

TOWN OF MARSHVILLE

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Town Plan 2035 Land Use & Comprehensive Master Plan



*Town of Marshville
201 West Main St.
Marshville, NC 28103*

Town Plan 2035
Land Use & Comprehensive Master Plan
Town of Marshville, NC

Adopted February 1, 2016

Mayor & Town Council

Mayor Franklin Deese
Mayor Pro-Temp Virginia Morgan
Councilmember Margaret Bivens
Councilmember Norma Carpenter
Councilmember Gary Huntley
Councilmember James Rowell

Planning Board/Board of Adjustment

John Belk (BOA)
Fred Burton (PB/BOA Alternate)
Susan Drake, Planning Board Chair (PB/BOA)
Francis Griffin (PB)
Rusty Johnson, Board of Adjustment Chair (PB/BOA)
Loraine Long (PB/BOA)
Ron McAdam (BOA)
Nancy Ogburn (PB/BOA)
Jerry Powell, (ETJ - BOA)
Mark Traywick (ETJ - PB/BOA)
Brian Weber (PB/BOA)

Administration

Fern H. Shubert, Town Manager
Tonya D. Johnson, Town Clerk
Alicia Melton, Director of Utilities
Bivens Steele, Public Works Director
Bobby H. Griffin, Esq., Town Attorney

Town of Marshville Planning Department Staff

F. Richard Flowe, AICP, Planning, Zoning & Subdivision Administrator
William (Bill) J. Duston, AICP, Chief Planner
Gary R. Fankhauser, ASLA, Community Designer
Robyn M. Stuber, Ph.D., Town Planner
David C. Flowe, Planner, GIS Coordinator
Jana C. McMakin, AICP, Contributing Planner
Randall K. Cahoon, AICP, Contributing Planner

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SECTION ONE: INTRODUCTION

I. Purpose and Function

The purpose of the *Town Plan 2035 - Land Use & Comprehensive Master Plan* is to pinpoint and prioritize planning principles that support a self-sustainable community that encourages economic opportunities, while at the same time maintaining Marshville's historic downtown and agricultural roots. An updated plan balancing the changing trends, environmental mandates, and the Town's vision is essential. The policy statements contained in the Town Plan serve as the basis for future development decisions and have been designed for regular use in making public and private decisions.

Long term planning to protect the future of a community is vitally important. One tool to guide the future of a community is the planning process and adoption of a comprehensive plan. Part of a comprehensive plan is designed to provide an overview of a community's existing conditions and physical development. The main function of the plan is to serve as a guide to a community's future development policy. The goals of a comprehensive plan aim to: involve the community in developing a long term vision, address what should be maintained or changed in the future, identify future land uses in an overall community wide context, identify and prioritize future infrastructure improvement, and provide implementation guidance as to the private and public investments and strategies to realize the vision. Part of the on-going planning process is to continue to monitor the plan's progress as it is a fluid document that should be bi-annually updated and refined.

The Town of Marshville's last comprehensive plan action was adoption of the *Town of Marshville Land Use Plan* on August 16, 2004. The Town has undertaken a study of capital improvements to an aging water and sewer infrastructure to make needed upgrades and create additional carrying capacity.

The *Town Plan 2035 - Land Use & Comprehensive Master Plan* shall serve as the adopted plan pursuant to §N.C.G.S. 160A-383 in the planning and regulation of development.

The planning process of the *Town Plan 2035 - Land Use & Comprehensive Master Plan* included assistance from numerous planning personnel from N-Focus Planning & Design, Inc. of Kannapolis serving as contract departmental staff. The Planning Board's simultaneous work on the new *Marshville Development Ordinance* also ensured the regulatory document matched the goals and objectives of the Comprehensive Plan while being in compliance with federal and state mandates.

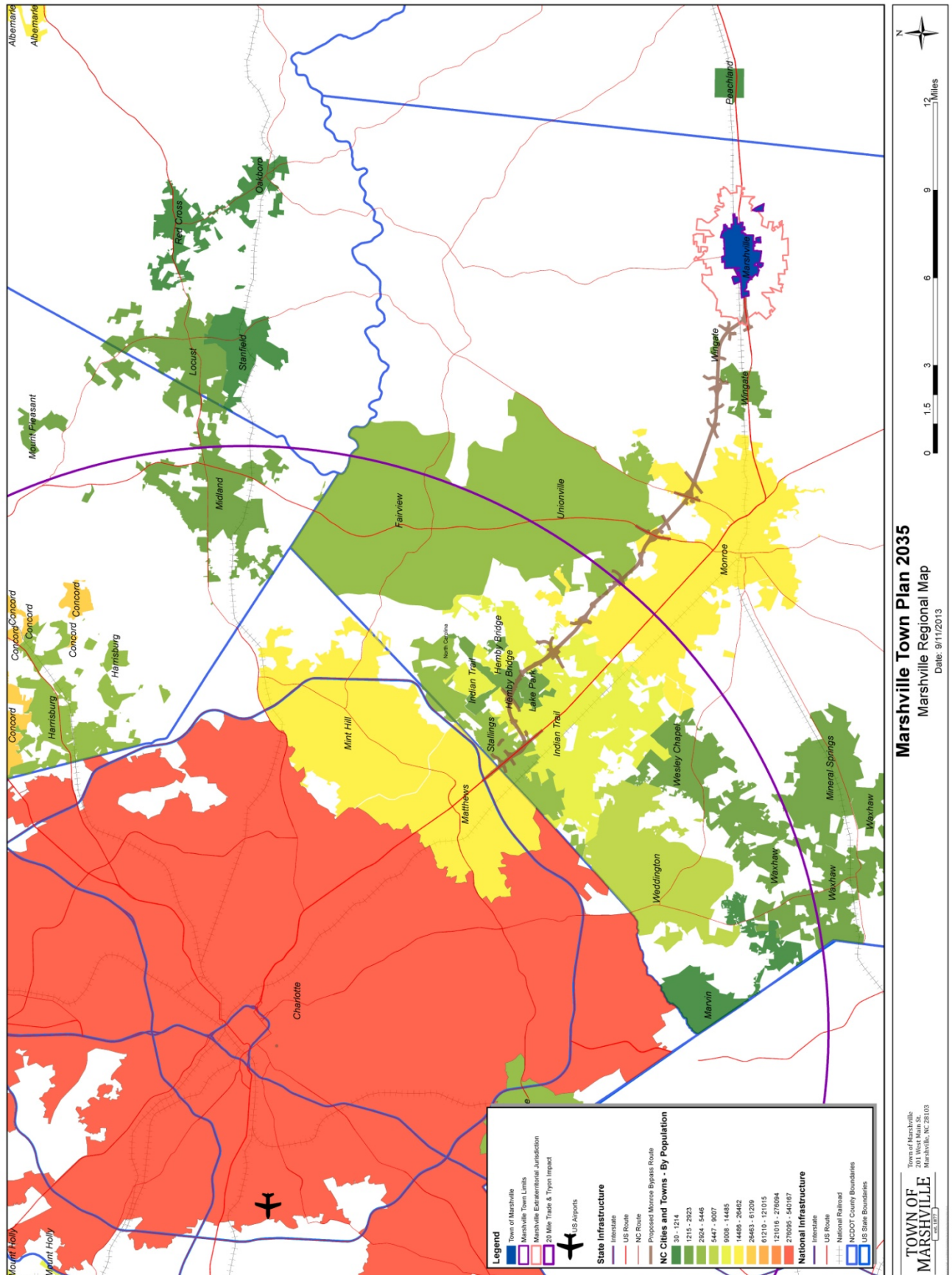
II. Location

The Town of Marshville, North Carolina, is located in southeastern Union County, near the Anson County border. Marshville is one of fifteen (15) incorporated municipalities in Union County (includes a portion of Mint Hill).

Marshville is situated thirty miles east of Charlotte, and twelve miles east of Monroe (the County Seat). Interstate 485 (I-485) is located 22 miles west of Marshville. Two major highways intersect within the corporate limits of the Town, US 74 and NC 205; however, the future route of the Monroe By-pass toll highway intersects US Highway 74 just west of the jurisdiction of the Town.

The land area of the Town of Marshville is 2.1 square miles.

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III. History

Marshville is a small town in Union County, one of fifteen incorporated municipalities, in the County located southeast of the center but within the Charlotte-Gastonia metropolitan area. Original settlers arrived in the 1750's from England, Wales, Scotland, Germany and from the state of Pennsylvania, shaping a community previously inhabited by a local tribe of Indians known as the Waxhaw's. From this period until the post-Civil War Reconstruction Era, the primary economic activity in the area was farming.

During the summer of 1876, the Central Carolina Railroad Company of Wilmington, NC, laid tracks from the Port City through this Piedmont pastureland to Charlotte. The advent of rail service brought new prosperity to the community. The area, known locally as "Beaver Dam" but officially designated Griffinsville had corporate limits laid out within a one-mile radius of an iron stake driven at the freight depot site. The community of Griffinsville became a regional agricultural center and a leading regional cotton market.

Mr. and Mrs. J. W. Marsh, longtime proprietors and community landowners donated land for the construction of Griffinsville's first Baptist Church. By 1900, J. W. Marsh had donated land for a new town hall, a large public academy, and land for a Methodist and a Presbyterian Church. "J. W. Hasty's Sales and Livery Barn," "Harrell Brothers & Company" and "M. K. Lee's Mercantile," all located along the Main Street, prospered where earlier businesses had failed. The local community, previously known as "Beaver Dam" and "Griffinsville" was chartered as "Marshville" in honor of the town's generous benefactor, J. W. Marsh. Following incorporation in 1877, the town's population began to grow.

Over the decades that followed, Marshville retained its status as a prime agricultural community, but during the 1920's commercial development transitioned from cotton to grain. By 1925, the focus included poultry production and lumber industries. Sawmills for pine, oak, and other woods, along with processing plants for poultry sprang up during this period of steady growth.

World War II brought Army troops to multiple counties in North and South Carolina for training exercises. Union was one of sixteen counties of the two Carolinas in which the United States Army staged "maneuvers" from October 6 to November 30, 1941. More than a half million troops were involved--nearly one-third of the entire U. S. continental army. The area was chosen for the exercises based on the rolling terrain and numerous streams found in the region. There were adequate highways, yet the population was not so concentrated as to interfere with the soldiers' training or the civilian routines.

By 1975, Marshville, along with most of Union County, had become North Carolina's top producer of turkeys and eggs. Pilgrim's Pride, formerly Cuddy Foods, processes poultry products in a local facility. Today, the area is still a top producer of those commodities, along with soybeans, corn, hogs, beef, "broilers" and milo. Edwards Wood Products, established in 1969 with three locations in North Carolina, has become one of Southeast's largest producers of pallets and grade hard lumber. Rebel Lumber Company, established in 1973, produces furniture-grade lumber, planks for flooring manufacturers, hardwood lumber, custom crosscuts and millwork, grade and rough

lumber, and wood chips, sawdust, and landscaping bark. Distribution, retail business, and banking also have a strong heritage in Marshville.

All of the town scenes used in the 1985 eleven-time Academy Award nominated film, *The Color Purple*, based on the Pulitzer Prize winning novel, were filmed in Marshville. The film was directed by Steven Spielberg and starred Whoopi Goldberg, Danny Glover, and Oprah Winfrey.

Marshville is the site of the **Boll Weevil Jamboree**, a family oriented event featuring classic cars, music, local crafts and fun for all ages, held the third Saturday in September each year. In June of 2012, the Marshville Museum and Cultural Center opened in the old Town Hall building located at 201 N. Elm Street in downtown Marshville. The Center features exhibits on the history of Marshville, the surrounding area, and its residents.

Marshville is the birthplace of country singers Randy Travis and Regina Leigh, and brothers Cedric "K-Ci" Hailey and Joel "JoJo" Hailey, members of the R&B group Jodeci.

Busy US Highway 74 now bisects this small town, providing an ideal setting for the entrepreneur. The small-town qualities of friendly smiles, optimism, enthusiasm and faith provide an optimal place for many people throughout the US to gravitate to realize their individual potential.

SECTION TWO: MARSHVILLE COMMUNITY PROFILE

The development of a Town Plan first requires that analysis of certain key growth factors be performed. The intent of the analysis is to ensure that policies contained in the Plan address current problems, trends, and issues facing the planning area. The key growth factors included for analysis are discussed in several subject areas within the Town Plan. Collectively, these key growth factors summarize past and present conditions, while providing the essential yardsticks for estimating future conditions in the planning area.

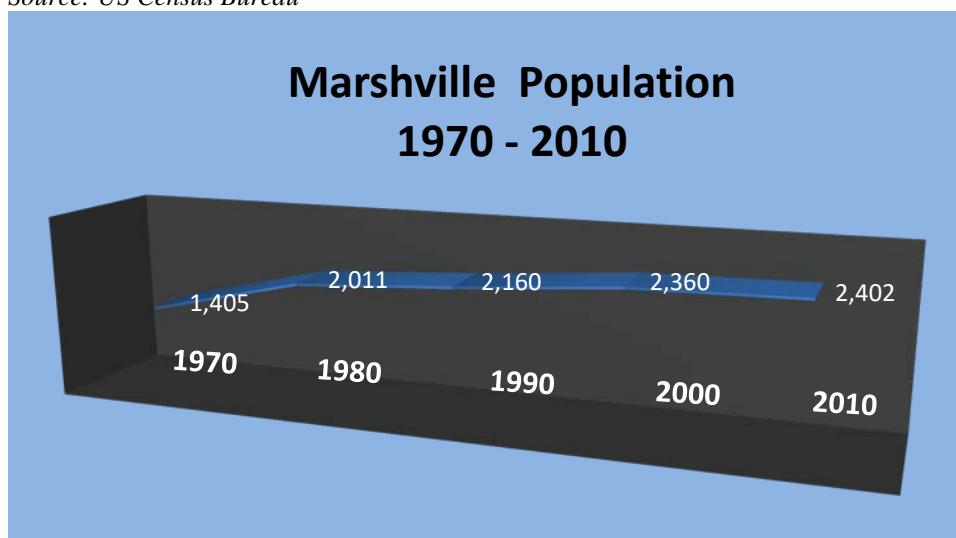
I. Population

A. Population Growth

The Town of Marshville, incorporated in 1877, has maintained a consistent growth trend since 1970.

Figure 2.1: Town of Marshville Population (1970-2010)

Source: US Census Bureau



With Marshville covering a land area of approximately 2.1 square miles, this translates to approximately 1,144 people per square mile, in keeping with the town's urban development pattern (1000+ persons per square mile).

Source: North Carolina Office of State Budget and Management

B. Population Projections

In order to provide an estimate of the future population of the planning area, it is necessary to compare the population of the Town of Marshville to the total population of Union County since 1970 and determine the approximate percentage of the total population the

Town comprises. This percentage remained fairly steady throughout the period, averaging to 2.2% over the entire period.

Table 2.1: Town of Marshville to Union County Population Comparison

Year	Marshville Population	Union County Population	Marshville's Pop. As percentage of Union County Population
1970	1,405	54,714	2.57%
1980	2,011	70,380	2.86%
1990	2,160	84,210	2.57%
2000	2,360	123,677	1.91%
2010	2,402	201,292	1.19%

Source: US Census Bureau

It is difficult to project the population of any planning area due to the unpredictability of the current economy and its recovery from the downturn in 2007. However, four (4) projection methods will be utilized, taking into account the percentages derived from the individual percentage and population increases and decreases between decades from 1970 to 2010.

The first projection, utilizing the **constant share method**, assumes that the Town's population will remain a constant percentage of the County's overall population. The base percentage of this estimate was derived from dividing the 2010 population of the Town of Marshville by the 2010 population of Union County.

The second projection was made utilizing the **geometric projection method**. This projection method is based on previous percentage increases in population from prior censuses. The base percentage increase for this projection was derived by adding the percentage increases or decreases together for each census between 1970 and 2010 and dividing the resulting by 5 (the number of data points). The resulting number was then used to estimate the 2020 and 2035 populations.

The third projection was made utilizing the **arithmetic projection method**. This projection method utilizes the average total number increase in population over a given time period to estimate future population. The base number used in this projection was derived by adding the total increase or decrease in population from each census between 1970 and 2010 and dividing the resulting number by 5 (the number of data points). The resulting number was then used to estimate the 2020 and 2035 populations.

The fourth projection was made utilizing the **linear projection method**. This projection method utilizes the change from the highest growth decade (1970-1980) only to attempt to capture the greatest potential growth of the area.

Table 2.2: Town of Marshville Population Projections (2020-2035)

Year	Constant Share Projection	Geometric Projection	Arithmetic Projection	Linear Projection
2010 (Actual)	2,402	2,402	2,402	2,402
2020	6,287	2,445	2,768	3,435
2035	8,845	2,488	3,190	4,912
Growth Total	6,443	86	788	2,510

Source: US Census Bureau, North Carolina Office of State Budget and Management

These estimates are merely projections, based on past trends, and vary greatly due to dependent factors. The Constant Share Projection method is based on the growth of the County, which is expected continue its trend of large population increases, due in part to the continual growth of the Charlotte metropolitan area. If the Town of Marshville continues to retain its 2.2% average percentage of Union County's total population, it is probable that the Town will see a significant population increase, in excess of 8,845 people, in the next 20 years. The Geometric Projection and Arithmetic Projection methods are independent of the County's population projections. These methods are based entirely on past trends in the Town of Marshville's population growth, measured in percentages and actual number of people. These methods show much more conservative population growth levels, which are likely to occur only if projected growth in the Charlotte Metro region does not occur within the corporate limits of the Town. In reality, the actual population of Marshville may vary from these projections based on numerous dependent factors such as voluntary annexation, job creation or loss, additional traffic relating to the proposed bypass, and development policy decisions. The assumption of this plan is based upon a more aggressive rate of growth (Constant Share and/or Linear Projection) will be reflective of the overall changes occurring in Marshville by the horizon year of the plan (2035); therefore, while growth may begin slowly, it is anticipated that various factors will lead to the accelerated growth these models project. The most likely growth numbers are highlighted in Table 2.2 above.

C. Population Characteristics

1. Diversity

There are approximately 878 households in the Town of Marshville. Average household size is 2.42 persons; average family size is 2.81 persons. The number of households composed of “families” is estimated at 574; of these, 403 families are made up of married couples. There are approximately 258 families with children living within the corporate boundaries. Single male householders with children present make up 33 households. Single females with children make up 138 households. Non-family households account for 304 residences within Marshville; 125 couples self-identify as “unmarried partners.”

Intergenerational households consisting of grandparents living with their own grandchildren under the age of 18 account for 51 households.

Figures from the 2010 United States Census show that the vast majority of citizens (96.97%) in the Town of Marshville reported origins in only one race; the majority of these citizens (56.79%) are Caucasian (White). Regarding citizens of other races, the majority (39.55%) are African American. The percentages of citizens of American Indian, Asian, or other ancestry were all under 1%. People of Hispanic or Latino origin are reported in these numbers as well and total 4.74% of the total population.

Table 2.3: Town of Marshville Population by Race

Race	Percentage of Total Population
Caucasian (White)	56.79
African American	39.55
American Indian and Alaska Native	0.25
Asian	0.37
Some Other Race	3.03

Source: US Census Bureau

2. Age Groups

Marshville’s population is spread out fairly proportionately among the different age groups. Those age groups with the largest percentages are the 25-34 and 35-44 ranges, typical prime working age.

Median age is defined by the United States Census Bureau as the measure that divides the age distribution into two equal parts: one-half of the cases falling below the median value and one-half of the cases falling above the median value. As of the 2010 Census, the median age in the Town of Marshville was **37.2** years.

Table 2.4: Town of Marshville Population by Age

Age	Population	Percentage of Total Population
0-4	185	7.7
5-9	192	8.0
10-14	188	7.8
15-19	194	8.1
20-24	136	5.7
25-29	135	5.6
30-34	164	6.8
35-39	157	6.5
40-44	153	6.4
45-49	193	8.0
50-54	162	6.7
55-59	124	5.2
60-64	109	4.5
65-69	70	2.9
70-74	56	2.3
75-79	57	2.4
80 +	127	5.3

Source: US Census Bureau

II. Housing

A. Homeownership

When compared with Union County as a whole as well as the State of North Carolina, the Town of Marshville has a lower percentage of owner-occupied housing units and a lower median home value.

Table 2.5: Homeownership Rates and Housing Values Comparison

Jurisdiction	% of Owner Occupied Units	Median Home Value
Town of Marshville	66.1%	\$106,000
Union County	82.9%	\$196,400
State of NC	67.8%	\$152,700

Source: US Census Bureau

A closer look at home values in the Town of Marshville show the majority (18.28%) fall within the \$150,000-\$174,999 range – a standard home cost for middle-income families. However, there are also significant percentages (15.17%) of homes in the \$80,000 to \$89,999 range.

Table 2.6: Town of Marshville Housing Values

House Value	Number of Structures	% of Total Structures
Less than \$10,000	0	0
\$10,000 to \$34,999	0	0
\$35,000 to \$39,999	29	5.0
\$40,000 to \$49,999	0	0
\$50,000 to \$59,000	7	1.2
\$60,000 to \$69,999	55	9.4
\$70,000 to \$79,000	70	12.1
\$80,000 to \$89,999	88	15.2
\$90,000 to \$99,999	23	3.9
\$100,000 to \$124,999	75	12.9
\$125,000 to \$149,999	50	8.6
\$150,000 to \$174,999	106	18.3
\$175,000 to \$199,999	7	1.2
\$200,000 to \$249,000	49	8.5
\$250,000 to \$299,999	13	2.2
\$300,000 to \$399,999	0	0
\$400,000 to \$499,999	0	0
\$500,000 to \$749,999	0	0
\$750,000 to \$999,999	0	0
\$1,000,000 or more	8	1.4

**Value calculated for owner-occupied structures only*

Source: US Census Bureau

B. Housing Stock

Roughly 36% of residential structures in the Town of Marshville are over 50 years old. The remaining 64% were built after 1960 as subdivisions began to proliferate throughout the area, characterized by smaller lot sizes. This type of development largely replaced the traditional housing pattern of homes on large lots with significant spacing from adjacent neighbors.

Table 2.7: Town of Marshville Housing Structures by Age

Year Built	Number of Structures	% of Total Structures Built
2000 or later	54	5.3
1990-1999	139	13.7
1980-1989	104	10.3
1970-1979	146	14.4
1960-1969	202	20.0
1950-1959	109	10.8
1940-1949	32	3.2
1939 or earlier	222	22.0

III. Economy

A. Income

1. Household Income

Household income calculations include the income of the main householder and all other individuals aged 16 years and older in the household. When analyzing the distribution of household income in the Town of Marshville, most households fall into the \$50,000 to \$74,999 income range, followed closely by the \$25,000 to \$34,999 range.

Median household income divides the income distribution into two parts: one-half of the cases falling below the median and one-half of the case falling above the median. For households, the median income is based on the distribution of the total number of households, including those with no income. The median household income is \$37,153 per year.

Table 2.9: Town of Marshville Household Income by Range

Income Range	Number of People	% of Total Population
<\$10,000	98	11.2
\$10,000-\$14,999	39	4.4
\$15,000-\$24,999	96	10.9
\$25,000-\$34,999	175	19.9
\$35,000-\$49,999	122	13.9
\$50,000-\$74,999	250	28.5
\$75,000-\$99,999	52	5.9
\$100,000-\$149,999	13	1.5
\$150,000-\$199,999	33	3.8
\$200,000 or more	0	0

Source: US Census Bureau

2. Per Capita Income

Per capita income is the mean income for every man, woman, and child in a particular group. It is derived by dividing the total income of a particular group by the total population in that group. As compared to Union County as a whole as well as the State of North Carolina, the Town of Marshville is within range of the per capita income in Union County, but below the county average by \$9,589. Both Town of Marshville and Union County have a lower per capita income than the State of North Carolina average.

Table 2.10: Per Capita Income Comparison

Jurisdiction	Median Household Income	Mean Household Income	Per Capita Income
Town of Marshville	\$37,153	\$46,543	\$19,246
Union County	\$64,813	\$84,412	\$28,835
State of NC	\$46,291	\$63,298	\$25,256

Source: US Census Bureau

B. Poverty Rates

Individual and Family poverty rates in the Town of Marshville are relatively low; but slightly higher than the rates for Union County, and the State of North Carolina.

Table 2.11: Poverty Level Comparison

Jurisdiction	% of Individuals under Poverty Level	% of Families under Poverty Level
Town of Marshville	20.0	11.1
Union County	8.7	6.9
State of NC	16.1	11.8

Source: US Census Bureau 2007-2011, American Community Survey

C. Education

Among citizens that are 25 years of age and older, the Town of Marshville has a higher percentage of high school graduates than Union County and the State.

**Table 2.12: Educational Attainment Comparison
(Population Aged 25 and over)**

Jurisdiction	% Without High School Diploma	% High School Graduate	% With Some College	% With College Degree
Town of Marshville	31.5	40.4	15.4	7.7
Union County	13.1	26.4	21.7	30.8
State of NC	15.9	27.2	21.8	26.8

Source: US Census Bureau

IV. Workforce

A. Employment

There are approximately 1,852 persons in the Town of Marshville aged 16 and over that could potentially be engaged as part of the “workforce.” Of that number, 978 persons were employed during the five-year period from 2007 through 2011, according to the US Census Bureau’s *American Community Survey*. An additional 874 persons were considered unemployed, or were not participating in a meaningful way with labor outside of the home. A full 908 females were continuously employed during the survey period; 383 households involved all household parents with children 17 and under being employed outside of the home.

A majority of the Town of Marshville’s citizens in the workforce (25.7%) are employed in production, transportation, and material moving occupations. Another large percentage (24.2%) of Marshville citizens are employed in the manufacturing sector.

Table 2.13: Town of Marshville Employment by Sector

Occupation	Number Workers	% of Total Workforce
Management, Business, Science, and arts occupations	201	20.6
Service Occupations	191	19.5
Sales and office occupations	182	18.6
Natural resources, construction, and maintenance occupations	153	15.6
Production, transportation, and material moving occupations	251	25.7
Agriculture, forestry, fishing and hunting, and mining	0	0
Construction	83	8.5
Manufacturing	237	24.2
Wholesale trade	12	1.2
Retail trade	209	21.4
Transportation and warehousing, and utilities	26	2.7
Information	24	2.5
Finance and insurance, and real estate and rental and leasing	6	0.6
Professional, scientific, and management, and administration and waste management services	61	6.2
Educational services, and health care and social assistance	169	17.3

Arts, entertainment, and recreation, and accommodation, and food services	45	4.6
Other services, except public administration	23	2.4
Public administration	83	8.5

Source: US Census Bureau

B. Unemployment

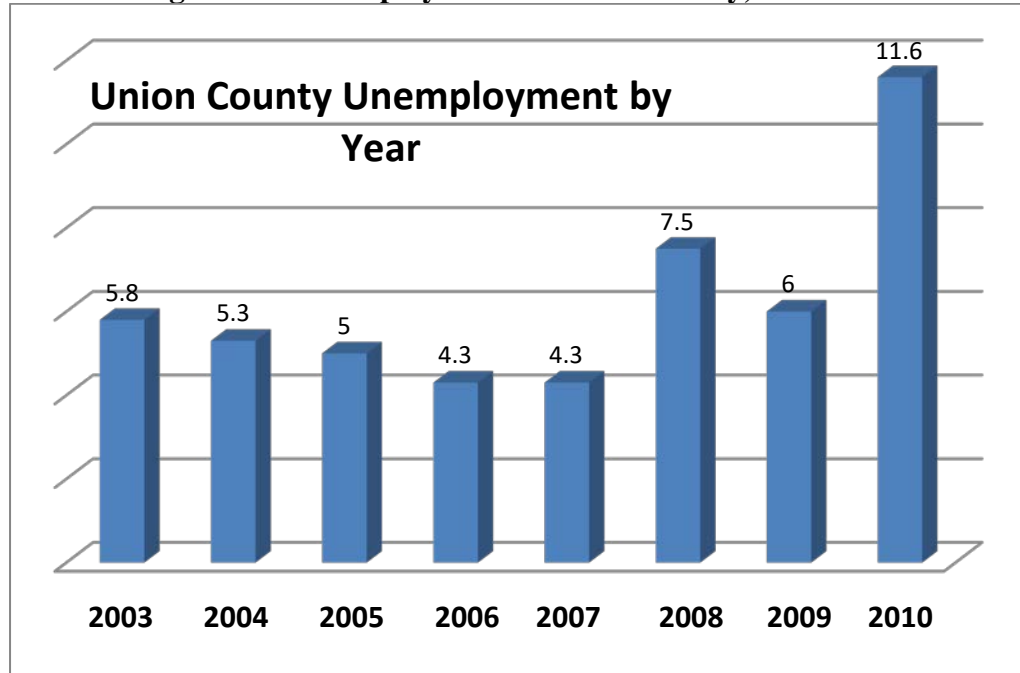
Unemployment figures are not generated for the Town of Marshville or the Marshville service area so data must be inferred from the figures for Union County. For the last 10 years, unemployment rates in the County have fluctuated between a low of 1.6% and a high of 11.6%. From December 2003, the unemployment rate steadily increased until it reached its peak, 11.6%, in February 2010. The current rate of unemployment is 8.1% (December 2012).

Table 2.14: Unemployment Rate in Union County, 2003-2010

Year	Unemployment Rate (Annual Average)
2010	11.6
2009	10.6
2008	7.5
2007	4.3
2006	4.3
2005	5
2004	5.3
2003	5.8
Mean	6.8%

Source: North Carolina Employment Security Commission

Figure 2.2: Unemployment in Union County, 2003-2010



Source: North Carolina Employment Security Commission

C. Commuting Patterns

Many of the citizens in the Marshville area work in the Charlotte metropolitan region, which is just over 30 miles from the Town. Regardless of where they work, the majority of citizens in the workforce in the Town of Marshville (66.9%) drive their personal car to work. However, a quarter of workers (25.7%) carpool. As there is no public transportation service that extends to the Marshville area and most of the citizens' workplaces are not within walking distance, these are not viable options of transportation.

Table 2.74: Town of Marshville Method of Transportation

Transportation Method	% of All Workers
Drive Alone	66.9%
Carpool	25.7%
Public Transportation	0%
Walk	2.5%
Work at Home	4.1%
Other Means	0.7%

Source: US Census Bureau

V. Land Use Patterns

Marshville's core is its Downtown area. There are also lots that are prime locations for new residential infill development, keeping with the Town's original development pattern.

The majority of land within the corporate limits of Marshville and much of the surrounding area is characterized by traditional single-family residential neighborhoods, transitioning to newer close-in subdivisions and finally into nearby agricultural land. This existing pattern is highly compact and efficient to serve with municipal services.

There are only a few locations of multi-family residential development, most of which consist of isolated duplexes and manufactured home parks. Small pockets of commercial and institutional development are scattered around the Town, most of which is located along or adjacent to major transportation networks. There is a larger area for Industrial development located at the intersection of US Hwy 74 and Main Street on the east side.

There are existing physical environmental features that naturally guide where land development opportunities and constraints have been and will be located. All of the Town of Marshville is located within the Yadkin – Pee Dee Watershed, a non-critical area.

VI. Infrastructure

A. Public Utilities

The Town anticipates the completion of a comprehensive Capital Improvement Plan (CIP) in 2013-2014. Upon completion, the Town will be updating the Town Plan 2035 to incorporate the results of the CIP process. The following descriptions summarize the current infrastructure initiatives in both water and sewer services:

Water – The Town of Marshville identified numerous system-wide improvements to enhance water quality, water storage and distribution efficiency. The results of the extensive analysis, a collaborative effort of both the Town and County staff and their respective engineering firms, concluded with an array of improvements to be funded and installed during 2014-2016. Improvements included:

- Relocation and upgrade of existing pump stations.
- Replacement and upgrade of mains to maximize capacity.
- Replacement and upgrade of undersized connections.
- Careful analysis and research for reducing potable water loss.

Sewer – The Town of Marshville identified numerous system-wide improvements that will improve wastewater handling capability, efficiency and reduction of environmental threats. The results of the extensive analysis, a collaborative effort of both the Town and County

staff and their respective engineering firms, concluded with an array of improvements being funded and installed during 2014-2016. Improvements included:

- 2009 sewer mapping and evaluation resulting in system rehabilitation of manholes, inflow and infiltration.
- Replacement and upgrade of existing pump stations.

Natural Gas – The expansion of near-by natural gas will eventually reach the Town of Marshville. Typically these systems begin extending natural gas distribution systems along major roadways. Initial extensions will target service to larger users such as local public schools. Anticipated growth of the system, due to the historically low cost natural gas as an energy source, is expected to be rapid within the coming decade.

B. Transportation

Highway – The roadway network serving the Town of Marshville consist of a single multi-lane highway (US74); however, all remaining facilities are two-lane roads and streets. The Town had been a member of the Rocky River Rural Planning Area (RRRPO) since 2006; however, in 2012 the federal realignment of the urban boundaries resulted in the establishment of a new Charlotte Regional Transportation Planning Organization (CRTPO).

Transportation initiatives within the Town and its planning jurisdiction must be in accordance with the approved State-wide Transportation Improvement Program (STIP) reflecting the local Comprehensive Transportation Plan (CTP) adopted in 2010.

Local Streets – The Town of Marshville maintains approximately 11.8 miles of local streets. Funding for these local streets is received from the NCDOT through the Powell Bill allocations which are partly based upon local street miles maintained by the Town and partly based upon the population of the Town.

Bicycle & Pedestrian – The local transportation network has historically been constructed for motor vehicles. Transportation initiatives within the Town and its planning jurisdiction are subject to improvements in accordance with the approved State-wide Transportation Improvement Program (STIP). Local transportation studies have identified the need for alternative transportation improvements including sidewalks, crosswalks and pedestrian signalization. The Town has been active in securing funding for and implementing alternative transportation facilities including:

- Carolina Thread Trail; and
- A new Pedestrian Plan – leading to the installation in 2014 of sidewalk and crosswalks along US74

Rail – The Town is bisected with a CSX Rail single track line. This line links the region to the ports of Wilmington and supplies much needed freight service to the Charlotte

region. Future industrial sites identified in this plan lie in close proximity to the line parallel to the US Highway 74 corridor.

C. Public Safety

Fire protection is provided by contracted service through the Beaver Lane Volunteer Rescue & Fire Department. The department has been in operation since 1966. The Fire Station is located at 310 Olive Branch Road, Marshville. Fees for fire service and local donations assist in providing additional training and equipment purchases that help in upgrading the Town's score in the Fire Suppression Rating Schedule (FSRS) and reducing homeowner's insurance costs. The Town of Marshville's current Public Protection Classification (PPC) as provided for in the FSRS is a five out of ten (1= superior protection, and 10 = does not meet PPC standards).

Police protection is provided by the Town of Marshville Police Department. There are eight (8) full time and five (5) auxiliary officers.

D. Health Care

Hospitals and other medical facilities in nearby Monroe:

- Carolinas Medical Center - Union
- Monroe Family Medical Center
- Novant Health Southern Piedmont Primary Care

E. School System

The Marshville area is served by the Union County Public School System. The following facilities serve the incorporated and extraterritorial community:

- Marshville Elementary School
- New Salem Elementary School
- East Union Middle School
- Forest Hills High School

Acommunity college, which serves both Anson and Union counties, and one local private university campus are within the vicinity of Marshville.

- South Piedmont Community College is located approximately 9.6 miles east on US Hwy 74.
- Wingate University is located approximately 4.3 miles west on US Hwy 74.

VII. Natural Resources

A. Pee Dee Natural Wildlife Refuge

The Pee Dee National Wildlife Refuge, located approximately thirty (30) miles east of Marshville, lies at the confluence of the Yadkin and Pee Dee rivers together forming the Pee Dee River, before flowing south into South Carolina. The refuge offices are located in Wadesboro, North Carolina. For more information contact:

Pee Dee Natural Wildlife Refuge
5770 U.S. Hwy 52 North
Wadesboro, NC 28170
(704) 694-4424
<http://www.fws.gov/peedee/contact.html>

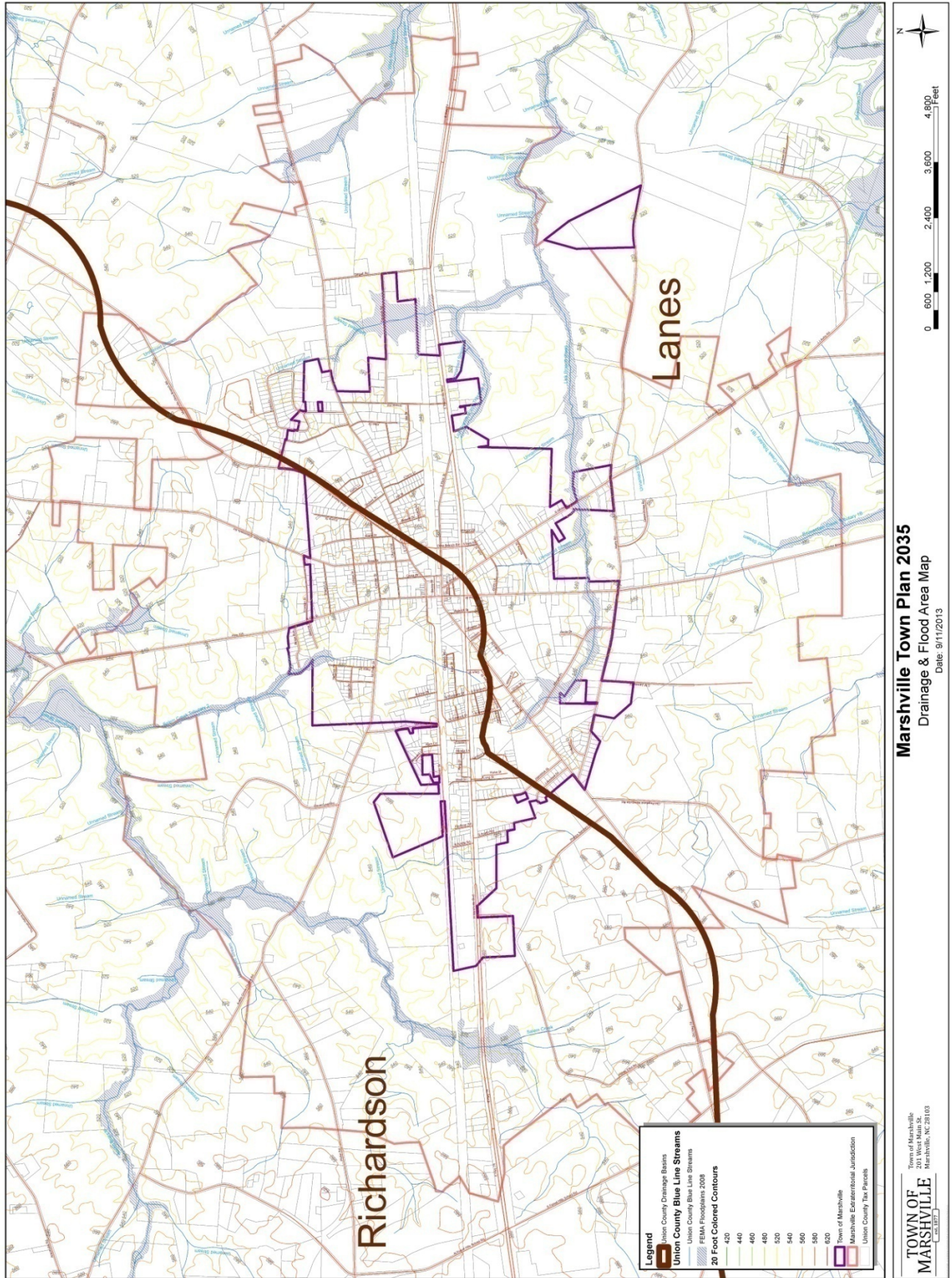
B. Marshville Water Reservoir

The Town of Marshville owns a small reservoir on Marshville Water Plant Road in eastern Union County, which is no longer a source of water for the Town.

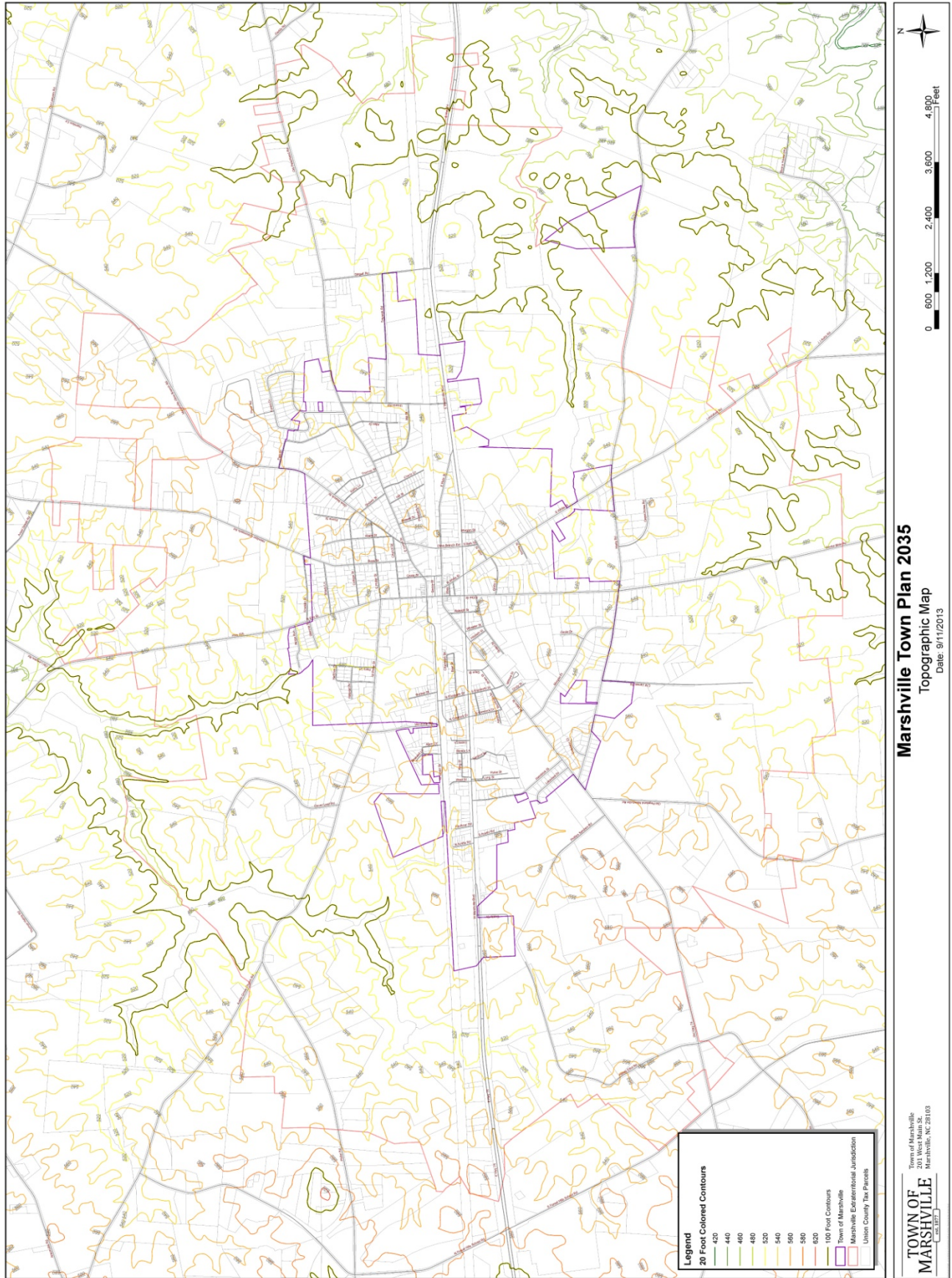
C. Geological Information

The following maps illustrate the hydrological, topographical and geological conditions affecting the Marshville area.

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VIII. Cultural Resources

1. Historic Resources



There are 5 properties on the National Register of Historic Places. The Union County Historic Preservation Commission notes the following properties on their listing of historic places:

1. Marsh-Baucom House (1904)
2. Marshville Town Hall (1914) (being utilized as the Marshville Museum and Cultural Center)
3. Marsh-McBride House (1917)
4. Marshville Cemetery Gazebo (1901)
5. Hamilton-Marsh House (1880)

2. Parks and Recreation Facilities

The Town's recreation services are provided through area athletic associations, and a 2013 merger of recreation services with the Town of Wingate. The Town has the following recreation facilities:

- Marshville Municipal Park located at the intersection of Park Drive and Olive Branch Street.
- Marshville Mini Park located at the intersection of Carelock Drive and Sturdivant Street.

Civic recreation facilities and attractions include:

- The Marshville Community Center located at 118 East Union Street near the Town Center.
- Lois Morgan Edwards Memorial Library located at 414 Hasty Street.

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SECTION THREE: MARSHVILLE REGULATIONS AND POLICIES

I. Town Policies and Ordinances

A. Zoning Ordinance

1. Function

From the attention given to the subject by legal writers and in court decisions, it is clear that confusion exists as to the distinction between "planning" and "zoning." In reality, zoning is one of many legal and administrative devices by which plans may be implemented. Confusion has arisen out of the fact that many jurisdictions have adopted zoning ordinances before embarking on full-scale planning, leaving communities to make their best guess at how to approach zoning changes and growth.

Zoning is essentially a means of insuring that the land uses of a community are properly situated in relation to one another, providing adequate space for each type of development. It establishes the control of development density in each area so that property can be adequately serviced by governmental facilities. This directs new growth into appropriate areas and protects existing property by requiring that development afford adequate light, air and privacy for persons living and working within the community. Proper use of zoning in accordance with an adopted plan enables a community to reduce the cost of services to its citizens and property owners through informed decision making processes related to growth and development.

Zoning is probably the single most commonly used legal device available for implementing the land-development plan of a community. Zoning may be defined as the division of a Town (or other governmental unit) into districts, and the regulation within those districts of:

1. The height and bulk of buildings and other structures;
2. The area of a lot which may be occupied and the size of required open spaces;
3. The density of population;
4. The use of buildings and land for trade, industry, residences, or other purposes.

Of major importance for the individual citizen is the part zoning plays in stabilizing and preserving property values. It affects the taxation of property as an element of value to be considered in assessment. Ordinarily zoning is only indirectly concerned with achieving aesthetic ends.

Zoning has little to do with the materials and manner of construction of a building; these are covered by the building code. Also, the zoning ordinance may not be used to set minimum costs of structures, and it commonly does not control their appearance. These matters are ordinarily controlled by private restrictive covenants contained in the deeds to property. However, there are some examples, particularly in relation to historic buildings and areas, where zoning has been and is being used effectively. There appears to be a trend

toward a greater acceptance of aesthetic control as a proper function of the zoning ordinance.

The zoning ordinance alone does not regulate the design of streets, the installation of utilities, the reservation or dedication of parks, street rights-of-way, school sites and related matters. These subjects are usually addressed in the Subdivision Ordinance.

An official plan or map preserving the location of proposed streets against encroachment can be useful for protecting right of way. The zoning ordinance should, however, be carefully coordinated with these and other control devices.

It is becoming more common for the provisions of many of these separate ordinances to be combined into a single comprehensive ordinance, usually called a Unified Development Ordinance (UDO).

A request to change the zoning ordinance, whether by application for a general district or a special district, is a request to change the basic plan for the area where the property is located. For example, if someone applies for a map amendment (*rezoning*), the basic issue is whether a use should be located on that property and whether it meets the general purposes of the ordinance. Such decisions or changes to the plan may not individually have a large impact, but taken collectively may indicate the need to revise or modify the plan to meet continuing demands for growth and development.

2. Provisions

The Town of Marshville's current Zoning Ordinance will be replaced with a complete rewrite including new zoning, subdivision, watershed, floodplain management, stormwater, and erosion control rules. The new ordinance is a unified development ordinance. The new ordinance contains numerous policy changes that will accomplish the following:

- Reduce the number and frequency of conditional use and special use applications,
- Simplify the districts to better reflect the values adopted within the Town Plan 2035,
- Add provisions to preserve and enhance the Downtown area,
- Maintain the adequate volume of commercial zoning to sustainable levels,
- Maintain the adequate amount of industrial property to sustainable levels,
- Reduce the number of residential districts to essentially reflect areas that are:
 - Close to downtown,
 - Standard residential areas, and
 - Agricultural areas,
- Mitigate commercial curb-cuts to preserve the corridors,
- Improve air quality by:
 - Reducing congestion resulting from excessive drive-thru lanes,
 - Offering flexibility to allow bicycle lockers to substitute for parking spaces on a voluntary basis when designing land development projects, and

- Requiring electric vehicle charging stations to off-set the negative effects of drive-thru lanes,
- Design the commercial districts to reflect the corridors they are located within,
- Reduce the density in agricultural areas to discourage sprawling subdivisions,
- Provide scenic corridor overlays to protect the views entering and departing Marshville,
- Provide for sidewalks within neighborhoods that are scaled for the level of service of the street,
- Establish business friendly signage standards and provide guidance for businesses to assist with design,
- Clarify uses for all districts,
- Manage curb-cuts along US74,
- Manage stormwater from impervious surfaces in a cost effective manner,
- Develop innovative stormwater solutions for streets and development to reduce costs and meet goals.

The new *Marshville Development Ordinance* establishes eight (8) primary zoning districts with four (4) overlay districts as follows:

The following primary general use zoning districts will be created as part of the new Marshville development ordinance (MDO). The following listing is in order of intensity of development permitted within the district, from least intense to most intense:

1. Agriculture (AG)
2. Single Family Residential (SFR)
3. Residential/Main Street Transitional (R/MST)
4. Main Street Periphery (MSP)
5. Main Street (MS)
6. Civic (CIV)
7. US 74 Commercial (C 74)
8. Industrial (IND)

In addition to the primary general use zoning districts, the following overlay districts are created to provide for more creativity in the development of land and/or to protect unique environmental features of the Town:

9. Traditional Neighborhood Development Overlay (TNDO)
10. Mini Farm Overlay (MFO)
11. Scenic Corridor Overlay (SCO)
12. Hazardous Industry Overlay (HIO)

The zoning districts to be created by the ordinance are described as follows:

The Agriculture District (AG) is established to protect lands used for agricultural production, agricultural based businesses and related activities. Farm land is a defining element of Marshville's identity and the protection of these lands aids in

preserving the character of the Town. Permitted uses are limited, with an emphasis on uses that are agricultural in nature. Development density is very low to encourage preservation of agricultural lands while discouraging large lot residential development. The Agriculture District can also be used to protect open spaces.

The three Single Family Residential Districts (SFR-1, SFR-2, and SFR-3) provide for the completion of existing residential neighborhoods and the development of new residential neighborhoods in a pattern that encourages the wise use of land. Allowed building/lot types in the Single Family District are Detached House and Civic Building. Permitted uses are restricted to single family homes and their accessory uses, a limited number of related uses that serve the residential neighborhoods, and civic uses. Neighborhoods in this district are the dominant land use in Marshville and are a major element in defining the character of the community. Standards for the Single Family Residential District ensure that new development maintains the character of the community. The Single Family Residential District permits the completion and conformity of conventional residential subdivisions already existing or approved in sketch plan form by the Town of Marshville prior to the effective date of these regulations.

The Residential/Main Street Transitional District (R/MST) provides for the completion of existing residential development in the residential area(s) surrounding the Main Street Periphery District through in-fill development. The intent of this district is to recognize that most of the area surrounding the core of the downtown developed prior to the adoption of standards such as zoning and subdivision regulations. The gradual transformation of existing development to high quality mixed density residential development is needed to support the central core of the Town. Higher density residential development allows a greater number of households to walk or bike, thus reducing the parking demand and providing environmental and health benefits. Allowed building/lot types in these districts are the Detached House, Attached House, Multi-family Building, and Civic Building. Streets in the Residential/Main Street Transitional District should be interconnected, with streets and sidewalks providing a connection from Marshville's downtown to the Single Family Residential districts surrounding these neighborhoods. A range of housing types is encouraged.

The Main Street Periphery District (MSP) provides for the development and maintenance of a range of uses in areas adjacent to Marshville's core downtown area. Allowed building/lot types in these districts are Multi-Family, Detached House, and Attached House for both residential and/or non-residential permitted uses, and Civic Building. In this district, the development pattern integrates limited service, limited retail, office, civic, educational, religious, and residential uses in an environment that is pedestrian friendly while acknowledging the role of the automobile as a means of transportation. Street and sidewalk networks providing multi-modal transportation options connect the Periphery District to the downtown and to surrounding neighborhoods. The Periphery District provides an area for the expansion of the Main Street District.

The Main Street District (MS) provides for new development, revitalization, reuse, and infill development in Marshville's core downtown. A broad array of uses is permitted to enable the needs of residents and visitors to be met. Allowed building/lot types in this district are Urban Workplace, Shop-front, Detached House and Civic Building. The development pattern seeks to integrate shops, restaurants, services, work places, civic, educational, and religious facilities, and higher density housing in a compact, pedestrian-oriented environment. The Main Street District serves as the hub of the surrounding neighborhoods and of the broader community. The Main Street District may be expanded over time to meet the needs of the growing community for downtown facilities and services. Expansion of the Main Street District shall be contiguous and not separated from the primary district area.

The Civic District (CIV) provides a location for large educational, medical, and public uses in a campus like environment. Large developments in the Civic District are encouraged to provide a master plan to the Town. Institutional uses in the Civic District are required to provide pedestrian connections on their campuses and, to the extent possible, develop an internal street system with structures fronting on the streets. Parking should not be the dominant visible element of the campuses developed for institutional uses.

The US 74 Commercial District (C 74) is established to provide opportunities for compatible and sustainable development along the US 74 corridor where future development standards in the US 74 Commercial District acknowledge that the automobile is the primary mode of transportation. Development and design standards encourage pedestrian scale development along a secondary street network serving larger projects. Development standards in the US 74 Commercial District ensure the creation of a pleasant auto-oriented environment while enabling a compatible transition to uses in adjacent districts. Goals of the US 74 Commercial District include providing a pleasant environment for motorists, a safe environment for pedestrians along the secondary network of streets and pedestrian facilities; ensuring the safety of motorists and pedestrians; and preserving the capacity of the Bypass to accommodate high traffic volumes at higher speeds. Uses in this district include services, employment, residential and industrial. Allowed building/lot types include Urban Workplace, Shop-front Commercial, and Civic Building.

The Industrial District (IND) is established to provide locations for industrial uses that, due to the scale of the buildings and/or the nature of the use, cannot be integrated into the community. Uses within the Industrial District are buffered from adjacent uses. The dominant uses in this district are manufacturing and warehouse storage. Small scale manufacturing and storage that is compatible with less intensive uses can and should be located in other non-residential or mixed use districts. The Industrial District is reserved for uses which require very large buildings and/or large parking and loading facilities. Allowed building and lot types are Highway Commercial and Civic Building.

The Traditional Neighborhood Development Overlay District (TNDO) provides for the development of new neighborhoods and the revitalization or extension of existing neighborhoods. These neighborhoods are structured upon a fine network of interconnecting pedestrian oriented streets and other public spaces. Traditional Neighborhood Developments (TND's) provide a mixture of housing types and prices, prominently sited civic or community building(s), stores/offices/workplaces, and churches to provide a balanced mix of activities. A Traditional Neighborhood Development (TND) has a recognizable center and clearly defined edges; optimum size is a quarter mile from center to edge. A TND is urban in form, is typically an extension of the existing developed area of the town, and has an overall residential density of 4 to 12 dwelling units per acre. TND districts should have a significant portion of land dedicated to common and open spaces.

The Mini Farm Overlay District (MFO) permits buildings to be grouped on a site, parcel, or property in order to optimize the use of land and resources for both residential and agricultural purposes. By clustering development at a density no greater than one unit per developed acre, projects developed in accordance with these standards can obtain density bonuses while preserving unique natural features for agricultural use. The Mini Farm Overlay District mandates the dedication of both agricultural land and open space with density bonuses provided as an incentive for adhering to the standards. It is the intent of this district to be used for new development in undeveloped outlying areas of the Town and its extraterritorial jurisdiction. Allowed building/lot types are Detached House.

The Scenic Corridor Overlay District (SCO) is established to protect the pastoral scenes and open spaces that provide a sense of arrival for residents and visitors traveling the major entrance roads and gateways to the Town. The pastoral scenes and undeveloped property along the entrance roads and gateways contribute significantly to Marshville's community character and sense of place. The Scenic Corridor Overlay District provides development options for the owners of the property abutting the entrance roads and gateways. The goal of this district is to protect the scenic value of the corridors through a mix of incentives and development standards. These standards will preserve the rural character of the Town by maintaining the sense of a rural corridor in an urban environment; provide an aesthetically appealing experience for those traveling the corridor; provide multi-modal transportation options for travel; and ensure a safe transportation corridor for motorists, bicyclists, and pedestrians. The Detached House lot/building type is allowed in this district.

The Hazardous Industry Overlay District (HIO) is established to protect all environments from the negative impacts of certain activities and types of development. It is the intent of this section to provide and permit certain public and private heavy industrial uses and facilities that incorporate hazardous materials and/or scientific technology, including: wholesale, distribution, storage, processing, manufacturing and production. However, it is required that industries in this district take all necessary actions including but not limited to installation of apparatus and

technological equipment available to prevent negative impacts on the environment and the community from the emissions of smoke, dust, fumes, noise and vibrations and other activities and/or products resulting from such hazardous industrial activities in accordance with federal, state and local regulations.

B. Subdivision Ordinance

A. Function

Subdivision regulations are locally adopted laws governing the process of converting raw land into building sites. They normally accomplish this through plat (map) approval procedures, under which a developer is not permitted to make improvements or to divide and sell land until the governing body or planning board has approved a plat of the proposed design of the subdivision. The approval or disapproval of the local government is based upon compliance or noncompliance of the proposal with development standards set forth in the subdivision regulations. In the event that the developer attempts to record an unapproved plat with the local register of deeds or to sell lots by reference to such a plat, he may be subject to various civil and criminal penalties.

Subdivision regulations may serve a wide range of purposes. To the health officer, for example, they are a means of insuring that a new residential development has a safe water supply and sewage disposal system and that the lots are properly drained. To the tax official they are a step toward securing adequate records of land titles. To the school or parks official they are a way to preserve or secure the school sites and recreation areas needed to serve the people coming into the neighborhood. To the lot purchaser they are an assurance that he will receive a buildable, properly oriented, well-drained lot, provided with adequate facilities to meet his day-to-day needs, in a subdivision whose value will hold up over the years. To the tax-payer they are essential to knowing that new development will reduce, rather than increase, the tax burden of others as a result of new development.

Subdivision regulations enable the Town to coordinate the otherwise unrelated plans of a great many individual developers, and in the process to assure that provision is made for major elements of the *Town Plan 2035 - Land Use and Comprehensive Master Plan* such as rights-of-way for major thoroughfares, parks, school sites, major water lines, sewer outfalls and so forth. They also enable the Town to control the internal design of each new subdivision so that its pattern of streets, lots and other facilities will be safe, pleasant and economical to maintain.

From the standpoint of the local governing board, subdivision regulations may be thought of as having two major objectives. First, these officials are interested in the design aspects of new land subdivisions, as are the other officials mentioned. But secondly, they are also interested in allocating the costs of certain improvements most equitably between the residents and/or property owners of the immediate area and the taxpayers of the Town as a whole. When subdivision regulations require a developer to dedicate land to the public or to install utilities or to build streets, they represent a judgment that the particular improvements involved are (1) necessary in a contemporary environment and (2)

predominantly of special benefit to the people who will buy lots rather than of general benefit to the taxpayers of the Town as a whole.

B. Provisions

Subdivision regulations are now integrated throughout the Marshville Development Ordinance. Subdivision processes for major and minor subdivisions have been clearly defined as well as giving illustrations and examples of lot types and street design. Tree-save, open space, floodplain, watershed, and sedimentation and erosion control measures are also described and explained in the updated ordinance. These standards prohibit the platting of lands into home lots which are subject to flooding, excessive erosion, and other hazards and require that due consideration be given to preserving natural features on lots. Subdividers are also tasked with providing for the adequate drainage of all stormwater. The updated zoning districts provide options to vary lot sizes depending on the location of the district in relation to the Town's core Downtown Main Street area. There is also a Traditional Neighborhood Development Overlay District that provides flexibility for residential projects, in particular those for in-fill locations.

II. Town Plans

A. Marshville Land Use Plan

The Town Council adopted the Marshville Land Use Plan on August 16, 2004. The goals identified in the Marshville Land Use Plan (August 16, 2004): See *Section Five* for the stated goals of the 2004 plan.

B. Other Adopted Plans

The following plans have been adopted by the Town Council and are hereby incorporated as part of this ***Town Plan 2035 – Land Use and Comprehensive Master Plan*** as if fully contained herein:

a. Marshville Comprehensive Pedestrian Plan (adopted April 2010)

The Town Council adopted Marshville's Comprehensive Pedestrian Plan on April 19, 2010. The data and goals identified by the Comprehensive Pedestrian Plan have been an invaluable resource in visualizing the trends that have continued to affect pedestrian safety and comfort in Marshville. Utilizing the data from that plan has reinforced the need to develop the Marshville Downtown Core Area into a safe and walk-able center of commerce and future growth. The Marshville Downtown Core Area detailed in *Section Three* of this document serves to promote small area economic growth and development, which will facilitate a large portion of the Pedestrian Oriented Development Districts outlined in the Comprehensive Pedestrian Plan.

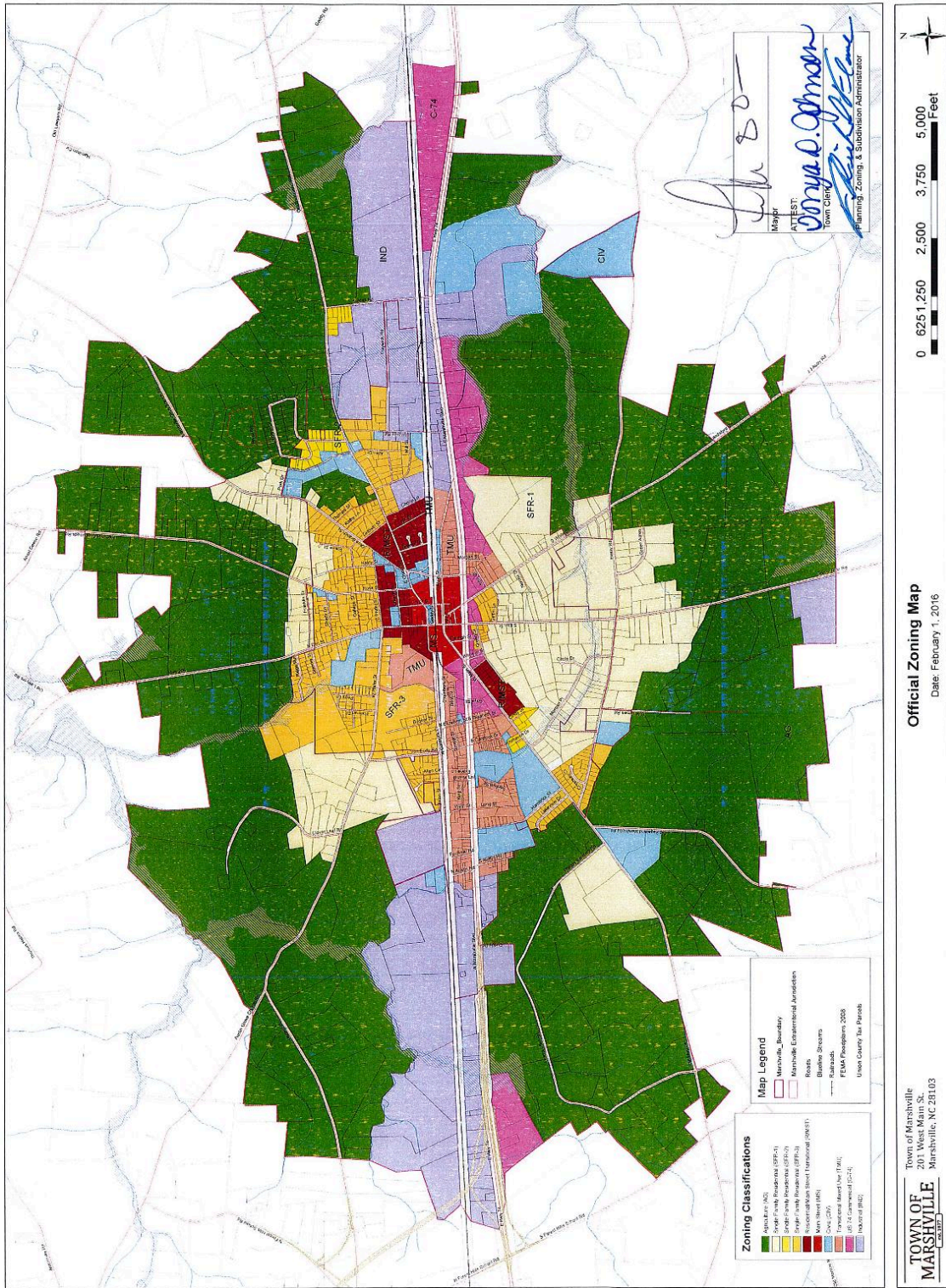
b. Marshville Comprehensive Transportation Plan (adopted July 2010)

The Town of Marshville in cooperation with the North Carolina Department of Transportation and the Rocky River Rural Planning Organization worked to develop the Marshville Comprehensive Transportation Plan from 2005 to 2010.

This plan is intended to document the recommendations for improvements to Marshville's transportation network through 2030 as they are related to the implementation to the US Highway 74 bypass.

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MARSHVILLE TOWN PLAN 2030 WE NEED YOUR INPUT!

Please join us at one of the following sessions to let us know your likes, dislikes, wishes, and fears for the future of Marshville! We hope you will join us on May 9th!

Thursday, May 9th
Marshville Community Center
118 E. Union Street
Town Plan 2030 Sessions
11 a.m. to 1:30 p.m.
7:00 p.m. to 8:30 p.m.
(choose the session time that works best for you)

Questions? Please contact Town Hall at 704-624-2515.

In order to help determine the land use issues of primary concern in Marshville, the Town enlisted William “Bill” Duston, AICP to aid in the public participation portion of the *Town Plan 2035*. Mr. Duston, assisted by Ms. McMakin, conducted two (2) public forums open to all residents on May 9, 2013. The results of these exercises are contained in the following table:

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Likes	Dislikes
<ul style="list-style-type: none"> • Small Town <ul style="list-style-type: none"> ○ Country feeling ○ Historic town ○ Historic buildings ○ Small community ○ Small town feeling • Location <ul style="list-style-type: none"> ○ Plenty of potential ○ Close to beach and mountains ○ Highway 74 access ○ Beautiful country & weather ○ High potential for quality growth • Cost of Living <ul style="list-style-type: none"> ○ Taxes are good ○ Real estate values • Public Services <ul style="list-style-type: none"> ○ Library ○ Water availability ○ Town services ○ All utilities ○ All ABC permits ○ Museum ○ Zoning in order • Embryonic • Diversity of Population • Schools and Access <ul style="list-style-type: none"> ○ Public ○ University ○ Community college 	<ul style="list-style-type: none"> • Community Pride <ul style="list-style-type: none"> ○ Lack of cleanliness ○ Lack of pride ○ Littering ○ Building deterioration • Lack of Industry <ul style="list-style-type: none"> ○ Lack of industrial growth jobs ○ Lack of clean industry • Leadership <ul style="list-style-type: none"> ○ Lack of energetic leadership ○ Lack of planning vision ○ Closed minded ○ Illogical zoning ○ Lack of identity • Infrastructure <ul style="list-style-type: none"> ○ Limited sidewalks to parks ○ No youth center ○ No access to natural gas ○ Sewer ○ Improvements • Lack of Retail <ul style="list-style-type: none"> ○ Places to eat ○ No department stores ○ No diversified retail ○ Only one grocery store • Transparency <ul style="list-style-type: none"> ○ Lack of interaction with business owners ○ Lack of general transparency • Public Safety <ul style="list-style-type: none"> ○ Lack of safety ○ Highway 74 traffic • No ABC permits

Wishes	Fears
<ul style="list-style-type: none"> • Growth <ul style="list-style-type: none"> ○ Smart growth residential & retail ○ Place to work and live ○ Allow Legacy Park to come ○ Retaining next generation • Identity <ul style="list-style-type: none"> ○ Better identity or branding ○ Progressive marketing ○ Attract good employers ○ Beautification/aesthetics ○ Utilize rural setting • Infrastructure <ul style="list-style-type: none"> ○ Better and more infrastructure ○ Storm water revamp or install ○ Sewer federally funded ○ Public walkway over Highway 74 • Recreation <ul style="list-style-type: none"> ○ Entertainment and recreation for adults and youth ○ Youth center ○ Park – south of Highway 74 • Build Monroe Bypass • Retail <ul style="list-style-type: none"> ○ Diverse shopping ○ Dining and services ○ Viable business district ○ Retail shopping • Finance – Better tax base • More Public Participation 	<ul style="list-style-type: none"> • Leadership <ul style="list-style-type: none"> ○ Lack of vision ○ Out of touch ○ Lack of qualified leadership ○ Strong leadership ○ No implementation ○ Insider politics ○ Residents won't support local businesses • Taxes <ul style="list-style-type: none"> ○ Taxes increase with services ○ Increase in foreclosures with tax increases • Bypass <ul style="list-style-type: none"> ○ Bypass will bypass town or wipe it out ○ Loss of business ○ Bypass will split community ○ Becoming a dumping ground ○ Lack of sidewalks • Transient Population <ul style="list-style-type: none"> ○ Loss of diversification ○ No change in culture ○ More crime and unemployment • Small Town Feel <ul style="list-style-type: none"> ○ Loss of small town feel ○ Overdevelopment of housing • Death of Downtown <ul style="list-style-type: none"> ○ Losing historic downtown

Additionally, on July 12, 2013 an exercise with the Planning Board was conducted by F. Richard Flowe, AICP, asking Planning Board members to identify their “Likes, Dislikes, Wishes, & Fears” about the Town. The exercise enables participants to offer *value statements* about the present, through the “Likes” and “Dislikes”, then about the future, through the “Wishes” and “Fears” segments of the exercise. The results of these exercises are contained in the table below:

Town of Marshville Plan 2035 – Likes, Dislikes, Wishes, and Fears

July 12, 2013

Likes	Dislikes
<ul style="list-style-type: none"> • The Park • Veteran’s Memorial • Small Town Feel • History/Antique Shops “Oldness” • Diversity of Town (New families, racial balance) • Museum • Train • Highway (Provides access and opportunities) • Quietness/Laid Back • Green (Feels Rural) • Library • Country Living • Convenience • Beach Route (2.5 hours) • Mountain Route • Micro-Climate 	<ul style="list-style-type: none"> • Building Deterioration & Maintenance • “Oldness” • Marshville Park (Sports Complex Limitations, need more open spaces to gather, play, and use walking trails) • Trash (Lack of receptacles, pride. Some visibility of trash receptacles downtown areas, rear of buildings.) • Speeding (Calming traffic) • Lack of diversified retail services (Bakery, Boutique, Fitness Center, Restaurants) • Infrastructure Issues (Cased by building problems, some located on Main & Union) • Lack of Sidewalks (Poor maintenance – NCDOT) • Marshville Apartments • Socioeconomic Status • Crime • Lack of Pride
Wishes	Fears
<ul style="list-style-type: none"> • More people to be involved & support • Branding/Identity • Change out the Town Welcome Signs • Bypass to be finished • Sidewalks • Design Standards (brick) • More Recreation <ul style="list-style-type: none"> ○ Teenager Activities To Do ○ Fitness Center/Gym ○ Movie Theatre ○ Commercial Recreation Center (Indoor) • New Homes / Neighborhoods <ul style="list-style-type: none"> ○ In place of Abandoned Factories 	<ul style="list-style-type: none"> • Not achieving goals • Losing Historic Downtown to New Downtown • Growing too fast • Infrastructure won’t be able to hand growth • Lose small-town identity & feel • Tax rate • Increase in Police Protection & Public Works (Tax rate)

SECTION FIVE: LAND USE PLAN VISION

I. Vision Statement - *Town Plan 2035* reflects the vision.

The policy directives contained in this Land Use & Comprehensive Master Plan are formulated to achieve this vision.

“In the year 2035 Marshville still features its traditional rural, small town atmosphere but has welcomed change through the utilization of innovative planning principles and design guidelines. Future development is characterized by an organized network of activity centers, in which most commercial and mixed-use development is concentrated, connected by both traditional and alternative transportation networks. These centers of development consist of both destination centers, which serve the entire Marshville area, and neighborhood centers, which mainly serve a specific community or neighborhood.

Marshville’s heritage is preserved and celebrated through the revitalization of the Town’s Main Street core destination center into a mixed-use center with a ‘Village Center’ style of development, featuring walkways, small setbacks, multiple stories, and aesthetically pleasing landscaping and design elements. Marshville serves as a Town center as well as a commuter development hub, to capitalize on future growth in the Charlotte metropolitan area.

Activity centers are surrounded by residential housing that fits with the small town and surrounding rural atmosphere. Medium density residential development continues to be the primary land use throughout the Marshville area, with smaller pockets of high density residential development strategically located near activity centers and guided by design.

A network of parks, consisting of a new Town Square, several neighborhood parks contributing to a healthy and active community and provide recreational activities for all ages to enjoy. These parks are connected by a system of streets with sidewalks, centered along the axis created by Main Street and Elm Street. Extensions of a future Greenway network throughout the Town provide an outlet for alternative modes of transportation and additional recreational opportunities.

The area’s rich natural heritage is protected from the harmful impacts of development through the use of innovative stormwater features, such as rain gardens and constructed wetlands that are designed to blend in with the environment.

Employment grows through new clean industrial development restricted to designated areas adequately screened and buffered from adjacent uses.”

GOALS AND RECOMMENDATIONS (from Town of Marshville Land Use Plan adopted August 16, 2004)

“Land Use Goals:

Goal 1: To maintain and promote a vibrant and healthy downtown for a variety of retail, commercial, residential, social, cultural, and institutional uses with sufficient parking areas.

Goal 2: To maintain downtown Marshville as the community’s focal point.

Goal 3: To plan for an aesthetically pleasing Highway 74 commercial corridor, recognizing that this area is a gateway to Marshville.

Goal 4: To ensure that new residential development is in keeping with the traditional neighborhood development in Marshville.

Goal 5: To continue to provide a mixture of housing choices in a manner that complements the Town’s character.

Goal 6: To preserve open space.

Goal 7: To allow for further development of both office and industrial sites within the community.

Recommendations:

- 1. Ensure that existing residential uses are sufficiently screened from abutting non-residential uses.*

ACTION

Revise and strengthen screening requirements in the Land Use Ordinance.

- 2. Require a dedication of open space (or a fee in lieu of dedication) in all new subdivisions.*

ACTION

Amend the Land Use Ordinance text to require open space dedication or a fee in lieu. Use language similar to that adopted in communities such as Mineral Springs and Matthews.

- 3. Use parallel conditional use zoning districts to further ensure that future developments are built to the standards of the Ordinance and the expectations of the Town Council. Having a parcel rezoned to such a district would tie a specific development proposal to that parcel. Thus, the Town would be assured that a specific approved proposal, and nothing else, would be built on that lot.*

ACTION

Adopt parallel conditional use zoning district language in the Land Use Ordinance.

- 4. Encourage the development of office and industrial uses at well-planned locations.*
- 5. Consider land use descriptions shown in Appendix A and the Future Land Use Map shown in Appendix B when making zoning and development decisions.*
- 6. Strengthen dimensional and density regulations in the Land Use Ordinance to ensure more orderly subdivision of land.*

ACTIONS

- a) Amend the Land Use Ordinance text to require minimum lot widths. The Ordinance currently “recommends” minimum lot widths but does not require them.*
 - b) Amend the Land Use Ordinance text to allow only one dwelling unit per lot. The Ordinance currently allows up to four dwelling units on a lot without a major development permit. (In order to have four units on a lot in the R-10 zoning district, the lot would need to be at least 40,000 square feet, but the structures could be placed anywhere on the lot.)*
 - c) Eliminate flag lots.*
- 7. The Town recognizes the importance of manufactured housing as a form of affordable housing. Manufactured housing should be compatible with and integrated into appropriate neighborhoods.*
 - a) Eliminate provisions for manufactured home parks. (Existing parks would be unaffected.)*
 - b) Investigate a manufactured home overlay for appropriate sections of the Town. This would allow manufactured homes to be a “use by right” in the appropriate areas of town. (Currently, every manufactured home requires a Special Use Permit.) Upon further investigation, the Town may wish to limit manufactured homes to Class A (double-wide). (Residents of existing manufactured homes in any area would be able to replace them.)*

Community Image Goals:

Goal 1: To maintain and enhance the Town’s aesthetic qualities and physical character.

Goal 2: To make Highway 74 an attractive gateway into the Town of Marshville.

Goal 3: To maintain downtown Marshville as the historic center of the Town.

1. *Pursue historic district designation for Marshville Downtown.*

ACTION

Investigate local historic district designation.

2. *Ensure proper maintenance of the older neighborhoods surrounding downtown.*

ACTION

Continue minimum housing code enforcement efforts for both residential and non-residential properties.

3. *Place all utility lines underground.*

ACTIONS

- a) *Seek grants to place existing utility lines underground.*
 - b) *Change the Land Use Ordinance to require that all new utility lines be placed underground. (Section 244 of the Land Use Ordinance currently recommends that the lines be buried.)*
4. *When Highway 74 is improved, the Town should consider requesting four lanes with a planted median strip.*
 5. *Review and revise current sign standards.*

ACTIONS

Amend the Land Use Ordinance to:

- a) *Eliminate pole signs. Ground-mounted signs limited in size but sufficiently large for visibility shall be required for non-residential development. .*
- b) *Add definition of ground sign. (Use wording such as, “any sign which extends from the ground or which has supports which place the bottom thereof less than three and one-half feet from the ground directly beneath the sign.”)*
- c) *Specifically prohibit portable signs (such as changeable copy signs) and provide conditions for the use of ‘A’ Frame or Sandwich Board signs..*
- d) *Reduce maximum allowed sign area. The current maximum for attached signage is 750 square feet (although this maximum would probably never be reached, as it would require 1500 linear feet of street frontage). The maximum freestanding sign surface area is 175 square feet. (As a comparison, the Town of Matthews allows a maximum of 100 square feet of freestanding signage and 80 square feet of attached signage.)*

e) Provide for a minimum signage allowance. Currently, signage is based on linear street frontage. A number of businesses in the downtown have limited street frontage (between 18' and 30'). A business with only 18 linear feet of street frontage would be allowed an attached sign of only 9 square feet.

- 6. Encourage the preservation and renovation of older homes and structures in the community to preserve a sense of history through public education on available tax breaks and relaxed building codes for older properties.*

ACTION

Encourage Union County to adopt North Carolina's new Rehabilitation Code. The code provides a framework wherein code requirements on renovations of existing structures gradually increase as a project's scope of work increases. The code is more flexible for historic building projects and friendlier to small rehab projects, encouraging rather than discouraging the upgrading of buildings.

- 7. Protect and enhance the existing tree cover within the Town.*

ACTIONS

- a) Explore the possibility of adopting an anti-clear cutting ordinance in the Town in order to better manage tree cover and protect the natural environment. Such an ordinance requires special legislation. The Town should work with the SEQL program (housed at Centralina Council of Governments) on this legislation.*
- b) Revise the Land Use Ordinance landscaping requirements to require streetscape plantings for all new non-residential development.*

Public Facilities and Transportation Goals:

Goal 1: To ensure that the park and recreation needs of Marshville residents are met with adequate recreational facilities in the area.

Goal 2: To provide safe and convenient mobility for Marshville residents of all ages.

RECOMMENDATIONS

- 1. Provide for future connectivity within the town.*

ACTION

Change subdivision language to limit cul-de-sacs and require stub out streets to be connected to new subdivisions as they develop.

- 2. Continue to work with the Rocky River RPO (now CRTPO) to ensure that transportation improvements are in the Town's best interests.*

APPENDIX A
(from Town of Marshville Land Use Plan adopted August 16, 2004)

Central Business District

This planning area consists of the historic center of commercial and governmental activity in Marshville and contains buildings with many unique historical and architectural features. Future land uses (including new uses and redevelopment of existing structures) are encouraged so as to accentuate and enhance the area's unique atmosphere. Future mixed-use commercial and residential development is encouraged as a means of enhancing the area's vitality. Land use policies and practices should be devised so as to promote pedestrian accessibility.

Office

This planning area is suitable for offices (including medical and lawyer's offices) and some light commercial uses. Because the area serves as a buffer between residential uses and heavier commercial uses, single family and well-planned multi-family uses are also allowed.

General Business

The general business area is primarily located along Highway 74. Uses may serve markets beyond Marshville and may require outdoor storage. Big box development may be possible in the General Business district, but only with the issuance of a Special Use Permit (with attention paid to aesthetics) and would be viewed more favorably along the eastern section of Highway 74. The area along the western portion of Highway 74 is more suitable for smaller/lighter commercial operations.

Traditional Neighborhood, Higher Density

These planning areas consist of single-family uses on smaller to medium size parcels in older established portions of the community. Such areas do not usually encompass significant areas of undeveloped land. The preservation of neighborhood character is a high priority in these areas, and they should be protected from encroachment of incompatible business and industrial uses.

New Residential

These areas are primarily single-family in character but are on larger lots than in the Traditional Neighborhood areas. Most new single-family residential development is likely to occur in these planning areas. Thus, proactive planning is strongly encouraged. This includes ensuring that all developments contain sidewalks on both sides of the road and that where practical, connectivity is provided. Multi-family development is a possibility in these areas if it is properly developed and includes open space.

Institutional/Parks

These planning areas are suitable for existing and expanded institutional uses and associated office developments. These areas are generally compatible with adjoining residential uses and can serve as transitional areas between more traditional retail and commercial areas and residential uses.

Industrial

These are areas in use or designated for future industrial/manufacturing use. As such uses play a vital role in the local economy; any such planning areas so designated on the Future Land Use Map should be reserved for industrial uses and should be protected from encroachment from other uses. Industrial park development is encouraged. Industrial developments along Highway 74 should be developed so as to protect and enhance the viewsheds from the thoroughfare. Adaptive reuse of older manufacturing buildings (for both manufacturing and other compatible non-industrial uses) is encouraged.”

II. Updated Goals and Objectives

The following goals and objectives are derived from the numerous work sessions conducted during the preparation of this document from January 2013-September 2013:

- 1. To provide the Town of Marshville and its ETJ, the facilities and services that will meet the needs of the current population, as well as anticipated population growth.** *The Town of Marshville has expanded staffing beginning in FY13 through the utilization of part-time professionals in numerous fields to implement the expansion of growth management services.*
- 2. To provide the Town of Marshville and its ETJ, the opportunity to benefit from managed quality growth, and to encourage economic development.** *The Town of Marshville has expanded staffing beginning in FY13 through the utilization of part-time professionals in numerous fields to implement the expansion of growth management services. The professional staff of the Town has been engaged in the provision of planning and development related services and functions including: updating the land use plan into a comprehensive master plan; the replacement of development codes to encourage economic development and preserve the environmental quality of Marshville and the surrounding area; and, the implementation of the new rules by encouraging redevelopment and reuse of existing impervious properties in both the Main Street core area of the Town and the existing commercial/industrial properties along the highway corridor.*
- 3. To ensure that the residents in the Town of Marshville and ETJ are provided with the community infrastructure, facilities, and services to meet the needs of all user groups.** *The Town has undertaken the planning of water and sewer infrastructure*

improvement projects to improve the quality of service and the available capacity of services.

- 4. To enhance existing transportation resources and encourage expansion of transportation resources that will offer economic development for the Town of Marshville and its ETJ.** *The CRTPO will improve local NCDOT funding resources.*
- 5. To insure development within the Town of Marshville and its ETJ is accomplished in consideration of current environmental resources, while providing for their future protection.**
- 6. To meet the commercial needs of both the current and future residents of the Town of Marshville and its ETJ, while maintaining the Town's downtown character.** *The new Town Plan 2035 emphasizes development close to the center of the Town through redevelopment and reuse of existing impervious properties in both the Main Street core area of the Town and the existing commercial/industrial properties along the highway corridors. The new Marshville Development Ordinance will implement sustainable economic development practices by encouraging non-residential density within the central areas of the Town.*

III. Future Land Use Map

The Future Land Use Map is a visual representation of the Vision Statement and presents preferred development patterns for the future. The Future Land Use Map is based on population growth and land development patterns that have implications for public facilities, transportation, and economic development as well as housing, cultural and natural resource protection. It depicts generalized land use patterns for the Town and the surrounding areas for the next 10-20 years. Like all future land use maps, it is general in nature and should be used only as a guide by decision-makers in making future land use decisions.

The map encompasses the entire Land Use Plan study area, which includes the corporate limits and the extra-territorial jurisdiction. The Land Use Plan study area was chosen due to the influence and impact the larger area has on Marshville, its extra-territorial jurisdiction, and neighboring communities.

A. Land Use Classifications

The Future Land Use Map is comprised of seven (7) land use classifications that describe the primary function of the projected land use. Each land use classification is shown in a different color on the map.

Agricultural: Agricultural areas typically consist of large lots and tracts of land that may currently be used for agricultural and/or forestry purposes or have been used for these purposes in the past. Intense subdivision development is not recommended in these areas due to the lack of infrastructure necessary to support growth. Other development considerations include environmental impacts and the provision of open space and natural

features. These areas are predominately located in the ETJ and outlying areas of the Town limits.

Medium Density Residential: Areas classified as Medium Density Residential consist of single family lots and are comprised of existing residential neighborhoods and the development of new residential neighborhoods in a pattern that encourages the wise use of land. There are also a limited number of complimentary and related uses that serve the residential neighborhoods and civic uses. Neighborhoods in this district are the dominant land use in Marshville and are a major element in defining the character of the community.

Transitional Mixed Use: Areas classified as Transitional Mixed Use typically will consist of in-fill development and redevelopment of existing residential properties to convert to non-residential properties. These areas surround the core of the downtown and will allow a greater number of residents to walk or bike to businesses and services. This area will be interconnected with a network of streets and sidewalks.

Transitional Neighborhood: Areas classified as Transitional Neighborhood have a unique urban character identified by smaller lot sizes, smaller setbacks, and higher development density. These areas historically developed along with an established downtown, and reflect the irregular growth patterns typical of design that occurred prior to zoning. These areas surround the core of the downtown and will allow a greater number of residents to walk or bike. A high quality of medium to high density residential will help support the downtown district. This area will be interconnected with a network of streets and sidewalks, allowing greater relationship to the walk-able downtown core area.

Commercial: Commercial nodes provide opportunities for compatible and sustainable development whether located primarily along the Highway corridors, or in the downtown core area.

The dominant mode of transportation for the highway oriented centers is the automobile. Uses predominately include retail and office that serve the residents of the Town and surrounding communities. Development standards encourage design compatibility and appropriate transitions to uses in adjacent districts.

The Downtown “core area” provides for new development, revitalization, reuse, and infill development in the core downtown. This core also serves as the hub of the Town. A broad array of uses would be found in this area such as shops, restaurants, services, work places, high density residential, civic, educational, and religious facilities to meet the needs of residents and visitors and integrated to be compact and pedestrian-oriented. Development considerations include design and compatibility within the historic integrity and architectural standards.

Industrial/Employment Center: Industrial/Employment Centers are located in strategic prime areas in order to attract high employment users. These locations would be accessible to adequate infrastructure and various transportation modes. Typical uses seen in employment centers are predominately office, manufacturing, and industrial.

Developments are significant in scale and accessible to pedestrians. Development considerations can include compatibility with surrounding residential areas.

Civic: These areas are intended to accommodate institutional uses such as public and private medical facilities and associated services, independent and assisted living facilities, schools, and Town-owned facilities. Development considerations include traffic, compatibility with abutting residential areas, and the appearance of new and existing development as well as the availability of adequate infrastructure.

Parks& Open Spaces: These are areas where parks, recreation areas, greenways, or conservation areas either exist or have been identified as possibilities in the future. Development considerations include the desirability of the land for recreation or conservation use, how the property fits into the future recreation plans of the Town, and the environmental impacts of developing the land.

B. Future Land Use Guiding Principles

Based on the land use patterns illustrated in the Town Plan 2035 - Land Use Plan map, general principles guiding the location of new development in Marshville can be generally defined as follows:

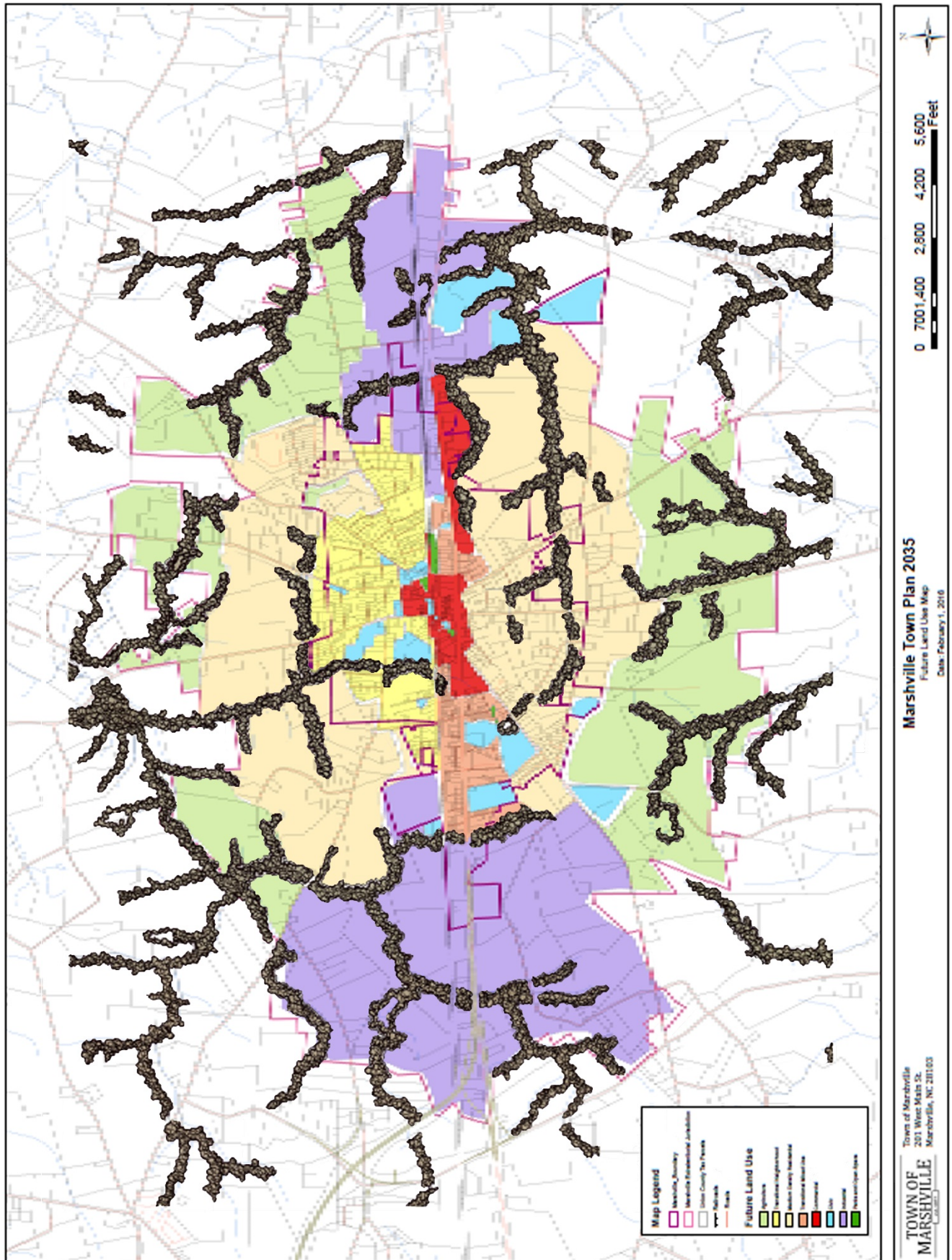
- Higher density development is encouraged within the core area of the Town; mixed use developments incorporating higher density residential types are encouraged to provide housing for persons seeking the independence of the traditional lawn. These housing opportunities will improve the retention of young adults and empty nest households alike by offering lower maintenance, vehicle independence for basic needs, and affordability.
- Medium density residential uses are encouraged within the remaining residential areas served by Town water and sewer. Recognition of the need for secondary living units in specific circumstances to aid in housing extended families during the coming decades of population shifts with increases in the senior (baby boomer) population. *Town Plan 2035 encourages future residential development to be efficient use of buildable land, avoiding environmentally sensitive areas, to increase the return on the investment in the infrastructure serving the Town.*
- Commercial development is limited to the core area, destination centers and neighborhood centers; mixed use developments incorporating commercial uses are encouraged. *Town Plan 2035 encourages future commercial development to be high quality, of a lasting and durable character, maximizing interconnectivity with adjacent uses, and accessible to pedestrian, non-motorized and motorized vehicles.*
- Industrial development is limited to the Industrial Park and shall be permitted elsewhere within employment centers shown on the Town Plan 2035 - Land Use Plan. *Town Plan 2035 encourages future manufacturing and employment opportunities to*

ensure that future generation have opportunities for local employment and tax base diversification. The plan does not call for, but only identifies, areas less suited for neighborhoods and better suited for employment so that residential development in those parts of the Marshville community do not forever lose the opportunity to meet a future need when that time comes.

- Institutional uses are encouraged to locate within the Civic Districts due to proximity to existing facilities, neighborhoods, and activity centers. *Town Plan 2035 encourages this form of development to maintain a high level of quality in both the built and natural environments.*
- New development is discouraged in areas preserved for recreational uses and open space. *Town Plan 2035 encourages limited development of conservation areas and recreational areas.*

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SECTION SIX: DEVELOPMENT STRATEGIES

I. Town Plan 2035 Objective

For any land use plan to be effective, it is important that the plan have an overall direction or objective that supports the land use plan vision. The Town of Marshville's overall objective is...

"To improve the quality of life of the citizens of Marshville by encouraging responsible growth management decisions, protecting the small Town character, developing an attractive community, preserving natural areas and historical assets, and ensuring a healthy local economy".

The goals and strategies set forth in the Town Plan 2035 support the achievement of this objective. *Town Plan 2035 encourages this objective by delineating areas where density should be concentrated, allowing for infrastructure to meet the needs, while supporting aesthetics and sustainability. These objectives are achieved by establishing a clear image of the Town's development pattern in the future. The Marshville Development Ordinance standards match the Town Plan 2035 and establish clear standards for development that coincide with the Plan.*

II. General Development Strategies

The development strategies contained in the Town Plan 2035 have been divided into two types: **General Development Strategies** - apply to the Town as a whole and are broad in nature, while the **Core Area Development Strategies** for that area only and contain more specific directives, in keeping with the development plan for the area.

New Goals Identified for Town Plan 2035:

Goal: Ensure that Marshville's development policies are conducive to the long-term vision for the future and adequately control the location and appearance of future development.

Objectives

- Encourage new development to locate in designated areas, per the Future Land Use Map.
- Encourage attractive, well-designed, and appropriately scaled new development that contributes to the positive image of Marshville. *Town Plan 2035 encourages this form of development and the new Marshville Development Ordinance establishes the standards for future development.*

- Preserve Marshville’s unique rural character through good building and site design as well as attractive landscaping, signage, and other visual improvements. *The new Marshville Development Ordinance establishes the standards for future development.*
- Establish environmental quality and sustainability as a priority in public and private development. *Town Plan 2035 encourages this form of development and the new Marshville Development Ordinance establishes the standards for future development.*

Strategies

1. Conduct a comprehensive review of Marshville’s zoning and subdivision ordinances, taking note of necessary revisions to align regulatory principles with desired future development patterns. *The new Marshville Development Ordinance aligns with the Town Plan 2035.*
2. Review current design standards for development and revise as necessary to ensure that the appearance and construction of new development complements the design of existing development and projects a positive image of the community. *The new Marshville Development Ordinance aligns with the Town Plan 2035.*
3. Project varying density ratios in each zoning district, utilizing a build-out scenario, and analyze the impact upon community appearance and sustainability to determine appropriate density levels for each zoning district and type of development. *The new Marshville Development Ordinance aligns with the Town Plan 2035.*
4. Explore the possibility of new zoning districts that will allow the development of live/work units in and around the Town’s core Main Street center, satisfying the need for higher-density housing choices close to services and core area commercial space. *The new Marshville Development Ordinance establishes districts consistent with the Town Plan 2035.*
5. Implement a Town-wide rezoning of properties to coincide with the Town Plan 2035. *The new Marshville Development Ordinance reflects the development policies the Town Plan 2035 and designates the following:*
 - a. *Residential locations for interconnected medium density neighborhoods designed with and served by complete streets to facilitate a healthy choice of transportation alternatives.*
 - b. *Transitional residential locations for higher density development designed to strengthen the Town’s core area business district with parks and other environmental spaces integrated into the design for the benefit of all Town residents and the locally employed.*

- c. *Commercial locations within designated centers serving the Town's residents, employers and visitors offering incentives to adapt and reuse existing impervious areas.*
 - d. *Agricultural and open lands surrounding the Town where municipal services are not available until future infrastructure investments are made depending upon sound growth principles and responsible fiscal and environmental stewardship.*
 - e. *Industrial locations for future employment opportunities and tax base diversification into sustainable areas emphasizing the industrial areas on US Hwy 74 and the CSX Railroad line.*
6. Align development policies and procedures with the Town's Capital Improvement Program (CIP) and develop a process for a comprehensive review of all development plans by the Town staff to ensure that new developments will not overburden existing utility capacity. *Town Plan 2035 encourages this form of development and the new Marshville Development Ordinance establishes the standards for future development.*

Goal: Improve the effectiveness of Town government and achieve greater autonomy through the fostering of greater coordination and consensus among Town officials, governing boards, and citizens on development decisions.

Objectives

- Encourage planning coordination among local governments, developers, and the public in making growth and development decisions.
- Encourage public involvement in the land use decision making process. *The Marshville Development Ordinance establishes new requirements for public participation in land development processes including expanded notification processes and neighborhood meetings.*
- Coordinate intergovernmental planning in the areas of land use, economic development, public utilities, and tourism. *The Town planning staff participates in inter-local cooperation with surrounding jurisdictions.*

Strategies

1. Establish additional Town staff positions to direct new governmental planning functions and protect the Town's interests in regional decision making. *The Town established in-house Town planning, urban design, GIS services, public works and code administration/enforcement.*
2. Encourage collaboration between the Town Board Council and the Planning Board through the establishment of regular communication and appointment of representatives to attend meetings of the complementary board and similar

organizations of interest. *Town Board members periodically attend Planning Board meetings and work sessions. Planning staff reports activities at Town Board meetings.*

3. Encourage citizens to take an active role in land use decisions through educational programs on the function of Town Planning and the establishment of regular communication regarding items of interest to the general public. *Town planning staff will conduct continuing education as part of the routine agenda of planning meetings where the public is encouraged to attend.*

Goal: Enhance existing Town services and add new services and programs to allow for future development in designated areas and to ensure that all citizens have access to essential services.

Objectives

- Explore regional transportation system improvements that will have a beneficial impact on Marshville's future growth. *Active participation within the Charlotte Regional Transportation Planning Organization (CRTPO) resulted in enhancing the Town with sidewalks and cross-walks along US Hwy 74.*
- Encourage pedestrian trails and sidewalks to link commercial, residential, and recreational areas of the Town and provide transportation alternatives. *Town Plan 2035 encourages this form of development and the new Marshville Development Ordinance establishes the sidewalk standards for future development. The Town has an approved CMAQ grant to fund the first phase of the pedestrian network along the US Hwy 74 corridor area. This program enables future development exactions to extend pedestrian infrastructure throughout future neighborhoods connecting destinations.*
- Maximize the functionality of the Marshville's existing road system. *Town Plan 2035 encourages the utilization of existing roadways and the connectivity of future roadways and the new Marshville Development Ordinance establishes the standards.*
- Ensure that expansion of the Town's water and sewer systems is economically and environmentally feasible. *Town Plan 2035 encourages development within the service areas of the Town's water and sewer infrastructure to improve the return on investment of these assets. The new Marshville Development Ordinance establishes the standards to support the systems and discourage un-sustainable density in areas where services are not established.*

Strategies

1. Work in conjunction with the *Charlotte Regional Transportation Planning Organization (CRTPO)* to identify potential new transportation routes and networks and analyze them for efficiency and cost effectiveness.
2. Update the Town's Capital Improvement Program (CIP) on a bi-annual basis and continually search for funding sources to implement priority projects. *The Town Plan 2035 includes the CIP map for infrastructure with future annual updates to provide detailed cost and budgetary needs.*

Goal: Encourage the establishment of a Town recreation program and coordinate with local attractions to create a regional recreation destination center.

Objectives

- Explore opportunities to partner with local and regional tourism initiatives to create and promote area attractions.
- Encourage new development that complements the areas tourist attractions and diversifies Marshville's economy. *Recognizing the potential for Marshville to serve motorist along US Hwy 74 linking the charlotte and coastal regions of the state.*
- Promote the tourism industry as a primary indicator of Marshville's future economy. *Marshville's unique location near the termination of the new Monroe By-Pass Toll Road will enable local businesses and the Town to focus development strategies and growth policies on serving an economic purpose within the region. The Town may effectively serve as the "way-side" stop for motorist exiting and entering the toll-road corridor linking to/from Charlotte and places beyond.*

Strategies

1. Assign the yearly setting and assessment of tourism goals to the Marshville Town Council.
2. Establish a relationship with the North Carolina Division of Tourism, Union County Chamber of Commerce, and Marshville Chamber of Commerce to advertise Marshville's assets and tourism opportunities and determine potential links to regional tourism initiatives.
3. Task the Town of Marshville staff with developing marketing materials for tourism in Marshville and working with local and regional marketing and tourism organizations to advertise Marshville as a destination point in the regional tourism network. *Town staff is full-filling the economic developer's role with County and state professionals.*

4. Collaborate with the Monroe-Union County Economic Development and Union County Tourism Development Authority to identify funding opportunities and determine how to leverage resources for the development of tourist attractions and promotional materials.

Goal: Develop new recreational and cultural facilities, programs, and events that accommodate a variety of uses and appeal to both Town residents and visitors.

Objectives

- Establish a variety of passive and active recreational facilities and activities that serve the needs of all residents.
- Create an active community with abundant walking and biking opportunities.
- Maximize the tourism potential of the Town’s recreational facilities and initiatives.

Strategies

1. Develop a multi-phased plan for a greenway system along the creek tributaries extending to local parks and neighborhoods in the Marshville area and identify opportunities for partnerships with other jurisdictions and regional organizations.
2. Establish partnerships with the Union County Parks and Recreation Department and neighboring communities to develop interconnecting greenway trails, linking tourist and recreational attractions to commercial centers and neighborhoods. Research means of including bicycle and horseback riding routes on the Town-wide greenway network.
3. Work with local bicyclist clubs and organizations to plan for a yearly cycling race/event throughout the Marshville area.

Goal: Preserve and protect areas of historic and environmental significance and natural countryside throughout the Marshville area.

Objectives

- Support the identification of important architectural and historic resources and encourage their preservation and active use.
- Recognize the unique rural environment as a valuable asset and key quality of life indicator for Marshville residents.
- Protect environmentally significant and/or sensitive areas from the adverse effects of development. *The Town Plan 2035 identifies sensitive areas where development*

is discouraged. The Marshville Development Ordinance establishes standards for the protection of these sensitive areas.

Strategies

1. Establish a local Historic Properties Commission and work cooperatively to identify and protect historic structures in the Marshville area. The commission would then direct its submissions to the Union County Historic Preservation Commission, which conducts these registrations at a regional level.
2. Work in conjunction with local and regional land conservancies to preserve and protect open space and natural areas from development pressures. *The new Marshville Development Ordinance establishes protections from development for the rural and agricultural areas.*

III. Small Area Plans

To allow for a more in-depth approach, the Marshville land use planning area will be studied as separate small area plans, each of which has its own unique characterization. The initial small area receiving special focus is the Main Street Core Area. Additional Small Area Plans will be studied and included into the bi-annual revisions of the plan.

A. Main Street Core Area

The Main Street core area of Marshville's corporate limits host the central business area of the Town.

1. Characteristics of the Main Street Core Area

Development in the Main Street core area is primarily non-residential, surrounded by residential. There has been a limited amount of residential use mixed into the main street in the form of older residential structures; however, as of this date, only one second story residential over non-residential exists. The southern portion of the Main Street core area, in the vicinity of the intersections with US Hwy 74 contains the vast majority of the commercial services within the Town. The area north of the railroad centered on Union Street is also part of the Main Street Core Area; however, functions quite differently than the south side of the railroad centered on Main Street. Elm Street, White Street, and Olive Branch Road all connect the northern and southern sides of the railroad with "at-grade" crossings which establish the connectivity patterns all planning initiatives will need to embrace, until alternatives for the railroad crossings are studied.

There were several opportunities identified for the Main Street core area that Marshville can take advantage of, including:

- Property owners in this Main Street core area are interested in land conservancy at the fringes. *Town Plan 2035 and the new Marshville*

Development Ordinance establish policies for the provision of conservation corridors along Main Street, Elm Street, White Street and Union Street.

- Possibility for a greenway trail system crossing and connecting Main Street to neighborhoods, schools and out-lying business areas. *Town Plan 2035 and the new Marshville Development Ordinance establish policies for the provision of future greenways.*
- Opportunity for commercial development along US Hwy 74 at and around the intersection of Main Street. *Town Plan 2035 and the new Marshville Development Ordinance establish policies for the provision of commercial in areas where this form of development is sustainable.*
- Proposed natural gas lines through area will spur future development.
- Marshville has potential for redevelopment as an arts center or historical village.

Conversely, several **challenges** and **actions** for the Main Street core area were also identified, including:

- Main Street core area zoning in Marshville could threaten desired redevelopment plans. *The new Official Zoning Map contained within the Marshville Development Ordinance increases the use of commercial zoning to areas that can support commercial development.*
- Existing roads need improvements and enhancements. *The US Hwy 74 corridor recommendations for the improvements of Main Street, White Street and Elm Street to improve the level of service, the efficiency of traffic, pedestrian interactions and the quality of alternatives for enhancements. Reduce curb-cut access to US74 improving level of service.*
- Community appearance issues with blighted properties in residential and commercial areas. *The Town established community appearance and maintenance codes and has begun enforcement to protect the values and appearance of the Town, beginning in late 2012.*
- Revitalization needed for blighted commercial buildings. *The Town established community appearance and maintenance codes and has begun enforcement to protect the values and appearance of the Town, beginning in late 2012.*
- Previously permitted projects handled through conditional use approval processes have been controversial. *Town Plan 2035 and the new Marshville Development Ordinance and Official Zoning Map establish a sustainable plan for the Main Street core area to reinforce the area, meet the needs and objectives of the community, and provide for a central core area for commerce and civic uses.*

2. Development Plan for Main Street Core Area

Taking into account both the opportunities and challenges, the following Development Plan is recommended for the Main Street core area.

“The Main street core area shall be characterized as a prime development area due to the presence of two (2) destination centers, Main Street’s traditional central business section where mixed-use development is encouraged, and the Union Street area. In addition, the Town is interested in actively seeking developers for sites targeted for development as mixed-use centers, incorporating residential, recreational, cultural, and retail uses.

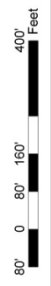
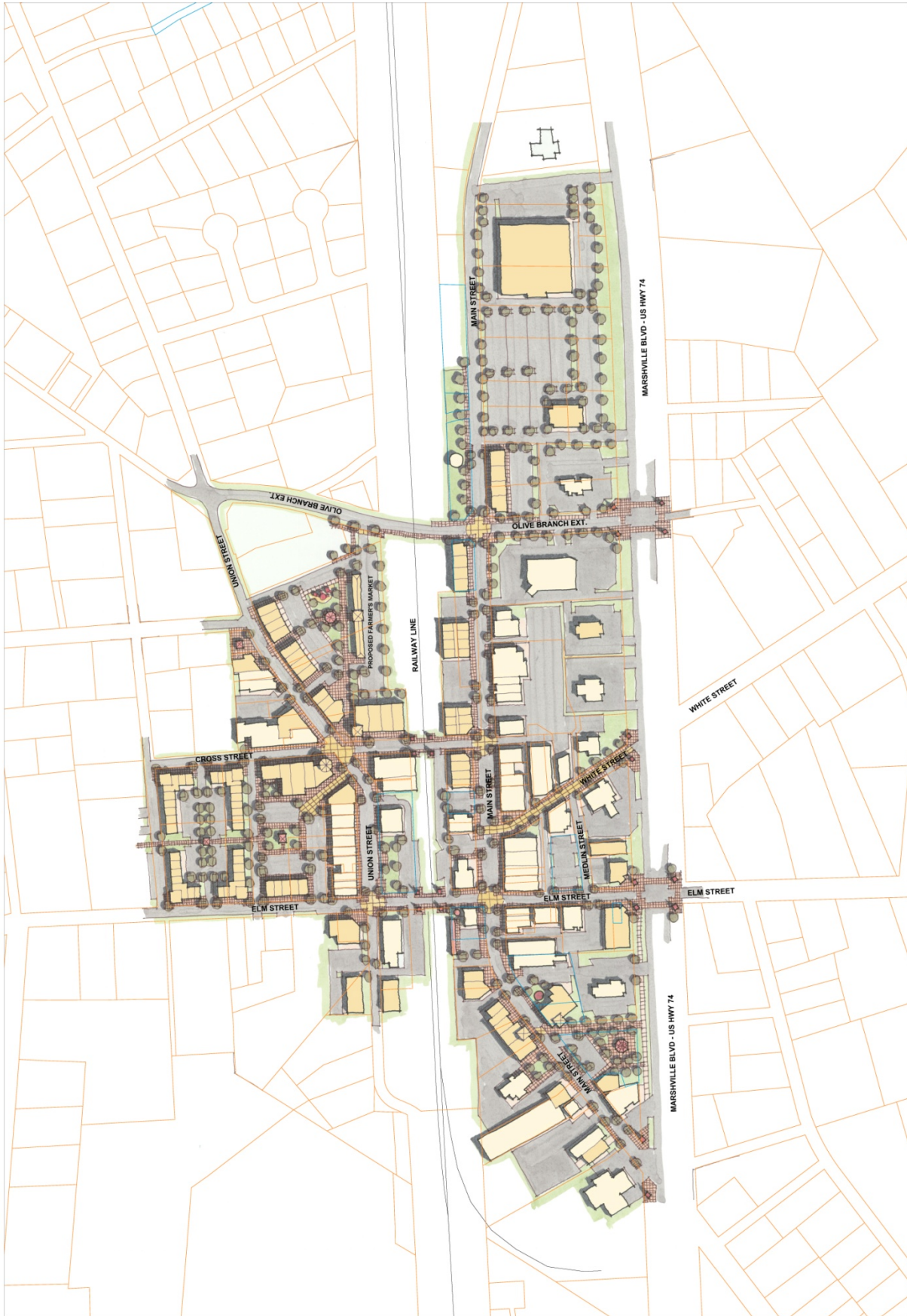
3. Development Strategies for Main Street Core Area

In order to implement the Development Plan for the Main Street core area, the following strategies have been devised:

- Conduct a feasibility study on the establishment of mixed-use developments in designated areas in the Main Street core area. If study results are favorable, identify areas most suitable for mixed-use development. *Town Plan 2035 and the new Marshville Development Ordinance establish a sustainable plan.*
- Seek funding for the implementation of a Marshville stormwater BMP utility.
- Research possible environmental contamination in the Main Street core area that could potentially hinder redevelopment. If contamination is found to be present, search for solutions and grant funding to implement cleanup measures. *A comprehensive Phase 1 environmental study for the Main street core area will identify potential obstacles to re-development.*
- Reinforce business and cultural opportunities within the Main Street core area. *Establish a “way-finding” program to improve the ability of local and non-local persons to locate and find civic facilities and business enterprises.*

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Marshville Town Plan 2035
Downtown Core Area Plan
Date: 9/30/2013

Town of Marshville
201 West Main St.
Marshville, NC 28103

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SECTION SEVEN: IMPLEMENTATION

I. Implementation Tools

The Town of Marshville’s “Town Plan 2035 - Land Use and Comprehensive Master Plan” represents a vision for the future of the Town and provides goals, and objectives that should be considered in daily decision-making. Successful implementation of the Plan will be the result of actions taken by elected and appointed officials, Town staff, public sector agencies, and private citizens and organizations.

These actions can be divided into three (3) distinct categories:

- Town regulations (policies, ordinances, etc.)
- Economic development measures (public investment, etc.)
- Continuous Planning actions by the Town Council, Planning Board, and other appointed boards

A. Town Regulations

In order to achieve Marshville’s vision for the future, the Town must ensure that regulations permit the type and style of development proposed in the Land Use Plan. Following adoption of the Plan, any Town ordinances and policies that affect future development will need to be reviewed and revised to reflect the values contained within the Plan. New policies will also need to be drafted.

1. Zoning Ordinance

A comprehensive review of Marshville’s Zoning Ordinance was completed between November 2012 and April 2013. The process results in the pending adoption by the Town Council of a comprehensive unified development ordinance establishing all new policies that reflect the values established through this planning process. These tasks were performed by the Planning Board in cooperation with the Planning Department staff.

2. Subdivision Ordinance

In conjunction with the review of the zoning ordinance, the subdivision ordinance was evaluated to ensure that the requirements contained therein support the both the statements contained within the Land Use Plan and any revisions made to the zoning ordinance. The process results in the by the Town Council of a comprehensive unified development ordinance establishing all new policies that reflect the values established through this planning process. These tasks were performed by the Planning Board in cooperation with the Planning Department staff.

3. Sign Ordinance

In conjunction with the review of the zoning and subdivision ordinances, the existing sign ordinance was evaluated to ensure that the requirements contained therein support both the statements contained within the Land Use Plan and any revisions made to the zoning ordinance. The process results in the adoption by the Town Council of a comprehensive unified development ordinance establishing all new policies that reflect the values established through this planning process. These tasks were performed by the Planning Board in cooperation with the Planning Department staff.

B. Economic Development

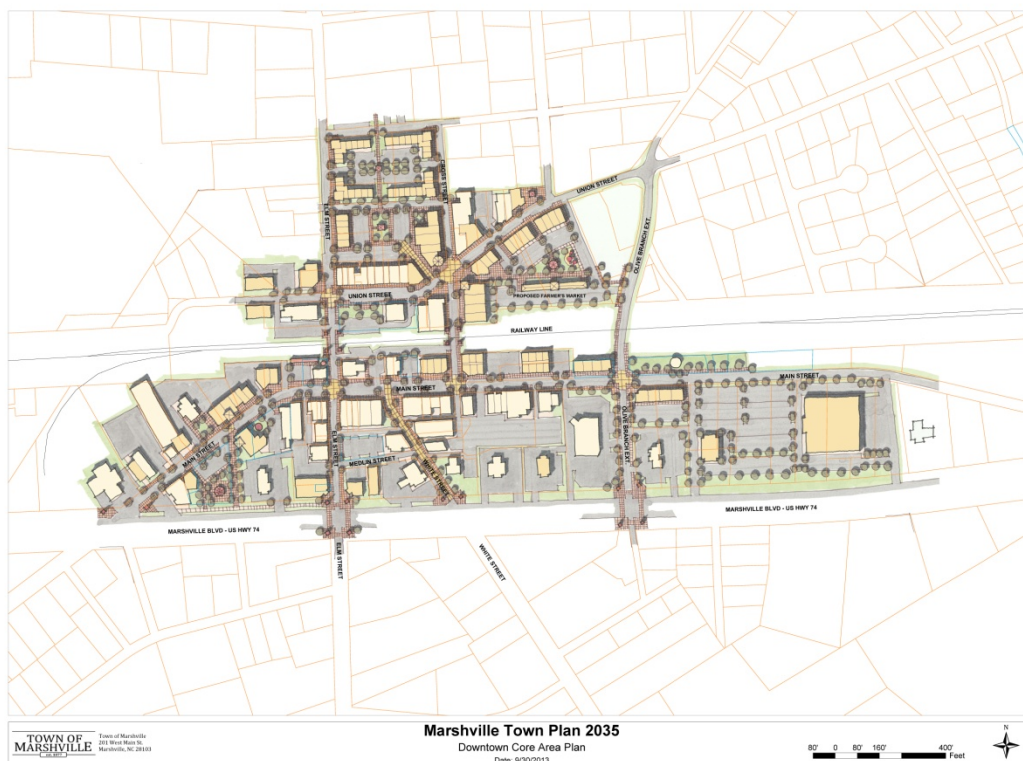
The Town values its local business community and continues to work towards attracting developers for the revitalization and redevelopment of the core downtown business district. Uniting the present with the future, by repurposing existing industrial sites, offers opportunities within the Town to expand employment, maximize existing facilities and utilize existing impervious areas. Entrepreneurship and small businesses, particularly those that support and enhance tax base diversification into sustainable areas are encouraged.

The following location(s) and/or sites have been identified as having the capacity and impact to support new investment for commerce, jobs and diversification of tax base:

1. Main Street Core Area Business District

The Main Street core area presents numerous opportunities to build on existing development and create a true sense of place by optimizing every square foot of available land to solidify the center of commerce in the Town. Preservation of the Town's unique character can be accomplished through good building and site design, along with emphasizing infill development. Attractive landscaping and street-scape improvements along with the addition of an informative way-finding sign program and other visual improvements can further the aim of attracting development professionals to choose Marshville as the location for creating new businesses. (*See Section Six III*)

C.



Continuous Planning Actions

The *Town Plan 2035 - Land Use and Comprehensive Master Plan* should be regularly used as a tool to aid in making decisions on all infrastructure expansion decisions and land development decisions. This will ensure that leadership considers the Town Plan 2035 vision of Marshville in the making of such decisions.

The Plan should be used by staff and applicants during pre-development concept review meetings. The Plan can also be used as a starting point in other master planning processes that will continue to help shape the Town's future and as a tool to educate the citizens of Marshville about the importance of long-range planning and encourage them to participate in the planning process.

1. Development Decisions

The *Town Plan 2035 - Land Use and Comprehensive Master Plan* should be utilized on a regular basis as a tool for making decisions on such development items as rezoning requests, conditional use permits, special use permits, and subdivision proposals. The *Town Plan 2035 - Land Use and Comprehensive Master Plan* should be used as the first step in evaluating any development proposals that come before the Town. When reviewing a proposed development, the developer, staff, citizens, Planning Board and Town Council should determine first if that type of development is consistent with the Town Plan 2035 in the proposed location. The goals and objectives outlined in the Plan should be used as the second check in evaluation of how well proposed

developments are supported by the Marshville Town Plan 2035. The goals and objectives represent general principles that affect all development within the Town. If a proposed development does not appear to be supported by these goals and objectives, it should be returned to the developer for revisions. A useful means of organizing and communicating this information is through the drafting of a recommendation memorandum by either Town staff or the Planning Board. The recommendation memorandum will include a short analysis of how the proposed development will meet or not meet the *Town Plan 2035 - Land Use and Comprehensive Master Plan*.

2. Area Plans

The *Town Plan 2035 - Land Use and Comprehensive Master Plan* can be used as a guidance document when developing other area plans for the Town. In order to implement some of the recommendations contained within the Town Plan 2035, the Town should continue to expand the planning process in the areas of transportation, public utilities, recreation, and land conservation. The data and values contained within the *Town Plan 2035 - Land Use and Comprehensive Master Plan* are useful tools to begin the planning process in these more specific and detailed plans.

3. Governmental Participation

One goal of the planning process was to educate the citizens of Marshville on the importance of planning for the future and to solicit information from the public to ensure that the Plan truly reflects the needs and desires of the community. Citizens should be encouraged to participate in the implementation of the Town Plan 2035 through active recruitment for vacancies on Town boards, including any boards or committees that may be formed specifically to implement a section of the Town Plan. Citizens should also be kept informed of the Town's progress on implementing the Town Plan through regular communication from a variety of sources, including Town newsletters, website updates, public meetings, and direct mailing. Citizens should also be made aware of any development decisions that will be discussed during board and committee meetings and have the opportunity to attend and voice their opinion.

4. Town Plan 2035 - Land Use and Comprehensive Master Plan Updates

It is important to update the *Town Plan 2035 - Land Use and Comprehensive Master Plan* on a bi-annual basis to ensure that the information contained within stays current. The Marshville Council should also reassess the goals and objectives on a yearly basis and track the progress of implementation to ensure that the recommendations contained within the Plan are put into action.