A historical black and white photograph of a street scene in Pine Level, North Carolina. The street is lined with vintage automobiles from the early 20th century. On the right side, there are brick buildings with storefronts, including one with a sign that reads "W.B. OLIVER & SON". The scene is framed by trees and a clear sky.

# Town of Pine Level Comprehensive Land Use Plan

**DRAFT**

*W.B. Oliver & Son., Pine Level, N.C.*

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# Acknowledgements

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Jimmy Garner, Commissioner  
Phil Pittman, Commissioner  
Greg Baker, Commissioner

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**ADOPTED ON JUNE 30, 2022**

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Jeff Holt, Mayor

(SEAL)

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Connie N. Capps, Town Clerk

## Introduction

This Comprehensive Land Use Plan serves as the culmination of several months of involvement with the Town of Pine Level, North Carolina. The purpose for this plan is to provide a vision for the future growth and development of the Town of Pine Level, and to help execute the adopted goals and policies. This Town of Pine Level Land Use Plan is designed to assist public officials, citizens, and staff with evaluating the appropriateness of land development requests and to manage change in the built environment. Serving as a guide, the plan is designed to provide direction while allowing for flexibility as the need arises. It is not a rigid ordinance and should be reviewed on a regular basis to remain true to the desires of the Town and its citizens.

## The Planning Process

The Town of Pine Level drafted this document with technical assistance from Town staff and the Triangle J Council of Governments between Fall 2021 and Spring 2022. In addition, a public survey was available online and in paper form during the Spring of 2022, closing at the end of May—the feedback from these public surveys can be found in the appendix. A draft version of the plan was presented for public review in April, May, and June of 2022. The final draft was presented to the Pine Level Board of Commissioners on XXX and adopted on XXX.

## Plan Highlights

The plan begins by describing demographic data starting on page 5 which includes: population characteristics, household and housing characteristics, and economic characteristics. Beginning on page 38, the plan showcases mapping for various attributes present within the Town including: traffic counts, subdivisions, planning boundaries, water and soil features, current zoning, and select zoning characteristics. Community engagement is detailed on page 47 and the full results of the Town's community engagement concerning this plan can be found in Appendix A. Beginning on page 49, the Town's future land-use goals are provided in detail along with the Future Land Use Map on page 54. The appendix begins on page 58 and holds the responses received from the Town's Future Land Use Plan Survey. Finally, the works cited begins on page 74.

# Demographics

## Population Characteristics

### Historic Population Growth

Over the last 50 years, the town of Pine Level has experienced periods of substantial growth followed by periods of relative stability where the population holds steady for a decade or more. The 1970s is one such period of stability where the population held steady, dropping roughly 3%, before experiencing a sharp increase of approximately 28% in the following decade. Similarly, the population stabilized once again in the 1990s—growing roughly 8%—before experiencing another significant growth spurt beginning in the 2000s (U.S. Cen. Bureau 1970, 1980, 1990, *General Population Characteristics*; 2000, *Profile of General Demographic Characteristics*; 2010, *Dec. Census, Race*).

In the past two decades, however, the town has seen significant, consistent growth which has led to an increase in population of approximately 60% based on the latest population figures provided in the 2020 Census. The continuity of growth since the 2000s suggests that the population of Pine Level is, to a certain extent, related to the rapid economic expansion of the Triangle, and continued military investment into the Goldsboro area. Furthermore, it can be assumed that with continued investment in these two regions, and with the increasing interest from multi-national tech corporations, the health industry and pharmaceutical companies, and warehousing and manufacturing companies, such growth will continue to accelerate within the Town and region.

FIGURE 1: HISTORIC POPULATION IN THE TOWN OF PINE LEVEL FROM 1970 TO 2020 (CENSUS)

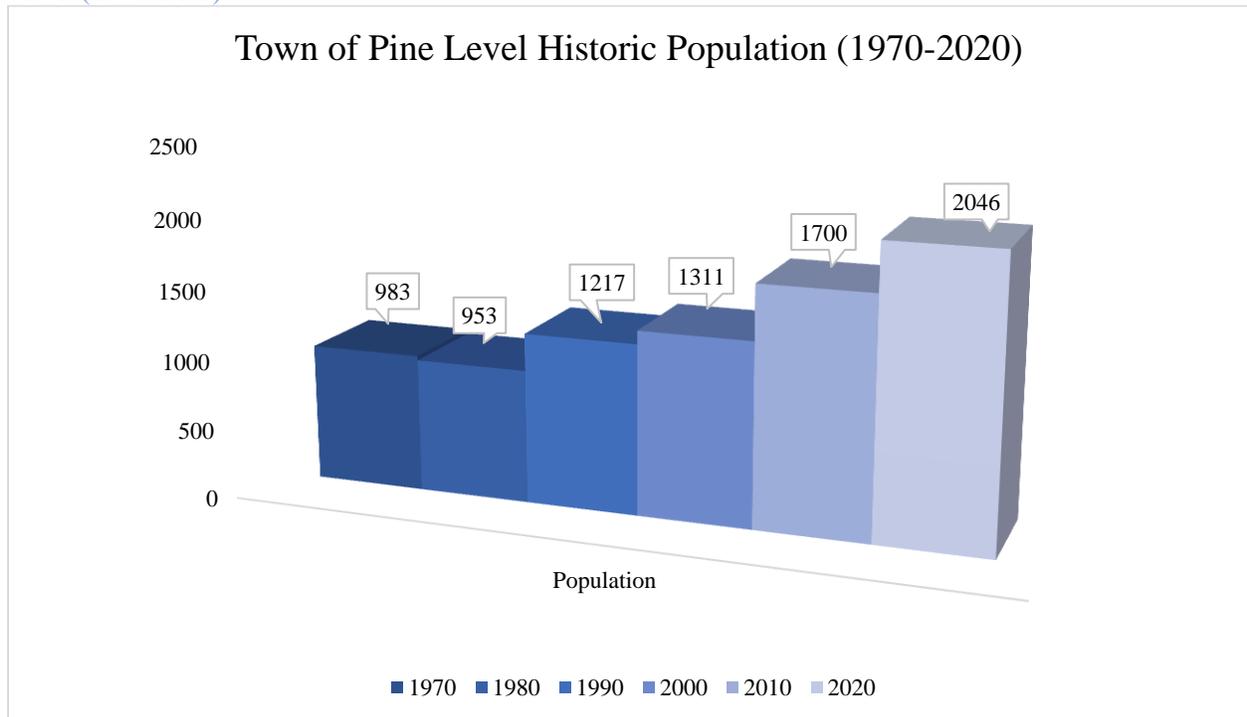
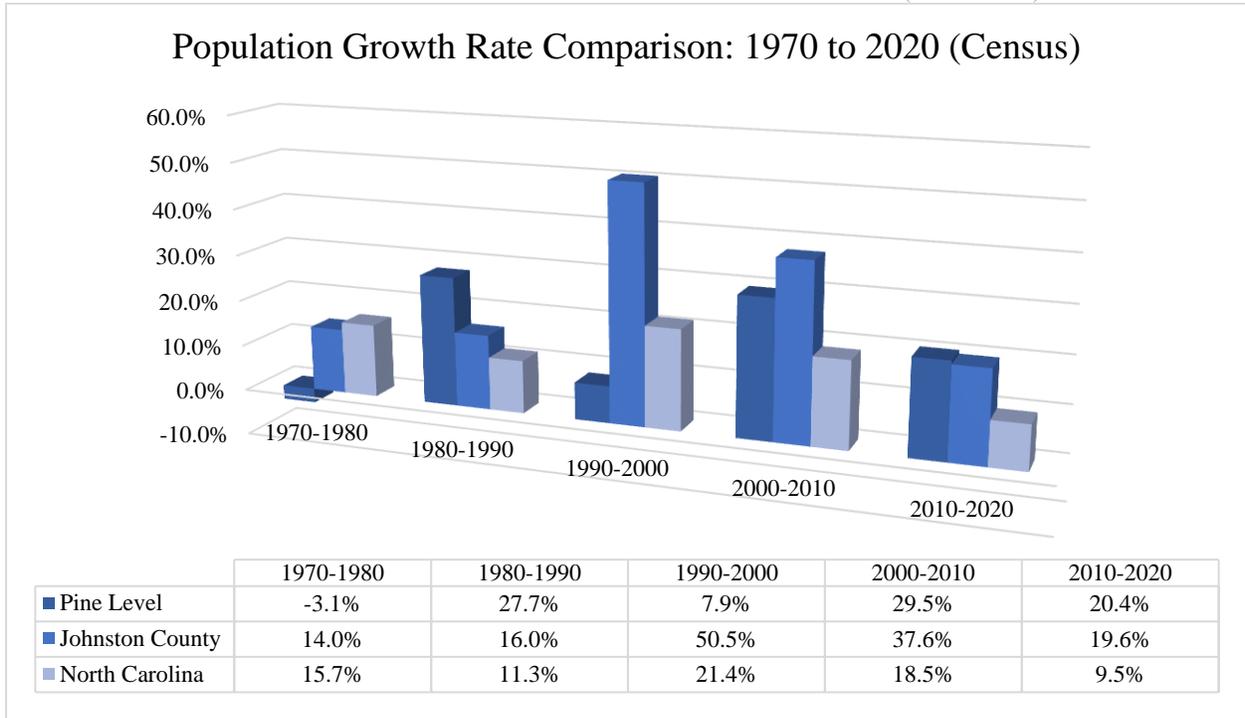


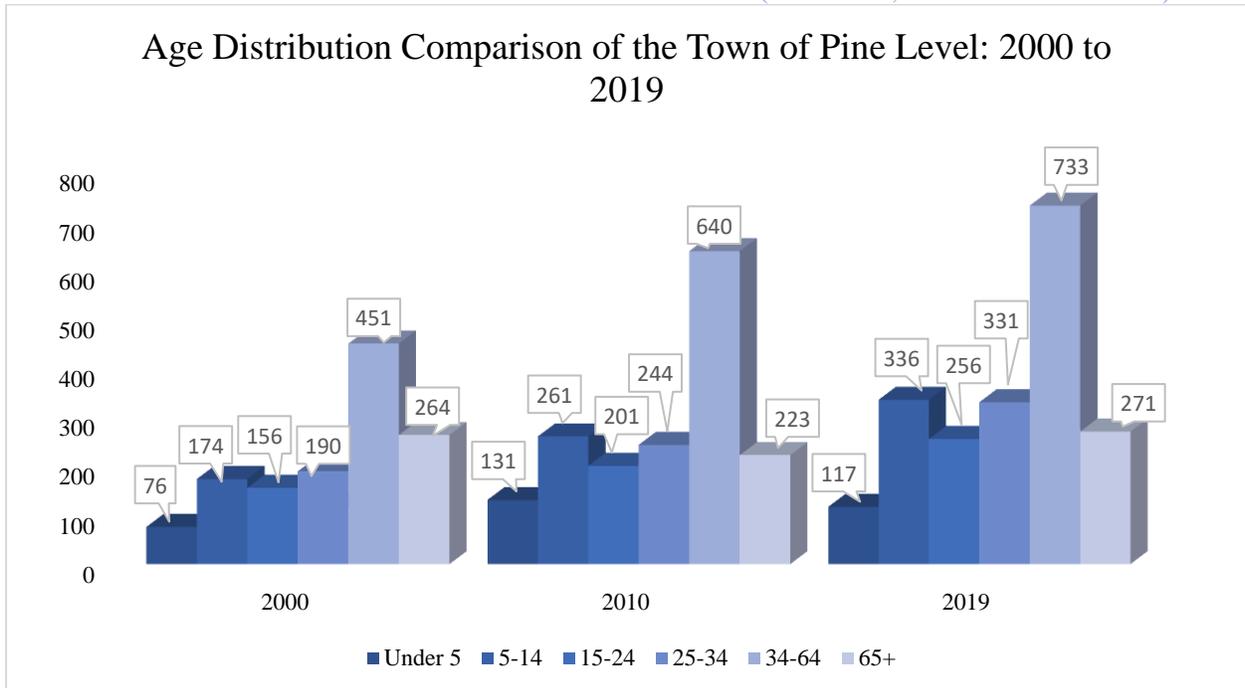
FIGURE 2: POPULATION GROWTH RATE FROM 1970 TO 2020 (CENSUS)



**Age Distribution**

The table below shows the age composition of Pine Level between the 2000 Census, 2010 Census, and the estimates given by the 2019 American Community Survey 5-Year averages (U.S. Cen. Bureau 2019, ACS 5-Year Age and Sex).

FIGURE 3: AGE DISTRIBUTION FROM 2000 TO 2019 (CENSUS; 2019 ACS 5-YEAR)



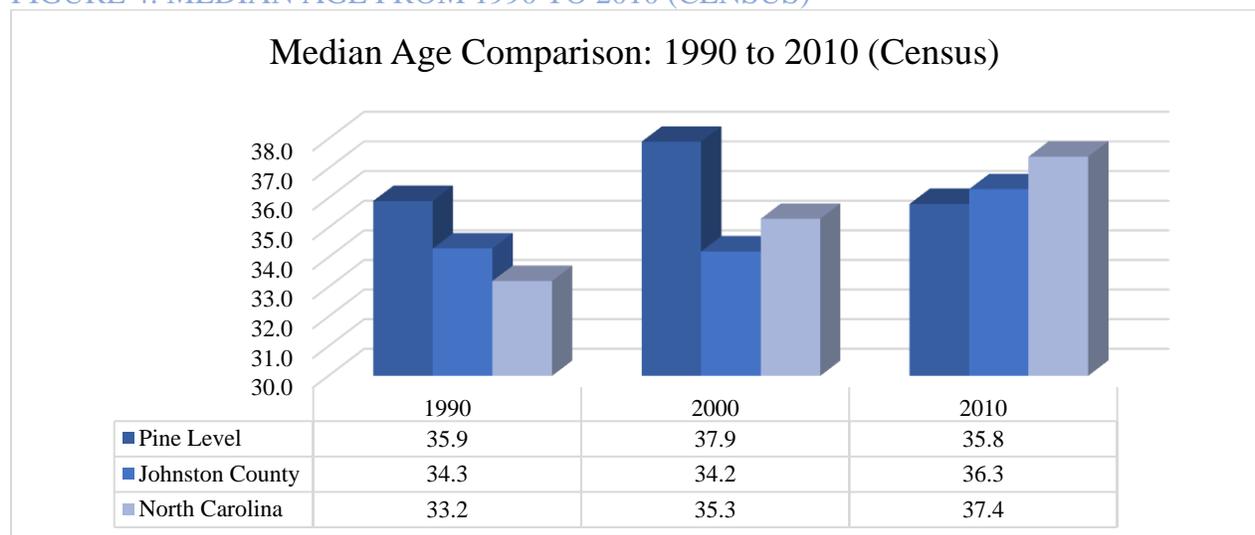
Over the course of the past two decades, it appears as though Pine Level’s population has maintained a consistent age distribution. There has been a slight decline in the proportion of 65+ year old residents with a corresponding increase in adolescents, young adults, and those between the ages of 25-64. It could reasonably be inferred that the expansion of the Pine Level’s population is the result of the arrival of families into the town. The assumption that families have fed Pine Level’s population growth would explain the even rise in all age brackets below 65+, and it would explain the proportional decline of the 65+ age bracket. Such a theory also fits the aforementioned claim that Pine Level is growing as a result of the metropolitan areas that surround it. While there are many factors that influence population characteristics in the Town, the fact that the population is becoming younger is a good sign for the vitality of the Town and its future within the region.

### Median Age

The measure of median age is one that divides the frequency of ages into two equal parts (half of individuals are older than the median age and half are younger). The median age is an indicator that can gauge the vitality of a population—whether it is getting younger or older.

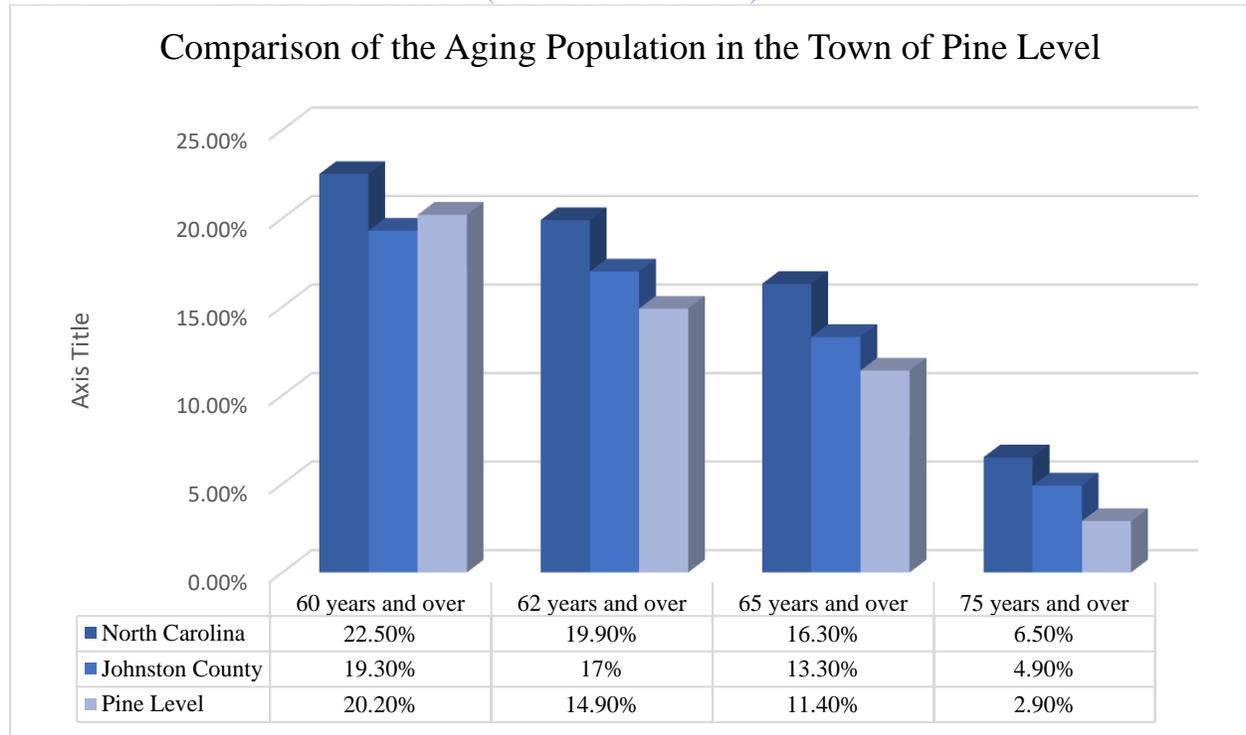
The town of Pine Level has experienced an interesting shift in median age over the past 20 years. With the population boom experienced in the 1980s, the 1990s saw a relatively low median age; albeit still somewhat above that of Johnston County and North Carolina at that time. Then, the stagnation in population growth during the 1990s resulted in a two-year increase in median age reported in the 2000 Census—placing Pine Level well above county and state medians. Such a rapid increase in median age also indicates that young adults were fleeing the Town during this period prior to the growth of the Research Triangle and Goldsboro. However, the growth of these two areas has fed the rapid growth of Pine Level in the 2000s and 2010s such that the median age dropped 2.1 years in the decade of the 2000s—signifying a newfound interest in the town and its location. The table below shows the changes that have taken place in Pine Level, as compared to the county and the state (Ibid.1990, *General Population Characteristics*; Ibid. 2000, *Profile of General Demographic Characteristics*; Ibid. 2010, *ACS 5-Year Age and Sex*).

FIGURE 4: MEDIAN AGE FROM 1990 TO 2010 (CENSUS)



## Retirement & Aging

FIGURE 5: AGING POPULATION (2020 ACS 5-YEAR)



The aging population in Pine Level closely mirrors that of the State and County when considering the proportion of the population over the age of 60; however, as the population's age increases, the divergence between the State and County's aging populations and that of Pine Level's becomes increasingly divergent as seen in the chart below. This trend could also indicate a population become increasingly younger due to migratory inflow of younger residents.

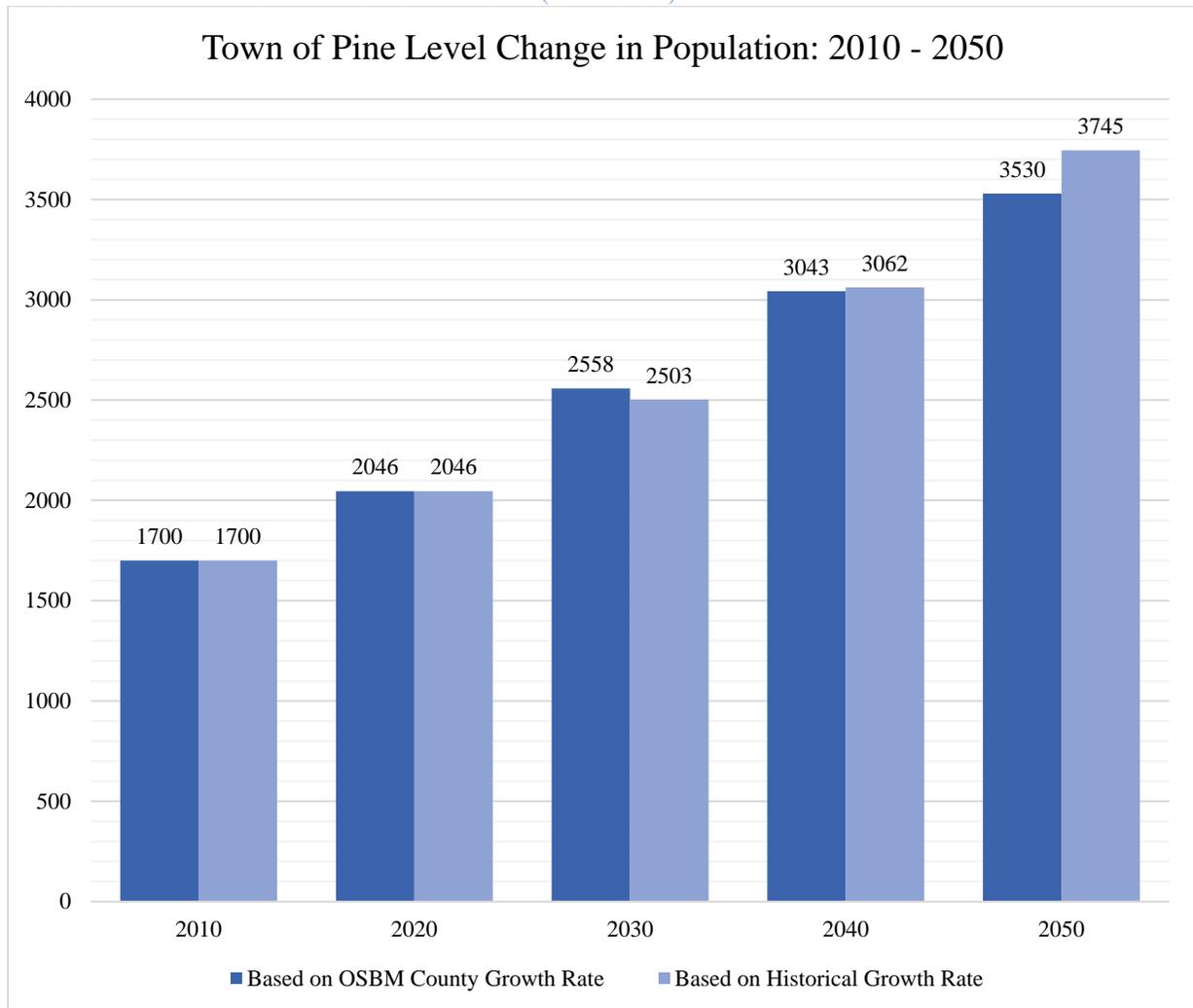
### Population Projections

The change in municipal population is a function of two primary factors—natural change and migration. The rate of natural change is the difference of births over deaths. The rate of migration is simply the difference between those enter and those exiting the Town. The Town has had decades in which there is significantly slower growth, or even decline, followed by decades of relatively aggressive growth. However, for the past two decades, the Town has experienced continuous, rapid growth which serves as a basis for the projections shown below. Furthermore, the Town's population has both surged and dwindled based on larger statewide policies and economic trends that shifted dramatically in the past few decades. Thus, it can be assumed that a large portion of the population change in Pine Level is the result of migration rather than natural change.

It can be difficult to predict future municipal population changes; however, the North Carolina Office of State Budget and Management (OSBM) produced annual forecasts of county population growth, and it is possible to use these county projections to generally forecast municipal population growth within the same region. Using the published OSBM growth rates

for the next three decades (OSBM 2020, *Annual County Populations*), and applying this rate of change to Pine Level’s population, it will result in the following projection:

FIGURE 6: CHANGE IN POPULATION (CENSUS)



Another potential method for generating growth projections is to use historic growth rates and extrapolate future growth from past trends. If we assume that Pine Level grows at a decennial rate of 20.4%, as it did between 2010 and 2020, it will result in the second projection seen in the chart above.

### Race and Ethnicity

In 2020, the Census Bureau reported the town’s racial and ethnic makeup as follows: (Ibid. 2020, *U.S. Dec. Census, Race*).

FIGURE 7: RACIAL AND ETHNIC COMPOSITION (2020 ACS 5-YEAR)

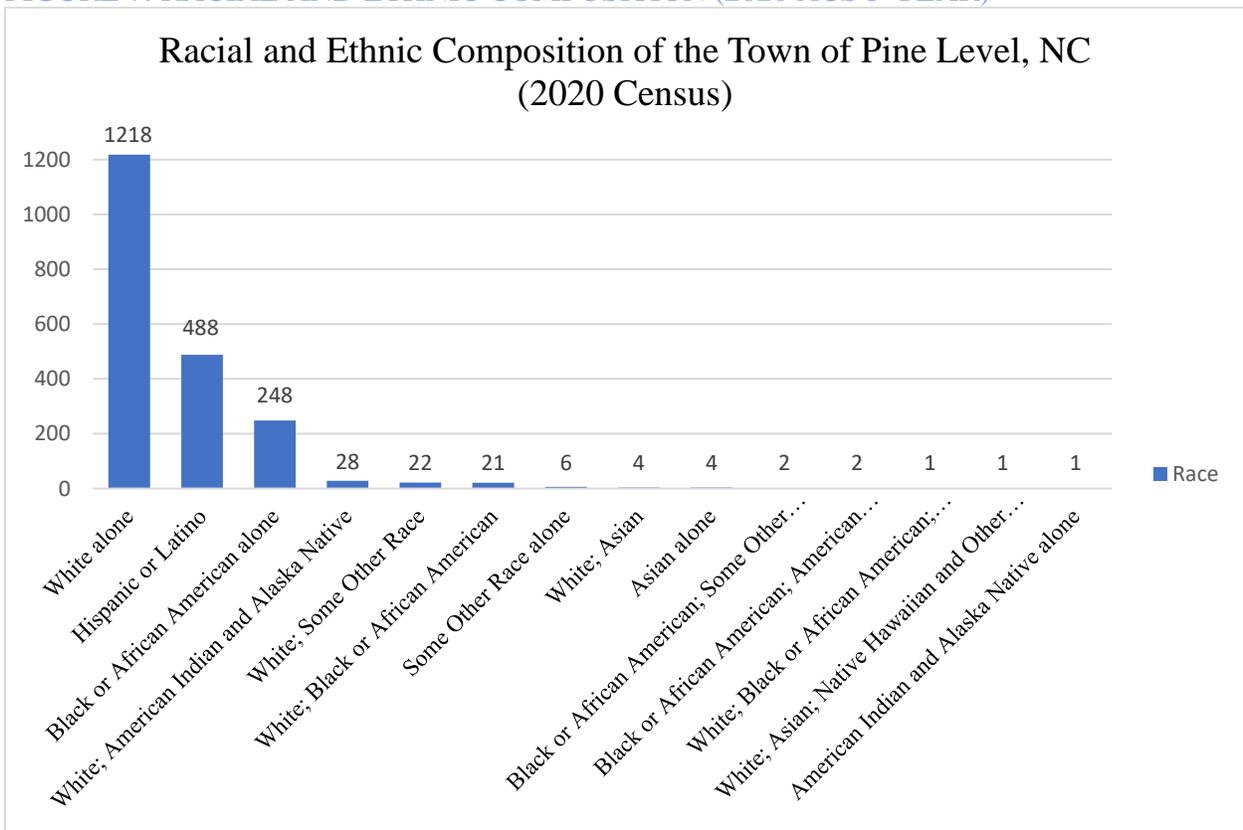


FIGURE 8: RACIAL AND ETHNIC COMPOSITION (2010 CENSUS)

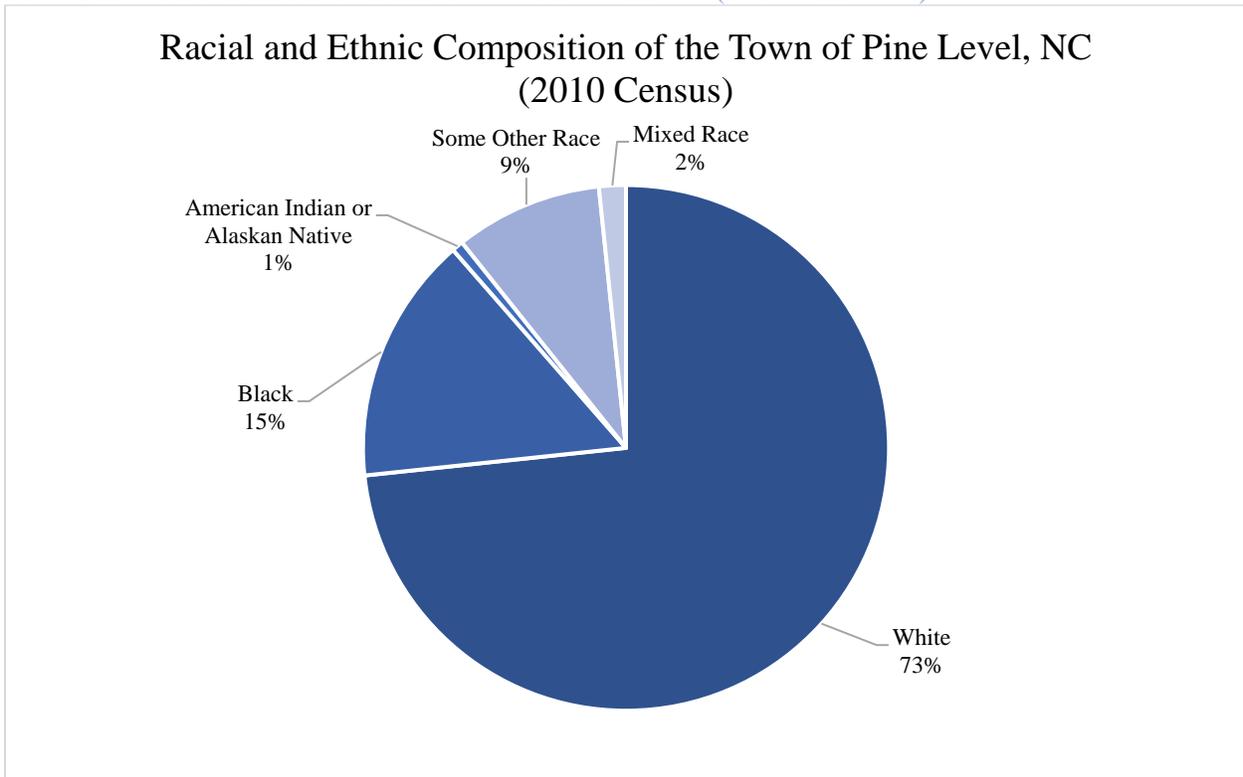
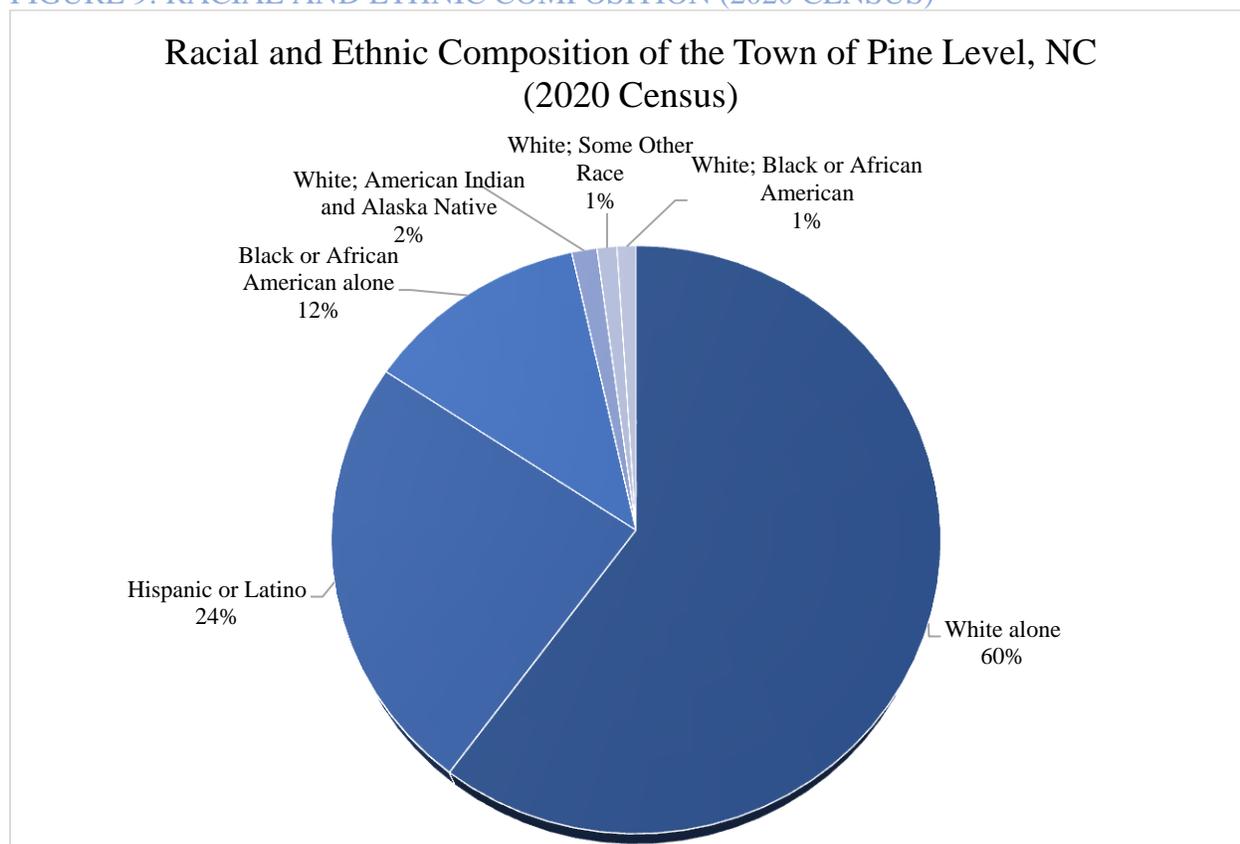


FIGURE 9: RACIAL AND ETHNIC COMPOSITION (2020 CENSUS)

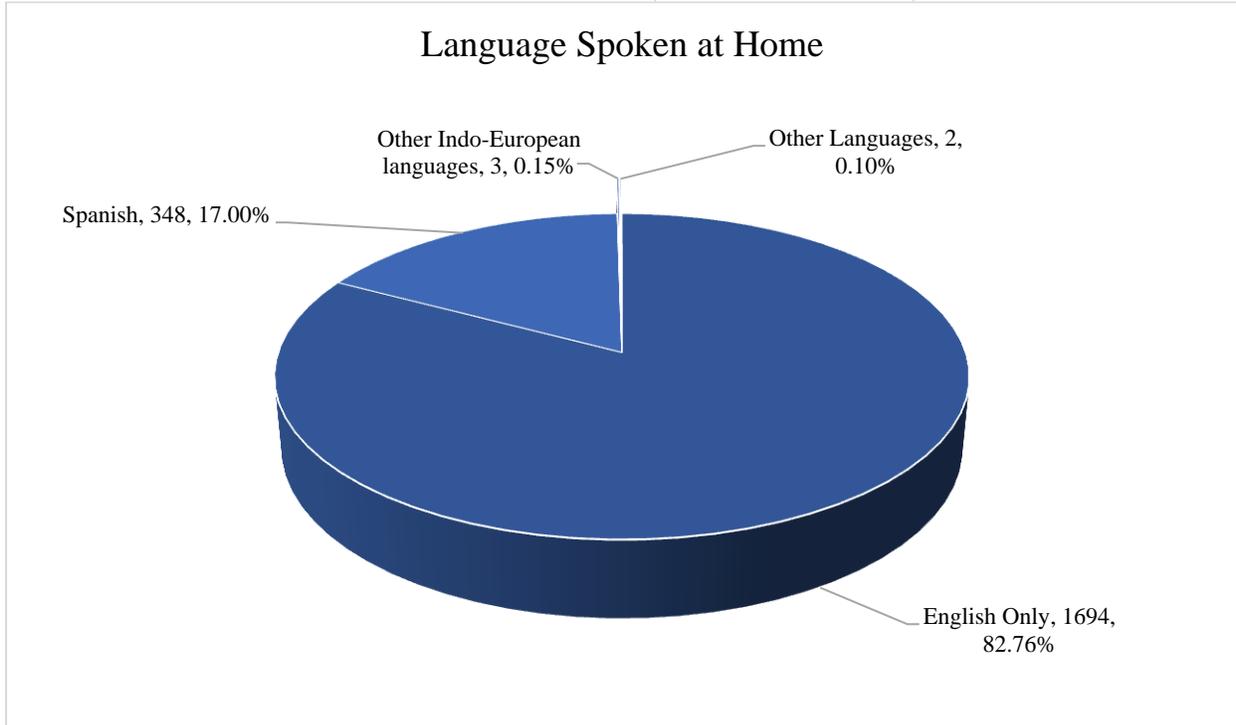


The racial characteristics of Pine Level have remained relatively stable during the period from 2010 to 2020 with the white population having changed the most with a 12% drop during this period; a decrease shared by the black population which fell by approximately 3%. The decline seen in both the black and white populations is correlated with a significant rise in those identifying as mixed-race in which the 2020 Census makes individual distinctions for each mixed-race identity as seen in the bar graph above. Furthermore, the 2020 Decennial Census provided a separate category for those of Hispanic or Latino origins which is distinct from the prior Census in which Hispanic and Latino origins were considered a distinct ethnicity but not a distinct race. With such a divergent change in the way the Census reports race, it can be inferred that the composition of the Town has remained relatively unchanged while the way its residents identify, and how the Census records those identities, is what has shifted over the past decade.

### Language Spoken at Home

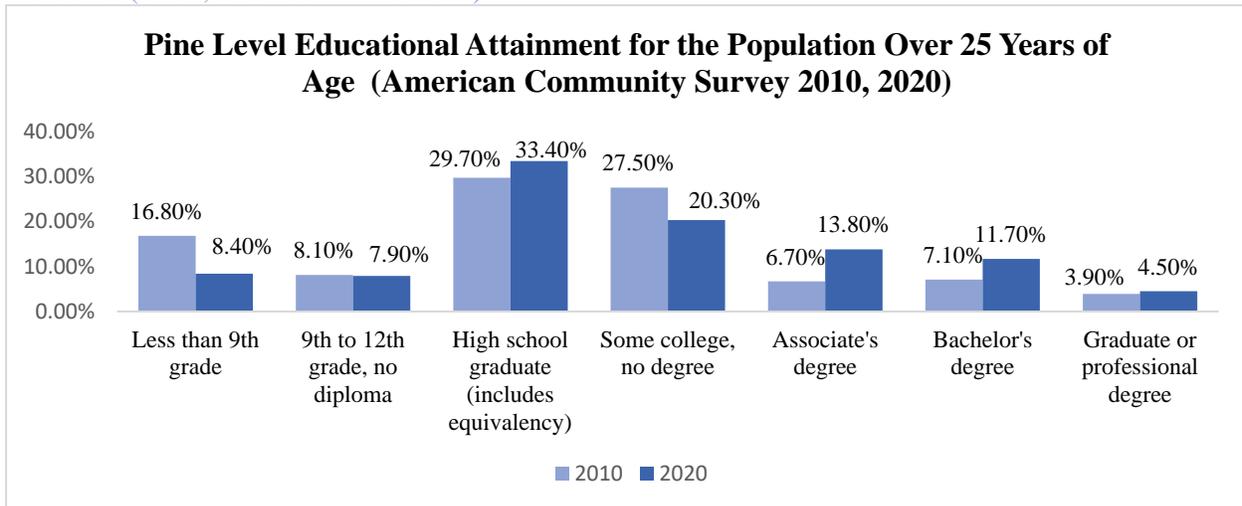
The 2020 American Community Survey found that 17.2% of the population spoke a language other than English when at home (82.8% of the population of Pine Level only speak English when at home); of the 17.2% of non-English speakers, 17% spoke Spanish with another 0.2% speaking other languages. This percentage is roughly in-line with the demographic data already presented in this report; however, acknowledging that such a large proportion of residents speak a language other than English at home could indicate a need for Town materials to be translated to maintain open and accessible means of communication between the Town and its residents.

FIGURE 10: LANGUAGE SPOKEN AT HOME (2020 ACS 5-YEAR)



### Educational Attainment

FIGURE 11: EDUCATIONAL ATTAINMENT FOR THE POPULATION OVER 25 YEARS OF AGE (2010, 2020 ACS 5-YEAR)

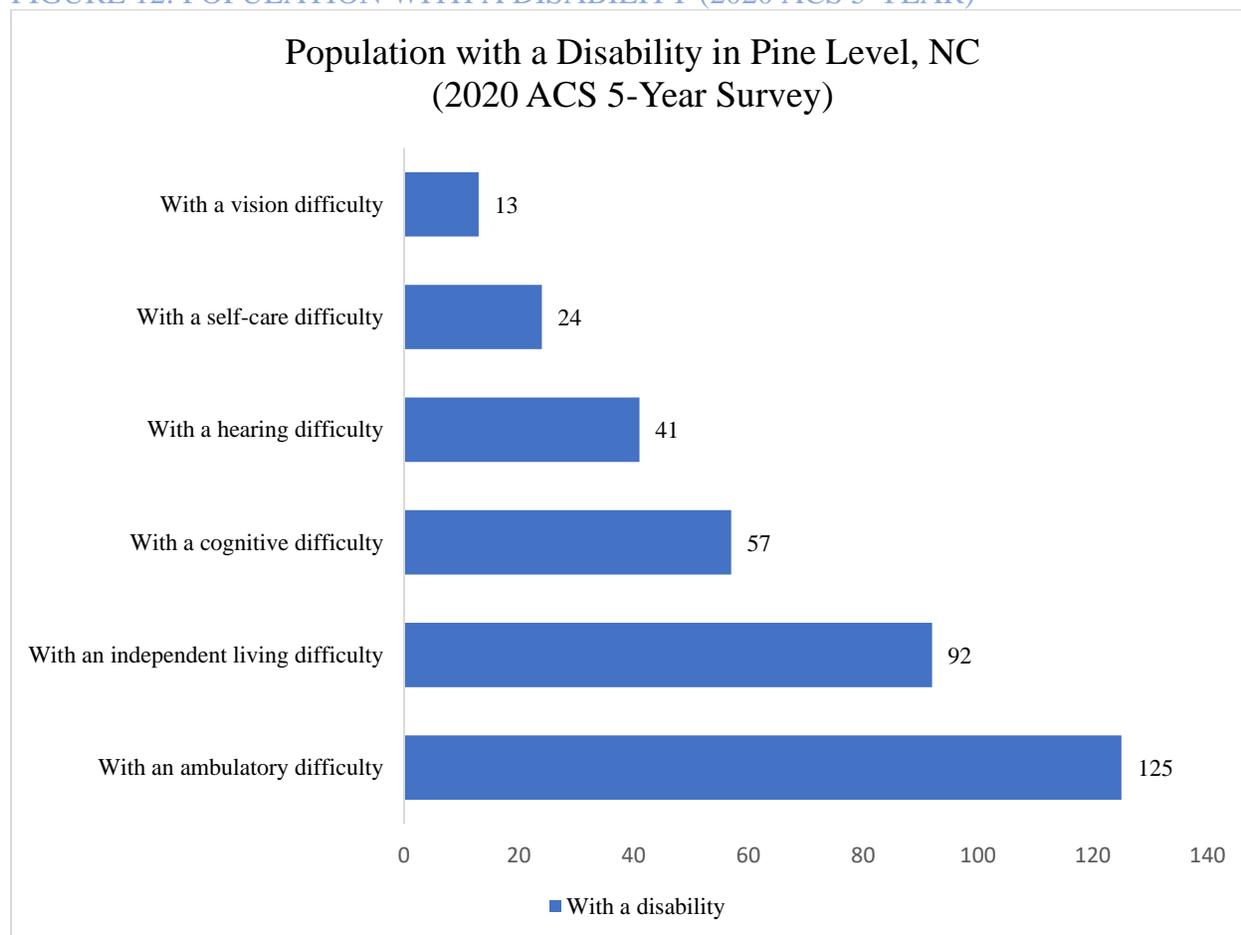


As of the 2020 American Community Survey, 83.7% of Pine Level residents have graduated from high school (or equivalent education). While this percentage still lags behind that of the State's 88.5% graduation rate, it shows a significant increase in the past decade as more residents have remained in school reaching their high school graduation, and then continuing on to higher levels of education. Hence, we see a decrease in pre-9<sup>th</sup> grade dropouts, high school dropouts,

and college dropouts, and an increase in high school diplomas, associate degrees, bachelor's degrees, and even a small increase in graduate or professional degrees. Thus, the Town has seen dramatic improvement in educational attainment which could signal both positive efforts made by the Town and an influx of educated individuals moving to Pine Level.

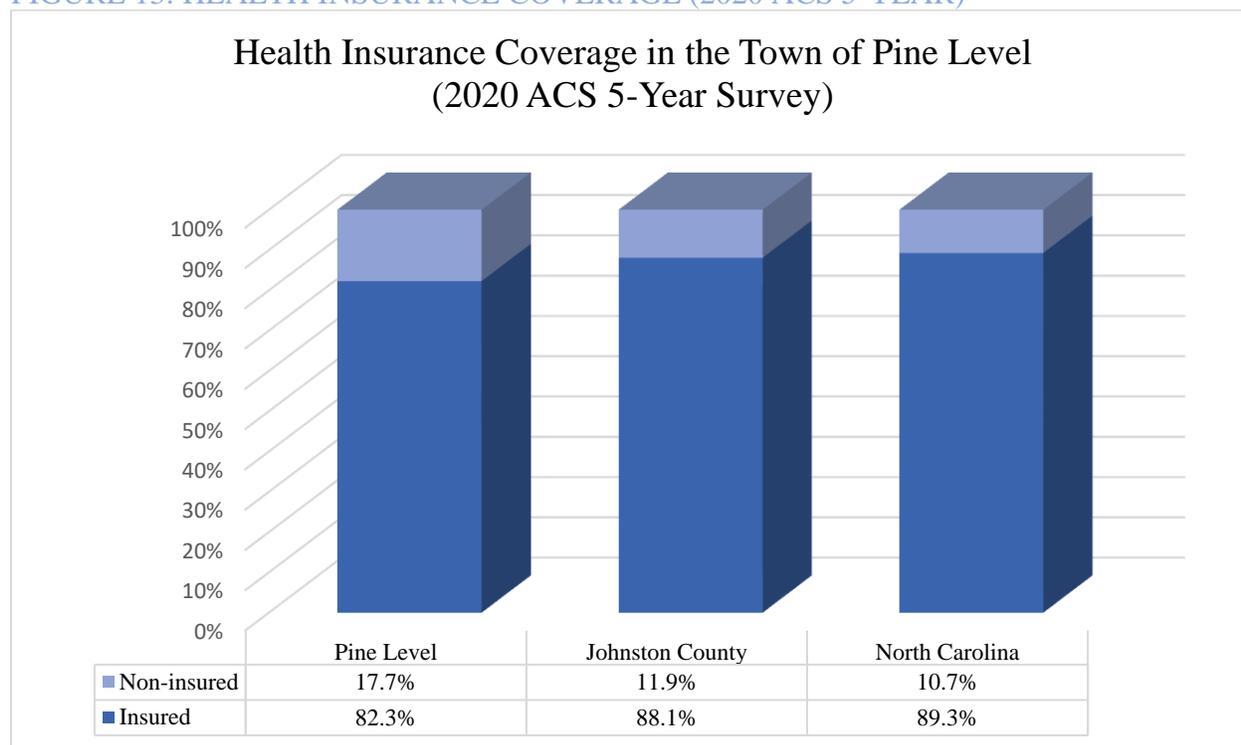
## Health and Disability

FIGURE 12: POPULATION WITH A DISABILITY (2020 ACS 5-YEAR)



The population of the Town of Pine Level includes approximately 9.8% of individuals with some form of disability—the absolute numbers are shown in the table above. Of the disabled population residing in Pine Level, those with ambulatory difficulties and difficulty living independently are the two largest sub-populations within the Town. These two types of disability are correlated with the elderly population of the Town in which 24.3% of those between the ages of 65 and 74 experience some form of disability increasing to 46.9% of those over the age of 75. The rate of disability impacting the aging population of Pine Level indicates a need for improved medical services within the Town, improved accessibility features in critical locations such as the Downtown, the parks, and town buildings, and potentially the implementation of public health programs focused on maintaining healthy lifestyles and behaviors for disabled individuals and the elderly.

FIGURE 13: HEALTH INSURANCE COVERAGE (2020 ACS 5-YEAR)



As of 2020, 82.3% of residents living in Pine Level had health insurance coverage and 17.7% of residents were uninsured. The percentage of residents with health insurance coverage in Pine Level is noticeably worse than that of Johnston County’s 88.1% insured and North Carolina’s 89.3% insured. Of the 82.3% of residents who are insured, 34.7% are insured through public coverage; 14.4% Medicare and 21.3% Medicaid. While the Town cannot offer assistance in providing health coverage, it can offer information to ensure that those who qualify for Medicare or Medicaid recognize their ability to qualify and the process for obtaining public health coverage.

## Housing and Households

### Household Size and Characteristics

The average household size in Pine Level has consistently been smaller than the county and state average since 1990. There has been relatively little change in the average household size in Pine Level since 1990; albeit, there has been a small but noticeable uptick from 2000 to 2010.

Generally, smaller average household sizes, such as those in Pine Level, are often associated with rural communities since there is typically a larger percentage of elderly persons—who usually occupy smaller household—in these areas. The declining proportion of elderly residents in Pine Level, and a general return of younger residents, likely with families as mentioned previously, are both responsible for the slight uptick in average household size. Furthermore, it can be expected that such an increase will continue as people look for affordable housing outside of major metropolitan areas such as the Research Triangle Park and Goldsboro. Data ascribing ownership and condition of the housing stock from the 2010 ACS-5 Year Survey and the 2020

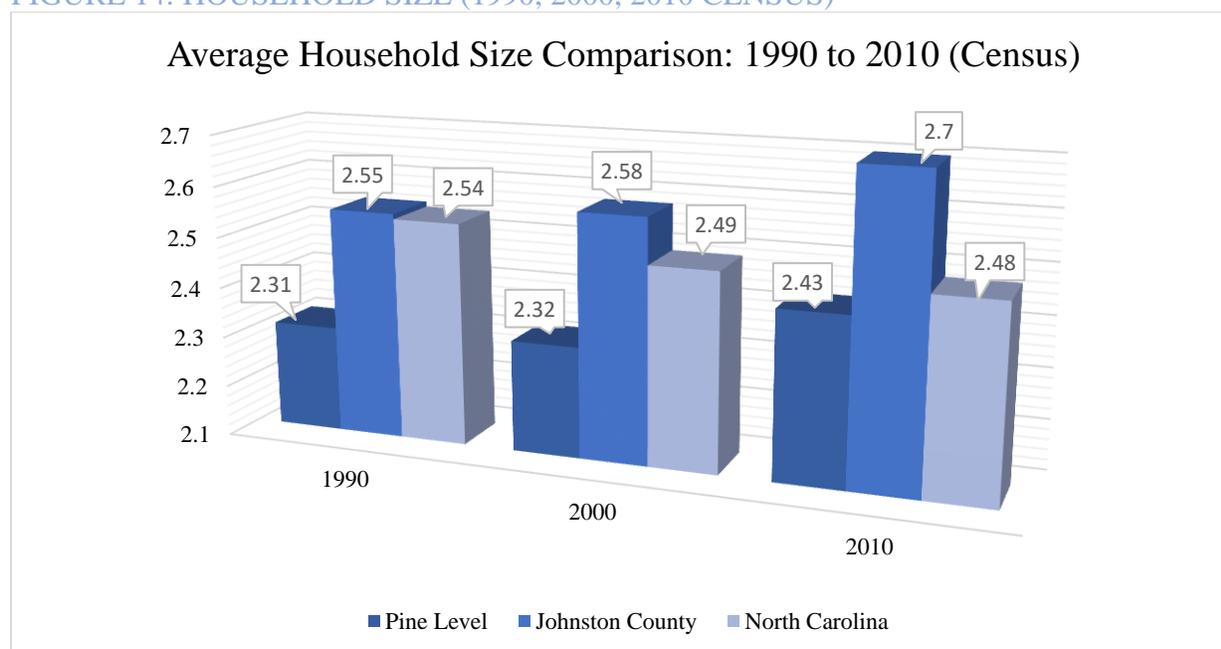
ACS-5 Year Survey is presented in the table (U.S. Cen. Bureau. 2000, *Profile of Selected Housing Characteristics*; Ibid. 2019, *ACS 5-Year Occupancy Characteristics*).

TABLE 1: HOUSING CHARACTERISTICS FROM 2000 TO 2019 (2000 CENSUS; 2019 ACS 5-YEAR)

Town of Pine Level Housing Characteristics Comparison: 2000 to Present						
	Pine Level		Johnston County		North Carolina	
	2000	2019 ACS	2000	2019 ACS	2000	2019 ACS
Total Housing Units	652	841	50,196	79,857	3,523,944	4,748,148
Percent of Units Occupied	90.8%	91.8%	92.8%	92.1%	88.9%	85.2%
Percent of Units Vacant	9.2%	8.2%	7.2%	7.9%	11.1%	14.8%
Percent of Occupied Units Owner-occupied	X	70.9%	73.4%	73.5%	69.4%	65.3%
Percent of Occupied Units Renter-occupied	X	29.1%	26.6%	26.5%	30.6%	34.7%
Percent of Occupied Units Lacking Plumbing	0.9%	0.9%	0.5%	0.1%	0.6%	0.3%
Percent of Owner-occupied Units with >1 Person per Room	X	1.3%	1.8%	1.2%	1.8%	1.2%
Percent of Renter-occupied Units with >1 Person per Room	X	0.0%	7.0%	3.6%	7.1%	4.4%
Median Housing Unit Value	\$ 92,000	\$ 128,800	\$ 97,100	\$ 202,000	\$ 95,800	\$ 193,200

Pine Level's total housing units has increased by approximately 29% in the two decades since the 2000 Census. During this time, housing vacancy rates have held relatively steady; only decreasing by 1% in two decades. However, this not necessarily a bad sign as it remains relatively comparable with county figures. Similarly, Pine Level mirrors much of Johnston County's housing characteristics in its split of renter-occupied to owner-occupied units with owner-occupied units holding 70.9% of all occupied housing units. Additionally, Pine Level outperforms county and state figures in overcrowding characteristics, and measures of housing quality such as units lacking plumbing which is statistically equivalent to zero in Pine Level.

FIGURE 14: HOUSEHOLD SIZE (1990, 2000, 2010 CENSUS)



One noteworthy characteristic from the table provided is the significantly lower median housing unit value in Pine Level compared to state and county averages. In terms of median housing unit

value, a housing unit is 63.8% cheaper than the Johnston County median value and 66.7% cheaper than the North Carolina median. Furthermore, during the period being compared, median housing prices rose by 39.1% in Pine Level compared to Johnston County's increase of 108% and North Carolina's increase of 101.7%. Thus, Pine Level is an attractive location for homebuyers as its housing prices have withstood market pressures affecting the rest of the state. It is worth taking into consideration, however, that Pine Level's relative housing units are rather low, and its occupancy rate is rather high. Should its population continue to grow at current rates with an influx of people fleeing the housing markets in Goldsboro and the Research Triangle Park, it is reasonable to assume that Pine Level could face similar housing shortages, and subsequent rise in prices, if commuters begin to treat Pine Level as a proper commuter-town.

### Housing Demand and Construction Activity

Continuing on the topic of housing demand, the population growth occurring in Pine Level has increased, and will continue to increase, the desire and need for housing in the community. The total number of housing units in the Town has increased from 652 in the 2000 Census to an estimated 841 in the 2019 American Community Survey—a 29% increase (Ibid.). However, even with this increase in housing supply, the vacancy percentage stayed roughly the same—decreasing by 1%—as vacant units mirrored the percentage increase in housing supply over this same period going from 53 to 69—a 30.2% increase (Ibid.). With vacancy rates remaining relatively low, it would not require significantly increased demand to overburden housing supply in the town which could, in theory, price out current residents as individuals of higher socioeconomic status search for commutable housing outside of surrounding metropolitan areas. Thus, affordable housing supply is at an acceptable level for now, but future demand should be carefully monitored, and additional development should be encouraged in line with Town values.

The current housing supply in Pine Level is primarily made up of single-family homes (83%) which are supplemented by mobile homes (10%) and multi-unit housing of less than nine units (7%). There are not currently any apartment buildings with more than nine units in Pine Level. In line with the large percentage of single-family homes in Pine Level's housing stock, a majority of Pine Level's housing is made up of 3-bedroom (56%) and 4, or more, bedroom units (10%). In comparison, 32% of the housing stock has 2-bedrooms and only 2% of units are 1-bedroom or studio units (Ibid. *ACS 5-Year Physical Housing Characteristics for Occupied Housing Units*). These percentages show a preference for larger housing in Pine Level with a 9.9% increase in 4+ bedroom housing units when compared to Johnston County while percentages of 2-bedroom and 3-bedroom units were lower in comparison to Johnston County. With these housing size characteristics in mind, and with knowledge that there exists a sharp divide between 4+ bedroom detached units and mobile homes—both of which make up roughly a quarter of housing units in town—it may be advantageous for the town to consider strategies for increasing permanent, affordable housing in Pine Level to avoid aforementioned shortages. One strategy to avoid affordable housing shortages would be to look for ways to implement smaller, multi-unit housing developments in such a way that it retains the character of the Town. Shown below are charts with housing stock by type and number of bedrooms with a comparison to Johnston County and North Carolina.

FIGURE 15: BEDROOMS IN OCCUPIED HOUSING UNITS (2020 ACS 5-YEAR)

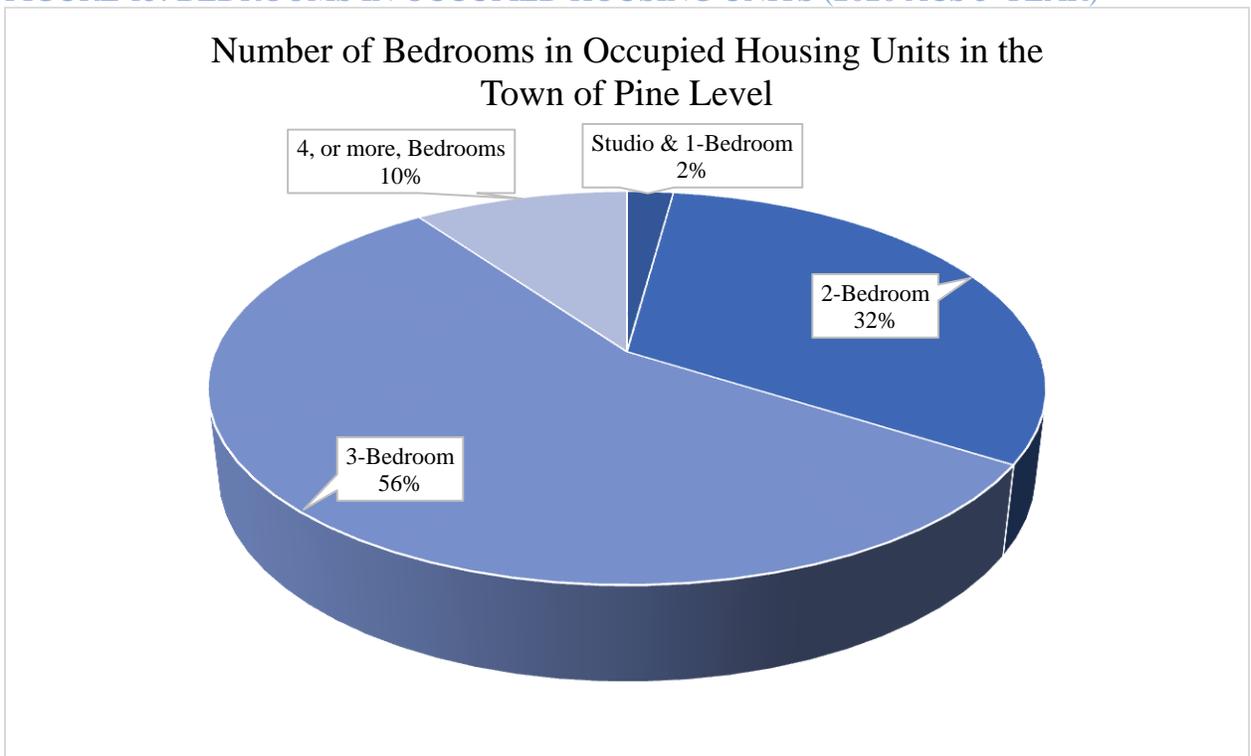


FIGURE 16: NUMBER OF UNITS IN OCCUPIED HOUSING UNITS (2020 ACS 5-YEAR)

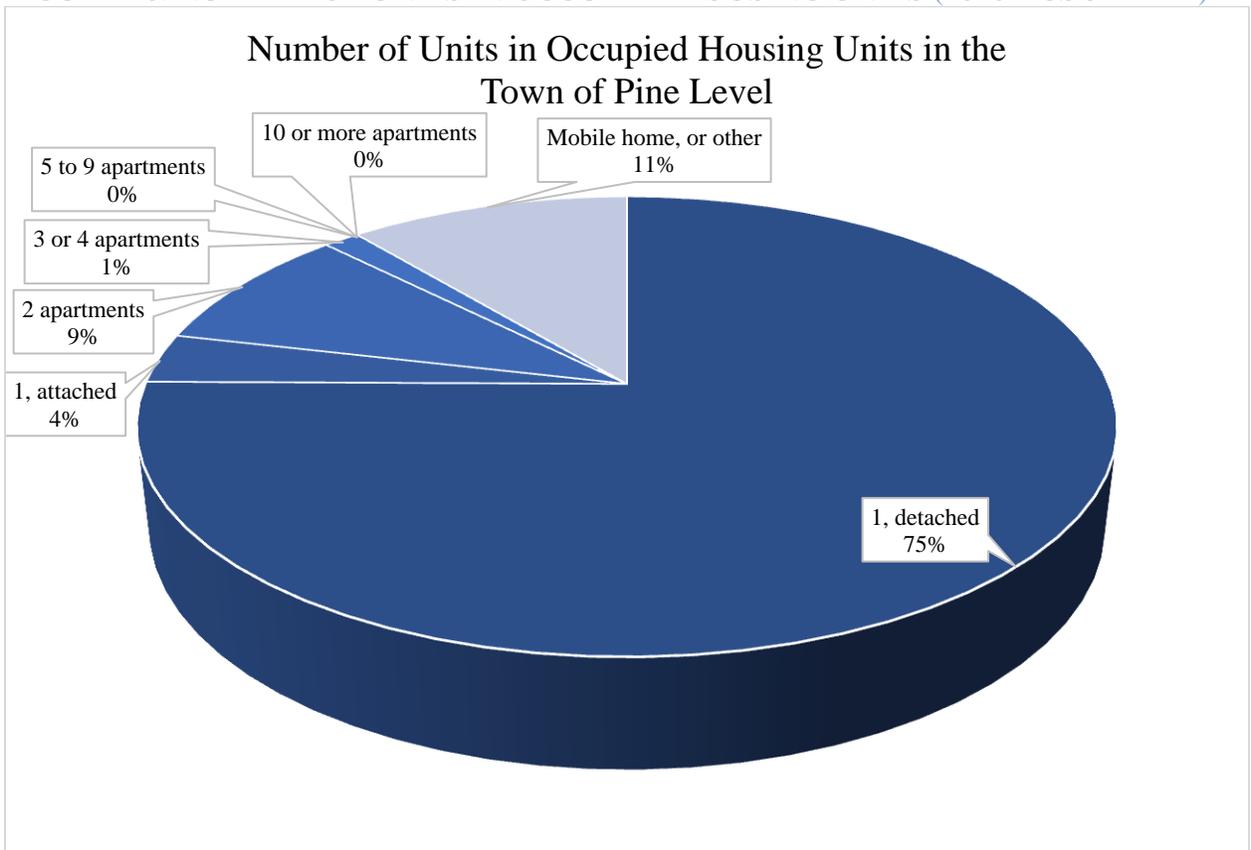


FIGURE 17: HOUSING STOCK BY BEDROOM (2020 ACS 5-YEAR)

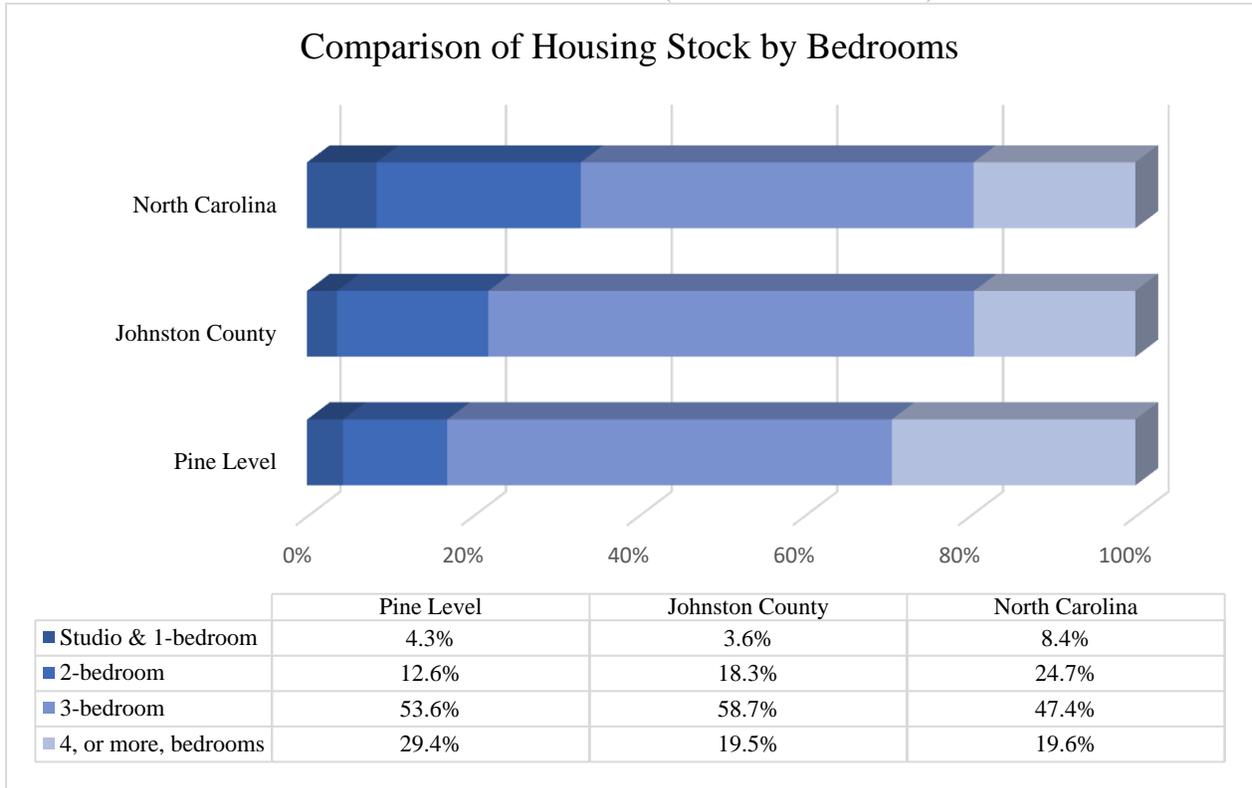
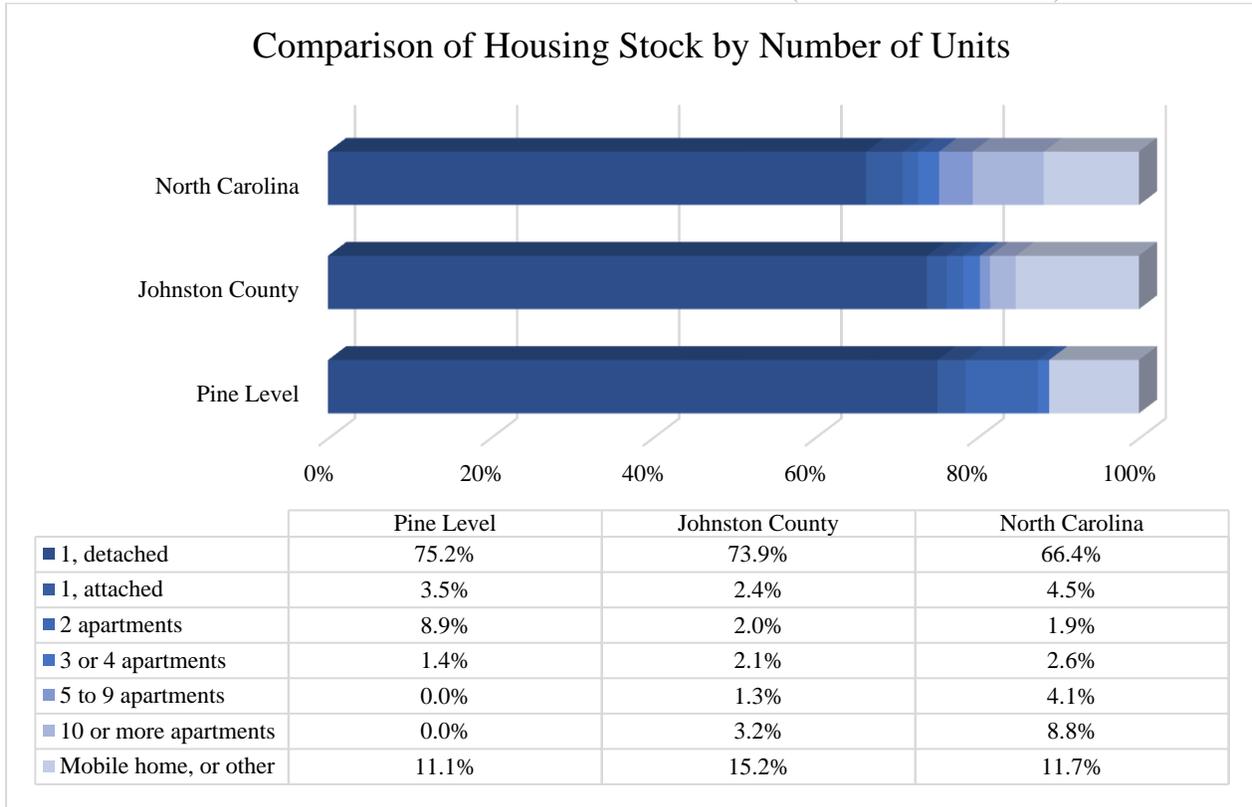


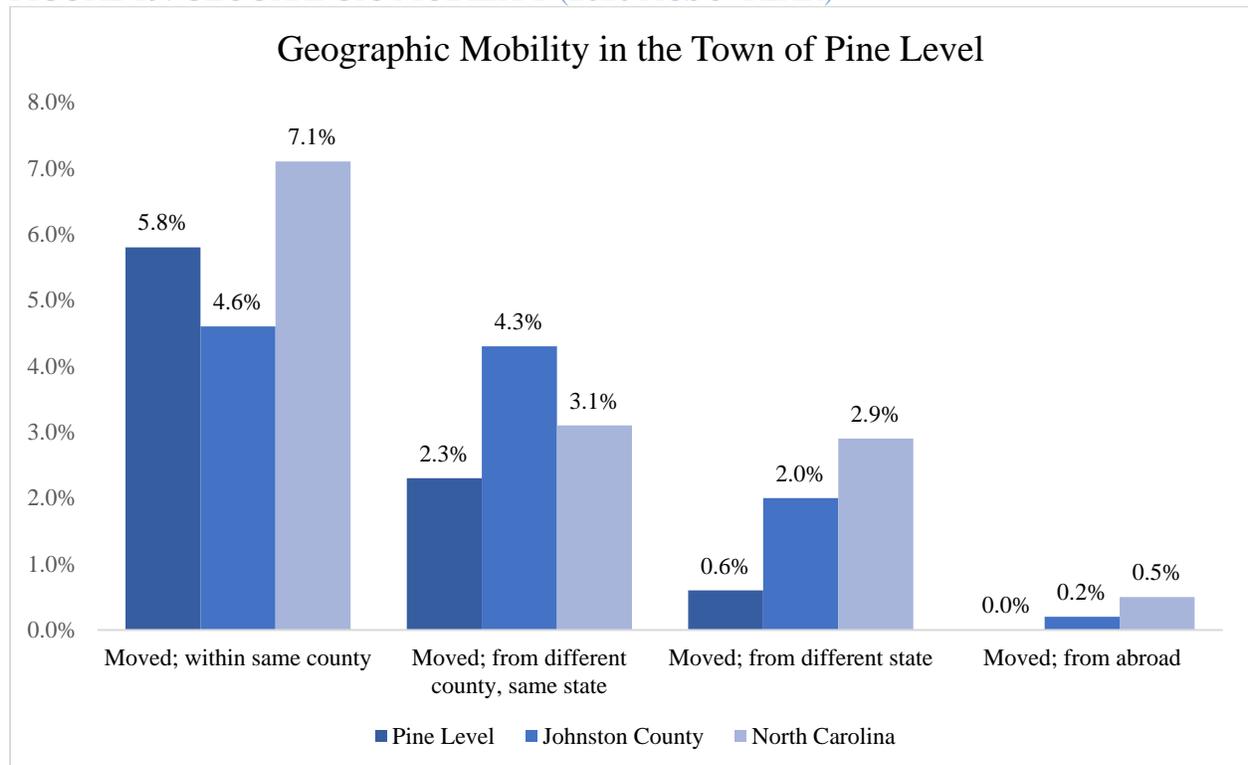
FIGURE 18: HOUSING STOCK BY NUMBER OF UNITS (2020 ACS 5-YEAR)



### Geographic Mobility

In 2020, of people residing in Pine Level, 5.8% moved from within Johnston County, 2.3% moved from somewhere outside of Johnston County but within North Carolina, and 0.6% moved from a different state. This measure of geographic mobility is appropriate to the socioeconomic conditions present in Pine Level. The combined percentages of geographic mobility remain low as homeownership remains high throughout the Town and region; however, those moving to Pine Level from within the County could suggest the same expansion of population from Western to Eastern Johnston County as prices have increased with one's proximity to Raleigh and the Triangle. This idea of a migratory influx leading to population increases in the Town is further substantiated by examining renter-occupied households specifically. In 2020, these renter-occupied households accounted for 17.1% of those who moved within Johnston County to Pine Level, 6.8% of those who moved from outside of the County but from within North Carolina, and 2.8% of those moving from outside the State. Thus, while the geographic mobility of those who own their houses in Pine Level is low—likely a function of the lack of supply of housing rather than an indication of migratory transiency—the geographic mobility of renters is relatively high. The Town would benefit from encouraging development targeting such demographics to bolster its population and to increase demand for commercial development desired by current residents. To do so, the Town would need to allow, and encourage, development of higher-density housing types that would strengthen the rental market in Pine Level for young professionals and families who want and need more affordable, smaller housing units.

FIGURE 19: GEOGRAPGIC MOBILITY (2020 ACS 5-YEAR)

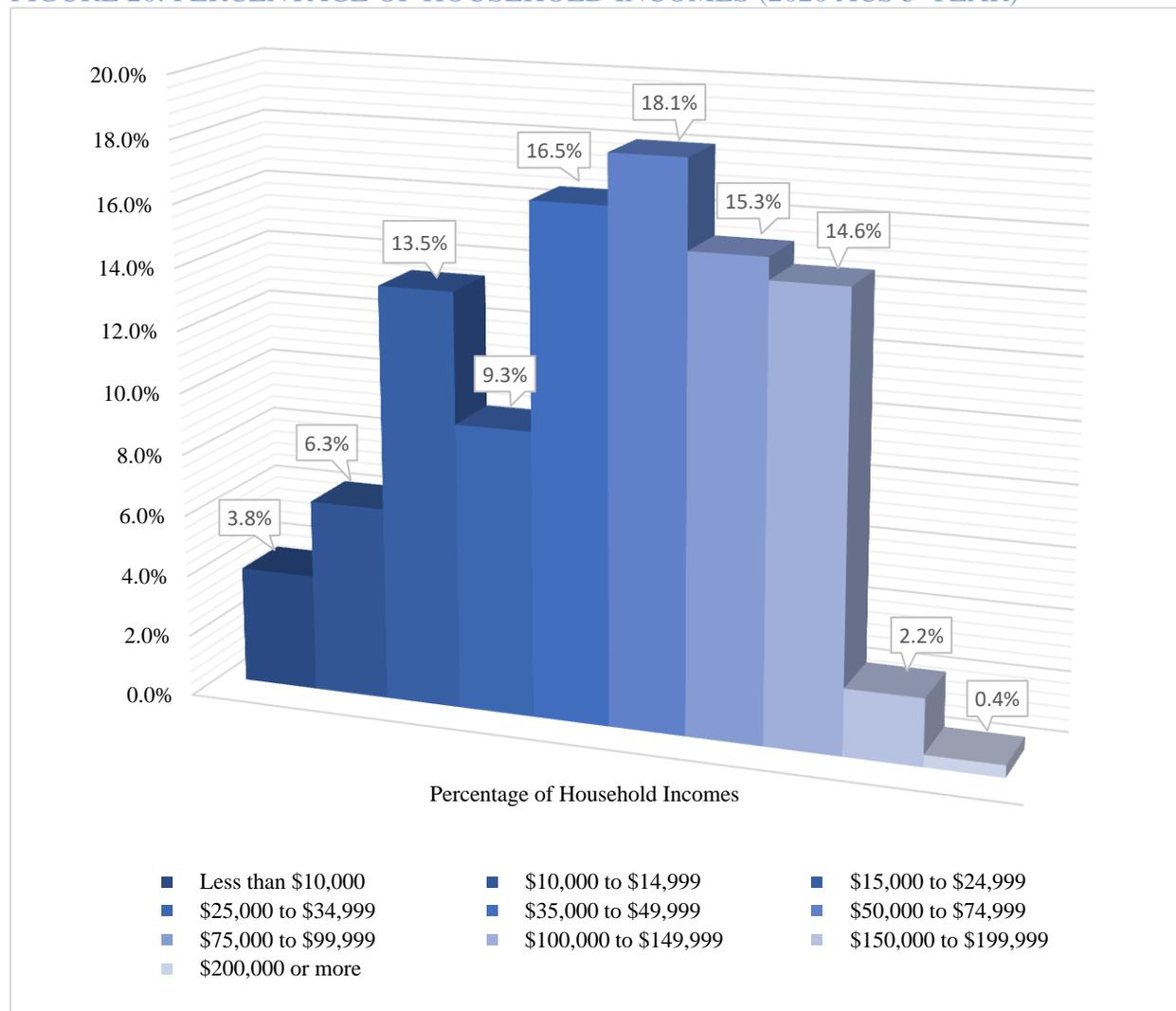


## Economic Characteristics

### Income and Poverty

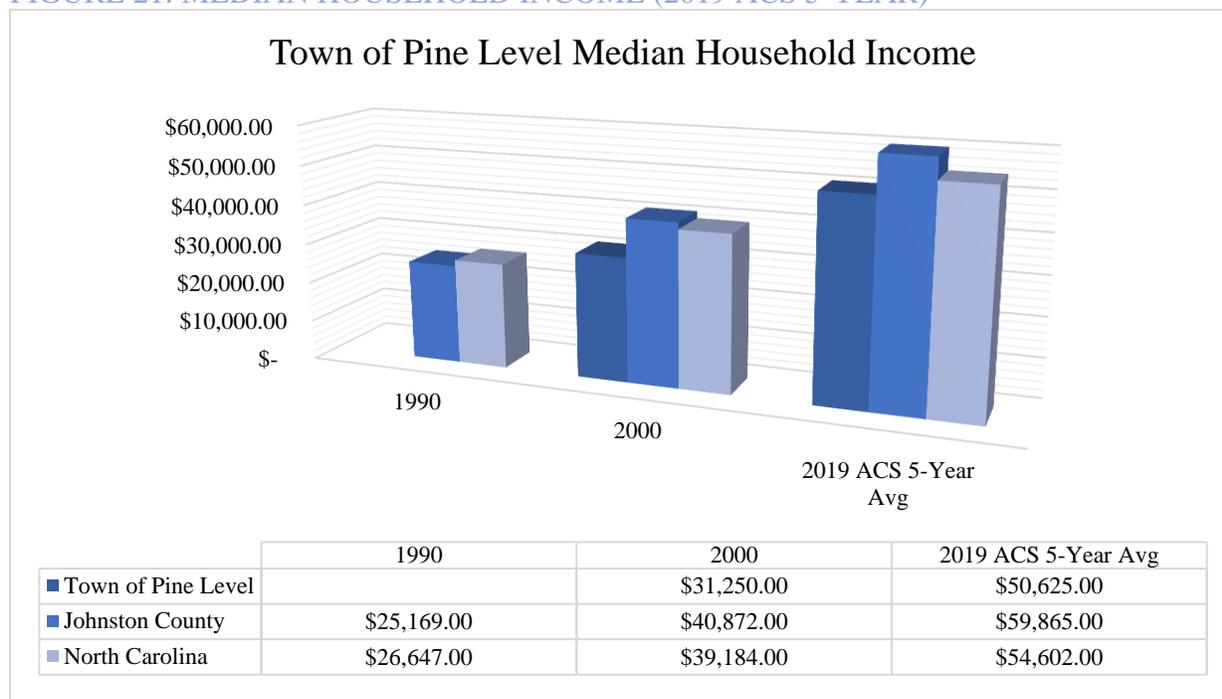
The following graphs show household income for the past twelve months within the Town of Pine Level and a comparison to Johnston County and the State.

FIGURE 20: PERCENTAGE OF HOUSEHOLD INCOMES (2020 ACS 5-YEAR)



The distribution of household income in Pine Level is quite varied albeit still skewed slightly towards lower-income households. The median household income in the Town of Pine Level is \$50,625 while its mean income is approximately \$60,923 (Ibid. ACS 5-Year, *Income in the Past 12 Months*). Thus, it can be assumed there are several outliers raising the Town's average; however, the median clearly shows the lower-income status of Pine Level in comparison to the rest of the state whose median household income is \$60,951 and Johnston County's median household income of \$61,806.

FIGURE 21: MEDIAN HOUSEHOLD INCOME (2019 ACS 5-YEAR)



Examining the income statistics from Pine Level, there exists a noteworthy divide between white and minority populations within the Town. As is shown in the graph below, Hispanic households earn approximately half of the income earned in white households. Furthermore, African American households earn approximately 64% of white households (Ibid. *ACS 5-Year Median Income in the Past 12 Months*). These variations in household income based on race suggests that the difference between the Town’s mean and median incomes is largely created by the poverty wages imparted on minority workers residing in the Town.

FIGURE 22: MEDIAN HOUSEHOLD INCOME BY RACE (2020 ACS 5-YEAR)

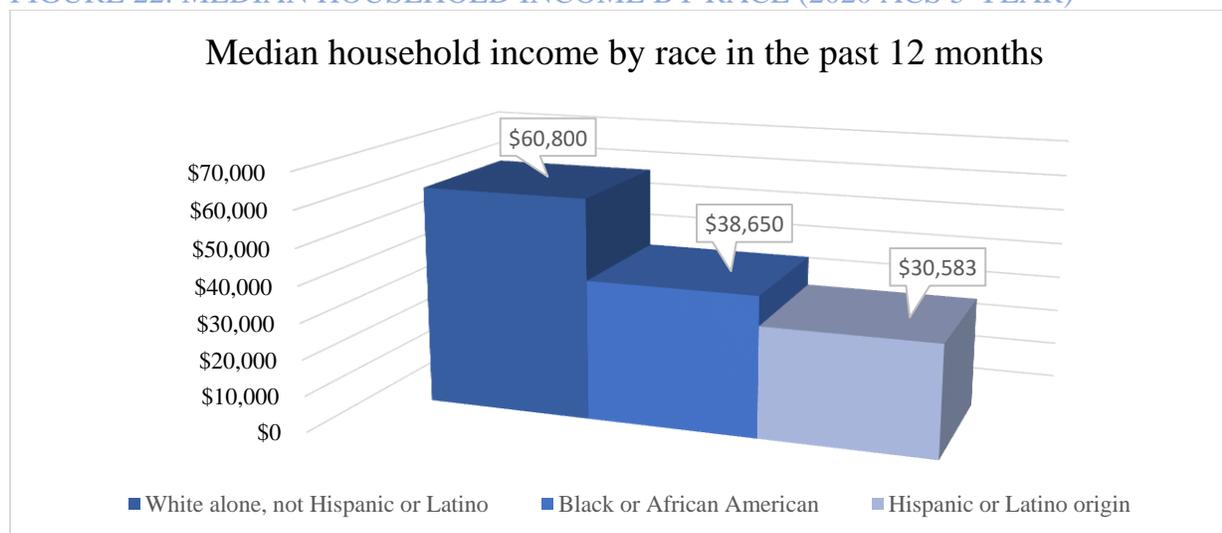
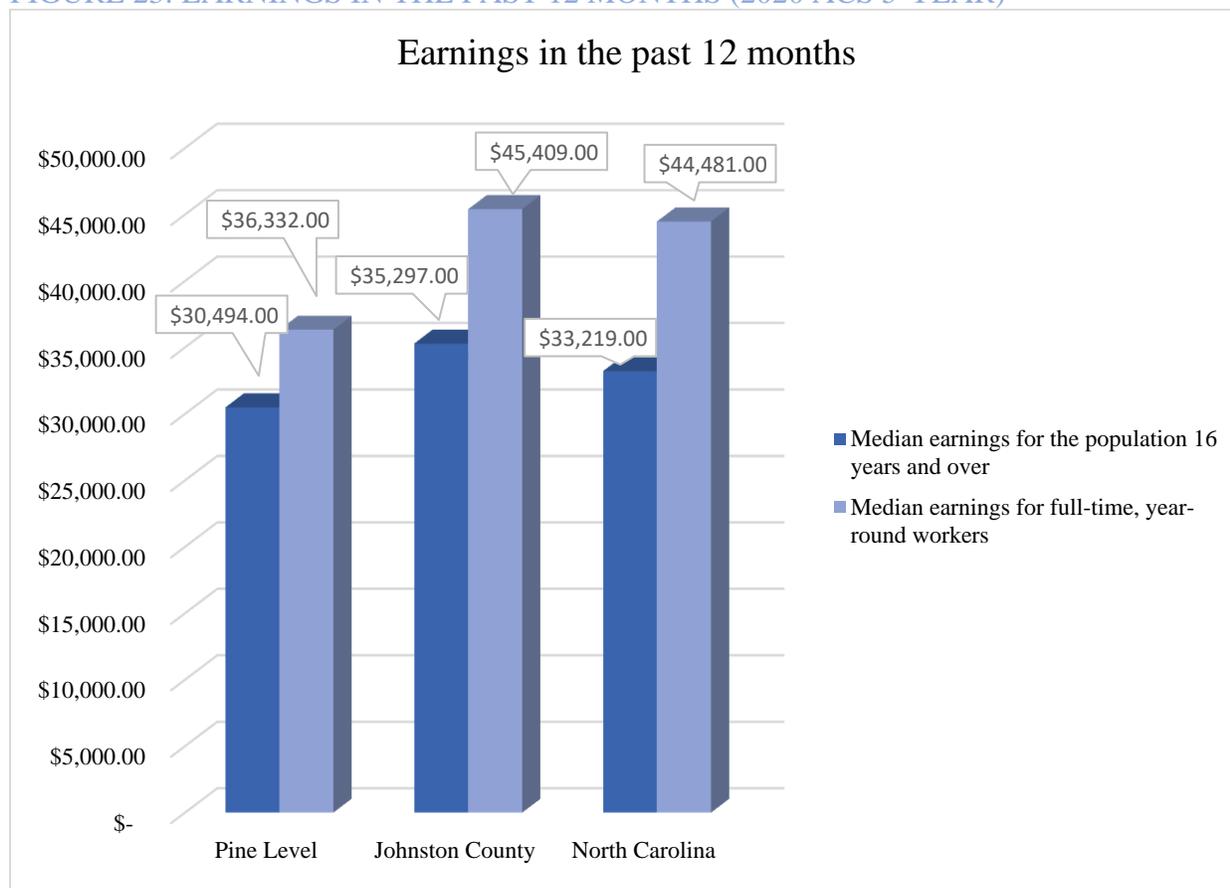


FIGURE 23: EARNINGS IN THE PAST 12 MONTHS (2020 ACS 5-YEAR)



In contrast to the median household incomes shown in Figure 21 and Figure 22, Figure 23 shows the earnings in the past 12 months for the residents of Pine Level in comparison to the County and State. In terms of the Census, earnings are a singular form of income that includes wages and salary received as compensation from one's employment; income includes any form of monetary payment received throughout the year. Figure 23 also differentiates between median earnings for the entire population over 16 and median earnings for full-time, year-round workers; however, for both categories, Pine Level is behind county and state medians. The median earnings for the population over 16 are \$30,494 in Pine Level which is \$4,803 below Johnston County and \$2,725 below the State median. For full-time, year-round workers, Pine Level has median earnings of \$36,332 which is below \$9,077 below Johnston County and \$8,149 below the North Carolina median. The difference between these figures is significant at the income levels they represent, and it would be beneficial for the Town to begin to explore economic development options that could help raise wages in the area.

Continuing on the topic of wages, the figures below provide for the poverty rates for residents of Pine Level based on age, sex, and race. Overall, there were 10.7% of people in Pine Level in poverty during 2020. This percentage is lower than both Johnston County (12.2%) and North Carolina (14%); however, looking to the demographics of poverty in Pine Level can reveal certain irregularities that are worth discussing.

## Public Assistance

FIGURE 24: HOUSEHOLDS WITH VARIOUS INCOME SOURCES (2020 ACS 5-YEAR)

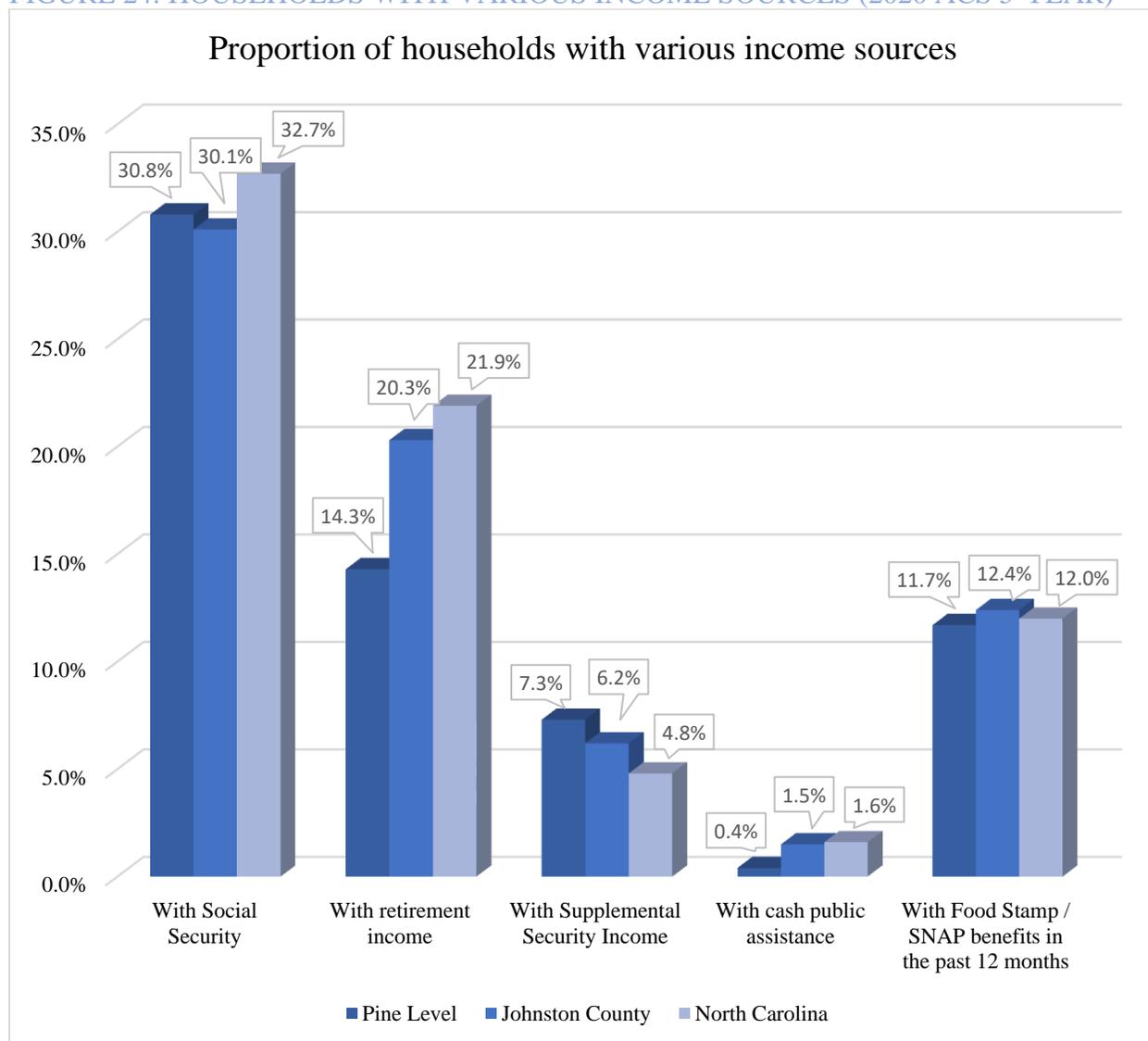
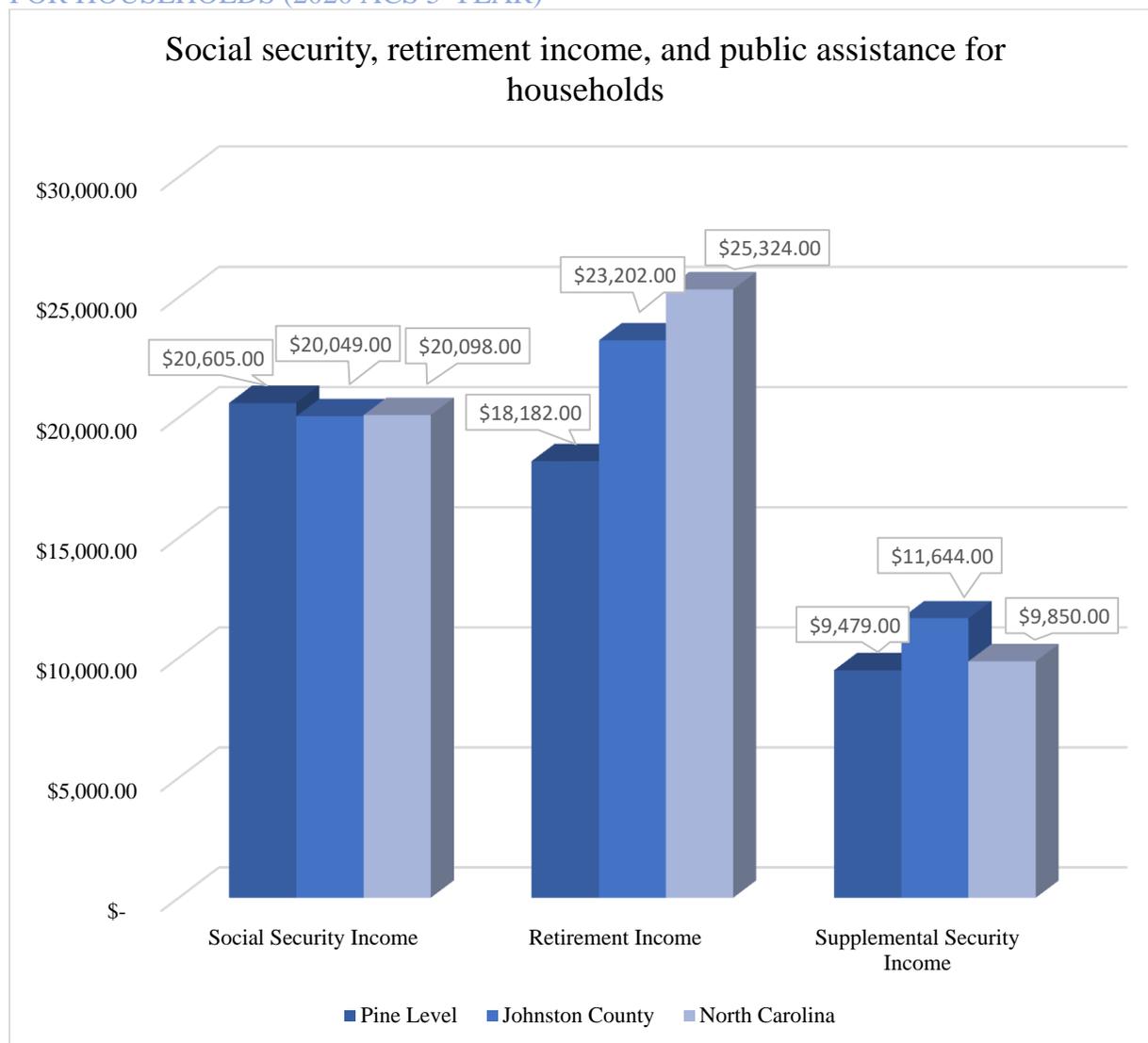


Figure 24 shows the proportion of households with various income sources. The data shows households in the Town of Pine Level receive social security at approximately the same rate as the County and State; however, in terms of the aging population, Pine Level households are receiving retirement income at a much lower percentage than both the County and State. This could suggest that retirees in Pine Level lack retirement savings to see them through their retirement and must instead rely on social security, SNAP, and SSI. Indeed, Pine Level receives slightly higher supplemental security income than the County and significantly higher than the State. Additionally, Pine Level households receive SNAP benefits at similar rates to the rest of the County and State. However, this is not to say that these benefits are solely assisting retirees, as these further benefits—SSI, cash public assistance, SNAP—would also be benefitting lower income households seen in Figure 20; such as the approximately 23.6% of households with incomes under the federal poverty level.

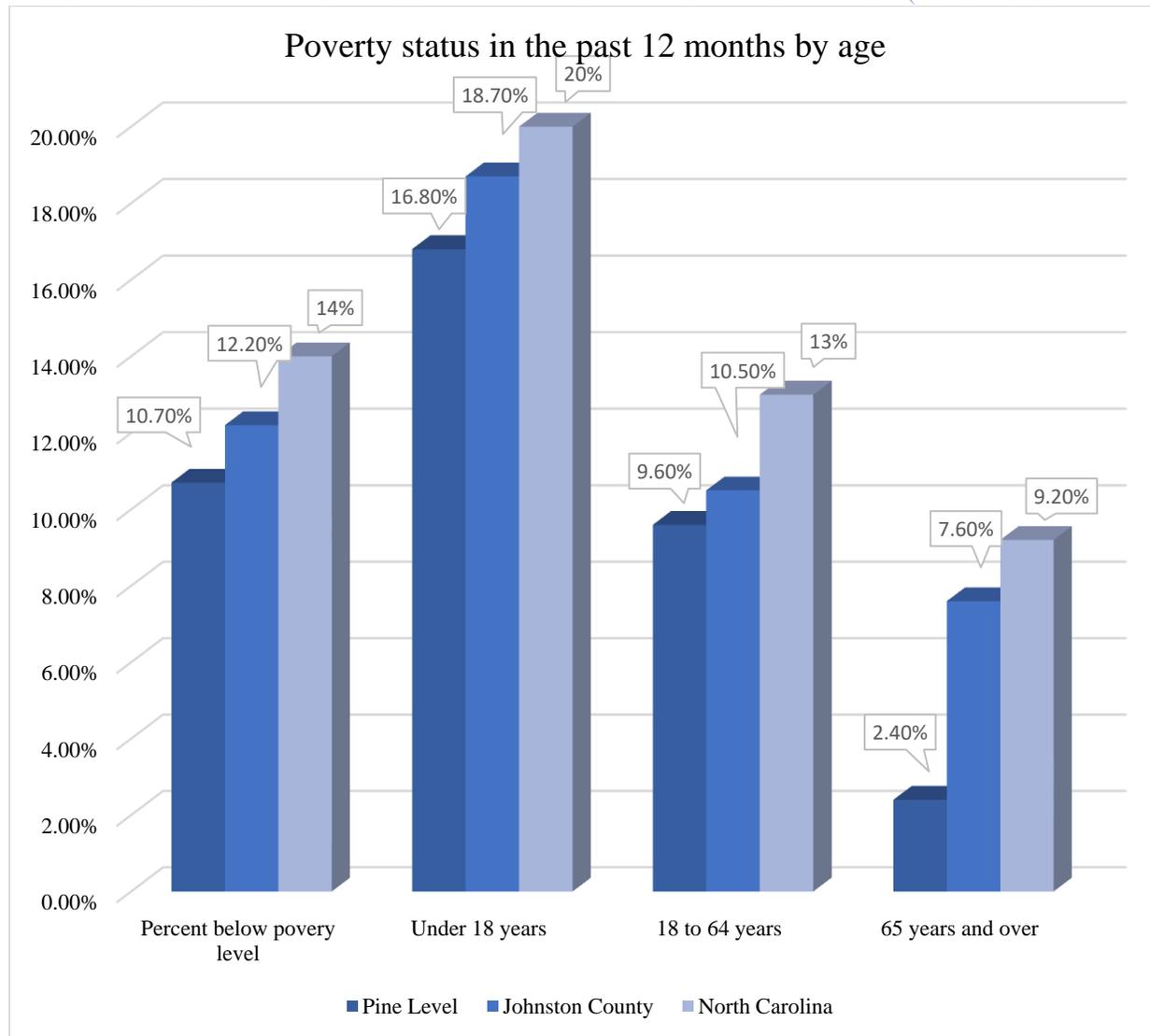
FIGURE 25: SOCIAL SECURITY, RETIREMENT INCOME, AND PUBLIC ASSISTANCE FOR HOUSEHOLDS (2020 ACS 5-YEAR)



Following the data from the proportion of households with various income sources in Figure 24, Figure 25 shows the amounts received from these various income sources for households in Pine Level. Of the 30.8% of households receiving social security income, the mean amount received was \$20,605 which is slightly above the County and State. Of the 14.3% of households receiving retirement income, the mean amount received was \$18,182 which is significantly below both the County and State. This lower amounts reflects the similarly lower proportion of households receiving retirement income in Pine Level and furthers the implication that retirees in Pine Level may lack retirement savings to support themselves after they have retired. Finally, of the 7.3% of households receiving supplemental security income, the mean amount received was \$9,479 which is slightly lower than the State and moderately lower than the County. It is worth noting that there are proportionally more households who received SSI in Pine Level than in the

Johnston County or the State; however, the amount these households received is lower than either the State or the County.

FIGURE 26: POVERTY STATUS IN THE PAST 12 MONTHS BY AGE (2020 ACS 5-YEAR)



In Figure 26, it can be seen that in terms of age, those living in poverty in Pine Level are not likely to be over the age of 65. The poverty rate of those 65 and over is much lower in Pine Level at 2.4% than it is in Johnston County (5.2% higher) and North Carolina (6.8% higher). The lack of poverty status amongst those over the age 65 is unexpected when recalling the significantly lower retirement income amongst the aging population of Pine Level. Whether this discrepancy can be explained in terms of lower cost-of-living, worse health outcomes, or some other phenomenon is unable to be seen in the data; however, it is noteworthy in regard to the rather expected rates of poverty for those 64 and younger. It is also worth referring to the sometimes-large margins-of-error present within ACS data for smaller towns to potentially explain unexpected divergences from similar datasets.

FIGURE 27: POVERTY STATUS IN THE PAST 12 MONTHS BY SEX (2020 ACS 5-YEAR)

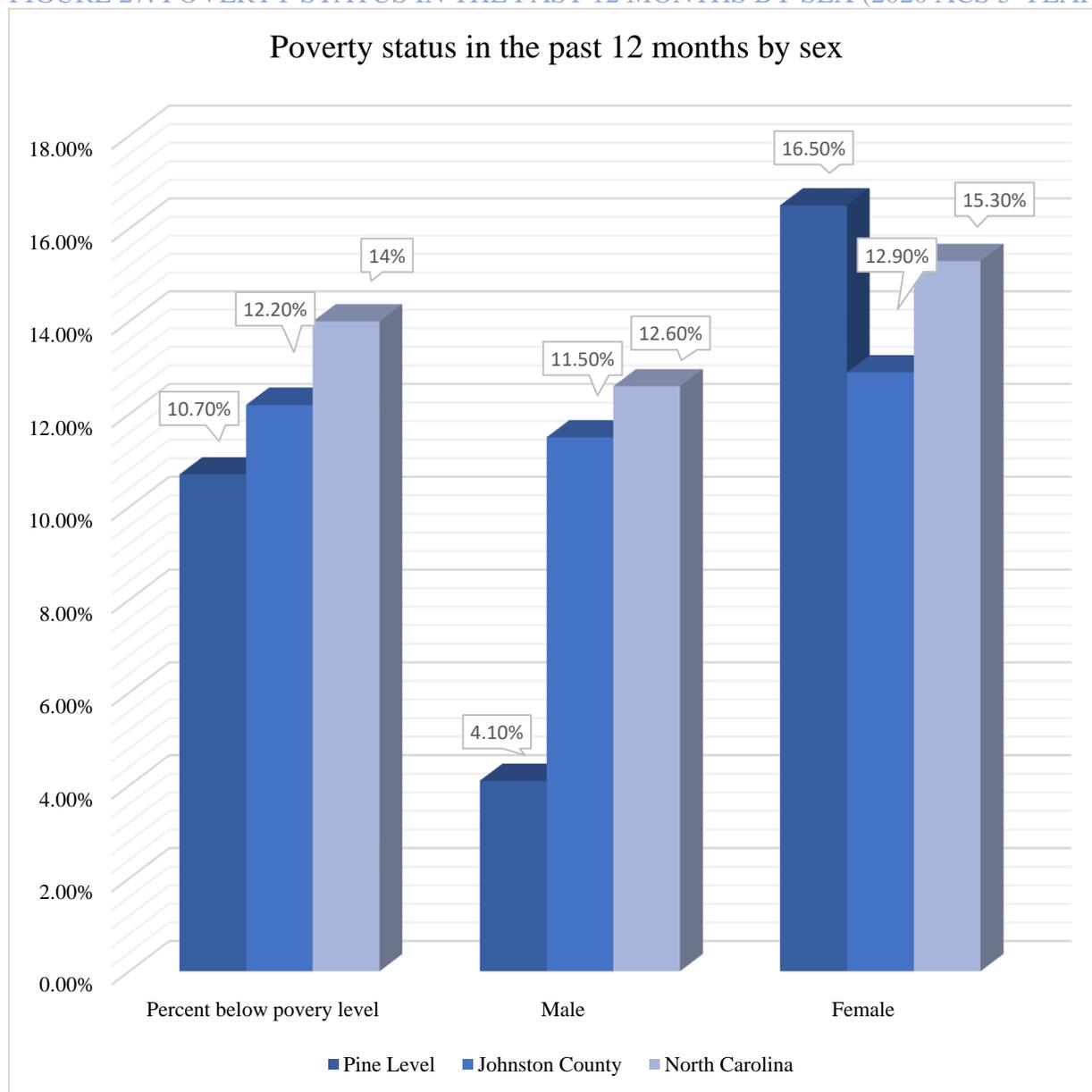


Figure 27 shows the rate of poverty by sex for the residents of Pine Level, Johnston County, and North Carolina. Similar to Figure 24, there exists quite a sharp divide between the poverty rates of men and women in the Town of Pine Level. The rate of poverty amongst the male population is 4.1% while it is 16.5% for the female population of Pine Level; a 12.4% difference. While there are many systemic issues surrounding the equal employment and pay of women in the workforce, it is worth considering possible causes for why such a large divide exists in Pine Level but not in Johnston County or the State as a whole; especially when compared to the County and State where the largest divide is 2.7% between men and women. The Town should give special attention to addressing potential issues facing the female population of Pine Level; including potential outreach programs or social programs aimed at supporting impoverished women in the Town.

FIGURE 28: POVERTY STATUS IN THE PAST 12 MONTHS BY RACE (2020 ACS 5-YEAR)

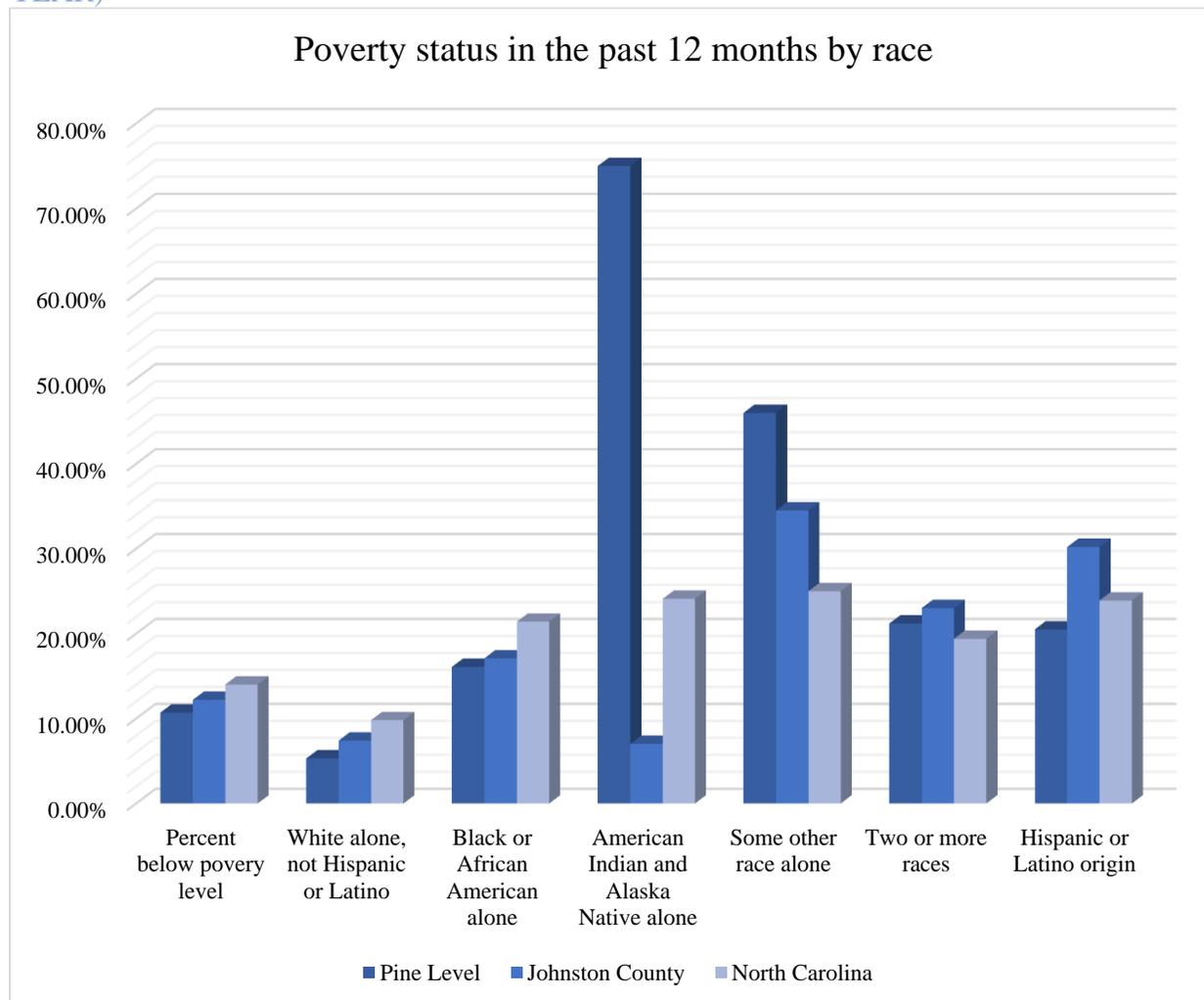
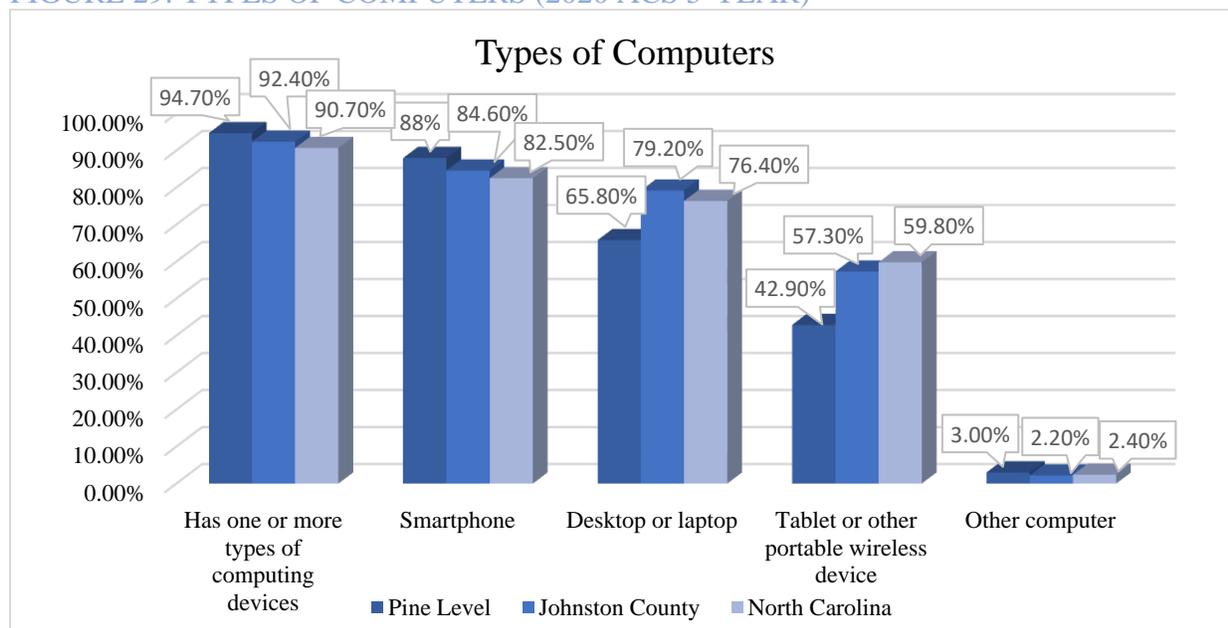


Figure 28 shows the poverty rate by race for the residents of Pine Level, Johnston County, and North Carolina. When analyzing the poverty rate of Pine Level residents by race, it becomes clear that people of color and minority groups suffer from poverty at a disproportionately high rate compared to the white population. The white population experiences poverty at a rate of 5.3% which is significantly lower than the black population (16.1%), multi-racial population (21.2%), Hispanic population (20.5%), Native American population (75%), and those of some other race (46%). While some of these statistics are obviously affected by the very low representation of those respective racial populations within the Town, there are still obvious and statistically significant disparities between well-represented racial groups in the Town. For obvious reasons, the prosperity of all residents bodes well for the financial vitality of the Town and other externalities such as community appearance, civic involvement, and reinvestment into the community. Thus, it would be beneficial for the Town to consider methods within its power to help promote professional development and job opportunities for those of lower financial means.

FIGURE 29: TYPES OF COMPUTERS (2020 ACS 5-YEAR)



In Figure 29, it can be seen that the Town of Pine Level has the highest rate of residents with one or more types of computing devices when compared to Johnston County and the State; however, it has the lowest rate of desktop or laptop ownership by a significant margin (10.6% compared to the State). Based on the data presented above, it would appear that smartphone ownership is what is allowing Pine Level to maintain 94.7% of residents having one or more computing devices. While smartphones are useful devices, not having a desktop or laptop—a true computing device—is somewhat limiting to residents, and it would be beneficial for residents to have access to a desktop computer. The Town could look into options for providing public computers in the community such that residents could have greater access to desktop or laptop computers.

FIGURE 30: TYPES OF INTERNET SUBSCRIPTIONS (2020 ACS 5-YEAR)

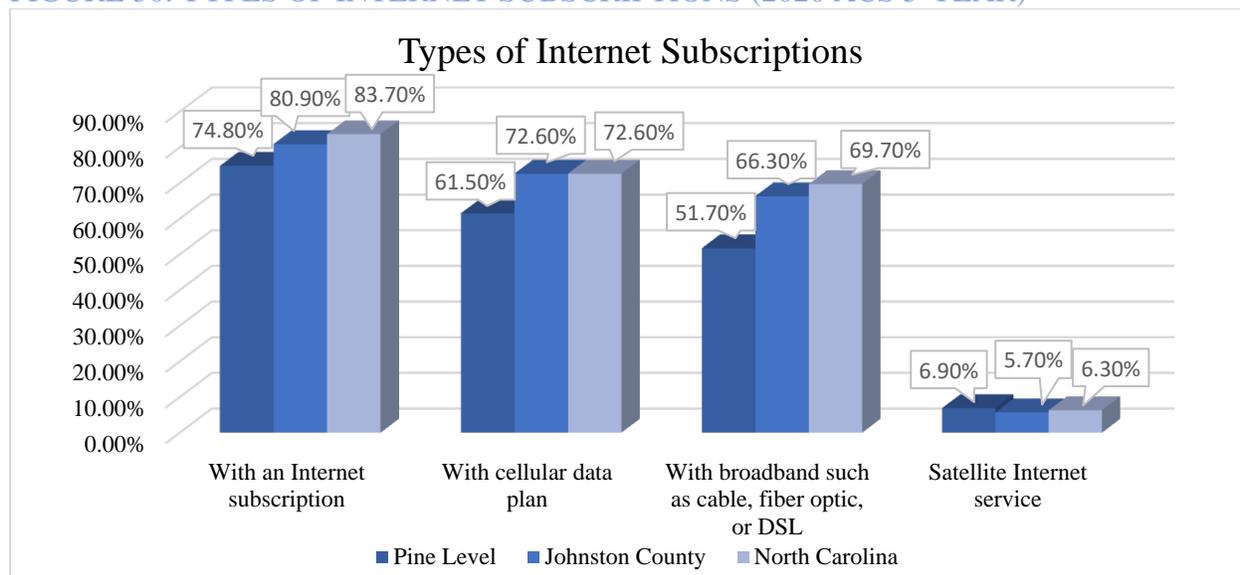


Figure 30 shows the proportion of Pine Level residents with an Internet subscription, and then further delineates those with cellular data plans, broadband internet, and then satellite internet service. Having access to the Internet is one of the most important requirements of life in modern America such that being without Internet is a massive impediment to knowledge acquisition, active engagement in social spaces, and engagement with the Town. There are 74.8% of residents who have an Internet subscription in some form within the Town which is less than the County (80.9%) and State (83.7%). While this divide is not overwhelming, it does indicate a need for potential expansion of Internet availability in the Town. The percentage of residents with broadband access is 51.7% which is significantly lower than the County (66.3%) and State (69.7%). This could be problematic when thinking of the cellular signal present in certain parts of the community and surrounding areas which could prevent residents from having regular access to the Internet. While people are definitely able to live fulfilling lives without Internet access, in terms of economic development it is of the utmost importance so that businesses can operate, and individuals can conduct business within the Town; a lack of Internet means isolation for those attempting to conduct business remotely in the post-COVID workspace.

### Commuting

Using data from the American Community Survey, only 10% of workers maintain employment within the Town—90% of the Town’s working residents commute outside of Pine Level for work. Furthermore, 25.1% of workers travel outside of Johnston County for employment purposes which could better explain the increasing growth rate of the Town as a function of workers commuting to urbanized areas. Figure 31 shows the commute times to work for Pine Level residents (*Ibid. ACS 5-Year Travel Time to Work*). It is noteworthy that the chart is bimodal corresponding to average travel times to other locations in the region; 5 to 35 minutes would be those staying in Johnston County or immediately crossing County lines into Goldsboro and Southern Wake County, and those traveling above 45 minutes would likely be going to Raleigh-Durham or perhaps even further East.

FIGURE 31: TRAVEL TIME TO WORK (2020 ACS 5-YEAR)

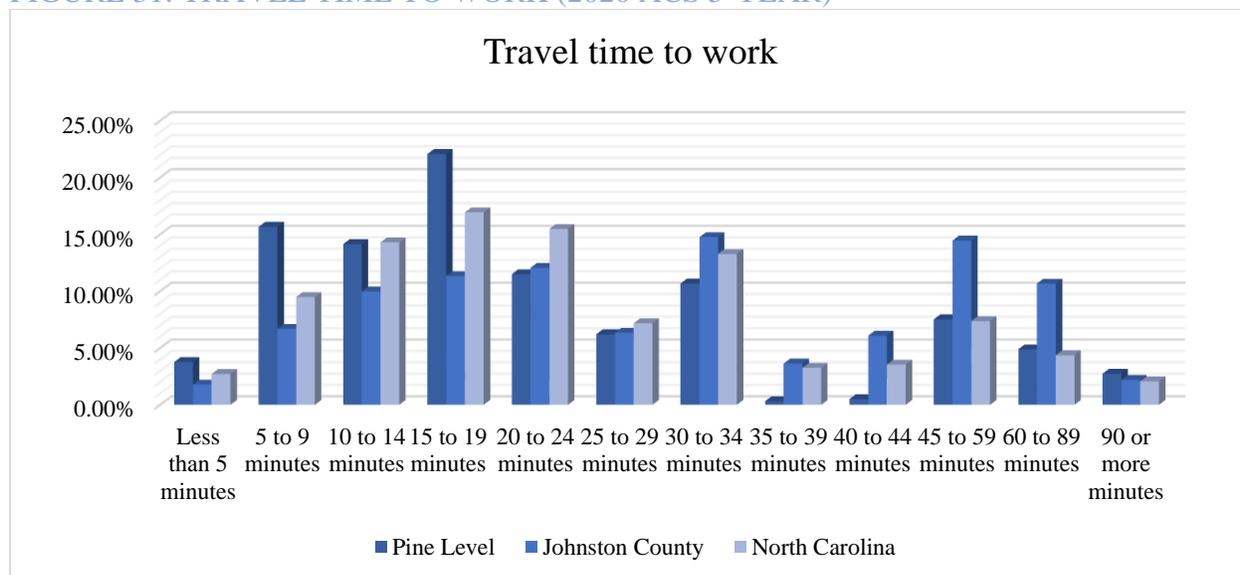


TABLE 2: TRAVEL TIME TO WORK (2020 ACS 5-YEAR)

Travel Time to Work			
	Pine Level	Johnston County	North Carolina
Less than 5 minutes	3.76%	1.79%	2.73%
5 to 9 minutes	15.67%	6.68%	9.48%
10 to 14 minutes	14.14%	9.98%	14.29%
15 to 19 minutes	22.08%	11.34%	16.95%
20 to 24 minutes	11.50%	12.06%	15.47%
25 to 29 minutes	6.21%	6.34%	7.18%
30 to 34 minutes	10.68%	14.75%	13.28%
35 to 39 minutes	0.31%	3.64%	3.27%
40 to 44 minutes	0.51%	6.08%	3.55%
45 to 59 minutes	7.53%	14.46%	7.36%
60 to 89 minutes	4.88%	10.67%	4.37%
90 or more minutes	2.75%	2.20%	2.07%

FIGURE 32: MEANS OF TRANSPORTATION TO WORK (2020 ACS 5-YEAR)

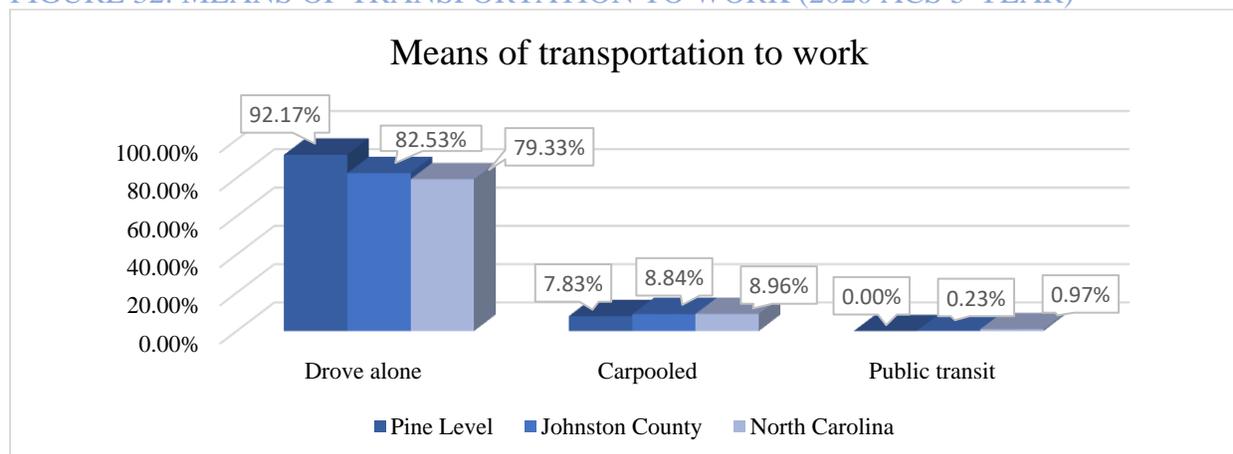
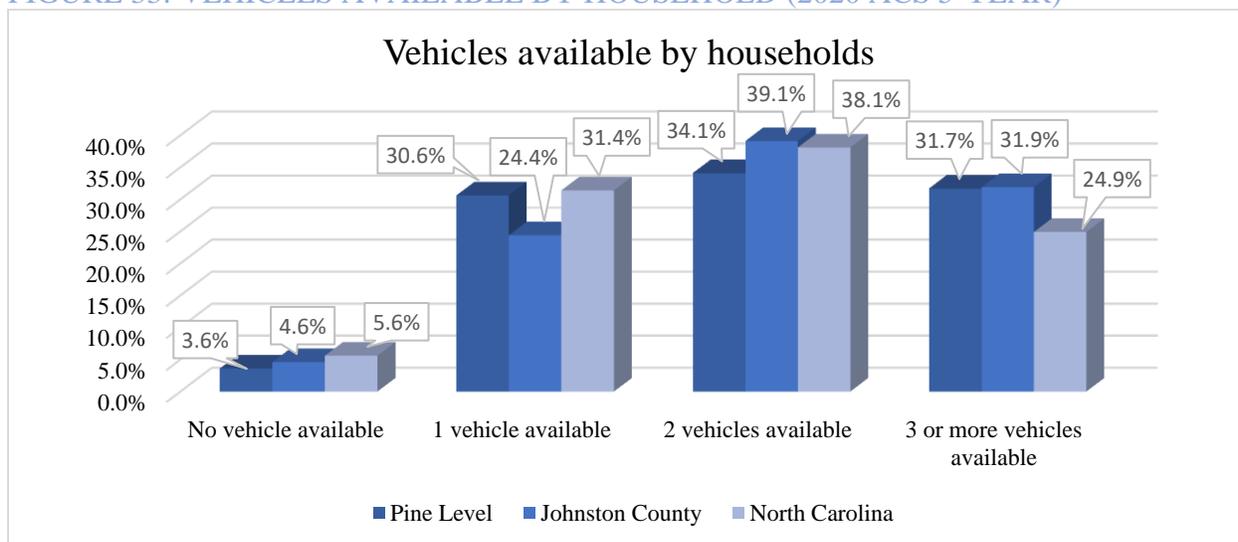


Figure 32 displays the means by which the residents of Pine Level get to their workplace. Pine Level, being a mix of suburban and rural in nature, has naturally higher rates of residents who drive themselves to work. This follows the data provided on travel times to work along with workforce participation in the Town, and it explains the higher rates of driving alone to work for Town residents. The Town could decrease this by offering alternate means of transportation for those working within the Town—bike lanes are a comparably easy to implement option—but due to the current zoning, cars will be needed to navigate and connect the suburban neighborhoods with the Town center and the other municipalities in the region. Making use of higher density zoning in the downtown could be another method aimed at lowering the rate of drivers commuting to work alone, and such a method would help to alleviate traffic within the Town while allowing those without a vehicle (3.6%), or with only one vehicle (30.6%), to be able to effectively navigate the Town and be productive members of the community.

FIGURE 33: VEHICLES AVAILABLE BY HOUSEHOLD (2020 ACS 5-YEAR)



## Economic Sectors and Employment

FIGURE 34: EMPLOYMENT STATUS (2020 ACS 5-YEAR)

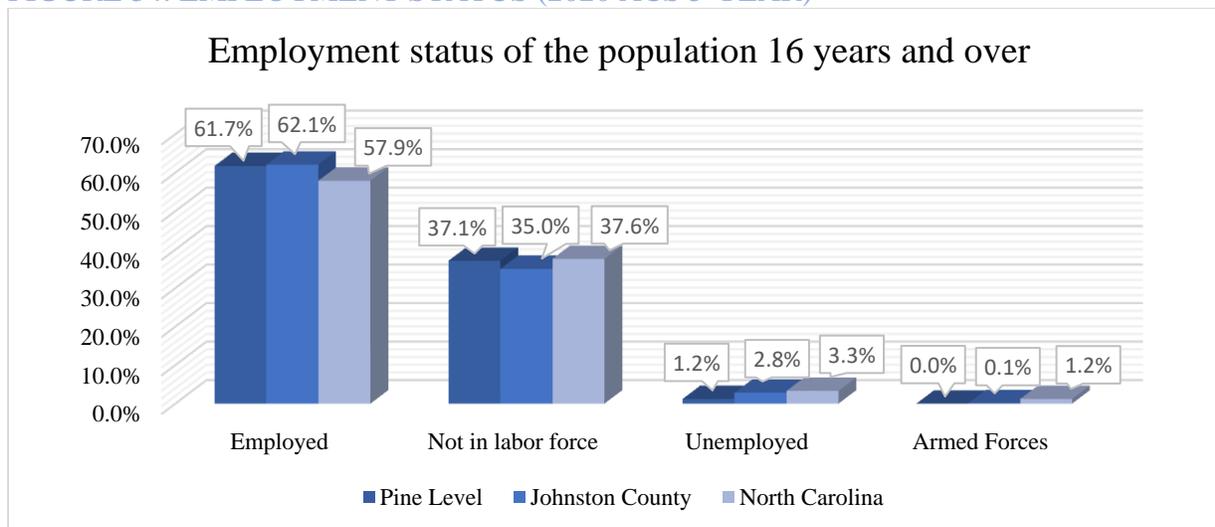


Figure 34 shows that 61.7% of residents of the Town of Pine Level are employed of a total of 62.9% of residents who are actively in the labor force and over the age of 16; 1.2% are unemployed. There is 37.1% of the population who is not in the labor force which is comparable to the State and County. The proportion of residents who are in the labor force and employed is comparable to that of the Johnston County, and it is higher than that of the State. Furthermore, the Town has maintained a very low unemployment rate; however, this could be the result of a lack of jobs in general rather than an active labor force; perhaps an influx of new, local jobs could return a portion of those residents who are not in the labor force back to the labor market. It should also be acknowledged that Johnston County's labor force has risen since the start of COVID which may not yet be seen in the municipal data.

TABLE 3: ECONOMIC SECTORS AND EMPLOYMENT (2020 ACS 5-YEAR)

Economic Sector	Resident Employment Share
Agriculture, forestry, fishing and hunting, and mining	3.5%
Construction	9.3%
Manufacturing	19.8%
Wholesale trade	1.5%
Retail trade	10.8%
Transportation and warehousing, and utilities	5.1%
Information	2.2%
Finance and insurance, and real estate and rental and leasing	4.3%
Professional, scientific, and management, and administrative and waste management services	6.4%
Educational services, and health care and social assistance	24.2%
Arts, entertainment, and recreation, and accommodation and food services	3.3%
Other services, except public administration	5.8%
Public administration	3.8%

In Table 3 and Table 4, it is shown that the residents of Pine Level work primarily in education, healthcare, and social assistance, manufacturing, retail trade, and construction. These economic sectors account for approximately 64.1% of where workers residing in Pine Level work. The remaining 35.9% of workers are arrayed across a variety of sectors and employers as seen in *Table 3* and *Table 4*.

TABLE 4: MAJOR EMPLOYERS IN THE TOWN OF PINE LEVEL

Company	Industry/Sector
Custom Medical Specialties	Manufacturing
Cyn-Mar, Inc.	Wholesale Trade
Dollar General	Retail Trade
General Metals, Inc.	Manufacturing
Pine Level Elementary School	Education
Southern Bank & Trust Co, Inc.	Finance
Town of Pine Level	Government

FIGURE 35: ECONOMIC SECTORS OVER TIME (2010, 2020 ACS 5-YEAR)

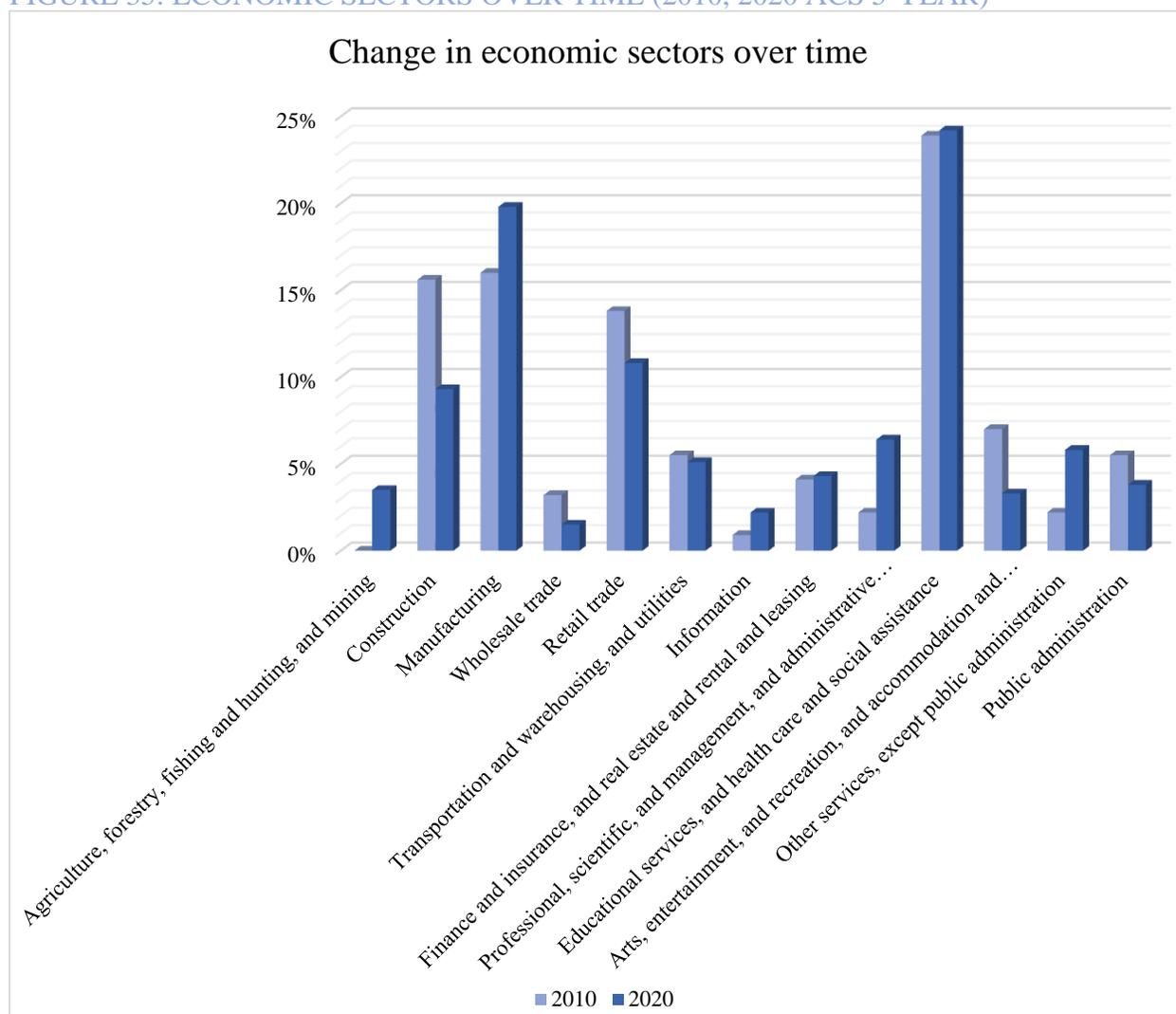


Figure 35 shows the employment share of Pine Level residents in 2010 and 2020. In comparing the employment share over the course of the last decade, it appears that Pine Level has seen a decrease in its residents working in construction (6.3% decrease), wholesale trade (1.7% decrease), retail trade (3% decrease), arts, entertainment, and recreation (3.7% decrease), and public administration (1.7% decrease). Oppositely, the Town has seen increased employment in agriculture et al. (3.5% increase), manufacturing (3.8% increase), information professional et al. (4.2% increase), and other services (3.6% increase). The remaining economic sectors did not experience drastic shifts in employment share. In terms of the change in employment share of certain economic sectors over time, it is noteworthy to see such a large decrease in construction when development continues to increase due to the current housing market and housing demand. While it is outside the scope of this plan, such a change with opposing economic conditions does beg the question of why Pine Level residents have left the construction industry and been dispersed amongst the other sectors listed.

TABLE 5: ECONOMIC SECTORS AND EMPLOYMENT IN JOHNSTON COUNTY (2017 ECONOMIC CENSUS)

Employment Category	Number of Firms	Number of Paid Employees	Sales, Receipts, or Value of Shipments	Annual Payroll
Manufacturing	103	6182	\$ 2,431,321,000.00	\$ 373,321,000.00
Wholesale Trade	105	1291	\$ 1,100,329,000.00	\$ 66,809,000.00
Retail Trade	416	8051	\$ 2,247,466,000.00	\$ 182,367,000.00
Transportation and Warehousing	129	1388	\$ 281,827,000.00	\$ 66,314,000.00
Finance / Insurance	117	918	\$ -	\$ 51,587,000.00
Real Estate, Rental & Leasing	105	457	\$ 134,458,000.00	\$ 18,167,000.00
Professional, Scientific & Technical Services	243	1072	\$ 124,327,000.00	\$ 47,085,000.00
Administrative, Support, Waste Management & Remediation Services	205	1985	\$ 189,762,000.00	\$ 63,781,000.00
Healthcare / Social Assistance Services	280	6077	\$ 605,889,000.00	\$ 251,934,000.00
Arts, Entertainment & Recreation	34	276	\$ 14,842,000.00	\$ 4,470,000.00
Accommodation & Food Services	241	5881	\$ 313,949,000.00	\$ 81,259,000.00
Other Services (Except Public Administration)	190	833	\$ 87,781,000.00	\$ 22,516,000.00
Total	2168	34411	\$ 7,531,951,000.00	\$ 1,229,610,000.00

Table 5 shows the results of the 2017 Economic Census in Johnston County. As a whole, Johnston County produces \$7.5 billion in sales, receipts, or the value of shipments amongst its 2,168 firms. In terms of sales, the largest economic sectors in the County are manufacturing (\$2.4 billion), wholesale trade (\$1.1 billion), and retail trade (\$2.2 billion) by far. The largest industries in Johnston County are followed by healthcare and social assistance services (\$605 million), transportation and warehousing (\$281 million), and accommodation and food services (\$313 million). It is these industries that currently form the backbone of the County's economic output and will thus shape prospective opportunities for the Town as part of the wider economic sphere of the County. While the Town should remain aware of certain expanding industries in the County, it would be beneficial for the municipal boards and residents to begin to formulate an idea of the economic opportunities they would like to pursue in the coming future.

Identifying the current economic strengths of the County are significant for anticipating future economic opportunities; however, it is also important to look for areas open for improvement which could help differentiate Pine Level from its neighbors. These services could include the

arts, entertainment, and recreation; professional, scientific, and technical services; and other more niche services. In particular, encouraging the development of arts, entertainment, and recreation could help to differentiate Pine Level and increase its attractive value for non-residents to come and spend money in the Town.

In order to better visualize the results of the 2017 Economic Census, the following figures show various measures pulled from the data in Table 5.

FIGURE 36: ECONOMIC SECTORS AND EMPLOYMENT (2020 ACS 5-YEAR)



FIGURE 37: ECONOMIC SECTORS AND EMPLOYMENT (2020 ACS 5-YEAR)

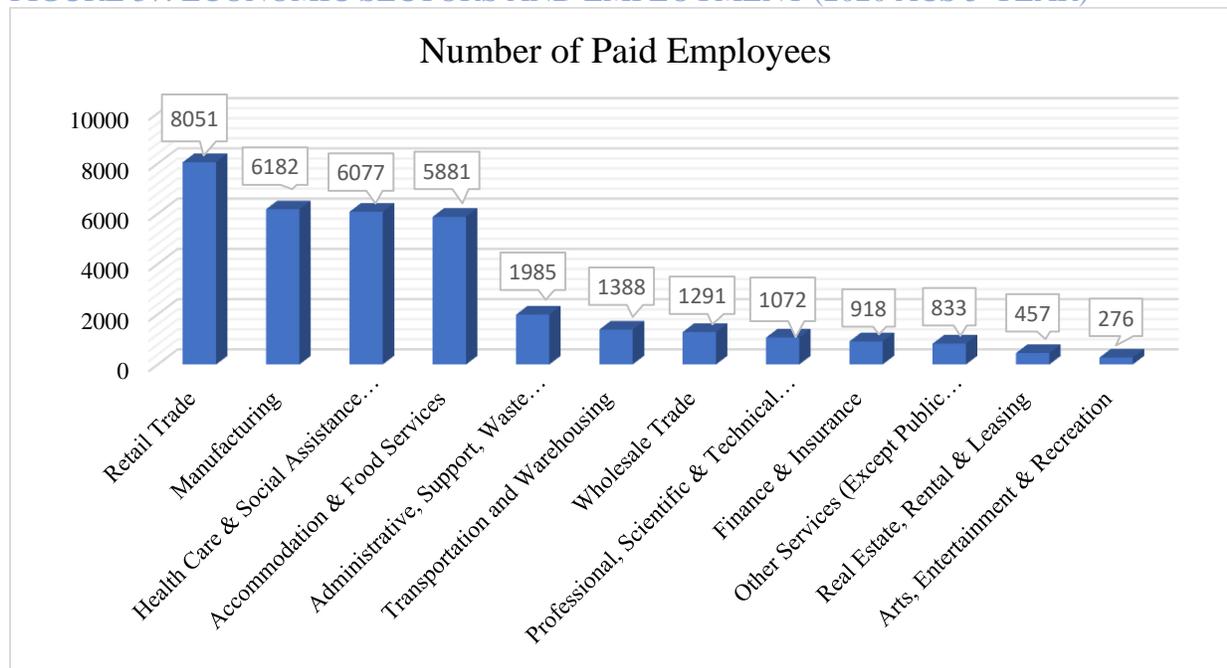


FIGURE 38: ECONOMIC SECTORS AND EMPLOYMENT (2020 ACS 5-YEAR)

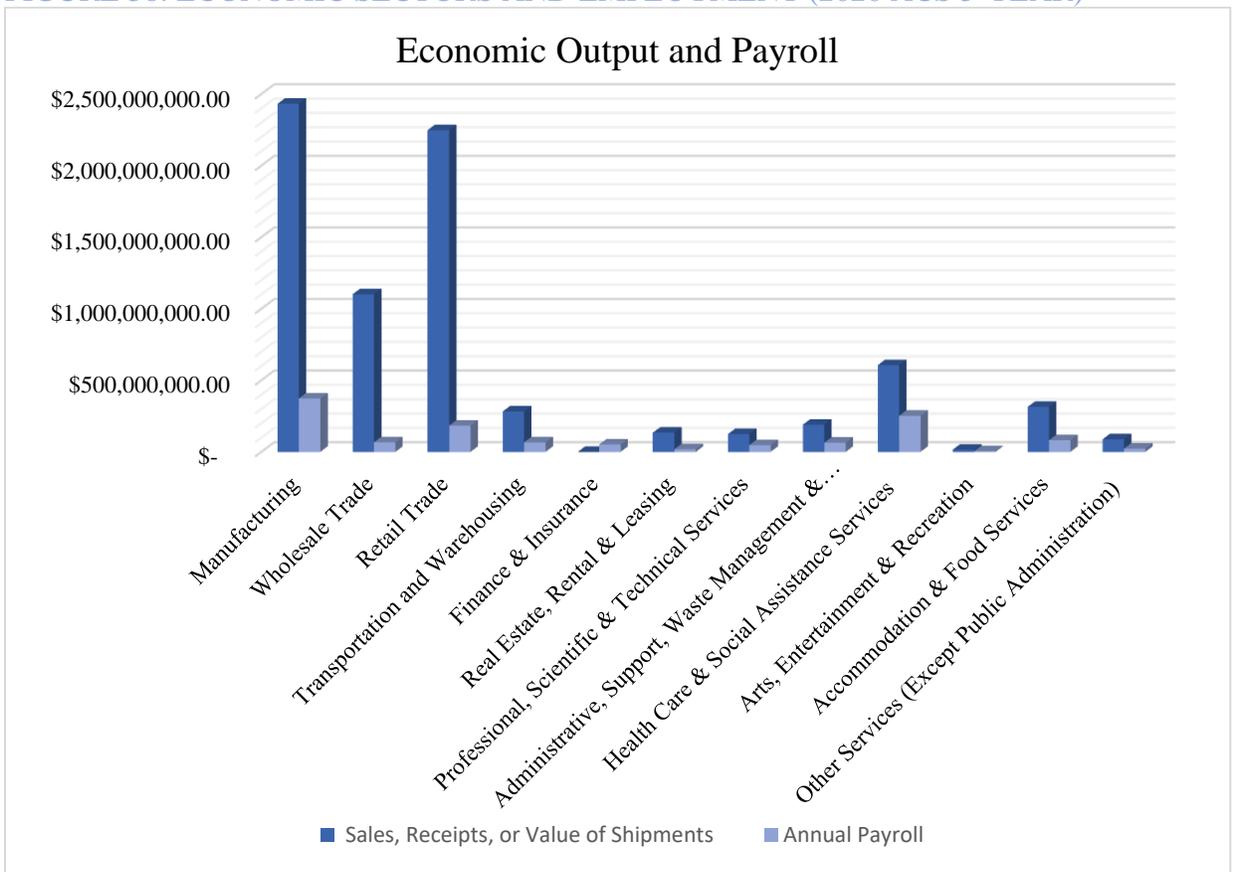


FIGURE 39: INFLOW / OUTFLOW JOB COUNTS FOR THE TOWN OF PINE LEVEL (2019 LEHD; ONTHEEMAP)

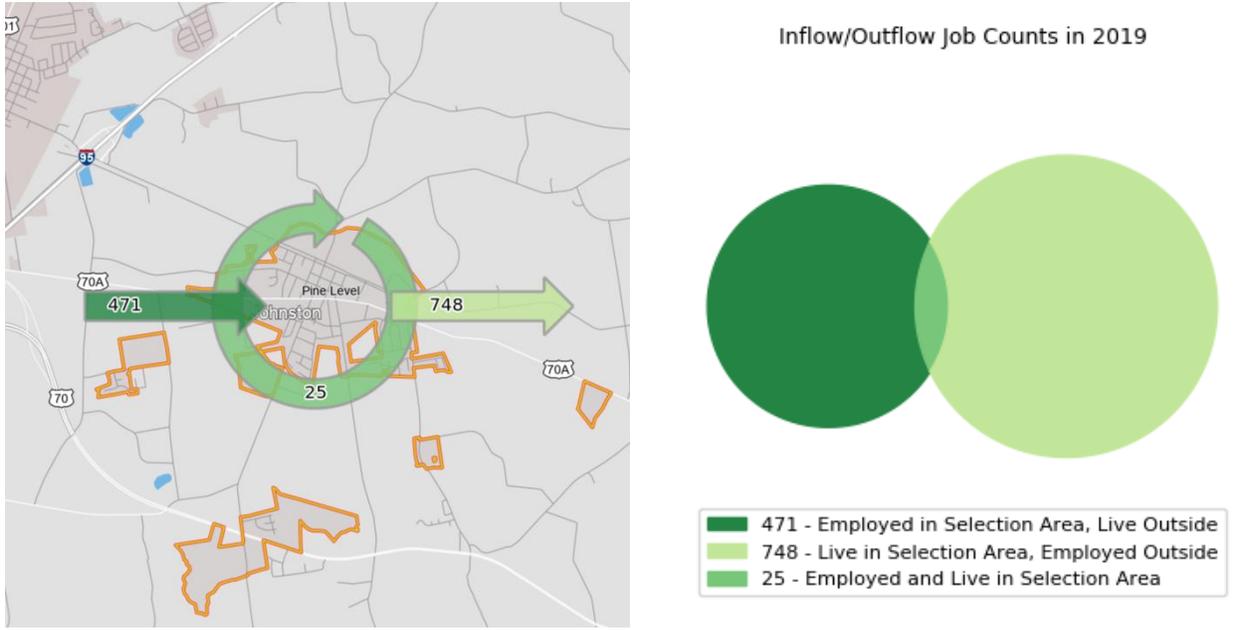


FIGURE 40: INFLOW / OUTFLOW JOB COUNTS FOR JOHNSTON COUNTY (2019 LEHD; ONEMAP)

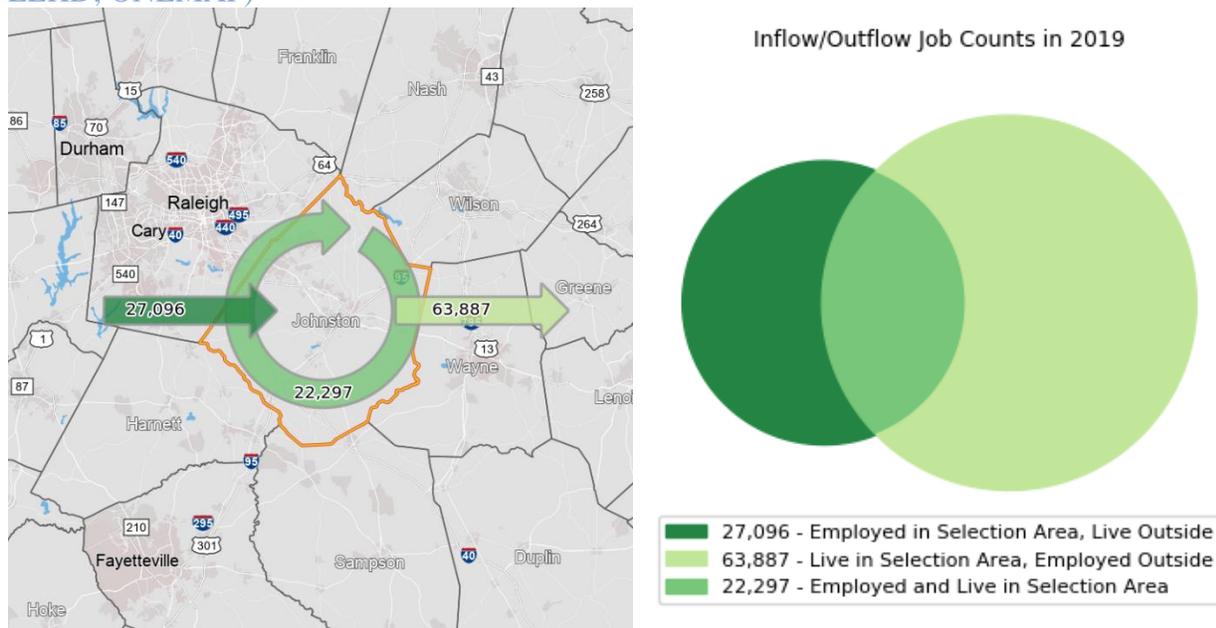


Figure 39 and Figure 40 show the inflow/outflow job counts for the Town of Pine Level and Johnston County. This form of analysis allows one to understand the number of jobs in a geographic area and who is occupying those jobs. In Pine Level, 748 residents leave the Town for work while 471 residents come into the Town for work. According to the data from the Longitudinal Employer-Household Dynamics dataset, only 25 residents of Pine Level remain in the Town for work. Such a low number of residents who remain in the Town for work and the divergence between the inflow and outflow for the Town suggests that there is a lack of quality jobs in the Town of Pine Level which forces residents to seek jobs outside the Town while nonresidents with either specific expertise or lack of education or experience find their way into the jobs that the Town does need filled. This is a problem in smaller municipalities, and for Johnston County as a whole; however, the County's inflow and outflow counts are likely affected by certain municipalities' proximity to Raleigh and Durham. In order to remedy this situation, the Town needs to work diligently to revitalize its greatest economic asset—its downtown and main street. Furthermore, the Town could explore the idea of adding cooperative workspaces and even Town Wi-Fi so to encourage remote workers and small-business owners to expand into the Town.

# Land Use and Current Development Patterns

## Land Use and Zoning

FIGURE 41: STUDY BOUNDARY AND PLANNING JURISDICTION

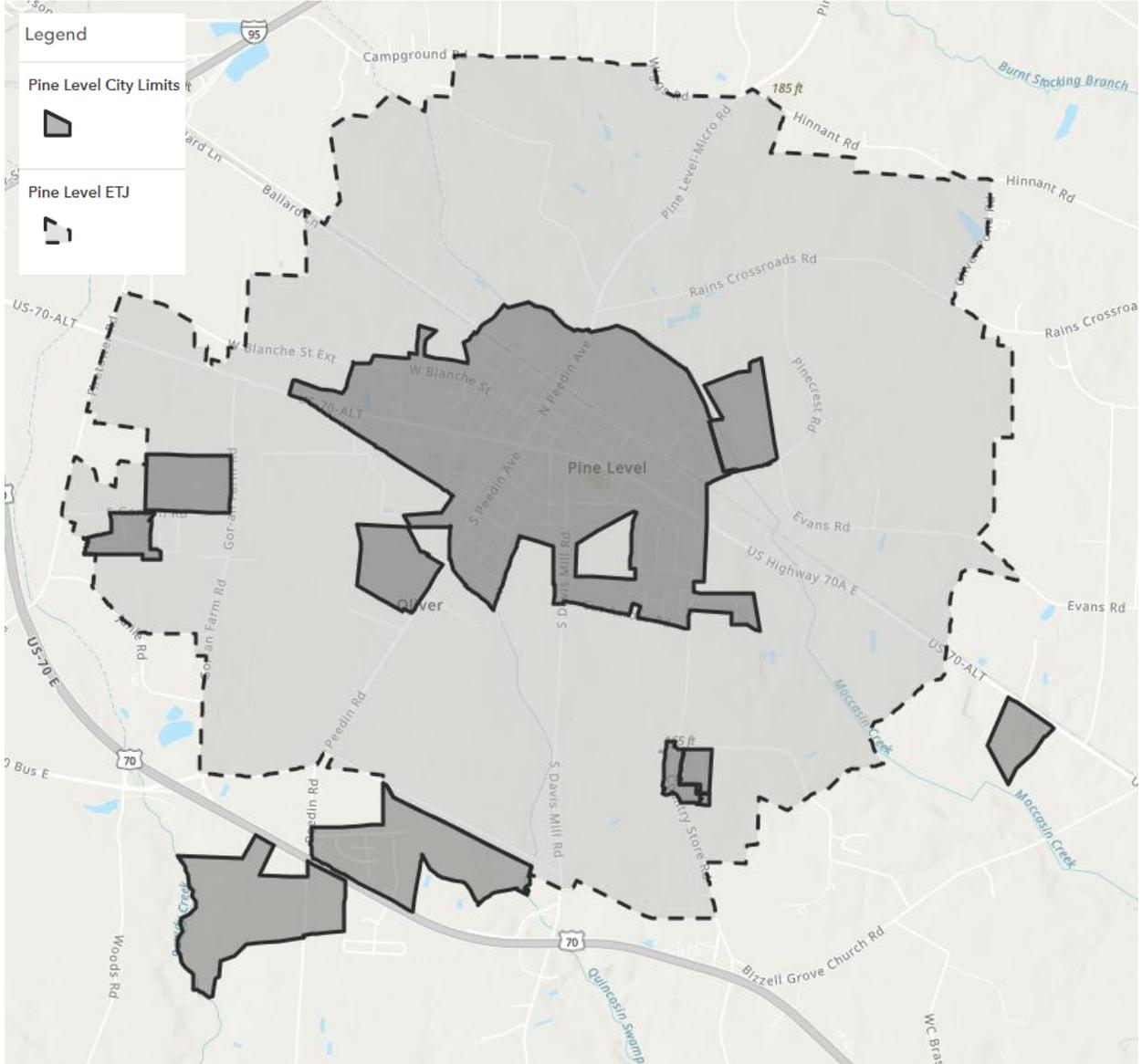
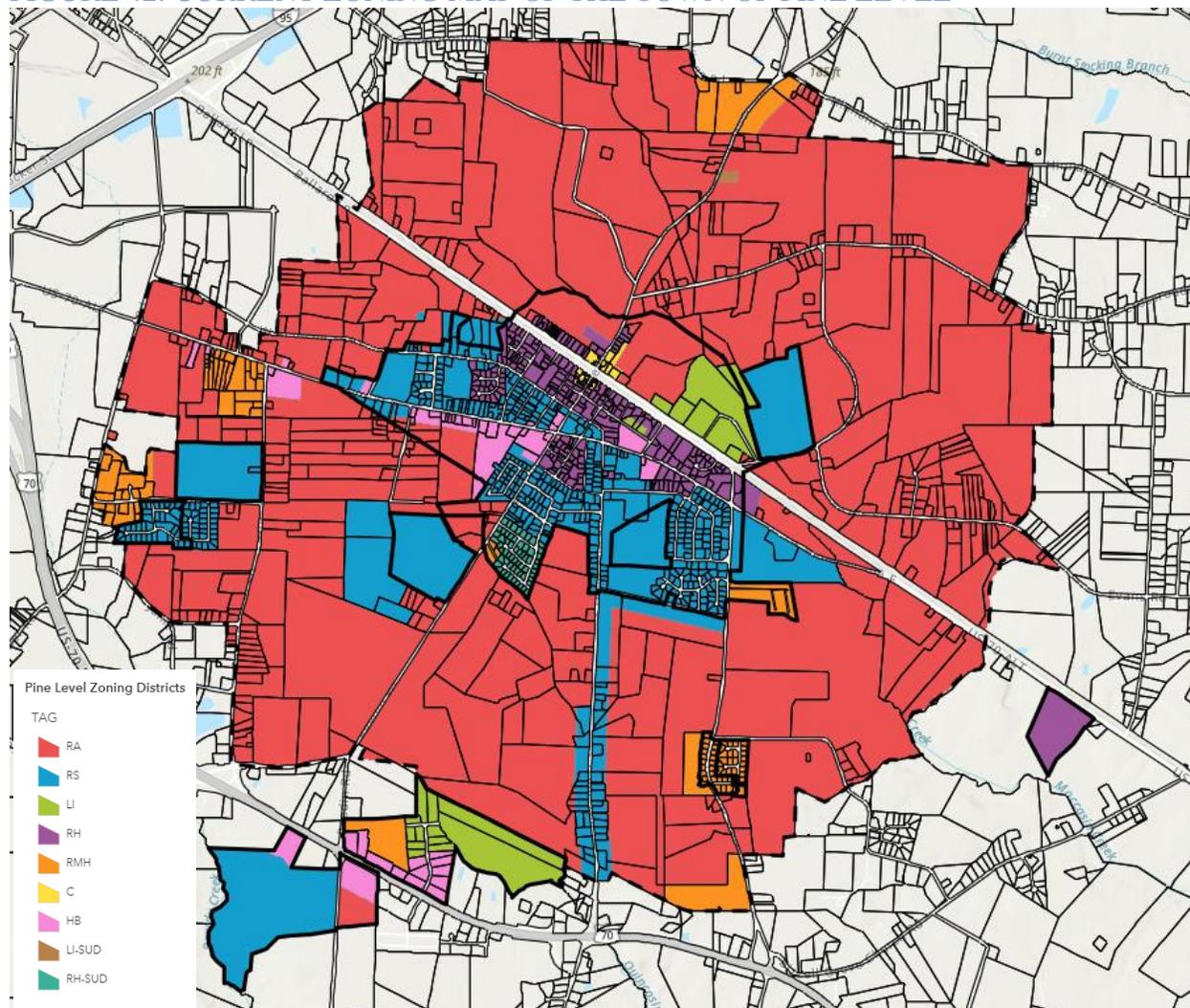


Figure 41 shows the planning jurisdiction for the Town of Pine Level which will serve as the boundary for this study. The solid line in Figure 37 shows the areas of the Town within city limits while the dotted line shows the extraterritorial jurisdiction for the Town of Pine Level. As seen in the map above, the Town has annexed several areas on the edge and outside of its ETJ which will force the Town to geographically extend its service offerings to the in-town residents who live outside of the Town’s ETJ. Additionally, while services will need to be provided to these satellite annexations, the Town cannot extend its ETJ from these satellite annexations as

the geographic limits of the ETJ can only extend one mile from the Town's primary corporate boundaries.

FIGURE 42: CURRENT ZONING MAP OF THE TOWN OF PINE LEVEL



The current zoning within the Town of Pine Level is largely dominated by Residential Agricultural (RA) and Residential Subdivision (RS) in all directions emanating from the Town center. These two residential districts, RA and RS, make up the majority of the Town's current residential land-use. The other prominent residential districts are the Residential Mobile Home (RMH) district and the Single and Multifamily (RH) district. The RH district has been at the center of several contentious developmental decisions in the Town, as the special uses listed for this district, and their accompanying design characteristics, have made the RH district an effective roadblock to any higher-density development. Furthermore, based on the previous Future Land Use Map, the medium-density land-use category that covers much of the previous map would allow for large parts of the Town, extending into current RA-zoned areas, to be rezoned to medium-density residential lots of 10,000 square feet. The Town needs to implement greater clarity for the RH zoning district such that future subdivisions are not able to use the

medium-density land-use designation to rezone large parts of the Town for 10,000 square-foot subdivisions.

FIGURE 43: SINGLE-FAMILY ZONING IN THE TOWN OF PINE LEVEL

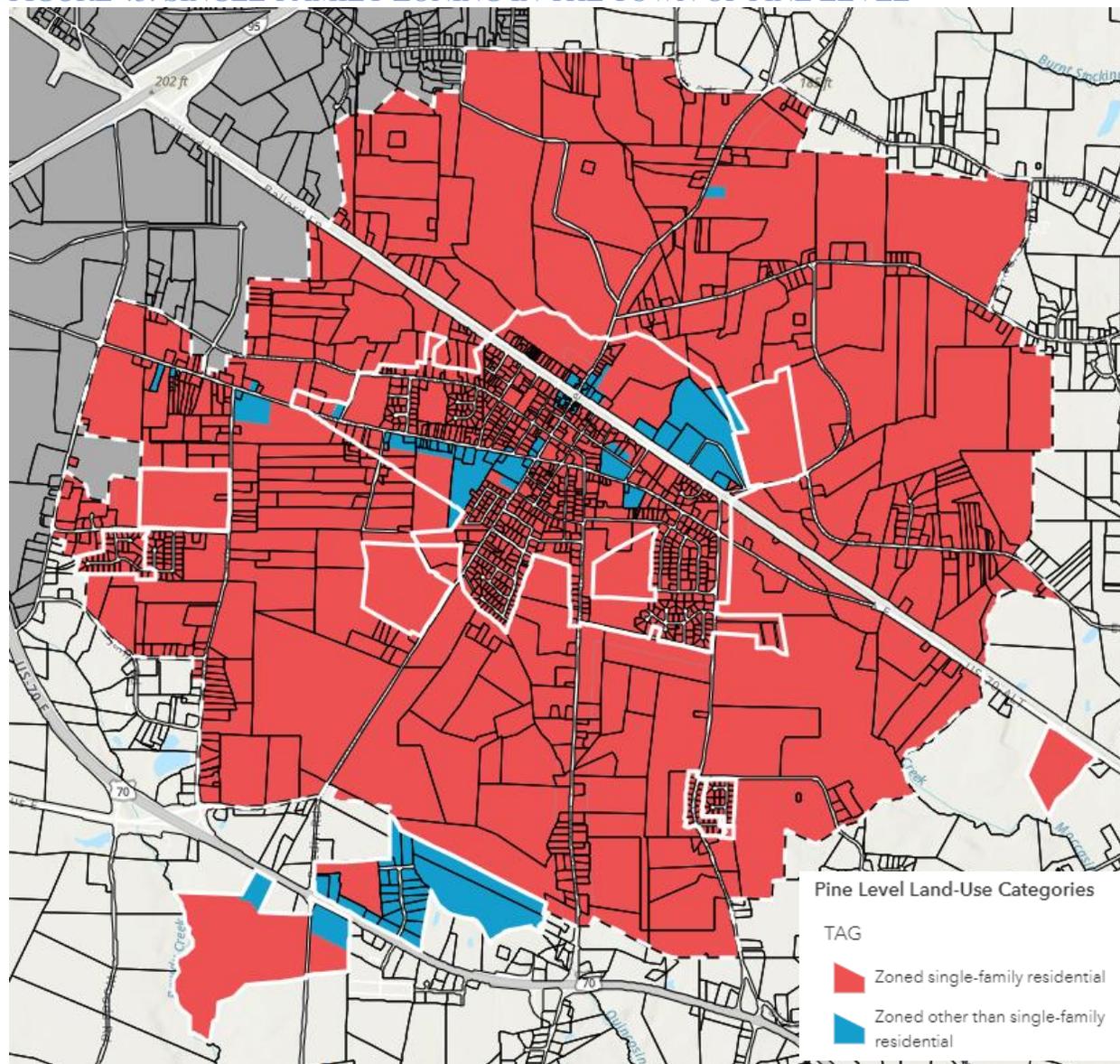
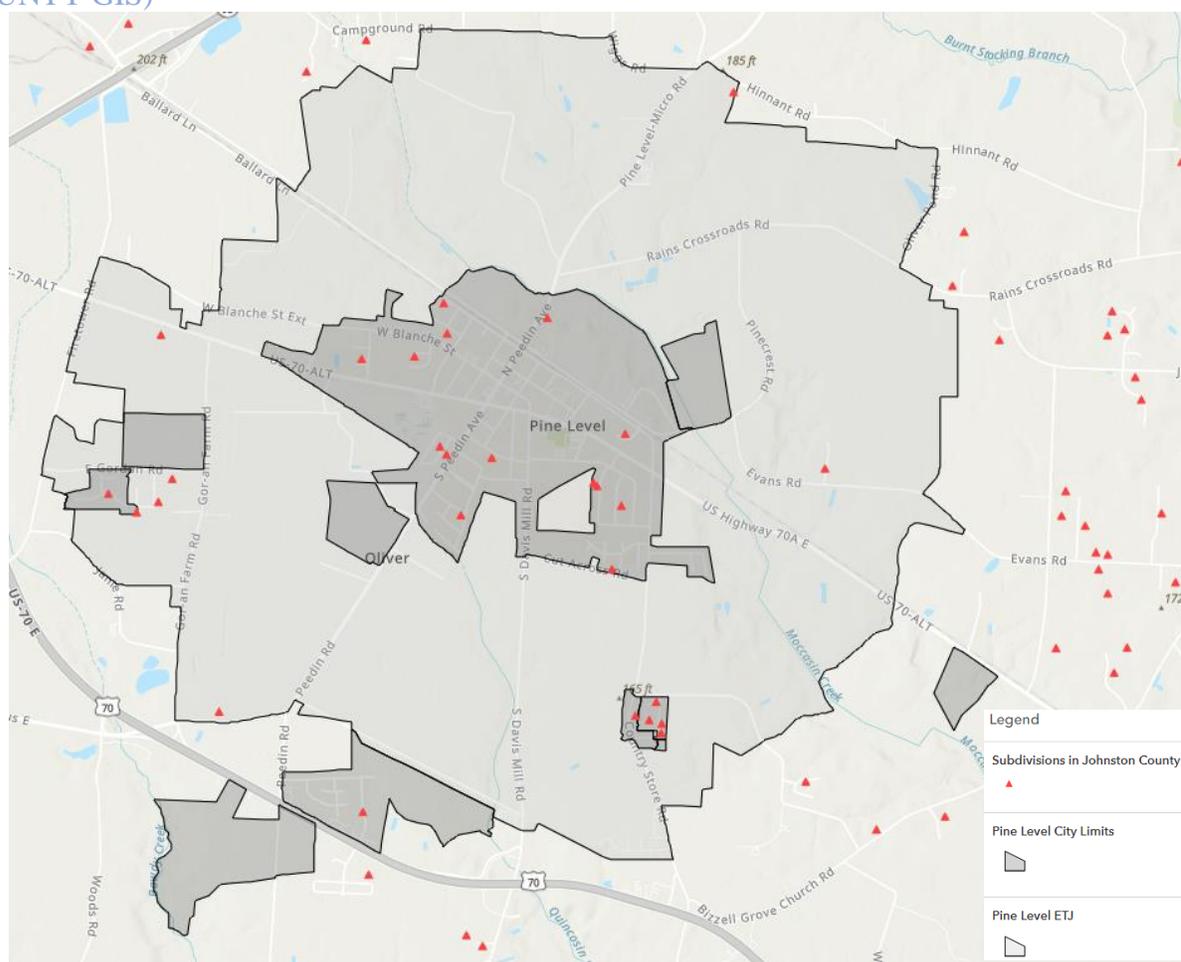


Figure 43 shows the land-use dedicated to single-family zoning in the planning jurisdiction of the Town of Pine Level. The Town has been overwhelmingly zoned for single-family residential which can be problematic in regard to economic development and the cost of servicing these properties for the Town. Pine Level must seek to expand commercial and industrial land-use designations so to be able to afford the costs associated with suburban development: fire, police, roads, water, sewer, and any other incidental costs that may arise. Currently, the Town has given developmental approval to several subdivisions that will be effectively subsidized by the Town because of their lack of connectivity. If subdivisions, and single-family developments, are not connected as part of an overarching road network, then the Town is effectively paying to

maintain those residents' driveways—cul-de-sacs are publicly-funded driveways for the Town's wealthiest residents. Therefore, the Town should seek to enforce stricter design criteria for single-family residential developments so to ensure their connectivity and value to the Town as a whole.

The Town should also seek to develop its commercial assets; its historic downtown areas, its frontage along Highway 70 and close proximity to Interstate 95, and its close connection with Smithfield and Selma. Additionally, the Town could explore options for enforcing design criteria related to conservation subdivisions such that the Town could retain more of its rural, farming heritage. If the Town implemented conservation subdivisions, such design criteria would require developers to leave large areas of open, natural space when designing new subdivisions within the Town meaning that the Town would no longer be inundated with “cookie-cutter” subdivisions placed on the smallest possible lot size for its zoning district. Figure 44, seen below, shows the location of subdivisions that have occurred within the Town of Pine Level in the past three decades. The number of subdivisions within the Town limits, and on prime commercial areas, is concerning when thinking of future economic development within the Town and the tax liabilities that will occur if subdivisions and annexations continue at historical rates.

FIGURE 44: SUBDIVISIONS WITHIN THE TOWN OF PINE LEVEL (JOHNSTON COUNTY GIS)





can be assumed that the traffic that enters Pine Level is more localized; however, there is still a high relative volume of traffic using US-70 Alt as a through road through Pine Level—roughly 5300 cars on average enter the Town per day and 2600 leave the Town on US-70 Alt. With increased economic development of the downtown along Main Street, and with improved traffic calming, the Town could effectively funnel this local traffic into small businesses while decreasing noise, speed, and danger posed to pedestrians throughout the Town. Furthermore, the Town could begin planning its future land uses surrounding Future I-42 so to gain access to those commuters who will make use of the new interstate—annexing land around US-70 and extending the Highway Business and Industrial districts to prepare for future growth.

## Natural Resources

FIGURE 46: WATER FEATURES (JOHNSTON COUNTY GIS)

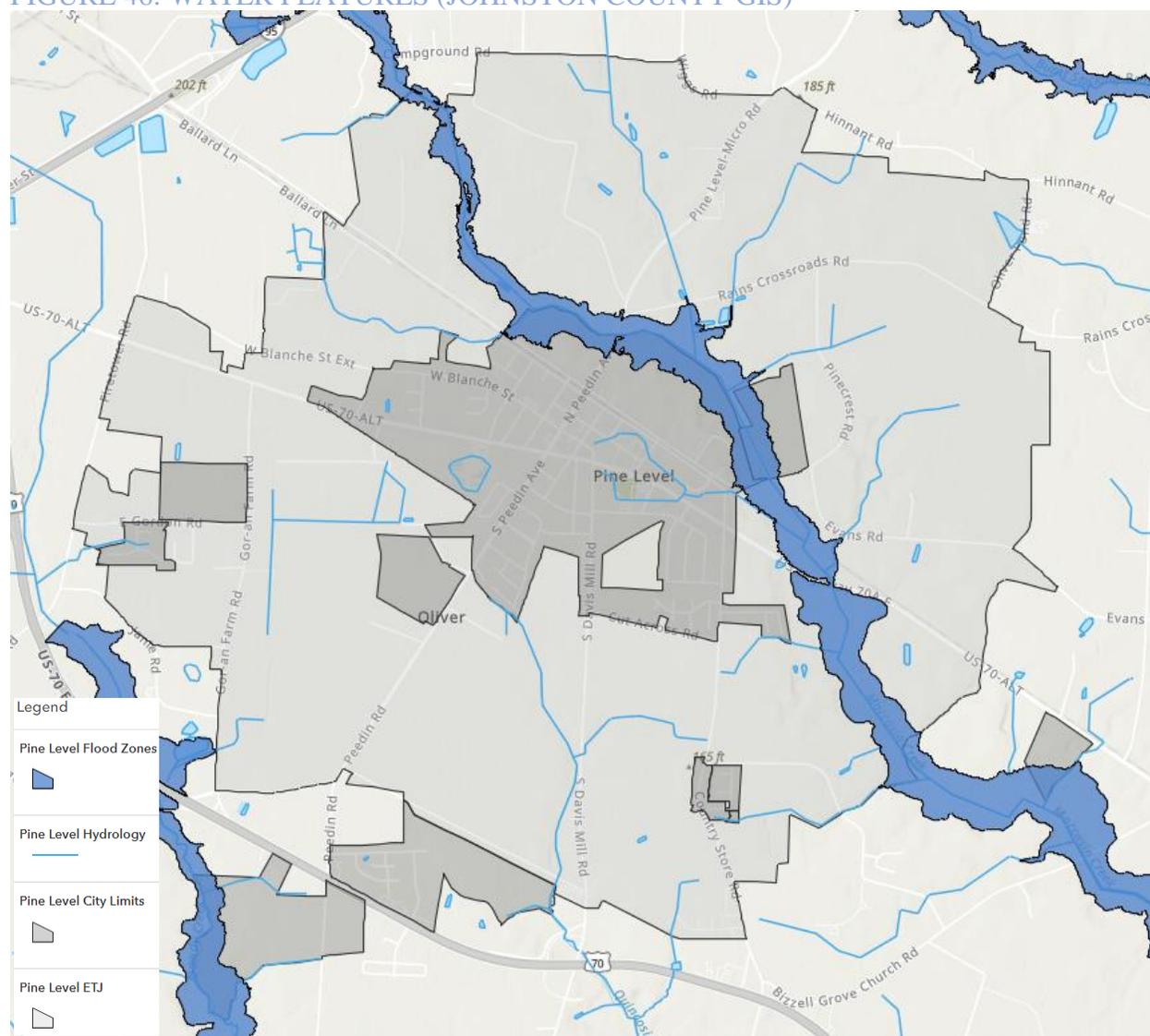


Figure 46 shows water features within the Town of Pine Level. The largest water feature found in the Town is that of Moccasin Creek which runs along the Northern boundary of the Town

limits and continues through the ETJ. Additionally, Bawdy Creek runs along the satellite annexations in the southern portion of the Town. While these waterways have a lesser impact on the planning decisions of the Town, acknowledging the existing natural water features within the Town and its ETJ could help to identify areas prone to stormwater issues and flooding. Additionally, the Town could expand conservation efforts so to prioritize natural life and fauna surrounding these waterborne ecosystems. The could similarly explore the idea of acquiring land surrounding these water features to expand the Town’s parks to include a greenway along the creek—an idea seen in the Comprehensive Plan Survey.

These water features are matched closely with the wetlands classified under the National Wetland Inventory by the U.S. Fish and Wildlife Service seen in Figure 42.

FIGURE 47: NWI WETLANDS (U.S. FISH & WILDLIFE SERVICE)



FIGURE 48: SOIL HYDROLOGY (JOHNSTON COUNTY GIS)



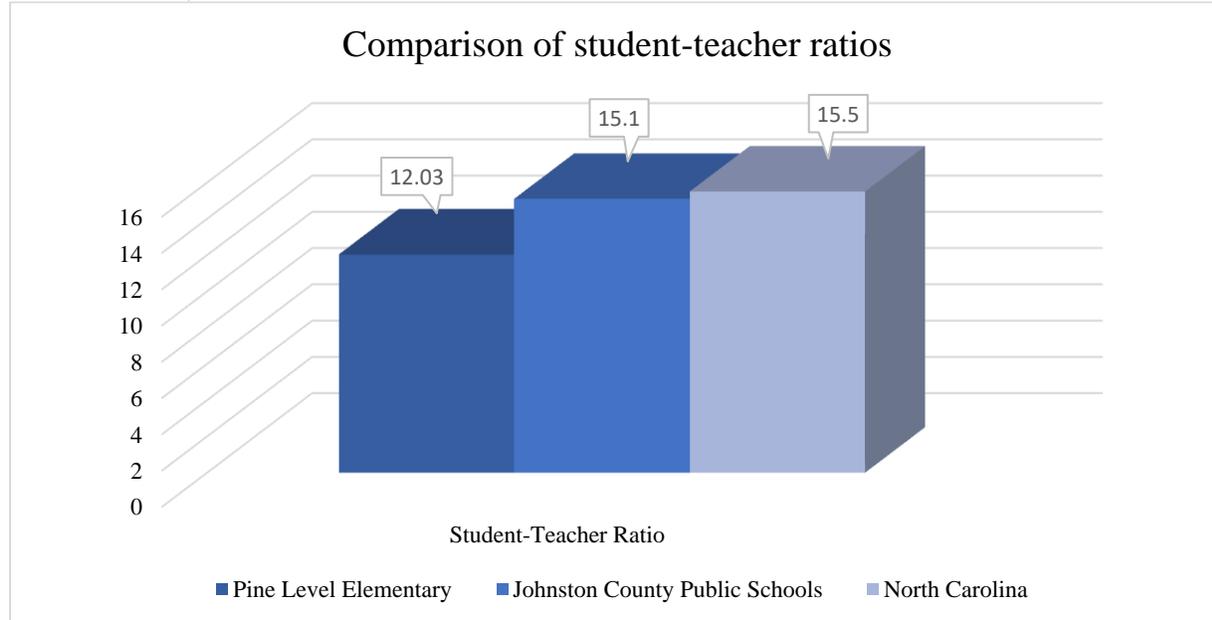
Figure 48 shows the available water storage for the Town of Pine Level and its ETJ. Available water storage estimates the quantity of water that soil is capable of storing for use by plants, and in terms of this map, it offers guidance into the types of plants, irrigation systems, and field capacities. As shown in the figure, the soil to the West and Southwest of Town has the highest available water storage estimates which suggests its quality for agricultural production and need for conservation in regard to future development. Alternatively, to the East, the figure shows that the soils along the Moccasin Creek lacks available water storage which reinforces its flooding issues that the Town should be aware of in permitting future developments.

## Cultural Resources

### Schools

Public schools in the community are provided by Johnston County Schools. Currently, the Town hosts one elementary school near the downtown on Blanche Street. Pine Level Elementary hosts 367 students from pre-kindergarten to the fifth grade, and it has 30.5 full-time classroom teachers which provides the school with a student-teacher ratio of 12.03 which is well below national and state student-teacher ratios.

FIGURE 49: STUDENT-TEACHER RATIOS (NATIONAL CENTER FOR EDUCATION STATISTICS)



### Historic Resources

The Town currently lacks any buildings on the National Register of Historic Places; however, the properties located in the historic downtown could offer an opportunity for the Town and its residents to promote historic preservation while offering incentives for the revitalization of historic properties. Furthermore, this first step of this process has already been undertaken as the majority of the downtown is on the National Register of Historical Places Study List which usually leads to placement upon the National Register if those property owners apply.

### Communal / Civic Spaces

The Town lacks many communal spaces beyond the parks and athletic fields operated by the Town. Additionally, the parks and athletic fields are somewhat disconnected from the rest of town due to a lack of sidewalk infrastructure. An area for future growth could come in the form of a dedicated community center, library, or central plaza that would promote the community and interaction amongst its residents along with sidewalk and bike path connectivity to allow for more walkability.

# Community Engagement

## TOWN OF PINE LEVEL FUTURE LAND USE SURVEY

### The Future Land Use Plan Survey

From March to May of 2022, the Town published a survey to allow the residents of Pine Level to provide feedback on potential land use goals considered by the Town for its Future Land Use Plan. The results of this survey are recorded in Appendix A and the vision word exercises are shown in the word cloud below. This survey was used extensively in crafting the Town's future land use goals.

### Vision Word Exercise

In this exercise, Town residents were asked to write down three words that represented their "ideal vision" for the future character of the Town of Pine Level over the next ten years. These responses were then compiled and displayed in a "word cloud" where the size of words is relative to the number of times it was submitted as a response (the larger the word, the more often it was used). As can be seen, the most common responses from Town residents were: neighborly, growth, friendly, quiet, and safety.



## Land Use Goals for the Town of Pine Level

### Preserved and celebrated small-town charm, scale, and community roots

- Encourage building designs that are consistent with the size, scale, and historic nature of surrounding buildings.
- Proactively use regulatory mechanisms such as nuisance, minimum housing, zoning, and junk vehicle ordinances to ensure continued maintenance and upkeep of properties, including the use of condemnation when appropriate.
- Revisit sign regulations to ensure standards are content-neutral, of appropriate size and scale, consistently applied, and effective for reducing visual sign clutter.
- Reevaluate sign regulations and code enforcement procedures to ensure prompt notifications and timely follow-up with property owner
- Maintain downtown Pine Level as the center of the community's civic life through the continued siting of public buildings, parks, and other civic institutions within the downtown area.
- Support redevelopment, business attraction, maker space, and small business incubation activities in Pine Level, to attract jobs, grow the Town's tax base, and retain a sense of place.

### Coordinated, intentional, and well-planned growth and development

- Encourage proximity between higher-intensity residential uses and commercial, industrial, and mixed-use areas, in order to maximize infrastructure efficiency.
- Promote development patterns that allow safe and convenient access between residential areas and shopping, services, community amenities, recreation, and public facilities; prioritize road networks and connectivity.
- Encourage future development to occur within the existing town limits, or in designated growth areas with access to existing water and sewer services, transportation infrastructure, and other community facilities; encourage infill development.
- Discourage high-intensity development in outlying areas of the Town's extraterritorial jurisdiction; discourage extension of water and sewer services into areas designated as rural.
- Discourage "cookie-cutter" subdivisions and speculative housing developments (identical houses equally spaced apart with matching landscaping built to maximize profits for the developer) within the Town; examine the possibility of implementing sewer allocation limits for certain development types.
- Encourage increased intensity within the downtown to promote growth without harming the Town's natural, historic, and agricultural resources
- Plan for continued growth and development that improves the quality of life within Pine Level—growth that improves the community rather than growth for growth's sake.
- Capitalize on the proximity of Pine Level to other job centers such as Smithfield, Selma, Raleigh, and Goldsboro, and the number of commuters coming from and passing through Pine Level daily.
- Coordinate with Johnston County and neighboring municipalities to encourage consistency of planned growth goals, density, and type at the edges of Pine Level's planning jurisdiction

## Protection of open space and critical natural features

- Encourage and promote the preservation of significant open spaces, wetlands, floodplains, and stream corridors in their natural condition.
- Encourage conservation subdivisions as a technique for the preservation of sensitive natural resources and an opportunity to create usable recreational space.
- Limit and/or mitigate the negative impacts of development on the environment.
- Consider partnering with the State, other local governments, or land trusts on the acquisition of land/easements for preserved open spaces and greenway corridors (Moccasin and Bawdy Creeks).
- Balance the need to conserve land while allowing purposeful, quality development in strategic locations to meet the needs of Pine Level residents, visitors, and businesses.

## Ample employment opportunities and support for business development

- Discourage industrial development in and near established residential areas, and in areas that would create or exacerbate truck traffic through the downtown area or residential neighborhoods.
- Consider proactive zoning of anticipated industrial growth areas to enhance their marketability and prevent incompatible uses from arising; identify, support, and promote sites for new and growing employers.
- Ensure that industrial development is appropriately buffered from neighboring land uses through buffer and screening requirements.
- Encourage non-residential development that is aesthetically pleasing and meets the market and economic development needs of the community; promote emerging green industries when possible.
- Encourage agricultural land use in rural areas of the Town's planning jurisdiction.
- Encourage infill "cottage industries" (small-scale, low-intensity manufacturing) in the downtown when appropriate and congruent.

## Vibrant commercial areas that provide a variety of goods, services, entertainment options, and amenities

- Promote infill commercial development and adaptive reuse of vacant/underutilized buildings within existing commercial areas, particularly in downtown Pine Level and in areas near the downtown.
- Promote local small business development and business organizations in the community.
- Allow development in the downtown to have significantly reduced on-site parking requirements; facilitate agreements with existing property owners who hold large areas of parking.
- Encourage commercial retail and service uses in suitable areas of Town as denoted on the Future Land-Use Map; differentiate between low-density highway commercial uses and medium-density commercial uses in the downtown.
- Encourage mixed use developments that include both residential and commercial uses within a single project, including second-floor residential (e.g., housing above retail/office).
- Encourage retail, entertainment, restaurants, and other active uses within the downtown area.

- Consider opportunities for the Town to invest financially in preservation and rehabilitation/reuse of historic structures; opportunities for public-private partnerships would offer excellent means to accomplish such redevelopment while lessening the financial investment on the side of the Town and grants are available for certain projects.
- Explore opportunities to annex land and extend low-density commercial and industrial zoning designations to the areas surrounding Future I-42.

### A well-connected multi-modal transportation system

- Construct transportation facilities with a multi-modal perspective, addressing not only automobile needs but also pedestrian, bicyclist, transit, and freight needs.
- Pursue opportunities to make the Town more attractive for walking and bicycling through amenities such as wayfinding signage, streetscape and landscaping improvements, and the construction of sidewalks, greenways, bike lanes and other facilities.
- Promote walkable, connected development patterns that help reduce the volume of automobile traffic.
- Construct traffic calming measures along through roads to lower the speed of traffic and increase pedestrian safety; maintain narrow, local streets to prevent induced demand coming from US Hwy 70.
- Control the spacing, number, and location of driveways to improve traffic flow and roadway congestion.
- Encourage the planting of street trees along public rights-of-way and general street beautification.
- Continue coordination with Johnston County and nearby jurisdictions on work to create common standards for development along major highway corridors.
- Considering expanding industrial uses near existing railroad infrastructure; grants are available for certain kinds of economic development in relation to the railroad.

### High-quality parks and recreational facilities that are accessible to all

- Ensure parks, greenways, bicycle and pedestrian facilities, and community centers/facilities are located conveniently throughout the Town and connected to each other and the surrounding neighborhoods in a way that ensures broad access.
- Consider using fee-in-lieu payments by new developments to pay for the development and expansion of parks and recreation facilities.
- Provide both passive and active recreational opportunities for Pine Level residents by protecting natural resources that have recreational, environmental, or aesthetic value.
- Consider development of a Parks and Recreation Master Plan to serve as a guiding document for parks, recreation, and greenway operations and capital investments in future recreation facilities; alternatively, consider the development of a Capital Investment Plan to track future investments by the Town into Parks and Recreation capital projects.

### Protected and preserved historic and cultural resources

- Recognize the importance of historic sites and events in the Town of Pine Level and work towards placing historic sites on the National Historic Register of Places.

- Encourage historic buildings to be adapted and reused as appropriate to ensure they retain their historical significance but also remain active and contributing elements of the community; educate homeowners and developers on federal and state historic rehabilitation tax credits.
- Encourage the conservation of historic buildings that contribute to the integrity and character of their neighborhoods.

### Adequate supply and high quality of housing

- Encourage residential development in areas identified as suitable for that use on the Future Land Use Map, and at appropriate densities as identified on the map.
- Ensure an adequate supply of appropriately zoned residential land to meet anticipated growth needs; recognize the increasing difficulty for families in achieving homeownership and act proactively to maintain a stock of multiple types of housing at varying levels of affordability.
- Pursue grants and funding opportunities related to housing rehabilitation, homeownership education, and energy efficiency; consider partnerships with organizations that provide housing-related services and program
- Encourage the development of a mixture of housing types, including both owner- and renter-occupied units and both single-family and multi-family units; multi-family units should be located in areas shown as appropriate for higher-density residential uses on the Future Land Use Map.
- Discourage the development of manufactured home parks and require rigorous standards for this use.
- Explore partnerships with nongovernmental or community organizations working to advance affordable housing initiatives compatible with Town objectives, such as Habitat for Humanity, community colleges, and economic development agencies.
- Encourage infill development of second-floor residential in the downtown; zone the downtown to allow infill multi-family housing types (two-unit apartments, row homes, duplexes, triplexes, quadraplexes)

### Informed, engaged, and active residents that represent a variety of neighborhoods and citizen groups

- Proactively reach out to engage with community groups and citizens on planning, code enforcement and development-related issues.
- Strive for equitable and inclusive processes and outcomes; consider offering town documents in both English and Spanish.
- Encourage equitable representation on Town-appointed boards and committees
- Livestream and publish recordings of all town meetings online; including both Planning Board and Town Board meetings.

### Regulations that are consistent with the Town's vision

- Ensure that the Town's Unified Development Ordinance provides adequate standards and requirements to reflect the vision and goals of this plan.
- Amend ordinances as needed to address changes in physical, social, or environmental circumstances that make existing regulations unnecessary, outdated, or obsolete; or to

accommodate new uses or situations that arise and are not clearly covered by existing ordinances.

- Modify ordinances to be more understandable and user-friendly when possible; ensure that the ordinances are consistent both internally and in regard to the Town's other ordinances.
- Ensure that all notice requirements are met prior to all hearings; consider issuing notice prior to Planning Board meetings to increase involvement in public hearings and developmental discussions.

### Cultural, educational, recreational, and other amenities that contribute to the quality of life of Pine Level's citizens

- To improve and maintain the aesthetic beauty of the Town, encourage beautification and landscaping within public rights-of-way and properties.
- Ensure development has appropriate landscaping and screening, particularly in parking lots and areas visible from the street, and provide enhanced landscaping sidewalks, lighting, and roadway improvements in developments along major highway corridors.
- Invest in public improvements such as sidewalks, greenways, parks, public facilities, and infrastructure repairs around the community to bolster neighborhoods' continued attractiveness to residents.
- Ensure that Town services meet citizen needs in a way that balances citizen satisfaction and fiscal efficiency.
- Promote collaborative planning efforts between the Town of Pine Level, Johnston County, and other neighboring municipalities, to promote the general betterment of the broader local community.
- Ensure that development, infrastructure, and community facilities/services are designed to promote increased physical activity and meet the needs of all ages, from children to senior; increase walkability within the Town to encourage passive physical activity.

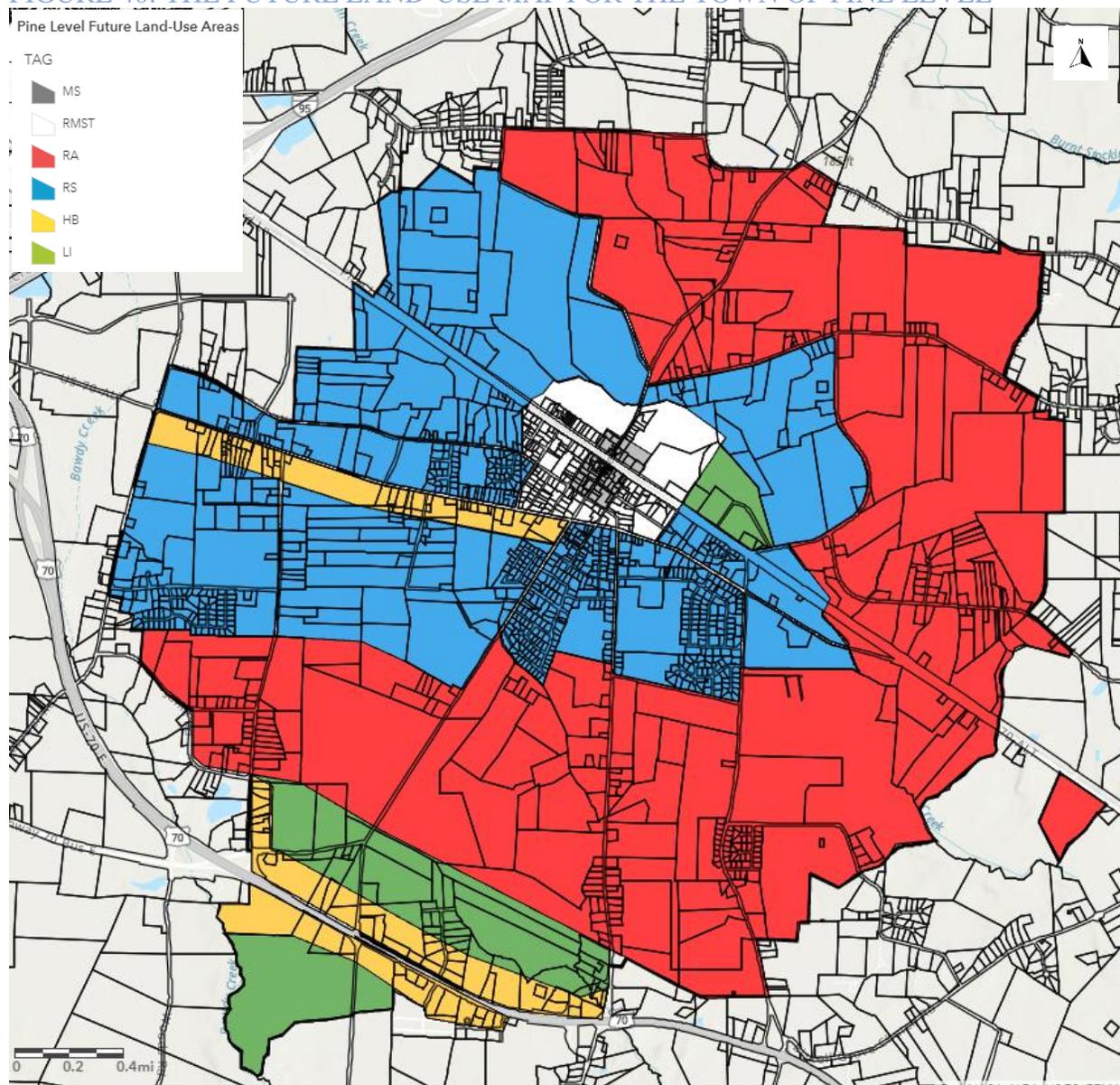
### Administrative procedures that are open and optimized for Town residents.

- Consider shrinking the size of the Planning Board to ensure that quorum is routinely met, decorum is upheld, and that meetings are coherent and concise.
- Consider adding administrative reviews and requiring pre-application meetings with potential developers so that town staff can offer an early review of potential projects before they arrive at the Board; saving the boards time and ensuring that development inquiries are given exact definitions and explicit requirements as detailed in the Town's ordinances.
- Publish explicit timelines for the most common inquiries (subdivisions, zoning permits, variances, special use permits) such that residents and developers can understand the procedural requirements of their requested development decision.
- Explore the option of hiring a dedicated staff member for planning and strategic guidance for the Town.
- Make use of UNC School of Government resources to stay up-to-date on updates to the General Statutes and various other topics on municipal governance.

# The Future Land Use Map and Districts

## The Future Land Use Map

FIGURE 40: THE FUTURE LAND-USE MAP FOR THE TOWN OF PINE LEVEL



Pictured above is the revised Pine Level Future Land Use Map which would be adopted as part of the wider Comprehensive Land Use Plan. In this map, we can see a wide, logical array of land uses that better reflect the desires, needs, and existent development within the Town. The new Future Land Use Map includes the addition of two new land-use areas that are designated as the Main Street and Residential Main Street Transition districts.

The proposed Main Street land-use area would encompass the existing commercial usages located on the corner of Main Street and Peedin Ave. The Residential Main Street Transition land-use designation would encompass much of the current Single and Multi-family Residential (RH)-zoned areas located within the main street area between Main Street and U.S. Highway 70 Alt. Following these higher-density land-use areas, the RS land-use area would maintain the uses tied to the current medium-density future land-use areas; however, this land-use designation will not include the RH zoning uses as those have been subsumed by the RMST land-use area. Beyond those areas deemed RS, the Residential Agricultural land-use areas are retained, or expanded, so to conserve vital open-land and agricultural resources in the Town. Lastly, the low-density commercial areas will run along U.S. Highway 70 Alt in the North and U.S. Highway 70 in the South.

The intent of these updates to the Future Land Use Map is to conserve the agricultural resources and open areas surrounding the Town by increasing density in the Downtown area and then gradually transitioning back to farmland as one leaves Town. It is worth noting that small towns have long used two-story, mixed-use buildings as a natural development style to promote small-business growth, increase the tax base, and to make towns walkable and convenient for their residents. If these changes are adopted, Pine Level will truly become a destination that people will want to travel to see. Furthermore, it would make Pine Level a regional leader in historic redevelopment, sustainable growth, and small-town charm.

## Land-Use Areas and Recommended Zoning Amendments

### General Recommendations

In order to accommodate a viable future land-use map that promotes smart growth and measured development, the Town will need to amend its Zoning and Subdivision Ordinance to allow for infill development in the downtown. Consistency with the Future Land Use Map calls for the implementation of two new land-use designations that this plan has deemed to call: the Residential Main Street Transition district and the Main Street district. The Main Street district will allow traditional commercial establishments to populate the downtown with desired shops, restaurants, cafes, and other commercial amenities that improve the quality of life of Pine Level's residents. This goal of revitalizing the downtown will work in tandem with providing quality housing in the downtown so to improve walkability and community involvement in public spaces. The Residential Main Street Transition district sits around the borders of the downtown such that it will serve as a transition from the denser downtown environment to that of the subdivisions on the edge of Town. Allowing these projects to infill upon existing infrastructure will significantly lower the costs assumed by the Town for their maintenance—no new roads, no new water or sewer installments, easier for fire and police to reach, etc. Additionally, making use of this district would allow density where it is most needed while preventing it from encroaching on the Town's remaining agricultural land. Thus, it is recommended that the Town implement these two zoning districts to improve prosperity, public health, and quality of life while lowering expected costs to the Town. The future land-use areas described below, and indicated within the Future Land Use Map, show the boundaries of the land-use areas that would contain the recommended districts (MS and RMST districts described above). However, while the future land-use areas described below mirror the naming

conventions of the existing districts, they do not represent the districts themselves—the map above is a future land-use map, not a zoning map.

### **Main Street (MS)**

The Main Street land-use area will be implemented to stimulate economic development specifically within Pine Level's downtown. The intent of the Main Street land-use area will be to allow traditional mixed-use development and second story residential along with certain small, localized manufacturing which will allow for unique cottage industries to emerge within the Town that can be used to drive increased foot traffic in the downtown. The Main Street land-use area will also allow for contextualized apartments and townhomes that will be integrated into the existing downtown environment. With these uses in mind, the intent of this land-use area will be to encourage infill development that will improve the amenities available to residents, the tax base for the Town, and the downtown environment such that Pine Level's downtown can become a destination that draws people in as a result of the Town's small-town charm and thriving small businesses.

### **Residential Main Street Transition (RMST)**

The intent of the Residential Main Street Transition land-use area is to encourage development immediately surrounding the downtown so that density can be concentrated in areas where it will be minimally disruptive to the Town's small-town environment while encouraging a greater variability of housing options and increased walkability within the Town—decreasing traffic and congestion in the downtown areas while allowing higher patronization of businesses in the area. Similar to the Main Street land-use area, the Residential Main Street Transition land-use area will allow smaller multifamily developments that are well integrated with the neighboring Main Street district. Furthermore, it will allow high-density single-family homes, townhouses, and cottage courts to be built on the edge of the downtown. Making use of these varied forms of housing will hopefully allow the Town to encourage additional infill development in adjacent areas to the downtown so to decrease service costs to properties, improve current service offerings, and prevent increased Town expenditures with further annexations and suburban development. The difference between this land-use area and the Main Street land-use area will be the lack of commercial development in the area; however, certain home occupations could be allowed for certain low impact service offerings.

### **Residential Subdivision (RS)**

The Residential Subdivision (RS) district is currently a medium-density residential district intended for subdivisions, single-family housing, and two-unit townhouses (duplexes) within the Town. With the planned adoption of the MS and RMST future land-use areas, the RS district would become the second transitional district which will gradually decrease the developmental impact on the Town as one moves further from its downtown. It is recommended that the RS land-use area, mirroring the uses of the district, retain 15,000 square foot lot sizes for single-family homes and duplexes so to maintain the continuity of the transition from urban to rural. Making such amendments will allow for the Town to retain a medium-density single-family buffer along the edges of the developed downtown while creating a softer transition to the rural, agricultural land that lies in the Town's ETJ. Furthermore, the Town could implement an urban growth boundary along the edge of the RS land-use area which would prevent any medium or high-density developments outside the boundaries of that urban growth boundary. For the

residential districts which fall outside of the urban growth boundary, beyond those areas zoned RS, it would be required that any housing development be subject to the standards of conservation subdivisions (large open-space requirements, preservation of nature and natural resources, low-impact on stormwater runoff).

### **Residential Agricultural (RA)**

The Residential Agricultural (RA) land-use area is intended to provide areas for low-density residential development and agricultural uses within the Town of Pine Level. It is recommended that this land-use area retain the mirroring districts allowance for single-family housing and mobile homes. Furthermore, for any future subdivisions, the Town should require their adherence to the conservation subdivision standards mentioned above and in length within the *Conservation Subdivision Handbook* published by the North Carolina Urban and Community Forestry Program and the NC State University Forestry and Environmental Outreach Program. In these subdivisions, the dedication of open space would allow for a reduction in lot sizes while the site area would remain the same. For example, the Town could require that each lot in the RA district be of at least 1 acre in size; however, if the developer adheres to conservation design criteria, the minimum lot size would be reduced to 15,000 square feet with the remaining 28,560 square feet being dedicated as open space such that rural residents of the Town will be able to have similar walkability and outdoor recreational opportunities as those in-town residents. Additionally, this open space requirement should be made absolute and require the continuous addition of the open-space to be dedicated; hence, no payments in-lieu-of open space or no dedication of open space far removed from the residents it is meant to serve. Finally, with such conservation measures in place, the natural environment and visual impact of development in these rural areas would be minimized such that Pine Level's rural, agricultural, and small-town charm will be retained even as development expands in the ETJ.

### **Highway Business (HB)**

The Highway Business (HB) land-use area should incorporate the existing uses of the corresponding zoning district and should remain relatively unchanged beyond clarifications to the Table of Permitted Uses for the district. It will continue to serve as a low-density commercial district for uses along Highway 70, Highway 70 Alt, and Future I-42.

### **Light Industrial (LI)**

The purpose of the Light Industrial (LI) land-use area is to provide locations for manufacturing, wholesaling, and warehousing uses which can be conducted without harmful effects on the citizens of Pine Level. The Town should make use of this land-use area to prepare for future industrial growth in the region—particularly along Future I-42—and along the railroad with the existing LI-zoned business park.

## **Conclusion**

The Town of Pine Level is on the brink of a period of rapid growth in the region. As this growth continues to impact the community, it will be incredibly important for the Town's decision makers to intentionally implement the vision outlined in this plan—a vibrant, active community with a charming hometown character that complements its natural environment, reflects its cultural heritage, and is connected to the larger region.

# Appendix

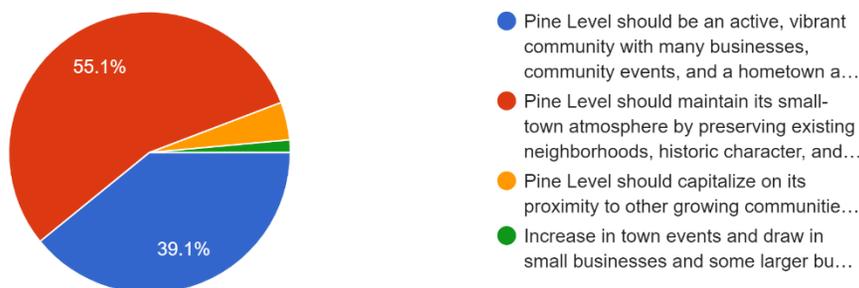
## Appendix A: Responses to Public Survey

Which of the following statements best captures your vision of what Pine Level should pursue for its future?

- A. Pine Level should be an active, vibrant community with many businesses, community events, and a hometown atmosphere maintained through careful growth.
- B. Pine Level should maintain its small-town atmosphere by preserving existing neighborhoods, historic character, and natural features by minimizing growth.
- C. Pine Level should capitalize on its proximity to other growing communities to increase and promote rapid growth within our Town.
- D. Other: \_\_\_\_\_

Which of the following statements best captures your vision of what Pine Level should pursue for its future?

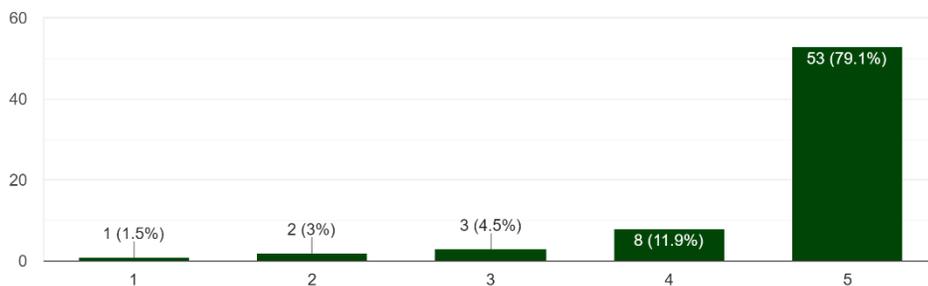
69 responses



**Identifying Future Land Use Goals.** The Town will be identifying high-level "goals" to guide future land use decisions. The following goals are being considered. Please provide feedback on the importance of each goal.

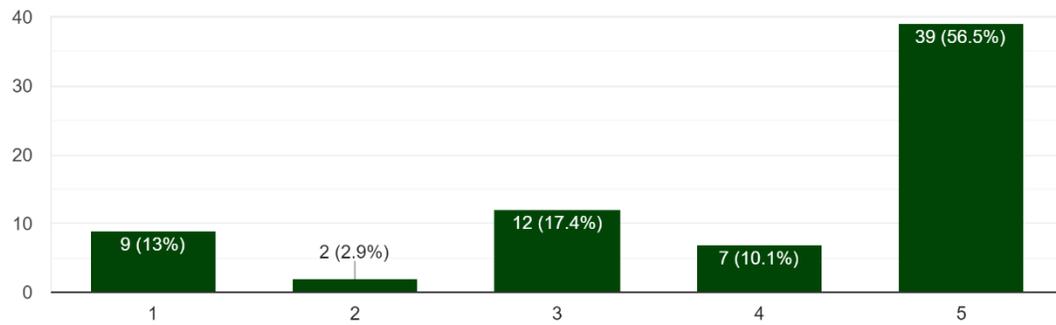
Preserved and celebrated small-town charm, scale, and heritage.

67 responses



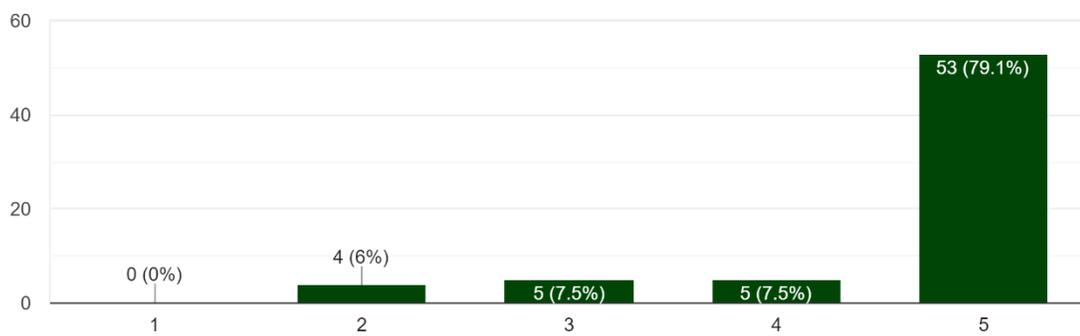
### Coordinated, intentional, and well-planned growth and development.

69 responses



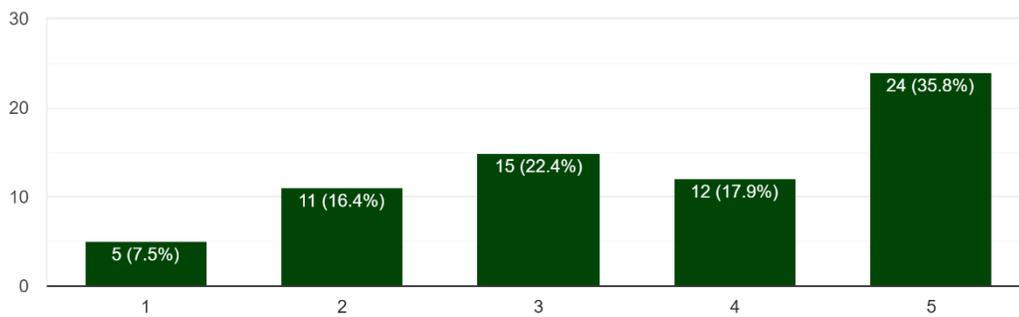
### Protection of open space and critical natural features.

67 responses



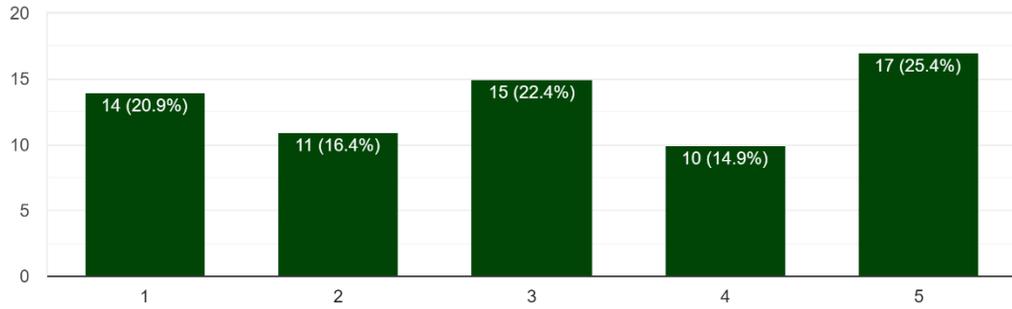
### Ample employment opportunities and support for business development.

67 responses



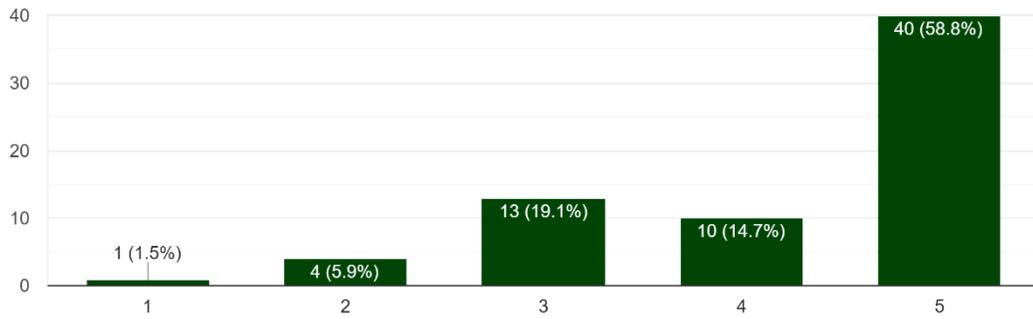
Vibrant commercial areas that provide a variety of goods, services, entertainment options, and amenities.

67 responses



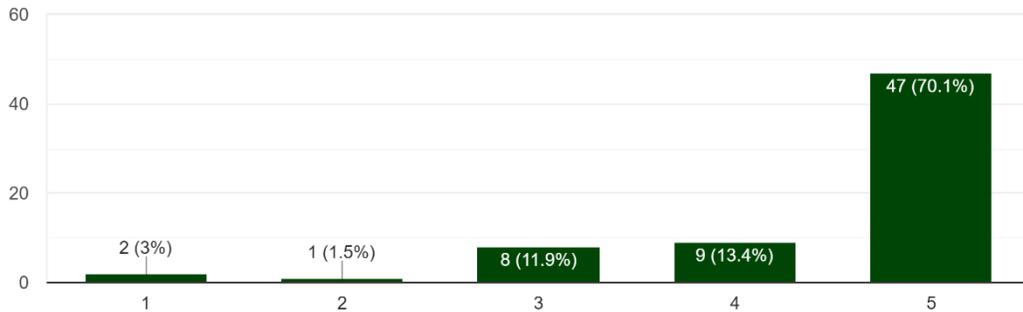
High-quality parks and recreational facilities that are accessible to all.

68 responses



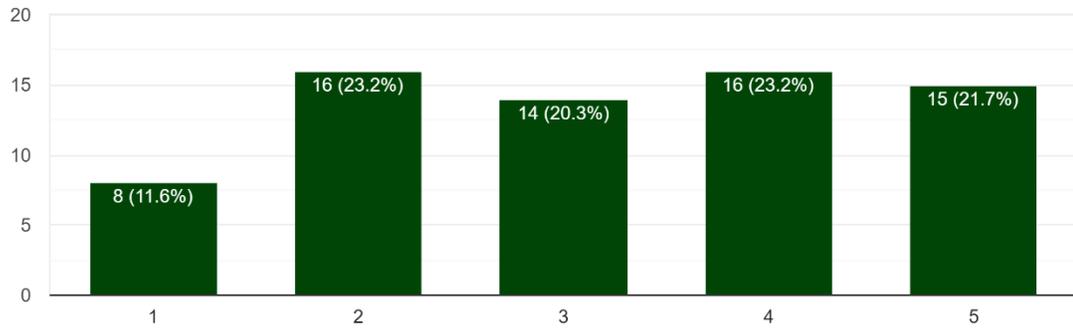
Protected and preserved historical and cultural resources.

67 responses



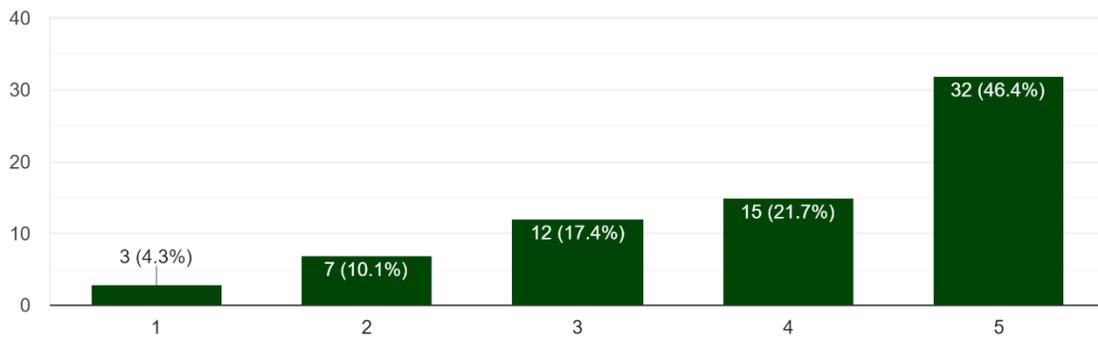
Adequate supply and high quality of housing.

69 responses



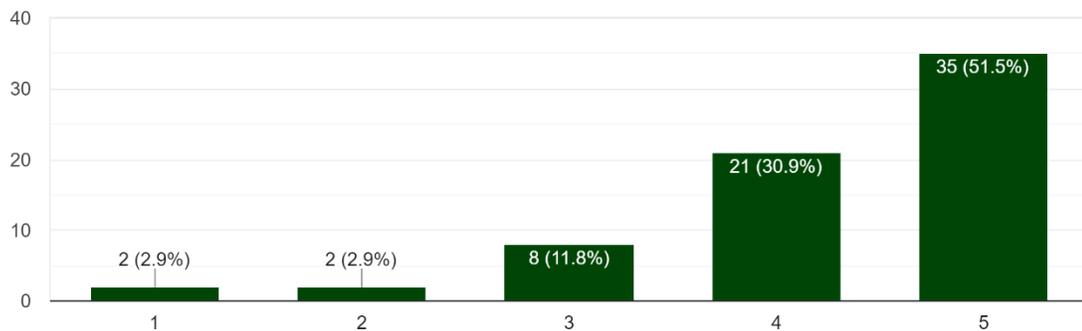
Informed, engaged, and active residents that represent a variety of neighborhoods and citizen groups.

69 responses



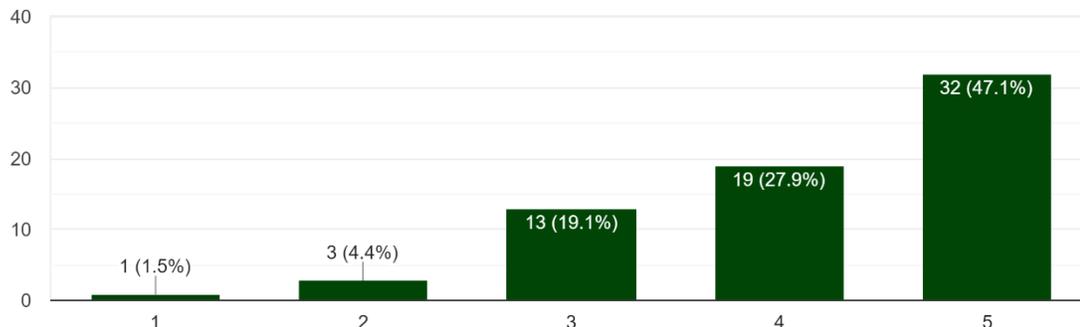
Regulations that are consistent with the Town's vision.

68 responses



Cultural, educational, recreational, and other amenities that contribute to the quality of life of citizens.

68 responses



Please use the area below if there are other "goals" (not listed above) that you want the Town to consider while developing the Future Land Use Plan.

- Keeping farm land around the area and not all housing developments on land. Farming is important for the area.
- Better park, MORE SIDEWALKS!! So many people walk and they have no where to walk! I'm scared I'll hit them!
- Town Manager
- Residential lot sizes to be consistent with areas already developed
- No more subdivisions
- Without additions. Add Small town stores with downtown store front improvements to existing downtown buildings.
- Don't let Pine Level and the surrounding area become so congested that we lose that small town feel. We have larger towns close enough by if people want all the congestion. Ten years ago I could safely pull my grandchildren in a wagon in my road (I am one) mile outside of Pine Level. Now, I can't walk safely on my road, it's already way too busy.
- The town needs more commercial business and more places to eat
- Extra large lots for all housing developments, highly landscaped streetscapes with sidewalks and decorative street lighting fixtures in all business and commercial areas. The town needs a large nature preserve with walking trails and public ponds to attract wildlife and provide stocked fishing for the public.
- We are NOT Raleigh nor do we want to be.
- Development that stops the take over of the towns around us. We have to continue to grow in residential and business to stop being taken over by our neighbors. Growth can be a positive and our leaders need to embrace this more now than ever.
- Bringing in small businesses
- A place for small concerts or some kind of music in the evenings...something like Alive After 5.
- Need a restaurant to be open on Saturdays in the City limits.

- May be nice to have a library with WiFi
- Making any empty stores to be remodeled and used.
- Having things for senior citizens to do even if they have mobility or other issues
- Greenway for walking and biking
- Variety of new businesses. We need a Walgreens or cvs. At least one fast food restaurant
- keeping with the small town feeling.
- slow down the speeding in town
- Growing too fast.
- Preserve the neighborhoods that are already developed without the addition of houses causing unrest and disruption to the community that has been here for years.
- Revitalize the park. More community events
- More small businesses in town. It would be nice to be able to walk down town for shopping and eating
- GOALS should be to preserve our small town! We have all we need right here or within 10 minutes of here! Keep that corporate crap OUT and let the farmers stay HERE . We don't need anything else. We can go to Smithfield to get anything we need. Keep it out of PINE LEVEL !!!!!!!
- We need to build and maintain natural and walkable areas if we intend to grow as a community. Our Parks and Rec department does a great job with the park, but we should consider adding parks and walking trails and maintain open space as we grow.
- Not crowding homes everywhere and less congestion.
- More communities, housing

### What concerns you the most about existing and future development in the Town of Pine Level?

- Traffic
- It growing and becoming too much like Clayton.
- Takes away from farming, vegetation, wildlife, etc.
- We are the best small town and should stay that way. We are a town where everyone knows their neighbor, kids can play safely and because everyone knows one another, the people here are friendly. Just like the post from yesterday with the way we use to celebrate July 4th. It was Pine Level !! Everyone went celebrated with neighbors, kids roamed free and played. There is already so much growth around us and our neighbor towns residents are not happy that their towns are being invaded by transplants that don't understand our way of living. Safe, small and neighborly !!
- Future development will take away our small town feel. Taxes and town fees will increase. We need to keep PL small
- Nothing
- Planned growth with proper infrastructure to support growth
- That the Pine Level we know now will no longer be that small town feeling.
- Overgrowth
- No Town Manager
- Street improvements, drainage for existing areas and future areas, designate specific areas for multifamily that do not infringe on single family areas, design areas for specific density of residential use.

- More community events and business growth such as more restaurant options
- Over growth
- Future development: Crimes, danger to families, children not being able to play safely outside.
- Losing our "know your neighbor" atmosphere. Progress has it's downsides. We have lived in much larger cities over the years where you barely even spoke to your neighbors but it's different here. I pray we don't lose site of that here.
- It concerns me that we don't have affordable housing for seniors like other adjoining towns have.
- Depletion of farmland within the area
- Too much growth and not having small town feeling. More crime here.quiet
- The current board seems stuck in the past and not concerned with bringing the town into the present, much less the future. Growth and change are going to happen, regardless. Either we design, nurture, and guide that growth or we become just a bedroom community and watch the revenue flow into neighboring areas.
- Pine Level is quickly losing its charm with new cookie cutter homes crammed onto small lots along with run down rentals and now a towering concrete commercial building looming over rural homes. It will soon lose what little natural areas that are left for more spec homes and business/retail. Meanwhile, the school will be overcrowded and the parks and rec department is missing out on so much opportunity and money.
- Building subdivisions in our community
- My greatest concern is the influx of traffic and students to our school.
- The small town life that brought us back to pine level to raise our young family would not the same if all these people start flocking to our town. Crime rate would increase and our kids may not be able to play freely in the neighborhood without fear of crime. Pine Level has been home for so long and changing now to be more like big city towns would be devastating.
- No preservation of RA zoning. Would like to See that zoning district maintained and not entirely rezoned to higher density.
- Asses Impact Fees on All Developers and force them to pay for the construction of all new schools that will be needed in the future. Restrict all housing developments to lot sizes of at least 3/4 acres, no high density developments! For every acre of land developed the developer must offset it by donating the same amount of property for nature preserves and parks within a half mile of the property being developed or they will not receive development approval for subdivisions and/or commercial developments.
- Rapid growth with no infrastructure and the hometown charm destroyed by big business and outsiders who like the idea of more home and more land for the money but desire the convenience of big city living. Farm land non existent. Allowing rapid and unthought out growth. If a builder or business wants to come in there should be a responsibility for them to give a percentage back to the community to support the schools, Fire/Rescue, and town for as long as they are there and caps on new homes built. If they are not willing to abide then they should not be welcome.
- The many years of missed opportunities for growth and business development. Our town continues to have the opportunity to bring in business but fails to do so because they are scared to grow which has resulted in other towns growing into our area.
- Commercial businesses

- Very concerned that Pine Level will lose the small town feel that makes us special. This is the reason I moved back here 2 years ago. Not interested in too much growth at all. Please consider this because a lot of people feel this way!
- We are getting too big too quick.
- Taxes are already too high. Don't do anything to increase them further.
- Slow growth. Want to keep farm land. Also not sure water supply can handle any more growth.
- Security (fire dept/police dept having enough staff and equipment), seniors/shutins
- Traffic
- The safety of the children
- Locations of new businesses for easy access without traffic jams.
- overcrowding, losing the small town charm, not enough local businesses or restaurants.
- crime
- Too many people moving to the city.
- Police presence, growth of speciality shops that would bring people to shop in out town
- Affordable housing and rentals
- Crowding of houses, increased traffic on poorly maintained roads, and safety of the community.
- Too much growth, too fast coming to town.
- I have lived in Pine Level my whole life and so has my family. I would like see more housing but not in the form of subdivisions or town homes.
- Too many housing developments and loosing the open spaces. Overcrowding
- Losing our beloved SMALL TOWN ATMOSPHERE!!!!!!!!!!!!!!!!!!!!!!
- We have a wonderful town that I am proud to be a part of and at this stage of our family's life I could not imagine living anywhere else.
- I have had the opportunity to live in a number of areas, including small towns which have grown. I have seen both the good and the bad aspects of growth, but I have seen a town manage it's growth very well and to this day it maintains it's small town character and held on to what made it unique. It was able to keep up with changing times, but also was able to do this in a way which did not take away from the towns heritage. This has made it an extremely desirable community to live in. It proved to me that well managed growth with the right leaders making the right decisions can lead to an even more amazing community.
- On the town website I see again there is a request for a variance to our established rules for development on the table. We have rules. It seems each time a developer makes a plan they want to bend the rules or have the rules adjusted to suit their vision. We either need to change the rules or stick to them. If a developer wants to come to town, they need to do it our way. There are plenty of developers, we need to work with the ones that can work within our rules.
- I would also ask that we avoid "unchecked suburbanization." If someone chooses to build subdivisions or homes in our community they need to contribute as well. We can look even within Johnston county to see what happens when the developers are not required to make or contribute to the necessary infrastructure that will support their developments. They build subdivisions on rural roads that were not meant to handle the traffic. They tap into the water and sewer infrastructure, and although they pay a fee they do not contribute enough to add additional capacity without raising the existing residents taxes and fees.

They do not contribute to create additional capacity in our schools, or for our police, fire, medical, and 9-1-1 services in any meaningful way.

- I would love to see some growth business wise.
- Nothing, growth is good

**Are there specific locations in Town that concern you the most? What would you like to see happen in these locations?**

- The “ new “ business park
- Clean up the park
- Sidewalks
- Downtown. I love that we are a one stoplight town. I love that I can run into people I know. When we start building, places like Town Market and Pine Level Furniture and will go under because they won't be able to compete with big business. I love hearing the church bells ring. I love our town announcements being on a board. There are very few small towns left and I pray that future generations will get to experience this small town that I love as well.
- Downtown-revitalization-grants to revitalize buildings
- Revitalize downtown areas currently not used. Remove or update abandoned houses and deteriorated commercial buildings
- The park has little to no lighting at night. The park also seems unkept, outdated and residents aren't being good stewards. Maybe develop a care group to help maintain if the town can't keep up. Would be nice to have lighted walking trail, tennis court/pickle ball court combo, another updated playground near basketball court, skating area, frisbee golf area.
- More sidewalks for runners and walkers.
- Less traffic in town. Sometimes you have to sit for several minutes to cross main street because of all the traffic coming into town from the Selma Pine Level road
- Downtown revitalization
- The park needs alot of improvements
- Bring business into the building that are open in town
- I would like to see businesses downtown instead of empty storefronts
- Downtown could be a great day trip destination, especially with PL Furniture, Serving Spoon, Town Market, and the vineyard close by. It would be nice to do something similar to what Selma is doing. It's a shame to see the buildings falling apart there. The park used to be nice and could be a great place to host ball tournaments. I think the town is missing out on a lot of income there.
- The shot gun houses down from the fire station are not up to Pine Level standards in my opinion and the house across the street from Town Market (the one that caught fire many years ago) is an eyesore.
- Use of buildings near railroad tracks
- Ability to host tournaments (baseball, soccer) with updated concessions, parks, picnic areas and bathrooms.
- Downtown. Would like to see the town form a comitee to help find grant money to entice possible tenants to open businesses here.

- Any older buildings must be completely remodeled in the town center near the railroad tracks to be historically correct with all the other buildings. All roads entering town need extensive landscaping with trees, lighting, highly prominent upscale city limits signs with lighting and landscaping.
- Yes, the school and Fire Department becoming unable to support, maintain, and provide for the community due to rapid growth. Local business shut down due to poor planning and greed.
- The West side of town is very concerning pertaining to Eastfield. While Selma and Smithfield will develop their ETJ areas, our town seems to ignore or run away from this instead of using it as a building tool to help our tax base.
- Country Estates trailer park...not safe
- More restaurants ( fast food)
- High speeds on Peedin and Blanche St.
- The Park close to the ballpark, would like to see this built back up to provide the same enjoyment to our children as it used to.
- The park have better landscaping and playground for the kids
- Old downtown needs revitalizing
- Some of the the property around 103, 107 E Pine Street and 218 N Peedin Ave need to be fixed up or sold to somebody that will make them look neat and maybe the town could attract other businesses.
- The park, would like to see it updated.
- yes but if I tell you, you will know who I am
- Clean up the trash on the side of the road.
- Street signage/UPS,Fedex get Pine Level Selma mixed up . Pine Level is not on the map
- Downtown should be preserved.
- The old mill should be cleaned up. It is a historical part of our town. The park/tennis courts need work
- Absolutely NOTHING . NOTHING SHOULD CHANGE. leave that crap at Flowers Plantation or somewhere ELSE
- US 70-A has become our de-facto Main Street. I would suggest that most folks who actually drive through town get their impression of the town from 70-A, not from our historic downtown area which is a shame as great things are happening there. I would recommend that we carefully consider new businesses along 70-A, and require them to build in a manner which reflects positively on our community and our history.
- We also need to continue to push for the ability to actually have a Pine Level address for mail service.
- Country store road has seen tremendous traffic problems with speeding and constantly coming to stop sign and making u-turns in the middle of the road on 70. People come off of 70 and turn right onto the road speeding.Scared to walk to mailbox anymore. Mailbox has been replaced four times from being hit. Caught 2 people run into it from being on cell phones, and turning in driveways backing over box. Loud music coming from vehicles. Loud cars and trucks revving motors at all times of day and especially after 5:00 pm and weekends. Would like to see some control of this issue. There are just a few who make it a dangerous situation, but not sure it's all locals.
- None
- renovate empty buildings to make them ready for businesses to move in

### What do you see as the biggest opportunity for Pine Level's future?

- Keep it as it is
- Our children growing up like their parents, grandparents and so on ....
- Small rural town, keep it that way
- Splash park where old skate park is, charge money to play make town money
- Protect its town and surroundings. If you do not, other towns will push you out and Pine Level will become theirs!!!
- Park maintenance
- Quit letting Selma take over Pine Level. US Post Office.
- Growth either residential or commercial on thoroughfare entering city limits on Peedin ave from hwy 70.
- Recreation and community events
- The opportunity to truly care for each and every person's wellness. The opportunity to provide education. For each citizen to learn how to become healthy and prosperous. No family or individual left alone or without. Teach each person how to care for themselves, each other and the town. Teach them that they have a choice to learn how to fish, keep the fish, cook the fish, share the fish and eat the fish...as an individual, a unit and as a community. This will bring health to the entire town and surrounding towns.
- To be called the best little small town in America!
- Growth
- More growth and hopefully more eateries
- Focus on bringing more visitors instead of more residents.
- Restoring downtown building and bringing in businesses
- We are becoming a bedroom community for Clayton and Goldsboro which can be a good thing. There should be plenty of residents to support future Retail and restaurants while maintaining the since of a small town
- Provide tremendous Christian centered opportunities to all that move into town and the surrounding communities. The town needs a medical clinic and pharmacy. Provide slow steady well planned residential and commercial growth while keeping its old fashioned town center by making it a historic business district.
- Encouragement of hometown pride. Supporting recreation, agriculture, and entrepreneurship.
- Using the growth coming from other areas and interstate 42 to build our tax base a revenue. Stop using the fear of growing as an excuse as we are losing OUR town and becoming a subsection to other towns.
- Putting small businesses downtown
- Young adults and middle aged families
- It's close enough to Smithfield. PL should stay isolated from the turmoil of big business.
- Internet provider service all along hwy 70 alt to Princeton
- More invested
- Updating downtown area with small quaint shops
- More job opportunities bring people to the area. We need to create jobs here.growth in job market area and a McDonald's or Bojangles.
- expansion through careful planning

- New Mayor, He's been in office too long and is never around town. 80 percent of people living here doesn't even know his name
- Friendly people
- To move expansion to further out of town to allow for growth.
- It's to late you already passed on it and Selma picked it up
- More store fronts
- The OPPORTUNITY TO KEEP IT LIKE IT IS!
- We have a wonderful town full of wonderful people.
- Our government is responsive and it's representatives kind. We have an outstanding police department and Chief of Police. Our fire department is first rate, and their first responder status for medical emergencies is truly life saving. The town works men are true assets for the community and extremely hard working. Scottie Hayes is a gem for the community, as are the women at town hall and all of our folks elected and not. We have an amazing foundation upon which to build in the men and women who make the town run.
- The Christmas Parade and Fourth of July fireworks are wonderful, but I find myself questioning if we could do more, and attract visitors from other areas. We have men and women who have fought in many wars. Would a memorial day parade be something worth pursuing?
- We have a wonderful and accessible park. Could the park be a venue for food truck rodeos? Farmers market? Road races either bicycle or running/walking? More ball tournaments? I feel the opportunities are endless and would only strengthen the "small town feel" while we continue to grow.
- We also have a hidden gem in the historical buildings downtown. There have been some wonderful improvements in recent months to the old Post Office building and the properties next to the fire house. That is a sign of already moving in the right direction.
- I would like to see the community grow, but not cram houses in every inch of the town. What once looked pretty and quiet is becoming noisy and some of the properties aren't maintained to keep the neighborhoods from turning into places that aren't inviting to people who want to live in a special place like our town has always been.
- More housing

List **THREE** words that best summarize your hopes / vision for the Town's future (example: "growth, neighborly, quiet").

- Quiet, neighborly, and homey
- Quiet
- Small, safe and quiet
- Quiet, Small, not commercialized
- Growth, safety, cleanliness
- Safe, Quiet, Friendly
- Quiet, preservation
- Educated Town Manager
- Designed growth, attractive subdivisions, mail delivery in city limits
- Walkable, friendly, clean
- Small, quiet

- Small, happy, healthy
- Quiet, historic, kind
- Growth and neighborly
- More growth
- Peace, neighborly, small
- Quiet, neighborly, small
- Growth, diversity, inclusion
- Small, cozy, welcoming
- Growth, neighborly and quiet
- Quiet, historic and natural
- Quiet, family driven, peaceful
- Quiet, safety, friendly
- Modernized Charming Christian
- Charming, close-knit, beautiful
- Grow, smart, build
- Quiet... VERY quiet 😞
- Neighborly, entertainment, safe
- Quiet, Friendly and Safe.....
- Quiet, friendly, small town
- Growth, fast foods, bigger town
- Friendly, secure, quality of life
- Quaint, friendly, clean
- Growth, family-friendly, neighborly
- Neighborly/ Safety / Friendly
- Growth and more retail options
- Quiet, Inviting, Shops
- united, updated, beautiful
- quiet, neighborly, planned growth
- Quiet, crimeless, crimeless
- Friendly, quiet, beautiful
- Peace, safety, small
- Neighborly, controlled growth
- Neighborly
- Moderate Growth, Neighborly, and cleanliness
- Neighborly, community, slow growth
- Character, friendly, growth
- QUIET ! QUIET! NEIGHBORLY!
- RESPONSIBLE-growth, neighborly, quiet
- neighborly, quiet, growth
- Growth, restaurant, housing
- caring engaged community

**Please use the space below to provide any other feedback you want the Town to consider in the development of this Future Land Use Plan.**

- Stop wanting growth !!

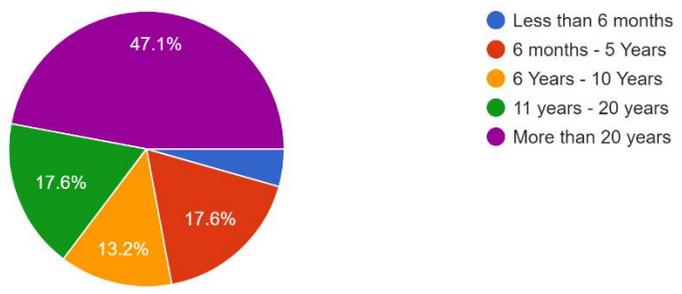
- Keep it small and rural. Don't let Selma take us over
- Don't let the greed of money replace the small town feeling. Once you build, you start losing what you have.
- Planned unit developments not allowed in city limits
- Present ideas for more restaurants to come to pine level
- Speed bumps in neighborhoods like on JC drive and the subdivision on cut across road. Need to be safe for our kids, people drive too fast where children could be playing.
- Build infrastructure before development, build roads now to serve the expected growth 30 years from now, the same with water and sewage, garbage disposal, property for city services, law enforcement, fire and rescue, property to build schools, town gymnasium and ample parks & recreation opportunities.
- Don't get so caught up in the lights that you end up putting everything that makes hometowns unique, desirable, and wonderful in the dark. If you want Raleigh go to Raleigh. Honor the past, present, and future and support community, value, peace, and charm that only small towns can offer.
- There are many ways to grow without changing our landscape. New ideas with some annexation can lead to growth without changing the charm of the town. If we continue on our current track our town will be swallowed up by larger areas quickly.
- Growth is not better. Let Smithfield and Goldsboro grow. Keep PL friendly, safe, and small.
- Please keep pine level a quiet, safe, and small town place to live. Growth is not good just look at Raleigh, Charlotte, and Atlanta. Thank you for listening.
- Retirement village is needed
- Litter control- need community litter pickup days
- stop developments until we have the infrastructure to support them
- How about getting a Doctor or Dentist. The Mayor has sat on his hands for 20 plus years and has never tried to get a doctor or dentist to come to Pine Level. He could care less about Pine Level. I'm sure he acts like he does but what has he done. Nothing
- Developers should help offset the high cost of infrastructure associated with their developments and their personal gain and profit shouldn't be passed to citizens of town and county.
- Flooding issues and cleaner water.
- Leave it alone please !
- Plan now for when US 70 becomes I-42.
- Be careful about how much we contribute infrastructure to new development it can take years upon years of tax revenue to cover the cost and we end up subsidizing a wealthy developer with our hard earned tax dollars.
- We also need better paying jobs closer to home. I leave town to bring my money back here, but someday would love to have a decent paying job that doesn't require me to leave town. This includes making room for small businesses that contribute to the community in a positive way.
- We love our hometown. Growth is great, but it seems the neighborhoods are exploding and the changes can be overwhelming. Just consider how it affects residents that grew up here and want to keep some of that small town feel while other towns are being overrun by developers who have no history with the town. I think that as others may also feel that

as residents we just want some input into what will make our town a place to be proud of as we grow and expand.

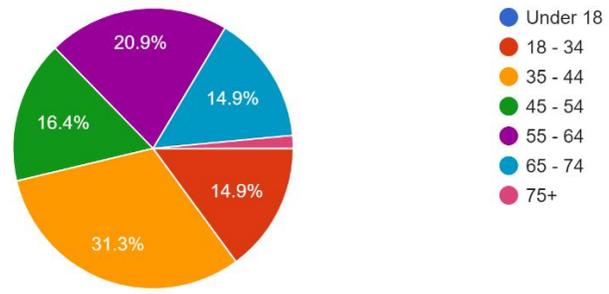
- thank you for fixing all the underground pipes and being proactive not reactive

### Demographics

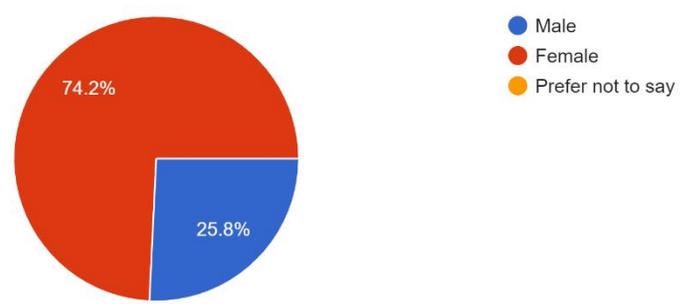
About how long have you lived in Pine Level?  
68 responses



What is your age?  
67 responses

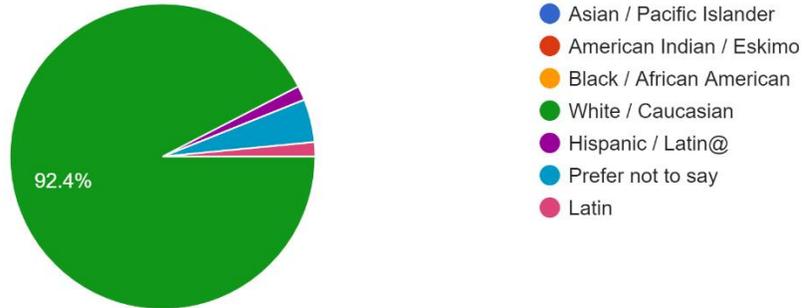


How do you identify?  
66 responses



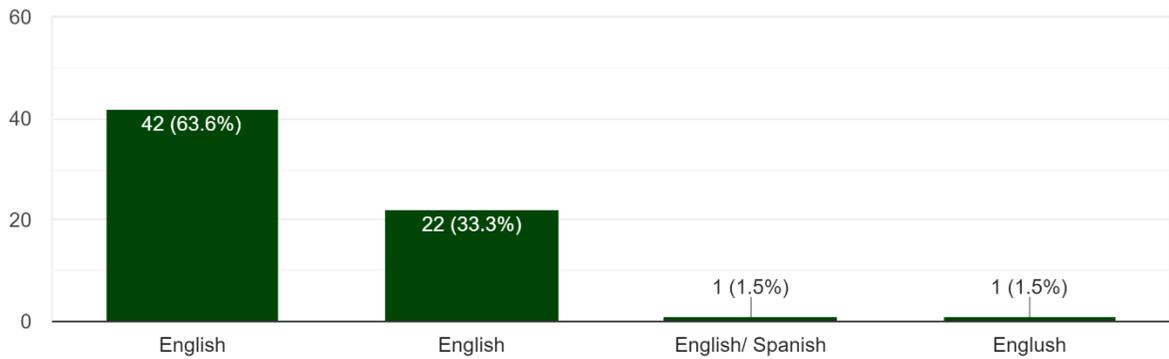
Which of the following best describes your race?

66 responses



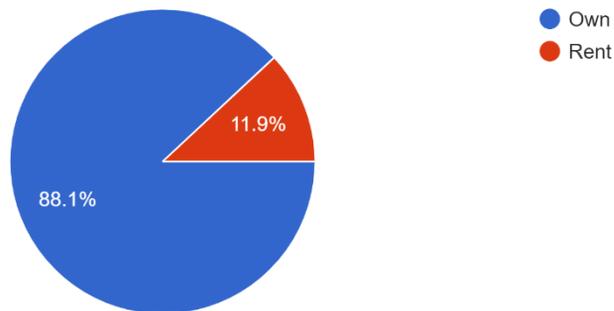
What is the primary language used in your household?

66 responses



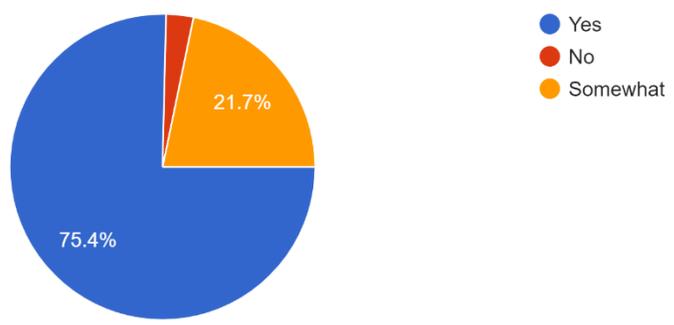
Do you own or rent your home?

67 responses



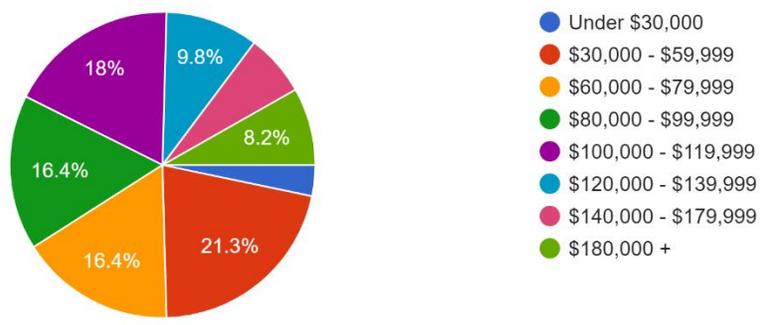
### Do you know your neighbors?

69 responses



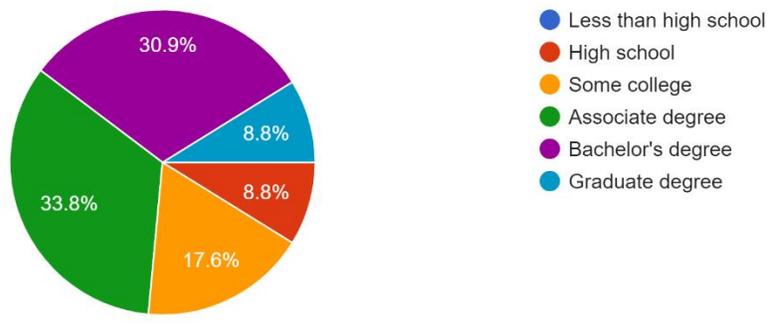
### In which category would your total annual household income fall?

61 responses



### What is the highest level of education you have completed?

68 responses



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