

City of Clinton, NC



2035 Comprehensive Plan

May 5, 2015





Clinton's Future:

Arts, Agriculture, Healthcare, and Technology

A city is not an accident, but the result of coherent
visions and aims.

~Leon Krier

The vision begins here.

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Section 1. Preface

"If you don't know where you are going,
you'll end up someplace else."
-Yogi Berra

A. Plan Purpose

While the preparation of a comprehensive plan is encouraged by North Carolina legislation, there are broader and more important reasons to engage in the planning process. Local government plans and planning efforts affect people's lives. Basically, planning begins with understanding Clinton and its people. Tough choices must be made about the natural, manmade, and financial resources in the city. The city's budget should be compared to the plan to ensure that public money will be spent in accordance with the city's goals and objectives.

Planning will provide the foundation to preserve what is of value in Clinton. Small towns are attractive because of their human scale of buildings, affordable housing, lack of traffic congestion, and tight-knit social fabric. Many polls have shown that most Americans would prefer to live in a small town, rather than a large city or suburb. Also, there has been renewed interest in the design of small towns. The mix of residential and commercial uses, the emphasis on walking rather than automobile use, and the human scale of buildings are seen as contributing to both a pleasant environment and a closer, more sociable community.

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Specifically, Clinton has undertaken the preparation of this comprehensive plan with the understanding that the plan should be:

- comprehensive in setting goals and objectives for all aspects of the city;
- part of a continuous planning process that is timely and responsive to the needs/desires of the city; and
- the legal basis for land use regulations and a guide for city budgeting.

The planning process will provide a workable, creative, and dynamic plan to guide future long-term growth and development throughout the next twenty (20) years. It provides a foundation for Clinton’s ongoing planning program and serves as the city’s primary policy guide for short- and long-range planning, zoning, and land use related decision-making within the city’s jurisdiction.

B. Why Plan?

- Help us to organize our time and work;
- Enables us to “look before we leap”;
- Makes good common sense;
- Strikes a balance between being recklessly innovative and stubbornly conservative;
- Aids in avoiding disorganization which results in difficulty in accomplishing much; and
- Forces us to think and organize our time, resources, and efforts.



Downtown Clinton *Photo Courtesy of the City of Clinton.*

C. The Planning Process

The adoption of this plan by the city is not the end but rather the beginning of an ongoing process. This process includes five (5) essential steps:

1. *Study and Analysis.* Clinton must study land use, population trends, the economic base of the city, and physiographic features.
2. *Plan or Policy Preparation.* The comprehensive plan must provide a basic statement of how the city will develop, in what direction, and at what pace.
3. *Basic Goals.* Clinton must consider basic goals including: Do we want to grow? Do we want to be a center for high-tech industry? What balance do we want between growth and preservation of the agricultural and the natural environment? How do the arts and healthcare fit into the city's future?
4. *Implementation and Effectuation.* To implement the plan, the city must use such tools as land use regulations, capital improvements programs, and general guidelines for private development and public investment.
5. *Monitoring and Feedback.* The city must continually evaluate how well the plan's policies are being carried out, whether the goals are realistic, and whether new, unanticipated conditions have occurred. Feedback may become the basis for redesign of this plan.

Section 2. Introduction

A. Development of the Comprehensive Plan

The development of this plan was initiated in 2013 by the Clinton City Council. A ten member Comprehensive Plan Advisory Committee (CPAC) was appointed by the City Council. The CPAC included the following:

- Wanda Corbett, District 5 Representative
- Fred Dufour, District 4 Representative
- Dwight Horne, District 2 Representative
- Nettie Pernell, District 3 Representative
- Wanda Robinson, County Health Director
- Oscar Rodriguez, Sampson Community College
- Bill Scott, Chamber of Commerce/Business Representative
- Steve Stefanovich, City Council/District 1 Representative
- Beth Stewart, Planning Board
- Jay Tilley, Clinton Police Chief

Throughout the process, the CPAC endeavored to support the City's vision statement.

Vision for the City of Clinton

A city of beauty and opportunity whose leadership is dedicated to providing its diverse citizenry a quality of life unsurpassed in the region.

"Everything has a past - a person, an object, a word, everything. If you don't know the past, you can't understand the present and plan properly for the future."
-Chaim Potok

B. History

Clinton, the county seat of Sampson County, is the largest and oldest city in the county, having been incorporated in 1852. The first European settlers to come to the Sampson County area were Scotch-Irish immigrants from North Ireland around 1740. One of the many Scotch-Irish drawn to the area in search of rich farmland and flowing rivers was John Sampson. Sampson was Duplin County's first Register of Deeds. He served as a Lt. Colonel, and then a Lt. General in the county's militia and was later the first mayor of Wilmington, North Carolina. In April of 1784, the North Carolina General Assembly established Sampson County from land taken from neighboring Duplin County. Land from Wayne and New Hanover counties would be annexed later to form the present day boundaries.

Immigrating with John Sampson was his fifteen-year-old stepson, Richard Clinton. Like his stepfather, Richard Clinton soon distinguished himself in governmental and military service, serving as Duplin County Register of Deeds for ten years, and then in the Provincial Congress held at Hillsborough. In 1776, Richard Clinton organized a company of militia minutemen from upper Duplin and led them as captain in the defense of Wilmington

against the British. He was later appointed Colonel of Cavalry and Brigadier General of the Fayetteville District. Upon the establishment of the state government of North Carolina by the Halifax Constitution of 1776, Richard Clinton served as one of the first members of the House of Commons, representing Duplin County. Clinton continued as a representative of Duplin County until the creation of Sampson County in 1784. Clinton secured the passage of the act creating the new county, and proposed the name "Sampson" in honor of John Sampson, his stepfather and benefactor.

If not for a financial panic in 1819, Clinton would have another name. There was an earlier incorporated town of Clinton in old Rowan County (now Davie), but it folded in 1822. The town moved immediately to drop the name "Clinton Courthouse" and incorporated under the name of Clinton. The General Assembly appointed five commissioners, James Moseley, Isaac Boykin, Dr. Henry Bizzell, John Beaman, and Alfred Johnson, when they ratified the act clarifying procedures for the Town of Clinton. The corporate limits of the town at that time extended a half mile each way from the courthouse.



Sampson County Courthouse 1912
Image Courtesy of the City of Clinton.

Since that time, the town has become a city and grown to its present day limits. From its beginning, Clinton has been a city built on Sampson County's rich agricultural heritage. The early records of the town have been lost due to one or more of the disastrous fires that have swept Clinton. The largest was a Tuesday night, March 2, 1877, fire that many said could be seen from 10 miles away.

On April 1, 1887, transportation to and from the outside world was established by Wilmington and Weldon Railroad. The name was changed to the Atlantic Coast Line in 1900. As a result, all supplies for Clinton merchants could at last be brought by train instead of a mule and wagon.

In April of 1911, a meeting to discuss the proposition of establishment of a waterworks and sewage system was held. With the groundwork of this meeting, the town later issued bonds to install the waterworks and sewage system. From these beginnings, the system has grown into a very modern system that can handle the environmental requirements of most industries.

In 1910, Clinton became one of the first in a growing number of North Carolina towns to receive electricity. When Carolina Power & Light (CP&L) Company was formed in 1908, the electric industry was still in its infancy. It served trolleys and lighting almost exclusively, and street lighting was for limited periods after dusk and just before dawn. As exemplified by the electric system, Clinton has and continues

to be a municipal leader in eastern North Carolina.

Clinton has continued since the early 1900s to thrive as a service community for the surrounding agricultural area. However, increased access to larger urban areas, provided by connecting highways such as I-40, has made Clinton an attractive alternative to living in larger urban areas.

C. Regional Location

The City of Clinton is positioned in the center of Sampson County, which at 947 square miles is one of North Carolina's largest counties. Sampson County is located in North Carolina's west coastal plain, and borders on the east side of the I-95 corridor (see Figures 1 and 2). Clinton is located approximately 50 miles south of Raleigh via US Hwy 701 and I-40.



Figure 1. 4-Hour Driving Distance from Clinton (shown green)
Source: Sampson County Economic Development Commission.

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Regional accessibility is one of Clinton’s key assets. The city is only twelve (12) miles west of I-40 with US Hwy 701, NC Hwy 24, and NC Hwy 403 providing connection. The international airports at Wilmington and Raleigh are within one hour travel time. The city is also only twenty-five (25) miles east of I-95 via NC Hwy 24, US Hwy 421, and US Hwy 701. Fort Bragg and Fayetteville are located approximately thirty (30) miles west of Clinton. New Hanover County’s beaches and Wilmington’s state ports are located approximately fifty-five (55) miles southeast of Clinton and are connected via US Hwy 421 and I-40.



Figure 2. City of Clinton/Sampson County Regional Location *Source: Sampson County Economic Development Commission.*

Section 3. Clinton: Today's Profile

"You can't plow a field simply by turning it over in your mind."

-Gordon B. Hinckley

A. Population

1. Population Growth and Age

Clinton is part of North Carolina's southeast region. The Southeast Commission is the lead regional marketing organization for eleven (11) counties stretching from the Cape Fear Coast to the Sandhills. Its aggressive promotional efforts include active participation at industry trade shows, direct outreach to industrial real estate professionals and site selection consultants, and an information-rich Internet presence. The Southeast Commission facilitates the success of local economic development programs through the application of private

and philanthropic funds raised by its two private non-profit adjunct organizations. The commission includes the counties of Bladen, Brunswick, Columbus, Cumberland, Hoke, New Hanover, Pender, Richmond, Robeson, Sampson, and Scotland. The area is delineated on Map 1.

The Southeast Region had a 2010 population of 1,102,061, a 37.4% increase from the 1990 population of 802,163. Map 1 delineates the population change within the region from 1990 to 2010. By comparison, North Carolina's population increased by 43.9% from 1990 to 2010 (see Table 1).

Table 1. Population Growth, Median Age, and Households, 1990-2010

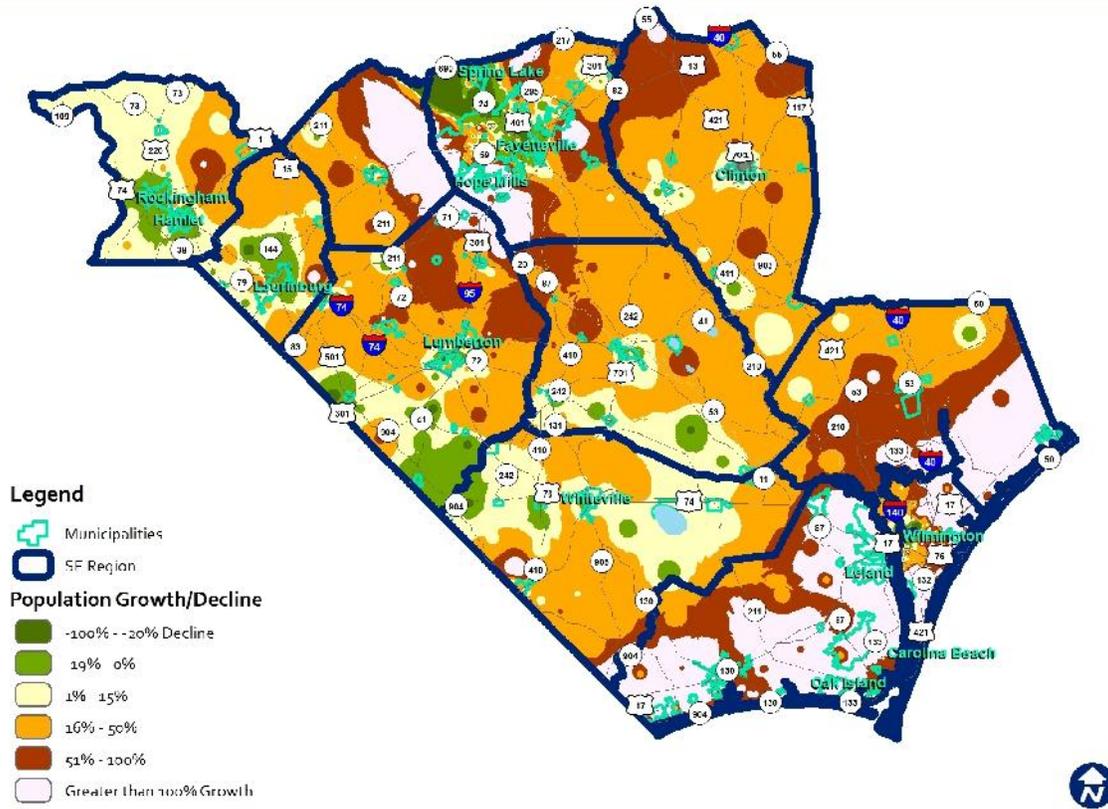
Jurisdiction	1990	2000	2010	% Change '90-'00	% Change '00-'10	% Change '90-'10
Population						
Clinton Corporate Limits	8,204	8,600	8,639	4.8%	0.5%	5.3%
Clinton ETJ*	1,896	2,252	2,369	18.8%	5.2%	24.9%
Total	10,100	10,852	11,008	7.4%	1.4%	9.0%
Sampson County	47,297	60,161	63,431	27.2%	5.4%	34.1%
Southeast Commission Region**	802,163	960,292	1,102,061	19.7%	14.8%	37.4%
North Carolina	6,626,118	8,049,313	9,535,483	21.5%	18.5%	43.9%
United States	248,584,652	281,421,906	308,745,538	13.2%	9.7%	24.2%
Median Age						
Clinton Corporate Limits	37.0	40.7	42.1	10.0%	3.4%	13.8%
Clinton ETJ*	33.9	38.0	41.0	12.0%	7.9%	20.9%
Total	35.5	39.0	41.5	9.9%	6.4%	16.9%
Sampson County	34.9	35.0	38.2	0.3%	9.1%	9.5%
Southeast Commission Region**	31.0	33.8	36.2	9.0%	7.1%	16.8%
North Carolina	33.1	35.3	37.1	6.6%	5.1%	12.1%
United States	32.9	35.3	36.9	7.3%	4.5%	12.2%
Households						
Clinton Corporate Limits	3,319	3,336	3,392	0.5%	1.7%	2.2%
Clinton ETJ*	670	812	889	21.2%	9.5%	32.7%
Total	3,989	4,148	4,281	4.0%	3.2%	7.3%
Sampson County	17,526	22,273	24,005	27.1%	7.8%	37.0%
Southeast Commission Region	287,518	362,712	432,388	26.2%	19.2%	50.4%
North Carolina	2,517,030	3,132,029	3,824,792	24.4%	22.1%	52.0%
United States	91,926,423	105,471,527	118,275,661	14.7%	12.1%	28.7%

*Estimates.

**North Carolina's Southeast Commission consists of Bladen, Brunswick, Columbus, Cumberland, Hoke, New Hanover, Pender, Richmond, Robeson, Sampson, and Scotland Counties.

Source: US Census and Applied Geographic Solutions, Inc.

Map 1: Population Growth/Decline 1990 - 2010



While population growth within the region has been robust, Clinton has experienced minimal population increase, growing from 8,204 in 1990 to 8,634 in 2010, a 5.3% increase. However, the population within Clinton’s ETJ has shown some positive growth, increasing from 1,896 in 1990 to 2,369 in 2010, an increase of 24.9%. It should be noted that the Hispanic population in the City increased from 401 in 2000 to 791 in 2010, a 97.3% increase.

From 1990 to 2010, Clinton’s median age increased from 37.0 to 42.1, a 13.8% increase. Simultaneously, the state’s median age increased from 33.1 in 1990 to 37.1 in 2010, an

increase of 12.1%. Clinton’s median age has continued to be higher than that of the state.

From 1990 to 2010, Clinton’s households increased by 73 households, only a 2.2% increase (see Table 1). Clinton lagged behind the Southeast Region, North Carolina, and the United States in the increase in number of households. While the city had minimal growth, there was an increase of 219 households, or 32.7% in the city’s ETJ. The ETJ percentage growth was much closer to the growth percentage experienced by the region, state, and nation.

2. Gender and Racial Composition

Clinton’s gender composition has changed little since 1990 (see Table 2). The percentage of female population declined slightly from 1990 to 2010. However, the total number of females increased slightly. This pattern is generally consistent with state and national trends. However, most places experienced a slight increase in the percentage of female population.

The city’s racial composition was at variance for that of many small to medium sized eastern North Carolina communities which are predominantly minority. In 2010, 41.8% of the city’s population was Black, 8% Other, and 50.2% White. The Black population experienced a slight decline in percentage of total population from 1990 to 2010.

Table 2. Gender and Racial Composition, 1990-2010

Demographic Trend	Clinton Corporate Limit					
	1990	%	2000	%	2010	%
Population by Sex	8,204	100%	8,600	100%	8,639	100%
Male	3,743	45.6%	4,064	47.3%	4,104	47.5%
Female	4,461	54.4%	4,536	52.7%	4,535	52.5%
Population by Race	8,204	100%	8,600	100%	8,639	100%
White	4,639	56.5%	4,629	53.8%	4,343	50.2%
Black	3,460	42.2%	3,588	41.7%	3,609	41.8%
Other	105	1.3%	383	4.5%	687	8.0%
Demographic Trend	Clinton Extraterritorial Jurisdiction					
	1990	%	2000	%	2010	%
Population by Sex	1,896	100%	2,252	100%	2,369	100%
Male	865	45.6%	1,103	49.0%	1,120	47.3%
Female	1,031	54.4%	1,149	51.0%	1,249	52.7%
Population by Race	1,896	100%	2,252	100%	2,369	100%
White	1,210	63.8%	1,177	52.3%	1,169	49.3%
Black	569	30.0%	796	35.3%	789	33.3%
Other	117	6.2%	279	12.4%	411	17.4%

Source: US Census and Applied Geographic Solutions, Inc.

B. Housing

1. Dwelling Unit Growth

Table 3 provides a history of dwelling unit growth for the City of Clinton and its ETJ from 1990 to 2010. The city experienced a 4.3% increase in dwelling units from 1990 to 2010. Simultaneously, the state’s dwelling unit inventory increased by 25%. Within the ETJ, dwelling unit data is available only for occupied dwelling units. However, based on empirical observations, the ETJ housing inventory has remained close to the 1990 total of 1,034. Building permit data for new residential dwellings for the city and ETJ is not available.

2. Age of Dwelling Units

In 1990, approximately 1,501 dwelling units, or 42.4% of the city’s housing inventory, were 30 years old or older. By 2010, the total number of dwelling units 30 years old or older had increased to 2,965, or 71.0% of the city’s total housing inventory (see Table 4). 1990 data for the ETJ is not available; however, in 2010, approximately 423 units, or 47.6% of the ETJ dwelling unit inventory, was 30 years old or older. The limited new residential construction which has occurred within Clinton’s planning jurisdiction has taken place in the ETJ.

Table 3. Dwelling Unit Growth, 1990-2010

Occupancy Status	1990 Census	% of Total	2000 Census	% of Total	2010 Census	% of Total
City of Clinton	3,557	100.0%	3,690	100.0%	3,711	100.0%
Vacant	238	6.7%	354	9.6%	319	8.6%
Owner-Occupied	1,873	52.7%	1,837	49.8%	1,714	46.2%
Renter-Occupied	1,446	40.6%	1,499	40.6%	1,678	45.2%
ETJ*	1,34	100.0%	897	100.0%	889**	100.0%
Vacant	83	8.0%	86	9.5%	–	–
Owner-Occupied	646	62.5%	592	66.0%	622	70.0%
Renter-Occupied	305	29.5%	220	24.5%	267	30.0%

*Estimates.

**Occupied units only. Number of vacant units not available in ETJ for 2010 Census.

Source: US Census and Applied Geographic Solutions, Inc.

Table 4. Housing Units by Year Built, 1990-2010

Year Built	1990 Census	% of Total	2000 Census	% of Total	2010 Census	% of Total
City of Clinton						
Total Housing Units	3,557	100.0%	3,670	100.0%	4,174	100.0%
Built 2005 or later	–	–	–	–	116	2.8%
Built 2000 to 2004	–	–	–	–	126	3.0%
Built 1990 to 1999	99	2.8%	221	6.0%	366	8.8%
Built 1980 to 1989	660	18.6%	502	13.7%	601	14.4%
Built 1970 to 1979	795	22.4%	1,000	27.2%	1,037	24.8%
Built 1960 to 1969	502	14.1%	722	19.7%	581	14.0%
Built 1940 to 1959	1,087	30.5%	909	24.8%	957	22.9%
Built 1939 or earlier	414	11.6%	316	8.6%	390	9.3%
ETJ*						
Occupied Housing Units	–	–	897	100.0%	889	100.0%
Built 2005 or later	–	–	–	–	53	5.9%
Built 2000 to 2004	–	–	–	–	75	8.4%
Built 1990 to 1999	–	–	230	25.6%	206	23.2%
Built 1980 to 1989	–	–	154	17.2%	133	15.0%
Built 1970 to 1979	–	–	229	25.5%	170	19.1%
Built 1960 to 1969	–	–	111	12.4%	100	11.2%
Built 1940 to 1959	–	–	123	13.7%	111	12.5%
Built 1939 or earlier	–	–	50	5.6%	42	4.7%

*Estimate.

Source: US Census and Applied Geographic Solutions, Inc.

3. Dwelling Unit Value

The 1990 to 2010 owner-occupied dwelling unit values are provided in Table 5 for both the city and ETJ areas. The distribution of property tax values per acre is depicted on Map 2. The owner-occupied housing values have increased in both the city and ETJ from 1990 to 2010. Dwelling units within the city increased by 48.2%. Concurrently, the median housing values within the ETJ increased by 33.4%.

The significant change is that in 2000, the median value was higher in the ETJ while in 2010, the median value was higher within the corporate limits. This situation may reflect stability in the city's dwelling unit inventory. However, given the 2008 to 2011 economic downsizing, it is difficult to draw solid conclusions concerning property values.

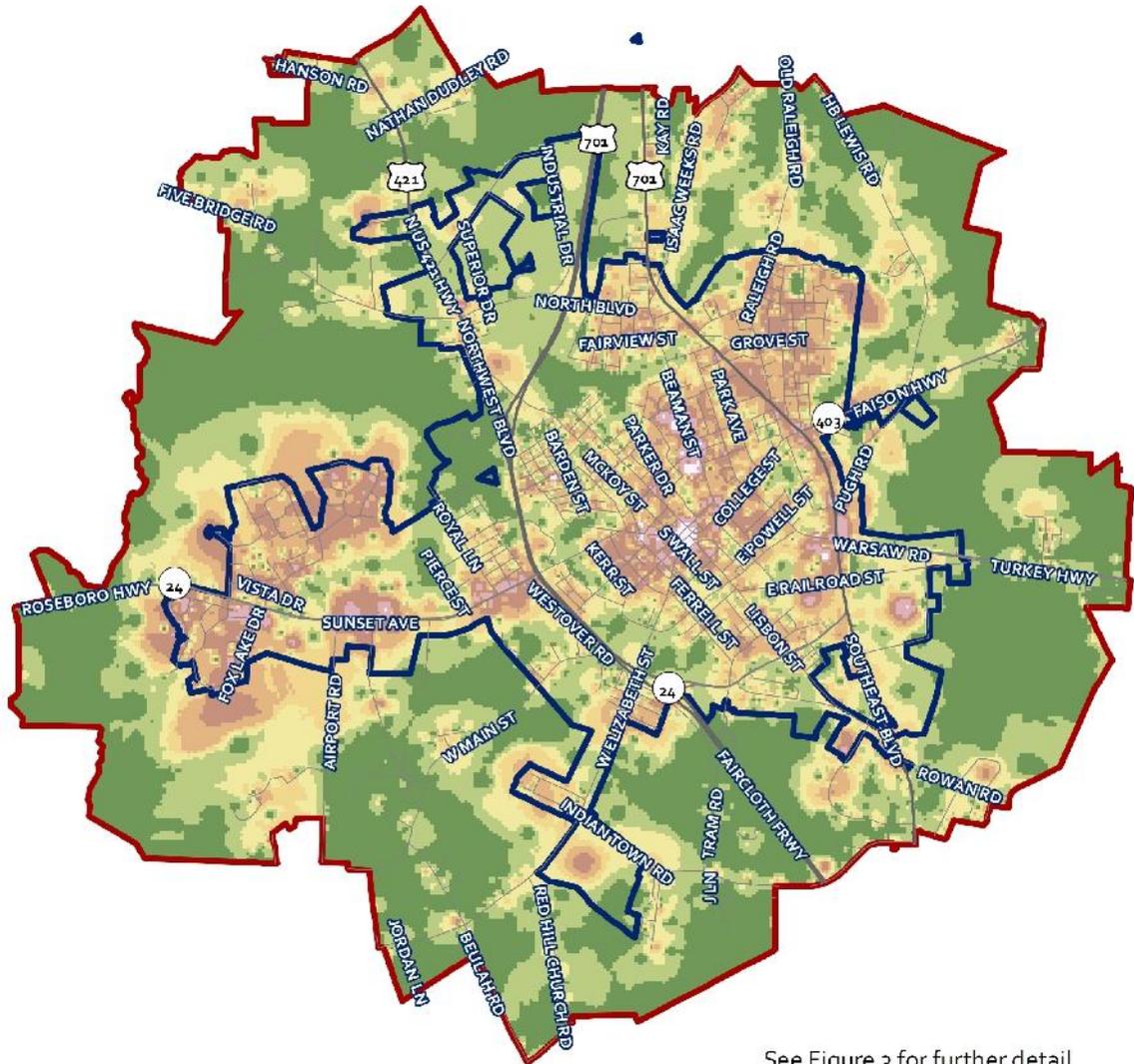
Table 5. Owner-Occupied Dwelling Unit Value, 1990-2010

Occupancy Status	1990 Census	% of Total	2000 Census	% of Total	2010 Census	% of Total
City of Clinton						
Less than \$50,000	285	15.7%	266	15.3%	82	4.3%
\$50,000 to \$99,999	946	52.0%	901	51.7%	694	36.0%
\$100,000 to \$149,999	202	11.1%	196	11.3%	459	23.8%
\$150,000 to \$199,999	201	11.0%	201	11.5%	239	12.4%
\$200,000 to \$299,999	127	7.0%	120	6.9%	204	10.6%
\$300,000 to \$499,999	54	3.0%	54	3.1%	200	10.4%
\$500,000 to \$999,999	4	0.2%	4	0.2%	42	2.2%
\$1,000,000 or more	0	0.0%	0	0.0%	7	0.4%
Median	\$78,200		\$78,700		\$116,600	
ETJ*						
Less than \$50,000	184	41.1%	49	12.7%	101	16.2%
\$50,000 to \$99,999	132	29.5%	199	51.7%	177	28.5%
\$100,000 to \$149,999	74	16.6%	43	11.2%	102	16.4%
\$150,000 to \$199,999	36	8.1%	41	13.2%	71	11.4%
\$200,000 to \$299,999	19	4.3%	26	6.8%	89	14.3%
\$300,000 to \$499,999	2	0.4%	13	3.4%	61	9.8%
\$500,000 to \$999,999	0	0.0%	4	1.0%	14	2.3%
\$1,000,000 or more	0	0.0%	0	0.0%	7	1.1%
Median	Not reported		\$84,122		\$112,639	

*Estimate.

Source: US Census and Applied Geographic Solutions, Inc.

Map 2: Property Values Per Acre



See Figure 3 for further detail.

Legend

- | | |
|---|---|
|  Roadways |  \$100,000 - \$149,999 |
|  Corporate Limits |  \$150,000 - \$199,999 |
|  ETJ |  \$200,000 - \$299,999 |
| Property Values per Acre |  \$300,000 - \$499,999 |
|  Less than \$50,000.00 |  \$500,000 - \$999,999 |
|  \$50,000 - \$99,999 |  \$1,000,000 or More |

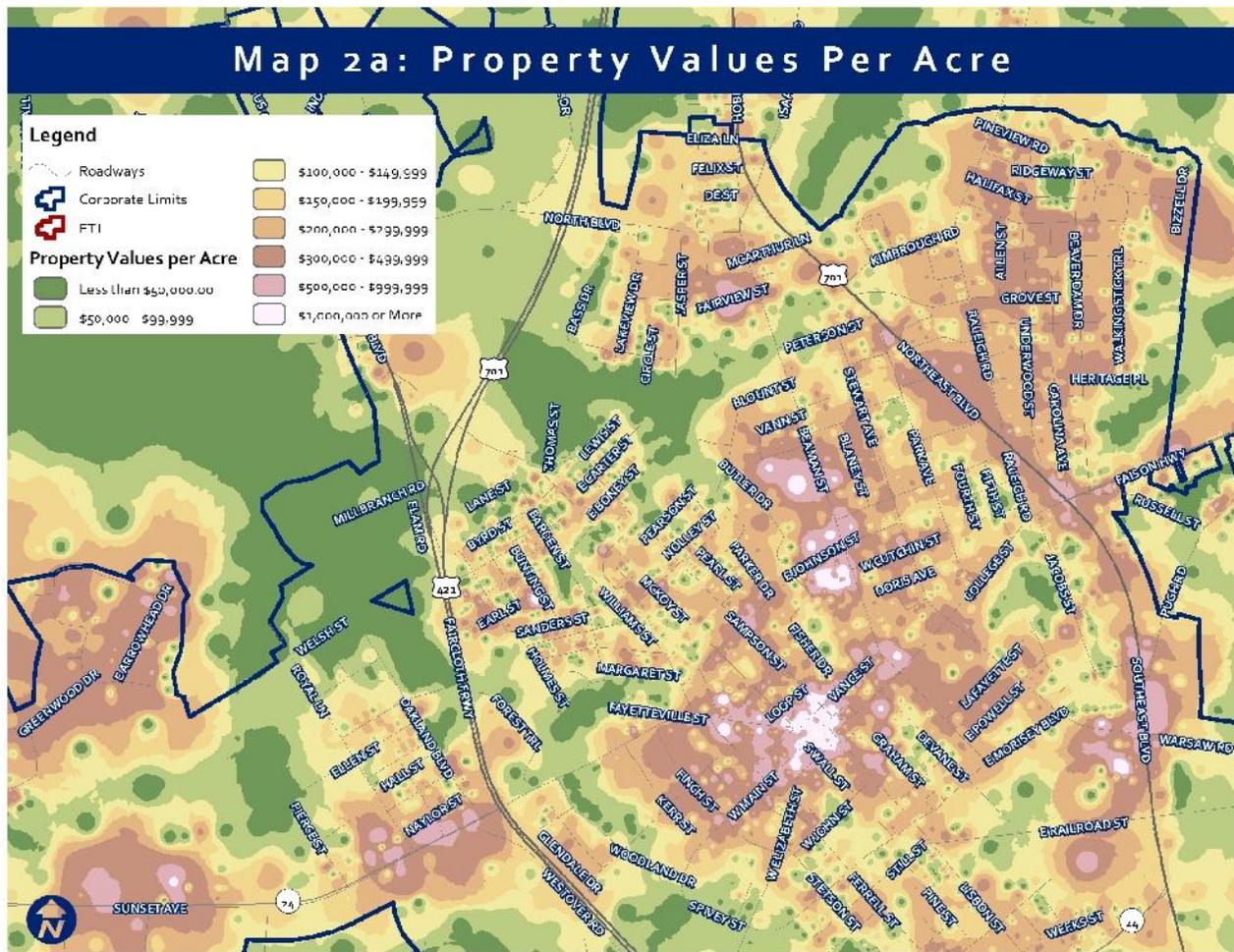


4. Dwelling Unit Condition

Housing values are a general indication of condition. Maps 2 (page 3-8) and 2a (see below) delineate the areas of the city’s planning jurisdiction with per acre property values below \$50,000 and \$100,000. Clearly the worst housing conditions are in areas with \$50,000 or less value. In the \$100,000 areas, the substandard conditions are scattered. In 2010, 15.3% of the city’s dwellings were valued at less than \$50,000 while 51.7% of the city’s housing was valued from \$50,000 to \$99,999.

Exact numbers of the substandard dwellings are not available. Substandard dwellings are defined as dwelling units with violations of one or more of the minimum standards of fitness for human habitation established by the city’s Minimum Housing Code.

In addition, Table 6 provides a general indication of housing without complete plumbing or kitchen facilities.



5. Housing Affordability

It is difficult to obtain a precise picture of housing affordability in any jurisdiction. However, most measures of housing affordability consider 30% of gross income an allowable/affordable expenditure for housing. For homeowners, the cost includes mortgage payments, taxes, insurance, and utilities. For renters, housing cost includes rent and utilities.

In 2010, approximately 34.4% of homeowners in Clinton had a mortgage to which 30% or more of their income is allocated to housing costs. According to the 2000 Census, 23.1% of homeowners in the city allocated that level of income to their mortgage - representing a 48.9% increase in homeowners burdened by a large mortgage payment over the last decade.

The number of renters paying a significant portion of household income for living purposes also grew from 2000 to 2010. In 2000, just over 35% of renters used more than 30% of their income to pay rent. By 2010, the percentage of renters burdened by their living costs increased to 54.4%, almost doubling the amount of individuals facing difficulties paying rent. Across the state, this trend held true as burdened mortgage owners and renters increased from 20.7% and 33.4%, respectively, to over 32% of mortgage owners and close to half (48.9%) of all renters in 2010.

Table 6. Housing Cost and Condition, 2010

	City of Clinton		Sampson County		North Carolina	
	Number	%	Number	%	Number	%
Mortgage Greater than 30% of Income	377	34.4%	3,259	34.6%	535,120	32.2%
Rent Greater than 30% of Income	910	54.4%	3,061	48.8%	509,691	48.9%
Lacking Complete Plumbing Facilities	16	0.4%	130	0.5%	16,548	0.5%
Lacking Complete Kitchen Facilities	49	1.3%	103	0.4%	22,500	0.6%

Source: US Census Bureau.

6. Supportive Housing

There are 284 housing units in Clinton which target the low-income, disabled, elderly, and/or Indian populations. Eastern Carolina Housing Authority manages four facilities, with a total of 170 units, and NC Indian Housing manages a 20-unit facility for the Indian population. There are two privately managed HUD Section 8 facilities which serve low-income, disabled, and/or elderly. Listed below are the facilities with target populations and unit breakdown by bedroom size.

In addition, The Arc of North Carolina manages a group home (5-bedroom) on Jacobs Street which serves five intellectually/developmentally disabled adults and the Sampson County Alumni Association manages a Senior Citizen Housing Complex (8 multi-family apartments) on McKoy Street.

Table 7. Supportive Housing Units in Clinton

Name/Location	Total # Units	Unit Breakdown by Bedroom Size		Target Population
* Eastover Terrace, Morissey Blvd.	35	1-BR 4 2-BR 16	3-BR 11 4-BR 4	Low-income
* Sampson Homes, McKoy Street	35	1-BR 6 2-BR 14	3-BR 9 4-BR 6	Low-income
* Dogwood Circle, Dogwood Circle	70	1-BR 8 2-BR 22	3-BR 32 4-BR 8	Low-income
* Myron Butler Court, Warsaw Highway	30	0-BR 10 1-BR 18	2-BR 2	Elderly
** Coharie Village Apartments, Royal Lane	20	3-BR 14	4-BR 6	Low-income Indian housing; HUD-funded
*** Royal Lane Apartments, Royal Lane	60	1-BR 8 2-BR 32	3-BR 16 4-BR 4	Income-based (Section 8 assisted); elderly
*** Lisbon Square Apartments, Lisbon Street	34	1-BR 34		Section 8 assisted, elderly and/or disabled

Source: * Eastern Carolina Housing Authority; ** NC Indian Housing, Clinton, NC; *** section8housinglist.info website (facilities managed by Westminster Company [Royal Lane] and Pendergraph Management [Lisbon Square]).

C. Economy

1. Employment

Since 2003, Sampson County has maintained unemployment rates lower than those for the state. While the differences were relatively minor from 2003 to 2007, the difference increased to over 8% during the 2008-2011 economic downturn (see Table 8). The lower unemployment rates for Sampson County reflect the quality and stability of the county’s employers. Quality manufacturing and agriculture were largely responsible.

Table 8. Unemployment in North Carolina and Sampson County, 2003 to 2013

Year	Sampson County	North Carolina
2003	5.8	6.5
2004	4.9	5.5
2005	4.9	5.3
2006	4.6	4.8
2007	4.0	4.7
2008	5.5	6.2
2009	8.6	10.8
2010	8.9	10.6
2011	8.7	10.1
2012	8.6	9.5
2013 (through August)	8.6	9.1

Source: NC Employment Security Commission.

2. Income

From 1990 through 2010, Clinton lagged behind the state and the southeast region in both average and median income. In 1990, Clinton’s average income was 67.5% of the state’s average. By 2010, the difference had decreased;

Clinton’s average income was 81% of the state’s income. The gap between the city and state median incomes also diminished with the city’s increasing from 65.1% of the state’s in 1990, to 69.7% in 2010. Both the city and state income levels were lower than those for the nation as a whole. See Table 9, page 3-13.

3. Poverty

Clinton’s median income levels by family size are provided in Table 10, page 3-13. According to the 2010 Census, 2,168 people, or 25.1% of the city’s population, live below the poverty line. Of those, 743, or 34.3%, were under the age of 18. In addition, 416, or 19.2% of those below the poverty line, were 65 years old or older. By comparison, 15.5% of the state’s population live below the poverty line.

4. Labor Force

Table 11, page 3-14 provides the 1990 to 2010 City of Clinton Employment by Industry percentages. The city’s employed labor force aged 16 years and over increased from 3,355 in 1990 to 3,589 in 2009. In 2009, the city’s largest employment category was Educational Services, Healthcare, and Social Assistance followed by Manufacturing and Retail Trade. In many eastern North Carolina jurisdictions, Educational Services, Healthcare, and Social Assistance is the major employment category. A significant deviation from the eastern North Carolina norm is that Manufacturing is the second largest employment category. A second significant departure from many municipalities with populations over 5,000 is that 228 or 6.4% of Clinton’s employed work in the Agriculture, Forestry, Fishing & Hunting, and Mining category.

Table 9. Average Household and Median Household Income, 1990 to 2010

Year	Clinton Corporate Limit	Clinton ETJ*	Sampson County	Southeast Commission*	North Carolina	United States
AVERAGE HOUSEHOLD INCOME						
1990	\$25,801	N/A	\$25,130	N/A	\$38,246	\$44,740
2000	\$41,831	\$47,770	\$41,404	\$44,431	\$51,224	\$56,644
2010	\$51,367	\$60,232	\$49,431	\$52,371	\$63,350	\$73,458
MEDIAN HOUSEHOLD INCOME						
1990	\$17,392	N/A	\$19,709	N/A	\$26,686	\$30,098
2000	\$25,904	\$32,775	\$31,793	\$34,697	\$39,184	\$41,994
2010	\$30,500	\$37,618	\$36,832	\$39,413	\$43,754	\$50,221

*Estimates.

Source: US Census and Applied Geographic Solution, Inc.

Table 10. Median Family Income (MFI) by Family Size – Sampson County 2012 MFI: \$47,100

Family Size	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person	7 Person	8 Person
Extremely Low-Income (30% of median)	\$10,550	\$12,050	\$13,550	\$15,050	\$16,300	\$17,500	\$18,700	\$19,900
Very Low-Income (50% of median)	\$17,600	\$20,100	\$22,600	\$25,100	\$27,150	\$29,150	\$31,150	\$33,150
Low-Income (80% of median)	\$28,150	\$32,150	\$36,150	\$40,150	\$43,400	\$46,600	\$49,800	\$53,000

Source: US Department of HUD.

Table 11. Employment by Industry

Industry	Sampson County						Clinton*					
	1990		2000		2009		1990		2000		2009	
	Estimate	%	Estimate	%	Estimate	%	Estimate	%	Estimate	%	Estimate	%
Civilian Employed Population 16 Years and Over	21789	100%	26472	100%	27263	100%	3355	100%	3106	100%	3589	100%
Agriculture, Forestry, Fishing & Hunting, and Mining	2401	11.0%	3239	12.2%	3138	11.5%	117	3.5%	193	6.2%	228	6.4%
Construction	1611	7.4%	1790	6.8%	2143	7.9%	222	6.6%	133	4.3%	139	3.9%
Manufacturing	6356	29.2%	5752	21.7%	4304	15.8%	899	26.8%	450	14.5%	553	15.4%
Wholesale Trade	1104	5.1%	948	3.6%	811	3.0%	178	5.3%	125	4.0%	68	1.9%
Retail Trade	3230	14.8%	3306	12.5%	3365	12.3%	595	17.7%	386	12.4%	406	11.3%
Transportation and Warehousing, and Utilities	1021	4.7%	861	3.3%	1160	4.3%	132	3.9%	65	2.1%	152	4.2%
Information	--	--	451	1.7%	368	1.3%	--	--	87	2.8%	45	1.3%
Finance & Insurance, Real Estate and Rental & Leasing	524	2.4%	797	3.0%	816	3.0%	167	5.0%	144	4.6%	131	3.7%
Professional, Scientific, and Management, and Administrative and Waste Management Services	--	--	1026	3.9%	1107	4.1%	--	--	198	6.4%	154	4.3%
Educational Services, Healthcare, and Social Assistance	2709	12.4%	4815	18.2%	5929	21.7%	573	17.1%	851	27.4%	1080	30.1%
Arts, Entertainment, & Recreation, and Accommodations & Food Services	1224	5.6%	1252	4.7%	1481	5.4%	254	7.6%	179	5.8%	179	5.0%
Other Services, Except Public Administration	670	3.1%	1158	4.4%	1472	5.4%	90	2.7%	121	3.9%	183	5.1%
Public Administration	939	4.3%	1077	4.1%	1169	4.3%	128	3.8%	174	5.6%	271	7.6%

*The Clinton employment totals are included in the Sampson County totals.
Source: US Census.

5. Leading Employers

Table 12 provides the City of Clinton’s Top Ten Employers. The distribution of employment within the top ten employers is generally representative of the city’s employment distribution by employment category.

Table 12. Top Ten Employers

Employer	# of Employees Range*
Smithfield Foods, Inc.	1,000+
Sampson Regional Medical Center	500-999
Clinton City Schools	500-999
Wal-Mart Associates, Inc.	250-499
Sampson Technical Institute	250-499
Piggly-Wiggly **	100-249
Sampson-Bladen Oil Company	100-249
City of Clinton	100-249
Dubose Strapping, Inc.	100-249
Quality Equipment, LLC	100-249

*Because of confidentiality protection, exact employment numbers are not provided.

**3 of the Piggly Wiggly stores are located in Clinton; 2 are located outside of Clinton.

Source: Clinton-Sampson Chamber of Commerce.

6. Educational Attainment

Table 13 provides 2010 educational attainment for Clinton, Sampson County, and North Carolina for population 25 years old or older. Within Clinton, 27.4% of the population had attained a high school diploma, compared to 34.0% for Sampson County and 27.7% for North Carolina. Approximately 14.8% of the city’s population had achieved a Bachelor’s Degree, compared to 9.1% in Sampson County and 17.7% for the state. Thus, Clinton is equal to or ahead of the North Carolina attainment levels. This circumstance is abnormal for many rural areas of North Carolina.

Table 13. Educational Attachment, 2010

	City of Clinton		Sampson County		North Carolina	
Population 25 years and over	5,955	100.0%	41906	100.0%	6,229,136	100.0%
Less than 9 th grade	498	8.4%	4,309	10.3%	372,091	6.0%
9 th to 12 th grade - no diploma	735	12.3%	6,248	14.9%	618,544	9.9%
High School Graduate (includes equivalency)	1,631	27.4%	14,262	34.0%	1,725,752	27.7%
Some College, no degree	1,326	22.3%	8,373	20.0%	1,330,839	21.4%
Associate’s Degree	413	6.9%	3,424	8.2%	529,121	8.5%
Bachelor’s Degree	883	14.8%	3,814	9.1%	1,099,631	17.7%
Graduate or Professional Degree	469	7.9%	1,476	3.5%	553,158	8.9%

Source: US Census.

7. Travel Time

Table 14 provides travel time to work data from the 2010 Census. In 2010, 81% of the Clinton population traveled less than 30 minutes to work, while 72% of the ETJ workforce traveled less than 30 minutes to work. For comparison, 70% of the North Carolina workforce traveled less than 30 minutes to work. However, the travel time for the workforce in the city limit and ETJ were 12.4 and 14.9, respectively. Both were below the state’s average travel time of 21.2. The relatively low Clinton area travel times reflect good local employment and exceptionally good regional access.

Figure 3 shows commuting patterns between Sampson County and the adjacent counties. Labor force analyses have found that Sampson County employers draw workers from inside the county, as well as from neighboring Bladen, Cumberland, Duplin, Harnett, Johnston, Pender, and Wayne counties.

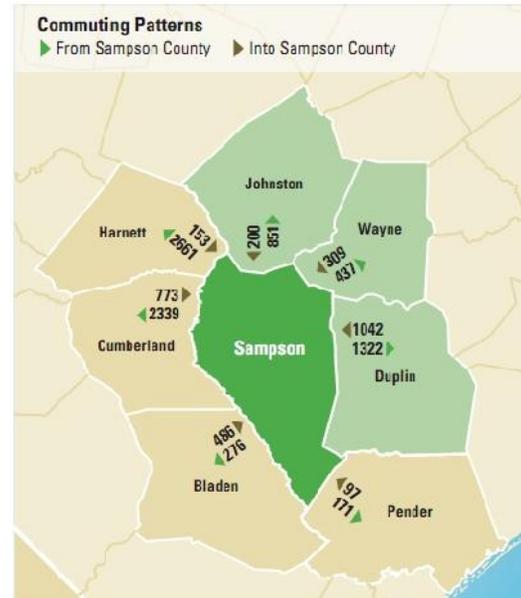


Figure 3. Commuting Patterns Source: Sampson County Economic Development Commission.

The region enjoys population and workforce growth that is a positive indicator of future economic success. US Census Bureau projections for the eight-county region estimate that its population will near 962,000 residents by 2013. The number of those engaged in the workforce is also growing. In March 2009, there were nearly 406,000 participants in the region’s workforce, an increase of 12.8% since 2000.

Table 14. 2010 Population by Travel Time to Work

	Clinton		ETJ*		North Carolina	
	Number	%	Number	%	Number	%
Less than 5 minutes	285	9%	61	7%	123,205	3%
5 to 9 minutes	932	29%	185	20%	387,428	10%
10 to 14 minutes	795	25%	218	24%	613,078	16%
15 to 19 minutes	305	10%	117	13%	687,490	17%
20 to 24 minutes	170	5%	56	6%	656,170	17%
25 to 29 minutes	93	3%	22	2%	259,917	7%
30 to 34 minutes	120	4%	86	9%	529,431	13%
35 to 39 minutes	43	1%	27	3%	113,705	3%
40 to 44 minutes	82	3%	31	3%	116,458	3%
45 to 59 minutes	223	7%	35	4%	250,909	6%
60 to 89 minutes	117	4%	66	7%	140,221	4%
90 or more minutes	39	1%	13	1%	66,507	2%
Average Travel Time in Minutes	12.4		14.9		21.2	

*Estimates

Source: 2000 US Census and Applied Geographic Solutions, Inc.

8. Local Economic Factors

a. Agriculture

Agriculture has been a founding economic factor throughout Sampson County and Clinton's histories. The original Scotch-Irish settlers were drawn to the Sampson County area by rich farmland and good rivers. Of the county's 604,599 acres, in 2012, 225,000 acres were pasture land and 300,000 acres were forest land. This acreage comprised 87% of the county. A total of 321,454 acres were included in 1,203 farms at an average of 267 acres per farm.

In 2012, Sampson County ranked in the top 10 in the state for production of the following agricultural commodities:

- Tobacco, Turkeys, Fruits and Vegetables (1)
- Swine, Sweet Potatoes, and Hay (2)
- Soybeans Industry (4)
- Cattle and Wheat (5)
- Cotton (7)
- Eggs (8)
- Broilers (Chickens) (10)

The following are examples of the agricultural economic contributions to Sampson County and Clinton:

Total - \$1,050,974,589
Livestock - \$835,627,000
Poultry - \$30,900,000
Field Crops - \$198,283,000
Fruits & Vegetables - \$86,652,000



Photo Courtesy of Sampson County Economic Development Commission

b. Metal Working

Within the manufacturing category, metal working has been a significant contributor to the Clinton/Sampson economy. Thirteen metal working companies, including two Schindler Group facilities, collectively employ 1,100 people in Sampson County. Within a one-hour radius the number employed in this industry almost quadruples to 4,200. As a result, a number of top-flight training programs exist at Sampson Community College and other surrounding sister institutions of the North Carolina Community College system. These workforce development programs are customized to address specific job skill requirements and offered at no cost.

The metal working industries within Clinton's jurisdiction include: Dubose Strapping, Inc., Schindler Elevator, Steel Technologies, Inc., and Aludisc, LLC.

c. Military Presence

The US military’s Base Realignment Closure (BRAC 2005) program is resulting in major expansions at Fort Bragg and five other area military bases, which in turn is creating unprecedented opportunity in the defense and homeland security industries. The All American Defense Corridor is a partnership among 11 counties (including Sampson County) created to support the growth of defense-related businesses in the region.

Clinton/Sampson County’s military location access advantages include:

- 60 miles to RTP
- 27 miles to Fort Bragg
- 20 miles to Seymour Johnson AFB
- 56 miles to Camp Lejeune
- 60 miles to RDU Airport
- 75 miles to Sunny Point Military Ocean Terminal
- 55 miles to Wilmington Deepwater Port
- 33 miles to I-40/I-95 intersection via I-40

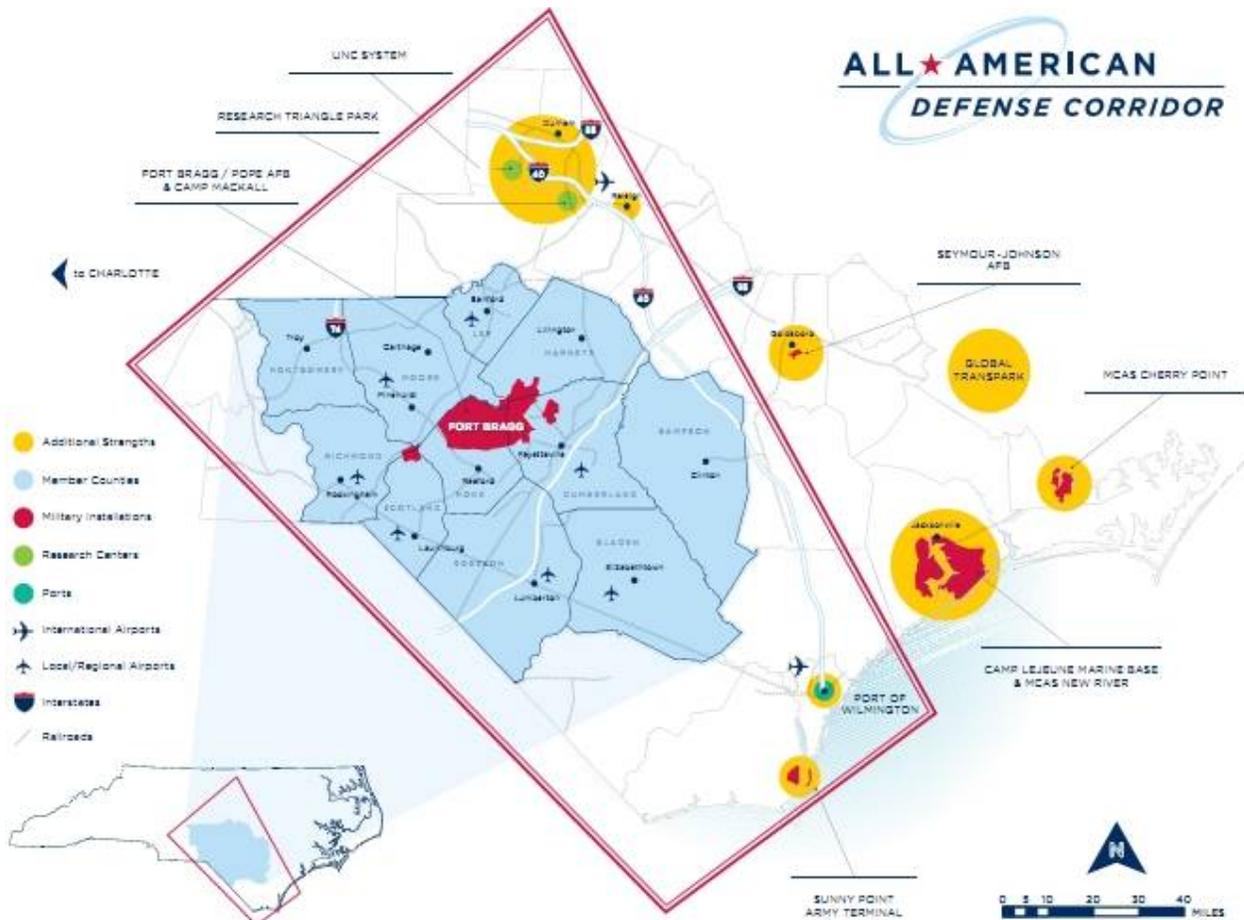


Figure 4. All American Defense Corridor Source: Robeson County OED.

d. Industrial Sites

There are two prime industrial site areas within Clinton’s planning jurisdiction: the existing industrial park on Industrial Drive; and an area southeast of Railroad Street-NC Hwy. 24 (see Figure 5). The NC 24 site offers potential for development into a rail industrial park concept. Development of this concept is being coordinated by the Sampson County Economic Development Commission with the city.

The properties identified are not under option to the Sampson County Economic Development Commission; however, they are being marketed by the commission in cooperation with the property owners. While this area offers competitive opportunities, additional committed industrial sites are needed within Clinton’s planning jurisdiction. In particular, sites would provide desirable locations in the vicinity of Clinton High School and Faircloth Expressway.

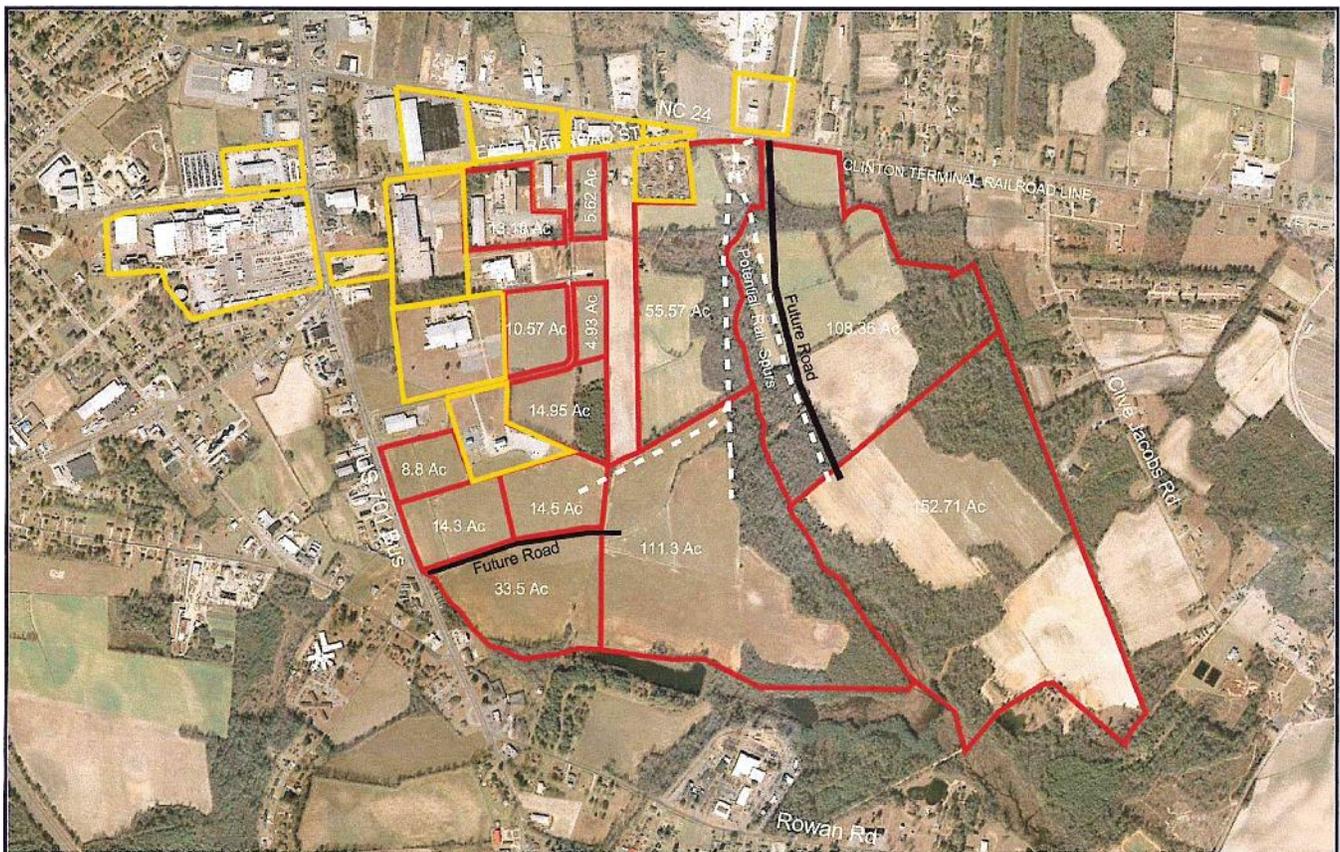


Figure 5. Rail Industrial Park Concept Source: Sampson County Economic Development Commission.

D. Clinton: Today's Profile Summary

Population

- North Carolina's Southeast Region experienced a 37.4% population increase from 1990 to 2010, compared to 43.9% for the State.
- The population of Clinton's corporate limits increased 5.3% from 1990 to 2010.
- From 1990 to 2010, Clinton's households increased by only 2.2%, while the ETJ households increased 32.7%.
- The Southeast Region's population increase has been concentrated along the coast and around Fayetteville and Cumberland County.
- From 1990 to 2010, the city's percentage of Black population experienced a slight decline.

Housing

- Median housing values within the city surpassed those in the ETJ from 2000 to 2010.
- In 2010, only 15.3% of the city's dwellings were valued at less than \$50,000.
- From 1990 to 2010, Clinton's total dwelling unit inventory grew by only 4.3%, compared to 25% for the State.
- In 2010, 71% of the city's dwelling unit inventory was 30 years old or older.
- Based on the 2010 Census, approximately 34.4% of homeowners and 54.4% of renters had a housing cost burden exceeding 30% of their household income.

Economy

- Sampson County has, since 2003, generally experienced lower unemployment rates than the State.
- Clinton's household and median income levels have lagged behind those of the Southeast Region, Sampson County, and the State.
- 25.1% of Clinton's 2010 population was below the poverty line compared to 15.5% for the State.
- Clinton has a diverse labor force with the largest employment groups being educational/social services, manufacturing, retail trade, public administration, and agriculture.
- Clinton generally equals the State-wide levels of educational attainment, somewhat normal for many rural eastern North Carolina communities.
- Clinton's travel time to place of employment is generally less than that of the State.
- Agriculture is a primary foundation for the Clinton economy.
- Metal working is a significant contributor to the Clinton economy.
- Clinton's location in the All American Defense Corridor offers economic development opportunities.
- While Clinton has available desirable industrial sites, additional committed sites are needed.

Section 4. Environment/Existing Conditions

"We make the world we live in and shape our own environment."
-Orison Swett Marden

A. Environmental Factors

1. **Physiography, Relief, and Drainage**

Sampson County is located in the Coastal Plain physiographic province. The elevation ranges from 20 feet above sea level in the southwestern corner to 210 feet above sea level in the northern and northwestern parts of the county. The elevation within Clinton's planning jurisdiction ranges from 85 to 170 feet above sea level. The city's land surface is mostly level to gently sloping but includes some side slopes along the dissected, shallow streams. The area is made up of sedimentary soils.

Most of Sampson County and all of Clinton is in the Cape Fear River Basin. The drainage is southward into the Black River. The water in the Goshen Swamp watershed flows eastward into the Neuse River Basin. The flat or slightly depressional areas are generally swampy, and many creeks and rivers encircle the swamps. Large bays and pocosins are in the southern tip and in the northwestern part of the county.

Flooding in low-lying areas is common throughout the county. The principal floodplains border the South and Black Rivers and Little Coharie Creek, Great Coharie Creek, Six Runs Creek, Turkey Creek, and Stewart Creek.

2. Natural Resources

The principal natural resources in Sampson County are a reasonable abundance of surface water, an excellent subsurface water supply, soils capable of producing a variety of crops, timber, an excellent climate, adequate rainfall, and favorable topography. Some clay deposits in the county are used for the manufacture of bricks.

3. Surface Waters



Dollar Branch Photo Courtesy of HCP, Inc.

Map 3 delineates the surface waters located within the city’s planning jurisdiction. All surface waters are classified as C, Secondary Freshwater Recreation by the North Carolina Department of Environment and Natural Resources.

Water classifications are defined as designations applied to surface water bodies, such as streams, rivers, and lakes, which define the best uses to be protected within these waters (for example, swimming, fishing, drinking water supply) and carry with them an associated set of water quality standards to protect those uses. Surface water classifications are one tool that state and federal agencies use to manage and protect all streams, rivers, lakes, and other surface waters in North Carolina. Classifications and their associated protection rules may be designed to protect

water quality, fish and wildlife, the free flowing nature of a stream or river, or other special characteristics. Each classification has associated standards that are used to determine if the designated uses are being protected. Class C waters are considered fishable/swimmable waters.

4. Flood Hazard Areas

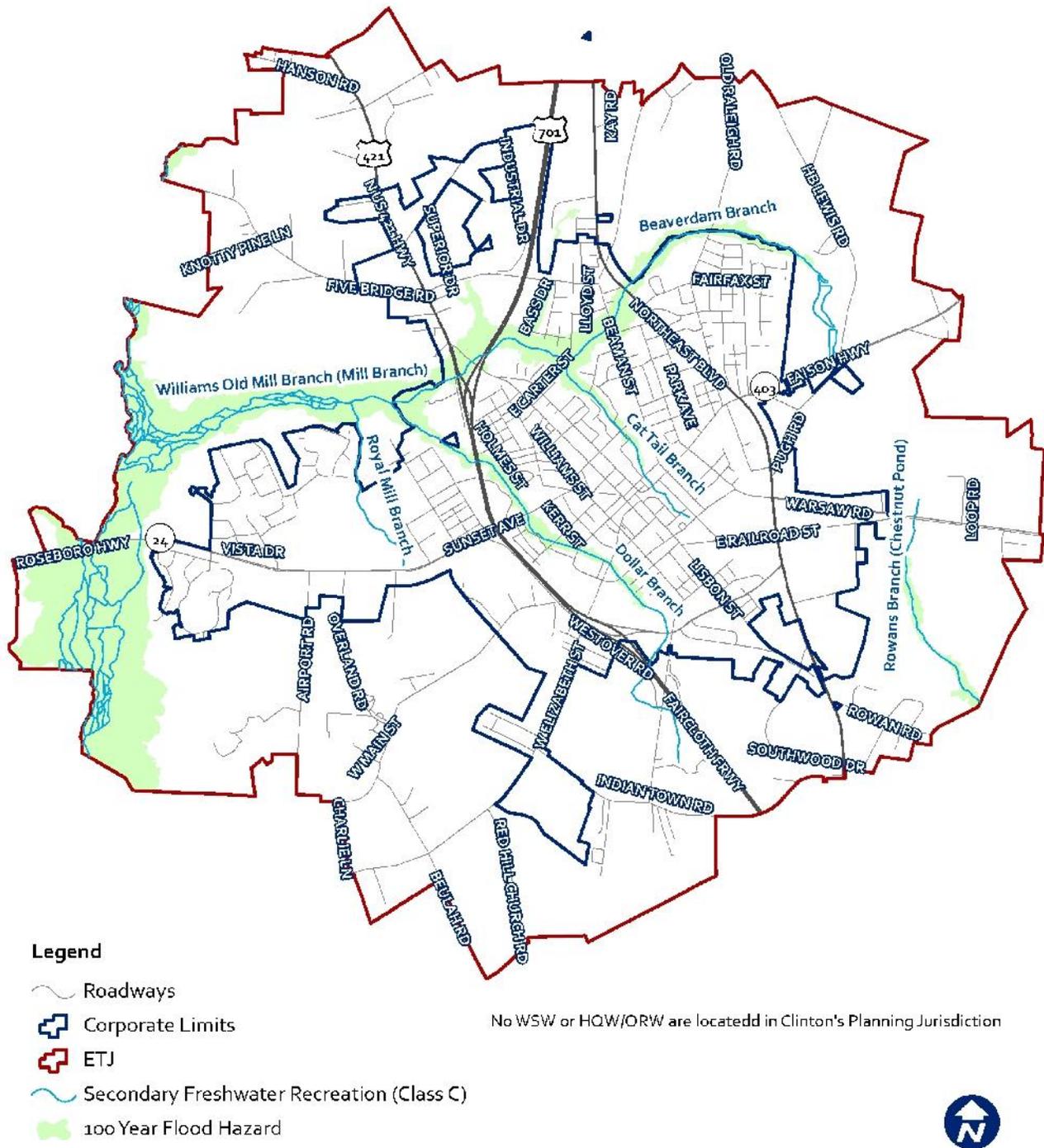
A small portion of the City of Clinton planning area is impacted by flood hazard areas. However, development within these areas is limited. The following table presents a summary of land area within the city’s planning jurisdiction that falls within the AE flood zone. All of the city’s flood hazard areas fall within this zone. Zone AE is the flood insurance rate zone that corresponds to the 1-percent annual chance floodplains that are determined in the Flood Insurance Study by detailed methods of analysis. In most instances, Base Flood Elevations derived from the detailed hydraulic analyses are shown at selected intervals within this zone. Mandatory flood insurance purchase requirements apply. Map 3 delineates the city’s flood hazard areas. Only 6.4% of the city’s area and 10.5% of the ETJ are in flood hazard areas.

Table 15. Flood Hazard Areas

Jurisdiction	Acres	% of Total Acreage
City Limit	309.52	6.44%
ETJ	954.75	10.51%
Total	1,264.27	9.10%

Source: Federal Emergency Management Agency.

Map 3: Surface Waters / Flood Hazard



5. Prime Farmland & Hydric Soils

The preservation of prime farmland is important to Sampson County's agricultural interest and the city's economy. Prime farmland is one of several kinds of important farmland defined by the US Department of Agriculture. It is of major importance in meeting the nation's short- and long-range needs for food and fiber. Because the supply of high-quality farmland is limited, the US Department of Agriculture recognizes that responsible levels of government, as well as individuals, should encourage and facilitate the wise use of the nation's prime farmland.



Horses Grazing Photo Courtesy of HCP, Inc.

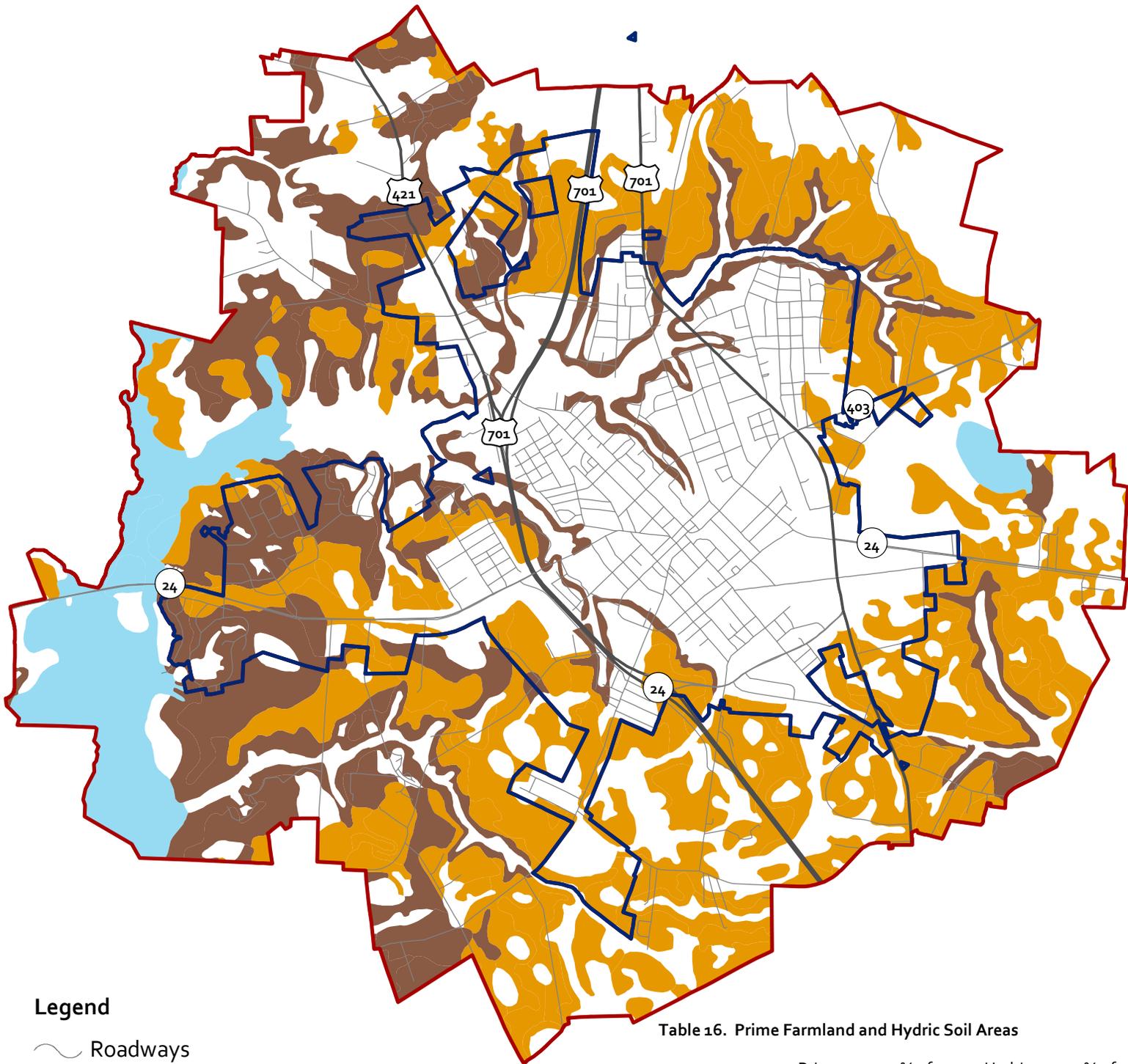
Prime farmland, as defined by the US Department of Agriculture, is land that has the best combination of physical and chemical characteristics for producing food, feed, forage, fiber, and oilseed crops and is available for these uses. It could be cultivated land, pastureland, forest land, or other land, but it is not urban or built-up land or water areas. The soil qualities, growing season, and moisture

supply are factors needed for the soil to economically produce sustained high yields of crops when proper management techniques, including water management and acceptable farming methods, are applied. These soils are also the soil best suited for development.

Generally, prime farmland has an adequate and dependable supply of moisture from precipitation or irrigation, a favorable temperature and growing season, acceptable levels of acidity or alkalinity, an acceptable salt and sodium content, and few or no rocks. Prime farmland is permeable to water and air. It is not excessively erodible or saturated with water for long periods, and it is either not frequently flooded during the growing season or is protected from flooding. The prime farmland areas within the city's planning jurisdiction are delineated on Map 4. There are approximately 6,794 acres of prime farmland in the city's planning jurisdiction (see Table 16).

Hydric soils, as defined by the US Department of Agriculture, are soils that are wet frequently enough to periodically produce anaerobic conditions, thereby influencing the species composition or growth, or both, of plants on those soils. Hydric soils may or may not be subject to 404 wetlands regulations (see Wetlands discussion, page 4-6). Map 4 delineates hydric soils in the city's planning jurisdiction. There are approximately 818 acres of hydric soils in the city's planning area (see Table 16).

Map 4: Prime Farmland & Hydric Soils



Legend

-  Roadways
-  Corporate Limits
-  ETJ
-  Hydric Soils (Very Poorly Drained)
-  All Areas are Prime Farmland
-  Farmland of Statewide Importance



Table 16. Prime Farmland and Hydric Soil Areas

Jurisdiction	Prime Farmland (acres)	% of Total Acreage	Hydric Soils (acres)	% of Total Acreage
City Limit	1,759.97	36.63%	0.06	0.00%
ETJ	5,034.67	55.43%	828.58	9.12%
Total	6,794.64	48.93%	818.64	5.89%

Source: Natural Resources Conservation Service.

6. Wetlands

Wetlands is a generic term for all the different kinds of wet habitats where the land is wet for some period of time each year but not necessarily permanently wet. Many wetlands occur in areas where surface water collects or where underground water discharges to the surface, making the area wet for extended periods of time. The Federal Clean Water Act defines wetlands as “areas that are inundated or saturated by surface or groundwater at a frequency and duration sufficient to support, and that under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil conditions. Wetlands generally include swamps, bogs, and similar areas.”

Wetlands have both upland and aquatic characteristics, and thus they often have richer flora and fauna than other environments. In practice, wetlands are hard to define, precisely because they are transition zones. It is important to recognize that an area does not have to be wet all year long to be considered a wetland – as few as two or three consecutive weeks of wetness a year is all it takes for this determination to be made.

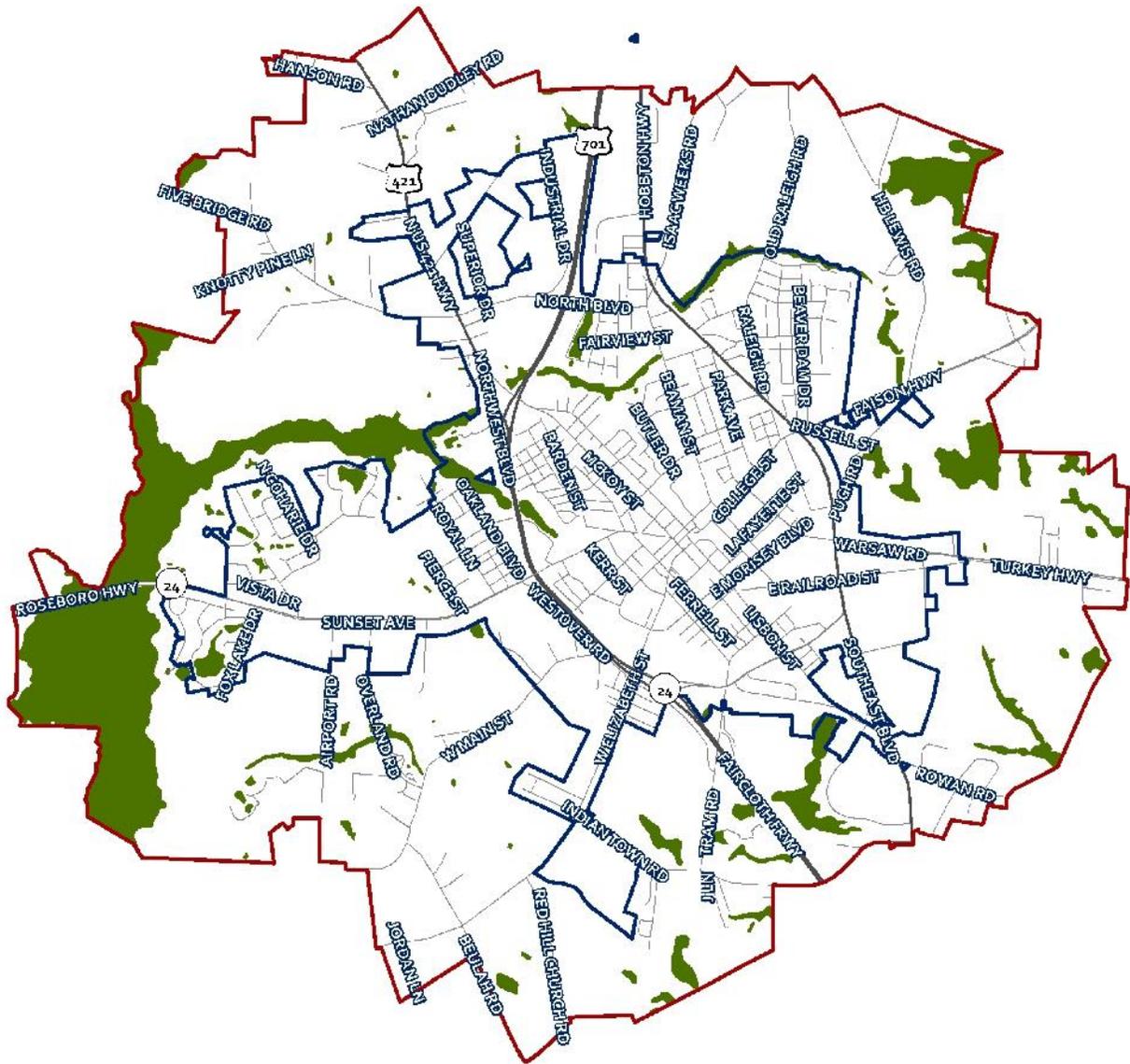
Section 404 of the Clean Water Act establishes a program to regulate the discharge of dredged and fill material into waters of the United States, including wetlands. Activities in waters of the United States that are regulated under this program include fill for development, water resource projects (such as dams and levees), infrastructure development (such as highways and airports), and conversion of wetlands to uplands for farming and forestry. The basis premise of the program is that no discharge of dredged or fill material can be permitted if a practicable alternative exists that is less damaging to the aquatic environment or if the nation’s waters would be significantly degraded. Map 5 delineates the 1,302.43 acres of wetland areas within the city’s planning jurisdiction. These areas comprise only 9.3% of the city’s planning jurisdiction.

Table 17. Wetlands

Jurisdiction	Acres	% of Total Acreage
City Limit	132.67	2.76%
ETJ	1,169.76	12.88%
Total	1,302.43	9.38%

Source: National Wetlands Inventory.

Map 5: Wetlands



- Legend**
- ~ Roadways
 - ▣ Corporate Limits
 - ▣ ETJ
 - Wetlands



7. Natural Heritage Areas

The North Carolina Natural Heritage Program maintains the state’s list of significant “Natural Heritage Areas” (NHA) as required by the Nature Preserves Act (NCGS Chapter 113A-164 of Article 9A). The list is based on the program’s inventory of the natural diversity in the state. Natural areas (sites) are evaluated on the basis of the occurrences of rare plant and animal species, rare or high quality natural communities, and geologic features. The global and statewide rarity of these elements and the quality of their occurrence at a site relative to other occurrences determine a site’s significance rating.

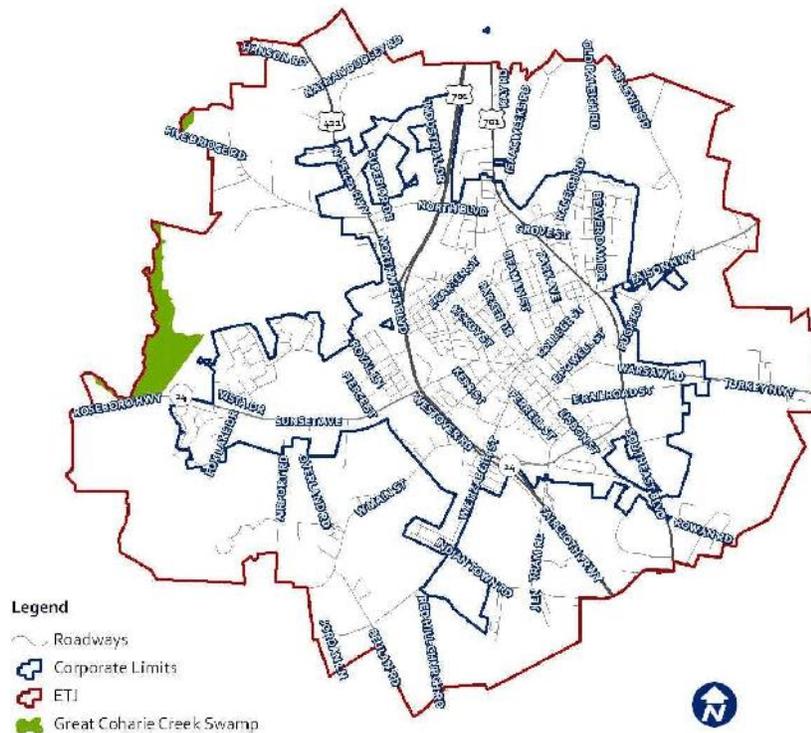
The approximate location of the city’s only natural heritage area, Great Coharie Creek Swamp, is provided on Map 6. Designation as an NHA does not mean that public access exists or is appropriate. Permission of the landowners is recommended in all cases. Identification as an NHA does not confer protection to the site, nor does it give it regulatory status.

Table 18. Natural Heritage Areas

Jurisdiction	Acres	% of Total Acreage
City Limit	0.0	0.00%
ETJ	182.30	2.01%
Total	182.30	1.31%

Source: NC Dept. of Environment & Natural Resources.

Map 6: Significant Natural Heritage Areas



B. Community Facilities

1. Law Enforcement

The Clinton Police Department provides law enforcement to the City of Clinton. The agency is headquartered at 222 Lisbon Street next to the downtown area. The Department is nationally accredited through CALEA, the Commission for Accreditation for Law Enforcement Agencies. Police staffing consists of twenty-nine (29) sworn officers and four (4) full-time civilian personnel. The Police Department responds to an average of 16,800 calls for service a year. The Department is organized into three sections: Operations, Services, and Administration. The following provides a summary of the services offered by the Police Department:

Patrol Operations.

The uniform patrol section is made up of four squads with each squad assigned a sergeant and three patrol officers. Each officer is assigned a marked police vehicle equipped with an in-car computer and video system. They are the first responders for most citizen calls for service.

School Resource Officers (SRO).

Clinton Police, Clinton City Schools, and Sampson Community College have partnered to assign a uniform officer at the high school, middle school, and community college. SRO duties include enforcement, traffic control, counseling, and instruction.

K-9 Program.

The Clinton Police Department formed its first K-9 team in 2005. The program has increased the Department's effectiveness in the detection and prevention of crime. There are currently three K-9 teams that specialize in evidence searches and tracking.



Photo Courtesy of the Clinton Police Department

Investigations.

The criminal investigation section has a sergeant and two investigators assigned to the unit. Their duties include follow-up investigations for felony complaints. This unit also oversees all evidence and property taken in by the Department.

Neighborhood Improvement Team.

This team is a multi-functional investigative group that deals with quality of life issues that affect neighborhoods. The public easily recognizes the team by their unique uniforms. The team investigates nuisance residence/businesses, zoning problems, drug complaints, and supplements uniform patrol activities.

Housing.

This service is a partnership with Eastern Carolina Regional Housing Authority to promote community policing in the public housing area. The housing officer, who is part of the Neighborhood Improvement Team,

works closely with residents and management in addressing crime and quality of life issues.

Animal Control.

The Clinton Police Department has a civilian animal control officer that enforces law and ordinances involving animals in the city limits. This officer is responsible for investigating animal cruelty, rabid animals, and animal bites. Other responsibilities include enforcing the leash law, capturing stray animals, and picking up unwanted or lost animals.

Records.

The civilian support is the custodian of police records. They provide copies of police and accident reports to the general public. The staff processes all parade permits, taxi permits, and precious metal licenses.

Internal Affairs.

The Police Department has established an internal affairs office to provide a comprehensive and fair process for the citizens to address concerns about the police department. This process enhances public confidence in police services. The Assistant Chief of Police oversees this section.

The Police Department has a number of strengths, including dedicated officers and civilian employees, a strong working relationship with the school system, strong community involvement, and adherence to best police practices through national accreditation. The Department acknowledges the following deficiencies: budget constraints, infrastructure, and recruitment.

2. Fire Protection

The City of Clinton currently has a fire rating of 5 within the corporate limits and a Class 6 in the five-miles fire district which surrounds the City of Clinton. The ratings are based on a 2002 evaluation conducted by the North Carolina Office of the State Fire Marshal (OSFM). Another evaluation is expected in 2014. In North Carolina, the OSFM inspects all cities of 100,000 population or less. The rating is based on the National Insurance Services Office (ISO) scale of one to ten. Class 1 generally represents superior property fire protection and Class 10 indicates that the area's fire suppression program does not meet ISO's minimum criteria.

The city maintains a staffing schedule of six (6) personnel from 7 am to 6 pm and seven (7) personnel from 6 pm to 7 am. The total full-time staff consists of one fire chief, four captains, three lieutenants, and seven firefighters. The full-time staff is supplemented with eighteen part-time firefighters.

The city operates two fire stations. These stations are staffed 24 hours per day, seven days a week to ensure a timely response when dispatched. The main fire station is located at 222 Wall Street. The building was originally constructed for a power company and later transformed into a fire station, with the addition of a four bay garage to house fire apparatus. The primary commercial fire district is rated to 1.5 miles in proximity to the Wall Street Station. The station houses an engine, ladder truck, rescue truck, and brush truck.

The second station is located at 1000 Beaman Street. This station is the smaller of the two facilities and only houses one engine and a rescue support vehicle. Responses from this station provide additional resources and personnel within the city when an emergency occurs and also responds to the fire district when needed.



Beaman Street Station Photo Courtesy of the Clinton Fire Department

In 2013, the Fire Department maintained the following apparatus:

- Two (2) fire engines; each with 1,250 gpm pumps and carry 1,000 gallons of water
- One (1) ladder truck; with a 1,500 gpm pump and carries 500 gallons of water
- One (1) rescue truck; with a 1,250 gpm pump and carries 500 gallons of water and 50 gallons of Class B foam
- One (1) brush truck; with a 250 gpm pump and carries 250 gallons of water and 30 gallons of Class A foam
- One (1) rescue truck that carries equipment for vehicle extractions and firefighting; with a 1,250 gpm pump and carries 500 gallons of water
- One (1) rescue support vehicle that carries equipment for technical rescues, including confined space, trench rescue, structural collapse, and rope rescue

3. Sewer/Water Services

The city maintains approximately 91 miles of wastewater collection lines with 14 lift stations, 1,612 manholes, and approximately 3,255 connections. The Collection System is staffed by ten (10) full-time personnel, led by the city's state-certified Utility Superintendent. The Collection System staff is responsible for the routine inspection, maintenance and cleaning, as well as repair and upgrading of the collection lines, manholes, and connections. The lift stations are maintained by the Wastewater Treatment Plant staff.

The collection system discharges to the Norman H. Larkins Wastewater Treatment Plant. The treatment plant is staffed by six (6) full-time Wastewater Operators, a Certified Maintenance Technologist, a Certified Laboratory Analyst, the Chief Wastewater Operator, the Environmental Programs Manager/Laboratory Supervisor, and the Wastewater Treatment Manager. All treatment plant personnel are currently state certified in Biological Wastewater Operations. The plant is permitted by the state to treat five (5) million gallons of wastewater per day by tertiary biological methods. Following mechanical separation of solids and biological treatment, the treated wastewater is filtered, disinfected, and returned to the Williams Old Mill Branch which enters the Great Coharie Creek of the Cape Fear River Basin. Wasted biosolids are aerobically digested and recycled through a land application program which is managed per North Carolina and EPA regulations.

Clinton 2035 Comprehensive Plan

The incoming wastewater (influent), in-process water and biosolids, and outgoing water (effluent) and biosolids are sampled and analyzed daily to ensure the treatment processes are successful and that the water and biosolids adhere to state and federal standards. Much of this testing is completed utilizing the onsite state-certified Norman H. Larkins Wastewater Laboratory. Additional weekly, monthly, and quarterly testing is performed by a state-certified contract laboratory to ensure our streams and rivers are protected and our public health is preserved. The City is also a member of the Lower Cape Fear River Basin Association, which conducts routine monitoring of our local “waters of the state,” and provides the data to the NC Department of Environment and Natural Resources (NCDENR), Division of Water Resources.

During the calendar year of 2013, the Norman H. Larkins WWTP treated approximately 955 million gallons of wastewater. The plant and its associated laboratory facility underwent routine inspection by NCDENR on September 5, 2013. Both were found to be compliant with all applicable state and federal regulations.



Norman H. Larkins Wastewater Treatment Plant *Photo Courtesy of the City of Clinton*

All property within the City of Clinton corporate limits are provided or can be provided central water and/or sewer service.

The City of Clinton water system is managed and maintained by State Certified Operators. The City of Clinton system, on average, draws and delivers approximately 1.6 million gallons of water each day to its customers. This water is supplied by 10 wells located primarily to the south and east of the city and stored in five (5) elevated storage tanks. The city system is capable of providing a system inflow of 3,150 gallons per minute from the source as well as maintaining a mass storage of 1,575,000 gallons in storage. These are key components for the city’s excellent fire protection rating of 5.

The city’s well site locations are a combination of six (6) deep and four (4) shallow wells. A deep well is one that draws water from Upper Cape Fear Aquifer at a depth of 300-500 feet deep while the shallow wells target the Black River Aquifer at the 200-300 feet depth. In general, the deeper aquifer has a much higher yield and a significantly better water product. In January 2001, Well Field East was placed on line and produces a supply of approximately 1,500,000 gallons per day to the city’s system. This location is unique to the city as it incorporates the first iron and manganese removal system. The product of this investment is water with near zero iron concentration.

Testing of the city water supply is constantly ongoing seven days a week. On any given day, a minimum of fifteen (15) analytical tests are

conducted on five critical parameters. In addition, there are monthly, quarterly, and annual testing requirements.

The following table provides the 2012 NCDENR Water Assessment Program (SWAP) results for the city’s water supply wells. The assessments determine the susceptibility of each water source to contaminant sources. The ratings are only relative terms.

For the calendar year of 2014, the City of Clinton water quality met or surpassed all primary Federal and State water quality standards.



City of Clinton Water Tower Photo Courtesy of the City of Clinton

A Public Works staff of ten (10) is responsible for the supervision, maintenance, integrity, and repair of approximately 91 miles of sanitary sewer mains, 82 miles of water transmission mains, 600 fire hydrants, 4,000 water connections, and 3,255 sewer connections. The Superintendent must be State Certified in Collection Systems Operation and Backflow and Cross-Connection prevention. The daily maintenance involves fixing water leaks, clearing blocked sewer lines, making new connections to the system, meter repair and reading, hydrant flushing and pressure testing, and the supervision of roadway utility cuts. Staff conducts monthly bacteriological sampling of drinking water at random locations throughout the city. In addition, periodic tests are performed searching for line breaks, cross connections, etc., in the city’s sewer mains.

Table 19. SWAP Assessment Rating Summary

Source Name	Contaminant Rating	Inherent Vulnerability Rating	Susceptibility Rating
Well 12B	Lower	Lower	Lower
Well 13	Moderate	Lower	Moderate
Well 16	Lower	Lower	Lower
Well 17	Lower	Lower	Moderate
Well 18 Deep	Moderate	Lower	Lower
Well 18 Shallow	Lower	Higher	Lower
Well 21 Deep	Lower	Lower	Lower
Well 21 Shallow	Lower	Lower	Lower
Well 22 Shallow	Lower	Lower	Moderate
Well 24 Shallow	Lower	Lower	Lower

Source: 2012 City of Clinton Water Quality Report.

4. Solid Waste Services

Residential garbage is defined as anything from the household which is bagged and placed in a city approved 90-gallon rollout container. The resident or landlord purchases these 90-gallon containers. Each residence may have up to two containers on a collection schedule of once per week. Loose garbage, bagged or otherwise, not placed in a container is not collected by the collection crews.

Commercial containers are provided by the affected businesses and range in size from two, four, six, or eight cubic yards. High compaction units are not acceptable to the city. Container service intervals are at the user's determination with city's assistance and may vary from five times per week to once per month. Commercial bulk customers are offered an eight cubic yard corrugated cardboard recycling container free of charge as part of the city's recycling efforts.

Solid waste is disposed of in the Sampson County Landfill, which has a life expectancy of forty (40) years. The city also has four (4) conveniently located recycling centers. The centers are located at Public Works, Beaman Street Fire Station, Royal Lane Park, and Sampson Center. The following is a list of items that are recyclable:

- Newspapers and magazines only
- Plastics (#1 - #7)
- Glass (clear, brown, green)
- Aluminum and steel cans
- Cardboard

5. "Downtown" Main Street Program

The City of Clinton was selected to be a part of the North Carolina Main Street Program in 1982. Main Street is a program within the NC Department of Commerce. The focus is on downtown revitalization and development. The program began in 1980.



Downtown Clinton Photo Courtesy of the City of Clinton

Clinton's downtown is important. It is a critical piece of the community's overall economic vitality, representing a major aspect of both public and private investment. Nowhere else in the city do the public's interests so intertwine with the private sector's interests. Some of the highest per acre property values in Clinton are in the downtown area.

Generally, business and industry judge a community's worthiness by the vitality of its downtown. It is not the presence or absence of strip shopping, malls or big box retail that can in a snapshot show whether or not a community has pride, awareness of its own history, or commitment to community values; it is its downtown.

Clinton's downtown is also the historical, cultural, religious, governmental, and civic centers of the city. These tangible and intangible values cannot be overstated in their importance today.

In July 2012, the Clinton City Council adopted the following Downtown Clinton Vision Statement:

"Downtown Clinton is a destination rooted in its rich agricultural heritage. Anchored by the Court Square, our downtown is the center of opportunity for social, cultural, commercial, and governmental activities in the heart of Sampson County."

The area normally considered to be the Clinton "downtown" or central business district is depicted on Map 7. The area contains 275 parcels and 76.56 acres, exclusive of right-of-way. The area is included within and defined by the boundaries of a special tax district which was established to provide funds for downtown improvements. The tax district results in approximately \$70,000 annually for reinvestment through events, public space improvements, facade grants, and promotions.

The following facts aid in defining the economic/service significance of the Clinton downtown:

- Over 180 businesses and organizations are located in downtown.
- Over 1,000 employees work downtown every week day.
- Annual events bring over 10,000 attendees downtown throughout the year.
- Traffic generators include the Sampson County Courthouse, the Sampson Community Theatre, the Sampson County History Museum, JC Holliday Public Library, downtown restaurants, and the stunning new art piece "Milling Around."
- Over \$1.8 million in public investment in 2012 alone, including improved sidewalks, streets, parking, new parks, benches, and trees.
- Over \$1 million in private investment in 2012.
- There are a large number of properties downtown included in the National Register Historic District.



Milling Around Photo Courtesy of Dave Hellane & Brownie Harris

6. Parks and Recreation

The City of Clinton Recreation Department was established in the early 1950s through contributions from local civic groups and individuals. Since then, the Department has grown into a comprehensive recreational program. The Clinton recreational facilities include the following which are delineated on Map 8, Community Facilities.

Royal Lane Park

- 122-acre site
- 10 lighted tennis courts
- 4 U10 tennis courts
- 6 lighted ball fields
- Olympic swimming pool
- 2 outdoor basketball courts
- Track
- Amphitheater
- Picnic areas
- 4+ mile walking trail
- Miscellaneous playground equipment



Royal Lane Park Nature Trail Photo Courtesy of HCP

Bellamy Recreation Center at Royal Lane Park

- Multi-purpose building with gymnasium
- Programs include:
 - Dance programs & live music
 - Informational & educational classes
 - Bingo & card games
 - Senior Clubs & Walking Track
 - Martial Arts, Basketball, Volleyball
 - Crafts (sewing, knitting, etc.)

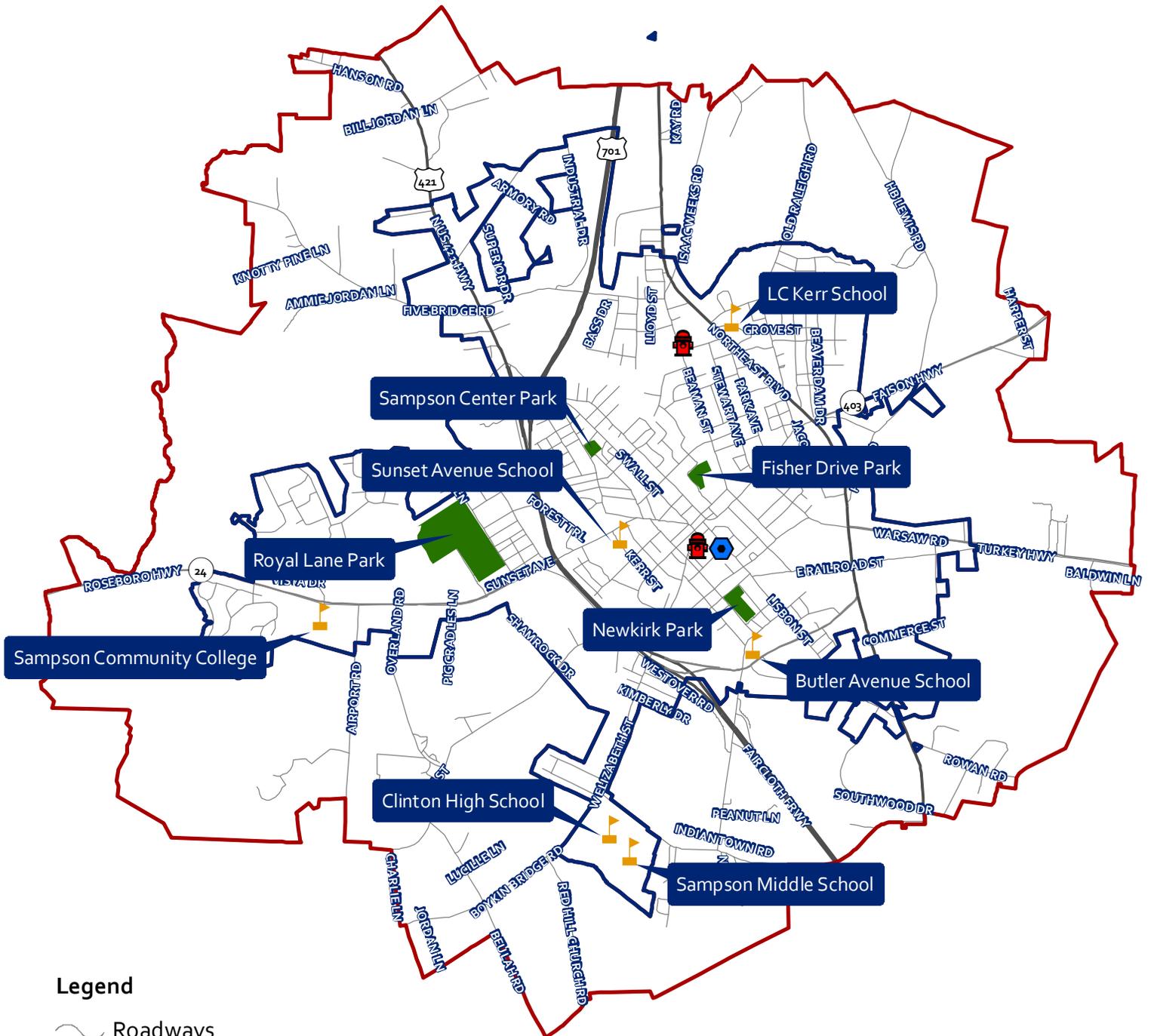
Sampson Center

- 3.79 acres
- Picnic shelter
- Baseball field
- Walking track around baseball field
- Patio garden
- Senior clubs
- Open gym
- Various community programs
- Youth programs include: baseball, football, soccer, volleyball, basketball, softball, and swimming lessons.



W. Walker Bellamy Recreation Center Photo Courtesy of HCP

Map 8: Community Services



Legend

-  Roadways
-  Corporate Limits
-  ETJ
-  Schools
-  Fire Station
-  Police Department
-  Parks



7. Historic Properties

The City of Clinton has a number of historic sites within the corporate limits and ETJ. The following provides a listing of the twelve (12) properties currently listed on the National Register of Historic Places and the date they were published to the National Register:

- Bethune-Powell Buildings (Clinton) 3/17/1986
- Clinton Commercial Historic District (Clinton) 5/30/2002
- Clinton Depot & Freight Station (Clinton) 3/17/1986
- College Street Historic District (Clinton) 3/17/1986
- Graves-Stewart House (Clinton) 9/8/1983
- Robert Herring House (Clinton) 3/17/1986
- A.F. Johnson Building (Clinton) 5/11/2000
- Patrick-Carr-Herring House (Clinton) 1/14/1993
- Francis Pugh House (Clinton ETJ) 3/17/1986
- Pugh-Boykin House (Clinton) 3/17/1986
- Royal-Crumpler-Parker House (Clinton) 3/17/1986
- West Main-North Chestnut Streets Historic District (Clinton) 3/17/1986

8. Education

Sampson County has two school districts: Clinton City Schools and Sampson County Schools. Clinton City has a total of five schools within its district: 1 high school, 1 middle school, and 3 elementary schools. Sampson County Schools has a total of 16 schools: 4 high schools, 4 middle schools, and 9 elementary schools.

There is also one private school in the County. Harrells Christian Academy is an independent, college preparatory, accredited day school for students in Kindergarten through 12th grade. Clinton City Schools has a current enrollment of 3,135 students. Sampson County Schools has approximately 8,588 students.



L.C. Kerr Elementary School Photo Courtesy of HCP

There are several opportunities for higher education in Sampson County, including Sampson Early College High School, Sampson Community College, and the NC Justice Academy. Sampson Early College High School serves Sampson County Schools and Clinton City Schools students and provides a personalized learning environment bridging the gap between high school and college. Graduates will earn their high school diploma and an associate degree or 2 years of college credit in a college environment while attending high school.



Sampson Community College (SCC) offers county residents a range of services to support both curriculum and continuing education students in their program of study. SCC offers a variety of curriculum programs, including:

- Animal Science Technology
- Building Construction Technology
- Cosmetology
- Horticulture Technology
- Industrial Systems Technology
- Welding Technology
- College Transfer
- Accounting
- Business Administration
- Computer Information Technology
- Information Systems Security
- Medical Office Administration
- Office Administration
- Early Childhood
- School-Age Education
- Associate Degree Nursing
- Licensed Practical Nursing
- Certified Nurse Assistant
- Advance Placement (PN to RN)
- Criminal Justice Technology
- Basic Law Enforcement Training
- Community Spanish Interpreter

The NC Justice Academy is located in Salemburg, NC, approximately 12 miles west of Clinton. The academy trains thousands of criminal justice personnel throughout the state. The facility consists of three dormitories, a cafeteria, a learning resource center, and eleven

classrooms. There are also three firing ranges, a driving track, a gymnasium, video production studio, and a print shop on the campus.

Methodist University and Campbell University are a short drive from Clinton. In addition, St. Andrews University, Duke University, North Carolina State University, East Carolina University, the University of North Carolina at Pembroke, the University of North Carolina at Wilmington and the University of North Carolina Chapel Hill are all within a two-hour drive of the city.

9. Library

The J. C. Holliday Memorial Library was brought to fruition by the efforts of several individuals. In 1942, Mrs. Holliday gave approximately \$40,000 to build a library in memory of her husband, Jesse Claude Holliday, and the money was placed into a trust until such time as land could be obtained and sufficient funds could be raised to build. In 1978, Mrs. Mildred Powell donated the land on which the library presently sits. Five years later, the library was opened at the cost of just over \$530,000, funding for which came from the Holliday trust, the State of North Carolina, the City of Clinton, savings and earnings on investments made by previous library boards, and Sampson County local government. By the terms of the Holliday will, the library was constructed in downtown Clinton and offered 9,600 square feet of space for its patrons.



J.C. Holliday Memorial Library Photo Courtesy of Sampson-Clinton Public Library

The library is still the headquarters of the Sampson-Clinton library system and houses the administrative office and technical processing department. The largest collection of materials is located at this library, including research materials, a specialized local history and genealogy collection, audiobooks, and DVD's. The library offers public wireless Internet access, ten (10) public access computers, and a copy machine. The branch also provides reference & children's services.

10. Sampson County Exposition Center

The Sampson County Exposition Center offers meeting and event planners a state-of-the-art facility containing over 30,000 square feet. Officially opened in 1998, the Exposition Center has served as host site for over 2,800 functions including trade shows, seminars, receptions, banquets, weddings & wedding receptions, concerts, and numerous other events. The Sampson County Exposition Center is also home to one of Eastern NC's fastest growing

performance arts series, the Sampson Center Stage Performing Arts Series. The facility offers two Ballrooms (Prestage Hall and Heritage Hall) allowing accommodations for groups up to 1,450 and the ability to host banquets for more than 1,000 guests. Other features include an elegantly appointed Board Room and the Expo Room which can accommodate smaller groups of up to 45 guests.

11. Administration

The City of Clinton administrative offices are located in the Clinton City Hall at 221 Lisbon Street. The city operates under a Council-Manager form of government, whereby the Mayor and City Council are responsible for policy decisions affecting the city. The City Council appoints the City Manager to administer the overall city organization. The City Manager coordinates the work of department heads and other employees, who help ensure the smooth and efficient delivery of services. The city maintains six (6) departments overseeing various aspects of city services and functions. These departments include:

- Planning
- Police
- Public Works & Utilities
- Finance & Human Resources
- Fire
- Recreation & Parks

C. Health Services

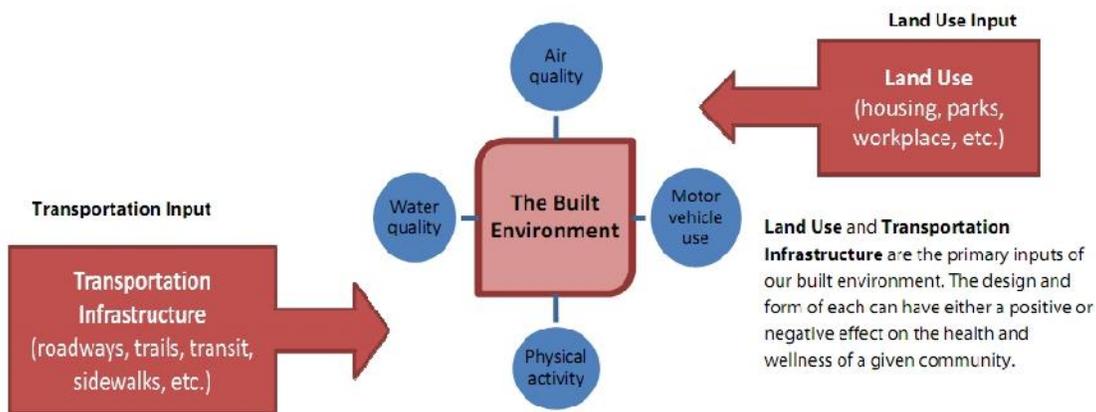
1. **Health, Wellness, & the Built Environment**

Public health and wellness are affected in many ways by the design of the built environment, which is defined as, “the environment as humans have shaped it - including roadways, buildings, parks, and neighborhoods.” In Clinton, as in other places across the country, the design of our roadways, residential developments, and settlement patterns all contribute to the relative health and wellness of citizens. For the purposes of this plan, wellness is defined in the physical dimension as the need for regular physical activity and physical development that encourages learning about diet and nutrition. The diagram on the next page summarizes the impact of land use and transportation systems on our built environment. Land use and transportation planning lay the foundation for changes to our built environment, and in turn, the effects to our air and water quality, level of motor vehicle use, and ease of access to open space amenities (physical activity opportunities).

In the United States, the automobile is often the dominant force driving urban design. The vast demand for private vehicular transportation regularly dictates the scale of our streets, the relationship between buildings, and the speed at which we experience our environment.

Land use decisions can also have an effect on the health and wellness of individuals. Studies have shown that urban areas with a range of land uses increase the walkability of an area and subsequently lessen vehicular miles of travel. Traditional zoning districts often restrict multiple uses, making new development single use in nature and thus contributing to a lack of walkability and interconnectivity.

The creation of the health and wellness related elements in the comprehensive plan use multiple academic and research based reports to establish an information base related to health and the built environment. Local health related data has been gleaned from public health officials, and the 2011 Sampson County Community Health Assessment.



2. Health & Wellness Issues

According to the 2011 Sampson County Health Assessment, the “Top 5 Health and Wellness Priorities” were listed as the following:

1. Chronic Diseases
2. Drugs/Alcohol
3. Obesity
4. Teen Pregnancy
5. Tobacco Abuse

These five problems were from a survey completed by over 850 Sampson County residents. The design of the built environment plays a role in both chronic disease and obesity. According to the Centers for Disease Control (CDC), chronic diseases - such as heart disease, stroke, and diabetes - are among the most common, costly, and preventable of all health problems in the United States.

Obesity is a leading cause of chronic disease in the United States and increases the risk for a variety of chronic diseases including heart disease, strokes, glucose intolerance, and some forms of cancer. It is not a direct cause of most diseases but unfavorably alters the risk factor profile. For example, obesity may lead to increases in blood pressure and blood cholesterol, which in turn, can lead to cardiovascular disease and strokes.

Chronic disease differs from infectious disease (or communicable disease) in the way it occurs in individuals. Infectious diseases usually occur because of contact with an affected host, while chronic diseases may occur solely because of a sedentary lifestyle. Common

infectious diseases of current and past years include Tuberculosis, Ebola, Malaria, Measles, and HIV/AIDs.

“Chronic diseases – such as heart disease, stroke, cancer, diabetes, and arthritis – are the leading cause of death and disability in the United States.”

Source: Centers for Disease Control

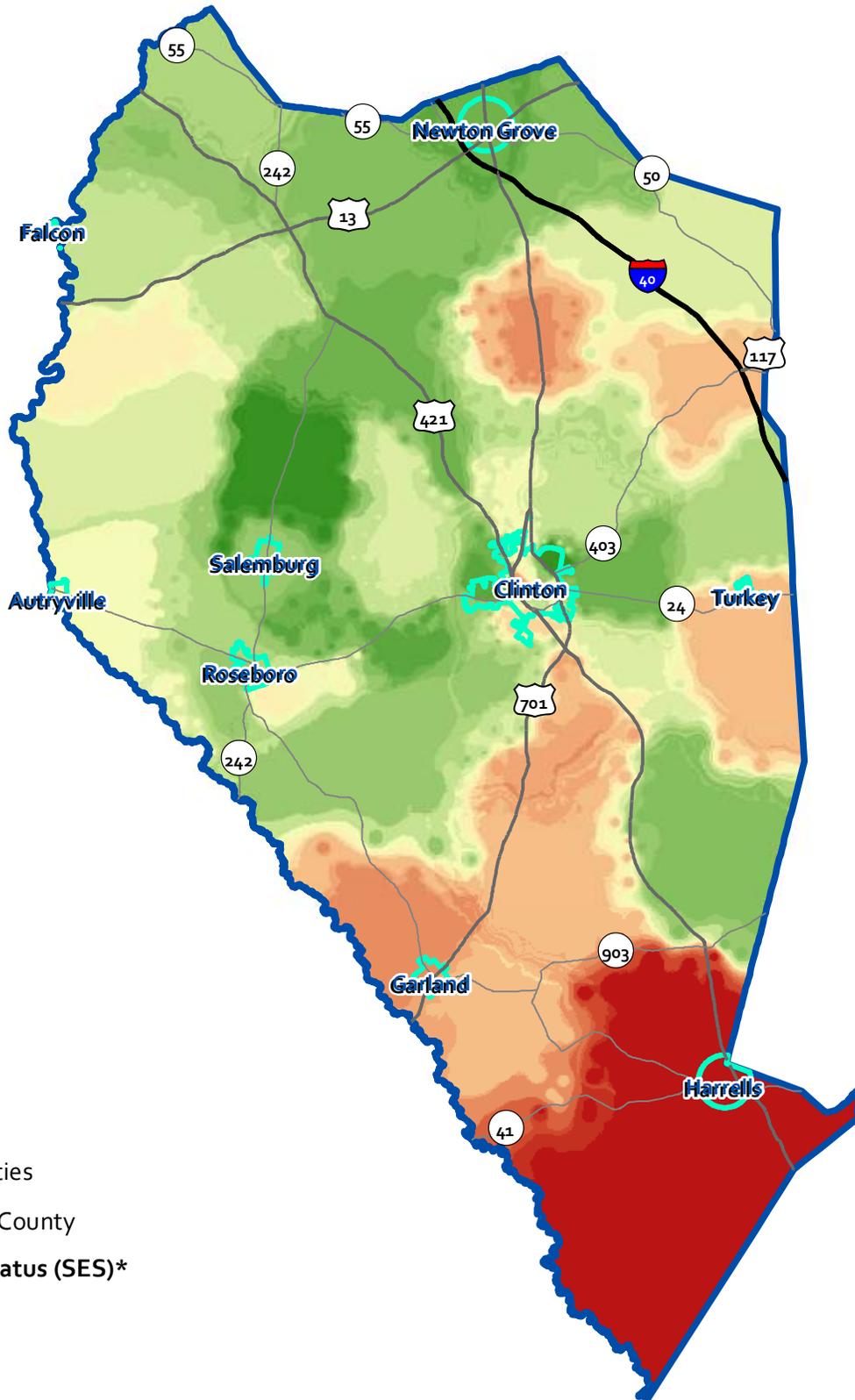
Infectious diseases were once the primary cause of death in the United States a century ago, but proper hygiene, environmental design, and immunization have led to the downfall of such disease in the United States. In Sampson County, the primary cause of death is heart disease. The Sampson County Partners for Healthy Carolinians Task Force recommended to the Sampson County Board of Health that the top five health concerns listed above be addressed in the 2011 - 2015 Community Action Plans (CAP) by public health.

Obesity Mechanisms

Obesity results from a positive caloric balance, meaning that the intake of calories is greater than caloric expenditure. Nutrition plays a direct role in determining caloric balance because it is the sole variable when accounting for caloric intake. Caloric output, however, is dependent on three specific variables. These include physical activity, resting metabolism, and the thermogenic effect of food.

Thermogenesis occurs when your body raises its core temperature. When your body increases its heat or energy output, your metabolism increases and your fat cells are

Map 10: Sampson County Socioeconomic Status



Legend

-  Municipalities
-  Sampson_County

Socioeconomic Status (SES)*

-  Low SES
-  High SES

*Note: Median Household income, Unemployment, and Educational Attainment have been combined to create the Socioeconomic Status composite layer.



3. Medical Facilities

According to the 2011 Sampson County Community Health Assessment, the city/county relies on Sampson Regional Medical Center for its healthcare needs.

Although there are a few private practices and Federally Qualified Health Centers (FQHCs) in some of the other municipalities within the county, access to most specialists and hospital-based services is limited to Clinton. As a result, many patients must travel out of Sampson County to access the nearest hospital, or they must travel up to thirty minutes to Clinton.



Sampson Regional Medical Center Photo Courtesy of HCP

Sampson Regional Medical Center (SRMC) is located at 607 Beaman Street in Clinton and serves Sampson County and surrounding areas. Opened in 1950, SRMC's 146-bed facility (116 acute care beds and 30 skilled nursing beds) is accredited by The Joint Commission and provides a full range of medical services—from outpatient surgery, radiology and nuclear medicine to cardiopulmonary and pediatrics. The hospital also operates a number of outpatient services and medical practices, including Sampson Home Health, Outpatient Diagnostics Center, Outpatient Rehabilitation Center, The Center for Health + Wellness,

Sampson Internal Medicine, Dr. John M. Roberts-GYN, Sampson Women's Center, Carolina Pain Center, Clinton Urgent Care, CAPRI (Cardiac & Pulmonary Rehabilitation Institute), and Rest Assured Sleep Lab.

4. Mental Health

Local Management Entities (LMEs) are where people can go to find information on receiving mental health, developmental disability, or substance abuse services. Eastpointe oversees mental health services in a 12-county LME area, which includes the following counties: Bladen, Columbus, Duplin, Edgecombe, Greene, Lenoir, Nash, Robeson, Sampson, Scotland, Wayne, and Wilson. Eastpointe provides a toll free Call Center number to access information, assessment, crisis care, and referrals to Eastpointe providers 24 hours a day, 365 days a year (1-800-913-6109). Eastpointe manages a network of licensed practitioners and comprehensive, independent, and specialty provider agencies who offer a variety of services designed to meet consumer needs.

North Carolina has a plan to change the way Medicaid pays for mental health, developmental disabilities, and substance abuse services. The change is known as the 1915(b)/(c) Medicaid Waiver and was expected to serve a total population of 500,000 by July 1, 2013. The goal of the change is to make sure that people needing help are able to easily get high quality services. Eastpointe has been identified as a 1915 (b)/(c) Medicaid Waiver site.

5. Adult and Senior Care Services

Sampson County provides a wide range of services tailored to the needs of both adult and senior citizens throughout the city and county. These services involve both State- and county-funded initiatives. Refer to the Sampson County 2011 Community Health Assessment for a full listing of these services.

In addition to these services, there are a number of private and non-profit assisted living and group home facilities located throughout the county.

6. Dental Health

North Carolina ranks 47th in the nation in dentists per capita at 4.3 dentists per 10,000 population. In fact, only eight North Carolina counties have dentist-to-patient ratios which exceed the national average of 6.0 dentists per 10,000 population (Wake, Durham, Orange, Alamance, Guilford, Forsyth, Mecklenberg, and New Hanover Counties). Seventy-nine North Carolina counties are recognized as federally designated dental shortage areas.

Sampson County ranks below the state average of dentists per capita at 2.2 dentists per 10,000 residents and is recognized as a federally designated dental shortage area. The Sampson County Health Department has a Dental Health Program which provides dental education for children and adults, screenings and referrals for school children, coordination of the fluoride mouth rinse program in targeted schools, and the promotion of the use of dental sealants and community fluoridation.

Additionally, the East Carolina University School of Dental Medicine is working to improve access to dentistry throughout eastern North Carolina. This effort will involve the construction of several dental clinics to serve eastern North Carolina.

7. Access to Care

Sampson County falls significantly behind the state in all health professionals categories (see Table 20). Most of the surrounding counties also rank below the statewide average for health professionals.

Table 20. Health Professionals per 10,000 Population (2011)

County	Population*	Physicians**	Registered Nurses**	Dentists**	Pharmacists**
Bladen	35,420	5.1	46.9	1.7	4.3
Cumberland	327,246	16.6	88.4	4.2	7.1
Duplin	59,478	5.5	48.8	2.0	5.2
Harnett	118,458	5.3	34.1	1.8	7.6
Johnston	172,634	7.4	40.9	2.1	6.5
Pender	53,466	3.9	35.7	3.4	4.3
Sampson	63,644	9.3	52.1	2.2	5.8
Wayne	123,580	15.0	91.3	3.8	6.9
North Carolina	9,721,198	22.1	98.6	4.3	9.5

Source: *LINC Database, Office of State Planning; **NC Department of Commerce, AccessNC.com.

D. Transportation

1. Roads

Map 11 delineates the current road system and average annual daily traffic (AADT) counts in the Clinton planning jurisdiction. Within the Clinton corporate limits, there are 45.97 miles of local roads, 17.19 miles of US highways, and 7.39 miles of state routes. The 2013 allocation of Power Bill funds (gasoline tax revenues) allocated to Clinton for local road maintenance was \$258,402.65. In 2012, the highest AADT counts occurred on the US and state highways. The highest traffic counts were on NC 24 West with the highest (33,000) occurring at the US 701/NC 24 interchange. The second busiest road was US 701, with AADT counts in the vicinity of NC 24 exceeding 15,000. Generally, the roads within Clinton's planning jurisdiction are in excellent condition.

In December 2013, the NCDOT Transportation Improvement Program included two projects which were located within the Clinton planning jurisdiction. These included:

- Project R-2303: NC 24 West of SR 1006 (Maxwell Road/Clinton Road) in Cumberland County to I-40 in Duplin County at Warsaw, four lanes divided, part on new location (NOTE: An improvement to Clinton's regional access). Right-of-way acquisition in progress.
- Project B-5307: Beaver Dam Creek, replace Bridge No. 376. Project in developmental program, currently unfunded.

NOTE: The Sampson County Comprehensive Transportation Plan is being prepared concurrently with this Comprehensive Plan. This transportation section will be updated prior to the preparation of the final draft of this plan.

2. Airport

The Clinton-Sampson County Airport is a general aviation public use airport located on Airport Road which connects to Main Street two nautical miles southwest of the Clinton Downtown area. Figure 6 provides an aerial photograph of the airport. The airport covers an area of 114 acres at an elevation of 144 feet above mean sea level. It has one runway designated 6/24 with an asphalt surface measuring 5,002 by 74 feet. The airport is instrument flight rules (IFR) operational.

For the 12-month period ending September 4, 2009, the airport had 5,200 aircraft operations¹, an average of 14 per day: 86.5% general aviation, 11.5% military, and 2% air taxi. At that time, there were 27 aircraft based at this airport: 89% single engine, 7% jet, and 4% multi-engine.

¹Each takeoff or landing constitutes an operation.

The following summarizes the 2013 airport operations information:

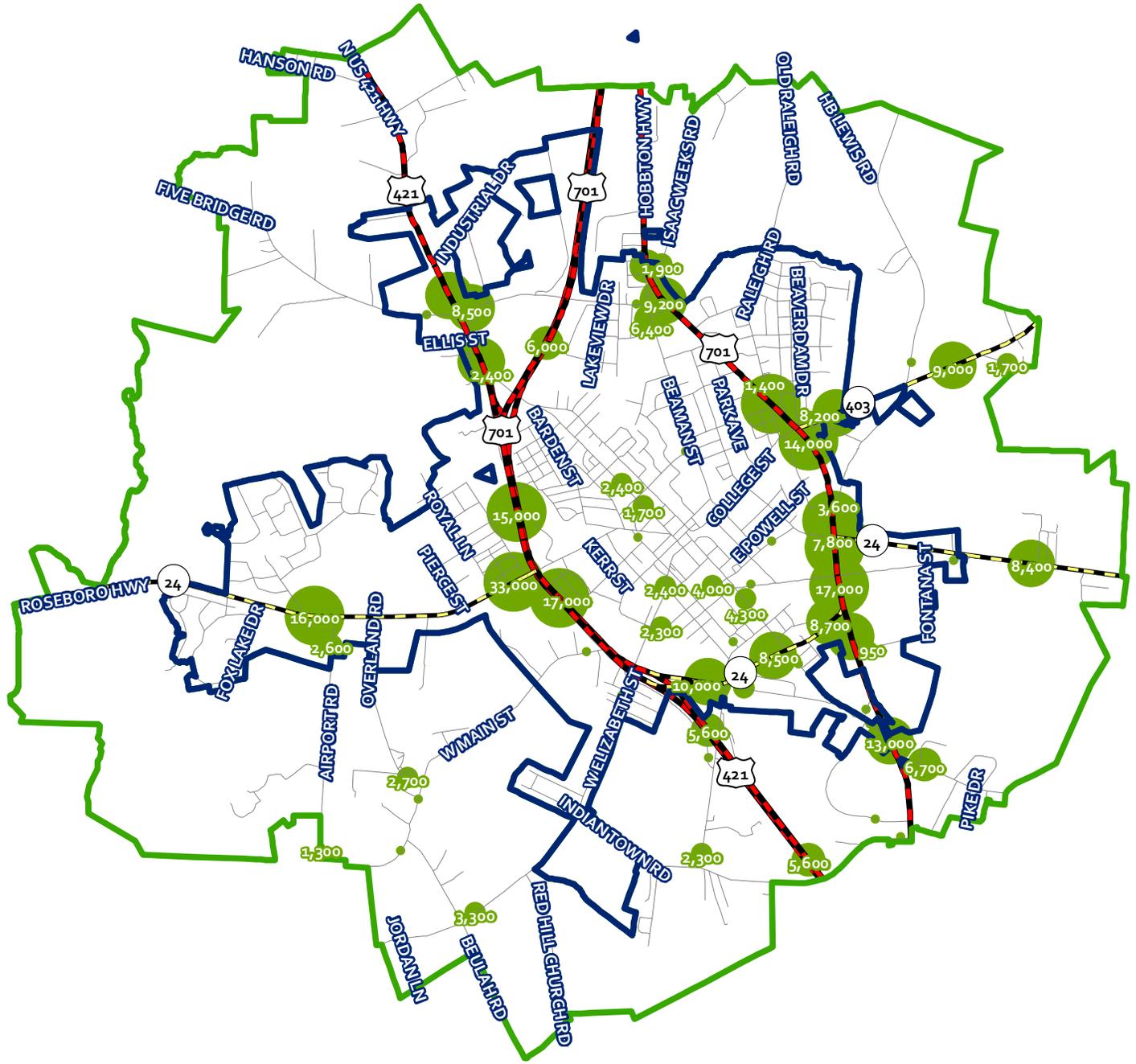
Airport Status:	Operational	Wind Indicator:	Lighted
Facility Use:	Open to the public	Segmented Circle:	Yes
Control Tower:	No air traffic control tower at airport	Lights*:	SEE RMK ACTVT REIL RYS 06 & 24 - CTAF; MIRL RY 06/24 Dusk-Dawn; PAPI RY 06 on 24 hours
FSS:	Raleigh FSS (RFU)	Beacon:	Clear and Green SS-SR
NOTAMs Facility:	CTZ (Clinton-Sampson County)	Landing Fee:	No
Attendance:	Mon-Sat 0830-Dusk Sun 1300-Dusk For Arpt Attendant after hours call 910/592-3295 or 910/590-9100	Fuel:	100LL, A1+
		Int'l Operations:	Not a Landing Rights Airport Not an Airport of Entry

*REIL - Runway End Indicator Lights; MIRL - Medium Intensity Runway Lights; PAPI - Precision Approach Path Indicator; CTAF - Common Traffic Advisory Frequency.



Figure 6. Clinton-Sampson County Airport Source: NCDOT.

Map 11: Annual Average Daily Traffic (2012)



Legend

- | | | | | | |
|---|------------------|---|---|---|-----------------|
|  | Corporate Limits | AADT (2012) |  | 7,801 - 13,000 | |
|  | ETJ |  | 0 - 1,400 |  | 13,001 - 33,000 |
|  | US Highway |  | 1,401 - 4,300 | | |
|  | State Highway |  | 4,301 - 7,800 | | |
|  | Local Routes | | | | |



3. Public Transportation

The City of Clinton does not provide public transportation. However, Sampson Area Transportation (operated by Sampson County) provides transportation services Monday through Friday for trips to local agencies, medical appointments, and individual shopping trips. The service area includes the City of Clinton. Service consists of both fixed routes (these routes change with demand) and demand response trips between 9:00 am and 12:30 pm. In addition, trips are scheduled to the Durham and Fayetteville Veterans Hospitals. The system equipment is ADA compliant.

4. Pedestrian Facilities

In March 2012, the City of Clinton adopted the Clinton Comprehensive Pedestrian Plan. The plan was prepared by Benchmark CMR, Inc., with assistance from the city's staff. The document is incorporated by reference into this plan.

Clinton has many existing factors which should result in a high demand for pedestrian facilities. These include:

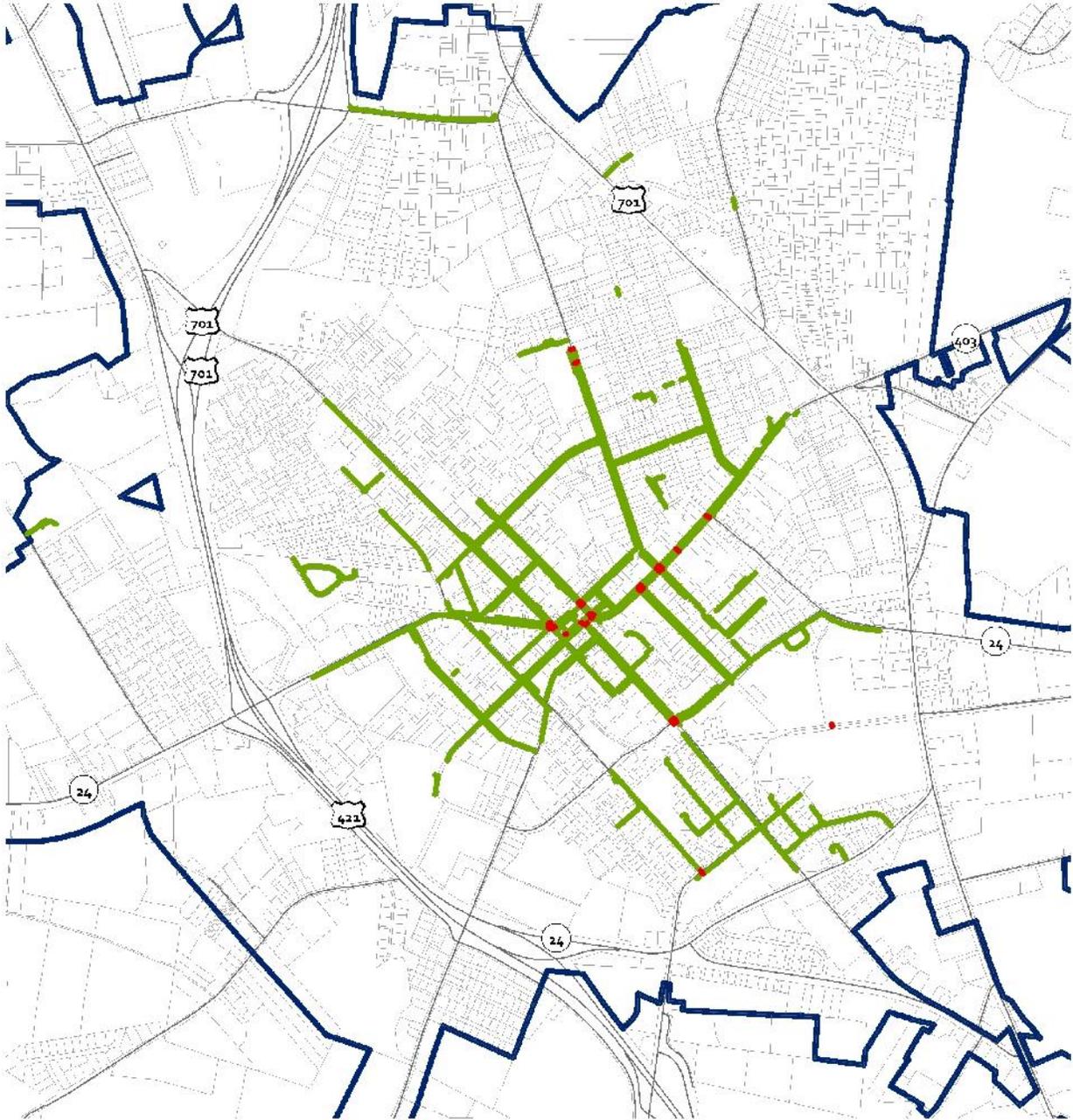
- Clinton's 2010 median household income is well below the levels for both the state and nation.
- In 2012, 16% of Clinton's households did not own at least one vehicle.

- In 2012, 47% of Clinton's households had only a single vehicle, compared to 34.5% and 36.5% for the state and nation, respectively.

The following excerpt from the pedestrian plan summarizes the existing pedestrian facilities conditions:

"The historic core of Clinton is a walkable community. In the early years of Clinton's development, businesses were established around the courthouse and neighborhoods were established surrounding that commercial core. Over time, the automobile became the dominant form of transportation and roadways were established connecting through and around the city, creating barriers to pedestrian connectivity and the ability for Clinton's residents to walk safely. As can be observed on the existing sidewalks map, Map 12, nearly all sidewalks within Clinton exist in the downtown and the adjacent neighborhoods. Sidewalks were not constructed as new neighborhoods were developed out NC 24 West and beyond US 701 Business. Today, the opportunity exists to extend existing pedestrian facilities in the older part of the city, while establishing key pedestrian links to the more recently developed areas as roadway facilities are improved, such as the inclusion of pedestrian facilities along the planned improvements for NC 24 West."

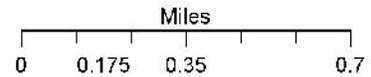
Map 12: Sidewalks



Legend

-  Corporate Limits
-  Crosswalks
-  Sidewalks

Note: There are no existing sidewalks in the Clinton City ETJ.



E. Existing Land Use

1. Introduction

The following discussion provides a traditional existing land use analysis for the Clinton planning area. Existing land use conditions are classified by building types/uses and include nine categories: commercial, office and institutional, industrial, multi-family residential, medium-density residential, low density residential, rural residential/ agricultural, recreation, and vacant.

2. Existing Land Use Conditions

Within the total planning area, the majority of intensive land use has generally occurred along US 701 Business, NC 24 West, and the Downtown area. This trend has primarily occurred because of conditions such as transportation corridors and location of the Central Business District and County Courthouse.

A detailed existing land use survey was conducted involving several available data resources. A comprehensive analysis involving Sampson County tax parcel data, aerial photography, and field observations resulted in the development of a parcel-by-parcel account of existing conditions throughout the Clinton planning area. Each piece of property was classified by the current use classification as follows:

- Commercial (retail, service, and shopping establishments)

- Office and Institutional
- Industrial (includes wastewater treatment and sanitary sewer facilities)
- Multi-Family Residential
- Medium-Density Residential (parcels 0 to 1 acre)
- Low-Density Residential (parcels 1 to 5 acres)
- Rural Residential/ Agriculture (parcels 5+ acres)
- Recreation/Open Space
- Vacant

The existing land use acreage is depicted on Map 13 and is summarized in Table 21. There are a few deviations in land use composition from what normally exists in urban area land use. In most urban areas, residential land use occupies approximately 20% to 30% of total land use. Within Clinton and its ETJ, residential land use is approximately 16% of the total land use. Vacant land within Clinton and its ETJ occupies approximately 45% of the total area, which is normal for eastern North Carolina. Commercial development is below the normal land use range of 8% to 14%. Within Clinton and its ETJ, commercial land use occupies approximately 4% of total land use. This trend may be the result of Clinton's easy regional access to large commercial areas such as Raleigh, Fayetteville, and Wilmington. The greatest deviation is industrial land use. Normally, in an urban area, industrial land use will occupy less than 1% of total land use. In Clinton and its ETJ, the industrial land use category occupies approximately 5% of total land use.

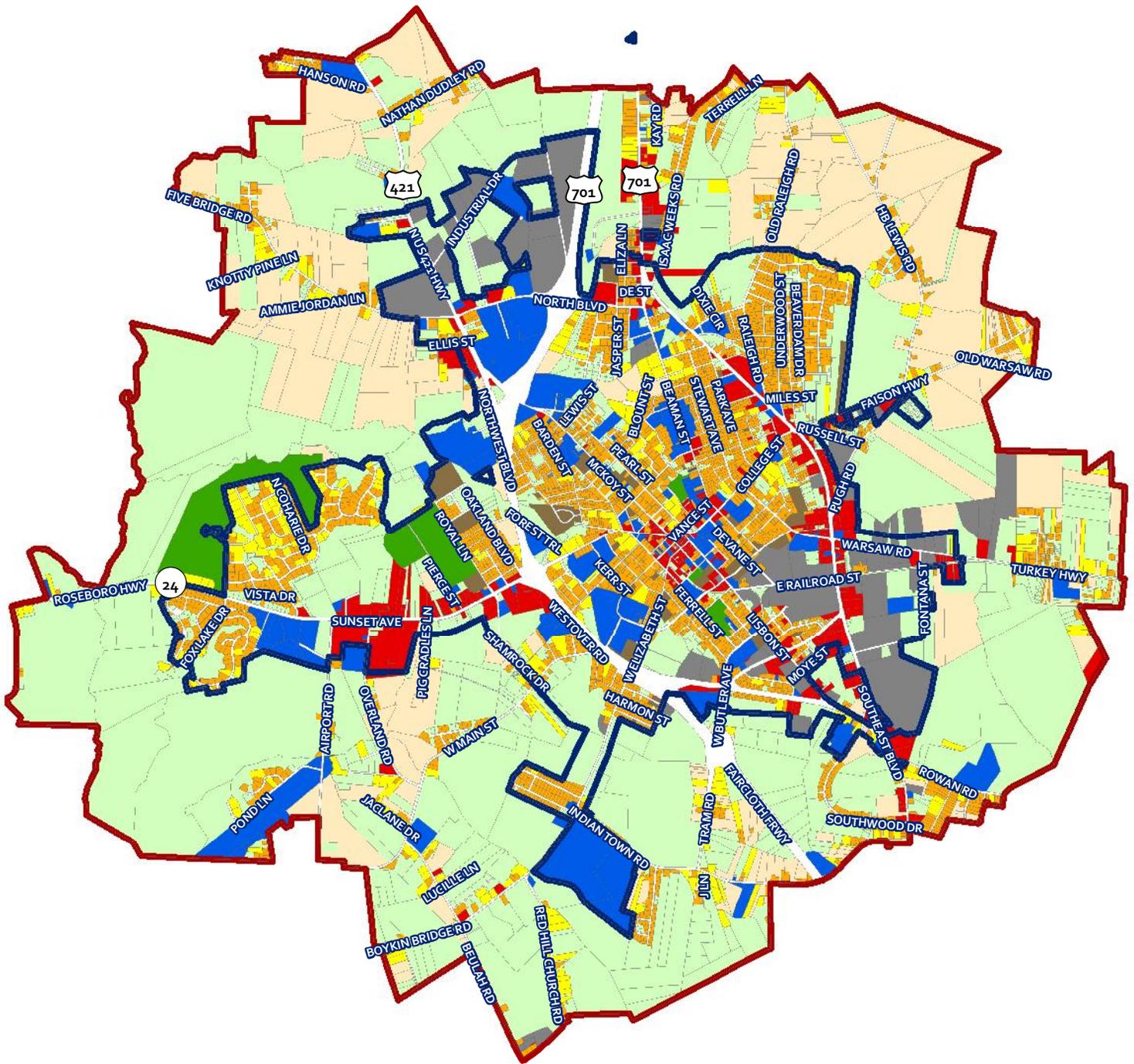
Clinton 2035 Comprehensive Plan

Table 21. Existing Land Use

Land Use Category	Corporate Limits	% of Total	ETJ	% of Total	Total Planning Area	% of Total	Urban Area % of Land Use Range
Commercial	398.6	8.3%	115.9	1.3%	514.5	3.7%	8% - 14%
Office and Institutional	650.5	13.5%	179.7	2.0%	830.2	6.0%	7% - 9%
Industry	556.2	11.6%	124.9	1.4%	681.1	4.9%	<1%
Multi-Family Residential	115.3	2.4%	0.0	0.0%	115.3	0.8%	
Medium Density Residential	1,080.1	22.5%	383.2	4.2%	1,463.3	10.5%	
Low Density Residential	273.2	5.7%	305.1	3.4%	578.3	4.2%	
Rural Residential/ Agricultural	70.8	1.5%	2,121.4	23.4%	2,192.3	15.8%	
Recreation	84.8	1.8%	137.3	1.5%	222.0	1.6%	
Right-of-Way	722.0	15.0%	340.0	3.7%	1,062.0	7.6%	8% - 12%
Vacant	852.6	17.7%	5,376.3	59.2%	6,228.9	44.9%	30% - 45%
Total	4,804.1	100.0%	9,083.7	100.0%	13,887.8	100.0%	

Source: Holland Consulting Planners, Inc.

Map 13: Existing Land Use



Legend

- | | |
|--|---|
|  Corporate Limits |  Multi-Family Residential |
|  ETJ |  Medium Density Residential |
| Existing Land Use |  Low Density Residential |
|  Commercial |  Rural Residential/Agriculture |
|  Office and Institutional |  Recreation |
|  Industrial |  Vacant |



The following provides a broader understanding of what elements and building types characterize each land use category along with the general location:

Commercial



The area's commercial land use is concentrated in the Downtown area, the US 701 Business Corridor, and the NC 24 West Corridor. These areas have been largely transportation driven. Outside of the Central Business District, the largest commercial land uses have been shopping centers and individual service oriented commercial uses such as restaurants, department stores, and the sale of miscellaneous commodities.

Corporate Limits: 8.3% ETJ: 1.3%

Office & Institutional



The Office and Institutional (O&I) land uses are scattered throughout Clinton and its ETJ. The largest O&I land uses are government functions, including the Clinton City Schools properties.

Corporate Limits: 13.5% ETJ: 2.0%

Industrial



Industrial development is concentrated along the Industrial Drive/Superior Drive area and Southeast Boulevard.

Corporate Limits: 11.6% ETJ: 1.4%

Multi-Family Residential



Multi-family development is sparsely scattered throughout the Clinton corporate limits. There is no multi-family development located in the city's ETJ.

Corporate Limits: 2.4% ETJ: 0.0%

Medium Density Residential



Corporate Limits: 22.5% ETJ: 4.2%

Low Density Residential



Corporate Limits: 5.7% ETJ: 3.4%

Medium density and low density single-family residential development is scattered throughout the Clinton corporate limits. However, medium density housing is dominant in western Clinton, west of College Street.

Rural Residential/Agriculture



The City's ETJ is predominantly low density residential and agricultural.

Corporate Limits: 1.5% ETJ: 23.4%

Recreation



The recreational land uses are scattered within the Clinton corporate limits, but focus on the residential areas.

Corporate Limits: 1.8% ETJ: 1.5%

F. Land Suitability, Preference, and Conflict

1. Introduction

Land use suitability, preference, and conflict refers to a process used to identify locations where a particular land use type may yield the greatest benefit to a given jurisdiction. Such a process is helpful in providing a tool for identifying lands that may be best suited for relatively intensive human activity, conservation purposes, or productive agricultural lands, in addition to those locations poised for future conflicting land uses. This process is gleaned from the Land Use Conflict Identification Strategy (LUCIS) Model created by the University of Florida's GeoPlan Center.

These three land use categories - urban, conservation, and agriculture - are inherently different in both their financial obligations, ecological impacts, and productivity.

Urban land uses, such as commercial, retail, or residential development often require investments in roadway, water, and sewer infrastructure and require services such as police and fire.

These urban land uses are necessary to sustain community cohesion and business function, but it is vital to identify - through processes such as this - which areas of a community are best suited for such. Conservation lands may require little municipal investment and services, but may also require landowner agreement to relinquish future development rights. Further, agricultural lands produce food, fiber, and fuel, but are the most susceptible to future urban development because they pose few development constraints. In fact, from 2010 to 2011, North Carolina lost over 1,000 farms and 100,000 acres of prime farmland to development. See Table 22 for more information on differing attributes of the three land use types used in this analysis.



Significant differences exist within the three land use categories above – agriculture, conservation, and urban development (left to right). Each has a different impact on the environment and varying degrees of municipal investment/service obligation.

Table 22. Land Use Analysis Attribute Types

Land Use	Municipal Investment & Service Obligations	Ecological Impact	Land Productivity
Agriculture	Moderate	Moderate	High
Conservation	Minimal	Minimal	Moderate
Urban	High	High	Minimal

Source: Holland Consulting Planners, Inc.

Establishing a land suitability analysis for each respective land use classification yields spatial locations within Clinton's planning jurisdiction best and worst suited for each class. Each respective suitability analysis should serve as a tool for future decision making as it pertains to land use. Once this analysis is completed, each suitability map is compared to one another to identify areas which may necessitate compromise on the part of the community and land owners. These compromise areas are locations that future conflict may arise as they may be highly suitable for all three land use typologies - agriculture, urban, and conservation. The process for establishing each land suitability map and land use conflict/preference areas are described in the following sections.

2. Land Suitability Analysis Description

The land suitability analysis (LSA) is a Geographic Information Systems (GIS) based tool for evaluating the relative suitability of land for agriculture, conservation, and urban development. The end product is a generalized map showing areas of the Clinton planning jurisdiction as having either low, moderate, or high suitability for each core land use category. The analysis does not provide site-specific results, nor does it make recommendations about how individual landowners may or may not use their land.

Suitability, for the purpose of this analysis, can be primarily defined in terms of physical land characteristics, proximity to supporting services/infrastructure, and environmentally sensitive areas. Physical land characteristics such as poorly drained soils make land less suitable for urban development, but may provide an ideal opportunity for conservation lands.

3. Objectives and Limitations

The results of each LSA will be used to support planning efforts throughout the Clinton planning jurisdiction. Objectives of each LSA and appropriate uses of the final analysis include the following:

- Identify areas that are more or less suitable for each land use type on a coarse scale;
- Identify data gaps that may be filled during later planning stages;
- Develop a tool that will assist the city in the implementation of new policies;
- Provide a base for GIS analysis to be used in other long range planning projects.

Limitations of each LSA include the following:

- The LSA results are not a zoning map, but will be used to support planning processes in Clinton;
- Results and analyses do not support site-specific planning;
- Each LSA does not make recommendations about how an individual landowner may or may not use their land;
- Each LSA does not result in recommendations about where particular land uses (i.e., commercial vs. residential) should be concentrated;
- Results do not factor in projected population, carrying capacity, or commercial/housing demand.

4. Agriculture Suitability

The agriculture suitability was created to identify areas within Clinton's planning jurisdiction best suited for agricultural production. To determine which areas of Clinton are most suited to agriculture, the following spatial data components were combined in an overlay analysis to create Map 14:

- Prime farmland soils, as defined by the US Department of Agriculture (USDA), are soils that are best suited to food, feed, forage, fiber, and oilseed crops. Such soils have properties that favor the economic production of sustained high yields of crops.
- Farmland of statewide importance soils, as defined by the USDA, is land other than Prime Farmland which has a good combination of physical and chemical characteristics for the production of crops.
- Undeveloped lands or lands categorized as rural residential/agriculture.
- Well-drained, non-hydric soils.

Areas of Clinton's planning jurisdiction most suited for agricultural productivity are shown as red on Map 14. Lands just south and north of the Clinton corporate limits are well suited for agricultural purposes. The majority of land within the corporate limits are not suitable for agricultural purposes, as many areas are developed and lack prime farmland soils.

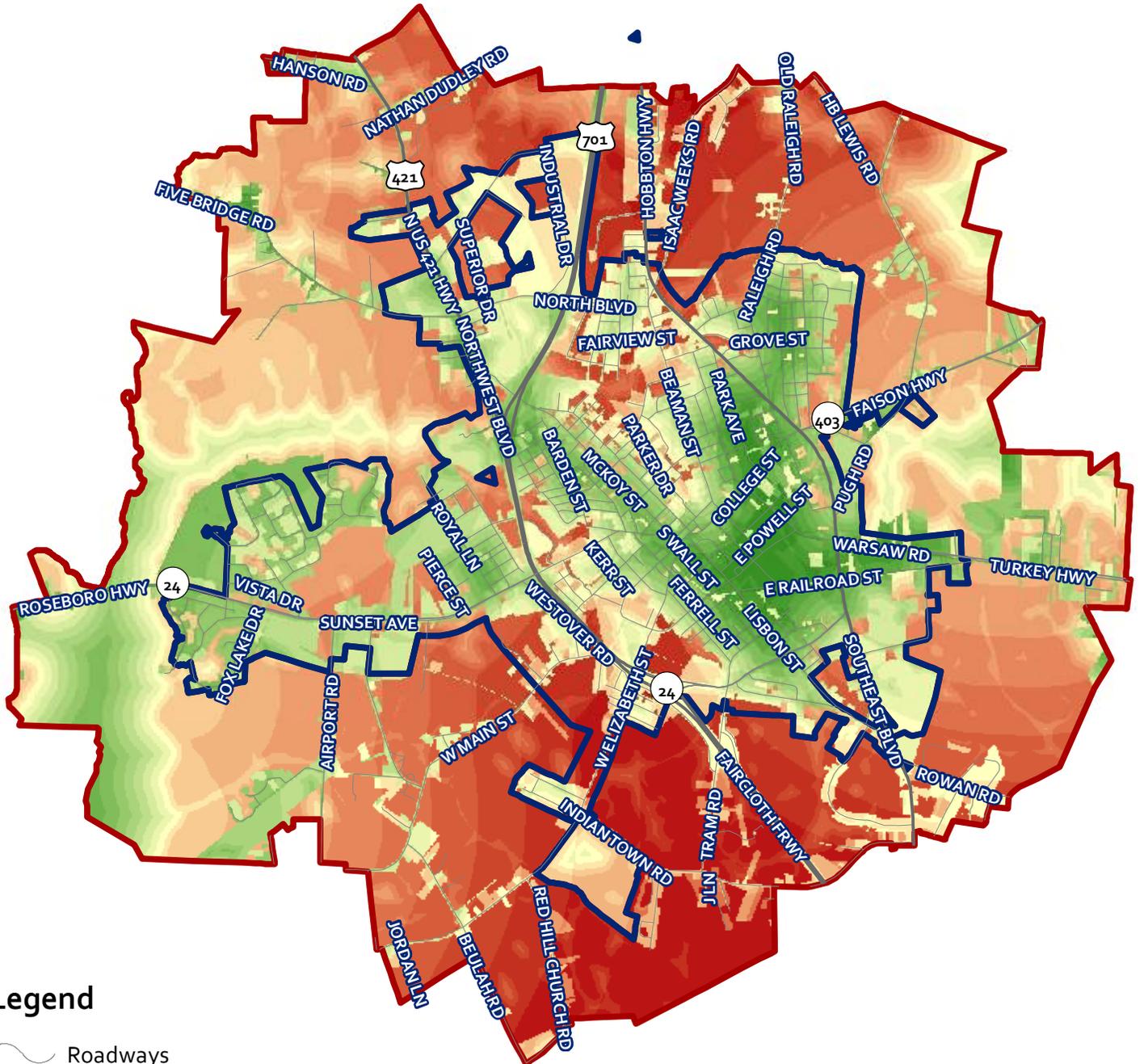


Cotton Field Photo Courtesy of HCP, Inc.



Crop Land Photo Courtesy of HCP, Inc.

Map 14: Agriculture Suitability



Legend

-  Roadways
-  Corporate Limits
-  ETJ

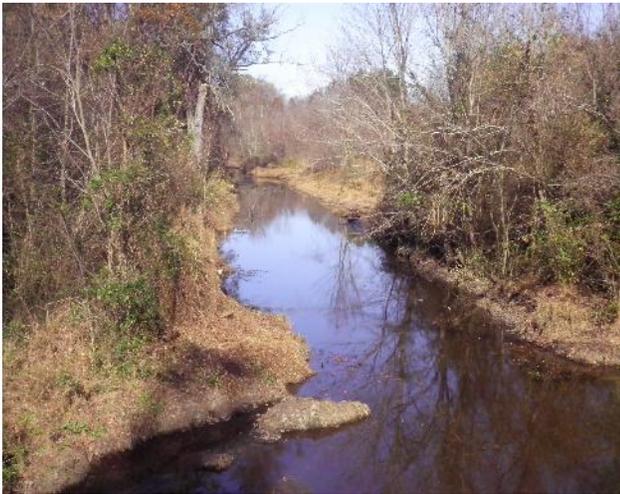
Suitability for Agriculture

-  High Suitability
-  Moderate Suitability
-  Low Suitability



5. Conservation Suitability

To complete the conservation suitability analysis, it was necessary to identify areas of the Clinton planning jurisdiction that are considered environmentally sensitive and may provide ecological benefits in the form of storm water management and/or natural habitat for wildlife. These lands may be suitable for permanent conservation through various conservation strategies such as easements.



Flood Hazard Areas Photo Courtesy of HCP, Inc.



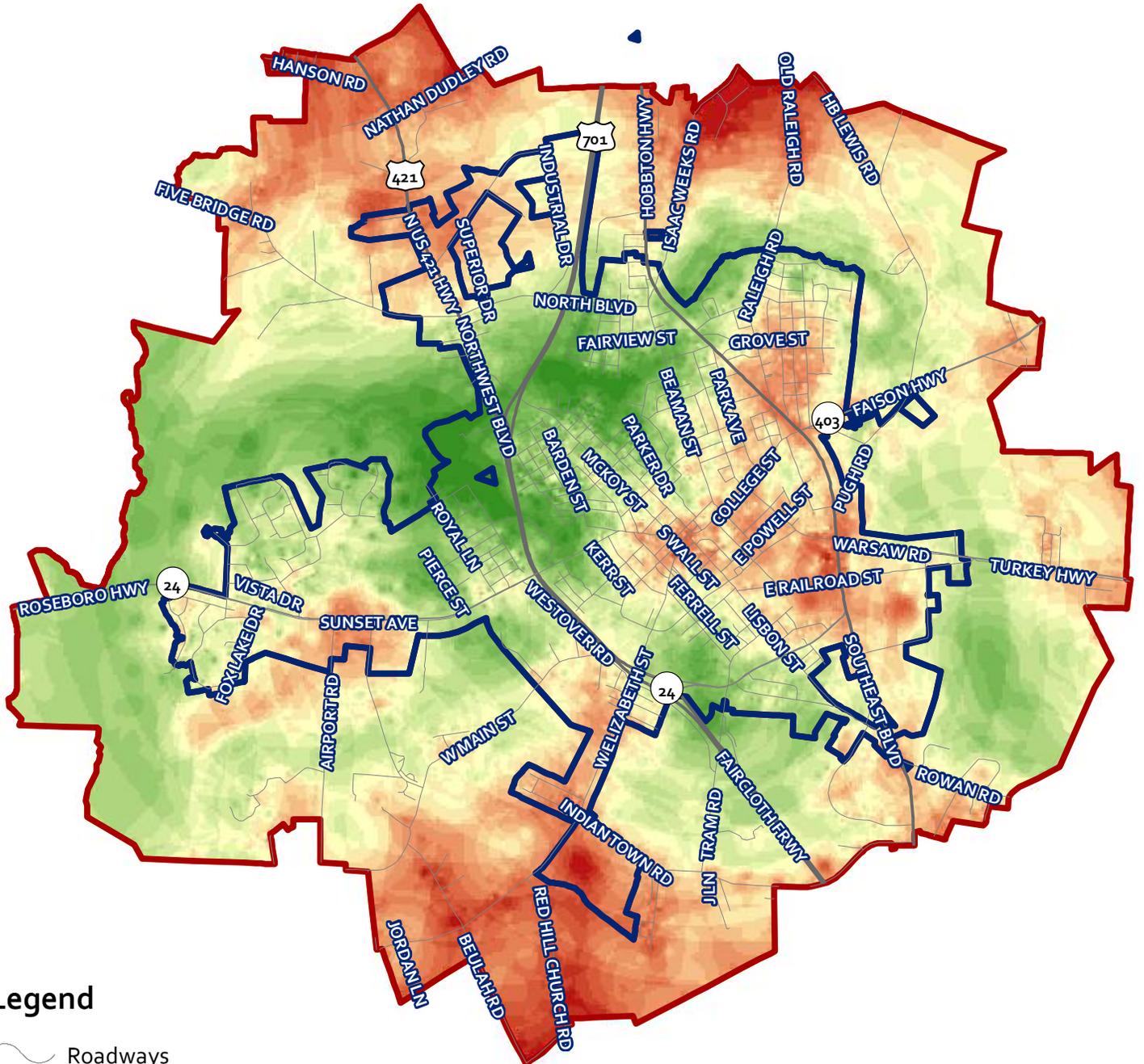
Parks and Recreation Land Photo Courtesy of HCP, Inc.

The following spatial components were combined in an overlay analysis to create the conservation suitability:

- Wetlands, as classified by the US Fish and Wildlife Service.
- Flood Hazard Areas
 - 100 Year Flood Plain: Areas subject to a one percent or greater annual chance of flooding in any given year. Digital flood data was compiled by the North Carolina Flood Mapping program.
 - Floodway: the channel of a river or other watercourse and the adjacent land areas that must be reserved in order to discharge the base flood without cumulatively increasing the water surface elevation more than a designated height.
- Existing parks and recreation land.
- Lands below the average property value per acre figure for Clinton's planning jurisdiction.

Land within Clinton's planning jurisdiction most suited for conservation purposes (shown as green on Map 15), are located along the Great Coharie Creek and include the wetland/flood hazard areas that run adjacent to creeks and surface waters.

Map 15: Conservation Suitability



Legend

-  Roadways
-  Corporate Limits
-  ETJ

Suitability for Conservation

-  High Suitability
-  Moderate Suitability
-  Low Suitability



6. Urban Development Suitability

In order to identify lands most suitable for urban development, factors such as proximity to roadways and water/sewer infrastructure was included. The following spatial components were combined in an overlay analysis to create the urban development suitability:

- Proximity to schools.
- Proximity to parks/recreation facilities.
- Proximity to water/sewer infrastructure.
- Proximity to roadways.
- Lands outside of Flood Hazard Areas (100 year flood plain and Floodway).

The majority of land classified as highly suitable for development is within the Clinton corporate limits. The suitability analysis suggests that infill development will be necessary to accommodate urban uses where they are most suited. Areas with particularly high suitability for urban development, include land along Sunset Avenue west of US 421 and along Lisbon Street southeast of downtown (see Map 16).



Sunset Avenue Photo Courtesy of HCP, Inc.



Highway 421 North Photo Courtesy of HCP, Inc.



Downtown Clinton Photo Courtesy of HCP, Inc.

Map 16: Urban Development Suitability



Legend

-  Roadways
-  Corporate Limits
-  ETJ

Suitability for Urban Development

-  High Suitability
-  Moderate Suitability
-  Low Suitability



7. Land Use Conflict Areas

To identify land use conflict areas, all three suitability analyses were combined to create a composite surface (see Map 17). The Land Use Preference and Conflict map depicts locations in Clinton's planning jurisdiction that may necessitate compromise to accommodate one of the three land use categories - agriculture, conservation, or urban. These compromise or conflict areas should stem discussion about Clinton's goals for future growth and development within its planning jurisdiction. A description of each land use preference and conflict area is provided below.

- **Agriculture Preference:** Land most suitable for agriculture, less suitable for conservation and urban development.
- **Conservation Preference:** Land most suitable for conservation, less suitable for agriculture and urban development.
- **Urban Preference:** Land most suitable for urban development, less suitable for conservation and agriculture.
- **Agriculture - Conservation Conflict:** Land most suitable for agriculture and conservation, less suitable for urban development.
- **Agriculture - Urban Conflict:** Land most suitable for agriculture and urban development, less suitable for conservation.
- **Conservation - Urban Conflict:** Land most suitable for conservation and urban development, less suitable for agriculture.
- **Maximum Conflict:** Lands suitable for all classifications - agriculture, conservation, and urban development.
- **No Preference:** Lands least suitable for all classifications - agriculture, conservation, and urban development.

See Map 17 for more information.

Clinton 2035 Comprehensive Plan

The Urban Preference category is the most significant land use preference/conflict area in Clinton's planning jurisdiction, followed closely by the Agriculture Preference category. The Urban Preference category spans much of Clinton's corporate limits. Areas of Agriculture Preference (shown as orange on Map 17) are located directly north and south of the corporate limits, consistent with the Agriculture Suitability map. Conservation Preference lands run adjacent to the Great Coharie Creek, in the western portion of Clinton's planning jurisdiction. These areas consist primarily of wetlands and flood plain.

In terms of conflicting land uses, the Conservation-Urban Conflict category accounts for the largest of these areas. Conservation-Urban Conflict lands run along the north border of the Clinton corporate limits, just south of the Conservation Preference category.

Areas of Agriculture-Urban conflict are shown as yellow on Map 17, and account for just over 1,500 acres (11.10%) of Clinton's planning jurisdiction. This category, suitable for both urban development and agriculture, is concentrated south of the corporate limits on either side of West Elizabeth Street.

Agriculture-Conservation Conflict areas span the periphery of the ETJ.

Lands considered in Maximum Conflict, or highly suitable for all three categories, are scattered throughout Clinton's planning jurisdiction. Concentrated areas of Maximum Conflict lands are located just outside the corporate limits along roadways. Additionally, the majority of the Maximum Conflict lands are undeveloped or underutilized (See Map 13, Existing Land Use). Lands considered as No Preference account for a very small percentage of Clinton's planning jurisdiction.

Table 23. Land Use Preference and Conflict Areas

Land Use Preference & Conflict Areas	Acres	% of Total
Agriculture Preference	2,562.02	18.45%
Conservation Preference	1,917.49	13.81%
Urban Preference	2,974.35	21.42%
Agriculture-Conservation Conflict	1,349.10	9.71%
Agriculture-Urban Conflict	1,541.12	11.10%
Conservation-Urban Conflict	1,841.30	13.26%
Maximum Conflict	1,598.81	11.51%
No Preference	103.46	0.75%
Total	13887.65	100.00%

*Acreage includes right-of-way.

Source: Holland Consulting Planners, Inc.

G. Environment/Existing Conditions Summary

Environmental Factors

- Clinton is in the Cape Fear River Basin.
- All surface waters are classified as C, Secondary Freshwater Recreation.
- Only 6.4% of the city's area and 10.5% of the ETJ are in flood hazard areas.
- There are 6,794 acres of prime farmland in the city's planning jurisdiction.
- Wetland areas comprise only 9.3% of the city's planning jurisdiction.

Community Facilities

- The Clinton Police Department is nationally accredited through CALEA, the Commission for Accreditation for Law Enforcement Agencies.
- Clinton currently has a fire rating of 5 within the corporate limits and a Class 6 in the five-miles fire district which surrounds the City of Clinton.
- The city water system is capable of maintaining a mass storage of 1,575,000 gallons in storage.
- In 2014, the City of Clinton water quality met or surpassed all primary Federal and State water quality standards.
- Clinton's downtown is the historical, cultural, religious, governmental, and civic center of the city.
- The city has a comprehensive recreational program.
- The city has twelve (12) properties currently listed on the National Register of Historic Places.
- Clinton City Schools has a total of five schools within its district: 1 high school, 1 middle school, and 3 elementary schools.

Health Services

- The 2011 Sampson County Top 5 Health and Wellness Priorities were Chronic Diseases, Drugs/Alcohol, Obesity, Teen Pregnancy, and Tobacco Abuse.
- The city/county relies on Sampson Regional Medical Center for its healthcare needs.
- Sampson County falls significantly behind the state in all health professionals categories.

Transportation

- Within the Clinton corporate limits, there are 45.97 miles of local roads, 17.19 miles of US Highways, and 7.39 miles of state routes.
- The Clinton-Sampson Airport is a general aviation public use airport.
- In March 2012, The City of Clinton adopted the Clinton Comprehensive Pedestrian Plan.

Existing Land Use

- The majority of intensive land use has generally occurred along US 701 Business, NC 24 West, and the Downtown area.
- Within Clinton and its ETJ, residential land use is 16%, vacant occupies 45%, commercial land use is 4%, and industrial occupies 5%.

Land Suitability, Preference, & Conflict

- Lands just south and north of the Clinton corporate limits are well suited for agricultural purposes.
- The majority of land within the corporate limits are not suitable for agricultural purposes, as many areas are developed and lack prime farmland soils.
- Land within Clinton's planning jurisdiction most suited for conservation purposes are located along the Great Coharie Creek.
- The majority of land classified as highly suitable for development is within the Clinton corporate limits.
- Areas with particularly high suitability for urban development include land along Sunset Avenue west of US 421 and along Lisbon Street southeast of downtown.

Section 5. Projections/Future Demand

"Someone's sitting in the shade today because someone planted a tree a long time ago."
–Warren Buffett

A. Introduction

Forecasting demographic/economic change and associated service demand is difficult. The reader should not become too engrossed in the forecast data. Forecasts are a "moving target" which must be carefully and continuously monitored. More importantly, this plan outlines the future path which Clinton is expected to follow. The forecast data should provide general parameters within which the city's path will be charted.

B. Population

Population growth in Clinton should be considered in the context of county and regional population growth. Population growth is normally forecast based on historic trends and known specific events which will result in population growth. Regionally, there are some positive factors which may have an influence on growth in and around Clinton.

See Map 1 (page 3-3) for Sampson County growth rates from 1990 to 2010. The growth rate within the general area of Clinton has been 1% to 15%. However, some sections of Clinton have actually experienced a population decline. Significant growth has occurred in Sampson County west and northwest of Clinton; some of the growth has been in the 51% to 100% range. This growth is believed to be largely the result of outward growth of the Raleigh/Cary

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urbanized area which now extends east/southeast of Dunn and Benson. Further south, the expanding Fayetteville urbanized area is exerting a growth influence. The potential for impact of those growth areas will increase as they move east/southeast towards Clinton and Clinton’s regional accessibility increases as a result of the four-laning of NC 24 west of Clinton. It is difficult to forecast to what extent the growth in western Sampson County will influence Clinton and how soon. However, the continued growth will undoubtedly have an impact.

Table 24 provides population forecasts through 2030 for Sampson County and all adjacent counties prepared by the North Carolina Office of State Budget and Management (OSBM). Regionally, the average forecast population growth change is 20.2%. The expected state-wide increase is 21.4%. The State of North Carolina is one of the fastest growing states in the nation. It is significant that a region, which has historically been predominantly rural is expected to have an overall population percent of increase equal to North Carolina. The population for Sampson County is expected to increase by 7.2% through 2030. Table 24 also provides population forecasts for Clinton through 2030. The population growth is forecast consistent with the Sampson County 20-year increase of 7.2%.

Table 24. 2030 Population Forecasts

Jurisdiction	2010 Census	2015 Estimate	2020 Estimate	2025 Estimate	2030 Estimate	% Change '10-'15	% Change '15-'20	% Change '20-'25	% Change '25-'30	% Change '10-'30
Bladen	35,190	35,283	35,443	35,606	35,765	0.3%	0.5%	0.5%	0.4%	1.6%
Cumberland	319,431	336,340	345,704	355,067	364,430	5.3%	2.8%	2.7%	2.6%	14.1%
Duplin	58,505	60,780	62,418	64,056	65,693	3.9%	2.7%	2.6%	2.6%	12.3%
Harnett	114,678	127,887	139,094	150,301	161,510	11.5%	8.8%	8.1%	7.5%	40.8%
Johnston	168,878	182,756	196,216	209,677	223,137	8.2%	7.4%	6.9%	6.4%	32.1%
Pender	52,217	57,728	63,156	68,589	74,036	10.6%	9.4%	8.6%	7.9%	41.8%
Sampson	63,431	64,770	65,856	66,943	68,028	2.1%	1.7%	1.7%	1.6%	7.2%
Wayne	122,623	125,982	128,976	133,580	137,165	2.7%	2.4%	3.6%	2.7%	11.9%
North Carolina	9,535,483	10,055,337	10,564,551	11,069,591	11,576,088	5.5%	5.1%	4.8%	4.6%	21.4%
Clinton	8,639	8,820	8,970	9,122	9,268	2.1%	1.7%	1.7%	1.6%	7.3%

Source: US Census Bureau, NCOSBM, and HCP, Inc.

In 2012, the North Carolina State Legislature re-wrote the state statutes regulating municipal annexation in North Carolina. The result is that involuntary annexation has been effectively ended until the legislation may be revised. Therefore, most, if not all, of any Clinton population increase will have to occur within the 2014 corporate limit area. The only exception will be voluntary annexations which may occur in order to obtain city services.

Population growth will have to occur through infill development. Infill development will most likely occur on vacant parcels, under-valued parcels, or parcels with environmental challenges. There is limited land available for new residential construction within the 2014 City of Clinton corporate limit area. Table 25 and Map 18 provide all vacant parcels within the City and its ETJ. Those parcels within the city which are at or above average tax value will provide additional development opportunities.

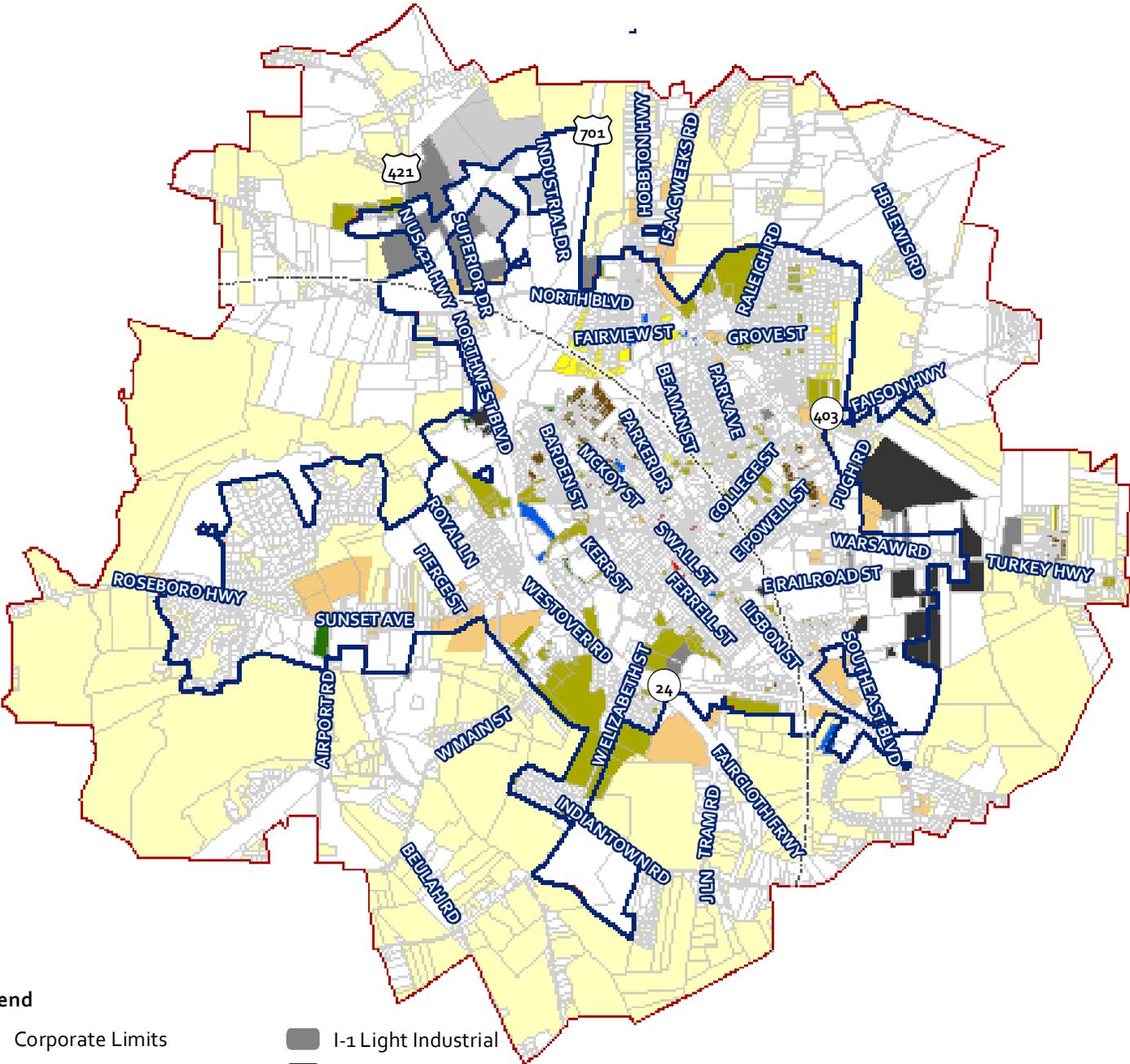
There are 571.61 acres of vacant residentially zoned land within the corporate limits. Based on the densities allowed by the City of Clinton Land Development Ordinance, approximately 1,966 to 2,461 additional single-family dwelling units may be constructed in Clinton (the range results for a potential 20%± consumption of developable land for roads and other infrastructure; specific site design will dictate the exact number of dwelling units). Based on a 2010 average household size of 2.55, the additional population to be accommodated on the existing vacant land would be between 5,013 and 6,275 people. Maximum multi-family development of the vacant residential land would result in 4,670 multi-family units with an estimated population of 11,908 people. Please note that the single-family and multi-family units both cannot be constructed. The actual increase in total dwelling units should be between 1,966 and 4,670 units, resulting in a potential population range of 5,013 to 11,908. All 2014 Clinton zoning districts allow multi-family dwellings as a conditional use.

Table 25. Vacant Parcels by Zoning

Zoning	Corporate Limits (acres)	% of Corporate Limits	ETJ (acres)	% of ETJ	Total (acres)	% of Total
CB	2.24	0.05%	0.00	0.00%	2.24	0.02%
HC	155.37	3.23%	135.46	1.49%	290.83	2.09%
NS	1.06	0.02%	0.00	0.00%	1.06	0.01%
I-1	38.16	0.79%	125.21	1.38%	163.37	1.18%
I-2	43.59	0.91%	141.50	1.56%	185.09	1.33%
PID	4.22	0.09%	136.42	1.50%	140.64	1.01%
OI	16.52	0.34%	4.88	0.05%	21.40	0.15%
PC	12.70	0.26%	0.00	0.00%	12.70	0.09%
R-6	36.76	0.77%	4.28	0.05%	41.04	0.30%
R-8	299.45	6.23%	51.39	0.57%	350.84	2.53%
R-15	40.62	0.85%	0.00	0.00%	40.62	0.29%
RA-20	193.82	4.03%	4,768.93	52.50%	4,962.75	35.73%
Total	844.51	17.58%	5,368.07	59.10%	6,212.58	44.73%

Source: Holland Consulting Planners, Inc.

Map 18: Vacant Parcels by Zoning



- Legend**
- Corporate Limits
 - ETJ
 - Airport Height Restrictions
- Zoning**
- CB Central Business
 - HC Highway Commercial
 - NS Neighborhood Shopping
 - OI Office Institutional
 - I-1 Light Industrial
 - I-2 Heavy Industrial
 - PID Planned Industrial
 - R-6 Residential
 - R-8 Residential
 - R-15 Residential
 - RA-20 Residential Agriculture
 - PC Public Conservation



In 2010, approximately 70.5% of Clinton's housing inventory was single-family. It is expected that single-family housing will continue to be the dominant housing type. If the vacant residential property is developed at a 70%/30% single-family/multi-family mix, the city's build-out additional population would be approximately 7,658. With the 2010 population, the resulting total population in the existing corporate limits would be approximately 16,247. This number exceeds the population forecast included in Table 24 by 75% and would exceed the 2010 population by 88.6%.

C. Brownfield Sites

There are suspected brownfield sites within Clinton's planning jurisdiction. A brownfield is a property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. The Environmental Protection Agency (EPA) estimates that there are more than 450,000 brownfields in the US. Cleaning up and reinvesting in brownfield properties increases local tax bases, facilitates job growth, utilizes existing infrastructure, frees impaired land for development, and improves/protects the environment.

Clinton's suspected brownfield sites are scattered; however, several sites are in or near the Central Business District. Clean-up of these properties will enhance economic opportunities in Clinton, increase adjacent property values, and stabilize land use within the community. It should be understood that brownfield clean-up and redevelopment often poses the following challenges:

- **Environmental Liability Concerns.** Developers and property owners want to manage past and future liabilities associated with the property's environmental history.
- **Financial Barriers.** Private lenders are often reluctant to give loans for potentially impaired lands. In some cases, clean-up costs for a property may ultimately be more than the property's value.
- **Clean-up Considerations.** A brownfields redevelopment timeline may take longer than typical real estate development due to environmental assessment and clean-up activities.
- **Reuse Planning.** A reuse plan based on community goals or sound economic and environmental information (e.g., market potential) may be lacking.

An action which must be taken early in the potential redevelopment of a brownfield site is identifying the presence and extent of contamination, essential to evaluating risk, limiting liability, and determining an appropriate reuse. A Phase I environmental assessment should be performed to identify the presence, type, and extent of contamination that may exist on-site. If required, a Phase II assessment may be conducted to sample or test for specific hazards that may have been identified in Phase I and to help develop a remedial action plan. EPA grant funding is available to assist with the brownfield process, including clean-up. According to the EPA, brownfield redevelopment typically follows one of the following two scenarios:

1. Private Redevelopment

In a typical, privately driven redevelopment scenario, a developer takes responsibility for the entire redevelopment process but may require some limited public investment to first define the extent of contamination on-site. The first step is for the developer to take title of the land via purchase or conveyance, and plan for the property's reuse. Given the developer's financial resources, private financing will need to be identified either through debt or equity. Public funding, such as an EPA Brownfields Assessment grant, might be used to identify and quantify the property's contamination and define the environmental clean-up required. The developer completes all environmental clean-up activities, meeting the state's voluntary clean-up program requirements and other applicable federal or state regulations.

Once clean-up is considered complete by the appropriate regulatory authority, the property may be redeveloped.

2. Public-Private Redevelopment

A public-private partnership is an agreement between at least one public-sector entity and one private-sector organization to combine resources and efforts to accomplish a common goal. The level of participation can vary from all public to nearly all private. In typical public-private partnerships associated with brownfields restoration, the public entity usually sponsors the project and provides some initial funding, often for assessments that remove contamination uncertainties and for infrastructure to support development; a private-sector developer then funds and manages the pre-development and construction process.

The composition of the public-private partnership is unique for each brownfields project. Public-private partnerships are often successful because initial public investments provide the necessary incentives for private-sector development and operation. These collaborations reduce the financial burden on the public sector while accelerating property clean-up, redevelopment, and community revitalization.

D. Infill Development/ Return on Investment

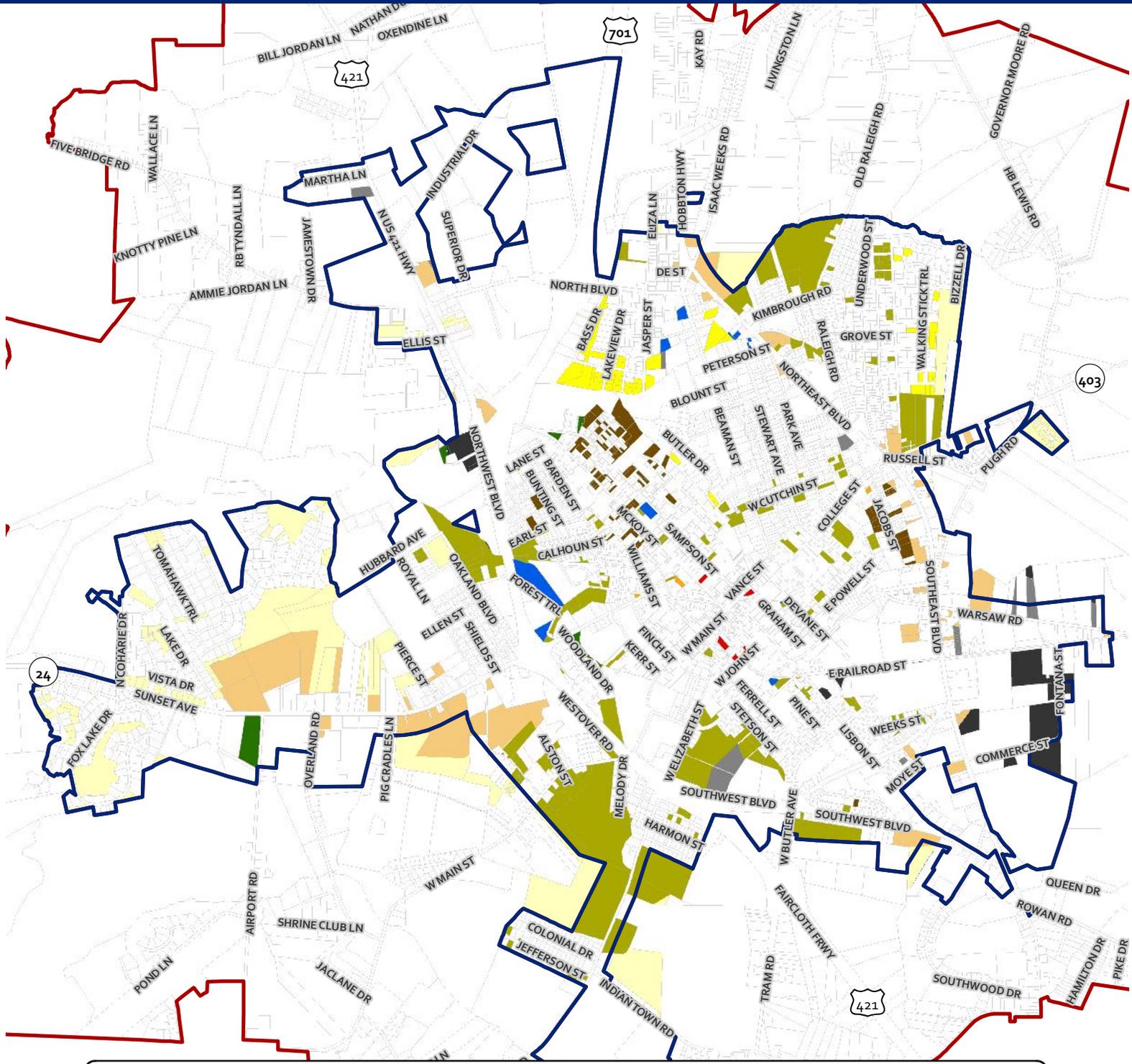
As a result of the current annexation situation, infill development must be primarily relied upon to increase tax base and expand the city's critical mass of population. The density of development within the city's existing corporate limits must increase. This process will be crucial to Clinton's economic advancement.

Infill development is development or redevelopment of land that has been bypassed, has remained vacant, and/or is underutilized as a result of the continuing urban development process. Generally, the areas and/or sites are not particularly prime quality; however, they are usually served by or are readily accessible to infrastructure (services and facilities) provided by the City of Clinton. Use of such lands for new housing and/or other urban development is considered a more desirable alternative to continuing to extend the outer development pattern horizontally, thus necessitating a higher expenditure for capital improvements than would be required for infill development. Capital improvements such as water/sewer infrastructure and roads are often required for greyfield development. As such, a financial burden may be placed on the city to provide these improvements, whereas development of underutilized infill property may not carry such a burden.

The use of infill development promotes the best use of resources and, in turn, will tend to have a positive impact upon the tax base. Infill development will also be a positive influence on return on investment (ROI) for the city. Generally, municipal revenues are generated by property tax, sales tax (retail), fees, enterprise funds, and the lease or sale of assets.

Map 2 (page 3-8) depicts the distribution of appraised property tax value per acre within the city's planning jurisdiction. It is obvious that the highest appraised tax values are within the city's Central Business District. Table 26 provides the average per acre tax values for land use categories within the city's planning jurisdiction. In both the city and the ETJ, the four highest per acre tax value categories are: (1) office and institutional, (2) commercial, (3) medium density residential, and (4) multi-family residential. Vacant parcels identified by zoning classification are delineated on Map 19. These parcels may be targeted for infill development.

Map 19: Vacant Properties Below Value Inside Corporate Limits



Legend

Corporate Limits	I-2 Heavy Industrial	R-6 Residential
ETJ	I-1 Light Industrial	R-8 Residential
CB Central Business	PID Planned Industrial	R-15 Residential
HC Highway Commercial	OI Office Institutional	RA-20 Residential Agriculture
NS Neighborhood Shopping	PC Public Conservation	

Table 26. Average Per Acre Tax Values

Existing Land Use	Corporate Limits			Extraterritorial Jurisdiction		
	Total Value	Acres	Tax Value Per Acre	Total Value	Acres	Tax Value Per Acre
Commercial	\$107,411,294	415.18	\$258,710.18	\$7,893,152	99.26	\$79,519.97
Office and Institutional	\$174,827,212	652.23	\$268,045.34	\$19,066,403	178.02	\$107,102.59
Industry	\$65,864,842	576.20	\$114,308.99	\$5,926,174	104.90	\$56,493.56
Multi-Family Residential	\$24,407,029	115.28	\$211,719.54	\$0	0.00	–
Medium Density Residential	\$256,367,280	1,084.24	\$236,448.83	\$51,668,276	378.89	\$136,367.48
Low Density Residential	\$37,585,944	285.60	\$131,603.45	\$14,612,249	292.73	\$49,917.16
Rural Residential/ Agriculture	\$2,180,972	106.70	\$20,440.22	\$10,088,592	2,084.58	\$4,839.63
Recreation	\$3,135,202	84.02	\$37,314.95	\$836,752	138.00	\$6,063.42
Vacant	\$16,856,225	1,042.22	\$16,173.38	\$10,337,456	5,186.43	\$1,993.17

Source: Holland Consulting Planners, Inc.

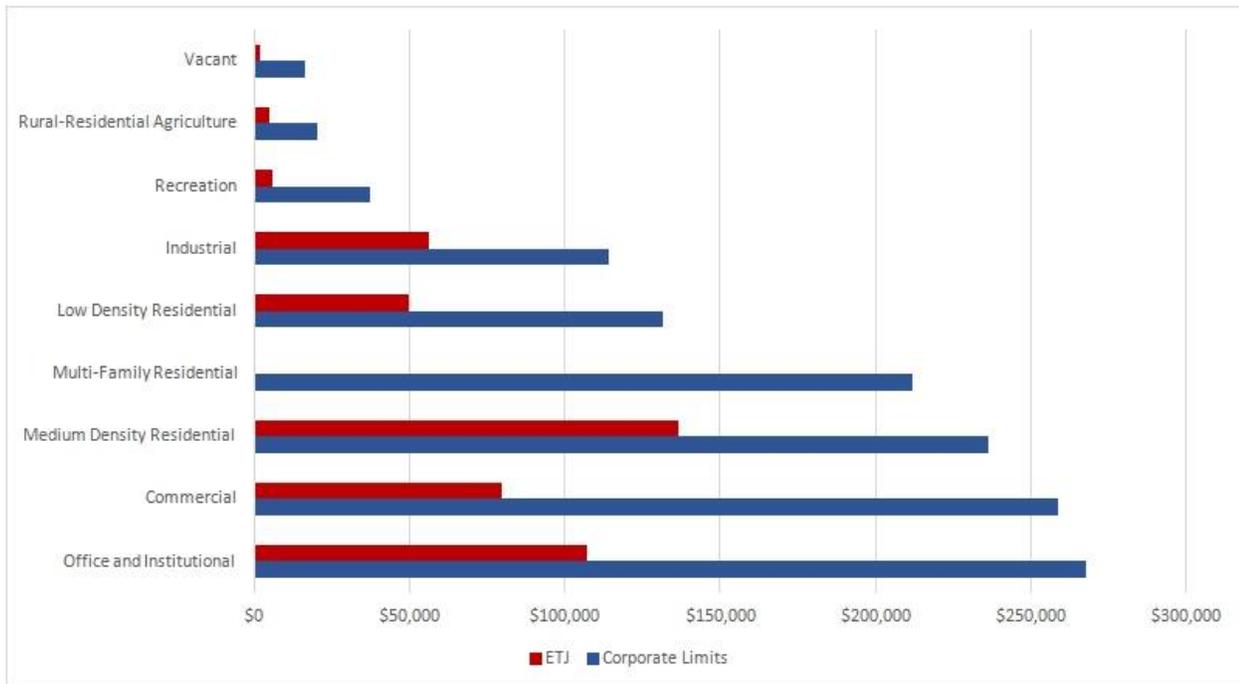


Figure 7. Tax Value Per Acre by Land Use Source: HCP, Inc.

E. Infrastructure/Public Works

The City of Clinton Public Works Department will continue to be responsible for the maintenance of: city garage, all municipal grounds, sanitation, streets, water treatment, and water/sewer line maintenance. Except for the cemeteries, city grounds such as parks are discussed by function. It is expected that expansions of the Spring Vale and Sandhill cemeteries will be required. There are no significant changes in sanitation services expected. The city will continue to rely on the Sampson County Landfill which has a life expectancy extending beyond the 20-year planning period. Streets are discussed in the future transportation needs section. The city's primary long-range infrastructure concerns will be the water and sewer systems.

1. Water System

Clinton's water system improvements will focus on the following:

- Expanding well fields with six new wells, total 16 wells (4 supplemental).
- Construction of a new elevated water tank on South Wood Drive.
- Providing 1.5 million gallons of additional water capacity.
- Providing/increasing generated backup power.
- Replacing 11 aging fire hydrants.
- Replacing galvanized water lines (\$800,000).
- Relocating NC 24 utilities (water and sewer \$2.5 million).

The system improvements will include maintenance and improvement of existing water lines which are crucial to existing development and infill development. These water system improvements will impact Clinton's future land use by: improving fire suppression capabilities/ISO rating, improving industrial recruitment possibilities, and overall improvement of water supply consistency.

2. Sewer System

The existing wastewater treatment plant (WWTP) is at: 85% capacity on solids, 83% capacity on biochemical oxygen demand, and 75% on ammonia. The EPA and state guidelines recommend expansion at greater than 80% capacity. The WWTP currently receives 1.2 million gallons per day from the Smithfield plant with very heavy BOD, ammonia, and solids loading.

Expansion of the WWTP capacity is crucial to Clinton's growth and future prosperity. The current capacity is 5 million gallons per day. Expansion may require relocation of the system's discharge point (currently at Small Branch). Expansion will require different types of treatment and not additional capacity alone. The city WWTP will not be able to accept additional industry with BOD, ammonia, and solids loading without expansion of the existing WWTP. The City is currently exploring engineering options for increasing the existing capacity by 1.5 times over the next 2 to 5 years.

Sewer system improvements will also include: relocation of sewer lines along NC 24 west, continued updates to the GIS mapping system, repair of high priority lines as needed, and continued sewer line maintenance and repair as needed. The potential to increase the number of connections does exist for areas that may request annexation into the City. At this time, it is not possible to predict the number of additional connections. This will also depend on the expansion of the existing WWTP and the increased capacity that may provide.

F. Housing

Table 24 forecasts a population increase through 2030 of 629 people. At a continued average family size of 2.55, the population increase would generate a demand for 247 dwelling units. Based on a 70%/30% mix of single-family/multi-family, the increase would include 172 single-family and 75 multi-family dwelling units. The 2014 vacant residentially zoned land will allow the City of Clinton to absorb the dwelling unit increase. In 2010, there were 319 vacant dwelling units within the city. Thus, vacant dwelling units may provide for some of the growth related housing demand.

The city should be vigilant of trends in housing demand. The October 2013, National Association of Realtors National Community Preference Survey provides the following relevant information:

- 55% of those surveyed prefer houses with small yards and easy walks to schools, stores, and restaurants over houses with large yards but where you have to drive to get to schools, stores, and restaurants.
- 60% of those surveyed prefer a neighborhood with a mix of houses, stores, and businesses that are easy to walk to over a neighborhood with houses only that requires driving to stores and businesses.
- 55% of those surveyed felt that living in a place that is “away from it all” was more important than one at the “center of it all.”

These responses suggest a trend towards the lifestyle offered by Clinton.

Other continuing housing concerns will be: preservation of historic housing, maintaining safe neighborhoods, protecting residential areas from conflicting land uses, and achieving/maintaining walkable neighborhoods.

G. Health and Wellness

The following section provides the results of a thorough analysis focused on identifying portions of Sampson County that are more or less susceptible to a range of public health concerns. The analysis takes into account several factors including access to healthy foods, socioeconomic status, concentrations of elderly populations, and access to recreational facilities. This analysis culminates in the establishment of health and wellness priority areas. These priority areas will help guide the development of implementation strategies focused on improving public health county-wide, especially in high priority areas as defined on Map 25.

1. **Access to Fresh, Healthy Food**

Food is essential for life. Yet unlike other enduring necessities - water, air, and shelter - food has not been considered a priority for planning by state and local officials and decision makers. Increasing access to and encouraging consumption of fresh, healthy foods are important ways to address disease incidence and health care expenditures, particularly in under-served communities in Sampson County.

North Carolinians face a number of health challenges related to our food system. Food insecurity is present across the state, which exists when an individual or family lacks adequate or consistent access to the foods necessary to lead an active, healthy lifestyle.

Children's health and well-being are connected to diet, nutrition, and food security. Access to an ample quantity and variety of fruits and vegetables at school, at home, and in the community is critical. Access is especially important for school-age children, given that poor dietary habits can linger or worsen into the high school years and adulthood.

In Sampson County, there are eleven (11) establishments that offer full-service grocery items (see Table 27). For the purposes of this assessment, a "full service grocery" is defined as an establishment that is open 7 days a week, offers a variety of fresh fruits and vegetables at a competitive price, and accepts SNAP (Supplemental Nutrition Assistance Program), EBT (Electronic Benefits Transfer), and WIC (Benefits for Women, Infants, and Children).

Table 27. Full Service Groceries in Sampson County

Name	Address	City/Town
Piggly Wiggly	815 College St	Clinton
Piggly Wiggly	322 Northeast Blvd	Clinton
Piggly Wiggly	1111 Sunset Ave	Clinton
Piggly Wiggly	44 Ingold Ave	Garland
Piggly Wiggly	315 Fayetteville Hwy	Roseboro
Jordan & Hope, Inc.	906 College St	Clinton
Walmart Supercenter	1415 Sunset Ave	Clinton
Food Lion	347 North Blvd	Clinton
Food Lion	220 Martin Luther King Jr Blvd	Roseboro
Food Lion	306 Main St	Newton Grove
Tropicana Supermarket	500 Warsaw Rd	Clinton

Source: Holland Consulting Planners, Inc.

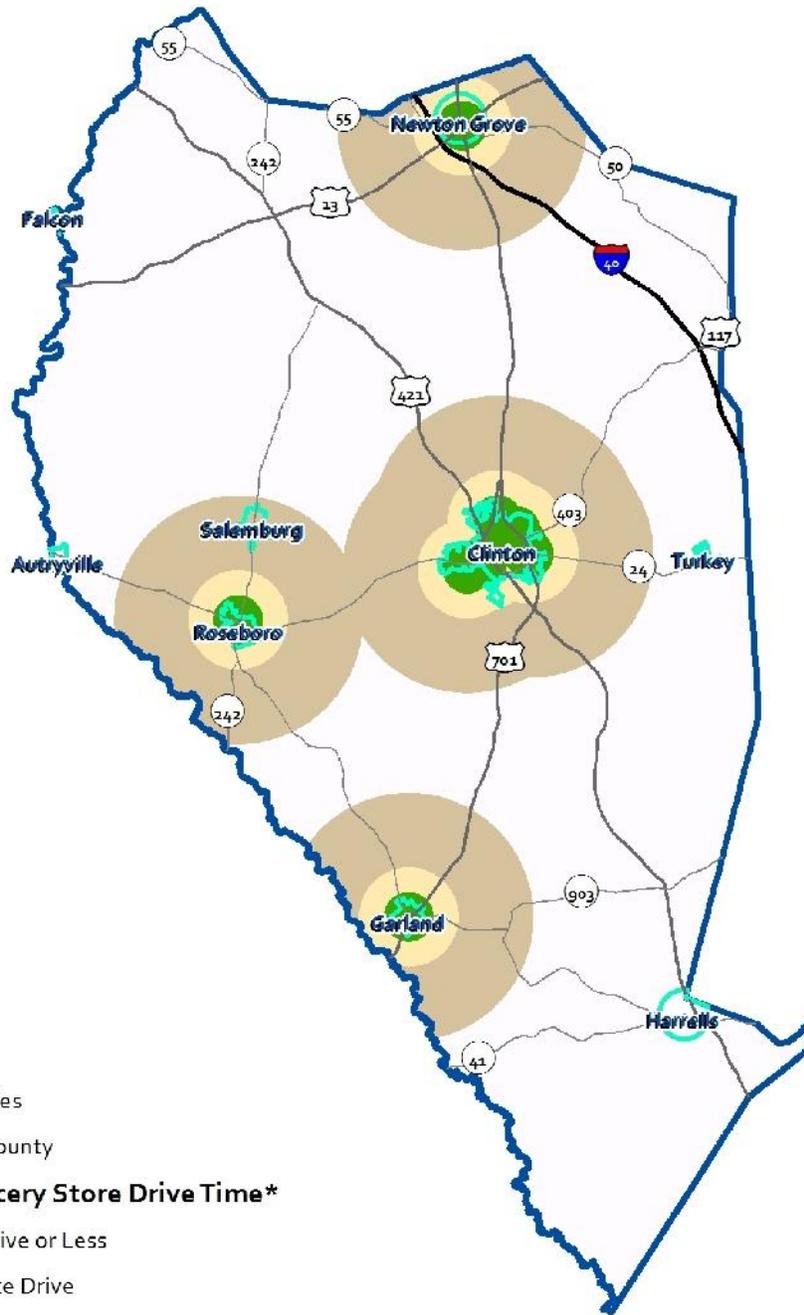
Several seasonal operations are also available to residents of Sampson County. At this time, none of these operations are open year-round because of the seasonal produce they offer, nor do they accept SNAP, EBT, or WIC payments. However, three outlets expressed an interest in accepting these benefits. As a result, individuals of low socioeconomic status may be limited by the cost or hourly availability of produce vendors and markets. For this reason, they are not included in the Nutritionally Disparate analysis.

Clinton, Newton Grove, Garland, and Roseboro residents are located within a mile of a full-service grocery (see Map 20). Residents residing outside of these municipalities are limited in their access to fresh fruits and vegetables.



Seasonal Produce Stand in Clinton Source: HCP, Inc.

Map 20: Full Service Grocery Access



Legend

- Municipalities
- Sampson County

Full Service Grocery Store Drive Time*

- 2 Minute Drive or Less
- 2 to 4 Minute Drive
- 4 to 10 Minute Drive
- Greater than 10 Minute Drive

*Drive times are based on an estimation of 2 minutes per mile of travel.



2. Elderly

Over 90% of seniors (65+) have at least one chronic disease and more than 75% have at least two. To exacerbate the issue, in the next twenty years, the portion of the population over the age of 65 is expected to be nearly sixty percent.

According to the NC Department of Health & Human Services, in Sampson County, by 2032, more than twenty percent (20.7%) of the county's population is estimated to be over the age of 65. Increasingly, these individuals will be stranded in the suburban landscape as most have no access to public transit. It will be important for Sampson County to prioritize para-transit access for concentrations of the elderly population.

In Sampson County, elderly populations are scattered throughout the jurisdiction with a significant concentration (relative to the population) located in and around Clinton (see Map 21). This finding is consistent with findings nationwide that show elderly populations are found in rural and urban areas alike.

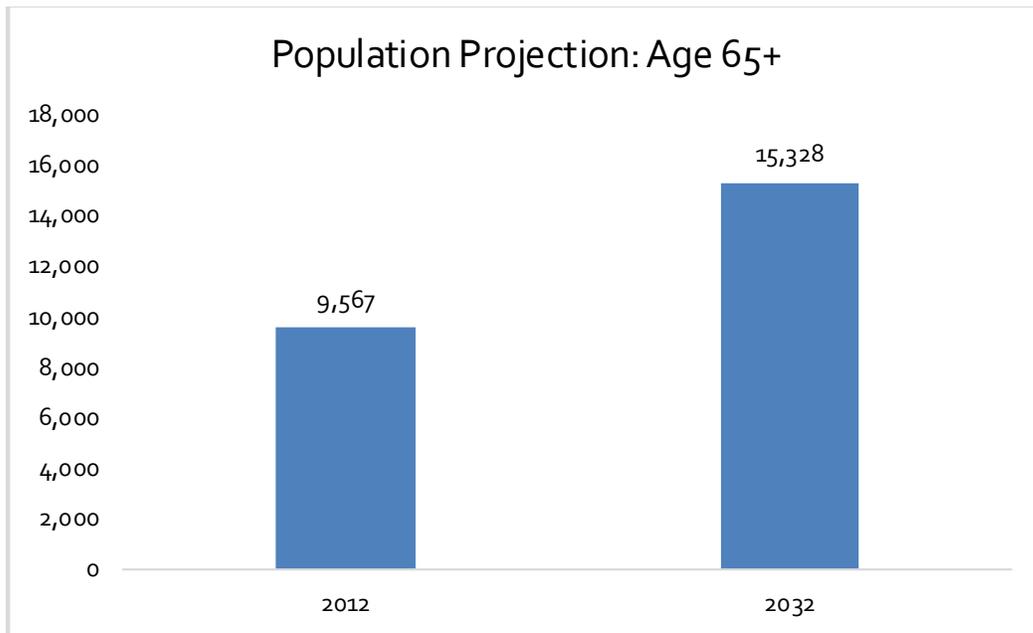


Figure 8. Population Projects: Age 65+ Source: US Census Bureau.

Map 21: Elderly Concentration (65+)



Legend

- Municipalities
- Sampson_County

Elderly Concentration (65+)

- Minimal
- Low
- Moderate
- High

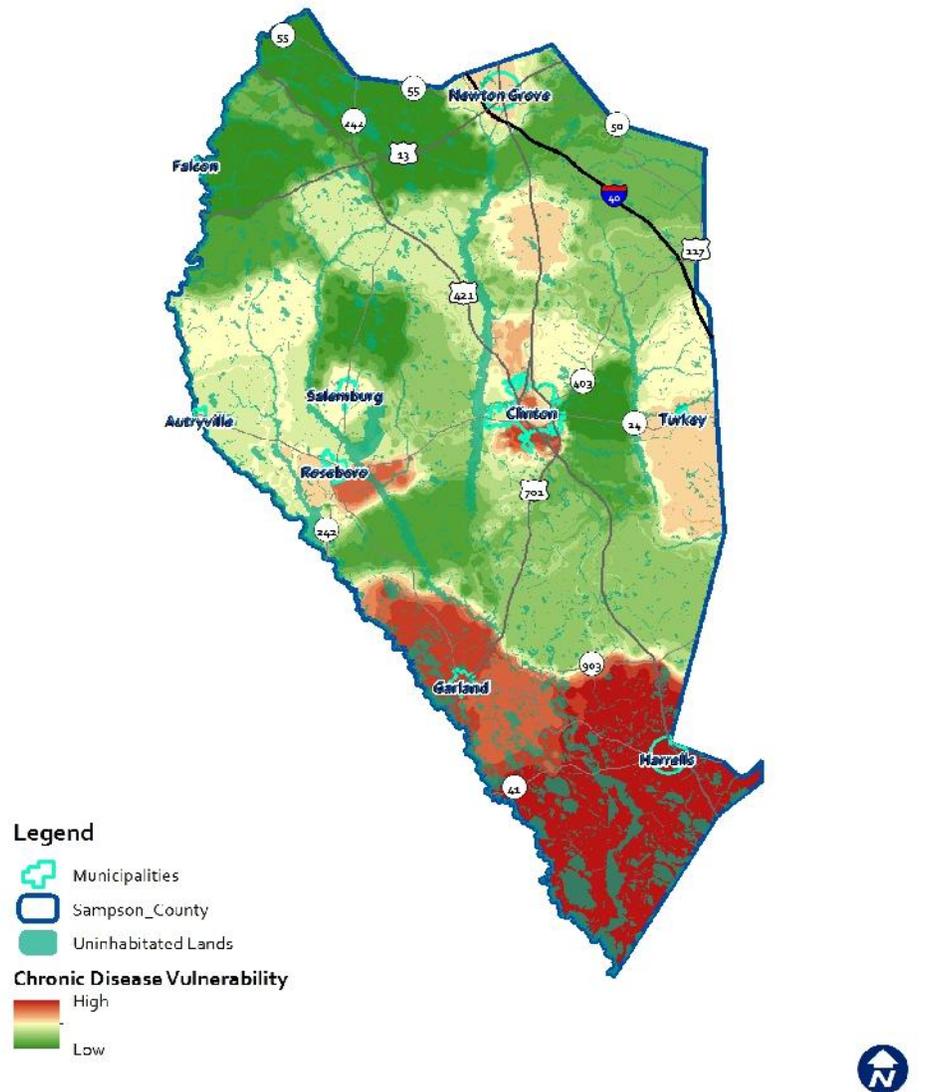


3. Concentrations of Population Vulnerable to Chronic Disease

In order to prioritize investment, it is important to locate spatially those areas most in need of health and wellness enhancement. To do so, GIS analysis was used to combine socioeconomic status and concentrations of the elderly population.

In general, the composite map showing Population Vulnerable to Chronic Disease (Map 22 is very similar to the Socioeconomic Status map (see page __) The most vulnerable populations are located in the southern portions of the county. Areas south of Clinton and Roseboro may also include populations more vulnerable to chronic diseases.

Map 22: Population Vulnerable to Chronic Disease

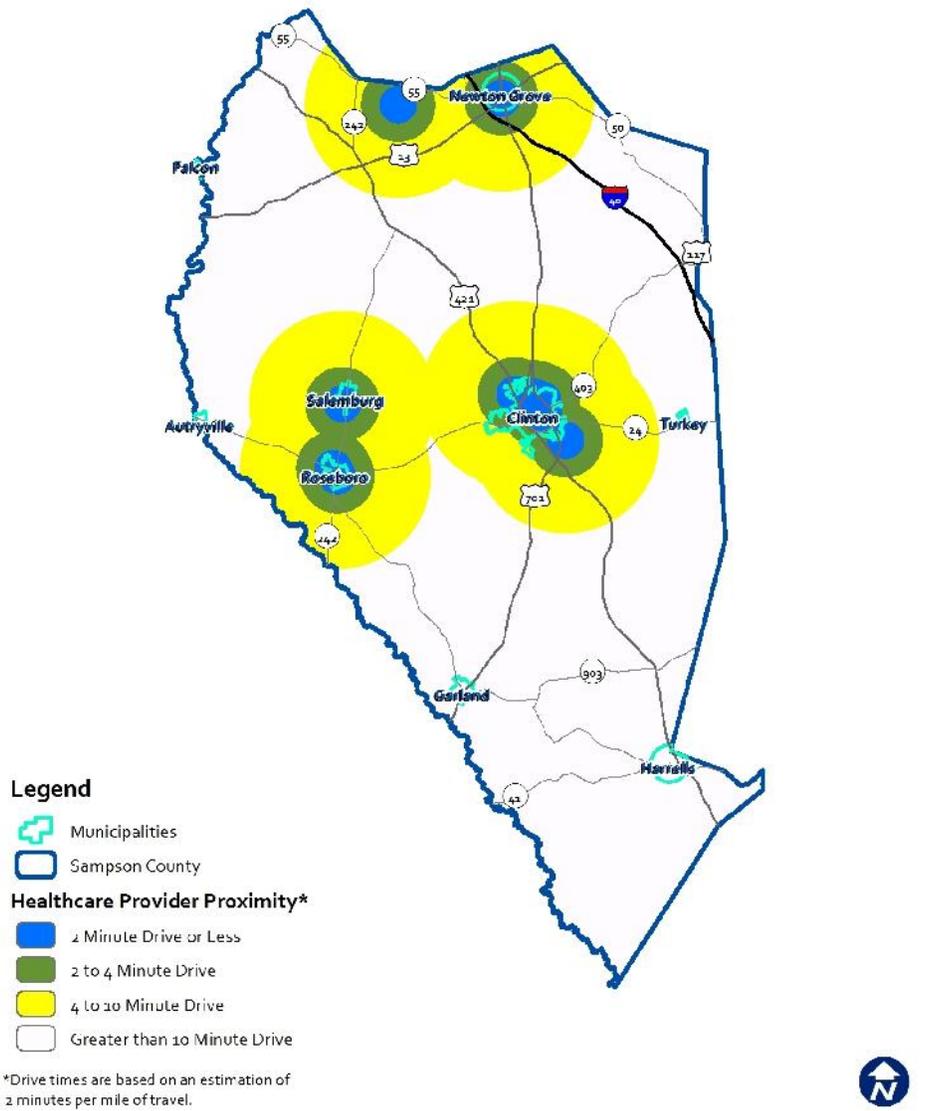


4. Access to Healthcare Providers

Healthcare providers with general practitioners were identified across the county. Locations and proximity to each were created using spatial analysis. Residents in the northern portion of the county have the greatest access to healthcare providers (see Map 23).

Areas shown as white on the map are located greater than a ten-minute drive from the closest healthcare provider.

Map 23: Access to Healthcare Providers



5. Access to Physical Activity and Recreation Facilities

Research shows that the one of the best ways to offset weight gain is through increased physical activity. Coincidentally, individuals looking to increase physical activity encounter barriers when access to recreational facilities is limited.

According to the Centers for Disease Control, the following is a list of items that can be accomplished through increased or regular physical activity:

1. Weight control;
2. Reduced risk of cardiovascular disease;
3. Reduced risk of Type 2 diabetes and metabolic syndrome;
4. Reduced risk of some cancers;
5. Stronger bones and muscles;
6. Improved mental health and mood;
7. Improved ability to do daily activities and prevent falls (if you're an older adult);
8. Increased chances of living longer.

Residents located outside of the municipalities have little access to active recreation opportunities (see Map 24). However, open space recreation, in the form of hiking and hunting, is available to almost all residents in the rural areas of the County.

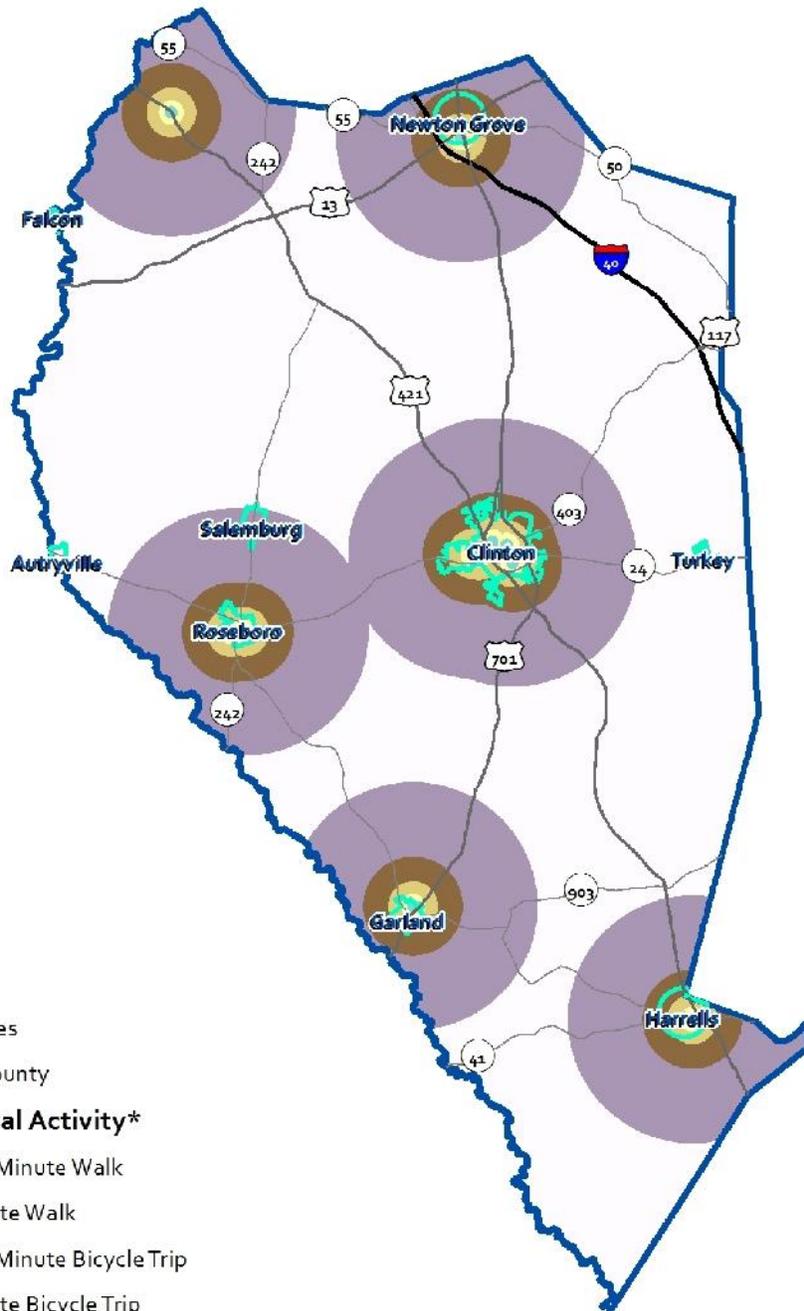


Soccer Fields - Royal Lane Park *Image Source: City of Clinton*



City Pool - Royal Lane Park *Image Source: City of Clinton*

Map 24: Access to Physical Activity



Legend

- Municipalities
- Sampson County

Access to Physical Activity*

- Less than 5 Minute Walk
- 5 to 10 Minute Walk
- Less than 5 Minute Bicycle Trip
- 5 to 10 Minute Bicycle Trip
- 4 to 10 Minute Drive
- Greater than 10 Minute Drive

*Drive times are based on an estimation of 2 minutes per mile of travel.



6. Priority Areas for Health & Wellness Improvement

In Sampson County, public health officials should strive to focus their efforts in areas that are most vulnerable to wellness issues. Spatial analysis was used to identify those areas most in need of health and wellness related facilities. High priority wellness investment and enhancement areas are shown in red on Map 25.

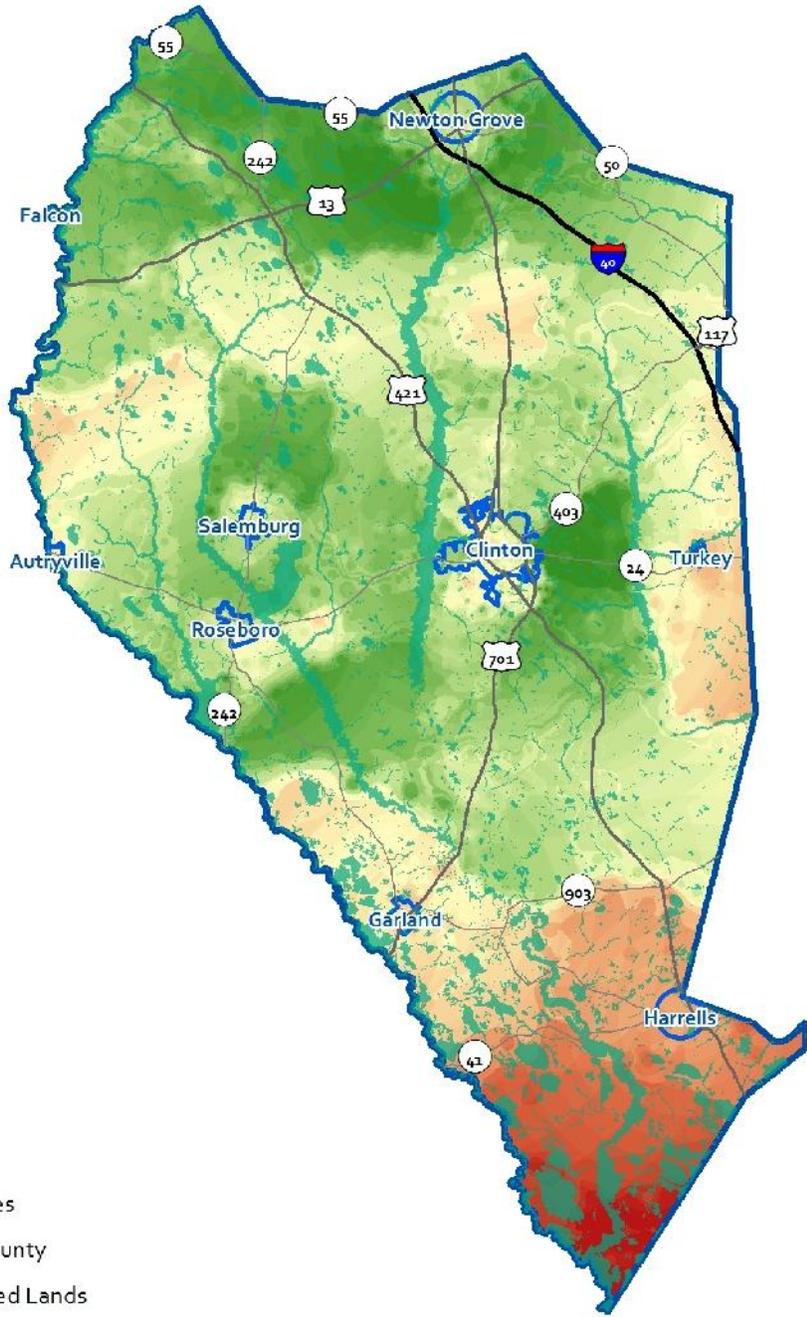
Population vulnerable to chronic disease was weighted higher than all other factors in the analysis. The primary health and wellness focus areas (shown red on Map 25) are located in the southern portion of the county and in close proximity to Harrells.

GIS software was used to combine the following health and wellness contributing factors:

1. Population Vulnerable to Chronic Disease
2. Full Service Grocery Store Access
3. Parks and Recreation Facility Access
4. Healthcare Provider Access
5. Population Density*

*Population density was used to prioritize the final outcome in an effort to locate areas that will benefit the greatest number of Sampson County residents.

Map 25: Health and Wellness Priority Areas



Legend

- Municipalities
- Sampson County
- Uninhabited Lands

Health & Wellness Priority Areas

- High Priority
- Low Priority



H. Police/Fire/Rescue

The Fiscal Year 2013/2014 City of Clinton Capital Improvements Plan includes the Fiscal Year 2015/2016 construction of a new police station. The plan also includes the construction of a new Fire Station #2 in an unspecified future year. A continuing need will be the compliance of police and fire facilities with changing state and federal standards.

I. Downtown Area

The Downtown area (central business district) is and will continue to be the core image of Clinton. The Downtown area very much has a “village” atmosphere. Its preservation and improvement is vital to Clinton’s identity and future cultural and commercial success. In the citizen opinion survey, conducted throughout the planning process, respondents overwhelmingly identified the Downtown area as their favorite place to be in Clinton.

A specific master plan for the Downtown area should be prepared to include at a minimum:

- Mission Statement
- Economic Visions
- Facade and Building Appearance/ Rehabilitation
- Streetscape
- Agriculture
- Arts and Culture
- Public Realm Improvements
- Healthcare
- Entrepreneurship Opportunities

- Green Space
- Parking
- Transportation
- Economic Structuring/ Restructuring
- Infrastructure
- Financing
- Integration with Main Street Program

J. Recreation

The City of Clinton will continue to emphasize the provision of quality parks and recreational facilities. Support of such facilities is essential to a healthy active lifestyle and sound economic growth.

The “flagship” of Clinton’s recreational assets is Royal Lane Park. In November, 2015, the City Council adopted the Royal Lane Park Master Plan. Royal Lane Park is the most well-used park in the City of Clinton, but is in need of major renovations and upgrades in order to continue to meet the needs of the city and county residents. Although the park is well used, most agree that the park, with out-of-date fields, courts, and facilities, is not meeting the current needs of park patrons. The park also will not meet future needs in the way of new programs and facilities to attract new users or retain existing ones. In addition, the City would like to create a first-class park that will attract people regionally and provide a source of pride for all of its citizens.

Through extensive public input, including survey questionnaires, public meetings, focus group meetings, civic group meetings and City Council meetings, a park master plan was

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created that incorporates all of the facilities and programs the City and park patrons would most like to have, while also meeting the goals of consolidating facilities, opening up more land for play, improving circulation within the park, and creating a master plan that can be phased in due to cost and the facilities currently in use.

The Royal Lane Park Master Plan and phasing plan were approved at a July 2, 2013, City Council meeting. The park was broken into three phases, but due to budgeting and constructability restrictions, Phase 1 was divided into additional phases. The final Master Plan is shown in Figure 9. The Master Plan was developed based on the following program elements:

- Regulation size soccer fields:
(5) 200' x 360' and (1) 120' x 210'
- Regulation size baseball/softball fields:
(4) 225' in a "wagon wheel" circle and
(2) 300' grouped to allow for tournaments and efficiency
- Tennis Courts: (4) regulation size and oriented correctly; (4) Under-10 youth courts for a new attraction at the park
- Parking located near facilities, but also consolidated to reduce the number of lots
- Reconfigured roads and a roundabout to increase open space, slow traffic, and create less of a segmented feeling
- Picnic shelters and pavilions located to enhance group gatherings
- A new soccer plaza and restroom/concession facility

- A press box for the existing football field
- Basketball courts: (2) located near the pool and the adjacent neighborhood to encourage use by nearby residents
- Relocation of the Maintenance Yard to increase efficiency and open up the back of the park for soccer
- A new main entrance at Royal Lane and Ellen Street
- A 1.5 mile walking/greenway trail
- Disc golf to make use of the underutilized wooded area of the park
- A large, centralized playground to attract new users and create a first-class facility
- A splash pad at the existing pool to provide a new attraction at this popular facility

The design of the preliminary master plan incorporated these items in a way that strengthened the concept of consolidating the facilities and opening up more land for play, while improving circulation within the park. Because of the large site, the existing programs and facilities in use, and the financial scope of this park renovation, another guiding principle of the park design was to create a layout that can be installed in phases. This way, some park elements can still be used while other portions of the park are under construction.

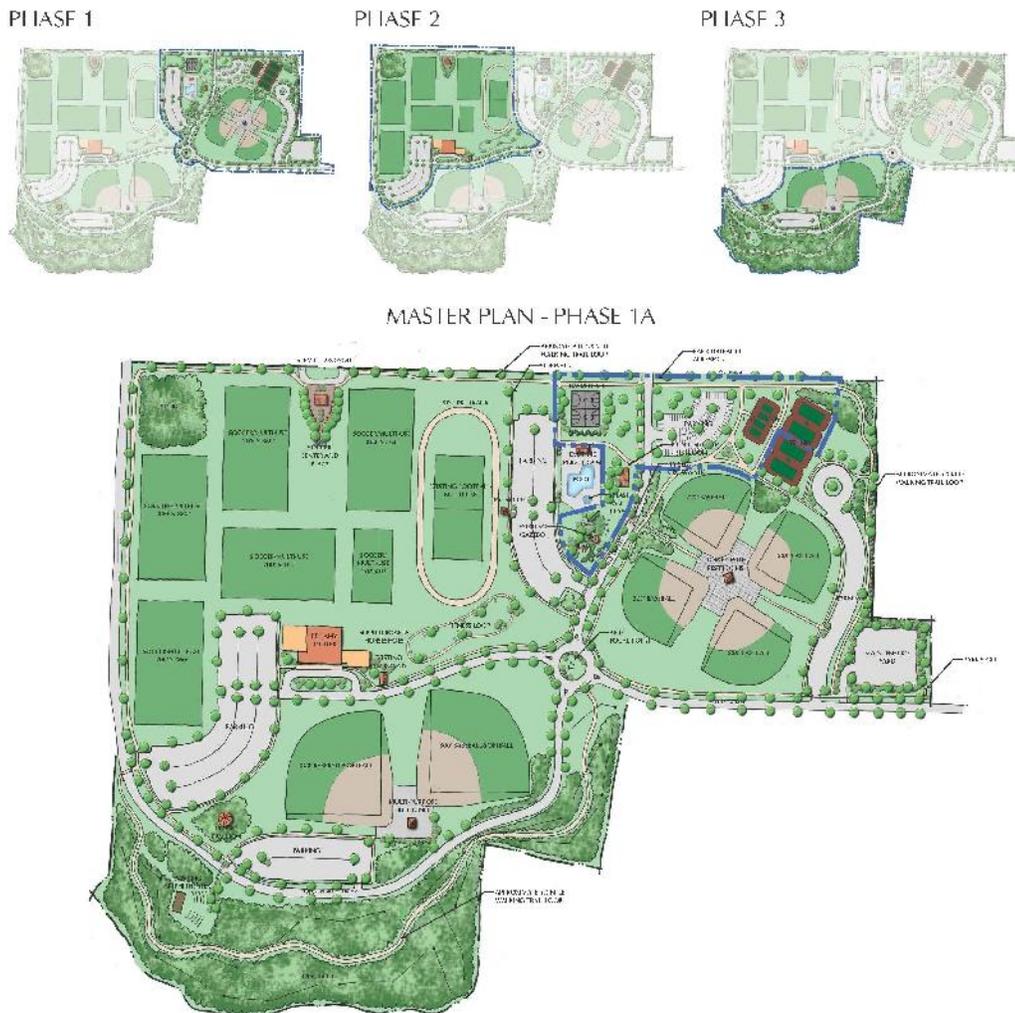


Figure 9. Final Master Plan Phases. Source: Withers & Ravenel.

One of the most popular programmatic elements from the surveys and talking to the public was walking trails. A 1.5 mile, 8' wide walking trail loop was created around the entire park with spurs to internal connections to facilities and parking. This trail provides varying experiences by providing a curved layout in the beautiful wooded area on the western portion of the site, while also providing connections along the roads. The walking trail also connects to and acts as the first segment of the City's adopted Comprehensive Pedestrian Plan. Secondary 5'

sidewalks feed off of this loop in order to create further connectivity between spaces and provide direct routes between programmatic elements.

Structures proposed for the park in the Master Plan are a baseball tower/storage room/restroom/concession building in the center of the wagon wheel baseball element; a multi-purpose storage room between the two larger fields; two picnic shelters and one large picnic pavilion for larger family or company

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gatherings; a new soccer restroom/concession building; and a press box.

Park signage has been located at the main entrances of the site at Royal Lane and Pierce Street to welcome park users and clearly identify the park.

Parking lots are clearly designed and provide adequate parking for the proposed facilities. Currently much of the existing parking is along the edge of the road and is not clearly marked nor is it adequate enough to meet the needs of the park. By carving a parking lot between the pool and the multi-purpose field, parking becomes more accessible, but also less noticeable than its current location along the road edge.

Ellen Street remains in the master plan design, but a curve has been added to allow for the baseball wagon wheel and to slow down traffic and make the road feel less like it is segmenting the park. The curve in the road ends in a roundabout, allowing for an efficient traffic calming device and a central focal point to the park with an art element in the center. The perimeter road to the west of the park creates a more open feel for play within the center of the park and encourages users to visit the under-utilized west side of the park. The western, wooded portion of the park also has new program items to encourage more use—the previously mentioned walking trail, a disc golf course, a large picnic pavilion for large gatherings, and two large baseball fields nearby to encourage parking in this area.

Athletic facilities have been grouped together to encourage a synergy of excitement between games and make accessory uses more useful and efficient (i.e., one restroom to serve four fields, etc.)

The Royal Lane Park Master Plan included preliminary cost estimates for the improvements. The total estimated cost was \$864,000. However, depending upon the timing of the improvements, the estimated cost may change.

In addition to the Royal Lane Park improvements, the City will continue to maintain its other park facilities. The city should remain vigilant concerning opportunities to obtain areas for “vest pocket” parks in the Downtown area. Such parks will provide quiet areas and support the growing Downtown area, which, in turn, will perpetuate the quaint atmosphere which is embodied by the Clinton Downtown. There are multiple vacant parcels in the Downtown area which may be candidates for green areas.

K. School System

Future demands placed on the Clinton City Schools will be driven by population growth. Through 2030, the Clinton population is expected to increase by 629 people. Based on the 2010 age distribution of 34.3% of the population being 18 years old or younger, approximately 215 of the increase, or 3,178 of the total population, will be of secondary school age. The public school system enrollment may be impacted by the increasing state and national enrollment in private and charter schools.

The community college enrollment may be expected to increase as the interest in technical training and the cost of four year college tuition increases. The primary land use responsibility of the City of Clinton will be the protection of the city school and community college campuses by:

- Controlling conflicting land use adjacent to the campuses;
- Increasing options for pedestrian access to the city school campuses; and
- Focusing on overall transportation safety and ingress/egress in the vicinity of the campuses.

L. Transportation

Clinton's Comprehensive Pedestrian Plan and Comprehensive Bicycle Plan must be implemented in conjunction with the NCDOT Comprehensive Transportation Plan. The draft Transportation Plan is expected to be completed in November 2014, and will be incorporated into this document.

1. **Comprehensive Pedestrian Plan**

In 2012, the City of Clinton adopted a Comprehensive Pedestrian Plan. Implementation of the plan is important to Clinton's future transportation needs and accomplishments for a healthy living environment. The following provides a summary of the plan's goals and recommendations.

Goals and Objectives.

Goal 1. Improve safety and awareness throughout the City.

Objective 1.1: Establish educational activities, programs and advertising campaigns focused on pedestrian safety.

Objective 1.2: Repair, install, and construct specified pedestrian safety improvements to existing and future sidewalk and crosswalk facilities, warning devices and overall pedestrian environment.

Goal 2. Improve pedestrian connectivity throughout the City.

Objective 2.1: Design and install the identified sidewalk improvements and intersection improvements in accordance with the priority ratings set forth in the plan.

Objective 2.2: Develop a system of greenway trails to provide additional connectivity and increase access to more isolated neighborhoods in the City.

Goal 3. Increase the utilization of pedestrian facilities as an alternative to motorized transportation.

Objective 3.1: Decrease the dependence on motorized transportation for conducting daily activities such as going to work, school, or shopping.

Objective 3.2: Expand the ability of elderly residents, children, and others who may not have motorized transportation to access all areas of the City and participate fully in its civic and economic life.

Pedestrian Projects.

General recommendations were made for completing and extending the pedestrian network, primarily through the installation of new sidewalks and greenways, as well as the improvement of key intersections where pedestrians and vehicles encounter dangerous points of conflict. A total of 75 pedestrian network improvements were identified in the

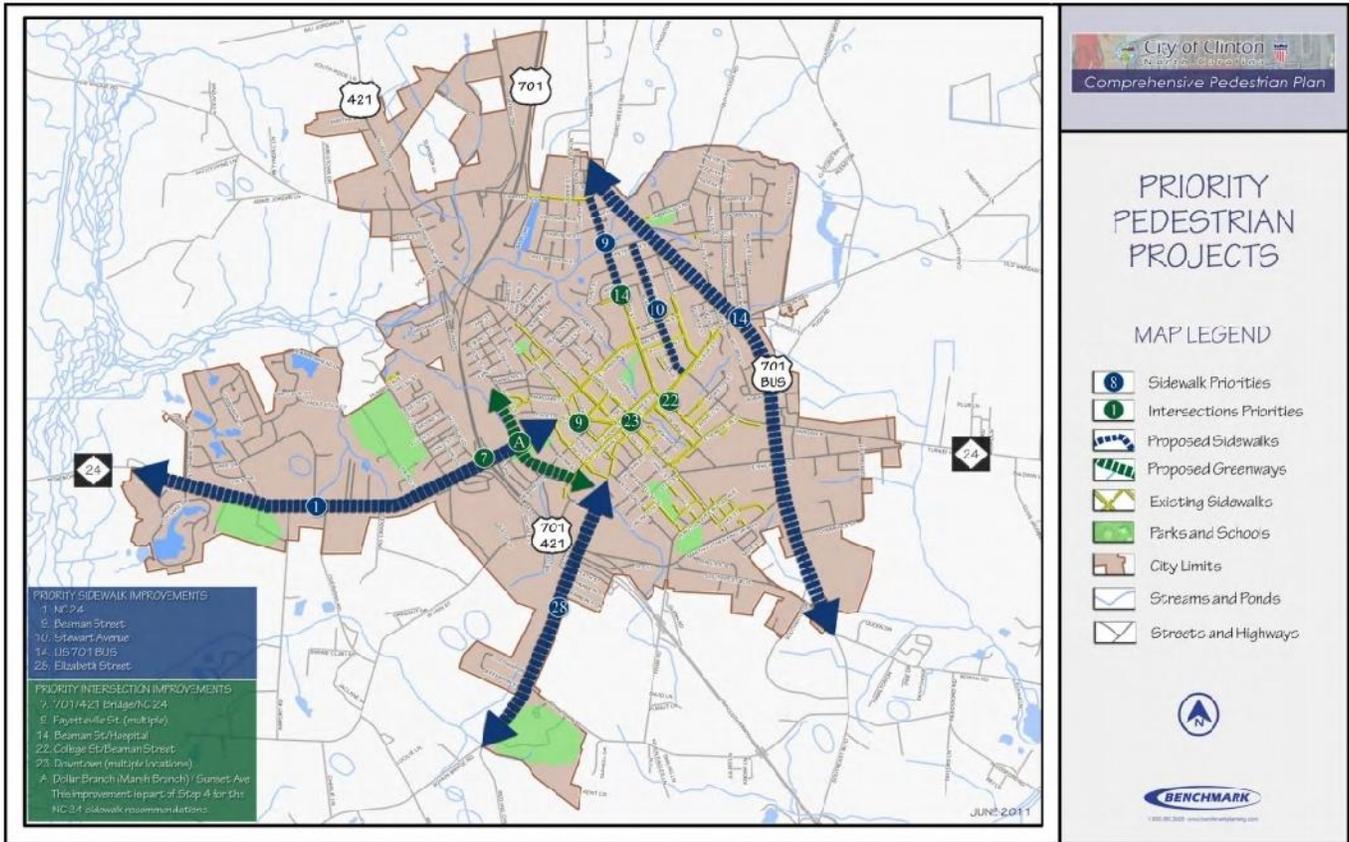
plan, including 36 recommendations for the construction of sidewalks and greenway trails and 39 recommendations for intersection improvements. While all of the recommendations are important to completing a safe pedestrian network in Clinton, a prioritization system was developed to identify top priorities as funding and appropriate city/private resources may become available.

The top five pedestrian network/sidewalk projects are as follows with the number identifying its location on the Priority Pedestrian Projects map (see Map 26):

- 1. NC 24 West/Sunset Ave
- 9. Beaman St From the Hospital to North Blvd
- 10. Stewart Ave (entire street)
- 14. US 701 Business (entire roadway)
- 28. Elizabeth St extending out to the Middle and High School

The top five intersection improvement projects are as follows with the number identifying its location on the Priority Pedestrian Projects map (see Map 26):

- 7. 701/421 Bridge/NC 24 (creating pedestrian access to and under the Faircloth Freeway)
- 9. Fayetteville St (multiple locations that need crosswalks)
- 14. Beaman St/Hospital (improvements to the existing pedestrian crossings)
- 22. College St/Beaman St (restripe crosswalks)
- 23. Downtown (multiple locations that need crosswalks)
- A. Dollar Branch (Marsh Branch)
Greenway/Sunset Ave (part of Step 4 for the NC 24 sidewalk recommendations)



Map 26. Priority Pedestrian Projects. Source: Benchmark.

2. Comprehensive Bicycle Plan

In 2014, the City of Clinton adopted a Comprehensive Bicycle Plan. The Bicycle Plan is intended to be a “roadmap” to improve the opportunities for bicycling as a safe and realistic form of transportation throughout the city. The plan sets forth a long range vision, along with goals and strategies that were built upon a firm foundation of data and extensive public input from Clinton’s leaders, future leaders, and residents. The city received a matching grant from the NCDOT Division of Bicycle and Pedestrian Transportation (DBPT) to prepare the plan. Implementation of the

plan is important to Clinton’s future transportation needs and accomplishments for a healthy living environment. The following provides a summary of the plan’s goals and recommendations.

Goals and Objectives.

Goal 1. Improve bicycle safety and awareness throughout the City.

Objective 1.1: Establish educational activities, programs, and advertising campaigns focused on bicycle safety.

Objective 1.2: Install and construct specified bicycle safety improvements to existing and future bicycle facilities, warning devices and overall bicycling environment.

Goal 2. Improve bicycle connectivity throughout the City.

Objective 2.1: Design and install the identified bicycle improvements in accordance with the priority ratings set forth in the plan.

Goal 3. Increase the utilization of bicycle facilities as an alternative motorized transportation.

Objective 3.1: Decrease dependence on motorized transportation for conducting daily activities such as going to work, school, or shopping.

Objective 3.2: Expand the ability of elderly residents, children, and others who may not have motorized transportation to access all areas of the city and participate fully in its civic and economic life.

Bicycle Projects.

General recommendations were made for creating and building a bicycle network, primarily through the identification of bicycle lanes and shared lanes. In addition to those facilities, a shared use sidepath, signed bicycle route and one area with heavy warning signage were also identified. During the process, a total of twenty-one bicycle route segments were identified. While all of the recommendations are important to completing a safe bicycle network in Clinton, a prioritization system was developed to identify top priorities as funding and city/private resources may become available.

A total of seven projects were considered to be high priorities for helping to complete the bicycle network and improve connectivity. As indicated through survey responses, meeting discussions, field work, and review by the Steering Committee, NCDOT, and City Staff, the following seven projects were recognized as priorities over the next five to ten years:

- NC 24 West/Sunset Ave - Bicycle Lanes
- US 701 Business (Entire Length) - Complete Street
- Fayetteville St - Shared Lanes
- Beaman St - Road Diet and Bicycle Lanes
- Downtown - Shared Lanes
- Elizabeth St - Shared Lanes and Multi-Use Sidepath
- College St - Bicycle Lanes



Map 27. Priority Bicycle System Projects. Source: Benchmark.

3. Bicycle/Pedestrian Programs and Policies

Bicycle/Pedestrian Programs.

In North Carolina and across the country, communities are investing their resources to create safer environments for bicycles/pedestrians and increase the usage and usability of their bicycle and pedestrian networks through projects and programs that are categorized as follows: 1) education; 2) encouragement; and 3) enforcement. All three activities need to take place concurrently as they all depend on each other to create a safer biking and walking environment. Key

recommendations for each area include the following:

- The transitioning of the bicycle plan steering committee along with the pedestrian plan committee members into a single advisory committee to help ensure the implementation of the bicycle and pedestrian plans. The group should include participants from the original steering committees and city departments to ensure that the key actors are involved going forward. This committee will help to coordinate educational events and keep the plan recommendations moving forward.

- Perhaps the most important program recommendations are to apply for participation in the Safe Routes to School Program, establish a bicycle education program in the public schools, and implement a bicycle safety enforcement program in the Clinton Police Department. The Safe Routes to School Program will allow the city to access additional NCDOT resources and brings the potential for funding priority projects to enhance connectivity and access to schools as well as the improvement of bicycle safety in the immediate vicinity of schools. This effort should also incorporate key recommendations from the bicycle and pedestrian plans.
- Residents should be encouraged to bike and walk more and to become involved in organized bicycling/walking events, which will provide a real-world experience to support the educational components of the bicycling and pedestrian programs.

Bicycle/Pedestrian Policies.

One of the top priorities for policy implementation is the establishment of a dedicated funding mechanism for capital investments in bicycle/pedestrian facilities and the appropriation of adequate annual funding for facility maintenance. Without the financial backing to achieve the connectivity and safety enhancement goals of the plan, the overall vision of a healthy bicycle/pedestrian network cannot be achieved.

4. Corridor Access Management Recommendations

With the addition of the development expected to accompany the future NC 24 improvements, it is important to have appropriate corridor access management. Access management involves the spacing, design, and operation of driveways and intersections.

Proper access management leads to reduced delay time and safer traveling conditions for motorists. For pedestrians and bicyclists the benefits include less conflict points with vehicles and more predictable vehicle movements, which both lead to increased safety for pedestrians and bicyclists. Business owners benefit from improved access management because the increased safety and decreased delay times for vehicles and pedestrians would likely attract more customers to the businesses. It is essential to the future operations of these roadways that whenever a parcel is to be developed, redeveloped, or rezoned that access management measures are studied and incorporated.

Larger parcels that are to be developed, redeveloped, or rezoned should have a traffic impact study prepared based upon a master plan for the whole site and not be allowed to be submitted as subdivided lots that only consider the impact of the smaller lot. These measures should be adopted by the City as part of its Land Development Ordinance (LDO) to inform potential developers of the access management measures.

The following methods are recommended to improve access management along the Clinton’s roadways for both new development and redevelopment of parcels:

- Driveway Spacing and Number of Driveways
- Operation of Driveways
- On-Site Traffic Circulation
- Cross Access

Each of these methods is equally important to improve the access management along the study area and should be implemented for both new development and for redevelopment of parcels.

Driveway Spacing and Number of Driveways. Driveway spacing is a major component of improving access management. Proper spacing between driveways and intersections or other driveways is important in minimizing operational and safety issues. Alignment of driveways on opposite sides of the road is also important in eliminating potential vehicle conflict points. Without proper spacing between driveways and intersections, there is an increase in driveway and intersection blockage, increased conflict points, and added confusion as to where vehicles will turn. Side street access is recommended as the main access wherever possible. When this is not possible, a minimum of 100 feet of spacing between the intersection and the driveways should be required and the use of a right-in/right-out driveway as the point of access should be encouraged. Closer spacing between the intersection and the driveway, and

the allowance of full access intersections can lead to conflicts between vehicles turning left at the intersection and vehicles turning left into the site; often leading to disruption of the through lane movements.

Limiting the number of driveways plays a key role in decreasing vehicle conflicts. By allowing fewer driveways along the study area intersections, the number of vehicle conflict points is decreased and safety is increased. Limiting driveways also improves driver behavior and makes vehicular movements more predictable. Providing shared driveways between sites is another method of minimizing driveways. Figure 10 provides examples of adequate and inadequate driving spacing.

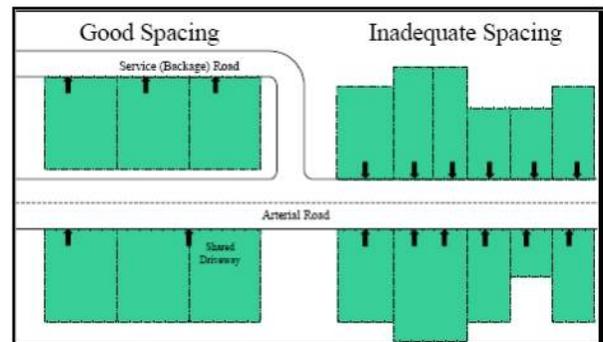


Figure 10. Adequate Vs. Inadequate Driveway Spacing

Operation of Driveways. Keeping the number of full access driveways to a minimum and maximizing the number of right-in/right-out (RIRO) only driveways will minimize the number of conflict points and increase safety. Providing a median with breaks only at designated left-turn points is also beneficial in reducing vehicular conflicts.

On-Site Traffic Circulation. Effective on-site circulation leads to improved safety and efficiency on the roadway. By designing for ease of vehicular circulation within the sites and pushing back the throat of site entrances. This circulation helps avoid spillback onto the arterial and reduces delays, while increasing safety. Figures 11 and 12 show an example of the safety benefits associated with pushing back the throat of an entrance.

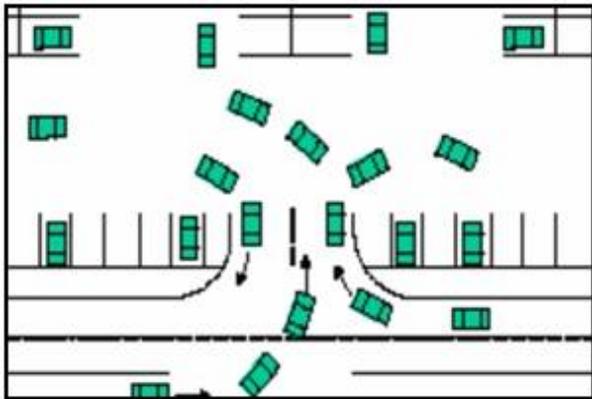


Figure 11. Driveway with No Throat

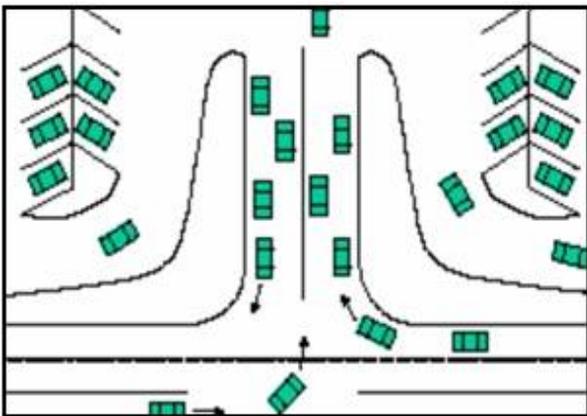


Figure 12. Driveway with Throat

Cross Access. Cross access is a service driveway that connects continuous properties, allowing traffic to travel between the sites without entering the public street system. The use of cross access reduces the number of driveways needed on the arterial roadway and reduces the amount of traffic on the surrounding roadways. Examples of sites with and without cross access are provided below.

Figure 13 provides an example of adjacent sites without cross access. Traffic would be required to use the roadway to get between the adjacent sites.



Figure 13. No Cross Access Between Sites

Figure 14 provides an example of adjacent sites with cross access. This image shows that the internal connections provided would allow vehicles to travel between the sites without having to use the adjacent roadway.



Figure 14. Cross Access Provided Between Sites

Figure 15 shows a site that used a stub access to allow for future cross access between sites. The northernmost site in this image has a stubbed out connection designed to allow cross access to the site to the south.



Figure 15. Cross Access for Future Development

Many of Clinton’s existing transportation problems are the result of poor access management. It will require some creativity and political determination to resolve existing access issues. Future planning, in particular, specific site planning, must be more attentive to access management. Specific management actions should include the following:

- Improve on-site traffic circulation, including creation of on-site entrance/exit corridors.
- Reduce the number of driveways.
- Improve driveway locations (locate at least 100 feet from an intersection).
- Provide parcel to parcel connectivity (cross access).
- Provide and/or improve roadway medians.

5. Downtown Traffic Recommendations

There are immediate and long-range traffic flow issues which are of concern for the Downtown area (analysis prepared by DAVENPORT). Through empirical observations and comments received through the planning process, it is apparent that traffic flow and circulation around the courthouse in the downtown area may require further investigation. A detailed and comprehensive evaluation of traffic in the downtown area is beyond the scope of this planning project; however, the following lists provides a summary of items identified that may call for additional investigation for potential modifications/improvements:

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- Driver confusion, especially for visitors of the downtown area.
- Lack of directional or wayfinding signage (currently being developed by the city).
- Merging/weaving operations on N. Wall Street on the west side of the courthouse.
- Option of converting various one-way streets in the downtown area to two-way travel.
- Potential of future traffic volume growth in the downtown area.

For the current one-way travel flow of various streets in the downtown area, signing enhancements are recommended as a strategy for minimizing driver confusion of visitors. The use of wayfinding signage can provide directional information for vehicular and pedestrian traffic for important destinations throughout the downtown area. Also, directional route signing can provide information to provide visitors with directions to major highways from the downtown area such as NC 24, NC 403, US 421, and US 701. Design plans for signing enhancements can be developed consistent with the Manual on Uniform Traffic Control Devices (MUTCD), NCDOT standards, and city standards.

The merging/weaving operation on North Wall Street on the west side of the courthouse may present a navigational challenge to visitors in particular. Various modifications from pavement markings to geometric changes to the roadway could be explored by a transportation engineer to identify improvement options.

Conceptual design plans of potential modifications would be a method for the city to review and evaluate options for improvement of traffic flow and safety on Wall Street adjacent to the courthouse.

Future traffic volumes are expected to increase in the downtown area with the transportation improvements of Highway NC 24 and marketing strategies employed by the city. With the anticipation of an increase in future traffic volumes, a traffic study may be necessary to evaluate and plan ahead for future transportation needs. Additionally, a detailed traffic study of the downtown area would be necessary to investigate an option of converting various one-way streets near and around the courthouse to two-way travel. These one-way streets include Sampson/Wall/Main/Lisbon/Vance Streets. Peak hour turning movement counts would be needed to prepare a traffic study including the following intersections:

- Sampson Street and Vance Street
- McKoy Street/Wall Street and Fayetteville Street/Vance Street/Sycamore Street
- Main Street and Wall Street
- Main Street and Sampson Street/College Street
- Main Street and Lisbon Street
- Lisbon Street and West Elizabeth Street
- Wall Street and West Elizabeth Street

The traffic study would include detailed analysis of the existing one-way operational conditions, as well as future year condition scenarios of the one-way and two-way travel options. The traffic capacity analysis would fully assess the operational impact of the two-way conversion using traffic modeling software. Traffic would be rerouted in future scenarios with the two-way conversion, as appropriate, and the study intersections would be analyzed to assess potential capacity and queuing issues. Additionally, the study could include an investigation of a 5-year accident/crash history of the study area and preparation of collision diagrams to depict the findings. A final report would be provided from the traffic study with summarized data, supporting figures and tables, and study recommendations.

M. Future Land Use and Development Considerations

There are elements of Clinton’s existing built environment which will have crucial influence on future land use. These areas are depicted on Map 28 and include:

- The Downtown Area
- The Medical District
- Primary Industrial Areas
- Health Disparate Neighborhoods
- Key Transportation Corridors
- Motorized Vehicular Dependent Commercial Areas

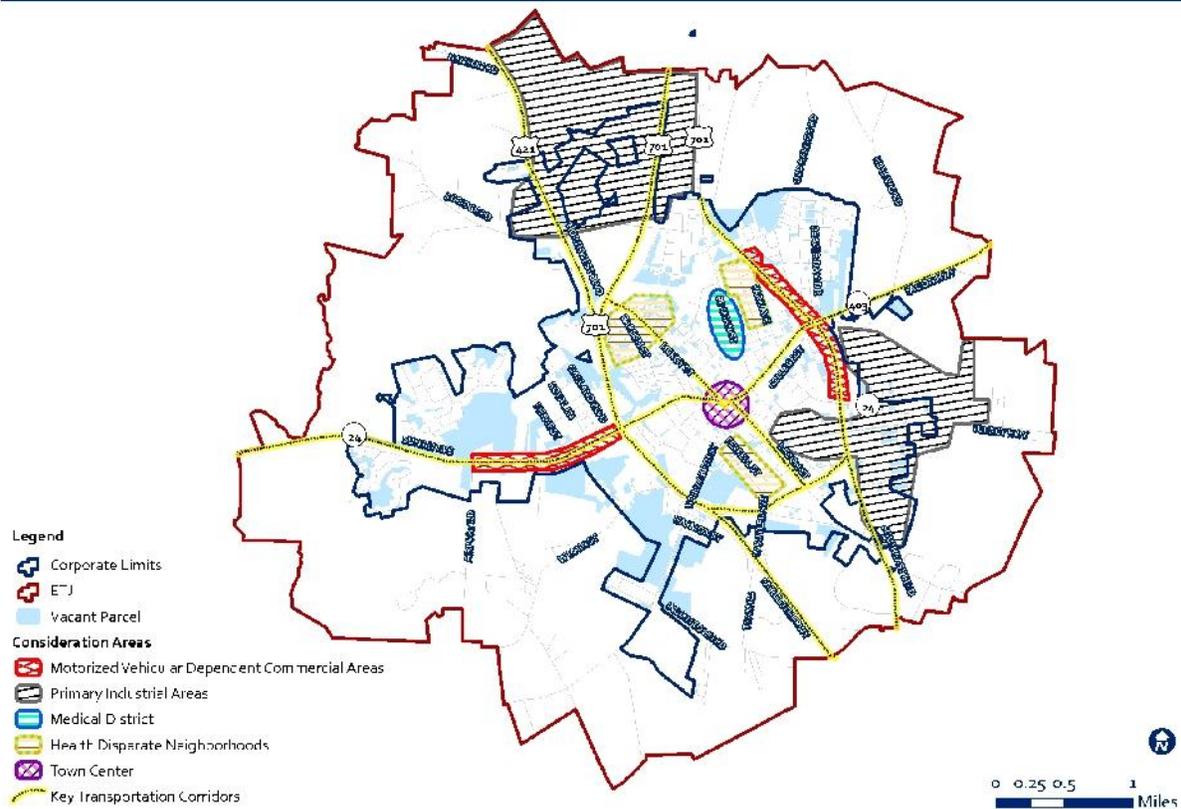
Each of these areas are recognized in the discussion of future land use and addressed in the implementing strategies. How these areas are dealt with will have significant influence on Clinton’s future. All of these areas will require specific attention during the planning period.

- *The Downtown Area.* The area around the courthouse, which has been referred to as “Downtown” or the Central Business District. This area should also include the residential mixed use areas adjacent to the commercial core.
- *The Medical District.* The medical district is the area along Beaman Street (northwest of the Downtown area) which has become the focal point of the city’s health services.

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- *Primary Industrial Areas.* The areas in the northwest and eastern areas of the city which have been and should continue to be the focus of Clinton’s industrial development.
- *Health Disparate Neighborhoods.* These are neighborhoods which exhibit some, or all of, the following: chronic disease and other health related issues, high incidence of substandard housing, low-to-moderate income population, high incidence of crime.
- *Key Transportation Corridors.* Those roadways which provide access to the city and access to the Downtown area within the city.
- *Motorized Vehicular Dependent Commercial Areas.* Those commercial areas which are totally or largely dependent on motorized vehicles for access. Opportunities for a transition to a more bicycle and pedestrian friendly environment exist. Increasing site density and reducing parking requirements should be explored in these areas.

Map 28: Future Land Use and Development Considerations

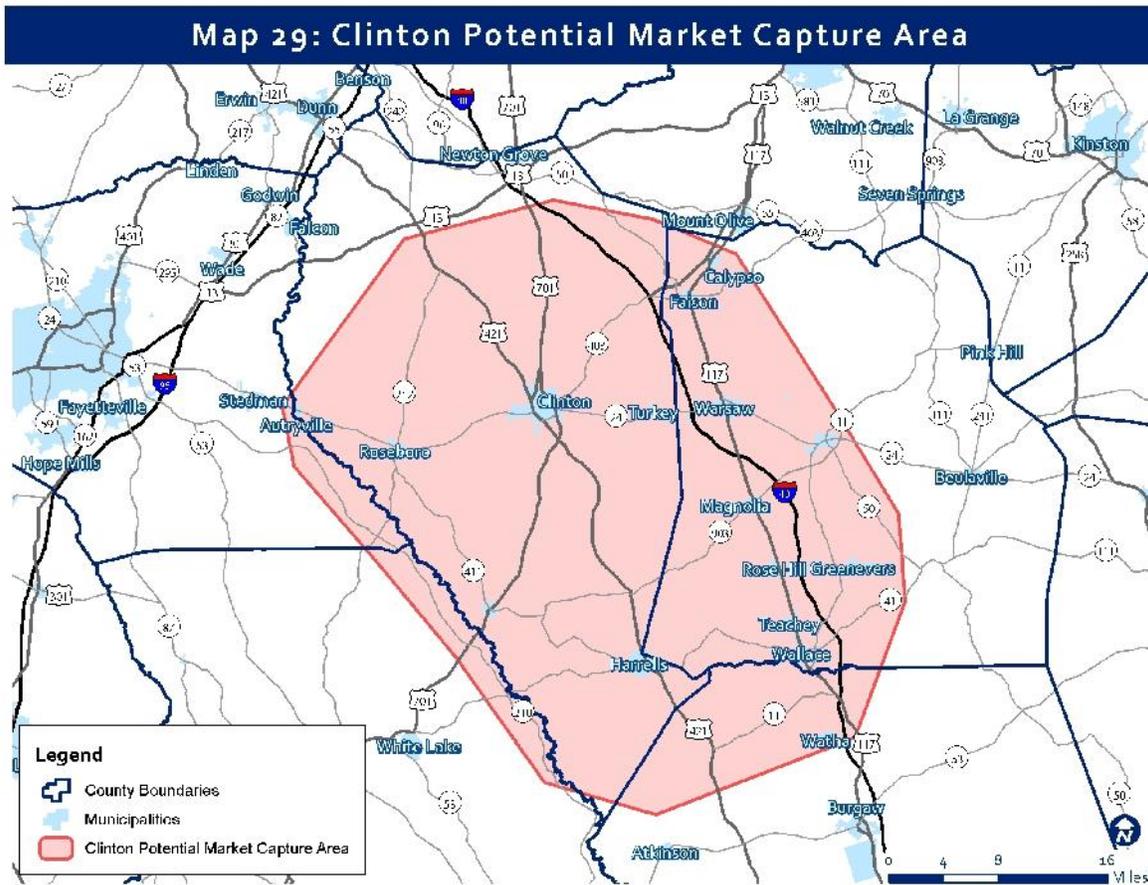


N. Economic Analysis

The Clinton service/retail market extends well beyond the Clinton planning area. Map 29 roughly delineates a potential market capture area for the city. The delineated area is based on approximate travel times/distances between Clinton and competing markets. The following summarizes some 2012 demographic data for the market area:

- Population: 92,528
- Total Households: 38,200
- Average Household Income: \$50,755
- Median Value of Owner-Occupied Housing Units: \$94,463

The market area population is over twice the size of Goldsboro’s 2010 population, within 20,000 of Wilmington’s 2010 population, and 45% of Fayetteville’s 2010 population. If properly nurtured, a significant Clinton market exists. The city should undertake a detailed market analysis which would “wed” the city’s market area with both general service/retail categories and specific businesses which may be interested in the Clinton market.



O. Aesthetic Enhancements

1. Human Scale vs. Automobile Scale Built Environment

Many areas of Clinton have an exceptional aesthetic character and provide an inviting atmosphere for the casual pedestrian, tourist, or shopper. Within Clinton's historic city center, traditional development patterns are evident in the shallow setbacks, wide sidewalks, architectural features, and the character of adjacent residential housing. A key component of these areas is the presence of trees, landscape material, public art, and walkable community facilities. All of these elements enhance the human scale features of Clinton's built environment.

The presence of these elements not only creates a more pleasing aesthetic environment, but also support economic development and yield benefits in the form of higher property tax revenues (see Map 2a). Investing in public realm improvements that encourage walkability and enhance the visual interest of the built environment are hallmarks of desirable communities across the state. The image below depicts places within Clinton that exhibit principle elements of the human scale built environment.



Much of the development that has occurred over the last sixty years both nationwide and within Clinton has been tailored to the automobile. This differs from the more traditional development that favors the pedestrian. Elements of the automobile scale built environment can be found in nearly every community in North Carolina and the nation as a whole. This form of the built environment is characterized by development that is designed to cater to the automobile. Large signage, expansive off-street parking, and a lack of facilities for alternative forms of transportation are all symptoms of an automobile oriented built environment.

In many communities, one the best ways to improve these areas is through the addition of landscape material and the reduction of parking requirements. Landscape material tends to soften the urban environment, while the reduction in parking limits the amount of impervious surface.



2. Recommendations for Enhancement

Regulatory requirements can be utilized by a jurisdiction to improve the overall look and feel of the built environment. Many cities and towns require landscape and vegetative improvements to coincide with non-residential or multi-family development. This is particularly true on high volume commercial corridors. These high volume commercial corridors are often in need of aesthetic enhancement due to their design to accommodate the automobile. Requirements for off-street parking create vast pavement expanses that diminish the quality of the urban environment from both an environmental and aesthetic standpoint. In many communities, some of the most unsightly locations are those classified as highway commercial uses. In fact, results of the community survey showed that more ten percent of respondents viewed the US 701 and NC 24 corridors as their least favorite places in Clinton.

Currently, Clinton does not require landscape material to be installed as non-residential development occurs. However, an incentive program and an open space requirement is currently in place to encourage the installation of landscape material. If the City is truly interested in improving its visual appeal, particularly along areas of highway commercial use, then the ordinance should be updated with an expanded landscape section. This section should include provisions for parking lot areas, street yards, and buffer yards. Should the city wish only to enhance the highway commercial areas, NC 24 and US 701, then an overlay district can be applied to improve aesthetics in those key areas. Other key areas include locations zoned as heavy industrial or entry corridors to the city.

The city may also dedicate funding to complete an Urban Forest/Street Tree Master Plan. Such a plan would include an inventory of existing landscape material, a phased plan for improvements, planting guidelines, and funding mechanisms for implementation.

Benefits of Street Trees

According to several studies, for a planting cost of \$250-600 (includes first 3 years of maintenance), a single street tree returns over \$90,000 of direct benefits (not including aesthetic, social, and natural) in the lifetime of the tree. Additional benefits include:

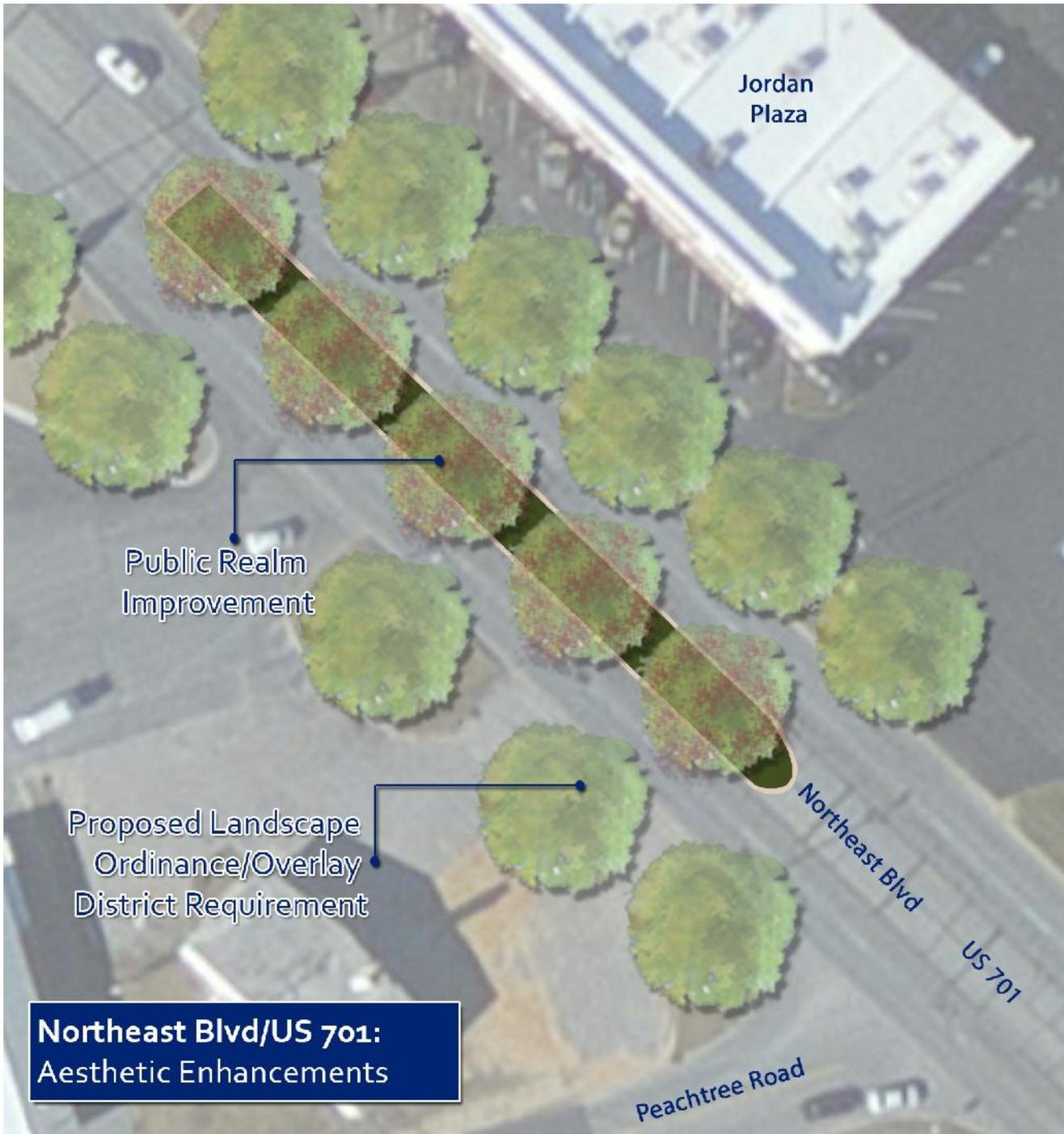
- 1. Reduced and more appropriate urban traffic speeds.** Urban street trees create vertical walls framing streets, and a defined edge, helping motorists guide their movement and assess their speed (leading to overall speed reductions). Street safety comparisons show a reduction of run-off the-road crashes and overall crash severity when street tree sections are compared with equivalent treeless streets.
- 2. Create safer walking environments,** by forming and framing visual walls and providing distinct edges to sidewalks so that motorists better distinguish between their environment and one shared with people. If a motorist were to significantly err in their urban driving task, street trees can deflect or fully stop a motorist from taking another human life.
- 3. Increased security.** Trees create more pleasant walking environments, bringing about increased walking, talking, pride, care of place, association and therefore, actual ownership and surveillance of homes, blocks, neighborhoods plazas, businesses, and other civic spaces.
- 4. Improved business.** Businesses on treescaped streets show 20% higher income streams, which is often the essential competitive edge needed for main street store success versus competition from plaza discount store prices.
- 5. Less drainage infrastructure.** Trees absorb the first 30% of most precipitation through their leaf system, allowing evaporation back into the atmosphere. This moisture never hits

3. Conceptual Renderings

In order to grasp the importance of aesthetic enhancements to the success of any urban environment, visualizations and conceptual renderings can be utilized to depict potential improvements. Within Clinton, the US 701/Northeast Blvd corridor was chosen to depict potential aesthetic enhancements.

Conceptual renderings are provided to convey the intent of both landscape requirements and public realm improvements. Public realm improvements include enhancements within the existing public right-of-way, such as roadways, streets, and sidewalks.





The aesthetic enhancements shown above provide an example of potential improvements on the Northeast Blvd/US 701 corridor. It should be noted that a reduction in travel lanes is not proposed. In addition, the landscaped median should be designed and located to allow for ingress/egress of side streets, where applicable.





Northeast Blvd/US 701 (looking north):
Vegetated Median Improvements



Northeast Blvd/US 701 (looking north):
Street Trees & Sidewalk Improvements



P. Projections/Future Demand Summary

- The City's population is expected to increase to 9,268 by 2030, a 7.3% increase.
- The City's vacant residentially zoned land can accommodate approximately 1,966 to 2,461 additional dwelling units.
- Brownfield sites should be identified and mitigative action taken.
- Infill development, including greyfield sites, will be crucial to Clinton's ability to increase its population.
- Expansion of the city's wastewater treatment plant is crucial to Clinton's growth.
- The city should provide 1.5 million gallons of additional water capacity.
- The forecast population increase will create a demand for approximately 172 single-family and 75 multi-family dwelling units.
- Within Sampson County, the primary health and wellness focus areas are concentrated in Clinton (see Map 25) and in southern Sampson County in close proximity to Harrells.
- The city's future recreational needs/facilities expansion will focus on implementing the Royal Lane Park Master Plan.
- The City of Clinton should focus on protecting the existing education campuses from conflicting land uses and providing safe access to the campuses.
- The city's future police and fire services improvements will focus on construction of a new Fire Station #2 and constructing a new police station.
- A continuing land use concern will be the preservation and improvement of the Downtown area.
- The City's Comprehensive Pedestrian Plan and Comprehensive Bicycle Plan must be implemented in conjunction with the NCDOT Comprehensive Transportation Plan.
- Future land use in Clinton will be greatly influenced by six (6) development considerations (see Section M, page 5-38 and Map 28).
- Corridor access management will be crucial to facilitating proper traffic flow.
- Clinton should identify its service and retail market area.
- Aesthetic enhancements will be needed along Clinton's main transportation corridors.

Section 6. Future Land Use

“Always, Always have a plan.”
-Rick Riordan

A. Introduction

This section provides the delineation of future land use for the Clinton planning area. The future land use analysis includes six (6) land use sectors with some subcategories of land uses. These sectors are based on: (1) current land use patterns, (2) future land use goals and implementing strategies, (3) physical and man-made limitations, and (4) input received by the Advisory Committee and public during development of the plan. With the exception of the Conservation category, all of the future land use sectors are connected to the City zoning ordinance districts in effect in 2014. Because a zoning district is connected to a land use sector does not mean that the rezoning of a

property(ies) to a particular district is desirable. For example, the rezoning of a parcel which is included in the commercial land use category to highway commercial may not be desirable if the proposed parcel is serving a limited residential area or adjacent to residential development. Rezoning to the neighborhood service district may be more desirable. In addition, transportation impacts should be carefully weighed in all zoning deliberations.

To aid in assessing land use distribution, Map 32 (Future Land Use) provides a general delineation of the future land use sectors. This map indicates the primary composition of land use (urban form) within the city’s planning area. Several “target action” areas are delineated on Map 30 (Future Land Use Vacant Properties Below Average Value) and Map 31 (Future Land Use Health Disparate Neighborhoods) which define some significant areas of concern.

B. Future Land Use Sectors

1. Commercial

Commercial land uses in the Clinton planning area are concentrated in the Downtown District and in scattered commercial service areas along the existing US 701 and NC 24 corridors.

Future emphasis should be placed on:

- Preservation and development of the Downtown District.
- Control of strip development. Strip development is a mix of development, usually commercial, extending along both sides of a major street. Such areas normally include poor access management and a broad range of unrelated commercial uses. Some excessive signage exists along the NC 24 and US 701 business corridors.
- In-fill development in existing commercial locations, especially in the vicinity of the Downtown area.
- Prohibition of commercial encroachment on existing residential neighborhoods.
- Inclusion of some parks/open space to provide pedestrian-friendly and landscaped areas which will "break" the commercial landscape.
- Enhancement of transportation corridor appearance.

The Commercial land use sector includes two subcategories: General Business and Downtown. There are approximately 161 acres of vacant commercial land depicted on the future land use map. The following provides the city's zoning districts appropriate to the Commercial land use sector:

General Business

Highway Commercial (HC) District. The HC district is designed to accommodate the widest range of commercial activities, and is established to accommodate commercial activities that draw business primarily from, and provide services to, major thoroughfares within the City's planning jurisdiction, as well as industrial areas. The minimum lot size as 10,000 square feet with water and sewer.

Neighborhood Service (NS) District. The NS district is established for those areas of the community where the principal use of land us to provide for the retailing of goods and services to the surrounding residential neighborhoods. The regulations of the district are designed to reduce traffic and parking congestion to a minimum in order to protect the surrounding residential area. A lesser intensity of development is achieved through setback, height, and minimum lot size requirements that are more restrictive than those applicable to the Central Business (CB) zoning district. The types of uses permissible in this zone are generally similar to the type of uses permissible in the CB zoning district, except that additional automobile-oriented businesses (e.g., drive-in banks and

restaurants) not allowed in the CB district are permissible in this district. The NS district may provide a transition in some areas between a CB district and a residential zoning district, or may provide for a smaller scale shopping center that primarily serves one neighborhood or area of the City (as opposed to a regional shopping center). The dimensional restrictions in the zoning district are also designed in appropriate areas to encourage the renovation for commercial purposes of buildings that formerly were single-family residences. The minimum lot size as 10,000 square feet with water and sewer.

Downtown Area

Central Business (CB) District. The CB District is established to provide residential, retailing, personal services, and office space for local and regional commercial activities (particularly those that are pedestrian-oriented) that will result in the most intensive and attractive use of the City's Central Business District. The regulations are designed to permit a concentrated development of permitted facilities and to protect the district itself from over intensive development and congestion. There is no minimum lot size.

The Downtown will maintain and strengthen the concentration of commercial, service, and residential uses that serve the entire community and region, while maintaining its quaint atmosphere. The district encourages a mix of high intensity, pedestrian-oriented uses compatibly designed and arranged around the existing compact core. The district is intended

to safeguard the unique architectural character, social activity, and cultural value of the downtown while promoting its continued success and redevelopment. Vertical mixed use is encouraged.

Note: Accomplishment of the Downtown concept will require revising the CB district to make it more flexible and more supportive of a "village" atmosphere with an emphasis on small businesses, arts and craft industries, and service businesses, including restaurants.

2. Office and Institutional

Office and Institutional land uses (including High Density Residential) have been located primarily in areas that have already been developed or require buffering to prevent potential conflicting land uses. For example, Office/Institutional/High Density Residential land uses may be located between commercial/industrial and residential land uses throughout the planning area. In addition, Office/Institutional/High Density Residential land uses may be utilized along transportation corridors to help preserve carrying capacity and to serve as a buffer from the roadway. Future parks/recreation areas may be located in the residential categories.

Density within the Office and Institutional land use sector will be dictated by the applicable zoning district. The future land use map included approximately 4.4 acres of vacant office and institutional classified land. The following provides the appropriate City zoning district:

Office & Institutional (OI) District. The OI District is established to provide an area in which the uses are office and institutions. It is intended that this zoning classification be applied primarily in areas that are no longer viable as single-family residential areas because of high traffic volumes on adjacent streets or because of other market factors but remain viable as locations for single-, two-, and multi-family residential developments or offices. Such areas will also generally constitute transition of buffer zones between major arterials or more intensely developed commercial areas and residential districts. The minimum lot size is 8,000 square feet with water and sewer.

3. Industry

The purpose of this sector is to establish and protect industrial areas for the use of prime industrial operations and for the distribution of products at wholesale. These areas should have excellent road and rail transportation access (or potential access) and available essential infrastructure including water, sewer, and gas. These areas may be individual industrial sites or integrated industrial parks.

Industries should be required to minimize their emission of smoke, dust, fumes, glare, noise, and vibrations. This sector should be separated from residential areas whenever possible by natural or structural "buffering" features such as sharp breaks in topography, transitional land uses and/or strips of vegetation. The land use plan supports the location of industrial development adjacent to major thoroughfares.

All of the industrial areas indicated on the Land Use Plan should be buffered with either Office/Institutional/High Density Residential, or Open Space Conservation land uses. Buffering should be provided to help prevent land use conflicts between industrial development and neighboring land uses. The width of the buffer should be based on the type of industry and its potential to create compatibility problems. The objective is not to acquire land to be utilized as buffer areas, but rather to encourage industries to incorporate adequate buffers into their development plans. The buffer areas indicated on the future land use map should be established as development or redevelopment occurs.

The desired density within the Industry land use sector will be dictated by the applicable zoning district. The future land use map includes approximately 701 acres of vacant industrially classified land which is 5% of the city's planning jurisdiction. The following provides the appropriate city zoning districts:

Light Industrial (I-1) District. The I-1 District is designed as an area primarily for industrial assembly, fabrication, and storage located on planned sites with access to major highways and with adequate utility facilities. Specific performance standards place limitations on the characteristics of uses located in this district. The minimum lot size with water and sewer is 15,000 square feet.

Heavy Industrial (I-2) District. The I-2 district is designed to promote and protect existing industrial activities and potential sites that are considered suitable for future industrial use; to

prohibit uses that would substantially interfere with the continuation of uses permitted in the district; and to promote the operation of well-planned and maintained industrial facilities. Specific performance standards should place limitations on the characteristics of uses located in this district. The minimum lot size with water and sewer is 15,000 square feet.

Planned Industrial (PI) District. The PI district is designed to provide for low-intensity industrial sites that prevent congestion and create an aesthetically pleasing area for industrial development while planning for further growth of the area. Specific performance standards place limitations on the characteristics of uses located in this district. The minimum lot size is five (5) acres.

4. Mixed Use

The Mixed Use land use sector should allow a mixture of varying residential density, office-institutional, limited commercial, and open space uses. This category may have an impact on or produce some conflict with adjacent lower density districts. Buffering or separation should be encouraged; transportation impact should be a consideration. Both vertical and horizontal mixed uses will be permitted. Office and institutional usage is recommended as a buffer/transition between lower and higher density land uses. The mixed use category includes approximately 14.4 acres of vacant land. A zoning district should be created and adopted to accommodate this land use category.

5. Residential

Residential land uses are divided into the following land use categories based on associated variable residential densities: High Density Residential, Medium Density Residential, and Low Density Residential. The location of residential land uses was based on existing residential development patterns, constraints to development (i.e., floodplains, wetlands, etc.), and the location of infrastructure such as water, sewer, and the transportation network. Future parks/recreation areas may be located in the residential categories.

Medium Density and High Density Residential land uses have been provided in areas that have water or sewer service or where plans exist to extend water or sewer service. As these areas receive services, higher residential densities should be allowed. "Infill" development or development of vacant parcels (see Map 30, page 6-9) accessible to water and/or sewer service should be encouraged. Low Density Residential land uses have been located where development pressures are the least.

Residential density will be dictated by the applicable zoning district. The residential land use categories include approximately 570 acres of vacant land. The following provides the appropriate City zoning districts for each land use sector:

High Density Residential

High Density Residential (R-6) District. The R-6 District is established for high density residential uses consisting of single-family, two-family, and multi-family dwellings. The district shall be applied in areas currently or proposed to be served by public water and sewer facilities. The minimum lot size is 6,000 square feet with water and sewer.

Medium Density Residential

Medium Density Residential (R-8) District. The R-8 District is established for medium density residential uses consisting of single-family, two-family, and multi-family dwellings, and public, community uses. The district shall be applied in areas currently or proposed to be served by public water and sewer facilities. The minimum lot size is 8,000 square feet with water and sewer.

Low Density Residential

Residential/Agricultural (RA-20) District. The RA-20 district is established for very low-density residential uses, as well as agricultural and horticultural uses. The regulations of the district are designed for use in areas with a minimum of public services. The minimum lot size is 20,000 square feet without water and sewer and 15,000 square feet with water and/or sewer.

Very Low Density Residential (R-20) District. The R-20 district is established for low-density residential uses. The regulations of the district

are designed for use in areas with a minimum of public services. The minimum lot size is 20,000 square feet without water and sewer and 15,000 square feet with water and/or sewer.

Low Density Residential (R-15) District. The R-15 district is established for low density residential uses. The regulations for this district are designed to stabilize and encourage a suitable environment for family life. The minimum lot size is 20,000 square feet without water and sewer and 15,000 square feet with water and/or sewer.

6. Medical District

The medical district is primarily designed to create areas in which hospitals, rehabilitation centers, medical offices, clinics, and limited commercial use which is supportive of medical functions, may be compatibly mixed, in order that these related uses can be near each other for doctor and patient convenience. The district shall also allow a wider variety of medical support services. In addition, through its permitted uses, the district shall encourage a healthful environment in abutting residential areas, as well as within the health care delivery community. Some residential use may be included in the medical district. The medical district includes approximately 3.5 acres of vacant land.

7. Conservation

This land use category includes: city-owned open space/recreational areas, flood hazard areas, significant concentrations of wetlands,

natural heritage areas, and areas established as buffers between conflicting land uses such as the conservation buffer indicated adjacent to industrial areas. The conservation sector includes the following zoning district:

Public Conservation (PC) District. The PC district is created to encourage the protection and preservation of environmentally sensitive areas including swamps or wetlands, areas subject to occasional flooding, and/or unique or unspoiled vegetation and/or animal habitats from incompatible forms of development.

8. Airport Height Overlay

The purpose of the overlay designation is to promote the safe conduct of aircraft in the vicinity of an airport, to prevent creation of conditions hazardous to aircraft operation, to prevent loss of life and property, and to encourage development which is compatible with airport characteristics. The airport height overlay district is detailed in the city’s Land Development Ordinance. The entire overlay area extends outward for a horizontal radius of 10,000 feet from runway 6-24. The most important land use regulatory areas are the runway approach areas. The approach area for runway 6 lies outside of the city’s planning jurisdiction. The approach surface zone for runway 24 is delineated on the future land use map (Map 32). The airport land use is a conditional use in the I-1 and I-2 zoning districts.

9. Future Land Use “Target Action” Areas

There are two future land use "target action" areas including, Vacant Properties Below Average Value (Map 30) and Health Disparate Neighborhoods (Map 31). All of the areas or sites delineated will have an impact on future land use.

All of these "target action" areas are specifically addressed in the implementing strategies section of this plan. The properties identified as having average value may be prime "infill" areas. The chronic disease areas are important to the city's overall well-being.

The following matrix identifies priority actions for the city in support of these areas:

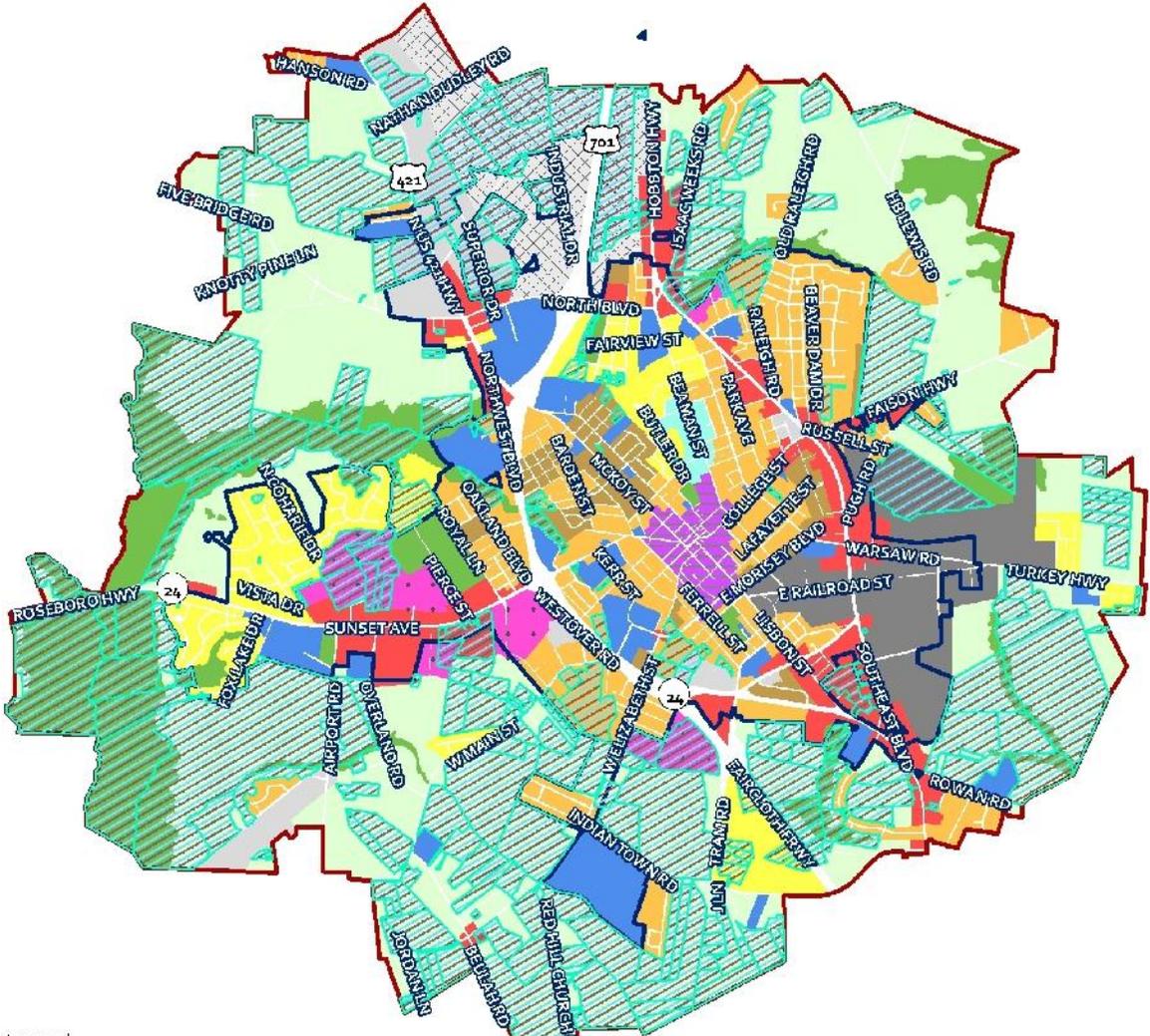
	Neighborhood*	Access to Full Service Grocery	Access to Recreation	Access to Active Transportation
1	Indian Town Rd			
2	McKoy St			
3	W. Elizabeth St			
4	Tram Rd/NC 421			

Legend**
 Low Priority
 Moderate Priority
 High Priority

*The location of each neighborhood is delineated on Map 31, Health Disparate Neighborhoods.

**General indication of relative importance for issue to be addressed.

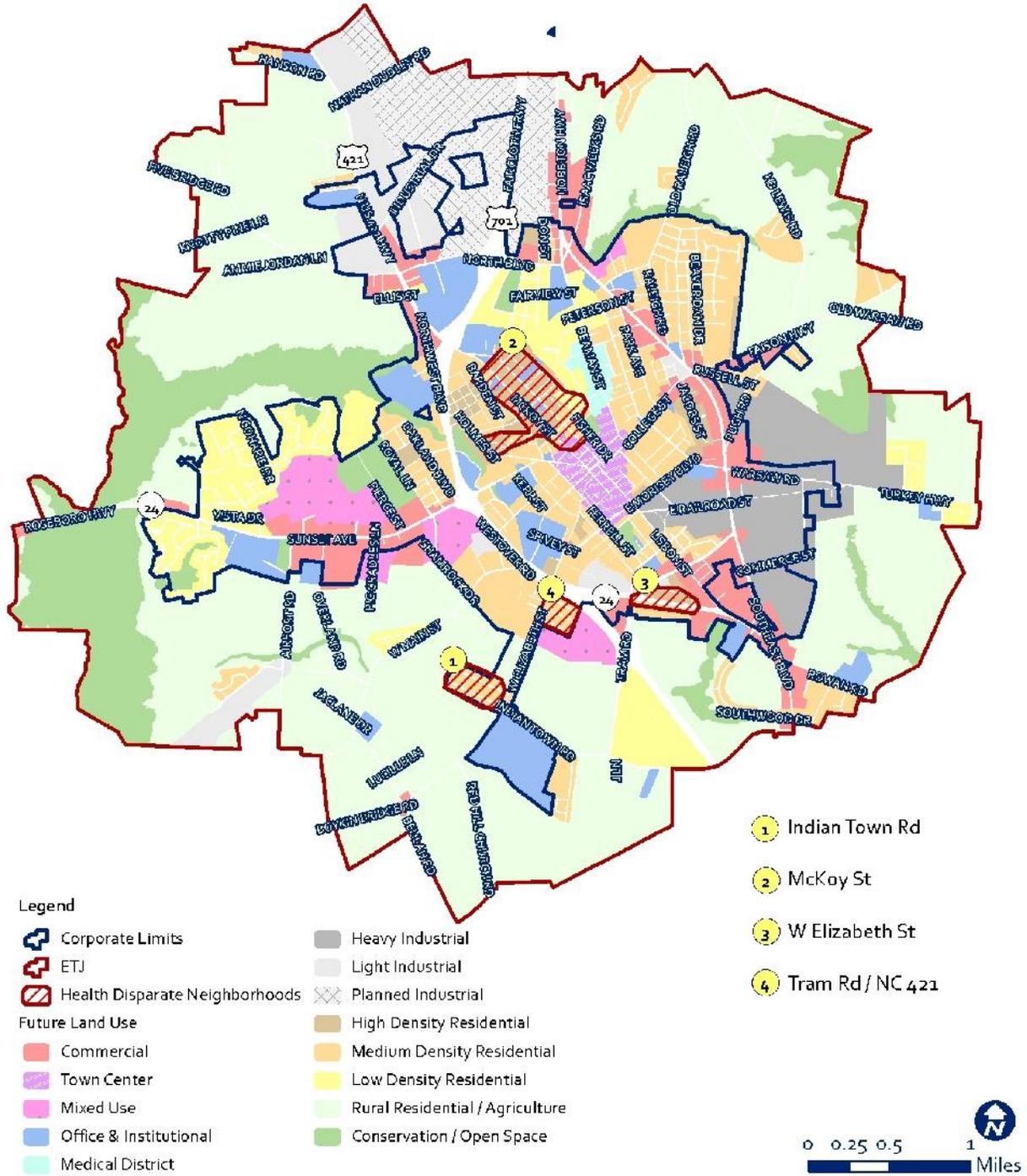
Map 30: Future Land Use Vacant Properties Below Average Value



- Legend**
- Corporate Limits
 - ETJ
 - Vacant & Below Average Value
 - Future Land Use**
 - Commercial Use
 - Town Center
 - Mixed Use
 - Office & Institutional
 - Medical District
 - Heavy Industrial
 - Light Industrial
 - Planned Industrial
 - High Density Residential
 - Medium Density Residential
 - Low Density Residential
 - Rural Residential / Agriculture
 - Conservation / Open Space



Map 31: Future Land Use Health Disparate Areas



C. Future Land Use Map

The future land use map (Map 32) is not intended to be an exact “mirror” of the city zoning map. It should be stressed that although the future land use map indicates a desired pattern for future land use, it is not being suggested that the desired land uses portrayed cannot be changed.

However, it is recommended that as the need for changes in the land use map become apparent, the map be revised and approved by the City Council. Table 28 provides a summary of the land use category acreages, with available vacant land for each category provided in Table 29.

Table 28. Future Land Use

Land Use Category	Corporate Limits	% of Total	ETJ	% of Total	Total Planning Area	% of Total
Commercial	483.73	10.1%	189.07	2.1%	672.80	4.8%
Office and Institutional	492.71	10.3%	77.30	0.9%	570.01	4.1%
Medical District	45.66	1.0%	0.00	0.0%	45.66	0.3%
Downtown	113.56	2.4%	0.00	0.0%	113.56	0.8%
Mixed Use	210.60	4.4%	85.79	0.9%	296.39	2.1%
Heavy Industrial	340.55	7.1%	292.18	3.2%	632.73	4.6%
Light Industrial	145.82	3.0%	267.65	2.9%	413.47	3.0%
Planned Industrial	179.98	3.7%	455.92	5.0%	635.90	4.6%
High Density Residential	244.78	5.1%	0.00	0.0%	244.78	1.8%
Medium Density Residential	1,099.95	22.9%	291.86	3.2%	1,391.81	10.0%
Low Density Residential	461.59	9.6%	255.47	2.8%	717.06	5.2%
Rural Residential/ Agriculture	42.53	0.9%	5,736.83	63.2%	5,779.36	41.6%
Conservation/Open Space	220.58	4.6%	1,090.13	12.0%	1,310.71	9.4%
Right-of-Way	725.07	15.1%	341.55	3.8%	1,066.62	7.7%
Total	4,807.11	100.0%	9,083.75	100.0%	13,890.86	100.0%

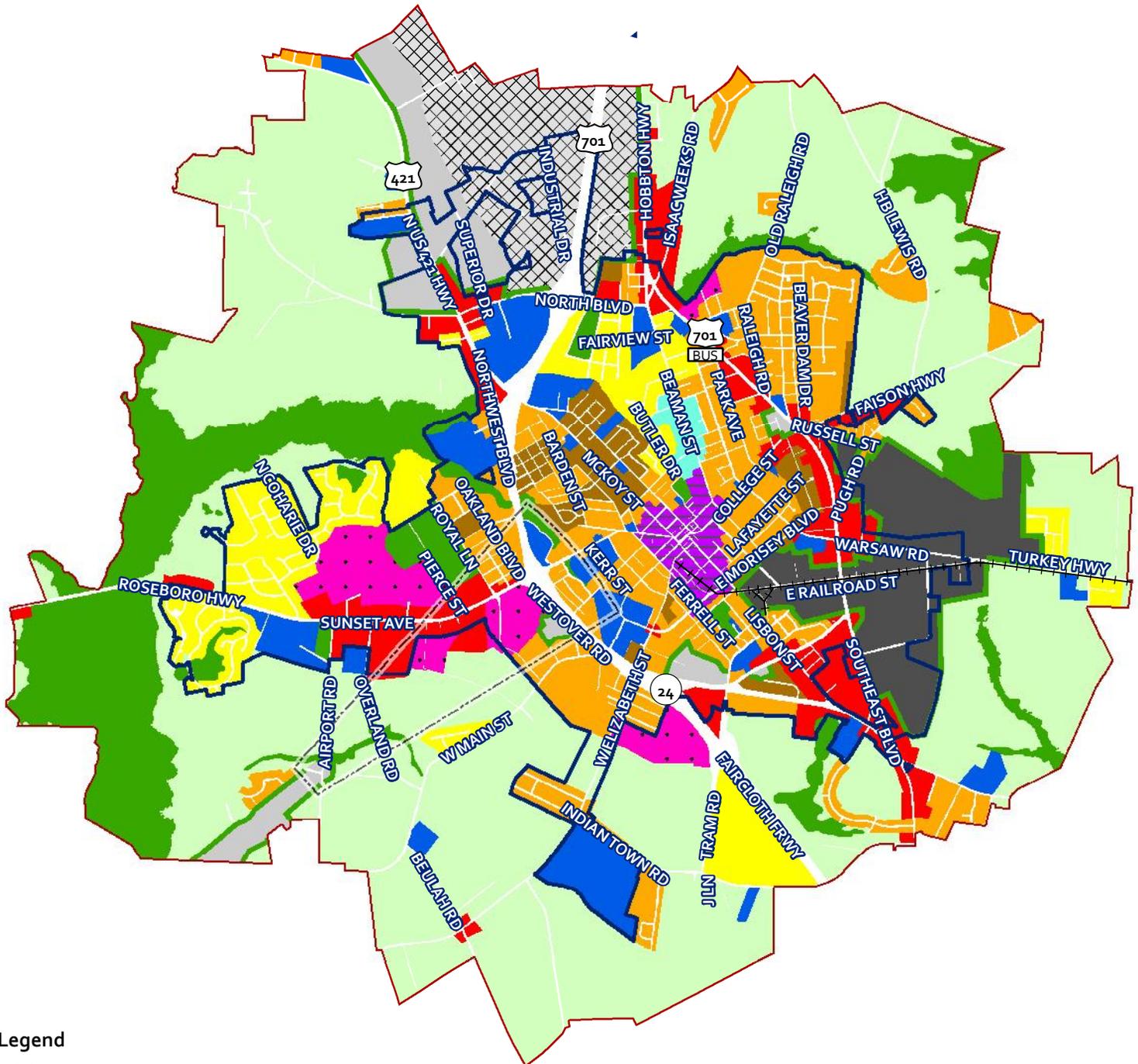
Source: Holland Consulting Planners, Inc.

Table 29. Future Land Use Vacant Parcels

Land Use Category	Corporate Limits	% of Corporate Limits	ETJ	% of ETJ	Total Planning Area	% of Total Planning Area
Commercial	92.79	1.9%	68.94	0.8%	161.73	1.2%
Office and Institutional	4.38	0.1%	0.00	0.0%	4.38	0.0%
Medical District	3.50	0.1%	0.00	0.0%	3.50	0.0%
Downtown	153.79	3.2%	65.87	0.7%	219.66	1.6%
Mixed Use	14.11	0.3%	0.25	0.0%	14.36	0.1%
Heavy Industrial	46.01	1.0%	165.34	1.8%	211.35	1.5%
Light Industrial	28.04	0.6%	133.80	1.5%	161.84	1.2%
Planned Industrial	5.64	0.1%	322.33	3.5%	327.97	2.4%
High Density Residential	41.83	0.9%	0.00	0.0%	41.83	0.3%
Medium Density Residential	279.90	5.8%	68.20	0.8%	348.10	2.5%
Low Density Residential	54.75	1.1%	125.20	1.4%	179.95	1.3%
Rural Residential/ Agriculture	37.66	0.8%	3,499.01	38.5%	3,536.67	25.5%
Conservation/Open Space	90.15	1.9%	927.14	10.2%	1,017.29	7.3%
Right-of-Way	0.00	0.0%	0.00	0.0%	0.00	0.0%
Total	852.55	17.7%	5,376.08	59.2%	6,228.63	44.9%

Source: Holland Consulting Planners, Inc.

Map 32: Future Land Use



Legend

- | | |
|----------------------------------|---------------------------------|
| Corporate Limits | Medical District |
| ETJ | Heavy Industrial |
| Runway 24 Approach Surface Zone* | Light Industrial |
| CSX Railroad | Planned Industrial |
| Future Land Use | High Density Residential |
| Commercial | Medium Density Residential |
| Downtown | Low Density Residential |
| Mixed Use | Rural Residential / Agriculture |
| Office & Institutional | Conservation / Open Space |

*Runway 24 approach surface zone:
1,000' x 10,000' x 4,000'



0 0.25 0.5 1 Miles

D. Transportation and Land Use Coordination

Future land use designations in the Clinton planning area are largely a representation of the existing land use and development patterns. Areas slated for more dramatic change are located on large vacant parcels and along major transportation corridors.

Particular detail should be placed on roadway design in concert with future land use designations. Some land uses are not consistent with a walkable or bicycle friendly roadway; however, those land uses that may promote or support walkable environments should be outfitted and connected by multi-modal street networks that provide for the safe and efficient transportation of all travel modes. Roadways in mixed use districts, high density residential uses, and neighborhood office/commercial areas should provide adequate space for vehicles, pedestrians, and bicyclists. Adopting policies that promote context sensitive roadway designs will allow Clinton to provide more travel choices and increase the availability of multi-modal facilities for its residents.

Context Sensitive Design

A context sensitive solution offers a different approach for design problems - particularly in transportation projects. As outlined in *Context Sensitive Solutions in Designing Major Urban Thoroughfares for Walkable Communities* there are many definitions of context sensitive design, but most employ the following:

- "Balance safety, mobility, community and environmental goals in all projects;
- Involve the public and stakeholders early and continuously throughout the planning and project development process;
- Use an interdisciplinary team tailored to project needs;
- Address all modes of travel;
- Apply flexibility inherent in design standards; and
- Incorporate aesthetics as an integral part of good design."

Context sensitive solutions differ from conventional methods of transportation design largely because of mobility issues.

Conventional methods rely heavily on vehicular level of service and traffic demand. Neither of these factors takes into account the local community, environment, aesthetics, or the non-motorized user. Context Sensitive Design changes the thinking and design of transportation planning so that roadways accommodate communities rather than communities accommodating roadways. Context Sensitive Design should be considered as a solution and design methodology roadway engineers and planners should encourage in the Clinton planning area.

These policies should ensure that all roadway projects are designed to maximize the safety of the facility user and the safety of the surrounding community. The policies should also require that all transportation facility construction be completed in a manner that is consistent with the community 's economic, social, and environmental objectives.

Section 7. Goals and Implementing Actions

"By failing to prepare, you are preparing to fail."

-Benjamin Franklin

A. Introduction

This plan establishes goals and implementing actions for the land use/quality of life issues that will affect Clinton's future. This section provides actions designed to address issues which have been identified by the Advisory Committee, staff, elected officials, and citizens of the Clinton planning area. The goals and implementing actions are to be applied equally regardless of cultural, economic, or ethnic composition of the area.

Guidelines are provided for daily planning functions such as rezoning requests, site plan review, subdivision plat review, zoning text amendments, conditional use permits, and variance requests. The goals and recommendations will also assist city officials in making long-range decisions in such areas as economic development, provision of community services and facilities, transportation planning, community preservation, and environmental management.

Clinton 2035 Comprehensive Plan

In order to effectively support the goals and strategies included in this plan and achieve the desired land use patterns portrayed on the future land use map, numerous specific implementing actions should occur.

This section of the plan includes specific implementing actions for each of the following six areas of concern:

- Land Use Design
- Health and Wellness
- Economic Development
- Community Services/Recreation
- Transportation
- Environmental Management

The responsibility for implementing the recommendations included in this plan belongs to the City of Clinton elected officials. The adoption of this plan is not the end but rather the beginning of a continuous pragmatic process. Clinton will begin to feel development pressure. Opportunity exists for the city to provide positive direction to development as it occurs. How well this plan serves depends on the quality of the plan and how Clinton officials administer local land use ordinances and capital spending programs. Local administration is often the weakest feature of a city's planning efforts. The creation of a plan, workable conditions, and capital spending programs is not overly difficult. The true test will come in putting this plan, ordinances, and programs into action on a day-to-day basis. Implementation of the policies contained in this plan may be implemented in months while others may require years to accomplish

effectively. Planning is only as good as the commitment and abilities of the people responsible for implementing the plan. Clinton has been blessed with involved citizens, dedicated elected officials, and competent staff. It is expected that this will continue into future years.

Historically, Clinton has been progressively pragmatic. This practical approach to the affairs of the community has worked well for the city. It is intended that the goals and strategies embodied in this plan sustain and apply this practical approach to Clinton's future. It is emphasized that all of the goals and strategies included in this plan be undertaken in consideration of proper environmental stewardship.

The goals and implementing actions frequently utilize the following words: should, continue, encourage, enhance, identify, implement, maintain, prevent, promote, protect, provide, support. The intent of these words is defined in Appendix A.

B. Public Input

Key to any successful planning process is the need for comprehensive, inclusive, and constructive input from the public. After all, this plan will serve the needs of Clinton's citizenry and should therefore be written on their behalf. Throughout the planning process, a multitude of methods was used to solicit public input. A Comprehensive Plan Advisory Committee (CPAC), made up of key community representatives and citizens, was

tasked with steering the consultant through the process. To supplement input received from this committee, a public input survey was distributed throughout the city and posted continuously on the project website. Due to the plan's emphasis on health and wellness, an active living and healthy eating-themed survey was also utilized. Public input received during the planning process serves as the foundation for the goals and implementing strategies that conclude the plan. Without this vital input, implementation and completion of this plan would not be effective.



Neighborhood and city-wide meetings were also used to gather citizen input. The results of both the surveys and public meetings are summarized in this section. See Appendix B to view the community survey results in their entirety.

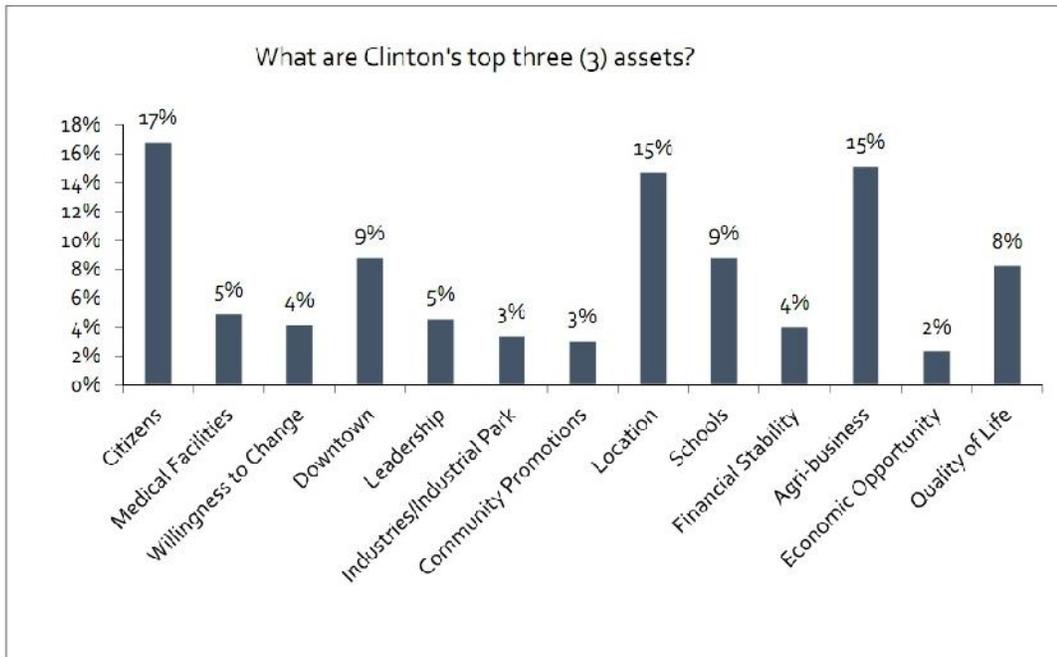
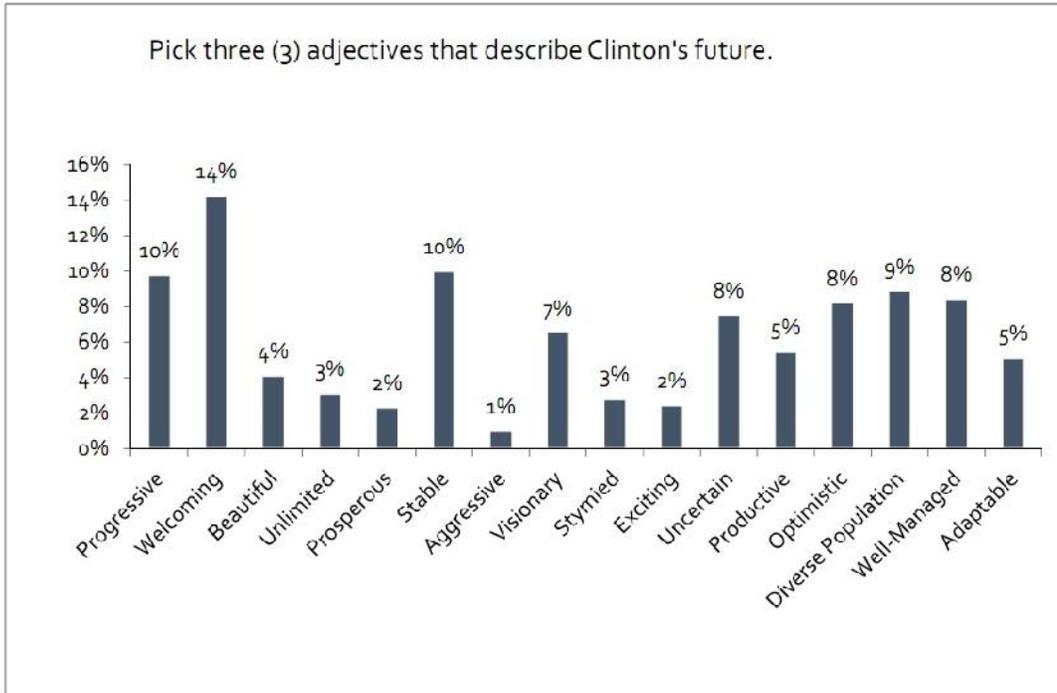
1. Community Survey Results

At the onset of the planning process, the community survey was created. The survey questions were drafted based upon stakeholder interviews. These interviews were conducted with various citizens, the development community, city staff, and elected leaders. Approximately 300 responses were collected from October 2013 to November 2014. The survey was made available to residents online, via hard copy, and was also distributed to high school students. The project team also attended an "Alive After 5" concert to gather input and distribute the community surveys.

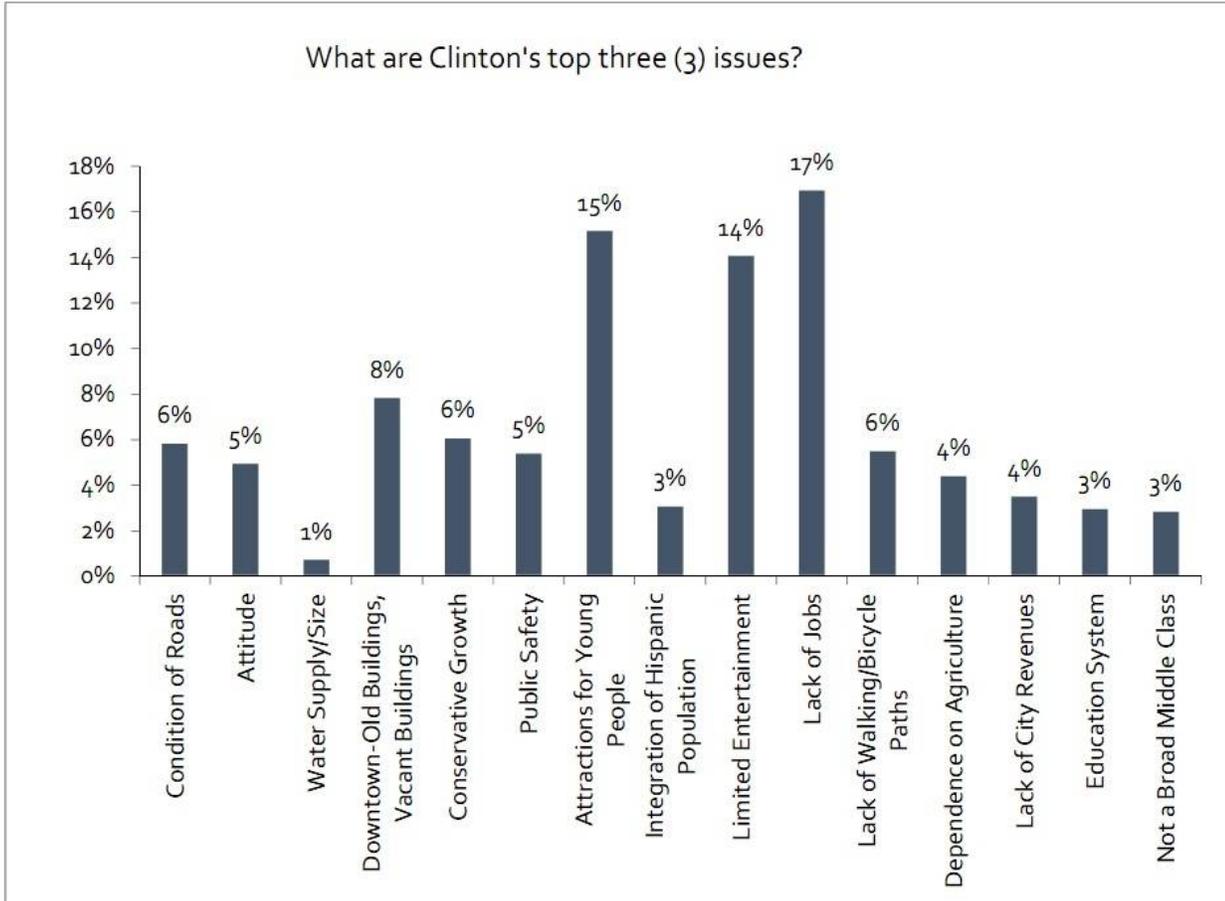


When describing Clinton's future, most residents believe that the city will continue to be a welcoming, progressive, and stable place to live.

Clinton 2035 Comprehensive Plan

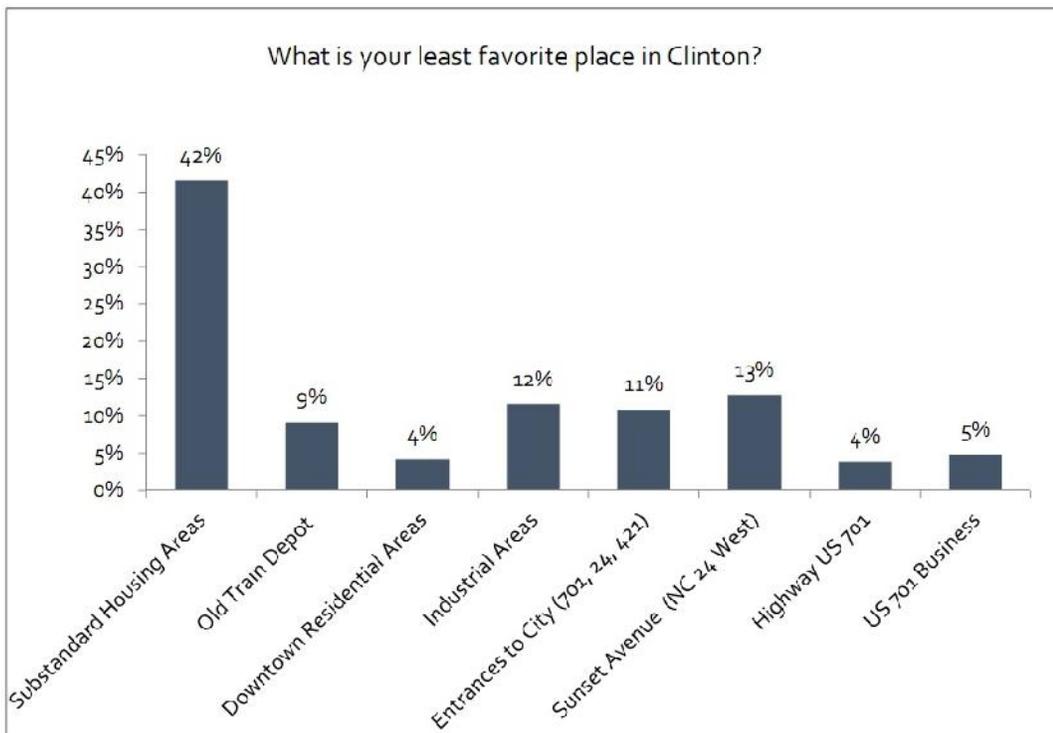
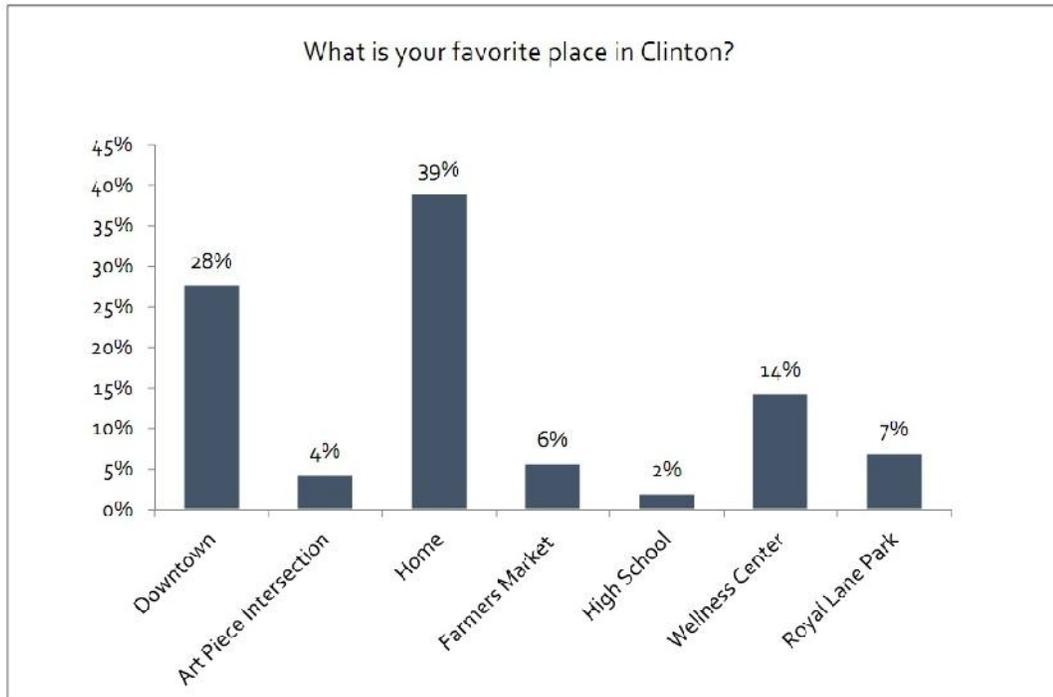


According to the community survey results, survey respondents felt that Clinton's citizens, its location, and agri-business account for the most important assets. This consensus coincides, to some degree, with the public meeting results that showed that community overall was a key asset in Clinton. Downtown was also listed as an important community asset in the survey results. The presence of economic opportunity received the fewest responses.

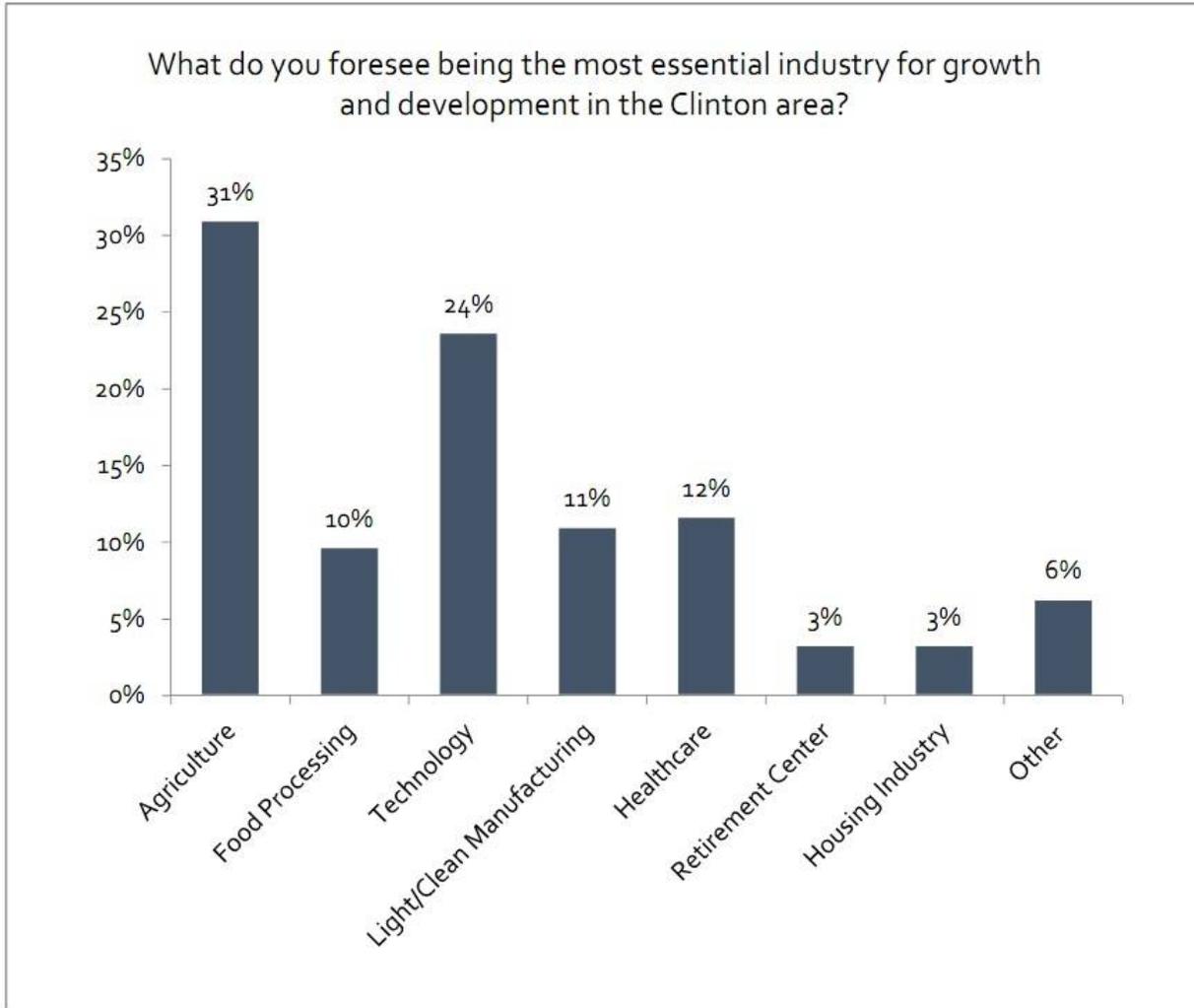


The majority of respondents listed “lack of jobs” as the biggest issue facing Clinton’s future. This issue was closely followed by a lack of attractions for young people and limited entertainment options. Both of these items were also mentioned during the public meetings.

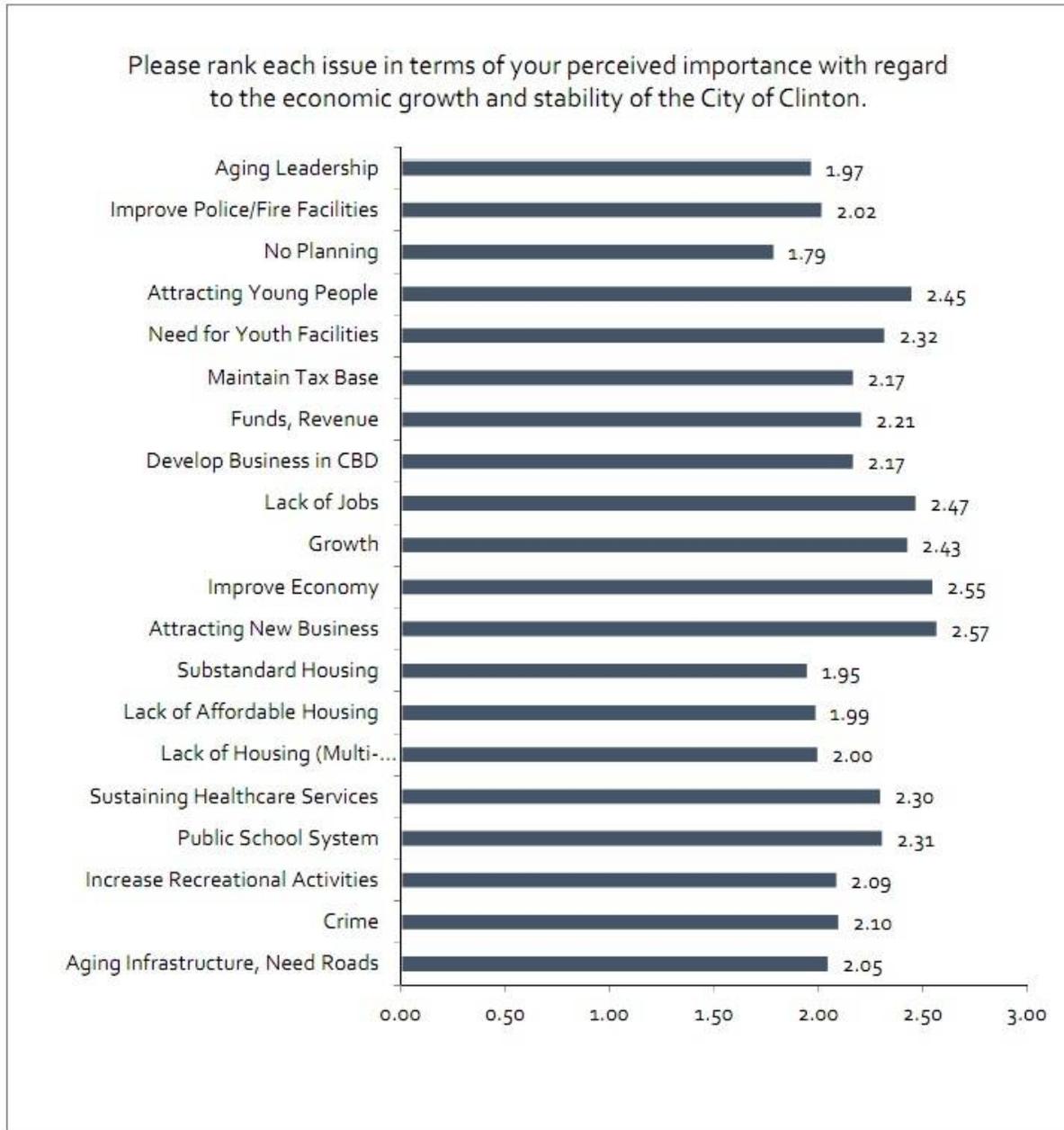
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Residents were also asked what their most and least favorite places in Clinton were. Apart from home, respondents felt that Clinton’s downtown was their favorite place to be or visit. Respondents’ least favorite places were substandard housing areas and the automobile-oriented commercial corridors.



From an economic perspective, survey respondents reported the agriculture and technology industries as most important to Clinton’s future. Respondents felt that the housing and retirement industries were least important to future economic growth.

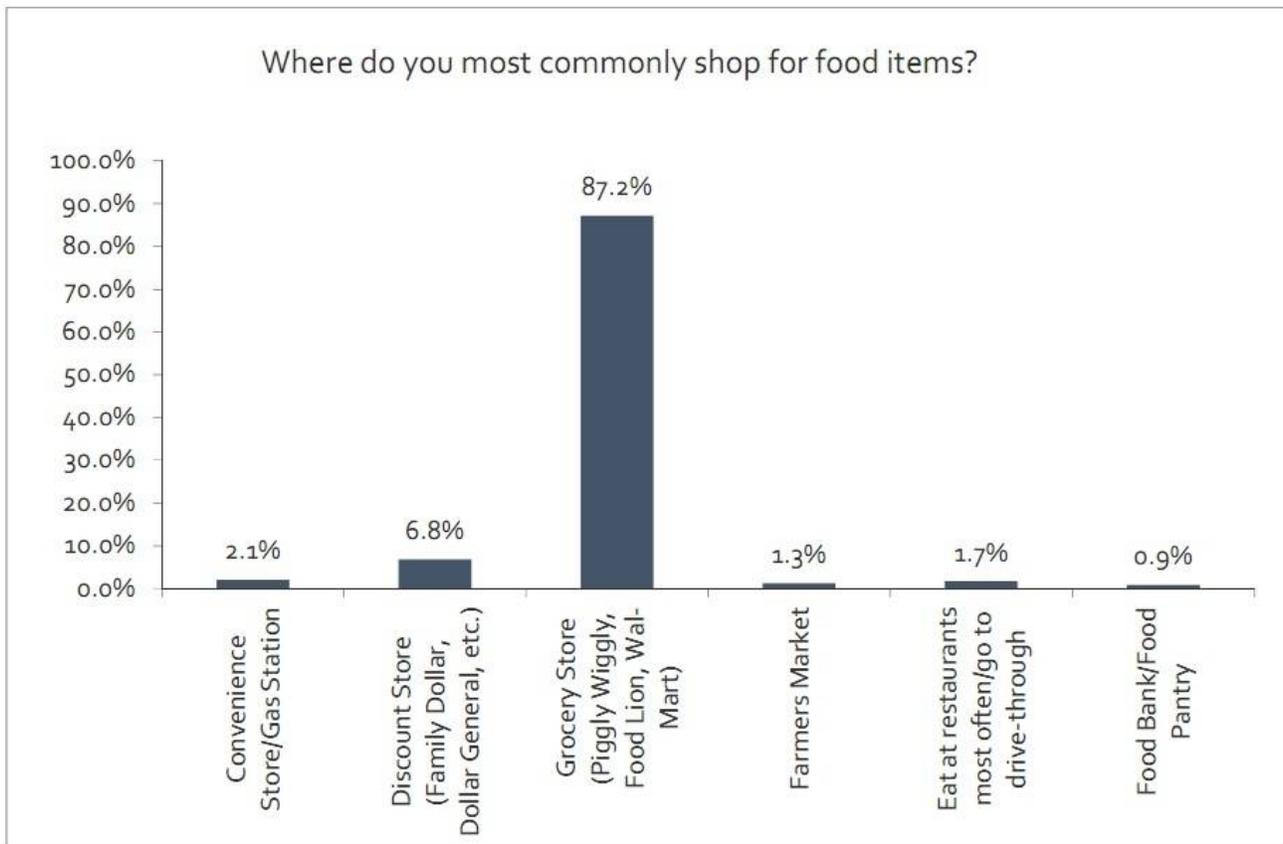


The survey concluded with an option for respondents to rank the issues facing Clinton. The most important issues identified dealt largely with economic development, with attracting new business garnering the highest ranking, followed by improving the economy and a lack of jobs. It should be noted that these issues tend to be ubiquitous throughout smaller towns in eastern North Carolina. The ability to attract young people was also identified as one of the most important issues facing Clinton’s future.

2. Planning for Public Health Survey Results

As an integral part of soliciting community input for wellness objectives, an active living and healthy eating-focused survey was distributed to Sampson County Health Department clients over a three-month period. The Health Department was utilized for distribution because the health assessment part of this plan is county-wide. The survey was distributed in both English and Spanish languages. A total of 234 surveys were collected. A brief summary of the survey questions and results are provided below.

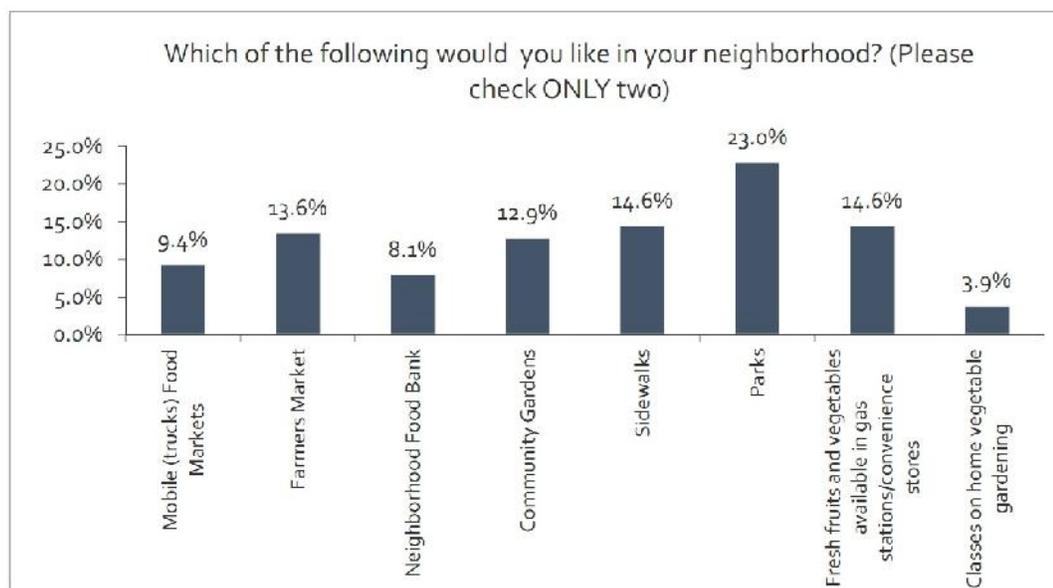
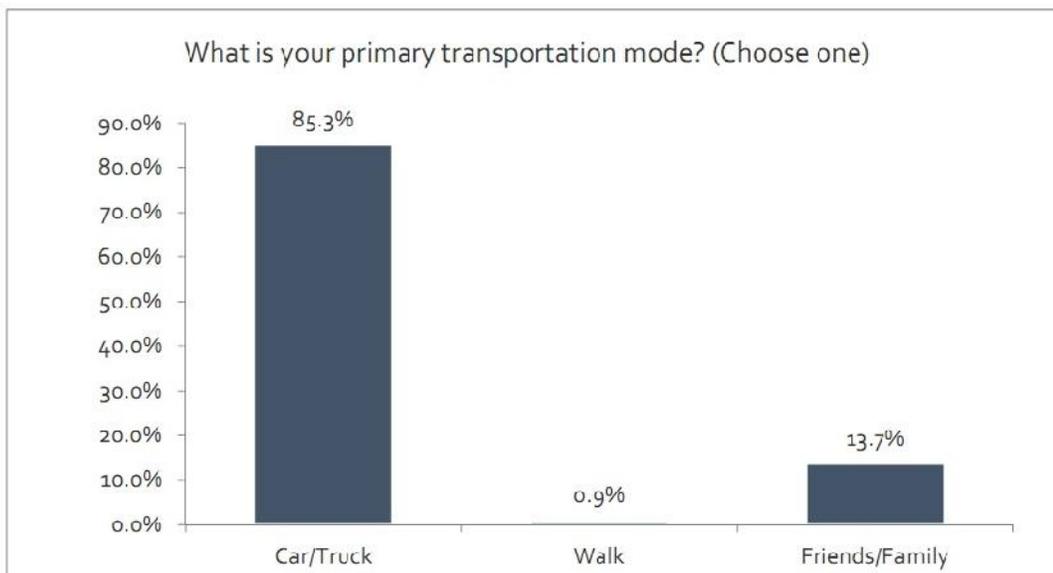
Approximately 7% of respondents selected a "discount store" as the place most commonly visited to purchase food. This response may be troubling to the county's health department staff, as these facilities seldom, if ever, offer fresh fruits and vegetables for purchase. Alternatively, close to 90% of respondents reported the "grocery store" as their place of choice to shop for food items.



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The majority of survey respondents (85.3%) noted "car/truck" as their primary transportation mode. However, nearly 15% of respondents reported relying on friends and family as their primary transportation mode. These respondents may be without a personal vehicle and are thus required to seek a ride from friends/family, or walk to places for food, employment, or medical care.

When asked for potential neighborhood improvements that would enhance active living and healthy eating, nearly 23% of respondents reported a desire for a "park" in their neighborhood. Receiving the second most responses was "sidewalks."



3. Neighborhood and Open House Meeting Results

Beyond the Comprehensive Plan Advisory Committee (CPAC) and outreach surveys, it was necessary to hold public, open house-format community meetings in order to better understand the needs of residents. A city-wide public input meeting, neighborhood meetings, and a workshop with local high school students were conducted to gain valuable insights into the desires of community members. One city-wide meeting and five neighborhood meetings were conducted in differing locations throughout Clinton. The neighborhood meetings were held in each of the city's election districts. All public meetings were advertised online, in the paper, and through phone calls.



Attention Residents!
We want your input for
The FUTURE of Clinton!

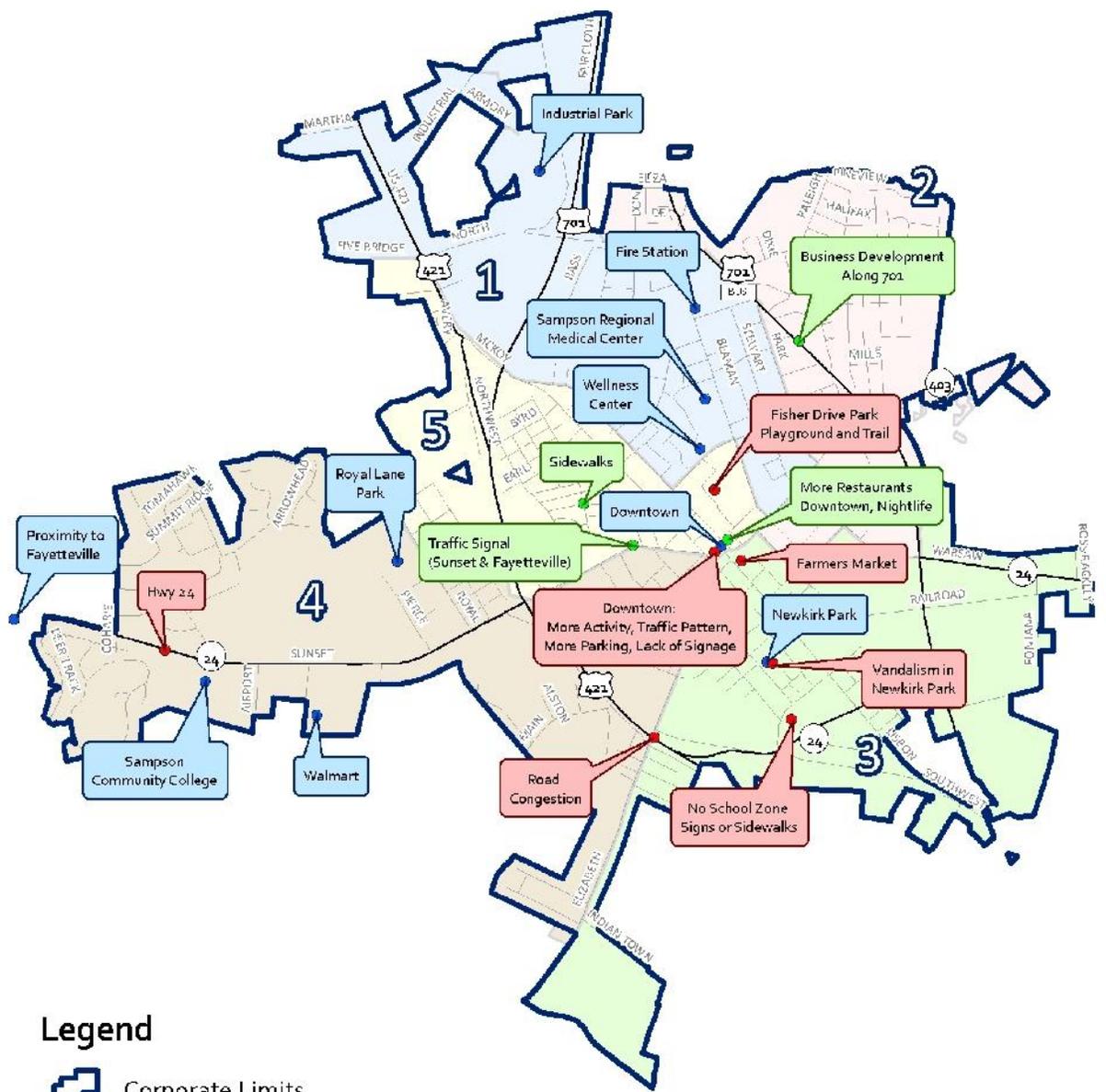
Please attend a public input meeting to be held on
Thursday, May 8 @ 7 pm in the
Bellamy Recreation Center Gymnasium,
500 Pierce Street, Clinton, NC.
For more information about the meeting please contact
Mary Rose at (910) 299-4904.

"Assets, Issues, & Desires"

In each meeting, community members were tasked with identifying the various assets, issues, and desires facing their neighborhood and city as a whole (see Map 33). During the meetings lively and engaged discussion took place. Residents were genuinely interested in improving their community and provided many significant contributions to the dialogue concerning Clinton's future. A listing of all public input received during the neighborhood meetings is included in Appendix C.

All of the wording used to describe Clinton's assets, issues, and desires was used to create a "word cloud" graphic. The more an "Asset, Issue, or Desire" was repeated, the larger it is shown in the graphic. See the figures on the page 7-13 for more information.

Map 33: Clinton: Assets - Issues - Desires



Legend

- + Corporate Limits
- Assets
- Issues
- Desires



Planning for Public Health Survey

- Approximately 7% of respondents selected a "discount store" as the place most commonly visited to purchase food. This response may be troubling to the county's health department staff, as these facilities seldom, if ever, offer fresh fruits and vegetables for purchase.
- Nearly 15% of respondents reported relying on friends and family as their primary transportation mode. These respondents may be without a personal vehicle and are thus required to seek a ride from friends/family or walk to places for food, employment, or medical care.
- When asked for potential neighborhood improvements that would enhance active living and healthy eating, nearly 23% of respondents reported a desire for a "park" in their neighborhood. Receiving the second most responses was "sidewalks."

Public Meetings

- Constructive feedback was received from a diverse array of Clinton's citizenry during public meetings.
- Residents repeatedly mentioned the need for additional entertainment and restaurant options during the public meetings. Also mentioned was the need for more walking trails, sidewalks, and greenways. While this may be perceived as a negative, it should be noted that much graver concerns exist in communities across eastern NC. The need for more entertainment and walking trails is a "good" problem to have.
- The Wellness Center, Sampson Community College, and Clinton's Downtown were identified as important community assets.
- Issues identified in the public meetings include the lack of entertainment options, substandard housing, a lack of restaurant options, and the ability to retain young people.
- Meeting participants largely reported wanting better options of what currently exists. Additional items include continuing to improve the downtown area, providing greenways/walking trails, retaining the youth population, and increasing the number of restaurants.

C. Goals

The following twelve (12) goals have been heavily influenced by public input/opinion received during the planning process (see Section 7.B, Public Input). An annual review of these goals should be conducted by the City Council and Planning Board, and adjusted, if necessary, as implementation is accomplished. These goals are interrelated and, therefore, are not prioritized.

- *Goal 1.* In all decisions/actions, Clinton will consider the impact on Clinton's future as a progressive, welcoming, and stable community.
- *Goal 2.* Clinton will emphasize involvement of its citizens in its decision making processes.
- *Goal 3.* Clinton will focus on improving recreation/entertainment opportunities with an emphasis on activities for youth and active living.
- *Goal 4.* Clinton will emphasize preservation of the Downtown area through small business entrepreneurship including arts/cultural activities.
- *Goal 5.* Clinton will continue efforts to diversify job opportunities with an emphasis on "high technology" job opportunities.
- *Goal 6.* Clinton will vigorously support continued development of its health services industry.
- *Goal 7.* Clinton will, through its land development ordinance, provide an inventory of options for industrial/business development.
- *Goal 8.* Clinton will consider preservation of residential neighborhoods in its decision making processes.
- *Goal 9.* Clinton will support infill development as an action essential to the continued development of the city.
- *Goal 10.* Clinton will continuously support improvement of the educational systems serving the City.
- *Goal 11.* Clinton will support improvements to its infrastructure systems, including improvement of its regional access and access management.
- *Goal 12.* Clinton will support the improvement of health disparate neighborhoods, including emphasis on active living and access to healthy food options.

D. Land Use and Urban Design

Good land use and urban design is the core foundation of the implementation of this plan. All goals and implementing strategies are ultimately connected to land use and urban design. The design considerations have been placed in the following subcategories: General Land Use, Industrial, and Agricultural. These strategies focus on revisions to the city’s Land Development Ordinance. NOTE: The implementing strategies are numbered consecutively throughout the plan for ease of reference.

Implementing Strategies - General Land Use

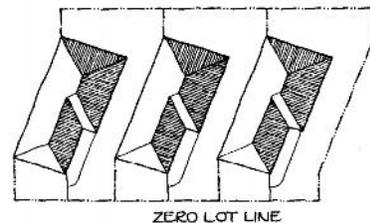
I.1 The City of Clinton adopted its current Land Development Ordinance on November 3, 2010. It is emphasized that the Ordinance is a sound regulatory document which provides good planning guidance. However, the Ordinance was prepared without the benefit of a current Comprehensive Plan. This plan includes goals and strategies which will, in part, depend on revisions to the Land Development Ordinance to facilitate implementation. Potential revisions or additions which should be considered by the City of Clinton are as follows:

Residential

- Add townhouse zoning and subdivision provisions. A townhouse is a building on its own separate lot containing one dwelling unit that occupies space from the ground to the roof, and is attached to one or more other townhouse

dwelling units by at least one common wall.

- Add provisions for non-accessory residence(s) over a business in the Central Business and Office/Institutional Districts.
- Provide for “artisan’s workshop” as a indoor home occupation. Would include limited display and sale of artwork.
- Eliminate single-family homes and duplexes on individual parcels in the Central Business District.
- Review the Planned Unit Development provisions to increase flexibility, including an increase in the allowable percentage of developed area.
- Consider removing or reducing multi-family as a conditional use in all residential zoning districts.
- Add zero lot line provisions which would allow the location of a building on a lot in such a manner that one or more of the building’s sides rests directly on a lot line and complies with all fire and building code requirements for construction on a lot line.



- Add provisions for “granny pods.” A granny pod is a temporary structure that will house a single “mentally or physically impaired person” in accordance with NCGS 160A-383.5. The statute defines these to be North Carolina residents who require assistance with two or more activities of daily living (bathing, dressing, personal hygiene, ambulation, transferring, toileting, and eating). The impairment must be certified in writing by a physician licensed in North Carolina.
- Provide for work-at-home villages. The work-at-home village is specifically designed to accommodate both residential and commercial activity with the basic appearance of a residential subdivision. Part of the village’s environment and amenities would include the normal amenities that are an important part of working in an office and are part of sharing creativity. While some routine face-to-face contact has been replaced by social media websites and virtual meeting platforms, gathering together is an important part of community life. Consequently, the work-at-home village would include a gathering place in the form of a village center with some limited retail and personal services and meeting space. The work-at-home village is a compact subdivision within a larger community and the concept can apply to a greyfield site or an in-town redevelopment such as a former industrial site. The village should not be divided by arterial streets and could be compared in concept to a golf course subdivision.
- Eliminate residential care homes and family care homes in the Central Business District.
- Provide for mixed use development regulations. The mixed use discussion is included with the residential revisions because mixed use development will be primarily residentially driven. Mixed use development may apply to individual lots and a larger more complex development which would involve land subdivision. The mixed use regulations would generally be more flexible than a PUD and may replace PUD regulations as a more desirable option. The mixed use will blend commercial/office-institutional with residential in both vertical and horizontal mixtures of uses. Mixed use examples include a corner store in a residential area, an apartment near or over a shop, and a lunch counter in an industrial zone. Design standards, in tandem with mixed use zoning, should consider potential incompatibility of uses. Additionally, limitations on commercial functions, such as hours of operation and delivery truck access, may be necessary. To gain the full benefits of a mix of uses, buildings must be conveniently connected by streets and paths. Otherwise, people will still be inclined

or required to use cars, even for the shortest trips. Trip recapture will be a basic objective. The structure of the mixed use zones should consider the strategies, obstacles, and solutions outlined below.

Mixed use developments may be utilized as a tool to aid in regulating/reducing strip commercialization, stimulating compact development, encouraging infill development, reducing trip generation, utilizing existing infrastructure, and increasing residential development options.

Strategy	Obstacle	Solution
Small-lot infill development	Excessive lot-area dimensions	Revise setback requirements; minimum lot sizes
Infill development on large lots	Inflexible subdivision and lot-area requirements	Average lot size for whole development, allow flexibility to preserve natural features
Coordinated development	Coordinated development not addressed	Specific development plans; master plans
Better use of deep lots	Excessive frontage and multiple access requirements	Midblock lanes; interior block cluster development; flat lots
Less land for streets	Excessive street design standards	Adopt "skinny" street standards
More efficient use of parking areas	Excessive parking requirements	Reduce minimum parking ratios; set parking ratio maximums; acknowledge on-street parking; encourage shared parking
Mixed-use buildings	Single-use zoning, separation of uses	Allow home occupations and live/work units; density bonus for mixed-use commercial/ residential buildings
Mixed-use neighborhoods	Single-use zoning, separating of uses	Limited commercial in residential zones; allow multifamily residential in commercial zones; limited retail in industrial zones
Healthy commercial districts	Separation of uses; proximity	Community shopping centers with street connectivity; main street districts
Multimodal streets	Street design standards overemphasize autos	Revise street standards; promote "skinny" streets
Transit, bike, and pedestrian connectivity	Physical barriers or out-of-direction travel	Cul-de-sac and block-length maximums; internal connectivity standards; sidewalk requirements

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Non-Residential

- Furnish provisions to require or encourage off-street parking in the rear yard area in the Neighborhood Commercial, Central Business, Office-Institutional, and Medical Arts zoning districts.
- Furnish provisions for art manufacture in the Central Business District.
- Consider eliminating the following uses in the Central Business District: schools, funeral homes, outdoor storage, emergency services, and animal services.
- Consider providing maximum parking standards to regulate/reduce the construction of large impervious surface lots.
- Consider requiring the establishment of bicycle parking for new and redeveloped commercial, industrial, and institutional uses.
- Revise retail and wholesale uses (Land Development Ordinance Section 3.3) to specify uses and remove retail uses based on traffic volumes.
- Provide regulations for microbreweries and distilleries.
- Provide specific requirements for the interconnectivity of highway commercial zoning district developments.
- Provide minimum design standards for non-residential development including architectural lighting.
- Consider increasing requirements for buffering between industrial and non-industrial land uses.
- Reduce/simplify final plat requirements in Section 12.3.3 of the Land Development Ordinance.
- Provide regulations/standards for wind farm development and accessory wind generating devices.
- Provide regulations/standards for solar farm development and accessory solar energy generating devices.
- Provide provisions to accommodate electric vehicles including battery exchange, electric vehicle charging stations.
- Add more specific requirements for the interconnectivity of subdivisions.
- Consider enhancing/strengthening non-residential landscaping requirements with emphasis on 701 Business and NC 24 corridors.
- Consider the Land Development Ordinance revisions recommended in the Health and Wellness strategies on page 7-24 of this plan.

- Provide specific regulation revisions to address greyfield redevelopment. These revisions may include: increasing the staff/administrative authority to grant relief from some land development ordinance requirements such as parking/setbacks/landscaping; fast-track greyfield approval reviews; provide zoning bonuses such as density or height; and increase “grandfathering” provisions. While not a text amendment, the City may consider proactively rezoning some greyfield sites to mixed use.

I.2 Clinton will aggressively support infill development. Generally, such areas and/or sites are not particularly of prime quality; however, they are usually served by or are readily accessible to the infrastructure (services and facilities) provided by the City. Use of such lands for new housing and/or other urban development is considered a more desirable alternative than to continue to extend the outer development pattern laterally and horizontally, thus necessitating a higher expenditure for capital improvements than would be required for infill development. To encourage infill development, the City of Clinton may:

- In concert with the Planning Board and City Council, identify specific infill/redevelopment areas which may be considered for infill incentives.
- Consider Brownfield sites as candidates for development. Identify potential Brownfield sites in the city’s corporate

limit area and pursue federal funding for clean-up (Small Business Liability Relief and Brownfields Revitalization Act). Potential Brownfield developers may be relieved of environmental liability by entering into an agreement with NCDENR through the Brownfields Property Reuse Act of 1997.

- Identify incentives to encouraged infill/redevelopment. Such incentives may include, but not be limited to: streamlining of permitting/approval process; tax increment financing; establishing a land banking program for properties acquired through tax foreclosure which may be committed at discounts to individuals or businesses for development; possible waiver or reduction of utility connection fees; consideration of density bonuses for development of vacant parcels or redevelopment of depressed properties; and consideration of reduced performance standards such as parking for infill development.

I.3 Consider expanding the Downtown Economic Incentive Program to a city-wide program. The objective of this expansion would be to encourage and promote infill growth with new residential or commercial development.

Implementing Strategies - Industrial

I.4 Support zoning for industrial development to locate on land which is physically suitable and has unique locational advantages for industry. Advanced planning for the identification of such land shall be encouraged.

I.5 Through zoning regulation, separate heavy industrial areas from non-industrial areas by natural features, greenbelts, major transportation facilities, and/or other suitable means.

I.6 Through zoning regulation, locate light industrial uses in urbanized areas to take advantage of available services and to minimize travel distances. Careful design and/or buffering shall be required to ensure compatibility with surrounding areas.

I.7 Encourage new light industrial development to locate in existing and/or planned industrial parks.

I.8 In its zoning deliberations, support the following industrial locational factors:

- Heavy industries (large physical plants, extensive land requirements, and low worker-to-land ratios) will be directed to locations remote from existing incompatible non-industrial land uses.
- Heavy industries should have direct access to major public transportation facilities and supporting public infrastructure.

- Light industries (lower impact/ generally smaller than heavy industry) should have easy access to major transportation facilities and infrastructure but be compatible with nearby residential areas and not introduce additional traffic into residential areas.
- Industrial development shall not be located in areas that would diminish the desirability of existing and planned non-industrial areas, nor shall incompatible non-industrial uses be allowed to encroach upon existing or planned industrial sites.
- Warehousing, storage, and distribution facilities shall have access to appropriate thoroughfares and shall be visually buffered according to their location.

Implementing Strategies - Agriculture

I.9 The City of Clinton recognizes the importance of agriculture to the local economy. The location of land uses and zoning decisions should consider the impact on agricultural production. However, land use decisions will also weigh overall economic and environmental impact.

E. Health and Wellness

Health outcomes can be positively or negatively affected based on the environment around us. For example, an environment that supports walking and cycling for pleasure or utilitarian purposes has proven to encourage use, thus enhancing health outcomes. As such, it is important to include health considerations when planning for the long- and short-term development of the city. Strategies provided below are drafted to encourage healthy lifestyles.

I.10 Consider revising the City's land development ordinance to:

- Offer incentives to developers who include grocery stores or fresh food markets in new development;
- Require landscape material in parking lots of ten or more spaces and within street yards in non-residential development;
- Require the establishment of bicycle parking for new and redeveloped commercial, industrial, and institutional uses.
- Make urban agriculture an allowed use in specific zones.

I.11 Work with the Sampson County Extension Office and the Sampson County Public Health Department to achieve the following:

- Support new opportunities for distribution of locally and regionally produced foods.
- Work to address disparities in access to healthy foods in inadequately served populations and neighborhoods.

I.12 Consider incentivizing the development of neighborhood based retail and service outlets aimed at addressing the daily needs for residents of adjacent neighborhoods. Facilities should be developed in a manner that aims to ensure the following:

- Promotes compatibility with neighborhood character.
- Helps reduce vehicle trip lengths and frequency.
- Encourages convenient and ready access, particularly for pedestrians and bicyclists.
- Serves as a gathering and meeting place within the community.
- Maintains a compact size.

I.13 As Planning Board membership vacancies occur, recruit members who have interest and/or expertise in public health.

I.14 Implement the following activities to enhance the health of residents:

- Work with state and federal legislators to obtain grant money for initiatives to reduce health care costs.
- Incorporate health and wellness concerns into future hazard mitigation planning.
- Work with local religious groups to provide emergency support systems for large scale or traumatic events.

I.15 Discourage exposure to second-hand smoke by the creation of smoke-free spaces.

I.16 Consider establishing new recreation programs and wellness initiatives in conjunction with Sampson County. City recreational programs should focus on geographic areas with health disparate populations (Map 31).

I.17 Consider factoring issues relating to the promotion of public safety into the normal review process for development proposals. Themes associated with Crime Prevention through Environmental Design (CPTED) should be utilized to improve upon overall community safety and appearance. This effort should address a range of issues including

lighting, building deterioration, increasing "eyes on the street", and open space design.

I.18 Consider the development of neighborhood pocket parks in under-served portions of the city.

I.19 Consider the development and adoption of a complete streets policy. This policy should focus on providing a wide range of transportation options including: bicycling lanes, sharrows, greenways, sidewalks, and pedestrian friendly intersections. Increased attention should be given to streets programmed for resurfacing and/or expansion.

I.20 Consider street and sidewalk improvements adjacent to existing school sites. This effort shall involve the installation of raised crosswalks to help reduce vehicle speeds and improved pedestrian visibility. Curb extensions may also be considered to shorten pedestrian crossing distance, eliminate parking on or near the crosswalk, and improve sight distance for pedestrians.

I.21 Consider engaging in the following in order to promote alternative means of transportation:

- Encourage clinics to teach safe cycling to school-age children.
- Strategically place signs and provide maps outlining existing and proposed pedestrian and bicycle routes.

- Develop a map of city-wide bicycle routes, once installed, and make it available to citizens in hard copy format as well as on the City's web page. This effort should be coordinated with any ongoing wayfinding efforts.

I.22 Promote active transportation through provision of a connected network of multi-use paths (greenways), sidewalks, and pedestrian-friendly intersections as identified in the City's Comprehensive Bicycle and Pedestrian Plans.

I.23 Work in collaboration with Sampson County to pursue funding for the completion of a countywide greenways master plan.

I.24 Promote and support "Walk to Work" and "Walk to School" programs that strive to increase physical activity and active transportation.

I.25 Provide adequate street and park furniture: benches, resting places, and awnings for shade.

F. Economic Development

I.26 Prepare a detailed Master Plan for the Downtown area. Refer to Section 5(I) Downtown on page 5-23 for a description of the Master Plan components.

I.27 Encourage commercial development to occur in clusters or planned shopping centers at the intersection of major thoroughfares to minimize "strip" development and to maintain the proper functioning of the arterial street system. Emphasis should be placed on the NC 24 and US 701 Business corridors.

I.28 Increase advertising of the commercial advantages of Clinton in coordination with the city's 2014 branding process.

I.29 Focus on the attraction of new industry and businesses which will support Clinton's role as a regional center.

I.30 Involve the minority community in various aspects of economic development through discussion of economic development at neighborhood meetings.

I.31 Develop new opportunities for the workforce by supporting such amenities as greenways, public parks, dining and entertainment establishments, and other public recreational activities.

I.32 Through access management and cross connections of property, existing strip development shall be reduced when redevelopment opportunities permit.

I.33 Strive to rely consistently on the following six (6) ingredients of successful economic development:

- Take advantage of local resources such as location, physical assets, and people.
- Maintain a strong comprehensive planning effort.
- Support good leadership.
- Provide good job training through strong educational systems.
- Be aggressive in the pursuit of grant funds.
- Be creative.

I.34 Consider expanding opportunities (both public and private) for employment and procurement by using local vendors when state and federal procurement procedures permit such selection.

I.35 Encourage new and expanding industries and businesses which: (1) diversify the local economy; (2) utilize a more highly skilled labor force; and (3) increase area residents' incomes.

I.36 Protect, enhance, and encourage a "small town" quality of life, image, and cultural amenities as an effective approach to economic development.

I.37 Economic development efforts will encourage the revitalization and reuse of currently unused or underutilized structures, sites, and infrastructure in appropriately located areas.

I.38 Coordinate carefully planned and timed infrastructure investments as a factor in managing and accommodating growth. Infrastructure extensions into unincorporated areas should be carefully considered, weighing the long-range benefits to the city.

I.39 Public policies and actions shall support the maintenance and revitalization of the Downtown area and adjoining neighborhoods as an historic and cultural center of the community.

I.40 Residential development and redevelopment opportunities shall be encouraged in the Downtown area as a viable and productive living environment, and to support Downtown area retail businesses.

I.41 Continue to support the Sampson County Economic Development Commission's business/industrial development efforts.

I.42 Actively recruit and retain a younger workforce to the City by supporting diverse, affordable workforce housing.

I.43 Encourage office and institutional development to locate as a transitional land use between activities of higher intensity and those of lower intensity.

I.44 Discourage linear “stripping” of offices along thoroughfares in favor of planned office parks or clusters of offices with common access, parking, etc.

I.45 Support Office-Institutional rezoning to encourage office development to locate in the Downtown area as a means of promoting the revitalization continuing effort.

I.46 Support the establishment of a Medical Arts zoning district (see Map 28, page 5-38).

G. Community Services/Recreation

I.47 Use community services and facilities as incentives to stimulate population growth, tax base, and the economy.

I.48 Consider prohibiting the development of conflicting incompatible land uses in the vicinity of all school sites.

I.49 Emphasize/support the repair of failing infrastructure systems in key infill areas.

I.50 Continue to prepare and update annually capital facilities improvements plan (CIPs).

I.51 Implement the Royal Lane Park Master Plan.

I.52 Provide firefighting facilities which offer maximum protection and services to Clinton’s citizens.

I.53 Continue interaction between the Police Department and citizens, in order to increase mutual respect, understanding, and support.

I.54 Provide park and open space opportunities in all neighborhoods.

I.55 Provide a diversity of recreational experiences to all residents.

I.56 Support the water and sewer system improvements cited in Section 5, Infrastructure/Public Works (page 5-10).

H. Transportation

The Transportation implementing strategies will have to be completed following the completion of the Clinton/Sampson County Comprehensive Transportation Plan. The following preliminary transportation implementing strategies are provided:

I.57 Promote neighborhood designs which limit access to adjacent arterials and utilize street patterns which promote slower internal traffic speeds.

I.58 Encourage and support continued improvement and appropriate expansion of the Clinton-Sampson County Airport. Such expansion shall be carefully planned to minimize potential land use conflicts and hazardous conditions.

I.59 Consider conducting a public awareness campaign through radio and the city’s website to increase the safety of bicyclists and pedestrians.

I.60 Consider the adoption of maximum parking standards that alleviate the need to provide large surface lots on valuable infill land.

I.61 Consider the development and adoption of a complete streets policy. This policy should focus on providing a wide range of transportation options including: access to transit, bicycling lanes, and pedestrian access facilities. Increased attention should be given to streets programmed for resurfacing and/or expansion.

I.62 Implement the City of Clinton Comprehensive Pedestrian Plan, adopted March 2012 (see Section 5.M.1, page 5-29).

I.63 Implement the City of Clinton Comprehensive Bicycle Plan, adopted January 2015 (see Section 5.M.2, page 5-31).

I.64 Develop canopy tree planting plans for the US 701 Business and NC 24 corridors.

I. Environmental Management

I.65 Support low impact development (LID).
NOTE: LID is an ecologically friendly approach to site development and stormwater management that aims to minimize development impacts to land, water, and air. The approach emphasizes the integration of site design and planning techniques that conserve natural systems and hydrologic functions on a site. Low impact development is not a land use control, but a management and design strategy that is integrated into the proposed land use. It has also been shown to decrease costs to developers and to increase the desirability and value of the property. LID practices can also benefit the environment by helping maintain the integrity of a natural ecosystem and protecting water quality. Site plan review should encourage LID practices.

I.66 Through zoning regulations, oppose the disposal of any toxic wastes, as defined in the U.S. Environmental Protection Agency’s Listing of Hazardous Substances and Priority Pollutants (developed pursuant to the Clean Water Act of 1977), within the city’s planning jurisdiction.

I.67 Through zoning and subdivision design, protect the water conveyance and storage capacity of the floodway and floodway fringe.

I.68 Emphasize the preservation of open space through the use of innovative site planning and subdivision design (see I.51, LID).

I.69 Through zoning and flood damage prevention regulations, the city will:

- Ensure that the natural functions of floodplains are preserved.
- Preserve floodplains as areas for wildlife habitat and wildlife corridors.
- Reserve areas of the floodplain for open space corridors and greenways.

I.70 Coordinate building code enforcement/redevelopment projects with the NC Division of Archives and History to ensure that any significant architectural details or buildings are identified and preserved.

I.71 Coordinate public works projects with the NC Division of Archives and History to ensure the identification and preservation of significant archaeological sites.

I.72 Emphasize the important economic, tourism, and community image benefits of attractive major travel corridors throughout the city's planning area. Such entryway corridors shall receive priority attention by the city for improved appearance and development standards, including landscaping, signage, and tree preservation.

I.73 Monitor development proposals for compliance with Section 404 of the Clean Water Act and continue to enforce the Land Development Ordinance to regulate development of fresh water swamps and 404 wetlands.

J. Continuing Planning Process

This plan provides the framework upon which zoning and subdivision regulations and the capital improvements programs should be based. In fact, the preparation of a land use plan and map is mandated by North Carolina legislation as a prerequisite for zoning for both cities and counties.

Specifically, in implementing this plan, the following should serve as guiding land use/planning principles:

- Consider the future land use map as part of the policies included in this plan.
- Consult this plan, including the future land use map, during the deliberation of all rezoning requests and proposed text amendments.
- Consider the following in deliberation of all zoning petitions:
 - All deliberations should consider this plan's goals, implementing strategies, and future land use map.
 - All uses that are allowed in a zoning district must be considered. A decision to re-zone or not to re-zone a parcel or parcels of property cannot be based on consideration of only one use or a partial list of the uses allowed within a zoning district.

- Requests for zoning changes should not be approved if the requested change will result in spot zoning. Spot zoning is a form of discriminatory zoning whose sole purpose is to serve the private interests of one or more landowners instead of furthering the welfare of the entire community as part of an overall zoning plan. Spot zoning is based on the arbitrary and inappropriate nature of a rezoning change rather than, as is commonly believed, on the size of the area being rezoned.
- Zoning which will result in strip development should be discouraged. Strip development is a melange of development, usually commercial, extending along both sides of a major street. Strip development is often a mixture of auto-oriented enterprises (e.g., gas stations, motels, and food stands), and truck-dependent wholesale and light industrial enterprises. Strip development may severely reduce traffic-carrying capacity of abutting streets by allowing for excessive and conflicting curb cuts.
- Access management should be considered in all land use/zoning decisions.
- The concept of uniformity should be supported in all zoning deliberations. Uniformity is a basic premise of zoning which holds that all land in similar circumstances should be zoned alike; any different circumstances should be carefully balanced with a demonstrated need for such different treatment.
- Specifically, the Planning Board and City Council should ask the following questions:
 - Is the request in accordance with this plan? Zoning regulations shall be made in accordance with the city's Comprehensive Plan (NCGS 160A-383). When adopting or rejecting any zoning amendment, the City Council shall also approve a statement describing whether its action is consistent with the city's Comprehensive Plan and any other officially adopted plan that is applicable, and briefly explaining why the City Council considers the action taken to be responsible and in the public interest.

- Will the request have a serious adverse impact on traffic circulation and other infrastructure?
- Will the request have an adverse impact on other City services, including police protection, fire protection, or public works?
- Will the request have an adverse impact on the Clinton City Schools or Sampson County Schools?
- Is there a good possibility that the request, as proposed, will result in lessening the enjoyment or use of adjacent properties?
- Will the request, as proposed, cause serious noise, odors, light, activity, or unusual disturbances?
- Does the request raise legal questions such as spot zoning, hardship, or violation of precedents?

- Does the request adversely impact water quality or other natural resources?

Following adoption of this plan, the City may implement the following to ensure effective citizen participation:

- Encourage diverse public participation in all land use decisions and procedure development processes and encourage citizen input.
- Publicize all meetings of the Planning Board and Board of Adjustment through newspaper advertisements and public service announcements.
- Utilize broad-based advisory committees to assess and advise the City on special planning issues/needs.
- All Planning Department activities will be available on the City's website.
- Continue to conduct periodic district meetings to obtain input on current and future issues in Clinton.
- At a minimum, update this plan every five to seven years.

Appendix A. Definitions

Should

An officially adopted course or method of action intended to be followed to implement the community goals. Though not as mandatory as “shall,” it is still an obligatory course of action unless clear reasons can be identified that an exception is warranted. City staff and Planning Board involved at all levels from planning to implementation.

Shall/Will

Expresses determination to implement/take action.

Continue

Follow past and present procedures to maintain desired goal, usually with City staff involved at all levels from planning to implementation.

Encourage

Foster the desired goal through City policies. Could involve City financial assistance.

Enhance

Improve current goal to a desired state through the use of policies and City staff at all levels of planning. This effort could include financial support.

Identify

Execute actions intended to guide the accomplishment of the plan recommendations.

Maintain

Keep in good condition the desired state of affairs through the use of City policies and staff. Financial assistance should be provided if needed.

Prevent

Stop described event through the use of appropriate City policies, staff actions, Planning Board actions, and City finances, if needed.

Promote

Advance the desired state through the use of City policies and Planning Board and staff activity at all levels of planning. This effort may include financial support.

Protect

Guard against a deterioration of the desired state through the use of City policies, staff, and if needed, financial assistance.

Provide

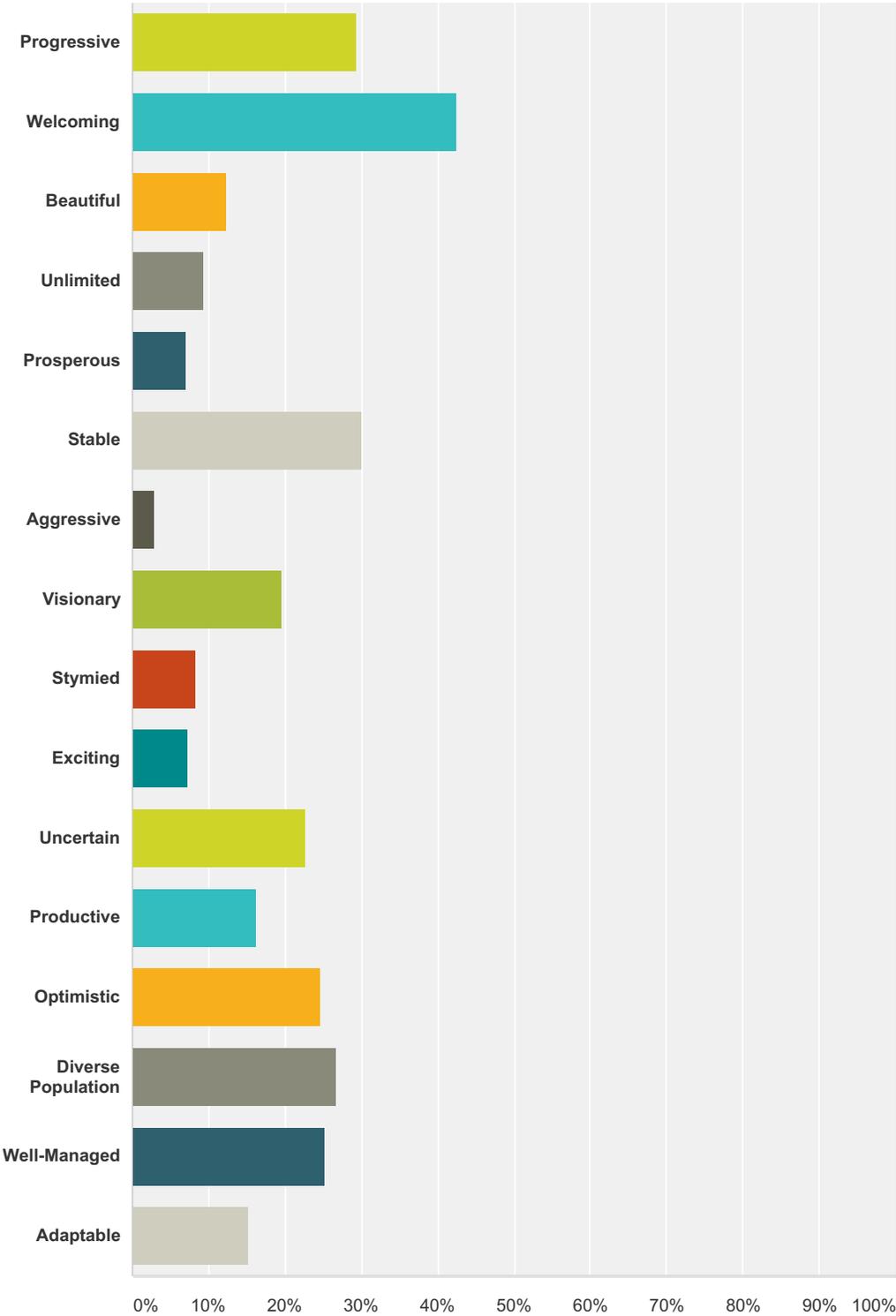
Take the lead role in supplying the needed financial and staff support to achieve the desired goal. The City is typically involved in all aspects from planning to implementation to maintenance.

Support

Supply the needed staff support, policies, and financial assistance at all levels to achieve the desired goal.

Q1 Pick THREE (3) adjectives that describe Clinton's future. PICK ONLY THREE.

Answered: 300 Skipped: 0

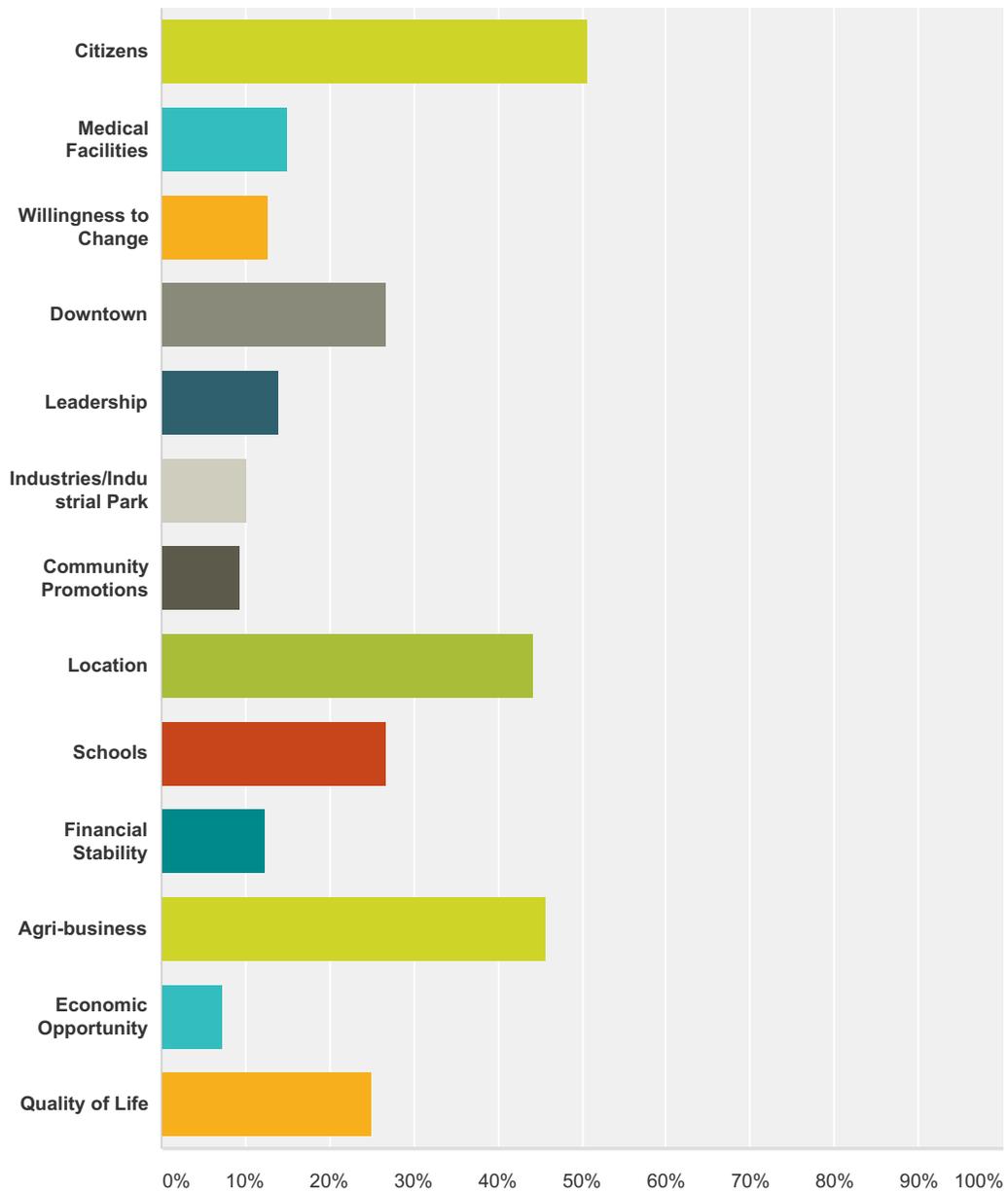


Answer Choices	Responses
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Progressive	29.33%	88
Welcoming	42.67%	128
Beautiful	12.33%	37
Unlimited	9.33%	28
Prosperous	7.00%	21
Stable	30.00%	90
Aggressive	3.00%	9
Visionary	19.67%	59
Stymied	8.33%	25
Exciting	7.33%	22
Uncertain	22.67%	68
Productive	16.33%	49
Optimistic	24.67%	74
Diverse Population	26.67%	80
Well-Managed	25.33%	76
Adaptable	15.33%	46
Total Respondents: 300		

Q2 What are Clinton's top THREE (3) assets? PICK ONLY THREE.

Answered: 300 Skipped: 0

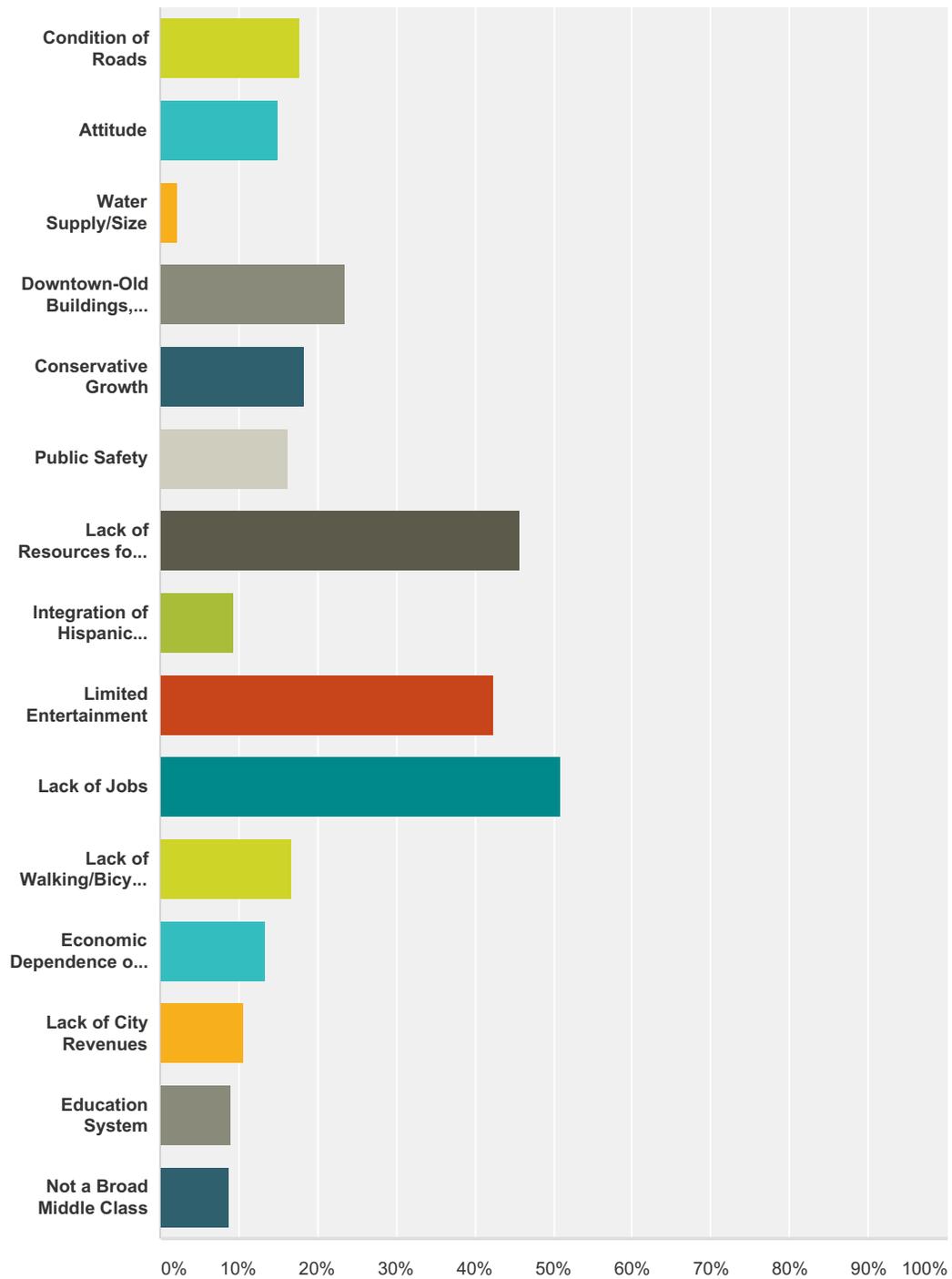


Answer Choices	Responses	Count
Citizens	50.67%	152
Medical Facilities	15.00%	45
Willingness to Change	12.67%	38
Downtown	26.67%	80
Leadership	14.00%	42

Industries/Industrial Park	10.33%	31
Community Promotions	9.33%	28
Location	44.33%	133
Schools	26.67%	80
Financial Stability	12.33%	37
Agri-business	45.67%	137
Economic Opportunity	7.33%	22
Quality of Life	25.00%	75
Total Respondents: 300		

Q3 What are Clinton's top THREE (3) liabilities? PICK ONLY THREE.

Answered: 300 Skipped: 0

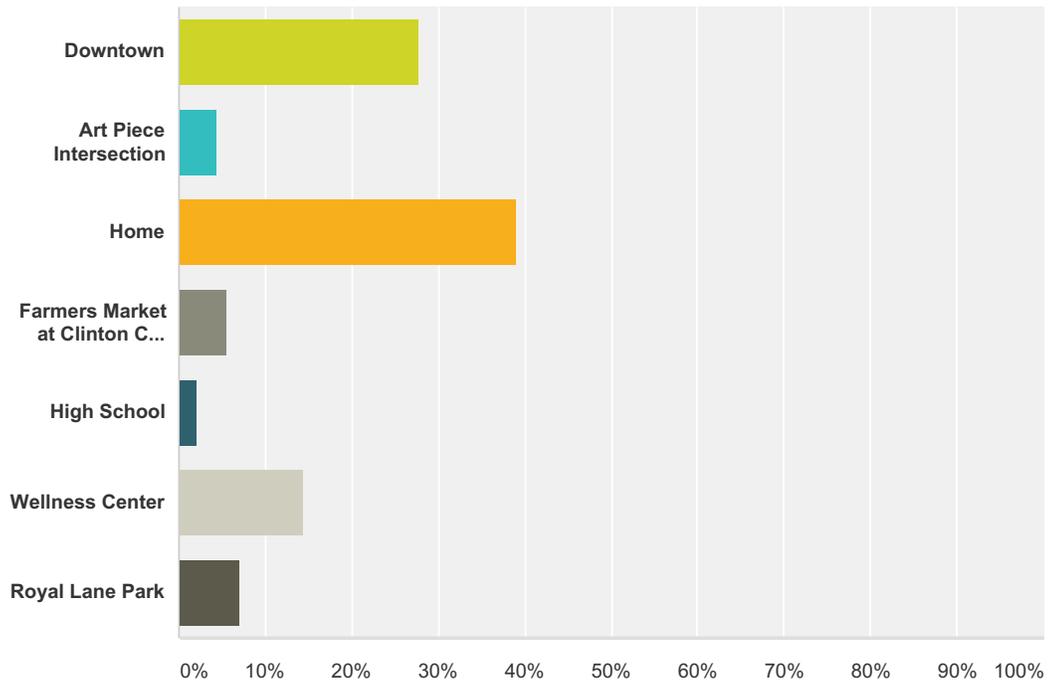


Answer Choices	Responses
Condition of Roads	17.67% 53
Attitude	15.00% 45

Water Supply/Size	2.33%	7
Downtown-Old Buildings, Vacant Buildings	23.67%	71
Conservative Growth	18.33%	55
Public Safety	16.33%	49
Lack of Resources for Young People	45.67%	137
Integration of Hispanic Population	9.33%	28
Limited Entertainment	42.33%	127
Lack of Jobs	51.00%	153
Lack of Walking/Bicycle Paths	16.67%	50
Economic Dependence on Agriculture	13.33%	40
Lack of City Revenues	10.67%	32
Education System	9.00%	27
Not a Broad Middle Class	8.67%	26
Total Respondents: 300		

Q4 What is your favorite place in Clinton?

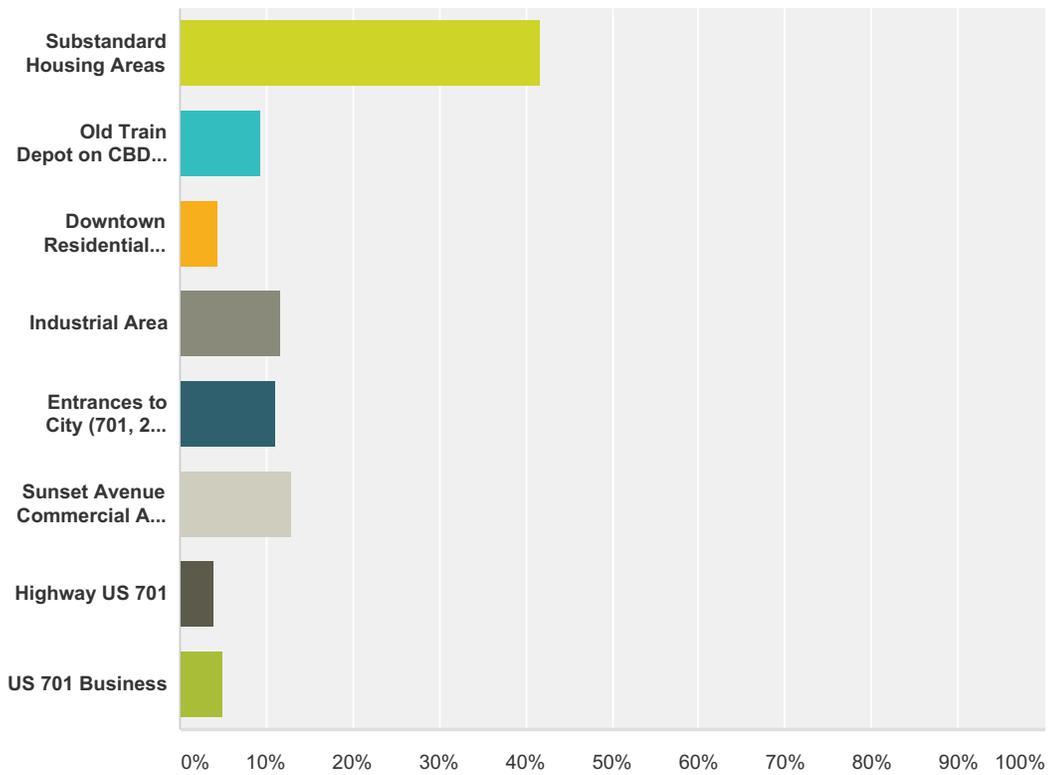
Answered: 300 Skipped: 0



Answer Choices	Responses
Downtown	27.67% 83
Art Piece Intersection	4.33% 13
Home	39.00% 117
Farmers Market at Clinton City Market	5.67% 17
High School	2.00% 6
Wellness Center	14.33% 43
Royal Lane Park	7.00% 21
Total	300

Q5 What is your least favorite place in Clinton?

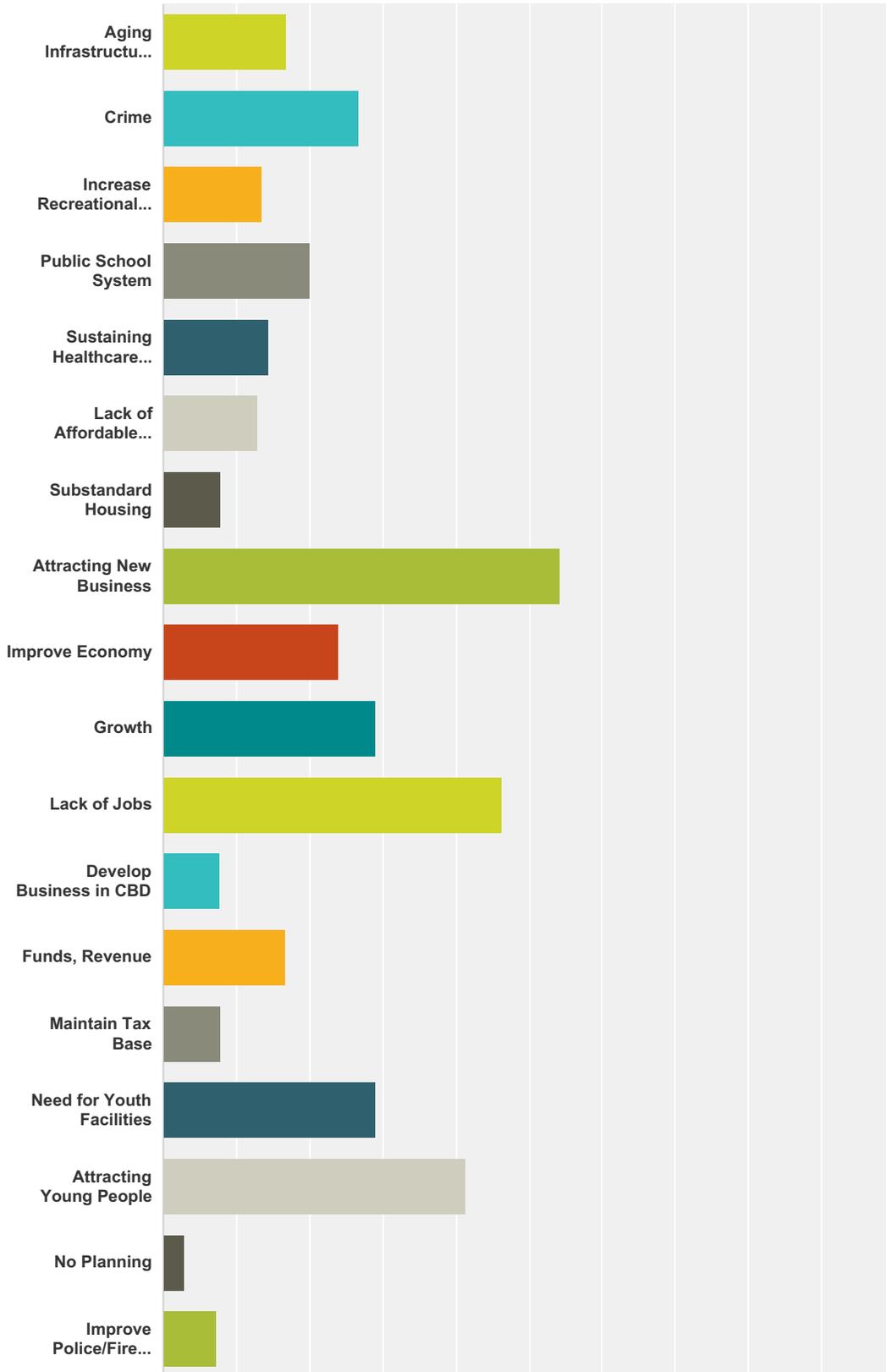
Answered: 300 Skipped: 0

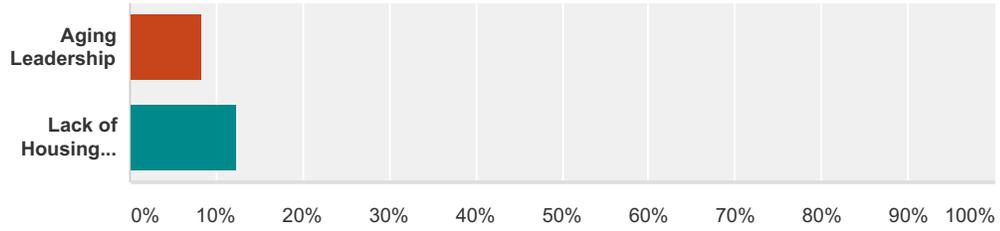


Answer Choices	Responses
Substandard Housing Areas	41.67% 125
Old Train Depot on CBD Periphery	9.33% 28
Downtown Residential Areas	4.33% 13
Industrial Area	11.67% 35
Entrances to City (701, 24, 421)	11.00% 33
Sunset Avenue Commercial Area (NC 24 West)	13.00% 39
Highway US 701	4.00% 12
US 701 Business	5.00% 15
Total	300

Q6 What do you consider to be the FOUR (4) most important issues facing Clinton? PICK ONLY FOUR

Answered: 300 Skipped: 0

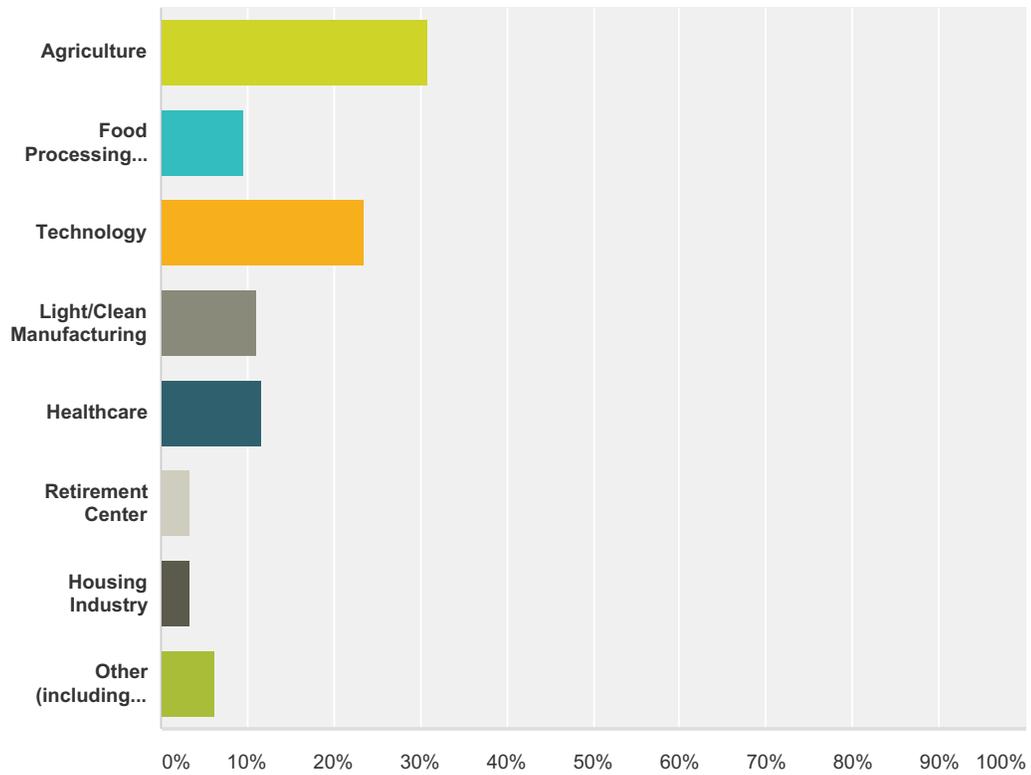




Answer Choices	Responses	
Aging Infrastructure, Need Roads	17.00%	51
Crime	26.67%	80
Increase Recreational Activities	13.67%	41
Public School System	20.00%	60
Sustaining Healthcare Services	14.33%	43
Lack of Affordable Housing	13.00%	39
Substandard Housing	8.00%	24
Attracting New Business	54.33%	163
Improve Economy	24.00%	72
Growth	29.00%	87
Lack of Jobs	46.33%	139
Develop Business in CBD	7.67%	23
Funds, Revenue	16.67%	50
Maintain Tax Base	8.00%	24
Need for Youth Facilities	29.00%	87
Attracting Young People	41.33%	124
No Planning	3.00%	9
Improve Police/Fire Facilities	7.33%	22
Aging Leadership	8.33%	25
Lack of Housing (Multi-Family/Apartments/Condos)	12.33%	37
Total Respondents: 300		

Q7 What do you foresee being the most essential industry for growth and development in the Clinton area?

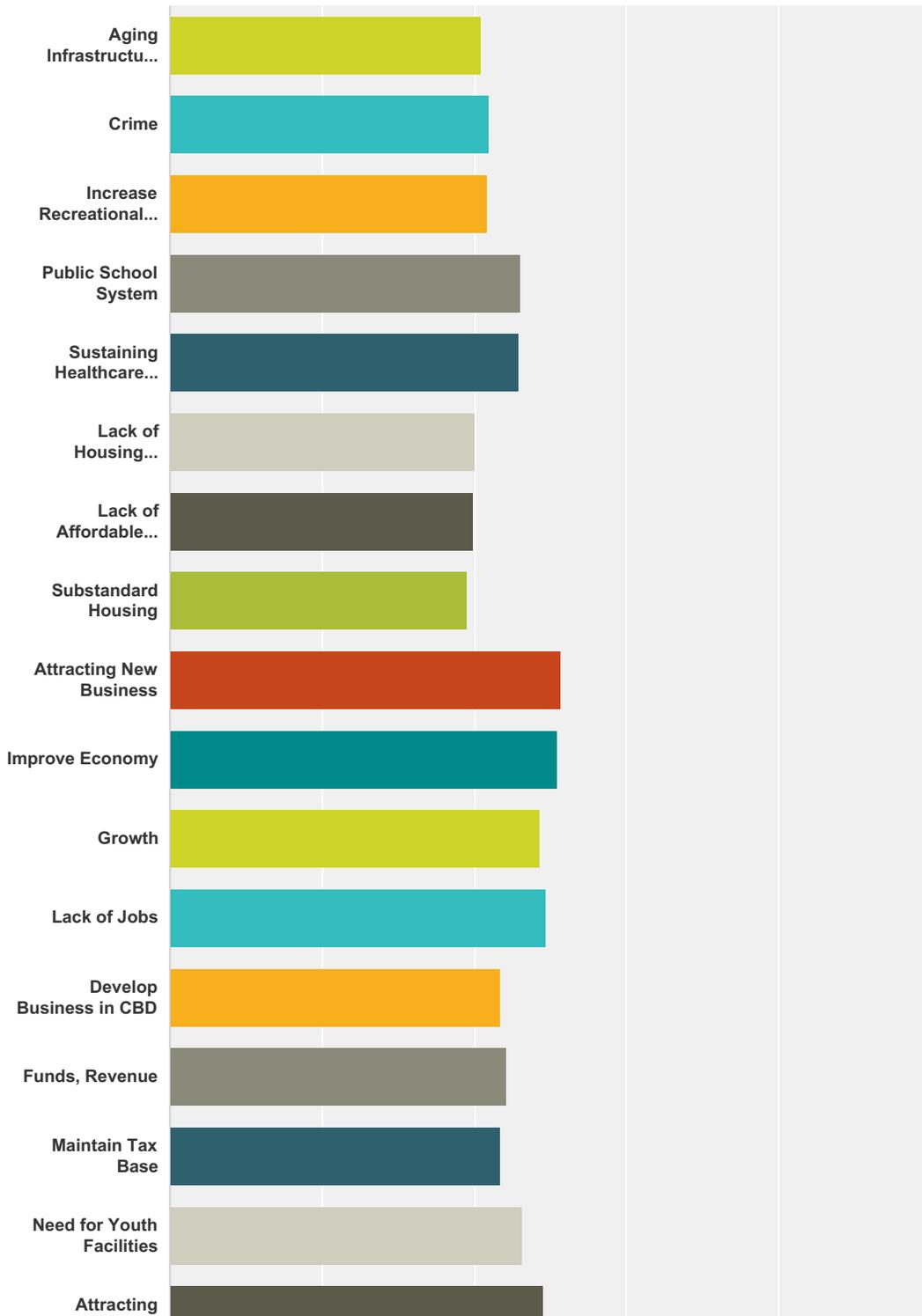
Answered: 300 Skipped: 0

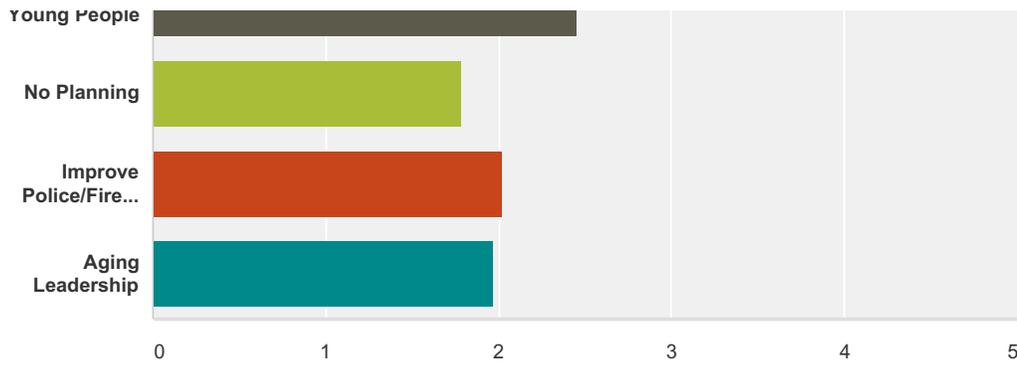


Answer Choices	Responses
Agriculture	31.00% 93
Food Processing (including Smithfield)	9.67% 29
Technology	23.67% 71
Light/Clean Manufacturing	11.00% 33
Healthcare	11.67% 35
Retirement Center	3.33% 10
Housing Industry	3.33% 10
Other (including Military/Existing Businesses)	6.33% 19
Total	300

Q8 The following items have been identified as issues facing Clinton and the surrounding area. Please rank each issue in terms of your perceived importance with regard to the economic growth and stability of the City of Clinton.

Answered: 300 Skipped: 0





	Low	Medium	High	Total	Average Rating
Aging Infrastructure, Need Roads	21.00% 63	52.67% 158	26.33% 79	300	2.05
Crime	23.33% 70	43.00% 129	33.67% 101	300	2.10
Increase Recreational Activities	22.33% 67	46.33% 139	31.33% 94	300	2.09
Public School System	13.67% 41	41.67% 125	44.67% 134	300	2.31
Sustaining Healthcare Services	12.67% 38	44.33% 133	43.00% 129	300	2.30
Lack of Housing (Multi-Family/Apartments/Condos)	26.33% 79	47.33% 142	26.33% 79	300	2.00
Lack of Affordable Housing	27.00% 81	46.67% 140	26.33% 79	300	1.99
Substandard Housing	26.67% 80	52.00% 156	21.33% 64	300	1.95
Attracting New Business	10.33% 31	22.33% 67	67.33% 202	300	2.57
Improve Economy	8.67% 26	27.33% 82	64.00% 192	300	2.55
Growth	10.67% 32	35.33% 106	54.00% 162	300	2.43
Lack of Jobs	12.00% 36	29.00% 87	59.00% 177	300	2.47
Develop Business in CBD	15.00% 45	53.33% 160	31.67% 95	300	2.17
Funds, Revenue	14.00% 42	50.67% 152	35.33% 106	300	2.21
Maintain Tax Base	15.33% 46	52.67% 158	32.00% 96	300	2.17
Need for Youth Facilities	13.33% 40	41.00% 123	45.67% 137	300	2.32
Attracting Young People	12.00% 36	31.33% 94	56.67% 170	300	2.45

No Planning	36.67% 110	47.33% 142	16.00% 48	300	1.79
Improve Police/Fire Facilities	22.67% 68	52.33% 157	25.00% 75	300	2.02
Aging Leadership	28.33% 85	46.33% 139	25.33% 76	300	1.97

Q9 Additional Comments:

Answered: 37 Skipped: 263

#	Responses	Date
1	Wellness Center needs to be cheaper.	10/31/2014 2:02 PM
2	I want a Sonic, Moes, Krispy Kreme, Carolina Ale House, and Chic-Fil-A	10/31/2014 10:15 AM
3	Krispy Kreme	10/31/2014 10:07 AM
4	Clinton smells unpleasant.	10/31/2014 9:37 AM
5	Need new places to eat.	10/31/2014 9:28 AM
6	Need variety	10/31/2014 9:27 AM
7	Once a great example of rural medical facilities, people have lost all faith in Sampson Regional Medical Center. The quality of care is horrendous and the attitude of it's employees is, at times, just nasty. Real work needs to be done to insure the hospital can remain a vital rural care facility. Management should be completely removed and people with a passion for their work should be brought in to re-direct the course and change moral... It underscores just how bad the reputation has gotten when I hear people are opting to travel to Chapel Hill, Greenville, Fayetteville, and Durham for very simple procedures.	10/29/2014 1:28 PM
8	I feel we should refurbish the appearance of Clinton's shops, businesses, highway entrances, overall road appearances, the train depot, Also the parks could use some refurbishment as well.	10/24/2014 1:28 PM
9	Agriculture largely drives our local economy and I would not support anything that would undermine that. Everyone knows the Smithfield Foods hog processing plant located in town plays a vital role in sustaining our thriving food animal industry. Tax revenues and jobs created by this plant pay huge dividends to our community! Sadly, it also produces a stench that occasionally hangs over our beautiful town. Finding a mutually beneficial solution to this problem would substantially enhance the quality of life in Clinton.	10/4/2014 11:35 AM
10	I was born and raised in Clinton. I am now 27. All of my friends always complained there is nothing to do in this city. And it is mostly true. There need to be more activities for all ages, but especially those 35 and under. More businesses and UNIQUE places to eat are desirable. A nice and clean bar wouldn't hurt either. Please finish restoring downtown near Andys, and the old abandoned factories near it look terrible. I also believe there is a great potential for downtown housing, perhaps above businesses. Also do not forget to maintain the already restored part of downtown – I have noticed some of the new light poles need to be repainted. I will give credit that the completed downtown and business revitalization and look great overall. The alive after 5 is a great idea as well. I would recommend more variety in the bands. I would love to answer more questions or give more input... please contact me at 910-627-3262 if you wish. Thanks, Joseph	10/2/2014 4:10 PM
11	Move forward. Grow to create. Dare to be the largest small town around. Don't let creeks to the west and fields to the rest stop a reasonable expansion of water and sewer to pull in more residents,also known as revenue. If they resist, then persist. Time will tell.	9/27/2014 10:45 PM
12	Regarding bringing new people in and growth of new business etc, Clinton needs to be more appealing to families with young children and teens. Teens have nothing to do in Clinton aside from hanging out in parking lots. It's difficult to recruit new families in to town. When they start looking at the school system and lack of recreation (other than soccer!) those are the biggest turn offs. I think the city is doing great with all of the athletic events/5k's, AA5, the market etc.....but we need things like bowling and arcade, better park facilities for tennis and running and general play.	9/21/2014 11:20 AM
13	Need sidewalks on Stetson Street.	9/16/2014 3:48 PM
14	Need public transportation and more activities for youth.	9/16/2014 3:46 PM
15	Additional liability = Lack of public transportation	9/16/2014 3:45 PM
16	We need more nice multifamily housing options, but not projects or subsidized housing.	9/10/2014 4:49 PM
17	Most essential industry: tourism. Why was this left out of the choices?	9/3/2014 9:46 AM
18	Need to get rid of the numbskulls running the show in this mudpuddle of a town.	8/22/2014 11:33 AM

19	Clinton is a great place to live.	8/22/2014 8:41 AM
20	1. Effective immediately there should be bicycle markings on all streets or at least the Main Streets. 2. The Farmers' Market is a great idea but people seem to make fun of the location, but the reason could be that no one from city personnel are actively trying to improve it. 3. There should be at least two handicap parking spaces, clearly marked, at City Hall. Citizens that are handicapped should never have to worry where to park. 4. 24 West: no police monitoring for red light runners and speeders; speeders coming into town at Sunset School - there should be a round-about.	7/23/2014 12:09 PM
21	Clinton is good and gets better	7/23/2014 11:51 AM
22	Should have planned this sheet better.	4/22/2014 2:57 PM
23	The leadership in Clinton has done a good job of stabilizing and improving the downtown area and in making good responsible business decisions for the city. We do, however, need to reach out and begin to make further investment in city infrastructure -- police, fire, water, recreation. We also need to strengthen our zoning -- add restrictions that will protect neighborhoods -- restrict multi family use of homes -- make cars park in drives, not lawns. In short, while we are becoming more multicultural -- we cannot surrender the fabric of the community -- the look and feel of Clinton to the changing demographics.	4/22/2014 2:51 PM
24	I believe Clinton has the potential for great things -- It is a sleeping giant and with the 24 expansion project (if done right) may bring great things to the City.	4/22/2014 2:34 PM
25	It will be difficult attracting good business opportunities because of our tax rate, it's cheaper in Wake County.	4/22/2014 2:29 PM
26	Although agriculture and associated support businesses will continue to be a large part of the local economy, diversification of our core business bases should be aggressively pursued. We have a number of warehouses and other large structures for re-purposing. Additionally, with NC 24 being improved and eventually connected to I-40, we will have greater access to east to west transportation corridors to be added to 701, 421, and 403. With the community college asset available to train technical skills, we should have no problem in competing for electronic assembly businesses with their associated support structures.	4/22/2014 2:22 PM
27	The Alive After Five activities are wonderful and the continued facelift activities in the CBD are vitally important to the growth and well being of our town. There are many more safe family activities in Clinton than there were even 10 years ago (ex: Alive After 5, Christmas in the City, the super sprint,...), which make Clinton a better place to live. It would be nice to have something like a bowling alley, but only if it were a safe clean place for our youth and families in general. I would also like more bike paths and sidewalks. The city management deserves a pat on the back for being progressive in the continued revitalization of Clinton.	4/14/2014 9:39 AM
28	Invest in your city facilities and start attracting and welcoming new industry and businesses. Hire enough employees to do the job safely and efficiently with a competitive salary to reduce turn over rates. Allow change to happen rather than being scared of it simply because its coming whether you like it or not.	4/7/2014 8:02 PM
29	We need a Craft store. A bowling alley would be nice, A new Golden Coral, Target or Big lots, Inside Entertainment for childrens and teenagers. A place for teenages to go for entertainment so they will stay out of trouble.	4/7/2014 7:53 PM
30	I am proud to be a resident of Clinton. Thank you to all the leadership working to improve our community.	4/7/2014 7:36 PM
31	ROADS IN CLINTON NEED TO BE REDONE THEY ARE BAD ON VEHICLES WITH MANY POTHOLES. SUB HOUSING NEEDS TO HAVE HIGHER RESTRICTIONS AND RULES AND REGULATIONS. CLINTON NEEDS TO INCREASE ON FUNDING TO MAKE MORE JOB OPPORTUNITY'S. CLINTON NEED TO ADD GROWTH TO BRING IN MY MORE PEOPLE WHICH WILL BRING IN MORE REVENUE. CLINTON NEED SOME NEW FACILITY FOR ENTERTAINMENT. WHEN YOU DRIVE INTO CLINTON IT LOOKS LIKE POOR UP KEPT TOWN. CLINTON NEEDS TO UPGRADE BUILDINGS. CLINTON NEEDS TO ALSO MAKE THERE PUBLIC SAFETY (FIIRE/POLICE) IN MORE UPDATED BUILDING'S THAT ARE CONTAINING TO MORE OF THERE WORK NOT A BUILDING THAT IS OUT OF DATE. POLICE AND FIRE I WOULD CONSIDERED ARE UNDER STAFFED AND NEED MORE HELP TO MAKE THE CITY OF CLINTON A SAFER PLACE TO LIVE.	3/18/2014 10:35 PM

32	<p>If we don't find some way to start attracting Law Enforcement with experience the police department and citizens of the community are about to be in a lot of hurt. We need to find better ways to keep the experienced law enforcement that we already have, i.e. pay raises to keep up with the surrounding counties. Cost of living raises. Officers are expected higher demands each year and pay more towards taxes but thier pay stays the same. Lack of law enforcement officials or disgruntled law enforcement will be a door that will open into higher crime rate, damage to properties, high drug crimes. Youth will be affected by this by becoming involved in criminal/drug related activities more than what issues the community is facing already. Everyone hates the law until they need them; but with the way things are now with the Clinton Police Department the turnover rate is HORRIBLE, more officers are leaving for lower paying jobs due to the stress and demand placed upon Officers from lack off help, equipment, motivation and pay. The city can spend all the money they want to beautify and expand the City Of Clinton, bringing in new jobs, businesses ect; but if you dont have Officials there to protect it where will it get you. The same place we have been. Be proactive not reactive</p>	3/18/2014 7:53 PM
33	<p>The City must focus on commercial growth, and give as much attention to areas outside the downtown area. Downtown revitalization was needed and the City should work to maintain the history and heart of the City, but we must expand. This would help improve population growth and economy in the area. It will prevent increasing costs to current residents. Increased revenue will provide the City with opportunities to increase programs, like community partnerships, that improve quality of life for current residents, while attracting others (even younger people/couples) as well. It is just as important, if not more, for the City to take care of their most important resource, their employees. These are the ones that will see the City's visions fulfilled, well beyond 2035.</p>	3/18/2014 6:24 PM
34	<p>Don't bring business to Clinton that uses waste to convert into energy. We already bring enough trash into Sampson County with having the landfill. That smells bad enough. Bring business that is going to produce lots of jobs for the residents of Clinton. Not a company that is only going to have 12 jobs available.</p>	12/27/2013 11:20 PM
35	<p>Proud to live in Clinton!</p>	11/4/2013 8:53 PM
36	<p>Need entertainment for the youth, example: bowling agency, skating rink, video arcade, etc.</p>	11/4/2013 8:51 PM
37	<p>Sampson County Animal Shelter needs more support.</p>	11/4/2013 8:27 PM

Appendix C. Clinton Comprehensive Planning Process - Summary of Public Input Sessions

Neighborhood Meeting District 1 - Group 1

September 16, 2014 - Beaman Street Fire Station (1000 Beaman Street)

Assets What do you like?	Issues What are your concerns?	Desires What do you want in the future?
Hospital & Medical Clinic Industrial Park Fire Station School System Recreation Program Commercial Areas Recycling Areas Community Support Wellness Center Local Government Management Drug Enforcement	Limited Tax Base Keeping Downtown Active Farmers' Market Speed Enforcement (Beaman St.) Fisher Drive Playground & Walking Trail	Increase Variety of Restaurants Identify Parking Areas Senior Housing Complex Bicycle & Pedestrian Walkways Greenway

Neighborhood Meeting District 1 - Group 2

September 16, 2014 - Beaman Street Fire Station (1000 Beaman Street)

Assets What do you like?	Issues What are your concerns?	Desires What do you want in the future?
Hospital Wellness Center Community College Leadership Centralized Location Recycling	Elderly Housing & Safety Downtown Traffic Pattern Crime & Drug Activity Substandard Housing Apartment Complexes	Walking & Bike Trails Attracting New Business Retirement Attraction Jobs (Other than Agriculture) Theater for Performing Arts

Appendix C. Clinton Comprehensive Planning Process - Summary of Public Input Sessions

Neighborhood Meeting District 2 - Group 1

September 18, 2014 - Beaman Street Fire Station (1000 Beaman Street)

<u>Assets</u> What do you like?	<u>Issues</u> What are your concerns?	<u>Desires</u> What do you want in the future?
Lack of Stress Relaxing Environment Trash & Recycling Downtown Area Streets Are Well-maintained Citizens & Younger People	Speeders & Traffic Enforcement Trash Cans Left on Street Specialized Medicine Customer Service Need Education Listing of Businesses & Services	Sidewalks & Bike Lanes Education Walking Trails

Neighborhood Meeting District 2 - Group 2

September 18, 2014 - Beaman Street Fire Station (1000 Beaman Street)

<u>Assets</u> What do you like?	<u>Issues</u> What are your concerns?	<u>Desires</u> What do you want in the future?
Family Values Sense of Community Water Supply Low Debt Fire Department Volunteers	Perception of Safety (News Makes it Sound Worse) Lack of Walking Trails & Recreation Areas Lack of Sidewalks Street Alignment of Beaver Dam Road Involvement of Youth	Safety Education Better Variety of Restaurants Activities & Entertainment for Youth Walking Trails Sidewalks Recreation Areas Downtown Economic Development 701 Business Development Dermatologist

Appendix C. Clinton Comprehensive Planning Process - Summary of Public Input Sessions

Neighborhood Meeting District 3 - Group 1

September 11, 2014 - City Hall Auditorium (221 Lisbon Street)

Assets What do you like?	Issues What are your concerns?	Desires What do you want in the future?
Closeness to City Limits Newkirk Park Churches Nearby Cheaper Cost of Living Quality of Life	Burning Trash Cans at Night in Newkirk Park Need Police Protection at Night at Newkirk Park Quality of Schools More Job Opportunities Connections of Roads to Other Locations	Regional Bus Stations - Connect to Destinations More Parking in Downtown Better Directional Signage to Locations Youth Center (Youth Recreation) Public Transit Bowling Alley More Restaurants

Neighborhood Meeting District 3 - Group 2

September 11, 2014 - City Hall Auditorium (221 Lisbon Street)

Assets What do you like?	Issues What are your concerns?	Desires What do you want in the future?
Neighbors Family Churches	Sidewalk Safety (Butler Avenue) School Zone Signs Slow Signs Park - Electric Outlets, Lights, Shelters, Cleaning	Trees on Road Need Maintenance Spraying for Mosquitoes Public Transportation More Restaurants More Jobs & Entertainment

Appendix C. Clinton Comprehensive Planning Process - Summary of Public Input Sessions

Neighborhood Meeting District 4 - Group 1

September 4, 2014 - Bellamy Recreation Center (500 Pierce Street)

Assets What do you like?	Issues What are your concerns?	Desires What do you want in the future?
Golf Course Sampson Community College Hospital Proximity to Fayetteville Shopping Centers Theater Police Department Attitude Churches College Landscaping Attractive Downtown Tight Knit Community Wellness Center Trash & Recycling	Crime Young People Coming Back NC Highway 24 More Sidewalk & Bike Trails Quality of Nursing & Rest Homes	More Industry (Not Necessarily Agriculture) Diverse Jobs to Bring Youth More Retail & Shopping More Downtown Shopping Chic-Fil-A

Neighborhood Meeting District 4 - Group 2

September 4, 2014 - Bellamy Recreation Center (500 Pierce Street)

Assets What do you like?	Issues What are your concerns?	Desires What do you want in the future?

Appendix C. Clinton Comprehensive Planning Process - Summary of Public Input Sessions

Quiet Neighborhoods & Quality of Life Downtown Activities Recreation Department & Facilities Community College Wellness Center Shopping & Post Office Strong City Government	Crime & Drugs NC Highway 24 (Too Congested) Abandoned Houses & Building Abundant Houses for Sale, but Not Attracting Newcomers Lack of Affordable Senior Citizen Housing Sampson County Raised Property Taxes	More Sidewalks, Bike Paths, Walking Trails Improve Quality of Education More Restaurant Choices Downtown Eateries NC Highway 24 Expand Recreation Department
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Neighborhood Meeting District 5 - Group 1

September 9, 2014 - Sampson Recreation Center (808 Barden Street)

Assets What do you like?	Issues What are your concerns?	Desires What do you want in the future?
Good Communication Between City & Citizens New Young Growth Community Involvement	Lack of Public Transportation Vacant Houses & Squatters Lack of Activities for Young People Lack of Police Presence in District 5 Higher Qualified Doctors at Hospital Schools - Clearer Districts & Quality	Infill Development Remove Vacant Residential Properties Sidewalks Traffic Lights (Fayetteville St/Sunset Avenue) Senior Development Programs Community Events (City Sponsored)

Neighborhood Meeting District 5 - Group 2

September 9, 2014 - Sampson Recreation Center (808 Barden Street)

Assets What do you like?	Issues What are your concerns?	Desires What do you want in the future?
Public Art Businesses	Lack of Restaurants Lack of Jobs Sidewalks Code Violations Lighting	Police Assistance Program Civic Centers Public Transportation Remove Vacant Residential Properties

Appendix C. Clinton Comprehensive Planning Process - Summary of Public Input Sessions

Public Open House Meeting - Group 1

May 8, 2014 - Bellamy Recreation Center Gymnasium, 500 Pierce Street

Assets What do you like?	Issues What are your concerns?	Desires What do you want in the future?
Governmental Offices Downtown Small Hometown Feeling Healthcare Hospital Wellness Center Widening of Hwy. 24 Community College/School System	Access to Greenways/Hiking/Running Improve WiFi Affordable Housing for Young and Old Rules and Regulations for Permits Eliminate odor around town	Sidewalks More Aggressive Insp. & Permits Dept. Open 5 Days Underground Utilities More Businesses Downtown

Public Open House Meeting - Group 2

May 8, 2014 - Bellamy Recreation Center Gymnasium, 500 Pierce Street

Assets What do you like?	Issues What are your concerns?	Desires What do you want in the future?
Royal Lane Sampson Community College Hospital Wellness Center Museum Small House Industrial Park School System	More Shopping More Restaurants More Jobs Hwy. 24 Traffic Not Enough Entertainment Improve & Enlarge Royal Lane Park Walking Areas Smell of Industrial Areas	More Growth on Northeast Side of Town Expand Industrial Area We need young people Better Promotion of our Assets Aggressive Campaign of our Town Get members of all Races involved

Appendix C. Clinton Comprehensive Planning Process - Summary of Public Input Sessions

Public Open House Meeting - Group 3

May 8, 2014 - Bellamy Recreation Center Gymnasium, 500 Pierce Street

Assets What do you like?	Issues What are your concerns?	Desires What do you want in the future?
<p>Few Good Restaurants Sampson Community College Public Schools Location of County (e.g., between New Hanover & Wake) Wellness Center & SRMC Downtown Clinton Strong City Government City Recreation Department Availability of Land for Development Expansion of City Services (Water & Waste) Industries Reasonable Cost of Labor</p>	<p>Growing Pains – We are a small community, with growth sometimes we lose quality of life. Town needs to chip in to Develop Infrastructure that will encourage development – requires planning. Current Land Use Plan needs to be more aggressive. Perhaps expand existing Commercial Corridors or develop new pockets. Need larger Population in City Limits – need drawing card to pull people in. Grow Industry Base</p>	<p>Need larger Population in City Limits – need drawing card to pull people in. Hwy. 24 City and County need to work together and encourage industries to locate here – incentive package. ETJ – County plan needs to continue to be consistent with City of Clinton.</p>

Appendix C. Clinton Comprehensive Planning Process - Summary of Public Input Sessions

Clinton High School Meeting September, 2014

Assets What do you like?	Issues What are your concerns?	Desires What do you want in the future?
<p> Location Alfredo's/Burney's School security Wellness center Friendly citizens Good school system Great citizens Good family environment Good medical center Recreation department Law Enforcement Child Care Agriculture Businesses are centrally located Clinton City Schools Law Enforcement Fitness Centers Huff Orthopedics Royal Lane Park New Businesses (Burney's) Downtown Wellness Center Our neighborhoods Historic Downtown Diversity Sense of community </p>	<p> Medical Facilities Entertainment (Skating Rink) Notification of Public Events & Roadwork Grocery Stores No place for young adults Not enough variety of stores Older buildings Funding for schools Lack of dine-in restaurants Ethnic diversity Improved parks Food Entertainment Lack of shops Back roads Stop lights Medical services Jobs/more businesses Proactive law enforcement Healthcare/nursing homes Outreach programs </p>	<p> Book Store Coffee Shop Better Variety of Restaurants Better Theater Clothing Stores More Family Events Hospital improvement More Activities More Shopping More Restaurants Boys & Girls Club Better Movie Theater Advertisement for Community Theater Paintball Barnes and Noble Bowling More stores Starbucks Improve Movie Theater Cook-Out Red Lobster Better hospital Olive Garden Night Life Mall/Shopping variety Increase jobs Pub Higher employment rate Entertainment Better park maintenance Improve farmers' market Refurbish town buildings </p>

Appendix C. Clinton Comprehensive Planning Process - Summary of Public Input Sessions

Staff Public Input Exercise Results

Assets What do you like?	Issues What are your concerns?	Desires What do you want in the future?
1-hour location Wellness center Downtown Industrial base – availability of property Schools Service – garbage, water Community involvement Sound financially Low crime – East of Greensboro St.	Availability of public and private capital Job opportunities Housing Smells Transportation – interconnectivity Infrastructure – aging Improved tele-Internet Training for job purposes Retail Lack of restaurants Industrial recruitment	Quality growth Retail/restaurants Technology – efficient and effective Appearance of city facilities Participation