

Town of Mount Olive, North Carolina

2030 Comprehensive Land Use Plan

Tracking Our Future

*Prepared by the Mount Olive Vision Committee with assistance from the
North Carolina Division of Community Planning
Central Regional Office*

North Carolina Department of Commerce – Division of Community Planning

Asheville – Winston Salem – Raleigh – Fayetteville – Washington



OFFICIALLY ADOPTED

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Contents

INTRODUCTION	2	CHAPTER IV:PLAN ELEMENTS.....	14
CHAPTER I: PLAN INTRODUCTION	2	A. ECONOMIC AND WORKFORCE DEVELOPMENT	14
A. PURPOSE OF THE PLAN	2	B. INFRASTRUCTURE	18
B. PROCESS OVERVIEW	2	C. COMMUNITY DEVELOPMENT	21
C. PLAN ORGANIZATION	4	D. ENVIRONMENTAL RESOURCES	22
D. PUBLIC PARTICIPATION PROCESS.....	4	4. FLOODPLAINS AND WETLANDS	26
E. HOW TO USE THE PLAN.....	5	5. PRIME FARMLAND	26
CHAPTER II: WHO WE ARE.....	6	E. LAND USE	27
A. MOUNT OLIVE PROFILE.....	6	CHAPTER V:HOW DO WE GET THERE?.....	33
1. PLANNING AREA HISTORY	6	A. ACTION PLAN	33
2. REGIONAL AND PLANNING AREA PROFILE	8	1. USING THE ACTION PLAN.....	33
POPULATION.....	8	2. GUIDING LAND USE PRINCIPLES	33
CURRENT POPULATION	8	3. ACTION PLAN VISION.....	34
CHARACTERISTICS & POPULATION PROJECTIONS	8	4. ELEMENTS OF THE ACTION PLAN.....	35
RACE	9	A. ECONOMIC AND WORKFORCE DEVELOPMENT	36
EDUCATIONAL ATTAINMENT	9	B. INFRASTRUCTURE.....	42
ECONOMIC CONDITIONS AND EMPLOYMENT.....	9	C. COMMUNITY DEVELOPMENT - NEIGHBORHOODS AND HOUSING.....	49
HOUSING CHARACTERISTICS AND TRENDS	10	MAP EXHIBITS:.....	68
CHAPTER III: WHERE DO WE WANT TO BE?	13	Existing Land Use	
A. COMMUNITY VISION	13	Future Land Use	
ELEMENTS OF THE PLAN	13	Flood Hazard Areas	
MOUNT OLIVE’S VISION	13	Hydrology	
IN THE FUTURE MOUNT OLIVE WILL:	13	Prime Farmland and Hydric Soils	
		Soil Survey Data	
		A. TOWN DEPARTMENT SUMMARIES	69



Photographs from around Mount Olive, North Carolina

Introduction

Chapter I: Plan Introduction

A. Purpose of the Plan

The Town of Mount Olive Land Use Comprehensive Plan serves as a guide for town officials, planners, and citizens in making decisions about future growth and development in a coordinated fashion that protects the quality of life and small town atmosphere in Mount Olive. The plan articulates a vision of how citizens would like the town to look over the next ten to twenty years, which is followed by specific goals, strategies, and action steps for achieving the vision.

B. Process Overview

During the course of the planning process key issues were identified. In addition to land use and growth management, the plan makes recommendations relating to downtown revitalization, housing, public services and infrastructure, parks and recreation, community image, and historic preservation.

More specifically, the plan:

- Assesses the current physical conditions in the town and maps the existing land use so that future growth areas can be identified.

- Presents a preferred growth and development scenario in the form of the Future Land Use Map, which targets areas for development within town and in adjacent areas of the ETJ.
- Provides a rational basis for the town's future growth makes specific recommendations for updating or adopting land development regulations (zoning and subdivision ordinances) that are consistent with the preferred growth scenario.
- Provides citizens, developers, and other plan users with a predictable development environment by clearly stating the ground rules that will guide the development decisions of local officials.

Successful implementation of the plan requires the full commitment of town leaders, elected officials, and citizens in order to implement the plan's key recommendations and continuously monitor the plan's progress. Given the likelihood of change in the community, the plan should offer flexibility. Periodic evaluations of the plan's progress or changes in the conditions in the town make necessitate amendments to the plan.

The purpose of the plan is:

- To create a vision for the future of the Town of Mount Olive based on community needs and desires, and to foster community support for this vision through education and awareness raising activities.
- To prepare the Town of Mount Olive for the future by creating a guide for future growth that adequately responds to development pressures from nearby urban areas (Goldsboro area and large urban areas within 90 miles; Raleigh and Fayetteville).
- To coordinate land use planning and infrastructure development in order to encourage desired development densities, patterns, and locations consistent with Mount Olive's vision for the future.
- To survey community needs for and attitudes toward public services, facilities, and amenities in order to improve the quality of life and protect the public health and safety.
- To identify potential financing mechanisms and timelines for the provision of future public services and amenities.
- To preserve the small town character of Mount Olive, yet re-evaluate its image and community identity in light of past trends and future changes.
- To identify ways to enhance and invest in the community by working to improve the community image and promote economic development opportunities.
- To make recommendations for preserving and protecting community assets including unique historic, cultural, and natural features and open spaces.

C. Plan Organization

The planning process took place over three phases that correspond with the following questions posed to the community:

1. Who are we?
2. Where do we want to be?
3. How do we get there?

The plan is organized into chapters that correspond to each question. Chapters II, III, and IV assess the existing conditions in the planning area, including public input on key issues and community strengths, weaknesses, opportunities, and threats. Chapter V outlines an Action Plan for implementation, and lays out goals, policies, responsible parties and timeframes. In addition, a Future Land Use Map is included.

D. Public Participation Process

Throughout the planning process, citizens, business owners and interested individuals were provided opportunities to comment on the plan and the issues currently affecting Mount Olive. A community wide public input meeting was conducted to get feedback from residents on the vision for the town and preferred development patterns and land use management styles for future growth. In addition, citizen feedback was obtained through a community wide survey distributed to all households in the town and ETJ. Also, focus groups or task forces were held with key community individuals and organizations to receive directive land use pattern outlook.

Why Plan? Successful community planning serves to:

- Identify key natural, cultural, scenic, and economic assets
- Build all local plans—including economic development, tourism, and land use plans—around the preservation and enhancement of key assets
- Pay attention to community appearance as well as economics and ecology
- Recognize the link between land use and transportation planning
- Create a shared vision for the future
- Make quality of life a key organizing element of the community vision
- Ensure that development proposals promote that vision
- Meet the needs of landowners, business interests, and the community
- Use education, incentives, and voluntary initiatives, not just regulations
- Assess the impacts of land use policies

E. How to Use the Plan

The 2030 Mount Olive Comprehensive Plan has a broad scope, visions of the town's planning area over the next 15 – 20 years involving a range of subjects from future land use development patterns, workforce development, economic development, infrastructure, to parks and recreation. Comprehensive planning is the best choice when one wants to bring together all planning functions, the entire planning area (town limits and ETJ) and include a long range time perspective. This plan will aid the general public, town citizens, developers, town department supervisors, Town of Mount Olive Commissioners, Citizen Boards and employees as to how the town would like to see itself in the next 15 – 20 years. This plan begins with a vision and proceeds to development of a hierarchy of ends. The hierarchy includes:

- Goals that further define the broad statements or desires in the vision;
- Objectives that are more specified initiatives in support of the goals;
- Policies that are actions, statements, or courses of action adopted to achieve the objectives;
- Responsible Parties state principle and partners that will act together accomplishing the policies
- Time Frames set forth time limitations

Finally, other useful data in the plan includes history, demographic, environmental resources, tables and maps.



Chapter II: Who We Are



A. Mount Olive Profile

1. Planning Area History

From 1853-1870, the Town was only a village of a few homes, frame stores, two turpentine distillers, a bar, and a school house surrounded by swamp land. In 1870, Mount Olive was incorporated as a municipality in the State of North Carolina and the first three Town Commissioners were appointed, who elected the first Magistrate. Later, this would be changed to five Town Commissioners and a Mayor. The First Town Hall was authorized for construction on June 9, 1908. In 1935, the first public library was built. In 1966, the present day municipal building was erected.

The year 1901 brought electric lights to Mount Olive with running water installed by 1908 in a few homes. By 1901, Mount Olive had 58 telephone subscribers. By 1904, the first volunteer Fire Department had been organized. In 1958 Mount Olive formed its first volunteer rescue squad. Today the paid EMS units are operated by the Wayne County EMS. Since 1961, radio station WDJS, has operated in Mount Olive. Finally, by 1967, the Mount Olive Airport was dedicated and today is jointly owned by Mount Olive and Wayne County.

Since 1926, the Mount Olive Pickle Company has played an

integral role in the development of the Town. Mt. Olive Pickle Company, Inc., located at the corner of Cucumber & Vine in Mount Olive, North Carolina, was originally founded for the purpose of brining cucumbers to be sold to other pickling firms. This early plan did not work out as planned. Fortunately, local business people saw the promise in creating a market for local farmers. In a rural town like Mount Olive, anything that was for farmers was good for the whole local economy. So, resourcefulness prevailed, a new plan was prepared, and the company quickly began processing and packing pickles itself. From a modest beginning in 1926, with only a 3,600 square foot building and \$19,500 in capital, Mt. Olive has grown to be the best selling brand of pickles in the Southeast, and the second best-selling brand of pickles in the country. The Mt. Olive Pickle Company celebrated its 80th anniversary in 2006. The company is the largest privately held pickle company in the U.S., with continued sales growth into new markets.

The Town also serves as the home of Mount Olive College. From its beginning, Mount Olive College has been sponsored by the Convention of Original Free Will Baptists. The institution was chartered in 1951 and opened in 1952 at Cragmont Assembly, the Free Will Baptist summer retreat grounds near Black Mountain, under the direction of the Reverend Lloyd Vernon. The School was called Mount Allen Junior College, taking its name from the mountain near Cragmont. In 1953, the College was moved to Mount Olive, North Carolina and plans were made to develop a junior college offering programs in arts and sciences and in business. In 1956, the name “Mount Allen Junior College” was changed to “Mount Olive Junior College.” In the same year plans were launched for an enlarged campus which today consists of 138

acres. In September 1970, the College’s name was officially changed to Mount Olive College. The 1979 Session of the Convention endorsed the projected timetable set by the College Board of Trustees to add the junior year in 1984 and the senior year in 1985. In 1986, the Commission on Colleges of the Southern Association of Colleges and Schools officially accredited Mount Olive College as a four-year institution to award associate and baccalaureate degrees. In 2001, Mount Olive College celebrated its 50th anniversary.

Roads influenced the history and evolution of the town. Following WWII the increase in use of automobiles and over the road truck transport began reshaping the country in large and small towns alike. Mt. Olive has experienced this transformation too. The construction and opening of US 117 Bypass, widening of N. Breazeale (US 117 Business), and the northward movement of NC 55 illustrate highway transportation’s influences on the shape and function of the town and its connectivity to the region. Mount Olive’s compact grid street system remains a viable and distinguishing characteristic of the town. As newer portions of town developed along the expanding highway network, suburban-style development followed and shifted focus away from the railroad taking commerce and services along with the new roads. Strip commercial areas located on the Goldsboro side of town, north and northwest of the core. Shopping centers consumed larger land tracts at highway intersections. Even with these changes, strong efforts to revitalize and celebrate the downtown and its nearby neighborhoods have emerged. Pedestrian and bicycle transportation and usage are recent interests and the town is currently looking ahead to realize a balanced growth pattern – building with its history in view.

2. Regional and Planning Area Profile

The regional and planning area profile looks at selected population, housing, and economic trends in Mount Olive and the surrounding region. Mount Olive is the 2nd largest towns in Wayne County. Mount Olive is located within the Research Triangle Economic Development region designated by the State. Major urban centers in the region are Raleigh, Durham, and Greenville which are each within 60 miles of Mount Olive.

a. Population Trends:

The 2009 population estimate for Mount Olive town, North Carolina is 4,657. The population of Mt. Olive is seeing a slight incline along with Wayne County both growing at a steady pace. The 2009 population estimate for Wayne County, North Carolina is 113,811.. The population information available is that of the 2005-2009 American Communities Survey provided by the US Census and 2009 estimates of the N.C. Office of State Budget and Management. These numbers could change (+/-) after the 2010 Census data is documented and this Plan should be updated with that information when it is available for accuracy.

Table 1: Population from 1990-2009

Population

Mt. Olive

	2009	2000	1990
Population	4,657	4,567	4,582

Source: U.S. Census Bureau, 2009 Population Estimates, Census 2000, 1990 Census, NC Office of State Budget and Management

Wayne County

	2009	2000	1990
Population	113,811	113,329	104,666

Source: U.S. Census Bureau, 2009 Population Estimates, Census 2000, 1990 Census

Current Population

NC Office of State Budget and Management calculated Mount Olive's 2009 population at 4,657, a 9.8 percent increase from 1990. Mount Olive is the second largest city in the county making up 4 percent of the county population. According to the 2010 Census, the population estimate for Mount Olive town, North Carolina is 4,589. The population of Mt. Olive is seeing a slight decrease from the estimate provided in 2009. In 2009, the population estimates for Mount Olive town, North Carolina was 4,657. As a result, Mount Olive has seen a drop in total population of sixty-eight (68) persons or just less than 1.5%. Within this total population figure, the highest percentage of one single age group was 10.3% or 472 persons ages 20 to 24 years. The second highest age group, according to the 2010 Census figures was 15 to 19 with 9.9% or 454 persons.

b. Socio-Economic Characteristics and Trends:

Characteristics & Population Projections

Mount Olive's population characteristics, according to the 2010 census figures are made up of a male population of 2,056 or 44.8% and a female population of 2,533 or 55.2%. The highest population age groups for both male and female figures correspond with the total population and represent ages 20 to 24. This may indicate a trend of returning residents upon

completion of post-secondary education attainment. The proximity of Mount Olive College may also be considered as a potential reason for this age group having the highest numbers being represented.

Race

Mount Olive has three major races composing the total population. According to the 2009 ACS Census data, 47.1% of population is white, 48.4% of population is Black or African American, and 5.8% of population is Hispanic or Latino. The total figures are 2,087; 2,141; and 161 respectively. The table below portrays the data collected for Census 2009 ACS (99.1%) population and race figures:

Racial Composition Table-2009 Census (ACS)

One Race	4,389	100.0
White	2,087	47.1
Black or African American	2,141	48.4
American Indian and Alaska Native	0	0.0
Asian	0	0.8
Asian Indian	0	0.4
Chinese	0	0.1
Filipino	0	0.2
Japanese	0	0.0
Korean	0	0.0
Vietnamese	0	0.0
Other Asian [1]	0	0.0
Native Hawaiian and Other Pacific Islander	0	0.0
Native Hawaiian	0	0.0
Guamanian or Chamorro	0	0.0
Samoan	0	0.0
Other Pacific Islander [2]	0	0.0
Hispanic or Latino	161	3.6

Source: U.S. Census Bureau, 2010 Demographic Profile data

Educational Attainment

According to 2009 sources, Wayne County has a 80.8% or 61,666 persons educational attainment of at least a high school diploma. In 2010, the data indicated 42.4% of high school graduates have taken the SAT with an average score of 1,393 on a 2,400 scale. In 2009, the educational attainment of at least a Bachelor's Degree in Wayne County was approximately 16.4% or 12,479 persons.

Mount Olive College, a private institution, has the Tillman School of Business, School of Arts & Sciences as well as online course and satellite locations. With locations in Mount Olive, Goldsboro, Jacksonville, New Bern, RTP, Washington and Wilmington, the College enrolls more than 700 traditional students. In addition to traditional student enrollment, Mount Olive College provides over 3,800 working adults with opportunities to obtain a higher education.

Source: The Educational Attainment information available is that of the 2005-2009 American Communities Survey provided by the US Census; 2010 Census Data; US Department of Education; Mount Olive College

c. Economic Conditions and Employment:

Economic Conditions and Employment

The Town of Mount Olive currently has a very diverse workforce as well as a diverse opportunity for employment. The Town of Mount Olive has multiple departments that supplies services to Town residents such as infrastructure, law

enforcement, as well as an aviation unit at the Town of Mount Olive Airport. The Mount Olive Pickle Company also employs a number of people within capacities ranging from executive, managerial, administration and manufacturing and packaging services. There are other employers in the Town and planning jurisdiction providing employment and economic development growth and activities. A major contributor to the current employment and conditions factor is Mount Olive College. The College along with K-12 public schools provide an opportunity of employment in the educational system.

According to the 2005-2009 American Community Surveys conducted by the US Census Bureau, the Town of Mount Olive had a population of 3,722 16 years and over. The civilian labor force population estimate for Mount Olive was 1,861. When we examine this figure we find that approximately 1,582 or 50.0% were considered employed, 279 or 7.5% were considered unemployed, 6 or 0.2% were in the Armed Forces and 1,855 or 49.8% were not in the labor force. The median household income for Mount Olive was reported as \$31,563 and the mean household income was \$40,897 based on this data in the 2005-2009 ACS.

Based on the data above, the industry classes where citizens of Mount Olive are employed we find a great deal of diversity. Out of the 1,582 over 16 years of age, the greatest employing industry was “Educational services, health care, and social assistance” with a figure of 467 or 29.5% of the total civilian workforce. The second highest industry was “Manufacturing” with 368 or 23.3% and third highest was identified as “Arts, entertainment, recreation, accommodation, and food services” with a total of 182 or 11.5%.

The average commute for the civilian labor force in Mount Olive according the 2005-2009 ACS was approximately 20.5 minutes. The total mean travel time in North Carolina according to the 2005-2009 ACS was 23.2 minutes.

At the county level in Wayne County, in 2009 Wayne County has a net loss in the manufacturing/ distributing sector of 139 jobs. However, the new investments for 2009 were \$14 million. In 2010, Wayne County had a net gain in manufacturing/ distributing sector of 214 jobs. The total new investment for 2010 was \$ 18.5 million. At the county level, which does have an impact on the Town of Mount Olive, there is an expectation of growth in employment and jobs. This growth however will be expected to be slow due to the current economic and financial outlook and impact of recession. According to the Wayne County Economic Development Alliance, the goal within the Strategic Plan is to create 2,000 net new jobs in the next five years (2011-2015).

Source: The Economic information available is that of the 2005-2009 American Communities Survey provided by the US Census; 2010 Census Data; Wayne County Economic Development Alliance

d. Housing Characteristics and Trends:

Housing Characteristics and Trends

In Mount Olive, residential development accounts for one-half of the land in the town limits and approximately 15% of the land in the entire planning area. Within the town limits, residential neighborhoods consist of older single-family homes laid out on a fairly compact grid street system. In the ETJ, single-family homes are spread out on larger lots fronting

major roads. The majority of the ETJ is zoned Residential Agriculture with a minimum lot size of 20,000 square feet. Some small manufactured home developments have been developed in the past ten years.

The 2010 Census figures identify 2,119 total housing units within Mount Olive town. Of these total housing units, 85.8% or 1,818 are occupied and 14.2% or 301 are determined vacant. Of the 301 housing units listed as vacant, 128 are for rent, 4 not rented, 19 for sale only, 2 sold but not occupied, 11 for seasonal, and all other vacant units measured at 137.

Source: The Educational Attainment information available is that of the 2005-2009 American Communities Survey provided by the US Census; 2010 Census Data; Town of Mount Olive

C. Community Values

1. Community Survey Summary Report

This summary of the results of the community survey conducted in May of 2010. The survey was designed to gather public opinion regarding; preferences, issues, and concerns about Mount Olive and its future as well as demographic information on the respondents.

These results are based on the answers from the 229 (11.5%) respondents to the survey. The survey consisted of 24 preference questions concerning; Mount Olive, services, town development, community, education and economy. Four questions requesting appearance ratings of particular areas in Mount Olive, five demographic questions and four open ended questions for additional comments. The majority of

respondents indicated in the survey they enjoy living in Mount Olive. Over half of all respondents also stated they have been living in Mount Olive for at least 10 years and possibly more than 15 years. This figure allows an assumption that respondents have a very good idea or perception concerning the Town of Mount Olive. The survey points out that there is a satisfaction in the Town's customer service and specific departments. One in particular, the Fire Department, received a score of 81% agreeing and strongly agreeing of the department service to Mount Olive residents. The Town's sewer service received some negative feedback. Seventeen (17%) percent of the respondents indicated they strongly disagreed with satisfaction regarding the sewer service. As for the perception of appearance, Mount Olive's public property areas received strong positive feedback.

When asked if they agreed that nothing in Mount Olive should change, respondents overwhelmingly noted they strongly disagreed with this statement. Fifty-four (54%) percent indicated they strongly disagreed and 12% disagreed. This result may be connected to a number of factors and other responses gathered in the survey. Jobs, for example, were highly noted in both survey question #19 and were the number one factor in the open input improvement section of the survey. Services for the youth and elderly were issues that need to be addressed as well, according to respondents. Growth and development may also be included within the area respondents' desire change or improvement. The highest number of responses for desired development was retail. The type of retail desired, in most cases, appeared to be in the form of clothing and consumer goods according to open input comments on the survey. More restaurants were a very close second for development desires along with museums and hotels.

According to respondents, the key areas of improvement included jobs, youth activities, infrastructure and street repair, movie theater, high water bill issues, crime and safety. One important note is that the combined score of crime and safety equaled that of youth activities. Respondents separately indicated crime and safety resulting in two different categories however; these two issues can be viewed as one. We asked respondents, “What is Mount Olive to you?”, and the majority (72%) clearly stated Mount Olive is “Home”. This is representative of the profile of the average respondent to this survey; at least 49 years of age (49-61[+] was 84%) and have been a Mount Olive resident for 10 to 15 or more years. It is easy to conclude these respondents view Mount Olive as their home over all other descriptive answers.

Chapter III: Where do we want to be?

A. Community Vision

The first step in identifying what Mount Olive would like to look like in the future is to create a community vision. The vision statement articulates the type of community the town is striving to become. This vision for the future builds on the community assets that were identified in the community survey and public workshop and looks to improve upon those areas that were identified as community challenges or weaknesses.

Elements of the Plan

The assessment of existing conditions includes an overview of Mount Olive as it exists today. This assessment, along with the public input, help shape the long-term goals and objectives of the town with respect to the following:

- Economic and Workforce Development
- Infrastructure
- Community Development
- Environmental Resources
- Land Uses

The background assessment helps to identify assets upon which the town should grow and build, as well as problem areas to address through the implementation of the plan. This assessment is also important in creating a long-term planning strategy that coordinates the land use, infrastructure, and environmental goals of the community.

There are two main components of the community's vision. The first is a broad statement describing what the town looks like and the type of place it will be twenty years from now.

The second component is the Visual Preference Survey, which consists of a series of images that were selected by town residents as being appropriate and desirable for the town. Conversely, a series of images shows development types and styles that were selected by the community as inappropriate and undesirable for the town.

Mount Olive's Vision

In The Future Mount Olive Will:

- 1) **Retain** its rural atmosphere where friendly citizens foster a positive community spirit.
- 2) **Be** a regional destination for tourists and visitors attracted by the city's heritage and historic character.
- 3) **Provide** recreation opportunities for all citizens.
- 4) **Have** a historic and vibrant downtown with unique shops, restaurants, housing, and community activities.
- 5) **Be** a walkable and safe community with tree-lined streets and attractive buildings.
- 6) **Have** well-designed neighborhoods and commercial areas offering a variety of shopping, dining, entertainment, and housing options for all residents.
- 7) **Plan** for future growth while protecting its environmental resources and maintaining quality public services at an affordable cost.

Chapter IV: Plan Elements

A. Economic and Workforce Development

a. Existing Conditions

The Town of Mount Olive currently has a very diverse workforce as well as a diverse opportunity for employment. (Refer to Chapter II, Section 2: Regional and Planning Area Profile)



Location:

FAA Identifier: W40

Lat/Long:

35-13-20.0900N / 078-02-16.0600W
35-13.004833N / 078-02.267667W
35.2222472 / -78.0377944
(estimated)

Elevation:

168 ft. / 51.2m (surveyed)

Variation:

07W (1985)

From City:

3 miles NE of Mount Olive,
NC

Zip:

28365

Airport Operations:

Airport Use:

Open to the public

Sectional Chart:

CHARLOTTE

Control Tower:

No

ARTCC:

Washington Center

FSS:

Raleigh Flight Service Station
(866) 663-3354

RDU (NOTAM-D service available)

2030 Mount Olive Comprehensive Land Use Plan

NOTAMs Facility:

				Harnett	120/33.7	417	08W HQT
Attendance:	0830-1830			Fort Bragg	089/38.3	393	07W FGP
Wind Indicator:	Lighted						
Segmented Circle:	Yes			Dimensions:	3697 x 75 ft. / 1127 x 23 m			
Lights:	Dusk–Dawn			Weight Limitations:	Single wheel: 20000 lbs			
Beacon:	White-green (lighted land airport)			Latitude:	35-13.102617N		35-13.567433N	
	ROTG BCN OTS INDEFLY			Elevation:	167.0 ft.		168.0ft.	
Airport Communications:				Runway Heading:	047 magnetic / 040 true		227 magnetic / 220 true	
CTAF/UNICOM:	122.8			Markings:	Nonprecision, in good condition		Nonprecision, in good condition	
SEYMOUR JOHNSON DEPARTURE:	119.7							
ISOr254/25.1	KINSTON VORTAC	109.60	05W	Obstructions:	None		8 ft. crops, 200 ft. from runway, 60 ft. left and right of centerline	
					+4 ft. GND 0-200 ft. from THLD 110 ft. right of CNTRLN.		+8' crops 45' right & left of CNTRLN 0-200' from THR.	
<i>NDB Name:</i>	<i>Hdg/Dist:</i>	<i>Freq:</i>	<i>Var:</i>	<i>ID:</i>	<i>Code:</i>			
Kenan	334/10.7	332	07W	DKA			
Wayne	208/19.4	208	08W	JYN			
Clinton	055/21.8	412	08W	CTZ			
Jnall	153/27.8	251	07W	EUU			
Pendy	006/30.4	379	09W	ACZ			

Education

Pop Age 25+, %

2009-10 Kindergarten-12th Enrollment 19,094
2010 Average SAT score (2400 scale) 1,393
2010 Percent of Graduates taking SAT 42.4%
2008-09 Higher Education Completions 1,384
2008-09 Higher Education Total Enrollment 9,565
2009 (Proj) Education Attainment - At Least High School Graduate 61,666 / 80.8%
2009 (Proj) Education Attainment - At Least Bachelor's Degree 12,479 / 16.4%

Employment / Unemployment

Year to Date 2009 Annual

2010Q4 Employment 48,109 YTD : 2009 Annual 48,264
2010Q4 Unemployment 4,282 YTD : 2009 Annual 4,777
2010Q4 Unemployment Rate 8.2% YTD : 2009 Annual 9.0%
2011Q1 Announced Job Creation . .
2011Q1 Total Announced Investments (\$mil) . .
March 2011 Lost Jobs, Closings & Layoffs : 2009 : 305
March 2011 Establishment Events, Closings & Layoffs 2009 : 8

Commercial/Retail/Industrial

Local Businesses

Apr2011 Available Industrial Buildings 14
2010Q3 Establishments: Total Private Industry 2,239
2010Q3 Establishments: Manufacturing 94

Local Retail Business

2009 Total Retail Sales (With Food/Drink) (\$mil) \$699.9
2009 Total Retail Businesses (With Food/Drink) 907
2009 Avg Sales/Business Total (with Food/Drink) \$771,676

Taxes

FY2010-11 Property Tax Rate per \$100 Value \$0.7640
FY2009-10 Annual Taxable Retail Sales (\$mil) \$877.2
2011 Tier designation 2

Healthcare Providers

2009 Number of Physicians : 179
2009 Physicians per 10,000 population : 15.4
2009 RNs per 10,000 population : 90.6
2009 Dentists per 10,000 population : 4.2
2009 Pharmacists per 10,000 population : 8.0

Sources:

ESRI for demographics, working population, educational attainment, housing, income, crime, weather, and retail data. <http://www.esri.com>
NC Dept. of Education and various state education departments for SAT data by county system. <http://www.ncpublicschools.org>
US Dept. of Education, National Center for Education Statistics for higher education data. <http://nces.ed.gov/ipeds/>
NC Commerce for announced new jobs and investment, NC tiers, and number of industrial buildings. <http://www.nccommerce.com/en>
NC Employment Security Commission for lost jobs and affected establishments data. <http://www.ncesc.com>
NC Dept. of Health & Human Services for childcare data. <http://www.ncdhhs.gov/>
UNC Sheps Center for healthcare provider statistics. <http://www.shepscenter.unc.edu/>
US Bureau of Labor Statistics for employment and unemployment, wages and establishments by industry. <http://www.bls.gov>
Notes: Data are the latest available at the date the profile was prepared. SAT scores use the new scoring system including a writing test for a perfect score of 2400 and represent county systems. ESRI 2009/2014 data are projections. Some data may be available only for North Carolina. For further details or questions, please check the Data Sources Guide at https://edis.commerce.state.nc.us/docs/bibliography/Data_Sources_Guide.pdf.

b. Goals

- 1) **Goal:** Maintain Mount Olive's role as the commercial hub of Wayne/Duplin County, by strengthening the historic downtown, providing for new industrial development and positioning the Town of Mt. Olive as the regional destination for retail, entertainment and service needs.
- 2) **Goal:** To provide a wide variety of quality housing options for all residents and age groups characterized by walkability and good design

B. Infrastructure

a. Existing Conditions

Mount Olive has achieved significant goals that were stated in the *Land Development Plan Update 1985 – 1995*, and very clearly stated by the present Town Manager, Charles Brown: *“In reviewing the 1995 Land Use Plan, it is amazing how similar the needs are today to those of 14 years ago and how many needs have yet to be addressed. We now have a first class medical care facility here in Mount Olive Family Medical Center. We have been successful in efforts to replace the local elementary school and we have gotten the 4 lanes of Hwy 55 West on the DOT's transportation improvement plan. We have been successful in addressing some of our substandard housing with CDBG funding, but that task is far from complete. We have strengthened our housing code and removed many dilapidated buildings, but that job also is far from over. We are currently in the process of upgrading street lighting, water and sewer infrastructure and recreation facilities and we have had good success in the rehab of historic properties. We have worked to make the Town more accessible through the development of our web site, but beyond those successes, our needs are largely unchanged from 1995.*

At the writing of this plan there is a sewer wastewater treatment capacity of 1,660,000 gallons per day (gpd) and is

currently treating 700,000 gpd, therefore, leaving an allocation of 900,000 gpd.

Future waste water lines are proposed in the Hwy 55 West areas and there are no present plans for future water supply lines. Upgrading the existing water supply lines is not confirmed at the present time.

Wastewater Collection Lines and Lift Stations

- There are 16 lift stations
- Priority is to keep inflow to a minimum
- Collection lines are established in future growth areas to the north and west
- Constraints: replacing pumps and getting collection lines and lift stations to south end of town where about 130 acres were recently zoned industrial (no present user though)

Water Supply System

- Town provides drinking water via deep wells and two treatment plants
- Want North Boling plant to have 4 more filters
- Long range (15-20 years) another well on NW side of town and another water tank
- Short range (<5 years) radio read meters
- Hope to receive a grant to replace older existing lines in older sections of town

The basic street system of Mount Olive is a grid which was developed from the mid 1800's until about 1930. Streets build later in the outlying parts of town (particularly in the north and west areas) tend to be curvilinear. The extraterritorial area is served by a series of rural state roads connecting with outlying farming areas. Bypasses to the north (NC 55) and west (US 117) have alleviated much of the need for through traffic to enter the downtown and thus cause undue congestion. Most of the Breazeale Street, Main Street, and Center Street traffic is local. In 2012 the town will have completed the 2040 Comprehensive Transportation Plan.

The town's water tower is used to provide co-locations for cellular facilities

The town's department structures include the fire department with 2 paid firefighters and 28 volunteers, police department with eleven patrol officers, two investigators, an Assistant Chief and Chief and Administrative Department with offices shared with the Wayne County court room, Police Department, Clerk, Finance, Tax, Payroll, and Water/Sewer Billing and Collections.

Recreational facilities include:

Staff:

Director (full-time), Assistant Director (part-time) and Parks and Recreation Advisory Committee

Facilities:

Daughtry Fields; 1 softball field, 1 youth baseball field, concession stand, press box and storage building.

Westbrook Park; Kids World Playground, 2 shelters, 1 gazebo, bathrooms and maintenance garage

Activities include; 4th of july celebration, Sunday in the Park, Mt. Olive College Workday in the park, park reservations for birthdays, etc.

Nelson Street Park; outdoor basketball courts (6 goals), 3 shelters, playground equipment

Activities include; Mt. Olive College Workday in the park, outdoor basketball tournaments

Carver Cultural Center Gymnasium; basketball court, goals, bleachers, lobby, concession area, bathrooms, storage rooms

Activities include; youth basketball, adult basketball, ADLA day program activities, open gym free play

Senior Center; has indoor open space, tables, chairs, kitchen, bathrooms, art class room. Activities include; bingo, beanbag baseball, WAGES meal program, art classes

Mt. Olive Historic Train Depot/Civic Center; open room, conference room, kitchen, bathrooms, tables, chairs, storage room. Activities include; meetings, Zumba class, reservations for birthday parties, etc.

b. Goals

- 1) **Goal:** To offer diverse and continually improving leisure and recreation opportunities for citizens of all ages and interests, improve the quality of life of citizens, and promote healthy living and a healthy population.
- 2) **Goal:** To encourage the preservation of natural resources and help build within the population an appreciation for those resources and for nature in general.
- 3) **Goal:** To provide walkable and “bikeable” communities with access to regional destinations.
- 4) **Goal:** Provide a safe, reliable, efficient, and sustainable multi-model transportation network that enhances the quality of life within, and the economic vitality of town and surrounding areas.

- 5) **Goal:** Maximize the use of existing facilities and add capacity and connectivity strategically.
- 6) **Goal:** Promote the continued improvement of the road, bicycle, and pedestrian way networks around and within the town to create and improve a transportation network that promotes and supports economic development that is consistent with existing and future land use goals and patterns.
- 7) **Goal:** Plan for alternative forms of transportation taking particular note of the needs of citizens whose access to transportation is limited by health or economic issues.
- 8) **Goal:** Reduce traffic congestion and improve safety



Westbrook Park, Mt. Olive NC

C. Community Development

a. Existing Conditions

Mount Olive is located in Wayne County on the border of Duplin County and is served by a network of highways with US Highway 117 and NC Highway 55, linking Mount Olive to Interstate 40 and the North Carolina Eastern Region's Global TransPark, CSK rail service enters the industrial area which adjoins the 3,700-foot runway of the Mt. Olive Municipal Airport. Seaports are located two hours away at Wilmington and Morehead City. Commercial air service is available at Raleigh-Durham.

Mount Olive is located just south of Goldsboro, a Metropolitan Statistical Area which includes, Seymour Johnson Air Force Base, one of the premier military installations in the world. Mount Olive is the second largest town in the County.

From historical mansions to comfortable bungalows, from lake views to downtown apartments, from reasonable to extravagant – Mount Olive has it all within easy commutes to shopping centers and business. The area's housing offers historic and new construction.

Current town planners and code enforcement must deal with various components involved with community development such as spatial information: parcel, zoning and land use data, addresses, transportation networks, and housing stock. Also, public nuisances and building code compliance. The town planner, also studies and keeps track community development

indicators, forecast future community needs, and plan accordingly to guarantee the quality of life for everyone in the planning area. Other town ordinances help in achieving this goal including zoning, subdivision, flood zones, soils mapping, census data, street data, addressing, utility infrastructure and parcel data to name a few.



New Home Construction, Mt. Olive NC

b. Goals:

- 1) To provide a wide variety of quality housing options for all residents and age groups characterized by wake-ability and good design.
- 2) To support the efforts of Mt. Olive, Law Enforcement, hospitals and private citizens work together to keep the town safe.

D. Environmental Resources

This section provides an overview of the environmental conditions in Mount Olive and its ETJ, and identifies the location of environmentally sensitive resources. Environmental factors such as soil conditions, slopes, watersheds, flood prone areas, and wetlands can have significant implications on the relative suitability of a site for development. Therefore, it is important to understand the extent and location of sensitive environmental features in order to avoid severe environmental impacts and prevent hazards to life and property. Information on environmental resources should be used to guide construction activities to areas that are most suitable for development and to protect important natural features in a community. Several maps were produced to illustrate the environmental conditions in and around the Town of Mount Olive, including floodplains, streams, soils, and Division of Water Quality watershed water supply areas.

1. Soils

The US Department of Agriculture (USDA) Soil Survey for Wayne/Duplin County is a detailed evaluation of the soils in the county, including their drainage and slope characteristics, as well as main limitations. Soils subgroups are shown on the Soils Map. The map indicates which soils pose the greatest development limitations. For the most part, Mount Olive has fairly flat soils with some development limitations. The primary soil types found in the corporate limits of Mount Olive is the Norfolk series and its ETJ the DoA Dothan Loamy Sand

soil unit. These soils are characteristic of upland areas that are sloping (0-

6%) and gently sloping (0-3%), respectfully. The Norfolk series are well drained with a fine-loamy surface layer and sandy clay loam subsoil. Main limitations include wetness, slope, shrink-swell potential, and moderate permeability. The primary use of this soil unit in Mount Olive is for the urbanized area of Mount Olive.

The Dothan series consists of very deep, well drained, moderately slowly to slowly permeable soils that formed in thick beds of unconsolidated, medium to fine-textured marine sediments of the Coastal Plain. These soils are on broad, nearly level to strongly sloping uplands. Most areas have been cleared and are used for the production of corn, cotton, peanuts, vegetable crops, hay, and pasture. Forested areas are in longleaf pine, loblolly pine, sweetgum, southern red oak, and hickory. Main limitations include slope, and moderately slow to slowly permeable soils.

Table 3-2 shows soil subgroups found in Mount Olive and identifies the corresponding limitations for certain types of development, including dwellings and small commercial buildings. The soil limitations are classified as —not limited‡, —somewhat limited‡, and —very limited‡ based on the following criteria:

Not Limited indicates that the soil has features that are very favorable for the specified use. Good performance and very low maintenance can be expected.

Somewhat limited indicates that the soil has features that are moderately favorable for the specified use expected.

Very limited indicates that the soil has one or more features that are unfavorable to the specified use. The limitations generally cannot be overcome without major soil reclamation, special design, or expensive installation procedures. Poor performance and high maintenance can be expected.

Soil properties influence the development of building sites, including the selection of the site, the design of the structure, construction, performance after construction, and maintenance. Table 3.2 includes information on the degree and kind of soil limitations that affect dwellings and small commercial buildings. Rating class terms include the extent to which the soils are limited by all of the soil features that affect the building site development.

Dwellings are single-family houses of three stories or less. For dwellings without basements, the foundation is assumed to consist of spread footings of reinforced concrete built on undisturbed soil at a depth of 2 feet or at the depth of maximum frost penetration, whichever is deeper. For dwellings with basements, the foundation is assumed to consist of spread footings of reinforced concrete built on undisturbed soil at a depth of about 7 feet.

The ratings for dwellings are based on the soil properties that affect the capacity of the soil to support a load without movement and on the flooding, subsidence, linear extensibility

(shrink-swell potential), and compressibility. The properties that affect the ease and amount of excavation include depth to a water table, ponding, flooding, slope, depth to bedrock or a cemented pan, hardness of bedrock or a cemented pan, and the amount and size of rock fragments.

Small commercial buildings are structures that are less than three stories high and do not have basements. The foundation is assumed to consist of spread footings of reinforced concrete built on undisturbed soil at a depth of 2 feet or at the depth of maximum frost penetration, whichever is deeper. The ratings are based on the soil properties that affect the capacity of the soil to support a load without movement and on the properties that affect excavation and construction costs. The properties that affect the load-supporting capacity include depth to a water table, ponding, flooding, subsidence, linear extensibility (shrink-swell potential), and compressibility. The properties that affect the ease and amount of excavation include flooding, depth to a water table, ponding, slope, depth to bedrock or a cemented pan, hardness of bedrock or a cemented pan, and the amount and size of rock fragments.

Soil Name	Map Symbol	Dwelling Limitation
Aycock	AyA,AyB2	Slight to Moderate Limited
Bibb	Bb	Very Limited: Flooding, Depth
Johnston	Bb	Very Limited: Ponding, Flooding, Depth, Organic Matter
Bonneau	BoB	Not Limited
Coxville	Co	Very Limited
Craven	CrB2,CrC2	Very Limited
Dothan	DoA	Not Limited
Faceville	FaB	Not Limited
Georgeville	GeC	Somewhat Limited: Slope
Georgeville	GeE	Very Limited: Slope
Georgeville	GgB	Not Limited
Goldsboro	GoA	Not Limited to Moderate

Table 3-2: Wayne/Duplin County Soil Types and Properties

2. Surface Water and Watersheds

The North Carolina Division of Water Quality (DWQ) designates water classifications to surface water bodies, such as streams, rivers and lakes, throughout the state. The classifications define the best uses to be protected within these waters, such as swimming, fishing, or drinking water supply. Each classification has an associated set of water quality standards to protect those designated uses. Surface water classifications are one tool that state and federal agencies use to manage and protect all streams, rivers, lakes, and other surface waters in North Carolina. All surface waters in North Carolina must meet, at a minimum, the standards for Class C (fishable / swimmable) waters (see definition below). The other classifications provide additional levels of protection for recreational water uses (Class B) and drinking water uses (Water Supply Classes I through V).¹

Mount Olive is located in the Neuse River Basin and Cape Fear River Basin which encompasses 15,341 square miles in central and southeastern North Carolina. Within the basin, Mount Olive is located south of watershed area of Goldsboro, which is classified as a Class C Nutrient Sensitive Waters (NSW). The Camp Branch, also classified as a Class C NSW, drains the area in and around the town. The classification descriptions include:²

¹ North Carolina Department of Environment and Natural Resources, Division of Water Quality

² North Carolina Department of Environment and Natural Resources, Division of Water Quality

Class C - Waters protected for secondary recreation, fishing, wildlife, fish and aquatic life propagation and survival, agriculture and other uses suitable for Class C. 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. There are no restrictions on watershed development or types of discharges.

NSW (Nutrient Sensitive Waters) - Supplemental classification intended for waters needing additional nutrient management due to their being subject to excessive growth of microscopic or macroscopic vegetation. In general, management strategies for point and non-point source pollution control require control of nutrients (nitrogen and/or phosphorus usually) such that excessive growths of vegetation are reduced or prevented and there is no increase in nutrients over target levels. Management strategies are site-specific.

A small portion of a Water Supply Watershed (WS-IV NSW) area is located north of Mount Olive's ETJ just north of the town. This area is shown on the Town of Mount Olive Environmental Features Map. North Carolina requires local governments to implement development controls within designated watershed areas that serve as public water supplies in order to preserve and enhance water quality and protect public health. A WS-IV Watershed is defined as waters used as sources of water supply for drinking, culinary, or food processing purposes for those users where a more protective WS-I or WS-II classification is not feasible. WS-IV waters are generally located within moderately to highly developed

watersheds. The WS-IV area is subject to the following development regulations:

WS-IV Balance of Watershed

Dischargers: General Permits; Domestic and Industrial

Allowable Development:

Low Density Option: 1du/ac or 24% built-upon area

High Density Option*: 24-50% built-upon area

(* Required to control the 1" storm) 10/70 Provision:

Allowed

Residuals application: Allowed

Landfills: No Specific Restrictions

Agriculture BMPs Mandated: Yes

3. Steep Slopes

As the soils information suggests, Mount Olive is located in an area that is fairly flat with a slight variation in slope. The soils with the greatest development limitations due to slope are Georgeville (GeC, GeE) and Wedowee (WeC), which are generally located in the western and southern portion of the ETJ in limited areas. The LIDAR & Flood Hazard map shows the approximate elevation of land in Mount Olive and the ETJ, as well as the flood hazard areas. Based on the LIDAR data, it is discernable that Mount Olive has only a few areas that are excessively steep, which correspond to the location of the sensitive soils.

4. Floodplains and Wetlands

There are Zone (AE) 100-year floodplain areas delineated by the Federal Emergency Management Agency (FEMA) in the Town of Mount Olive and the ETJ area. The 100-year floodplain areas are located to the west, northwest, north, east and south of Mount Olive. The majority of Zone (AE) flood hazards are located in the ETJ however; the town limits are crossed along the west and east. There are no areas identified by the National Wetlands Inventory in the corporate limits or ETJ. However, hydric soils are found in the town and ETJ, as shown on the Prime Farmland and Hydric Soils Map. Hydric soils can indicate land that is susceptible to flooding and poor drainage, which affects the suitability of land for development of on-lot septic systems. Hydric soils tend to be located along creeks and streams in the planning area.

5. Prime Farmland

The Prime Farmland and Hydric Soils Map indicate areas where soils are particularly favorable for agriculture use and farming. This includes the majority of the area in the ETJ with the exception of streambeds and adjoining land.

E. Land Use

1. Existing Conditions

Land use is the primary focus of the long range plan because a plan for future growth and development must be compatible with the established land use patterns. Therefore, it's important to understand the existing patterns of development in the city and surrounding areas in order to develop a future plan that is coordinated, sustainable, and sensitive to the small town atmosphere of Mount Olive. This section includes a description of existing land use in the planning area, defined as the Town of Mount Olive corporate limits plus the extraterritorial jurisdiction extending one mile from the town limits. A land use assessment was conducted for the town and GIS data was analyzed to create the Existing Land Use Map. This map identifies land use for the entire planning area on a parcel by parcel basis. Land use categories include: agriculture, forest/open space, residential, manufactured home/MHP, commercial/office, industrial, institutional/public and right-of-ways.

Table 3-1 includes a breakdown of land uses in the planning area by land use type for the Town of Mount Olive and the town plus the ETJ, the area encompassing the entire planning jurisdiction. Each land use category is discussed separately in this section.

Table 3-1: Percent Breakdown of Existing Land Use

	Mount Olive	Town + ETJ
Agriculture	1 %	48 %
Forest/ Open Space	7 %	19 %
Residential – AR,R6,R8	31 %	13 %
Manufactured Home/ MHP	1 %	2%
Residential – R10,R15,R20	21 %	2 %
Commercial/Office	16 %	2 %
Industrial	4 %	3 %
Institutional/Public	11 %	5 %
Right-of-Way	8 %	6 %
Total	100.0%	100.0%

Source: North Carolina Division of Community Planning

2. Agriculture

Agriculture continues to be a significant use in the ETJ and of limited use even within the town limits. There are several large lots in agricultural use in the northeastern corner of the town. Agricultural uses consist of nearly half of the land use in the entire planning area. This is because the majority of the larger lots in the ETJ are in some type of farming use, with tobacco as the most readily identifiable crop.



Farm Field in the Mt. Olive ETJ

3. Neighborhoods/ Housing

Residential development accounts for one-half of the land in the town limits and approximately 15% of the land in the entire planning area. Within the town limits, residential

neighborhoods consist of older single-family homes laid out on a fairly compact grid street system.



Rural Residential Housing

The neighborhoods within the town tend to be more historic in character given that the town took root in the early 1900's and the majority of the home building took place prior to 1980. Lot sizes range between 10,000-15,000 square feet and housing densities range between 2-4 units/acre. The average housing density for the town based on residential land area is approximately 2.5 housing units per acre. There are several manufactured/mobile home parks and manufactured/mobile homes on individual lots in the town as well. Disrepair, maintenance, and vacancy issues are evident in some areas.

Neighborhoods in town are somewhat walkable, despite the general lack of sidewalks, due to the shorter blocks and street connectivity. Streets tend to be fairly narrow with mature trees and moderate setbacks, and curb and gutter is evident. Due to lack of sidewalks neighborhoods located within walking distance of the downtown, the Carver Elementary School, and other community amenities find it difficult to use pedestrian means to access these facilities.



Single Family Residential in Mt. Olive City Limits



Suburban Residential in Mt. Olive ETJ

In the ETJ, single-family homes are spread out on larger lots fronting major roads. The majority of the ETJ is zoned Residential Agriculture with a minimum lot size of 20,000 square feet. Some small manufactured home developments have been developed in the past ten years. Suburban style development is also taking place in the ETJ with curvilinear roads and cul-de-sac layouts. There are several mobile homes sites/mobile home parks in the ETJ as well.

3. Commercial Land Use

Commercial land uses make-up approximately 16% of the land in the town and 18% of the land in the entire planning area. There are two main areas in the town that include commercial land uses. The first is the intersection of U.S. 117 and NC 55 and Breazeale Ave, which is readily accessible from U.S. Highway 40, and the second is the downtown area along Center Street.

Auto oriented commercial uses located along Breazeale Ave includes grocery stores, convenience stores, fast food restaurants, and used car lots. Building sizes tend to be larger than what is found along Main Street, ranging from 10,000-30,000 square feet. Curb cuts along the road corridors are an issue and parking is generally located in the front of buildings.



Commercial Uses along Breazeale Ave. Mt. Olive, NC

Commercial uses on U.S. Highway 117 and Highway 55 include big box retail stores, fast food restaurants, convenience stores, car lots and shopping centers.

Commercial uses within the ETJ are generally limited.

The downtown area was once the commercial hub of the town and is still vibrant today. However, this area has recovered in activity in recent years and few buildings are now vacant. Service oriented shops and businesses located in the downtown include attorneys, hair and tanning salons, flower shop, auto parts, thrift shops, small café, restaurant, and banks.



Downtown Buildings on Center Street, Mt. Olive, NC

The downtown includes a mix of one- and two-story brick buildings, with some residential on the second floor.

Downtown design elements include sidewalks, on-street parking, street lights, and shorter setbacks. However, street trees and landscaping/streetscape elements are generally lacking. The downtown offers good opportunities for mixed use development that incorporates both retail and residential uses. Buildings are ripe for rehabilitation and one option may include first floor retail with second floor residential living.

Other uses in the downtown include the Town Hall, library, and Volunteer Fire Department. A potential asset in downtown is an old theatre, which would be a prime attraction to the community and college populations. There are several storefront churches in the downtown as well. While religious institutions are certainly an asset to the town, storefront churches are often in conflict with downtown revitalization due to limited hours of use, parking, and removal of viable retail space from the tax base.

4. Industrial Land Use

Industrial land uses are very limited in the town and only consist of approximately 4% of the land use in the town. Such uses are even more limited in the ETJ. Furthermore, the industrial uses are underutilized due to limited operations, vacancies and slow economy in the past five years. One of the most visible industrial land use in the town is the Mount Olive Pickle Company. The company plant is in a central location in the town and is highly visible.

Other industrial sites are located in the northeastern part of the planning area, also recently zoned industrial sites in the southern part of the planning area.

5. Institutional Land Uses

Institutional land uses make-up nearly 15% of the land use in the planning area, with the majority of these uses located within the town limits. Institutional uses include churches, cemeteries, government buildings, the Carver Elementary School, and the Mount Olive Municipal Airport.



Carver Elementary School, Mt. Olive, NC

Public recreation areas abound in the town including parks, ballfields and senior center. Some local churches provide small playgrounds. The Wayne/Duplin County Governments do not provide recreational facilities. Typically, a community park provides passive and active recreation for a service area of 3-5 miles. Such a park would offer active recreation programs for youth, families, and seniors.

8. Forest/Open Space

Forest land or open space accounts for nearly one-quarter of the land in the planning area. There is a good deal of open space in the planning area, within the town there is limited forested land. Generally, any land not in agricultural or residential use in the ETJ is undeveloped forest land.

Chapter V: How Do We Get There?

A. Action Plan

1. Using the Action Plan

The Comprehensive Land Use Plan establishes criteria for making decisions on locating new development and public improvements within the planning area. Application of the plan will influence the location, timing, and intensity of all future development and the installation of supporting infrastructure. The plan transforms the goals and policies of the plan elements into a physical picture of the preferred spatial distribution for residential, commercial, industrial, institutional, public, open space, and other land use and development activities. If successfully implemented, the Comprehensive Land Use Plan will:

- ensure new development is consistent with the policies of each plan element, and

- direct and concentrate new development to areas where adequate public infrastructure is available or can be extended without placing excessive burden on the Town's physical or financial resources.

2. Guiding Land Use Principles

Mount Olive's vision for future land development is to encourage a compatible mix of uses which preserves the Town of Mt. Olive's small town character while respecting its historic design features. The Town of Mt. Olive will accomplish this goal by adhering to the following land use principals in land use decision making.

- Provide a high level of recreational facilities, services and programs
- Support a vibrant downtown
- Enhance the workforce and create and retain jobs and youth

3. Action Plan Vision

The Town of Mt. Olive is committed to achieving the collective vision of its residents by managing the balance of the collective vision of its residents, the beauty of the environment, and its commercial needs. The citizens of Mt. Olive seek to shape a future for our town that preserves and enhances its natural features and rich heritage, while providing the services and amenities that characterize a healthy, dynamic and safe community. We recognize that to nurture the qualities that are valuable to residents and visitors alike, we must establish and renew principles and objectives that will help guide our actions into the future. We will accomplish this by relying on individual diversity and active participation of all community segments in preserving the town's natural assets and small town, rural feeling.

In the future Mount Olive will develop in such a way that will:

- Maintain rural character and promote historic lore, appearance and architectural style
- Promote uniform style design of public elements in the planning area
- Promote residential variety
- Maintain an attractive community appearance
- Provide balanced growth and minimize sprawl type development
- Encourage the successful commercial development of both the downtown and the highway corridors
- Promote new industrial development in appropriate areas
- Encourage environmentally friendly development
- Provide safe, walkable neighborhoods and street intersections
- Prepare and implement pedestrian access ways in the planning area
- Assist new and existing businesses

4. Elements of the Action Plan

Notes:

Primary Responsible Party listed in **bold**

Timeframe Definitions

Ongoing: Continuous activity

Short term: Within 1 year

Medium term: Within 1-5 years

Long term: Over 5 years to 20 years

a. Economic and Workforce Development

Goal: Maintain Mount Olive’s role as a commercial hub of Wayne/Duplin County, by strengthening the historic downtown, providing for new industrial development and positioning the Town of Mt. Olive as the regional destination for retail, entertainment and service needs.

1. Support a vibrant full service downtown Mount Olive		
<i>Policies</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
<ul style="list-style-type: none"> Incorporate downtown into the historic district 	Town of Mt. Olive, Historic Preservation Com; Partners: Business Owners, Small Town Mainstreet (STMS)	Short
<ul style="list-style-type: none"> Develop design guidelines for downtown 	Town of Mt. Olive Planning,	Short
<ul style="list-style-type: none"> Assist downtown merchants by offering incentives to improve buildings 	STMS, Town of MO Admin, Partner: Chamber of Commerce	Ongoing
<ul style="list-style-type: none"> Develop a strategic plan for downtown business recruitment (should include a study of existing square footages) 	Town of MO; Partner: NC Main Street, Chamber of Commerce (Chamber)	Medium
<ul style="list-style-type: none"> Promote existing downtown stores 	Chamber, Town of Mount Olive	Ongoing
<ul style="list-style-type: none"> Continue to support the efforts of downtown economic development program 	Town of Mt. Olive; Partner: Chamber	Ongoing
<ul style="list-style-type: none"> Develop and implement a way finding program for downtown Mount Olive. Way finding should incorporate both the downtown and access from major highways 	Chamber; Partner: NCDOT, Mount Olive College (MOC), Historic Preservation	Short/ (NOW)

2. Develop Mount Olive as a destination for Tourism

<i>Policies</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
<ul style="list-style-type: none"> Support the continued development of athletic facilities which promote Mount Olive as a destination for regional tournaments 	Town of Mt. Olive, Parks & Rec; Partners: Community Volunteers, ALDA, MOC	Ongoing
<ul style="list-style-type: none"> Increase marketing of the historic downtown by using advertising, signage and other media outlets 	Chamber, Town of Mt. Olive, Historic Preservation	Ongoing
<ul style="list-style-type: none"> Seek official NCDOT directional signage to the downtown from highways 117 and 55 	Town of Mt. Olive; NCDOT	Ongoing
<ul style="list-style-type: none"> Identify resources for, and develop, parks and recreation facilities that are conducive to economic development and tourism. 	Town of Mt. Olive; ALDA, MOC	Medium - Long
<ul style="list-style-type: none"> Promote the rich history of Mt. Olive to its citizens and outside of town to enhance the town's appeal as a great place to live, work and do business. 	Historical Commission; Partner: NC Tourism	Ongoing

3. Regional Economic Development		
<i>Policies</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
<ul style="list-style-type: none"> Promote the airport as an economic development tool 	Town of Mt. Olive, Wayne/Duplin EDC	Ongoing
<ul style="list-style-type: none"> Participate with regional economic development partners 	Town of Mt. Olive; EDC	Ongoing
<ul style="list-style-type: none"> Market industrial sites within Mount Olive’s jurisdiction that are compatible with the Town of Mt. Olive’s existing development and character 	Town of Mt. Olive, Chamber; Marketing, WCDA, EDC, Goldsboro	Ongoing
<ul style="list-style-type: none"> Support workforce development efforts 	MOC, Wayne Co. WCDA, Investors of Economic Development, WCCC Cert of Work Readiness Program;	Ongoing
<ul style="list-style-type: none"> Promote Mount Olive College and other technical schools 	MOC, Wayne/Duplin Co. All Media	Ongoing
<ul style="list-style-type: none"> Help kids stay in school by providing increased Town of Mt. Olive recreational programs and opportunities. 	Town of Mt. Olive Parks & Rec, Police, Schools; Partners: Scouts, Boys & Girls Clubs, Churches	Short

Goal: Maintain a downtown that is vibrant, clean and safe which supports residential development and contains a mixture of specialty shops, restaurants and cultural activities.

1. Support downtown as the center for Mount Olive’s civic and cultural activities.		
<i>Policies</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
<ul style="list-style-type: none"> Support major investments in downtown 	Town of Mt. Olive, Downtown Mount Olive, STMS, Mt. Olive College Chamber of Commerce	Ongoing
<ul style="list-style-type: none"> Increase the prominence of downtown as a center for community activity by developing a “downtown after five” entertainment/arts event program and expand the number of weekend festivals 	Chamber of Commerce Wayne County Chamber, STMS, Arts Council Partner: MOC	Ongoing
<ul style="list-style-type: none"> Develop a downtown theater to be used for cultural arts and activities 	Town of Mt. Olive, County, MOC Partners: Other towns	Long
<ul style="list-style-type: none"> Create pedestrian trails plan and expand walking trails throughout the downtown 	Town of Mt. Olive P&R, MOC	Medium
<ul style="list-style-type: none"> Have a Community Day when all civic, non-profit and other organizations and private individuals get together so citizens can become aware of all the services available. 	Town of MO, Library, School System, Unity Organization	Short
2. Promote public involvement in downtown.		
<i>Policies</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
<ul style="list-style-type: none"> Work to retain institutions within the downtown 	STMS, Town of Mt. Olive, Partner: Chamber	Ongoing
<ul style="list-style-type: none"> Build civic pride and assist Town of Mt. Olive maintenance efforts by developing volunteer maintenance programs such as “adopt-a-street” “adopt-a-spot” etc. 	Town of Mount Olive	Ongoing
<ul style="list-style-type: none"> Involve youth in the downtown as volunteers 	Town of Mt. Olive Parks and Rec, Schools, Police Dept., Churches, Boy/Girl Scouts	Short

3. Foster good communication between businesses and other downtown entities.		
<i>Policies</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
<ul style="list-style-type: none"> Hold regular joint meetings between organizations and boards with an interest in downtown 	STMS, Chamber of Commerce, Town of Mt. Olive	Ongoing/Short
<ul style="list-style-type: none"> Link municipal and organizational websites with an interest in downtown 	Town of Mt. Olive, MOC	Short
4. Encourage retail development and residential uses in the downtown to attract visitors, reuse buildings, create jobs, and support the local tax base.		
<i>Policies</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
<ul style="list-style-type: none"> Actively support restaurant recruitment into the downtown 	STMS, Chamber	Ongoing
<ul style="list-style-type: none"> Promote the upper floors of buildings for use as dance studios, cultural arts and music lessons 	STMS, Town of Mt. Olive, MOC, Arts Council	Ongoing
<ul style="list-style-type: none"> Provide downtown economic incentives 	Town of Mt. Olive, STMS	Medium
<ul style="list-style-type: none"> Promote downtown civic assets (train depot, library, etc.) 	Town of Mt. Olive, STMS, Chamber	Short
<ul style="list-style-type: none"> Promote residential use in upper floors of buildings 	STMS, Partners: Developers, Realtors	Short – Medium
<ul style="list-style-type: none"> Revisit existing streetscape plan – focus on traffic calming and pedestrian friendly 	Town of Mt. Olive	Medium
<ul style="list-style-type: none"> Inventory and analyze existing buildings and facilities 	STMS, Chamber, Town of Mt. Olive	Ongoing
<ul style="list-style-type: none"> Create a new and existing business incubator program 	Mt. Olive College, Town of Mt. Olive, Chamber	Short

5. Preserve downtown's historic character by fostering attractive architectural design, improving physical facilities and promoting pedestrian activity.		
<i>Policies</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
<ul style="list-style-type: none"> • Prepare an underground wiring plan 	Town of Mt. Olive , utility company	Long
<ul style="list-style-type: none"> • Create and maintain a landscaping plan 	Town of Mt. Olive , STMS	Short, Ongoing
<ul style="list-style-type: none"> • Support renovation of dilapidated buildings (develop minimum standards for commercial buildings) 	Town of Mt. Olive , STMS	Medium
<ul style="list-style-type: none"> • Develop revolving fund to purchase important threatened buildings 	Town of Mt. Olive	Medium
<ul style="list-style-type: none"> • Develop downtown design guidelines 	Town of Mt. Olive	Medium
<ul style="list-style-type: none"> • Create preservation friendly ordinances 	Town of Mt. Olive	
<ul style="list-style-type: none"> • Explore historic preservation credits and incentives for the Carver School site. 	Town of Mt. Olive	

b. Infrastructure

Goal: To offer diverse and continually improving leisure and recreation opportunities for citizens of all ages and interests, improve the quality of life of citizens, and promote healthy living and a healthy population.

<i>Maximize use of acreage next to Carver Cultural Center for sports tournaments to bring in outside dollars and to create a safe way to access between recreational areas.</i>		
<i>Policies</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
Hold tournaments and work with NCDOT to create safety plan to have access between recreational sites	Town of Mt Olive Parks and Rec, Division Staff of NC DOT	Medium
Increase ball fields and playground equipment at the 12 ac. park next to Carver Cultural Center	Town of Mt Olive Parks and Rec, Town of Mt. Olive Commissioners	Medium
<i>Offer various types of recreational opportunities for citizens of all ages and interests thereby improving the quality of life and promote healthy living.</i>		
<i>Policies</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
Strive for exceptional levels of service for parks and recreation facilities.	Town of Mt Olive Parks and Rec, Commissioners, Volunteers, Donors, Outside agencies, Mount Olive College	Short, Ongoing
Implement a capital improvement program to insure that level of service standards are maintained.	Town of Mt Olive Parks and Rec, Commissioners, Mt. Olive College	Long, Ongoing
Continue to update Town of Mt. Olive's recreation departmental strategic plan.	Parks and Recreation Adv Committee, Parks and Rec, Commissioners	Short, Ongoing

Assure equity of use to all groups.	Town Parks and Rec, Commissioners, Parks and Rec Adv. Committee	Ongoing
Consider economic development and tourism goals when developing plans for new parks and recreation facilities. (These considerations could determine the priority of 2 otherwise equal projects)	Commissioners, Parks and Rec, Recreation Advisory Committee, Wayne County Travel and Tourism, Mt. Olive College	Medium, Ongoing
<i>Provide a variety of quality recreational programs and activities to meet the needs of youths and adults</i>		
<i>Policies</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
Seek out and respond to public feedback on their satisfaction with existing programs and the need for new recreation programs.	Town Parks and Rec, Recreation Adv. Committee, Schools, County, Health Dept, State, COG, Media, Senior Center, Boys and Girls Club, Men of FIC (Faith, Integrity and Character), Mt. Olive College	Short, Ongoing
Insure that adequate staffing and resources are available to deliver all recreational programs in a quality and safe manner.	Town Parks an Rec, Commissioners, Recreation Adv Committee, Internship with Mt. Olive College, Faison Parks and Rec	Short, Ongoing

4. Increase residents' participation in healthy living activities and lifestyles.		
Policy	Responsible Parties and Partners	Timeframe
Increase public awareness of benefits of healthy living activities in programs by establishing a campaign to increase available recreation opportunities	Town Parks and Rec, Health Dept, Schools, Media, schools, Mt. Olive College, Businesses	Short, Ongoing
5. Promote coordination with public agencies, institutions, and the private sector		
Policies	Responsible Parties and Partners	Timeframe
Identify and pursue opportunities for cooperative development and use agreements.	Town Parks and Rec, Town of Mt. Olive, Public Agencies, Schools, Institutions, Private Enterprises, Mt. Olive College, Civic and Service Clubs	Short, Ongoing
Seek out and obtain alternative funding sources to supplement Town of Mt. Olive resources.	Town Parks and Rec, Commissioners, County, Government Agencies, Parks and Rec. Adv. Committee, Civic and Service Clubs, People Living Out of City Limits, Schools, Mt. Olive College, Industries and Businesses	Short, Ongoing
6. Create a technology friendly Mt. Olive		
Policy	Responsible Parties and Partners	Timeframe
Promote the use of the Town of Mount Olive website	Town of Mt. Olive , Chamber of Commerce	Short, Ongoing

Goal: To encourage the preservation of natural resources and help build within the population an appreciation for those resources and for nature in general.

<i>Identify and pursue opportunities within the Town of Mt. Olive for “Green Space” and passive recreational parks</i>		
<i>Policies</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
Adopt or revise policies to encourage developers to provide and maintain open space and passive recreation areas in new residential development.	Planning Board , Commissioners, Parks and Rec, Recreation Adv Board, Wayne/Duplin Greenways Advisory Committee, Progress Energy and Tri-County Energy	Short, Ongoing
Promote the use of open space to enhance the appearance of development and provide a buffer between incompatible land uses.	Planning Board, Small Town Mainstreet , Commissioners, Parks and Rec, Recreation Adv Board,	Short
Maintain existing parks and recreational open space.	Parks and Rec , Commissioners, Friends of the Park, Men of FIC	Ongoing
<i>Encourage the preservation of natural resources and wildlife areas.</i>		
<i>Policies</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
Prepare an inventory of critical environmental and natural resources that should be preserved.	Engineering , Planning, DENR, State Agencies, USDA	Short
Develop policies and programs that emphasize the importance of preservation of natural resources and wildlife.	Town of Mt. Olive (Public Works/Engineer) , Water Treatment Centers, County, State Agencies, Schools	Short, Ongoing
<i>Insure that natural resource and wildlife areas remain in pristine condition.</i>		
<i>Policies</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
Implement and/or maintain environmental protection best practices for development within the Mt Olive planning area	Engineering , Town of Mt. Olive, State Agencies	Ongoing
Promote the use of natural resource areas for passive and educational recreation activities and programs.	Town Parks and Rec , Recreation Adv. Committee, Schools, County, Health Dept, State, COG, Media, Mt. Olive College, Wayne Co. Community College, other Schools	Ongoing

Goal: To provide walkable and “bikeable” communities with access to regional destinations.

Create a Town of Mt. Olive wide and regional non-motorized transportation and recreation network (greenways, bikeways, walkways).		
Policies	Responsible Parties and Partners	Timeframe
Incorporate the County Transportation and Greenway Master Plans into development decisions.	Town of Mt. Olive, , Planning Board, County, CTP Committee	Ongoing
Coordinate new development and public improvement proposals with existing or proposed bikeways and walkways.	Planning, Engineering, Commissioners, Planning Board, Parks and Rec,	Ongoing
Assign a Town of Mt. Olive representative to groups responsible for preparing and enacting the precepts of regional greenways, recreation, environmental, and transportation plans.	Commissioners	Ongoing
Collaborate with developers to determine how they might construct or provide a link to existing or proposed greenway corridors, facilities, or non-motorized transportation networks.	Town of Mt. Olive, , County, Developers	Ongoing
Look for, and work towards, opportunities to connect Mount Olive’s greenway system to regional greenway systems.	Town of Mt. Olive, Rep, , , Developers	Ongoing
Incorporate new greenway facilities into police patrol patterns within the Town of Mt. Olive.	Police Dept	Medium
Permit greenways as a use under open space, outdoor recreation, and passive recreation activities.	Planning Board, Commissioners	Short
Promote walking and biking as a safe and convenient form of recreation and transportation	Parks and Rec, Schools, Health Dept, State, Churches, NCDOT	Ongoing
Acquire necessary rights-of-way and easements to implement non-motorized transportation improvement plans.		
Policies	Responsible Parties and Partners	Timeframe
Continuously monitor railroad abandonment and investigate railroad banking possibilities.	Town Mgr, Engineer, , Parks and Rec, Developers, NC Rails to Trails, Rail Co.	Ongoing
Pursue joint-use easements and dedications (utilities, schools, institutions, large property owners, etc) that accommodate greenways and other forms of non-motorized transportation.	Engineer, Town of Mt. Olive Attorney, Commissioners,	Short, Ongoing

<i>Enhance walkable and bikeable infrastructure.</i>		
<i>Policies</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
Establish minimum walkable and bikeable standards for all improvements.	Planning, Engineering,	Short
Insure that all development and public improvements are designed and constructed to meet these standards.	Engineering, Planning Board	Medium, Ongoing

Goal: Provide a safe, reliable, efficient, and sustainable multi-model transportation network that enhances the quality of life within, and the economic vitality of town and surrounding areas.

Support the multi-model transportation system created in the 2040 CTP		
<i>Policies</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
Create a corridor plan along Henderson Street	Town of Mt. Olive; Partners: NCDOT	Medium
Include in the model connecting Mt. Olive College with Mainstreet via Henderson St.	Town of Mt. Olive; Partners: NCDOT, Mainstreet	Medium
Seek connection to the Civil War Scenic Byway	Town of Mt. Olive, NCDOT and other interest groups	Medium

Goal: Maximize the use of existing facilities and add capacity and connectivity strategically.

Enhance and expand services for alternative transportation needs, including (but not limited to) transit, walking, and bicycling.		
<i>Policy</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
Create plan for alternative transportation needs	Town of Mt. Olive, NCDOT and other interest groups	Medium

Goal: Promote the continued improvement of the road, bicycle, and pedestrian way networks around and within the town to create and improve a transportation network that promotes and supports economic development that is consistent with existing and future land use goals and patterns.

Educate the public on general transportation issues, as well as alternative forms of transportation		
<i>Policy</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
Promote transportation issues and alternative forms of transportation	Town of Mt. Olive , NCDOT and other interest groups	Medium

Goal: Plan for alternative forms of transportation taking particular note of the needs of citizens whose access to transportation is limited by health or economic issues.

Produce more bikeways, running paths and walkways in town and ETJ ultimately connecting with other regional partners		
<i>Policy</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
Create plan for alternative forms of transportations	Town of Mt. Olive , NCDOT and other interest groups	Medium

Goal: Reduce traffic congestion and improve safety

Make dangerous intersections safe		
<i>Policies</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
Provide clearly marked cross walk, cross walk signal lighting	Town of Mt. Olive , NCDOT	Short
Provide sidewalks on the east side of Breazeale Ave.	Town of Mt. Olive , NCDOT	Medium

c. Community Development - Neighborhoods and Housing

Goal: To provide a wide variety of quality housing options for all residents and age groups characterized by walkability and good design

1. Safe and Walkable Neighborhoods		
<i>Policies</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
<ul style="list-style-type: none"> Increase and maintain sidewalks and streetwalks around town 	Town of Mt. Olive Public Works, NCDOT, RPO, Small Town Mainstreet	Medium, Ongoing
<ul style="list-style-type: none"> Conduct a street light inventory and analyze illumination coverage area in summer vs. winter and downtown (what is coverage with/without tree leaves and window awnings?) 	Town of Mt. Olive, Small Town Mainstreet	Medium
<ul style="list-style-type: none"> Analyze coverage area summer vs. winter and downtown 	Town of Mt. Olive	Ongoing
<ul style="list-style-type: none"> Require sidewalks in new developments 	Town of Mt. Olive, Planning Board	Short
<ul style="list-style-type: none"> Develop walkable new neighborhoods and make existing neighborhoods walkable 	Town of Mt. Olive, Planning Board	Short, Ongoing
2. Development Type		
<i>Policies</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
<ul style="list-style-type: none"> Promote mixed development 	Town of Mt. Olive, Planning Bd., Realtors, Chamber of Commerce	Ongoing
<ul style="list-style-type: none"> Encourage infill development 	Town of Mt. Olive, Planning Bd., Realtors, Chamber of Commerce	Ongoing
<ul style="list-style-type: none"> Review subdivision standards so as not to impede upscale senior housing in select areas 	Town of Mt. Olive, Planning Bd.	Short, Ongoing
<ul style="list-style-type: none"> Encourage residential development in the upper floors of downtown 	Town of Mt. Olive, , Planning Bd., Realtors, Small Town Mainstreet	Ongoing
<ul style="list-style-type: none"> Educate citizens of the good quality of life and promoting the Wayne County Arts Council and other cultural elements 	Town of Mt. Olive, Wayne Co. Arts Council, Planning Bd., Mt. Olive College	Ongoing

3. Promote Home Ownership		
<i>Policies</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
<ul style="list-style-type: none"> Promote home ownership workshops by partnering between the Town of Mt. Olive and other organizations 	Town of Mt. Olive; Habitat for Humanity, Banks, Farmers Home, Realtors, Mt. Olive Development Corporation	Medium
<ul style="list-style-type: none"> Partner with other non-profits on housing issues 	Town of Mt. Olive; Habitat for Humanity, Banks, Farmers Home, Realtors, Mt. Olive Development Corporation	Medium
4. Community Appearance		
<i>Policies</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
<ul style="list-style-type: none"> Create regulations for screening/buffering of accessory uses including dumpsters 	Town of Mount Olive, Planning Board	Long
<ul style="list-style-type: none"> Improve town gateways with improved signage and landscaping 	Town of Mount Olive, Commissioners, Small Town Mainstreet, Civic Groups, Scouts, Code Enforcement,	Short
<ul style="list-style-type: none"> Create a common town identity throughout the planning area including elements of signage, design, way finding signs, street lighting, etc. 	Town of Mount Olive, Commissioners, Planning Board, Small Town Mainstreet, Civic Groups, Scouts	Short
<ul style="list-style-type: none"> Increase ordinance enforcement on business' violating town code 	Town of Mount Olive Planning Board and Commissioners	Short

Goal: To support the efforts of Mt. Olive, County Law Enforcement, hospitals and private citizens to keep the town safe.

5. Promote safety efforts of Mt. Olive citizens and groups		
<i>Policies</i>	<i>Responsible Parties and Partners</i>	<i>Timeframe</i>
<ul style="list-style-type: none"> Have several forums with successful and start up of citizen safety groups 	Town of Mount Olive , Police Department, Fire/EMS, Civic Groups, Churches, Private Neighborhood Groups, Utilities Companies	Short, Ongoing
<ul style="list-style-type: none"> Form a committee to research the feasibility for a 24 hour hospital/ER capability in Mt. Olive 	Town of Mount Olive , Family Medical Center, EMS, County Health Department, Wayne Memorial Hospital, Duplin General Hospital,	Medium

5. ACTION PLAN - LAND USE CATEGORIES

Note: Where applicable the North American Industry Classification System (NAICS) is used to show land use categories below.

a. AGRICULTURE

The agricultural areas are characterized by working farms, prime agricultural lands and timberland. Large tracts of land with well suitable soil for agricultural purposes are important. These areas should be viewed as important community assets for their large farm and garden purposes.

Acceptable Uses

- Agriculture, Forestry, Fishing and Hunting (11)
- Arts, Entertainment and Recreation (71)

Development Standards

- 5 acre minimum lot sizes to preserve large parcels

Policies

- Support conservation programs and encourage the creation of Agricultural Conservation Districts for important farm lands
- Discourage subdivisions into rural areas not supported by public utilities
- Encourage agricultural use producing organic produce
- Explore ordinance amendments to separate agricultural uses through buffers

b. OPEN SPACE AND RECREATION

Conservation Areas

Conservation areas are critical environmental areas where ordinary development practices would likely cause significant environmental damage. Lands surrounding or adjacent to conservation areas can also be sensitive, and development of these lands should consider negative impacts and methods to mitigate or eliminate these impacts. Flood hazard areas, stream buffer areas, and severe soils are types of conservation areas.

Acceptable Uses

- Preserved open space
- Conservation areas
- Nature preserves
- Passive recreation areas, including greenways and nature trails

Development Standards

- Conservation design standards

Policies

- Minimize environmental Impacts
- Develop flexible parking standards which minimize storm water runoff
- Preserve future water resources for future town drinking supply

Recreation Areas

Recreation areas are sites that should be reserved for active recreation and educational activities.

Acceptable Uses

- Ball fields (football, baseball, softball, soccer, etc.)
- Basketball and Tennis courts
- Sports complex and multi-use centers
- Playgrounds
- Other active recreation activities

Policies

- Develop the historic Train Depot as a regional Conference Center
- Identify new facilities and recreation areas as Mount Olive grows and develops.
- Increase available land for recreation by establishing a land set aside or fee requirement for new subdivisions

c. COMMERCIAL AND OFFICES

Commercial and Office land use categories are designated for business establishments primarily engaged in the sale of goods and services to the public.

Neighborhood Commercial

These areas allow for a limited range of commercial activities serving the convenient needs of nearby neighborhoods. Acceptable uses will have limited impact on adjacent residential areas especially in terms of lighting, signage, traffic, odor, noise, and hours of operation. The design of neighborhood commercial development should be compatible with surrounding neighborhoods in terms of scale, building and site design, materials, and color.

Acceptable Uses

- Discount Department Stores (452112)
- Grocery stores (4451)
- Miscellaneous Store Retailers (453)
- Health and Personal Care Stores (446)
- Healthcare and Social Service Offices (621, 6244)
- Small full-service restaurants (7221), *no drive-thru*
- Neighborhood-scale shopping centers
- Convenience businesses that cater to nearby neighborhoods

Development Standards

- Access to collector streets
- Proximity to residential areas
- Public water and sewer
- Retail floor area 40,000 sq ft.
- Pedestrian-oriented design

Policies

- Develop appearance standards for neighborhood compatibility

Community Commercial

These areas allow for a full range of commercial activities that serves the needs of the community at-large. Uses within these areas are generally auto dependent and require direct access to major arterial streets. Community commercial areas should complement the character of surrounding development. Internal design of community commercial shopping centers and office parks should be pedestrian friendly.

Acceptable Uses

- Retail Trade (44-45)
- *Selected* Wholesale Trade (42)
- Information (51)
- Finance and Insurance (52)
- Real Estate and Rental and Leasing (53)
- Professional, Scientific, and Technical Services (54)
- Management of Companies and Enterprises (55)
- Administrative and Support Services(561), *excludes Waste Management*
- Educational Services (61)
- Health Care and Social Services (62)
- Arts, Entertainment, and Recreation (71)
- Accommodation and Food Services (72)
- Other Services (81)
- Community-scale shopping centers and office parks

Development Standards

- Access to arterials and collector streets
- Public water and sewer
- Suitable soils and site conditions
- Retail floor area of 125,000 square feet
- Protective buffers between residential areas
- Pedestrian linkage between adjacent development

Policies

- Develop appearance and compatibility standards for neighborhood commercial uses
- Consider establishing transitional type zoning districts and standards to protect exiting adjacent residential areas
- Allow bed and breakfast lodging uses in entry corridors and develop standards
- Update sign ordinance and develop design standards for new signage
- Review landscape buffer standards and ordinances
- Require underground wiring in new development

Regional Commercial

These areas tend to have large “big-box” users as anchor tenants and offer a broad range of goods or services to a market area beyond the local community. Regional shopping centers (malls) provide a wide range of retail, office and service uses.

Acceptable Uses: *See Community Commercial*

Development Standards

- Near major highway intersections
- Accessible to adequate public water and sewer
- Retail floor area of 250,000 square feet

Policies

- *See policies for community commercial*

d. DOWNTOWN

The downtown district encourages a variety of land uses with flexible design standards to allow Mount Olive's traditional town center to continue to play a vital role as the economic and cultural center for the community.

Acceptable Uses

The downtown area provides for a mixture of land uses appropriate to the traditional historic Zoning and other development regulations for this category will allow for a mix of the following uses:

- small specialty retail
- dining and accommodations
- personal and professional services
- public, institutional and cultural activities
- Encouraged use of upper stories as studio and performing art space.
- Residential development of upper stories of commercial buildings

Development Standards

- New development design should be compatible with the historic architecture of the downtown area.
- Allow flexible parking space standards
- Suburban style development is discouraged. Buildings should be brought to the street

Policies

- The continued use and restoration of existing buildings is encouraged
- Study and implement traffic calming methods downtown
- Develop new sign standards and implement downtown
- Encourage the removal of overhead wiring

e. LIGHT INDUSTRIAL

Light industrial areas provide a location for companies engaged in light manufacturing, warehouse and distribution and other commercial businesses that can provide local employment and contribute to the local economy.

Allowable Uses

- Manufacturing (31-32)
- Wholesale Trade (42)
- Transportation and Warehousing (48-49)

Development Standards

- Access to major highway corridors
- Availability of public utilities
- Prohibit outside unscreened storage

Policies

- Review zoning table of contents. Encourage clean industry and discourage heavy water users
- Seek alternative uses for existing warehouse structures
- Give transportation access for 18 wheelers to industrial park from and to major highways

f. INSTITUTIONAL AND PUBLIC

The institutional and public areas accommodate government facilities (civic centers, libraries, and offices), schools and hospitals. Public infrastructure is needed in the way of planned street extensions and widening.

Allowable Uses

- Professional, Scientific, and Technical Services (54)
- Health Care and Social Assistance (Hospitals) (62)
- Public Administration (92)

Development Standards

- Access to major arterials and collector streets
- Availability of public utilities

Policies

- Require designations of schools within major new residential developments
- Develop the medical district as a defined growth area

g. RESIDENTIAL

Residential land use categories are established to provide a safe and attractive living environment for all Mount Olive residents.

Low Density (1 dwelling per 0.5 to 1 acre)

Low Density areas will accommodate residential development in locations where public water, sewer, and other urban services may not currently be available, but may be extended within the next 10 to 15 years. This area may be considered for more intense development as public water and sewer service become available.

Acceptable Uses

- Single-family dwellings
- Manufactured homes
- Community and neighborhood parks
- Complementary nonresidential activities (churches, civic organizations, etc)

Development Standards

- Public water and sewer if unsuitable for on-site systems
- Access from local roads
- Walkable and bikeable site design
- Underground utilities
- Curb and gutter where appropriate

Suburban Density

Suburban density areas are intended to allow for a compatible mix of single-family and two-family residential areas at densities of 1 dwelling unit per 0.25 acres to 1 dwelling unit per 0.50 acres. These areas should be located where public water and sewer service are available or can be feasibly extended.

Acceptable Uses

- Single-family dwellings
- Two-family (duplexes) dwellings
- Neighborhood parks and recreation, (playgrounds, golf courses, etc)
- Complementary institutional activities (Religious institutions, civic and social lodge or club house, etc)

Development Standards

- Access to local streets
- Walkable and bikeable site and infrastructure design
- Public water and sewer
- Promote pedestrian friendly development
- Require paved curbs and gutters along streets where appropriate
- Require Sidewalks
- Encourage traffic calming
- Develop off-street parking standards

Policies

- Encourage trails and walkable areas in large developments
- Study the development of housing design standards
- Develop open space and recreation dedication standards
- Develop amenities standards for large subdivisions

Urban Density (1 dwelling per 0.25 acres or less)

Urban density areas are intended for a variety of housing types at densities of 1 dwelling per 0.25 acres or less. Development within these areas should have public water and sewer available at the time they are constructed. New development should be compatible with the architectural character of existing development within the urban core.

Acceptable Uses

- Single-family dwellings
- Two-family (duplexes) dwellings
- Townhouses and multifamily developments
- Neighborhood parks
- Complementary nonresidential activities (club houses)

Development Standards

- Access to local streets
- Traditional Neighborhood Development design features
- Walkable and bikeable site and infrastructure design
- Public water and sewer
- Require curb and gutter and sidewalks

Policies

- Encourage trails and walkable areas in large developments
- Study the development of housing design standards
- Develop open space and recreation dedication standards including a “fee in lieu of” program
- Develop amenities standards for large subdivisions
- Encourage developments which include a mixture of housing types including townhouses and condominiums
- Research adequate public facilities ordinances as a means to insure availability of infrastructure for new development
- Promote compatible infill development

h. MIXED USE AREAS

Mixed use areas are designated growth areas which allow for a variety of combatable land use options. This designation is suitable when the desired land use intensity of an area is known and public utilities and streets are either available or planned as a priority.

Acceptable Uses

- Office Center Development
- Light Industrial including: distribution, manufacturing and wholesale trade
- Multi and single-family planned residential development with integrated retail land uses

Development Standards

- Access to arterials and collector streets
- Available Public water and sewer
- Suitable soils and site conditions
- Direct access to major arterial and collector streets
- Internal recreation facilities in residential developments
- Protective buffers between residential areas
- Pedestrian linkage between adjacent development
- Landscaping standards

Policies

- Amend development ordinances as necessary to allow mixed use development

h. Gateway Corridors and Special Focus Areas

Gateway corridors serve as major entranceways into the Town of Mt. Olive. They serve as the community's front door and their design influences visitor perception of the Town of Mt. Olive. The following corridors have been designated as gateways for Mount Olive.

Highway 117

The US Highway 117 corridor to the Town of Mt. Olive limits is recommended for development as a retail and service use corridor. Primary uses include highway oriented retail stores, restaurants, offices and service uses.

Policies:

- Develop general design and appearance standards for the appearance standards for the corridor
- Not to support this corridor to be designated as "limited access" by NCDOT
- Work with NCDOT to minimize the number of driveways cuts to preserve the transportation function of the corridor.
- Incorporate service road design to access primary and secondary uses
- Work with NCDOT and develop a landscape plan for the corridor
- Not to support one-way turn redesigns of interstecions within the planning area specifically at Hwy 117/Main Street and Hwy 117/Smith Chapel Rd

Highway 55

The Highway 55 corridor is recommended for a mixture of land uses from Harrell's Hill Road on the east to its junction with North Church Street on the west. Primary uses include mixed use residential on the eastern segment , regional and community scaled commrcial in the central segment and mixed use residential development on the western end of the corridor. This corridor serves an important through route transportation function around downtown Mount Olive. As one of Mount Olive's newly developed areas, special empasis should be placed on landscaping and high quality design along the length of the corridor.

Policies:

- Maintain limited drive way access to the corridor utilizing service road access to primary and secondary uses
- Develop landscaping plan for the corridor

North and South Breazeale Avenue

North Breazeale Avenue is primarily a business corridor until Station Street then residential until West Main Street then South Breazeal Avenue is a mix of business and residential. This arterial corridor serves to flow traffic through town.

Policies:

- Limit widening of Breazeale Avenue to maintain downtown as a low volume traffic area. Direct truck and through traffic to outer roadways.
- Work with NCDOT to improve pedestrian walkways at intersections and develop a sidewalk plan
- Work with NCDOT to implement a bike way

Main Street

Main Street is a primarily residential corridor on the east from Hwy 117 to Elmore Street on the west lined with historic homes and mature trees. Important development considerations include maintaining the residential and historic character of the corridor. Some limited commercial uses such as bed and breakfast lodging may be appropriate for the corridor to preserve viability of large historic homes.

Policies:

- Limit widening of Main Street to maintain downtown as a low volume traffic area. Direct truck and through traffic to outer roadways.

Center Street

Center Street is an important corridor connecting downtown with outlining residential and institutional uses. North of downtown the corridor starts at the intersection of Mount Olive College property and Chestnut Street running south to Henderson Street, east to Center Street and through downtown until Lee's Country Club Road to the south.

Policies:

- Create pedestrian access from north and south parts of the corridor into the downtown area
- Promote the use of pedestrian bike and walk accessing the corridor to downtown
- Incorporate the corridor into the town's sidewalk plan

A. Plan Monitoring and Update

The 2030 Comprehensive Land Use Plan for the Town of Mount Olive is based upon the technical components of land use planning and the goals and aspirations of the community. Planning is a continuous process and these plans should be considered a beginning and framework for addressing growth and development issues. This plan provides a base of information and strategies for local officials and staff to build upon, and a document that can be easily updated on a regular basis. The plan should be adopted by the respective governing board and should be updated periodically, preferably every five years. Updating the plan is beneficial because it requires officials and the community at large to reexamine issues to keep up with changing trends.

The plan serves several purposes including:

- Providing educational materials pertaining to growth management and land development planning;
- Providing a general guide for the growth and development of the community;
- Serving as a land development resource manual; and
- Helping to position the Town of Mount Olive for future infrastructure funding; and
- Providing a framework for periodically updating the plan.

The Town of Mount Olive should monitor and evaluate the plan to determine the progress and success of proposed policies and implementation strategies outlined in the plan. Some action strategies and additional studies can occur simultaneously. Successful implementation will be incremental and require a long-term commitment by the community. On a regular basis local staff will need to update the Town Board of Commissioners on the progress made with the implementation of the plan and the action strategies outlined herein. Annually the mayor, town manager, and local planning staff should meet to evaluate progress made and then report back to the governing board. Plan implementation timetables and schedules will need to be updated annually. The challenge in the next 20 years will be to promote and guide economic growth and maintain the splendid quality of life so prevalent in Mount Olive and its extra territorial jurisdiction.

Exhibits - Maps: (see following pages)

Exhibits continued:

A. Town Department Summaries

Mount Olive Fire Dept.
401 N. Center St.
Mt. Olive, NC 28365

The fire dept. has 30 members. There are 28 volunteers, and 2 paid firefighters. Each member is required to have a minimum of 36 hours of training a year. All fire dept. equipment and vehicles are in better than average condition.

Mount Olive Fire Dept.
Michael Williams
Department Head

Department Overview Parks and Recreation

Staff:

Director (full-time)

Assistant Director (part-time)

Week-end Park Maintenance (part-time)

- Parks and Recreation Advisory Committee

Facilities:

Daughtry Fields- 1 softball field, 1 youth baseball field, concession stand, press box, storage buildings.

Activities include: T-ball, coach-pitch baseball, youth boy's baseball, girl's softball, adult softball

Westbrook Park- Kids World Playground, 2 shelters, 1 gazebo, bathrooms, maintenance garage.

Activities include: 4th of July celebration, Sunday in the Park, Mount Olive College workday in the park, park reservations (ex. Birthday parties)

Nelson Street Park- Outdoor basketball courts (6 goals), 3 shelters, playground equipment.

Activities include: Mount Olive College Workday in the park, outdoor basketball tournaments.

Carver Cultural Center Gymnasium- Basketball court, goals, bleachers, lobby, concession area, bathrooms, storage rooms.

Activities include: Youth basketball, Adult basketball, ADLA day program activities, open gym free play.

Senior Center- Indoor open space, tables, chairs, kitchen, bathrooms, art class room.

Activities include: Bingo, Beanbag baseball, WAGES meal program, art classes.

Mount Olive Historic Train Depot/Civic Center- Open room, conference room, kitchen, bathrooms, tables, chairs, storage room.

Activities include: Meetings, Zumba class, reservations (ex. Birthday parties)

Department Equipment:

- 1995 Ford Ranger Truck (2)
- Small tractor (1)

Programs:

Youth Basketball- Ages 5-14 (Winter) 2011 season about 200 participants

Adult Basketball- Ages 18 and up (Winter) 2011 season about 50 participants

Youth Boy's Baseball- Ages 4-14 (Spring) 2011 season about 150 participants

Youth Girl's Softball- Ages 9-15 (Spring) 2011 season about 30 participants

Adult Softball- Ages 16 and up (Summer) 2010 season about 200 participants

Youth Boy's Baseball- Ages 8-12 (Fall) 2010 season about 30 participants

Senior Beanbag Baseball- Ages 60 and up (Weekly) about 30 participants

Senior Bingo- Ages 60 and up (Weekly) about 20 participants

Open gym- All ages (Weekly) about 50 participants

Zumba- All ages (Weekly) about 50 participants

Existing Conditions of Facilities – Police Department

Building

The Mt. Olive Police Department is in the back of Mt. Olive Town Hall located at 114 East James St. It is a brick veneer building with less than four thousand square feet. The main building was constructed in 1966 with an addition built in late 1990's. The police department has 7 offices for 17 people making space a priority. At the present time we are utilizing three old jail cells for storage of evidence and equipment. Two other jail cells have been converted into an office. The layout of the building is really not conducive for a police department but we are making it work. The condition of the building is in fair shape but could use a total overhaul.

Vehicles

At the present time the police department has five Dodge Charger Patrol Cars and six Ford Crown Victoria Patrol Cars we also have three unmarked vehicle that are used for investigations which two Chevrolet Trailblazers SUV and one GMC Sierra Pick Up.

Officers

The police department is budgeted for fifteen officers of which eleven are assigned to patrol, two assigned as investigators, a Chief and Assistant Chief. We also have one administrative assistant.

Police Protection

The police department serve an in town population of approximately 4,300 residents. The geographical location of the Town of Mt. Olive is located on the southern end of Wayne County and adjoins Duplin County. It is the largest town with in a twenty mile radius therefore we get a tremendous amount of traffic from residents who live with in and around town that utilize the town businesses.

ADMINISTRATIVE DEPARTMENT:

The administrative offices of the Town of Mount Olive are located at 114 East James Street. This building was constructed in 1966 and no remodeling has been done in forty-five years.

The court room is located in the center of this building, with the Police Department in the rear. The County of Wayne utilizes the court room every other week to hold district court. The seating capacity accomodates sixty-two.

Our offices encompass the clerk's office, finance, tax, payroll and water and sewer billing and collections. These offices are in dire need of additional storage space. There are four telephones and five computers used in these offices.

At the present time, no plans for additions or renovations are being considered.

April 21, 2011

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