



# Town of Jamestown 2020 Land Development Plan

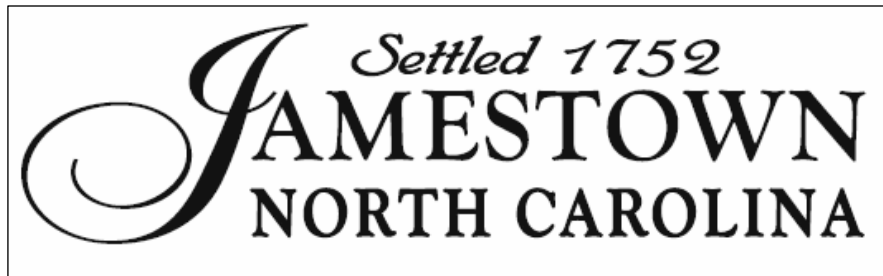
December 2007



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# Town of Jamestown Land Development Plan

Adopted by the Jamestown Town Council on December 18, 2007



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## 1.2 HISTORICAL CONTEXT

Archeologists have found evidence of human habitation in southwest Guilford County spanning thousands of years. The primary inhabitants of the area were the Keyauwee Indians who enjoyed the mild climate and abundant natural resources of the area and found fertile hunting grounds along the Deep and Uwharrie Rivers. European settlers came to Jamestown in the late 1700's, dominated by Quaker families who moved to the area from Pennsylvania. Much of the original land for the town was owned by the Mendenhall family, who owned and operated a grist mill located along the Deep River. Named in honor of James Mendenhall by his son George, Jamestown was a thriving settlement located along the Salisbury Post Road. The original farmhouse and some of the family land is now covered by High Point City Lake.

The original Town of Jamestown was laid out in eight lots to the block, about four acres each, with Federal Street being the main street. The town began as a settlement in 1816 and included several small farms and industries. The Mendenhalls operated a tannery from the "Mendenhall Plantation", which still stands today. A grist mill, a pottery, and a gun factory were also located in the town. The latter industry gave rise to the famous "Jamestown Rifle", which is still a highly prized collectible among gun enthusiasts.



*Old Mill on the Deep River*

Around 1800, gold was discovered near Jamestown and several profitable mines were known to be in operation until the California gold rush shut down local efforts. During the Civil War, the Quakers of Jamestown attempted to remain neutral and ignore the conflicts of the times. However, the Confederacy demanded that those who were able to make shoes, uniforms, or weapons continue to do so or pay heavy taxes. There are also records which would indicate that Confederate President Jefferson Davis and his entourage passed through Jamestown during its hasty retreat to the South, following the end of the Civil War.

The Town of Jamestown was also a known "stop" along the Underground Railroad, which helped fugitive slaves exit southern slave states to reach freedom in the northern states. According to local historical records, many Quaker homes in this area had a trap door leading to the basement to help facilitate the escape of slaves. The Mendenhall and Beard families were instrumental in assisting in these emancipation efforts, according to historical records.



Also of great importance to Quaker families was education. Thus, Jamestown was home to several schools, including a law school and a medical school which was located near the corner of present day Main Street and Scientific Street. The "Old School" which still stands on Main Street was erected in 1915 and is now operated as the Jamestown Public Library. At the Eastern reaches of town lies the current Guilford Technical Community College, which was originally used as a tuberculosis sanatorium until the post-WWII populations required new school facilities. Nearby, the County currently assigns Jamestown school children to three different elementary schools, two middle schools, and two high schools.

Several landmarks capture the eye of the passer-by when visiting Jamestown. The focal point of the town remains with the "Old School", which is now the Jamestown Public Library, located on West Main Street. The railroad overpass on East Main Street sports all manner of graffiti from the rival schools of Southwest Guilford and Ragsdale High. Painting slogans on the overpass is a tradition among students in this community. Also located on East Main Street is the Ragsdale family residence, Magnolia Farm. Several generations of the Ragsdale family have called this home, and the family has contributed much to the development and beauty of present-day Jamestown. The Oakdale Cotton Mill, which began operation after the Civil War is still in operation today.

The Town of Jamestown is bisected by the railroad, which was built in the mid-1800's. The railroad still provides a vital link between the port cities to the East and interior destinations. By far the biggest use of the railroad involves the movement of freight, but passenger trains still utilize the same track. Plans have been made to expand the current single track to a double track for safety reasons.

In 1946, the Town of Jamestown requested incorporation from the North Carolina General Assembly, and was granted this request in April 1947. The first mayor was T.C. Ragsdale Senior and the first town manager was Charles P. Turner. It is interesting to note that in 2007, Jamestown is currently directed by only its third Town Manager and its fourth Mayor since 1947. This in itself is a true testament to the stability of this community. Several months after incorporation, the Town of Jamestown adopted zoning districts and began construction of a municipal water and sewer system.

In the 1950's, with a population of approximately 750, the town boasted such improvements as street lighting, water and sewer service, and a fire department. In the 1960's the town grew quite quickly, and several residential neighborhoods sprang from old farmlands. The 1960's also saw the construction of a liquor store and the formation of the ABC board. This proved to be a wise investment for the Town of Jamestown, which was then able to pay off debt incurred to install water and sewer lines, build a Town Hall in 1967, and open the Jamestown Park and Golf Course in 1974.

Further residential development has continued throughout Jamestown and is the major land use in town at this time. With a population of approximately 3,200 living in 2.98 square miles, the Town of Jamestown retains its unique small town charm, while being in close proximity to the conveniences of urban living.

### 1.3 PURPOSE OF THE PLAN

Building upon the last known Land Development Plan completed in 1964, the Town now feels it is time to outline a new plan based on current conditions, to help shepherd the future of this historic community. In 1997, the Urban Design Assistance Team contributed suggestions for development and enhancement of the Town of Jamestown. Suggestions included the addition of sidewalks, street lighting, landscaping, and installation of signage along the main streets. Much of this work has been funded and completed by the Town of Jamestown, whose wise investments have yielded many rewards. Other projects proposed in the 1997 plan, such as the Railroad Park and a pedestrian bridge over City Lake will require additional funding for completion.



*"Old School" now the Jamestown Public Library*

The current plan will serve as:

- A source of factual information
- A guide to local government decisions
- An opportunity for community involvement
- An outline for strategic actions

The plan is intended to serve as a guide to the property owners and developers who propose site improvements, the staff who review and comment on these proposals and the elected and appointed officials who consider these requests.

### 1.4 PLANNING PROCESS AND METHODOLOGY

A detailed analysis of existing conditions was conducted to ensure the plan responds adequately to the most relevant and current land development issues and trends facing the Town. Computerized mapping and database technology known as geographic information systems (GIS), was used to map and analyze a wide variety of demographic, economic, environmental and urban service growth factors.



*Jamestown Town Hall in 1969*

Extensive input from the Town staff, a community task force and the public was used to identify core community values, and to build support for the plan. This framework of community values was applied to the detailed analysis of existing conditions and growth factors to draw conclusions and make recommendations about future development in the 2.98 square miles that comprises the Town of Jamestown. Recommended land use designations were developed to provide a strategic, proactive vision of where and how the Town of Jamestown wishes to grow in the future.



## EXISTING CONDITIONS

### 2.1 DEMOGRAPHICS

#### SUMMARY OF PRIMARY DEMOGRAPHICS

**Table 2.1 – Town of Jamestown Demographic Overview**

<b>Demographic Feature</b>	<b>Statistic</b>
Population, 2005	3,285
Land Area, 2005 (square miles)	2.98
Persons per Square Mile, 2005	1,103.5
Population gained, 2000-2005	197
Population Growth Rate (2000-2005)	6.4%
Percent Minority Residents	13.2%
Median Age	40.2
Average Household Size	2.51
Homeownership Rate (2000)	74.8%
Percentage of Adults with a High School Diploma	91.1%
Median Household Income	\$ 57,331
Poverty Rate	5.3%

*Sources: NC Office of State Budget and Management, State Demographer, 2005 estimates released in September 2006 and the US Census Bureau, 2000 Census of Population and Housing, SF1 and SF3 file, US Census Bureau.*

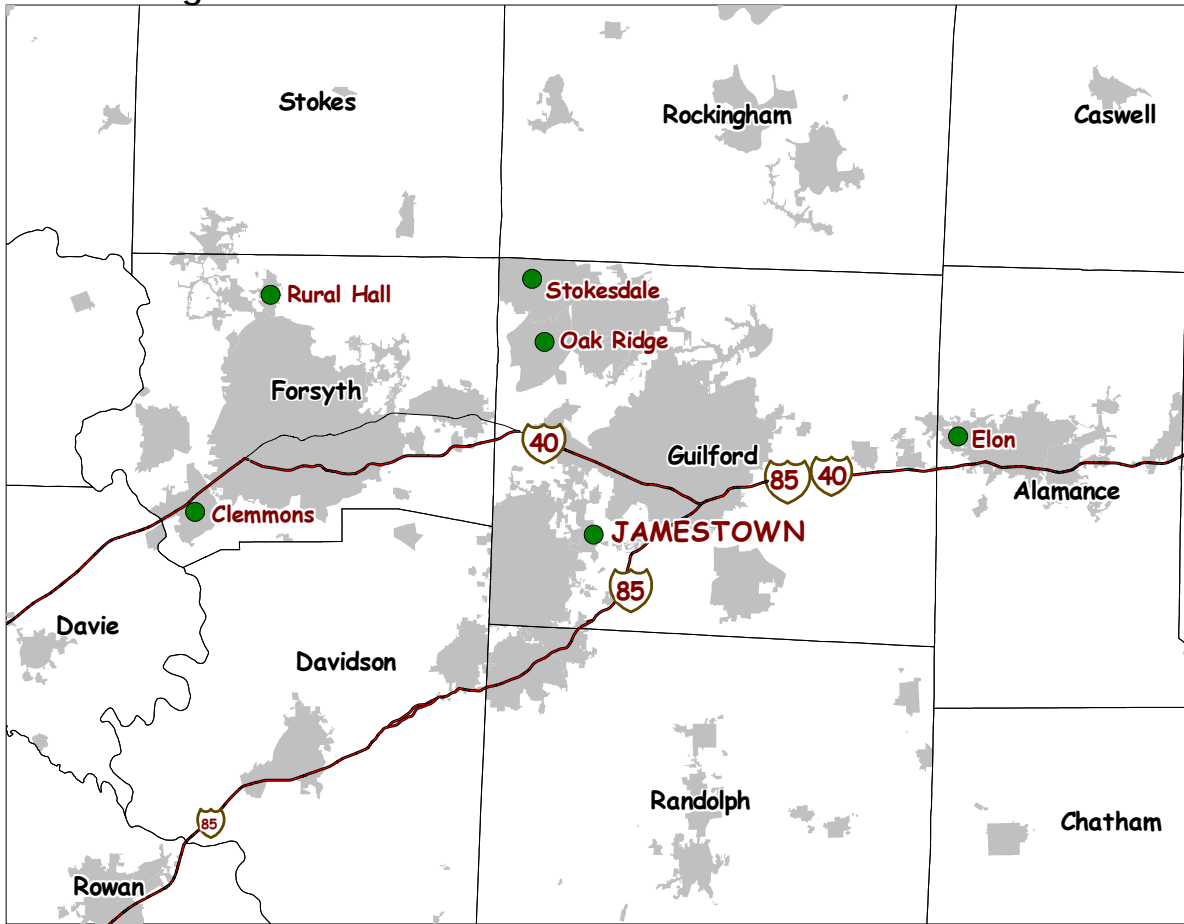
#### PEER COMMUNITIES

Comparing the characteristics of the Town of Jamestown to peer communities in North Carolina provides the Town with valuable insight into trends, patterns and issues that are unique to the community. Therefore, statistical information of five comparison communities has been included in this analysis. Selection of the comparison towns was based on population size, geographical attributes, and similar organizational structure or community makeup. In addition, benchmark data for Greensboro, High Point, Guilford County and for the state of North Carolina as a whole are included where appropriate. Peer communities selected for this study include the following five towns or cities:

- **Clemmons** – Forsyth County
- **Elon** – Alamance County
- **Oak Ridge** – Guilford County
- **Rural Hall** – Forsyth County
- **Stokesdale** – Guilford County

Each of the peer communities are considered residential (bedroom) communities in which most residents work in neighboring urban areas.

Figure 2.1 – Location of North Carolina Peer Communities



**POPULATION AND GROWTH**

Jamestown was founded in 1816 and officially incorporated in 1947. At the time of its incorporation, there were just three other incorporated areas in Guilford County – Greensboro, High Point, and Gibsonville. Jamestown was the smallest with just less than one half of one percent of the County’s total population. As of 2005, there are portions of 13 municipalities in Guilford County. Jamestown is still one of the smaller incorporated areas, but the Town has seen moderate and steady growth throughout the past 60 years. Jamestown now has 3,285 residents, making it the seventh largest municipality in Guilford County and the 172<sup>nd</sup> largest in NC. The land area of Jamestown is just under 3 square miles.

**Table 2.2 – Guilford Co. Municipalities, 1950 & 2005**

Guilford County Municipalities, 1950 and now			% of total population	
	1950 just after the Town incorporated	2005 latest estimate	1950	2005
GUILFORD COUNTY	191,057	441,428		
Archdale (part)	not incorporated	290	--	0.1%
Burlington (part)		19	0.0%	0.0%
Gibsonville (part)	1,320	2,332	0.7%	0.5%
Greensboro	74,389	237,316	38.9%	53.8%
High Point (part)	39,973	91,018	20.9%	20.6%
<b>Jamestown</b>	<b>748</b>	<b>3,285</b>	<b>0.4%</b>	<b>0.7%</b>
Kernersville (part)	not incorporated	0	--	0.0%
Oak Ridge	not incorporated	4,329	--	1.0%
Pleasant Garden	not incorporated	5,010	--	1.1%
Sedalia	not incorporated	640	--	0.1%
Stokesdale	not incorporated	3,543	--	0.8%
Summerfield	not incorporated	7,370	--	1.7%
Whitsett	not incorporated	718	--	0.2%
Unincorporated Guilford Co.	74,627	85,558	39.1%	19.4%

Source: US Census Bureau, 1950 and the NC Office of Budget & Management, 2005.

**Table 2.3 – Population Comparison**

	2005	2000	1990	1980	1970	1960	1950
Clemmons	17,234	13,827	6,020	4,842	n/a	n/a	n/a
Elon (College)	7,230	6,748	4,448	2,873	2,150	1,284	1,109
<b>Jamestown</b>	<b>3,285</b>	<b>3,088</b>	<b>2,662</b>	<b>2,148</b>	<b>1,297</b>	<b>1,247</b>	<b>748</b>
Oak Ridge	4,329	3,988	n/a	n/a	n/a	n/a	n/a
Rural Hall	2,566	2,464	1,652	1,336	1,289	1,503	n/a
Stokesdale	3,543	3,267	2,134	n/a	n/a	n/a	n/a

Source: US Census Bureau, 1950 and the NC Office of Budget & Management, 2005.

In the last 15 years, Jamestown’s growth has lagged behind the comparison areas, particularly cities with an abundance of open land area for residential housing. So far this decade though, Jamestown has seen slightly higher growth rates than the county overall.

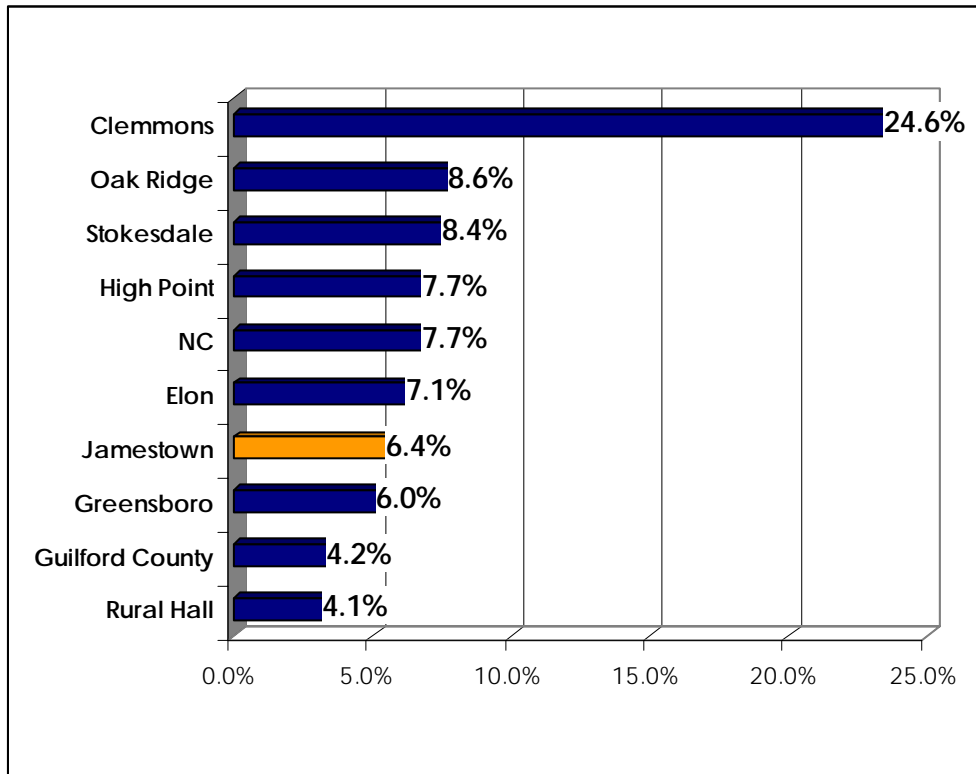


**Table 2.4 – Population Growth Comparison, 1990-2005**

	Growth Rate, 1990-2000	Growth Rate 2000-2005
Clemmons	129.7%	24.6%
Elon	51.7%	7.1%
<b>Jamestown</b>	<b>16.0%</b>	<b>6.4%</b>
Oak Ridge	--	8.6%
Rural Hall	49.2%	4.1%
Stokesdale	53.1%	8.4%
Greensboro	21.8%	6.0%
High Point	23.6%	7.7%
Guilford County	21.2%	4.2%
NC	21.3%	7.7%

*Source: US Bureau of the Census, 1990 and 2000;  
NC Office of Budget & Management, 2005 data released in 2006.*

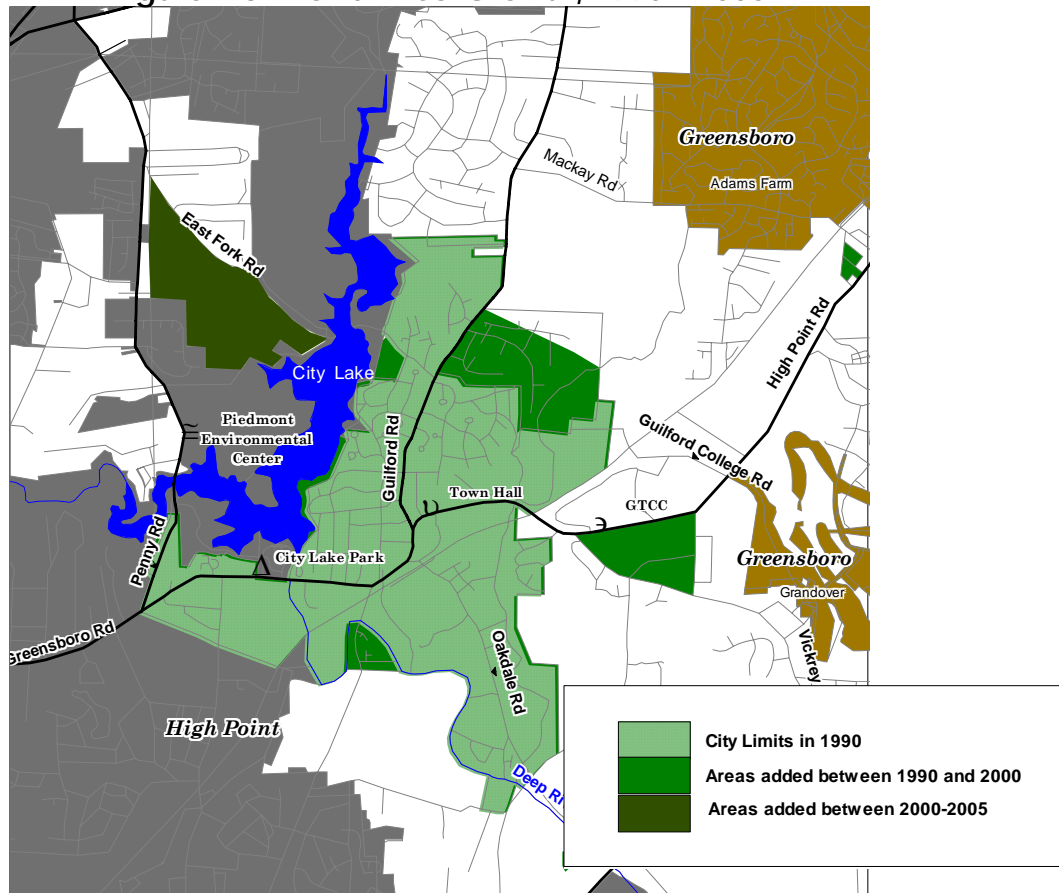
**Figure 2.2 – Growth Rate Comparison, 2000-2005**



*Source: NC Office of Budget & Management, State Demographer, 2006.*

**LAND AREA AND POPULATION DENSITY**

**Figure 2.3 – Land Area Growth, 1990 - 2005**



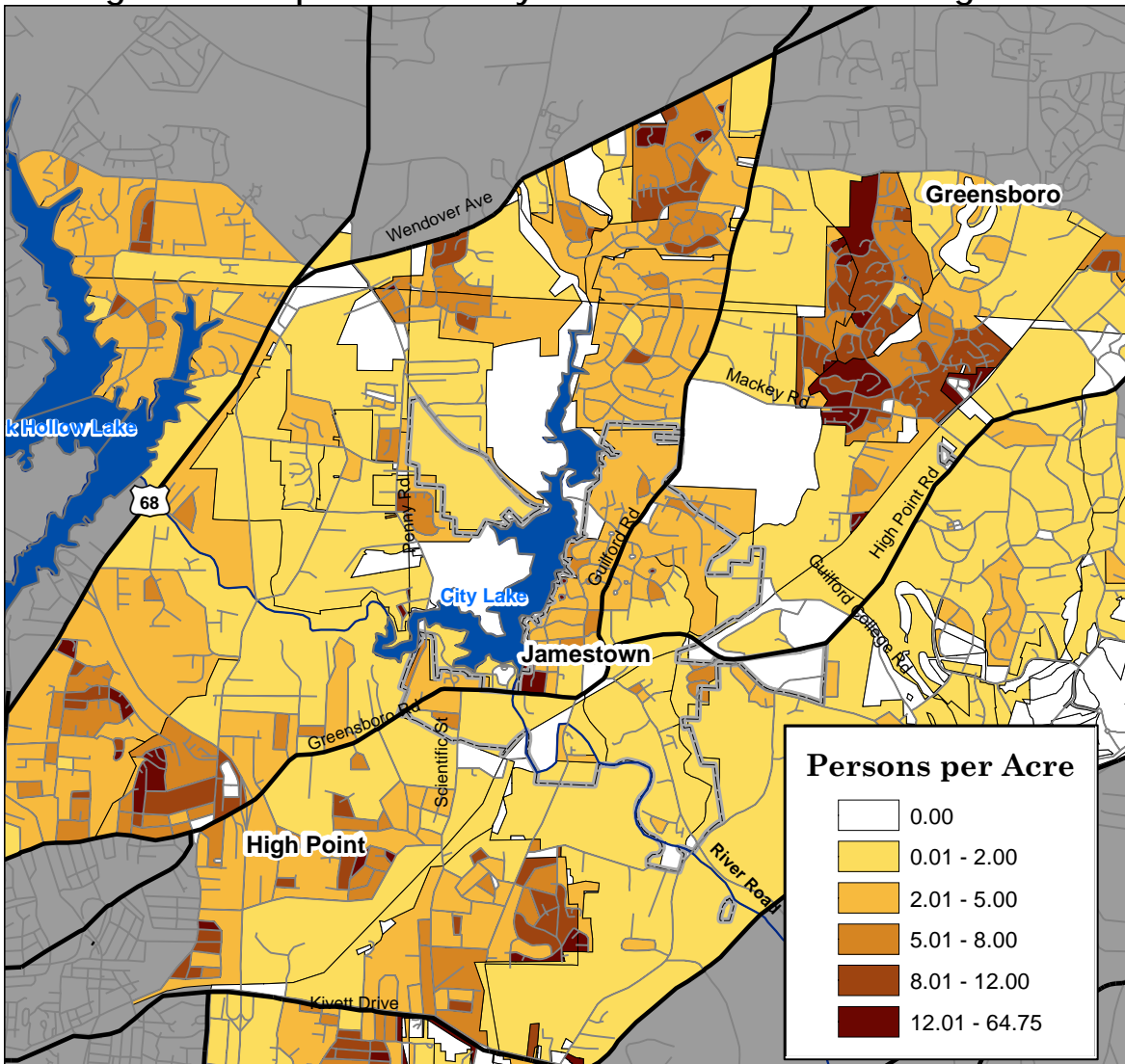
Jamestown has the second smallest land area among the comparison cities but the third highest density. Population density is lower than Elon or Clemmons, but substantially higher than Oak Ridge or Stokesdale.

**Table 2.5 Population Density & Land Area Comparison**

Municipality	Density	Land Area (Square Miles)
Clemmons	1,448.5	11.9
Elon	2,014.5	3.6
<b>Jamestown</b>	<b>1,103.5</b>	<b>3.0</b>
Oak Ridge	295.1	14.7
Rural Hall	927.7	2.8
Stokesdale	182.8	19.4

Source: NC Office of Budget & Management, State Demographer, data as of 2005 Released in September 2006.

Figure 2.4 – Population Density for Jamestown & Surrounding Area

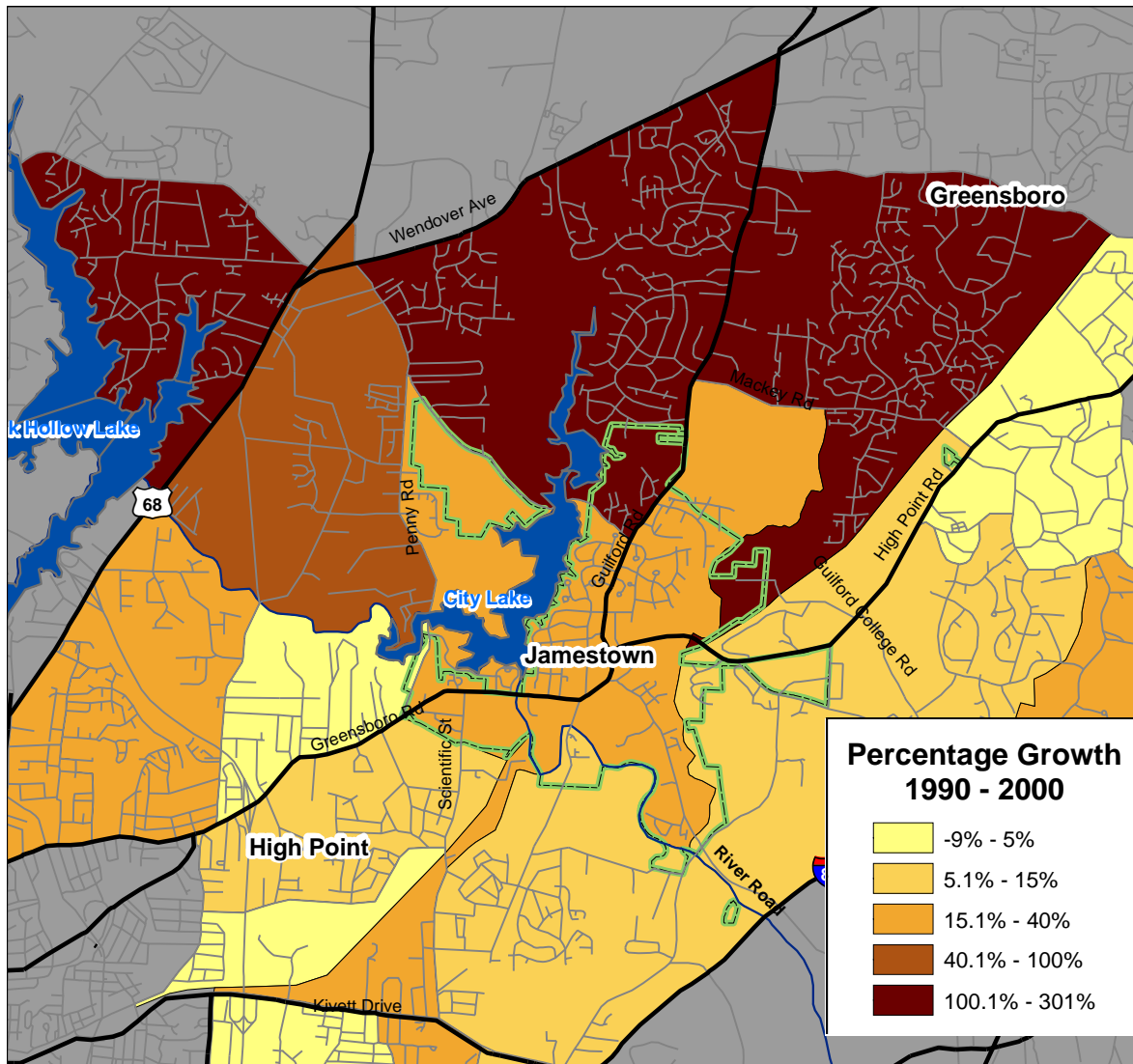


Source: 2000 Census of Population & Housing, SF1 File.  
 Data mapped at the block level by the PTCOG Regional Data Center.

Most areas within Jamestown typically have about the same density (1-5 people per acre), with areas around Guilford Road and some multi-family housing areas on Main Street showing the highest densities. Densities are substantially higher in areas of Greensboro and High Point, particularly in the Adams Farm Community and along Bridford Parkway in Greensboro and along Kivett Drive in High Point.

Most areas around the Jamestown community saw moderate growth in the 1990s. Population growth was highest in areas just north of the town limits up to Wendover Avenue. Population growth was substantially lower on the western side of town – the more urbanized portions of High Point - and in areas to the south of Jamestown to Business 85.

**Figure 2.5 – Population Growth Rate for Jamestown & Surrounding Area, 1990-2000**



Source: 1990 and 2000 Census of Population & Housing, SF1 and STF1 Files.  
Data mapped at a block group level by the PTCOG Regional Data Center.

## RACE AND ETHNICITY

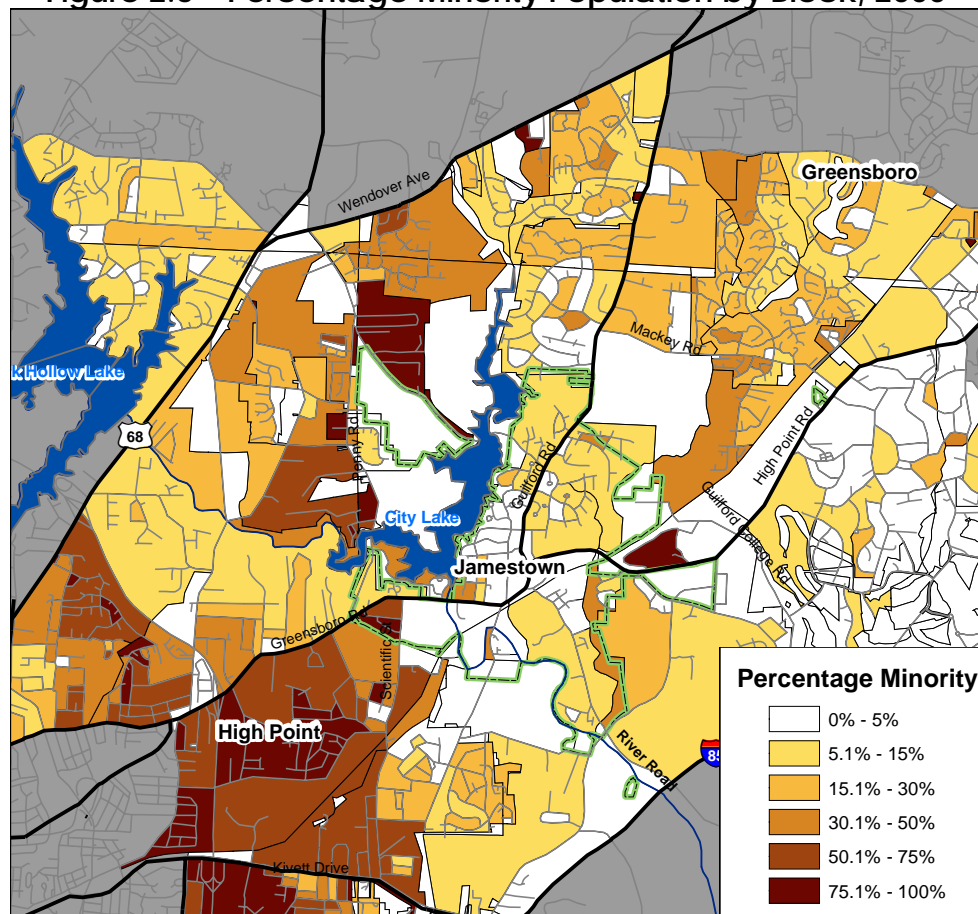
Relatively few minorities live in Jamestown. Almost 88% of residents are non-Hispanic whites. Similarly, most of the comparison areas also have few minority residents.

**Table 2.6 – Jamestown Population by Race and Ethnic Origin, 2000**

RACE	
White alone	87.6%
Black or African American alone	7.4%
American Indian or Alaska Native alone	.2%
Asian alone	2.3%
Native Hawaiian or Pacific Islander alone	0
Some other race alone	0%
Multi-racial	.6%
ETHNICITY	
Hispanic or Latino origin (of any race)	1.8%

*Source: 2000 Census of Population & Housing, SF1 File.*

**Figure 2.6 – Percentage Minority Population by Block, 2000**



*Source: 2000 Census of Population & Housing, SF1 File.*



**Table 2.7 – Proportion of Minority Residents Comparison, 2000**

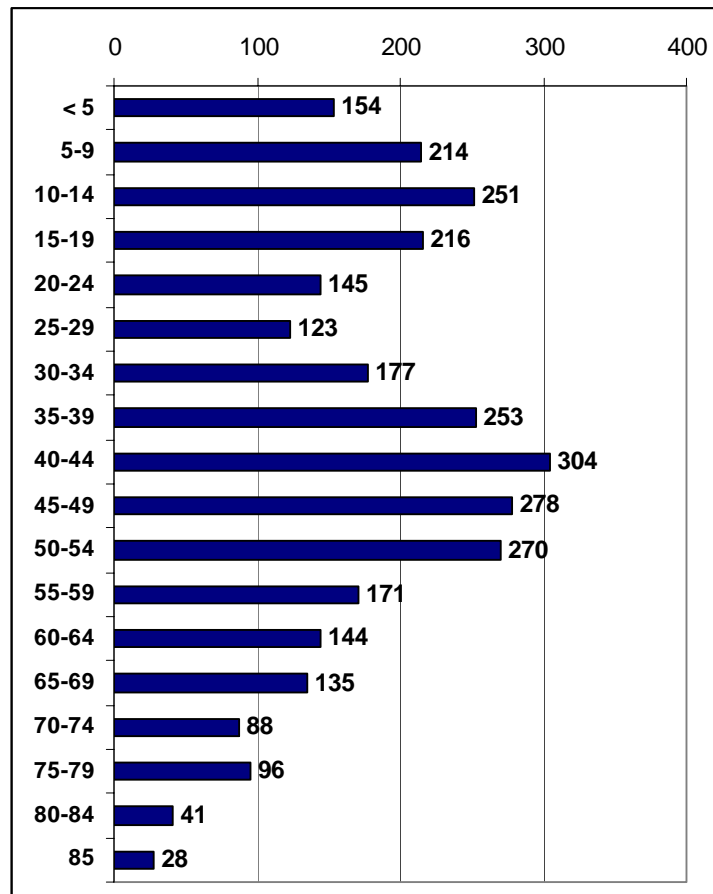
Municipality	Proportion of Minority Residents
Clemmons	11.8%
Elon	13.4%
Jamestown	13.2%
Oak Ridge	7.1%
Rural Hall	21.8%
Stokesdale	10.7%
Guilford County	37.1%

*Source: 2000 Census of Population & Housing, SF1 File. Minority residents are defined as all non-white persons and all Hispanic or Latino origin persons.*

**AGE**

The largest single age group within Jamestown is persons age 40-44, followed by persons age 45-49, and 50-54.

**Figure 2.7 – Jamestown Age Group Distribution, 2000**



*Source: 2000 Census of Population & Housing, SF1 File.*

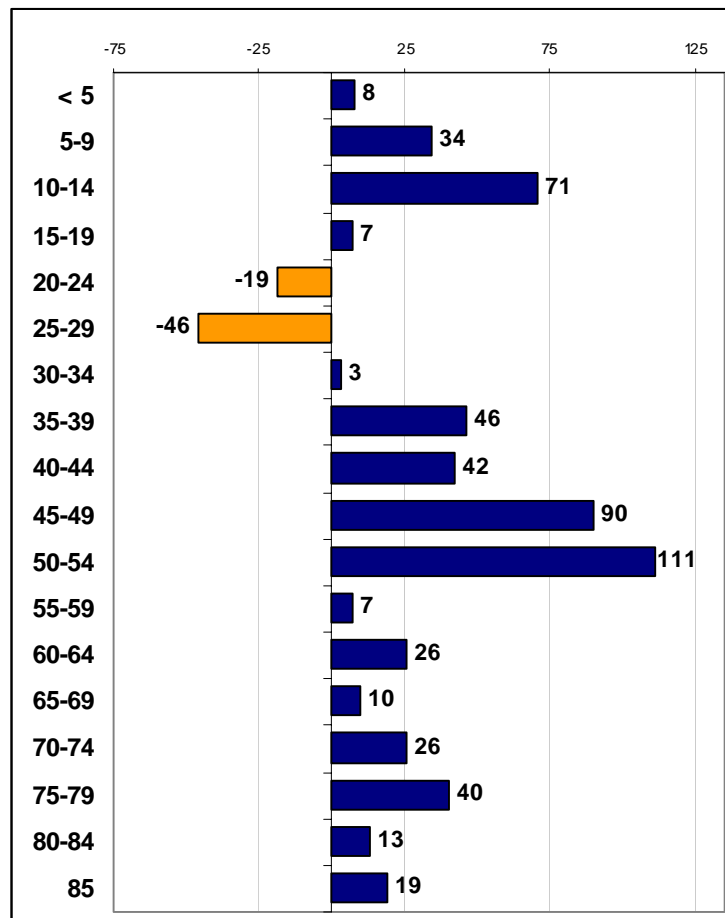
With a median age of 40.2, Jamestown's population is slightly older than the comparison towns studied and also older than the median age of the population in Guilford County and North Carolina as a whole.

**Table 2.8 – Median Age Comparison, 2000**

	Median Age
Clemmons	38.3
Elon	21.7
Jamestown	40.2
Oak Ridge	37.7
Rural Hall	38.8
Stokesdale	37.5
Guilford County	34.9
NC	35.3

*Source: 2000 Census of Population & Housing, SF1 File.*

**Figure 2.8 – Jamestown Population Change by Age Group, 1990-2000**



*Source: 1990 & 2000 Census of Population & Housing, SF1 Files.*

## **HOUSEHOLDS**

There are 1,229 households in Jamestown. Almost two-thirds of households in Jamestown are married-couple families. The largest single household type is a married-couple family without children under the age 18 living at home.

**Table 2.9 – Jamestown Household Types, 2000**

	<b>#</b>	<b>%</b>
Married Couple Family with Children under 18	337	27.4%
Married Couple without Children under 18	453	36.9%
Single Parent Household	77	6.3%
Other Family Household	57	4.6%
Person Living Alone	247	20.1%
Other Non-Family Household	58	4.7%
Total Households with Persons under age 18	434	35.3%
Total Households with Persons age 65 or older	274	22.3%

*Source: 2000 Census of Population & Housing, SF1 File.*

**Table 2.10 – Household Comparison, 2000**

	<b>Households With Children &lt; 18</b>	<b>Households With Persons Age 65+</b>	<b>Average Household Size</b>	<b>% Families</b>	<b>% Persons Living Alone</b>
Clemmons	37.9%	17.9%	2.56	74.6%	21.0%
Elon	27.8%	29.7%	2.48	60.0%	22.6%
<b>Jamestown</b>	<b>35.3%</b>	<b>22.3%</b>	<b>2.51</b>	<b>75.2%</b>	<b>20.1%</b>
Oak Ridge	46.7%	14.9%	2.89	84.9%	11.5%
Rural Hall	31.1%	26.7%	2.28	65.3%	30.5%
Stokesdale	40.8%	22.7%	2.67	80.1%	16.5%

*Source: 2000 Census of Population & Housing, SF1 File.*

## **HOUSING**

The 2000 Census recorded 1,293 housing units in Jamestown. There were 64 vacant units and 1,229 occupied units. The homeowner vacancy rate was negligible at only 1.6%, while the rental vacancy rate was also a relatively low 4.0%. Jamestown has the lowest housing vacancy rate among the comparison areas.

**Table 2.11 – Housing Vacancy & Tenure Comparison, 2000**

	<b>Vacancy Rate</b>	<b>Owner Occupied</b>	<b>Renter Occupied</b>
Clemmons	5.8%	80.1%	19.9%
Elon	5.0%	63.1%	36.9%
<b>Jamestown</b>	<b>4.9%</b>	<b>74.8%</b>	<b>25.2%</b>
Oak Ridge	5.5%	92.2%	7.8%
Rural Hall	6.8%	67.9%	32.1%
Stokesdale	5.3%	82.7%	17.3%
Guilford County	6.5%	62.7%	37.3%

*Source: 2000 Census of Population & Housing, SF1 File.*

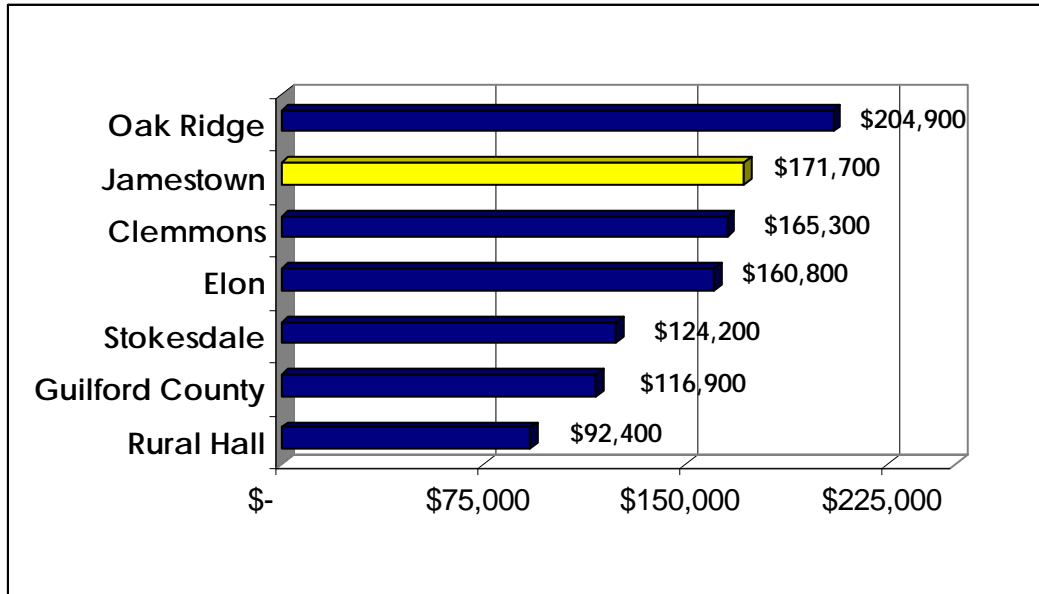
**Table 2.12 – Housing Type Comparison, 2000**

	<b>Single Family</b>	<b>Multi-Family</b>	<b>Mobile Home / Other</b>
Clemmons	73.7%	18.9%	7.4%
Elon	69.6%	22.8%	7.6%
<b>Jamestown</b>	<b>85.8%</b>	<b>14.2%</b>	<b>0.0%</b>
Oak Ridge	94.7%	0.4%	4.9%
Rural Hall	75.1%	21.5%	3.4%
Stokesdale	83.3%	4.8%	11.9%
Guilford County	69.6%	26.5%	3.9%

*Source: 2000 Census of Population & Housing, SF1 File.*

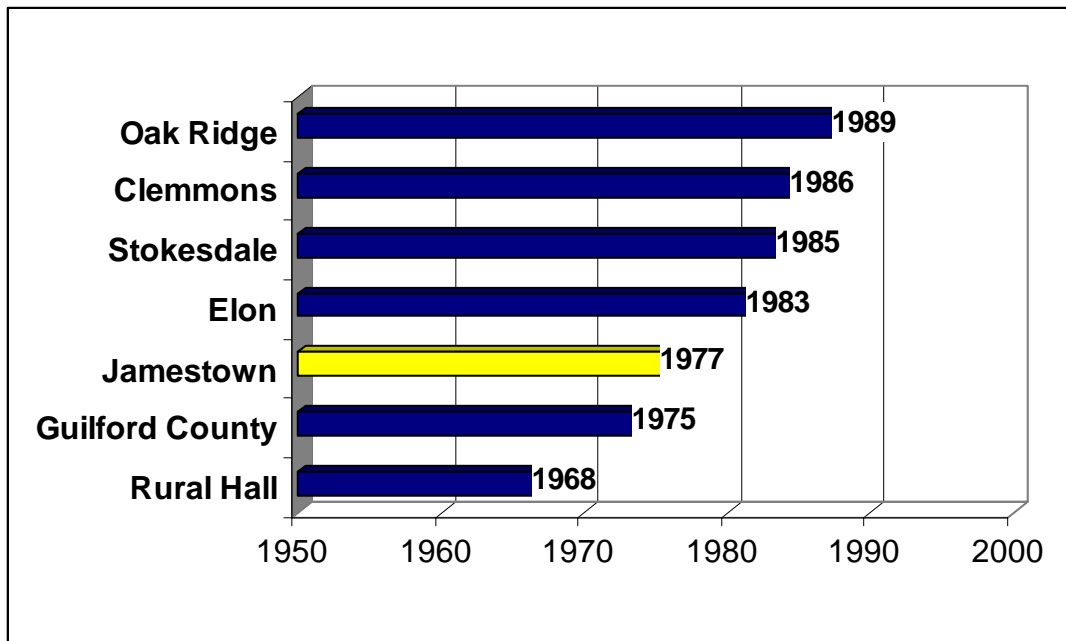
The median value of all owner occupied dwellings in Jamestown is \$171,700. This is the second highest among the comparison areas, and substantially higher than the county median of \$116,900. Only Oak Ridge, which has the newest housing stock of the comparisons, has a higher median home value.

**Figure 2.9 – Median Home Value Comparison, 2000**



Source: 2000 Census of Population & Housing, SF3 File. Median home values among owner occupied dwelling units.

**Figure 2.10 – Median Year Built Housing Stock Comparison, 2000**

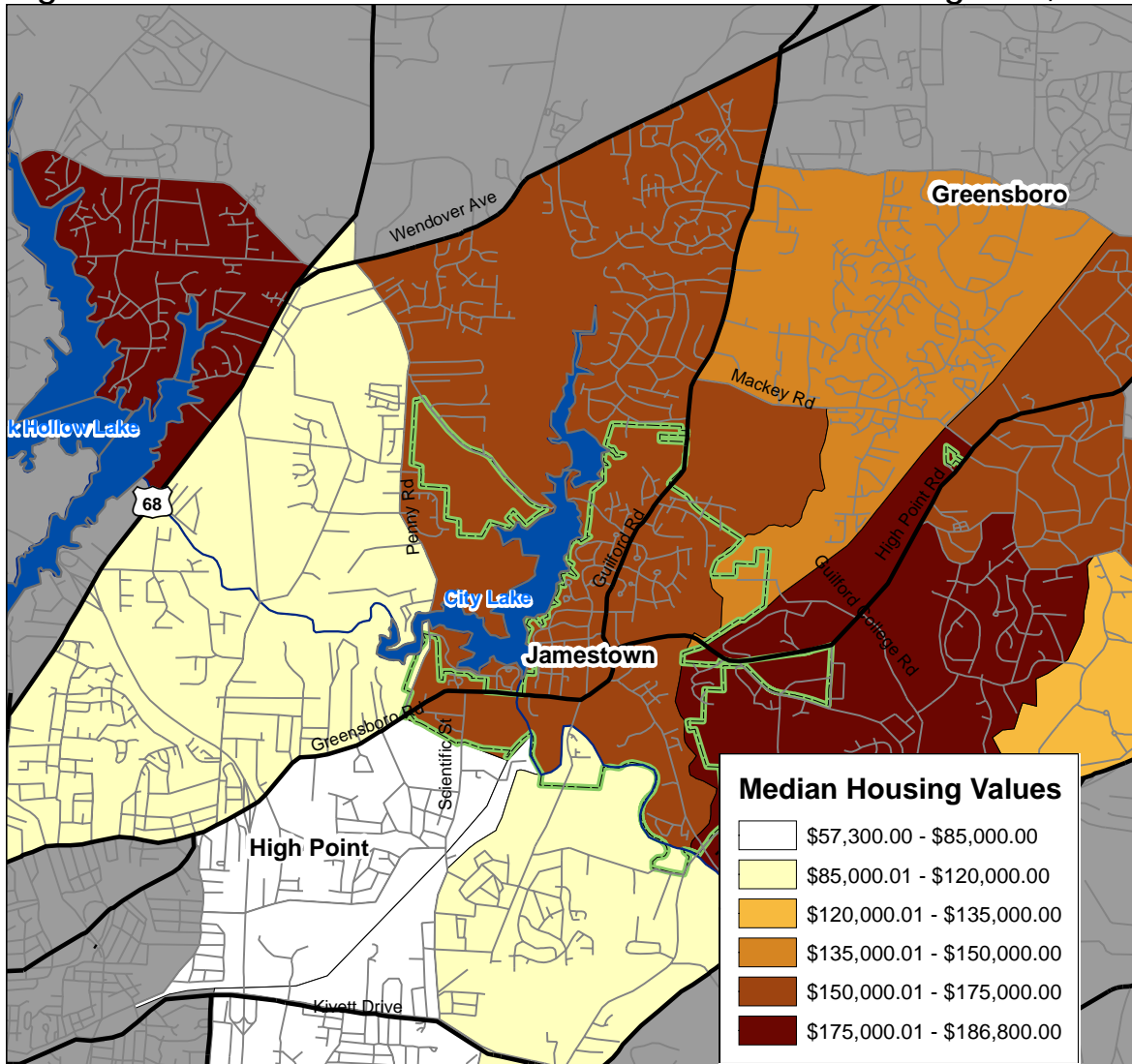


Source: 2000 Census of Population & Housing, SF3 File. Median home values among owner occupied dwelling units.



In the Jamestown area, median home values are highest in the Grandover community. Penny Road on the town's west side is a clear dividing line in home values. Neighborhoods closer to High Point on the west side have much lower median home values than neighborhoods on the east side.

**Figure 2.11 – Median Home Values of Jamestown & Surrounding Area, 2000**



Source: 2000 Census of Population & Housing, SF3 File.

**INCOME AND POVERTY**

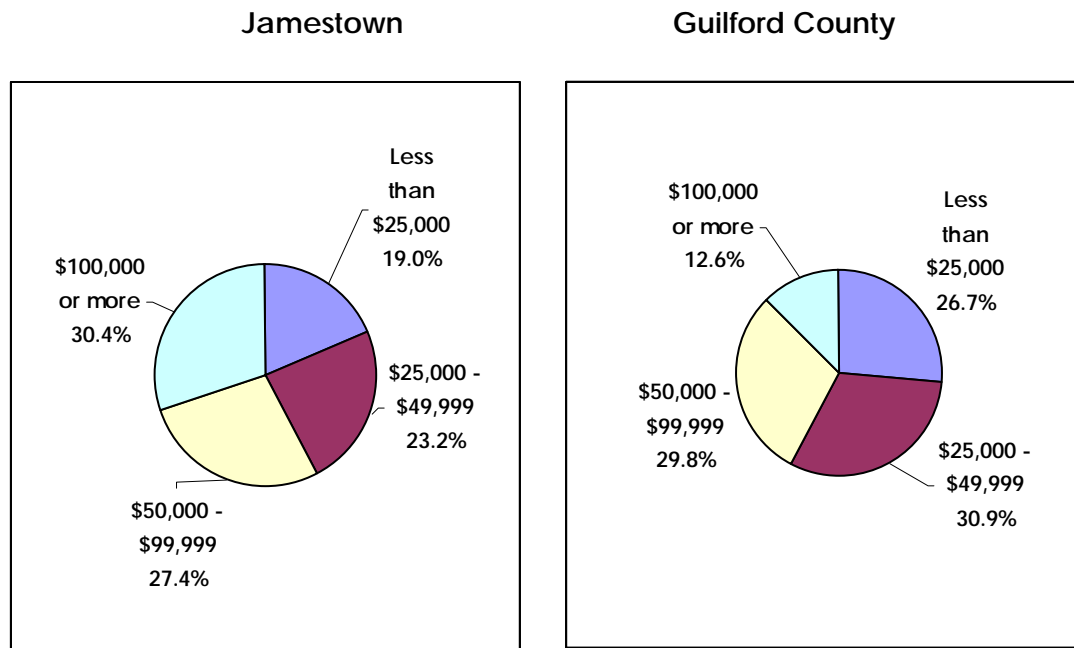
The median household and family income in Jamestown is higher than the county or state average and the median household income is the third highest among the comparison cities and towns.

**Table 2.13 – Income Comparison, 2000**

	Per Capita	Median Household	Median Family
Clemmons	\$27,679	\$60,486	\$70,029
Elon	\$16,805	\$41,049	\$64,091
<b>Jamestown</b>	<b>\$29,689</b>	<b>\$57,331</b>	<b>\$77,549</b>
Oak Ridge	\$29,346	\$74,609	\$82,070
Rural Hall	\$19,593	\$36,477	\$46,116
Stokesdale	\$22,548	\$51,484	\$58,185
Guilford County	\$23,340	\$42,618	\$52,638
NC	\$20,307	\$39,184	\$46,335

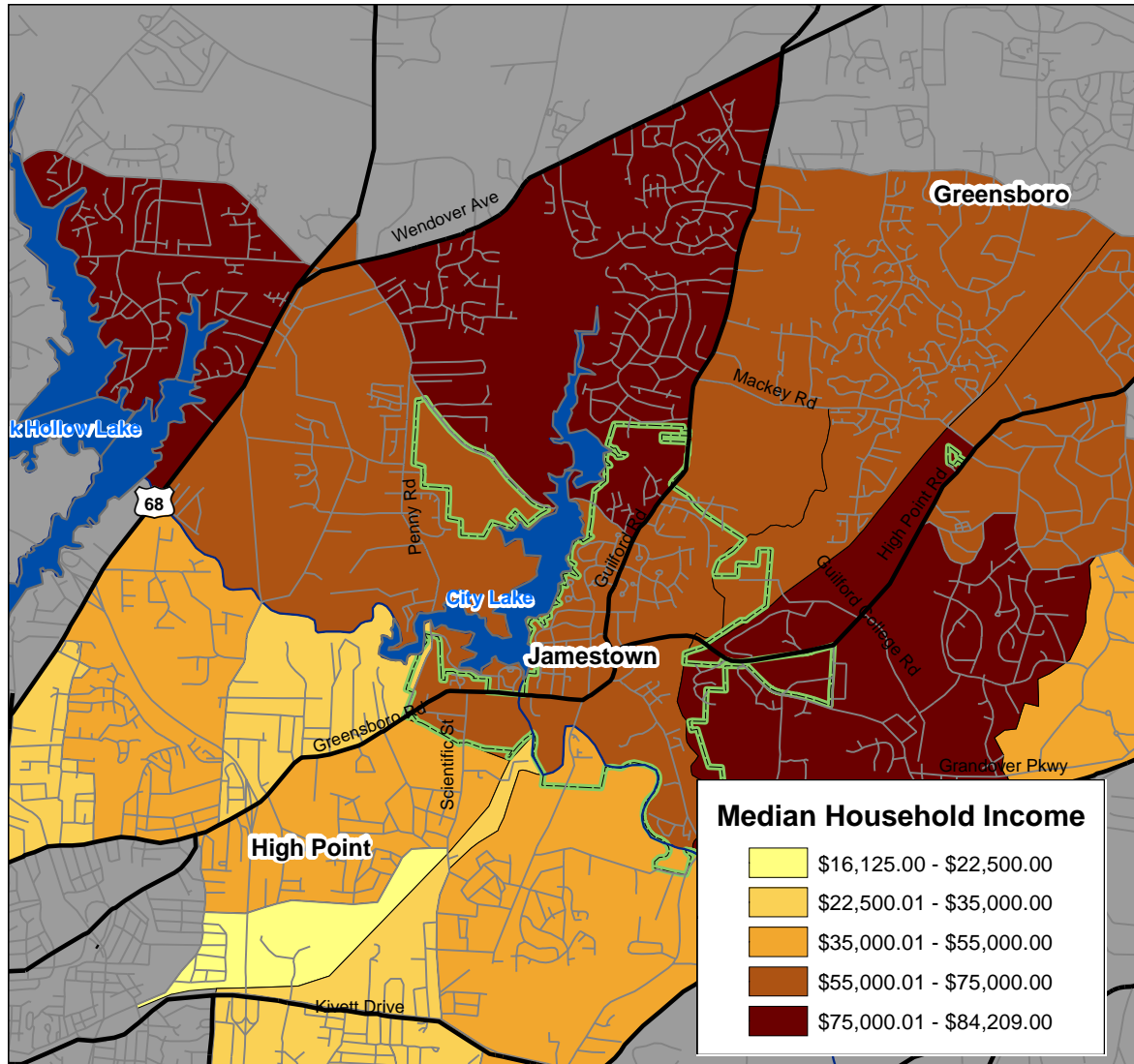
Source: 2000 Census of Population & Housing, SF3 File.

**Figure 2.12 – Household Income Comparison, 2000**



Source: 2000 Census of Population & Housing, SF3 File.

Figure 2.13 – Median Household Income for Jamestown & Surrounding Area, 2000



Source: 2000 Census of Population & Housing, SF3 File.

The overall poverty rate in Guilford County is twice as high as the poverty rate in Jamestown. The poverty rate of persons age 65 and older is the lowest among the comparison areas.

**Table 2.14 – Poverty Rate Comparison, 2000**

	<b>Overall</b>	<b>Children</b>	<b>Elderly</b>
Clemmons	3.5%	3.6%	8.5%
Elon	20.9%	6.5%	9.9%
<b>Jamestown</b>	<b>5.3%</b>	<b>6.9%</b>	<b>1.3%</b>
Oak Ridge	3.8%	3.6%	3.8%
Rural Hall	8.9%	10.9%	9.8%
Stokesdale	5.3%	5.7%	12.9%
Guilford County	10.6%	13.8%	9.9%
NC	12.3%	15.7%	13.2%

*Source: 2000 Census of Population & Housing, SF3 File.*

## EDUCATIONAL ATTAINMENT

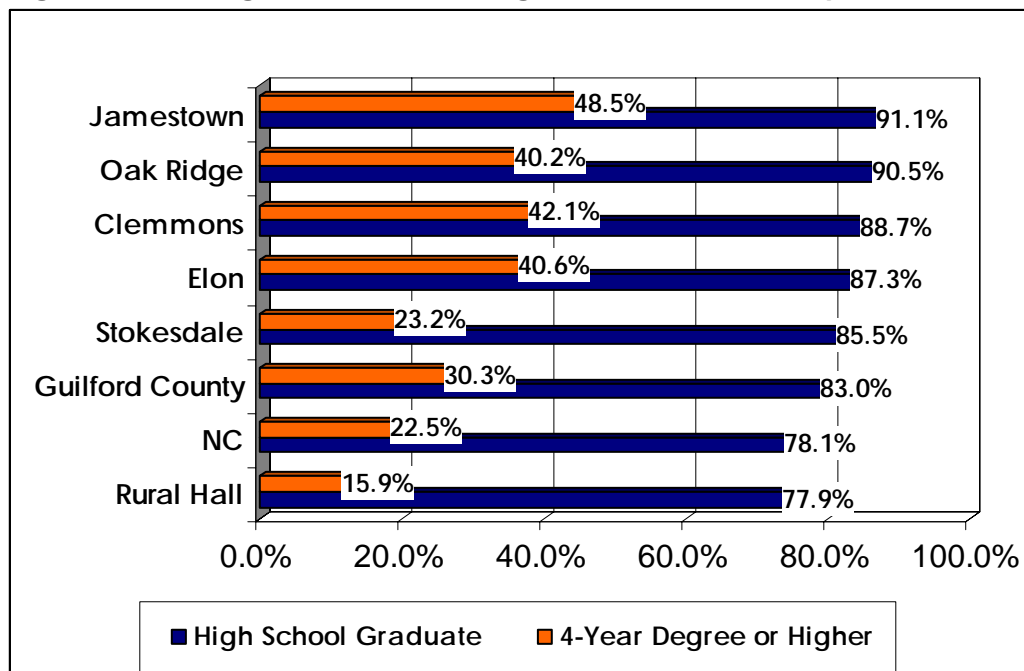
Jamestown's educational attainment rates among adults are the highest among the comparison areas and among the highest throughout the state. In fact, the percentage of Jamestown adults with a college degree is the 27<sup>th</sup> highest in the state, and the 2<sup>nd</sup> highest in the 12-county Piedmont Triad Region. Only Bermuda Run, an exclusive gated community in Davie County, has higher educational attainment rates in the Piedmont Triad region. Bermuda Run is not considered a comparison Town.

**Table 2.15 – Educational Attainment Comparison, 2000**

	No High School Education	High School Graduate	Some College	4-Year Degree or Higher
Clemmons	4.3%	88.7%	67.9%	42.1%
Elon	5.2%	87.3%	64.6%	40.6%
Jamestown	4.4%	91.1%	76.0%	48.5%
Oak Ridge	2.5%	90.5%	70.1%	40.2%
Rural Hall	8.1%	77.9%	43.0%	15.9%
Stokesdale	4.7%	85.5%	51.5%	23.2%
Guilford County	5.4%	83.0%	57.9%	30.3%
NC	7.8%	78.1%	49.8%	22.5%

*Source: 2000 Census of Population & Housing, SF3 File.*

**Figure 2.14 – High School & College Graduation Comparison, 2000**

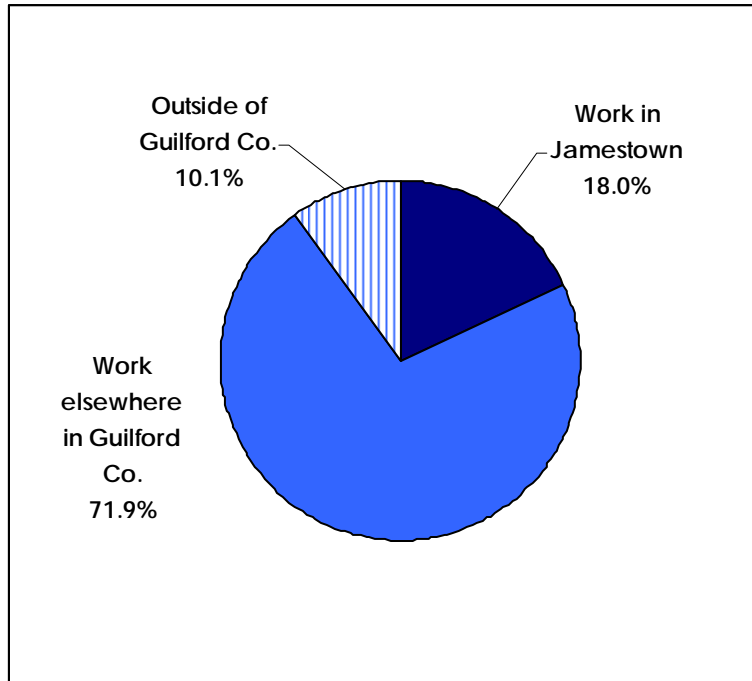


*Source: 2000 Census of Population & Housing, SF3 File.*

## LABOR FORCE & EARNINGS

Almost 73% of adults in Jamestown are in the labor force. Unemployment in 2000 was 2.5% -- typically a figure low enough to warrant full employment. Most Jamestown residents, however, do not work in Jamestown.

**Figure 2.15 – Where Jamestown Residents Work, 2000**



*Source: 2000 Census of Population & Housing, SF3 File.*

Analysis of 1990 census data for Jamestown and surrounding area (census tract 164.02) shows that about 35% of residents worked in Greensboro, 33% in High Point, 22% in other areas of Guilford County, 4% in Forsyth County, 3% in Davidson County, 2% in Randolph County, and 2% in all other places. Commuting data by census tract was not compiled from the 2000 Census due to budget issues, but the overall breakdown of commuters by area has probably not changed significantly. Jamestown commuters are, for the most part, evenly divided between those who work in Greensboro and those who work in High Point, with Greensboro having a slight edge simply due to more available jobs.

Commuting data shows a similar out-commuting rate among the comparison areas. All comparison cities and towns have a low proportion of their residents working in them. All rely on a nearby larger city for jobs; for Rural Hall and Clemmons, the primary workplace is Winston-Salem and for Oak Ridge and Stokesdale it is Greensboro. Most residents of Elon commute to jobs in both Burlington and Greensboro.

**Table 2.16 – Commuting Comparison, 2000**

	% Working in City/Town of Residence	% Working in County of Residence	Average Commute Time (minutes)
Clemmons	18.2%	82.3%	22.0
Elon	16.0%	79.4%	16.1
<b>Jamestown</b>	<b>18.0%</b>	<b>89.9%</b>	<b>20.1</b>
Oak Ridge	9.3%	77.8%	25.8
Rural Hall	12.6%	82.8%	22.0
Stokesdale	12.1%	77.3%	25.3

Source: 2000 Census of Population & Housing, SF3 File.

Almost fifty percent of Jamestown residents work in management or professional occupations. Jamestown has the lowest proportion of blue collar workers (those in construction, maintenance, production, and transportation occupations) among the comparison areas.

**Table 2.17 – Occupation of Residents Comparison, 2000**

	Management/ Professional	Service	Sales/ Office	Construction/ Maintenance	Production/ Transportation
Clemmons	47.8%	11.0%	25.3%	6.9%	9.0%
Elon	38.8%	18.4%	29.0%	3.7%	10.0%
<b>Jamestown</b>	<b>45.6%</b>	<b>10.2%</b>	<b>31.6%</b>	<b>2.9%</b>	<b>9.7%</b>
Oak Ridge	49.3%	8.6%	25.2%	5.7%	11.2%
Rural Hall	26.6%	14.6%	25.9%	14.2%	18.6%
Stokesdale	35.1%	6.6%	25.8%	13.9%	18.6%
Guilford County	34.7%	12.6%	28.8%	8.2%	15.5%

Source: 2000 Census of Population & Housing, SF3 file.

2000 Census data indicates median earnings in Jamestown were the third highest among the comparison areas. Only Oak Ridge and Clemmons had residents with higher median earnings. The primary difference in earnings between Jamestown and Clemmons seems to be mostly due to more females in full time jobs in Clemmons while those in Jamestown were a little more likely to be employed part-time.

**Table 2.18 – Median Earnings Comparison, 2000**

	Overall	Male	Female
Clemmons	\$31,399	\$41,331	\$23,637
Elon	\$5,862	\$10,475	\$4,569
<b>Jamestown</b>	<b>\$29,250</b>	<b>\$42,277</b>	<b>\$20,563</b>
Oak Ridge	\$36,644	\$50,977	\$25,387
Rural Hall	\$24,724	\$28,843	\$20,887
Stokesdale	\$28,924	\$35,259	\$22,762
Guilford County	\$24,117	\$29,080	\$20,231
NC	\$22,276	\$26,812	\$18,619

Source: 2000 Census of Population & Housing, SF3 Files.



According to the 2002 Economic Census of the US, there are a total of 570 firms in Jamestown. Of these, 183 have paid employees, with a total of 1,838 employees.

**Table 2.19 – Employment within Jamestown by Industry Sector**

	Employment within Jamestown by Sector
Manufacturing	540
Retail Trade	246
Wholesale Trade	107
Administrative & Support	135
Accommodation & Food services	114
Data on other industrial segments suppressed for confidentiality reasons	

*Source: US Census Bureau, 2002 Economic Census.*

## **MUNICIPAL FINANCES**

**Table 2.20 – Tax Rate per \$100 Valuation Comparison, 2006-07**

	Tax Rate	Latest Revaluation Date
Clemmons	\$ .0985	2005
Elon	\$ .3700	2001
Jamestown	\$ .3500	2004
Oak Ridge	\$ .0863	2004
Rural Hall	\$ .2300	2005
Stokesdale	\$ .0000	2004
High Point	\$ .6080	2004
Greensboro	\$ .6150	2004

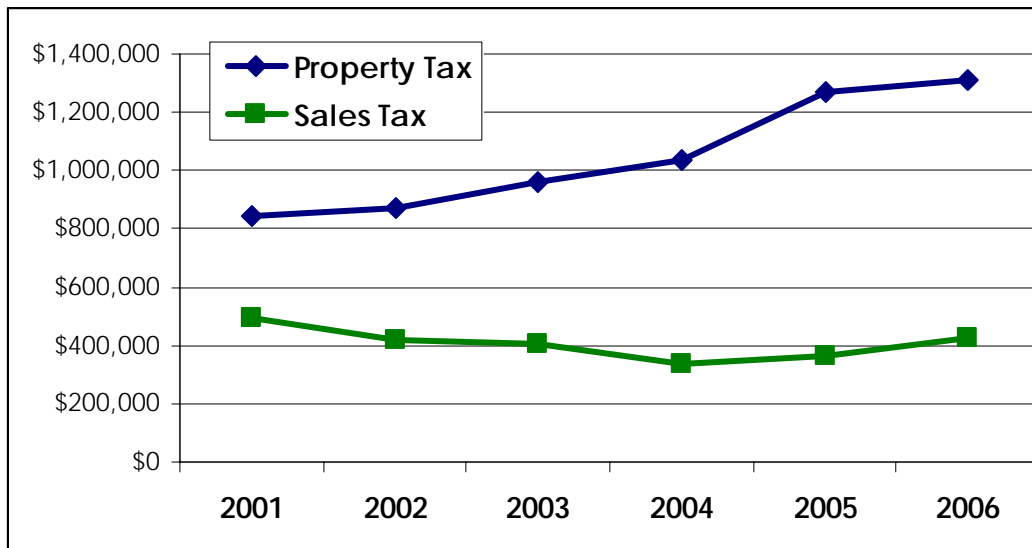
*Source: NC Department of State Treasurer, Local Government Division, 2006.*

**Table 2.21 – Municipal Financial Comparison, 2006**

	Revenues Per Capita	Expenditures per Capita	Fund Balance	Property Valuations
Clemmons	\$255	\$219	\$ 5,519,309	\$ 1,642,590,848
Elon	\$841	\$868	\$ 2,777,355	\$ 418,955,515
<b>Jamestown</b>	<b>\$1,802</b>	<b>\$1,710</b>	<b>\$ 1,416,865</b>	<b>\$ 376,473,670</b>
Oak Ridge	\$234	\$432	\$ 2,814,021	\$ 579,907,133
Rural Hall	\$671	\$597	\$ 3,204,076	\$ 325,780,824
Stokesdale	\$189	\$109	\$ 3,298,987	Not available
High Point	\$3,396	\$2,777	\$ 17,222,017	\$ 8,382,682,024
Greensboro	\$1,563	\$1,582	\$ 35,319,857	\$ 21,263,948,475

Source: NC Department of State Treasurer, Local Government Division, 2006.

**Figure 2.16 – Jamestown Property Tax & Sales Tax Revenues, 2001-2006**



Source: NC Department of State Treasurer, Local Government Division, 2001-06.

## **2.2 ANALYSIS OF URBAN SERVICE GROWTH FACTORS**

### **WATER SYSTEM**

#### **ANALYSIS**

The Town of Jamestown does not have its own water treatment facility. The Town purchases 87% of its water from the City of High Point and 13% from Greensboro. The Town is constructing a new water line from the City of High Point to meet increasing demand and to improve water quality. Once complete, this water line will provide the majority of water service for the Town of Jamestown. The City of Greensboro will serve as a back-up water source for the entire town. Currently, the Fox Hollow subdivision located off Mackay Road receives water from the City of Greensboro. It lies outside Jamestown's municipal limits, but within the annexation agreement boundary line with Greensboro.

Effective July 1<sup>st</sup>, 2007 in-town residents pay \$2.25 per 750 gallons of water use and out-of-town residents pay \$4.00 per 750 gallons of water use. The Town uses approximately 500,000 gallons of water a day. The connection fee imposed for connecting a new ¾" water line to the water main is \$1,200 for in-town residents and \$2,000 for out-of-town residents. Facility fees for maintenance are not levied on new hook-ups.

#### **CONCLUSIONS**

The addition of a new water main from the City of High Point will improve water quality and pressure for much of Jamestown's residents. The fact that the Town purchases water from the City of High Point is beneficial in that the Town does not need to strategically plan for capital improvements to water treatment facilities. The drawback is that the Town does not have direct control over the rates charged for water use. There are no limits on the amount of water the Town of Jamestown chooses to purchase from the City of High Point or Greensboro.

Jamestown is a partner in the joint Governmental Agreement approved in 1987 for the purpose of acquiring land and constructing the Randleman Dam. The partners are now in the process of proposing an additional agreement to construct a water treatment plant and related facilities to provide treated water to the participating partners (City of Archdale, City of Greensboro, City of High Point, Town of Jamestown, City of Randleman, and County of Randolph). Upon completion of this water treatment plant, Jamestown will own a portion of the water and treatment facility.

Jamestown's percentage of treated water will flow to Jamestown waterlines from the existing metered connections with High Point and Greensboro, passing through the transmission lines that both these communities will construct. These communities will charge Jamestown a fee for using the transmission lines and Jamestown will also pay plant operating costs, plant debt service costs, as well as the cost of the treated water purchased from the new plant.

## **WASTEWATER SYSTEM**

### **ANALYSIS**

The Town of Jamestown does not currently own or operate a wastewater treatment plant. There are three neighborhood pump stations in lower lying areas that pump wastewater to the main lines. The Clifton Park pump station capacity is 288,000 GPD, the Mendenhall pump station capacity is 1,008,000 GPD and the Scientific pump station capacity is 144,000 GPD. Recent construction of the Deep River Outfall allows the wastewater lines currently served by the Scientific pump station to be gravity fed to the City of High Point Eastside treatment facility. The other two pump stations will continue to be maintained and operated. Jamestown sends 1.25 million gallons of wastewater a day to be treated by the City of High Point.

The rates for wastewater are the same as the rates for water service. Effective July 1, 2007 in-town residents will pay \$2.25 per 750 gallons of wastewater and out-of-town residents will pay \$400 per 750 gallons of wastewater. The connection fee imposed for a 4" connection to a sewer main is \$1,200 for in-town residents and \$2,000 for out-of-town residents. Facility fees for maintenance are not levied on new hook-ups.

### **CONCLUSIONS**

The allowance of wastewater granted to the Town of Jamestown from High Point is a capacity of 2 million gallons a day. This includes wastewater from the City of Greensboro's Adams Farm development, which sends wastewater through Jamestown to the City of High Point. The capacity of wastewater used by the Adam's Farm development and the Town of Jamestown can increase 750,000 gallons a day beyond current usage before additional allowances are needed from High Point.

The discrepancy between the gallons of water used and wastewater used is a result of the Adam's Farm development sending their wastewater through Jamestown to High Point's Eastside wastewater treatment facility. The Town of Jamestown bases wastewater use upon water usage in residential neighborhoods. To more effectively keep track of wastewater, the Town may consider metering wastewater.

Figure 2.17 and Figure 2.18 show maps of the Water System and the Wastewater System. The accuracy of these maps should not be used for surveying or engineering documentation. Check with the Jamestown Public Works Department for up to date maps of the sewer and water system.



Figure 2.17 – Water System Map

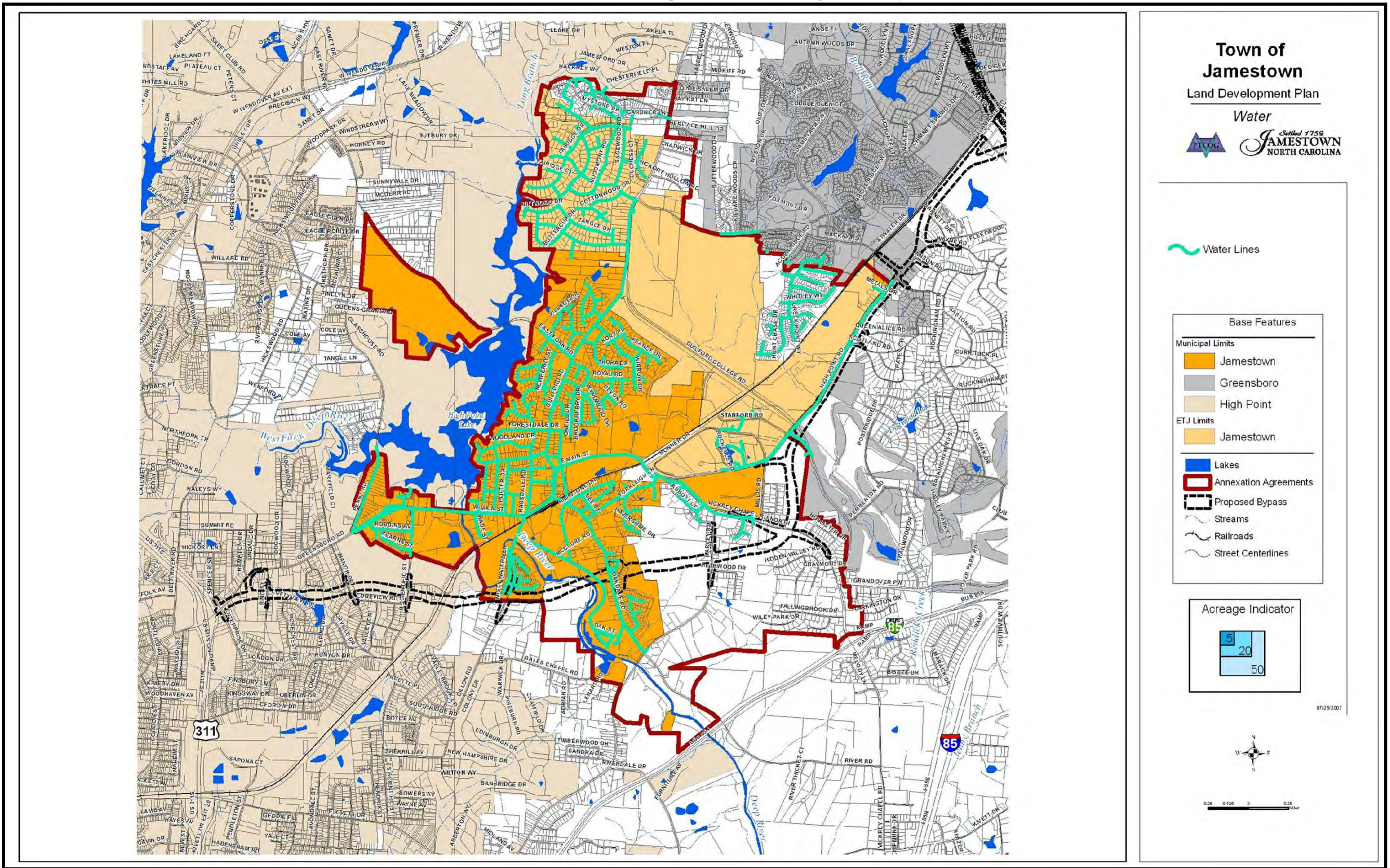
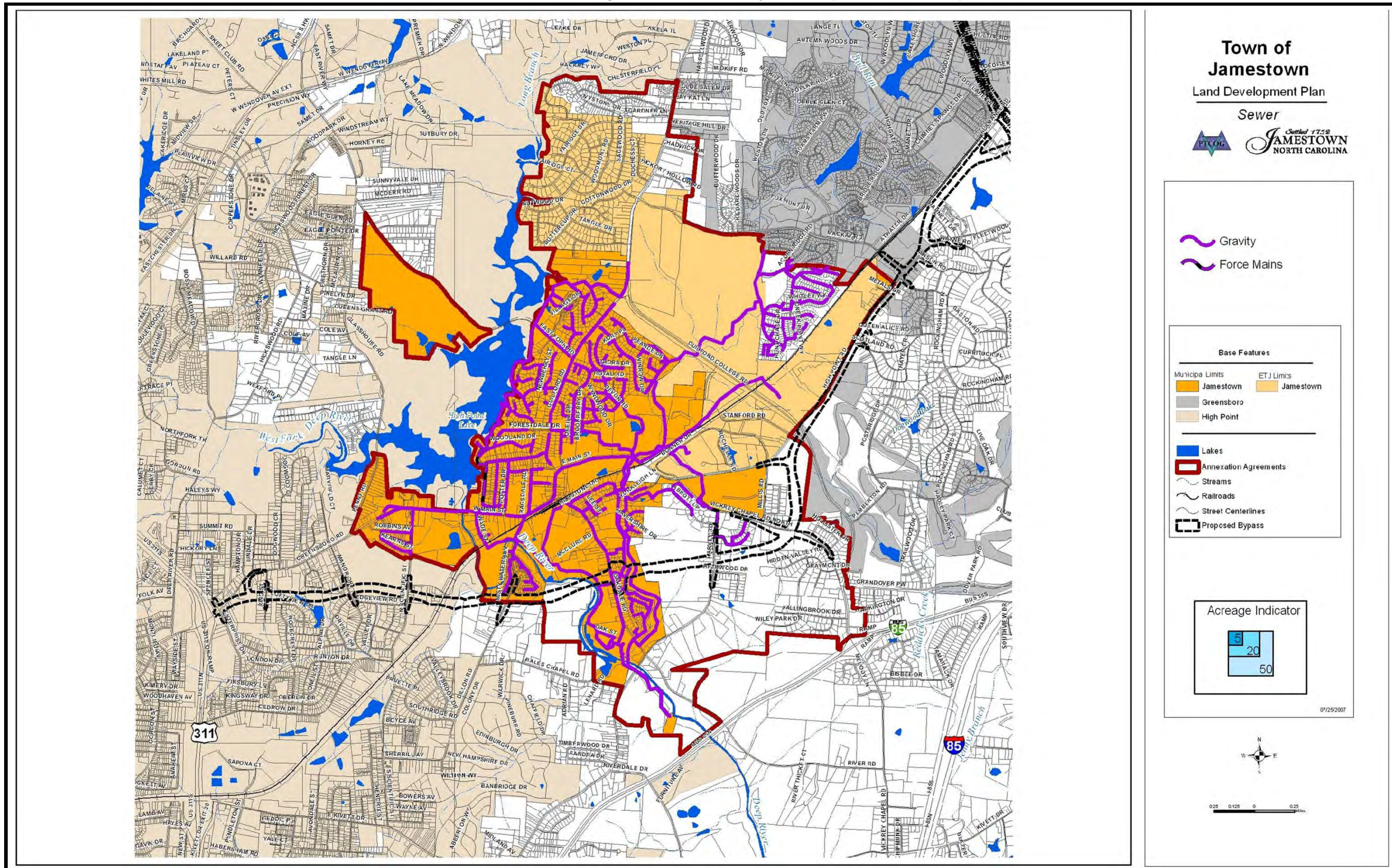




Figure 2.18 – Sewer System Improvements Map





## TRANSPORTATION SYSTEM

### **ANALYSIS**

The Town of Jamestown is located between the cities of Greensboro and High Point. The Town is crisscrossed by several major arterials with relatively high volume and average daily trips (ADT), including Main Street (High Point Road), Guilford College Road, Oakdale Road, Vickery Chapel Road, Guilford Road, Scientific Street and Penny Road. There is a high level of traffic moving through the Main Street area, which often causes congestion in the Central Business District. The North Carolina Railroad (NCRR) owns a single set of tracks running through the heart of Jamestown. The NCRR is in the process of adding a second set of tracks within its right-of-way.

#### The 2030 Long Range Transportation Plan (LRTP)

The Town is a member of the High Point Urban Area Metropolitan Planning Organization (MPO). Transportation planning for the Town is completed through the work of the MPO and NCDOT. The LRTP outlines a number of goals and objectives for the entire High Point Area MPO including improving mobility, decreasing congestion, improving efficiency and safety among others. The 2030 LRTP is currently being updated to reflect any changes since the plan was completed in 2004. The LRTP serves as a decision-making tool for the High Point Area MPO. When deciding what specific transportation projects and programs to pursue, planners will consult the LRTP. The active TIP projects discussed below result from consultation with the LRTP and additional public input.



*Bridge Replacement on Main Street Above the Deep River*

#### TIP Review

The projects on the current 2006-2012 State Transportation Improvement Program within the Town of Jamestown include:

- U-2412 - Widening of Greensboro-High Point Road from Hilltop Road to the 311 Bypass. This is a multi-year construction project that is currently in the planning and design phase. Right-of-way acquisition will begin in fiscal year 2009, with construction to begin in 2011. A new alignment of the road will be built in Jamestown south of the existing High Point Road/Main Street alignment. This project is known as the Jamestown Bypass.
- U - 2913 -Widening of Guilford College Road from High Point Road to Hornaday Road. This project was completed in 2007.

The attached *Transportation System Improvements Map* - Figure 2.19 highlights these projects and also identifies the hierarchy of roads within Jamestown's transportation planning area.



## Sidewalk System

The heart of Jamestown has an interconnected sidewalk system, which the Town continues to expand. There are very few sidewalks in residential neighborhoods, but some connect to points of destination in the center of Town. The town has spent \$750,000 building 3.6 miles of sidewalks from 1996 to 2007. The Jamestown Zoning Ordinance does not have any sidewalk requirements, but the Town does encourage installation of sidewalks in new residential and commercial developments. The Town also has recently been constructing sidewalks near the downtown area, creating important connections to nearby residential neighborhoods. The Town also has plans to connect the Guilford Technical Community College (GTCC) campus on East Main Street with the downtown area. In addition there are negotiations with Norfolk Southern Railroad to explore the concept of providing a pedestrian tunnel under the railroad along East Main Street. Limited right of way on East Main Street makes it necessary to tunnel under the existing railroad tracks to install a sidewalk.



*Sidewalk Installation Main Street*

## Transit System

The Town of Jamestown is serviced by the Greensboro Transit Authority (GTA) and HiTRAN, High Point's Public Transportation operator. There are a total of two routes that run along East Main Street. Both routes terminate at the Greensboro Technical Community College (GTCC). The GTA route (High Point Road Connector 11A) originates at Wintergarden Lane and Merritt Drive in Greensboro and runs south and west towards Jamestown. The HiTRAN route (Jamestown-GTCC 25) originates at the Broad Avenue Transit Center in downtown High Point and runs north and east making stops at Jamestown Town Hall and GTCC. About 3% of households in Jamestown do not own a vehicle, which compares to nearly 6% statewide (Census: 2000).



*Bicyclist Crossing East Fork Road*

## Bike Routes

The Town of Jamestown has a series of local on-road bike routes that have been mapped by the High Point Area Metropolitan Planning Organization (MPO). These routes serve to connect points of interest and were created in consultation with local bicyclists. These routes are shown in Figure 2.19 below.

## Greenways

Greenways serve an important transportation need and can act as a unifying element that links neighborhoods, schools, parks and other land uses together. Greenways can be especially valuable because they are usually created as independent transportation elements that provide an alternative to the automobile and can help reduce traffic congestion and air pollution. When

following streams, greenways provide buffers and help reduce pollution caused by storm water surface runoff.



*Greenway Trail Corridor*  
Photo courtesy of PTCOG.

## CONCLUSIONS

Continued growth in Jamestown, High Point and Greensboro will affect traffic volumes on Jamestown roadways for years to come. The Jamestown Bypass project, currently the only TIP project in Jamestown, will have a significant impact on traffic congestion in the downtown. It is likely to lower the number of vehicles using Main Street to pass through Jamestown. The land uses lining the Jamestown Bypass should be reviewed as this new corridor will see new business and residences develop. Mixed-use development and access management of this new roadway needs to be considered as well to minimize traffic congestion and preserve level of service. A comprehensive access management policy would be a useful tool for managing access along this major thoroughfare as well as other major roadways, including Main Street/High Point Road and Guilford College Road.

Sidewalk requirements and design guidelines should be considered for inclusion in the Zoning Ordinance. Requirement for the construction of sidewalks in new development would help build the sidewalk network, with little capital cost to Jamestown. There are a number of documents that can be consulted for schematics and diagrams of desirable sidewalk construction and placement with or without curb and gutter. The following documents should be consulted in designing policies and construction guidelines for sidewalks:

*A Policy on Geometric Design of Highways and Streets, (The Green Book).* American Association of State Highway and Transportation Officials (AASHTO) (1994)

*Guide for the Planning, Design and Operation of Pedestrian Facilities.* American Association of State Highway and Transportation Officials (2004)

*North Carolina Pedestrian Facility Design Guidelines* NCDOT Bicycle and Pedestrian Program (1995)

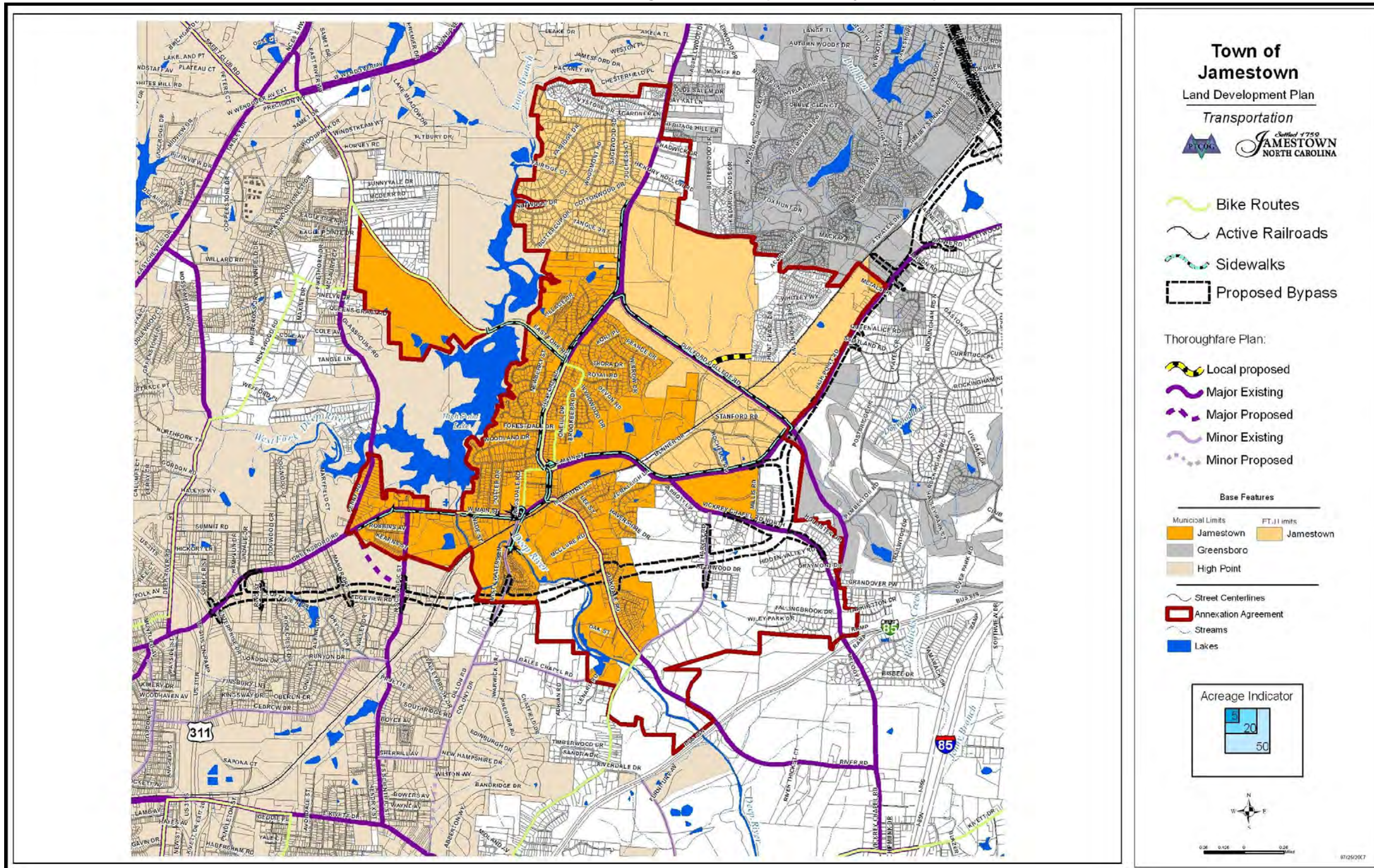
*Design and Safety of Pedestrian Facilities, A Recommended Practice.* Institute of Transportation Engineers (1998)

The relationship between the Town's transportation system and land use patterns cannot be emphasized enough. As new roads are proposed and new developments are built, close attention needs to be paid to developing an interconnected, multi-modal transportation system that creates a pedestrian-friendly environment and minimizes traffic congestion as growth occurs. The Town should also pay close attention to the acquisition of land or easements for future greenway and recreational trail system development, to provide safe and convenient pedestrian access among public uses, neighborhoods and businesses. The following book may be a useful tool to help the Town better monitor the relationship between land use and transportation:

*The Transportation/Land Use Connection.* Moore, Thorsnes and Appleyard (2007)



Figure 2.19 Transportation System Map





## **PARKS AND RECREATION SYSTEM**

### **ANALYSIS**

Existing Resources: The Town of Jamestown owns and operates a 182-acre park complex including a golf course, tennis courts and recreation fields. This complex is bordered by East Fork Road to the north and east, City Lake to the south and High Point residential development to the west. Jamestown also operates and maintains Gibson Park, which is owned by Guilford County. Gibson Park is adjacent to Jamestown Park, bordered by East Fork Road to the south and west and by City Lake and residential development of Greensboro to the north and east. The Jamestown Park is very popular with Jamestown citizens in addition to other Triad residents. The golf course plays host to tournaments, lessons, a driving range and a restaurant. There are also other recreational opportunities including: tennis courts, softball, baseball, soccer fields, basketball and volleyball courts. There are youth athletic programs run by volunteer groups held at the park. A facility this size for Jamestown creates an environment for easy access to high quality passive and active recreation opportunities.

**Table 2.22 Jamestown Parks and Recreation Facilities**

<b>Name of Facility</b>	<b>Size</b>	<b>Amenities</b>
Jamestown Park and Golf Course	182 acres	18-hole championship golf course and restaurant, tennis courts, soccer and baseball fields, basketball and volleyball courts
Gibson Park (managed by Jamestown, owned by Guilford County)	95 acres	Walking/biking trails, baseball, softball and soccer fields and picnic shelter

Future Parks, Recreation, and Open Space Needs: In the spring of 2007, the Town's Parks and Recreation committee conducted a survey of parks, recreation and open space needs. The result of this survey will provide information on how the Town will improve the parks and recreation system to meet the needs of existing and future residents.

### **CONCLUSION**

A goal of the Land Development Plan is to build upon important existing parks in Jamestown and help to ensure these cherished amenities and the programs at each location are preserved for future generations. The location of new park facilities may have an effect on future land use choices. Identifying the location of existing and planned recreational areas can be valuable in guiding the location of future development. To meet the Town's goals for creating a more inter-connected, pedestrian-friendly community, the Town should pay special attention to the planning, design and installation of linear greenway parks, especially within designated conservation corridors along streams and rivers.



*Jamestown Park Golf Course  
(Courtesy, Town of Jamestown)*

## 2.3 ANALYSIS OF ENVIRONMENTAL FACTORS

### NATURAL AND HUMAN ENVIRONMENTAL FEATURES

#### **ANALYSIS**

The Town of Jamestown and its surrounding planning area includes a range of unique natural and human environmental features. These features range from historic sites to areas of high quality farmland. The attached map provides a geographic illustration of the natural & human environmental features described in more detail below (see *Natural & Human Environmental Features Map* - Figure 2.20).

#### **Natural Heritage Areas**

An inventory of significant natural areas was conducted in Guilford County by the North Carolina Natural Heritage Program. Natural Heritage Areas are sites which support natural assemblages of fauna and flora which are significant to the county, region and state. The Town of Jamestown study area does not contain any of the three (3) Guilford County natural heritage areas designated by the North Carolina Heritage Program. Guilford County is one of the state's most populated and fastest-growing counties, encompassing a large portion of the Triad urban region. Jamestown is located between the two large urban areas of Guilford County, High Point and Greensboro. Guilford is considered an "urban" county because less than 25% of its population resides in unincorporated areas. Contrary to its urban designation, however, approximately 75% of the county land area is devoted to agricultural use or is undeveloped, but much of this open space is in the northern reaches of the County, far outside Jamestown planning limits.

#### **Historic Sites**

The Town of Jamestown study area contains numerous historic sites, many of which have been placed on the National Register of Historic Places (NRHP) and are reported through the North Carolina Historic Preservation Office. Table 2.23 shows a list of historic properties that are located within Jamestown's study area that are included in Guilford County Historical Sites (State Historic Preservation Office, <http://www.hpo.dcr.state.nc.us/nrlist.htm>) listing. The National Register of Historic Sites are shown with the date by which they were nominated to the NRHP below.



*Frazier House, circa 1910 (Map Location #656 for Figure 2.20)*

**Table 2.23 - Jamestown Area Historic Properties**

Map Location #	Name of Property	Construction Date	Location
148	Hayes House	ca. 1934	Sedgefield
160	Gardner House	1827	Greensboro Vic.
169	Mackay- Armstrong- Thornton House	Late 1800s	Jamestown Vic.
170	Futrell- Mackey- Armstrong House	1885	Jamestown Vic.
189	Sedgefield House	Unknown	Sedgefield
190	Guilford Technical College	1958-1975	Jamestown Vic.
191	Iddings House	ca. 1825	Jamestown Vic.
344	Jordon House	Late 1800s	High Point
384	Wright House	Mid 1800s	Jamestown Vic.
386	Florence Female Academy	1853	Jamestown Vic.
387	Briggs House	Mid 1800s	Jamestown Vic.
426	Mitchell House	1918	High Point Vic.
427	Armfield House	1895	High Point Vic.
515	Wiley House	1908	Greensboro Vic.
553	Penny House	1920s	High Point
566	Williard House	Ca. 1920	High Point
567	Modern Upholstery Building	Unknown	High Point
568	Harper House	1926	High Point
569	Welch House	1926	High Point
		Ca. 1860s	
641	White House	(Kit)	High Point
649	Potter's Mill House	Mid 1800s	Jamestown
650	Potter's Mill	Mid 1800s	Jamestown
651	Dillon House	Ca. 1896	Jamestown Vic.
652	Coffin House #2	Ca. 1812	Jamestown
653	Gas Station	Unknown	Jamestown
654	Jamestown Public School (Former) (12/6/1991)	1915	Jamestown
656	Frazier House	Early 1900s	Jamestown
657	Potter Log House	Ca. 1819	Jamestown
658	Lindsay Medical School	Early 1800s	Jamestown
659	Mendenhall Store (11/3/1972)	1824	Jamestown
660	Mendenhall Plantation (11/3/1972)	Ca. 1811	Jamestown
661	Jamestown Friends Meeting	Ca. 1820s	Jamestown
662	Coffin House #1	Ca.1855	Jamestown
663	Johnson House	Early 1800s	Jamestown
664	Bundy House	Late 1800s	Jamestown
665	Ragsdale House (9/3/1991)	1864	Jamestown
666	Ragsdale Tenant House (9/3/1991)	Late 1800s	Jamestown
667	Ragsdale Barn (9/3/1991)	Unknown	Jamestown
668	Ragsdale Carriage House (9/3/1991)	1870s-1880s	Jamestown
669	Ragsdale Cook's House (9/3/1991)	1880s-1890s	Jamestown
670	Oakdale Mill Superintendent House (3/15/1976)	Ca. 1920	Jamestown
672	Oakdale Cotton Mill (3/15/1976)	1880s	Jamestown
673	Oakdale School (3/15/1976)	Early 1900s	Jamestown
674	Oakdale Cotton Mill Village (3/15/1976)	1910s-1920s	Jamestown
675	Oakdale Store (3/15/1976)	Early 1900s	Jamestown

In addition to the above properties, the Jamestown Historic District was established in 1973, which includes parcels on both sides of Main Street west of Oakdale Road and east of Robbins Avenue. See the *Natural and Human Environmental Features Map* – Figure 2.20 below for more detail on this historic district.

### **Wetlands**

The US Fish and Wildlife Service maintains the National Wetlands Inventory used to identify wetlands located within the study area. Small areas of wetlands can be found in and around Jamestown. Typically, these wetlands are limited to areas adjacent to streams or other bodies of water. There are a limited number of small wetlands areas along High Point Road and Main Street, separate from the Deep River and City Lake water system.

### **Soils and High Quality Farmlands**

According to the Soil Survey of Guilford County conducted by the USDA in 1977 there are three major soil associations within the study area::

- Enon/Mecklenburg Association – gently sloping and sloping, well drained soils with a sandy clay loam, clay and clay loam subsoil on uplands.
- Wilkes/Enon Association – sloping to steep well drained soils that have a sandy loam, clay loam and sandy clay loam or clay soil on uplands.
- Chewacla-Wehadky-Congaree Association – nearly level, well drained to poorly drained soils, with sandy loam, loam, silt loam, clay loam and silt clay loam subsoil on floodplains

The Enon/Mecklenburg and Wilkes/Enon Associations are the most common soils in the Jamestown study area. The Chewacla-Wehadky-Congaree Association is located primarily along the banks Deep River and its tributaries.

The Guilford County Center of the North Carolina Agricultural Extension Service explains that high quality farmland in Guilford County generally consists of cecil soils with a slope of less than 8 percent. There are limited pockets of cecil soils in Jamestown. An important characteristic of this high quality farmland soil is that it is well-draining. The Town of Jamestown and surrounding planning area contains some farmland. However, much of the planning area is urbanized or is facing great pressure to develop in the near future, allowing few opportunities for future agricultural use.

### **Impaired Rivers and Streams**

Section 303(d) of the Federal Clean Water Act requires states to identify rivers and streams which do not meet water quality standards or that have become impaired. An impaired stream may have high turbidity, high levels of fecal coli form bacterial counts or other pollutants that result in not meeting minimum water quality standards. The Deep River within the Jamestown's planning area is included on the North Carolina's 303(d) list of impaired streams. In addition, Table 2.24 shows waterways within High Point that are listed on the State's 303(d) list. These are included because Jamestown's drinking water is supplied by High Point. Different sections of the same stream may be



classified with a different AU number (see Table 2.24 below) and are monitored individually by the North Carolina Division of Water Quality.

**Table 2.24 Impaired Rivers and Streams in Planning Area**

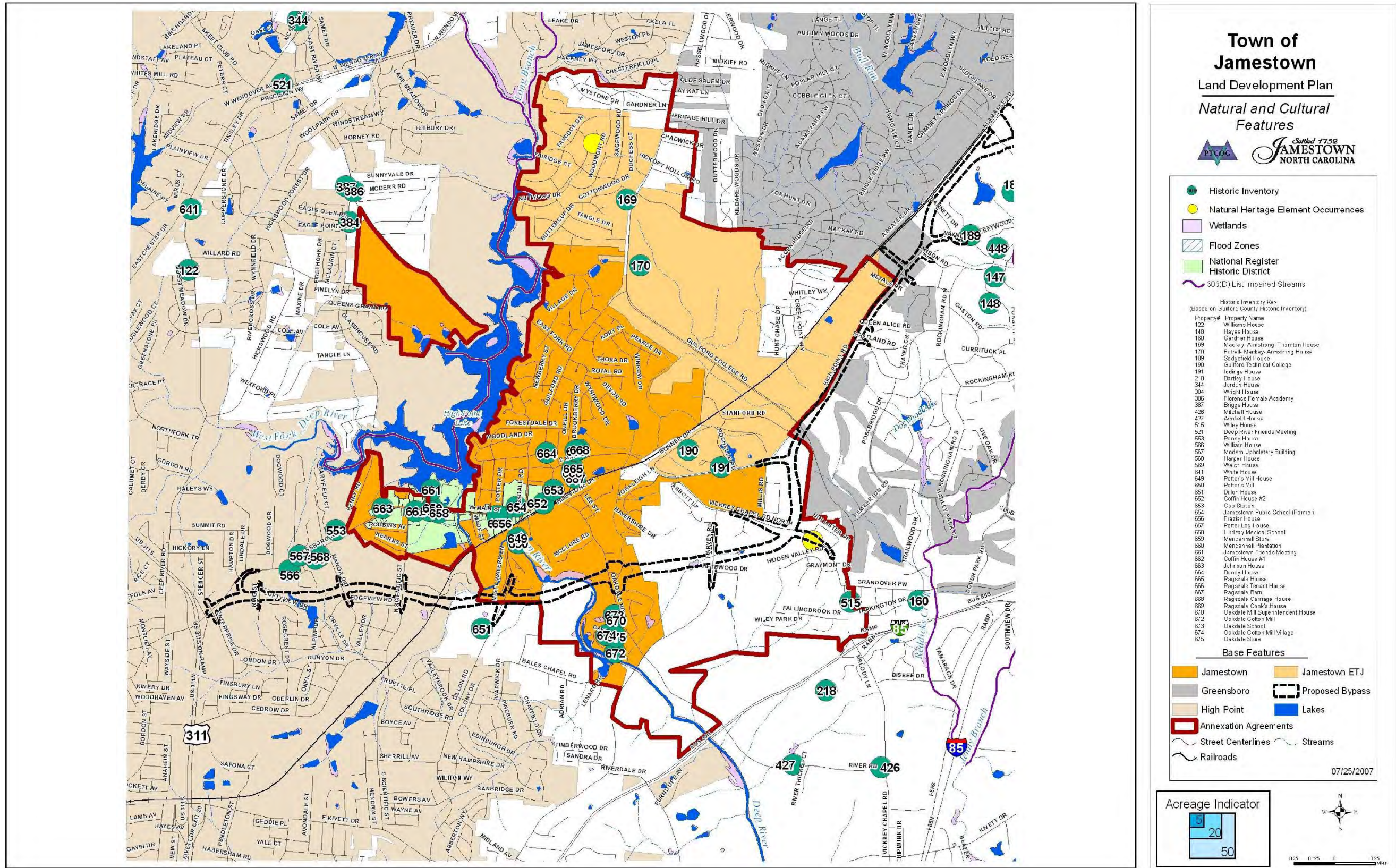
<b>AU NUMBER</b>	<b>Stream Name</b>	<b>Location</b>
17-(3.7)	Deep River	Jamestown
17-(1)	Deep River (including High Point Lake)	High Point
17-(3.3)	Deep River	High Point
17-(4)a	Deep River	High Point
12-119-7	Rich Fork	High Point
17-2-(0.7)	East Fork Deep River	High Point
17-2-1-(2)	Long Branch	High Point
17-3-(0.7)a	West Fork Deep River (Oak Hollow Reservoir)	High Point
17-7-(0.5)	Richland Creek	High Point
17-7-(4)	Richland Creek	High Point

### **CONCLUSION**

A goal of this Land Development Plan is to build upon important existing natural and cultural features found within Jamestown and make certain these cherished features are preserved for future generations. The location and distribution of these features can have a substantial influence on recommended future land uses. The high growth pressure coming from High Point to the southwest and from Greensboro to the northeast will continue to affect not only land development, but also traffic flow and volumes. Preserving the limited high quality natural areas and farmland is important to preserving the small town feel of Jamestown. Future development should take into account these remaining natural and cultural resources and avoid adverse impacts to the environment.



Figure 2.20 – Natural and Human Environmental Features Map





## **LAND DEVELOPMENT SUITABILITY**

### **ANALYSIS**

Three key environmental growth factors were mapped and analyzed to identify physical limitations and regulatory constraints affecting future land development as shown on the *Development Limitations Map* – Figure 2.22. Results of this analysis were used to determine the potential suitability of vacant land for urban uses, and to formulate strategies for future growth.

#### **Topographic Slope Limitations**

The degree of slope throughout the planning area was calculated using topographic contour data provided by Guilford County, and supplemented by USGS topographic contour data for portions of the study area. This data was used to generate a topographic *Elevation Profile Map* – Figure 2.21 with a contour interval of 20 feet. Potential future land uses vary in their sensitivity to steep topographic conditions. Structures such as houses and small commercial and institutional buildings may have more topographic flexibility because their small footprints require less grading than large industrial buildings, shopping centers, and schools, particularly when considering their adjoining parking lots.

Another consideration is the land value of developable sites. For high-value sites such as those designated for industrial or commercial use, the costs of grading typically represent a smaller share of total development costs than on lower value sites. Thus, a developer proposing a project on a commercial site may view it as economically feasible even if steep topography calls for excessive grading. As a middle ground estimate for most land uses, a 20% slope (20 feet of fall per 100 horizontal feet) was used as the threshold for “severe” slope limitations.

Steeply sloping topography is generally concentrated along the Deep River, which runs through Jamestown, but there are no large areas with steep slopes. The High Point City Lake reservoir has filled some of the steeper slopes in the northern section of the Jamestown planning area along the Deep River, but steep slopes exist along the southern section of the Deep River below the City Lake dam. The Bull Run Creek, which runs roughly parallel to the North Carolina Railroad in the northeastern portion of the planning area before heading south across the NCRR and Main Street has some steep slopes as well. The steep slopes along the Deep River and tributaries are shown on the following *Elevation Profile Map* – Figure 2.21 below. These areas indicate where intensive urban development is inappropriate.

#### **Soil Limitations Analysis**

Some soil conditions can make potential land development more difficult or expensive. In the Piedmont region, dominant soil limitations include hydric (wetland) conditions, rock content, or high shrink-swell potential due to high clay content and moisture fluctuations. Digital soils maps and attribute data from the Guilford County Soil Survey (*Soil Conservation Service*) were used to identify areas containing one or more of these soil limitation conditions.

Because the mapping units for soils are only indicative of prevailing soil types in those areas, the actual distribution of hydric, rocky, or high shrink-swell soils may differ somewhat from what is shown. Even where such conditions occur, there would likely be a way to undertake urban-type development, although with greater difficulty or expense. Another possible limiting factor due to soils is poor percolation, as it may make for difficulty in siting successful septic systems. This would apply only to non-urban growth without access to Jamestown's public sewer services. Thus, poor percolation soils could be a significant growth factor in Jamestown's potential growth areas if public sewer services are not available.

### **Floodplain**

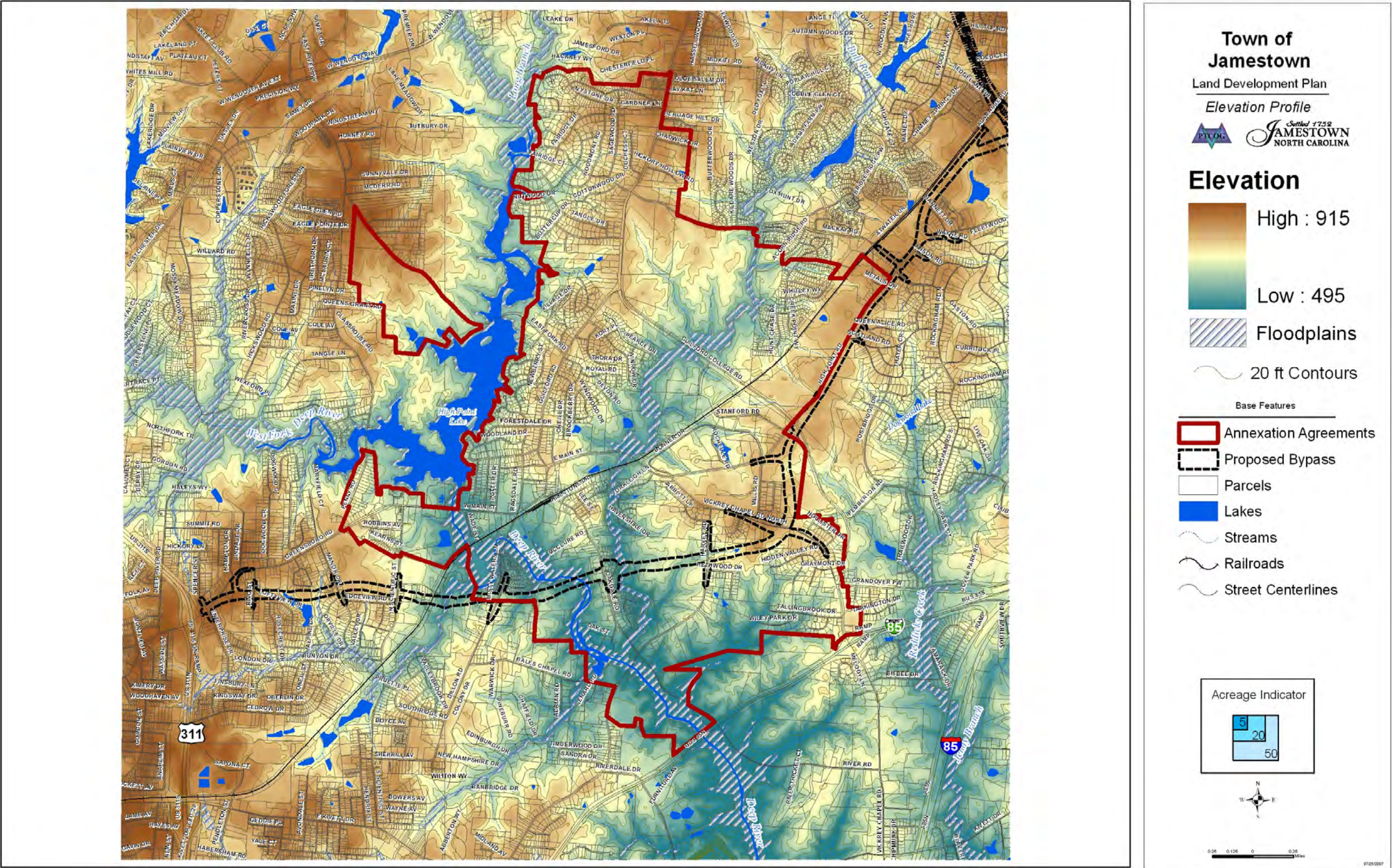
Development suitability is also affected by the location of the floodway and 100-year flood zone. The floodway is the stream channel and the corridor immediately adjacent to it. The 100-year flood zone or "floodplain" includes the floodway and additional land to an elevation established by Federal Emergency Management Agency (FEMA) flood studies called the floodway fringe. There are floodplain areas within the planning area, focused primarily along the Deep River and Bull Run Creek, which empties into the Deep River.

### **CONCLUSIONS**

About 6 percent or 180 acres of the land within Jamestown planning area is vacant. When combined with agricultural land in the study area, the percent of Jamestown's land area that is either vacant or agricultural exceeds 30 percent or 678 acres. Some portion of this vacant and agricultural land suffers from potential constraints such as severe soil and slope limitations or 100-year flood zones (see attached *Development Limitations Map*). However, with careful land use planning and a well thought out plan for Town services, many of the issues identified on the *Development Limitations Map* can be overcome. The 678 acres of vacant or agricultural land is primarily located in the eastern section the planning area, some of which is outside of the current municipal limits, but within the Town's annexation agreement line. The future use of these large pieces of undisturbed area and how it develops will have a significant impact on the growth and character of Jamestown.



Figure 2.21 – Elevation Profile Map



**Town of Jamestown**  
 Land Development Plan  
 Elevation Profile  
 PTCOG *Settled 1758*  
**JAMESTOWN**  
 NORTH CAROLINA

**Elevation**  
 High : 915  
 Low : 495  
 Floodplains  
 20 ft Contours

- Base Features**
- Annexation Agreements
  - Proposed Bypass
  - Parcels
  - Lakes
  - Streams
  - Railroads
  - Street Centerlines

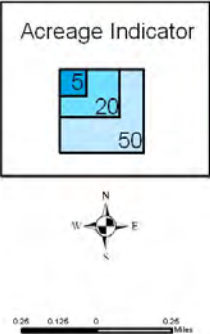
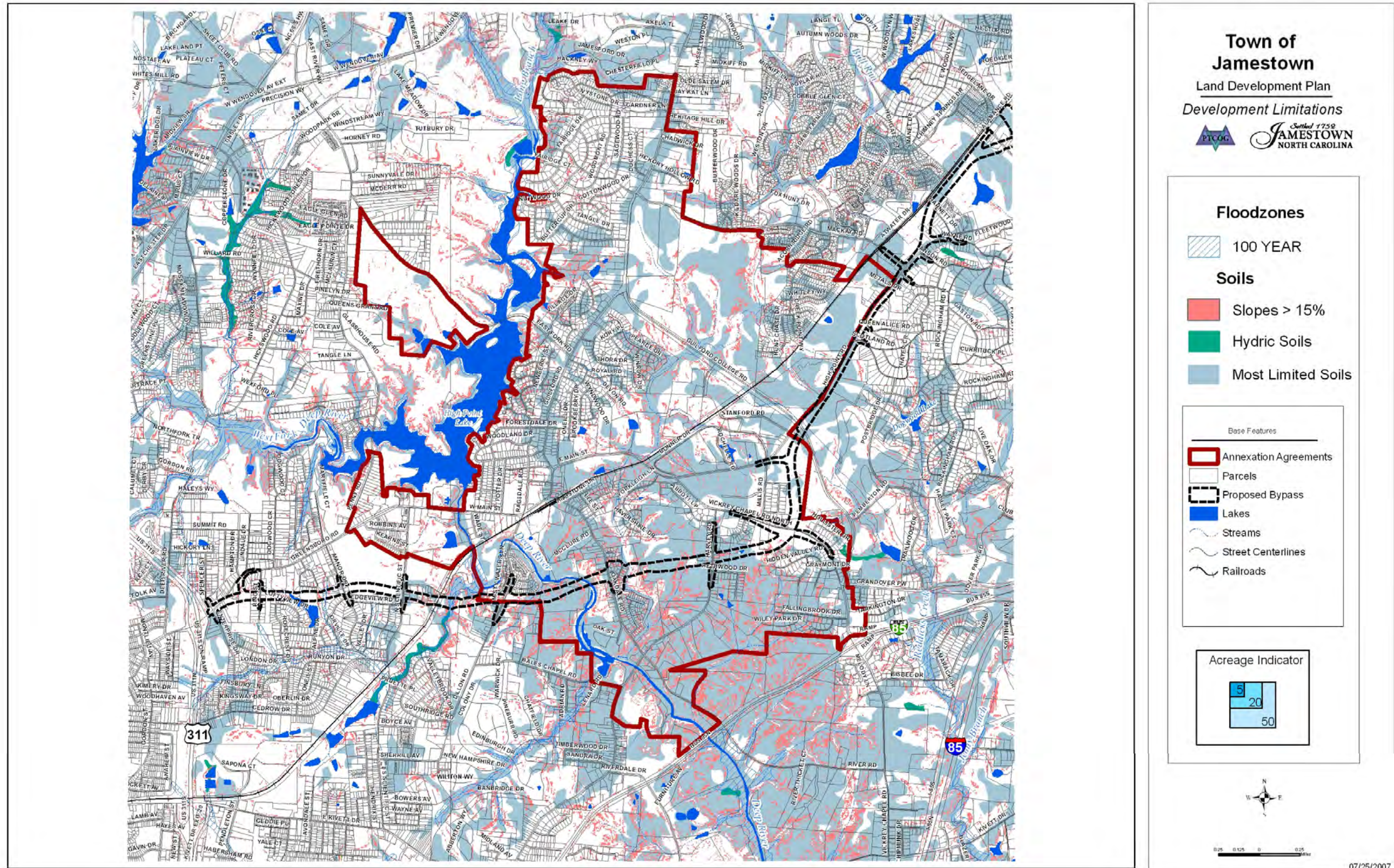




Figure 2.22 – Development Limitations Analysis Map





## **EXISTING LAND USE**

### **ANALYSIS**

Land uses were mapped and analyzed to identify existing land development patterns and vacant or underutilized land within the Town's jurisdiction and its future growth area. The *Existing Land Use Map* was developed using data from the County tax assessor records obtained in Fall of 2006 and refined using field survey data collected in the Spring of 2007.

The entire planning area is approximately 4.85 square miles in size. Planning recommendations from this study focus primarily on the areas within the existing town limits (about 2.98 square miles) and the existing extra-territorial planning jurisdiction (about 2.01 square miles).

The following table (Table 2.23) shows the acreage and share totals for each major land use category within the existing town limits and the Town's extra-territorial jurisdiction (ETJ) and for the two areas combined. Acreage and percentage numbers are based on land area within parcels, and do not include land area within road and railroad rights-of-way.

Acreage totals are calculated as sums of any parcel either entirely or mostly within the planning area. In cases of single-family uses (houses or mobile homes) on tracts greater than 10 acres, the acreage totals are calculated at 10 acres for each parcel, based on the assumption that any land area over this total can be considered under-utilized, excess land, and essentially vacant. The actual amount of excess land in each individual case may be more or less. The estimated acres for some of the other land use categories also take excess land into account. The amount considered excess is calculated on a parcel-by-parcel basis.



**Table 2.25 – Acreage and Share Totals, By Existing Land Use Category\***

<b>LAND USE CATEGORY</b>	<b>TOWN ACRES</b>	<b>TOWN (%)</b>	<b>ETJ ACRES</b>	<b>ETJ AREA (%)</b>	<b>TOTAL ACRES</b>	<b>TOTAL (%)</b>
Agriculture - Cropland	134.4	7.9	446.7	39.0	581.1	20.5
Agriculture – Woodland	27.0	1.6	0	0	27.0	1.0
Apartments / Condos / Townhomes	60.1	3.6	12.5	1.1	72.6	2.6
Single Family	779.3	46.3	314.7	27.5	1094.0	38.8
Industrial	75.7	4.5	92.2	8.1	167.9	5.9
Infrastructure (Utilities)	7.3	0.5	15.1	1.3	22.4	0.8
Institutional / Office	118.0	7.0	250.2	21.8	368.2	13.0
Commercial	101.5	6.0	6.4	0.6	107.9	3.8
Open Space	19.7	1.2	2.6	0.2	22.3	0.8
Park / Recreational	180.4	10.7	0	0	180.4	6.4
Vacant	179.8	10.7	4.4	0.4	180.2	6.4
<b>Total</b>	<b>1,683.2</b>	<b>100%</b>	<b>1,144.8</b>	<b>100%</b>	<b>2,828.0</b>	<b>100%</b>

*\*All acreage totals are approximate.*

The following section provides a more detailed description of the approximate amounts and general patterns of existing residential and non-residential land uses throughout the planning area.

## **Agricultural Land Uses**

About 9 percent of the land within the Town limits (161 acres) is categorized as being used for agricultural purposes. The agricultural productivity of these acres varies considerably throughout the Town. Approximately 39 percent of the land within the Town's ETJ (447 acres) is used for agriculture. The few land parcels used for agriculture within the Town's extra-territorial jurisdiction are quite large primarily (greater than 200 acres). Scattered pockets of high-quality farmland are found along both the eastern and southern edge of the Town limits and within the extra-territorial planning jurisdiction.

## **Residential Land Uses**

Single-Family Residential Uses – About 46 percent of the land within the Town limits (779.3 acres) is occupied by site-built, single-family homes. Lot sizes are extremely variable, and range from as small as about one-sixth of an acre (7,000 square feet) to nearly 10 acres in size. Approximately 27.5 percent of the land within the Town's ETJ (314.7 acres) is used for single-family homes. The primary form of residential development in both the Town limits and extra-territorial jurisdiction is the suburban subdivision.

Multi-Family Residential Uses - The Town limits contain a very small percentage of apartments, condominiums, and/or townhomes. Approximately 3.6 percent (60.1 acres) of the land within the Town limits is used for multi-family residential uses. Likewise, only 1 percent of the land in the ETJ is used for multi-family residential uses. The primary multi-family residential use in the ETJ is condominiums and/or townhomes.

## **Non-Residential Land Uses**

The table below presents the main types of buildings or facilities included in each major non-residential land use category. The current, main function of each parcel was the primary factor used in determining an existing land use designation, regardless of ownership or the original purpose of the building(s), if different from the current use.

### **Facilities Included in Major Non-Residential Land Use Categories**

**Commercial** - retail stores, restaurants, convenience stores, bank branches, hotels and motels, automobile dealers, automobile service facilities, mini-storage facilities.

**Offices** – professional offices, including those offering insurance and real estate services, governmental offices (including town hall), offices for civic and non-profit organizations, and medical office buildings.

**Institutional** – schools, churches, day care centers, meeting facilities for civic or non-profit organizations (i.e. fraternal lodges), police and fire stations, nursing homes, and cemeteries.

**Industrial** – manufacturing and assembly facilities, truck terminals, warehouses, and lumber yards.

Commercial – The predominant commercial development pattern in and around Jamestown consists of small scale shopping centers, stand alone convenience stores, gas stations and other small businesses. Most commercial uses within the Town limits are found along major roads. Approximately 6.0% of the land within the Town limits is being used for commercial purposes (101.5 acres). The commercial uses within the Town’s ETJ is scattered to the east and consists of approximately 6.4 acres. In total, less than 1 percent of the ETJ is utilized for commercial land uses.

Office/Institutional – This category includes a broad range of uses. There are about 118 acres of office/institutional uses within the Town limits and 250 acres of office/institutional uses within the Town’s ETJ. Guilford Technical Community College, Ragsdale High School, Guilford Memorial Park Cemetery and numerous churches are the largest and most prevalent institutional uses within the study area.

Industrial – There are about 76 acres of industrial land uses within the Town limits, and another 8 acres in the remainder of the planning area. The majority of industrial property located within the Town limits of Jamestown is scattered along the railroad. Several industrial properties are also scattered throughout the remainder of the planning area and in particular near Business 85.

Recreational and Open Space – There are several existing recreational and open space uses in and around Jamestown totaling about 200 acres. The largest of which is the Jamestown Park and Golf Course which is located within the Town limits off of East Fork Road. The remainder of the existing recreational and open space uses within Jamestown is small and scattered around the Town. There are no recreational uses within the ETJ.

Infrastructure – About 7.3 acres of land within the Town limits and 15.1 acres in the ETJ are used for infrastructure (utilities and communication facilities). In total, less than 1% of the land within the Town of Jamestown’s jurisdiction is being utilized for infrastructure needs.

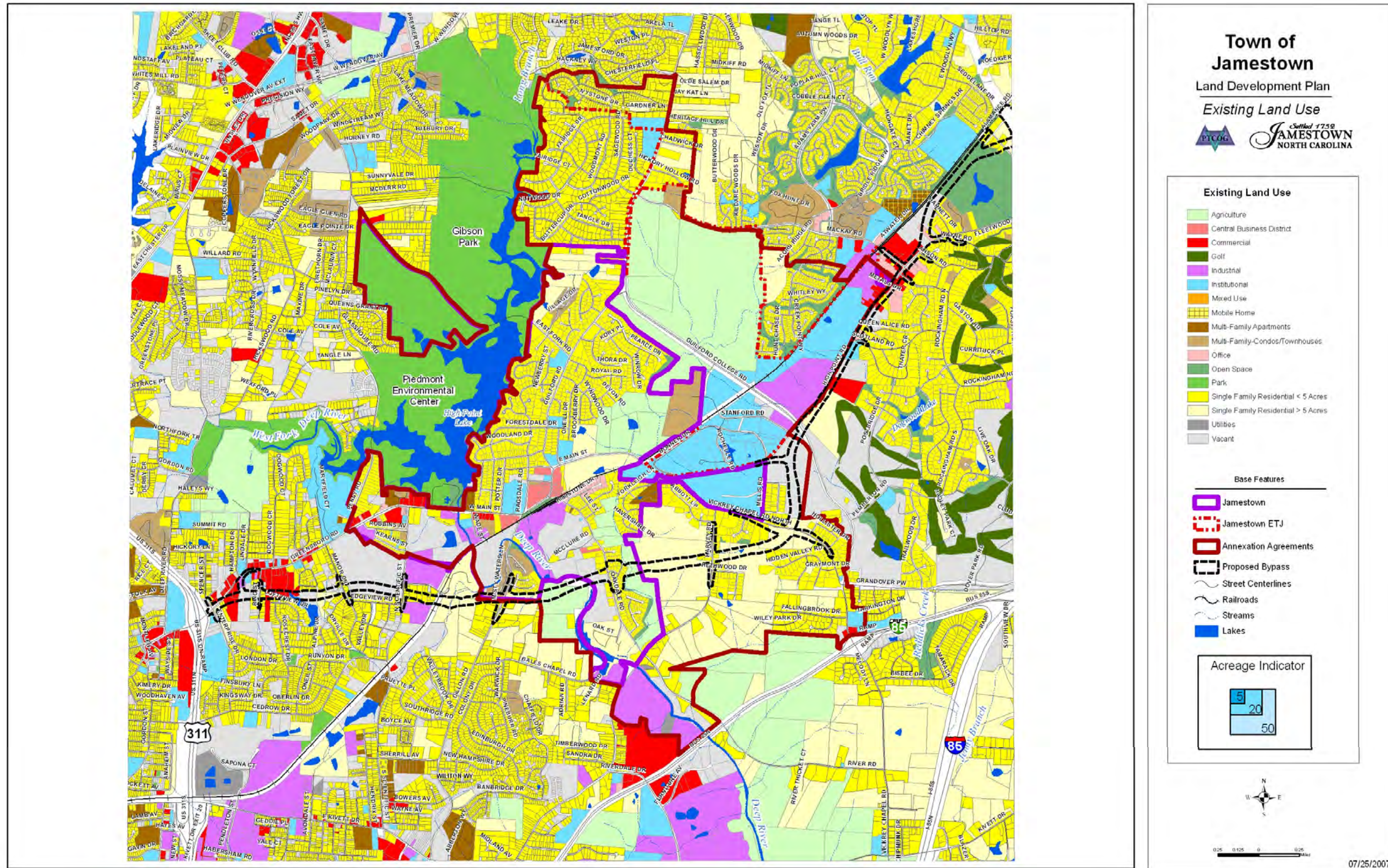
Vacant / Minimal Use – Land classified as vacant is comprised of undeveloped parcels or excess land on under-developed tracts (i.e. parcels greater than 10 acres with only one dwelling – excluding agricultural land with residential). A few parcels are classified as vacant due to abandoned or uninhabitable structures. Parcels used solely for parking are not classified as vacant, but rather are classified according to the type of facility served by the parking. About 10.7 percent of the land within town limits (180 acres) is vacant or excess, scattered in various locations. Less than 0.5 percent of the land (4.4 acres) within Jamestown’s ETJ is vacant or under-utilized.

## **CONCLUSIONS**

The single largest land use within Jamestown's jurisdiction is the single family residential category with approximately 40 percent of the total acreage. There is also a large percentage of land devoted to Institutional uses (13 percent). Approximately 180.2 acres or 6.4 percent of land within the Town limits and the Town's ETJ is vacant or minimal use. While this is not a large amount of land, the potential for future growth and development when combined with agricultural land, there are significant opportunities for development. Currently, there exists approximately 600 acres or 21.5 percent of land classified as agricultural. Agriculture land uses when combined with vacant or minimal use comprises approximately 780 acres or 28% of the planning area. Therefore, there appears to be opportunities for future growth in and around Jamestown.



Figure 2.23 – Existing Land Use Map





## 2.4 ANALYSIS OF REGULATORY FACTORS

### EXISTING LAND DEVELOPMENT REGULATIONS

#### **BACKGROUND**

The Town of Jamestown uses two main tools to regulate land development within its jurisdiction, a zoning ordinance and subdivision regulations. The zoning ordinance is a legal and administrative tool to insure land uses within the community are properly situated in relation to one another, and that adequate space is provided for each type of land development. It allows the control of development density so that property can be provided with adequate public services such as streets, schools, recreation, utilities, and fire protection. Zoning can also help to direct new growth into appropriate areas and protects existing property by requiring that new land development provide adequate light, air and privacy for persons already living and working within the community.

If a property is currently zoned for its intended use, then necessary permits are obtained through application and the payment of fees. If a land development proposal does not coincide with a parcel's current zoning designation, rezoning approval from the Town Council is required. This process may take several months, depending on the magnitude or complexity of a proposal, or the level of controversy generated by a proposed project. Zoning is the most commonly used legal device for implementing a community's Land Use Plan. It plays a role in stabilizing and preserving property values through predictability of land use, but usually lacks specific design guidelines to ensure overall positive development. Zoning allows for the division of a jurisdiction into districts, and for the establishment of specific regulations, requirements, and conditions to be applied within each district, to address the following types of issues:

- The height or bulk of buildings and other structures.
- The minimum lot size, yard setbacks, maximum ratio of building floor area to land area, and minimum requirements for onsite open space and recreation area.
- The maximum number or density of dwelling units.
- The desired use of buildings and land for various purposes.

Jamestown's zoning jurisdiction presently corresponds with the existing Town limits and the extra-territorial jurisdiction (ETJ) outside of the Town limits.

Jamestown presently operates under a general use district type of zoning ordinance, commonly referred to as a conventional zoning ordinance. Conventional ordinances were first established in the early 20<sup>th</sup> century to divide land into districts (or zones) for the purpose of separating uses. The rationale for this separation of uses was to protect public health and safety by providing minimum distances between noxious uses (e.g. polluting smokestacks, coal-burning factories, offensive odors of slaughter houses) and high-density residential areas. Over time, jurisdictions established specific zoning districts (residential, commercial, industrial, etc.) and a list of permitted uses within each district.

The basic authority to protect public health and safety has evolved from increasing the distance between polluting factories and houses, to dividing housing types by size and cost, and separating residential areas from daily shopping and services. As zoning categories became more exclusive, fewer provisions were made for walking and bicycling to “other use” districts and eventually the car became the only viable mechanism to cross zoning district boundaries regardless of the actual distance.

By design, a conventional ordinance is limiting in two ways. First, it works on the basis of separation, not on compatibility, which undermines the function of a traditional neighborhood and often leads to sprawl. Secondly, a conventional ordinance applies blanket regulations to all parcels within a district, often ignoring the individual natural characteristics of each parcel, and thereby reducing the opportunities for creative site design solutions. After nearly a century of developing and operating under conventional zoning schemes, communities around the country are beginning to realize their displeasure with new land development resulting from their own zoning regulations.

### **ALTERNATIVES TO CONVENTIONAL ZONING ORDINANCES**

Conventional zoning regulations are only indirectly concerned with achieving aesthetic ends. However, because many communities have realized the effect and potential that these regulations have in shaping their landscapes and townscapes, there is a trend toward acceptance of aesthetic control as a proper function of zoning ordinances, based on interpretation of statutory intent to protect the public’s general health and welfare.

Most conventional zoning ordinances do not regulate the design of streets, the installation of utilities, or the reservation or dedication of parks, street rights-of-way, or school sites. However, communities around the country, including several in North Carolina (e.g. Davidson, Cornelius, Huntersville, Mocksville, Elon, Lexington, Franklinville) have adopted development ordinances based on new urbanism and smart growth principles. Design-based ordinances combine zoning and subdivision rules to encourage pedestrian-friendly, traditional neighborhood land use patterns. Proposed developments are then reviewed holistically to evaluate how the existing site features, proposed land use, infrastructure, and site design will function together. Greater emphasis is placed on design guidelines to achieve a vibrant mixture of compatible uses and housing types, rather than the conventional approach of strictly separating uses and housing types.



## ANALYSIS

### Existing Zoning Districts in Jamestown

The following is a description of Jamestown's current general use zoning districts. The portion in italics is an excerpt from the Zoning Ordinance, followed by non-italicized comments on how the district has been applied and its impact on land use patterns in Jamestown. The attached *Existing Zoning Map* provides a geographic display of where zoning districts are currently applied.

**AG Agricultural District** - *The AG, Agricultural District, is primarily intended to accommodate uses of an agricultural nature, including farm residences and farm tenant housing. It also accommodates scattered non-farm residences on large tracts of land. It is not intended for major residential subdivisions.*

- The AG zoning district is currently applied to properties located along the eastern limits of the Town's jurisdiction.

**R-40 Residential District** - *The R-40, Residential Single-Family District is primarily intended to accommodate single-family detached dwellings on large lots in areas without access to public water and wastewater services.*

- The R-40 zoning district is not being currently applied to properties located within the Town's zoning jurisdiction.

**R-20 Residential District** - *The R-20, Residential Single-Family District is primarily intended to accommodate low to moderate density single-family detached dwellings in suburban areas at an overall maximum density of 1.9 dwelling units per acre. Public water and sewer are required.*

- The R-20 zoning district is primarily being applied to properties located in the northern portion of Jamestown's zoning jurisdiction.

**R-15 Residential District** - *The R-15, Residential Single-Family District is primarily intended to accommodate moderate density single-family detached dwellings in suburban areas at a maximum overall density of 2.5 dwelling units per acre.*

- The R-15 zoning district is the most widely utilized zoning district in Jamestown. A majority of the properties within the Town limits are zoned R-15.

**R-12 Residential District** - *The R-12, Residential District is primarily intended to accommodate moderate density single-family detached dwellings in suburban or urban areas at a maximum overall density of 3.0 dwelling units per acre. Condominiums, townhouses and multi-family units are permitted by special use.*

- The R-12 zoning district is applied to several subdivision scattered throughout the zoning jurisdiction of Jamestown.

**R-9 Residential District** - *The R-9, Residential District is primarily intended to accommodate moderate to high density single-family detached dwellings in urban areas at a maximum overall density of 4.0 units per acre as well as condominiums, townhouses and multifamily residences.*

- The R-9 zoning district is currently applied to several properties along Oakdale Road in the southern portion of the Town's jurisdiction.

**PI Public and Institutional District** - The PI, Public and Institutional District is intended to accommodate mid- and large-sized public, semi-public and institutional uses which have a substantial land use impact or traffic generation potential.

- The PI zoning district is applied to the several educational properties in the eastern portion of the Town along East Main Street and the Jamestown Park & Golf Course.

**B-1 Business District** - The B-1 Business District is solely intended for application in the central core of the Town. The district is established to encourage high intensity, compact urban development. The district is intended to accommodate a wide range of uses including office, retail, service, and institutional developments in a pedestrian-oriented setting.

- The B-1 zoning district is currently applied to properties in the core of the Town along East Main Street.

**B1-A Business District** - The B1A Business District is adjacent to the central core of the Town, beginning at Ragsdale Road, continuing to the River and intersecting with the B2 zoning district. The same uses permitted to B-1 are permitted in B-1A. The distinguishing characteristic of this district is that, unlike the B-1 district, B-1A is not exempt from the landscaping requirements.

- The B1-A zoning district is currently applied to only 10 acres of property west of the central business district along West Main Street.

**B-2 Business District** - The B-2 Business District is primarily intended to accommodate moderate intensity shopping and services close to residential areas. The district is established to provide locations for businesses which serve nearby neighborhoods. The district is typically located near the intersection of collectors or thoroughfares in areas which are otherwise developed with residences.

- The B-2 zoning district is predominately utilized along West Main Street near the Town's western limits.

**LI Light Industrial District** - The LI, Light Industrial District is primarily intended to accommodate limited manufacturing, wholesaling, warehousing, research and development and related commercial/service activities which, in their normal operations, have little or no adverse effect upon adjoining properties.

- The LI zoning district can be located in numerous properties that have access to the rail line that runs through the Town. There are several properties just south of the central business district that are zoned LI.

**HI Heavy Industrial District** - The HI, Heavy Industrial District is primarily intended to accommodate a wide range of assembling, fabricating and manufacturing activities. The district is established for the purpose of providing appropriate locations and development regulations for uses which may have significant environmental impacts or require special measures to ensure compatibility with adjoining properties.

- Less than 35 acres of property is zoned HI in the Town. These few properties are scattered in the southern portion of the Town's jurisdiction.

**Conditional Use Districts** - Where questions exist regarding the compatibility of a proposed use with surrounding uses, a property owner may apply to have the site

rezoned to a conditional use district which bears the same designation as a standard zoning district but is subject to additional conditions.

- Conditional use zoning districts have been primarily applied to residential properties in only a few locations in Jamestown.

**Watershed Overlay Districts** - *The Watershed Overlay Districts are intended to set forth regulations for protection of public drinking water supplies, and are applicable to all lands which drain towards such supplies. There are two Watershed Overlay Districts in the Town of Jamestown: the Watershed Critical Area Overlay (WCA) and the General Watershed Area Overlay (GWA). All new development in a Watershed Critical Area Overlay (WCA) District or General Watershed Area Overlay (GWA) District, including grading, paving, gravel placement, and construction of buildings and other structures must meet the following standards in addition to the standards of the underlying zoning district..*

Watershed Critical Area Overlay (WCA) Standards:

1. Density and Built-Up Area in City Lake and Oakdale Reservoir WCAs: *Density and built-upon area in City Lake and Oakdale Reservoir WCAs shall not exceed two dwelling units per gross acre to 50% built-upon area.*
2. Density and Built-upon Area in Randleman Lake WCA: *Density and built-upon area in Randleman Lake WCA shall not exceed one dwelling unit per acre or 12% built-upon area (Tier 4 only) under the low density option. Under the high density option, built-upon area in Tier 3 can not exceed 30% built-upon area, and Tier 4 can not exceed 40% built-upon area. There is no high density option in Tiers 1 and 2.*

General Watershed Area Overlay(GWA) Standards:

1. Built-Upon Area Limits in City Lake and Oakdale Reservoir Watersheds: *Development in the City Lake and Oakdale Reservoir General Watershed Area Overlay Districts (GWA) shall not exceed 70% built-upon area. Developments with greater than 6% built-upon area shall provide an engineer's certification of runoff control in compliance with Section 10-11 and the High Point Stormwater Guidelines for Water Quality and Flood Control.*
2. Built-Upon Area Limits in Randleman Lake Watershed: *Development in the Randleman Lake General Watershed Area (GWA) Overlay District shall not exceed 50% built-upon area. Developments with greater than 6% built-upon area shall provide an engineer's certification of runoff control in compliance with Section 10-11 and the High Point Stormwater Guidelines for Water Quality and Flood Control.*

*A minimum 50-foot vegetative buffer is required for all new development along perennial streams. When land development exceeds the low-density option, a minimum 100-foot buffer is required.*

- One of the two Watershed Overlay Districts is applied to all property within the Town's zoning jurisdiction.

**MH Manufactured Housing District** - *The MH Overlay District is intended to set forth regulations governing the development of subdivisions for manufactured housing in certain areas of Jamestown. Manufactured housing may be permitted on single-family lots in any residential zone provided overlay district zoning is approved by the Town Council and that there are ten existing contiguous lots covering at least 120,000 square feet, excluding public street right-of-way. The only manufactured dwellings permitted shall be those meeting the criteria of Class AA.*

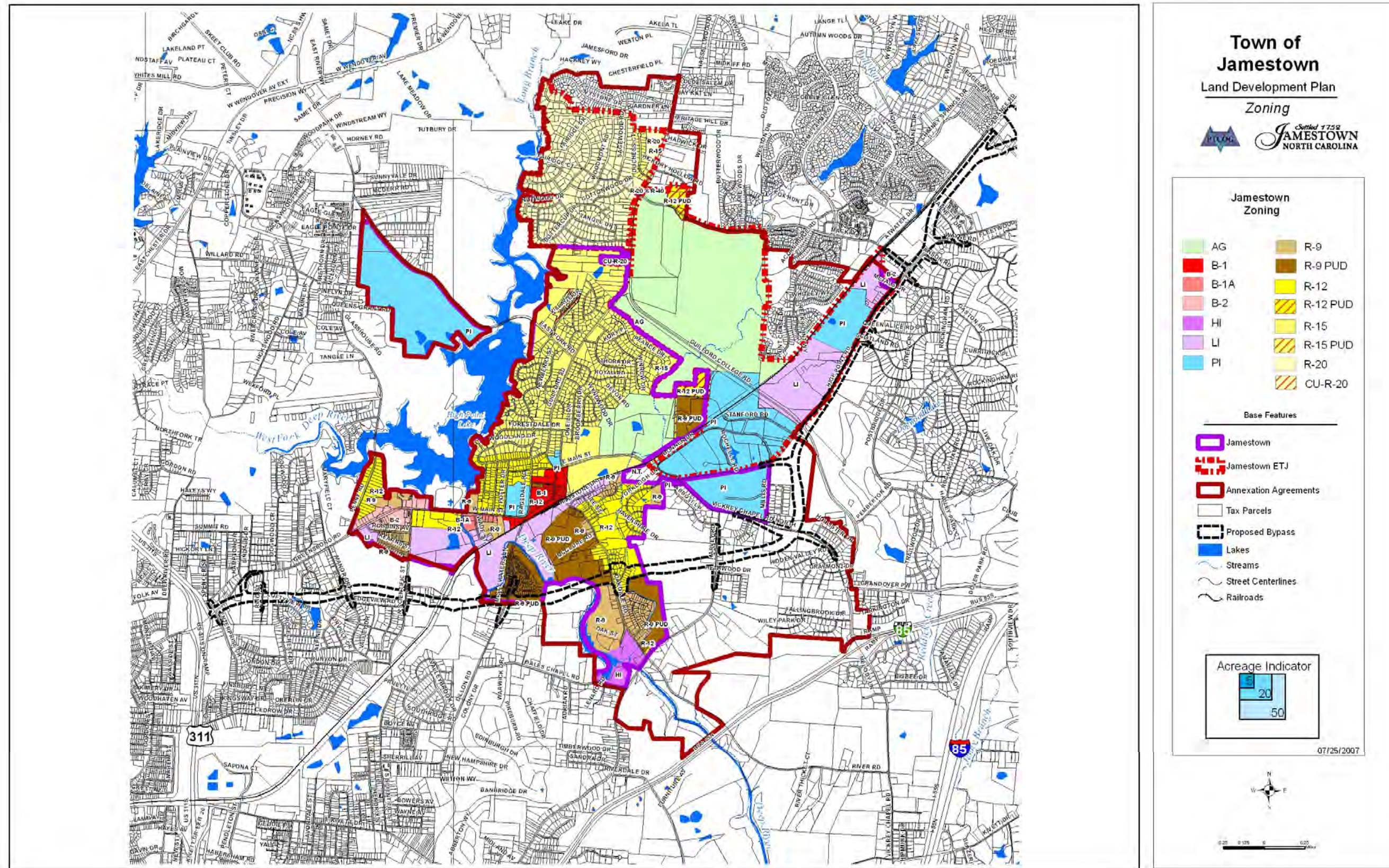
- No parcels are currently designated as a MHO district.

**Special Use Permits** – *Permitting special uses adds flexibility to the zoning ordinance. Some uses are only allowed in certain districts if a special use permit is granted. By means of controls exercised through special use permit procedures; property uses which would otherwise be undesirable in certain districts can be developed to minimize any bad effects they might have on surrounding properties.*

- Special use permits have been primarily applied to R-9, R-12 and R-15 districts in Jamestown. The special use requested has been the planned unit development (PUD) for multi-family developments.



Figure 2.24 – Existing Zoning Map





## **Subdivision Ordinance**

Subdivision regulations are locally adopted laws that govern the process of converting raw land into individual building sites. Regulation is accomplished through subdivision plat approval procedures, under which a land owner or developer is not permitted to make improvements or to divide and sell lots until a proposed subdivision plat has been approved. Approval is based on compliance of the proposal with development standards set forth in the subdivision regulations. Attempts to record an unapproved plat with the local registry of deeds, or to sell lots by reference to such a plat, are subject to various civil and criminal penalties. Subdivision regulations serve a wide range of purposes, including.

- Promoting the public health, safety and general welfare by providing for the orderly subdivision of land;
- Assuring the appropriate layout and use of land;
- Providing safe, convenient and economic circulation of vehicular traffic;
- Providing for the dedication or reservation of street rights-of-way, utility easements and public facility sites;
- Assuring the proper installation of streets and utilities;
- Avoiding undue concentrations of population; and/or
- Insuring proper legal description, identification, documentation and recordation of property boundaries.

To a health official, for example, they are a means of insuring that a new residential development has a safe water supply and an adequate sewage disposal system. To a tax official, subdivision regulations help to secure adequate records of land titles. To school or park officials, they are a way to preserve or secure school sites and recreation areas needed to serve the people moving into new neighborhoods. To realtors and homebuyers, they are an assurance that home sites are located on suitable, properly oriented, well-drained lots, and are provided with the services and facilities necessary to maintain and enhance property values.

## **Flood Damage Prevention Ordinance**

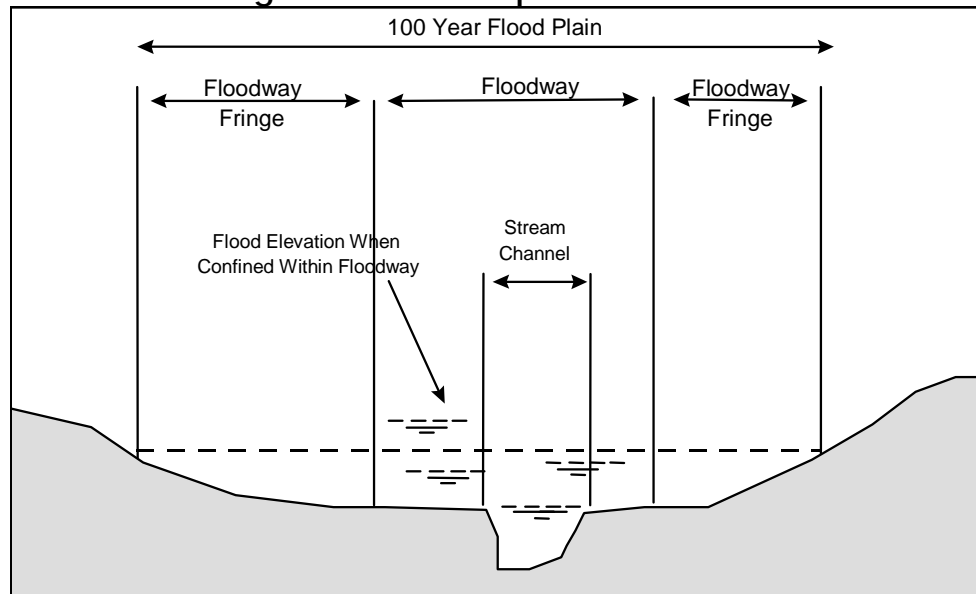
The Town of Jamestown utilizes a flood damage prevention ordinance to provide protection for public health, safety, and general welfare in flood prone areas beyond those provided through the underlying zoning.

In all areas of special flood hazards (where base flood elevation data is provided) Jamestown's ordinance requires the lowest floor elevation of any new (or substantially improved existing structure) to be a minimum of two feet above the base flood elevation. When base flood elevation data is not available from a federal, state, or other source, and the flow of a stream is five hundred (500) cubic feet per second (cfs) or greater for a one hundred (100) year storm, the lowest floor including the basement shall be elevated at least one foot above the one hundred (100) year flood elevation certified by a professional registered engineer. Additionally, when the flow of a stream is less than five hundred (500) cfs for a one hundred (100)-year storm, the lowest floor including the basement shall be elevated at least two (2) feet above the highest adjacent grade. Any fill material on which a structure is to be located shall be extended at grade ten (10) feet beyond the limits of the structure foundation, and shall have a side slope no steeper than two (2) feet horizontal to one (1) foot vertical.

The Town of Jamestown participates in the National Flood Insurance Program (NFIP) to promote sound development practices within areas vulnerable to potential 10, 50, 100, and 500-year flood events.

A flood event refers to the probability that a flood will occur in any given period. Each of these events has a 10, 2, 1, and .02 percent chance of being equaled or exceeded during any year respectively. For example, the likelihood of a 10-year flood event occurring every year is 10%. This does not mean that every 10 years a flood of this magnitude will occur; the actual probability is much higher.

**Figure 2.25 – Floodplain Schematic**



The 100-year floodplain area is divided into the floodway and a floodway fringe. The floodway is the channel of a stream plus any adjacent floodplain that must be kept free of encroachment so that a 100-year flood can be carried without substantial increase in flood heights. The area between the floodway and the 100-year floodplain boundaries is called the floodway fringe.

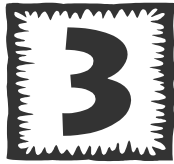
## CONCLUSIONS

The Town of Jamestown has adopted and amended zoning and subdivision regulations over the years to improve the quality of development in the community. As an outgrowth of this Land Development Planning process, the Town will continue to refine its ordinances to reflect community values and encourage quality development as the Town grows. Some of the key issues the Town may wish to address as an outgrowth of this Land Development Plan include:

- The design, appearance, function and compatibility of new land development.
- New types of development and greater creativity in meeting community needs.
- The site analysis process to identify key environmental features, opportunities, and constraints.

- Open space, parks, greenways, trails and sidewalks, integrated into the existing community and new land development projects as the Town grows.
- A network of inter-connected streets and greater flexibility in street design.
- Historic preservation district and adaptive reuse opportunities.
- Mixed use and traditional neighborhood development options.





## COMMUNITY VALUES

### 3.1 PUBLIC INVOLVEMENT

#### Citizens Committee

Public involvement is the cornerstone of a successful future land use planning process. An eleven-member Land Development Plan Advisory Committee was formed to provide in-depth insight and guidance to the plan. Committee members include Town Council members, Planning & Zoning Board members, Town staff and interested citizens. The Committee began meeting monthly in March, 2007.

With facilitation and technical assistance from PTCOG staff, the Committee reviewed a variety of factual information about the Town's demographics, utilities and environmental features. The Committee used this information to temper and refine their vision for the future growth of Jamestown, and drafted a set of goals and policies to achieve this vision. Committee members also participated in a variety of workshops to refine key issues, analyze existing conditions, and establish recommended implementation strategies.

#### Community Meetings

In May, 2007 a town wide meeting was held in which nearly 20 participants were asked to identify issues and concerns related to future development within the Town and prioritize these for the Committee. This was done in small groups facilitated by Committee members. Results from the small group exercise were posted, and participants were asked to identify their 'top five' issues. These results were tallied as the prioritized list of issues shown below. A more complete summary of the results of the May 2007 Community Meeting is provided in the Appendix.



Community Meeting Participants  
Courtesy, PTCOG

**Table 3.1 – 'Top Ten' Issues, Jamestown Town Meeting, May 2007**

Rank	Votes	Key Issues
1	21	Continue... ...to preserve & promote our historic resources.
2	21	Start... ...improving our downtown & other retail shopping experiences – appearance, variety & quality of shops.
3	18	Stop... ...unplanned and haphazard development.
4	17	Start... ...cleaning up downtown & other blighted areas.
5	15	Stop... ... multi-family uses that don't fit our town character.
6	12	Stop... ...traffic congestion and speeding.
7	12	Continue... ...to encourage & support our quaint existing shops
8	8	Continue... ...to expand & maintain our pedestrian sidewalk system
9	8	Continue... ...to encourage & support community spirit
10	6	Continue... ...to preserve & support open space & recreation

After reviewing the results of the brain-storming and voting exercise, participants of the Community Meeting identified and discussed the following key themes emerging from their work together:

Value and Preserve our Historic Jamestown Heritage:

- Enhance our Town's community charm and character as we grow
- Emulate existing building styles
- Protect existing historic buildings
- Establish development guidelines to improve community character as we grow (e.g. landscaping, signs, building materials, aesthetics)

Encourage and Recruit New Businesses and Retail Development:

- Attract desirable retail uses
- Provide incentives to encourage new businesses
- Improve the quantity, quality and variety of shops & restaurants in Jamestown
- Attract a grocery store (e.g. Fresh Market, Lowes Foods, Harris Teeter)
- Implement community design suggestions from the UDAT project.

Make Jamestown More Pedestrian Friendly:

- Expand and maintain sidewalks, cross walks, pedestrian signals & bridges
- Provide pedestrian amenities (benches & trash cans, street trees)
- Design and build a greenway trail system
- Design and install bicycle lanes

Avoid Unplanned and Incongruous Development:

- Establish design standards & guidelines
- Emulate historic buildings
- Avoid uses in inappropriate places
- Address the location, quantity and quality (aesthetics) of new development

Address Multi-Family (MF) Housing Issues:

- Quantity of MF is too high
- Big apartment complexes have problems (e.g. Jamestown Village Apartments)
- Need better design and location of MF development
- Too many bad MF experiences and too few good experiences
- Condition, maintenance and upkeep is a problem
- MF is often associated with crime, noise and traffic
- More MF may be OK if standards are established and met (to encourage more high-end, well-designed and well-maintained MF development)
- Need to strike a balance between good design and affordability

Use and Implement the Land Development Plan:

- Make daily decisions with our future "road map" in mind
- Review and update the plan regularly

Citizen input from the Community Meeting was used to identify and clarify key issues and themes, to develop and refine the Committee's mission, vision, and goals, and as a guide in formulating other elements of the Town's land development plan.

To assess how well the draft plan reflects the values of fellow citizens, the Committee hosted a second and final town wide meeting on November 8, 2007. This meeting gave members of the public an opportunity to review and comment on the recommendations of the plan as well as the future land use map. A complete summary of the results from the public meetings can be found in the Appendix. Finally, a public hearing process was used to present the Land Development Plan to the Town Council for their recommendations and final adoption.

### 3.2 MISSION

Based on the above core community values, the Advisory Committee drafted the following mission statement for the planning study, and the following Community Vision which provides a descriptive verbal picture of the kind of community Committee members would like Jamestown to become as the Town grows over the next ten to fifteen years.

#### **Mission for the Land Development Plan**

*Establish a plan to help guide land development decisions that will build on our Town's historic heritage, diversify our local economy, fit our community's small-town character, preserve our cherished natural, cultural, and historic resources, enhance our quality of life, and be consistent with our ability to provide adequate public services and infrastructure.*



*Jamestown Land Development Plan Advisory Committee Members  
Courtesy, PTCOG*

### 3.3 - A VISION FOR JAMESTOWN IN THE YEAR 2020

*Jamestown has experienced a moderate amount of growth over the past thirteen years. Our Town's commitment to well-planned, quality land development has enabled us to manage this growth wisely, striking a reasonable balance between the good of the whole community and private property rights. Since the adoption of our plan in 2007, existing buildings and uses have been revitalized and new land development in and around Jamestown has been built to fit our community's character and heritage, and to attract a diversity of jobs and tax base. New growth has been designed to help preserve our cherished natural, cultural, and historic resources, and to coincide with our ability to provide adequate public services and infrastructure. The appropriate quantity, location, and quality of new land development has maintained and enhanced our Town's environment and high quality of life.*

*In the year 2020, Jamestown continues to enjoy its small-town character and charm. In fact, as our Town has grown over the last thirteen years, an even stronger sense of community has been built – Jamestown has become an even better place to live, work and shop - and many citizens are enthusiastically involved throughout the land development decision-making process. Designation of a mixed-use "Town Center" in the Town's plan has resulted in the gradual revitalization of downtown and the addition of a wide variety of new businesses, services, restaurants, offices, live-work units, and public spaces. Centered around a town square, downtown Jamestown is a lively, pedestrian-friendly destination for Town residents and visitors. In addition, small-scale business and office uses have been located in convenient clusters within designated Neighborhood Activity Centers. Each Neighborhood Activity Center has been carefully designed to preserve and blend with the character of surrounding neighborhoods, and our Town as a whole. Careful attention has been paid to maintaining and improving the safety, function and scenic quality of collector roads throughout our community. Regional transit stops and park and ride lots, along with a new train depot are strategically located to improve mobility, reduce congestion and improve air quality. High-quality, multi-purpose public buildings are graciously sited in prominent, locations to instill community pride and to conveniently serve Town residents.*

*Jamestown's Land Development Plan has helped our Town become a more livable and walkable community. New neighborhoods located most closely to activity centers have a more compact development pattern, and include a wider mix of housing types to accommodate the growing diversity of our community's residents and to maximize the efficient use of public services. Each new neighborhood includes green space and supports the Town's growing network of greenway trails in conservation corridors along streams. Both new and old neighborhoods throughout Jamestown are linked to one another, and to other parts of the Town through a network of roads, bike paths, sidewalks, and greenways. Excellent public infrastructure and services are provided at a reasonable cost. Residents enjoy access to a variety of public parks, greenways and open spaces, a more pedestrian-friendly environment with greater access to a variety of convenient businesses, services and jobs, and a deep sense of pride in their community.*



# 4

## LAND USE RECOMMENDATIONS

### 4.1 LAND DEVELOPMENT GOALS AND POLICIES

To help Jamestown achieve its vision for the future, goals and policies were established to express the overall strategic direction for the Town's growth over the next fifteen years. Created to highlight the major consensus points reached during the planning process, these goals and policies represent community ideals concerning how the Town should grow and develop. In conjunction with the *Growth Strategy Map* and the *Proposed Land Use Map*, these goals and policies help articulate the Town's vision for future growth, and provide a broad policy context for future land development decisions. The goals represent what the Town would like to accomplish. The policies serve as officially adopted positions of the Town of Jamestown, and provide guidance for evaluating and making decisions concerning future land development proposals.

#### GROWTH MANAGEMENT

##### GOALS:

- A. Carefully manage growth, making smart growth decisions that maintain and enhance Jamestown's special community characteristics and heritage.
- B. Strategically locate new land development in the most appropriate places.
- C. Use infrastructure investments as efficiently as possible.
- D. Attract new businesses and jobs and a more diverse tax base.
- E. Preserve our natural, cultural & historic resources and open space as we grow.

##### POLICIES:

- 1.1 Revitalize Downtown Jamestown to be the center of community life and to provide opportunities for development of new retail, office and community service uses.
- 1.2 Rejuvenate and beautify Main Street to create a more inviting and pedestrian-friendly atmosphere with a wider variety of services and retail uses.
- 1.3 Carefully plan for appropriate land development along interchanges of the future Jamestown Bypass (TIP#: U-2412), preventing automobile oriented strip development at interchanges of Vickery Chapel, Harvey and Dillon Road.
- 1.4 Encourage property owners to improve commercial building facades and attract new businesses in the downtown area.
- 1.5 Carefully manage land development patterns along existing and planned major roads (e.g. Guilford College Road, High Point Road, future Bypass) to maintain their safety and function and create welcoming, aesthetically pleasing entranceways that reflect our small-town character.
- 1.6 Encourage the design of new activity centers to provide a wider mixture of uses and to serve as pedestrian-friendly community destinations and gathering areas
- 1.7 Encourage the development of new commercial uses within designated activity centers to be energy efficient, aesthetically pleasing and pedestrian-friendly and the renovation, maintenance and creative re-use of existing commercial buildings to provide more retail, business and office uses in convenient locations.

### **GROWTH MANAGEMENT POLICIES (Continued):**

- 1.8 Encourage industrial uses which are environmentally friendly and generally limited to specific areas along High Point Road and Scientific Street. The renovation and adaptive reuse of empty industrial buildings is strongly encouraged.
- 1.9 Encourage office uses in convenient locations above shops and in the downtown area and other pedestrian-friendly areas along Main Street and at the corner of Scientific Road & High Point Road, to reduce traffic and to help build a sense of community.
- 1.10 Preservation and continued investment in key institutional & civic uses (e.g. YMCA, Town Hall, libraries, schools) is strongly encouraged throughout the community.
- 1.11 Continue to value, preserve and enhance existing residential uses and neighborhoods, to maintain the unique small-town character of Jamestown. Infill development is encouraged to efficiently use existing infrastructure, however, new buildings and the renovation of existing buildings should fit the scale and character and add value to existing neighborhoods.
- 1.12 Encourage new residential land uses and neighborhoods that strike a balance between quality and affordability, and add to the livability and character of Jamestown by providing mixed-use, pedestrian-friendly neighborhoods that are well-connected to the community via sidewalks & greenways and provide a mixture of appropriate uses and housing types in appropriate locations.
- 1.13 Encourage opportunities for adequate, affordable, attractive, quality housing to be provided for residents through the renovation of existing older homes, and the building of a balanced mixture of housing types to match a range of lifestyles and income levels.
- 1.14 Encourage open space, parks & squares to be a part of every new neighborhood, and encourage these amenities to be well-connected by greenways, sidewalks, and bike lanes, and to be added to existing neighborhoods whenever appropriate and feasible.
- 1.15 Carefully balance individual property rights with the good of the whole community by expecting new development to use the best design features of our favorite existing areas and by providing adequate buffers between incompatible uses.
- 1.16 Encourage alternative types and patterns of development [mixed-use, cluster, Planned Unit Developments (PUD), Traditional Neighborhood Developments (TND)] to reduce development costs, to reduce traffic, to increase convenience and a sense of community, to protect environmentally sensitive areas, and to provide more parks and open space close to where people live and work.
- 1.17 Encourage everyone in our community to use these land development plan goals and policies as guidelines for making smart growth decisions, to strategically locate land development in the most appropriate places, to use existing and future infrastructure investments efficiently, to reduce costly sub-urban sprawl, and to help maintain and enhance the community assets that make Jamestown special.

## **PLANNING COORDINATION**

### **GOALS:**

Coordinate land development planning and decision-making with surrounding jurisdictions, so that future land development in Jamestown fits well into its regional context, and maintains and enhances the quality of life for citizens in and around its jurisdiction.

### **POLICIES:**

- 2.1 Take into account the future growth plans of surrounding jurisdictions (e.g. Guilford County Southwest Area Plan, proposed High Point & Greensboro By-Pass), so Jamestown's land use planning and growth management approaches are as compatible and mutually supportive as possible. Provide plan documents and outreach to neighboring jurisdictions.
- 2.2 Seek opportunities for collaboration with surrounding communities to plan and develop parks, greenways, water, sewer, roads and other community infrastructure.
- 2.3 Identify transitional areas (future growth areas) around the Town's borders, to manage future development that may eventually become part of the Town's municipal limits.
- 2.4 Build cooperative partnerships with local institutions, agencies and businesses to expand community amenities and services, to create jobs, to maintain a strong tax base, to encourage new development that fits our small-town character, and to prevent conventional strip development along major road corridors.
- 2.5 Encourage inclusion of Jamestown in county-wide economic development efforts to attract and recruit new retail and service uses to meet its local needs and to expand local jobs, and tax base when appropriate.
- 2.6 Establish and utilize annexation agreement lines to clarify and guide future growth.

## COMMUNITY APPEARANCE

### GOALS:

Carefully preserve and enhance Jamestown's small-town character and community appearance as it grows.

### POLICIES:

- 3.1 Value and preserve Jamestown's small-town feel.
- 3.2 Create a downtown "village" feel along Main Street that enhances our community character and is used as a selling point to attract entrepreneurs (new shops, restaurants, and services) and visitors to our community. Use a market analysis study to determine what types of businesses and development would 'work' in downtown and include the entire historic district.
- 3.3 Maintain a strong sense of place and community pride as each new land use fits into our vision for the future – adding quality and value and enhancing our community character and quality of life.
- 3.4 Carefully consider the appearance and design of new buildings and site development, to insure a good fit, and to maintain and improve the appearance of our community, and to create a greater sense of harmony and compatibility among various uses throughout our community.
- 3.5 Beautify existing streetscapes, and encourage creation of new streetscapes that provide a pedestrian-friendly environment with adequate sidewalks and street trees, and attractive landscaping, signage and building facades.
- 3.6 Protect, improve and beautify the appearance and function of entrance road corridors, through the use of design guidelines, development standards, landscaping & beautification efforts, and overlay district regulations.
- 3.7 Carefully manage and regulate signs using design guidelines.
- 3.8 Enhance historic district guidelines to preserve and build upon the historical integrity, character and ambiance of our community. Seek historic district designation for historic places not currently designated.



## QUALITY OF LIFE

### GOALS:

Carefully preserve Jamestown's natural, cultural and historic resources as we grow.

### POLICIES:

- 4.1 Carefully preserve Jamestown's numerous natural, cultural, and historic resources as the cornerstone of its identity – including preservation of the public school (library), the Mendenhall Plantation, and other important properties.
- 4.2 Preserve and utilize the Deep River corridor as an untapped natural “gem” – for recreational & educational benefits (paddle and hiking trail), wildlife habitat and water quality benefits.
- 4.3 Maintain & improve air quality by recruiting environmentally-friendly industry, and encouraging pedestrian-friendly, mixed-use land use patterns, more sidewalks, bike lanes & greenways, interconnected street patterns, and open space (cluster) development.
- 4.4 Maintain & improve water quality by carefully managing and restoring stream-banks, establishing minimum riparian buffer requirements along streams and creeks, encouraging cluster development to provide open space and avoid disturbance in riparian buffer areas, adopting low-impact design guidelines, implementing phase II storm water regulations, and by coordinating growth management efforts with the County and surrounding municipalities.
- 4.5 Provide a diverse open space & recreation system with an abundant variety of opportunities throughout our community – including small neighborhood parks and playgrounds; large active-recreational parks for soccer and softball (e.g. Jamestown Park and the YMCA); passive picnic, walking, and biking areas; and an extensive system of trails and greenways connecting each of these elements together. Gather feedback from the community on a regular basis to identify and meet recreation needs.
- 4.6 Encourage downtown revitalization to create a vibrant, attractive & pedestrian-friendly commercial destination for both Town residents and visitors – with easy parking and a wide variety of specialty shops and restaurants (e.g. jobs for GTCC Culinary Arts School students).
- 4.7 Protect our community from excessive noise, light, and vibration by placing new potentially noxious uses in the most appropriate places, and by strengthening and enforcing development regulations including requirements for adequate buffers and set-backs.
- 4.8 Preserve, protect and creatively re-use our historic buildings and properties to enhance our community's civic assets (e.g. investigate the use of tax increment financing and a partnership with GTCC to establish a downtown dinner theatre).

## **PUBLIC SERVICES AND FACILITIES**

### **GOALS:**

Provide adequate public services as we grow, consistent with our ability to pay for them.

### **POLICIES:**

- 5.1 Provide adequate water services (i.e. quantity, quality and pressure) to keep pace with growth and to encourage new development in the most appropriate places. The Town joins the Randleman treatment partnership.
- 5.2 Provide adequate sewer services to accommodate existing land development and plan future sewer system extensions to support new land development in the most appropriate places. Continue on-going sewer system improvements and maintenance.
- 5.3 Update the MPO transportation plan to include priority road projects, as well as public transit and pedestrian options and opportunities - concentrating on connectivity across the lake and the railroad corridor.
- 5.4 Provide an adequate transportation system that supports new land development in the most appropriate places, keeps pace with the Town's growth, decreases congestion, increases mobility for people and goods, and provides a network of interconnected streets, sidewalks, greenways and bike lanes.
- 5.5 Create a multi-modal transportation system with a network of interconnected streets, sidewalks, greenways, bike lanes, designated bus stops and a train station - to provide better access and mobility for people of all ages and to support new land development in the most appropriate locations.
- 5.6 Carefully manage access along major thoroughfares and road entranceways, to protect public safety, road function, and community aesthetics.
- 5.7 Provide public buildings and facilities in prominent or central locations to conveniently serve the whole community (e.g. YMCA, post office, library, Town Hall, community center)
- 5.8 Provide an adequate solid waste disposal system and improve recycling efforts through curb collection and education within Town limits.
- 5.9 Develop and maintain a Townwide park, recreation and open space system that becomes an integral part of our community and provides a variety of active and passive recreation opportunities. Require each new neighborhood to provide common green space and connect neighborhoods to parks, schools, and other community-oriented uses through a network of greenway trails, bike lanes, and sidewalks. Partner with the County school Board to meet common educational and recreational goals. Continue to survey residents concerning their recreational needs and address on-going park maintenance issues.
- 5.10 Encourage better cooperation with the Guilford County School Board to build and operate schools that provide multiple educational, recreational and cultural benefits for the whole community (e.g. community centers, parks, theaters, meeting facilities, libraries)
- 5.11 Strongly discourage development of gated communities or neighborhoods in favor of community-wide street and pedestrian system connectivity.

## 4.2 COMMUNITY BUILDING PRINCIPLES

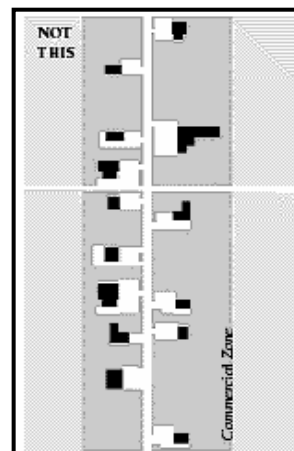
Over the past 50 years most land development in the U.S. has utilized a conventional pattern of stand-alone, single-use residential subdivisions and commercial strip development along major thoroughfares. However, this plan provides the Town an opportunity to establish a new vision for Jamestown's growth that maintains the Town's livability and enhances its sense of community. Four community building principles are presented below, comparing the conventional development approach with recommended land development patterns necessary to achieve the Town's vision. These principles were used in drafting the Future Land Use Map, and are recommended for consideration in making future land development decisions.

### PRINCIPLE #1 – Move from “Strip Development” toward “Activity Centers”

**Strip Development:** Most recent commercial and office development in Jamestown and surrounding jurisdictions has been in linear strips along major thoroughfares. Characteristics of strip development include:

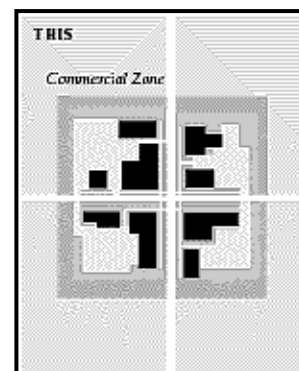
- Automobile oriented
- Dangerous for pedestrians
- Large parking lots
- Large front yard setbacks
- Single uses
- Numerous curb cuts
- Little connection between uses
- Visual clutter
- Diminished function of thoroughfares

*Diagrams courtesy of [Access Management: A Guide For Roadway Corridors](#), Humstone & Campoli*



**Activity Center:** The Activity Center concept is based on applying the attributes of a traditional downtown to a new site that is smaller in scale. Characteristics of an Activity Center include:

- Pedestrian *and* automobile friendly
- On-street parking allowed
- Off-street parking in smaller lots
- Buildings placed closer to the road
- Mixture of uses
- Few curb cuts & limited access roads
- Interconnection between uses & shared parking
- Signs and buildings at a more human scale
- Proper function of thoroughfares

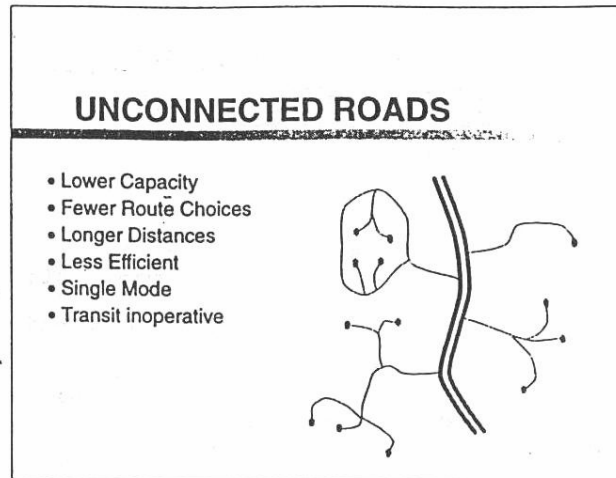


This Future Land Use Map identifies the approximate location of proposed Activity Centers, to provide an alternative to commercial strip development, and encourage the creation of more community focal points.

## PRINCIPLE #2 – Move from “Unconnected Roads” toward a “Road Network”

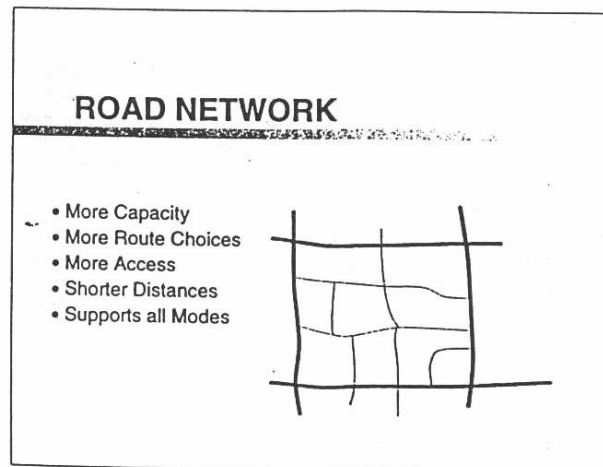
**Unconnected Roads:** The current proliferation of residential cul-de-sac subdivisions has resulted in a transportation system that severely limits the number of alternative travel routes. In addition to residential subdivisions, current commercial development patterns often provide little, if any connectivity among uses. The characteristics of Unconnected Roads include:

Disconnection from other uses  
Required use of thoroughfare  
Congestion of major roads  
Fewer route choices  
Longer driving distances  
Less efficiency  
Single transportation mode



**Road Network:** A transportation system based on the development of a Road Network will lessen traffic congestion on many of Jamestown’s major thoroughfares. Increasing the number of route choices will help to disperse traffic throughout the community, and result in the following characteristics:

Increased road capacity  
More route choices  
Greater access and mobility  
Shorter distances  
Support for alternative transportation modes



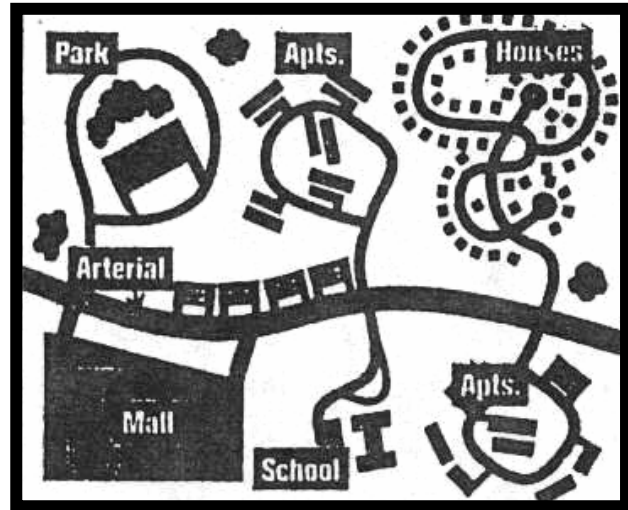
*Diagrams courtesy of the [Mocksville Policy Guide](#).*

The Jamestown Land Development Plan incorporates the objective of building a road network whenever possible, to provide a viable alternative to the current pattern of unconnected roads. Use of this principle in residential subdivisions, commercial centers, and employment and industrial centers will provide a greater set of transportation choices and will help to reduce traffic congestion throughout the community.



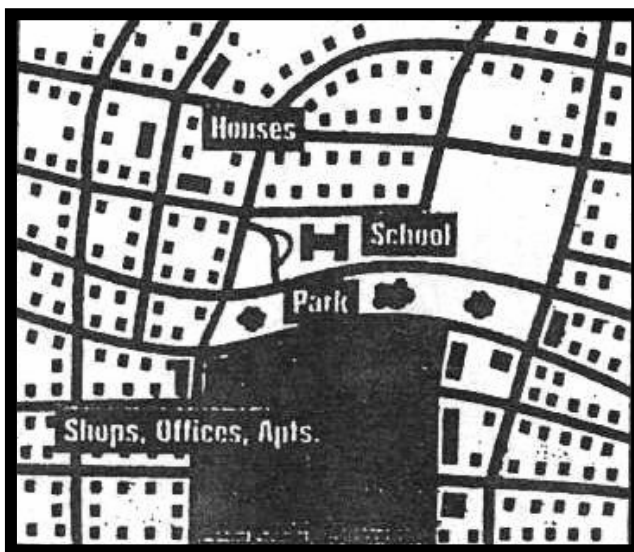
### PRINCIPLE #3 – Move from “Separation of Uses” toward “Mixed Use Development”

**Separation of Uses:** Standard zoning ordinances typically require most uses to be strictly segregated from one another. This requirement has often resulted in the loss of lively neighborhoods characterized by corner stores and second-story apartments above small neighborhood shops and restaurants. Some noxious uses need to be somewhat isolated, or at least buffered, to minimize their negative impacts on the quality of life and property values of neighborhood residents. For example, construction of a massive, five-story apartment complex, or the development of heavy industrial uses in the middle of a low-density residential neighborhood is clearly inappropriate.



On the other hand, a small, two-story townhouse project or a corner cafe, can be carefully designed to fit in and complement existing architectural styles, adding variety, interest, and value to its surrounding neighborhood. The current practice of separating uses has resulted in the creation of numerous “pods” of single-use developments. The diagram above highlights the current practice, showing how all traffic from each individual single-use “pod” development must use the main road to go anywhere.

**Mixed Use:** The notion of providing an appropriate mix of uses originates long before zoning regulations were institutionalized to require the separation of uses. Prior to zoning regulations, traditional neighborhoods developed during the first half of this century in towns throughout America, typically provided a broad mix of compatible uses, including shops, services, small workplaces, parks, churches, schools, as well as a variety of housing types. Some of the more historic parts of Jamestown provide excellent

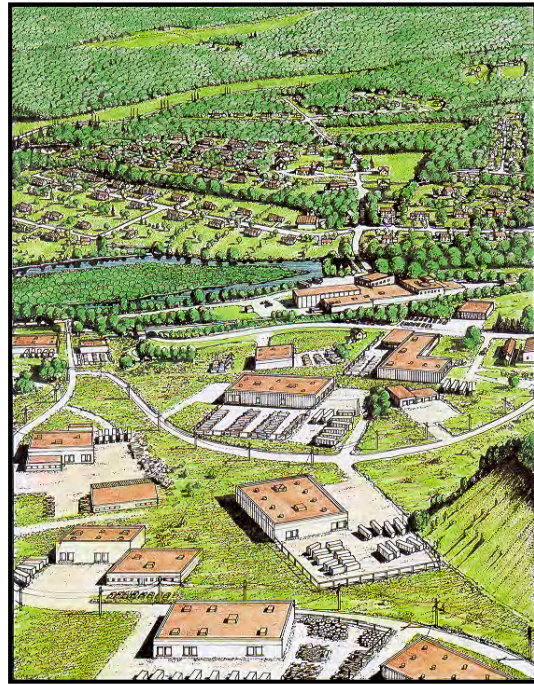


examples of single-family, multi-family, commercial, civic, and even some industrial uses fitting together well and complementing one another within the same neighborhood. Mixed use development provides for a wider variety of housing opportunities and reduces traffic congestion by providing a greater variety of transportation options. It allows residents, especially the very old and very young, to walk or bike to the store, to school, to church, to the park, or to work. The diagram (see inset) highlights how the practice of mixing compatible uses provides for greater variety, mobility and convenience.

Diagrams courtesy of the [Mocksville Policy Guide](#).

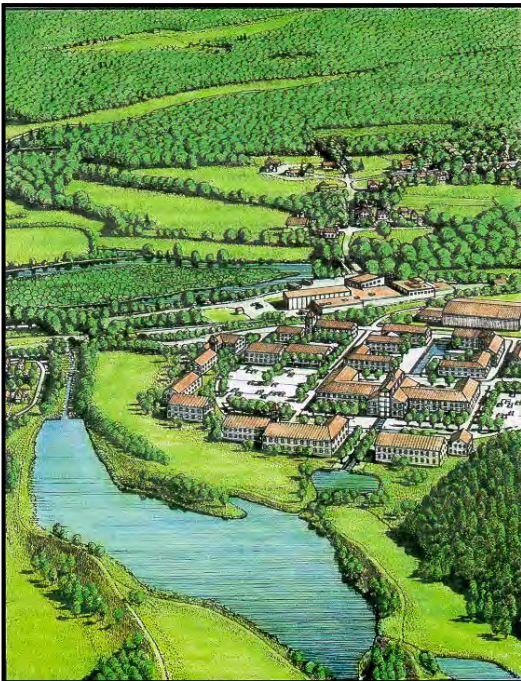
## **PRINCIPLE #4 – Move from “Conventional Development” to “Cluster Development”**

**Conventional Development:** Conventional development seeks to maximize the number of residential lots or the amount of retail space possible on any given piece of land. This method of development pays little attention to environmental factors, neighborhood design, or open space. The goal of such development is to spread as many houses or businesses on the site as allowed under current development regulations. As a result, land unsuitable for most urban uses, due to environmental constraints, is often developed as a residential backyard, or graded for use as a parking lot. Conventional development often places a greater burden on a jurisdiction’s resources, because it does not provide any recreational space for its residents and results in overcrowding of parks and other recreational facilities. Conventional development often has little connection to the natural features of the landscape on which it is built, is aesthetically unpleasing, and results in increased runoff into creeks and streams or onto adjacent properties.



*Illustrations courtesy of [Rural By Design](#), Randall Arendt*

**Cluster Development:** The primary purpose of cluster development is to encourage a portion of open space to be set aside within each development, as part of the development review and approval process. Designated open space areas within



each new development is preserved in perpetuity, for the use and enjoyment of residents as a recreation amenity, and to provide permanent protection of the community’s most significant historic, cultural, or environmental resources. Developers that choose to use cluster develop principles are allowed to build the same number of units as allowed under conventional development practices. However, cluster development can significantly reduce development costs of providing roads, water, and sewer services, by allowing the clustering of uses on smaller lots. By encouraging cluster development, the Town can increase the recreational opportunities for its residents, decrease the amount of infrastructure that needs to be maintained, and increase the attractiveness of the overall community.

## 4.3 GROWTH MANAGEMENT STRATEGY

The descriptions below indicate where each of the strategic growth categories are likely to be designated, and the recommended level of support and encouragement the Town is likely to offer appropriate land development proposals within each category.

### STRATEGIC GROWTH AREAS

Primary Growth Areas – Areas located within existing Town limits and with water and sewer services currently available. Suitable land development within Primary Growth Areas will be given the highest level of encouragement and incentives for short-range development over the next 1 to 5 years.

Secondary Growth Areas – Areas located outside of, but adjacent to existing Town limits and with water and sewer services currently available. Suitable land development within Secondary Growth Areas will be given a high level of encouragement and incentives for short- to mid-range development over the next 5 to 10 years, and will be expected to request voluntarily annexation into the Town limits.

Adjacent Developed Areas (With Water &/or Sewer) – Areas with a high level of existing urban development located outside of, but adjacent to existing Town limits and currently provided with water and sewer services. These areas should receive careful consideration for annexation and full provision of urban services over the next 1 to 5 years.

Adjacent Developed Areas (Without Water &/or Sewer) – Areas currently developed as medium-density residential neighborhoods, but located outside of town limits and not currently provided with sewer services. Because these existing neighborhoods are located down-stream from gravity sewer outfalls, they will require pump stations and force mains to receive sewer service. These areas may be considered for annexation and full provision of urban services over the next 5 to 10 years – or they may request voluntarily annexation as necessary, and will be expected to share in the cost of extending urban services.

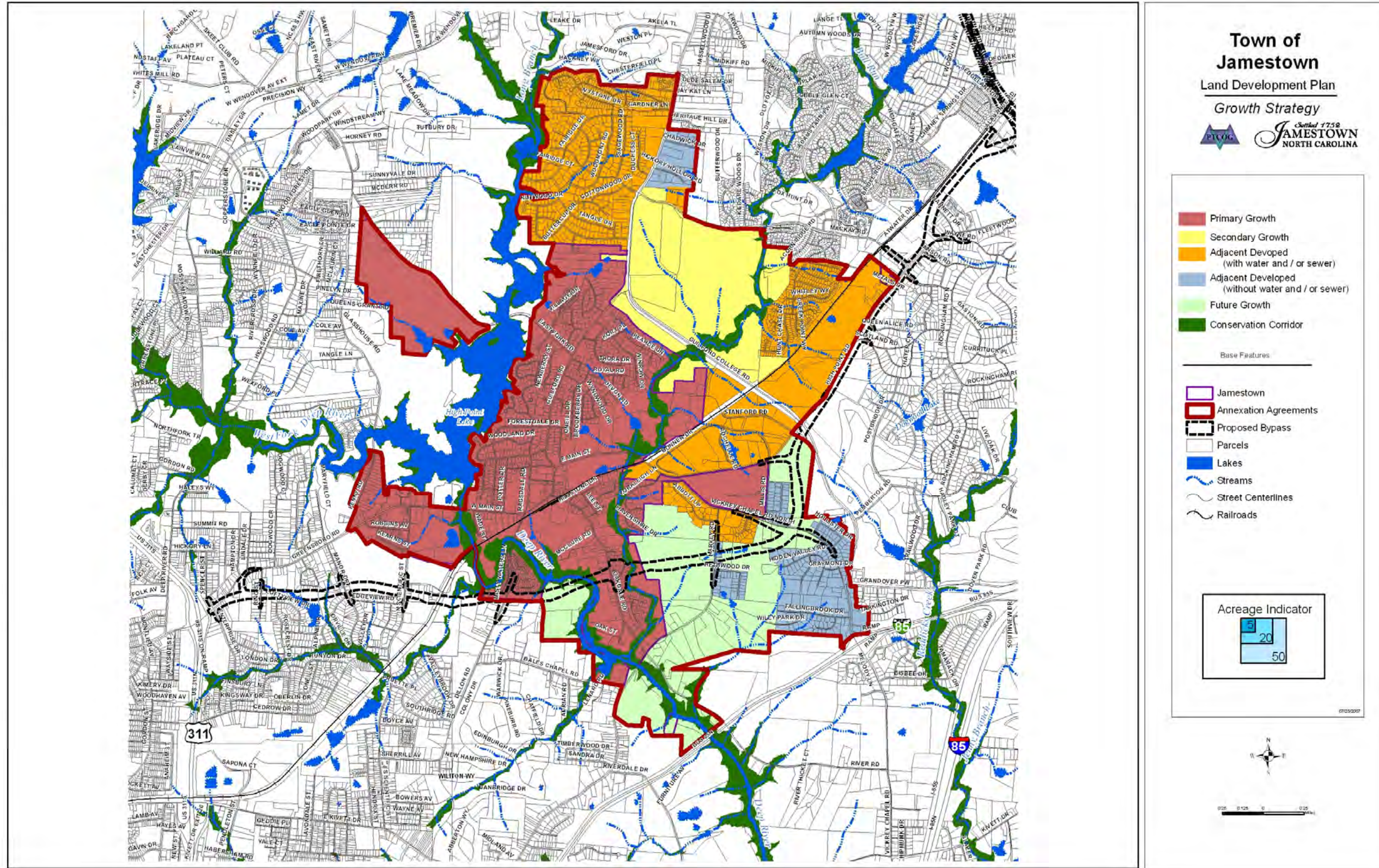
Future Growth Areas – Areas located outside of and adjacent to existing Town limits, but remaining relatively undeveloped. These areas are not currently provided with sewer service. Because they are located down-stream from gravity sewer outfalls, they will require pump stations and force mains to receive sewer service. Suitable land development within Future Growth Areas will be given a low level of encouragement and incentives for long-range development over the next 10 to 15 years, and will be expected to share in the cost of extending urban services.

Conservation Corridors – Areas located throughout the Town's planning area, primarily along streams and rivers, and within areas containing floodplains, steep slopes and/or severe soil limitations. These areas will receive a very high level of encouragement and incentives to remain in or be restored to a natural state and/or to be maintained in very low-intensity open space, recreation or greenway uses in perpetuity. Property owners are encouraged to locate new land development outside of Conservation Corridors when ever feasible.

The *Growth Strategy Map* on the following page provides a graphic representation of strategic growth area designations within the Jamestown planning area.



Figure 4.1 – Growth Strategy Map





## 4.4 FUTURE LAND USE CATEGORIES

The following land use categories were used to identify the desired future location, scale and mixture of uses within the Town’s planning area. The brief descriptions below provide a general sense of the type and intensity of land uses desired within the areas shown on the *Future Land Use Map*. More detailed descriptions and illustrations follow, to further define the character and intent of each designation. Preliminary correlating zoning districts for each future land use category are outlined in the Appendix.

<b>FUTURE LAND USE CATEGORIES</b>
<b>NEIGHBORHOOD CENTER</b> – Small- to medium-scale, mixed-use, pedestrian-oriented activity centers in strategic locations to provide a variety of low-intensity commercial and office uses to serve nearby neighborhoods, residences and farms.
<b>TOWN CENTER</b> – A medium- to large-scale mixed-use, pedestrian-oriented activity center located in Jamestown’s historic downtown area to accommodate a variety of existing and appropriate new commercial, institutional & office uses to serve the entire community.
<b>COMMERCIAL</b> – Areas designated to accommodate existing commercial & office uses, and limited new commercial & office development outside of designated Activity Centers. Most existing uses are located along major roads and intersections. Intended to minimize the expansion of commercial strip development by encouraging new retail uses to locate within mixed-use Activity Centers.
<b>INDUSTRIAL</b> – Areas accommodating existing industrial uses, and some new light-industrial, commercial, office and service uses. This district accommodates existing industrial uses, and new office or business parks, research campuses, and new light-industrial uses.
<b>INSTITUTIONAL</b> - Areas accommodating existing and new civic and institutional uses (e.g. schools, churches, libraries, community centers, fire stations, Town Hall). New civic uses should have convenient and prominent locations to provide key services that instill pride and serve as community focal points.
<b>RURAL RESIDENTIAL</b> – Transition areas accommodating existing agricultural and both existing and new low-density residential uses and minor subdivisions with no public sewer services.
<b>SUBURBAN RESIDENTIAL</b> – Areas accommodating existing medium-density, single family residential neighborhoods, while requiring new neighborhoods of similar density to be interconnected to surrounding neighborhoods and designed to be more pedestrian-friendly, with ample sidewalks, street trees, greenway trails and neighborhood parks.
<b>URBAN RESIDENTIAL:</b> Areas accommodating existing multi-family residential uses, and encouraging new, medium- to high-density residential uses within walking distance of commercial areas and major thoroughfares. New urban residential developments should create a sense of place and a pedestrian-friendly atmosphere at a higher density. Design elements include smaller lots, building placement close to the street, interconnectivity between neighborhoods, and abundant sidewalks, street trees, greenway trails and neighborhood parks to serve the needs of local residents.
<b>PARKS, GREENWAYS AND OPEN SPACE</b> – Areas set aside to incorporate parks, greenways and open space into the fabric of the Town as it grows for use as active or passive recreation, and to preserve key natural and cultural resources.
<b>HISTORIC OVERLAY</b> – Existing historic districts needing protection or enhancement.
<b>TRADITIONAL NEIGHBORHOOD DEVELOPMENT (TND) OVERLAY</b> - Indicates appropriate locations for new mixed-use Traditional Neighborhood Developments (TND) containing a variety of complementary residential, commercial and civic uses and public amenities, within easy walking distance. Traditional neighborhood design elements include smaller lots, building placement close to the street, narrower streets, alleys, interconnectivity among neighborhoods, abundant sidewalks and street trees, neighborhood parks to service the needs of local residents, and a mixture of uses and housing types.
<b>CONSERVATION CORRIDOR OVERLAY</b> – Areas located throughout the planning area, primarily along streams and rivers within the 100-year flood plain, and in areas with steep slopes and/or severe soil limitations, to be preserved as natural areas, open space and linear greenway parks.
<b>GATEWAY CORRIDOR OVERLAY DISTRICT</b> – Designated to protect and enhance the function and aesthetic character of existing and proposed major local roads that serve as gateways into the community through a variety of potential incentives and/or regulations.

## **FUTURE LAND USE CATEGORIES: DETAILED DESCRIPTIONS & ILLUSTRATIONS**

**NEIGHBORHOOD CENTER** – A small- to medium-scale, pedestrian-oriented, mixed-use activity center located at key intersections to provide a variety of low-intensity uses and services to nearby residential neighborhoods and businesses.

- Serves as a public focal point for one or two neighborhoods.
- Provides a mix of commercial, office, institutional, residential, and open space uses with complementary building types and public spaces at a neighborhood scale.
- Development should be designed to complement surrounding neighborhoods, while offering a few convenient shops and offices serving nearby residents.
- Ideally encompasses one or two quadrants along main roads or key intersections.
- Offers local residents an opportunity to shop for daily items & work close to home.
- Designed to include one, or preferably two-story structures that are close to the street, built at the pedestrian scale, and provided with auto and pedestrian connections to surrounding neighborhoods.

**TOWN CENTER** – A medium- to large-scale, mixed-use activity center located in the historic downtown area of Jamestown to serve as the center of community life for the entire community.

- Allows for a wide variety of medium- to medium-high intensity commercial, office, institutional and residential uses.
- Contains a significant number of historic resources worthy of community protection and enhancement.
- The preservation and adaptive use of historic properties is strongly encouraged.
- Appropriate infill development is encouraged when adding value and preserving the historic integrity and unique character of the downtown area.
- All uses should be compatible in scale and design with a pedestrian-friendly ‘village’ concept in which residents and visitors can easily walk or drive to parks, schools, churches, restaurants, shops, offices and homes.
- Design standards for revitalization and especially for *new* development efforts within the Town Center will encourage a pedestrian-oriented mix of predominantly two- and three-story buildings located close to the street and containing an attractive mix of first-story storefronts, and second- and third-story office and residential uses.
- Ample sidewalks and street trees, and a blend of on-street and side or rear parking lots, coupled with complementary building types and public landmarks and spaces will help to create a unique and vibrant atmosphere setting the Town Center apart from other districts as the historic core of community life in Jamestown.

**COMMERCIAL:** Areas designated to accommodate existing commercial & office uses, and a limited amount of exclusively commercial & office development outside of designated Activity Centers. Most existing uses are located along major roads and at key intersections. Such “strip development” is generally oriented towards the automobile, and is characterized by numerous curb cuts and signs, and large amounts of parking in front of stores. Two key goals of this designation include to:

1. Minimize the expansion of commercial strip development by encouraging new retail uses to locate within mixed-use Activity Centers; and

2. Mitigate the negative effects of linear strip development by:

- Reducing the number of curb cuts and requiring shared access when possible
- Moving parking to the rear or sides of structures
- Adding sidewalks, street trees, and planted medians
- Requiring more interconnectivity among uses
- Carefully designing uses to maintain and enhance the function and aesthetic quality of our Town's main roads.
- Accommodate some new "big box" retail uses, but require such development to include a greater mix of uses designed at a more pedestrian-friendly scale.
- Discourage large, continuous blank walls and parking lots in favor of multiple storefronts incorporating local architectural styles in a "Main Street" setting.
- Provide generous sidewalks, cross-walks, on-street parking, and connectivity to adjacent land uses for both pedestrian and automobile traffic.



*Photos courtesy of Peter Lagerway and the Penn State University BLUPRINTS CD*

**INDUSTRIAL** – Areas accommodating a variety of existing heavy- and light-industrial, and some new light-industrial, commercial, office and service uses. The intent of this designation is to accommodate large-scale existing employment and industrial uses, and to provide for new office or business parks, research campuses, and a variety of new light-industrial, commercial, institutional, and open space uses.

- Generally located on major thoroughfares & railroad corridors and key intersections.
- Provides easy access to employees in a well-designed, campus-like setting.
- Amenities for workers may include convenient pedestrian access to shops, restaurants, daycare centers and other services, walking trails, picnic areas, and open space.
- Special attention is placed on site, landscape, and building design, by incorporating natural features, protecting environmentally sensitive areas, providing interconnectivity among uses, and providing adequate transitional uses, buffers, and screening to mitigate significant impacts on surrounding uses.

**INSTITUTIONAL** - Areas accommodating existing and new civic and institutional uses (e.g. schools, churches, libraries, community centers, fire stations, Town Hall). New civic uses should have convenient and prominent locations to provide key services that instill pride and serve as community focal points.

**RURAL RESIDENTIAL** - Areas that accommodate existing agricultural and low-density residential uses on individual lots, and some new small-scale open space (cluster) neighborhoods allowing for smaller lots in exchange for preservation of open space. For example, if existing regulations allow a conventional development to subdivide a ten-acre tract into 10 one-acre lots, new rural neighborhoods might allow those same ten homes to be placed on half-acre lots. The remaining 5 acres would be permanently preserved as open space. Development costs for roads and other amenities would be decreased, while new residents and the community as a whole would benefit from additional open space preservation.

*A Typical Existing Rural Landscape*



**Conventional Large-Lot Subdivision**

**Cluster (Open Space) Development**

*Plans & Illustrations courtesy of BLUPRINTS – Penn State University.* Both examples have the same number of housing units, but very different visual effects on the landscape and the amount of open space preserved.



**SUBURBAN RESIDENTIAL** – Areas accommodating existing suburban subdivisions and some new low- to medium-density, single-family residential neighborhoods in areas that already have or that are likely to be provided with water and sewer services over the next several years. New suburban neighborhoods are required to provide paved streets connecting existing and future adjacent neighborhoods and to be designed to be more pedestrian-friendly, with ample sidewalks, street trees, greenway trails and neighborhood parks.



*Photos courtesy of PTCOG*

**URBAN RESIDENTIAL:** Areas accommodating existing multi-family residential uses, and encouraging new, medium- to high-density residential uses within walking distance of commercial areas and major thoroughfares. Property management should prevent existing and new developments from falling into disrepair. New urban residential developments should create a sense of place and a pedestrian-friendly atmosphere at a higher density. Design elements include smaller lots, building placement close to the street, interconnectivity between neighborhoods, and abundant sidewalks, street trees, greenway trails and neighborhood parks to serve the needs of local residents.



*Photos courtesy of TND Homes, Inc.*

**PARKS, SQUARES, GREENWAYS, AND OPENSOURCE:**

**Parks:** Areas designated for passive or active recreational activities. New parks should generally be located in close proximity to residential areas. Smaller parks may be part of a new neighborhood while larger Town-wide parks should be strategically placed to serve the entire community or to preserve specific natural areas. The design of parks should include multiple access points and transportation options.

**Squares:** Generally placed in a central location within a neighborhood or designated activity center, to serve as a community gathering place and focal point. Squares may be large or small, formal or informal in character, based on their surroundings and intended uses. They may include a civic landmark such as an amphitheater, gazebo or clock tower, and may provide passive or active recreation opportunities.



*Photos courtesy of PTCOG and TND Homes.com*

**Greenways:** Areas designated to provide public access along waterways and scenic corridors of the Town. Greenway corridors provide recreational opportunities, promote preservation of natural resources, and serve as a water quality buffer to reduce stormwater runoff into rivers and streams. Some portions of the designated greenway system may utilize the Town’s streets and sidewalks and utility easements, to provide connections among neighborhoods, activity centers, parks, schools, and natural areas.



*Photos courtesy of Southern Village and PTCOG*



**Open Space:** Areas containing significant environmental, geologic, historic, cultural, or scenic resources to be designated for permanent protection from further development. The intent of designating open space areas is to preserve important community resource areas in their natural or existing state as much as possible, while allowing for recreational opportunities when appropriate.



*Photos courtesy of PTCOG*

**CONSERVATION CORRIDOR OVERLAY:** Areas designated for the preservation of stream and creek corridors in a natural state. Most land uses, other than low-intensity open space uses, should be encouraged to locate outside of these riparian buffer zones and floodplain areas.



*Photos courtesy of PTCOG.*

**HISTORIC OVERLAY:** Designated historic areas and resources needing protection or enhancement. This overlay district is used for single properties and groups of properties and includes a series of building requirements that may exceed minimum State historic district guidelines. The Town may enhance historic preservation guidelines to provide greater protection for its cherished historic resources and to encourage the preservation and adaptive re-use of historic buildings and properties (e.g. Historic Oakdale Mill Village).

**GATEWAY CORRIDOR OVERLAY:** Designated to protect and enhance the function and aesthetic character of existing and proposed major local roads that serve as gateways into the community through a variety of potential incentives and/or regulations.

**TRADITIONAL NEIGHBORHOOD DEVELOPMENT OVERLAY:** Medium- to high-density single- & multi-family residential uses and a mix of new commercial, office & institutional uses within activity centers to provide services and employment to surrounding neighborhoods. The TND Overlay District indicates appropriate locations for *new* mixed-use Traditional Neighborhood Development (TND). TNDs contain complementary residential, commercial and civic uses in a pedestrian-friendly environment with convenient access to surrounding neighborhoods, parks, schools and walking trails. Areas located closest to activity centers should accommodate a mixture of higher density single- and multi-family residential uses within walking distance of commercial areas and major thoroughfares. Traditional neighborhood design elements include smaller lots, building placement close to the street, narrower streets, alleys, interconnectivity among neighborhoods, abundant sidewalks and street trees, neighborhood parks to service the needs of local residents, and a mixture of uses and housing types.



Courtesy of Southern Village, Chapel Hill, NC



*Conventional Large-Lot Subdivision:* Wide streets, large building set-backs, no sidewalks or street trees.



*Traditional Neighborhood Design:* Narrow streets, smaller building lots & set-backs, and abundant sidewalks & street trees.



**COMMUNITY-BUILDING GOALS** – This planning process provides Jamestown an opportunity to determine the kind of community it wants to become over the next fifteen years. Growth can be encouraged and promoted in the most appropriate places. Our Town can grow with a strong sense of community, as individual neighborhoods become more inter-connected, open space and greenways become an integral part of each new subdivision, and well-designed, mixed-use neighborhoods are developed in designated areas. To achieve this vision, the following guidelines were used to apply future land use categories to the proposed land use map:

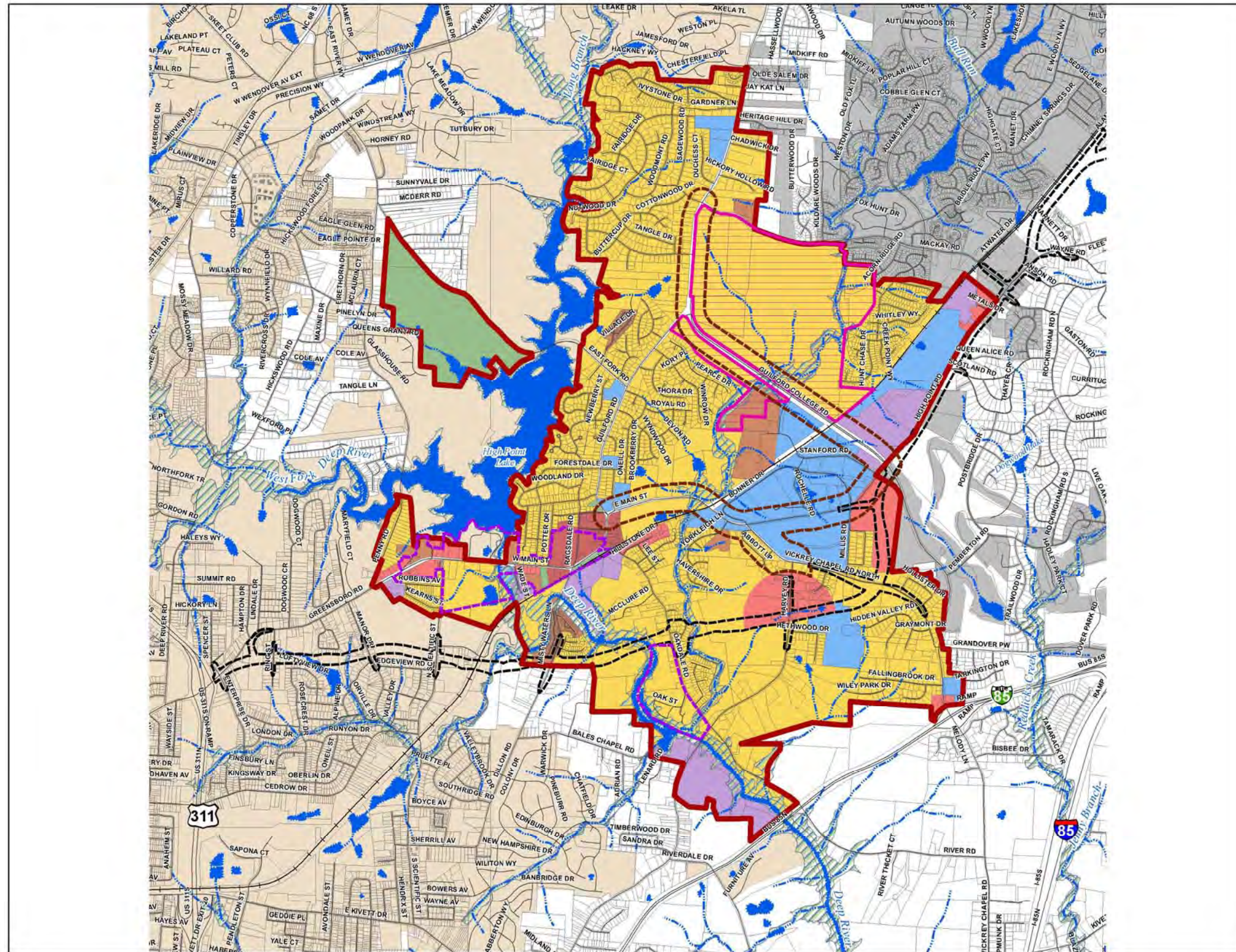
1. Encourage mixed-use development in our existing downtown Town Center, and other designated Neighborhood Centers, to:
  - discourage the proliferation of hap-hazard, commercial strip development
  - accommodate existing commercial uses as necessary
  - create pedestrian-friendly, community focal points in new neighborhoods
2. Designate Neighborhood Centers in appropriate locations to serve as community focal points and encourage development of small- to medium-scale commercial, office, and institutional uses that are convenient to and compatible with surrounding residential neighborhoods.
3. Designate Commercial areas to:
  - accommodate existing commercial and office uses
  - limit new commercial uses outside of Activity Centers
  - encourage the development of new, and redesign of existing commercial uses to be more visually pleasing and pedestrian-friendly
4. Designate Industrial areas to:
  - accommodate existing industrial uses as necessary
  - limit new non-residential uses outside of designated activity centers
  - diversify the local economy, add tax base, and provide jobs
  - encourage development of industrial uses, office parks, research facilities and corporate headquarters in visually pleasing and pedestrian-friendly settings
5. Designate Institutional areas to:
  - accommodate existing civic and institutional uses
  - encourage the placement of new civic and institutional use in convenient and prominent locations to provide key public services that instill pride and serve as community focal points.
6. Designate Rural Residential transition areas to preserve agricultural uses while accommodating existing and some new low-density (cluster) residential uses.
7. Designate Suburban Residential uses to accommodate existing and some new low-to medium-density single-family residential uses in areas with water and sewer.
8. Designate Urban Residential uses to accommodate existing and some new medium- to high-density multi-family residential uses in areas with water and sewer.
9. Designate potential Park sites in convenient locations or sensitive areas, to serve recreational needs and to preserve natural, cultural, or historic resources.
10. Designate Historic Districts to protect or enhance the Town's historic resources.
11. Designate appropriate areas for new Traditional Neighborhood Developments.
12. Designate Conservation Corridors along appropriate streams & utility easements, and encourage dedication of Open Space and Greenway easements as part of the land development process.

## 4.5 FUTURE LAND USE RECOMMENDATIONS

The *Future Land Use Map* below provides specific land use recommendations to assist the community in making decisions about future land development proposals. This map serves as a guide for the location, scale and mixture of uses encouraged by the Town and may also serve as the foundation for future zoning district changes. See the appendix for a more detailed description of the purpose and intent of each land use category, including appropriate land uses and recommended zoning districts and residential densities within each category.



Figure 4.2 – Future Land Use Map



**Town of Jamestown**  
Land Development Plan  
*Future Land Use*

**Future Land Use**

- Town Center
- Commercial
- Industrial
- Institutional
- Suburban Residential
- Urban Residential
- Parks

**Overlay Districts**

- Gateway Corridor
- Traditional Neighborhood Development
- Historic
- Conservation Corridor

**Base Features**

- Annexation Agreements
- Greensboro
- High Point
- Proposed Bypass
- Parcels
- Lakes
- Streams
- Railroads
- Street Centerlines

**Acreage Indicator**

5	20
50	

11/21/07





## IMPLEMENTATION

### 5.1 USING THE PLAN

#### GENERAL IMPLEMENTATION

A new land use plan raises awareness in the community about its development potential, which often results in an increase in development interest and activities. A new plan can also be the catalyst for creating new public programs and initiatives.

Successful implementation of a land use plan requires cooperative action on the part of elected officials, property owners and the development community. The primary implementers of this plan will be the elected officials of Jamestown who will be responsible for interpreting and acting on the recommendations of the plan when considering development proposals and infrastructure investments, revising policies and ordinances and establishing new programs and initiatives.

#### THE FUTURE LAND USE MAP

The *Future Land Use Map* provides a graphic representation of the recommended arrangement of specific land uses. The map should be used to guide the general location, scale, type, pattern and relationship of development proposals. The boundaries between recommended future land use categories should be considered areas of transition, where good judgment and common sense guide interpretation based on the characteristics of the specific development proposal. As conditions change over time, individual land development decisions may differ from the land use vision represented on the map. Deviations from the recommendations should have a clear basis, and may trigger an update of the plan or map.

#### RECOMMENDATIONS

The vision, goals, policies and principles outlined in Chapter Four provide a conceptual framework for considering individual land development decisions. These concepts should be referenced to help analyze the potential impacts of individual development decisions.

### 5.2 MONITORING THE PLAN

The horizon year for this plan is 2020. As growth and development occur within the Town over the next 15 years, it may be necessary to make periodic revisions to keep the plan up-to-date. Major changes in infrastructure, roads and development patterns may trigger an update of the plan. A periodic review of the document by staff, Planning Board members and the Town Council will insure that the document remains a valuable reference and guide for growth in the community.

## 5.3 ACTION RECOMMENDATIONS

Recommended actions resulting from this land development planning process include the following policies, program and projects.

### POLICIES

Action Item Description	Time Frame	Responsible Parties
Expand the Town's <u>extra-territorial zoning jurisdiction</u> - to coincide with its annexation agreement line - to better control land development in areas that may be annexed into the Town limits in the future.	0-2 Years	Staff and Planning and Zoning
Create & enforce <u>community appearance ordinances</u> - especially along major thoroughfares (e.g. Main Street) to improve and maintain appearance, function and safety along major roads.	0-2 Years	Staff and Consultant
Consider creation of a <u>gateway corridor overlay</u> - to preserve and enhance the beauty, scenic quality, and welcoming feel of our town's gateway corridors.	0-2 Years	Staff and Consultant
Encourage new development to adopt <u>green building principles</u> and explore incentive programs for green development.	0-2 Years	Staff, JBA and Consultant
Create & enforce <u>storm water management ordinances</u> (e.g. mandatory stream buffers).	Ongoing	Staff
Establish <u>open space, greenway &amp; riparian buffer dedication</u> requirements for all new land development, to help preserve open space, park land and greenways as the Town grows.	0-2 Years	Staff and Consultant
Establish <u>access management policies &amp; guidelines</u> along major thoroughfares.	0-2 Years	Staff and Consultant
Proactively plan for <u>appropriate land development</u> for the Jamestown Bypass (TIP #: 2412) interchanges and prevent automobile-oriented strip development.	3-5 Years	Staff, NCDOT and Consultant
<u>Review and up-date land development ordinances</u> on a regular basis to help the Town achieve its vision and goals as outlined in the Land Development Plan.	3-5 Years	Staff
Establish <u>street design guidelines</u> that include appropriate street widths, curb and gutter, planting/utility strip and sidewalk/sidepath specifications.	0-2 Years	Staff and Consultant
Enhance the <u>historic district guidelines</u> and expand the historic districts where needed.	0-2 Years	Staff and Consultant

## PROGRAMS

Action Item Description	Time Frame	Responsible Parties
Create an active, well-funded <u>sidewalk improvement and expansion program</u> – especially to improve pedestrian connectivity within residential areas, within downtown areas and to better connect residential, commercial, employment and recreational uses.	Ongoing	Staff and MPO
Establish and empower a Downtown Revitalization Committee that reports directly to the Town Council and serves to guide and oversee an active, well-funded downtown / main street revitalization program including the entire downtown and historic district.	3-5 Years	Staff & JBA
Establish an active, well-funded <u>greenway trail-building program</u> .	Ongoing	Staff & MPO
Establish an active, well-funded water and sewer improvements program.	Ongoing	Staff and High Point
Seek NCDOT funding for street and sidewalk improvements.	Ongoing	Staff
Establish communication with the County School Board and Administration to encourage <u>school revitalization efforts</u> .	Ongoing	Staff and Elected Officials

## PROJECTS

Action Item Description	Time Frame	Responsible Parties
Develop a Downtown Revitalization Master Plan to address safety, function and appearance issues and undertake a few pilot project improvements to build community interest and support.	0-2 Years	Staff and Consultant
Beautify downtown areas (sidewalks, street trees, decorative lighting, etc.)	Ongoing	Staff
Develop river access sites.	0-2 Years	DENR, Landowners, YMCA, Legacy Paddlesports
Develop a Pedestrian &/or Greenway Trail Master Plan to identify and set priorities for pedestrian improvements and implement several top-priority pedestrian projects.	0-2 Years	Staff & Consultant
Develop small pocket parks in strategic locations (e.g. downtown areas).	0-2 Years	Staff & Consultant





## APPENDIX

### A1 COMMUNITY MEETING #1 – MAY 3, 2007

The Jamestown Community Meeting #1 was attended by 19 members of the community, not including staff from the Town of Jamestown and Piedmont Triad Council of Governments (PTCOG). After signing in, members of the community were asked to place points of interest (work, home, shopping and walking routes) on a base map of the Jamestown Planning Area. For further clarification of information, there was a survey of basic issues, where each attendee indicated where they worked, shopped and what were the two most important issues facing the community. The results of this informal survey are presented below.

#### Survey Results:

How long have you lived in the Jamestown area?

Time frame	#
0-5 years	
5-10 years	3
10+ years	12

What attracted you to the Jamestown area?

Issue	Votes
High Quality of Life	1
Open Space	
Schooling	3
Employment	2
Small Town Character	8
Affordability	2
Born Here or Grew Up Here	3
Other	2

Where do you work?

Place	Votes
Jamestown	1
High Point	5
Thomasville	
Archdale	
Greensboro	3
Randolph County	
Guilford County	2
Davidson County	
The Triad Region	
Other	1

Where do you most often shop?

Place	Votes
Jamestown	3
High Point	7
Thomasville	
Archdale	
Greensboro	9
Randolph County	
Guilford County	1
Davidson County	
The Triad Region	
Other	

What are two of the most important issues facing our community over the next 15 years?

Issue	Votes
Community Appearance (Small Town Character)	8
Industrial Development	
Commercial Development	1
Tourism	1
Strip Commercial Development	
Office Development	
Institutional & Civic Uses	
Affordable Housing	
Transportation (streets, sidewalks, bike trails, transit)	2
Parks and Recreation	1
Environment (air and water quality, wildlife habitat)	
Public Services (police, fire, tele-communications)	
Education (schools)	3
Jamestown By-Pass	6
Public Infrastructure (water and sewer)	
Smart Growth (Prevent Sprawl)	2
Open Space Preservation	
Revitalize Downtown Area	5
In-Fill Development in Existing Neighborhoods	
Establish Mixed-Use / Compact Activity Centers	
Pedestrian-Friendly / Walkable Community	3
Historic Preservation	2
Traditional Neighborhood Development	
Greenways / Bike Paths / Nature Trails	2
Other	

After completing the survey attendees were seated and introduced themselves individually. Paul Kron, Planning Director at the PTCOG and Kathryn Billings, Town Manager discussed the work of the steering committee and gave a brief overview of the major issues raised by the steering committee. Much of the public workshop activities build from those that the steering committee had already completed.

**Small Group Workshop Results:**

The following question was posed to each attendee: As Jamestown grows, what can we do to make it a more livable place?

Likes: What do you want to see continued?

Dislikes: What do you want to see stopped?

Dreams: What do you want to see started?

After working individually on these focus questions, attendees met in small groups of about 6-8 people and worked together to come up with candidate likes, dislikes and dreams. Each issue was recorded on large flip-chart sheets and then posted on the wall. Each attendee was given 5 dots to vote for the likes, dislikes and dreams they felt were most important to making Jamestown a more livable community as it grows. The following ideas were voted as the most important issues by attendees. Detailed voting results are also provided below the following summary.

Likes:

Issue	Votes
historic preservation	9
sidewalks/ pedestrian friendly	8
quaint shops	8
community spirit*	8
open space and recreation	6
downtown appearance	5

Dislikes:

Issue	Votes
unplanned and haphazard development	18
multi-family residential	15
traffic issues*	12
appearance of existing businesses and lack of retail*	8
lack of enforcement of ordinances	6

Dreams:

Issue	Votes
clean-up downtown/blighted areas	17
promote historic resources	12
improve shopping experience (variety and quality)	8
support local businesses*	4
pedestrian bridge over the East Fork	4
implement plan	4
re-institute neighborhood schools	4

\*NOTE: *added after public meeting based on votes*



**Detailed Small Group Workshop Voting Results:**

In cases where similar issues were recorded on the poster sheets, the voting results have been grouped together by color below. The total votes of the top issues have been combined in the tables above.

<i>LIKES</i>		<i>DISLIKES</i>	
Votes	Issue	Votes	Issue
7	historic architecture/styles preserved and copied	1	ice cream shop replaced with ugly new building
2	historic buildings	5	appearance of businesses along downtown streets (i.e. facades)
	historic buildings	10	haphazard unplanned development (i.e. façade inconsistency)
3	sidewalks - pedestrian friendly	2	ugly commercial buildings
2	sidewalks		gas stations and chain retail
2	greenways		different style buildings
1	sidewalks and walkable community	2	multi-family housing (need to limit)
4	quaint shops	12	multi-family and apartment housing
2	look, feel and charm of main street	1	no rental guidelines for neighborhoods
2	small shops/unique (need more)		multi-family developments
3	small-town atmosphere	2	blight along main street
2	community spirit	1	neglect of historic properties
	community gatherings (e.g. Jamestown Day & Christmas Parade)		loss of older buildings
1	small-town atmosphere/character	1	vacant retail buildings -especially downtown
	more community involvement	7	need more restaurants and shops
	small town feel and character	1	Jamestown bypass
4	trees and grass	3	too much traffic
1	golf course & park		speeding vehicles through major town thoroughfares - need to slow traffic through town
1	youth leagues and YMCA	6	no turn on "red" - Guilford at Main
	maintenance of golf course and parks	2	methods of enforcement of town ordinances
	quality parks and recreation	4	not enforcing current regulations and ordinances (e.g. parking on street)
3	continued investment in downtown appearance	1	railroad crossing at Oakdale
2	downtown revitalization		appearance and safety near the NCRR overpass
2	friendly town staff		NCRR crossings
1	lower taxes	1	not enough downtown parking (need more)
	sense of security	1	loss of trees
	residential growth	1	failure of public to get involved in the community
	system of solid waste collection	1	used car sales on private property
	stewardship of financial resources by Town staff	1	parking on streets
	seeking grant funding for infrastructure improvements		crime
	stewardship by Town staff regarding dissemination of information		industry
			home businesses that create traffic

## DREAMS

Votes	Issue
9	clean up blighted areas prior to investing in other areas
6	downtown revitalization
2	old strip malls refurbished
	continuity of appearance
5	promotion and additional preservation of small town historic feel
5	highlight Jamestown's rich history
2	preserve potters house
7	Provide shopping experience like Blowing Rock or Brevard: small shops, boutiques, restaurants, cafes, etc.
1	addition of "nice" restaurant facilities
3	support local businesses
1	addition of small businesses in town core
2	full time police
1	Andy Taylor of Sheriff of Town Police Department
	community watch
4	implement master land use plan
4	go back to real neighborhood schools
4	pedestrian bridge over East Fork Creek
2	more resident involvement in community and less division of class/race/age
2	downtown park/town square (e.g. shot tower and greenway connection)
2	business and government working together
2	railroad pedestrian bridge (Oakdale)
1	upscale shopping center at Guilford College Road and High Point Road
1	market niche/branding for the town (e.g. River Fest or Jamestown Day)
1	addition of public transit and/or I.D. of existing transit stops
1	implement public art projects
1	shops along railroad in boxcars
1	parking spaces for visitors
	streetlights everywhere it's reasonable
	increase tax base by annexation and growth
	add benches in downtown area
	transportation plan implementation (i.e. street collector plan)
	enforce planning
	neighborhood parks

## **A2 JAMESTOWN COMMUNITY MEETING #2 – NOVEMBER 8, 2007**

Following a presentation of the Draft Land Development Plan the 37 citizens at the November 8, 2007 Community Meeting #2 participated in a discussion of their key issues for the draft plan. The following issues were voiced by the citizens present:

### **Top 4 Issues**

#### **Promote downtown re-development**

- Discuss extending the downtown area to the west of the Deep River
- Seek grants for the beautification of Main Street (e.g. planters, trees and other shrubbery)

#### **Begin a cost analysis of annexing land to the southeast of Jamestown**

- Soil is not perking septic systems
- There are wells drying up
- County partnership is needed to help with these issues

#### **Allow multi-family residential construction in appropriate places**

- Incorporate design aesthetics into ordinance

#### **Update Historic Preservation District Ordinance**

- Add further requirements to the ordinance

### **Other Issues**

- Pro-active conservation of environmentally sensitive lands are needed
- Preserving and promoting aesthetics of commercial and residential development
- Preserve safe and quick access into and out of town
- Slow traffic on Main Street
- Establish multi-use trails with adequate width for both bicyclists and pedestrians
- Construct more sidewalks tying neighborhoods to downtown and parks

Following the discussion of top priority issues, Mayor-elect Keith Volz highlighted the following projects that are currently in progress or planned for the future in Jamestown:

- Expand the ETJ;
- Downtown revitalization plan;
- Develop a "Brand" for the Town of Jamestown (How we want to be identified);
- Blend history and the future;
- Construction of "Green" Buildings;
- Pedestrian Master Plan for sidewalks;
- Master Parks & Recreation Plan will be developed;
- Pedestrian bridge on E. Fork Rd.;
- Apply for PARTF grant for neighborhood parks;
- Safe Route to School infrastructure grant;
- Work with Guilford County School System to better Jamestown area schools; and
- Working with NCRR on a pedestrian tunnel.