



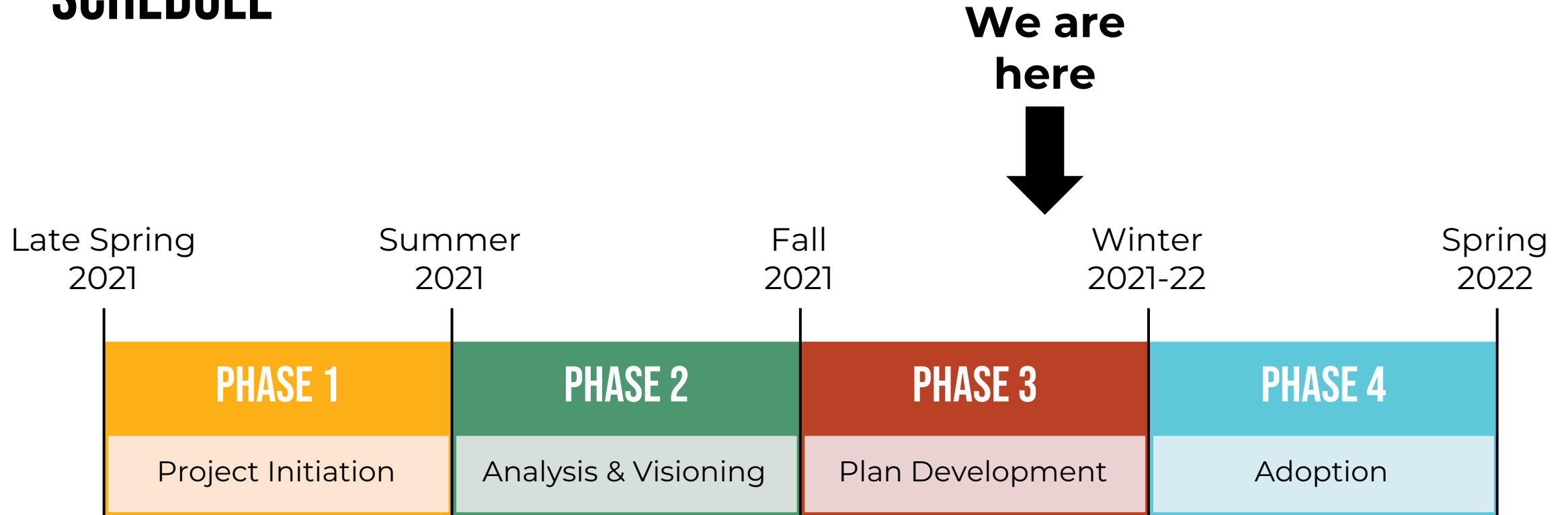
STEWART



**BOARD OF COMMISSIONERS – PROJECT UPDATE
FEBRUARY 7, 2022**



SCHEDULE



PROJECT OVERVIEW

- Area plan for Harvey Parkway area (north of Kinston to Greene County line)
- Strategic direction for land use around the Parkway and the GTP
- Focus is on Economic Development, Land Use, and Infrastructure



WAYNE
COUNTY

GREENE
COUNTY

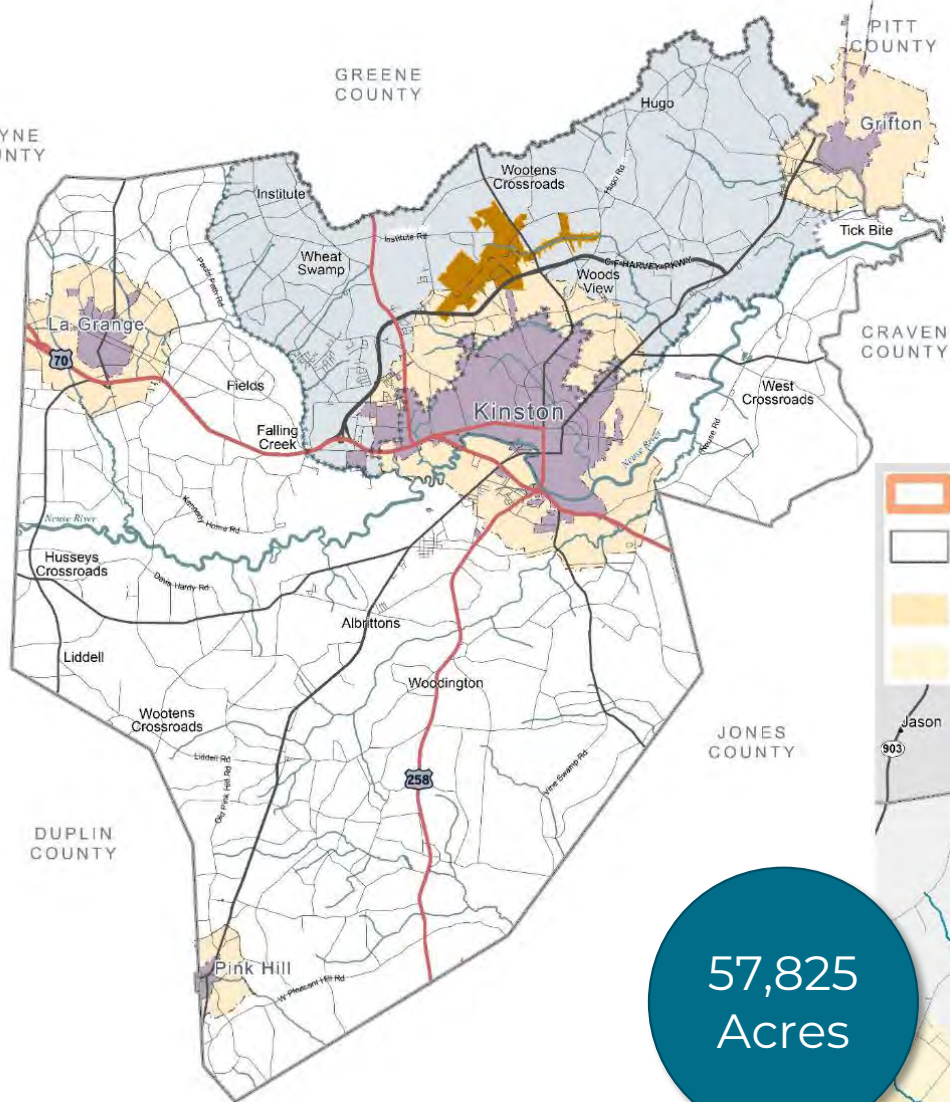
PITT
COUNTY

CRAVEN
COUNTY

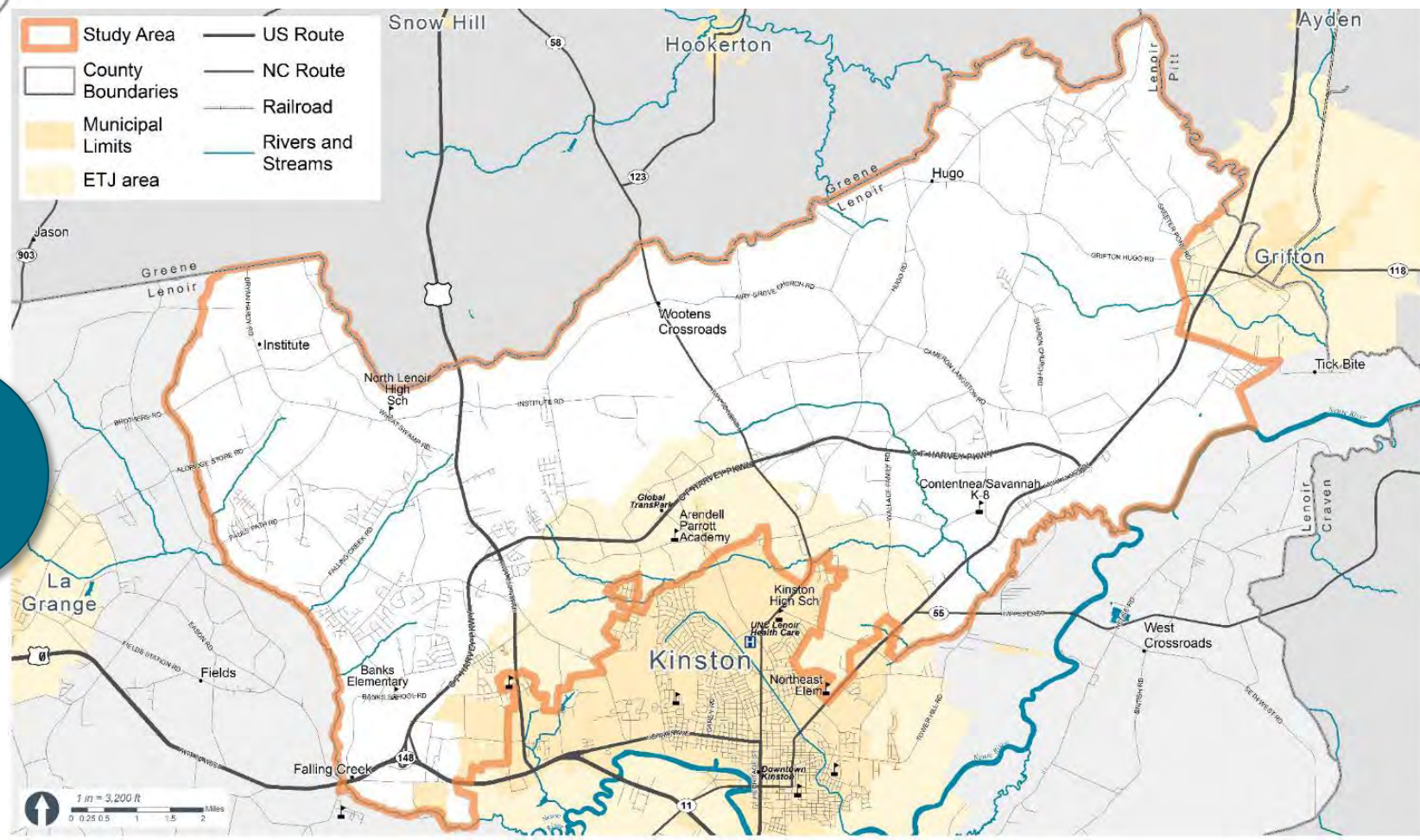
JONES
COUNTY

DUPLIN
COUNTY

COUNTY CONTEXT

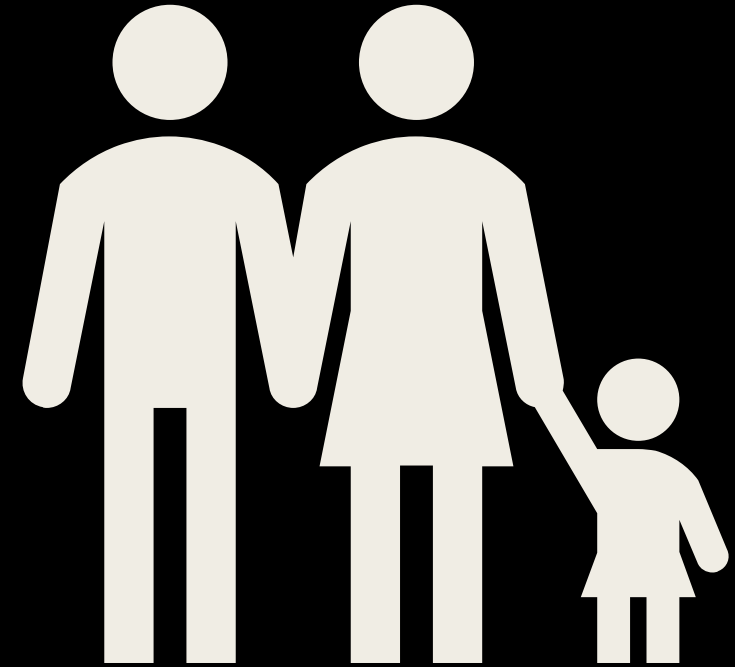


57,825
Acres





AREA DEMOGRAPHICS

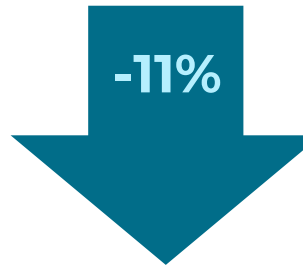
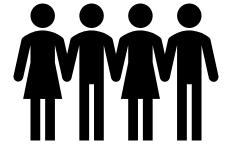


POPULATION & HOUSING GROWTH

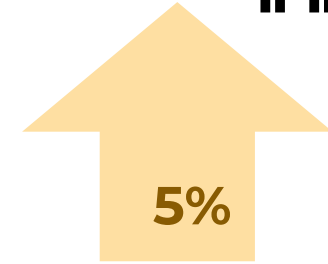
- Population for the County is decreasing slightly, but the study area has seen growth
- The total number of housing units in the study area have increased by **10%** since 2000
- Housing units have decreased in within Kinston's jurisdiction

HOUSEHOLD GROWTH

2000-2019

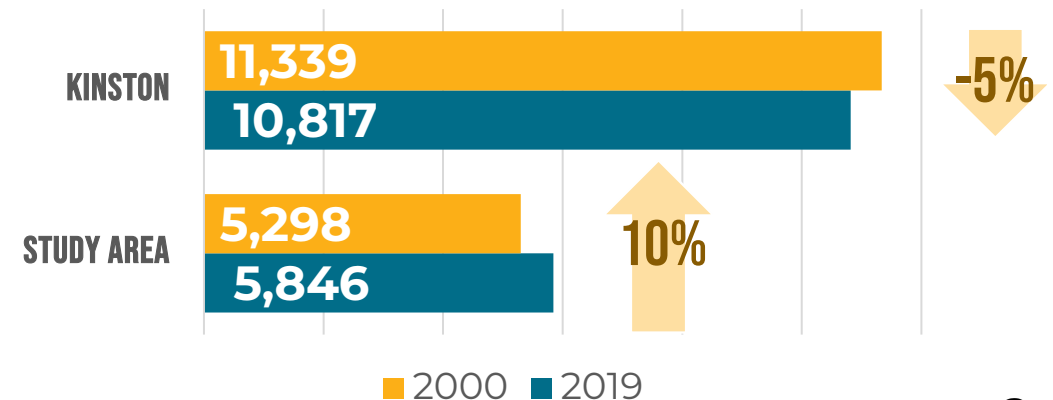


Lenoir
County



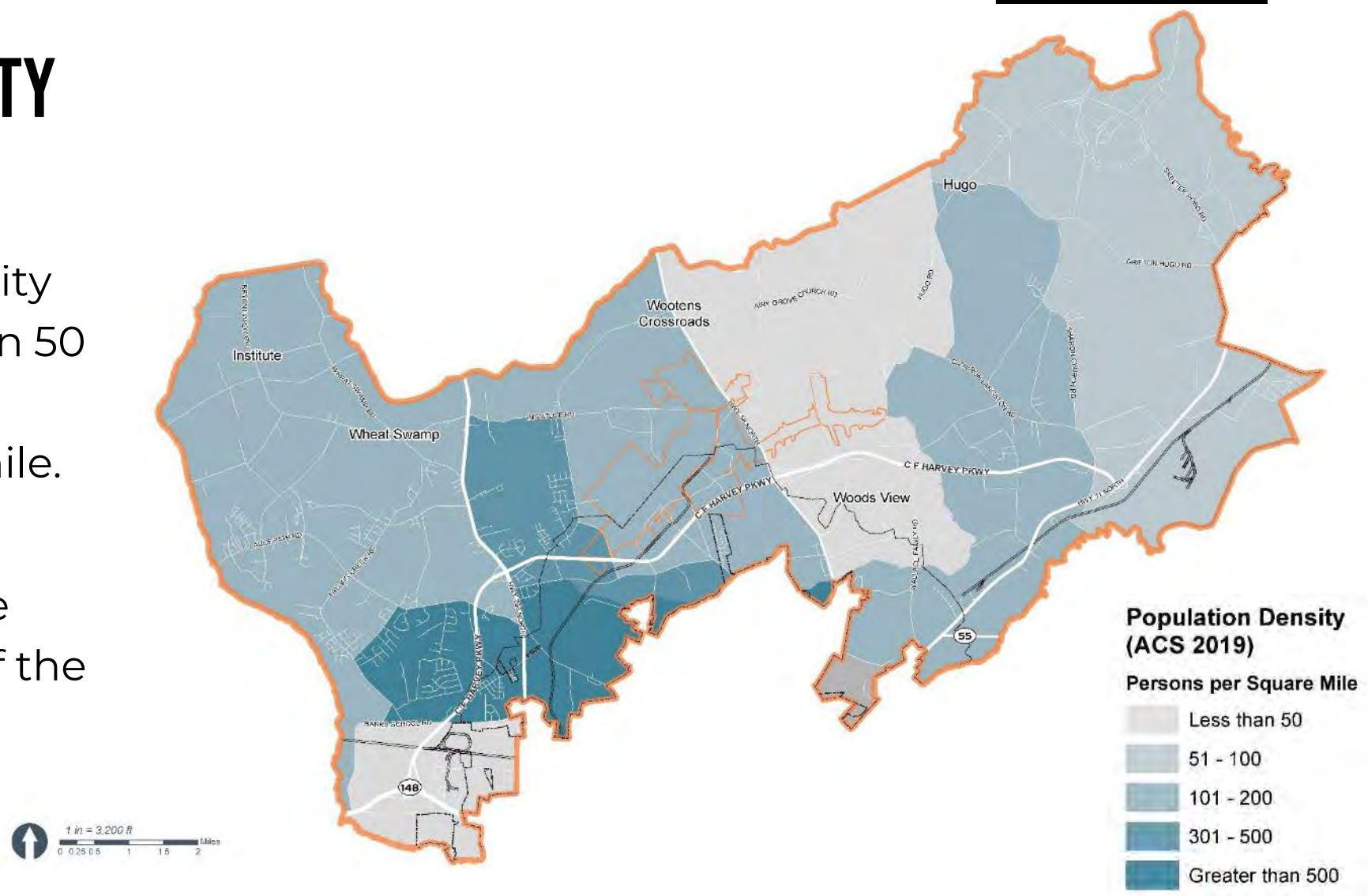
Study
Area

HOUSING UNITS



POPULATION DENSITY

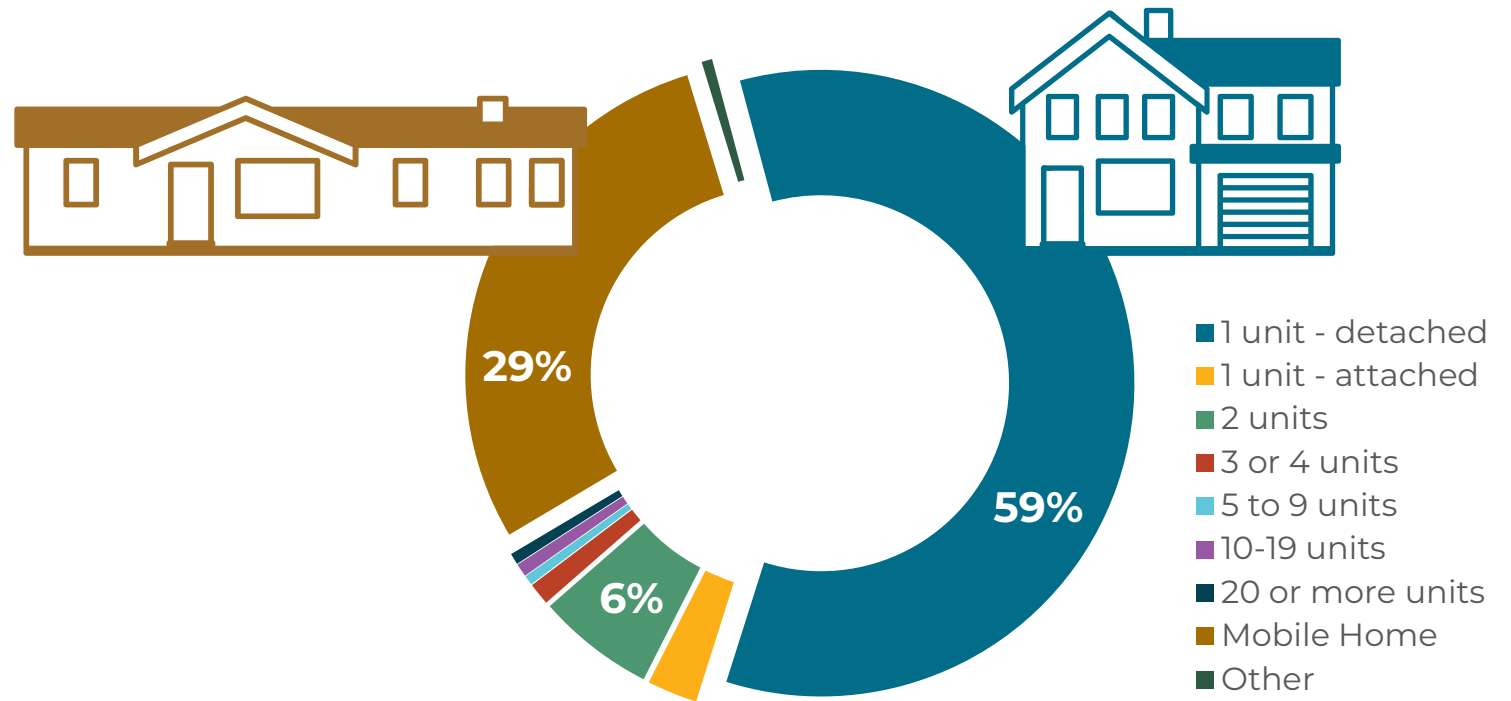
- The population density ranges from less than 50 to greater than 500 people per square mile.
- Majority of the population lies in the southwest portion of the study area along Highway 258 North.



HOUSING

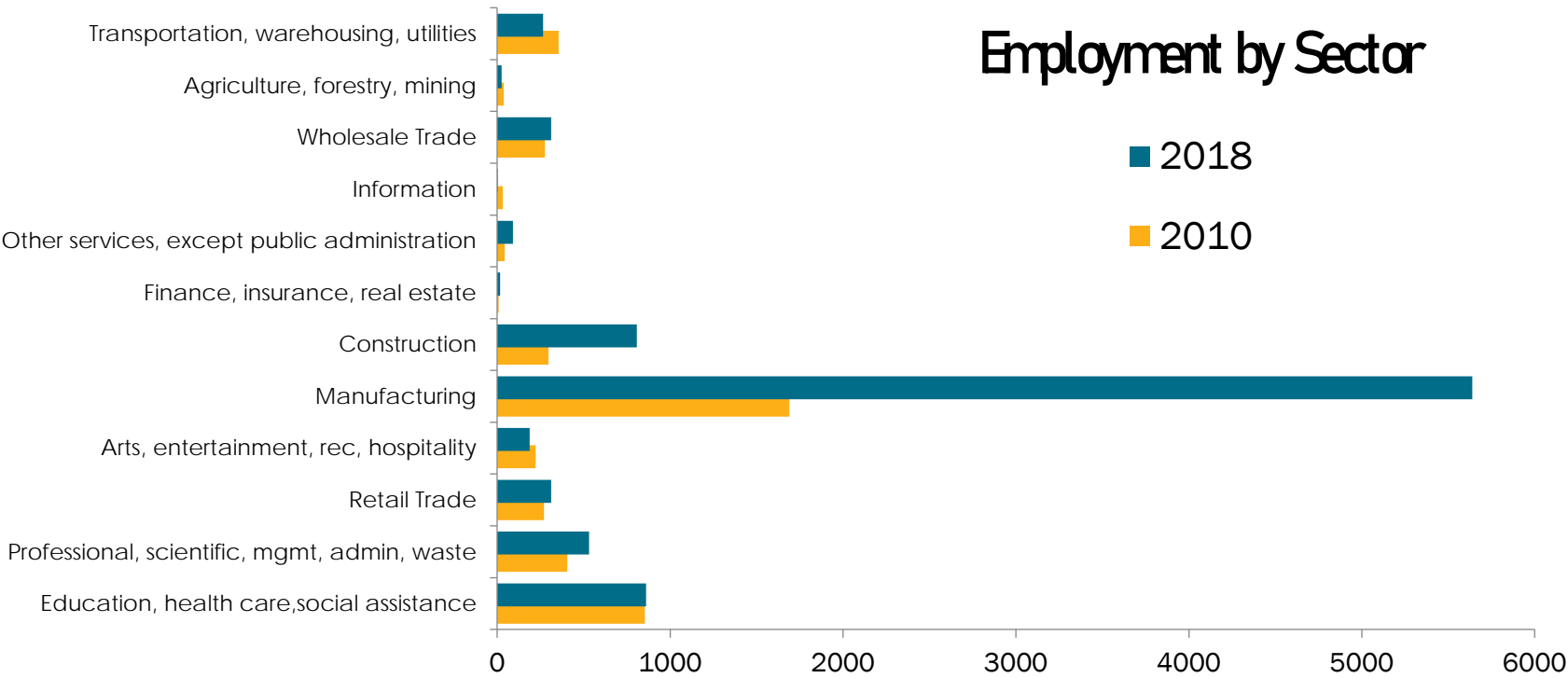
- The majority of homes are single-family detached, mobile, or manufactured homes.
- The average construction year is **1984**.

HOUSING BY TYPE



EMPLOYMENT

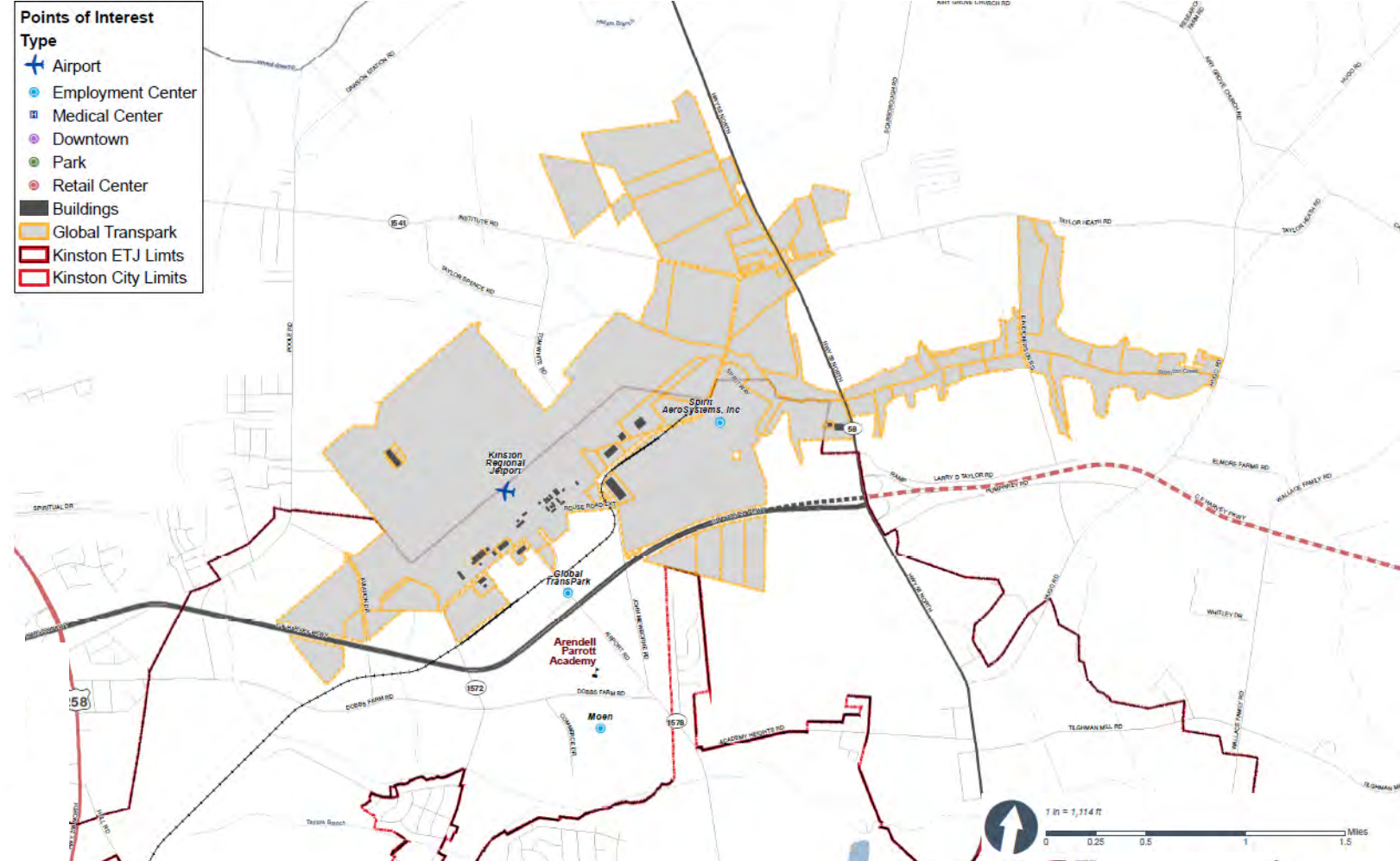
- From 2010-2018, 1,690 jobs were created in the manufacturing industry.
- By 2018, manufacturing jobs had increased to 5,638 (62% of the jobs in the study area).
- The construction industry has seen a significant increase in growth.



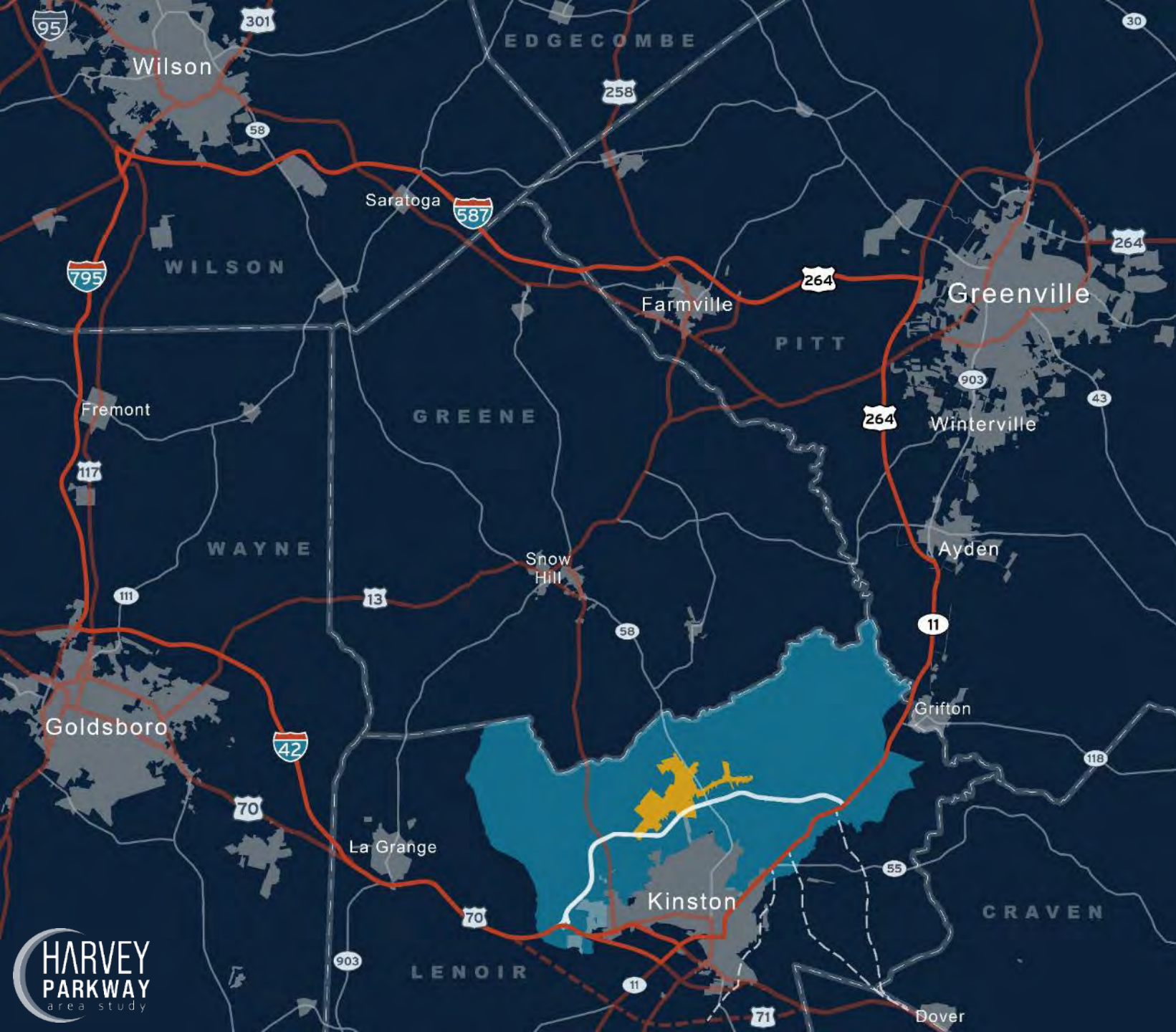
EMPLOYMENT

Global TransPark

- Currently employs more than 1,400 people.
- Draws employees from 21 surrounding counties
- Planned expansion including new runway, “Spine Road” and rail spur



Source: NCGTP Strategic Plan, 2018



QUAD EAST LOOP

Connecting Greenville,
Kinston, Goldsboro,
Wilson, and the GTP

PUBLIC MEETINGS



Oct. 12, 2021: LCC AAMC

Oct. 28, 2021: Hugo VFD



MEETING RESULTS

Themes from conversations included:

- Better internet and/or broadband/fiber expansion
- Opportunity for new single-family homes in Northeastern part of the county
- Solar farms in conflict with future growth (taking land better suited for development)
- Preserving farmland and supporting working farms
- Concern over GTP expansion east of HWY 58 (related to fire service)
- Emergency response and access east of NC 11



SURVEY RESULTS

Ran from August 16 to November 9

165 responses total

13 questions about their connections, vision, goals, and concerns regarding various topics for Lenoir County

5 optional questions for demographics and continued engagement

74 email addresses collected to send updates on future opportunities for input



Q.3

WHAT PEOPLE VALUE

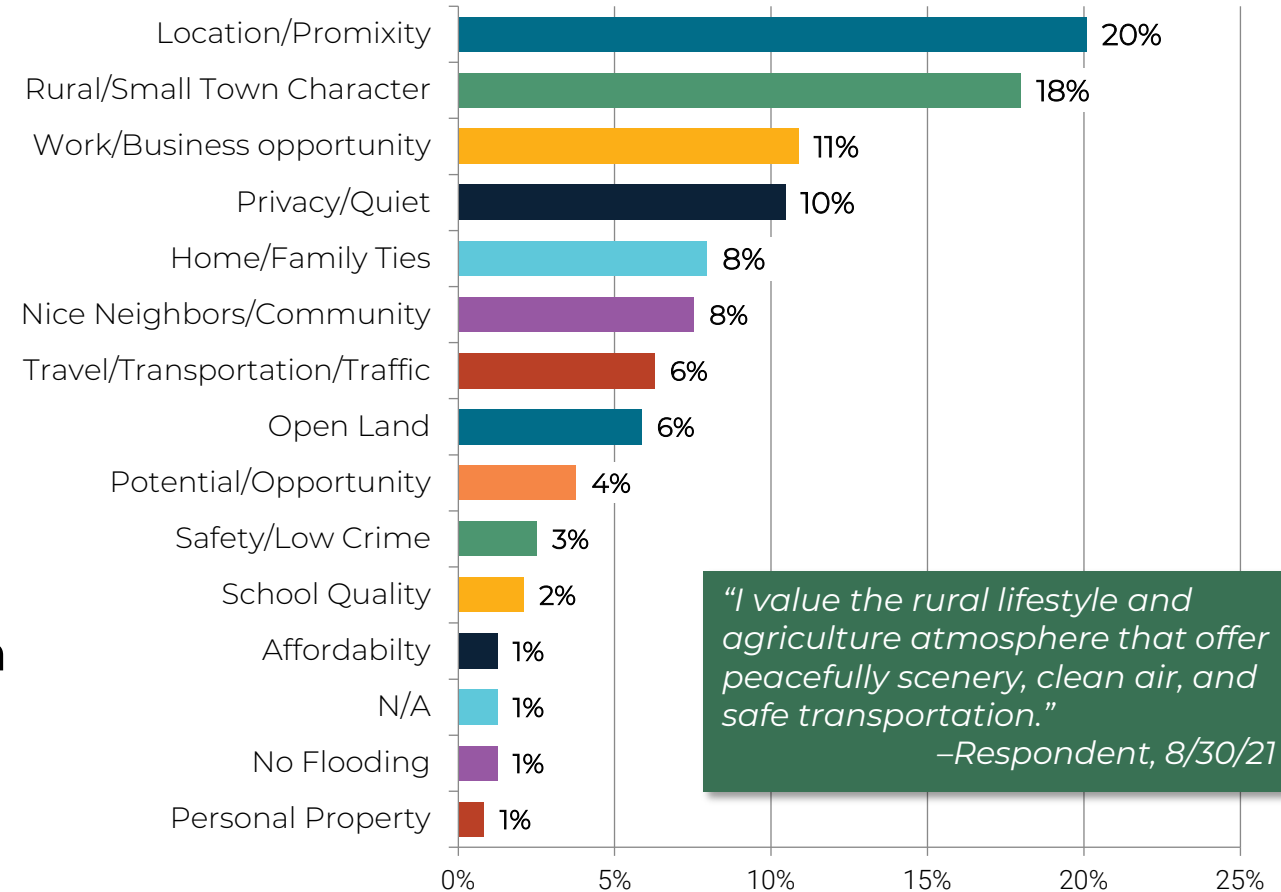
Respondents valued:

- Location and proximity to other destinations or amenities
- Rural and small-town character
- Opportunity for jobs and businesses

Aspects like privacy, quiet, open spaces, family and community ties, and community safety were also mentioned and tend to tie in with the rural and small-town feel.

"Our community and neighbors. Also our closeness to Kinston, Greenville and surrounding towns."
–Respondent, 8/18/21

What do you value most about Northern Lenoir County?
[Short answer]



"I value the rural lifestyle and agriculture atmosphere that offer peacefully scenery, clean air, and safe transportation."
–Respondent, 8/30/21

Q.3

QUOTES

"Our community and neighbors. Also our closeness to Kinston, Greenville and surrounding towns."

–Respondent, 8/18/21

"I value the rural lifestyle and agriculture atmosphere that offer peacefully scenery, clean air, and safe transportation."

–Respondent, 8/30/21

"Good neighbors, easy access to other towns, my work, and the outstanding Fire Protection provided by Hugo Fire and Rescue."

–Respondent, 8/18/21

"I'm between Kinston and Greenville. There's not a lot of places to shop in Kinston since there is no mall. I can go to Greenville and find anything. It would be nice if Kinston had more shopping places."

–Respondent, 8/18/21

"It's home. The fields. The people. The history, both familial and of the country's".

–Respondent, 10/11/21

"The school system, the easy access to Hwy 70 and Harvey Parkway to Highway 11, suburban living."

–Respondent, 10/11/21

"Potential for growth in business (with GTP there), and for more homeowners."

–Respondent, 9/26/21

"I love the fact that we are close to town but still have that "rural" feel."

–Respondent, 8/17/21

"Quiet neighborhoods in a rural setting. Great public schools."

–Respondent, 9/26/21

"Access to shopping, health care, entertainment, and family and friends."

–Respondent, 9/26/21

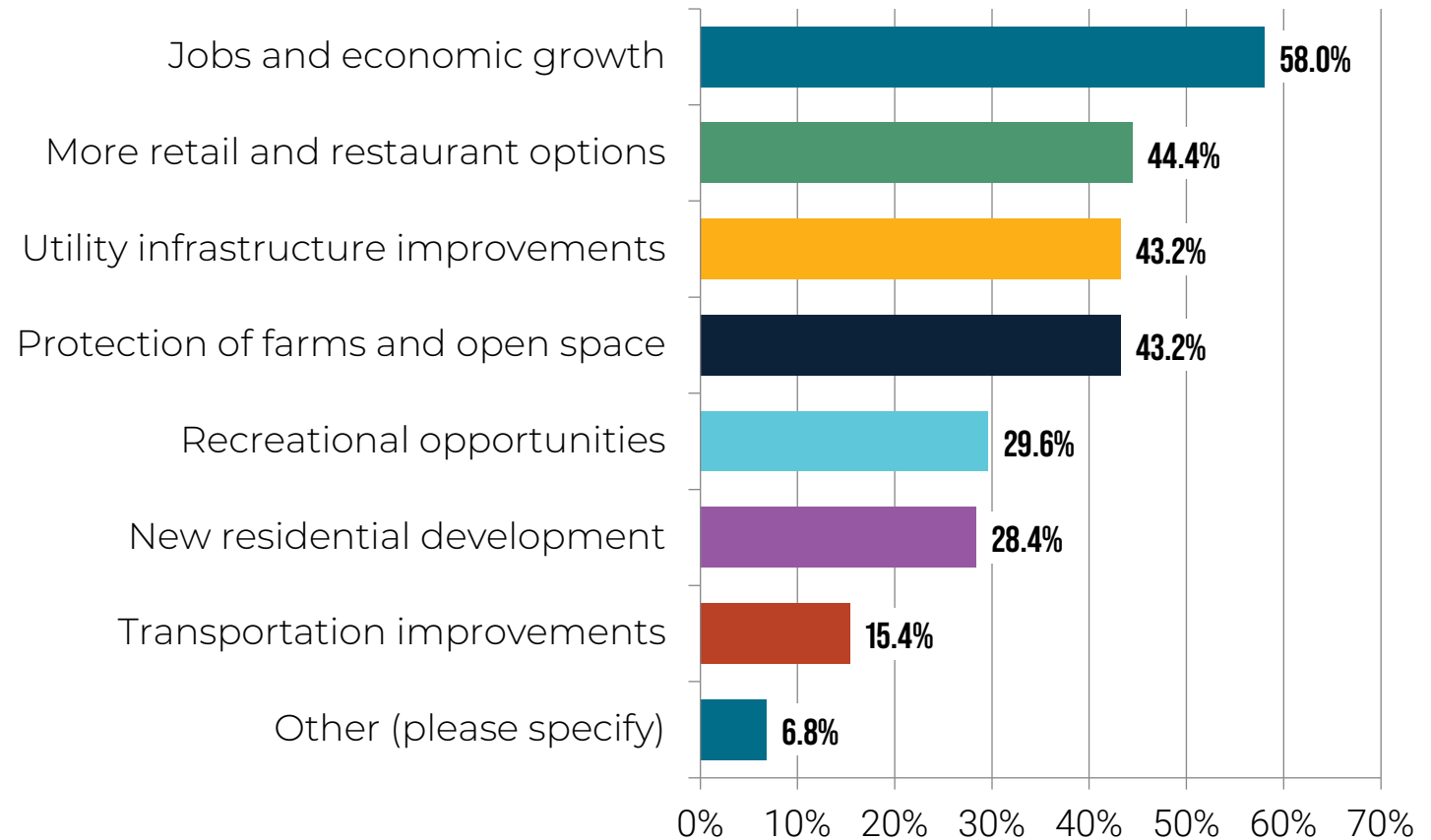
Q.4

PRIORITIES

Respondents want to see

1. Jobs & Economic Growth
2. More Retail & Dining options
3. Utility improvements and/or expansion (i.e., water, sewer, and/or broadband)

What would you like to see in northern Lenoir County?
[Select your top 3 answers]



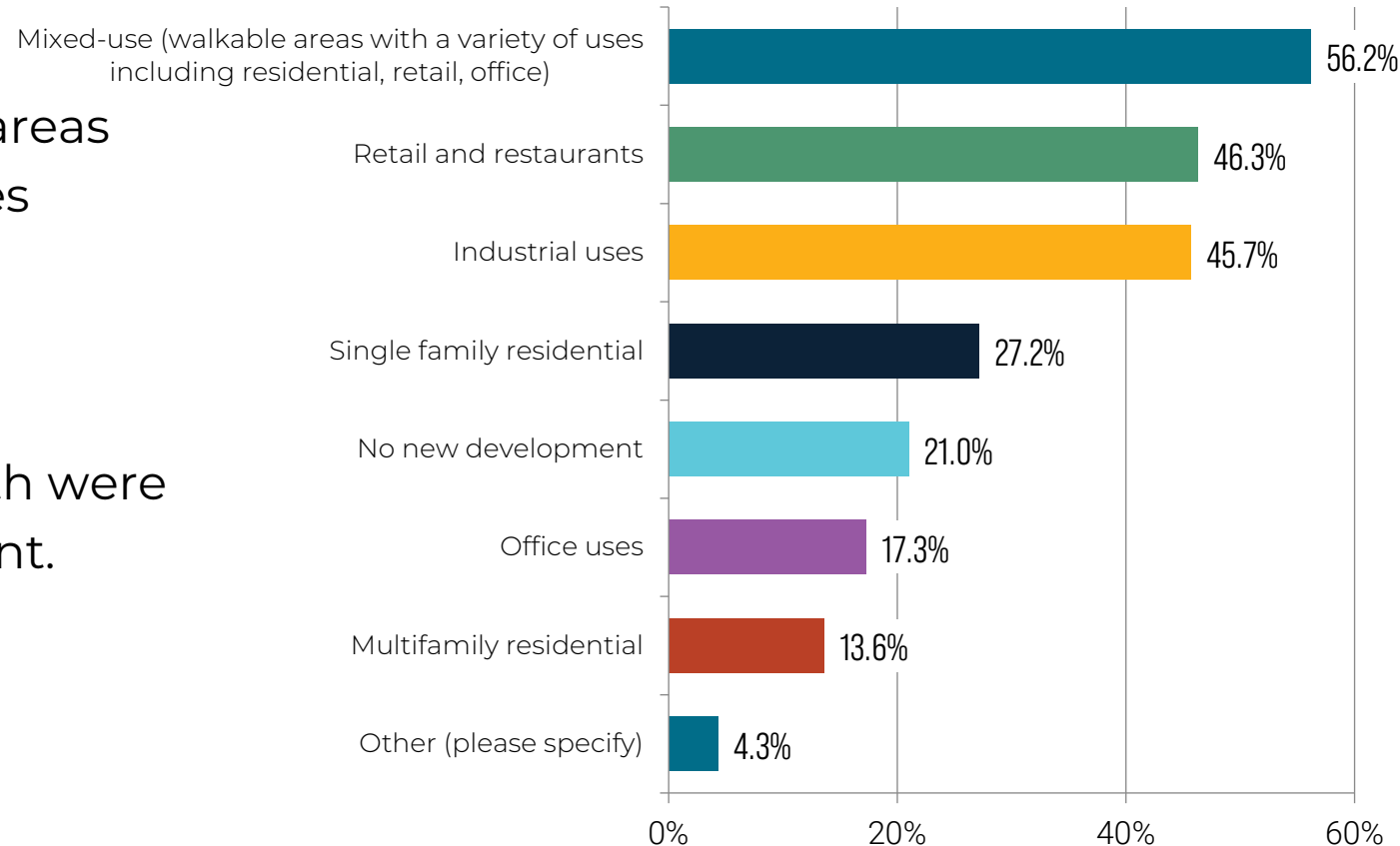
DEVELOPMENT PRIORITIES

Respondents agreed on the top three types of development they would like to see along the Parkway, specifically.

1. Mixed-Use Developments, i.e., walkable areas with residential, retail, office, or other uses
2. Retail and restaurants
3. Industrial Uses

The next two answers ranked fourth and fifth were single-family residential and **no** development.

What type of development would you like to see along the C.F. Harvey Parkway ? (Select your top 3 answers)



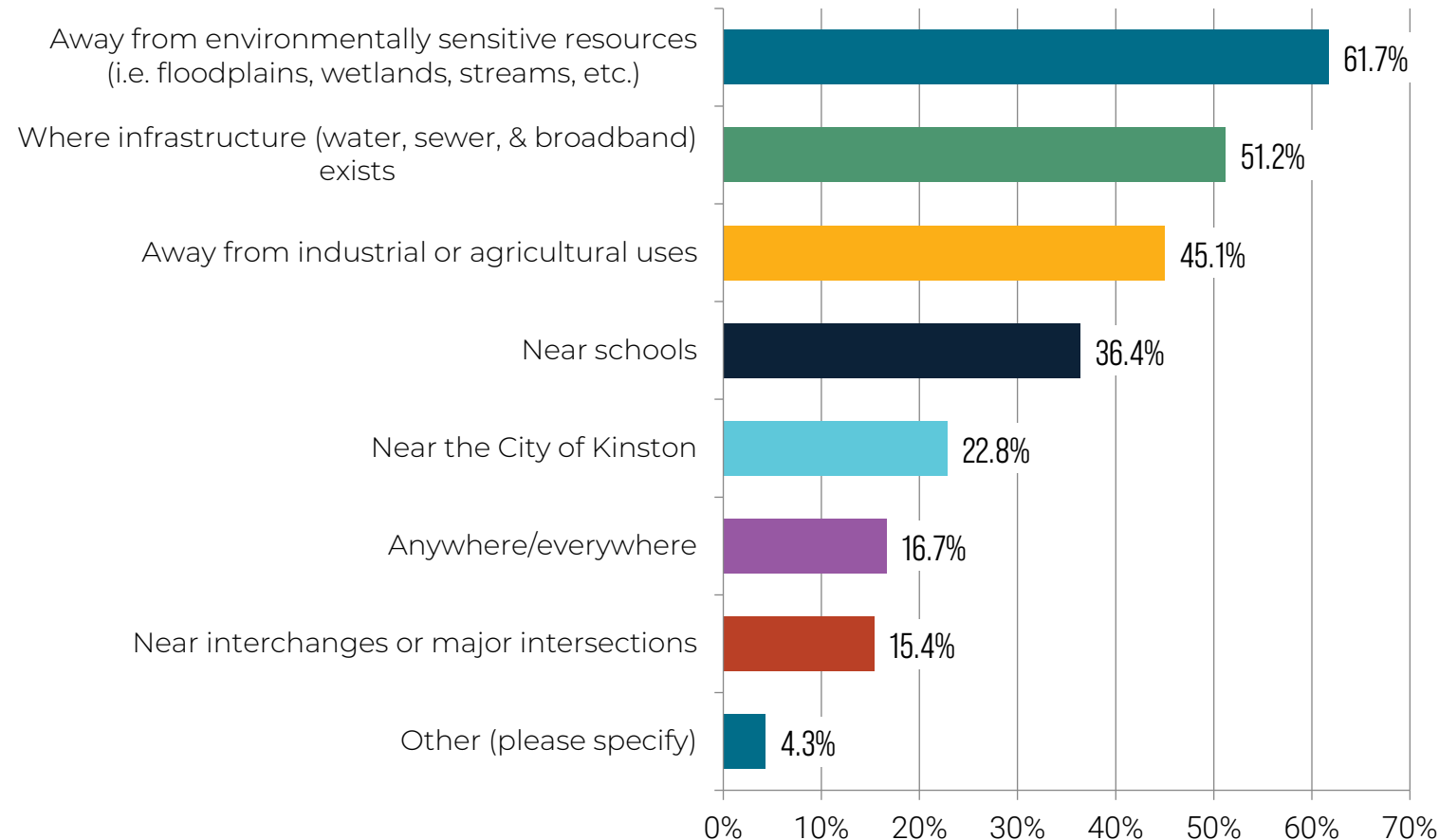
Q.6

RESIDENTIAL GROWTH

Respondents agreed that residential growth should be:

1. Away from environmentally sensitive areas
2. Where infrastructure exists
3. Away from industrial or agricultural uses

Where should residential growth be focused?
[Select your top 3 preferences]



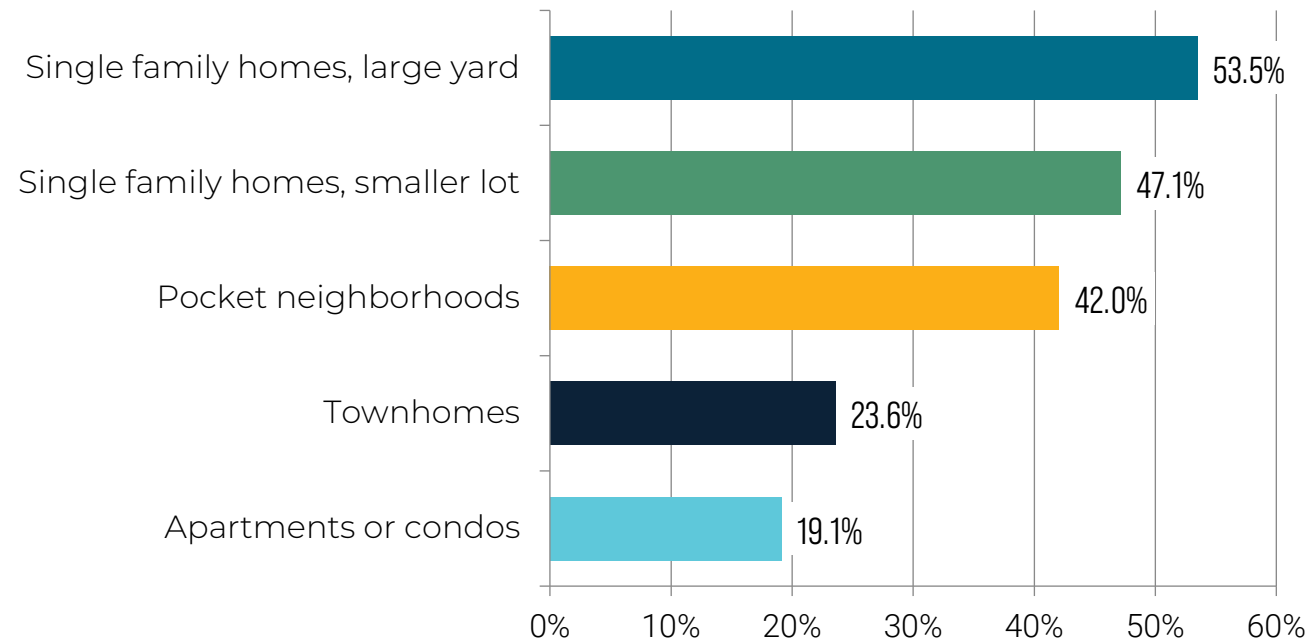
Q.11

PRIORITIES: RESIDENTIAL DEVELOPMENT

When choosing the type of homes they would prefer in this part of the county, respondents essentially chose in order of density. Single family homes on large lots was the most preferred and apartments were the least preferred.

1. Single Family Homes on Large Lots
2. Single Family Homes on Small Lots
3. Pocket Neighborhoods (homes on small lots around shared green-space)

As northern Lenoir County grows, what type of homes would you like to see? (check all that apply)



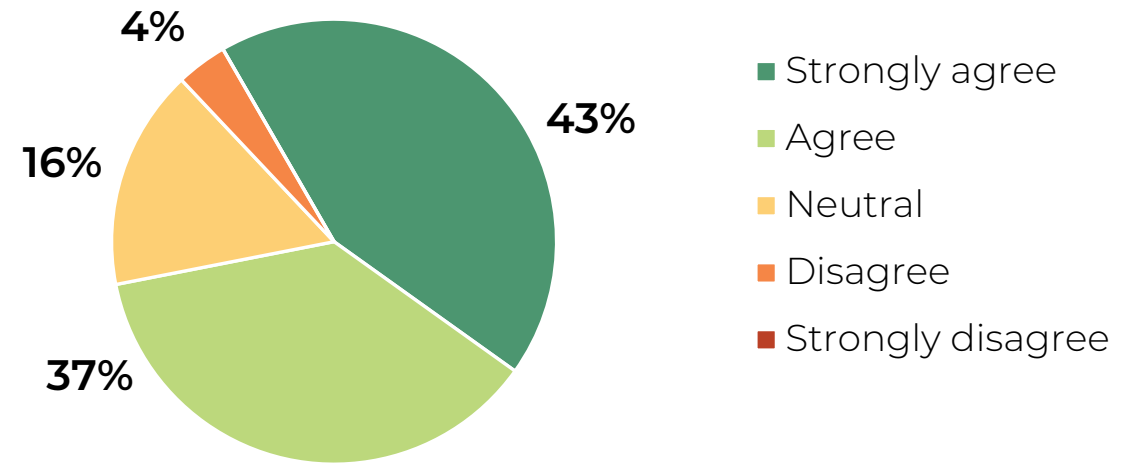
Q.8, Q.9

PRIORITIES: ENVIRONMENT & OPEN SPACE

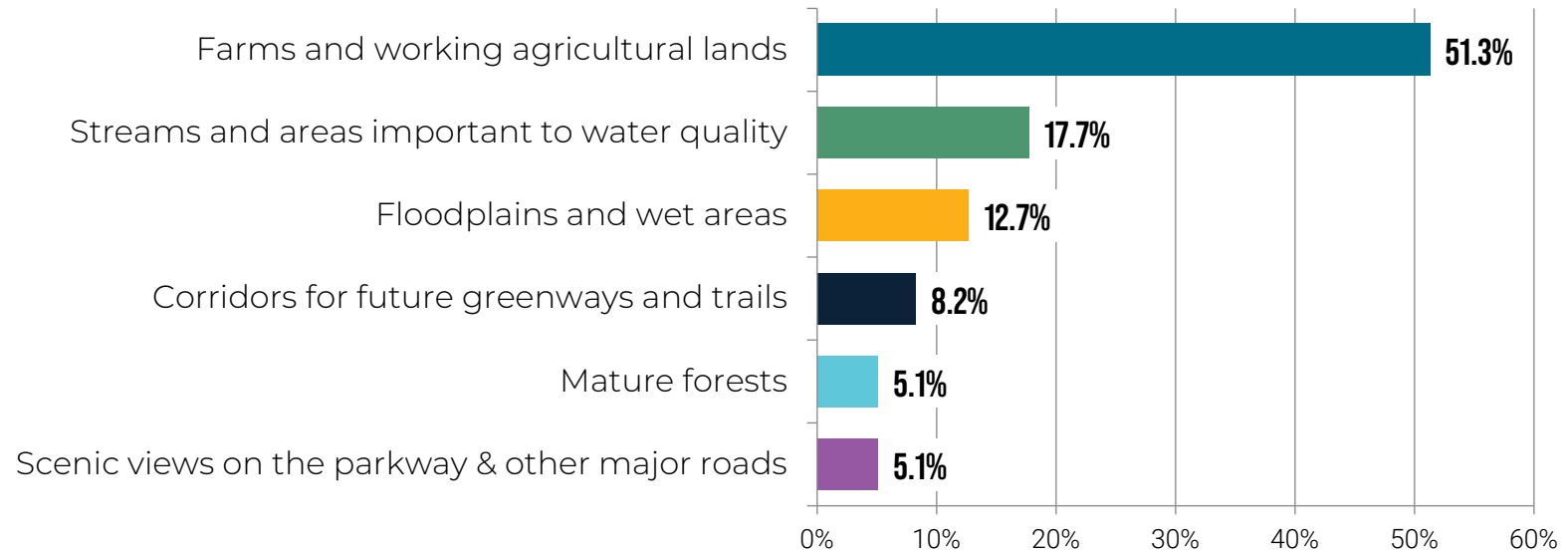
Respondents largely agreed that environmentally sensitive areas should be protected from development.

Farms and working lands were by far the top priority for open space preservation, with streams and wetlands coming next.

Do you agree with the following statement: "Environmentally sensitive areas should be protected from development"?



What is your top priority for open space preservation?



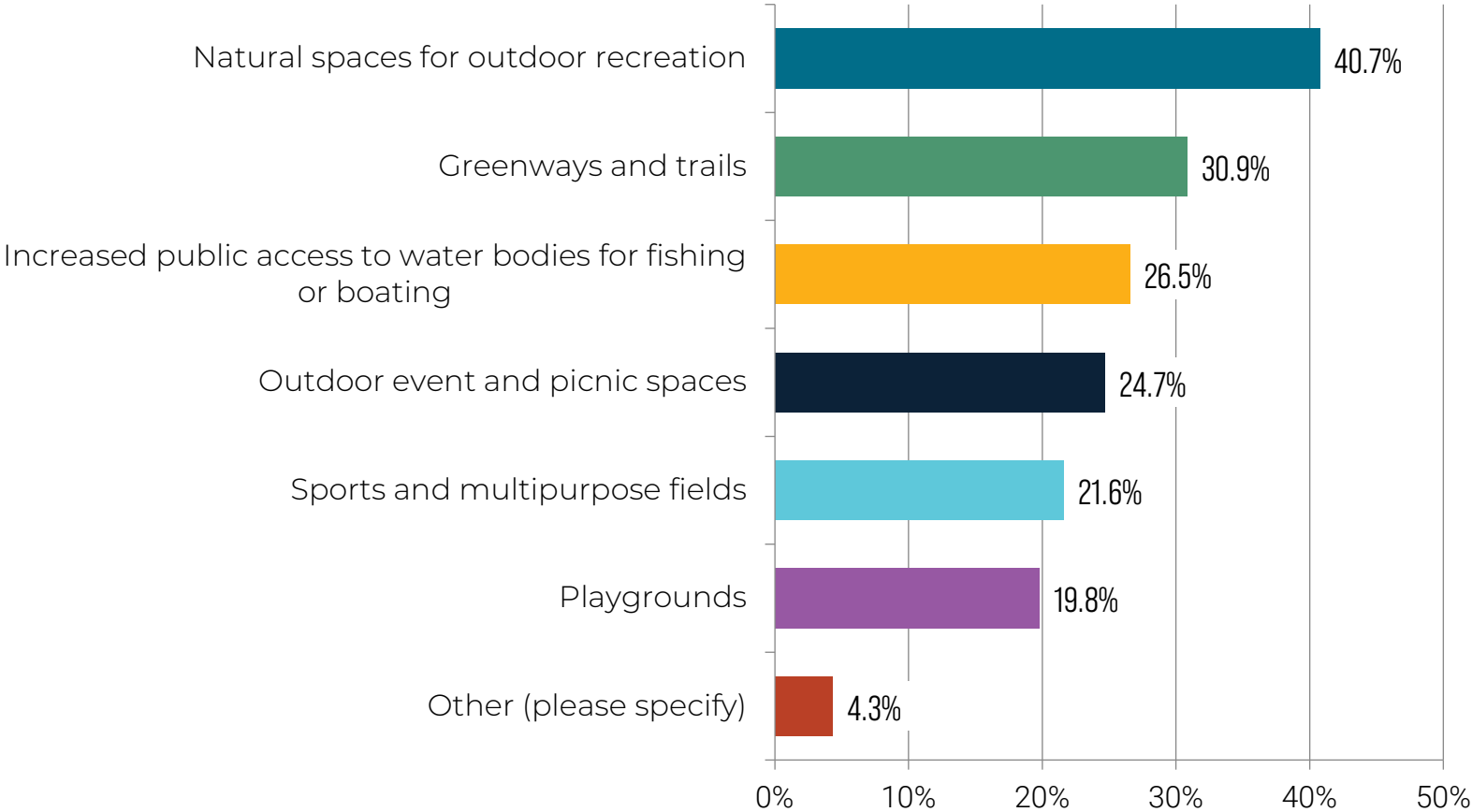
Q.10

PRIORITIES: PARKS & RECREATION

More **natural areas for recreation** and **greenways or trails** were the top answers, with increased *public access for fishing and boating* coming next.

Additionally, most of the “Other” responses were against more parks or public recreation areas in this area.

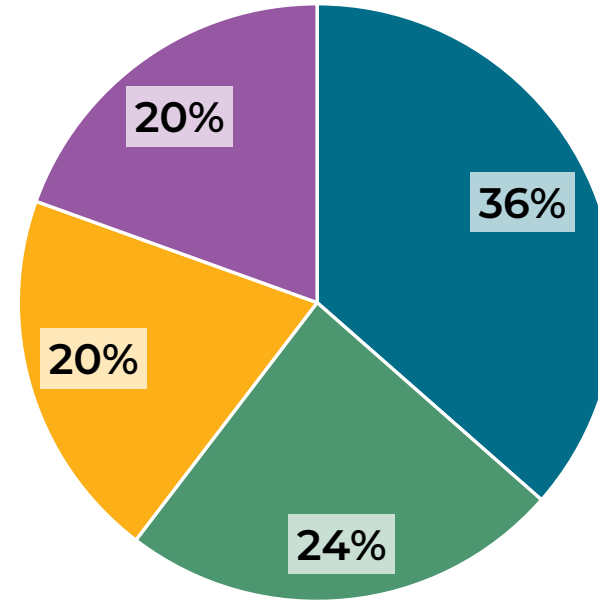
What is your top priority for parks and/or amenities in Northern Lenoir County?
[Select your top 2 preferences]



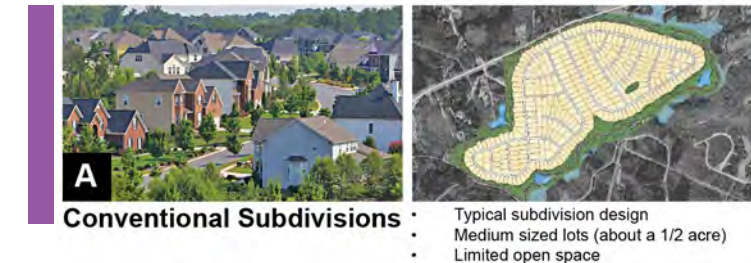
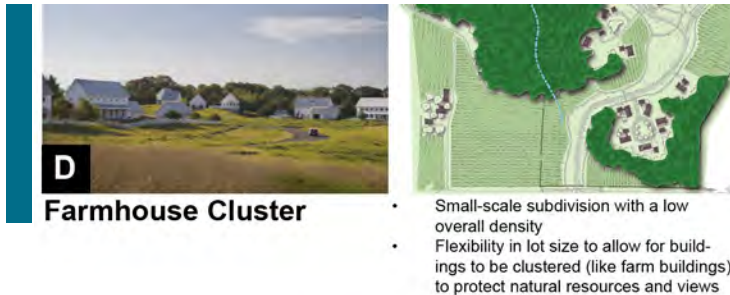
NEIGHBORHOOD DESIGN TYPES

Respondents preferred the farmhouse cluster neighborhood. The remaining options were very closely ranked.

Indicate your preference of the pictured neighborhood design types.



- D. Farmhouse Cluster
- C. Large Lot Subdivision
- B. Conservation Subdivision
- A. Conventional Subdivisions



SURVEY THEMES & RESPONDENTS

Total count: 165

Average response to demographics questions: 154

Demographics results are available upon request

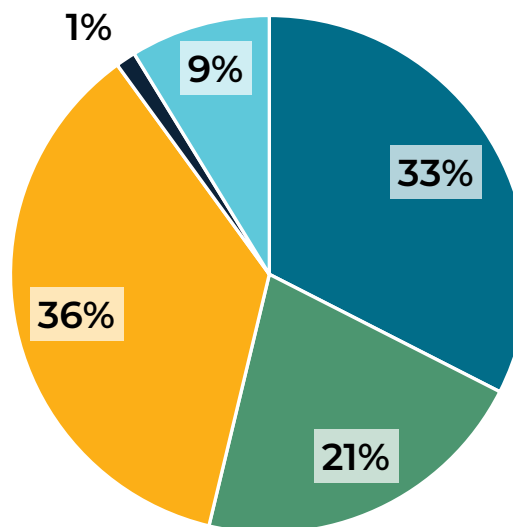
1. **Improved utility** capacity and increased **internet access**
2. **The rural/small town character to remain** and consider preserving farmland and natural spaces
3. **Less residential development** near industry or farms
4. **Industry and job growth** by attracting businesses
5. **Support** for **affordable housing** options with better design
6. **Better connectivity** for emergency services
7. **More options** for recreation, including better recreation networks (greenway connectivity)

Q.1, Q.17

WHO RESPONDED

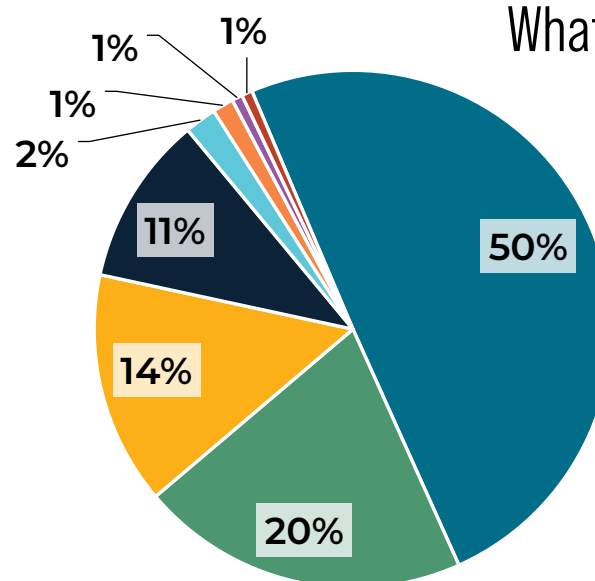
Most respondents lived in or near the Parkway area, primarily on the edges of Kinston.

In what part of the County do you live or spend the most time?



- South of the Harvey Parkway or Inside Kinston City Limits
- Northeast (East of NC 58, including Hugo, Around Grifton)
- Northwest (West of NC 58, towards LaGrange)
- Outside of Lenoir County (i.e. Greene County or Wayne County)
- Other (please specify)

What Zip Code do you live or own property in?



- 28504 (West Kinston; 50%)
- 28501 (East Kinston; 20%)
- 28551 (LaGrange; 14%)
- 28530 (Grifton; 11%)
- 28538 (Hookerton, Hugo; 2%)
- 28525 (Deep Run; 1.3%)
- 28526 (Dover, Wise Forks; 0.7%)
- 28572 (Pink Hill, Potters Hill; 0.7%)

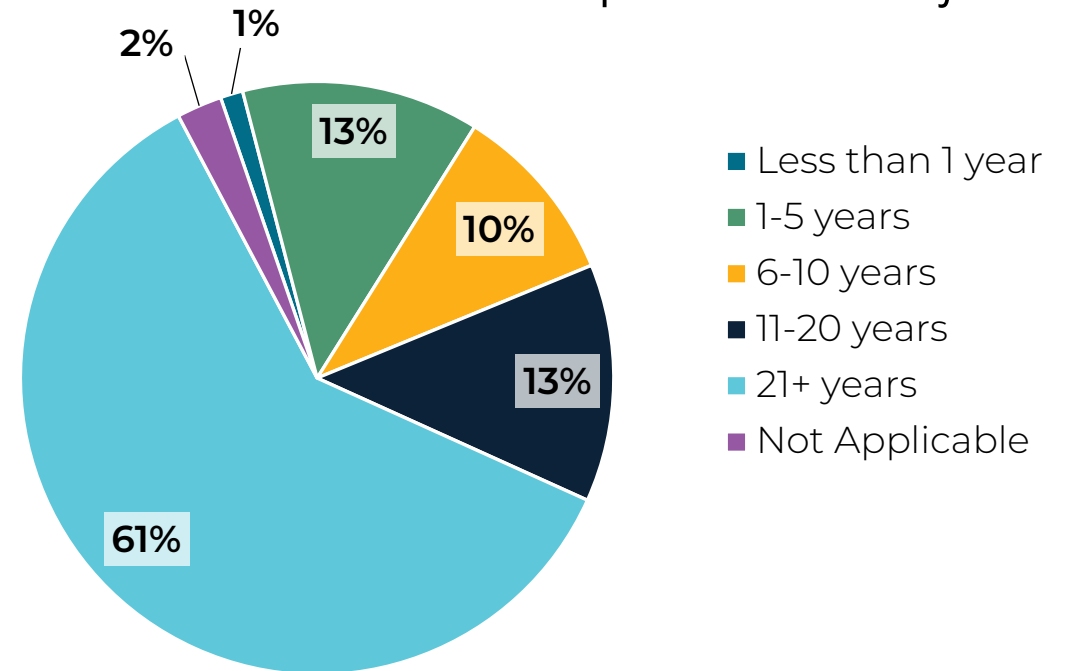
Q.2

WHO RESPONDED:

Most respondents (61%) have lived in Lenoir County for over 20 years.

Less than 15% of participants have lived in the area for less than five years.

If a resident, how long have you lived in this part of the County?

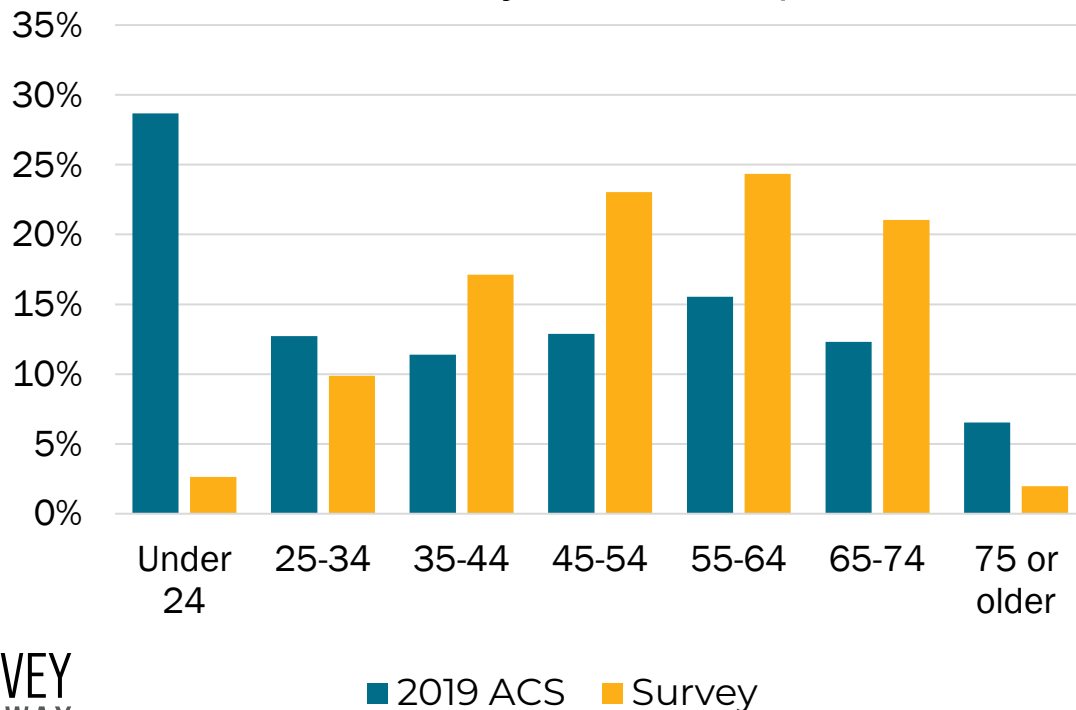


Q.14

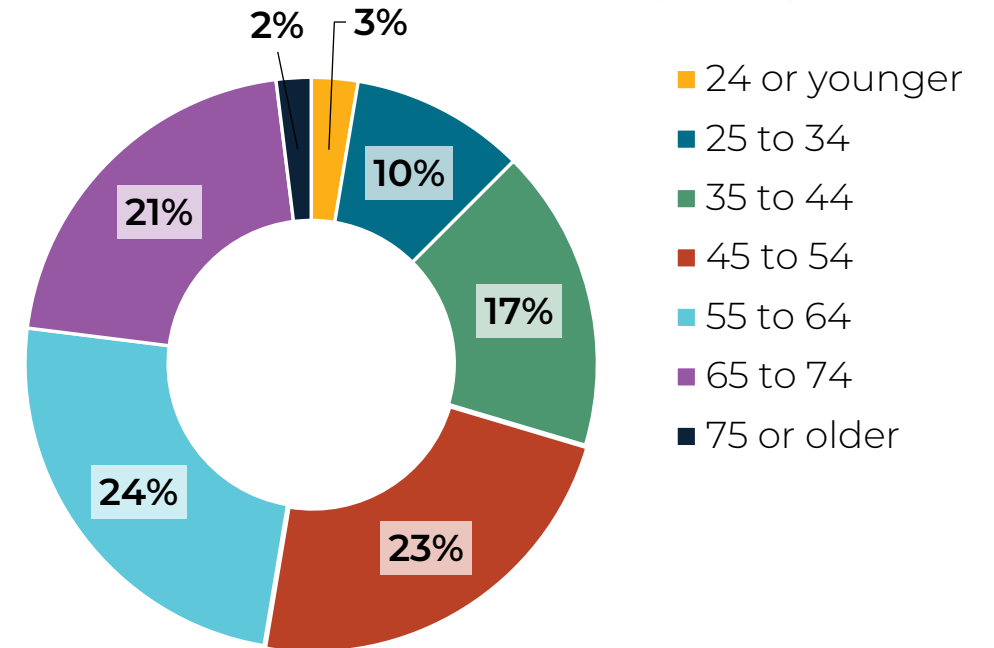
WHO RESPONDED

Majority of survey respondents are over the median age for the county (42.6).

ACS 2019 & Survey Results Comparisons



What is your age?



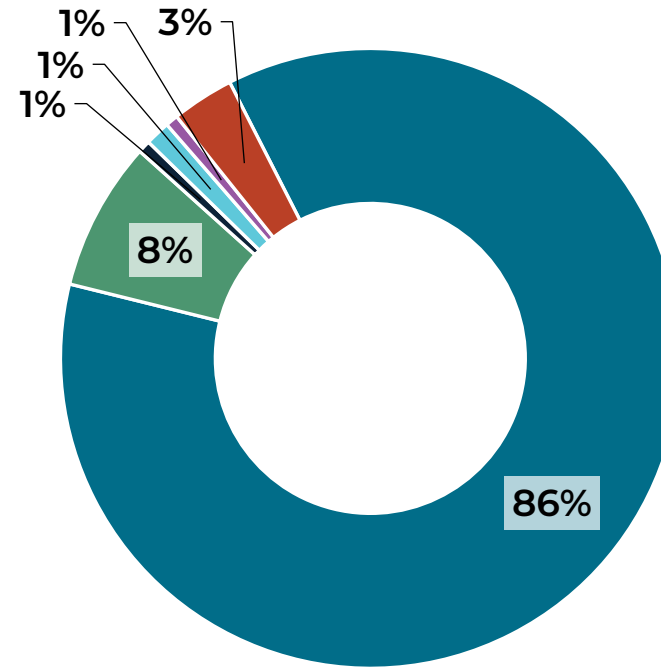
Q.15

WHO RESPONDED

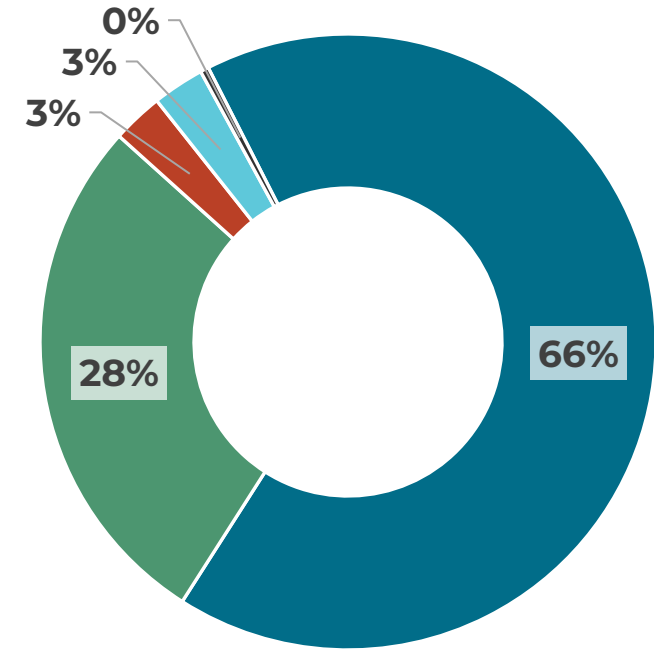
Of the respondents who reported their race and ethnicity, there was some overrepresentation of White residents and Black residents were underrepresented based on 2019 Census data.

It is recommended that targeted outreach be included in future planning efforts in the county.

Self Reported Race/Ethnicity



ACS 2019 Race and Ethnicity



- White or Caucasian
- Black or African American
- American Indian or Alaska Native
- Hispanic or Latino
- Native Hawaiian or other Pacific Islander
- Another race

Q.16

WHO RESPONDED

Under 20% of the respondents make below the 2019 state median household income or \$50,000.

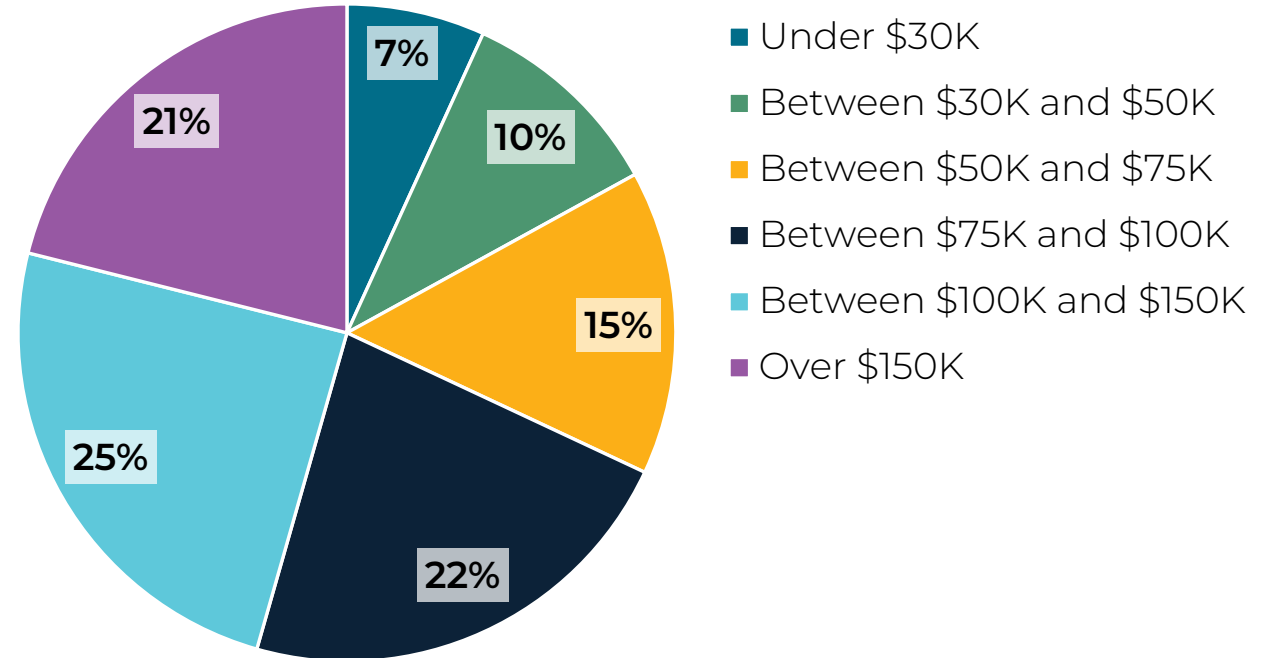
Study Area: **\$47,696**

Kinston: **\$33,398**

Lenoir County: **\$39,420**

North Carolina: **\$54,613**

What is your annual household income?



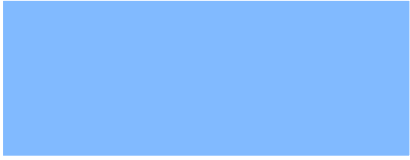
MAJOR RECOMMENDATIONS

- **Land Use recommendations around the GTP**
- **Where to encourage residential**
- **Market opportunities for industrial and commercial development**
- **Infrastructure priorities**
- **Recreation and open space**

DRAFT FUTURE LAND USE CHARACTER AREAS



Global Transpark Core: Existing footprint of the GTP, GTP owned land that is meant for industrial or office uses. Immediate surroundings.



Employment Mixed-Use / GTP Support: Area surrounding the GTP that could include supporting industries or infrastructure. May also include future complimentary commercial uses or existing residential uses that may transition to other uses in the future.



Commercial Mixed-Use: Mixed use. Commercial, office, some medium-high density residential



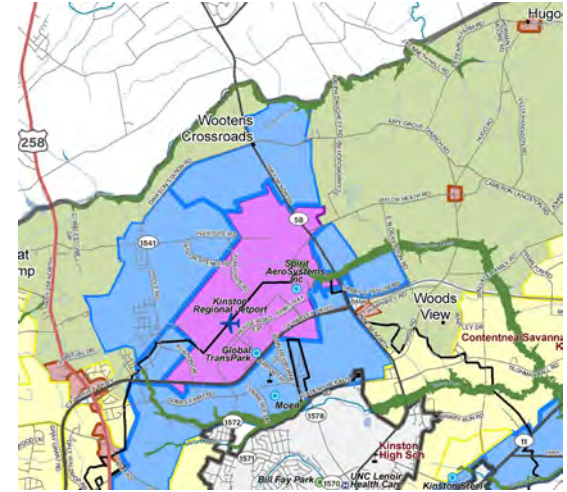
Residential: Single family subdivisions. Density varies on availability of utilities.



Agriculture and Rural Residential: Agricultural uses and very low density residential. Sewer service not likely.



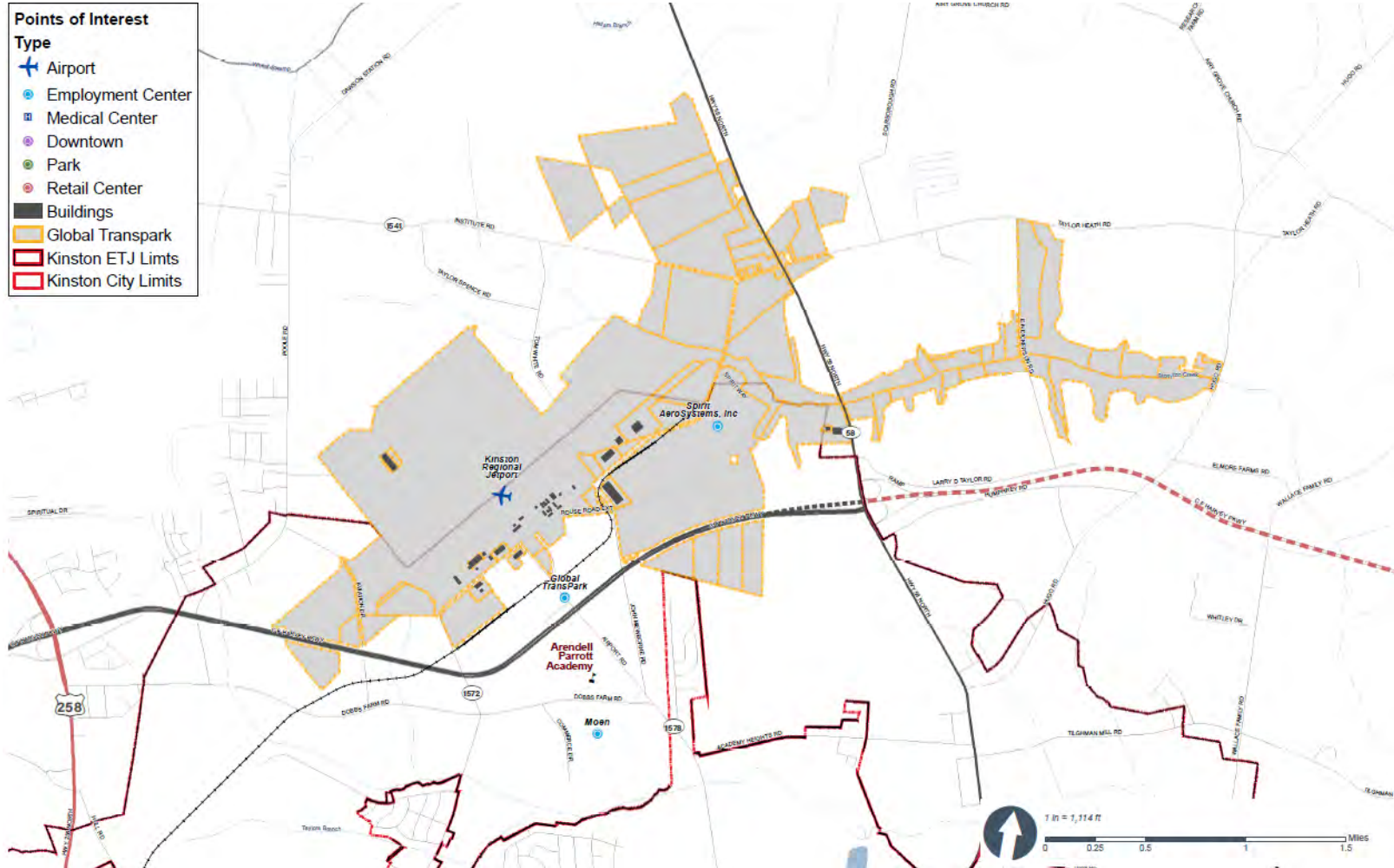
Open Space / Conservation: Parks and Conservation Land. Including lands for environmental mitigation.



SPINE ROAD AND AIRPORT

Plan for new Spine Road connecting NC 58 to Poole Road / Harvey Parkway, including improvements on NC 58 and gateway opportunities

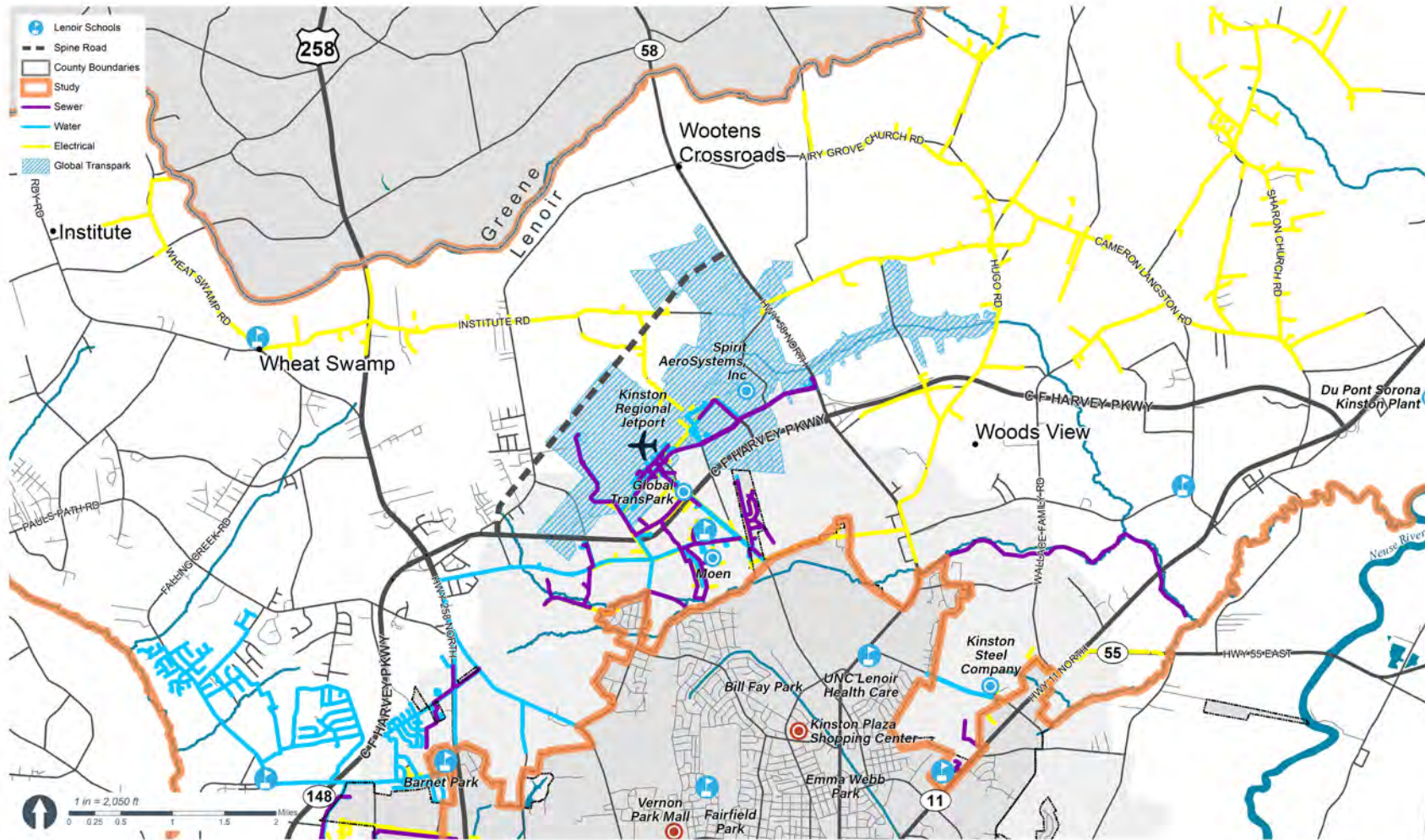
Discourage dense residential neighborhoods east of US 258 and north of GTP (i.e. along Dawson Station Road)



UTILITIES

Work with partners to address strategic utility priorities in the area.

- Serve GTP expansion
- Surrounding development
- Plan for residential growth northeast of Kinston



Harvey Parkway Area Plan
- Utilities Locations Map -



DISCLAIMER: This map was created using the best available data, and is provided "as-is" without warranty of any representation of accuracy, timeliness, reliability, or completeness. The information herein does not necessarily represent a legal survey. All decisions based on the information herein shall be made with the full understanding that this data is dynamic and in a constant state of maintenance.

NEXT STEPS

- **Refining recommendations with staff**
- **Draft plan will be ready for review in mid February**
- **Potential public meeting in late February**
- **Board of Commissioners presentation in March**