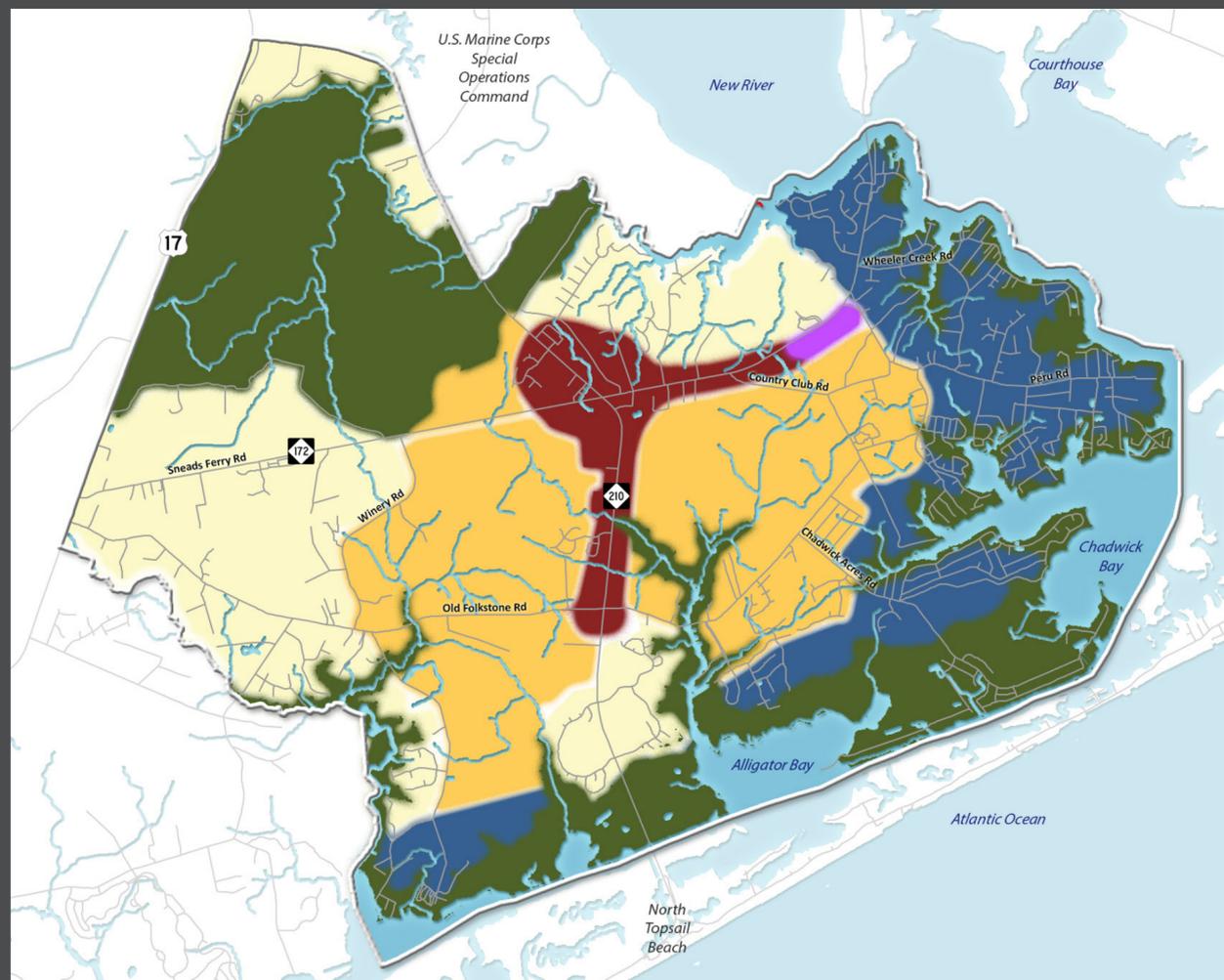


PREFERRED LAND USE STRATEGY

The purpose of the Sneads Ferry Community Plan is to preserve and enhance the unique features of the community through improved design elements, facilities, and services. A scenario planning process allowed the Blue Ribbon Panel and the Sneads Ferry community to create a preferred land use strategy. The Blue Ribbon Panel selected the base scenario on the second day of the July 2014 Scenario Design Work Session. In doing so, the panel noted the scenario exhibited qualities most consistent with the plan's vision and guiding statements. Additional refinement occurred between August 2014 and May 2015 based on feedback received during the second community workshop, two additional Blue Ribbon Panel meetings, the second online questionnaire, and two open houses.

The preferred land use strategy represents the balancing of interests in Sneads Ferry. It serves as the foundation for the development of the multimodal transportation strategy. It is also reflected in other plan elements that provide detail on land development, community design, and policy initiatives. The preferred land use strategy reinforces the concept that a "one size fits all" strategy for community development does not exist.



SNEADS FERRY Community Plan

Onslow County in association with the Jacksonville Urban Area Metropolitan Planning Organization

July 2015



VISION

Sneads Ferry is committed to preserving its history and enhancing its community identity, natural resources, and unique features through responsible growth strategies, enhanced design standards, and improved facilities and services. The community recognizes the impacts the local transportation system can have on its quality of life and advocates for improvements that ensure the safe and efficient movement of people and goods. The intentional integration of land use and transportation will support existing and future development and expand the local economy without compromising cultural and environmental resources.

PLACE TYPES

Village Center
Includes predominantly retail, office, and service related uses; to a lesser extent attached housing and multifamily residential uses can be integrated vertically or horizontally in the site; walkable, integrated design allows residents and visitors to park once and provides connectivity to adjoining neighborhoods; design/scale encourage active living and allow residents to live, work, shop, and play within a walkable community

Waterfront Living
Activates appropriate locations along the water's edge with residential and non-residential (water-focused) uses with consideration for environmental and water supply impacts; development should leverage being near, seeing, and interacting with the New River, its bays, and the Intracoastal Waterway; public access to the water should be maintained and promoted

Business Center
Provides jobs and populates an area during normal work hours; offers a variety of ways to accommodate jobs—stand-alone businesses, corporate campuses, office parks, medical campuses, higher education facilities—depending on available space and economic conditions; typically located along major transportation corridors and may cluster similar business types

Suburban Living
Represents relatively uniform housing types and density clustered in neighborhoods of mainly single-family detached homes; limited multifamily neighborhoods may be preferred in strategic locations; transportation network typically includes larger blocks and curvilinear streets

Traditional Neighborhood
Includes a variety of housing types, residential densities, goods, and services supported by a multimodal transportation network; the design and scale encourage active living and allow residents to live, work, shop, and play within a walkable community

Military Use
Includes military installations under federal authority and areas programmed by base command to fulfill the mission of the military; also includes secure facilities as well as some areas in passive use for the purposes of maintaining mission-related compatibility

Conservation
Includes locations with formal conservation easements or covenants restricting development, based in part on the regulated floodplain areas; the intent is to identify and protect places of environmental, cultural, or historic value; can be small or large sites with limited use opportunities primarily targeting recreation-, education-, and tourism-related uses



Blue Ribbon Panel

- Don Beasley
- Gaylene Branton
- Luther Ennett
- Kern Everett
- Lisa Hamner
- Bill Keller
- Tim McCurry
- Carol McIntyre
- Johnny Wayne Midgett
- Matt Mitchell
- Melvin Shepard Jr.
- Ray Teilborg
- Sherry Thurston
- Raiford Trask III
- Robert Vause

Board of Commissioners

- Barbara Ikner, Chairman
- Paul Buchanan, Vice-Chairman
- Jack Bright
- W.C. Jarman
- Million Heir-Williams

Staff

- Tim Richards (Onslow County)
- Ben Warren (Onslow County)
- Angie Manning (Onslow County)
- Matthew Stuart (Onslow County)
- Peggy Holland (JUMPO)
- Anthony Prinz (JUMPO)
- Stephanie Kutz (JUMPO)

Consultant Team

- Kimley-Horn
- Benchmark Planning
- Louise Productions

ACKNOWLEDGEMENTS

We would like to thank the hundreds of residents, business owners, and community stakeholders who made the Sneads Ferry Community Plan process a success. Their time, input, and energy are greatly appreciated.



Jacksonville Urban Area
Metropolitan Planning Organization

For more information visit
www.onslowcountync.gov/Planning

RECOMMENDATIONS

The Sneads Ferry Community Plan recommendations build upon a variety of ideas and outcomes for land use, urban design, and transportation. The recommendations were created, vetted, and refined during a broad community outreach campaign. The community's response was significant. More than 250 people joined the mailing list through PlanSneadsFerry.com, more than 300 participated in the first questionnaire, and more than 100 completed the second questionnaire. Attendance at each of the two community workshops and the two public open houses ranged from 40 to 75 people.

Implementation of the plan does not require all recommendations be completed in unison. A successful approach to implementation promotes flexibility and emphasizes the importance of effective partnerships.

FOCUSED GROWTH

- Amend the Onslow County Comprehensive Plan/GAMA Land Use Plan consistent with the vision and recommendations contained in the Sneads Ferry Community Plan. Such changes include amendments to the future land use map to reflect the preferred land use scenario and amendments to the policies to reinforce the Sneads Ferry Community Plan's established goals.
- Use the conditional zoning process to ensure that new development is consistent with the community's vision.
- Create an overlay zoning district for the Village Center area as delineated on the preferred growth scenario map. The overlay district should include enhanced architectural standards and design guidelines, signage and landscaping requirements, and appropriate front setbacks. Additionally, the overlay district should consider requirements for walkways, interconnections, and access management.
- Create zoning districts that allow mixed use development consistent with the Village Center and Traditional Neighborhood place types.
- Provide incentives for development that incorporates design principles illustrated in the Sneads Ferry Community Plan's focus area studies, including walkability and access to natural and man-made amenities.
- Evaluate Zoning and Subdivision Ordinances to ensure that standards require sufficient street lighting on major corridors.
- Evaluate Zoning and Subdivision Ordinances lot size requirements to ensure sufficient existing infrastructure to support allowed densities.
- Ensure zoning regulations allow a variety of housing options that promote diversity and quality while also remaining affordable. Establish options and incentives to encourage usable open space and other amenities and the use of green growth strategies to create lasting value.
- Work with NCDOT and community stakeholders to evaluate potential amendments to county ordinances regarding access management standards and traffic impact analysis requirements.

QUALITY OF LIFE

- Utilize wayfinding strategies to enhance awareness of local destinations and reaffirm a sense of place.
- Increase public awareness of the opportunities created by the New River. Efforts should recognize the New River and waterfront areas as the paramount features that establish the community's identity.
- Promote a unified community identity through consistency in design features, branding, and public art.
- Improve public access to the water by constructing new boat ramps, waterfront parks, walking paths, picnic areas, etc.
- Utilize social media, community outreach, and other means to increase public awareness of water quality as it impacts shellfish habitat and recreational activities.
- Facilitate communication with civic groups and/or private investors to establish a youth center and/or other recreation facilities.
- Use the master plan process to determine locations for recreational facilities (by assisting with ongoing due diligence efforts) and provide amenities identified as part of the parks and open space planning process.

WORKING WATERFRONT & ENVIRONMENTALLY SENSITIVE AREAS

- Assemble information regarding existing shellfish closures and waterway classifications in order to establish a baseline of current water quality conditions to assist with public outreach efforts and future land use decisions.
- Create a new zoning district to be utilized along the waterfront and other sensitive areas that serves as a "holding zone" designed to facilitate orderly growth and development over time, consistent with the community's identified vision. Emphasis should be placed on ensuring that new development is consistent with preferred development patterns established in this plan and that potential negative impacts to existing residential development and the natural environment are appropriately mitigated.
- Limit land uses in the Waterfront Living Area, as delineated on the preferred growth scenario map, to include only low-impact uses that protect scenic viewsheds and preserve water quality. Examples of possible uses include fish houses, restaurants, limited-scale marinas (fewer than 10 boat slips), infill single-family and limited attached residential development, commercial fishing operations, and businesses that support commercial and recreational waterfront activities.
- Incorporate green growth and low impact development options and incentives into the county's ordinances.

COMMUNITY ENGAGEMENT

- Identify available means for concerned citizens and local coalitions to collaborate and voice concerns to NCDOT regarding needed roadway improvements.
- Advocate for accelerated timelines and/or interim improvements associated with identified transportation improvements, including:
 - NC 210/Old Folkstone Road intersection turn lanes and access management
 - Sneads Ferry Road/NC 172 intersection improvements
 - Old Folkstone Road shoulder widening
 - Sneads Ferry Road/Peru Road shoulder widening and intersection improvements
 - Wider shoulders or bike lanes as roadways are improved as an interim strategy for providing a safer environment for pedestrians and bicyclists
- As conditions change, encourage NCDOT to evaluate posted speed limits for consistency and appropriateness.
- Ensure that impacts to businesses and traffic at intersections and median breaks are considered if a divided roadway section is developed on NC 172. Where possible, consider alternatives to medians.
- Utilize social media, community outreach, and other means to increase public awareness of new and ongoing development.
- Monitor and periodically report on the implementation of the Sneads Ferry Community Plan recommendations.

TRANSPORTATION

BICYCLE AND PEDESTRIAN FACILITIES AND TRANSIT SERVICES

- Support development of the Coastal Crescent alternate route of the Mountains-to-Sea Trail.
- Construct a multiuse path along NC 210 (Note: Segments could be constructed and maintained outside of the right-of-way incrementally as development occurs).
- Provide bicycle and pedestrian amenities at intersections as roadways are widened (Note: Segments could be constructed and maintained outside of the right-of-way incrementally as development occurs).
- Continue to monitor transit needs in addition to existing demand response service provided by OUTS.

ROADWAY CORRIDORS

- Preserve access on future divided roadways in accordance with the preferred access plan included herein.
- Improve Old Folkstone Road (e.g. improve horizontal geometry).
- Construct paved shoulders as roadways are resurfaced.
- Construct developer-funded collector streets as part of new developments.
- Widen NC 210 between US 17 and Betty Dixon Road to four-lane divided with swale.
- Widen NC 210 between Betty Dixon Road and Old Folkstone Road to four-lane divided with a sidewalk and multiuse path.
- Widen NC 172 east of NC 210 to four-lane divided with wide outside lanes and sidewalks (and add bridge over the New River).
- Widen NC 172 west of NC 210 to three lanes with wide outside lanes and sidewalks.
- Widen Old Folkstone Road to three lanes with wide outside lanes and sidewalks.

ROADWAY INTERSECTIONS

- Improve the US 17 intersections at NC 172 and Old Folkstone Road.
- Improve the NC 172 and Sneads Ferry Road intersection.
- Improve intersection of NC 210 at Old Folkstone Road with additional turn lanes, access control, and bicycle/pedestrian facilities.
- Improve intersection of NC 210 at NC 172 with additional turn lanes, access control, and bicycle/pedestrian enhancements.
- Improve intersection of NC 172 at Sneads Ferry Road with realignment, traffic signal, and pedestrian enhancements.
- Improve intersection of US 17 at NC 210 with a trumpet interchange.
- Improve intersection of US 17 at NC 172/Old Folkstone Road with operational improvements.