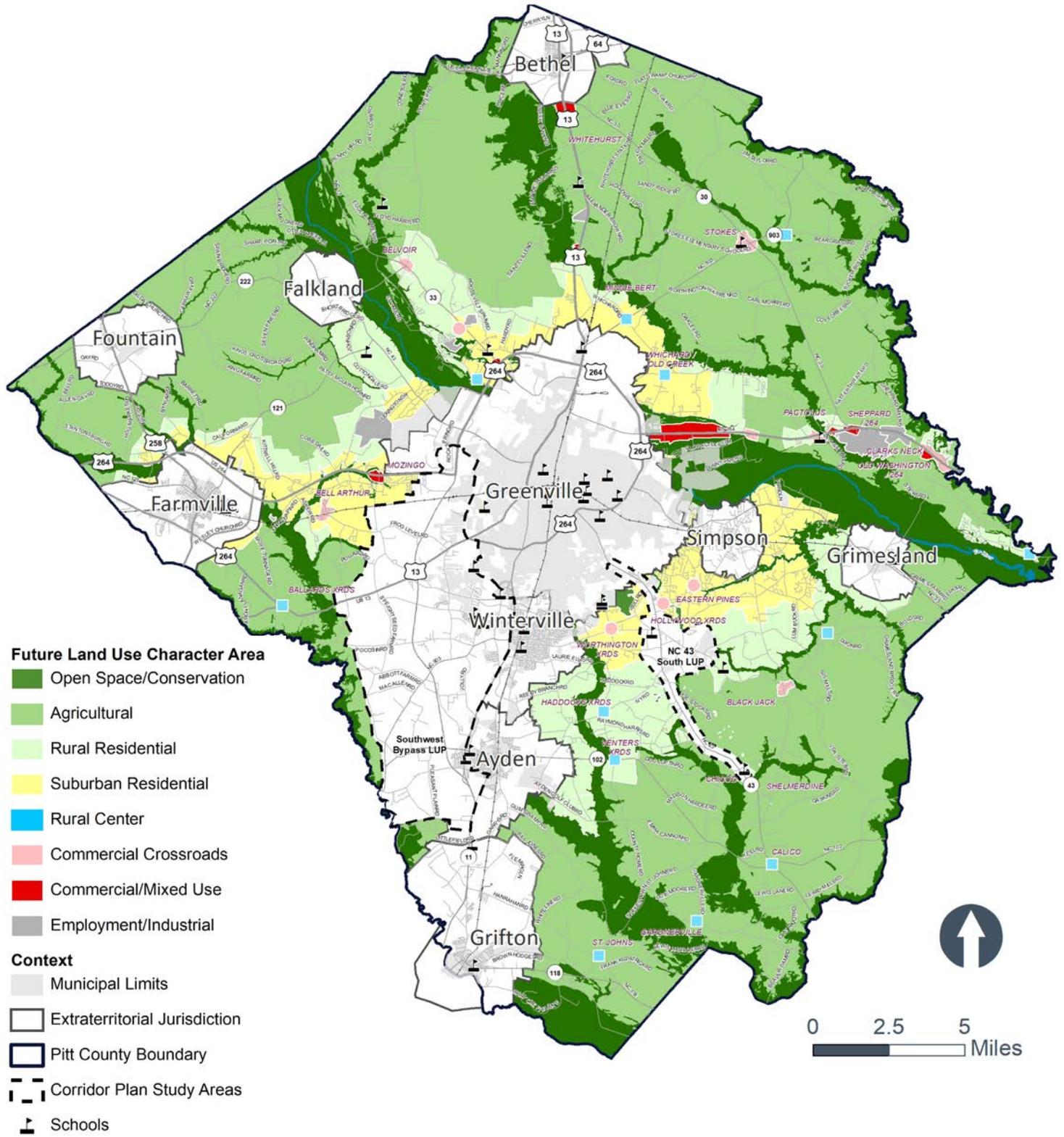
## HIGHLIGHTS

- **Directs future residential** towards areas served by infrastructure and utilities or where utilities are planned.
- **Encourages commercial, mixed-use, and economic development** in key locations.
- **Provides a transition** from suburban area to agricultural areas.
- **Guides development away** from natural resources.

## FUTURE LAND USE CHARACTER AREAS

	OPEN SPACE/CONSERVATION		RURAL CENTER
	AGRICULTURAL		COMMERCIAL CROSSROADS
	RURAL RESIDENTIAL		COMMERCIAL/MIXED USE
	SUBURBAN RESIDENTIAL		EMPLOYMENT/INDUSTRIAL

# FUTURE LAND USE MAP



Markers on the Future Land Use Map indicate the location of Rural Commercial (blue) and Commercial Crossroads (light pink). Refer to the Appendix for focused views of each area and to view the Future Land Use Map without markers.

## CHARACTER AREAS

### Open Space/Conservation

This designation applies to lands deemed inappropriate for many development types due to physical or environmental barriers, including high flood risk. Includes properties within the 100-year floodplain, significant wetland areas, parks, and lands that have been designated for conservation and open space. Primary uses include timber and agricultural activities, and recreation. May include very limited development not in conflict with existing residential uses or significant environmental resources.

**Where:** *Floodplains, conservation easements, and parks.*

**Uses:** *Conservation, forestry, agriculture, outdoor recreation and very limited new development.*

**Utility Access:** *Limited.*



### Agricultural

This designation includes prime farmlands that are vital to agricultural production within the County. Activities include agriculture, forestry and limited low-density residential and commercial or institutional uses.

**Where:** *Near strategic agricultural lands and surrounding areas.*

**Uses:** *Agriculture, agribusiness, forestry, limited commercial, single family properties and occasional low-density, small-scale residential subdivisions.*

**Utility Access:** *On-site septic systems and community water service or private wells. Very limited sewer availability.*

**Density:** *Generally less than 1 dwelling unit per acre (gross density).*



## Rural Residential

This designation applies to transitional areas that include a mix of low-density suburban development and agricultural lands. New development should have relatively large lots or be clustered away from sensitive areas and/or working agricultural operations.

**Where:** Rural areas which include existing single-family homes, low-density subdivisions and surrounding agricultural lands.

**Uses:** Low-density residential, agriculture, agribusiness, some isolated non-residential uses along major roads or near key intersections.

**Utility Access:** On-site septic systems with community water service. Public sewer may be available in limited areas.

**Density:** Generally less than 1-2 dwelling units per acre (gross density, individual lots may be smaller).



## Suburban Residential

This designation contains primarily single-family detached homes in neighborhoods with interconnected streets. Non-residential uses within this character area should be located with frontage and access to a major highway or secondary road, at major intersections, or proximity to similar uses with spatial separation or buffers between incompatible uses. Non-residential development should be designed in a context-sensitive manner and may be considered on a case-by-case basis in a conditional zoning district.

**Where:** Near existing residential and commercial development, and in areas experiencing significant growth within the County.

**Uses:** Single family detached homes, manufactured homes, duplexes, some agriculture, agribusiness, limited multifamily, commercial, office, light industrial, and public/institutional uses.

**Utility Access:** On-site septic systems with community water service. Public sewer may be available in these areas with voluntary annexation.

**Density:** Varies from 1 to 3 dwelling units per acre (gross density), depending on sewer availability.



## CHARACTER AREAS

### Rural Center

Rural Centers include a mix of residential, public/institutional, and limited, small-scale commercial and service uses. Commercial uses are limited to those that are appropriate in a rural/agricultural context. Non-residential uses are encouraged to reuse existing commercial sites and structures.

**Where:** *Intersections at Calico, Gardnerville, Venters, Rountree, Old Creek Road/Whichard Road and other Rural Centers shown on the Future Land Use Map.*

**Uses:** *Small scale retail, services, and residential uses including single family detached homes, manufactured homes*

**Utility Access:** *Limited.*



### Commercial Crossroads

Commercial Crossroads are located at or around established crossroad communities. These areas have a history of commercial development that serves a larger surrounding area. Appropriate uses include a mix of residential, public/institutional and commercial uses. Non-residential uses can be located near residential uses with appropriate buffers.

**Where:** *Crossroads communities such as Bell Arthur, Belvoir, Black Jack, Eastern Pines, Pactolus, Stokes, Worthington, US 264 and Old Washington Road, US 264 and Old Pactolus Road.*

**Uses:** *Mix of single-family detached homes, public/institutional, and commercial uses.*

**Utility Access:** *Some water access, mostly on-site septic systems.*



## Commercial/ Mixed Use

Includes primarily moderate to large scale commercial development such as retailers, restaurants, and service uses. Commercial uses should transition to office/institutional uses or higher density residential uses near existing lower density residential areas.

**Where:** *At key locations including US 264 East near the intersection with Martin Luther King Jr. Highway, NC 33/Martin Luther King Jr. interchange, I-597/Mozingo Road interchange, and NC 30/US 264 East intersection near Pactolus.*

**Uses:** *Medium to large scale retail, services, some offices. Mix of housing types including single family detached homes, townhomes, and apartments.*

**Utility Access:** *Typically served by community water and on-site septic systems. Public sewer may be available in these areas.*



## Employment/Industrial

Employment/Industrial contains a mix of office, industrial, and institutional uses. May also include a variety of supporting heavy and light commercial uses. Surrounding residential uses should be spatially separated from high intensity commercial and industrial uses where noise, odors, or other negative effects could be expected.

**Where:** *Lands designated as Employment/Industrial on the Future Land Use Map or other prime industrial lands.*

**Uses:** *Light to heavy industrial, commercial, office, and agricultural-related uses.*

**Utility Access:** *Typically served by community water and on-site septic systems. Public sewer may be available in these areas.*



# POLICY RECOMMENDATIONS

The policy recommendations are organized by planning topic areas and were derived from background analysis and public engagement. These seven (7) topic areas are shown below. Recommendations are organized under each topic area (designated by abbreviations shown below) and are meant to guide decision-making and actions by the County and its partners.



LAND USE AND DEVELOPMENT  
(LU)



PARKS & COMMUNITY HEALTH  
(PCH)



HOUSING (H)



TRANSPORTATION (T)



ECONOMIC DEVELOPMENT  
(ED)



NATURAL ENVIRONMENT (NE)



CULTURAL ASSETS &  
AGRICULTURE (AA)



## LAND USE + DEVELOPMENT

### LU-1: UTILIZE THE COMPREHENSIVE LAND USE PLAN AND FUTURE LAND USE MAP WHEN CONSIDERING LAND USE DECISIONS.

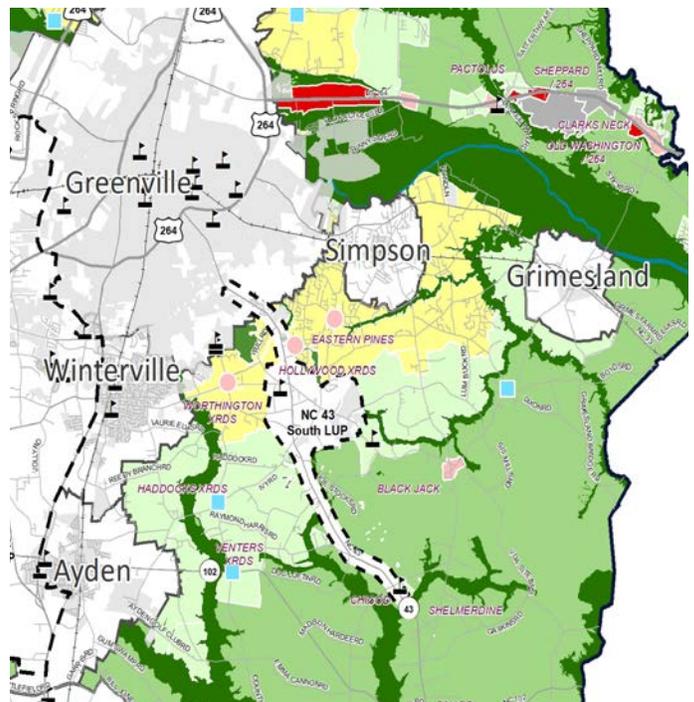
- Review development proposals for consistency with the Comprehensive Land Use Plan, including the Future Land Use Map, character areas, and policy recommendations.
- Maintain the Future Land Use Map when rezonings occur that result in a map amendment and as changes in infrastructure availability occur.
- Implement, monitor and update the Comprehensive Land Use Plan.
  - Amendments as needed, minor updates every 5 years, major update every 10 years.

### LU-2: IMPROVE THE SUBDIVISION PERMITTING AND APPROVAL PROCESS.

- Continue Technical Review Committee (TRC) process for high density development/major site plan approval.
- Consider the incorporation of separate, freestanding ordinances into a unified development ordinance (UDO).
- Incorporate subdivision and site plan review processes into coordinated permitting system for electronic distribution, review, and approval.

## LAND USE GOAL

- Foster strategic growth and development in appropriate areas of the County while protecting its rural character



The Future Land Use Map is meant to guide future development.



## LAND USE + DEVELOPMENT

### LU-3: SUPPORT A DEVELOPMENT PATTERN WITH DEFINED RESIDENTIAL GROWTH AREAS WHILE PROTECTING STRATEGIC AGRICULTURAL LANDS.

- Direct more intensive land uses to areas with existing or planned infrastructure including roads, water, sewer and schools.
- Coordinate with municipalities to encourage growth and provision of utilities in defined areas (i.e. Commercial/Mixed Use areas, Employment/Industrial areas and Suburban Residential areas on the Future Land Use Map).
- Prioritize transportation improvements and county services in Suburban Residential areas defined on the Future Land Use map and other growing areas.
- Encourage new residential development in areas of the county with good soils.



- Allow for flexible site design to take advantage of the best soils.
- Allow for only low density development in areas with poor soils.
- Encourage areas with poor soils to be included in open space in new subdivisions.

## AGRICULTURAL PROTECTION

Farmland faces continued pressure from increased urbanization and loss of agricultural land. As more people move closer to existing farms, there may be complaints about noise, dust, and odors. To mitigate this issue, increased setbacks and landscape buffers provide protection between conflicting uses.



## LU-4: ENCOURAGE QUALITY DEVELOPMENT AND REDUCE IMPACTS ON EXISTING USES.

- Continue to update the zoning ordinance to reduce/mitigate impacts from new development on existing residences.
  - Require transitional features such as, buffers, tree plantings, noise barriers, lighting reduction, etc. when new development occurs near existing neighborhoods.
  - Encourage the placement of open space and tree preservation between new neighborhoods and existing residential lots, especially when new lots are significantly smaller.
- Enhance site design for commercial uses.
  - Utilize a conditional zoning process to allow for context-sensitive commercial development in residential and rural areas.
- Encourage new industrial uses to be located in areas with historic industrial activity or in areas away from existing residential development.
- Consider performance based zoning criteria for certain types of industrial activities
  - Consider supplemental requirements for additional types of uses (e.g., sand mines) that specifies locational requirements (e.g. separation from schools or dwellings) or specific site standards (e.g. buffers or operational setbacks).

## LU-5: IMPLEMENT PREVIOUS PLANNING EFFORTS SUCH AS THE NC 43 SOUTH CORRIDOR LAND USE PLAN AND THE SOUTHWEST BYPASS LAND USE PLAN

- Consult the Future Land Use Maps and policy recommendations in the Southwest Bypass Land Use Plan and NC 43 South Corridor Land Use Plan when considering proposed development within these study areas.

## LU-6: MAINTAIN PITT COUNTY'S RURAL CHARACTER.

- Update development regulations to protect aspects of rural character.
  - Determine need for additional development standards for higher density or large-scale residential subdivisions.
  - Continue to require a defined amount of open space in new subdivisions with smaller lot sizes. Consider revisions as needed to enhance compatibility.
  - Prioritize tree preservation and buffers along main road frontages or near incompatible uses (i.e. agriculture or existing residential that is very low density).

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Agricultural and open space conservation were identified as top priorities from the community survey.

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## LAND USE + DEVELOPMENT

- Encourage conservation subdivisions in areas with key natural resources and rural qualities.
  - Consider additional updates to the Pitt County Zoning Ordinance to further encourage or incentivize cluster development in certain areas. Updates could include:
    - Reduction of minimum property size for eligibility.
    - Simplify minimum lot size reductions.
    - Consider administrative approval for conservation subdivisions that meet defined criteria.
- Utilize the conditional zoning process to encourage context-sensitive design of commercial land uses that preserves elements of rural character.
  - Consider conditions during the rezoning process that reduce visual impact, noise, traffic or safety concerns and/or reduce environmental impacts of new developments. Conditions could include:
    - Limitations to size of buildings or types of uses allowed
    - Additional buffer requirements or operational setbacks to limit impacts to existing uses.
    - Transportation improvements (i.e. turn lanes, requirements for additional access points, or

## CONSERVATION SUBDIVISIONS

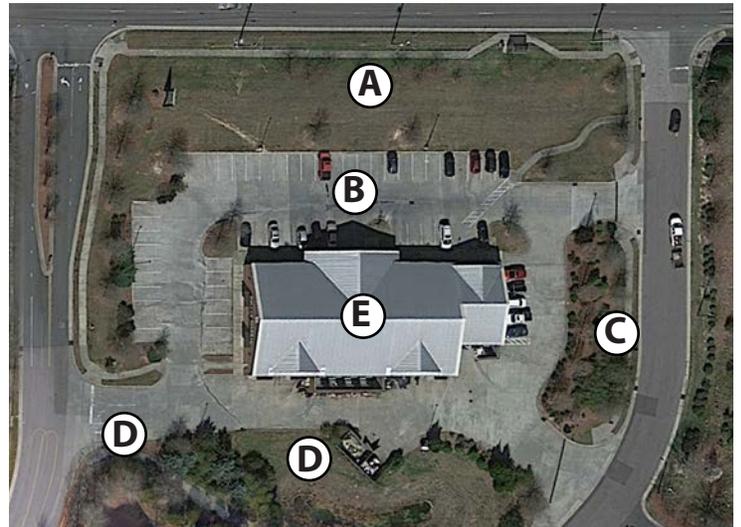
Conservation subdivisions devote a percentage (usually 40-50%) of land area to undivided, permanent open space. North Carolina does not currently have a statewide conservation subdivision ordinance, but it allows for counties and municipalities to control subdivision regulations.

Conservation subdivisions or cluster development offer both environmental and economic benefits. The open space provides minimal landscape fragmentation, protects stream buffers, and can improve connectivity between protected areas. This development type reduces the amount of impervious surfaces which results in a reduction of stormwater runoff and pollutant load. The open space provides safe places for children to play, areas for outdoor recreation and exercise, and connection to nature.



pedestrian connections) or other infrastructure requirements.

- Preservation of unique aspects of the site that contribute to rural character, such as environmental features (e.g. wetlands, stream buffers, heritage trees, etc.).
- Frontage requirements (i.e. landscaping, minimum or maximum setbacks, or building entrance orientation)
- Details related to parking (location, amount or design), location of trash and service areas, building design or lighting plans.
- Consider updates to the Pitt County Zoning Ordinance to improve review processes or provide additional requirements for certain types of conditional zoning (i.e. staff report contents, neighborhood meeting requirement, exhibits, etc.).
- Conduct a training workshop or develop educational materials to educate the Planning Board, Board of Commissioners, and/or developers on ways to preserve rural character, reduce negative impacts and address site specific conditions.



The design of new commercial buildings and sites in suburban and rural areas should be designed to reduce impacts on existing properties, transportation networks and the environment. Key site and building features include:

- **A: Frontage treatments** (i.e. landscaping, setbacks, fencing and other elements) contribute to how a property addresses the principle roads nearby.
- **B: Parking** location, design and amount is a key site feature that can be customized to fit the context of the location. For instance, if all existing buildings and uses nearby have limited parking in front of buildings, then parking in new uses should be limited in the front and located to the side or rear of buildings.
- **C: Landscape plantings, buffers and tree save areas** can help reduce impacts to nearby properties and screen unsightly elements.
- **D: Location of infrastructure** such as access points, service areas and stormwater retention areas can help reduce traffic, visual and environmental impacts.
- **E: The design of buildings** can help new commercial development blend into the existing built environment through employing architectural features (i.e. roof types), building materials or better reflect the scale of historical building patterns.



## HOUSING + ECONOMIC DEVELOPMENT

### H-1: CONSIDER ALLOWANCES FOR DIFFERENT HOUSING TYPES IN KEY AREAS.

- Adopt policies that allow for a mix of lot sizes and/or housing types (including small-scale attached types) in areas that are appropriate (i.e. Commercial Crossroads, Commercial, and Suburban Residential).
- Continue to allow accessory dwelling units.
  - Consider revising the language in the zoning ordinance to allow more flexibility.
- Consider additional flexibility in housing type or lot sizes in new conservation/rural cluster subdivisions. See rec LUD-5 for more information.

### H-2: COORDINATE WITH MUNICIPALITIES TO DETERMINE NEEDS AND SUPPORT NEW AFFORDABLE AND WORKFORCE HOUSING INITIATIVES.

- Partner with municipalities to study and quantify affordable and workforce housing needs in different areas of Pitt County.
  - Collaborate on projects and policy updates to address anticipated housing needs over the next 20 years.
  - Identify locations with naturally occurring affordable housing and consider implementing programs (e.g., property tax and energy efficiency incentives, acquisition financing, etc.) that preserve affordability and prevent displacement.

## HOUSING + ECONOMIC DEVELOPMENT GOALS

- **Prioritize the development of workforce and affordable housing, in areas with access to utilities and services, to meet the diverse needs of existing and future residents of the County.**
- **Build a prosperous, resilient economy that creates equitable opportunities for existing and future residents of the County.**



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20% of the land in Pitt County is used for residential purposes.

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## ED-1: PROMOTE COMMERCIAL DEVELOPMENT IN KEY LOCATIONS TO PROVIDE NECESSARY GOODS AND SERVICES TO RESIDENTS, ADD TO THE TAX BASE AND PROMOTE FISCAL RESILIENCY.

- Encourage mixed-use development in areas designated as Commercial Crossroads in the Future Land Use Map.
  - Consider incentives to encourage commercial development near defined crossroads. Incentives could include reduced setbacks or streamlined approval process in certain locations.
  - Review and revise parking requirements to encourage redevelopment.
  - Revise the permitted uses in the Rural Commercial district to allow attached and detached residential.
- Encourage reuse of commercial sites and structures in areas that are identified as Rural Centers on the Future Land Use Map.
  - Consider incentivizing adaptive reuse of existing structures (e.g., streamlined development processes, regulatory relief, fee incentives, and/or grants).
- Encourage conditional zoning for proposed commercial uses along major roads.
  - Utilize the conditional zoning process to reduce impacts on existing and surrounding properties.
  - Establish criteria for defining major roads (e.g., road classifications, traffic counts, etc.).
- Consider small area plans for larger crossroads communities such as Belvoir, Stokes, and Chicod to develop land use recommendations and/or new zoning districts for these unique areas.

## ED-2: PROMOTE THE DEVELOPMENT OF PRIME INDUSTRIAL LANDS.

- Promote the development of high quality, planned industrial parks and appropriate locations for light industrial uses.
- Continue to work with Pitt County Development Commission to identify special needs of industry as industrial land use regulations are prepared.
- Discourage large-scale residential subdivisions on prime industrial lands (e.g., large parcels with access to utilities, and major transportation routes, limited conflicts with surrounding land uses, and limited environmental constraints)
- Work with Pitt County Development Commission to identify prime industrial lands.

### TOP 5 LAND USE PRIORITIES (from the community survey)

When asked, "What is your top land use priority for the county over the next 5-10 years?", the community responded their top priorities are:

- Parks and Recreation
- Agricultural Preservation
- Open Space Conservation
- Affordable Housing
- Commercial Development



## HOUSING + ECONOMIC DEVELOPMENT

### ED-3: EXPLORE OPPORTUNITIES TO EXPAND BROADBAND INTERNET ACCESS.

- Encourage coordination between the State and local governments on opportunities to expand broadband service.
  - Study internet access and availability within the County.
  - Focus expansion in underserved and poorly connected areas.
- Pursue federal grant opportunities including the Federal Rural Digital Opportunity Fund (RDOF).
- Explore state grant opportunities such as the Growing Rural Economies with Access to Technology grant and the Completing Access to Broadband (CAP) program to provide internet service to eligible areas.
- Consider partnerships with private internet providers to expand coverage.
- Coordinate with Pitt County Schools to increase WiFi access throughout the county's school system.
  - During the COVID-19 pandemic Pitt County implemented publicly-accessible WiFi at the Alice F. Keene District Park.
  - Consider publicly-accessible WiFi hotspots at additional county facilities. (I.e., school sites and the County office park located north of the river).

### RURAL BROADBAND CASE STUDY: WARREN COUNTY

In an effort to expand broadband, Warren County Commissioners approved a feasibility study in 2017. With the assistance of an action committee and the results from the feasibility study the county explored options with internet providers that would take advantage of the Federal Rural Digital Opportunity Fund (RDOF). The county partnered with Spectrum and the internet provider was awarded funding from the Growing Rural Economies with Access to Technology (GREAT) grant to bring high-speed internet to rural areas of the county. The combined funding will support a build out of fiber network to eligible areas and will serve approximately 2,500 households. The County has prioritized local funding for last mile connections and will pursue Completing Access to Broadband (CAB) program to provide solutions to areas that are not served by the GREAT grant program.



## ED-4: ENCOURAGE TOURISM AND VISITATION.

- Coordinate with Visit Greenville to encourage tourism and visitation.
- Assist in the development and implementation of a regional tourism plan.

## ED-5: COORDINATE WITH NCDOT AND MUNICIPALITIES TO IMPROVE SIGNAGE AND LIGHTING ALONG MAJOR CORRIDORS.

- Enhance wayfinding to major destinations (e.g., the Pitt-Greenville Airport)

- Improve lighting near interchange ramps and overpasses.

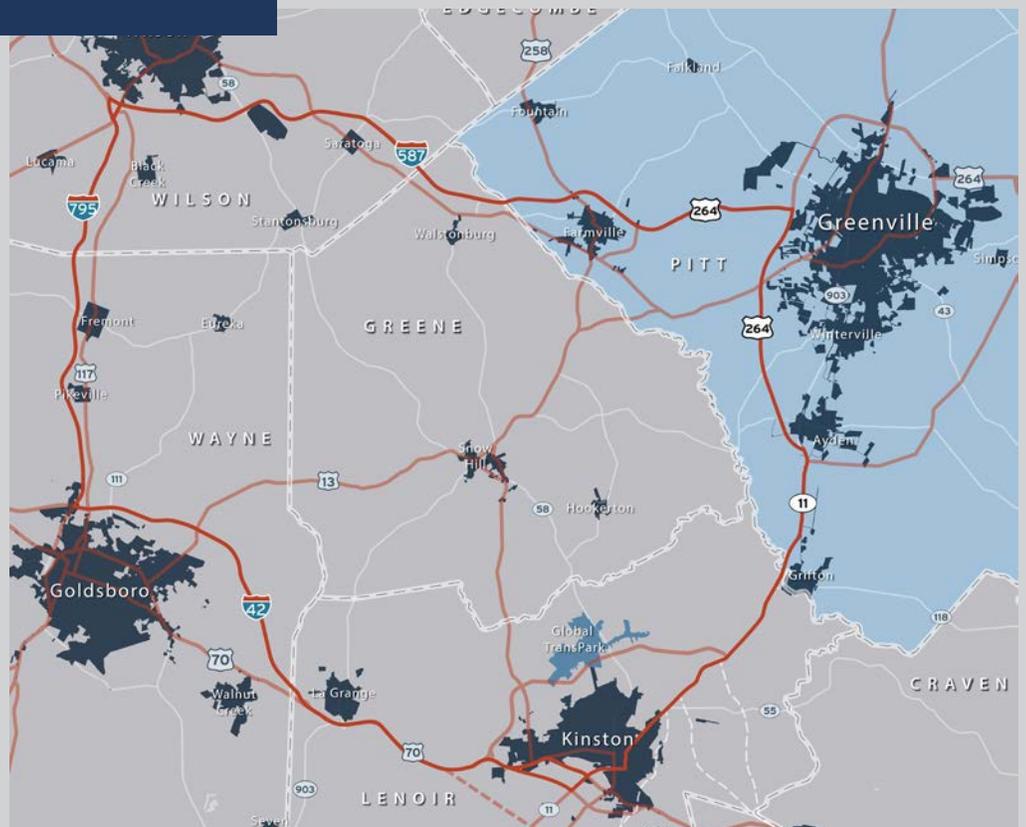
## ED-6: RECRUITMENT AND SUPPORT OF BUSINESSES.

- Continue economic development-related activities, including business recruitment and support of existing businesses.
- Encourage rezonings and utility service for opportunity areas around the Southwest Bypass and areas with access to the Quad East Loop and Global TransPark.

## QUAD-EAST LOOP

The Quad-East Loop is intended to provide connections between Wilson, Greenville, Kinston, and Goldsboro forming an interstate-quality loop.

These connections will benefit Greenville, the Global TransPark, and Seymour-Johnson Air Force Base in Goldsboro.





## CULTURAL ASSETS + AGRICULTURE

### AA-1: CONTINUE PROGRAMS TO PROTECT AND SUPPORT AGRICULTURE.

- Encourage enrollment in the Present Use Value (PUV) and Voluntary Agricultural District (VAD) programs.
- Consider implementing an enhanced VAD Program.
  - Participation in an enhanced voluntary agricultural district program protects farms from development for ten years and offers additional benefits to the landowner including sale of non-farm products, agricultural cost share program, and priority consideration.
- Continue agricultural support activities from the NC Cooperative Extension Service and the Soil and Water Conservation office.
  - Promote the Visit NC Farms app for mobile phones.
  - Continue to promote and expand farmer's market activities.
- Encourage conservation easements on working agricultural lands.

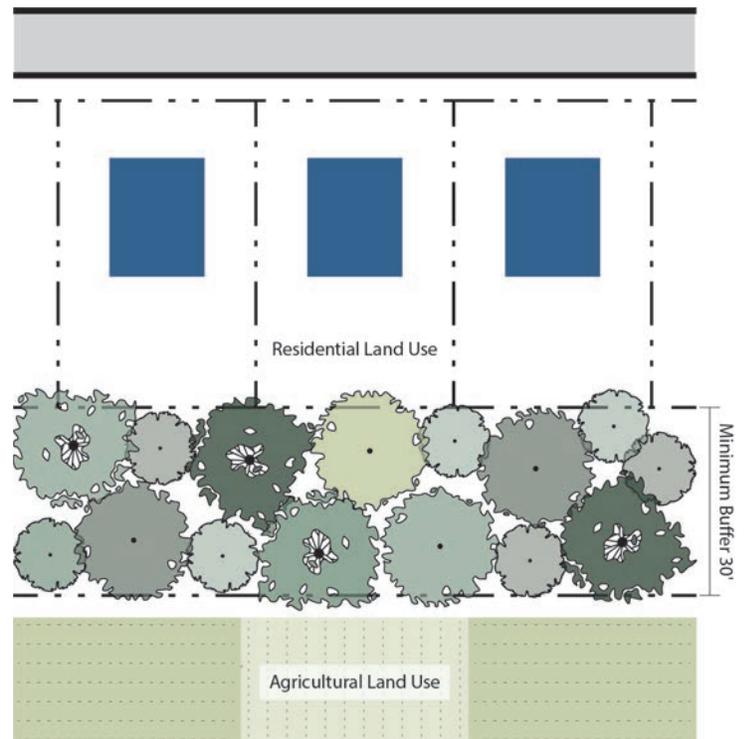
### AA-2: ENCOURAGE ONLY LOW-DENSITY DEVELOPMENT IN STRATEGIC AGRICULTURAL AREAS.

- Discourage the extension of water and sewer infrastructure into prime agricultural areas (see *Agricultural area on Future Land Use Map and Present Use Value and Prime Farmland Map in the Appendix*).
- Discourage new residential development near existing large-scale agricultural operations.

## CULTURAL ASSETS + AGRICULTURE GOALS

- **Maintain and protect the County's cultural assets and agriculture.**

## RESIDENTIAL-AGRICULTURAL BUFFER



Encouraging the preservation or planting of vegetative buffers between new residential development and working agricultural lands can help reduce impacts to existing farm operations.

- Monitor development trends in agricultural areas.
- Consider updates to land use regulations to reduce impacts of new residential development on farms and operations.
  - Updates could include vegetative buffers between residential and agricultural uses to provide both a visual and noise barrier.

### AA-3: EXPAND AGRITOURISM.

- Coordinate with Visit Greenville and continue to market agritourism opportunities.
- Consider wayfinding for agritourism experiences.
- Update the zoning ordinance to allow for rural business uses in agricultural areas that meet performance-based standards that are compatible and supportive of agritourism.

### AA-4: PROMOTE AND PROTECT PITT COUNTY'S CULTURAL RESOURCES.

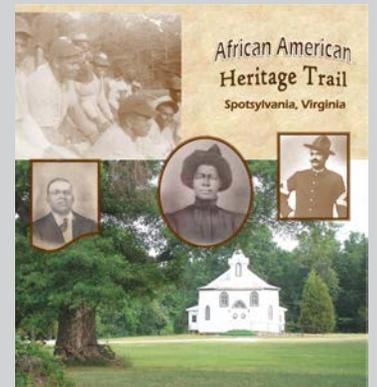
- Consider adopting a historic preservation ordinance.
  - A historic preservation ordinance enables Pitt County's Board of Commissioners to establish a

historic landmark commission, local landmarks and/or historic districts. Any modification of existing properties, new construction, and/or demolition permit is reviewed by a historic preservation commission to ensure the project meets the criteria set forth in adopted district standards.

- Explore opportunities to promote Historic Tax Credits (HTC), new market tax credits, low-income housing tax credits, and HUD loans for the rehabilitation of structures listed on the National Register of Historic Places.
- Once a historic preservation commission is established, consider becoming a Certified Local Government to be eligible for grants administered by the North Carolina State Historic Preservation Office.
- Consider a local historic district designation or character overlay for the Renston Historic District as recommended by the Southwest Bypass Land Use Plan.
- Coordinate with municipalities on the development of the African American Cultural Trail.

## CASE STUDY: SPOTSYLVANIA COUNTY

The African American Heritage Trail in Spotsylvania County, Virginia is a self-guided 75-mile driving tour with a mobile friendly interactive map or a brochure to guide you along your tour. The tour includes 12 stops highlighting the county's African American history. The trail is supported in part by a Preserve America grant administered by the National Park Service, United States Department of the Interior. The tour brochure was funded by a grant administered by the State Historic Preservation Office from the federal Historic Preservation Fund.





## PARKS + COMMUNITY HEALTH

### PCH-1: PROVIDE PASSIVE AND ACTIVE RECREATIONAL OPPORTUNITIES FOR COUNTY RESIDENTS.

- Continue to pursue opportunities to implement current recreation plans.
- Update Pitt County's Comprehensive Recreation and Parks Master Plan
  - Incorporate schools and new recreation facilities into planning efforts.
  - Plan for managing and maintaining existing and new recreational facilities.

### PCH-2: COORDINATE WITH THE BOARD OF EDUCATION AND PITT COUNTY SCHOOLS FOR THE PLANNING OF FUTURE PUBLIC SCHOOL FACILITIES.

- Promote the use of public school facilities to increase County residents' physical activity.
- Update existing joint use of facilities policy between the County and Pitt County Schools

### PCH-3: INCREASE FUNDING FOR PARKS.

- Consider requiring dedication of recreation and open space or payment of fees-in-lieu for new residential development.
- Work with schools to continue to maintain and expand shared use agreements for school recreation facilities.

## PARKS + COMMUNITY HEALTH GOALS

- **Promote access to parks, active recreation, healthy living, and public safety.**
- **Support the production of, access to, and consumption of locally produced foods.**

- Pursue joint use agreements in areas where locked schools could be opened to improve recreational access.

### PCH-4: CONTINUE ENHANCEMENTS TO ALICE F. KEENE DISTRICT PARK.

- Design and construct a new community center at the Alice F. Keene District Park.
- Study potential uses and programming for open space on property near County Home Road.
- Coordinate with the City of Greenville to ensure greenway connections are provided to the park as adjacent properties are developed.

### PCH-5: IMPROVE ACCESS TO RECREATIONAL FACILITIES NORTH OF THE TAR RIVER.

- Plan for, design and construct a new community center at the County Office Park property located on Government Circle.
- Study potential for a recreational facility northwest of Greenville between US 264 and Belvoir.
- Study potential for recreational improvements in Stokes and Bethel.

## PCH-6: COORDINATE WITH LOCAL MUNICIPALITIES TO IMPROVE ACCESS TO PARKS AND RECREATIONAL FACILITIES IN GROWING AREAS.

- Partner with Greenville to provide facilities and programs to underserved areas southeast of Greenville.
- Study potential for a recreational facility southeast of Greenville between NC 43 South and NC 33 East.
- Study potential for a recreational facility southwest of Greenville and west of Winterville between US 13 and NC 11 South.
- Partner with Greenville and/or Winterville to provide parks or recreational opportunities in the southwestern area of the County in the vicinity of Frog Level Road.
- Identify solutions to serve these areas when updating the Comprehensive Recreation and Park Master Plan.
- Continue to support regional sports tournaments and consider enhancements to related facilities.
- Expand access to greenways and trails (see T-6).

## TOP 5 PARKS AND RECREATION PRIORITIES

(from the community survey)

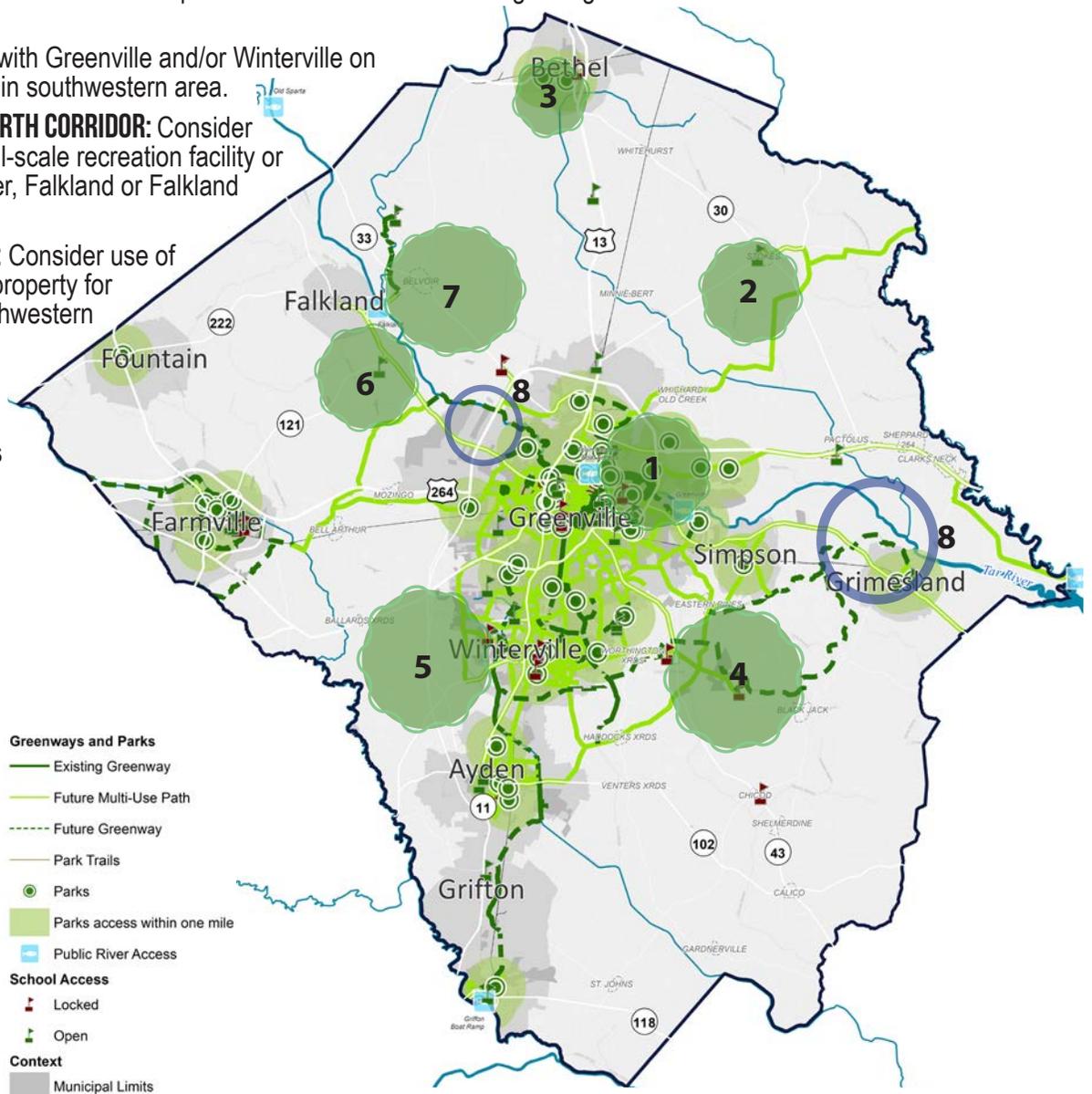
When asked, "What are your parks and recreation priorities?", the community responded their top priorities are:

- Greenways and trails
- More publicly accessible natural areas
- More programming and events (e.g., senior programming, youth programming, etc.)
- Indoor recreation options
- Playgrounds



# POTENTIAL RECREATION ENHANCEMENTS

- POTENTIAL FUTURE COMMUNITY CENTER:** Utilize a portion of vacant land within the County Office Park for a community center.
- STOKES:** Study potential for additional parks and trails.
- BETHEL:** Study potential for additional parks and trails.
- SOUTHEAST:** Partner with Greenville to provide recreational facilities in growing areas southeast of Greenville and Simpson.
- SOUTHWEST:** Partner with Greenville and/or Winterville on recreational facilities in southwestern area.
- FALKLAND / NC 43 NORTH CORRIDOR:** Consider partnerships for small-scale recreation facility or trail near the Tar River, Falkland or Falkland Elementary School.
- NORTHWEST FACILITY:** Consider use of a portion of buy-out property for recreation in the northwestern part of the county.
- ADDITIONAL RIVER ACCESS:** Study potential river access points for canoe/kayak ramp.



The light green areas indicate where parks or joint use agreements with schools exist in the county. The darker green areas show where future facilities are planned or where potential recreational enhancements should be studied. The blue circles show where additional public river access should be studied.



## PARKS + COMMUNITY HEALTH

### PCH-7: IMPROVE ACCESS TO HEALTH CARE AND COUNTY SERVICES.

- Support efforts by the Pitt County Public Health Department to improve personal healthcare and health outcomes within the community
- Identify areas where satellite services for healthcare are needed.
- Partner with Pitt County Public Health Department and ECU Health to address geographic barriers and improve access to healthcare.
  - Provide educational opportunities about healthcare options and sites.
  - Encourage utilization of Telehealth services.

### PCH-8: SUPPORT THE PRODUCTION OF, ACCESS TO, AND CONSUMPTION OF LOCALLY PRODUCED FOODS.

- Identify locations where farmers markets are needed.
- Encourage participation of local farms in NC Farms App.
  - Consider mechanisms to provide assistance to local farms that desire to enroll in the program.
- Continue to collaborate with the Pitt County Public Health Department on educating residents about the health benefits of local foods and healthy lifestyles.
- Collaborate with the NC Cooperative Extension to connect with producers and expand agricultural-related educational programs.
- Continue to support and expand activities of the Pitt County Farm and Food Council.

### PCH-9: ENCOURAGE PUBLIC PARTICIPATION FROM ALL AREAS OF PITT COUNTY.

- Set targets for representation on citizen boards and volunteering where minority representation is consistent with the County's demographics.
  - Track demographic information on participants involved in public engagement events. Aim to have participation that matches County demographics.
  - Incorporate new public engagement strategies such as, community group outreach, neighborhood meetings, and translation services to increase participation among minority groups.
- Support and coordinate with community groups such as the North of the River Improvement Association.



## TRANSPORTATION

### T-1: IMPROVE CONNECTIVITY AND EMERGENCY ACCESS IN NEW RESIDENTIAL DEVELOPMENT.

- Maintain development standards to ensure connected streets and adequate road width.
  - Continue to require stub streets to adjacent properties during the development review process.
- Require block sizes that respond to future development density.
  - Areas with residential density less than 1 dwelling unit per acre should have a maximum block length less than 2,000 feet. In areas on the future land use plan with denser development block lengths should be less than 1,500 feet.

### T-2: ADDRESS PRIORITY INTERSECTION IMPROVEMENTS AND ROADWAY MODERNIZATION NEEDS.

- Adopt Comprehensive Transportation Plan and assist with its implementation.
- Prioritize intersection improvements and roadway modernization where higher traffic volumes are expected as development occurs in the county.
  - Improvements may include the addition of turn lanes, stop signs or traffic signals.
- Continue participation with Greenville Urban Area MPO and Mid-East RPO
- A number of priority intersections are shown in the Pitt County Comprehensive Transportation Plan. In addition priorities include:
  - Mills Road, Worthington Road, NC 43 South
  - Ivy Road and Mills Road
  - Barrus Construction Road at NC 33 West

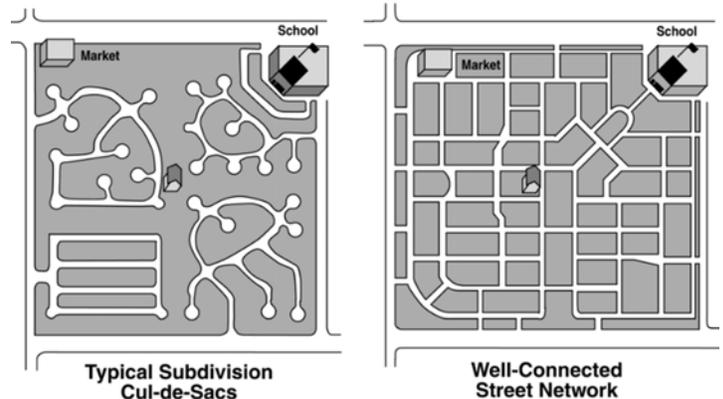
## TRANSPORTATION GOAL

- **Provide multi-modal opportunities and encourage connectivity to support a safe and efficient transportation system that allows residents and goods to travel throughout Pitt County.**

### T-3: IMPROVED CONNECTIVITY IN GROWING AREAS OF THE COUNTY.

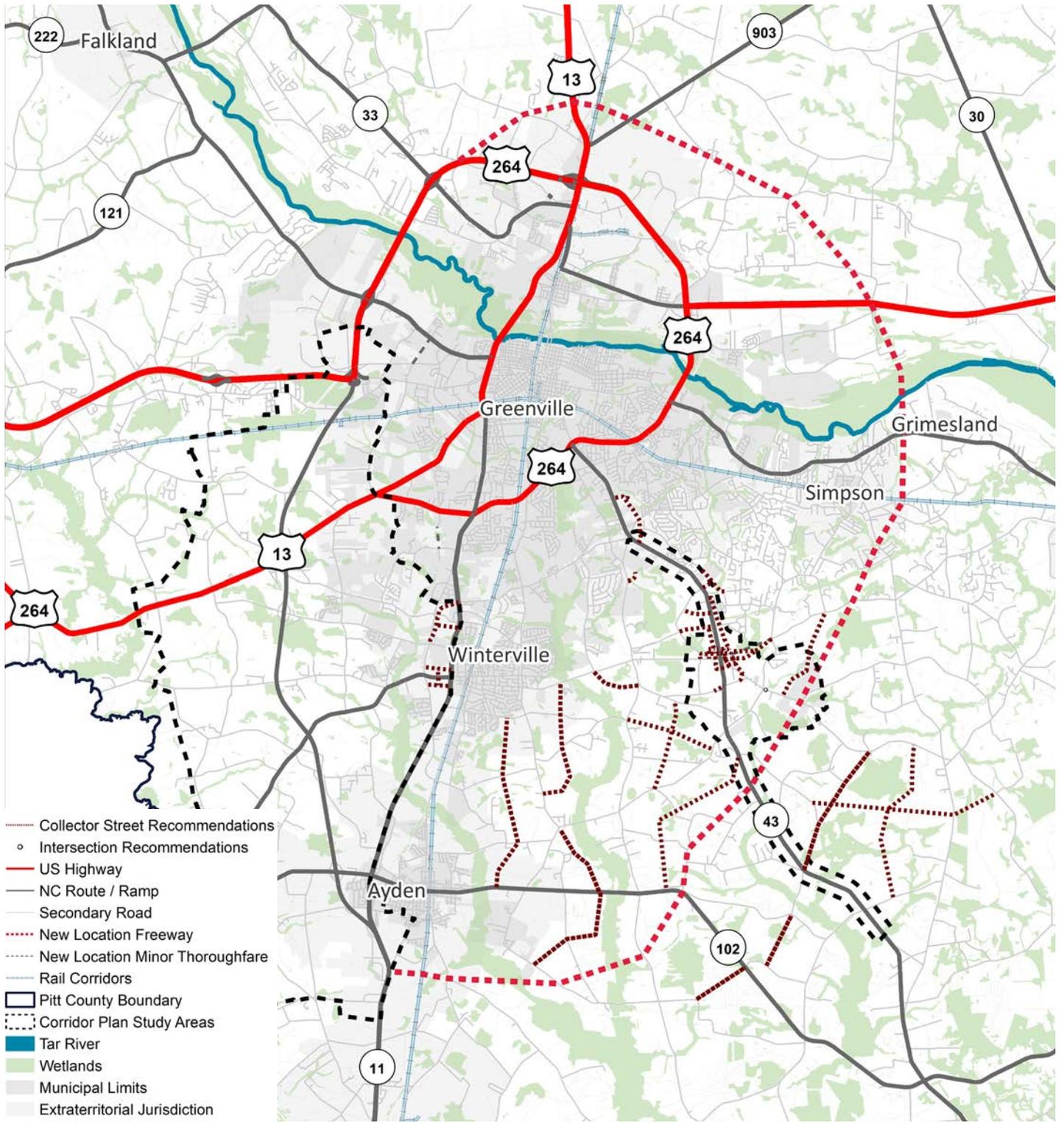
- Encourage a connected system of collector streets in the southern part of the county.
  - The map to the right illustrates priority collector street connections that should be required if development occurs.

## CONNECTIVITY AND BLOCK SIZES



Managing block size is paramount to increasing connectivity in a street network. In addition, to providing efficient means of travel to goods and services, the amount of connectivity in a neighborhood also affects the efficiency of emergency services.

# ROADWAY CONNECTIONS MAP



The map above illustrates collector street connections that should be required in development-prone areas to provide better connectivity. These streets are meant to be created as, and only if, development occurs. Exact alignments should be determined based on further study of environmental features and connection opportunities.



## TRANSPORTATION

### T-4: COORDINATE WITH NCDOT TO IMPROVE CIRCULATION AND SAFETY ADJACENT TO SCHOOL SITES.

- Ensure multiple access points are and adequate space for car pool queues are provided.

### T-5: IMPROVE TRANSIT SERVICE

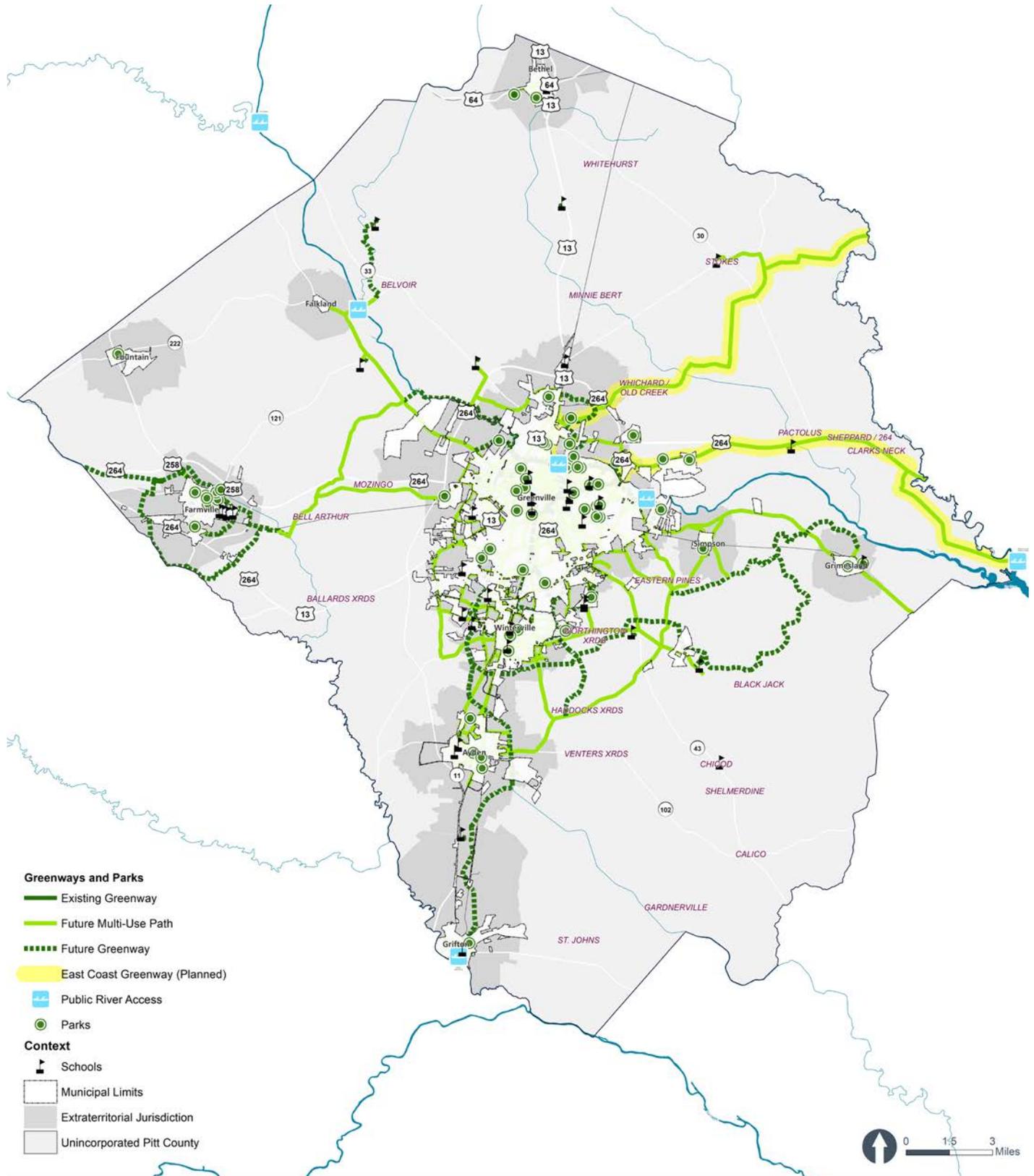
- Coordinate with transit providers (GREAT and PATS) and consider bus service enhancements along key corridors including:
  - Greenville-Winterville-Ayden-Grifton route
  - Greenville-Farmville route
  - Greenville-Falkland route
  - Greenville-Bethel route
- Participate in feasibility studies for passenger rail service to Raleigh.

### T-6: IMPLEMENT / UPDATE GREENWAY PLAN MAP

- Participate in feasibility studies for establishing priority greenways (i.e., Greenville to Washington greenway connection).
- Determine feasibility of connections between Greenville and other towns (i.e., Farmville, Falkland, Simpson, Grimesland, Winterville, Ayden, and Grifton).
- Require or incentivize the reservation of easements for planned greenways.
- Coordinate with NCDOT on roadway improvement projects to consider inclusion of multi-use paths
  - Coordinate with municipalities to determine maintenance of new greenway segments.
  - Seek greenway connectivity among existing parks and recreation facilities.



# PLANNED GREENWAYS MAP





## TRANSPORTATION

### **T-7: COORDINATE WITH PARTNERS TO ADDRESS REGIONAL TRANSPORTATION PRIORITIES AND IMPLEMENT THE COMPREHENSIVE TRANSPORTATION PLAN.**

- Coordinate with NCDOT, the Greenville Urban Area Metropolitan Planning Organization (GUAMPO) and the Mid-East Regional Planning Organization (RPO) to assist in developing priorities for state and federal transportation funding.
- Coordinate with NCDOT, GUAMPO, and the Mid-East RPO to plan road improvements to improve freight mobility to the county economic development sites.

### **T-8: PURSUE GRANT OPPORTUNITIES TO ADDRESS STREET FLOODING.**

- Coordinate with the Greenville Urban Area Metropolitan Planning Organization and the Mid-East Regional Planning Organization and the North Carolina Office of Recovery and Resiliency to identify flooding issues, determine potential infrastructure based solutions, and seek grant funding for engineering and construction.

### **T-9: STREET MAINTENANCE**

- Continue to maintain standards for new public subdivision streets that meet NCDOT standards.
- Continue the county special assessment program to address sub-standard roadways in subdivisions.
- Seek legislation to reinstate maintenance bonds for subdivision streets.

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## NATURAL ENVIRONMENT

### NE-1: PROTECT WATER QUALITY AND MANAGE STORMWATER.

- Adopt policies that ensure stormwater runoff is managed on-site within new development in order to minimize runoff to adjacent properties.
- Continue to monitor state stormwater regulations and ensure compliance.
- Evaluate potential ordinance updates to incentivize pervious pavers or permeable grids or other green stormwater infrastructure.

### NE-2: MAINTAIN AND IMPROVE DRAINAGE.

- Continue debris removal program to maintain drainage in streams and creeks, including designation of annual funding.
- Identify flooding issues related to stormwater and inadequate or unmaintained drainage infrastructure.
- Continue to collaborate with the Southeastern Drainage Commission on the management and maintenance of drainage laterals within the County.

### NE-3: PROTECT SIGNIFICANT NATURAL FEATURES.

- Encourage reservation of open space in new subdivisions.
- Enhance requirements to provide guidance on priority features, location, design, etc.
- Coordinate with Pitt County Soil & Water on conservation measures.

## NATURAL ENVIRONMENT GOAL

- **Protect water quality, significant natural features that have ecological, recreational, or other important values.**

### NE-4: PROTECT THE TAR RIVER AND EXISTING FLOODPLAINS.

- Consider methods to encourage the preservation of vegetative buffers requirements along the Tar River.
- Implement the recommendations of the Pitt County Multi-Jurisdictional Hazard Mitigation Plan.
- Update the County's Water Supply Watershed regulations as required by North Carolina Department of Environmental Quality.

### NE-5: INCREASE ACCESS TO OUTDOOR ASSETS.

- Develop the Tar River as a recreational resource to include boat launches, fishing, trails, and camping sites that are accessible to the public.
- Study new river access points in key gaps.
  - Between Falkland and Greenville (11 mile gap)
  - Greenville and Washington (Yankee Hall Road vicinity - 20 mile gap).
- Study the potential for greenway connections to Alice F. Keene District Park.
- Study the potential for greenway connections between the Pitt County Office Park to River Park North and the Tar River.

- Study and implement a potential greenway connection between Greenville and Washington.
- Encourage new development to connect to existing and planned trails.
  - Consider requiring or incentivizing easements for planned trails in new development that follow adopted plans.

## NE-6: BEGIN TARGETED LITTER CAMPAIGN.

- Begin new program to address increases in litter along rural highways.

- Prepare education and outreach materials for distribution in English and Spanish.
- Coordinate with NCDOT to recruit businesses and neighborhood organizations to participate in the Adopt-a-Highway Program.
- Monitor illegal dumping hot spots and increase enforcement activities.
- Coordinate trash pickup through the court system's community service program and the Pitt County Detention Center.

## NATURAL RESOURCES

Pitt County is located in the Coastal Plain region of North Carolina. The county lies within the Tar-Pamlico and Neuse River basins. Floodplains and wetlands present constraints to development, but also provide ecosystem services including floodwater storage and wildlife habitat. As Pitt County grows, it will be important to reduce impacts of stormwater runoff and preserve key natural features from development.

Key Natural Resources Statistics:

- 82,000 acres in the 100-year floodplain
- 80,000 acres of wetlands
- 38% of land area in the County is wetlands or in the 100-year floodplain
- 13 designated Natural Heritage Natural Areas
- 8, 200 acres of lands managed for conservation



4

# PLAN APPENDIX



# PLAN APPENDIX CONTENTS

## Plan Assessment

### Plan Maps

- Existing Conditions Maps
- Future Land Use Map
- Commercial Crossroads Maps
- Rural Center Maps

### Transportation Recommendations

- Transportation Recommendations Maps
- Collector Street Recommendations
- Intersection Improvements
- Transit Recommendations
- Transportation Background Maps

### Community Profile

### Survey Results

### Public Meeting Summary

## PLAN ASSESSMENT

It is important that this Comprehensive Plan respect previous planning efforts that have shaped the County into what it is today. The following plans and studies are integral to the County and were considered during the plan development process.

### 2030 COMPREHENSIVE PLAN

The 2030 Pitt County Comprehensive Land Use Plan, made in collaboration with The Wooten Company, was adopted to replace the first land use plan completed in 1990. The goals were organized in nine categories: growth and development, land use, transportation, appearance, community services and facilities, natural environment, housing, community needs, and plan implementation and administration. The major focus of the plan was balancing rapid growth with the preservation of agricultural resources.

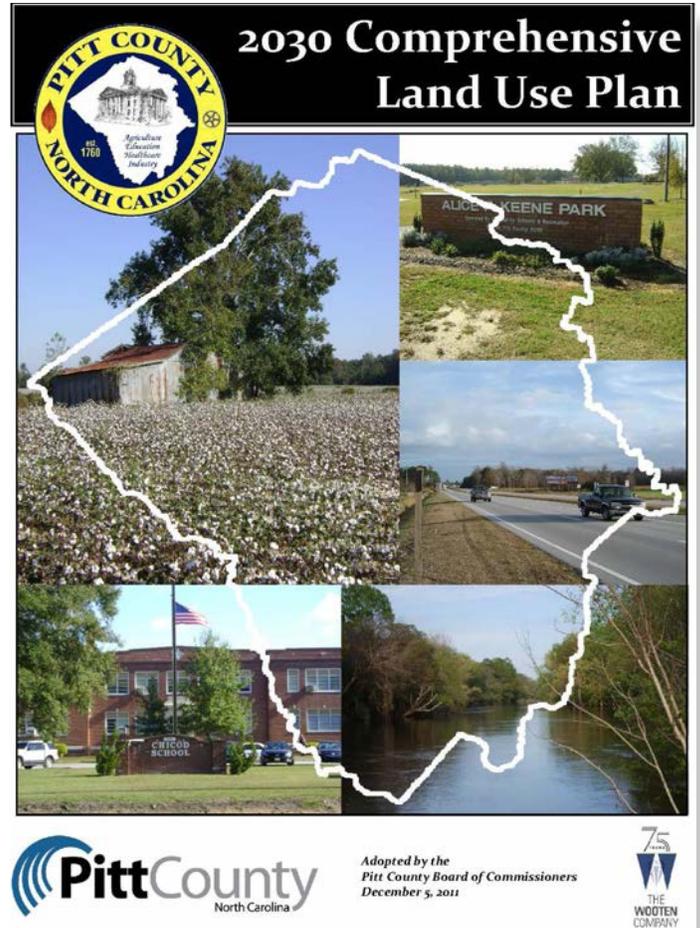
#### **Major Recommendations:**

##### Growth and Development

- Encourage 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.
- Encourage development in areas where the necessary infrastructure- roads, water, sewer, and schools are available, planned or can most cost efficiently be provided and extended to serve development.

##### Land Use

- Preserve large tracts of prime agricultural land to ensure that farming remains a viable part of the local economy.
- Maximize accessibility among living, working, and shopping areas.
- Promote the development of high quality, planned



industrial parks and appropriate locations for light industrial uses.

##### Transportation

- Protect planned and existing major transportation corridors from premature development and incompatible land uses.

##### Appearance

- Establish design standards that ensure future development contributes to the aesthetic appearance of the community while limiting development of unsightly uses that detract from community appearance.
- Protect the visual quality of major road corridors as “community gateways”.

Community Services and Facilities

- Coordinate with utility providers for the phased extension of water and sewer services within the County's planning jurisdiction.
- Provide both passive and active recreational opportunities for County residents by protecting natural resources that have recreational, environmental, or aesthetic value.
- Coordinate with the Board of Education and Pitt County Schools for the planning of future public school facilities.

Natural Environment

- Protect floodplains from inappropriate development.
- Preserve significant wetland areas in a natural state to assure their ecological value.

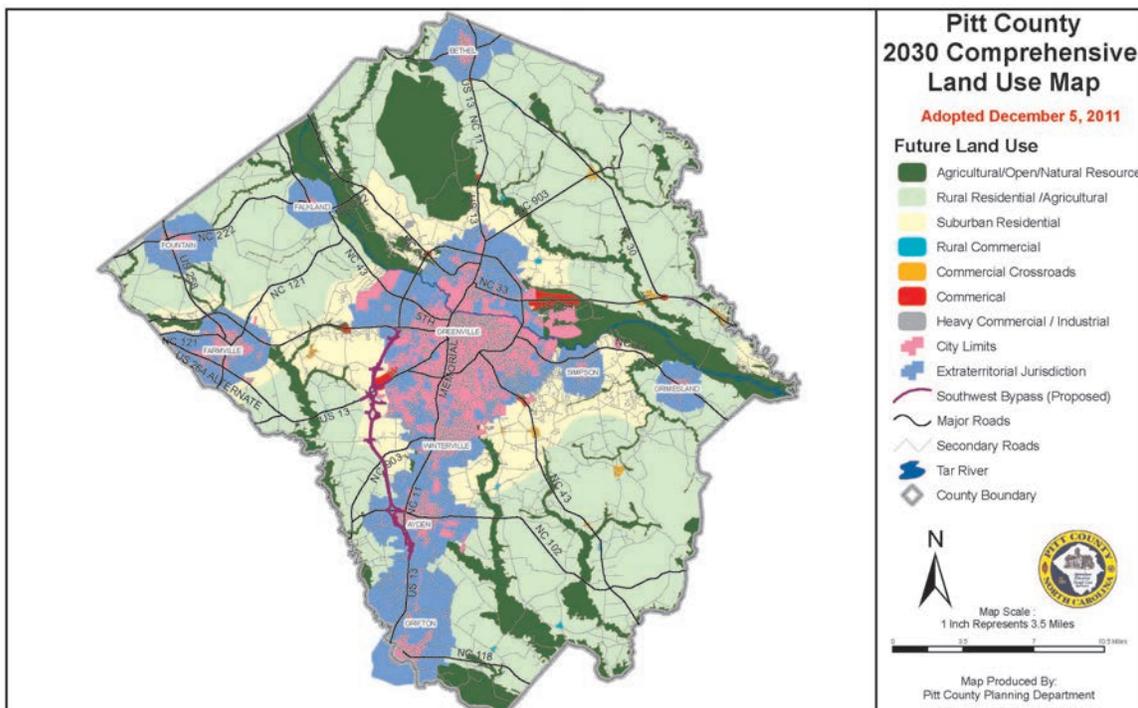
Housing

- Provide supportive housing and services to assist low-income residents and the chronically homeless.

Community Health

- Provide a diverse range of park types, functions, and recreational opportunities.
- Collaborate with public health department to educate residents about buying local food and adopting healthy lifestyles.
- Encourage more bicycle and pedestrian travel.

ADOPTED FUTURE LAND USE MAP



## CORRIDOR STUDIES

### SOUTHWEST BYPASS CORRIDOR STUDY

The Southwest Bypass Land Use Plan was initiated by Pitt County in coordination with the City of Greenville, the Towns of Winterville and Ayden, the Greenville Urban Area MPO, and the North Carolina Department of Transportation to complete a Special Area Plan for the Southwest Bypass. The purpose of the Southwest Bypass Land Use Plan is to ensure future development is managed appropriately and is compatible with long-term plans for growth and development of Pitt County and the municipalities along the corridor. The goals were focused on transportation, economic development, intergovernmental collaboration and partnerships, cohesive design, and preservation of agriculture and natural resources. The recommendations are meant to support the goals and are divided into land use and economic development, aesthetics and user experience, environment, recreation, and open space, and infrastructure and transportation.

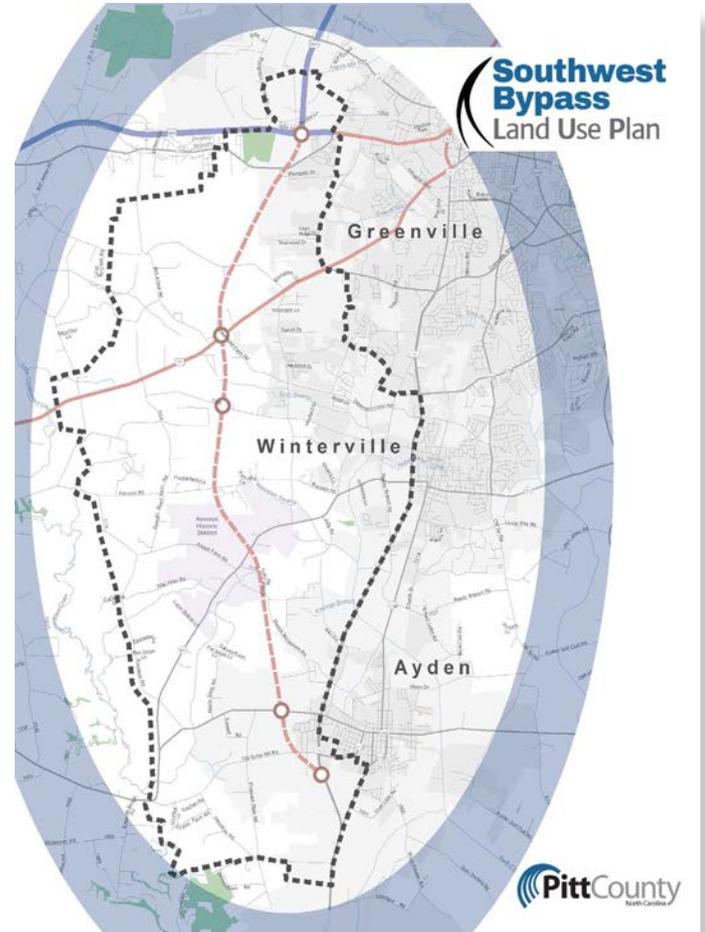
#### **Major Recommendations**

##### Land Use and Economic Development

- Encourage a land use pattern that capitalizes on opportunities for commercial and industrial development while limiting strip development.
- Protect agriculture in the study area, particularly west of the Southwest Bypass.
- Allow new forms of residential that provide housing options that respect the natural environment.

##### Aesthetics and User Experience

- Improve regulations on billboards.
- Encourage the preservation of tree buffers along the Bypass.



##### Recreation and Open Space

- Coordinate with schools and other entities to provide access to recreation facilities
- Encourage conservation subdivisions by incentivizing the preservation of open space.
- Partner to conduct feasibility studies for planning greenways.

##### Infrastructure and Transportation

- Update Interlocal Agreements to factor in economic development potential at interchange locations.
- Require adequate stormwater controls for new development.
- Support the completion of roadway improvements currently under consideration by NCDOT.

## NC 43 SOUTH CORRIDOR LAND USE PLAN

The NC 43 South Corridor Land Use Plan was a planning effort led by Pitt County, in partnership with the Greenville Urban Area MPO (GUAMPO), the City of Greenville, and the North Carolina Department of Transportation (NCDOT). The purpose of the plan is to ensure future growth and development along the NC 43 South corridor is managed appropriately. The plan study area extends from the Bells Fork area to Chicod, and includes additional area along Mills Road. The plan was initiated due to a proposed widening project for the northern half of the corridor which is expected to bring additional growth and development to the area.

### Major Recommendations

#### Land Use

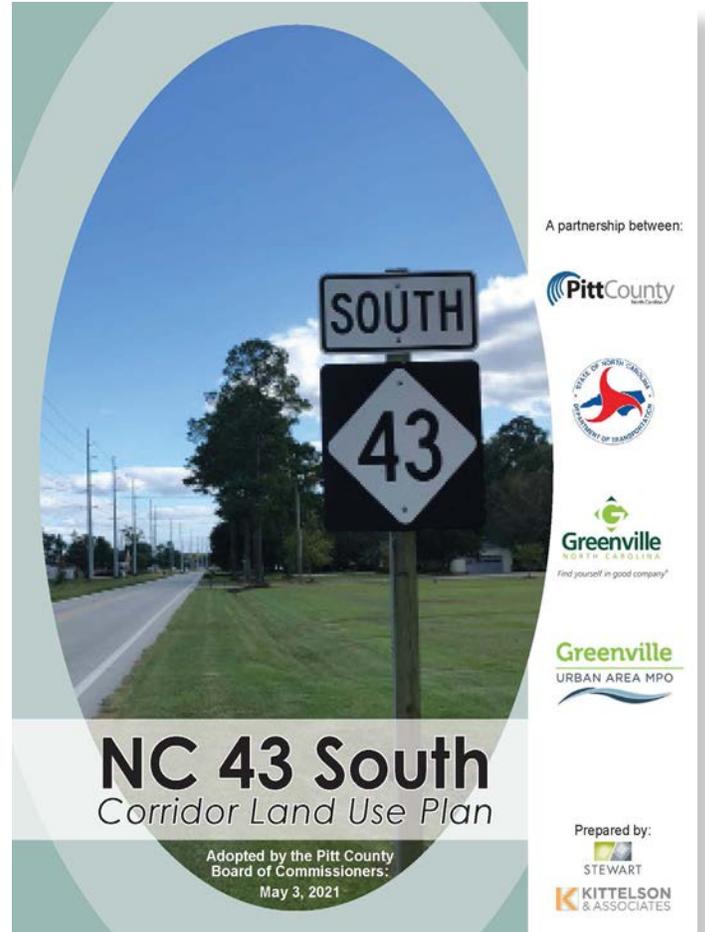
- Direct growth to appropriate areas identified on the Future Land Use Map.
- Retain agricultural character and uses in the Southern portion of the corridor and in areas not served by sewer.
- Encourage cluster or conservations subdivisions by incentivizing the preservation of open space.

#### Environment, Parks, and Greenways

- Connect planned greenways with existing and planned greenways and parks.
- Pursue acquisition of land for public parks or establish other means of securing park land.

#### Transportation and Infrastructure

- Establish a network of collector streets around the Hollywood Crossroads intersection to relieve traffic congestion on NC 43 South, serve a future commercial node, and allow access to residential parcels.
- Establish standards to increase



sidewalk connectivity.

- Grow transit, bicycle, and pedestrian network where possible.

## PARKS AND RECREATION PLANNING

### COMPREHENSIVE RECREATION AND PARK MASTER PLAN

The Pitt County Comprehensive Recreation and Park Master Plan is a guide for recreation and park development in Pitt County from 2015-2025. An inventory analysis of all public and private recreational facilities, programs, and parks was completed and all were evaluated based on the Statewide Comprehensive Outdoor Recreation Plan (SCORP) prepared by the North Carolina Division of Parks and Recreation's Regional Planning Program. Based on public input and analysis the following recommendations were made:

#### **Major Recommendations:**

##### Administration and Funding

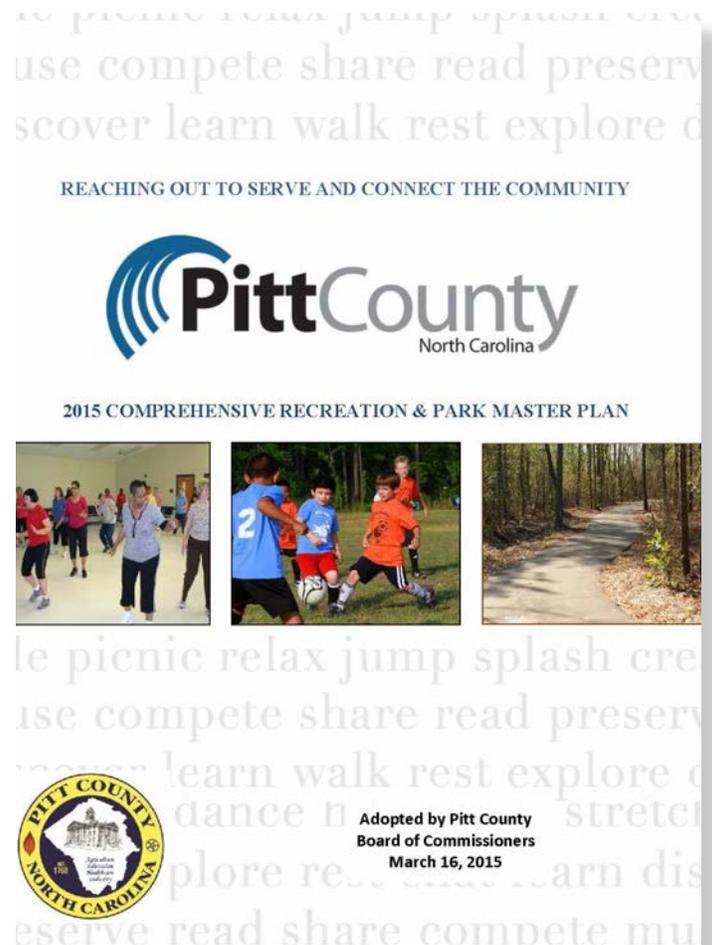
- PCCSR should continue its track record of preparing plans that would qualify the county for funding opportunities.
- A periodic evaluation of the current fee structure is warranted.

##### Short Term Goals (2015-2019)

- Update Site Plan for Alice F. Keene District Park.
- Adequate resources for maintenance staff and equipment is a constant and critical issue for parks and recreation agencies.
- The addition of new facilities for parks and recreation programs.
- More trails though and around the county.

##### Long-Term Goals

- Connectivity-Access to bikes/trails a priority.
- Future residential developments should be encouraged to set land aside for open space, community and neighborhood parks, greenways



and trails.

- Property Acquisition
- Update to the Parks and Recreation Master Plan in 2023.

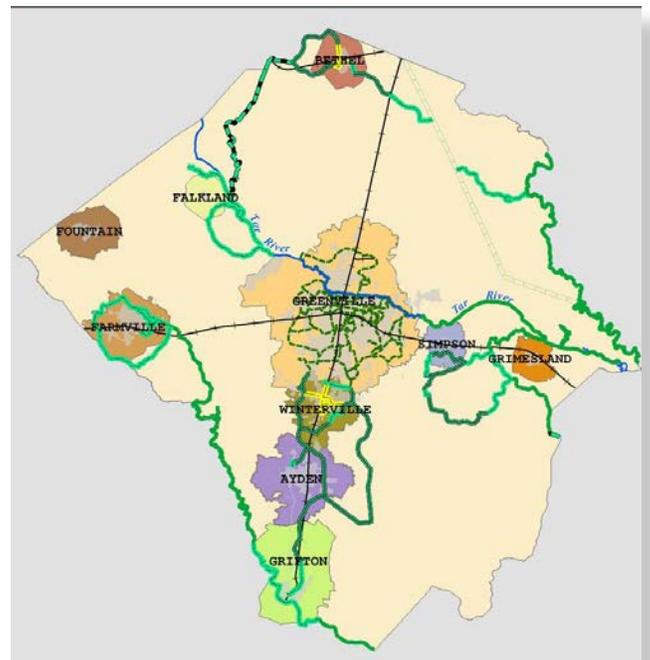
## ALICE F. KEENE DISTRICT PARK MASTER PLAN

The 2015 Alice F. Keene District Park Master Plan identified community needs for this facility and provided recommendations for park improvements to help meet these needs. Park improvements were designed based on public input, findings from the County's Comprehensive Recreation and Park Master Plan, and site-specific features. Two concepts were presented, and the approved plan includes the following improvements:

- Gymnasium
- PCC Greenhouse Area
- Pickleball Courts
- Community Garden
- Walks & Trails
- Basketball Court/Bocce Courts/Horseshoe Court
- Amphitheater/Picnic Shelter/Restrooms
- Dog Agility Area
- Multi-purpose Fields

## GREENWAY PLAN

The Pitt County Greenway Plan, made in collaboration with the East Carolina University Planning Program, sought to meet the needs of a county growing in population and becoming increasingly urbanized. It ambitiously proposed a county-wide network of greenways and trails, while acknowledging that realizing this goal would require many long-term commitments over the next 20 years and longer from the County, State, and municipalities in Pitt County.



- Recommended expansion of the City of Greenville's existing system
- Recommends the consideration of 215 miles of greenway along major streams and rivers
  - 117 miles as recreation greenways
  - 90 miles as conservation corridors

## TRANSPORTATION PLANNING

### 2005 COMPREHENSIVE TRANSPORTATION PLAN

In 2005, the Pitt County Comprehensive Transportation Plan was initiated in cooperation with the North Carolina Department of Transportation (NCDOT). This plan replaced the 1993 Pitt County Thoroughfare Plan. The purpose of the study is to examine present and future transportation needs in Pitt County within the 2005-2030 planning period. The Comprehensive Transportation Plan includes recommendations for three planning elements: the Highway Map, Transportation and Rail Map, and the Bicycle Map. The recommendations for highway improvements are:

#### **Highway Recommendations**

- US 264 to be upgraded from an Expressway to a Freeway.
  - Improve interstate travel and access from the central part of the state to the coastal area.
- US 13/NC 11 to be upgraded from a Boulevard to a Freeway.
  - Improve intrastate travel and access from I-40 to Virginia
- NC 33 (TIP Project No. R3407) Widening of this road to a 4-lane facility to improve NC 33 and provide access to the planning area and relieve growing congestion.
  - Improvements will relieve future congestion, and provide a safer and more efficient roadway and connection to US 17.
- NC 43 Widening of this major thoroughfare to a 4-lane facility in southern and northern sections of this road.
  - Improve the current roadway standards and provide a safer and more efficient roadway.



North Carolina Department of Transportation  
Transportation Planning Branch



#### **Comprehensive Transportation Plan Study Report for Pitt County**

Adopted by the Pitt County Board of Commissioners on  
October 17, 2005  
Adopted by the North Carolina Department of Transportation on  
July 13, 2006

- NC 903 East needs improvements to provide access to the planning area and relieve growing congestion.
  - Provide a connection from Greenville to northeast part of the planning area.
  - Provide a safer and more efficient roadway by realigning the existing left turn lane on the eastern side of NC 30.

#### **Other Recommendations**

- Widening Projects
  - NC 30
  - NC 118
  - NC 222
  - NC 102
  - NC 121
  - SR 1565

#### **Access Management**

- Consider adopting an access management policy to promote development design that manages access and reduces congestion levels on roads.

## GREENVILLE URBAN AREA ACTIVE TRANSPORTATION MASTER PLAN

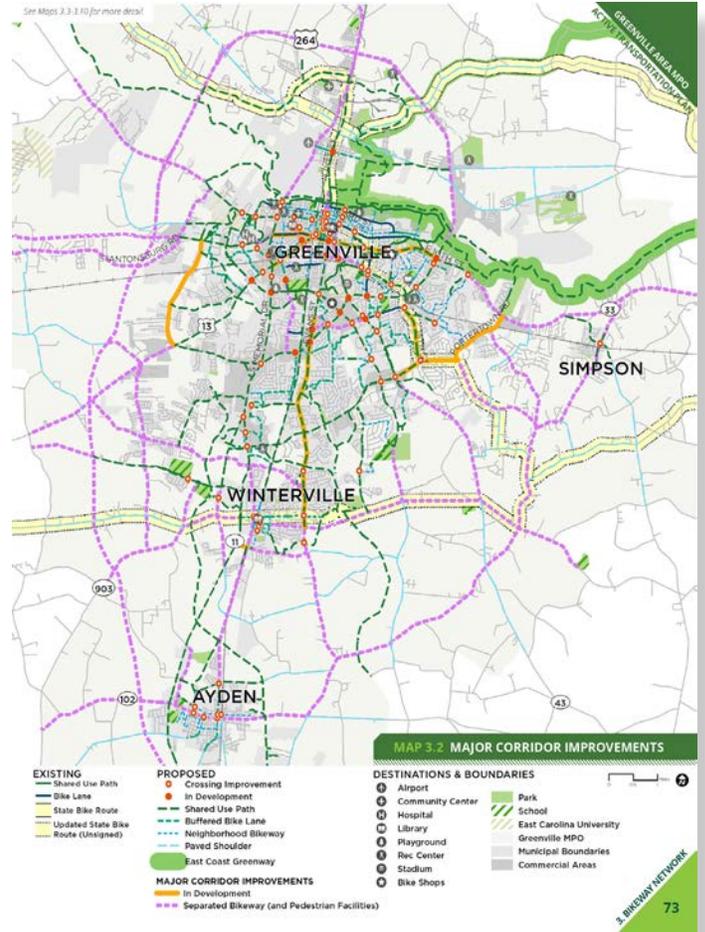
The plan was adopted in 2017 and then updated concurrently with the Metropolitan Transportation Plan in 2019. The plan included recommendations for active transportation improvements along major corridors within the City of Greenville and in surrounding areas.

## GREENVILLE URBAN AREA MPO'S 2045 METROPOLITAN TRANSPORTATION PLAN

The Greenville Urban Area MPO's 2045 Metropolitan Transportation Plan (MTP) is a federally mandated, long-range planning document detailing the transportation improvements and policies that address the needs of the region in order to facilitate the development of a safe, reliable, and efficient transportation network that supports all modes of transportation equally.

## 2045 COMPREHENSIVE TRANSPORTATION PLAN UPDATE

The Pitt County Comprehensive Transportation Plan was being updated parallel to the Envision Pitt County 2045 planning process. See [www.tinyurl.com/pittctp](http://www.tinyurl.com/pittctp) for more information.



## HAZARD MITIGATION, WATER AND UTILITIES

### 2015 REGIONAL HAZARD MITIGATION PLAN

Completed in September 2020, the Neuse River Regional Hazard Mitigation Plan was developed cooperatively with representatives from the five counties and participating jurisdictions within the Neuse River Region. This includes Greene, Jones, Lenoir, Pitt, and Wayne Counties, which had direct involvement in the Community Rating System (CRS). The purpose of this plan is to update or establish regionally-applicable responses to various hazards that could adversely impact these counties. This is a comprehensive update of the 2015 Plan for the Neuse River Basin and improves on each section of that plan. It also assesses the strategies and the evaluation, monitoring, and implementation of the mitigation strategies put in place by the covered jurisdictions.

The Regional Hazard Mitigation Plan outlines six goals to provide a basis for implementation strategies. Each implementation strategy has been provided a priority of low, medium, and high based on the review. The high priority strategies are as follows:

#### **Major High Priority Strategies**

- Annual review of Future Land Use Map to ensure it adequately delineates portions of the County unsuitable for development due to existing environmental conditions.
- Review of Pitt County Flood Damage Prevention Ordinance.
- Continued enforcement of NC State Building Codes.
- Maintain and update local Flood Insurance Rate Maps (FIRMs).

### Neuse River Basin



### Regional Hazard Mitigation Plan Greene, Jones, Lenoir, Pitt and Wayne Counties

**FEMA Approval:**  
June 22, 2015

- Continue to impose a two-foot freeboard requirement for all development located within a defined flood hazard area.
- Maintain all FEMA Elevation Certificates, FEMA Floodproofing Certificates for non-residential structures, and where applicable, a V Zone Design Certificate for all structures built or floodproofed since application to the CRS.

## 2010 HAZARD MITIGATION PLAN

The 2010 Hazard Mitigation Plan outlines community goals and objectives and describes the action plan to reduce community vulnerability to the effects of natural hazards in Pitt County. A hazard mitigation plan identifies hazards through analysis and a vulnerability assessment to identify the potential impacts from certain natural hazards. Six hazards are rated “moderate” risk for Pitt County and include droughts and heat waves, floods, hurricanes and coastal storms, severe storms and tornadoes, wildfires, and winter storms and freezes. The plan includes a list of accomplishments from the previous 2000 Hazard Mitigation Plan and a list of mitigation actions to address plan objectives. These actions include:

- Preventative Actions
- Property Protection Actions
- Natural Resource Actions
- Emergency Services
- Structural Projects
- Public Information Activities

## STORMWATER PLAN

Pitt County is required to develop a local stormwater program to comply with the state's basinwide stormwater requires for the Tar-Pamlico River Basin. The focus of the stormwater plan is to develop actionable strategies to maintain the Tar-Pamlico rules which focus on nutrient reduction. The stormwater plan includes the following strategies:

- Calculating Nitrogen and Phosphorus Export from New Development
- Options for Peak Flow Control and acceptable methodologies for computing peak flow
- Criteria for developing a land conservation proposal

### Program Document for the Pitt County Stormwater Program for Nutrient Control



Effective Date: October 11, 2004  
Revised Date: May 15, 2006

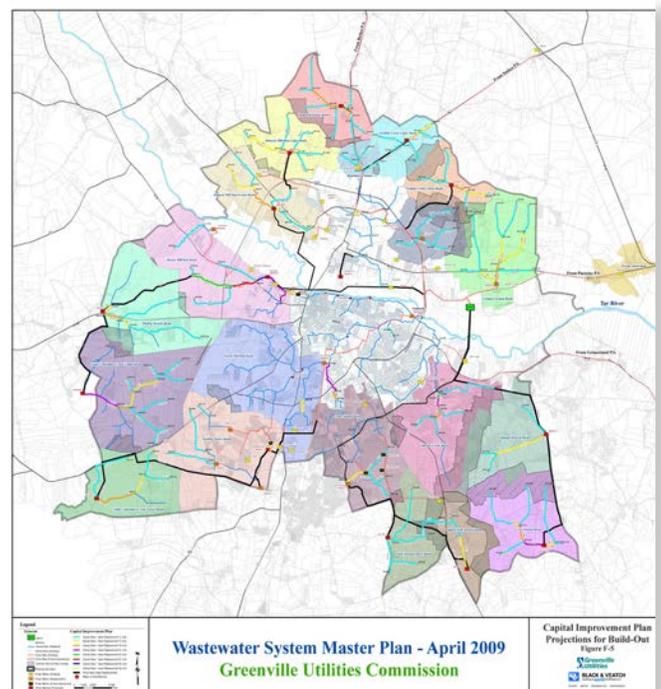
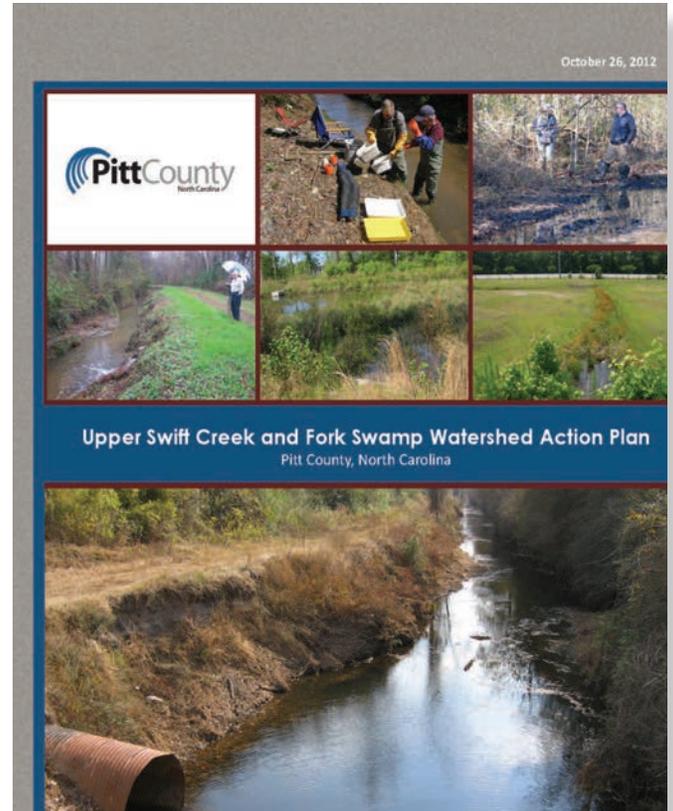
- Reduction of impervious surfaces by reducing road widths, reducing minimum parking requirements, and minimizing the use of curb and gutter
- Cluster or open-space developments
- Low-impact development principles
- Prohibiting illegal discharges to the stormwater collection system

## WATERSHED ACTION PLAN

The Upper Swift Creek and Fork Swamp Watershed Action plan focuses on managing stormwater and flood impacts in the Upper Swift Creek and Fork Swamp watersheds. The primary goals of the plan are to cost-effectively manage stormwater runoff from developed and developing areas and manage floodplain impacts through strategic conservation easements and selective enhancement. The plan includes recommendations for subwatersheds and other general recommendations including the use of stormwater control measure sites, stream enhancement projects, reduction of agricultural waste, and non-structural stormwater control measures.

## GREENVILLE UTILITIES COMMISSION WASTEWATER SYSTEM MASTER PLAN

Greenville Utilities Commission is currently updating its Wastewater System Master Plan. The plan is utilized in planning, scheduling, budgeting, and designing necessary improvements to meet the needs of its customers.



# ZONING ORDINANCE

## Conventional Zoning Districts

### RA Rural Agricultural District

The Rural Agricultural district is intended to accommodate low-density single-family residential uses, associated public and institutional uses, low intensity commercial uses, and agricultural-related industrial uses. Uses in this district do not have public water and sewer access.

### RR Rural Residential

The Rural Residential District is intended to accommodate low-density, single-family residential uses and associated public and institutional uses in areas that typically do not have access to public or community water and sewer systems.

### R40 Low Density Residential

The R40, Low Density Residential District is intended to accommodate low-density, single-family residential uses and associated public and institutional uses that typically do not have access to public or community water and sewer systems.

### SR Suburban Residential

The Suburban Residential District is intended to accommodate low-density, single-family residential uses and associated public and institutional uses that have access to public or community water and sewer systems or can readily be served by such systems. This district is served by public sewer service

### MFR Multifamily Residential

The Multifamily Residential District is intended to accommodate low to moderate single-family residential uses, high density multifamily residential uses and associated public and institutional uses

where public utilities and road systems exist to support such development.

### RC Rural Commercial

The Rural Commercial District is intended to accommodate small-scale and low-intensity commercial uses that provide convenience, goods, and limited personal services and low density multifamily residential uses.

### OI Office and Institutional

The Office and Institutional District is intended to accommodate moderate intensity office and institutional uses such as office, institutional, educational, research, and public services. This district is used as a transition or buffer area between residential uses and higher-intensity non-residential uses.

### GC General Commercial

The General Commercial District is intended to accommodate a range of retail, service, office, limited wholesale, and moderate density multifamily residential uses that have access to major thoroughfares and necessary utilities to support such development.

### HC Heavy Commercial

The Heavy Commercial District is intended to accommodate a range of intensive retail, service, office, limited wholesale, and multifamily residential uses in areas that have direct access to major thoroughfares of U.S. Highways or are located at major intersections and have the necessary utilities to support such development.

### GI General Industrial

The General Industrial District is intended to accommodate a wide range of manufacturing, warehousing, wholesale, and related commercial

and service use in areas that have access to major thoroughfares and the necessary utilities to support such development.

## LI Light Industrial

The Light Industrial District is intended to accommodate limited manufacturing, warehousing, wholesale, and related commercial support uses that have access to major thoroughfares and have the necessary utilities to support such development.

## Conditional Zoning Districts

In addition to the conventional zoning districts, a corresponding Conditional Zoning District may be established following the approval of the Board of Commissioners. Add "A Conditional Zoning District allows for the approval of a specific use with reasonable conditions to ensure the use is compatible with surrounding land uses."

## Overlay Zoning Districts

### AH, Airport Height Overlay

The Airport Height Overlay is intended to regulate the height of towers, antennas, and other tall structures in close proximity to, and in the aircraft approaches of, the Pitt-Greenville Airport (PGV)

### WS, Water Supply Watershed Overlay

The Water Supply Watershed Overlay district is designed to protect the quality of surface water supplies from non-point source pollution, and to minimize stormwater runoff by regulating development densities and the amount of built-upon area within the critical and protected areas of affected watersheds.

### HC, Highway Corridor Overlay

The Highway Corridor Overlay district provides specific appearance and operational standards

for major highway corridors in Pitt County while accommodating development along the corridors.

For non-residential uses, landscaped buffer yards are required along the entire property line adjacent to the rights-of-way of NC 11 North, US 264 East, and US 264 West. Side and rear buffer yards are required where non-residential development abuts a residential zoning district or residentially-used lots.

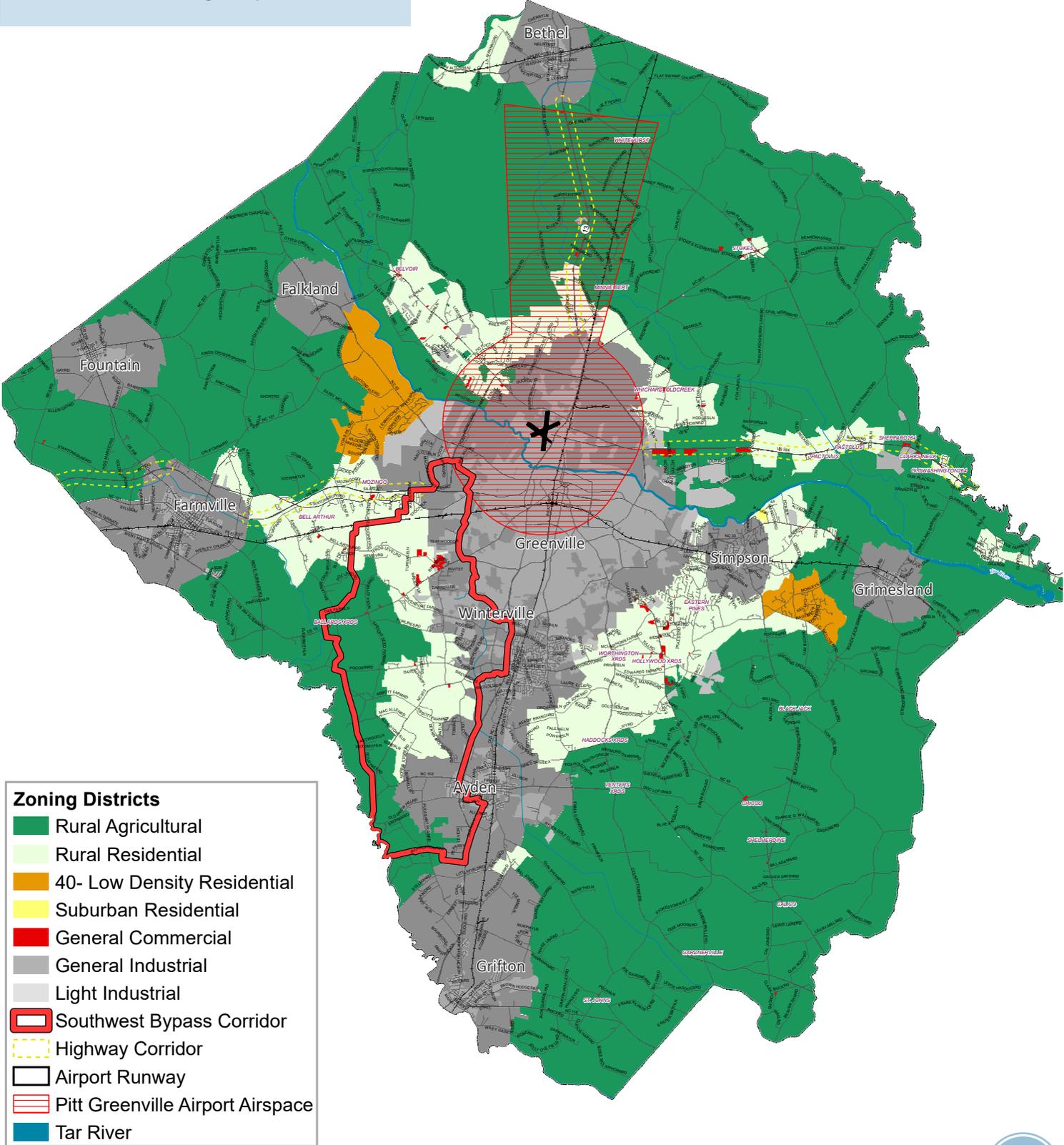
### FH, Flood Hazard Overlay

The Flood Hazard Overlay district is intended to protect people and property from flood hazards. The Flood Hazard Overlay includes lands in the floodplains within the planning and zoning jurisdiction of Pitt County that is subject to a one percent or greater chance of flooding in any given year. Solid waste disposal and hazardous waste management facilities are prohibited in the Flood Hazard Overlay district.

### SWB, Southwest Bypass Highway Corridor

The Southwest Bypass Highway Corridor district provides enhanced landscaping, viewshed protection, specific development standards and vehicular access control measures for development within the Southwest Bypass of Pitt County zoning jurisdiction.

Zoning Map



## PLAN MAPS

### Existing Land Use

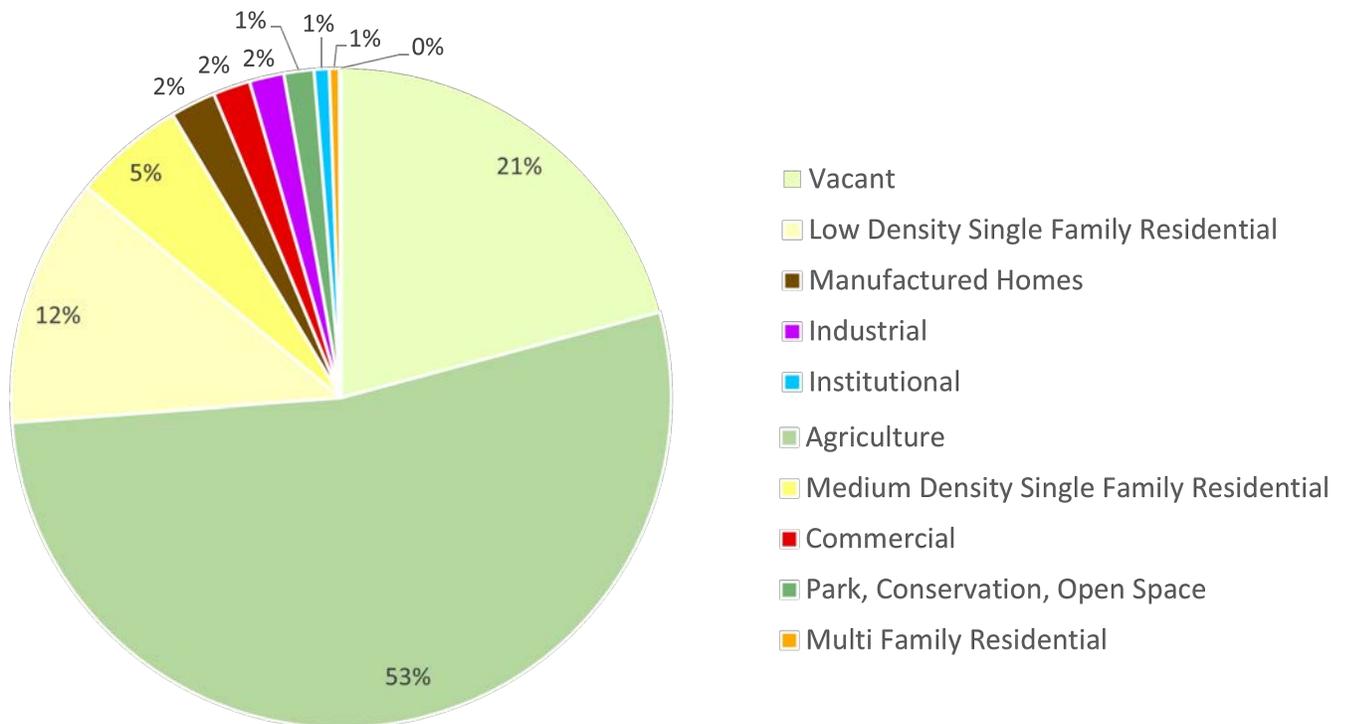
Existing land use is determined using a combination of parcel data and aerial imagery. It represents the most current indication of land use to show quantities of individual land uses and their spatial patterns. The chart below and map on the next page illustrate how land is currently used in Pitt County. This data is based on tax parcel records maintained by Pitt County.

### Trends

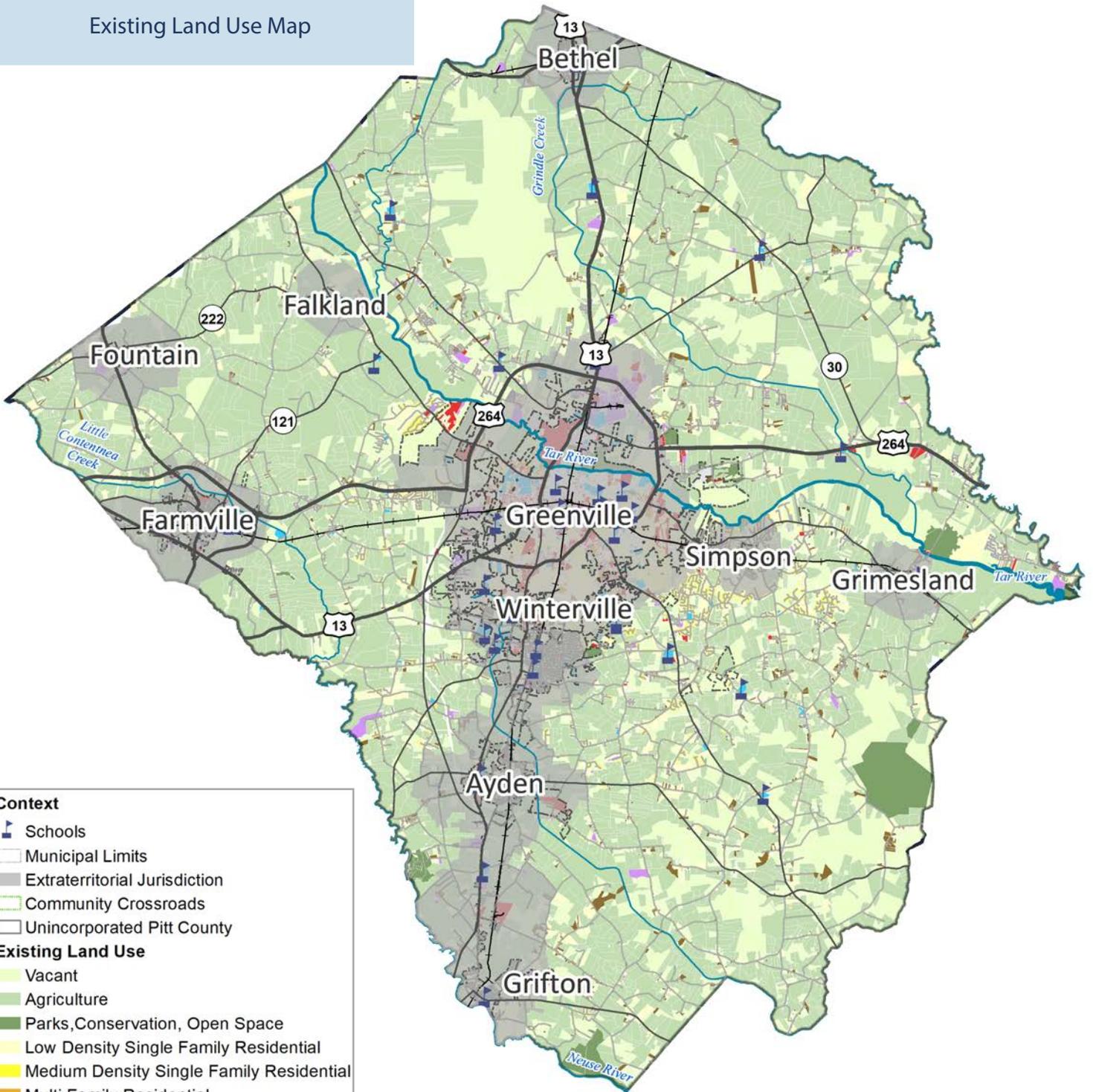
Pitt County has been experiencing residential growth, particularly in the southeast area. The majority of commercial, and industrial growth has been within the municipal limits or extraterritorial jurisdiction.

As shown in the chart below, over half of the land in the County is used for agricultural purposes (53%). Vacant parcels make up 21% of the whole county, 20% is considered residential (including low density, medium density, multi-family residential, and manufactured homes), 5% of land is used for commercial, institutional, and industrial purposes, and 1% of land is used for parks, conservation, and open space.

Existing Land Use (Area)



Existing Land Use Map



**Context**

- Schools
- Municipal Limits
- Extraterritorial Jurisdiction
- Community Crossroads
- Unincorporated Pitt County

**Existing Land Use**

- Vacant
- Agriculture
- Parks, Conservation, Open Space
- Low Density Single Family Residential
- Medium Density Single Family Residential
- Multi Family Residential
- Manufactured Homes
- Institutional
- Commercial
- Industrial
- Other



## Suitability

Suitability mapping is a method of determining the best or most likely areas for certain uses to be located. It is completed using GIS software and a user-selected set of criteria, or inputs. Based on the inputs, areas within the study area are determined to be more or less supportive of the use in question.

Each set of criteria or inputs is chosen separately based upon the type of suitability analysis. For example, when carrying out a commercial suitability analysis in GIS, higher values are assigned for areas adjacent to existing commercial uses as it is the most likely or desirable area for more commercial uses. By

layering several input values and calculating a final suitability value for every cell within a virtual grid on the map, the GIS software produces a map showing the areas where uses are either more or less likely to be located. The following pages show suitability maps for residential, commercial, and industrial uses. Suitability mapping was one input used to create the future land use map for the County. The inputs for each map are shown below.

### Residential Suitability Inputs

- Identify lands near concentrations of existing streets
- Identify lands located near existing residential development
- Identify lands near existing commercial and services
- Identify lands near schools and parks
- Identify lands not adjacent to industrial areas
- Identify lands not environmentally constrained
- Identify lands not subject to water supply watershed regulations
- Identify lands with access to utilities
- Identify lands on large parcels
- Identify lands not encroaching on agriculture

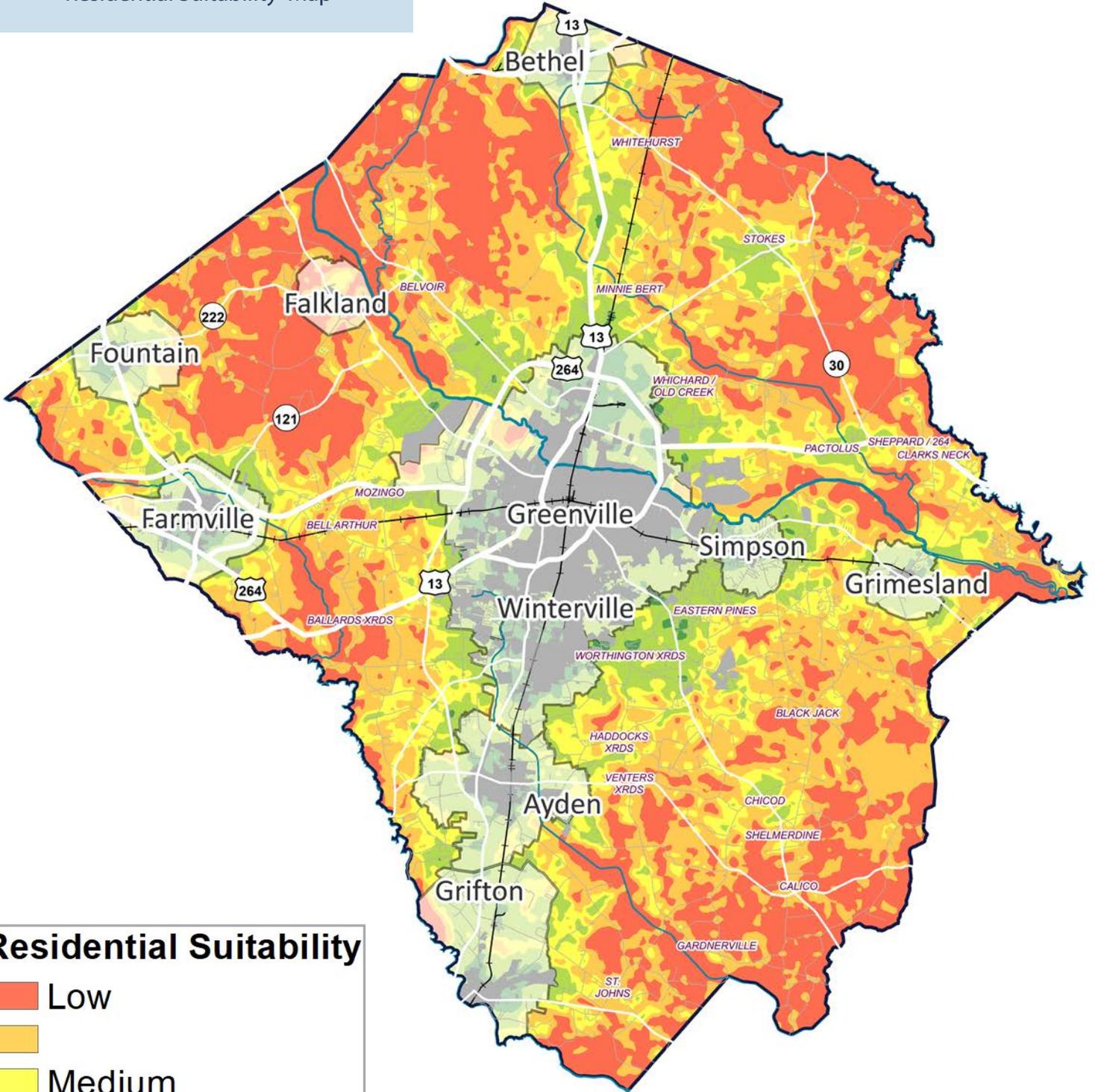
### Commercial Suitability Inputs

- Identify lands near concentrations of existing residential development
- Identify lands near existing commercial and services
- Identify lands near crossroads communities
- Identify lands adjacent to accessible high traffic roadways
- Identify lands not environmentally constrained

### Industrial Suitability Inputs

- Identify lands not proximal to incompatible residential uses
- Identify lands proximal to existing industrial land uses
- Identify lands proximal to four lane roads
- Identify lands proximal to railroads
- Identify lands proximal to Interstate exits
- Identify lands with access to utilities
- Identify lands not environmentally constrained
- Identify lands on large parcels

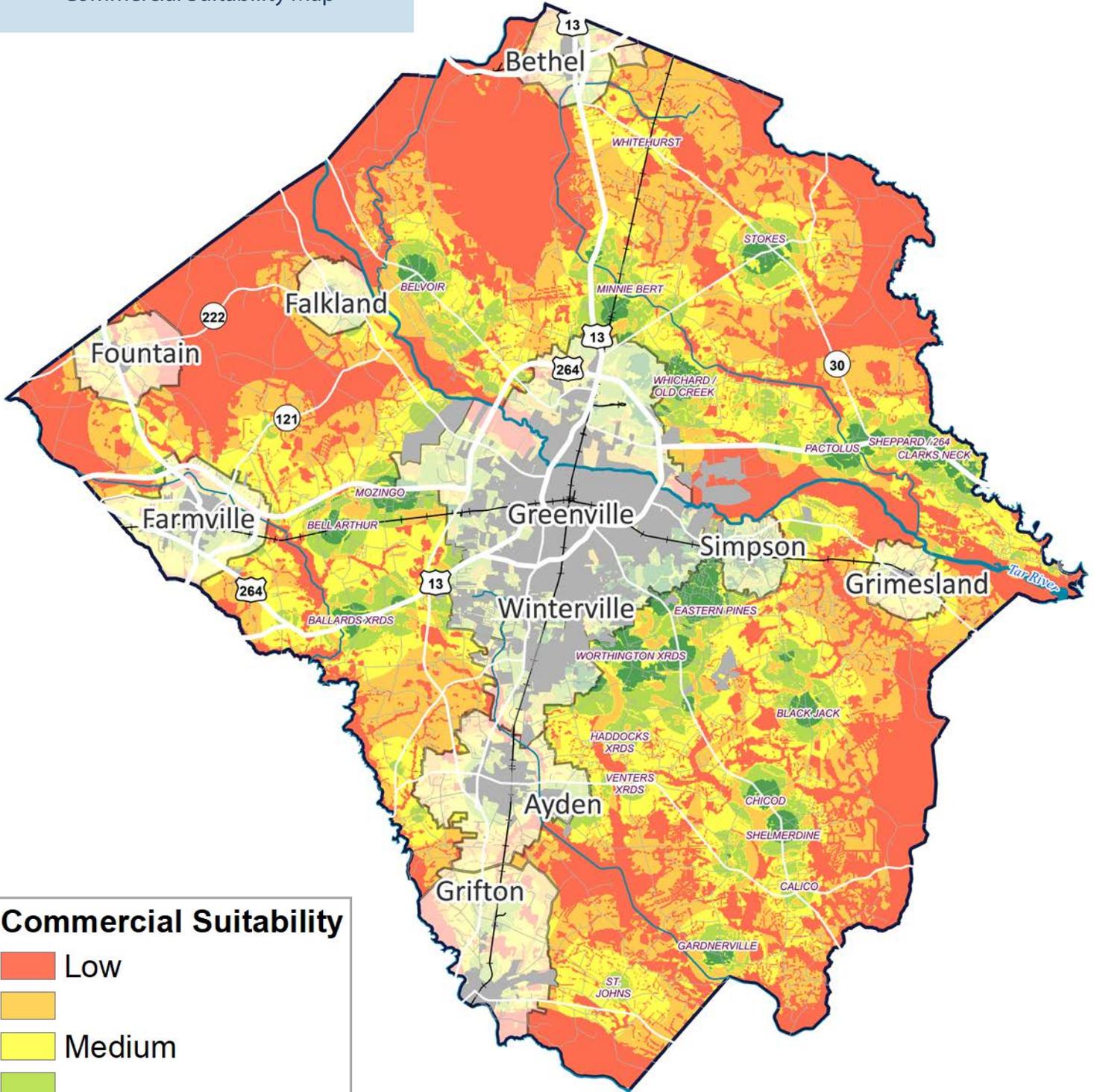
Residential Suitability Map



**Residential Suitability**

- Low
- Medium
- High

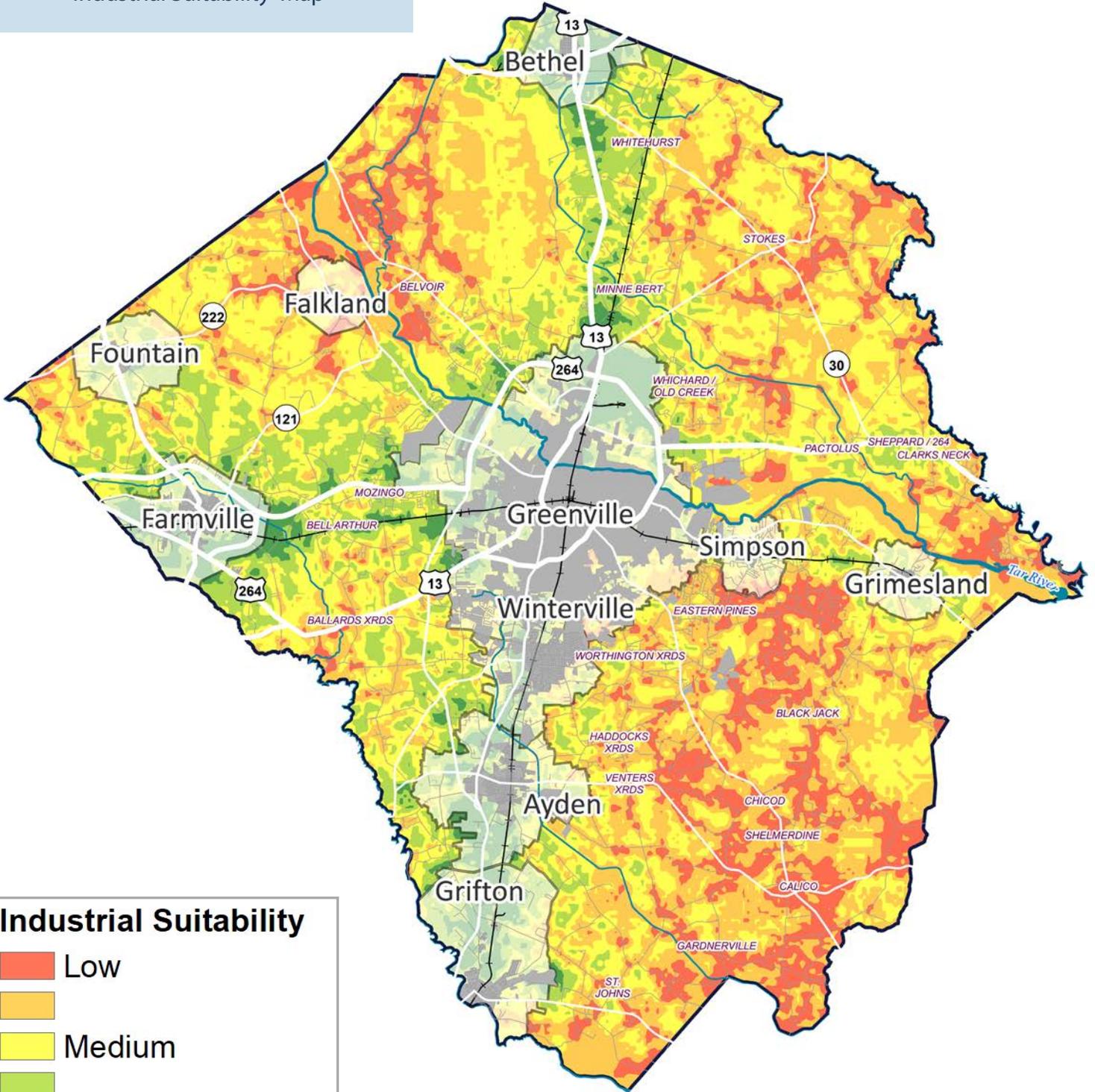
## Commercial Suitability Map



### Commercial Suitability

- Low
- Medium
- High

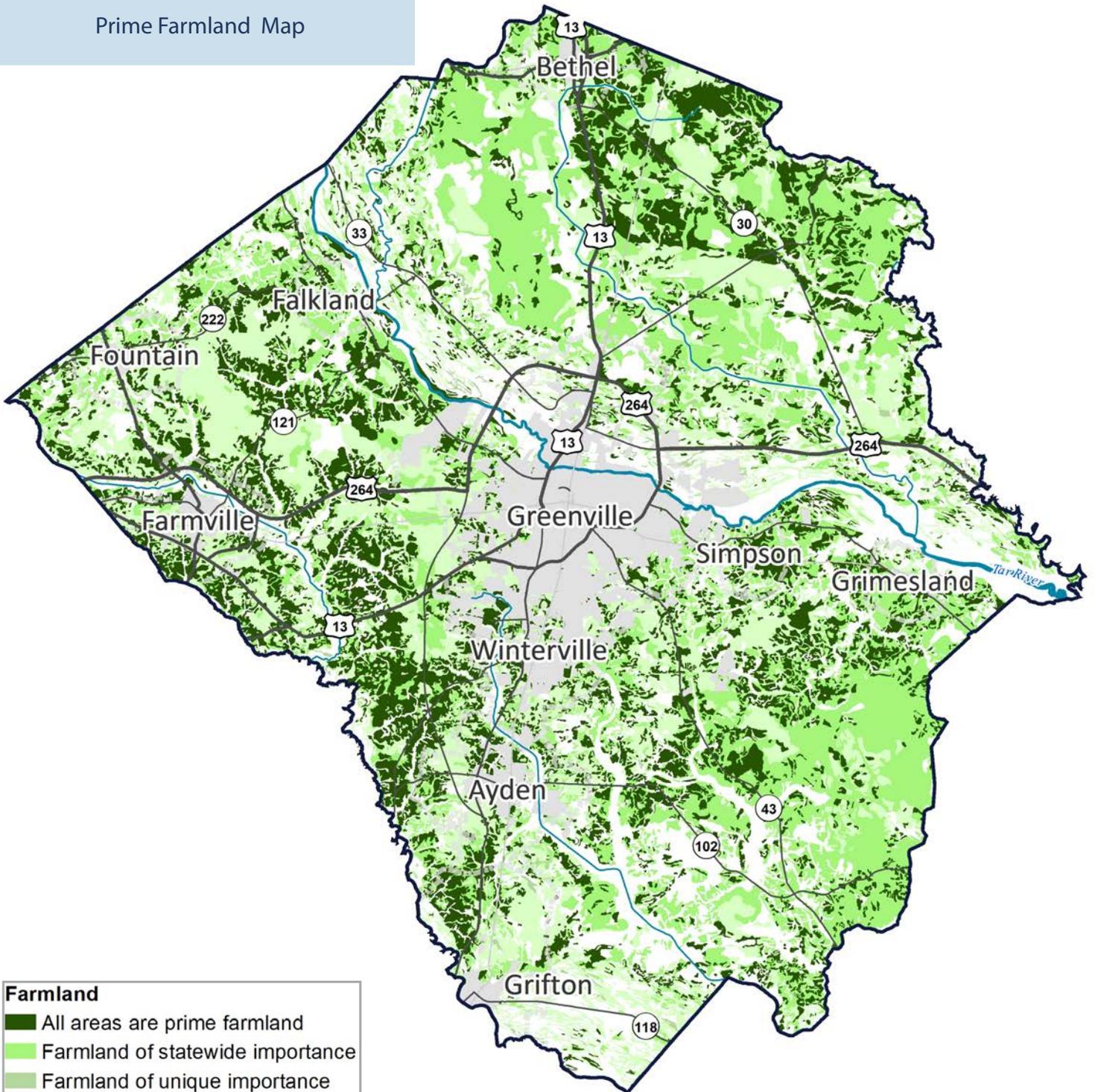
Industrial Suitability Map



**Industrial Suitability**

- Low
- Medium
- High
- High

Prime Farmland Map



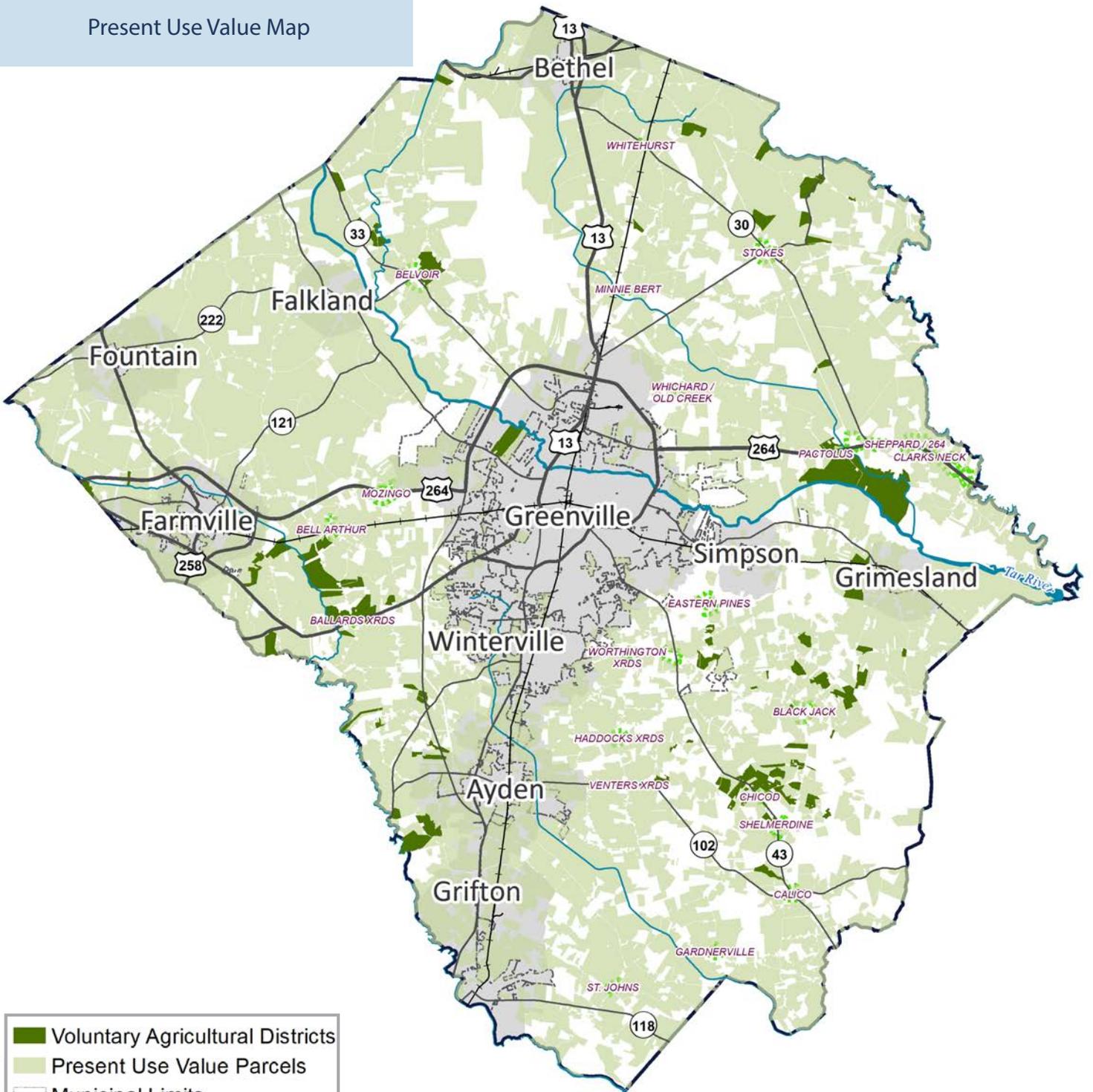
**Farmland**

- All areas are prime farmland
- Farmland of statewide importance
- Farmland of unique importance
- Prime farmland if drained
- Not prime farmland
- Municipalities
- Extraterritorial Jurisdiction

Definitions to identify important farmlands can be found at: <https://www.ecfr.gov/current/title-7/subtitle-B/chapter-VI/subchapter-F/part-657>



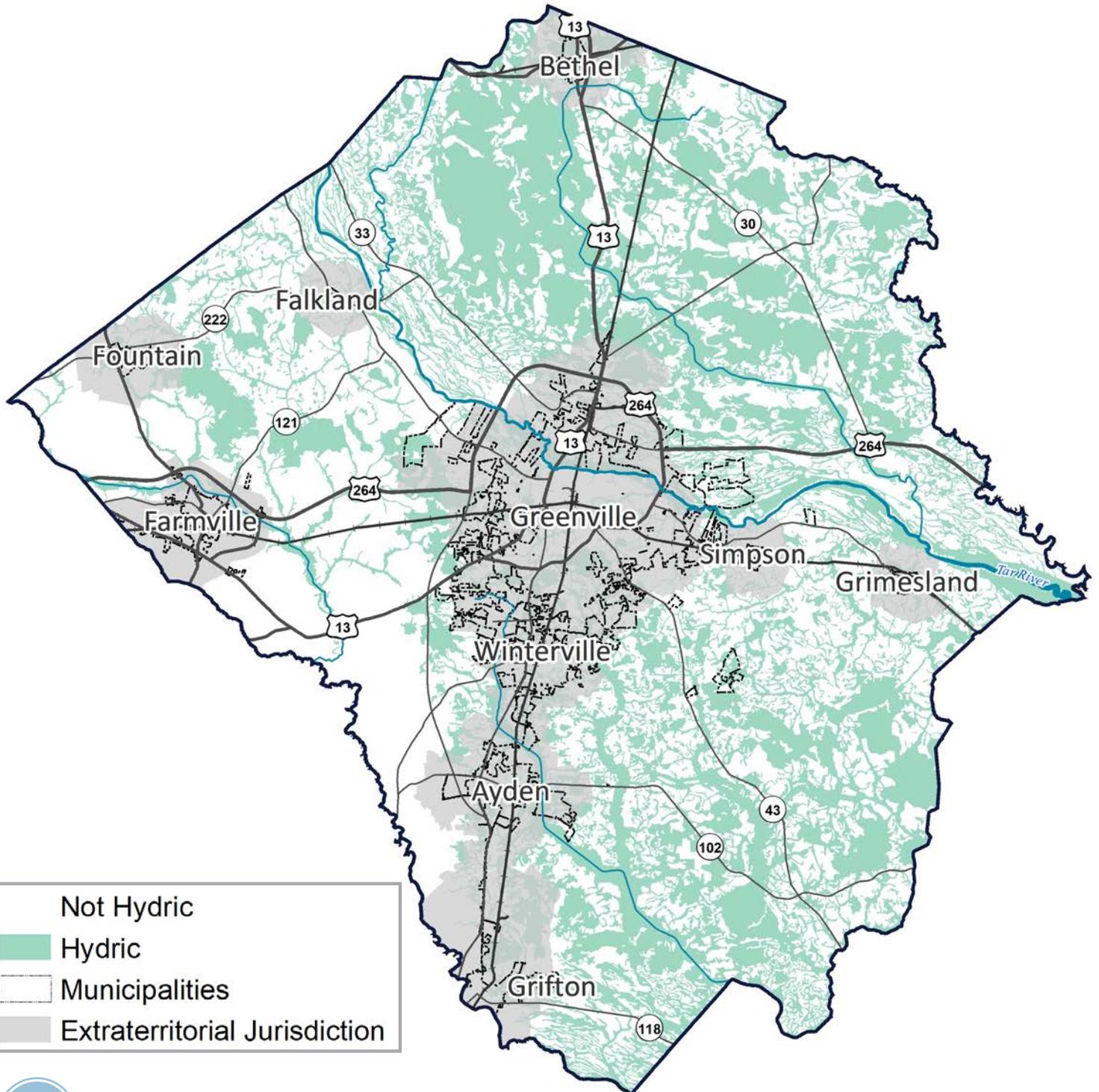
Present Use Value Map



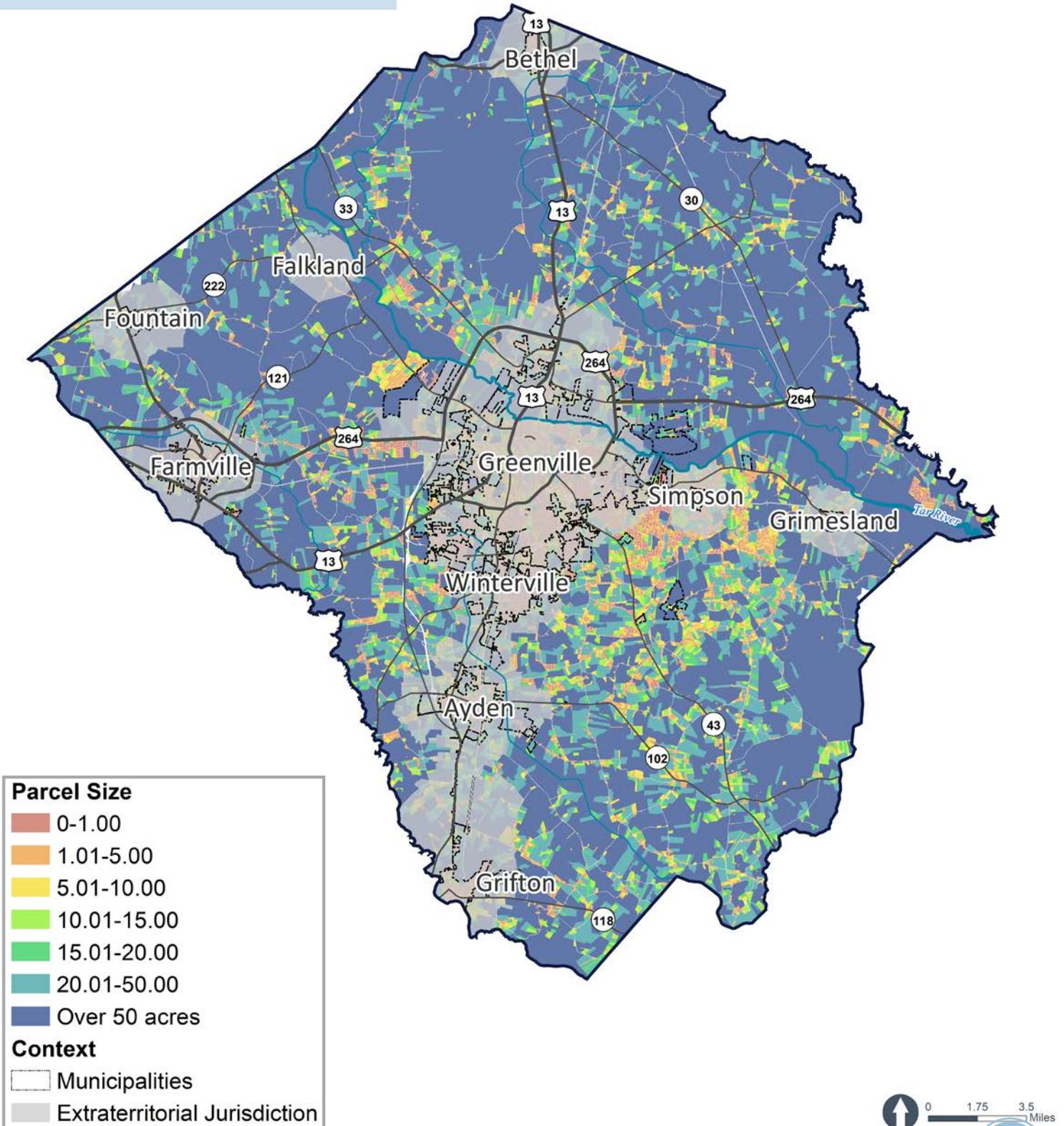
- Voluntary Agricultural Districts
- Present Use Value Parcels
- Municipal Limits
- Extraterritorial Jurisdiction
- Community Crossroads
- Unincorporated Pitt County
- Tar River



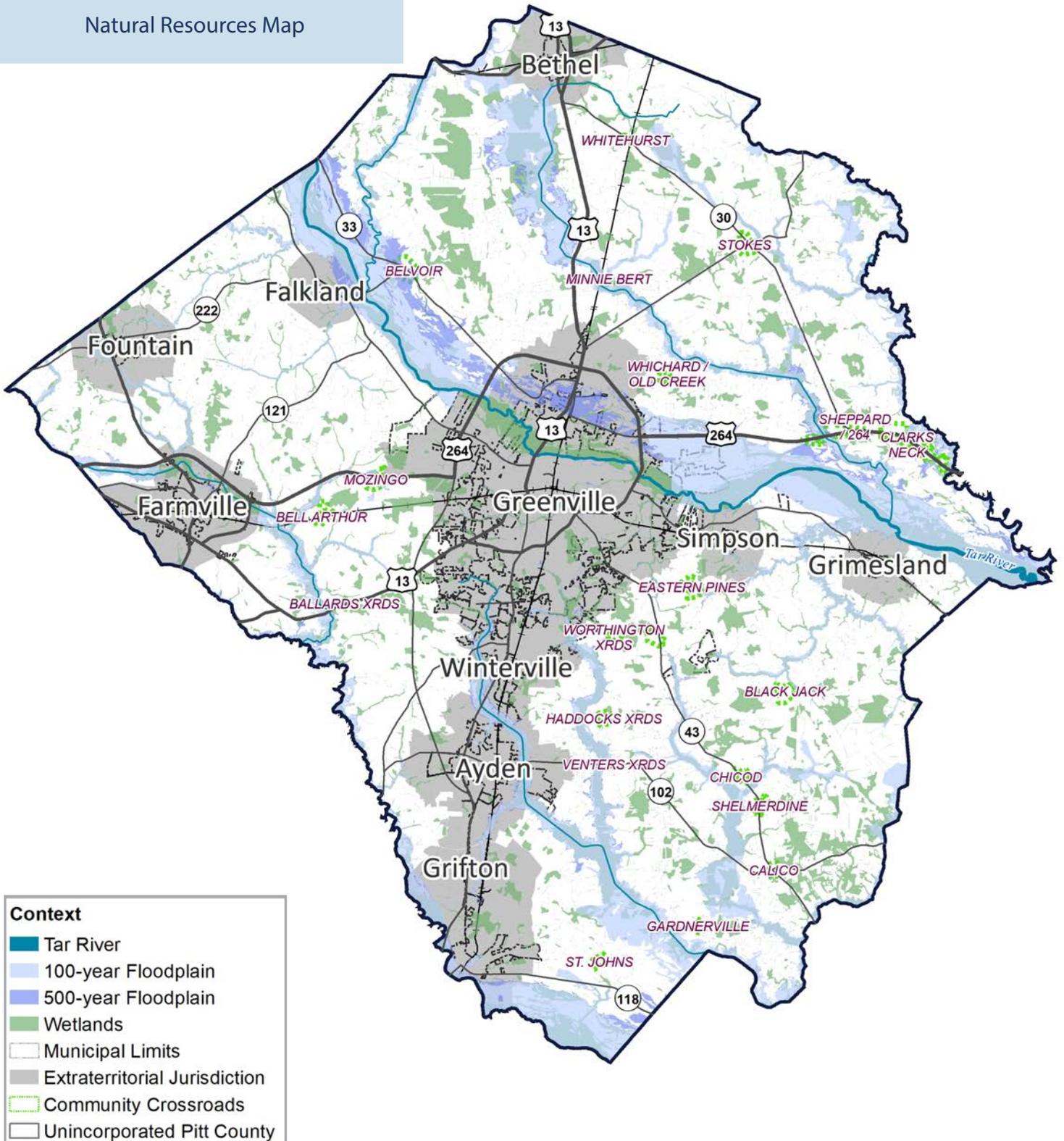
Hydric Soils Map



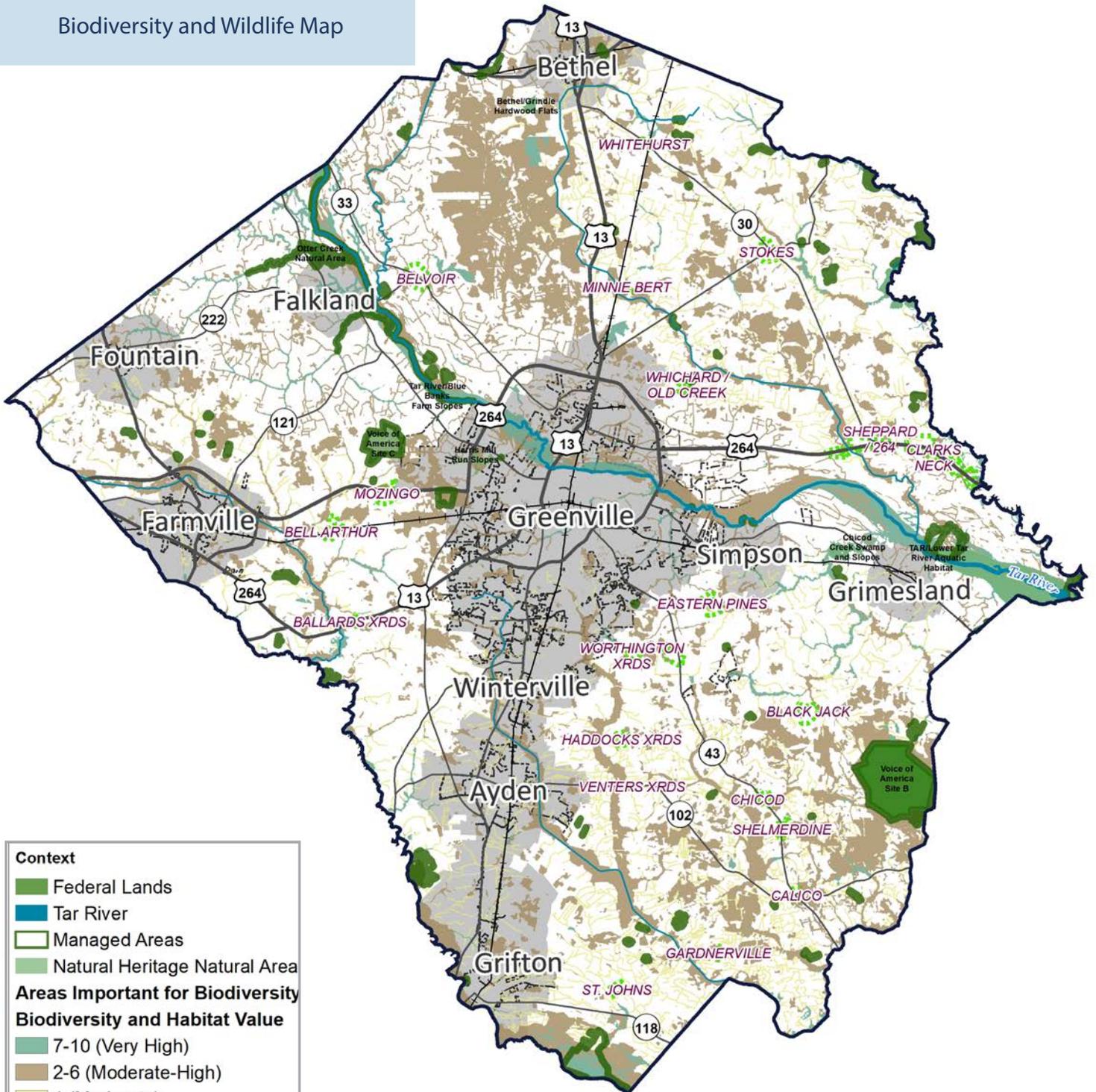
Parcel Size Map



Natural Resources Map



Biodiversity and Wildlife Map



**Context**

- Federal Lands
- Tar River
- Managed Areas
- Natural Heritage Natural Area

**Areas Important for Biodiversity and Habitat Value**

- 7-10 (Very High)
- 2-6 (Moderate-High)
- 1 (Moderate)
- 0 (Unrated)

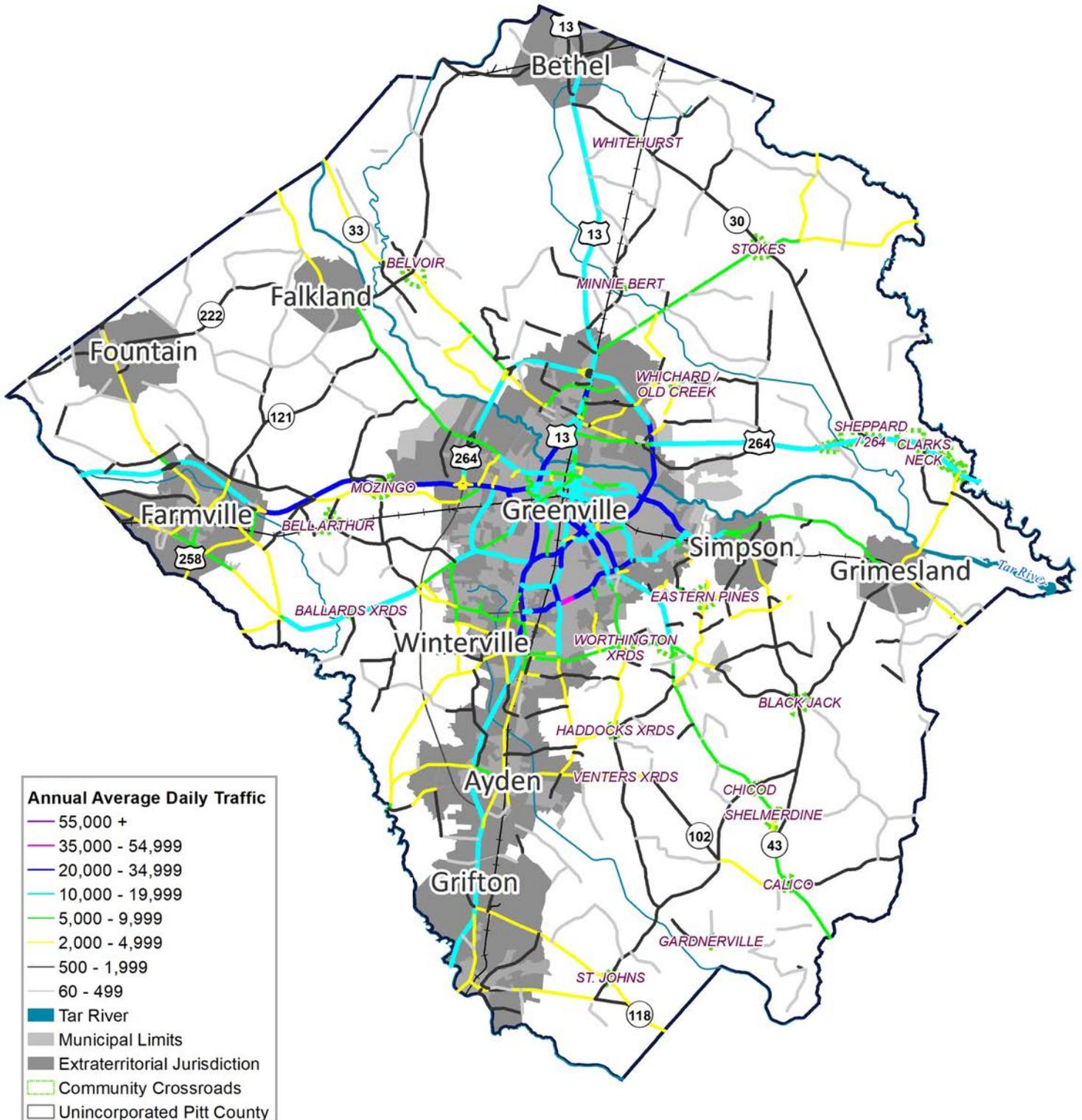
**Other Features**

- Municipal Limits
- Extraterritorial Jurisdiction
- Community Crossroads
- Pitt County

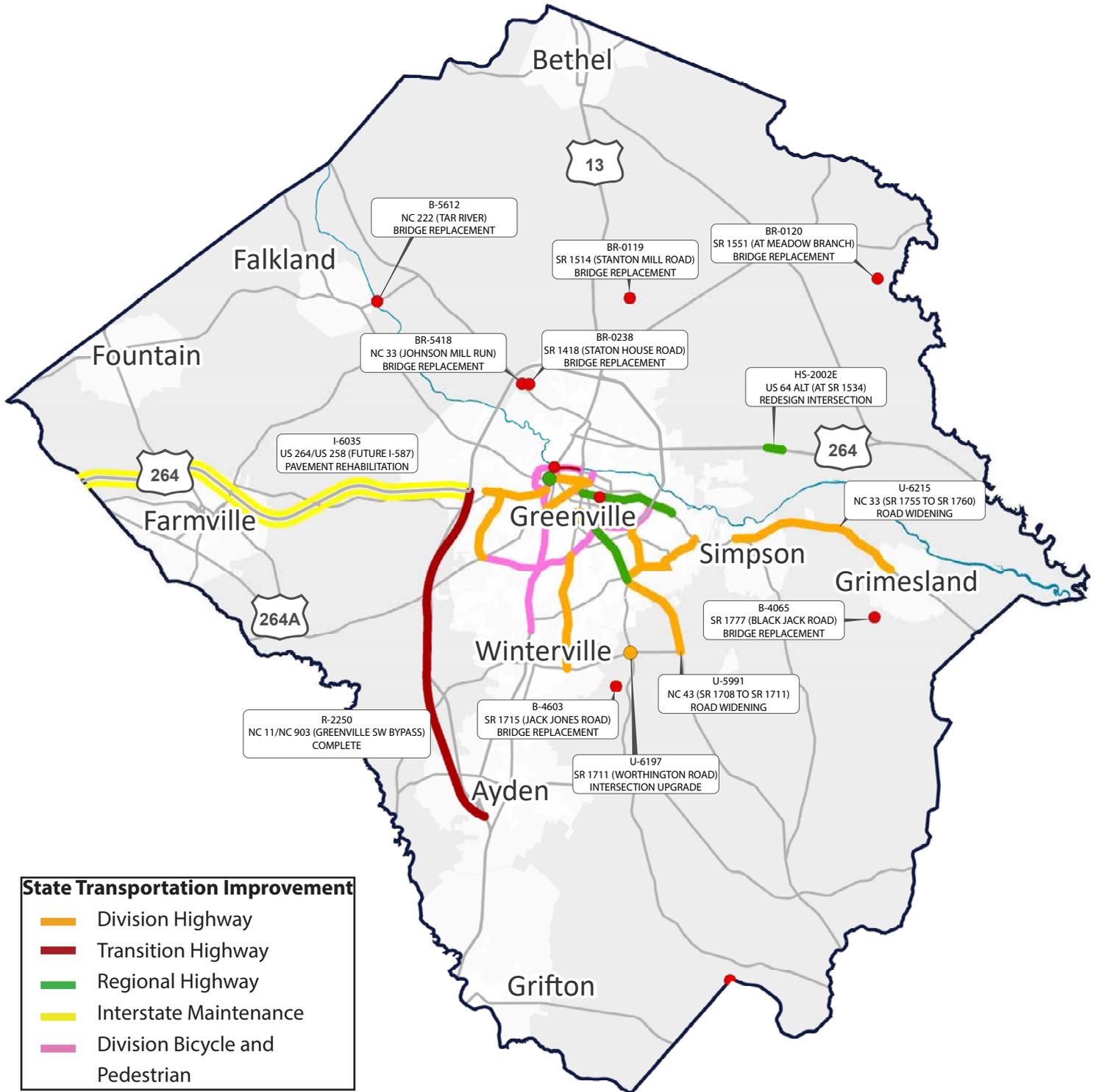


# PLAN APPENDIX

Annual Average Daily Traffic Map

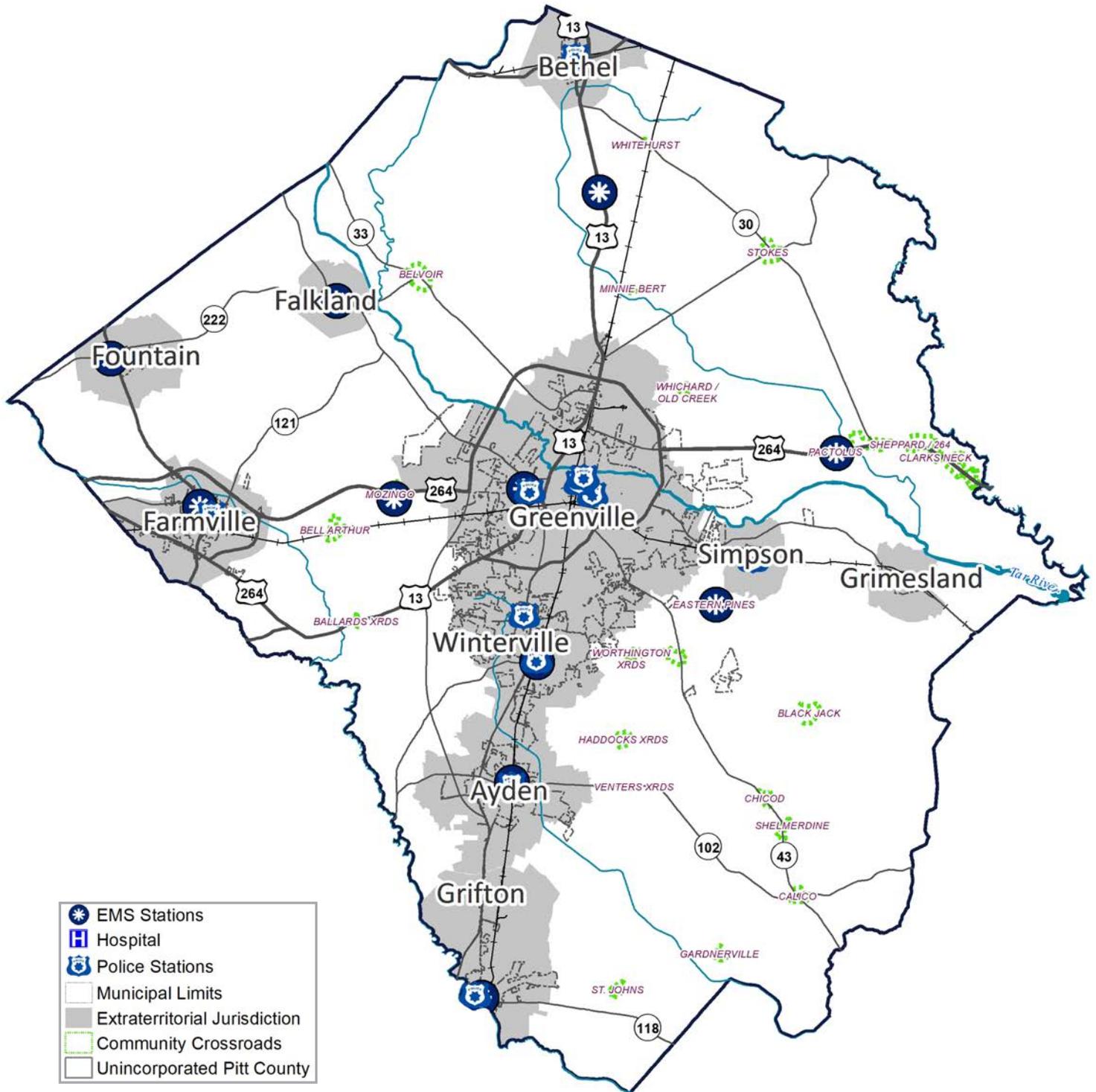


State Transportation Improvement Map

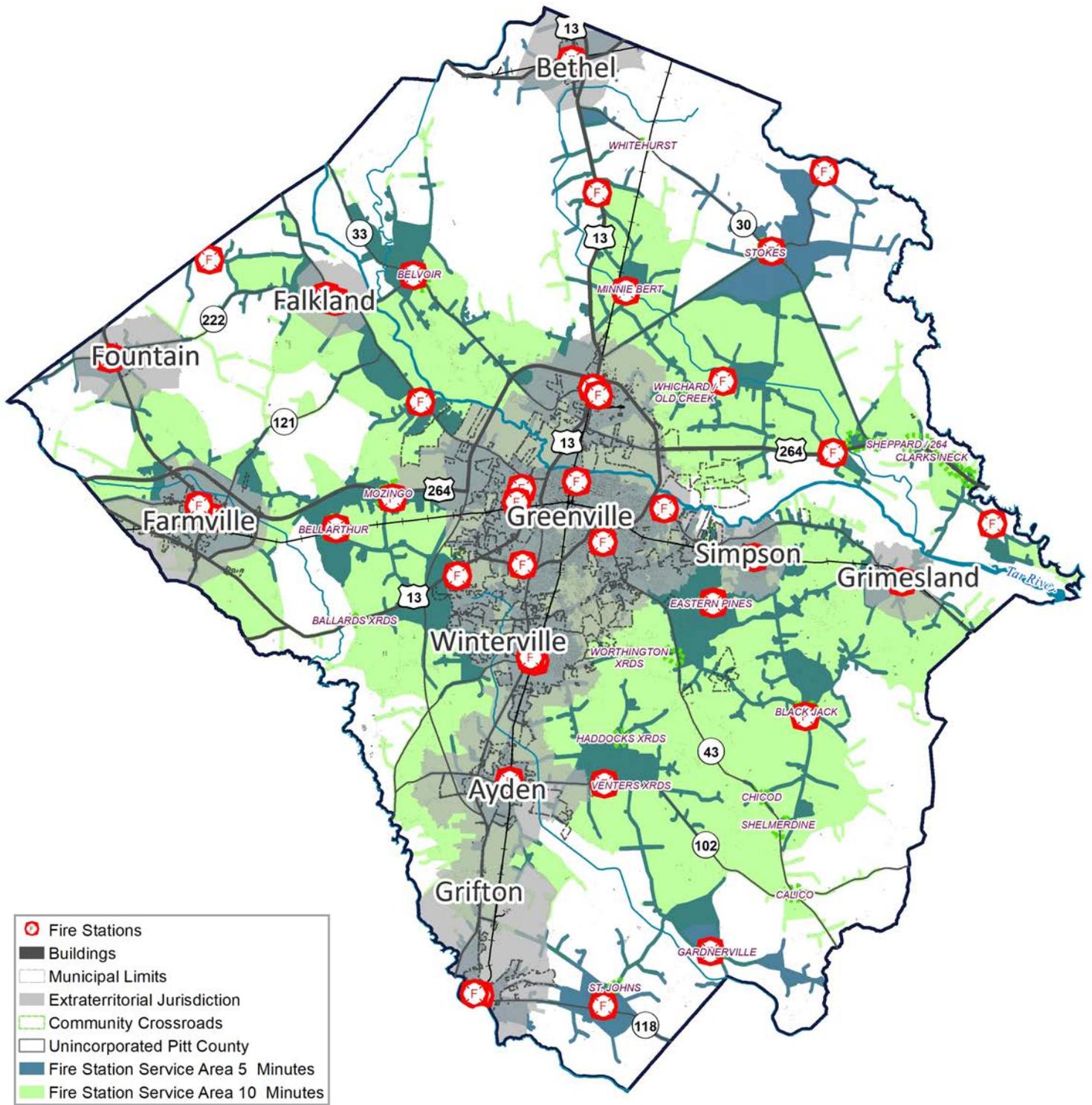


# PLAN APPENDIX

## Emergency Services Map

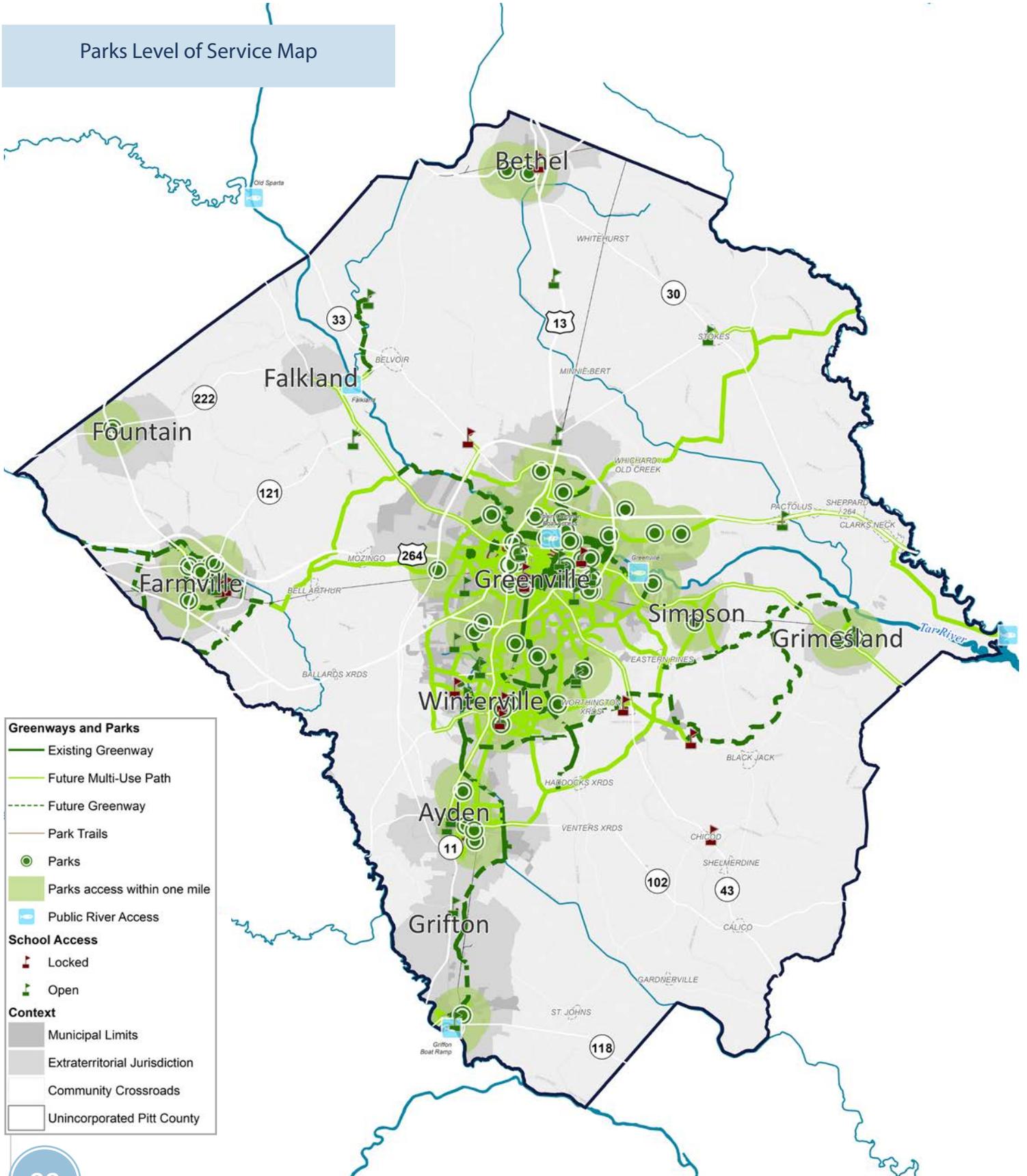


Fire Station Service Areas Map

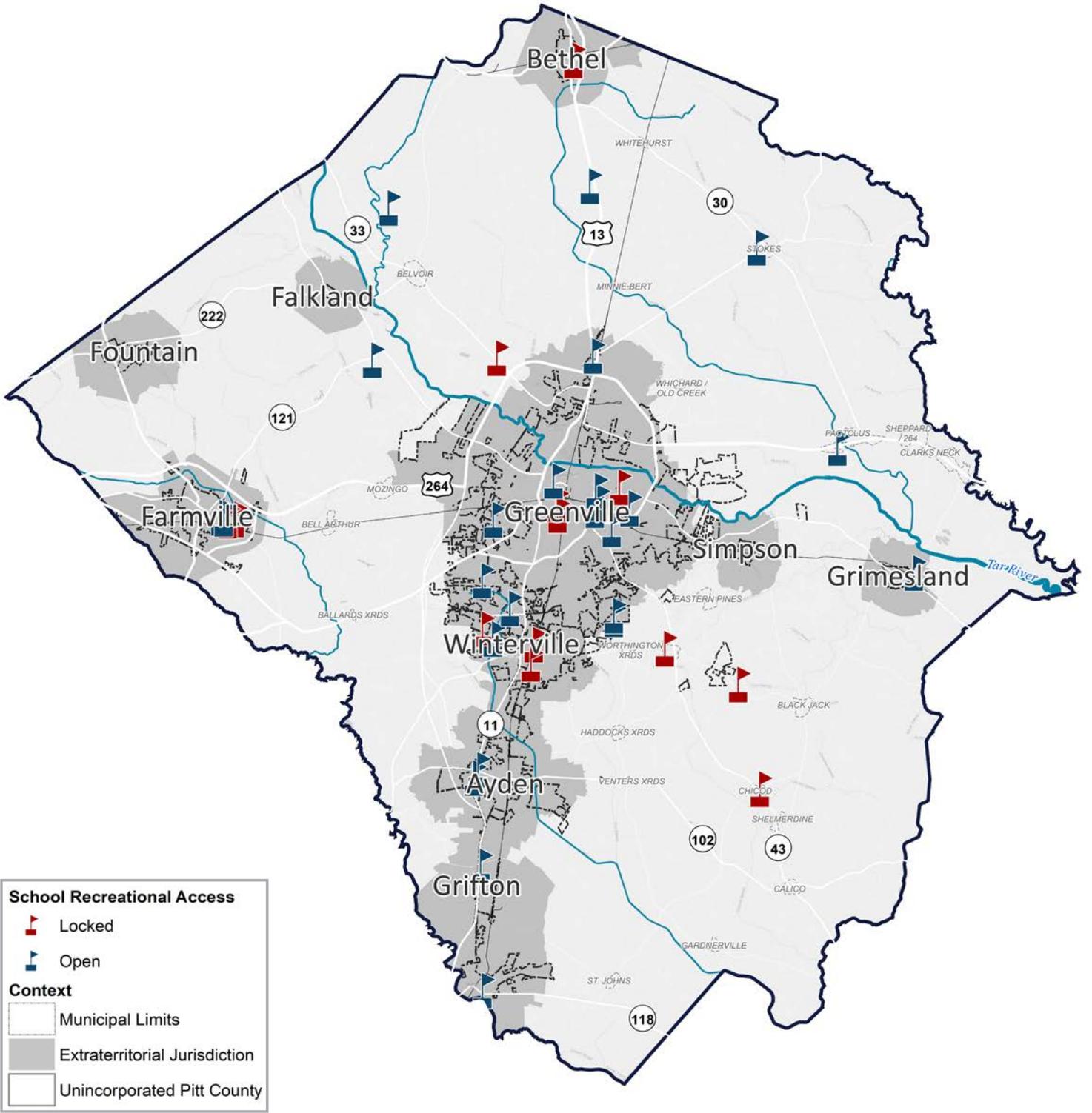


# PLAN APPENDIX

Parks Level of Service Map



Schools Recreational Facilities Map



**School Recreational Access**

- Locked
- Open

**Context**

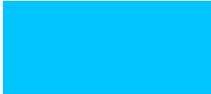
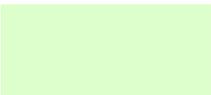
- Municipal Limits
- Extraterritorial Jurisdiction
- Unincorporated Pitt County

## Future Land Use Map

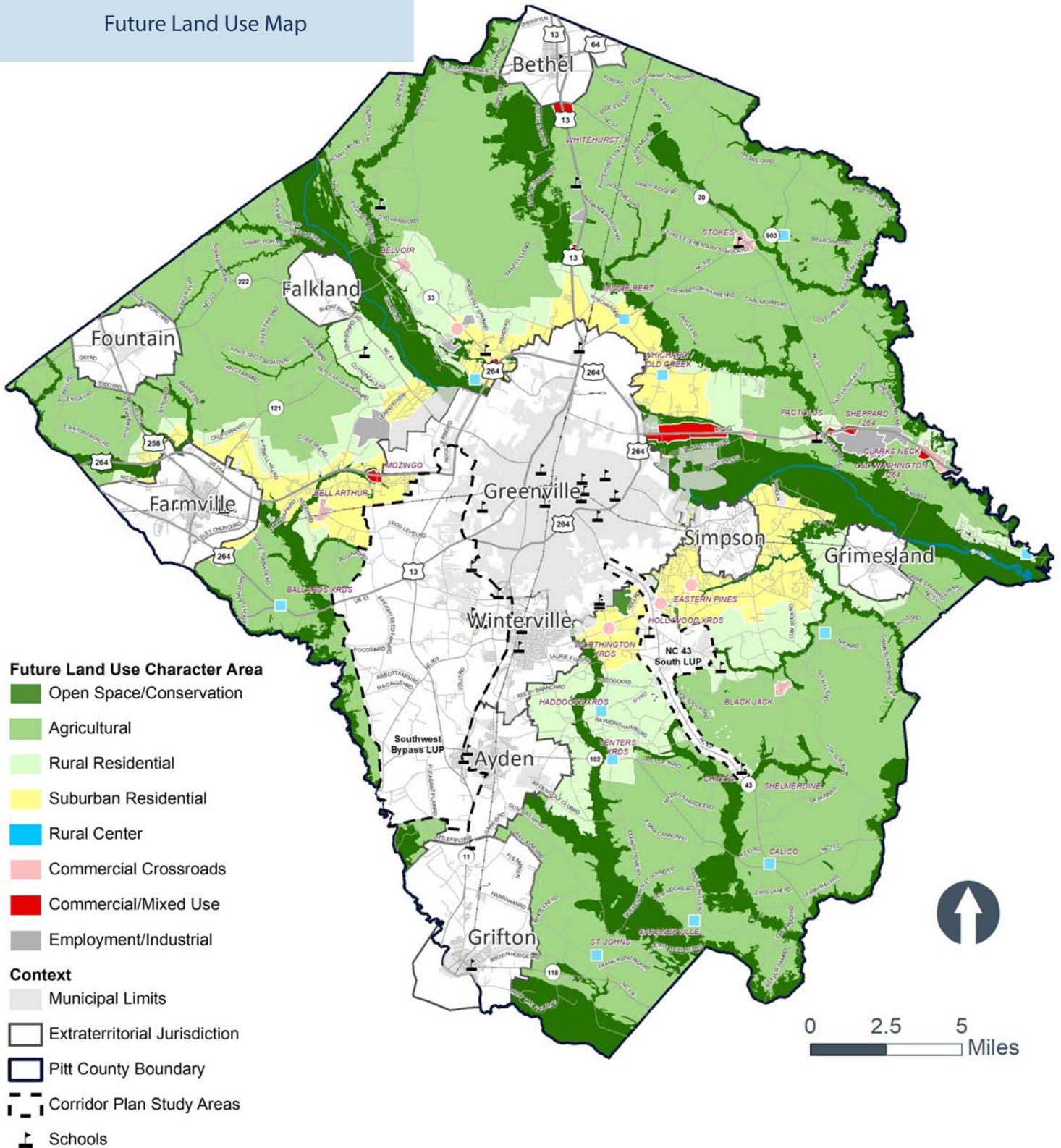
The Future Land Use Map provides general land use guidance and identifies intended development patterns and intended design, scale, and density. It is policy, not regulatory but can influence regulatory changes. The Future Land Use Map is used to influence development design, guide rezoning decisions, and infrastructure investment decisions.

The Future Land Use Map includes 8 character areas whose descriptions can be found on pages 28-31.

### FUTURE LAND USE CHARACTER AREAS

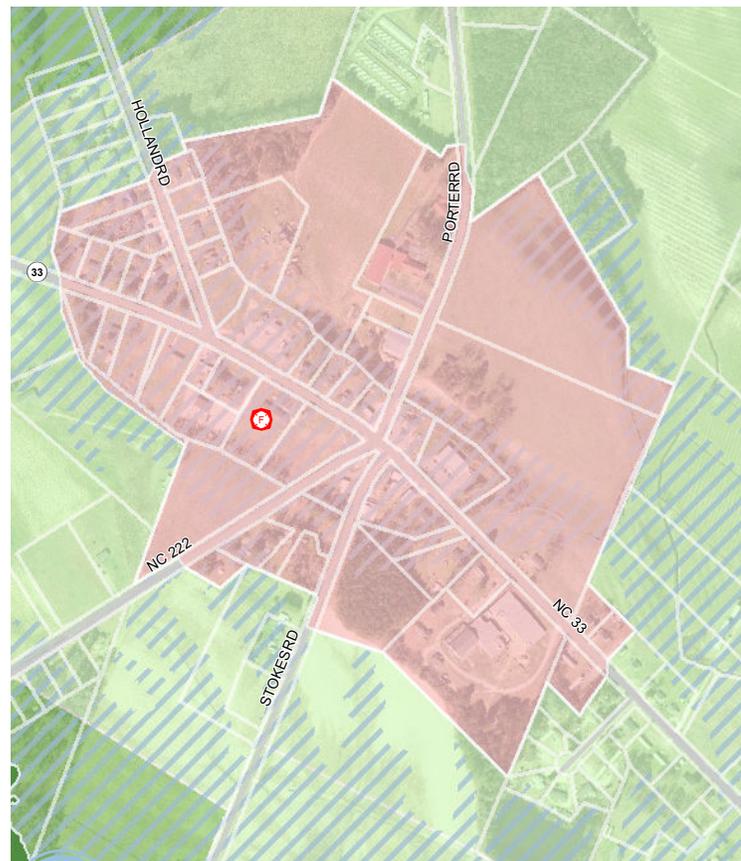
	OPEN SPACE/CONSERVATION		RURAL CENTER
	AGRICULTURAL		COMMERCIAL CROSSROADS
	RURAL RESIDENTIAL		COMMERCIAL/MIXED USE
	SUBURBAN RESIDENTIAL		EMPLOYMENT/INDUSTRIAL

Future Land Use Map



## Commercial Crossroads

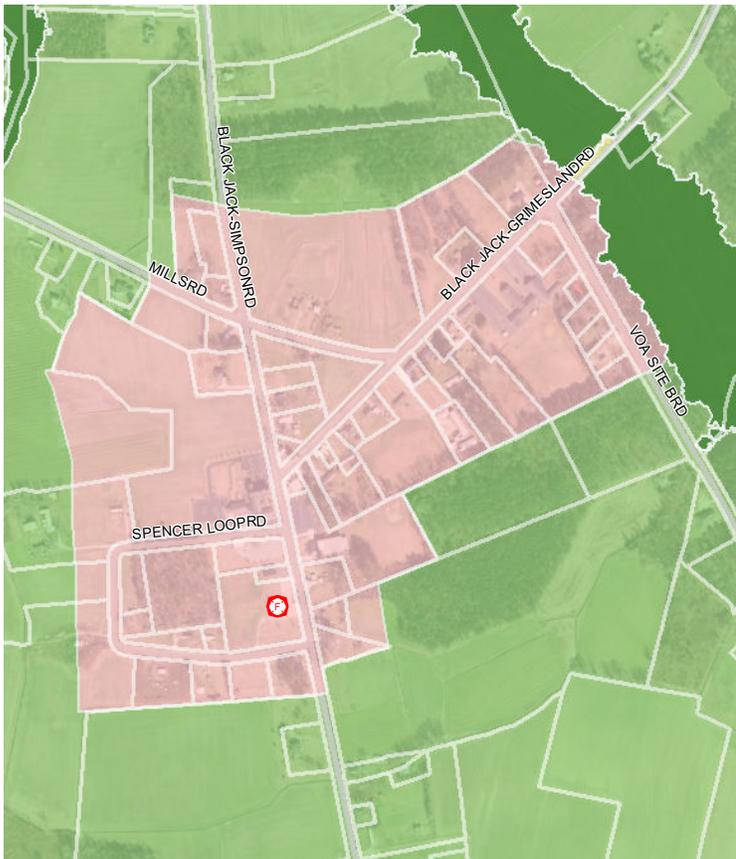
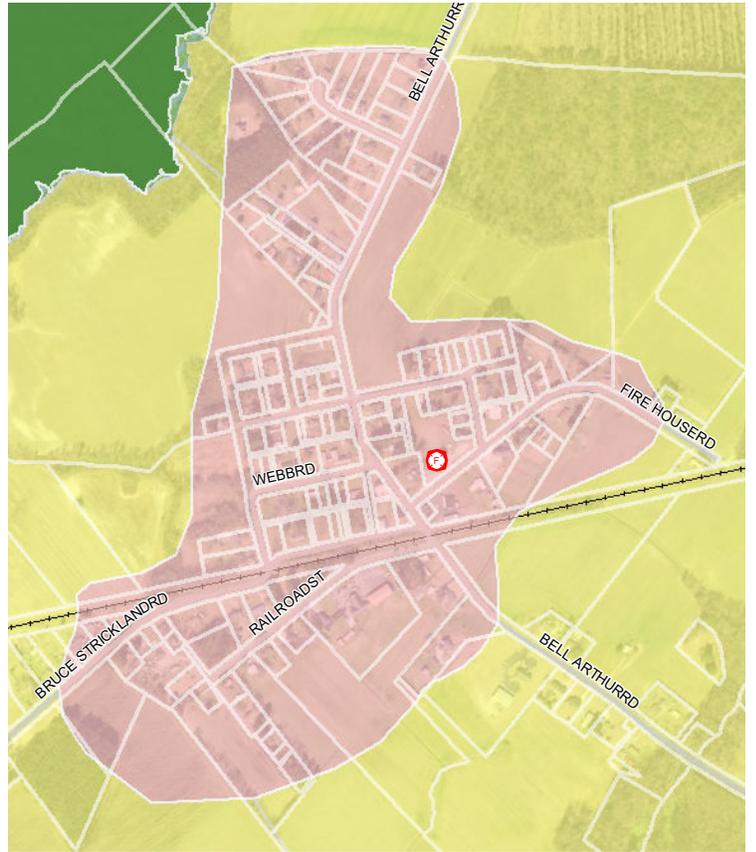
### Barrus Construction Rd / NC 33



## Belvoir

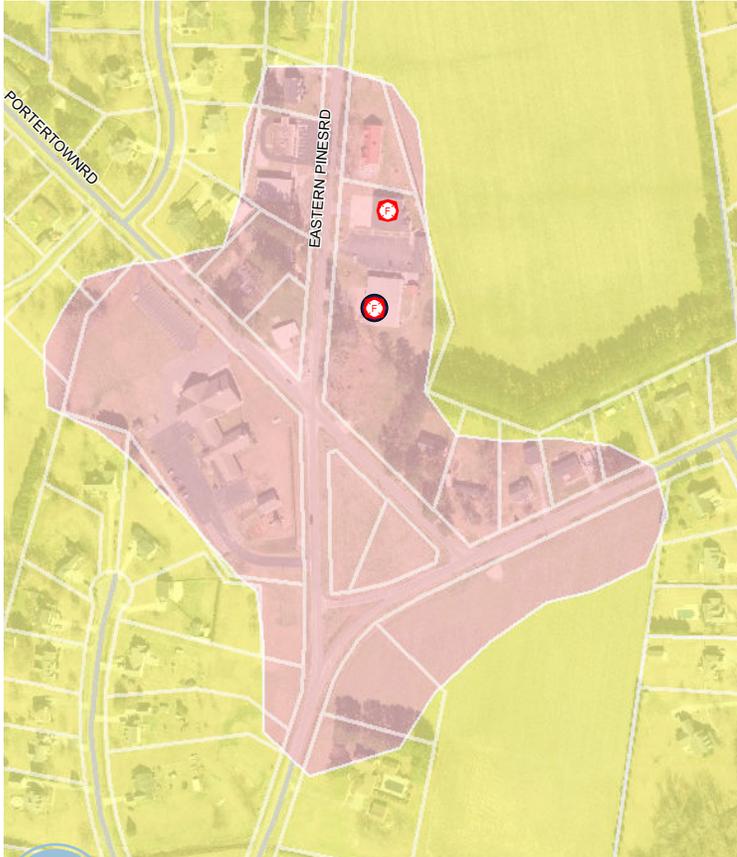
Note: Light blue hatch pattern denotes 500 year floodplain

## Bell Arthur



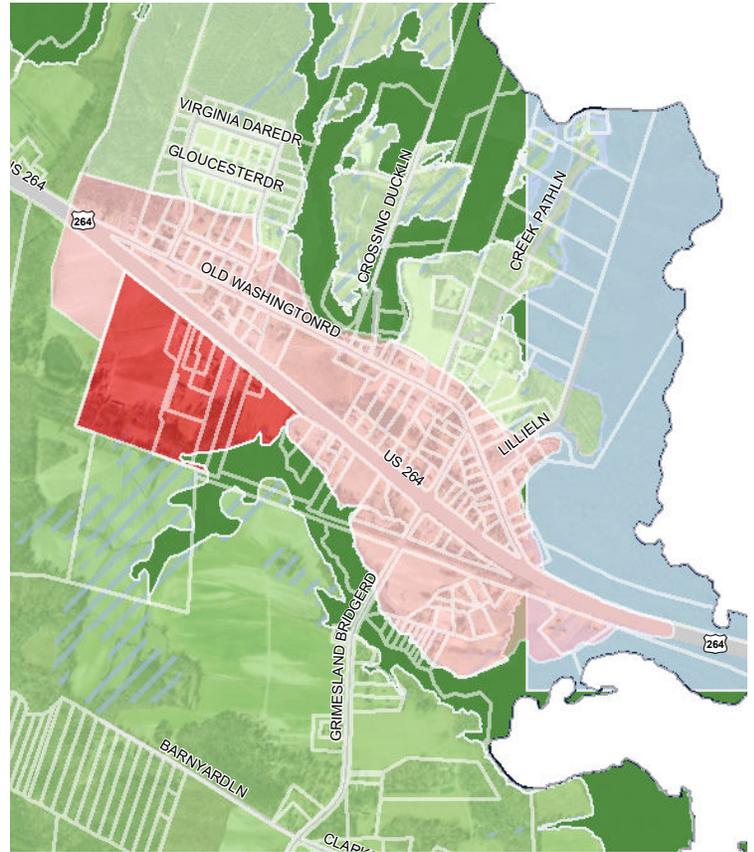
## Black Jack

## B Stokes Road / NC 43



## Eastern Pines Road and Portertown Road

### Old Washington and US 264



### Pactolus

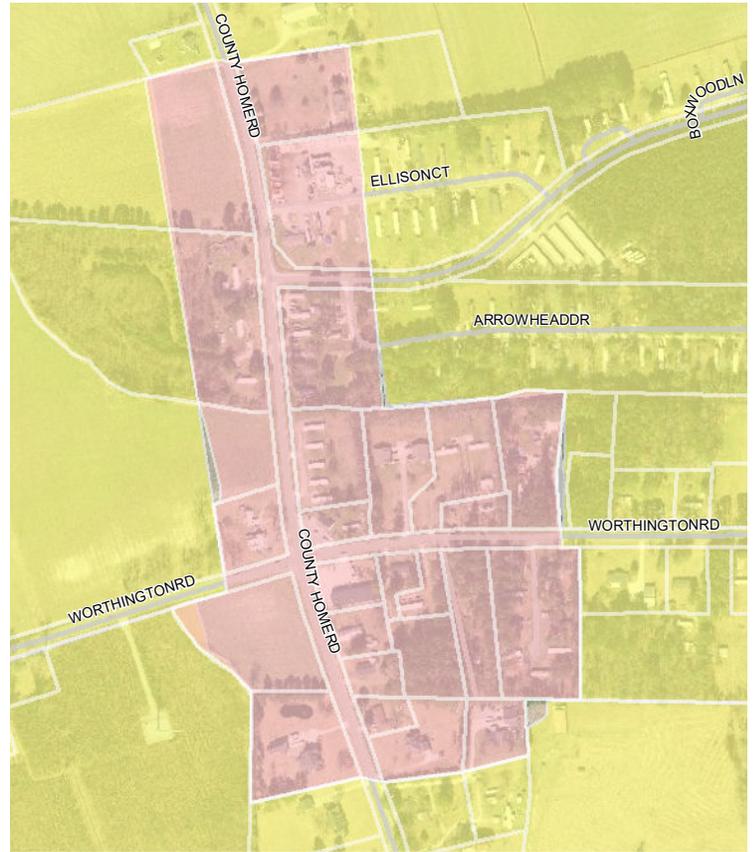
Note: Light blue hatch pattern denotes 500 year floodplain

## Stokes



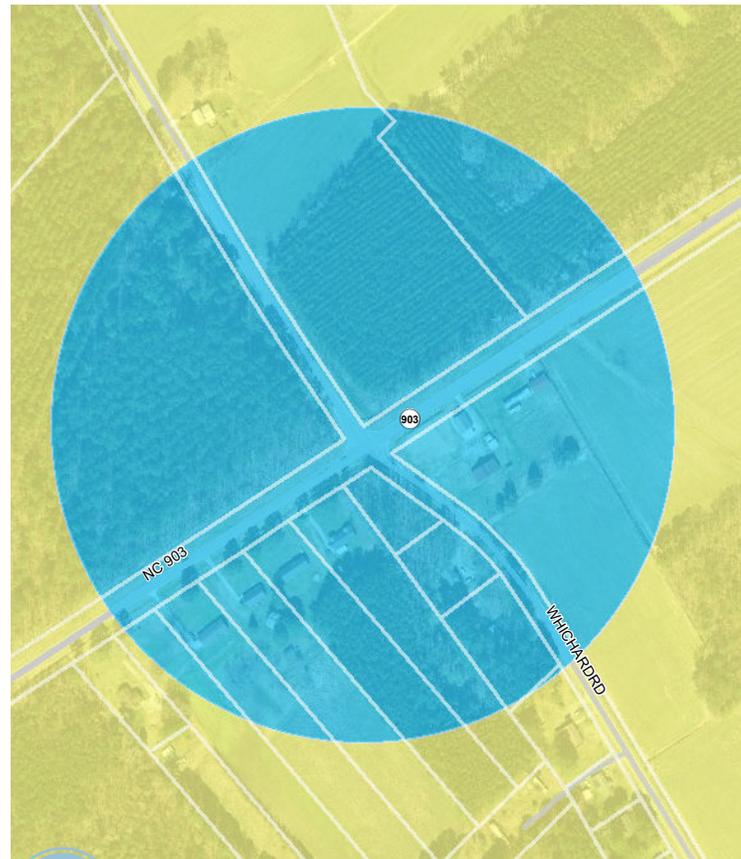
## US 264 / Old Pactolus Road

## Worthington Road / County Home Road



## Rural Centers

### NC 903 and Briery Swamp Rd Intersection

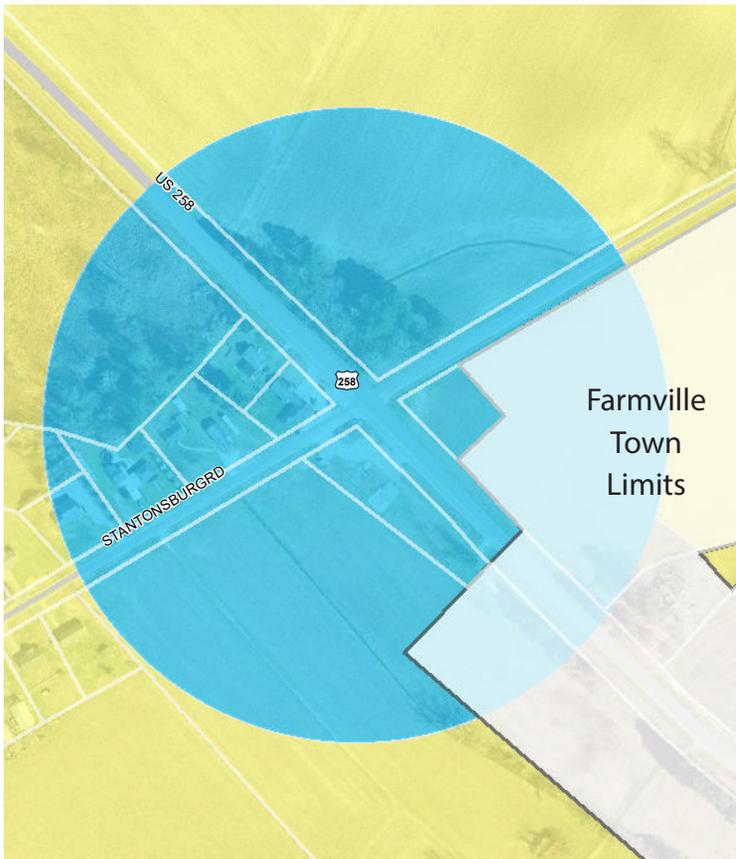


### NC 903 and Whichard Rd

### Old River Rd and Northwest Acres Dr Intersection

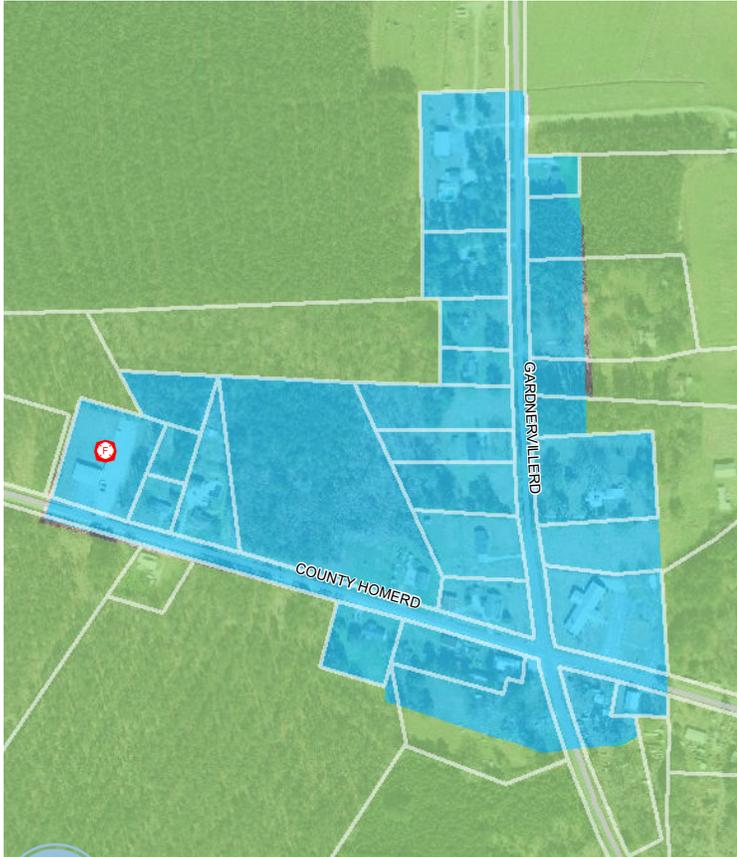


*Note: Light blue hatch pattern denotes 500 year floodplain*



### Stantonsburg Rd and NC 258 Intersection

## St. Johns

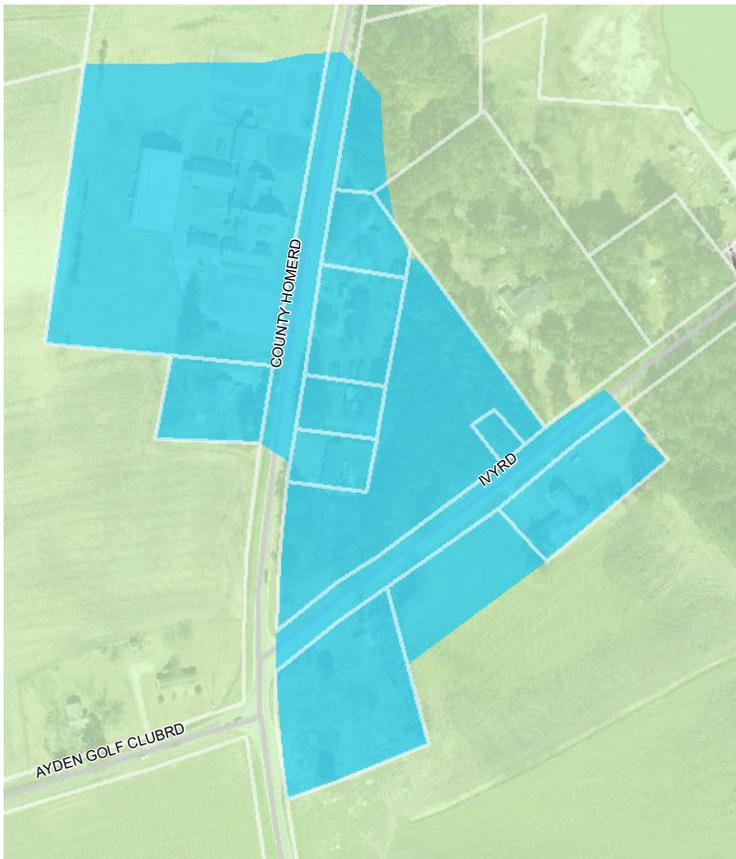


## Gardnerville

## Venters Crossroads

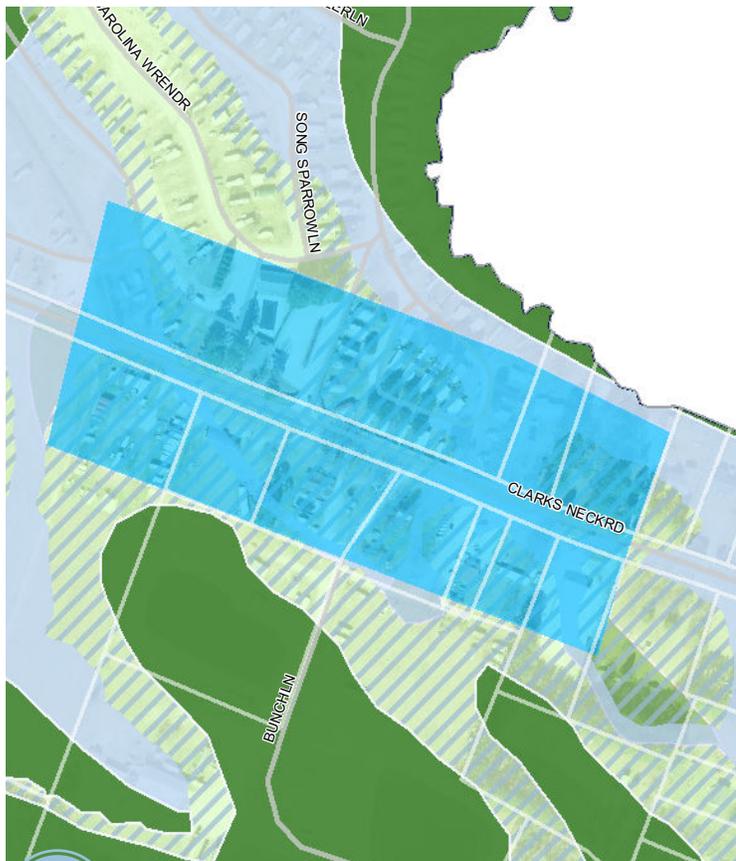


*Note: Light blue hatch pattern denotes 500 year floodplain*



## Haddocks Crossroads

## J.C. Galloway Rd and Black Jack-Grimesland Rd Intersection



## Tranter's Creek

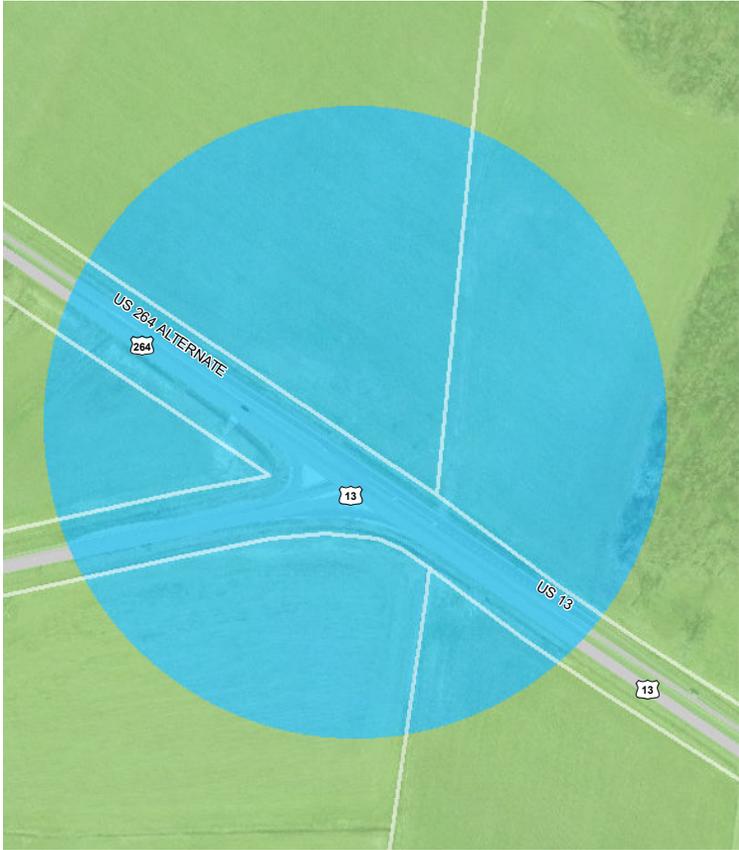
*Note: Light blue hatch pattern denotes 500 year floodplain*

## Whichard Road / Old Creek Road



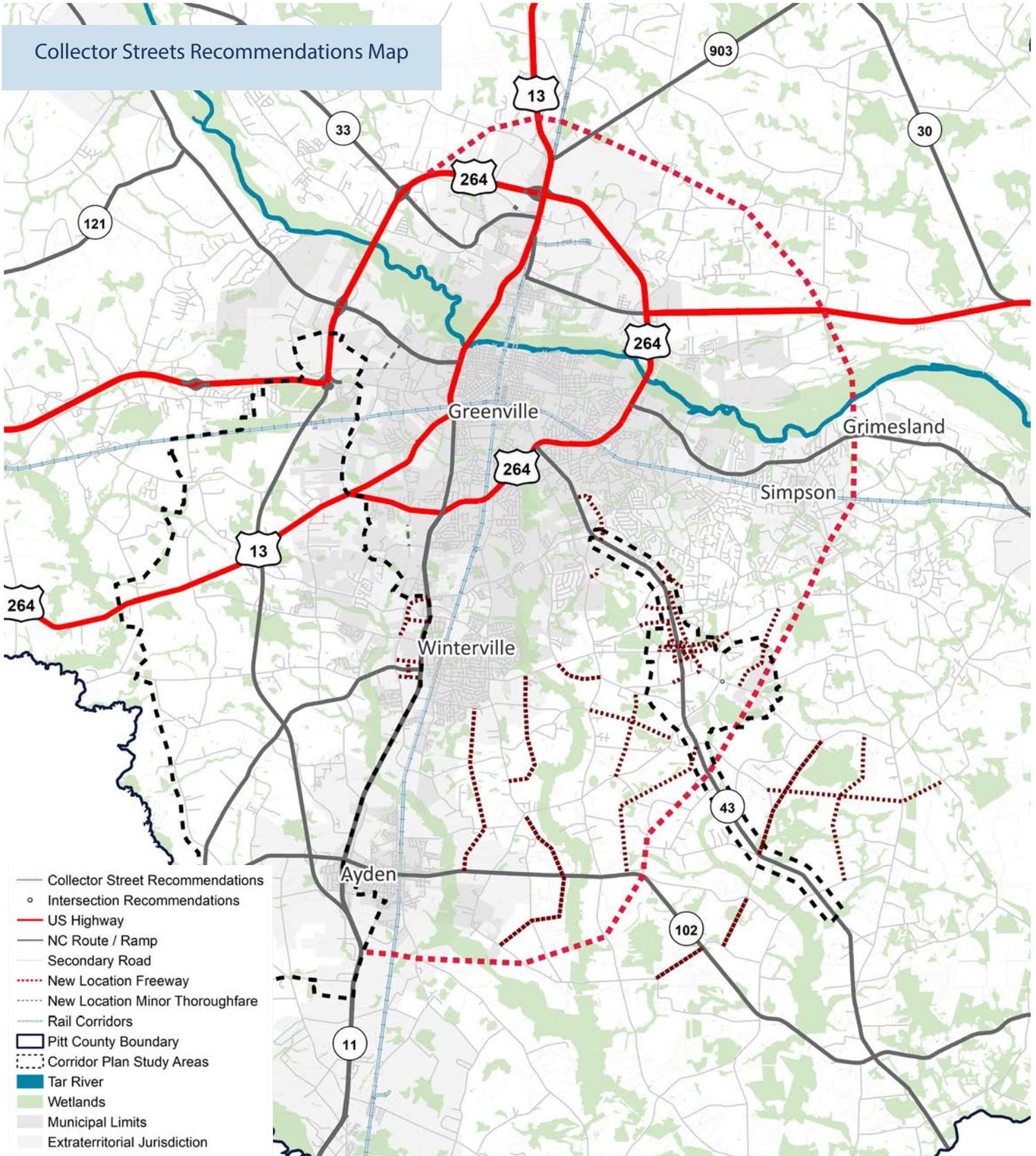
## Calico

## US 13 / Moye Turnage Road





Collector Streets Recommendations Map



## Overview of Transportation Recommendations

The Pitt County Comprehensive Transportation Plan (CTP) provides specific recommendations for transportation-related improvements within the County. The recommendations provided in this chapter are intended to build upon the recommendations in the CTP, as well as projects included in the North Carolina Statewide Transportation Program (STIP). These recommendations may be combined with the CTP recommendations based on the vicinity and scope of the project.

The recommendations are divided into four categories

### 1. Collector Street Recommendations

These recommendations include collector streets that should be required in development-prone areas to provide better connectivity. These streets should be constructed as development occurs, and should be incorporated into the subdivision design with a limited number of driveways accessing the collector streets.

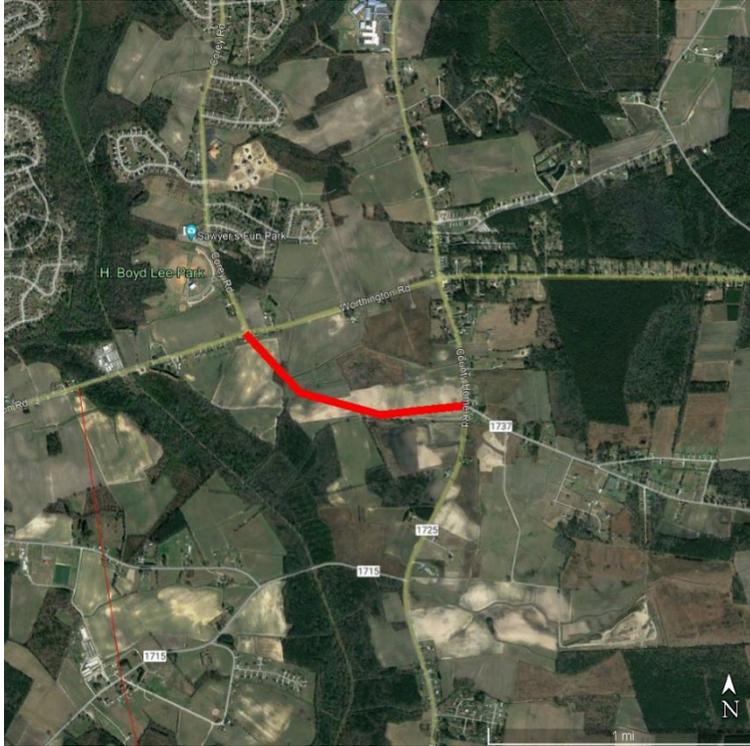
### 2. Intersection Improvement Recommendations

These recommendations include improvements at intersection locations which may encounter higher traffic volumes as development occurs in the County.

### 3. Transit Recommendations

These include recommendations for inter-municipal transit services in under-served areas that were identified during the public engagement process. These recommendations are supported by demographic data which shows high proportions of zero- and one-car households in these areas.

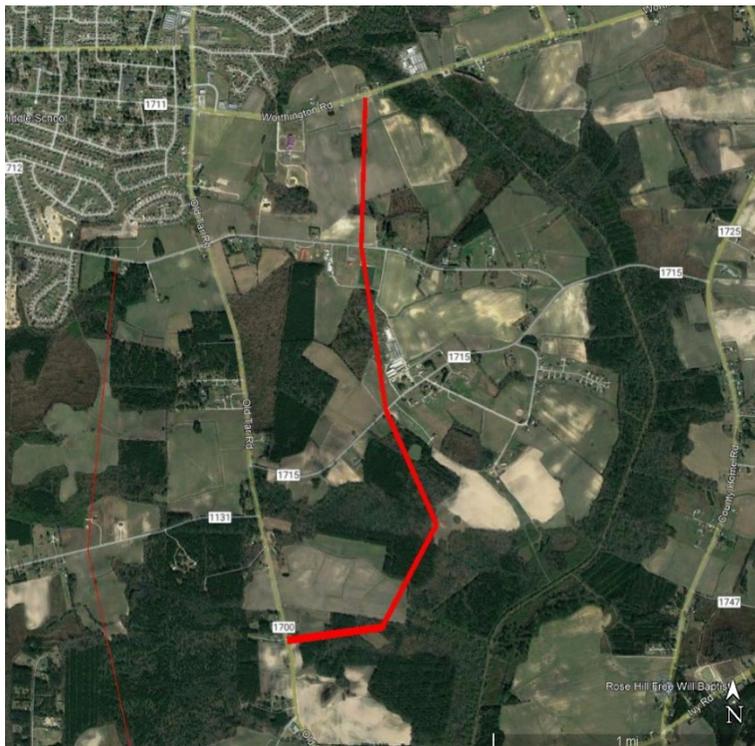




### Collector Street # 2

**Location:** From Worthington Road (near Corey Road) to the intersection of County Home Road and Edwards Farm Road.

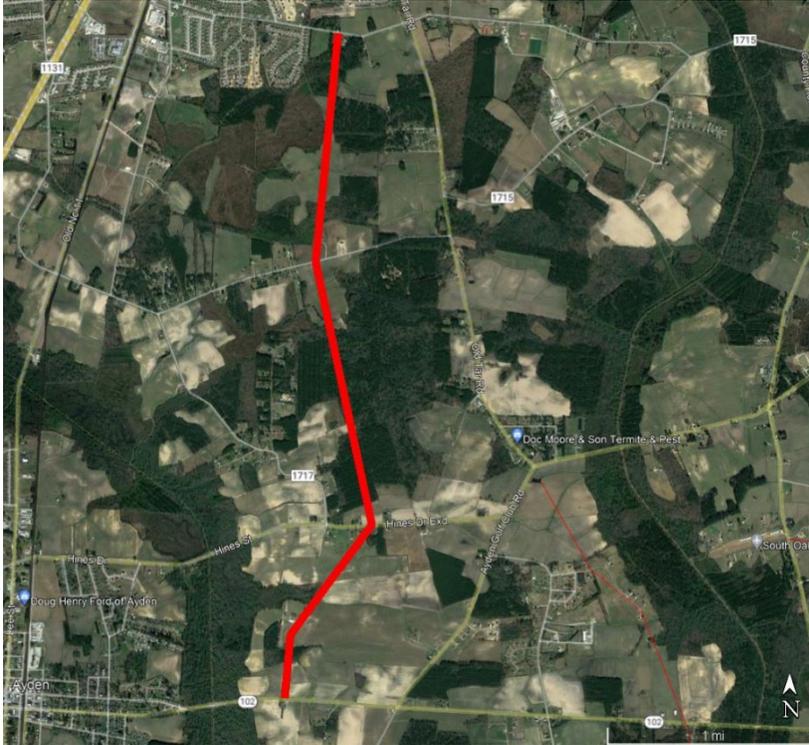
**Justification:** To provide a connection to relieve the intersection of County Home Road and Worthington Road and to subdivide the mega-block between Worthington Road, County Home Road, and Fox Swamp.



### Collector Street # 3

**Location:** From Worthington Road (between Christ Covenant School and G&N Mini Storage) through Laurie Ellis Road and Jack Jones Road to Old Tar Road (near Pauline Lane)

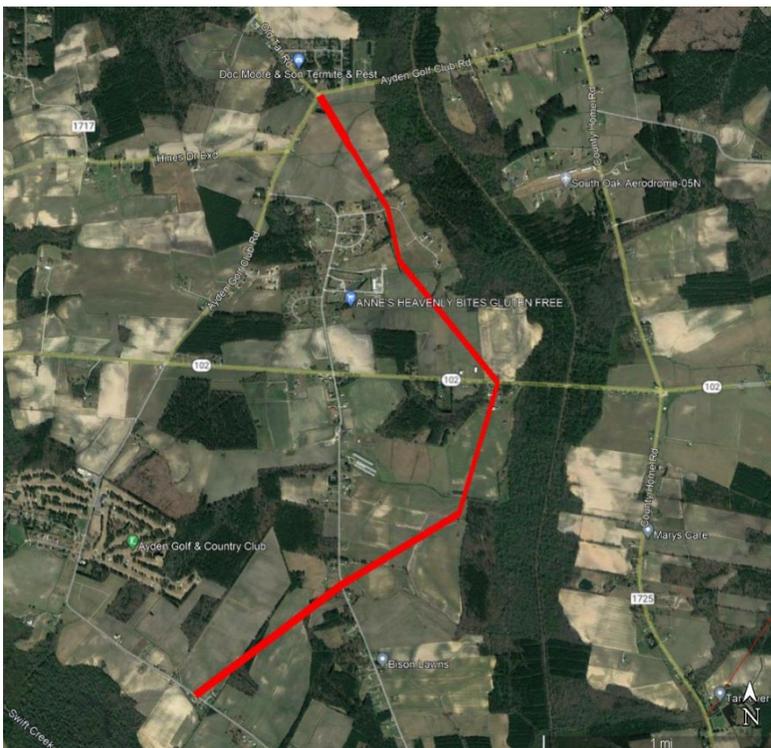
**Justification:** To provide an alternate north-south road east of Old Tar Road to serve the future developments between Old Tar Road and Fox Swamp.



## Collector Street # 4

**Location:** Laurie Ellis Road (between Oakwood Drive and Rucker Farm Lane) through Reedy Branch Road and Hines Street to NC-102.

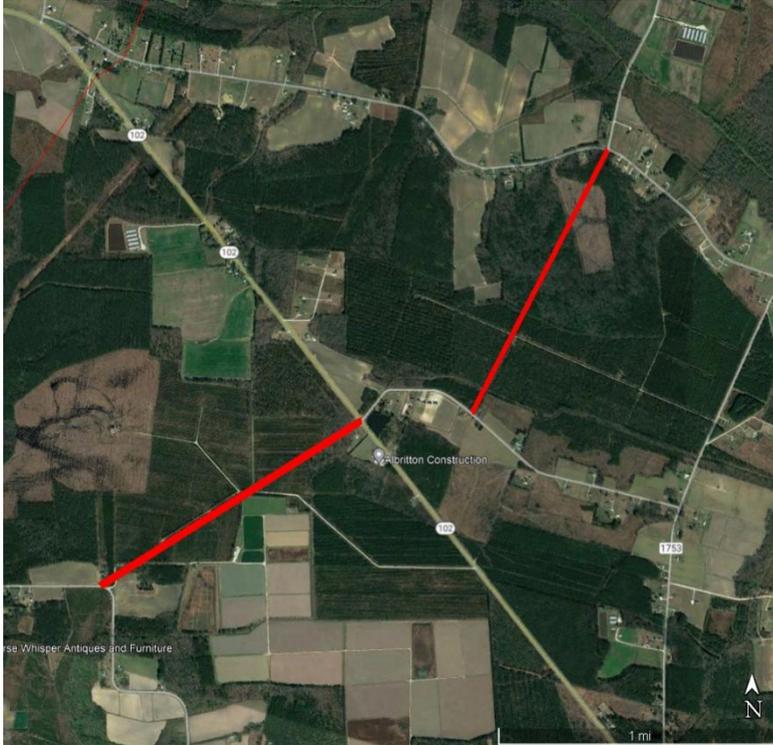
**Justification:** To provide an alternative north-south collector street west of Ayden Golf Club Road to serve the planned developments in the area.



## Collector Street # 5

**Location:** From the intersection of Ayden Golf Club Road and Old Tar Road through NC-102 and Emma Cannon Road to Ayden Golf Club Road south of the country club.

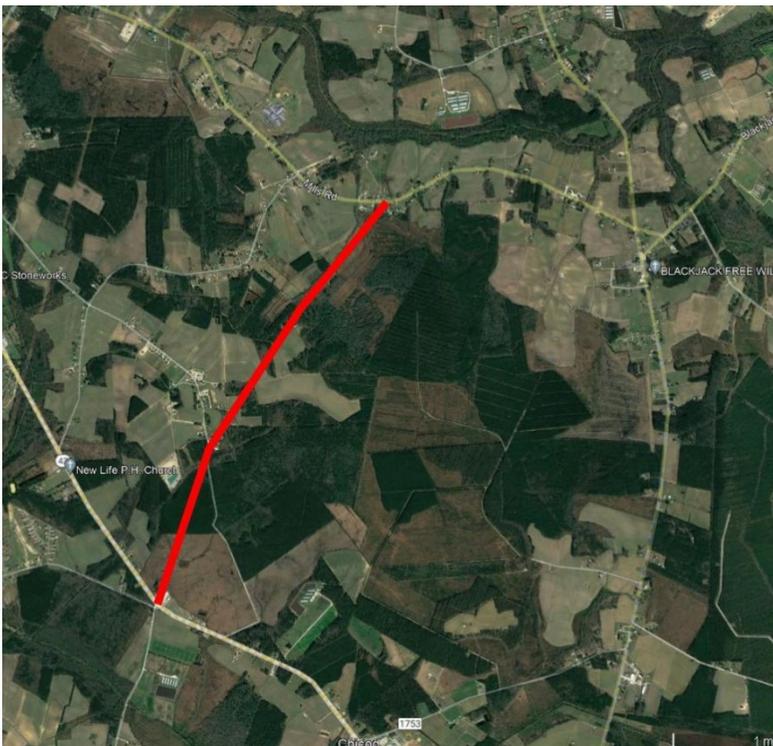
**Justification:** Collector Street to serve as an extension of Old Tar Road for the regions between Ayden Golf Club Road and Fox Swamp.



### Collector Street # 6 and 7

**Location:** From the right-angled corner of Emma Cannon Road to the intersection of US 102 and Madison Hardee Road; and from Madison Hardee Road to the intersection of Doc Liftin Road and Ervin Buck Road. These two roads can potentially be combined into one road.

**Justification:** This road will provide a much-needed east-west connection which is unavailable in the vicinity.



### Collector Street # 8

**Location:** From Mills Road (between Lester Mills Road and Pleasure Mt Lane) to the intersection of NC-43 and Ervin Buck Road.

**Justification:** The mega-block bound by Mills Road, Lester Mills Road, NC-43, and Blackjack Simpson Road will require a collector street to subdivide the block and provide better access to interior parcels.

## Intersection Recommendations

These recommendations include improvements at intersection locations which may encounter higher traffic volumes as development occurs in the County. These recommendations are intended to build upon the recommendations in the Pitt County Comprehensive Transportation Plan (CTP) as well as projects listed in the North Carolina Statewide Transportation Improvement Program (STIP).

**1) Ivy Road and Mills Road** – Future traffic projections suggest that there will be a slight increase in traffic on Ivy Road north of the roundabout and on Mills Road west of the roundabout in 2045 (Refer the map on page 121). The increase in traffic may necessitate additional right turn slip lanes from westbound Mills Road to northbound Ivy Road, and eastbound Mills Road to southbound Ivy Road. The turning volume from southbound Ivy Road to westbound Mills Road will reduce with the construction of an extension to Mobley's Bridge Road. Additional microsimulation may be required to develop more specific recommendations as previous recommendations have been derived from a higher-level regional analysis. The CTP recommendations include improvement and modernization of Ivy Road along this intersection and beyond which also suggests adding a multi-use path. The intersection improvement should be taken up alongside the improvement of Ivy Road.



**2) Barrus Construction Road at NC 33 West** – Future traffic projections suggest that there will be an increase in traffic at the intersection of Barrus Construction Road and NC 33 West that the morning peak volume to capacity ratio of Barrus Construction Road will be approximately 0.62 – which means the roadway will be utilized at 62% of its designed capacity (refer to the map on page 121). This suggests that although the roadway capacity is adequate to handle the increase in traffic, future improvements may be required at this intersection. The CTP recommends this section of NC 33 West for improvement, and additional improvements at this intersection could become a part of the overall recommendation.

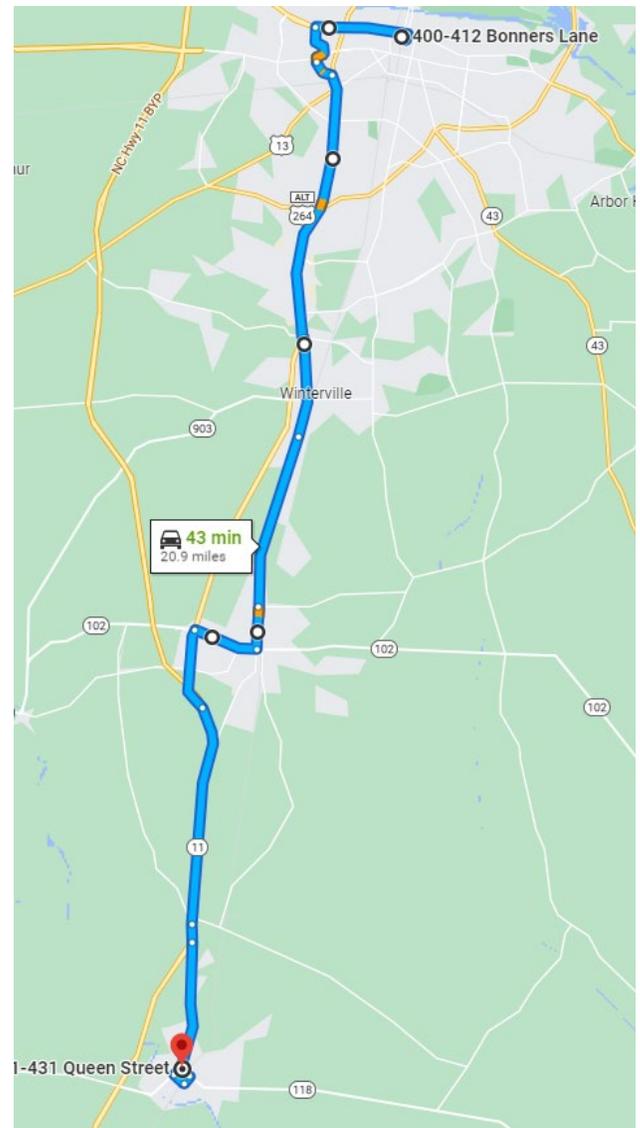


## Transit Recommendations

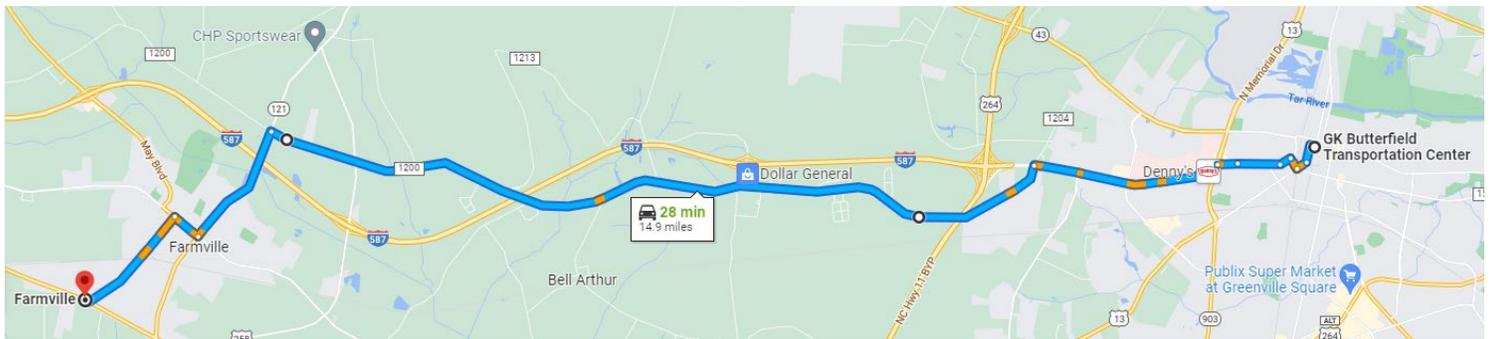
### Bus Service

**1) Greenville-Winterville-Ayden-Grifton route** – Greenville forms the geographic and economic center of Pitt County and provides facilities and resources to residents from all other areas of the County. There is significant untapped transit potential between Greenville, Winterville, Ayden, and Grifton owing to their contiguity and concentration of transit-dependent households. The proportion of zero- and one-car households in the census block groups along this route range from 11% around Winterville to 44% in Southwest Ayden (Refer Maps on Pages 118-119). This is augmented by the availability of various land uses and destinations that are conducive to transit, and the potential for non-circuitous routing through the downtowns of the three outlying towns.

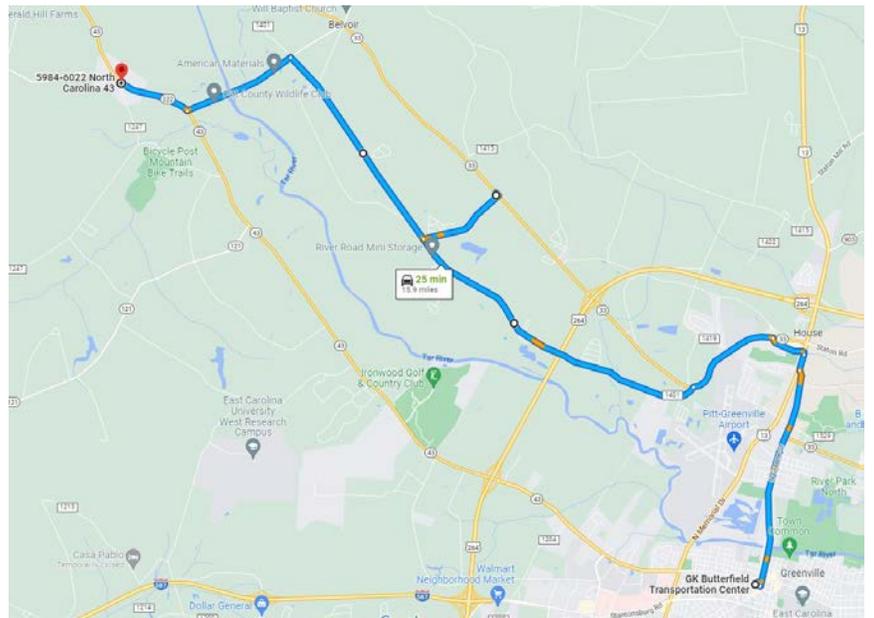
The traveltime of the route may take as long as one hour. Hence, this route could be split into two routes, with one providing express bus service from Greenville to Ayden and Grifton, and the second providing a slower service between Greenville, Winterville, and Ayden. Existing services could also be extended to Winterville for better connectivity. The assessment of need and ridership projections, exact location of stops, scheduling and type of service will necessitate further study.



**2) Greenville-Farmville route** – There is a significantly high proportion of automobile-deficient households between Greenville and Farmville, potentially necessitating a bus route between these cities. The proportion of zero- and one-car households in the census block groups along this route range from 30% around Farmville to 35% in the unincorporated area between Farmville and Greenville (Refer Maps on Pages 118-119). This route could be an extension, or an express version of Route 6 of Greenville Area Transit (GREAT) where it runs non-stop between Reade Street Transfer Point and ECU Health Medical Center, and continues westward to form a transfer with the terminus of Route 2 of GREAT at Gateway Drive (Walmart). From there it could take Stantonsburg Road to NC 121 and into downtown Farmville. The exact routing in and around Farmville is subject to further study, including a terminating point, stop locations and schedule. This route would provide a very necessary means of transport for residents along the corridor to key services and facilities in Greenville.

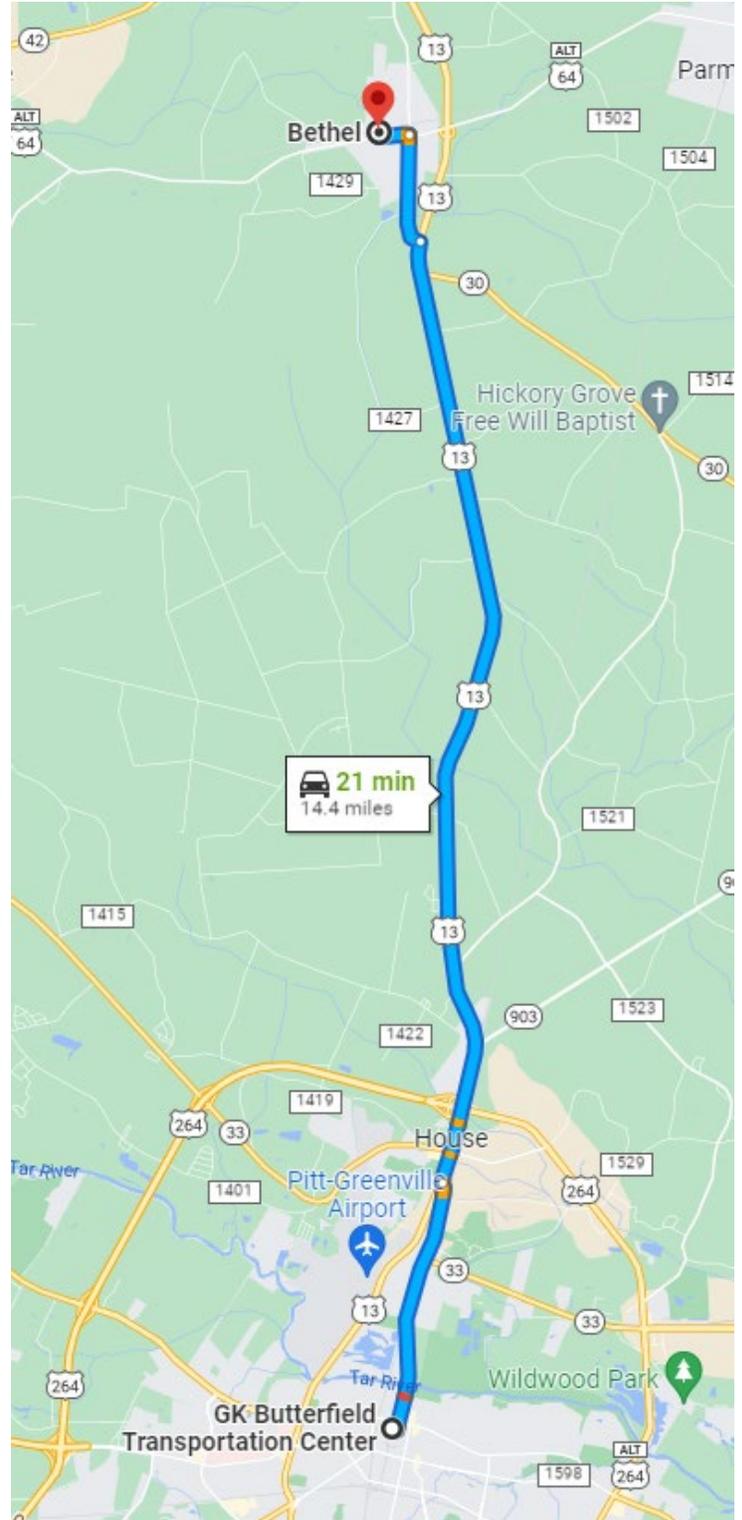


**3) Greenville-Falkland route** – The census block group directly northwest of Greenville (bounded by the Tar River, NC 33 West, NC 222, and Pitt-Greenville Airport) contains a high proportion of zero-car (11%) and one-car households (31%) (Refer Maps on Pages 118-119). A bus service between Falkland and Greenville via Old River Road and Greene Street would prove to be beneficial to this area. The land uses along this route are not as varied, and most areas are residential in nature, however the intent of this route is to provide access to low-income, transit-dependent households to key services and facilities in Greenville.



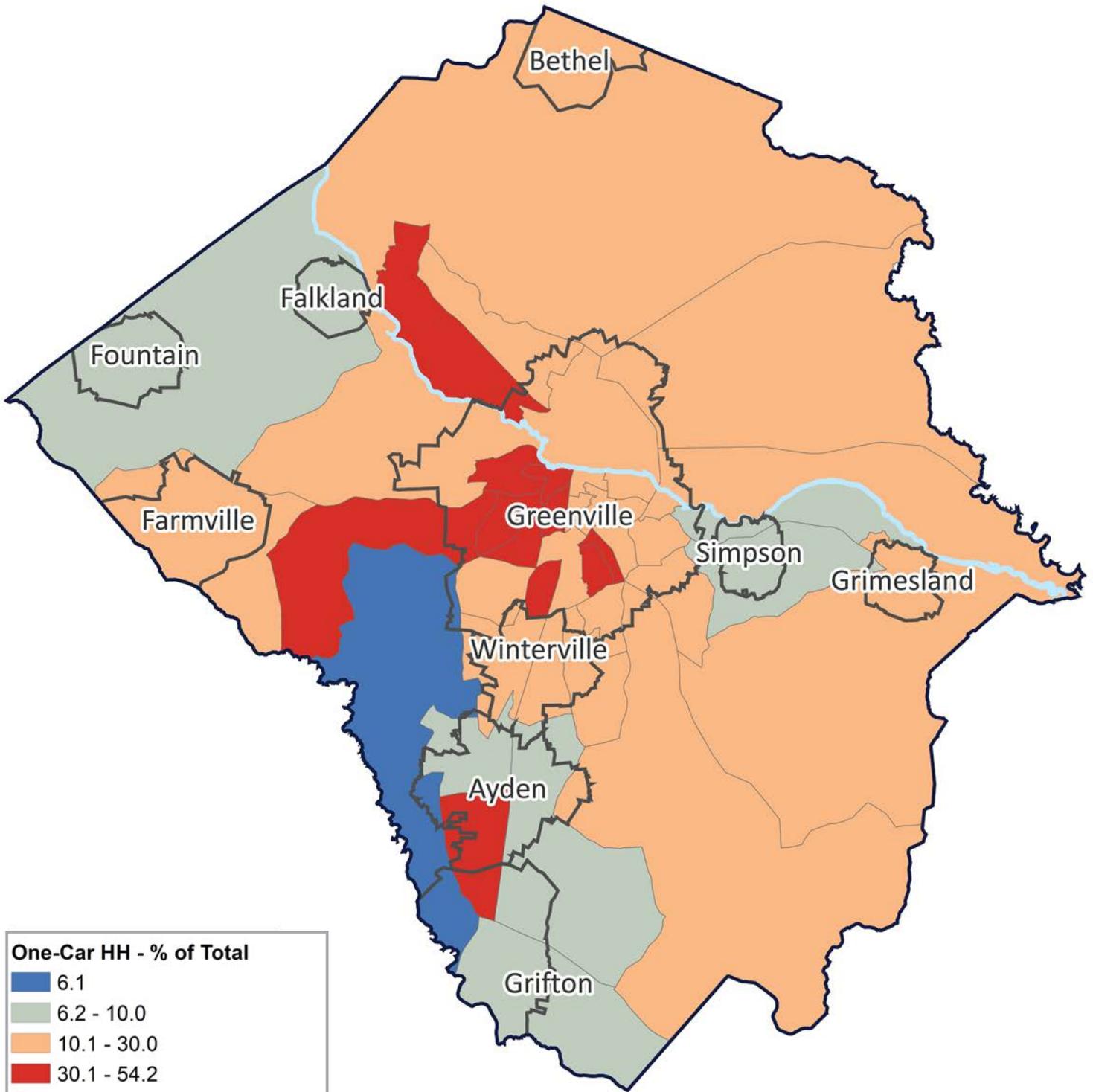
**4) Greenville-Bethel route** – This route would provide transit service between Greenville and Bethel via NC 11 North. There are few destinations along the corridor, so this route has a potential to be an express route with many stops in Bethel and a few key stops in Greenville. The demand for this route was made apparent during the public engagement process where it was requested by many Bethel area residents. A Park-and-Ride facility could also be established at the northern end of this route in order to increase the catchment areas to other outlying towns.

**Additional Recommendations** – Greenville Area Transit (GREAT) should explore options to extend hours of service and install benches and/or shelters at key bus stops. This effort will require a thorough analysis of the nature and frequency of use of each bus stop served by GREAT. The outcome of the effort will be to make transit more attractive by providing comfort and ease of use to the transit users.

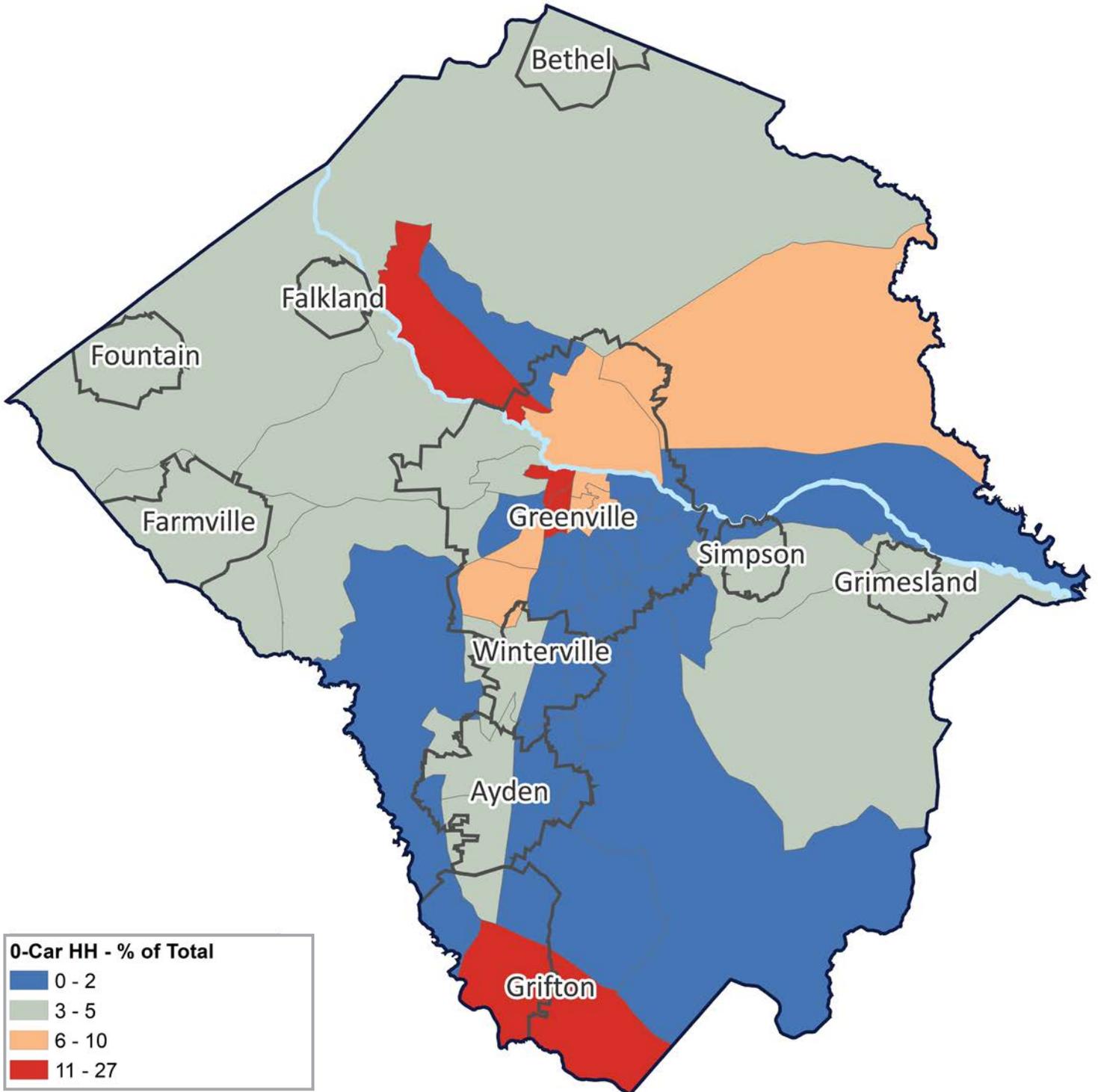


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One Car Households Map

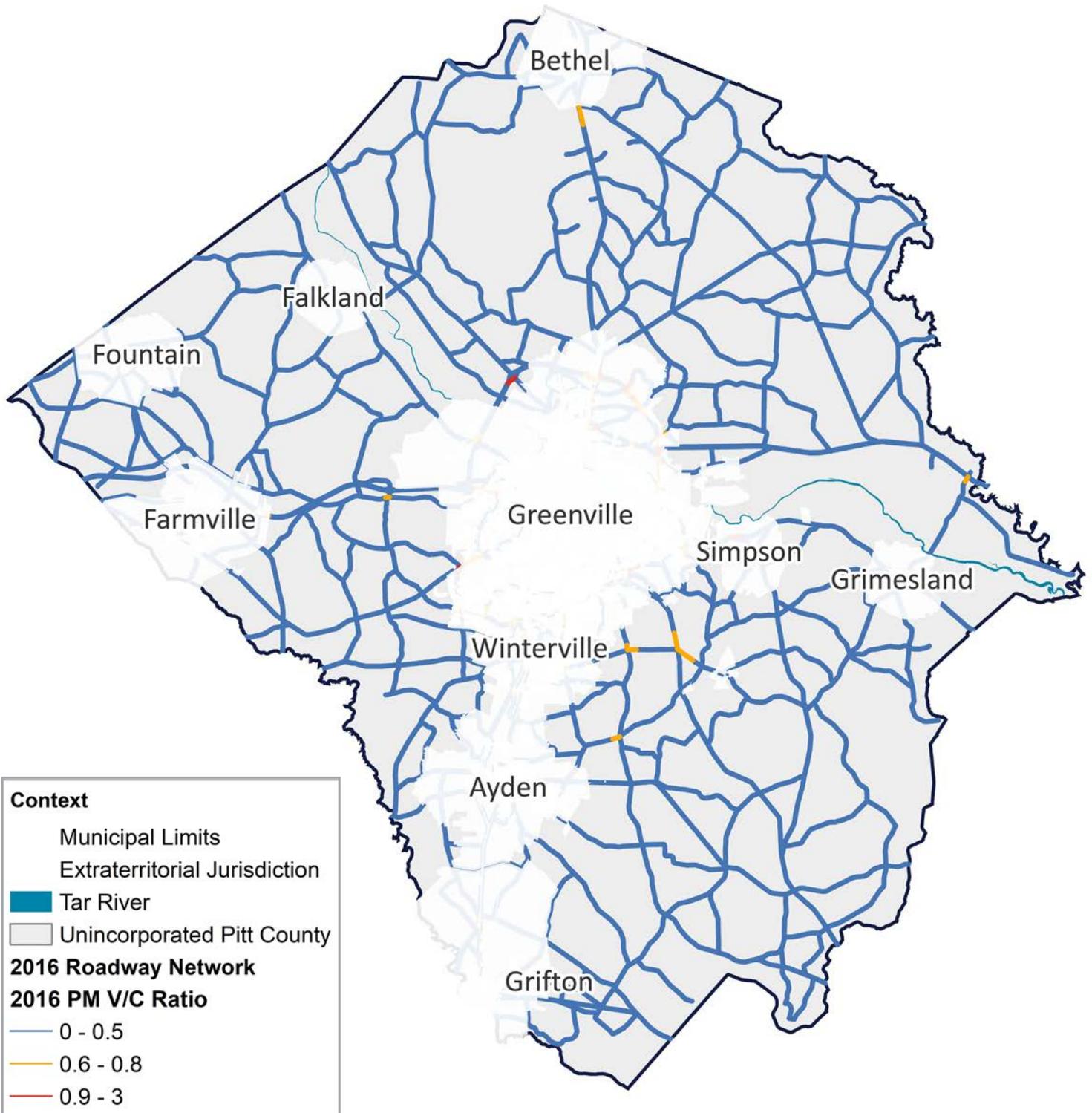


Zero Car Households Map

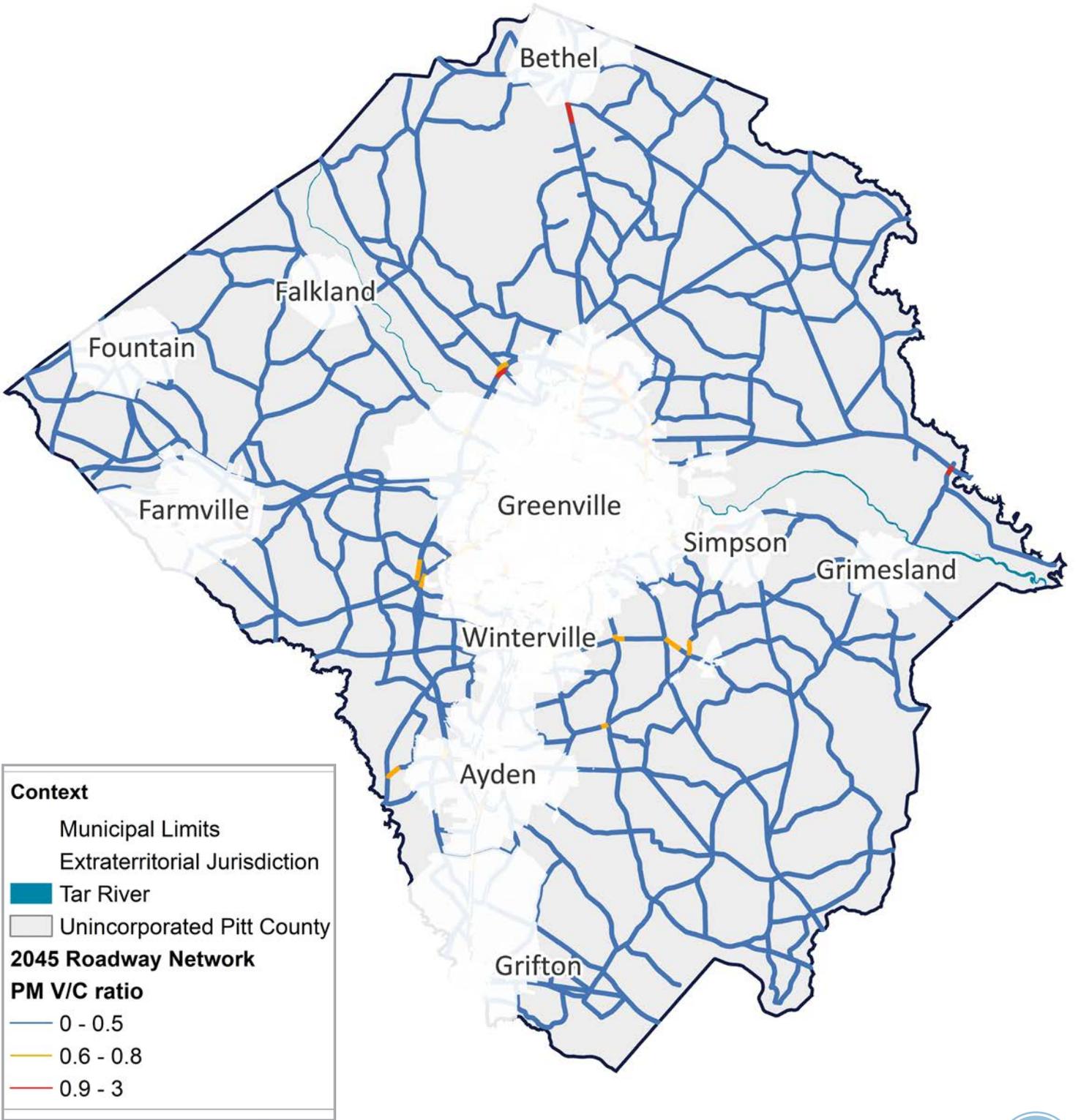


# PLAN APPENDIX

## 2016 PM Traffic Volume & Capacity



2045 PM Traffic Volume & Capacity



## COMMUNITY PROFILE

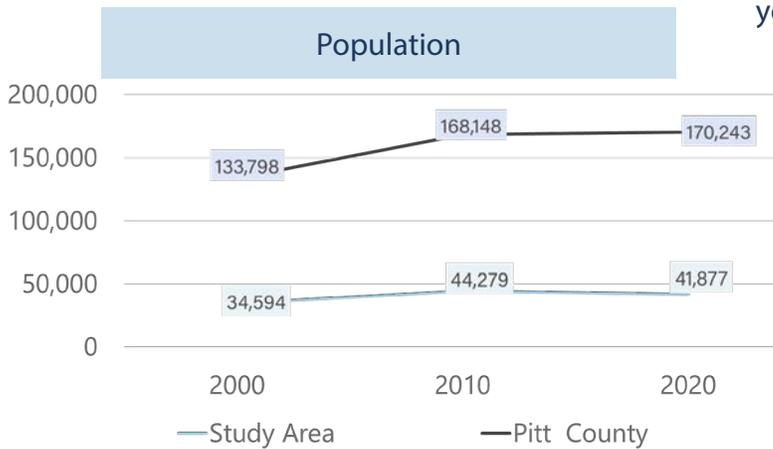
### Population

According to Decennial Census data, the population within the unincorporated area of Pitt County is 41,877 people - a 21% increase since 2000. The total population of the entire County has increased by over 27% since the 2000 Census. From 2000-2020, the County has experienced an annual growth rate of just over 1%.

The map on the following page is a spatial representation of where the most densely populated

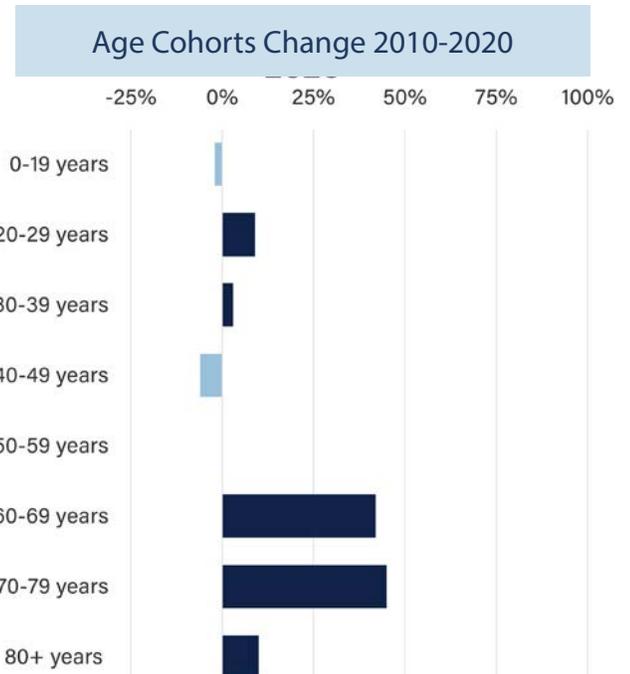
areas occur. According to ESRI data, the median age of residents within the study area is 33.4 years old. Decennial Census data for 2020 shows the median age for the entire County is 33.0, which is lower than North Carolina's median age of 38.7. The lower median age in the County can be attributed to the student population at East Carolina University.

Age cohorts that have increased in the County since 2010 include 60 to 69 years of age (42%) and 70 to 79 years of age (45%).



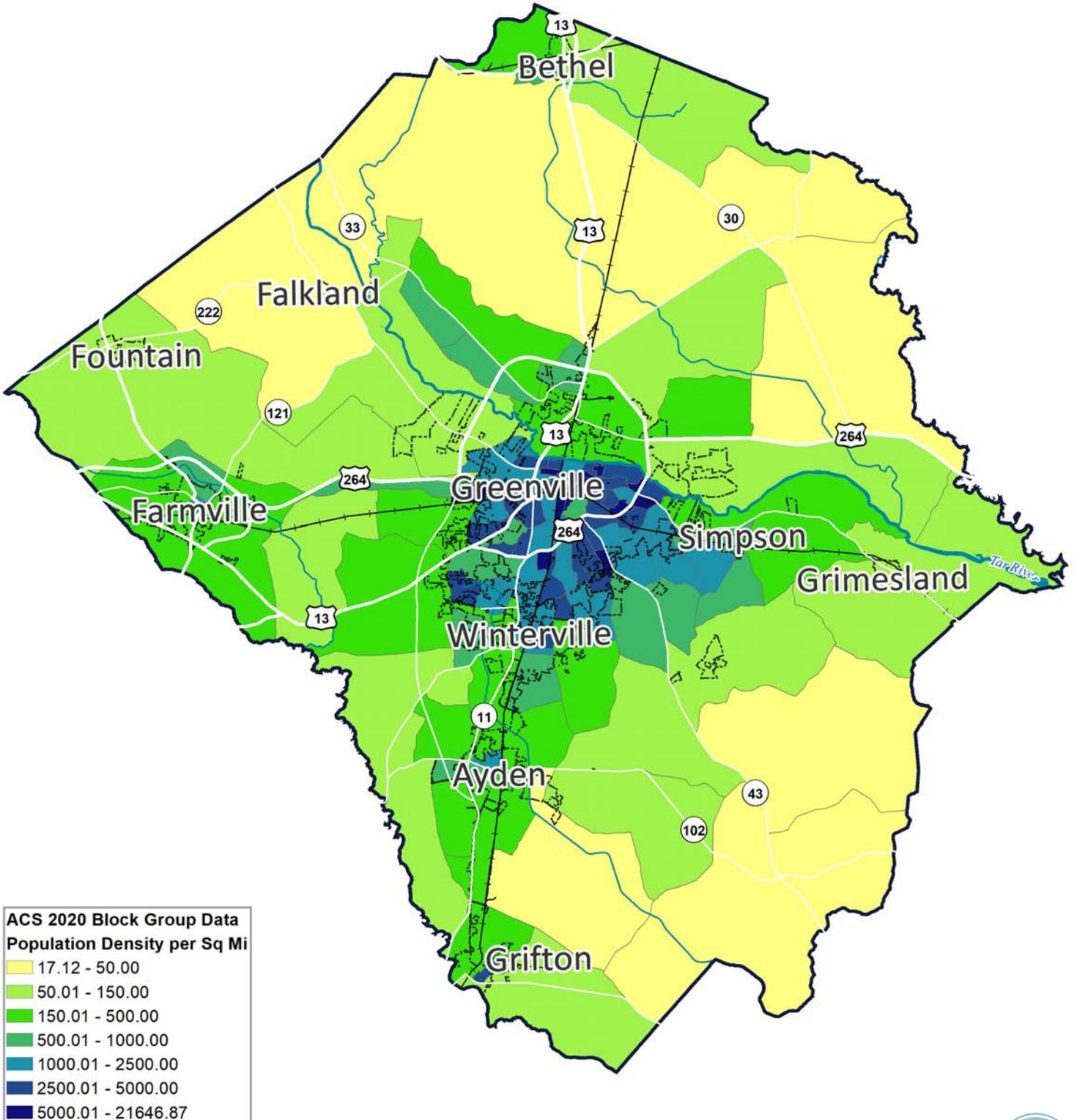
Source: 2000, 2010, 2020 Decennial US Census, ESRI

Planning Jurisdiction	2000	2010	2020
Ayden (+ETJ)	5,515	6,031	6,230
Bethel (+ETJ)	2,007	1,787	1,581
Falkland (+ETJ)	248	277	239
Farmville (+ETJ)	4,788	5,003	4,747
Fountain (+ETJ)	757	721	691
Greenville (+ETJ)	72,877	91,524	94,849
Grifton (+ ETJ)	3,880	4,299	3,916
Grimesland (+ETJ)	801	899	711
Simpson (+ETJ)	2,537	3,419	4,249
Winterville (+ETJ)	5,794	9,909	11,153
Unincorporated Area	34,594	44,279	41,877
Pitt County (Total Population)	133,798	168,148	170,243



Source: 2010 Decennial Census, 2020 ACS

Population Density Map

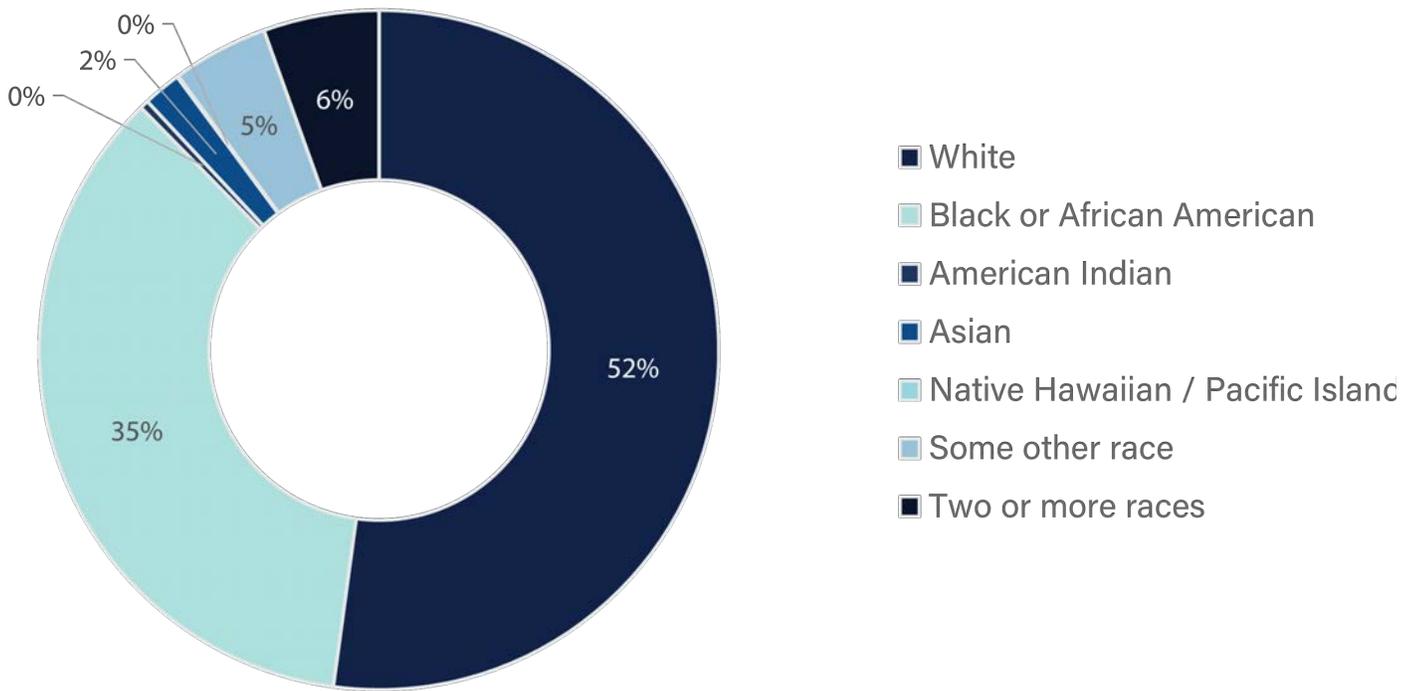


## Race

Over half (52%) of the population in Pitt County is considered white, while black or African Americans make up 35% of the County's population. 12% of the County's population are considered American Indian, Asian, Native Hawaiian/Pacific Islander, some other race, or two or more races. Since 2010 Pitt County's population has become more diverse. The black or African American population has decreased by 40% since 2010 in the unincorporated area. In this same area the American Indian population increased by 40%, the Asian population increased by 33%, and people who are two or more races increased by 188%.

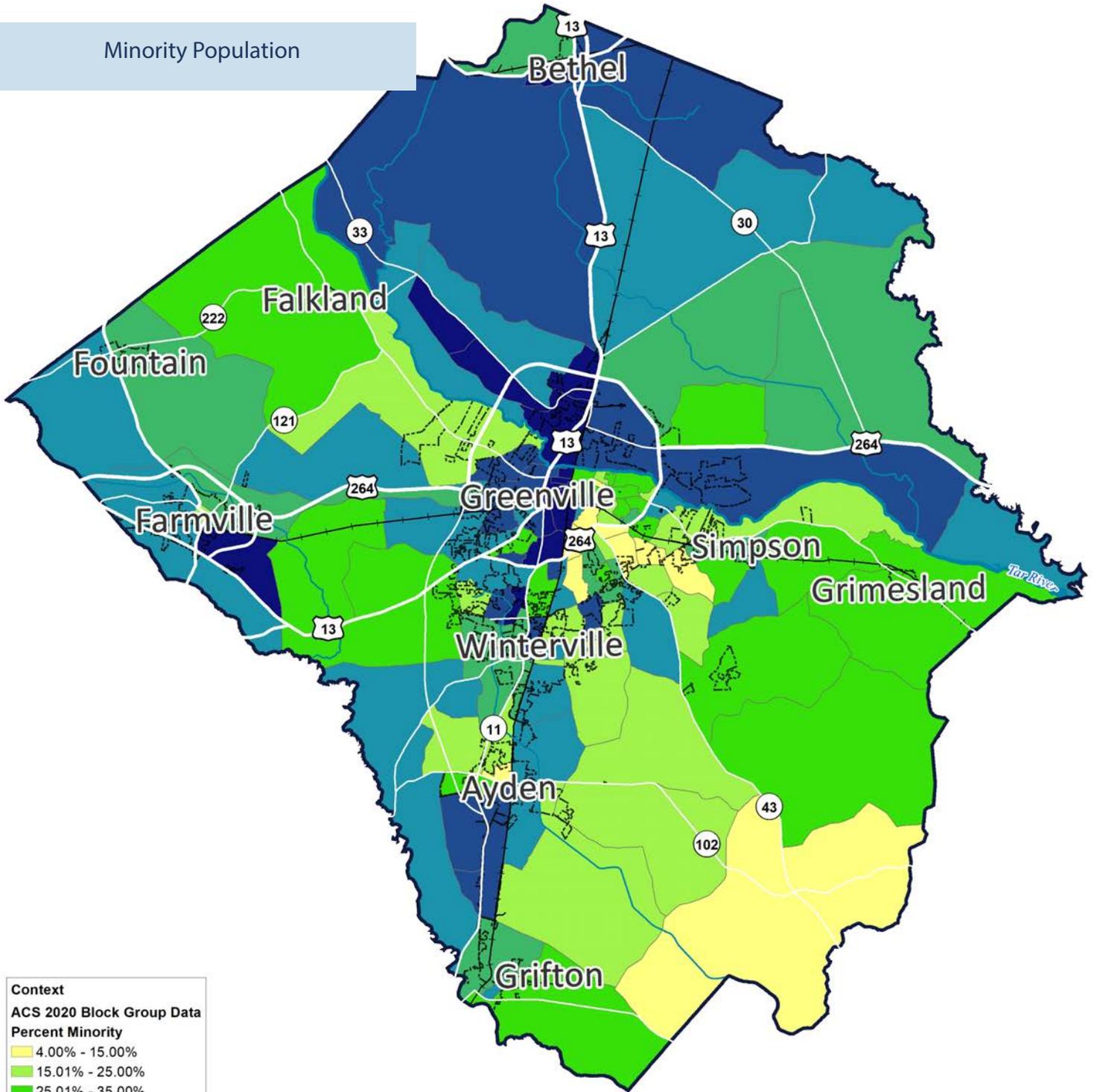
The Hispanic population has increased by 31% in the unincorporated area since 2010. The map on the right shows American Community Survey block group data which indicates that higher percentages of minority populations are generally located north of the Tar River and along NC 11 South.

Race



Source: 2020 Decennial US Census

Minority Population



**Context**  
ACS 2020 Block Group Data  
Percent Minority

4.00% - 15.00%
15.01% - 25.00%
25.01% - 35.00%
35.01% - 45.00%
45.01% - 60.00%
60.01% - 80.00%
80.01% - 100.00%
Municipal Limits
Pitt County



## Income

The median household income increased 63% between 2000 and 2010. In 2019, income was estimated to remain almost the same as 2010. Decennial Census data for 2020 was not available at the beginning of this project, however when comparing 2019 to 2020, the 2020 ACS data indicates median household income has increased by 50% since 2000, but has decreased by 13% since 2010.

The map on the following page shows income distribution by 2020 ACS Census block groups. Households with higher income levels are generally located between Greenville and Falkland, Southeast Greenville, and the eastern side of Winterville. Households with lower income levels are generally located to the east of Grifton and north of the Tar River.

**2020 ESTIMATES**

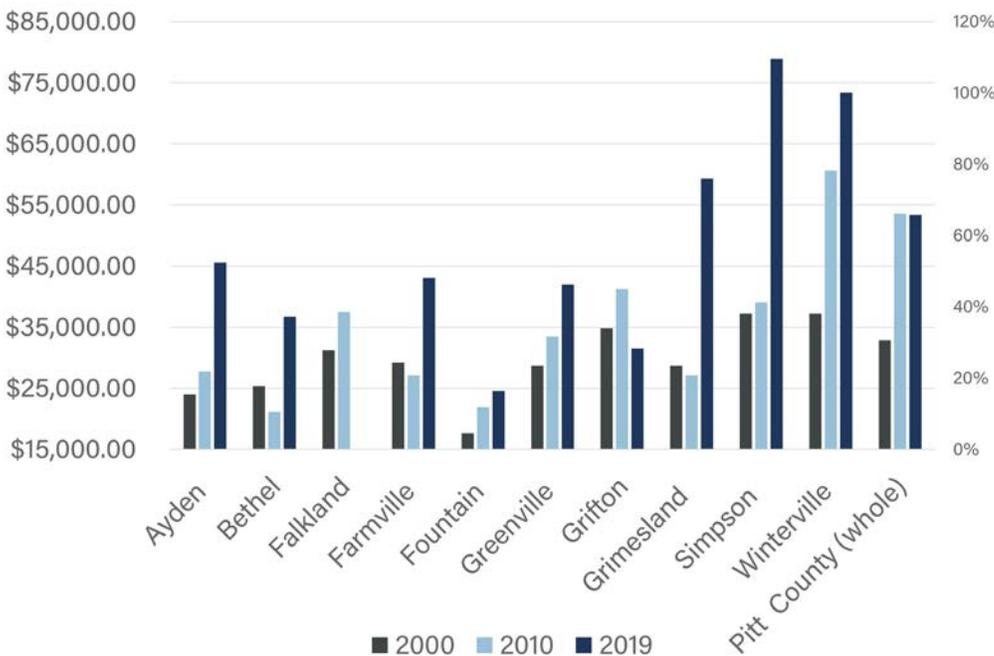
**MEDIAN HOUSEHOLD INCOME**  
**\$49,337**

**POPULATION WITH A BACHELORS DEGREE OR HIGHER**  
**32%**

**NUMBER OF JOBS COUNTYWIDE**  
**49,567**

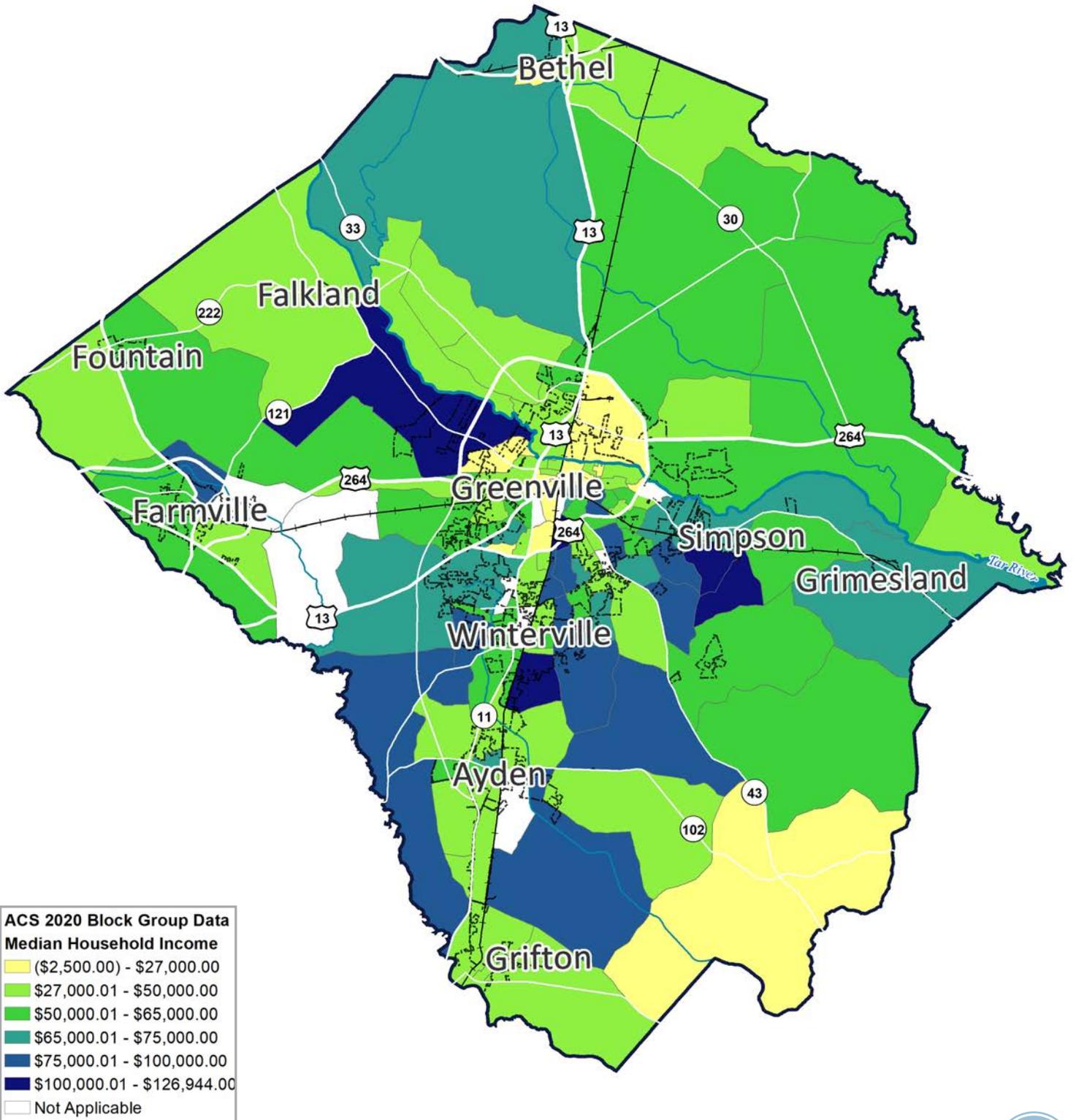
Source: 2020 ACS, 2019 Census on the Map

Median Household Income



Source: 2019 ACS, 2000, 2010 Decennial Census, ESRI

Income Distribution Map



## Employment

The top three employment sectors in Pitt County are 1) retail trade, 2) healthcare and social assistance, and 3) accommodation and food services. Growing employment sectors include professional, scientific, management, administration, waste services, construction, and transportation and warehousing.

Major employers in Pitt County include ECU Health, East Carolina University, Pitt County Board of Education, Pitt County Government, City of Greenville, and Pitt Community College. Major manufacturing employers include Patheon Manufacturing Services, NACCO Materials Handling Group, and Metrics, Inc. Major non-manufacturing employers include Walmart and McDonald's.

### EDUCATION, HEALTHCARE, AND GOVERNMENT

- ECU Health
- East Carolina University
- Pitt County Board of Education
- Pitt County Government
- City of Greenville
- Pitt Community College

### MANUFACTURING

- Patheon Manufacturing Services
- NACCO Materials Handling Group
- Metrics, Inc.

### NON-MANUFACTURING

- Walmart
- McDonald's

### Employment Sectors



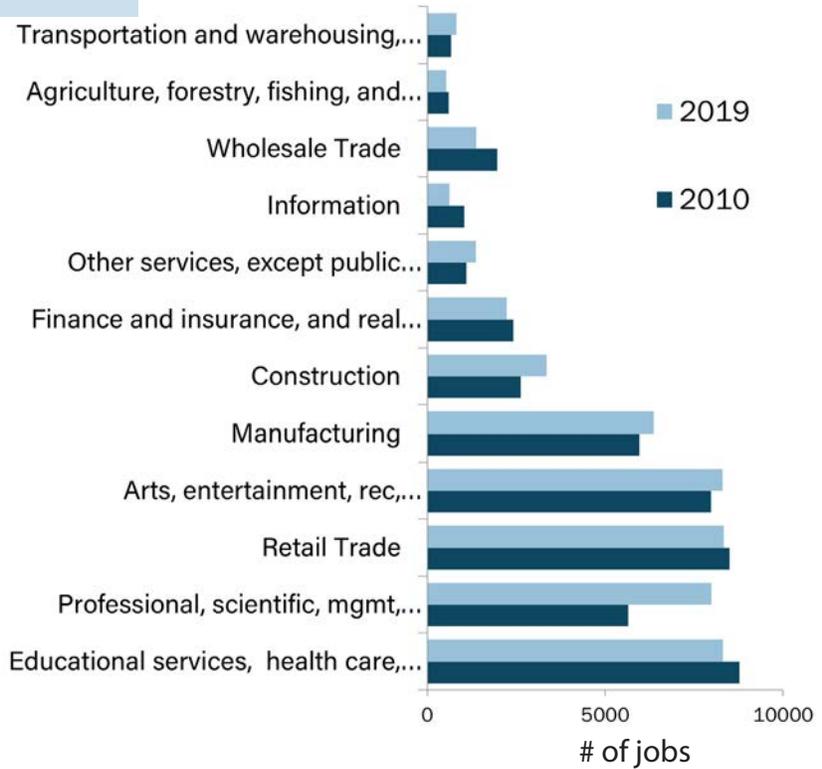
**41%**

(Professional, scientific, and waste services)



**28%**

(Construction)



### Growing Sectors



Professional, scientific, mgmt., admin, etc. 41.2% change from 2010-2018



Construction, 27.99% change from 2010-2018



Transportation and Warehousing, 23.2% change from 2010-2018

### Top Sectors



Retail Trade, 16.76% of Pitt jobs in 2019



Healthcare and Social Assistance, 15.8% of Pitt jobs in 2019



Accommodation and Food Services, 15.8% of Pitt jobs in 2019

## Housing

Since 2000, the median home value in Pitt County has increased 52% to \$146,700. When compared to the statewide median home value of \$202,200, it is apparent that Pitt County remains an affordable place to live.

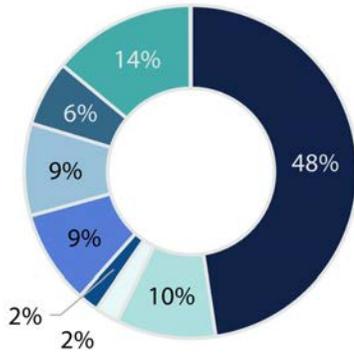
According to 2020 ACS estimates, there are 80,255 housing units in Pitt County. The average construction year is 1986. Pitt County housing units primarily consist of single-family detached, mobile, or manufactured homes (62%). Over 7,000 housing units have been constructed since 2010, with an average of 549 homes per year. In 2020, 891 homes were constructed in the County, including the municipal jurisdictions.

## County-wide Median Home Value



Source: 2000, 2010, 2020 ACS

Housing Type



- Single Family
- 3 or 4 units
- 20 or more units
- Townhome
- 5 to 9 units
- Mobile Home
- 2 units
- 10 to 19 units
- Other

Source: 2019 ACS

## 2020 ESTIMATES

### VACANT HOMES

**11.9%**

### OWNER OCCUPIED HOMES

**46.3%**

### RENTER OCCUPIED HOMES

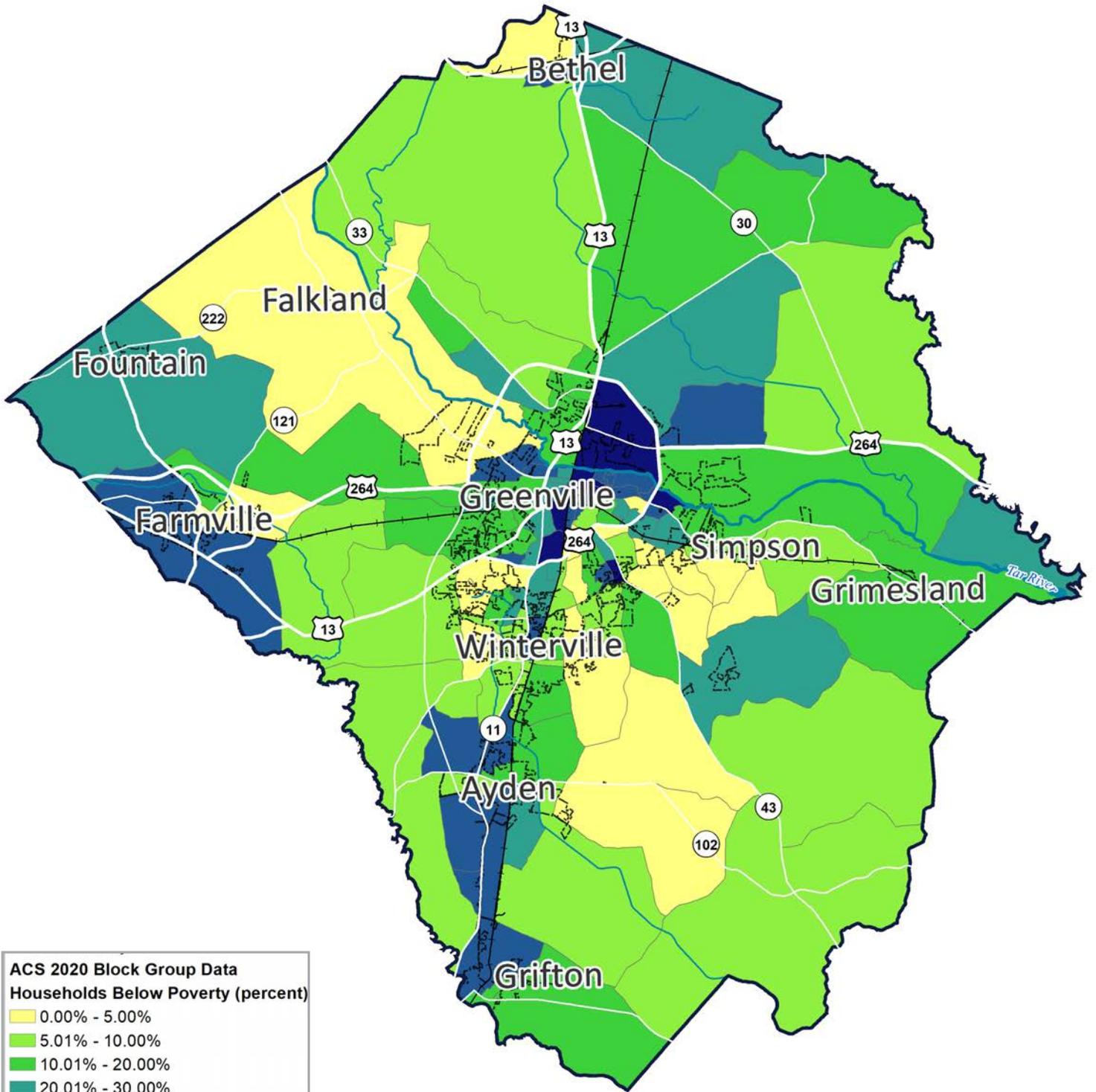
**41.7%**

### PAYING MORE THAN 35% OF INCOME FOR RENT

**40%**

Source: 2020 ACS

Households below Poverty Map



**ACS 2020 Block Group Data**  
**Households Below Poverty (percent)**

0.00% - 5.00%
5.01% - 10.00%
10.01% - 20.00%
20.01% - 30.00%
30.01% - 50.00%
50.01% - 100.00%

## PUBLIC ENGAGEMENT RESULTS

### Community Survey

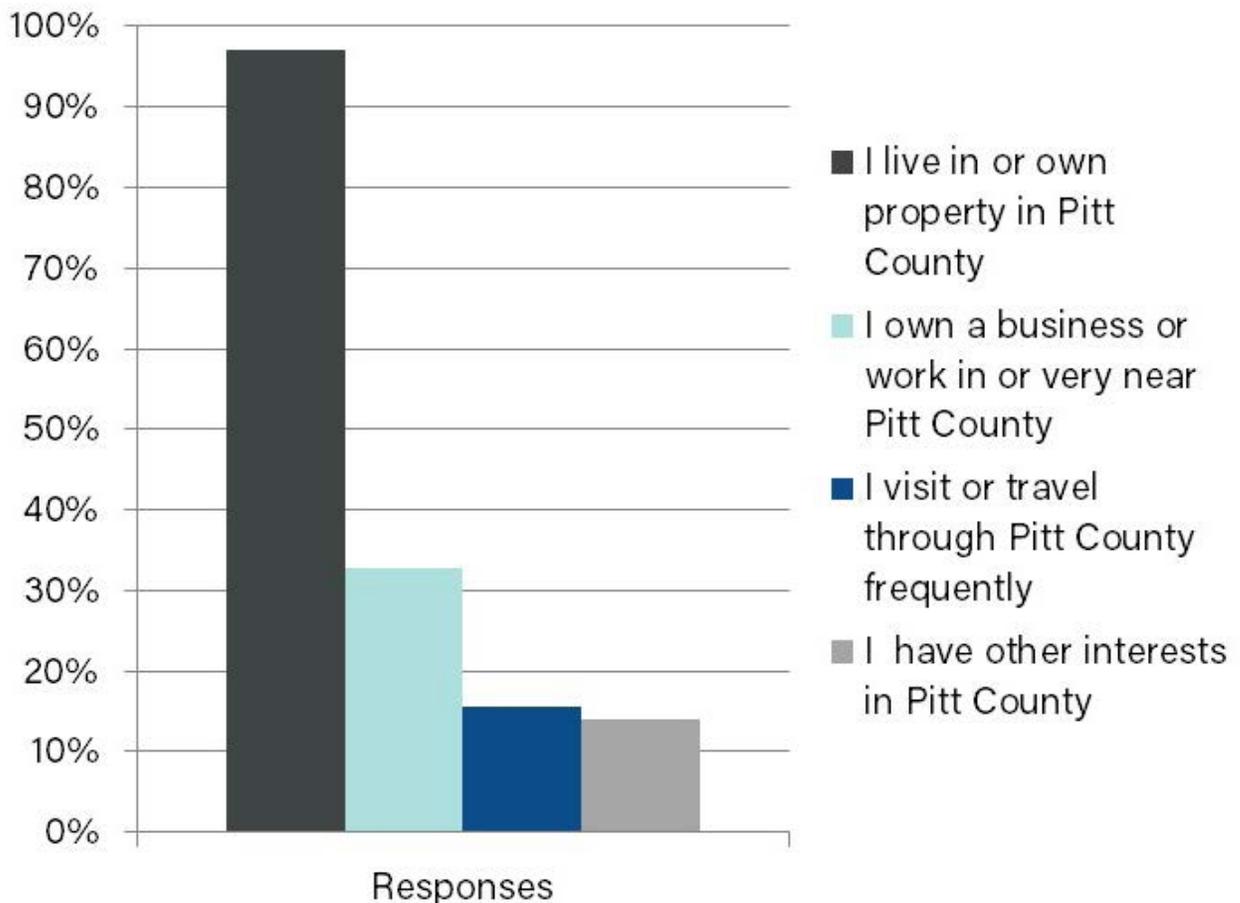
The community survey opened on April 5, 2022 and closed on July 19, 2022, and received a total of 355 responses. The survey included 18 questions. It was available online and advertised on the project website and on social media. The survey was available in English and Spanish, and paper copies were available in both languages in multiple areas of the county. The following pages show the survey results.

All open-ended responses can be viewed on the project website: <https://www.envisionpittcounty2045.com/>

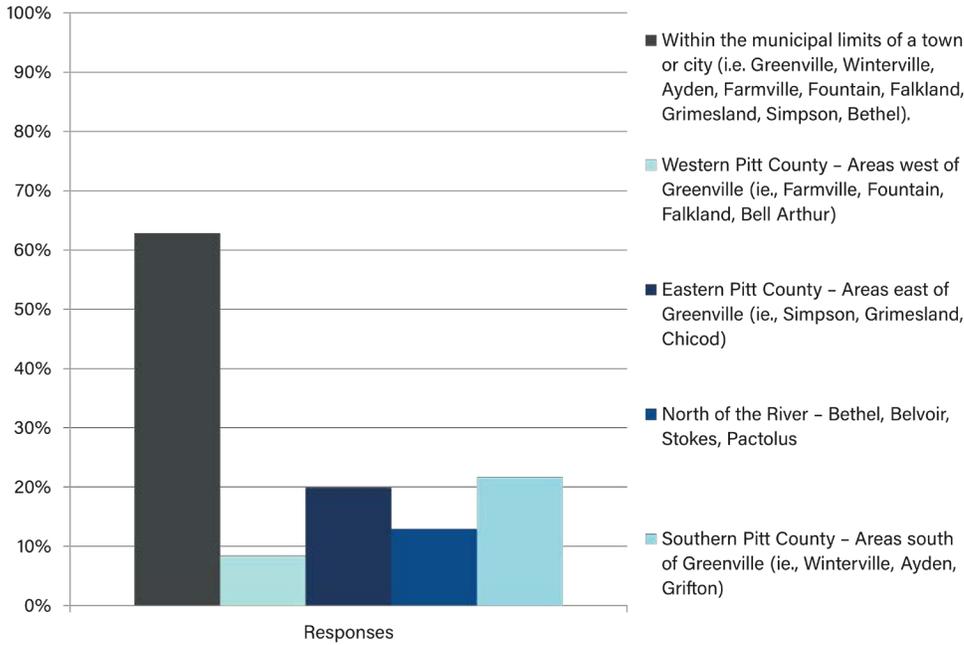
Total Responses

355

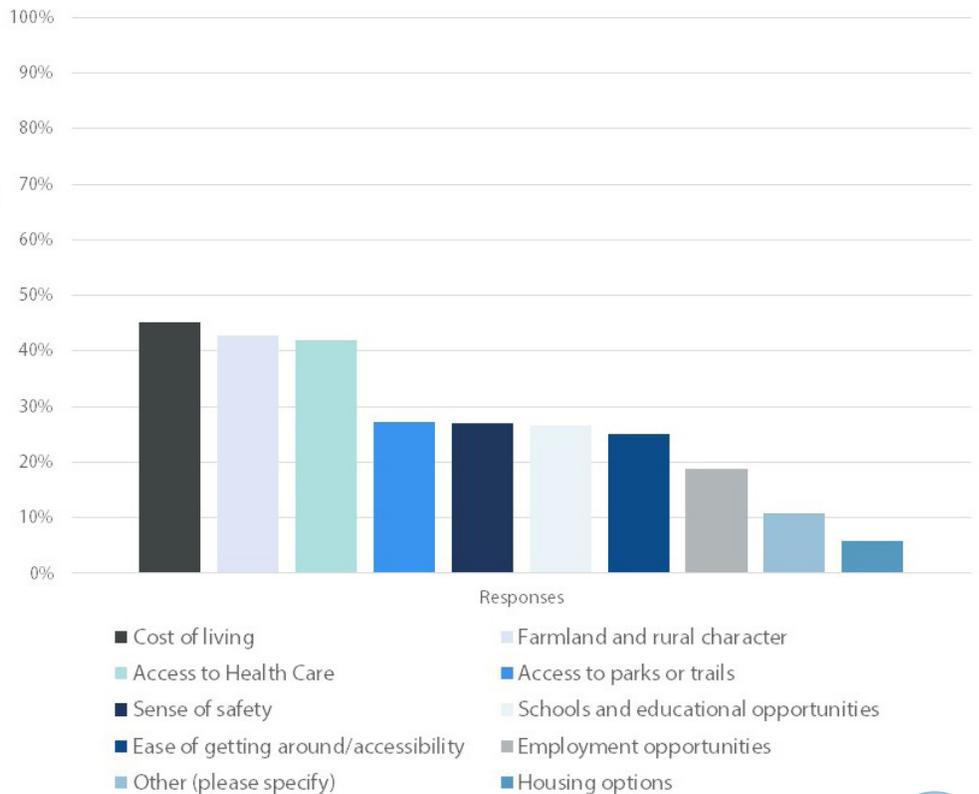
Do you live, own property, own a business, work or regularly visit Pitt County? (please choose all that apply).



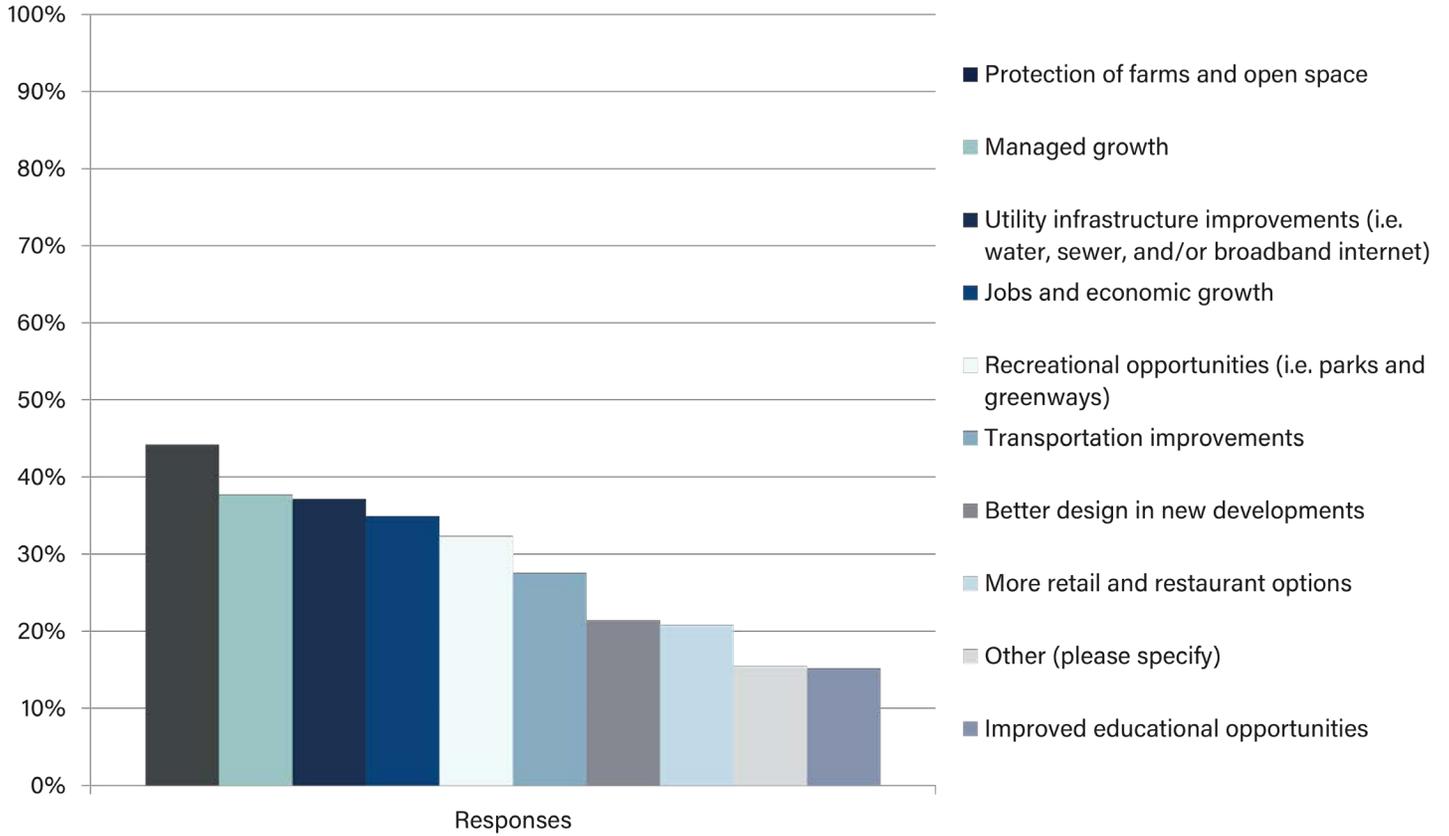
What part of Pitt County do you spend the most time in (i.e. live, work or own property)?



What do you value most about Pitt County? (top 3 answers)

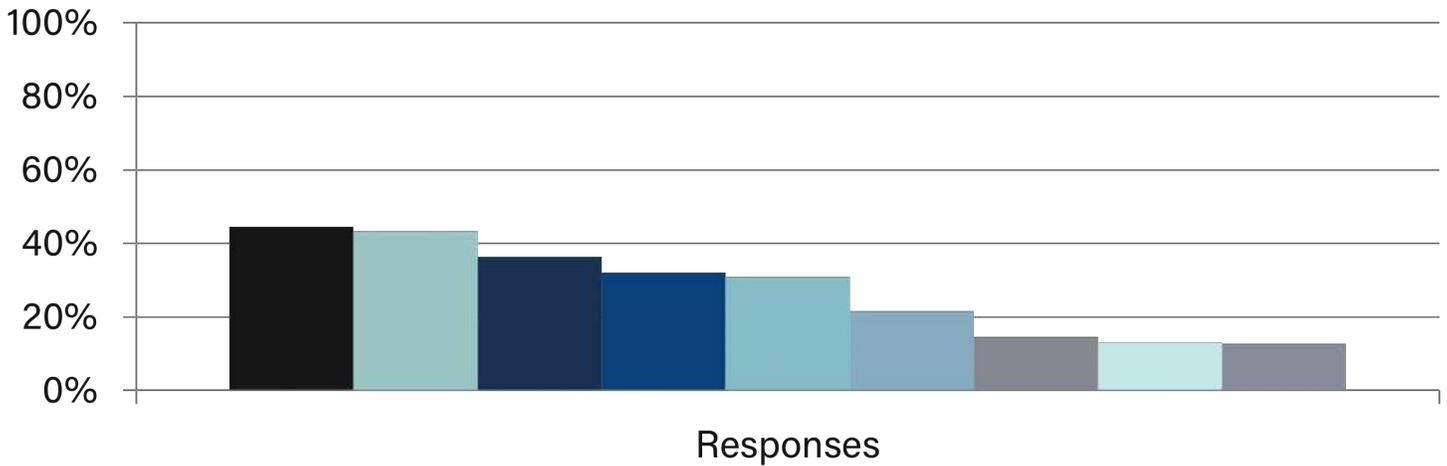


What would you like to see in Pitt County over the next 10-20 years? (Choose your top three answers)



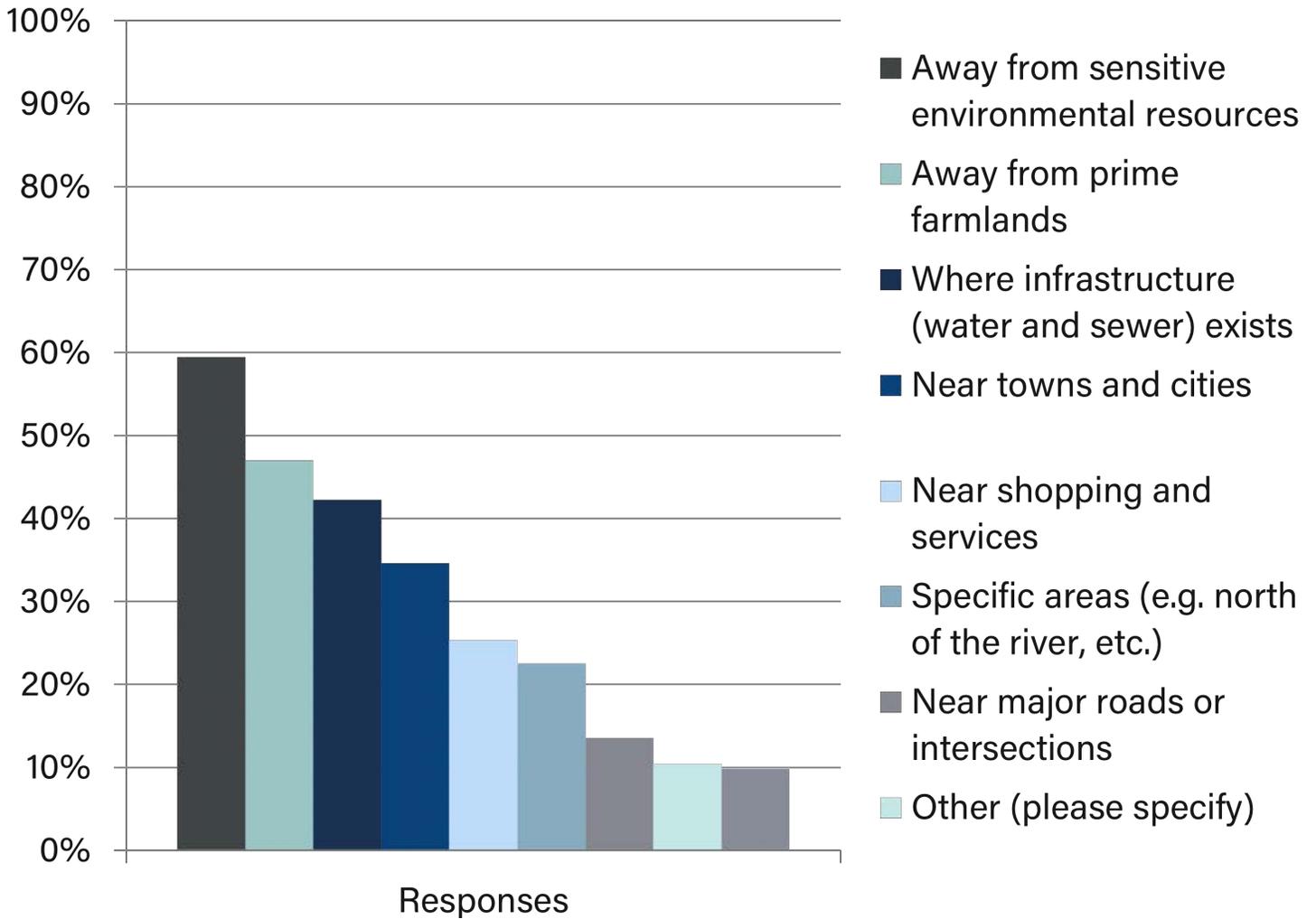


What types of development would you like to see more of in Pitt County? (Choose your top three answers)

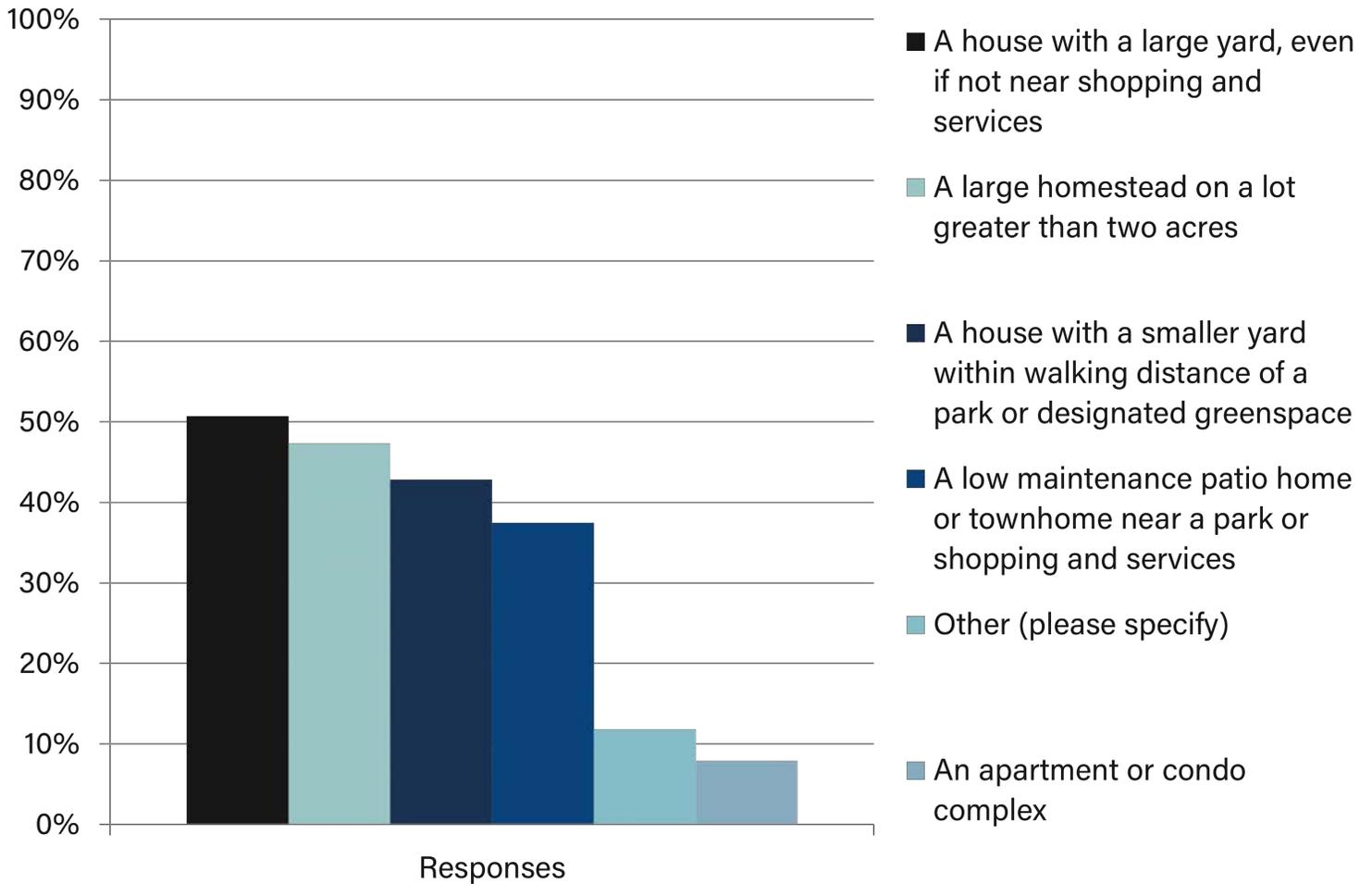


- Agriculture
- Retail and restaurants
- Tourism
- Residential neighborhoods
- Other (please specify)
- Industrial uses
- Other types of housing (i.e. duplexes, townhomes, apartments)
- Professional or medical offices
- Hotels and lodging

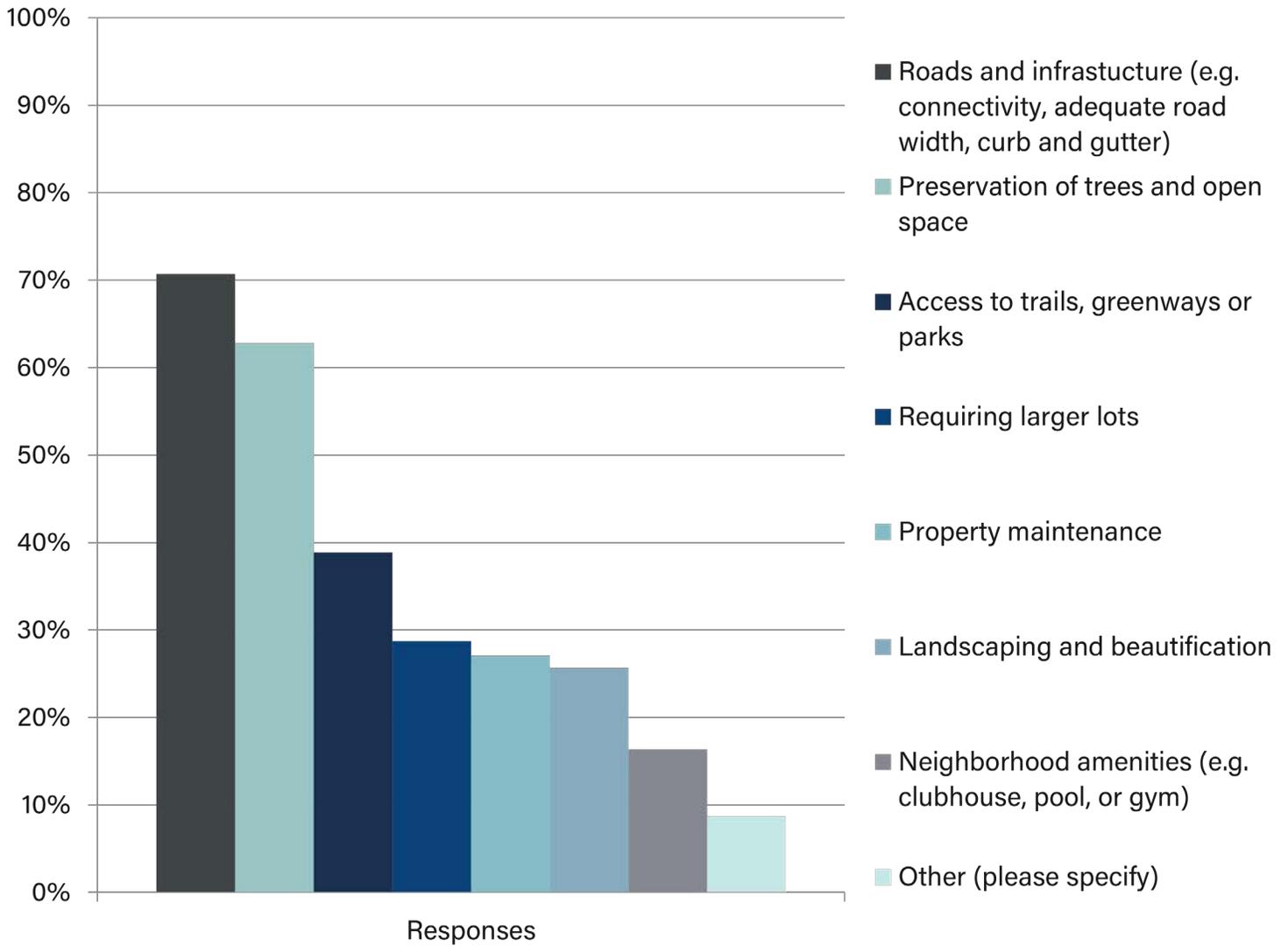
In your opinion where should residential growth be encouraged in the county? (Choose your top three answers)



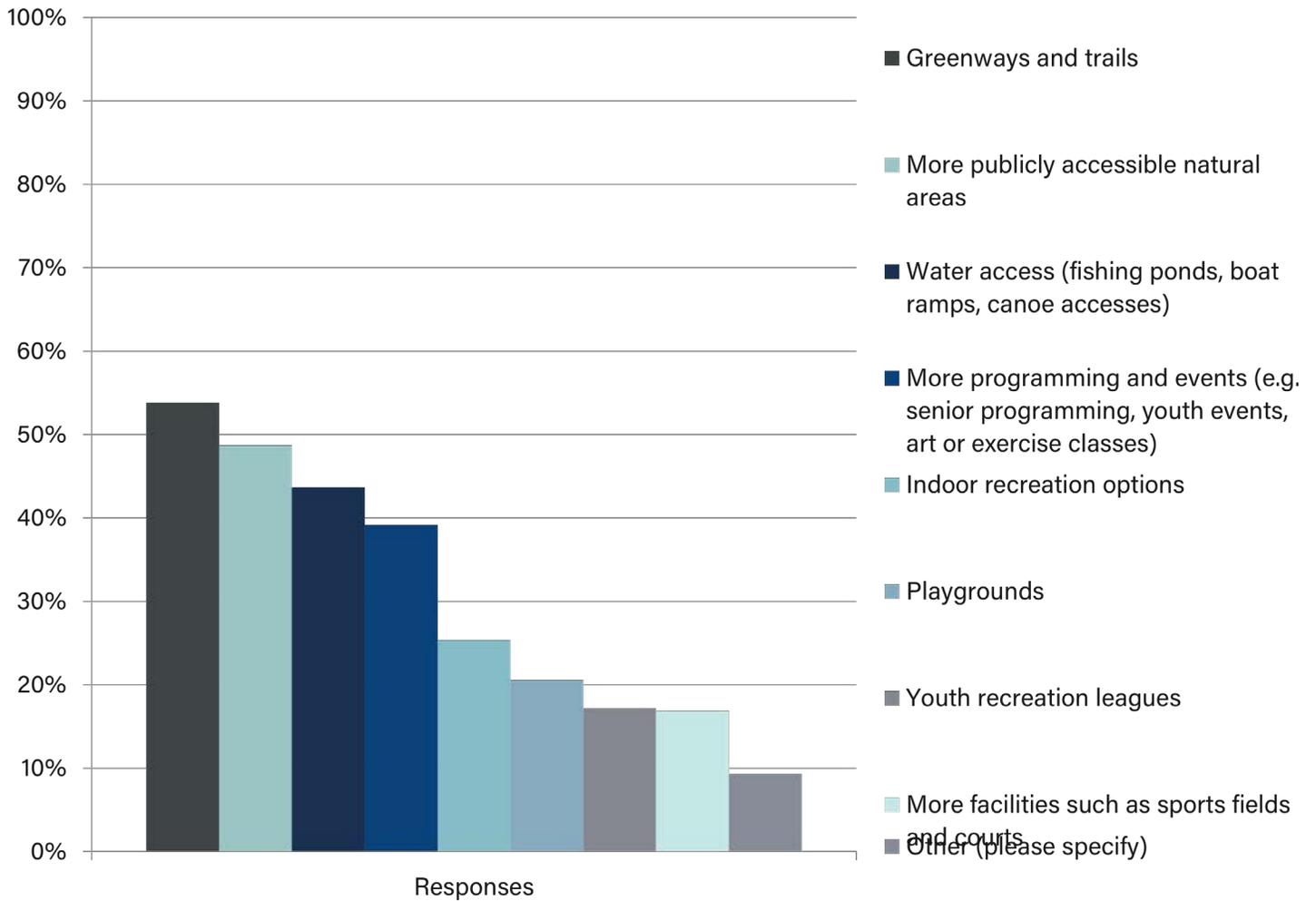
What types of housing options would you be interested in if available in the county? (Check all that apply)



What factors are important to establishing and maintaining quality residential development in the county? (Choose your top three answers)



What are your parks and recreation priorities? (Choose your top three answers)



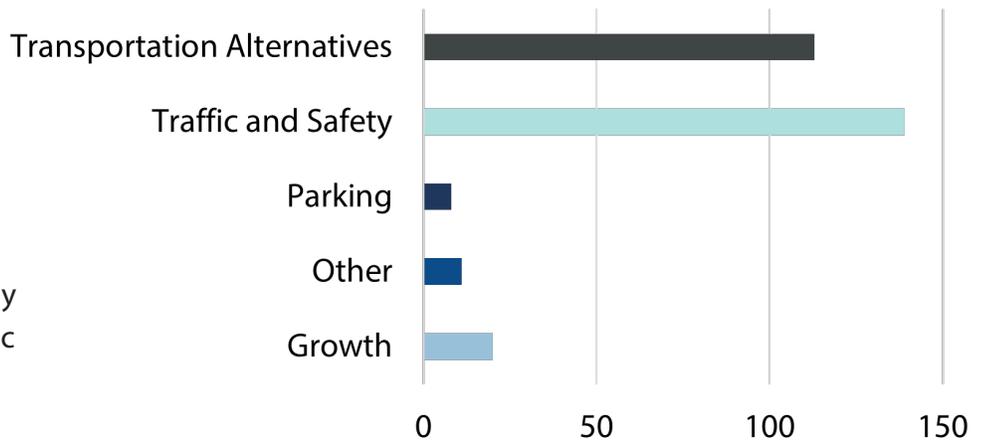
The open-ended responses were broken into five main categories.

- Transportation alternatives
- Traffic and Safety
- Parking
- Growth
- Other

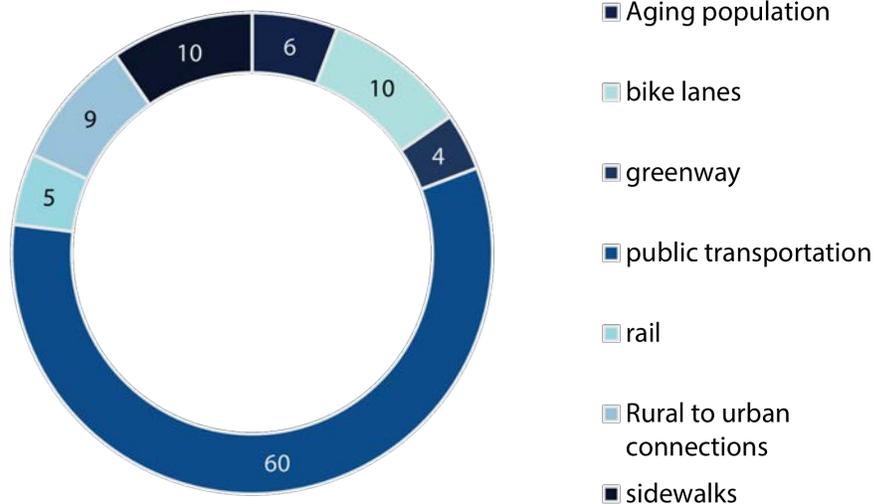
The Transportation alternatives category offers an understanding of what specific concerns were mentioned as an alternative to vehicular travel. Several responses identified a concern about the elderly accessing essential services via public transit. Other notable responses focused on sidewalk quality and lack of sidewalks along main corridors. Finally, a subset of these responses identified a lack of rural to urban connections.

All open-ended responses can be viewed on the project website: <https://www.envisionpittcounty2045.com/>

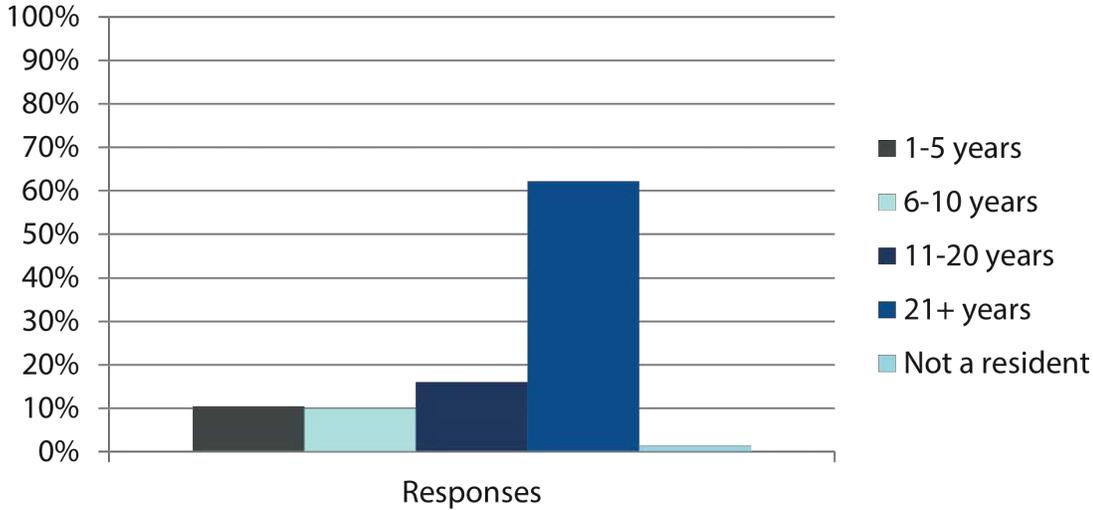
### What is your biggest transportation concern or priority?



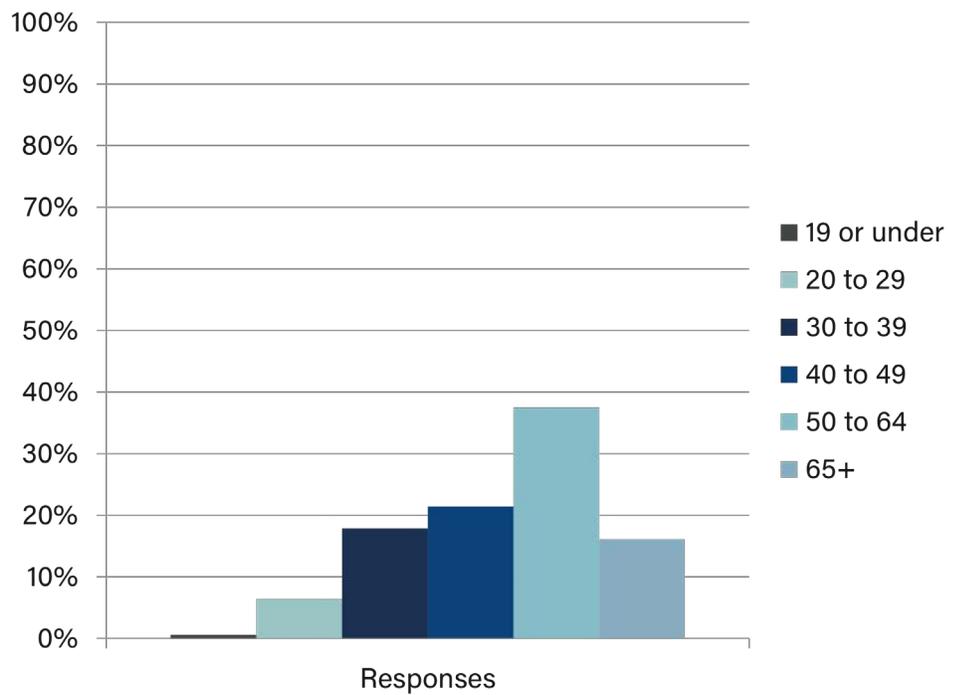
### Transportation Alternatives



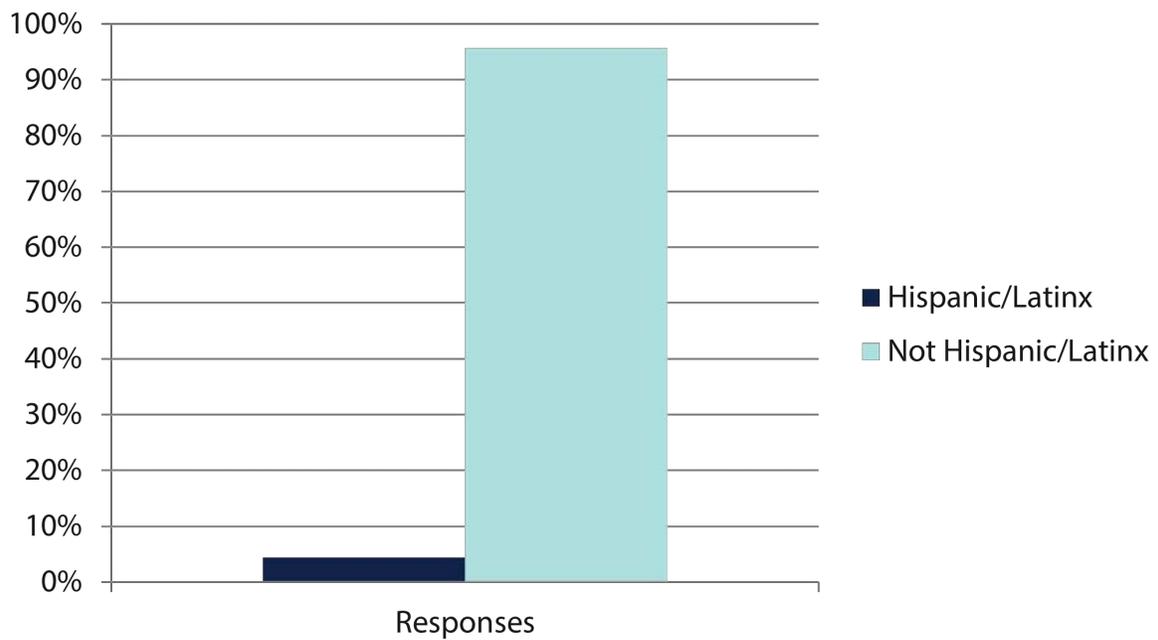
## If a resident, how long have you lived in the County?



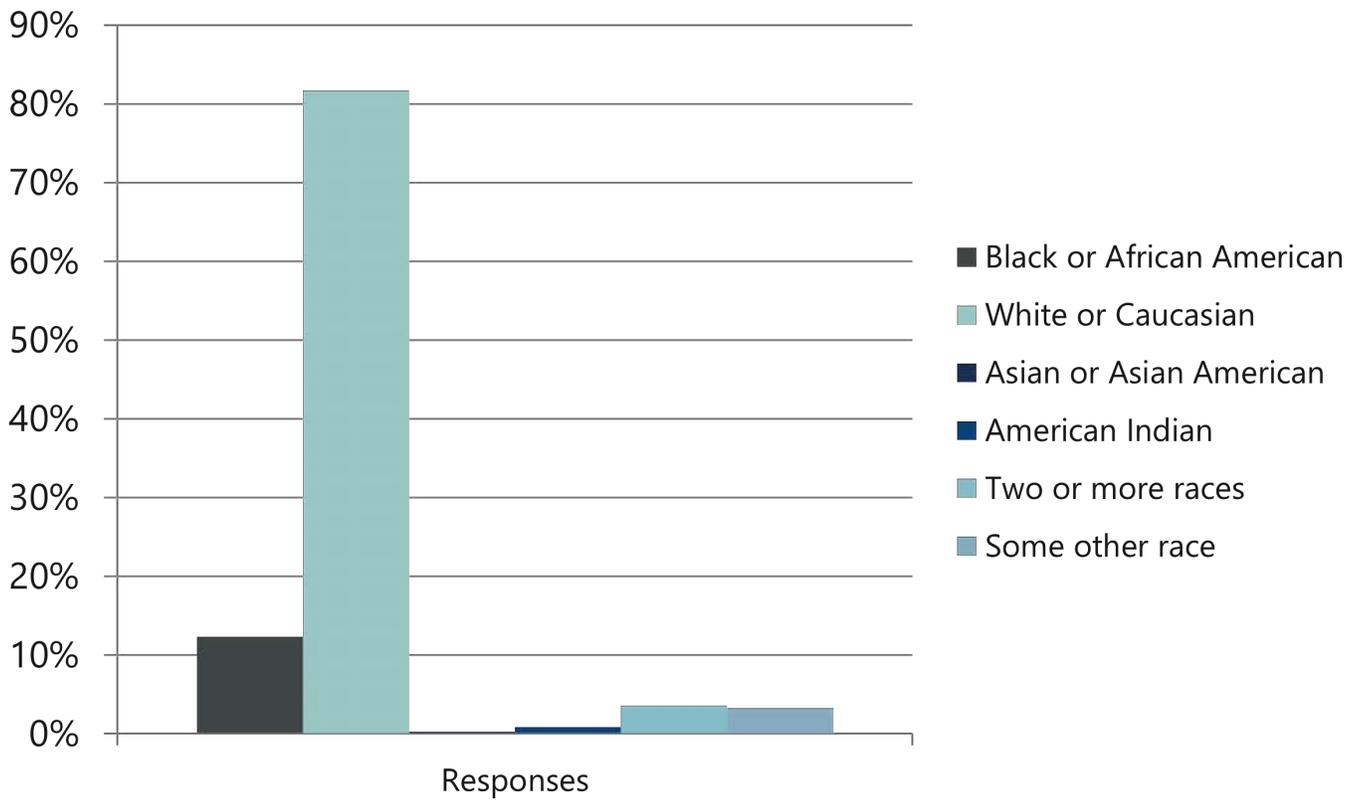
## What is your age?



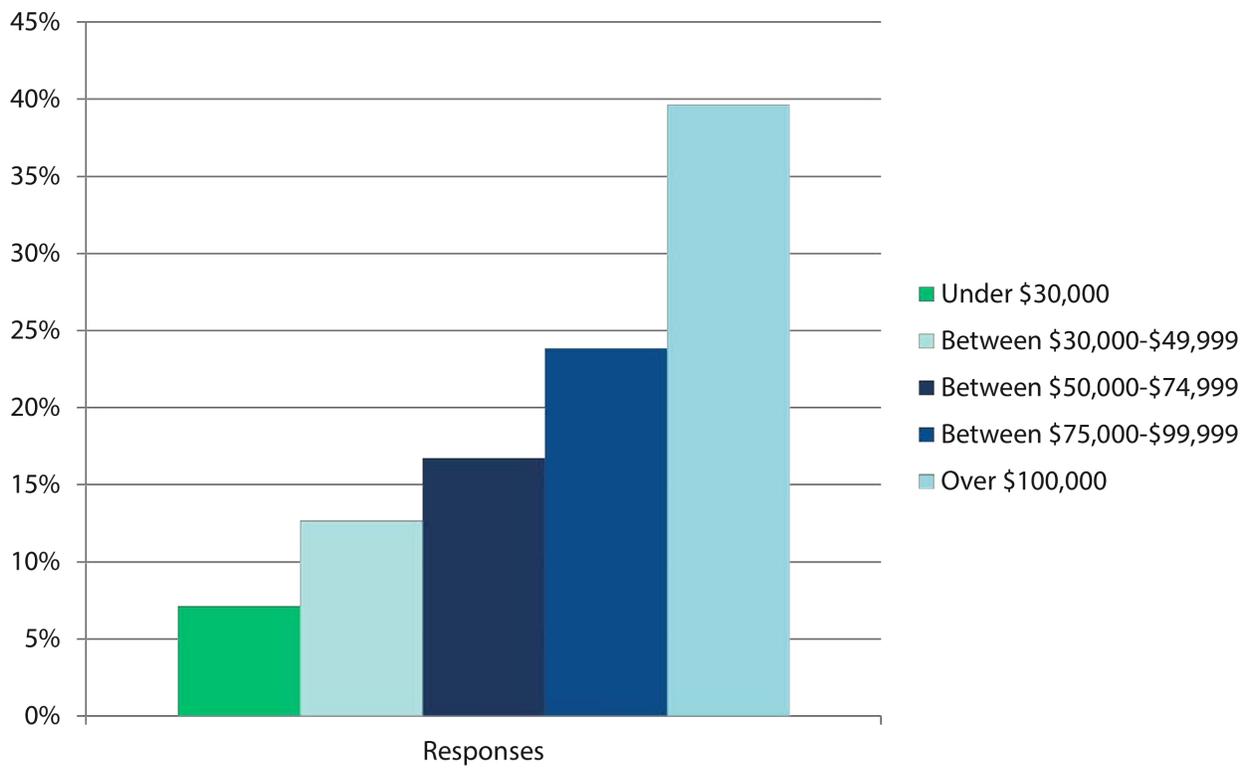
### What is your ethnicity?



## What best describes your race? (Select all that apply)



### What is your annual household income?



## Public Meetings

There were a total of six public meetings throughout the plan development process.

The spring meetings were held:

- May 19, 2022, at D.H. Conley High School,
- June 1, 2022, at Ayden-Grifton High School,
- June 2, 2022, at Farmville High School, and;
- June 9, 2022, at North Pitt High School.

These meetings were held to learn more about the community's values and priorities. There were feedback activities and small group discussions at all four locations.

The fall public meetings introduced the community to the plan's goals, recommendations, and the Future Land Use Map and character areas. The fall meetings were held:

- November 28, 2022, at the Community Schools and Recreation Building, and;
- December 1, 2022, at North Pitt High School.

The results and images from these public engagements can be viewed on the following pages.



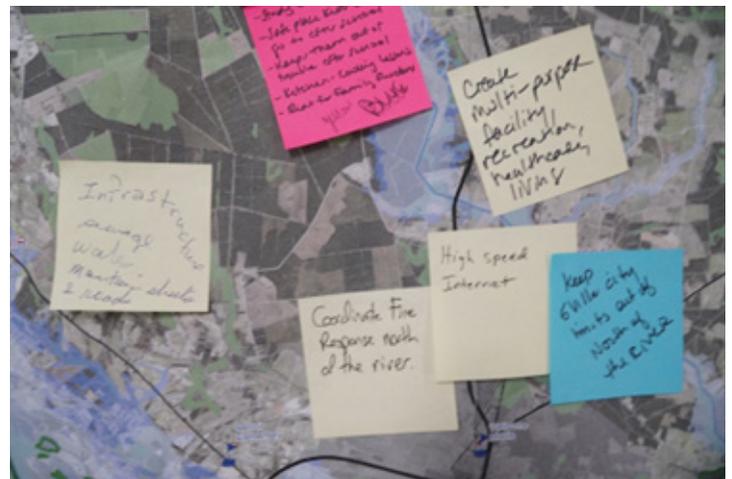
## Spring 2022 Public Meetings

### Keep/Toss/Create Map Comments

A "Keep, Toss, Create" activity allowed participants to highlight areas in Pitt County they wanted to preserve, or that need improvements, and allowed them to identify other opportunity areas. Comments are summarized and categorized by location (e.g., North of the Tar River, South of the Tar River, etc.).

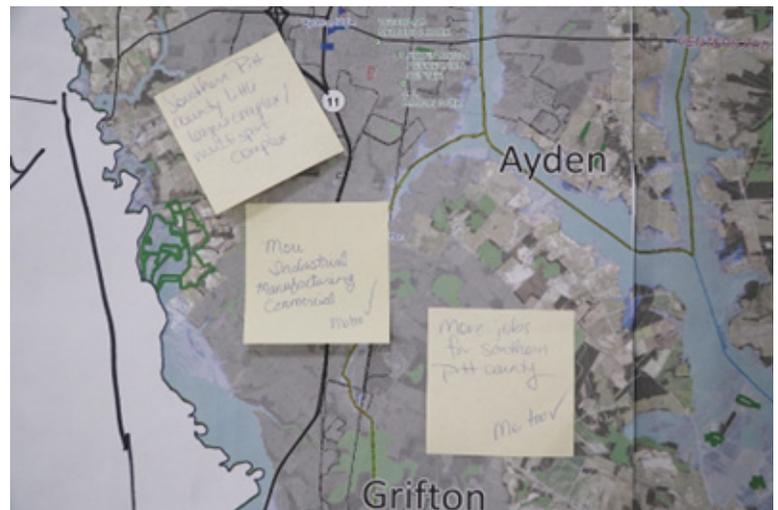
#### North of Tar River

- Affordable housing
- Medical service, pharmacy in northern Pitt County/ Bethel
- Infrastructure
- Coordinate fire response north of the river
- Broadband internet availability
- Keep Greenville city limits out of north of the river
- More river activities
- Street maintenance
- Safe places and afterschool care for kids, including activities to keep them out of trouble



#### South of Tar River

- Greenway connection to Alice F. Keene District Park
- County Home Road needs to be studied to improve traffic flow
- Partner with independent sports organizations
- Improvements on State bike route
- Southern Pitt County league complex/multisport complex
- More industrial, manufacturing, and commercial development
- More jobs for southern Pitt County residents



## Residential Preference

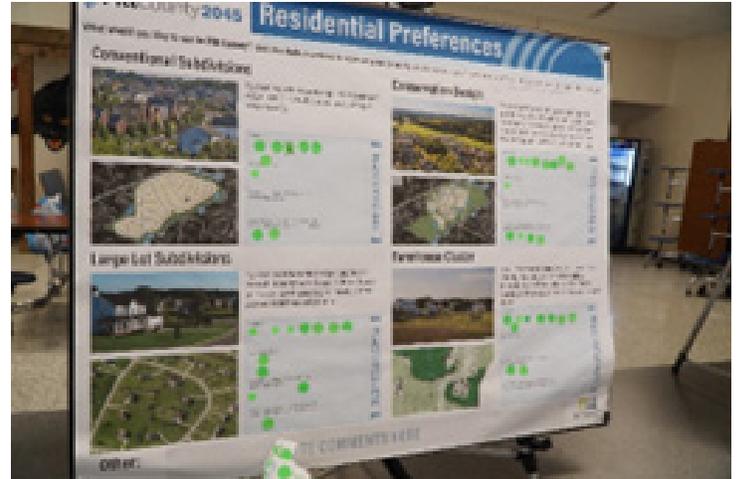
Attendees were asked whether they support or do not support different types of residential development, as well as if they would prefer to see specific development types in agricultural or activity areas. This feedback aided in the development of the Future Land Use Map, Character Areas, and land use recommendations for the plan. Overall, there was some support for all types of residential development. The strongest support was for conservation and farmhouse cluster subdivisions. These subdivisions cluster development to preserve open space and agricultural lands. Participants preferred conservation design subdivisions to be located in activity areas near major roads, crossroads, or near towns. It was preferred that farmhouse cluster subdivisions be located in agricultural areas. Support for conventional and large lot subdivisions was even among attendees.

### *Conventional Subdivisions*

A conventional subdivision is a typical subdivision design with medium-sized lots that includes single-family homes on lots ranging from one-quarter to one-half acre with limited open space. Out of the participants who supported this type of residential development, they preferred this type of development to be located in activity areas (i.e., near major roads, crossroads, or near towns), while others did not indicate their location preference. Some participants did not support this type of residential development.

### *Large Lot Subdivisions*

A large lot subdivision is a typical subdivision design but with lower overall density that includes single-family homes on large lots that are one acre or more in size. Participants that preferred large lot subdivisions indicated that this type of residential development should be located in agricultural areas,



versus being located in activity areas (i.e., near major roads, crossroads, or near towns).



### *Conservation Design*

A conservation design subdivision has the same number of lots as a conventional subdivision, but development is clustered to preserve views or natural resources in exchange for smaller lots, more open space (typically 40% or more), and amenities. This type of residential development had the most support, however there were a few participants who did not support this type of development. Out of the participants who supported this type of development, they preferred it to be located near activity areas.



### *Farmhouse Cluster*

A farmhouse cluster subdivision is typically small in scale with low overall density. This type of development offers more flexibility in lot size and allows buildings to be clustered in order to protect natural resources and views. This type of development was the second preferred type of development. Out of the participants who supported this type of development, they preferred it be located near activity areas.



## Overall Development Priorities

Participants were asked what their development priorities are for Pitt County as the county continues to grow. Options included utility infrastructure improvements, jobs and economic growth, retail and restaurant options, protection of farms and open space, transportation improvements, and new residential development. The top three priorities were (1) utility infrastructure improvements, (2) transportation improvements, and (3) protection of farms and open space.

Additional comments included:

- Need for reliable broadband
- Create jobs for the people who live here.
- Education to develop potential workforce members
- Need for a grocery store in Bethel
- Farming is the livelihood of many families.
- Fewer two-lane roads.
- Small housing developments for seniors with amenities on sight.

## Parks, Recreation, and Open Space

For the Parks and Recreation and Open space preferences, participants were encouraged to indicate what types of recreation facilities and open space priorities they would like to see prioritized in the plan. The top four choices on for parks and facilities priorities were 1) greenways & trails, 2) programming & events, 3) sports fields, and 4) parks with natural areas. The top four preferences for open space were 1) resiliency, 2) agricultural preservation, 3) protecting water quality, and 4) protection of habitats and rare species. A few participants left comments indicating their desires for additional playgrounds, sports fields, programming and events, and fitness facilities.



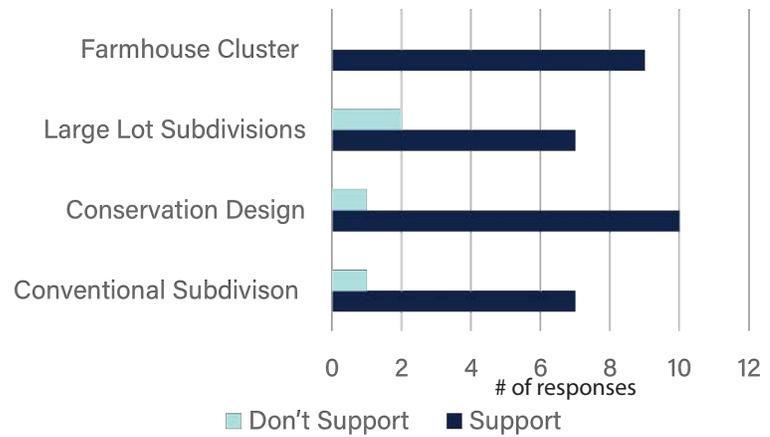
## Comments Sheet

- Need a center for meetings and recreation
- Rural areas need broadband access
- Illegal dumping and littering needs to be addressed
- Preserve dark skies for astronomy and migrating wildlife
- County and City should work to build relations with citizens to increase engagement
- County resources to help seniors
- Build homes that do not require HOA fees

- County needs a comprehensive recreation and parks department
- Easier access to existing structures (applications, fees, rentals)
- High Speed Internet
- Public transportation in North Pitt County
- Bus shelters, senior center, medical, shopping, youth programs, law enforcement, North of the river
- Sidewalk down by Food Lion-Old River Rd.
- Mental health services (Opioid users)

## Residential Preference

Residential Preference



What would you like to see in Pitt County? Use the dots provided to vote on your priority and/or write in your comments on the different options for residential designs.

### Conventional Subdivisions



Typical subdivision design with medium sized lots (~ 1/4-1/2 acre lots), limited open space.

SUPPORT: [5 dots, 1 crossed out]

DOV'T SUPPORT: [1 dot]

IN AGRICULTURAL AREAS OR OTHER DEVELOPED AREAS: [1 dot]

IN ACTIVITY AREAS (LIKE NEAR MAJOR ROADS, CROSSROADS OR NEAR TOWNS): [2 dots]

PLACE VOTES HERE ↑



### Conservation Design



Same number of lots as conventional subdivision but development is clustered to preserve views or natural resources, smaller lots in exchange for more open space (typically 40%+) and amenities.

SUPPORT: [7 dots]

DOV'T SUPPORT: [1 dot]

IN AGRICULTURAL AREAS OR OTHER DEVELOPED AREAS: [1 dot]

IN ACTIVITY AREAS (LIKE NEAR MAJOR ROADS, CROSSROADS OR NEAR TOWNS): [2 dots]

PLACE VOTES HERE ↑



### Large Lot Subdivisions



Typical subdivision design but lower overall density with larger lots (~ 1 acre or more). Less grading is needed than conventional subdivisions.

SUPPORT: [5 dots]

DOV'T SUPPORT: [1 dot]

IN AGRICULTURAL AREAS OR OTHER DEVELOPED AREAS: [1 dot]

IN ACTIVITY AREAS (LIKE NEAR MAJOR ROADS, CROSSROADS OR NEAR TOWNS): [2 dots]

PLACE VOTES HERE ↑



### Farmhouse Cluster



small-scale subdivision with a low overall density, flexibility in lot size to allow for buildings to be clustered (like farm buildings) to protect natural resources and views.

SUPPORT: [5 dots]

DOV'T SUPPORT: [1 dot]

IN AGRICULTURAL AREAS OR OTHER DEVELOPED AREAS: [1 dot]

IN ACTIVITY AREAS (LIKE NEAR MAJOR ROADS, CROSSROADS OR NEAR TOWNS): [2 dots]

PLACE VOTES HERE ↑



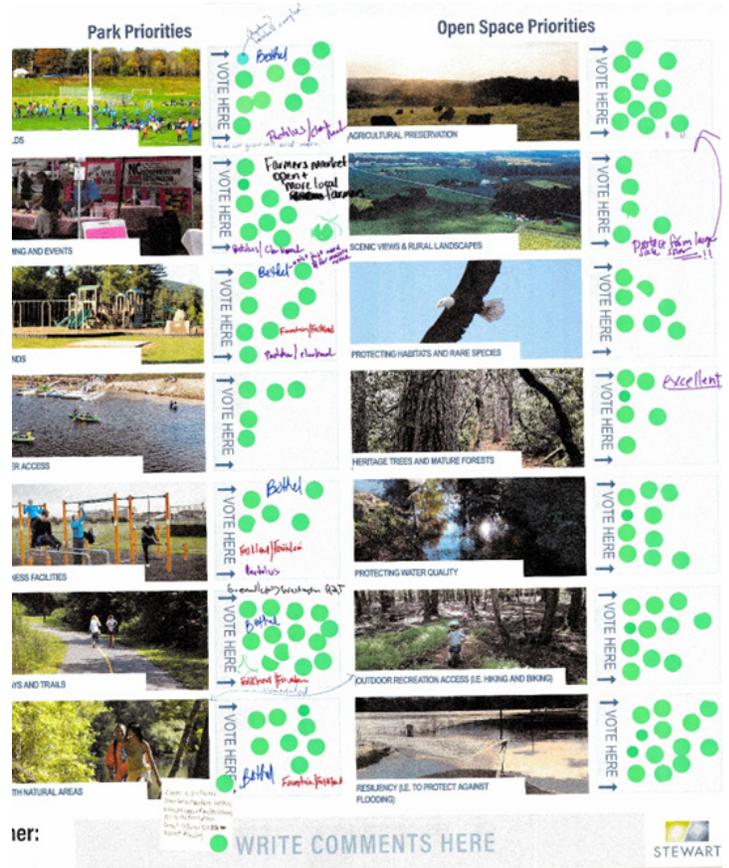
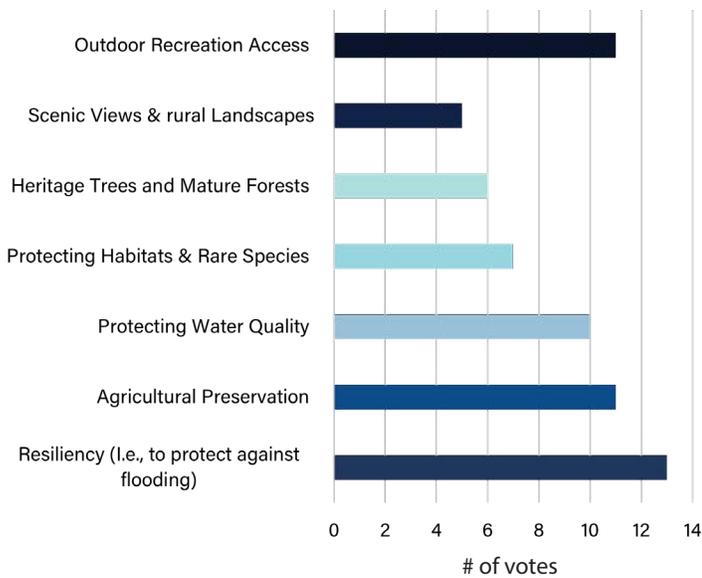
Other:

WRITE COMMENTS HERE

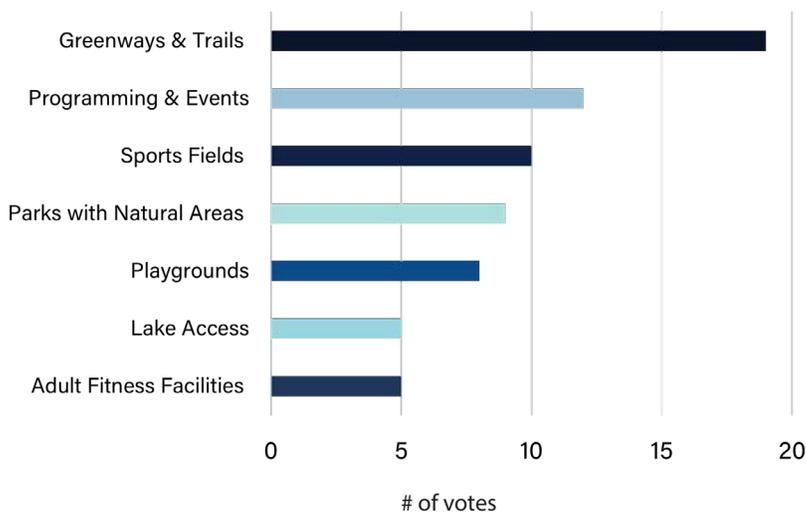


## Parks, Recreation, and Open Space Priorities and Preference

### Open Space Preference



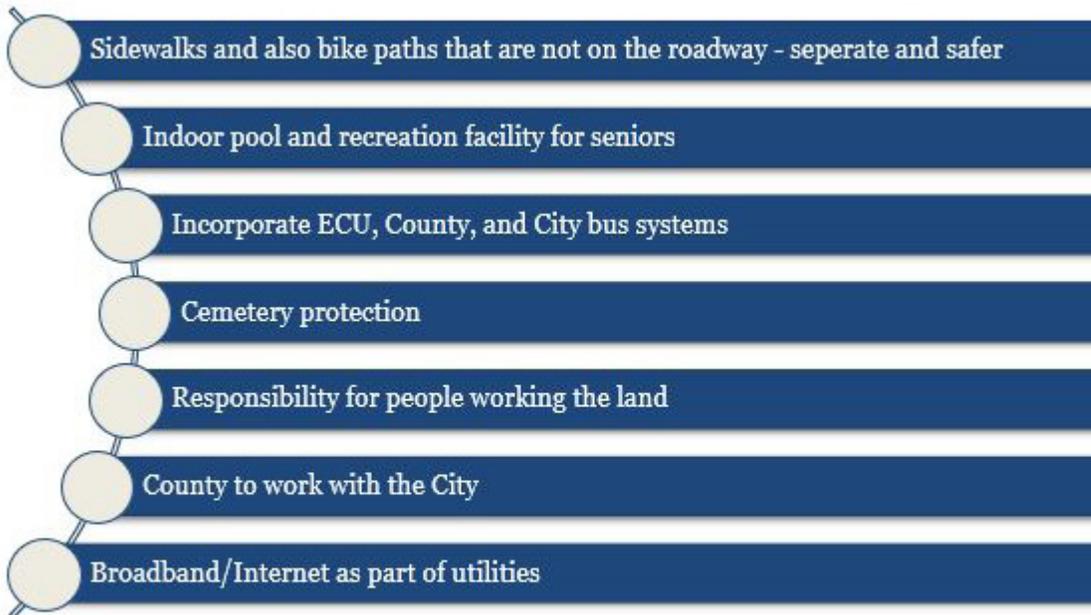
### Parks and Recreation Facility Priorities



## Fall 2022 Public Meetings

The last two public meetings introduced the community to the plan's goals, recommendations, and Future Land Use Map and Character Areas. The last two meetings were held on November 28 at the Community Schools and Recreation Building and December 1 at North Pitt High School. A brief presentation describing draft goals and recommendations of the plan was given at both locations followed by a question-and-answer session.

Comments from both meetings are listed below:

- 
- Sidewalks and also bike paths that are not on the roadway - seperate and safer
  - Indoor pool and recreation facility for seniors
  - Incorporate ECU, County, and City bus systems
  - Cemetery protection
  - Responsibility for people working the land
  - County to work with the City
  - Broadband/Internet as part of utilities

- Light Rail to Raleigh
- Need a Historic Preservation Committee to keep track of and protect the many historic properties in Pitt County
- African American Cultural Trail
- Public transportation in North Pitt County
- Allow small scale commercial along major roads
- Allow/encourage pervious pavement or gravel/grid system for rural commercial
- Commercial development North of the river

- Quality of Life in ETJ - information, education, health care access
- City water and sewer infrastructure North of river
- Traffic around Belvoir Elementary School intersection of NC 33 West
- Internet and water on main roads not but on side roads
- NC 33 and Belvoir HWY needs a turn lane throughout
- NC 33 flooding with rain
- Trash on roads North of the River - more signage/education, litter how to report, campaign planned

- Briley Road - modernize with wide shoulders
- Speeding along NC 33 and in Glenview subdivision
- Long term maintenance of roads - gap in funding, not built to funding
- Public dialogue needs to continue past the Comp. Plan - especially North of the river
- Balance environmental justice concerns with development - look at code and consider during decision making process
- Reduce impact of lighting and noise with new commercial development
- Lighting needed at interchange ramps and overpasses

- Senior specific housing
- Housing equity concerns - investors buying apartment complexes and now accepting housing vouchers, renter protections and affordability
- Homeless shelter has exceeded capacity
- Housing is the foundation of wealth, health, and education
- NOTRA - North of the River Association
- Involve and reach out to the Latino community
- Litter pickup needed, campaigns should have bilingual component



# PITT COUNTY COMPREHENSIVE PLAN



Envision  
**Pitt**County2045