



Franklin next

A path to a smart future

COMPREHENSIVE PLAN FOR
FRANKLIN COUNTY, NORTH CAROLINA
JUNE 1, 2020



Acknowledgments

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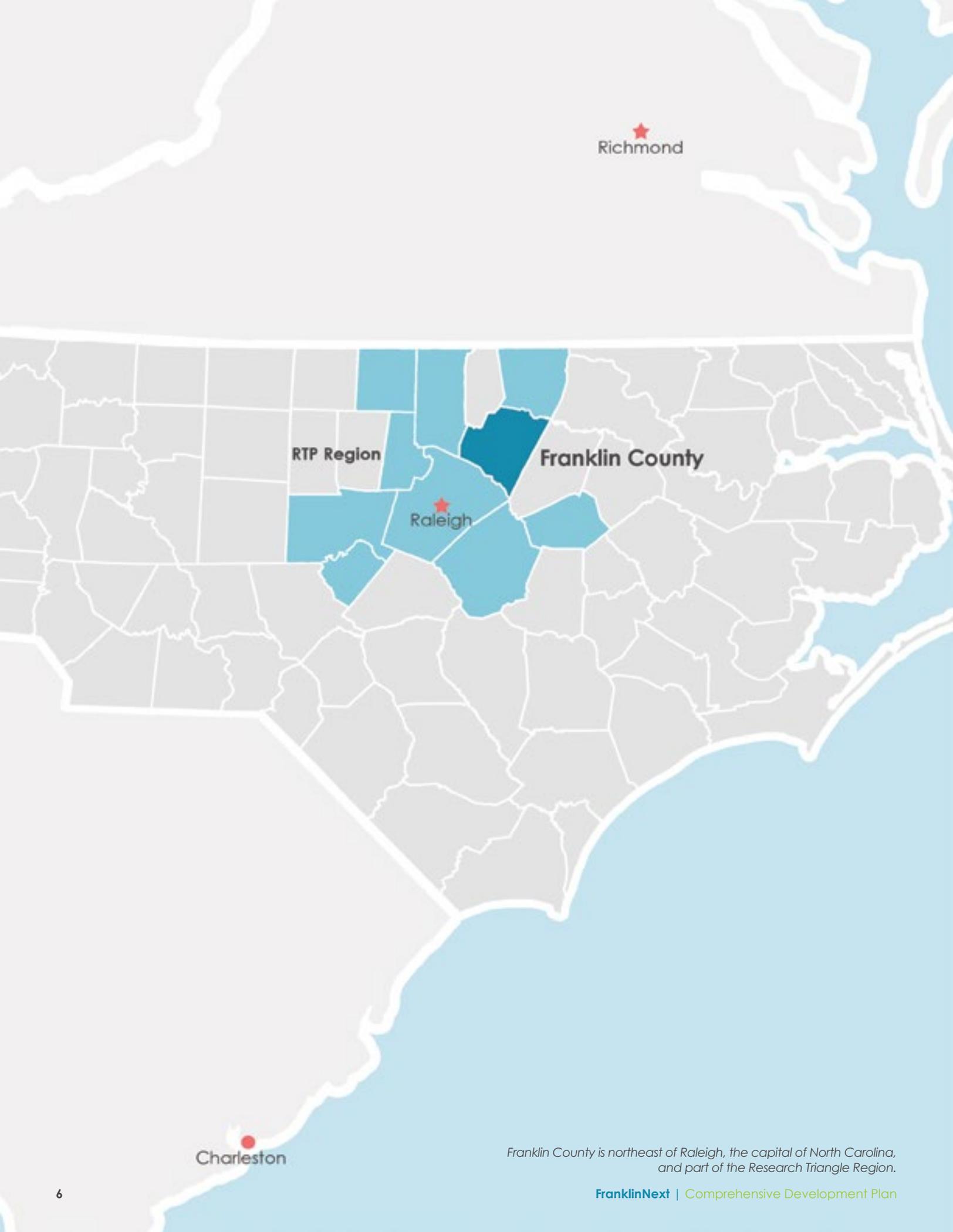
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Richmond

RTP Region

Franklin County

Raleigh

Charleston

Franklin County is northeast of Raleigh, the capital of North Carolina, and part of the Research Triangle Region.



Downtown Louisburg

Introduction

Our County, Our Future

Franklin County is part of the Research Triangle region where innovation is thriving, the economy is strong, and the quality of life exceeds expectations. These are just some of the reasons people, including talent from all over the world, are drawn to the area, making it one of the fastest growing regions in the country.

Accessibility, evident in the average commute time of approximately 30 minutes, is a key reason for Franklin County's growth. In addition, quality neighborhoods within and close to quaint historic towns enhance the appeal. Franklin County is also

home to valuable natural assets, especially within the Tar River corridor, and a stable agricultural community. The northern part of the County enjoys a relatively rural pace and character that contributes to the identity and attractiveness of the County.

As the County works to manage growth and conserve assets, the Franklin Next Comprehensive Development Plan will provide strategic guidance for County leaders as they strive to move Franklin County toward its envisioned future.

About the Plan

Franklin Next, Franklin County's Comprehensive Development Plan, is the official adopted statement about future development and conservation in the county. It represents the culmination of a community-wide conversation about what is working, outstanding needs, potential opportunities, and how collaborative efforts by County officials and staff, local businesses, and citizens can help make progress toward stated goals.

The plan is a policy guide that details the County's long-term vision and outlines the steps necessary to achieve it. The plan provides a framework for addressing issues and opportunities pertaining to growth and development in an organized, efficient, and sustainable manner. Taking into consideration existing conditions and emerging trends that could impact how growth and development occur, it seeks to strike a balance among the many competing demands on resources while protecting public investments. The plan provides an objective basis to support zoning and other land use controls, and it informs the decisions of county officials pertaining to capital investments, development approvals, economic development initiatives, and conservation. The plan is long range in scope, focusing on the anticipated needs of the community over a 20-year period or longer.

Relationship to Other Plans

FranklinNext replaces the County's Comprehensive Land Use Plan adopted in 2000. While the previous comprehensive plan served the County well for many years, the recent and projected increases in population growth rates and development activity in the county warranted the creation of an updated policy guide to better inform the decisions of County leaders, the County's partner agencies, and a wide variety of stakeholders.

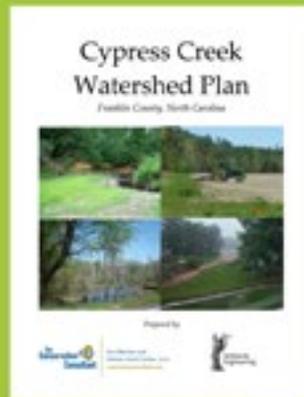
Several other plans have been adopted in recent years, including the 2008 Cypress Creek Watershed Plan, the 2010 Hazard Mitigation Plan, and the 2019 Parks and Recreation Master Plan. The recommendations of such plans have been taken into consideration and the relevant policies in those plans helped formulate the recommendations outlined in Franklin Next. Going forward, current plans should be reviewed to determine the need for updates to ensure consistency with the recommendations of Franklin Next, which now serves as a new framework for growth management in Franklin County.

The plan is not a regulatory document.

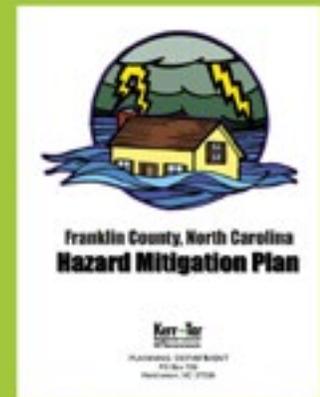
Rather, it provides a foundation for zoning and other land development regulations, which in turn will help implement the plan.



2000



2008



2010

2000

2005

20



Comprehensive Plans in North Carolina

All county governments in the State of North Carolina are authorized by statute to plan and enact zoning and land use regulations. The specific statutory authority for a county to plan for and regulate development is contained in Article 18, Chapter 153A of the NC General Statutes.

Using the Plan

This document provides a vision for the future of the County, generally defining the desired pattern and physical form of development while delineating the features worthy of conservation. It is a policy document that defines a direction forward so that growth management decisions are better informed and changes that will improve Franklin County's quality of life and its competitive position in the region are facilitated. For this reason, it should be referred to when decisions pertaining to development approvals, public investments, and County-supported initiatives are being made. The plan establishes goals that the County and its partners can consider in evaluating opportunities that lie ahead. As a reflection of community aspirations, the plan can drive economic development activities and be an effective marketing tool that can help stimulate private-sector interest and investment. Adopted plans demonstrate commitment to a community-supported vision, which can be advantageous when applying for grants and loans.

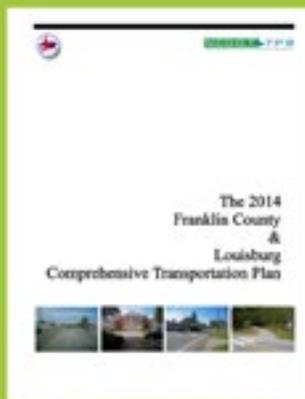
While the plan provides guidance to the County as it navigates change anticipated over the next 20 years, circumstances can change in unexpected ways. Therefore, the plan should be reviewed every five to 10 years to determine needs for updates to respond to changing circumstances.

Why Plan?

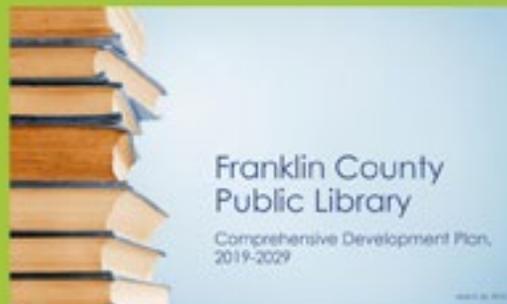
Change is inevitable. Every community has the option of managing change or simply letting change happen. In planning for the future, Franklin County has proactively chosen to effect change in a manner that brings about positive outcomes for the community as a whole.

Planning presents an opportunity for citizens to have a voice in the process. Through the process, a broad cross-section of the community can participate in shaping the plan by communicating ideas, preferences, concerns, priorities, and expectations. In doing so, they can help define the changes that are desired and, more importantly, the policies that will affect their future economic, environmental, and social well-being. This process opened the door to defining the vision for Franklin County 20 years from now and actively conveying that vision through this Comprehensive Development Plan.

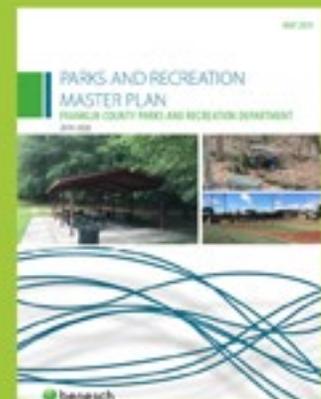
Adoption Timeline of Recent County Plans



2014



2019



2019

The Planning Process

The 12-month process took participants from discovery to the creation of the vision and, later, to the preparation of the action plan. Divided into four phases, the planning process involved a wide range of tasks in addition to community engagement activities, which are noted in Figure 1.

The success of the planning process was due in large part to the participation of many citizens and stakeholders who shared their thoughts, concerns, and ideas. Demands of everyday life and busy schedules require multiple options for giving input, so the project was organized around a multifaceted public engagement program. The elements of the program are summarized in this section.



Figure 1. The Franklin Next Planning Process

Steering Committee

Representing a broad cross-section of the community and a wide variety of interests, an eight -member Steering Committee was formed to guide the planning process. Participating in four formal committee meetings and serving as a sounding board throughout the process, the committee weighed in on policy ideas and initiatives suggested by the project team to ensure the synthesis of—and utilization of—stakeholder input was appropriate and providing feedback on the draft plan. Steering Committee members were encouraged to attend community meetings, provide input on the details of community meeting presentations, and offer suggestions for reaching stakeholders. As ambassadors of the project, Steering Committee members were charged with communicating with their constituencies to share information and encourage participation in the Plan process. The Steering Committee consisted of individuals willing to take a lead role in implementing the plan and, as champions of the adopted plan, involve others in implementation efforts. *(Note: A list of members is provided on the “Acknowledgments” page at the front of this document.)*



Stakeholder Group Interviews

To better understand the issues and the relevance of recent plans, policies and studies, the Consultant team met with several stakeholder groups during the first phase of the project. Five interview sessions were conducted over the course of one day to discuss key planning elements with community professionals, municipal representatives and technical staff. Their input and expertise were insightful and invaluable to the content development of this plan. A comprehensive list of topics and represented groups are noted in Appendix A.

over 500
attendees over 6 meetings

Community Meetings

A series of meetings were held in three locations across the county to present information and gather input. The first set of meetings were held in May 2019. These initial meetings were focused on informing residents and other stakeholders that the planning process was underway and hearing from them about the issues that are important and what they wanted addressed in the plan . A second round was held using the same three locations in September 2019. The meetings were more interactive, as participants were asked to review and prioritize future land use options, express opinions, and shared ideas to help visualize the “preferred” future of the county. Altogether, over 80 people attended the six meetings.



Meeting attendees talked with County leaders and staff

Survey

The online survey participation was tremendous! Nearly 600 community members submitted responses to the Franklin Next Community Survey over an 18-week period (February 10, 2019 through June 25, 2019). Residents, business and property owners, all of whom are interested in the growth and sustainability of Franklin County, graciously shared their thoughts on the pace of growth in Franklin County and their ideas to help the County thrive over the next decade or two. As shown in Figure 2, 34% believe the pace of growth is too slow. When asked what types of development they would like the County to support in the future, 79% indicated a desire for more sit-down restaurants (refer to Figure 2). (Note: A complete report of the survey results is available through the Franklin County Planning and Inspections Department.)

593

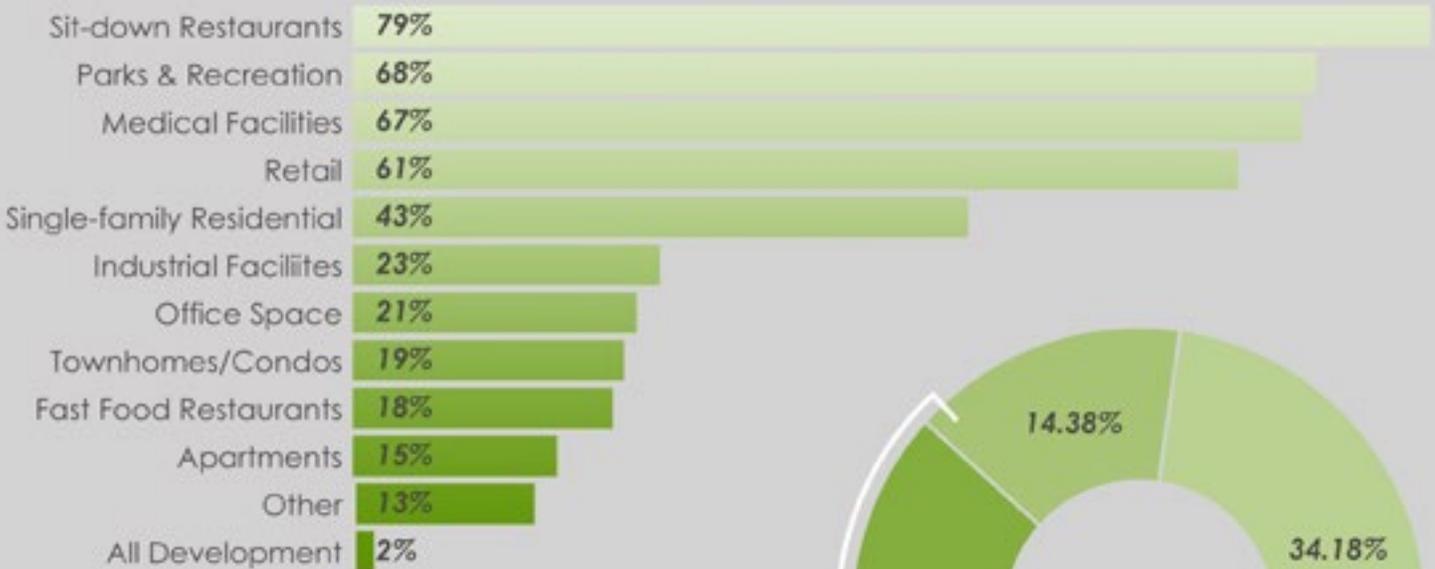
Survey Responses Received



Issues and Opportunities Cited Most Frequently:

- Roads and traffic problems must be addressed
- People want more dining and entertainment options
- Water and sewer infrastructure must be fixed
- Need to grow commercial base to relieve tax burden on residents
- Preserve parks and greenspace, develop trails
- Smart/sustainable growth practices need to be applied

In the future, what types of development should the County encourage?



How do you feel about the pace of growth & development in the Franklin County planning area over the past 10 years?

- Pace of growth has been good
- Growth has occurred too quickly
- Growth has occurred too slowly
- Don't know/haven't been here long enough



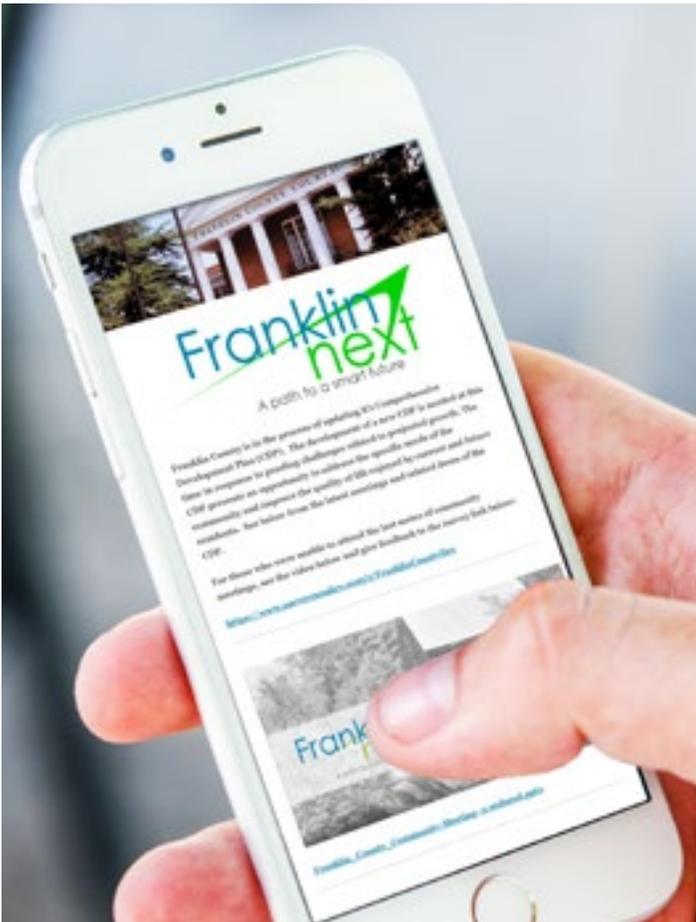
Figure 2. Responses to two survey questions

Special Presentations

County staff and members of the consultant team attended several events and regular meetings of area organizations to share information about Franklin Next. Speaking to visitors on horse farm tours, for example, as well as the presentations to the Franklin County Economic Development Commission and representatives of the Triangle North Executive Park helped raise awareness of the planning process and expanded the range of public input received.

Website & Social Media

A project webpage was maintained by County staff for Franklin Next on the County's website. Through this page, a one-stop, online resource was created where the project team kept the public informed about the project and the schedule of activities, encouraged public involvement with notices of meetings and special presentations, provided links to an online survey, and posted documents produced by the consultants during each phase. Links to this information were made available via social media updates on the Franklin County Planning Facebook page.



The project webpage received 298 unique visits before the draft plan was proposed.



Over 65 people attended the presentation during the horse farm tour.



Neighbors shared ideas with the project team and each other as they reviewed the development concepts and draft recommendations.

***“...give people
a reason to
come here and
a reason to
STAY here.”***

Input from Franklin County resident



Franklin County Today

Overview

Franklin County is situated in the northeast of portion of the Research Triangle region in North Carolina. Sharing a border with Wake County where the rapidly growing city of Raleigh is located, Franklin is in the path of a significant amount of additional growth over the next two decades. According to the US Census, between 2016-2017, Franklin County experienced the 8th largest growth rate of all NC counties outpacing both Wake and Johnston Counties. Some people are lured by the low cost of land and purchase tracts for horse or hobby farms. Others are drawn to the neighborhoods in the southern part county that offer homes at 66% of the median sale price of homes in Wake County. The number of residents has increased and is fast-approaching 70,000. Like residents of other “collar” counties at the edges of this region, Franklin County residents enjoys the slower pace of a small-town or rural setting that is within a convenient distance of thriving employment centers, world-renowned colleges and universities, major and minor league sports venues, art and museums, fine dining and

shopping, and a variety of outdoor recreation experiences.

The challenges associated with this pace of growth are many. Preserving viable agriculture, conserving valuable natural resources, providing adequate infrastructure, improving access to healthcare, and increasing the tax base are among the top issues. As the County leaders seek a balanced approach to growth management, maintaining a high quality of life for all Franklin County residents, now and in the future, remains the highest priority.

This section serves as a snapshot in time. It highlights some of the more interesting information about Franklin County, noting the attributes that make it a special place in the Triangle. Facts and figures presented provide a glimpse into the opportunities and challenges the County is facing and must address to ensure the community's desired future is achieved.

Franklin County was created when Bute County was eliminated in 1779 during the Revolutionary War and the area was divided to create two new counties. Today, Franklin County is bound by Nash, Wake, Granville, Vance, and Warren counties. Located in the Piedmont Plateau region, Franklin County has a mild climate, plentiful water from the Tar River and a network of tributaries, and rich well-drained soils, which have helped sustain the county's agricultural industry for more than two centuries. Cotton, tobacco, wheat, and livestock were the principal commodities produced in the county, and for several decades, particularly in the years following the Great Depression, tobacco was a major source of income for farmers. In addition to agriculture, the lumber and textile industries helped Franklin County prosper. Though

manufacturing began in the late 1700s, the construction of the railroad through the county in 1840 boosted the local economy by facilitating the export of goods to other markets.

The county seat, Louisburg, is named in honor of King Louis XVI of France, a strong American ally who assisted the colonies in repelling the British. It was laid out by William Christmas, the surveyor and cartographer who also developed the plan for North Carolina's capital, Raleigh, and helped prepare the first map of North Carolina. Franklinton, Youngsville, and Bunn are the other municipalities, which formed in 1842, 1875, and 1913, respectively. Centerville was incorporated in 1965, but in 2017, it dissolved its charter.

A Brief Look Back

- 1** The County was named for **Benjamin Franklin**, a politician, statesman, and iconic founding father of the United States. Honoring Franklin, the leaders of the new state of North Carolina further denounced the Earl of Bute, who remained loyal to the British crown.
- 2** Whitaker's Mill and Perry's Mill are remnants of the early manufacturing industry in the county.
- 3** **Louisburg College** (founded originally as the Franklin Male Academy in 1787) is the "oldest chartered two-year, church-related, co-educational college in the nation." (<https://www.louisburg.edu/about/college-history.php>)
- 4** At a time when artisans were just below the level of the gentry, hatting was often a prestigious and profitable business
- 5** Isaac Portis, a farmer in northeast Franklin County near the present-day village of Wood, was reported to have found gold on his property. News of the discovery shifted the gold rush from the Charlotte area to Franklin and Nash Counties in 1838. The **gold mine** was closed in 1936.
- 6** The **Shocco** and **Big Shocco Creeks** are closely connected with the Shakori Indians, a nomadic Native American tribe that frequented the region prior to the arrival of white settlers in the 1740s.
- 7** The brick and stone **county courthouse** located on Main Street between Court and Nash Streets replaced the original courthouse, a 1781 log structure, in 1849.
- 8** Historically, the **Tar River** served as an important transportation route for the area's agricultural, lumber, and textile industries.
- 9** **Person Place**, a Georgian-style home built in Louisburg in 1789 and transformed with a Federal-style addition in the 1830s, has been restored.
- 10** **Cascine** is a historic plantation complex listed on the National Register of Historic Places. The original homestead was comprised of two contiguous land grants exceeding 1,000 acres. According to NCGenWeb, "The name Cascine may have been taken from the name of a well-known park in Florence, Italy, La Cascine, where horse racing was a popular attraction. The name is especially apt since according to tradition, horse racing was a frequent entertainment... the great circle of oaks near the house is pointed out as having been a race course."



1



6



2



7



3



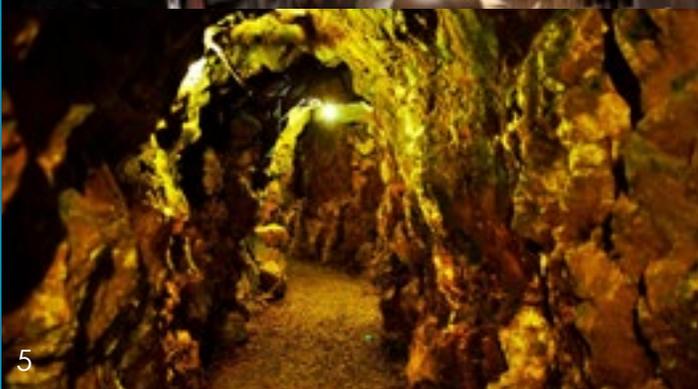
8



4



9



5



10



In the Headlines

Quite a bit has changed in Franklin county over the last several decades. The following articles present the issues and opportunities of 2019 that are currently on the minds of County leaders, citizens, business owners, and many other stakeholders as they ponder today's conditions and contemplate the future of Franklin County. *(Refer to Appendix B for more information about existing conditions.)*



Aerial Photo of the west side of Youngsville



Franklin County Growth

Twenty out of 100 NC Counties are Gaining Population

The fact that North Carolina's population is growing is not news. What is news is the growth trend taking place across the state. In the first half of the decade, over half of the growth occurred in three counties: Wake, Mecklenburg, and Durham. In the second half of the decade, growth patterns began shifting from urban to suburban and exurban counties. Between 2016-2017, Franklin grew by 2.3% to almost 67,000 and became

the eighth fastest growing county in the North Carolina, according to the UNC Population Center. (Refer to Figure 4.) According to current North Carolina Office of State Budget and Management (OSBM) projections, Franklin County will continue to grow at an accelerated rate with a projected population of just over 90,000 by 2040. (Refer to Figure 3)

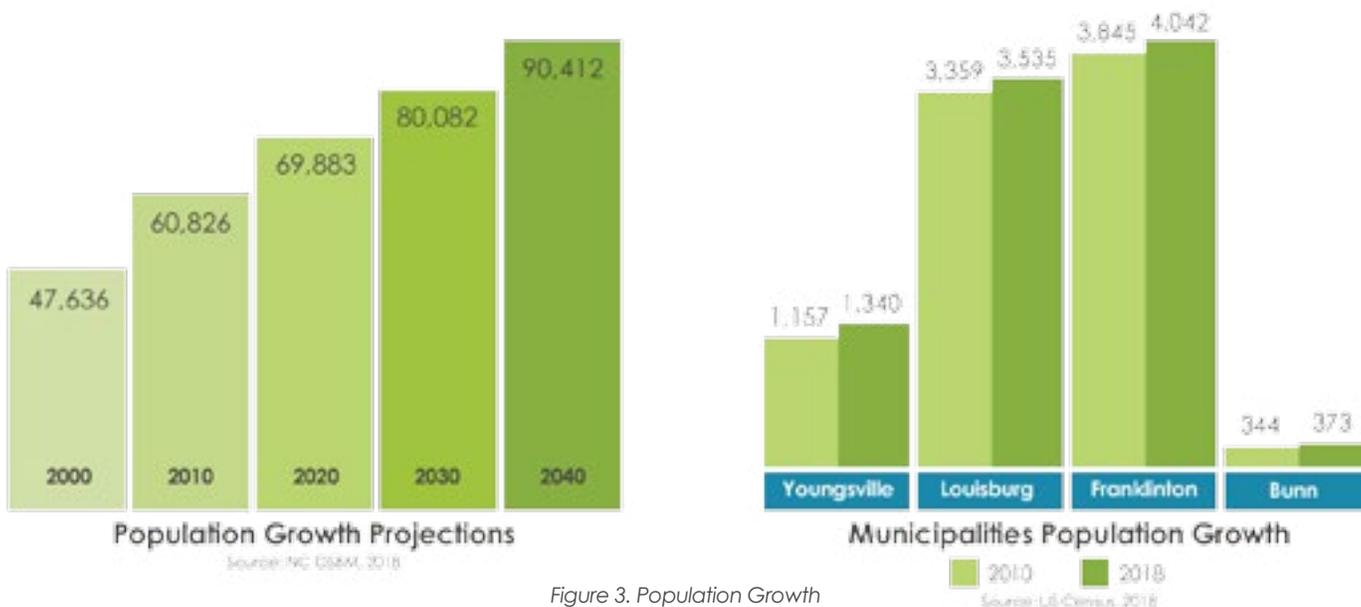
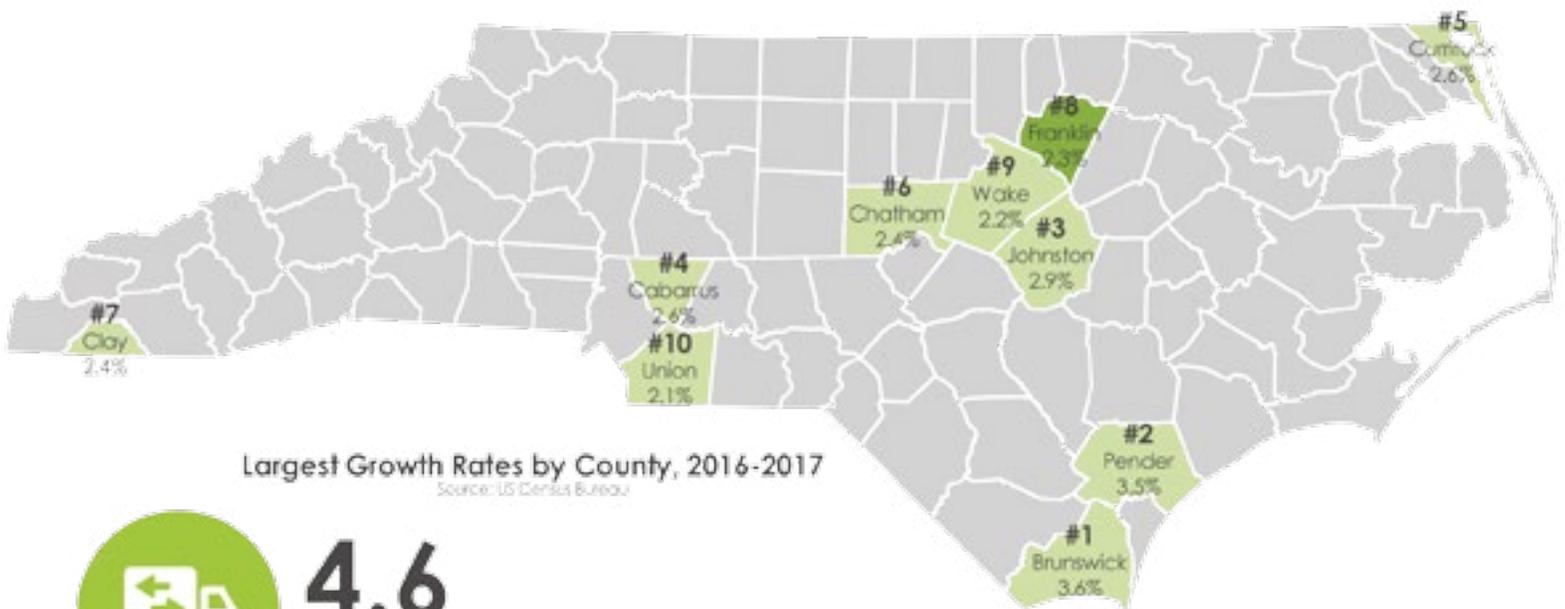


Figure 3. Population Growth



Largest Growth Rates by County, 2016-2017

Source: US Census Bureau



4.6

Average number of people moving to Franklin County per day

Figure 4. Map of Fast-Growth NC Counties



Between 2016 and 2017, Franklin County grew **2.3%** and became the 8th fastest growing county in NC.

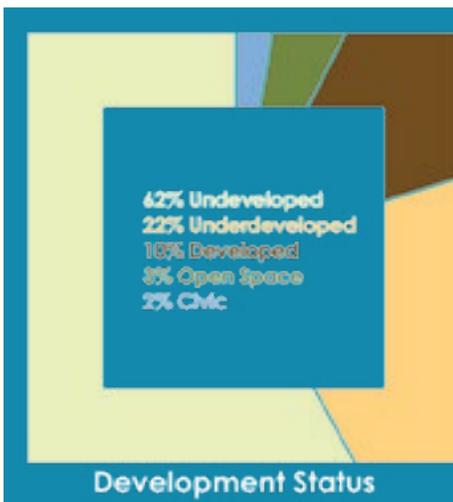
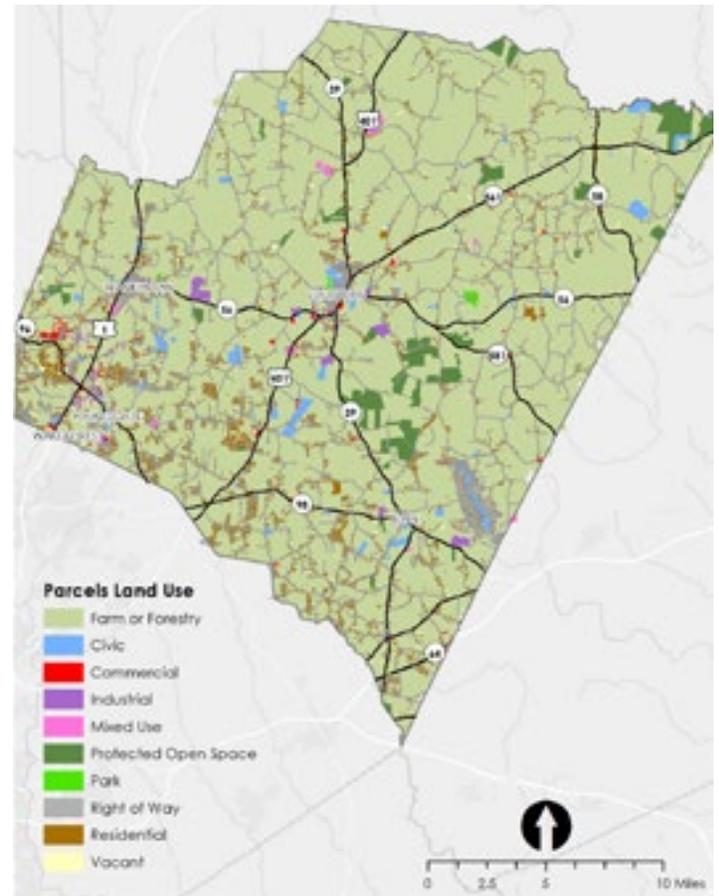
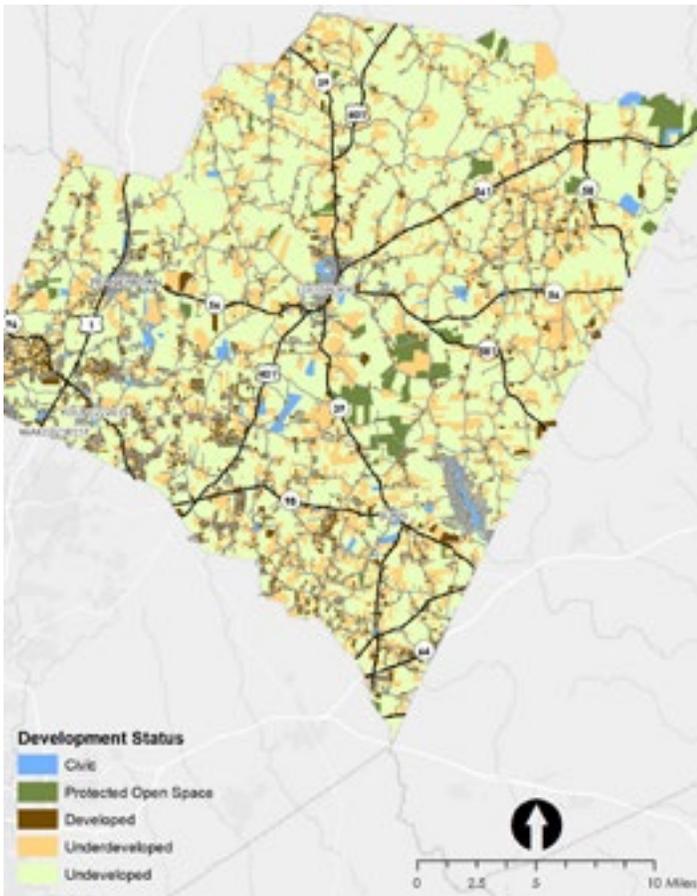
Source: US Census, 2018

As Franklin County's population grows, the composition is changing and becoming more diverse in terms of educational attainment and ethnicity. Like the rest of the country, the number of people over the age of 65 is increasing rapidly. However, Franklin County's median age of 40.9 is substantially higher than the national average of 37.8 and the state average of 38.4.

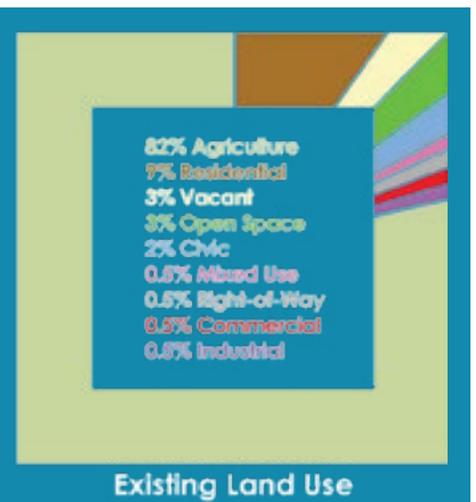
Though proximity to regional employment, a sense of community, housing choices and natural resources appeal are among the factors that draw people to the area, Franklin County's low cost of living is also influencing people's decisions

to locate here. According to City-Data.com, the cost-of-living index rate of 81.5, which takes into consideration basic expenses such as housing, food, taxes, healthcare and childcare, is low compared to the national average of 100.

Census data indicates that growth is occurring at a higher rate in unincorporated areas of the county than in municipalities. The only exception to this is Youngsville where growth outpaces all other areas. As shown in Figure 3, the growth in most of the municipalities between 2010 and 2018 has been relatively flat.



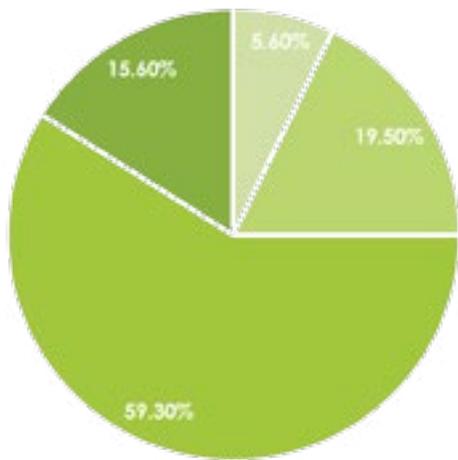
"Land supply" is the combined total of undeveloped and underdeveloped parcels in the county's jurisdiction. Currently, there are approximately 266,000 acres of land available for future development or conservation



Existing development patterns and recent building permit activity reveal the County is urbanizing on the south side due to growth from Wake County. Almost 30% is zoned for residential uses and most neighborhoods are comprised of single-family detached homes on 1-acres+ lots. In contrast, the county remains virtually rural north of the Tar River. Agriculture remains a large presence where nearly 60% of the county is zoned for agricultural uses.



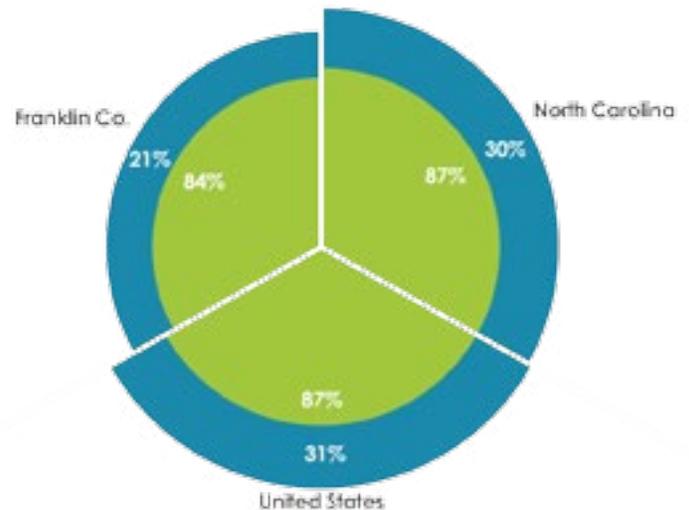
Current data shows that 95% of housing in Franklin County is single-family site-built and manufactured while 5% is multi-unit.



Age of Population

0-4 yrs 5-19 yrs 20-64 yrs 65+ yrs

Source: US Census, 2017



Education Achievement

High School Graduation Bachelors Degree

Source: US Census, 2017

Reasons seniors and millennials are choosing alternatives to single-family homes on large lots.

Current trends indicate a growing demand for a variety of housing options. Segments of the population including those 65+ years, millennials and young families are looking for smaller, more strategically located housing with access to local amenities and employment.



46%

Affordability



44%

Amenities



41%

Less Maintenance



31%

Proximity to Family



30%

No Property Care

Source: FreddieMac, 2016



Housing is Cropping Up

Building permits for over 2,924 homes were issued by Franklin County Inspections Department between 2009 and 2018. Had the lack of adequate water supply not slowed the approvals of such permits, it is probable that many more homes would have been constructed in the same 10-year period.



is the Median Sale Price for a single-family home in Franklin County in June 2019
Source: Zillow, 2019

The most recent US Census data (2017) shows that the median value for a home in Franklin County was \$140,300. Compared to Wake County and North Carolina, home values are relatively low. (Refer to Figure 5.) Recent data from Zillow, the real estate and rental online marketplace, shows that the 2019 median home price is \$175,600. Home

prices have gone up 6.2% over the past year and Zillow predicts they will increase another 3.4% over the next year. Similarly, the cost of rental units is on the rise. In January of 2015, a three-bedroom rental averaged \$1,057 per month. By September of 2019, the average monthly lease for the same unit had risen to \$1,215.

With housing costs much lower than those in the Raleigh metropolitan area, housing construction in Franklin County is on the rise. The UNC Carolina Population Center predicts that Franklin County will need over 9,000 additional units by 2040



Between 2009 and 2018, over 2,924 building permits were issued by Franklin County's Inspection Department.



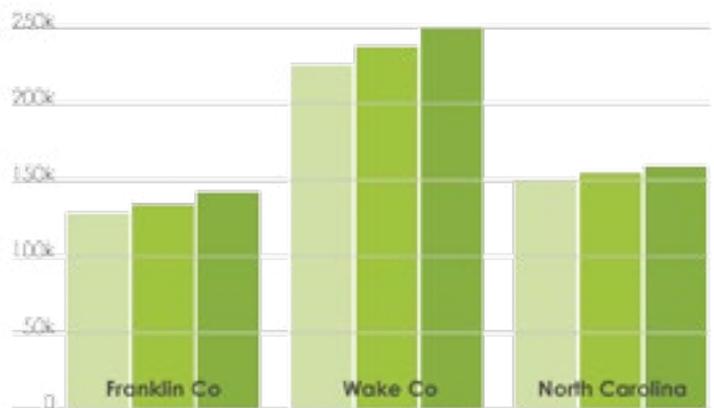
in order to house the increasing population. Competition for land to meet the rising demand for homes is becoming increasingly stronger and putting pressure on property owners to sell land for the development of new neighborhoods. Many of the property owners feeling this pressure are local farmers. Some of Franklin County's most productive agricultural operations are located squarely in the path of urban growth. The value of land is rapidly escalating, making the decision to sell entirely too easy for some.



Some newer housing development includes townhomes, which are being constructed in response to current demand.



Encroachment of new development on existing agriculture is a common sight across the U.S.



Average Home Value Comparison

2010 2015 2017

Source: US Census 2017
Figure 5. Home Values



Crop Production is Down

While farming employs less than 2% of the county's population, it remains a key component of Franklin County's economy. According to the 2009 Cost of Community Services study by NCSU, property in agricultural land uses is found to be a net contributor to the local budget, generating \$1.32 in revenue for every dollar of public services it receives. The conversion of agricultural lands to subdivisions and other forms of development results in a reduction of the number of farms and the amount of land devoted to agricultural activities. The encroachment of incompatible development on remaining farms threatens the viability of such farms and can further reduce the total area considered suitable for productive agriculture.

In addition to new neighborhoods and commercial sites, investors are seeking land for other purposes, such as hobby farms, horse farms, and "solar farms." Many relocating to Franklin County are drawn to the appeal of rural living. Real estate values are



14,079

The number of acres of farmland in the VAD Program, which protects farmers from potential lawsuits filed by new neighbors negatively affected by the byproducts of agricultural activities, including dust, odor, and noise.



3,831

Tax Parcels in the Present Use Value (PUV) Program



USDA AgCensus, 2017

Cropland



48,824
Acres

Corn



1,034
Acres

Wheat



5,806
Acres

Cattle



13,522
Inventory

Hogs



25,486
Inventory

Figure 6. Crop and Livestock Data, 2017. Source: US Census

still within reach for people, especially those with interests in horses or the cultivation of specialty plants, seeking homesites on several acres. Solar farms are sprouting up across the state and now occupy approximately 1,000 acres in Franklin County. By leasing land for solar installations, some property owners are supplementing their annual income. In some instances, farmers are generating more revenue per acre from these leases than from crop production. More horse and solar farms further reduce the amount of land utilized for agriculture.

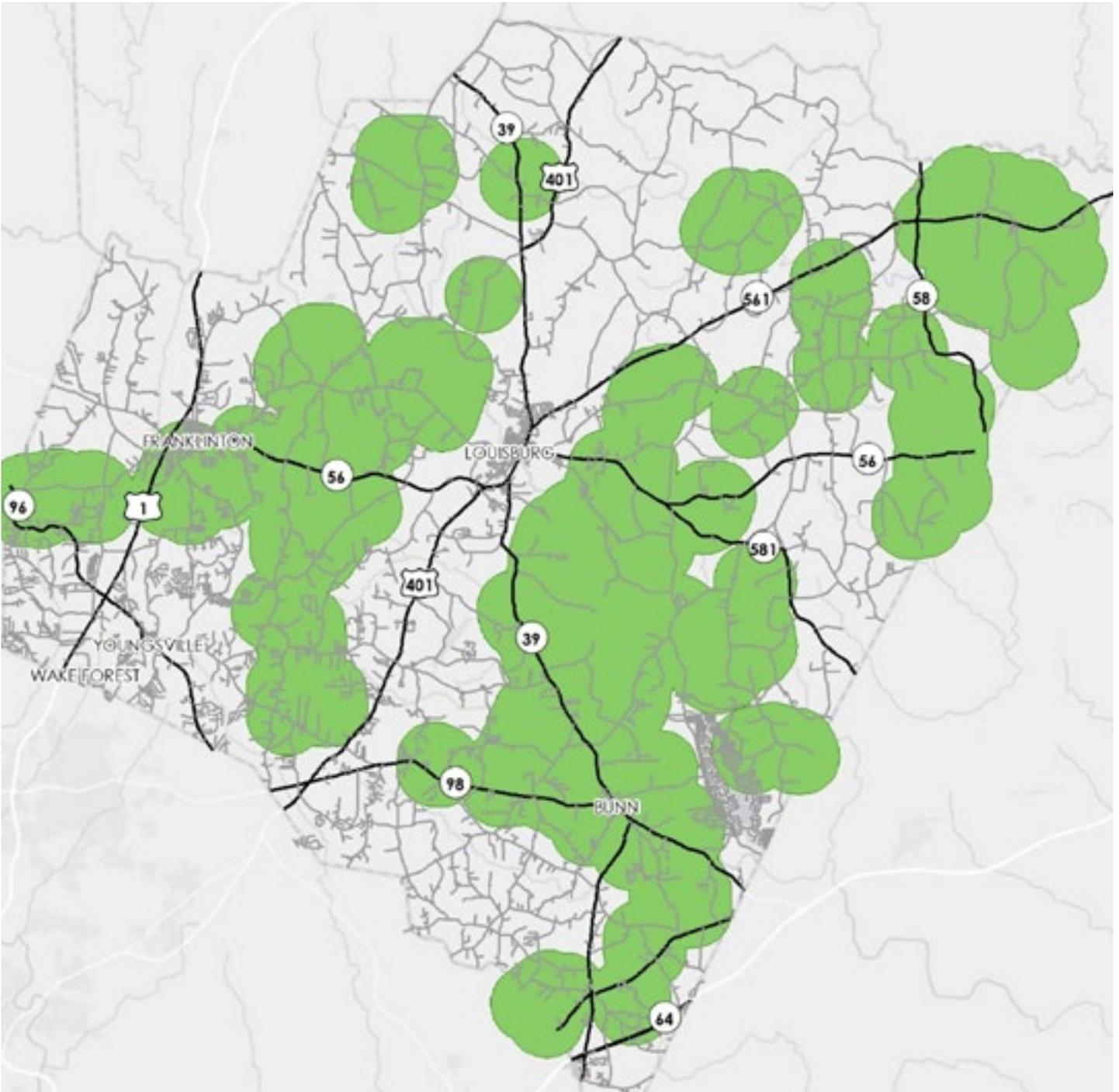
With the encroachment of new development and mounting pressure to sell land for various uses, it is not surprising that the number of farms across the county has declined for the last 100 years from 3,567 farms covering approximately 86% of the land in the early 1900s to 593 farms covering one-third of the land area in 2007. More recent data from the USDA Ag Census indicates that the number of farms in the County dropped from 542 in 2012 to 538 in 2017. The market value of agricultural production per farm also dropped during this timeframe from \$150,309 in 2012 to \$108,669 in 2017.



Solar farms consist of rows of photovoltaic panels collecting the sun's energy and supplying electricity to the power grid. (Image of Fox Creek Solar Farm, LLC in Louisburg)



There are an estimated 6,000 horses in the county which places Franklin in the top 25% of counties statewide for horse population and approximately 11 times higher than neighboring counties.



Voluntary Agricultural Districts (VADs) are located throughout Franklin County.



Where's the Water?!

There has been a trend in North Carolina over the last few decades that is changing the rural landscape. Growth, accessibility and water quality issues have caused North Carolina's counties to absorb the responsibility of providing water and sewer services that were once solely the responsibility of municipalities. Franklin County is no exception to this trend with the County operating its own water and sewer services.

Through a purchase agreement, water is provided by the Kerr Lake Regional Water System and delivered through the City of Henderson. Franklin County Public Utilities (FCPU) has experienced high annual customer connection growth rate of approximately 7.5% for several years and is expecting this trend to continue through the 20-year planning horizon. The County has recently entered into a contract to conduct a water supply study that will be completed by the end of 2020. In addition to managing the water-treatment plant and surface water reservoir, FCPU is also exploring options for a long-term water supply.





Historically, areas in Franklin County targeted for development have been supported by investment in major water lines to provide long-term capacity to these key locations. Since the 1980s, large-diameter transmission mains have been planned and installed along US-1 from Franklinton to Youngsville and along State Road 56 between Franklinton and Louisburg. Although water and other services can be added to increase economic development and growth, the tendency in North Carolina has been for counties to be reactive, responding to growth by adding services as needed.

As growth continues, there will be increased stress on the current capacity of this system. Capital planning and related financial analysis including rate studies need to be proactively addressed in order to meet the increased demands for water and sewer services. These efforts comprise an important element of land use planning that examine private land development trends as well as the condition and capacity of existing

public facilities and infrastructure. Continued investment in water infrastructure is essential to support development in key areas and maintain adequate pressures and delivery rates throughout the system.

FCPU's Capital Improvements Plan (CIP) identifies infrastructure needed to provide forecasted capacity demands and construction costs



Water

7000 - Water Connections (approx.)
170 - Mains (approx. miles)
2017 - Last major renovation



Sewer

3,261 - Sewer Connections (approx.)
45 - Mains (approx. miles)
2004 - Last major renovation



Franklin Co Wastewater Treatment Plant near Franklinton soon after 2004 major rehabilitation work

for additional source of supply, storage and transmission mains. It also identifies anticipated construction costs for upgrades at the wastewater treatment plant, replacement of a regional lift station and upgrading major sewer outfall lines.

Improvements to the wastewater treatment plant currently in progress will address nutrient

removal requirements. When completed, the plant will meet capacity needs through 2032. Additional wastewater treatment capacity will be necessary to meet 2040 projections. Wastewater infrastructure investment supports continued efforts to manage development in key areas improve efficient use of available resources.



Continued investment in water infrastructure is essential to maintain desirable water pressures and support future development demands.

Water	Overview	Sewer
4.32	Current System Capacity (MGD)	3.00
2.23	Average Day Demand (MGD)	0.923
52%	Current Capacity in Use	31%
2.86	Max Day Demand (MGD)	1.94

The Primary Source of system expansion is through private development where the infrastructure is constructed by private developers dedicated to the County.



Stuck in Traffic:

Will Congestion Get Worse?

Congestion is building on Franklin County's limited road network. Many of the highways in the county were originally constructed as two-lane, farm-to-market roads and do not have the capacity required to efficiently move current and anticipated traffic volumes. New development, which is concentrated in a few key areas, is generating additional traffic on a portion of the 783-mile road system.

In addition to having inadequate road infrastructure, Franklin County has limited regional connectivity. The County has no direct access to an interstate highway, and the US and state highways need improvements in order to provide an adequate level of service. Residents, particularly those who commute to work daily, have expressed concerns about safety and longer commute times.





Existing two-lane, farm-to-market roads do not have the capacity required to efficiently move current and anticipated volumes.



Commuter rail service is a long-term vision for the Louisburg-Franklinton-Raleigh corridor in Franklin County.

Alternative options, such as public transportation, are scarce and further hamper mobility in the county. There are few places in the County where residents can safely bike and walk. Conditions for cycling are very poor, favoring only the most experienced road cyclist, except in the core downtown areas of the municipalities, and even there, they are limited.

According to the 2014 Franklin County & Louisburg Comprehensive Transportation Plan and the Southeast High-Speed Rail (SEHSR) Study, there is a possibility for a future commuter rail service between Louisburg, Franklinton, and Raleigh. Currently, the rail system in Franklin County is owned and operated by CSX Corporation. The line provides a north-south passenger (AMTRAK) and freight service that runs through Franklinton.

Franklin County is served by two transportation planning agencies: The Capitol Area Metropolitan Planning Organization and the Kerr-Tar Regional Planning Organization. These two agencies in collaboration with NCDOT, the Town of Louisburg and Franklin County prepared and adopted the 2014 Franklin County and Louisburg Comprehensive Transportation Plan. The Plan is



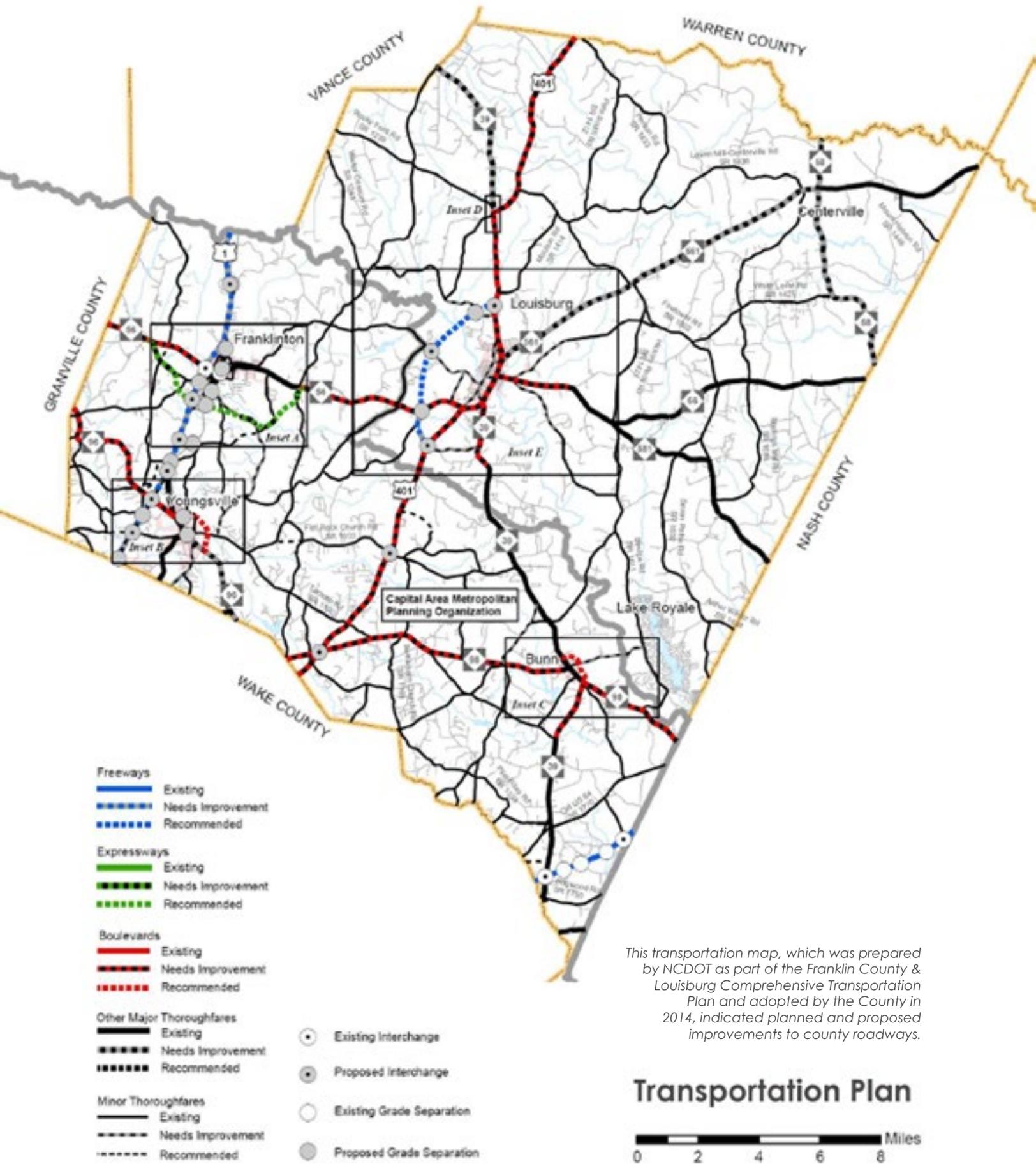
Primary Recommendations:

- Expanding parts of US 401 near Louisburg,
- Adding lanes to NC 39 near Bunn, adding lanes to NC 56 in Franklinton and
- Adding lanes to NC 96 near Youngsville.

Source: 2014 Franklin County & Louisburg Comprehensive Transportation Plan

long-range, multi-modal and designed to cover transportation needs through 2035.

While implementation roadway improvements recommended in the plan will not solve all the traffic problems, it will alleviate some of the congestion. It is encouraging to note that the current and planned construction of Highway 401 as a four-lane median divided superstreet with no signalization will enhance the County's accessibility to the south and provide an opportunity for a more enhanced entryway corridor.



This transportation map, which was prepared by NCDOT as part of the Franklin County & Louisburg Comprehensive Transportation Plan and adopted by the County in 2014, indicated planned and proposed improvements to county roadways.

Transportation Plan

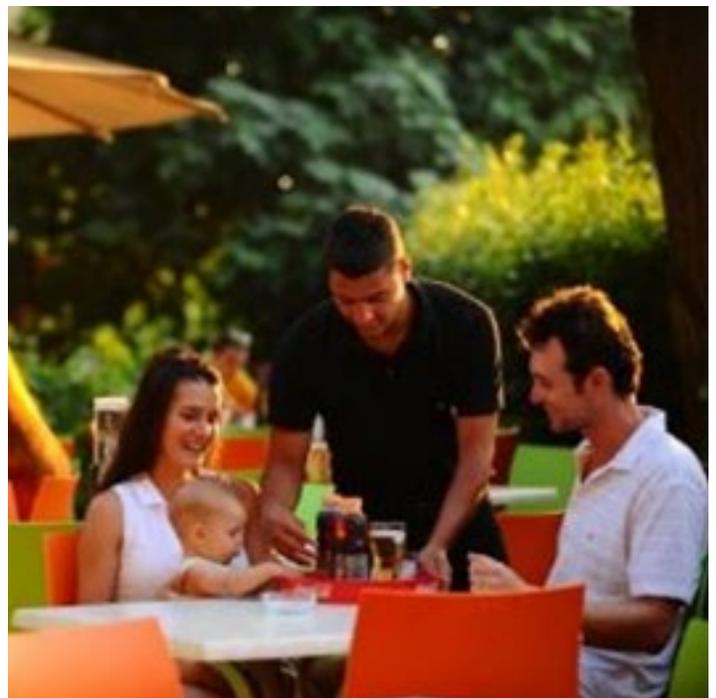


Take me to the River

(and other things to do in Franklin County)

“Quality of life” is a major factor influencing location decisions, as touted by many communities throughout the U.S. enjoying economic success. Defined as the standard of health, comfort and happiness experienced by an individual or group, it is essential to attracting investors, employers, and the talent they aim to recruit.

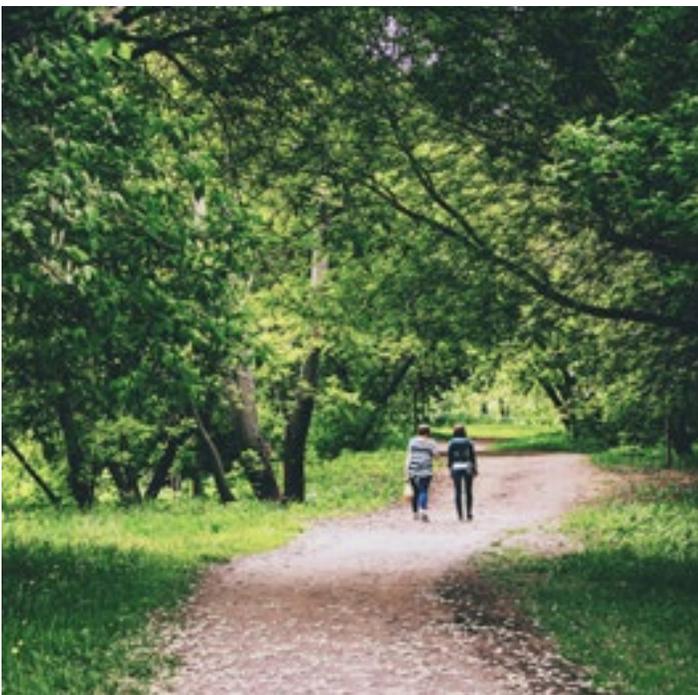
Franklin County has many quality-of-life features to promote. However, there is still much work to be done to satisfy the expectations of existing residents who desire shopping, dining, entertainment, cultural activities. Topping the list of things residents would like to have in the county, though, is equitable access to greenways, area parks, the Tar River, and a variety of recreational opportunities. A community survey conducted in the early part of 2019 ranked greenways/nature trails as one of the top most-needed amenities.



Sit-down restaurants and other places for people to gather for socializing and entertainment are among the things county residents want more of in the future.



Currently, residents have access to Medoc Mountain State Park, Falls Lake State Recreation Area, Kerr Lake and Gaston Lake which are located just outside county. Other parks, such as Joyner Park in Wake Forest, are also used by Franklin County residents.



Greenways are a popular venue for walking, biking and jogging. They are also a great way to provide access to local points of interest and to connect residents of neighboring towns.

Section 2: Franklin County Today



49%

Say Parks & Recreation are an Essential County Service



51%

Are Dissatisfied with the Variety of Recreation Programs Offered

Within the county, there are over 350 acres of County-maintained parks. The Owens Recreational Park, a District Park located in Louisburg, is the newest addition of parks to the county. Encompassing 167 acres, it includes walking and nature trails, a playground and a fishing pier that make up the first phase of the overall set of planned improvements. In addition, the County has six community parks that are provided through a collaborative effort between towns within the County.

Equestrian trail riding is a growing activity in Franklin County and there is a large equestrian community that is advocating for additional areas to ride.

The Tar River is a valued natural and underdeveloped recreational resource in Franklin County. Access to the Tar River and other local water resources is highly desired by the community, as evidenced by public input collected through the park and recreation

Highest Priorities for Facilities / Amenities Include:



Aquatics / Swimming Facilities (Outdoors)

Natural Trails

Indoor Fitness & Exercise Facilities



Greenway Trail System

Dog Park

Highest Priorities for Programs / Activities Include:



Aquatics Programs

Outdoor Music / Concerts

Adult Fitness & Wellness Programs



Senior Citizen Programs

Special Events / Family Festivals



The Tar River offers great opportunities for outdoor adventure.

master planning processes. The corridor lends itself to greenway development. As a “blueway,” it offers canoe and kayak paddlers an expanded trail system by connecting Louisburg with Rocky Mount and Tarboro, which both have existing paddling amenities.

Overall, an improved park system can lead to improved health outcomes and can be an asset to economic development efforts. The 2019 Parks & Recreation Master Plan recommends a wide variety of improvements, including a second district park in the western part of the county for use by the residents in and around the areas of Youngsville and Franklinton. One of the biggest challenges the County is facing is the expansion of the parks system given the existing and future demand. Currently, there is a sense of urgency in locating and securing affordable land suitable for park use. Growth over time will only increase the challenge.



Outdoor concerts were among the things people expressed interest in when surveyed during the Parks and Recreation Master Plan process.



Double D Equestrial Center, Louisburg, NC



Doctor's Orders: A Healthy Dose of Open Space

Franklin County's Community Health Needs Assessment (2018) named four priority areas to be addressed, considering key health issues identified in the study. Among them are (1) exercise, nutrition and weight, and (2) mental health and mental disorders. The provision of accessible open space for various types of recreation is key essential to creating an environment that is conducive to more active, healthier lifestyles and effectively reducing the incidence of preventable health conditions, such as obesity, diabetes, and heart disease.

The benefits of accessible open space go beyond physical wellness. According to recent research, spending time outside can also significantly

improve an individual's mental and emotional well-being. The University of East Anglia combined the results of 140 studies of 290 million people across 20 countries. From the results, which were published in 2018, researchers concluded that, in addition to a reduced risk for type II diabetes and cardiovascular disease, "people living closer to nature also had reduced diastolic blood pressure, heart rate and stress." Another study published by Nature Research in June 2019 (<https://www.nature.com/articles/s41598-019-44097-3>) revealed that just two hours spent outside each week is enough to improve both physical and mental health. Contributing to the positive health outcomes were opportunities for exercise and socializing as well as exposure to nature.



"Instead of prescriptions for more pills, **doctors around the country are increasingly prescribing trips to the park** for a range of conditions, including anxiety and depression, attention deficit disorder and chronic illness such as diabetes and high blood pressure.

<http://www.nbcnews.com/health/health-news/dose-nature-doctors-prescribe-day-park-anxiety-n623421>



120

Minutes per Week Required to Improve Physical and Mental Well-Being

Early in the planning process, many residents noted that the natural environment and abundant open space are two of the things they love most about living in the county despite having little public access to these places. While almost 90% of the county remains relatively undeveloped, only 351.2 acres of land comprise County-owned parks. The 2019 Franklin County Parks and Recreation Master Plan highlights the need to establish open space for public recreation and conservation of valuable natural environments. A key recommendation of the plan is to create another district park of 100 acres or more in the western part of the county where the population is concentrated. Proper planning and management of existing natural resources and the establishment of additional publicly accessible open space, including nature preserves, will become critically important to addressing health priorities and otherwise meeting the needs of a rapidly growing population.

69%

Survey respondents that have desire to use parks, other rec facilities, & programs to meet Health & Wellness needs

51%

Survey respondents who would be more physically active if they lived closer to parks, walking trails, or greenways

58%

Survey respondents that agree public parks add to the Quality of Life in communities



Banding Together for Broadband

Residents, especially in rural parts of the county, are being left behind by not having access to affordable high-speed broadband service. (Refer to Figure 6. Areas without internet service are indicated in white.) A reliable, comprehensive broadband network is vital to the future quality of life for residents of Franklin County, as it allows people to connect to health care, government services, education and business opportunities.

Broadband is also an essential service needed for future economic development initiatives. It is a critical component of the infrastructure required to recruit an array of investors. It helps farmers connect to information related to precision farming techniques and markets not otherwise

accessible. It enables working remotely, which many companies today encourage. It is crucial for supporting entrepreneurial endeavors across the county, particularly businesses emerging in the more rural areas.

Franklin County and the Kerr-Tar Council of Governments, is responding to the county-wide demand for high-speed broadband access. The three-county, seven-year Agreement with Open Broadband LLC will bring internet services to unserved and underserved areas of the County. Network deployment will take place in phases over the next four years.



At a macro level: 80 new jobs are created for every additional 1,000 users; increasing broadband access 10 percentage points increases GDP 1%; doubling broadband speed can add 0.3% to GDP growth.



At a household level: Gaining 4 MBPS of broadband increases the household income by \$2,100 per year; Online job searches result in re-employment 25% faster than traditional searches; broad band is associated with higher employment rates in rural counties.

Source: Appalachian Regional Commission (ARC)

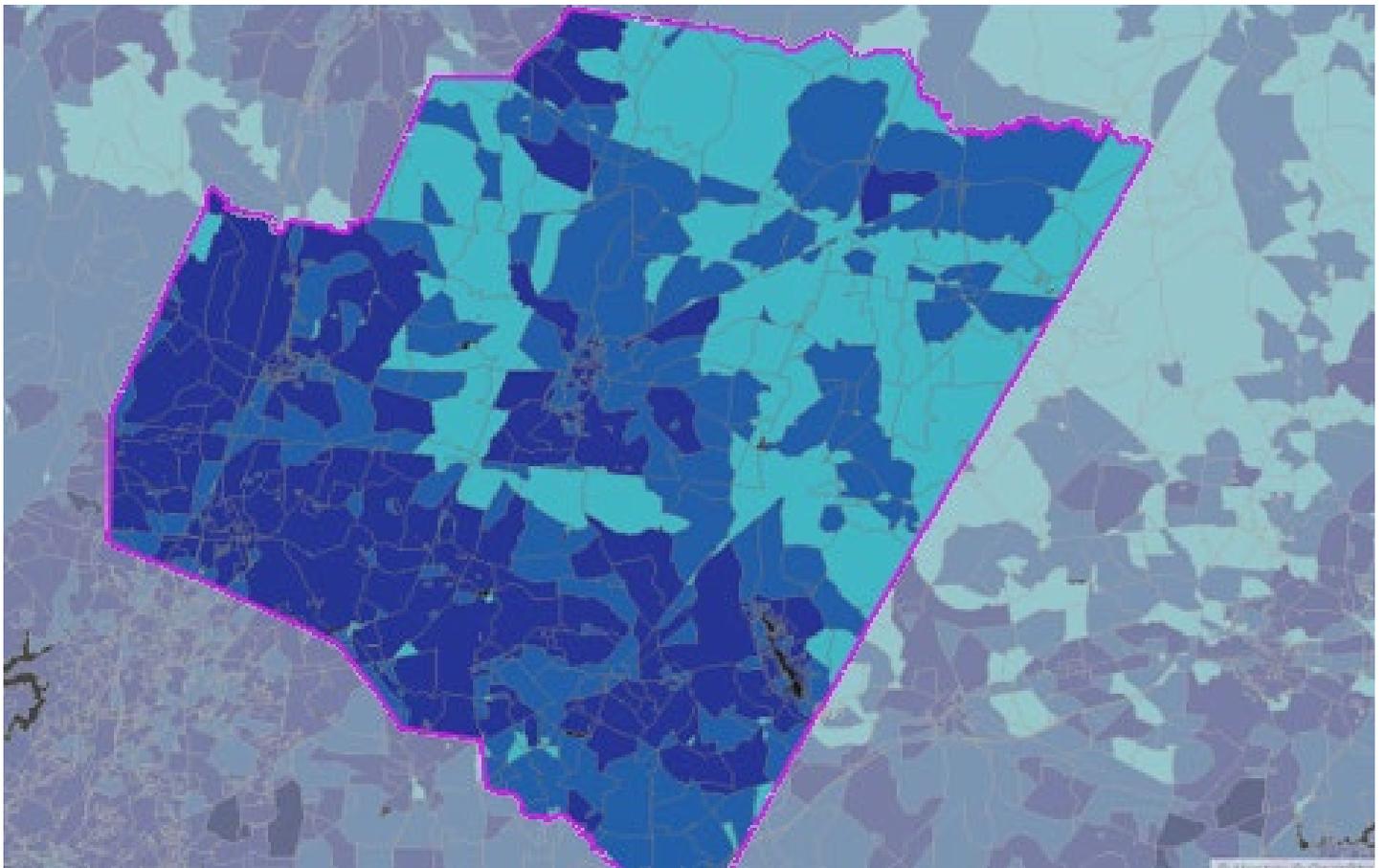


Figure 7. FCC Broadband Service Coverage Map



Working from “Home”: Keeping and Creating Jobs in Franklin County

Over 30,000 people living in Franklin County are employed, and of the roughly 12,000 jobs available, fewer than 10,000 are held by people who live in the county. A large share of existing jobs in Franklin County are in local-serving, moderate-paying industries, such as construction, retail trade and public administration. Roughly one-fifth of the jobs are in manufacturing for large companies with facilities in the county, including Novozymes North America, K-Flex USA, and Eaton Corporation.

Largely missing from the county are higher-paying, traditionally white-collar jobs such as those in the finance and insurance industries and professional and technical services. With almost 17,000 people commuting out of the county for work daily, Franklin County functions as a bedroom community to Raleigh and Durham.

Residents' quality of life depends largely on positive job growth and career opportunities. County leaders recognize this and many other



\$53,175

Median Household Income (2018)
(\$26,273 Per Capita Income 2018)
Source: US Census, 2018



9,767

people living and working in the County,
comprising just 30% of the county's labor force
Source: (US Census, 2017)



benefits of creating, attracting, and growing businesses in Franklin County. Among them:

- Less commuting, which in turn has other benefits, such as less retail leakage, as residents are less likely to shop outside of the county if their jobs keep them closer to home; less traffic congestion, as fewer people are on the roads driving to employment outside of the county; and better quality of life, as less time in the car means more time for friends, family, exercise, and other activities.
- More nonresidential development for a balanced tax base. Residential growth continues to outpace commercial growth. Insufficient market diversity affects tax revenue, as land in residential use generates less than nonresidential. (Refer to Figure 7.) The lack of balance, coupled with increasing demand for services and infrastructure from

a growing residential population, can further strain County resources. With balance, additional tax revenue can be generated and directed toward strategic public investments in infrastructure, services, amenities, and economic development initiatives, all aimed at enhancing the quality of life.



Figure 7. Cost of Service



Major Employers:

- Novozymes North America
- K-Flex USA, LLC
- Eaton Corporation
- Palziv North America
- Captive-Aire Systems
- Trulite Glass & Aluminum Solutions
- Majestic Kitchen & Bath Creations
- Amcor Rigid Plastics
- Southern Lithoplate
- Sirchie Acquisition Co., LLC



Over 2100 jobs in the county are provided by the top ten major employers
Source: Franklin County Economic Development Department, 2019





The County is focused on leveraging and promoting several assets to bolster economic development efforts and expand employment opportunities, including the following:

- TNEA – Implementing the airport master plan is important for capturing the economic potential of the airport.
- Education, including the workforce training programs provided at Vance-Granville Community College
- Agriculture – Viable agriculture can help build agritourism.
- Open space amenities and the recreational opportunities they support, which will help attract young talent recruited by existing and future employers.
- Natural and cultural heritage
- The Research Triangle Region – Being part of this is a strong selling point to domestic and foreign companies.

The Triangle North Executive Airport (LHZ) is County owned and a public use airport located in Franklin County. The airport is located five nautical miles southwest of the business district of Louisburg making it a competitive and accessible hub for the Research Triangle and an ideal opportunity for future economic development.



This primary logo could include the subheading of "A Research Triangle Region Community", while allowing the County to further promote itself and its own identity.

***“Rural charm
with access
to modern
amenities.”***

Input from Franklin County resident.



3

The Future of Franklin County

Looking Ahead

Franklin County envisions a community in 2040 that conserves valuable assets while embracing change, paving the way for improvements that will result in a stronger local economy, greater fiscal security, and a better quality of life for current and future residents. Looking ahead, the community has defined a path forward that takes into consideration the aspirations of current residents and other stakeholders. The community's ideas and expectations are expressed through the following, which are presented in more detail in this section.

Goals & Objectives

With awareness of the concerns as well as the aspirations of the citizens and other stakeholders, a set of goals and objectives were established with input from the Steering Committee. They serve as guideposts in the formulation of the plan as well as decision making after the plan is adopted.

The Vision

Future Land Use and Conservation Map – A graphic depiction of the future development pattern envisioned by Franklin County, this map suggests the preferred organization and scale of various development types throughout the county.

Framework Components and Place Types – Delineated on the map, these development-defining categories outline the distinguishing features that, over time, will differentiate each of the many subareas of the County from one another.

Big Ideas

Concepts stem for an exploration of development potential and opportunities that lie ahead. In response to the goals, the "big ideas" are the basis for some major initiatives for the County to potentially pursue in implementing the plan. They are integrated into the explanations of the framework components and place types.

The elements of this section should guide decisions regarding development approvals, infrastructure investments, redevelopment initiatives, open space protection, and new or amended County policies. The County's commitment to growth management in accordance with the map as well will bring public and private decision-making processes closer together; leverage County resources to maximize available public and private investment dollars; manage the amount and timing of new infrastructure required to support future development; implement a County-wide strategy for identifying and securing protected open space; and increase the County's influence on future development decisions that directly impact the quality of life for everyone living and working in the area.

Goals & Objectives

Long-term conservation of Franklin County's rural/agrarian heritage and sustainable agriculture.

Objectives:

- stable economy
- support for farmers
- community health and well-being (access to fresh, nutritious food, youth education thru farm tours)
- economic development (tourism, agritourism)
- recognition of County's past and traditions
- balance between urbanization and rural conservation

Preservation of the environmental quality of the County and integrity of its natural resources, including water, air, animals (species), forests, prime farmland soils, and wetlands.

Objectives:

- water quality
- air quality
- stormwater management
- wildlife habitat support
- viable agriculture
- hazard mitigation (prevention)

Conservation of the community's natural and cultural features that contribute to the character, aesthetic quality, and social fabric of the County.

Objectives:

- historic preservation
- build community pride
- community health and well-being (access to nature)
- maintain quality visual appearance
- passive recreation

A balanced tax base and tax revenue generation commensurate with growth.

Objectives:

- tax revenue generation sufficient to fund public infrastructure, services, and programs

A multimodal transportation network that is safe, efficient, and connected.

Objectives:

- reduce or better manage congestion
- maximize mobility for those who live and work in--and visit—Franklin County
- promote the County's airport as a regional facility and alternative site for general aviation
- support future investments in public transportation
- public safety (police, fire, EMS)

Adequate and affordable infrastructure.

Objectives:

- support desired growth that the County will proactively attract
- creation and management of systems that the County and its partners can, with available resources, develop in a timely manner (with or ahead of development) and maintain over the long term

The best possible quality of life for Franklin County's citizens.

Objectives:

- community health and well-being
- economic development (attraction and retention)
- education, workforce training – job security
- diverse recreation and amenities
- activities for all segments of the population, especially youth
- access to quality healthcare

Residential areas that offer a variety of housing options in terms of type, size, cost, and location.

Objectives:

- supply enough product to satisfy existing and future housing demands
- create a multi-generational community
- accommodate different preferences based on household size, lifestyle, income, and stage of life

Growth management that effectively directs development activity towards those areas that have existing or planned infrastructure capacity to adequately support the nature and intensity of anticipated and proposed land uses.

Objectives:

- create predictability and stability for investors
- achieve critical mass in key places to ensure the creation of vibrant, mixed-use, walkable areas
- support/strengthen towns as key population/activity centers
- full use of urban services
- utilization of existing infrastructure capacity
- minimize public costs associated with provision of infrastructure
- efficient use of land resources
- lessen impact of development on natural areas with high conservation value
- support for infill development and redevelopment

A stable economy that continues to flourish with job creation in growing industry sectors.

Objectives:

- increase employment opportunities for citizens
- reduce/reverse commuting
- improve health and well-being (with reduction in commuting times and increased job security)
- increase median individual and household income levels

An expanded and connected recreation system that meets the needs of the existing and future populations.

Objectives:

- community health (mental health improvement and exercise to combat obesity)
- be part of a regional system
- economic development (amenities that enhance Q of L, a factor that is critical for recruitment)
- support mobility and active transportation with greenway trails

The Vision

- Agricultural areas are strengthened
- Water quality is more easily maintained
- Development is occurring where existing capacity in infrastructure is available or feasibly extended
- Towns are centers of activity
- More jobs are created as companies are drawn to the mixed-use employment areas
- An expanded airport is the focus of a regionally important employment center
- The capacity of highway corridors is better protected
- Neighborhoods are a mix of housing types
- Rural living and hobby farms are supported
- Rural crossroads are the locations of rural centers
- Recreation takes on various forms

Future Development & Conservation Map

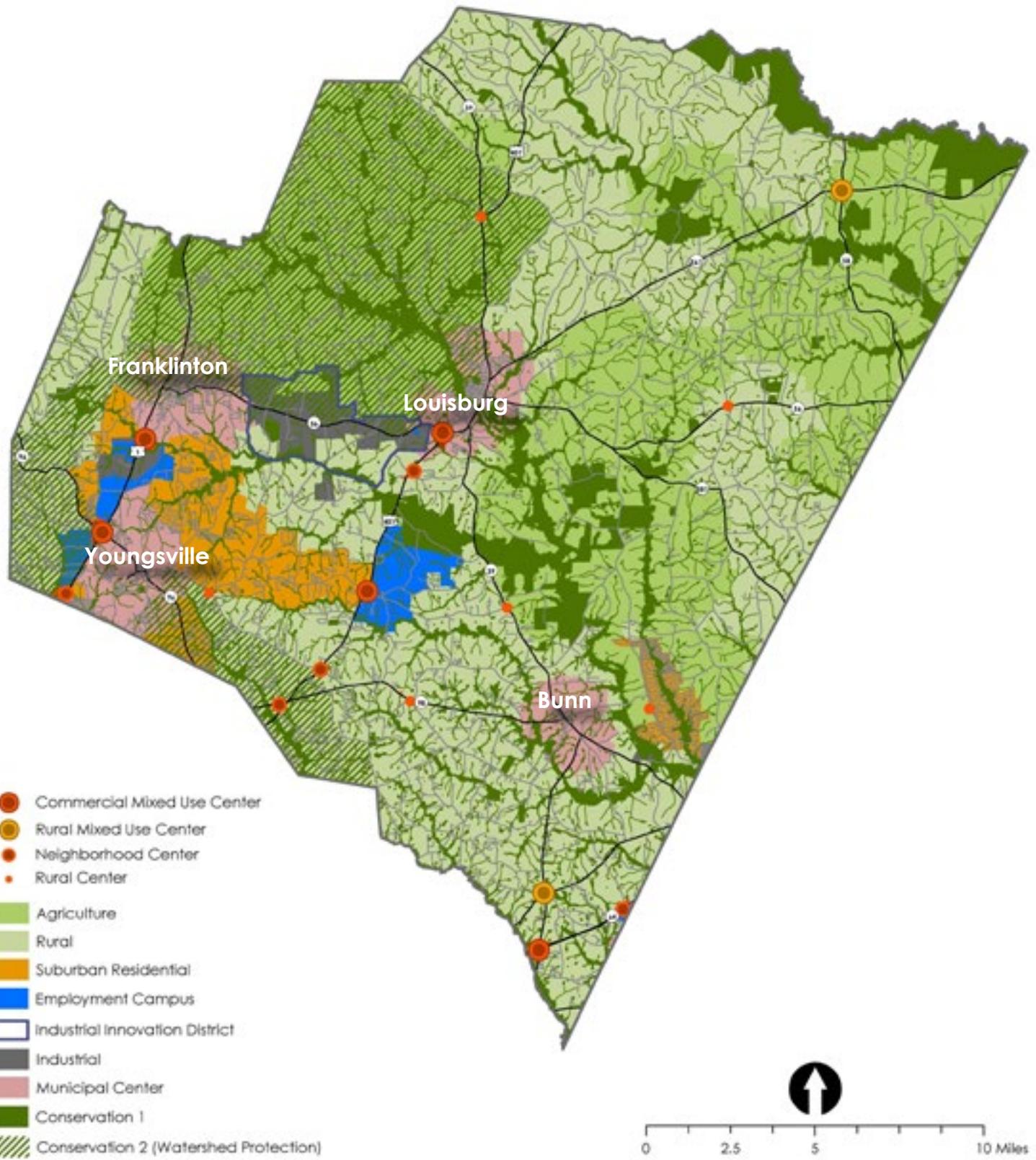
The Future Land Use & Conservation Map depicts the future development pattern envisioned by the community. Reflective of citizens' and stakeholders' expectations, this proposed pattern will likely evolve over the 20 years following plan adoption as the plan is implemented.

This map represents the culmination of ideas and input shaped by reactions to the two alternative scenarios with supporting data presented at the second round of community meetings. Trade-offs, such as the amount of potential open space conserved and likely traffic impacts, were considered in the evaluation of scenarios. (Refer to Appendix E)

Framework Components & Place Types

Each color on the Future Land Use & Conservation Map represents one of several framework components or place types. The use of such classifications instead of land use categories is a modernized approach to describing existing and future development. In addition to land use, they convey the scale and density of development in terms of lot sizes, building heights, and building setbacks. Street types, connectivity, and resulting block patterns describe the circulation

networks for various modes of transportation to be supported in each area. Since open space is a key component of any development pattern, the appropriate amount as well as the types, sizes, and level of improvement (a formal green versus a natural area) are also specified. While these are not zoning districts, they provide sufficient guidance to help County officials and staff determine which zoning districts are suitable for specific locations.



Conservation 1

Conservation 1 areas typically include minimally developed, undeveloped, and undisturbed land. Protected by local, state, and federal agencies or by public, private, and nonprofit organizations, these lands are valued for the natural resources, such as clean water and important habitats, or the connection to the County's history and cultural heritage. Parcels within Conservation 1 can include state parks, permanent conservation easements, passive parks (i.e., nature preserves), vegetative buffers along creeks and rivers, floodplains, wetlands, lands supporting endangered and threatened habitats, and cemeteries. Protection of such lands minimizes the impact of development on such resources while helping to preserve the character of the County.

Primary Land Uses

- Undeveloped areas with natural resources protected by state and federal regulations (100-year floodplain)
- Permanently protected lands (conservation easements; federal, state, county, and local parks; cemeteries)
- Lands upon which important cultural assets are situated and surrounding land (i.e., Cascade Plantation, Laurel Mill, etc.)

Development Characteristics

- One- and two-story structures

Transportation Network

- NA

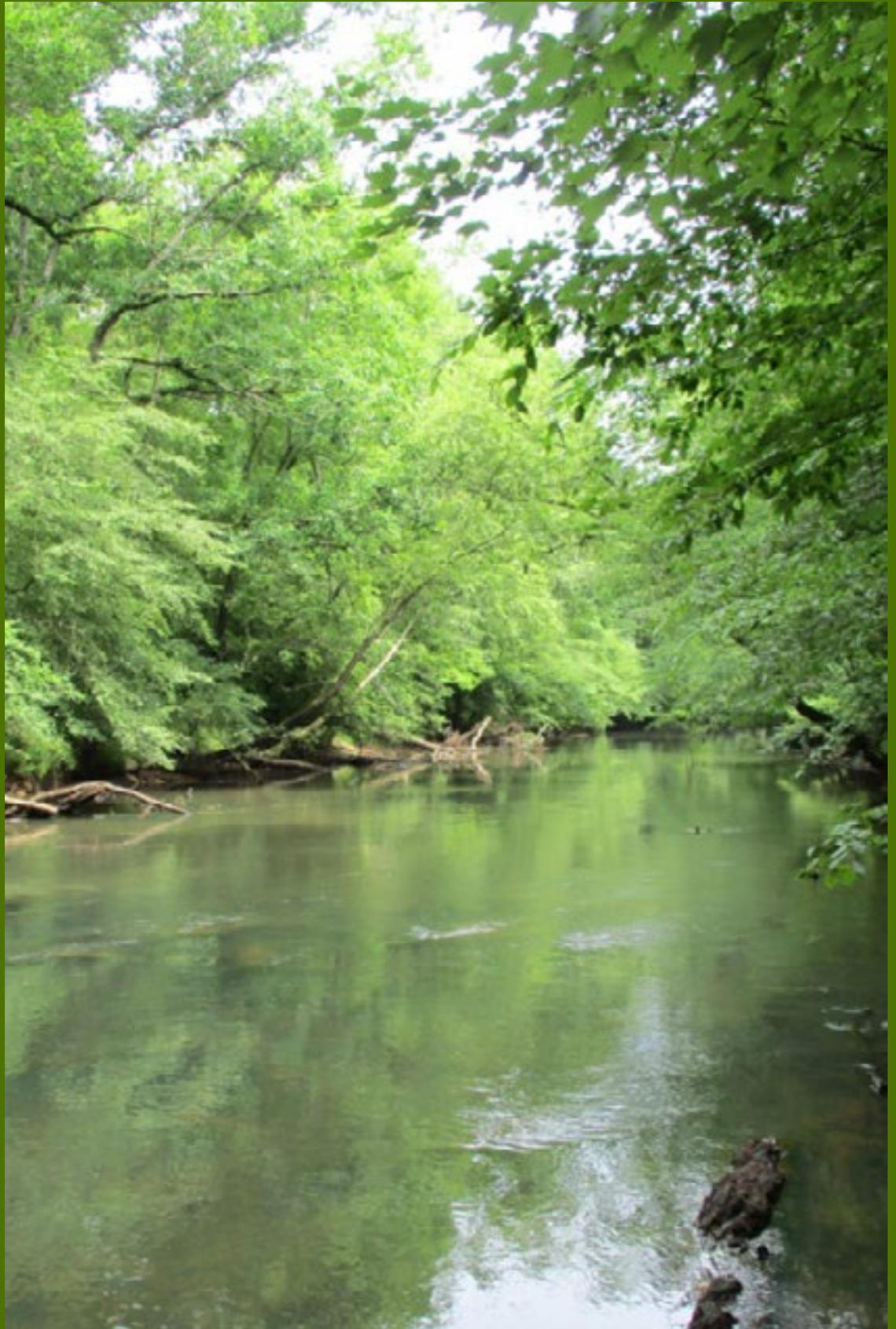
Open Space Form

- Natural areas that are publicly and privately owned and managed
- Parks devoted primarily to passive recreation
- Cemeteries
- Historic sites and landscapes



Conservation 2

Protected by local, state, and federal agencies, these lands include all or portions of areas delineated as water supply watersheds. Preservation of such lands in their natural state is intended to protect drinking water supplies.



Rural

Rural areas are characterized by large lots, abundant open space, pastoral views, and a high degree of separation between buildings. Residential homes, including estate homes, on large tracts and hobby farms are scattered throughout the countryside and are integrated into the natural landscape. With a few exceptions, open space is almost entirely private and contained within individual lots. The development pattern may include conservation-design subdivisions, which cluster homes in designated areas and set aside other areas for permanent open space. Often incorporated into development as a natural amenity for passive recreation, the open space areas may serve other purposes as well, such as buffering development from existing homes and agricultural operations, conserving natural and cultural resources, and maintaining uninterrupted views of the surrounding countryside. Public utilities are generally not available in this area.

Primary Land Uses

- Single family detached homes (including manufactured housing)
- Horse farms, boarding facilities
- Hobby farms

Development Characteristics

- Residential density: 1 unit per 2 acres +
- One- and two-story structures

Transportation Network

- Auto-dependent
- Streets: Rural roads – primarily “farm-to-market” 2-lane roads (ditch section/no curb)
- Connectivity: Very low (most developed parcels are generally oriented toward highways and have direct access to adjoining arterial roads through a private driveway)

Open Space Form

- Federal, state, and/or local nature preserves and passive recreation areas
- Local or regional athletic complex
- Private open space within private lots/parcels
- Rural greenways and horseback riding trails
- Horse pastures and paddocks that may be individually-owned or part of the common area of a private development



Conservation Design

Conservation design is a way for traditional agricultural communities who are feeling the pressure of residential development to balance the goals of growth with conservation of the area's agricultural character and environmental preservation. In a conservation subdivision, residential development is clustered in a manner that protects open space that is valued for its natural resources, recreational amenities, or provision of working farmland. Ideally, the designated open space is located to serve as a buffer to and minimize encroachment on existing agricultural operations.



Above: The illustrations prepared by Randall Arendt demonstrate two options for achieving one development program. Here, conservation design places housing units away from areas valued for scenic, cultural, and environmental qualities.

Right: By clustering units in smaller areas, open space can be set aside that is both an accessible amenity to be enjoyed by the occupants as well as a resource conservation area. Benefits of this alternative include protecting water quality and supporting plant and wildlife habitats that could be negatively impacted by conventional development.



Agriculture

This area is comprised of productive lands used primarily for agriculture and silviculture. Such lands are actively in use as cultivated farmland, timbering, forest management, or pastureland for livestock. Other uses are related and supporting, such as a limited amount of residential units (i.e., the primary residences of the property owners and those who manage and operate the farms). Other uses include those associated with agricultural activities, such as on-site packaging facilities and produce stands. Small engine repair businesses and home-based businesses, such as accounting services, are examples of other uses that may be part of the mix.

Primary Land Uses

- Cultivated farmland
- Timber / managed forest
- Pastureland

Development Characteristics

- Residential density: 1 unit per 5 acres +
- One- and two-story structures

Transportation Network

- Auto-dependent
- Streets: Rural roads – primarily “farm-to-market” 2-lane roads, ditch section (no curb)
- Connectivity: Very low (development is oriented toward and connected to arterial roads)

Open Space Form

- Managed fields and woodlands





Suburban Residential

Residential development is the primary land use in this area. It encompasses all existing residential subdivisions in the County's jurisdiction and anticipates the location of future neighborhoods. The range of residential product types is broad, and the form and intensity of development varies across this area. Included in the mix are complementary civic and institutional uses, such as schools and churches, and home-based businesses. Recreational facilities of various types are also integrated into the development pattern.



Large-Lot Single Family

Primary Land Uses

- Single family detached homes

Development Characteristics

- Residential density: 0.5 to 1 unit per acre
- Two- and three-story structures

Transportation Network

- Auto-dependent
- Streets: 2-lane local and collector roads (side path, ditch section/no curb)
- Connectivity: Low (cul-de-sacs are common, and most homes are located along collector roads providing access to arterial roads)

Open Space Form

- Federal, state, and/or local nature preserves
- Local or regional athletic complex
- Private open space within private lots/parcels
- Suburban and rural greenways and horseback riding trails





Medium-Lot Single Family

Primary Land Uses

- Single family detached homes
- Single family attached homes (duplexes)

Development Characteristics

- Residential density: 1 to 4 units per acre
- One- and two-story structures

Transportation Network

- Primarily auto-dependent with bike and pedestrian travel made possible by sidewalks, trails, and streets with low traffic volumes.
- Streets: Local and collector streets with sidewalks or side paths
- Connectivity: Medium

Open Space Form

- Local community parks
- Private open space within private lots/parcels
- Suburban greenways



Small-Lot Single Family

Primary Land Uses

- Single-family detached homes, including patio homes
- Single-family attached homes, including duplexes and townhomes

Development Characteristics

- Residential density: 4 to 6 units per acre
- One- and two-story structures

Transportation Network

- Multimodal (supports vehicles, bicycles, and pedestrians)
- Streets: Local streets with sidewalks
- Connectivity: High (block pattern forms a grid or modified grid)

Open Space Form

- Small formal and informal greens
- Small gardens (within private lots or part of community space, such as a community garden)
- Small parks and playgrounds
- Pocket parks
- Suburban greenways



Mixed Residential

Primary Land Uses

- Single-family detached homes
- Single-family attached homes, including duplexes and townhomes
- Patio homes
- Cottage homes (as part of "cottage courts" and "pocket neighborhoods")

Development Characteristics

- Residential density: 4 to 8 units per acre
- One-, two- and three-story structures

Transportation Network

- Multimodal (supports vehicles, bicycles, and pedestrians)
- Streets: Local streets with sidewalks and bike facilities
- Connectivity: High (block pattern forms a grid or modified grid)

Open Space Form

- Small formal greens
- Small parks and playgrounds
- Small gardens (within private lots or part of community space, such as a community garden)
- Pocket parks
- Urban and suburban greenways

Commercial Center

Ranging from rural crossroads to region-serving commercial destinations, these centers meet the needs of the community with a combination of retail and service uses appropriately scaled for the service area in which they are located. Residential uses may be a part of or immediately adjacent to such centers. Organized around formal and informal green spaces, the buildings set the scale of each place. The compact, walkable design of these environments and the flanking neighborhoods encourage pedestrian activity. Typically located at or near intersections of highways, they are accessible by car. However, the internal network of streets and sidewalks connects to surrounding development, supporting local trips as well as bike and pedestrian mobility.



Commercial Mixed-Use Center

Primary Land Uses

- Large- and small-format retail
- Large- and small-scale shops and sit-down restaurants
- Small-scale shops, restaurants, and local -serving businesses (drug stores, dry cleaners, banks, etc.)
- Hotel
- Offices
- Civic uses (government offices, courthouses, libraries, schools, etc.)
- Churches
- Multi-family homes (apartments, condominiums)
- Lofts and studio units above commercial space in mixed-use buildings

Development Characteristics

- Residential density: Varies.
- One-, two- and three-story structures

Transportation Network

- Multimodal (supports vehicles, bicycles, and pedestrians)
- Streets: Suburban and arterial roads (2- and 4-lane roads), private drives
- Connectivity: Medium to High

Open Space Form

- Small formal and informal greens
- Small parks and playgrounds
- Suburban greenways



Neighborhood Center

Primary Land Uses

- Grocery-anchored retail, including small-scale shops, sit-down restaurants, and local-serving businesses (drug stores, dry cleaners, banks, etc.)
- Offices
- Civic uses (government offices, courthouses, libraries, schools, etc.)
- Churches
- Apartment homes (triplex, quadraplex, etc.)
- Multi-family homes (apartments, condominiums)
- Lofts and studio units above commercial space in mixed-use buildings

Development Characteristics

- Residential density: Varies. Generally <6 units per acre
- One- and two-story structures

Transportation Network

- Multimodal (supports vehicles, bicycles, and pedestrians)
- Streets: Local streets with sidewalks
- Connectivity: High (block pattern forms a grid or modified grid)

Open Space Form

- Small formal and informal greens
- Suburban greenways



Rural Mixed-Use Center

Primary Land Uses

- Small-scale shops, restaurants, and local-serving businesses (gas station, convenience grocery store, hardware store, hair salon, barber shop, etc.)
- Agriculture-support businesses, services
- Public safety (fire)

Development Characteristics

- Residential density: Up to 1 unit per acre
- One-story structures

Transportation Network

- Auto-dependent
- Streets: Arterial and rural roads – primarily “farm-to-market” 2-lane roads, ditch section (no curb)
- Connectivity: Low

Open Space Form

- Small informal greens
- Small parks
- Grounds of civic buildings
- Rural greenways



Rural Center

Primary Land Uses

- Small-scale shops, restaurants, and local-serving businesses (gas station, convenience grocery store, hardware store, hair salon, barber shop, etc.)

Development Characteristics

- Residential density: Up to 1 unit per acre
- One-story structures

Transportation Network

- Auto-dependent
- Streets: Rural roads – primarily “farm-to-market” 2-lane roads, ditch section (no curb)
- Connectivity: Low

Open Space Form

- Small informal greens
- Rural greenways

Municipal Center

Municipal centers are the established centers of commerce in the County. They are the local-serving areas of economic activity and community-focused gatherings and entertainment. Characterized by the broad range of uses and higher intensity development, these centers are the more urbanized areas of the County.

Primary Land Uses

- Small-scale shops, sit-down restaurants, and local-serving businesses (drug stores, dry cleaners, banks, etc.)
- Maker spaces (artists' studios, low intensity manufacturing, breweries, etc.)
- Offices
- Civic uses (government offices, courthouses, libraries, schools, etc.)
- Cultural uses (museums)
- Churches
- Single-family detached homes
- Single-family attached homes, including duplexes and townhomes
- Apartment homes (triplex, quadraplex, etc.)
- Multi-family homes (apartments, condominiums)
- Lofts and studio units above commercial space in mixed-use buildings
- Senior housing (including assisted living)

Development Characteristics

- Residential density: Varies.
- One-, two- and three-story structures

Transportation Network

- Multimodal (supports vehicles, bicycles, pedestrians, and regional transit)
- Streets: Local streets with sidewalks and bike facilities
- Connectivity: High (block pattern forms a grid or modified grid)

Open Space Form

- Small formal greens
- Small parks
- Grounds of civic buildings
- Urban greenways





Employment/ Campus

These areas are targeted for future job-generating uses in settings that meet today's workplace expectations. The mix of uses include light industrial, office, and/or institutional uses as well as supporting businesses, retail, restaurants, services, and recreation. Portions of this area may be suitable for residential uses. The open space and amenities simultaneously enhance the quality of the campus setting while acting as the glue, uniting all the elements into one cohesive place that can be enjoyed for passive recreation and programmed events.

Primary Land Uses

- Corporate office
- Call center
- Research and development
- Light manufacturing
- Single- and multi-tenant professional office
- Medical office
- Colleges, universities, related dormitories

Secondary Land Uses

- Multi-family homes (apartments, condominiums)
- Dormitories

Development Characteristics

- Residential density: NA
- One- to four-story structures

Transportation Network

- Primarily auto-dependent with bike and pedestrian travel made possible by sidewalks and trails
- Streets: Suburban and arterial roads (2- and 4-lane roads), private drives
- Connectivity: Medium

Open Space Form

- Small formal and informal greens
- Small parks
- Suburban greenways

This conceptual plan illustrates one possible configuration of the business park with amenities, such as trails, parks, and greens. The buildings are shown as clustered around a few greens and plazas.

to US-401



An internal trail network connect places within the park, providing recreational opportunities, and connects to nearby trails and destinations, such as DeHart Botanical Gardens.

Airport Business Park

Competing with business parks across North Carolina, this location has the advantage of proximity to the County's general aviation airport. The County has an opportunity to create and promote the Airport Business Park as an amenitized, mixed-use workplace.



Buildings can be organized around appropriately scaled and amenitized greens and plazas.

**TRIANGLE
NORTH
EXECUTIVE
AIRPORT**

Illustration by Fishergraphix.com



2

The green could be designed as an outdoor concert venue.



3

Mixed use buildings could house companies of various sizes as well as support commercial uses.



4

Outdoor dining would activate the streets.



5

Food trucks could provide food service before and after restaurants locate in the business park.



A central gathering place and focus of programmed events and activities in the business park, the central core could serve as an amenity and destination for the community seven days a week. It could also be aligned with the entrance to the airport terminal. Constructed in the first phase, it could serve as an effective market window to help recruitment efforts

Figure 7. Conceptual Illustration of Business Park Amenity Area. Illustration by Fishergraphix.com

Industrial Innovation

This area is intended to support a mix of innovative businesses that can benefit from the collocation of related complementary industries. Manufacturing and other heavy industrial uses are located within this area, which integrates a range of supporting uses that complement the primary employment types. The level of intensity and potential impacts of some operations may limit the mix of supporting uses to light industrial operations, makerspaces, offices, incubator and accelerator spaces, coworking spaces, and educational facilities. Also, a limited amount of service, retail, and restaurant uses may be incorporated to serve those employed within the district. Open space is both an amenity within the district and a buffer to surrounding development. The organization of uses and open space is intended to be conducive to collaboration. Portions of this area may be suitable for residential uses.

Primary Land Uses

- Light manufacturing and assembly
- Makerspaces, art studios
- Existing heavy manufacturing, factories
- Existing laboratories

Secondary Land Uses

- Warehouse
- Local distribution
- Commercial uses (sit-down restaurants, services)
- Office
- Educational facilities, training centers
- Dormitories
- Single-family attached homes (townhomes)
- Multi-family homes (apartments, condominiums)
- Lofts and studio units above commercial space in mixed-use buildings

Development Characteristics

- Residential density: varies
- One- to four-story structures

Transportation Network

- Primarily auto-dependent with bike and pedestrian travel made possible by sidewalks and trails
- Streets: Rural, suburban, and arterial roads (2- and 4-lane roads), private drives
- Connectivity: Medium to High

Open Space Form

- Small formal and informal greens
- Small parks
- Suburban greenways





Industrial

This area generally accommodates manufacturing and production uses, including heavy manufacturing, light manufacturing, warehousing, distribution, assembly operations, water and sewer treatment plants, major power plants, and landfills. They are found in close proximity to major transportation corridors and are generally buffered from surrounding development by transitional uses or landscaped areas that shield the view of structures, loading docks, or outdoor storage from adjacent properties.

Primary Land Uses

- Heavy manufacturing, factories
- Assembly and processing facilities
- Laboratories
- Regional warehouse, distribution, and trucking
- Construction contractor
- Airport and airport activities (i.e., commercial terminal, control tower, freight facilities, etc.)
- Landfill
- Utilities – water and sewer treatment plants, power plants

Development Characteristics

- Residential density: NA
- Large footprint structures, which can be over 100,000 square feet under one roof
- One-story structures up to 50 feet in height with appurtenances, such as smokestacks, that can be over 100 feet in height
- Outside storage

Transportation Network

- Auto-dependent, designed for truck traffic and rail access
- Streets: Arterial roads (2- and 4-lane highways), private drives
- Connectivity: Low (due to security, separation of truck traffic, and rail barriers)

Open Space Form

- Small informal greens associated with office buildings on site

“Growth with a vision, purpose, and direction.”

Input from Franklin County resident.



Realizing the Vision

The Path Forward

With the vision for the future set, Franklin County can turn its attention to making that vision a reality. The policies recommendations and related implementation strategies provided herein create a roadmap to manage growth and guide development over the next 20 years, helping Franklin County achieve the community-supported goals. While some recommendations acknowledge and build on current efforts, others are intended to guide the County and put it on a clear path toward its desired future.



A roadmap for the next
20 years

Governance, Leadership & Management (GLM)

GLM 1 - Allocate resources to ensure plan implementation efforts are adequately supported

- As needed, increase staff in various County departments to address the expanding set of responsibilities the County will assume over the next two decades as growth continues.
 - Consider funding positions for additional staff needed for zoning applications, plan review, the issuance of permits, and inspections. By increasing staff to perform short-range planning functions and ensure regulatory compliance, other staff can be devoted to long-range planning and implementation of the CDP.
 - Facilitate inter-departmental, pre-budget meetings to discuss increased cost of services related to growth.

GLM 2 - Work in partnership with local, regional, state and federal agencies to be prepared and accomplish more with limited resources

- Attend and/or host meetings of entities with shared concerns about growth. Through regular discussions, elected and appointed leaders can get better acquainted, have an open dialog about anticipated opportunities and issues, and with advice from leaders in other parts of the Triangle Region, explore options for a unified approach to managing growth.
- Identify opportunities to work with other entities to take advantage of available funding. Various entities across the county, the Research Triangle and the state are competing for the same resources. Recognizing opportunities to work together to accomplish similar or complementary goals, the County should pursue and share resources through proactive coordination and collaboration.
 - Identify grants as well as potential partners, including the municipalities and Kerr-Tar Council of Government, with whom joint efforts would strengthen applications and increase the likelihood of receiving the grants.



Regional Collaboration



Regional meetings that bring community leaders together can be an effective way to share concerns and ideas and otherwise build networks for better regional collaboration. For example, Get Ready Gaston, a half-day forum held in 2017, brought together over 100 elected officials, city managers, planners, and economic development professionals to discuss the challenges of growth and how to manage change for positive outcomes. According to the Montcross Area Chamber of Commerce, the objective of the forum was “to help elected officials, government administrators, planning professionals and community leaders become better informed about and prepare for the impact of growth as Charlotte expands to the west.” The event featured speakers from neighboring counties that have experienced rapid growth in recent years as well as Gaston County leaders specializing in the areas of transportation, water and sewer utilities and schools.



GLM 3 - Strive for consistency across all policy documents to ensure cohesion and predictability in decision making.

- Evaluate, and update plans adopted plans to align the recommendations of each with the Comprehensive Development Plan. As with any growing community, circumstances are continually changing and reliance upon clear policy guidance becomes more crucial. In establishing a path forward, this CDP sets forth goals and objectives that are supported by policy recommendations and implementation strategies. Through the lens of the CDP, all other adopted plans should be evaluated to identify and remedy inconsistencies. Clear, consistent guidance minimizes confusion, reinforces commitment to the CDP, builds investor confidence, and strengthens County leaders' abilities to make sound, informed decisions.

- Objective standards with an emphasis on
 - flexibility to encourage creative solutions and support the use of best practices,
 - clarity for a higher level of predictability,
 - design to achieve improvements in development quality and mitigate negative impacts on assets (i.e., natural and cultural resources, agriculture, and existing neighborhoods), and
 - achieving the desired development pattern reflected in the Future Land Use and Conservation Map.
- Approach the rewrite using a two-step process:
 - Assess the UDO. Expand on the initial work and conduct a thorough assessment of the UDO. Produce a critique of the UDO that lays the groundwork for the rewrite.
 - Based on the recommendations presented in the critique and approved by the County, produce a revised UDO.

ARTICLE 191.2 Procedures
Section 2.3 Specific Review Procedures

2.3.3 Specific Review Procedures Summary Table

Review Procedure	Section Reference	Plan. Amendment	Review Authority					
			UDO Administrator	Business Review Unit	Planning Board (P)	Board of Commissioners	Board of Adjustment	
Administrative Adjustment	2.3.4	MR	D					(A)
Appeal	2.3.5	(D)						(D)
Building Permit	2.3.6			(D)				(A)
Certificate of Occupancy	2.3.7			(D)				(A)
Development Agreement	2.3.8	MR			(R)	(D+)		
Exempt Subdivision	2.3.9		D					(A)
Expedited Subdivision	2.3.10		D					(A)
Final Permit	2.3.11	(D)	D					(A)
Final Plat	2.3.12	(D)	D					(A)
Final/Partial Development Permit	2.3.14		D					(A)
Interpretation	2.3.15	(D)	D					(A)
Minor Site Plan	2.3.16	MR			(D+)			(A)
Minor Site Plan	2.3.17	(D)	D					(A)
Minor Subdivision	2.3.18	(D)	D					(A)
Planned Development	2.3.19	MR			(R)	(D+)		
Preliminary Plat	2.3.20	MR	(D)		(R)	(D+)		
Sign Permit	2.3.21	(D)	D					(A)
Special Use Permit	2.3.22	MR				(D)		
Temporary Use Permit	2.3.23	(D)	D					(A)
Transfer Plat	2.3.24	(D)	D					(A)
UDO Text Amendment	2.3.25	MR			(R)	(D+)		
Variance	2.3.26	MR						(D) (P)
Validated Rights Determination	2.3.27	MR				(D+)		
Watershed Protection Permit	2.3.28	(D)		(D)				(A)
Zoning Compliance Permit	2.3.29	(D)	D					(A)
Zoning Map Amendment	2.3.30	MR			(R)	(D+)		

NOTES:
 (1) Applications subject to a recommendation by the Planning Board shall be heard by the Planning Board during a public meeting, but public meetings are not subject to public notification requirements in Section 2.2.2, Public Notice.
 (2) The TDC shall review applications for preliminary plats prior to consideration by the Planning Board.
 (3) Applications for a major variance to the watershed protection provisions are decided by the NC Environmental Management Commission following a recommendation by the Board of Adjustment.

Candler County Unified Development Ordinance **2-16** Last Updated February 4, 2015

ARTICLE 191.3 Development Standards
5.9 Landscaping
5.9.9 Perimeter Buffers

Buffer Type, Width, and Required Features	Minimum Buffer Width	
	Option 1	Option 2
Type B - Semi-Opaque Buffer		
<p>Intent: This landscape yard functions as a partially opaque screen from the ground to a height of six feet. This type of buffer generally avoids contact between uses and creates a sense of spatial separation. The shrub slices the buffer at maturity.</p>		
Average width (feet) (1)	20	15
Minimum width (feet) (1)	15	10
Line row of trees per every 100 linear feet (2)	2	3
Line row of shrubs per every 100 linear feet (2) (in-center spacing (feet))	476	290
Shrubs per every 100 linear feet (3)	15	10
Minimum evergreen shrub percentage (%)	100	50
Additional standards	N/A	(4)

Candler County Unified Development Ordinance **5-48** Last Updated February 4, 2015

Use of summary tables with links to referenced sections assists with understanding and application of the code, especially among infrequent users such as homeowners. Tables can also contain graphics and examples of preferred development or landscaping configuration alongside relevant standards, as shown here.

Land Use and Development Design (LU)

LU 1 - Direct growth toward places where development can be supported by existing and planned infrastructure and warranted by market demand.

- Consider a combination of regulations and incentives to guide development to the following areas:
 - Four municipalities: Bunn, Franklinton, Louisburg and Youngsville. These towns, which are the historic centers of commerce in the County, are making investments intended to attract people of all ages. Future population growth in the County should be concentrated in these incorporated areas where higher development intensity, a greater mix of uses are sound planning strategies, and where the provision of infrastructure and amenities is more feasible. (Refer to LU 2 for more specific recommendations.)
 - Unincorporated areas of the County, particularly within the portion that lies south of the Tar River:
 - The edges of municipalities (i.e., the extraterritorial jurisdictions of the towns) where the corporate limits will likely be expanded over time as voluntary annexations occur in conjunction with logical extensions of municipal public infrastructure. (Refer to LU 2 for more specific recommendations.)
 - Key nodes where a mix of commercial and higher density residential uses can be located within walkable distances of each other and with reasonable access to major highways. Such nodes are identified on the Future Land Use and Conservation Map and described in Part 3. (Refer to LU 3 for more specific recommendations.)
 - Areas that are deemed highly suitable for future development due to few environmental constraints, the availability of infrastructure capacity, and other factors. The Future Land Use and Conservation Map delineates several areas where future residential, commercial, and industrial uses could be supported. Each are described in Part 3. (Refer to LU 4, LU 5, LU 6 and LU 7 for more specific recommendations.)
 - Lake Royale, while not a municipality, consists of over 1,000 residential structures and 2,000 multi-use parcels across 3,000 acres of land surrounding a 345-acre lake. The community is not developed to capacity and may benefit from development standards moving forward.

LU 2 – Encourage growth within and near the municipalities in accordance with their respective adopted land use (or comprehensive) plans.

- Promote the towns as the centers of activity and, in doing so, support each town's efforts to grow and diversify.
 - Recognize the towns as the appropriate centers of commerce, education, culture, recreation and entertainment, and encourage uses that serves as anchors and development catalysts to locate within the towns.
 - Reinforce these centers by investing in them. Maintain existing and locate new county facilities, such as government offices, schools, and libraries, within the towns.
- Restrict gross development density in the unincorporated areas. While the net density of development in key mixed-use nodes and employment centers may be high to create synergy between complementary land uses and the necessary vibrancy for success, the overall intensity of development in the county should be generally lower. Relative to the towns, the allowable development density and availability of public utilities in the county should be low enough to make annexation into the towns more attractive.
- Continue to align the County's policies with those of the municipalities to ensure appropriate development activity gravitates to the towns. Amend and adopt utility policies that make annexation into the closest town for services the logical and feasible choice.



LU 3 – Enhance and promote the Triangle North Executive Airport (TNEA)/Triangle North Franklin Business Park area as an accessible, modern employment center

- Reimagine the business park. Modern employment centers are being constructed to include a mix of uses and amenities that enhance the workplace environment. A better quality of life for employees during the workday is provided through access to food (restaurants on site), access to services (dry cleaners, daycare, hair and nail salons, etc.), and opportunities for recreation (trails for exercise and open space in various forms for passive recreation and access to nature). Consider “reinventing” the business park to be more than a nonresidential subdivision. Instead, accommodate a system of open space that is not only an amenity but supplements the street network with facilities that improve connectivity. In addition, define centers of activity within the park where open space (greens and plazas), framed by buildings, support activity and collaboration.
 - Develop an illustrative, conceptual master plan, taking into consideration the airport Master Layout Plan. Building on the concept in the comprehensive plan, the master plan should reflect the design principles established and contemplate the following:
 - Mix of uses
 - Amenities, including a system of public and publicly accessible spaces
 - Streetscape
 - Circulation for multiple modes
 - Connections to the airport terminal and surrounding development
 - Establish design principles to guide decisions pertaining to the creation of a competitive employment center on land adjacent to the airport property.
 - Maintain flexibility in the subdivision of land to accommodate investor interests while adhering to the design principles exhibited by the master plan.
- Prepare design guidelines for development within the business park that, at a minimum, address the siting and orientation of buildings, parking, building façade articulation, site landscaping, and on-site amenities (types, accessibility, furnishings, etc.).
 - Amend the UDO to ensure development standards are not in conflict with the design guidelines set forth for the business park and airport.
- Consider a small area plan for the airport area. Through a small area planning process, a closer examination of the airport with planned improvements and a new concept for the business park should reveal appropriate transitions to neighboring development, opportunities for the integration of housing in close proximity to the jobs created there, the necessary infrastructure improvements required to expedite the desired changes, and a possible framework for open space that supports a trail network and passive recreation while offering protections for natural resources, Cascine Plantation, and DeHart Botanical Gardens.
- Utilize the products of the area planning process to augment the recommendations of the CDP and market the area to potential employers and other future occupants targeted.

“Suburban office parks today are depressing and life-sucking places to spend eight hours a day. But turning them into mixed-use developments... make the suburbs more livable and ensure that residents don’t have to travel all over the place to do the things they want—eat, shop, go to a movie, etc.”

Source: Fast Company
<https://www.fastcompany.com/2682135/turning-sad-suburban-office-parks-into-mixed-use-destinations>

Small Area Plans

Small area planning affords the County an opportunity to take a closer look at a specific sub-geography and examine the physical features, ownership, planned improvements, and potential changes at a level of detail that cannot be explored during a comprehensive planning process. Having identified some key areas of growth and public investments to catalyze such growth, a logical next step is the preparation of plans that give additional direction to County leaders as well as private investors. The Triangle North Executive Airport is at the heart of one such key area that should be the subject of additional planning and conceptual design.



The inset displays a conceptual plan for the existing business park on the west side of the airport. To relate future development to the airport and establish complementary relationships while avoiding air traffic obstructions, the area plan should consider the land that lies west of this site (to US 401) as well as areas south and east of the airport.

Illustration by Fishergraphix.com



- Provide initial infrastructure and services to increase the appeal and competitiveness of the airport and the business park among preferred destinations in the region.
 - Consistent with the master plan for reinvention of the business park, invest in an entry to the business park that includes the first phase of an amenity area, which can be a common green space that overlooks the existing pond. The green space should be set up to become the element around which buildings are organized. (Refer to the conceptual perspective illustration, Figure 7.) This initial investment should function as a market window, a physical place to bring potential investors. This on-the-ground exposure to the amenities helps convey the experience future occupants of the employment center will enjoy.
- Prepare marketing materials to communicate the opportunity to potential investors.

- Information made available through the County's and the EDC's websites as well as printed collateral should feature the conceptual master plan as well as site-specific information. In addition, details about amenities, programmed activities, adjacent housing, and other features should be published as they become available.
- Program events to increase utilization of the public space(s) created and the enhance the experience of the visitors and employees. For example, a "food truck rodeo" along with musical performances on weekends will meet the demand for food service in advance of restaurants being integrated into the array of uses in permanent structures and, at the same time, help activate the public spaces. This type of programming may help expedite the introduction of the place to potential investors.

LU 4 – Promote the area along NC 56 West as a competitive industrial employment center.

- Prepare an area plan that defines the appropriate manner for locating industrial, office, institutional, and residential uses the area designated as “Industrial Innovation District” along NC-56. Over the long term, the access to I-85, US-1, and US-64 that an improved NC-56, in combination with NC-39 and NC-98, can provide makes this area an attractive location for job-generating uses. The area’s location, situated near Louisburg, Franklinton and Youngsville, adds to the attractiveness, as opportunities for future employees to live, shop, play etc. in these nearby towns. The area plan should
 - Include a conceptual illustration depicting the potential arrangement of various uses;
 - Retain existing industry and allow for the expansion of such operations provided the less intense uses serve as a buffer to adjacent development;
 - Locate opportunity sites for a business incubator and/or industrial accelerator;
 - Consider agriculture-related industry (i.e., manufacturing or technology businesses focused in the agricultural processes) to bolster existing agricultural operations;
 - Define the appropriate location and configuration of residential and commercial development to create an industrial “village” within the district so homes, services, and restaurants are located within a reasonable distance of jobs;
 - Delineate potential road and greenway linkages that create positive connections between uses and to adjacent towns of Louisburg and Franklinton; and
 - Consider the proximity of the VGCC, as the location of the institution offers easy access to workforce training programs. VGCC, which is an asset that could make this area more attractive to potential employers recruited to this part of Franklin County, should be physically and programmatically tied to the overall development pattern.
- Utilize the products of the area planning process to augment the recommendations of the CDP and market the area to potential employers and other future occupants targeted.



“Rural areas also have a slight advantage over their metro counterparts in the rate of substantive innovation by the most innovative firms (those that are patent-intensive). That’s because innovation in rural areas tends to be a product of patent-intensive manufacturing in industries like chemicals, electronics, and automotive or medical equipment, while urban areas have higher rates of innovation in services.”

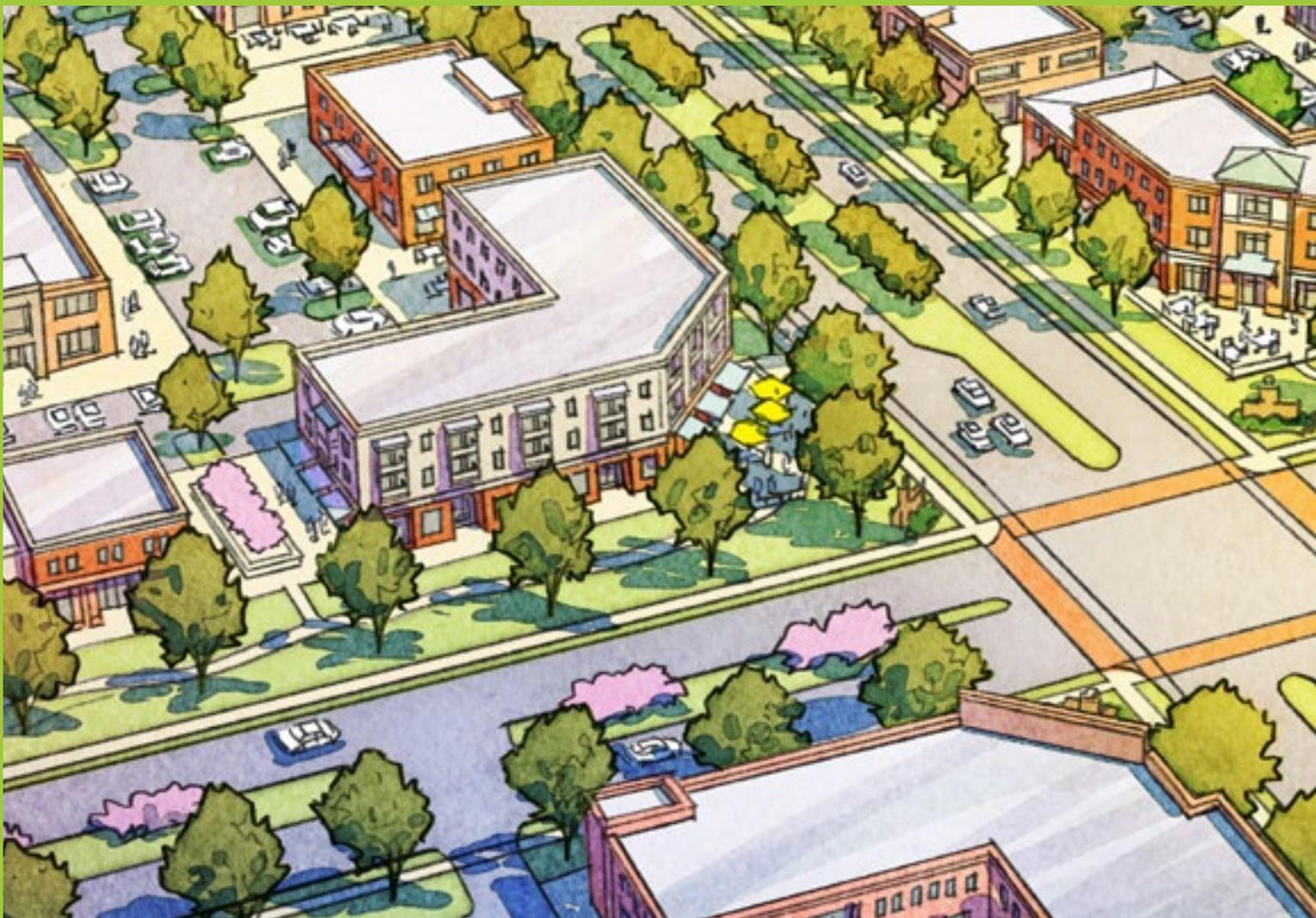
-- City Lab

LU 5 – Concentrate commercial development outside of the municipalities in key nodes.

- Direct commercial development toward areas where the existing or planned infrastructure can support it. Most future commercial development in the County is intended to occur primarily in the key nodes designated as “Community Center,” “Neighborhood Center,” “Rural Center,” and “Rural Crossroads” as well as “Municipal Center” on the Future Land Use and Conservation Map.
 - Amend the UDO to create a set of mixed-use districts that reflect the intended mix of uses, area (general acreage based on service area), and density described for the four place types. (Refer to the descriptions in Part 3.)

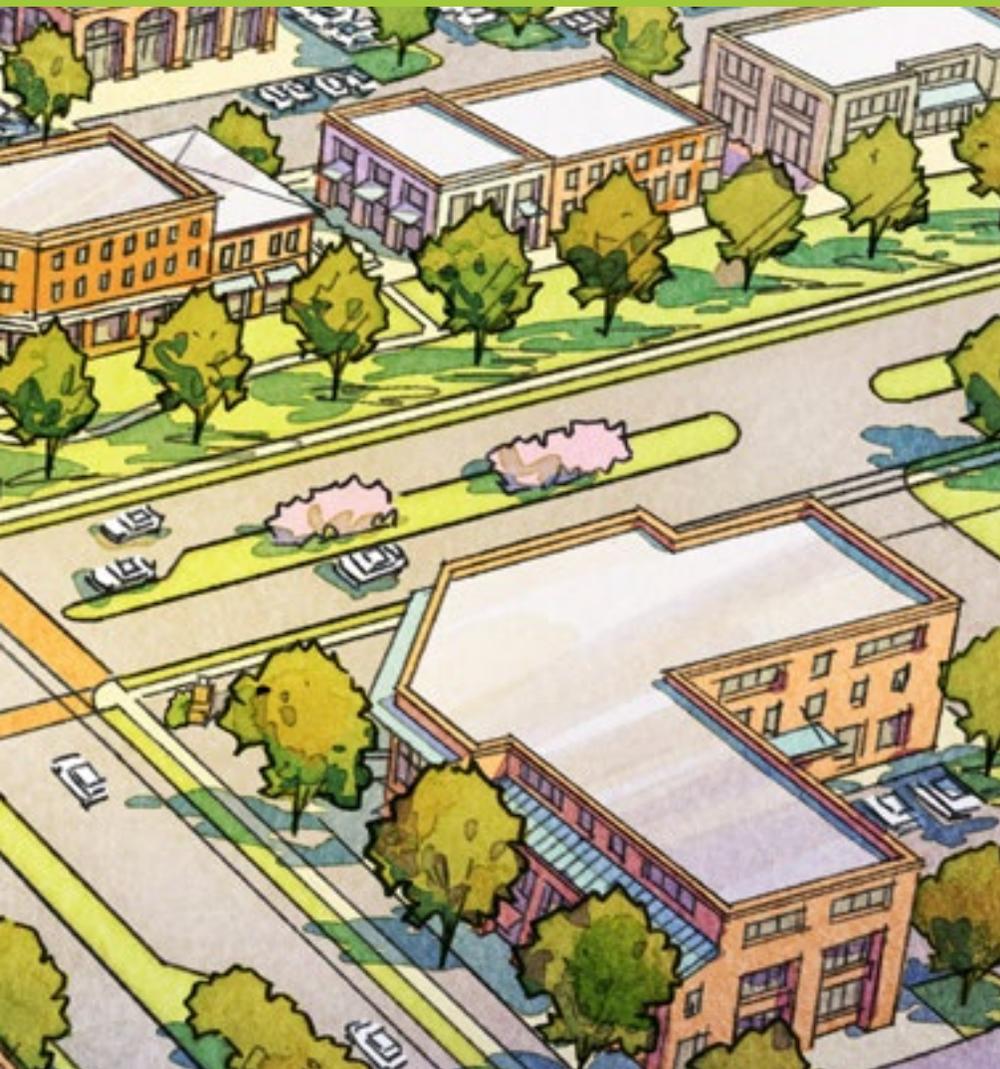
LU 6 – Support the development and redevelopment of land to promote job growth.

- In areas designated as “Industrial” on the Future Land Use and Conservation Map, support the by-right use of industrially zoned land to accommodate new industrial development as well as the expansion of existing businesses.
- Support the creation of job-generating uses and support services in areas designated as “Employment Campus” on the Future Land Use and Conservation Map. These areas may include office and institutional uses.



LU 7 – Enhance development quality along the major highway corridors.

- As corridor studies are being conducted to consider access management, particularly along US-1 and US-401, consider expanding the scope of such studies to include an assessment of the overall quality of the corridors. The quality of development along major highways, especially those that serve as the County’s “front doors,” shape the impressions people form as they enter the county and can influence perceptions and, more importantly, investment decisions. By ensuring a high level of quality, the County can put its best foot forward and send the right message to prospective employers, future residents, and others considering a relocation to Franklin. In addition to mobility improvements, the corridor studies should examine the following:
 - Streetscape, particularly consistency of street trees (i.e., tree selection, placement/ spacing pattern), visual relief provided through simplicity of landscape design and/or breaks in hardscape with vegetation (reduces glare), visibility with strategic placement of plantings and lighting
 - Architecture – building scale, orientation, façade articulation, quality of materials, etc.
 - Accessibility – navigation to key anchors and destinations, which involves a thoughtful approach to circulation, reinforced by wayfinding, landscaping, and lighting
 - Signs and the visual impact of them
 - Location—and screening—of parking
- Amend the UDO to address a higher level of design standards based on the recommendations of the corridor studies. The amendments could include the introduction of corridor overlay districts to clearly define the areas to which such standards would be limited.



Mixed Use Community Center

Future commercial development could be concentrated in a few key nodes where there is sufficient roadway access and infrastructure. The mixture of uses in a compact form could be conducive to walking and biking within such developments. The internal network of streets and driveways could provide multiple vehicular connections between uses and across properties, which would alleviate pressure on surrounding roads that should be reserved for regional traffic. Located near existing and emerging residential development, these nodes could be designed to connect to adjacent neighborhoods, expanding the range of feasible travel options within the immediate area.

Walking between shops, offices, restaurants, and home becomes more practical when complementary uses are located in well designed, pedestrian-scaled development

Figure 7. Conceptual Illustration of Business Park Amenity Area

LU 8 – Support residential development.

- Encourage a broader range of housing choices. (Refer to the Housing section that follows.)
- Direct residential development toward areas where the existing or planned infrastructure can support it. Most future residential development in the County is intended to occur primarily in the areas designated as “Suburban Residential” and “Municipal Center” on the Future Land Use and Conservation Map.
 - Amend the residential zoning districts in the UDO to create a set of districts that reflect the intended density and composition described for the four residential place types. (Refer to the descriptions in Part 3.) Consider design standards that accommodate the following:
 - A variety of lot sizes (area, width and depth)
 - Accessory structures, including accessory dwelling units
 - Attached single-family dwellings in one or more districts
 - The mixture of housing products within a single neighborhood to foster multigenerational living and age-in-place options.
 - Develop location criteria for the application of the new districts and consider amendments to the Official Zoning Map in accordance with the criteria. Such amendments may be initiated by the County. However, map amendments are more likely in conjunction with the approval of rezoning applications submitted by developers and/or property owners (or owners’ agents). Therefore, the criteria should be included in the UDO and inform decisions regarding rezoning applications.
- Improve the quality of future residential development.
 - Improve the design of streets and amenities within neighborhoods. In establishing standards, take into consideration the intended uses, ages and abilities of various users, scale, potential programming, comfort, and safety.
 - Encourage architectural design that enhances the character of neighborhoods and the county as a whole. Offer guidance to builders and developers in the form of design guidelines that can be made available on the County’s website to address the design of structures (materials, façade articulation, etc.), their relationship to public streets, and the placement and scale of garages, accessory structures, etc. Two examples of communities providing similar guidance are the Town of Nags Head and Catawba County (<https://www.catawbacountync.gov/Planning/UDO/DesignManual.pdf>).
 - Bring open space to the forefront and establish open space standards that enhance the quality of new development. Amend the UDO to update open space requirements in new subdivisions.
 - Increase the amount of open space required.
 - Supplement area requirements with specific criteria to be met in the delineation of and



improvements to the open space set aside:

- Define the types of open space that can be counted toward meeting the requirements, including the types to which the Franklin County community assigns a natural resource value;
- Describe the appropriate locations of required open space to ensure the green network is contemplated at the design stage and well-integrated as an amenity within the community;
- Establish the minimum percentage of the total that should be improved for passive and active recreation; and
- Establish design standards for each open space area provided to ensure the intended use(s) can be supported.



Green space creates value. Like homes adjacent to golf courses decades ago, housing facing green space commands higher prices.

- Mitigate the potential impacts of new residential development on surrounding areas.
 - Encourage a graduated approach to development density. Support higher density close to municipalities, and lower densities closer to rural, agricultural and conservation areas.
 - Facilitate conservation design. (Refer to explanation in Part 3.) In comparison to the conventional subdivision design option, make the conservation design option equally or more attractive
 - Amend the Cluster Development provisions in the UDO to:
 - Make the process more predictable. Consider application requirements and review procedures that are not more onerous than those associated with conventional subdivision approvals.
 - Allow the two options by right, subject to administrative approval.
 - Provide incentives in the form of a density bonus, design flexibility, etc.
 - For the density bonus, allow the use of the density limits of the underlying zoning and the gross acreage of the site to calculate the maximum number of dwelling units permitted. Consider an increase in the maximum number of units in accordance with a sliding scale: with more open space set aside, permit an increase in the total units. (Note: The overall maximum number of lots, regardless of the amount of open space set aside, will be determined by the combination of the following: minimum lot size and other standards, infrastructure requirements, and environmental constraints, applicable state and federal regulations.)
 - Allow alternative design standards for
 - Streets, provided such streets adhere to minimum public street design standards,
 - Lot configuration, and
 - Lot frontage.
 - Establish standards that ensure the creation of meaningful open space. The delineation and configuration of open space set aside in new development to meet open space requirements should take into consideration the relationship to surroundings. Thoughtfully designed, the resulting open space could serve as both a buffer and an amenity.
 - Buffer new development from natural resources and agriculture to further protect the integrity of each.
 - Raise awareness of the VAD/EVAD program and the location of the district boundaries. (Refer to the Agriculture section that follows.)



LU 9 – Protect the relatively undeveloped areas of the County and other assets from the impacts of urbanization.

- Limit development in areas designated as “Rural” on the Future Land Use and Conservation Map, particularly north of the Tar River where attributes that contribute to the character of the County should remain intact.
 - Amend the UDO to limit allowable densities to those described in Part 3.
 - Amend utility policies to limit water and sewer service in these areas. (Refer to Infrastructure – Utilities section.)
- Protect the agricultural areas that are currently viable, are participating in the Present Use Value Program, are part of the Voluntary Agriculture Districts, are qualified agritourism exemption properties, and/or have the potential to be used for agricultural purposes in the future. They are designated as “Agriculture” on the Future Land Use and Conservation Map. (Refer to Agriculture section.)
 - Amend the UDO to balance the needs of the agriculture community with the desire to minimize encroachment of incompatible development.
 - Limit uses and allowable densities to those described in Part 3.
 - Permit some uses that help farming operations remain viable, including the following:
 - Temporary uses
 - Seasonal uses (i.e., Christmas tree sales)
 - Agriculture-support uses
 - Rural businesses, such as small engine repair, accounting services, hair styling, etc.
 - Establish performance standards to mitigate the potential impacts of various uses, such as noise, outdoor storage, truck traffic, etc.
- Direct development away from environmentally sensitive areas which are encompassed by areas designated as “Conservation 1” and “Conservation 2” on the Future Land Use and Conservation Map. (Refer to Open Space and Natural Resource section.)
- Direct development away from historic and culturally significant sites. Such properties are included in the areas designated as “Conservation 1” on the Future Land Use and Conservation Map.
 - Using the County’s inventory of historic sites as a starting point, map—or identify the range of—properties that should be buffered from future development if not sensitively integrated into development.
 - Create development standards that prioritize conservation of these important assets in the delineation of permanent open space. Establish a density bonus to reward those who exceed such standards in an effort to preserve significant sites recognized by the NC State Historic Preservation Office (NC SHPO) and Franklin County’s Historic Preservation Commission (HPC).



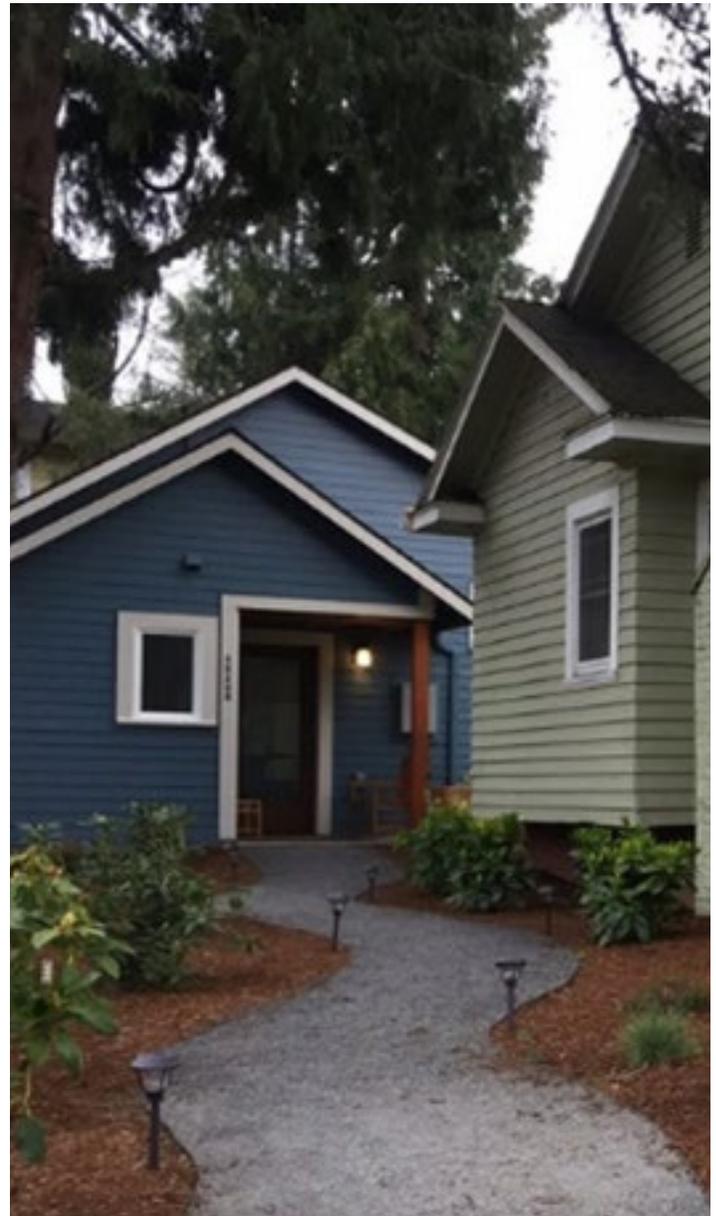
Housing (HS)

HS 1 – Diversify housing options.

- Develop housing strategies that include higher density building located along existing utility lines and transportation corridors to increase the viability of transit services and to minimize cost of service expansion.
- Review and update the zoning ordinance and map to effectively expand types of housing development and allow for seamless zoning transition.
- Advocate for “aging in place” strategies in new development that allows people to transition within as they age.
- Promote mixed-generational neighborhoods.
- Promote 2nd floor/loft housing in mixed use development in existing town centers
 - Research viable locations that could support mixed use development
- Update design and building standards to
 - encourage senior-friendly housing products
 - maintain rural character



This duplex has the appearance of a single-family home. The two meters on the front corner are the only features that reveal the actual number of units within. The accessory unit above the garage brings the total number to three.



This “granny flat” (accessory dwelling unit, or ADU) is architecturally coordinated with and neatly tucked behind the home (principal structure).

HS 2 – Stabilize neighborhoods by facilitating investment in underutilized properties.

- Promote infill development.
- Encourage accessory dwelling units, which are permitted by right.
- Clarify standards for multi-family lot sizes to accommodate a variety of acceptable configurations.

HS 3 – Reduce competition for land for nonresidential development.

- Review/update zoning ordinance and map in order to more effectively direct and encourage desired residential housing development away from key commercial sites.



The mix of residential types helps create a multigenerational neighborhood and supports aging in place.
 Source: City of Dayton, TX



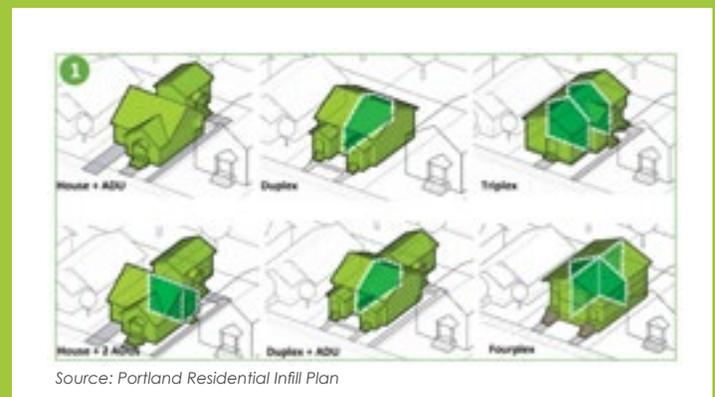
This structure features three attached units on a corner. The minimum area for the project is based on the number of units and one minimum lot size. The minimum lot size is the same for all units. The required setbacks and yards as well as off-street parking dictates the final plat and naturally results in larger lots for end units.

Minimum Lot Size

The current minimum lot size for multifamily dwellings and townhomes in the R-15 zoning district is as follows:

- 8,000 sf for the first 2 units
- 2,000 sf for each additional unit

This standard is based on the assumption that the units would be organized as row houses with the 2 end units located on 8,000-square-foot sites and the units in between on 2,000-square-foot sites. Other configurations are not contemplated but may be appropriate.



Source: Portland Residential Infill Plan

Economic Development (ED)

Economic Development is vital for the County's future. Moving forward, the County will need to attract and retain a variety of businesses and industry to provide a robust and diverse economic base and employment opportunities for residents.



ED 1 - Work conjunctively with the Franklin County Economic Development Commission (EDC) to diversify the economic base through heritage, cultural, and agricultural tourism opportunities.

- Marketing the assets of the County will be important. While there is a great attraction to the proximity of the Research Triangle, and it can be a draw, the County is not close enough to the heart of the technology business locations to be competitive if urban amenities are required. Some businesses that support technology businesses, however, may benefit from the proximity and appreciate the lower cost and availability of land in Franklin County. Marketing of the County needs to highlight unique aspects of the County, in addition to the proximity to the Research Triangle.
 - Embrace Franklin County's rural charm, agrarian history, location in the Triangle Region as catalyst for revitalization, growth and economic development
 - Encourage the development of retail and restaurants that are locally based
 - Provide flexibility for rural businesses- continue to support home-based businesses; explore broadband options that will maximize the ability for residents to work from home
 - Support entrepreneurship and new businesses that diversify the local economy and capitalize on the unique assets of Franklin County
 - Review and revise as needed land use regulations to support economic development
 - Reinforce towns as residential and commercial centers of the County
 - Work with the EDC to maintain an up-to-date online inventory of available properties for large-scale employment, economic development, and adaptive reuse and work to ensure proper zoning designation are in place to accommodate such uses.
 - Maintain and support programs for existing industries, especially those with growth opportunities.
 - Work with Vance-Granville Community College and local schools to provide small business, vocational, and trade education and training to attract industry and encourage entrepreneurship.



AIRPORT

The County will be investing in upgrades to the Triangle North Executive Airport (TNEA) in accordance with the new master plan for TNEA. The changes will be an important step toward strengthening the County's economic competitiveness. Developing the full underpinning of services is also important for capturing the economic potential of the airport. This means the availability of land and buildings to accommodate new businesses. It also includes hangars, fueling, mechanical support and other necessary services. In addition, the services to support the arrival and departure of planes, some of which could have people with a high level of expectation for such things as transportation or food services immediately available upon arrival.

- Identify new sites for employment growth, particularly in the Triangle North Executive Airport area
- Promote compatible uses in areas adjacent to Triangle North Executive Airport.
- Upgrade services and amenities at the airport.
 - Enter into an agreement with local car dealership or rental car agency to supply vehicles that meet the expectations of the private companies and individuals flying into TNEA. This arrangement should ensure the provision of up-to-date, high quality vehicles without the County being tied to ownership and maintenance responsibilities.
 - Consider the incorporation of concession space into an upgraded terminal building. This could help generate additional revenue for the County and provide opportunities for an enhanced arrival/departure experience.
 - Accommodate a restaurant or similar venue with views of the airfield. Enthusiasts can congregate to enjoy the activities as spectators.

Potential Economic Development Initiatives

The array of potential initiatives that could position Franklin County for desired growth are many. Focusing on the Triangle North Executive Airport, agriculture, and open space could help the county stand out among its competitors in the region.



Farm tours are helping to build agritourism in the county.



Burke County is leveraging assets such as the Fonta Flora Trail and Lake James to attract more private investment.

AGRICULTURE

The agricultural base can lead to the development of agritourism. In order to develop this opportunity, the County will need to help develop the infrastructure to provide the attendant services to support the tourism. This includes the restaurant, housing and transportation services to accommodate tourists. It will also be important to help facilitate events and gatherings that will attract a critical mass of people to experience the unique aspects the agricultural base.

- Promote tourism through agritourism, historic assets
- Promote equestrian related activities, including the two annual horseback rides that attract over 300 participants, constructing/coordinating greenways and capitalizing on the Tar River being located in the County.

OPEN SPACE / RECREATION / AMENITIES

The marketing also needs to play on the important quality of life and natural features of the County. Businesses need to be able to attract workers and the County needs to be attractive to the leadership of businesses. Location decisions for company moves are at least heavily influenced by where the senior leadership would like to live. Enhancing the quality of life and the desirability of the community for relocation will enhance economic development opportunities.



Access to courtesy cars or other car service that begins on the tarmac can enhance the experience of utilizing the TNEA.



Accommodate a restaurant or similar venue with views of the airfield. Many weekend activities include skydiving, gliding and the Civil Air Patrol. Enthusiasts can congregate to enjoy the activities as spectators.



Strong branding that celebrates the history and heritage has served Hickory and Catawba County well. Adopted first by the City, Catawba EDC, local organizations and private companies have also embraced the brand, recognizing that high quality craftsmanship endures in practice and product.



For example, while the craft of making furniture remains strong, newer companies, such as CommScope, are crafting high-tech "infrastructure, products, and solutions" to improve communication

ED2 - Conduct a branding and marketing initiative to promote Franklin County, including a primary logo, motto, website and social media strategy.

- Build on current tag line. Current tag line is important for connection to Research Triangle (research and employment hub surrounded by world-class higher education), known internationally and critical for the recruitment of employers, especially foreign companies seeking a North American location. Expand message to highlight distinguishing features of the county that sets it apart in the Triangle. Updated brand should reinforce the identity of the County, which should embrace the county's heritage and strengths while conveying the opportunities that lie ahead.
- Implement brand. All aspects of the community should reinforce the brand through communication, promotion, programming, and actions. The brand should be translatable in all contexts of economic development.

ED 3 - Perform a detailed market study to identify and recruit businesses that would be successful in Franklin County.

- Install necessary infrastructure and curb appeal to lure private investment to focus areas
- Capitalize on the Triangle North Executive Airport (TNEA) area's potential to become an accessible, modern employment center. (Refer to LU 4.)
- Increase employment opportunities within the County by identifying opportunities within the existing industry base for expansion opportunities as well as attraction of companies in their supply chain.
- Promote the full utilization of undeveloped and underdeveloped land resources within urbanized areas that have access to existing infrastructure.
- Identify new sites for employment growth, particularly in the Triangle North Executive Airport area.
- Actively utilize and update the County's recently adopted Capital Improvements Program dedicating funds annually to prioritize infrastructure projects.
- Coordinate plans and investments with the municipalities to ensure compatibility while complimenting each other.
- Provide exemplary County services, infrastructure, and recreational amenities to sustain and improve existing development and to promote economic development. Services such as parks, planning and zoning, water and sewer are vital to a high quality of life.
 - Encourage new industry and businesses to locate in areas already served by adequate infrastructure and continue to plan for improvements to actively recruit industry and businesses, particularly inside the municipal jurisdictions.



Google's campus is designed to include a wide variety of space to congregate and enjoy the outdoors. Red Venture, Apple, and other companies offer such amenities to create a competitive work environment and effectively recruit talent.

Infrastructure | Mobility

IFM 1 - Update the Comprehensive Transportation Plan.

- Due to the high cost and regional nature of transportation systems, work with NCDOT, CAMPO and the Kerr-Tar RPO to update and implement the adopted CTP.
- Study the alignments of NC-56 and Hwy-39 to more directly connect Interstate 85 to US-64 through Franklin County to serve as much needed east-west connector through the County as employment growth occurs within. Ideally, this improved connection would provide access to current and future industry located on NC-56 as well as access to Triangle North Executive Airport.
 - As an early phase, improve the NC-56 corridor such that it can provide connectivity between Hwy 401 and Hwy 1, serving as an intercounty east-west connector as employment growth occurs in .
- Create a coordinated highway plan for US-401 in order to ensure connectivity while protecting the limited accessibility of this future four-lane superstreet.
- In support of an “industrial innovation district” along NC-56, promote improvements to NC-56 to create and protect the capacity of the roadway. Access to I-85, US-1, and US-64 that an improved NC-56 can provide makes this area an attractive location for job-generating uses. The area's location, situated near Louisburg, Franklinton and Youngsville, adds to the attractiveness, as these towns offer opportunities for future employees to live, shop, play etc. in these nearby towns.
- Encourage a safe and efficient multi-modal transportation network that accommodates the demand from existing and proposed land uses.
- Seek opportunities to increase connectivity, particularly east-west connections and on the secondary roads adjacent to US-401 and US-1.

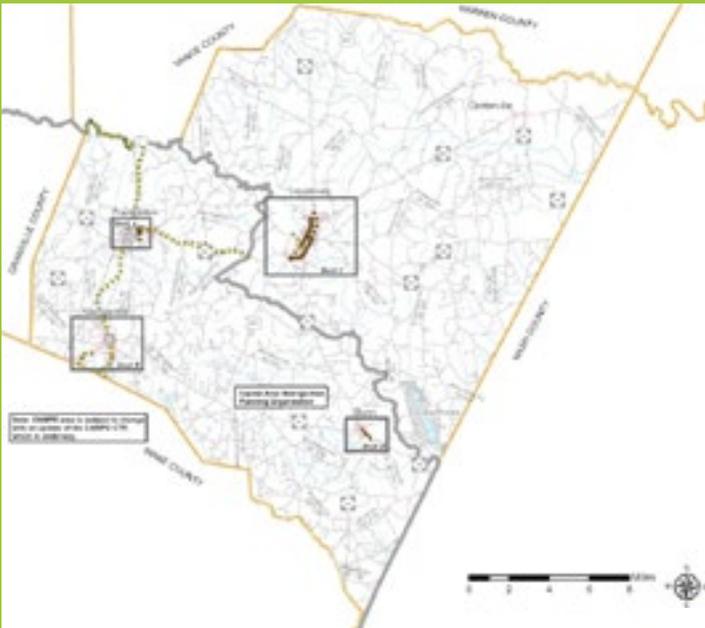
IFM 2 - Conduct corridor studies for US-1 and US-401, which serve as two “front doors” into the county.

Perceptions of the county can be substantially influenced by the impressions people form upon arrival into the county. By addressing the visual quality of these corridors, the county can project a more positive image and reinforce its identity. Such corridor studies should build on the recommendations of the recent planning efforts. For example, the US-1 Corridor Study completed in 2006 outlines very general land use and development recommendations, acknowledging the potential for growth and the impact of proposed changes to US-1 and access to the highway. The Capital Area Metropolitan Planning Organization (CAMPO) recently completed an update. With more current information available, the County, working in partnership with the Towns of Youngsville and Franklinton, should examine the corridor, mindful of adopted land use plans for each jurisdiction, and outline ideas for creating a cohesive development pattern, circulation, and aesthetic improvements that project the appearance of unity and quality. The results of the local effort should inform all three jurisdictions' decisions about building placement, orientation, and scale; signs; access and parking; and landscaping. Such decisions can be codified in a corridor overlay district adopted by all three jurisdictions to offer consistent guidance and regulations as new development and redevelopment occurs.



US-1 and US-401 are the major corridors leading into Franklin County. Improvements are planned and underway.

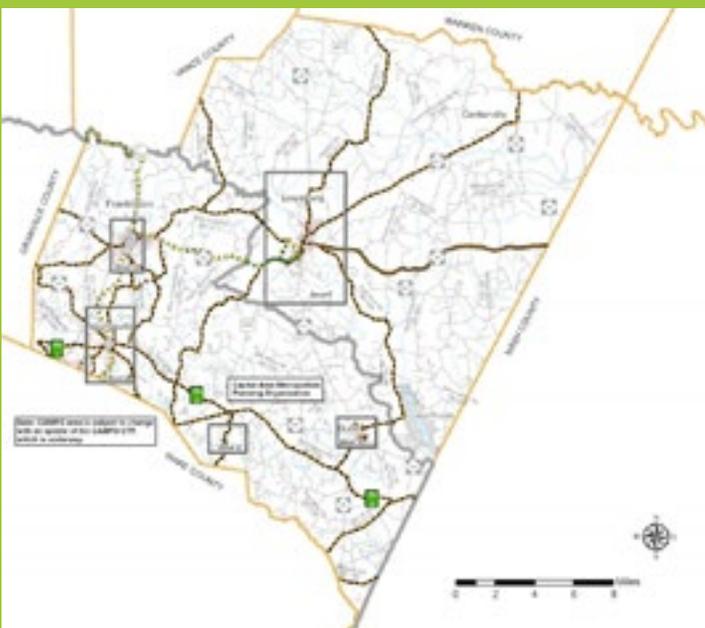
Capital Area Metropolitan Planning Organization (CAMPO)



Franklin County Bicycle Map, 2008



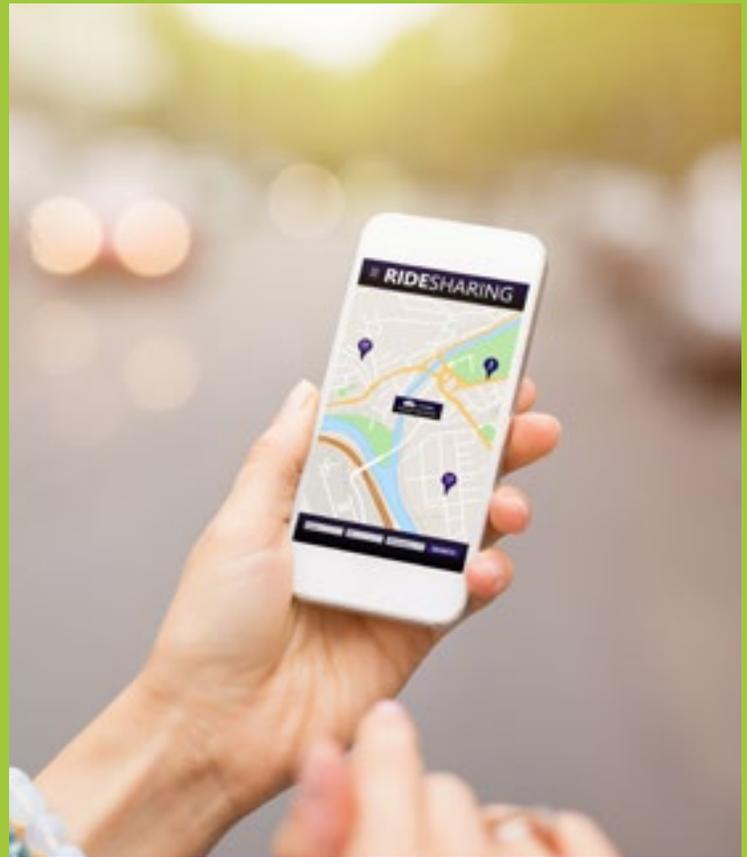
Franklin County Highway Map, 2008



Franklin County Pedestrian Map, 2010

IFM 3 - Enhance the functionality of local and regional transportation networks.

- Align land use patterns with the existing and planned capacity of the region's streets and highways, promoting connectivity, and developing in a manner that encourages alternative modes of transportation.
- Provide opportunities for rural transit availability such as on-demand type services.
 - Coordinate with existing partner groups such as Triangle Transit, church volunteer groups, and the Kerr Area Transportation Authority (KARTS).
 - Help connect service delivery to those needing these services.
 - Serve as the information hub for gathering and disseminating information about people wanting to form carpool groups.
 - Advocate for increasing public transportation options
 - Adopt street design policies that encourage multi-modal use such as biking and pedestrian movement
 - Work with developers to incorporate connectivity and walkability in their plans.
- Promote active transportation and encourage context-sensitive design of transportation facilities to reinforce character of the areas in which they are located



Some regional transit agencies now provide on-demand services, particularly for residents of rural areas.



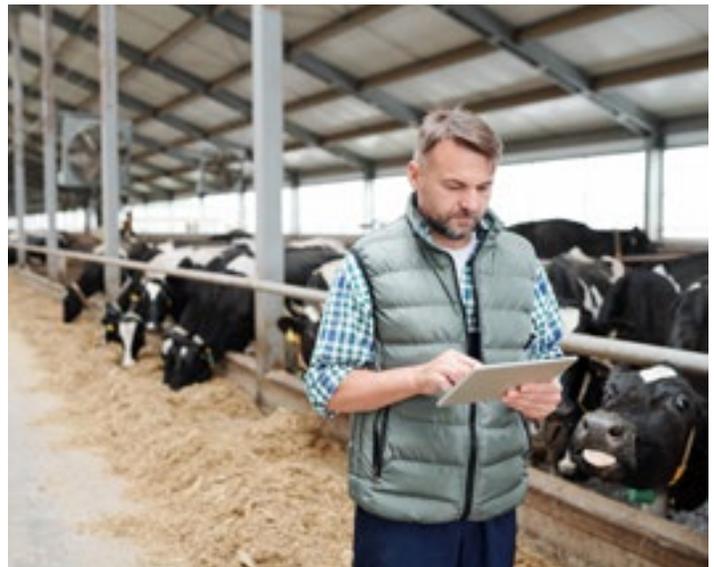
Greenways, such as the American Tobacco Trail in Cary and other Triangle communities, offer both recreation opportunities and a healthy alternative to travel by automobile.

Infrastructure | Broadband

IFB 1 - Build on existing efforts to bring broadband to the County.

Nationwide, the main source of funding for the deployment of broadband is the Universal Service Fund (USF). The USF was created by the Federal Communications Commission (FCC) in 1997 to ensure that consumers in all regions of the nation have access to quality telecommunications and information services at affordable rates. Within USF, there are four funds:

- Continue to work with Open Broadband to support the implementation of service in the underserved and unserved areas of the County, as envisioned in their 2019 Agreement with Franklin County.
- Connect America Funds- Supports services to areas that are currently unserved by broadband service or where support is needed to extend and support broadband networks.
- Lifeline Program—Supports telecommunications companies that in turn offer discounts on telecommunications services to low-income families.
- Rural Health Care Program – Supports eligible rural health care providers that qualify for reduced rates for telecommunications services and broadband access that is similar to urban centers.
- E-rate Program – Supports eligible schools and libraries that qualify for reduced rates for telecommunications services and necessary Internet connectivity.



Infrastructure | Water & Sewer

Public Utilities are the backbone upon which communities accomplish economic development, manage land use, conserve natural resources and meet environmental goals. Franklin County should continue to provide full-service water and sewer utilities to this critical infrastructure system that address the following primary objectives:

- Planning and constructing water and sewer infrastructure that is integral and supporting the overall utilities backbone that includes water, sewer, wastewater reuse, stormwater, electric, gas, and communications and transportation.
- Size utility extensions and supporting plant capacities to meet long-term demands of planned and desired development patterns and economic development in target areas.
- Concentrate utility extensions to advance compact development in urban areas and cluster-type development in more rural settings.
- Educate and involve the public as informed customers and responsible users of vital natural resources.
- Effectively manage potential water and sewer demands related to existing and future service areas including commitments to current and future allocations.
- Continue to promote environmental stewardship and effective resource management through protection of watersheds, conservation of water resources and reduction in energy use through improved operational efficiencies and development of alternative energy sources.
- Facilitate county-wide planning and coordination with municipalities regarding water, sewer and other public utilities and services.

IFWS 1 - Create a Water and Sewer Utility Master Plan that will identify capital improvements including overall costs for constructing capacity-related capital assets required to support the county's comprehensive plan and support the water and sewer utility through full buildout.

- Develop hydraulic models for both water and sewer systems to accurately and reliably determine system capacities, forecast demand and support management of allocations. Maintain models for continued accuracy.
- Employ hydraulic models to identify system elements reaching capacity to help avoid overloading conditions and potential regulatory violations.
- Identify the most effective methods of serving the County with water and sewer facilities. A rate study component should be part of the Master Plan.



IFWS 2 - Revise the County's Allocation ordinance to ensure greater alignment between water and sewer allocations and existing land use categories, direct utility extensions to areas that support desired development patterns and targeted development/redevelopment initiatives.

- Consider a prioritized or tiered approach that would replace the first-come, first-served allocation in existing ordinance with incentives for promoting infrastructure investment to the following growth areas:
 - Primary growth areas would include municipal and commercial centers, industrial, and industrial innovation uses as delineated on the Future Growth and Conservation Map. Additional emphasis is recommended for sites that advance the County's economic development objectives.
 - Secondary growth areas would support suburban residential development generally concentrated adjacent to primary areas
 - Tertiary growth areas are located beyond primary and secondary areas that would require water and/or sewer services to address failing private wells and sewer disposal (septic) systems.



Durham, NC's municipal water system has a mascot, "Wayne Drop" who attends community events, travels to schools and workplaces, and even has a humorous Twitter presence to increase awareness and appreciation of the water utility.



IFWS 3 - Conduct a Merger and Regionalization Feasibility Study to evaluate the viability of potential consolidation, mergers and/or long-term agreements that would ensure adequate water system capacity to address projected demands among several counties, communities and municipalities.

- Primary focus should be on the County's current water allocation commitments, which are of limited availability.
- Determine the best course of action for a long-term water supply following completion of the ongoing Franklin County Water Supply Master Plan.

The County may also choose to self-fund a merger and regionalization study.

IFWS 4 - Conduct public outreach to enhance appreciation for the value of water and sewer services, including raising awareness of investments Franklin County Public Utilities has made.

- Develop and implement media strategies emphasizing management and conservation of valuable and irreplaceable water resources.
- Dedicate a section of the County website to "utility-related" information based on the true cost of service and educational materials including regulatory requirement and environmental standards.

IFWS 5 - Establish a sustainable development pattern that complements the character of the community, promotes economic development, and concentrates on higher intensity uses where adequate infrastructure exists.

- Review existing zoning map and ordinance provisions, and revise where necessary to ensure higher intensity uses are concentrated and encouraged to locate in areas with adequate existing or planned facilities.



Community Facilities | Schools

CF 1 - Continue to work with the school system to manage growing classroom and facility needs and ensure new facilities are located in high growth areas.

- Work with the School Board and FCS staff to plan for new, expanded or renovated schools, particularly in areas where new residential construction has been approved as well as where adequate infrastructure is located.



Illustration by Fishergraphix.com

Crosscreek Charter School in Louisburg opened in 2001 and has a current student enrollment of 206 K-8 students. A new school campus is being built and expected to be open in August of 2020. At capacity, the charter school will serve 540 students. The facility houses 32 classrooms, a multipurpose gymnasium, science labs, music and art rooms. The 20-acre property is also large enough for playgrounds, athletic fields and a future high school.

Did you know...?

- The 2019-2020 academic year data shows the Franklin County School System is made up of 19 schools serving over 9,600 students. In comparison, the 2018-2019 academic year data shows a total of 18 schools serving over 8,200 students. All schools perform at a “C” or better level according to the NC School Report Card with no “low performing schools.”
- Three of the 19 schools are private.
- Franklinton High School and Franklin County Early College High School are the newest schools with the latter graduating its first class with a diploma and Associates Degree in 2014.
- As the County’s population continues to increase over the coming years, the schools will reach capacity and the school system will be pressed to find creative ways accommodate increased enrollment. The Youngsville Academy, a K-8, newly constructed 53,000 square foot facility opened in January of 2019.
- The Franklin County Early College High School, which is a collaboration between Franklin County Schools and Vance-Granville Community College, has been open on the Louisburg campus since 2010 and boasts a grade of “A.”

Community Facilities | Libraries

CF 2 - Continue to support the library system by recognizing its importance to the community and ensuring it remains relevant, sustainable and continues to contribute to the county's civic and economic development in the future.

- Support implementation of Franklin County Public Library Comprehensive Development Plan 2019.
- Be pro-active in identifying sites suitable for development.
 - Monitor growth patterns so that public investments are directed toward facilities where the growth is occurring or likely to occur.
 - Consider repurposing underutilized buildings for other uses, such as senior centers or public agency offices.
- Make greater use of Pop-Up Libraries and Book Mobile service by providing internet connections across the county through mobile hot spots in underserved areas.
- Identify future public facility needs and seek opportunities to co-locate complementary civic uses.
- Recognize the expanding role of libraries, as they are becoming community centers with programming and technology to serve the residents.

“Sizes of libraries have increased over the last twenty years due to technology, the library as a place, and larger children’s rooms and homework centers.”

--Planning the Modern Public Library



The Town of Holly Springs partnered with Wake County Public Libraries to create the Holly Springs Cultural Center, which has the Holly Spring Community Library branch within. It also houses a performing arts theatre, conference center, and an outdoor stage. Inside, the lobby is set up as a welcoming community center with a coffee bar and snack bar.



Community Facilities | Public Safety

CF 3 - Continue to support emergency services with adequate facilities, equipment and technology to keep response time low and ensure the safety of County citizens, businesses and visitors.

- Inventory and assess condition of communication equipment for all public safety services. Budget for equipment increases, upgrades and/or replacement as needed.
- Develop and adhere to a strict maintenance schedule of emergency vehicles to ensure proper operation and long-term viability.
- Include Police, Fire and EMS Directors in planning discussions to determine need and location of future facilities.

CF 4 - Review tax rates annually and be mindful of the revaluation schedules and forecasts to ensure optimum use of taxpayer funds to provide an adequate level of services and infrastructure.

CF 5 - Plan for and provide new public services in growth areas.

- Locate buildings and services based on facilities plans.
- Monitor staffing levels
 - Conduct analyses periodically to assess level of services and overall response times to ensure adequacy.
- Invest in technology and equipment to keep pace with expansions.
 - Approach to service delivery will need to become innovative by incorporating new technologies, strategic planning and ongoing training.



Did you know...?

- Public safety includes police, emergency services and fire protection. These services are coordinated and dispatched through the County's 9-1-1 Communications Center in Louisburg. The Center is open 24/7 and is staffed by 16 full-time telecommunicators that are certified in Emergency Medical, Fire and Police Dispatch.
- According to data provided by Franklin County Emergency Services, call volume has increased tremendously. Between 2010-2018, calls for law enforcement increased 26%, calls for assistance from fire departments increased 67% and calls for ambulance assistance help went up 48.5%.
- Fire protection is provided by 11 Voluntary Fire Districts spread across the County that are subsidized by the County Fire Tax. While some stations have paid full-time and part-time fire-fighters, volunteers make up most personnel. Small Districts are all volunteer. According to the Emergency Services Director, all Districts currently have adequate equipment and staff.
- According to the Office of the State Fire Marshall, fire services are rated 1-10 with a lower number being better. The Louisburg Fire Department has a PPC-ISO Class 3 rating within the Town of Louisburg and Class 5/9E in the remaining area of the fire district. This is an impressive achievement since only 36 (2.4%) of 1500 fire districts across the state have achieved a Class 3 rating. The other 10 fire districts range from 4/9E to 9E/1. A rating of 10 does not meet minimum standards set by the insurance industry. Except for Louisburg, ISO ratings for Franklin are comparable to Granville, Vance and Warren counties.
- Franklin County EMS provides paramedic services that run out of 7 facilities across the County. With 72 full-time staff members the department is close to being fully staffed. According to the information provided by the EMS Department, crews currently run 8 ambulances per day with an 8-minute response time but call volume has "gone through the roof." Between 2017-2018, EMS responded to 8,800 calls. It is estimated that EMS will respond to 10,000 calls by the end of the year.
- Franklin County is protected by the County Sheriff Department with stations in Louisburg and Bunn, NC State Troopers and municipal police departments located in Franklinton, Louisburg, Youngsville, Bunn and Lake Royale. Based on data provided by the FBI, cities with fewer than 10,000 residents reported an average of 3.5 sworn officers per 1,000 inhabitants. County agencies report an average 2.7 officers per 1,000 inhabitants. The County's 9-1-1 Center has found it necessary to hire 5 new full-time employees since 2013.

Community Facilities | Parks & Recreation

With preventable health conditions such as youth obesity, diabetes, and heart disease continuing to limit the potential of many County residents, access to community parks, trails, and open spaces should be a top priority of community leaders.

PR 1 - Make access to community parks, trails and open spaces a priority.

- Update the parks and recreation plan to address a broader variety of facilities to meet the needs of current and future residents (The recreation plan is a living document that should be reviewed annually for revision or addendum due to expected shifts in population and demographics).
- Plan for and create a complete and connected system of trails, parks, and open space to meet demand for active and passive recreation for all ages.



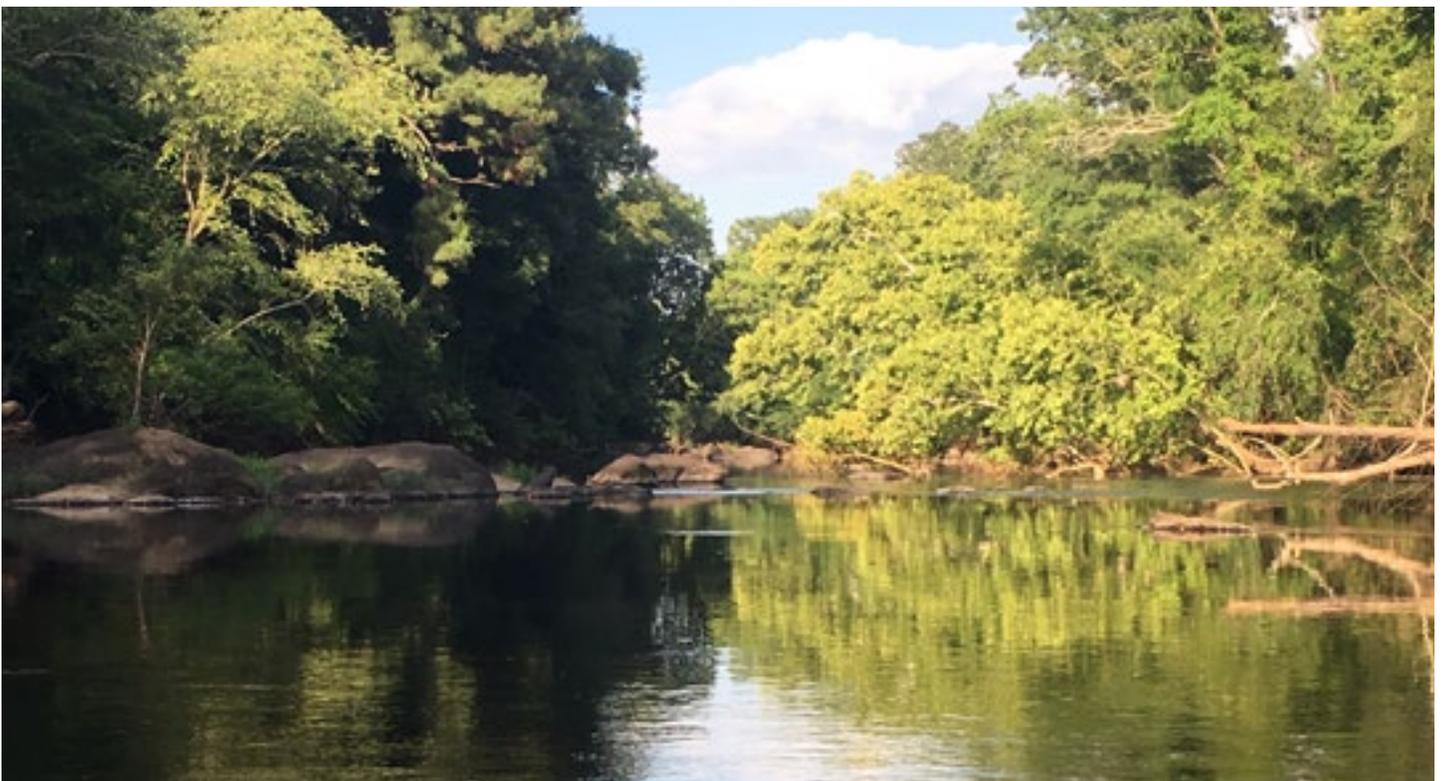
PR 2 - Establish a system of trails, both greenways and blueways.

- Prepare a master trails plan to be incorporated into the Park & Recreation Master Plan to establish a system that connects the towns, neighborhoods, employment centers, and existing parks with the County's natural and cultural resources.
 - An additional pedestrian/bicycle trail along NC-56 would provide a non-vehicular transportation alternative for future employees of businesses located within the industrial corridor along the route.
 - Support efforts to create horse trails and amenities. Such additions to the system would further expand this market and would therefore be wise to include in any future trail system development.
- Link to regional trail systems. Tying into existing regional and state-wide trail systems would allow the County to attract additional visitors while becoming part of the national trend of active, healthy living.
 - Consider creating opportunities to access existing destinations within the County via trails, including from origins outside the County.
 - Partner with Wake County and local municipalities to extend a trail from the southwest portion of the County to the nearby Mountains To Sea Trail in Wake County. From this regional connection, other local destinations (i.e., commercial centers, DeHart Botanical Gardens, etc.) could be added as future nodes via smaller connector trails and larger planned pedestrian/bicycle routes.
- Plan for and invest in water access locations.
 - Create a Tar River blueway connecting paddlers to existing amenities in Tarboro and Rocky Mount and future amenities in Franklin County.
- Prepare a wayfinding plan. Create and install wayfinding signage in accordance with the plan.

PR 3 - Continue the development of V.E. and Lydia H. Owens Recreational Park.

- Fund future phases of the park master plan. This 167-acre, County amenity has the potential to become a premier destination for residents and visitors seeking passive recreation and opportunities to connect with nature. Building out V.E. and Lydia H. Owens Recreational Park into the district park envisioned at its inception and seeking ways to connect residents to this important recreational resource is of vital significance to meeting the County's overall health, recreation, and economic development goals and can serve as a highly visible sign that the County supports residential health aspirations.
- Increase safety (and the perception of safety) at V.E. and Lydia H. Owens Recreational Park. Comprehensive Master Plan public outreach efforts indicate the need to improve the perception of safety at V.E. and Lydia H. Owens Recreational Park among park patrons. In order to achieve the desired sense of security, the following should be considered:
 - Installation of security lighting
 - Safety call boxes that provide a communications link with area law enforcement
 - Cellular signal boosting to ensure park users have a way to call for help
 - Implementation of free WIFI zones that provide public internet access





A study completed in the UK in 2019 found that “spending two hours per week soaking up nature—be it woodland, park or beach—gives a positive boost to health and wellbeing, both mentally and physically.”

Open Space & Natural Resources

OSNR 1 - Support efforts to conserve natural areas and the natural resources within.

- Establish a program to increase community support for conservation.
 - Protect and preserve the environmental quality of the County through reasonable environmental regulations and context sensitive development standards to prevent negative effects of development on flood plains, surface water, ground water, air quality, forests, wetlands, and wildlife habitat.
 - Consider programs for developers that incentivize protecting natural resources through design.
 - Consider programs for owners of large parcels to commit to conserve lands through conservation easements and/or dedication of land to the county, land trust, or other entity.
 - Consider educational programs that encourage better stewardship of land by users.
 - Promote LEED certification-related standards for projects
- Set goal of targeting a percentage of open space to be conserved by 2040.

OSNR 2 - Provide recreational access to open space.

- To achieve the goals set out in the 2019 Franklin County Parks and Recreation Master Plan, there needs to be a focus on establishing open spaces for public recreation and conservation of valuable natural environments. Proper planning and management of existing natural resources and the establishment of additional County owned, recreationally accessible open spaces will become critically important to meeting the needs of a rapidly growing population.
 - Expand recreational opportunities and improve access to parks, community facilities, trails and open space.
 - Include nature preserves as a component of the County Parks and Recreation system.

OSNR 3 - Create opportunities to link communities by prioritizing areas between new and existing development.

That effect has been demonstrated by a number of studies. One intensive study of 280 participants in Japan found that along with decreasing stress hormone concentrations by more than 15%, a walk in the forest lowered participants' average pulse by almost 4% and blood pressure by just over 2%.



OSNR 4 - Encourage conservation to protect natural resources.

- Establish more effective open space requirements in land development regulations.
 - In the short term, modify open space requirements to differentiate usable space and provide it in addition to areas set aside for natural resource protection.
 - In the long term, amend UDO to
 - Increase open space requirements in private development, especially new residential neighborhoods.
 - Further promote conservation design subdivisions by establishing a reward system for maximizing high-value lands (i.e., density bonuses).
 - Require delineation of planned open space based on conservation value.
 - The valued types can be determined and vetted through a local public process, such as the one prescribed by the NC Wildlife Resource Commission that employs the Green Growth Toolbox.
 - Maintain GIS files indicating the locally determined conservation value for use in the preparation of development plans.



OSNR 5 - Encourage conservation design in and near Conservation and Protected Lands and in Rural Areas.

- Provide options that make conservation design the easy choice in new residential development design, such as a streamlined development review process.
- Promote conservation easements.
- Expand educational programs to inform landowners of benefits.
- Link conservancy groups, such as Tar River Land Conservancy, with interested private landowners and investors to expedite local conservation efforts

OSNR 6 - Develop an open space framework plan(s).

- Prepare a plan that aims to accomplish the following by informing decisions about future development.
 - Connect wildlife areas/corridors
 - Improve water quality
 - Improve air quality
 - Balance ecosystems
 - Create formal and informal gathering spaces for the community



Lyle Creek Conservation Easement and Mitigation Plan

After securing a conservation easement from a private landowner, this project became a full-delivery stream and wetlands restoration project for the North Carolina Ecosystem Enhancement Program (NCEEP). The NCEEP develops watershed plans for priority areas where critical watershed issues need to be addressed. The Lyle Creek project included thousands of linear feet of work on and adjacent to the creek, its tributaries and streams and the creation of 2.9 acres of wetlands. The plan was designed to improve hydraulic connectivity, create stream habitat for macroinvertebrate and fish, decrease sediment input and provide wetland habitat. Project benefits will include improved aquatic and terrestrial habitat, decreased pollutant and chemical levels, slowing of overland flow velocities and overall improved water quality.

Post construction monitoring will evaluate plan performance and identify maintenance or repair concerns. Upon project close out, the project is transferred to NCDENR for long-term management.



Photo courtesy of USDA NRCS.

Agriculture

Agriculture and forestry are valuable components of the County's history and economy. As the population increases and demographics change, growth resulting from incompatible development threatens this economy. Potential incompatible uses such as dense subdivisions, apartments, condos and commercial strips can be negatively affected by the byproducts of agricultural activities such as dust, odor, noise or slow-moving farm vehicles.

AG 1 - Promote the long-term sustainability of Franklin County's rich rural and agricultural heritage.

- Direct growth away from productive farming areas.
 - Through zoning and infrastructure investments, concentrate development in the urbanized portions of the County.
- Discourage development of areas with viable agricultural operations.
 - Promote Voluntary Ag Districts and Enhanced Voluntary Ag Districts
 - Minimize encroachment of new residential growth
 - Amend zoning standards to include buffer provisions for new development from existing farms.

AG 2 - Maintain and support agricultural production.

- Encourage use of available resources.
 - Support efforts of Cooperative Extension, Franklin County Soil & Water District and the NC Forest Service.
 - Support small and large agriculture operations be it row crop, livestock, horticulture or alternative enterprises.
 - Seek grant funding through RAFI-USA and NC AgVentures to help farms transition to become more economically feasible.

WHY PARTICIPATE?

- Gain knowledge and insight into issues concerning today's small farmer, both vegetable and animal production.
- Collaborate and network with others in small farming enterprises.
- Meet with trade show vendors and see what's new for small farmers.

“I really enjoyed the Farm Conference...I was amazed at the question how much money this conference may save you or be worth to you. My answer is about \$20,000. Thank you for organizing this wonderful event! - Elinor Voss

I really enjoyed the conference, especially the session on goats. - Lynn Mitchell

Our goal for this conference is to nurture and share knowledge on how to be successful and profitable, while operating a small family farm. - Marika Mobley, NC Coop Agent

SMALL FARMS OPPORTUNITIES CONFERENCE
FEBRUARY 8th 2020
TERRY JONES PERFORMING ARTS CENTER
 (Address: 1000 Main Street, Goldsboro, NC 27534)
 500 N. MAIN STREET, GOLDSBORO, NC 27549

SPONSORED BY
 NC COOPERATIVE EXTENSION, NCSM, AgCarolina FARM CREDIT

Successful farming begins with a supportive environment. NC Cooperative Extension – Franklin County Center is striving to build more support for agriculture. By providing those already in or entering the industry with educational programs and linking them to various resources, the Franklin County Center is helping maintain agriculture as a viable component of the local economy. The Franklin County Center is also delivering programs that help raise awareness of local agriculture, underscoring the economic, health and environmental benefits to the community.



In addition to distribution of local produce, agriculture-focused centers can also function as event centers, hosting a wide variety of programs and activities that result in economic benefits.

- Facilitate and promote local distribution of agriculture products:
 - Create a market for foods produced locally.
 - Promote locally-sourced ingredients in area restaurants for the farm-to-fork experience.
 - Encourage, promote and support county-wide farmers markets.
 - Encourage/support roadside produce stands.
 - Support localized efforts such as the “Corner Store”, “Care & Share” and food bank programs.
 - Support local food programs offered by Cooperative Extension.
 - Support the development of a Regional Food Policy that advocates for regionally scaled infrastructure, sustains and strengthens local and regional food systems and improves access to affordable and nutritious food.
- Raise awareness and appreciation for agriculture.
 - Support agriculture education in the school system (4-H, FFA, school gardens)
 - Support nutrition and health education that conveys the benefits of access to local produce.
 - Grow agritourism.
 - Provide support in promoting Agritourism through a county-wide tourism initiative.
 - Promote farm tours, farm stays and support the existing Kerr-Tar Region’s Visit NC Farms App.
 - Continue to support Farm-City Week Events, a program that Kiwanis International began in 1955 and continued by the American Farm Bureau Federation to address the poor public image of agriculture, the strong urban influence on ag policies and a growing population with no direct ties to agriculture. According to the NC CES - Franklin County Center, “Across the entire country, Farm-City events are planned by Cooperative Extension, agri-businesses, farmers, youth groups, civic groups and other organizations to educate the public about the interdependence of agriculture and industry.” In 2019, Franklin County celebrated Farm-City Week with a luncheon at Jason Brown First Fruits Farms in Bunn.
 - Support and promote all festivals and events at the Franklin County Farmers Market.
 - Continue to support efforts of Cooperative Extension’s educational programs and outreach.



Events Center

The Cabarrus Arena & Events Center, located in Concord, opened in 2002. The property is owned by Cabarrus County and managed by a private entertainment venues management company. With an arena, VIP suites, concessions stands and meeting rooms, the 70,000-square-foot event center is a year-around venue. Since opening, the facility has hosted social events, business meetings, exhibitions, concerts and sporting events. The grounds are also the site of the Cabarrus County Fair. Data collected in 2014 indicates that events that year drew nearly 250,000 people to the area and generated approximately \$1.3 million in revenue.

(<https://www.cabarrusarena.com/>)



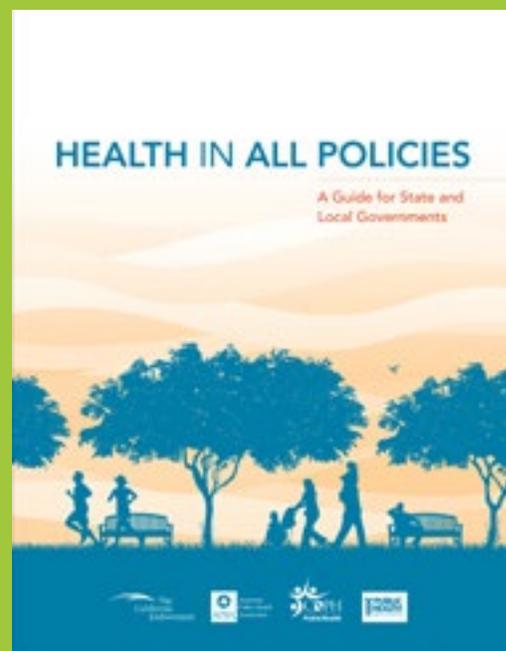
AG 3 - Revisit the Farmers Market Feasibility Study (2018) to determine the feasibility of an agricultural/event (year-round, multi-use) center to promote local agriculture and host various large-scale community events, including the possibility of hosting a County fair.

- As an initial step in studying the feasibility, research and possibly visit event centers located in Cabarrus, Harnett, Nash, Pitt and Vance counties for ideas and inspiration.

Health & Well-Being

HW 1 - Adopt a Health in All Policies (HiAP) approach.

- When making decisions pertaining to future development and redevelopment, capital investments, and the allocation of resources, the County (elected and appointed officials and staff) and its partners should examine opportunities through a health “equity lens.”
- Coordinate with partners, such as the Franklin County Health Department and NC Cooperative Extension Service (NC CES) - Franklin County Center and the Parks & Recreation Department.
 - Involve entities working to improve community health in key discussions and decisions. Regular meetings with such groups provide an opportunity for each to offer a different perspective, which could lead to more informed decisions as well as creative problem solving.
 - Align efforts to collect and maintain data. Through more regular communication, partner groups can identify data needs, share what each has collected, and better utilize available resources by collaborating on future data collection and maintenance efforts.
 - Support and promote the programs of each, particularly through funding.



Several resources are available to help the County put HiAP into practice.

“Health in All Policies (HiAP) is a collaborative approach that integrates and articulates health considerations into policymaking across sectors to improve the health of all communities and people. HiAP recognizes that health is created by a multitude of factors beyond healthcare and, in many cases, beyond the scope of traditional public health activities.”

--Centers for Disease Control (CDC)

HW 2 - Improve access to care.

- Support the expansion of existing medical facilities and the location of new facilities close to population centers in the county.
- Improve the quality of life in Franklin County to attract more primary care providers, dentists, and mental health professionals to the county.
- Support the delivery of services through mobile units by helping to create designated locations in/near population centers.
- Participate in devising creative solutions to address transportation barriers. Access to vehicles is decreasing due in large part to age, disabilities, and/or insufficient income to cover the costs. While limited transit service could provide options for some in the long term, the County should define its role in meeting demand in the short term.
 - Encourage compact development patterns that make walking and biking more feasible options.
 - Support grassroots and volunteer organizations' efforts to provide transportation services to those in need.

Four Principles Guiding the FaithHealthNC Movement



FaithHealthNC

In McDowell County, healthcare-related transportation is being facilitated through a grassroots effort. FaithHealthNC is a faith-based organization that, among other things, coordinates volunteers to provide free transportation to all residents of McDowell County who express a need to assistance getting to appointments, pharmacies, and grocery stores. The program is being replicated in other counties and is now available in Ashe, Gaston, Forsyth, Randolph, and Wilkes Counties. <https://faithhealthnc.org/mcdowell-county/>



In the absence of healthcare facilities in the county, partnerships with area hospital systems can facilitate access to care through mobile units, such as those used by WakeMed. Currently, WakeMed brings health and wellness services to corporate sites. This delivery method could prove effective in reaching residents in rural areas of the county, especially at designated rural centers.

HW 3 - Increase opportunities for active living and physical exercise.

- Ensure equitable access to recreational facilities. Study the locations of trails and parks relative to the population and define gaps to be addressed as the creation of new facilities are considered. This can be accomplished with a GIS-based network analysis to delineate service areas and determine the percentage of the population served.
- Facilitate access to existing facilities.
 - Work with municipalities to:
 - promote the full range of existing facilities throughout the county (make residents aware of the locations, access points/parking, hours of operation, etc. via the website, apps for smart phones, and printed material)
 - provide facilities in highly populated areas by contributing to funding of municipal system in lieu of providing county parks where demand is better met by municipal facility
- Improve connections to existing facilities. Evaluate walking and biking routes in terms of connectivity and safety, and identify potential improvements to close gaps and increase safety through lighting, visibility, signals at crosswalks, wayfinding, etc.
- Support efforts to encourage active transportation and safe routes to school. (Refer to Infrastructure – Mobility section.)
- Improve safety at public facilities.
 - Evaluate lighting and increase as needed.
 - Identify the need for emergency call boxes (number and locations).
 - Provide cell boosters for improved cell phone service.
- Provide additional recreation options in system.
 - Provide new facilities as outlined in the Parks and Recreation Master Plan (currently or as updated in the future).
 - Enter into joint use agreements with schools to utilize existing campus facilities outside of the hours of operation of the schools.
- Increase employment opportunities in the County. The travel time residents spend commuting to jobs outside of the county is increasing. With more jobs created within the county, residents may have more options for working closer to home. Less time commuting could equate to more time for daily exercise.



Time for exercise and access to facilities, whether a track at a local school or a nearby greenway trail, are two key factors affecting people's ability to stay active and healthy.

NC Cooperative Extension

The following are programs offered currently by NC Cooperative Extension – Franklin County Center. Consider how each much be expanded to have a positive impact on improving the health of the Franklin County community.

Faithful Families Eating Smart and Moving More Program promotes healthy eating and physical activity in communities of faith.

Eat Smart, Move More, Take Control is a 6-session chronic disease prevention program.

Med Instead of Meds teaches participants how to eat healthier to cut back on medications.

Cooking for Crowds is geared toward non-profits cooking for groups of people.

Know It Control It helps participants self-monitor their blood pressure and make healthy lifestyle changes to control high blood pressure.

Prevent T2 Diabetes was developed specifically to prevent type 2 diabetes.

Expanded Food and Nutrition Education Program (EFNEP) has a mission to improve the health of limited resource youth and families with young children through practical lessons on basic nutrition and healthy lifestyles, resource management, and food safety.

HW 4 - Promote healthy eating habits and better nutrition to address issues with obesity, diabetes, and heart disease.

- Increase equitable access to healthy food.
 - Identify and address gaps by mapping “food deserts.”
 - Help expand range of outlets and types of vendors, including farmers markets, and relax permit produce stands
 - Work with area vendors to expand inventory and reach.
 - Create incentives that reward retailers who participate in initiatives, such as a “corner store program,” and
 - Designate delivery/distribution points for mobile services.
- Support and promote participation in education/ classes: healthy eating, healthy cooking, healthy gardening, etc.



Cooking classes can be a fun way to socialize while learning about healthy eating habits.

HW 5 - Increase an overall sense of well-being.

- Increase access to nature. Access to open space has been shown to improve individuals' overall sense of well-being. (Refer to Parks and Recreation and Open Space and Natural Resources sections.)
- Build sense of community. An individual's sense of belonging stems from an attachment to the place, strengthened by connections to its history, culture, and people.
 - Create opportunities for residents to come together, socialize, and learn about and develop and appreciation for the history and heritage of the place in which they live. The results could include an increase in community pride, and a willingness to invest themselves in the community in meaningful ways. Consider:
 - Programming - Events that bring people together, especially those that celebrate the County's history and culture through food and music.
 - Public art, particularly permanent installations that are interactive, which can help activate and enhance the appearance of public spaces while telling the story—the history and culture—of the County.
 - Create opportunities to get involved through leadership programs and volunteer organizations.
- Take steps, as needed, to improve public safety, particularly response times, to increase residents' sense of security. (Refer to Community Facilities section.)
- Address socio-economic disparities. Education and employment opportunities are key to reducing a number of health issues, as recent studies show that many are highly correlated to socio-economic conditions. (Refer to Economic Development section.)
 - Build on mapping (SocioNeeds Index) and determine targeted solutions for sub-geographies of the county where health issues and economic issues overlap.



Events that feature local artists, including musicians, and public art that celebrates local history help build community pride.

“Manage responsible growth that matches the county’s ability to grow the infrastructure.”

Input from Franklin County resident.



Moving Forward

While the planning process took place over one year, plan implementation is a long-term commitment. Taken together, the recommendations might seem to be a lengthy and daunting list of tasks. Knowing where to begin requires focus on near-term activities, which could also bring about some early “wins.” For this reason, an **Action Plan** has been created to facilitate implementation efforts and move the Comprehensive Development Plan forward. (Note: The **Action Plan** is a separate document maintained by the County.)

The implementation matrix in the **Action Plan** is a tool for initiating and monitoring implementation activities. Since implementation is a shared responsibility, this matrix is intended to guide the work of the County, partner agencies, local organizations, and representatives of the private sector as they work together to implement the plan and realize the vision. Coordination across County departments is key to efficiently and effectively achieve results. Therefore, County departments should consider the potential for identifying common interests and needs and sharing appropriate resources. For example, the Planning and Inspections Department might schedule special studies for the timely delivery of findings that could benefit initiatives of two or more departments. Similarly, efforts to obtain necessary grant funding could be optimized by two or more departments sharing responsibilities for the preparation and submission of applications. The matrix includes a

brief description of each action item, a timeframe for completion, and recommended metrics to measure progress. It also suggests assignments to two or more responsible parties who can take the lead or serve in supporting roles.

Monitoring the plan's implementation should be an open and ongoing process. The **Action Plan** can be used as a tool to record advancement toward milestones. Regular meetings should be held to evaluate progress and adjust course as necessary to ensure implementation efforts remain strong. All achievements should be summarized each year in a community report card.



When milestones are reached,
celebrate!
Reporting success maintains
momentum and helps build
community pride and ownership
of the plan.

Appendices

- Appendix A:** Stakeholder Interviews
- Appendix B:** Summary of Existing Conditions
- Appendix C:** Maps
- Appendix D:** Community Survey
- Appendix E:** Scenerio Planning

Appendix A:

Stakeholder Interviews

Stakeholder Group Topics & Representatives

Land Use

- Planning Departments
- Developers (commercial and residential)
- Board of Realtors
- Business owners
- Employers (large organizations)
- Property owners (large tracts)
- Neighborhood associations
- Environmental groups

Economic Development

- Chambers of Commerce
- Economic Development Groups
- Downtown Associations
- Microlending groups

Housing

- Housing Authorities
- Community Groups - typically underrepresented
- Community Development Organizations
- Large Employers in the Region
- Board of Realtors
- Homebuilders Associations
- Neighborhood Associations
- Residential Developers

Utilities

- Public Works Departments
- Regional Authorities (water, wastewater, stormwater)
- Private providers (water, wastewater)
- Energy providers (gas, electric)

Transportation

- NCDOT
- Transportation Advocacy Groups
- Transit Service Providers

Natural & Cultural Resources

- Cooperative Extension Service
- Parks and Recreation Department
- Local Historic District Commission
- Environmental groups
- Greenway advocates

Health & Wellness

- Health Departments
- Hospitals
- Health Care Providers

Appendix B:

Summary of Existing Conditions

Boards displayed at the first round of community meetings in May 2019 summarized the existing conditions of Franklin County. These boards have been assembled in this Appendix B to provide a glimpse into the issues and opportunities affecting the County today and informing the ideas that have shaped this comprehensive plan.

Population

Did you Know?

In 2010, only 12.7% of the population was over 65 years of age. In 2018, that number rose to 22.3%

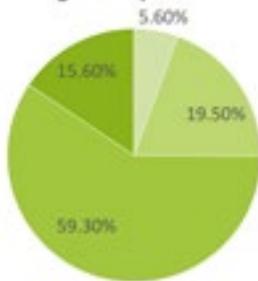
40.9
Median Age

The County is growing!

Franklin County experienced the 8th largest growth rate of all NC counties from 2016-2017 outpacing Wake Co which placed 9th. Nearby Johnston Co ranked 3rd during the same period.

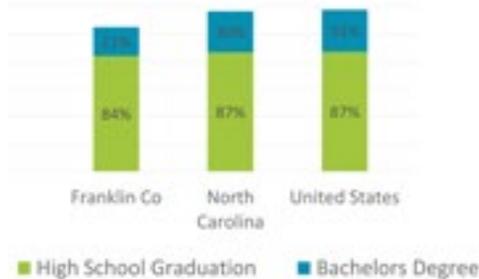
Source: US Census

Age of Population



Source: US Census, 2017

Education Achievement



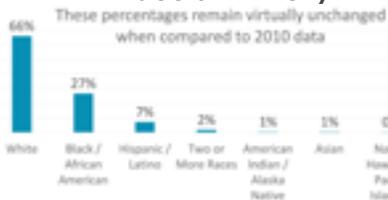
Source: US Census, 2017

Franklin County is presently averaging

4.6

new residents each day

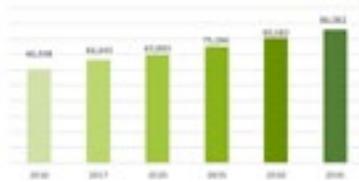
Race & Ethnicity



Source: 2013-2017 American Community Survey, US Census Bureau

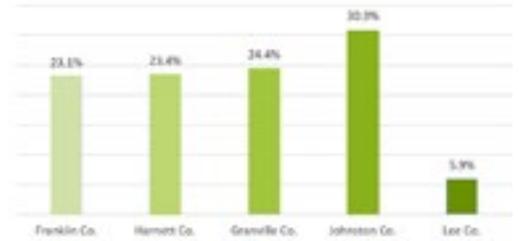
Franklin County Population Projection

Updated Dec 3, 2018



Source: NC OSBM, Standard Population Estimates, 2018

Growth Comparison by County 2010-2018



Source: NC OSBM, Standard Population Estimates 2010-2018

Population Migration Patterns

Census data indicates that growth is occurring at a higher rate in unincorporated areas of the county than in municipalities. The only exception to this pattern is in Youngsville where growth outpaces all other areas.

Population Growth, 2010-2020



Source: US Census, 2017



Housing

Franklin County Housing Statistics

70%
of housing units were built before 1980

\$1,174
median monthly housing cost (own)

.805%
Co. tax rate per \$100 valuation

27,462
number of housing units in Franklin Co.

\$763
median gross rent

1.1%
of occupied units lacking complete plumbing or complete kitchen facilities

2.6
average household size

98%
of housing units have 1 or less occupants per room

.79%
of housing units that do not have heat

Housing Types by Percent in Franklin County



68%
Single-Unit

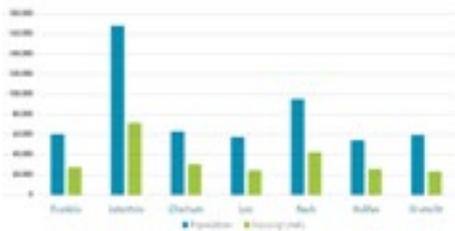


5%
Multi-Unit



27%
Manufactured

Median Home Value - Population/Housing Units



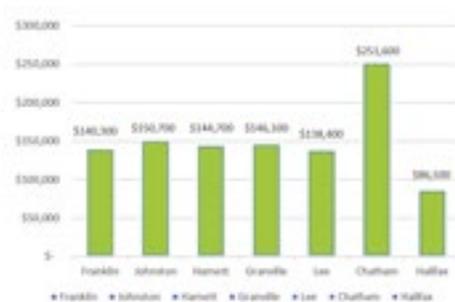
Housing Vacancies Compared by County
(People need a place to live. Low vacancy rates can limit growth)



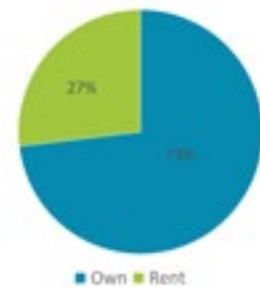
Median Home Value - County/State/Nation



Median Home Value - by County Comparison



Rent vs. Own



Percentage of Households where monthly housing costs exceed 30% of household income
(to be considered affordable by HUD, monthly mortgage/rent+utilities can not exceed 30% of household income)



Did you know?

The population over the age of 65 years has grown from 12.7% in 2010 to 22.3% in 2018. The Baby Boomer generation is expected to double by 2030 and is expected to grow another 15% by 2050. **Where will they live?**

Market/Economic Development

Retail Leakage



Source: Northeast Area Study, CAMPO, 2014

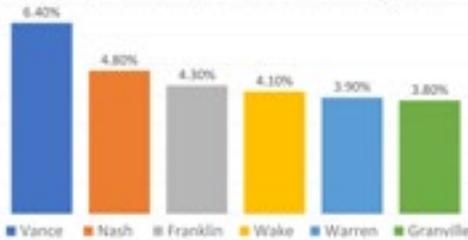
Did you Know?

This County is located near three world-renowned research universities: University of North Carolina at Chapel Hill, Duke University, and North Carolina State University.

Interesting Tidbits:

- The overall economy of Franklin County employs approximately 13,000 people
- Located in the Raleigh Metropolitan Statistical Area (MSA)
- The largest industries in the County are Manufacturing, Retail, and Healthcare & Social Assistance

Unemployment Compared to Surrounding Counties



Announced Business Activity in Franklin County:



Announced Jobs



Announced Investments

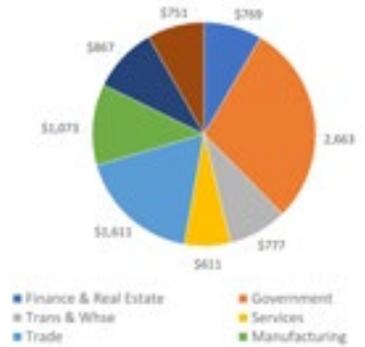


"Triangle North Business Park is a 252-acre business park adjacent to Franklin County's Triangle North Executive Airport with a 33,900 square foot shell building and a 100,000 square foot building for lease or sale. The Park has existing infrastructure, including broadband, readily available. The airport houses [130] aircraft with five businesses presently operating from the airport site."

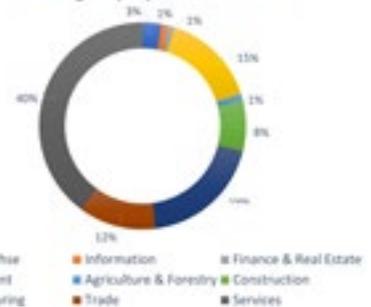
Source: Franklin County



Franklin County Industry Sector Wages

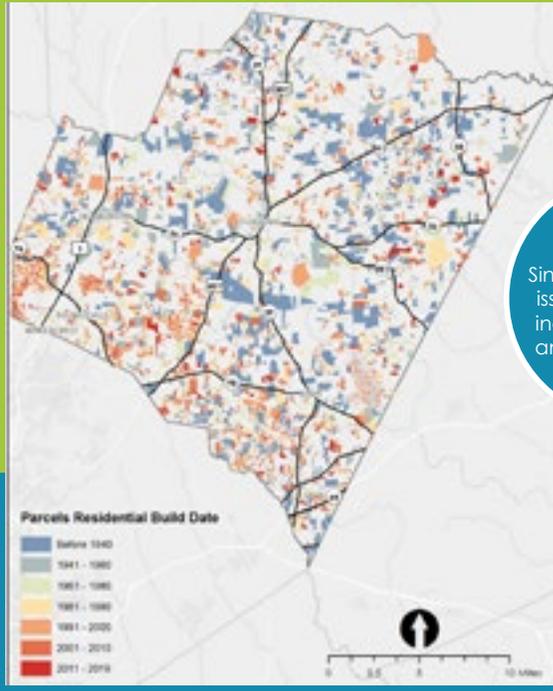


Leading Employment Sectors



Novozymes, the largest private employer in the county, is located along NC-56

Land Use / Development



93.1%
county jurisdiction

6.9%
municipal jurisdiction
(1.5% within town limits and 5.4% in extraterritorial jurisdiction (ETJ) of municipalities)

Jurisdictional areas of the county's 494 square miles (or 316,755 acres):

639
Single family permits issued in 2018; 17% increase over 2017 and 369% increase since 2009



Approximately 4.6 people are moving to Franklin County daily

As shown on the Existing Land Use map, parcels are categorized based on the current use. A total of nine land use types are displayed. The existing development pattern and recent building permit activity reveal the following:

- The county is urbanizing on south side due to growth from Wake County (Raleigh). Almost 30% is zoned for residential uses, and most neighborhoods are comprised of single-family detached homes on 1-acre+ lots.
- The county remains relatively rural north of Tar River.
- Agriculture remains an important component of the development pattern.
- Almost 60% of the county is zoned for agricultural uses.

Suitability of Land for Future Development

The suitability of land refers to the capacity of land to support a type of land use as well as the attributes that make the area or parcel more or less attractive for future growth. Suitability analysis is based on the factors that typically influence site selection. In the three maps shown below, green areas are more suitable and red areas are generally less suitable.

Residential Suitability Factors

- Proximity to schools and parks
- Proximity to sanitary sewer lines
- Proximity to water lines
- Proximity to existing residential areas
- Residentially zoned
- Few or no environmental constraints

Commercial Suitability Factors

- Proximity to major roads
- Access to sanitary sewer lines
- Access to water lines
- Proximity to existing commercial areas
- Commercially zoned
- Few or no environmental constraints

Industrial Suitability Factors

- Parcels larger than 50 acres
- Distance from residential development and zoning
- Proximity to major roads
- Access to rail
- Access to sanitary sewer lines
- Access to water lines
- Proximity to existing industrial and commercial areas
- Industrially zoned
- Few or no environmental constraints



Development Status & Potential Land Supply

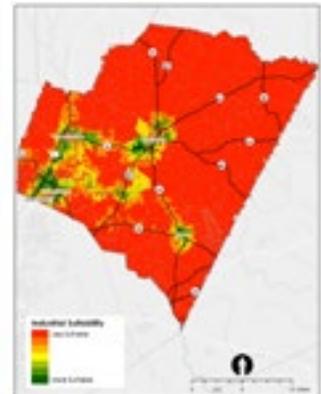
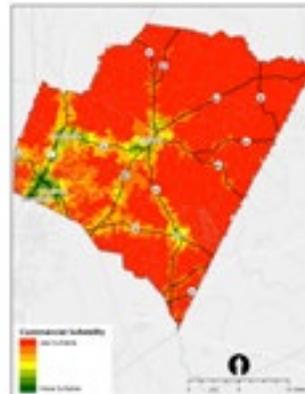
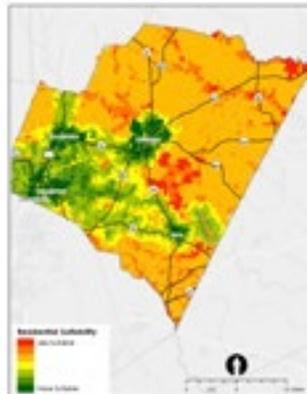
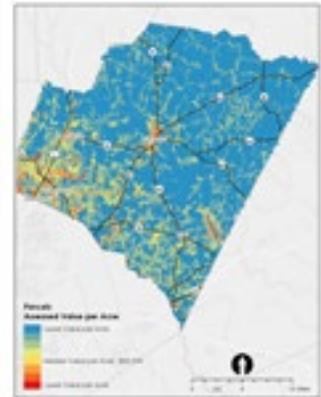
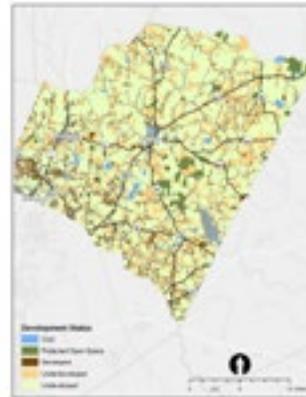
Development status of all parcels in the county. Combined, the "undeveloped" and "underdeveloped" parcels in the county's jurisdiction, constitute the "Land Supply," which is approximately 266,000 acres of land available for future development or conservation.

Existing Land Use

- 82% Agriculture
- 9% Residential
- 3% Vacant
- 3% Open Space
- 2% Civic
- .5% Mixed use
- .5% ROW
- .5% Commercial
- .5% Industrial

Development Status

- 62% Undeveloped
- 22% Underdeveloped
- 10% Developed
- 3% Open Space
- 2% Civic



Agriculture



Voluntary Agriculture District Properties (Buffered)

Franklin County Agriculture

- 538 farms
- 107,967 acres (~1/3 of county) in farmland
- 3,831 parcels participating in the present use value (PUV) program
- 15,791 acres participating in VAD and EVAD

As stated in the Franklin County Agricultural Development and Farmland Preservation Plan (2010), "Franklin County first passed a Voluntary Farmland Protection Ordinance that established a local VAD Program in 2003." In exchange for restricting development on their land for a 10-year period, VADs raise awareness of local farm locations and affords commercial agriculture stronger protection from nuisance suits. The VAD is delineated by a 1/2-mile buffer around participating parcels.



58

Average age of farmers in Franklin County



Solar "farms" are growing in Franklin County. Competing for land, they now occupy approximately 1000 acres in the county.



Franklin County Agriculture...

\$50-99.9M

County cash receipts from farms (2014)

<2%

of County employment

Employs **172** in County

Did you know?
The Tar River was once an important transportation route for agriculture industry. Moving lumber was a primary role.



A recent study by the NC Horse Council estimated 6,060 horses in the county, resulting in \$37 million in inventory value, placing Franklin County among the top quarter of equine counties in the state. Franklin County boasts the largest equine inventory in the area (up to 11 times the inventory of neighboring counties).

USDA AgCensus, 2017

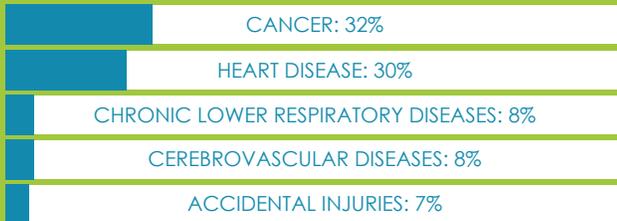
Cropland	Corn	Wheat	Cattle	Hogs
42,824 Acres	1,034 Acres	5,806 Acres	13,522 Inventory	25,486 Inventory

Health + Well-being

Top 2 priority health issues per the 2018 Community Health Assessment (CHA):

- Access to Health Services
- Exercise, Nutrition, & Weight

Franklin County top 5 Leading Causes of Death



Source: CDC WONDER, 2014-2016



The Farmer's Market estimates that they served about 2,800 customers (2017). The site of healthy food demonstrations and tasting of fresh, local produce, the Market estimated approximately 200 people attended the tomato tasting event.

Franklin County Markets

- Borett's Produce of Youngsville**
8 Tobacco Road, Youngsville, 27596
Open: Tuesday - Friday, 10am-6pm; Saturday, 9am-5pm
Forms of payment accepted: Cash, Check, Credit, Debit, SNAP/ Electronic Benefits Transfer (EBT)
- Franklin County Farmers Market**
103 S Bickett Blvd., Louisburg, 27549
Open: Tuesday - Friday, 9am-until sold out; Saturday, 8am-until sold out; May-December, select days; January-April
Forms of payment accepted: Cash, Senior Farmers' Market Nutrition Program (SFMNP), Coupons
- Vollmer Farm**
477 NC Highway 98 East, Buies, 27558
Open: Saturday-Sunday, 9am-2pm; Wednesday-Friday, 9am-5pm; April-July and September-November
Forms of payment accepted: Cash, Check, Credit, Debit
- Wood's Snowberries**
59 King Road, Castalia, 27814
Open: Monday - Friday, 8am-6pm; Saturday, 8am-4pm
Forms of payment accepted: Cash, Check, Debit
NC Fruit and Vegetable Outlet Inventory: https://www.communityindicatorsconnections.com/What_We_Do/NC_Fruit_and_Veg/index.html

The primary care provider rate in the county is comparatively low and decreasing considerably

Over 52% of 2018 CHA survey respondents have been told by a health care professional that they are overweight/obese



Access to healthcare providers has become an increasing issue for Franklin County residents. Franklin County when compared to its peer, Nash County, has less health care providers per 10,000 population. The barriers to access healthcare are related to the number of healthcare providers located within Franklin County. Many citizens have little or no transportation to and from surrounding counties to receive quality of care. Another barrier to access healthcare was identified in the 2015 Community Health Assessment surveys where 56.4% explained that lack of insurance or inability to pay for doctor's visits was the main reason that kept people from seeking medical treatment.



Health Partners:

- County Health Department
- Cooperative Extension Center
- Franklinton Senior Center
- Louisburg Senior Center
- FGV Smart Start
- Faithful Families Eating Smart and Moving More Program
- Feeding Franklin
- Franklin County Schools
- Maria Parham Franklin

Did you Know?

According to Franklin County's 2015 Community Health Assessment (CHA) survey findings, just over 44% of respondents do not exercise.



The Former Franklin Medical Center located in Louisburg, which closed in 2015, has reopened through an agreement for Duke Lifepoint to operate the hospital as part of the system's Henderson hospital, Maria Parham Franklin. It houses an emergency dept and behavioral health unit.



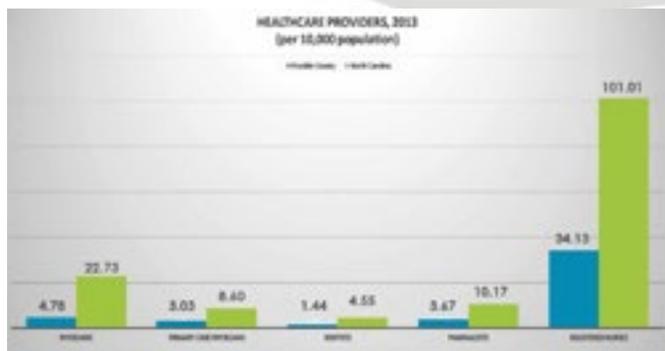
Survey respondents that have desire to use parks, other rec facilities, and programs to meet H&W needs



Survey respondents who would be more physically active if they lived closer to parks, walking trails, or greenways



Survey respondents that agree public parks add to the Quality of Life in community



Parks + Recreation

Franklin County Parks & Recreation Master Plan

Completed May 2019 by Others



According to the Franklin County Agricultural Development and Farmland Preservation Plan, Franklin County has seen dramatic growth in the equine sector in recent years as more equestrian enthusiasts have moved to Franklin County to establish small operations for commercial and personal recreation.

A recent study by the NC Horse Council estimated 6060 horses in the county, resulting in \$37 Million in inventory value, placing Franklin County among the top quarter of equine counties in the state.



Skydiving has become popular at the Triangle North Executive Airport



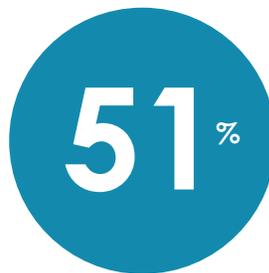
The Tar River offers great opportunities for outdoor adventure



Households have a desire to use parks, facilities and programs to meet health & wellness needs
(County Parks and Recreation Public Survey)



Respondents report adult fitness & wellness programs as a needed component of County's Recreation Services
(County Parks and Recreation Public Survey)



Indicate dissatisfaction with variety of recreation programs offered
(County Parks and Recreation Public Survey)



Of survey respondents feel that Parks & Recreation is an essential County service
(County Parks and Recreation Public Survey)

Adult Programs offered:

- Adult Dodge Ball (January-March)
- Adult Men's Softball (March-April)
- Adult Coed Kickball (May-July)
- Adult Coed Volleyball (October-December)

Top 5 Facilities/ Amenities Reported as Needed Include:

- Natural Trails
- Indoor Fitness & Exercise Facilities
- Outdoor Aquatics/ Swimming Facilities
- Playgrounds
- Greenway Trails.

Inventory of Existing Recreation Facilities:

- Franklinton Park
- Moose Lodge Park
- Riverbend Park
- Pilot Lions Park
- Joyner Park (90+ Acres)
- Downtown Amphitheater
- Mitchell Park
- Luddy Park
- Louisburg State Park
- V.E. and Lydia H. Owens Recreational Park (167 Acres)

Youth Programs offered:

- Winter Volleyball (January-March)
- Father Daughter Dance (February)
- Easter Egg Hunt (Two weeks before Easter)
- Basketball Camp (June)
- Volleyball Camp (June)
- Cheerleading Camp (July)
- Golf Camp (July)
- Wrestling Camp (July)
- Soccer Camp (July)
- Art Camp (July)
- Basketball League (June-August)

Environment



Franklin County Watersheds:

Cypress Creek Watershed

Spans approximately 31 square miles and contains 117 miles of streams. Considered a major tributary to the Tar River.

Shocco Creek LLC Tract

Smith Creek Watershed Spans approximately 23 square miles and contains 33 miles of streams. Feeds the Wake Forest Reservoir. Current land use is primarily residential and residential/agriculture.

Did you know?

6,451 acres of land across Franklin County are protected by the Tar River Land Conservancy

Conservancy & Clean-Up Efforts

- Tar River Land Conservancy (est. 2000)
- Mission- preservation of water quality, wildlife habitat, natural areas, open space.
- Protection Strategies – conservation easements, land purchase, trusts and planned giving.
- Partners- private landowners, businesses and public agencies.
- Numbers- 13 tracts of land have been acquired by the Conservancy for protection. (including Shocco Creek shown here)

Endangered Species found in Franklin County:



Michaux Sumac

Threatened by habitat destruction and herbicides



Dwarf Wedgemussel

Threatened by stream fragmentation, sedimentation, agricultural, industrial and domestic toxins



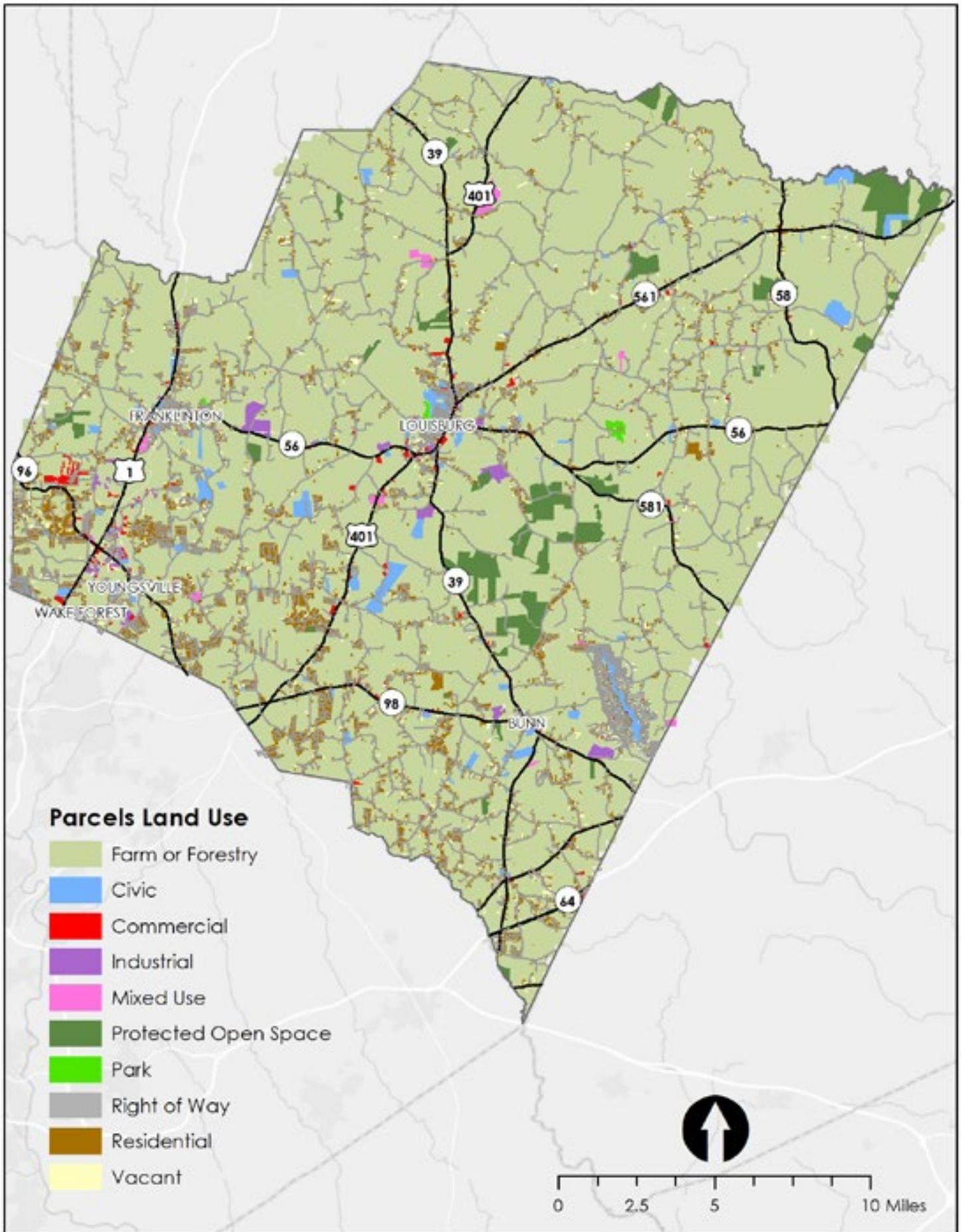
Tar River Spiny mussel

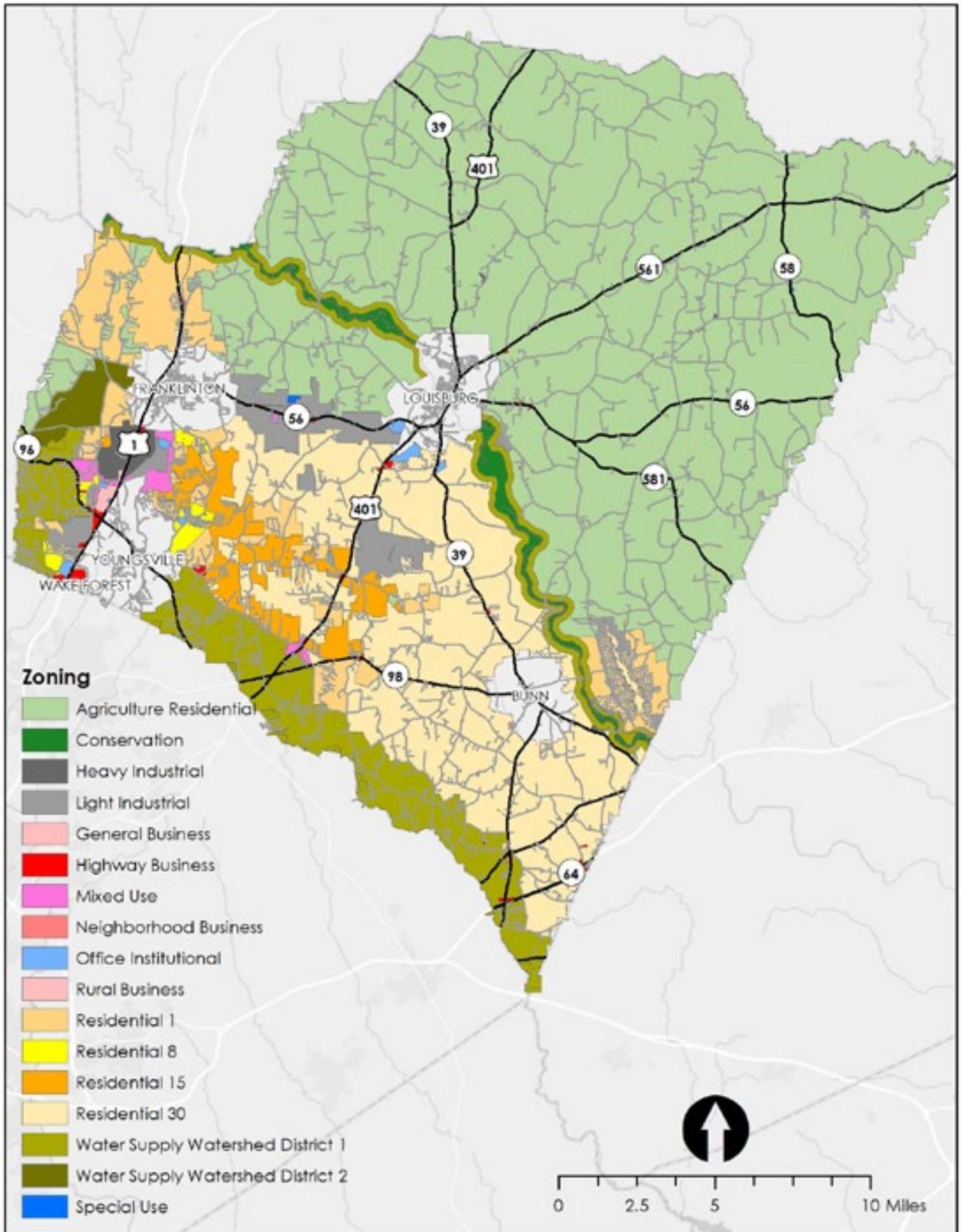
Threatened by loss of habitat, pesticides, bank instability and development.

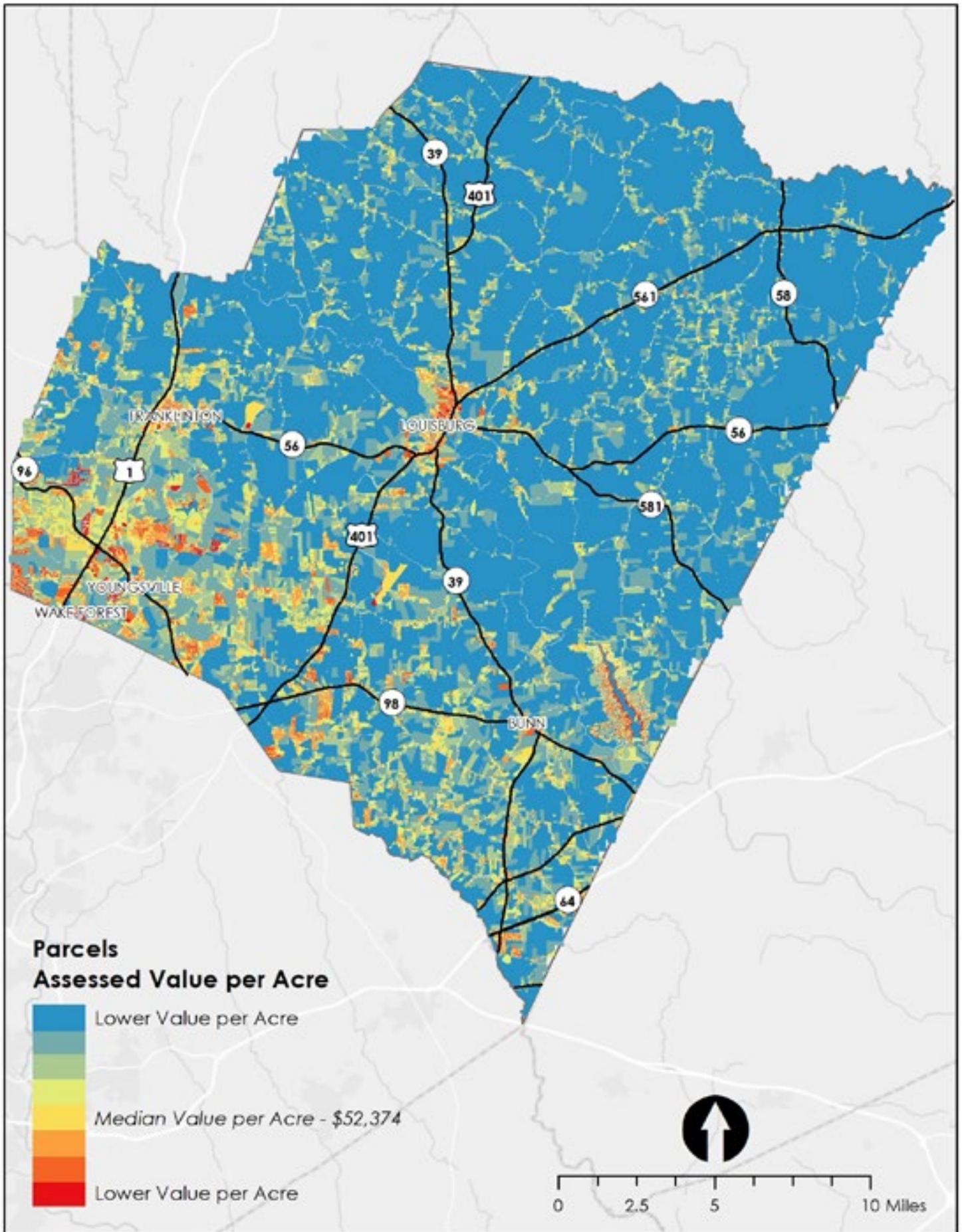
Appendix C:

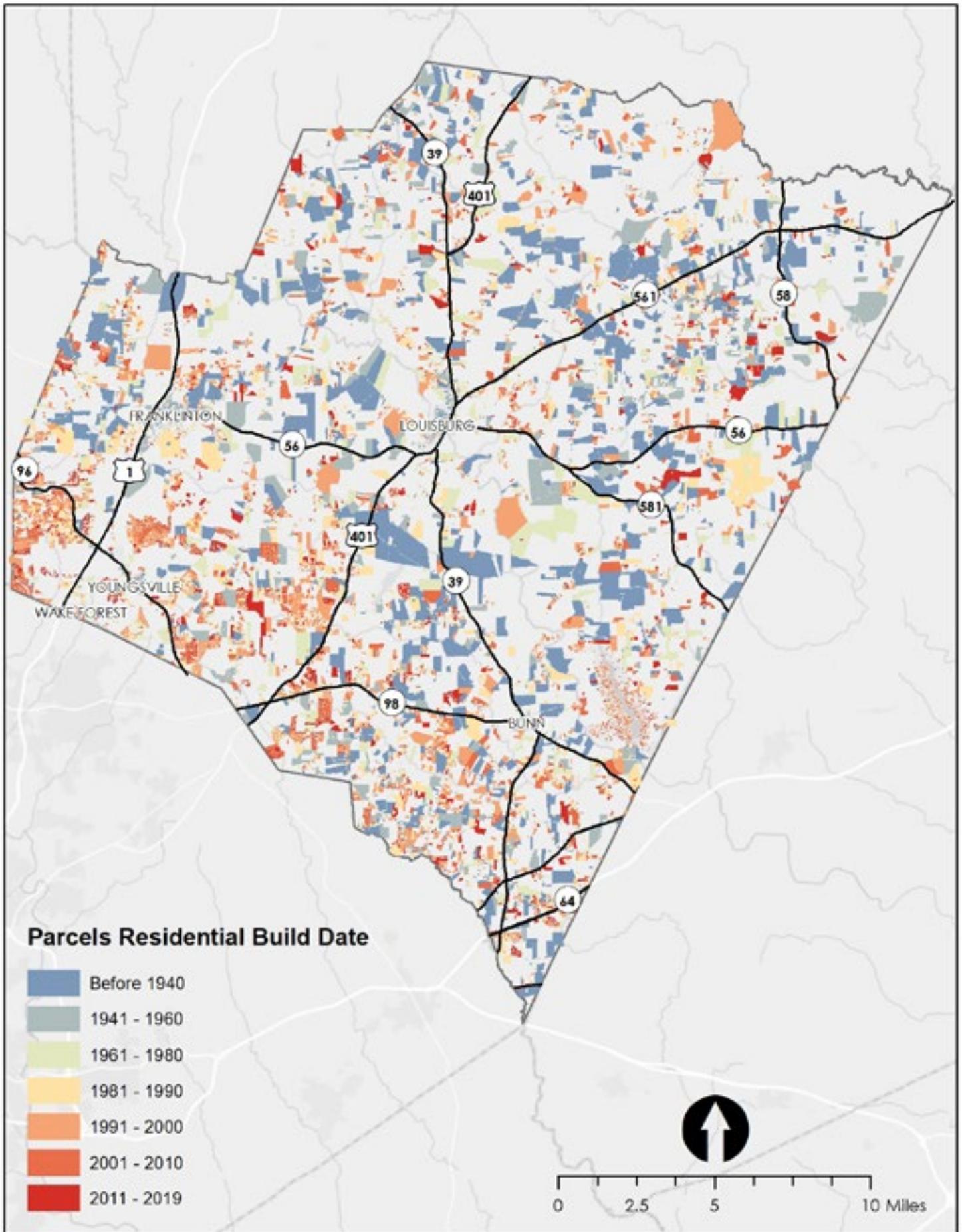
Maps

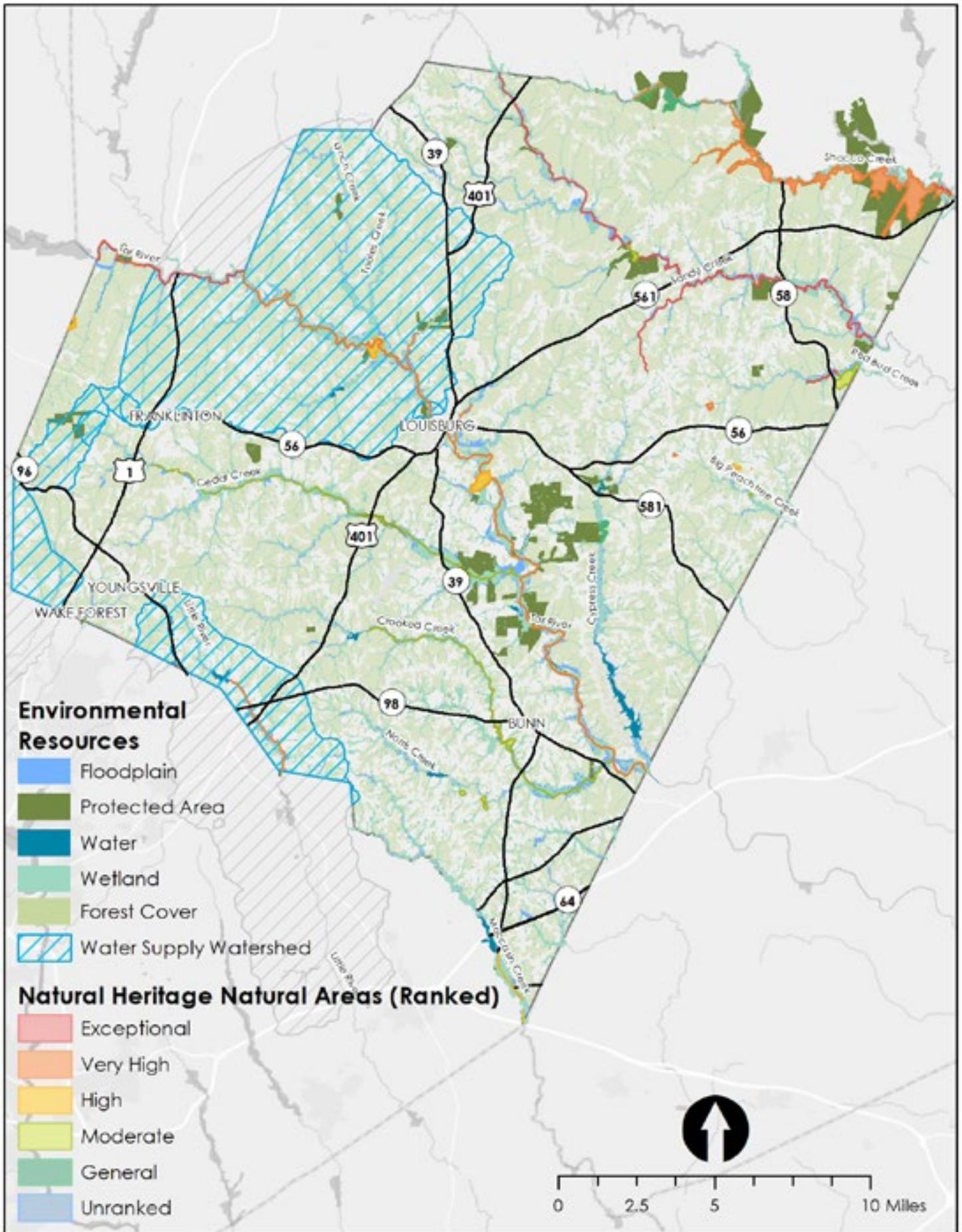
The following is a set of maps exhibiting some of the existing conditions of Franklin County. They were prepared using available data provided by the County at the initiation of the planning process.

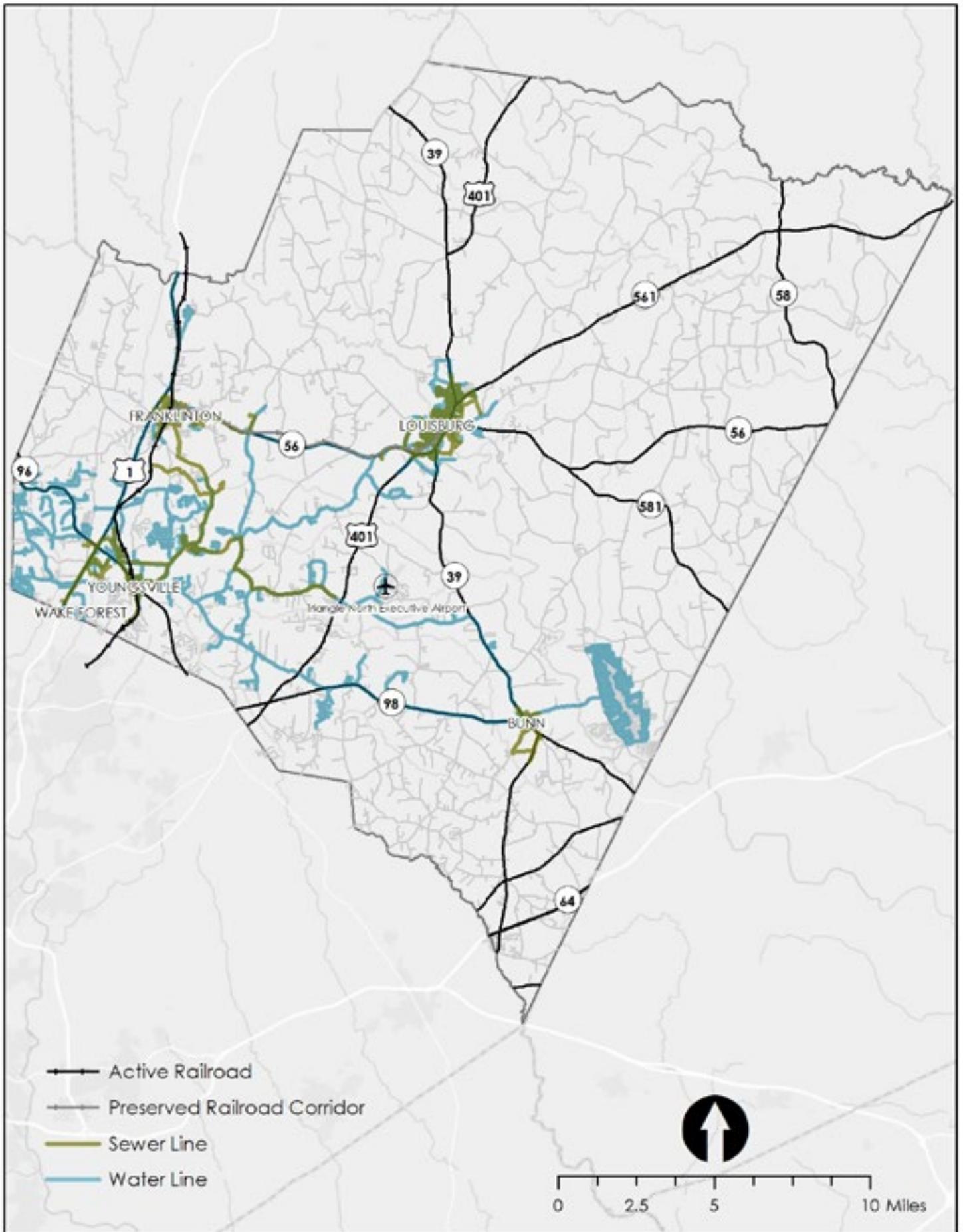










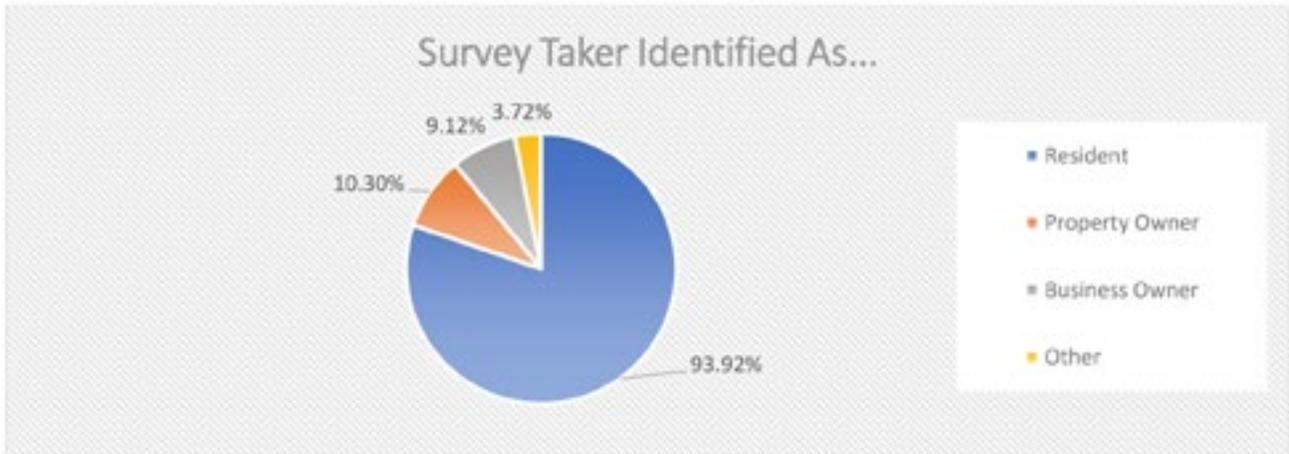


Appendix D:

Community Survey

As part of the multi-faceted community engagement process, the project team disseminated a survey to gather qualitative data. Designed only as an additional tool to collect input from the community, the survey complemented the input received at the community meetings. The survey was made available to all Franklin County residents and other stakeholders through a link on the project webpage, and meeting attendees were provided an opportunity to take the survey during the meeting with assistance from the project team. The results of the survey are provided in the report included in this Appendix C.

Franklin County Community Survey Results



What is your gender?

Male: 26.95%

Female: 73.05%

What is your age range?

Under 18: 0.17%

18-24: 2.04%

25-40: 29.03%

41-55: 35.99%

55-65: 22.07%

66-75: 8.32%

Over 75: 2.38%

Where is your place of employment?

Louisburg: 20.14%

Youngsville: 11.68%

Durham: 4.23%

Raleigh: 17.26%

Wake Forest: 6.09%

Rocky Mount: 1.69%

I am a student: 0.34%

Other: 23.35% (work from home, homemaker, general contractor, retired, disabled, adjoining counties)

The following rankings are based on number of responses, #1 being highest

What do you like about Franklin County?

1. Location
2. Sense of Community
3. Community Appearance
4. Housing Choices
5. Parks and Recreation
6. Tax Rate
7. Schools
8. Shopping Choices
9. Jobs

What's important for Franklin County's future?

1. Emergency Services
2. Transportation
3. Community Appearance
4. Open Space
5. Commercial Development
6. Utilities
7. Environmental Protection
8. Housing Variety

Where are Franklin County's opportunities for improvement?

1. Lack of Entertainment
2. Lack of Commercial Development
3. Lack of Employment
4. Growth Management
5. Lack of Recreational Opportunities
6. Lack of Community Character
7. Traffic/Roads
8. Housing Variety
9. Utilities
10. Too much Commercial Development

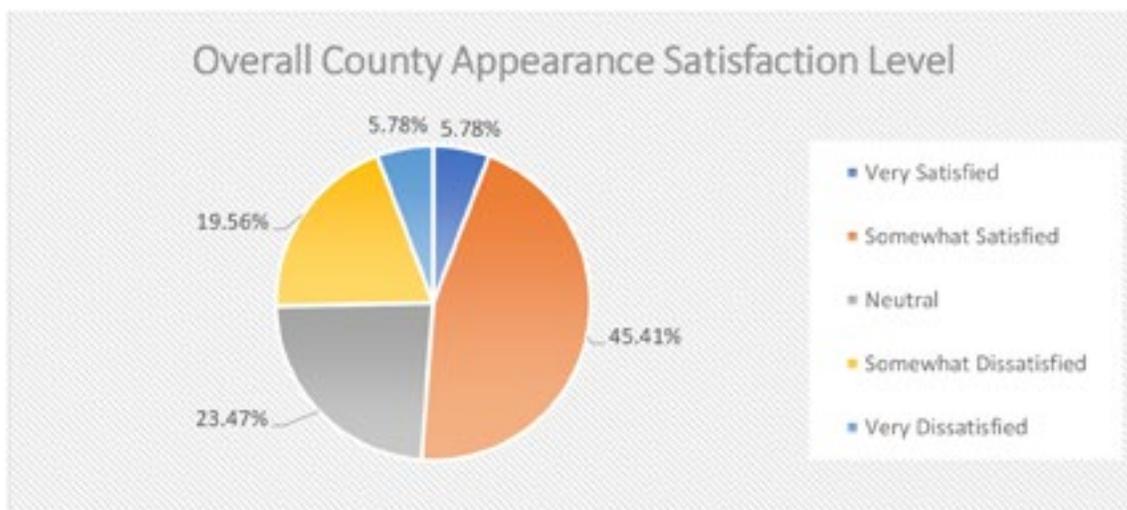


In the future, what types of development should the County encourage?

1. Sit-down restaurants: 78.85%
2. Park and Recreation Facilities: 67.68%
3. Medical Facilities: 67.01%
4. Retail: 61.42%
5. Single-Family Residential Development: 42.81%
6. Industrial Facilities: 22.84%
7. Office Space: 20.81%
8. Townhome/Condominium Development: 18.78%
9. Fast Food Restaurants: 18.27%
10. Apartments: 15.40%
11. Other: 12.86% (Small farms, library, museums, public pool, public transportation, recreation center, housing for aging population)

In the future, what types of development should the County discourage?

1. Fast Food restaurants: 45.29%
2. Apartments: 44.75%
3. Townhomes/Condominiums: 35.33%
4. Industrial Facilities: 32.61%
5. Other: 14.31% (Subsidized housing, sweepstakes, large subdivisions, high density development, mobile homes, auto part stores)
6. Single-Family Residential Development: 9.42%
7. Office Space: 8.51%
8. Development should stay exactly where it is: 7.25%
9. Retail: 4.53%
10. Sit-Down Restaurants: 1.81%
11. Parks & Recreation Facilities: 1.63%
12. Medical Facilities: 1.63%



Appendix E:

Scenerio Planning

E.1 Scenario Planning Memo

E.2 Suitability Maps

E.3 Community Meeting #2 Displays

E.1 Scenario Planning Memo

Introduction

Scenario planning is a technique used to evaluate how a region or community could grow. A scenario planning process imagines possible futures that might come to pass based on what already exists, what growth is currently happening and what the community's vision is for growth. Scenario planning tells “stories about the future” based on spatial and forecast demographic data. This data includes estimates of potential future growth, development constraints and the suitability for future use. The essential requirement of an effective scenario planning initiative is that a final preferred development model be plausible - within the realm of what exists or could be. The Franklin County scenario planning effort was conducted using decision support software called CommunityViz – an extension of ESRI's ArcGIS desktop software that has been used for scenario development throughout the country and the world. The Franklin County scenario project was built with the best available local data and it was informed at various stages by citizens who engaged in a public participation process.

Franklin County Scenarios

A total of three scenarios were developed for the Franklin County CDP. All three scenarios rely on a “base scenario” that reflects the current conditions. To establish these key base scenario inputs, data related to parcels, infrastructure, community services, future land use, and environment/hazards was collected. This local data provided by the county government, state and federal agencies. The boundary for the analysis area adhered to the Franklin County boundary but special care was used to recognize the incorporated areas and extraterritorial jurisdiction areas for Louisburg, Franklinton, Youngsville and Bunn.

- Part of the Region. Represents “business as usual” trajectory, envisioning what Franklin County would look like if current building patterns and development conditions continued into the future.
- Franklin Focused Scenario. Envisions Franklin County with new policies and development practices that would facilitate an increased economic base. This scenario emphasizes development within existing towns and in a handful of new mixed-use centers that support mixed-use development.
- Preferred Scenario. The preferred scenario builds on the approach presented in the Franklin Focused Scenario, but refines the balance of suburban residential, rural and agricultural use. The emphasis on development within existing town and mixed-use centers is refined.

The scenario analysis used tax parcels as the base land use unit. The tax parcel information was provided by the county to support the comprehensive planning process.

About CommunityViz

The primary tool to develop the Franklin County land use scenarios is called CommunityViz. CommunityViz is an extension of ESRI's ArcGIS desktop software that facilitates the visualization and comparison of alternative growth scenarios. It was originally developed by the Orton Family Foundation, a non-profit group that focuses on technology and tools for more-informed community decision-making. CommunityViz uses customizable dynamic calculations to manage spatial and tabular data. The tool also offers built-in tools that assist the user in tackling different planning themes such as estimating build out potential or prioritizing areas for certain uses. CommunityViz facilitates the development of multiple land use scenarios and ties readily into a wide variety of urban planning tools and processes. While the software has been in continuous development since 1998, it is currently maintained and developed by North Carolina based City Explained, Inc.

Development Status

Development status sets the foundation for the overall scenario analysis. Development status provides a simple land use classification, identifying a few basic status categories at the parcel scale. The development status categories are as follows:

- **Developed:** Parcels with permanent buildings or structures.
- **Undeveloped or Underdeveloped:** Undeveloped parcels are vacant and lack permanent buildings or structures. Underdeveloped parcels have permanent buildings or structures that occupy only a small portion of the property; leaving significant proportion undeveloped. These areas often contain important agricultural and forestry uses but may also contain vacant lots and other appropriate areas for development.
- **Protected Open Space:** Lands usually under government ownership that are dedicated to recreation or conservation. City, county and state lands fall under this category where the use is consistent with recreational or conservation uses. Some privately-owned parcels appear in this category, especially where the properties have severed their development rights and are encumbered by a permanent conservation easement. These areas are not developable in the model.
- **Civic:** These areas include schools, universities, institutional uses and utility rights of way. These areas are also undevelopable in the model.

When combined with other model components, development status helps determine where there is capacity for development to occur. Development status was assigned using the Franklin County Tax Assessor's data, including ownership and land use information but was supplemented by the North Carolina Natural Heritage Program's Managed Areas (MAREA) database, building footprint data and visual confirmation from aerial photography and other land use information.

Development Status	Acres	%
Developed	34,669	11.3%
Undeveloped	188,895	61.4%
Underdeveloped	69,196	22.5%
Civic	5,794	1.9%
Open Space	9,185	2.9%
Total	307,810	100%

Development Constraints

Some land in the county will never develop because of physical conditions on the site, land ownership, or the existence of federal/state/local policies that prohibit development. These areas – referred to as “constrained for development” in the scenario planning process – were identified in the model to more accurately estimate buildable area in the county. Areas that are highly constrained in Franklin County include the areas described as protected open space in the development status but include floodplains lakes and other wetlands. This analysis was supplemented by data from federal and state sources such as the National Wetlands Inventory and FEMA floodplain maps. In total 53,223 acres were found to be constrained for development.

Place Types

Place Types are generalized land use categories used by the planning consultant team to describe, measure and evaluate the built environment. There are eight general framework categories that broadly characterize intended land uses which can be further split into 17 more specific place types. The CommunityViz model only modeled the eight framework types.

Assigning place types to parcels in the region told the CommunityViz model which types of uses and the density or intensity rules to use for estimating development potential. The place types were specifically developed to support the development of the alternative scenarios. The place types for the “business as usual” Part of the Region Scenario relied on the county’s zoning, simplifying the zoning designations to fit the place types used in this analysis.

Place Type	Part of the Region		Franklin Focused		Preferred	
	Acres	%	Acres	%	Acres	%
Conservation	1,209	0.4%	17,612	5.7%	17,612	5.7%
Agriculture	77,439	25.2%	155,556	50.5%	111,167	36.1%
Rural	168,334	54.7%	41,489	13.5%	132,236	43.0%
Suburban Residential	28,121	9.1%	61,014	19.8%	15,369	5.0%
Municipal Center	20,278	6.6%	20,278	6.6%	20,278	6.6%
Commercial Center	2,460	0.8%	684	0.2%	785	0.3%
Employment Campus	689	0.2%	4,425	1.4%	4,951	1.6%
Industrial	9,281	3.0%	6,752	2.2%	5,412	1.8%
	307,810	100%	307,810	100%	307,810	100%

Build Out

Understanding where existing development is and where there is capacity to grow is important to the scenario modeling process. A build-out analysis provides an answer to the question “how many buildings could be built in this area according to current or proposed land-use regulations?” Build out is estimated using:

- Place types
- Development status
- Locations and density of existing development
- Development constraints

Build out capacity is calculated using two unit types: dwelling units (DU) for residential development and square footage for nonresidential development (converted here in thousand square feet or Ksf). Five development types were addressed in the model. There are two residential types:

- Single family detached dwelling units
- Multifamily attached dwelling units (includes townhomes, condos and apartment buildings)

Three nonresidential types were also considered:

- Commercial use (retail and service uses, such as restaurants)
- Office use (professional and medical office space)
- Industrial use (utilities, construction, wholesale, warehousing).

To estimate build out potential, the density coefficients by future land use are multiplied by the developable area of each parcel. Build out is important to evaluate the impacts of future land use designations but it represents a theoretical maximum. How much growth that occurs that doesn't represent the anticipated amount of growth during the planning horizon.

	Unit	Part of the Region	Franklin Focused	Preferred
Single family residential	du	127,389	183,429	74,447
Multifamily residential	du	29,283	10,303	4,124
Commercial	kSF	20,130	20,891	12,828
Office	kSF	2,100	17,971	20,278
Industrial	kSF	53,651	597,832	421,403

Land Suitability

A land suitability analysis (LSA) measures the desirability or appropriateness of an area for a specific condition or use. For Franklin County, it was used to identify locations attractive for future growth. A series of factors to determine the perceived suitability of land for residential and non-residential suitability were identified. LSAs were developed separately for both residential and non-residential uses. Factors included:

- Distance to water service areas
- Distance to sewer service areas
- Distance to local roads and highways
- Overlap with an existing town's incorporated area
- Overlap with a development constraint (such as a floodplain)
- Proximity to the county's landfill
- Proximity to existing residential or non-residential development

For the Trend Scenario some additional factors were developed. These factors included:

- Proximity to Raleigh metropolitan area
- Overlap with a county subdivision
- Proximity to recently built residential or nonresidential development

The alternative scenarios used additional factors

- Proximity to planned mixed use, neighborhood and rural centers

Factors in the LSA are weighted differently for each scenario (i.e., some factors are more important than others) and could have a positive or negative correlation to desirability scores. The LSA sets up variable assumptions that control the weight of each factor, typically between 0-10. Once the tool has been run, the user can change the variable assumptions to weigh some factors more than others. Weight values for the Part of the Region Scenario in particular are based on expert experience and draw from analyses of long-term urban growth in similar sized regions: Greenville, SC (Shaping Our

Future); Raleigh-Durham, NC (Imagine 2040); Hawaii County, HI (Hawaii County General Plan) and City of Charlotte, NC Comprehensive Plan. In many of these cities and regions, LSA weighting was based on focus group meetings where individuals representing real estate and development, local planning official, and utility service provider interests identified and ranked the factors for influencing future development by relative importance. Viewpoints represented in the meetings matched the participants' general experience with site selection criteria for business recruitment, project feasibility criteria for starting and financing new development, known government policies or incentives, and current/future year infrastructure availability. In some instances, spatial statisticians correlated recent development with LSA factors and made specific recommendations regarding LSA weighting.

Growth Forecasts & Allocation

Growth forecast data were taken from the Connect 2045 Metropolitan Transportation Plan, developed in June, 2018 by the Capital Area Metropolitan Planning Organization (CAMPO). CAMPO developed residential and non-residential forecasts for the 10 county Triangle Region, including Franklin County. The growth forecasts were developed for an integrated transportation and land use assessment, using 2013 as a base year and extending to 2045. The forecast values developed by CAMPO for Franklin County were used as-is for the Part of the Region Scenario. However, the nonresidential (commercial, office and industrial use) forecast values were increased 10% for the alternative scenarios to support the vision of the county with a stronger economic base. The values in the table below represent new development anticipated between the present day and 2045.

		Connect 2045 Forecast	Part of the Region	Franklin Focused	Preferred
Single family residential detached	du	12,347	11,104	6,981	9,251
Single family residential attached	du	12,347	1,243	3,021	1,586
Multifamily residential	Ksf	650	650	2,995	2,160
Commercial	Ksf	1,598	1,598	1,758	1,758
Office	Ksf	637	637	701	701
Industrial	Ksf	1,453	1,453	1,598	1,598

Allocation is the process of modelling patterns of future growth. It distributes a forecast amount of development throughout the analysis area according to the capacity and desirability of each land use feature. Allocation, sometimes known by the acronym LUAM (Land Use Allocation Model), is a key tool in many scenario-based analyses, including long-range transportation and land use planning processes like CAMPO's CONNECT 2045. Allocation integrates the analyses described in the earlier sections: development status, build-out and land suitability. In addition, allocation injects an important element to the land use scenario in the form of randomness. Randomness replicates the organic nature of development and assures that a small amount of development occurs in all parts of the county, while still adhering to the available capacity and relying on the land suitability analysis to orient most of the growth.

Measures of Effectiveness

Measures of effectiveness are metrics used to describe and contrast different scenarios. They are typically summary statistics (sums, averages, etc.) based on the quantity, type and location of future development. For the Franklin County scenarios, the performance measures are designed to support the comprehensive plan's goals as measures of effectiveness.

The vast majority of existing homes in the county are single family detached residences. The Part of the Region Scenario, which reflects most closely the CAMPO 2045 forecast, continues this pattern and forecasts most new housing stock to be single family detached as well. Franklin Focused envisions a much greater variety of housing types, including an almost even split between single family attached (e.g. townhomes, duplexes and triplexes) and multifamily housing (e.g. stacked apartments and condos). The Preferred Scenario envisions a compromise between the two visions presented in the other two scenarios, predicting a greater diversity of units than Part of the Region but fewer than Franklin Focused.

Home Choices	Part of the Region	Franklin Focused	Preferred
Single-Family Detached	85.4%	53.7%	71.2%
Single-Family Attached	9.6%	23.2%	12.2%
Stacked Multifamily	5.0%	23.0%	16.6%

The Community Characteristics measures show consistent residential growth in the region across all scenarios. The small differences can be explained by the variation in housing unit types- multifamily residents tend to have smaller household sizes than do single family homes. The employment growth varies considerably between Part of the Region and the two alternatives. As stated in the section about growth forecasts, the non-residential forecast growth was increased 10% in the alternative scenarios and this is reflected here in the growth of new employees.

Community Characteristics	units	Part of the Region	Franklin Focused	Preferred
New Residents	people	37,529	35,536	36,245
New Employees	people	9,511	10,463	10,463
Residential Growth in Incorporated Areas or ETJs	du	893	1633	2081

In the Part of the Region Scenario, almost all the forecast growth occurs in the unincorporated county. An intentional decision, the purpose of the Part of the Region Scenario is to depict exactly this phenomenon- a future where growth is largely confined to unincorporated areas of Franklin County. Only 7% of new residential growth occurs in Franklin County's incorporated areas in the Connect 2045 forecasts. Incorporated growth doubles in the Franklin Focused scenario and almost triples in the Preferred Scenario. This pattern is consistent with the comprehensive plan's goals which imagines infill growth within the county's towns, contributing the vibrancy of the towns and where services to citizens can be more readily provided.

Agriculture and Conservation	units	Part of the Region	Franklin Focused	Preferred
Agricultural Land Consumed	ac	10,005	6,489	5,128
Development in Water Supply Watersheds	ac	2,416	1,665	842
Development near Conservation Areas	ac	1,728	923	608

The Agricultural and Conservation metrics show some of the impacts of growth on important county resources. Loss of existing agricultural land is most severe in the Part of the Region Scenario. Dramatic decreases in agricultural land loss occur in the two alternatives where residential development occupies a smaller footprint and takes greater advantage of infill opportunities.

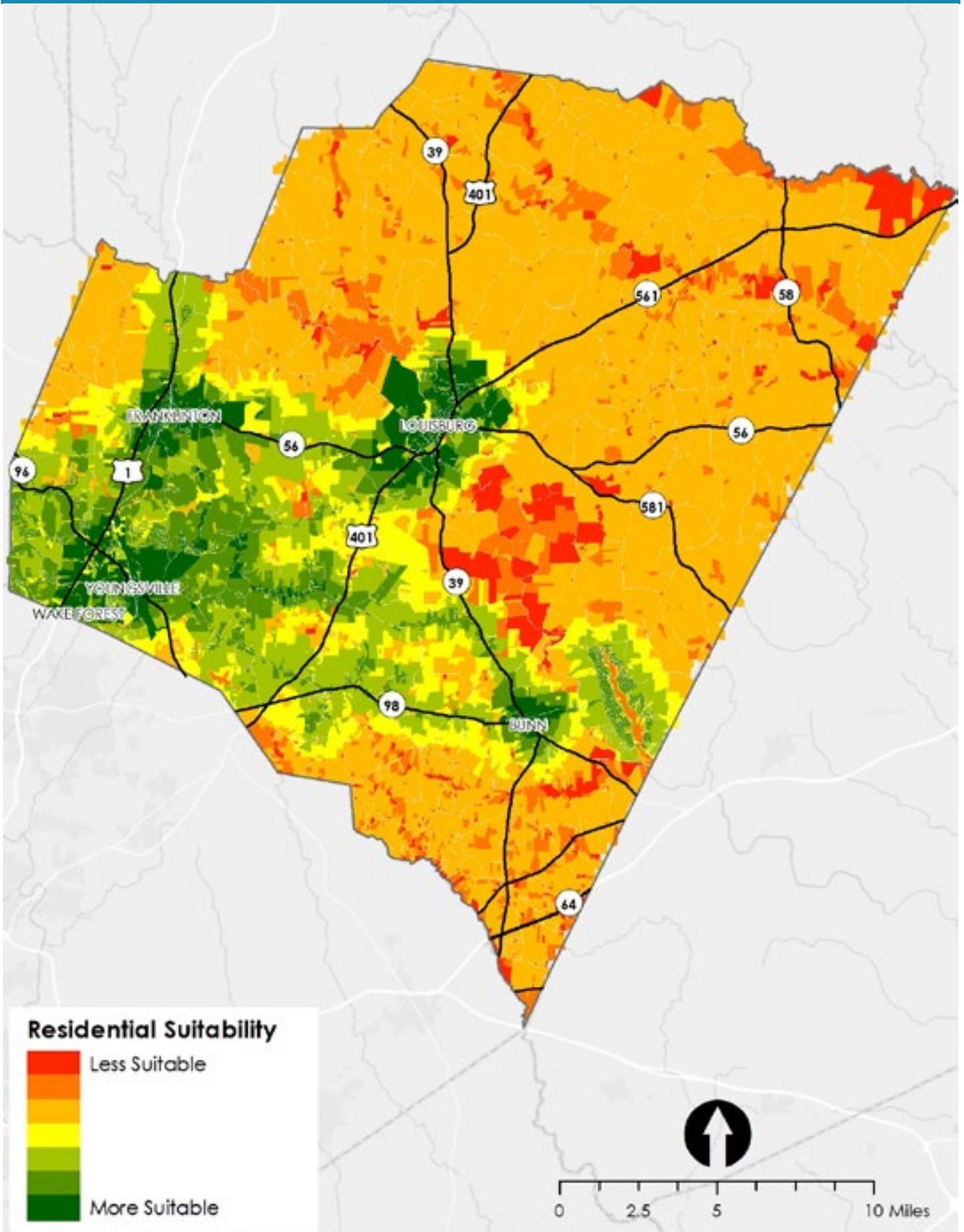
Development in water supply areas contributes to a degradation of the community's water supply. Five different water supply watersheds occur in Franklin County. The largest is the Tar River Watershed (supplying Louisburg) but others include Little River, Falls Lake, Smith Creek and Cedar Creek. Almost 2,500 acres of development occurs in these watersheds in the Part of the Region Scenario. The impacted acreage falls dramatically in the alternative scenarios and in particular in the Preferred Scenario. This result will contribute greatly to the long-term health of these important watersheds.

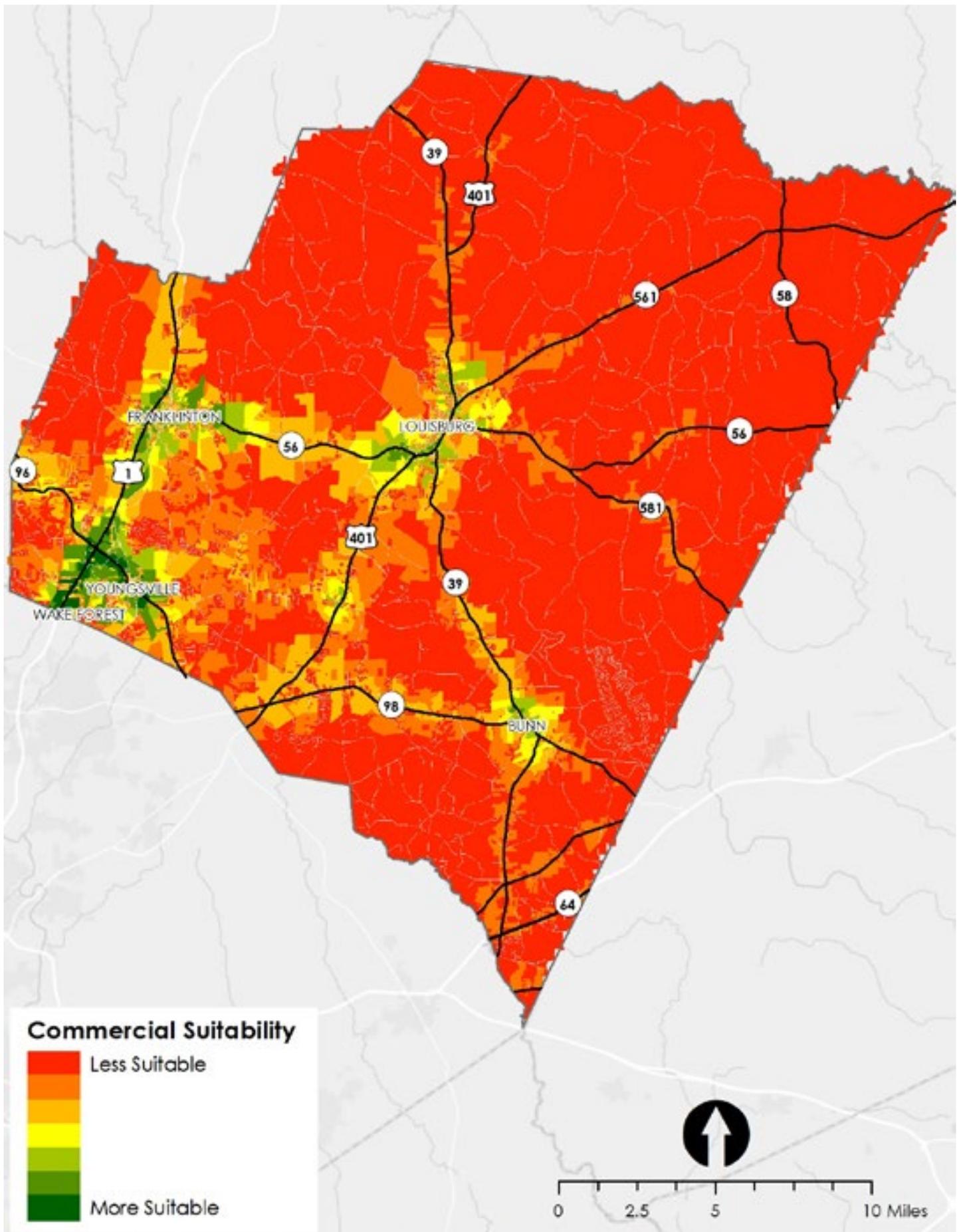
Urban development encroachment on conservation areas contributes to the degradation of the natural and cultural resources in the conservation areas themselves. This measure counts the amount of land developed within ½ mile of a permanent conservation area. As with the watersheds, the amount of developed land near conservation areas decreases significantly in the alternative scenarios.

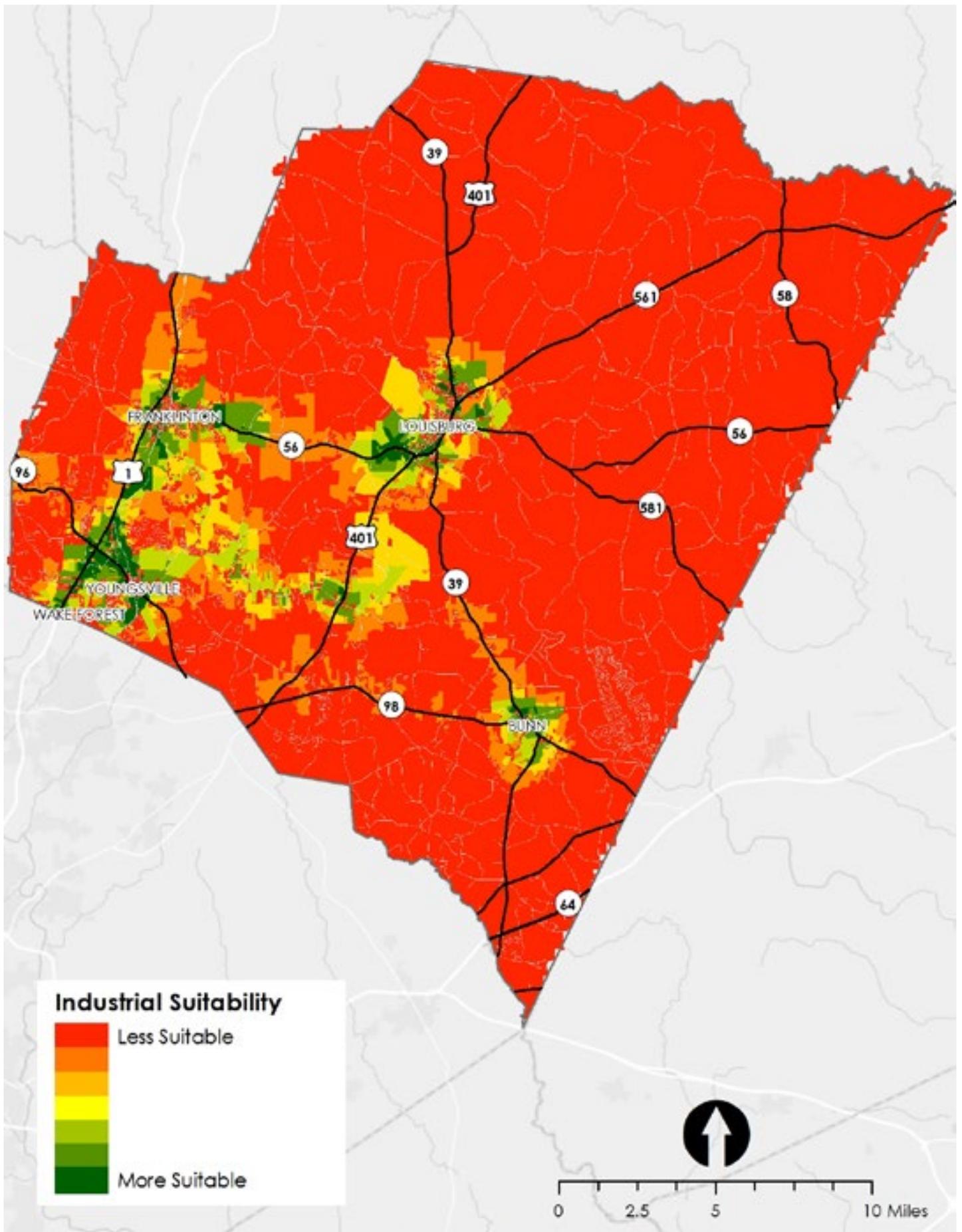
Estimated Infrastructure Impacts				
	units	Part of the Region	Franklin Focused	Preferred
New Students	students	9,086	8,570	8,752
New Water Demand	mgd	3.53	3.33	3.45
New Sewer Demand	mgd	3.09	2.93	3.03
New Daily Trips	trips	148,986	134,479	143,593
New Residential Development Near Water Infrastructure	du	10,424	11,650	11,911
New Residential Development Near Wastewater Infrastructure	du	4957	6668	7628

The Infrastructure Impacts metrics look at the potential impacts to municipal services such as schools, water and sewer systems and road networks. New student generation is based on the forecast household and population information presented in measures described previously. This metric uses the current ratio of students per household and shows minimal variation between scenarios. Water and sewer demand metrics estimate water consumption and wastewater generation based on average rates for different kinds of development. Water and wastewater demand are both significantly lower in the alternative scenarios. Alternatives to single family detached housing, such as single family attached and multifamily dwellings typically use much less water than do single family detached homes mostly due to the absence of large yards that require seasonal irrigation. This result could be particularly significant for Franklin County where the potable water supply is currently limited. The scenario analysis also looked at the location of new development relative to existing water and sewer infrastructure. A significant amount of growth in all scenarios occurs near existing infrastructure but the alternatives place over 1,000 new units closer to existing infrastructure than the Part of the Region Scenario. Sewer infrastructure is much more limited in its extent than water infrastructure. Both alternatives put significantly more development near existing sewer infrastructure. This result suggests would suggest that the county government wouldn't have to build or maintain additional infrastructure and it would use its existing infrastructure more efficiently.

E.2 Suitability Maps





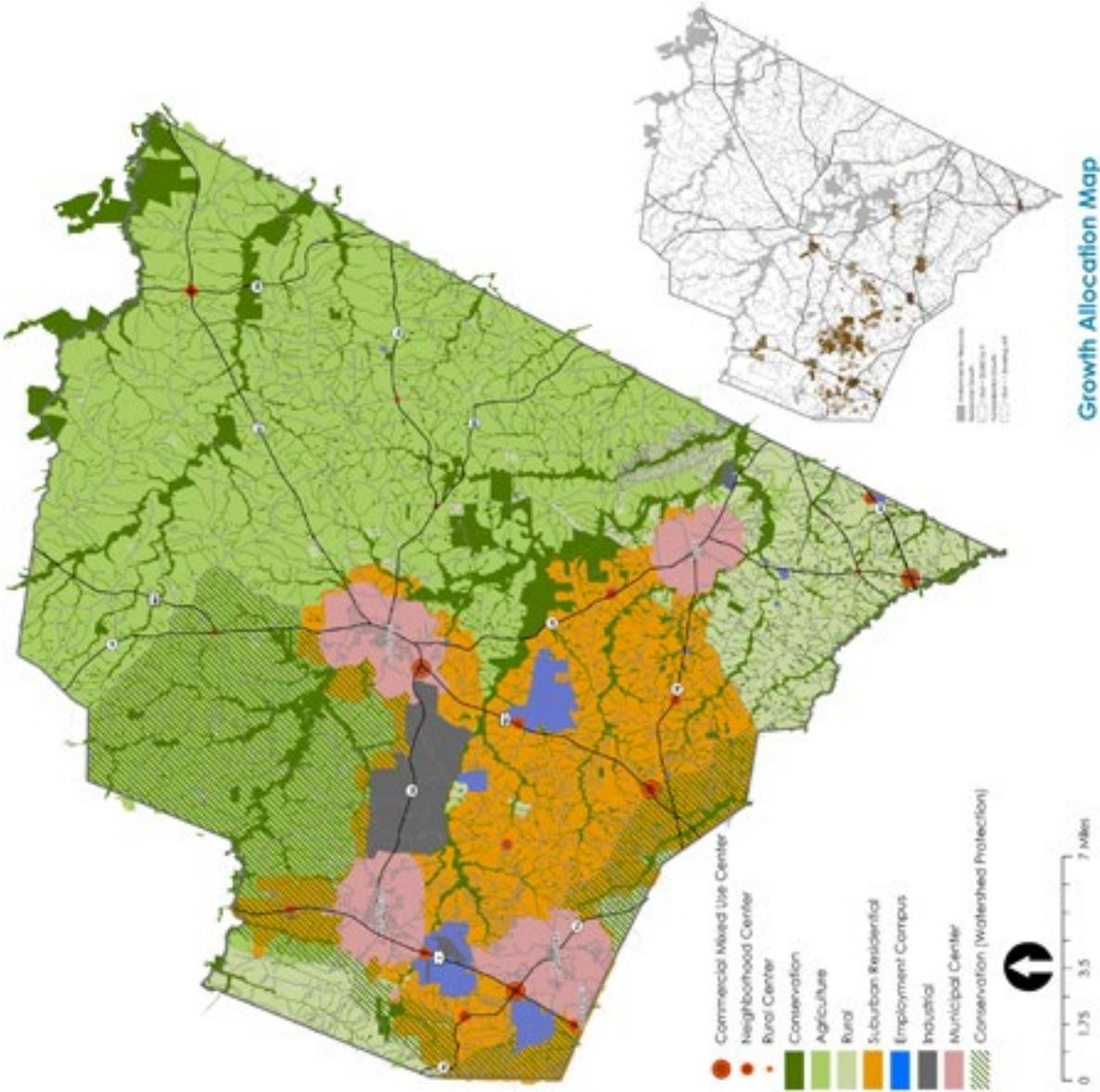


Franklin Focused

Franklin County stands out as a choice location in the metropolitan region. Its residents live, work, shop, and play primarily within Franklin County. With the county's stronger position in the triangle, the "Franklin" scenario considers how Franklin County might develop if the county chooses to derive its success by distinguishing itself from the other counties. Putting more emphasis on job creation and quality of life, this scenario considers how Franklin County might develop if new policies and development practices are employed. Future growth would a mix of uses—including a variety of housing choices—in a smaller footprint.

In contrast to recent development activity, most of the growth would occur in the town and areas immediately surrounding them. Development will utilize existing water and sewer capacity and reduce pressures to extend lines into areas that the community values for rural landscapes, viable agriculture, and natural resources. Various types of recreation will be supported within the urbanizing areas (parks and other greenspace, and trails) as well as the rural areas (natural preserves for passive recreation and trails, including those for horses).

Nodes of mixed-use development will feature internal street networks that support other modes, such as walking and biking, and the local traffic off major thoroughfares. With investments in key areas, such as the airport and its surroundings, the county will be the preferred location of a range of corporations and businesses that employ residents of the county, and others will "reverse commute" into Franklin. Housing of various types concentrated close to jobs will provide a critical mass in some areas, justify investments in retail, bring desired shopping, dining, and entertainment to the county, and expand the range of things to do.



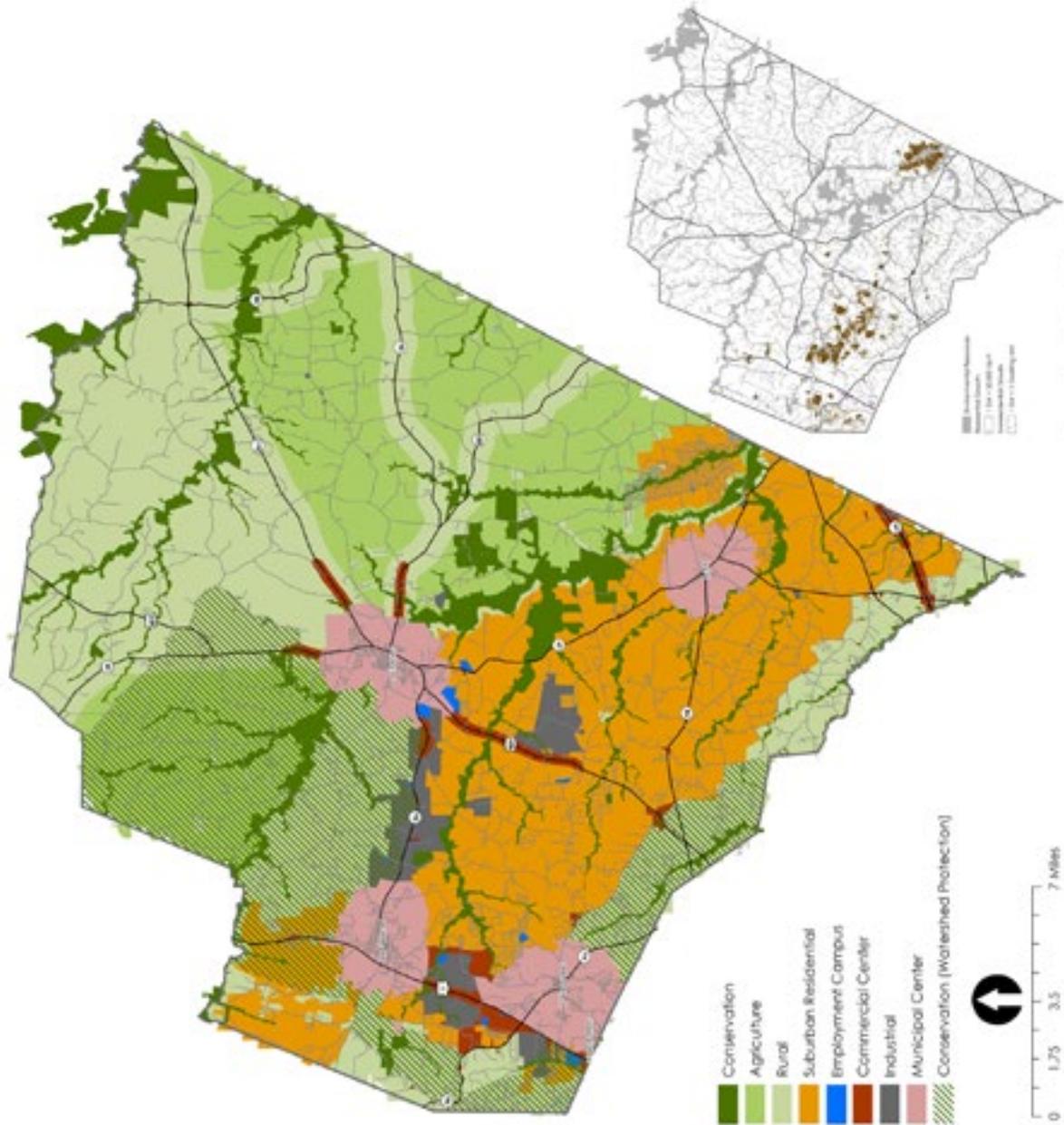
- Key Features of the Scenario:**
- Adjacent areas are developed.
 - Industry Agriculture Districts (IADs) are expanded.
 - Broadband (AD) are provided.
 - Int'l with new generation of farm / food farmers.
 - Int'l growth in rural areas (development is discouraged in protected watersheds).
 - Farm and forest are protected with wildlife development edges (protected buffers) for employed water quality, which is good for environment through not affecting drinking water.
 - Conservation design is the preferred approach to recreation development in areas where rural landscapes, watersheds, agriculture areas are present.
 - Development is occurring where existing capacity in infrastructure is available or highly enhanced.
 - A greater mix of uses in key areas leads to the following:
 - Towns are centers of quality, commercial, housing, entertainment, employment
 - A few complementary rural use developments in county rural demand
 - Employment areas are also mixed use to improve attractiveness, quality of work life
 - High-tech hubs are a mix of products to facilitate intergenerational living and living in products provide centers—conversion for food outlets and services.
 - Proactive planning for those living in hot spots of the county.
 - Rural living is still an option, and today there is expansion.
 - Recreation takes on various forms depending on context, ranging from municipal support to county facilities opportunities with public, both same for equitable, inclusive preservation, etc. they are integrated into development pattern.
 - An expanded airport is the focus of a regional airport development center.
 - Land with public infrastructure is afford for jobs and for generating uses that demand lower market than residential.
 - Residential development is located within reasonable distance of job centers.
 - More jobs are in county leading to:
 - Tax revenue increased.
 - Low commuting cost, which means less traffic of peak hour.
 - Proactive health and power companies mean less time in the car and more time exercising and spending time with friends and family.
 - Employment are supported through infrastructure, education, workplaces are expanded and accessible with new development and broadband is expanded.

Part of the Region

Franklin County is an integral part of a thriving metropolitan region. Its residents live, work, shop, and play within a geography that encompasses Franklin and much of the nearby counties, particularly Wake and Durham. To maintain or enhance the county's position in the Triangle, the "Part of the Region" scenario considers how Franklin County might develop if the county chooses to derive its success by strengthening identity with and connections to the greater region.

Assuming a business-as-usual approach to growth management, this scenario considers how Franklin County might develop if current policies and development practices continue. Future growth would favor the separation of uses and a low-density development pattern. Consistent with recent development activity, most of the growth would occur in the unincorporated areas of the County while growth in the towns would remain relatively flat. Development will occur on "greenfield" sites, particularly where public water is available. Most of the new development—both residential and nonresidential—will be located along and oriented toward major thoroughfares.

The county will continue to function as a bedroom community; residents living in Franklin will commute to employment outside of the county. Housing choices would be predominantly single-family detached products. The lack of housing concentrations in key areas would limit retail growth to some local-serving uses (grocery stores, drugstores, dry cleaners, etc.) near major intersections, and while some region-serving shopping will locate on major thoroughfares, commercial centers in neighboring counties will likely satisfy the needs of most residents and retail leakage (spending outside the county) will continue.



Growth Allocation Map

Key Features of the Scenario:

- Low-density, single-use development patterns spread throughout a large portion of the planning area
- Major shopping and employment centers are located outside of the county
- Outward expansion of infrastructure (water, sewer, roads, schools, parks, etc.) is needed to serve new development
- Competition for land with access to public water and along major roads continues
- Housing options are few, hampering employees' abilities to attract talent to Franklin County and limiting seniors' opportunities to remain in the county in their retirement
- Reliance on personal automobiles for most trips within the county due to the physical distances between land uses, which can also make transit service infeasible
- Private open space within lots of single-family homes
- Development of land valued for natural resources and rural landscape to accommodate new neighborhoods, commercial centers, office complexes and industrial use
- Additional encroachment of new development upon existing agricultural operations and potential loss of more agricultural lands

Scenario Comparison

Goal

Measure of Effectiveness

Scenario 1: Part of the Region

Scenario 2: Franklin Focused

	Larger	Smaller
Long-term conservation of Franklin County's rural/agricultural heritage and sustainable agriculture.	Less 23.6%	More 57.4%
Size of development footprint		
Open space preserved		
Encroachment of new development on sensitive natural areas	High 2,416 ac in WSWS, 1,728 ac near conservation	Low 1,465 ac in WSWS, 923 ac near conservation
Viable agriculture (Farmland preservation)	Limited Potential Lost/Same 10,005 ac consumed for development	Greatest Potential Same/Gained 4,489 ac consumed for development
The best possible quality of life for Franklin County's citizens.	Marry 4.0% (more acres in suburban centers)	Few 4.2% (more acres in walkable mixed-use)
Activity centers		
Vibrancy of towns	Less Growth	More Growth
Local tips on thoroughfares /highways	More Added 148,986 tips	Fewer Added 134,479 tips
Public facilities & services	Expanded Area 10,424 new homes near existing public water, 4,957 near sewer	Invest Within Current Service Area 13,528 new homes near existing public water, 4,668 near sewer
Conservation of the community's natural and cultural features that contribute to the character, aesthetic quality, and social fabric of the county.	Less 23.6%	More 57.4%
Open space preserved		
Preservation of the environmental quality of the county and integrity of its natural resources, including water, air, animals (species), forests, prime farmland soils, and wetlands.	High 2,416 ac in WSWS, 1,728 ac near conservation	Low 1,465 ac in WSWS, 923 ac near conservation
Residential areas that offer a variety of housing options in terms of type, size, cost, and location.	Few Types 85.4% single-family homes	More Types/Variety 53.7% single-family homes
A balanced tax base and tax revenue generation commensurate with growth.	Less Attraction/Retention % increase per trends	More Attraction/Retention 10% additional increase
A stable economy that continues to flourish with job creation in growing industry sectors.	Less Attraction/Retention % increase per trends	More Attraction/Retention 10% additional increase
Adequate and affordable infrastructure.	Expanded Area 10,424 new homes near existing public water, 4,957 near sewer	Invest Within Current Service Area 13,528 new homes near existing public water, 4,668 near sewer
Public facilities & services		

