



The Wayne County Comprehensive Plan

Including the Growth Strategy Map

Policies and Implementation Actions

Vision Statements, Policies and Actions—What's the Difference?

Vision Statements describe a future condition for the County the way we would like to see it. They are the foundation for Policies and Actions. One of the best ways to evaluate the Policies and Actions is to understand the intent of each Vision Statement and see whether the Policies and Actions will help make it happen. It is important to remember that the Vision Statements, unlike the Policies and Actions, are written as if it is 15-20 Years from now and we are looking back at what came about as a result of the 2007 Wayne County Comprehensive Plan.

Policies are officially adopted positions of County government with regard to preferred or required courses of action. Their primary purpose is to provide guidance to decisions and actions today. When a policy is applied, it does not go away. Policies can and should be used over and over again in support of the Vision Statements. There are typically several policy statements for each vision area.

Actions are a to-do-list of things that could be done in support of the Vision Statements and Policies. Unlike a vision or policy, once an action is completed, it goes away; it gets checked off the list. Actions may be considered as potential work program items for implementation by the County in the coming fiscal year or subsequent fiscal years. It should not be expected that all implementation items can be completed in the first fiscal year. Priorities must be chosen. There are typically several implementation actions for each vision area.

Words With Special Meaning Often Used in Policy Statements

Certain key words are used frequently in policy statements. The following glossary is intended to convey the specific meaning of these key words as used in Policy Statements for the Wayne County Comprehensive Plan.

1. **Adequate**: sufficient to achieve the intended purpose or prevent harm
2. **Allow, authorize, permit**: official action to let something happen
3. **Control**: to regulate or direct
4. **Discourage**: to not favor; to dissuade
5. **Encourage**: to favor or foster (also see support)
6. **May**: provides the option, but not required; permissive
7. **Preferred**: the favored course among alternatives but does not preclude other options
8. **Prohibit**: not allowed, period; to totally prevent
9. **Promote**: to proactively encourage, to take positive steps
10. **Reasonable, reasonably**: practical, just enough to do the job; not extreme
11. **Require**: to mandate something
12. **Shall**: mandatory, not optional; a more formal term for "will"
13. **Should**: preferred or recommended but not mandatory
14. **Significant**: important; determined by quantity or relative impact
15. **Support**: to foster; may imply financial support

How to Use the Comprehensive Plan Policies and Actions

The Policies contained in the Comprehensive Plan have been designed for regular use in guiding public decisions at the County level as well as in providing information for private decisions. As officially adopted policies of the County, they are to be used primarily in managing growth and development and as a foundation for decisions on County facilities and services. The following paragraphs detail how various parties involved in local decision-making may use the policies and implementation actions set forth in the Comprehensive Plan.

- ***As Used by the County Staff***

Reviewing Development Proposals--County staff should consult the Policies in reviewing development proposals that may fall under the County's review. Such development proposals would typically include rezoning requests, subdivision reviews, site plan reviews, driveway permits, special use permits, sign permits, and the like. All Policies and Actions are given a unique identification number allowing them to be referenced by "chapter and verse" in staff recommendations.

Suggesting Changes in County Services-- County staff should consult the Policies and Actions before making recommendations about changes in County facilities and services. Recommendations to be presented to the County Manager or County Commissioners should first be evaluated according to their consistency with the adopted policies. All County department heads should periodically review the policies and implementation actions, becoming familiar with their content. This is especially important during preparation of the annual work program and proposed budget request for each department.

- ***As Used by Appointed Boards and Commissions***

Before their regular meetings, members of appointed boards and commissions should review proposed agenda items in light of the County's adopted policies. For example, the County Planning Board should review development proposals with regard to how well they match up with the County's policies on transportation, housing, community appearance, and so forth. (The County Planning Staff should assist the Planning Board by pointing out policies applicable to each agenda item when preparing staff recommendations.) Board members should then draw their own conclusions as to the consistency of a particular action or proposal with the County's adopted Comprehensive Plan Policies.

- ***As Used by Wayne County Commissioners***

In their authority to rezone properties, approve proposed developments as well as changes in County facilities and services, the County Commissioners have the final word on the actions of Wayne County government. As customary, the Commissioners should take into account and weigh the interpretation of Policy as provided by all interested parties, the County staff, and appropriate appointed boards and commissions. Decisions on programs and capital improvement expenditures are also made with greater confidence when they can be evaluated for consistency with the County's long range Vision. Over time, a track record of policy interpretation forms a reliable foundation for decision-making.

- ***As Used by Wayne County Municipalities and Seymour Johnson Air Force Base***

Elected and appointed boards of municipalities within Wayne County, as well as military authorities at SJAFB, should consult the plan when considering plans and projects under their authority. Decisions by municipalities concerning extraterritorial planning jurisdictions, water and sewer extensions, transportation, and land use planning, in particular, should be done, to the extent possible, in concert with the policies of the County's Comprehensive Plan. Long range plans for the air force base concerning infrastructure systems, buffer areas around the base, and other decisions affecting the County should give special consideration to the Comprehensive Plan.

- ***As Used by Development Interests***

Developers, property owners, builders and others involved in the development community should consult the Policies when formulating their own development plans. By making their plans consistent with the County's Policies, the chances of plan approval should increase, thereby minimizing guesswork, time and money. The quality of the plans drawn up for review may also improve if the developer knows that the effort put into the design is more apt to pay off.

- ***As Used by the General Public***

Residents of Wayne County can and should reference specific Comprehensive Plan Policies, when speaking in favor or in opposition to a particular proposal before the County Commissioners or other appointed boards and commissions.

The Policies and Implementation Actions of the Wayne County Comprehensive Plan begin on the following page.



1. Transportation Vision

Local governments in Wayne County have worked proactively with the State DOT toward an efficient system of local roads and major thoroughfares, developed in accordance with a carefully prepared countywide transportation plan. Advanced planning and follow-through and improved signal timing has resulted in a functional system of streets and highways, as well as interstate quality bypasses for US Highways 70 and 117. Mixed use and urban level developments exhibit an inter-connected network of sidewalks, trails and bike paths to encourage walkability. A well-run rural transit service meets the transportation needs of senior citizens and others who cannot or choose not to drive a car. Nearly all state-maintained roads have been paved; existing roads are well maintained. Area population growth, strong economic ties to the Research Triangle and new technologies have made regular transit service between Goldsboro and the Raleigh area viable.

POLICIES FOR VISION 1. TRANSPORTATION

Policy 1.1: Opportunities to ENHANCE REGIONAL TRANSPORTATION CONNECTIONS between Wayne County and other parts of the state and region shall be supported; such opportunities may include not only ROADWAYS but also RAIL AND AIR SERVICE.

Policy 1.2: Construction of the new US 70 BYPASS, improvements to US 117 SOUTH from I-40 to the new 117 North and US 13 North, should be supported as priority highway improvement projects serving Wayne County.

Policy 1.3: PEDESTRIAN AND BIKEWAY FACILITIES shall be encouraged as energy-efficient, healthful, and environmentally sound alternatives to the automobile. All future road construction and expansion within the county shall consider opportunities for bikeways and pedestrian ways within the project.

Policy 1.4: The mobility needs of all citizens shall be recognized through the provision of TRANSPORTATION ALTERNATIVES TO THE AUTOMOBILE. Wayne County should work with state and federal governments to create pedestrian, bikeway and transit improvements proportionate to the large number of people benefited.

Policy 1.5: County-wide mass transit services may be supported through the encouragement of compact, TRANSIT-SENSITIVE DEVELOPMENT PATTERNS. Higher intensity development may be encouraged along designated transit corridors, between municipalities and employment centers, Seymour Johnson Air Force Base and other population centers.

Policy 1.6: ACCESS TO MAJOR ROADS should generally be from intersecting minor roads, rather than private driveways. Minimum lot frontages, service roads, central medians and other methods may also be employed to preserve traffic movement and protect taxpayer dollars invested to build the facility.

Policy 1.7: So as to minimize (1) unnecessary turning movements on to and off of major roads, and (2) the use of major roadways for purely local trips, the County shall

encourage STREET CONNECTIONS BETWEEN ADJOINING RESIDENTIAL AREAS, as well as CONNECTIONS BETWEEN PARKING LOTS OF ADJOINING COMMERCIAL DEVELOPMENTS.

Policy 1.8: As new neighborhoods are developed, AT LEAST TWO POINTS OF ACCESS/EGRESS to through streets should be planned for or provided for larger subdivisions. The secondary access/egress may be gated for emergency services, but should allow for passage of pedestrians and bicyclists.

Policy 1.9: ACCESS TO HIGHER INTENSITY DEVELOPMENT shall generally not be permitted through an area of lower intensity development. For example, access to a multi-family development, major park facility or large traffic generator shall not be permitted through a single-family residential neighborhood.

Policy 1.10: To help disperse heavy traffic loads, MAJOR TRAFFIC GENERATORS such as shopping centers, big box retailers, coliseums, etc. should be located at or near the intersection of two or more major roadways.

Policy 1.11: Developments that would decrease the level of service on a public road by two or more service levels may be required to make MITIGATING ROAD IMPROVEMENTS (e.g. turning lanes, central median, traffic signal, etc.)

Actions for Vision 1: Transportation

Action 1.1: Support a state study evaluating the impact of possible commuter rail service on existing and future freight rail service in and out of Wayne County.

Action 1.2: Continue to lobby the state for construction of the US 70 Bypass, improvements to the US 117 Bypass South, and US 13 North.

Action 1.3: Consider expanding Goldsboro's bikeway master plan into parts of the unincorporated county. Consider bike lanes as part of street construction standards for new developments in locations identified by the plan. Consider areas adjoining extra-territorial jurisdiction as places to expand bike lanes.

Action 1.4: Reexamine the County's development standards to evaluate the need for improved pedestrian systems (sidewalks, greenways, streetlights etc.) in new residential developments.

Action 1.5: Seek funding sources, such as Enhancement Grants, to provide sidewalks and street furniture, streetlights, etc. to improve pedestrian-oriented areas.

Action 1.6: Through site plan review, require parking lot connections and shared driveway access for adjoining commercial developments whenever possible.

Action 1.7: Through the subdivision review process, require that large subdivisions (whole or total of smaller sections) provide for (1) connections with adjoining residential areas and (2) have at least two points of access (for emergency services).

Action 1.8: Consider an annual survey and evaluation of major roads in Wayne County to determine the current level of service associated with each (A, B, C, D, E, or F). Use this information to implement Policy 1.11 above.

Action 1.9: Present quarterly updates from Transportation Committee meetings to the Wayne County Planning Board.



2. Economic Development Vision

A renewed entrepreneurial spirit and focus on small business development has enabled the economic base of Wayne County to grow and diversify significantly. New and expanded business and industry have brought better paying jobs, requiring higher levels of education and training. Local educational institutions have responded with courses and curriculums custom tailored to meet education and training needs. Young workers in Wayne County, as well as surrounding counties, can find excellent, lifelong career opportunities without having to leave the area. While workers in retail trade and manufacturing employment continue to be an important part of the economy, other types of work have expanded, including agri-business, health care, information services, professional and technical services and wholesale trade. The substantial contribution of the military to the economy has been sustained, with the strategic national importance of Seymour Johnson Air Force Base continuing, and with on-going local efforts to protect the land area and mission of the base.

POLICIES FOR VISION 2. ECONOMIC DEVELOPMENT

Policy 2.1: NEW AND EXPANDING BUSINESSES AND INDUSTRIES should be especially encouraged that: 1) diversify the local economy, 2) train and employ a more highly skilled work force and 3) increase area resident's incomes.

Policy 2.2: Opportunities to LINK THE GREATER WAYNE COUNTY ECONOMY to 1) surrounding counties and 2) research institutions in other parts of the state and nation shall be actively pursued.

Policy 2.3: EDUCATIONAL AND TRAINING PROGRAMS shall be encouraged that help unemployed, underemployed and recently graduated local residents take advantage of business expansion and development.

Policy 2.4: Wayne County supports the strategic use of ECONOMIC DEVELOPMENT INCENTIVES, including INFRASTRUCTURE IMPROVEMENTS, to encourage desirable business expansion and development at suitable locations in the county.

Policy 2.5: Appropriate OPPORTUNITY SITES for new business and industrial enterprises should be identified and protected from incompatible development. Such sites should be based upon suitability factors such as transportation access, availability of utilities, compatibility with nearby land uses, soil conditions, drainage, zoning and other considerations.

Policy 2.6: SEYMOUR JOHNSON AIR FORCE BASE shall be recognized as a critical component of the local economy. County actions shall be consistent with preserving, protecting and promoting the mission of this pivotal major industry.

Policy 2.7: The rehabilitation and reuse of currently UNUSED OR UNDERUTILIZED COMMERCIAL AND INDUSTRIAL STRUCTURES, SITES AND INFRASTRUCTURE shall be encouraged.

Policy 2.8: The County's active participation and public-private partnering in the creation of BUSINESS AND INDUSTRIAL DEVELOPMENT OPPORTUNITIES is to be encouraged and supported.

Policy 2.9: Local economic development efforts shall protect, enhance and encourage a high QUALITY OF LIFE, IMAGE AND CULTURAL AMENITIES as critical factors in business retention, recruitment and economic growth.

Policy 2.10: The identification, restoration and active use of STRUCTURES, MONUMENTS, NEIGHBORHOODS, AND SITES OF HISTORIC AND CULTURAL SIGNIFICANCE shall be encouraged as a means of enhancing their economic and cultural value to the area.

Policy 2.11: Wayne County shall encourage a PUBLIC SERVICE AND REGULATORY ENVIRONMENT conducive to economic development, provided that environmental quality, public health and safety considerations are not compromised.

Policy 2.12: Activities that bring new people and businesses to the county, including SPECIAL EVENTS, SPORTS TOURNAMENTS, ECO-TOURISM (E.G. NEUSE RIVER), HERITAGE TOURISM, AND CONVENTION ACTIVITIES shall be encouraged and supported.

Actions for Vision 2. Economic Development

Action 2.1: Support the maintenance of an up-to-date inventory of opportunity sites for business development, to include existing buildings suitable for rehabilitation and adaptive reuse.

Action 2.2: Identify resources and/or establish mechanisms for County participation in providing for strategic economic development incentives. Need for the resources to be identified during annual budget process with approval by County Commissioners required.

Action 2.3: Continue to support Wayne County Development Alliance, Inc. in its efforts to expand existing businesses and recruit new businesses to the county. Information should be included by the Alliance in its annual budget packet.

Action 2.4. Continue to support the local office of the NC Military Business Center as it seeks to (1) increase military business for area companies (2) help transition former military personnel and their family members into the non-military workforce, (3) support recruitment and development of defense-related businesses in the Wayne County area.

Action 2.5: In recruiting new businesses to the area, continue to advertise Wayne County's key business advantages. Among them: a steady stream of skilled workers

(e.g. SJ Air Force Base), moderate living costs, an excellent highway and rail transportation system, and available 2 and 4 year colleges.

Action 2.6: Continue to work with SJAFB on the development of land use policies and requirements for the use of properties impacted by the base.

Action 2.7: Promote work force development in the middle and high school grades, including technical training, job fairs, job shadowing, and career tracking.

Action 2.8: Promote the Center for Environmental Agriculture (previously Cherry Farms) as an example of a research facility linked to an institution of higher learning outside Wayne County (i.e. NC State University). Seek opportunities to establish similar relationships with other institutions in the State of North Carolina.

Action 2.9: Compile when needed for large projects as deemed by the County Commissioners economic impact analysis to determine return on investment.

Action 2.10: Compile statistical data on demographics for denoted areas for small businesses. Encourage Chamber efforts to recruit new retail opportunities.



3. Funding of County Services Vision

As Wayne County has grown, manufacturing and commercial enterprises have expanded the county's tax base, helping to offset the costs of local government services associated with new residential growth. The County has been especially diligent in addressing the costs of building schools and hiring new teachers for a growing student population. New higher paying jobs have increased buying power for more expensive homes. A greater reliance on the sales tax as a revenue source has kept the property tax burden less than what it might otherwise be. Supplemental district taxes continue to pay for special services in certain parts of the county. By facilitating more efficient, clustered and mixed use development patterns, the County has been able to continue to deliver public services for tax rates below state averages. At the same time, the County has effectively employed technology to improve its services while keeping additional costs as low as possible, despite a larger service population.

POLICIES FOR VISION 3. FUNDING OF COUNTY SERVICES

Policy 3.1: Wayne County shall be an active participant in recruiting new business development with the objective of providing higher paying jobs to area citizens, expanding the tax base and recapturing a larger percentage of retail sales.

Policy 3.2: Wayne County shall conduct and/or participate in **ADVANCED PLANNING AND BUDGETING FOR CAPITAL FACILITIES**, including but not limited to schools, library facilities, jail facilities, animal shelter, other county buildings, solid waste management, roads, water, sewer, stormwater management, parks and greenways.

Policy 3.3: Wayne County shall work closely with other state and local government units, as well as non-profits, to facilitate the timely and cost-effective **PROVISION OF CAPITAL FACILITIES AND COMMUNITY SERVICES** on the basis of anticipated growth and demand.

Policy 3.4: Wayne County shall seek **REVENUE SOURCES FOR THE FUNDING OF COUNTY INFRASTRUCTURE AND SERVICES** that relieve pressure on the general property tax levy.

Policy 3.5: So as not to transfer the costs of development on to existing property tax payers, Wayne County shall seek to **RECOVER REASONABLE ADMINISTRATIVE AND OVERHEAD COSTS** of development review and permit processing.

Policy 3.6: So as not to burden all taxpayers for the costs of services to a few, Wayne County shall continue to seek **COST RECOVERY FROM USERS OF EMERGENCY SERVICES** and related transportation.

Policy 3.7: The **COSTS OF INFRASTRUCTURE, FACILITIES AND SERVICES** demanded by new growth and development should be borne, to a greater degree, by the new development creating the demand. The purpose of this policy shall be to shift some of the tax burden for new growth away from the general property tax payer.

Policy 3.8: Wayne County shall encourage a “TOWN AND COUNTRY” DEVELOPMENT PATTERN that makes the provision of county services (e.g. Sheriff’s patrol, school bus pick ups, etc.) more economical and the installation, maintenance and replacement of non-sprawling infrastructure (e.g. water and sewer lines) less expensive.

Policy 3.9: Wayne County shall continually EVALUATE AND IMPLEMENT NEW TECHNOLOGIES that improve service delivery to County residents while reducing operating costs.

Actions for Vision 3. Funding of County Services

Action 3.1: Prepare and routinely update master plans for all major facilities and services provided by Wayne County. These plans should include all annual capital improvement projects budgeted (i.e. schools, libraries, jail facilities, animal shelter, solid waste, etc.).

Action 3.2: Prepare a summary capital improvement program (CIP) for Wayne County showing capital improvement needs and cost estimates for 5, 10 and 15-year timeframes. Update the CIP annually as part of the County’s work program and budget development process.

Action 3.3: Join other North Carolina counties in requesting that the General Assembly authorize an additional local option sales tax for the purpose of shifting the local government tax burden away from the general property tax.

Action 3.4: Join other North Carolina counties in requesting that the General Assembly approve general enabling legislation authorizing the use of development impact fees to help pay for school construction costs.

Action 3.5: Conduct a survey of development review and permit processing fees charged by other counties in North Carolina. Use this information to establish a fee schedule for similar services in Wayne County.

Action 3.6: Conduct a survey of cost recovery fees for emergency services as charged by other counties in North Carolina. Use this information to establish a fee schedule for similar services in Wayne County.

Action 3.7: As part of each year’s work program and budget development process, have each County department identify and evaluate new technologies that could make services provided by the County more cost effective and convenient to county residents.



4. Agricultural Preservation/Growth Management Vision

Working from the Comprehensive Plan, the County and other area service providers have been able to direct sprawling development away from valuable farmland. Infrastructure such as water and sewer services, schools, and parks have been employed to encourage development to occur near existing communities-- rather than in the midst of farmland or too close to swine or poultry operations. Voluntary agricultural districts have been instrumental in educating new residents about dust, odors, farm machinery and other things they must accept, should they choose to build a house in an agricultural district. As a result of these policies, new developments generate fewer land use conflicts and less sprawl, while retaining productive family farms, agri-business operations, and open space.

POLICIES FOR VISION 4. AGRICULTURAL PRESERVATION AND GROWTH MANAGEMENT

Policy 4.1: Wayne County should encourage developments that help build a distinct "TOWN AND COUNTRY" DEVELOPMENT PATTERN. The intent of this policy is to preserve open space and productive farmland, minimize the costs of extending infrastructure, avoid higher taxes, and minimize traffic congestion associated with a sprawling development pattern.

Policy 4.2: Areas preferred for RURAL DEVELOPMENT AND AGRICULTURAL PRODUCTION shall be identified. Urban levels of development density, infrastructure and services should not be encouraged in these areas.

Policy 4.3: Areas preferred for URBAN DEVELOPMENT shall be identified based on a variety of land suitability factors. Appropriate urban infrastructure and services (i.e. schools, fire stations, water and sewer facilities, parks, and roads) may be provided to encourage development in these areas.

Policy 4.4: URBAN LEVEL DEVELOPMENT STANDARDS (e.g. sidewalks, streetlights, storm water improvements, etc.) shall generally be applied to areas preferred for urban development. Such standards may be modified when site-specific conditions warrant a more environmentally sensitive, low impact approach.

Policy 4.5: RURAL LEVEL DEVELOPMENT STANDARDS (e.g. no curb and gutter, no streetlights, no sidewalks, etc.) shall generally be applied to areas preferred for rural development and agricultural production.

Policy 4.6: Whether located in an *Urban* or *Rural* area, new development should occur at DENSITIES APPROPRIATE FOR THE SITE. Density factors shall include whether the site is within an environmentally sensitive area, the type of sewage treatment available, the topography and drainage of the site, the capacity of transportation facilities serving the site, the proximity of the site to other existing services, and other relevant factors.

Policy 4.7 The continued prosperity and growth of AGRI-BUSINESS, defined as the large scale production, processing, and distribution of agricultural products, shall be supported. County actions should direct incompatible development away from such operations so as to minimize land use conflicts. Likewise, new agribusiness operations should be directed away from developed areas.

Policy 4.8: AGRI-TOURISM (e.g. strawberry picking, ice cream sales, corn maze, pumpkin harvest, winery tours and tasting, farm stays, etc.) shall be encouraged as a means to supplement and sustain family farms while also bolstering the local economy.

Actions for Vision 4. Agricultural Preservation and Growth Management

Action 4.1: Update development standards for urban (higher density) and rural (lower density) developments within the unincorporated area of Wayne County. Include all involved public and private sector interests in the creation of the standards, including the City of Goldsboro.

Action 4.2. Jointly adopt and print a development standards booklet describing in both text and illustrations, the standards established under Action 4.1 above.

Action 4.3: Establish specific criteria in the County zoning ordinance for approving higher density development.

Action 4.4: Identify and adopt incentives for encouraging infill development on sites where urban services are already in place.

Action 4.5: Continue to proactively implement the voluntary agricultural preservation district program.

5. Water and Sewer Services Vision

Wayne County has worked effectively with the State and other local governments in the region to secure additional long-term supplies of potable water. New reservoirs, inter-basin transfers and brown water recycling are among the methods employed to assure an ample supply of water. As a result, groundwater depletion has been reduced and positive economic growth has continued in the county. At the same time, area leaders and citizens have come to understand that central sewer systems cannot serve low-density rural areas and still pay for themselves. Instead, the County, area municipalities and sewer service providers have worked cooperatively to both accommodate and direct new development to specified growth areas. Sewer services have been extended to areas of the county where development densities, either existing or planned, have made the provision of sewer services financially possible. In some instances, water and sewer services have been employed to recruit desirable industry to suitable locations in the county.

POLICIES FOR VISION 5. WATER AND SEWER SERVICES

Policy 5.1: The County shall continue to work with area local governments and other utility service providers on COOPERATIVE, LONG RANGE PLANNING for water and sewer services.

Policy 5.2: The County shall work proactively with state and other governmental authorities on REGIONAL SOLUTIONS TO LONG TERM WATER SUPPLIES in this part of the state.

Policy 5.3: Recognizing that water and sewer services have a POWERFUL INFLUENCE ON GROWTH AND DEVELOPMENT, Wayne County shall encourage area service providers to give careful consideration to the placement of these utilities relative to desired growth patterns.

Policy 5.4: Wayne County supports the provision of CENTRALIZED SEWER SERVICES first within existing municipalities and communities and second within nearby targeted growth areas. Wayne County also supports the provision of sewer services along designated highway corridors to encourage economic development.

Policy 5.5: Centralized sewer services shall generally avoid parts of the county best suited for agriculture and to PROTECT FARMLAND FROM DEVELOPMENT PRESSURES brought about by such sewers.

Policy 5.6: Due to the high expense involved and number of customers required per given area, "county-wide sewer" must be acknowledged as untenable for the foreseeable future. Rather, centralized sewage collection and treatment should be focused on DESIGNATED SERVICE AREAS where sewer lines can be properly located and sized to serve a carefully projected customer base.

Policy 5.7: Wayne County supports the provision of **CENTRALIZED WATER SERVICES** throughout the county. Coordinated water distribution planning and connection between water service providers shall be supported.

Policy 5.8: Greenspace development (clustered lots with permanent open space around) not served by centralized sewage treatment facilities may employ **PACKAGE SEWAGE TREATMENT PLANTS** or other alternative sewage treatment systems as a means of achieving more efficient land use.

Policy 5.9: The County shall encourage the development of sewer services that employ **WATER REUSE TECHNOLOGIES** for appropriate forms of agriculture, golf courses and other uses.

Actions for Vision 5. Water and Sewer Services

Action 5.1: Using the Wayne County Geographic Information System (GIS), work with all the municipalities in the area to create a computerized map of water and sewer lines throughout Wayne County.

Action 5.2: Continue to participate in discussions with area utility service providers for the appropriate expansion and interconnection of water and sewer systems in Wayne County. Work cooperatively with the City of Goldsboro and other area utility providers on the expansion of that city's Master Utility Plan.

Action 5.3: Identify and adopt incentives for encouraging infill development on sites where water and sewer services are already in place.

Action 5.4: Prepare development standards for greenspace developments within the County Zoning ordinance, including criteria for the use of package sewage treatment plants.



6. Schools Vision

As a result of the School Board and County Commissioners working together, schools and school sites in Wayne County have been planned well in advance of growth to avoid overcrowding and the need for mobile classrooms. Older schools have been restored and modernized while new schools have been built to serve new growth areas. New schools (especially elementary) have been located and designed to serve and be accessible to the neighborhoods around them. Access to such schools by walking and biking has increased substantially. Rather than functioning as single purpose “factories to educate children”, schools in Wayne County serve as true community centers, providing meeting space for community gatherings, recreational events, and other functions. Teachers are drawn to the Wayne County School System not only by competitive salaries, but also by leaders committed to excellence, strong parental involvement, with broad-based civic and corporate support.

POLICIES FOR VISION 6. SCHOOLS

Policy 6.1: So as to encourage neighborhood stability and reinvestment, the **PRESERVATION AND REHABILITATION OF EXISTING SCHOOLS** shall be preferred over the abandonment of existing schools and construction of new schools elsewhere.

Policy 6.2: **ADVANCED PLANNING FOR THE LOCATION** of new public schools shall be supported. School locations should serve to reinforce desirable growth patterns rather than promoting sprawl. New elementary school locations shall be viewed as a **CORNERSTONE OF THE NEIGHBORHOODS** they are intended to serve.

Policy 6.3: **OFFERS OF LAND** for the siting of new schools shall be encouraged, particularly in conjunction with related neighborhood development. County acceptance of such properties shall be based on approved site criteria.

Policy 6.4: School campuses shall be designed to allow safe, secure **PEDESTRIAN ACCESS FROM ADJACENT NEIGHBORHOODS**. Travel corridors within 1.5 miles of all public schools shall be a priority for construction of sidewalks, bike paths and pedestrian trails.

Policy 6.5: Site planning for **TRAFFIC MANAGEMENT AND SAFETY** in the vicinity of public schools shall be a priority.

Policy 6.6: The **CO-LOCATION AND JOINT DEVELOPMENT** of school facilities in conjunction with other community facilities and services shall be encouraged. Co-located facilities and services may include but not be limited to park and recreation facilities, senior centers, health clinics, and libraries, especially after school hours.

Actions for Vision 6. Schools

Action 6.1: The Wayne County Board of Education should be encouraged to prepare a School Master Plan with information on development trends and redevelopment opportunities from the Wayne County Planning Department. The 20-year plan should target suitable areas for land acquisition and be updated every five years.

Action 6.2: Prepare a study of alternatives for paying for new school construction based on the demand for school space created by new development. [Example: impact fees.](#)

Action 6.3: Encourage county and municipal officials to consider co-location of schools when planning for other County and municipal facilities. ([Example: Libraries, recreational facilities](#))

Action 6.4: In cooperation with the Wayne County Board of Education, prepare site criteria for the placement and development of community-oriented schools, to include priorities for safe pedestrian and bicycle access, transit use, neighborhood connectivity, infrastructure availability, and environmental compatibility.

Action 6.5: Apply for a Safe Routes to School Grant through the North Carolina Department of Transportation. These Federal funds, administered by the State, may be used to construct new bike lanes, pathways, and sidewalks, as well as to launch Safe Routes education and promotion campaigns in elementary and middle schools.



7. Housing and Neighborhoods Vision

Wayne County communities offer a variety of housing types and values, including attractive, affordable housing in many forms. Such affordable housing includes not only site-built and manufactured housing on single family lots, but also apartments, condominiums, townhouses and duplexes—with most clustered convenient to services and jobs. Because services are close at hand, such neighborhoods encourage walking and reduce auto dependency. Carriage houses and accessory apartments have become quite popular as aging baby boomers have sought housing alternatives to congregate care and assisted living facilities. Many older, existing neighborhoods have also seen a resurgence in the rehabilitation of homes well located near services, shopping, medical care, etc. Consistent enforcement of minimum housing and nuisance abatement codes has eliminated run down structures and other blighting influences from the area. Improved development standards have been applied consistently throughout the county, resulting in higher quality developments. At the same time, such standards respect the differences in development practices for rural versus urban areas, small towns versus large city areas, and historic versus “modern” areas.

POLICIES FOR VISION 7. HOUSING AND NEIGHBORHOODS

Policy 7.1: Wayne County shall seek to accommodate a **VARIETY OF HOUSING TYPES** in locations consistent with site conditions and level of services available. Sites with good soils and drainage, and urban services already in place or easily extended, should be able to accommodate higher density housing.

Policy 7.2: **AFFORDABLE HOUSING** needs shall be met through an array of rental and home ownership options including apartments, townhouses, granny flats, carriage houses (garage apartments), single family site built homes, accessory living units, and manufactured homes.

Policy 7.3: Factors used to determine preferred locations for **MULTI-FAMILY DEVELOPMENTS** may include: proximity to employment and shopping centers, access to major thoroughfares and transit services, the availability of public services and facilities, storm water management issues, and compatibility with adjacent areas and land uses.

Policy 7.4: Incentives may be provided for **INFILL DEVELOPMENT** and the **REHABILITATION OF EXISTING HOUSING** already provided with urban services to acknowledge the lower service and infrastructure costs to the taxpayer.

Policy 7.5: **INNOVATIVE AND FLEXIBLE LAND PLANNING AND DEVELOPMENT** practices should be encouraged to create neighborhoods which better safeguard land, water, energy and historic resources.

Policy 7.6: **EXISTING NEIGHBORHOODS** should be protected from encroachment by incompatible land uses. At the same time, convenient services designed to be

compatible with nearby residential uses may be permitted at an appropriate level of design and scale.

Policy 7.7: NEW INFILL DEVELOPMENT should be architecturally compatible with existing structures, landscape features and the streetscape within its vicinity. Efforts by neighborhood associations to establish their own covenants for development compatibility shall be encouraged.

Policy 7.8: Housing throughout the county shall be required to meet or exceed MINIMUM HOUSING AND NUISANCE ABATEMENT STANDARDS to eliminate unlawful activity and blight. Individual structures that have declined to levels beyond reasonable rehabilitation and repair shall be removed so as not to adversely affect the economic health of other nearby structures.

Policy 7.9: Proposed residential development that would expose residents to the harmful effects of INCOMPATIBLE DEVELOPMENT OR TO ENVIRONMENTAL HAZARDS should be discouraged.

Policy 7.10: Development policies should promote compact growth where urban services are already in place or can be provided cost effectively, thereby preserving the rural character of the county, protecting farmland areas, and making the provision of services less costly to area taxpayers.

Policy 7.11: Detailed NEIGHBORHOOD AND SMALL AREA PLANNING shall be supported so as to encourage greater resident involvement and closer attention to area specific issues and needs.

Policy 7.12: COMPACT, FULL SERVICE NEIGHBORHOODS offering a compatible mixture of appropriately scaled and designed structures (homes, schools, churches, parks, shopping and services, etc.) and less dependency on the automobile, shall be encouraged.

Policy 7.13: MANUFACTURED HOME PARKS AND MANUFACTURED HOME PLACEMENTS shall be approved in accordance with specific development standards intended to protect the health safety and welfare of the occupants, as well as to preserve property values and the tax base of the County.

Policy 7.14: To preserve the traffic moving function of the area's major travel ways, prevent traffic accidents and avoid land locking interior land parcels, local governments shall encourage RESIDENTIAL AND COMMERCIAL DEVELOPMENT in clusters and planned developments.

Policy 7.16: Developments in the unincorporated county shall be encouraged to employ less cleared area with open space surrounding as an environmentally sound, economically cost effective and visually attractive alternative to large lot sprawl (overall density to remain the same as conventional development).

Actions for Vision 7. Housing and Neighborhoods

Action 7.1: Create a new zoning district or amend existing districts that allows for accessory housing such as carriage houses and granny flats (i.e. mother-in-law suites) as a conditional use. Use the new district in some areas to allow accessory housing in new residential developments when authorized at the time of subdivision approval.

Action 7.2: Create incentives for infill development on sites where urban services are already in place. Encourage area municipalities to do likewise. (Incentives could include increasing density requirements of financial incentives).

Action 7.3: Establish design criteria or amend existing zones for neighborhood services convenient to nearby residential areas.

Action 7.4: Identify areas in the county that would benefit from a special area plan. Rank them in order of priority, including which area appears most interested in preparing a plan. This would include developing zoning proposals.

Action 7.5: Enforce the County's recently adopted new standards for manufactured homes (i.e. under skirting required upon placement or relocation, no manufactured homes older than 15 years to be brought into the county, inspection for unit habitability, etc.). Review the effectiveness of the standards after one year for possible adjustment.

Action 7.6: Re-examine the County's subdivision regulations to be consistent with NCDOT driveway standards.

Action 7.7: Coordinate the designation of newly zoned areas with the extension or creation of centralized sewer services. County sewer master plan needed.



8. Public Safety Vision

As Wayne County has continued to grow, it has become necessary for local area law enforcement, fire protection, and emergency medical officials to operate, in some instances, from locations closer to the populations they serve. Partnerships between County and municipal service providers have resulted in shared satellite offices. In addition to improved response times and coordination of services, this has allowed area public safety personnel to become especially attuned to the issues and problems unique to each area of the county. All public safety services have been continually upgraded in terms of communications capability, equipment, personnel, and advanced planning. By working together, area citizens, volunteers, and public safety officials have educated people on what to look for, and thus dramatically reduced opportunities for violence and crime. At the same time, cooperation across the board has lead to enhanced fire protection and emergency medical services.

POLICIES FOR VISION 8: PUBLIC SAFETY

Policy 8.1: As the area grows, Wayne County shall push for **CONTINUED IMPROVEMENTS TO MAJOR THOROUGHFARES** to maintain and enhance access for public safety.

Policy 8.2: Wayne County shall encourage development patterns and housing choices that support **COMMUNITY POLICING** and **DEFENSIBLE SPACE PRINCIPLES**, e.g. mixed use development, defined public and private spaces, raised front porches, appropriate lighting, etc.

Policy 8.3: Wayne County shall support public-private partnerships such as **NEIGHBORHOOD WATCH**, that enable neighborhood groups to effectively partner with law enforcement agencies in preventing crime.

Policy 8.4: The **SHARED USE OF PUBLIC BUILDINGS AND FACILITIES** (county, municipal, other) shall continue to allow public safety services (substations) to be located closer to the people and properties they serve.

Policy 8.5: **PUBLIC SAFETY CLASSES AND PROGRAMS** shall be offered in schools, senior centers, churches, recreation sites and community buildings throughout the county.

Policy 8.6: New **FIRE AND EMS STATIONS** should be located so as to improve response times to existing and planned residential and commercial development, while avoiding locations that would create a duplication of services.

Actions for Vision 8. Public Safety

Action 8.1: Create an inventory of public buildings and facilities that may be suitable for the location of a law enforcement substation. Compare these locations with high crime areas and potential patrol areas.

Action 8.2: Undertake a public information campaign to encourage property owners to place address numbers on their homes and businesses.

Action 8.3: Establish a routine schedule (i.e. every 3 to 5 years) for evaluating the technical components, of the county's 911 system and emergency communications network.

Action 8.4: Conduct a renewed public education campaign for neighborhoods to organize and participate in the Neighborhood Watch program.

Action 8.5: Develop and promote a new series of public safety classes for educating the public as to crime prevention and public safety issues.



9. Revitalization of Our Downtowns Vision

The past two decades have seen renewed interest in the unique value and heritage of downtown areas throughout the county. Many older buildings have been rehabilitated and adaptively reused for a wide range of shopping, dining, working, and cultural attractions. Our downtowns have benefited from their renewal as the social and cultural heart of the communities they serve: Goldsboro, Mount Olive, Fremont, Pikeville, Eureka and Seven Springs. People are naturally drawn to these areas by their historic character and beauty, and the human scale of their buildings and public spaces. Renewed interest in downtown area neighborhoods have repopulated these central locations, providing financial support to merchants and twenty-four hour security for downtown area visitors. Municipal and county governments have been proactive in creating the physical, financial, and regulatory environment especially conducive to business development in these areas.

Note: Downtown areas in Wayne County are within the planning jurisdiction of municipalities. Through these policies and actions, Wayne County wishes to go on record as being supportive of local efforts to revitalize the county's downtown areas, regardless of the entity or organization taking action.

POLICIES FOR VISION 9: REVITALIZATION OF OUR DOWNTOWNS

Policy 9.1: Wayne County shall continue to maintain a **TANGIBLE PRESENCE IN DOWNTOWN GOLDSBORO** through the location of County offices there. Other local, state and federal governments shall also be encouraged to maintain similar commitments to downtown areas.

Policy 9.2: Efforts to direct **NEW AND EXPANDING BUSINESSES** to compatible locations in downtown areas shall be encouraged.

Policy 9.3: The role of the county's downtown areas as **CENTRAL MEETING PLACES** and focus for cultural, entertainment and recreational activities shall be supported.

Policy 9.4: Wayne County supports a **COMPATIBLE, DIVERSE MIXTURE** of retail, office, institutional, residential, dining, services, and public open space in most downtown areas.

Policy 9.5: Development and redevelopment of downtown area properties shall support the **ARCHITECTURAL AND HISTORIC CONTEXT** so important to the economic success of the area. The intent shall be to create a unique environment and identity not found in other places.

Policy 9.6: The **PRESERVATION, REHABILITATION AND APPROPRIATE ADAPTIVE REUSE** of historic and other desirable downtown properties shall be encouraged. Rehabilitations that respect the original architecture and fabric of the building and site shall be supported. Destruction or demolition of desirable older structures shall be avoided.

Policy 9.7: PRIMARY ENTRYWAY CORRIDORS INTO DOWNTOWN AREAS should continue to receive priority for visual and functional enhancements, employing special development standards, public investment, and community involvement to facilitate constructive change.

Policy 9.8: PEDESTRIAN ORIENTED STREETSCAPE IMPROVEMENTS including, but not limited to sidewalks, street trees, landscaping, street lights, street furniture, and signs shall be supported as a means to create and maintain a downtown environment attractive to investment.

Policy 9.9 DOWNTOWN AREA CIRCULATION SYSTEMS shall balance the needs of pedestrians, private vehicles, rail service, and public transit services.

Policy 9.10: Efforts to maximize the use of the PUBLIC SPACE OF THE SIDEWALK so as to enliven the downtown street space are generally supported. Such use shall be balanced against public safety and other issues as may affect pedestrian movement and other proper uses of the street right of way.

Policy 9.11 A VARIETY OF HOUSING TYPES AND PRICE RANGES shall be encouraged in and adjoining area downtowns. Such housing shall be at densities in keeping with a downtown location and compatible with nearby properties. Public-private partnerships to create or improve downtown area housing shall be encouraged.

Policy 9.12: The revitalization of NEIGHBORHOODS NEAR THE DOWNTOWN shall be recognized as a key to the long-term economic success of these town centers.

Policy 9.13: NEW PARKING FACILITIES serving the downtown area may be developed as needed in concert with additional investment opportunities. Such facilities shall be located and designed so as to complement and enhance the aesthetic and functional fabric of the downtown.

Policy 9.14: APPROPRIATE INFILL DEVELOPMENT, particularly on sites where previous buildings once stood and now present a “missing tooth” in the streetscape, shall be encouraged.

Actions for Vision 9. Revitalization of Our Downtowns

Action 9.1: Work cooperatively with area municipalities to prepare visual and functional enhancement plans for designated entryway corridors into downtown areas. Seek funding and voluntary cooperation for implementation and maintenance.

Action 9.2: Work cooperatively with area municipalities to prepare specific downtown redevelopment plans for each community in the county, including recommendations for economic development.

Action 9.3: Encourage the relocation of overhead utilities to underground locations, especially when downtown redevelopment opportunities make it more cost effective.

Action 9.4: Work cooperatively with area municipalities to develop a public awareness program concerning minor low cost measures that property owners can be undertaken to improve the visual appearance of their home or business.

Action 9.5: Work cooperatively with smaller municipalities to evaluate the condition of existing neighborhoods in the vicinity of downtown areas. Based on this evaluation, recommend actions needed for improvements or support for each neighborhood.

Action 9.6: Encourage economic development officials to continue to direct new and expanding businesses to compatible locations in downtown areas.

Action 9.7: Allow for expedited review of applications for development and/or rehabilitation of properties in downtown areas of smaller towns. Be proactive in offering ideas and assistance to increase downtown area project successes.



10. Parks and Recreation Vision

As Wayne County has grown, more park and recreation facilities have been created to meet demand. New parks include active recreation facilities for the youth, such as soccer, softball, and multi-purpose fields. Other park facilities address the active and passive recreation preferences of seniors. A well developed system of walking and biking trails runs adjacent to the Neuse River and its tributaries, as well as within available utility corridors. This “greenway” system can be accessed from many parts of the county, and connects numerous schools, parks, open spaces and neighborhoods. Many park areas and trails have been made possible by individuals and corporations who have donated conservation easements in exchange for state and federal tax benefits. Others have found permanent sites on former FEMA (flood prone) land. In addition to large parks, there are many smaller neighborhood parks within walking distance of residential areas. Numerous smaller park and open space areas have been created as part of routine development approval processes. Many recreation facilities have been developed in cooperation with County schools.

Note: Wayne County does not currently own or operate any park properties and it does not employ any park or recreation personnel. The County relies upon municipal and public school facilities as well as non-profit organizations to meet the county’s park and recreation needs. As the county grows, however, the need for recreation facilities will continue to mount; it may become necessary for the County to enter into the parks and recreation business. In the recent past, flooding from hurricanes and tropical storms has resulted in the acquisition of certain flood prone areas using Federal Emergency Management Agency (FEMA) monies. A few of these properties may present opportunities for meeting park and open space requirements.

POLICIES FOR VISION 10: PARKS AND RECREATION

Policy 10.1: Wayne County recognizes that park and open space areas are integral to a high quality of life that can ATTRACT NEW BUSINESSES AND INDUSTRY to the area. The County shall work cooperatively with municipalities, non-profits and others in the area to determine the best role for the County in the provision of park and recreation services.

Policy 10.2: The CO-LOCATION AND JOINT DEVELOPMENT OF PARK FACILITIES in cooperation with institutions such as public schools, colleges, the military, other federal, state and local government agencies, as well as private and non-profit interests, shall be encouraged.

Policy 10.3: FUTURE PARK DEVELOPMENT AND OPEN SPACE PRESERVATION shall be planned in advance to provide for the rational and equitable distribution of recreation and open space opportunities in Wayne County.

Policy 10.4: Parks shall be LOCATED AND DESIGNED according to population density and needs of the people residing within the most likely park service area. Special attention shall be given to the unique needs of ELDERLY and PHYSICALLY AND MENTALLY CHALLENGED citizens.

Policy 10.5: Efforts to develop a system of open space GREENWAYS AND HIKING TRAILS in the County shall be encouraged. Natural corridors such as streams and floodplains, and man-made corridors such as utility and transportation rights-of-way and easements may be strategically employed as appropriate.

Policy 10.6: The underutilized value of the NEUSE RIVER AND ITS TRIBUTARIES shall be developed through the provision of more and better access to the river and its shores for active and passive recreation.

Policy 10.7: Neighborhood parks should be located within view of residences, businesses and other activities, where informal OBSERVATION AND OVERSIGHT can provide enhanced security to park properties.

Policy 10.8: NEW RESIDENTIAL DEVELOPMENT should provide for adequate open space and recreation areas in proportion to the demand created by the development. Dedicated land, or fees in lieu of land dedication, may be determined according to rational state and local standards.

Policy 10.9: In addition to developer support for park development, the County should seek a consistent, on-going SOURCE OF FUNDING FOR PARKS improvements and maintenance.

Policy 10.10: Methods of park maintenance and programming that rely upon PRIVATIZATION AND VOLUNTEERISM, thereby reducing the need for taxpayer-supported services, shall be encouraged.

Actions for Vision 10: Parks and Recreation

Action 10.1: Work cooperatively with the City of Goldsboro and other municipalities to develop a joint Parks and Recreation Master Plan for all of Wayne County. Identify the proper role for Wayne County government in the provision of park and recreation services.

Action 10.2: Prepare a Greenways, Trails and Open Space Master Plan for the entire county. Make a Neuse River Corridor Conservation and Development Plan a central feature of the master plan. Include major tributaries of the Neuse in the plan. Include boating as well as pedestrian facilities. Seek federal and state funding.

Action 10.3: Develop guidelines to preserve and protect natural and man-made corridors for future greenways, trails and open space.

Action 10.4: Amend the County's subdivision regulations or other appropriate ordinances to allow for parkland dedication or a proportionate fee in lieu of land dedication.

Action 10.5: Develop criteria for determining the suitability of land for use as parks and/or open space areas. Establish routine procedures for permanently recording open space areas or for deeding ownership of dedicated land to the County, if appropriate.

Action 10.6: Authorize a mechanism by which developers with property on a planned greenway or trail may dedicate the land and develop the trail as a means of meeting open space needs. Set appropriate standards for greenway and/or trail development.

Action 10.7: Work with the State Parks Division in the further enhancement of Cliffs of the Neuse State Park as an outstanding recreation and natural resource area within the State of North Carolina.

Action 10.8: Prepare a single brochure identifying all public park and recreation facilities in Wayne County.



11. Community Appearance and Image Vision

Visitors to Wayne County and its municipalities are impressed by the attractive travel corridors passing through the area. Entryways into the county and its localities are especially appealing. Residents throughout the county have developed a renewed pride in the upkeep of their homes and businesses. Many urban streets are lined with street trees, attractive landscaping, understated signage, and architecturally appealing buildings. The county's roads are free of clutter and litter made possible, in large measure, by a new consciousness about throwing trash on public streets and highways. Strict enforcement of regulations concerning junked vehicles and dilapidated structures has cleared the area of these eyesores, and helped foster a positive image to prospective business interests. Most new developments have placed electric, cable and other utility lines underground. Area citizens place a high value on the unique history of their community, as reflected in efforts to preserve historic buildings and places.

Note: Community appearance and image deals largely with what can be seen from the public roadway. This is usually the first and most lasting impression that a visitor or prospective new businessperson receives when touring the area. Issues addressed under community appearance and image vision are critical to the economic development and continued prosperity of the area. As such, they are not to be taken lightly. Policies and actions deal mainly with the appearance of gateway highway corridors, both inside the public right of way as well as the image presented by private properties fronting on the public roadway.

POLICIES FOR VISION 11: COMMUNITY APPEARANCE AND IMAGE

Policy 11.1: The important economic, tourism, and community image benefits of attractive MAJOR TRAVEL CORRIDORS through the county shall be recognized. Such entryway corridors shall receive priority attention for improved appearance and development standards, including landscaping, signage, tree preservation, underground utilities and, in some instances, streetlights, and sidewalks.

Policy 11.2: BILLBOARDS shall continue to be prohibited along newly constructed thoroughfares in the County's jurisdiction. Additional billboards along existing major thoroughfares shall be limited.

Policy 11.3: LANDSCAPE IMPROVEMENTS AT EXISTING AND NEW COMMERCIAL DEVELOPMENTS, particularly as related to breaking up and softening the appearance of expansive parking areas, shall be encouraged.

Policy 11.4: The INAPPROPRIATE USE OF MANUFACTURED HOMES for storage, or their abandonment without proper disposal, shall be prohibited. Short-term storage in tractor-trailers or storage containers may be authorized.

Policy 11.5: Proper code enforcement shall be employed to deal with the public health and safety issues of ABANDONED AND NEGLECTED RESIDENTIAL PROPERTIES.

Policy 11.6: New development, redevelopment, rehabilitation and maintenance of structures and sites should be consistent and supportive of the neighborhood and architectural context of designated NEIGHBORHOOD CONSERVATION AREAS*.

Policy 11.7: The significance of STREET TREES in providing visual relief, summer cooling, improved air quality and livability shall be recognized through public policies to encourage their planting and maintenance. Highest priority shall be given to gateway travel corridors and urbanized areas. Programs urging voluntary efforts by property owners shall be preferred. Power companies shall be encouraged not to butcher trees under or near power lines.

Policy 11.8: SIGN REGULATIONS AND STANDARDS shall be reviewed and periodically updated to enhance community identity and create a high quality business image.

Policy 11.9: LITTERING of public streets and roadside properties, whether from “litterbugs”, drivers of poorly covered trucks, or persons blowing debris onto the street, shall not be tolerated. Those who would abuse our local environment and denigrate the image of our area shall be held accountable through community service programs and enforcement of litter laws.

Policy 11.10: The placement of UTILITY WIRES UNDERGROUND shall be required in all new public and private developments. Existing overhead utilities should be relocated to underground locations when redevelopment or new construction affords a cost effective opportunity.

Policy 11.11: The placement of COMMUNICATION AND OTHER TOWERS in Wayne County shall be managed through the use of the special use permitting process. Their design, location and ultimate disposal shall be regulated as necessary.

Policy 11.12: The County shall not permit the establishment and operation of UNLICENSED JUNKYARDS. Similarly, JUNKED OR UNLICENSED VEHICLES shall not be permitted to remain in locations visible from any public right of way, except as may be specifically permitted within an approved junkyard.

* A neighborhood conservation area may be designated by the local government upon agreement with neighborhood property owners that the character of the area warrants protection from incompatible development. Rules governing development review in a conservation area serve a purpose similar to private restrictive covenants-- but where no such covenants exist. Such rules are less restrictive than those found in a locally designated historic district.

Actions for Vision 11. Community Appearance and Image

Action 11.1: Designate roadways into the County and municipalities that serve as gateway corridors. Map them. Rank them by priority.

Action 11.2: Authorize and approve design and streetscape standards for gateway corridors in close cooperation with gateway corridor property owners. Do this in the order of each corridor's priority. Look at successful examples from other communities.

Action 11.3: Initiate voluntary gateway enhancement programs in close cooperation with gateway corridor property owners. Do this in the order of each corridor's priority. Emphasize maintenance.

Action 11.4: Amend the zoning ordinance to require street trees or other appropriate vegetation, in association with new development along designated gateway corridors.

Action 11.5: Prepare a landscape ordinance and design guidelines setting forth rules for tree removal and tree preservation, planting and maintenance. Set forth rules to address clear cutting in different land use activities.

Action 11.6: Review the County's existing sign regulations and revise to enhance the visual image of the area.

Action 11.7: Prepare a street tree and landscape planting and maintenance booklet.

Action 11.8: Review the entire code enforcement system and adjust personnel, budget and other tools as needed to address priority appearance issues.

Action 11.9: Identify several potential neighborhood conservation areas. Educate neighborhoods and encourage participation in conservation initiatives. Prepare neighborhood conservation plans in the order of each neighborhood's readiness to proceed.

Action 11.10: Support on-going efforts to properly dispose of abandoned and/or dilapidated mobile homes.



12. Intergovernmental Cooperation

Local government leaders in Wayne County, as well as the Air Force Base, have joined forces on many fronts to address matters of common interest. These matters include, for example: economic development, transportation, schools, water and sewer services, farmland preservation, growth management, and environmental quality, among others. Some local government services have been consolidated for efficiency and improved service. Other government functions have remained separate, but have benefited from the guidance of multi-jurisdictional boards and committees. All local governments have benefited from an expanding tax base associated with economic growth, and cost effective innovations in service delivery. A renewed focus on frequent, effective communication between local government leaders and area residents has greatly enhanced decision making in the region.

POLICIES FOR VISION 12: INTERGOVERNMENTAL COOPERATION

Policy 12.1: Local governments shall support on-going INTERGOVERNMENTAL PLANNING on issues of common concern, including land use and development, transportation, utilities, environmental management, economic development, law enforcement, emergency management, education, and recreation and tourism, among others.

Policy 12.2: MULTI-JURISDICTIONAL PLANS FOR INFRASTRUCTURE AND SERVICES (e.g. utilities, transportation, and recreation) shall be jointly prepared and periodically updated as area conditions change.

Policy 12.3: Opportunities for CONSOLIDATION OF SERVICES shall be continually evaluated, particularly with regard to potential operational efficiencies and cost savings.

Policy 12.4: MULTI-JURISDICTIONAL BOARDS AND COMMITTEES shall be supported as they evaluate and recommend improvements in the delivery of government services and infrastructure.

Policy 12.5: JOINT LOCAL GOVERNMENT MEETINGS, routinely held, shall be supported to allow elected and appointed board members, as well as key support staff, to better coordinate the planning and delivery of government services.

Policy 12.6: The Wayne County Comprehensive Plan should be employed as a CENTRAL DOCUMENT FOR ON-GOING PLANNING efforts in the county. Elected and appointed officials, as well as local government staff, should use the Comprehensive Plan to facilitate discussion and action on all issues concerning growth and development.

Actions for Vision 12. Intergovernmental Cooperation

Action 12.1: As soon as possible after adoption of the Comprehensive Plan, hold a meeting of key County staff to discuss the coordinated use of the policies and actions of the plan-- in both month to month recommendations to elected and appointed boards as well as in annual work program and budget formulation.

Action 12.2: Within six months after adoption of the Comprehensive Plan, hold a meeting of key County staff to discuss progress on the Comprehensive Plan with respect to routine use of the policies and implementation actions. Continue this on an annual basis.

Action 12.3: Within one year after adopting the Comprehensive Plan, hold a meeting of Wayne County elected and appointed officials to discuss progress on the Comprehensive Plan with respect to routine use of the policies and implementation actions. Continue meeting annually for five years, or until use of the Plan's policies has become a routine part of the decision making process.

Action 12.4: Update the implementation actions section of the Comprehensive Plan annually in January of each year, providing input to the work program and budget setting process of the County.

Action 12.5: Continue the progress made in recent years with regard to improved planning coordination between Seymour Johnson Air Force Base and Wayne County. Continue to welcome representatives of the Air Force Base on County committees. Continue to support the Base Community Council in its efforts to work cooperatively with the City and County on such things as housing, emergency services, communication, transportation, education, and other joint concerns.

Action 12.6: Authorize a study of local government services in Wayne County to determine which services might offer the best opportunities for consolidation.

Action 12.7: Continue the joint effort of the County Utilities Committee (including the County plus all municipalities and the Sanitary Districts) as it seeks to identify the best ways to extend water and sewer lines and service areas, address necessary expansions of joint treatment facilities, and provide for interconnections in emergencies.

Action 12.8 Continue the Wayne County Transportation Committee, including the County, Seymour Johnson Air Force Base, plus all municipalities and the NC DOT in it's efforts to jointly plan for the immediate and long range transportation needs of the area.

Wayne County Growth Strategy Map

The **Wayne County Growth Strategy Map** classifies various parts of the planning area according to their suitability for development and provision of urban services. In doing so, the map identifies where development and redevelopment might best occur, and where natural and cultural resources might best be conserved. The **Growth Strategy Map** is to be supported and complemented by zoning, subdivision regulations, infrastructure investments and other local growth management tools. Although general areas are outlined on the **Growth Strategy Map**, it must be remembered that the map is a planning guide to help implement policies and is not a regulatory mechanism.

Complementary Planning Intent: This **Growth Strategy Map** includes lands under the jurisdiction of the City of Goldsboro and Seymour Johnson Air Force Base. These lands have been included for the purpose of general information only and to show opportunities for coordination of long range planning. Wayne County recognizes that it has no planning authority over these areas and wishes only to complement and support the planning efforts of the City of Goldsboro and the Air Force Base.

Generalized Map: Due to map scale, this map is necessarily generalized in nature and is intended as a general guide to land suitability. Within the areas designated for development, for example, there will be some pockets of land that, due to environmental or other constraints, are unsuitable for development. Likewise, within areas designated for conservation, there may be pockets of land that are high and dry, have no environmental constraints, etc. For this reason, more detailed site-specific information will take precedence over this generalized map, and the appropriate policies of the Comprehensive Plan will apply.

GROWTH STRATEGY AREAS

Urban (Areas Designated for Immediate Urban Level Development)

Urban Areas provide for the continued development and redevelopment of the City of Goldsboro and its contiguous urbanizing areas in unincorporated Wayne County. **Urban Areas** include lands that are currently urban in character and have a full range of urban services in place, or are well located for the timely, cost-effective provision of urban services. **Urban Areas** should be the top priority area for planning, programming and providing public urban services including, generally, centralized water and sewer, parks, schools, police, fire and rescue services, garbage service, storm water systems, streets & roads, transit, sidewalks, streetlights, and other amenities. New development densities should generally occur at 4 or more units per acre and may be much higher in some locations.

Urban Transition (Areas Designated for Future Urban Level Development)

Urban Transition Areas include those parts of the planning area that are not currently urban in character but that, during the next two decades, are likely to reach a level of development requiring urban services. These areas may have some services already in place including, particularly, centralized water and sewer. Other services, including stormwater management, are likely to be in place here within twenty years. **Urban Transition Areas** should be a secondary area for planning, programming and providing public urban services. Those parts of the **Urban Transition Area** that have good soils and drainage, are not in the floodplain, have

road capacity available, and have sewer service nearby should generally be developed at 3 or more units per acre. Land areas constrained by poor soils and/or lack of topography and resulting flooding problems should generally be developed at lower densities.

Community Growth Areas (Areas Designated for Small Town Development)

Community Growth Areas provide for the development and redevelopment of smaller, usually freestanding communities in Wayne County. These areas may represent incorporated towns or may be unincorporated areas that nonetheless have a range of services typical of a small town. **Community Growth Areas** may have services provided through a combination of municipal and/or county functions. The use of community and/or County funds for planning, programming or providing services in these areas should be left up to the consensus of the people living in the area, working in conjunction with County decision-makers, especially when County resources are involved. **Community Growth Areas** may be developed at a variety of development densities and land use types to meet the housing, everyday shopping and employment needs of area residents.

Rural Enclaves (Areas Designated for Rural Residential Development)

Rural Enclaves provide for clusters of low density residential development in a rural setting. On-site waste disposal (i.e. septic system) is the norm for these areas. **Rural Enclaves** generally do not have commercial development; residents typically travel outside these smaller residential areas for their service needs.

Rural Areas (Areas Designated for Rural Development, Agriculture and Open Space)

Rural Areas provide for agriculture, forestry, and other allied activities traditionally found in a rural setting. Very low intensity residential development with on-site waste disposal (i.e. septic systems) may be appropriate in **Rural Areas** where site conditions are good. Premature conversion of **Rural Areas** to urban level development and the resulting loss of valuable farmland and open space is to be discouraged. Generally, public funds should not be used for planning, programming or installing urban services in these areas that would promote more intensive development. While development densities as high as 2 units per acre may be permitted in these areas, much lower densities and larger lots are preferred.

Conservation Areas (Areas Designated for Protection and Conservation)

Conservation Areas provide for the long-term management and protection of significant, limited, or irreplaceable natural areas. (e.g. 100-year floodplain, riparian buffers along streams, critical wildlife habitat, wetlands, public parks, scenic sites, land trust and other non-profits properties, historic sites, unique natural features, etc.) Conservation of the natural, cultural, recreational, scenic or ecologically productive values of these areas is preferred over development. If development is permitted, it should be done in a limited manner characterized by careful planning and cautious attention to the protection of environmental features. Urban services should not be provided to these areas as a catalyst that could stimulate development.

Growth Strategy Areas

Wayne County, North Carolina

Wayne County Growth Strategy Map

The **Wayne County Growth Strategy Map** illustrates concepts of the planning process, as they relate to the development and protection of other resources, including air, water, and cultural resources. The **Growth Strategy Map** is a tool to support and guide development and growth management. Although general areas are outlined on the **Growth Strategy Map**, it should be recognized that the map is a planning guide to help implement policies and is not a regulatory instrument.

Notes: The **Growth Strategy Map** includes both urban and rural areas. The **City of Goldsboro** and **Wayne County** are the primary focus. These areas have been included for the purpose of general information only and do not constitute a commitment of long-range planning. Wayne County recognizes that it has no planning authority over these areas and cannot enforce or implement and support the planning efforts of the City of Goldsboro and the Wayne County Growth Strategy Areas.

Growth Strategy Areas

Urban Areas (Areas Designated for Immediate Urban Development)

Urban Areas provide for the continued development and redevelopment of the low-density residential areas in Wayne County (Goldsboro and Mount Olive) and low-density commercial areas. Urban Areas include areas that are currently urban or have been and are a future of urban areas in place, or are well located for the future, continuous expansion of urban areas. Urban Areas should be the primary focus for planning, programming and providing public services including, generally, controlled water and sewer, police, fire, public, and other services. Urban Areas should be the primary focus for planning, programming and providing public services including, generally, controlled water and sewer, police, fire, public, and other services. New development should generally occur within the Urban Areas and not in the Transition Areas or the Rural Areas.

Urban Transition Areas (Areas Designated for Future Urban Development)

Urban Transition Areas include those parts of the planning area that are not currently urban or rural but that, during the next few decades, are likely to reach a level of development requiring public services. These areas are located in areas that are currently rural or undeveloped, but that are well located for the future, continuous expansion of urban areas. Urban Transition Areas should be the primary focus for planning, programming and providing public services including, generally, controlled water and sewer, police, fire, public, and other services. New development should generally occur within the Urban Transition Areas and not in the Rural Areas or the Conservation Areas.

Community Growth Areas (Areas Designated for Local Development)

Community Growth Areas provide for the development and redevelopment of rural, usually farming, communities in Wayne County. These areas may represent incorporated towns or may be unincorporated areas that have developed into a center of services (local or regional). Community Growth Areas may have some potential for growth, but they are not the primary focus for planning, programming and providing services. The use of Community Growth Areas for planning, programming and providing services is the responsibility of the local government. Community Growth Areas should be developed in a way that is consistent with the County's growth strategy and the needs of the community. Community Growth Areas should be developed in a way that is consistent with the County's growth strategy and the needs of the community.

Rural Enclaves (Areas Designated for Rural Residential Development)

Rural Enclaves provide for the development of low-density residential development in rural areas. These areas are generally located in areas that are currently rural or undeveloped, but that are well located for the future, continuous expansion of rural areas. Rural Enclaves should be the primary focus for planning, programming and providing public services including, generally, controlled water and sewer, police, fire, public, and other services. New development should generally occur within the Rural Enclaves and not in the Urban Areas or the Urban Transition Areas.

Rural Areas (Areas Designated for Rural Development, Agriculture and Open Space)

Rural Areas provide for agriculture, forestry, and other activities that are traditionally found in rural areas. These areas are generally located in areas that are currently rural or undeveloped, but that are well located for the future, continuous expansion of rural areas. Rural Areas should be the primary focus for planning, programming and providing public services including, generally, controlled water and sewer, police, fire, public, and other services. New development should generally occur within the Rural Areas and not in the Urban Areas or the Urban Transition Areas.

Conservation Areas (Areas Designated for Protection and Conservation)

Conservation Areas provide for the management and protection of significant natural, cultural, or historic resources. These areas are generally located in areas that are currently rural or undeveloped, but that are well located for the future, continuous expansion of rural areas. Conservation Areas should be the primary focus for planning, programming and providing public services including, generally, controlled water and sewer, police, fire, public, and other services. New development should generally occur within the Conservation Areas and not in the Urban Areas or the Urban Transition Areas.

Generalized (Other) Areas

Generalized (Other) Areas include those parts of the planning area that are not currently urban or rural but that, during the next few decades, are likely to reach a level of development requiring public services. These areas are located in areas that are currently rural or undeveloped, but that are well located for the future, continuous expansion of rural areas. Generalized (Other) Areas should be the primary focus for planning, programming and providing public services including, generally, controlled water and sewer, police, fire, public, and other services. New development should generally occur within the Generalized (Other) Areas and not in the Urban Areas or the Urban Transition Areas.

Legend

Proposed IIR

Growth Strategy Areas

Area

URBAN

CONSERVATION AREA

RURAL ENCLAVE

COMMUNITY GROWTH AREA

URBAN TRANSITION

RURAL

1 Miles

1 inch equals 1 mile

