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SECTION 1. PREFACE

A. Plan Purpose

The preparation of a comprehensive plan is encouraged by North Carolina legislation. However, there are broader and more important reasons to engage in the planning process. Local government plans and planning affect people's lives. Basically, planning begins with understanding Roanoke Rapids and its people, and caring for both. Tough choices must be made about the natural, manmade, and financial resources in the city. The city's budget should be compared to the plan to ensure that public money will be spent in accordance with the city's goals and objectives.

The planning process also serves to educate ourselves about Roanoke Rapids citizens, about our attitudes towards others, and our willingness to share a sense of belonging to Roanoke Rapids. Planning should be promoted as a means of community decision-making through public participation. But planning also may involve conflict and friction because it may divide people into opposing groups. Some conflict in the planning process is good. It stimulates thinking and reminds us of the need to understand and tolerate, and even support, the opinions of others.

The City of Roanoke Rapids has undertaken the preparation of this comprehensive plan with the understanding that the plan should be:

- ▶ comprehensive in setting goals and objectives for all aspects of the city.
- ▶ part of a continuous planning process that is timely and responsive to the needs/desires of the city.
- ▶ the legal basis for land use regulations and a guide for city budgeting.

This process will provide a workable, creative, and dynamic plan to guide future long-term growth and development throughout the next twenty (20) years. It provides a foundation for Roanoke Rapids' ongoing planning program and serves as the city's primary policy guide for short- and long-range planning, zoning, and land use-related decision-making within the city.

B. The Planning Process

The adoption of this plan by Roanoke Rapids is not the end but rather the beginning of an ongoing process. This process includes four (4) essential elements:

1. *Study and Analysis.* Roanoke Rapids must study land use, population trends, the economic base of the city, and physiographic features.



2. *Plan or Policy Preparation.* The comprehensive plan must provide a basic statement of how the city will develop, in what direction, and at what pace.
3. *Basic Goals.* Roanoke Rapids must consider basic goals including: Do we want to grow? Do we want to be a center for high-tech industry? What balance do we want between growth and preservation of the natural environment?
4. *Implementation and Effectuation.* To implement the plan, the city must use such tools as land use regulations, capital improvements programs, and general guidelines for private development and public investment.

Specifically, this plan will:

- ▶ Review historical data.
- ▶ Discuss principal issues.
- ▶ Define problems associated with growth.
- ▶ Define main trends and produce forecasts.
- ▶ Define healthy eating and active living issues/community needs.
- ▶ Define public, private, or public-private programs which should be implemented or improved.
- ▶ Define goals, policies, and implementing actions.



Centennial Park *Image Source: City of Roanoke Rapids*

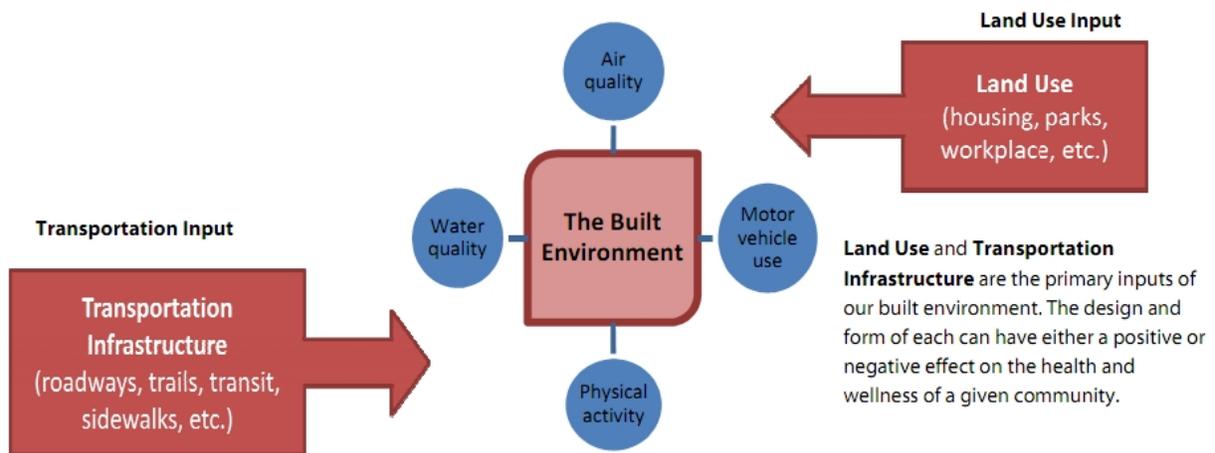


Roanoke Canal Museum *Image Source: City of Roanoke Rapids*



C. Health, Wellness, and the Built Environment

Public health and wellness is affected in many ways by the design of the built environment, which is defined as the environment as humans have shaped it - including roadways, buildings, parks, and neighborhoods. In Roanoke Rapids, as in other places across the country, the design of our roadways, residential developments, and settlement patterns all contribute to the relative health and wellness of citizens. For the purposes of this plan, wellness is defined in the physical dimension as the need for regular physical activity and physical development that encourages learning about diet and nutrition. The diagram below summarizes the impact of land use and transportation systems on our built environment. Land use and transportation planning lay the foundation for changes to our built environment, and in turn the effects to our air and water quality, level of motor vehicle use, and ease of access to open space amenities (physical activity opportunities).



In the United States, the automobile is often the dominant force driving urban design. The vast demand for private vehicular transportation regularly dictates the scale of our streets, the relationship between buildings, and the speed at which we experience our environment.

Land use decisions can also have an effect on the health and wellness of individuals. Studies have shown that urban areas with a range of land uses increase the walkability of an area and subsequently lessen vehicular miles of travel. Traditional zoning districts often restrict multiple uses making new development single use in nature and thus contributing to a lack of walkability and interconnectivity.



Human Scale - A built environment more tailored to the needs of pedestrians and cyclists versus the automobile. *Image Source: City of Roanoke Rapids*

The creation of the health and wellness related elements in the comprehensive plan use multiple academic and research based reports to establish an information base related to health and the built environment. Local health related data has been gleaned from public health officials, and the 2010 Halifax County Community Health Assessment.



SECTION 2. INTRODUCTION

A. Development of the Plan

This plan was prepared to replace the city's existing Comprehensive Development Plan which was adopted October 10, 1989. Preparation of the plan was funded with \$15,500 in City of Roanoke Rapids funds and \$7,500 in Community Transformation Grant (CTG) funds awarded by Region 7. The CTG funds were provided to support inclusion of a specific community health and wellness section in the plan which will address how the built environment affects community health.

To aid in the development of this plan and to further its goal to optimize citizen participation, the Roanoke Rapids City Council appointed a Comprehensive Plan Advisory Committee composed of the members listed below. This *ad hoc* committee was instrumental in overseeing the development of the plan and supervised presentation of the draft plan to the Planning Board and City Council.

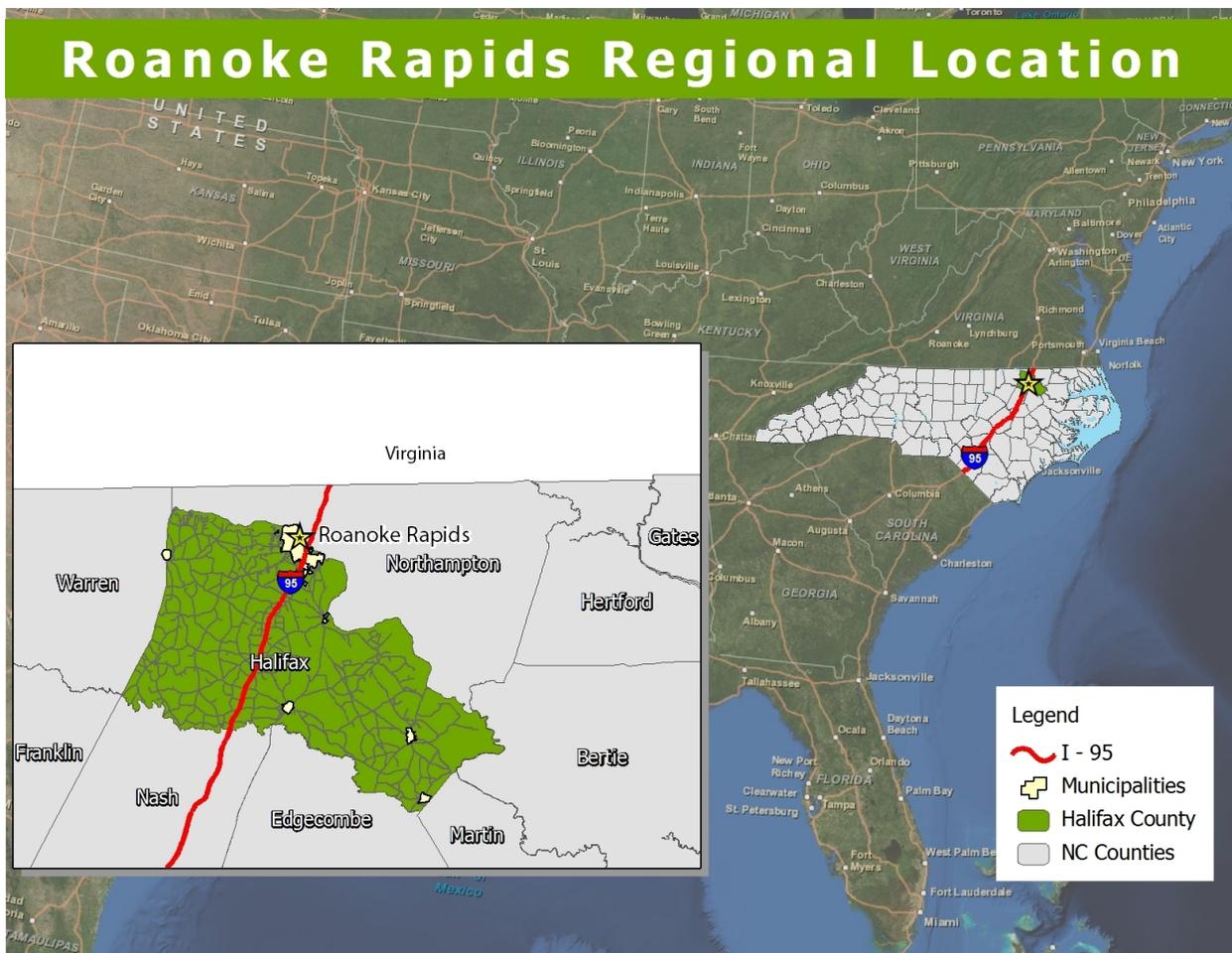
Name	Organization
Bruce Robistow	VP of Clinical and Support Services, Halifax Regional Medical Center
Nick Rightmyer/ Bill Dreitzler (alt.)	DM2 Engineering
Sherry Hux	Main Street Director, Roanoke Avenue Business Alliance (RABA)
Betty Harris	Wilkie Real Estate
Justin Blackmon	Utility Engineer, Roanoke Rapids Sanitary District
Cathy A. Scott	Executive Director, Halifax County Economic Development Commission
Doug Miller	Director of Maintenance and Transportation, Roanoke Rapids School District
Connie Hill	Roanoke Rapids Planning Board
Wayne Smith	Resident/Recreation Advisory Board
Christopher Cain	G.W. Hux & Company Insurance
Victoria Chetty	Visions, Inc./Beautification Committee
Gavin Coombs	Halifax County Community Transformation Grant Coordinator, NC Public Health Foundation
E.B. Odom	Dietician, Halifax County Health Department
Suetta Scarbrough	Roanoke Rapids City Council
Kelly Lasky	Planning and Development Director
Larry Chalker	Public Works Director
Allen Purser	President/CEO, Roanoke Valley Chamber of Commerce



B. Regional Location

Roanoke Rapids is strategically located on I-95 immediately south of the North Carolina/Virginia state line. The city’s location on I-95, the Nation’s major north-south east coast highway, is approximately mid-way between Florida and New York. As one of the busiest corridors in the country, I-95 has the potential to boost the local economy. The city is located on the fall line separating Coastal and Piedmont North Carolina. Located in the upper northeast Coastal plain, the city is situated in an agriculturally productive area. The city’s location places it adjacent to Roanoke Rapids Lake and Lake Gaston, major recreational areas. See Map 1 for regional location.

Major North Carolina attractions are readily accessible with most places on North Carolina’s coast being within 170 miles or less. Raleigh, the state’s capitol, is located 76 miles to the west via highway. The city’s location provides excellent regional access and a direct connection to the Nation’s interstate system.



Map 1. Regional Location Map



C. History

Native Americans warned settlers to avoid the turbulent rapids of the Roanoke River. Instead, they encouraged English traders to use the Tuscarora Trail near Halifax and the Occoneechee Trading Path to the West. Today, we still do. One is called I-95 and the other, I-85.

It was not long into the 19th Century that Colonel Andrew Joyner recognized the value of dealing with the forbidden terrain. He specialized in "transportation links" and dug the first canal to connect the Raleigh-Gaston Railroad with the Weldon-Wilmington Railroad. The die was cast for the founding of Roanoke Rapids.

Roanoke Rapids was built on four pillars - Water Transportation, Railroad, Paper Products, and Textiles - each of these pillars was strong in its day; each has crumbled. The Roanoke Navigation Canal was completed in 1819. It routed boats carrying freight out of the river into a nine-mile canal bypassing the rapids. When transportation by the canal ceased, water in the canal was harnessed to generate power. As a result of this access to hydropower, industries sprang up along the river, including a textile mill and a paper mill. Roanoke Rapids was born.

Homes for the workers of the mills were built on Hamilton, Washington, and Jefferson Streets between First and Fourth Streets (Old Town). Soon homes were built on Jackson, Madison, and Monroe Streets between First and Fourth Streets (New Town). In 1987, these two villages, situated along the same central axis called the "Avenue" were incorporated and renamed Roanoke Rapids. Two of these 19th century mill homes, designed by the famed architect Stanford White, still stand. The textile industry has been the cornerstone of the community throughout its history. The textile company provided utilities, health care, and housing for employees and the residents of Roanoke Rapids. By the early to mid-1900s, three distinct mill villages were built. Mill employees were provided housing a little or no cost. Approximately 800 Mill Houses were eventually constructed. Many of these stand today.

As the mills expanded, Roanoke Rapids experienced phenomenal growth. In 1900, the population was 1,009. By 1930, it was 3,404; by 1940, 8,545. In 1960, Roanoke Rapids' population was 13,230. The textile industry remained the largest employer in the area. The "Avenue" business district was the retail and commercial hub for Roanoke Rapids.



Main Street, Looking South Photo Courtesy of North Carolina Postcards Collection, UNC-CH



SECTION 3. COMMUNITY PROFILE

A. Introduction

This section provides a synopsis of the current population, housing, and economic conditions in Roanoke Rapids. Public Health and Wellness statistics have been summarized based on the 2010 Halifax County Community Health Assessment. Demographic data is sourced from both the 2000 and 2010 US Census, NC Office of State Budget & Management (NC OSBM), PCensus¹, and the NC Employment Security Commission.

B. Health & Wellness Issues

According to the 2010 Halifax County Community Health Assessment, there are ten (10) major health problems identified and chosen as priorities for Halifax County. They are as follows:

1. Obesity/Overweight
2. Diabetes
3. Cancer
4. Teen Pregnancy
5. Heart Disease (Heart Attacks/Stroke)
6. Sexually Transmitted Diseases
7. Mental Health
8. Aging Problems (Alzheimer's, arthritis, hearing or vision loss, etc.)
9. Substance Abuse (Alcohol/Drug Abuse/Smoking)
10. HIV/AIDS and STDs

These ten problems were from a survey completed by over 650 Halifax County residents. Of these ten issues, the design of the built environment plays a role in just four – obesity, diabetes, cancer, and heart disease. According to the Centers for Disease Control (CDC), chronic diseases - such as heart disease, stroke, diabetes, and cancer - are among the most common, costly, and preventable of all health problems in the United States.

Obesity is a leading cause of chronic disease in the United States and increases the risk for a variety of chronic diseases including heart disease, strokes, glucose intolerance, and some forms of cancer. It is not a direct cause of most diseases, but unfavorably alters the risk factor profile. For example, obesity may lead to increases in blood pressure and blood cholesterol, which in turn, can lead to cardiovascular disease and strokes.

¹PCensus is a software program that uses US Census Bureau data, in addition to other data sources, to identify demographic information across geographic boundaries.



Chronic disease differs from infectious disease (or communicable disease) in the way it occurs in individuals. Infectious diseases usually occur because of contact with an affected host, while chronic diseases may occur solely because of a sedentary lifestyle. Common infectious diseases of current and past years include Tuberculosis, Ebola, Malaria, Measles, and HIV/AIDs.

Infectious diseases were once the primary cause of death in the United States a century ago, but proper hygiene, environmental design, and immunization has led to the downfall of such disease in the United States. In Halifax County, the primary cause of death is heart disease. Five "Health Priorities" were drafted as a result of the Halifax County Community Health Assessment. The Healthy Halifax Partners, Healthy Carolinians partnership will draft action plans to address each priority. They are as follows:

Chronic Disease

- ▶ Overweight/Obesity
- ▶ Cancer
- ▶ Diabetes
- ▶ High Blood Pressure

Health Promotion

- ▶ Substance Abuse

Obesity Mechanisms. Obesity results from a positive caloric balance, meaning that the intake of calories is greater than caloric expenditure. Nutrition plays a direct role in determining caloric balance because it is the sole variable when accounting for caloric intake. Caloric output, however, is dependent on three specific variables. These include physical activity, resting metabolism, and the thermogenic effect of food.

Thermogenesis occurs when your body raises its core temperature. When your body increases its heat or energy output, your metabolism increases and your fat cells are used as the main source of energy. Of the three variables, physical activity is the most often altered in order to increase caloric expenditure.

In general, obesity tends to be a multi-faceted problem with no one solution to combating its occurrence. However, there are certain segments of the population that are more likely to be obese as it is more prevalent in the low socioeconomic status (SES) segments of society. Investigations have shown similar results in urban, suburban, and rural communities.

In addition, a childhood spent in poor social and economic conditions has been shown to lead to a less healthy adulthood. In both adolescent boys and girls, low SES and parental education levels were related to an unfavorable risk factor profile indicating a need for early intervention in low SES communities.



To identify areas of Halifax County that are considered low in socioeconomic status, GIS analysis was used. Census estimates for educational attainment, employment, and income levels were combined to locate these areas.

C. Population

Population Growth

From 1980 to 2010, Roanoke Rapids’ population increased from 14,702 to 15,754, an increase of 7.2%. Part of this increase was the result of twelve (12) annexations with occurred from 1985 to 2006. No further annexations have occurred. Thus, the population within the pre-1985 city boundaries has either largely remained static, or may have in fact slightly declined. The city’s extraterritorial jurisdiction population increased from approximately 1,270 in 1980 to 2,075 in 2010, an increase of 63.4%. This increase may be reflective of a trend in eastern North Carolina for out-migration from medium-sized communities. The Halifax County population decreased slightly from 1980 (55,076) to 2010 (54,691). By comparison, from 1980 to 2010, North Carolina’s population increased by 62.2%. Concurrently, the United States population increased by 36.3%.

Population growth occurred in most eastern North Carolina communities from 1980 to 2010, with some area’s experiencing over 70% growth. Table 1 provides a summary of the population change.

Table 1. Population Growth

	Total Population				Percent Change			
	1980	1990	2000	2010	'80-'90	'90-'00	'00-'10	'80-'10
Roanoke Rapids Corporate Limits	14,702	15,722	16,957	15,754	6.9%	7.9%	-7.1%	7.2%
Roanoke Rapids ETJ	1,270	1,702	2,063	2,075	34.0%	21.2%	0.6%	63.4%
Halifax County	55,076	55,516	57,370	54,691	0.8%	3.3%	-4.7%	-0.7%
Edgecombe County	55,988	56,692	55,606	56,552	1.3%	-1.9%	1.7%	1.0%
Nash County	67,153	76,677	87,385	95,840	14.2%	14.0%	9.7%	42.7%
North Carolina	5,880,095	6,632,448	8,046,813	9,535,483	12.8%	21.3%	18.5%	62.2%
United States	226,545,805	248,709,873	281,421,906	308,745,538	9.8%	13.2%	9.7%	36.3%

Source: US Census Bureau and PCensus.

Gender and Racial Composition

Roanoke Rapids’ gender composition has shown little change over the past decade with 45.9% of the population being male in 2010 and 54.1% female. The 2010 state population was 48.7% male and 51.3% female. Thus, there was little difference between the state and city gender composition.



The 2010 Census indicated that Roanoke Rapids’ population was 63.6% white and 31.2% black. The city’s racial composition is in contrast to Halifax County’s population which was 40.0% white and 53.2% black. Edgecombe County was also predominantly black. In northeastern North Carolina, an increasing number of counties have predominantly black populations. By comparison, in 2010 68.5% of North Carolina’s population was white and 21.5% was black.

Table 2. Population by Race, 2010

Race	Roanoke Rapids		Halifax Co.		Nash Co.		Edgecombe Co.		North Carolina	
	Number	%	Number	%	Number	%	Number	%	Number	%
White	10,016	63.6%	21,890	40.0%	53,531	55.9%	21,923	38.8%	6,528,950	68.5%
Black	4,912	31.2%	29,109	53.2%	35,650	37.2%	32,435	57.4%	2,048,628	21.5%
Other Race	623	4.0%	3,033	5.5%	5,100	5.3%	1,623	2.9%	751,706	7.9%
Two or More Races	203	1.3%	659	1.2%	1,559	1.6%	571	1.0%	206,199	2.2%
Total	15,754	100.0%	54,691	100.0%	95,840	100.0%	56,552	100.0%	9,535,483	100.0%

Source: US Census Bureau.

Population by Age

Approximately 47.5% of Roanoke Rapids’ population is 40 years old or older. This trend is lower than that for Halifax County which was 52.2% and comparable to the state at 46.2%. In all cases, approximately ½ of the population is approaching retirement age. For Roanoke Rapids, the primary child bearing age group, 25 to 39, is at 17.5% which is below the state’s 25 to 39 age group percentage of 20.0%. The age of the Roanoke Rapids and Halifax County populations are expected to continue to increase. From 2000 to 2010, the city’s median age increased from 36.8 to 37.9, an increase of 3.0%. However, the state’s median age increased from 35.3 to 37.4, an increase of 5.9%. This increase in median age in Roanoke Rapids can be attributed to both the “aging in place” trend – whereby older adults are less likely to move from their residences – and also a net migration of the younger segment of the population.

Table 3. Population by Age. 2010

Age Groups	Roanoke Rapids		Halifax Co.		Nash Co.		Edgecombe Co.		North Carolina	
	Number	%								
0 to 24	5,510	35.0%	17,196	31.4%	30,826	32.2%	18,802	33.2%	3,220,253	33.8%
25 to 39	2,760	17.5%	8,986	16.4%	17,240	18.0%	9,732	17.2%	1,906,436	20.0%
40 to 64	5,154	32.7%	19,673	36.0%	34,381	35.9%	19,914	35.2%	3,174,715	33.3%
Over 65	2,330	14.8%	8,836	16.2%	13,393	14.0%	8,104	14.3%	1,234,079	12.9%
Total	15,754	100.0%	54,691	100.0%	95,840	100.0%	56,552	100.0%	9,535,483	100.0%
Median Age	36.8 (2000) 37.9 (2010)		37.2 (2000) 41.7 (2010)		36.5 (2000) 39.9 (2010)		36.2 (2000) 39.6 (2010)		35.3 (2000) 37.4 (2010)	

Source: US Census Bureau.



D. Housing

Dwelling Unit Inventory

From 2000 to 2010, the Roanoke Rapids housing inventory decreased from 7,595 to 7,157, a decrease of 5.7%.² Some of this decline is the result of code enforcement, community development demolitions, and flood damage demolitions. Simultaneously, Halifax County’s inventory increased slightly from 25,309 to 25,829. The state’s housing inventory expanded by 20.0%. This data reflects the overall stagnation of housing growth in the Northeastern North Carolina region.³

Table 4. Housing Characteristics, 2000 and 2010

	Roanoke Rapids		Halifax Co.		Nash Co.		Edgecombe Co.		North Carolina	
	Number	%	Number	%	Number	%	Number	%	Number	%
2000 Census										
Owner-occupied	4,104	54.0%	14,821	58.6%	22,792	61.5%	13,063	54.4%	2,172,355	61.6%
Renter-occupied	2,805	36.9%	7,301	28.8%	10,852	29.3%	7,329	30.5%	959,658	27.2%
Vacant	686	9.0%	3,187	12.6%	3,407	9.2%	3,610	15.0%	391,931	11.1%
Total	7,595	100.0%	25,309	100.0%	37,051	100.0%	24,002	100.0%	3,523,944	100.0%
2010 ACS										
Owner-occupied	3,435	48.5%	13,827	53.5%	24,067	57.6%	13,580	54.6%	2,468,489	58.4%
Renter-occupied	3,002	42.4%	7,763	30.1%	13,695	32.8%	8,021	32.2%	1,157,690	27.4%
Vacant	648	9.1%	4,239	16.4%	4,004	9.6%	3,293	13.2%	603,373	14.3%
Total	7,085	100.0%	25,829	100.0%	41,766	100.0%	24,894	100.0%	4,229,552	100.0%

Source: 2000 US Census; 2006-2010 American Community Survey 5-Year Estimates.⁴

From 2000 to 2010, the city’s number of vacant dwelling units significantly increased from 686 to 958, an increase of 39.7%. North Carolina’s vacant housing inventory increased by 53.9%.

²NOTE: It is believed that the Census data indicating the decline in housing inventory is an error.

³North Carolina’s Northeast Commission is the regional economic development organization for the sixteen counties of North Carolina’s Northeast Region.

⁴The American Community Survey (ACS) is a nationwide survey, conducted by the US Census Bureau, that collects and produces information on demographic, social, economic, and housing characteristics about the nation’s population every year.



Dwelling Unit Age

In 2010, approximately 72.2% of the Roanoke Rapids housing inventory was 30 years old or older. For comparison, 43.7% of North Carolina’s inventory was over 30 years old. This disparity with the state is largely repeated throughout northeastern North Carolina. The city’s housing inventory is not being replaced or increased as it ages.

Table 5. Dwelling Unit Age, 2010

Year Built	Roanoke Rapids		Halifax Co.		Nash Co.		Edgecombe Co.		North Carolina	
	Number	%	Number	%	Number	%	Number	%	Number	%
2005 or later	196	2.7%	806	3.1%	2,065	4.9%	644	2.6%	242,715	5.7%
2000-2004	169	2.4%	1,231	4.8%	4,762	11.4%	2,506	10.1%	513,028	12.1%
1990-1999	612	8.6%	4,340	16.8%	8,577	20.5%	4,143	16.6%	896,428	21.2%
1980-1989	1,013	14.2%	4,680	18.1%	7,215	17.3%	2,815	11.3%	725,467	17.2%
1970-1979	1,153	16.1%	3,797	14.7%	7,197	17.2%	5,293	21.3%	648,184	15.3%
1960-1969	912	12.7%	3,124	12.1%	4,046	9.7%	2,784	11.2%	428,956	10.1%
1950-1959	1,408	19.7%	3,025	11.7%	3,322	8.0%	2,419	9.7%	338,842	8.0%
1940-1949	808	11.3%	1,952	7.6%	1,683	4.0%	1,107	4.4%	177,508	4.2%
1939 or earlier	886	12.4%	2,874	11.1%	2,899	6.9%	3,183	12.8%	258,424	6.1%
Total	7,157	100.0%	25,829	100.0%	41,766	100.0%	24,894	100.0%	4,229,552	100.0%

Source: 2006-2010 American Community Survey 5-Year Estimates.

Housing Condition and Cost

Roanoke Rapids’ median housing value in 2010 was \$106,600. This amount was above Halifax and Edgecombe counties but below that of the state and Nash County.

Table 6. Housing Cost and Condition, 2010

	Roanoke Rapids		Halifax Co.		Nash Co.		Edgecombe Co.		North Carolina	
	Number	%	Number	%	Number	%	Number	%	Number	%
Median Housing Value	\$106,600		\$85,800		\$116,300		\$82,600		\$149,100	
Mortgage Greater than 30% of Income	665	32.2%	3,140	41.4%	4,590	30.6%	3,374	38.4%	535,120	32.2%
Rent Greater than 30% of Income	1,213	47.2%	3,719	56.3%	5,619	45.3%	3,678	55.5%	506,691	48.9%
Lacking Complete Plumbing Facilities	13	0.2%	337	1.6%	253	0.7%	89	0.4%	16,548	0.5%
Lacking Complete Kitchen Facilities	13	0.2%	281	1.3%	257	0.7%	140	0.6%	22,500	0.6%

Source: 2006-2010 American Community Survey 5-Year Estimates.



At best, establishing the affordability of housing is an estimating process. Most measures of housing affordability consider 30% of gross income an allowable/affordable expenditure for housing. For homeowners, the cost includes mortgage payments, taxes, insurance, and utilities. For renters, housing cost includes rent and utilities.

Approximately 32% of homeowners in Roanoke Rapids have a mortgage to which 30% or more of their income is allocated to housing costs. This number was identical to the state. According to the 2000 Census, only 20.3% of homeowners in the city allocated that level of income to their mortgage - representing a 58.6% increase in homeowners burdened by a large mortgage payment over the last decade.

The number of renters paying a significant portion of household income for living purposes also grew from 2000 to 2010. In 2000, just over 31% of renters used more than 30% of their income to pay rent. By 2010, the percentage of renters burdened by their living costs increased to 47%, a 49.4% increase in the amount of individuals facing difficulties paying rent. Across the state, this trend held true as burdened mortgage owners and renters increased from 20.7% to 33.4%, respectively, in 2000 to 32.2% of mortgage owners and close to half (48.9%) of all renters in 2010.

E. Economy

Employment by Industry

Based on the NC Department of Commerce, Division of Employment Security, there were 1,084 establishments providing employment in 2010 to an average of 16,050 employees at an average weekly wage of \$635.00 (see Table 7). The largest single employment sector was Educational Services, and Health Care and Social Assistance with an average employment of 4,624 employees, or 28.8% of the workforce. Public Administration provided 1,650 jobs, 10.3% of the total. Thus, the public sector provided approximately 39.1% of the county's jobs. The largest single private sector category, retail trade, provided 2,338 jobs, or 14.6% of the total. The heavy dependence on the public sector for jobs is common in the Northeastern North Carolina region but indicates the need to further diversify the city/county employment base and expand private sector opportunities.

Table 7. Halifax County Employment and Wage by Industry

Industry	Establishments	Average Employment	Percent of Workforce	Average Weekly Wage
Agriculture, forestry, fishing and hunting, and mining	62	447	2.8%	\$529.00
Construction	77	376	2.3%	\$705.00
Manufacturing	32	1,858	11.6%	\$910.00
Wholesale trade	37	485	3.0%	\$867.00
Retail trade	236	2,338	14.6%	\$416.00
Transportation and warehousing, and utilities	46	805	5.0%	\$974.00



Industry	Establishments	Average Employment	Percent of Workforce	Average Weekly Wage
Information	12	103	0.6%	\$629.00
Finance and insurance, and real estate and rental and leasing	96	434	2.7%	\$628.00
Professional, scientific, and management, and administrative and waste management services	107	635	4.0%	\$526.00
Educational services, and health care and social assistance	152	4,624	28.8%	\$644.00
Arts, entertainment, and recreation, and accommodation and food services	113	1,885	11.7%	\$283.00
Other services (except public administration)	83	410	2.6%	\$484.00
Public administration	31	1,650	10.3%	\$661.00
Total	1,084	16,050	100.0%	\$635.08

Source: NC Department of Commerce, Division of Employment Security.

The NC Department of Commerce, Division of Employment Security does not provide the same level of detail for the City of Roanoke Rapids. However, according to the 2010 US Census, the Education Services, and Health Care and Social Assistance sector has the largest number of employees in Roanoke Rapids. Almost 25% of the workforce is employed in the Education Services, and Health Care and Social Assistance industry, followed by the Retail Trade industry, which employs approximately 12.5% of the workforce.

Table 8. Roanoke Rapids Employment by Industry, 2010

Industry	Number	% of Total
Agriculture, forestry, fishing and hunting, and mining	178	2.7%
Construction	602	9.1%
Manufacturing	754	11.4%
Wholesale trade	64	1.0%
Retail trade	825	12.5%
Transportation and warehousing, and utilities	256	3.9%
Information	94	1.4%
Finance and insurance, and real estate and rental and leasing	387	5.8%
Professional, scientific, and management, and administrative and waste management services	280	4.2%
Education services, and health care and social assistance	1,571	23.7%
Arts, entertainment, and recreation, and accommodation and food services	772	11.7%
Other services, except public administration	339	5.1%
Public administration	500	7.6%
Total Employed Population 16 Years and Over	6,622	100.0%

Source: 2010 US Census.



Table 9 identifies the 2013 Top 15 employers in Halifax County. The largest single employer is the Halifax Regional Medical Center. The largest single employment category for the major employers is the public sector with 56.9% of the total. **Of the county's top employers, seven (7) are located within the planning jurisdiction of Roanoke Rapids, and include the following: Halifax Regional Medical Center, Kapstone Paper & Packaging, Roanoke Rapids Grade Schools, AAA Carolinas, New Dixie Oil Corporation, Patch Rubber Co, Inc., and Halifax Linen Service, Inc.**



Halifax Regional Medical Center Image Source: <http://www.halifaxmedicalcenter.org/>

Table 9. Halifax County Top Employers

Company	# of Employees	Industry
Halifax Regional Medical Center	872	Health Care and Social Assistance
Halifax County Schools	700	Educational Services
County of Halifax	546	Public Administration
Kapstone Paper & Packaging	500	Manufacturing
Roanoke Rapids Graded Schools	389	Educational Services
Safelite Glass Corporation	311	Other Services
AAA Carolina's	282	Professional & Technical Services
Halifax Community College	250	Education & Health Services
New Dixie Oil Corporation	239	Transportation and Warehousing
Reser's Fine Foods	236	Manufacturing
Weldon City Schools	199	Educational Services
Don Pancho Authentic Mexican Foods	186	Manufacturing
PCB Piezotronics	170	Transportation and Warehousing
Patch Rubber Co, Inc.	158	Manufacturing
Halifax Linen Service, Inc.	155	Other Services

Source: Halifax County Economic Development Commission.



Unemployment

Table 10 provides employment data for Halifax County and the state from 2003 to May 2013. Throughout those years, Halifax County has had unemployment consistently higher than that of the state. The county's 2010 to 2013 unemployment rate decline has lagged behind the state's recovery.

Table 10. Unemployment in North Carolina & Halifax County, 2003 to 2013

Year	Halifax County	North Carolina
2003	8.6	6.5
2004	7.7	5.5
2005	7.2	5.3
2006	6.5	4.8
2007	6.5	4.8
2008	9.2	6.3
2009	13.3	10.4
2010	13.9	10.8
2011	13.7	10.2
2012	13.2	9.5
2013 (through May)	13.2	9.2

Source: US Department of Labor, Bureau of Labor Statistics.

Income

The city's 2010 median household income was \$35,902. This figure was well below Nash County and the state. However, the city's median household income is above most northeastern North Carolina jurisdictions. Halifax County's poverty rate is above that of the state but is in line with other northeastern North Carolina counties. The Northeast North Carolina region is one of the country's most poverty stricken areas.

Table 11. Median Household Income, 2000 and 2010

	Roanoke Rapids	Halifax Co.	Nash Co.	Edgecombe Co.	North Carolina
2000 Median Household Income	\$28,745	\$26,459	\$37,147	\$30,983	\$39,184
2010 Median Household Income	\$35,902	\$30,439	\$44,499	\$32,665	\$45,570
2010 Persons Below Poverty Level (%)	18.6%	23.8%	14.1%	22.3%	15.5%

Source: 2000 US Census; 2006-2010 American Community Survey 5-Year Estimates.



Vehicle Availability and Travel Time to Work

Over 12% of the city’s residents in occupied housing do not have a vehicle available. In North Carolina as a whole, 7% of residents do not have access to a vehicle. The city’s residents have only a 17.7 minute median travel time to work. This travel time is significantly below the state and surrounding counties. The travel time suggests local employment opportunities or employment located along the I-95 corridor which speeds access.

Table 12. Vehicle Availability and Travel Time to Work

	Roanoke Rapids		Halifax Co.		Nash Co.		Edgecombe Co.		North Carolina	
	Number	%	Number	%	Number	%	Number	%	Number	%
Occupied Housing Units	6,199	100.0%	21,590	100.0%	37,762	100.0%	21,601	100.0%	3,626,179	100.0%
No Vehicles Available	778	12.6%	2,660	12.3%	2,996	7.9%	2,872	13.3%	234,435	6.5%
1 or More Vehicles	5,421	87.5%	18,930	87.7%	34,766	92.1%	18,729	86.7%	3,391,744	93.5%
Median Travel Time to Work	17.7 minutes		21.6 minutes		21.0 minutes		20.2 minutes		23.4 minutes	

Source: 2006-2010 American Community Survey 5-Year Estimates.

Tourism

Because of the city’s appealing visitor assets - Roanoke Canal Museum and Trail, Roanoke Rapids Lake, the Roanoke Rapids Historic District, Roanoke Rapids Theatre, and cultural amenities - a major tourism industry is developing. Growing tourism and entertainment in Roanoke Rapids can have a positive influence on the revitalization of Roanoke Avenue and its businesses.



“Avenue at Night” Image Source: City of Roanoke Rapids

Main Street Program

The Main Street Program strategically aligns the needs of Roanoke Rapids with the city’s Central Business District. Revitalization of the uptown/downtown historic district is a key to the viability of the entire community. The City recognizes the importance of stimulating new business opportunities and investment, bringing greater prosperity and an improved quality of life to the entire community. Rejuvenating the historic district is a long-term process and Roanoke Rapids' leaders are acutely aware that a collaborative effort is needed, combining the skills and advantages of both public and private sectors. The Main Street Program can help Roanoke Rapids develop allies, advocates, and leadership that is needed to make Roanoke Avenue a priority for the community and a major economic asset for Roanoke Rapids and Halifax County.



F. Community Profile Summary

- ▶ The Number **1 & 2 Health Priorities** in Halifax County are **Obesity** and **Diabetes**.
- ▶ The Roanoke Rapids **population** has **declined** from 16,957 in 2000 to 15,754 in 2010, a 7.1% decrease.
- ▶ Roanoke Rapids' **median age increased** from 36.8 in 2000 to 37.9 in 2010.
- ▶ The total number of **housing units** in Roanoke Rapids declined by 6% from 2000 to 2010.
- ▶ In 2010, approximately 57% of the city's **housing** was **30 years old or older**.
- ▶ Roanoke Rapids' **median housing values** are **lower** than those of Nash/Edgecombe counties and North Carolina.
- ▶ In 2010, the **public sector** accounted for 39.1% of Halifax County's jobs.
- ▶ In 2010, the city's **median household income** was **lower** than that of the state by almost \$10,000.
- ▶ **Tourism** is increasing its significance as a **contributor** to the city's **economy**.
- ▶ **Central Business District** revitalization is **essential** to Roanoke Rapids' long-term economic viability.



SECTION 4. ENVIRONMENT/EXISTING CONDITIONS

A. Health Services

1. Medical Facilities

According to the 2010 Halifax County Community Health Assessment, the city/county has several health resources, including Halifax Regional Medical Center, Our Community Hospital, Roanoke-Chowan Hospital, Southern Virginia Regional Medical Center, and Nash General Hospital. Additional resources such as nursing homes, hospice care, and assisted living programs are also located throughout the area.

Halifax Regional Medical Center

Halifax Regional Medical Center is located at 250 Smith Church Road in Roanoke Rapids and serves Halifax and Northampton Counties. The hospital is licensed to operate as a 206-bed facility, 20 of which are dedicated licensed psychiatric beds, and has approximately 65 physicians representing 25 subspecialties on its active staff. The hospital provides an array of services, including those listed below.



The Halifax Regional Medical Center in Roanoke Rapids provides service to the city and surrounding areas. *Image Source: Halifax Regional Medical Center.*

- ▶ Ambulatory Care Unit
- ▶ Birthing Center
- ▶ Cardiopulmonary
- ▶ Case Management
- ▶ Clinics
- ▶ Dialysis Unit
- ▶ Emergency Care Center
- ▶ Gastrointestinal Laboratory
- ▶ HIV Case Management
- ▶ Imaging
- ▶ Intensive Care Unit
- ▶ Joint Care Center
- ▶ Joint Replacement
- ▶ Laboratory
- ▶ Lithotripsy
- ▶ Mammography
- ▶ Medical Library
- ▶ Medical Surgical Services
- ▶ MRI
- ▶ Occupational Medicine
- ▶ Patient Education
- ▶ Progressive Care Unit
- ▶ Radiology
- ▶ Rehabilitation
- ▶ Sleep Studies
- ▶ Surgical Services
- ▶ Women’s Health
- ▶ Wound Care Center
- ▶ Woodside Psychiatric Unit



Our Community Hospital

Our Community Hospital is a 100-bed private, not-for-profit hospital located in the southeastern portion of Halifax County approximately 30 miles from Roanoke Rapids. Services include a physicians clinic, emergency room, acute care, long-term care, home for the aged, and wellness center.

Vidant Roanoke-Chowan Hospital

Vidant Roanoke-Chowan Hospital is a 124-bed, not-for-profit hospital located in Ahoskie, North Carolina, approximately 50 miles from Roanoke Rapids. As part of Vidant Health, this modern facility provides a wide range of health services to about 39,000 residents in a four-county area.

Southern Virginia Regional Medical Center

Southern Virginia Regional Medical is located in Emporia, Virginia and is approximately 18 miles north of Roanoke Rapids just off I-95. The state-of-the-art, 80-bed, acute care medical center offers the latest healthcare technology, and has approximately 28 active and 39 consulting physicians. Health services include the following:

- ▶ Behavioral Health (Inpatient)
- ▶ Cardiology (Echocardiology, Stress Testing, EKG & Holter Monitoring)
- ▶ Dialysis
- ▶ Emergency Department
- ▶ Endoscopy Lab
- ▶ Home Health
- ▶ Intensive Care Unit
- ▶ Imaging 64 Slice CT Scanner, MRI, Nuclear Medicine, Digital Mammography, High Definition Ultrasound with 4-D Capability
- ▶ Laboratory
- ▶ Occupational Medicine
- ▶ Rehabilitation (Cardiac, OT, PT, Speech, Wellness)
- ▶ Respiratory (Pulmonary Function Testing, Arterial Blood Gas)
- ▶ Senior Circle
- ▶ Sleep Services (Accredited by the American Academy of Sleep Medicine)
- ▶ Surgery (Same Day Surgery, Infusion Center)
- ▶ Vascular (Carotid Duplex Scan, Peripheral Arterial Studies)



Nash General Hospital

Nash General Hospital in Rocky Mount is part of Nash Health Care Systems and is a 282-bed acute care facility that serves, Nash, Edgecombe, Halifax, Wilson, and Johnston counties. The hospital is home to the Women’s Center, Cardiovascular Services, and the Critical Care Unit and thousands of employees who have dedicated their careers to providing the best medical attention possible. Nash Health Care Systems provides a wide variety of services, including the following:



Nash General Hospital was the first hospital in the state to provide all private rooms.
Image Source: Nash Health Care Systems.

- ▶ Nash Breast Care Center
- ▶ Nash Cancer Treatment Center
- ▶ da Vinci Surgical System
- ▶ Emergency Care Center
- ▶ Nash Heart Center
- ▶ Heartburn Treatment Center
- ▶ Hospice and Palliative Care
- ▶ Nash Joint Replacement Center
- ▶ Mental Health Services
- ▶ Minimally-Invasive Surgery
- ▶ Nash Neurosurgery
- ▶ Outpatient Surgery (Nash Day Hospital)
- ▶ Rehabilitation (Bryant T. Aldridge Rehabilitation Center)
- ▶ Nash Sleep Disorders Center
- ▶ Special Care Nursery
- ▶ Mayo Surgery Pavilion
- ▶ Nash Surgical Weight Loss Center
- ▶ Healthfirst Wellness Center
- ▶ Nash Women’s Center
- ▶ Nash Wound Care Center

2. *Mental Health*

Local Management Entities (LMEs) are where people can go to find information on receiving mental health, developmental disability, or substance abuse services. Cardinal Innovations Healthcare Solutions oversees mental health services in a 15-county LME area, which includes the following counties: Alamance, Cabarrus, Caswell, Chatham, Davidson, Franklin, Granville, Halifax, Orange, Person, Rowan, Stanly, Union, Vance, and Warren counties. Cardinal Innovations is currently North Carolina’s largest Medicaid managed care plan with 225,000 enrollees in the 15-



county area. Representatives are available 24-hours per day for information, referrals and crisis care. Callers can talk to a licensed clinician, and make appointments with service providers. Cardinal Innovations provides access to high quality services through a comprehensive network of more than 900 providers across the state.

The North Carolina Innovations Waiver is a Medicaid Home and Community-Based Waiver authorized by the Centers for Medicare and Medicaid Services under Section 1915 (c) of the Social Security Act. NC Innovations is a means of funding services and supports for individuals with intellectual and/or developmental disabilities and who are at risk for institutionalization. Cardinal Innovations piloted the demonstration project for NC Innovations before it was expanded statewide in January 2012. NC Innovations operates concurrently with the North Carolina Mental Health/Developmental Disabilities/Substance Abuse Services Health Plan. The NC MH/DD/SAS Health Plan is a 1915 (b) Waiver that functions as a prepaid insurance plan for individuals on Medicaid who need services for mental health, substance abuse and intellectual/developmental disability conditions.

3. *Adult and Senior Care Services*

Halifax County provides a wide range of services tailored to the needs of both adult and senior citizens throughout the city and county. These services involve both State- and county-funded initiatives, including the following:

- ▶ Adult Protective Services
- ▶ SA in Home
- ▶ Community Alternative Program for Disabled Adults (CAP D/A)
- ▶ Medicaid Transportation
- ▶ Guardianship
- ▶ Payee Case Management
- ▶ Placement Services
- ▶ Adult Home Monitoring
- ▶ Adult Care Home Case Management
- ▶ Multi-disciplinary Team Meetings
- ▶ Crisis Assistance and Intake Services
- ▶ Low Income Energy Assistance Program (LIEAP) - addresses issues of heating a home
- ▶ Outreach Home Visits and Presentations

In addition to these services, there are a number of private and non-profit assisted living and group home facilities located within other municipalities throughout the county.



4. Dental Health

North Carolina ranks 47th in the nation in dentists per capita at 4.3 dentists per 10,000 population. In fact, only eight North Carolina counties have dentist-to-patient ratios which exceed the national average of 6.0 dentists per 10,000 population (Wake, Durham, Orange, Alamance, Guilford, Forsyth, Mecklenberg, and New Hanover Counties). Seventy-nine North Carolina counties are recognized as federally designated dental shortage areas.

Halifax County ranks below the state average of dentists per capita at 2.2 dentists per 10,000 residents and is recognized as a federally designated dental shortage area. In Roanoke Rapids, Rural Health Group (RHG) offers preventive and basic restorative dental services. RHG offers a sliding fee program for those patients who earn less than 200% of the federal poverty level and accepts North Carolina Medicaid and North Carolina Health Choice.

Additionally, the East Carolina University School of Dental Medicine is working to improve access to dentistry throughout eastern North Carolina. This effort will involve the construction of several dental clinics to serve eastern North Carolina.

5. Access to Care

Halifax County falls significantly behind the state in all health professionals categories (see Table 13). Edgecombe and Northampton Counties also rank below the statewide average for health professionals.

Table 13. Halifax County Health Professionals per 10,000 Population (2011)

County	Population*	Physicians** (1,2)	Primary Care		Registered Nurses** (1)	Physician Assistants** (1)
			Physicians** (1, 2, 3)	Dentists** (1)		
Edgecombe	56,089	6.6	2.9	1.4	60.3	2.1
Halifax	54,397	13.2	5.9	2.2	79.6	2.2
Nash	96,122	18.9	7.1	4.1	110.0	4.2
Northampton	21,844	2.3	2.3	0.5	29.8	0.9
North Carolina	9,669,244	22.1	7.8	4.3	98.6	4.0

- (1) Includes those who are licensed and active within the profession, as well as those with unknown activity status;
- (2) Physicians include doctors of medicine and doctors of osteopathy who are non-federal, non resident-in-training.
- (3) Primary care physicians include those physicians who report a primary specialty of family practice, general practice, internal medicine, obstetrics/gynecology, or pediatrics.

Source: *LINC Database, Office of State Planning; **North Carolina Health Professions Data System.



B. Community Facilities

1. Law Enforcement

Law enforcement is provided by the City of Roanoke Rapids Police Department. The department is housed in the Roanoke Rapids Municipal Building and substations located downtown (116 W. Third Street) and Hodgestown (120 Wyche Street). Jail facilities are not provided. The facility locations are delineated on Map 2, Community Facilities.



The Roanoke Rapids Police Department's primary mission is the protection of life, property, and the prevention of crime.
Image Source: Roanoke Rapids Police Dept.

The department has 39 full-time employees and one part-time employee, and is divided into the following units: Administration, Patrol, Animal Control, Investigations, and Narcotics. The largest function of the patrol unit is responding to domestic related calls. Community programs include: Citizens on Patrol, Community Watch, Shop with a Cop, and National Night Out. The Police Department has provided a subjective analysis of the crime concern areas in Roanoke Rapids, which are depicted on Map 3.

The Roanoke Rapids Police Department has a written agreement with the following entities: Halifax County Sheriff, Northampton County Sheriff, Murfreesboro Police Department, Ahsokie Police Department, Bertie County Sheriff, Elizabeth City Police Department, Enfield Police Department, Scotland Neck Police Department, and Littleton Police Department. The Halifax County Sheriff's Department is the primary responder outside the city limits and within the Planning & Zoning jurisdiction; however, the Roanoke Rapids Police Department has the authority to enforce the law within one-mile of the city limits.

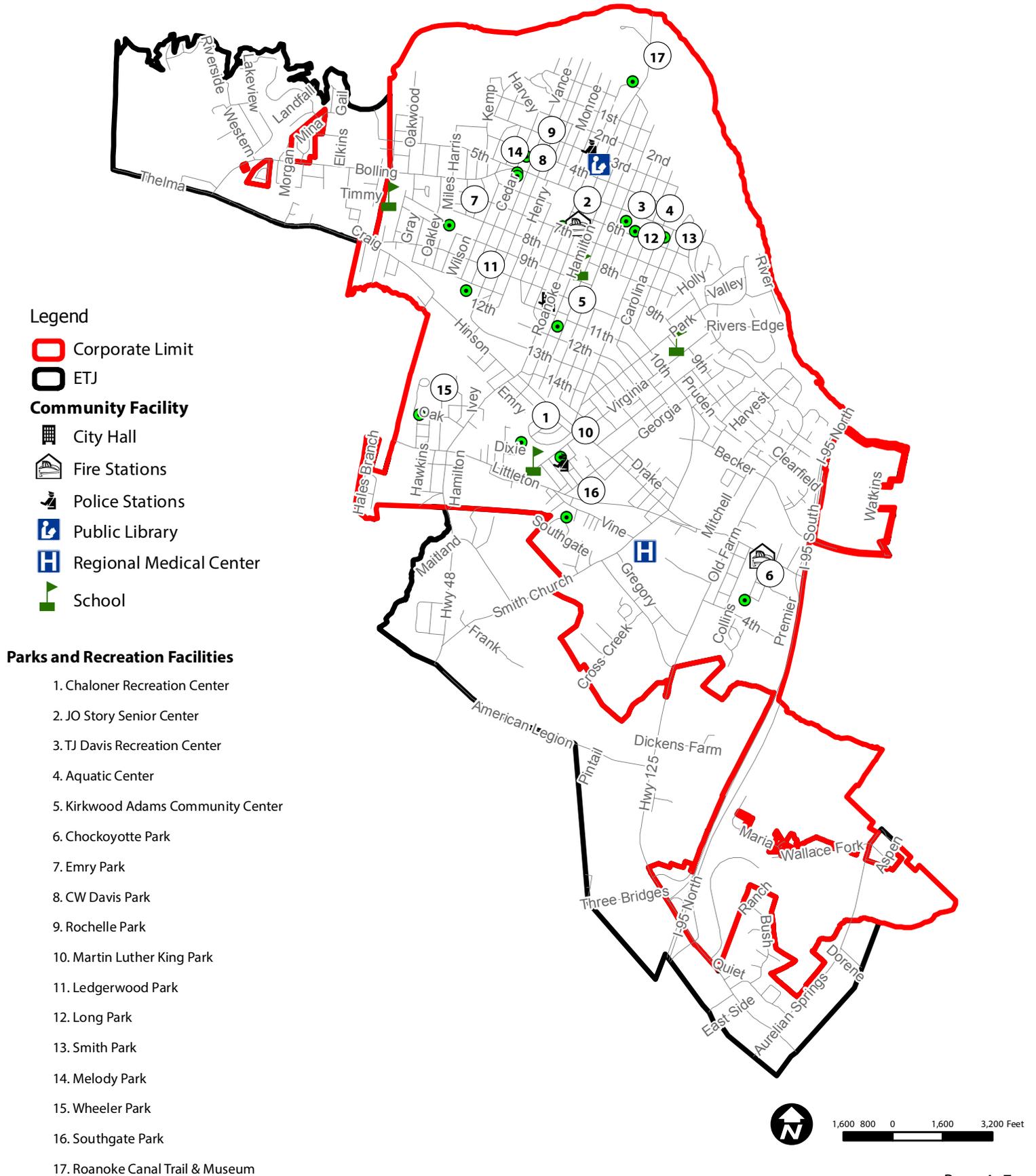
Halifax County has experienced a steady decline in the number of violent offenses reported over the last few years. From 2008 to 2011, the violent crime rate decreased by almost 32 percent (see Table 14). The decrease in crime rate is slightly more than the rate of decrease experienced statewide during the same time period.

Table 14. Criminal Offenses per 100,000 Population

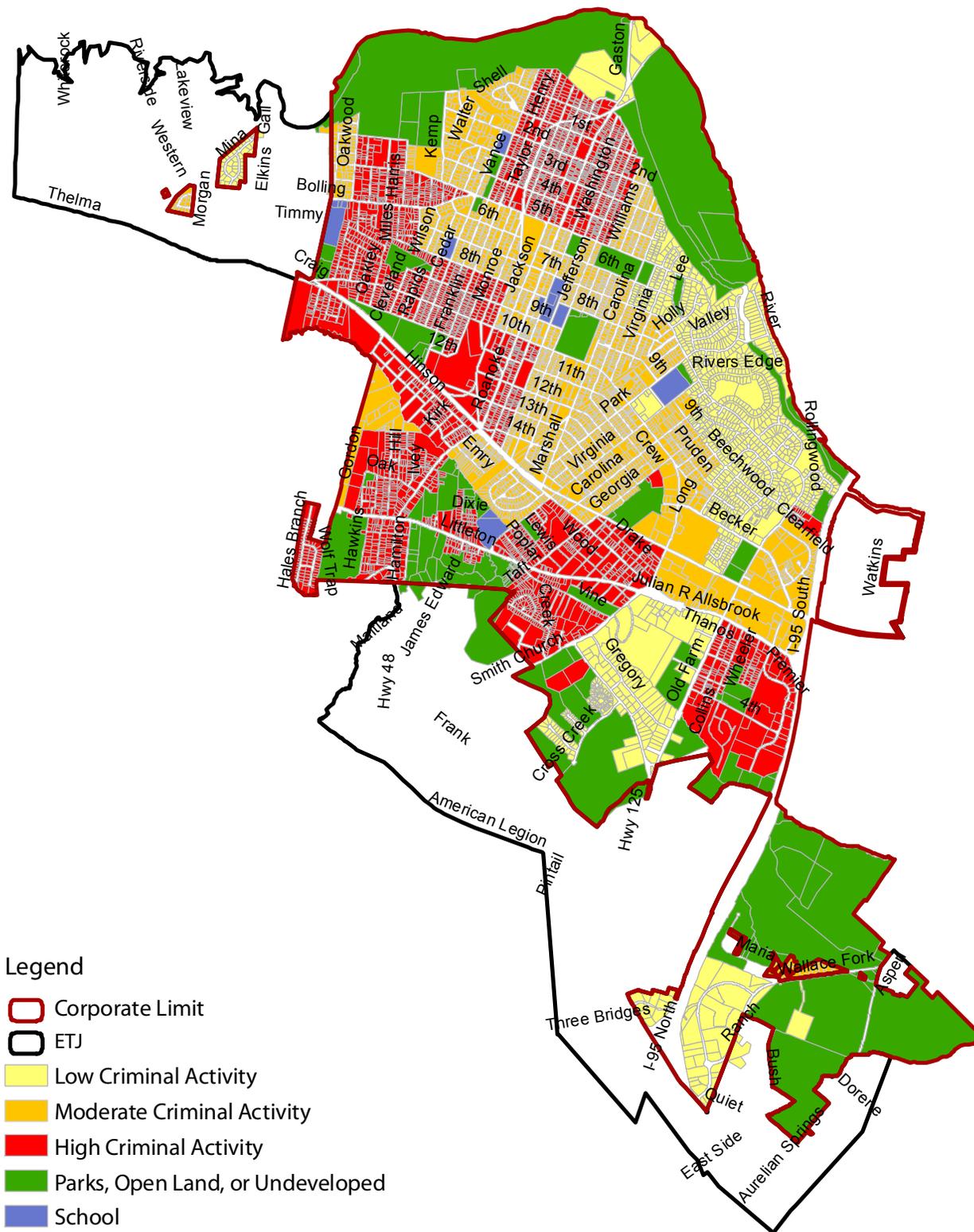
Year	Halifax County		North Carolina	
	Index Rate	Violent Rate	Index Rate	Violent Rate
2008	5,389.2	641.9	4,580.8	477.0
2009	4,828.7	592.1	4,191.2	417.1
2010	4,447.1	568.7	3,955.7	374.4
2011	4,398.2	437.4	3,919.8	354.6
% Change 08-11	-18.4%	-31.9%	-14.4%	-25.7%

Source: NC Uniform Crime Reporting Program.

Map 2: Community Facilities



Map 3: Roanoke Rapids Criminal Activity





2. *Fire Protection*

The city is provided fire protection by the Roanoke Rapids Fire Department. There are two fire stations located at 643 Roanoke Avenue and 638 Highway 125 (see Map 2). The extraterritorial jurisdiction area (see Map 2) is served by the Weldon, Reidsville, and Davie fire departments. The Insurance Services Office (ISO) of North Carolina gives the city a rating of four (4) out of ten (10) with one (1) being the highest.



Mayor D.N. Beale Fire Station *Image Source:*
City of Roanoke Rapids

Community services programs include: fire extinguisher classes, basic fire safety (for the public/group/events/elderly), fire safety programs for schools, smoke detector classes, smoke detector installation, and fire safety assessments of homes. In 2013, Fire Department service needs included the following:

- ▶ Construction of a third station.
- ▶ Hiring of ten (10) more personnel.
- ▶ Purchase of a new pumper to be housed at new station.
- ▶ Extrication equipment to be put on all first out apparatus.
- ▶ New staff vehicles for office personnel.
- ▶ Upgrade old station into training facility in the city limits.
- ▶ Creation of Deputy Fire Marshal position.

3. *Parks and Recreation*

The City of Roanoke Rapids maintains a full-time Recreation Department. The department staff includes ten (10) full-time and four (4) part-time employees. Recreational facilities are depicted on Map 2 and include the following:

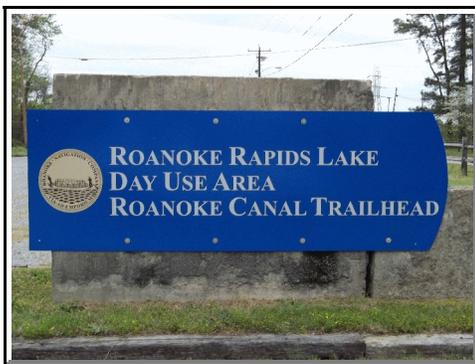
- ▶ Chaloner Recreation Center
- ▶ Jo Story Senior Center
- ▶ TJ Davis Recreation Center
- ▶ Aquatic Center
- ▶ Kirkwood Adams Community Center
- ▶ Chockoyotte Park
- ▶ Rochelle Park
- ▶ Emry Park
- ▶ CW Davis Park (adjacent to Melody Park)
- ▶ Edward George Park
- ▶ Martin Luther King Park



- ▶ Ledgerwood Park
- ▶ Long Park
- ▶ Melody Park
- ▶ Smith Park
- ▶ Wheeler Park
- ▶ Southgate Park
- ▶ Roanoke Canal Trail Access Points
- ▶ Roanoke Canal Museum
- ▶ Roanoke Rapids Public Library
- ▶ Dominion Lake Park

The city's programs include year-round indoor and outdoor activities. The city's parks are open from sunrise to sunset. Focal points of the city's programs include: the Aquatic Center, Jo Story Senior Center, JA Chaloner Recreation Center, TJ Davis Outdoor Pools, Roanoke Rapids Public Library, Roanoke Canal Trail and Museum, and the Kirkwood Avenue Community Center.

Simultaneous to preparation of this plan, a County-wide recreation plan was being prepared. Completion of the recreation plan was not anticipated until 2014/2015. Community Transformation Grant Funds were used to assist with the preparation of the plan.



Roanoke Canal Trail Access Point
Image Source: City of Roanoke Rapids



Walking Trails *Image Source: City of Roanoke Rapids*



4. Historic Properties

The City of Roanoke Rapids has a number of historic sites such as the Roanoke Rapids Junior-Senior High School, Roanoke Canal Museum and Trail, and the Roanoke Rapids Historic District. The Roanoke Rapids Junior-Senior High School building was completed in 1921 and was designed in the "classic Elizabethan" style by Hobart Brown Upjohn, a nationally prominent architect who worked extensively in North Carolina. The structure was one of the largest, costliest, and best designed public school buildings built in North Carolina during this period. The high school is the dominant building in the city's central core. The building was placed on the National Register of Historic Places on December 29, 1988.

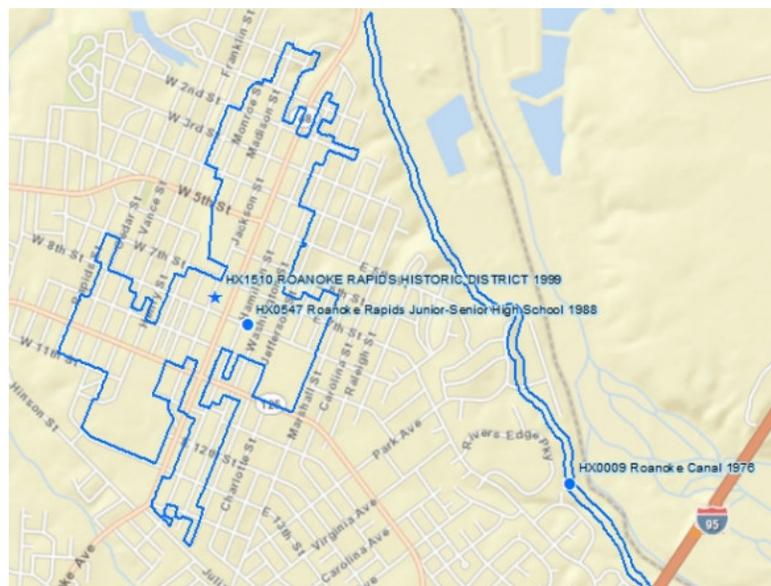


Roanoke Rapids High School

Image Source: Roanoke Rapids Graded School District.

The Roanoke Canal Museum and Trail is one of the city's oldest historical sites. Begun before 1819 and completed in 1823, the Roanoke Canal was built as the North Carolina segment of the ambitious Roanoke Navigation System. It was designed to connect the Blue Ridge Mountains of Virginia and Norfolk over a distance of 400 miles. When completed, the canal provided an economic boost for the area and the farmers of the interior. Goods and produce were carried on the canal. Segments of the canal that remain intact today include portions of the 39 foot wide channel, its 10 foot wide tow path, the original aqueduct and one of the stone culverts. In 1976, the canal, the tow path, and the canal structures were added to the National Register of Historic Places.

The Roanoke Rapids Historic District was placed on the National Register of Historic Places in 1999 and is roughly bounded by the Roanoke River; Charlotte, Marshall, and Jefferson Streets; the CSX railroad; and West Thirteenth, Rapids, and Henry Streets. There are 1,130 contributing buildings and 595 non-contributing buildings within the district. The Roanoke Rapids Historic District retains a high level of architectural integrity, particularly in the residential buildings as opposed to the commercial ones. While many commercial buildings have been renovated with modern storefronts of metal and glass, most retained their upper facades virtually intact so that the original character of the building is readily identified.



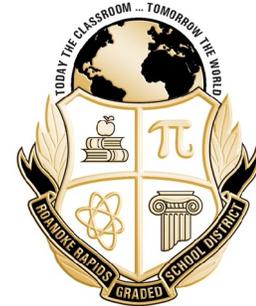
Roanoke Rapids Historic District Boundary *Image Source: NCHPO GIS Service.*



5. Education

Elementary and Secondary Education

Roanoke Rapids Graded School District is a small public school system consisting of a preschool center, two elementary schools, one middle school, and one high school. The district serves approximately 3,000 students in Pre-K through 12 classrooms. It is one of only 15 public school systems that are not county districts remaining in North Carolina. The school system employs 28 teachers who are National Board Certified and 62 teachers with Master’s Degree or higher.



The following provides the mission and vision statements for the school district:

Vision Statement: Every student will learn and achieve.

Mission Statement: Every student will graduate from high school, globally competitive for work and post-secondary education and prepared for life in the 21st century.

Table 15 provides the schools in the Roanoke Rapids Graded Schools district including grade leves and current enrollment.

Table 15. Roanoke Rapids Graded School District

School	Grades	Enrollment
Clara Hearne Early Childhood Center	Pre-K	251
Belmont Elementary School	Pre-K to 5	824
Manning Elementary School	Pre-K to 5	739
Chaloner Middle School	6 to 8	637
Roanoke Rapids High School	9 to 12	850

Source: *Roanoke Rapids Graded Schools.*

Students residing within the extraterritorial jurisdiction of Roanoke Rapids are served by Halifax County Schools. The Halifax County School District is located in Halifax, NC, and includes eleven (11) schools serving 4,199 students in grades PK through 12. The schools serving ETJ students include Aurelian Springs Elementary, Everett’s Elementary, and William R. Davie Middle. There are also two private schools in Roanoke Rapids: Halifax Academy-Christian School and Cornerstone Christian School.



Higher Education

Halifax Community College (HCC) in Weldon offers county residents a variety of degree programs ranging from curriculum-based programs for degree completion to continuing education. In addition, the community college offers training to start-up businesses through its Small Business Center (SBC) that is part of the North Carolina Small Business Center Network (SBCN). Training is offered as seminars and workshops, mostly at no charge. A Small Business Resource Center is available in the campus library. In addition to books, periodicals, and other materials, the resource center includes access to a personal computer for business planning and research. Halifax Community College offers a variety of different curriculum programs, including:



Halifax Community College

Image Source: Halifax Community College.

School of Arts and Sciences

- ▶ Associates in Arts
- ▶ Associates in Science
- ▶ Associates in General Education

School of Business

- ▶ Advertising and Graphic Design
- ▶ Advertising and Graphic Design - Computer Graphics
- ▶ Business Administration
- ▶ Computer Information Technology
- ▶ Medical Office Information
- ▶ Office Administration

School of Legal and Public Service

- ▶ Criminal Justice
- ▶ Cosmetology
- ▶ Early Childhood Education
- ▶ Greenhouse and Grounds Maintenance
- ▶ Human Services Technology
- ▶ Paralegal Technology

School of Vocational and Industrial Technology

- ▶ Automotive Systems Technology
- ▶ Electrical/Electronics Technology
- ▶ Facility Maintenance Worker



- ▶ Food Service Technology
- ▶ Industrial Systems Technology
- ▶ Masonry
- ▶ Plumbing
- ▶ Small Engine and Equipment Repair
- ▶ Welding

School of Health Sciences

- ▶ Associate Degree Nursing
- ▶ Dental Hygiene
- ▶ Medical Laboratory Technology
- ▶ Practical Nursing
- ▶ Phlebotomy

Adult and Continuing Education Programs

- ▶ Business and Industry Services Courses
- ▶ Compensatory Education
- ▶ Cultural Activities
- ▶ Education 2 Go - Online Distance Learning
- ▶ Emergency Medical Service Courses
- ▶ Fire/Rescue Training
- ▶ Focused Industrial Training
- ▶ Human Resources Development
- ▶ Law Enforcement Training
- ▶ Literacy Education (ABE and GED)
- ▶ New and Expanding Industry
- ▶ Nurse Aide I and II
- ▶ Occupational Courses
- ▶ Small Business Center
- ▶ Special Interest Courses
- ▶ Teacher Recertification Courses
- ▶ Workforce Readiness

By teaming up with Chowan University, Elizabeth City State University and East Carolina University, HCC has created a mix of opportunities that allows students to achieve anything from a certificate to a full, four-year degree. HCC's current partnership programs include the Adult Degree Completion Program with Chowan University focusing on accounting and other business and social-science degree tracks. In addition, there are transferable general education courses provided to students at Eastern Carolina Christian College and teacher-preparation, nursing and other courses in tandem with Elizabeth City State University, North Carolina Central University and East Carolina University.



6. Library

The Roanoke Rapids library was founded in 1933 by the Roanoke Rapids Women's Club with donated books and a volunteer staff. In 1938, the Club presented the library to the City of Roanoke Rapids. A few years later, the National Guard Armory became the new home of the library.

In 1958, the Jaycees began a fund drive to build a new Library building. When the bids came in too high, the Jaycees themselves broke ground and began the building project. Money ran out and it was feared that the library would not be finished. In December of 1961, a contribution from the Z. Smith Reynolds foundation of \$15,000 allowed completion of the building.



Roanoke Rapids Public Library Image

Source: City of Roanoke Rapids.

A major expansion in 1989 nearly doubled the size of the now 7,500 square foot library. With over 41,000 items available and nearly 13,000 registered patrons, the Roanoke Rapids Public Library has been and continues to be a successful community project.

7. Public Works

The City of Roanoke Rapids maintains a Public Works Department which is responsible for fleet maintenance, street and alley maintenance, sanitation services, traffic control, upkeep of City buildings and grounds, and Cedarwood Cemetery. The department has thirty-seven (37) full-time employees and one (1) part-time employee.

Street and Alley Maintenance

The Street division is responsible for the construction, repair and maintenance of 90 miles of municipal streets and 17 miles of alleys, including storm drainage and street sweeping. The division repairs all signs, city owned traffic signals, curb and gutter and driveways.

Solid Waste Collection

Residential rollouts are collected once per week at the street or alley. Collection days are Monday, Tuesday, Wednesday, Thursday, and Friday. Each residential home is provided with one 96 gallon rollout cart. The city has approximately 600 stops on its solid waste collection routes.



Public Works defines refuse as yard waste, limbs, shrubs, leaves, grass clippings, white goods, brown goods, and junk. These items can be placed at the streets and alleys for collection on the same day as the rollout cart.

8. *Water and Sewer System*

Water and sewer service is provided to the City of Roanoke Rapids and its extraterritorial jurisdiction by the Roanoke Rapids Sanitary District. The district’s water system provides water service to all of the city’s planning jurisdiction. The water system includes 114 miles of distribution lines and has a finished water storage capacity of 5.0 million gallons. Approximately 25,000 people are served through over 8,500 service connections. The water supply for the district is from the Roanoke Rapids Lake with back-up capabilities from the Roanoke River. The system has a permitted capacity of 12.5 MGD with a firm pumping capacity maximum of 10 MGD.

The Sanitary District operates a 8.34 MGD permitted capacity wastewater treatment plant. In 2012, the average annual daily discharge was 3.480 MGD received from a 21,836 person population. The Roanoke River is the receiving stream. The area of sewer service is delineated on Map 4. Table 16 provides the sanitary district water and sewer rates for 2013.



Table 16. Roanoke Rapids Sanitary District Water and Sewer Rates, 2013

Inside Rates	Gallons Used	Water	Sewer	W/S Combo
Minimum - Up To	2,000	\$8.30	\$12.20	\$20.50
Residential Per	1,000	\$2.95	\$4.30	\$7.25
Institutional/Commercial (Next 18,000 per)	1,000	\$2.95	\$4.30	\$7.25
Institutional/Commercial (Next 280,000 per)	1,000	\$2.20	\$4.30	\$6.50
Industrial (All over 300,000)	1,000	\$2.14	\$4.30	\$6.44
Outside Rates	Gallons Used	Water	Sewer	W/S Combo
Minimum - Up To	2,000	\$14.95	\$21.95	\$36.90
Residential Per	1,000	\$4.05	\$6.30	\$10.35
Institutional/Commercial (Next 18,000 per)	1,000	\$4.05	\$6.30	\$10.35
Institutional/Commercial (Next 280,000 per)	1,000	\$3.15	\$6.30	\$9.45
Industrial (All over 300,000)	1,000	\$2.95	\$6.30	\$9.25



Bulk Rates	Gallons Used	Water	Sewer
Halifax County per	1,000	\$2.14	\$6.50
Outside Industrial User Permit	Gallons Used		Sewer
Daily Average 150,000 per	1,000		\$4.49
Daily Average 250,000 per	1,000		\$4.30
Daily Average 450,000 per	1,000		\$4.13
Outside Industrial User (uncontrollable) per	1,000		\$4.49

Source: Roanoke Rapids Sanitary District.

9. Electrical Service

Electric service is provided to the Roanoke Rapids planning area by Dominion Power. Customer/power consumption data may be isolated for the City of Roanoke Rapids, but is not isolated for the city's extraterritorial jurisdiction area. Table 17 provides the service data for 2010 through 2012.

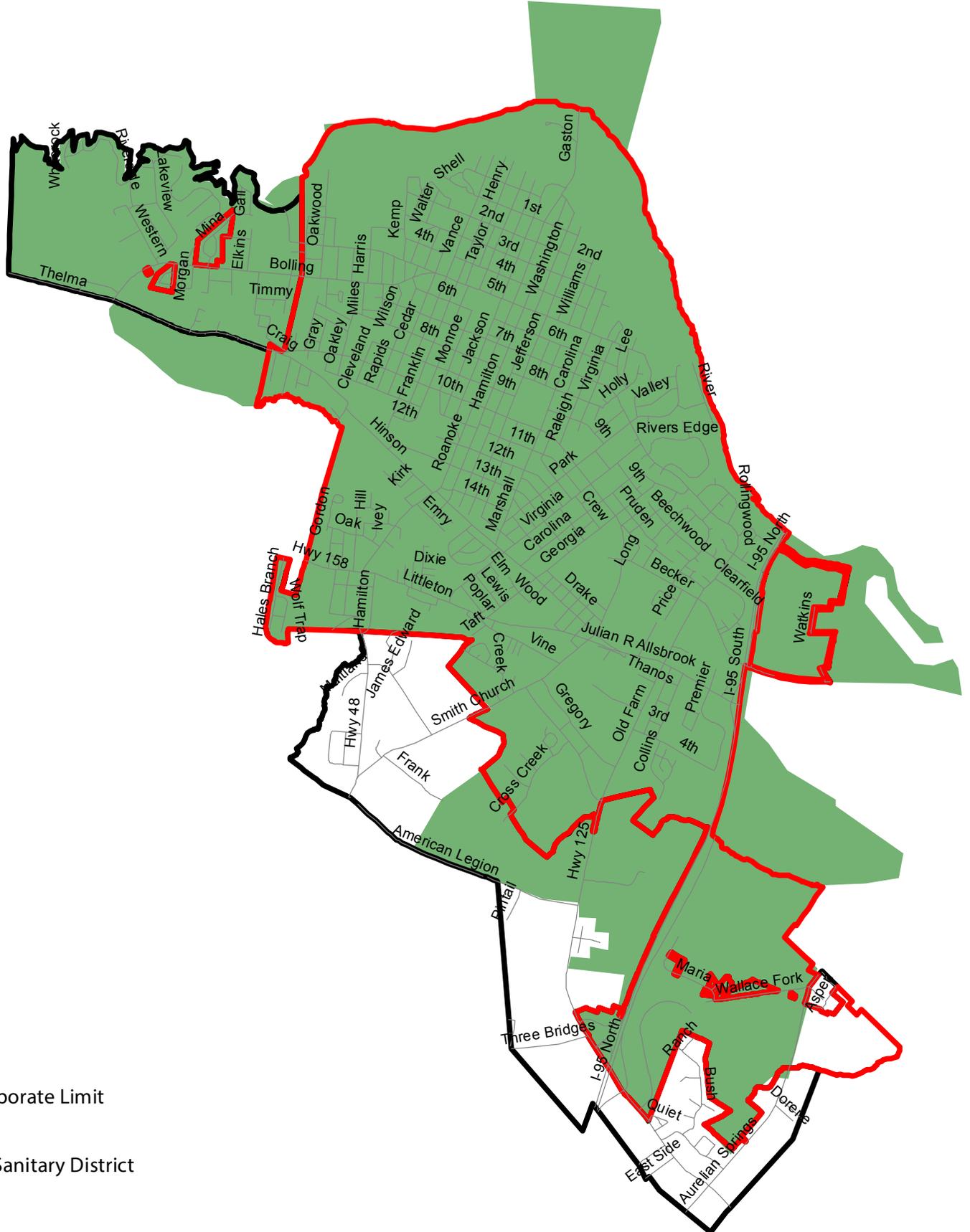
Table 17. Summary of Customers and KWH Sales for Roanoke Rapids, 2010 to 2012

	2010		2011		2012	
	Customers	Annual KWH	Customers	Annual KWH	Customers	Annual KWH
Residential	6,756	96,830,197	6,754	96,819,752	6,793	91,528,086
Commercial	889	64,755,252	883	62,312,364	880	61,138,298
Industrial	2	160,644,000	2	158,881,327	2	180,527,956
Governmental	178	11,053,457	175	10,650,500	174	10,313,697
Total	7,825	333,282,906	7,814	328,663,943	7,849	343,508,037

NOTE: Customers and annual KWH's shown reflect information obtained from end-of-year historic files and are representative for the years shown. They do not reflect nor should be used in lieu of actual (official) customers and KWH sales levels released by the company for use in public records. All KWH sales shown are unadjusted for weather fluctuations and customer levels are reflective of connected premises that may or may not have been active at the time this report was created.

Source: Dominion Power.

Map 4: Sewer Service Areas



Legend

- Corporate Limit
- ETJ
- RR Sanitary District



1,600 800 0 1,600 3,200 Feet



10. *Electricity/Phone/Internet/Cable/Natural Gas*

Roanoke Rapids has two energy providers that offer service to residents. Those include Dominion Power and Roanoke Electric Cooperative. Piedmont Natural Gas also provides service to the city.

Phone and internet service is provided by CenturyLink and Charter Communications. Charter Communications also provides cable service along with Dish Network.

11. *Administration*

The City of Roanoke Rapids administrative offices are located in the J. Reuben Daniel City Hall & Police Station at 1040 Roanoke Avenue. The city operates under a Council-Manager form of government. The city maintains nine (9) departments overseeing various aspects of city services and functions. These departments include:

- ▶ Administration Department
- ▶ Human Resources Department
- ▶ Finance Department
- ▶ Planning and Development Department
- ▶ Police Department
- ▶ Fire Department
- ▶ Public Works Department
- ▶ Parks/Recreation/Library



C. Environmental Factors

1. *Climate*

Roanoke Rapids has long, hot summers because moist tropical air from the Gulf of Mexico persistently covers the area. Winters are cool and fairly short. A cold wave occurs rarely and moderates in 1 or 2 days. Precipitation is fairly heavy throughout the year, and prolonged droughts are rare. The amount of summer precipitation, mainly occurring as afternoon thunderstorms, is adequate for all crops.

In winter, the average temperature is 40 degrees F and the average daily minimum temperature is 31 degrees. The lowest temperature on record, which occurred in 1985, is -7 degrees. In summer, the average temperature is 76 degrees and the average daily maximum temperature is 87 degrees. The highest recorded temperature, which occurred in 1959, is 104 degrees.

The total average annual precipitation is about 44.55 inches. Of this, 23.61 inches, or about 53% , usually falls in April through September. The average seasonal snowfall is 6.2 inches. The greatest snow depth at any one time during the period of record was 11 inches. On an average of 2 days, at least 1 inch of snow is on the ground.

2. *Geology and Topography*

Halifax County slopes eastward. According to the US Geological Survey topographic maps, the highest point in the county, located east of Littleton near Roper Springs, is 391 feet. The lowest elevation, where the Roanoke River flows out of the southeastern part of the county, is 20 feet. The depth to hard bedrock is 14 or 15 feet in the Piedmont region and ranges from 200 to 300 feet in the Coastal Plain region. The depth to soft bedrock is less than 5 feet in some areas of the Piedmont. The County is drained mainly by Fishing Creek and, to a lesser extent, by the Roanoke River. Major tributaries of Fishing Creek include Butterwood Creek, Little Fishing Creek, Marsh Swamp, Beech Swamp, Beaver Dam Swamp, Burnt Coat Swamp, and Bear Swamp. Kehukee Creek, Looking Glass Creek, Quankey Creek, Chockayotte Creek, Conocanara Swamp, and Cypress Swamp are the major tributaries of the Roanoke River.

3. *Water Resources*

The City of Roanoke Rapids lies within the Roanoke River Basin. The following provides an overview of water resource quality within the basin.

The Roanoke River Basin extends from its source in the Blue Ridge Mountains of Virginia to the Albemarle Sound in North Carolina, encompassing mountainous, piedmont, and coastal topography as it flows generally east-southeastward. Its five subbasins constitute approximately 3,500 square miles of drainage area and approximately 2,400 miles of streams and rivers in North Carolina, and contains diversity with classified trout streams in the western portion and swamp



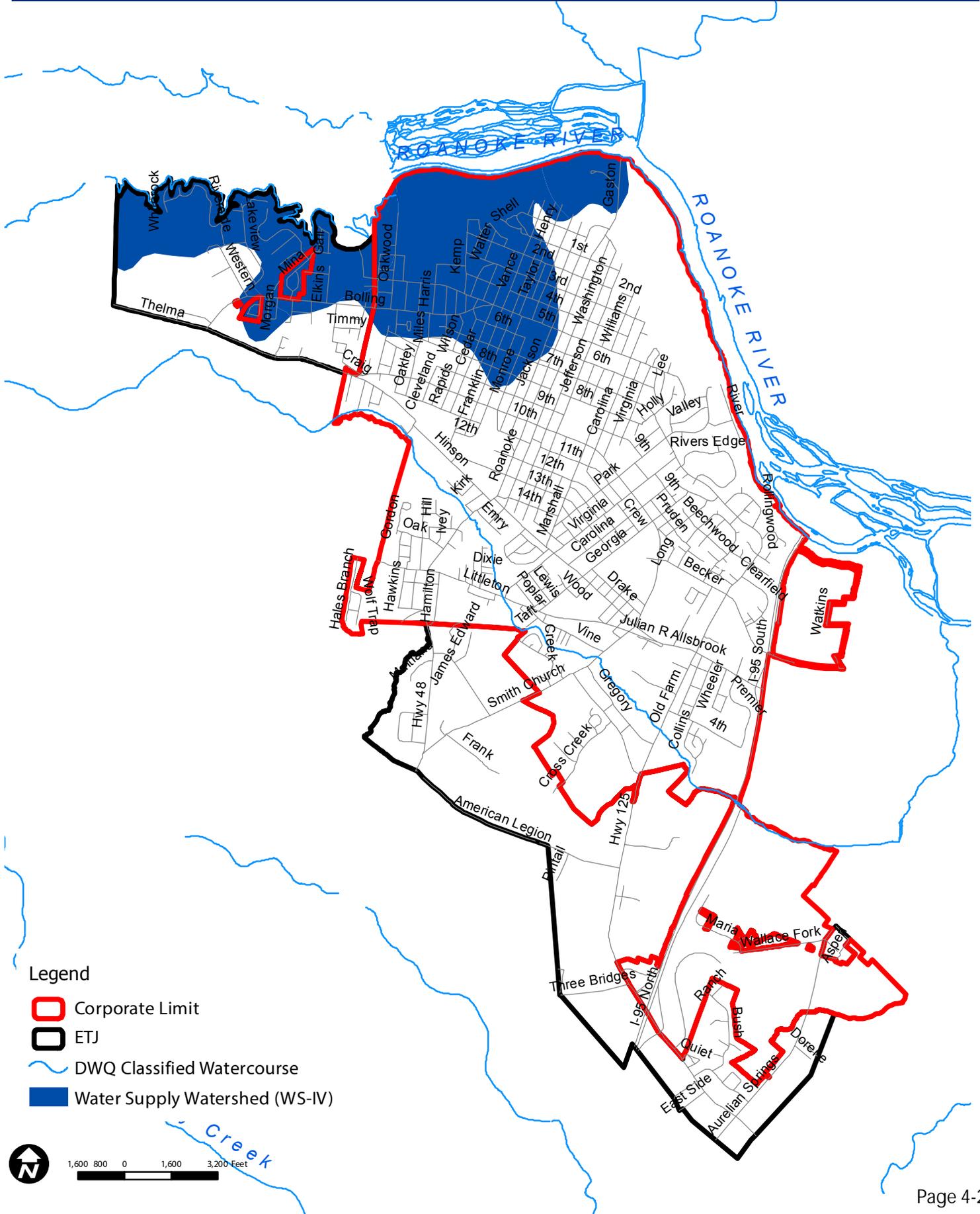
classified waters in the eastern portion. Seventeen counties and 42 municipalities are within the NC portion of the basin.

Within the Roanoke River Basin, the City of Roanoke Rapids falls within the Lower Roanoke River Subbasin. This subbasin is the eastern most subbasin and empties into the Albemarle Sound. The watershed contains a mix land use of forest, agriculture, and wetlands. There are 7 major NPDES permitted facilities and 11 minor NPDES permitted facilities. The subbasin contains three Impaired streams.

All surface waters in North Carolina are assigned a primary classification by the NC Division of Water Quality (DWQ). All waters must at least meet the standards for Class C (fishable/swimmable) waters. The other primary classifications provide additional levels of protection for primary water contact recreation (Class B) and drinking water (Water Supply Classes I through V). Map 5 delineates the Roanoke Rapids surface water classifications which were applicable in September 2013. The following describes the water classifications:

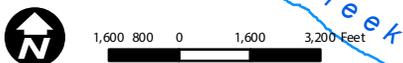
- ▶ **Class B.** Waters protected for all Class C uses in addition to primary recreation. Primary recreational activities include swimming, skin diving, water skiing, and similar uses involving human body contact with water where such activities take place in an organized manner or on a frequent basis.
- ▶ **Class C.** Waters protected for uses such as secondary recreation, fishing, wildlife, fish consumption, aquatic life including propagation, survival and maintenance of biological integrity, and agriculture. Secondary recreation includes wading, boating, and other uses involving human body contact with water where such activities take place in an infrequent, unorganized, or incidental manner. Chockayotte Creek is classified C.
- ▶ **Water Supply II (WS-II).** Waters used as sources of water supply for drinking, culinary, or food processing purposes where a WS-I classification is not feasible. These waters are also protected for Class C uses. WS-II waters are generally in predominantly undeveloped watersheds. All WS-II waters are HQW by supplemental classification. HQ waters are those which are rated excellent based on biological and physical/chemical characteristics.
- ▶ **Water Supply III (WS-III).** Waters used as sources of water supply for drinking, culinary, or food processing purposes where a more protective WS-I or II classification is not feasible. These waters are also protected for Class C uses. WS-III waters are generally in low to moderately developed watersheds.
- ▶ **Water Supply IV (WS-IV).** Waters used as sources of water supply for drinking, culinary, or food processing purposes where a WS-I, II, or III classification is not feasible. These waters are also protected for Class C uses. WS-IV waters are generally in moderately to highly developed watersheds or Protected Areas.

Map 5: Water Resources



Legend

-  Corporate Limit
-  ETJ
-  DWQ Classified Watercourse
-  Water Supply Watershed (WS-IV)





4. Flood Hazard Areas

Flooding is a localized hazard that is generally the result of excessive precipitation. It is the most common environmental hazard, due to the widespread geographical distribution of rivers and coastal areas, and the attraction of residents to these areas. However, in coastal regions, storm surge and wind-driven waves are significant components of flooding. Floods can be generally considered in two categories: flash floods, the product of heavy localized precipitation in a short time period over a given location; and general floods, caused by precipitation over a longer time period and over a given river basin. While flash floods occur within hours of a rain event, general flooding is a longer-term event, and may last for several days. The primary types of general flooding are riverine flooding, coastal flooding, and urban flooding.

Floodplains are divisible into areas expected to be inundated by spillovers from stream flow levels associated with specific flood-return frequencies. The National Flood Insurance Program (NFIP) uses flood zone designations to indicate the magnitude of flood hazards in specific areas. The following are flood hazard zones located within the City of Roanoke Rapids and a definition of what each zone means.

- ▶ **Zone AE.** The base floodplain where base flood elevations are provided.
- ▶ **Floodway.** The channel of a river or other watercourse and the adjacent land areas that must be reserved in order to discharge the base flood without causing any cumulative increase in the water surface elevation. The floodway is intended to carry the dangerous and fast-moving water.

The following summarizes floodplain acreage for Roanoke Rapids:

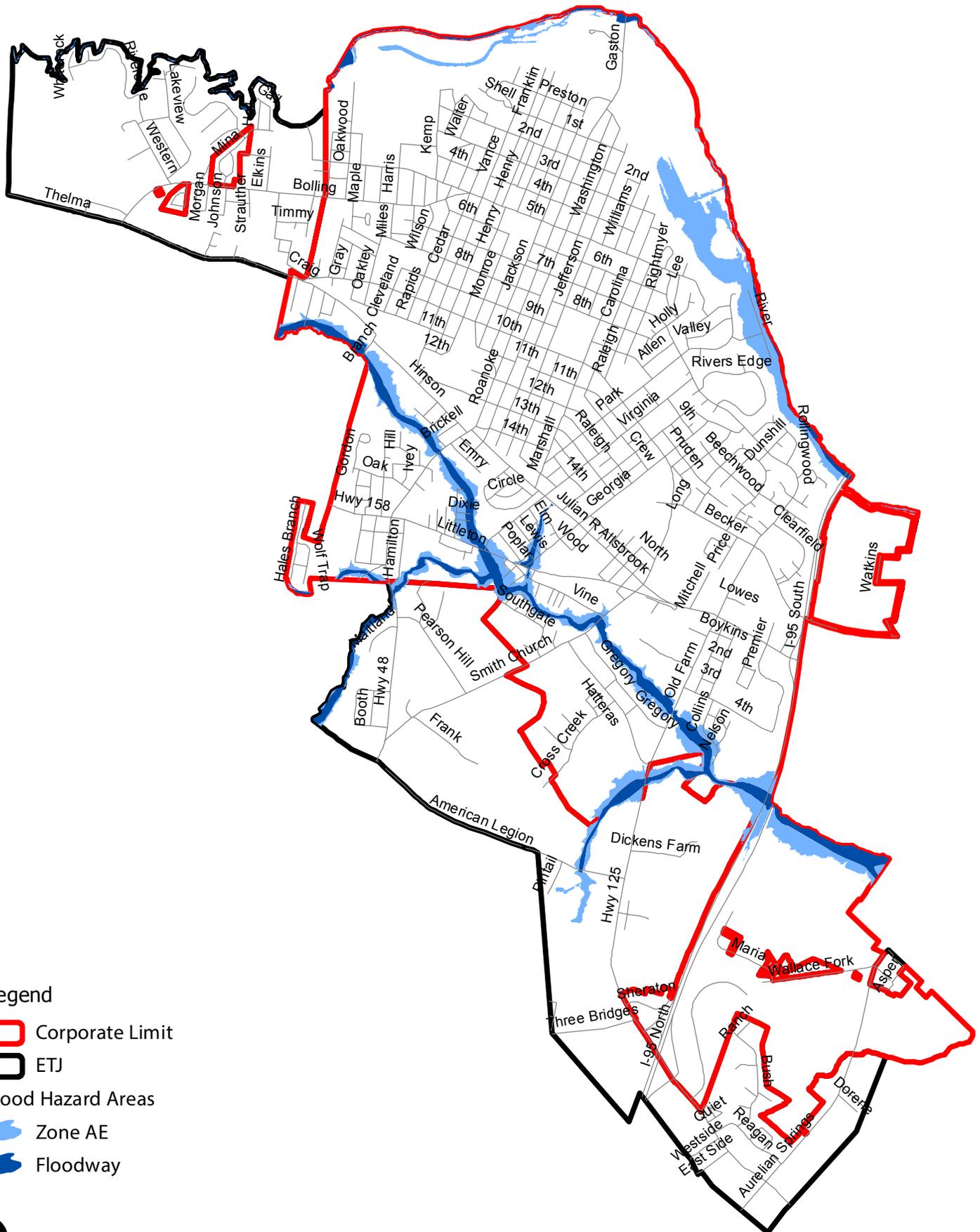
Table 18. City of Roanoke Rapids Flood Hazard Acreage

Jurisdiction	Acres	% of City Acreage
Corporate Limits	468.96	5.1%
Extraterritorial Jurisdiction	75.12	0.8%
Total	544.08	5.9%

Source: NC Flood Mapping Program.

There is approximately 544 acres of flood hazard in the city, all of which is classified as “AE” (see Map 6). This equates to just over five percent (5.9%) of the total land in Roanoke Rapids. Most of the city’s flood area is located in the southern area along Chockayotte Creek. Development throughout defined flood hazard areas in the city is regulated by the City of Roanoke Rapids Flood Damage Prevention Ordinance. This Ordinance is enforced by the City’s Inspection Department.

Map 6: Flood Hazard Areas



Legend

-  Corporate Limit
-  ETJ
- Flood Hazard Areas**
-  Zone AE
-  Floodway



1,400 700 0 1,400 2,800 Feet



5. Soils

There are a wide variety of soils present throughout Roanoke Rapids. The Halifax County Soil Survey was completed in 2006 and provides a comprehensive summary of soil conditions throughout the county, including the City of Roanoke Rapids.

In terms of land use in relation to development and economic development, there are several factors that should be acknowledged including environmentally sensitive areas and soils as well as areas considered prime farmlands. The following sections provide an overview of these issues and their impact on the city overall.

Prime Farmlands

The preservation of prime farmland is important to Roanoke Rapids' and Halifax County's agricultural interest and economy. Prime farmland is one of several kinds of important farmland defined by the US Department of Agriculture. It is of major importance in meeting the nation's short- and long-range needs for food and fiber. Because the supply of high-quality farmland is limited, the US Department of Agriculture recognizes that responsible levels of government, as well as individuals, should encourage and facilitate the wise use of the nation's prime farmland.

Prime farmland, as defined by the US Department of Agriculture, is land that has the best combination of physical and chemical characteristics for producing food, feed, forage, fiber, and oilseed crops and is available for these uses. It could be cultivated land, pastureland, forest land, or other land, but it is not urban or built-up land or water areas. The soil qualities, growing season, and moisture supply are factors needed for the soil to economically produce sustained high yields of crops when proper management techniques, including water management and acceptable farming methods, are applied.

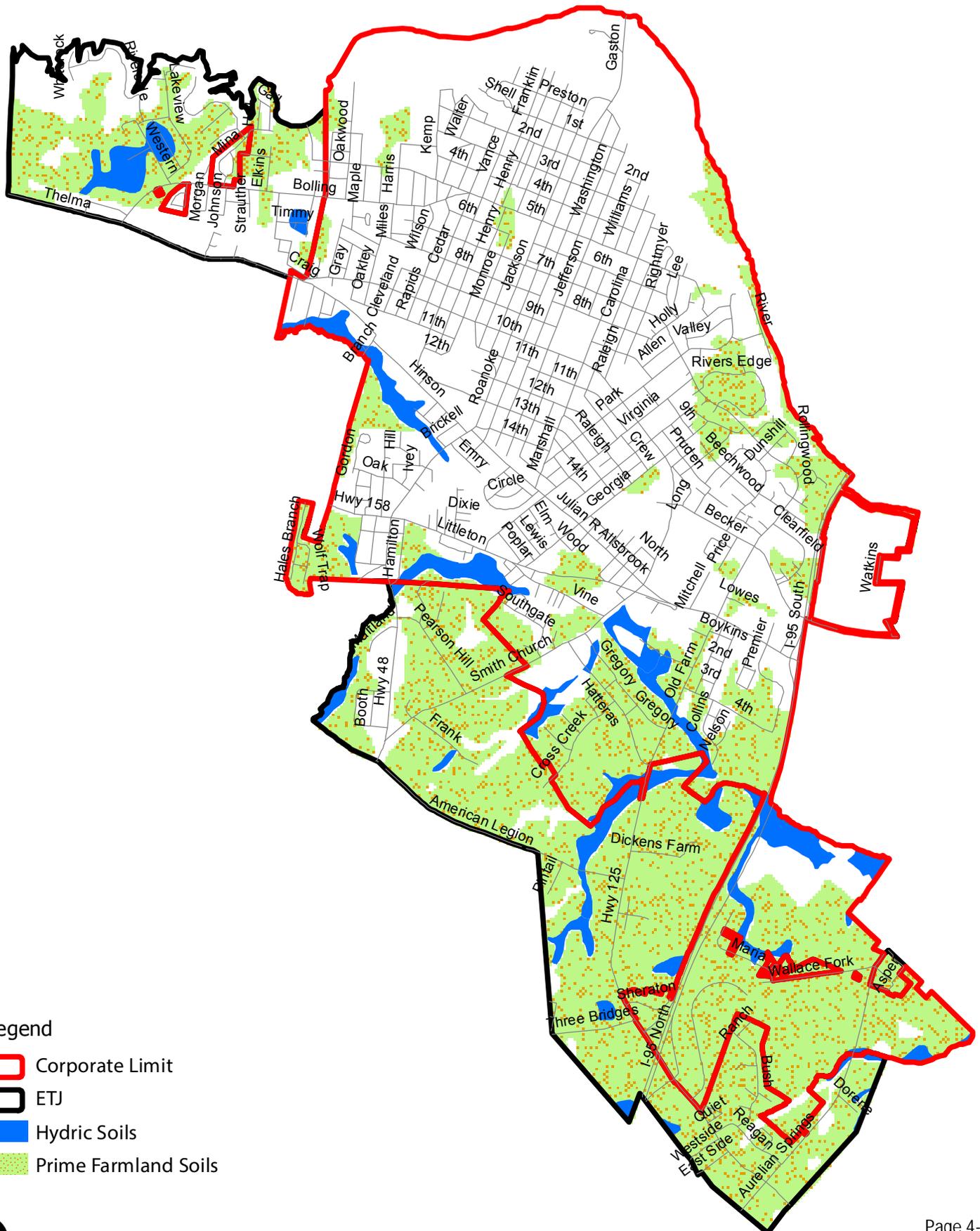
Generally, prime farmland has an adequate and dependable supply of moisture from precipitation or irrigation, a favorable temperature and growing season, an acceptable salt and sodium content, and few or no rocks. Prime farmland is permeable to water and air. It is not excessively erodible or saturated with water for long periods, and it is either not frequently flooded during the growing season or is protected from flooding. The slope ranges mainly from 0 to 8 percent. Roanoke Rapids' prime farmland areas are delineated on Map 7. The following summarizes the prime farmland acreage within the city's jurisdiction.

Table 19. City of Roanoke Rapids Prime Farmland Acreage

Jurisdiction	Acres	% of City Acreage
Corporate Limits	1,794.90	19.5%
Extraterritorial Jurisdiction	2,042.07	22.1%
Total	3,836.97	41.6%

Source: Holland Consulting Planners, Inc.

Map 7: Prime Farmland and Hydric Soils



Legend

- Corporate Limit
- ETJ
- Hydric Soils
- Prime Farmland Soils



1,400 700 0 1,400 2,800 Feet



Hydric Soils

Hydric soils, as defined by the US Department of Agriculture, are soils that are wet frequently enough to periodically produce anaerobic conditions, thereby influencing the species composition or growth, or both, of plants on those soils. Hydric soils may or may not be subject to 404 wetlands regulations. Map 7 delineates hydric soils in the city’s jurisdiction. The following summarizes the hydric soils acreage within the city’s jurisdiction.

Table 20. City of Roanoke Rapids Hydric Soils Acreage

Jurisdiction	Acres	% of City Acreage
Corporate Limits	275.33	3.0%
Extraterritorial Jurisdiction	193.60	2.1%
Total	468.93	5.1%

Source: Holland Consulting Planners, Inc.

Wetlands

Wetlands is a generic term for all the different kinds of wet habitats where the land is wet for some period of time each year but not necessarily permanently wet. Many wetlands occur in areas where surface water collects or where underground water discharges to the surface, making the area wet for extended periods of time. The Federal Clean Water Act defines wetlands as “areas that are inundated or saturated by surface or groundwater at a frequency and duration sufficient to support, and that under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil conditions. Wetlands generally include swamps, bogs, and similar areas.”

Wetlands have both upland and aquatic characteristics, and thus they often have richer flora and fauna than other environments. In practice, wetlands are hard to define, precisely because they are transition zones. It is important to recognize that an area does not have to be wet all year long to be considered a wetland – as few as two or three consecutive weeks of wetness a year is all it takes for this determination to be made.

Section 404 of the Clean Water Act establishes a program to regulate the discharge of dredged and fill material into waters of the United States, including wetlands. Activities in waters of the United States that are regulated under this program include fill for development, water resource projects (such as dams and levees), infrastructure development (such as highways and airports), and conversion of wetlands to uplands for farming and forestry. The basic premise of the program is that no discharge of dredged or fill material can be permitted if a practicable alternative exists that is less damaging to the aquatic environment or if the nation’s waters would be significantly degraded.



Map 8 delineates the potential wetlands located in the city's jurisdiction. The following summarizes the potential wetlands soil acreage.

Table 21. City of Roanoke Rapids Wetland Acreage

Jurisdiction	Acres	% of City Acreage
Corporate Limits	199.09	2.2%
Extraterritorial Jurisdiction	68.17	0.7%
Total	267.26	2.9%

Source: Holland Consulting Planners, Inc.

For an eastern North Carolina location, Roanoke Rapids' jurisdiction includes an unusually small amount of wetlands and hydric soils.

D. Transportation

1. Roads

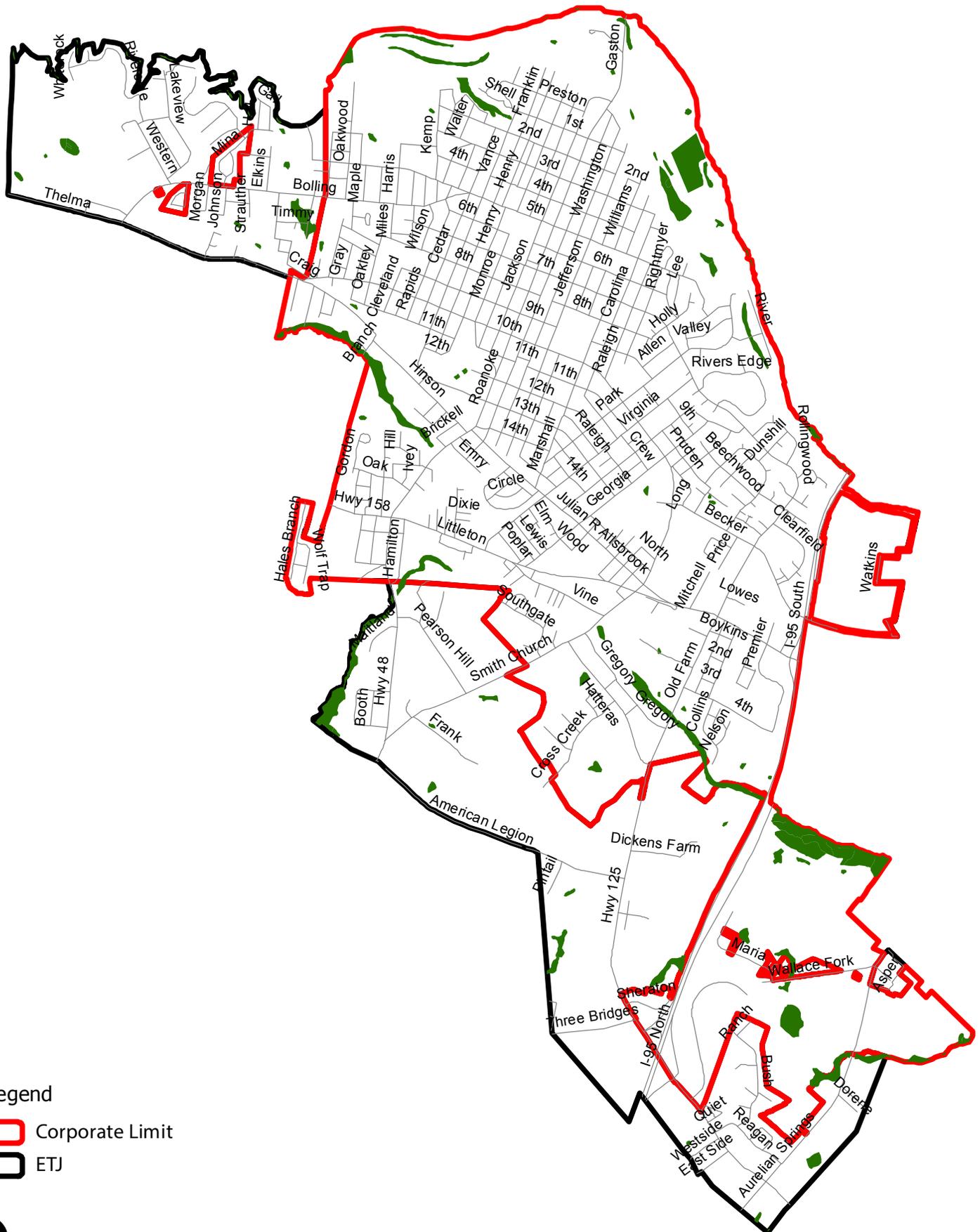
Roanoke Rapids is strategically located on I-95 midway between New York and Florida. The city sits at the intersection of I-95 and US 158, a designated statewide strategic corridor that extends from I-85 to the North Carolina coast. Concurrent with the preparation of this plan, NCDOT was preparing a comprehensive transportation plan. Map 9 delineates the existing City of Roanoke Rapids vehicular transportation system. Clearly, the major highway in the city's planning jurisdiction is I-95. Roads with greater local transportation impact are Julian R. Allsbrook Highway, NC 48, and NC 125. **The future highway and bicycle improvements are discussed in Section 5, Community Projections and Future Demand.**

Map 10 provides annual average daily traffic counts for numerous locations. Obviously I-95 with an AADT of 39,000 is the most heavily traveled road **(the traffic count location for I-95 is within the corporate limits)**. Within the corporate limits, the **second** highest AADT is 23,000 on Boykins Street between I-95 and Mitchell Street. AADT within the Central Business District is much lower ranging from 8,100 on Roanoke Street to 13,000 on Tenth Street.

2. Bicycle, Pedestrian, and Multi-Use Facilities

Map 11 depicts existing/potential multi-use (bike lanes) paths for the Roanoke Rapids area. These paths extend from the Central Business District out to the more rural areas in and beyond the city's extraterritorial jurisdiction. It should be noted that all multi-use paths need improvement. These improvements include marking, paving, and other safety measures depending upon location.

Map 8: Wetland Areas



Legend

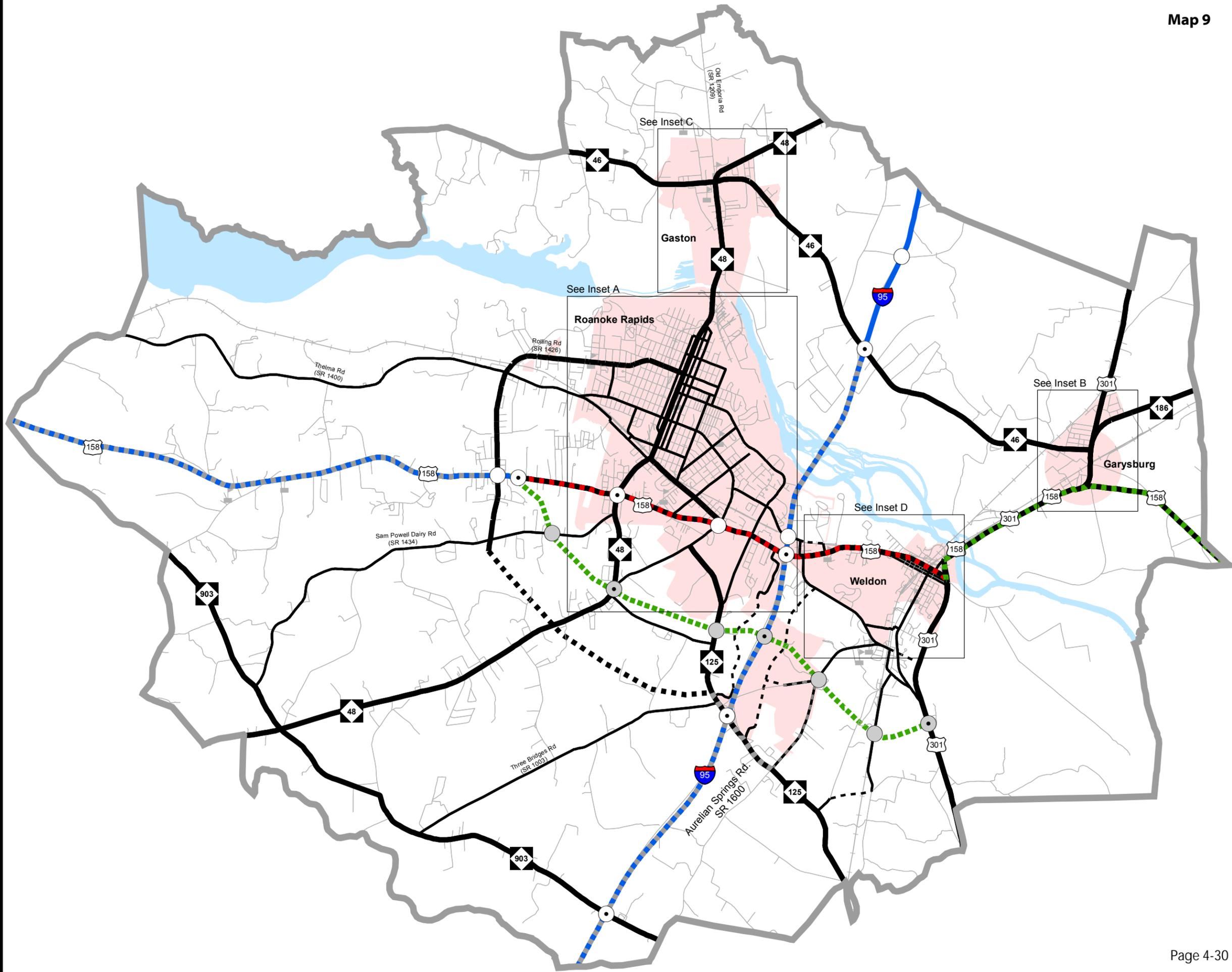
-  Corporate Limit
-  ETJ





Roanoke Rapids Comprehensive Transportation Plan

Plan date: 11-25-2013



Freeways

- Existing
- Needs Improvement
- Recommended

Expressways

- Existing
- Needs Improvement
- Recommended

Boulevards

- Existing
- Needs Improvement
- Recommended

Other Major Thoroughfares

- Existing
- Needs Improvement
- Recommended

Minor Thoroughfares

- Existing
- Needs Improvement
- Recommended

- Existing Interchange
- Proposed Interchange
- Interchange Needs Improvement
- Existing Grade Separation
- Proposed Grade Separation

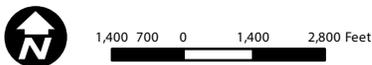
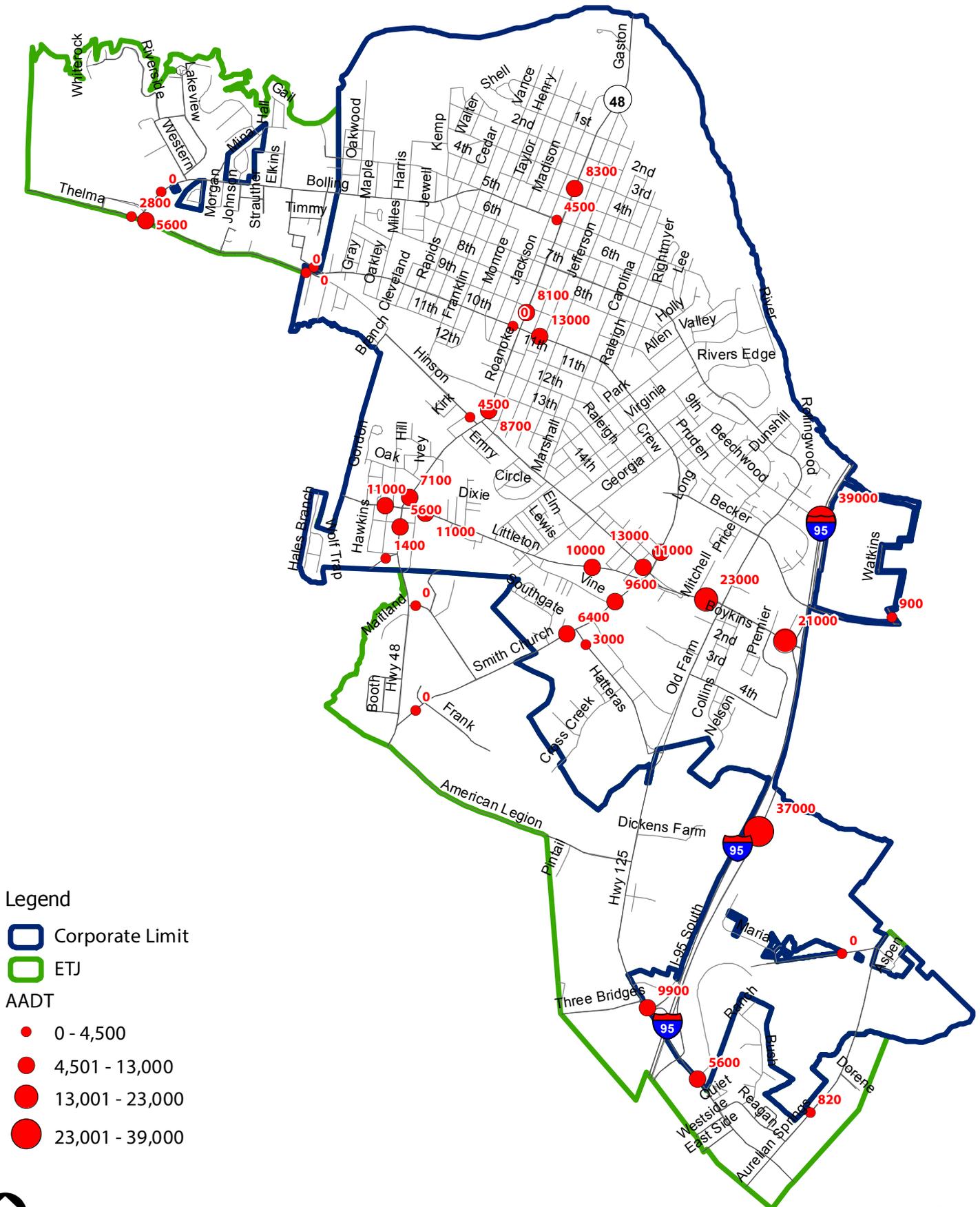


Figure 1 - Sheet 2 of 5

Base map date: 7-25-2011

Refer to CTP document for more details

Map 10: Traffic Volume-Annual Average Daily Traffic



Bicycle Map

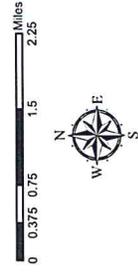


Roanoke Rapids Comprehensive Transportation Plan

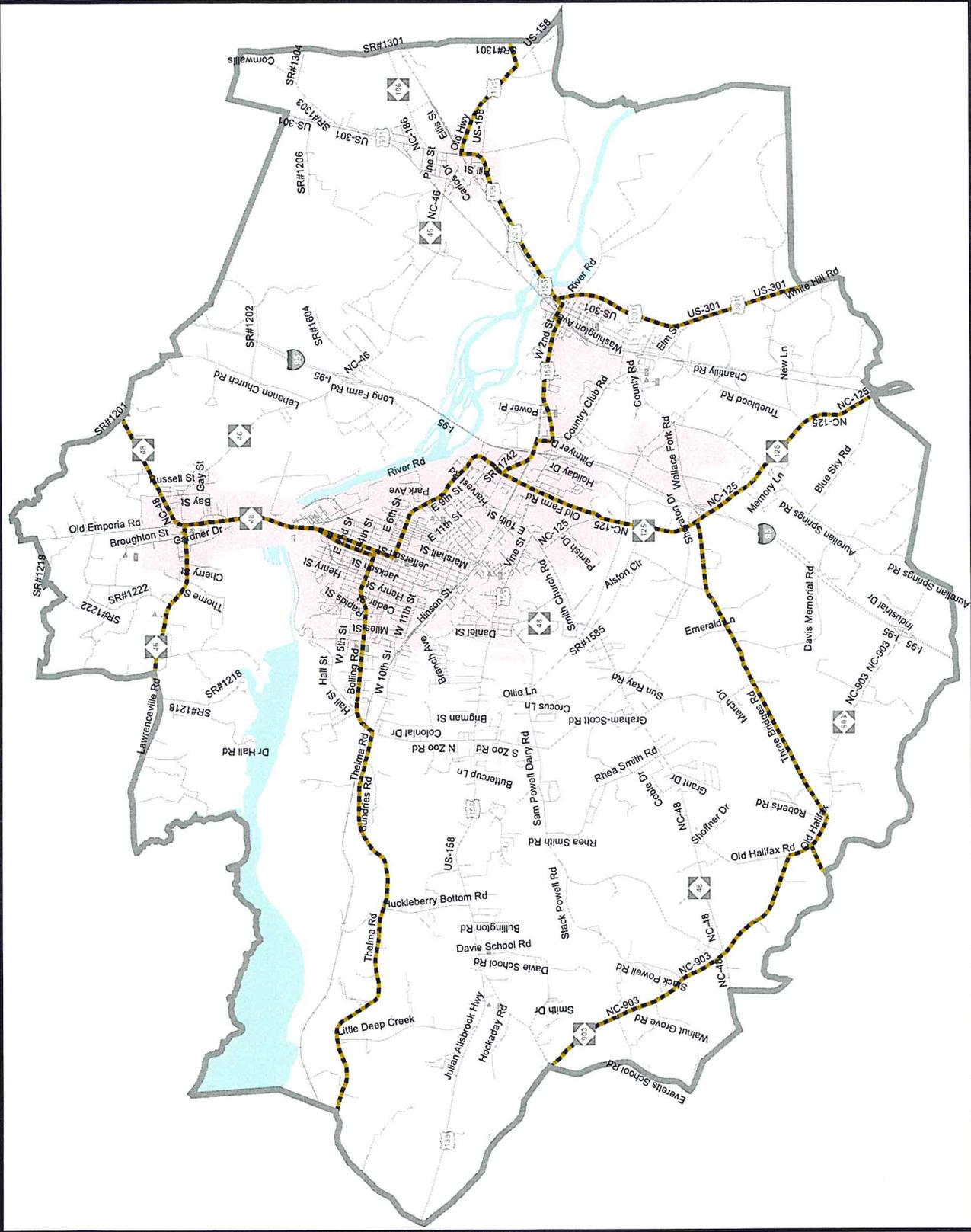
Plan date: 3-8-2013

DRAFT

- On-road**
 - Existing: Solid yellow line
 - Needs Improvement: Dashed yellow line
 - Recommended: Dotted yellow line
- Off-road**
 - Existing: Solid green line
 - Needs Improvement: Dashed green line
 - Recommended: Dotted green line
- Multi-Use Paths**
 - Existing: Solid blue line
 - Needs Improvement: Dashed blue line
 - Recommended: Dotted blue line
- Separations**
 - Existing Grade Separation: Circle with a horizontal line through it
 - Proposed Grade Separation: Empty circle



Sheet 4 of 5
Base map date: 12-18-2011
Refer to CTP document for more details





3. *Regional/National Transportation*

Rail

Roanoke Rapids is served by CSX Transportation. CSX operates rail lines running north and south parallel to I-95, in addition to a line which runs from Roanoke Rapids to Norfolk, Virginia.

Air

The Halifax-Northampton Regional Airport opened in May 2009. It is a general aviation airport consisting of a 5,500 foot runway, modern terminal facilities, 23 T-Hangars, fuel farm, and corporate hangar facilities. Construction of a parallel taxiway **has recently been completed**. Installation of an Approach Lighting System (ALS) **is underway**. The airport is located at 700 Gregory Farm Road, approximately five (5) minutes from Interstate 95. The following facilities are available at the Halifax-Northampton Regional Airport:

- ▶ A 5,500' X 100' runway which can accommodate private and corporate aircraft.
- ▶ A modern terminal building which has a spacious lobby and vending area, visitor information center, operations room, offices, conference room, pilot lounge, quiet room and other facilities.
- ▶ Fuel facilities are available self-service 24 hours a day and offer Jet A and 100 LL fuels.
- ▶ **23** T-Hangars are located at the airport.
- ▶ The airport is equipped with an FAA-certified Automated Weather Observing System (AWOS). Minute-to-minute updates are available to pilots by VHF radio at 119.975 radio.
- ▶ The Halifax Corporate Park is a 700-acre industrial park located adjacent to the Halifax-Northampton Regional Airport.

Major commercial **international** airports are located in Richmond, VA (**85** miles), Raleigh-Durham, NC (**90** miles), **and Norfolk, VA (100 miles)**.

Ports

Access to ports is via **Richmond, Virginia (<80 miles), Portsmouth, Virginia (<80 miles)**, Norfolk, Virginia (102 miles), Wilmington, North Carolina (170 miles), and Morehead City, North Carolina (165 miles).



E. Transportation and Land Use Relationship

Understanding the relationship between transportation systems and land use planning is vital to fostering successful urban environments. Planning for where we live, work, and play should coincide with the design of transportation networks. Land use patterns are largely a result of the dominant transportation systems in a given community. In addition, planning that considers not just the automobile, but also the pedestrian, cyclist, and transit rider, will result in better urban form and more attractive places to live.

Looking back in US history, it becomes clear how the forms of cities and towns have changed along with the dominant kind of transportation, which in turn is connected to the availability of different energy sources and economic conditions. The following figure summarizes the relationship between urban form and prevailing means of transportation.

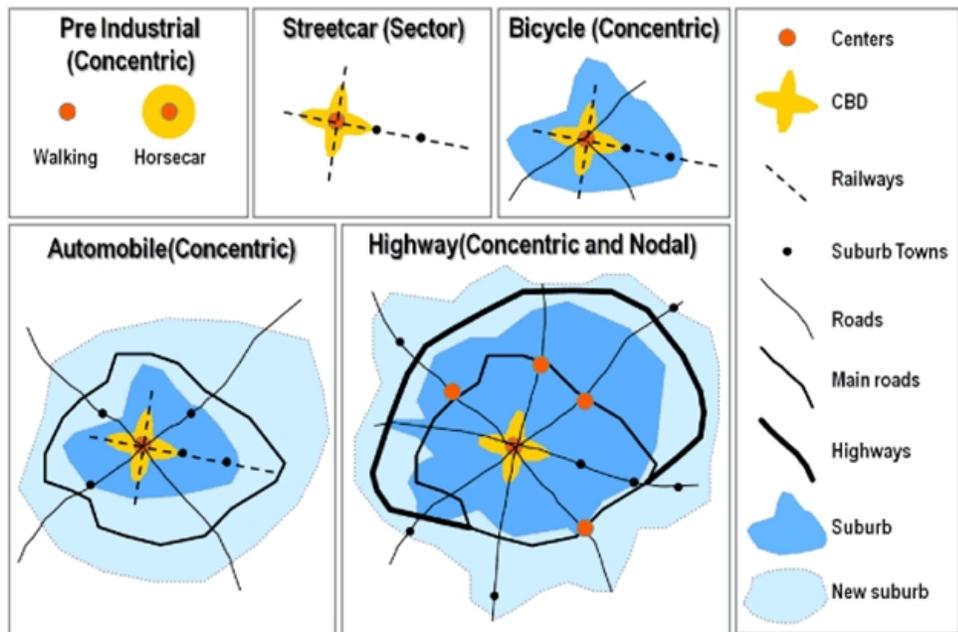


Figure 1. Relationship Between Urban Form and Transportation *Source: Geography of Transportation (Taaffe, E., 1996).*

As a general rule, over time communities expanded as more powerful transportation technologies became available. Starting from upper left, the town of the Agrarian era would have limited typical town size to the distance a horse could carry a cart. As streetcars became available, houses sprang up further from the city along sectors served by the streetcars. In contrast, a bicycle-based pattern is limited in range but spread over a more even area relating to a central business district (CBD), shown in yellow.



The lower left diagram shows a typical pattern for mid-to-late 20th century settlement, based on car commuting to a city or town center. The final diagram shows a pattern found in many communities with access to major highways. Because of the lake, river, and I-95, Roanoke Rapids' development pattern is skewed and more linear between US 158 (Julian R. Allsbrook Highway) and the Roanoke River floodplain.

Land use change is intricately linked to transportation systems. In turn, transportation systems are linked to available fuel, whether human power on foot or bicycle, horse power, or fossil fuels.

F. Existing Land Use

1. Methodology

All land has an inherent utilization that can be classified to better understand the existing conditions and makeup of a given jurisdiction. Because Roanoke Rapids is predominately urban, much of the existing lands are classified as residential, commercial, or industrial.

Existing land use should not be confused with zoning. Existing land use classifies the current land utilization, which differs from zoning that is used to specify what is allowed to be constructed on a particular piece of property.

Seven land use categories were used to create the existing land use surface. They are as follows:

- ▶ Commercial
- ▶ Industrial
- ▶ Multi-Family Residential
- ▶ Office and Institutional
- ▶ Recreation
- ▶ Single-Family Residential
- ▶ Vacant

The Halifax County tax parcel file, in coordination with aerial photos, was used to determine the existing land use classification for properties in the city. Field surveys and Google's street view were used to confirm the accuracy of the aerial photos and tax data. Further, property value was used to ensure whether parcels were unimproved.



2. Existing Land Use Patterns

The vast majority of lands in the city are single-family residential (32%). Vacant land is the second largest land use category in the city, occupying just over a quarter of the acreage. Map 12 and Table 22 delineate the existing land use in the city.

Table 22. City of Roanoke Rapids Existing Land Use

Existing Land Use Category	Acres	% of Total
Commercial	396.15	4.95%
Industrial	373.53	4.67%
Multi-Family Residential	306.03	3.83%
Office and Institutional	727.59	9.10%
Recreational - Active	76.28	0.95%
Recreational - Passive	163.76	2.05%
Rural Residential/Agriculture	470.24	5.88%
Single-Family Residential	2,146.86	26.84%
Vacant	3,337.77	41.73%
Total	7,998.21	100.00%

NOTE: Right-of-way is not included.

Source: Holland Consulting Planners, Inc.

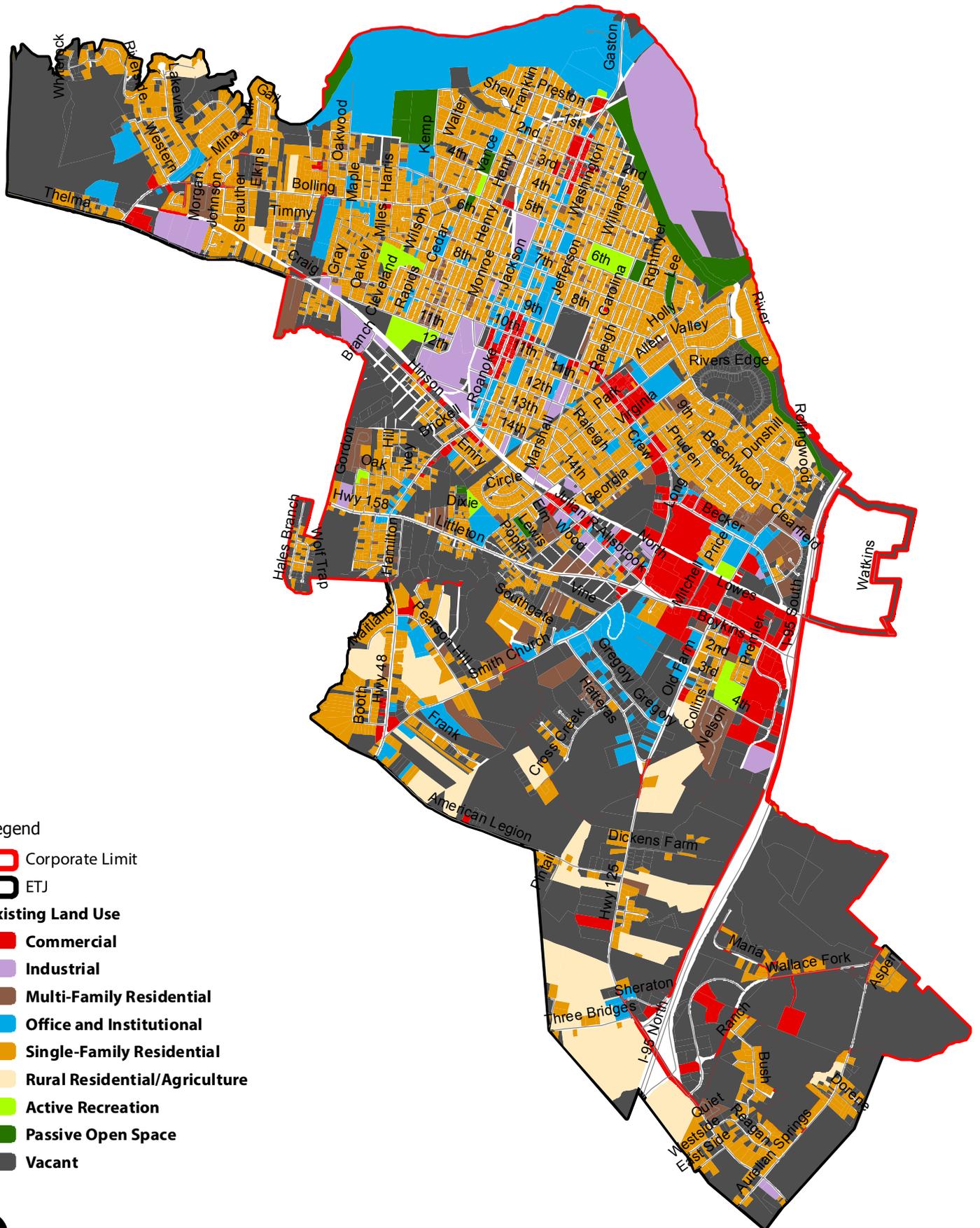
G. Land Suitability Analysis (LSA)

1. Analysis Description

The Land Suitability Analysis (LSA) is a Geographic Information Systems (GIS) based tool for evaluating the relative suitability of land for development in Roanoke Rapids, North Carolina. The end product is a generalized map showing areas of the Roanoke Rapids corporate limits and ETJ that are categorized as having either least, low, moderate, or high suitability for development. The analysis does not provide site-specific results, nor does it make recommendations about how individual landowners may or may not use their land.

Suitability, for the purpose of this analysis, can be primarily defined in terms of physical limitations and/or regulatory restrictions. Physical limitations such as poorly drained soils make land less suitable for development. Features subject to regulatory restrictions, such as water supply watersheds, also pose challenges to development.

Map 12: Existing Land Use



1,400 700 0 1,400 2,800 Feet



2. *Objectives and Limitations*

The results of the LSA will be used to support planning efforts throughout the Roanoke Rapids planning area. Objectives of the LSA and appropriate uses of the final analysis include the following:

- ▶ Identify areas that are more or less suitable for development on a coarse scale;
- ▶ Inventory existing spatial information available for Roanoke Rapids;
- ▶ Identify data gaps that may be filled during later planning stages;
- ▶ Develop a tool that will assist the city in the implementation of new policies;
- ▶ Provide a base for GIS analysis to be used in other long range planning projects.

Limitations of the LSA include the following:

- ▶ The LSA results are not a zoning map, but will be used to support planning processes in Roanoke Rapids;
- ▶ Results and analyses do not support site-specific planning;
- ▶ The LSA does not make recommendations about how an individual landowner may or may not use their land;
- ▶ The LSA does not result in recommendations about where particular land uses (i.e., commercial vs. residential) should be concentrated;
- ▶ Results do not factor in projected population, carrying capacity, or commercial/housing demand.

3. *Data Preparation*

Spatial data sets were gathered from Roanoke Rapids, local, state, and federal agencies, and private organizations. Data from the following sources were used in the analysis:

- ▶ Roanoke Rapids GIS
- ▶ Halifax County Tax Records
- ▶ North Carolina Center for Geographic Information and Analysis (NCGIA)
- ▶ North Carolina Clean Water Management Trust Fund (NCCWMTF)
- ▶ North Carolina Department of Environment and Natural Resources (NCDENR)
 - Division of Water Quality (DWQ)
 - Wildlife Resources Commission (WRC)
 - Division of Parks and Recreation (DPR)
- ▶ U.S. Department of Agriculture (USDA)
 - Natural Resources Conservation Service (NRCS)
- ▶ U.S. Fish and Wildlife Service (USFWS)
 - National Wetlands Inventory (NWI)



The spatial data sets were prepared for each suitability class using the following techniques:

- ▶ Each data set was clipped to only include data within Roanoke Rapids' geographic boundary. For example, some of the data sets included information for the entire State of North Carolina. The Roanoke Rapids planning area boundary was used to remove any data outside the city.
- ▶ Some data sets were queried to select subsets of the data. Some data sets included information not relevant to the criteria developed for each suitability class. For example, distribution of data within watershed areas was queried and divided among the proper suitability classes.
- ▶ Some non-spatial data sets were joined to spatial data as a way to add information to spatial data. For example, tabular data for hydric soils and important farmland soil classifications were joined to soil polygons using unique soil map unit codes.

4. *Technical Approach*

The LSA map considers regulatory, legal, and environmental constraints to development, which are defined as follows:

- ▶ **Regulatory Constraints** - These constraints are created by a regulatory body to mitigate impact in designated areas. Often, these constraints are temporary and are not legally binding in nature. The following layers are classified as regulatory constraints in the analysis of land more or less suitable for development in Roanoke Rapids.
 - Water Supply IV Waters (WS - IV)
- ▶ **Legal Constraints** - Any legally binding or permanent agreement to preserve or conserve land areas in perpetuity. The following layers are classified as legal constraints in the analysis of land more or less suitable for development in Roanoke Rapids.
 - Lands Managed for Conservation and Open Space
- ▶ **Environmental Constraints** - Any natural or physical resources that limit an area's potential for development. The two main types of environmental constraints in Roanoke Rapids arise as a result of (1) the presence of valued natural resources (i.e., wetlands) that are likely to be adversely affected by development and as such should be preserved or protected where possible; and (2) a hazard issue (i.e., flooding). These areas are delineated due to the potential for adverse effects on human life or property. The following layers are classified as environmental constraints in the analysis of land more or less suitable for development in Roanoke Rapids.



- National Wetlands Inventory
- Surface Waters
- 100 Year Flood Plain
- Prime Farmland Soils
- Hydric Soils

5. *Suitability Classes*

Suitability areas are ranked in hierarchical order from 1 to 4, with Area 1 (Least Suitability) posing the greatest constraints to development. Areas of least suitable land take precedence over the remaining three suitability classes as they pose the most significant challenges to development. For example, wetland areas (included in the least suitable category) may also include prime farmland soils or floodplain, but will be shown as least suitable because they hold a greater significance than the latter.

The following layers were used in the formation of the draft Land Suitability Analysis Map (see Map 13).

Least Suitable

Areas of Least Suitable land are more restrictive to development than other land in the city as they are either protected or environmentally sensitive areas.

- ▶ Surface Waters (see Map 5)
 - All above ground water bodies in Roanoke Rapids.
- ▶ Lands Managed for Conservation and Open Space
 - This GIS data layer consists of lands managed for conservation and open space based on multiple source layers. This is a composite inventory that integrates digital depictions of lands from multiple sources and resolves boundary discrepancies among sources. This data layer is intended to inform the user about the location of existing conservation lands that are in "permanent conservation" and are actively managed by a public entity.
- ▶ National Wetlands Inventory (NWI)
 - NWI digital data files are records of wetlands locations and classifications as defined by the U.S. Fish & Wildlife Service. When completed, the series will provide coverage for all of the contiguous United States, Hawaii, Alaska, and U.S. protectorates in the Pacific and Caribbean. The digital data as well as the hardcopy



maps that were used as the source for the digital data are produced and distributed by the U.S. Fish & Wildlife Service's National Wetlands Inventory project. Base map dates range from Oct. 1981 to present.

Source: The U.S. Fish & Wildlife Service, National Wetlands Inventory.

- ▶ Floodway
 - The channel of a river or other watercourse and the adjacent land areas that must be reserved in order to discharge the base flood without causing any cumulative increase in the water surface elevation. The floodway is intended to carry the dangerous and fast-moving water.

Low Suitability

Areas of Low Suitability contain development limitations and are more restrictive to development than areas of moderate or high suitability.

- ▶ Prime Farmland Soils (ETJ only)
 - Prime farmland soils, as defined by the U.S. Department of Agriculture (USDA), are soils that are best suited to food, feed, forage, fiber, and oilseed crops. Such soils have properties that favor the economic production of sustained high yields of crops. Spatial and tabular soil data was compiled by the USDA's Natural Resources Conservation Service.
- ▶ Hydric Soils (Poorly Drained Soils)
 - Hydric soils, as defined by the U.S. Department of Agriculture, are soils that are wet frequently enough to periodically produce anaerobic conditions, thereby influencing the species composition or growth, or both, of plants on those soils. Spatial and tabular soil data was compiled by the USDA's Natural Resources Conservation Service.

Moderate Suitability

Areas of Moderate Suitability are more restrictive to development than areas of High Suitability.

- ▶ Water Supply IV Waters (WS - IV)
 - The North Carolina Department of Environment and Natural Resources, Division of Water Quality, in cooperation with the NC Center for Geographic Information and Analysis, developed the digital Water Supply Watersheds data to enhance planning, siting, and impact analysis in areas directly affecting water supply intakes.



This file outlines the extent of protected and critical areas and stream classifications for areas around water supply watersheds in which development directly affects a water supply intake. Water Supply IV waters are used as sources of water supply for drinking, culinary, or food processing purposes. WS-IV waters are generally in moderately to highly developed watersheds or protected areas.

Source: NC DENR, NC Division of Water Quality

- ▶ 100 Year Floodplain
 - Areas subject to a one percent or greater annual chance of flooding in any given year. Digital flood data was compiled by the North Carolina Flood Mapping program.
- ▶ Land mass not covered by an existing layer
 - Due to the hierarchical nature of the Land Suitability Analysis, areas of land not occupied by another layer are by default classified as moderately suitable for development.

High Suitability

Areas of High Suitability take precedence over land classified as low or moderately suitable due to the availability of water and sewer infrastructure.

- ▶ Public Sewer Systems
 - The NC Center for Geographic Information and Analysis developed the GIS data set, as mapped by contractors to the NC Rural Center during 2004, 2005, and 2006 to facilitate planning, siting, and impact analysis in the 100 individual counties of North Carolina. This file enables the user to make various county-level determinations when used in conjunction with other data layers.

Table 23. City of Roanoke Rapids Land Suitability Analysis

Suitability Class	Acres	% of Total
Least Suitable	439.53	4.8%
Low Suitability	2,261.79	24.5%
Moderate Suitability	1,707.52	18.5%
High Suitability	4,817.92	52.2%
Total	9,226.76	100.0%

Note: Acreages include right-of-way.
Source: Holland Consulting Planners, Inc.



SECTION 5. PROJECTIONS/FUTURE DEMAND

A. Introduction

This section of the plan focuses on future growth and demand which may have an impact on land use. Forecasts of growth and demand are, at best, difficult. Constantly changing local, regional, national, and international factors significantly influence the City of Roanoke Rapids and the surrounding region.

B. Population

Table 24 provides the population forecasts through 2030 for the counties located within the Upper Coastal Plain Council of Governments (COG).

Table 24. 2030 Population Forecasts, Upper Coastal Plain COG Counties

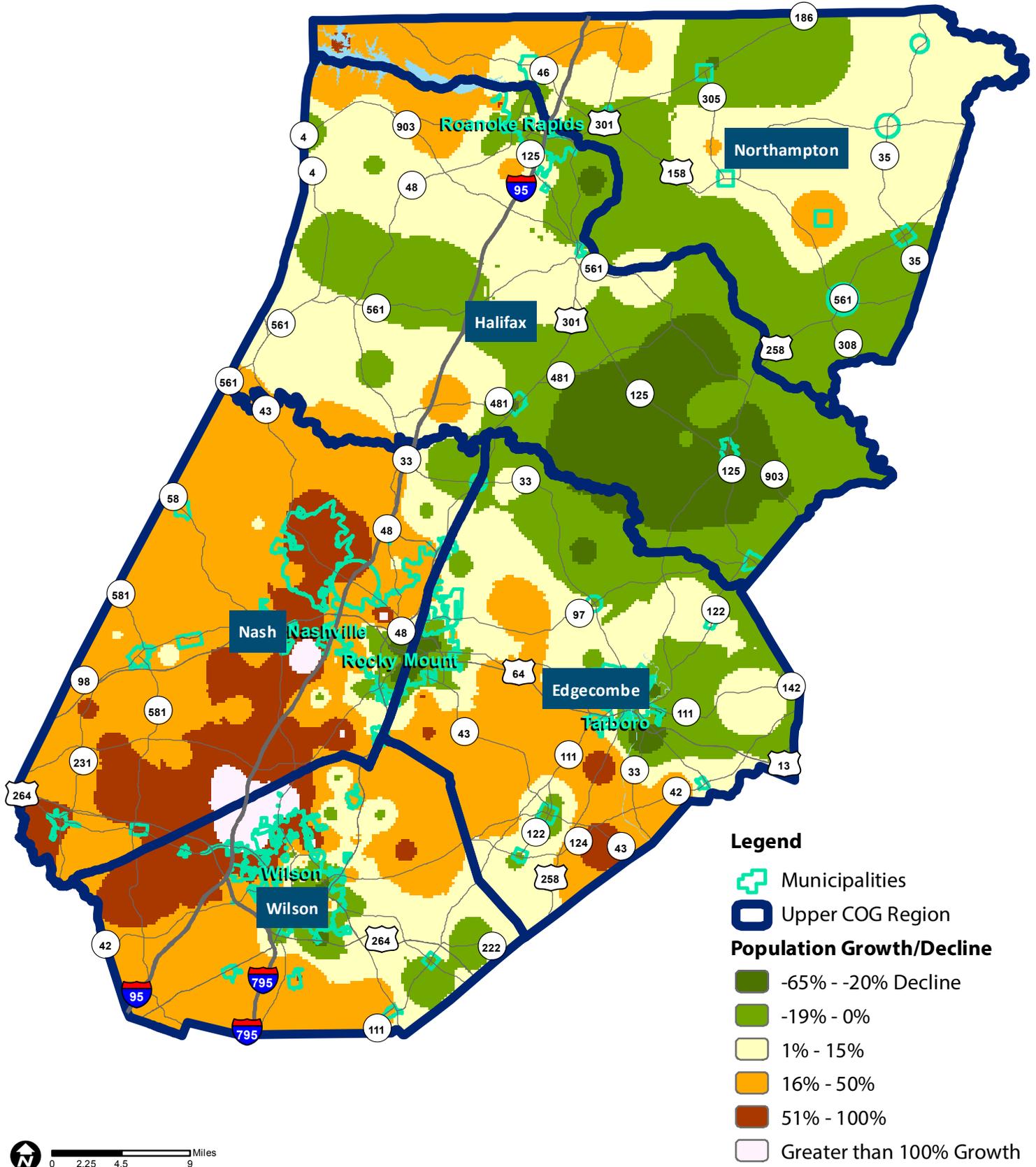
Area Name	2030	2025	2020	2015	2010
Edgecombe County	62,699	61,556	60,224	58,633	56,552
Halifax County	49,809	51,014	52,218	53,423	54,691
Nash County	120,655	114,548	108,443	102,339	95,840
Northampton County	25,345	24,091	23,131	22,469	22,099
Wilson County	96,197	92,575	88,950	85,323	81,234
Total	354,705	343,784	332,966	322,187	310,416

Source: NC Office of State Planning.

From 2010 to 2030, the population for the entire COG area is expected to increase from 310,416 to 354,705, an increase of 44,284, or 14.3%. By contrast, the Halifax County population is expected to decrease from 54,691 in 2010 to 49,809 in 2030, a decrease of 4,882, or 8.4%. This downward growth trend represents a continuation of the declining population trend in some areas of the Upper Coastal Plain COG region for the period from 1990 to 2010, as shown on Map 14, Population Growth/Decline 1990-2010.

No population increase has been forecast for Roanoke Rapids. From 1980 to 2010, the City population increased by 7.2% (see Table 1, page 3-3). However, from 2000 to 2010, the City's population decreased by 1,203, a 7.1% decline from the 2010 population of 15,754. To sustain its current population, the City will have to stimulate growth within its existing corporate limits. The City's future population base will be largely dependent upon actions taken by the City to attract investment and population as opposed to external factors driving increases in the City's population.

Map 14: Population Growth/Decline 1990 - 2010 (Percent)



**C. Housing**

Replacement of an aging housing inventory may be the greatest challenge confronting housing in Roanoke Rapids (see Table 5, page 3-6). Without significant construction of new housing, approximately 95% of Roanoke Rapids' housing inventory will be 30 years old or older by 2030, and the existing housing over 30 years old will then be over 50 years old. Much of the existing older housing is already in need of repair. Even with no population growth, the need for new housing construction will increase.

D. General Economic Development

Roanoke Rapids, the major population center for Halifax County, is designated as a "micropolitan area," which means it is a significant center of population and production, drawing workers and shoppers from a wide local area. Roanoke Rapids is the hub of the micropolitan area, which incorporates Halifax and Northampton Counties. As a regional employment, health care, and retail hub, the Roanoke Valley is gaining attention nationwide for manufacturing, retail, and tourism development. In 2010, *Site Selection Magazine* reported the Roanoke Rapids, NC, Micropolitan Area as one of the Top 12 Micropolitan Areas in the United States.

The following summarizes the acres of vacant land within the City and its ETJ.

Table 25. Vacant Acreage by Land Suitability

Land Suitability	Corporate Limit Vacant Acreage		ETJ Vacant Acreage	
	# of Acres	% of Total	# of Acres	% of Total
Least	168.76	8.53%	44.41	3.27%
Low	113.50	5.74%	55.96	4.11%
Moderate	229.18	11.59%	1,196.84	88.00%
High	1,466.31	74.14%	62.81	4.62%
Total	1,977.75	100.00%	1,360.03	100.00%

*See Land Suitability Analysis, page 4-35.

Source: *Holland Consulting Planners, Inc.*

The majority of land (>74%) in the corporate limits of the City is considered highly suitable for development, and in the ETJ, most of the land (88%) is moderately suitable for development. Much of the acreage is adjacent to the I-95 corridor and accessible by utilities.



In addition to highly desirable vacant land, Roanoke Rapids offers the following assets:

- ▶ Strategic highway network, including Interstate 95, US Highways 158 and 301, with easy connections to Interstate 85 and US 64
- ▶ Less than 90 minutes from three international airports
- ▶ Easy access to the Ports of Virginia and Ports of Morehead City and Wilmington, NC
- ▶ CSX Transportation Class A Rail Line
- ▶ Over 100,000 cars travel the Interstate 95 corridor daily through Halifax County
- ▶ Halifax Corporate Park, a 700-acre Certified Industrial Park
- ▶ Industrial-quality water, sewer, electrical, natural gas, and telecommunication services
- ▶ Highly productive labor force and award-winning worker training programs
- ▶ Outstanding and affordable quality of life that includes two beautiful lakes, the Roanoke river, a rich history, and vibrant culture.

All of these economic advantages make it imperative that areas suitable for economic development be viewed as a future growth asset/stimulant.

1. *Uptown/Downtown Areas*

The core or central commercial areas for Roanoke Rapids are located on Roanoke Avenue (“The Avenue”) and are locally referred to as Uptown and Downtown. Downtown is generally between the river and Third Street, while Uptown is generally located between Twelfth and Ninth Streets. These areas have experienced the same problems of decline experienced by small to medium sized municipalities throughout eastern North Carolina.

Both areas have experienced:

- ▶ Out-migration of businesses
- ▶ Vacant buildings
- ▶ Poor street and parking area lighting
- ▶ Poor landscaping
- ▶ Safety concerns
- ▶ Declining building conditions
- ▶ Increased off-street parking
- ▶ Renovation/redevelopment of the Mill property adjacent to the Uptown area

All of these issues must be addressed to successfully market and revitalize the central commercial areas and to preserve Roanoke Rapids’ core identity. **A specific vision plan for the Roanoke Avenue corridor should be development which will address overall appearance, economic enhancement, and the following concepts:**



Street Trees

To help further the health and abundance of the Roanoke Avenue tree canopy, a Comprehensive Tree Planting Plan should be drafted. This plan should stipulate both short- and long-term planting goals and funding opportunities. The Comprehensive Tree Planting Plan should utilize the Roanoke Avenue corridor as the study area.

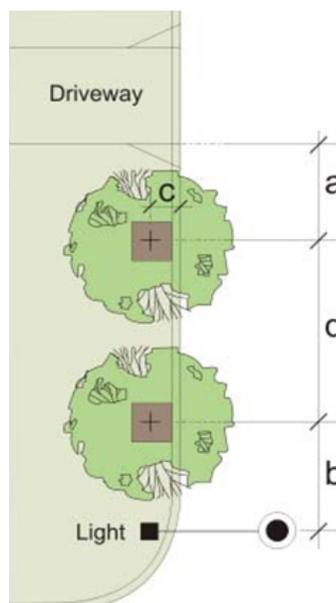
The Comprehensive Tree Planting Plan should be aimed at ensuring human safety, enhancing the overall health of the "urban forest," reducing maintenance costs (where feasible), and enhancing the comfort of pedestrians and the aesthetic qualities of Roanoke Avenue.

Effective street tree selection depends on a number of factors, including horticultural conditions, available space (and the presence of overhead wires), nursery stock availability, and desired characteristics: size, shape, quality of shade, hardiness, growth rate, and foliage and blossom. Street tree selection, especially large plantings of uniform trees, should be carefully considered after a thorough study of local conditions and project objectives.

Street trees need adequate air and moisture to their roots in order to thrive. Some horticulturists recommend at least 64 square feet of open earth (with or without a grate) or porous pavement, such as unit pavers or other treatment that allows air and water to penetrate the earth. However, in more intense urban environments, like the Roanoke Avenue corridor, the need for pedestrian walking area does not allow for large open planting areas. In such cases, it is recommended that the tree be grated and at least 32 square feet of unit pavers be installed adjacent to the tree pit. When planting trees, visibility of traffic signals and signs should be maintained. Trees located under electric power lines shall be trimmed to ensure uninterrupted access to power lines. Selection of a tree species with a mature height of less than thirty feet is recommended under power lines.

Typical spacing dimensions:

- a. Feet to driveway or alley 5' minimum
- b. Tree to street light 10' minimum
- c. Setback from curb to trunk 3' minimum
- d. Average tree-to-tree spacing:
 - Large trees 30' average
 - Medium trees 25' average
 - Small trees 15' minimum



Street Tree Space Diagram



Streetscape Pallet

A plant, lighting, and furnishing pallet should be drafted that can be used in the creation of a uniform look and feel for the public realm along the Roanoke Avenue corridor. This effort should include trash receptacles, benches, and signage.

Below is a list of trees that would provide aesthetic qualities that should be championed by the City. In addition, many of these species are drought tolerant.

Table 26. Urban Forest Tree List

BOTANICAL NAME	COMMON NAME
LARGER TREES AND SHADE TREES (GREATER THAN 30' HEIGHT)	
ULMUS PARVIFOLIA (EMER II)	BOSQUE LACEBARK ELM
QUERCUS VIRGINIANA	LIVE OAK
ACER RUBRUM	RED MAPLE
UNDERSTORY TREES (LESS THAN 30' HEIGHT)	
CERCIS CANADENSIS	REDBUD
ACER BUERGERIANUM	TRIDENT MAPLE
CORNUS FLORIDA	FLOWERING DOGWOOD
ILEX 'NELLIE STEVENS'	NELLIE STEVENS HOLLY
ILEX OPACA	AMERICAN HOLLY
PISTACIA CHINENSIS	CHINESE PISTACHE
MAGNOLIA VIRGINIANA	SWEET BAY MAGNOLIA

Source: _____



Example Pedestrian Scale Lighting



Example Bench



Example Trash Receptacle



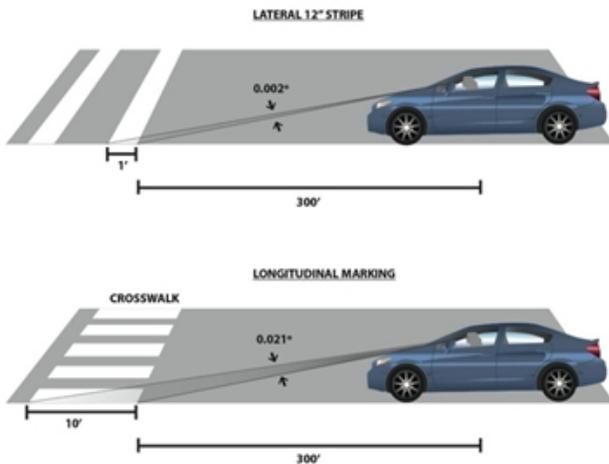
Crosswalk Markings

Along Roanoke Avenue, crosswalks should be placed at intersections with pedestrian traffic. According to the MUTCD, the minimum crosswalk marking shall consist of solid white lines. They shall not be less than 6 inches or greater than 24 inches in width. The best locations to install marked crosswalks are:

- ▶ All signalized intersections
- ▶ Trail crossings
- ▶ High land use generators
- ▶ School walking routes
- ▶ When there is a preferred crossing location due to sight distance
- ▶ Where needed to enable comfortable crossings of multi-lane streets between controlled crossings spaced at convenient distances

High-Visibility Crosswalks

Because of the low approach angle at which pavement markings are viewed by drivers, the use of longitudinal stripes in addition to or in place of transverse markings can significantly increase the visibility of a crosswalk to oncoming traffic. While research has not shown a direct link between increased crosswalk visibility and increased pedestrian safety, high-visibility crosswalks have been shown to increase motorist yielding and channelization of pedestrians, leading the Federal Highway Administration to conclude that high-visibility pedestrian crosswalks have a positive effect on pedestrian and driver behavior. Colored and stamped crosswalks should only be used at controlled locations. Staggered longitudinal markings reduce maintenance since they avoid vehicle wheel paths.



Typical crosswalk markings: Continental, Ladder, Staggered Continental; Continental striping (far left) provides the highest visibility

Longitudinal crosswalk markings are more visible than lateral crosswalk markings (Credit: Michele Weisbart)



Crosswalks and Accessibility

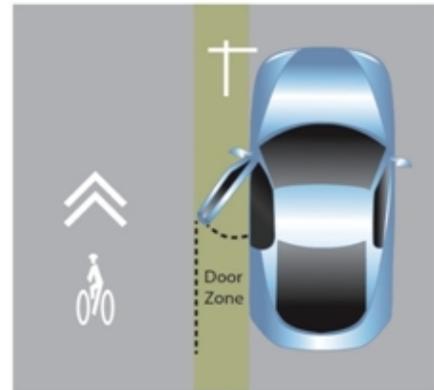


Decorative crosswalk treatments, as shown here in Ayden, NC, made of distinctive materials can become uneven over time

Longitudinal crosswalk markings provide the best visibility for pedestrians with limited vision. Decorative crosswalk pavement materials should be chosen with care to ensure that smooth surface conditions and high contrast with surrounding pavement are provided. Textured materials within the crosswalk are not recommended. Without reflective materials, these treatments are not visible to drivers at night. Decorative pavement materials often deteriorate over time and become a maintenance problem while creating uneven pavement. The use of color or material to delineate the crosswalks as a replacement of retro-reflective pavement marking should not be used, except in slow speed districts where intersecting streets are designed for speeds of 20 mph or less.

Shared Lanes (sharrow)

Portions of Roanoke Avenue should be outfitted with shared-lane markings. Shared-lane marking stencils ("SLMs," also commonly called "sharrows") may be used as an additional treatment for shared roadways. The stencils can serve a number of purposes: they remind bicyclists to ride further from parked cars to prevent "dooring" collisions, they make motorists aware of bicycles potentially in the travel lane, and they show bicyclists the correct direction of travel. Sharrows installed next to parallel parking should be a minimum distance of 11 feet from the curb. Installing farther than 11 feet from the curb may be desired in areas with wider parking lanes or in situations where the sharrow is best situated in the center of the shared travel lane to promote cyclists taking the lane. Placing the sharrow between vehicle tire tracks increases the life of the markings and decreases long-term maintenance costs.



Shared-lane marking stencils



2. *Brownfield Sites*

There may be brownfield sites within Roanoke Rapids' planning jurisdiction. A brownfield is a property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. The Environmental Protection Agency (EPA) estimates that there are more than 450,000 brownfields in the U.S. Cleaning up and reinvesting in brownfield properties increases local tax bases, facilitates job growth, utilizes existing infrastructure, and both improves and protects the environment.

The following properties, identified by the Upper Coastal Plain Council of Governments, may be potential brownfield sites:

- ▶ 501 Jackson Street, Roanoke Yarn and Die Plant
- ▶ East 11th Street and Marshall Street, Reinco Chemical Company
- ▶ 900 Jefferson Street, Patterson Property (degree of Phase II environmental assessment completed; construction of athletic complex pending)
- ▶ 1015 Monroe Street, Rosemary Mill I
- ▶ 1200 Henry Street, Rosemary Mill II
- ▶ 97 Roanoke Avenue (NC 48), Old Gas Station
- ▶ 206-208 Roanoke Avenue (NC 48), People's Theater
- ▶ 642 Roanoke Avenue (NC 48), Old Fire Station
- ▶ 221 E. 14th Street, Pine State Creamery
- ▶ 730 Julian R. Allsbrook Highway, Chevrolet Dealership
- ▶ 1228 Roanoke Avenue (NC 48), White Motors
- ▶ 300 Jackson and East 2nd Street; Old Dry Cleaners

Clean-up of these properties will enhance economic opportunities in Roanoke Rapids, increase adjacent property values, and stabilize land use within the community. It should be understood that brownfield clean-up and redevelopment often poses the following challenges:

- **Environmental Liability Concerns.** Developers and property owners want to manage past and future liabilities associated with the property's environmental history.
- **Financial Barriers.** Private lenders are often reluctant to give loans for potentially impaired lands. In some cases, clean-up costs for a property may ultimately be more than the property's value.
- **Clean-up Considerations.** A brownfields redevelopment timeline may take longer than typical real estate development due to environmental assessment and clean-up activities.
- **Reuse Planning.** A reuse plan based on community goals or sound economic and environmental information (e.g., market potential) may be lacking.



An action which must be taken early in the potential redevelopment of a brownfield site is identifying the presence and extent of contamination, essential to evaluating risk, limiting liability, and determining an appropriate reuse. A Phase I environmental assessment should be performed to identify the presence, type, and extent of contamination that may exist on-site. If required, a Phase II assessment may be conducted to sample or test for specific hazards that may have been identified in Phase I and to help develop a remedial action plan. EPA grant funding is available to assist with the brownfield process, including clean-up.

Brownfield redevelopment typically follows one of the following two scenarios:

Private Redevelopment

In a typical, privately driven redevelopment scenario, a developer takes responsibility for the entire redevelopment process but may require some limited public investment to first define the extent of contamination on-site. The first step is for the developer to take title of the land via purchase or conveyance, and plan for the property's reuse. Given the developer's financial resources, private financing will need to be identified either through debt or equity. Public funding, such as an EPA Brownfields Assessment grant, might be used to identify and quantify the property's contamination and define the environmental clean-up required. The developer completes all environmental clean-up activities, meeting the state's voluntary clean-up program requirements and other applicable federal or state regulations. Once clean-up is considered complete by the appropriate regulatory authority, the property may be redeveloped.

Public-Private Redevelopment

A public-private partnership is an agreement between at least one public-sector entity and one private-sector organization to combine resources and efforts to accomplish a common goal. The level of participation can vary from all public to nearly all private. In typical public-private partnerships associated with brownfields restoration, the public entity usually sponsors the project and provides some initial funding, often for assessments that remove contamination uncertainties and for infrastructure to support development; a private-sector developer then funds and manages the pre-development and construction process.

The composition of the public-private partnership is unique for each brownfields project. Public-private partnerships are often successful because initial public investments provide the necessary incentives for private-sector development and operation. These collaborations reduce the financial burden on the public sector while accelerating property clean-up, redevelopment, and community revitalization.

Source: EPA.

3. *Infill Development/Return of Investment*

In 2011, the North Carolina State Legislature revised the state statutes which regulate municipal annexations. As a result, it is very difficult, if not impossible, to accomplish involuntary annexations. Realistically, municipalities must primarily expect to expand their tax base and population within existing corporate limits. Only voluntary annexations should be expected as a means of geographic expansion.



As a result of the annexation situation, infill development must be primarily relied upon to increase tax base and expand the city's critical mass of population. The density of development within the city's existing corporate limits must increase. This process will be crucial to Roanoke Rapid's economic advancement.

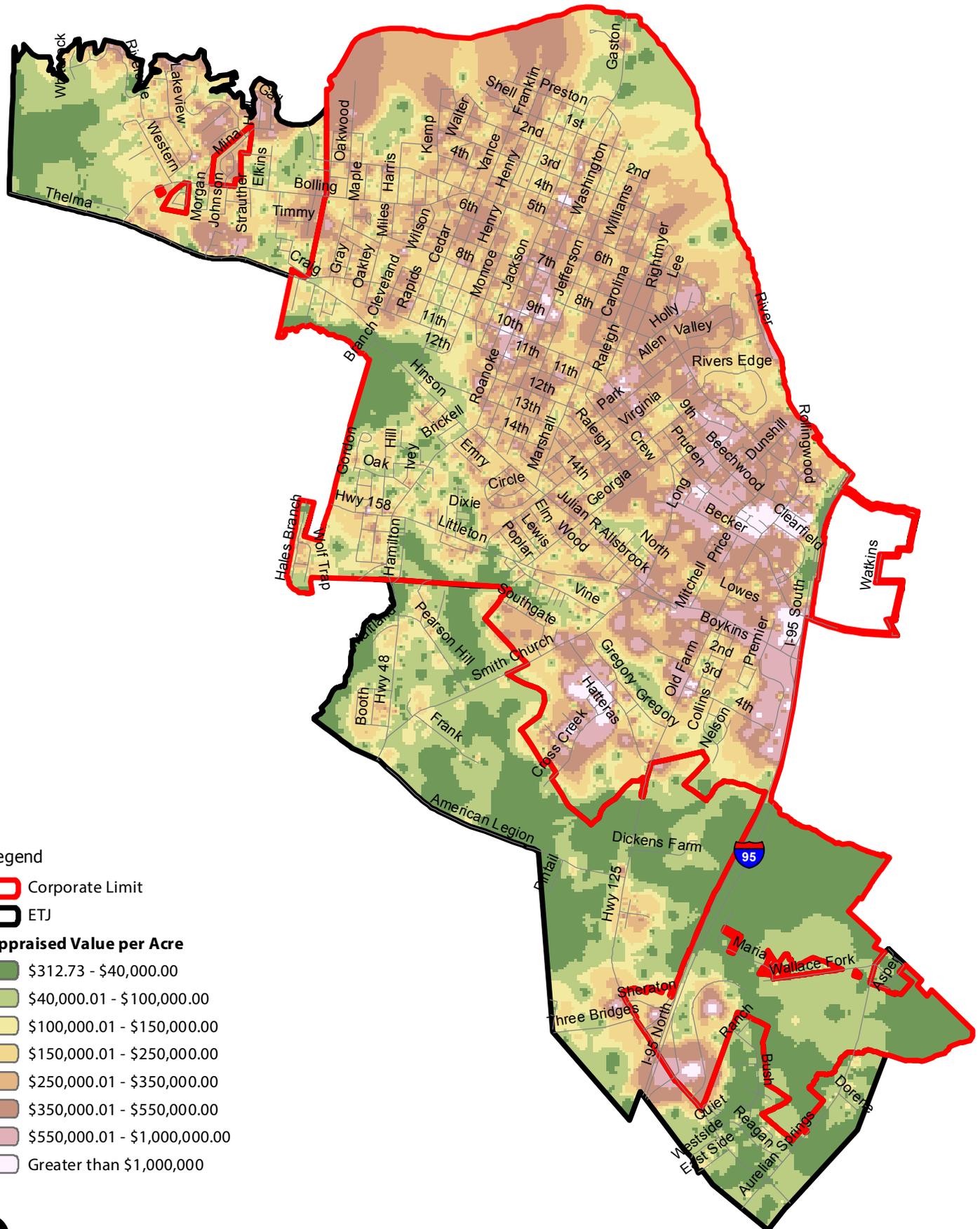
Infill development is development or redevelopment of land that has been bypassed, has remained vacant, and/or is underused as a result of the continuing urban development process. Generally, the areas and/or sites are not particularly prime quality; however, they are usually served by or are readily accessible to infrastructure (services and facilities) provided by the applicable local government entity. Use of such lands for new housing and/or other urban development is considered a more desirable alternative to continuing to extend the outer development pattern horizontally, thus necessitating a higher expenditure for capital improvements than would be required for infill development. Capital improvements such as water/sewer infrastructure and roads are often required for greenfield development. As such, a financial burden is placed on the city to provide these improvements, whereas development of underutilized infill property may not carry such a burden.

The use of infill development promotes the best use of resources and, in turn, will tend to have a positive impact upon the tax base. Infill development will also be a positive influence on return of investment (ROI) for the city. Generally, municipal revenues are generated by property tax, sales tax (retail), fees, enterprise funds (public utilities funds not available to Roanoke Rapids), and the lease or sale of assets.

Map 15 depicts the distribution of appraised property tax value per acre within the city's planning jurisdiction. It is obvious that the highest appraised tax values are within the city's Roanoke Avenue core commercial areas (uptown and downtown) and in outlying multi-family developments. Table 27 provides the average per acre tax values for land use categories within the city's planning jurisdiction.

The highest per acre tax value within the corporate limits is multi-family development. However, both multi-family development and single-family development generate higher demand for services than other land use categories. Such services include, but are not limited to: police, fire, community facilities, recreation, and infrastructure. Within the ETJ, the highest tax value category is office and institutional, followed by commercial; single-family is the third highest.

Map 15: Appraised Value per Acre



1,400 700 0 1,400 2,800 Feet



Table 27. Roanoke Rapids Tax Values

Planning Jurisdiction	
Existing Land Use Category	Tax Value per Acre
Multi-Family Residential	\$804,390
Commercial	\$541,129
Office & Institutional	\$477,272
Single-Family Residential	\$318,727
Industrial	\$206,150
Active Recreation	\$81,426
Vacant	\$57,913
Passive Open Space	\$34,673
Rural Residential/Agriculture	\$23,100
Corporate Limit	
Existing Land Use Category	Tax Value per Acre
Multi-Family Residential	\$849,192
Commercial	\$553,232
Office & Institutional	\$494,033
Single-Family Residential	\$337,999
Industrial	\$211,461
Active Recreation	\$81,426
Vacant	\$66,344
Rural Residential/Agriculture	\$65,696
Passive Open Space	\$44,129
ETJ	
Existing Land Use Category	Tax Value per Acre
Office & Institutional	\$281,365
Commercial	\$253,437
Single-Family Residential	\$214,569
Multi-Family Residential	\$179,089
Industrial	\$127,548
Vacant	\$44,496
Rural Residential/Agriculture	\$12,079
Active Recreation	N/A
Passive Open Space	N/A

Source: Holland Consulting Planners, Inc., and Halifax County Tax Records.

Planning and capital project investment decisions not tied to immediate life safety or capacity deficiencies should be subjected to a return on investment analysis as part of the prioritization process. The return on capital projects should be based on the ability of the project to catalyze private investment, make efficient use of existing infrastructure, and generate new net revenues.



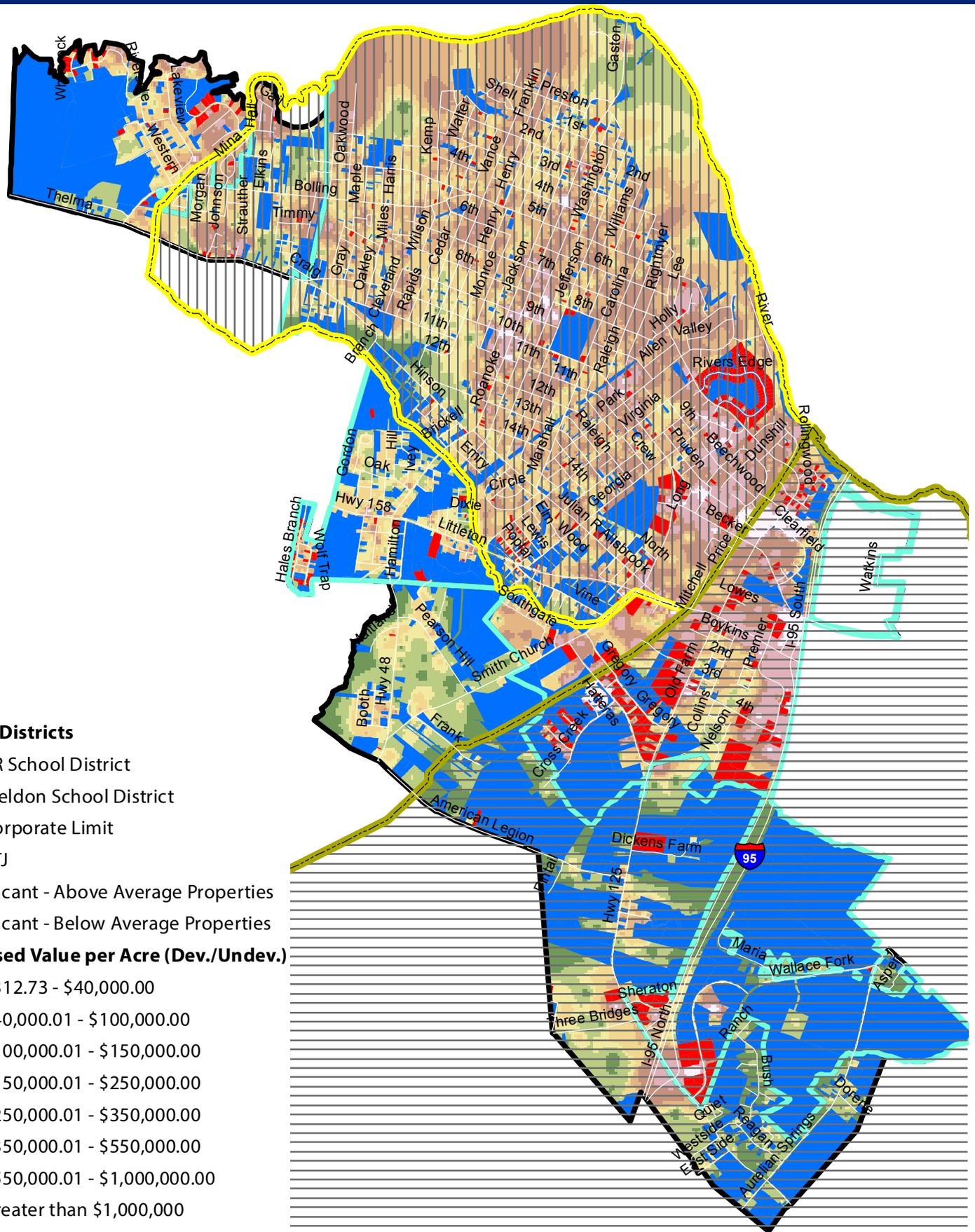
Map 16 delineates the vacant parcels within the city's planning jurisdiction and the school district boundaries. There are 1,977.7 acres of vacant parcels within the City and 1,360.02 acres of vacant parcels within the ETJ. The parcels are separated for the city and ETJ by those above or below average tax value. Those parcels below average tax value may be depressed or undervalued and more lucrative for infill development. The vacant parcels within the ETJ are not subject to city property taxes or Roanoke Rapids School District taxes. In 2013, the property tax rates per \$100 valuation were:

Halifax County	=	\$0.68
Roanoke Rapids	=	\$0.624
Roanoke Rapids School District	=	\$0.21
Weldon School District	=	\$0.17

As a result, an acre of commercial property in the ETJ (\$541,129 tax value, see Table 27) had an annual tax burden of \$3,679.68. A similarly valued commercial property located within the city and Roanoke Rapids School District had an annual tax burden of \$8,192.69; and in the Weldon School District an annual tax burden of \$7,976.24, an annual differential of \$4,513.01 and \$4,296.56, respectively, over the county tax burden.

The city's future actions must include a focus on making vacant, underutilized, and undervalued parcels within the city more cost competitive than those in the ETJ. Such actions may include: waiver of permit fees, tax incentive financing, expedited processing of applications, and other identified options. Infill development focus or priority areas should be identified in the city's future land use planning.

Map 16: Vacant Property Tax Values



Legend

School Districts

- RR School District
- Weldon School District
- Corporate Limit
- ETJ

- Vacant - Above Average Properties
- Vacant - Below Average Properties

Appraised Value per Acre (Dev./Undev.)

- \$312.73 - \$40,000.00
- \$40,000.01 - \$100,000.00
- \$100,000.01 - \$150,000.00
- \$150,000.01 - \$250,000.00
- \$250,000.01 - \$350,000.00
- \$350,000.01 - \$550,000.00
- \$550,000.01 - \$1,000,000.00
- Greater than \$1,000,000



1,400 700 0 1,400 2,800 Feet



E. **Transportation**

Development of the 2040 Roanoke Rapids Urban Area CTP was underway concurrent with preparation of this Comprehensive Plan. This section summarizes the recommendations for each mode of transportation in the City. The CTP is based on the projected growth for the planning area. It is possible that actual growth patterns will differ from those logically anticipated. As a result, it may be necessary to accelerate or delay the implementation of some recommendations found within the plan. Some portions of the plan may require revisions in order to accommodate unexpected changes in development. Therefore, any changes made to one element of the CTP should be consistent with the other elements.

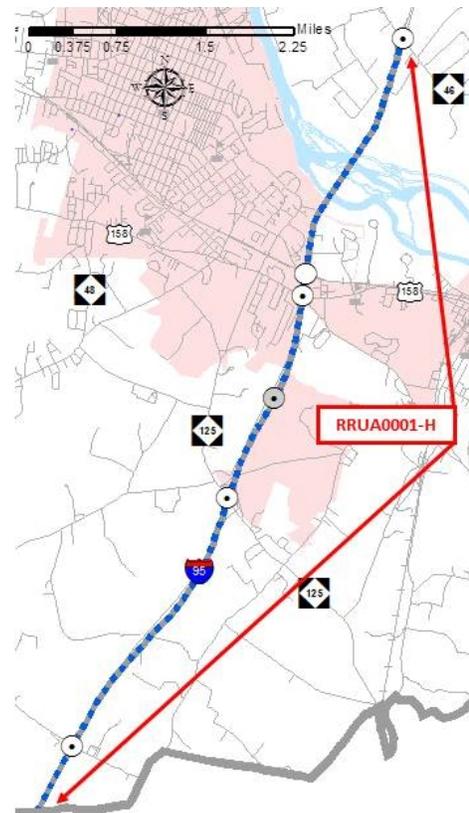
Prior to implementing projects from the CTP, additional analysis will be necessary to meet the National Environmental Policy Act (NEPA) or the North Carolina Environmental Policy Act (SEPA). The CTP may be used to provide information in the NEPA/SEPA process. The following pages contain problem statements for each recommendation, organized by CTP modal element.

1. **Highway**

I-95 Proposed Widening

I-95 is currently a 4-lane divided freeway that runs north and south through Roanoke Rapids. The facility serves as a connector between the states of Virginia and South Carolina. Due to the expected increase in traffic volume in that section of I-95 through the Roanoke Rapids Urban Area (RRUA), it is proposed to increase the number of lanes in each direction from the southern boundaries of RRUA to the NC 46 interchange. It is recommended to add a lane to each direction to become a 6-lane divided freeway. The primary purpose of widening this section of I-95 is to increase capacity and improve mobility through the City of Roanoke Rapids.

The current capacity of this facility is 58,000 vehicles per day (vpd) and it is forecast to carry 62,000 vpd in 2035, and therefore, becoming over capacity. By improving the current major freeway, the project is intended to increase capacity, improve mobility, connectivity, and safety. The recommended improvements are expected to increase the capacity to 87,000 vpd.



**US 158; Local ID: R-2581**

US 158 is an east-west connector within Halifax County, Northampton County and throughout northeastern North Carolina. This corridor connects the Triad area on the west end to the Outer Banks on the east end. Within the study area, it is heavily used by commuters to and from Roanoke Rapids. It serves as a connector between I-85 and I-95 as well. In that section, US 158 is currently a 2-lane facility from the Roanoke Rapids Urban Area (RRUA) Planning Area Boundary (PAB) to East 10th Street, and a 7-lane facility, including a left turning lane, from East 10th Street to I-95. As part of the Strategic Highway Corridor initiative (SHC), the facility's main purpose is to safely improve regional and statewide mobility and connectivity.

The proposed CTP project (R-2581) is to upgrade the existing facility to a 4-lane divided freeway from the western boundaries of the RRUA PAB to I-95. This project is identified in the 2013-2023 Transportation Improvement Program (TIP) as project R-2581.

US 158; Local ID: R-2582

In this section, US 158 is currently a 5-lane facility, including a left turning lane from I-95 to Ponderosa Road before splitting into two one-way 3-lane sections until it connects to US 301, then splits again to the two-lane section until the eastern end of RRUA PAB. The proposed CTP project (R-2582) is to upgrade the existing facility to a 4-lane divided expressway from I-95 to the eastern boundaries of the RRUA PAB. This project is identified in the 2013-2023 Transportation Improvement Program (TIP) as project R-2582.

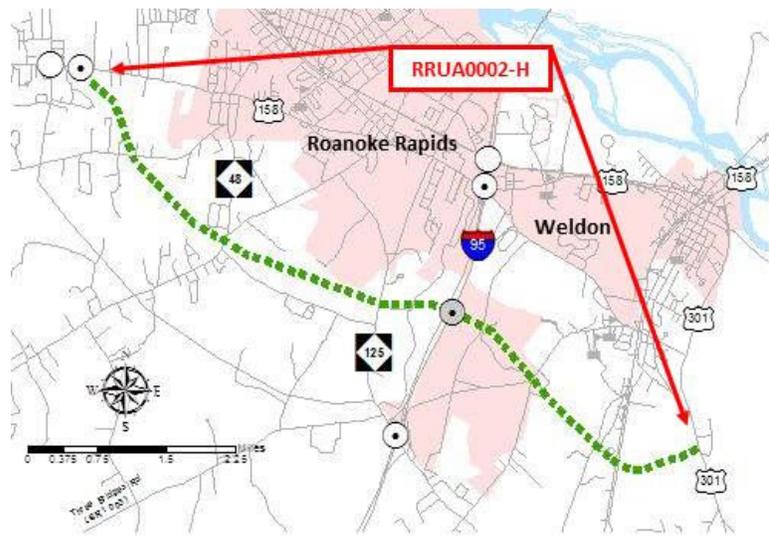
US 158 Proposed Expressway Bypass South of US 158

NC 158 is currently a 2-lane minor thoroughfare that runs east and west through Roanoke Rapids. The facility serves as a connector between I-85, I-95, and the east coast. Due to the proposed upgrade of US 158 to a freeway through Roanoke Rapids and the expected large number of vehicles on this road, the area will be in need of a road that connects the motorists to the City of Roanoke Rapids to maintain the economic growth and assist in more growth through the area. It is recommended to construct a 4-lane divided expressway, south of the city. This new facility should include interchanges at three locations at NC 48, County Road, and US 301. The primary purpose of constructing this section of US 158 Bypass is to improve mobility through the City of Roanoke Rapids and the Town of Weldon. Constructing this segment of US 158 Bypass will improve connectivity between the towns and other parts of Halifax County, particularly during the morning and afternoon peak hours.

Existing US 158 is currently a two-lane facility for the most part, and is listed in the current TIP as a widening project to be upgraded to a future expressway in order to improve mobility and safety. This improvement will require another connection to the City of Roanoke Rapids to improve connectivity and mobility.

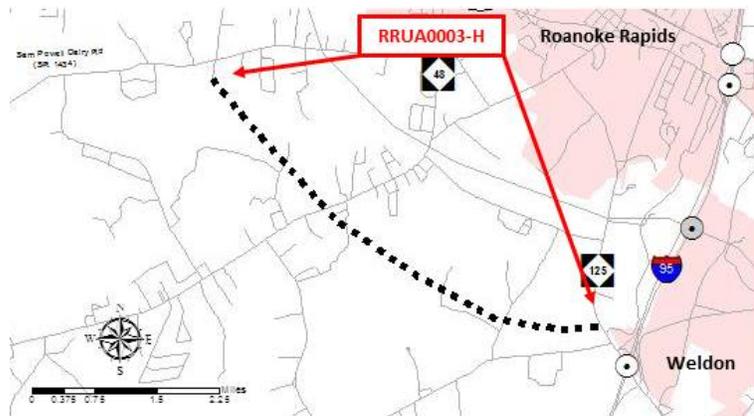


Existing US 158 is a major two-lane highway throughout Bertie County. It connects Bertie County with Hertford County in the north and Martin County in the south. The current capacity of this facility is 12,700 vehicles per day (vpd) and it is forecast to carry 7,000 vpd in 2035. By improving the current major thoroughfare to an expressway, the project is intended to improve mobility, connectivity, as well as encouraging economic development. In conjunction with these improvements, the safety along the corridor should increase as access is more appropriately managed. The recommended improvements are expected to increase the capacity to 56,000 vpd.



Proposed Zoo Road Extension

Zoo Road is currently a two-lane facility, which connects Thelma Road/West 10th Street and Sam Powell Dairy Road and crosses US 158. It is recommended to extend the road to loop around the RRUAB with an at grade intersection with NC 48 and ending with an intersection with NC 125. This extension is recommended in order to improve mobility and safety by creating a loop around the southern side of Roanoke Rapids.



Zoo Road is a major two-lane highway throughout Roanoke Rapids. It connects the heart of the downtown to the western and south western side of Roanoke Rapids. The current capacity of this facility is 12,700 vehicles per day (vpd) and it is forecast to carry 3,100 vpd in 2035. By improving the current road with the recommended extension, the new extension is expected to carry 4,400 vpd. The project is intended to improve mobility and connectivity. The safety along the corridor should increase as access is more appropriately managed.

**US 125; Local ID: RRUA0004-H**

NC 125 is currently a 2-lane minor thoroughfare that runs north and south through the southern portion of Roanoke Rapids. In the vicinity of RRUA planning area boundary (PAB), the facility serves as a connector from Scotland Neck and the town of Halifax to the City of Roanoke Rapids, and to US 158 through Smith Church Road (SR 1686). It is recommended to upgrade the existing facility to 24 feet with paved shoulders, including turn lanes at all major intersections from US 301 to the Roanoke Rapids Urban Area (RRUA) boundary. The primary purpose of improving this section of NC 125 is to improve mobility through the City of Roanoke Rapids. Improving this segment of NC 125 will improve connectivity between Roanoke Rapids, the town of Weldon, and other parts of the PAB, particularly during the morning and afternoon peak hours. Another goal is to make this facility safe for bicycles.

Holiday Drive and Sheraton Drive Connection, Local ID: RRUA0005-H

Holiday Drive is a two lane road that runs north and south with a middle left turning lane. This road is mainly used as an access from US 158 to the shopping center and the hotel on the sides of the road. Sheraton Drive is approximately 1,500 feet long, a two lane access road from NC 125 used by the hotel residents only off of NC 125. It is recommended to connect the two roads to improve connectivity in the area, and improve the economic development by allowing more commuters on NC 125 to gain an access to the shopping center.

Carolina Crossroads Parkway, Local ID: RRUA0006-H

Carolina Crossroads is a north-south road under construction and is currently on hold due to the current state of the economy. It is expected to be a large shopping center, which includes restaurants, stores, and a movie theater. This shopping center is expected to revitalize the area and attract more traffic in the area. It is recommended to construct this road from NC 125 in the south and up north to connect with Country Club Road (SR 1641).

Wallace Fork Road widening and Extension (SR 1692), Local ID: RRUA0007-H

The eastern end of Wallace Fork Road (SR 1692) intersects with the northern end of Aurelian Springs Road (SR 1600) and the southern end of Country Club Road (SR 1641). The purpose of widening and extending this road to connect with Carolina Crossroads Parkway, near mid-point, is to allow easy access to Carolina Crossroads shopping Center and the ability for shoppers to drive north or south inside the shopping center with the least amount of congestion and delays.

**True Blood Road and Chantilly Road Connection, Local ID: RRUA0008-H**

True Blood Road and Chantilly Road run parallel to each other before connecting at their northern ends at Green Street. It is recommended to connect True Blood Road with Chantilly Street at the Reese's Store and Chantilly Street intersection. The connection should start on True Blood Road about 1,000 feet north of NC 125 and extend east until the intersection. The purpose of this shortcut is to reduce travel time.

Country Club Road Extension (SR 1641), Local ID: RRUA0009-H

Country Club Road (SR 1641) extends south from US 158 to Old Halifax Road (SR 1665). It is recommended that this road be extended to continue east and connect with US 301. This connection will provide for more direct travel from Roanoke Rapids to the south side of Weldon without using US 158 when accessing US 301.

Becker Drive Extension (SR 1742), Local ID: RRUA00010-H

It is recommended to extend Becker Drive in Roanoke Rapids to Grace Road (SR 1710) in Weldon. This extension will provide another access point to the industrial park on Grace Road (SR 1710). This extension will help reduce congestion on existing US 158.

Aurelian Springs Road (SR 1600), Local ID: RRUA00011-H

Aurelian Springs Road (SR 1600) is a narrow two lane road north of NC 125. Due to the construction of the Carolina Crossroads shopping center and the expected heavy traffic in the area, it is recommended that Aurelian Springs road be widened to 12-foot lanes with paved shoulder. This improvement will provide a safer and path for travelers in the area as narrow roads increase the likelihood of accidents between vehicles traveling in the opposite direction. This becomes more critical as traffic increases 5,000 or 6,000 vehicles per day as there is increased incidence of meeting oncoming traffic.

2. Bicycle

In accordance with the American Association of State Highway and Transportation Officials (AASHTO), roadways identified as bicycle routes should incorporate the following standards as roadway improvements are made and funding is available:

- ▶ Curb & gutter sections require at minimum 4-ft bike lanes or 14-ft wide outside lanes.
- ▶ Shoulder sections require a minimum 4-ft paved shoulder.
- ▶ All bridges along roadways where bike facilities are recommended shall be equipped with 54" railings.



Currently, there is a designated bicycle route that runs through the northern part of RRUA through the town of Gaston on Lawrenceville Road (NC 46) and Pleasant Hill Road (NC 48). The primary purpose of recommending additional bicycle route improvements is to better connect the RRUA with Northampton County and Halifax County through the existing and recommended bicycle routes in the Northampton County CTP and the Halifax County CTP, and maintaining connectivity with the towns of Gaston, Garysburg, and Weldon, as more bicycle activity groups are riding through the area throughout the year.

The following on-road bicycle facilities have been recommended for improvements in the Halifax County CTP:

- ▶ **NC 903 (SR 1400), Local ID: RRUA0001-B** - from western Roanoke Rapids urban area boundary to Three Bridges Street (SR 1003).
- ▶ **Piney Grove Church Road (SR 1210), Local ID: RRUA0002-B** - from southern Roanoke Rapids Urban Area boundary to NC 903 connecting with the Halifax County CTP bicycle recommendation.
- ▶ **Three Bridges Street (SR 1003), Local ID: RRUA0003-B** - from NC 903 to NC 125.
- ▶ **NC 125, Local ID: RRUA0004-B** - from the southern Roanoke Rapids Urban Area boundary to Old Farm Road extension (SR 1752) connecting with the Halifax County CTP bicycle recommendation.
- ▶ **Old Farm Road (SR 1752), Local ID: RRUA0005-B** - from NC 125 to East 7th Street.
- ▶ **East 7th Street (SR 1819), Local ID: RRUA0006-B** - from Old Farm Road (SR 1752) to NC 48.
- ▶ **East 7th Street (SR 1819), Local ID: RRUA0007-B** - from Old Farm Road (SR 1752) to NC 48.
- ▶ **NC 48 (Roanoke Avenue), Local ID: RRUA0008-B** - from East 7th Street to the north end of the Roanoke Rapids area boundary connecting with the Northampton County CTP bicycle recommendation.
- ▶ **NC 46, Local ID: RRUA0009-B** - from the north end of the Roanoke Rapids area boundary to NC 48 (Roanoke Avenue) connecting with the Northampton County CTP bicycle recommendation.
- ▶ **Jackson Street (SR 1311), Local ID: RRUA0010-B** - from the Jackson Street extension at NC 48 (Roanoke Avenue) intersection to West Fifth Street (SR 1906).



- ▶ **Thelma Road (SR 1400), Local ID: RRUA0011-B** - from the western Roanoke Rapids area boundary to Rolling Road (SR 1426) connecting with the Halifax County CTP bicycle recommendation.
- ▶ **Rolling Road (SR 1426), Local ID: RRUA0012-B** - from Thelma Road (SR 1400) to West Fifth Street (SR 1906).
- ▶ **West Fifth Street (SR 1906), Local ID: RRUA0013-B** - from Rolling Road (SR 1426) to NC 48 (Roanoke Avenue).
- ▶ **Becker Drive (SR 1742), Local ID: RRUA0014-B** - from Old Farm Road (SR 1752) to Morris Road (SR 1201).
- ▶ **Fairground Lane, Local ID: RRUA0015-B** - from Becker Drive (SR 1742) to US 158 (Julian Allsbrook Highway).
- ▶ **Julian Allsbrook Highway (US 158), Local ID: RRUA0016-B** - from Fairground Lane to West 2nd Street (US 158)
- ▶ **3rd Street (US 158), Local ID: RRUA0017-B** - from WC Rivers Drive (SR 1664) to US 301.
- ▶ **South Walnut Street, Local ID: RRUA0018-B** - from West 3rd Street to West 2nd Street.
- ▶ **2nd Street, Local ID: RRUA0019-B** - from South Walnut Street to US 301.
- ▶ **US 301, Local ID: RRUA0020-B** - from the southern Roanoke Rapids urban area boundaries (connecting with the Halifax County CTP bicycle recommendation) to the US 301/US 158 split point in Garysburg.
- ▶ **US 158, Local ID: RRUA0021-B** - from US 301/US 158 split point in Garysburg to the eastern Roanoke Rapids urban area boundary connecting with the Northampton County CTP bicycle recommendation.



F. Health and Wellness Assessment/Future Land Use Impact

1. Health, Wellness, and the Built Environment

Public health and wellness is affected in many ways by the design of the built environment. In Roanoke Rapids, as in other places across the country, the design of our roadways, residential developments, and settlement patterns all contribute to the relative health and wellness of citizens. For the purposes of this assessment, wellness is defined in the physical dimension as the need for regular physical activity and physical development that encourages learning about diet and nutrition.

In the United States, the automobile is often the dominant force driving urban design. The vast demand for private vehicular transportation regularly dictates the scale of our streets, the relationship between buildings, and the speed at which we experience our environment.

Examining Julian R. Allsbrook Highway in the picture to the right, it is clear that this area was built to be traveled by the car. If this environment were designed to accommodate the pedestrian and bicyclist, then buildings would likely front the street, the signs would be smaller, and sidewalks would be present. As it is, few people would choose to walk or cycle this road - leaving little or no options for active transportation.



Image Source: Holland Consulting Planners, Inc.

Additionally, land use decisions can also have an effect on the health and wellness of individuals. Studies have shown that urban areas with a range of land uses increase the walkability of an area and subsequently lessen vehicular miles of travel. Traditional zoning districts often restrict multiple uses making new development single use in nature, and thus, contributing to a lack of walkability.

The creation of the health and wellness related elements in the comprehensive plan use multiple academic and research based reports to establish criteria and factors related to health and the built environment.

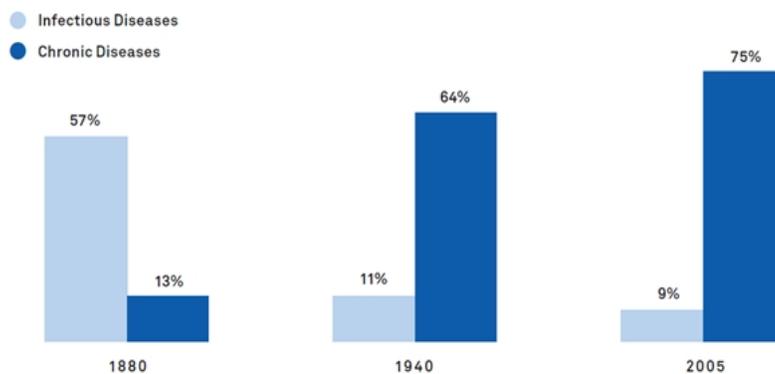
In Roanoke Rapids, a number of the leading causes of death are more prevalent in minority populations as compared to whites, thus creating large racial disparities. Heart disease and diabetes in particular are prime examples of those disparities. The death rate for diabetes is two to three times higher in African Americans than Whites.



2. Chronic Disease Factors

Chronic disease differs from infectious disease (or communicable disease) in the way it occurs in individuals. Infectious diseases usually occur because of contact with an affected host, while chronic diseases may occur solely as a result of a sedentary lifestyle. Common infectious diseases of current and past years include tuberculosis, Ebola, malaria, measles, and HIV/AIDs.

Infectious diseases were once the primary cause of death in the United States a century ago, but proper hygiene, environmental design, and immunization has led to the downfall of such disease in the United States (see Figure 2).



Source: The City of New York Summary of Vital Statistics 2005

Figure 2. Infectious Diseases Versus Chronic Diseases, 1880 - 2005

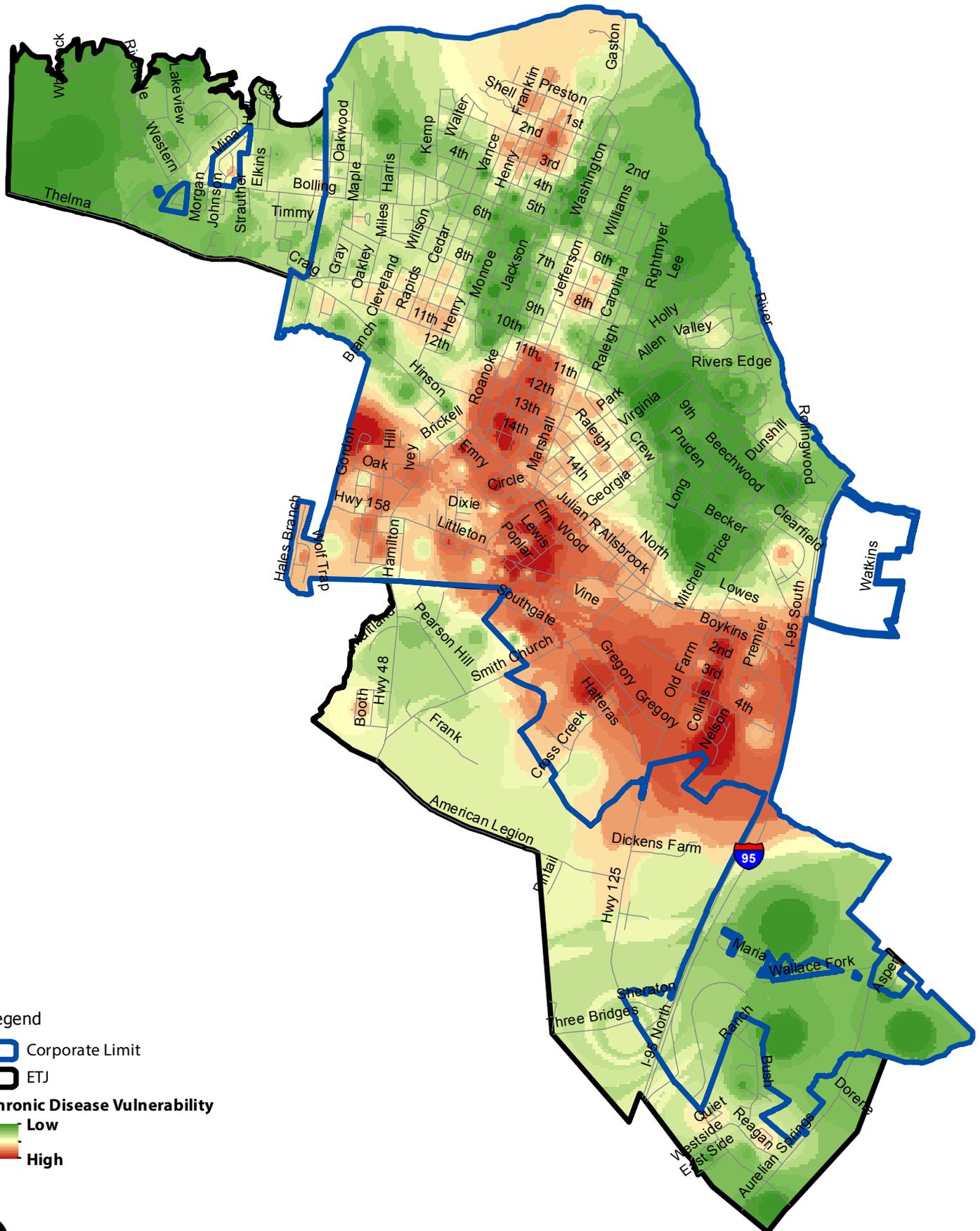
Whereas infectious diseases were the gravest health threats of an earlier era, the largest killers of our time are chronic diseases such as heart disease and strokes, cancers, and diabetes, for which the leading risk factors are obesity, physical inactivity, poor diets, and smoking. Map 17 delineates population vulnerable to chronic disease.

Obesity Mechanisms

Obesity results from a positive caloric balance in that the intake of calories is greater than caloric expenditure. Nutrition plays a direct role in determining caloric balance by being the sole variable accounting for caloric intake. Caloric output, however, is dependent on three specific variables. These include physical activity, resting metabolism, and the thermogenic effect of food. Thermogenesis occurs when your body raises its core temperature. When your body increases its heat or energy output, your metabolism increases and your fat cells are used as the main source of energy. Of the three variables, physical activity is the most often altered in order to increase caloric expenditure¹.

¹Obesity in the Lower Socio-Economic Status Segments: Forum on Public Policy 2008.

Map 17: Population Vulnerable to Chronic Disease



Legend

Corporate Limit

ETJ

Chronic Disease Vulnerability

Low

High



1,400 700 0 1,400 2,800 Feet



Exhaustive study has taken place to identify the primary causes of obesity in the United States. In general, obesity tends to be a multi-faceted problem with no one solution to combating its occurrence. However, there are certain segments of the population that are more likely to be obese as it is more prevalent in the low socioeconomic status (SES) segments of society. Investigations have shown similar results in urban, suburban, and rural communities².

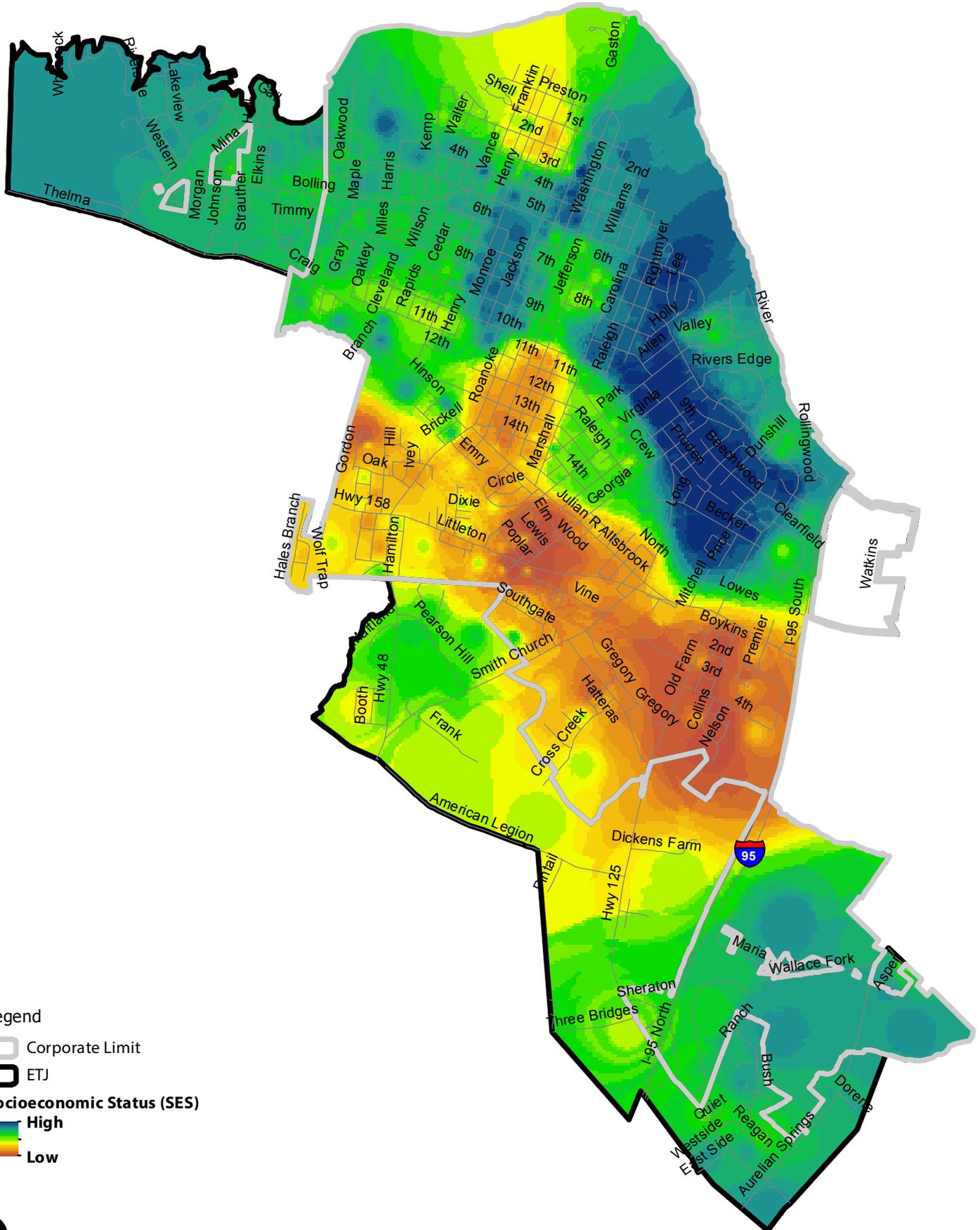
In addition, a childhood spent in poor social and economic conditions has been shown to lead to a less healthy adulthood. In both adolescent boys and girls, low SES and parental education levels were related to an unfavorable risk factor profile indicating a need for early intervention in low SES communities¹.

To identify areas of the Roanoke Rapids planning jurisdiction that are considered low in socioeconomic status, GIS analysis was used. Census estimates for educational attainment, employment, and income levels were combined to locate these areas. Concentrations of low SES are found on Map 18.

The highest concentration of low SES individuals can be found in a corridor lying between the City's southern corporate limit boundary and Julian R. Allsbrook Highway.

² The Obesity Epidemic in the United States—Gender, Age, Socio-Economic, Racial/Ethnic, and Geographic Characteristics: A Systematic Review and Meta-Regression Analysis: *Epidemiologic Reviews* 2007; 29:6-8.

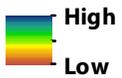
Map 18: Socioeconomic Status



Legend

-  Corporate Limit
-  ETJ

Socioeconomic Status (SES)



1,400 700 0 1,400 2,800 Feet



Nutritionally Disparate

Food is essential for life. Yet unlike other enduring necessities – water, air, and shelter – food has not been considered a priority for planning by state and local officials and decision makers. Increasing access to and encouraging consumption of fresh, healthy foods are important ways to address disease incidence and health care expenditures.

North Carolinians face a number of health challenges related to our food system. Food insecurity is present across the state, which exists when an individual or family lacks adequate or consistent access to the foods necessary to lead an active, healthy lifestyle.

Children's health and wellbeing are connected to diet, nutrition, and food security. Access to an ample quantity and variety of fruits and vegetables at school, at home, and in the community is critical. Access is especially important for school-age children, given that poor dietary habits can linger or worsen into the high school years and adulthood.

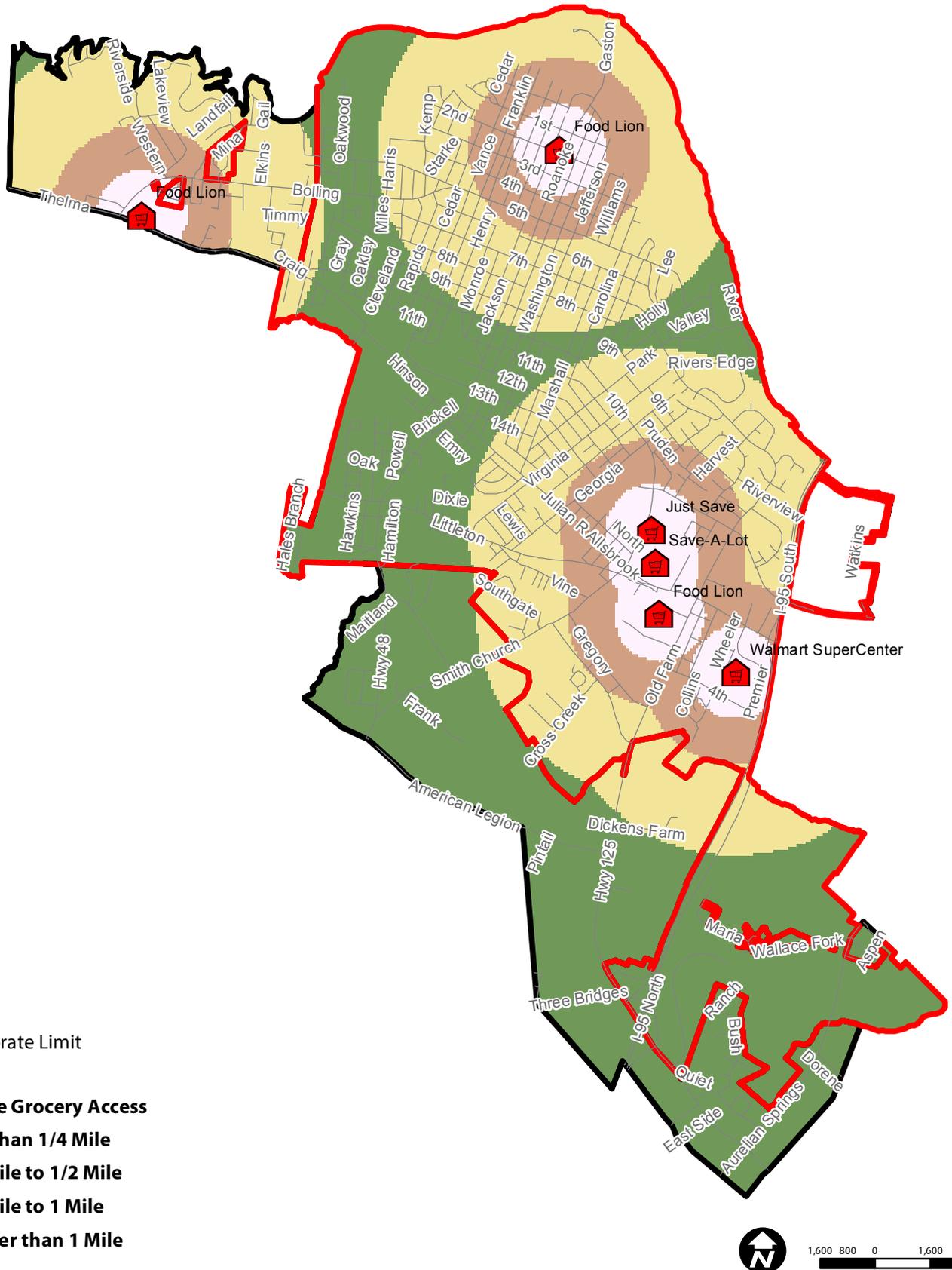
In Roanoke Rapids, there are seven (7) establishments that offer full service grocery items. For the purposes of this assessment, a "full service grocery" is defined as an establishment that is open 7 days a week, offers a variety of fresh fruits and vegetables at a competitive price, and accepts EBT (Electronic Benefits Transfer) and WIC (Benefits for Women, Infants, and Children). Full service grocery stores are located closer to higher socioeconomic status areas of the city (see Table 28 and Map 19).

Table 28. Full Service Groceries in Roanoke Rapids

Company	Address
Just Save	33 Becker Drive
Food Lion	2500 W. 10 th Street
Food Lion	175 Roanoke Avenue
Food Lion	1201 Weldon Road
Save-A-Lot	1160 Julian R. Allsbrook Highway
Wal-Mart Supercenter	251 Premier Boulevard

Source: City of Roanoke Rapids Planning Department.

Map 19: Full-Service Grocery Access





Access to Physical Activity and Recreation Facilities

Research shows that one of the number one ways to offset weight gain is through increased physical activity. Coincidentally, individuals looking to increase physical activity encounter barriers when access to recreational facilities is limited.

According to the Centers for Disease Control, the following is a list of items that can be accomplished through increased or regular physical activity:

- ▶ Weight control;
- ▶ Reduced risk of cardiovascular disease;
- ▶ Reduced risk of Type 2 diabetes and metabolic syndrome;
- ▶ Reduced risk of some cancers;
- ▶ Stronger bones and muscles;
- ▶ Improved mental health and mood;
- ▶ Improved ability to do daily activities and prevent fall (older adults);
- ▶ Increased chances of living longer.

Map 20 delineates access to active recreational facilities.

Neighborhood Safety

Neighborhood safety and perception of crime are consistently cited in studies as a barrier to walking or physical activity. Low SES areas often report higher perceptions of neighborhood crime, unattended dogs, and untrustworthy neighbors. Perception of lower neighborhood safety and social disorder are also significantly associated with less recreational physical activity. Substandard housing and vacant or deteriorated structures lead to relative sense of safety in neighborhoods.

Public health officials have often cited neighborhood safety as a significant barrier to outdoor physical activity. Map 3, page 4-9, delineates criminal activity within Roanoke Rapids.

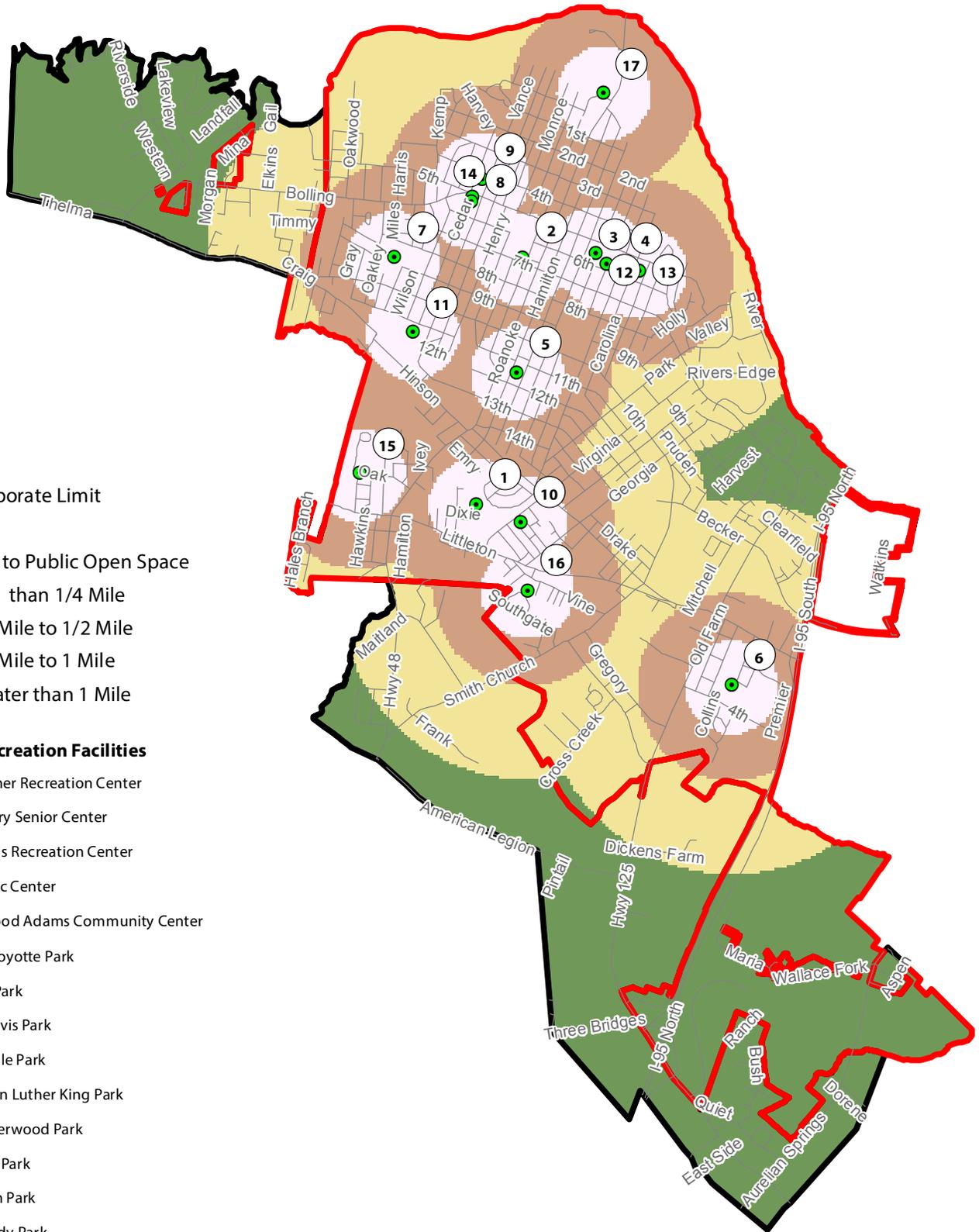
Map 20: Proximity to Public Open Space

Legend

-  Corporate Limit
-  ETJ
- Proximity to Public Open Space**
-  Less than 1/4 Mile
-  1/4 Mile to 1/2 Mile
-  1/2 Mile to 1 Mile
-  Greater than 1 Mile

Parks and Recreation Facilities

1. Chaloner Recreation Center
2. JO Story Senior Center
3. TJ Davis Recreation Center
4. Aquatic Center
5. Kirkwood Adams Community Center
6. Chockoyotte Park
7. Emry Park
8. CW Davis Park
9. Rochelle Park
10. Martin Luther King Park
11. Ledgerwood Park
12. Long Park
13. Smith Park
14. Melody Park
15. Wheeler Park
16. Southgate Park
17. Roanoke Canal Trail & Museum



1,600 800 0 1,600 3,200 Feet



SECTION 6. FUTURE LAND USE

A. Introduction

This section defines future land use for the Roanoke Rapids planning area. The future land use analysis includes nine (9) land use sectors. These sectors are based on: (1) current land use patterns, (2) future land use goals and implementing strategies, (3) physical and man-made limitations including the Roanoke River 100-year floodplain, and (4) input received by the staff, Advisory Committee, and public during development of the plan. With the exception of the Conservation category, all of the future land use sectors are connected to the City zoning ordinance districts in effect in 2013. North Carolina General Statutes require that all rezoning decisions be reviewed for consistency with the city's Comprehensive Plan and that if a rezoning is inconsistent with the plan, the city must state why the inconsistent decision was made.

To aid in assessing land use distribution, Map 24 (Future Land Use) provides a general delineation of the future land use sectors. This map indicates the primary composition of land use (urban form) within the city's planning area. Several "target action" areas are delineated on Map 21 (Future Land Use Vacant Properties Below Average Value), Map 22 (Future Land Use Brownfield Sites), and Map 23 (Future Land Use Health Disparate Neighborhoods) which define some significant areas of concern.

B. Future Land Use Sectors

1. Commercial

Commercial land uses in the city's planning area are concentrated in the Town Center areas (the "Avenue"), along the Julian R. Allsbrook Highway corridor, and along 10th Street. Future emphasis should be placed on:

- ▶ Preservation and development of the Town Center areas or the "Avenue."
- ▶ In-fill development in existing commercial locations.
- ▶ Prohibition of commercial encroachment on existing residential neighborhoods.
- ▶ Inclusion of parks/open space/walking trails to provide pedestrian-friendly and landscaped areas which will "break" the commercial landscape.

The desired density within the Commercial land use sector should be 10,000 square feet building area per acre. The following provides the city zoning districts appropriate to the Commercial sector:

- ▶ The B-1 district is designed to accommodate a wide variety of commercial activities (particularly those that are pedestrian oriented) that will result in the most intensive and attractive use of the city's Town Center.



- ▶ The B-2 district is designed to accommodate commercial development on a scale that is less intensive than that permitted in a B-1 district. A lesser intensity of development is achieved through setback, height, and minimum lot width requirements that are more restrictive than those applicable to the B-1 zone. The B-2 zone thus may provide a transition in some areas between a B-1 zone and a residential zone or may provide for a smaller scale shopping center that primarily serves one neighborhood or area of the city (as opposed to a regional shopping center).
- ▶ The B-3 district is designed to accommodate a mixture of residential uses and uses that fall primarily within the 3.000 classification in the Table of Permissible Uses (office, clerical, research, services, etc.) This district will also generally constitute transition or buffer zones between major arterials or more intensively developed commercial areas and residential districts.
- ▶ The B-4 district is designed to accommodate the widest range of commercial activities.
- ▶ The B-5 district is designed to accommodate the offices and clinics of physicians and those uses customarily associated with hospital patients or visitors.

2. *Mixed Use*

Mixed use land uses are divided into the following land use categories: Mixed Use - Town Center, Mixed Use I, and Mixed Use II. The desired density within the mixed use land use sectors will be: Nonresidential - 1.0 floor area ratio (FAR); multi-family residential - 1.0 FAR or 15 dwelling units per acre; single-family residential - 4.5 dwelling units per acre. The following provides the appropriate existing city zoning districts. However, Mixed Use - Town Center, Mixed Use I, and Mixed Use II zoning districts should be crafted into the City's Land Use Ordinance.

Mixed Use - Town Center

The Town Center should provide a concentration of commercial, service, and residential uses that will serve Roanoke Rapids and the region. The district should encourage a mix of high intensity, pedestrian-oriented uses compatibly designed and arranged around the existing compact core. The district is intended to safeguard the unique architectural character, social activity and cultural value of the Town Center while promoting its continued success and redevelopment. Vertical mixed use is preferred. There is no minimum lot size.



Mixed Use I

The Mixed Use I land use category will allow a mixture of the following zoning districts: B-3, B-5, PUD, O&I*, R-3 (excluding mobile home parks), R-6, R-8, and R-12. This category will allow a mixture of uses and have minimum impact on adjacent areas. This land use serves a localized area. The preferred land use mix is 40% or greater non-commercial zoning with both vertical and horizontal mixed use allowed. Horizontal mixed use is preferred. It will generate lower traffic volumes than the Mixed Use II category.

- ▶ The R-20, R-12 and R-8 districts are designed to accommodate single family dwelling units and differ primarily in the density allowed as determined by the minimum lot size requirements.
- ▶ The R-6 district is designed to accommodate single family and two family dwelling units.
- ▶ The R-3 zone is designed to accommodate multi-family dwelling units (mobile home parks should be excluded).
- ▶ The PUD district provides for the combination of residential, commercial, and industrial zoning. The minimum acreage for a PUD must be 25 contiguous acres.

Mixed Use II

The Mixed Use II land use category will allow a mixture of the following zoning districts: B-2, B-3, B-4, B-5, O&I*, PUD, R-12, R-8, R-6, and R-3 (without manufactured home parks), and I-1. This category will allow a mixture of uses which may have an impact on or produce some conflict with adjacent lower density districts. Buffering or separation should be encouraged; transportation impact should be a consideration. This land use serves an area extending beyond the immediate vicinity of the mixed use. Both vertical and horizontal mixed use will be permitted; however, vertical mixed use is preferred. Office and Institutional usage is recommended as a buffer/transition between lower and higher density land uses. The Mixed Use II category should generate higher traffic volumes than the Mixed Use I category.

*NOTE: The City of Roanoke Rapids Land Use Ordinance does not include an O&I district and one should be added.



3. *Office/Institutional*

Office/Institutional land uses (including High Density Residential) have been located primarily in areas that have already been developed or require buffering to prevent potential conflicting land uses. For example, Office/Institutional/High Density Residential land uses may be located between commercial/industrial and residential land uses throughout the city's planning jurisdiction. In addition, Office/Institutional/High Density Residential land uses have been utilized along transportation corridors to help preserve carrying capacity and to serve as a buffer from the roadway.

The desired density within the Office and Institutional land use sector should be 4,000 square feet building area per acre. An O&I zoning district should be added to the City's Land Use Ordinance (recommended action).

4. *Industry*

The purpose of this sector is to establish and protect industrial areas for the use of prime industrial operations and for the distribution of products at wholesale. These areas should have excellent transportation access (or potential access) and available essential infrastructure including water, sewer, and gas. These areas may be individual industrial sites or integrated industrial parks.

Industries should be required to minimize their emission of smoke, dust, fumes, glare, noise, and vibrations. This sector should be separated from residential areas whenever possible by natural or structural "buffering" features such as sharp breaks in topography, transitional land uses and/or strips of vegetation. The land use plan supports the location of industrial development adjacent to major thoroughfares.

Industrial areas should be buffered with either Office/Institutional/High Density Residential or Conservation land uses. Buffering should be provided to help prevent land use conflicts between industrial development and neighboring land uses. The width of the buffer should be based on the type of industry and its potential to create compatibility problems. The objective is not to acquire land to be utilized as buffer areas, but rather to encourage industries to incorporate adequate buffers into their development plans. The buffer areas indicated on the future land use map should be established as development or redevelopment occurs.

The desired density within the Industry land use sector should be 15,000 square feet building area per acre. The following provides the appropriate city zoning districts:

- ▶ The I-1 and I-2 districts are hereby established primarily to accommodate enterprises engaged in the manufacturing, processing, creating, repairing, renovating, painting, cleaning, or assembling of goods, merchandise, or equipment. The districts differ primarily in the permitted intensities of development and the resulting minimum dimensional requirements.



5. Residential

Residential land uses are divided into the following land use categories based on associated variable residential densities: High Density Residential, Medium Density Residential, and Low Density Residential. The location of residential land uses was based on existing residential development patterns, constraints to development (i.e., floodplains, wetlands, etc.), and the location of infrastructure. Future parks/recreation areas may be located in the residential categories.

The desired density within the residential land use categories will be: High Density - 8.5 dwelling units per acre; Medium Density - 4.5 dwelling units per acre; and Low Density - 2.5 dwelling units per acre. The following provides the appropriate city zoning districts for each land use sector:

High Density Residential

- ▶ The R-5 district is designed to accommodate some types of mobile homes used as single-family residences in addition to site-built single-family residences.
- ▶ The R-3 zone is designed to accommodate multi-family dwelling units and mobile home parks.

Medium Density Residential

- ▶ The R-20, R-12 and R-8 districts are designed to accommodate single family dwelling units and differ primarily in the density allowed as determined by the minimum lot size requirements.
- ▶ The R-6 district is designed to accommodate single family and two family dwelling units.

Low Density Residential

- ▶ The R-40 district is designed to protect agricultural lands and woodlands within the city's planning jurisdiction. For this reason, larger minimum lot sizes are required. This district is intended to accommodate some types of uses that would be appropriate in more sparsely populated areas but would not be appropriate in the more intensely developed residential zones. Single-family dwelling units and some types of mobile homes used as single-family residences are permitted.



6. Conservation

The Conservation category does not provide a specific zoning designation. This land use category includes: City-owned open space/recreational areas, flood hazard areas, significant concentrations of wetlands, and areas established as buffers between conflicting land uses such as the conservation buffer indicated around a portion of the Old Stevens Mill site on the future land use map.

7. Future Land Use "Target Action" Areas

There are three future land use "target action" areas including, Vacant Properties Below Average Value (Map 21), Brownfield Sites (Map 22), and Health Disparate Neighborhoods (Map 23). All of the areas or sites delineated will have an impact on future land use.

All of these "target action" areas are specifically addressed in the implementing strategies section of this plan. The properties identified as having average value may be prime "infill" areas. The Brownfield sites may have a negative impact on adjacent properties and overall economic development actions. The City should support actions to clean up these sites (recommended action). The chronic disease areas are important to the city's overall well-being. The following matrix identifies priority actions for the city in support of these areas:

	Neighborhood*	Access to Full Service Grocery	Access to Recreation	Access to Active Transportation	Crime Prevention
1	Bunker Hill	○	○	◐	●
2	South Rosemary	●	○	◐	●
3	Chaloner Park	◐	◐	◐	◐
4	Hodgestown	●	○	●	●
5	Chocoyotte Park	○	○	●	●

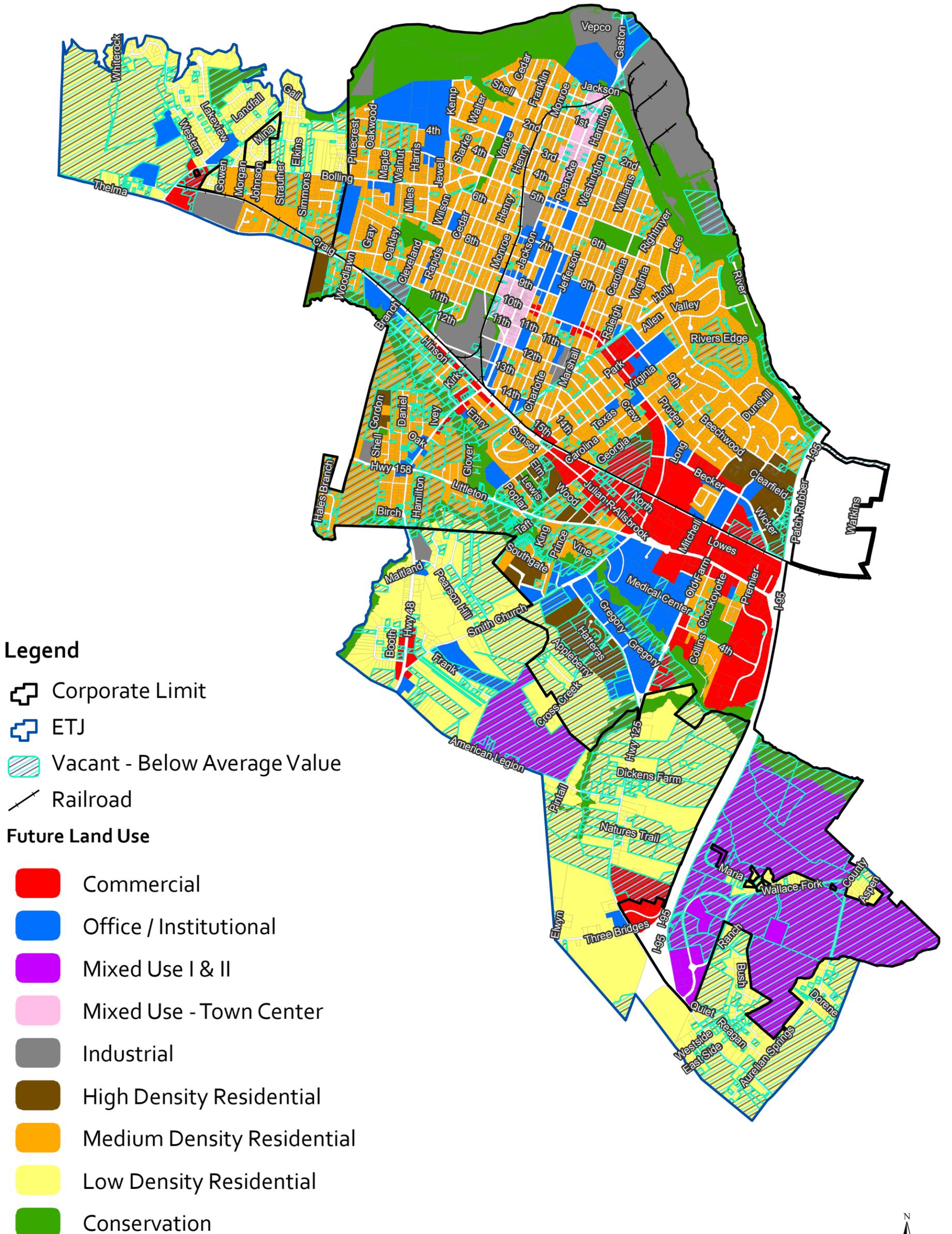
Legend**

- Low Priority ○
- Moderate Priority ◐
- High Priority ●

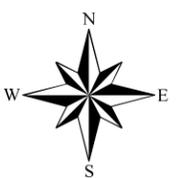
*The location of each neighborhood is delineated on Map 23, Health Disparate Neighborhoods.

**General indication of relative importance for issue to be addressed.

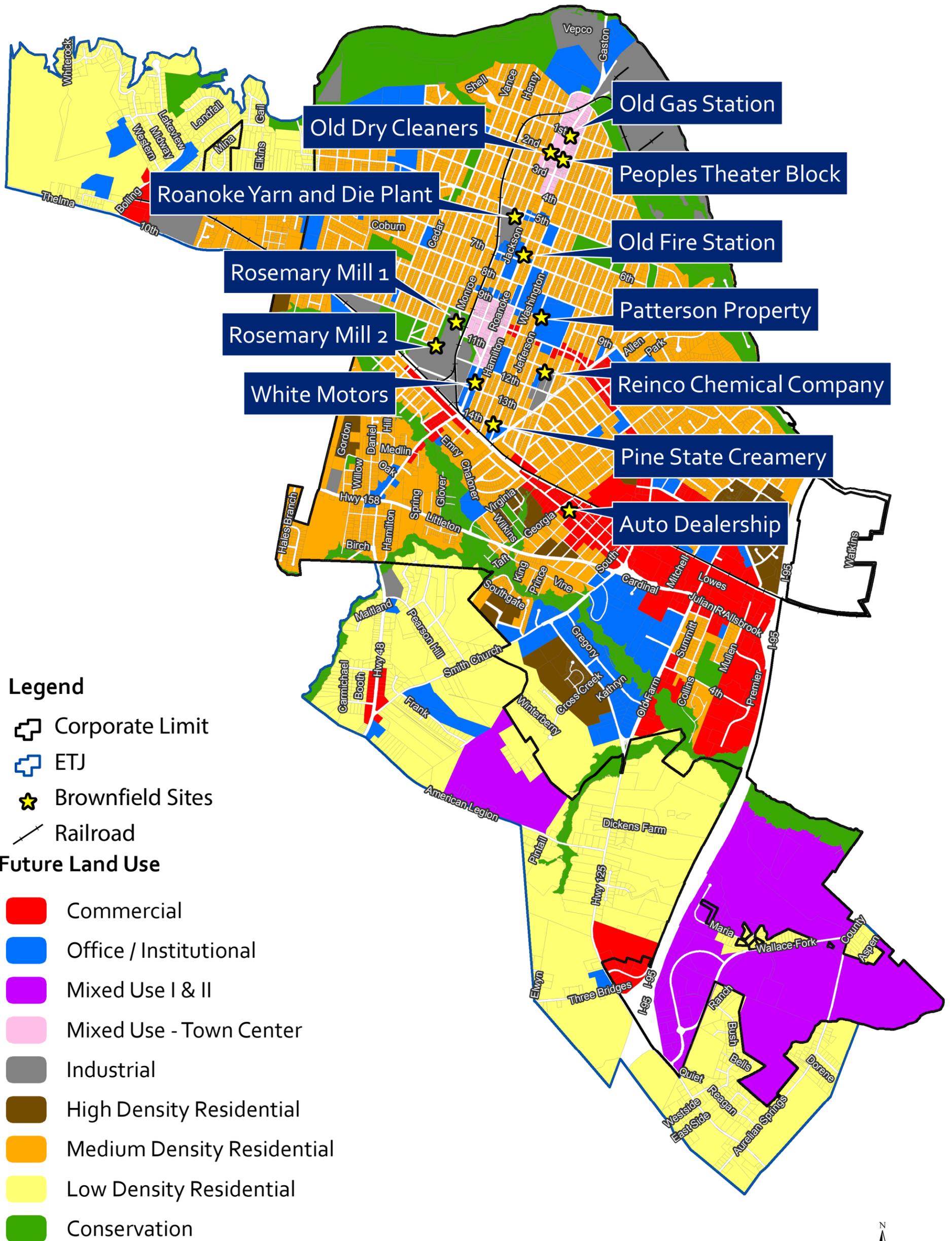
Map 21: Future Land Use Vacant Properties Below Average Value



0 0.25 0.5 1 1.5 Miles



Map 22: Future Land Use Brownfield Sites



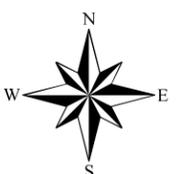
Legend

- Corporate Limit
- ETJ
- Brownfield Sites
- Railroad

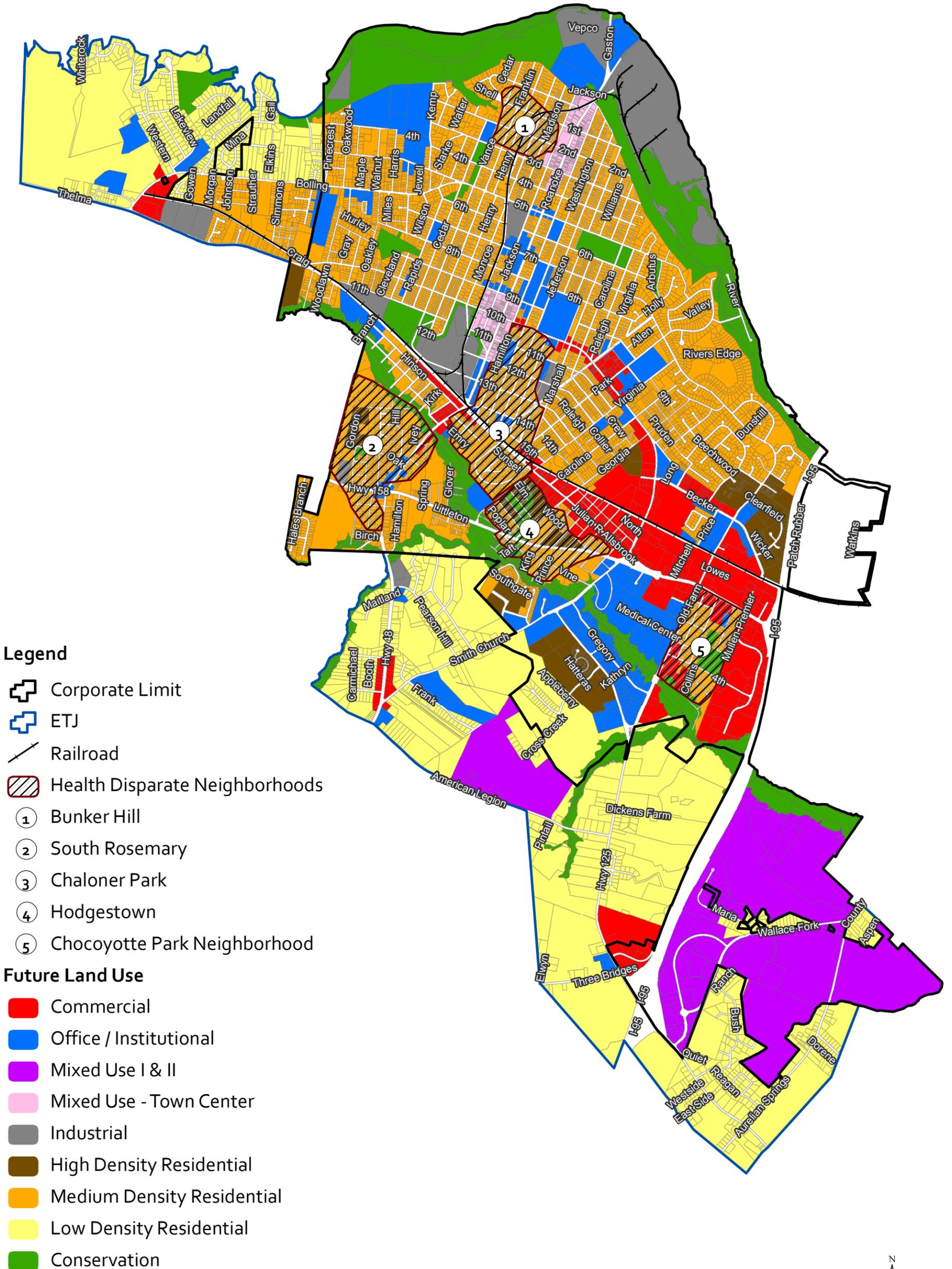
Future Land Use

- Commercial
- Office / Institutional
- Mixed Use I & II
- Mixed Use - Town Center
- Industrial
- High Density Residential
- Medium Density Residential
- Low Density Residential
- Conservation

0 0.25 0.5 1 1.5 Miles



Map 23: Future Land Use Health Disparate Neighborhoods



0 0.25 0.5 1 1.5 Miles





C. Future Land Use Map

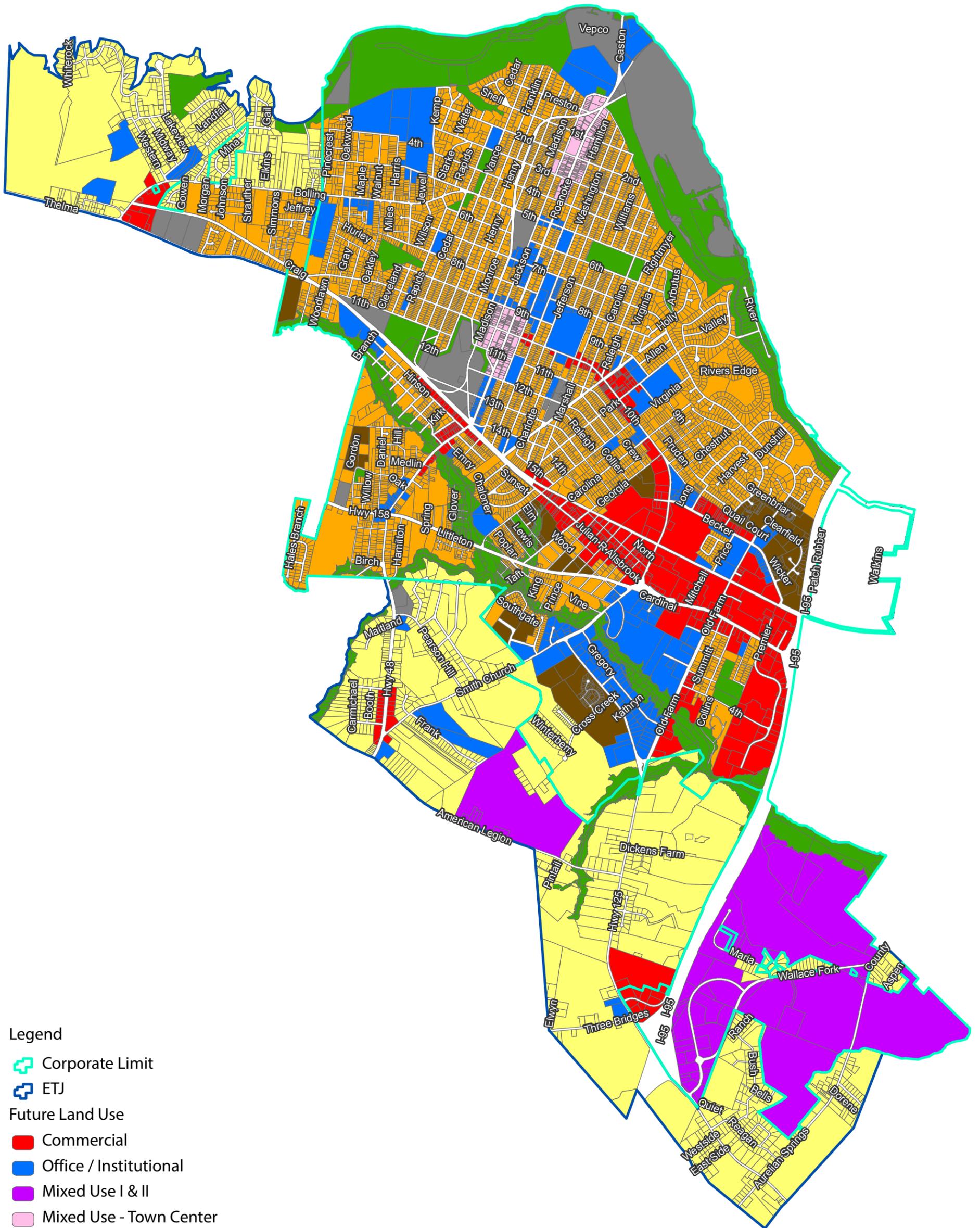
The future land use map (Map 24) is not intended to be an exact “mirror” of the city zoning map. It should be stressed that although the future land use map indicates a desired pattern for future land use, it is not being suggested that the desired land uses portrayed cannot be changed. However, it is recommended that as the need for changes in the land use map become apparent, the map be revised and approved by the City Council. Table 29 provides a summary of the land use category acreages.

Table 29. Future Land Use

Land Use Category	Corporate Limits	% of Total	ETJ	% of Total	Total Planning Jurisdiction	% of Total
Commercial	499.52	7.8%	67.71	2.4%	567.23	6.1%
Office and Institutional	557.18	8.7%	76.42	2.7%	633.60	6.9%
Industry	308.92	4.8%	34.86	1.2%	343.78	3.7%
Mixed Use I & II	718.59	11.3%	133.61	4.7%	852.20	9.2%
Mixed Use - Town Center	63.21	1.0%	0.00	0.0%	63.21	0.7%
High Density Residential	221.93	3.5%	0.00	0.0%	221.93	2.4%
Medium Density Residential	1,970.04	30.9%	132.70	4.7%	2,102.74	22.8%
Low Density Residential	204.44	3.2%	2,097.30	73.7%	2,301.74	24.9%
Conservation	810.88	12.7%	107.40	3.8%	918.28	10.0%
Right-of-Way	1,026.92	16.1%	194.83	6.8%	1,221.75	13.2%
Total	6,381.63	100.0%	2,844.83	100.0%	9,226.46	100.0%

Source: Holland Consulting Planners, Inc.

Map 24: Future Land Use



Legend

Corporate Limit

ETJ

Future Land Use

Commercial

Office / Institutional

Mixed Use I & II

Mixed Use - Town Center

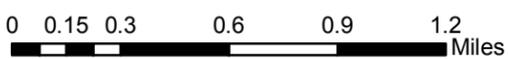
Industrial

High Density Residential

Medium Density Residential

Low Density Residential

Conservation





SECTION 7. GOALS AND IMPLEMENTING ACTIONS

A. Introduction

This plan establishes goals and implementing actions for issues that will affect Roanoke Rapids during the planning period. These actions are designed to address land use and economic development issues which have been identified by the Advisory Committee, staff, elected officials, and citizens of the city. The goals and implementing actions are to be applied equally regardless of cultural, economic, or ethnic composition of the area.

The goals and implementing actions will also assist officials in making long-range decisions in such areas as provision of utilities and other public services, thoroughfare planning, development of economic development strategies, and intergovernmental coordination. Goals and specific implementing actions are provided for each of the following six areas of concern:

1. Land Use Design
2. Economic Development
3. Community Services
4. Health and Wellness
5. Transportation
6. Environmental Considerations

The goals and implementing actions frequently utilize the following words: should, continue, encourage, enhance, identify, implement, maintain, prevent, promote, protect, provide, support. The intent of these words is defined in Appendix A.

B. Goals

The number of specific goals adopted to support implementation of this plan has been limited to ten (10) essential goals. It is believed that a lengthy list of goals will dilute the implementation effort and confuse the focus on key issues. These goals have been heavily influenced by public input/opinion received during the planning process. An annual review of these goals should be conducted by the City Planning Board and elected officials and adjusted, if necessary, as implementation is accomplished. These goals are mutually dependent and are not prioritized.

- ▶ Goal 1: Maintain water, sewer, and drainage systems adequate to serve the needs of the city's planning area.
- ▶ Goal 2: Continue to focus on improvement of the Roanoke Rapids Town Center.
- ▶ Goal 3: Support infill development as an action essential to the continued development of Roanoke Rapids.



- ▶ Goal 4: Maintain an efficient transportation system to serve the city's planning area.
- ▶ Goal 5: Protect Roanoke Rapids' existing residential areas.
- ▶ Goal 6: Develop the West Point Stevens Mill Site.
- ▶ Goal 7: Support an environment which is "friendly" to business/industrial development.
- ▶ Goal 8: Develop the Entertainment Overlay District.
- ▶ Goal 9: Preserve the city's environmental quality.
- ▶ Goal 10: Preserve the city's Historic District.

It is expected that achieving these goals will stimulate population growth and support a critical mass of both permanent and transient population. Accomplishing these objectives is crucial to the city's long-term economic stability.

C. Land Use Design

Land use design involves multiple inter-related subcategories including: General Land Use, Commercial, Office and Institutional, Industrial, Mixed Use - Town Center, Mixed Use I and II, Residential, and Agricultural. NOTE: Implementing strategies are numbered consecutively throughout the plan for ease of reference.

Implementing Strategies - General Land Use

- I.1** Support infill development. Infill development is development or redevelopment of land that has been bypassed, remained vacant, undervalued and/or is underused as a result of the continuing urban development process. Generally, the areas and/or sites are not particularly of prime quality; however, they are usually served by or are readily accessible to the infrastructure (services and facilities). Use of such lands for new housing and/or other urban development is considered a more desirable alternative than to continue to extend the outer development pattern laterally and horizontally thus necessitating a higher expenditure for capital improvements than would be required for infill development. The use of infill development, among others, promotes the best use of resources and also will tend to have a positive impact upon the tax and other fiscal policies. Potential infill areas are identified on Map 24 and in the discussion of the future land use map. To encourage infill development, the City of Roanoke Rapids may:



- (a) Establish an *ad hoc* committee composed of stakeholders and City representatives to specifically identify barriers to redevelopment and infill. NOTE: Redevelopment/ infill is an action which potentially impacts all land use categories.
- (b) Identify specific infill/redevelopment areas which may be considered for infill incentives - see (e) below.
- (c) Consider Brownfield sites as candidates for development. Identify potential Brownfield sites in the planning area and pursue federal funding for clean-up (Small Business Liability Relief and Brownfield's Revitalization Act). Potential Brownfield developers may be relieved on environmental liability by entering into an agreement with NCDENR through the Brownfield's Property Reuse Act of 1997.

Typical Brownfield sites include textile mills (Stevens site), automobile service stations, machine shops, dry cleaners, and some manufacturing.
- (d) Consider Greyfield sites as candidates for redevelopment. Greyfield sites are developed sites that are economically and physically ripe for major redevelopment. Examples include a declining strip shopping mall, big box retail, or blighted structures with large surface parking lots which are no longer commercially viable and/or undervalued property.
- (e) Identify incentives to encourage infill/redevelopment. Such incentives may include, but not be limited, to:
 - ▶ Streamlining of permitting/approval process.
 - ▶ Improvement incentive grants (see strategy I.2).
 - ▶ Establishing a land banking program for properties acquired through tax foreclosure which may be committed at discounts to individuals or businesses for development.
 - ▶ Consideration of density bonuses for development of vacant parcels or redevelopment of depressed properties.
 - ▶ Consideration of reduced performance standards, such as parking for infill redevelopment.
 - ▶ Consideration of a City of Roanoke Rapids Job Creation Incentive policy for commercial/retail projects (see Appendix B).
 - ▶ Continued support of the New Markets Tax Credit (see Appendix C).

I.2 Develop a project improvement incentive financing program. The objective of the incentive financing program (IFP) would be encourage and/or promote infill growth with new residential or commercial development to include mixed use (see Mixed Use strategies I.17 to I.18). IFP may provide property owners support in improving the



appearance and viability of Roanoke Rapids' business and neighborhood areas and stimulate long-term investment in Roanoke Rapids. The IFP would be in the form of a grant. Revitalization grant incentives may be provided as follows:

- ▶ Appraised tax value of site or building is determined before any construction begins.
- ▶ Appraised tax value of site or building is determined after construction/ renovation is completed upon the issuance of a certificate of occupancy.
- ▶ Owner pays full amount of newly appraised tax value of property.
- ▶ The City of Roanoke Rapids provides grant incentive to property owner.
- ▶ For a specified number of consecutive tax years, the owner would receive a grant based on the increased tax revenue. Payment would be made from the city's general fund.

Example: A property with a pre-improvement tax value of \$300,000 is improved and the post-improvement tax value is \$600,000. The owner will pay taxes on the improved value of \$600,000. The tax value of improvements (\$300,000) will be paid to the owner for five (5) years from the City of Roanoke Rapids general fund. NOTE: The terms may vary and would be established by the City of Roanoke Rapids.

The TIF program may:

- ▶ Improve the Town Center areas (including declining commercial corridors - 10th Street, Julian Allsbrook Highway).
- ▶ Attract new investors and development for businesses.
- ▶ Diversify Roanoke Rapids' economy.
- ▶ Improve Roanoke Rapids' visual appearance.
- ▶ Broaden the tax base.
- ▶ Improve residential neighborhoods.

- I.3** Conduct an overall review of the City's Land Use Ordinance, in concert with "stakeholders," to identify possible changes to "streamline" the permitting process and other potential revisions to make the ordinance more business-friendly.

Implementing Strategies – Commercial (includes Mixed Use -Town Center/Roanoke Avenue Corridor)

- I.4** Encourage commercial development to occur in clusters or planned shopping centers at the intersection of major thoroughfares to minimize "strip" development and to maintain the proper functioning of the arterial street system.
- I.5** Encourage traditional highway-oriented commercial activities, such as automobile dealerships, motels, restaurants and other similar activities, to cluster in commercial areas.



- I.6** Limit existing strip commercial areas from further expansion. Such commercial development shall be encouraged to redevelop by consolidation and deepening of existing commercially zoned properties, but only when such development is compatible with adjacent land uses.
- I.7** Provide effective buffering and/or landscaping where commercial development adjoins existing or planned residential uses.
- I.8** Prohibit encroachment by new or expanded commercial uses into viable existing or planned residential areas.
- I.9** Develop, in concert with the Main Street Program, a specific development plan for the Roanoke Avenue Corridor which will provide a vision of what the area should look like and provide specific implementing strategies on how to accomplish the vision (see Section 5(D)(1)).

Implementing Strategies – Office and Institutional

- I.10** Encourage office and Institutional development to locate as a transitional land use between activities of higher intensity and those of lower intensity.
- I.11** Discourage linear “stripping” of offices along thoroughfares in favor of planned office parks or clusters of offices with common access, parking, etc.
- I.12** Encourage office development to locate in the Central Business District as a means of promoting the revitalization effort.

Implementing Strategies - Industrial

- I.13** Encourage industrial development to locate on land which is physically suitable and has unique locational advantages for industry. Advanced planning for the identification of such land shall be encouraged.
- I.14** Consider separating heavy industrial areas from non-industrial areas by natural features, green belts, major transportation facilities, and/or other suitable means.
- I.15** Consider locating light industrial uses in urbanized areas to take advantage of available services and to minimize travel distances. Careful design and/or buffering shall be required to ensure compatibility with surrounding areas.
- I.16** Encourage new industrial development to locate in existing and/or planned industrial parks.



Implementing Strategies – Mixed Use I and II

I.17 Review and revise the city’s Land Use Ordinance to accommodate/encourage Mixed Use I and II development. The revisions should consider locating stores, offices, residences, schools, and recreation spaces within walking distance of each other in relatively compact areas which promote:

- ▶ Independence of movement, especially for the young and the elderly who can conveniently walk, cycle, or ride transit.
- ▶ Safety in commercial areas, through around-the-clock presence of people.
- ▶ Reduction in auto use, especially for shorter trips.
- ▶ Support for those who work at home, through nearby services and parks.
- ▶ Flexibility in development choices/options.
- ▶ A variety of housing choices, so that the young and old, singles and families, and those of varying economic ability may find places to live.

The Mixed Use I sector will be predominantly residential with both vertical and horizontal mixture of uses. The horizontal mixing of uses will be the preferred type. Mixed Use I examples include a corner store in a residential area, an apartment near or over a shop, and a lunch counter in an industrial zone. Design standards, in tandem with mixed use zoning, should consider potential incompatibility of uses.

The Mixed Use II sector will be predominantly nonresidential. The Mixed Use II category should be predominantly highway type commercial uses with both horizontal and vertical mixing of commercial and residential/office and institutional uses. The vertical mixing of uses will be the preferred type. Trip recapture will be a basic objective.

The structure of the mixed use zones should consider the following strategies, obstacles, and solutions:

Strategy	Obstacle	Solution
1. Efficient Use of Land Resources		
1.1 Small-lot infill development	Excessive lot-area dimensions	Revise setback requirements; minimum lot sizes
1.2 Infill development on large lots	Inflexible subdivision and lot-area requirements	Average lot size for whole development, allow flexibility to preserve natural features
1.3 Coordinated development	Coordinated development not addressed	Specific development plans; master plans
1.4 Better use of deep lots	Excessive frontage and multiple access requirements	Midblock lanes; interior block cluster development; flat lots



Strategy	Obstacle	Solution
1.5 Less land for streets	Excessive street design standards	Adopt "skinny" street standards
1.6 More efficient use of parking areas	Excessive parking requirements	Reduce minimum parking ratios; set parking ratio maximums; acknowledge on-street parking; encourage shared parking
2. Full Use of Urban Services		
2.1 Achieving planned densities	Underbuilding; no support for density goals	Minimum density standards
2.2 Attached units	Lot sizes not in proportion to unit sizes	Reduce lot-size requirements; allow single-family attached in all residential zones
2.3 Attached units	Lot-area dimension requirements (excessive side setbacks)	Revise setback requirements
2.4 Accessory units	Excessive minimum unit size; density maximums too low	Allow accessory units
3. Mixed Use		
3.1 Mixed-use buildings	Single-use zoning; separation of uses	Allow home occupations and live/work units; density bonus for mixed-use commercial/residential buildings
3.2 Mixed-use neighborhoods	Single-use zoning; separating of uses	Limited commercial in residential zones; allow multifamily residential in commercial zones; limited retail in industrial zones
3.3 Healthy commercial districts	Separation of uses; proximity	Community shopping centers with street connectivity; main street districts
4. Transportation Options		
4.1 Multimodal streets	Street design standards overemphasize autos	Revise street standards; promote "skinny" streets
4.2 Transit, bike, and pedestrian connectivity	Physical barriers or out-of-direction travel	Cul-de-sac and block-length maximums; internal connectivity standards; sidewalk requirements
4.3 Transit-supportive development	Transit-supportive development not addressed	Mandate transit-oriented development along transit corridor
5. Detailed, Human-Scale Design		
5.1 Compatibly designed buildings	Too abrupt transitions between zones	Density transitioning; midblock zoning district lines; building height limits



Strategy	Obstacle	Solution
5.2 Compatibly designed buildings	No design guidelines for new buildings	Incorporate compatibility guidelines for new infill construction
5.3 Pedestrian-friendly streetscapes (commercial)	Street standards emphasize cars; design discourages walking	Building orientation; parking lot placement; allow shared access; 50%/80% frontage rule, etc.
5.4 Pedestrian-friendly streetscapes (residential)	Street standards emphasize cars; design discourages walking	Require sidewalks; limit setbacks; garage placement; lighting; utility placement, etc.
5.5 Quality architectural design	No incentive to provide amenities	Density bonuses for amenities
6. Implementation		
6.1 Examining the development review process	Onerous procedures for variances, conditional uses	Allow administrative approval for minor adjustments
6.2 Examining the Planned Unit Development (PUD) process	Onerous PUD requirements	Improved PUD regulations
6.3 Flexibility in the design review process	Discretionary design review process; vague standards	Dual-track design review process

I.18 Utilize the mixed use areas as a tool to aid in regulating/reducing strip commercialization, stimulate compact development, encourage infill development, reduce trip generation, provide flexible development options, and utilize existing infrastructure.

Implementing Strategies – Residential

I.19 Consider allowing different housing densities to abut one another as long as proper buffering and design is provided as needed and traffic generated by such land use does not mix within the neighborhood.

I.20 Encourage developers to utilize thoroughfares and natural topographic features to define the boundaries of a neighborhood and concentrate higher intensity uses at the outer boundaries of the neighborhood.

I.21 Require residential subdivisions generating 100 or more peak hour trips to prepare a traffic impact analysis/study, including mitigative action to reduce impact.

I.22 The city Planning Board may consult this plan concerning all decisions, including rezoning and subdivision approvals, which will affect residential land use, including impact on existing residential areas.



- I.23** Continue to pursue available funding including but not limited to NC Housing Finance Agency and US Department of Agriculture funds from state and federal sources for rehabilitation or redevelopment and/or removal of substandard housing.
- I.24** Enforce the city's minimum housing code to require the improvement or removal of substandard housing.
- I.25** Permit residential development to occur in response to market needs provided that the following criteria are met:
- ▶ Due consideration is offered to all aspects of the environment.
 - ▶ If deficient community facilities and services are identified, the City should attempt to improve such to the point of adequately meeting demands.
 - ▶ Additional residential development should concurrently involve planning for improvements to community facilities and services if excess capacity does not exist within those facilities and services.
 - ▶ Residential development is consistent with other policies and the land use map contained in this plan which reflects adequate suitability analysis.

Implementing Strategies – Agriculture

- I.26** The considerations for the location of land uses and zoning decisions should include the following analyses:
- ▶ Suitability for agricultural usage should be considered - based on soil suitability (with emphasis on prime agricultural farm lands) and existing land use.
 - ▶ Consistency with the future land use map rural residential/agricultural sector.
- I.27** Support North Carolina legislative changes which will enable the transfer of development rights as an aid to the preservation of farmland and open space.
- I.28** Recognize farms and woodlands as an integral part of the planning area's economy and open space system.

D. Economic Development

- I.29** Consider expanding opportunities (both public and private) for employment and procurement by using local vendors when state and federal procurement procedures permit such selection.
- I.30** Support economic and community development initiatives that capitalize upon, maintain, and enhance the city's Town Center areas, including 10th Street and Julian Allsbrook Highway.



- I.31** Encourage new and expanding industries and businesses which: (1) diversify the local economy, (2) utilize a more highly skilled labor force, and (3) increase area resident's incomes.
- I.32** Protect, enhance, and encourage a high quality of life, image, and cultural amenities as an effective approach to economic development.
- I.33** Economic development efforts should encourage the revitalization and reuse of currently unused or underutilized structures, sites, and infrastructure in appropriately located areas.
- I.34** Coordinate carefully planned and timed infrastructure investments as a factor in managing and accommodating growth.
- I.35** Public policies and actions shall support the maintenance and revitalization of the downtown and adjoining neighborhoods as an historic and cultural center of the community.
- I.36** Residential development and redevelopment opportunities shall be encouraged in the downtown area as a viable and productive living environment and to support downtown area retail businesses.
- I.37** Continue to support the Halifax County Economic Development Commission's business/ industrial development efforts.
- I.38** Support the activities of the North Carolina Division of Travel and Tourism and the Halifax County Convention & Visitors Bureau; specifically, monitoring the growth of tourism-related industry and efforts to promote tourism-related commercial activity.
- I.39** Actively recruit and retain a younger workforce to the City by supporting diverse affordable workforce housing.
- I.40** Market the city's natural assets, such as the Roanoke River natural areas, as regional attractions which will support eco-tourism.
- I.41** Develop a specific structure for regional inter-jurisdictional coordination. This structure should, at a minimum, include: Roanoke Rapids Sanitary District, Halifax EMC, Roanoke Electric Co-op, CADA, Roanoke Rapids Housing Authority, Regional L Council of Governments, and the Town of Weldon. The roles of all partners should be clearly defined.



E. Community Services

- I.42** Provide community services and facilities as incentives to stimulate population growth, tax base, and the economy.
- I.43** Consider prohibiting the development of conflicting incompatible land uses in the vicinity of all public and private school sites.
- I.44** Emphasize/support the repair of failing infrastructure systems in key infill areas.
- I.45** Prepare and update annually capital facilities improvements plans (CIPs).
- I.46** Consider seeking state and federal technical and financial assistance to provide facilities for physically challenged persons.
- I.47** Consider implementing a wayfinding (signage) program to support accessibility to key areas such as the Town Center areas.
- I.48** Consider developing a comprehensive long-term parks and recreation plan.

F. Health and Wellness

Health and wellness involves multiple inter-related subcategories including: General Health and Wellness, Active Living and Healthy Eating, and Healthy and Safe Physical Environments.

Implementing Strategies - General Health and Wellness

- I.49** Consider revising city ordinances to:
- ▶ Control the density and prevalence of tobacco or alcohol retailers and fast food restaurants in close proximity to schools and youth-populated areas;
 - ▶ Offer incentives to developers who include grocery stores or fresh food markets in new development; and
 - ▶ Make urban agriculture an allowed use in specific zones.

Implementing Strategies - Active Living and Healthy Eating

- I.50** Work with the Halifax County Extension Office and the Halifax County Public Health Department to achieve the following:
- ▶ Increase the opportunities for citizens to purchase and grow healthy foods in the City.



- ▶ Support new opportunities for distribution of locally and regionally produced foods.
- ▶ Work to address disparities in access to healthy foods in inadequately served populations and neighborhoods.

I.51 Consider the establishment of zoning overlay districts, which may modify the regulations of the underlying land use zone categories that guide the development of FRESH food stores to promote and protect public health, safety, and general welfare. These general goals include, among others, the following purposes:

- ▶ Encourage a healthy lifestyle by facilitating the development of FRESH food stores that sell a healthy selection of food products.
- ▶ Provide greater incentives for FRESH food stores to locate in neighborhoods underserved by such establishments.
- ▶ Encourage FRESH food stores to locate in locations that are easily accessible to nearby residents.

A "FRESH food store" is a food store, where at least 6,000 square feet of floor area, or storage space is utilized for retailing the sale of a general line of food and non-food grocery products, such as dairy, canned and frozen foods, fresh fruits and vegetables, fresh and prepared meats, fish and poultry, intended for home preparation, consumption, and utilization. Such retail space utilized for the sale of a general line of food and non-food grocery products shall be distributed as follows:

- ▶ At least 3,000 square feet or 50% of such retail space, whichever is greater, shall be utilized for the sale of a general line of food products intended for home preparation, consumption, and utilization; and
- ▶ At least 2,000 square feet or 30% of such retail space, whichever is greater, shall be utilized for the sale of perishable goods that shall include dairy, fresh produce, frozen foods, and fresh meats of which at least 500 square feet of such retail space shall be designated for the sale of fresh produce.

I.52 Consider incentivizing the development of neighborhood based retail and service outlets aimed at addressing the daily needs for residents of adjacent neighborhoods. Facilities should be developed in a manner that aims to ensure the following:

- ▶ Promotes compatibility with neighborhood character.
- ▶ Helps reduce vehicle trip lengths and frequency.
- ▶ Encourages convenient and ready access, particularly for pedestrians and bicyclist.
- ▶ Serves as a gathering and meeting place within the community.
- ▶ Maintains a compact size.



- I.53** Consider the development and adoption of a complete streets policy. This policy should focus on providing a wide range of transportation options including: access to transit, bicycling lanes and sharrows, and pedestrian access facilities. Increased attention should be given to streets programmed for resurfacing and/or expansion.
- I.54** Consider street and sidewalk improvements adjacent to existing school sites. This effort shall involve the installation of raised crosswalks to help reduce vehicle speeds and improved pedestrian visibility. Curb extensions may also be considered to shorten pedestrian crossing distance, eliminate parking on or near the crosswalk, and improve sight distance for pedestrians.
- I.55** Consider amending the zoning and subdivision regulations to require the establishment of bicycle parking for new and redeveloped commercial, industrial, and institutional uses.
- I.56** Consider engaging in the following in order to promote alternative means of transportation:
- ▶ Encourage clinics to teach safe cycling to school age children.
 - ▶ Strategically place signs and provide maps outlining existing and proposed pedestrian and bicycle routes.
 - ▶ Develop a map of citywide bicycle routes, once installed, and make it available to citizens in hard copy format, as well as on the City's web page. This effort should be coordinated with any wayfinding efforts.
- I.57** Consider establishing new recreation programs and wellness initiatives, in conjunction with Halifax County. City recreational programs should focus on geographic areas with populations vulnerable to chronic disease (Map 17). A summary of example health and wellness programs and initiatives has been provided in Appendix D.
- I.58** Consider creating a Community Garden Produce and Education Organization to establish, maintain, and educate residents in areas in need of physical activity and healthy foods.

Implementing Strategies - Healthy and Safe Physical Environments

- I.59** Consider factoring issues relating to the promotion of public safety into the normal review process for development proposals. Themes associated with Crime Prevention through Environmental Design (CPTED) should be utilized to improve upon overall community safety and appearance. This effort should address a range of issues including lighting, building deterioration, increasing "eyes on the street", and open space design.
- I.60** Consider the development of neighborhood pocket parks in underserved portions of the city.



G. Transportation

- I.61** Utilize the Thoroughfare Plan to promote a hierarchical, functional road network and to promote the proper arrangement of land patterns by controlling the location of streets.
- I.62** Accomplish specific corridor planning for the city's primary thoroughfares.
- I.63** Minimize access to arterial streets and restrict excessive development at critical access points.
- I.64** Promote neighborhood designs which limit access to adjacent arterials and utilize street patterns which promote slower internal traffic speeds.
- I.65** Encourage pedestrian, bikeway, and other similar features as energy-efficient and environmentally sound transportation alternatives.
- I.66** Encourage and support continued improvement and appropriate expansion of the Halifax County Airport. Such expansion shall be carefully planned to minimize potential land use conflicts and hazardous conditions.
- I.67** Continue to support and implement action items contained in the Roanoke Rapids Comprehensive Transportation Plan (under development).
- I.68** Identify roadways that promote only vehicular travel and those that are more suited for multi-modal travel. This effort may be coordinated with any wayfinding program.
- I.69** Consider conducting a public awareness campaign through radio and the city's website to increase the safety of bicyclists and pedestrians.
- I.70** Consider the adoption of maximum parking standards that alleviate the need to provide large surface lots on valuable infill land.
- I.71** Consider the development and adoption of a complete streets policy. This policy should focus on providing a wide range of transportation options including: access to transit, bicycling lanes, and pedestrian access facilities. Increased attention should be given to streets programmed for resurfacing and/or expansion.
- I.72** Consider street and sidewalk improvements adjacent to existing school sites. This effort shall involve the installation of raised crosswalks to help reduce vehicle speeds and improved pedestrian visibility. Curb extensions may also be considered to shorten pedestrian crossing distance, eliminate parking on or near the crosswalk, and improve sight distance for pedestrians.



- I.73** Consider amending the zoning and subdivision regulations to require the establishment of bicycle parking for new and redeveloped commercial, industrial, and institutional uses.
- I.74** Engage in the following in order to promote alternative means of transportation:
- ▶ Conduct clinics to teach safe cycling and walking to school age children.
 - ▶ Strategically place signs and provide maps outlining existing and proposed pedestrian and bicycle routes.

H. Environmental Considerations

- I.75** Support low impact development (LID). NOTE: LID is an ecologically friendly approach to site development and stormwater management that aims to minimize development impacts to land, water, and air. The approach emphasizes the integration of site design and planning techniques that conserve natural systems and hydrologic functions on a site. Low impact development is not a land use control, but a management and design strategy that is integrated into the proposed land use. It has also been shown to decrease costs to developers and to increase the desirability and value of the property. LID practices can also benefit the environment by helping maintain the integrity of a natural ecosystem and protecting water quality. Site plan review will encourage LID practices.
- I.76** Continue to oppose the disposal of any toxic wastes, as defined in the US Environmental Protection Agency's Listing of Hazardous Substances and Priority Pollutants (developed pursuant to the Clean Water Act of 1977), within the city's planning jurisdiction.
- I.77** Continue to support regulation of underground storage tanks in order to protect the city's groundwater resources.
- I.78** Prohibit the future development of any industry within the 100-year floodplain that may pose a special risk to public health and safety. Such industries include, but are not limited to: chemical refining and processing plants, petroleum refining and storage facilities, radioactive material processing or storage facilities, or other hazardous waste processing, storage, or disposal facilities.
- I.79** Continue to be actively involved in the NFIP Community Rating System.
- I.80** Prohibit the installation of underground storage tanks in the 100-year floodplain.
- I.81** Consider making wetlands acquisition a priority in future expansion of city parks and recreation areas.



- I.82** Focus planning for open space corridors, greenways, and other low-intensity uses on areas within the 100-year floodplain.
- I.83** Coordinate building code enforcement/redevelopment projects with the NC Division of Archives and History to ensure that any significant architectural details or buildings are identified and preserved.
- I.84** Coordinate public works projects with the NC Division of Archives and History to ensure the identification and preservation of significant archaeological sites.
- I.85** Recognize the important economic, tourism, and community image benefits of attractive major travel corridors throughout the city's planning area. Such entryway corridors shall receive priority attention by the city for improved appearance and development standards, including landscaping, signage, and tree preservation.

I. Plan Implementation

This plan provides the framework upon which zoning and subdivision regulations and the capital improvements programs should be based. In fact, the preparation of a land use plan and map is mandated by legislation as a prerequisite for zoning for both cities and counties. State statutes provide the following purpose for land use plans:

Zoning regulations shall be made in accordance with a comprehensive plan. Prior to adopting or rejecting any zoning amendment, the governing board shall adopt a statement describing whether its action is consistent with an adopted comprehensive plan and explaining why the board considers the action taken to be reasonable and in the public interest. That statement is not subject to judicial review.

The Planning Board shall advise and comment on whether the proposed amendment is consistent with any comprehensive plan that has been adopted and any other officially adopted plan that is applicable. The Planning Board shall provide a written recommendation to the governing board that addresses plan consistency and other matters as deemed appropriate by the Planning Board, but a comment by the Planning Board that a proposed amendment is inconsistent with the comprehensive plan shall not preclude consideration or approval of the proposed amendment by the governing board.

Zoning regulations shall be designed to promote the public health, safety, and general welfare. To that end, the regulations may address, among other things, the following public purposes: to provide adequate light and air; to prevent the overcrowding of land; to avoid undue concentration of population; to lessen



congestion in the streets; to secure safety from fire, panic, and other dangers; and to facilitate the efficient and adequate provision of transportation, water, sewerage, schools, parks, and other public requirements. The regulations shall be made with reasonable consideration as to, among other things, the character of the district and its peculiar suitability for particular uses, and with a view of conserving the value of buildings and encouraging the most appropriate use of land through the jurisdiction.

Specifically, in implementing this plan, the following should serve as guiding land use/planning principles:

- Consider the future land use map as part of the policies included in this plan.
- Consult this plan, including the future land use map, during the deliberation of all rezoning requests and proposed text amendments.
- Consider the following in deliberation of all zoning petitions:
 - All deliberations should consider this plan's goals, implementing strategies, and future land use map.
 - All uses that are allowed in a zoning district must be considered. A decision to re-zone or not to re-zone a parcel or parcels of property cannot be based on consideration of only one use or a partial list of the uses allowed within a zoning district.
 - Requests for zoning changes should not be approved if the requested change will result in spot zoning. Spot zoning is a form of discriminatory zoning whose sole purpose is to serve the private interests of one or more landowners instead of furthering the welfare of the entire community as part of an overall zoning plan. Spot zoning is based on the arbitrary and inappropriate nature of a rezoning change rather than, as is commonly believed, on the size of the area being rezoned.
 - Zoning which will result in strip development should be discouraged. Strip development is a melange of development, usually commercial, extending along both sides of a major street. Strip development is often a mixture of auto-oriented enterprises (e.g., gas stations, motels, and food stands), and truck-dependent wholesale and light industrial enterprises. Strip development may severely reduce traffic-carrying capacity of abutting streets by allowing for excessive and conflicting curb cuts.
 - Access management should be considered in all land use/zoning decisions.



- The concept of uniformity should be supported in all zoning deliberations. Uniformity is a basic premise of zoning which holds that all land in similar circumstances should be zoned alike; any different circumstances should be carefully balanced with a demonstrated need for such different treatment.
- Specifically, the Planning Board and City Council should ask the following questions:
 - Is the request in accordance with this plan?
 - Will the request have a serious adverse impact on traffic circulation and other infrastructure?
 - Will the request have an adverse impact on other City services, including police protection, fire protection, or public works?
 - Will the request have an adverse impact on the Roanoke Rapids Graded School District or Halifax County Schools?
 - Is there a good possibility that the request, as proposed, will result in lessening the enjoyment or use of adjacent properties?
 - Will the request, as proposed, cause serious noise, odors, light, activity, or unusual disturbances?
 - Does the request raise legal questions such as spot zoning, hardship, or violation of precedents?
 - Does the request adversely impact water quality or other natural resources?

The City should utilize the following additional tools to implement this plan:

- The City Planning Department staff, in concert with the Planning Board, shall prepare annual reports assessing the effectiveness of plan implementation. These reports shall be presented to the City Council.
- At a minimum, update this plan every five to seven years.
- At least annually, conduct a joint meeting of the City Council/Planning Board to identify planning issues/needs.



- Annually review the City's existing land use regulatory ordinances to ensure their consistency with the recommendations of this plan.

Following adoption of this plan, the City may implement the following to ensure effective citizen participation:

- Encourage public participation in all land use decisions and procedure development processes and encourage citizen input.
- Publicize all meetings of the Planning Board and Board of Adjustment through newspaper advertisements and public service announcements.
- Utilize advisory committees to assess and advise the City on special planning issues/needs.
- All Planning Department activities will be available on the City's website. The site will include this plan.

Appendix A - Definitions

The goals and implementing actions frequently utilize the following words: should, continue, encourage, enhance, identify, implement, maintain, prevent, promote, protect, provide, support. The intent of these words is defined below:

1. Should: An officially adopted course or method of action intended to be followed to implement the community goals. Though not mandatory as "shall," it is still an obligatory course of action unless clear reasons can be identified that an exception is warranted. City staff and Planning Board involved at all levels from planning to implementation.
2. Shall/Will: Expresses determination to implement/take action.
3. Continue: Follow past and present procedures to maintain desired goal, usually with City staff involved at all levels from planning to implementation.
4. Encourage: Foster the desired goal through City policies. Could involve City financial assistance.
5. Enhance: Improve current goal to a desired state through the use of policies and City staff at all levels of planning. This could include financial support.
6. Identify: Catalog and confirm resource or desired item(s) through the use of City staff and actions.
7. Implement: Execute actions intended to guide the accomplishment of the plan recommendations.
8. Maintain: Keep in good condition the desired state of affairs through the use of City policies and staff. Financial assistance should be provided if needed.
9. Prevent: Stop described event through the use of appropriate City policies, staff actions, Planning Board actions, and City finances, if needed.
10. Promote: Advance the desired state through the use of City policies and Planning Board and staff activity at all levels of planning. This may include financial support.
11. Protect: Guard against a deterioration of the desired state through the use of City policies, staff, and, if needed, financial assistance.
12. Provide: Take the lead role in supplying the needed financial and staff support to achieve the desired goal. The City is typically involved in all aspects from planning to implementation to maintenance.
13. Support: Supply the needed staff support, policies, and financial assistance at all levels to achieve the desired goal.

City of Roanoke Rapids

City of Roanoke Rapids Job Creation Incentive Policy for Commercial/Retail Projects

Roanoke Rapids, Halifax County is an Enterprise Tier One Area and among the most economically distressed areas in North Carolina. It is widely accepted that larger retail and commercial development not only creates jobs, investment and other economic impacts, but stimulates additional supporting commercial/retail development. In order to expand economic development options for Roanoke Rapids that will diversify the tax base, offer improved employment opportunities for its citizens and promote the economic growth and welfare of the business community, the Roanoke Rapids City Council has established an incentive grant program that will encourage large scale and high impact commercial/retail project owners and developers to commit to sites in Roanoke Rapids for future projects.

For the purposes of this Policy, eligible retail/commercial development shall be explicitly defined as follows:

- Retail and Commercial development shall be defined as a privately owned-business establishment with the intent of realizing a profit from the sale of goods or services to the general public and meets the minimum project qualifications described in Section II.

I. Program Parameters

Incentive grants authorized by the Roanoke Rapids City Council under this program shall involve a written contractual agreement between the City and a new or existing business enterprise. The agreement will provide for financial incentives based on minimum levels of investment and job creation. Each project will be considered on an individual basis using guidelines established under the direction of the Roanoke Rapids City Council. The Roanoke Rapids City Council is not obligated to make any grants under this program. Changing economic conditions may cause the City to modify, amend, or even terminate the program subject to any pending agreements.

Items for consideration in authorizing an incentive grant may include, but not be limited to:

- The size of the project based on investment in site development, infrastructure and facilities.
- The quantity and quality of employment opportunities.
- The type of commercial/retail activities the project will generate.

- The potential the project provides for stimulating additional development in Roanoke Rapids.
- The impact on tourism visitation and market attraction to Roanoke Rapids.
- Generation of direct, indirect and induced visitor expenditures.
- The ability of the project to remain profitable beyond incentive grant payments.
- Project feasibility and economic impact studies.
- Site specific issues that may impact local infrastructure responsibilities.
- Other issues that may require consideration by the City for a specific project.
- Positive or negative impact on existing businesses, industries, and commercial entities.

II. Project Qualifications

In order to be considered eligible for an incentive grant, a commercial/retail project shall meet the following minimum criteria. These criteria shall be used as a guideline in project evaluations. Additional criteria may be applied to a specific project based on the terms of the agreement between the City and the developer.

- A. Minimum Number of Jobs: The total number of jobs to be created by the company must be significant to Roanoke Rapids. The average wage of the jobs at the proposed city location must be consistent with the average wage for the sector represented by the project.
- B. Minimum Private Investment: \$10 million in taxable investment within 24 months of startup.
- C. Incentive Grant funds shall be used by the company for one or a combination of the following activities: 1) Building construction; Infrastructure; 2) Equipment purchase; 3) Land purchase.
- D. The project must be located within the city limits of the City of Roanoke Rapids.

III. Process for Consideration

The following procedures will be used in considering a project for a commercial/retail incentive grant:

- The developer must provide the Roanoke Rapids City Council with a feasibility report outlining the proposed project, including but not limited to type and quantity of job creation, wage levels, level of investment, description of proposed facilities, public utility and infrastructure demand and facility needs, projected tax generation (property, sales, occupancy, etc.), and economic impact.
- The developer must also provide to the Roanoke Rapids City Council a public economic impact study prior to consideration of incentives. The economic impact study must be prepared by a reputable third party such as the UNC Center for Competitive Economies, East Carolina University, UNC-Greensboro Bryan School of Business, or a reputable private concern. The cost of the economic impact study will be paid by the company or developer requesting incentives under this policy.
- Any Economic Development Incentive Grant considered must provide the City of Roanoke Rapids a high return on investment, taking into account tax and other municipal revenues generated by the project over a five-year period from the date of startup of the project. All projects must comply with NCGS 158-7.1 and other law where applicable.
- The Roanoke Rapids City Manager and other City representatives as necessary will negotiate potential incentive levels with the company and review the terms of any such agreement with the company. Such discussions are negotiations only, inasmuch as the Roanoke Rapids City Council has the sole authority and discretion to approve such grants. It must be competitively necessary in the judgment of the City to provide such incentives in order to induce the project to locate or expand in Halifax County.
- The Roanoke Rapids City Manager will make a recommendation to the City Council, and the Roanoke Rapids City Council will make a formal decision regarding the approval of the terms of the grant agreement.
- Public notice requirements will be followed for the proposed grant in accordance with the requirements of NCGS 158-7.1.
- A written agreement will be executed which contractually binds the City to make the approved incentive grant and the company to meet investment, job creation, economic impact and other commitments to receive the grant. Said written agreement will require the company to be bound to minimum levels of investment, job creation, economic impact and other commitments, and will provide for penalties and/or reductions in amounts of forwarded funded grants, in the event the company fails to meet the minimum required levels.

- The company will provide written verification of its compliance with the job creation, investment, and economic impact commitments to which it has agreed.

IV. Exclusionary Factors

Even though a project might meet all of the above minimum qualifications, it will not be considered for an incentive grant if any of the following factors apply:

- The expansion of the project would, for any reason, result in a net reduction of the ad valorem property tax valuation of all facilities in the City owned by the company, or its parent, subsidiary or affiliated companies.
- The company or a parent, subsidiary or affiliated company is not current in all ad valorem tax payments to the City.
- The company originally receiving the grant assigns it to another company, unless the Roanoke Rapids City Council has consented to such assignment in writing.
- Upon review of assets, liabilities and equity positions, the company exhibits an unsatisfactory financial picture.

V. Disclaimer

All commercial/retail projects will be considered on an individual basis and by adopting these guidelines, the Roanoke Rapids City Council is not obligated to offer or make any incentive grant to any company or project.

Adopted by the Roanoke Rapids City Council on the 10th day of July, 2007.

Appendix C - New Markets Tax Credit Program

The New Markets Tax Credit (NMTC) is a federal program created under the Community Renewal Tax Act of 2000 to stimulate economic and community development in distressed communities. The program provides investors with seven years of federal tax credits for making investments in a wide range of businesses located in Low Income Communities (LICs). These tax credits result in a dollar-for-dollar reduction of the investor's federal tax liability. In 2013, Halifax County created "Halifax Community Investments LLC" as a Community Development Entity (CDE) to receive allocations of New Markets Tax Credits and was certified by US Treasury as an eligible entity. Eight of the eleven Census tracts in Halifax County are Qualified Census Tracts for NMTC investments. The program is a huge stimulus to economic and community development. The New Market Tax Credits Program is not a direct government subsidy, but rather an incentive for the private sector to invest capital for the benefit of distressed communities. Businesses located or proposed to be located in Qualified Census Tracts could qualify for NMTC's. Typical projects include: Commercial and office developments; Mixed-use (commercial/residential) developments; Industrial facilities, Entertainment and cultural facilities; Health-related businesses and facilities; and Hotels and hospitality properties.

Appendix D - Example Health and Wellness Initiatives

Action	Source	Description
Complete Streets Implementation	NCDOT	The policy requires planners and designers to consider and incorporate multimodal alternatives in the design and improvement of all transportation projects within a growth area of a municipality unless certain circumstances exist.
Safe Routes to Schools	NCDOT	Safe Routes to Schools is a national and international movement to enable and encourage children to walk and bicycle to school. SRTS programs look at ways to make walking and biking to school safer and more appealing through road improvements, traffic reduction and education.
Healthy Vending Options	City and County	<p>Adopt a policy that encourages at least 50% of foods in vending machines to meet the following standards:</p> <ul style="list-style-type: none"> *No more than 35% of calories from total fat (not including nuts or seeds) *No more than 10% of calories from saturated fat *Zero trans fat (\leq 0.5 grams per serving) *No more than 35% of calories from total sugars (except yogurt with no more than 30 grams of total sugar per 8 oz. portion as packaged) *At least 3 grams of dietary fiber per serving in grain products *No more than 200 milligrams of sodium per package *No more than 200 calories per portion as packaged <p>And 50% of beverages must be:</p> <ul style="list-style-type: none"> *Water *Fat-free or 1% (low-fat) plain or flavored milk (with up to 150 calories/8 oz.) *100% fruit or vegetable juice (portions limited to 4-8 oz.) *No- or low-calorie beverages with fewer than 10 calories/8 oz.
Joint Use Agreement for Outdoor Use of School Facilities	City/County and School Districts	Opening Outdoor School Facilities for Use During Non-School Hours is the simplest of the model joint use agreements. It is an agreement in which the community can use designated school district outdoor recreation facilities.
"Healthy U Crew"	Volunteers from Community, Health Department, and/or Healthcare Centers	<p>Group of people (young and/or old) going into communities or establishments (community centers, YMCA/YWCA, daycares/schools, churches, etc.) to educate people about health and fitness.</p> <p>Examples:</p> <ul style="list-style-type: none"> <i>Lunch and Learn</i> - Employers allow presentations during working hours. <i>Media Campaigns</i> - Advertisements for healthier choices (food & exercise). <i>Life Skills Courses</i> - Students can attend free classes to learn healthful cooking & simple exercises.
Healthy Restaurant Designation/Awards	City with Community Restaurants	Recognition for area restaurants that strive to offer healthier choices on their menus.
Healthy Workplace Designation/Awards	City with Community Employers	Employers volunteer to develop simple healthy initiatives in the workplace (Walking Lunches, Healthy Recipe Cook-Offs or Food Days, Exercise Areas, Stress Relief (mobile massages), etc.)

Action	Source	Description
Healthy Lifestyles Month	Schools (PTA's) www.pta.org/healthy_lifestyles.asp	Promote health and wellness by conducting programs and events that promote health education, physical activity, and parental involvement in teaching children how to make healthy choices about food, activities, and behaviors.
Take Mom to Lunch Day Take Dad to Lunch Day	Schools (PTA's)	Invite parents to eat lunch with their children to learn what the schools are serving. Set up an event for parents to visit with lunchroom staff/director.
Organize Community Sports Days	City/Parks & Recreation	Community-wide Field Days - hold events in different community areas similar to those at school field days: tug-of-war, egg-toss, three-legged race, obstacle courses, flag football, relay races, etc.
Healthy Recipe Exchange	City/Health Department with Community	Start a community-wide club or newsletter to exchange healthy recipes. Club members or participants can submit recipes or ideas for the newsletters. This can also be implemented within businesses or school departments.
Community Workshops or Health Counseling	City/Health Department	Set up workshops for communities with individuals in healthcare or nutrition field. Question & Answer Sessions, One-on-One Counseling, E-mail or Hot-Line Advice, etc.
Meal Clubs (Lunch Club, Supper Club, or Pot Luck Meetings)	Individuals or Organizations	Organize a club that meets for healthy lunches, dinners, or pot lucks. Meetings can be at restaurants, community centers, or individual homes.
Community Weight Loss Challenge	City, Health Department, Health Clubs or Gyms	Challenge the community to get healthy. Teams or individuals sign-up for a weight loss challenge. Prizes can be gym or fitness center memberships.
Employee Weight Loss Challenge	Employers	Challenge employees to exercise. Set up drawings for prizes. Employees add their name to a jar every time they complete thirty minutes or more of physical activity. Examples: <i>Pedometer Challenge</i> - Use pedometers to track steps for competition. <i>Walk & Talk</i> - Hold some meetings outdoors.
Community "Parkways"	City	City and communities temporarily close (and block off) streets in different areas and turn them into "Parkways" so children can bike, skate, or rollerblade. (Uses existing infrastructure, so no added costs.)
Park Days	City/Parks & Recreation	Sponsor "Fun Days" at the Park. Encourage communities to get out and go to the park. Park can host cook-outs or events sponsored by businesses in area.)

Source: Holland Consulting Planners, Inc.