



NORTHEAST CUMBERLAND

LAND USE PLAN



Acknowledgements

Preparation of the Northeast Cumberland Land Use Plan was a collaborative process involving elected officials, local agencies, and community members. Without their input, this plan would not have been possible.

Steering Committee
Willie Burnette, Town of Godwin Mayor
Joseph Smith
Jacqueline Cooper-Kelley
Wayne Lucas, Town of Falcon Mayor
Dwayne Dunning
Clifton Turpin, Jr.
Sue Brigman
Chris Stone
Jon Ramsey
Johnny Lanthorn, Town of Wade Mayor
Abby Manning
Donovan McLaurin
Cindy Burchett
Johnny Sawyer
Mark Williams

Cumberland County Joint Planning Board
James Baker, Cumberland County
Charles Jones, Cumberland County
Kasandra Herbert, Cumberland County
Williams Walters, Cumberland County
Todd Mobley, Stedman
Betty Lynd, Hope Mills
Thomas Lloyd, Linden
Jami McLaughlin, Spring Lake
Mark Williams, Wade, Falcon, Godwin
Stan Crumpler, Eastover

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Joseph Smith
Scarlet M. Hall
Ronald McNeill
George Cooper, Jr.

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James Danny Nelson
Rayford Dwayne Dunning, Jr.
Philip Walters
Chris Stone

Town of Wade Board of Commissioners
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Kevin Herring
Jennifer Dixon Weaver
Huell Aekins
Elizabeth Ritchie
Johnny Sawyer

Cumberland County Commissioners
Kirk deViere, Chair
Veronica B. Jones, Vice Chair
Glenn Adams
Dr. Jeannette M. Council
W. Marshall Faircloth
Pavan Patel
Henry Tyson

**Cumberland County
Planning and Inspections Staff**
Rawls Howard, Director
David Moon, Deputy Director
Amanda Ozanich, Executive Assistant

Comprehensive Planning Section*
Rufus “Trey” Smith, III, Planning Manager
Sarahgrace Mitchell, Planner III
Kristopher Lawhorn, Planner I
Joel Schult, Planner I

**section responsible for creating this plan*



Foreword

The Northeast Cumberland Land Use Plan is a comprehensive document capturing a cohesive, shared vision of balanced growth, community priorities, and a strong sense of hometown pride. The plan consolidates plan areas (1) Wade Study Area and (2) Northeast Vision, creating a new boundary of Harnett County to the north, Sampson County to the east, the Town of Eastover to the south as well as Interstate 295, and the Cape Fear River to the west. County Planning Staff believes the consolidation of the two plan areas will ensure that the community’s needs are met while also planning for future growth. Through collaboration of County Staff, Town Officials, and key community members, the goal of the plan is to create a solid, flexible framework for community priorities.

The primary purpose of the plan is to be an actionable, living tool for land use decisions with the support of community feedback. More specifically, it provides three key concepts.

- A ***unified vision*** can serve as a powerful tool for guiding a community toward a shared goal, especially when there’s a desire to create a sense of purpose and identify. When people feel connected, it can help inspire collaboration, foster pride, and provide a clear direction for growth and development.
- The idea of ***guardrails for development*** sets boundaries within which growth and change should happen, ensuring that decisions are aligned with the community’s broader vision and needs. Sustainability, community character, infrastructure capacity are examples of guiding factors that are taken into consideration by staff and officials, along many others.
- The land use plan can be a practical ***tool for securing resources and funding*** which is a smart approach for making sure the community’s vision does not remain a set of ideas but turns into a tangible change. By identifying potential resources, tools, and funding opportunity, the plan becomes more than a blueprint – it becomes a strategic asset that can help the area access the financial support it needs to implement its goals.



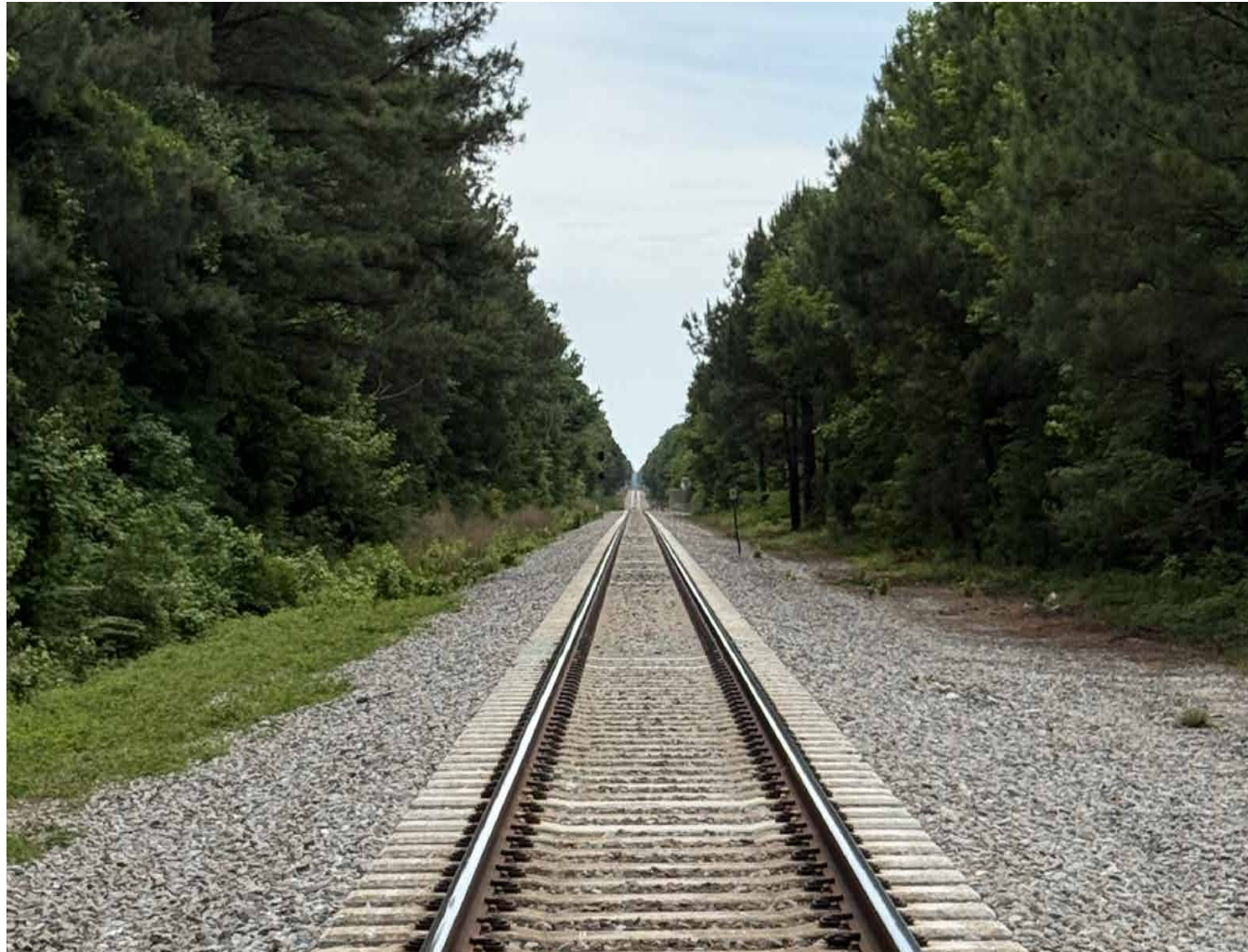
Planning Staff sought to accomplish five major goals through the curation of the plan.

- Reflect the aspirations, needs, and values of the community.
- Offer a range of attainable suggestions that can be achieved both in the near term and long term that are within the community’s vision in a balanced and effective way while remaining realistic, measurable, and actionable.
- Develop a plan that supports thoughtful growth and progress while respecting and maintaining the natural beauty, open spaces, and agricultural heritage that define the area’s rural character.
- Create a plan that is a visionary guide and a practical tool as well as clear, accessible, and offers concrete opportunities for action.
- Build flexibility to ensure the community can adapt to change, seize new opportunities, and address challenges as they arise. The plan should balance visionary goals and practical flexibility to ensure the community stays true to its values.

The plan will be consulted on when making future recommendations and land use decisions in the area by Planning Staff, appointed officials, and elected officials. Land use plans are required by the North Carolina General Statute § 160D-501 as a condition of adopting and applying zoning regulations. This document is not legislatively or legally binding but serves as a tool to guide thoughtful growth in the area.

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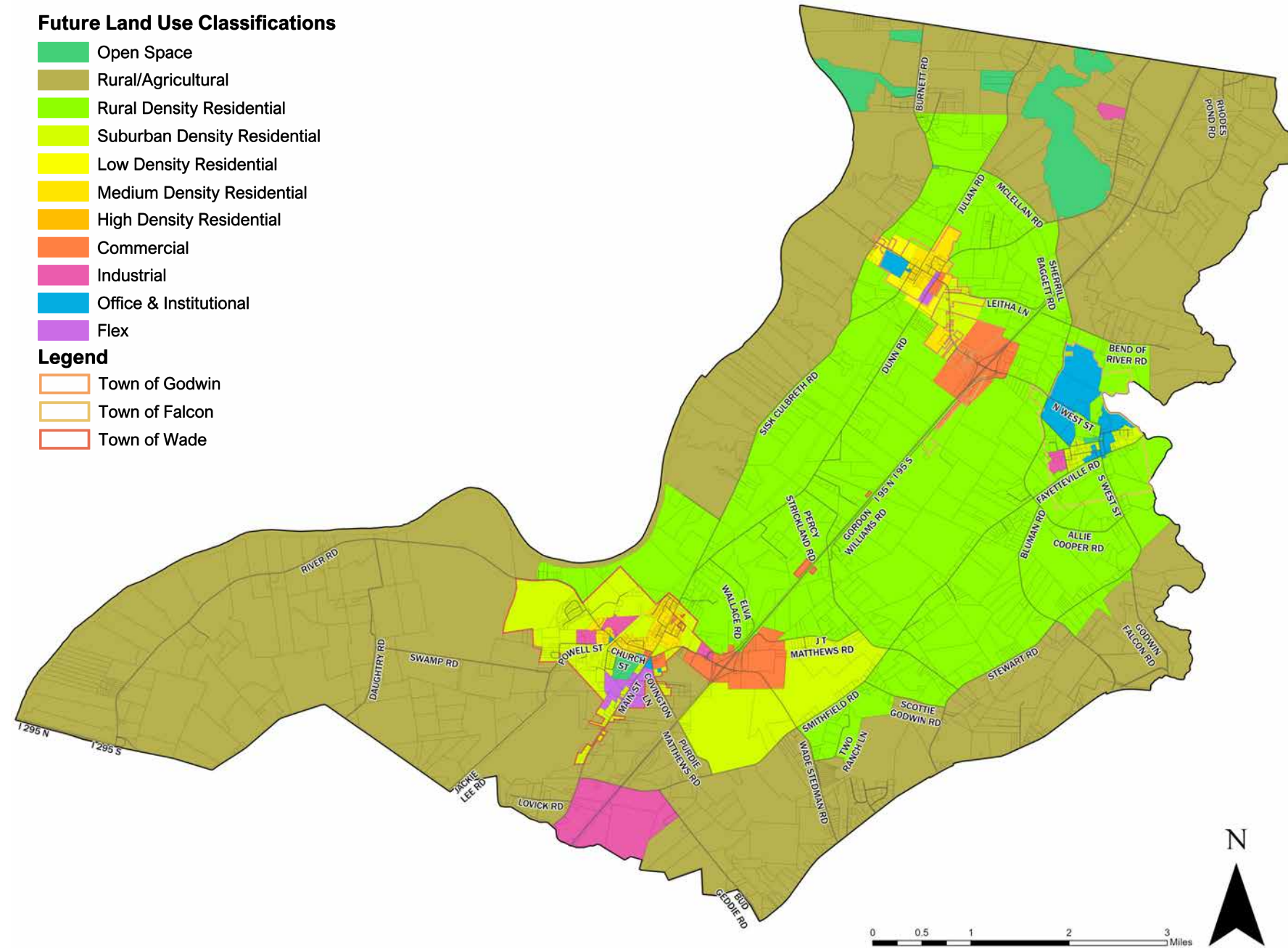
Future Land Use

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Future Land Use Map



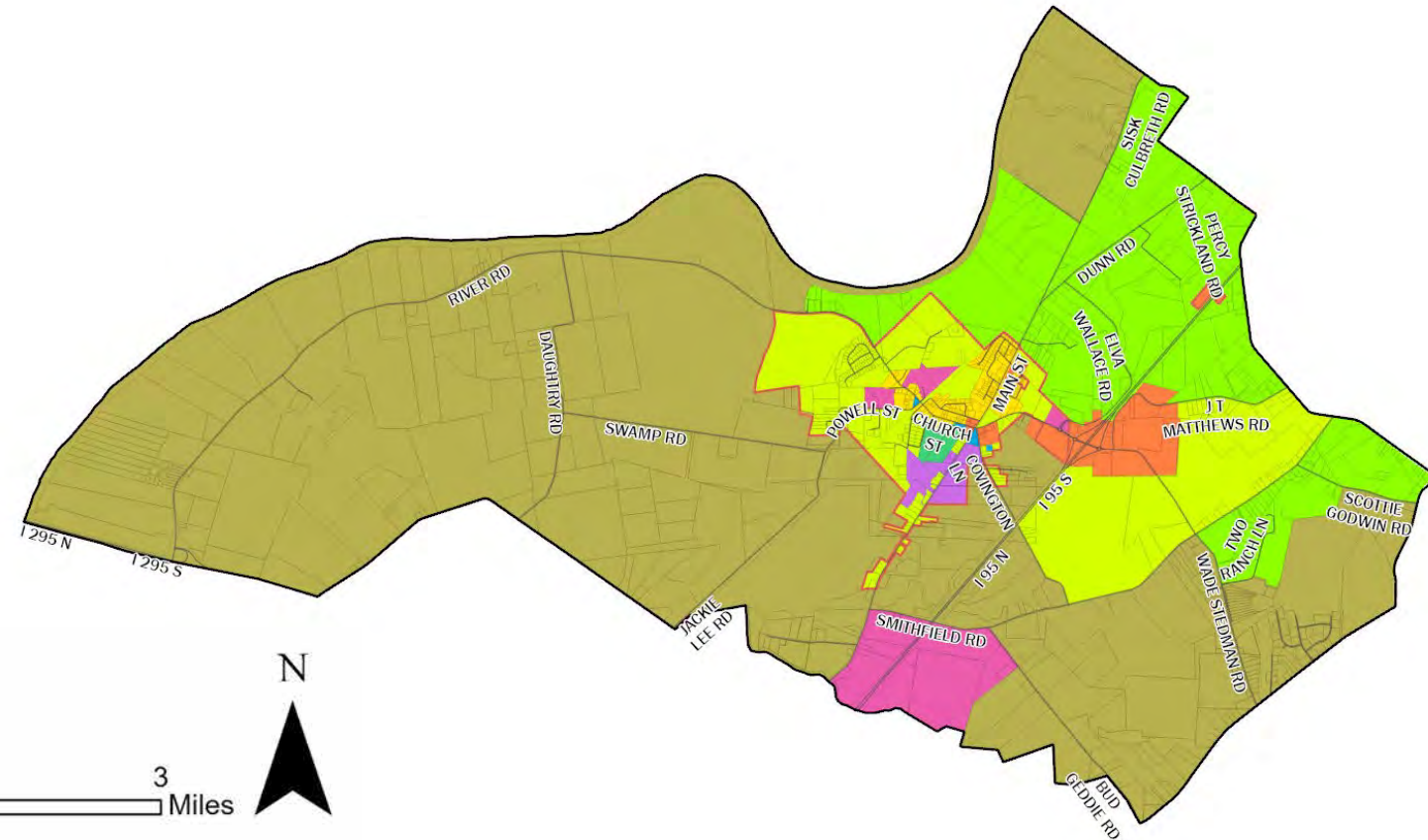
Detail — Southern Plan Area

Future Land Use Classifications

- Open Space
- Rural/Agricultural
- Rural Density Residential
- Suburban Density Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Commercial
- Industrial
- Office & Institutional
- Flex

Legend

- Town of Wade



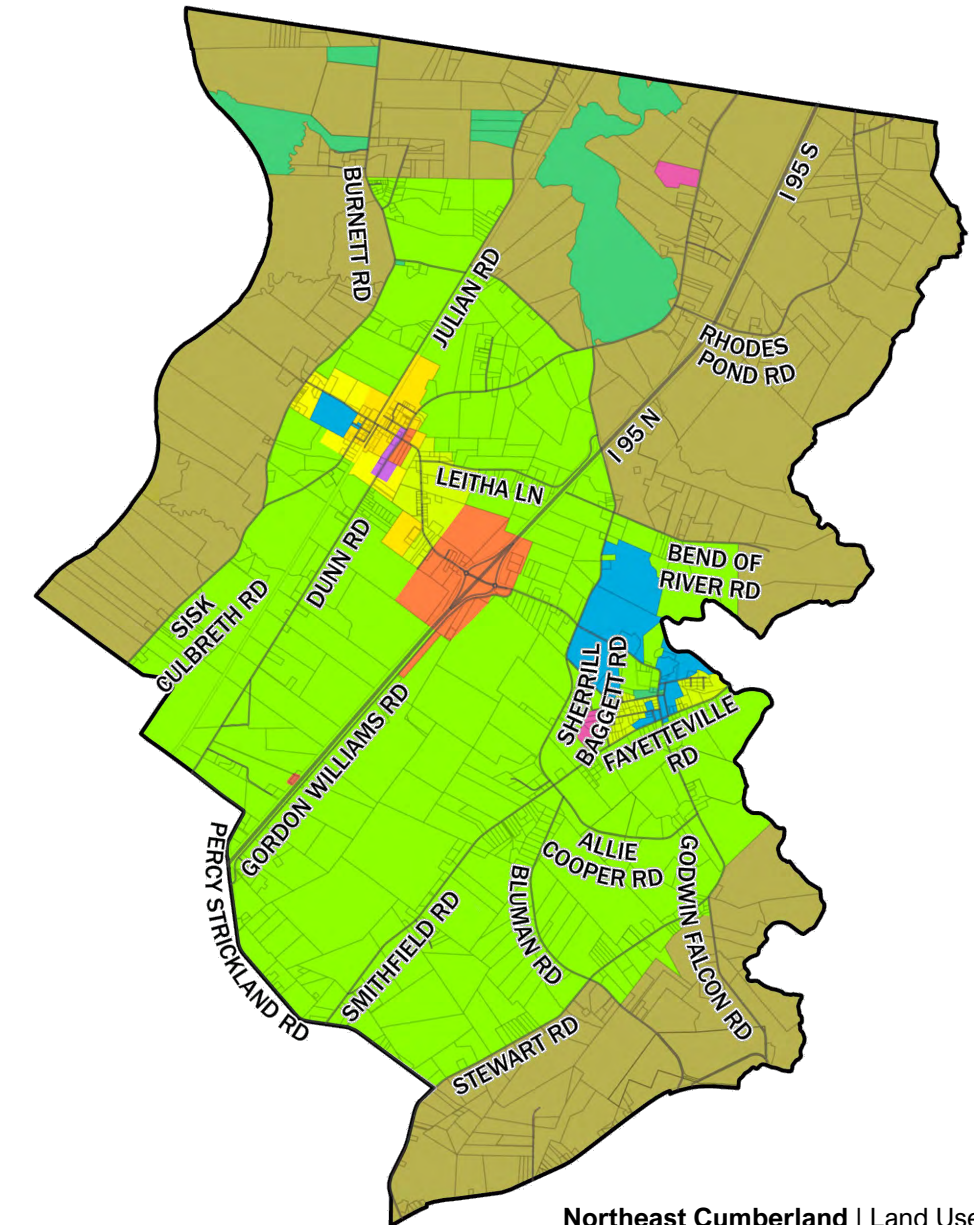
Detail — Northern Plan Area

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Legend

- Town of Godwin
- Town of Falcon



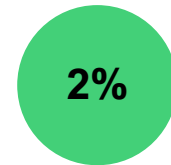


Future Land Use Classifications

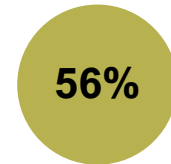


Classification Breakdown

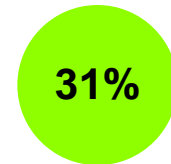
The **Northeast Cumberland** plan area is around **33,062** acres in size. Below approximate are the percentages and acreages of each classification that make up the plan area according to the Geographic Information System (GIS).



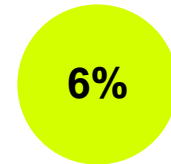
The **Open Space** classification is **706** acres of the plan area.



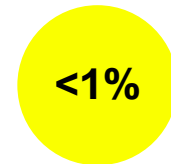
The **Rural/Agricultural** classification is **18,459** acres of the plan area.



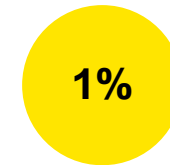
The **Rural Density Residential** classification is **10,125** acres of the plan area.



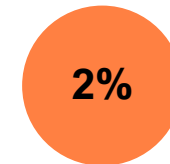
The **Suburban Density Residential** classification is **1,821** acres of the plan area.



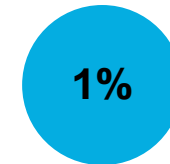
The **Low Density Residential** classification is **103** acres of the plan area.



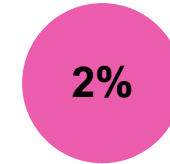
The **Medium Density Residential** classification is **309** acres of the plan area.



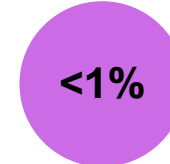
The **Commercial** classification is **523** acres of the plan area.



The **Office & Institutional** classification is **336** acres of the plan area.



The **Industrial** classification is **526** acres of the plan area.



The **Flex Area** classification is **103** acres of the plan area.



Open Space



Description

Open Space areas are intended to preserve and protect valuable natural and cultural resources, including sensitive environmental features, scenic landscapes, and historic sites. These areas often support public uses such as parks, trails, and outdoor recreation, offering spaces for relaxation, play, and community gathering. Open Space enhances quality of life by conserving important ecosystems and heritage while providing accessible places for residents and visitors to enjoy the outdoors.

Development Guidelines

- Consider the cultural context and historical significance of the space.
- Ensure the space is accessible to all individuals, considering physical mobility, transportation, and safety.
- Create buffers around protected areas to minimize the impact of surrounding activities and ensure the preservation of natural ecosystems, wildlife habitats, and recreational spaces.
- Design spaces that cater to a variety of activities such as relaxation, exercise, socialization, and play.
- Create a seamless, integrated landscape by connecting adjoining properties through trails and pathways.

Location Characteristics

- Acceptable in environmentally sensitive areas.
- May be included as part of open space requirements for development or designated for areas unlikely or unable to be developed.

Associated Zoning Districts

County CD	Godwin CD
Falcon CD	Wade CD

Other Suitable Locations

- In floodway, 100-year flood area, wetlands, and other flood-prone areas.
- Wildlife corridors and habitat connectivity zones
- Riparian buffers and adjacent low-lying areas critical for water quality and erosion control.
- Located along proposed and existing greenways.

Unsuitable Locations

- None. Conserved lands provide benefits in any location, but their impact is significantly enhanced when connected to other natural areas.



Additional Note

Open Space is no longer automatically assigned to floodways or wetlands. This change helps reduce confusion, better align land use designations with parcel boundaries, and acknowledge that development may still be feasible in these areas, provided it complies with environmental protection regulations and incorporates appropriate flood mitigation measures. This reflection of Open Space avoids duplicating existing regulations while still supporting conservation efforts where appropriate. Floodways and wetlands are already regulated by state and federal agencies and development is reviewed by staff outside the land use planning process.



Rural/Agricultural



Description

Rural/Agricultural focuses on traditional agricultural activities, large-lot residential subdivisions, and preserving the working landscape and surrounding natural features. To safeguard the rural identity, the preservation of agricultural land, sustainable farming practices, and the protection of natural landscapes should be prioritized. Additionally, residential development is allowed in a way that does not overwhelm the area’s capacity or character. This fosters growth in a way that respects the rural lifestyle and environment.

Development Guidelines

- Utilize large open spaces and/or wide natural buffers between uses and along roadways.
- Encourage clustering homes to preserve agricultural land or natural features.
- Roads should be narrow, curving, and follow the natural terrain.
- Require infrequent entrances or driveways to limit fragmentation of land.
- Open stormwater drainage is allowed and encouraged where practical.
- Rural-serving businesses should be located at public road intersections.
- Use open spaces and vegetative buffers to limit the visibility of development from the roadway.
- Utilize primarily 2+ acre lots, with limited 40,000 sq ft. lots if consistent with rural character.
- Incorporate agricultural best management practices for runoff and soil conservation.

Associated Zoning Districts

County A1, A1A, R40, R40A, & DD(CZ)	Godwin A1, A1A, R40, R40A, & DD(CZ)
Falcon N/A	Wade A1, A1A, R40, R40A, & DD(CZ)

Location Characteristics

- Located outside of water/sewer service areas.
- Areas designated prime farmland, state and locally important farmland, and/or areas with well-maintained soil conservation practices.
- Near established agricultural operations and infrastructure.

Other Suitable Locations

- Adjacent to rural regions separated from densely populated urban areas.
- Where it can be utilized as a buffer between different land uses to reduce conflicts such as noise, traffic, or visual impacts.
- Within the 1,500-foot buffer of Voluntary Agricultural Districts.

Unsuitable Locations

- Areas in close proximity to existing dense residential development are generally incompatible with new Rural/Agricultural Uses.

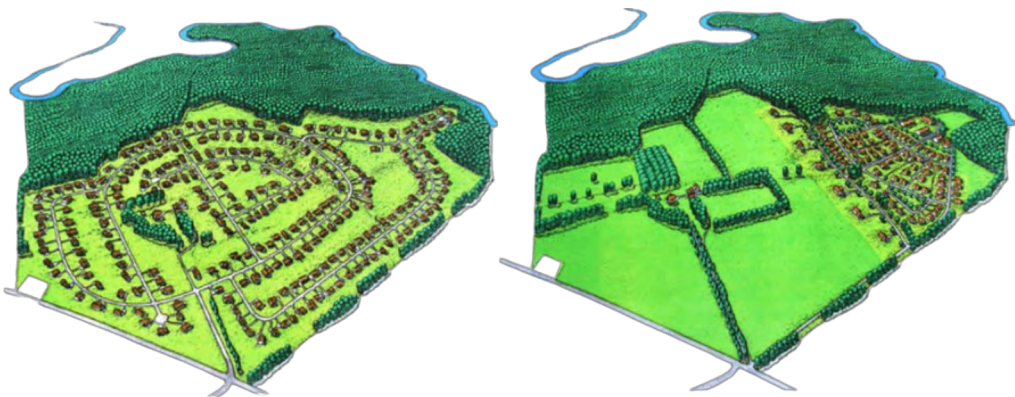
Suggested Policy/Ordinance Updates

- Amend the sign ordinance to allow ground-mounted signs for agricultural businesses in A1 zoning districts, where roadside signage is currently not permitted.
- Revise the zoning ordinance to streamline and promote the use of A1A zoning and Density Development as tools to support rural preservation and appropriate growth in agricultural areas.

Prioritize Density Development

A locally defined form of conservation subdivision, this development approach is highly encouraged in the Rural/Agricultural classification. This type of development allows residential growth while preserving open space and working agricultural land. By clustering homes, it uses less land for development and sets aside areas for farming, habitat protection, or public use. This approach supports ongoing agricultural operations and natural preservation, helping to maintain the area’s rural character and limit the spread of large-lot development into productive farmland.

Images courtesy of Randall Arendt.



Rural Density Residential



Description

Rural Density Residential promotes a smooth transition from more densely developed areas to rural and agricultural areas. This buffer can help mitigate conflicts between land uses, allowing agricultural operations to continue without being encroached upon by more intense commercial or residential development. Further, the buffer will allow flexibility in meeting the needs of new residents while ensuring the preservation of open spaces, farm activities, and the aesthetic of the landscape while preserving the rural character.

Development Guidelines

- Large open spaces and/or wide natural buffers between uses and along roadways.
- Encourage clustering of homes to preserve views, farmland, and natural features.
- Curving or twisting roads that follow natural topography.
- Infrequent entrances or driveways to reduce traffic and visual clutter.
- Use open stormwater drainage systems.
- Small-scale rural neighborhoods, maintaining a dispersed pattern.
- Development should be low-profile and compatible with nearby agricultural uses.
- Encourage native or low-maintenance landscaping.
- Limited visibility of development from the roadway using setbacks and vegetative buffers.

Location Characteristics

- Individual well and septic systems permitted.
- Desirable to limit development to a maximum of one unit per acre in areas with hydric soils or severe septic system limitations.
- May be situated outside the sewer service area.

Associated Zoning Districts

County
R40, R40A, R30, R30A,
R20*, RR**, & DD(CZ)

Falcon
R40A

Godwin
R40, R40A, RR*
& DD(CZ)

Wade
R40, R40A, RR*
& DD(CZ)

Other Suitable Locations

- Areas adjacent to rural regions that are separated from densely populated urban centers.
- Locations that serve as buffers between Rural/Agricultural zones and other land use classifications.

Unsuitable Locations

- Areas of Rural/Agricultural that would otherwise break up predominately actively farmed area and other large lot forested or agricultural areas.



Additional Notes

- *R20 may be appropriate when parcel has water and sewer and is within a half a mile of contiguous municipal limit lines and Conditional Zoning is utilized.
- **RR may be appropriate for parcels 5 acres or less not currently utilized for agricultural and/or are in existing residential areas with similar lot sizes.
- **RR may be appropriate on parcels of 6 plus acres when Conditional Zoning is used and appropriate rural character preservation techniques, like those included in the appendix on pages 170-171, are implemented.

Desired Development Type Example



Suburban Density Residential



Description

The intent of Suburban Density Residential is to allow for residential development at a higher density while preserving some open space and a connection to the rural atmosphere. This allows for a denser minimum lot size of 20,000 to 30,000 sq ft., when compared to Rural Density Residential, but utilizes development guidelines that balance and accommodate residential growth while avoiding overly congested neighborhoods.

Development Guidelines

- Encourage natural street layouts that use gently winding roads, natural contours, and organic layouts to reduce vehicle speeds, avoid a suburban grid feel, and preserve rural character.
- Promote thoughtful site design that incorporates connected street networks, shared open spaces, and substantial landscape buffers to foster a sense of community, protect rural viewsheds, and support environmental quality.
- Develop landscaping standards that prioritize native plants.
- Encourage neighborhood lot sizes to be between 20,000 and 30,000 sq ft.
- Ensure adequate utility infrastructure including, but not limited to water and sewer systems.
- Design a residential area that ensures access to community amenities, local commercial activity, and other essential services.
- Enhance the appearance and functionality the neighborhood through curb appeal and streetscape design.

Associated Zoning Districts

County
R30, R30A, RR,
R20, & R20A

Falcon
R20 & R20A

Godwin
RR

Wade
R30, R30A, RR,
& R20

Location Characteristics

- Septic systems are allowed based on soil type, lot size, and distance from public sewer.
- Must have direct access to a public street.

Other Suitable Locations

- In Rural Density Residential areas where public sewer and water lines are accessible, provided there are no conflicts with surrounding existing uses.

Unsuitable Locations

- Suburban density lots may utilize septic systems contingent on soil testing; however, significant portions of the plan area have hydric soils, which may preclude development without public sewer access.
- While both RR (Rural Residential) and R20 (Residential 20,000 square feet) zoning designations call for the same minimum lot size, their permitted uses may not be compatible. The location of residential uses next to agricultural uses should always be carefully evaluated.



Low Density Residential



Description
Low Density Residential is intended for areas where growth is encouraged yet an aversion to urbanization exists. Development parameters for the classification allow for a density of 2.2 to 5 units per acre which enables denser neighborhood development to accommodate moderate growth while avoiding intense urban-style development. The intent is to allow for dense residential neighborhood development of no more than one unit per 7,500 square feet.

- Development Guidelines**
- Minimum lot sizes between 7,500 and 15,000 sq ft.
 - Encourage the provision of scenic vegetation along the road including native trees and bushes.
 - Sidewalks and pedestrian-friendly design within neighborhoods.
 - Provide green spaces, playgrounds, parks, and community centers.
 - Utilize walkways and bike paths to connect streets, neighborhoods, and nearby amenities.
 - Encourage a mix of housing types while maintaining low-to-moderate density.
 - Community gardens and pocket parks encouraged.
 - Underground utility infrastructure to preserve neighborhood aesthetics.
 - Planned through-road access to future or joint neighborhoods to promote connectivity.
 - Foster neighborhood identity through entry features, signage, and consistent streetscaping.

Associated Zoning Districts

- | | |
|-----------------------------------|-----------------------------|
| County
R15 & R7.5 | Godwin
R15 & R7.5 |
| Falcon
R15, R15A & R7.5 | Wade
R15 & R7.5 |

- Location Characteristics**
- Public or community water and public sewer required.
 - Must have direct access to a public street.
 - Desirable to be within three miles of a recreation area or facility.
 - Desirable to avoid FEMA-designated Special Flood Hazard Areas (100-year flood area).
 - Encouraged to be located in mixed-use developments.

- Other Suitable Locations**
- If sewer and water is accessible, there are no conflicts with surrounding existing uses, and the area is classified as Suburban Density Residential.

- Unsuitable Locations**
- Rural or actively farmed areas.
 - Areas without suitable roadway connections.
 - Areas without public utilities.



Medium Density Residential



Description

Medium Density Residential supports concentrated population growth to promote a close-knit community. The classification encourages the development of dense single-family housing as well as multifamily housing units such as duplexes and townhomes. The intent is to allow for neighborhood development at a density of 6 to 15 units per acre.

Development Guidelines

- Promote multifamily housing types including townhomes, duplexes, and small apartment complexes.
- Support vertical and horizontal mixed-use where contextually appropriate.
- Sidewalks, bike paths, and transit stops should be included in design.
- Design should prioritize walkability and access to services.
- Utilize underground utilities and modern stormwater management.
- Encourage use of shared open space, pocket parks, and courtyards.
- Promote a strong visual connection between buildings and the public realm.

Associated Zoning Districts

County
R6, R6A, & R5A

Godwin
R6, R6A, & R5A

Falcon
R6

Wade
R6, R6A, & R5A

Location Characteristics

- Public water and sewer required.
- Must have direct access to a collector street.
- Desirable to be within two miles of an existing major or minor thoroughfare.
- Desirable to be within two miles of a public recreation area.
- Encouraged to be located in mixed-use developments.
- Desirable to serve as a transition between non-residential uses and higher density residential areas to lower denser residential areas.
- Discouraged in areas with hydric soils.

Other Suitable Locations

- Some low density residential areas may be suitable for even greater density or multifamily housing, especially if nearby development has increased over time.

Unsuitable Locations

- Anywhere without public utilities.
- Close to unbuffered commercial or industrial activity.
- Anywhere where additional density would strain infrastructure or conflict with surrounding character.



High Density Residential



Description

High Density Residential is intended to facilitate a higher population concentration in areas where there is sufficient infrastructure to accommodate this growth. It recommends the development of large-scale multifamily housing projects and amenities at a density of 15 or more units per acre to support residential growth. This approach aims to address housing shortfalls in the county and offer affordable housing opportunities while limiting urban sprawl.

Development Guidelines

- Encourage vertical and horizontal mixed-use development.
- Encourage multi-family housing developments.
- Design a residential area that ensures access to community amenities, local commercial activity, and other essential services.
- Enhance the appearance and functionality the neighborhood through curb appeal and streetscape design.
- Foster neighborhoods through gradual growth, allowing for a natural expansion including infrastructure, utilities, and amenities over time.
- Underground utility infrastructure with high-capacity service.

Associated Zoning Districts

County R5	Godwin N/A
Falcon N/A	Wade N/A

Location Characteristics

- Public water and sewer required.
- Must have direct access to a collector street.
- Should be within one-quarter mile of an existing major or minor thoroughfare.
- Preferably within one-half mile of a neighborhood, community, or regional shopping center.
- Preferably within two miles of a public recreation area.
- Should be adjacent to existing or zoned medium- or high-density residential, office & institutional, or light commercial uses.
- Should be adjacent to areas currently developed or zoned for medium- or high-density housing, office, and institutional purposes, or light commercial activity.
- Encouraged to be used in conjunction with vertical mixed-use developments.
- Discouraged in areas with hydric soils.

Other Suitable Locations

- Provided substantial change to the plan area certain medium density residential areas may be suitable for R5. The added density should be compliant with surrounding resources and character.
- Commercial areas where lots are sufficiently large to be buffered from roads or other businesses.

Unsuitable Locations

- Anywhere without public utilities.
- Close to unbuffered commercial or industrial activity.
- Anywhere where additional density would strain infrastructure or conflict with surrounding character.

Additional Note

This classification is not currently assigned to any areas on the Future Land Use Map; however, it has been included as a placeholder for potential future use. It may become appropriate if there is a significant shift in development conditions—such as major infrastructure or utility expansions—paired with updates to the town’s zoning ordinances that support higher-intensity residential development. Including this classification ensures the plan remains adaptable and capable of accommodating long-term growth should community needs and capacities evolve.



Commercial



Description

Commercial development should be balanced and thoughtful in a way that aligns economic growth and community well-being. Commercial activities should be in areas that not only have sufficient infrastructure, but are also high quality, well designed, and considerate of the natural and surrounding environment.

Development Guidelines

- Incorporate landscaping elements to screen site utilities, storage areas, and loading docks from public view, and to provide buffers between different zoning and land use classifications.
- Ensure commercial buildings are oriented with the entrance facing the main road and designed to reflect the character of the surrounding area. Design the development to reflect the character of the surrounding area and to minimize environmental impact through responsible planning including protecting natural areas, reducing impervious surfaces, and encouraging water conservation.
- Engage with the local community early in the development process to ensure that the commercial development meets local needs and aligns with the community desires.
- Ensure adequate utility infrastructure including, but not limited to water and sewer systems.
- Design for pedestrian connectivity with sidewalks, crosswalks, and shared paths; while driveways and access lanes should be shared or consolidated with adjacent uses.
- Light commercial should provide convenient goods and services to the immediate surrounding neighborhood.

Associated Zoning Districts

County
C1(P), C2(P),
& C(P)

Falcon
C-1, C(P),
& C-3

Godwin
C1(P), C2(P),
& C(P)

Wade
C1(P), C2(P),
& C(P)

Location Characteristics

- Public water and sewer required within municipal limits.
- Must have direct access to a collector street or higher.
- Should be located on a site that provides adequate area for buffering, screening, and landscaping.
- Light commercial uses may serve as a transition between residential, office & institutional, and heavier commercial or industrial areas.
- Heavier commercial uses should not be located in predominantly residential, office & institutional, or light commercial areas.
- Should be located near other commercial uses, especially in areas with established or emerging commercial activity.
- May be appropriate in areas transitioning from residential to nonresidential through redevelopment and infrastructure improvements.
- May be located in designated commercial corridors or at intersections of major roads (e.g., rural crossroads suitable for small-scale "mom & pop" stores).

Other Suitable Locations

- Heavy commercial may be co-located with light industrial or manufacturing uses where compatible.
- Adjacent to rural areas, separated from densely populated urban centers
- Rural serving light commercial operations may be located in rural areas at an intersection of two collector streets.
- Areas classified as O&I may be appropriate for light commercial uses, provided there are no conflicts with the surrounding area.
- In close proximity to existing commercial zoning, particularly near interstate interchanges.

Unsuitable Locations

- Flood areas, especially when proposed use involves pollutants.
- Unincorporated areas where public utilities would be required, but cannot be extended.



Office & Institutional



Description
Office & Institutional includes facilities that serve the public good and meet social, educational, medical, and civic needs. Examples include schools, churches, hospitals, doctor’s offices, and community centers. These institutions support community cohesion and provide essential services. Their design and placement should ensure accessibility, encourage interaction, and integrate well with surrounding land uses to enhance quality of life.

- Development Guidelines**
- Located in areas with good access to major roads or public transit to minimize traffic congestion and sure easy access for customers.
 - Buildings should front the street with clear and accessible entrances.
 - Ensure adequate utility infrastructure including, but not limited to water and sewer systems.
 - Incorporate public spaces such as plazas, courtyards, or landscaped open spaces that foster social interaction and provide relaxation areas for employees, students, or visitors.
 - Incorporate landscaping elements to enhance the aesthetic appeal of the site.
 - Site utilities and service areas should be screened from view, parking areas should be broken up with landscaped islands parking.
 - Promote shared-use agreements for parking and recreation spaces with neighboring uses.

Associated Zoning Districts

County O&I(P)	Godwin O&I(P)
Falcon O&I	Wade O&I(P)

- Location Characteristics**
- Public water and sewer desirable.
 - Should have direct access to a collector or higher-order street.
 - Must be located on a site that allows adequate space for buffering, screening, and landscaping.
 - Should be easily accessible to the surrounding population, including via pedestrian or transit options where available.
 - Sites should be sized appropriately to accommodate parking, emergency access, and potential future expansion.

- Other Suitable Locations**
- Areas with established civic, religious, or institutional uses that already serve the community.
 - Locations with high visibility and accessibility for public services such as schools, clinics, and community centers.
 - Transition zones between residential neighborhoods and commercial areas.

- Unsuitable Locations**
- Sites directly adjacent to incompatible uses where adequate buffering or mitigation cannot be provided.
 - Locations with limited access or visibility that could hinder public use or service delivery.
 - Parcels that are isolated from the population or poorly connected to transportation networks.



Industrial



Description

Industrial development should foster clean, high-tech industries and manufacturing that integrate well with the surrounding community and environment. This allows for a focus on sustainability, efficient use of resources, and minimizing environmental impact.

Development Guidelines

- Locate near major highways, interstates, or rail lines to facilitate shipping and reduce traffic congestion on local roads.
- Limit direct access to minor roads; instead, use frontage or collector roads to manage truck traffic safely and efficiently.
- Avoid placement near residential neighborhoods or sensitive environmental areas unless sufficient buffers are provided.
- Orient buildings toward the main road and use design strategies to minimize visual impact and enhance compatibility with surrounding areas.
- Design the development to minimize environmental impact through responsible planning including protecting natural areas, reducing impervious surfaces, and encouraging water conservation.
- Use landscaping and natural buffers to screen views and mitigate noise, light, and dust impacts on adjacent properties.
- Ensure parking, loading, and storage areas are located behind or beside buildings and screened from public view.
- Cluster buildings and shared infrastructure where feasible to reduce land disturbance and promote efficient site design.
- Plan for flexibility by allowing for adaptive reuse or expansion of facilities over time.

Associated Zoning Districts

County
M1(P) & M(P)

Godwin
M1(P) & M(P)

Falcon
H

Wade
M1(P) & M(P)

Location Characteristics

- Public water and sewer required for heavy industrial/manufacturing operations; encouraged but not required for light industrial uses.
- Heavy industrial uses should have direct access to an arterial street; light industrial uses should have direct access to a public street.
- Located outside the Special Flood Hazard Area (100-Year Flood Area).
- Should not be located in predominantly residential, office & institutional, or light commercial areas.
- Must be on tracts that provide adequate space for buffering, screening, and landscaping, unless located within an existing or planned heavy industrial area that is not adjacent to differing land use classifications.

Other Suitable Locations

- Large parcels with direct access to necessary infrastructure such as rail lines, interstate highways, and utilities, where buffering requirements can be met.
- Sites adjacent to existing light or heavy industrial areas, provided they do not intrude upon or disrupt nearby residential neighborhoods.
- Locations identified by the Fayetteville Cumberland County Economic Development Corporation (FCEDC) as strategic for countywide economic development.
- Properties with existing structures that can be adapted for industrial use if deemed compatible with the surrounding area (Use of conditional zoning is suggested)

Unsuitable Locations

- Flood-prone areas, particularly for industries with a high potential for pollution.



Flex Area



Flex Areas

Flex Areas are designated in locations where existing conditions, such as underdeveloped or transitional spaces, may be compatible with a wide variety of zoning districts compared to other land use classifications. These areas provide an opportunity to guide growth in a way that supports community needs while maintaining compatibility with surrounding uses. As Flex Areas develop and "fill in," earlier projects may influence the direction and expectations for future development.

Rezoning requests within Flex Areas should be approached thoughtfully. The use of conditional zoning is encouraged to ensure that new development supports a harmonious mix of uses and respects both existing and planned development patterns.

Development Guidelines

- Use landscaping and natural buffers to screen views and mitigate impacts such as noise, lighting, and dust.
- Locate parking, loading, and storage areas behind or beside buildings, screened from public view.
- Promote shared-use agreements for parking, green space, and recreational areas.
- Design buildings for flexibility, supporting adaptive reuse or future expansion.
- Orient non-residential buildings toward the street and use architectural and site design strategies to reduce visual impacts.
- Incorporate landscaping to screen utilities, storage, and loading areas and to buffer different zoning and land use types.

Associated Zoning Districts

County
N/A

Godwin
MXD/CZ, R15, R7.5, R6,
C1(P), C2(P), & C(P)

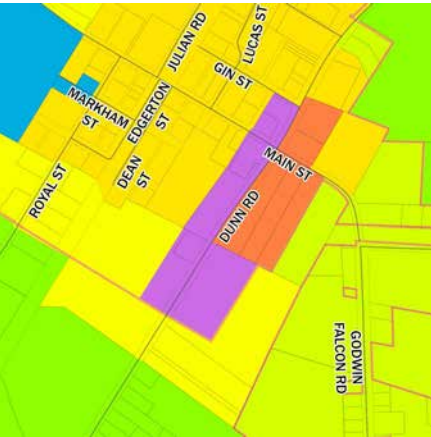
Falcon
N/A

Wade
R30, R30A, R20, RR,
C1(P), and O&I(P)

Flex Areas are not called for in the County's jurisdiction of the plan area, but are designated within the town limits of Wade and Godwin.

Godwin Flex Area

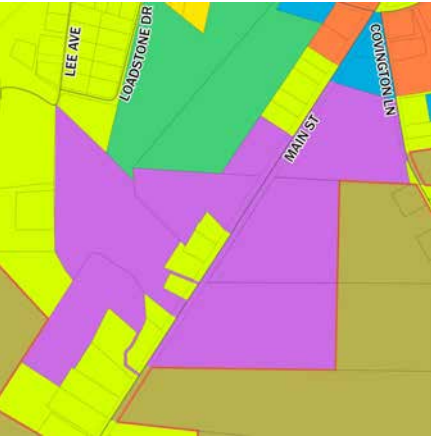
- Located along Dunn Road and spans approximately 23 acres of underutilized land within the town.
- The area’s central location, large parcel sizes, existing infrastructure, and surrounding land uses present a good opportunity for thoughtful and flexible development that meets quality design standards.
- This flex area supports a range of potential growth and development—whether residential, commercial, or mixed-use—as the area evolves.
- Development priority should revolve around small, community-oriented businesses and housing that foster a walkable, main street-style environment aligned with the needs and character of the community.



Godwin Flex Area

Wade Flex Area

- Applies to properties of 2.5 acres or greater along Main Street.
- Maintain development patterns with lot sizes over 30,000 square feet.
- Directs growth to preferred areas to maintain consistency and balance.
- Provide space to expand existing infrastructure and community resources (e.g. utilities, community gardens, etc.).
- Address the limited availability of essential commercial services (e.g., grocery stores, locally owned restaurants).



Wade Flex Area

When rezoning, conditional zoning should be utilized to ensure the use is in harmony with existing and potential future uses in the surrounding area.





Further Considerations

Additional Notes

Land use classifications offer guidance for future development but cannot account for every condition or situation. Site-specific factors such as environmental constraints, surrounding development, or zoning history may influence what is appropriate in a given location. This page outlines some additional clarifications and planning considerations to help interpret and apply the classifications more effectively. These notes provide guidance in situations where land use boundaries intersect, where density guidelines need refinement, or where the plan does not explicitly address a land use issue.

- The residential density ranges provided in each land use classification represent the maximum density that should be considered. Lower-density zoning may be more appropriate depending on compatibility with surrounding development and existing conditions.
 - a. This density guidance does not apply to non-residential zoning, such as agricultural districts, due to the broader range of potentially incompatible uses they may permit.
- When adjacent properties fall under different land use classifications, it may be appropriate to apply the neighboring classification—if the proposed use meets the intent of that classification, complies with buffering requirements, and does not significantly alter the character of the surrounding area.
- If the plan does not specifically address a development issue, it is appropriate to refer to the most current countywide land use policies plan to assess consistency and guide decision-making.
- Properties located wholly or partially within mapped flood zones or environmentally sensitive areas may be considered for rezoning based on the most appropriate adjacent land use classification. While the updated future land use map no longer assigns a blanket Open Space designation to floodways, wetlands, or the 100-year floodplain, these areas remain important for conservation and hazard mitigation.
 - a. Development within or near these sensitive areas should follow the design and buffering guidelines provided in the Open Space classification to protect natural resources and minimize potential impacts on adjacent properties.
 - b. The Open Space classification serves as a reference for best practices, emphasizing the importance of preserving riparian corridors, wetlands, and potential park or greenway space—even when development is permitted.



Smart Growth

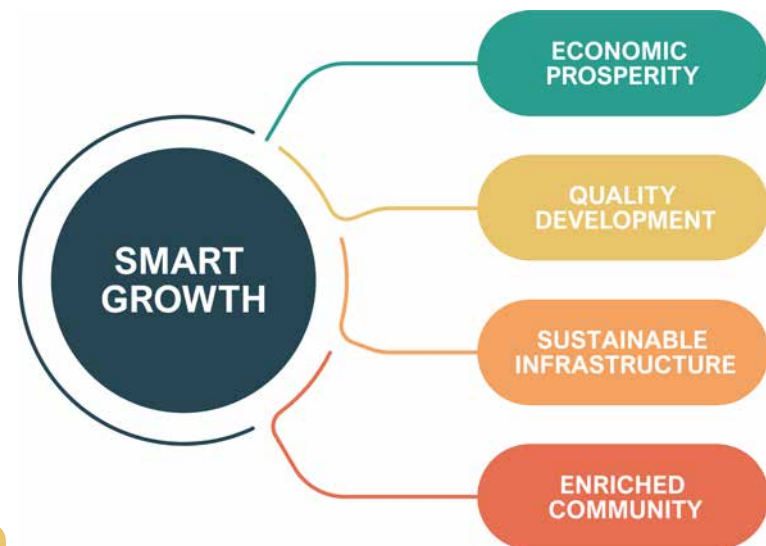
Smart Growth is a planning philosophy that promotes well-managed, fiscally responsible, and sustainable development. In the Northeast Cumberland plan area, a largely rural region with a strong agricultural base and small-town character, Smart Growth strategies offer a framework for balancing growth with the preservation of community identity and natural resources. These strategies prioritize development that supports long-term economic health, environmental stewardship, and quality of life for current and future residents.

In Cumberland County, this includes coordinated land use decisions that support local food systems, educational access, public health, and economic opportunity. Initiatives like building an international farmers market, expanding access to early childhood development centers, and ensuring supportive infrastructure for new school construction can be supported through thoughtful planning and zoning.



In rural areas like Northeast Cumberland, Smart Growth emphasizes thoughtful location of development, infrastructure efficiency, and land use compatibility. While major population centers are not anticipated within the plan area, modest growth is likely to occur, particularly in and around the towns of Godwin, Falcon, and Wade. Applying Smart Growth principles can ensure that this growth occurs in a way that is consistent with community values, conserves resources, and supports the vision outlined in Cumberland County's Strategic Plan, which intends to prioritize economic prosperity, quality development, and a safe, healthy, and culturally enriched community.

This includes aligning land use policy with goals such as supporting small businesses and family farms, providing accessible health and social service locations, expanding hospitality and workforce training opportunities, and leveraging highway access (I-95, I-295, and future I-685) to enhance economic connectivity.



Goal

Promote development that is fiscally responsible, environmentally sustainable, and consistent with the community's rural identity by applying smart growth principles that guide infrastructure investment, land use decisions, and quality of life enhancements.

Objectives

- **Concentrate Growth in Appropriate Areas** – Encourage development near existing infrastructure and municipal boundaries while preserving open space and rural landscapes.
- **Support Infrastructure Efficiency** – Guide new development to areas where utilities, roads, and services already exist or can be extended efficiently.
- **Encourage Mixed and Compatible Land Uses** – Promote land use patterns that support walkability, small-scale commercial activity, and appropriate housing diversity near town centers.
- **Preserve Farmland and Natural Areas** – Limit scattered or leapfrog development by prioritizing agricultural preservation and conservation of natural resources.
- **Align with County Strategic Priorities** – Support development that advances county goals such as economic prosperity, wellness, public safety, education, and cultural opportunities.



Recommendations

Promote Development Consistent with County Strategic Plan

Recommendation: Prioritize development proposals that align with Cumberland County's Strategic Plan focus areas, including economic opportunity, public safety, education, and health and wellness.

Reason: Projects that advance these county-wide goals are more likely to be considered compatible with the long-range vision for Northeast Cumberland.

Incorporate Smart Growth Tools in Local Planning

Recommendation: Utilize tools such as conservation subdivisions, overlay districts, and development performance standards to encourage flexibility and sustainability in future growth.

Reason: These tools allow for context-sensitive development that supports housing, open space preservation, and efficient infrastructure use.

Direct Growth to Infrastructure-Supported Areas

Recommendation: Encourage residential and non-residential growth in areas already served by utilities and major roads, and discourage extensions of infrastructure that promote scattered or leapfrog development.

Reason: This approach reduces public service costs, supports efficient land use, and helps maintain the area's rural landscape.

Encourage Context-Sensitive Commercial Development

Recommendation: Guide new commercial development to locate in scale and character with its surroundings, particularly near town centers or designated crossroads.

Reason: Properly scaled commercial uses serve residents without overwhelming rural communities or degrading visual quality.



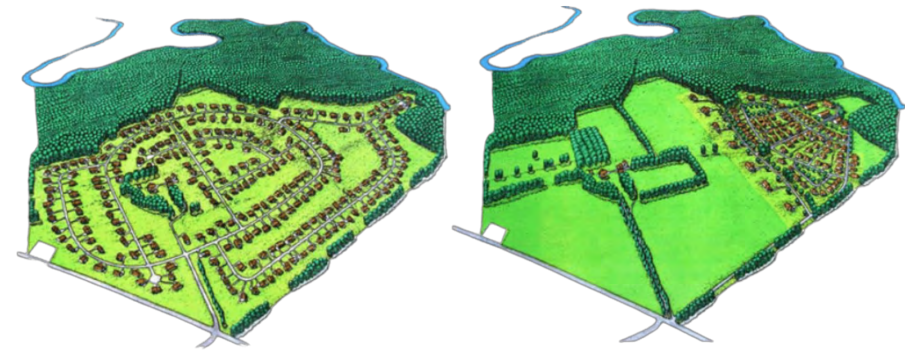
Density Development

As rural communities continue to experience incremental growth, conservation subdivisions, also known as Density Developments, offer an alternative to conventional subdivision patterns that helps preserve open space, protect farmland and natural features, and maintain rural character. These developments allow homes to be clustered on smaller lots, while permanently preserving a significant portion of the site as open space. By concentrating development in one portion of a tract, landowners and developers can reduce infrastructure costs and environmental impacts, while offering a product that aligns with the values of rural communities.

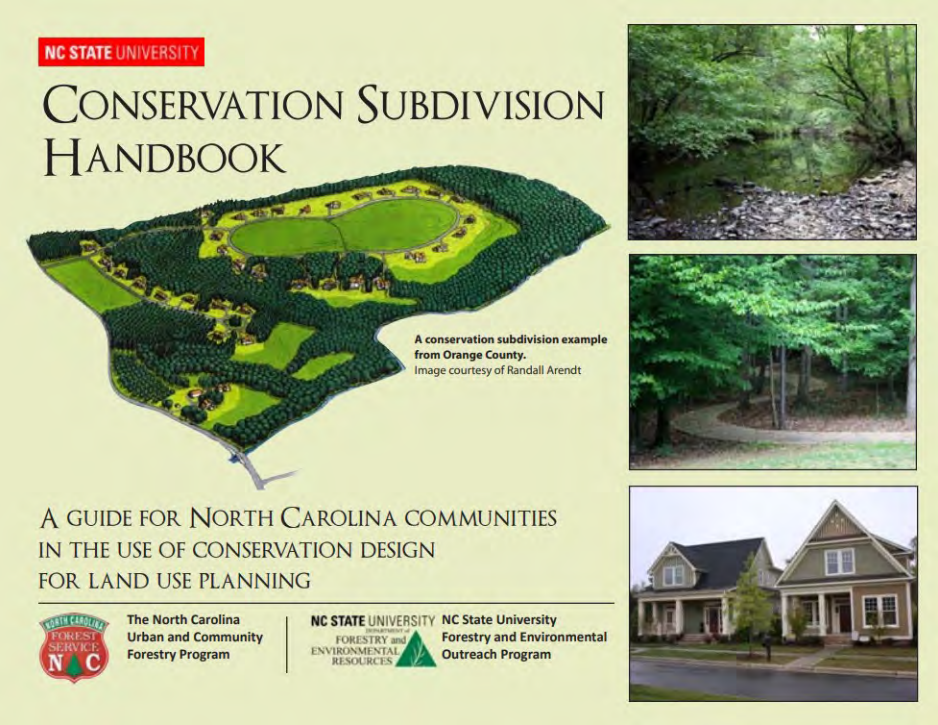
Conservation subdivisions provide a balanced approach that supports both rural preservation and modest, appropriate development. They are especially well-suited to areas where maintaining community character, protecting natural resources, and supporting agricultural heritage are high priorities.

Benefits of Conservation Subdivisions:

- Maintains rural character while accommodating limited growth.
- Preserves prime agricultural land and environmentally sensitive areas.
- Reduces road, utility, and maintenance costs for developers and local governments.
- Enhances stormwater management and minimizes runoff through open space retention.
- Provides community-accessible open space, trails, and buffers that contribute to quality of life.



Potential conventional subdivision vs a conservation subdivision on the same site. Images courtesy of Randall Arendt



Goal

Promote conservation subdivisions (Density Developments) as the preferred residential development pattern in agricultural and rural areas to preserve open space, protect natural resources, maintain rural character, and support efficient infrastructure development.

Objectives

- **Preserve Significant Open Space** – Encourage landowners and developers to conserve at least 40–60% of a site's area as permanent open space, farmland, or natural resource protection areas.
- **Protect Environmental Assets** – Support voluntary conservation practices that safeguard floodplains, wetlands, forests, streams, and other sensitive environmental features.
- **Maintain Flexibility in Design** – Allow variations in lot sizes, setbacks, and layouts to facilitate clustered housing that concentrates development while maximizing the preservation of open and natural spaces.
- **Enhance Rural Character** – Promote designs that retain scenic views, natural buffers, farm fields, forest edges, and cultural landscapes important to the area's rural identity.
- **Reduce Infrastructure and Environmental Impacts** – Encourage subdivision layouts that lower the need for extensive roads, utilities, and stormwater infrastructure, reducing costs and minimizing environmental disturbance.

Recommendations

Update and Strengthen Conservation Subdivision Standards

Recommendation: Revise and update existing ordinances concerning conservation subdivisions (Density Development) to improve clarity, enhance design flexibility, and strengthen incentives for use in agricultural and rural areas. Updates should prioritize minimum open space preservation, encourage innovative cluster layouts, and reduce barriers that limit adoption.

Reason: Updating the current ordinances can make conservation subdivisions a more appealing option, supporting farmland preservation, rural character, and sustainable growth.

Prioritize Conservation Subdivision in Strategic Areas

Recommendation: Focus conservation subdivision promotion efforts in future land use areas identified as suitable for rural residential uses or clustered rural development, especially where farmland preservation, open space continuity, or watershed protection is a priority.

Reason: Targeting conservation subdivision in appropriate areas helps maximize the benefits of open space preservation while directing growth away from environmentally sensitive or agriculturally valuable lands.

Offer Incentives for Exceeding Conservation Targets

Recommendation: Implement incentives such as density bonuses, streamlined review processes, or reduced development fees for projects that preserve higher percentages of open space, incorporate green infrastructure, or exceed minimum conservation subdivision requirements.

Reason: Incentives encourage greater voluntary participation in conservation-oriented development and reward projects that contribute more significantly to community goals.

Foster Partnerships to Support Conservation Development

Recommendation: Partner with conservation groups, land trusts, Cooperative Extension, and the North Carolina Wildlife Resources Commission to promote awareness of conservation subdivision benefits and provide technical assistance and outreach to property owners and developers.

Reason: Collaboration with conservation-focused organizations strengthens local capacity, raises awareness of available options, and builds momentum for rural preservation initiatives.



Watershed

As development proceeds within the Cape Fear River WS-IV Protected Area (WS-IV-PA), land use decisions must balance growth with the long-term protection of drinking water quality. The guidelines below translate the watershed ordinance into plain language, highlight available flexibility, and outline strategies that let property owners achieve reasonable returns while safeguarding this shared resource.

Location & Extent
In the plan area, the WS-IV-PA occupies the entire southwestern quadrant: including everything south of the Cape Fear River (until just north of the Town of Wade), wholly west of I-95, and including all of Wade itself. Outside the plan boundary, the watershed extends onto the river’s north bank and continues south beyond I-295 toward Fayetteville.

Purpose
Guide future land use so every project within the WS-IV-PA:

- Protects source-water quality for all communities.
- Respects state-mandated limits on density and impervious cover.
- Uses site design and storm-water practices that fit rural character and avoid shifting maintenance burdens onto taxpayers.

Key Standards (Ordinance Highlights)

- Single-family development is limited to a gross density of two dwelling units per acre. Standard lots may not be smaller than ½ acre (20,000 sqft, not counting road rights-of-way).
- All other residential and non-residential projects may cover no more than 24 percent of the tract with built-upon surfaces, unless they choose the high-density option (see below).
- High-density watershed projects may increase the built-upon area up to a maximum impervious surface of 70%. This will require the developer to present engineered-drawn stormwater control measures (SCMs) that meet state design criteria to the County Board of Adjustment for approval. The developer (or subsequent responsible party, such as an HOA) will be responsible for the long-term operation and maintenance of these SCMs, which will be reviewed and approved by the Planning Director or their designee.
- Cluster (Density) Development is allowed everywhere in the watershed. Watershed-based minimum lot sizes do not apply, provided the overall tract still meets the two units per acre or 24 percent impervious limits. All built upon areas must be arranged to minimize runoff, and the remainder of the land must stay in a vegetated or natural state, protected permanently by an HOA, local government, or conservation trust.
- Buffers are mandatory: at least 30 feet of undisturbed vegetation along all perennial waters under the low-density option, expanding to 100 feet for projects that exceed the 24 percent impervious threshold.

Legend:

- Town of Wade
- Cape Fear Watershed
- Cape Fear River
- Area Hydrology

Scale: 0 0.5 1 2 3 Miles

North Arrow

Goal

Protect the water quality of the Cape Fear River by ensuring that development within the WS-IV Protected Area is carefully planned to meet watershed standards, preserve rural character, and promote sustainable growth practices that minimize environmental impacts.

Objectives

- **Encourage Compatible Development Forms** – Support the use of conservation subdivisions and multifamily designs that cluster development, minimize impervious surfaces, and preserve large areas of open space.
- **Protect Critical Riparian Buffers** – Maintain or enhance vegetated buffers along streams and rivers to intercept pollutants, manage stormwater runoff, and preserve natural ecosystems.
- **Preserve Rural Character and Open Space** – Promote site designs that retain agricultural lands, forested areas, and scenic rural views, reinforcing the area's identity and protecting important environmental resources.
- **Incentivize Conservation Practices** – Offer development incentives, such as density bonuses or expedited review, for projects that protect greater amounts of open space, incorporate engineered stormwater controls, or enhance watershed protections beyond minimum requirements.

Recommendations

Enhance Watershed Awareness and Site Planning Resources

Recommendation: Publish an interactive watershed overlay illustrating base, cluster, and high-density thresholds; develop a Stormwater Control Measure (SCM) Maintenance Toolkit with template agreements, inspection checklists, and cost estimate tables.

Reason: Providing clear site planning tools and maintenance resources helps property owners, developers, and planners make informed decisions early, supports long-term watershed health, and reduces future conflicts and maintenance challenges.

Strengthen Development Standards for Watershed Protection

Recommendation: Adopt cluster development standards modeled after the Conservation Subdivision provisions (see page 40-41), with tailored open space and buffer requirements specific to watershed needs; link land-use approvals to recorded conservation easements or maintenance covenants before final plat approval.

Reason: Stronger, watershed-specific development rules and stewardship requirements ensure lasting protection of water quality and natural resources while accommodating sustainable growth.

Integrate Green Growth Practices into Watershed Planning

Recommendation: Utilize the North Carolina Wildlife Resources Commission's Green Growth Toolbox to guide and strengthen watershed-related actions, and consult it during policy and ordinance updates.

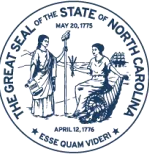
Reason: Incorporating conservation-based development principles helps protect critical habitats, maintain watershed functions, and align local policies with broader regional conservation goals.

Foster Partnerships for Watershed Stewardship

Recommendation: Coordinate with the N.C. Wildlife Resources Commission (NCWRC) N.C. Department of Environmental Quality (NCDEQ), Cape Fear River Assembly, and county Soil and Water Conservation staff to host workshops promoting watershed-friendly site design practices.

Reason: Collaboration with state and local partners strengthens local capacity, builds community knowledge, and encourages sustainable development approaches that benefit the broader region.

With the watershed rules integrated into routine project review and cluster design promoted where appropriate, the Cape Fear River WS-IV-PA can safeguard water quality and still welcome modest, well-sited development.



NORTH CAROLINA
Environmental Quality



Rhodes Pond

Rhodes Pond is one of the most scenic and historically significant natural features in northeast Cumberland County. Located near the Town of Godwin, it has long served as a landmark for outdoor recreation, conservation, and community engagement. Surrounded by cypress trees and diverse wildlife, the pond provides ecological, aesthetic, and recreational value to the region.

While Rhodes Pond itself is protected, the surrounding properties play a crucial role in maintaining its water quality, ecological integrity, and rural character. As part of the broader land use planning initiative, this section outlines the historical significance, existing conditions, and future vision for the area immediately surrounding Rhodes Pond. The goal is to ensure that future development remains compatible with the natural environment, balancing conservation, responsible land use, and scenic preservation to protect this valuable resource for generations to come.

In support of these efforts, Cumberland County received a \$500,000 grant in December 2024 for capital improvements to parking and bathroom facilities at Rhodes Pond. The project is being managed by County Engineering, with funding made available through Senate Bill 508. Improvements will be subject to Wildlife Resources Commission approval and must include long-term maintenance provisions. For additional details, see appendix page 176.

Development Guidelines

- Maintain Rural/Agricultural associated zoning districts surrounding Rhodes Pond to discourage intensive development.
- Encourage conservation subdivisions (density development) to preserve large portions of land as open space.
- Require a minimum 100-foot vegetative buffer between new development and the pond.
- Require a 200-foot minimum building and parking lot setback for any proposed development from the pond’s edge to protect views and reduce runoff impacts.
- Limit tree clearing and grading within 50 feet of the pond to maintain natural filtration and prevent erosion.
- Require stormwater retention and filtration systems to prevent direct runoff into the pond.
- Utilize permeable surfaces for driveways, parking areas, and walkways.
- Restrict any development that could alter natural drainage patterns feeding into the pond.
- Control Outdoor Lighting – Outdoor lighting should be shielded and directed downward to prevent light pollution.
- Restrict Large Signage – All detached signage within 2,000 feet of the pond must meet county ground sign requirements. No illuminated or electronic message boards are allowed.
- Any proposed sewer and water extensions near Rhodes Pond should be evaluated to balance compatibility with the area’s natural and environmental sensitivity and desired growth of the area.



Goal

Ensure that development on the properties surrounding Rhodes Pond is carefully planned to protect the pond’s water quality, preserve its scenic and rural character, and prevent incompatible land uses that could negatively impact the area.

Objectives

- **Establish Protective Buffers** – Require vegetative buffers and setbacks to prevent direct impacts from development.
- **Limit Development** – Maintain Rural/Agricultural associated zoning districts and restrict high-impact commercial or industrial uses.
- **Protect Water Quality** – Implement Best Management Practices (BMPs) for stormwater management to prevent runoff and pollution.
- **Preserve Scenic and Rural Character** – Ensure that new development blends with the natural environment and does not obstruct key viewsheds.
- **Encourage Conservation and Open Space** – Support conservation easements and landowner incentives to maintain natural areas.
- **Control Outdoor Lighting** – Limit artificial lighting to minimize light pollution and maintain the natural ambiance of the area.



Recommendations

Utilize Conditional Zoning for Rezoning Requests

Recommendation: Require rezoning requests for properties surrounding Rhodes Pond to use Conditional Zoning, ensuring that any approved development meets specific buffering, setback, and design requirements.

Reason: Conditional Zoning allows tailored conditions to each rezoning request, ensuring that vegetative buffers, building setbacks, stormwater management, and other development guidelines are enforced. This approach provides flexibility while protecting the pond’s ecological and scenic integrity, preventing incompatible development that could negatively impact the area.

Explore Land Conservation Incentives

Recommendation: Work with land trusts, conservation organizations, and state agencies to develop voluntary conservation easements and financial incentives for property owners who choose to preserve their land.

Reason: Providing incentives for land conservation can help protect key properties around the pond without requiring regulatory restrictions or eminent domain.

Limit Development

Recommendation: Maintain Rural/Agricultural associated zoning districts for properties adjacent to Rhodes Pond, and limit large-scale commercial, industrial, and residential development in the area.

Reason: Commercial and residential development can increase impervious surfaces, strain infrastructure, and negatively impact the pond’s scenic and ecological integrity.

Prohibit Detached Signage Within 2,000 Feet of Rhodes Pond

Recommendation: Prohibit all detached signage, including billboards, within 2,000 feet of Rhodes Pond unless it meets the county’s ground sign requirements and does not include illumination or electronic message boards.

Reason: Unregulated signage can detract from the natural beauty and rural character of the Rhodes Pond area. Restricting billboards and excessive signage ensures that viewsheds remain unobstructed and prevents visual clutter. By allowing only ground signs that comply with county zoning regulations and prohibiting illuminated or electronic signage, this policy helps maintain the area’s scenic and environmental integrity.



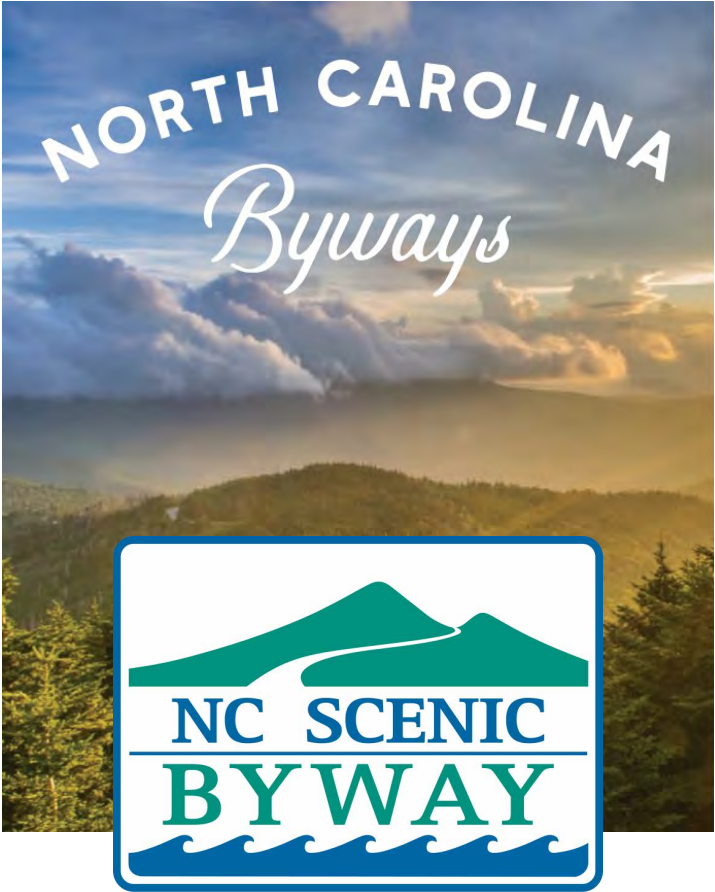
Averasboro Battlefield

Averasboro Battlefield is one of the most historically significant sites in Northeast Cumberland County, marking the location of a pivotal Civil War engagement. Situated along NC Highway 82 (Burnett Road), the battlefield is part of the Averasboro Battlefield Scenic Byway, a designated route that preserves and enhances the historic landscape while providing visitors with a connection to North Carolina’s past. Today, the battlefield serves as a historical landmark, educational resource, and cultural asset, drawing visitors and historians alike.

While the battlefield itself is protected, the surrounding properties play a crucial role in preserving its integrity, scenic value, and historical context. This section of the Northeast Cumberland Land Use Plan outlines the history, existing conditions, and future vision for the area surrounding the battlefield. The goal is to ensure that development remains compatible with the historic landscape by maintaining rural character, scenic viewsheds, and appropriate land uses that honor the site’s significance.

Development Guidelines

- Maintain Rural/Agricultural associated zoning districts to discourage intensive development and preserve the battlefield’s setting.
- Encourage conservation subdivisions (density development) that preserve road frontage areas, compliment the historic landscape and does not detract from the battlefields significance.
- Preserve natural and scenic buffers by maintaining tree lines, open fields, and natural vegetation along NC Highway 82.
- Limit large-scale commercial or industrial uses in the immediate vicinity of the battlefield to prevent incompatible land uses.
- Control signage to ensure that all detached signs within 2,000 feet of the battlefield meet county ground sign requirements and do not include illumination or electronic message boards.
- Restrict outdoor lighting by requiring that all lighting be shielded and directed downward to prevent light pollution.
- Encourage the use of conservation easements to protect key properties from future development.
- Any proposed sewer and water extensions near Averasboro Battlefield should be evaluated to balance compatibility with the area’s natural and historical sensitivity and desired growth of the area.



Goal

Ensure that development on properties surrounding Averasboro Battlefield is carefully planned to protect its historic viewshed, preserve the rural and scenic character, and prevent land uses that could negatively impact the battlefield’s historical integrity.

Objectives

- **Preserve Historic Viewsheds** – Maintain open spaces and limit development that could obstruct key views of the battlefield.
- **Protect Rural and Agricultural Land Uses** – Encourage land uses that are compatible with the battlefield’s historical setting and discourage higher density residential or commercial development.
- **Support Heritage Tourism** – Promote policies that enhance the battlefield’s role as a historic and educational resource while ensuring that new development complements the site’s significance.
- **Encourage Conservation Easements** – Work with land trusts and property owners to preserve farmland and open spaces adjacent to the battlefield.
- **Control Outdoor Lighting** – Limit artificial lighting to minimize light pollution and maintain the battlefield’s historic ambiance.



Recommendations

Limit Incompatible Development

Recommendation: Maintain Rural/Agricultural associated zoning districts for properties adjacent to Averasboro Battlefield and restrict higher density residential, commercial, or industrial development.

Reason: Incompatible development could disrupt the historical landscape and diminish the battlefield’s value as a heritage tourism site. Preserving rural zoning ensures that the area remains visually and historically intact.

Prohibit Detached Signage Within 2,000 Feet of Averasboro Battlefield

Recommendation: Prohibit all detached signage, including billboards, within 2,000 feet of the battlefield unless it meets the county’s ground sign requirements and does not include illumination or electronic message boards.

Reason: Large or illuminated signage can detract from the battlefield’s historic character and scenic quality. Restricting billboards and excessive signage preserves the site’s visual integrity and enhances the experience for visitors.

Encourage Land Conservation Incentives

Recommendation: Work with conservation groups, historical organizations, and state agencies to develop financial incentives for property owners who choose to preserve land around the battlefield.

Reason: Conservation easements and financial incentives provide voluntary options for landowners to protect battlefield-adjacent properties while maintaining private ownership.

Support Historic and Cultural Tourism Initiatives

Recommendation: Partner with heritage tourism organizations, local businesses, and historical societies to promote Averasboro Battlefield as a key historical destination.

Reason: Expanding tourism efforts can bring economic benefits to the local community while ensuring that the battlefield remains an active and well-preserved historical site.



Averasboro
Battlefield & Museum
Preserving the Past for the Future





Land Use Goals & Objectives

Open Space

Goal

Establish and maintain a connected network of open spaces that conserve natural resources, protect environmentally sensitive areas, and sustain the region's ecological health. Prioritize the protection of waterways, swamps, and wetlands, including the Cape Fear River, Rhodes Pond, and the swamps of the South and Black Rivers, while enhancing recreational opportunities through greenways, parks, and trails that improve quality of life for all residents.

Objectives

- **Coordinate with Transportation Planning** – Align open space planning with the FAMPO/Cumberland Comprehensive Transportation Plan to expand pedestrian and multi-use networks linking neighborhoods to key destinations.
- **Improve Accessibility and Inclusion** – Enhance signage, wayfinding, and ADA-compliant access to ensure parks, trails, and open spaces are welcoming and usable for elderly and disabled residents.
- **Foster Agency Partnerships** – Collaborate with groups like Fayetteville/Cumberland Parks & Recreation and the Cumberland County Board of Education to acquire, maintain, and improve public open space resources.
- **Encourage Public-Private Collaboration** – Support partnerships between governments and private stakeholders to create and maintain recreational amenities such as trails, greenways, and shared-use open spaces.
- **Promote Conservation Tools** – Advocate for the use of conservation easements and similar tools that allow landowners to protect important open spaces while potentially receiving tax benefits.
- **Support Low-Impact Development** – Promote techniques that preserve natural site features such as topography, waterways, and mature tree cover during the development process.
- **Require Usable Open Space** – Ensure new residential developments include meaningful open space, particularly in locations near environmental features or along potential regional trail and greenway corridors.
- **Protect Water Quality Buffers** – Safeguard vegetated areas along rivers, wetlands, and ponds to help reduce erosion, minimize flooding, and protect water quality.
- **Preserve Existing Vegetation** – Encourage the retention of native vegetation and promote the use of native tree species in landscaping, while discouraging harmful practices such as clear-cutting that degrade ecosystems.
- **Conserve Regional Ecosystems** – Identify and protect critical wildlife habitats and natural areas, especially those associated with the Cape Fear River, Rhodes Pond, and the Black, South, and Mingo River Swamps.



Rural and Agricultural

Goal
Protect and preserve rural areas, focusing on maintaining a balance between development and sustainability. Conservation efforts, agricultural protection programs, and scenic view preservation contribute to maintaining the area’s rural character, offering residents a higher quality of life and ensuring environmental sustainability for future generations.

- Objectives**
- **Protect Prime Farmland** – Safeguard soils designated as Prime Farmland, as well as those classified as State and Locally Important Farmland, to ensure long-term agricultural productivity.
 - **Support Conservation Easements** – Promote the establishment and expansion of conservation easements to permanently protect farmland and maintain its agricultural viability for future generations.
 - **Limit Urban Encroachment** – Implement strategies that reduce urban sprawl and limit the encroachment of development into rural and agricultural areas.
 - **Encourage Agricultural Incentives** – Develop and support programs that offer incentives for active farming and long-term farmland preservation, including financial, technical, and regulatory tools.
 - **Promote Awareness of VAD Program** – Expand outreach, participation, and public understanding of the Cumberland County Voluntary Agricultural District (VAD) Program to strengthen local farmland protection efforts.
 - **Expand Agricultural Education** – Increase public education on the importance of preserving farmland for food security, economic resilience, and environmental sustainability.
 - **Preserve Rural Character** - Maintain the rural and agricultural lifestyle of the community by protecting scenic views, preserving agricultural landscapes, and applying rural character preservation techniques, such as those outlined in the appendix (pages 170-171).
 - **Use Natural Buffers** – Employ native vegetation, open space, and natural features as visual and functional buffers between incompatible land uses, along transportation corridors, and adjacent to waterways.
 - **Promote Conservation Development** – Encourage conservation subdivision design and clustered development patterns that preserve rural viewsheds and open space while minimizing environmental impacts.
 - **Support New & Beginning Farmers** – Promote programs that recruit, train, and support beginning farmers and agricultural entrepreneurs contributing to the rural economy.
 - **Facilitate Land Access** – Provide resources and incentives for retired farmers and absentee landowners to lease land to active farmers or engage in reforestation and conservation initiatives.



Residential

Goal
Provide a full range of housing types and sites with adequate infrastructure in both new and revitalized neighborhoods while maintaining the rural features. By promoting a mix of housing types, maintaining agricultural and open spaces, supporting sustainable development practices, and engaging the community, it's possible to create neighborhoods that accommodate present and future residents while preserving the area's unique rural qualities for generations to come. This approach fosters vibrant, sustainable communities that honor both the past and future.

- Objectives**
- **Preserve Neighborhood Character** – Maintain the stability, density, and identity of established neighborhoods through thoughtful planning and compatible new development.
 - **Protect Residential Areas** – Shield established neighborhoods from incompatible non-residential encroachment, or where adjacency is unavoidable, require substantial vegetative or structural buffers.
 - **Foster Community Engagement** – Support programs that actively involve residents in neighborhood planning, maintenance, and improvement efforts to build pride, address local concerns, and ensure development reflects community values.
 - **Rehabilitate Substandard Housing** – Support the removal or renovation of dilapidated or substandard housing to improve safety and neighborhood appearance.
 - **Enforce Housing Standards** – Strengthen enforcement of minimum housing standards to address clutter, abandoned vehicles, litter, and related concerns that affect quality of life.
 - **Buffer Between Housing Types** – Require vegetative buffers between higher-density housing and adjacent rural single-family lots to preserve privacy and maintain the area’s rural feel.
 - **Promote Housing Diversity** – Encourage a variety of housing types, structures, and locations to meet the current and future needs of a diverse population.
 - **Support Affordable Housing** – Promote the development or rehabilitation of safe and affordable housing for low- and moderate-income households.
 - **Enhance Pedestrian Access** – Require sidewalks or multi-use paths along new streets to ensure safe, walkable access to schools, parks, and other community destinations.
 - **Limit Driveway Connections** – Promote the use of shared access roads and reduce the number of new driveway connections to existing state-maintained roads to preserve safety and roadway function.
 - **Improve Road Connectivity** – Require new developments to include multiple access points, planned street extensions, and layouts that improve safety, reduce congestion, and promote connectivity.



Commercial

Goal

Establish an environment that sustains current and future commercial activities, including office and institutional development, while complementing nearby existing residential areas. Development should promote economic growth, respect community character, and ensure that the development is environmentally sensitive, well-designed, and strategically located. Communities can foster economic development that is not only sustainable and diverse, but also integrated into the fabric of existing residential neighborhoods. This approach encourages strategic growth, attracts businesses, supports local needs, and maintains the character and environmental integrity of the area.

Objectives

- **Encourage Compatible Commercial Development** – Promote commercial and office/institutional growth that aligns with surrounding land uses, meets local needs, and enhances the built environment.
- **Direct Higher-Impact Uses Appropriately** – Locate large-scale or high-traffic commercial uses along major roads or at designated nodes, while reserving smaller-scale uses for areas better suited to neighborhood contexts.
- **Cluster Commercial Uses** – Concentrate commercial activities in designated centers or districts supported by infrastructure and compatible with adjacent land uses.
- **Discourage Incompatible Adjacency** – Avoid placing high-traffic or visually disruptive commercial uses directly next to established residential areas unless adequate buffering and access control are provided.
- **Buffer Commercial and Residential Uses** – Require substantial natural buffers and intentional site design to ensure compatibility between commercial, institutional, and residential properties.
- **Encourage Infill and Redevelopment** – Support the reuse and revitalization of underutilized or vacant commercial properties to reduce sprawl and enhance existing corridors.
- **Promote Mixed-Use Development** – Support thoughtfully designed developments that integrate commercial, residential, office, and institutional uses with cohesive landscaping, amenities, and circulation.
- **Revitalize Existing Corridors** – Improve commercial corridors through coordinated beautification efforts such as updated signage, landscaping, façade enhancements, and pedestrian accessibility.
- **Support Office and Institutional Uses** – Encourage development of schools, clinics, public facilities, and professional offices in locations that are accessible, community-oriented, and compatible with surrounding land uses.
- **Promote Efficient Site Access** – Encourage transportation and site access strategies—including road connectivity, parking design, and circulation—that reduce congestion and protect residential quality of life.



Industrial

Goal

Promote a diverse range of clean and high-tech industrial/manufacturing enterprises near areas with existing or accessible infrastructure to foster economic growth, technological innovation, and sustainable development. Industrial development should be compatible with surrounding land uses and prioritize both community benefits and environmental responsibility, complementing the existing character of the area.

Objectives

- **Locate and Prioritize Industrial Development Strategically** – Site industrial uses in key locations that offer sufficient infrastructure (e.g., rail, roads, water, sewer, natural gas), large parcel size, and adequate space for circulation, landscaping, and buffering, ensuring proximity to transportation corridors to support efficient growth and operations.
- **Minimize Land Use Conflicts** – Use proactive planning tools and site selection strategies to reduce conflicts between industrial uses and nearby development.
- **Incorporate Substantial Buffers** – Require generous vegetative or structural buffers to reduce visual and environmental impacts on adjacent land uses, particularly in areas with rural or scenic character.
- **Encourage Compatibility with Rural Character** – Support industries that generate minimal noise and traffic and maintain high-quality site design to blend with rural surroundings.
- **Promote Infill and Redevelopment** – Encourage the reuse of vacant or underutilized industrial-zoned properties where infrastructure is already in place.
- **Support Existing Industry Expansion** – Assist established industrial businesses with infrastructure improvements, land use support, and workforce development to sustain growth.
- **Attract Clean and Innovative Industries** – Offer incentives to recruit environmentally responsible, high-tech, or advanced manufacturing operations that align with long-term sustainability goals.
- **Promote Public-Private Partnerships** – Strengthen collaboration between public agencies and private businesses to facilitate recruitment and retention of industrial employers.
- **Support Value-Added Agriculture** – Encourage industries that process or enhance local agricultural and natural products, such as food processing, timber production, or equipment manufacturing.
- **Encourage Rural Industrial Clusters** – Promote groupings of compatible rural industries that can share infrastructure and buffering to reduce individual site impacts and strengthen rural economies.





Community Goals & Objectives

Transportation

Goal

Support a safe, efficient, and well-connected transportation network that accommodates the movement of people and goods, improves access to nearby urban centers where essential services are located, and respects the area's rural character. Promote transportation improvements that align with the FAMPO/Cumberland County Comprehensive Transportation Plan while ensuring that investments preserve community identity, protect the environment, and support future growth.

Objectives

- **Manage Access to Reduce Congestion** – Use access management strategies, such as shared driveways and reduced curb cuts, to improve traffic efficiency and reduce safety risks in commercial areas.
- **Require Controlled Access Features** – Integrate medians, landscaping, and limited entry points in major thoroughfare improvements to support smoother traffic flow and visual appeal.
- **Preserve Right-of-Way for Future Needs** – Reserve adequate land for future road widening, extensions, or realignments to support long-term transportation improvements.
- **Maintain and Improve Road Infrastructure** – Ensure routine upkeep of the existing road network while planning ahead for strategic enhancements that support continued mobility.
- **Align Transportation with Environmental Goals** – Support transportation policies and investments that protect air quality, environmental resources, and historically sensitive areas.
- **Support Community Transit Services** – Strengthen and expand the Cumberland County Community Transportation Program to meet the mobility needs of transit-dependent populations, including seniors and residents with disabilities.
- **Preserve and Plan Industrial Transportation** – Retain existing rail corridors and coordinate infrastructure investments, including rail spurs and roadway improvements, to support future connectivity and industrial development.
- **Encourage Coordinated Transportation Planning** – Foster collaboration among planners, developers, and officials to align land use decisions with transportation needs and community priorities.
- **Enhance Roadway Safety and Capacity** – Promote upgrades to key intersections and corridors to improve visibility, traffic flow, and safety.
- **Promote Active Transportation and Trails** – Support sidewalks and bike lanes near schools, parks, and civic buildings to improve safe active transportation, while expanding scenic, environmentally suitable multi-use trails to enhance community health, connectivity, and recreation.



Community Appearance

Goal
Provide an attractive and cohesive living environment that preserves the area's natural features, promotes rural character, and encourages thoughtful visual design. Prioritize landscaping, buffering, and site appearance in all new development and public spaces. Enhance the identity of the plan area through improved travel corridors, gateways, and community focal points.

- Objectives**
- **Encourage Rural Design Features** – Support traditional rural architecture with features such as front porches, decorative fencing, and the use of natural materials in both new construction and renovations.
 - **Foster Community Partnerships** – Partner with schools, civic groups, and local organizations on beautification projects such as plantings, signage, and landscape maintenance.
 - **Preserve and Enhance Vegetation** – Promote the preservation of existing trees, discourage clear-cutting, and encourage the use of native species in landscaping and buffering.
 - **Incorporate Street Trees** – Require the inclusion of street trees in new developments, along key travel corridors, and within town limits to enhance visual appeal, reinforce rural character, and promote community identity.
 - **Utilize Landscaping to Improve Visual Character** – Use open spaces, public areas, and natural landscaping to soften development edges and create a more attractive built environment.
 - **Require Green Buffers** – Mandate substantial landscaping and open space buffers between rural and high-intensity uses to maintain the area's rural look and feel.
 - **Discourage Intrusive Signage** – Limit oversized, excessive, or visually disruptive signs—such as pole signs and billboards—in favor of signage that complements the surrounding landscape.
 - **Install Entrance Signage** – Erect attractive, landscaped entrance signs along major corridors into towns and the county to create a welcoming image and community pride.
 - **Enhance Wayfinding** – Encourage the development of coordinated signage systems to highlight regional destinations such as the Cape Fear River, Rhodes Pond, Averbosboro Battlefield, and local parks.
 - **Underground Utility Placement** – Recommend burying utilities where feasible to reduce visual clutter and enhance community appearance.
 - **Address Property Blight & Promote Home Repair Assistance** – Support programs and enforcement addressing abandoned buildings and junk vehicles, and encourage initiatives to help low-income residents maintain and improve their homes.
 - **Strengthen Litter Control** – Enforce litter ordinances and promote cleanup efforts to reduce environmental degradation and improve public spaces.



Facilities & Services

Goal
Provide a range of accessible, well-maintained community facilities and services that enhance quality of life, promote safety and wellbeing, and reflect the unique character and needs of the area’s rural and small-town communities. Support collaboration among local and regional agencies to ensure that facilities and services—including recreation, utilities, emergency services, and community resources—are delivered in an equitable, cost-effective, and responsive manner.

- Objectives**
- **Enhance Service Delivery through Collaboration** – Encourage partnerships and shared resources among local governments and agencies to improve the delivery of community services, especially in rural areas.
 - **Implement Stormwater Management** – Develop and execute a stormwater and drainage management plan tailored to local environmental conditions and land use patterns.
 - **Coordinate Utility Extensions** – Establish a coordinated strategy for water and sewer service expansion that aligns with the adopted land use plan, ensuring fiscal responsibility and efficiency.
 - **Integrate Infrastructure with Growth Plans** – Ensure that infrastructure improvements are planned in coordination with land use and transportation strategies to support sustainable development.
 - **Promote Accessible County and Regional Services** – Encourage the provision of social services, health programs, and emergency assistance at conveniently located community centers within the area.
 - **Leverage Natural and Cultural Assets** – Utilize parks, unique natural areas, scenic sites, and cultural or historic resources to support tourism and stimulate local economic development.
 - **Expand Recreational Opportunities** – Promote the development and expansion of recreational programs and park activities that serve residents of all ages and abilities.
 - **Identify and Enhance Park Facilities** – Prioritize sites for new parks and improve existing facilities through upgrades to infrastructure, amenities, and accessibility features.
 - **Utilize School Facilities for Community Use** – Encourage the use of school buildings and grounds for community programs and events during non-school hours to maximize resource use.
 - **Strengthen Law Enforcement Partnerships** – Support collaboration between local and state law enforcement agencies to provide coordinated and effective public safety coverage across the area.
 - **Invest in Fire Protection** – Promote ongoing support and funding for volunteer and municipal fire departments, with particular focus on the Godwin-Falcon and Wade Community Fire Departments, to enhance emergency response capabilities.





Recommendations

The Northeast Cumberland Land Use Plan recommendations were formulated to serve as a strategic framework to guide future decisions made by elected officials, developers, and the community. These recommendations were developed through a combination of public engagement and a thorough review of existing policies and regulations, including the Zoning and Subdivision Ordinances and other relevant planning documents. There are **56 total plan recommendations** designed to provide a clear direction for actions that support the community’s long-term social, environmental, and economic goals. Additionally, each recommendation is organized by topic to help users easily identify relevant actions for their projects and a reference page for further study and exploration into the action within the plan.

General Recommendations			
#	Topic	Action	Reference
1	Agriculture	Encourage preservation of working farmland by implementing policies that limit non-agricultural development in key areas, offering tax or grant incentives for farmers, and supporting educational outreach	Northeast Cumberland Land Use Plan, 2025
2	Averasboro Battlefield	Maintain Rural/Agricultural associated zoning districts for properties adjacent to Averasboro Battlefield and restrict higher density residential, commercial, or industrial development.	Northeast Cumberland Land Use Plan, 2025, p. 47
3	Averasboro Battlefield	Prohibit all detached signage, including billboards, within 2,000 feet of the battlefield unless it meets the county’s ground sign requirements and does not include illumination or electronic message boards.	Northeast Cumberland Land Use Plan, 2025, p. 47
4	Averasboro Battlefield	Work with conservation groups, historical organizations, and state agencies to develop financial incentives for property owners who choose to preserve land around the battlefield.	Northeast Cumberland Land Use Plan, 2025, p. 47
5	Averasboro Battlefield	Partner with heritage tourism organizations, local businesses, and historical societies to promote Averasboro Battlefield as a key historical destination.	Northeast Cumberland Land Use Plan, 2025, p. 47
6	Community Appearance	Strengthen local ordinances and work with county officials to eliminate and prevent blight in regards to removing abandoned buildings, overgrown lots, and deteriorating structures.	Northeast Cumberland Land Use Plan, 2025



Recommendations

#	Topic	Action	Reference
7	Community Appearance	Create a community-led task force to focus on beautification efforts such as removing blighted structures, planting greenery, and maintaining public spaces.	Northeast Cumberland Land Use Plan, 2025
8	Density Development	Revise and update existing ordinances concerning conservation subdivisions (Density Development) to improve clarity, enhance design flexibility, and strengthen incentives for use in agricultural and rural areas. Updates should prioritize minimum open space preservation, encourage innovative cluster layouts, and reduce barriers that limit adoption.	Northeast Cumberland Land Use Plan, 2025, p.41
9	Density Development	Focus conservation subdivision promotion efforts in future land use areas identified as suitable for rural residential uses or clustered rural development, especially where farmland preservation, open space continuity, or watershed protection is a priority.	Northeast Cumberland Land Use Plan, 2025, p.41
10	Density Development	Implement incentives such as density bonuses, streamlined review processes, or reduced development fees for projects that preserve higher percentages of open space, incorporate green infrastructure, or exceed minimum conservation subdivision requirements.	Northeast Cumberland Land Use Plan, 2025, p.41
11	Density Development	Partner with conservation groups, land trusts, Cooperative Extension, and the North Carolina Wildlife Resources Commission to promote awareness of conservation subdivision benefits and provide technical assistance and outreach to property owners and developers.	Northeast Cumberland Land Use Plan, 2025, p.41
12	Open Space and Recreation	Pursue funding opportunities to expand existing town parks with ball fields, picnic areas, and additional open space.	Northeast Cumberland Land Use Plan, 2025

#	Topic	Action	Reference
13	Open Space and Recreation	Apply for grants and explore other options to improve and expand existing parks with additional amenities.	Northeast Cumberland Land Use Plan, 2025
14	Open Space and Recreation	Utilize the Cumberland County Architectural Survey and other historical documents to identify and promote historic properties and heritage.	Northeast Cumberland Land Use Plan, 2025
15	Open Space and Recreation	Advance construction of the planned Cape Fear River Trail (see page 81) by working with regional partners, securing funding, and supporting implementation steps. Opportunities for local access points should also be reviewed and pursued where feasible.	Northeast Cumberland Land Use Plan, 2025
16	Public Services and Infrastructure	Investigate and apply for grants and funding sources to enhance utility services and infrastructure.	Northeast Cumberland Land Use Plan, 2025
17	Public Services and Infrastructure	Initiate collaboration with the CDL training school and NCDOT to reduce strain on local roads by identifying preferred routes, adjusting training schedules, and exploring roadway maintenance or improvement efforts.	Northeast Cumberland Land Use Plan, 2025
18	Residential Development	Encourage developers to utilize cluster development in residential subdivisions.	Northeast Cumberland Land Use Plan, 2025
19	Residential Development	Prioritize cluster development for new residential subdivisions to concentrate housing and preserve natural and open space.	Northeast Cumberland Land Use Plan, 2025
20	Residential Development	Ensure new residential development is coordinated with existing or planned utility service.	Northeast Cumberland Land Use Plan, 2025



Recommendations

#	Topic	Action	Reference
21	Rhodes Pond	Require rezoning requests for properties surrounding Rhodes Pond to use Conditional Zoning, ensuring that any approved development meets specific buffering, setback, and design requirements.	Northeast Cumberland Land Use Plan, 2025, p. 45
22	Rhodes Pond	Maintain Rural/Agricultural associated zoning districts for properties adjacent to Rhodes Pond, and prohibit large-scale commercial, industrial, and residential development in the area.	Northeast Cumberland Land Use Plan, 2025, p. 45
23	Rhodes Pond	Prohibit all detached signage, including billboards, within 2,000 feet of Rhodes Pond unless it meets the county’s ground sign requirements and does not include illumination or electronic message boards.	Northeast Cumberland Land Use Plan, 2025, p. 45
24	Rhodes Pond	Work with land trusts, conservation organizations, and state agencies to develop voluntary conservation easements and financial incentives for property owners who choose to preserve their land.	Northeast Cumberland Land Use Plan, 2025, p. 45
25	Smart Growth	Prioritize development proposals that align with Cumberland County’s Strategic Plan focus areas, including economic opportunity, public safety, education, and health and wellness.	Northeast Cumberland Land Use Plan, 2025, p. 39
26	Smart Growth	Utilize tools such as conservation subdivisions, overlay districts, and development performance standards to encourage flexibility and sustainability in future growth.	Northeast Cumberland Land Use Plan, 2025, p. 39



#	Topic	Action	Reference
27	Smart Growth	Encourage residential and non-residential growth in areas already served by utilities and major roads, and discourage extensions of infrastructure that promote scattered or leapfrog development.	Northeast Cumberland Land Use Plan, 2025, p. 39
28	Smart Growth	Guide new commercial development to locate in scale and character with its surroundings, particularly near town centers or designated crossroads.	Northeast Cumberland Land Use Plan, 2025, p. 39
29	Watershed	Publish an interactive watershed overlay illustrating base, cluster, and high-density thresholds; develop a Stormwater Control Measure (SCM) Maintenance Toolkit with template agreements, inspection checklists, and cost estimate tables.	Northeast Cumberland Land Use Plan, 2025, p. 43
30	Watershed	Adopt cluster development standards modeled after the Conservation Subdivision provisions (see p. 40), with tailored open space and buffer requirements specific to watershed needs; link land-use approvals to recorded conservation easements or maintenance covenants before final plat approval.	Northeast Cumberland Land Use Plan, 2025, p. 43
31	Watershed	Utilize the North Carolina Wildlife Resources Commission's Green Growth Toolbox to both strengthen watershed-related actions, and consult it during policy and ordinance updates.	Northeast Cumberland Land Use Plan, 2025, p. 43
32	Watershed	Coordinate with the N.C. Wildlife Resources Commission (NCWRC) N.C. Department of Environmental Quality (NCDEQ), Cape Fear River Assembly, and county Soil and Water Conservation staff to host workshops promoting watershed-friendly site design practices.	Northeast Cumberland Land Use Plan, 2025, p. 43



Recommendations

Town of Godwin			
#	Topic	Action	Reference
33	Commercial Development	Coordinate with developers and economic development agencies (e.g. Fayetteville Cumberland County Economic Development Corporation) to promote commercial development along I-95 and Dunn Road.	Northeast Cumberland Land Use Plan, 2025, p. 123
34	Commercial Development	Create and update ordinances and programs to support local startups and businesses by offering tax incentives, grants and loans, or advertising support.	Northeast Cumberland Land Use Plan, 2025, p. 123
35	Land Use	Avoid rezoning farm-related or agricultural parcels to higher-density residential or commercial districts.	Northeast Cumberland Land Use Plan, 2025, p. 123
36	Open Space and Recreation	Support development proposals that include open space, walking paths, and shared community spaces.	Northeast Cumberland Land Use Plan, 2025, p. 123
37	Open Space and Recreation	Organize seasonal events such as festivals, contests, and recreational activities throughout the year.	Northeast Cumberland Land Use Plan, 2025, p. 123



#	Topic	Action	Reference
38	Public Services and Infrastructure	Collaborate with transportation agencies to add sidewalks and bike paths to public streets.	Northeast Cumberland Land Use Plan, 2025, p. 123
39	Public Services and Infrastructure	Work with NCDOT to evaluate and improve traffic controls at major intersections along Godwin-Falcon Road and Main Street.	Northeast Cumberland Land Use Plan, 2025, p. 123
40	Public Services and Infrastructure	Partner with NCDOT and local agencies to survey, repair, and maintain public roads in and around the town.	Northeast Cumberland Land Use Plan, 2025, p. 123
Town of Falcon			
#	Topic	Action	Reference
41	General	Use satellite annexations judiciously, prioritizing those that help guide nearby development in ways that benefit the Town.	Northeast Cumberland Land Use Plan, 2025, p. 143
42	General	Announce rezoning and related cases on town-run social media platforms, the website, and install a town message board or sign to keep residents informed.	Northeast Cumberland Land Use Plan, 2025, p. 143
43	Land Use	Modify the Town of Falcon's zoning ordinance to establish an agricultural zoning district with a minimum lot size of two acres. Revise the zoning map to designate all undeveloped land as agricultural use.	Northeast Cumberland Land Use Plan, 2025, p. 143
44	Land Use	Actively promote participation in North Carolina's Present-Use Value (PUV) Tax program and Voluntary Agriculture Districts (VAD).	Northeast Cumberland Land Use Plan, 2025, p. 143

Recommendations

#	Topic	Action	Reference
45	Open Space and Recreation	Apply for grants and explore other options to improve and expand existing parks with additional amenities.	Northeast Cumberland Land Use Plan, 2025, p. 143
46	Open Space and Recreation	Utilize the Cumberland County Architectural Survey and other historical documents to identify and promote Falcon’s historic properties and heritage on the town’s website. Additionally, consider implementing town signs or wayfinding systems to highlight these sites.	Northeast Cumberland Land Use Plan, 2025, p. 143
47	Public Services and Infrastructure	Work with county officials to ensure adequate funding and support for Falcon’s fire department and emergency response services. Explore opportunities for improved road maintenance and broadband expansion.	Northeast Cumberland Land Use Plan, 2025, p. 143
Town of Wade			
#	Topic	Action	Reference
48	Commercial Development	Support commercial development that complements Wade's small-town and rural character while protecting natural resources.	Northeast Cumberland Land Use Plan, 2025, p. 161
49	Community Appearance	Adopt signage and advertising guidelines that reinforce community aesthetics.	Northeast Cumberland Land Use Plan, 2025, p. 161

#	Topic	Action	Reference
50	General	Encourage the establishment of grocery stores, farmers' markets, and community gardens.	Northeast Cumberland Land Use Plan, 2025, p. 161
51	Open Space and Recreation	Seek grants and funding to support the expansion of public recreational spaces and programs.	Northeast Cumberland Land Use Plan, 2025, p. 161
52	Public Services and Infrastructure	Apply for transportation funding and collaborate with NCDOT to maintain and improve the town's roadways.	Northeast Cumberland Land Use Plan, 2025, p. 161
53	Public Services and Infrastructure	Coordinate with the North Carolina Department of Transportation to reinstate Exit 61 signage as the "Town of Wade" exit.	Northeast Cumberland Land Use Plan, 2025, p. 161
54	Public Services and Infrastructure	Enhance and extend utility services, particularly water and sewer, within the town and surrounding areas.	Northeast Cumberland Land Use Plan, 2025, p. 161
55	Public Services and Infrastructure	Evaluate options for alternative water sources and/or expansion of the town's water system.	Northeast Cumberland Land Use Plan, 2025, p. 161
56	Public Services and Infrastructure	Develop and implement a comprehensive wastewater and sewage management strategy.	Northeast Cumberland Land Use Plan, 2025, p. 161





Purpose



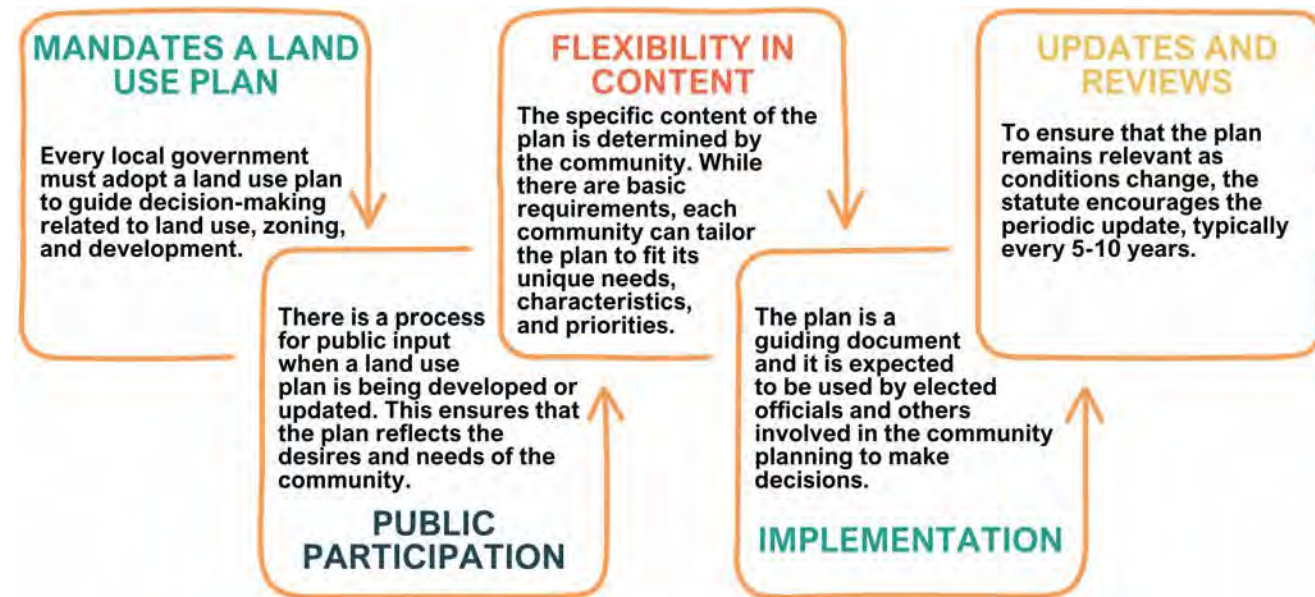
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Purpose & Reasoning
Planning Process
Key Terminology



Purpose & Reasoning

A land use plan serves as a vision for a community's future development and growth, but it is a guiding document rather than a binding one. The primary goals are to ensure balanced growth, protect natural and cultural resources, and guide economic development in a way that meets the needs and desires of the community. Prioritizing key initiatives helps ensure that growth remains sustainable and reflects the community's long-term vision. Frequent updates (every 5-10 years) are crucial to adapt the plan to changing circumstances, ensuring that it remains relevant and reflective of evolving community needs and priorities.



North Carolina General Statutes 160D-501 requires all local governments in the state to adopt a comprehensive land use plan to guide future development. This statute is part of the broader effort to standardize and improve land use planning across North Carolina, ensuring that communities have clear, consistent frameworks for making decisions about growth and development.

Planning Process

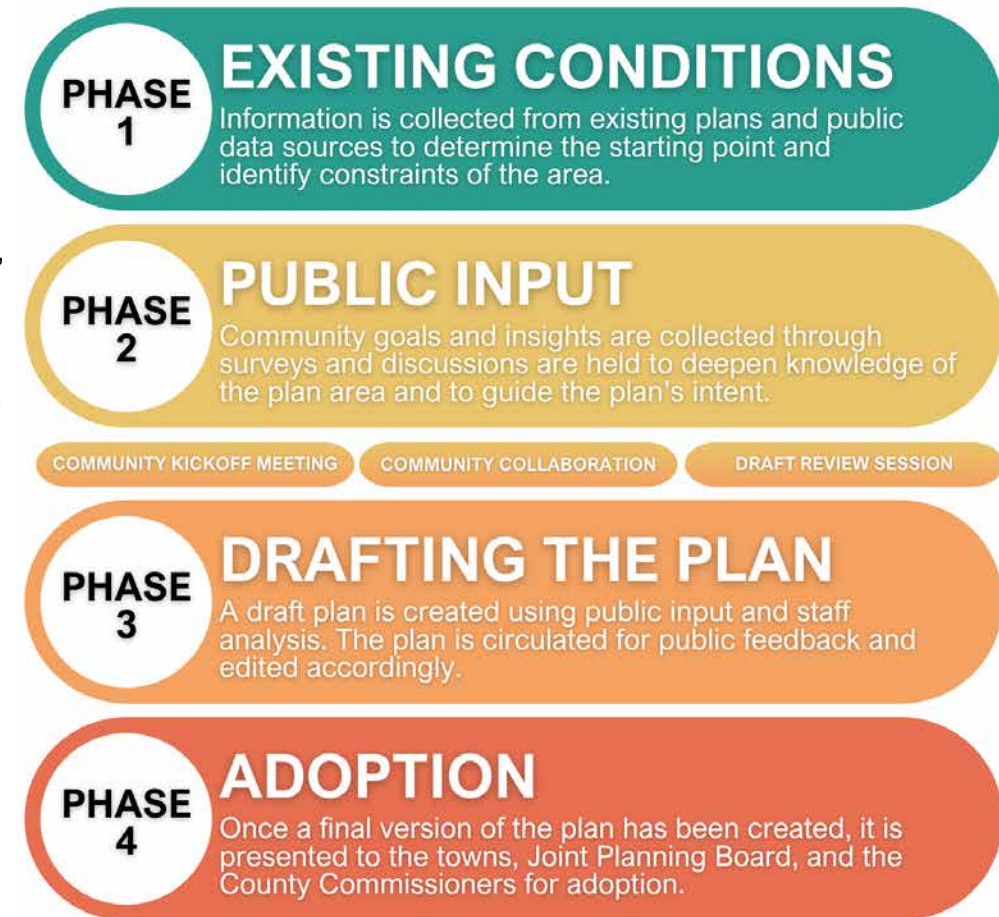
Creating a land use plan involves a multi-phase process designed to understand existing conditions, gather public input, draft recommendations, and adopt a final plan. This process ensures that the plan reflects community values and provides clear guidance for future development. Once adopted, the land use plan becomes a key policy document used by staff, boards, and elected officials when making land use decisions, particularly rezoning requests.

Who Uses the Plan?

- **Property owners and developers** may reference the plan when submitting rezoning requests or development proposals to better align with local goals or it could be used as supplemental material to advocate for local initiatives.
- The **Planning Department Staff** uses the document to provide advice and recommendations to community members, developers, and governing bodies about proposed development or preservation efforts.
- The **Joint Planning Board (JPB)** uses the document and the recommendation provided by planning staff to review if development requests are aligned with the goals of the community as stated in the plan, and provide a recommendation to a town's and/or the county's governing body.
- **Town Boards and the County Board of Commissioners** utilize the plan and recommendations provided by planning staff and the JPB to make a final determination whether to approve or deny rezoning or development proposals. These bodies should also use it as a guide to institute town or county-wide initiatives.

Once adopted, the plan is used to:

- Inform zoning and subdivision decisions;
- Shape updates to development ordinances;
- Guide infrastructure investment;
- Support grant applications and local, state, and federal partnerships;
- And provide recommendations and resources for residents, developers, and governing entities.



The phases of the land use planning process build upon one another and occasionally overlap.



Key Terminology

A **Comprehensive Plan** is a long-term, strategic framework used by local governments to guide the physical, economic, and social development of a community.

The **County Subdivision Ordinance** governs a division of land into smaller parcels for development. It sets standards for infrastructure such as roads, utilities, stormwater management, and the layout of new developments.

The **County Zoning Ordinance** dictates how land within a county can be used and developed. It outlines zoning districts, building height regulations, density restrictions, and other zoning requirements.

Development is the process of growth, improvement, or progress within a specific area including economic development, community development, infrastructure development, and sustainable development. These advancements are aimed at enhancing quality of life, addressing needs, and achieving a higher level of efficiency.

Economic Development is the process of improving economic health and well-being through a combination of strategic initiatives, investments, and policies that enhance the standard of living, create jobs, increase wealth, and foster sustainable growth. Ultimately, improving the quality of life for the community.

Existing Conditions refers to the current state or status of a particular area, system, or situation at a specific time. These typically include physical features, environmental conditions, socioeconomic factors, infrastructure and utilities, community needs, etc.

Jurisdiction is the legal authority or power to make and enforce laws, rules, or decisions within a certain geographic area or over a specific subject matter.

Land Use refers to the management, modification, and utilization of land for activities ranging from residential housing, industrial production, agriculture, recreational areas, or public utilities.

Land Use Classifications are represented on a map to guide decisions and are color-coded for easy reference, with each color representing a different land use category.

A **Municipal Influence Area (MIA)** refers to a designated geographic area outside the formal boundaries of a municipality that is subject to the planning and development influence of that municipality. The area may not be directly under the municipality's jurisdiction, but it has an interest in guiding development to align long-term goals and plans.

Policies and Recommendations refer to proposed changes or improvements aimed at shaping or updating existing regulations, ordinances, or policies that govern land use, development, and zoning. These are typically made based on planning principles, public input, and/or the need for better alignment with current or future goals for a community.

Public Services are essential services and infrastructure provided by the government to meet the basic needs of the public and promote the well-being of society. Common examples of public services are education, healthcare, public safety, and transportation.

Quality of Life is the general well-being and standard of living experienced by individuals. Aspects such as access to basic needs, personal relationships, educational opportunities, and environmental conditions contribute to an individual's overall happiness, health, and life satisfaction.

Rural Character is defined as an open, natural environment, lower population density, and a closer connection to agricultural or undeveloped land. These areas are located outside urban areas in close-knit communities and encompass a slower pace of living.

Town Ordinance are specific to smaller municipalities and set rules for day-to-day governance, including zoning, building codes, and other local regulations.

A **Vision** is a clear and inspiring description of a future goal that guides decision-making and actions. It is often broad and long-term, providing the focus needed to drive efforts toward reaching a desired outcome.

Zoning Districts dictate how a property can be developed, what activities are permissible, and how building structures should adhere to specific requirements for safety, aesthetics, and environmental impact.



Zoning Ordinance

Cumberland County,
North Carolina

Originally Adopted: July 3, 1972

Revised: June 20, 2005

Effective: June 20, 2005

(With Amendments through January 16, 2024)
Cumberland County Joint Planning Board





Plan Area

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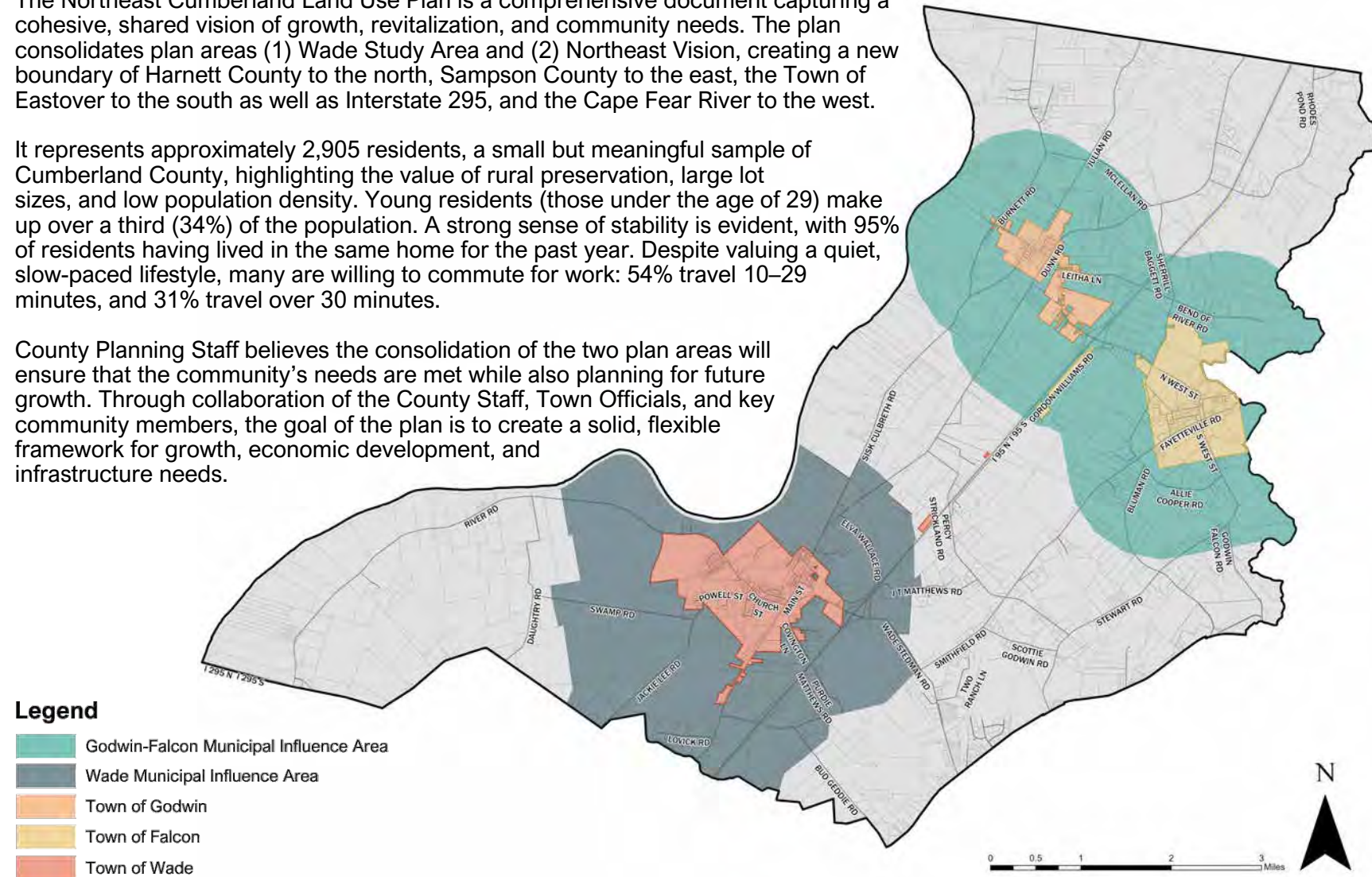


Study Area Overview

The Northeast Cumberland Land Use Plan is a comprehensive document capturing a cohesive, shared vision of growth, revitalization, and community needs. The plan consolidates plan areas (1) Wade Study Area and (2) Northeast Vision, creating a new boundary of Harnett County to the north, Sampson County to the east, the Town of Eastover to the south as well as Interstate 295, and the Cape Fear River to the west.

It represents approximately 2,905 residents, a small but meaningful sample of Cumberland County, highlighting the value of rural preservation, large lot sizes, and low population density. Young residents (those under the age of 29) make up over a third (34%) of the population. A strong sense of stability is evident, with 95% of residents having lived in the same home for the past year. Despite valuing a quiet, slow-paced lifestyle, many are willing to commute for work: 54% travel 10–29 minutes, and 31% travel over 30 minutes.

County Planning Staff believes the consolidation of the two plan areas will ensure that the community's needs are met while also planning for future growth. Through collaboration of the County Staff, Town Officials, and key community members, the goal of the plan is to create a solid, flexible framework for growth, economic development, and infrastructure needs.



Relevant Plans

In order to fully understand the current environment and future vision of the Northeast Cumberland area, relevant plans for the area were reviewed.

Wade Study Area Detailed Land Use Plan (2003)

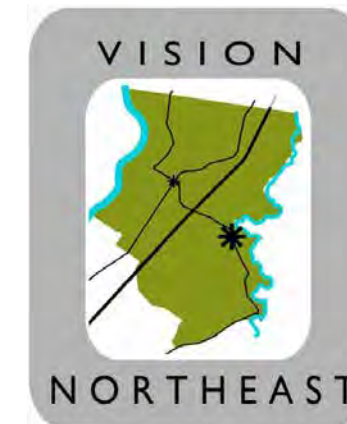
is the most recent land use plan for the southern section of the Northeast Cumberland area. This plan was utilized as a starting point for the planning process as previous recommendations and policies were reviewed for status of completion.

Vision Northeast (2011)

is the most recent land use plan for the northern section of the Northeast Cumberland area. This plan was utilized as a starting point for the planning process as previous recommendations and policies were reviewed for status of completion.

**2030 Growth Vision Plan (2009) &
Cumberland County Land Use Policies Plan (2009)**

These are the latest county-wide plans. The Cumberland County Land Use Policies Plan serves as an addendum to the 2030 Growth Vision Plan. The goals and intentions of these plans may be referenced as a starting point during the development of this plan.

**Harnett County's Comprehensive Growth Plan (2015)**

The Harnett County Comprehensive Growth Plan, completed in 2015, describes recent changes and future goals in the area. As the adjacent northern neighbor to the Northeast Cumberland area, the changes and goals of Harnett County provide important context when updating the land use plan.

Sampson County's Land Use Plan (2022)

The Sampson County's Land Use Plan, completed in 2022, describes recent changes and future goals in the area. As the adjacent eastern neighbor to the Northeast Cumberland area, the changes and goals of Sampson County provide important context when updating the land use plan.

**FAMPO/Cumberland County
Comprehensive Transportation Plan (2023)**

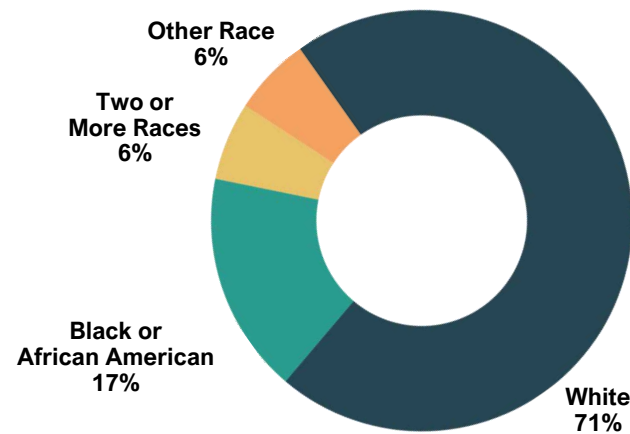
The Cumberland County and Fayetteville Area Metropolitan Planning Organization (FAMPO) Comprehensive Transportation Plan (CTP) is a non-fiscally constraint multi-modal transportation plan, which identifies transportation deficiencies and provides recommendations within a 25-30 year range. The long-range plan is consistent with the MTP and is a joint effort with NCDOT, FAMPO, the Mid-Carolina Rural Planning Organization (MCRPO), Cumberland County, and its municipalities.



Demographics

Population Growth

Based on the 2020 U.S. Decennial Census, the Northeast Cumberland plan area saw significant population growth between 2010 and 2020. During that time, the number of residents increased from 1,603 to 2,905, an increase of roughly 81%. This growth was significantly higher than the increases seen in Cumberland County (just under 5%) and North Carolina overall (about 9.5%). While post-2020 growth for the entire plan area is not specifically tracked, the North Carolina State Demographer's 2023 Certified Estimates indicate that all three towns within the plan area—Godwin, Falcon, and Wade—have continued to grow since the 2020 Census.

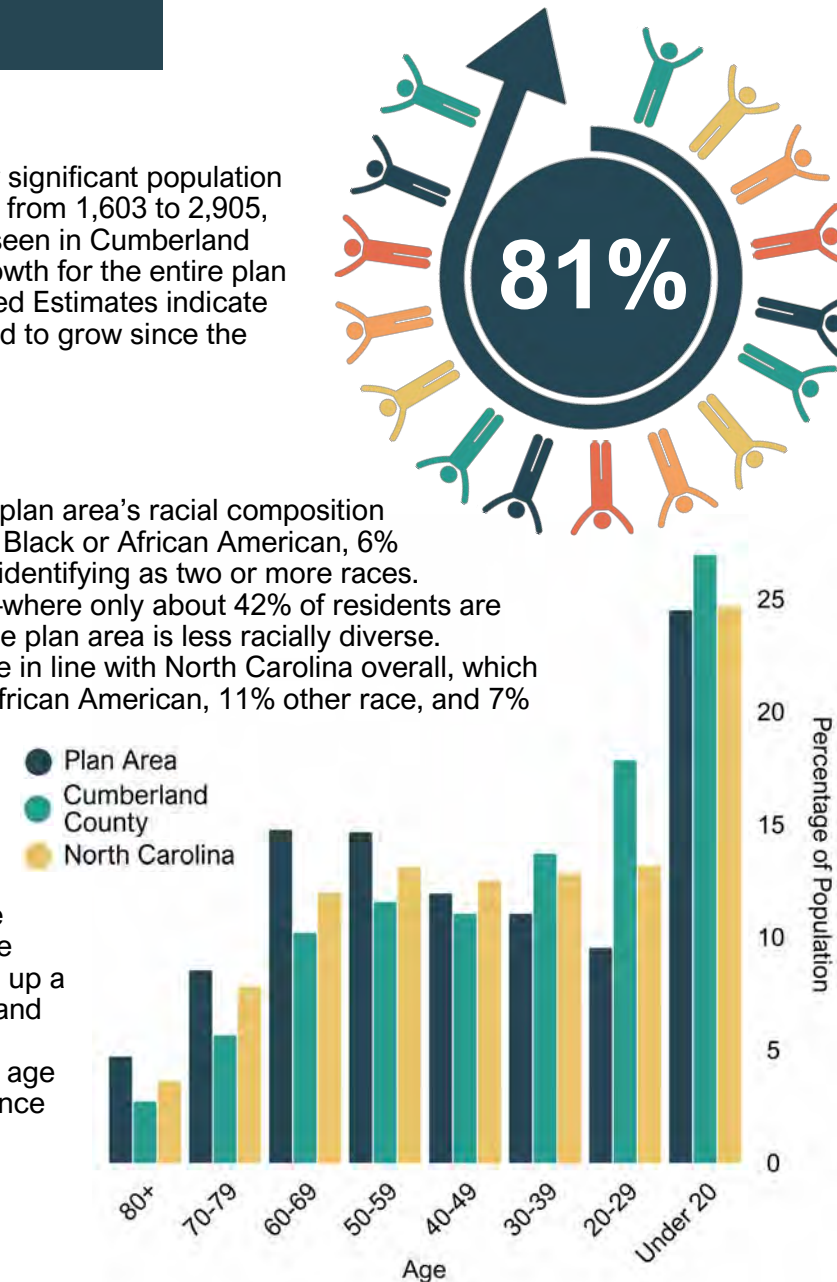


Racial Composition

At the time of the 2020 Census, the plan area's racial composition was approximately 71% White, 17% Black or African American, 6% identifying as another race, and 6% identifying as two or more races. Compared to Cumberland County—where only about 42% of residents are White and nearly 38% are Black—the plan area is less racially diverse. However, its demographics are more in line with North Carolina overall, which is about 62% White, 21% Black or African American, 11% other race, and 7% identifying as two or more races.

Age Distribution

The plan area's age distribution skews older than that of Cumberland County and the state. Just under 25% of residents are under age 20—slightly below the county average and well below the state's 27%. Younger adults, especially those in their 20s, make up a smaller portion of the population, at about 10%, compared to nearly 18% in Cumberland County. In contrast, older age groups are more heavily represented: roughly 15% of residents are in their 50s, another 15% in their 60s, and about 9% in their 70s. These age groups all exceed county and state levels, highlighting an aging trend that may influence future housing, transportation, and service needs.



Sewer and Water

The towns of Wade, Falcon, and Godwin, along with parts of unincorporated Cumberland County, share a regional approach to public water and wastewater infrastructure that supports existing development and allows for limited future growth. These services are delivered through a combination of interlocal purchase agreements, joint infrastructure management, and a shared sewer district known as NORCRESS.

Public Water Services

Public water in the northern portion of the plan area is primarily supplied through purchase agreements with the City of Dunn (Harnett County), while Wade generates its own water. Each town maintains its own water infrastructure and contracts out maintenance and service as needed. A Fayetteville Public Works Commission (PWC) water line runs along U.S. Route 301, providing additional regional connectivity, but PWC does not supply water to the towns in this area.

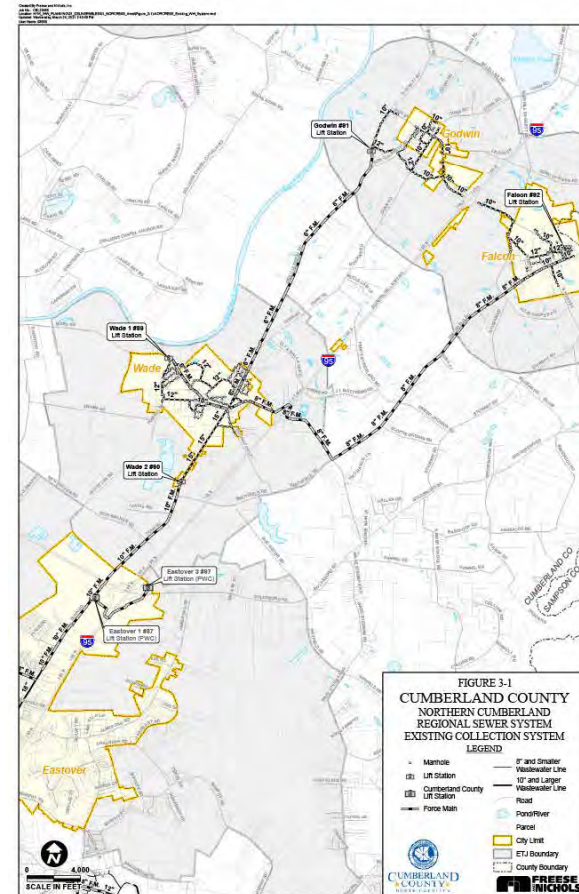
- Godwin purchases its water from the Town of Falcon, which sources it from Dunn. Godwin owns and maintains its own water infrastructure, contracting out maintenance, service, and any system expansion as needed.
- Falcon is supplied by the City of Dunn and operates town-owned water lines. The Town of Falcon contracts with outside service providers for the maintenance, servicing, and expansion of its water system.
- Wade operates its own municipal water system, supplied by seven wells. The town manages and maintains its own infrastructure, providing service to properties within town limits and select nearby areas.

Overall, the regional water system reflects a cooperative effort among the towns and utility providers. While it supports current needs in most areas, access and capacity may vary, and service extensions can be challenging in some locations. Continued coordination will be important for addressing long-term water service needs and planning for future growth.

Wastewater Services – NORCRESS

Wastewater service for the Northeast Cumberland area is managed by the Northern Cumberland Regional Sewer System (NORCRESS), a district formed in October 2005 through a cooperative partnership between Wade, Falcon, Godwin, and Cumberland County. NORCRESS operates a regional sewer collection system that serves both residential and commercial users across the area.

The system consists of shared sewer infrastructure maintained through interlocal coordination. While it enables the provision of sewer service in key areas, access is not universal, and future expansion will depend on funding, growth patterns, and available capacity. This shared approach supports cost efficiency and environmental protection, but may require ongoing improvements to meet long-term development goals.



Transportation

The towns of Falcon, Wade, and Godwin in northeastern Cumberland County, North Carolina, are well-connected to the broader region through a network of major highways, local roads, and proposed multi-use trails. These connections provide residents and businesses with access to larger urban centers such as Fayetteville to the south and Dunn to the north. Many of the planned roadway improvements and pedestrian facilities referenced in this section are drawn from the FAMPO/Cumberland County Comprehensive Transportation Plan (CTP). The CTP identifies long-range needs and recommended projects, but it does not reflect scheduled construction timelines or ongoing roadway maintenance. The absence of a project in the CTP does not mean the roadway will deteriorate or be removed—existing roads will continue to be maintained by NCDOT or the appropriate local agency.

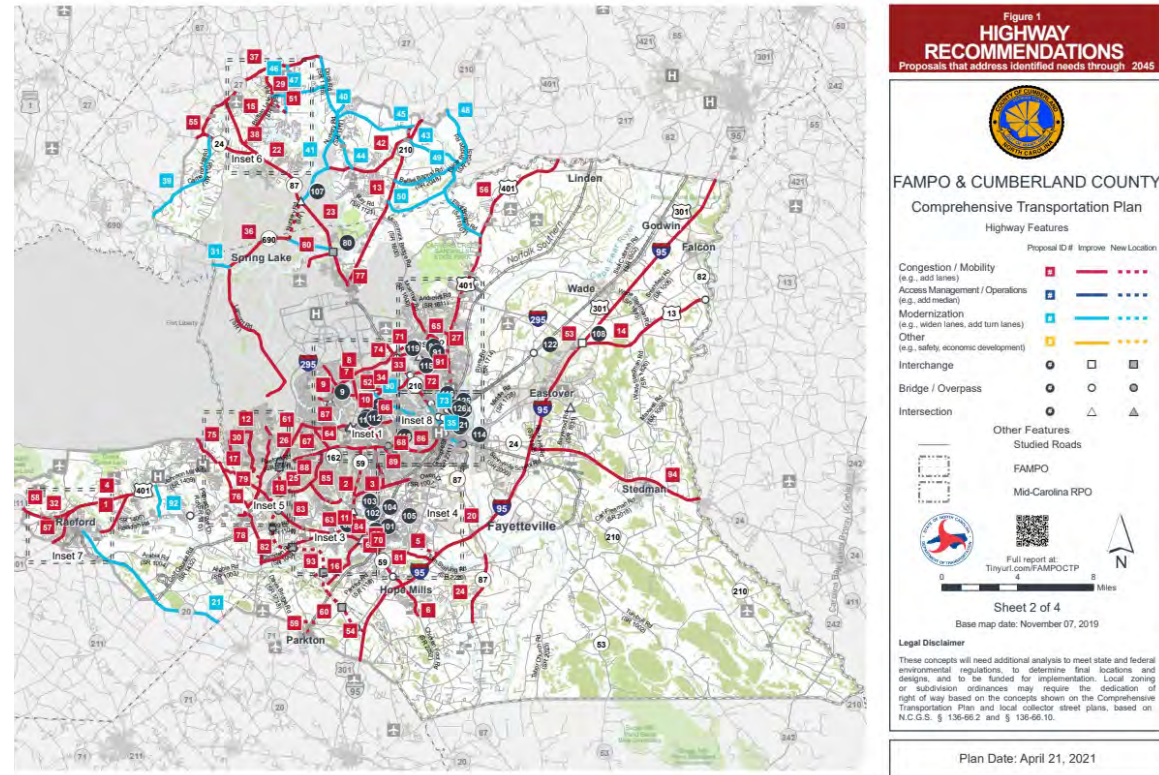
Major Transportation Routes

Interstate 95 (I-95): This vital north-south corridor passes directly through or near all three towns, serving as a key route for regional freight, commuter, and long-distance travel.

U.S. Highway 13 (US 13): Connecting with I-95 near Wade, US 13 facilitates east-west travel and links the area to nearby Sampson County and other parts of eastern North Carolina.

North Carolina Highway 82 (NC 82): A state-maintained route that connects Godwin and Falcon to Erwin and Dunn. Although signed as an east-west route, NC 82 primarily runs north-south in this area and provides access to historical and rural points of interest.

Interstate 295 (I-295): Also known as the Fayetteville Outer Loop, this partially completed beltway around Fayetteville improves traffic flow across the region. With its regional proximity to Godwin, Falcon, and Wade it enhances broader access to Fort Bragg and urban Fayetteville and may become increasingly relevant for regional travel in the future.



Planned and Future Transportation Projects

I-95 Widening (Project I-5986): The North Carolina Department of Transportation (NCDOT) is widening I-95 from four to eight lanes between Exit 56 (I-95 Business/ US 301) and Exit 81 (I-40). This major upgrade aims to improve safety, ease congestion, and bring the interstate up to modern standards.

U.S. 13 Improvements (Project H090761-A): This planned project would widen 7.31 miles of U.S. 13—from I-95 in Cumberland County to U.S. 421 in Sampson County—into a four-lane divided highway. It aims to improve safety, traffic flow, and regional connectivity for the area.

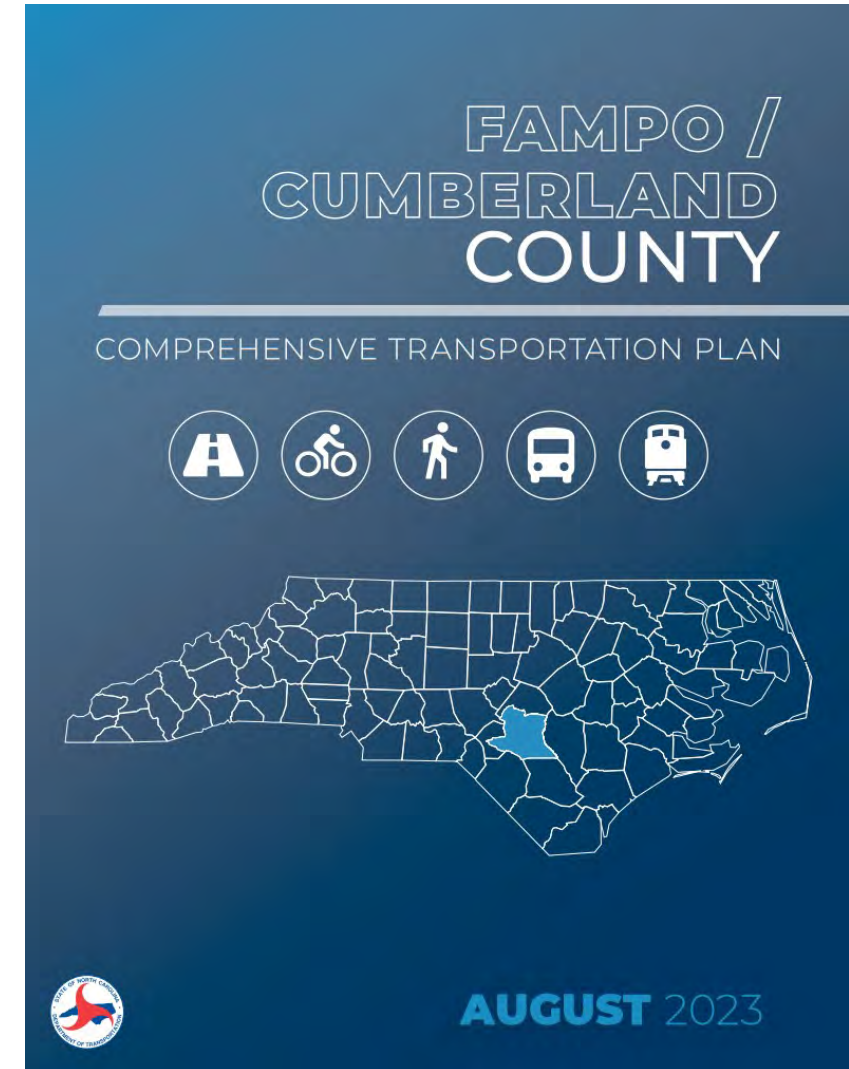
Proposed Interstate 685 (I-685): NCDOT and federal partners are considering designating U.S. 421 as Future I-685, connecting I-85 in Greensboro to I-95 near Dunn, with possible extension to Fayetteville via NC 87 and I-295. Aimed at improving mobility and freight movement, the project is still in early planning, and its exact route and impacts on Falcon, Wade, and Godwin remain uncertain.

Proposed Multi-Use and Pedestrian Paths

In addition to roadway improvements, several multi-use and pedestrian paths have been proposed to enhance non-motorized connectivity in the region. Notable planned paths include:

- **Recommendation # 326 – Cape Fear River Trail Extension (FAMPO026-M):** Would extend along the Cape Fear River from Harnett County to Carvers Creek State Park, offering scenic and recreational access for pedestrians and cyclists.
- **Recommendation # 353 – Burnett Road Multi-Use Path (FAMPO053-M):** Planned from Sisk Culberth Road to the Harnett County line to improve local, non-motorized travel options.
- **Recommendation # 354 – Burnett Road Trail (FAMPO054-M):** A connector trail linking the Cape Fear River Trail Extension, the Cape Fear Multi-Use Trail (East), and Burnett Road Multi-Use Path.
- **Recommendation # 409 – Cape Fear Multi-Use Trail (East) (FAMPO109-M):** Would follow the Cape Fear River from Harnett County to the Burnett Road Trail, integrating with other regional trails.
- **Recommendation #165 – Dunn Road Path (FAMPO065-P):** A proposed pedestrian path along Dunn Road that would improve walkability and provide safer, more accessible routes for non-motorized users in the area, particularly between residential areas and nearby community destinations including Rhodes Pond.

Additional multi-use and pedestrian paths are planned throughout the broader area, including in and around each of the three towns. These projects are further detailed within the individual community sections of this plan, where localized trail recommendations are reported and discussed.



Education

Cumberland County Schools (CCS) is the fifth-largest school district in North Carolina, serving nearly 50,000 students across 86 schools—including District 7 Elementary School in Wade. The district is guided by *The Cumberland Commitment: Strategic Plan 2026*, which outlines a roadmap of strategies, action items, and measurable outcomes designed to fulfill their mission and vision, anchored in the district’s core values: excellence, equity, innovation, integrity, collaboration, and compassion.

Mission

Cumberland County Schools will provide a safe, positive, and rigorous learning environment to prepare lifelong learners to reach their maximum potential.

Vision

Every student will have equitable access to engaging learning that prepares them to be “Competitive, Collaborative, and Successful” in our global world.

Strategic Priorities

- **Successful Students:** Graduate every student confident, competitive, and ready for a career, college, and life.
- **Premier Professionals:** Recruit, support, and retain impactful teachers, leaders, and support staff.
- **Exceptional Environment:** Integrate resources, facilities, and staff to maintain a safe, inviting learning environment for students to grow academically, socially, and emotionally.
- **Committed Community:** Collectively engage schools, parents, and community in building student success.

Our Core Values | Shared beliefs that guide our work

Excellence - We pursue and maintain the highest standards

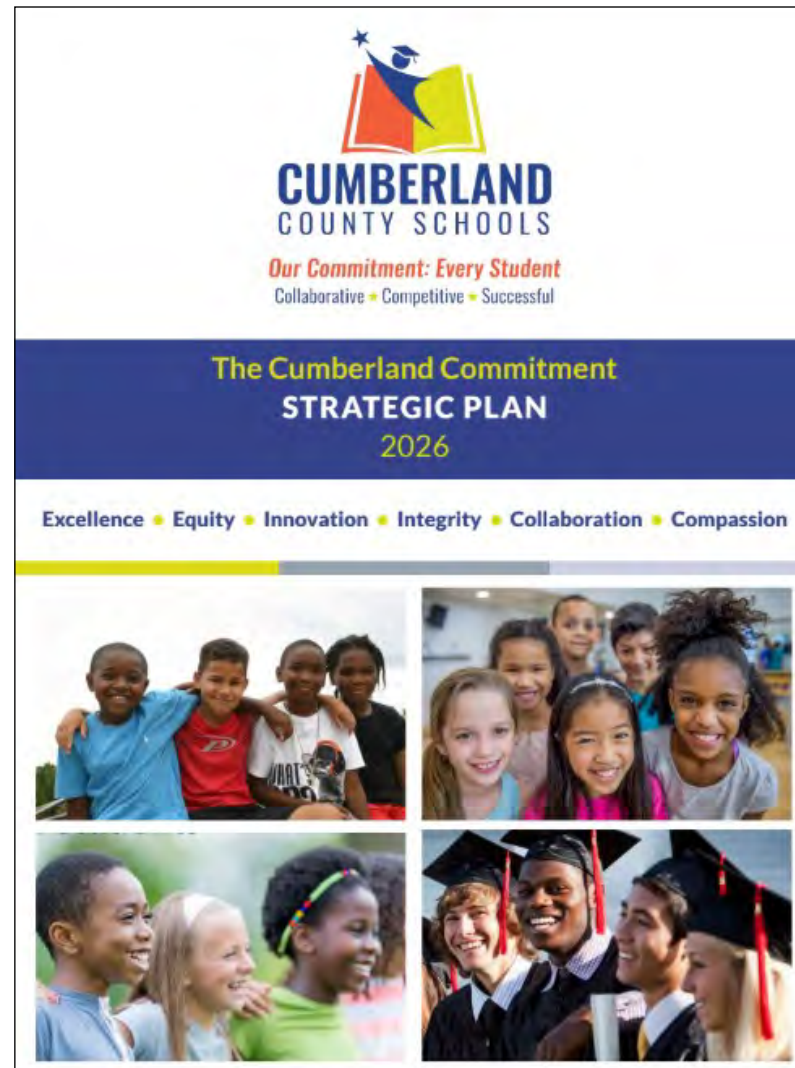
Innovation - We develop new and emerging solutions

Collaboration - We work together to produce the best results

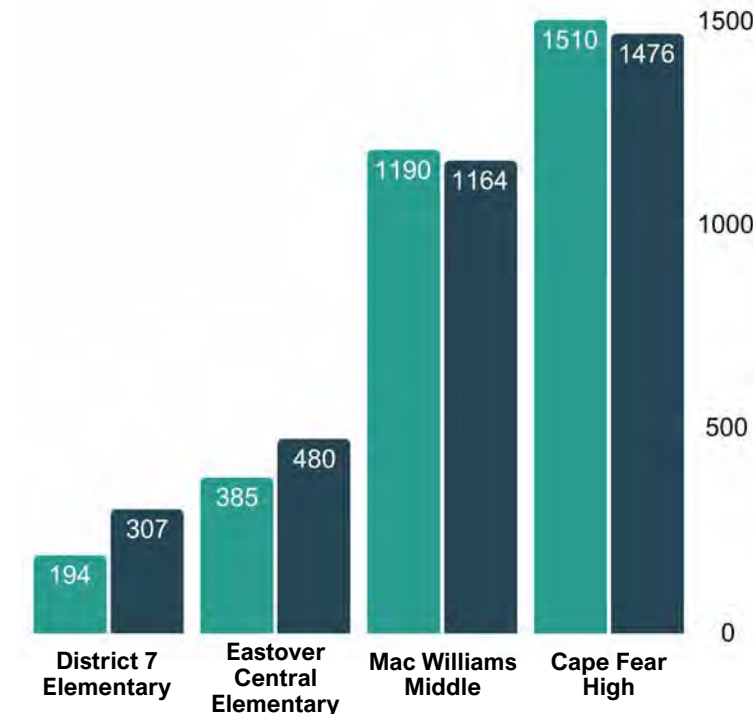
Fairness - We provide every student a fair opportunity for success

Integrity - We speak and act honestly and truthfully

Compassion - We treat everyone with concern and understanding



Northeast Cumberland School Districts

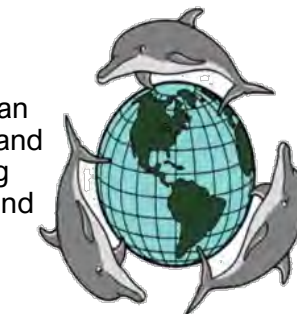


District 7 Elementary School

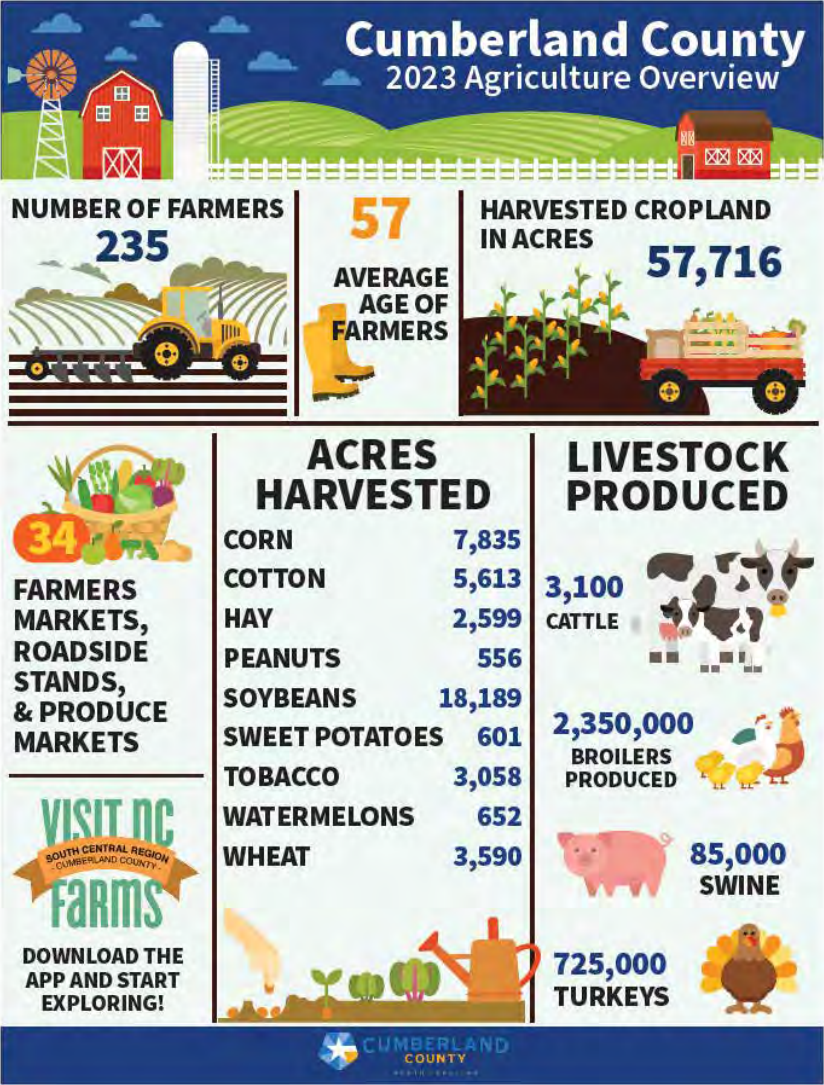
Located in Wade, North Carolina, District 7 Elementary School is the only public school within the Northeast Cumberland plan area. Serving students from Pre-Kindergarten through 5th grade, the school draws from across rural northeastern Cumberland County. Community involvement plays a vital role in the school’s success, with parents and volunteers regularly contributing their time to support academic programs and extracurricular activities. District No. 7 also hosts events such as workshops and book fairs—often in partnership with Cumberland County Schools—fostering a strong connection between the school and the local community to promote student achievement.

Falcon Christian Academy

Located in Falcon, North Carolina, Falcon Christian Academy is a private, co-educational Christian school affiliated with Falcon Children’s Home. The academy serves students from Pre-Kindergarten through 12th grade. While private school enrollment and staffing data are not always readily available, the National Center for Education Statistics (NCES) reported in its 2021–2022 Private School Universe Survey that the school had approximately 119 students and a student-teacher ratio of about 8:1. Falcon Christian Academy’s mission emphasizes academic achievement, spiritual growth, and character development, aiming to support each student’s full intellectual potential regardless of academic or social background. The school is a member of the Association of Christian Schools International (ACSI).



Agriculture



Agricultural Heritage

The agricultural industry has long been the cornerstone of Northeast Cumberland County’s settlement, economy, and way of life. For generations, it has provided a steady income for farmers while fostering a strong sense of community pride. Since the early 1800s, family farms have cultivated tobacco, sweet potatoes, and corn—crops that shaped settlement patterns and local culture. Today’s farms continue that legacy with modern techniques, embodying the values and resilience of residents across all backgrounds.

Key Agricultural Areas

The northeast Cumberland County area is home to acres of Prime Farmland and State and Locally Important Farmland. Prime Farmland, as defined by the U.S. Department of Agriculture, includes soils ideally suited for producing food, feed, fiber, forage, and oilseed crops. These soils offer favorable conditions that, when combined with responsible farming practices, can economically sustain high crop yields with minimal energy and resource inputs, while minimizing environmental impacts. The Northeast Cumberland area has approximately 12,067 acres of Prime Farmland.

State and Locally Important Farmland refers to soils that, while not classified as prime, are still suitable for agriculture. These soils may require additional conditioning and management practices, such as drainage to control excess water and increased fertilization, to sustain profitable agricultural output. The Northeast Cumberland area has approximately 13,814 acres of State and Locally Important Farmland.

Combined, both Prime Farmland and State and Locally Important Farmland make up approximately 75% of the entire plan area.

Agricultural Production

Cumberland County is a agricultural powerhouse, boasting a diverse range of crops and livestock products—from thriving fields of soybeans, corn, and cotton to bustling broiler, turkey, and swine farms. In 2023, alone the county harvested over 57,716 acres of fertile farmland, showcasing the strength of the agricultural industry for Cumberland County and importantly the northeast region of the county.

Challenges

Despite its strengths, the agricultural sector faces ongoing challenges:

- **Development Pressure:** Proximity to I-95 and the growing Fayetteville and Research Triangle metro areas puts farmland at risk of conversion.
- **Aging Workforce:** The average farmer age exceeds 55, highlighting the need for succession planning and support for beginning farmers.
- **Market Volatility:** Fluctuating commodity prices and rising input costs challenge farm profitability.

Addressing these issues through coordinated land use policy, targeted preservation programs, and support for new entrants will be critical to the area’s agricultural future.

Support Networks & Resources

Farmers and landowners in Northeast Cumberland have access to a diverse network of programs offering technical assistance, financial resources, education, and local advocacy.

- **Cumberland County Cooperative Extension:** Offers workshops, on farm demonstrations, soil testing, certification programs, and farm business planning.
- **Soil & Water Conservation District:** Provides planning assistance, conservation practice incentives, and flood mitigation guidance.
- **Cumberland County Farm Bureau:** Offers local advocacy, insurance services, and farm policy support, along with educational events and scholarships.
- **Cumberland County Agribusiness Council:** Promotes agricultural awareness, coordinates Farm-City Week, and supports youth engagement in local farming.
- **Cape Fear Farmers Market** (regional): Provides a local sales venue for producers, promoting agritourism and value added farm goods.
- **Cumberland County 4-H Program:** Supports youth development through livestock shows, farm camps, and leadership training in agriculture.



Land Preservation

Rural Character Preservation

The Northeast Cumberland area is uniquely positioned for development opportunities and pressure, situated along the I-95 corridor and within an hour's drive of the rapidly expanding metro areas of Fayetteville, Dunn, and the Research Triangle. This strategic location makes it a prime target for development, underscoring the pressing need to preserve its rural character. Protecting vital wildlife habitats, active farmlands, and the region's cultural heritage are essential goals of the area. Key strategies to address this challenge include:

- **Enrollment into Preservation Programs:** Safeguard active farmlands by encouraging enrollment into preservation programs such as a VAD.
- **Utilizing Conservation Development:** Balance new development with the preservation of open space and natural habitats by using tactics such as a conservation subdivisions.
- **Applying Smart Growth Principles:** Promote sustainable development through strategic policies that support local business growth, encourage a walkable community, and prioritize the preservation of open space and recreational assets.
- **Promoting Civic Agriculture:** Foster community-driven initiatives that strengthen community bonds and support the local economy—such as establishing a farmers market or creating a community garden.

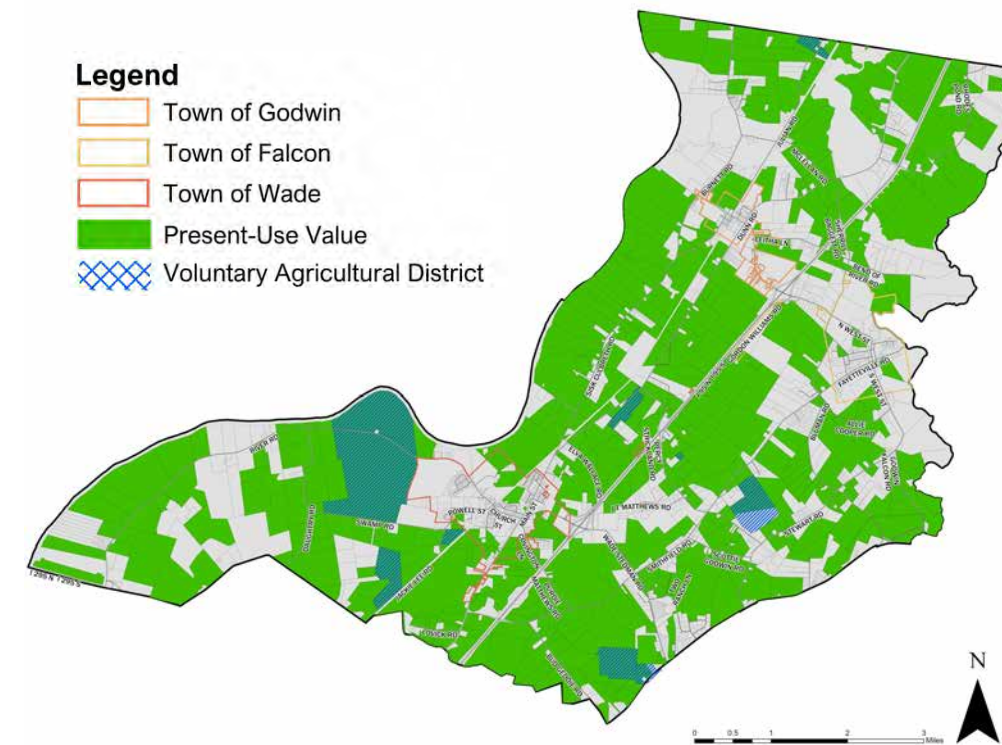
Agricultural Preservation

Protecting farmland is essential to maintaining the strength of agriculture and agribusiness in the Northeast Cumberland plan area and across the entire region. It is important for several reasons including:

- **Food Security:** Encouraging local farming operations ensures a stable supply of fresh, locally grown food for the local population and reduces the reliance on imports from across the state and country.
- **Environmental Protection:** Preserving farmland helps maintain ecosystems, support biodiversity, and prevent urban sprawl avoiding habitat loss and environmental degradation.
- **Economic Stability:** Farmland provides economic opportunities for farmers and rural communities, supporting local jobs through the production of food and other agricultural products.
- **Climate Resilience:** Well-managed farmland can play a role in mitigating climate change by sequestering carbon and supporting sustainable farming practices that reduce greenhouse gas emissions.
- **Water Management:** Farmland can help manage water resources, as crops and soils can regulate water flow and prevent runoff and flooding, and reduce soil erosion.
- **Cultural Significance:** The farming business can become an important part of a region's cultural identity and history, emboldening local residents to protect this heritage for future generations.



Northeast Cumberland VAD & PUV



Agricultural Preservation Programs and Strategies

Present-Use Value (PUV): The PUV program, introduced in 1974 by the state, is a tax deferment program providing benefits to landowners who maintain their land for agricultural, horticultural, or forestry purposes. Landowners who enroll in the program have their land value taxed at the rate assessed at the time of enrollment for as long as they maintain eligibility. 61% of the plan area is enrolled in PUV.

Voluntary Agricultural District (VAD): The VAD program, started in 1986 by the state, is a conservation agreement between counties and landowners which restrict non-agricultural uses of the land for a 10-year period. This aims to encourage the preservation of farmland. 5% of the plan area is enrolled in VAD.

Bona Fide Farm Exemption: The bona fide farm exemption is a voluntary property status which protects agricultural operations from some land use zoning regulations.

Conservation Easement: A conservation easement is a voluntary legal agreement that places restrictions on a property to protect its conservation value.

Adopting farmland preservation programs and strategies is vital to ensuring the Northeast Cumberland Area continues to enjoy the environmental, cultural, and economic benefits of responsible stewardship for generations to come.

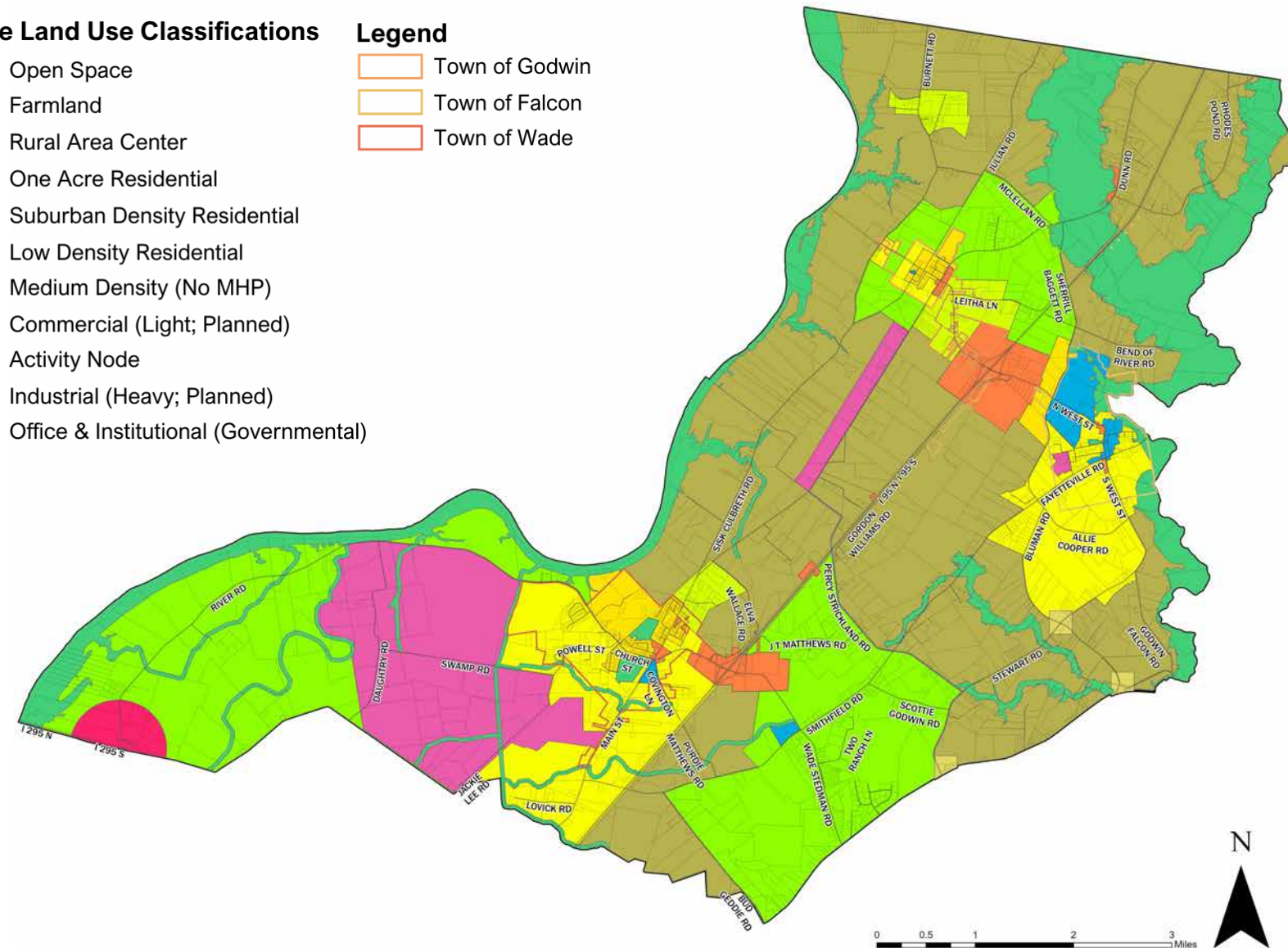
Existing Future Land Use Map

Future Land Use Classifications

- Open Space
- Farmland
- Rural Area Center
- One Acre Residential
- Suburban Density Residential
- Low Density Residential
- Medium Density (No MHP)
- Commercial (Light; Planned)
- Activity Node
- Industrial (Heavy; Planned)
- Office & Institutional (Governmental)

Legend

- Town of Godwin
- Town of Falcon
- Town of Wade



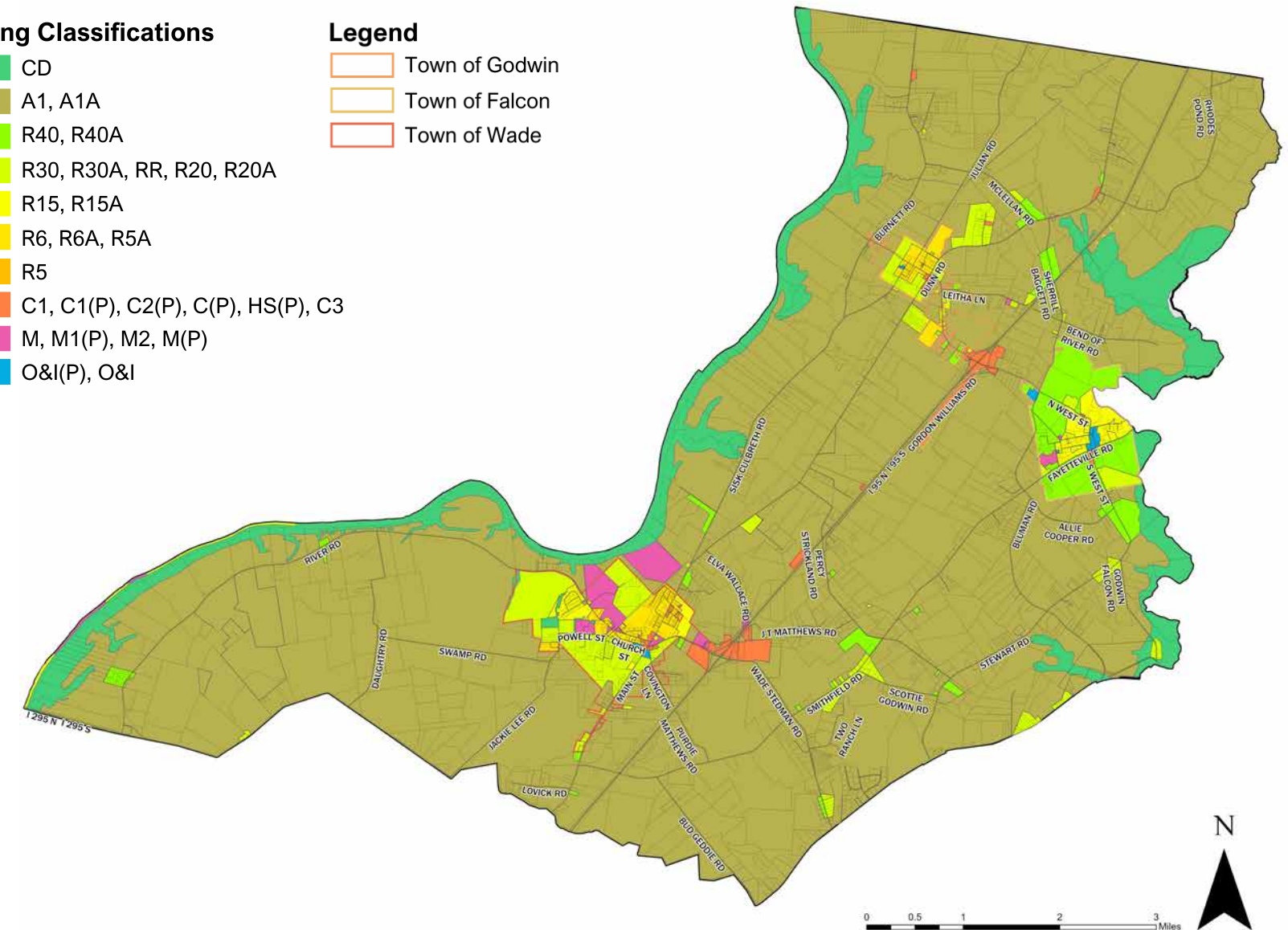
Current Zoning Map

Zoning Classifications

- CD
- A1, A1A
- R40, R40A
- R30, R30A, RR, R20, R20A
- R15, R15A
- R6, R6A, R5A
- R5
- C1, C1(P), C2(P), C(P), HS(P), C3
- M, M1(P), M2, M(P)
- O&I(P), O&I

Legend

- Town of Godwin
- Town of Falcon
- Town of Wade





Community Engagement

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101	Online Engagement
102	Questionnaire
103	Draft Review Session



Overview

The Northeast Cumberland Land Use Plan was constructed to represent the community's vision and goals for the future. Public input and collaboration is essential to ensure that the final plan reflects the will of the people and lays out a framework to achieve community-focused initiatives. Throughout the planning process County Planning Staff engaged with the community through various meetings, surveys, and discussion opportunities.



Engagement Goals Toolkit

- Conduct Surveys and Interviews**
- Host Community Meetings**
- Exchange Data and Information**
- Create Maps, Graphics, and Visuals**
- Utilize a Cost-Benefit Approach**
- Work in Good Faith and Transparency**

Northeast Cumberland Land Use Plan

Share your vision for the future!

The Cumberland County Planning Staff started the process to create an updated land use plan for Northeast Cumberland County. This land use plan will **NOT** change the current zoning, taxes or use of your property. The purpose of the open house is to understand the needs and values of the area.

Our mailing list for the study area is based on property owners listed in the Cumberland County tax records. Please share this information with renters in your community. If you have any questions, contact the Cumberland County Comprehensive Planning Staff at (910) 678-7629.

JOIN US!
Drop by to participate and shape the vision for the northeast area.

Thursday, October 10, 2024
4 - 7 p.m.
Godwin Community Building
7827 Royal St.
Godwin, NC 28344
Scan the QR code or visit
northeastcumberlandlup.my.canva.site/cumberlandcounty

NORTHEAST CUMBERLAND
LAND USE PLAN

CUMBERLAND COUNTY
Emerged Planning

Postcard Notifications — 1,567+ postcards were sent to area residents notifying them of the initial kickoff meeting and the draft review session.



Values Survey — 52 surveys were completed and submitted by the community in physical or digital formats.

KICKOFF MEETING

OCTOBER 10TH, 2024
4:00-7:00 PM
GODWIN COMMUNITY BUILDING

NORTHEAST CUMBERLAND
LAND USE PLAN

CUMBERLAND COUNTY
NORTH CAROLINA

Kickoff Meeting — 82 community members attended the initial plan area kickoff meeting held on October 10, 2024.



Draft Review Session — 59 community members attended the draft review session held on July 24, 2025.



Kickoff Meeting

The Northeast Cumberland Land Use Plan Kickoff Meeting was the first plan area-wide public engagement event hosted by County Planning Staff at the Godwin Community Building on October 10, 2024. The event was a 3-hour open house designed to allow County Planning Staff to connect with the community, share information about land use planning, and discuss area-specific topics and concerns. The event was broken into five stations focused on key topics, some included question-response items the public could engage with as well. Posters from each station can be found in the Appendix.

Kickoff Meeting Stations

- Station 1 — Land Use Planning
- Station 2 — Population and Housing
- Station 3 — Public Services and Quality of Life
- Station 4 — SWOT Analysis and Future Vision
- Station 5 — Land Development, Agriculture, and Rural Character

Station 1 — Land Use Planning

The land use planning process serves to create a blueprint document that outlines policies, strategies, and recommendations to shape future development, growth, and preservation across the region. The Land Use Planning Station provided an overview of this process, explaining its components and sharing the current future land use and zoning maps which guide development and preservation efforts today. Additional details about land use planning can be found on page 70.



Station 2 — Population and Housing

This station provided basic information on plan area and town-specific demographics as well as housing statistics. The posters at this station featured graphics that showed population change between 2010 and 2020, current age and race demographics, and housing statistics.

Housing Priorities Activity

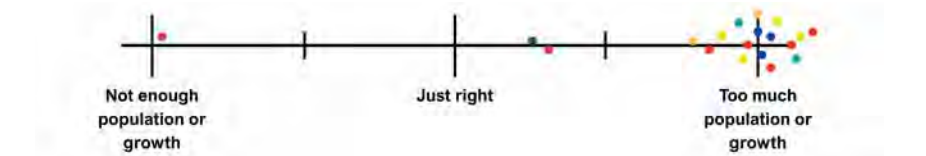
This activity was a ranked choice vote that requested participants to select their top three housing concerns among five categories and rank them according to priority 1-3. *Based on the given responses, it appears most respondents felt that the amount (supply), quality, and value of houses were the important concerns to be aware of.

	1	2	3
Amount of Housing	13	1	5
Housing	8	7	2
Housing Quality	10	4	1
Housing Value	11	4	2
Senior/Supportive	7	3	2

*Standard ranked choice parameters were not adhered to in this exercise. Best inferences were made from given results.

Population and Growth Activity

This station activity presented a bar graph where respondents were asked to use stickers to indicate their feelings about population levels in the area. Most respondents felt that population levels were too much or there was too much growth in the area. Additional comments either advocated for intentional planning towards plan area improvements or offered that it might be best to keep the area rural and unchanged.



Station 3 — Public Services and Quality of Life

This station provided basic information on plan area and town-specific demographics as well as housing statistics. The posters at this station featured graphics that showed population change between 2010 and 2020, current age and race demographics, and housing statistics.

Quality of Life (QOL) Activity

This activity instructed participants to provide commentary on their quality of life and use a sticker to rank its current level. Enhancements to QOL included low population, rural character, and country living, whereas aspects that hindered QOL included traffic, new housing developments, and semitruck driver trainings. Most respondents indicated that their current QOL was between good and excellent.



Public Infrastructure Activity

This activity directed participants to consider if public service categories were strengths or weaknesses in the plan area. The respondents reported that fire services as well as education quality and access were the only prominent strengths in the plan area. The other seven public service categories were heavily indicated as weaknesses and additional commentary detailed that there was a need for permanent EMS and police substations or patrols in the area.

Vote Tally	
Strengths	Weaknesses
<ul style="list-style-type: none">• Fire Services (19)• Education Quality and Access (11)	<ul style="list-style-type: none">• Public Transportation (15)• Road Quality (18)• Walkability (11)• Supportive Services (11)• Police Services (23)• Utilities Quality and Access (11)• Emergency Preparedness (17)



Station 4 — SWOT Analysis

The SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis is a tool used in community planning and development which directs community stakeholders to think critically about the current conditions in their community and evaluate the opportunities or hinderances that could advance or inhibit community progress. The following list is the verbatim written responses from the community.

Strengths <ul style="list-style-type: none">Friendly communities – available landNothingAccess to major travel routesOpen Space/housing not crammed together / family historyWater 2 sewer	<ul style="list-style-type: none">Good People / Good Parks / Dedication to Rural LivingMajor Highways NearbyParks/trash dump access/neighbors goodNot Hope Mills or Spring Lake!Great area for new growthGood Schools District 7 Flacon Christian Academy	<ul style="list-style-type: none">Low populationRural – access to 95 + low populationLow populationBeing RuralRural! No close neighbors
Weaknesses <ul style="list-style-type: none">LACK OF POLICESome poverty / roundaboutsLeadershipMain St + Wade-Stedman + Covington Lane IntersectionNo Job’s In This AreaLACK of sheriff support	<ul style="list-style-type: none">InternetLack of quick access to police + Hwy 301, Wade Stedman Rd. _ Covington Lane Intersection is dangerousNo sewer North of Godwin Dunn Rd.No Stores To buy AnythingPublic services	<ul style="list-style-type: none">Police no coverage for drug dealing @ post officeNot enough Deputies or MedicsNo retail storesLack of police or all services
Opportunities <ul style="list-style-type: none">Promote Commercial Agriculture + FarmingBring back mobile library + better access to water if wells run dryUtilitiesMaintain the rural landscape NO Neighborhoods	<ul style="list-style-type: none">Limitless opp. Growth Commercially and ResidentuallyCommunity support + onessSTOP BUILDING NO Housing DevelopmentsBeautification Project to Increase Home Values	<ul style="list-style-type: none">More Presents of SheriffLow Density Rural Benefits
Threats <ul style="list-style-type: none">Over PopulationDrugs + ProstitutionSmall lot subdivisionsToo remote for police protectionCramming a lot of houses in hereSmall lot subdivisions + lack of infrastructureSubdivisions with lots of less than ½ acre	<ul style="list-style-type: none">Growth too fast without proper planningTwo many people against growth not good planningDemocrats (x3)Dilapidated Trailers – nobody wants to live near thatToo much traffic going down the road now. Poor road maintenance. Almost go hit numerous times – Falcon	<ul style="list-style-type: none">No Changes/No Subdivisions/No more traffic + Keep Natural HabitantsCounty comm & mayor of GodwinSmall crowded housing areas + Tear down old gas station @ I-95 @ WadeNO small lots! No cheap housing!Crime at Lucky 7 Truck Stop in Wade at I95 Exit 61 ex. Drugs + Prostitution



Kickoff Meeting

Station 5 — Future Development, Agriculture, and Rural Character

This station provided participants with information about agriculture in the plan area, Present-Use Value (PUV), Voluntary Agricultural Districts (VAD), and other methods and programs to preserve rural character and farming.

Rural Character Activity

This activity instructed participants to provide commentary on the types of development, infrastructure, and policy initiatives they would like to see to preserve the rural character of the area. Based on the comments provided, ideas to achieve this can be summarized into the following points:

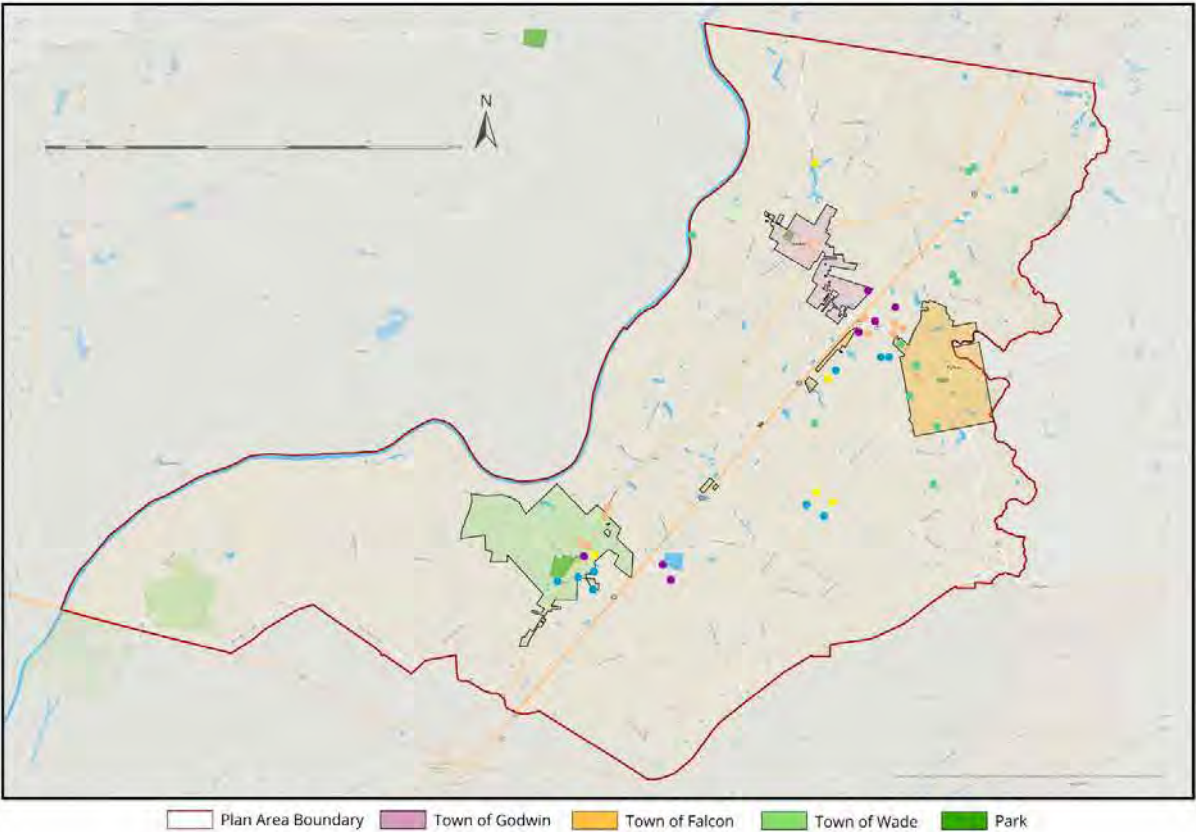
- Preserve farmland and agriculture
- Conserve wetlands, the environment and natural habitats
- Keep the area rural and avoid gentrification and crime

Future Development Activity

This activity directed participants to indicate the location and type of development that would be appropriate in the plan area. The respondents used colored dots to indicate where large residential lots (blue), small residential lots (yellow), light commercial (orange), commercial/industrial (purple), or open space (green) development and/or conservation is suitable. The responses, as shown on the map to the right, presents a diverse preference for future development and conservation across the plan area.

Key Takeaways

- Preference for industrial and/or commercial development around the Exit 58 interchange and along 301 within the towns of Godwin and Wade
- Preference for large residential rather than small residential lots across the area
- A desire for conservation efforts in the northeast portion of the plan area



Values Survey

The Northeast Cumberland Values Survey was a 16-question open-ended survey constructed to reveal the personal values of residents in the community and their attitudes towards key strengths, weaknesses, and important aspects of the plan area. The following are the key takeaways from the five open-ended values questions.

Features to Maintain

- Rural character
- Peace and quiet
- Farms and fields
- Abundance of open spaces
- Small and closeknit communities

Features to Change

- Small, friendly, and closeknit communities
- Easy access to I-95
- Wide open spaces and natural areas
- Fire emergency services
- Quiet area with little to no traffic and crime

Strengths of the Area

- Small, friendly, and closeknit communities
- Easy access to I-95
- Wide open spaces and natural areas
- Fire emergency services
- Quiet area with little to no traffic and crime

Weaknesses of the Area

- Lack of county services and support
- Few stores and retail options
- Poor roadways and traffic intersections

Future of the Area in 10-20 Years

- The area will look and feel the same
- Planned and limited growth and development
- Preserved farmland and nature
- Increase in small commercial businesses



Ranked Choice Voting

A second portion of the survey allowed respondents to rank priorities on scales of 1-4 or 1-5. The following graphic shows the responses arranged in size according to what respondents valued the most amongst the four ranked-choice questions.



Steering Committee

The Steering Committee served as a collaborative forum for knowledgeable area leaders and representatives to provide area-specific information and guidance as the plan was developed. 15 representatives volunteered to work in coordination with County Planning Staff to discuss the plan progress, provide feedback, and critique plan initiatives. Committee roles and responsibilities were developed and collectively agreed upon to promote a productive environment where ideas and opinions can be shared freely and everyone is aligned in terms of the goals of the committee.

Committee Roles

- Review public-facing materials for quality, understandability, and accuracy.
- Serve at an advisory capacity by providing feedback, accountability, and coordination assistance with the community.
- Encourage diverse engagement through outreach among individual and community networks.

Committee Responsibilities

- Approve strategies of the public engagement process.
- Review materials and provide thoughtful feedback.
- Work in good faith with others whose interests and values may conflict with your own.
- Serve as representatives of the community and be engaged on topics, issues, and opportunities that impact the community.



Committee Meeting Schedule and Agenda Topics	
November 1, 2024	Steering Committee Introduction
December 5, 2024	Town Goals and Objectives
January 14, 2025	Town-specific Future Land Use Map
March 10, 2025	County-specific Future Land Use Map
June 5, 2025	Northeast Cumberland Land Use Plan



Online Engagement

The County Planning Staff developed and launched a plan website in early September to provide rapid and accessible information to stakeholders and community members interested in the progress of the land use plan. The website included plan area information, a planning process overview, upcoming meeting announcements, links to plan area related materials and documents, plan area photos and videos, and a frequently asked questions section.

Homepage



Kickoff Meeting Findings Update



Scan here to view the Northeast Cumberland plan area website.



Questionnaire

The Northeast Cumberland Questionnaire was designed to gather detailed input from individuals with knowledge of or involvement in the community. It consisted of 27 open-ended questions divided into four sections: (1) General Questions, (2) Economic Development, (3) Housing and Residential, and (4) Infrastructure and Public Services. Each section included 6–7 questions, and participants were encouraged to answer as fully as possible, with the option to skip any question.

While stakeholders are commonly defined as residents, organizations, businesses, or agencies with an interest or role in the area’s development, the steering committee determined that—for the purposes of this plan—only residents of the plan area would be considered stakeholders. Steering committee members completed the questionnaire in collaboration with other area residents, drawing on local knowledge and community perspectives to inform their responses. The following are the key takeaways from the given responses.

General

- Overregulation and taxes burden commercial and residential growth.

Economic Development

- Desire for small locally-focused businesses.
- Commercial development should be located along I-95 and east of Highway 301.
- Promote family-run and agricultural-related businesses.

Housing and Residential

- Promote residential development that protects rural character and preserves the natural environment.
- Encourage large-lot residential zoning and avoid overcrowding.
- Discourage sprawl and encourage housing to be in or near town limits to protect farming operations further out.

Infrastructure and Public Services

- Need for expanded emergency and safety services in the region.
- Improve and expand water, sewer, and internet service and capacity especially to areas outside the towns.
- Repair existing roadways and construct roadways to be more durable and be able to handle the weight of semi-trucks.



The image shows the cover of the Northeast Cumberland Land Use Plan Questionnaire. At the top, there is a logo for Northeast Cumberland Land Use Plan, featuring a stylized map of the region with a location pin. Below the logo, the text "NORTHEAST CUMBERLAND LAND USE PLAN" is displayed. The main title of the form is "Northeast Cumberland Questionnaire". Below the title, there are three input fields: "Name:", "Date:", and "Organization / Community Role:". At the bottom of the form, there is a logo for Cumberland County, North Carolina.

Draft Review Session

The Northeast Cumberland Draft Review Session was a 3-hour open house event held at the Godwin Community Building on July 24, 2025 to present the draft plan and gather feedback on its contents—primarily the future land use map, as well as the proposed goals and objectives. Approximately 59 community members attended, engaging with County Planning Staff to share their input, support, and suggestions for further consideration. A feedback form was also provided physically and digitally to gather participants views and allow those who couldn’t attend the opportunity to provide feedback.

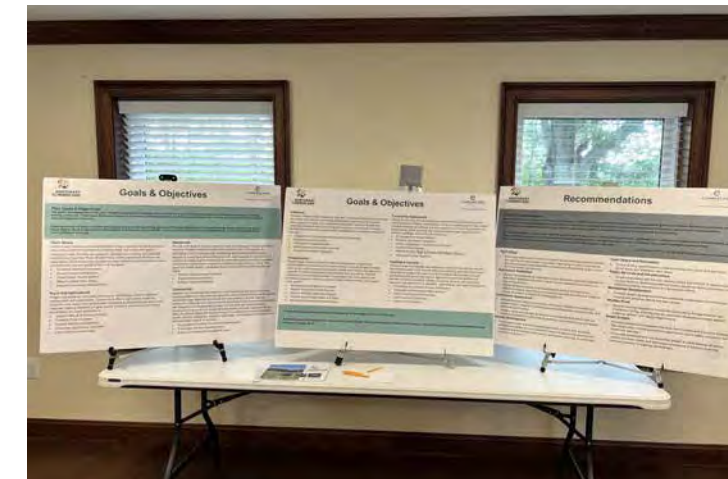


Draft Review Session Stations

- Station 1 — About Future Land Use
- Station 2 — Future Land Use Classifications
- Station 3 — Plan Area Goals, Objectives, and Recommendations
- Station 4 — Godwin Future Land Use
- Station 5 — Falcon Future Land Use
- Station 6 — Wade Future Land Use

Key Takeaways

- Verbal feedback from participants was generally positive, with many appreciating the level of detail in the plan.
- All three town sections received mostly positive feedback on their individual future land use maps, goals, objectives, and recommendations.
- Overall feedback emphasized the need to balance development with the preservation of rural and agricultural identity.
- Participants highlighted the importance of strengthening infrastructure—such as schools, roads, and sewer systems—to accommodate future development.
- Participants mentioned support for encouraging commercial services along major roadways, boosting tourism and investment around the Averagesboro Scenic Byway and Rhodes Pond, and enhancing parks and recreational spaces



Draft Review Session

Public Feedback and Resulting Plan Updates

The Comprehensive Planning Staff received valuable input from the public during the draft review process. Based on this feedback, a number of changes were made to the Future Land Use Map and select plan content, where staff determined the suggestions aligned with the overall vision and intent of the plan.

Future Land Use Map Revisions

The map to the right highlights specific areas where revisions were made based on community input:

- **Area 1:** Multiple property owners requested that this area be designated Rural Density Residential.
- **Area 2:** A property owner suggested a change to Industrial. The 22-acre property, (An existing Cotton Gin) is located near the I-95 interchange and an existing industrial park across the County line.
- **Area 3:** Several residents and town officials requested a change to Suburban Density Residential from Low Density Residential.

Plan Content Revisions

In addition to map adjustments, a few minor textual and graphic updates were made to improve clarity and reflect local priorities:

- **Page 79 – Regional Sewer System Map:** A higher-resolution map was added to improve the legibility of sewer infrastructure. One public comment noted that a line along Wade-Stedman Road and Smithfield Road was not a sewer line but likely a water line. Staff was able to clarify that the line shown is an 8" forced sewer main (pumped by lift stations rather than gravity). While current access may be extremely limited in this area, future infrastructure investments may allow for expanded use and service in this area.
- **Page 144 – Town of Falcon: Key Considerations for Falcon's Future:** Residents requested additional detail on future park and recreation projects. One bullet point was revised, and another added to reflect priorities such as an amphitheater, trail extensions, expanded park facilities, and a splash pad.

Future Land Use Classifications

- Open Space
- Rural/Agricultural
- Rural Density Residential
- Suburban Density Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Commercial
- Industrial
- Office & Institutional
- Flex

Legend

- Town of Godwin
- Town of Falcon
- Town of Wade

Area #1

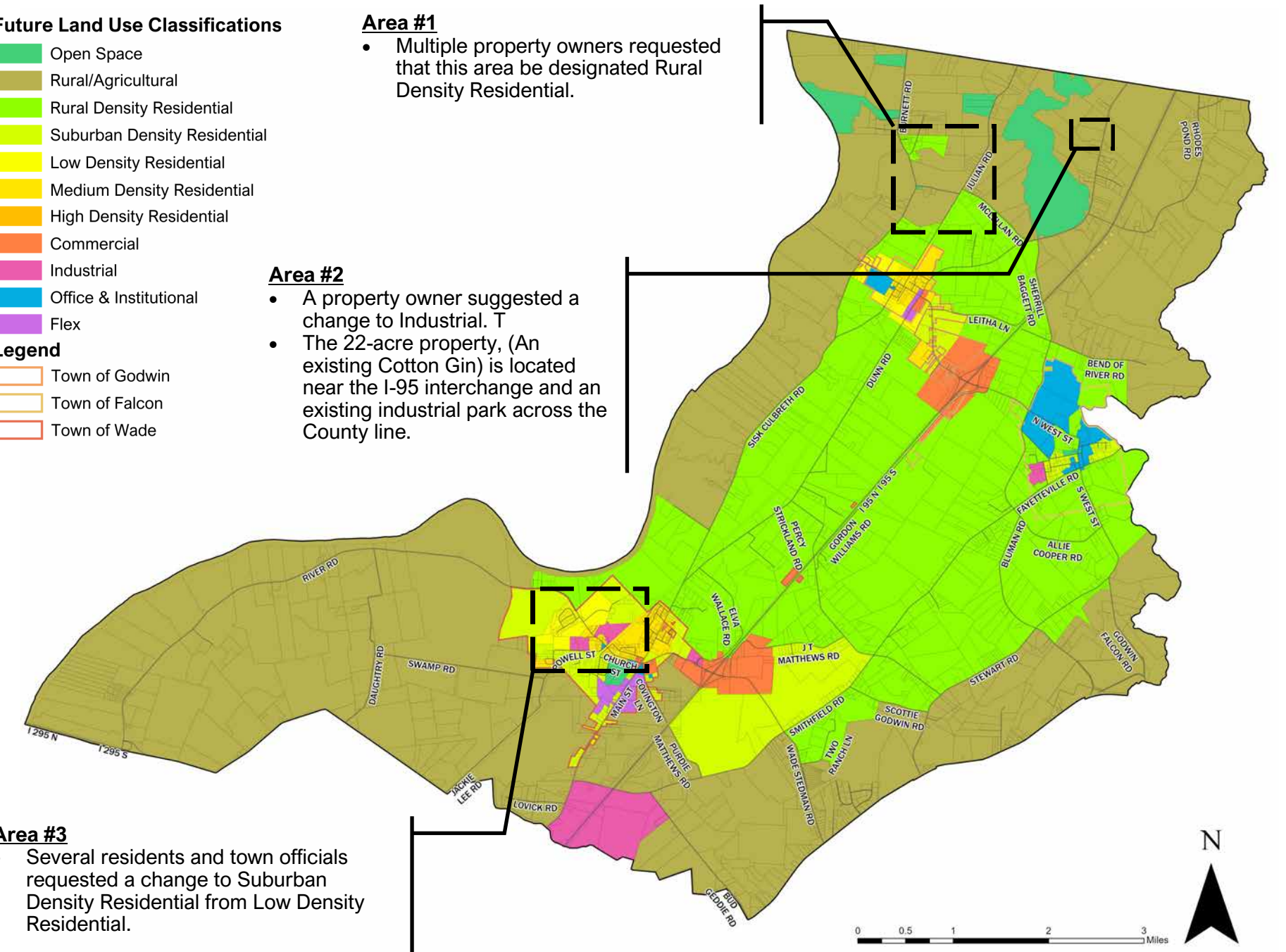
- Multiple property owners requested that this area be designated Rural Density Residential.

Area #2

- A property owner suggested a change to Industrial. T
- The 22-acre property, (An existing Cotton Gin) is located near the I-95 interchange and an existing industrial park across the County line.

Area #3

- Several residents and town officials requested a change to Suburban Density Residential from Low Density Residential.





Town of Godwin

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The Town of Godwin strives to cultivate a vibrant, inclusive community by promoting policies and initiatives that create opportunities for residential growth, small business development, and an enhanced quality of life for all residents, while maintaining the rural character and environment for current and future generations.

Introduction

The Town of Godwin, a charming and close-knit rural community, is nestled in northeastern Cumberland County, situated a few miles from the Cape Fear River and the Harnett County border. While the town exudes a peaceful and quiet atmosphere, its residents live with a vibrant spirit, whether relaxing in their homes, tending to their fields, or crafting in their backyard workshops. Godwin's history shines boldly, having once been a regional hub built around its central train station. The rail line that still runs through town was once a key artery in one of the East Coast's most vital rail networks, and the agricultural operations surrounding it fueled local commerce, making Godwin a small but vital trading post in the region. Although the closure of the railroad depot and the rise of nearby cities such as Dunn and Fayetteville have tempered the town's growth, the spirit of Godwin remains resilient. Rooted in deep pride for their heritage, the residents continue to collectively work to preserve and uplift their cherished community.





U.S. Post Office Godwin, NC 28344



Willie J. Burnette Park



Godwin Town Hall

History & Context

The history of the Town of Godwin goes back to January 1887 with the establishment of the post office. Around the same period, local efforts to secure a railroad depot were successful, with both the post office and depot ultimately serving the newly constructed Wilson–Florence cutoff of the Wilmington and Weldon Railroad. Prior to this, the area was settled and inhabited by individuals of Scottish and later English ancestry. The pioneer settler for whom the town is named after, Mr. Isaac William Godwin, is credited for his instrumental work towards the placement of the railroad line and depot in the present-day Godwin area. Mr. Godwin, who also previously served as a member of the North Carolina House of Representatives, was appointed to be the first postmaster of the newly built post office for his efforts.

The town was officially chartered on March 6, 1905, by the North Carolina legislature. The main function of the town at the time was to provide resources and services that would support the surrounding areas agricultural operations and the rail line services running through the town. The areas agricultural operations included the cultivation of timber, cotton, tobacco, corn, wheat, and soybeans. As time progressed the town acquired four general stores, a cotton gin, a blacksmith shop, and a salt mill. At one point the town also worked to produce large quantities of Naval Stores including items such as tar, turpentine, and ship masts from the local long-leaf pine trees.

The town has roadway access to U.S. Route 301 and N.C. State Route 82, both intersecting through the town and I-95 running east of the town. A rail line currently used by CSX Transportation runs through the center of the town as part of the company’s primary North-South corridor; however, the railroad routes no longer stop in the town. In 2012, the town opened Godwin Park becoming a source of pride and recreation for the community. A couple years later the park was renamed to Willie J. Burnette Park in honor of Mayor Willie J. Burnette’s successful efforts to improve the park.

TOWN OF GODWIN AN ACT TO INCORPORATE THE TOWN OF GODWIN IN CUMBERLAND COUNTY March 1905 Chapter 397.

The General Assembly of North Carolina do enact:

Section 1. That the town of Godwin in the county of Cumberland be and the same is hereby incorporated, by the name and style of the Town of Godwin, and shall have all the privileges and duties and be subject to all the provisions contained in chapter sixty-two of volume two of The Code, not inconsistent with this act.

Section 2. The corporate limits of said town shall be as follows: Beginning at a point in the Atlantic Coast Line Railroad Company's tract one-fourth of a mile south of the said railroad company's depot building at Godwin; thence in an easterly direction, at right angles to said railroad, one-fourth of a mile; thence northerly, parallel to said railroad, one-fourth of a mile; thence westwardly, at right angles to said railroad, one-half mile; thence southwardly, parallel to said railroad, one-half mile; thence eastwardly, in a direct line to the beginning.

Section 3. The officers of said corporation shall consist of a mayor and three commissioners, chief of police, regular and special policemen, clerk and treasurer, and such other officers as the commissioners may elect; and the following-named persons shall fill the following offices until their successors are elected and qualified: For mayor, Hector McIntyre; for commissioners, J. W. McLean, J. M. Starling, and J. W. Deans; for clerk and treasurer, D. L. Pridgen; for chief of Police, Wm C. Sills.

Section 4. That the chief of police clerk and treasurer, and regular policemen shall be appointed by the commissioners, and the special policemen shall be appointed by the mayor.

Section 5. An election shall be held in said town on the first Monday in May, one thousand nine hundred and five, and annually thereafter, for a mayor and three commissioners, under the laws of North Carolina regulating elections in towns and cities.

Section 6. That the mayor and commissioners shall form a council, and may make, publish, and enforce ordinances for the government of said town, not inconsistent with the Constitutional laws of North Carolina.

Section 7. That the officers provided for by this act shall qualify within ten days after its ratification, before some justice of the peace. Or the clerk of the superior court, and all officers hereafter elected shall qualify in like manner.

Section 8. That no spirituous, vinous or malt liquors shall be manufactured or sold within the corporate limits of said town.

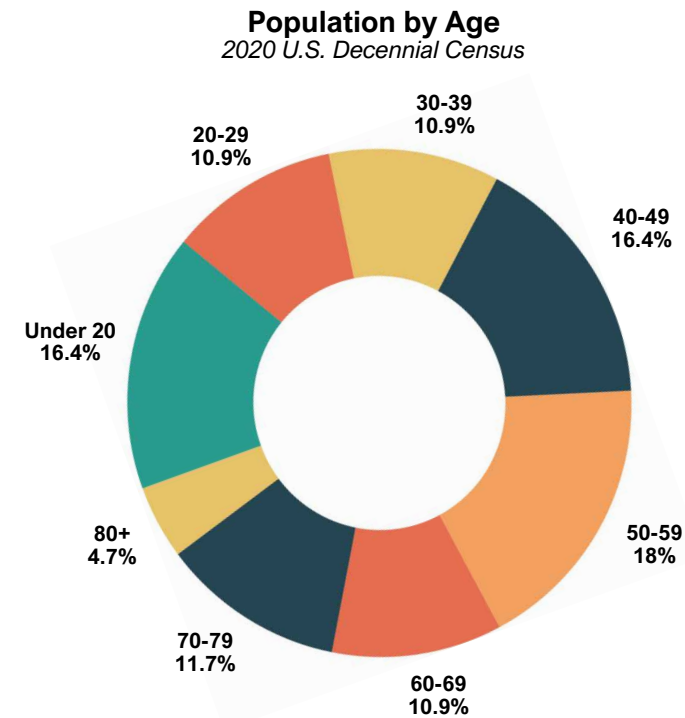
Section 9. That this act shall be in force from and after its ratification. In the General Assembly read three times, and ratified this the 6th day of March, A.D. 1905.

Existing Conditions

Population Trends

Over the past 15 years, the town has experienced modest population changes, including a period of decline followed by more recent growth. According to the 2020 U.S. Decennial Census, the town’s population was reported at approximately 128 residents, a 7.91% decrease from the 2010 count of 139. This decline may be attributed to several factors, including an aging population, limited influx of young families, and the loss of youth who leave the area for education or employment opportunities and do not return.

However, more recent estimates compiled from the 2023 American Community Survey (ACS) indicate a notable increase in population, with the town reaching an estimated 170 residents. Looking ahead, the annexation of additional properties and the proposed development of two residential subdivisions—each projected to include 50 to 100 housing units—are expected to contribute to this growth. Based on these developments, the town’s population is expected to gradually increase to between 250 and 350 residents over the next decade, helping to ensure the town’s long-term sustainability and vitality for years to come.



Age

According to the 2020 U.S. Decennial Census, the median age in Godwin was 48 years. However, more recent estimates from the 2023 American Community Survey show a significant increase to 57.5 years. This demographic shift highlights an aging population, with nearly half of the town’s residents now or nearing retirement age within the next ten years. Notably, the 2023 ACS data showed that approximately 65% of residents are over the age of 55 and the largest five-year age cohort among the data are residents 55 to 59 years old making up almost a quarter of the towns estimated population at the time. This trend underscores the importance of developing strategies and policies aimed at attracting younger residents—who preferably fit in with the character of the town—to sustain the town’s vitality, economic stability, and community life as current residents transition into retirement or leave for economic and educational opportunities.

Racial Makeup

The Town of Godwin is home to a diverse population whose individual identities and backgrounds have collectively shaped the cultural fabric of the community and the broader region. Among these identities, race and ethnicity can play a significant role in a community member’s sense of identity and connection within the larger community. According to the 2020 U.S. Decennial Census, the town’s population was predominantly White (57.8%), followed by Black or African American residents (30.5%), with individuals of other races or multiracial backgrounds comprising the remaining 11.7%. Notably, the

share of the White population decreased by approximately 13% since the 2010 U.S. Decennial Census, while the proportion of all other racial and multiracial groups increased by an average of 3%, despite an overall decline in the town’s population over the ten-year period.

Educational Profile

The estimates from the 2023 American Community Survey indicate that the Town of Godwin is home to a highly educated population. Nearly 98% of residents have earned at least a high school diploma, while an estimated 57% have achieved an Associate’s Degree or higher. These figures highlight a community that values education and has actively pursued academic achievements, reflecting a strong commitment to personal development and long-term opportunities through further education.

Housing Market

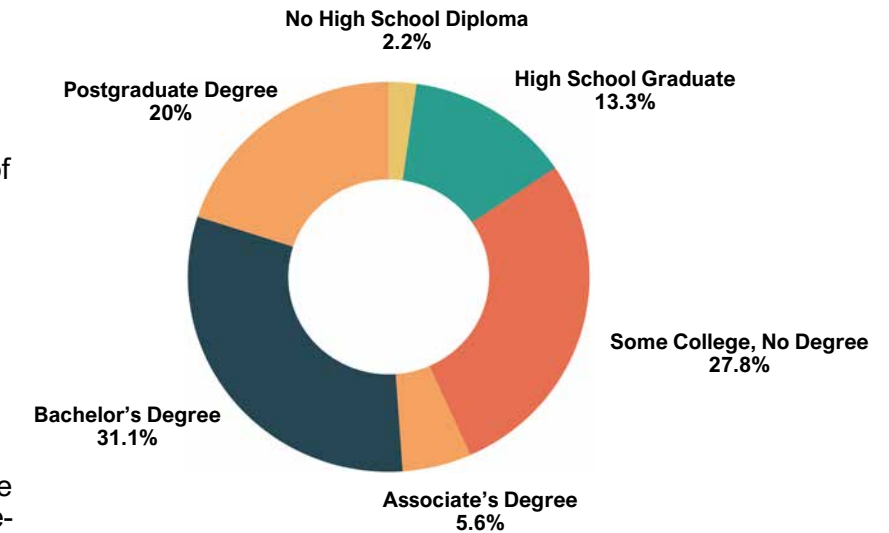
Between the 2010 and 2020 U.S. Decennial Censuses, the Town of Godwin’s housing market remained relatively stable, experiencing only a modest 3% decrease in total housing units. Currently, the town’s housing market consists of mainly single-family dwelling units with a mix of homeowner and renter occupation with no reported vacant units. As of the 2020 U.S. Decennial Census, approximately two-thirds of all housing units were occupied by homeowners split between those who own with a mortgage or loan (38%) and those who own the homes free and clear (29%). Renter ownership made up the remaining 33% of home occupations in the town.

Additionally, the 2023 American Community Survey estimates the median home value in Godwin—reflecting only owner-occupied units—to be \$158,000. This figure falls below both the state and national median of \$259,400 and \$303,400, respectively. The relatively lower home value positions Godwin as a moderately stable and affordable housing market, particularly attractive to working-class families and first-time homebuyers. It also suggests potential for future growth in property values as development and investment continues.

Looking ahead, the town anticipates growth in housing stock due to the planned annexation and development of new properties. These developments present a valuable opportunity to attract new residents and stimulate growth. However, they will also require thoughtful and strategic planning to ensure that supporting infrastructure and services are in place, and that future growth remains aligned with the town’s character and long-term vision.

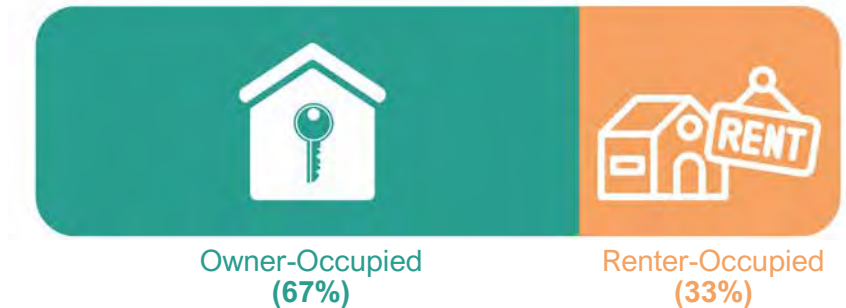
Educational Attainment (Ages 25 - 64)

2023 American Community Survey



Housing Unit Occupations

2020 U.S. Decennial Census



Median Home Value
\$158,000

2023 American Community Survey



Existing Conditions

Workforce Overview

The Town of Godwin, according to the Quarterly Census of Employment and Wages provided by the Bureau of Labor Statistics, boasts a local workforce participation of approximately 199 people working in the town. These workers made an average annual salary of \$63,113 as of the third quarter of 2024 marking a 4.8% increase in average wages when compared to the year prior.

The major employment occupations in the town include protective service (25.1%), office and administrative support (15.9%), and educational instruction and library (6.2%).

Local Business and Commerce

Historically, the Town of Godwin has maintained a local economy centered around supporting agricultural operations and meeting the essential needs of area residents. Currently, there are approximately three active businesses operating within the town limits: two automotive service providers—Barney’s Automatic Repair Shop & 24 Hour Towing Services and Willie’s Garage—and a farm supply and livestock store, Draughon Cattle Company LLC.

Additional businesses located within a one-mile radius of the town include Godwin Foodmart Inc., Smith’s Towing & Repair Service, Cape Fear Awning & Canvas Works, and C&C Irrigation & Lighting, all of which contribute to the surrounding area’s economic activity and local services.



Willie J. Burnette Park

Willie J. Burnette Park is a community park encompassing approximately 6 Acres of a 34 Acre property own by the Town of Godwin. It was originally constructed by the town in 2012 but has since expanded to include more amenities and recreational opportunities for visitors. The park currently features a variety of amenities, including a walking path, picnic shelters, a playground, and splash pads, making it worthwhile visit for residents of all ages.

Park Amenities

- Green space
- Picnic shelter
- Community playground
- Walking/jogging path
- Outdoor volleyball court
- Basketball courts
- Splash pad

The property also features an undeveloped portion which is currently rented out by the town to people who’d like to use it for agricultural purposes during the growing season, but is available if the town would like to expand the park further. Overall, the town park today has become a valued community asset — fostering social connection, promoting active lifestyles, and serving as a source of pride and leisure for the residents of Godwin.



Religious Spaces

Core values of family, faith, and a strong sense of community are deeply rooted among many residents of the town. As a result, churches and other religious institutions play a significant role in community life, serving not only as places of worship but also centers for social connection and support. The town and its immediate environment are home to several current and former active congregations, including Godwin Baptist Church, Spring Hill Free Will Baptist Church, Godwin Presbyterian Church, and Blacks Chapel Methodist Church.



Existing Conditions

Transportation

The Town of Godwin is well-connected to local, regional, and interstate transportation networks, supporting both mobility and economic access. The most prominent of these routes is Interstate 95 (I-95), which runs directly east of the town and includes an interchange that provides immediate regional connectivity. I-95 is the primary north-south interstate along the East Coast, linking communities from Maine to Florida. U.S. Route 301 (Dunn Road), a major north-south corridor paralleling I-95, passes directly through Godwin and supports both local travel and regional freight movement. North Carolina Highway 82 (Main Street/Godwin-Falcon Road) intersects with US-301 near the town center and serves as an important connector between communities in Cumberland and Harnett counties.

Godwin is included in the FAMPO/Cumberland County Comprehensive Transportation Plan (CTP), which outlines long-range transportation priorities through 2045. While no major highway upgrades are currently planned within the town limits, the CTP proposes a variety of pedestrian and multi-use trail projects aimed at improving walkability and non-motorized access for residents and visitors.

Pedestrian Pathways

Several recommended pedestrian projects aim to enhance connectivity within neighborhoods and improve walkable access to community destinations:

- **Dunn Road (FAMPO065-P, Recommendation #165):** A proposed pedestrian path along Dunn Road that would improve walkability and provide safer, more accessible routes for non-motorized users in the area, particularly between residential areas and nearby community destinations including Rhodes Pond.
- **Royal Street (FAMPO066-P, #166), Recommendation #167 (FAMPO067-P), Gin Street (FAMPO068-P, #168), and McLean Street (FAMPO078-P, #178):** Additional internal pedestrian routes intended to link residential areas with the town center and existing transportation corridors.

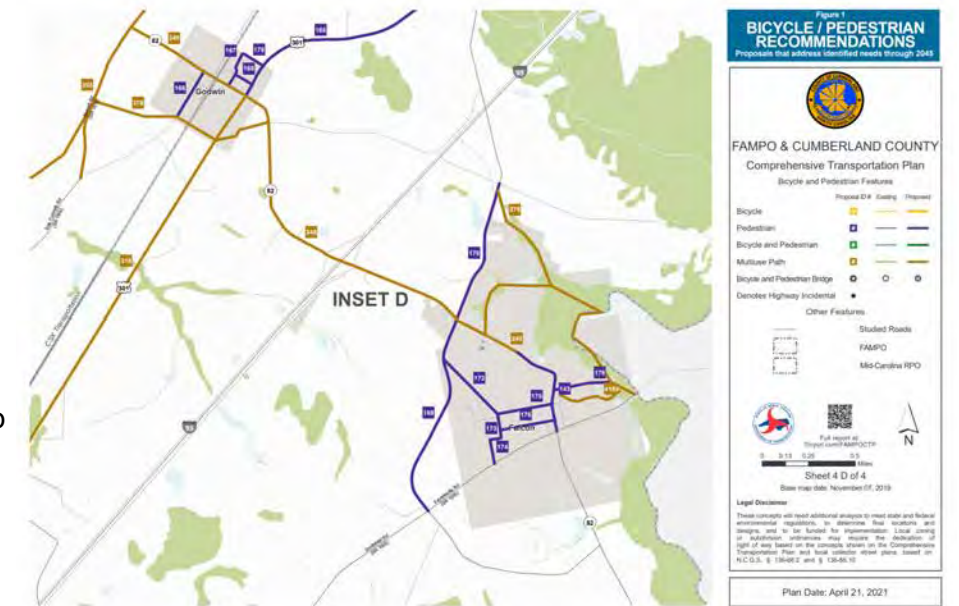


Multi-Use Paths

Godwin is also included in several regional multi-use path projects that support active transportation and recreation:

- **Dunn Road Trail (FAMPO018-M, #318):** A proposed multi-use path running along Dunn Road, providing a safe, alternative travel route through Godwin.
- **Godwin-Falcon Road Trail (FAMPO048-M, #348):** A key connection between Godwin and Falcon that supports regional non-motorized mobility.
- **Main Street Trail (FAMPO049-M, #349):** An extension of the Falcon Main Street trail that would improve connectivity through Godwin.
- **Burnett Road Multi-Use Path (FAMPO053-M, #353):** A regional trail project extending toward Harnett County.
- **Godwin Trail (FAMPO076-M, #376):** An internal network proposed to improve non-motorized movement within the town.

Together, these projects reflect Godwin's vision to support health, safety, and quality of life by expanding transportation choices, improving connectivity, and encouraging walkable, rural-friendly development patterns.



Existing Conditions

Current Zoning

Zoning is a regulatory tool used to guide the type, density, and arrangement of land uses in a community with the goal of preventing conflicts between incompatible uses. The Town of Godwin Zoning Ordinance (2013) outlines zoning districts uses by right, conditional uses, development standards, and other regulations that have the intent of promoting the general welfare and ensuring consistency, orderly growth, and fair development practices. The following is a brief overview of the zoning district classifications currently applied on properties within the Town of Godwin.

Agricultural Districts

- **A1 Agricultural** – A district designed to promote the continuation and preservation of agricultural activities in those areas most suitable for the activities.

Residential Districts

- **R40 Residential** – A district designed primarily for single-family dwelling units with a lot area of 40,000 square feet or above.
- **R40A Residential** – A district designed primarily for single family dwelling units including the use of manufactured homes on individual lots, with a lot area of 40,000 square feet or above
- **RR Rural Residential** – A district for traditional rural use with lots of 20,000 square feet or above. The principal use of the land is for suburban density residential, including manufactured housing units, and agricultural purposes

Planned Commercial Districts

- **C1(P) Planned Local Business** – A district designed to cater to the ordinary shopping needs of the immediate neighborhood with emphasis on convenience goods.
- **C2(P) Planned Service and Retail** – A district designed to allow for the non-residential development of land with service and retail uses not typically considered intrusive to neighboring residential properties or in areas generally requiring a greater degree of restrictions regarding the commercial use of properties.
- **C(P) Planned Commercial** – A district designed primarily for a wide variety of retail and wholesale business, commercial and contract services, commercial recreation and amusement, and public assembly and office uses.
- **C3 Heavy Commercial** – A dormant district which now corresponds to C(P).

Planned Professional Districts

- **O&I(P) Office and Institutional** – A district designed primarily for agencies and offices rendering services in the professions, finance, real estate and brokerage, as well as both public and private institutional functions, public assembly, religious and certain cultural and recreational activities and group housing.

Zoning Classifications

	A1
	R40, R40A
	RR
	R6, R6A
	C1(P), C2(P), C(P), C3
	O&I(P)



Future Land Use

Future Land Use Map

The Future Land Use Map for the Town of Godwin is designed to guide thoughtful and balanced growth that aligns with the community's long-term goals and vision. It identifies strategic areas for residential, commercial, and recreational development while preserving the town's small-town character and accommodating anticipated population growth.

Key Recommendations

- **Commercial Zones:** Concentrate commercial development along Dunn Road and the I-95 corridor to leverage visibility with high traffic zones and enhance economic opportunities.
- **Residential Development:** Ensure that residential development is distributed throughout the town at appropriate densities that preserve the rural character and are in harmony with the surrounding area while providing flexibility to meet future housing demands.
- **Recreational and Institutional Expansion:** Encourage the expansion of institutional, civic, and recreational spaces to provide public services and enhance quality of life.
- **Flexible Mixed-Use Area:** Implement policies and strategies that support a designated Flex Area aimed at fostering a lively main street environment with a blend of local businesses, private homes, and shared public spaces.

Godwin Flex Area









The Flex Area along Dunn Road is designated to accommodate a range of compatible zoning districts, providing flexibility for future development based on the will of the town and the interests of local property owners. This Flex Area is located at a major intersection in the town and has the capacity to accommodate Low Density Residential, Medium Density Residential, Commercial, and Mixed Use classified future land use development. As new development occurs in the Flex Area, it is recommended that as the area assumes a residential, commercial, or mixed-use identity newer developments must be considerate of and in harmony with older developments within and neighboring the Flex Area.

Godwin Flex Area Compatible Zoning Districts: **MXD/CZ, R15, R7.5, R6, C1(P), C2(P), and C(P)**

Flex Area Development Priorities

- **Promote economic and small business development** that meets local needs while attracting visitors from Dunn Road and I-95.
- **Support low to medium-density residential housing** that complements the town's character and provides capacity for future population growth.
- **Prioritize community-oriented development** that enhances resident's health and wellbeing through public walkways, green spaces, and outdoor amenities.
- **Encourage innovative mixed-use development** that integrates commercial, residential, and recreational opportunities tailored to meet community needs.

Future Land Use Classifications

	Rural/Agricultural
	Rural Density Residential
	Suburban Density Residential
	Low Density Residential
	Medium Density Residential
	Commercial
	Office & Institutional
	Flex



Goal & Objectives

Town of Godwin Goal

Preserve the rural landscape and small town character while providing opportunities for development and revitalization efforts that reflect the needs and character of the town. Furthermore, seek to institute policies and measures which will nurture residential growth, empower new business development, and improve upon the quality of life for all residents.

Objectives

- Protect and promote the small town heritage and rural character.
- Encourage future development design to emphasize the protection of natural features and environmentally sensitive areas.
- Promote natural buffers, development setbacks, and planting or maintaining indigenous greenery during new development.
- Encourage residential and commercial development that is in harmony with the surrounding area and reflects the needs of the community.
- Encourage the use of low impact development standards.
- Work to increase the availability of affordable and diverse types of housing.
- Encourage outdoor recreation and activities for all residents and visitors.
- Develop actions and policies which will attract new residents and visitors.
- Work with local and state partners to revitalize and expand public infrastructure including roadways, water service, public sewer, and broadband internet services.
- Provide land and opportunities for commercial development at prime commercial locations.
- Promote measures that encourage and support economic development and the growth of small businesses.
- Encourage public/private partnerships to promote economic growth in and around Godwin.



Recommendations

Permit the Upzoning of Agricultural Land

Recommendation: Allow the rezoning of farm-related or agricultural parcels to higher-density residential or commercial districts.

Reason: Maintaining existing agricultural zoning supports the rural landscape and protects active farming operations which preserves the current state of the community; however, it is in the community's future growth interest to encourage residential and commercial development that contribute to the town's identity and economy.

Encourage Open Space and Community-Oriented Design

Recommendation: Support development proposals that include open space, walking paths, and shared community spaces.

Reason: These features improve quality of life, promote social interaction, and align with the community's desire for a small-town, connected atmosphere.

Host Town-Sponsored Events

Recommendation: Organize seasonal events such as festivals, contests, and recreational activities throughout the year.

Reason: Community events strengthen civic pride, create social opportunities, and attract visitors from the surrounding region.

Improve Pedestrian and Bicycle Infrastructure

Recommendation: Collaborate with transportation agencies to add sidewalks and bike paths to public streets.

Reason: Improving walkability encourages healthier lifestyles, reduces vehicle dependence, and fosters safer community circulation.

Address Traffic and Safety at Key Intersections

Recommendation: Work with NCDOT to evaluate and improve traffic controls at major intersections along Godwin-Falcon Road and Main Street.

Reason: Improved signage, lighting, or signalization can enhance traffic safety and reduce congestion in high-use areas.

Improve Roadway Maintenance

Recommendation: Partner with NCDOT and local agencies to survey, repair, and maintain public roads in and around the town.

Reason: Well-maintained roads improve safety, reduce vehicle wear, and present a more professional image to residents and visitors.

Support Small Business Development Along Key Corridors

Recommendation: Coordinate with developers and economic development agencies (e.g. Fayetteville Cumberland County Economic Development Corporation) to promote commercial development along I-95 and Dunn Road.

Reason: Strategic growth in these areas can provide needed goods and services, create jobs, and strengthen the town's economic base.

Provide Incentives for New Businesses

Recommendation: Create and update ordinances and programs to support local startups and businesses by offering tax incentives, grants and loans, or advertising support.

Reason: These tools can attract small businesses and encourage entrepreneurs to invest in Godwin's future.



Looking Ahead

This plan is designed to guide the future growth and development of Godwin and the broader region. The plan specifically advocates for policies and initiatives that preserve Godwin’s unique character and cultural heritage, while also fostering sustainable growth, expanding opportunities, and enhancing the quality of life for current and future generations. The provided framework allows for residents, developers, and decision-makers to make informed, thoughtful decisions that serve both individual interests and the broader community.

Key Considerations for Godwin's Future:

- Preserve the rural character, small town charm, and cultural heritage of the town.
- Cultivate a vibrant community where individuals, families, and business are inspired to establish roots and grow together.
- Empower residential growth that reflects the town’s character and the current or planned capacity of the town’s infrastructure.
- Promote policies that improve quality of life and strengthen residents physical, mental, and social well-being.
- Pursue opportunities to enhance and expand high-quality public services and infrastructure.





Town of Falcon

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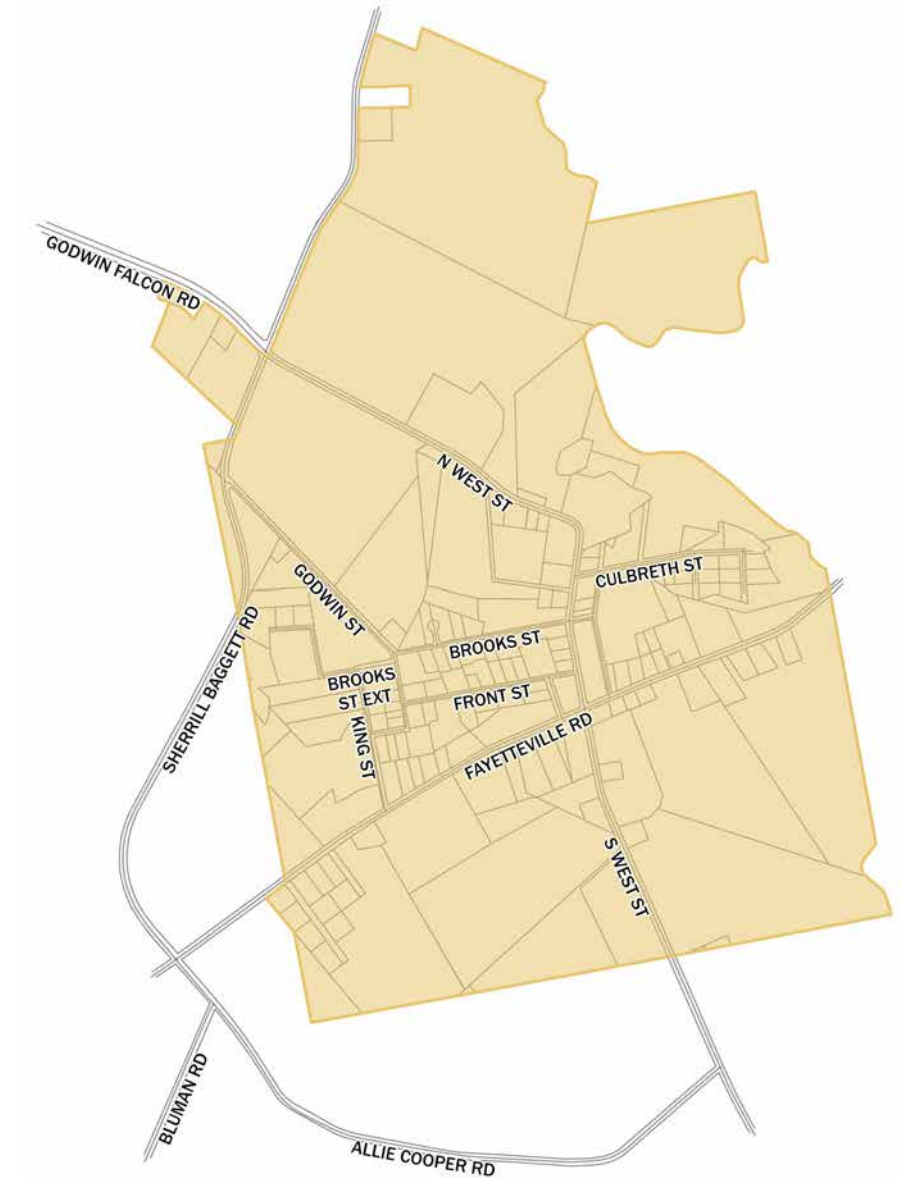


Falcon is a town where rural traditions and community values endure, ensuring a peaceful and connected way of life for generations to come. The town remains dedicated to preserving its small-town character while supporting essential services that enhance the residents' well-being.

Introduction

Falcon is a small, rural residential community in northeastern Cumberland County, North Carolina, situated between Fayetteville and Dunn, near the South and Black River Swamps, and the Sampson County border. The town is defined by its quiet, close-knit atmosphere and a landscape that blends rural homesteads, active farmland, and longstanding church properties. A key feature of the community is the Falcon Children's Home, an institution with deep historical and social significance in the area.

Originally established as a faith-centered settlement, Falcon has maintained its strong community values and commitment to preserving its rural character. Unlike larger neighboring towns, Falcon has seen little commercial expansion, instead prioritizing its role as a peaceful residential and agricultural enclave. Residents take pride in their town's history, natural surroundings, and the shared sense of responsibility that fosters a supportive and welcoming environment.



History & Context



The area known as Falcon was originally inhabited by Native American tribes, including the Tuscarora and Cheraw. These tribes thrived in the region, relying on its rich natural resources for hunting, fishing, and agriculture. In the late 18th and early 19th centuries, Scottish Highland immigrants began settling in the region. Prominent early landowners such as Farquard, John, and William Campbell, along with John and James McKethan and John and James McNeill, obtained land through state patents (colonial land grant). The first recorded property sale took place in 1806, when James McNeill sold 50 acres to Ann McDonald.

The town's origins can be traced to the area around Starling's Bridge in Black River Township. In 1878, William Culbreth and his brother-in-law, James Lindsey Autry, both natives of Sampson County, purchased 259 acres of land from Daniel McDonald. Culbreth continued expanding his landholdings with additional acquisitions in 1880 and 1882, eventually relocating his family to the area and constructing the first known house of the area. He established a naval store and mercantile business, which also served as the community's post office. By 1893, a new mail route required a name for the location, but "Starling's Bridge" was unavailable, as it was already in use elsewhere in North Carolina. Julius Culbreth, William's son, suggested the name "Falcon" after spotting it on a box of Falcon-brand pens in his father's shop. The town was officially chartered in 1913 by the North Carolina General Assembly.



Julius Culbreth's strong religious convictions were profoundly influenced by a miraculous event in 1899, when his wife, Venie Irene Culbreth, was critically ill and was healed after the elders of their church prayed over her in a religious ceremony. This transformative experience deeply strengthened their commitment to faith and service. In 1900, as a thank-offering for his wife's recovery, Julius Culbreth partnered with Reverend S.C. Todd to establish the Falcon Camp Meetings, aimed at promoting holiness and sanctification. Later, in 1902, he co-founded the Falcon Holiness School, Cumberland County's first rural private high school. Culbreth's dedication to service continued through collaboration with Bishop Joseph H. King and Reverend Francis M. Britton to establish the Falcon Orphanage in 1909. The town of Falcon also became the birthplace of the Pentecostal Holiness Church in 1911, solidifying its role as a center for spiritual and community development.



Today, Falcon maintains its small town feel, rural character and sense of community while it continues to serve as the headquarters for the North Carolina Conference of the Pentecostal Holiness Church. The annual Falcon Camp Meetings persist as a key tradition, and the Falcon Orphanage, now known as the Falcon Children's Home operates a transitional living program, foster care and adoption program, Falcon Christian Academy and Royal Home Ministries. The town is governed by a mayor and board of commissioners, who are charged with maintaining its commitment to preserving community values and fostering local engagement.



Existing Conditions

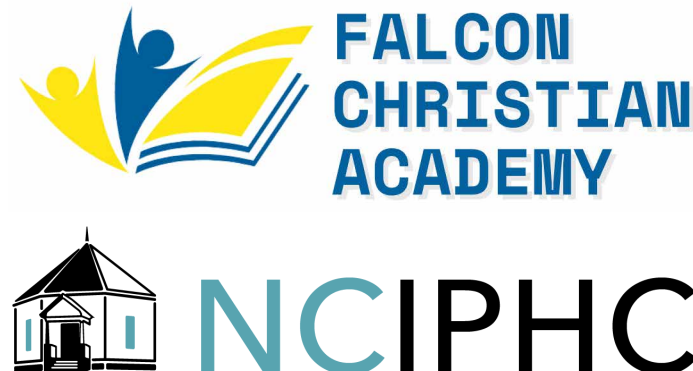


Development Trends

Over the past decade, the town has seen very little development, as reflected in satellite imagery. Only a handful of new residences have been built, while a few older homes have been removed. Most changes have been centered around community facilities, including establishment of the new Godwin-Falcon Fire and Rescue Station, the Marvin & Jones Whitfield Life Center, expanded accommodations for Falcon Children's Home, and the reconstruction of Falcon Town Hall. Some former farmland has transitioned into large-lot residential properties, but the natural environment remains largely untouched. Woodland areas have been minimally affected, and the South River Swamp has experienced noticeable vegetative growth.

Religious Footprint

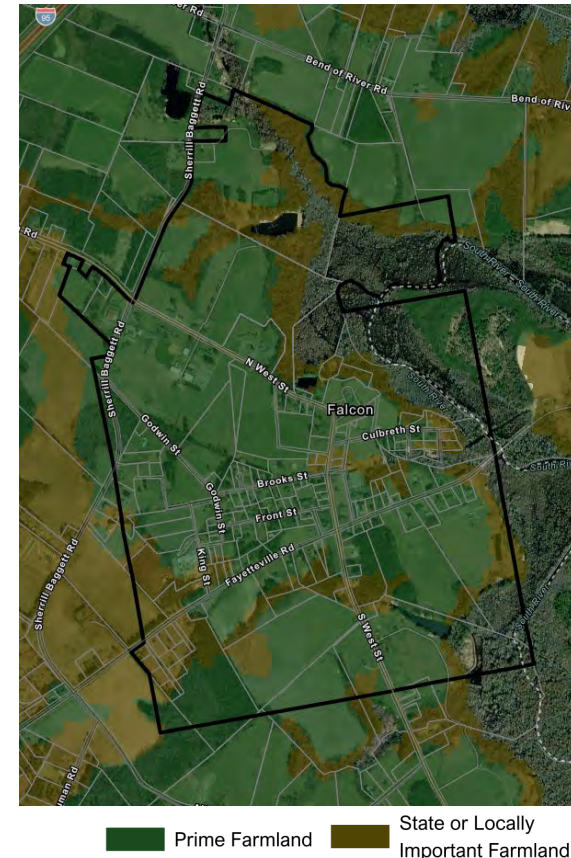
Faith-based organizations play a central role in shaping Falcon's community identity and land use patterns. The town is home to several churches and religious institutions, including the Falcon Pentecostal Holiness Church, Culbreth Memorial Church, Antioch Baptist Church, Falcon Children's Home, and Falcon Christian Academy. These institutions serve not only as places of worship and education but also occupy a significant portion of the town's land area. Properties owned by churches and those affiliated with the Falcon Children's Home account for approximately 28% of the town limits, reflecting Falcon's historical ties to faith-based organizations and their continued influence on the community's character and development.



Economy and Services

Economic conditions influence the town's growth and development, particularly given Falcon's rural nature and geographic location. Residents rely heavily on nearby cities, such as Dunn and Fayetteville, for retail, services, healthcare, dining and grocery needs. Within Falcon itself, commercial and industrial activity remains minimal, with only four private businesses located within town limits—Martin's Pork Products, Golden Years Nursing Home, Quality Maintenance Service, and Reuben James Auto Electric. Additionally, Phil's Home Improvement operates out of Falcon, but without a fixed commercial location.

The Town of Falcon's fiscal condition has improved each year between 2022 to 2024 with an increase in monetary total value of assets and revenues. While the town's total liabilities and expenses have increased year by year, the towns assets exceed its liabilities and its revenue has increased more that the increase of its expenses. The towns operating revenue for its water related services is also greater than its expenses.

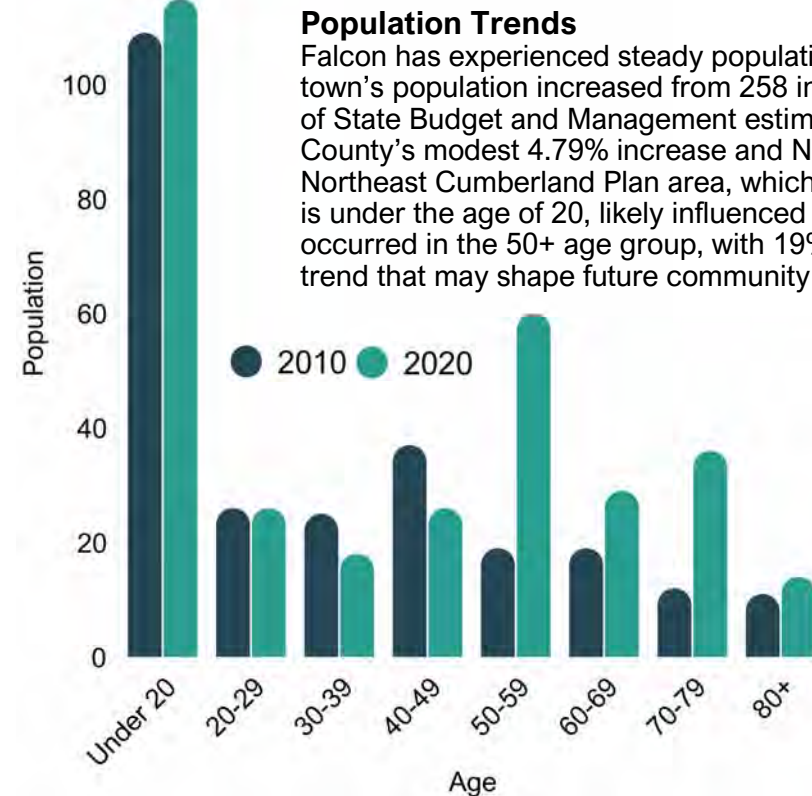


Agricultural Landscape

While no properties in Falcon are currently registered in the Voluntary Agricultural District (VAD) program, several parcels within the town are enrolled in the Present Use Value (PUV) Program, which provides tax benefits for qualifying agricultural, horticultural, and forestry land. Satellite imagery suggests that additional properties in Falcon are actively used for agricultural purposes, primarily cropland and pasture even though they are not enrolled in the PUV. The town includes areas identified as Prime Farmland—agricultural land recognized for its high-quality soil characteristics that support efficient and sustainable food production. In addition, portions of Falcon include State and Locally Important Farmland, which, while not meeting the definition of Prime Farmland, still contribute meaningfully to the area's agricultural economy.

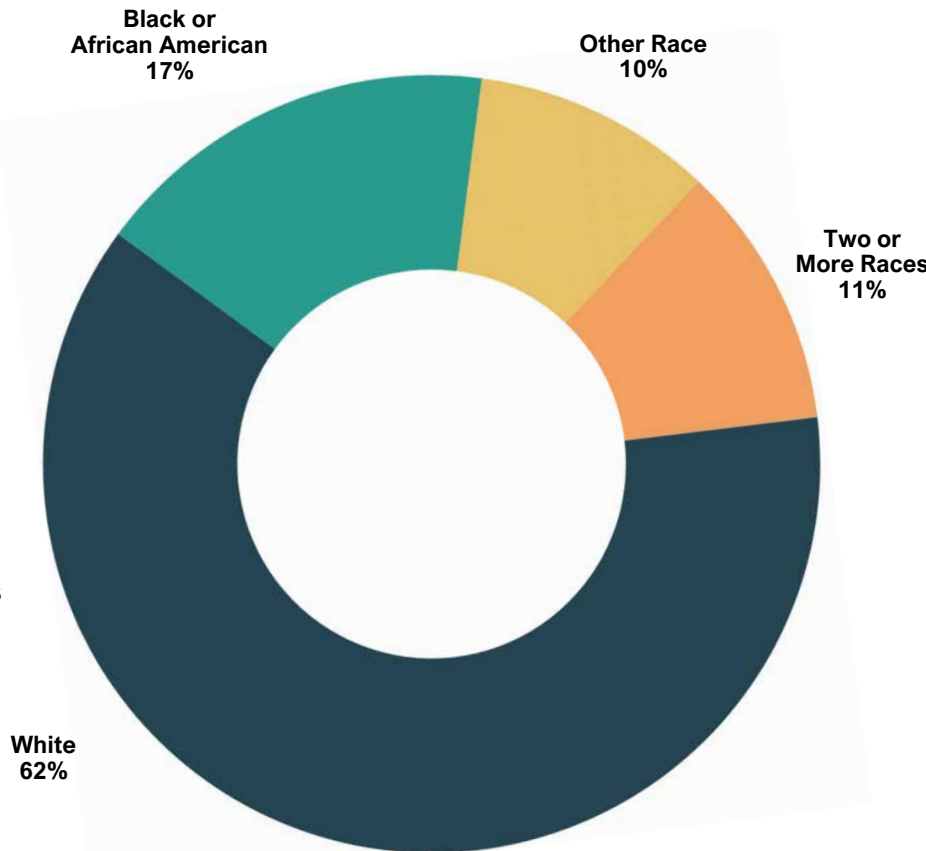


Existing Conditions



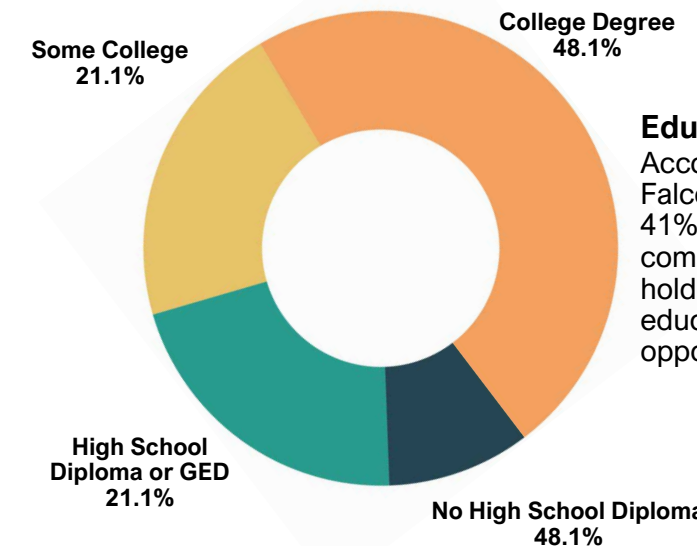
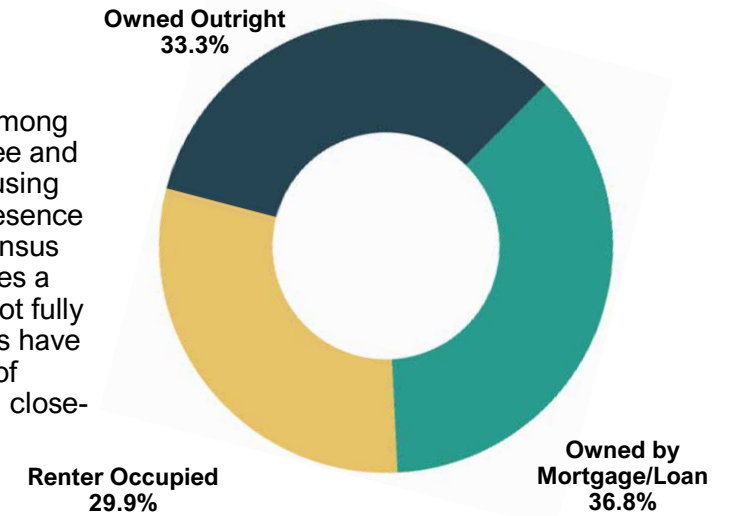
Demographic Composition

According to the 2020 Decennial Census, Falcon's racial composition is approximately 62% White, 17% Black or African American, 11% identifying as two or more races, and 10% classified under other racial groups. While the town remains predominantly White, its demographics reflect a variety of backgrounds that contribute to the community's culture and identity.



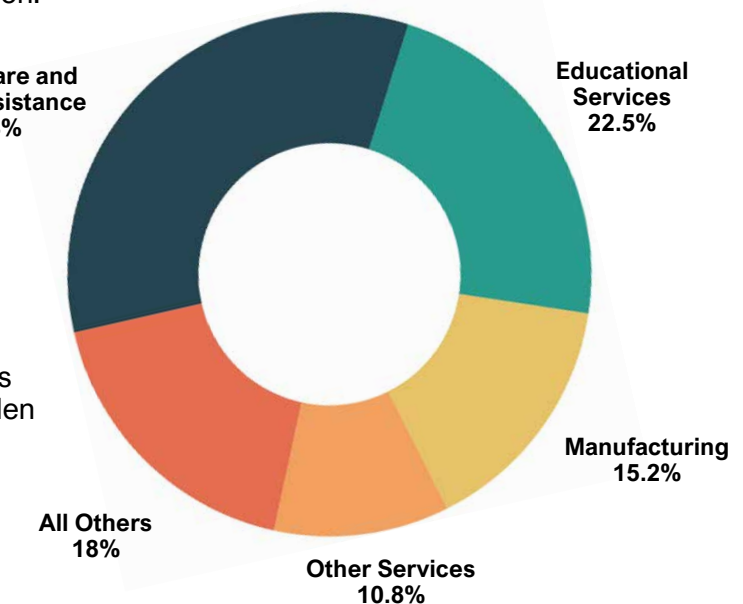
Housing Characteristics

Falcon's housing market is primarily owner-occupied, with nearly all housing units occupied. Among these, approximately 37% are owned with a mortgage or loan, while around 33% are owned free and clear. Rental units make up the remaining roughly 30% of occupied housing, offering some housing diversity within the town. While homeownership remains the predominant housing type, the presence of rental properties provides additional housing options. Housing data is based on the 2020 Census and may have changed in recent years. The 2023 American Community Survey (ACS) estimates a median property value of \$177,100, though this figure is based on a limited data set and may not fully reflect current market conditions. Additionally, the 2023 ACS reports that over 90% of residents have lived in the same home for at least one year, highlighting the town's stability and strong sense of community. This long-term residency suggests that Falcon's residents value its rural character, close-knit environment, and quality of life, contributing to a relatively low turnover in housing.



Workforce Overview

Based on 2024 third-quarter data from the Bureau of Labor Statistics' (BLS) Occupational Employment and Wage Statistics (OEWS), and Quarterly Census of Employment and Wages (QCEW), supplemented with information from the U.S. Census Bureau's Zip Code Business Patterns (ZBP), Falcon supports a local workforce of approximately 262 people, an impressive figure for a town of its size. The employment base is anchored by religious organizations such as Falcon Children's Home and its associated programs, along with local employers including Golden Years Nursing Home and Martin's Pork Products. Major employment sectors in Falcon include healthcare and social assistance (33.4%), educational services (22.5%), and manufacturing (15.2%). Given the town's rural setting, many residents also commute to nearby cities like Dunn and Fayetteville for additional employment, retail, and service opportunities.



Existing Conditions

Transportation – Falcon, NC

The Town of Falcon is strategically located along Interstate 95 (I-95), one of the most important highway corridors on the East Coast. This location offers direct access to regional economic hubs and major metropolitan areas from the Mid-Atlantic to the Southeast. U.S. Route 301 (US-301) runs parallel to I-95 and provides an alternate north-south corridor that supports local and regional travel. North Carolina Highway 82 (NC-82) runs directly through Falcon and links the town with nearby communities and to NC Highway 13, a regional route that enhances broader connectivity. These corridors serve local needs while preserving Falcon’s rural identity.

Falcon is included in the FAMPO/Cumberland County Comprehensive Transportation Plan (CTP), which outlines long-term transportation strategies through 2045. While no major roadway improvements are currently planned within Falcon’s municipal limits, the CTP identifies several pedestrian and multi-use path projects designed to enhance walkability and recreational access. It’s important to note that the CTP focuses on new or recommended projects and does not include routine street maintenance or repair of existing roadways.

Pedestrian Pathways

- **Sherrill Baggett Road Corridor:** *Recommendations #169 and #170* propose a continuous sidewalk along Sherrill Baggett Road from Fayetteville Road to Bend of the River Road, enhancing pedestrian access between neighborhoods and regional roads.
- **Internal Street Connections:** *Recommendations #143, 172–176, and 179* focus on establishing a local pedestrian network within Falcon. These proposed walkways connect key streets such as South West Street, Godwin Street, Taylor Street, King Street, Brooks Street, Front Street, and Culbreth Street, supporting safer foot traffic throughout the town and linking residential areas to civic and community destinations.

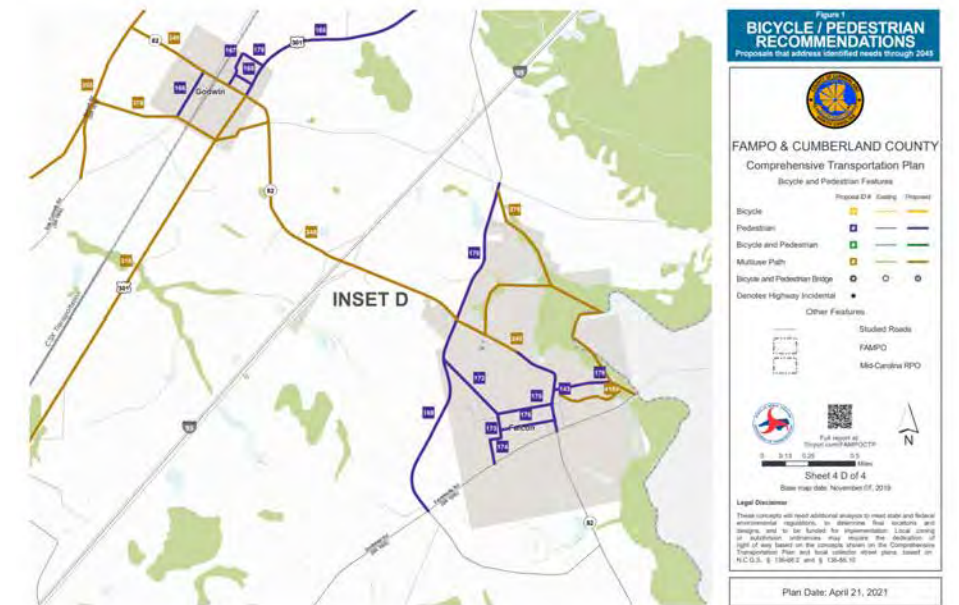
These proposed pedestrian routes would create safer, walkable corridors throughout Falcon and improve connectivity between residential neighborhoods and community destinations.



Multi-Use Paths

- **Recommendation #349 – Main Street (FAMPO049-M):** A proposed trail running through Falcon that provides a primary multi-use route which is linked to Recommendation #348 – Godwin-Falcon Road (FAMPO048-M): Located just outside Falcon’s municipal limits, this connection would extend the Main Street trail into Godwin, improving regional access.
- **Recommendation #375 – Falcon Multi-Use Trails (FAMPO075-M):** An internal network to support non-motorized travel within the town.
- **Recommendation #418 – Falcon Greenway (FAMPO118-M):** A signature project connecting South River to Hudson Street. The greenway would link key destinations such as the town park, Falcon Children’s Home, and the fishing pier with a kayak/canoe launch. Falcon has already acquired land for this project, showing a strong local commitment to enhancing recreation and mobility.

Together, these proposed pedestrian and multi-use trail projects support Falcon’s goals of maintaining rural character while improving accessibility, walkability, and recreational opportunities.



Existing Conditions

Town of Falcon Zoning Districts

Residential Districts

Falcon’s residential zoning districts regulate the types of housing, minimum lot size and land uses allowed within the town. While primarily intended for single-family dwellings, all residential districts also permit agricultural and rural farm uses.

- **R40A** – Primarily for single-family homes and Class A manufactured homes on lots of 40,000+ sq. ft.
- **R20 & R20A** – Single-family homes (R20A allows Class A manufactured homes) on lots of 20,000+ sq. ft.
- **R15 & R15A** – Single-family homes (R15A allows Class A manufactured homes) on lots of 15,000+ sq. ft.

The ordinance also includes R7.5 and R6 districts, which allow for smaller lot sizes and multi-family housing, but these are not currently utilized in Falcon.

Commercial & Industrial Districts

Falcon’s commercial and industrial zoning districts regulate business and industrial activity within the town. These classifications determine the types of businesses and services permitted in designated areas.

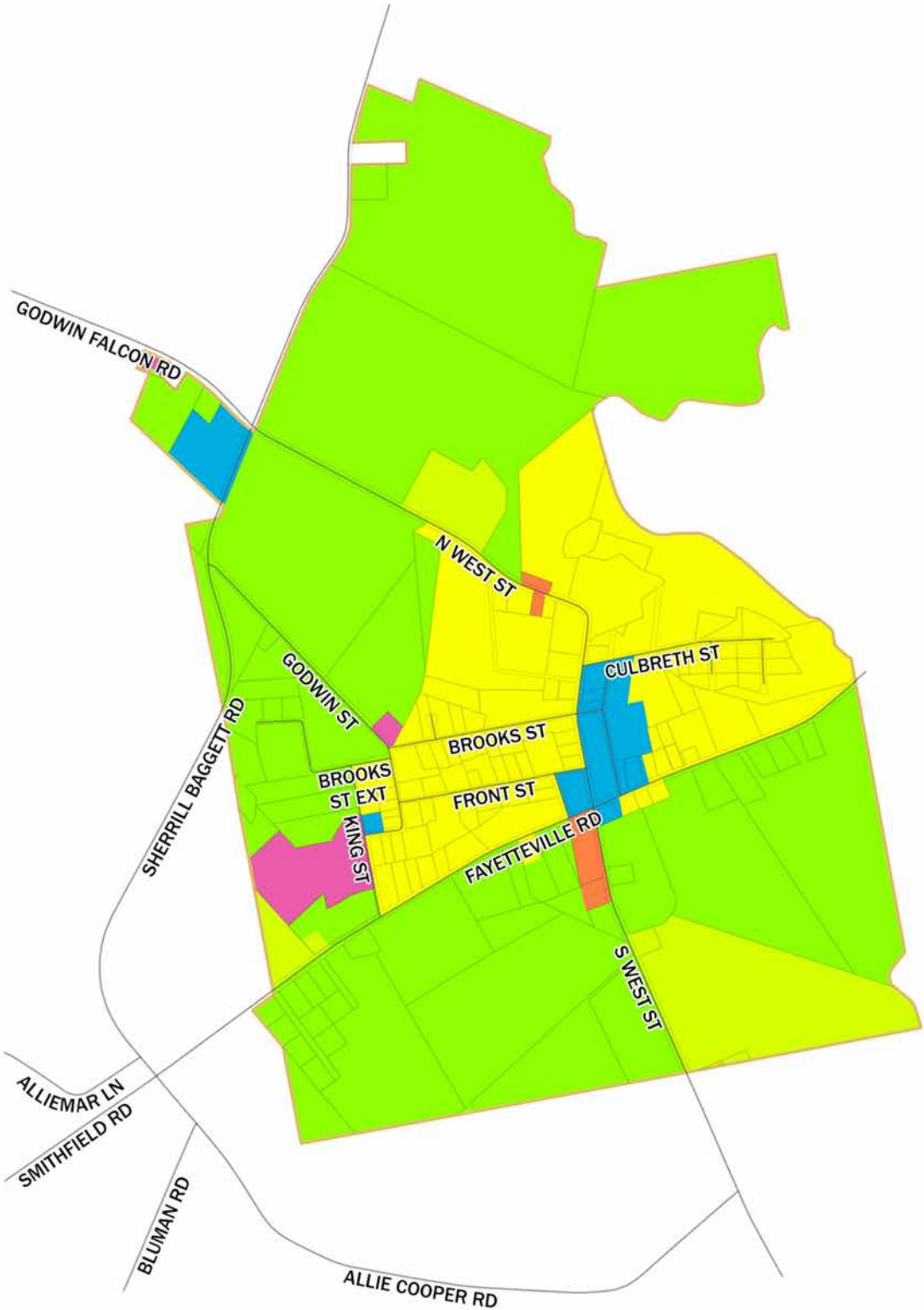
- **O&I (Office & Institutional)** – Intended for professional offices, public institutions, and group housing, with minimal retail activity.
- **C-1, C(P), and C-3 (Commercial Districts)** – Designed for a range of business uses, from local neighborhood shops (C-1) to planned commercial developments (C(P)) and larger-scale retail and service businesses (C-3).
- **M (Industrial District)** – Allows for manufacturing and processing industries, functioning similarly to the ordinance-defined H Industrial District.

The ordinance also includes the Conservancy District (CD) for natural resource protection, but it is not currently utilized in Falcon.

Additional Zoning Considerations

Falcon also allows for Conditional Use Districts (CUD), which applies case-specific development conditions to existing zoning districts.

Current Zoning	R40A	R20 & R20A	R15 & R15A	O&I	C1 & C(P)	M
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Future Land Use

Future Land Use Map

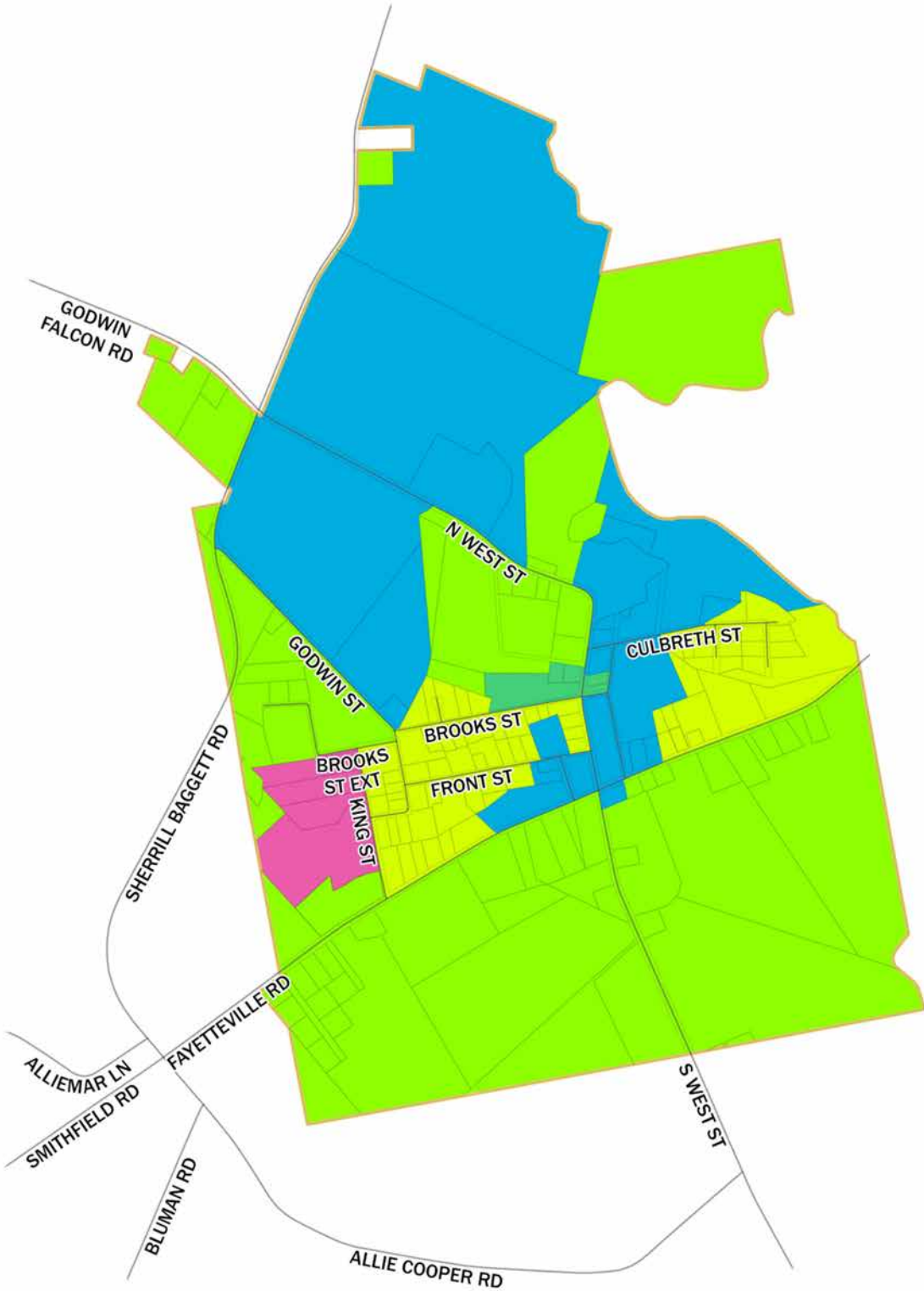
The future land use map for the Town of Falcon emphasizes maintaining its rural character while allowing for thoughtful development that aligns with the community’s values. The predominant land use designation is Rural Density Residential, which requires a minimum lot size of 40,000 square feet to preserve the town’s agricultural heritage and open space. Office & Institutional uses are designated primarily for existing church-owned land, ensuring that these areas can continue to serve the community in appropriate capacities. Additionally, Suburban Density Residential is planned in areas where higher-density development already exists, allowing for 20,000-square-foot lots while preventing further encroachment into rural areas.

While no commercial land use designation exists in the town center, commercial land use is designated near I-95 and Godwin Falcon Road, in Falcon’s satellite annexation areas aligning with similar classifications in adjacent county jurisdiction. The plan encourages small, community-serving businesses rather than large-scale retail or industrial development. Such businesses should be located in areas with existing infrastructure and designed to support local needs while respecting the town’s rural character. In the town center, proposals that align with these guidelines may be considered appropriate, even in areas without a formal commercial designation if sufficiently buffered from noncommercial operations.

Development Priorities:

- **Preserve Falcon’s small town-character** by guiding growth that reflects community values and maintaining larger lot size.
- **Promote agriculture** as a key component of the town’s identity and character.
- **Encourage small, community-serving businesses** rather than large-scale commercial or industrial developments.
- **Support institutional and office uses** on church-owned properties.
- **Maintain less-dense residential development** except in areas already developed at suburban densities.

Land Use Category	Open Space	Rural Density Residential	Suburban Density Residential	Office & Institutional	Commercial	Industrial
Associated Zoning Districts	CD	R40A	R20 & R20A	O&I	C-1, CP, & C-3	H



Goal & Objectives

Town of Falcon Goal

Safeguard Falcon's rural heritage by protecting its landscapes, agricultural roots, and historic sites. Ensure responsible land use that maintains the town's identity while supporting community-serving development that meets local needs.

Objectives

- Encourage preservation of historical and cultural sites that reflect Falcon's unique history.
- Maintain the town's low-density, rural setting while protecting agricultural and natural lands.
- Promote small-scale, locally owned businesses that align with the community's needs and character.
- Allow for commercial development only when it is able enhance the town's service offerings without compromising its small town character.
- Protect, improve, and revitalize parks, recreational spaces, and public facilities that contribute to the town's sense of community. Plan for efficient and sustainable infrastructure improvements that enhance safety, reduce traffic congestion, and meet residents' needs.
- Designate zones for light commercial use in locations that minimize disruptions to residential and agricultural areas.
- Involve residents and local stakeholders in decisions about land use to ensure alignment with community values.
- Incentivize the retention of agricultural lands through voluntary conservation easements or agricultural districts.
- Identify key open spaces for long-term preservation as community and ecological assets.
- Encourage land use practices that protect water quality, wildlife habitats, and forested areas.



Recommendations

Amend the Town of Falcon Zoning Ordinance

Recommendation: Remove zero lot line developments or any language associated with such developments from the zoning ordinance.

Reason: These developments do not promote Falcon's rural character and tend to maximize density in the most profitable areas, often disregarding visual aesthetics and neighborhood appearance. An alternative suggestion would be to add language for Density Development (Conservation Subdivision) to encourage a more rural, spacious layout.

Improve Communication on Land Use Decisions

Recommendation: Announce rezoning and related cases on town-run social media platforms, the website, and install a town message board or sign to keep residents informed.

Reason: Many residents have expressed a desire to be included in land use decisions, and improved communication can enhance community engagement and transparency.

Promote Participation in Agricultural Programs

Recommendation: Actively promote participation in North Carolina's Present-Use Value (PUV) Tax program and Voluntary Agriculture Districts (VAD).

Reason: These programs protect farmland and support local agricultural activities, aligning with the community's goals of preserving rural heritage.

Enhance Emergency Services and Infrastructure

Recommendation: Work with county officials to ensure adequate funding and support for Falcon's fire department and emergency response services. Explore opportunities for improved road maintenance and broadband expansion.

Reason: Emergency services are a community asset, and improving infrastructure can enhance safety and quality of life without encouraging rapid growth.

Be Mindful of Satellite Annexations

Recommendation: Use satellite annexations judiciously, prioritizing those that help guide nearby development in ways that benefit the Town.

Reason: North Carolina General Statute 160A-58.1(b)(5) limits satellite annexations to 10% of a town's total land area. With Falcon covering approximately 768* acres and already using about 5.7%* (or 44.3* acres) for satellite annexations, the Town has limited remaining capacity. Careful, strategic use of this tool—particularly for potential development along I-95—is essential to maximize long-term benefit and ensure efficient provision of town services.

**Note: These figures do not reflect an additional satellite annexation approved in early 2025. As of the time of writing and draft proposal for recommendation, updated Geographic Information System (GIS) data was not yet available, so the acreage and percentage estimates could not be revised to account for this change.*

Promote Historic Properties and Heritage

Recommendation: Utilize the **Cumberland County Architectural Survey** and other historical documents to identify and promote Falcon's historic properties and heritage on the town's website. Additionally, consider implementing town signs or wayfinding systems to highlight these sites.

Reason: This will help promote Falcon's unique history and cultural heritage, fostering community pride and attracting interest from residents and visitors alike.

Establish an Agricultural Zoning District

Recommendation: Modify the Town of Falcon's zoning ordinance to establish an agricultural zoning district with a minimum lot size of two acres. Revise the zoning map to designate all undeveloped land as agricultural use.

Reason: This update would support the long-term preservation of agricultural operations and help maintain the town's rural character. While there may be legal constraints under new laws, this has been a community request that reflects local values.



Looking Ahead

With the adoption of this plan, Falcon has a tool to help guide future decisions while honoring the values that define this small, close-knit community. Residents have consistently voiced a desire to preserve Falcon’s peaceful, rural way of life—while ensuring that local services and infrastructure continue to meet community needs. This plan provides a framework for Falcon to thoughtfully shape its future at its own pace, ensuring that any changes support the town’s character and sense of place.

Key Considerations for Falcon’s Future:

- Preserve rural character and avoid growth that disrupts the town’s quiet atmosphere.
- Limit development to what serves local needs and complements existing land use patterns.
- Support investments in services and infrastructure that improve everyday life for residents.
- Maintain and celebrate local landmarks, gathering spaces, and small-town traditions.
- Support improvements to recreational spaces such as expanded parks, trails, or a splash pad, that serve all ages and foster outdoor activity.
- Invest in gathering places and events that celebrate Falcon’s identity and bring residents together, such as an amphitheater or town festival.
- Let planning decisions reflect Falcon’s heritage, values, and deep sense of community.





Town of Wade

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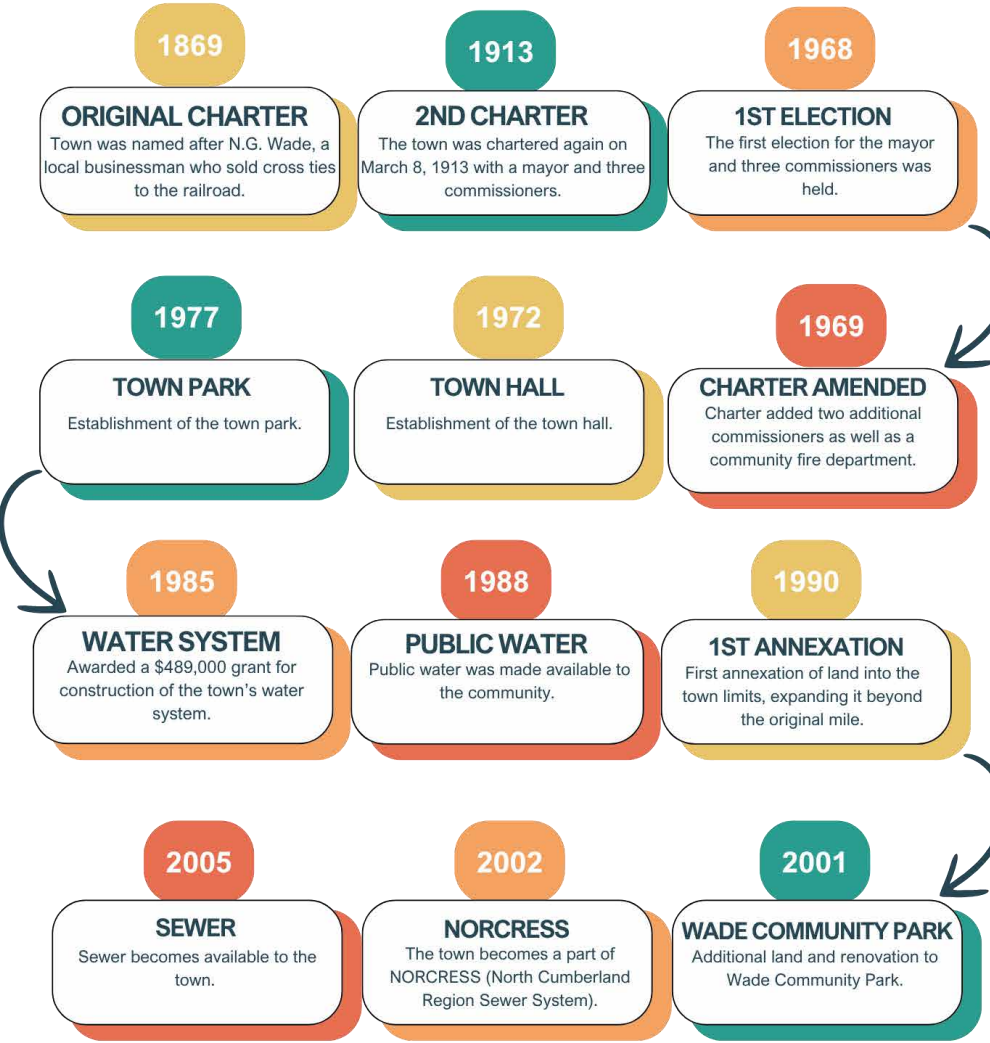
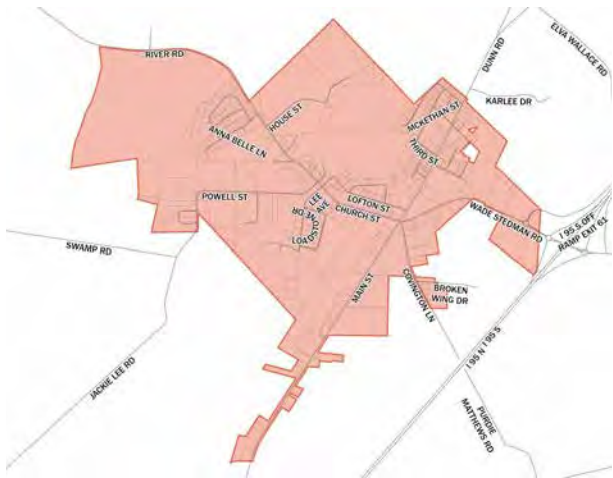


The Town of Wade strives to foster a warm and welcoming environment that embodies the essence of small-town living. The town is dedicated to building a strong sense of community where neighbors know each other, local businesses thrive, and everyone feels at home.

Introduction

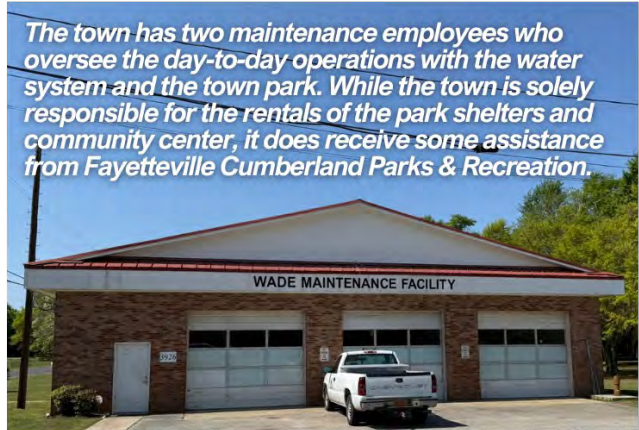
Wade is a small town situated in the northeastern part of Cumberland County. It sits approximately one mile north of Eastover, east of the Cape Fear River, and west of Interstate 95. The town's center lies about four miles south of I-95 Exit 65 at Godwin-Falcon Road.

The Town of Wade identifies itself as the “Home of Southern Hospitality,” embracing it’s warm and welcoming environment. The community is proud to not only know their neighbors, but to also, know their neighbors well. Wade’s history dates back to 1869 with the establishment of its original charter. The town was re-chartered on March 8, 1913, defining a one-mile municipal boundary and forming a town board composed of a mayor and three commissioners. In the following years, Wade developed key civic infrastructure, including a jail, post office, drugstore, and other local businesses. The town is primarily residential, complemented by areas of farmland, as well as some commercial and industrial activity. It features essential services such as a fire department, town hall, post office, and a community park. The community is also home to several churches, the Wade Family Medical Center, and a handful of small businesses.





Splash pad at Wade Community Park.



The town has two maintenance employees who oversee the day-to-day operations with the water system and the town park. While the town is solely responsible for the rentals of the park shelters and community center, it does receive some assistance from Fayetteville Cumberland Parks & Recreation.



Donovan E. McLaurin Walking Trail at Wade Community Park.



The town's water system dates back to 1985, when a grant was awarded for its construction. By 1988, public water service became available to the community. Today, the town operates seven wells and continues to prioritize water and sewer (in partnership with NORCRESS) infrastructure to support ongoing growth and development.



Established on February 17, 1969, the Wade Community Fire Department was founded on a solid foundation of dedication and hard work. Today, it operates as a full-service agency with a rare "Class 5" ISO rating. Its comprehensive services include primary fire suppression, emergency medical response, rescue operations, and hazardous materials handling across the district.



A pecan grove sits at the intersection of Wade-Stedman Road, Church Street, Covington Lane, and Main Street.



The Clayton (Sam) House Community Center serves as a central gathering place for residents. In addition to hosting town meetings, the center is frequently rented for special celebrations and a variety of community events.



Wade Community Park, originally established in 1977 and expanded in 2001, now spans nearly 35 acres. It features two playgrounds, a baseball field, soccer field, tennis court, pickleball court, splash pad, and three picnic shelters.



The CounTree Store on Main Street



Entrance of Wade Community Park.



Established in 1972, Wade Town Hall contains spaces for clerical work and meetings.



A fire engine at the Wade Community Fire Department.

Existing Conditions

Population Trends

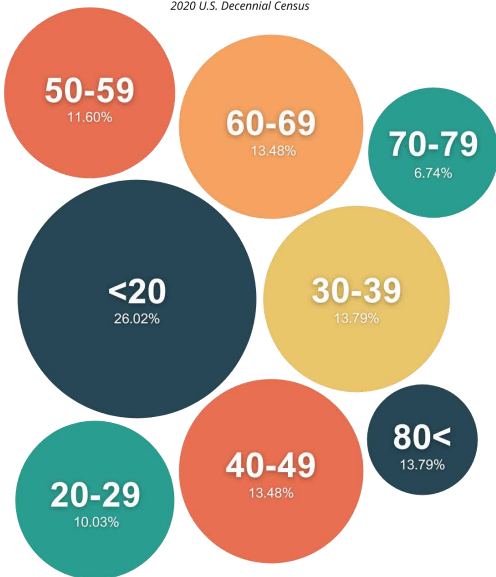
Over the past decade, the Town of Wade has experienced steady population growth. According to the U.S. Decennial Census, the town's population increased by 14.75% from 2010 to 2020, rising from 556 to 638 residents. A more recent estimate by the North Carolina Office of State Budget and Management, completed in 2023, indicates a slight increase to 642 residents.

In 2020, Wade's population represented approximately 21% of the total population within the broader plan area, which had 2,905 residents at the time. The town's growth rate during that decade (14.75%) more closely aligned with the statewide growth rate of 9.48%, outpacing Cumberland County (4.79%), the City of Fayetteville (3.96%), and the Northeast Cumberland plan area, which saw a dramatic increase of 81.22%.

Looking ahead, both Wade and the surrounding plan area are expected to continue growing. This trend is driven in part by the town's proximity to the Harnett County line and the increasing demand for new housing to support a younger demographic—nearly 25% of Wade's population is under the age of 20.

POPULATION BY AGE

2020 U.S. Decennial Census



Housing Characteristics

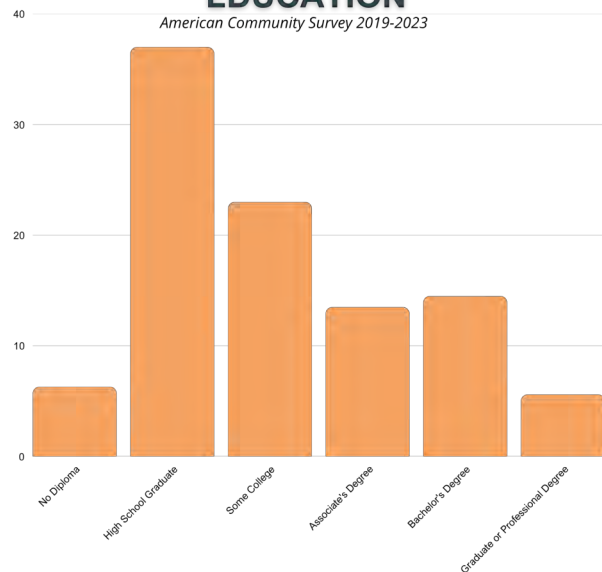
The housing market in the Town of Wade is predominantly owner-occupied, with 70.92% of housing units occupied by their owners, compared to 29.08% that are renter-occupied. Of the owner-occupied homes, approximately 43% are financed through a mortgage or loan, while 28% are owned outright without any debt. According to estimates from the 2023 American Community Survey (ACS), the median property value in Wade is \$204,200. However, this figure is based on a limited data sample and may not fully represent current market conditions. The ACS also reports that 13.4% of occupied housing units lack access to a vehicle, which may indicate transportation challenges for some residents.

Educational Profile

Estimates from the 2023 American Community Survey highlight a diverse range of educational backgrounds among Town of Wade residents aged 25 and older. Approximately 33.6% have attained a college degree, including associate degrees or higher. An additional 23% have

EDUCATION

American Community Survey 2019-2023



OCCUPATION TYPE



completed some college coursework without earning a degree. Roughly 37% are high school graduates or hold a GED, while fewer than 10% have not completed high school. This distribution of educational attainment reflects the community's varied academic experiences and underscores the potential for continued investment in educational access and advancement.

Workforce Overview

236 residents (55.9%) participate in the labor force, earning an average annual wage of \$49,228. With a Cost of Living Index of 87.8, this translates to approximately \$56,089 in U.S. purchasing power. The top three industry sectors by employment are Health Care and Social Assistance (53 workers), Utilities (35 workers), and Manufacturing (23 workers). Among these, Utility workers earn the highest average wage at \$86,417. Most workers (82.7%) are employed in the private sector, while the remainder are self-employed or work for local, state, or federal government entities. The leading occupational group is Office and Administrative Support Occupations. This is followed by Installation, Maintenance, and Repair Occupations, and Production Occupations. The highest average wages by occupation group are found in Management Occupations (\$115,600), Healthcare Practitioners and Technical Occupations (\$101,900), and Computer and Mathematical Occupations (\$97,300). Unemployment rates vary by group, ranging from 2.3% for Office and Administrative Support Occupations to 5.4% for Production Occupations. Over the next five years, the fastest growing occupation group is projected to be Architecture and Engineering Occupations, with an annual growth rate of 2.0%. In terms of absolute job growth, the largest increases are expected in Installation, Maintenance, and Repair Occupations, and Healthcare Practitioners and Technical Occupations. The highest separation demand—driven by retirements and career transitions—is anticipated in Office and Administrative Support Occupations and Production Occupations.

*Data Notes: Industry employment and wages (including total regional employment and wages) are as of 2024Q3 and are based upon BLS QCEW data, imputed by Chmura where necessary, and supplemented by additional sources including Census ZBP data. Employment forecasts are modeled by Chmura and are consistent with BLS national-level 10-year forecasts. Occupation employment is as of 2024Q3 and is based on industry employment and local staffing patterns calculated by Chmura and utilizing BLS OEWS data. Wages by occupation are as of 2024, utilizing BLS OEWS data and imputed by Chmura. GDP is derived from BEA data and imputations by Chmura. Productivity (output per worker) is calculated by Chmura using industry employment and wages as well as GDP and BLS output data. Supply chain modeling including purchases by industry are developed by Chmura. Industry Spotlights are mainly about jobs. Jobs are the **jobs in a place**, regardless of where the people live.*

Industry Type: Other Services (except Public Admin) (4.1%) Arts, Entertainment, & Recreation (1.1%) All Others (1.5%)



Existing Conditions

Transportation – Wade, NC

The Town of Wade benefits from its location near major transportation corridors, offering both regional connectivity and local accessibility. Positioned just northeast of Interstate 95 (I-95), Wade enjoys convenient access to this critical East Coast highway, facilitating travel and commerce throughout the eastern United States. U.S. Route 301 (US-301), running parallel to I-95, also passes near Wade and serves as an important secondary corridor for north-south travel. Dunn Road and Wade-Stedman Road provide local connections, supporting intra-county movement and linking Wade with neighboring communities such as Godwin and Falcon.

Wade is included in the is included in the FAMPO/Cumberland County Comprehensive Transportation Plan (CTP), which outlines regional transportation priorities through 2045. While the plan does not currently propose major road improvements within Wade’s corporate limits, several pedestrian and multi-use path projects are recommended to improve walkability and recreational opportunities:

Pedestrian Pathways

- **Recommendation #140 – Church Street (FAMPO040-P):** A proposed pedestrian pathway within Wade’s town limits, aimed at improving walkable access between residential areas and civic destinations.

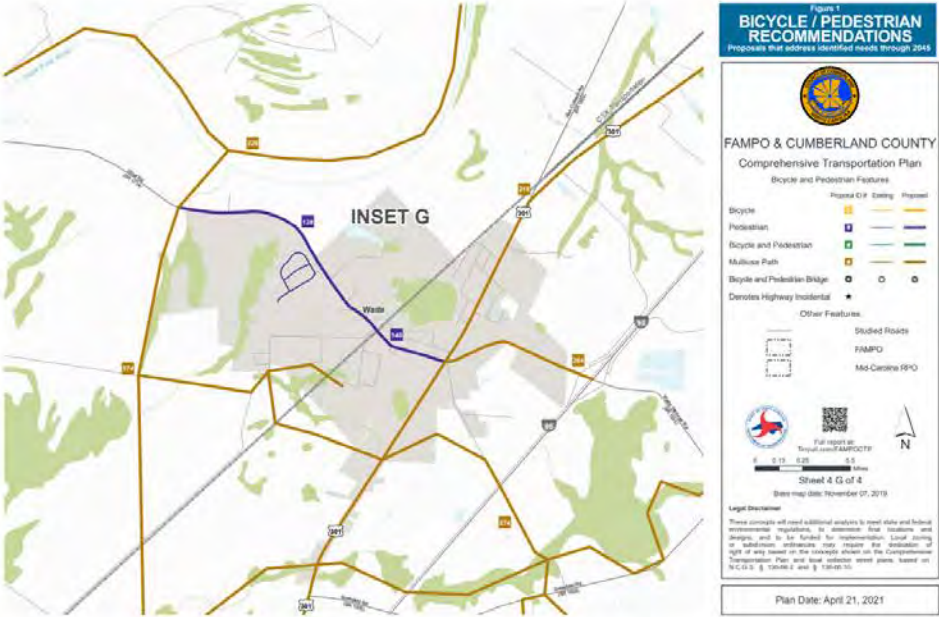


Multi-Use Paths

- **Recommendation #318 – Dunn Road (FAMPO018-M):** A path aligned with Dunn Road near Wade, offering regional connectivity and potential recreational use.
- **Recommendation #364 – Wade-Stedman Road (FAMPO064-M):** This path would enhance safety and recreational opportunities along one of Wade’s key local roads.
- **Recommendation #374 – Wade Multi-Use Trails (FAMPO074-M):** A set of trails envisioned to run through or adjacent to Wade, promoting outdoor activity and non-vehicular travel within the town.

Additionally, **Multi-Use Path #326 – Cape Fear River Trail Extension (FAMPO026-M)** is a notable nearby project. Although located outside the municipal boundary, this trail extension is regionally significant and could serve as a recreational and ecological asset for Wade residents by providing future trail linkages along the Cape Fear River corridor.

These projects align with regional goals to promote active transportation, connect communities, and improve quality of life. As Wade continues to develop, these proposed pathways will be key in maintaining accessibility while preserving the town’s rural charm and natural assets.



Existing Conditions

Town of Wade Zoning Districts

CD Conservancy District

- **CD** – Designed to preserve and protect identifiable natural resources from encroachment.

Agricultural Districts

- **A1** – Designed to promote the continuance and preservation of agricultural activities while coexisting with other residential or non-residential uses on large lots of 2 acres or more.
- **A1A** – Primarily designed to allow residential use of single-family residential dwelling and/or Class A manufactured homes with an area of at least an acre, but no more than ten acres.

Residential Districts

- **R40 & R40A** – Primarily for single-family homes (R40A allows Class A manufactured homes) on lots of 40,000+ sq. ft.
- **R30 & R30A** – Primarily for single-family homes (R30A allows Class A manufactured homes) on lots of 30,000+ sq. ft.
- **R20** – Primarily for single-family homes on lots of 20,000+ sq. ft.
- **RR** – A district for traditional rural use with lots of 20,000+ sq ft. The principal use of the land is for suburban density residential, including manufactured housing units and agricultural purposes.
- **R15** – Single-family homes on lots of 15,000+ sq. ft.
- **R7.5** – Single-family homes on lots of 7,500+ sq. ft.
- **R6 & R6A** – A mix of single– and multifamily homes (R6A allows for Class A manufactured homes) on lots of 6,000 sq. ft.
- **R5A** – Multifamily homes allowing a maximum density of 13 ½ dwelling units per net acre.

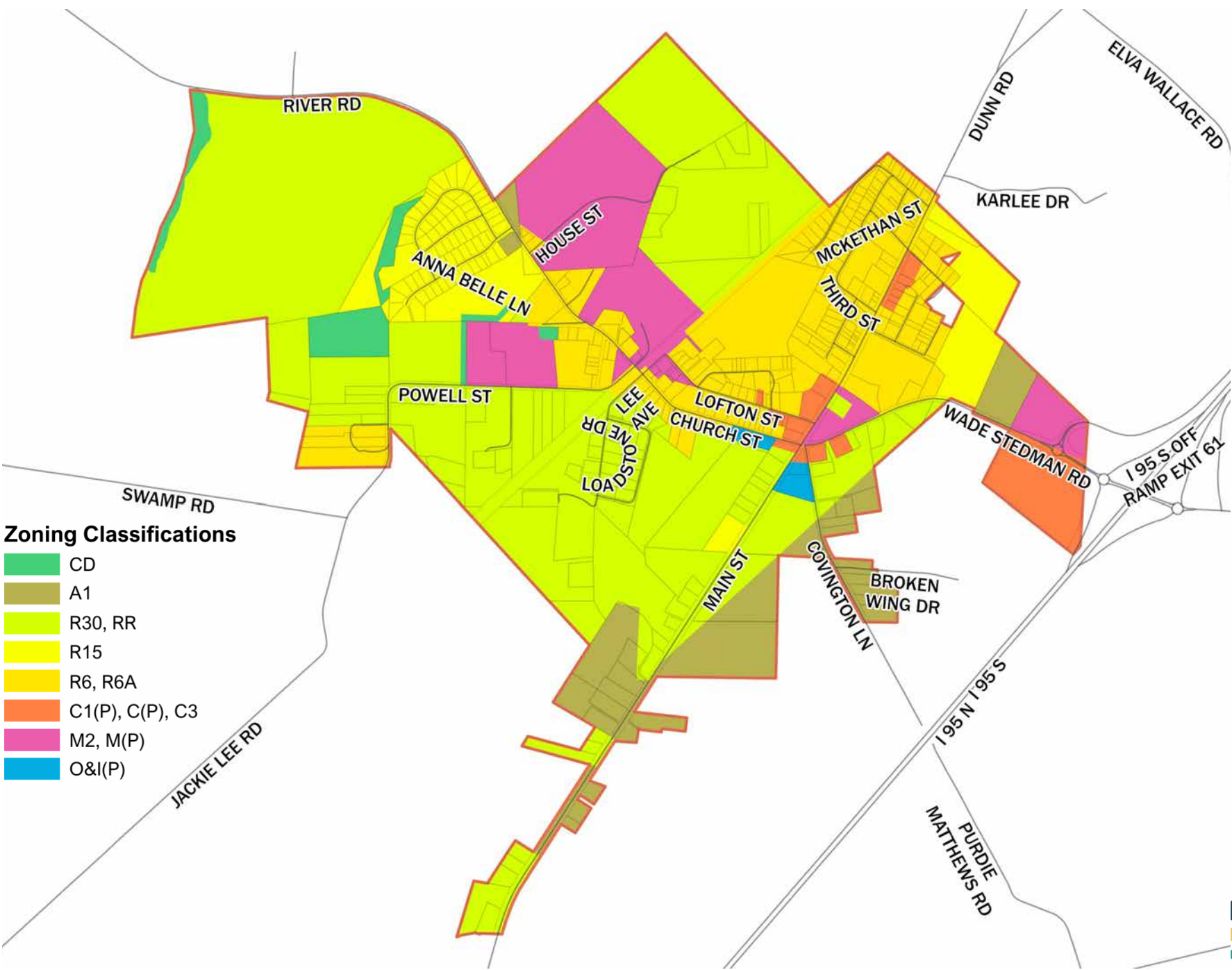
Office & Institutional, Commercial & Industrial Districts

- **O&I(P)** – Intended for professional offices, public institutions, and group housing, with minimal retail activity.
- **C1, C2(P), and C(P)** – Designed for a range of business uses, from local neighborhood shops (C1) to planned commercial developments (C2 (P)) and larger-scale retail and service businesses (C(P)).
- **M1(P) & M(P)** – Allows for manufacturing and processing industries.

Additional Zoning Considerations

- Companion Districts
- Mixed Use Development—Conditional Zoning District (MXD/CD)
- Density Development—Conditional Zoning District (DD/CZ)

***Note: There is currently no A1A, R40, R40A, R30A, R20, or R7.5 zoning districts active within the town limits.*



Future Land Use

Future Land Use Map

The future land use map for the Town of Wade ensures that any growth respects and reflects the rural nature of the town. The predominant land use designation is Suburban Density Residential which requires a minimum lot size of 20,000 square feet to encourage responsible development that fits within the town's infrastructure limits and maintains its rural identity. The prevalence of Medium Density Residential is a result of current zoning designations, and retaining this classification supports consistency with how the land is presently used. Medium Density Residential is designed to accommodate single and multi-family homes in a more dense residential neighborhood development. Because the Town of Wade wholly lies within the Cape Fear River WS-IV Protected Area (WS-IV-PA), development within the town must carefully consider the guidelines to ensure growth aligns with long-term protection strategies. For more information, turn back to page 42.

To address the limited availability of resources for essential commercial services like grocery stores and locally owned restaurants, a designated Flex Area has been created. This area is supported by the zoning districts **R30, R30A, R20, RR, C1(P), and O&I(P)**. These districts align with the town's current zoning framework, offering flexibility to:

- Support balanced residential growth
- Enable local neighborhood businesses
- Provide space for expanding the town's infrastructure and community resources (e.g., utilities, community gardens, etc.)

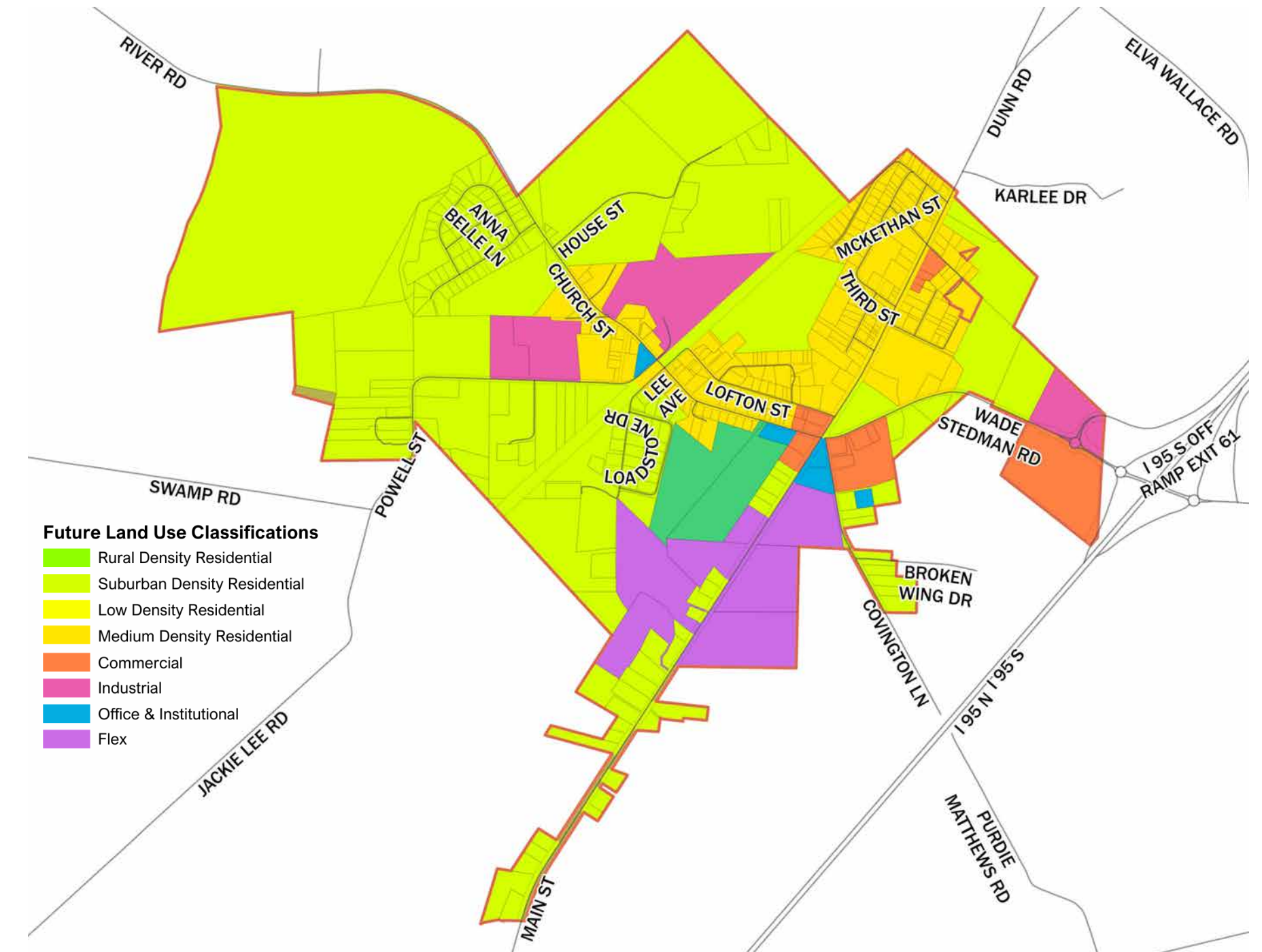
Properties with an area of 2.5 acres or greater along the Main Street south entrance corridor were selected for the classification. It is more desirable to have less density; however, this classification allows for a minimum lot size of 20,000 square feet.

Growth is inevitable for the town, but to maintain its rural character, it's essential to ensure consistency while fostering balanced development. A Flex Area directs growth to a preferred location, but the associated zoning districts allow for flexibility, leaving the area's future open to adaptation.

Development Priorities:

- **Maintain rural character** by encouraging residential development on larger lots, preferably with a minimum lot size of 30,000 square feet.
- **Guide development** in a way that is consistent with the town's infrastructure.
- **Encourage small, community-serving businesses** by allocating appropriate resources.

When rezoning, conditional zoning should be utilized to ensure the use is in harmony with existing and potential future uses.



Goal & Objectives

Town of Wade Goal

Promote a balanced system of development through intentional growth and preserve the unique, charming aesthetic of a small town by incorporating open spaces, sustainable infrastructure, and supporting local businesses.

Objectives

- Protect and preserve existing farming and farming operations, rural landscapes, and natural areas from urban encroachment.
- Ensure residential areas are designed in a way that minimizes the environmental impact.
- Coordinate the development of residential areas with the existing or planned utility infrastructure.
- Encourage “conservation subdivisions” that allow for cluster homes on smaller lots while preserving large areas of undeveloped land to protect rural character.
- Protect utility corridors from encroachment by incompatible land uses, such as high-density residential or commercial developments.
- Offer slower-paced, community-based services like local shops, post offices, and libraries where interactions are personal and familiar.
- Limit large chain stores or franchises in the town center to preserve the authenticity and character of the local economy.
- Support commercial development that prioritizes in key essentials such as food, gas, and household items.
- Ensure access to healthy food options by promoting areas for grocery stores, farmers’ markets or community gardens.
- Promote a stable economic environment for locally owned and operated businesses to become established.
- Develop and upgrade infrastructure to relieve congestion and ease travel activity for the residents.
- Design and expand infrastructure that allows for quick emergency response times (e.g. emergency personnel facilities, staffing, wider roads, etc.)
- Incorporate existing open space areas into park designs to expand opportunities.
- Host community events in public spaces, such as outdoor concerts, farmers’ markets, holiday festivals, or outdoor movie nights, to engage residents and foster community pride.



Recommendations

Promote Access to Healthy Food

Recommendation: Encourage the establishment of grocery stores, farmers' markets, and community gardens.

Reason: Access to nutritious food improves public health and contributes to community resilience.

Implement Signage and Advertisement Standards

Recommendation: Adopt signage and advertising guidelines that reinforce community aesthetics.

Reason: Well-designed signage contributes to a positive town image and helps guide future development.

Invest in Public Recreation

Recommendation: Seek grants and funding to support the expansion of public recreational spaces and programs.

Reason: Recreational amenities promote wellness, enhance community life, and attract families and visitors.

Support Road Maintenance and Upgrades

Recommendation: Apply for transportation funding and collaborate with NCDOT to maintain and improve the town's roadways.

Reason: A well-maintained road system improves safety, mobility, and access for residents and businesses.



Promote Wade's Visibility on I-95

Recommendation: Coordinate with the North Carolina Department of Transportation to reinstate Exit 61 signage as the "Town of Wade" exit.

Reason: Reinstating the town's name on interstate signage can help strengthen local identity, boost small-town pride, and improve visibility for residents, businesses, and visitors.

Expand Water and Sewer Infrastructure

Recommendation: Enhance and extend utility services, particularly water and sewer, within the town and surrounding areas.

Reason: Improved infrastructure supports current residents, accommodates future development, and protects public health.

Explore Alternative Water Sources

Recommendation: Evaluate options for alternative water sources and/or expansion of the town's water system.

Reason: Long-term water security is essential for residential, agricultural, and commercial sustainability.

Create a Long-Term Sewage Management Plan

Recommendation: Develop and implement a comprehensive wastewater and sewage management strategy.

Reason: A long-term plan helps guide investment in infrastructure and prevents issues related to capacity, treatment, and environmental compliance.

Encourage Balanced Growth

Recommendation: Support commercial development that complements Wade's small-town and rural character while protecting natural resources.

Reason: A balanced approach promotes economic opportunity without sacrificing quality of life or environmental integrity.



Looking Ahead

This plan serves as a tool to guide practical, community-focused development in a way that honors Wade’s strong sense of history, hospitality, and community pride. It allows for new growth while ensuring that development is thoughtfully planned to align with the town’s existing infrastructure and resources. The opportunities outlined in the plan are intended to empower the Town of Wade to make informed, deliberate decisions and shape its future at a pace that reflects the community’s values.

Key Considerations for Wade’s Future:

- Encourage large lot sizes to prevent overcrowding and maintain small town vibe.
- Direct development to areas that can be well supported by the existing infrastructure.
- Prioritize the upkeep and improvement of existing infrastructure to ensure it can support both new and existing developments effectively.
- Invest in quality of life aspects that benefit residents and enhance daily life.





Plan Implementation

Looking Ahead

This plan serves as a unified guide for the communities of the Northeast Cumberland plan area encompassing Godwin, Falcon, Wade, and their surrounding areas. With this plan in place, the region has a roadmap for the future—one that reflects input from the community, protects what residents value, and helps ensure that changes over time are consistent with the area’s character and goals, while allowing flexibility to adapt as circumstances change. It strikes a balance between preserving the unique identities of each town and advancing shared goals for sustainable growth and preservation.

As the region moves forward, this plan offers guidance—not just in what to build or preserve, but in how to make decisions that reflect the collective values and vision of the community.

Plans don’t predict the future, they help shape it.

Guiding Ideas for the Future

- **Prioritize What Matters Most**
Each community brings its own strengths, but they share a commitment to preserving the features that make them unique: rural landscapes, agricultural traditions, and close-knit neighborhoods.
- **Use the Plan as a Guide, Not a Rulebook**
The future land use map and recommendations are tools to help navigate future decisions. While they provide direction, they are flexible enough to accommodate changes and challenges that arise over time.
- **Support Thoughtful Growth**
Development should reflect the scale and nature of the communities it serves. Focus on projects that respect the area’s rural setting, provide for local needs, and protect valuable resources such as farmland and open spaces.
- **Remain Adaptable**
This plan is intended to provide long-term guidance, but flexibility is key. As conditions change, the plan should be applied in a way that respects its goals while responding to new circumstances, opportunities, and community feedback.
- **Engage the Community**
Ongoing dialogue is essential. Encourage input from residents, local organizations, and civic groups to keep the plan aligned with the lived experiences and evolving needs of the community.
- **Celebrate Progress, Big and Small**
Positive change can be incremental. Every improvement—whether it’s a new community center, a sidewalk upgrade, or better signage—adds to the overall quality of life and strengthens the sense of place.

Let change serve the community, not the other way around.

The future of Northeast Cumberland is not determined by one plan or one project, but by the consistent, thoughtful actions of people committed to the future of these communities. With this plan in place and the ongoing engagement of residents, these towns are ready to navigate the future with confidence, guided by the values they hold dear.







Appendix

170	Rural Character Preservation
172	Relevant Projects & Plans
176	Rhodes Pond Grant
178	Community Engagement
242	Legislative Language
243	Zoning Descriptions
258	Annexation



Rural Character Preservation

In addition to the streetscape buffering measures (outlined on the next page), subdivisions and other developments in rural areas should incorporate site planning techniques that help preserve rural character. These strategies are intended as guidance and are not regulatory standards and are not all inclusive. The Joint Planning Board and Cumberland County Board of Commissioners retain full discretion to require or encourage additional rural character preservation measures. Planning staff may also identify or propose site-specific techniques to better align proposed developments with the rural context and community values of the area.

The following recommended practices vary depending on whether lots front directly onto a state-maintained road or are accessed by an internal public road:

For Properties Abutting State-Maintained Roads

- **Shared Driveway Access** - Limit the number of individual driveway connections by using shared driveways or access easements for multiple lots.
- **Clustering Homes Away from the Road** - Encourage clustered development patterns that place homes further back from the road to preserve open views and minimize visual impact.
- **Conservation of Roadside Vegetation** - Preserve existing trees and natural vegetation along the road frontage to maintain a wooded or agricultural roadside appearance.
- **Deeper Front Setbacks** - Increase minimum front setbacks beyond the zoning minimums to reduce the suburban appearance of homes along rural corridors.
- **Streetscape Buffering** - Install rural-appropriate buffers (see next page) with native plantings and natural screening materials like berms or staggered tree rows.

For Properties with (New) Internal Public Roads

- **Perimeter Buffers Along External Roads** - Even when accessed internally, subdivisions should include perimeter buffers along adjacent state-maintained roads to minimize visibility.
- **Cluster Development with Open Space** - Use cluster or conservation subdivision layouts to preserve large portions of land as undisturbed open space, farmland, or forest.
- **Natural Landscaping and Open Areas** - Integrate meadows, native trees, or farm-like fencing along internal roadways to maintain area aesthetic.
- **Varied Lot Widths and Setbacks** - Avoid uniformity by allowing flexible setbacks and wider lots to reflect organic, non-suburban rural patterns.
- **Preservation of Natural Topography** - Design roads and lot layouts that follow the natural landform, reducing grading and retaining rural landforms and drainage features.

Streetscape Buffering for Rural Character

Where rural character preservation is a planning and community priority, developments should incorporate appropriate streetscape buffering. At least one of the buffer types listed below is recommended as a baseline approach to minimize the visual impact of new development and to maintain the rural aesthetic along state-maintained roadways.

Recommended Street Buffering

- Buffering must be shown on the site plan submitted by the applicant.
- Elected and/or appointed officials may require more or less restrictive buffering requirements based on the site context and surrounding area.
- All landscaping, fencing, walls, buffers, or other structures used for buffering with the intent of preserving rural character must indicate who is responsible for ongoing care, maintenance, and replacement if necessary.

Streetscape Buffer Types

Developments with lots that abut a NCDOT maintained roadway should be buffered with a minimum 30-foot buffer measured from the right-of-way. All buffer types shall include a staggered row of large maturing trees and at least five (5) low growing shrubs for every required large maturing tree as well as one of the following screening techniques:

- a. A row of evergreen conifers or broadleaf evergreens placed not more than five (5) feet apart which would grow to form a continuous hedge of at least six (6) feet in height within two (2) years of planting supplemented with large maturing trees every 30 feet; or
- b. A masonry wall located within the required buffer; such wall shall be a minimum height of six (6) feet (above finished grade) and, if a block wall, it shall be painted on all sides, supplemented with large maturing trees every 50 feet; or an opaque fence six (6) feet in height finished side of fence shall face out, and supplemented with large maturing trees every 50 feet; or
- c. A berm, meeting the following requirements: A berm shall have a maximum of 3:1 slope with a minimum crown width of two (2) feet and planting combination, with the berm an average height of three (3) feet and dense plantings which will, when combined with the berm, achieve a minimum height of six (6) feet and 75 percent (75%) opacity within two (2) years.

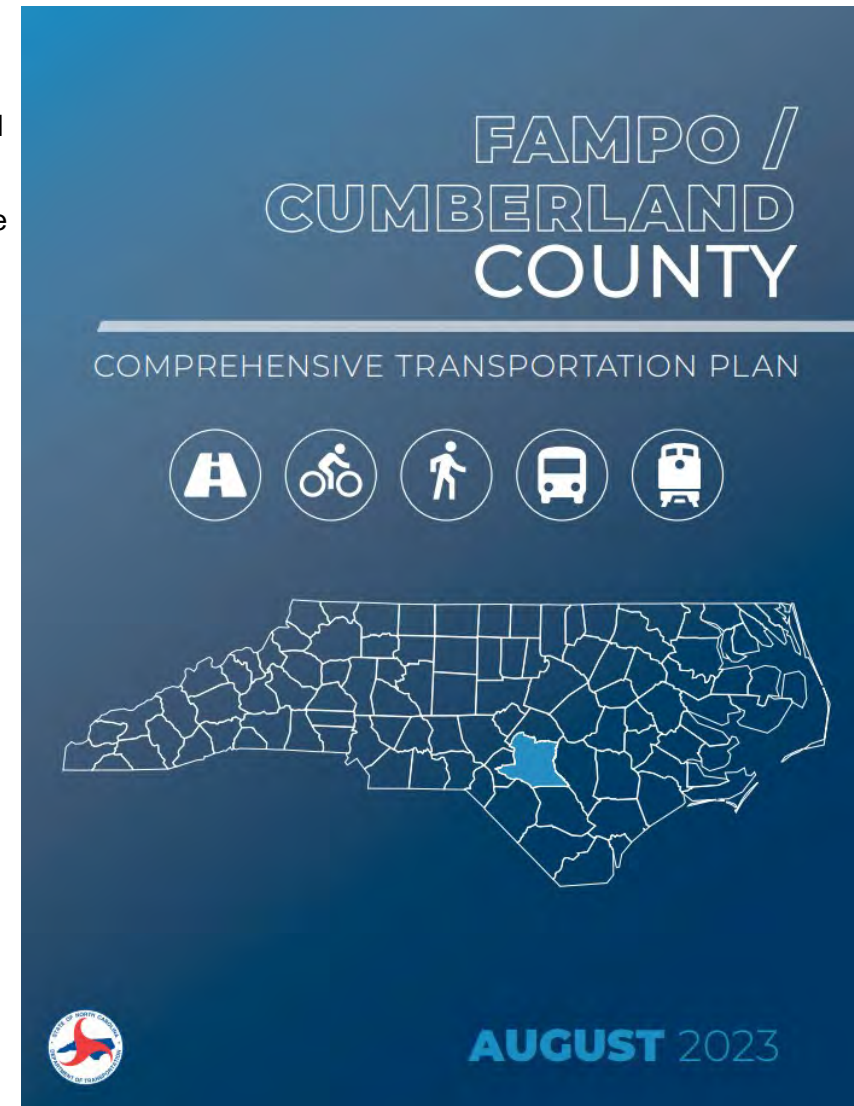


Relevant Projects & Plans

Transportation Planning

In August of 2023, the North Carolina Department of Transportation (NCDOT) created the FAMPO/Cumberland County Comprehensive Transportation Plan in conjunction with the Fayetteville Area Metropolitan Planning Organization (FAMPO), Mid-Carolina Rural Transportation Planning Organization, Cumberland County, City of Fayetteville, along with other regional organizations and local officials. This comprehensive plan showed proposed new construction and improvements to the area's transportation needs. Roadway improvements for the plan area of the Comprehensive Transportation Plan (CTP) include features related to congestion/mobility, access management/operations, modernization, and other transportation issues. The CTP also has proposed Public Transportation/Rail plans along with bicycle and pedestrian features which show existing and proposed features for bus corridors, guideways, railways, bicycles, pedestrians, and multiuse paths and bridges. Multiple features of the CTP are located within and/or have the potential to affect the plan area.

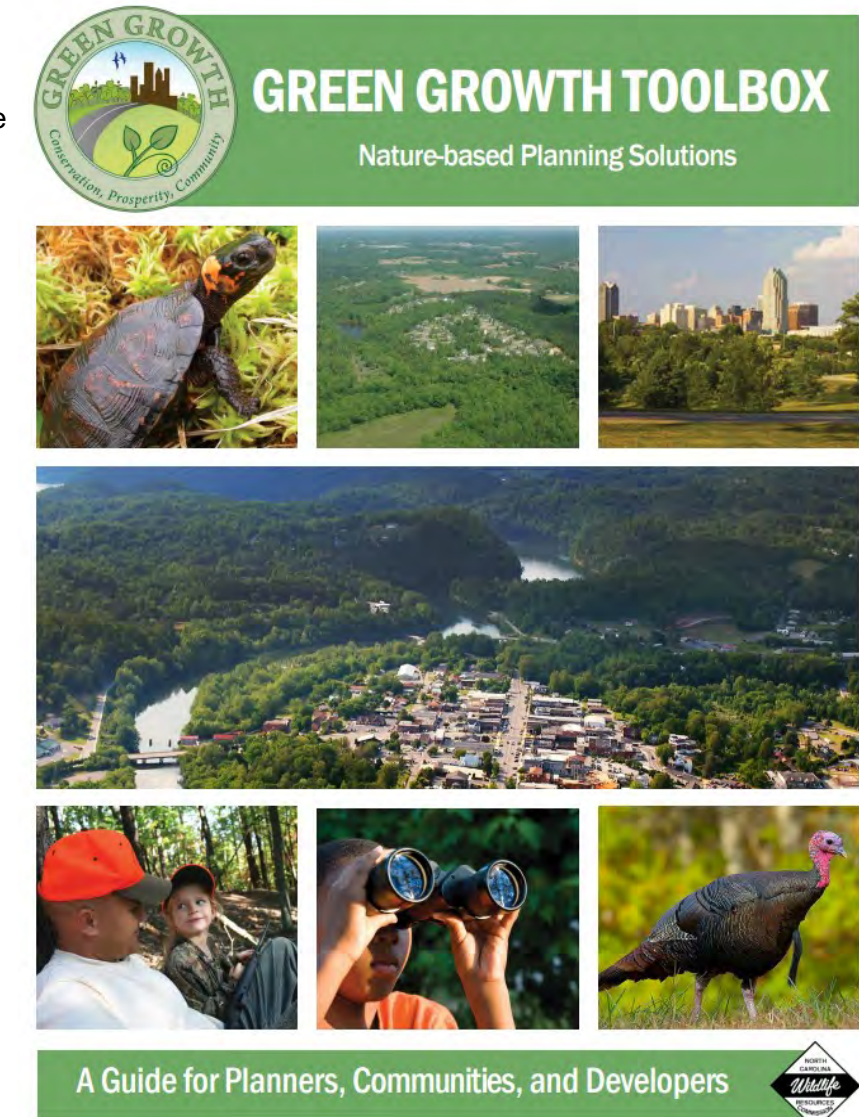
The Cumberland County and FAMPO CTP and related maps can be viewed at: [connect.ncdot.gov/projects/planning/Pages/CTP-Details.aspx?study_id=Cumberland County and FAMPO CTP](https://connect.ncdot.gov/projects/planning/Pages/CTP-Details.aspx?study_id=Cumberland%20County%20and%20FAMPO%20CTP)



Green Growth Toolbox

The third edition of the Green Growth Toolbox, released in 2023 by the North Carolina Wildlife Resources Commission, was collaboratively developed by the department along with various partners, including The Nature Conservancy, U.S. Fish & Wildlife Service, and the North Carolina Natural Heritage Program, among others in the conservation and planning sectors. This comprehensive resource comprises technical assistance, a guidance handbook, GIS datasets, and a website, all aimed at assisting North Carolina's counties, towns, and cities in conserving wildlife, habitats, and other valuable natural resources while accommodating growth and development. Consultation of the Green Growth Toolbox is recommended during the creation or revision of plans, ordinances, and developments to facilitate environmental conservation without impeding growth.

The North Carolina Wildlife Resources Commission Green Growth Toolbox and related material can be found at: <https://www.ncwildlife.org/Conserving/Programs/Green-Growth-Toolbox>



Relevant Projects & Plans

Previous Plan Recommendations

ACTION	SOURCE
Define Municipal Influence Areas (MIA) for Godwin and Falcon.	Vision Northeast 2010, p. 57
CSX spur beginning in Godwin traversing the area.	Vision Northeast 2010, p. 58
Protect prime farmland.	Vision Northeast 2010, p. 59
Protect unique natural historic resources.	Vision Northeast 2010, p. 60
Utilize cluster development techniques to retrain rural character of the area.	Vision Northeast 2010, p. 61
Prohibit manufactured home parks in the core of Godwin.	Vision Northeast 2010, p. 62
Utilize Godwin's, Falcon's, Wade's, the City of Dunn, Harnett County, and the Eastover Sanitary District's water systems to expand service to the unincorporated portions of northeast Cumberland.	Vision Northeast 2010, p. 63
Develop entry corridor and landscape plans for Falcon and Godwin.	Vision Northeast 2010, p. 64
Adopt proposed land use plan.	Vision Northeast 2010, p. 66
Encourage local farmers to participate in the voluntary agricultural district program.	Vision Northeast 2010, p. 69
Develop pedestrian plan for Godwin and Falcon.	Vision Northeast 2010, p. 70
Consider re-visiting development standards for Falcon and Godwin.	Vision Northeast 2010, p. 71
Adopt water and sewer policy for Falcon and Godwin's Municipal Influence Areas.	Vision Northeast 2010, p. 71
Promote use Rhodes Pond, Averasboro Battlefield, the Cape Fear River bluffs, and other unique natural resources as an economic driver.	Vision Northeast 2010, p. 71
Partner with the Fayetteville/Cumberland County Chamber of Commerce and Fayetteville Area Visitors Center and Convention Bureau to market and promote economic development in the area.	Vision Northeast 2010, p. 72

ACTION	SOURCE
The Town of Wade develops and administers its own Zoning Ordinance.	Wade Study Area Detailed Land Use Plan 2003, p. 64
The Town of Wade develops standards for entrance corridor treatment and a landscape ordinance.	Wade Study Area Detailed Land Use Plan 2003, p. 64
The Town of Wade adopts development standards (to include street construction standards and recreation provisions).	Wade Study Area Detailed Land Use Plan 2003, p. 64
A Farmland and Rural Character Protection Plan be developed.	Wade Study Area Detailed Land Use Plan 2003, p. 64
The Wade Municipal Influence Area be expanded as recommended.	Wade Study Area Detailed Land Use Plan 2003, p. 64
The Town and Cumberland County elected officials get the recommended road improvements included in the Thoroughfare Plan.	Wade Study Area Detailed Land Use Plan 2003, p. 64
The Town develops a Capital Improvement Program to address drainage, street improvements, sidewalk installation.	Wade Study Area Detailed Land Use Plan 2003, p. 64
The County and Town officials, in conjunction with Fayetteville Area Economic Development Corporation and the State Department of Commerce, pursue a spur line off the CSX Railroad to serve the mega-industrial site recommended in the Plan.	Wade Study Area Detailed Land Use Plan 2003, p. 64
The Town connects to a more reliable water source.	Wade Study Area Detailed Land Use Plan 2003, p. 64
The Town of Wade develops incentives to attract development within the Town Limits.	Wade Study Area Detailed Land Use Plan 2003, p. 64
The Town of Wade develops a Neighborhood Improvement Plan addressing drainage, sidewalks, curb and gutters, street widening and improvements, and housing rehabilitation.	Wade Study Area Detailed Land Use Plan 2003, p. 64
The County develops measures that ensures the protection and preservation of the Cape Fear River Bluffs, historic sites, and scenic beauty.	Wade Study Area Detailed Land Use Plan 2003, p. 64



Rhodes Pond Grant

In December 2024, Cumberland County was awarded a \$500,000 nonrecurring grant (Cumberland County Grand ID 20183) related to Senate Bill 508, specifically designated for capital improvements at Rhodes Pond. The grant originated from a reallocation of funds previously designated to the North Carolina Wildlife Resources Commission (WRC) and was secured following outreach efforts by local town representatives in 2022 and 2023 to Representative Diane Wheatley, North Carolina House of Representatives, District 43.

The funding was awarded to Cumberland County, with the County Engineering Department tasked as the lead agency managing the project. According to available information, the funds are designated for bathroom and parking facility improvements at the site.



Current Project Scope and Status

- The County is evaluating three primary improvement options:
 - a. Renovating the existing (currently unused) bathroom building and improving approximately 10 parking spaces.
 - b. Demolishing the existing structure and replacing it with a modular bathroom facility and a redesigned parking area.
 - c. Implementing Option 2, with additional general park enhancements (e.g., trail upgrades, picnic structures) if budget allows.
- The septic system serving the site has been evaluated and repaired.
 - a. Additional septic system options are going to be evaluated in preparation of the feasibility of the provided improvement options.

Ownership and Constraints

- The North Carolina Wildlife Resources Commission (WRC) retains full ownership of Rhodes Pond.
- All improvements are subject to WRC approval, particularly regarding the location of any new structures.
- No improvements may interfere with WRC or NCDOT-required access elements.
- A maintenance agreement will be required for any new facilities, as WRC will not be responsible for the cleaning or upkeep of new structures.
- The grant is restricted to capital improvements for parking and bathroom facilities, limiting the potential use of funds for broader enhancements.

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Community Engagement

Community engagement is a vital aspect of creating a future land use plan. Throughout the planning process, Planning Staff worked diligently to provide opportunities for input which was collected through public forums, in-person meetings, phone calls, and online surveys. This section provides insight regarding the community engagement efforts and input results. This section provides supplemental information regarding the community engagement efforts and input results. It includes blank and/or filled out copies of engagement materials and additional commentary that was not included in the Community Engagement section of the Northeast Cumberland Land Use Plan 2025.

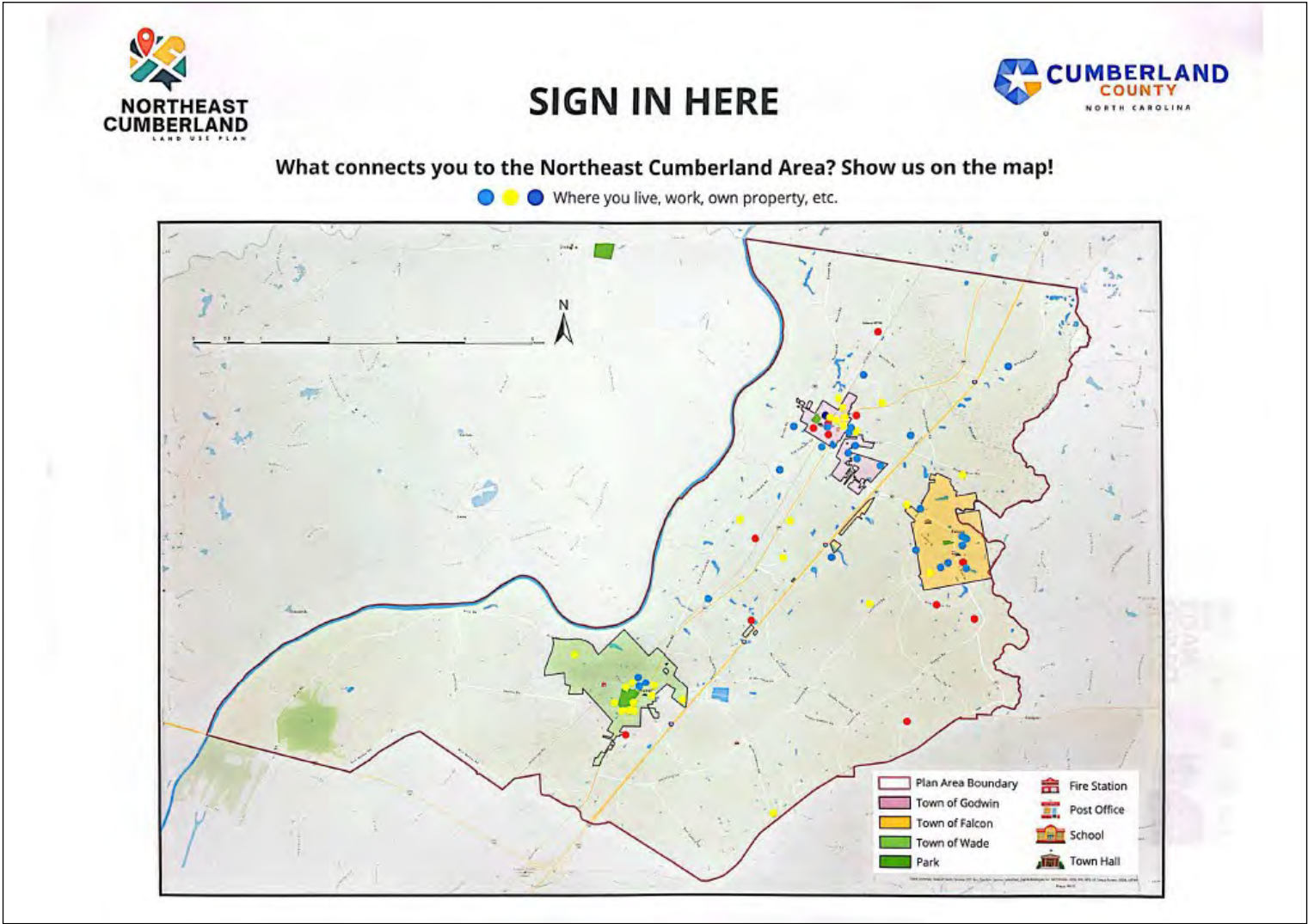
All efforts helped Planning Staff connect with residents during the planning process on multiple levels and the staff appreciated the feedback provided from the public!

Engagement Materials in this Section

- Kickoff Meeting Posters (results and additional commentary)
- Northeast Cumberland Questionnaire (blank copy)
- Values Survey (blank copy)
- Draft Review Session Posters (results and additional commentary)




Kickoff Meeting Station 0: Sign In and Welcome - Poster 1




Community Engagement

Kickoff Meeting Station 0: Sign In and Welcome - Poster 2

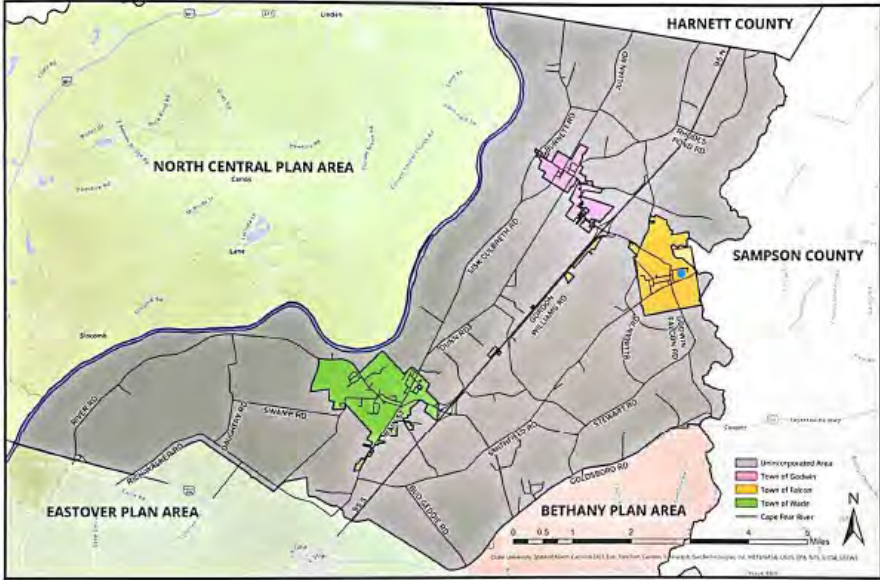


Welcome to the Northeast Cumberland Plan Area Kickoff




We are excited to have you join us this evening! This event is a great opportunity for area residents and stakeholders to connect with planning staff, share their vision for the area, and learn information about the land use planning process in Cumberland County. Please do not hesitate to ask staff any questions, we will gladly assist you.

Northeast Cumberland Plan Area




Values Survey




Use the Values Survey to voice your thoughts on the plan area. Access it online via the QR code or submit a physical copy provided.

Visit Our Website




<https://northeastcumberlandlup.my.canva.site/cumberlandcounty>

Kickoff Meeting Station 1: Land Use Planning - Poster 1



About Land Use Planning



What is a Land Use Plan?

A land use plan is a long-range planning tool used by town and county officials as a reference for future land use decisions. It is a thorough document which includes existing conditions, goals, objectives & policy recommendations which are all useful for:

- 1) Understanding the existing area
- 2) Shaping long-term development
- 3) Providing resources and guidance to make community goals a reality.

Why Should I Care?


The land use plan should be a reflection of the goals and ideals of the community in which it serves. The information included in the plan goes on to help set written guidelines that shape development, redevelopment, and preservation actions in the plan area.

Public participation from local residents helps to achieve this goal and ensures that the plan considers the values held by the community. The inclusion of specific language and policy initiatives may improve eligibility towards receiving grants and other resources from county, state, and federal funds.

The Planning Process


- 1 Existing Conditions**
Information is gathered from existing plans and public data sources to understand the starting point and constraints of an area.
- 2 Public Input**
Stakeholder goals and insights are collected through surveys and discussion to deepen knowledge of the plan area and to guide the plan's intent.
- 3 Draft & Review**
A draft plan is created using public input and staff analysis. The plan is then circulated for public feedback and edited accordingly.
- 4 Adoption**
Once a final version of the plan has been created, it is presented to the Joint Planning Board, the town, and County Commissioners for adoption.

A plan is:



- A vision of what your community can be
- A guide to promote health, safety, convenience, efficiency of movement and use of resources
- A tool to assist elected officials when making future land use decisions
- A reference when applying for grants or updating local policies

A plan does not:

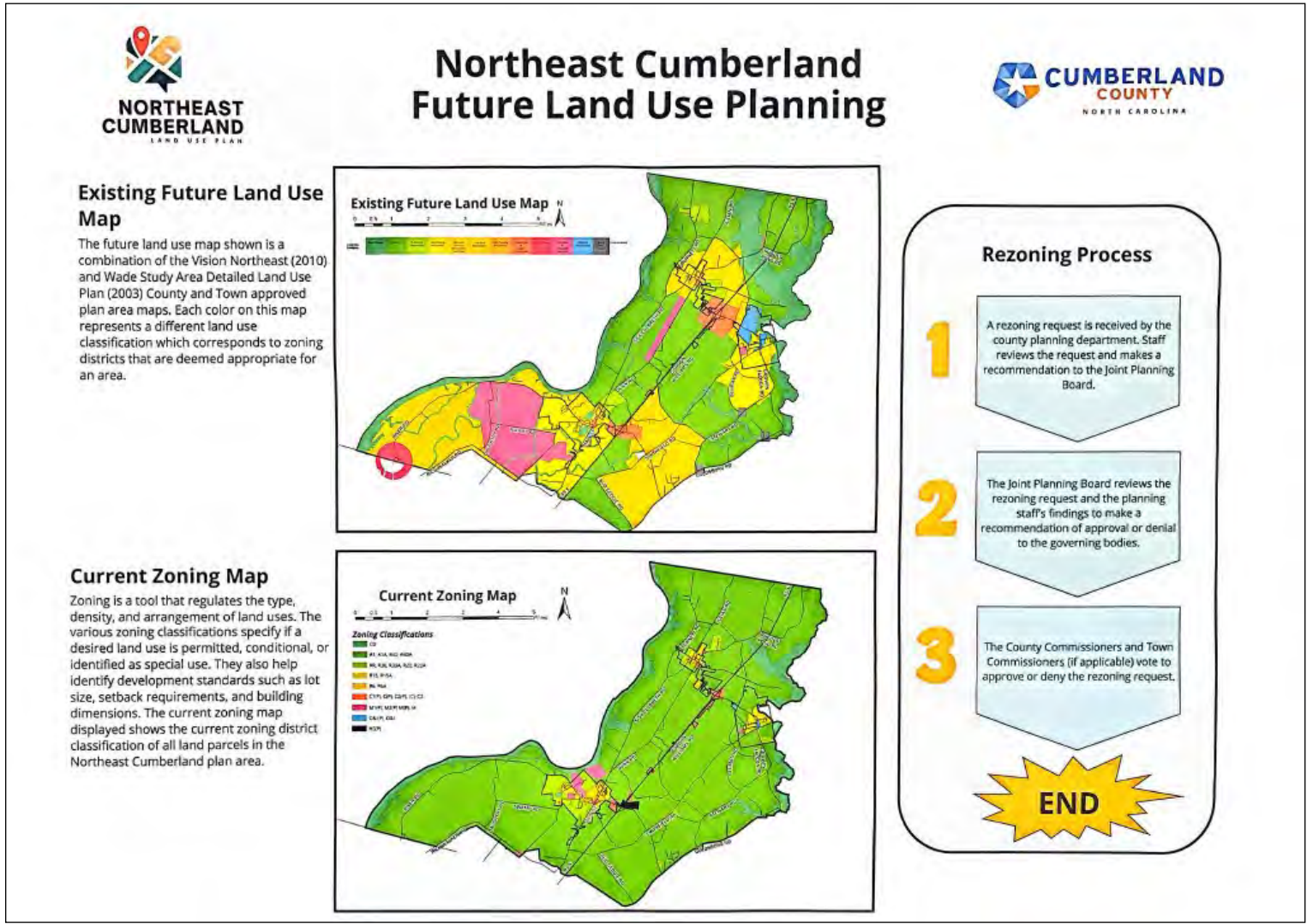


- Change the current use of a property
- Change the current zoning of a property
- Change the amount of property tax owed on a property
- Guarantee that development will occur

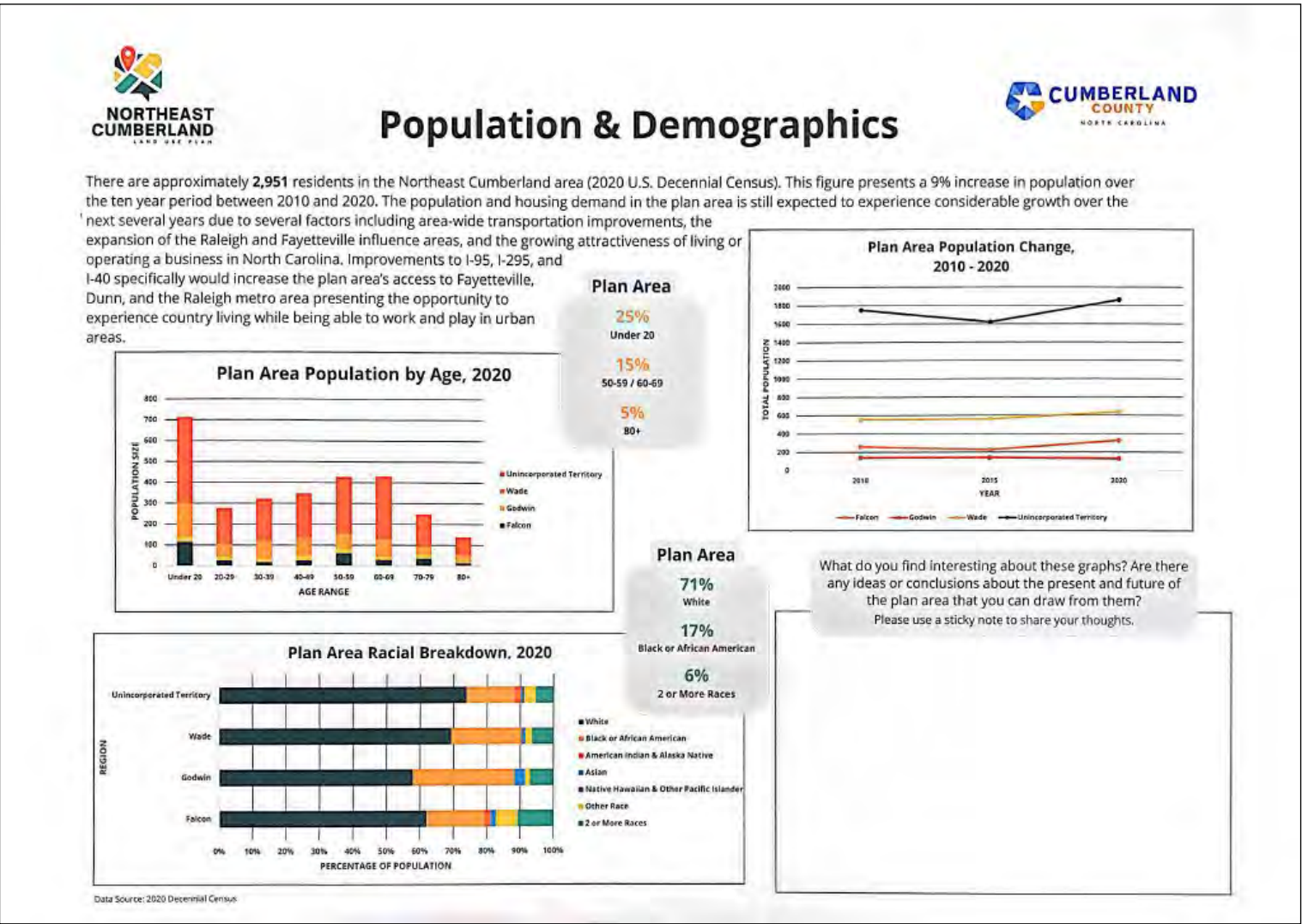


Community Engagement

Kickoff Meeting Station 1: Land Use Planning - Poster 2

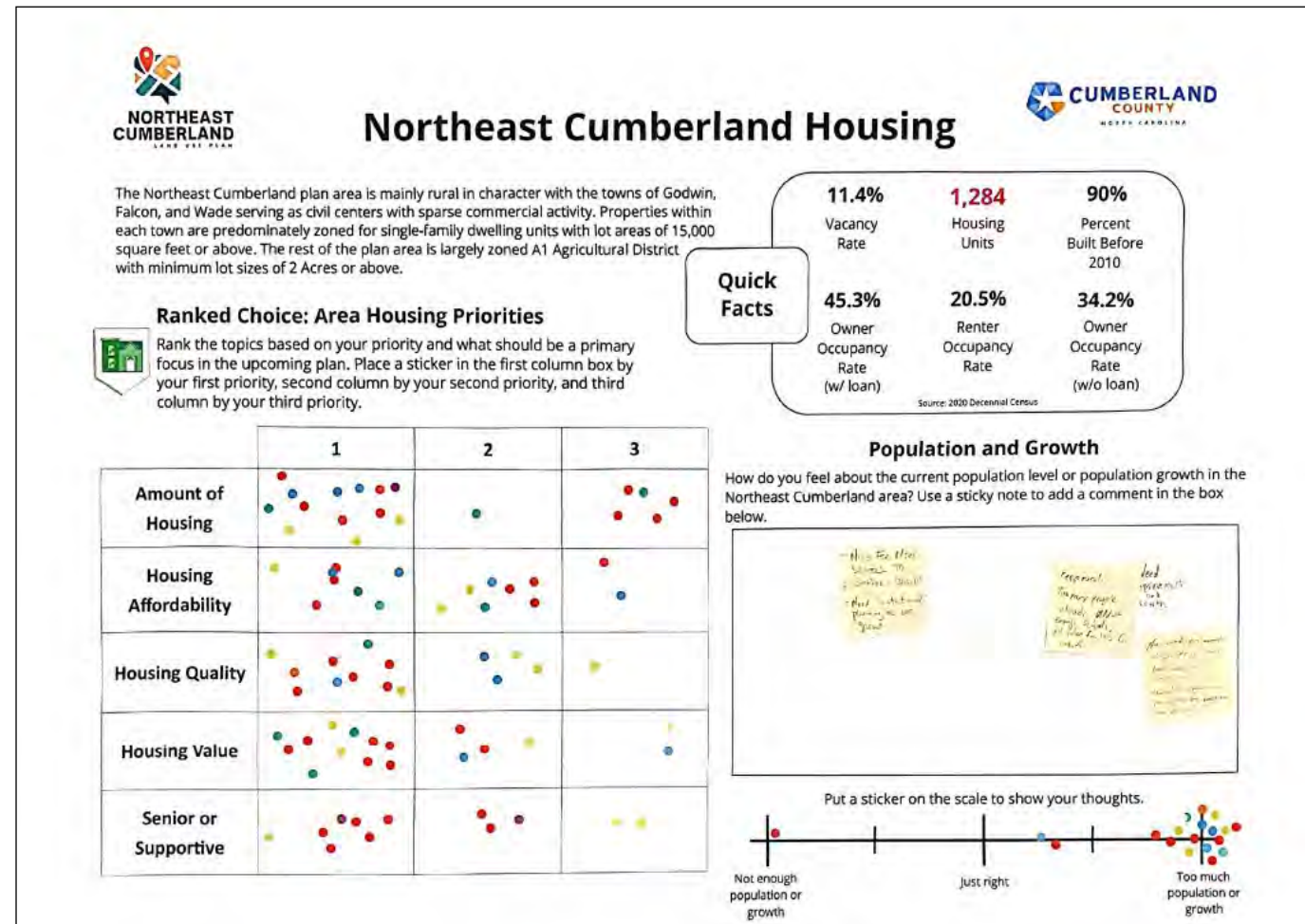


Kickoff Meeting Station 2: Population and Housing - Poster 1



Community Engagement

Kickoff Meeting Station 2: Population and Housing - Poster 2



Poster Comments

- NEED FOR MORE SCHOOLS TO SUPPORT GROWTH + need “intentional” planning as we grow
- Keep rural. Too many people already. Not enough schools, and other facilities for growth
- Need improvement and Growth
- The need for enough people to warrant businesses in the area – this will require us to prepare to welcome new persons!

Kickoff Meeting Station 3: Public Services and Quality of Life - Poster 1

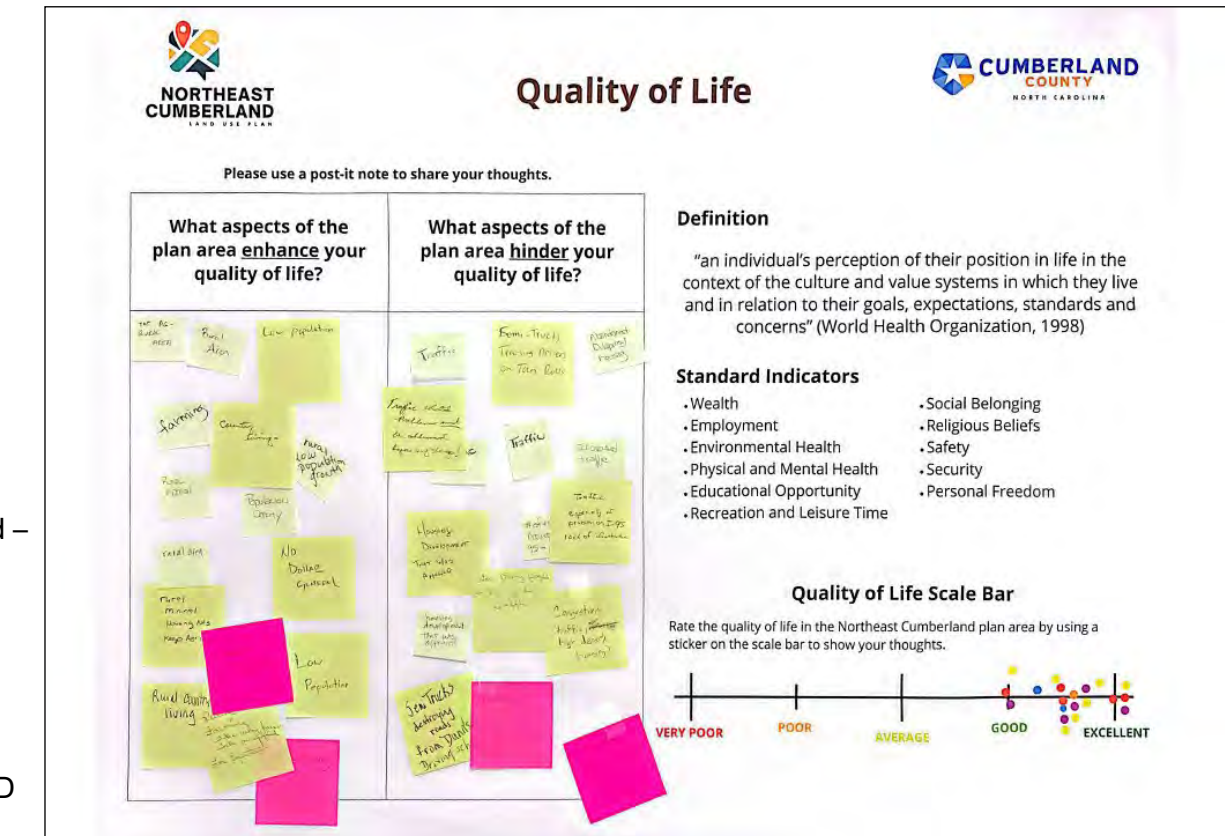
Poster Comments

Aspects that Enhance:

- THE AG-RURAL AREA
- Rural Area
- Low Population
- Farming
- Country living –
- Rural low population growth
- Rural Appeal
- Population Density
- Rural area
- No Dollar General
- Rural minimal Housing lots Keep Agricultural
- Low Population
- Low Population
- Rural country living
- Rural Farming – Take away farms take away food – Low population

Aspects that Hinder:

- Traffic (x5)
- Semi-Trucks Training Drivers on Town Roads
- Abandoned Dilapidated housing
- Increased traffic
- Housing DEVELOPMENT THAT WAS APPROVED
- Traffic especially if problem on I-95 lack of infrastructure
- # of traffic Accidents 95 + 301
- Too many people + too much traffic
- Housing development that was approved
- Congestion, traffic, high density housing
- SemiTrucks destroying roads from Dunn’s Driving school



Community Engagement

Kickoff Meeting Station 3: Public Services and Quality of Life - Poster 2

NORTHEAST CUMBERLAND
LAND USE PLAN

CUMBERLAND COUNTY
NORTH CAROLINA

Public Infrastructure

Public Services Quick Facts

- Public Water:** Water in the area is provided and serviced by multiple sources including the individual municipalities, Harnett County and Cumberland County. Property owners not connected to the service can use private wells connected to underground sources like aquifers.
- Sewer Service:** Sewer service is provided by Cumberland County as part of the Northern Cumberland Regional Sewer System (NORCRESS) District. This service provides wastewater disposal and treatment for all three towns and the surrounding areas. Otherwise property owners use private septic systems.
- Internet Access:** A majority of the area has 4G and 5G wireless coverage from major internet service providers including Spectrum, Verizon, HughesNet, and T-Mobile. Speed and quality may vary depending on various factors.
- Emergency Services:** The plan area is serviced by two volunteer fire departments, Godwin-Falcon Station 17 in the northeast and Wade Station 16 in the southwest portions. The area does not have a sheriff's office, but it is patrolled by the Cumberland County Sheriff's Department.
- Health Care:** There is one medical clinic, Stedman-Wade Health Services, and no major hospitals within the plan area.
- Education & Childcare:** District 7 Elementary is the only public primary school in the plan area accepting grades 1-5, and there are no secondary public schools within the area. Falcon Christian Academy is a private school associated with Falcon Children's Home and Family Services serving Pre-K to 12th grade.
- Parks & Recreation:** There are four recreational facilities in the area including J.O. Humphries Memorial Park, Godwin Town Park, Rhodes Pond Public Fishing Area/Boat Access, and Orchard Park.
- Transportation:** The major roadways that run through the area include Interstate 95, US 301, and US 401.

Strengths and Weaknesses

Put a sticker where you feel the Northeast Cumberland area is particularly strong or weak.

	Strength	Weakness
Public Transportation		
Road Quality		
Walkability		
Supportive Services		
Police Services		
Fire Services		
Utilities Quality and Access		
Education Quality and Access		
Emergency Preparedness		

Poster Comments

- More internet
- Need more police patrols + protection
- No police protection
- Wade Park is a good one!
- Orchard Park Housing Development on Hwy 13? Why listed as park?
- NEED EMT SUB STATION IN AREA (Supportive Services Weakness)
- NEED SUB-STATION IN THIS AREA (Police Services Weakness)
- Need substation for EMS + police (Fire Services Weakness)

Kickoff Meeting Station 3: Public Services and Quality of Life - Poster 3

NORTHEAST CUMBERLAND
LAND USE PLAN

CUMBERLAND COUNTY
NORTH CAROLINA

Public Service and Facilities Map

What do you think of the services and public facilities in the area?

Use a post-it note to leave a comment? →

Poster Comments

- NON-EXISTANT
- 911 is a joke in cumb county
- Public Services is great in Wade except for police. Need more traffic control.
- Public facilities are excellent. Good parks, fire services
- Good parks, fire services + Long response For 911 Sheriff's Dept

Community Engagement

SWOT Analysis

S Strength
What does the Northeast Cumberland plan area do well? What are some of its natural assets?

W Weakness
What does the Northeast Cumberland plan area struggle with? What are some of the area's constraints?

O Opportunity
What can the Northeast Cumberland plan area do to improve? What is unique about the area that can be leveraged?

T Threat
What could undermine the Northeast Cumberland plan area's strengths or limit its opportunities?

Over Population

Nothing

Low population

Low forested

Low Density Rural Comm.

Subdivisions

No cheap housing

Lack of Police

Lack of street support

No sewer

Private Government Affluence

Maintain the Rural Character

Low Density Rural Comm.

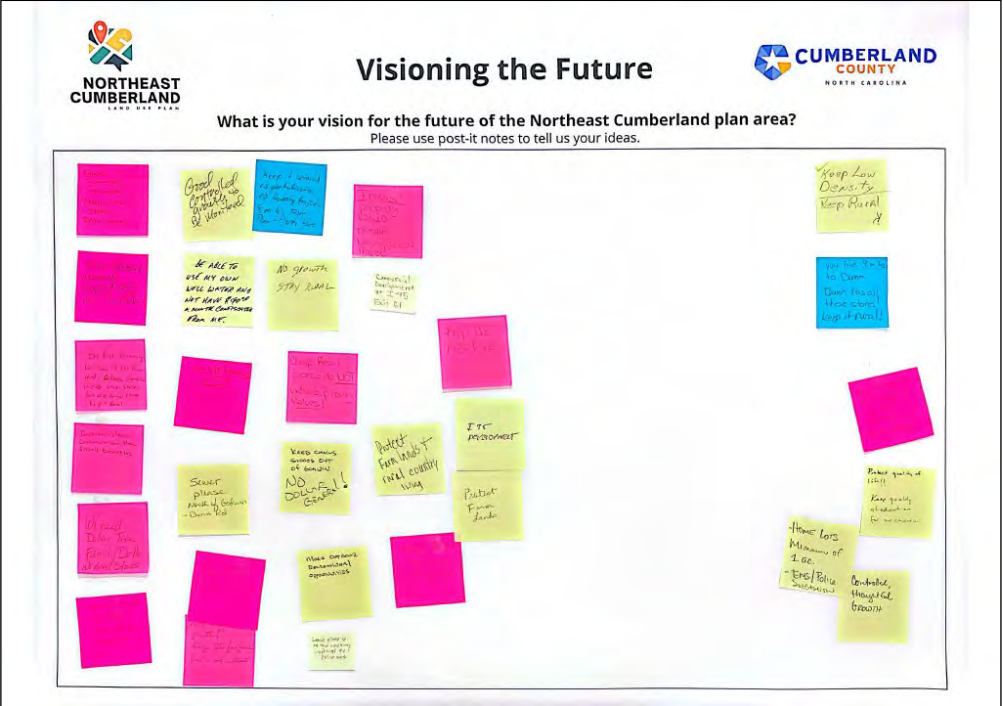
Subdivisions

No cheap housing

Over Population

**All poster comments available on
Page 96.**

Kickoff Meeting Station 4: SWOT Analysis and Visioning the Future - Poster 2




Poster Comments

- Growth -commercially -residentially / Charge stations stores Dollar Generals
- New Commercial areas to support all of new residential
- The Best Resources we have is the farm land. A large Population increases brings stores but also bring crime. Keep it Rural
- Grocery Store/Convenience Store/Small Businesses
- We need Dollar Tree/Family Dollar/We Need Stores
- Control growth by using large lots for development
- Good controlled growth to be monitored


- BE ABLE TO USE MY OWN WELL WATER AND NOT HAVE \$9000 A MONTH CONFISCATED FROM ME.
- Want it to stay rural. Falcon
- Sewer please North of Godwin – Dunn Rd
- Day Care + Grocery Store
- Need controlled growth! Large lots for families Need a good restaurant
- Keep it untouched no gentrification no housing projects 8 miles from Dunn – Plenty here
- NO GROWTH STAY RURAL
- Cheap Retail stores do NOT increase property values!
- KEEP CHAINS STORES OUT OF GODWIN / NO DOLLAR GENERAL!
- MORE OUTDOOR RECREATIONAL OPPORTUNITIES
- Leave alone re: no new housing improved 911 police svcs
- Increase property values through beautification Projects
- Commercial Development at I-95 Exit 61
- Keep the Area Rural
- Protect Farm lands + rural country living
- Keep Rural Planned Improvement
- Protect Farm Lands
- I95 Development
- Keep Low Density – Keep Rural
- You live 8 miles to Dunn Dunn has all these stores! Keep it rural!
- Protect quality of life!! Keep quality of education for our children
- Home Lots minimum of 1ac. + EMS/Police Substation
- Controlled thoughtful GROWTH
- Proper vision and planning for the very best outcome! Growth is good!

Community Engagement



NORTHEAST CUMBERLAND
LAND USE PLAN

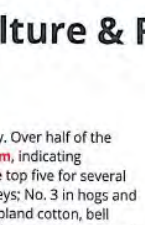
Agriculture & Rural Character



CUMBERLAND COUNTY
NORTH CAROLINA

Agriculture in the North Central Area


Agriculture as an industry is important for Cumberland County. Over half of the plan area (61%) is enrolled in the **present use value program**, indicating agricultural lands in the plan area. North Carolina ranks in the top five for several commodities, including: No. 1 in sweet potatoes; No. 2 in turkeys; No. 3 in hogs and pigs; No. 4 in cucumbers and broilers; and No. 5 in peanuts, upland cotton, bell peppers and burley tobacco. You can find all of these commodities being produced in Cumberland County.



AGRICULTURE LAND PROGRAMS

Present-Use Value (PUV) is a deferred tax program available to landowners that uses the value of land in its current use as agricultural, horticultural, or forest land. 61% of the plan area is enrolled in PUV.

The Cumberland County **Voluntary Agricultural District (VAD)** is a program where farmers can enroll their farms to encourage the preservation of agriculture. 5% of the plan area is enrolled in VAD.



Images courtesy of Randall Arendt

A proposed conventional site plan in New Bern.











A conservation subdivision plan for the same site.

Preserving Rural Character

The Northeast Cumberland plan area is predominantly characterized by its rural nature. Cumberland County continues to grow and with that comes new development pressures. Oftentimes new development can have a negative affect on wildlife habitats, working farms, and the rural character of an area. The use of conservation subdivisions, **Voluntary Agricultural District enrollment**, or entering land into permanent conservation easements are all methods of stabilizing and preserving rural character.

The image below is an example of a conservation subdivision, also known as a density development. In rural areas these can be useful because it still leaves developmental value on the properties, but it also encourages more land to be conserved for open space or continued agriculture which leads to less disturbed habitat, and requires less treated lawn area and promotes continued land use.

Cumberland County Agriculture Quick Facts

 3,600 Acres of Wheat	 7,800 Acres of Corn	 5,600 Acres of Cotton	 18,200 Acres of Soybeans	 66,000 Acres of Farmland
 13th In NC for Sheep and Goats	 7th In NC for Aquaculture	 2nd Million Broilers raised the County	 225,000 Turkeys raised the County	 15th In NC for Swine

Rural Character Activity

What options for development and infill preserve the rural character of the area, note here.

Leave rural country living alone. No development needed.

Protect wet lands to host animals.

Stop cutting all the trees! Animal habitats.

Less... Sewer... Pollute... Water... Pollution...

No change... no building... Animal waste... Lost 7th...


Protect... Farms... No change... no building... Animal waste... Lost 7th...

Animal waste... No change... no building... Animal waste... Lost 7th...

Animal waste... No change... no building... Animal waste... Lost 7th...

Community Engagement

Values Survey - Blank



VALUES SURVEY

This survey is approximately 16 questions long and should not take longer than 10 minutes to complete. Thank you for your participation!

1. Please select the age group you are within.

- a. Under 20
- b. 20-40
- c. 41-60
- d. 61 or older

2. Please select your household income.

- a. Less than \$15,000
- b. \$15,000 to \$34,999
- c. \$35,000 to \$49,999
- d. \$50,000 to \$74,999
- e. \$75,000 to \$99,999
- f. \$100,000 to \$149,999
- g. \$150,000 or more

3. Please select your race and ethnicity.

- a. White
- b. Black or African American
- c. Hispanic
- d. Asian
- e. Native Hawaiian or Pacific Islander
- f. American Indian or Alaskan Native
- g. Two or more races - _____

4. Please select your zip code. If you live and own property in multiple zip codes, please select the most applicable zip code.

- a. 28342
- b. 28344
- c. 28395
- d. Other - _____

1

5. Do you live within town limits?

- a. No
- b. Yes

6. What connects you to the area?

- a. I am a renter.
- b. I am a homeowner.
- c. I am a property owner.
- d. I am a key investor.
- e. I work in the area.

7. What features of the area would you like to remain the same?

8. What features of the area would you like to change?

9. What would you consider a strength of the area?

10. What would you consider a weakness of the area?

11. What would you like the area to look like in 10-20 years?

2

Values Survey - Blank

12. Which housing topics are the most important for the plan to focus on? Rank the options below based on how you value them from most important to least important. 1 being most important and 5 being least important.

- ___ Increasing home values
- ___ Increasing housing affordability
- ___ Encouraging new housing development
- ___ Supporting redevelopment of existing housing
- ___ Increasing senior and supportive housing options

13. Which do you think are the most important for the plan to focus on? Rank the options below based on how you value them from most important to least important. 1 being most important and 5 being least important.

- ___ Encouraging development (new and redevelopment)
- ___ Hosting community events
- ___ Improving transportation and community walkability
- ___ Utilities access
- ___ Safety services

14. Which quality of life topics do you think are most important for the plan to focus on? Rank the options below based on how you value them from most important to least important. 1 being most important and 5 being least important.

- ___ Quality food and retail options
- ___ New park amenities and maintenance
- ___ Utility options
- ___ Medical services
- ___ Preservation of rural character

15. What topics are the most important to you? Rank the options below based on how you value them from most important to least important. 1 being most important and 4 being least important.

- ___ Public Services
- ___ Housing
- ___ Business and Economic Development
- ___ Quality of Life

3

16. Are there any other aspects that should be considered in the plan?

4



Community Engagement

Values Survey - Demographic Response

Question 1: Please select the age group you are within.

Age Group	Physical	Online	Total
Under 20	0	0	0
20-40	2	3	5
41-60	9	5	14
61 or older	28	2	30
Did Not Respond	3	0	3
Total	42	10	52

Question 2: Please select your household income.

Household Income	Physical	Online	Total
Less than \$15,000	2	1	3
\$15,000 to \$34,999	4	2	6
\$35,000 to \$49,999	4	0	4
\$50,000 to \$74,999	8	3	11
\$75,000 to \$99,999	3	1	4
\$100,000 to \$149,999	8	1	9
\$150,000 or more	5	2	7
Did Not Respond	8	0	8
Total	42	10	52

Question 3: Please select your race and ethnicity.

Race & Ethnicity	Physical	Online	Total
White	27	6	33
Black or African American	12	2	14
Hispanic	0	0	0
Asian	0	0	0
Native American or Pacific Islander	0	0	0
American Indian or Alaskan Native	0	1	1
Two or more races	0	1	1
Did Not Respond	3	0	3
Total	42	10	52

Question 4: Please select your zip code. If you live in and own property in multiple zip codes, please select the most applicable zip code.

Zip Code	Physical	Online	Total
28342	7	4	11
28344	17	3	20
28395	8	1	9
Other - 27511	1	0	1
Other - 28334	5	0	5
Other - 28339	1	0	1
Other	0	2	2
Did Not Respond	3	0	3
Total	42	10	52

Values Survey - Demographic Response (Continued)

Question 5: Do you live within town limits?

Live in Town Limits	Physical	Online	Total
Yes	17	4	21
No	23	6	29
Did Not Respond	2	0	2
Total	42	10	52

Question 6: What connects you to the area?

Area Connection	Physical	Online	Total
I am a renter.	0	1	1
I am a homeowner.	17	3	20
I am a property owner.	7	1	8
I am a key investor.	1	0	1
I work in the area.	1	0	1
Multiple Circled*	16	5	21
Did Not Respond	0	0	0
Total	42	10	52

*Multiple Circled Breakdown	Physical	Online	Total
Homeowner & Property Owner	14	5	19
Homeowner & Work in Area	1	0	1
Homeowner, Property Owner, & Key Investor	1	0	1
Total	16	5	21



Community Engagement

Values Survey - Open End Response

Question 7: *What features of the area would you like to remain the same?*

Verbatim Responses

- All (3)
- Being rural w/ no chain stores + we got a good mayor
- Everything (4)
- Everything No housing projects, no gentrification
- Farm fields, family land
- Farms
- Farms + Fields
- Godwin Falcon Rd
- I love this area exactly as is.
- Keep the land same
- Keep trash or dump location in same place and post office.
- Maintain the current population. Do not develop new housing. Keep the town’s small foot print.
- N/a
- No Answer (12)
- No neighbourhods, maintain low population density
- None (3)
- Open Space / Parks / Historical Features
- Peaceful landscape
- Quiet, residential and farm land
- Remain a small town with limited growth
- Rural
- Rural appeal of the area
- Rural character
- Rural country living – NO small lots or cheap housing
- Rural feel and low crime
- Rural landscape small community feel
- Rural small town feel with homes on average. We do NOT need or want neighborhoods with houses stacked close together. The schools and roads can’t handle the volume.
- Rural, country feel, while being open to progress. Large lots for homes
- Small steady growth
- The country feel, not to many people
- The country lifestyle, Community connection, The wide open space, *illegible* community like Falcon Childrens Home
- The houses sitting on acrage
- The quietness of the community
- To not be commercialized and stay a country setting. Housing developments coming in need to be on 1 acre lots or more to keep the living in country setting of the surrounding areas. Keep Wader and outside of Wade beautiful and not packed with housing developments. Leave farm land alone for farmers. We will run out of room in classrooms for our children. All in all way to much over crowding in schools on roads and in the area if it continues to over develope. Wade and Falcon and Godwin will never be the same. Keep the country charm.

Values Survey - Open End Response (Continued)

Question 8: *What features of the area would you like to change?*

Verbatim Responses

- Add Neighborhood Wal-Mart near exit 65 area. Or, little mini shopping center with gas station in the exit 65. Add a restaurant or two. This could had this area location bring in business to this area.
- Amount of time for CC Sheriff’s Dept to respond
- Better roads
- Better roads. Smithfield and Wade Stedman Rd and others are in desperate need of repairs from I95 Road work.
- Better support from the county for maintenance of infrastructure
- Bring more business to the area
- Clean area up
- Easier access to nearby shopping
- Lack of police coverage/response
- Less semi trucks new drivers learning to drive
- More Available Housing / Increased Industry or stores in area / New Business Near I 95 / Quality Housing
- More new houses / Dollar General
- More options for shopping, grocery, etc. (schools)
- No Answer (11)
- No chain stores / no additional single/double wide mobile homes / Remove overgrown, abandoned mobile homes
- None (5)
- Not have a subdivision coming into the area
- Not much
- Not so much traffic / road maintenance
- Nothing (3)
- Nothing I like it the way it is
- Parks / Rec. areas
- People yards clean up
- Remove Round a bouts
- Rhodes Ponds Fishing Access / Remove Trailers & Double Wides / Enforce People To Limit Number Of Broken Down Cars In Yard
- Sewer
- Some businesses at I-95 Exit 65
- Stop the semi trucks from driving through our town damaging the roads
- Stopping any encroachment of Fayetteville, or Raleigh
- Stores in the community
- Street lights
- There are areas where growth should come & will come
- Wade Stedman Road need to be repaved be
- Would like to have more stores
- WOULD LIKE TO SEE A CONVENIENCE STORE/RESTAURANT OWNED BY AMERICANS



Community Engagement

Values Survey - Open End Response (Continued)

Question 9: What would you consider a strength of the area?

Verbatim Responses

- Access to I-95
- Easy access to 95
- Farm Land Not overdeveloped in Housing
- Farming + Family
- Fire Services
- Good country folk who help each other
- Good neighbors. Quiet Area
- Highway access to 95
- I95 Access To Fort Bragg / Great Neighbors / Good Water
- IT IS MADE UP OF MOSTLY CONSERVATIVES
- Living in the country
- Low Population
- Nature, people, quiet, low crime, hardly any traffic, family, a lot of wildlife
- Need to add strength of small shopping center like little Neighborhood Wal-Mart. Or a shop shopping center with a gas station. Bring restaurant or fast food business. This could help area exit 65.
- No Answer (13)
- Not to many people
- Off 95
- Old towns and friendly community and small town. Beautiful farm land. Beautiful community
- Open spaces / Farm Land / Sense of Community
- Our Community, natural beauty, no traffic, no crime, no drugs
- People/families / shared history / wide open spaces
- Proximity to 95 – commuting North + South
- Quiet, residential and farming community
- Rural & Farming
- Rural (3)
- Rural character
- Small community / close knit community / community school
- Small size
- Space for my family
- The natural beauty, quiet, low crime
- The people (2)
- The people / Wide open spaces / Interstate availability / Falcon Childrens Home
- The people and land
- Undeveloped
- We are able to know and help our neighbors because we are small and know each other. To many people reduce the close knit nature of small town.
- We have Water, Sewer, Fabriactives already In Place

Values Survey - Open End Response (Continued)

Question 10: What would you consider a weakness of the area?

Verbatim Responses

- Bad roads, they are torn up from big trucks
- Criminals who come out this way thinking we are easy targets
- Cumberland County 911
- Cutting trees and animal habitats
- Few stores
- Gentrification
- Internet is horrible / No stop sign (4-way stop) on 301 + Main because during an accident on 95 it is impossible to get across 301
- Lack of country support if we suffered a natural disaster like we see in western North Carolina
- Lack of county service, such as Sheriff’s deputies regularly coming through
- Lack of County Services + Support
- Lack of land management + enforcement of code / lack of police/ sheriff – length of time for response
- Lack of police presence (2)
- Lack of Services
- Lack of services available
- Lack of sewer
- Limited growth / No clear vision for area
- New neighborhoods being built with tiny lots and people moving in who don’t really care about the area because they will only be here for a short time. They have no pride in ownership and it drives down property value and drives crime up.
- No Answer (15)
- No law enforcement presence / Need substation
- No retail
- No stores or gas
- None (2)
- Not Enough Growth
- Outsider crime
- People not willing to come together to fight to keep community more like it is
- Police Response
- Road Ways
- Roads
- Roads suck, People driving to fast in/through our town
- THERE AT LEAST ONE DEMOCRAT.
- There is nothing in this area to bring traffic to stop people in this location. Especially to stop people to come in stop exit 65.
- To many houses being built, to much traffic
- Traffic
- Utilities – we need more sewer + water
- We need one nice restaurant
- Wet land – Need Water & Sewer to grow



Community Engagement

Values Survey - Open End Response (Continued)

Question 11: What would you like the area to look like in 10-20 years?

Verbatim Responses

- A – lot like it does now
- A Growing Town
- About the same as it does now
- About the same as it is now
- About the same as now
- Better community oriented – live, work + shopping near by
- Bigger
- Clean, upkept town
- Exactly the same
- Growth
- Houses on ½ Acre Land
- I do not want a large population of homes
- I would like to see the woods + Farmland being used as woods + Farmland without massive development that destroys peaceful small towns
- Keep the farm fields and spread out houses.
- Like it does now
- Little growth
- Mix of suburban + light industry
- More convenient for neighborhood
- More small little shops, stores, etc. Oh, also gas station in area exit 65 on north and south sides of I-95.
- Near by shopping, grocery
- New but limited housing growth / New stores + *illegible*
- No Answer (12)
- No more construction
- Planned urban development
- Quiet, residential and farming with sewer:)
- Residential area with limited commercial
- SAME
- SAME AS IT DOES TODAY (2)
- Slow, controlled growth for residential and commercial buildings
- Some small growth + Jobs in area
- The exact same. More trees, more farms
- The same (2)
- The same as it is today
- THE SAME WITH THE ABOVE MENTIONED BUSINESS (referring to there being more conservative residents and businesses and less democrats)
- The same, maybe a little growth
- The same, unfortunately I know that is impossible. Times change and areas grow. Just needs to be done in a 15 to 20 year. Or as needed
- The way it looks today

Values Survey - Open End Response (Continued)

Question 16: Are there any other aspects that should be considered in the plan?

Verbatim Responses

- Crime increases as population increases. Housing has destroyed Linden. Leave at least one town rural. Dunn + Eastover, and Fayetteville are close and have places to eat and shape. Leave us alone!
- Don't let the house builders put up to many houses, we like our land
- Each Community is Different – Should be planned accordingly]
- Help Seniors have housing for older adults.
- If you want a housing complex, build it in your backyard sell to other farmers. Do not destroy the land so many natural animals and plants life stay. We have endangered species in our area. Keep crime drugs and pollution away.
- INCREASE IN CRIME / Overloading schools
- Internet Access + cell access + less development + MORE PARKS/REC.
- Jobs – and land for future business to expand and have jobs
- KEEP BUILDING AND THERE WON'T be ANY FARMLAND LEFT. / LEAVE THIS AREA ALONE!!!
- Keep our part of the country rural. We have not lived here our whole lives to have the cities encroach on our area. We live here for a reason. Keep the city in the city and the country in the country. You don't see us at city hall trying to convert parking lots to cow pasture in the cities.
- Leave it alone – too much traffic – poor road maintenance DO NOT take away animal habitats
- Leave our area alone. We do not want a housing development near us. Sell land to another farmer if one does not want to farm anymore. If development is approved by commissioner the farmer + developer should be responsible for costs associated with schools, roads, sewage, utilities and water and environment management. Not on tax payer dime! Should get approval from people in the community that it is going to affect!
- Local Walking Traffic To Access Park / Access To The Cape Fear River, Godwin Has A Water Drainage Issue That Needs Addressed
- Maintain the integrity of the country life while at the same time increasing the growth of the area with homes + commercial abilities / “Need a dollar general Store”
- Maintaining the rural setting.
- N/A
- No Answer (27)
- No more construction. I like the rural area and the quiet area
- No?
- Road ways improvement prior to new development
- Take in mind opinions of area citizens
- Traffic considerations / Utilities – Godwin water is purchased from Falcon need an affordable option / 301 neighbors have much more affordable water + it runs by our house but we have to pay Falcon! / Also a water drainage issue in Godwin. Standing water in ditches the mosquitoes are creating a health issue need proper draining.
- We are not Fayetteville and we don't want to be Fayetteville, keep city problems in the city. Most of us have lived here our whole lives and we did that for a reason.
- Well *illegible*
- Would love the bookmobile back
- YOU SHOULD HAVE TO PURCHASE THE LAND BEFORE YOU START MAKING PLANS FOR IT.



Community Engagement

Values Survey - Ranked Choice Response

Note: While all responses were taken into consideration in the plan, it was determined that not all responses were completed correctly.

Question 12: Which housing topics are the most important for the plan to focus on? Drag and rank the options below based on how you value them from most important to least important. 1 being most important and 5 being least important?

Housing Topic	Total	Average	Rank
Increasing home values	65	1.25	5
Increasing house affordability	66	1.32	3
Encouraging new housing development	138	2.82	1
Supporting redevelopment of existing housing	94	1.92	2
Increasing senior and supportive housing options	62	1.29	4

Question 13: Which public services do you think are the most important for the plan to focus on? Drag and rank the options below based on how you value them from most important to least important. 1 being most important and 5 being least important.

Public Service	Total	Average	Rank
Encouraging development (new and redevelopment)	153	3.06	1
Housing community events	104	2.04	2
Improving transportation and community walkability	104	2.04	2
Utilities access	83	1.63	4
Safety services	64	1.28	5

Values Survey - Ranked Choice Response (Continued)

Question 14: Which quality of life topics do you think are most important for the plan to focus on? Drag and rank the options below based on how you value them from most important to least important. 1 being most important and 5 being least important.

Quality of Life Topic	Total	Average	Rank
Quality food and retail options	126	2.57	1
New park amenities and maintenance	114	2.28	2
Utility options	89	1.75	3
Medical services	81	1.69	4
Preservation of rural character	63	1.31	5

Question 15: What topics are the most important to you? Drag and rank the options below based on how you value them from most important to least important. 1 being most important and 4 being least important.

Topic	Total	Average	Rank
Public Services	99	1.98	2
Housing	95	1.90	3
Business and Economic Development	122	2.39	1
Quality of Life	50	1.02	4



Community Engagement

Northeast Cumberland Questionnaire: General Questions

Instructions

Please answer each question to the best of your ability with the personal/professional experience and knowledge you have regarding the Northeast Cumberland Plan area. If you are not able to answer the question or have no opinion, you may leave it blank and move onto the next. Plan area maps are available for reference on the last page of this packet to assist with the answering of any questions as needed.

Part I: General Questions

- I) What is your current profession and/ or role in the community?
- II) Can you describe your responsibilities in this role and how it impacts you and/or the plan area community?
- III) What opportunities are you presented in this role?



End of Section



Northeast Cumberland Questionnaire: Economic Development

Part II: Economic Development

- I) Describe your vision for economic development in the Northeast Cumberland area.
- II) Is the Northeast Cumberland area a good place for commercial businesses and industries to grow and develop? Why or why not?
- III) What type of opportunities should be encouraged and supported in the area?
- IV) What types of development would you like to see? Where, specifically?



End of Section



Community Engagement

Northeast Cumberland Questionnaire: Housing and Residential

Part III: Housing and Residential

I) Describe your vision for housing and/or your ideal neighborhood in the Northeast Cumberland area.

II) What challenges are you facing in your role as a homeowner/renter/landlord/etc.? What do you see as the source of these challenges?

III) Are there any areas in the plan area that housing is a concern? What is the concern?

IV) What type of housing should be dis/encouraged & supported in the area? Where?



IV) What types of policies or public efforts should be implemented to improve housing and residential conditions in the area?

V) What can be done to ensure housing efforts improve the quality of life within the area?

VI) Would more housing in the area be a good and realistic goal for the community? Why or why not? Is there a compromise that could be made for both sides to accept new housing development being introduced into the area?

End of Section



Northeast Cumberland Questionnaire: Infrastructure and Public Services



Part IV: Infrastructure and Public Services

I) What is the comprehensive goal you have as it pertains to public infrastructure and services in the Northeast Cumberland area?

II) Please share about the service you provide. Capacity? Access? Use? Upcoming projects?

III) How do you think infrastructure is viewed by the community?

IV) What strategies can be employed to improve public safety and care services?



IV) What key utility (water, waste water, internet, energy, etc.) infrastructures should be focused on? Why?

III) Are there any specific services that are lacking in the region, how can they be addressed?

VI) What strategies can be used to ensure that infrastructure investment is done in a way that is effective and beneficial to all members of the community?

End of Section





Community Engagement

Northeast Cumberland Questionnaire: General Questions Response

NOTE: Each respondent was assigned the same corresponding number for their responses to each question of the questionnaire.

***Question I:** What features of the area would you like to remain the same?*

Verbatim Responses

1. Planner for Mid-Carolina. We provide planning assistance to our members including Cumberland County and municipalities.
2. Retired Lumber, pallet, crate Mfg-
3. My current role in the community of the Town of Wade is commissioner.
4. Medical Supply Distribution Executive. Serve as the team leader for the Falcon Emergency Response Team. Active at all town board meetings.
5. I am a supervisor of ADUSA Distribution Center. I am also a Commissioner for the Town of Falcon.
6. Cabinet maker, shop owner, semi retired
7. Educator, tax payer, land owner, homemaker

***Question II:** Can you describe your responsibilities in this role and how it impacts you and/or the plan area community?*

Verbatim Responses

1. We provide planning assistance to our members. Planning shapes communities in the plan area.
2. Provide historical use of the land and desires of most of the citizens of the community.
3. My responsibilities in this role are to work and discuss diligently with all of the commissioners of the Town to see if we might be able to come to a decision of how it impacts the plan area community.
4. With the limited support Falcon receives from the County, the ERT was established to help the town clear roads and direct traffic after a natural disaster. As the team leader the more traffic we have, the more difficult my job becomes.
5. I help make decisions that will influence the community in the future.
6. Owner-operation
7. No response

Northeast Cumberland Questionnaire: General Questions Response (Continued)

***Question III:** What opportunities are you presented in this role?*

Verbatim Responses

1. Opportunities to shape communities in terms of land use, build relationships, and foster good governance
2. Hopefully help guide the county staff making the land use plan.
3. Due to unable to attend the presentation given by a representative concerning the Northeast Cumberland Plan I missed that meeting.
4. To get to know my neighbors better. To serve the town I live in. To be the participation I want to see from my fellow residents.
5. I am (after?) see and somewhat influence the future of this community.
6. Cabinet/woodworks
7. NONE

***Question IV:** What challenges are you facing in your role? What do you see as the source of these challenges?*

Verbatim Responses

1. A lack of resources and training for certain local gov't roles and needs; Striking a balance between flexibility and control or growth and development
2. Disagreeing with the state and county economic development decision makers over some of their visions for the area.
3. No response
4. 1) A sense of Apathy from some residents. 2) Damaged roads from semi-trucks using our town as a training location.
5. Rapid growth due to the expansion of highway 95. Although I see the benefit of the project I don't want it to adversely affect the small town feel of the community.
6. None
7. No response



Community Engagement

Northeast Cumberland Questionnaire: General Questions Response

Question V: *What land use policies or strategies do you think would address the challenges you and/or the community are currently facing? Are there any areas that need change or special attention?*

Verbatim Responses

1. Research into form-based code may address many residents' concern regarding a sense of place and quality of development
2. The Cape Fear River Corridor should not be used for industrial, commercial, and residential development. This area should be left for agriculture and wildlife habitat.
3. No response
4. NE Cumberland County does not want to be a bedroom community for Raleigh or any other city. We all live here because we like rural area. Small lot size neighborhoods should be forbidden.
5. Not allowing super crowded subdivisions ie new homes on less than 1 ½ acres
6. Housing availability
7. Uprooting farmlands!; American made foods!; Global food supplies – overheating planet; Animal habitats – wetlands; Bees

Question VI: *What long-term infrastructure, housing, and/or economic development goals and priorities do you envision for the plan area, and how can we help achieve them?*

Verbatim Responses

1. Conservation subdivisions, addressing sprawl but providing need housing
2. How much pressure can be put on the Cape Fear River as a source of potable water and the disposal of that water and other fluids.
3. No response
4. If we cant stop semi-trucks from using our roads, then the NCDOT needs to repave and build the roads to take the weight
5. Better access to law enforcement and emergency health care
6. Improve or widen state or county highways; Retail services – gas, convenience stores
7. Create sufficient family fun construction and facilities utilizing Rhodes Pond. Incorporating “green areas”. Bathrooms, playground areas – paddle boats, canoes, fishing – Clean Family Fun

Northeast Cumberland Questionnaire: Economic Development Response (Continued)

Question I: *Describe your vision for economic development in the Northeast Cumberland area.*

Verbatim Responses

1. Commercial development to address needs for goods and services, focusing on design standards rather than uses.
2. Keep Development to the East side of Hwy 301. Land on the West side of Hwy 301, particularly close to the river, should be reserved for Agricultural Wildlife Habitat and Light residential development 30,000 sq. ft lot size and greater
3. No response
4. Slow and measured. Very little commercial zoned land, and what commercial there is needs to be directly next to I-95 within a very strictly enforce buffer zone.
5. Some small businesses but keep the rural and small town atmosphere
6. Retail stores, gas stations, manufacturing, improve Rhodes Pond
7. Preserve the farmland and rural culture. Farms play a crucial role in enhancing the overall well being of the community

Question II: *Is the Northeast Cumberland area a good place for commercial businesses and industries to grow and develop? Why or why not?*

Verbatim Responses

1. Yes. Cumberland County needs strong, small towns to support urban growth and density. Towns should facilitate growth consistent with desired character and contribute to appropriate developmental gradients between Fayetteville and rural Cumberland.
2. West of Hwy 301 development should be limited. Limit run off as much as possible in this river corridor. East of Hwy 301, the soils are better and more conducive to development. River Corridor is mostly hydric soils.
3. Yes! The challenges that I’m facing as commissioner of the town of Wade are the construction of homes for families that would not against living in them. The source of these challenges as I see now, is wet land and zoning.
4. Very limited. Why not? Because we don’t want NE Cumberland turning into Fayetteville.
5. No due to destruction of natural resources ie Monsanto
6. Yes, I95 Corridor
7. Absolutely NOT! This is a farming community! A sanctuary for woods animals wildlife conservation and protect our environment



Community Engagement

Northeast Cumberland Questionnaire: Economic Development Response (Continued)

Question III: *What type of opportunities should be encouraged and supported in the area?*

Verbatim Responses

1. Industry. Essential commercial. Residential.
2. Agricultural, Light residential on lots 30,000 sq ft and better using septic. No additional sewer in the river corridor. West of Hwy 301, Sisk Culbreth Rd and Hwy 82 running from Godwin town limit to Harnett County
3. Housing and small businesses will be beneficial to the residents of Wade and other communities. Examples like Dollar Tree, Grocery Stores, Fast Food, etc.
4. Family farms, agriculture business, family homes on acreage, not house on a postage stamp lots
5. Small businesses
6. Same as I (Retail stores, gas stations, manufacturing, improve Rhodes Pond)
7. Farm friendly! Working farms with forests, lakes, ponds. Agricultural uses. Farmers living, growing, and selling products on their land.

Question IV: *What types of development would you like to see? Where, specifically?*

Verbatim Responses

1. Industry – near I-95; Essential commercial w/in town limits, town centers; residential – low density on outskirts, higher density in town
2. Industrial, commercial and heavier residential East of Hwy 301
3. No response
4. I want to see continued increase in farm development. More crops, more cattle
5. None keep as much farm land as possible
6. Same as I (Retail stores, gas stations, manufacturing, improve Rhodes Pond)
7. Rhodes Pond developed into a Family Friendly recreation facility with a playground, bathrooms, paddle boats, fishing piers, firepit, camper sites. Family environment; walking/biking trail

Northeast Cumberland Questionnaire: Economic Development Response (Continued)

Question V: *What challenges are local businesses facing that prohibit them from operating efficiently or expanding their operations?*

Verbatim Responses

1. Large chain/big box store competition. Limited clientele.
2. Excessive regulations and slow permit response.
3. No response
4. Over regulation and taxes effect all business in NC
5. Financial uncertainty and little to no foot traffic
6. None
7. NONE

Question VI: *What types of businesses would best serve the community? Where are the prime nodes or locations for these businesses in the plan area?*

Verbatim Responses

1. Commercial concentrated near centers of incorporated areas. Essential commercial and office/institutional uses.
2. Commercial as seen along Ramsey St. Locations Murphy Rd. Exit and along 301 in Eastover. I95/I295/Hwy13 Exit, Wade Exit and Godwin-Falcon Exit
3. No response
4. Small family run shops of various types
5. Small business and convenience/gas stations where there is currently already infrastructure in place ie beside 95
6. Same as I (Retail stores, gas stations, manufacturing, improve Rhodes Pond)
7. “A” gas station with food court at the I95 exit 65



Community Engagement

Northeast Cumberland Questionnaire: Economic Development Response (Continued)

Question VII: *What can be done to support the growth of small businesses and local industries? How can we ensure that economic development is sustainable and equitably benefits all members of the community?*

Verbatim Responses

- 1. Focusing development where people already are and avoiding spatial mismatch.
- 2. Low taxes, sensible regulations and let the free market work. Capitalism
- 3. No response
- 4. Prevent large box stores from building in NE Cumberland. Ie NO WALMART, Target, Dollar General, etc
- 5. Local support
- 6. No Response
- 7. These communities have done very well without businesses! Find other areas on the county to develop! We can shop and eat 9/NINE miles down the road.

Northeast Cumberland Questionnaire: Housing and Residential Response

Question I: *Describe your vision for housing and/or your ideal neighborhood in the Northeast Cumberland area.*

Verbatim Responses

- 1. Conservation subdivisions. Farm preservation buffering. Clustered development. Higher density single-family homes, more open space and tree preservation.
- 2. Major housing development should be kept to the East of Hwy 301. Most areas should be on lots 30000 sq ft or better to use septic and eliminate costly sewer installation and operation.
- 3. No response
- 4. Housing large family rural homes and tracts of land, passed on from one generation to the next. Neighborhoods minimum 2 acre lot size. No tract houses that owners turn into rentals and bring in residents who don't care about the area
- 5. Mostly rural w/ some neighborhoods w/ lot sizes of no less than 1.5
- 6. No response
- 7. This area is doing just fine without growth. My vision is for it to remain just like it currently is.

Question II: *What challenges are you facing in your role as a homeowner/renter/landlord/etc.? What do you see as the source of these challenges?*

Verbatim Responses

- 1. In my role as a planner, I think town struggle to balance requiring quality development w/ encouraging small local business growth.
- 2. Unknown Future Government Regulation and Property Taxes
- 3. None
- 4. The county taking 18% of every property tax dollar and providing very little in return.
- 5. We do not receive mail at our residence and we have to rent a PO Box. Source I still don't know.
- 6. None
- 7. Limited or no police or emergency all services



Community Engagement

Northeast Cumberland Questionnaire: Housing and Residential Response (Continued)

Question III: Are there any areas in the plan area that housing is a concern? What is the concern?

Verbatim Responses

1. The concern I hear most often is that sprawl is taking place and that housing should be focused at the center of towns rather than creeping further out into rural Cumberland.
2. Housing development along the Cape Fear River Corridor causing loss of farmland, animal habitat and the loss of protection of the River. The need for sewer in this hydric soil area and the discharge of sewer in one spot.
3. Looks and affordability.
4. Defining exactly what is meant by “low density” housing.
5. No response
6. No response
7. No housing developments in this community are wanted or needed in the Northeast part of Cumberland County!

Question IV: What type of housing should be dis/encouraged & supported in the area? Where?

Verbatim Responses

1. Discouraged – major subdivisions created from large formally ag. land; Encouraged – sensitivity designed smaller developments closer to town centers.
2. Discourage housing along the areas that require the sewer such as hydric soils areas. Encourage housing in sandy soil areas particularly where lots are large enough to use septic
3. No response
4. No apartments, condos, town houses, developers, mobile homes, or any other multi family dwellings
5. Multi family condo/town homes. Lot sizes less than 1.5 acres. Outside of towns it is rural areas
6. Minimum large lots
7. No community housing; preserve farmland and animal habitats and wetlands.

Northeast Cumberland Questionnaire: Housing and Residential Response (Continued)

Question V: What types of policies or public efforts should be implemented to improve housing and residential conditions in the area?

Verbatim Responses

1. Infill development incentives
2. Change A1 zone from 2 acres to 1 acre lot size. Use the A1A requirements and eliminate A1A district. No rezoning will be required and density should increase in these A1 areas where homes are corst(?).
3. No response
4. Local town councils having complete control over their area to decide the zoning laws
5. No response
6. No response
7. No response

Question VI: What can be done to ensure housing efforts improve the quality of life within the area?

Verbatim Responses

1. Encourage infill and foster community building through economic development, local community engagement, and smart growth to provide quality jobs, essential services
2. Minimum lot size of R10. Add roll back or concrete curbed streets
3. No response
4. See answer to question IV on previous page (No apartments, condos, town houses, developers, mobile homes, or any other multi family dwellings)
5. Better infrastructure as far as water, sewer, and internet
6. No response
7. The Northeast Cumberland County is just fine! Leave it/us ALONE!



Community Engagement

Northeast Cumberland Questionnaire: Housing and Residential Response (Continued)

Question VII: *Would more housing in the area be a good and realistic goal for the community? Why or why not? Is there a compromise that could be made for both sides to accept new housing development being introduced into the area?*

Verbatim Responses

- 1. Yes. Conservation subdivisions permitted near town centers.
- 2. Keep west side of Hwy 301 farm land, animal habitat and lot sizes of 30,000 sqft to 1 acre.
- 3. No response
- 4. As previously stated family homes on acreage intend to be passed on one generation to the next.
- 5. If new housing was to happen then larger lot sizes would be preferable
- 6. Yes but limited to 1 acre minimum lots
- 7. ABSOLUTELY NOT! NO HOUSING COMMUNITIES! NOT WELCOMED!

Northeast Cumberland Questionnaire: Infrastructure and Public Services Response

Question I: *What is the comprehensive goal you have as it pertains to public infrastructure and services in the Northeast Cumberland area?*

Verbatim Responses

- 1. The Town of Wade would like to continue to serve water to citizens where lines are existing and extend lines as needed
- 2. Keep most homes in sandy soils eliminating the need for costly sewer installations and operations where possible.
- 3. No response
- 4. Maintain our current water and sewer system. Improve our roads weight carrying capacity.
- 5. More availability to law enforcement; more internet infrastructure
- 6. Water, sewer and improved highways
- 7. I prefer an UNPOLLUTED Natural environment; beautiful farmland with crops growing. Beef cattle farms.

Question II: *Please share about the service you provide. Capacity? Access? Use? Upcoming projects?*

Verbatim Responses

- 1. Wade has 7 wells and 75,000 gallons of water storage. Wade is seeking funding for additional wells.
- 2. Blank
- 3. No response
- 4. N/A
- 5. No response
- 6. No response
- 7. Small schools – no room for growth



Community Engagement

Northeast Cumberland Questionnaire: Infrastructure and Public Services Response (Continued)

Question III: How do you think infrastructure is viewed by the community?

Verbatim Responses

- 1. Most only consider infrastructure when building. Sewer is necessary for some w/ septic issues, but also can accommodate smaller lots which is viewed negatively by some.
- 2. Many say that water and sewer, particularly sewer, brings more people and more density which interferes with the rural way of living.
- 3. No response
- 4. See answer I above (Maintain our current water and sewer system. Improve our roads weight carrying capacity)
- 5. Depends on where you live
- 6. Mostly positive
- 7. We have all we need. We have water, sewer, transportation. Our schools can NOT handle growth

Question IV: What strategies can be employed to improve public safety and care services?

Verbatim Responses

- 1. Additional funding is needed to provide services to those who need it critically considering the remoteness of some in the area.
- 2. Blank
- 3. No response
- 4. Staff the sheriffs office to (low?) of its authorized number of deputies, and put more deputies on the east side of Cumberland County.
- 5. EMS stationed locally and more police
- 6. Need more sheriff dept presence; need more local EMS presence
- 7. More street lights; cameras; community water; presence of law enforcement

Northeast Cumberland Questionnaire: Infrastructure and Public Services Response (Continued)

Question V: What key utility (water, waste water, internet, energy, etc.) infrastructures should be focused on? Why?

Verbatim Responses

- 1. Water as it is needed for everyone. Sewer is less critical, as septic is a viable option for many.
- 2. Water #1; Sewer where needed #2. Keep additional infrastructure away from the Cape Fear River Corridor. Use septic where possible
- 3. No response
- 4. Just maintain what we have in good working order
- 5. Public water outside of towns; internet to all residents
- 6. Water, sewer availability to County Residence
- 7. The Northeast Cumberland Co. has water, sewer, internet, etc. Leave us alone and stop pushing growth on us – Put it in your neighborhood

Question VI: Are there any specific services that are lacking in the region, how can they be addressed?

Verbatim Responses

- 1. Police, fire, medical
- 2. Blank
- 3. No response
- 4. See previous answer about sheriff's deputies (Staff the sheriffs office to (low?) of its authorized number of deputies, and put more deputies on the east side of Cumberland County)
- 5. Internet it is not available to some areas
- 6. County wide water sewer
- 7. N/A



Community Engagement

Northeast Cumberland Questionnaire: Infrastructure and Public Services Response (Continued)

Question VII: *What strategies can be used to ensure that infrastructure investment is done in a way that is effective and beneficial to all members of the community?*

Verbatim Responses

- 1. Only increase lines/capacity as needed for efficiency.
- 2. Infrastructure development and maintenance is done by government contractors and monopoly suppliers like Duke Energy and PWC. They don't seem to worry about controlling costs to help lower rate payers costs.
- 3. No response
- 4. Build the roads correctly the first time, so you don't have to repair them every 5 years.
- 5. No response
- 6. No response
- 7. N/A

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Community Engagement

Draft Review Session Station 1: About Land Use Planning - Poster 1



About Land Use Planning



Purpose
The future land use plan is a guiding document which provides a framework to ensure that the community's future development, preservation, and growth initiatives reflect the community's long-term vision. The primary goals of which are to **ensure balanced growth, protect natural and cultural resources, and guide development in a way that meets the needs and desires of the community.**

Who Uses the Plan?

- Property Owners and Developers
- Planning Department Staff
- The Joint Planning Board (JPB)
- Town Boards and the County Board of Commissioners

What a Future Land Use Plan is?

- A vision of what your community can be
- A guide to promote health, safety, convenience, efficiency of movement and use of resources
- A reference when applying for grants or updating local policies

What a Future Land Use Plan is Not?

- Change the current use of a property
- Change the current zoning of a property
- Change the amount of property tax owed on a property
- Guarantee that development will occur

Once adopted, the plan is used to:

- Inform zoning and subdivision decisions;
- Shape updates to development ordinances;
- Guide infrastructure investment;
- Support grant applications and local, state, and federal partnerships;
- And provide recommendations and resources for residents, developers, and governing entities.

Planning Process

PHASE 1

EXISTING CONDITIONS

Information is collected from existing plans and public data sources to determine the starting point and identify constraints of the area.

PHASE 2

PUBLIC INPUT

Community goals and insights are collected through surveys and discussions are held to deepen knowledge of the plan area and to guide the plan's intent.

PHASE 3

DRAFTING THE PLAN

A draft plan is created using public input and staff analysis. The plan is circulated for public feedback and edited accordingly.


PHASE 4

ADOPTION


Once a final version of the plan has been created, it is presented to the towns, Joint Planning Board, and the County Commissioners for adoption.

The phases of the land use planning process build on one another and occasionally overlap.

Draft Review Session Station 1: About Land Use Planning - Poster 2



About Land Use Planning



Current Zoning

Zoning is a regulatory tool that outlines the type, density, and arrangement of land uses. Each zoning classification specifies if a desired land use is permitted by right or requires a special use or conditional zoning permit to be approved by either the County Board of Adjustments or the County Board of Commissioners. If within town limits, these approvals would be made by the town's elected officials. Zoning standards also identify development standards such as lot size, setback requirements, and building dimensions which work to ensure development aligns with the community's goals and vision.

Zoning Classifications

- CD
- A1, A1A
- R40, R40A
- R30, R30A, RR, R20, R20A
- R15, R15A
- R6, R6A, R5A
- R5
- C1, C1(P), C2(P), C(P), HS(P), C3
- M, M1(P), M2, M(P)
- O&I(P), O&I

Legend

- Town of Godwin
- Town of Falcon
- Town of Wade

Future Land Use Classifications

- Open Space
- Farmland
- Rural Area Center
- One Acre Residential
- Suburban Density Residential
- Low Density Residential
- Medium Density (No MHP)
- Commercial (Light; Planned)
- Activity Node
- Industrial (Heavy; Planned)
- Office & Institutional (Governmental)

Legend

- Town of Godwin
- Town of Falcon
- Town of Wade

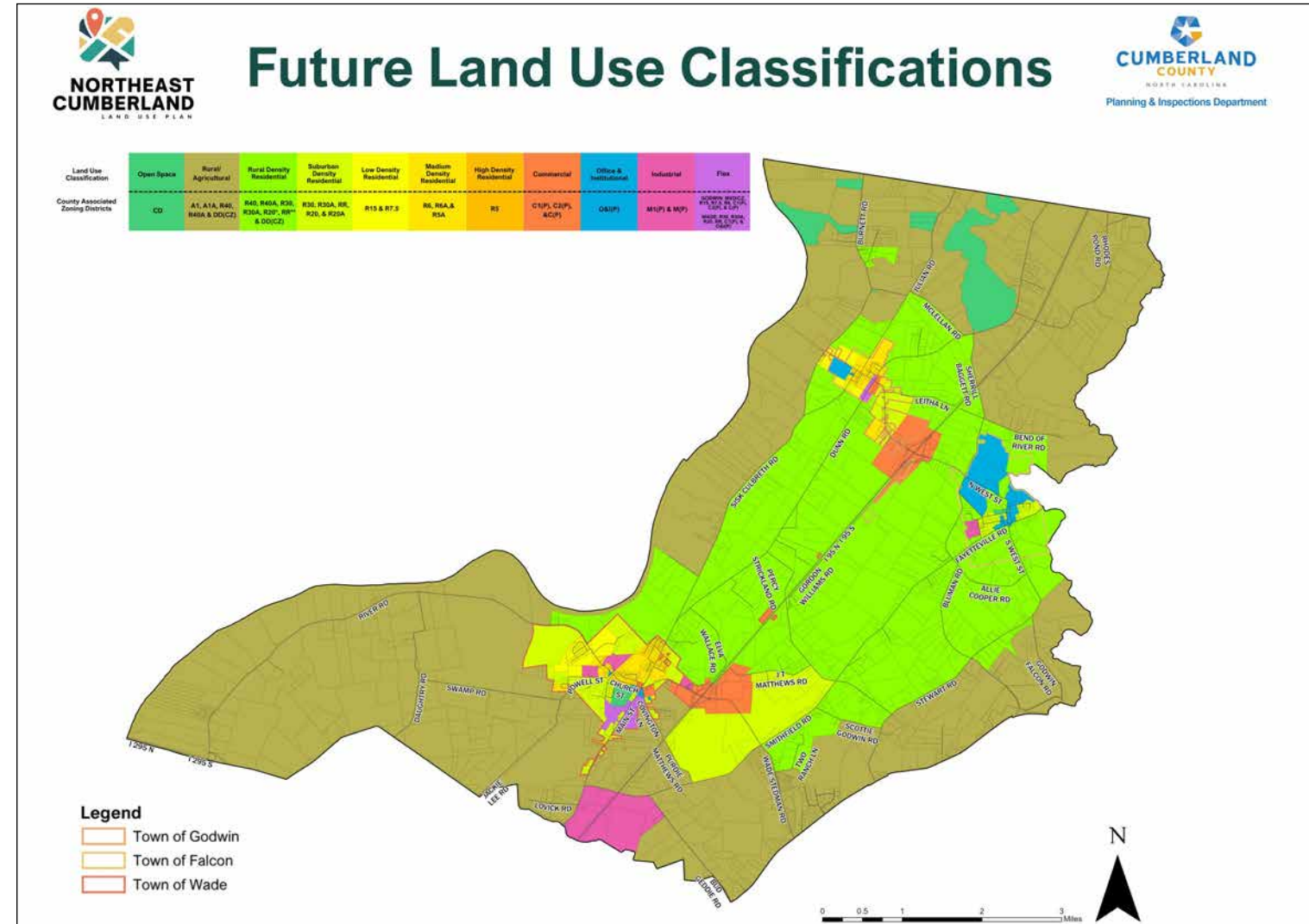
Existing Future Land Use Map

The Existing Future Land Use Map consists of the Vision Northeast (2010) and Wade Study Area Detailed Land Use Plan (2003) county and town approved future land use maps. Each classification shown on the map represents the recommended land use deemed most appropriate for individual properties given the existing conditions, future growth aspirations, and each community's vision at the time.



Community Engagement

Draft Review Session Station 2: Future Land Use Classifications - Poster 1




Draft Review Session Station 2: Future Land Use Classifications - Poster 2




Community Engagement

Draft Review Session Station 3: Goals, Objectives, and Recommendations - Poster 1



Goals & Objectives



Plan Goals & Objectives

The goals and objectives in this plan reflect the community’s shared vision for the future and provide direction for how the area should grow, develop, and be preserved. These were developed based on input from public engagement, the Steering Committee, and a review of existing conditions, policies, and planning best practices.

Each topic area includes one overarching goal and a set of supporting objectives. The goals featured on this poster include those related to Land Use: Open Space, Rural & Agricultural, Residential, Commercial, and Industrial—and Community Topics such as Transportation, Community Appearance, and Facilities & Services.

Open Space

Establish and maintain a connected network of open spaces that conserve natural resources, protect environmentally sensitive areas, and sustain the region’s ecological health. Prioritize the protection of waterways, swamps, and wetlands, including the Cape Fear River, Rhodes Pond, and the swamps of the South and Black Rivers, while enhancing recreational opportunities through greenways, parks, and trails that improve quality of life for all residents.

- Conserve Regional Ecosystems
- Preserve Existing Vegetation
- Protect Water Quality Buffers
- Require usable Open Space
- Support Low-Impact Development

Residential

Provide a full range of housing types and sites with adequate infrastructure in both new and revitalized neighborhoods while maintaining the rural features. By promoting a mix of housing types, maintaining agricultural and open spaces, supporting sustainable development practices, and engaging the community, it’s possible to create neighborhoods that accommodate present and future residents while preserving the area’s unique rural qualities for generations to come. This approach fosters vibrant, sustainable communities that honor both the past and future.

- Preserve Neighborhood Character
- Improve Road Connectivity
- Enforce Housing Standards

Rural and Agricultural

Protect and preserve rural areas, focusing on maintaining a balance between development and sustainability. Conservation efforts, agricultural protection programs, and scenic view preservation contribute to maintaining the area’s rural character, offering residents a higher quality of life and ensuring environmental sustainability for future generations.

- Support New & Beginning Farmers
- Preserve Rural Character
- Expand Agricultural Education
- Encourage Agricultural Incentives
- Limit Urban Encroachment

Commercial

Establish an environment that sustains current and future commercial activities, including office and institutional development, while complementing nearby existing residential areas. Development should promote economic growth, respect community character, and ensure that the development is environmentally sensitive, well-designed, and strategically located. Communities can foster economic development that is not only sustainable and diverse, but also integrated into the fabric of existing residential neighborhoods. This approach encourages strategic growth, attracts businesses, supports local needs, and maintains the character and environmental integrity of the area.

- Encourage Compatible Commercial Development
- Encourage Infill and Redevelopment
- Buffer Commercial and Residential Uses



Draft Review Session Station 3: Goals, Objectives, and Recommendations - Poster 2



Goals & Objectives



Industrial

Promote a diverse range of clean and high-tech industrial/manufacturing enterprises near areas with existing or accessible infrastructure to foster economic growth, technological innovation, and sustainable development. Industrial development should be compatible with surrounding land uses and prioritize both community benefits and environmental responsibility, complementing the existing character of the area.

- Locate and Prioritize Industrial Development Strategically
- Minimize Land Use Conflicts
- Incorporate Substantial Buffers
- Attract Clean and Innovative Industries
- Support Value-Added Agriculture

Transportation

Support a safe, efficient, and well-connected transportation network that accommodates the movement of people and goods, improves access to nearby urban centers where essential services are located, and respects the area’s rural character. Promote transportation improvements that align with the FAMPO/ Cumberland County Comprehensive Transportation Plan while ensuring that investments preserve community identity, protect the environment, and support future growth

- Manage Access to Reduce Congestion
- Support Community Transit Services
- Enhance Roadway Safety and Capacity
- Promote Active Transportation and Trails
- Maintain and Improve Road Infrastructure

Community Appearance

Provide an attractive and cohesive living environment that preserves the area’s natural features, promotes rural character, and encourages thoughtful visual design. Prioritize landscaping, buffering, and site appearance in all new development and public spaces. Enhance the identity of the plan area through improved travel corridors, gateways, and community focal points.

- Encourage Rural Design Features
- Preserve and Enhance Vegetation
- Utilize Landscaping to Improve Visual Character
- Install Entrance Signage
- Address Property Blight & Promote Home Repair Assistance
- Underground Utility Placement

Facilities & Services

Provide a range of accessible, well-maintained community facilities and services that enhance quality of life, promote safety and wellbeing, and reflect the unique character and needs of the area’s rural and small-town communities. Support collaboration among local and regional agencies to ensure that facilities and services—including recreation, utilities, emergency services, and community resources—are delivered in an equitable, cost-effective, and responsive manner.

- Enhance Service Delivery through Collaboration
- Strengthen Law Enforcement Partnerships
- Identify and Enhance Park Facilities
- Coordinate Utility Extensions
- Invest in Fire Protection


To view the complete language of goals and objectives, see pages 48–57 of the draft plan.

Additional goals and objectives for topics such as Smart Growth, Density Development, Watershed Protection, Rhodes Pond, and the Averagesboro Battlefield can be found on pages 38–47.



Community Engagement

Draft Review Session Station 3: Goals, Objectives, and Recommendations - Poster 3

**NORTHEAST CUMBERLAND**
LAND USE PLAN

**CUMBERLAND COUNTY**
PLANNING & INSPECTIONS DEPARTMENT

Recommendations

Plan Recommendations
Recommendations in this plan were developed through a collaborative process that included public engagement, guidance from the Steering Committee, and careful review of existing regulations and planning documents, including the County's Zoning and Subdivision Ordinances and relevant municipal plans. Additional consideration was given to local context, past planning efforts, and best practices in rural and small-town planning.

The recommendations cover a wide range of topics—such as agriculture, community appearance, residential and commercial development, infrastructure, open space, and Smart Growth—as well as specific recommendations for the towns of Godwin, Falcon, and Wade. This poster highlights selected draft recommendations across these topics and references where they appear in the plan.

**See pages 58-67 for the full list of recommendations and topic areas.*

Agriculture

- Encourage preservation of working farmland by implementing policies that limit non-agricultural development in key areas, offering tax or grant incentives for farmers, and supporting educational outreach about the benefits of agriculture to the community and economy.

Averasboro Battlefield

- Maintain Rural/Agricultural associated zoning districts for properties adjacent to Averasboro Battlefield and restrict higher density residential, commercial, or industrial operations.
- Prohibit detached signate, including billboards, within 2,000 feet of the battlefield unless it meets the county's ground sign requirements and does not include illumination or electronic message boards.

Community Appearance

- Strengthen local ordinances and work with county officials to eliminate and prevent blight in regards to removing abandoned buildings, overgrown lots, and deteriorating structures.
- Create a community-led task force to focus on beautification efforts such as removing blighted structures, planting greenery, and maintaining public spaces.

Density Development

- Focus conservation subdivision promotion efforts in future land use areas identified as suitable for rural residential uses or clustered rural development, especially where farmland preservation, open space continuity, or watershed protection is a priority.

Open Space and Recreation

- Pursue funding opportunities to expand existing town parks with ball fields, picnic areas, and additional open space.

Public Services and Infrastructure

- Initiate collaboration with the CDL training school and NCDOT to reduce strain on local roads by identifying preferred routes, adjusting training schedules, and exploring roadway maintenance or improvement efforts.

Residential Development

- Prioritize cluster development for new residential subdivisions to concentrate housing and preserve natural and open space.


Rhodes Pond


- Require rezoning requests for properties surrounding Rhodes Pond to use Conditional Zoning, ensuring that any approved development meets specific buffering, setback, and design requirements.

Smart Growth

- Prioritize development proposals that align with Cumberland County's Strategic Plan focus areas, including economic opportunity, public safety, education, and health and wellness.
- Encourage residential and non-residential growth in areas already served by utilities and major roads, and discourage extensions of infrastructure that promote scattered or leapfrog development.

Draft Review Session Station 4: Godwin Future Land Use Station - Poster 1

**NORTHEAST CUMBERLAND**
LAND USE PLAN

**CUMBERLAND COUNTY**
PLANNING & INSPECTIONS DEPARTMENT

Godwin Future Land Use Map

The Future Land Use Map (FLUM) for the Town of Godwin is designed to guide thoughtful and balanced growth that aligns with the community's long-term goals and vision. It identifies strategic areas for residential, commercial, and recreational development while preserving the town's small-town character and accommodating anticipated population growth.


Key Map Recommendations

- Commercial Zones Along Dunn Road and I-95 Corridor
- Residential Development to Meet Future Housing Demands
- Civic and Recreational Space Expansion
- Flexible Mixed-Use Area to Support Main Street Atmosphere

What's Changed
The FLUM for the town has not gone through significant changes when compared to the map created in 2010. This is because the guiding vision for the future development of the town has generally remained the same, that being for Godwin to remain a peaceful, mostly residential community while allowing for small commercial businesses and expanding recreational options. The only major map changes are described below.

- Flex Area:** indicated to allow for property owners and the community to guide development with the recommended intent of developing a main street atmosphere within the space.
- Office & Institutional:** expanded to provide land that could be developed for civic and recreational uses such as the expansion of the park or the placement of a community library or public pool. This classification is only located on the parcels owned by the Town of Godwin.
- Medium Density Residential:** this recommended classification was expanded to cover all of the center of town. The area was previously classified to exclusively prevent manufactured home parks; however, Planning Staff found it would be more simple to just include a statement that emphasizes that any new development should be in harmony with surrounding properties. Manufactured home parks would not be considered to be in harmony with any current or future development.

For More Details
See Pages 120-124 for Godwin's goal, objectives, recommendations, and additional future land use notes.
See Pages 12-35 for descriptions and development guidelines for the each land use classification.



Land Use Classifications	Open Space	Low Density Residential	Medium Density Residential	High Density Residential	Commercial	Office & Institutional	Flex Area	
Associated Zoning Districts	EQ	AL, ALA, ERL, SRA, & DORCZ	MD, NRD, RP, & DRCZ	SR	R-1S & R-7.5	RD, RDA & RDA	CLP, CDRS & CDP	WADCE, SRS, MS, & MS-10TH, CDRS, & CDP


Godwin Flex Area Development Priorities

- Promote economic and small business development
- Support low to medium-density residential housing near the town's core.
- Prioritize community-oriented development
- Encourage innovative mixed-use development




Community Engagement

Draft Review Session Station 4: Godwin Future Land Use Station - Poster 2

**NORTHEAST CUMBERLAND**
LAND USE PLAN

Town of Godwin

**CUMBERLAND COUNTY**
PLANNING & INSPECTIONS DEPARTMENT

Vision Statement
“The Town of Godwin strives to cultivate a vibrant, inclusive community by promoting policies and initiatives that create opportunities for residential growth, small business development, and an enhanced quality of life for all residents, while maintaining the rural character and environment for current and future generations.”

Town Goal
Preserve the rural landscape and small town character while providing opportunities for development and revitalization efforts that reflect the needs and character of the town. Furthermore, seek to institute policies and measures which will nurture residential growth, empower new business development, and improve upon the quality of life for all residents.

Objectives

- Protect and promote the small town heritage and rural character.
- Encourage future development design to emphasize the protection of natural features and environmentally sensitive areas.
- Promote natural buffers, development setbacks, and planting or maintaining indigenous greenery during new development.
- Encourage residential and commercial development that is in harmony with the surrounding area and reflects the needs of the community.
- Encourage the use of low impact development standards.
- Work to increase the availability of affordable and diverse types of housing.
- Encourage outdoor recreation and activities for all residents and visitors.
- Develop actions and policies which will attract new residents and visitors.
- Work with local and state partners to revitalize and expand public infrastructure including roadways, water service, public sewer, and broadband internet services.
- Provide land and opportunities for commercial development at prime commercial locations.
- Promote measures that encourage and support economic development and the growth of small businesses.
- Encourage public/private partnerships to promote economic growth in and around Godwin.

Recommendations


- Permit the Upzoning of Agricultural Land in the Town
- Encourage Open Space and Community-oriented Design
- Host Town-sponsored Events
- Improve Pedestrian and Bicycle Infrastructure
- Address Traffic and Safety at Key Intersections
- Improve Roadway Maintenance
- Support Small Business Development Along Key Corridors
- Provide Incentives for New Businesses

Key Considerations for Godwin’s Future


- Preserve the rural character, small town charm, and cultural heritage of the town.
- Cultivate a vibrant community where individuals, families, and business are inspired to establish roots and grow together.
- Empower residential growth that reflects the town’s character and the current or planned capacity of the town’s infrastructure.
- Promote policies that improve quality of life and strengthen residents physical, mental, and social well-being.
- Pursue opportunities to enhance and expand high-quality public services and infrastructure.


For More Details
See Pages 120-124 for Godwin’s goal, objectives, recommendations, and additional future land use notes.
See Pages 36-67 for County-wide further considerations including goals, objectives, recommendations, and additional notes.

Draft Review Session Station 5: Falcon Future Land Use Station - Poster 1

**NORTHEAST CUMBERLAND**
LAND USE PLAN

Falcon Future Land Use Map

**CUMBERLAND COUNTY**
PLANNING & INSPECTIONS DEPARTMENT



Future Land Use – Town of Falcon
The Town of Falcon has made significant changes to its Future Land Use Map in response to strong community input. Residents have voiced a clear desire to preserve the town’s rural character and small town feel, avoid rapid growth, reduce strain on infrastructure, and encourage development that supports Falcon’s unique identity—not just growth as a bedroom community for surrounding areas.

What Changed?
The original map designated much of the town for **Low Density Residential**, which could allow for residential lot sizes as small as **7,500 square feet** (about 1/6 of an acre). The revised map now emphasizes:

- **Rural Density Residential** – requiring **approximately 1-acre** lots (the largest residential minimum allowed by Falcon’s ordinance).
- **Suburban Density Residential** – allowing **about 1/2-acre** lots, focused in areas where similar-sized lots or smaller already exist.

These changes don’t prevent property owners from using their existing zoning, but they help **guide future rezoning requests**, which require Town Board approval, toward development that aligns with the town’s goals.

Non-Residential Areas
Most non-residential classifications remain similar or are utilized differently than previously:

- **Office & Institutional** – continues to apply to many properties owned by religious organizations.
- **Industrial** – remains designated where current industrial uses exist and nearby properties.
- **Commercial Development** – No specific sites are designated for general commercial use, except near I-95. However, the plan supports **small, community-serving businesses** in appropriate areas with existing infrastructure—designed to meet local needs while protecting Falcon’s rural character.
- **Open Space** – While different because of changes in the use of open space, this designation is now utilized for town-owned vacant land and J.O. Humphries Memorial Park.

Want More Detail?

- See **pages 12–35** for land classification descriptions.
- See **pages 124–143** for information specific to Falcon.



Community Engagement

Draft Review Session Station 5: Falcon Future Land Use Station - Poster 2



Falcon Future Land Use Map



Vision Statement

“Falcon is a town where rural traditions and community values endure, ensuring a peaceful and connected way of life for generations to come. The town remains dedicated to preserving its small-town character while supporting essential services that enhance the residents’ well-being.”

Goal

Safeguard Falcon’s rural heritage by protecting its landscapes, agricultural roots, and historic sites. Ensure responsible land use that maintains the town’s identity while supporting community-serving development that meets local needs.

Objectives

- Encourage preservation of historical and cultural sites that reflect Falcon’s unique history.
- Maintain the town’s low-density, rural setting while protecting agricultural and natural lands.
- Promote small-scale, locally owned businesses that align with the community’s needs and character.
- Allow for commercial development only when it is able enhance the town’s service offerings without compromising its rural feel.
- Protect, improve, and revitalize parks, recreational spaces, and public facilities that contribute to the town’s sense of community. Plan for efficient and sustainable infrastructure improvements that enhance safety, reduce traffic congestion, and meet residents’ needs.
- Designate zones for light commercial use in locations that minimize disruptions to residential and agricultural areas.
- Involve residents and local stakeholders in decisions about land use to ensure alignment with community values.
- Incentivize the retention of agricultural lands through voluntary conservation easements or agricultural districts.
- Identify key open spaces for long-term preservation as community and ecological assets.
- Encourage land use practices that protect water quality, wildlife habitats, and forested areas.

Recommendations

- Improve Communication on Land Use Decisions promote Participation in Agricultural Programs
- Be Mindful of Satellite Annexations
- Enhance Emergency Services and Infrastructure
- Promote Historic Properties and Heritage
- Establish and Agricultural Zoning District


Key Considerations for Falcon’s Future

- Preserve rural character and avoid growth that disrupts the town’s quite atmosphere.
- Limit development to what serves local needs and complements existing land use patterns.
- Support investments in services and infrastructure that improve everyday life for residents.
- Maintain and celebrate local landmarks, gatherings paces, and small-town traditions.
- Encourage projects that build community connection — such as trails, small parks, or town events.
- Let planning decisions reflect Falcon’s heritages, values and deep sense of community.


See pages 140-142 for Falcon’s goal, objectives, key considerations and a full list of its recommendations and their explanations.

See pages 36-67 for County-wide further considerations including goals, objectives, recommendations, and additional notes.

Draft Review Session Station 6: Wade Future Land Use Station - Poster 1



Town of Wade



The future land use map for the Town of Wade ensures that any growth respects and reflects the rural nature of the town. The predominant land use designation is Suburban Density Residential which requires a minimum lot size of 30,000 square feet to encourage responsible development that fits within the town’s infrastructure limits and maintains its rural identity. The prevalence of Low Density Residential and Medium Density Residential is a result of current zoning designations, and retaining this classification supports consistency with how the land is presently used. Low Density Residential is designed to allow single family homes on a minimum lot size of 7,500 square feet while Medium Density Residential is designed to accommodate single and multi-family homes in a more dense residential neighborhood development. Because the Town of Wade wholly lies within the Cape Fear River WS-IV Protected Area (WS-IV-PA), development within the town must carefully consider the guidelines to ensure growth aligns with long-term protection strategies. For more information, turn back to page 42.

To address the limited availability of resources for essential commercial services like grocery stores and locally owned restaurants, a designated Flex Area has been created. This area is supported by the zoning districts **R30, R30A, R20, RR, C1(P), and O&I(P)**. These districts align with the town’s current zoning framework, offering flexibility to:

- Support balanced residential growth
- Enable local neighborhood businesses
- Provide space for expanding the town’s infrastructure and community resources (e.g., utilities, community gardens, etc.)

Properties with an area of 2.5 acres or greater along the Main Street south entrance corridor were selected for the classification. It is more desirable to have less density; however, this classification allows for a minimum lot size of 20,000 square feet.

Development Priorities:

- **Maintain rural character** by ensuring lot sizes remain 30,000 square feet or greater.
- **Guide development** in a way that is consistent with the town’s infrastructure.
- **Encourage small, community-serving businesses** by allocating appropriate resources.

When rezoning, conditional zoning should be utilized to ensure the use is in harmony with existing and potential future uses.

Want More Detail?


- See **pages 12–35** for land classification descriptions.
- See **pages 144–159** for information specific to Wade.

Land Use Classification	Rural Density Residential	Suburban Density Residential	Low Density Residential	Medium Density Residential	Commercial	Office & Professional	Industrial	Transportation
Town of Wade Associated Zoning Districts	R40, R40A, RR, & DD(CZ)	R20, R30A, RR, & R20	R10 & R7.5	R6, R3A, R5A	C1(P), C2(P), AC(P)	OP(M)	M-1(P) & M(P)	RR, RRA, RRA, RR, C1(P) & GA(P)




Community Engagement

Draft Review Session Station 6: Wade Future Land Use Station - Poster 2



Town of Wade



Vision Statement

“The Town of Wade strives to foster a warm and welcoming environment that embodies the essence of small-town living. The town is dedicated to building a strong sense of community where neighbors know each other, local businesses thrive, and everyone feels at home.”

Goal

Promote a balanced system of development through intentional growth and preserve the unique, charming aesthetic of a small town by incorporating open spaces, sustainable infrastructure, and supporting local businesses.

Objectives

- Protect and preserve existing farming and farming operations, rural landscapes, and natural areas from urban encroachment.
- Ensure residential areas are designed in a way that minimizes the environmental impact.
- Coordinate the development of residential areas with the existing or planned utility infrastructure.
- Encourage “conservation subdivisions” that allow for cluster homes on smaller lots while preserving large areas of undeveloped land to protect rural character.
- Protect utility corridors from encroachment by incompatible land uses, such as high-density residential or commercial developments.
- Offer slower-paced, community-based services like local shops, post offices, and libraries where interactions are personal and familiar.
- Limit large chain stores or franchises in the town center to preserve the authenticity and character of the local economy.
- Support commercial development that prioritizes in key essentials such as food, gas, and household items.
- Ensure access to healthy food options by promoting areas for grocery stores, farmers’ markets or community gardens.
- Promote a stable economic environment for locally owned and operated businesses to become established.

Recommendations

- Promote Wade’s Visibility on I-95
- Expand Water and Sewer Infrastructure
- Explore Alternative Water Sources
- Create a Long-Term Sewage Management Plan
- Encourage Balanced Growth
- Promote Access to Healthy Food
- Implement Signage and Advertisement Standards
- Invest in Public Recreation
- Support Road Maintenance Upgrades

Key Considerations for Wade’s Future

- Encourage large lot sizes to prevent overcrowding and maintain small town vibe.
- Direct development to areas that can be well supported by the existing infrastructure.
- Prioritize the upkeep and improvement of existing infrastructure to ensure it can support both new and existing developments effectively.
- Invest in quality of life aspects that benefit residents and enhance daily life.

See pages 158-159 for Wade’s goal, objectives, key considerations and a full list of its recommendations and their explanations.

See pages 36-67 for County-wide further considerations including goals, objectives, recommendations, and additional notes.

Draft Review Session Feedback Form

Staff received a total of 9 in-person feedback forms and 2 digitally submitted feedback forms.

Identifying Information Responses


Question b: Relationship to Area

- Property Owner - 5
- Resident - 2
- Property Owner and Resident - 3
- Property Owner and Business or Organization - 1

Besides answers for question b information provided in this area included personal/private information shown


Questions 1-8 and there responses are provided on the following pages.

The following responses have been transcribed as accurately as possible from handwritten input. Some words were illegible; however, staff made every effort to interpret and include wording that aligns with the likely intent of the respondent.



Northeast Cumberland Land Use Plan

Draft Review Session Feedback Form



a. Name _____

b. Relationship to Area
Property Owner ☐ Resident ☐ Business or Organization ☐ Other _____

c. Contact Information
Phone _____ and/or Email _____

d. Address (Optional) _____ Do you live/work in Town Limits? If so, which town? _____

1. The Draft Future Land Use plan...
A) Matches my view of the future of the plan area.
B) Partially matches my view, but I have some concerns or suggestions.
C) Does not match my view for the future of the plan area.

Why?

2. The Draft Future Land Use map...
A) Matches my view of the future of the plan area.
B) Partially matches my view, but I have some concerns or suggestions.
C) Does not match my view for the future of the plan area.

Why?

3. Does the plan make sense to you? Are any sections confusing or unclear?

4. Does the plan reflect your town’s unique goals and identity? Are the town’s goals, objectives, and recommendations appropriate?

5. What do you like best about the draft plan?

6. What’s one thing you would change? Is there anything you think is missing from the plan?

7. Any additional notes, concerns, or comments?

8. On a scale of 0 to 10, how would you rate the plan, where 0 means ‘Very Poor’ and 10 means ‘Excellent’?

0 1 2 3 4 5 6 7 8 9 10
Very Poor Excellent

For in-person feedback, please hand your feedback form in at the front table before you leave.

If you have additional feedback, please contact us by phone or email. We ask that all plan feedback be returned by Monday, July 28th, 2025, at 8:00 AM to allow us time to review and update the plan as needed.



Community Engagement

Draft Review Session Feedback Form - Plan Related Questions Response

Question 1: The Draft Future Land Use *plan*....

- Matches my view of the plan area. **2**
- Partially Matches my view, but I have concerns or suggestions. **5**
- Does not match my view of the future of the plan area. **2**
- Provided No Response / Left Blank **2**

Why?

Verbatim Responses

- There is no plan for education, which I understand is the D of E's job, but it should be taken into consideration. It seems a lot of land is being zoned away from agriculture to housing. Basically, it seems that it's being formulated in order to point to where development could happen--perhaps to attract developers?--and less to look at how the land might best be used. There is little about infrastructure (and some of it is wrong about infrastructure) or future impacts to people who already live here or could potentially move here.
- Because the towns of Wade and Godwin needs some commercial business to bring in some money into both towns to build them up. Highway 301 is a major highway - please put commercial business down 301. Needs 1. Gas Station 2. Mini Market 3. Laundry Mat 4. (Blank)
- Yes + No / R15 only in Wade for Low Density
- RURAL DENSITY RESIDENTIAL NORTH OF ROSS WEST ROAD
- Rural Density Residential should be extended just North of Ross West road to square up the projected plan
- Maybe somewhat but land preserve
- Woud like to see Rhodes Pond again turned into a recreational are / TRI - county CUMBERLAND, Sampson and Harnett Presently used as Depository and storage for Heavy Equipment
- Partially, I would like to see development of tourist connections w/ Averagesboro and definitive plans for basic necessities for Town of Godwin + Town of Falcon
- As a resident for 5 years now, I love my location, and pleased that no drastic changes to the area.
- Provided No Response / Left Blank **2**

Draft Review Session Feedback Form - Plan Related Questions Response (Continued)

Question 2: The Draft Future Land Use *map*....

- Matches my view of the plan area. **3**
- Partially Matches my view, but I have concerns or suggestions. **4**
- Does not match my view of the future of the plan area. **1**
- Provided No Response / Left Blank **2**

Why?

Verbatim Responses

- Same as above.
- The area is a total site the grass needs to be cut on the side of the road, needs sidewalks and public transportation up and down 301 - People in Godwin and Wade need something to bring in some revenue
- PLEASE EXTEND RURAL DENSITY RESIDENTIAL UP TO JULIAN ROAD + NORTH OF ROSS WEST ROAD
- The map would be better squared off
- yes1 and no whats to keep a small town
- The most important issues are addressed
- Provided No Response / Left Blank **5**

Question 3: Does the plan make sense to you? Are any sections confusing or unclear? (This question was accidentally asked twice online, the italic portion is the secondary response for online answers from the same respondent.)

Verbatim Responses

- In the online version, it is difficult to differentiate between the green colors on the proposed land use map. There are so many various zoning areas that "may or may not be" that it's tough to really grasp it all. *I'd like to say that I understand that the plan is what the land MAY be suitable to be used for and not what it WILL be used for, but it still seems that it's focused on bringing in more people instead of seeing how we can maintain. I'm not opposed to change, but if we keep shoving agriculture aside in favor of development, we're in trouble in the future.*
- Yes, all of it because it does not talk about building up the community but how to increase the property taxes of the retireees, who live in these town. It's a shame that 301 looks like it does between Godwin + Wade - Needs build up 301 is a major highway HELP!
- NO
- It makes sense
- Makes sense -
- Yes
- The plan makes sense, each section is clear, not at all confusing. *The sections are clear and not confusing.*
- Provided No Response / Left Blank **3**



Community Engagement

Draft Review Session Feedback Form - Plan Related Questions Response (Continued)

Question 4: Does the plan reflect your town's unique goals and identity? Are the town's goals, objectives, and recommendations appropriate?

Verbatim Responses

- We are near Wade. My family has been in Wade since the sixties, and we moved back here 14 years ago. This part of the county has always been rural and small town, and it's ironically why people move here. But if we keep wedging in subdivisions and such, it's going to change everything. We've lived in enough military towns to see what happens when a place grows too quickly, and it seems the land use is focused more on bringing in more people than it is on maintaining/fostering what people love about the area. I do understand that many of our local families are no longer farming or will stop soon, which is sad and is a nationwide issue, but what are we doing to draw in new farmers and maintain this vital part of our country, especially in a time when tariffs are raising prices? It seems we're focused more on how to get the most money for the land than on what might be best for people down the road.
- yes
- Yes, we feel they are appropriate
- I think in a way because we wants to stay small as possible
- I think the plan is right for the Godwin areas.
- Provided No Response / Left Blank **6**

Question 5: What do you like best about the draft plan?

Verbatim Responses

- That it SAYS the focus is on maintaining what we already have as far as "vibe," though the maps don't show that.
- Last 20yr plan went no where.
- yes thorough
- really don't until i look it over some more
- The Detail
- It keeps the area free of residential over population, and takes the environment into consideration as well.
- Provided No Response / Left Blank **5**

Draft Review Session Feedback Form - Plan Related Questions Response (Continued)

Question 6: What's one thing you would change? Is there anything you think is missing from the plan?

Verbatim Responses

- I'd love to see a working together with other divisions (like education) for a full discussion/plan of how everything will work together. When we asked questions, we were told often that the answers would have to come from other divisions. The pieces aren't all working together. I understand that's how government can be, but it all seems kind of performative.
- Bypass for church st as shown in previous 20yr plan
- - on the goals for park we would like to see further recreation for children especially in the summer-time: splash pad on vacant park land adjacent to park, amphitheater would be useful for the citizens to enjoy, groups, etc. - as well as walking trail to black river - (This comment is referencing Falcon)
- let me go over the plan
- I feel the plan covers the necessary issues.
- Provided No Response / Left Blank **6**

Question 7: Any additional notes, concerns, or comments?

Verbatim Responses

- None
- Provided No Response / Left Blank **10**

Question 8: On a scale of 0 to 10, how would you rate the plan, where 0 means ‘Very Poor’ and 10 means ‘Excellent’?

- 4 **(1)**
- 5 **(2)**
- 9 **(1)**
- 10 **(2)**
- Provided No Response / Left Blank **5**

Additional In-Person Comment Cards

- Call with PB (Joint Planning Board) meeting Date/Time/Location — Name/Contact information of two people omitted
- Wade Low Density R-15 only In Town of Wade
- Contact Regarding Rhodes Pond — Name/Contact information omitted
- Thanks, You Guy have done A GREAT GOD THANK Again



Legislative Language

Legislative language guides operations and procedure at the local level. The North Carolina General Assembly passes legislation that all local governments must adhere to, and local governments have their own legislative language, known as the code of ordinances. The Planning Staff references Chapter 160D Local Planning and Development Regulation of the North Carolina General Assembly when providing services for the County and Towns under the joint planning board agreement, and the Planning Staff utilizes the local ordinances as they apply when assessing planning related matters, such as a subdivision, rezoning, plat recording, etc. The following are resources Planning Staff referenced for this plan.

N.C.G.S. Chapter 160D

Chapter 160D of the North Carolina General Statutes consolidated city- and county-enabling statutes for development regulations (formerly in Chapters 153A and 160A) into a single, unified chapter. All city and county zoning, subdivision, and other development regulations, including unified-development ordinances, should be updated to conform to the new law. The deadline for language compliance was July 1, 2021. Link to 160D Language: https://www.ncleg.gov/EnactedLegislation/Statutes/HTML/ByChapter/Chapter_160D.html

North Carolina General Statutes Legislative Language for Comprehensive Planning

N.C General Statutes Regarding Land Use Plans
§ 160D-501. Plans.

Requirements for Zoning

As a condition of adopting and applying zoning regulations under this Chapter, a local government shall adopt and reasonably maintain a comprehensive plan or land-use plan.

Plans – A comprehensive plan sets forth goals, policies, and programs intended to guide the present and future physical, social, and economic development of the jurisdiction. A land-use plan uses text and maps to designate the future use or reuse of land. A comprehensive or land-use plan is intended to guide coordinated, efficient, and orderly development within the planning and development regulation jurisdiction based on an analysis of present and future needs. Planning analysis may address inventories of existing conditions and assess future trends regarding demographics and economic, environmental, and cultural factors. The planning process shall include opportunities for citizen engagement in plan preparation and adoption. A local government may prepare and adopt other plans as deemed appropriate. This may include, but is not limited to, small area plans, neighborhood plans, hazard mitigation plans, transportation plans, housing plans, and recreation and open space plans.

Adoption and Effect of Plans – Plans shall be adopted by the governing board with the advice and consultation of the planning board. Adoption and amendment of a comprehensive or land-use plan is a legislative decision and shall follow the process mandated for zoning text amendments set by G.S. 160D-601. Plans adopted under this Chapter may be undertaken and adopted as part of or in conjunction with plans required under other statutes, including, but not limited to, the plans required by G.S. 113A-110. Plans adopted under this Chapter shall be advisory in nature without independent regulatory effect. Plans adopted under this Chapter do not expand, diminish, or alter the scope of authority for development regulations adopted under this Chapter. Plans adopted under this Chapter shall be considered by the planning board and governing board when considering proposed amendments to zoning regulations as required by G.S. 160D-604 and G.S. 160D-605. If a plan is deemed amended by G.S. 160D-605 by virtue of adoption of a zoning amendment that is inconsistent with the plan, that amendment shall be noted in the plan. However, if the plan is one that requires review and approval subject to G.S. 113A-110, the plan amendment shall not be effective until that review and approval is completed. (2019-111, s. 2.4; 2020-3, s. 4.33(a); 2020-25, ss. 11, 51(a), (b), (d).)

Cumberland County

Cumberland County Zoning Ordinance

The Zoning Ordinance established zoning regulations in Cumberland County, North Carolina, and providing for the administration, amendment and enforcement of this ordinance and defining the duties and powers of a Board of Adjustment in accordance with the provisions of the North Carolina General Statutes and amending all previous Cumberland County Zoning Ordinances. This ordinance is to provide for the public health, safety and general welfare, encourage orderly development, protect the quality of the environment and regulate the location and use of structures and land for commerce, industry, residences, parks, public uses, etc., in accordance with the Comprehensive Land Use Plan.

Link to the Cumberland County Zoning Ordinance: https://www.cumberlandcountync.gov/docs/default-source/planning-documents/ordinances/county/completed/county-zoning-ordinance_03-15-2021.pdf?sfvrsn=756f7756_0

Cumberland County Subdivision Ordinance

The purpose of this ordinance is to establish regulations and procedures for the platting, recording and development of real property within Cumberland County. This ordinance applies to all unincorporated parcels within Cumberland County.

Link to the Cumberland County Subdivision Ordinance: <https://www.cumberlandcountync.gov/vd-Planning/downloads/Cumberland%20County%20Code%20Subdivision%20Regulations.pdf>

Zoning Descriptions

Cumberland County Conservancy Districts

CD Conservancy District - This district is designed to preserve and protect identifiable natural resources from urban encroachment. The general intent of the district is to provide open area uses for such resource areas that will continue to provide limited development potential while preserving existing conditions to the extent feasible. Areas to be zoned in this district shall be identifiable as swamp, marsh, flood land, poor or very severe soils areas or managed and unmanaged woodland on USGS (Geological Survey) maps, soil maps prepared by the USDA (Department of Agriculture) Soil Conservation Service or other appropriate sources and on file in the County Planning and Inspections Department.

Cumberland County Agricultural Districts

A1 Agricultural District - This district is designed to promote and protect agricultural lands, including woodland, within the County. The general intent of the district is to permit all agricultural uses to exist free from most private urban development except for large lot, single-family development. Some public and/or semi-public uses as well as a limited list of convenient commercial uses are permitted to ensure essential services for the residents.

A1A Agricultural District - This district is primarily designed to allow for residential use of single-family residential dwellings and/or Class A manufactured homes on lots with an area of one acre or greater and is to be located within predominantly agricultural areas. The district is not intended to encourage large scale developments and shall not be considered for tracts of land greater than ten acres.



Cumberland County

Cumberland County Residential Districts

R40 Residential District - A district designed primarily for single-family dwelling units with a lot area of 40,000 square feet or above.

R40A Residential District - A district designed primarily for single-family dwelling units including the use of manufactured homes on individual lots with a lot area of 40,000 square feet or above.

R30 Residential District - A district designed primarily for single-family dwelling units with a lot area of 30,000 square feet or above.

R30A Residential District - A district designed primarily for single-family dwelling units and Class A manufactured homes with a lot area of 30,000 square feet or above.

R20 Residential District - A district designed primarily for single-family units with a lot area of 20,000 square feet or above.

R20A Residential District - A district designed primarily for single-family units and Class A manufactured homes with a lot area of 20,000 square feet or above.

RR Rural Residential District - A district for traditional rural use with lots of 20,000 square feet or above. The principal use of the land is for suburban density residential, including manufactured housing units, and agricultural purposes. These districts are intended to ensure that residential development not having access to public water supplies and dependent upon septic tanks for sewage disposal will occur at a sufficiently low density to provide for a healthful environment.

R15 Residential District - A district designed primarily for single-family dwelling units with a lot area of 15,000 square feet or above.

R7.5 Residential District - A district designed primarily for single-family dwellings on lots with a lot area of 7,500 square feet or above.

R6 Residential District - A district designed for a mix of single- and multi-family dwellings.

R6A Residential District - A district designed for a mix of single- and multi-family dwellings including the use of manufactured homes on individual lots and in manufactured home parks.

R5A Residential District - A district designed primarily for multi-family dwelling units with a maximum density of 13 ½ dwelling units per net acre.

R5 Residential District - A district designed primarily for multi-family dwelling units with a maximum density of 29 units per acre, dependent upon the type of development.

Cumberland County Office & Institutional Districts

O&I(P) Planned Office and Institutional District - This district is designed primarily for agencies and offices rendering services in the professions, finance, real estate and brokerage, as well as both public and private institutional functions, public assembly, religious and certain cultural and recreational activities and group housing. The uses in this district classification may be characterized generally as having no retail or wholesale trade, except as incidental uses. The district is often situated between business and residential areas and may also consist of a mix of limited business and residential uses. The regulations are designed for maintaining more compatibility with nearby residential districts than a commercial district would provide. To promote the essential design features with the O&I(P) district, plan approval is a requirement.

Cumberland County Commercial Districts

C1(P) Planned Local Business District - This district is designed to cater to the ordinary shopping needs of the immediate neighborhood with emphasis on convenience goods. This district is customarily located adjacent to an arterial street and generally surrounded by residential areas. To promote the essential design features with the C1(P) district, plan approval is a requirement.

C2(P) Planned Service and Retail District - This district is designed to allow for the nonresidential development of land with service and retail uses not typically considered intrusive to neighboring residential properties or in areas generally requiring a greater degree of restrictions regarding the commercial use of properties.

C(P) Planned Commercial District - This district is designed to assure the grouping of buildings on a parcel of land so as to constitute a harmonious, efficient and convenient 39 June 20, 2005 County Zoning Ordinance w/ Amendments through January 16, 2024 retail shopping area. Site plans assure traffic safety and the harmonious and beneficial relations between the commercial area and contiguous land. To promote the essential design features with the C(P) district, plan approval is a requirement.

Cumberland County Industrial Districts

M1(P) Planned Light Industrial District - This district is designed for a wide variety of light industrial operations involving manufacturing, processing and fabrication of materials, operations involving wholesaling and bulk storage, other non-retail uses and certain public assembly and recreational uses. The general intent of the district is to prohibit residential, retail and heavy industrial uses of the land. By their nature, the uses permitted in this district are generally not compatible with residential or shopping center uses. To promote the essential design features with the M1(P) district, site plan approval is a requirement.

M(P) Planned Industrial District. This district is designed primarily for basic manufacturing and processing industries, all of which normally create a high degree of nuisance and are not generally compatible with surrounding or abutting residential or commercial areas. The general intent of this district is to permit uses confined to service, wholesaling, manufacturing, fabrication and processing activities that can be carried on in an unobtrusive manner characterized by low concentration and limited external effects with suitable open spaces, landscaping, parking and service areas. This district is customarily located on larger tracts of land with good highway and rail access buffered from residential districts by other more compatible uses. Commercial activities are not permitted except those having only limited contact with the general public and those not involving the sale of merchandise at retail except for items produced on the premises or for the purpose of serving employees, guests and other persons who are within the district with an industrial activity. To promote the essential design features within the M(P) district, site plan approval is a requirement.



Cumberland County

Cumberland County Conditional Zoning Districts

Companion Districts - Each district includes a companion Conditional Zoning district (e.g. A1 has A1/CZ) where no uses are permitted by right. This district is designed for the development and use of the property subject to predetermined ordinance standards and rules imposed as part of the legislative decision creating the district and applying it to the particular property. (Article V)

Mixed Use Development – Conditional Zoning District (MXD/CZ) - The purpose of this district is to encourage innovative development on a conditional basis by providing use flexibility while maintaining quality design standards tempered with proper controls 40 June 20, 2005 County Zoning Ordinance w/ Amendments through January 16, 2024 regarding buffering, landscaping, open space designation, density and other conditions. (Article VI)

Planned Neighborhood Development – Conditional Zoning District (PND/CZ) - A district designed for the planned development of various residential densities concurrent with neighborhood-oriented uses in a single project. (Article VII)

Density Development – Conditional Zoning District (DD/CZ) - The purpose of this district is to promote the preservation of open space and the rural areas within the County, through permanent restriction of development on a percentage of a tract, buffering, and clustering of lots, while at the same time providing for the residential development of land. (Article VIII)



Town of Godwin

Town of Godwin Zoning Ordinance

An ordinance establishing zoning regulations in the Town of Godwin, North Carolina, and providing for the administration, amendment and enforcement of this ordinance and defining the duties and powers of a Board of Adjustment in accordance with the provisions of the North Carolina General Statutes. The zoning regulations and districts as set forth in this ordinance have been made in accordance with a comprehensive land use plan and are designed to protect the public health, safety and welfare; to lessen congestion in the streets; to secure safety from fire, panic and other dangers; to provide adequate light and air, to prevent the overcrowding of land; to avoid undue concentration of population; protect the quality of the environment, and to facilitate the adequate provision of transportation, water, sewage, schools, parks, and other public requirements. These regulations have been made with reasonable consideration, among other things, as to the character of each district and its peculiar suitability for particular uses and with a view to conserving the value of building and encouraging the most appropriate use of land throughout the Town of Godwin.

Link to the Town of Godwin Zoning Ordinance: https://www.cumberlandcountync.gov/docs/default-source/planning-documents/ordinances/godwin/completed/p13-36_complete_godwin_ord_05052014.pdf?sfvrsn=250be5ed_0

Town of Godwin Subdivision Ordinance

The purpose of this ordinance is to establish regulations and procedures for the platting, recording and development of real property within the Town of Godwin. The Godwin Board of Commissioners hereby finds that these regulations and procedures are necessary in order to promote the orderly development of the Town; provide for the coordination and dedication of streets and thoroughfares; provide for the dedication of land for other public purposes; ensure the proper installation of streets, public utilities and other community facilities, promote the eventual elimination of unsafe and unsanitary conditions arising from improper land subdivision and development; ensure proper description, identification, monumentation and recording of subdivision properties; and ultimately promote the public health, safety and general welfare.

Link to the Town of Godwin Subdivision Ordinance: [https://www.cumberlandcountync.gov/docs/default-source/planning-documents/ordinances/godwin/complete-subdivision-ordinance-\(approved-11-17-2014\).pdf?sfvrsn=1c79b133_2%20Target=%22_blank%22](https://www.cumberlandcountync.gov/docs/default-source/planning-documents/ordinances/godwin/complete-subdivision-ordinance-(approved-11-17-2014).pdf?sfvrsn=1c79b133_2%20Target=%22_blank%22)

Zoning Descriptions

Town of Godwin Conservancy District

CD Conservancy District - This district is designed to preserve and protect identifiable natural resources from urban encroachment. The general intent of the district is to provide open area uses for such resource areas that will continue to provide limited development potential while preserving existing conditions to the extent feasible. Areas to be zoned in this district shall be identifiable as swamp, marsh, flood land, poor or very severe soils areas or managed and unmanaged woodland on USGS (Geological Survey) maps, soil maps prepared by the USDA (Department of Agriculture) Soil Conservation Service or other appropriate sources and on file in the County Planning and Inspections Department.



Town of Godwin

Town of Godwin Agricultural Districts

A1 Agricultural District - This nonexclusive district is designed to promote the continuation and preservation of agricultural activities in those areas most suitable for the activities. It is intended that the owners of properties in this district can rely upon development standards designed to protect the surrounding viable agricultural economy while co-existing with other residential or non-residential uses including large lot residential. The provisions of the district have been specifically formulated to further the objectives of the Growth Vision Plan which provides for a more diversified local economy coupled with well-managed growth and development in the small municipalities.

A1A Agricultural District - This district is primarily designed to allow for residential use of single-family residential dwellings and/or Class A manufactured homes on lots with an area of one acre or greater and is to be located within predominantly agricultural areas. The district is not intended to encourage large scale developments and shall not be considered for tracts of land greater than ten acres.

Town of Godwin Residential Districts

R40 Residential District -A district designed primarily for single-family dwelling units with a lot area of 40,000 square feet or above.

R40A Residential District - A district designed primarily for single family dwelling units including the use of manufactured homes on individual lots, with a lot area of 40,000 square feet or above.

RR Rural Residential District - A district for traditional rural use with lots of 20,000 square feet or above. The principal use of the land is for suburban density residential, including manufactured housing units, and agricultural purposes. These districts are intended to ensure that residential development not having access to public water supplies and dependent upon septic tanks for sewage disposal will occur at a sufficiently low density to provide for a healthful environment.

R15 Residential District - A district designed primarily for single-family dwelling units with a lot area of 15,000 square feet or above.

R7.5 Residential District - A district designed primarily for single-family dwellings on lots with a lot area of 7,500 square feet or above.

R6 Residential District - A district designed for a mix of single- and multi-family dwellings.

R6A Residential District - A district designed for a mix of single- and multi-family dwellings including the use of manufactured homes on individual lots and in manufactured home parks with a lot area of six thousand 6,000 square feet.

R5A Residential District - A district designed primarily for multi-family dwelling units with a maximum density of 13 ½ dwelling units per net acre.

Town of Godwin Planned Professional District

O&I(P) Office and Institutional District - This district is designed primarily for agencies and offices rendering specialized services in the professions, finance, real estate and brokerage, as well as both public and private institutional functions, public assembly, religious and certain cultural and recreational activities and group housing. The uses in this district classification may be characterized generally as having no retail or wholesale trade, except as incidental use. The district is often situated between business and residential areas and may also consist of a mix of limited business and residential uses. The regulations are designed for maintaining more compatibility with nearby residential districts than a commercial district would provide. To promote the essential design features with the O&I(P) district, plan approval is a requirement.

Town of Godwin Planned Commercial Districts

C1(P) Planned Local Business District - This district is designed to cater to the ordinary shopping needs of the immediate neighborhood with emphasis on convenience goods. This district is customarily located adjacent to an arterial street and generally surrounded by residential areas. To promote the essential design features with the C1(P) district, plan approval is a requirement.

C2(P) Planned Service and Retail District - This district is designed to allow for the non-residential development of land with service and retail uses not typically considered intrusive to neighboring residential properties or in areas generally requiring a greater degree of restrictions regarding the commercial use of properties.

C(P) Planned Commercial District - This district is designed primarily for a wide variety of retail and wholesale business, commercial and contract services, commercial recreation and amusement, public assembly and office uses. This district is designed to assure the grouping of buildings on a parcel of land so as to constitute a harmonious, efficient and convenient retail shopping area. Site plans assure traffic safety and the harmonious and beneficial relations between the commercial area and contiguous land. To promote the essential design features with the C(P) district, plan approval is a requirement.

Town of Godwin Planned Industrial Districts

M1(P) Planned Light Industrial District - This district is designed for a wide variety of light industrial operations involving manufacturing, processing and fabrication of materials, operations involving wholesaling and bulk storage, other non-retail uses and certain public assembly and recreational uses. The general intent of the district is to prohibit residential, retail and heavy industrial uses of the land. By their nature, the uses permitted in this district are generally not compatible with residential or shopping center uses. To promote the essential design features with the M1(P) district, site plan approval is a requirement.

M(P) Planned Industrial District - This district is designed primarily for a variety of industrial operations, including basic manufacturing, wholesaling, distribution, and processing industries. The general intent is to encourage the new use of certain lands for industrial purposes that strengthen the local economy and affording limited external effect with suitable open spaces, landscaping, parking and service areas. This district is customarily located on larger tracts of land with good highway and rail access and buffered from residential districts by use of existing or planted vegetation or other types of screening, or by other more compatible uses. Typically, commercial activities are not permitted except those having only limited contact with the general public and not involving the sale of merchandise at retail except for items produced on the premises or for the purpose of serving employees, guests and other persons who are within the district with an industrial activity. To promote the essential design features within the M(P) district, site plan approval is a requirement.



Town of Godwin

Town of Godwin Conditional Zoning Districts

Companion Districts - Each district includes a companion Conditional Zoning district (e.g. A1 has A1/CZ) where no uses are permitted by right. This district is designed for the development and use of the property subject to predetermined ordinance standards and rules imposed as part of the legislative decision creating the district and applying it to the particular property. (Article V)

Mixed Use Development - Conditional Zoning District (MXD/CZ) - The purpose of this district is to encourage innovative development on a conditional basis by providing use flexibility while maintaining quality design standards tempered with proper controls regarding buffering, landscaping, open space designation, density and other conditions (Article VI)

Density Development - Conditional Zoning District (DD/CZ) - The purpose of this district is to promote the preservation of open space and the rural areas within the town, through permanent restriction of development on a percentage of a tract, buffering, and clustering of lots, while at the same time providing for the residential development of land. (Article VII)



Town of Falcon

Town of Falcon Zoning Ordinance

The zoning regulations and districts as herein set forth have been made in accordance with a comprehensive plan and are designed to lessen congestion in the streets; to secure safety from fire, panic and other dangers; to promote health and general welfare; to provide adequate light and air; to prevent the overcrowding of land; to avoid undue concentration of population; and to facilitate the adequate provision of transportation, water, sewerage, schools, parks and other public requirements. These regulations have been made with reasonable consideration, among other things, as to the character of each district and its peculiar suitability for particular uses and with a view to conserving the value of building and encouraging the most appropriate use of land throughout the Town of Falcon.

Link to the Town of Falcon Zoning Ordinance: https://www.cumberlandcountync.gov/docs/default-source/planning-documents/ordinances/falcon/completed/complete_zoning_ordinance_02082013.pdf?sfvrsn=68c5c119_0

Town of Falcon Subdivision Ordinance

The purpose of this ordinance is to establish regulations and procedures for the platting, recording and development of real property within the Town of Falcon. The Falcon Board of Commissioners hereby finds that these regulations and procedures are necessary in order to promote the orderly development of the Town; provide for the coordination and dedication of streets and thoroughfares; provide for the dedication of land for other public purposes; ensure the proper installation of streets, public utilities and other community facilities, promote the eventual elimination of unsafe and unsanitary conditions arising from improper land subdivision and development; insure proper description, identification, monumentation and recording of subdivision properties; and ultimately promote the public health, safety and general welfare.

Link to the Town of Falcon Subdivision Ordinance: https://www.cumberlandcountync.gov/docs/default-source/planning-documents/ordinances/falcon/completed/p07-73_falcon_subdivision_ordinance_10-01-2007.pdf?sfvrsn=15b1386b_2%20Target=%22_blank%22

Link to the Town of Falcon Subdivision Ordinance Amendments: https://www.cumberlandcountync.gov/docs/default-source/planning-documents/ordinances/falcon/completed/p07-73_falcon_subdivision_ordinance_10-01-2007.pdf?sfvrsn=15b1386b_2%20Target=%22_blank%22

Town of Falcon Community Standards Ordinance

The purpose of this ordinance is to establish acceptable standards for appearance and quality of life issues for the Falcon community. The standards contained within this ordinance are intended to preserve the character and integrity, protect the property values, and to promote and preserve the visual and economic interests of the Town while protecting the public health, safety and welfare of the citizens.

Link to the Town of Falcon Community Standards Ordinance: https://www.cumberlandcountync.gov/docs/default-source/planning-documents/ordinances/falcon/completed/falcon_community_standards_080309.pdf?sfvrsn=a6ebbc40_0%20Target=%22_blank%22



Town of Falcon

Zoning Descriptions

Town of Falcon Residential Districts

R40A Residential District - A district designed primarily for single family dwelling units including the use of manufactured homes, class A on individual lots, with a lot area of forty thousand (40,000) square feet or above.

R20 Residential District - A district designed primarily for single-family units with a lot area of 20,000 square feet or above.

R20A Residential District - A district for traditionally rural use with lots of twenty thousand (20,000) square feet or above. The principal use of the land is for low density residential including manufacture homes, class A and agricultural purposes. These districts are intended to insure that residential development not having access to public water supplies and dependent upon septic tanks for sewage disposal will occur at a sufficiently low density to provide a healthful environment.

R15 Residential District - A district designed primarily for single family dwelling units with a lot area of fifteen thousand (15,000) square feet or above.

R15A Residential District - A district designed primarily for single family dwelling units including the use of manufactured homes, class A on individual lots, with a lot area of fifteen thousand (15,000) square feet or above.

R7.5 Residential District - A district designed primarily for single-family dwellings on lots with a lot area of 7,500 square feet of above.

R6 Residential District - A district designed for a mix of single and multi-family dwellings with a typical lot area of 6,000 square feet or above.

Town of Falcon Office and Institutional District

O&I Office and Institutional District- This district is designed primarily for agencies and offices rendering specialized services in the professions, finance, real estate and brokerage as well as the traditional institutional functions both public and private, public assembly, religious and certain cultural and recreational activities and group housing. The uses in this district classification may be characterized as having no retail or wholesale trade, except as incidental use. The district is normally small and often situated between business and residential areas. The regulations are designed for maintaining more compatibility with nearby residential districts than would exist with a commercial district.

Town of Falcon Commercial Districts

C-1 Local Business District- This district is designed to cater to the ordinary shopping needs of the immediate neighborhood with emphasis on convenience goods. This district is customarily located adjacent to an arterial street and generally surrounded by residential areas.

C(P) Planned Commercial District- The intent of this district is to assure the grouping of buildings on a parcel of lands as to constitute a harmonious, efficient and convenient retail shopping area. To promote the essential design features within this district, plan approval is required. Any site plan shall assure traffic safety and the harmonious and beneficial relations between the commercial area and contiguous land.

C-3 Heavy Commercial District- This district is designed primarily for a wide variety of retail and wholesale business, commercial and contract services, commercial recreation and amusement, public assembly and office uses. Since this district has such a wide selection of uses, it will not be expanded without consideration as to its effects on surrounding lands and is limited to those areas of mixed commercial activity which lie adjacent [to] or at the intersection of arterials and those areas which exhibit a highly mixed composition of commercial land uses.

Town of Falcon Industrial District

H Industrial District- This district is designed primarily for basic manufacturing and processing industries, all of which normally create a high degree of nuisance and are not generally compatible with residential, or commercial and service uses. The general intent is to encourage the continued use of certain land in the town for heavy industrial purpose. The district is customarily located on larger tracts of land with good highway and rail access buffered from residential districts by other more compatible uses. Commercial activities are not permitted except those having only limited contact with the general public and those not involving the sale of merchandise at retail except for items produced on the premises or for the purpose of serving employees, guests and other persons who are within the district with an industrial activity.

Town of Falcon Conservancy District

CD Conservancy District- This district is designed to preserve and protect identifiable natural resources from encroachment. The general intent of the district is to provide protection for such resource areas that will continue to provide limited development potential while preserving existing conditions to the extent feasible. Areas to be zoned in this district shall be identifiable as any land area deemed desirable for protection from development and may include, but not limited to: swamp, marsh, flood land, poor or very severe soils areas or managed and unmanaged woodland on USGS (Geological Survey) maps, soil maps prepared by the USDA (Department of Agriculture) Soil Conservation Service or other appropriate sources.

Town of Falcon Conditional Use Districts

Companion Districts- Each district includes a companion Conditional Use District (e.g. R15 has R15/CUD) where no uses are permitted by right. All uses in the companion Conditional Use Districts also require a Conditional Use Permit.



Town of Wade

Town of Wade Zoning Ordinance

An ordinance establishing zoning regulations in the Town of Wade, North Carolina, and providing for the administration, amendment and enforcement of this ordinance and defining the duties and powers of a Board of Adjustment in accordance with the provisions of the North Carolina General Statutes. The zoning regulations and districts as set forth in this ordinance have been made in accordance with a comprehensive land use plan and are designed to protect the public health, safety and welfare; to lessen congestion in the streets; to secure safety from fire, panic and other dangers; to provide adequate light and air, to prevent the overcrowding of land; to avoid undue concentration of population; protect the quality of the environment, and to facilitate the adequate provision of transportation, water, sewage, schools, parks, and other public requirements. These regulations have been made with reasonable consideration, among other things, as to the character of each district and its peculiar suitability for particular uses and with a view to conserving the value of building and encouraging the most appropriate use of land throughout the Town of Wade.

Link to the Town of Wade Zoning Ordinance: https://www.cumberlandcountync.gov/docs/default-source/planning-documents/ordinances/wade/complete/p13-37_complete_wade_ord_05052014.pdf?sfvrsn=218198db_0

Town of Wade Subdivision Ordinance

The purpose of this ordinance is to establish regulations and procedures for the platting, recording and development of real property within the Town of Wade's Planning and Development Regulation jurisdiction. The Wade Board of Commissioners hereby finds that these regulations and procedures are necessary in order to promote the orderly development of the Town; provide for the coordination and dedication of streets and thoroughfares; provide for the dedication of land for other public purposes; ensure the proper installation of streets, public utilities and other community facilities, promote the eventual elimination of unsafe and unsanitary conditions arising from improper land subdivision and development; insure proper description, identification, monumentation and recording of subdivision properties, and ultimately promote the public health, safety and general welfare.

Link to the Town of Wade Subdivision Ordinance: https://www.cumberlandcountync.gov/docs/default-source/planning-documents/ordinances/wade/complete/wade_subdivision_ordinance_10-07-11.pdf?sfvrsn=9f892d6e_2%20Target=%22_blank%22

Town of Wade Community Standards Ordinance

The purpose of this ordinance is to establish acceptable standards for appearance and quality of life issues for the Wade community. The standards contained within this ordinance are intended to preserve the character and integrity, protect the property values, and to promote and preserve the visual and economic interests of the Town while protecting the public health, safety and welfare of the citizens.

Link to the Town of Wade Community Standards Ordinance: https://www.cumberlandcountync.gov/docs/default-source/planning-documents/ordinances/wade/complete/p09-07_community_standards_ord_04-22-2013.pdf?sfvrsn=1d4743a3_0%20Target=%22_blank%22

Zoning Descriptions

Town of Wade Conservancy District

CD Conservancy District- This district is designed to preserve and protect identifiable natural resources from urban encroachment. The general intent of the district is to provide open area uses for such resource areas that will continue to provide limited development potential while preserving existing conditions to the extent feasible. Areas to be zoned in this district shall be identifiable as swamp, marsh, flood land, poor or very severe soils areas or managed and unmanaged woodland on USGS (Geological Survey) maps, soil maps prepared by the USDA (Department of Agriculture) Soil Conservation Service or other appropriate sources and on file in the County Planning and Inspections Department.

Town of Wade Agricultural Districts

A1 Agricultural District- This nonexclusive district is designed to promote the continuation and preservation of agricultural activities in those areas most suitable for the activities. It is intended that the owners of properties in this district can rely upon development standards designed to protect the surrounding viable agricultural economy while co-existing with other residential or non-residential uses including large lot residential. The provisions of the district have been specifically formulated to further the objectives of the Growth Vision Plan which provides for a more diversified local economy coupled with well-managed growth and development in the small municipalities.

A1A Agricultural District- This district is primarily designed to allow for residential use of single-family residential dwellings and/or Class A manufactured homes on lots with an area of one acre or greater and is to be located within predominantly agricultural areas. The district is not intended to encourage large scale developments and shall not be considered for tracts of land greater than ten acres.

Town of Wade Planned Professional District

O&I(P) Office and Institutional District- This district is designed primarily for agencies and offices rendering specialized services in the professions, finance, real estate and brokerage, as well as both public and private institutional functions, public assembly, religious and certain cultural and recreational activities and group housing. The uses in this district classification may be characterized generally as having no retail or wholesale trade, except as incidental use. The district is often situated between business and residential areas and may also consist of a mix of limited business and residential uses. The regulations are designed for maintaining more compatibility with nearby residential districts than a commercial district would provide. To promote the essential design features with the O&I(P) district, plan approval is a requirement.

Town of Wade Planned Commercial Districts

C1(P) Planned Local Business District- This district is designed to cater to the ordinary shopping needs of the immediate neighborhood with emphasis on convenience goods. This district is customarily located adjacent to an arterial street and generally surrounded by residential areas. To promote the essential design features with the C1(P) district, plan approval is a requirement.

C2(P) Planned Service and Retail District- This district is designed to allow for the non-residential development of land with service and retail uses not typically considered intrusive to neighboring residential properties or in areas generally requiring a greater degree of restrictions regarding the commercial use of properties.

C(P) Planned Commercial District- This district is designed primarily for a wide variety of retail and wholesale business, commercial and contract services, commercial recreation and amusement, public assembly and office uses. This district is designed to assure the grouping of buildings on a parcel of land so as to constitute a harmonious, efficient and convenient retail shopping area. Site plans assure traffic safety and the harmonious and beneficial relations between the commercial area and contiguous land. To promote the essential design features with the C(P) district, plan approval is a requirement.



Town of Wade

Town of Wade Planned Industrial Districts

M1(P) Planned Light Industrial District- This district is designed for a wide variety of light industrial operations involving manufacturing, processing and fabrication of materials, operations involving wholesaling and bulk storage, other non-retail uses and certain public assembly and recreational uses. The general intent of the district is to prohibit residential, retail and heavy industrial uses of the land. By their nature, the uses permitted in this district are generally not compatible with residential or shopping center uses. To promote the essential design features with the M1(P) district, site plan approval is a requirement.

M(P) Planned Industrial District- This district is designed primarily for a variety of industrial operations, including basic manufacturing, wholesaling, distribution, and processing industries. The general intent is to encourage the new use of certain lands for industrial purposes that strengthen the local economy and affording limited external effect with suitable open spaces, landscaping, parking and service areas. This district is customarily located on larger tracts of land with good highway and rail access and buffered from residential districts by use of existing or planted vegetation or other types of screening, or by other more compatible uses. Typically, commercial activities are not permitted except those having only limited contact with the general public and not involving the sale of merchandise at retail except for items produced on the premises or for the purpose of serving employees, guests and other persons who are within the district with an industrial activity. To promote the essential design features within the M(P) district, site plan approval is a requirement.

Town of Wade Conditional Zoning Districts

Companion Districts- Each district includes a companion Conditional Zoning District (e.g. A1 has A1/CZ) where no uses are permitted by right. This district is designed for the development and use of the property subject to predetermined ordinance standards and rules imposed as part of the legislative decision creating the district and applying it to the particular property. (Article V)

Mixed Use Development - Conditional Zoning District (MXD/CZ)- The purpose of this district is to encourage innovative development on a conditional basis by providing use flexibility while maintaining quality design standards tempered with proper controls regarding buffering, landscaping, open space designation, density and other conditions (Article VI)

Density Development - Conditional Zoning District (DD/CZ)- The purpose of this district is to promote the preservation of open space and the rural areas within the Town, through permanent restriction of development on a percentage of a tract, buffering, and clustering of lots, while at the same time providing for the residential development of land. (Article VII)

Town of Wade Residential Districts

R40 Residential District- A district designed primarily for single-family dwelling units with a lot area of 40,000 square feet or above.

R40A Residential District- A district designed primarily for single family dwelling units including the use of manufactured homes on individual lots, with a lot area of 40,000 square feet or above.

R30 Residential District- A district designed primarily for single-family dwelling units with a lot area of 30,000 square feet or above.

R30A Residential District- A district designed primarily for single-family dwelling units and Class A manufactured homes with a lot area of 30,000 square feet or above.

R20 Residential District- A district designed primarily for single-family units with a lot area of 20,000 square feet or above.

RR Rural Residential District- A district for traditional rural use with lots of 20,000 square feet or above. The principal use of the land is for suburban density residential, including manufactured housing units, and agricultural purposes. These districts are intended to ensure that residential development not having access to public water supplies and dependent upon septic tanks for sewage disposal will occur at a sufficiently low density to provide for a healthful environment.

R15 Residential District- A district designed primarily for single-family dwelling units with a lot area of 15,000 square feet or above.

R7.5 Residential District- A district designed primarily for single-family dwellings on lots with a lot area of 7,500 square feet or above.

R6 Residential District- A district designed for a mix of single- and multifamily dwellings.

R6A Residential District- A district designed for a mix of single- and multifamily dwellings including the use of manufactured homes on individual lots and in manufactured home parks with a lot area of six thousand 6,000 square feet.

R5A Residential District- A district designed primarily for multi-family dwelling units with a maximum density of 13 ½ dwelling units per net acre.



Annexation

Extension of Municipal Corporate Limits

Annexation refers to the legal process by which a municipality expands its corporate boundaries to include additional territory. The authority and procedures for municipal annexation in North Carolina are governed by **Article 4A of Chapter 160A** of the North Carolina General Statutes. These laws are intended to provide a structured framework that balances the interests of municipalities, property owners, and the public. Annexation can occur in several ways: by petition of property owners, by municipal initiative (subject to statutory requirements and limitations), or through agreements between municipalities. The procedures are outlined in the statute to ensure due process, public notification, and compliance with specific eligibility criteria.

North Carolina law divides annexation procedures into multiple parts under Article 4A to address various types and methods of annexation:

- **Parts 1 through 8** of Article 4A cover topics such as:
 - a. Involuntary annexation procedures (now limited)
 - b. Required services and timelines for providing municipal services to annexed areas
 - c. Appeal and judicial review processes
 - d. Annexation of areas served by water/sewer
 - e. Transition provisions and reporting

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Municipal annexation plays a critical role in town planning, utility service extension, infrastructure coordination, and ensuring that developing areas share in the responsibilities and benefits of municipal governance. Annexation decisions are often guided by long-range land use plans, population growth trends, and the ability of the municipality to extend services in a timely and efficient manner.

Link to Article 4A - Annexation Statutes: https://www.ncleg.net/enactedlegislation/statutes/html/byarticle/chapter_160a/article_4a.html

The following sections of state law define the legal framework for annexation in North Carolina:

- **G.S. 160A-31 – Annexation by Petition** This section allows for voluntary annexation by petition of the property owners. If all property owners within a defined area request annexation and the area meets statutory requirements, the municipality may annex the territory by ordinance.
- **G.S. 160A-58 – Annexation of Noncontiguous Areas** This provision governs satellite annexation, where a municipality may annex land that is not directly connected to its existing boundaries. Such annexations are subject to conditions to ensure they are not used to bypass rational growth patterns.
- **G.S. 160A-58.23 – Annexation Agreements**
Municipalities may enter into annexation agreements with neighboring jurisdictions to establish mutually agreed-upon boundaries for future growth. These agreements are intended to reduce conflict and provide clarity on where each municipality expects to expand, helping guide coordinated and efficient development over time.
- **G.S. 160A-47 through 160A-49 – Municipal-Initiated Annexations**
Municipalities may pursue involuntary annexation under certain circumstances; however, this process is now highly regulated. Statutory requirements include demonstrating the area meets specific urbanization criteria, providing notice to affected property owners, holding public hearings, and ensuring timely provision of municipal services to the annexed area. These safeguards are designed to balance municipal interests with property owner rights.



RESOLUTION OF RECOMMENDATION

NORTHEAST CUMBERLAND LAND USE PLAN CUMBERLAND COUNTY JOINT PLANNING BOARD

WHEREAS, the Cumberland County Joint Planning Board is empowered to recommend plans for the County of Cumberland in accordance with G.S. 160D-501 of the North Carolina General Statute; and

WHEREAS, the Planning Staff has prepared a specific document entitled the Northeast Cumberland Land Use Plan designed to provide the County of Cumberland a statement of desirable objectives to guide future growth and development within the Northeast Cumberland Study Area; and

WHEREAS, the Plan is subject to future re-evaluation and changes by existing and future Planning Boards, and the Cumberland County Board of Commissioners;

NOW, THEREFORE, BE IT RESOLVED that the Cumberland County Joint Planning Board hereby recommends adoption of the Northeast Cumberland Land Use Plan.

On this 19th day of August, 2025.

BY: Thomas J. Lloyd
Thomas Lloyd, Chairman
CUMBERLAND COUNTY JOINT PLANNING BOARD

ATTEST: Rawls Howard
Rawls Howard, Director
CUMBERLAND COUNTY PLANNING AND INSPECTIONS



RESOLUTION OF ADOPTION

NORTHEAST CUMBERLAND LAND USE PLAN TOWN OF GODWIN

WHEREAS, the Cumberland County Joint Planning Board is empowered to recommend plans for the County of Cumberland in accordance with G.S. 160D-501 of the North Carolina General Statute; and

WHEREAS, the Planning Staff has prepared a specific document entitled the Northeast Cumberland Land Use Plan designed to provide the County of Cumberland a statement of desirable objectives to guide future growth and development within the Northeast Cumberland Study Area; and

WHEREAS, the Plan is subject to future re-evaluation and changes by existing and future Planning Boards, and the Cumberland County Board of Commissioners;

NOW, THEREFORE, BE IT RESOLVED that the Godwin Board of Commissioners hereby adopts the Northeast Cumberland Land Use Plan.

On this 15th day of September, 2025.

BY: Willie Burnette
Willie Burnette, Mayor
GODWIN BOARD OF COMMISSIONERS

ATTEST: Jacqueline Cooper-Kelley
Jacqueline Cooper-Kelley, Town Clerk
TOWN OF GODWIN



RESOLUTION OF ADOPTION

NORTHEAST CUMBERLAND LAND USE PLAN

TOWN OF FALCON

WHEREAS, the Cumberland County Joint Planning Board is empowered to recommend plans for the County of Cumberland in accordance with G.S. 160D-501 of the North Carolina General Statute; and

WHEREAS, the Planning Staff has prepared a specific document entitled the Northeast Cumberland Land Use Plan designed to provide the County of Cumberland a statement of desirable objectives to guide future growth and development within the Northeast Cumberland Study Area; and

WHEREAS, the Plan is subject to future re-evaluation and changes by existing and future Planning Boards, and the Cumberland County Board of Commissioners;

NOW, THEREFORE, BE IT RESOLVED that the Falcon Board of Commissioners hereby adopts the Northeast Cumberland Land Use Plan.

On this 15th day of September, 2025.

BY: Wayne G. Lucas
Wayne Glenn Lucas, Mayor
FALCON BOARD OF COMMISSIONERS

ATTEST: Cheryl F. Reed
Cheryl F. Reed, Town Clerk
TOWN OF FALCON



RESOLUTION OF ADOPTION

NORTHEAST CUMBERLAND LAND USE PLAN

TOWN OF WADE

WHEREAS, the Cumberland County Joint Planning Board is empowered to recommend plans for the County of Cumberland in accordance with G.S. 160D-501 of the North Carolina General Statute; and

WHEREAS, the Planning Staff has prepared a specific document entitled the Northeast Cumberland Land Use Plan designed to provide the County of Cumberland a statement of desirable objectives to guide future growth and development within the Northeast Cumberland Study Area; and

WHEREAS, the Plan is subject to future re-evaluation and changes by existing and future Planning Boards, and the Cumberland County Board of Commissioners;

NOW, THEREFORE, BE IT RESOLVED that the Wade Board of Commissioners hereby adopts the Northeast Cumberland Land Use Plan.

On this 9th day of September, 2025.

BY: Johnny Lanthorn
Johnny Lanthorn, Mayor
WADE BOARD OF COMMISSIONERS

ATTEST: Cindy Burchett
Cindy Burchett, Town Clerk
TOWN OF WADE



RESOLUTION OF ADOPTION

NORTHEAST CUMBERLAND LAND USE PLAN

CUMBERLAND COUNTY

WHEREAS, the Cumberland County Joint Planning Board is empowered to recommend plans for the County of Cumberland in accordance with G.S. 160D-501 of the North Carolina General Statute; and

WHEREAS, the Planning Staff has prepared a specific document entitled the Northeast Cumberland Land Use Plan designed to provide the County of Cumberland a statement of desirable objectives to guide future growth and development within the Northeast Cumberland Study Area; and

WHEREAS, the Plan is subject to future re-evaluation and changes by existing and future Planning Boards, and the Cumberland County Board of Commissioners;

NOW, THEREFORE, BE IT RESOLVED that the Cumberland County Board of Commissioners hereby adopts the Northeast Cumberland Land Use Plan.

On this 20th day of October, 2025.

BY: _____

Kirk deViere, Chairman
CUMBERLAND COUNTY BOARD OF COMMISSIONERS

ATTEST: _____

Andrea Tebbe, Clerk to the Board
CUMBERLAND COUNTY

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