

Appendices



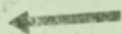
Horizons 2026
GREENVILLE'S COMMUNITY PLAN

PUBLIC REVIEW DRAFT JUNE 14, 2016



PARDON *The* INCONVENIENCE
TO MEET THE NEED OF OUR
GROWING CITY THIS WORK
IS NECESSARY
GREENVILLE UTILITIES COMMISSION

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Appendices



PUBLIC REVIEW DRAFT JUNE 14, 2016

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Appendix

Special Area Plan: Airport Corridor Area

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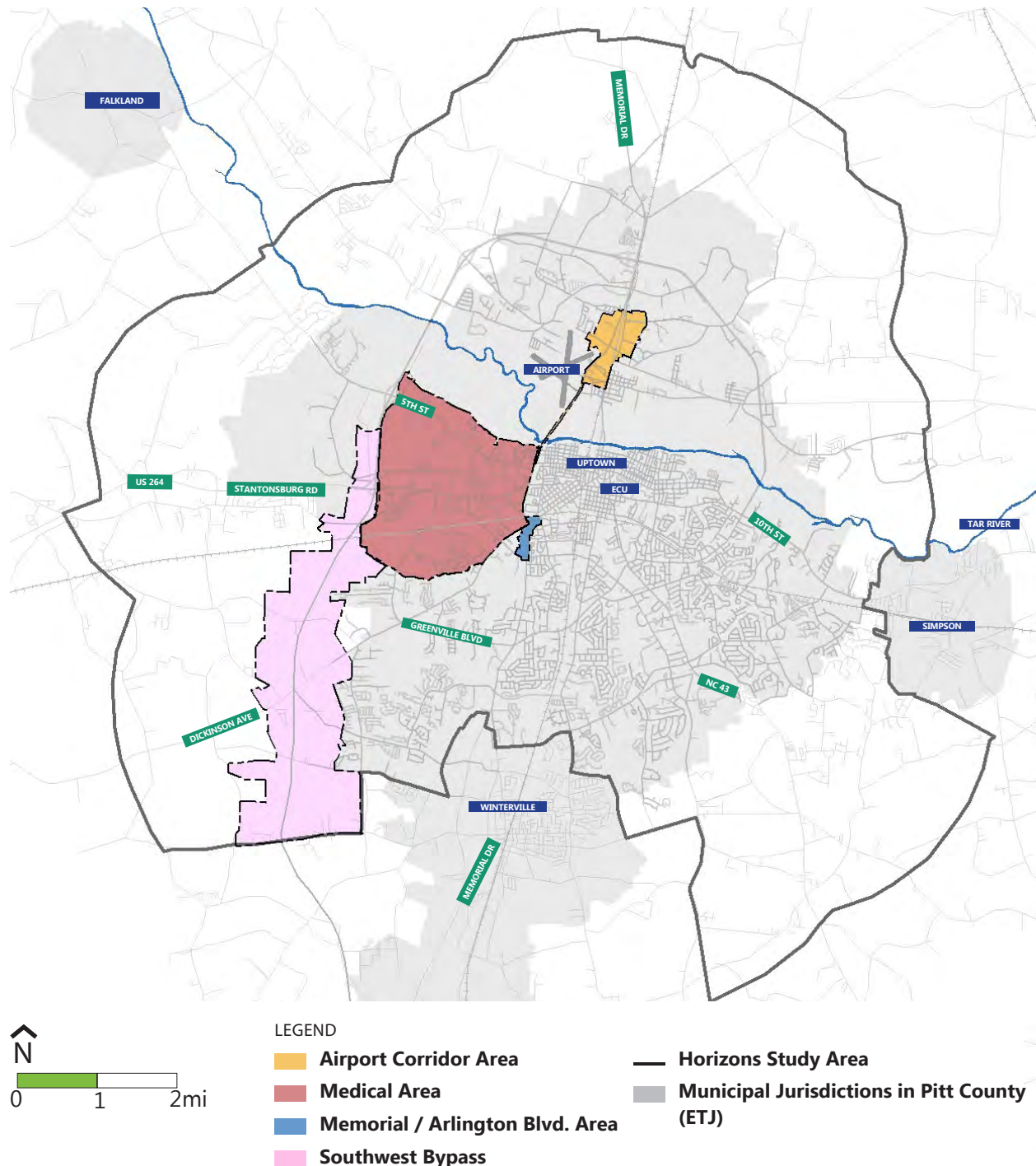


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SPECIAL AREA PLANS

The special area plans take a closer look at four areas of strategic importance to the city and offer recommendations that are consistent with the overall direction of the *Horizons 2026: Greenville's Community Plan*. The focus of the area plans is to provide additional guidance related to the desired land use and character.



SPECIAL AREA PLAN: AIRPORT CORRIDOR AREA

Once on the outskirts of the city, the area surrounding Pitt-Greenville Airport is now an important gateway into Greenville from the north. Planning for development here is a balance between the airport, residential neighborhoods, industry and the Tar River floodway. This special area plan emphasizes these relationships, and provides strategies for the development of the area with special consideration for its role as a gateway into Greenville.

THE AREA TODAY: KEY FINDINGS

The following points summarize the findings of public and stakeholder input, review of past plans, and technical analysis.

Distinct segments. The Airport Corridor Area includes approximately 635 acres in the northern portion of Greenville following 2.8 miles of Memorial Drive. It is bounded to the north by the intersection of North Green Street and Memorial Drive, to the south by the Tar River, to the west by the residential neighborhood at Hop Tyson Road and to the east by the Pitt County Office Park. South of Airport road, the planning area narrows to focus exclusively on the Memorial Drive right-of-way. Approximately 137 acres in the southern portion of the planning area is in the Tar River 100-year floodplain. Although defined by proximity to the Pitt-Greenville Airport, this corridor contains distinct segments. It passes through an industrial employment area, a mix of commercial uses along Memorial Drive near the airport entrance, and an expanse of open space south of the airport entrance to the Tar River.

A gateway to Greenville. Both by air and by way of US-264 and US-13 (Memorial Drive), this area serves as an important gateway to Greenville. Visitors and residents moving from the north and from the airport experience this section of Memorial Drive as their first impression of the city, before crossing the river into the denser characteristics of the Medical Area and the West Greenville neighborhoods. The character of the roadway and adjacent development is important to ensuring that those first impressions are positive.

Economic importance. The area's role as a gateway is part of its economic value. But beyond that, proximity to both Pitt-Greenville Airport the Greenville Industrial Park make the area economic contributor to Greenville and the region. Both the airport and industrially-zoned land adjacent to the Airport Corridor Area are expected to experience growth in the future.

Existing Aerial



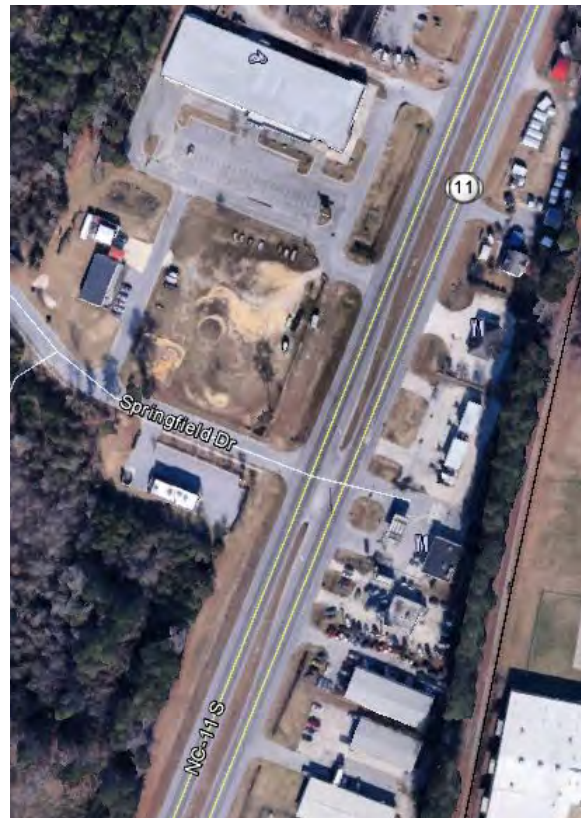
Nearby residential areas. While the area is primarily industrial, there are also existing residential neighborhoods immediately to the west of the planning area. Several of the residents voiced concerns about airport expansion and the gradual increase in flights from larger commercial aircraft. In anticipation of these concerns, the airport previously purchased several residential parcels near the north runway. Other concerns from residents are the lack of nearby services or convenience retail.

New retail under development north of the area. On the west side of Memorial, just north of the planning area, the city has recently approved a significant commercial development that will be anchored by a Walmart store.

Floodplain and stream corridors. Flood-prone land is a significant constraint in north Greenville. The 100-year floodplain of the Tar River extends just to the northern edge of the airport, including nearly one mile of currently developed frontage. Future development in these areas is possible, but is more restricted than in other parts of the city.

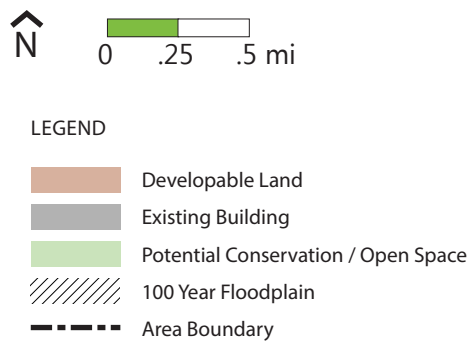
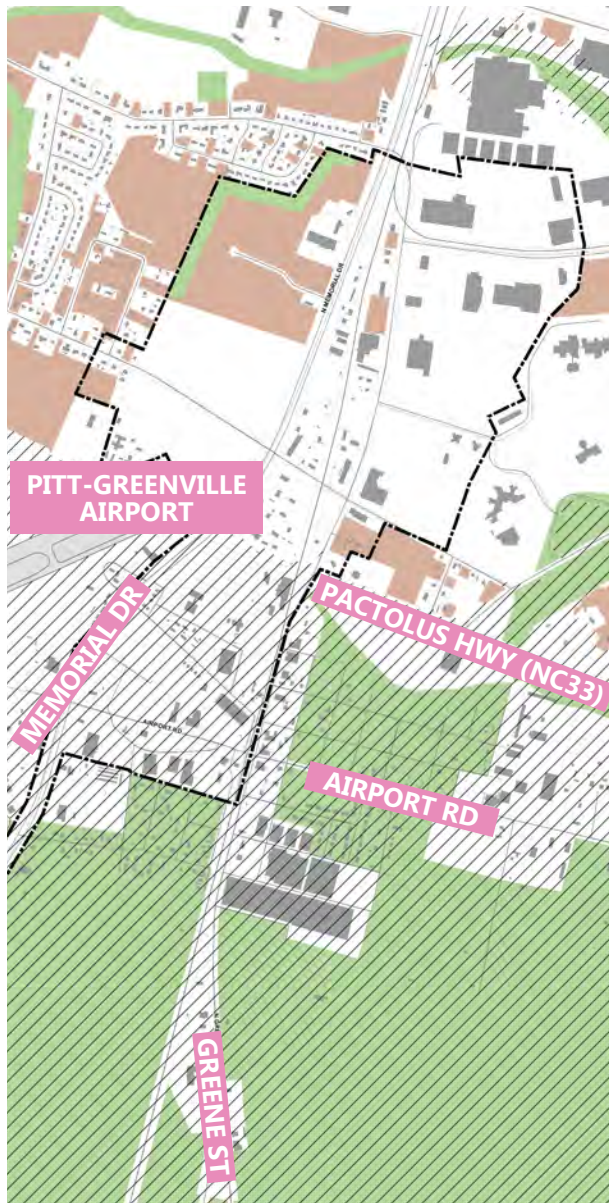
Greenway and trail planning. Greenville's Greenways Master Plan (2004) designates an extensive network of existing and future multi-use trails and urban greenways. Several greenway connections are planned or proposed in this area. One would follow the northern edge of the Tar River's 100-year floodplain east-west through the center of the Airport Corridor Area. Another north of the area would follow a stream corridor east-west through the Industrial Park.

Limited local connectivity. Reinforcing the patchwork character of the corridor today, are the lack of planned development centers with internal circulation. This leads to auto-dependent development styles, e.g. forcing visitors to drive from one use to the next and not allowing uses to share parking lots. Limited internal circulation also increases curb cuts to Memorial Drive, which decreases its daily vehicle capacity while also increasing conflict points—making the road both less pleasant and less safe to travel along.

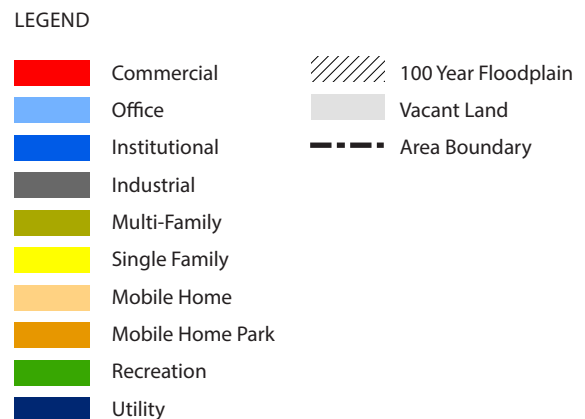


The images above represent the existing character and development pattern along Memorial Drive in the Airport Area. Inconsistent building placement and signage, lack of landscaping and frequent curb cuts are evident. South of the airport entrance has a scenic character as Memorial passes through the Tar River floodplain.

Developable Land



Existing Land Use



THE AREA TOMORROW: OUR INTENT

As a gateway to Uptown Greenville and the Medical Area, the plan for the Airport Area will focus on design improvements to promote positive first impressions of the city and development that supports nearby businesses and residents.

This special area plan is intended to supplement the previously adopted plans for the area with strategic recommendations that are consistent with the overall direction of the Horizons Comprehensive Plan. The following statements describe the overall direction for the area and are depicted conceptually on the adjacent concept diagram. These statements are detailed on the following pages.

LAND USE AND DESIGN DIRECTION: OVERVIEW

1. Improve the character of development along Memorial Drive.

The character of development along the corridor and streetscape elements will work together to create a strong gateway into Greenville. Development along the corridor will have consistent setbacks, signage and landscaping treatment along their frontage, with parking placed behind or to the side of structures.

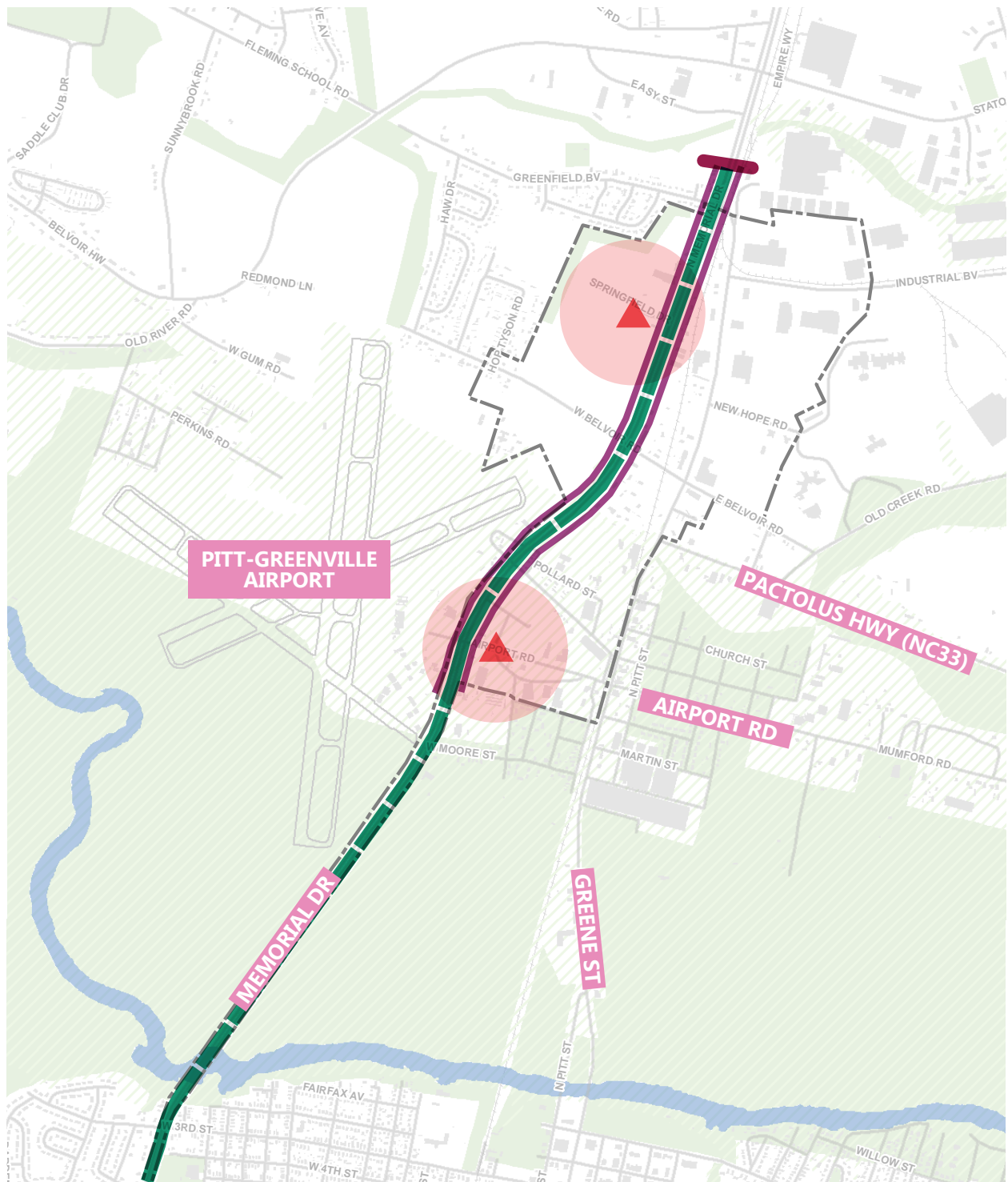
2. Install high-quality infrastructure features and landscaping within the right-of way of Memorial Drive.

Within the right-of-way, streetscape elements will be added that may include lighting or landscaping improvements. A gateway structure such as a bridge or sign will be considered where the new bicycle path connection will cross Memorial Drive.

3. Concentrate future commercial development into two compact nodes, strategically located to leverage the area's opportunities and serve its distinct segments.

Future development of resident and airport amenities, including commercial, multi-family residential and office uses, should occur in two compact development node areas. Internal vehicle and pedestrian circulation should be planned for these areas and focused to minimize curb cuts onto Memorial Drive. The recommended placement of the two development nodes best leverages the disparate interests of the areas stakeholders: maximizing the airport's competitiveness, serving the needs of both long-time and future residents, increasing the economic development potential of the industrial use areas, and protecting the Tar River Floodway.

Concept Diagram



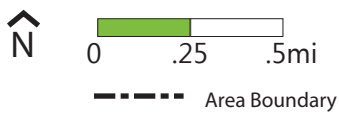
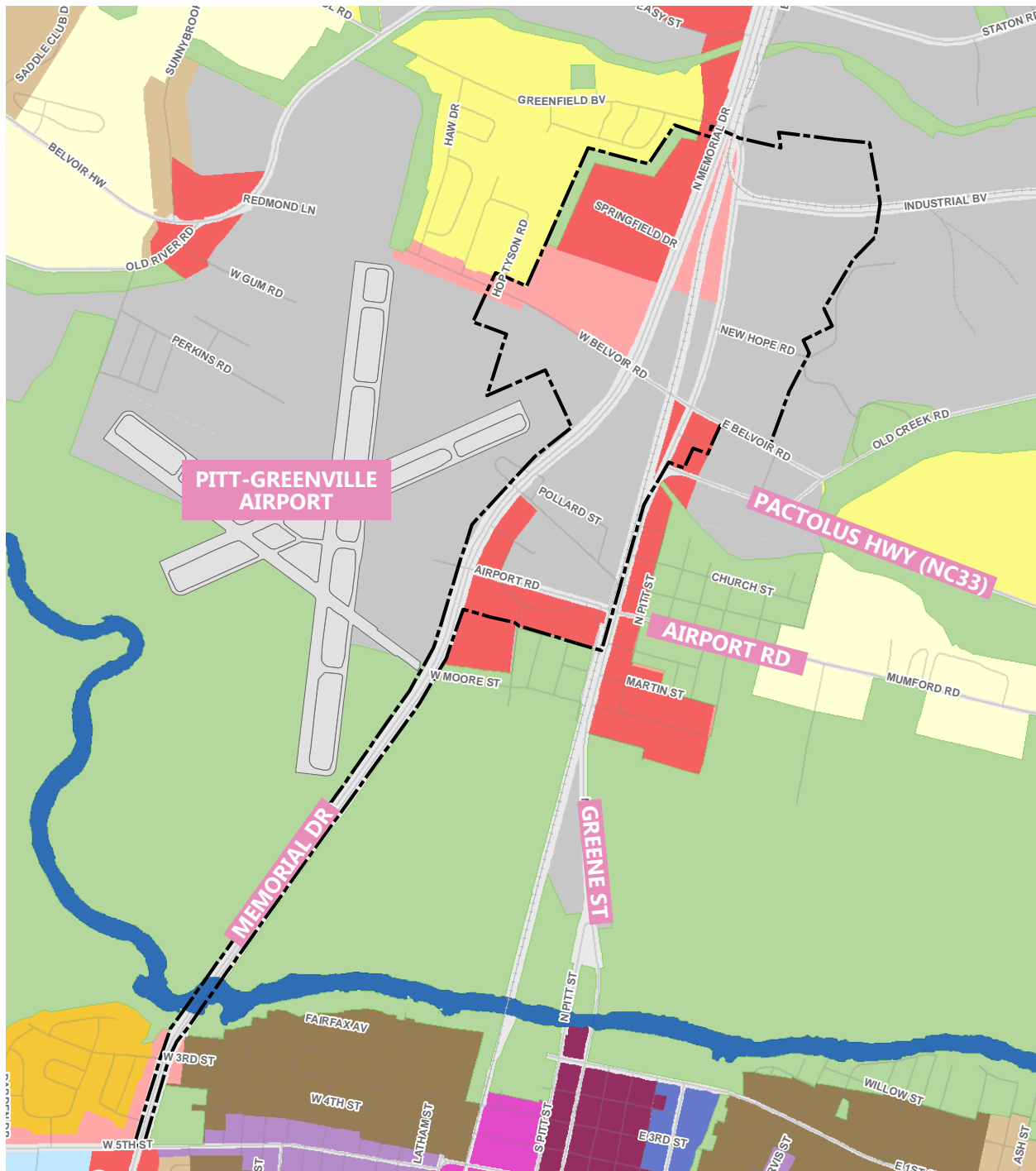
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LEGEND

- Potential gateway element
- Corridor improvements in right-of-way
- Development standards focus area (landscaping, signs, access)

- Development node
- Conservation / Open Space
- 100 Year Floodplain

Proposed Character Types



LEGEND

 Mixed Use, High Intensity	 Residential, Low-Medium Density
 Mixed Use	 Traditional Neighborhood, Medium-High Density
 Commercial	 Potential Conservation / Open Space
 Office / Institutional	 Industrial / Logistics
 Residential, High Density	

LAND USE AND DESIGN DIRECTION: DETAIL

1. Improve the character of development along Memorial Drive.

Design Standards. Implement more rigorous design standards that address the quality, height and placement of signs and landscaping requirements. Consistent design standards along the entire corridor to unify its appearance and help to create a gateway experience.

Setbacks. Align future buildings in a consistent pattern along Memorial Drive. Industrial uses should have larger and consistent setbacks, while the two development nodes with a mixture of commercial and service uses will orient buildings closer to the street. Parking should generally be located behind, or to the side of buildings.

Access Management. Minimize the number and frequency of curb cuts directly onto Memorial to improve traffic flow, safety, and aesthetics. Access points should serve multiple development sites and buildings.

2. Install high-quality infrastructure features and landscaping within the right-of way of Memorial Drive.

Gateway Feature. Incorporate a high-quality gateway feature in the form of a bridge or other well-landscaped Greenville sign at the site where a planned bikeway would cross the corridor at the northern end of the study area. Using the bikeway crossing as a gateway marker reinforces Greenville’s identity as a place that values active recreation and transportation.

Streetscape Improvements. Undertake streetscape improvements including landscaping, lighting and branding (i.e. banners on light posts), and pole-mounted traffic lights should be implemented along the corridor and through the development conservation area.

Stormwater Management. Utilize stormwater best management practices in public and privately implemented landscaping improvements in the area both for aesthetics and to protect the quality of the Tar River waterway. Study the removal of city code barriers to low impact development.



An example of a high-quality and iconic gateway feature



Functional and visually interesting streetscape elements.



Providing landscaped medians can offer stormwater management as well as an opportunity for aesthetic improvements to a vehicular corridor.



3. Cluster future development into two compact nodes, strategically located to leverage the area's opportunities and serve its distinct segments.

Locally Serving Commercial. Within the northern node (at the intersection of Memorial Drive and Springfield Drive) emphasize commercial uses near the corridor that would primarily serve nearby workers or visitors. Within the site to the west, emphasize non-commercial uses appropriate for proximity to the airport such as hotels.

Airport Entry Development. Within the southern node at the intersection of Memorial and Airport Road, establish a gateway intersection across from the airport entrance. Emphasize locally-serving commercial uses at the most visible locations while further to the east, emphasize airport support uses and logistics. Most of this location is within flood prone land which involves hazard mitigation such as special site and building design requirements including ground-floor elevation or flood-proofing.

Guide the form and the mix of uses of new development. Setbacks along Memorial may be greater than those along other minor streets, but buildings should be oriented near the street with parking positioned to the side or rear of buildings. Landscaping should be emphasized as well as consistent sign treatment and lighting within sites. Internal vehicle circulation should be planned and opportunities for shared access points should be encouraged to minimize the number of curb cuts on Memorial Drive. Sites should be designed to be internally walkable (park-once design) with designated walkways for pedestrians linking buildings and parking areas. Likewise with greenway connections planned in the area, new development should consider the needs of bike users.

Memorial Drive and Springfield Drive



Existing



Proposed

Memorial Drive and Airport Road



Existing



Proposed

PRECEDENT
GAHANNA, OHIO

US-62, the gateway corridor into Gahanna, Ohio, has very similar features to Memorial Drive in the Airport Area. This corridor transitions over the course of one mile from a six-lane Interstate Highway (I-670), to a major 4-lane thoroughfare that crosses the Big Walnut Creek before entering the city's downtown.

Differing conditions along the corridor are unified by the median treatment, branding signs and lighting.

Development adjacent to US-62, including residential and industrial uses (such as a mulch distributor) are screened from view with landscaping. Commercial development is clustered at nodes and utilizes internal circulation and shared access points rather than direct access to the corridor.



STREETSCAPE RENDERING



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Appendix

Special Area Plan: Medical Area

PUBLIC REVIEW DRAFT JUNE 14, 2016





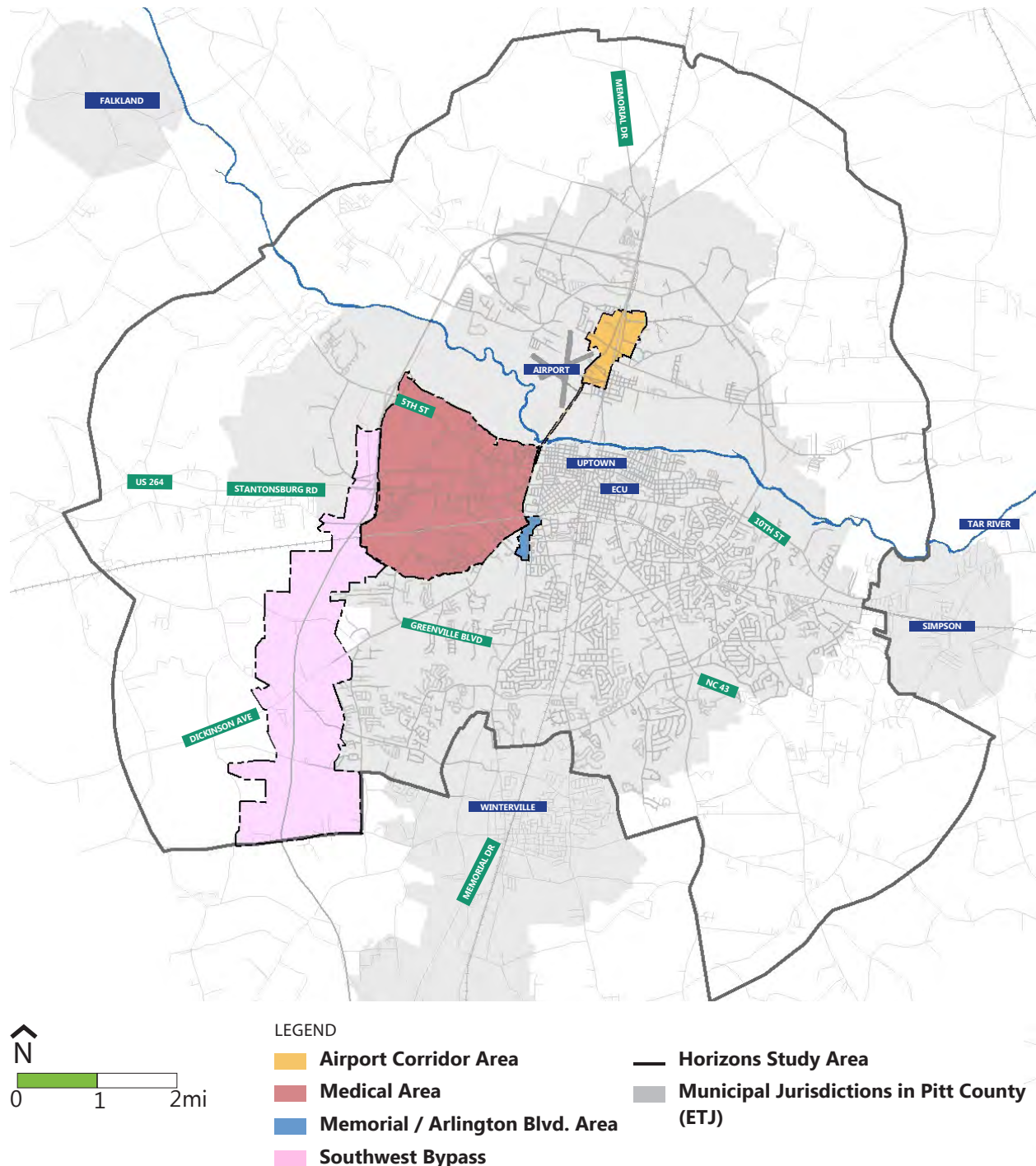
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SPECIAL AREA PLAN: MEDICAL AREA

Anchored by Vidant Medical Center and East Carolina University's Health Sciences campus, the medical district and surrounding area have long been a focus for planning in Greenville. This special area plan builds on those past plans and offers strategies to guide the area's growth and enhance its economic viability.

THE AREA TODAY: KEY FINDINGS

The following points summarize the findings of public and stakeholder input, review of past plans, and technical analysis.

A regional economic engine: The medical area includes approximately 3,700 acres in the western portion of Greenville. It is bounded to the north by the Tar River, to the south by Greens Mill Run, to the west by the US-264 Bypass and to the east by Memorial Drive. At the center of the area is Vidant Medical Center and East Carolina University's Health Sciences campus, which are distinct but adjacent campuses. These institutions and the related businesses which have developed in the area compose an employment center of unparalleled importance for the region.

A gateway to Greenville: While the area is a destination on its own, it also serves as a gateway to Uptown Greenville from the west along US-264.

A legacy of planning: There have been several land use plans for the Medical Area which have guided this plan. Most significant are the *Medical District and Environs Land Use Plan (1993)*, which provided the vision underlying the city's planning for the area, and the *Medical District Land Use Plan Update (2007)*, which recommended specific changes to the city's future land use map based on conditions at the time.

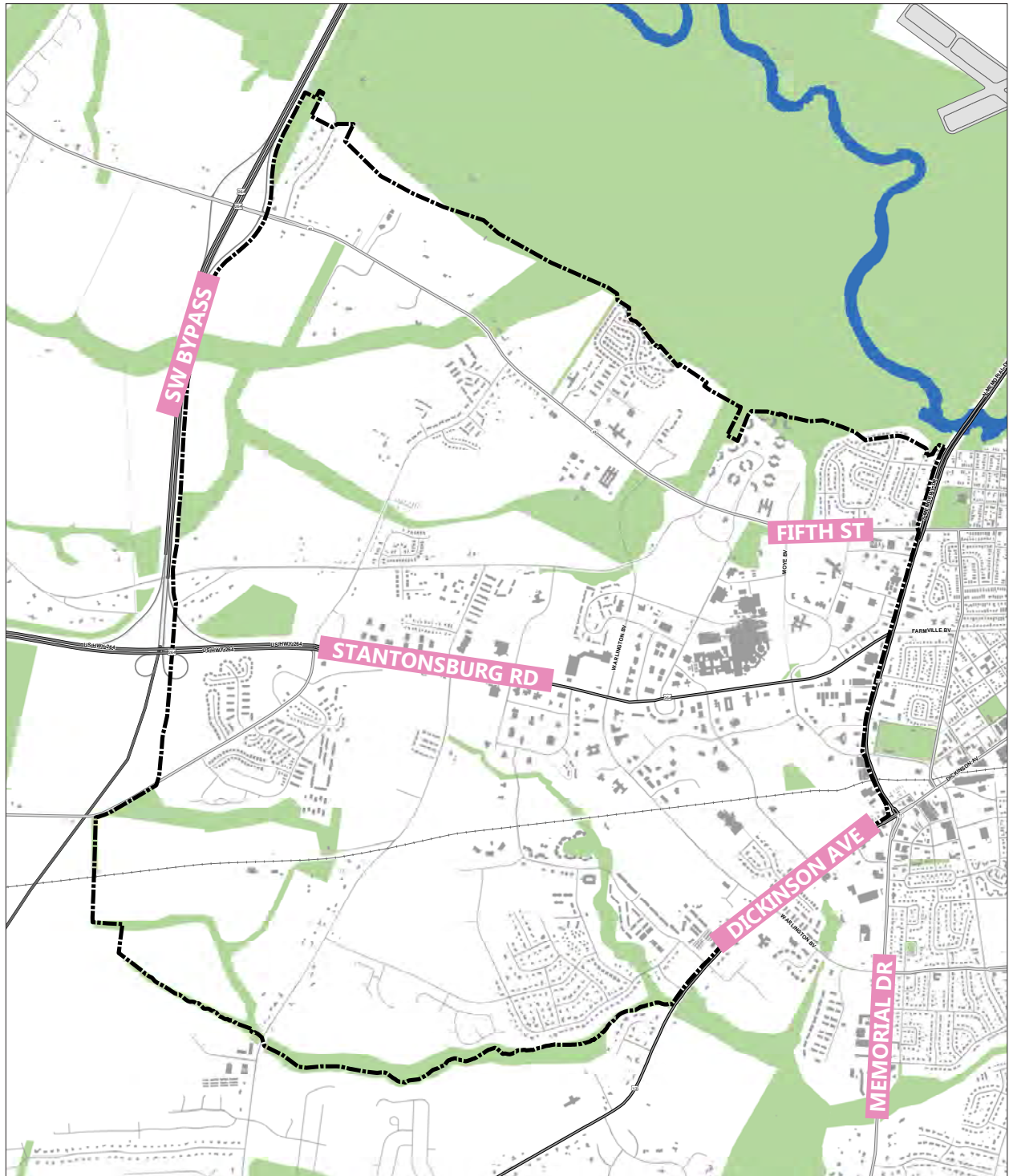
Changing Market Conditions: The medical area has long been a successful economic driver for the city and has been well-served by past plans. Those plans have generally tended to focus on promoting the core medical and institutional focus, creating a district that, like many once successful suburban office parks, is primarily single-use and primarily accessible by car, with little emphasis on integrating work, services, and housing. In the last decade, and especially since the 2008-09 recession, a new paradigm has emerged. Increasingly businesses are finding that their work forces, particularly those highly skilled workers, prefer to be in places that integrate work, living, daily services, recreation, and entertainment. In response to this national trend, highly competitive employment districts within North Carolina and across the country are adapting to become more compact, walkable, transit-accessible, and mixed-use.

KEY TERMS IN THIS SECTION

Medical Area. The planning area for this special area plan.




Medical District. The area generally recognized as Vidant Medical Center, ECU's Health Sciences Campus and surrounding medical office development.

Existing Context Map

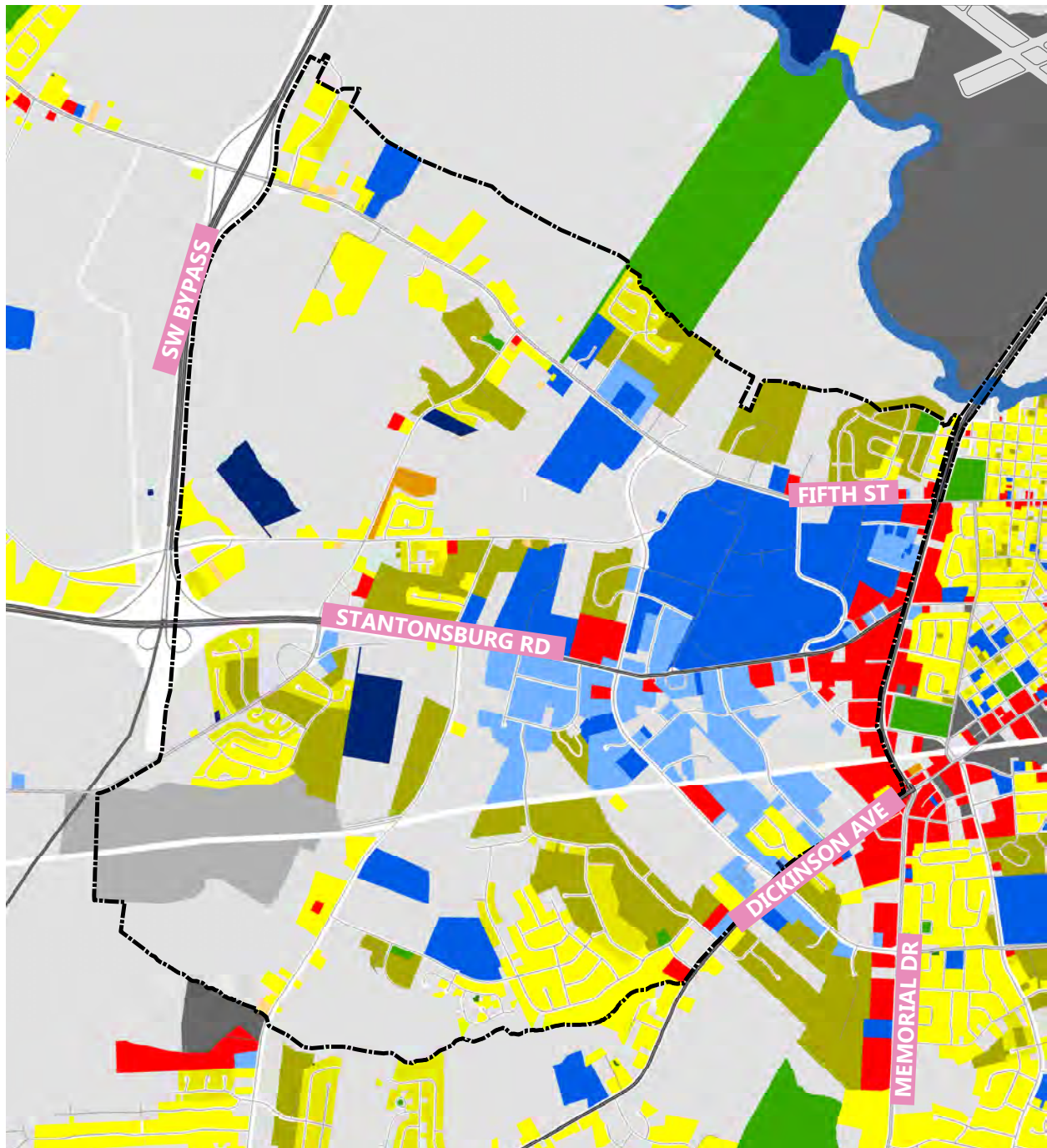


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LEGEND

-  Area Boundary
-  Existing Building
-  Potential Conservation / Open Space

Existing Land Use



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--- Area Boundary

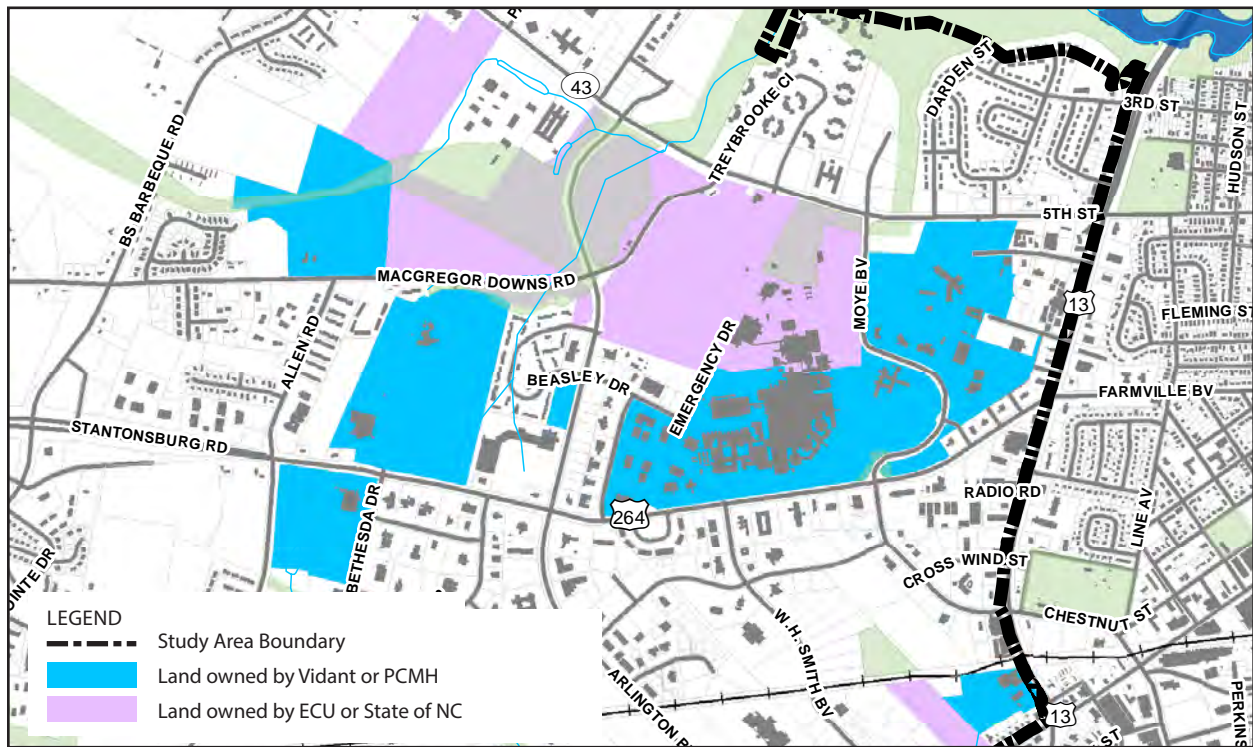
LEGEND

■	Commercial
■	Office
■	Institutional
■	Industrial

■	Multi-Family
■	Mobile Home Park
■	Single Family
■	Recreation

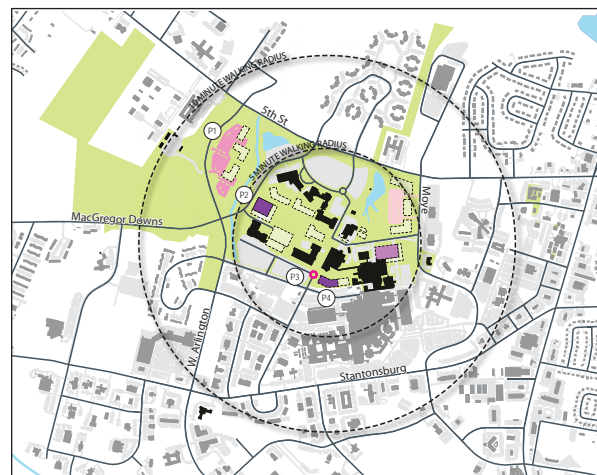
■	Cemetery
■	Utility
■	Landfill
■	Vacant Land

Institutional Land Owners



Institutional influence: The two largest land owners in the area are Pitt County and the State of North Carolina. This land is occupied by the two largest institutions and largest employers in the region. While this land is not subject to property taxation, these institutions have a positive effect on the current value and future potential of the surrounding area.

ECU campus expansion plans: A *Campus Within Context, A Comprehensive Master Plan for East Carolina University (2012)* outlines a framework for future development of the Health Sciences Campus. The area is intended to accommodate growth in academic, medical services, special uses, student life, and offer supportive services (such as dining). The arrangement of these uses maximizes proximity to Vidant Medical Center with new buildings and parking structures replacing many existing surface parking areas. A Millennial Campus is designated west of MacGregor Downs Road to facilitate partnerships between ECU and private companies working on biomedical research.



Illustrative master plan for ECU's Health Sciences Campus shows parking lots replaced by new buildings and parking structures.

Limited amenities proximate to employees:

While this area has the largest concentration of employment in the region, there are relatively few nearby amenities for workers and visitors. Stakeholders expressed a desire for more dining options, small-scale retail services, as well as more hotels to serve the many visitors to the Vidant Medical Center and the ECU campus. These stakeholders stressed that convenient access to these amenities is important – access that would not require a car trip. There is one existing commercial node within the Medical Area today, located at Stantonsburg Road and Arlington Boulevard, and a few hotels and restaurants elsewhere in the area. The perception that the medical area is underserved by supporting uses is rooted in the form and pattern of development. The large land area covered by the medical core, the road network of high-capacity thoroughfares and long blocks, and the fact that buildings are set back from the street behind parking lots, all work to discourage walking in the area despite the presence of sidewalks.

Limited accommodation for alternative transportation (walking, biking, transit):

Recent studies have shown a clear preference among today's largest demographics for places that offer the ability to walk, bike, and access transportation modes other than personal vehicles. Like much of Greenville beyond Uptown, the facilities for such transportation alternatives are very limited in the Medical Area. The sidewalk network is incomplete, with many developments (including residential) lacking sidewalks. Where roads do have sidewalks, they are often located very close to traffic lanes, which makes for an uncomfortable pedestrian experience. Roads also lack dedicated bike lanes or designated routes, and most developments do not include facilities for bike parking. In spite of these unfavorable conditions, pedestrians and cyclists can regularly be seen in the area. The area is also served by several bus transit systems including Pitt County's GREAT system, ECU's Transit, and Vidant's NextBus. Stakeholders expressed concern that these systems are duplicative and thought they could be better coordinated and easier for people to understand.



Stantonsburg Road at WH Smith Boulevard, looking east



Stantonsburg Road east of Moye Boulevard, looking east

Treybrook Circle looking north from Fifth Street



NC 43 (Fifth Street) looking west



WH Smith Boulevard looking north toward Stantonsburg Road



THE AREA TOMORROW: OUR INTENT

As a vital economic engine for the city, the plan for the Medical Area will reinforce the growth of medical and related institutional uses while strengthening the area's overall competitiveness by adapting to changing market conditions and strengthening the built environment.

This special area plan is intended to supplement the previously adopted plans for the area with strategic recommendations that are consistent with the overall direction of the Horizons Comprehensive Plan. The following statements describe the overall direction for the area and are depicted conceptually on the adjacent concept diagram map. These statements are detailed on the following pages.

LAND USE AND DESIGN DIRECTION: OVERVIEW

1. Within the medical core: Maintain the primacy of medical uses while encouraging more efficient and intense development.

Growth of medical, institutional and related office uses will be encouraged to occur primarily through infill development and redevelopment on existing sites utilizing multi-story buildings and minimizing surface parking in favor of parking structures or shared off-site shuttle lots. While medical is the primary use, it should not preclude the development of limited commercial services should they enhance the core.

2. Provide additional amenities for visitors and employees such as locally-serving retail, accommodation, restaurants and services.

While the area known as Medical Transition that surrounds the Medical Core will emphasize uses that benefit from proximity to the major institutions (office, research and medical), integrating a greater mix of uses is key to district's long-term health.

3. Encourage the development of mixed-use activity centers at nodes dispersed through the area.

At key nodes, mixed-use centers will integrate places to live, work, and shop in a walkable configuration. Typical of these activity centers is a vertical mixing of uses where multi-story buildings include office or residential above ground-floor commercial space.

4. Encourage development patterns that better balance the needs of pedestrians, bicycles, and vehicular traffic.

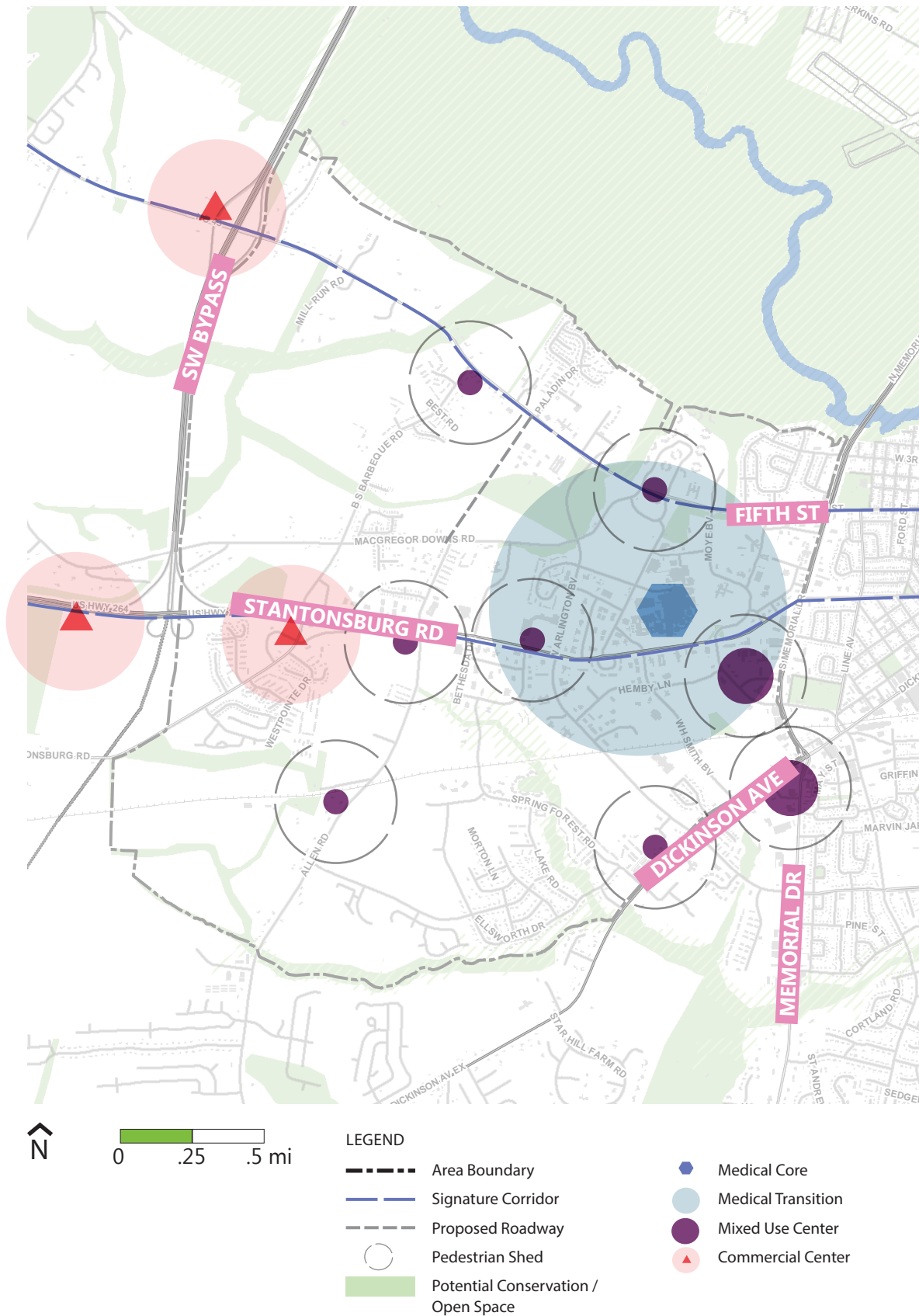
Future development throughout the area will take a more compact form, with multi-story buildings placed nearer to the street and clustered with shared parking located between or behind buildings. Neighborhoods should be connected to each other and to activity centers through multiple street connections with sidewalks.

OTHER RECOMMENDATIONS

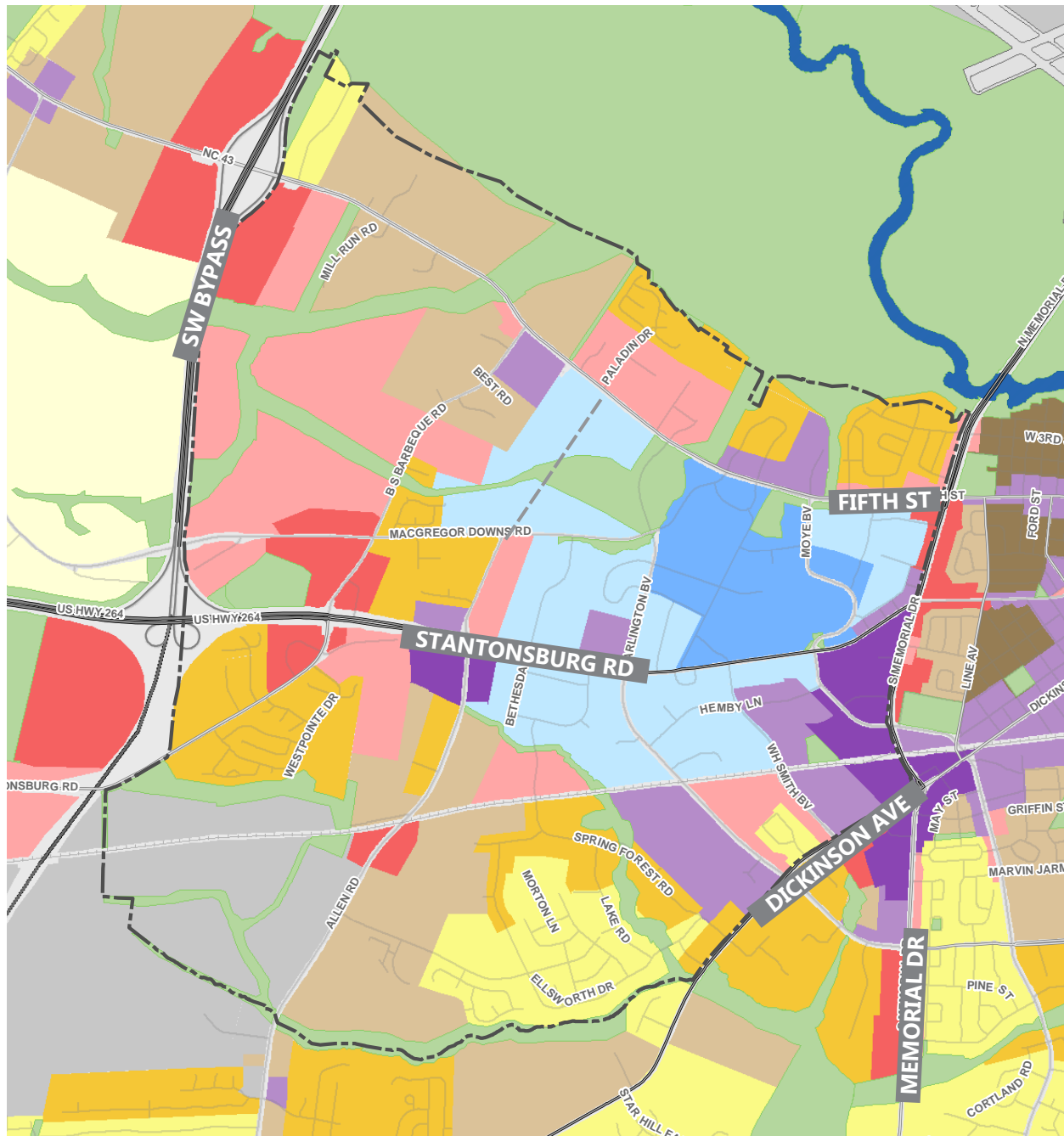
5. Improve transit service frequency, accessibility, and connectivity with other centers within Greenville.

6. Leverage the collaborative efforts between Vidant Medical Center, ECU, and PCC to develop a medical research park or innovation district within the area.

Concept Diagram



Proposed Character Types



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LEGEND

- Mixed Use Center, High Intensity
- Mixed Use Center
- Commercial Corridor
- Office / Institutional Corridor
- Residential, High Density
- Area Boundary
- Proposed Roadway

- Residential, Low-Medium Density
- Traditional Neighborhood, Medium High Density
- Uptown Neighborhood
- Medical Core
- Medical Transition
- Potential Conservation / Open Space
- Industrial / Logistics

LAND USE AND DESIGN RECOMMENDATIONS: DETAILS

1. Within the medical core, maintain the primacy of medical uses while encouraging more efficient and intense development.

Increased Density: Encourage greater utilization of land within the medical core by supporting a combination of an increase in building height, reduced building and parking setbacks, and flexible parking requirements.

Structured Parking. Encourage surface parking to be located primarily at the outer edges of the Medical Area while accommodating parking within the core primarily through structures. Encourage parking needs to be met through off-site shuttle lots.

Pedestrian Connections: Encourage pedestrian connections and bike facilities within the Core. ECU and Vidant Medical Center should coordinate development to ensure that pedestrian infrastructure within their campuses is well connected.

2. Provide additional amenities for visitors and employees such as locally-serving retail, accommodation, restaurants and services.

Support Uses: Encourage more support uses proximate to the medical core including the “medical transition” character area. Such uses should be secondary to the medical office and institutional emphasis of the area.

3. Encourage the development of mixed-use activity centers of various scales at key nodes dispersed throughout the area.

Integrated Places: Create mixed-use centers as indicated on the Future Land Use and Character map each could contain places to live, work, and shop integrated in a walkable pattern. These centers may include an integrated mix of building types and uses (residential, office, and retail etc.) and could include vertically mixed buildings that generally include commercial on the ground floor and office space or residential on upper floors.

Proximate Pedestrian Infrastructure: Prioritize areas within one-quarter to one-half mile from each mixed use center for initial improvements to pedestrian infrastructure (sidewalks, lighting, crossings) to encourage walking.

PRECEDENT:
MIXED-USE DEVELOPMENT ADJACENT TO A MEDICAL CAMPUS

Erwin Road, a major corridor around Duke University Medical Center has been undergoing redevelopment in recent years in response to changing market conditions. The new development offers a range of mixed-use buildings. The new development illustrates the potential for new types of uses and development patterns near Greenville's Medical Core.

Erwin Terrace offers office space above ground-floor commercial. There is a generous setback (40 feet) from Erwin Road, which is used for a prominent landscape feature and outdoor dining. Parking is accommodated in a surface lot behind the buildings.



Trinity Commons offers residential apartments above ground-floor retail space. Parking is accommodated in a centrally located garage which is screened by retail liner buildings.



4. Improve connectivity and safety for pedestrian, bicycle and vehicular traffic.

Street Pattern. Improve connectivity by developing a more connected grid-like street pattern throughout the area, ensuring that adjacent development sites are connected through shared vehicular and pedestrian access, and designing streets to balance the needs of various users.

Connections. Make multi-use connections to the previously proposed greenways. This will provide a recreational amenity for area residents as well as offering an alternative mode of commuter transportation.

Complete Streets. Design new roadways as complete streets with street parking and pedestrian crosswalks. These measures and others will lend towards a slower traffic pattern, promoting walkability especially in the medical campus core.

Road Diet. Implement a “road diet” on portions of Stantonsburg Road between Arlington and Memorial Boulevard that could include narrowing traffic lanes, wider sidewalks, crosswalks, pedestrian refuge islands, landscaping, or dedicated bike lanes. Numerous studies have indicated that streetscape improvements that balance the needs of all users strongly correlate to decreases in accidents and fatalities. See Chapter 2: Enhancing Mobility for further information on this topic.

Sidewalks. Add sidewalks in the medical transition areas that connect to the medical campus and allow for safer routes.

An example of an arterial roadway after a “road diet” and streetscape improvements such as wide sidewalks, crosswalks, pedestrian islands, and access management.



Central Ohio Greenways offer trails intended for recreation and commuting covering over 125 miles throughout the region.



Midtown Greenway in Minneapolis, Minnesota utilizes an existing rail bed to connect population and employment centers.



The Indianapolis Cultural Trail seamlessly connects neighborhoods, cultural districts and entertainment amenities while serving as the downtown hub for central Indiana’s vast greenway system.



5. Improve transit service frequency, accessibility, and connectivity with other centers within Greenville.

Transit Service. Expand and coordinate existing transit service to connect activity centers within the Medical Area with other destinations throughout Greenville. With three existing bus systems serving the area, there is likely opportunity to better coordinate the services or provide potential users with information that will make using the systems easier. These systems currently utilize GPS technology to provide on-demand schedule updates and bus locations for riders. Addressing perceptions about the existing transit system may involve marketing.

6. Leverage the collaborative efforts between Vidant Medical Center, ECU, and PCC to develop a medical research park or innovation district within the area.

Medical Research Park. The idea for a medical research park has been recommended in past plans, most recently in the city's 2013 economic development strategy. Such a development would give the Greenville much needed product for pharmaceutical and medical products manufacturing, and related research in and near a research and healthcare environment.

Partners. The city should engage private and public partners to assess the feasibility and location of a research park or more broadly defined innovation district within the Medical Area.

STREETSCAPE RENDERING





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Appendix

Special Area Plan: Memorial Drive / Arlington Blvd. Area

PUBLIC REVIEW DRAFT JUNE 14, 2016





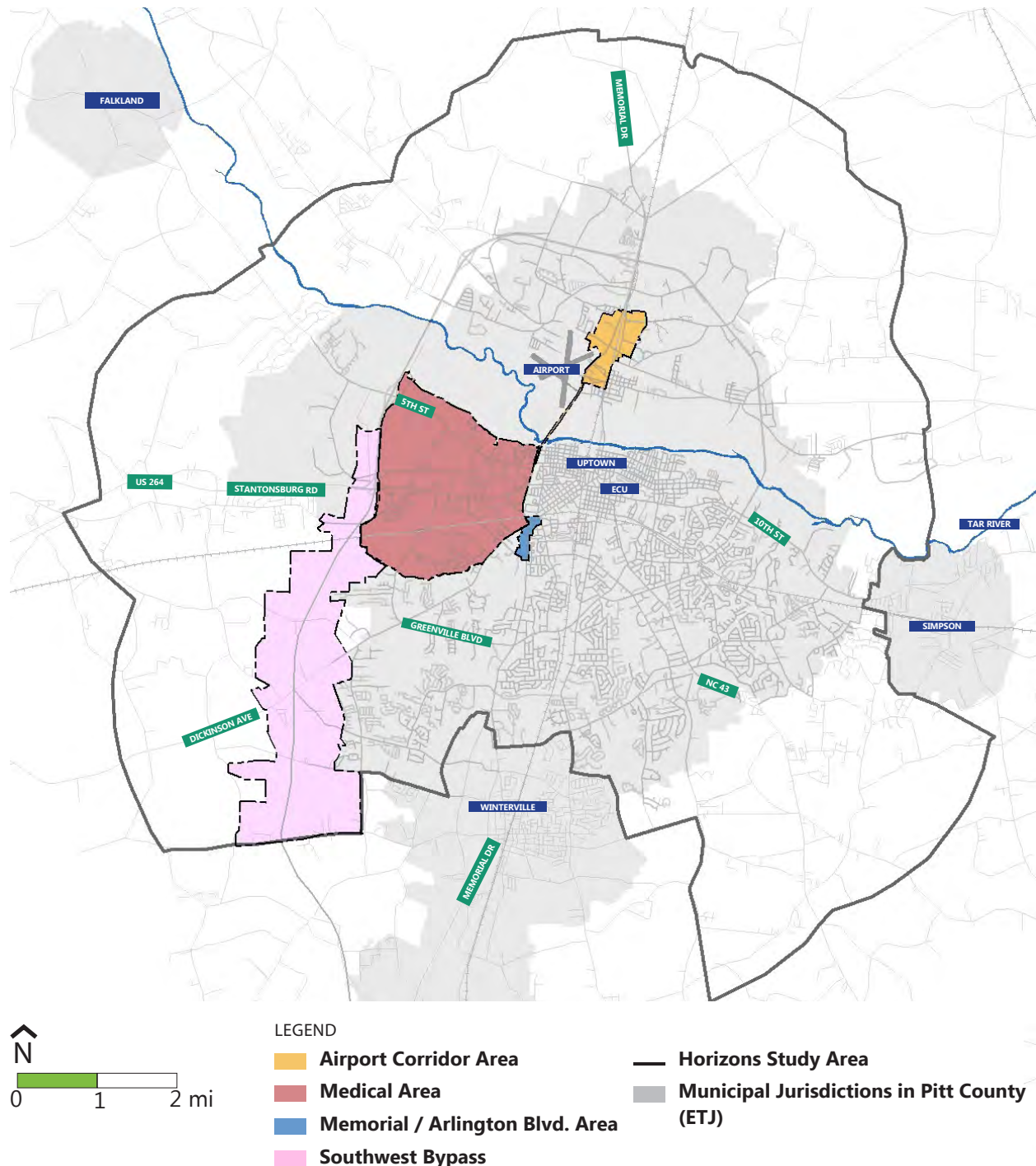
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SPECIAL AREA PLAN: MEMORIAL DRIVE / ARLINGTON BOULEVARD AREA

Memorial Drive, between Arlington Boulevard and the railroad tracks, contains a wide range of uses from industrial to small lot single family residential. This special area plan aims to expand upon the diversity of uses to provide more opportunities along the corridor. Strategies will be presented to connect with surrounding communities and provide a sense of place to Memorial Drive.

THE AREA TODAY: CONTEXT

A well traveled corridor. The planning area (Memorial and Arlington Blvd. Area) includes roughly 82 acres and is located just over a mile southwest of Greenville's Uptown core. There are several major arterial roads converging in this portion of town including; Arlington Boulevard, Hooker Road, and Dickinson Avenue. Arlington Boulevard being the most traveled with an average of 30,000 vehicles per day using one of the few east-west connections in the city. Being strategic about what happens along this well traveled portion of town will be important for the growth of Greenville and offer an opportunity to connect with the several residential neighborhoods located on these roadways.

Underutilized land use pattern. Most of the land in the area has existing development, but many of the parcels are underutilized or underperforming, with several buildings that appear to be vacant.

Abrupt transition in land use and pattern. Memorial Drive currently draws a clear division between the neighborhoods of Carolina Heights, Greenbrier, Hillsdale and Tucker Circle to the east and the commercial establishments on the west side of the road. Residential lots on the east side of Memorial present a development challenge due to their relatively shallow depth of 140 feet.



Existing Aerial



Limited street network. Driving is required to travel from one parcel to the next as north-south connectivity is directed on to Memorial Drive. A majority of the commercial facilities feature large surface parking lots fronting the roadway with structures set back. This auto centric layout is a mismatch to the single family residential homes with individual curb cuts on the opposite side of the street. In a similar fashion, as the neighborhoods end to the north, the setbacks again increase with the commercial and industrial developments having a vast amount of impervious surface per parcel.

Absence of pedestrian infrastructure.

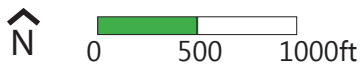
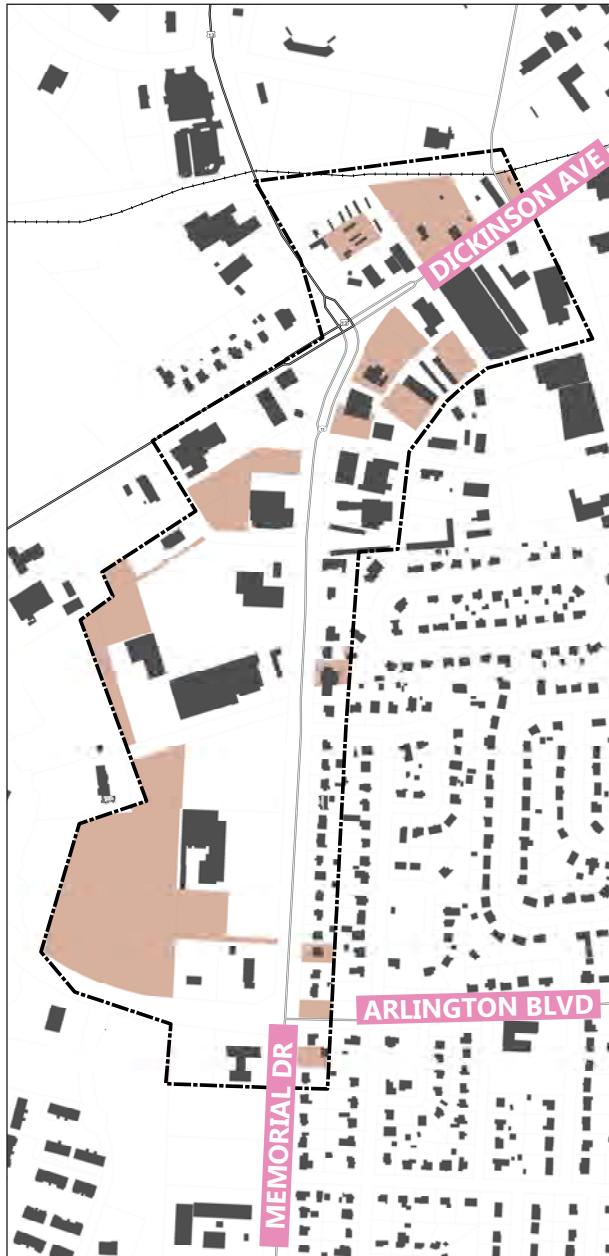
Only one of the roughly 100 parcels has a sidewalk. The lone parcel's pedestrian pathway does not connect to anything. Providing sidewalks and connections to the previously proposed city greenways will increase pedestrian interaction for both the area neighborhoods and local businesses. The wide existing thoroughfares are perceived unsafe for crossing and discourage walking.

Large lot sizes. Many of the parcels outside of residential land use feature lot sizes over one acre. With the largest being nearly nine acres. The large lots include a large percentage of surface parking with buildings typically sitting away from Memorial Drive.

Road safety. Current roadway conditions in the area are prone to accidents of both vehicular and pedestrian nature. Wide roadways with high speed design standards have inherently increased traffic. The excess amount of curb cuts along the corridor create more entry points to Memorial Drive as well.



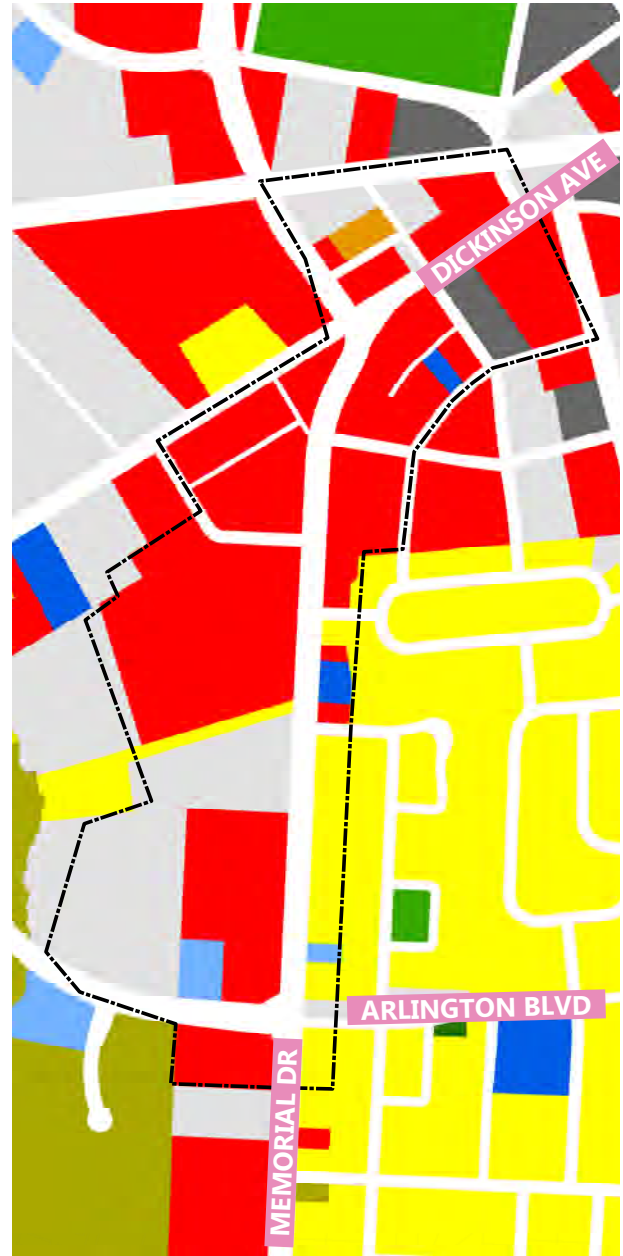
Developable Land



LEGEND

- Developable Land
- Existing Building
- Area Boundary

Existing Land Use



LEGEND

- Commercial
- Office
- Institutional
- Industrial
- Multi-Family
- Single Family
- Recreation
- Cemetery
- Vacant Land
- Area Boundary

THE AREA TOMORROW: OUR INTENT

As a major crossroads linking the Medical Area with Uptown Greenville, the Memorial / Arlington area plan envisions more intense redevelopment with a mix of uses in a more walkable environment and serves as a demonstration of the potential for other similar areas within the city.

The following statements describe the overall direction for the area and are depicted conceptually on the adjacent concept diagram. These statements are detailed on the following pages.

LAND USE AND DESIGN RECOMMENDATIONS: OVERVIEW

1. Encourage mixed-use development at increased intensities.

Future development within the planning area should aim towards a higher density with a vertical mixing of uses. Proposed buildings should relate to the street with parking shared between facilities. Focus will be placed on the establishment of street corners and placing parking interior or behind structures. This will afford pedestrians the right-of-way and promote interaction within the community.

2. Improve pedestrian and vehicular safety.

Proposed buildings should relate to the street with parking shared between facilities. Adding medians along Memorial Drive will allow pedestrians to more safely cross streets, connecting future development with the residential communities to the east. Sidewalks and non-automotive corridors throughout proposed development will allow for safe travel not currently afforded.

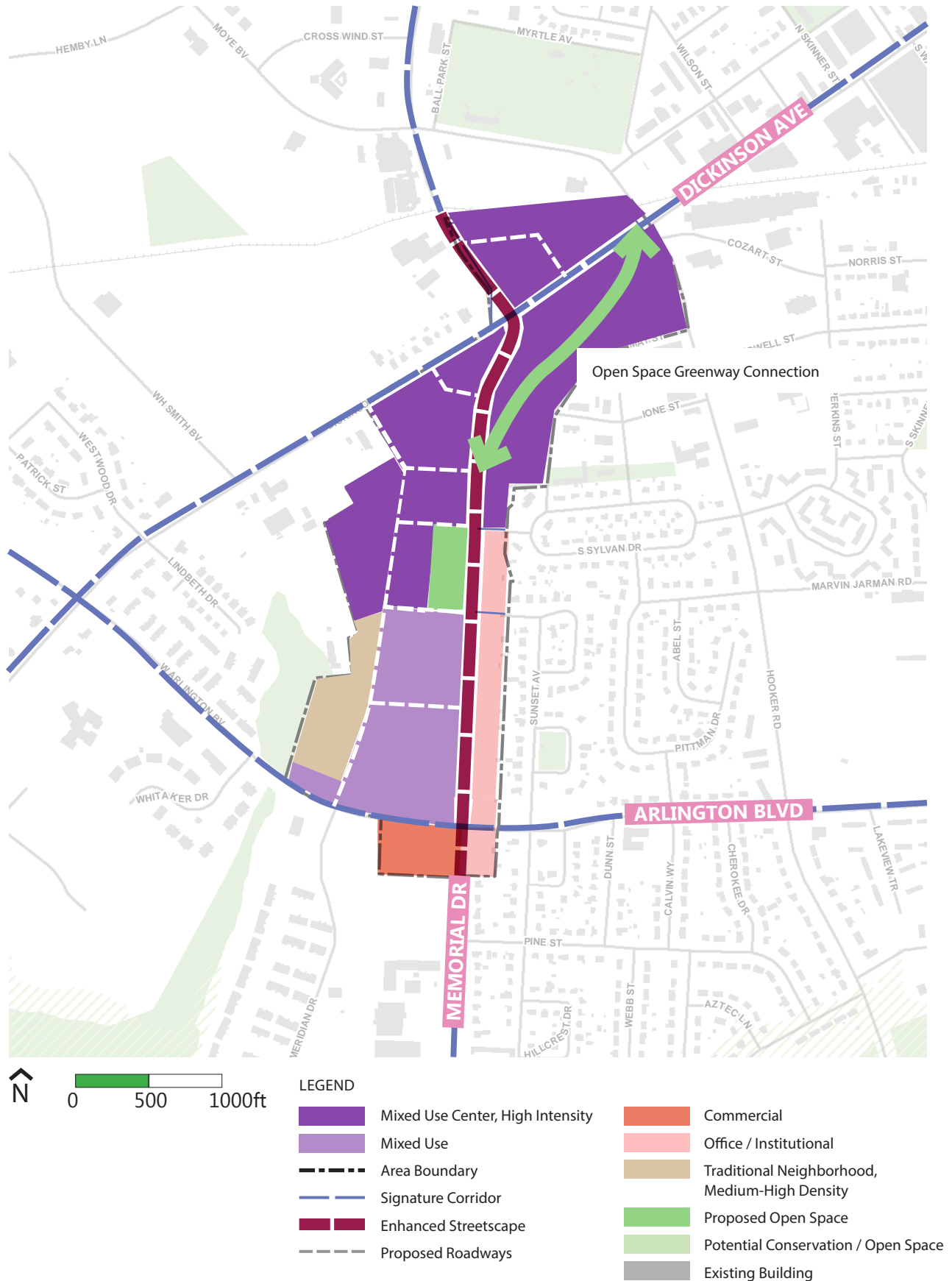
3. Increase connectivity for pedestrian, bicycle and vehicular traffic.

Developing a more grid-like street pattern throughout the area will ensure that adjacent development sites are connected through shared vehicular and pedestrian access, and designing streets to balance the needs of various users. These measures will slow traffic by providing a more enclosed space and will reduce the amount of curb cuts which currently exist. Connections should be made to the previously proposed Hooker Road greenway as well as connecting to the future Green Mill Run greenway via the north-south stream adjacent to the planning area.

4. Define a streetscape experience (buildings, lighting, landscaping, signage).

Creating a specific design standard for future development will provide a consistency in building and streetscape aesthetics throughout the area. This will add character and provide a transition to the architecture of surrounding areas. Consistency with streetscape design and open spaces will unite the proposed developments into a neighborhood.

Concept Diagram



Development Concept

This conceptual development design illustrates an improved road network and the pattern of the character types applied to the study area. An improved intersection at Memorial and Dickinson would ease traffic and provide a node of interest. The concept shows a maximum capacity and is not meant to reflect current market demand. As investors consider the area, proposed development should align with the character, form, and intensity presented.



LAND USE AND DESIGN RECOMMENDATIONS: DETAILS

1. Encourage mixed-use development at increased intensities.

Vertically integrate uses within future development. In addition to a mixing of uses horizontally, stacking residential on commercial office space for example activates the area throughout a single day. As described in the character type definitions, the area shown as Mixed Use Center, High Intensity (MUHI) should have the most intense development with average building height of 3-4 stories transitioning to 2-3 stories within the Mixed Use Center and Traditional Neighborhood, Medium-High Density (TNMH) types.

Public Realm Interaction. Align buildings with street corners and minimize setbacks to engage with the street. Allow businesses to interact with the streetscape through sidewalk patios for example to capture a walking audience.

Central Open Space. Provide a central gathering area and recreational connection to offer a civic space in the area and connect the existing greenway network to Guy Smith Park. The central gathering space could be used for formal functions such as concerts or holiday celebrations.

Diversity of housing options. A variety of higher density residential types are recommended for the far west of the study area in the Traditional Neighborhood, Medium-High Density (TNMH) character areas. These housing types may include townhomes (individual dwellings attached on one or two sides) or multi-unit buildings that will vary in size and price-point.

Small mix of uses east of Memorial. The shallow lots fronting on the east side of Memorial could support a variety of smaller format uses. Those sites would be most viable if improvements were made to the design of Memorial (see following recommendations). Small format office, institutional and small mixed-use structures could be built with parking behind the structures. These sites could also support compact residential types such as townhomes.



Images represent the mixing of uses both vertically and horizontally and providing public open space throughout development.

As well as a variety of housing options at different densities and typologies.

2. Improve pedestrian and vehicular safety.

Shared Parking. Allow for sharing of parking between users and between different peaks of use throughout each day/week. Structured parking and street parking will be important in this strategy. When there is surface parking it will be masked by structures and placed at the rear, promoting walkability.

Memorial Drive Medians. Install medians along Memorial Drive to allow pedestrians to more safely cross the roadway. The medians provide traffic calming for the vehicles traveling the corridor each day and allow a physical connection to be made with the residential communities to the east of Memorial Drive.

Minimize Curb Cuts. Minimize the use of curb cuts for individual sites, thereby reducing the frequency of potential pedestrian-vehicle conflicts. Instead provide shared access points that serve multiple buildings.

Increase Sidewalks. Sidewalks should be designed to buffer pedestrians from vehicular traffic by landscape treatments and/or by utilizing on-street parking (east-west streets).

3. Increase connectivity for pedestrian, bicycle, and vehicular traffic.

Street Pattern. Create a more street connections to allow for easier access for both pedestrians and vehicles. This street pattern should be reinforced by buildings fronting the street and creating visual corridors. Future streets will be designed to balance the needs of pedestrians, cyclists, and drivers alike.

Neighborhood Connections. Connect to surrounding neighborhoods through a modified grid-like street pattern. With an additional north-south roadway, pressure on Memorial Drive will be on relieved for trips within the area.

Greenway Connections. Provide connections to the previously planned Hooker Road greenway as well as to Green Mill Run. Green Mill Run could be accessed via the north-south stream adjacent to the planning area. The recreational connection to both greenways and the surrounding public parks will be an important asset to the residential community which will be added through development.



Above image represents retail wrapping a parking garage structure with mixed-use buildings facing the street.

The image at right is an example of a formal open space that is designed as a pedestrian and bicycle connection through the development.



4. Refine streetscape experience (buildings, lighting, landscaping, signage).

Design Standards. Develop a clear set of design standards for future development. These standards will provide guidelines for building materials, sidewalk widths, building setbacks, parking strategies, tree planting requirements and more. Establishing these standards early in the process will enhance the unity of the neighborhood.

Street Design. Design streets to include on-street parking and curb bump outs to accept pedestrian crosswalks, modeling after a complete streets approach.

Street Trees. Street trees will be added and provide several uses within the public street realm. They soften the surrounding streetscape materials and offer shade for traveling pedestrians. Trees also give pedestrians a physical barrier to vehicular traffic and provide solar insulation to adjacent structures.

Green Space. The addition of an open space and street trees will provide a transition to the surrounding residential areas and stream corridors. Current conditions offer limited foliage with surface parking as the street's main facade.

Open Space Stormwater Management. Provide public green space to serve both an aesthetic and practical purpose. Green space is an effective method of storm water management in urban areas. Increasing the amount of permeable surface for groundwater penetration will reduce the need for retention basins.

Sign Standards. Building upon the city's graphic regulations, the area should use consistent signage as a component of the area's branding. Such signage will include street signs, store location maps, parking, etc.



Consistent lighting with daytime interest adds function and aesthetic appeal to a vehicular corridor.

Image at left displays traffic calming, street vegetation, site furnishings, and buildings interacting with the street.

STREETSCAPE RENDERING





10d

Appendix

Special Area Plan: Southwest Bypass Area

PUBLIC REVIEW DRAFT JUNE 14, 2016





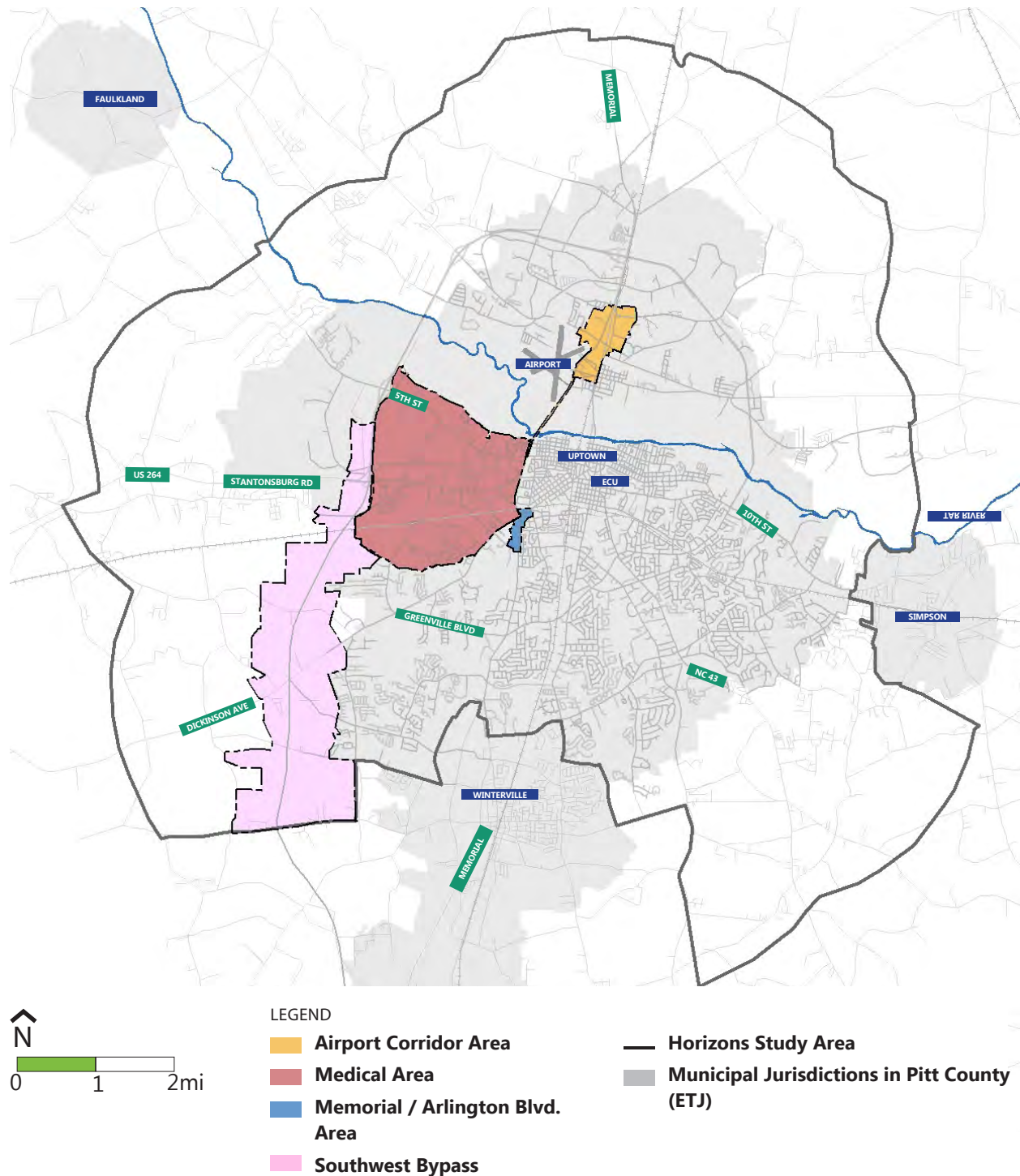
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SPECIAL AREA PLANS

The special area plans take a closer look at four areas of strategic importance to the city and offer recommendations that are consistent with the overall direction of the *Horizons 2026: Greenville's Community Plan*. The focus of the area plans is to provide additional guidance related to desired land use and character.



SPECIAL AREA PLAN: SOUTHWEST BYPASS

Spurred by the North Carolina Department of Transportation's Southwest Bypass project, this area is full of potential. Now is the time to lay the foundation for what the area could become. If planned prudently, the area offers the opportunity for significant economic development within the region, while also acknowledging other community objectives.

THE AREA TODAY: KEY FINDINGS

The following points summarize the findings of public and stakeholder input, review of past plans, and technical analysis of the current condition.

Transportation investment for region. The North Carolina Department of Transportation (NCDOT), is undertaking a major project called the Southwest Bypass linking US 264 southward toward NC 11. The purpose of the Southwest Bypass is to relieve traffic congestion on NC 11 and US 264 and improve regional travel on the western side of Greenville. It will also improve access to the Greenville area from points west (Raleigh) and north (Norfolk/Hampton Roads). This investment in the area will substantially change the opportunities for development on surrounding land.

Area planning involves several jurisdictions. The Southwest Bypass will have an impact on lands within the planning areas of several jurisdictions: Pitt County, Greenville, Winterville, and Ayden. The Southwest Bypass planning area for the Greenville Horizons 2026 Plan includes the northern half of the bypass and surrounding areas. The planning area borders the western developed edge of Greenville from north of US 264 south to Pocosin Road and the border with Winterville. The planning area includes land within the City of Greenville, the city's extraterritorial jurisdiction, and the 3-mile boundary where annexation into Greenville could occur. (See map on page 7.)

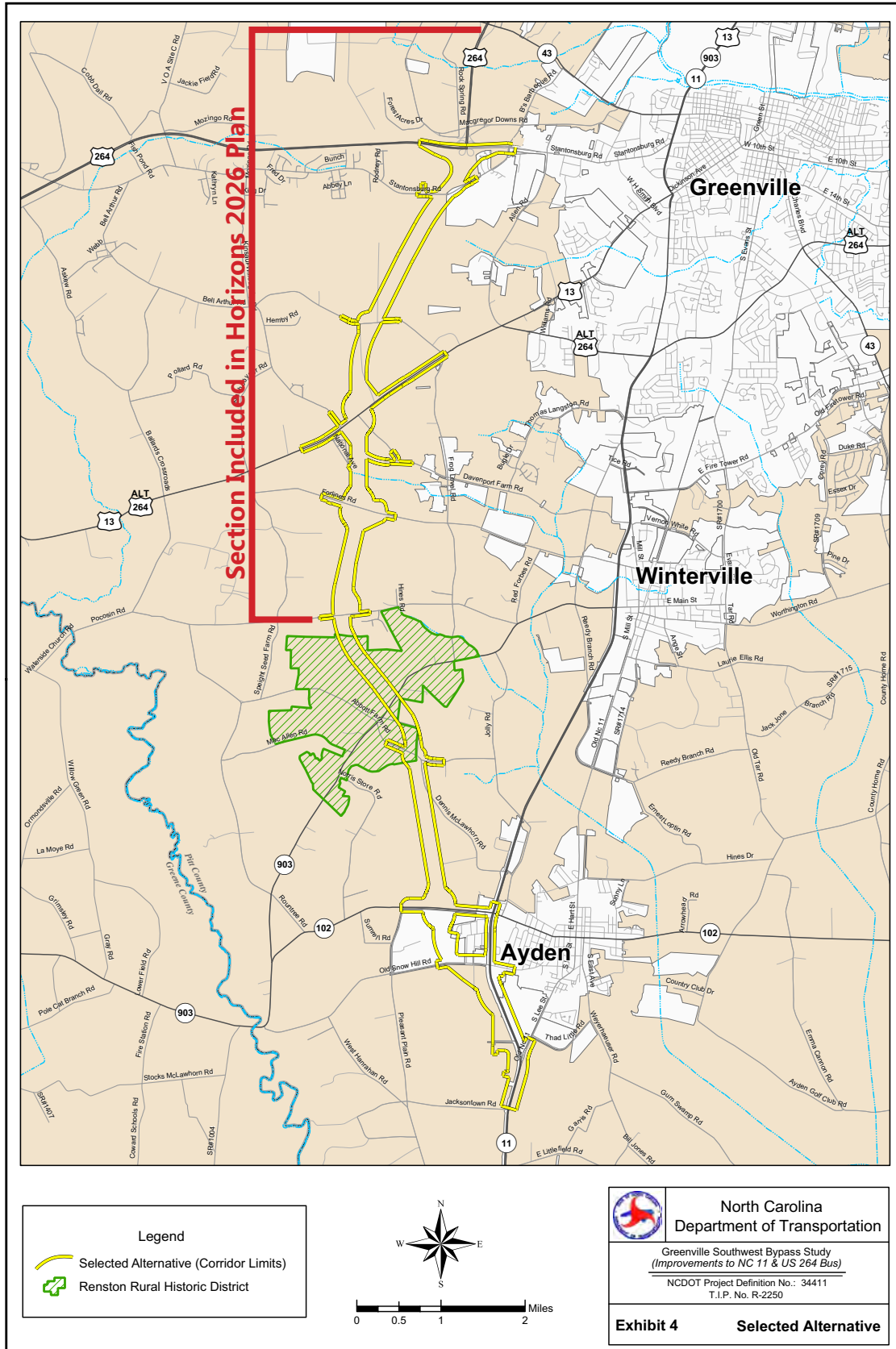
Interests of landowners. Much of the Southwest Bypass Area is either farmland or forestland. In some cases, third or fourth generation farmers own land that has been in their family for a century. Landowners that participated at a public open house in May 2016 identified a range of choices for how they are planning for the future of their properties. Some may continue to work the land and pass their holdings onto their children. Others will build or sell to take advantage of the new regional access.

Significant regional opportunity area. Limited development exists in Greenville's Southwest Bypass planning area, providing a large array of opportunities for this area. The new regional bypass and adjacent open lands make this area a prime opportunity for future investment.

The City of Greenville is particularly interested in identifying additional sites for economic development investment, including industrial and business park development and supporting commercial and residential uses. The Southwest Bypass planning area is a prime opportunity for focused economic investment.

Critical to realizing the potential of this area is ensuring collaboration and coordination between the different jurisdictions: Pitt County, Greenville, Winterville, Ayden, Greenville Utilities Commission, and Bell Arthur Water Corporation.

NCDOT Greenville Southwest Bypass Project Map



Greenville's Southwest Bypass Planning Area Boundary



LEGEND

----- Southwest Bypass Planning Area Boundary

SURVEY OF CONDITIONS

Road network. The Greenville Southwest Bypass project is being led by the North Carolina Department of Transportation (NCDOT). It will connect US 264 just east of Greenville southward toward NC 11, connecting south of the Town of Ayden, NC. The planning area includes areas to the east and west of the Southwest Bypass corridor.

Two major roads cut through the area running east/west: US 264 leading into Stantonsburg Road and US 13 leading into Dickinson Avenue. East of the planned bypass, Allen Road runs between these two roads.

Existing land use pattern. The land inside the Southwest Bypass planning area is mostly open land: a combination of land in its natural state, farmland, forestland, and vacant lots. To the east of the area, toward the center of Greenville, there is a landfill site and several car sale lots. There are also a few residential neighborhoods and mobile home parks in the eastern and southern portions of the planning area.

Environmental features. There is minimal 100-year floodplain in or around the Southwest Bypass area, alleviating one major concern given the history of flooding in Greenville. There are a number of non-riverine wetlands in the Southwest Bypass planning area. Many of these wetlands are identified as "Potential Conservation/Open Space" on the Future Land Use and Character Map for Greenville. Site level planning will need to address any environmental features identified on properties.

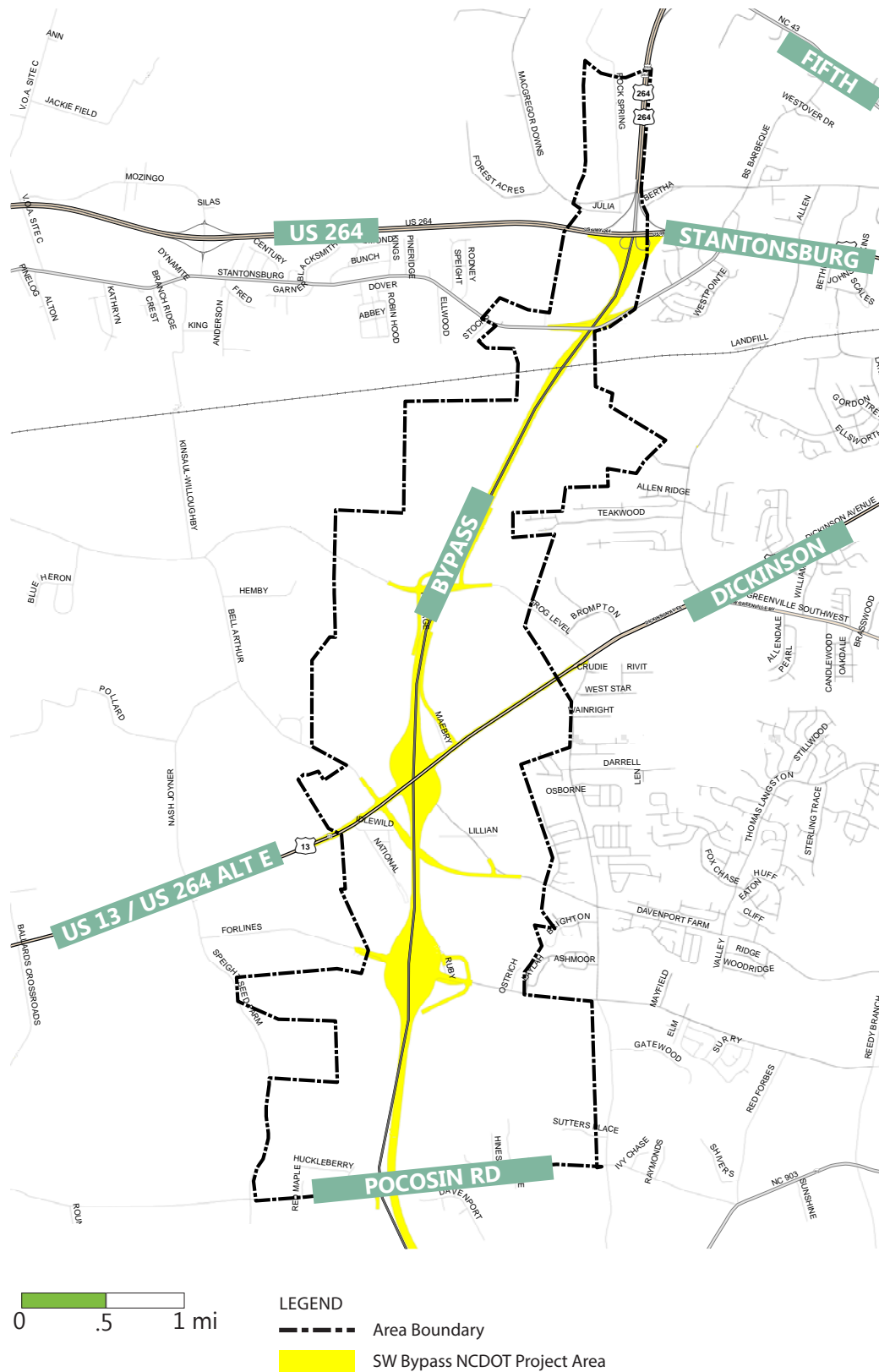
Schools. The Southwest Bypass Area intersects with the school districts for two high schools, two middle schools, and four elementary school districts. US 13 serves as a rough divider between Farmville Central High and Farmville Middle to the north, and South Central High and A.G. Cox Middle to the south.

The north subdivides into Falkland Elementary and the H.B. Sugg (K-2) / Sam D. Bundy (3-5) district. The south subdivides into Ridgewood Elementary and Creekside elementary. Two additional Greenville elementary districts and the Ayden schools are also nearby.

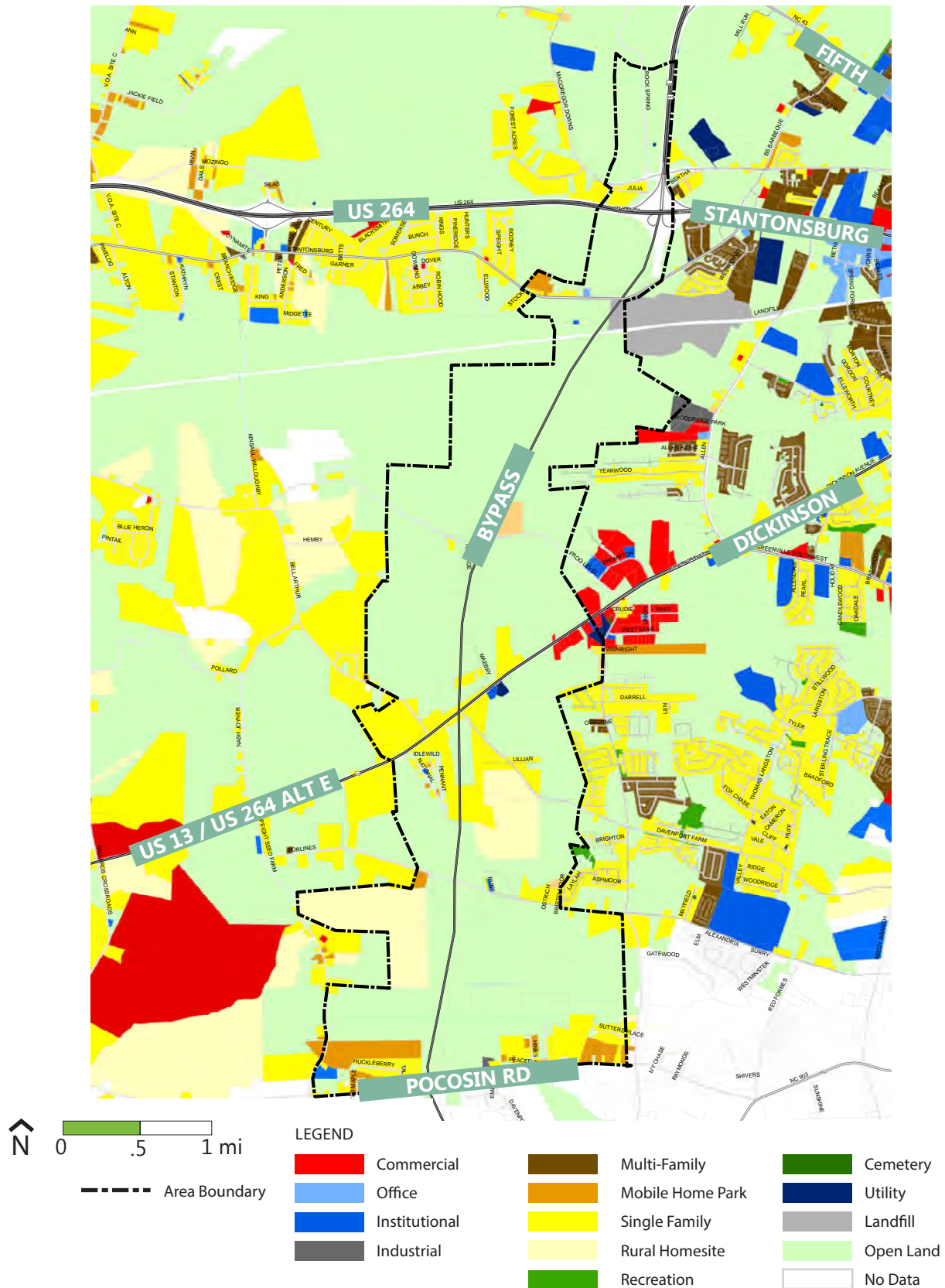
Jurisdictional boundaries. The majority of the land in the planning area is within the planning and zoning jurisdiction of Pitt County. The northern boundary of the Southwest Bypass planning area lies within Greenville's extraterritorial jurisdiction (ETJ). The southern edge of the special planning area is delineated by an intergovernmental annexation agreement boundary with the Town of Winterville. The two municipalities set a border for identifying the jurisdictional boundaries for extending public water and sewer infrastructure and for potential municipal annexations to better coordinate land planning and capital investments. There are also a few parcels in the planning area that are formally in the City of Greenville's corporate limits.

Public services. The Greenville Utilities Commission (GUC) provides water, wastewater, gas and electricity services in the Greenville area, including the Southwest Bypass planning area. GUC and Bell Arthur Water Corporation have a formal agreement in place that designates the potable water service area boundary for the two utilities. Bell Arthur Water will be the primary water provider in the Southwest Bypass planning area, with GUC service areas limited to the northern and easternmost areas. GUC has studied the capability of expanding the existing gravity wastewater system into the planning area. Currently, additional gravity-fed lines can only serve some of the eastern lands in the planning area. However, it is possible that future infrastructure investments could serve other parts of the planning area.

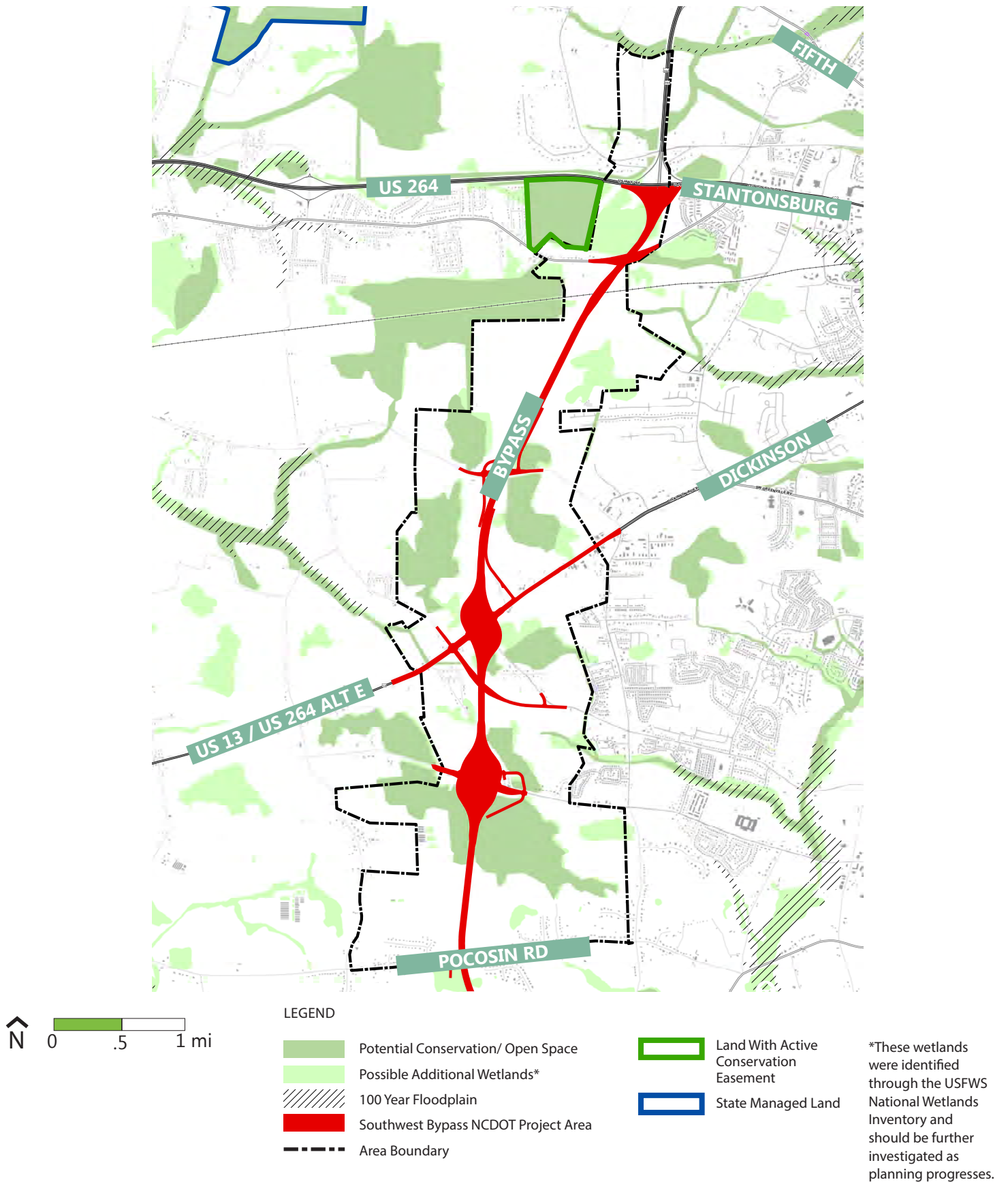
Road Network



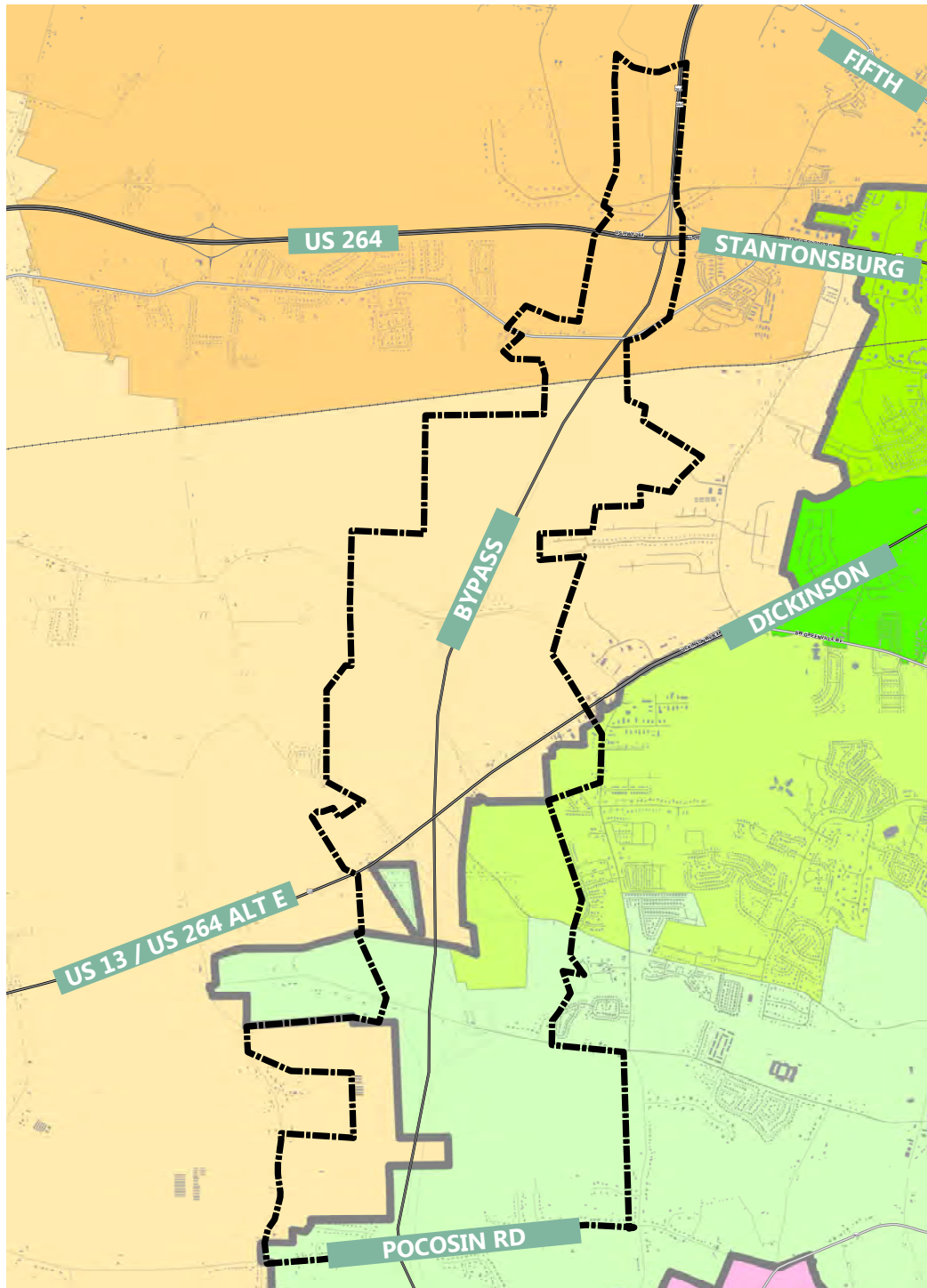
Existing Land Use



Environmental Features



Current School Districts



LEGEND

FARMVILLE CENTRAL HIGH /
FARMVILLE MIDDLE

- FALKLAND ELEMENTARY
- H B SUGG / SAM D BUNDY
ELEMENTARY

SOUTH CENTRAL HIGH /
A G COX MIDDLE

- WINTERGREEN PRIMARY / INTERMEDIATE
- W H ROBINSON ELEMENTARY
- RIDGEWOOD ELEMENTARY
- CREEKSIDE ELEMENTARY

AYDEN-GRIFTON HIGH /
AYDEN MIDDLE

- AYDEN ELEMENTARY

Area Boundary



Jurisdictions



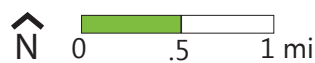
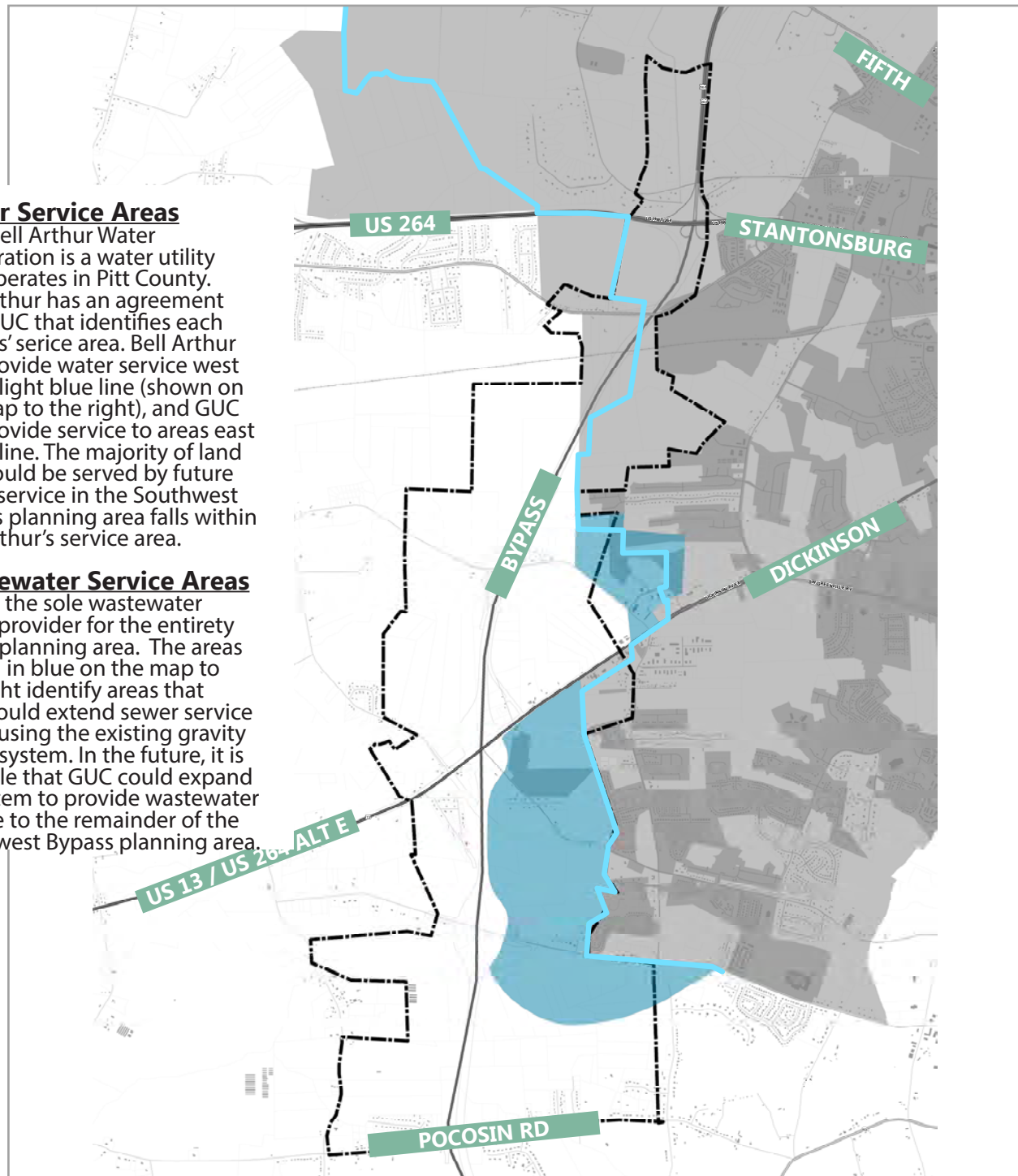
Water/Sewer Service Areas

Water Service Areas

*The Bell Arthur Water Corporation is a water utility that operates in Pitt County. Bell Arthur has an agreement with GUC that identifies each utilities' service area. Bell Arthur can provide water service west of the light blue line (shown on the map to the right), and GUC can provide service to areas east of the line. The majority of land that could be served by future water service in the Southwest Bypass planning area falls within Bell Arthur's service area.

Wastewater Service Areas

GUC is the sole wastewater utility provider for the entirety of the planning area. The areas shown in blue on the map to the right identify areas that GUC could extend sewer service today using the existing gravity sewer system. In the future, it is possible that GUC could expand its system to provide wastewater service to the remainder of the Southwest Bypass planning area.



LEGEND

- Areas to Evaluate Future Expansion of Public Sanitary Sewer
- Extention Capability of Existing Gravity Sewer System Beyond ETJ
- Greenville ETJ
- Greenville City
- GUC / Bell Arthur Water Agreement Line*
- Area Boundary

PLANNING OPPORTUNITIES

Economic development potential.

New industrial and business development in the Southwest Bypass corridor could be a major economic driver for the region. Industries that produce goods for consumption outside of Greenville (such as chemical manufacturing and aerospace industries) place a value on access to major transportation networks. The Southwest Bypass can be a major boon to the region by providing access to large areas of land available for future development, and for providing connections to regional transportation networks that shorten travel distances to the Research Triangle and Hampton Roads regions.

The new highway quality regional transportation infrastructure provided by the bypass and access to large assemblages of undeveloped lands with minimal environmental constraints make this area one of the most critical economic opportunities for the region and for Greenville.

Multi-jurisdictional planning.

Pitt County created a future land use plan for the year 2030 that assigned future land use types to all land in the county outside other municipalities' extraterritorial jurisdictions. (See Pitt County's Land Use Map shown on the right). The county's plan, adopted in 2011, calls for commercial development along US 13/Dickinson Avenue, and suburban residential for the remainder of the Southwest Bypass planning area.

Pitt County is considering plans for the entirety of the Southwest Bypass corridor: from Greenville to south of Ayden. Greenville has an opportunity to coordinate with Pitt County on any future planning efforts, as well as with neighboring jurisdictions Winterville and Ayden. Joint planning efforts should focus on making sure that land use plans are aligned

along the edges of jurisdictions, and to jointly plan for transportation and infrastructure projects that will serve the area.

Multi-jurisdictional long-range planning for the Southwest Bypass planning area is necessary to realize optimal economic success. And many of the landowners within the planning area acknowledge and support the need to plan for this area.

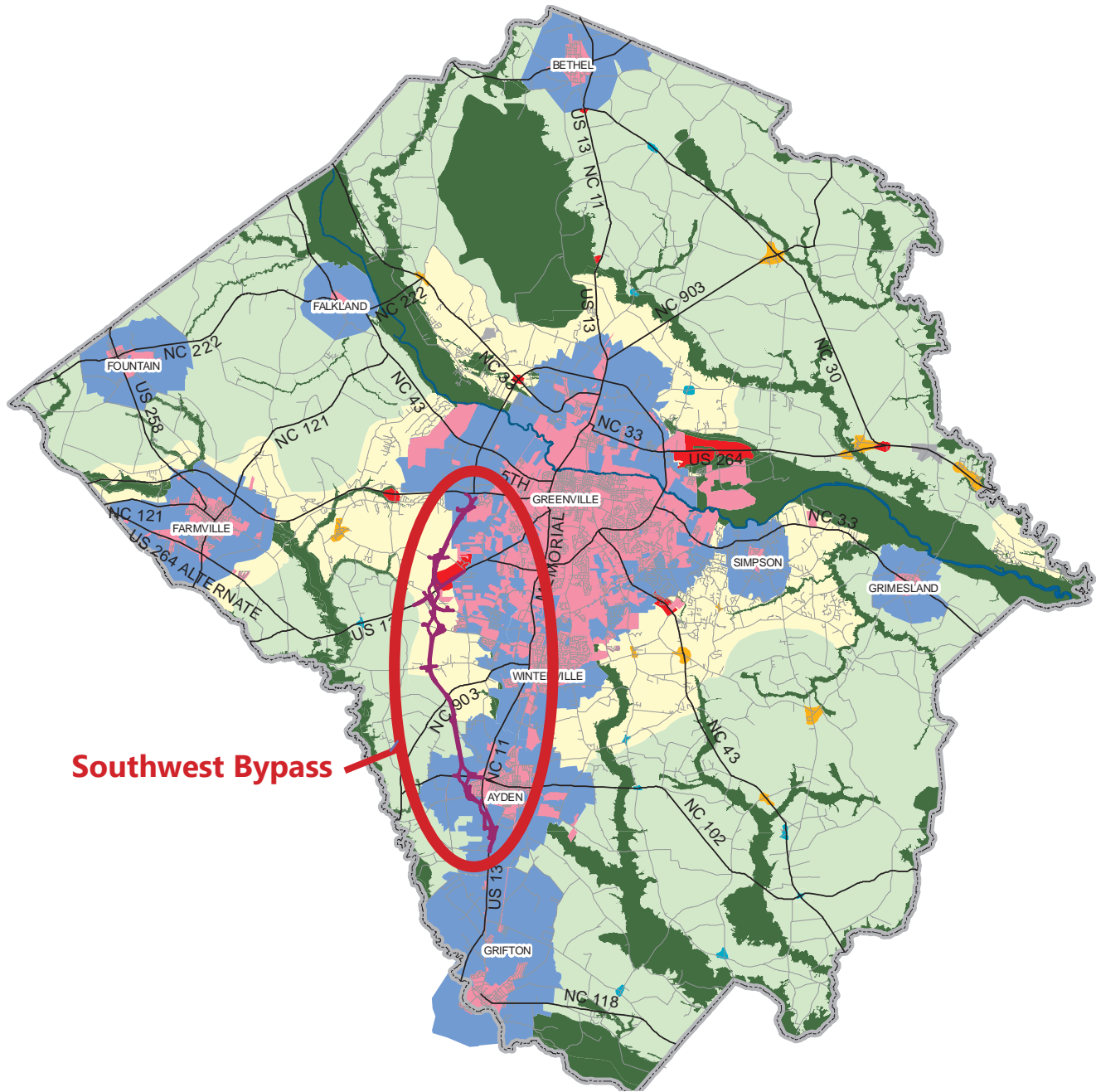
Policies for extending public services.

The Southwest Bypass opens up major development opportunities. Future developments within the planning area will likely have need for public water and sanitary sewer service. The City of Greenville and the Greenville Utilities Commission (GUC) have joint policies that require (1) anyone requesting connection to GUC's sanitary sewer system must request a voluntary annexation into Greenville, and (2) any sanitary sewer extension outside of the city's extraterritorial jurisdiction must be approved by the Greenville City Council. As a result, development opportunities often hinge on annexation into the city.

Given the possible changes to the Southwest Bypass Area and that many landowners are interested in developing their properties, it is likely that Greenville's corporate limits will expand into this area. By setting out this area plan, and through future additions to the planning process, the city is providing a roadmap to the type of development it would like to see in order to ultimately approve annexation and open the door to sewer service on any particular parcel. The decision to pursue annexation on a parcel level is ultimately the decision of the landowner.

Pitt County 2030 Comprehensive Land Use Map

Adopted December 5, 2011



Southwest Bypass



Map Scale :
1 Inch Represents 3.5 Miles



Map Produced By:
Pitt County Planning Department

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- Agricultural/Open/Natural Resource
- Rural Residential /Agricultural
- Suburban Residential
- Rural Commercial
- Commercial Crossroads
- Commercial
- Heavy Commercial / Industrial

- City Limits
- Extraterritorial Jurisdiction
- Southwest Bypass (Proposed)
- Major Roads
- Secondary Roads
- Tar River
- County Boundary

FUTURE LAND USE AND CHARACTER VISION

Proposed land use and character.

The City of Greenville has developed a Future Land Use and Character Map as part of the Horizons 2026 comprehensive plan update. This map expresses the city's intent for how Greenville's planning area should grow in the future. The map on the following page shows the future land use and character vision for the Southwest Bypass planning area. The descriptions of the character types (i.e., colors on the map) can be found in the Horizons 2026 Plan.

The plan for development in the Southwest Bypass Area focuses on providing new employment development opportunities for a large portion of the planning area focused between US 264 and US 13. This development is supported by new commercial and residential opportunities south of US 13, and adjacent to the bypass interchanges. These plans may be revisited as part of future planning efforts with neighboring jurisdictions.

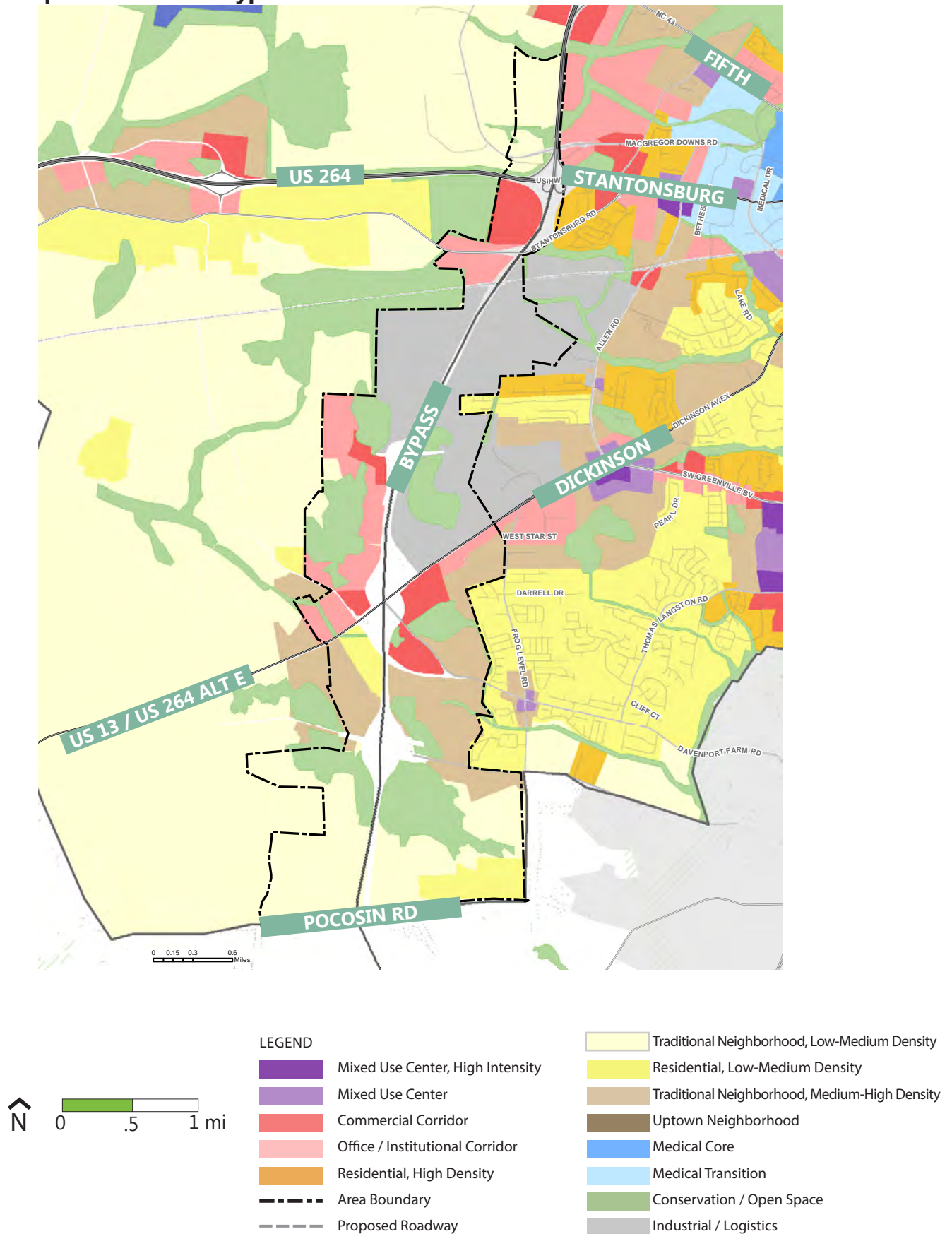
Connections to existing development.

Any major developments within the Southwest Bypass planning area should include connections to Greenville's existing road network to maximize mobility and accessibility within the city's transportation system.

East-west connections from the bypass into the city should be considered as potential gateways into Greenville, and should be designed to provide an attractive entry into the city and provide appropriate access to neighboring developments.

Depending on the expected land use and character within the Southwest Bypass Area, buffers and separation between existing residential neighborhoods and developments in the Southwest Bypass planning area on the western edge of the city may be necessary.

Proposed Character Types



STRATEGY FOR CONTINUED PLANNING

The success of this Southwest Bypass Area Plan is dependent on continued planning efforts and the input from interested stakeholders and adjacent jurisdictions.

A strong employment center for the region. The Southwest Bypass represents a major potential employment center that can contribute to the prosperity of the city and the region. This area should be a focus for future employment development within the City of Greenville. Along with business sites, the area is envisioned to also contain supportive commercial and residential uses. Future planning efforts should embrace these objectives.

Maintain a presence in the region's other planning efforts. The future of the Southwest Bypass Area will not only be written in the Horizons 2026 plan. An additional, broader planning effort is necessary and should include Pitt County, Winterville, and Ayden. It should also include the utility service providers and area stakeholders and landowners.

Greenville must stay involved and monitor the plans of the county, other municipalities, and NCDOT to ensure compatible planning objectives and decisions are being made at every level. By making one of the first land use plans for the area since the development of NCDOT's Southwest Bypass project, the city has made the broad strokes of its vision known. To preserve that vision and resolve its connection to other efforts, the city must stay engaged with regional partners.

Share information about future projects. Communication with GUC and utility providers is always an important task for managing city growth, and the importance is heightened when considering land beyond the ETJ. Within the ETJ, the city has had a measure of influence on what has been built. The city should coordinate with GUC to discuss future

development proposals within the planning area to ensure compatibility with the larger vision for the area.

This is also true for coordination with Pitt County. All land within the planning area currently has zoning that allows for by-right development, primarily for residential neighborhoods. Development of residential neighborhoods within areas set out for employment uses could have a detrimental affect on the region's ability to attract businesses to the bypass area. It will be important for the city and county to work together to protect lands in the area from incompatible development that could reduce economic development potential.

Tiered Growth Map. The Primary Growth Area of the city, set out by the Tiered Growth Map in the Horizons 2026 Plan, was developed using GUC's existing sewer service areas and other planning factors. As the city works with neighboring jurisdictions and utility providers to plan for the Southwest Bypass planning area, the Tiered Growth Map should be updated to better reflect priority areas for development and capital investment.

