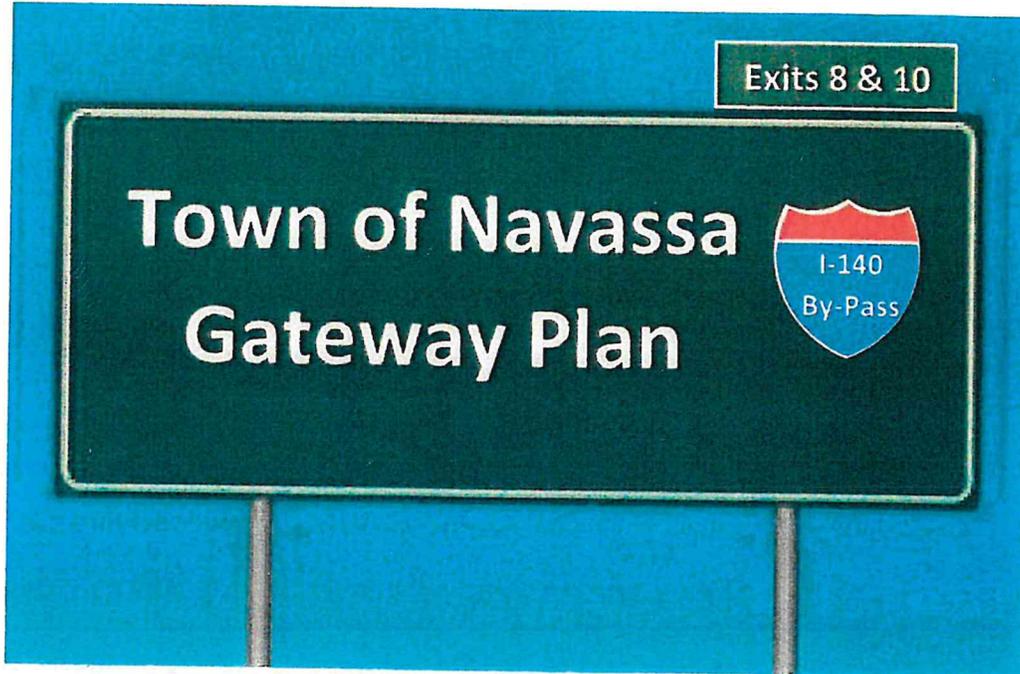


Town of Navassa – Gateway Plan 2017



For Town of Navassa by the  
North Carolina Department of Commerce  
NC Main Street and Rural Planning Center  
Rural Economic Development Division



Town of Navassa – Gateway Plan 2017

## Acknowledgements

### Town of Navassa Gateway Plan 2017

#### Work Group

Reviewed and recommended for adoption.

#### Planning Board

Diane Graham, Vice Chair

Walter Ballard

Conswalia Green

Paul Infererra

Robert McMillan

Minnie Brown, Ex-Officio

#### Additional Work Group participants

Marvin Ballard

Athelston Bethel

David Mattison

Ernest Mooring, Jr.

Eulis Willis

#### Town Council

Adopted:     *date* \_\_\_\_\_

Eulis Willis, Mayor

Minnie Brown, Councilwoman – District 1

Jerry Merrick, Councilman - District 1

Ernest Mooring Jr., Councilman – District 1

Milton Burns, Councilman – District 2

Athelston Bethel, Councilman – District 3

## Town of Navassa – Gateway Plan - 2017

### **Town of Navassa**

Town Hall, 334 Main Street, Navassa, NC 28451

Charlena Alston, Town Clerk • Tel. 910-371-2432

E-mail: navassaclerk@emial.com

**Town web site:** [www.townofnavassa.org](http://www.townofnavassa.org)

**Staff would like to thank and recognize all who contributed their effort to the Plan including:** citizens, business persons, Work Group, Town Planning Board, Town Council, Town staff, NC Main Street and Rural Planning Center, Cape Fear Council of Governments, Brunswick County, and Economic Development Partnership of North Carolina. **Additional thank you:** Patrick Riddle, NC - Department of Transportation; Mike Hargett, Brunswick County; David Mattison, NC - Department of Environmental Quality.

### **Planning and Economic Development Assistance**

#### **North Carolina Department of Commerce**

Rural Economic Development Division

NC Main Street and Rural Planning Center

Wilmington Office – 127 Cardinal Drive Extension, Wilmington, NC 28405

Mark Zeigler, AICP Community Economic Development Planner • 910-796-7268

E-mail: [mzeigler@nccommerce.com](mailto:mzeigler@nccommerce.com)

Glen Locascio, Business and Technology Application Analyst, Asheville Office

E-mail: [glocascio@nccommerce.com](mailto:glocascio@nccommerce.com)

#### **Cape Fear Council of Governments**

Trey Burke, Planner, 1480 Harbour Drive, Wilmington, NC 28401

E-mail: [jburke@capefearcog.org](mailto:jburke@capefearcog.org)

#### **Brunswick County Economic Development**

Kim Gamlin, Marketing Specialist, 75 Courthouse Drive, Building I, Bolivia, NC 28422

E-mail: [kim.gamlin@brunswickcountync.gov](mailto:kim.gamlin@brunswickcountync.gov)

#### **Economic Development Partnership of North Carolina**

Jenni Harris, Regional Industry Manager, Southeast Region

15,000 Weston Parkway, Cary, North Carolina 27513

E-mail: [jenni.harris@edpnc.com](mailto:jenni.harris@edpnc.com)

# Table of Contents

	page
<b>Section 1. Introduction</b>	
1-1 Navassa area.....	1-1
1-2 Mt. Misery and Cedar Hill area planning.....	1-2
1-3 Work Group meetings.....	1-5
<b>Section 2. Plan Vision and Economic Development Analysis</b>	
2-1 Vision statement.....	2-1
2-2 Retail service economic assessment.....	2-1
2-3 Potential economic impact.....	2-3
2-4 Economic analysis.....	2-6
<b>Section 3. Gateway plan future land use</b>	
3-1 Introduction.....	3-1
3-2 Preferred future land use opportunities.....	3-2
o From the 2012 Navassa Future Land Use Plan	
o Gateway Areas – Mt. Misery Road and Cedar Hill	
3-3 Relationship to adjacent areas.....	3-4
3-4 Street access and design.....	3-4
o Development considerations	
o Street access	
o Landscaping and buffering	
3-5 Future Town and NC-DOT road improvements.....	3-7
3-6 Environment.....	3-7
3-7 Water and sewer.....	3-8
3-8 Parks.....	3-8
3-9 Site certification and readiness.....	3-8
<b>Gateway Plan Maps</b>	
Aerial photograph of Town – Map 3-1	
Land use – Map 3-2	
Existing zoning – Map 3-3	
Future land use – Map 3-4	
Floodplains and wetlands – Map 3-5	

Water, sewer, and environmental site concerns – Map 3-6

**Section 4. Policy recommendations and strategy implementation**

4-1	Zoning and subdivision ordinances.....	4-1
4-2	Town Future Land Use Plan.....	4-2
4-3	Transportation planning.....	4-3
4-4	Utility and infrastructure improvements.....	4-4

**Appendices**

A.	Commercial Business Examples – Brunswick County.....	A-1
B.	Site Certification and Readiness.....	B-1
C.	Newspaper article – I-140 Bypass Highway.....	C-1
D.	Rezoning procedures – Gateway area.....	D-1

## Section 1. Introduction

### 1-1 Navassa area

The Town of Navassa is strategically located two to six miles west of Wilmington, and one to two miles north of Leland and the US 74/76/17 highway. Over 26,000 vehicles travel on the US 74/76 highway (at Old Fayetteville Road) through the area each day. NC-DOT is in the process of constructing approximately 7 miles of a four lane I-140 By-Pass highway across the Cape Fear River between US 421 and US 74/76. The under construction By-Pass road will go through Navassa just north and parallel of the CSX Railroad tracks. The By-Pass road will connect to the recently completed east-west I-140 segment west of Wrightsboro, and the north-south I-140 segment just west of Leland. There will be two I-140 By-Pass on off interchanges in Navassa at Mt. Misery Road (Exit 8) and Cedar Hill Road (Exit 10). The By-Pass is scheduled to open in late 2017 with full completion in spring 2018. The By-Pass highway presents an opportunity for Navassa to economically plan to capture some of the future road traffic with commercial and industrial serving development for the Town, and plan for residential development.



Figure 1-1. Navassa location of the I-140 By-Pass and the Mt. Misery Road and Cedar Hill Road exits.

## 1-2 Mt. Misery and Cedar Hill area planning

The following Figure 1-2 shows the general vicinity of the Mt. Misery Road and Cedar Hill Road areas. The aerial photo shows the I-140 By-Pass and interchanges under construction. Also see Map 3-1 and 3-2.



Figure 1-2. General vicinity of I-140 By-Pass and the Mt. Misery Road and Cedar Hill Road exits under construction.

The Mt. Misery Road and under construction (Exit 8) and I-140 By-Pass area (Figure 1-3) is characterized by vacant land to the northeast. Also see Map 3-1 and Map 3-2. To the southeast is vacant land between the interchange and the CSX railroad tracks. Southeast of the CSX railroad tracks is an industrial use, and a mini mart along Mt. Misery Road. Off Lincoln Road is an assisted medical care home facility, and the Eastbrook residential subdivision. To the southwest of the interchange area is largely vacant land with some development. There are industrial uses along Industrial Boulevard. Along Mt. Misery Road there is an auto junk yard, an auto body repair and paint shop, and a boat service facility. Manufactured homes are along Walker Street. To the northwest of the interchange area is largely vacant land. There is scattered residential development and a garage and salvage company along Mt. Misery Road. Further northwest is residential development along Quail Hollow Road.

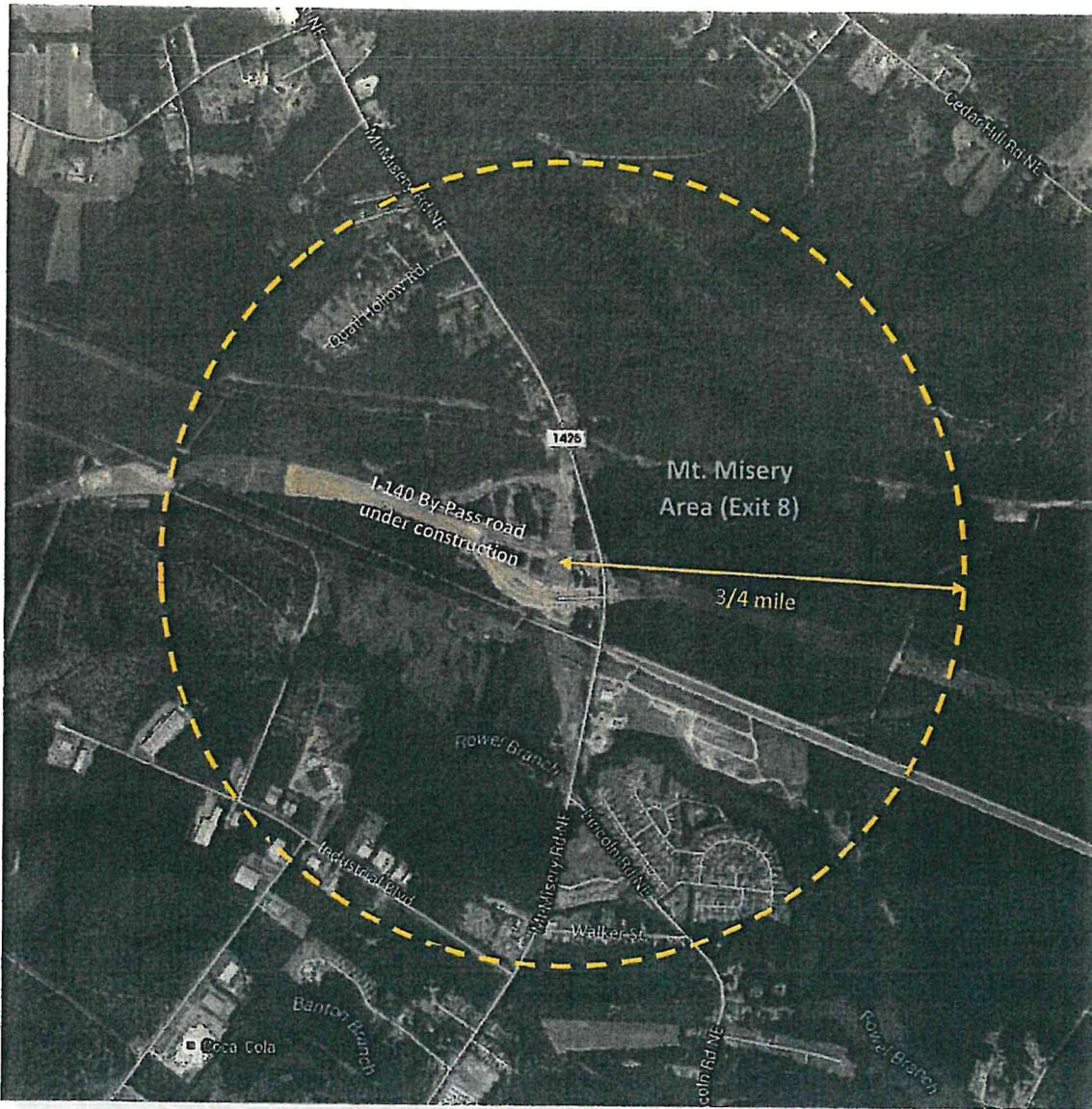


Figure 1-3. Aerial photo of the Mt. Misery Road (Exit 8) I-140 By-Pass interchange – 2016 (Google Maps).

Cedar Hill Road and the under construction (Exit 10) and I-140 By-Pass area (Figure 1-4) is characterized by generally vacant land to the northeast and south of the interchange. Also see Map 3-1 and Map 3-2. There are two earth borrow pit areas to the northeast with ponds. To the northwest is residential development along Davis Way and Wide Way roads. There is also scattered residential development along Cedar Hill Road. At the east end of Royster Road is industrial. CSX Railroad tracks are in the southern portion of the shown circle area.

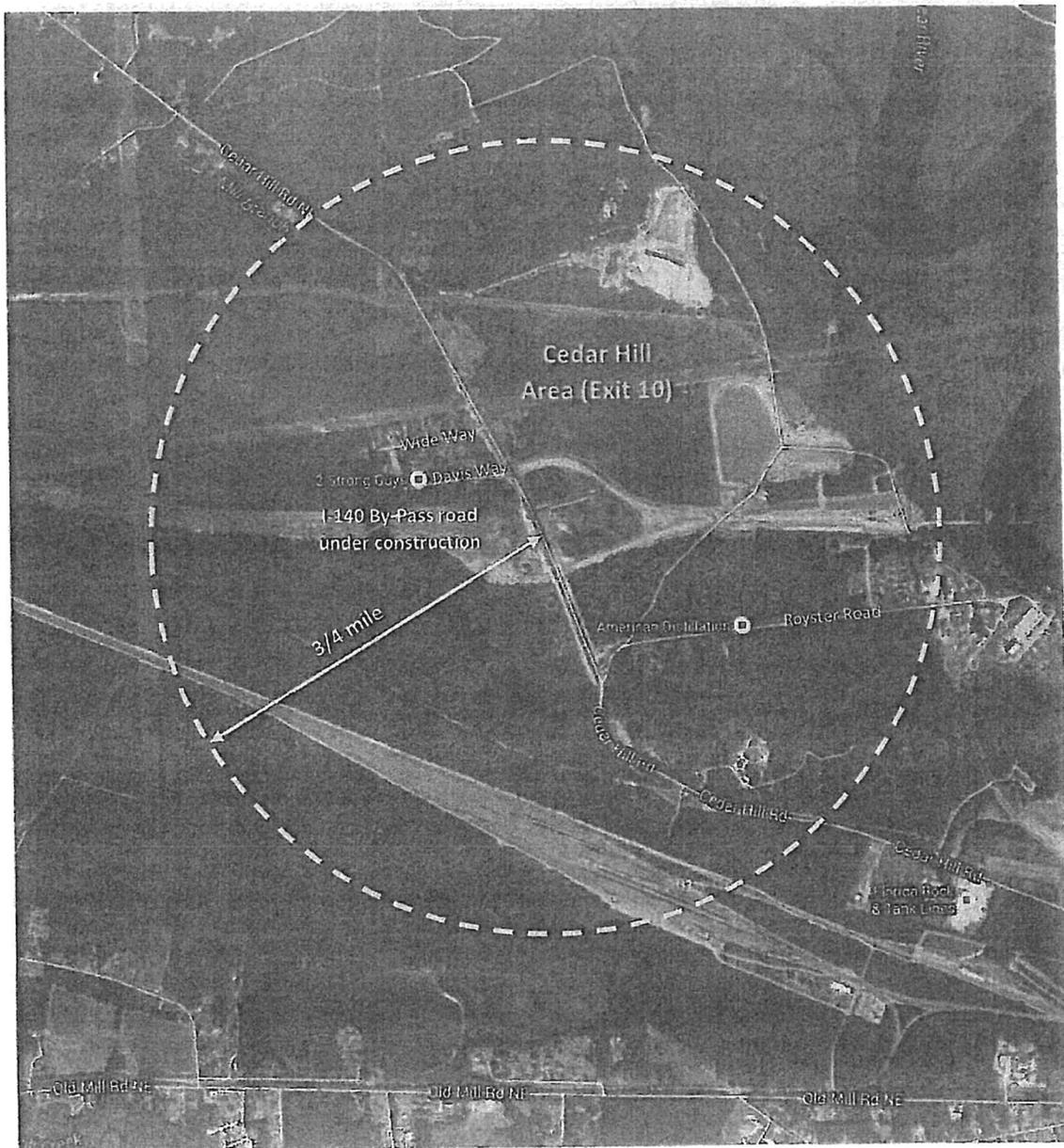


Figure 1-4. Aerial photo of the Cedar Hill Road (Exit 10) I-140 By-Pass interchange – 2016 (Google maps).

### **1-3 Work Group meetings**

The Navassa Town Council in late winter 2016 passed a resolution supporting this plan effort by the NC Department of Commerce to work with partners and proceed to prepare a Gateway economic plan for the By-Pass interchange areas at Mt. Misery Road, and Cedar Hill Road (Figures 1-3 and 1-4). In the spring of 2016 staff began to work with a Work Group to develop this Navassa Gateway Plan. This work continued into 2017.

A Work Group was comprised of the Planning Board, interested Town residents, business persons, Town staff, NC Department of Commerce – NC Main Street and Rural Planning Center, and the Town planner from the Cape Fear Council of Governments. The Work Group met as the plan material was prepared on approximately a monthly basis. Additional input for the project was solicited from a Brunswick County Economic Development marketing specialist, the Economic Development Partnership of North Carolina southeast industrial manager, the NC Department of Transportation Division-3 planning engineer, and the NC Department of Environmental Quality environmental engineer.

Throughout the planning process the Town Council was kept informed of the progress. The meetings for the plan were public at Town Hall for input from citizens and developers on various aspects of the plan as it was prepared.



## Section 2. Plan Vision and Economic Development Analysis

### 2-1 Vision statement

The Gateway Plan is designed to guide future development decisions at the Mt. Misery Exit 8 and Cedar Hill Exit 10 interchange areas along I-140 By-Pass so that the Town of Navassa's character and quality of life are improved as a result of new development.

#### Navassa Gateway Plan Vision Statement

*To develop a plan for future growth and development in the two Navassa Gateway I-140 By-Pass interchange areas at Mt. Misery and Cedar Hill. To ensure that development occurs in an orderly pattern. That economic investment is maximized. And the character of the development and services provided are complementary to the Town of Navassa.*

### 2-2 Retail service economic assessment

The Town has almost no retail service establishments except for two small mini-mart businesses on S. Navassa Road and Old Mill Road. And thus the following analysis of retail service is of potential business or economic "leakage" from the Town. Figure 2-1 shows economic leakage analysis from 13 different economic retail service categories in Navassa in 2016. While the following is an approximation, nevertheless a general economic picture can be drawn. The bar-graph shows dollar leakage (\$) whereby town customers shop outside the Town trade area (a 1.5-mile radius ring) for the shown retail service categories. For example, the Town loses (or leaks) to the outside \$4.8 million in the "motor vehicle and parts dealers" category. Conversely, the retail categories shown in Figure 2-1 represent potential business niche opportunities for growth in the Town because of the customer demand, and current dollars being lost to outside the Town.

Town of Navassa – Gateway Plan 2017

Figure 2-1. Town of Navassa retail service dollar (\$) leakage in 2016, and potential business opportunities.



The retail service categories in the previous Figure 2-1 are also shown in the following Table 2-1 from greatest to least dollar amounts, with a total leakage of approximately \$17.8 million outside the Town.

**Table 2-1. Town of Navassa retail service dollar (leakage) in 2016, and potential business opportunities (from Figure 2-1).**

	<b>Retail Service</b>	<b>Leakage (\$) Potential Opportunity</b>
1.	Motor Vehicle & Parts Dealers	\$4,831,474
2.	General Merchandise Stores	\$3,234,061
3.	Food Services & Drinking Places	\$2,045,481
4.	Health & Personal Care Stores	\$1,251,022
5.	Clothing & Clothing Accessories Stores	\$1,067,059
6.	Electronics & Appliance Stores	\$1,011,023
7.	Food & Beverage Stores	\$895,891
8.	Miscellaneous Store Retailers	\$832,106
9.	Bldg. Materials, Garden Equip. & Supply Stores	\$762,422
10.	Furniture & Home Furnishings Stores	\$666,498
11.	Sporting Goods, Hobby, Book & Music Stores	\$562,771
12.	Nonstore Retailers	\$426,048
13.	Gasoline Stations	\$209,476
	<b>Total</b>	<b>\$17,795,332</b>

From: Navassa ESRI Retail MarketPlace Profile – 2016.

### **2-3 Potential economic impact**

#### **Business types**

This Plan is intended to help maximize potential economic investment in the two Gateway areas. Certain types of development and businesses could occur in the two areas in the future. Development at the two interchange areas hopefully would occur in the near future following the completion of the I-140 By-Pass. The amount of potential job creation would depend on the type of business that locates.

Information for typical ranges of building sizes, estimated tax values and job creation was analyzed from similar businesses by staff. The following Table 2-2 lists business types and is followed by a discussion of potential types of business that could locate in the Navassa interchange Gateway areas in the future. These types of business uses would be beneficial to the community, boost the Town of Navassa tax base, and create jobs.

**Table 2-2. Potential general types of Navassa Gateway business uses analyzed**

- 
- |  |                                     |
|--|-------------------------------------|
| • <b>Bank</b>                                    | • <b>Drug Store</b>                 |
| • <b>Casual Dining Restaurant</b>                | • <b>Fast Food Restaurant</b>       |
| • <b>Convenience Food Store with Gas Station</b> | • <b>Hotel</b>                      |
| • <b>Distribution Center</b>                     | • <b>Variety Store – Small Size</b> |

A list of comparable commercial examples that are in Brunswick County are listed in Appendix A. Potentially in the future business(es) like or similar these might locate at the Navassa Gateway interchange areas.

### **Bank**

Service local banks typically range in size from 1,500 to 4,000 square feet, depending on their location and the services they offer. A typical bank branch, would have an estimated tax value in the range of few hundred thousand dollars to a million dollars. A bank of this range in size and value would generate an estimated \$3,000 to \$6,000 in tax revenue per year while creating approximately 8 to 15 new jobs.

### **Casual Dining Restaurant**

These restaurants normally range in size from 3,000 to 8,000 square feet. A typical casual dining restaurant could have an estimated tax value in the range of a few hundred thousand dollars to a million dollars. A restaurant of this range in size and value would generate an estimated \$5,000 to \$10,000 in tax revenue per year while creating a range of 35 to 70 new jobs.

### **Convenience Food Store with Gas Station**

These businesses normally range in size from 5,000 to 7,000 square feet, depending on their location and the services they offer. A typical convenience store with gas station would have an estimated tax value of a million to two million dollars. A store with gas station of this range in size and value would generate an estimated \$6,000 to \$12,000 in tax revenue per year while creating approximately 12 to 25 new jobs.

### **Distribution Center**

Distribution centers can be a wide range in sizes from 100,000 to over 1 million square feet. A typical distribution center could be approximately 300,000 square feet with an estimated tax value of 10 to 20 million dollars. A facility of this range of size and value would generate an estimated \$80,000 to \$160,000 in tax revenue per year while creating approximately 75 to 150 new jobs.

### **Drug Store**

Retail drug store businesses normally range in size from 12,000 to 16,000 square feet. A typical retail drug store would be approximately 14,000 square feet with an estimated tax value of \$1,300,000 to \$2,600,000. A store of this size and value would generate an estimated \$8,000 to \$16,000 in tax value per year while creating 15 to 30 new jobs.

### **Fast Food Restaurant**

Fast food restaurants normally range in size from 2,000 to 4,000 square feet. A typical fast food restaurant would be approximately 3,000 square feet with an estimated tax value of one-half to a million dollars. A restaurant of this range in size and value would generate an estimated \$3,000 to \$6,000 in tax revenue per year while creating approximately 15 to 30 new jobs.

### **Hotel**

Hotels, normally range in size from 30,000 to 60,000 square feet. A typical hotel would be approximately 40,000 square feet with an estimated tax value of three-and-a-half to seven million dollars. A hotel of this range in size and value would generate an estimated \$20,000 to \$40,000 in tax revenue per year while creating approximately 15 to 30 new jobs.

### **Variety Store – Small Size**

These businesses normally range in size from 7,000 to 14,000 square feet depending of their location and the merchandise items they offer. A typical small size variety store would be approximately 9,000 square feet with an estimated tax value range of a few hundred thousand to a million dollars. A store of this range in size and value would generate an estimated \$4,000 to \$8,000 in tax revenue per year while creating approximately 14 to 28 new jobs.

## 2-4 Economic analysis

The preceding types of potential Navassa Gateway business uses considered (Table 2-2) in this Plan, illustrate the potential economic impact of a single use in each category. However, there is a large amount of vacant available land, at the two interchange planning areas at Mt. Misery Road Exit 8 and Cedar Hill Road Exit 10. These two gateway areas could accommodate multiple uses of commercial and light industrial. If this were to occur it would further increase tax revenue, jobs, and wages for the Town.

Commercial property development can increase local tax revenues by attracting tourist spending from outside the locality and by increasing property values (Table 2-3). If someone traveling along the future Interstate 140 were to stop for gasoline and snacks at a new convenience store within Navassa; Brunswick County would receive 2% in sales tax revenue. The investment to build that convenience store would increase the property value of that location, Brunswick County would receive \$0.485 per \$100 of incremental property value, and Navassa would receive \$0.2 per \$100 of incremental property value.

**Table 2-3: Convenience Store - Property tax and sales tax analysis example**

Property Tax		Sales Tax	
Convenience Store		Convenience Store	
		\$5,000 sales per day	
Total property value	\$125,460	Projected annual sales	\$1,825,000
Current taxable land value	\$14,900	County sales tax rate	2.00%
Brunswick County property tax rate	\$0.4850	Incremental annual sales tax revenue	\$36,500
Incremental annual property tax revenue	\$536		
Navassa property tax rate	\$0.200	Navassa sales tax rate	0%
Incremental annual property tax revenue	\$221	Incremental annual sales tax revenue	\$0

Development along the I-140 highway will also increase jobs within the area. 55% of the people employed within Brunswick County also live within Brunswick County\*. However, 60% of the people living in Brunswick County are employed outside of the County\*. Increasing the amount of local jobs available would improve the well-being of those living within the community. However, unfortunately many of the service oriented jobs at convenience stores, bank branches, and restaurants are low paying and/or part-time. The average hourly wage in Brunswick County is \$8.34 at gasoline stations, \$7.25 at restaurants, and approximately \$10.00 for a bank teller\*\*.

\* U.S. Census Bureau – 2014 On The Map

\*\* Quarterly Census Employment and Wages (QCEW) - 2015 annual. Note: some of the management bank positions are at approximately \$22 per hour or higher.

## Section 3. Gateway plan - future land use

### 3-1. Introduction

The following future land use strategies in this Section of the Gateway Plan layout the preferred type of growth and development for areas of Mt. Misery Road Exit 8, and Cedar Hill Road Exit 10 (Maps 3-1 to 3-6).

#### Growth and Development Strategies in this Section

---

- Preferred future land use opportunities
- Relationship to adjacent areas
- Street access and design
- Future Town and NC-DOT road improvements
- Environment
- Water and sewer
- Parks
- Site certification and readiness

Map 3-1 shows an aerial photographic view of the under construction Navassa I-140 By-Pass and the two interchange areas. Map 3-2 shows the current land use in the Gateway Plan areas of Mt. Misery Road and Cedar Hill. There is a mixture of vacant land, residential, park, institution, communication, commercial, and industrial. West of Mt. Misery Road is unincorporated Brunswick County.

### 3-2. Preferred future land use opportunities

A primary goal of the plan is to ensure that in the two Gateway Plan areas, the land is developed to the highest and best use. Another goal is that the existing and future infrastructure will have a good return on investment. Determining the highest and best use of property involves many factors including, the Town communicating with property owners, reviewing market opportunities, and guidance with the Town land development ordinance (Map 3-3). The existing Zoning Districts in the Gateway area is shown in the following table. Description of the districts are found in the respective zoning and land development ordinances.

**Table 3-1 - Zoning Districts in the Gateways area (see Map 3-3)**

- Town of Navassa (NA)
- CR – Conservation and recreation
  - RU - Rural

## Town of Navassa – Gateway Plan 2017

- R-6 - High density single-family residential
- R-10 - Moderate density single-family residential
- R-15 - Low density single-family residential
- PUD-RB - Planned unit development
- GB - General business
- LI - Light industrial
- HI - Heavy industrial

### Brunswick County (CO)

- RR – Rural low density residential
- R-6000 – High density residential
- SBR-6000 – High density site built residential
- CLD – Commercial low density
- NC – Neighborhood commercial
- CI – Commercial intensive
- IG – Industrial general

### Town of Leland (LE)

- R-6 - Medium density with performance standards residential district
- C-2 - Regional business commercial business district

The following mix of general land use categories are encouraged in the two Gateway areas as shown in the Future Land Use Map 3-4. The preferred land uses are identified for the areas of Mt. Misery Road Exit 8, and Cedar Hill Road Exit 10. The Future Land Use Map 3-4 areas and following descriptions are from the Town adopted 2012 future land use plan.

## From the 2012 Navassa Future Land Use Plan

### **Mt. Misery Road Area (Map 3-4 - Gateway Plan)**

#### **Low Density Residential (LDR)**

Single family residential smaller lots of in the range of 20,000 to 15,000 sq. ft.; i.e. day care and some recreational uses

#### **Office/Commercial (OC)**

A mixture of low intensity office and light commercial

#### **General Commercial (GC)**

Node concentrations; at two I-40 bypass interchanges; allow fast food, retail, gas stations, shopping, goods and services

#### **Light Industrial (LI)**

Industrial and manufacturing; nearly all activity is indoors; less intense activity than heavy industrial

### **Cedar Hill Road Area (Map 3-4 – Gateway Plan)**

#### **Conservation (CR)**

Primarily flood plain; Cape Fear River, Brunswick River, Sturgeon Creek and tributaries; Includes passive and active parks, trails, public creek access, ball fields; with low density residential, large lots i.e. > 30,000 sq. ft.

#### **Medium Density Residential (MDR)**

Tending to be along collector roads; residential lots in the range of 10,000 to 6,000 sq. ft.; single family by right; and duplex with by right and conditional permit

#### **Multi-Family Residential (MFR)**

Adjacent to section of Old Mill Road highest residential density and within PUD Developments, multi-family approximately 10-12 dwelling units / ac. (4,000 sq. ft. / lot)

#### **Office/Commercial (OC)**

A mixture of low intensity office and light commercial

#### **General Commercial (GC)**

Node concentrations; at two I-40 bypass interchanges; allow fast food, retail, gas stations, shopping, goods and services

#### **Light Industrial (LI)**

Industrial and manufacturing; nearly all activity is indoors; less intense activity than heavy industrial

**Heavy Industrial (HI)** (See Section 4-1 for zoning recommended reevaluation and not permitting some HI uses in the Gateway area.)

Fabrication, processing, storage, and assembly; including, freight terminal; junk yard, boat manufacturing.

### **Gateway Areas - Mt. Misery Road and Cedar Hill**

The following is a description of the types of development that may occur in the two Gateway areas.

#### **Residential**

Low and medium density residential development is encouraged in the yellow and tan areas of the two Gateway Plan areas (Mt. Misery and Cedar Hill) Map 3-4. Multi-family is encouraged in the orange areas in the Cedar Hill area (Map 3-4).

## **Commercial**

Commercial businesses typically include retail and service oriented land uses that cater to the local and nearby population. Map 3-4 shows the office-commercial (blue) and general commercial (red) areas. Commercial uses may include service to the traveling public and a regional customer base. Uses may include for example a: drug store, small size variety store, specialty retailer, a branch bank, fast food restaurant, casual dining restaurant, hotel, large scale convenience food store, gas station, grocery store, home improvement, and similar businesses.

## **Industrial**

Land uses that are light industrial in nature (light purple areas) in Map 3-4 should be self-contained within a structure. Heavy industrial areas are shown in two dark purple areas in the Cedar Hill Gateway area (Map 3-4) next to Royster Road and the train yard. Outdoor storage or concentrated outdoor activities are allowed in the heavy industrial. Industrial development should include adequate screening from residential, office, and commercial uses such as by a fence or berm with a landscaped vegetative buffer. (See Section 4-1 for zoning recommended reevaluation and not permitting some HI uses in the Gateway area.)

### ***3-3. Relationship to adjacent areas***

The future business development in the Gateway two areas should transition to less intense used outside of the interchange areas. Future Gateway development should be sensitive to existing surrounding land uses. Existing residential uses should be protected as much as feasible from incompatible or high impact development. Buffering could be achieved with fencing or berms combined with attractive landscaping.

### ***3-4. Street access and design***

Street access and site design are important parts of the two Gateway areas. The following information regards new development preferred design with entrances, access to parcels, parking, and general site design. An important Plan goal is for safe and efficient traffic patterns, in and out of developed areas, as well as between land uses. Design standards will help to establish attractive entrances into Town and create customer and pedestrian friendly interchanges for visitors. NC-DOT Complete Street principals, and NC-DOT Traditional Neighborhood Development Guidelines should be adhered to in the two Gateway areas (see the below internet web links and sites for additional information).

Information: Web link: [www.completestreesnc.org](http://www.completestreesnc.org) Google search: NC-DOT Traditional Neighborhood Development Guidelines. Free pdf (copy of guidelines is available).

## **Development considerations**

As development occurs in the two Gateway areas consideration should include the following.

### **Discourage strip development**

Discourage commercial strip development patterns along roads. Encourage commercial development in clustered nodal areas.

### **Relate buildings to the street**

Place buildings close together as much as feasible so as to allow for the sharing of driveways and parking lots. This will also create a layout conducive for pedestrian circulation.

### **Line streets with sidewalks**

Along with sidewalks on streets, build safe, comfortable connections between buildings and parking.

### **Anticipate site future growth needs**

Anticipate future growth needs for sidewalks, road widening, and other infrastructure improvements by using site development that enables future expansion.

### **Group traveler services together**

When feasible share parking facilities and connect buildings with sidewalks. Place drive-through facilities at the side or rear of the property to minimize pedestrian conflict and traffic congestion.

### **Do not allow sign clutter**

Limit free standing signs to avoid clutter and confusion. Also follow Town zoning heights and size of signage. Insure that signs are small and not tall.

Attractive NC town sign information to consider is for example from Knightdale, Cornelius, Davidson, and Jamestown.

### **Site landscaping**

Retain as much as possible existing site trees. Design the new buildings to fit with existing trees. Landscape commercial development sites and parking areas with attractive plantings.

**Do not permit dead end roads**

Cul-de-sac roads should not be permitted in the two Gateway areas. Roads should connect at both ends. This is to improve access, ensure traffic and pedestrian connectivity, and prevent congested roads.

**Development road access benefits**

Manage road access as development occurs in the two Gateway areas. Benefits including the following.

**Gateway area access benefits**

---

- Improve safety conditions
- Improve access to businesses
- Reduce congestion
- Planned infrastructure over time
- Promote orderly land use patterns.

Good access management will add to safe and orderly transportation patterns for the traveling public as well as pedestrians.

**Street access**

Issues that should be addressed within the two Gateway interchange areas (Mt. Misery and Cedar Hill) are the following.

**Curb cuts**

As development occurs, limit access to businesses by promoting shared access when possible.

**Parking**

As development occurs administer standards that create interconnected shared parking lots to limit the amount of paving driveways, and access points.

**Pedestrian connections**

Accommodate pedestrians in the layout of driveways and parking lots, providing crosswalks and minimizing conflicting points. Ensure that access points to new development and sidewalks are made available.

**Landscaping and buffering**

As development occurs in the two Gateway areas carry out the following landscaping and buffering.

**Separate land uses**

Use vegetative buffers to separate and soften land uses and create an inviting appearance.

**Landscape parking lots**

Plant trees and shrubbery and incorporate landscaped islands in asphalt parking lots. This will provide shade areas that are cooler and more inviting. Parking lot aesthetics will be improved with landscaping.

**Create a Gateway area with trees and vegetation**

As development occurs plant trees and vegetation to improve the natural qualities of the area.

***3-5. Future Town and NC-DOT road improvements***

Map 3-4 shows the proposed future roads (dashed line) in the Town in the general Gateway plan area. These future roads are from Town Future Land Use Plan - 2012. Any additional new roads that are constructed in the two Gateway areas, should be integrated into the adjacent areas and connect with existing roads. Safe and efficient traffic patterns should be planned including attention to street width and pedestrian sidewalk needs.

***3-6. Environment***

Development should be avoided in the floodplain. Low lying floodplains and wetlands (Map 3-5) are found as part of the Cartwheel Branch Creek in the Cedar Hill Gateway area, south and parallel to Royster Road. Wetlands are found along the CSX railroad line. Wetlands are also found along the upper reaches of Cartwheel Branch Creek and Mill Branch Creek in the Mt. Misery area.

The Future Land Use Plan 2012 (Map 6-3 and Wetlands Map 3-6) has designated Wetland Conservation areas of the Town known to contain Exceptional, Substantial, and Beneficial wetlands. Low intensity development is allowed if permitted by state wetland permitting agencies. High priority is given to conservation and wetland protection. These Wetland Conservation areas are also shown in Map 3-5 of this Gateway Plan.

The Town of Navassa Future Land Use Plan 2012 shows environmental site concerns in the area, and are also shown on Map 3-6 of this Plan. Approximately one-half mile southeast of the proposed Mt. Misery interchange is the property of the former Carolina Creosoting Corporation. At the intersection of Lincoln Road and Mt. Misery Road is the Troy Fuel Spill site (purple dot on Map 3-6). Approximately three-quarters of a mile east of the proposed Cedar Hill

interchange is the former D&G Properties Slaughter House and Royster Fertilizer. Southeast and just outside of the Cedar Hill Gateway area is the Wilmington Branch Borden-Smith Douglas and two sites (purple dots) along the CSX railroad yard.

A 20-inch diameter natural gas pipeline traverses through Navassa and the two Gateway plan areas and connects to the Sutton Power Plant (see Map 3-12 from the 2012 Town Future Land Use Plan).

### ***3-7. Water and sewer***

The water systems in the Gateway plan areas are shown on Map 3-6 (also see Town 2012 Future Land Use Plan Map 4-1). The Brunswick County and Navassa water systems are located along Mt. Misery Road, Cedar Hill Road, and Royster Road as well as some of the adjacent residential subdivisions. The sewer systems in the Gateway plan areas are shown on Map 3-6 (also see Town 2012 Future Land Use Plan Map 4-2). The Cedar Hill plan area is served by the Navassa proper sewer system along Cedar Hill Road and Royster Road. The Mt. Misery Gateway area is served by a sewer line that goes along Mercantile Drive, Industrial Boulevard, Mt. Misery Road and east parallel to the CSCX railroad to the Royster Road area in the Cedar Hill area (Map 3-6).

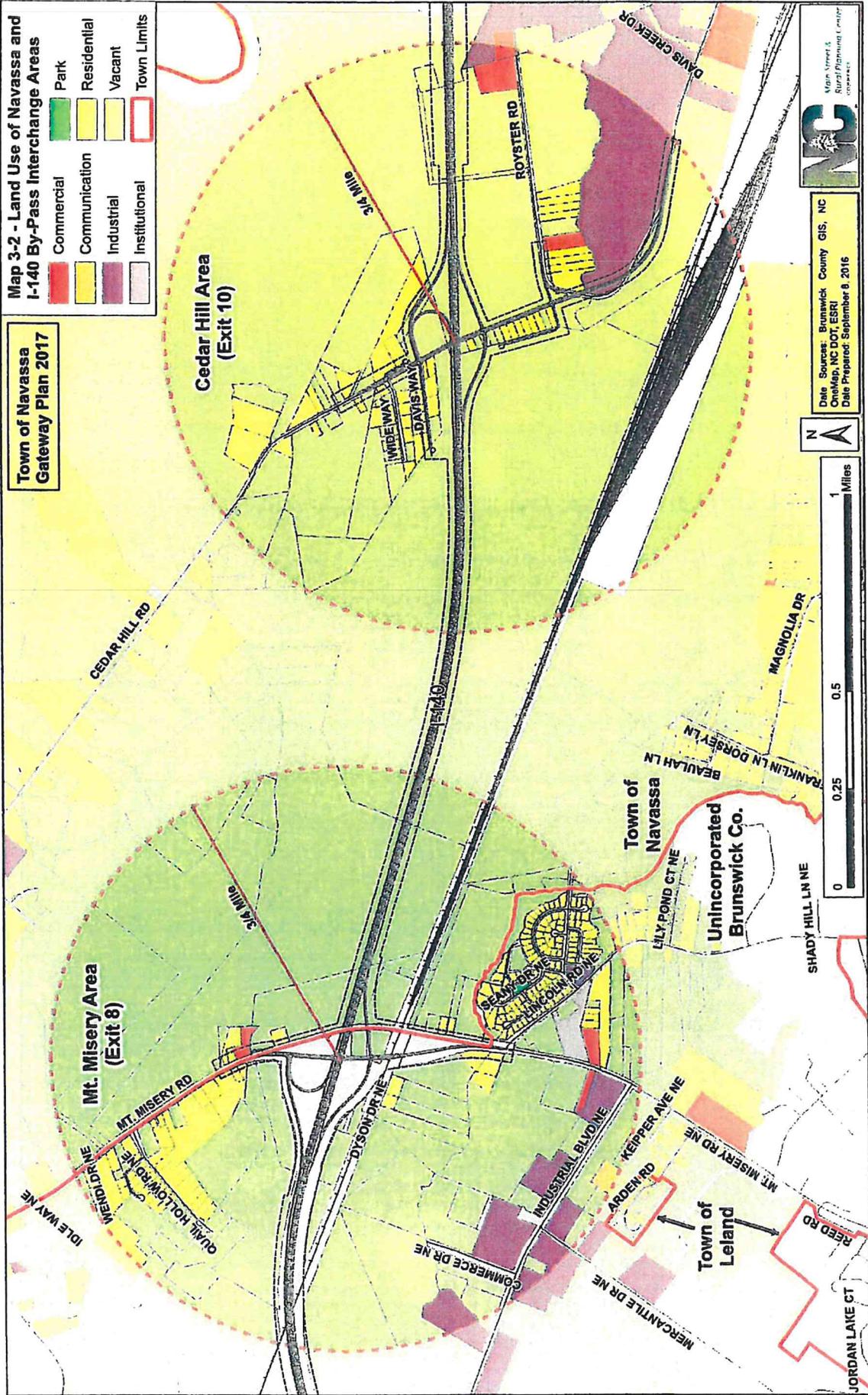
### ***3-8. Parks***

There is one small park in a residential subdivision along Seany Drive in the unincorporated Brunswick County portion of the Mt. Misery area (Map 3-2). There are no Town parks in the Mt. Misery and Cedar Hill Gateway areas, and consideration should be given to developing a small park facility in each of the two areas as the areas develop. The small parks (for example in the approximate range of 3,000 to 6,000 square feet) could be designed to be an integral part of the future residential, and commercial development, associated with the By-Pass users, as well as use by the nearby residents.

### ***3-9. Site certification and readiness***

Obtaining certified site recognition would make the two Gateway areas more marketable and attractive to higher caliber development by reducing risks associated with development (Appendix B). For example, detailed information would be placed into a national client base for individual properties, including price, availability, utilities, access, any environmental concerns, and potential development costs. Two certification programs are recognized as industry standards. They are the NC Economic Development Partnership's NC Certified Site Program, and the Duke Energy's Site Readiness Program (Appendix B).





**Map 3-2 - Land Use of Navassa and I-140 By-Pass Interchange Areas**

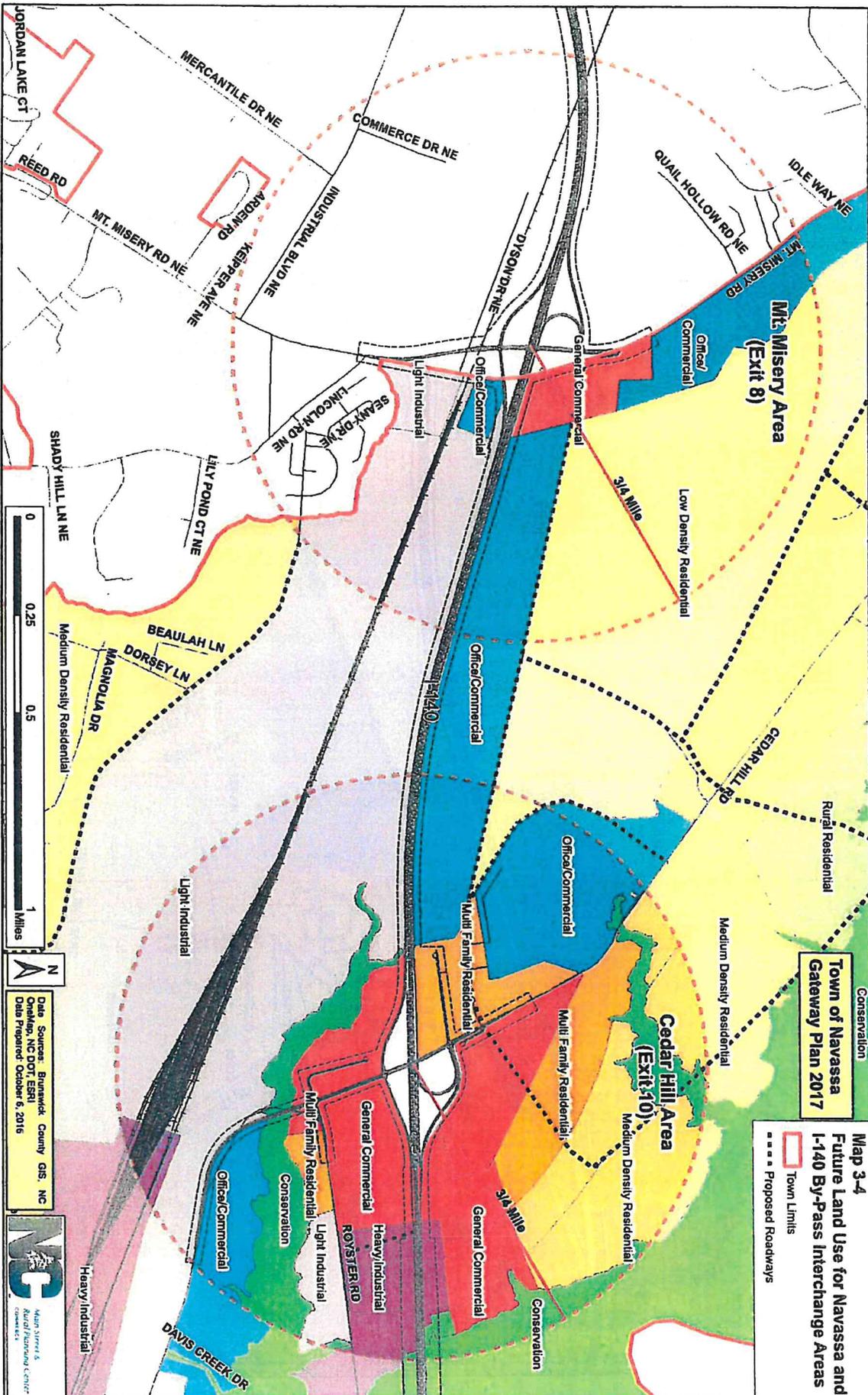
Commercial	Park
Communication	Residential
Industrial	Vacant
Institutional	Town Limits

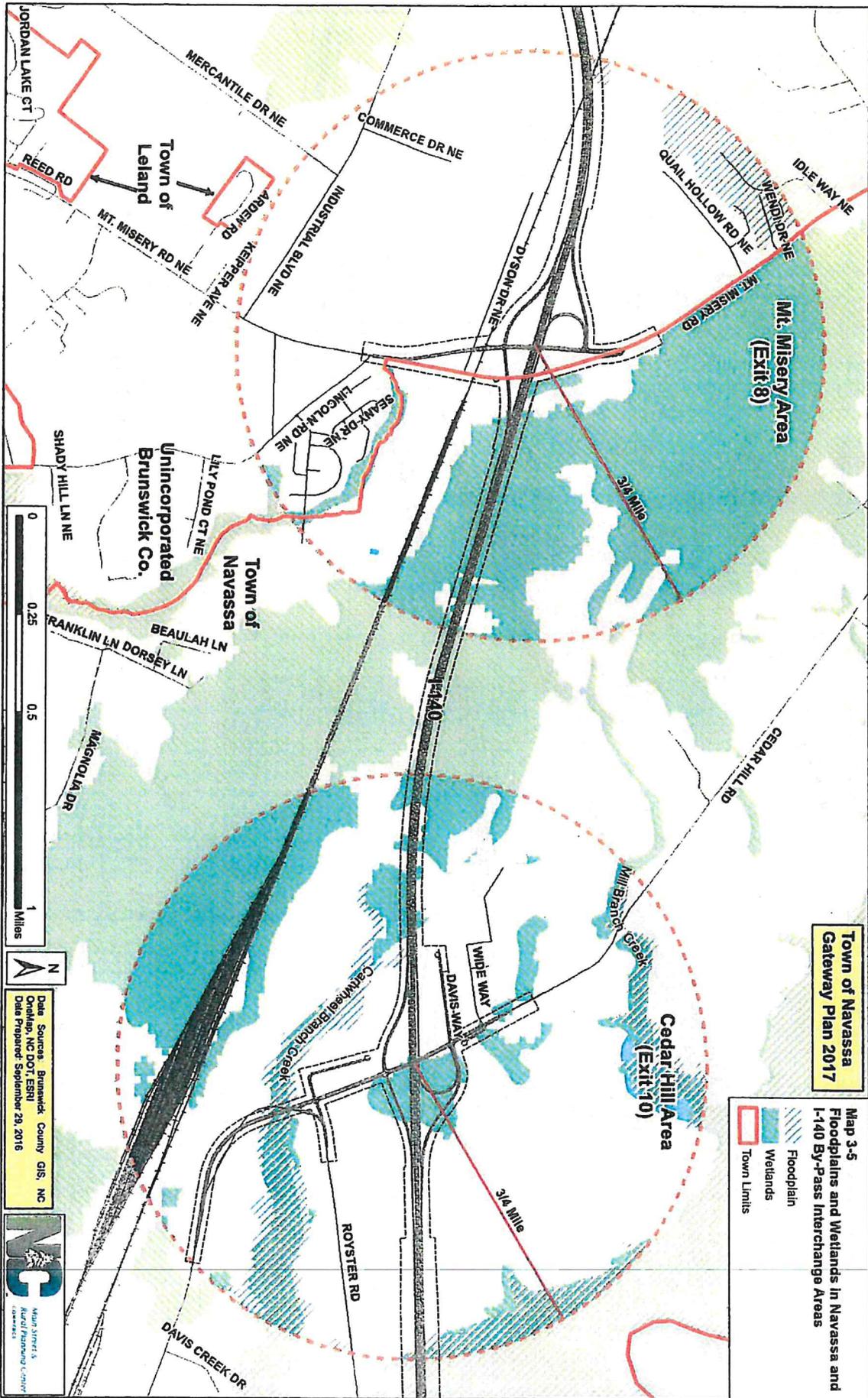
**Town of Navassa Gateway Plan 2017**

Map 3-2 - Land Use of Navassa and I-140 By-Pass Interchange Areas  
 Date Source: Brunswick County GIS, NC  
 Date Map: NC DOT, ESRI  
 Date Prepared: September 8, 2016









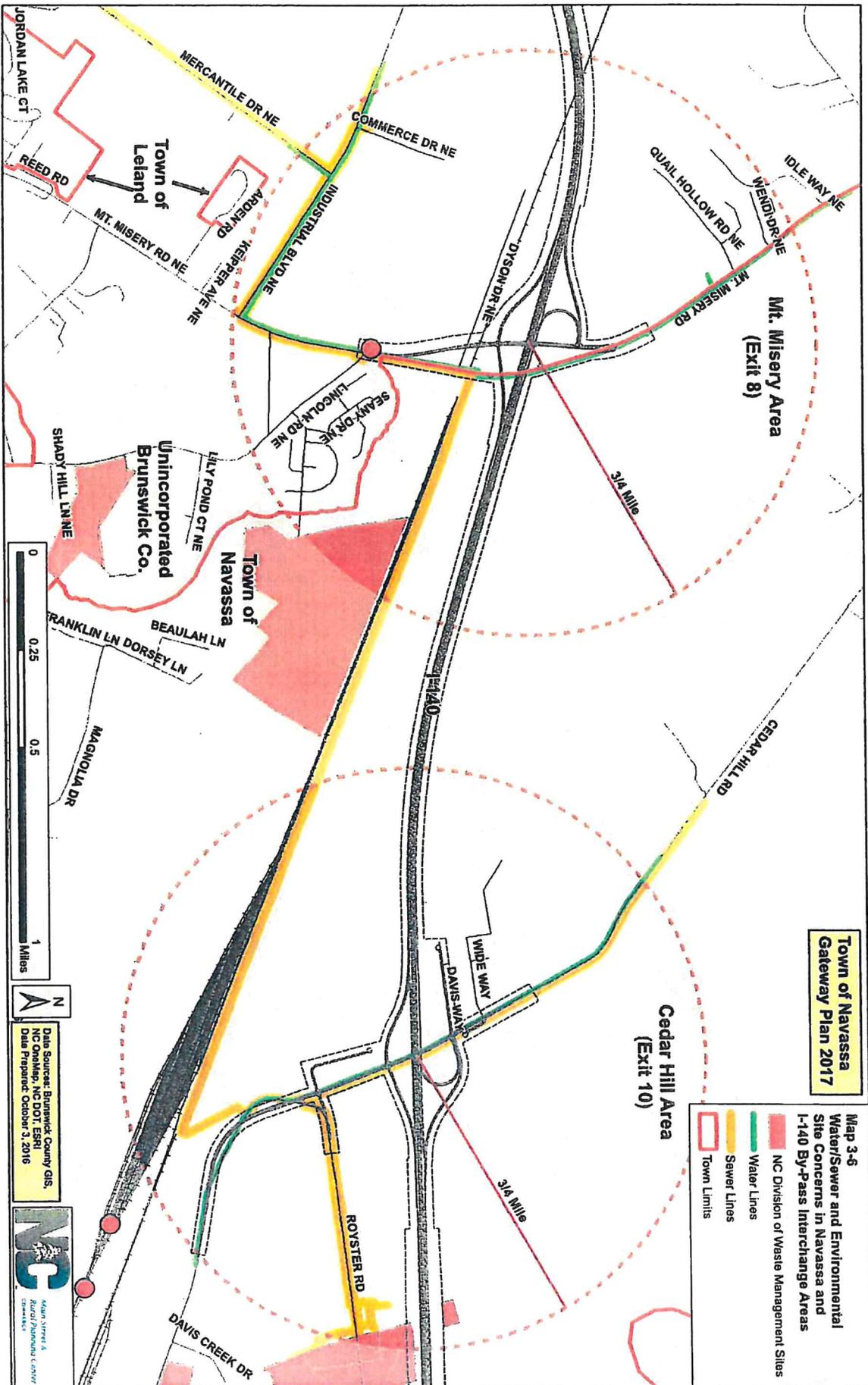
**Town of Navassa Gateway Plan 2017**

**Map 3-5  
Floodplains and Wetlands in Navassa and I-140 By-Pass Interchange Areas**

- Floodplain
- Wetlands
- Town Limits

Data Sources: Brunswick County GIS, NC OneMap, NC DOT, ESRI  
Date Prepared: September 28, 2016

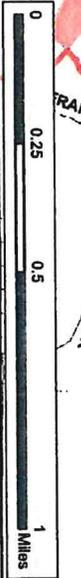




**Town of Navassa  
Gateway Plan 2017**

**Map 3-6  
Water/Sewer and Environmental  
Site Concerns in Navassa and  
I-140 By-Pass Interchange Areas**

- NC Division of Waste Management Sites
- Water Lines
- Sewer Lines
- Town Limits



Data Source: Brunswick County GIS,  
NC OpenStac, NC DOT, ESRI  
Date Prepared: October 3, 2016



## Section 4. Policy recommendations and strategy implementation

The Gateway Plan is intended to provide guidance as development decisions are made. In order to implement the Plan, the Town should consult the Plan when considering future development proposals. The main goal is to ensure that economic investment is maximized, and the character of the development and services provided are complimentary to the Town and its citizens.

### ***4-1. Zoning and subdivision ordinances***

The Plan should be implemented by having development language that reinforces the Town's vision (p. 2-1) for the Gateway area (Map 3-4). This will be accomplished by administering the existing ordinance and by reviewing ordinance language for potential amendments.

The following development elements are in the existing Town zoning and subdivision ordinances and shall be followed in the two Gateway areas.

- Dimensional lot standards are followed: area, width, depth, yard, coverage, and height.
- Site design requirements with best practices including storm drainage, existing tree preservation where possible, and landscaping.
- Ensure that signage that is small (aesthetically attractive) and low (pedestrian scale).
- Carry out parking lot design standards and encourage shared access between parking lots.
- Implement parking lot landscaping for commercial and industrial uses.
- Enforce buffer standards such as fences, walls, berms, and landscaping between uses where appropriate such as between intense and less intense uses.

### **Development Elements to Review, and Potentially Add or Amend**

The Plan recommends that development elements be analyzed to see if zoning text amendment(s) and or an overlay district and would be appropriate for the two Gateway areas. The following development elements regarding zoning, subdivision, and zoning map should be reviewed and potentially amended if needed:

- Ensure common setback lines for uniform site distances.
- Follow ingress and egress standards consistent with NC Department of Transportation best practices.
- Have sidewalks for land uses that are residential and commercial.

- Have requirements on open air storage and open air displays.
- Cross-check development standards from other towns in the state with high quality development.
- Determine if any zoning district map boundaries should be altered or changed.
- In considering development proposals in the Gateway area, the following uses should not be permitted: junkyards, scrapyards, and flea markets. Determine if there are additional uses that should not be permitted, or permitted with increased scrutiny such as by a special or conditional use permit.
- Coordinate and review with NC-DOT regarding any I-140 and interchange setbacks and overlay language. And if necessary add language to the Town ordinances and zoning map.
- After review of the above elements determine if an overlay district would be appropriate for the two Gateway Plan areas.

### **Strategy for Implementing Zoning and Subdivision Ordinances - *Recommendation***

**Goal:** Have quality development for residential, commercial and industrial uses in the Gateway area.

**Actions:** Enhance development standards by text and/or map amendment into the Town zoning and subdivision ordinances, and zoning map. Also determine whether an overlay district would be appropriate in the two Gateway areas. Use the Town Special Harmonization Committee to ensure consistency and resolve any potential issues between the Town Future Land Use Plan, Gateway Plan, current land use, and zoning.

**Timeline:** Within one year after adoption of Gateway Plan.

### **4-2. *Town Future Land Use Plan***

The Town existing Future Land Use Plan 2012 with a vision, goals, and policies is the adopted document for Town growth. The Gateway Plan is a recent effort for the growth and development of the two highway interchange areas; Mt. Misery Road, and Cedar Hill Road – Maps 3-1 to 3-6. The two documents need to be unified in terms of goals, policies, and maps to insure they have the same consistent language. A recommendation is that the Town Future Land Use Plan 2012 should be viewed as the dominant principal Town plan as it encompasses all aspects of growth and development for the Town. And that area plans including the Gateway Plan fall underneath it's umbrella scope.

### **Strategy for Updating the Future Land Use Plan - *Recommendation***

**Goal:** Update the Town existing Future Land Use Plan goals, policies, and maps to insure that they are consistent with the Gateway Plan.

**Actions:** Amend the Town existing Future Land Use Plan to incorporate the Gateway Plan pertinent language and insure the two plans are consistent. Some of the Future Land Use areas shown on Map 3-4 may need to be modified. Additionally, some of land uses in the Gateway area in the zoning map do not align with the future land use. Review these areas and make adjustments to the zoning map and or future land map.

**Resources Needed:** Technical assistance for example by the NC Department of Commerce and or Cape Fear Council of Governments to the Town and Planning Board to prepare and list the recommended added or revised language regarding goals, policies, and maps between the existing Town Future Land Use Plan and Gateway Plan. Planning Board recommendations would then go to the Town Council for review and adoption. A recommendation is the Town maintain an ongoing dialogue with the Department of Environmental Quality, Division of Coastal Management for potential CAMA grant money. Use the Town Special Harmonization Committee to ensure consistency and resolve any potential issues between the Town Future Land Use Plan, Gateway Plan, current land use and zoning.

**Timeline:** Address the actions within one year after adoption of Gateway Plan.

### **4-3. *Transportation planning***

Bypass Highway I-140 interchange Exit 8 - Mt. Misery Road and Exit 10 - Cedar Hill Road are prime entryways for Navassa. Good quality development in these two interchange areas is important to the vitality of the Town (Map 3-4). As a means to increase quality economic development opportunities in the two Gateway areas, transportation improvements specified in the Town Wilmington Urban Area Metropolitan Planning Organization program regarding Navassa should continue to be integrated into the Town Future Land Use Plan. Transportation planning for the Town includes: vehicles; roads; pedestrians; sidewalks; bicycles; greenways; paths and trails; railroad; bus transit; and ferry use.

### **Strategy for Implementing Transportation Planning - *Recommendation***

**Goal:** Update the Town Future Land Use Plan with the Wilmington Urban Area Metropolitan Planning Organization program material. Ensure that the updates, including the collector street plan are consistent with the Gateway Plan.

- **Action:** Town staff and Planning Board should continue to work with the Wilmington Urban Area Metropolitan Planning Organization program including the Technical Advisory Committee and the Transportation Improvement Program.

**Resources Needed:** Assistance from NC Department of Transportation and Wilmington Urban Area Metropolitan Planning Organization.

**Timeline:** Update the Town Future Land Use Plan with transportation planning information within one year after adoption of Gateway Plan, and afterwards continue to have ongoing relationship with the Wilmington Urban Area Metropolitan Planning Organization.

#### ***4-4. Utility and infrastructure improvements***

Potential development sites in the two Gateway areas (Mt. Misery Road, and Cedar Hill Road Maps 3-1 to 3-6) should have access to good quality infrastructure. To make sites attractive for development infrastructure enhancement should include: business grade high-speed (broadband) internet; water and sewer service; and gas availability. Adding or upgrading utility and infrastructure will add to the value of the properties and serve to attract quality development.

#### **Strategy for Implementing Utility and Infrastructure Improvements - *Recommendation***

**Goal:** Plan to make utility and infrastructure upgrades and improvements throughout the Gateway area as development occurs.

**Actions:**

- Review the zoning and subdivision ordinances and amend if needed regarding utility and infrastructure requirements, and bonding.
- Town staff and Planning Board should work with the Brunswick County economic development department to complete initial site assessment with the NC Certified Sites Program, and the Duke Energy Site Readiness Program, to identify any needed utility and other infrastructure improvements (Appendix B).
- As needed the Town should work with developers obtain site certification with the NC Certified Sites Program, and the Duke Energy Site Readiness Program (Appendix B). For general information use existing site examples in the Town that have used the Duke Energy Site Readiness Program.
- Town staff and Planning Board will be keep abreast on any state and federal potential grant funding for utility and other infrastructure improvements.

Town of Navassa – Gateway Plan 2017

**Resources Needed:** Technical assistance to the Town from Brunswick County economic development staff, Economic Development Partnership of NC, and Duke Energy.

**Timeline:** Address the actions within one year after adoption of Gateway Plan, and afterwards continue to have ongoing relationship with the Brunswick County economic development department, Economic Development Partnership of NC, and Duke Energy.



## Appendix A. Commercial Business Examples – Brunswick County

The following are commercial business examples located in Brunswick County. See Sections 2-3 and 2-4 for a discussion of similar business types that could locate in the Navassa Gateway Plan area.

### Banks

There are many banks in the County including:

- BB&T
- Bank of America
- Wells Fargo
- PNC
- Sun Trust Bank
- First Citizens Bank

### Casual Dining

There are many casual dining restaurants in the County including:

- San Felipe
- Highway 55 Burgars and Shakes
- Purple Onion Café
- Fibber McGees
- La Cucina – Italian
- Antonios Deli Pizza Grill
- Empire Deli and Bagel
- PT's Olde Fashioned Grille
- Charlies Macgrouders

### Convenience Food Store with Gas Station

Some of the examples in the County:

- Exxon – Handee Hugo – Subway Winnabow
- Murphy Express Southport
- BP – Scotchman Belville
- Sunoco Gas Station Calabash
- Mobil – Subway Leland

### Drug Store

Drug store examples:

- Walgreens Leland, Southport, Sunset Beach
- CVS Pharmacy Leland, Sunset Beach
- Kerr Drug Southport
- Coastal Drugstore Shallotte

### Fast Food Restaurant

Fast food examples in the County:

- Taco Bell Leland
- Hardees "
- Arbys "
- MacDonalds "
- Subway "
- Bojangles Southport
- Dairy Queen Supply

### Hotel

Some of the hotels in the County:

- Holiday Inn Express Leland
- Best Western "
- Days Inn Shallotte
- Econo-Lodge "

### Variety Store – Small Size

Variety store examples:

- Dollar General West of Leland
- Family Dollar Leland
- Dollar Tree "
- Dollar General Shallotte
- Dollar Tree "



## Appendix B. Site Certification and Readiness



The **North Carolina Certified Sites Program** contains a statewide inventory of industrial sites that have undergone a rigorous pre-qualification process to ensure they meet a consistent set of standards.

A Certified Site reduces the risks associated with development by providing detailed information about a site, including price and availability, utilities, access, environmental concerns and potential development costs. Sites are periodically re-certified to ensure accurate, reliable data.

To obtain the Certified Sites designation, communities must undergo a stringent review process that demonstrates they've addressed 31 prerequisites, including:

- Business and industrial use designation
- Phase I environment audits
- Geo-technical studies
- Topographical analysis and maps
- Aerial photography
- Availability of public utilities
- Industrial power quality
- Engineered site development plans
- Detailed analysis of development cost
- Complete information on pricing

Visit the Available Sites and Location Data page to search North Carolina's current inventory of Certified Sites.

For more information about the Certified Sites Program, contact:  
Austin Rouse, Certified Sites Program Coordinator  
(919) 447-7793 austin.rouse@edpnc.com  
Economic Development Partnership of North Carolina - Raleigh

Certified Sites Program website information link:

<https://www.nccommerce.com/business/certified-sites>

## Duke Energy: Site Readiness Program

Duke Energy Carolinas • Economic Development  
526 South Church Street • Charlotte, NC 28202  
[www.ConsiderTheCarolinas.com](http://www.ConsiderTheCarolinas.com)

For the eighth consecutive year, Duke Energy is sponsoring a program to evaluate and improve industrial sites in the counties Duke Energy serves in North Carolina and South Carolina. The Site Readiness Program is not just another "site certification" program. This program is intended to identify, assess, improve, and increase awareness of industrial sites in the Duke Energy region. The goal of the program is to increase the inventory of industrial sites throughout the Carolinas, and to advance the state of readiness of these sites. To qualify for the Site Readiness Program, a site must be a legitimate industrial site (usually 75 acres or more) and Duke Energy must be able to compete for service to the site. The site can be either a single site for a large industrial facility or a potential industrial park (multi-tenant site).

The program includes:

- Initial assessment of industrial sites (existing or potential) from the perspective of a top site selection consultant, McCallum Sweeney Consulting.
- A more detailed "buildability" assessment and development of conceptual plans for the sites by expert land use and site planners.
- For each site the studies validate as viable for a large industry, Duke Energy will provide a matching grant for implementing improvements recommended by the studies.

Since its inception in 2005, Duke Energy's Site Readiness Program has identified and performed assessments on approximately 96 industrial sites, spread out over 38 different counties across the Carolinas. The program has been recognized by numerous economic development organizations and national publications, and has been recognized by *Southern Business & Development Magazine* as one of "The South's 10 Best Site Programs."

Duke Energy website information link:

<http://www.considerthecarolinas.com/site-readiness.asp>

## Appendix C. Newspaper Article – I-140 Bypass Highway

### “Brunswick County expected to benefit from I-140 bypass”

SOUTHEASTERN N.C.

*Wilmington Star News*

Reporter: Makenzie Holland

Posted Friday Nov 11, 2016

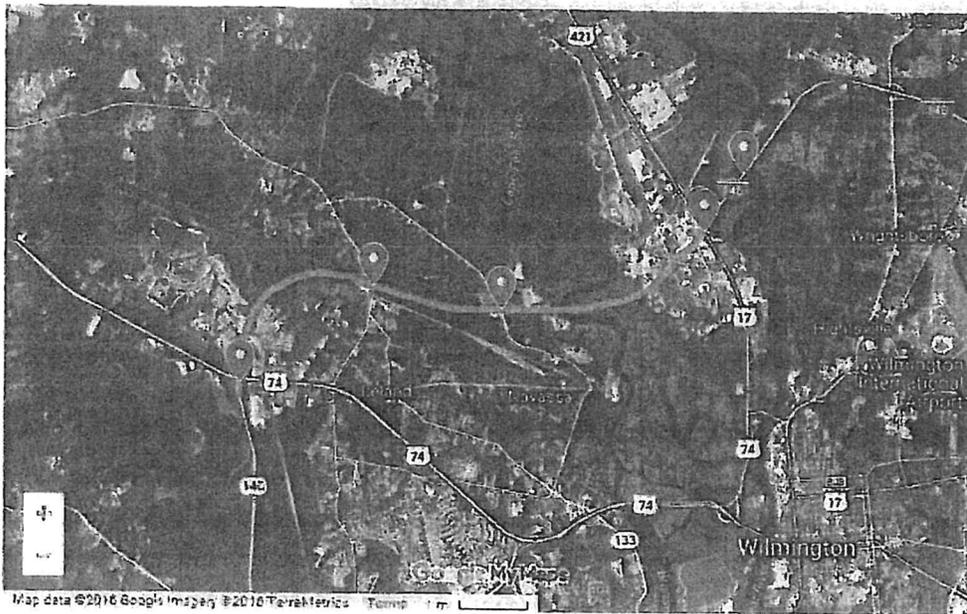


Only 7.5 miles of the I-140 bypass remain to be completed. The bypass is expected to have significant traffic and economic impacts in Brunswick County.

“A 7.5-mile stretch between U.S. 421 and U.S. 74-76 is all that stands between drivers and a faster route around Wilmington. The Interstate 140 Wilmington Bypass project has been in the works for several years. Now, an end is in sight for the eagerly awaited route. The project was divided into three sections, with 15 miles of bypass opening along northern New Hanover County, linking Porters Neck with U.S. 421, in 2006. The southern section of the bypass, between U.S. 74 and U.S. 17 in Brunswick County, opened in 2014. The remaining 7.5 miles of the bypass, which is expected to relieve traffic and contribute to economic development in Brunswick County, is under construction. Barnhill Contracting is taking care of one portion of the 7.5-mile project, which involves constructing the four-lane highway from U.S. 74-76 to Cedar Hill Road. So far, that portion of the project is about 63 percent complete. Balfour Beatty Infrastructure is working on the bypass portion from Cedar Hill Road to U.S. 421, where I-140 currently ends in New Hanover County. The section under construction includes a large bridge being built over the Cape Fear River. This portion of the project is about 75 percent complete. A completed I-140 will be open to traffic in November 2017.”

### Traffic

“Leland Mayor Pro Tem Pat Batleman said I-140 is “critical” for relieving summer traffic congestion issues and for commuters in general. The bypass, Batleman said, is going to give drivers “another great option for getting into Wilmington.” “That one improvement is going to be such a great thing for so many people,” she said. Batleman expects the bypass to be “quite a boom” economically for the county, particularly around Leland. She described the bypass as an amenity to take advantage of as far as trying to draw development into the area. Frank Williams, a Brunswick County commissioner and vice chairman of a Wilmington Metropolitan Planning Organization board, said the bypass will be an additional aid in reducing traffic on the Leland causeway, which has already been helped by construction of additional lanes. “I believe it will also help alleviate some congestion on Highway 17 in Leland, as it will reduce the need for people who are just passing through, as well as large trucks that are just passing through, to be on that road,” he said. Williams said not only does he believe the bypass opening will significantly impact traffic flow, but Brunswick County’s economy as a whole.”



Aerial photo of Navassa area and bypass I-140 road.

“Along with providing easier access to industrial parks in northern Brunswick, Williams said the bypass will make it easier for visitors coming from other areas in the state to access county beaches and could shift some of the county’s growth west along U.S. 74-76 and to the southern part of Leland, near the Snee Farm and Stoney Creek neighborhoods. The bypass is expected to relieve traffic in Wilmington as well, diverting southbound traffic on U.S. 17 around the city. Though the bypass is expected to impact traffic flow in Wilmington and have huge traffic and economic benefits for Leland, it will also affect other communities in Brunswick County.”

### **Development**

“Navassa Mayor Eulis Willis, who is also a WMPO board member, said the impact of the I-140 bypass on the small town will be “earth-shattering.” “It’s going to have a major impact on life here in Navassa forever,” he said. “Our lives will not remain the same.” On/off-ramps are going to be constructed off Cedar Hill Road, which Willis believes will drive traffic through Navassa. Already, Willis said developers are knocking on the door, seeking land for building. On/off-ramps will also be constructed at Mt. Misery Road in Leland. Willis said Navassa has been searching for an economic identity and believes the bypass will give the town a “shot in the arm” as far as commercial and retail growth. “Navassa is hidden and off the beaten path,” Willis said. “We don’t have that much traffic...now, with the interstate roads coming in, we won’t be hidden anymore.” Willis said he and other town officials are working with a state planner to develop a “Gateway Plan” in preparation for arrival of the bypass -- which he considers the “gateway to the community” -- and its subsequent interchanges. “We’re planning what those areas are going to look like for the future, laying out ground rules,” he said. “What we do and how we do it with whatever’s coming in with the interchanges is going to impact the way Navassa looks and acts in the future. We’re trying to get prepared for it.” Williams said the opening of the I-140 bypass will be a “tremendously positive thing for our county.” “It’s been a long time coming,” he said.”



## **Appendix D. Rezoning procedures – Gateway area**

To aid in effective use of the Gateway Plan the following information regards rezoning procedures that may be used in the two areas of the Plan (Map 3-3) if a rezoning petition occurs.

### **Property owner or developer**

A property owner or developer can petition for a rezoning that is consistent with Town policy and information in: this Gateway Plan; the Future Land Use Plan; zoning ordinance; subdivision ordinance; and zoning map. This type of review will increase the chances for rezoning approval, minimize guess work, and increase efficiency.

### **Town staff**

Town staff will review a rezoning consideration, and work with property owner or developer to complete a petition. Staff will then recommend the petition be approved or denied, and prepare a written zoning report for the Planning Board. Staff will review planning documents including the Gateway Plan, Future Land Use Plan, other plans adopted by the Town, zoning and subdivision ordinances, and zoning map. Staff will in making their decision with this reviewed information, write a report with findings. Using the policies in this Plan and the Future Land Use Plan will facilitate Town staff's review of a rezoning request. Staff will be able to point out those policies that support the rezoning, and those that do not support the rezoning, thereby shaping the overall staff recommendation.

### **General public**

Residents of the Town should reference policy statements in the Gateway Plan and the Future Land Use Plan, and information in the zoning ordinance, subdivision ordinance, and zoning map, when speaking in favor of or in opposition to a rezoning request.

### **Town Planning Board**

The Planning Board should reference policy statements in the Gateway Plan and the Future Land Use Plan, and information in the zoning ordinance, subdivision ordinance, and zoning map, when evaluating a rezoning request. This will help aid in a decision determination with the rezoning request.

### **Town Council**

Town Council has the legislative authority to approve or deny a rezoning of property. The Council has the final word as to whether a rezoning request is consistent with this Gateway Plan, the Future Land Use Plan, any other plans, zoning ordinance, subdivision ordinance, and zoning map with regard to the property in question. As customary, the Town Council should take into account and weigh the interpretation of policies as stated by the property owner or

developer, the Planning Board, staff, and the general public. Over time, a track record of policy interpretation will form a consistent foundation for rezoning decision-making cases.