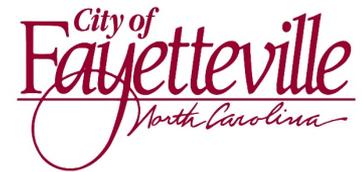


Fayetteville FUTURE LAND USE MAP

City Council Meeting

5/11/2020



STEWART



Project Purpose

Create a new Future Land Use Plan and Policy Recommendations

- **Update 2010 Land Use Plan** (joint City/County Plan)
- **Bring together previous small area plans** (12 adopted plans)
- **Reinforce ideas** in these plans and update based on new trends
- **Guide rezonings,** infrastructure and design



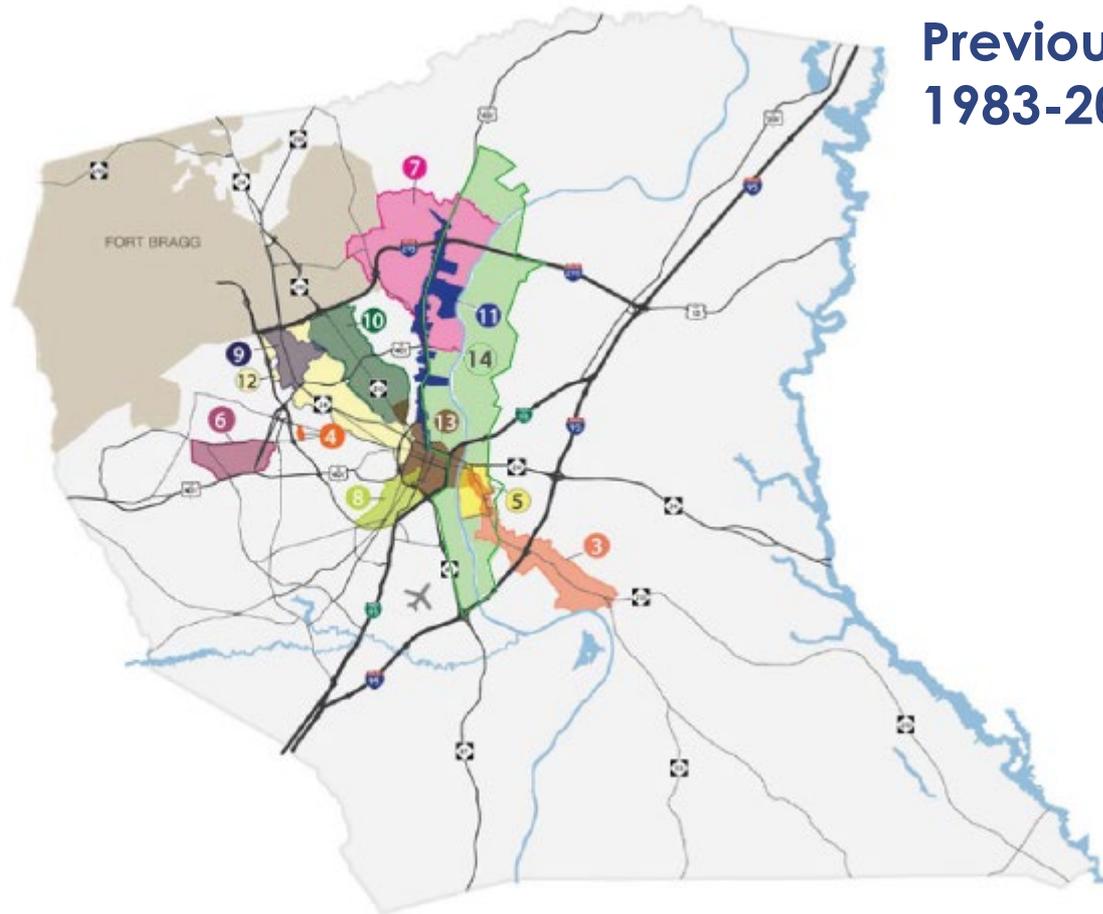
Strategic Plan

- **Goal III: Strategic land use policy**
- Objective A – Manage growth and support strategic land use policy by supporting quality development.

Previous Plans

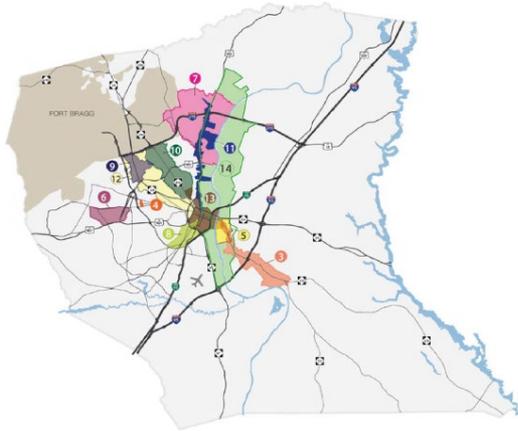
Previous Plans 1983-2017

- 1 Cumberland County 2010 Land Use Plan - 1996
- 2 Cumberland County 2030 Growth Vision Plan - 2008
- 3 Cedar Creek Road Land Use Plan Re-evaluation - 1987
- 4 McPherson Church Road Corridor Study - 2000
- 5 Deep Creek Road Redevelopment Plan - 2002
- 6 71st District Community Redevelopment Plan - 2002
- 7 North Fayetteville Study Area Land Use Plan - 2003
- 8 Massey Hill Community Redevelopment Plan - 2003
- 9 Bonnie Doone Redevelopment Plan - 2003
- 10 Murchison Road Corridor Plan - 2008
- 11 Ramsey Street Corridor Plan - 2006
- 12 Bragg Boulevard Corridor Plan - 2012
- 13 Downtown Renaissance Plan Update - 2013
- 14 Cape Fear River Plan



Planning Process

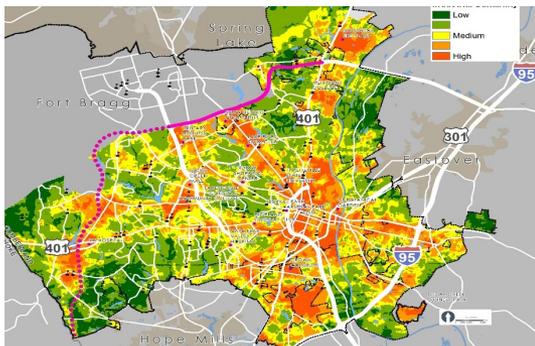
1 - Project Initiation



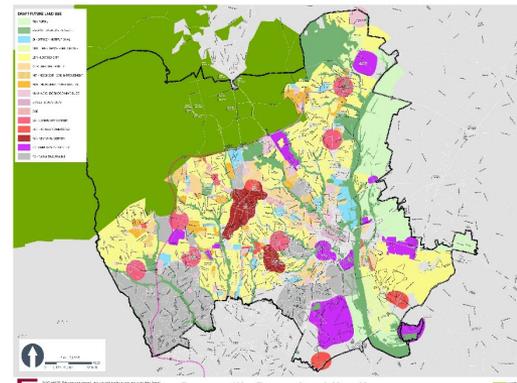
2- Strategic Planning



3- Plan Development



4- Implementation / Adoption



Public Meeting Results



Lifestyle Centers

Visual Preference: Commercial



Infill / Reuse

Only in the right places

- Strip Commercial
- Manufacturing and Industry



Mixed Use Development



Office and Technology

Public Meeting Results

Visual Preference: Residential



Low Density Residential



Walkable Mixed Use



Medium Density Residential



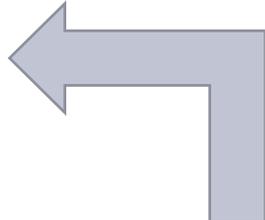
Conservation Subdivisions

Conservation subdivisions preferred over conventional subdivisions over 2 to 1.

Survey Results

Which types of development are most important to encourage?

1. **Redevelopment** of existing vacant properties
2. **Walkable developments**
3. **Mixed use developments**
4. **Industrial businesses**
5. **Parks and Recreation facilities**
6. Commercial businesses
7. Residential



65 Ideas for areas
ripe for redevelopment

- Murchison Road
- Downtown + Edges
- Massey Hill
- Bragg Blvd
- North Fayetteville
- Ramsey Street
- Shaw Heights

Land Use Trends

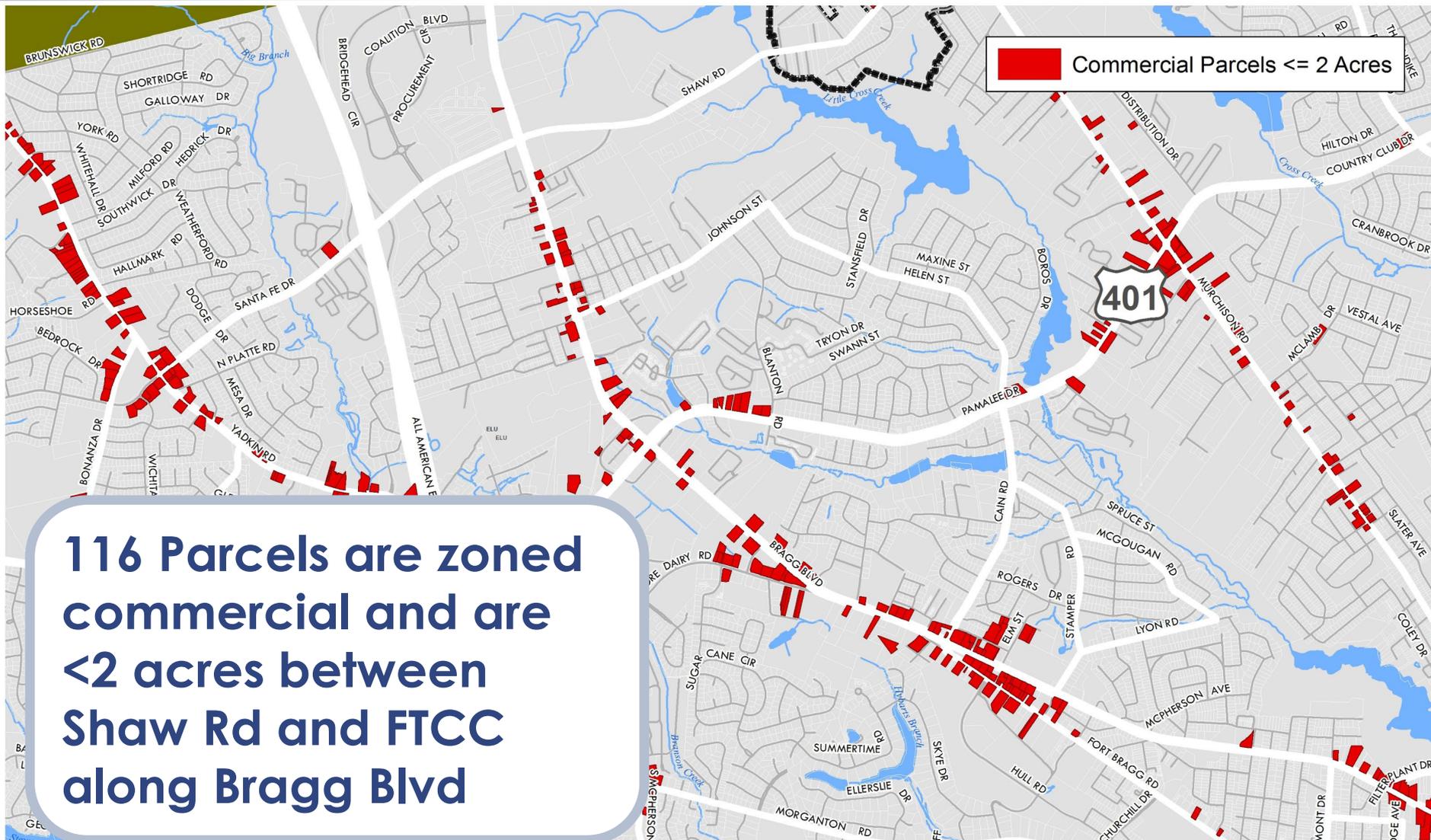
Underutilized commercial corridors

- 3,400 acres of commercial zoning
- 36% of properties are underutilized
- 1/3 of total commercial properties are <2 acres

New development standards improving some areas



Commercial Strip Redevelopment Potential



Land Use Trends

Residential growth in the form of single-family homes and apartments on north and west side of the City

- Market trends -> small lots
- Limited open space



Aging neighborhoods

- Older neighborhoods in need of reinvestment
- Military reassignments may accelerate neighborhood aging due to increase in sales and rentals



Land Use Plan Goals

Goal #1: Focus growth around established municipalities, infrastructure, and strategic nodes

Goal #2: Promote economic and commercial development in key areas

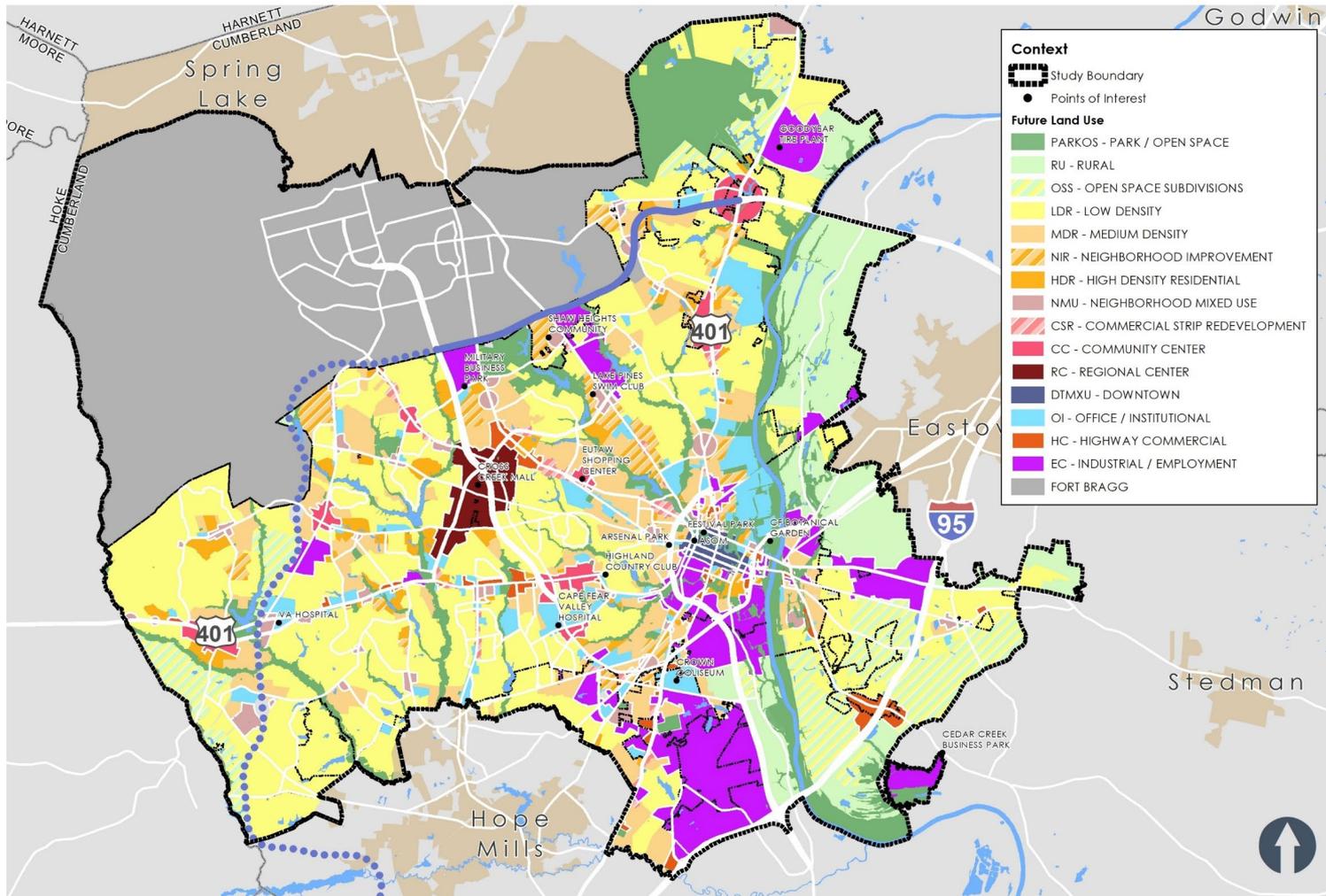
Goal #3: Foster safe, stable, and attractive neighborhoods

Goal #4: Preserve and enhance environmental features

Goal #5: Recognize the strategic importance of military installations and educational institutions and ensure development is compatible and complimentary

Goal #6: Encourage redevelopment of strip commercial areas

Future Land Use Map



Future Land Use Map

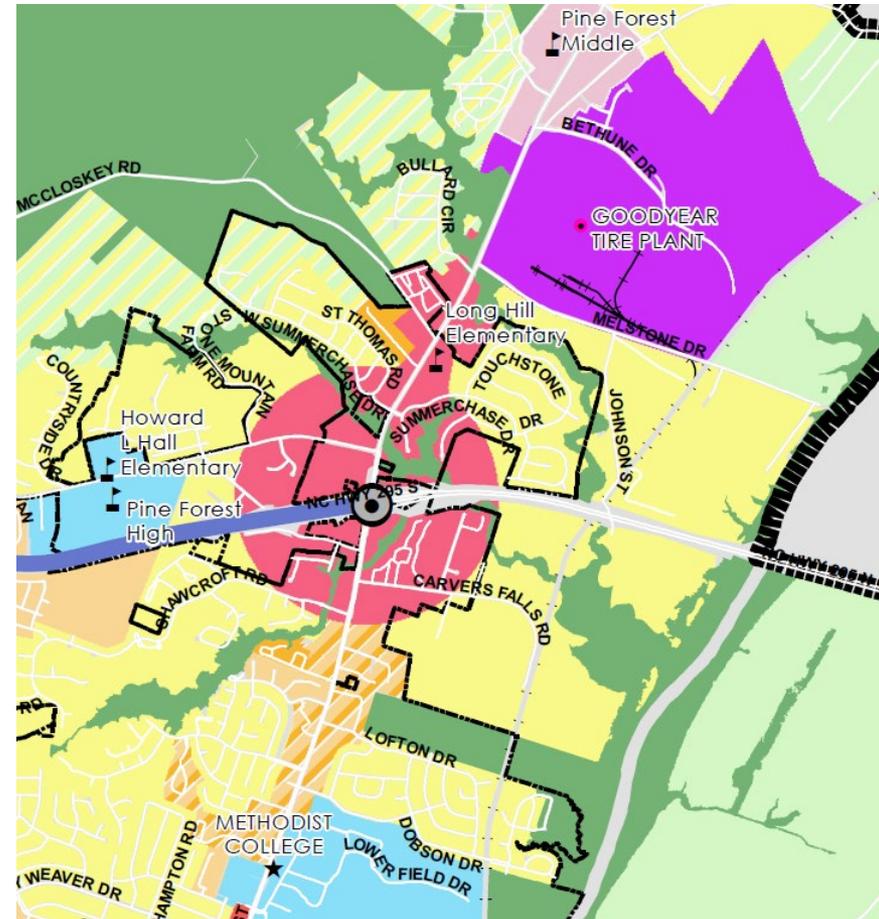
Highlights

- Plans for future I-295 interchange areas
- Low, medium and high-density residential areas
- Different scales of mixed-use areas
- Non-residential classifications
- Focus on redevelopment
- Incorporates ideas from Downtown Master Plan and Murchison Road Study
- Policy recommendations based on character areas on FLU Map

Future Land Use Map

Recent Updates

- **Edits in the following areas:**
 - North Ramsey Corridor
 - South Ramsey Corridor
 - Stoney Point Area
 - Raeford Road Area
 - Legion Road Area
- **Most changes were from residential to commercial or mixed use (NMU or CC)**



Commercial / Mixed Use: Character Areas



Downtown:

- Cultural, entertainment, and social heart of the city
- Large proportion of high-rise buildings (>5 stories), especially in core
- Intense commercial, retail, service sectors
- Dense residential uses

Regional Center:

- Commercial centers with regional draw
- >400,000 sq ft nonresidential leasable space
- Vertically mixed uses, mostly nonresidential

Commercial / Mixed Use: Character Areas



Community Center:

- 150,000-400,000 sq ft nonresidential leasable space
- Vertically mixed uses
- Mostly nonresidential on ground floors, with offices and potentially residential on upper stories
- Standalone, multi-family, high density attached residential as integrated uses

Neighborhood Mixed Use:

- Neighborhood serving commercial uses
- Mostly a horizontal mix of uses, vertical mix in key locations
- Low-rise buildings (<3 stories)
- Standalone, smaller-scale multi-family, attached and small-lot single family residential

Commercial / Employment: Character Areas



Highway Commercial:

- High intensity nonresidential uses
- Interstate interchanges or major intersections
- Hotels, service stations, retail stores, fast food restaurants, etc.
- Buffers adjacent to other uses



Employment Center:

- High intensity nonresidential uses
- High impact / nuisance uses
- Regional employment centers
- Larger industrial uses or business parks



Office / Institutional:

- Medium intensity nonresidential uses
- Low-medium impact uses
- Light industrial, office, flex, warehouse
- Large institutions
- Groupings of businesses

Residential: Character Areas



Rural:

- No utility service (esp. lack of sewer)
- Primarily working lands (farms, silviculture, etc.) with occasional single family residential
- (Often much) less than 1 dwelling per acre



Low Density:

- Utility (service) service
- Primarily single family residential, with some accessory dwellings and occasional isolated duplex or townhome development
- Usually 1-4 dwellings per acre; sometimes less
- Suburban character, auto-oriented

Residential: Character Areas

- **Open Space Subdivisions**
 - Potential for utility service or septic systems
 - Clustered residential / conservation subdivisions
 - ~1-2 dwelling units per acre gross density, smaller lots clustered
 - Target areas on rural fringes or areas with sensitive environmental features



Residential: Character Areas



Medium Density Residential:

- Primarily single family residential
- Mix of duplex or townhome interspersed; low-impact, low rise apartments possible
- Usually 3-6 dwellings per acre;
- Small-lot neighborhoods

High Density Residential:

- Townhomes and apartments in low- to mid-rise buildings (3-5 stories); some single family
- Usually 5-16 dwellings per acre
- Walkable to retail/services/activity areas
- Often serves as a step-down (and supportive use) to adjacent commercial

Neighborhood Infill/Redevelopment

- **Context:**

- Groupings of residential properties that are very underutilized or have numerous vacant parcels
- Often older housing stock or neighborhoods

- **Objective/Recommendations:**

- Increase private investment and revitalize neighborhoods
- Allow increased mix of “missing middle” homes with higher standards

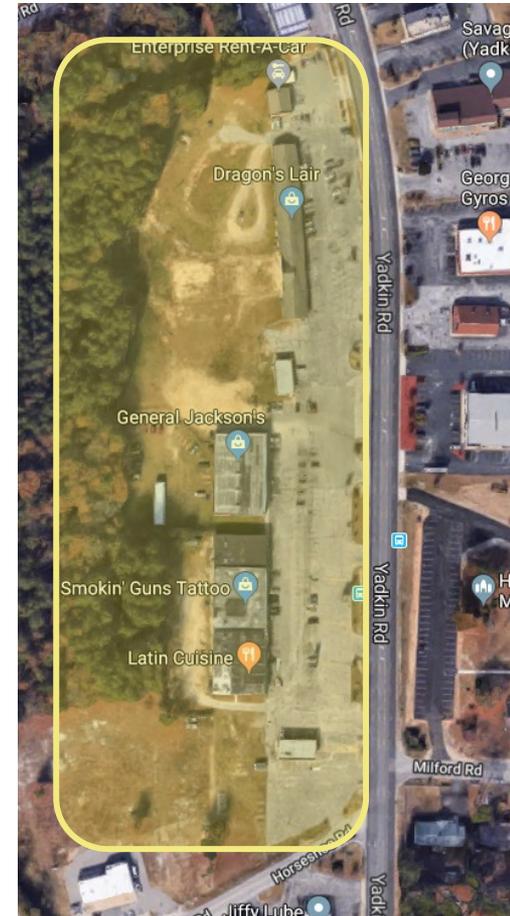
- **Example areas:**

- North downtown – Hillsboro St neighborhood
- Southwest downtown – Commerce St / Turnpike Rd neighborhood
- Aging mobile home parks



Commercial Strip Redevelopment

- **Context:**
 - Groupings of commercial strip development properties that are very underutilized or failing
 - Often older buildings on older corridors
- **Objective/Recommendations:**
 - Increase private investment and redevelop failing commercial strips
 - Encourage higher density residential redevelopment to support commercial FLU areas
- **Example areas:**
 - Yadkin Road strip malls



Implementation Recommendations

#1: Use the Future Land Use Map to guide land use decisions

#2: Update the City's comprehensive plan

#3: Remove barriers for reinvestment and redevelopment

#4: Coordinate efforts among departments to create opportunities for reinvestment in distressed areas

#5: Increase public engagement efforts in support of the goals and action steps in this document