



TOWN OF MACCLESFIELD LAND USE PLAN

Adopted:



Town Hall
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ACKNOWLEDGMENTS

TOWN OF MACCLESFIELD MAYOR AND BOARD OF COMMISSIONERS

- » Michael Speight, Mayor
- » Jason Taylor
- » Joyce Braxton
- » Paula Lewis
- » Jean Wooten-Jiles

TOWN EMPLOYEES AND ROLES

- » Jennifer Stanley, Town Administrator
- » Benjamin Lassiter, Public Works Director
- » Gracieann Etheridge, Town Clerk

Thank you to the residents of Macclesfield who participated in the development of this plan!

Prepared with
assistance from:



STEWART

CONTENTS

Acknowledgments	2
1: INTRODUCTION AND EXISTING	
CONDITIONS	5
Project Overview	6
Study Area	8
Historic Resources	8
Community profile	10
Demographics	12
Housing	14
Economy	16
2: PUBLIC SURVEY AND ANALYSIS	19
Survey Results	20
Existing Land Use	26
Infrastructure, Services, and Utilities	28
Natural Setting	30
Transportation	32
Land Use Regulation	34
3: VISION, GOALS, AND FUTURE LAND USE	37
Vision	38
Goals	39
Future Land Use	40
Future Land Use Character Areas	42
4: RECOMMENDATIONS AND STRATEGIES	45
Plan Recommendations	46
Action Plan	54

"We are all family."

"Small town feel/close
knit community"

"Convenient to all
major cities"

Responses to questions from 2024 Community Survey:
"What do you value most about Macclesfield?"



INTRODUCTION AND EXISTING CONDITIONS

PROJECT OVERVIEW

A Comprehensive Land Use Plan is a State of North Carolina requirement in order to enforce and regulate zoning pursuant to NCGS 160D-501, but even more than that, it is an essential tool for guiding a municipality's growth and development in a way that reflects the community it serves.

The Town of Macclesfield is undertaking the effort to create its first Land Use Plan. This Plan has a vision, a set of goals for the Town's future, and land use recommendations to support those goals. The result is a document that reflects the vision of the community that will guide the Town's growth and development for the next 20 years.

This Land Use Plan makes recommendations for the land within and surrounding Macclesfield's planning and zoning jurisdiction (town limits).

PROCESS

The planning process combined public engagement and background analysis. To better understand the past and present conditions of the Town, the project team conducted demographic research, mapping and spatial analysis, and thoroughly reviewed Macclesfield's existing planning documents. To create a vision for Macclesfield's future, the team sought input from stakeholders, members of the public, and Town staff and leadership.

ENGAGEMENT

Community engagement formed the foundation of this Plan. Outreach included a pop-up meeting at the Fall Festival and a community survey as well as involvement from elected and appointed leadership. Town staff played a large role in

GENERAL PROJECT SCHEDULE



outreach, awareness, and community involvement. The Plan was also informed by meetings with the Board of Commissioners and regular communication with Town staff. Ultimately the Plan was adopted during a public publicly-advertised legislative hearing on _____, 2024.

WHY PLAN?

An updated Plan with a Future Land Use Map is a State-required document for enacting zoning in North Carolina, and is also a strategic tool for local governments to shape their future.

It presents an opportunity every 5-10 years for a community to have a conversation about:

- where they are
- what progress they've made
- where they're going
- where they want to be
- and how they will get there.

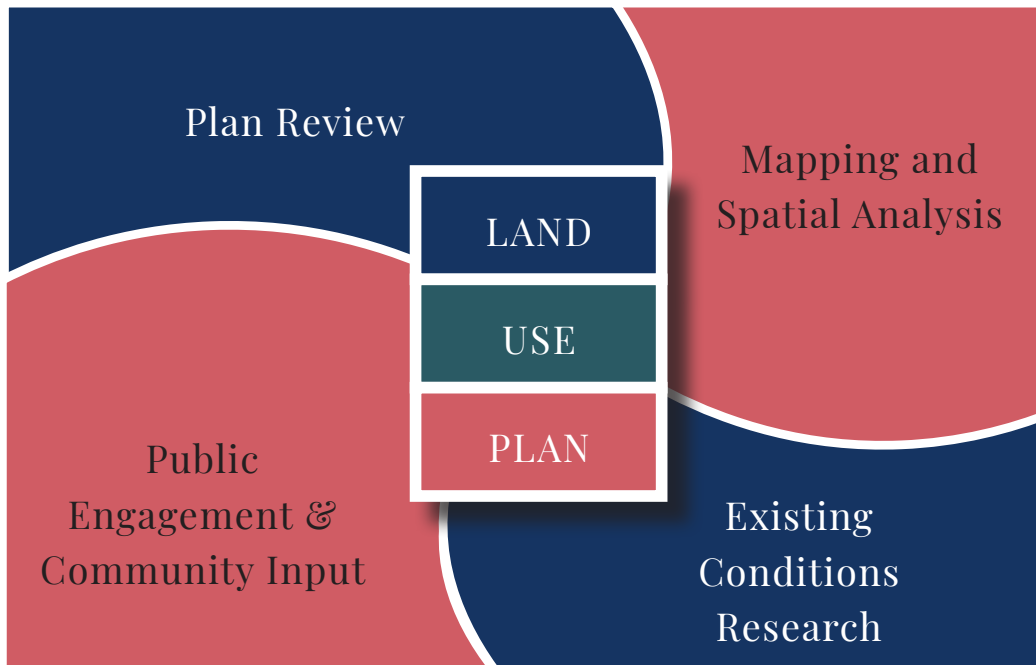
This Plan addresses many factors in the creation of the goals and recommendations, ensuring it serves present and future residents alike.

The Land Use Plan will serve as guidance for other planning and decision-making in Macclesfield, such as:

- Rezoning decisions
- Ordinance updates
- Public facilities and services planning
- NCDOT planning
- Economic development planning
- Funding and programming

Incremental decision making and further planning are some means by which the Land Use Plan will be implemented.

LAND USE PLAN ELEMENTS



STUDY AREA

The Town of Macclesfield is in the southern part of Edgecombe County in North Carolina's Coastal Plains. It was founded in the early 1900's when Henry Clark Bridgers from Tarboro founded the Macclesfield Company along the East Carolina Railway. The total land area of the Town's municipal limits is approximately 0.5 square miles. The Study Area for the Plan extends just beyond the Town limits and includes areas that could petition for voluntary annexation in the future.

HISTORIC RESOURCES

Long before the Town was established, John Stokes and Jacob Evans received land grants for this area in the mid-1700's, pre-dating the Revolutionary War. Following the country's independence, Colonel Peter Hines in 1807 purchased the land of present-day Macclesfield, helped construct the Old Wilson Road (now Wilson Street) and built his home in 1815. This home is now known as the Barley Lewis home, located on Wilson Street. Following the Civil War, land changed ownership many times as the area fell on hard times during Reconstruction.

Macclesfield's founding is directly tied to the establishment of the East Carolina Railway between Tarboro and Hookerton by Henry C. Bridgers, Sr. in 1900. The Town served as a stop for the Railway until the line was abandoned in 1965. During this period, stores, a post office, churches and schools were built. Following World War II, many roads were paved and a new water and sewage system was installed in 1949. Following the abandonment of the rail in 1965, Macclesfield did not experience much

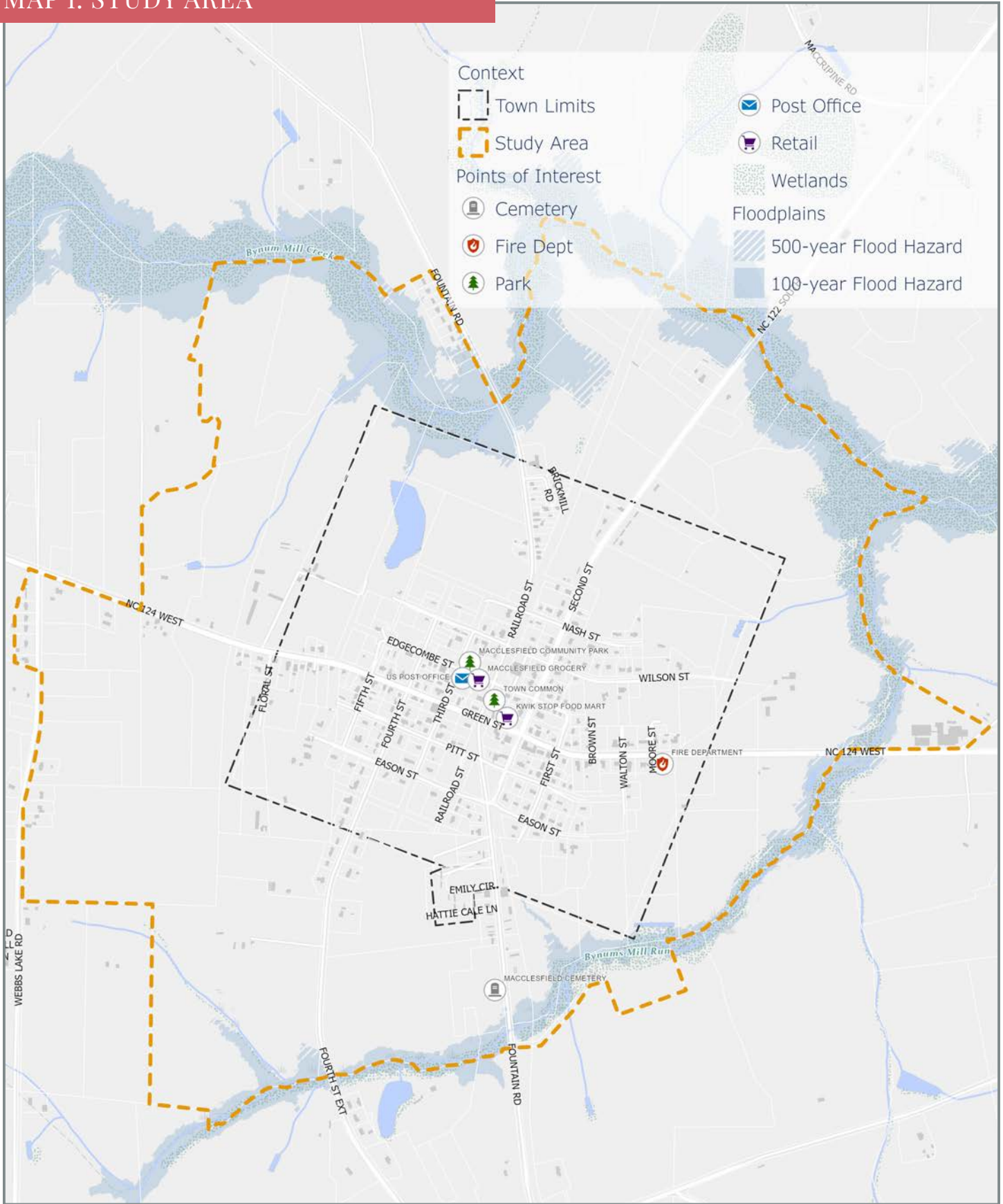
growth. In the 1980's and 1990's, a new wastewater treatment plant was built and the electrical system received significant upgrades.

Contributing properties in a National Register District are eligible for federal and state tax credits to provide jobs, increase the tax base, and revitalize existing buildings, while preserving the town's historic character. Income-producing properties are eligible for a 20% federal tax credit, a 15% state tax credit, with the potential for a 5% development tier bonus for being located in a Tier 1 county. Owner-occupied residential properties are eligible for a 15% tax credit for contributing or individually listed properties if the amount exceeds \$10,000 within a 24-month time frame. These tax credits can also be combined with new market tax credits and low income housing tax credits.



Early 20th century jail in Macclesfield

MAP 1. STUDY AREA



COMMUNITY PROFILE

LOCATION AND ASSETS

The Town of Macclesfield is located in southern Edgecombe County at the intersection of NC Highway 124 and NC Highway 122 just south of the Town of Pinetops. The Town is conveniently located close to a number of larger towns and cities including Tarboro, Wilson, Rocky Mount, Greenville and Raleigh. The Town maintains its own water and sewer system with upgrades currently underway. The survey conducted for this plan indicates residents value the small town feeling and sense of community.

LAYOUT

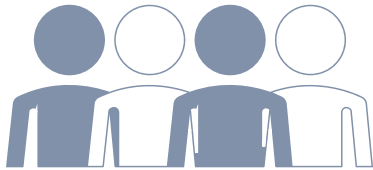
The core of Town is laid out in a grid pattern of 300 feet by 300 feet blocks. Railroad Street runs north / south through the center of Town in front of the Town Hall and Town Commons. The railroad used to parallel Railroad Street and extend north to Pinetops. A number of commercial structures are located in the center of Town along with some churches and institutional uses. Residential homes of a variety of styles and ages are located on streets near the center of Town and along those extending out of Town. Many structures date from the early 1900s. The Town's edges are marked by large farms and tracts of forest.



TRAVEL TIMES TO NEARBY CITIES

Tarboro	14 Miles
Wilson	16 Miles
Rocky Mount	16 Miles
Greenville	23 Miles
Raleigh	65 Miles

KEY STATISTICS



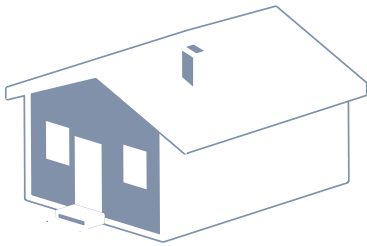
MACCLESFIELD TOWN LIMITS

413

Population, 2020

58.3

Median Age, 2020



221

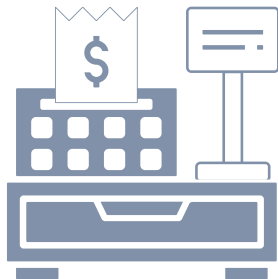
Housing Units, 2020



MACCLESFIELD TOWN LIMITS

\$53,036

Median Household Income,
2023



20 MINUTE TRADE AREA

\$29 MILLION

Retail Gap, 2023 Economic
Development Assessment (EDA)

25 MINUTE TRADE AREA

130,041

Population, 2020

42

Median Age, 2024

60,782

Housing Units, 2024

EDGECOMBE COUNTY

\$48,480

Median Household Income,
2023

96,820

Square foot of demand,
2023 EDA

*Statistics listed according to most recently available data from data sources.
2020 - US Census, 2022/23 - American Community Survey, 2024 - Esri.*

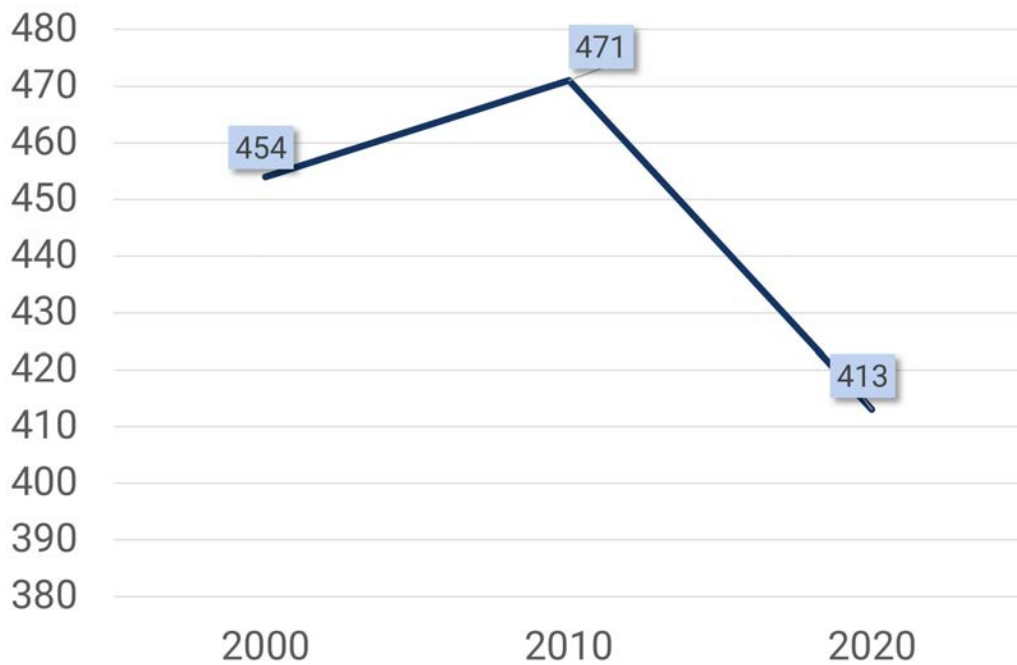
DEMOGRAPHICS

POPULATION TRENDS

Based on the most recent Census data, Macclesfield currently has an estimated population of 413 within Town limits. Like many rural towns across the nation, Macclesfield has seen a decline in its population over the last 20 years, having lost about 9% of its population since the year 2000. Although this trend of population decline is projected to continue, based on the State Demographer's projections for Edgecombe County, it is difficult to make accurate projections for such a small jurisdiction, and so these projections should be taken with a grain of salt.

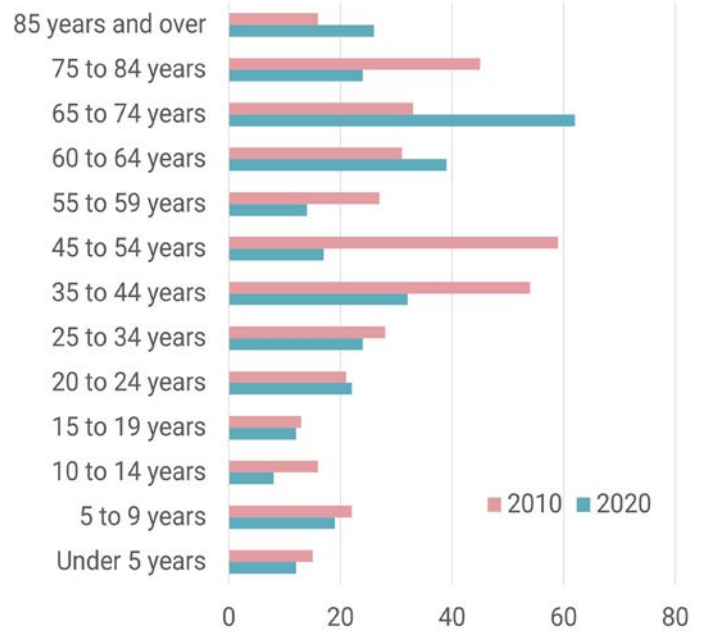
Macclesfield's median age has increased from 50.4 in 2010 to 58.3 in 2020.

TOTAL POPULATION



Source: 2000, 2010, 2020 Decennial Census

AGE COHORTS

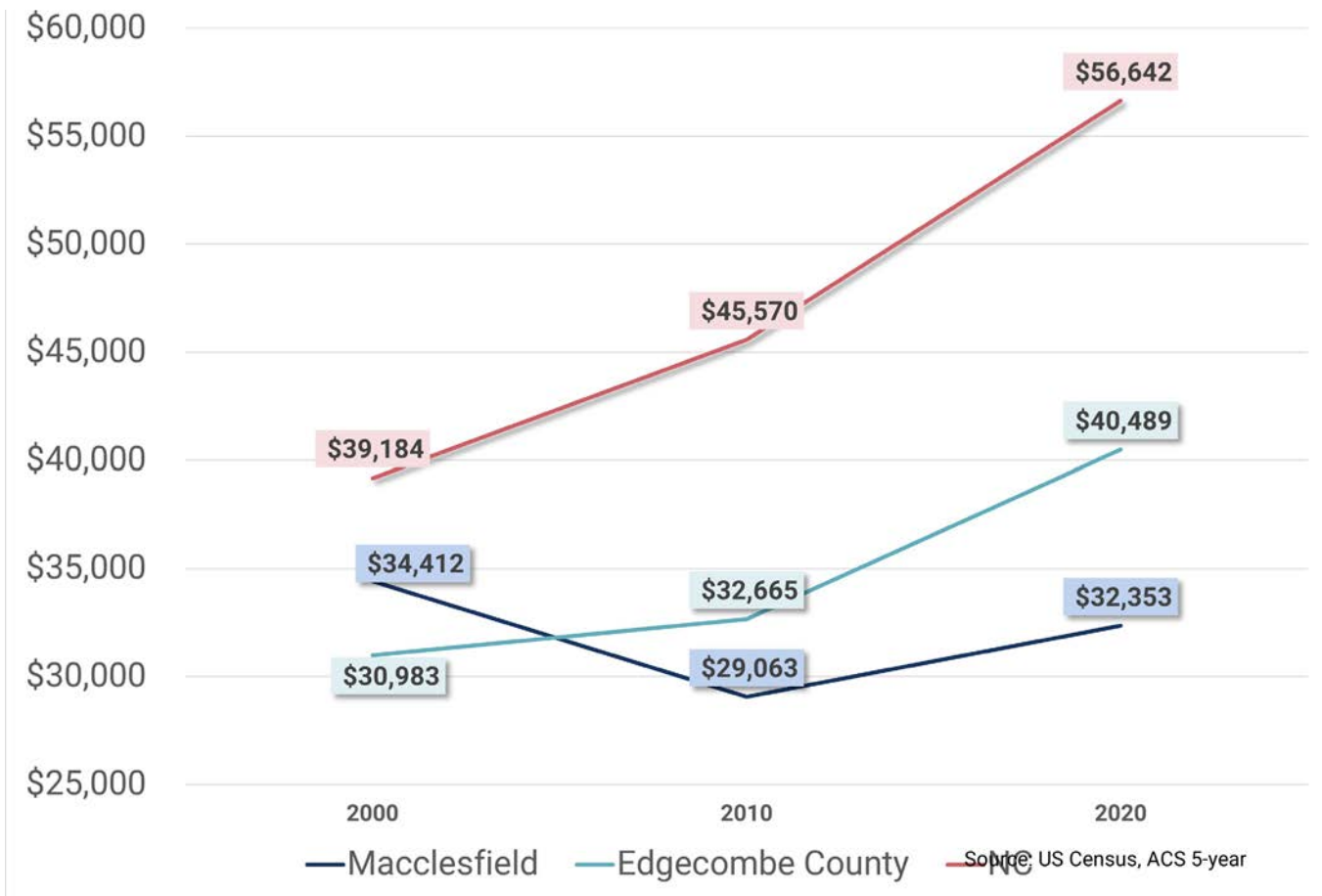


Source: 2010 and 2020 ACS

INCOME

Macclesfield's median household income is less than that of the County and the State. It dropped from 2000 to 2010 but has risen since 2010. The Town's median household income is listed as \$32,353 in 2020, according to the American Community Survey 5-year estimate.

MEDIAN HOUSEHOLD INCOME



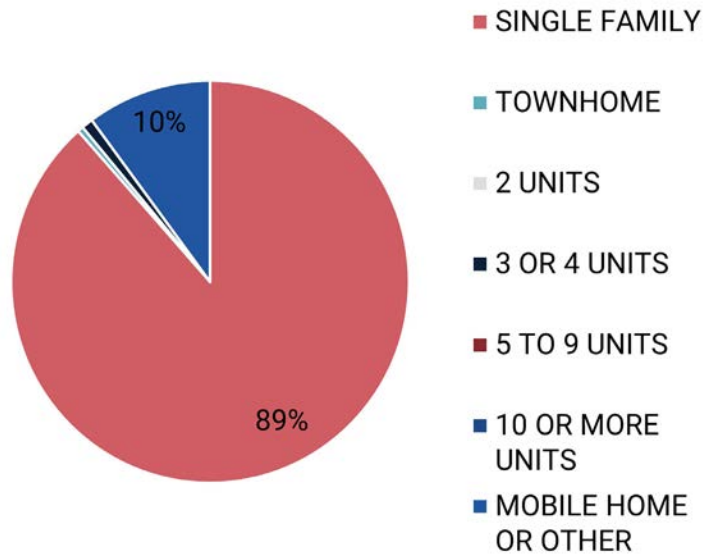
Source: Decennial Census, ACS 5-Year

HOUSING

According to the American Community Survey 5-Year Estimates, in 2020 there were an estimated 217 housing units within Macclesfield's corporate limits. Homes are primarily single-family residences, which represent approximately 89% of homes. There were approximately 22 mobile homes and a very small number of townhomes.

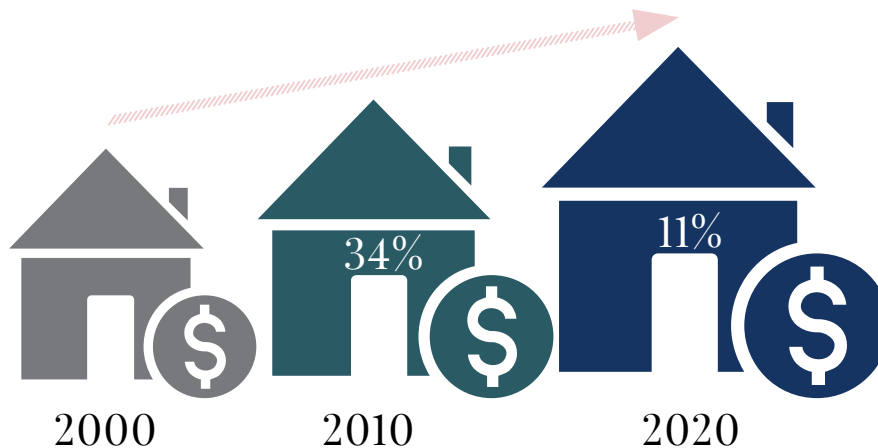
The median home value in Macclesfield has increased incrementally from 2000-2020, increasing by \$27,700. Median home value differs from median selling price. According to Redfin.com, homes in Macclesfield were selling for a median price of \$179,000 in May 2024 which was down 26% compared to 2023. This is similar to what is being seen in other communities post-pandemic.

HOUSING BY TYPE



Source: ACS 5-Year estimates, 2020

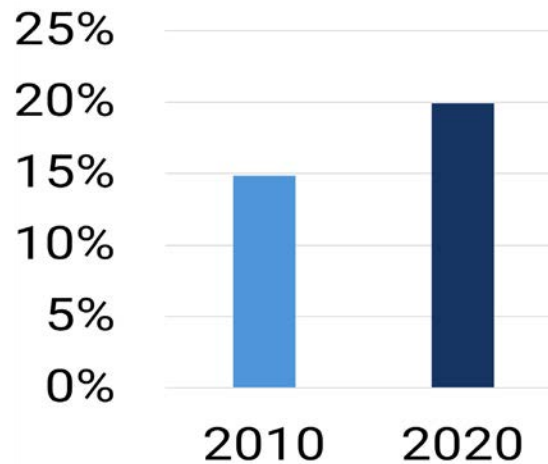
MEDIAN HOME VALUE



Source: ACS 5-year estimates

Macclesfield's population has not increased recently, so it is expected that there would not be new housing stock. No new homes have been built since 2000 and the majority of houses are over 65 years old. The number of vacant homes has increased since 2010, totaling 44 in 2020. Finally, most residents own their own homes, but over a third of the occupied homes are rentals. There is a wide range of structure ages in the Town and the vacancy rate of homes within the corporate limits has risen since 2010. Just over half of the residents own their homes. The median home value is slightly higher than the County as a whole.

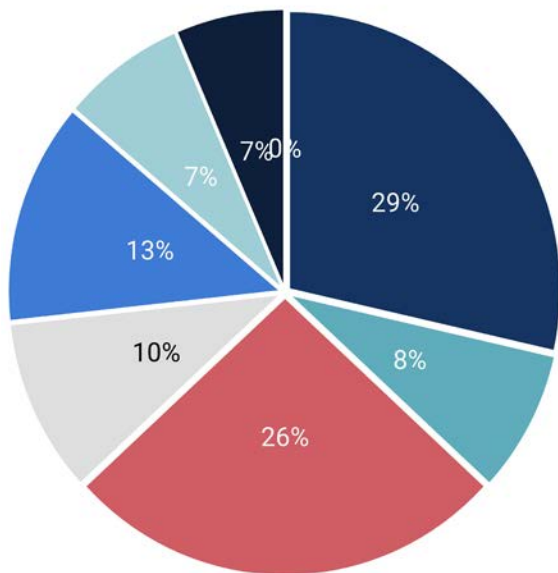
VACANT HOMES



Source: Decennial Census, 2010 and 2020

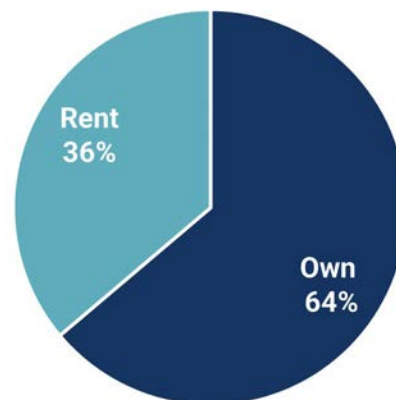
HOUSING YEAR BUILT

- 1939 or earlier ■ 1940 to 1949
- 1950 to 1959 ■ 1960 to 1969
- 1970 to 1979 ■ 1980 to 1989
- 1990 to 1999 ■ 2000 to 2009
- 2010 to 2013 ■ 2014 or later



Source: ACS 5-year estimates, 2022

OCCUPIED HOUSING TENURE



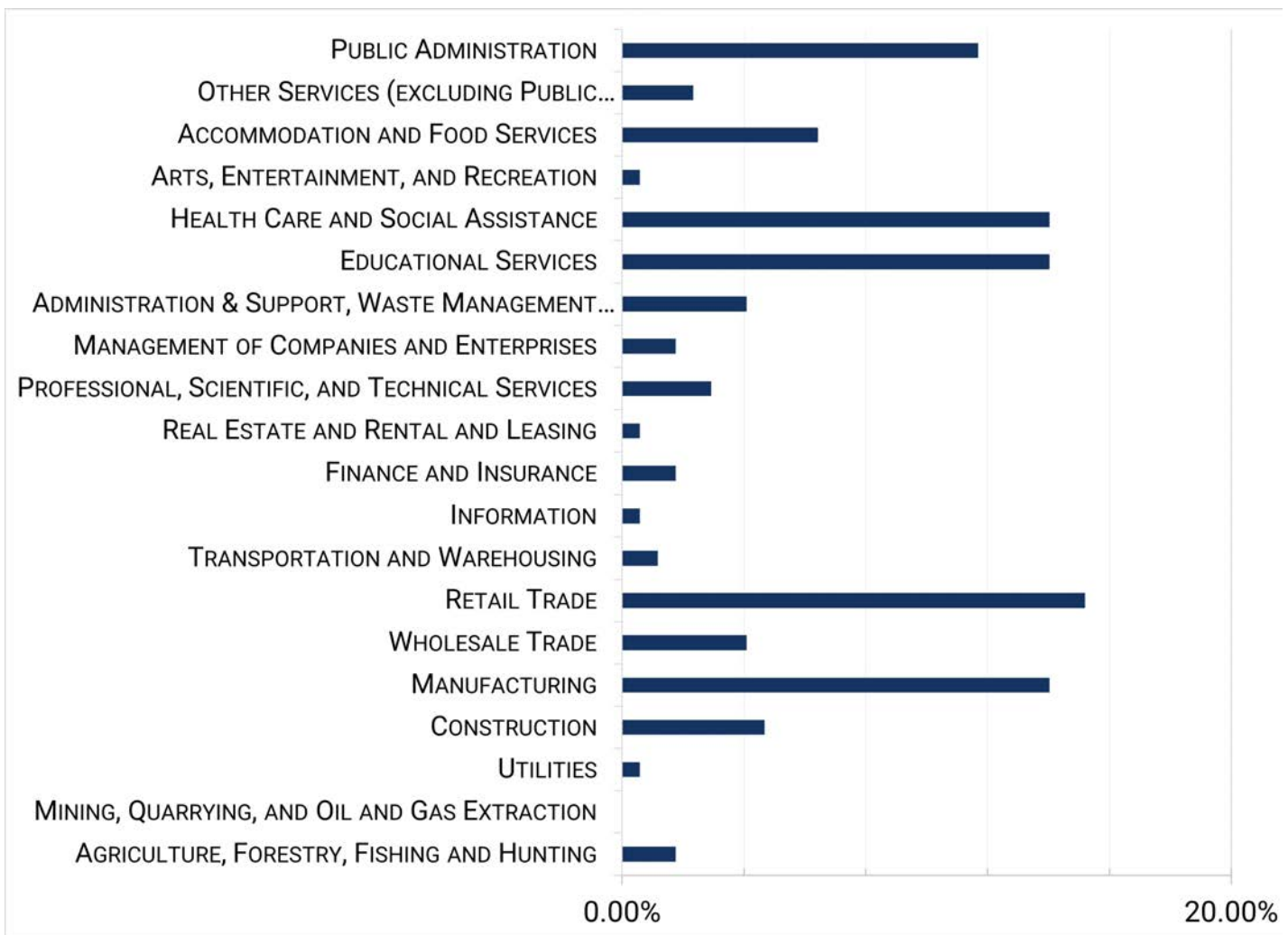
Source: Decennial Census, 2020

ECONOMY

Town residents are primarily employed outside of Town limits in a variety of industries. In 2020, the five highest sources of employment by industry were public administration, health care, education, retail and manufacturing, accounting for a 114 of the total 171 jobs for Macclesfield residents. Greenville and Tarboro were the most common destination for commuters in 2019 as documented

in the recent Economic Development Assessment by the NC Main Street & Rural Planning Center. This report also showed existing and growing demand for restaurants, pharmacies, beer, wine and liquor stores, cosmetic and beauty stores and garden centers in the Macclesfield trade area.

INDUSTRY EMPLOYMENT (2020)



Source: US Census, CensusOnTheMap, 2020.

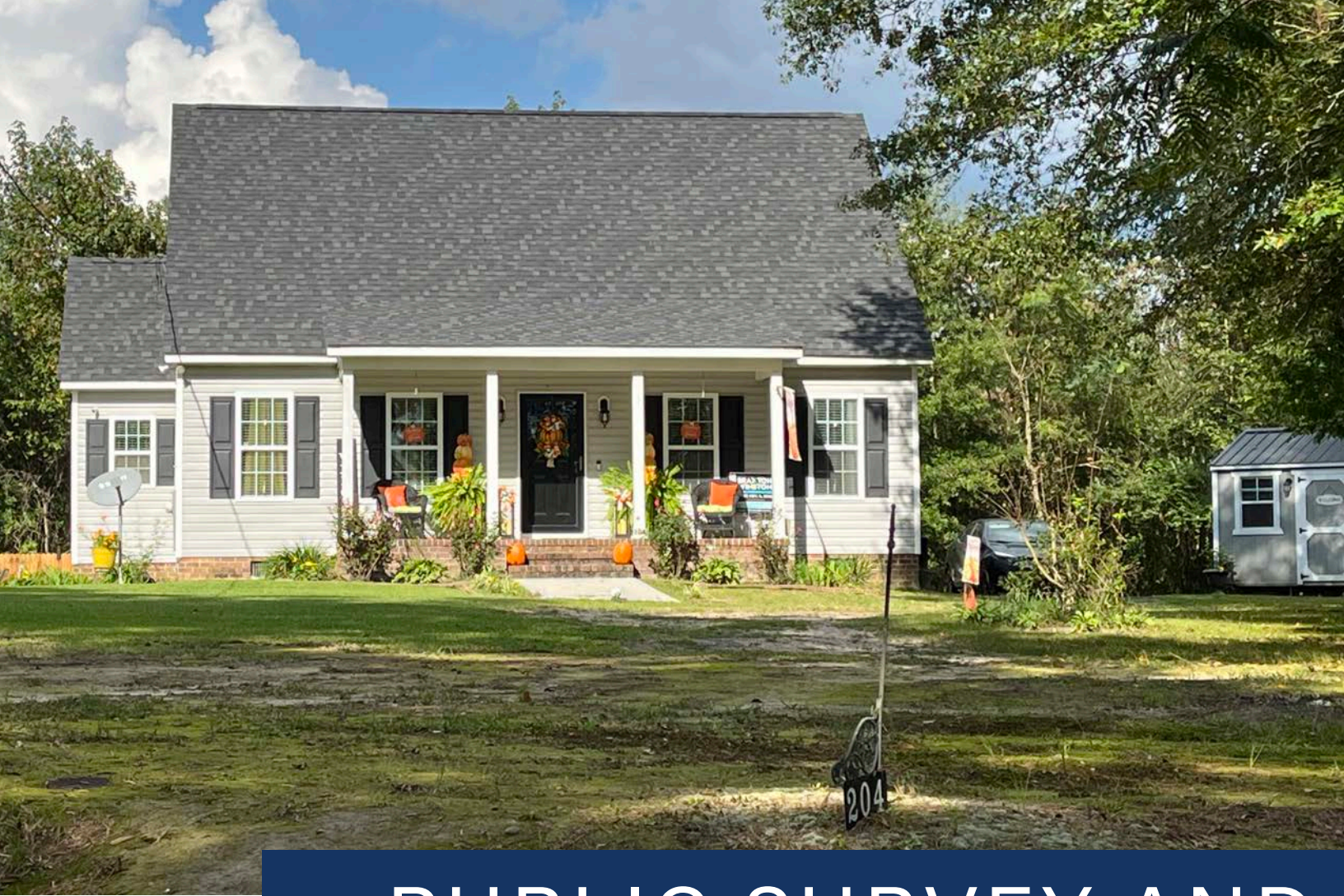
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"Park and leisure areas
for small children and
families"

"Need rules about how
yards and buildings
are maintained"

"Fix up the empty
storefronts."

Responses to questions from 2024 Community Survey: "How can
the Town be more attractive to residents, families and youth?"

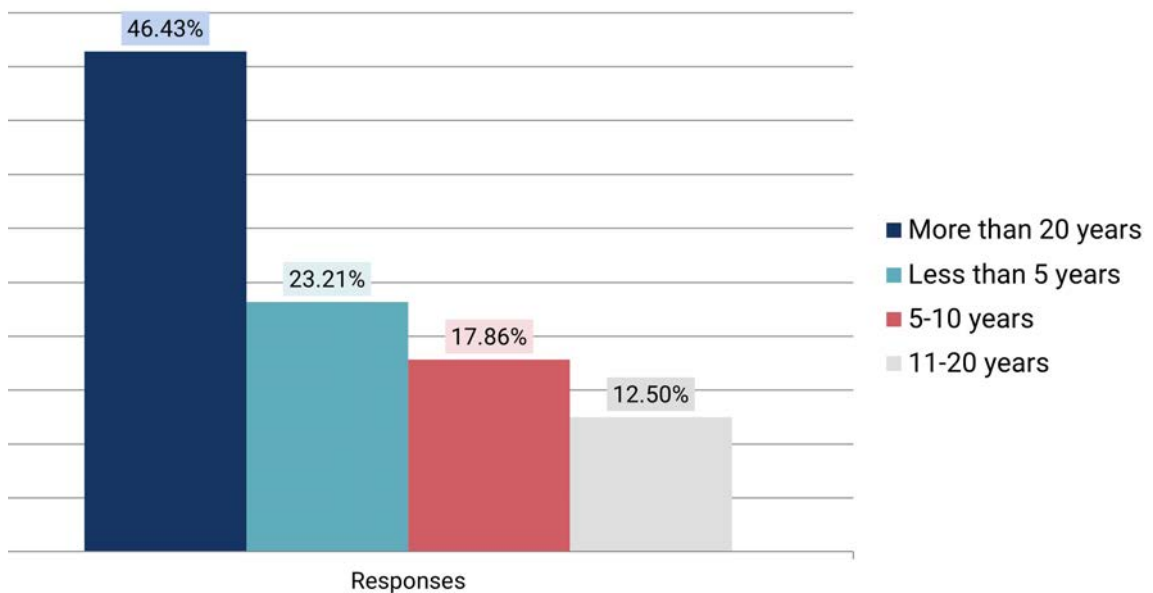


PUBLIC SURVEY AND ANALYSIS

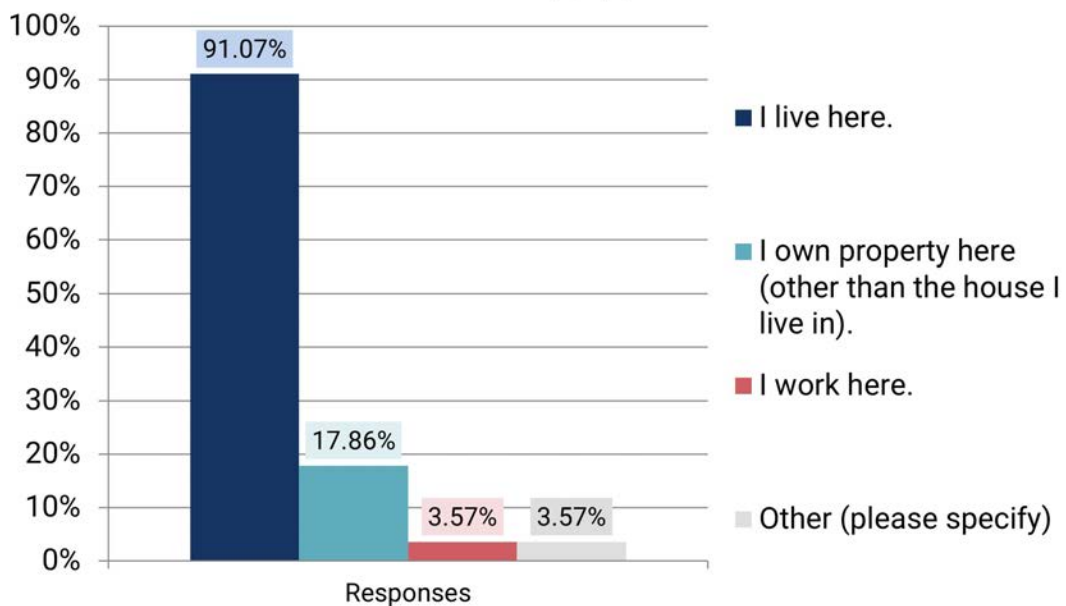
SURVEY RESULTS

The community survey ran from September 30 to November 15, 2024. Extensive outreach was performed by Town staff as well as elected officials. The survey consisted of nine questions including two open-response questions. In total, 56 people provided their input. The Town's leadership and staff can be credited with driving such an amazing survey turnout. The majority of respondents reported living in Macclesfield.

How many years have you lived, worked, or owned property or a business in Macclesfield?



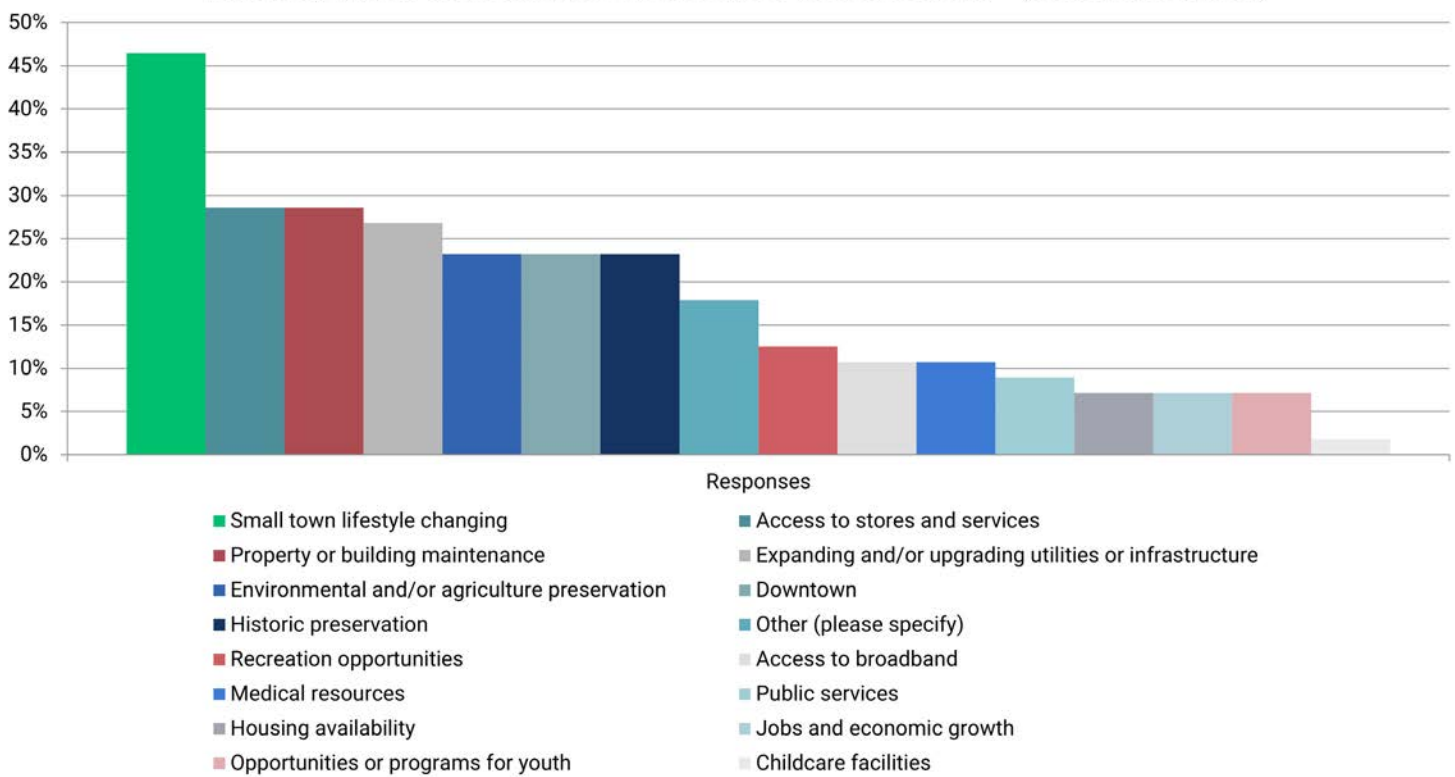
How do you relate to Macclesfield? (choose all that apply)



PRIMARY CONCERNS FOR THE FUTURE

Most participants agreed that access to jobs or economic growth is their primary concern, followed by access to stores and services. These two issues garnered the most attention, but many others were also marked. Some of these are already being addressed by the Town.

What are your top three concerns for the future of Macclesfield? * (choose up to three)



Respondents were also asked about their priorities and the top three responses included beautification efforts, more restaurants, and maintaining the towns small town charm.

WHAT SHOULD BE THE TOP PRIORITY FOR MACCLESFIELD?

Respondents were given the opportunity to express what they wanted to see prioritized in the next 5-10 years in the Town of Macclesfield. Overall, most wanted to see beautification efforts, more retail and restaurant options, and maintaining the small-town feel. This wordcloud shows how many times a word was valued based on its size.

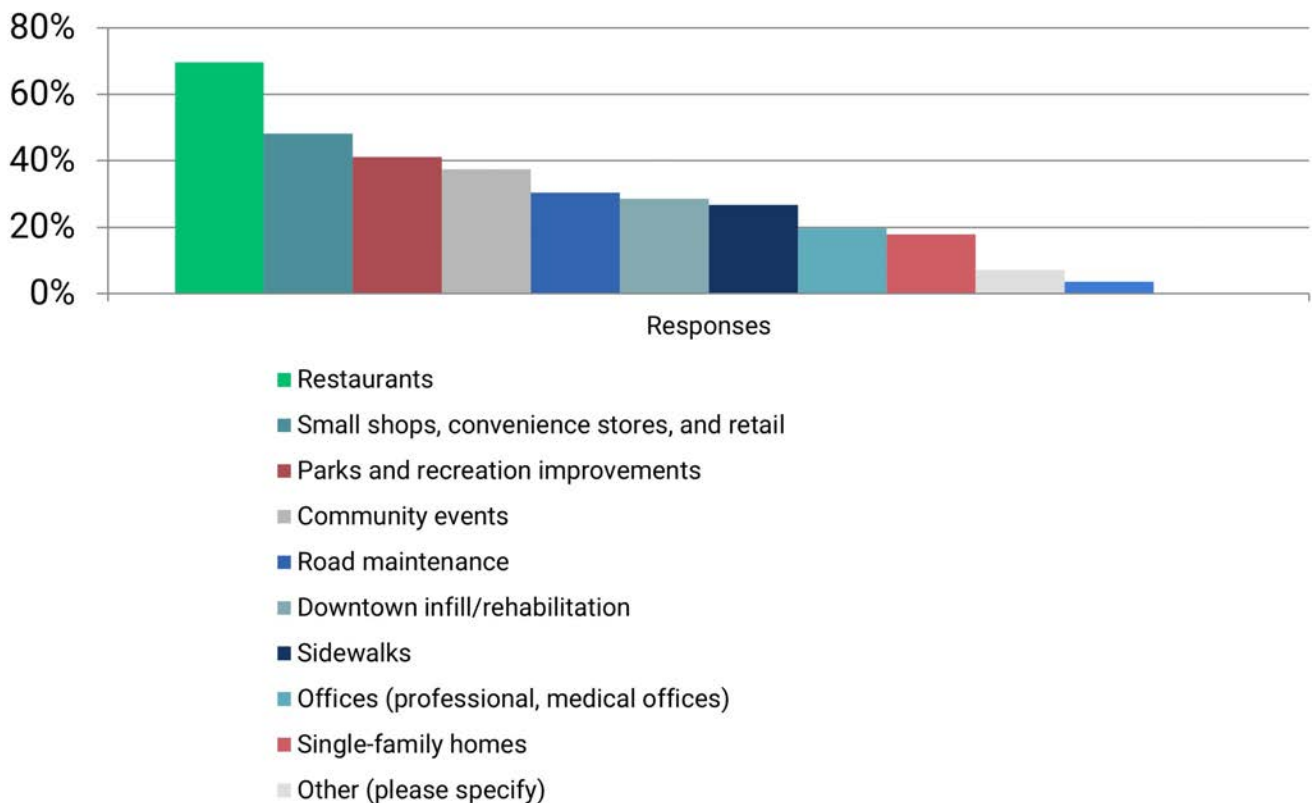
In Macclesfield, we
want to see these things
prioritized...



DEVELOPMENT PREFERENCES AND BETTERMENT

Respondents identified a multitude of items that they would like to see in Macclesfield. Restaurants and small shops were top priorities, followed by parks and recreation improvements, community events and road maintenance. Many of these responses also were among the top responses to a stakeholder survey conducted by the NC Department of Commerce's Main Street and Rural Planning Center that recently completed an Economic Development Assessment for the Town (January of 2023).

What types of things would you like to see more of in Macclesfield? *(check all that apply)



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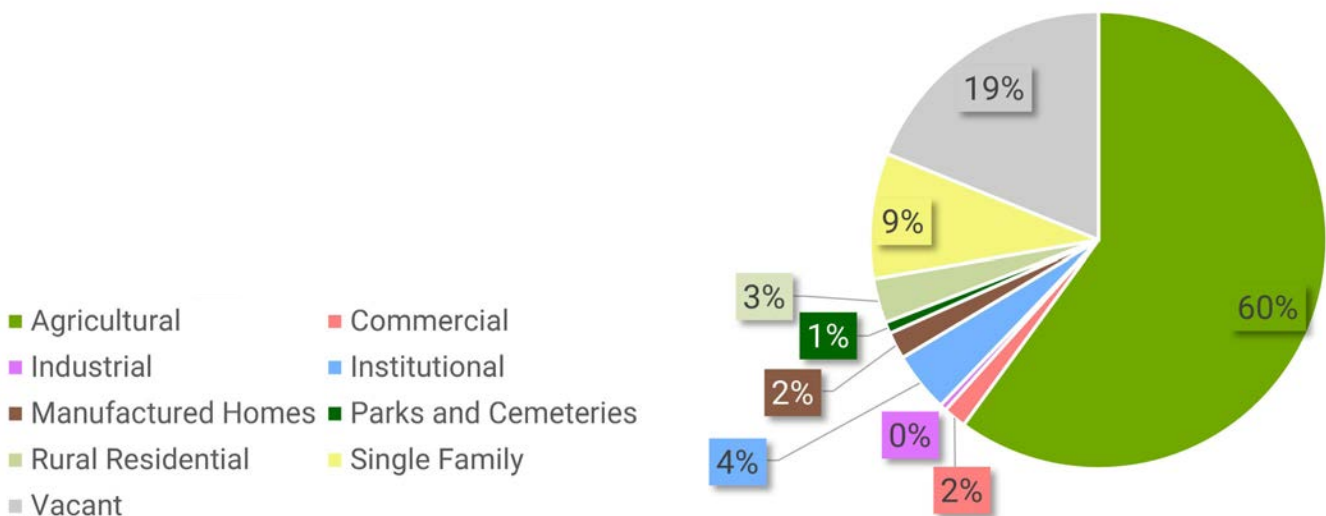
EXISTING LAND USE

An existing land use analysis inventories current land uses on the ground now, absent of zoning or future land use designation. It uses a combination of tax parcel data, aerial imagery, and knowledge of the study area to assign generalized categories to each parcel. Existing land use acreage totals includes both Town Limits and the Study Area. By knowing how land is actually being used, the project team can better create a future land use map that is tailored to the needs of the Town. Categories for the Macclesfield existing land use analysis are:

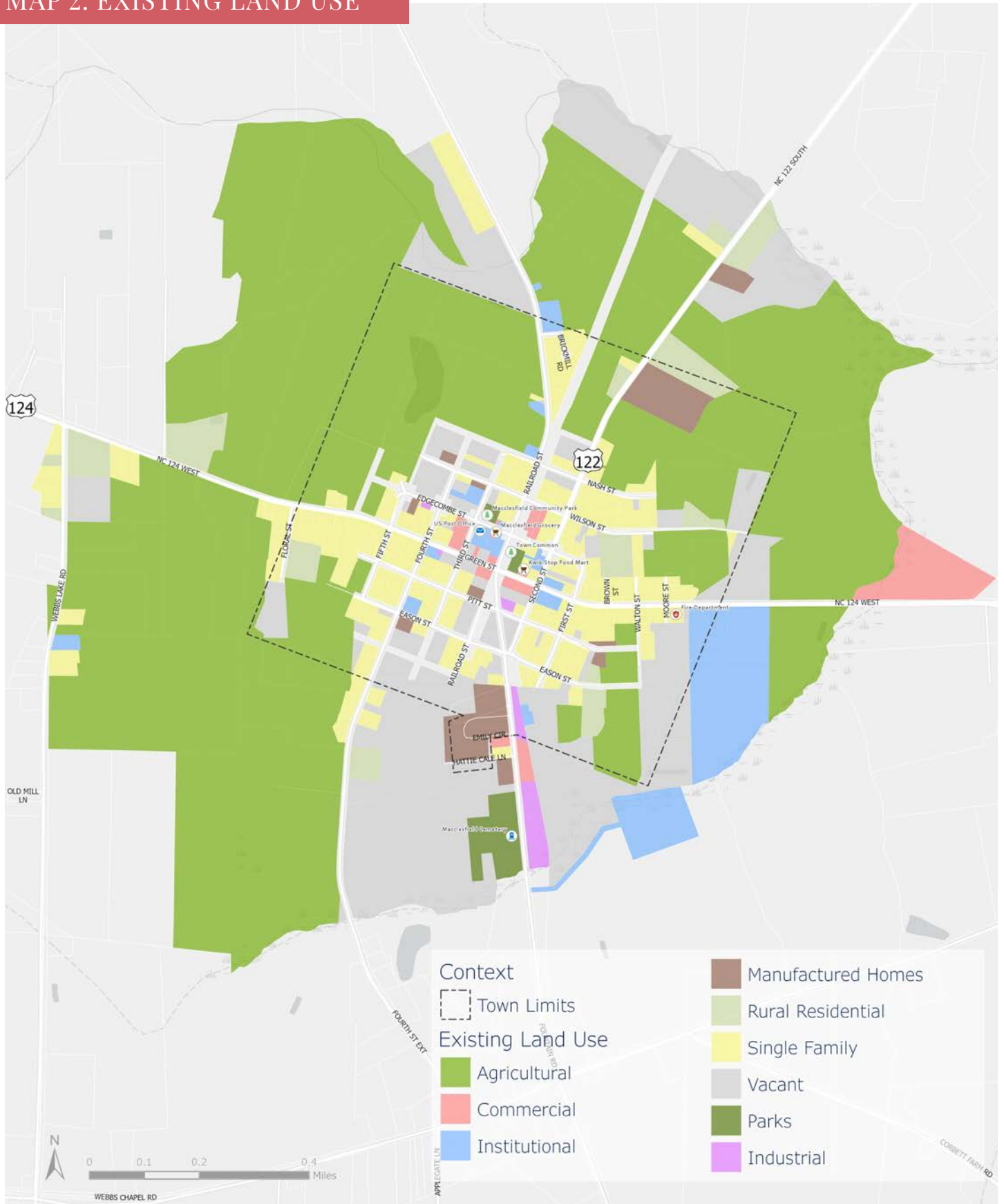
- Agricultural
- Commercial
- Parks and Cemetery
- Single Family Residential
- Rural Residential (residential over 3 acres)
- Manufactured Homes
- Institutional
- Industrial
- Vacant

Existing Land Use	Acres
Agriculture	617.12
Commercial	16.84
Industrial	4.90
Institutional	43.80
Manufactured Homes	19.67
Parks and Cemeteries	8.40
Rural Residential	32.30
Single Family	91.20
Vacant	193.62
Total	1027.86

EXISTING LAND USE GRAPH (ACRES)



MAP 2. EXISTING LAND USE



INFRASTRUCTURE, SERVICES, AND UTILITIES

WATER AND SEWER

The Town of Macclesfield maintains a water and sewer system that serves a variety of local customers. The water system has seven miles of water lines that serve a total of 330 connections. Average metered water use is 0.032 million gallons per day (MGD) or 32,000 gallons per day (GPD). The Town maintains two wells as water sources. Average daily withdrawal for both wells are well below maximums. An emergency interconnection exists to the Edgecombe County WSD.

The sewer system has 242 customer connections. Permitted capacity of the wastewater treatment plant is 0.1750 MGD. Average annual daily discharge is 0.0306 MGD. Grant funds have been obtained to fund the construction and rehabilitation of several functions of the wastewater treatment plant.

PUBLIC SAFETY

The Macclesfield Rural Volunteer Fire Department provides emergency services to the Town and surrounding areas.

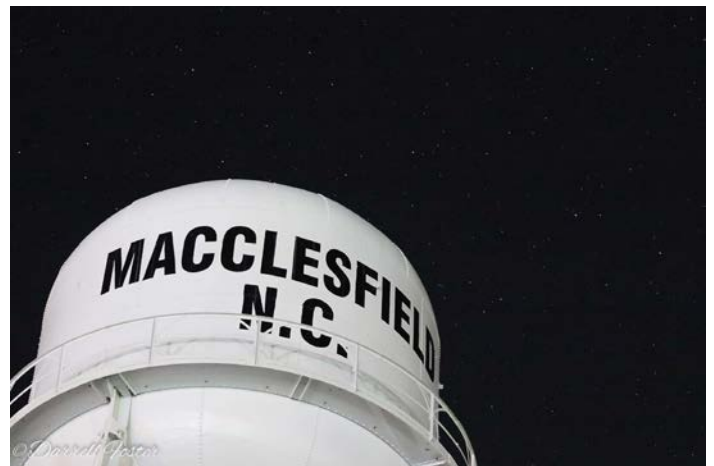
Although the Town had a police department at one time, currently police services are provided by the Edgecombe County Sheriff's Office.

SANITATION

The Town contracts with an outside company for solid waste collection and recycling services. Home goods and yard waste are collected from current residents by Town staff once a week.

WATER CONNECTIONS (2023)

Residential	307
Commercial	13
Industrial	1
Institutional	9
Total	330



Town of Macclesfield water tower, Image Credit: Darrell Foster

ELECTRIC

The Town contracts with Wilson Utilities to provide electricity to the community.

TOWN SERVICES

Town services are centered at the Town Hall at 105 N. Railroad Street. The Public Works department also has a maintenance shop on 3rd Street.

PARKS AND RECREATION

Three park facilities are maintained by the Town. The Town Commons is located across the street from the Town Hall and is used for community events including the Easter egg hunt, July 3rd / Independence Day celebration and Fall festival. The Community Park is located at the corner of West Edgecombe Street and North 3rd Street. The Community Center is located along West Green Street and can be rented out for events.



The Town Commons is used for events throughout the year.

NATURAL SETTING

Macclesfield is a small rural town surrounded by farms and agricultural land. Most of the surrounding land is classified as Prime Farmland or Farmland of Statewide Importance by the USDA's Soil Survey Geographic Database (SSURGO). The only areas that are not classified as good farmland are developed areas and soils near the major streams to the north, east and south of town.

The majority of the landscape around Macclesfield is used for agriculture or forestry and is comprised of working landscapes although significant stands of mature trees exist in some residential areas and near the creeks and floodplains that border Bynum Mill Creek and Bynum Mill Run. High value wildlife habitat is also found along these creeks. The map on the next page shows Biodiversity and Wildlife Habitat values as assessed by the N.C. Natural Heritage Program. This data integrates statewide data on landcover and species occurrence and provides information about the relative priority of aquatic and terrestrial habitats.

There is one federally-owned and four state-owned managed areas in conservation along these creek corridors. Impervious surfaces, (>20%) are shown in the map as the color gray, centered on the downtown and main commercial corridors. This is typical of urbanized and developed areas.

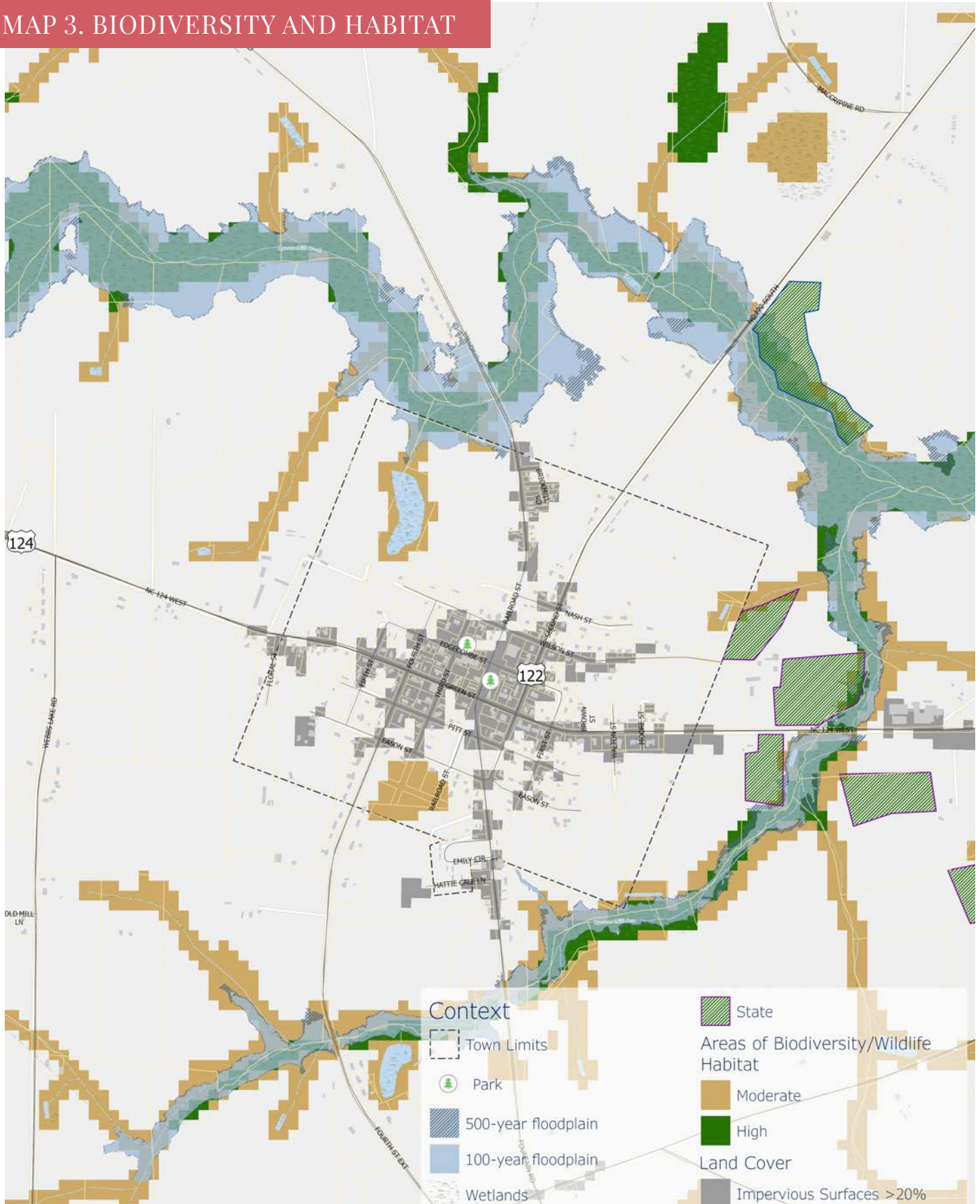


Most land around the Town is used agriculturally.



Soils surrounding Macclesfield are classified as Prime Farmland Soils by the USDA.

MAP 3. BIODIVERSITY AND HABITAT



TRANSPORTATION

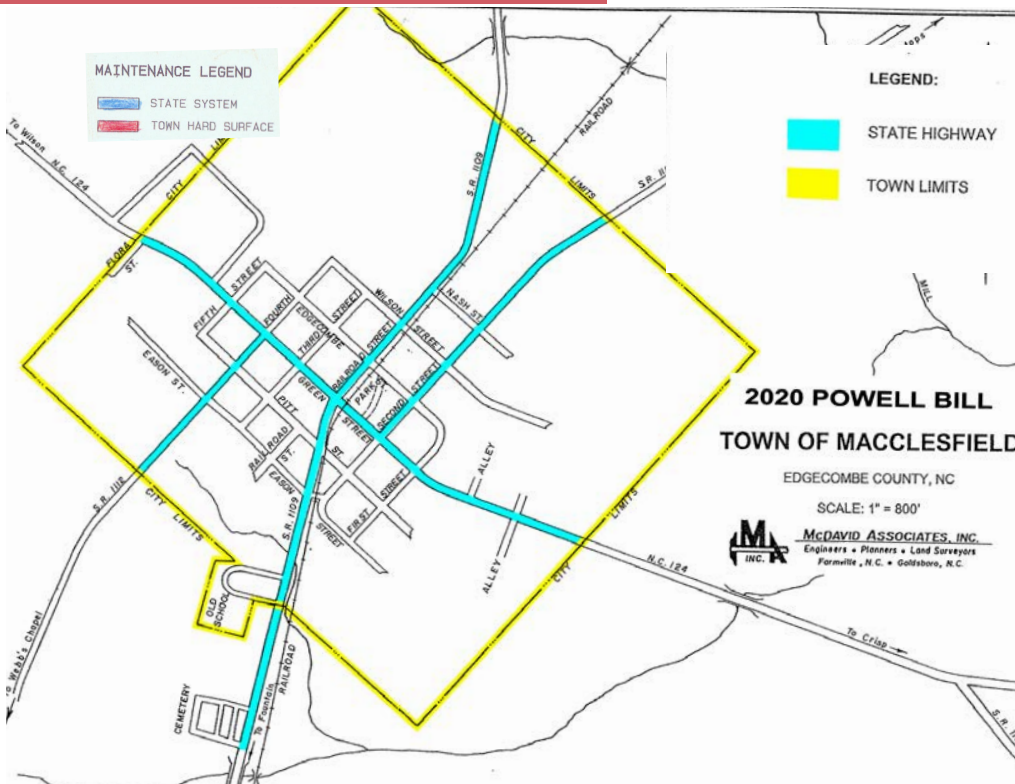
POWELL BILL STREETS

In the State of North Carolina, roads are typically owned and maintained by either the state, municipalities, or privately. The Powell Bill is a law that distributes a portion of state taxes to local governments, like the Town of Macclesfield, for the purposes of maintaining municipal streets within the Town's jurisdiction. The Powell Bill streets within the Town's jurisdiction are shown in white on the map below, blue streets are those maintained by the state.

PREVIOUS PLANNING

The Edgecombe County Comprehensive Transportation Plan (CTP) from 2009 identified South Fountain Road as needing improvement. When Edgecombe County updates its Comprehensive Transportation Plan, the Town should participate in the update to prioritize sidewalks, greenways, and road improvements in this plan. Participation in the CTP and the identification of priorities is one of the first steps toward getting project funding in the State Transportation Improvement Plan in the future.

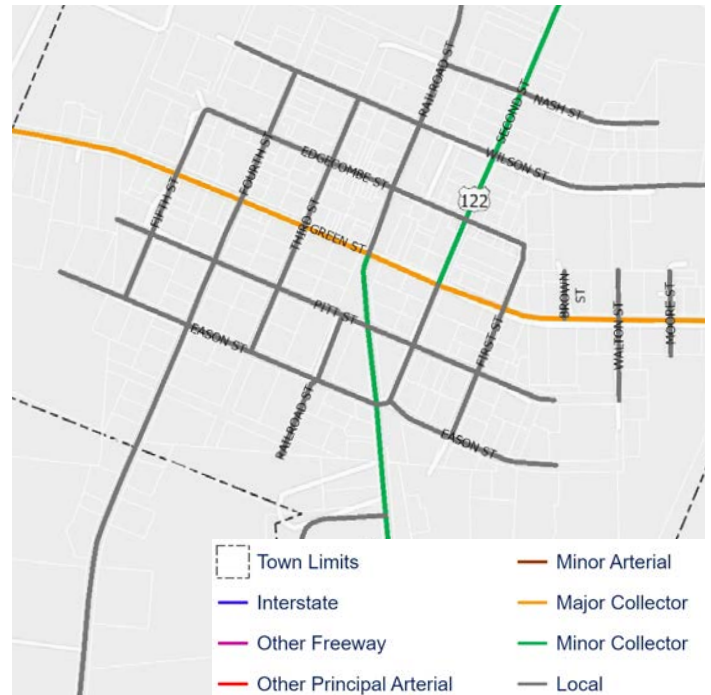
MAP 4. POWELL BILL MAP



MAP 5. ROADWAY FUNCTIONAL CLASS

FUNCTIONAL CLASS AND ROAD DESIGN

The map to the right shows roadway functional class as defined by NCDOT. Roads through town generally are two lane roads without sidewalks. Rights-of-ways are typically 60 feet wide. NC 124 (Green Street) serves as the primary east / west route. Railroad Street and 2nd Street (NC 122) serve as primary north / south routes. Edgecombe Street has a bike lane on the north side of the road and is used for on-street parking during festivals. There are some large rights-of-way along Railroad Street where the railroad once ran and along Edgecombe Street on the northside of Downtown at intersections. The Town Commons is partially located in the old railroad right of way.



NC 124 (Green Street) functions as a commercial corridor for the Town of Macclesfield. It is a state maintained roadway that is classified as a Major Collector by the North Carolina Department of Transportation. It has two travel lanes and relatively wide shoulders through Downtown Macclesfield.



Edgecombe Street is a local road on the northside of Downtown Macclesfield. It has 35 feet of asphalt and a bike lane striped on the northside of the roadway. It is used for on-street parking during the Fall Festival and other events.

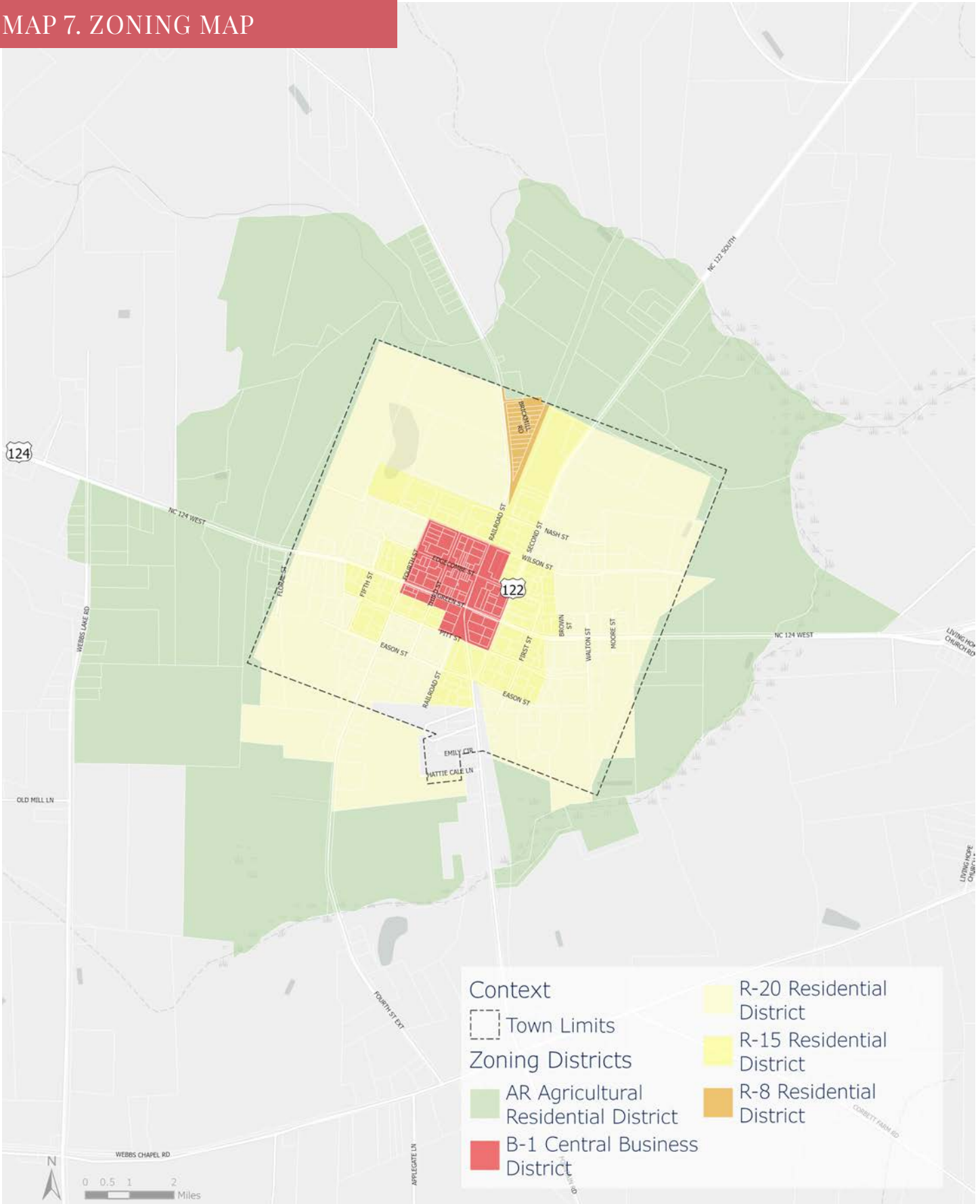
LAND USE REGULATION

At the time of writing of this plan, the map on the adjacent page was the most current zoning map available. The Town enforces land use regulation via zoning and the most updated zoning map may be reviewed by contacting the Town Administrator. There are currently five (mapped) zoning districts, which adequately serve the Town's zoning and land use regulation needs. Currently, there are some discrepancies between the zoning map and the zoning ordinance. The majority of the land is zoned some form of residential, with supporting residential/agricultural, industrial, and commercial areas.

The map illustrates three residential districts with differing density requirements, an agricultural district to accommodate both agricultural uses and residential uses on large lots, and a central business district.



MAP 7. ZONING MAP



"Attracting
businesses."

"Ensure Macclesfield
stays peaceful and safe. "

"Clean Main Street,
buildings, grounds, and
require homeowners to
do the same. "

Responses to questions from 2024 Community Survey: "What should be the top priority for the town?"



VISION, GOALS, AND FUTURE LAND USE

Image Credit: Darrell Foster

VISION

The Town of Macclesfield is a safe, quiet, clean, small rural town with opportunities, activities, and amenities offering a high quality of life where people want to live, work, raise families, and stay.



GOALS

1

INVIGORATE THE LOCAL ECONOMY

2

SERVE THE COMMUNITY

3

MAXIMIZE RECREATIONAL
OPPORTUNITIES & STRENGTHEN
CITIZEN INVOLVEMENT

4

BUILD CONNECTIONS TO MACCLESFIELD'S
HERITAGE & REINFORCE THE TOWN'S
CHARACTER

5

NURTURE DOWNTOWN

FUTURE LAND USE

The Future Land Use Map (FLUM) serves as a policy tool to guide land use decisions for town staff and boards. It is a visual representation of the preferred future land use pattern, assigning “character areas” across the town’s jurisdiction.

A BASIS FOR ZONING

The FLUM expresses current public policy on future land uses across the Town. The FLUM is required by North Carolina law (NCGS Chapter 160D) in order for any jurisdiction to use zoning as a means of regulating the physical and operational characteristics of land use. A change in zoning is considered a legislative action, and the FLUM is designed to guide decision-makers in determining whether or not a proposed or petitioned change in zoning is in keeping with the community’s vision for the future.

Two determinations are required to accompany the final decision of a zoning map amendment: the Board of Commissioners must state: (1) whether the action is consistent or inconsistent with the FLUM and (2) why their action is reasonable and in the public interest. If the Board makes a rezoning decision that is inconsistent with the FLUM, the process automatically amends the FLUM to include that land use at that location.

INTERPRETATION

Rezoning and FLUM amendments are a common practice of discretionary development authority that happens in all municipalities. This constant interplay between existing zoning codes and comprehensive plans is where development and investment are conceived, and where growth and change happen. The FLUM is a legislative policy tool used to instruct and guide, but does not compel action absent of a development application.

The FLUM is not a zoning map. Rather, the FLUM applies a combination of the community’s vision with practical circumstances to the Town’s geographic jurisdiction. The result may appear similar to a zoning map, but importantly, the color-coded areas of a FLUM are called “character areas”. Character areas are intentionally designed to be general and allow for interpretation. These character areas can help guide rezoning decisions when that property is to be redeveloped. However, decisions should always be made based on what is most appropriate for the context and conditions at the time of the rezoning decision. This is because use trends and development patterns may change over time, or not pan out exactly as planned. The FLUM and corresponding Character Areas give decision-makers room for interpretation that should be exercised when properties seek to be rezoned.

Existing conditions change and are among the factors for the Board of Commissioners to consider when making rezoning decisions. Some of these factors include:

- the size, physical conditions, and other attributes of the area proposed to be rezoned;
- the benefits and detriments to the landowners, the neighbors, and the surrounding community;
- the relationship between the current and permissible development on the tract and adjoining areas, and the development that would be permissible under the proposed amendment;
- why the action taken is in the public interest; and
- any changed conditions warranting the amendment.

FUTURE LAND USE DECISION-MAKING GUIDING PRINCIPLES

Based on the land use patterns illustrated in the FLUM, general principles guiding the location of new development in Macclesfield are outlined as follows:

- » Future development is expected to locate within the appropriate area(s).
- » Higher density development is encouraged within and near the core area of Town.
- » Ground floor residential uses and vertical mixed use developments (i.e. - incorporating nonresidential ground floors and upper story residential) are encouraged in and adjacent to the Downtown character area.
- » Traditional density residential uses are encouraged within the remaining residential areas served by water and sewer.
- » New development should extend the street network in a logical fashion that provides regular, grid-iron-type connectivity with regular blocks and intersections.
- » Future residential development is expected to make efficient use of buildable land, avoid environmentally sensitive areas, and utilize the infrastructure serving the Town.
- » Nonresidential development should be high quality, of a lasting and durable character, maximizing interconnectivity with adjacent uses, and be accessible to pedestrians and non-motorized and motorized vehicles.
- » Industrial development is encouraged in appropriate areas. The development of employment generating land uses and supportive infrastructure will ensure that future generations have opportunities for local employment.
- » Institutional uses are acknowledged as a use that may be appropriate in a diversity of areas.
- » New development is discouraged in areas preserved for recreational uses and open space, except for educational, recreational, environmental, nature-based, or community-serving/oriented developments. This includes but is not limited to walking trails, public gathering spaces and event venues, and community facilities (libraries, health or social services, job training, etc.)
- » Public parks or schools are an appropriate use in all character areas.

FUTURE LAND USE CHARACTER AREAS

The Future Land Use Map illustrates the intended future development pattern for the Town of Macclesfield. The Future Land Use Map and associated character areas are meant to guide land use and infrastructure decisions within Macclesfield's planning jurisdiction. The map illustrates the desired land use pattern and has been designed to help realize the Land Use Plan's vision and goals.

Downtown

This designation applies to the Town's downtown area where a mix of commercial, employment, residential, and other uses are located. The environment is characterized by a sensitive blending of preserved and renovated older structures, high-quality and context-sensitive new construction (i.e. - the standards of the CD zoning district), and public spaces that integrate with surrounding properties. Downtown accommodates a variety of uses including office, retail, food and beverage service, services, residential such as ground floor residential or upper-story apartments, and on the edges of downtown possibly even older homes renovated to accommodate commercial uses. Development is accessed by a convenient road network in a grid pattern. Buildings should be set close to the street with sidewalks along key road frontages.

Commercial

These areas feature commercial, office, retail, professional services, and possibly even light (indoor) manufacturing or equipment assembly uses, usually oriented along the southern and eastern entryways into town. This area provides necessary retail, employment, and services on parcels with access to public utilities. Some storage and distribution or multi-family residential may be permitted where appropriate.

Infill Residential

This designation includes land surrounding the downtown within town's original grid system layout. These areas are served by public utilities and is intended to retain established neighborhoods and reinforce existing character. Infill Residential accommodates single-family detached homes and some attached products including duplexes, triplexes, and quadplexes where appropriate. Any attached products should fit in with the existing character of the community.

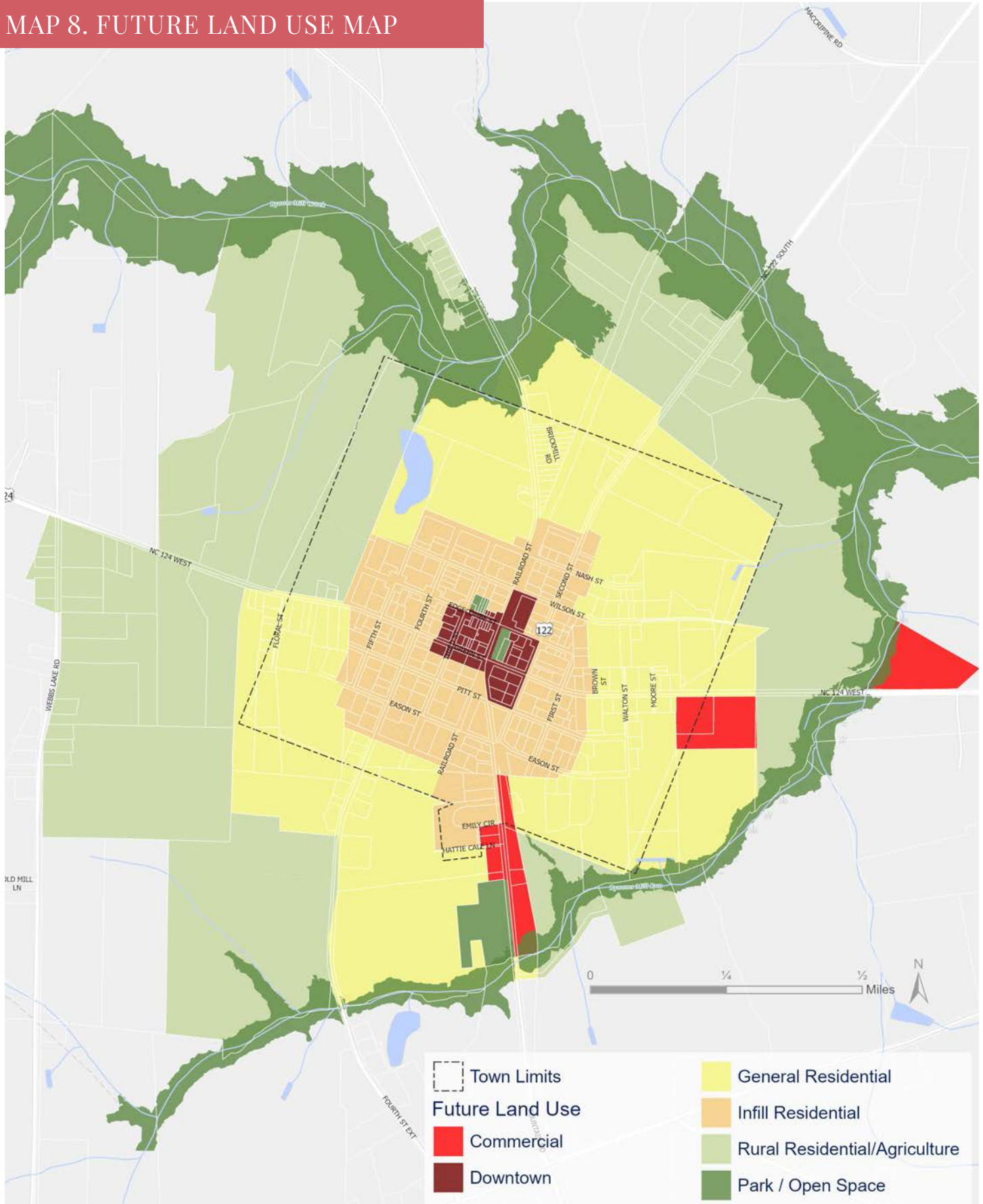
General Residential

This area is primarily comprised of single family detached residential uses. This area is intended to retain established neighborhoods and maintain their character while allowing some flexibility of housing types. It is desirable, although not necessary, that new development be served by public utilities.

Parks and Open Space

This designation applies to parks, cemeteries, public recreational areas, streams, and regulatory floodplains. Uses include active and passive recreation (including trails), wildlife management, environmental restoration/mitigation/preservation, flood management, and educational uses. Structures that support or are associated with the primary recreational, environmental, or educational uses are permitted but should be limited in scale and impact.

MAP 8. FUTURE LAND USE MAP



"It's safe and it's home"

"The open country and
land."

"The hard working
people that try to
make the Town a
better place to live."

Responses to questions from 2024 Community Survey: "What do
you value most about Macclesfield?"



RECOMMENDATIONS AND STRATEGIES

PLAN RECOMMENDATIONS

1

GOAL 1: INVIGORATE THE LOCAL ECONOMY

Policy 1.1: Promote smart, orderly growth for the future of Macclesfield.

» Strategy 1.1.1

Utilize the Future Land Use Map to guide rezonings and development design.

» Strategy 1.1.2

Evaluate rezonings for compliance with the adopted Future Land Use Map.

» Strategy 1.1.3

Amend the Future Land Use Map as needed based on the following occurrences:

- » Rezoning requests that necessitate a change
- » Changes in infrastructure availability
- » Additional planning efforts

» Strategy 1.1.4

Consider updates to the Zoning Ordinance and other town ordinances and plans to support implementation of the Land Use Plan.

» Strategy 1.1.5

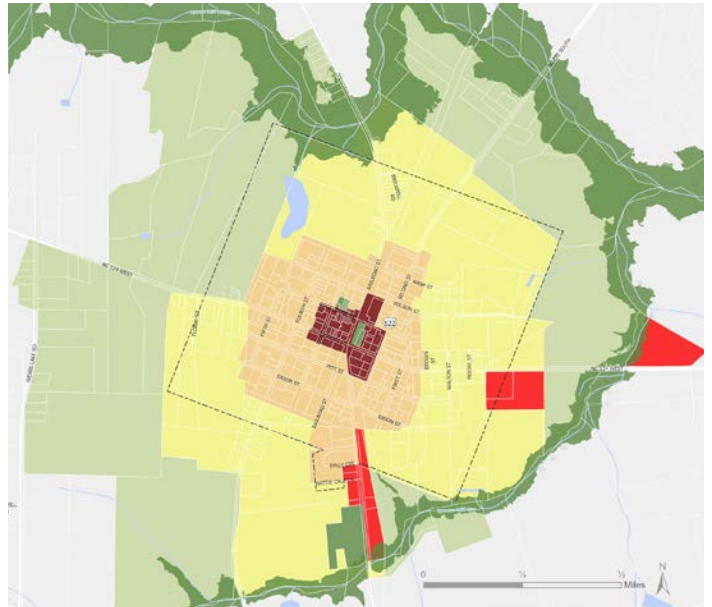
Regularly update this Plan. The Plan should be updated at least every ten years to be in compliance with NC Chapter 160D.

Policy 1.2: Attract new businesses and employment while supporting local business and the farming community.

» Strategy 1.2.1

Update zoning ordinance to allow for flexibility in certain zoning districts.

- » Dimensional requirements (lot size, width, and setbacks), allowable uses and housing types should be evaluated in the Downtown and Infill Residential character areas and potentially adjusted to encourage reinvestment.



Rezoning requests should be reviewed to ensure compatibility with the Future Land Use Map (FLUM). If rezonings are inconsistent with the Future Land Use Map an amendment to the FLUM is necessary.

» **Strategy 1.2.2**

Seek out opportunities or events that support small businesses and local farmers.

» **Strategy 1.2.1**

Improve “branding” and promotion of Macclesfield to help tell the Town’s story and recruit investment.

Policy 1.3: Improve the overall aesthetics of Macclesfield.

» **Strategy 1.3.1**

Plan for landscaping and beautification within the Town’s rights-of-way and on other publicly-owned land.

» **Strategy 1.3.2**

Partner with the local garden club and other entities to adopt areas for beautification efforts.

» **Strategy 1.3.3**

Evaluate requirements for parking lot landscaping and buffers in new developments.

» **Strategy 1.3.4**

Prioritize code enforcement and addressing safety issues for vacant and deteriorating buildings.

Policy 1.4: Encourage all types of investment in Macclesfield.

» **Strategy 1.4.1**

Encourage new commercial development Downtown and along major corridors.

» **Strategy 1.4.2**

Consider incentives for new nonresidential development and/or building renovations.

» **Strategy 1.4.2**

Update zoning ordinance to remove development barriers and modernize permitted uses.



This flower bed at the corner of Edgcombe Street and North 2nd Street provides a gateway feature on the northeast entrance to Downtown. Similar plantings or signage could be located along Railroad Street at key entrances to Town.

2

» Strategy 1.4.3

Coordinate with Edgecombe County Planning Staff to stay informed about development proposed near the Town limits.

GOAL 2: SERVE THE COMMUNITY

Policy 2.1: Maintain and improve infrastructure and services.

» Strategy 2.1.1

Consider the upfront and long-term costs and potential demands relative to water and sewer capacity when evaluating a development proposal.

» Strategy 2.1.2

Require annexation into town limits to gain access to the Town's water and sewer system.

» Strategy 2.1.3

Continue improvements to the wastewater treatment plant and utility system.

» Strategy 2.1.4

Coordinate with North Carolina Division of Transportation (NCDOT) on maintenance, access management issues and roadway improvement priorities.



The image above shows a new curb ramp installed on the Town Commons to provide better access to strollers and wheelchairs.

Policy 2.2: Enhance the accessibility and design of community infrastructure.

» Strategy 2.2.1

Evaluate and address accessibility issues for existing sidewalks, public parks and buildings.

- » Add curb ramps and sidewalk connections where necessary to ensure sidewalks connections to popular public spaces are accessible to people of all ages and abilities.

» Strategy 2.2.2

Pursue grant funding for the addition of crosswalks, sidewalks and other pedestrian improvements.

Policy 2.3: Regularly evaluate utility connection fees.

» **Strategy 2.4.1**

Regulate and evaluate connection and tap fees and adjust accordingly.

Policy 2.4: Coordinate with Edgecombe County to ensure adequate public safety services.

Policy 2.5: Build the next generation of leaders through youth involvement.

» **Strategy 2.5.1**

Engage young residents in the community and town events as volunteers, organizers, showing community and business leaders, ex-officio board members, paid town internships, and in educating younger residents, too.



The Macclesfield Fall Festival is held annually on the Town Commons and includes rides, music and vendors.

3

GOAL 3: MAXIMIZE RECREATIONAL OPPORTUNITIES AND STRENGTHEN CITIZEN INVOLVEMENT.

Policy 3.1: Continue hosting and promoting town events.

» **Strategy 3.1.1**

Coordinate with Edgecombe County and neighboring communities to promote upcoming events.

» **Strategy 3.1.2**

Continue to promote events through flyers, newsletters, social media, and more to create excitement about upcoming events.

» **Strategy 3.1.3**

Coordinate with faith communities for event planning.

Policy 3.2: Expand opportunities for parks, recreation, and events that attract both residents and visitors.

» **Strategy 3.2.1**

Establish programs that provide activities for all ages.

» **Strategy 3.2.2**

Pursue grant funding for renovations to Community Park and other Town facilities.

» **Strategy 3.2.3**

Consider revisions to the Zoning Ordinance to include open space requirements for major subdivisions.

Policy 3.3: Encourage volunteerism on town advisory boards.

» **Strategy 3.3.1**

Continue to pursue additional advisory board members for the Macclesfield Community Development Advisory Board.

Policy 3.4: Establish a Planning Board to provide guidance on land use decisions.

» **Strategy 2.3.1**

Establish a Planning Board as an advisory board to the Town Council to provide recommendations on plans, development approvals, and text amendments.

» **Strategy 3.3.2**

Consider formalizing a Beautification Committee or coordinate with the Macclesfield Community Development Advisory Board to add plantings, etc. in key areas.

Policy 3.5: Prioritize passive and active recreational opportunities.

» **Strategy 3.4.1**

Coordinate with NCDOT, landowners, and other entities to study the feasibility of a rail trail from downtown to Washington Branch Baptist Church to Bynum Mill Creek, and eventually to South Edgewcombe Middle School and Pinetops.

4

GOAL 4: BUILD CONNECTIONS TO MACCLESFIELD'S HERITAGE AND REINFORCE THE TOWN'S CHARACTER.

Policy 4.1: Reinforce the town's rural character while allowing growth, housing, and development in appropriate areas.

» **Strategy 4.1.1**

Allow for growth in key areas that fits in with the Town's existing character.

Policy 4.2: Improve the aesthetics throughout the town's municipal limits

» **Strategy 4.2.1**

Utilize code enforcement to conduct inspections, investigate complaints, and issue citations for properties that are not in compliance with local laws and regulations.

» **Strategy 4.2.2**

Continue working with faith communities on the beautification in the Town's rights-of-way.

Policy 4.3: Utilize the town's rights-of-way for providing connections to key areas.

» **Strategy 4.3.1**

Study ways to utilize Town roads and rights of ways for bicycle infrastructure or on-street parking improvements.

» **Strategy 4.3.2**

Identify gaps in pedestrian infrastructure and plan for the addition of sidewalks.

* Use the pedestrian map on the right as a guide and add priorities as progress is made.

MAP 9. PEDESTRIAN PRIORITIES



Policy 4.4: Encourage the restoration and reuse of buildings in Downtown.

» **Strategy 4.4.1**

Coordinate with the NC State Historic Preservation Office and the Department of Commerce (Rural Planning) to host workshops on historic building preservation, renovation and reuse.

» **Strategy 4.4.2**

Consider the creation of incentives for building or facade improvements.

Policy 4.5: Create an inventory of commercial buildings.

» **Strategy 4.5.1**

Seek out funding to stabilize, restore or as a last resort remove buildings.

Policy 4.6: Build connections with all residents of the Town of Macclesfield and surrounding communities.

» **Strategy 4.6.1**

Continue existing events and consider additional events to promote social interaction and networking among the Town's residents and businesses.

» **Strategy 4.6.2**

Regularly maintain the Town's website and promote transparency through following notification requirements for board decisions, updating the calendar and providing access to agendas and meeting materials.

» **Strategy 4.6.3**

Recruit volunteers to assist with Town events and beautification efforts.



Macclesfield Old Town Jail, circa 1925

5

GOAL 5: NURTURE DOWNTOWN

Policy 5.1: Celebrate Macclesfield's cultural heritage by promoting a historic, walkable, attractive downtown as the center of community activity and culture through reuse, renovation, and reinvestment.

» **Strategy 5.1.1**

Continue to pursue National Register designation of historic properties and/or grant opportunities to preserve the old jailhouse and provide educational signage.

» **Strategy 5.1.2**

Consider public improvements to the town-owned lot beside the beauty shop on Edgecombe Street.

» Improvements could include a picnic table, string lights and/or plantings.

» **Strategy 5.1.3**

Identify residents and others with an interest and knowledge of the town's history.

» **Strategy 5.1.4**

Start an Oral History program by interviewing Macclesfield's oldest residents

» Reach out to faculty at East Carolina University, Edgecombe Community College or other colleges to determine feasibility of technical assistance.

Policy 5.2: Encourage context-sensitive mixed-use development in downtown.

» **Strategy 5.2.1**

Review and revise height allowances in the B-1 (downtown) zoning district.

» **Strategy 5.2.2**

Consider the establishment of design guidelines for the Downtown District

» **Strategy 5.2.3**

Discourage indoor and outdoor storage in the B-1 (downtown) zoning district.



Former Corbett & Moore Store, circa 1900

ACTION PLAN

POLICY	GOAL/ACTION	TIME-FRAME
ADOPT THIS PLAN. (ADVANCING ALL GOALS)		
N/A	Post the final draft of this Plan on the town's website prior to the Town Council adoption hearing.	Short-term
N/A	Present the Plan to Town Council for adoption.	Short-term
N/A	Provide members of Town Staff, Planning Board, and Town Council a copy of this Plan to be using in making decisions about the future of Macclesfield.	Short-term
N/A	Educate elected and appointed officials about the Plan, including the community vision, goals, policies, strategies, and actions, and their role in advocating for the implementation of the Plan.	Ongoing
N/A	When staff, elected, and appointed members change, ensure that new individuals are aware of the Plan and its purpose in shaping the future of the community.	Ongoing
INVIGORATE THE LOCAL ECONOMY		
1.1 Promote smart, orderly growth for the future of Macclesfield.	Assess and update the zoning ordinance regularly for compliance with state law and to assist with implementation of this plan.	Short-term, and at regular intervals (every 5-10 years or less)
	Evaluate this plan and update as needed every five-ten years through a community process.	Every 5-10 years
1.2 Attract new businesses and employment while supporting small town businesses and the local farming community.	Seek out local opportunities or events that support small town businesses and local farmers.	Short-term
	Implement the recommendations in the Town of Macclesfield Economic Development Assessment.	Short-term
	Regularly attend the Tarboro Edgecombe Chamber of Commerce meetings to help bring attention to Macclesfield.	Short-term
1.3 Seek out opportunities to improve the overall aesthetics of Macclesfield.	Prioritize code enforcement and enforce safety issues for vacant and deteriorating buildings.	Ongoing
	Plan for beautification within the town's rights-of-way. (Priority areas should include large portions of land at intersections along Edgecombe Street, improvements could include curb extensions, sidewalks, tree plantings, native plantings, etc.) Partner with faith communities and other organizations, or appoint a Beautification Committee to adopt areas for beautification.	Medium term
	Enforce landscaping as a buffer for parking lots for all new developments.	Short-term
	Encourage landowners and business owners to maintain properties in accordance with ordinance standards.	Short-term

Key: Short-term: 1-3 years; Medium term: 3-5 years; Long term 5+ years

POLICY	GOAL/ACTION	TIME-FRAME
1.4 Encourage all types of investment in Macclesfield.	Incentivize nonresidential development.	Medium term
	Request that Edgecombe County Planning Staff provide updates on developments within 1 mile of Town limits.	Short-term
	Consider offering micro-grants for facade improvements, signage, or to offset business startup costs. This might be as simple as waiving certain fees, paying utility bills for the first six months, or creating a small business incubator storefront.	Short-term
	Review and revise the Town's zoning ordinance to allow for more innovative housing types.	Short-term

SERVE THE LOCAL COMMUNITY

2.1 Maintain and improve infrastructure and services.	Evaluate current capacity and capacity demands of future development.	Ongoing
2.2 Enhance the accessibility and design of community infrastructure.	Evaluate current pedestrian infrastructure and identify and budget for additional curb ramps to improve accessibility to public spaces.	Short-term
	Seek out grant funding for pedestrian infrastructure improvements.	Short-term
2.3 Regularly evaluate utility connection fees.	Evaluate connection and tap fees and consider making adjustments.	Short-term
2.4 .Coordinate with Edgecombe County to ensure adequate public safety services.	Coordinate with Edgecombe County emergency service providers to ensure there is adequate coverage for the town.	Ongoing
2.5 Build the next generation of leaders through youth involvement.	Engage young residents in community and town events as volunteers, organizers, shadowing community and business leaders, ex-officio board members, paid town internships, and in educating younger residents, too.	Short-term

MAXIMIZE RECREATIONAL OPPORTUNITIES AND STRENGTHEN COMMUNITY INVOLVEMENT

3.1 Continue hosting and promoting town events.	Coordinate with Edgecombe County Economic Development department, the Tarboro Edgecombe Chamber of Commerce, Pinetops, and other partners to promote Town events.	Short-term
	Promote events by placing flyers in key areas throughout the Town, circulate information about upcoming events in the community newsletter and water bill, and post on social media.	Ongoing
	Maintain the Town's website and event calendar.	Ongoing
	Continue coordination with faith communities for event planning.	Ongoing

Key: Short-term: 1-3 years; Medium term: 3-5 years; Long term 5+ years

POLICY	GOAL/ACTION	TIME-FRAME
3.2 Expand opportunities for parks, recreation, and events that attract both residents and visitors.	Explore programming activities for all ages (i.e., yoga, farmers market, Easter egg hunts, small concerts, BBQ cook-offs, etc.)	Ongoing
	Apply for grant funding for park improvements such as the Parks and Recreation Trust Fund (NC Department of Natural and Cultural Resources), Landscape Structures Playground grant, and more.	Medium term
	Update open space requirements in local ordinances to include usable open space.	Short-term
3.3 Encourage volunteerism on town advisory boards.	Continue to pursue additional advisory board members for the Macclesfield Community Development Advisory Board.	Short-term
3.4 Establish a Planning Board to provide guidance on land use decisions.	Establish an application process for potential Planning Board members.	Short-term
	Promote the establishment of the Planning Board to encourage residents to apply.	Short-term
	Consider formalizing a Beautification Committee and/or continue working with the Macclesfield Community Development Advisory Board.	Short-term
3.5 Prioritize passive and active recreational opportunities.	Coordinate with NCDOT, landowners, and other entities to study the feasibility of a rail trail utilizing the location of the former rail line from downtown to Bynum Mill Creek.	Long term
	Apply for trail grants such as the Recreational Trails Program (RTP) Trail Project Grants or other trail related grants.	Medium term
	Participate in the update of Edgecombe County's Comprehensive Transportation Plan.	Medium term
BUILD CONNECTIONS TO MACCLESFIELD'S HERITAGE AND REINFORCE THE TOWN'S CHARACTER.		
4.1 Reinforce the Town's rural character while allowing growth, housing, and development in appropriate areas.	Encourage the use of existing building stock, particularly in downtown along Main Street through policies and zoning requirements.	Medium term
4.2 Improve the aesthetics throughout the town's municipal limits.	Utilize code enforcement to conduct inspections, investigate complaints and issue citations for properties that are not in compliance.	Ongoing
	Continue working with faith communities on beautification efforts in the Towns' rights-of-way.	Ongoing
4.3 Utilize the Town's rights-of-way for providing connections to key areas.	Study and plan for improvements in the Town's rights-of-way.	
	<ul style="list-style-type: none"> • Edgecombe Street has a 60' right-of-way. Study the potential for narrowing driving and parking lanes, expanding pedestrian zones, inclusion of street furniture, and the addition of plantings. • Plan for improvements in Town squares along Edgecombe Street. Improvements could include Welcome to Macclesfield signage, plantings, etc. • Plan for the addition of crosswalks in key areas. 	Long term

Key: Short-term: 1-3 years; Medium term: 3-5 years; Long term 5+ years

POLICY	GOAL/ACTION	TIME-FRAME
4.4 Encourage the restoration and reuse of buildings in Downtown.	Contact the North Carolina State Historic Preservation Office to host workshops on historic building preservation, renovation, adaptive reuse, and federal and state tax credits.	Medium term
	Consider reserving town funds for a façade grant program for downtown. Recipients would be required to match funds and use money for exterior improvements on their building such as painting, awnings, signage, and plantings.	Medium term
4.5 Create an inventory of commercial buildings.	Utilize the Macclesfield Community Development Advisory Board in inventorying Downtown commercial buildings.	Short-term
	Seek out funding for removal of buildings that are beyond repair.	Short-term
4.6 Build connections with all residents of the Town of Macclesfield and surrounding communities.	Continue existing events and seek out opportunities for new events.	Ongoing
	Maintain the calendar of events on the Town's website and promote transparency through following notification requirements for board decisions, maintaining access to board agendas and meeting minutes.	Ongoing
	Promote volunteerism by recruiting volunteers to help with beautification efforts (i.e, tree planting, native plantings, etc.).	Short-term
NURTURE DOWNTOWN		
5.1 Celebrate Macclesfield's cultural heritage by promoting historic, walkable, attractive downtown as the center of community activity and culture through reuse, renovation, and reinvestment.	Continue to pursue National Register designation for the Jail House and invite property owners of older buildings (50 years of age or older) to historic property workshops.	Medium term
	Consider improvements to the town-owned lot beside the beauty shop. Improvements could include bench seating and plantings.	Short-term
	Seek out residents with an interest and knowledge of the town's history.	Short-term
	Start an Oral History program by interviewing Macclesfield's oldest residents. Coordinate with Edgecombe County Community College and East Carolina University.	Medium term
5.2 Encourage context-sensitive mixed use development in Downtown.	<p>Analyze downtown building stock and create design guidelines for future development. Guidelines could address:</p> <ul style="list-style-type: none"> • Height • Building setback - require buildings to be set close to the street to maintain the existing street wall. Larger setbacks may be permitted if the area between the buildings and the front right-of-way is used for outdoor dining or a similar active use. • Transparency – buildings must have a certain amount (>60%) of their ground floor street façade as fully transparent windows. • Awnings and signage • Pedestrian access 	Medium term
	Review and update allowable uses and height.	Short-term

Key: Short-term: 1-3 years; Medium term: 3-5 years; Long term 5+ years



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