

TOWN OF STONEVILLE



COMPREHENSIVE LAND DEVELOPMENT PLAN

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August 27, 2014



TOWN OF STONEVILLE

COMPREHENSIVE LAND DEVELOPMENT PLAN

Adopted by the Stoneville Town Council on _____.



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SECTION 1 COMMUNITY OVERVIEW

Introduction

In Stoneville, North Carolina, centuries old traditions are facing the demands of the global economy. Like many small communities across the state, Stoneville seeks to preserve its heritage, while expanding economic opportunities for its 1,056 residents. The Town's interest in addressing economic and quality of life issues coincided with the Community Transformation Grant (CTG) Project's desire to improve the health and wellness of Piedmont Triad residents. Consequently, this Comprehensive Land Development Plan was developed with funding assistance from the CTG Project.

Community Transformation Grant (CTG) Project

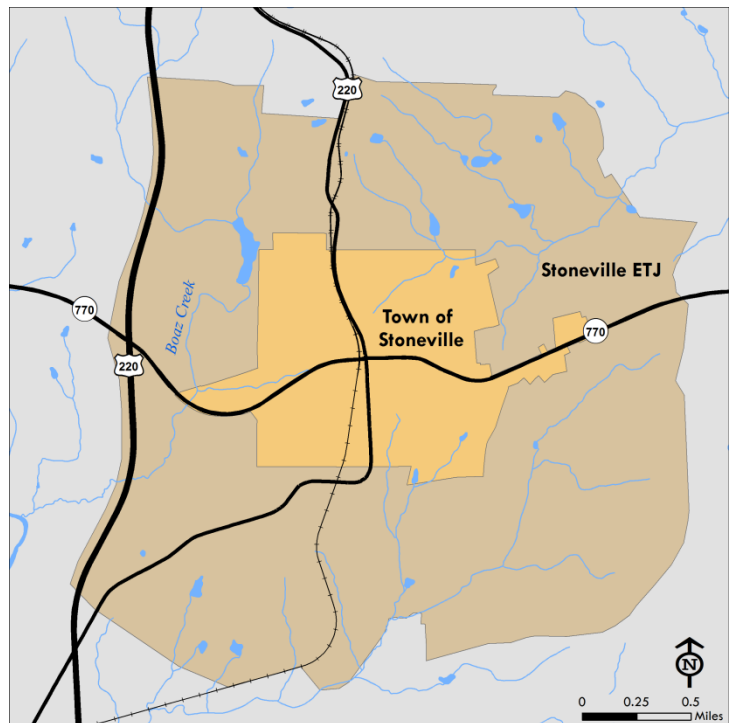


The North Carolina Community Transformation Grant (CTG) Project was an initiative funded by the Centers for Disease Control and North Carolina Department of Health and Human Services to support evidence-based public health efforts to reduce preventable chronic diseases. The project focuses on four strategies: healthy eating, active living, tobacco free living, and evidence-based clinical preventive services. The aim of the project is to create equal access to healthy living opportunities for all North Carolinians. Under the project, North Carolina has been divided into multi-county regions. Region 5 includes Alamance, Caswell, Chatham, Durham, Guilford, Orange, Person, and Rockingham. One of the active living goals of the CTG Project is to increase the number of communities that develop comprehensive plans that include healthy living considerations. The CTG Project is able to support the development of such plans with financial assistance, as well as CTG Project staff time.

1.1 THE PLANNING AREA

The Town of Stoneville is located in the North Carolina Piedmont - part of the Piedmont Plateau that extends from New York to Alabama, where the terrain rises gradually from the coastal plain to the base of the Appalachian Mountains. Located in the western portion of Rockingham County, Stoneville is bounded by U.S. 220 to the west and Madison, Mayodan and the Mayo River State Park to the southwest. The Virginia State line is not far to the north and the City of Eden is less than ten miles to the east.

The planning area used in this report encompasses the current Town limits and extraterritorial jurisdiction (ETJ) - an area of approximately 1.2 square miles.



1.2 HISTORICAL CONTEXT

Founding



Reverend F.L. Stone
Courtesy of Town of Stoneville

Settlers came to the ridge between the Mayo and Dan Rivers in the northwest piedmont region in the early 1800's. Some early families who formed the small community had the surname Dodd, Joyce, Martin, Means, Hamlin, Stone, and Sims. The first post office was designated as "Mayo" on May 8, 1821.

In the late 1850's, brothers Thomas and Pinkney Stone bought a parcel of land that was to become the town of Stoneville. The community grew around the brothers' general store located at the intersection of Henry and Main Streets; the center of today's business community. Closed for the Civil War, the post office reopened on July 7, 1869, when it was renamed the Stoneville Post Office.

On March 5, 1877, the town was officially incorporated. The N.C. General Statutes of 1876-1877, Chapter 183, Section 2 states that "the Corporate limits of said town shall include all the territory within one-half mile of P. M. Stone's brick store house in said town". Francis Stone, brother of the store keepers and elder in the Matrimony Baptist Church, was elected Mayor.

Churches

The Methodist congregation built a church in the newly formed town in 1883 and graciously allowed several other denominations to hold services in the building until they had the time and resources to build their own places of worship. Throughout the town's existence, this spirit of fellowship and respect for one's neighbor has continued. In 1898 the Emmanuel Episcopal Church was erected. Other churches followed in the decades to come.



Methodist Church
Courtesy of Town of Stoneville

Tobacco



Piedmont Warehouse
Courtesy of Town of Stoneville

The tobacco industry also played a very important part in the development of Stoneville. The first tobacco warehouse was built by R.H. Lewis in 1875, under the name of Farmers Warehouse. Numerous tobacco warehouses shaped the history of the town in the years to follow, including Brown's Warehouse, Glenn's Warehouse, Joyce's Warehouse, Piedmont Warehouse, and Union Warehouse.

Railroad

In 1892, the Stone family went on to influence the construction of the Roanoke and Southern railway line, which brought even greater prosperity to the town. At that time, the passenger trains from Washington and Richmond would make a point to schedule their dinner stop in Stoneville so as to take advantage of the fine food served in the Hotel Lewis.



Train Passing Through Stoneville, 1910
Courtesy of Town of Stoneville

Tornado - 1998



On March 20, 1998, at 3:35 pm, Stoneville was changed forever by a powerful tornado that swept through town, destroying much of the business district. Two people were killed. The appearance of the town was permanently altered as landmark historical buildings were destroyed.

From the moment the debris settled, plans were being made to rebuild, and the results have been amazing. Nothing can replace the lives lost, or the historical buildings completely destroyed, but Stoneville has united in an effort to rebuild their beloved town, and today it is once again a beautiful place to visit and a wonderful place to live.



1.3 PURPOSE OF THE PLAN

The Stoneville Comprehensive Land Development Plan is a guide for making strategic decisions about the orderly growth and development of the community. The plan serves as:

1. **A Source of Information** - containing information on local demographics, housing, environmental constraints and development suitability, infrastructure, and existing and proposed land use patterns and policies.
2. **A Guide to Likely Government Decisions** - including growth strategies and specific goals, policies, and recommendations to help guide public and private development decisions, giving greater insight and predictability concerning likely government actions.
3. **An Opportunity for Community Involvement** - active participation of the Town Council, Planning Board, staff, and citizens during plan preparation help to ensure community values are represented and embodied in the plan.
4. **An Outline of Strategic Actions** - a guide for potential ordinance recommendations and revisions and a range of activities to implement the vision, goals, policies, and recommendations outlined in the plan.

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. Computerized mapping and database technology, known as geographic information systems (GIS), was utilized to map and analyze a wide variety of demographic, economic, environmental, and urban service growth factors. General population, housing, and economic data was updated using the 2010 U.S. Decennial Census and American Communities Survey to provide a better understanding of how best to strategically plan for Stoneville's future growth.

Environmental growth factors were mapped and analyzed to identify the most suitable sites for development and conservation in the Town. A detailed map of existing land uses was created to identify land development patterns and trends. Physical landscape features including topography, hydrology, and soil limitations were mapped to identify the most appropriate and feasible sites for future growth. Vacant or under-utilized sites located out of the 100-year flood plain and with gentle

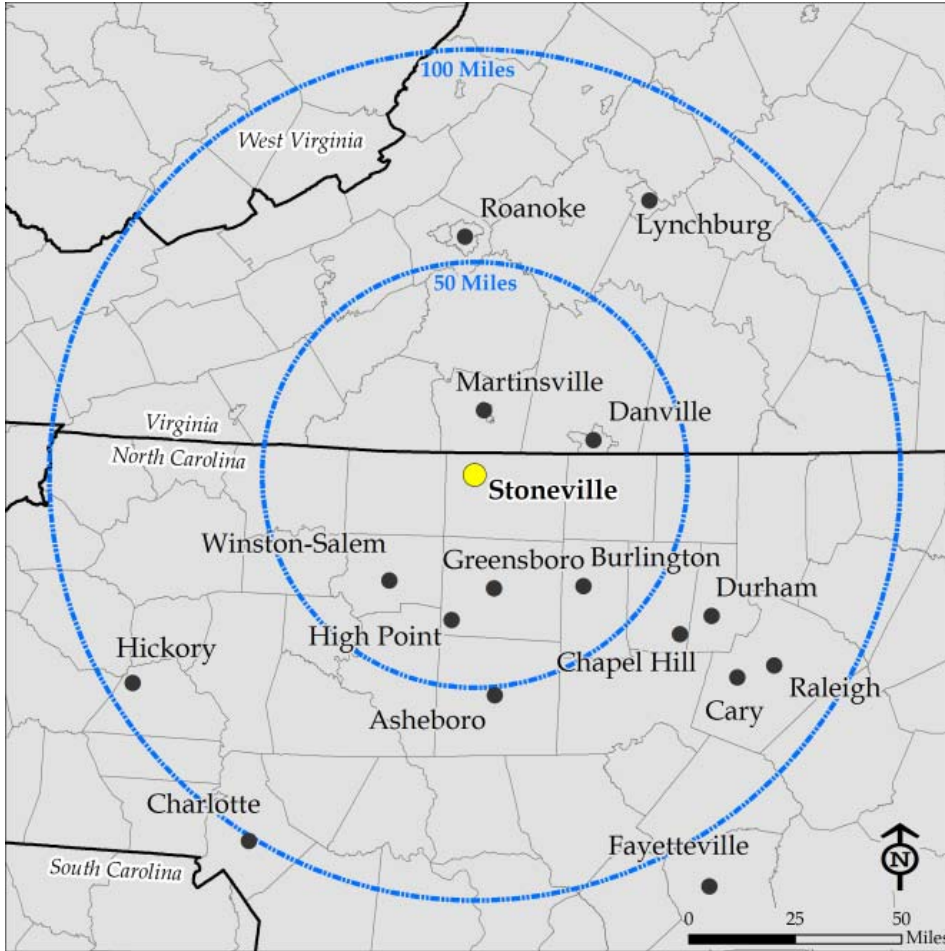
slopes and few soil limitations were considered prime development sites and most suitable for future growth. Urban service areas including existing and planned roads and existing and planned water and sewer systems were mapped. The provision and maintenance of roads, water services, and sewer services are three of the most influential and expensive factors driving growth. Therefore, special attention was paid to analyzing the potential expansion of water and sewer services.

Extensive input from the Steering Committee and citizens was used to identify core community values and to build ownership of and support for the plan. This framework of community values was applied to the detailed analysis of existing conditions and used to draw conclusions and make recommendations. Recommended general growth strategies and guidelines were developed to provide a strategic, proactive vision of where and how the community wishes to grow.

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SECTION 2 EXISTING CONDITIONS

2.1 DEMOGRAPHICS



The Town of Stoneville has a population of 1,056 people, but its central east coast location puts it in close proximity to a number of large urban areas. Approximately 1.75 million people live within a 50 mile radius of the Town, and 6.25 million people within a 100 mile radius. Well-connected roads make most of that population within a 2 hour drive - time.

Summary of Primary Demographics

Table 2.1: Town of Stoneville Demographics Overview

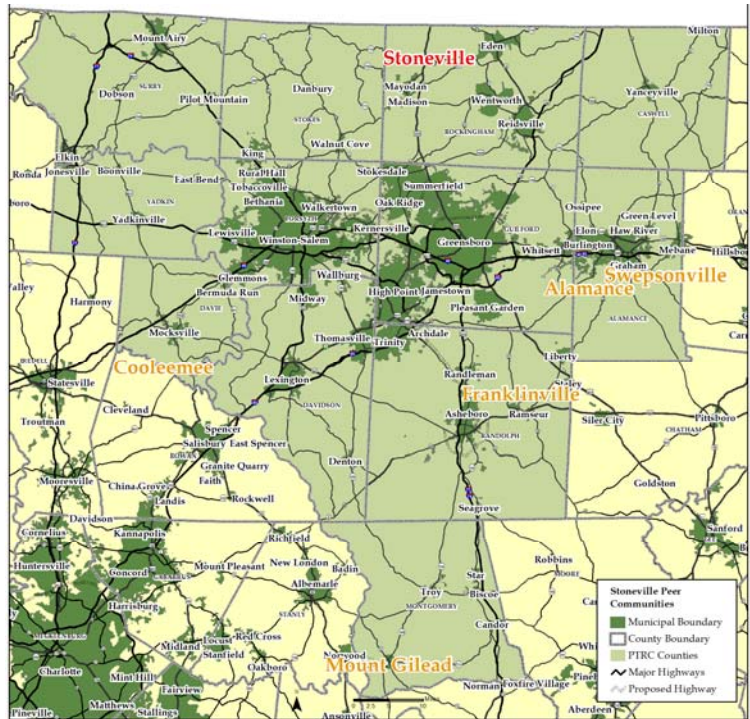
Demographic Features	Statistics
Population, 2010	1,056
Land Area (<i>square miles</i>), 2010	1.2
Persons (<i>per square mile</i>), 2010	880
Population Gained, 2000-2010	54
Population Growth Rate, 2000-2010	5.3%
Percent Minority Residents	23.2%*
Median Age	42.6
Average Household Size	2.28
Homeownership Rate, 2011	62.8%*
Percentage of Adults with a High School Diploma	29.6%
Median Household Income	\$27,375
Poverty Rate	13.7%

*Sources: 2010 Census SF1; 2006-2010 ACS 5-Year Estimates; *2007-2011 ACS 5-Year Estimates*

Figure 2.1: Location of North Carolina Peer Communities

Peer Communities

Comparing the characteristics of the Town of Stoneville 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 Rockingham County and North Carolina as a whole are included where appropriate. Peer communities selected for this study include the following five towns or cities:



- **Alamance** - Alamance County
- **Cooleemee** - Davie County
- **Franklinville** - Randolph County
- **Mount Gilead** - Montgomery County
- **Swepsonville** - Alamance County

Population and Growth

At the time of Stoneville’s official incorporation in 1877, Rockingham County’s population was nearing 20,000 people. This amount would grow to 33,163 by 1900 and 64,816 by 1950. From 1950 to 2010, Stoneville has remained the smallest town in Rockingham County. Stoneville has not experienced much growth over the last 20 years and in fact has lost almost 5% of its population since 1990. The trend is similar for other municipalities in Rockingham County.

Table 2.2: Rockingham County Municipalities Comparison, 1950 and 2010

Municipality	1950	2010	% of Total Population	
			1950	2010
Eden	(x)	15,527	(x)	16.6%
Madison	1,789	2,246	2.8%	2.4%
Mayodan	2,246	2,478	3.5%	2.7%
Reidsville	11,708	14,520	18.1%	15.5%
Stoneville	786	1,056	1.2%	1.1%
Wentworth	(x)	2,807	(x)	3.0%
Rockingham County	64,816	93,643	-	-

Source: 2010 Census SF1: Profile of General Demographic Characteristics; U.S. Census Bureau, Decennial Census 1950-2010

Table 2.3: Population Comparison, 1950-2010

Municipality	2010	2000	1990	1980	1970	1960	1950
Alamance	951	310	258	320	(x)	(x)	(x)
Cooleemee	960	905	971	1,448	1,115	1,609	1,925
Franklinville	1,164	1,258	666	607	794	686	778
Mount Gilead	1,181	1,389	1,336	1,423	1,286	1,229	1,201
Stoneville	1,056	1,002	1,109	1,054	1,030	951	786
Swepsonville	1,154	922	1,195	(x)	(x)	(x)	(x)

Source: U.S. Census Bureau, Decennial Census 1950-2010

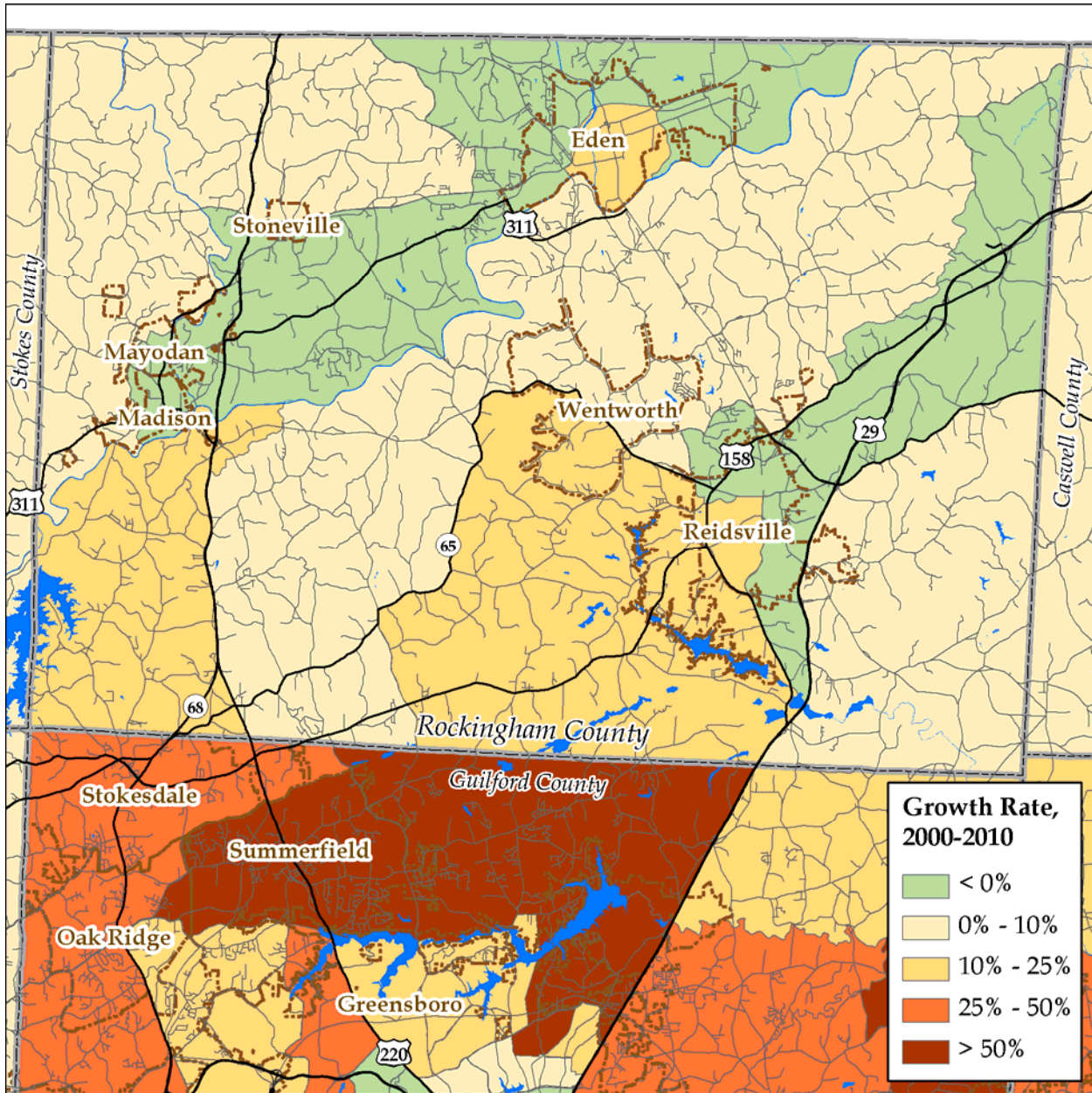
In the last 10 years, Stoneville’s growth rate has lagged behind its peer communities, with the exceptions of Franklinville and Mount Gilead having significantly lower growth rates since 2000. Stoneville’s highest population count occurred in 1990 when 1,109 people resided in the town.

Table 2.4: Population Growth Comparison, 1990-2010

Municipality	Growth Rate 1990-2000	Growth Rate 2000-2010
Alamance	20.2%	206.8%
Cooleemee	-6.8%	6.1%
Franklinville	88.9%	-7.5%
Mount Gilead	4.0%	-15.0%
Stoneville	-9.6%	5.4%
Swepsonville	-22.8%	25.2%

Source: U.S. Census Bureau, Decennial Census 2000-2010

Figure 2.2: Growth Rate Rockingham County, 2000-2010



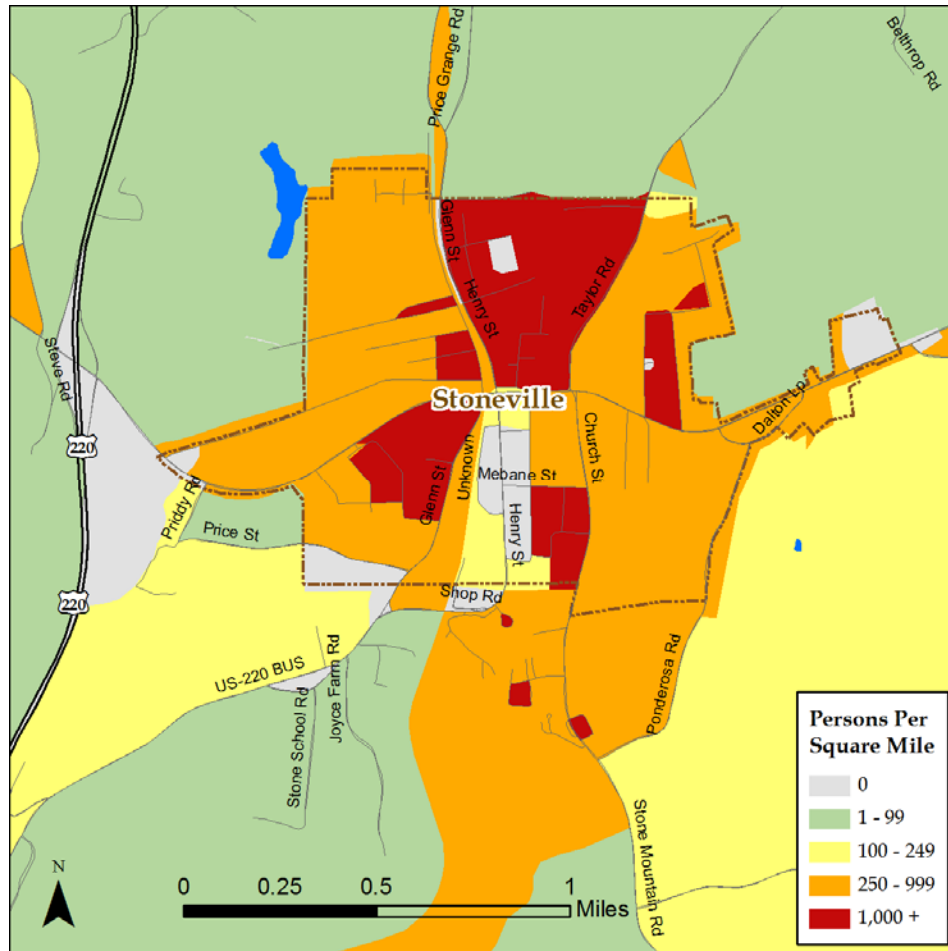
Source: US Census Bureau Decennial Census 2000-2010, mapped at the census tract level.

Most areas in Rockingham County experienced less than 10% growth rate between 2000 and 2010. Population growth was highest in areas bordering Guilford County and within the City of Eden.

Land Area and Population Density

Stoneville has a population density of 880 persons per square mile. Figure 2.3 shows the population density of Stoneville and the surrounding area mapped at the census block level. Although Stoneville and the cities of Rockingham County have not seen as much growth as the rest of Rockingham County, much of the population density of the County is found in towns and cities.

Figure 2.3: Population Density for Stoneville and Surrounding Area



Source: US Census Bureau Decennial Census 2010, mapped at the census block level.

Most areas within Stoneville have roughly the same density of 250-999 and 1,000+ persons per square mile. The highest densities occur between Henry Street and Taylor Road, along Glenn Street and Church Street, as well as smaller areas outside of the downtown core.

Race and Ethnicity

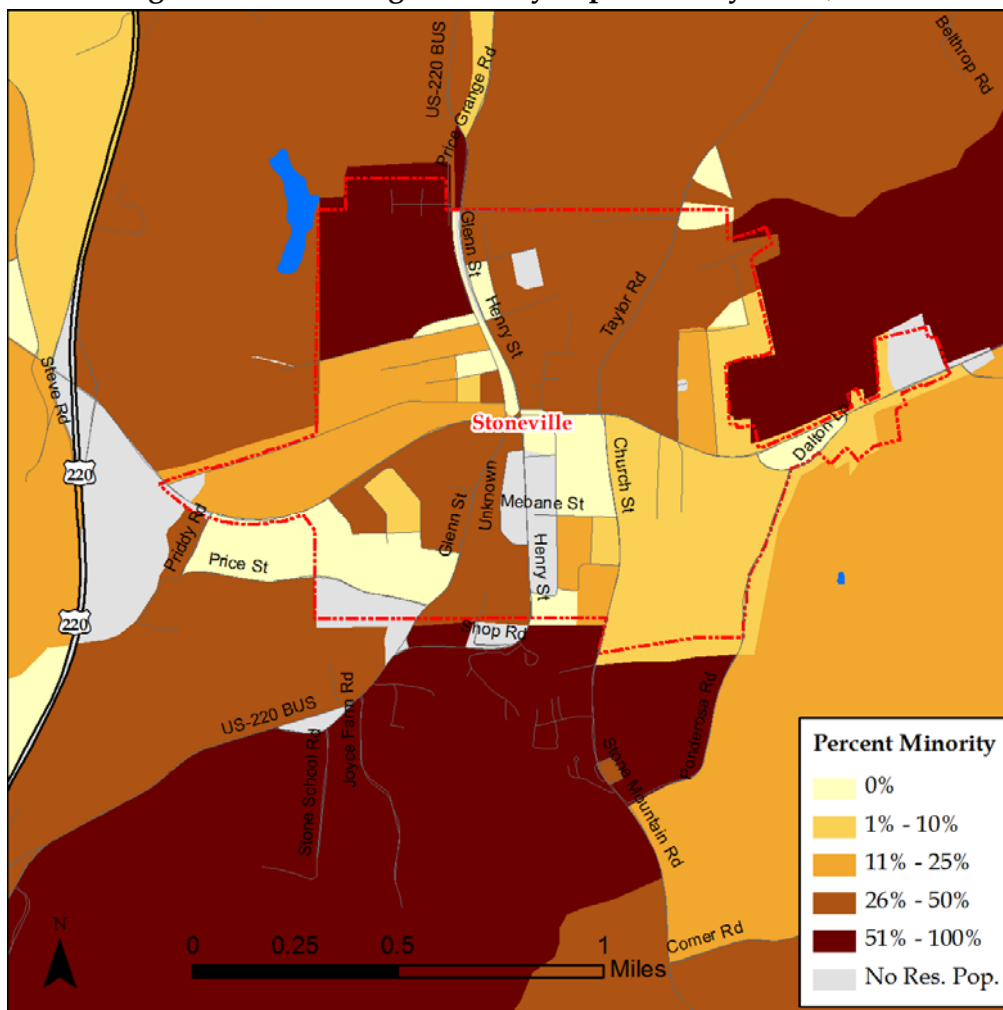
Approximately 23% of Stoneville’s residents are minorities. African Americans represent the largest minority group at 16.2% of the population, followed by Hispanic and Latino residents at 3.8%. Table 2.6 shows the race and ethnicity of Stoneville. Figure 2.6 shows the percentage of minority by census block for Stoneville and the surrounding areas.

Table 2.5: Stoneville Population by Race and Ethnic Origin, 2010

Race	Number	Percent
White alone	830	78.6
Black or African American alone	171	16.2
American Indian or Alaska Native alone	2	0.2
Asian alone	3	0.3
Native Hawaiian or Pacific Islander alone	1	0.1
Some other race alone	21	2.0
Multi-racial	28	2.7
Ethnicity	Number	Percent
Hispanic or Latino origin (of any race)	40	3.8

Source: 2010 Census SF1: Race and Hispanic or Latino Origin

Figure 2.4: Percentage Minority Population by Block, 2010



Source: US Census Bureau Decennial Census 2010, mapped at the census block level.

Table 2.6: Proportion of Minority Residents Comparison, 2010

Municipality	Proportion of Minority Residents
Alamance	-
Cooleemee	19.4%
Franklinville	41.8%
Mount Gilead	54.6%
Stoneville	23.2%
Swepsonville	-

Source: 2007-2011 ACS 5-Year Estimates

Age

The median age of Stoneville residents is 42.6. In comparison to peer communities, Stoneville's median age is the third highest.

Table 2.7: Median Age Comparison, 2010

Municipality	Median Age
Alamance	40.2
Cooleemee	39.5
Franklinville	32.9
Mount Gilead	43.0
Stoneville	42.6
Swepsonville	43.2

Source: 2010 Census SF1: Profile of General Population and Housing Characteristics

Households

Stoneville has 464 households in 2010. Tables 2.8 and 2.9 show the household composition by marital and parental status, age, and household size. Family households represent the largest household type. Over 36% of households contain persons age 65 or older.

Table 2.8: Stoneville Household Types, 2010

Household Types	Number	Percent
Total Households	464	100%
Family Households	299	64.4%
Married Couple Family with own Children under 18	68	14.7%
Married Couple without Children under 18	139	30.0%
Single Parent Household with own Children under 18	43	9.3%
Nonfamily Households	165	35.6%
Persons Living Alone	151	32.5%
Total Households with Persons under age 18	127	27.4%
Total Households with Persons age 65 or older	168	36.2%

Source: 2010 Census SF1: Profile of General Population and Housing Characteristics; 2007-2011 ACS 5-Year Estimates

Table 2.9: Household Comparison, 2010

Municipality	Family Households With Children Under 18	Households With Persons Age 65+	Average Household Size	% of Families	% of Persons Living Alone
Alamance	131	85	2.61	79.7%	17.3%
Cooleemee	117	108	2.58	68.3%	27.2%
Franklinville	160	81	3.00	78.4%	17.3%
Mount Gilead	120	167	2.40	67.8%	28.7%
Stoneville	111	168	2.28	64.4%	32.5%
Swepsonville	127	131	2.46	72.9%	21.1%

Source: Source: 2010 Census SF1: Profile of General Population and Housing Characteristics

Housing

The 2010 Census recorded 537 housing units in Stoneville. Of the total units, 73 were vacant and 464 were occupied. Stoneville’s vacancy rate ranks higher than some of its peer communities. Tables 2.10 and 2.11 compare housing vacancy and tenure and the types of housing. The majority of housing units in Stoneville are single family homes.

Table 2.10: Housing Vacancy and Tenure Comparison, 2010

Municipality	Vacancy Rate	Owner Occupied	Renter Occupied
Alamance	36 (9.0%)	327 (89.6%)	38 (10.4%)
Cooleemee	89 (19.3%)	268 (72.0%)	104 (28.0%)
Franklinville	50 (11.4%)	233 (60.1%)	155 (39.9%)
Mount Gilead	87 (15.2%)	311 (63.9%)	176 (36.1%)
Stoneville	73 (13.6%)	322 (69.4%)	142 (30.6%)
Swepsonville	62 (11.7%)	371 (79.1%)	98 (20.9%)

Source: 2010 Census SF1: Profile of General Population and Housing Characteristics

Table 2.11: Housing Type Comparison, 2010

Municipality	Single Family	Multi-Family	Mobile Home/Other
Alamance	350 (93.6%)	10 (2.7%)	14 (3.7%)
Cooleemee	347 (96.7%)	2 (0.6%)	7 (1.9%)
Franklinville	257 (55.9%)	12 (2.6%)	191 (41.5%)
Mount Gilead	497 (71.6%)	91 (13.1%)	102 (14.7%)
Stoneville	465 (78.7%)	76 (12.9%)	50 (8.5%)
Swepsonville	465 (86.6%)	12 (2.2%)	51 (9.5%)

Source: 2006-2010 ACS 5-Year Estimates: Selected Housing Characteristics

Income and Poverty

Stoneville’s per capita income is \$19,133, which is the third lowest in comparison to peer communities. The Town’s median household income is the lowest among its peers, while the median family income ranks second lowest.

Table 2.12: Income Comparison, 2010

Municipality	Per Capita	Median Household	Median Family
Alamance	\$31,408	\$76,815	\$84,519
Cooleemee	\$19,324	\$28,125	\$41,250
Franklinville	\$13,453	\$33,563	\$32,305
Mount Gilead	\$15,038	\$30,156	\$43,828
Stoneville	\$19,133	\$27,375	\$36,250
Swepsonville	\$28,717	\$61,875	\$66,574

Source: 2006-2010 ACS 5-Year Estimates: Selected Economic Characteristics

Table 2.13: Poverty Rate Comparison, 2006-2010

Municipality	Overall	Children (0-17)	Elderly (65+)
Alamance	6.1%	3.2%	24.0%
Cooleemee	24.0%	30.3%	8.8%
Franklinville	24.9%	46.2%	23.1%
Mount Gilead	16.4%	23.9%	11.0%
Stoneville	13.7%	11.5%	15.5%
Swepsonville	2.0%	0%	4.4%

Source: 2006-2010 ACS 5-Year Estimates: Selected Economic Characteristics

Educational Attainment

Stoneville’s education attainment rates vary in comparison to its peer communities. Although the Town has one of the lowest high school graduation rates, 25% of the population attended college while over 12% have a 4-year degree or higher.

Table 2.14: Educational Attainment Comparison, 2006-2010

Municipality	No High School Education	High School Graduate	Some College	4-Year Degree or Higher
Alamance	54 (9.1%)	148 (24.9%)	128 (21.5%)	181 (30.4%)
Cooleemee	149 (29.0%)	183 (35.7%)	102 (19.9%)	35 (6.8%)
Franklinville	249 (35.0%)	258 (36.3%)	152 (21.4%)	16 (2.3%)
Mount Gilead	265 (22.7%)	482 (41.4%)	151 (13.0%)	174 (14.9%)
Stoneville	193 (24.5%)	234 (29.7%)	198 (25.1%)	98 (12.4%)
Swepsonville	102 (11.8%)	313 (36.3%)	174 (20.2%)	208 (24.1%)

Source: 2006-2010 ACS 5-Year Estimates: Selected Social Characteristics

Labor Force and Earnings

Over 61% of adults in Stoneville are in the labor force, according to the 2011 American Communities Survey (ACS) 5-Year Estimates. The average commute time for the Town's residents is 21.8 minutes.

Table 2.15: Commuting Comparison, 2011

Municipality	Average Commute Time (minutes)
Alamance	-
Cooleemee	19.8
Franklinville	20.4
Mount Gilead	22.4
Stoneville	21.8
Swepsonville	-

Source: 2007-2011 ACS 5-Year Estimates

Over 21% of Stoneville residents work in manufacturing occupations, followed by education and health care at 17.7%. The median earnings in Stoneville were \$22,254, as reported by the 2011 ACS 5-Year Estimates.

Table 2.16: Occupation of Residents Comparison, 2011

Occupations	Alamance	Cooleemee	Franklinville	Mount Gilead	Stoneville	Swepsonville
Agriculture/Forestry	-	7 (2.6%)	0	4 (0.8%)	0	-
Finance/Real Estate	-	23 (8.6%)	4 (0.8%)	11 (2.2%)	46 (8.2%)	-
Retail Trade	-	19 (7.1%)	67 (13.7%)	23 (4.5%)	63 (11.3%)	-
Construction	-	22 (8.2%)	60 (12.2%)	43 (8.4%)	65 (11.6%)	-
Manufacturing	-	58 (21.7%)	169 (34.5%)	132 (25.9%)	120 (21.5%)	-
Transportation/Warehousing	-	4 (1.5%)	15 (3.1%)	7 (1.4%)	25 (4.5%)	-
Education/Health Care	-	52 (19.5%)	76 (15.5%)	156 (30.6%)	99 (17.7%)	-
Arts/Hospitality & Food	-	13 (4.9%)	22 (4.5%)	28 (5.5%)	24 (4.3%)	-
Professional/Management	-	28 (10.5%)	44 (9%)	26 (5.1%)	49 (8.8%)	-
Public Administration	-	12 (4.5%)	0	54 (10.6%)	12 (2.2%)	-

Source: 2007-2011 ACS 5-Year Estimates

Table 2.17: Median Earnings Comparison, 2011

Municipality	Overall	Male	Female
Alamance	-	-	-
Cooleemee	\$19,712	\$31,250	\$28,472
Franklinville	\$19,214	\$31,719	\$26,359
Mount Gilead	\$23,090	\$38,839	\$26,818
Stoneville	\$22,254	\$35,093	\$25,547
Swepsonville	-	-	-

Source: 2007-2011 ACS 5-Year Estimates

Municipal Finances

The Town of Stoneville has a higher tax rate than selected peer communities, which is reflected in the higher revenues and expenditures shown in Table 2.20 and 2.21. Figure 2.5 shows the property tax and sales tax revenue for the Town of Stoneville in 2012.

Table 2.18: Tax Rate per \$100 Valuation Comparison, 2012

Municipality	Tax Rate	Latest Revaluation Date
Alamance	0.20	2009
Booneville	0.46	2009
Cooleemee	0.38	2009
Franklinville	0.42	2007
Mount Gilead	0.63	2004
Stoneville	0.67	2011
Swepsonville	n/a	2009

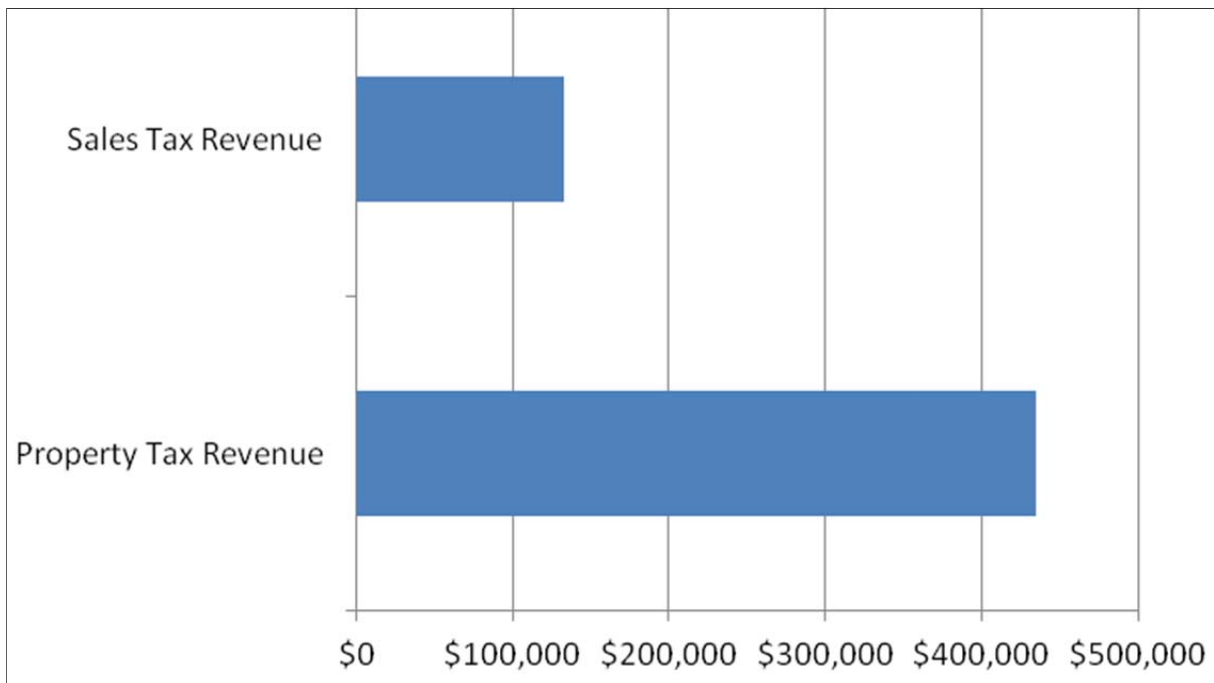
Source: North Carolina Department of State Treasurer Municipal and Fiscal Analysis Tool, Rows 97, 95

Table 2.19: Municipal Financial Comparison, 2012

Municipality	Revenues Per Capita	Expenditures per Capita	Fund Balance	Property Valuations
Alamance	\$718	\$420	\$1,534,001	\$89,866,380
Booneville	\$865	\$1,008	\$608,397	\$76,454,256
Cooleemee	\$554	\$607	\$254,457	\$38,201,550
Franklinville	\$987	\$900	\$563,453	\$36,483,406
Mount Gilead	\$1,672	\$1,704	\$936,368	\$61,202,466
Stoneville	\$1,812	\$1,552	\$211,563	\$64,642,947
Swepsonville	\$922	\$704	\$1,800,761	n/a

Source: North Carolina Department of State Treasurer Municipal Fiscal Analysis Tool, Rows 36, 43, 77, 96

Figure 2.5: Stoneville Property Tax and Sales Tax Revenue, 2012



Source: North Carolina Department of State Treasurer Municipal Fiscal Analysis Tool

Health Indicators

The Rockingham County Community Health Assessment (CHA) of 2012 catalogues the health conditions of Rockingham County residents and compares them with North Carolina and other peer counties. Health data is difficult to compile at the municipal level due to several factors, including privacy laws and sampling rates. Key health indicators that are thought to be correlated to the built and natural environment are provided.

Obesity rates are potentially putting today's youth on a course to be the first generation to live shorter and less healthy lives than their parents, according to the Rockingham County CHA. Experts link increasing obesity rates to an increase in sedentary activities such as watching TV or playing video games and an increase in unhealthy food consumption (e.g., highly processed, or high salt and sugar content foods). A 2008 study reported the cost of excess weight and physical activity in North Carolina at \$27.5 billion (BENC, 2008).

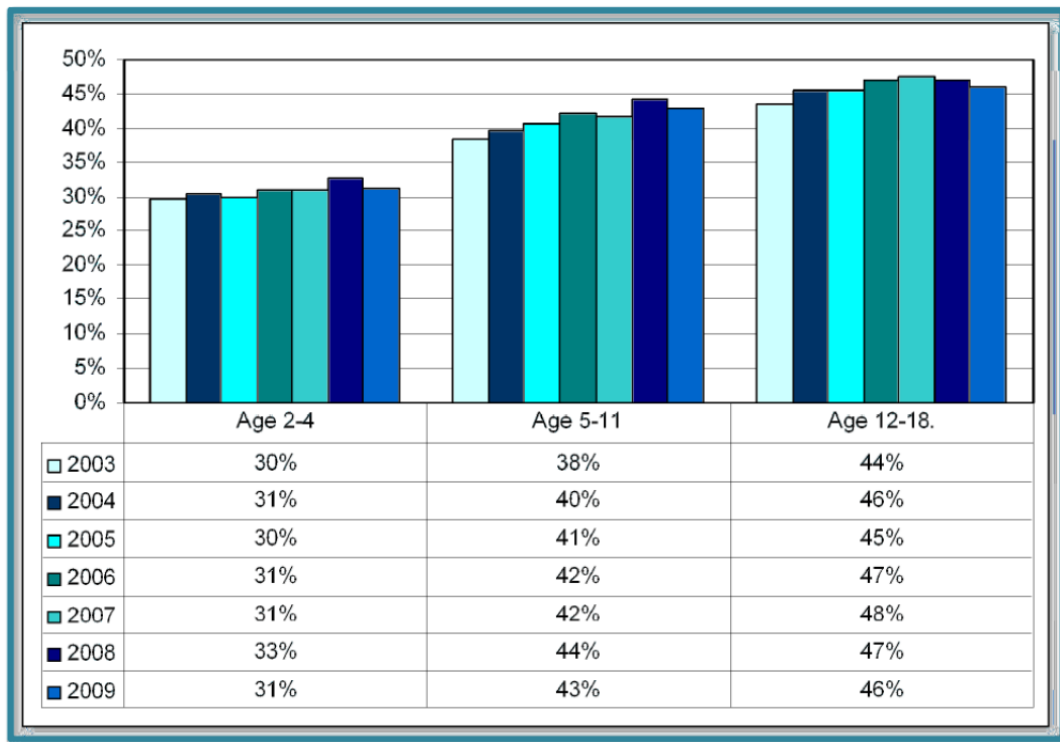
Table 2.20 shows the obesity rate of Rockingham County and North Carolina from 2010-12. Figure 2.6 also shows the percentage of obese and overweight children from 2003-09; adults in Rockingham County who are overweight and obese total 66%. Table 2.21 shows Body Mass Index (BMI) percentages for Rockingham County, North Carolina and peer counties.

Table 2.20: Obesity Rates, 2010-2012

Location	2010	2011	2012
Rockingham County	31%	31%	33%
North Carolina	29%	29%	29%

Source: 2012 Rockingham County Community Health Assessment, CHR 2012

Figure 2.6: Percentage of Obese & Overweight Children (combined) by Age Group, 2003-2009



Source: 2012 Rockingham County Community Health Assessment and NC-SCHS, 2012

Table 2.21: Prevalence of Overweight, At-Risk for Overweight, Normal and Underweight Children through BMI by Age in Rockingham County, North Carolina and Peer Counties

Age 2 through 4	Underweight (<5 th Percentile)		Normal (>5 th to <85 th Percentile)		At-Risk (≥85 th to <95 th Percentile)		Overweight (≥95 th Percentile)		Total
	#	%	#	%	#	%	#	%	
North Carolina	2,495	3.8	42,715	65.0	10,384	15.8	10,157	15.4	65,751
Rockingham	16	2.3	428	62.7	114	16.7	260	17.0	1,530
Burke	14	2.5	339	61.5	98	17.8	100	18.1	551
Caldwell	14	2.3	358	60.0	103	17.3	122	20.4	597
Lee	11	2.1	332	63.5	91	17.4	89	17.0	523
Surry	22	2.9	460	60.2	135	17.7	147	19.2	764
Wilkes	11	2.4	280	61.3	82	17.9	84	18.4	457
Age 5 through 11	Underweight (<5 th Percentile)		Normal (>5 th to <85 th Percentile)		At-Risk (≥85 th to <95 th Percentile)		Overweight (≥95 th Percentile)		Total
	#	%	#	%	#	%	#	%	
North Carolina	353	2.8	6,859	54.3	2,157	17.1	3,264	25.8	12,633
Rockingham	2	1.1	105	55.9	34	18.1	47	25.0	188
Burke	2	1.2	82	50.3	28	17.2	51	31.3	163
Caldwell	2	1.1	95	52.2	36	19.8	49	26.9	182
Lee	1	4.2	15	62.5	4	16.7	4	16.7	24
Surry	10	1.4	334	45.4	157	21.3	235	31.9	736
Wilkes	3	2.0	94	63.1	28	18.8	24	16.1	149
Age 12 through 18	Underweight (<5 th Percentile)		Normal (>5 th to <85 th Percentile)		At-Risk (≥85 th to <95 th Percentile)		Overweight (≥95 th Percentile)		Total
	#	%	#	%	#	%	#	%	
North Carolina	133	1.9	3,560	51.9	1,241	18.1	1,920	28.0	6,854
Rockingham	0	0.0	47	47.5	17	17.2	35	35.4	99
Burke	1	1.4	35	50.0	9	12.9	25	35.7	70
Caldwell	5	2.0	148	59.2	35	14.0	62	24.8	250
Lee	0	NA	0	NA	0	NA	0	NA	0
Surry	3	0.7	199	47.8	81	19.5	133	32.0	416
Wilkes	12	17.1	28	40.0	17	24.3	13	18.6	70

Source: 2012 Rockingham County Community Health Assessment and NC-SCHS, 2012

Table 2.22 shows the hospitalization numbers and rates of asthma for Rockingham County and North Carolina. Asthma is the leading chronic health condition reported by North Carolina public schools, more than half of children with asthma attend elementary school. Additionally, older adults 65+ also have high rates of asthma. Lower income households (<\$15,000) have a higher rate of asthma than other income brackets.

Table 2.22: Total Number and Rates (per 100,000) of Persons Ages 0-14 years Hospitalized with a Primary Diagnosis of Asthma

Location	Total Number	Total Rate	Ages 0-14	
			Number	Rate
Rockingham County	175	186.9	37	219.0
North Carolina	10,470	109.8	3,152	166.0

Source: 2012 Rockingham County Community Health Assessment and NC-SCHS, 2012

Figure 2.7: Deaths Related to Diabetes in Rockingham County by Census Tract, 2010

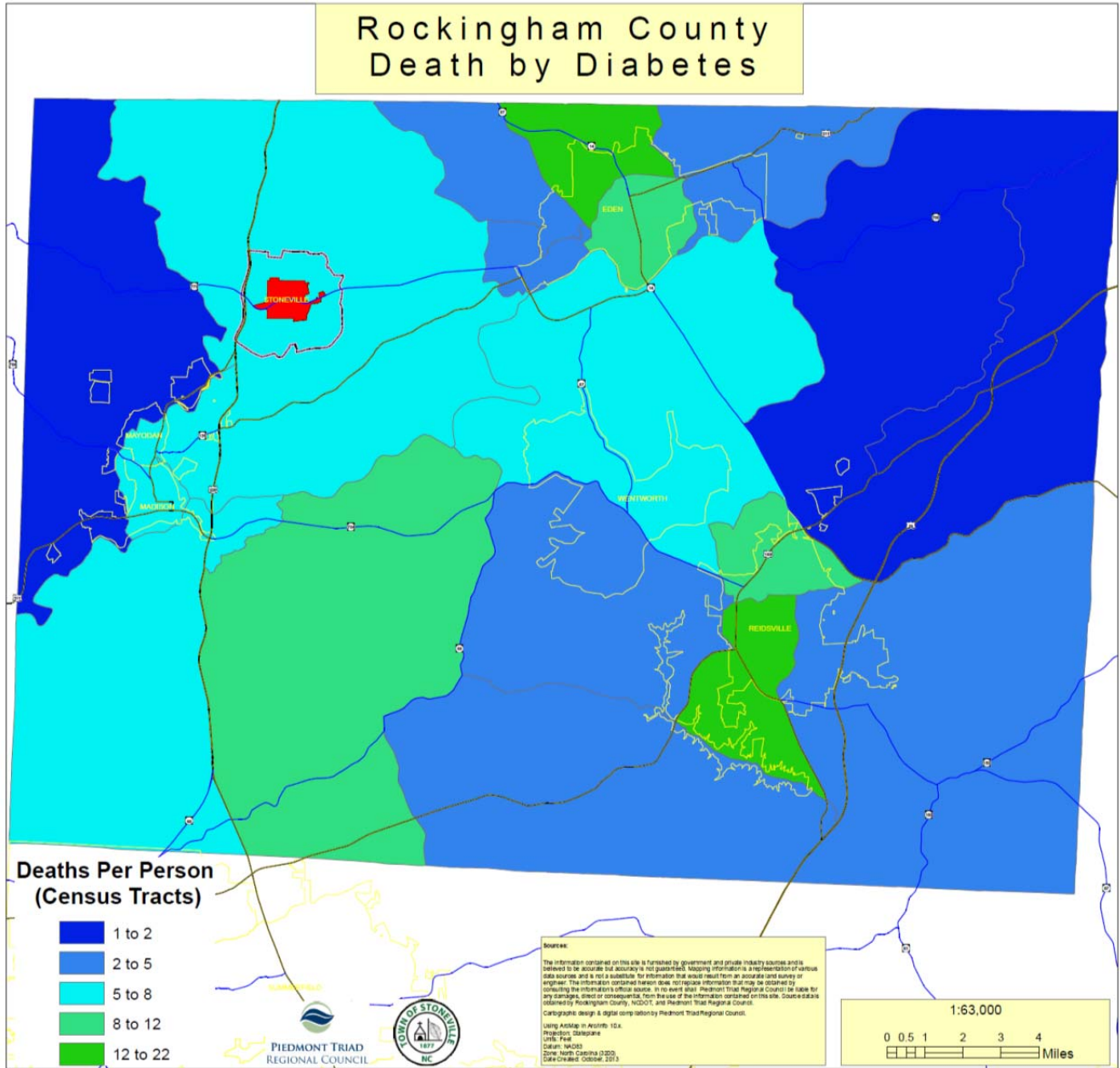
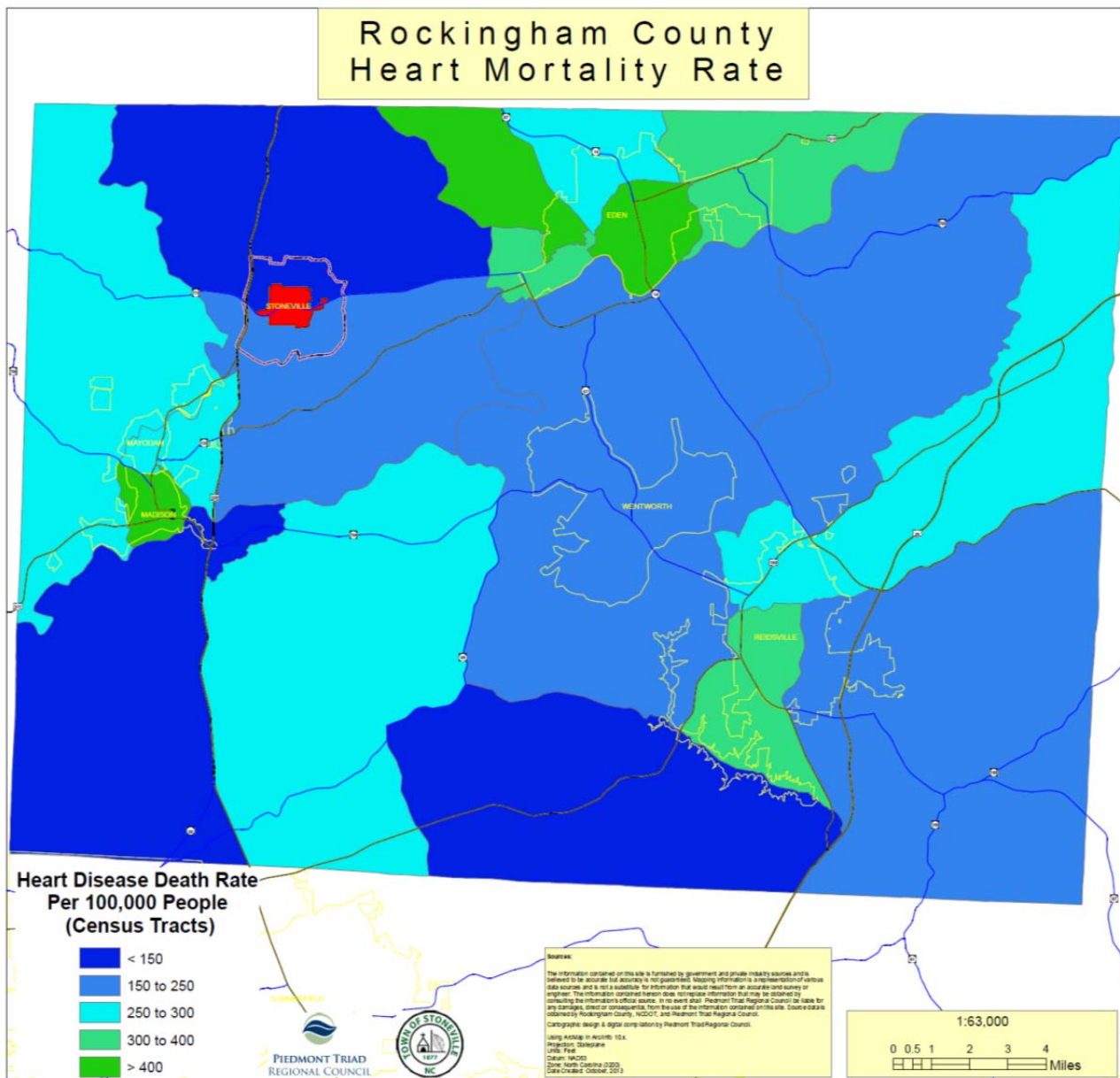


Figure 2.8: Mortality Rate Due to Heart Disease in Rockingham County by Census Tract, 2010

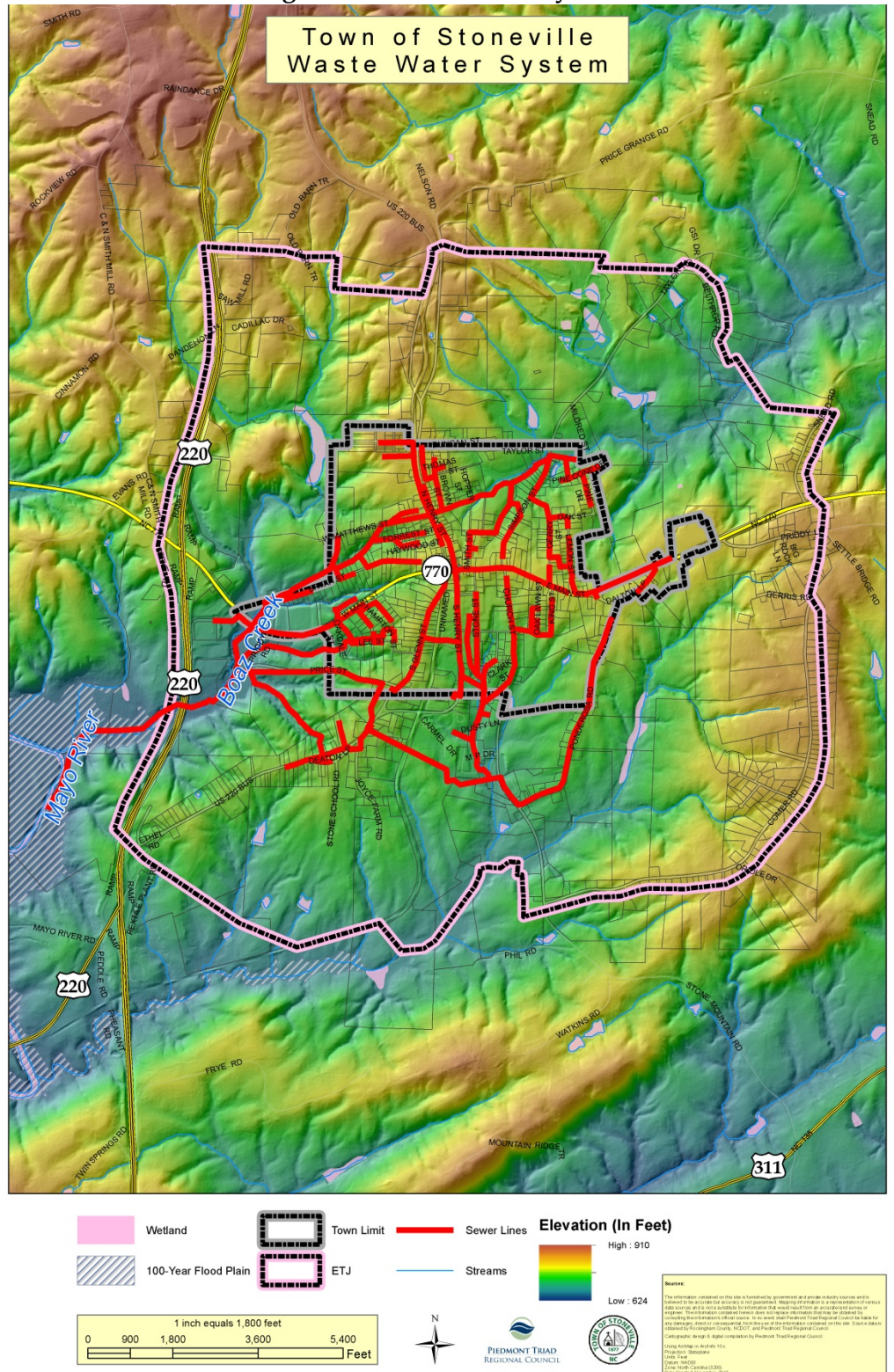


2.2 ANALYSIS OF EXISTING INFRASTRUCTURE

Wastewater System

The Town of Stoneville purchases water and sewer services from the Town of Mayodan. The lines for each utility are owned by the Town of Stoneville, however each is processed elsewhere. The quality and size of the lines are in need of upgrading. The Town has been actively addressing outdated infrastructure as time and resources allow through grants, user fees and expenditures from the general fund. Figure 2.9 - Wastewater System shows the location of wastewater infrastructure owned by the Town of Stoneville. Additionally, the elevation is shown to help plan for future sewer line extensions and support infrastructure such as pump stations. The river and creek areas are also shown, with associated flood plains. There are no areas within the Town limits or ETJ where the 100-year floodplain exists.

Figure 2.9 - Wastewater System



Transportation System

The following set of maps, Figures 2.10, 2.11 and 2.12 were officially adopted by the Town of Stoneville as a part of the 2010 Rockingham County Comprehensive Transportation Plan (CTP). The CTP is a legal document that NCDOT uses to prioritize and fund transportation improvements for roadways on the State highway system across North Carolina.

Highway Improvements

Needs Improvement

Major Arterial: US 220 improvements to interstate standards and designate as Interstate 73

Minor Thoroughfare: Price St; Taylor Rd and Ponderosa Rd (increase lane widths and add paved shoulders)

New Roadway: Price St extension between Henry St and Ponderosa Rd

Bicycle and Pedestrian Improvements

Sidewalk Needing Improvements: Henry St, Stone St and Main St (from Simpson St to RR Tracks)

Bicycle Routes Needing Improvements: Henry Street (north of downtown); Stone Mountain and Taylor Rd and NC 770 heading west from Taylor Rd. (add paved shoulders or bicycle lanes)

Public Transportation Improvements

The County CTP document did not include any reference to public transportation serving the Town of Stoneville. The Rockingham County Aging and Disability Transportation Services (ADTS) has been successful in securing grant funding to establish and run deviated fixed route service in Rockingham County. Future plans, as grant funding becomes available, include scheduled service that would connect the Town of Stoneville with other municipalities across Rockingham County. This service is not yet funded, but would be a major step forward in providing transportation options to County residents.

The Town of Stoneville and Rockingham County are members of the Piedmont Triad Rural Planning Organization, responsible for coordinating long-range transportation planning in Rockingham County.

Figure 2.10 - Rockingham County CTP Highway Map

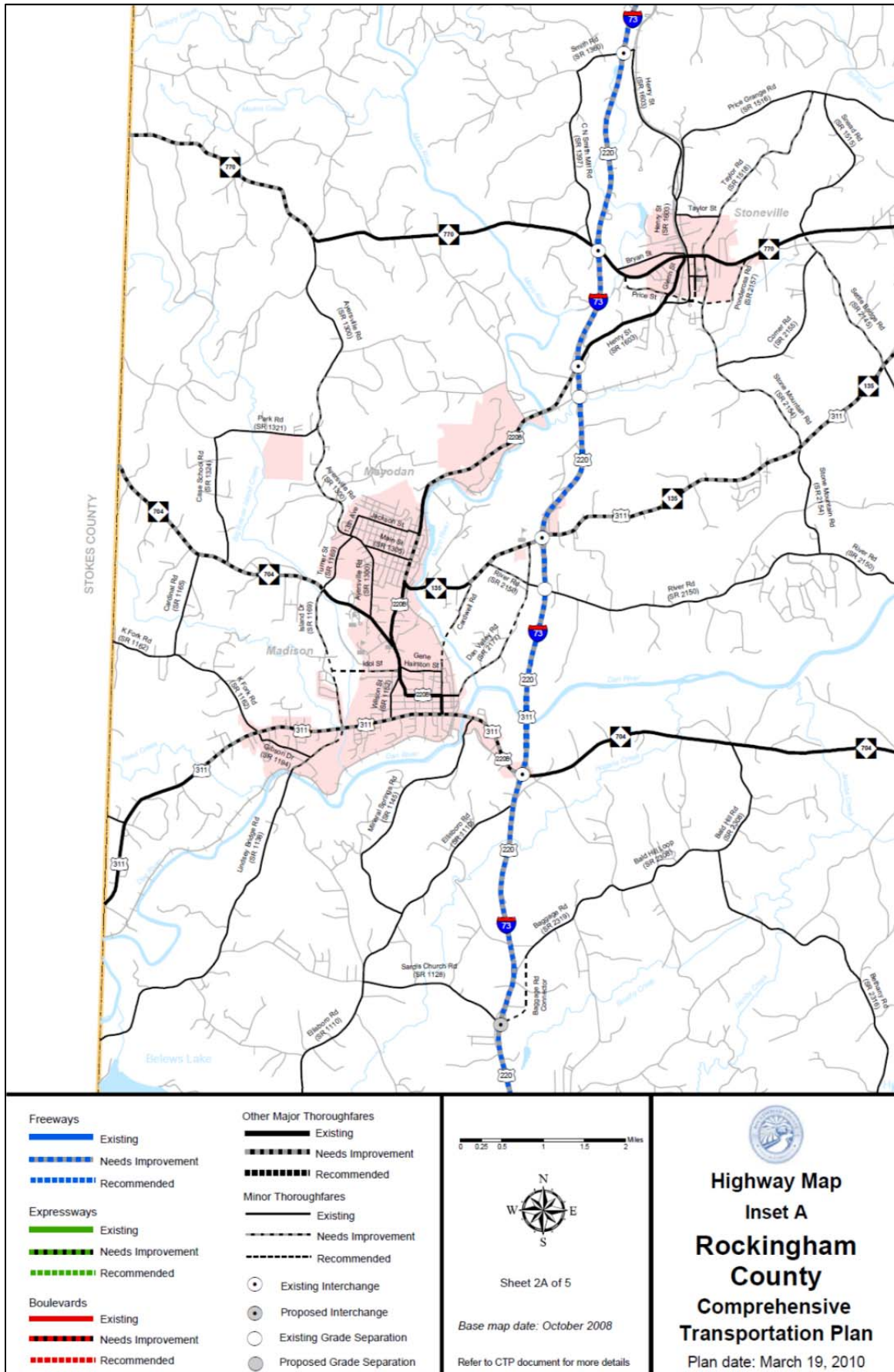


Figure 2.11 - Rockingham County CTP Bicycle Map

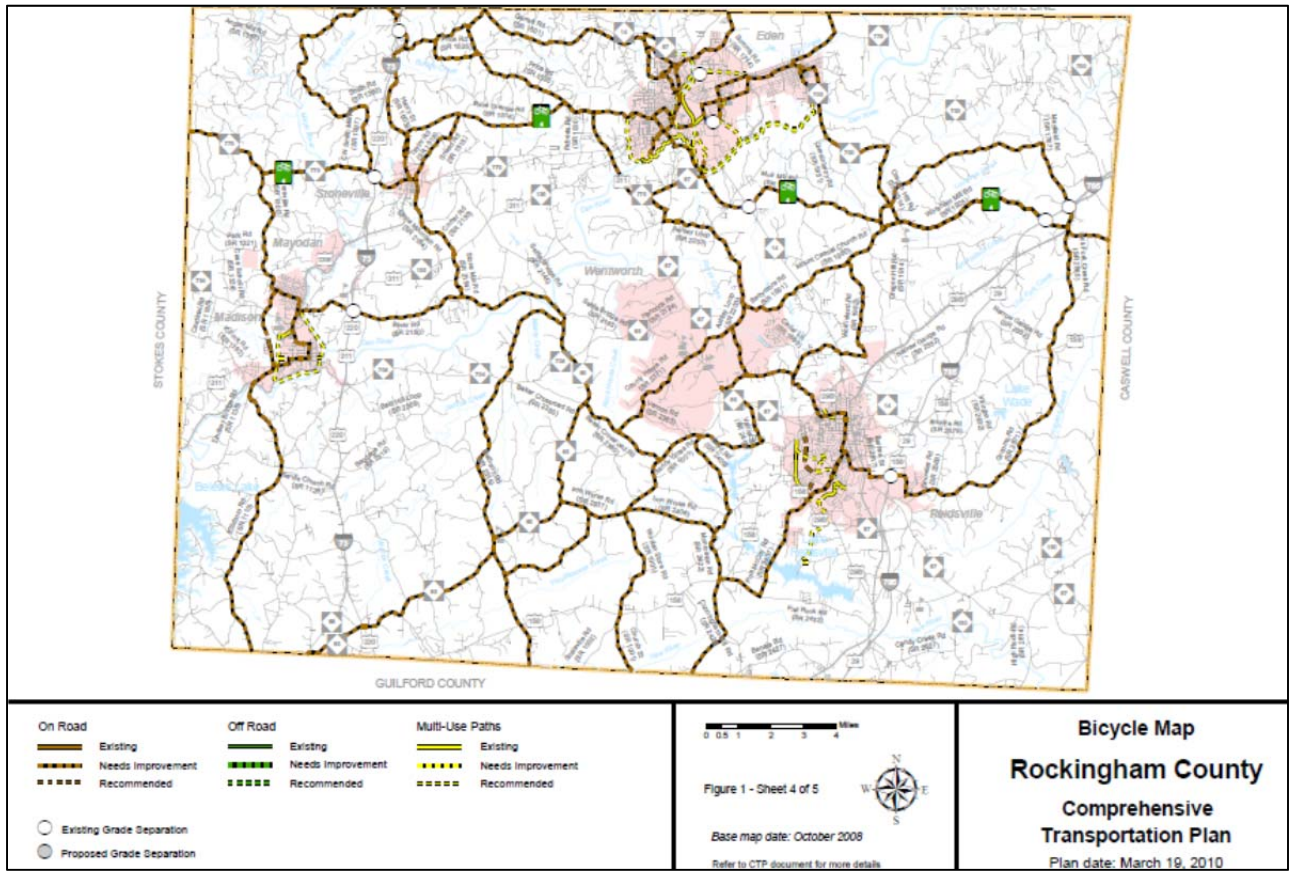
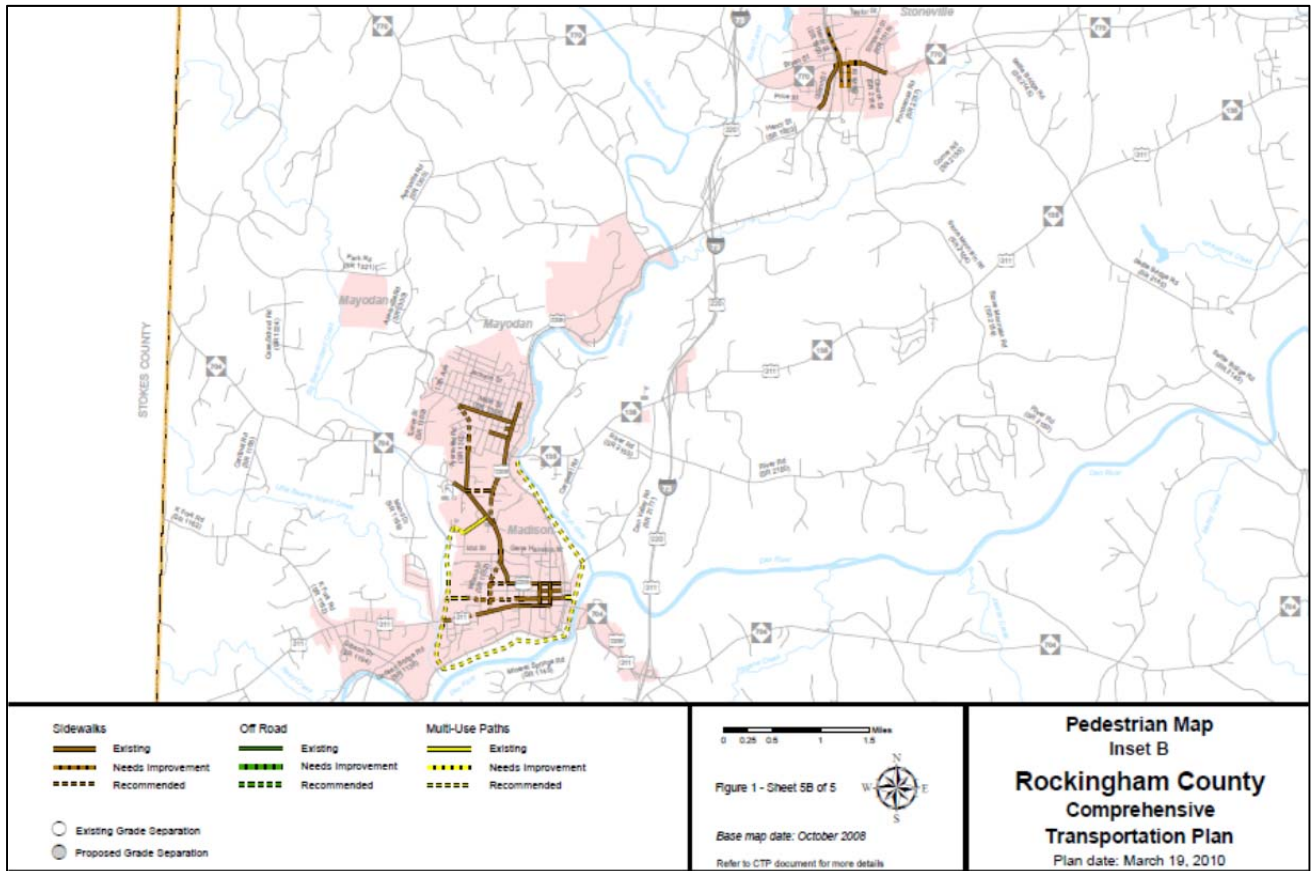


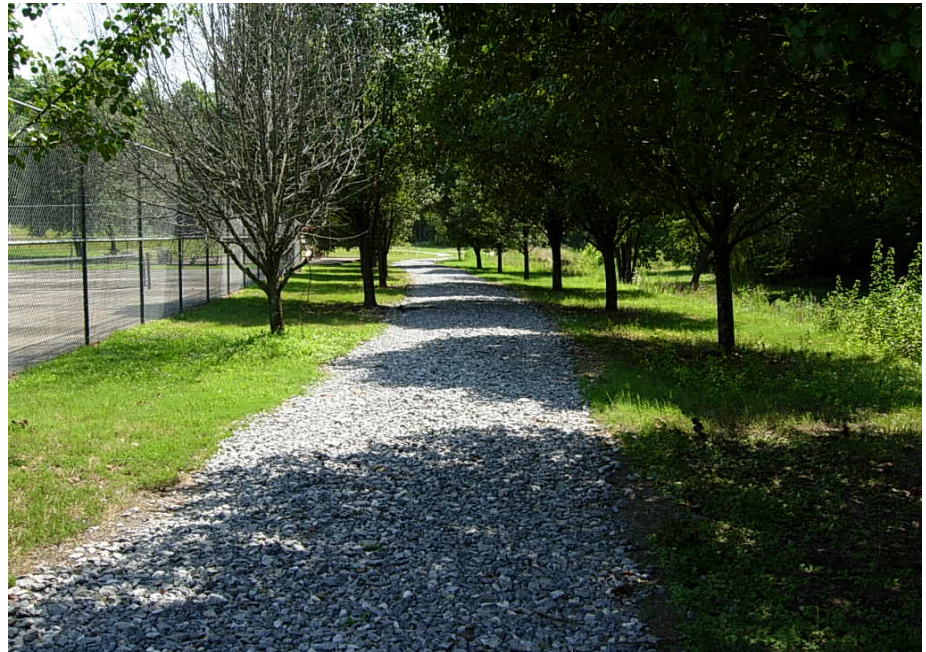
Figure 2.12 - Rockingham County CTP Pedestrian Map



Trails, Parks and Recreation System

The Town of Stoneville participated in the Rockingham County Pathways plan completed in 2013. The plan calls for 25 miles of off-road pilot trail projects to connect recreation and natural areas to town centers in the County. These pathways in some cases will be natural surface trails and in other cases paved greenways. One proposed trail in the Pathways plan connects downtown Stoneville to Mayo River State Park, which is nearly a 5-mile pathway along utility easements and a small tributary of the Mayo River. Stoneville Town Park will serve as a trailhead for the proposed trail system connecting Stoneville to the Mayo River State Park.

The Stoneville Town Park is a strong asset to the community, serving as a gathering place for ball sports (baseball, tennis), family picnics at the picnic shelter; it also has a large playground for a range of ages. The ball fields are surrounded by a ¼ mile walking track. A natural surface trail also runs through the park and across a creek providing opportunities for people of all ages to enjoy nature and learn about water quality or other environmental education.

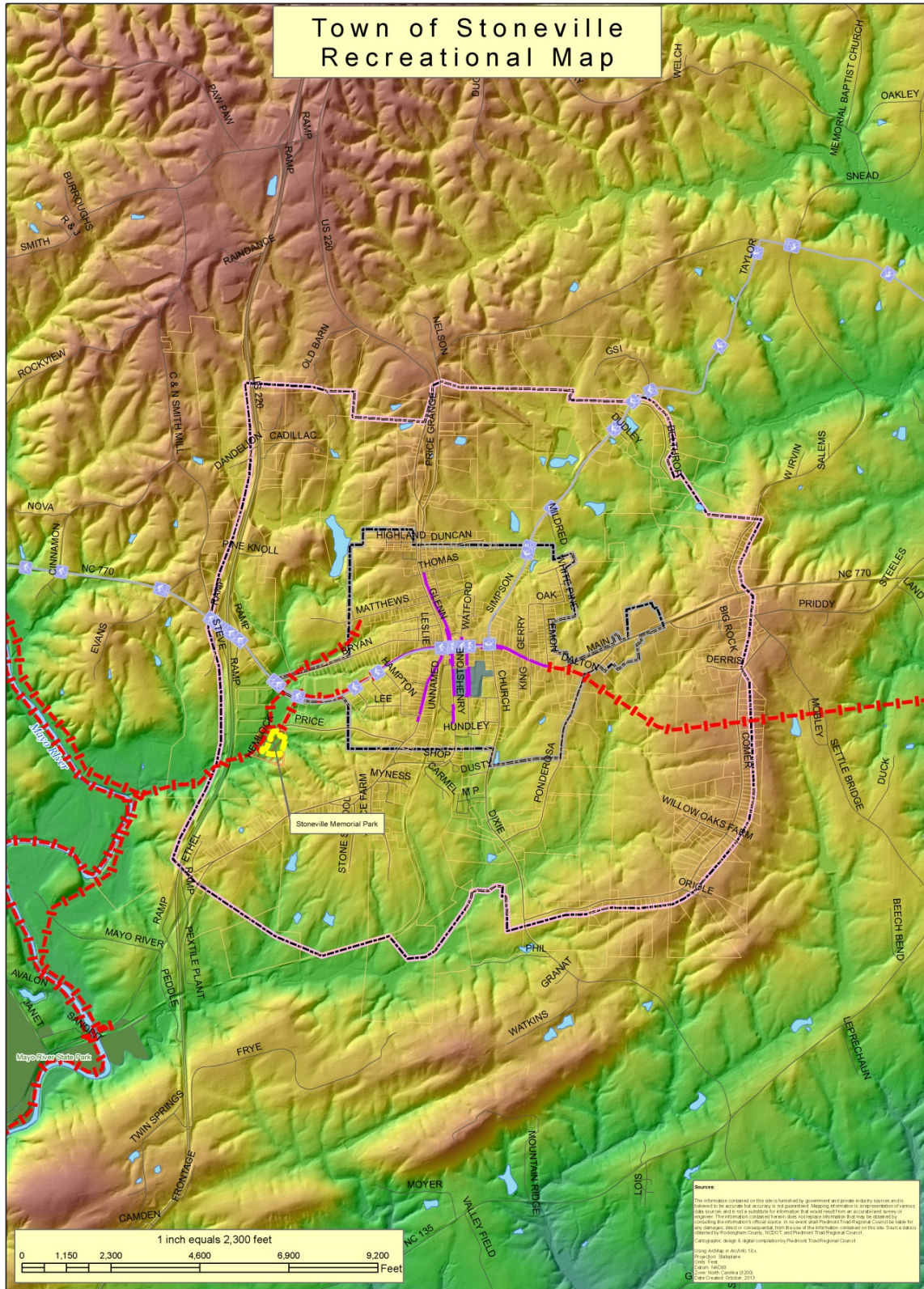


Stoneville Town Park

The Mayo River State Park is located 4.5 miles southwest of the town, and became state property in 2003 after a history as a mill-village recreation area. The park includes a large picnic pavilion designed by prominent architect Antonin Raymond (a student of Frank Lloyd Wright), a small pond, walking trails, and a visitor's center. The nearly 2,500 acres at Mayo River State Park does not currently have public canoe access to the nearby Mayo River, but long-range park plans show acquiring properties along the Mayo River.

Stoneville's proximity to the State Park is a strong asset for future recreation and tourism and will be an opportunity to diversify the local economy. Figure 2.13 - Recreational Map shows the Town of Stoneville's parks and recreation assets. Proposed trails are shown in red, existing trails in yellow and existing sidewalk is shown in purple.

Figure 2.13 - Recreational Map



- Legend**
- Bicycle Route
 - Existing Trails
 - Roads
 - Mayo River State Park
 - Town Limit
 - School
 - Elevation (Feet)
 - Sidewalk
 - Proposed Trails
 - Water Bodies
 - Parcels
 - ETJ
 - Recreation
- High: 1060
Low: 447

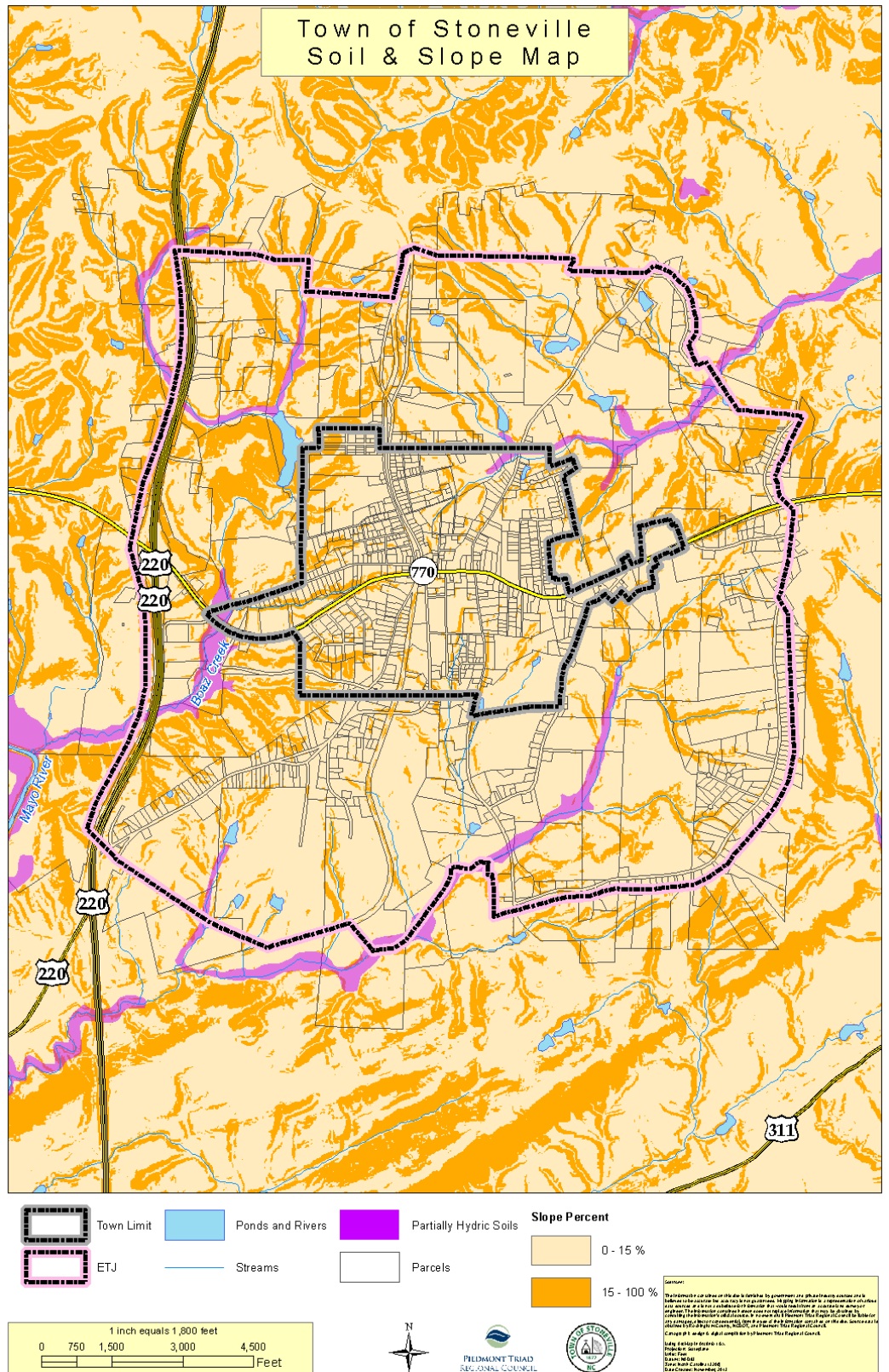


2.3 ANALYSIS OF ENVIRONMENTAL FACTORS

Land Development Suitability

The soil and slope map Figure 2.14 shows areas where development will be more costly and difficult. The slopes shown in orange are 15% or more, typically requiring additional grading and retaining walls as the site plan is developed. The hydric soils shown in purple/pink are areas that remain moist and may be more prone to minor flooding during flash flood events or other major weather events. The blue areas are wetlands, ponds or creeks and rivers.

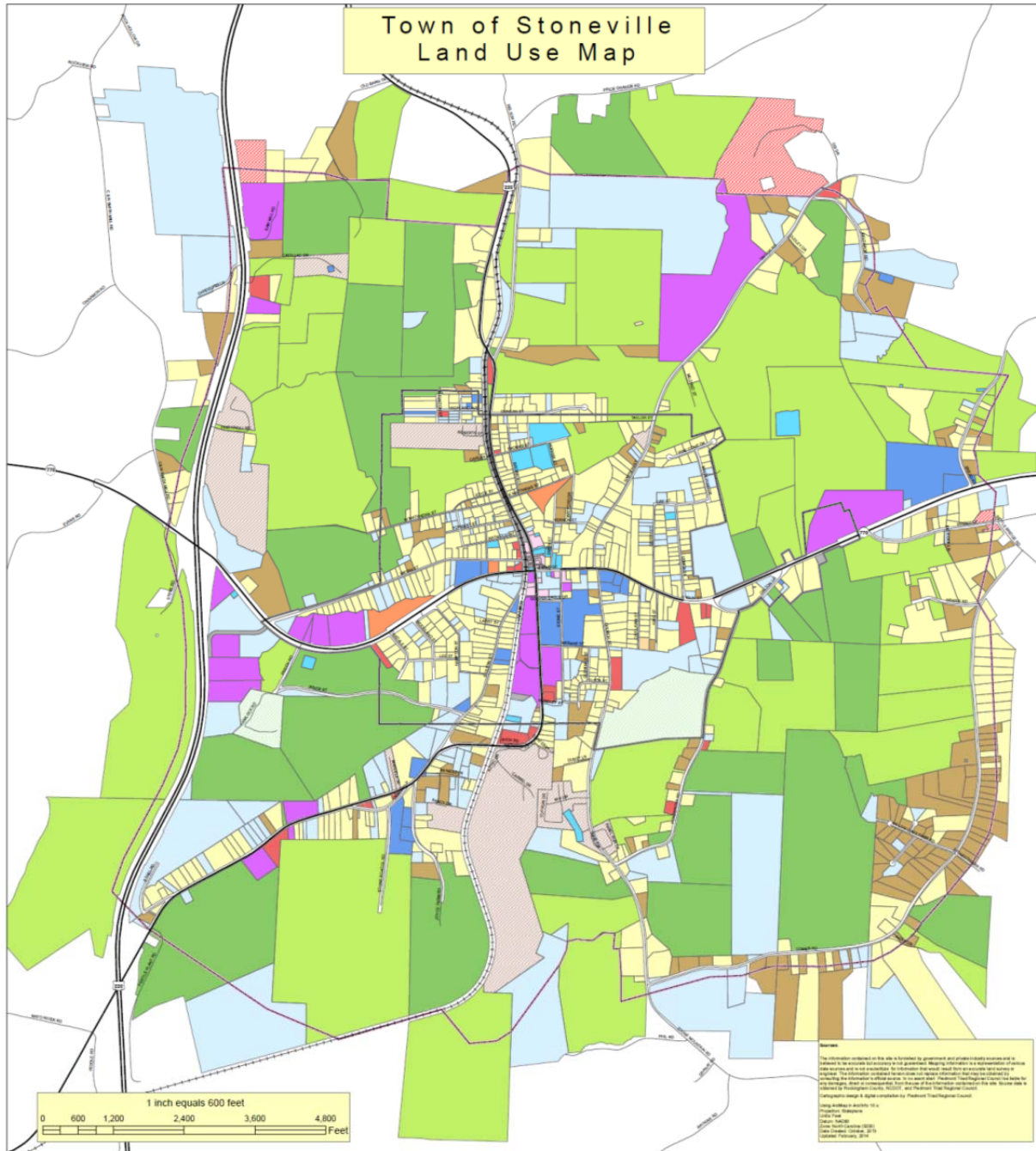
Figure 2.14 - Soil & Slope Map



Existing Land Use

The existing land use map Figure 2.15 shows the existing land use as described in the Rockingham County GIS tax parcel database for the Town of Stoneville. The existing land use was also verified by staff for accuracy using a windshield survey and reviewed by the steering committee. The land use may vary from existing zoning for grandfathered uses or non-conforming uses in existence before zoning was adopted in Stoneville.

Figure 2.15 - Existing Land Use



Legend

+++ Rail	Single-Family Residential	Mobile Home Park	Downtown Commercial	Agriculture
Highways	Medium Density/Duplex	Mixed Use	Public Owned	Forest
Roads	High Density Residential	Industrial	Institutional	Vacant
Parcels	Mobile Homes	General Commercial	Recreation	Utilities/Railroad
Town Limit				
ETJ				

Vicinity Map

2.4 ANALYSIS OF REGULATORY FACTORS

Existing Land Development Regulations

The existing zoning ordinance district descriptions are summarized in the following Table 2.23, and include the Rockingham County zoning ordinance for areas adjacent to the extra territorial jurisdiction. For additional comparison, the zoning regulations for similar sized communities in the Piedmont Triad: Mayodan, Madison, Liberty and Ramseur are included in the appendix as reference. Figure 2.16 Existing Zoning shows where different zoning districts are located.

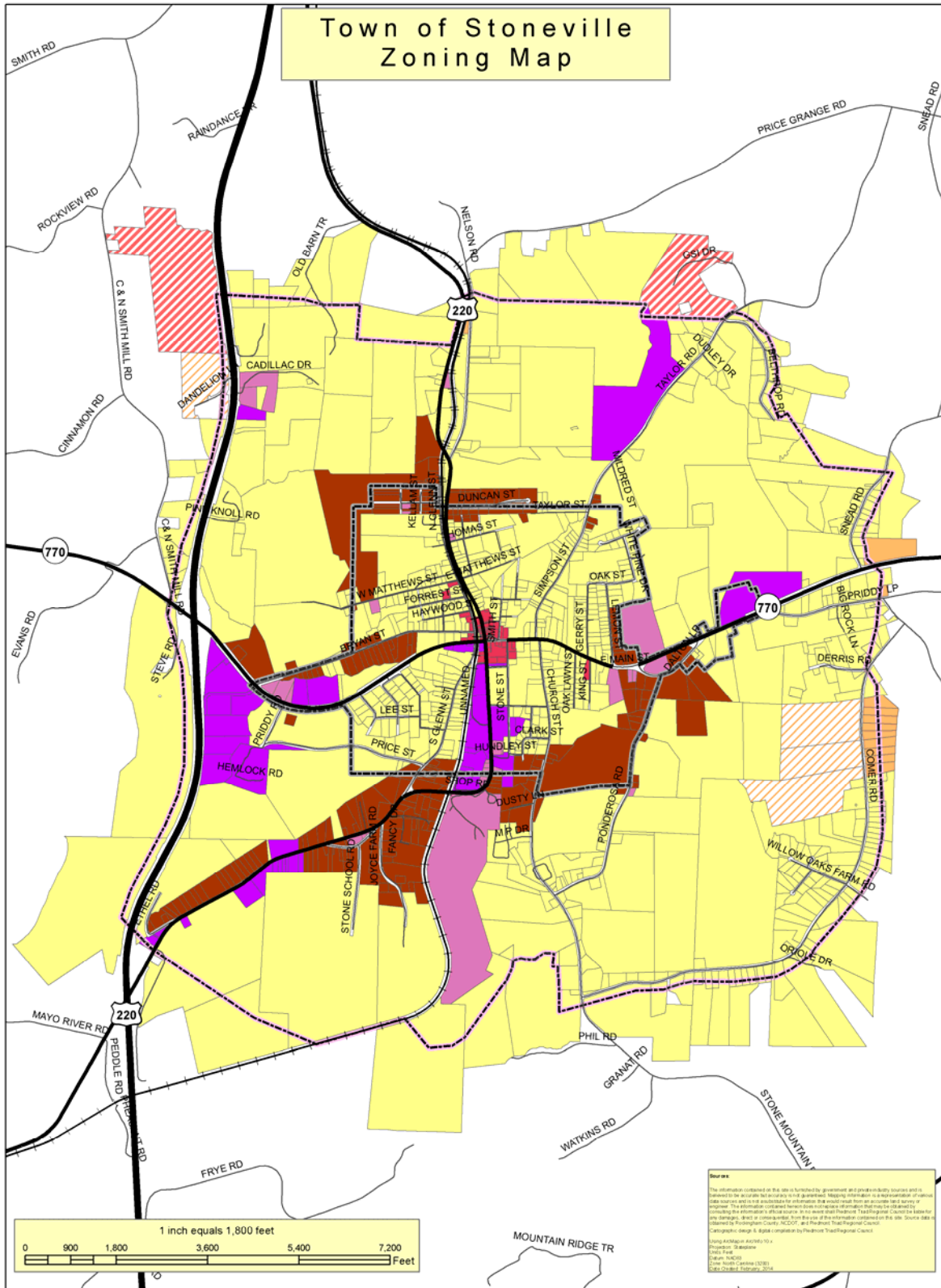
Table 2.23 – Town of Stoneville and Rockingham County Zoning District Summary

Town of Stoneville Zoning Ordinance - 1982 (with various amendments)			
Zoning Symbol	Classification	Descriptions	Residential Density
RA - Town	Residential Agricultural (In Town Limits)	<u>Residential Agricultural</u> - Provides a place for agricultural and very low-density <u>single-family residential uses</u> where public water and sewer service IS NOT available. Individual mobile homes on individual lots are prohibited within Town limits.	Very Low-density
RA - ETJ	Residential Agricultural (In ETJ)	<u>Residential Agricultural</u> - Provides a place for agricultural and very low-density <u>single-family and two-family residential uses, and mobile homes on individual lots, where public water and sewer service IS NOT available.</u>	Low-density
RA - <u>Special Use</u>	Residential Agricultural (In Town Limits & ETJ)	<u>Special Uses</u> - mobile home parks, rest homes, saw mills, trailer parks, hospitals, schools, utilities, railroads, fire & police stations, cemeteries, libraries, community centers, country clubs, parks, golf courses, circuses, carnivals and fairs.	Low-density
RS	Residential Suburban	<u>Residential Suburban</u> - Provides a place for low-density <u>residential uses, where public water and sewer service MAY BE available. RS also permits any use and special use permitted in the RA District, plus rooming houses and multi-family dwellings of four units or less, and multi-family dwellings over four units as a conditional use.</u>	Medium-density
B-1	Business, Office & Institutional	<u>Business, Office & Institutional</u> - Provides locations for high quality business and office uses in downtown Stoneville, including small retail establishments, finance, insurance and real estate offices, service establishments (e.g. barber shops, restaurants and medical offices), and all types of institutions (e.g. churches, civic clubs).	N/A
HB	Highway Business	<u>Highway Business</u> - Provides a place for the retailing of durable goods, the provision of commercial services to industrial areas, and the provision of services to travelers. The HB Districts allows all uses permitted in the B-1 District, plus larger retail and service uses in which some activities are conducted outdoors (e.g. auto & mobile home sales, motels, lumber yards, nurseries, storage rentals); and Special Uses including unified business developments and outdoor storage yards.	N/A
I-1	Planned Industrial	<u>Planned Industrial</u> - Provides a place for the manufacturing, compounding, assembly and treatment of articles or merchandise.	N/A

Rockingham County Zoning Ordinance - 2012

Zoning Symbol	Classification	Descriptions	Residential Density
RA	Residential Agricultural	<u>Residential Agricultural</u> - Provides a place for agricultural and very low-density residential uses. Requests for rezoning to higher intensity use district must demonstrate that proposed development is in accordance with the Rockingham County comprehensive plan.	Low-density
RP	Low-density Residential	<u>Protected Residential</u> - Provides a place for <u>low-density single-family residential uses</u> where water and sewer needs are met by individual wells and septic tanks. Requests for rezoning to higher intensity use district must demonstrate that proposed development is adequately provided with water and sewer services to specifications approved by the county health department, the Department of Natural Resources and Community Development or the Department of Human Resources.	Low-density
RM	Medium-density Residential	<u>Mixed Residential</u> - Provides a place for medium-density residential uses of all types (single-family residences; multifamily dwellings; mobile home parks; Class A or B manufactured housing) provided that water and sewer systems are provided and approved by appropriate authorities.	Medium-density
RC	General Business	<u>Rural Commercial</u> - Provides locations for retail and service establishments in the general proximity of and compatible with established rural residential areas.	N/A
NC	General Business	<u>Neighborhood Commercial</u> - Provides a place for crossroads shopping and community center shopping establishments.	N/A
HC	General Business	<u>Highway Commercial</u> - Provides a place in which the principal land uses are retailing of durable goods, provision of commercial services to industrial areas, and provision of services to tourists.	N/A
OI	Office & Institutional	<u>Office and Institutional</u> - Primarily for office and institutional uses.	N/A
LI	Light Industrial	<u>Light Industrial</u> - Provides a place for light industrial, warehousing, and distribution and sales of large item products.	N/A
HI	Heavy Industrial	<u>Heavy Industrial</u> - Accommodates industries whose normal operations include dust, noise, odor, or other emissions which may be deemed objectionable.	N/A

Figure 2.16 - Existing Zoning



- Legend**
- | | | |
|--------------|---|-------------------------------------|
| —+— Rail | Town Zoning | —+— Mixed |
| — Highways | ■ Business, Office, and Institutional (B-1) | ■ Residential Protected |
| — Roads | ■ Highway Business (HB) | ■ Residential Protected/Conditional |
| □ Parcels | ■ Industrial (I-1) | |
| □ Town Limit | ■ Residential Agricultural (RA) | |
| □ ETJ | ■ Residential Suburban (RS) | |

Source

The information contained on this site is furnished by government or private industry sources and is believed to be accurate but cannot be held responsible for any omissions. Mapping information is a non-transferable document. This information is not intended for use in any other project. The information is provided for informational purposes only. The information is not intended for use in any other project. The information is provided for informational purposes only. The information is not intended for use in any other project.



SECTION 3 COMMUNITY VALUES

3.1 PUBLIC INVOLVEMENT

Introduction

Stoneville, North Carolina has a population of approximately 1,056 people and has experienced limited growth over the last two decades.

As a result, Stoneville finds itself looking for a path forward to provide a higher quality of life for its residents. Specifically, Stoneville would like to develop a plan that enhances health and wellness as well as economic development opportunities within the community.

As a result of the Town's desire to find a better tomorrow and develop a plan for future action and decisions, Stoneville applied for a grant and received funding from the NC Community Transformation Grant (CTG) Project to create a comprehensive land development plan. Additionally, a planning assistance resource (PART) team of planning experts was also secured to provide a strategic action plan for the Town. The PART report is provided as an appendix to this report.

A cornerstone of any successful comprehensive land development plan is public involvement. As a result, the Town of Stoneville and the Piedmont Triad Regional Council (PTRC) jointly sponsored two community meetings designed to gather citizen input into the development of the Comprehensive Land Development Plan. The goal of the two community meetings was to collect Community Values concerning issues important to the Town. Additionally presentations were given to the Rotary Club and a focus group of business owners were surveyed during the planning process. This document presents the results of the two community meetings.

Purpose of Gathering Community Input

The Community Meetings were sponsored in an effort to gather community input that will guide the update of the Stoneville Comprehensive Land Development Plan. Specifically, the Steering Committee and Community Meetings were designed to:

- Serve as a valuable source of information concerning the community's values, likes, dislikes, and dreams.
- Guide government decisions on future land use regulations, patterns, and needs.
- Allow and encourage citizen input into the planning process.

Steering Committee

The steering committee was formed early in the planning process and consists of a broad section of town, staff, citizens, officials and County and regional staff. Some representatives cycled off the committee through the planning process. There were 5 steering committee meetings throughout the planning process from July 2013 to April 2014. The steering committee helped to develop key recommendations and guide the planning process.

Survey

A community survey was sent to all water customers in Town, distributed at the library, Town Hall and through drops at various businesses, shops and community gathering places in the spring of 2014. There were 52 responses to the survey. The full results of the survey are included in the Appendix, but a summary is included here, top answers are shown in italics:

1. How much population growth would you like to see in Stoneville (next 20 years)?

Nearly 73% would like to see a 20% increase or more in population.

2. What is your vision for Stoneville's growth?

Stoneville's future is dependent on attracting new residents (agree or strongly agree = 44 of 51)

3. What is your vision for Stoneville's economic development and tourism?

Stoneville should focus on attracting alternative industries that have not been traditionally part of the local employment base (agree or strongly agree = 46 of 51).

4. What is your vision for Stoneville's infrastructure and natural resources?

Stoneville should approach land use planning with consideration for water quality, air quality, and other natural resources was top reported response (strongly agree= 16 of 51)

5. What is your vision for Stoneville's downtown?

a) Stoneville should feature a walkable downtown that is vibrant and inviting with mixed uses (agree or strongly agree = 49 of 51); and b) NC 770/Main St. should serve as the gateway into the Town and feature an attractive streetscape were top reported responses (agree or strongly agree= 47 of 51)

NC 770/Main St. should serve as the gateway into the Town and feature an attractive streetscape. NC 770/Main St. should serve as the gateway into the Town and feature an attractive streetscape.

- b) What is your vision for healthy and active living in Stoneville?

More parks, recreation, sidewalks and trails were top responses (agree or strongly agree = 40 of 50)

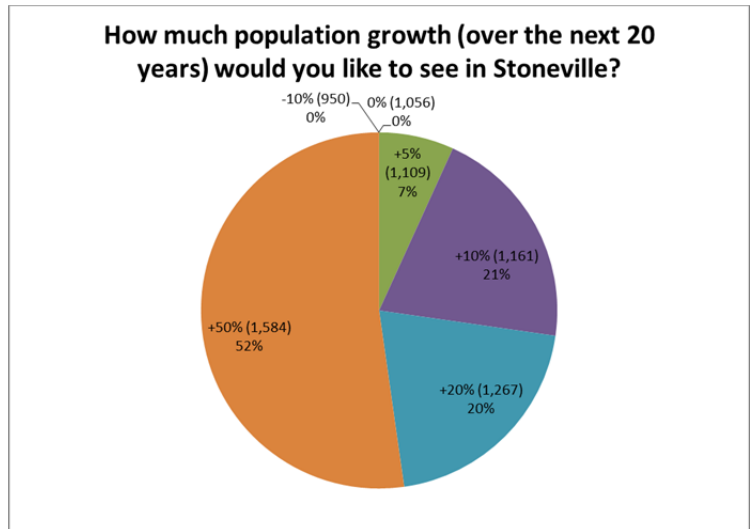
- c) Please select the statements that best represent your vision for the community's future.

Creates opportunities for people of all ages to call Stoneville their hometown. 86.0%

Represents a community that is strongly rooted in traditions. 72.0%

Reflects the community's character and heritage while creating opportunities for active living and resilient economy. 72.0%

Places great importance on the quality of life of its residents and the natural environment. 66.0%



Community Input

There were community meetings jointly hosted by the Town of Stoneville and the Piedmont Triad Regional Council. Both meetings were held at the Vera Holland Community Center on Main Street and the 2nd meeting was held at Town Hall. Citizens from all parts of Stoneville were encouraged to attend. Additionally, the meetings attempted to gather a broad cross-section of community interests into the planning process. Below is a list of the dates of the two community meetings.



- October 22, 2013
- June 3, 2014

The focus of the Community Meetings themselves consisted of the following components:

- An individual exercise to gather general background information on the participants opinions on specific development related topics;
- A small group exercise to identify what efforts should be undertaken to improve economic development, health and wellness, and quality of life;
- A review of the meeting results and public comment period.

Upon completion of the small group exercise the participants were asked to prioritize the most important ideas that were developed during the meeting. These ideas will be critical to developing a successful Comprehensive Land Development Plan that reflects the wants and desires of the public. Table 3.1 and 3.2 show themes discussed at the 1st community meeting.

The following vision statement captures statements, thoughts and feedback heard during the planning process community input from the steering committee, citizens and the survey results.

Vision for Stoneville in the Year 2030

Stoneville has experienced moderate growth over the past ten to fifteen years. Since the adoption of our plan, new development in and around Stoneville has been built to fit our community's character and heritage, and helped to attract a diversity of new jobs, tax base and housing choices. New growth has been designed to help preserve our cherished natural, cultural, and historic resources, and to coincide with our ability to provide high quality public services and infrastructure at a reasonable cost. The appropriate quantity, location, and quality of new land development has maintained and enhanced our Town's small town atmosphere, high quality of life and healthy environment.

As our Town has grown, Stoneville has become an even better place to live, work and play. The downtown area has become the center of community activity. Old shops have been renovated, and a variety of new businesses, services, restaurants, offices, apartments, and public spaces have transformed downtown Stoneville into a lively, pedestrian-friendly destination for Town residents and visitors. New development 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 scenic quality of our community's key entrance corridors.

Stoneville's Land Development Plan has helped the Town develop into a more livable and walkable community. Most new neighborhoods incorporate traditional design features found in the historic parts of communities, including sidewalks, planting strips, street trees, lamp posts and front porches. A wider mix of housing types is available to meet the changing needs of our residents. Residents, young and old, enjoy an active life style with good access to a variety of public greenways and open spaces, a less cluttered and more attractive Townscape, and a more pedestrian-friendly environment.

Community Meeting Results

**Table 3.1 - October 22, 2013 Workshop Feedback
Small Group Workshop Ideas - Focus Questions**

Continued	Votes
Attract more business, restaurants and food options (two)	8
Recreation programming	6
Downtown preservation and "facelift"	3
Natural gas to attract businesses	2
Stopped	Votes
Water & sewer infrastructure aging and deficiency	5
Relying on Mayodan for water and sewer	2
Vacant/Rundown buildings	2
Young flight	2
Started	Votes
Expand Town Limits	7
Attract Industry to Stone Sight	6
Community Center with Gym and Pool	5
Rezoning/Corridor Study	4
Visitors Center on Hwy. 220	2
Brownfield Clean Up	2

**Table 3.2 - October 22, 2013 Workshop Feedback
One-on-One Interview Questions - Major Themes**

Major trends you see impacting the town, county or region?	
<ul style="list-style-type: none"> Future I-73 designation & capacity improvements along NC 68 & US 220 in northern Guilford Co. 	<ul style="list-style-type: none"> Need for technical education for well-paying jobs
<ul style="list-style-type: none"> Need for new infrastructure above and below ground 	<ul style="list-style-type: none"> Limited in sources of revenue because of Town's size
What are your personal or professional goals?	
<ul style="list-style-type: none"> Make Stoneville a place where children want to come back to and raise their family 	<ul style="list-style-type: none"> Improve the water and sewer infrastructure for existing and future residents and businesses
<ul style="list-style-type: none"> Improve walkability through more sidewalks and trails 	<ul style="list-style-type: none"> Make Western Rockingham County a better place to live
<ul style="list-style-type: none"> Increase activities for kids 	
What goals make sense for Stoneville in the next few years?	
<ul style="list-style-type: none"> Improve relationship between elementary schools and recreation programs 	<ul style="list-style-type: none"> Pursue grants to support annexation of areas approaching US 220/Future I-73
<ul style="list-style-type: none"> Complete a parks master plan 	<ul style="list-style-type: none"> Have a business strategy and market assets
<ul style="list-style-type: none"> Complete wayfinding signage to downtown area 	<ul style="list-style-type: none"> Encourage municipal leaders to meet as a committee
Resources (e.g. facility, capability area or expertise) needed?	
<ul style="list-style-type: none"> Recreation center for children and/or senior citizens 	<ul style="list-style-type: none"> Board and manager working together with timely decision making
<ul style="list-style-type: none"> Advertising and promoting assets 	<ul style="list-style-type: none"> Capitalizing on growth opportunities

SECTION 4 HEALTHY AND ACTIVE LIVING

4.1 HEALTHY AND ACTIVE LIVING INTRODUCTION

The environment in which we live, work, and play can have a major impact on our overall quality of life. The physical health of Stoneville's residents is an important indicator of the overall quality of life in the community. Residents must be able to go to school, work, and contribute to civic life. Without a healthy population, the Town will face insurmountable obstacles in the future.

An understanding of the health and wellness of a community is of vital importance when developing a comprehensive planning document. Research has now shown the significance of community design, built environment, and public policy to help community members foster more active lifestyles and healthier eating habits.

The odds of a child being overweight or obese are significantly reduced with walkable communities. In addition, access to parks and recreation facilities greatly increases a family's physical activity level and reduces their risk of chronic disease.

Communities where the healthy choice is the easy choice are more attractive to businesses, developers, and new residents. In fact, active living research shows that home values increase in communities that provide access to physical activity. As a result, this plan utilized the most recent information regarding the health and wellness of Stoneville's residents in an effort to better comprehend the 'public' health of the community.

4.2 CURRENT HEALTH AND WELLNESS CONDITIONS

Community Health Assessments

The top health priorities identified by the Community Health Assessment for Rockingham County include: Social Determinants & Education, Access to Health Care, and Nutrition and Physical Activity.

The top 15 health concerns identified were: Access to Health Care, Cancer, Diabetes, Heart Disease, Maternal and Child Health (Infant and Child Health, Smoking while Pregnant, Teen Pregnancy), Mental Health, Nutrition, Oral Health, Physical Activity, Services for the Elderly, Social Determinant (Poverty, Education), Substance Abuse, Tobacco Use, Unintentional Injury, and Violence.

Health Risks

Among North Carolina's adults age 18 and over, 64.9% were overweight in 2010 according to the Centers for Disease Control (CDC).¹ Rates of chronic disease and obesity are on the rise, not just in adults, but in children as well. In Rockingham County, obesity is an especially acute problem given that 33% of the population was considered obese in 2012 (CHR, 2012). Nearly two thirds of adults and a third of children in the CTG Project Region 5 are overweight or obese.

This unfortunate circumstance is leading to high rates of chronic disease and rising health care costs. Cancer and diseases of the heart were the two leading causes of death in Rockingham County in 2010. By evaluating a variety of health and wellness factors, steps can be taken to increase the life expectancy of residents and help people lead longer, happier lives.

¹ CDC Behavioral Risk Factor Surveillance System: Prevalence and Trend Data – Overweight and Obesity, U.S. Obesity Trends, Trends by State 2010. Available online at <http://www.cdc.gov/brfss/>.

Air quality and water quality have significant impacts on overall public health. Rockingham County tends to experience good air quality, however, asthma remains a significant issue for all age groups. Children and older adults are among the most sensitive groups. Approximately 16.8% of children under the age of 18 in North Carolina had been diagnosed with asthma at some point in their lives, according to 2010 statistics.²

4.3 HEALTHY AND ACTIVE LIVING GOALS AND POLICIES

The Comprehensive Land Development Plan supports several health and wellness goals and policies that can help Stoneville improve public health and quality of life.

1. HEALTHY AND ACTIVE LIVING

GOALS:

- A. Promote active living by building upon existing recreational programs and developing additional walking trails, bicycle routes, and outdoor recreational facilities.
- B. Encourage policies that assure a healthy environment and maintain Stoneville's air quality.

POLICIES:

- 1.1 Encourage shared-use agreements for school and church playgrounds, recreational facilities, etc. Often, recreational areas are open for limited hours, preventing children and adults from exercising evenings and weekends. Through joint-use agreements, organizations can develop ways to provide access to facilities and address concerns about safety and liability.
- 1.2 Increase opportunities for physical activity in the school environment and promote active and safe transportation to and from schools, where feasible.
Stoneville has access to Safe Routes to School resources through North Carolina Department of Transportation's Safe Routes to School Program. Safe Routes to School programs are comprehensive efforts that look at ways to make walking and bicycling to school or at school a safer and more appealing activity, thus encouraging a healthy and active lifestyle from an early age.
- 1.3 Encourage parks & squares to be a part of every new neighborhood and added to existing neighborhoods whenever appropriate and feasible.
- 1.4 Promote development that helps increase convenience and a sense of community, protects environmentally sensitive areas, and encourages physical activity close to where people live and work.
- 1.5 Coordinate with trail development in the County to leverage non-profit, private and public resources to fund improvements.
- 1.6 Support efforts to provide a diverse open space & recreation system with a variety of opportunities throughout our community - including small neighborhood parks and playgrounds; larger active-recreational parks for soccer and softball; passive picnic, walking, and

² Rockingham County 2012 Community Health Assessment. Available online at <http://www.rockinghamcountypublichealth.org/pView.aspx?id=27903&catid=415>.

biking areas; and a network of trails and greenways connecting each of these elements together (especially along creek and river corridors).

- 1.7 Support efforts to maintain and enhance a robust network of sidewalks, trails, parks and open space that provides a variety of active and passive recreation opportunities.
- 1.8 Assure that future development does not jeopardize air quality by developing regulations for noxious uses.
- 1.9 Maintain & improve air quality by recruiting environmentally-friendly industry.
- 1.10 Maintain & improve water quality by carefully managing and restoring stream-banks, establishing minimum riparian buffer requirements along streams and creeks.
- 1.11 Preserve, protect, and restore the natural resources of our community (e.g. rivers & streams, wetlands, woodlands, wildlife habitats) for the benefit & enjoyment of all.
- 1.12 Protect our community from excessive noise, light, and vibration, by placing noxious uses in the most appropriate places, and by strengthening and enforcing development regulations including requirements for adequate buffers and set-backs.

2. FRESH AND HEALTHY FOODS

GOALS:

- A. Promote fresh, healthy local produce and goods in farmers markets and local stores.

POLICIES:

- 2.1 Develop a plan for food access and community-based food systems.
A successful program begins with a plan and a variety of stakeholders, including a local food council, non-profit organizations, government staff, foundations, and, of course, farmers. The American Planning Association's guide to food access planning along with assistance provided through the North Carolina Cooperative Extension are important resources to consult when developing the plan. *See the Appendix for more information.*
- 2.2 Promote fresh, healthy local produce and goods in farmers markets and local stores.
As a part of the food access plan, a feasibility study for farmers markets and cold storage in local stores should be conducted. The study will evaluate potential locations, marketing concepts, and program coordination with the organizations throughout Rockingham County. Due to the high cost of cold storage facilities, strategies for leasing refrigeration space in local stores should be addressed within the study. This program could reduce storage and delivery costs for farmers while allowing residents to quickly access fresh, healthy local foods. A *Piedmont Together* report by Jennifer Walker entitled, "Planning for a Networked Produce Storage and Aggregation System for the Piedmont Triad Region," provide models for cold storage facilities. In addition to an analysis of farmers' market feasibility and cold storage, this study should also address food distribution, specifically how to best bring local healthy food to small retail outlets. *See the Appendix for more information.*

SECTION 5 LAND USE RECOMMENDATIONS

5.1 LAND DEVELOPMENT GOALS AND POLICIES

To help Stoneville 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 ten to 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 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 guidelines for evaluating and making decisions concerning future land development proposals.

1. QUALITY OF LIFE, HEALTH AND ECONOMIC DEVELOPMENT

GOALS:

- A. Carefully manage and encourage appropriate development that maintains and enhances Stoneville's special community characteristics and heritage.
 - Strategically locate new land development in the most appropriate places.
 - Use existing infrastructure investments efficiently.
- B. Make strategic infrastructure investments to accommodate new businesses and industries.
- C. Attract new jobs and a more diverse tax base.

POLICIES:

- 1.1 Carefully manage the placement and design of new development and the enhancement of existing uses along our major entrance corridors – NC 770 and US 220 Business, to maintain traffic and pedestrian safety and to encourage a welcoming environment that reflects the character and charm of our community.
- 1.2 Preserve, invest in, revitalize, and rejuvenate our downtown area, to create a vibrant community-wide activity center and community destination place that is pedestrian-friendly, and includes a wide variety of services, shops, restaurants, offices, bed & breakfasts, public spaces, and other community uses. Existing buildings will be restored and adaptively used whenever possible, open areas will be developed as passive parks and/or future buildings.
- 1.3 Encourage commercial and office uses to fit our community scale & character and to be conveniently located to serve the needs of all our residents, especially the young and old.
- 1.4 Accommodate and encourage the expansion and/or adaptive reuse of existing industrial uses, in a manner that protects and enhances the health, safety, and general welfare of the community.
- 1.5 Actively encourage new industrial uses in appropriate places with adequate land and infrastructure (roads, railroads, water, sewer, gas (future) and electricity), to provide residents with diverse, convenient, well-paying jobs, to help bolster our Town's tax base, and to make sure we continue to protect the value of surrounding properties & neighborhoods through site design requirements such as buffers, setbacks, and landscaping.
- 1.6 Encourage institutional & civic uses (e.g. schools, community centers, churches, parks) to be located on prominent sites, to add value and serve as community landmarks.

- 1.7 Encourage appropriate infill development that fits the existing scale and character and helps preserve and enhance existing residential uses and neighborhoods.
- 1.8 Encourage new residential uses and neighborhoods that add to our community's livability by including neighborhood parks and providing a pedestrian-friendly environment well-connected to downtown and the rest of the community by a network of roads, sidewalks and trails.
- 1.9 Encourage opportunities for adequate, affordable, attractive, quality housing to be provided for all residents through the renovation of existing older homes, and the building of a mixture of new housing types to match a range of lifestyles and income levels.
- 1.10 Encourage parks & squares to be a part of every new neighborhood and added to existing neighborhoods whenever appropriate and feasible.
- 1.11 Promote development that helps increase convenience and a sense of community, protects environmentally sensitive areas, and encourages physical activity close to where people live and work.

2. PLANNING AND PROMOTION COORDINATION

GOAL: Utilize strategic partnerships and resources to plan and promote Stoneville's assets

POLICIES:

- 2.1 Participate in a strategy for marketing the Town and region for tourism with the Chamber, County Tourism, Dan River Basin Association, State Parks and other municipal and non-profit partners.
- 2.2 Revise the Town's land development ordinances, to reflect and implement the vision, goals, and policies of this plan, and to encourage appropriate growth that enhances the quality of life and character of our community, and reduces the cost of new development.
- 2.3 Coordinate with trail development in the County to leverage non-profit, private and public resources to fund improvements.
- 2.4 Coordinate with Rockingham County Planning and the Piedmont Triad Regional Council to implement current planning needs effectively and efficiently inside and outside the Town limits including the ETJ and future service areas.

3. RESOURCE PRESERVATION & COMMUNITY APPEARANCE

GOAL: Carefully preserve Stoneville's natural, cultural, and historic resources as we grow.

POLICIES:

- 3.1 Maintain & improve air quality by recruiting environmentally-friendly industry.
- 3.2 Maintain & improve water quality by carefully managing and restoring stream-banks, establishing minimum riparian buffer requirements along streams and creeks.
- 3.3 Preserve, protect, and restore the natural resources of our community (e.g. rivers & streams, wetlands, woodlands, wildlife habitats) for the benefit & enjoyment of all.
- 3.4 Preserve, protect, and restore the cultural and historic resources of our community (e.g. family farms, historic sites & buildings, parks) for the benefit and enjoyment of existing and future generations. The Town will encourage efforts to inventory and set preservation priorities for each of our cherished community assets and resources.

- 3.5 Support efforts to systematically revitalize the downtown area – encouraging preservation and adaptive reuse of older buildings, and appropriate infill development that does not detract from the downtown’s historical and architecture character.
- 3.6 Support efforts to provide a diverse open space & recreation system with a variety of opportunities throughout our community – including small neighborhood parks and playgrounds; larger active-recreational parks for soccer and softball; passive picnic, walking, and biking areas; and a network of trails and greenways connecting each of these elements together (especially along creek and river corridors).
- 3.7 Protect our community from excessive noise, light, and vibration, by placing noxious uses in the most appropriate places, and by strengthening and enforcing development regulations including requirements for adequate buffers and set-backs.

GOAL: Carefully preserve & enhance Stoneville’s character and community appearance as we grow.

POLICIES:

- 3.8 Use Stoneville’s small-town character as a vital asset and selling point in the revitalization of downtown – attracting entrepreneurs and visitors to our community.
- 3.9 Create a strong sense of community with each new piece of the “land development puzzle.” Each new use should fit into our Town’s overall vision, adding value, and maintaining & enhancing our quality of life.
- 3.10 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.
- 3.11 Encourage the beautification, landscaping, and redesign of existing streetscapes, and the establishment of design guidelines to encourage creation of human-scale spaces along new and existing streets.
- 3.12 Encourage and support efforts to protect and improve the appearance and function of entrance road corridors, through the use of corridor studies, design guidelines, development standards, landscaping & beautification efforts, and overlay district regulations.
- 3.13 Identify and pro-actively address existing eyesores, and support neighborhood and community efforts to enhance our community’s appearance and beauty.

4. PUBLIC SERVICES & INFRASTRUCTURE

GOAL: Provide adequate public services and infrastructure to facilitate growth.

POLICIES:

- 4.1 Support efforts to maintain and enhance a robust network of sidewalks, trails, parks and open space that provides a variety of active and passive recreation opportunities.
- 4.2 Provide a water treatment & delivery system and a sewage collection system that keeps pace with our growth, and is provided in the most appropriate places to support and encourage new development.
- 4.3 Plan and begin to develop a stormwater management system, to maintain the safe function of our roadways during rainstorms, and to protect and maintain the water quality of our creeks and rivers from storm runoff.

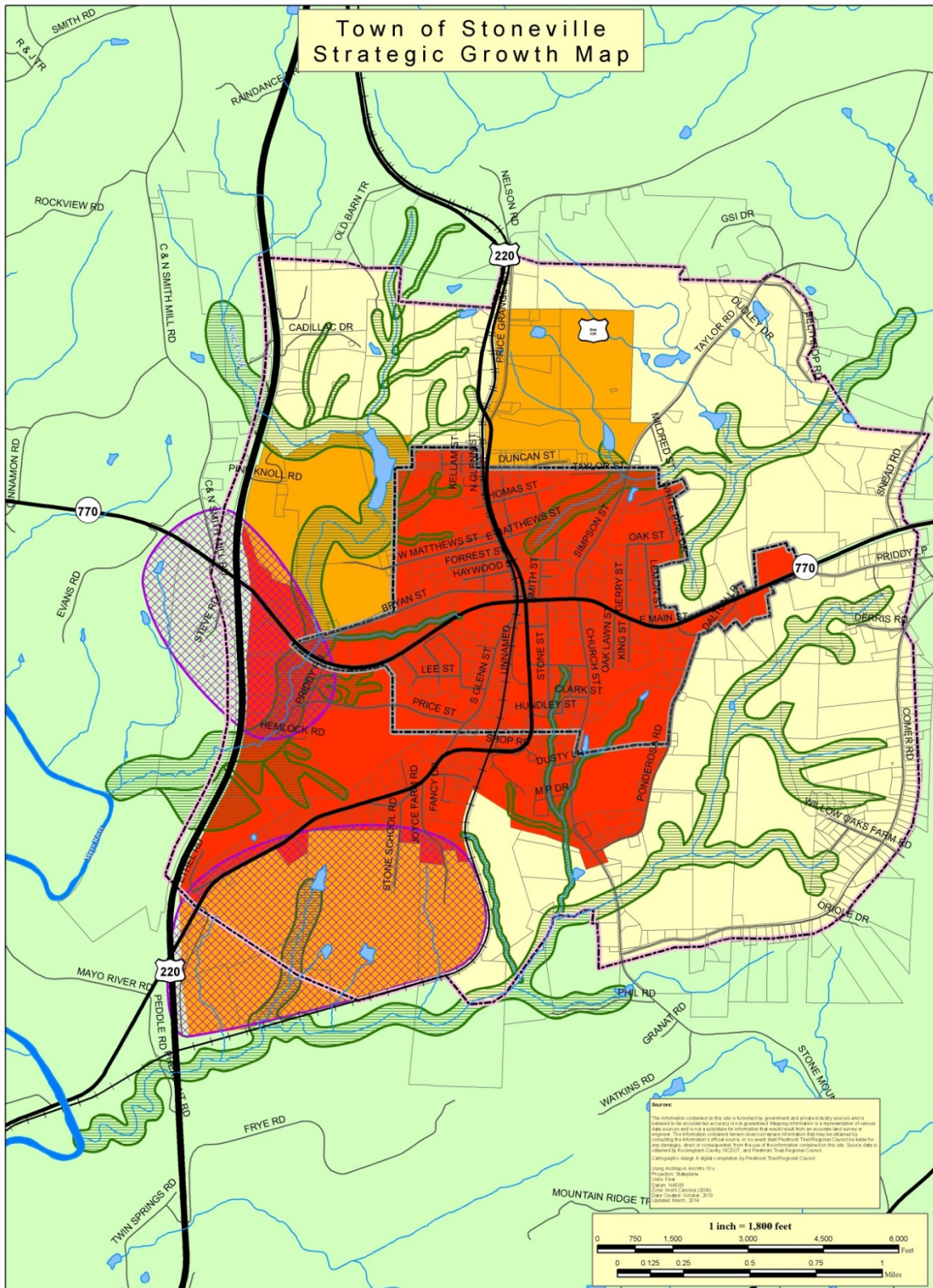
- 4.4 Carefully manage access along major thoroughfares and road entranceways, to protect public safety, road function, and community aesthetics.
- 4.5 Encourage and support new commercial and industrial uses - especially along the US 220 (I-73) Corridor - to provide job opportunities and tax base for the community.
- 4.6 Promote the designation and upgrade of US 220 to Interstate 73 to support safe and efficient movement of people and goods.

5.2 GROWTH MANAGEMENT STRATEGY

A growth strategy map was developed to provide a broad planning context for the more specific land development vision, goals and policies to follow. This map shows the general location of strategic growth areas. The growth area 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 may offer appropriate land development proposals within each planning area:

1. Primary Growth Area – The areas with prime access to existing town infrastructure and urban services and located within existing town limits and select portions of the Town’s extra-territorial zoning jurisdiction (ETJ). Suitable development sites should be given the highest level of encouragement and support for short-range development over the next 5 years.
2. Economic Development Areas – Areas located at the intersection of US 220 (Proposed I-73) and NC 770 and the intersection of US 220 and Business 220 that have (or can easily have) access to existing Town infrastructure and urban services. Suitable development sites in these designated areas may receive a high level of encouragement for short-range development over the next 5 years.
3. Secondary Growth Areas – Areas with access or potential access to town infrastructure and urban services, and located within the Town’s existing extra-territorial zoning jurisdiction (ETJ). Suitable development sites within Secondary Growth Areas should be given a moderate level of encouragement for mid- to long-range development over the next 5 to 10 years.
4. Future Growth Areas – Areas with moderately low potential for the provision of sewer and other urban services in the next 10 years, and located outside of the Town’s existing Town limits and/or ETJ area. Suitable development sites within Future Growth Areas should be given a low level of encouragement for land development over the next 10 to 15 years.
5. Rural Conservation Areas – Areas located outside of the Town’s ETJ should be given a high level of encouragement to remain in a natural state, or to be maintained in very low-density, rural uses over the next 15 years. Cluster residential development should be strongly encouraged or required within Rural Conservation Areas, and non-residential development should be in accordance with Rockingham County’s rural conservation regulations.
6. Conservation Corridors – Areas located throughout the study area, primarily along creeks, streams and rivers, and within areas containing floodplains, steep slopes, and/or severe soil limitations. These areas should receive a very high level of encouragement and incentives to remain in a natural state, and/or to be maintained in very low-intensity, open space, recreational, or greenway uses in perpetuity. Property owners should be encouraged to locate new land development outside of conservation corridors as much as possible.

Figure 5.1 - Strategic Growth Map



Legend			
Overlay	Strategic Growth Areas	Parcels	ETJ
Economic Development	Future Growth	Town Limit	
Conservation Corridor	Primary Growth		
	Secondary Growth		

5.3 FUTURE LAND USE CATEGORIES

The following growth categories are suggested to help the committee identify the desired future location, scale and mixture of uses within the Town's planning and zoning jurisdiction. The descriptions below provide a general sense of the type and intensity of land uses desired in each category.

Residential Agriculture (RA / R-80)

This land use category accommodates agricultural uses and **very low-density residential uses** (1 unit per **2 acres** or more) - including single family site-built & manufactured homes on lots fronting on existing roadways and served by individual wells and septic systems (i.e. *public water or sewer are not available*).

Residential Rural (RR / R-40)

This land use category facilitates the transition between primarily agricultural areas and suburban areas, by allowing **low-density residential uses** (1 unit per **1 acre** or more) - including single family site-built and manufactured homes in small neighborhoods (minor subdivisions) and served by individual wells and septic systems (i.e. *public water or sewer are not available*).

Residential Suburban (RS / R-20)

This category allows **medium-density residential uses** (one unit per **1/2 acre** or more) within neighborhoods *where public water and sewer are available*, including single family site-built and manufactured homes, two-family residences, and neighborhood services, parks and schools.

Residential Mixed (RM / R-12)

This category a variety of **medium-high-density residential uses** (one unit per **1/4 acre** or more) *where public water and sewer are available*, including single family site-built and manufactured homes, two-family residences, rooming houses, multi-family dwellings of four units or less, multi-family dwelling of more than four units as a conditional use, and compatible neighborhood services, parks and schools.

Office and Institutional (O&I)

This category is primarily reserved to accommodate public and quasi-public uses within the community including schools, churches, parks, recreation facilities, medical and dental services, business offices, government facilities and other public properties.

Central Business (CB)

This category includes the historical downtown center of the community, and allows for a variety of medium intensity uses compatible in scale and design with a pedestrian friendly 'village' environment.

Neighborhood Business (NB)

This category includes low intensity retail and service uses compatible in scale and design with surrounding neighborhoods.

Highway Business (HB)

This category includes larger-scale, automobile-oriented retail and service uses.

Industrial (I)

This category includes facilities for the manufacturing, compounding, assembly, treatment and storage of goods, materials and products.

Conservation Overlay (CO)

This category describes areas which should be preserved as natural areas or open space. This includes floodplains, steep slopes, and natural areas with significant flora and fauna. Limited open recreational uses, including greenways and interpretive nature trails would be appropriate in these areas.

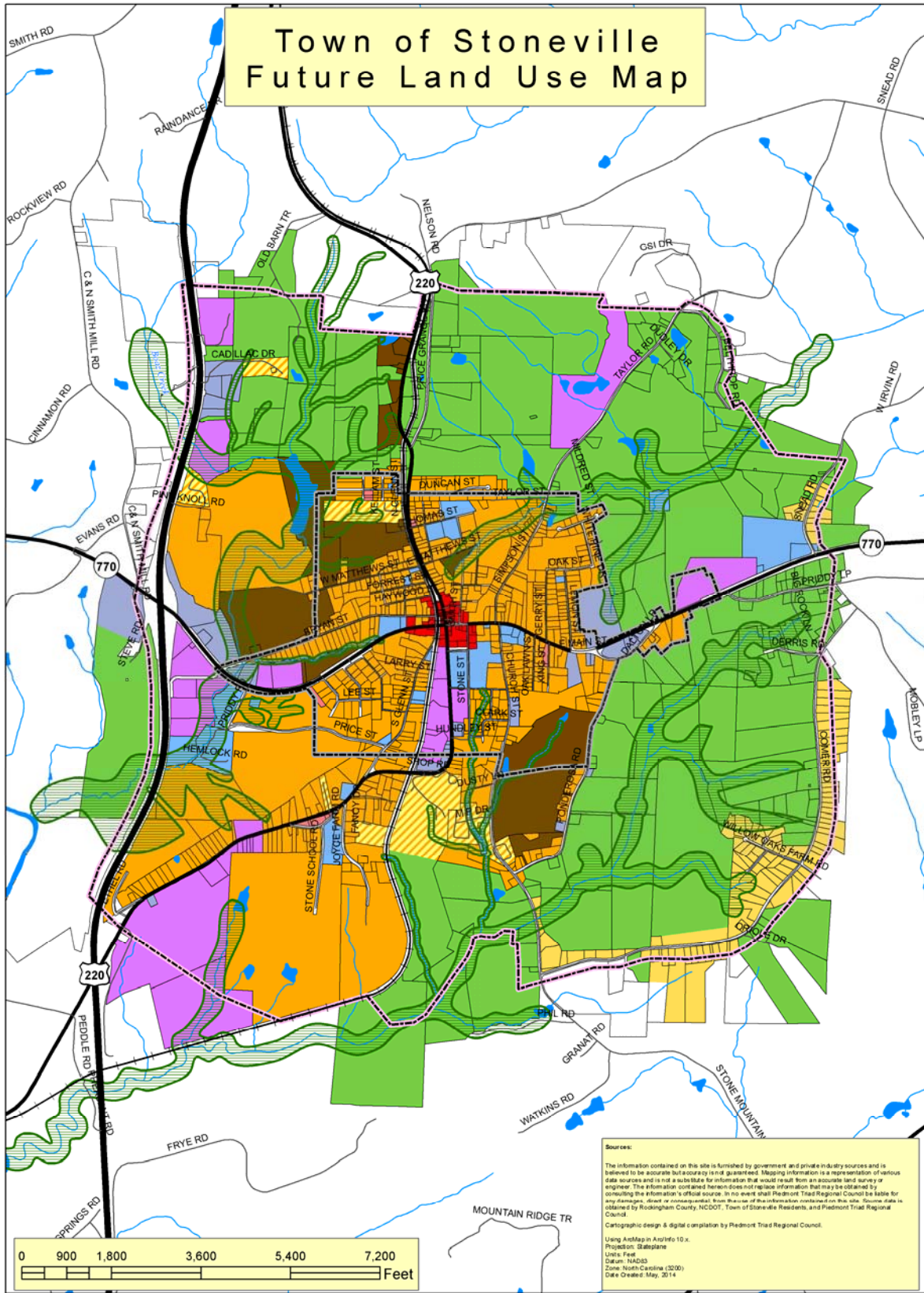
Mobile Home Park Overlay (MHPO)

This category accommodates existing mobile home parks allowed under current development regulations as a Special Use. Ordinance revisions are recommended to require all manufactured homes within Town limits to meet the same lot size, setback and foundation requirements as stick-built homes.

5.4 FUTURE LAND USE RECOMMENDATIONS

The *Town of Stoneville Future Land Use Map* is shown in Figure 5.2 and identifies the location of future land use categories identified above. Figure 5.2 will assist the community in making site-specific land development decisions. This map serves as a guide for the general location of proposed land use types, patterns and relationships encouraged by the Town.

Figure 5.2 - Future Land Use Map



- Land Use Categories**
- Rail
 - Roads
 - Highways
 - Town Limit
 - ETJ
 - Parcels
 - Residential Agriculture
 - Residential Rural
 - Residential Suburban
 - Residential Mixed
 - Mobile Home Park Overlay
 - Conservation Overlay
 - Central Business
 - Neighborhood Business
 - Highway Business
 - Office and Institutional
 - Industrial



SECTION 6 IMPLEMENTATION

6.1 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 Stoneville 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 and policies outlined in Section 4 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.

6.2 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.

6.3 ACTION RECOMMENDATIONS

Recommended actions resulting from this land development planning process include:

POLICIES:

- Combine, organize, modernize and simplify the Town's zoning and subdivision regulations.
- Create & enforce community appearance ordinances – especially along major thoroughfares to improve and maintain appearance, function and safety along major roads.
- Provide incentives and/or strategic infrastructure investments to encourage the development of employment and activity centers in the most appropriate areas.
- Consider storm water management ordinances (e.g. stream buffers) to improve water quality.
- Consider open space, greenway & riparian buffer dedication requirements for all new land development, to help preserve open space, park land and greenways as the Town grows.

PROGRAMS:

- Create a sidewalk improvement and expansion program to increase connectivity in residential areas and downtown, and to better connect residential, commercial, employment and recreational uses.
- Establish an active, well-funded downtown / main street revitalization program.
- Establish an active, well-funded greenway trail-building program.
- Establish an active, well-funded water and sewer improvements program.
- Seek NCDOT funding for street and sidewalk improvements.

PROJECTS:

- Develop an Entrance Corridor Master Plan to address safety, function and appearance issues and undertake a few pilot project improvements to build community interest and support.
- Beautify downtown areas (sidewalks, street trees, decorative lighting, etc.)
- Develop a Pedestrian Master Plan to identify and set priorities for pedestrian improvements and implement several top-priority pedestrian pilot projects.
- Develop small pocket parks in strategic locations (e.g. downtown areas).

APPENDIX A RESOURCES

Economic Development and Cultural Resources	
NC Downtown Development Association	<ul style="list-style-type: none"> Website: http://www.ncdda.org
NC Small Town Main Street Program	<ul style="list-style-type: none"> Website: http://www.nccommerce.com/rd/mainstreet/small-town-main-street-program Western NC Small Town Main Street Coordinator: Sherry Adams 31 College Plaza, Suite 107 Asheville, NC 28801 (828)-251-6914 sadams@nccommerce.com
NC State Historic Preservation Office	<ul style="list-style-type: none"> Website: http://www.hpo.ncdcr.gov
Piedmont Together	<ul style="list-style-type: none"> Website: http://www.piedmonttogether.org
Preservation North Carolina	<ul style="list-style-type: none"> Website: http://www.presnc.org
Rockingham County Partnership	<ul style="list-style-type: none"> Website: http://www.ncnorthstar.com
Health and Wellness	
Community Transformation Grant (CTG) Region 5	<ul style="list-style-type: none"> Website: http://www.allin4health.com
CTG Region 5: Planning for Public Health Gap Analysis (2013)	<ul style="list-style-type: none"> Website: http://www.ptrc.org/index.aspx?page=484
Planning for Food Access and Community-Based Food Systems	<ul style="list-style-type: none"> Hodgson, Kimberly. (2012). American Planning Association Planning for Food Access and Community-Based Food Systems: A National Scan and Evaluation of Local Comprehensive and Sustainability Plans. http://www.planning.org/research/foodaccess
Piedmont Together	<ul style="list-style-type: none"> Website: http://www.piedmonttogether.org Walker, Jennifer. (2014). Planning for a Networked Produce Storage and Aggregation System for the Piedmont Triad Region. Piedmont Conservation Council, Inc. (2014). Developing a Strategic Plan for Regional Farm Incubation: Hines Chapel Incubator Farm.
Rockingham County Health Department	<ul style="list-style-type: none"> Website: http://www.rockinghamcountypublichealth.org
Rockingham County Community Health Assessments and State of the County Health Reports	<ul style="list-style-type: none"> Website: http://www.rockinghamcountypublichealth.org/pView.aspx?id=15168&catID=415

Parks & Recreation and Transportation	
Let's Go NC! - NCDOT Pedestrian & Bicycle Safety Skills Program for Healthy, Active Children	<ul style="list-style-type: none"> Website: http://www.alamance-nc.com/commissioners/ordinances
Piedmont Triad Rural Planning Organization (PTRPO)	<ul style="list-style-type: none"> Website: http://www.ptrc.org/ptrpo PTRPO Coordinator: Jesse Day Senior Regional Planner Piedmont Triad Regional Council 1398 Carrollton Crossing Drive Kernersville, NC 27284 (336)-904-0300 jday@ptrc.org
Safe Routes to School	<ul style="list-style-type: none"> Active Routes to School Region 5 Coordinator: Jennifer Delcourt, MPH Wake County Human Services, Public Health Division 10 Sunnybrook Road, Suite 367C Raleigh, NC 27610 (919)-212-8465 jennifer.delcourt@wakegov.com <i>(Alamance, Caswell, Chatham, Durham, Guilford, Orange, Person, Rockingham, and Wake Counties)</i> North Carolina Program Website: http://www.ncdot.gov/programs/safety/ National Partnership Website: http://saferoutespartnership.org/ National Center Website: http://www.saferoutesinfo.org/
Shared-Use Agreements: <ul style="list-style-type: none"> Alamance County Person County 	<ul style="list-style-type: none"> Website: http://www.ptrc.org/index.aspx?page=484
Shoals Community Recreation Center Master Plan (2014)	<ul style="list-style-type: none"> Website: http://www.ptrc.org/index.aspx?page=241

APPENDIX B GRANT RESOURCES

Economic Development	
FCC Broadband Opportunities for Rural America	<ul style="list-style-type: none"> Website: http://wireless.fcc.gov/outreach/index.htm?job=broadband_home
NC Broadband	<ul style="list-style-type: none"> Website: www.ncbroadband.gov
NC Rural Center	<ul style="list-style-type: none"> Website: http://www.ncruralcenter.org/
USDA Community Connect Grants	<ul style="list-style-type: none"> Website: http://www.rurdev.usda.gov/utp_commconnect.html
Parks & Recreation and Health & Wellness	
BlueCross BlueShield of NC Foundation	<ul style="list-style-type: none"> Website: http://www.bcbsncfoundation.org/grants/
Kate B. Reynolds Charitable Trust	<ul style="list-style-type: none"> Website: http://www.kbr.org/
Lowe’s Charitable and Educational Foundation	<ul style="list-style-type: none"> Website: http://www.lowes.com/cd_Charitable+and+Educational+Foundation_936258779
NC Parks & Recreation Trust Fund (PARTF)	<ul style="list-style-type: none"> Website: http://www.ncparks.gov/About/grants/partf_main.php
NC Recreational Trails Program (RTP)	<ul style="list-style-type: none"> Website: http://www.ncparks.gov/About/trails_RTP.php



American Planning Association
North Carolina Chapter

2013 PART Report

Recommendations of the APA-NC Planning Assistance
Resource Team (PART) for Stoneville, NC

12/1/2013

Summary

Early 2013, the North Carolina chapter of the American Planning Association initiated a pilot program called Planning Assistance Resource Team (PART). This new service was created to assist small and rural communities with specific planning challenges that could be considered in a brief visit to the community. Planners from across the state volunteered to serve as panelists, and several proposals were submitted by local governments for assistance. The town of Stoneville's application was selected, and three panelists were chosen to assist the town.

In October 2013, PART panelists convened in Stoneville (Rockingham County) to assist the community with two key planning challenges:

1. Identify cost-effective and short-term implementation strategies for a section of trail identified in the Rockingham County Pathways Plan connecting downtown Stoneville to the Mayo River State Park
2. Describe ways the town can improve the aesthetics of downtown Stoneville and market the town as a destination for visitors

The panelists visited the proposed trail corridor site, interviewed several key stakeholders in the region and compiled their recommendations in this report. The recommendations were divided into short, mid and long term strategies. The strategies included the following:

- brand the downtown through signage and open space design
- improve sidewalk connectivity to important town destinations
- provide both on and off-road bicycle and pedestrian routes to the state park
- market the town as a destination for rafting and paddling enthusiasts on nearby rivers

The following report describes the PART process and the 2013 site visit in detail and will serve as a template for future PART panels. APA-NC is pleased to offer this service to provide planners an opportunity to give back and help improve quality of life in communities across the state.

PART – Stoneville Site Visit

Spring 2013, the North Carolina chapter of the American Planning Association initiated a new pilot program called the Planning Assistance Resource Team (PART). PART is a program which allows North Carolina planners and other professionals to help communities or organizations identify and develop solutions to specific problems or issues. The inaugural year of the PART program brought three panelists to the town of Stoneville, North Carolina, on October 22-23, 2013. The following report describes the outcomes of the 2013 PART program.

PART Team and Site Selection

APA-NC called for applications from planners and other professionals in the state willing to volunteer their time and services on a short term basis as part of an assistance panel. APA-NC received approximately 20 panelist applications from professionals from across the state working in all sectors- local government, private consulting and academia. Concurrently, APA-NC requested applications from communities and organizations interested in receiving technical assistance from PART in 2013. The specific focus of 2013 was on the intersections of health in comprehensive planning, in small or rural communities. APA-NC received multiple sponsor applications.

A subcommittee of APA-NC's executive committee, led by the state chapter's professional development officer, reviewed panelist applications and sponsor applications. In summer 2013, the subcommittee asked three professionals to lead a late 2013 visit to the town of Stoneville. Stoneville, in coordination with the Rockingham County Health Department and the Community Transformation Grant (CTG) program (an initiative of the NC Department of Health and Human Services' Division of Public Health paid for by a grant from the Centers for Disease Control and Prevention), submitted a request for planners to help identify an implementation strategy for a trail planned to connect the downtown to a nearby state park.

Panelists were asked to serve based on their specific experience with planning, designing or managing trail or bikeway and downtown redevelopment projects elsewhere in the state. The following three professionals volunteered their time on the 2013 PART panel:

Glenn Harbeck, AICP

In June of 2012, Glenn accepted the position of Director of Planning, Development & Transportation for his hometown of Wilmington, NC. He now leads a multi-disciplinary team of 55 planners, transportation and traffic engineering specialists. Between 1986 and 2012, Glenn provided community planning consulting services to over 100 communities in North America and the Caribbean. Before starting his own consulting practice, he held several planning positions with local, regional and state government, and with an international land planning and design firm. Glenn earned a B.S. in Environmental Studies from the College of Environmental Science and Forestry at Syracuse University, where he was a New York State Regents Scholar, and a Masters in Regional Planning from the University of North Carolina at Chapel Hill, where he was Mellon Graduate Fellow.

Linda Giltz

Linda is a Senior Planner and has been with Land-of-Sky Regional Council the past 15 years. She has a variety of experience in land use, transportation, greenways, growth management and economic development planning at local and regional scales. She provides technical assistance to local governments on planning and development issues and assists with the development of policies, regulations and long range plans. She also has extensive group facilitation experience with a variety of groups, has written numerous grant applications and has planned workshops and conferences. Prior to working at Land-of-Sky, Linda lived in Charlotte and worked for the UNC-Charlotte Urban Institute, Cabarrus County and IBM. She has a Master of Arts degree in Geography from UNC-Charlotte (1996) and a B.S. degree in Computer Science from Duke University (1981).

Graham Smith

Graham is the Principal/Branch Manager of a local office for a national landscape architecture firm – DHM Design. He has 19 years of professional experience as a landscape architect, working in multiple US states and China. Graham is an active member of ASLA, ULI-Triangle, and supports the Virginia Tech Landscape Arch Department. [Add education bio]

Several others played key roles in support of the PART visit. Lauren Blackburn, the APA-NC Vice President for Professional Development, led communications with the sponsor community and handled logistics on behalf of the state chapter. Lauren also attended the site visit, providing additional technical assistance and documenting panelist recommendations.

Annie Martinie, the CTG Region 5 Healthy Eating and Active Living Lead, served as the primary applicant. Annie's role was to identify opportunities for PART assistance in the region. Shea Cox, the CTG Region 5 Lead Administrator, joined Annie during the site visit to Stoneville. They were also joined by representatives of the Rockingham County Health Department during a community workshop the evening before the site visit.

Jesse Day, Senior Planner with the Piedmont Triad Regional Council, served a key role by providing data, relevant studies and reports, and setting up interviews with local officials and stakeholders. The Piedmont Triad Regional Council and Rural Planning Organization, provide technical assistance to small and rural communities in Rockingham County.

Several stakeholders provided critical background information to the PART panel during the site visit. Jodi Lester and 2 members of the Stoneville Town Council, as well as Mayor Ricky Craddock discussed the town's needs with PART panelists during a community workshop the evening of October 22. Several other former and candidate local and county elected officials also provided helpful information during the workshop.



Two interviews provided critical insights about regional assets and economic concerns. Connie Fox and Walter Summerlin, both employees of the Mayo River State Park, provided helpful information to panelists during a visit to the state park on October 23. Graham Pervier, the president of the Rockingham County Partnership for Economic Development and Tourism, participated in an interview with panelists on October 23. He explained the current and prospective economic assets of the county, also describing challenges to recruiting major employers to the region.

[October 22 Stoneville Comprehensive Land Use Public Meeting](#)

Schedule for Visit

The evening of Tuesday, October 22, most PART panelists convened in Stoneville to assist with and observe a community meeting regarding the development of a land use plan for the town. The town's Comprehensive Land Use Plan was in the initial phases, and the evening workshop provided citizens an opportunity to describe their hopes and concerns for the town's land development future. Improving downtown streetscape infrastructure and character, enhancing community walkability, and capitalizing on regional tourist attractions were included among the concerns and ideas expressed by workshop participants. PART panelists helped interview community members and document concerns during the workshop.

On Wednesday, October 23, panelists convened at the municipal park on the outskirts of Stoneville. Panelists, led by Jesse Day and CTG staff, walked portions of the alignment of a proposed trail connecting the town park to Mayo River

State Park. The town has successfully received grants and easement donations to begin construction of the first phase of the natural surface trail. The trail alignment intersects with US 220/Future I-73, a major north-south transportation route connecting the Triad region to central Virginia. Panelists discussed alternatives to crossing the bridge, and walked possible routes parallel to the highway.



PART Team Member Glenn Harbeck Looks at Trail Options under US 220 to Connect Stoneville Town Park with the Mayo River

Panelists visited nearby Mayo River State Park to inquire about park history and plans with available staff. State park officials explained plans for acquiring lands along the Mayo River to allow for trail development to nearby towns, destinations, additional river access points and a proposed visitor's center. They also discussed moving their maintenance facility so they could build a group camping area at the existing park site.

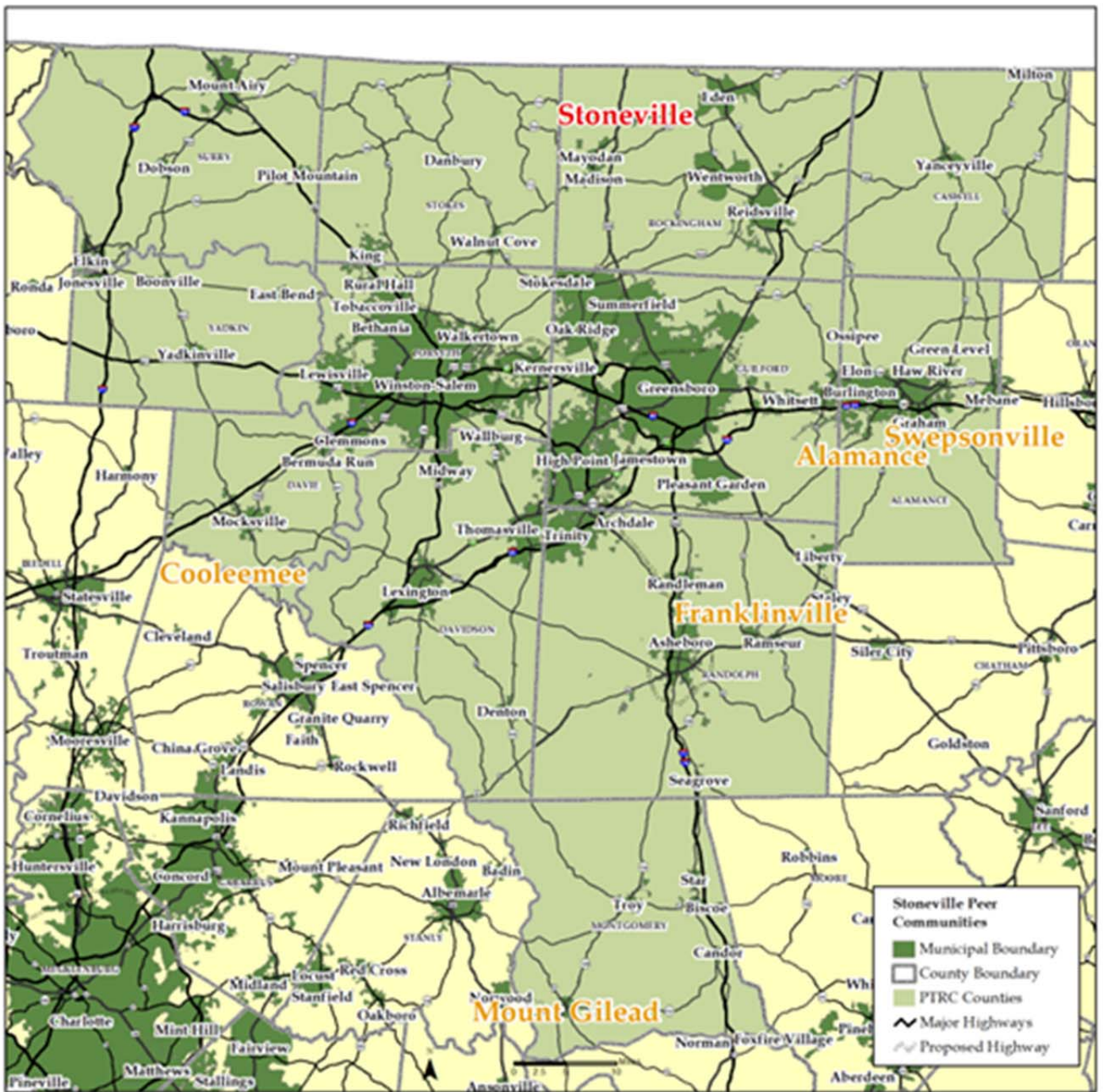
Panelists interviewed Graham Pervier at the municipal building in Stoneville during a working lunch. Mr. Pervier described the prominent industries in the town and surrounding region, properties being considered for major retail and employment development, and constraints to attracting additional business and employers to Stoneville and Rockingham County. Mr. Pervier also explained how a variety of tourism-related activities in the county are promoted and planned in conjunction with the Economic Development Partnership and the Tourism Development Authority.

PART panelists spent the remainder of the afternoon summarizing the goals and alternatives for implementing walking and biking trails between the town center and Mayo River State Park. Other related ideas and concerns were raised, such as downtown redevelopment, place-making, branding, and funding strategies. Panelist recommendations were categorized into three tiers of implementation (short term, mid-term and long-term). This formal report was written and revised over the following weeks.

Lauren Blackburn distributed the final report to APA-NC executive committee members, CTG leaders and town officials in December 2013. PART members continued to provide limited support to town and regional transportation staff through winter 2013-2014, given their awareness of the town and interest to further help. Available members of the PART team will present their recommendations to the town council in early 2014 in coordination with local land use plan events.

Background Information

Stoneville, population 1056 according to the 2010 US Census, is the smallest incorporated community in Rockingham County. It is located in the northwestern portion of the County, close to the intersection of NC 770 and US 220/Future I-73. Stoneville is approximately 30 minutes north of Greensboro, North Carolina, and 20 minutes south of Martinsville, Virginia.



Regional Map

Stoneville was first settled in the early 1800s, and established by way of a general merchant’s store started by the Stone Family in the mid-1800s. The town was incorporated in 1877, and became a major trade center for the region as tobacco warehouses and railroads drew patrons. Employment and population declined in the town as the tobacco and furniture industries declined in the mid-1900s. In March 1998, a major tornado devastated the community by destroying lives and several prominent buildings.

The town has two major employers in or near the incorporated limits: Southern Finishing (furniture) and Unifi-Sans (yarn spinning). The town has an elementary school, a library/community center, a municipal services building/fire department, a small downtown business center, and a well-developed municipal park. Downtown streets have sidewalks and benches, but the town is missing sidewalks or safe walkways in other parts of town.



Downtown Stoneville looking north

The Mayo River State Park is located 4.5 miles southwest of the town, and became state property in 2003 after a history as a mill-village recreation area. The park includes a large picnic pavilion designed by prominent architect Antonin Raymond (a student of Frank Lloyd Wright), a small pond, walking trails, and a visitor's center. The nearly 2500 acres at Mayo River State Park does not currently have public canoe access to the nearby Mayo River, but long-range park plans show acquiring properties to and along the Mayo River. The state park is a relatively new addition to the state parks system, and PART members noted that more programmed activities may yield more visitors to the park. Currently, it draws mostly local patrons for family gatherings and small social events. Plans to secure properties northward toward NC 770 are part of a larger tourism strategy by the region to encourage more paddling and canoeing visits.

The Mayo River, with its navigable waters starting near the Virginia state line, has a wide range of class-rapids for novice and experienced paddlers alike. Currently, kayaks and canoes can access the Mayo River at a handful of put-ins north of Stoneville on private property. The nearby Dan River is a more well-known and broader waterway already well-travelled by regional sport and river enthusiasts.

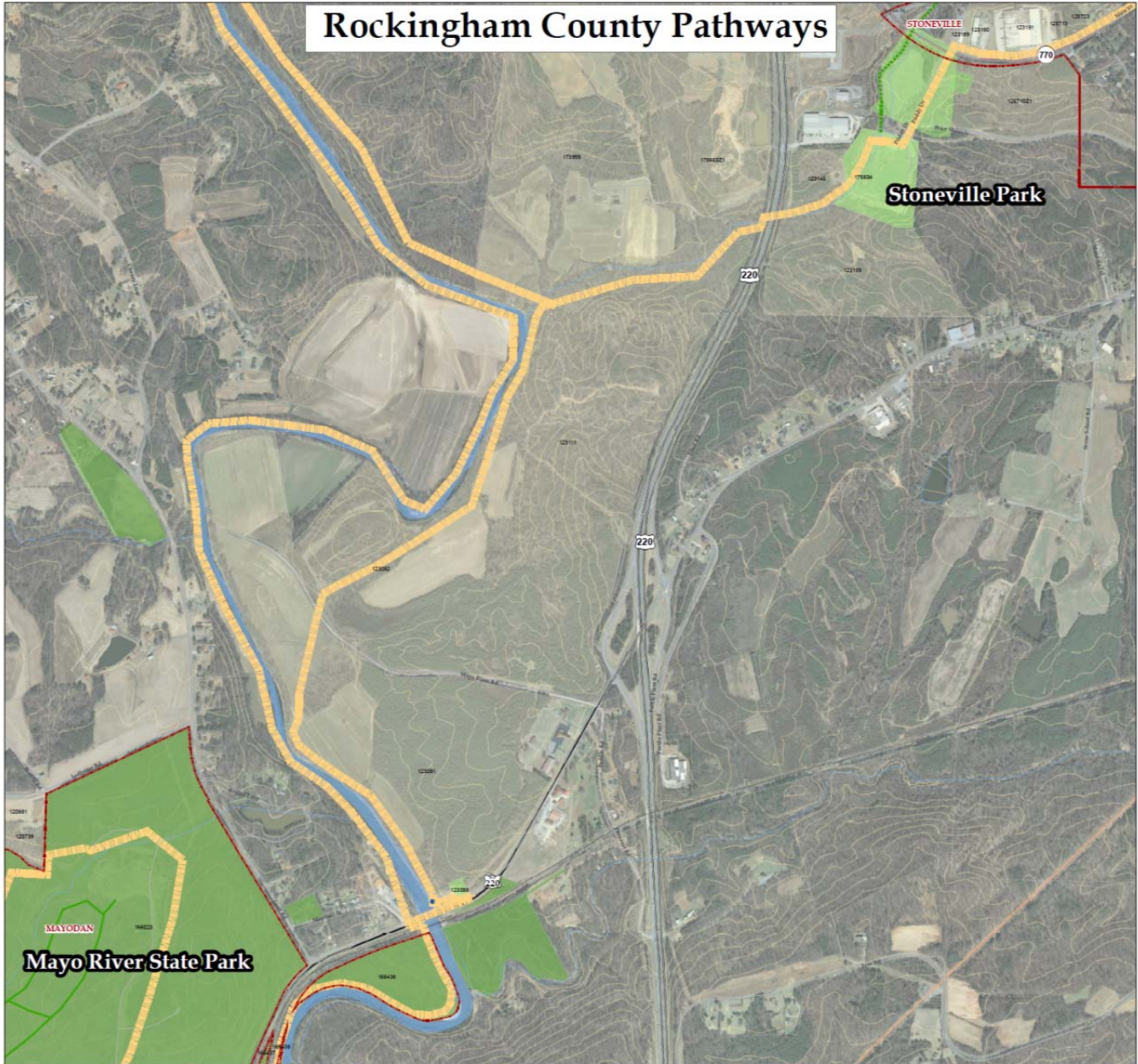


Mayo River Access off of US 220 Business near State Park Entrance

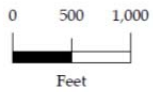
High unemployment is a major concern for the County. Changes to local industry over the past 50 years, an aging population, mis-matched employee skills to prospective industrial needs, and competition from nearby urban centers have contributed to slow employment growth near Stoneville. Significant transportation improvements near Greensboro and success in landing several major manufacturing businesses in the County show promise. Capitalizing on Rockingham's low cost of living, access to natural amenities, and proximity to the Triad region indicate opportunities to grow the tourism economy and improve resident's quality of life.

A long range plan of special interest to the PART team is the Rockingham County Pathways Plan created in 2013. The plan calls for 25 miles of off-road pilot trail projects to connect recreation and natural areas to town centers in the county. These pathways in some cases will be natural surface trails and in other cases paved greenways. One trail, shown to connect downtown Stoneville to Mayo River State Park, is shown in the plan as a nearly 5-mile pathway along utility easements and a small tributary of the River. This route was the primary subject of study for the PART panel.

Rockingham County Pathways



Stoneville to Mayo River State Park



Trails:

- State - Proposed
- Regional - Existing
- Regional - Proposed
- Local - Existing
- Local - Proposed
- Existing Water Access
- Proposed Water Access

Bike Routes:

- Proposed
 - Existing
- ### Transportation:
- Major Highways
 - Roads
 - Sidewalks
 - Proposed Sidewalk
 - Railroads

Other:

- Schools
- Buildings
- Hydrology
- Utility Easements
- State Owned
- Other Conserv Lands, Parks & Gov Property
- Parcels Along Priority Tr (Parcel #)
- Municipal Boundary
- 10 Foot Contours

Mapping By:



Date: January 23, 2013



Disclaimer: Mapping for planning purposes only. Access on private land requires permission. Information shown here has no claims of accuracy.

Proposed Trail Connection between Mayo River State Park and Stoneville Town Park

Interviews revealed a great deal of community pride in Stoneville. The 1998 tornado showed community unity and an interest in rebuilding. Several pocket parks in the downtown were erected following the destruction to commemorate lost life and historic events. Improving the local economy and public health are interests that can both be addressed by providing more transportation options, an improved downtown image, and expanded connections to regional recreational destinations such as the Mayo River and regional bicycle routes. Mayo River State Park staff indicated that a regional visitor's center is being considered where the Mayo River and NC 770 intersect to further draw tourists to the region.

The downtown is a relatively compact and walkable town center, and it provides many opportunities for enhanced business development. Residents and community leaders noted a lack of both eating establishments and dilapidated buildings. PART members noted that commercial signage in the downtown was inconsistent or in disrepair. Little wayfinding signage was available to direct residents or visitors to places of interest, such as schools, community centers, and shopping. Additional sidewalks and safer crossings may also encourage more pedestrian visits to the downtown.



Downtown Stoneville Park and Businesses

Below is a list of some of the most noted assets and partnerships on which to build more recreational opportunities, resident quality of life, and tourism development:

- Dan River Basin Association (DRBA)- a major regional champion for paddling sports
- Mayo River State Park- a potentially major venue for outdoor enthusiasts and regional visitors
- Municipal Park – a well-developed town park including multiple ball courts and future trail connections
- Community Support – local leaders and residents are determined to see change and growth
- Mayo River and Dan River- While the Mayo River is somewhat inaccessible and lesser known, the Dan River draws visitors from the southeast
- Regional coordination - the town works closely with county agencies and sub-regional chambers of commerce

Below is a list of some of the most noted challenges impeding growth in recreational opportunities, resident quality of life, and economic development:

- Transportation - congestion leading to and from Greensboro and Winston-Salem
- Education - workforce skills and education are not well-matched to incoming industry needs
- Downtown aesthetics - signage and some building facades are in disrepair or do not have a consistent design pattern
- Limited local fiscal resources - a relatively high tax rate limits the town's abilities to raise additional funds for capital projects

Implementation Phase	Focus Areas	Resources Needed	Action Steps	Questions for further study
Short-Term	Programming, Branding, and Signage	Communication with park staff	Encourage state park to establish regular public events	What is the capacity of state park staff to program activities?
		Local downtown business association	Initiate downtown community social events (movies, markets, etc)	
		Planning support	Develop local ordinance for downtown commercial and wayfinding signage	
		Grant budget	Provide mini-grants to businesses to improve signage	
Mid-Term	Extend or improve sidewalks and paths; Promote town regionally	Sidewalk construction grants or funding	Compete for state or non-profit funds to build sidewalk between town, park and school	
		Coordination with chamber and economic development leaders	Develop marketing materials for the town; Promote online	
		Volunteer coordination	Engage local or regional trail enthusiasts to help build natural surface trail between town park, US 220, and to Mayo River SP	
		Coordination with NCDOT	Identify trail passage options under US 220	How can the existing culvert be retrofitted to permit trail users?
Long-Term	Build trails along river; Façade improvements	NCDENR action	Build visitor's center at Mayo River and NC 770	What are the specific plans and decisions to be made for placing the visitor's center?
		Easement acquisition and trail construction funding	Extend trails along Mayo River between state park and visitor's center for multiple users	
		Local funding, staff support	Façade grant program for downtown businesses	

Implementation Steps Matrix

Recommendations

The PART team divided its recommendations for trail implementation and downtown improvements into three phases: a short-term (1-2 year) plan, a mid-term (3-10 year) plan, and a long-term (11+ years) plan.

Specific Recommendations for Short-Term (1-2 years): *Programming, Branding, and Signage*

- learn from Mayodan's entry into Main Street program
- adopt a comprehensive land use plan including specific recommendations for downtown improvement
- create a wayfinding/branding signage plan, including funding package, for downtown businesses
- create strategy for marketing the town and region, packaging tourism destinations
- develop detailed paddle trip descriptions for the Mayo River, including what to expect and access points
- add signage at beginning and end of take-out/put-in points along Mayo River
- incorporate "mud runs" and other sporting events as programming at Mayo River State Park
- ask chambers of commerce to spearhead town tourism strategies
- lobby to locate visitor's center at NC 770/Mayo River
- promote regional cycling routes, clubs
- study the feasibility of adding shoulders to 770 for cyclists
- work with state and regional agencies to encourage walking/biking education for kids
- activate downtown spaces (i.e. movies, family events)

Specific Recommendations for Mid-Term (3-10 years): *Improve sidewalk and trail infrastructure; Promote town regionally*

- extend sidewalk to the municipal park
- add shoulders on NC 770, signage for cyclists
- make improvements to pocket parks
- market local fresh food options
- study options for passage under US 220 for trail
- build natural surface trails on properties connecting to the town park
- continue to acquire properties along river
- pursue NC Main Street program
- program open space in downtown for larger-scale community activities
- promote Stoneville area for water sports and day-trip for eating
- work with cooperative extension/health promotion to mentor K-8 on outdoors, recreation, health and farming

Specific Recommendations for Long-Term (11+ years): *Build trails along river to state park; Façade improvements*

- create façade improvements program
- build trails along river between visitor's center to state park
- consider reusing an underutilized warehouse building space as recreation-community center
- build visitor's center at NC 770/Mayo River
- implement land use plan recommendations to support rec-tourism, hotels/restaurants

Funding and Resources

Some of the recommendations from the PART panel will require financial resources. For local infrastructure improvements, Powell Bill funds and federal funding administered by NCDOT may be options for sidewalk and major greenway-trail infrastructure. NCDOT may also consider incorporating on-street improvements to NC 770 as part of a roadway design project. Stoneville should advocate for facilities such as bike lanes and shoulder improvements to make for safer bicycle routes in the region. Parks and Recreation Trust Fund (PARTF) and Recreational Trails Program grants administered by the NC Division of Parks and Recreation should be considered for funding trails, river access areas and related amenities.

The town has been successful receiving small grants from companies and non-profits such as REI. Volunteer labor is another excellent resource for installing natural surface trails connecting the town park to the state park. Additional small-grant funding from non-profit organizations, such as the Kate B Reynolds Foundation, may be an option for funding small improvements in Stoneville such as façade improvements or signage installation.

The Town of Stoneville should take the lead on many of these initiatives, but will continue to depend on partnerships with regional and county agencies and businesses to affect change. The Rockingham County Health Department should continue to champion interests in Stoneville focusing on public health and the built environment. Staff support from organizations such as the Piedmont Triad Regional Council will also be important to develop the necessary policies for an enhanced town center and increased opportunities for lodging and dining in Stoneville.