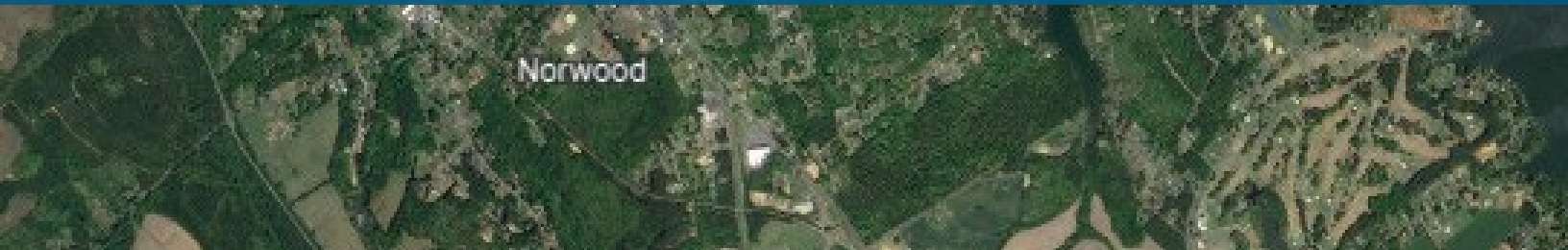


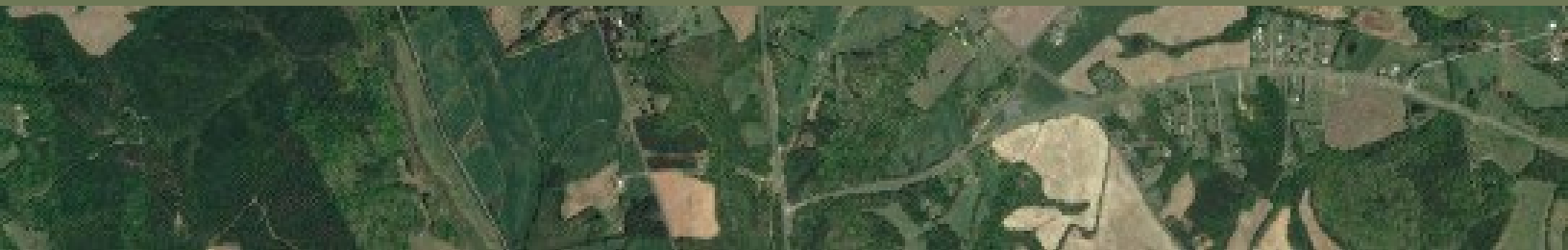


Town of Norwood North Carolina

2040 Land Use Plan -



November 2022





The vision for the town of Norwood is to promote, preserve, enhance, and improve: the quality of living, a sense of community, the integrity of the small-town identity and heritage, the quality of life, while protecting Norwood's values, qualities, and culture by wise land use planning that protects opportunities for all residents, and preserve the natural environmental resource in addition to encouraging the development of restaurants, hotels, recreational opportunities; the reuse of existing buildings, recruiting innovative employment opportunities, providing housing choice, and preserving Lake Tillery, using smart growth principles, all together acting as the blueprint with guidance from the Town in preparation for future growth from around the region.



Town of Norwood Land Use Plan 2020-2040

The Norwood Land Use Plan has been created with the cooperation of the residents of Norwood and the surrounding area, the Town Council, the Planning Board, and the Town Staff. This Plan shall serve as a guide for Norwood when making development decisions. The Plan recommends that the Town Council, Planning Board, Town Staff, and developers utilize this document to provide for the orderly growth of the Town. The Plan can be modified by the Town Council after formal adoption, and it is recommended to do so as conditions within the planning jurisdiction evolve.

Town Council

Linda Campbell, Mayor
James Lilly, Mayor-pro tem Commissioner
Robbie Cohen, Commissioner
Keith Morgan, Commissioner
Wes Hartsell, Commissioner

Planning Board/Steering Committee:

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Keith Morgan, Vice Chair
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Approved by the Town Council:

November 7, 2022

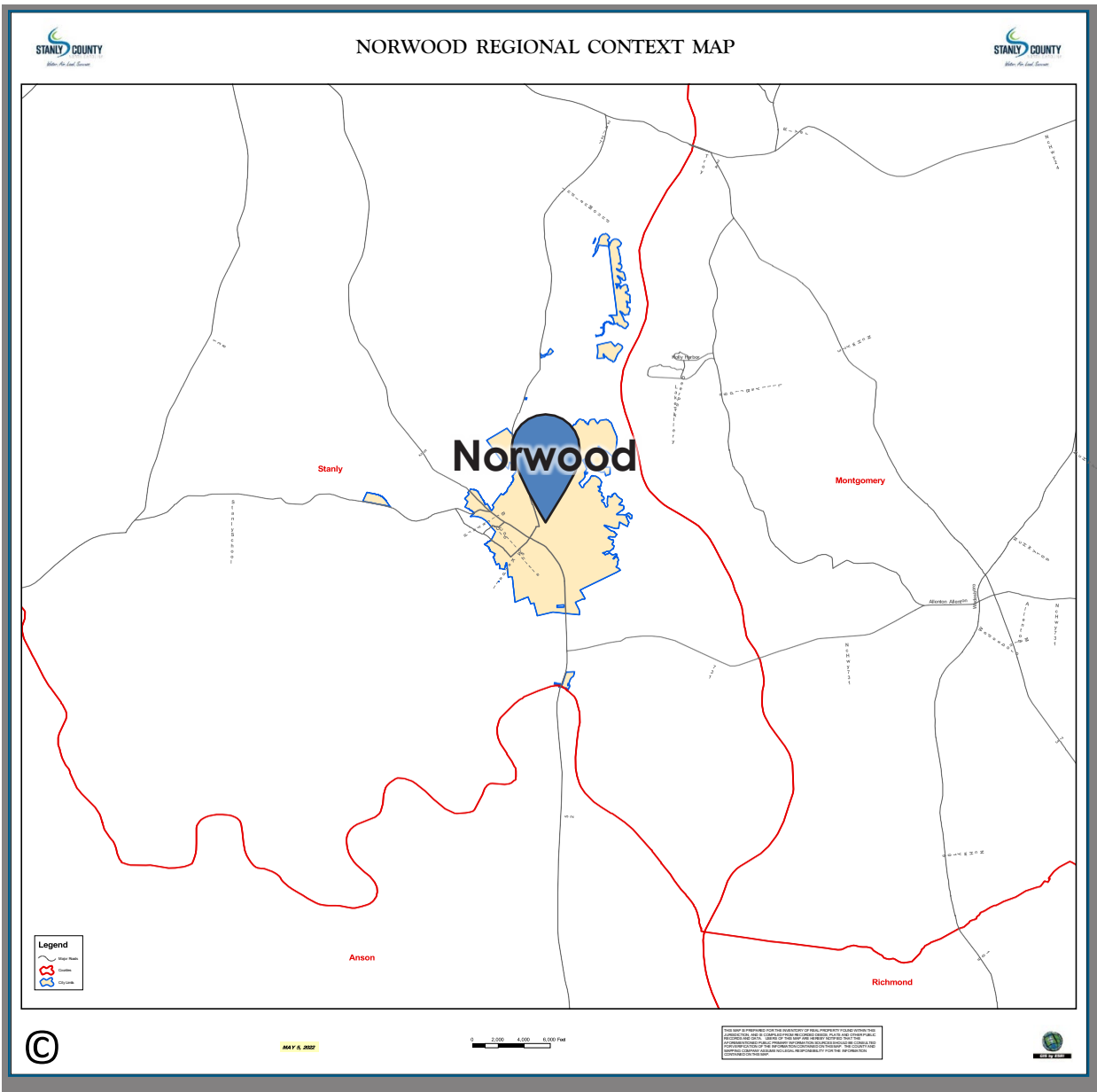
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INTRODUCTION OF PLAN

Beginning from a detailed overview of existing conditions and current community policy and utilizing a process of community participation through the Planning Board, the Norwood Land Use Plan integrates documented facts and local values to address a wide range of local growth issues, ranging from transportation to economic development. The Plan is designed to guide future land use decisions within the planning jurisdiction of Norwood, in accordance with set goals and recommendations, and community consensus, in order to improve the quality of life for the Town.

A future for Norwood is proposed in the form of a future land use map, which indicates where specific types of development should occur and gives a general description of each of each land use type. Specific recommendations are also provided that can be taken right away to aid in the implementation of the Plan. Below is a regional context map providing Norwood's general location.



Contextual Imagery of Norwood

EMERGING ISSUES

The Plan identifies local trends that present significant challenges to the community and focuses on finding solutions to these following emerging issues:

- » The growth impact from the Highway 52.
- » Residential Patterns – Avoid newer subdivisions are disconnected from the town's central core and its transportation network.
- » Having regional multi-modal transportation opportunities to Charlotte-metro and surrounding areas.
- » Lack of diverse commercial establishments.
- » Limited medical operations for growing community.
- » Understanding how to best capitalize on Lake Tillery for economic development purposes.
- » Increased truck traffic through downtown causing peak hour congestion.

PUTTING THE PLAN TO USE

The Norwood Land Use Plan is designed to be used by anyone who wants to be active in the ongoing development or preservation of Norwood. Below are opportunities:

- » Developers can find specific goals adopted by the community to gain a clear understanding of how a proposal will be received.
- » Town staff can effectively use policies to facilitate review of development proposals and shape recommendations for rezoning requests.
- » The Planning Board, Zoning Board of Adjustments and Town Board can refer to publicly adopted growth strategies and development policies to weigh in on land use decisions.
- » The general public can be knowledgeable of and reference specific policy statements when speaking in favor or opposition to a rezoning request and other related development proposals.

CHAPTER 1: OVERVIEW OF NORWOOD, NORTH CAROLINA

Norwood, North Carolina is a community of over approximately 3,000 persons, which has seen a historical pattern of slow growth over the last fifty years. As a result of this paced growth, the qualities that made Norwood special for older generations are still found within the community. The last fifty years has seen the development of single-family uses within, and just outside, the Town limits and the downtown is stable. New commercial development in near-by communities has primarily occurred in Concord NC, a major economic center in Cabarrus County. Compared to other Towns in Stanly county Norwood is significantly less developed giving it plenty of opportunity to shape its future land use in a way that fits best within its character.

However, population projections from the Rocky River Planning Organization (RPO), serving Stanly County and its municipalities, indicate that Stanly County's population is expected to remain stable. Norwood is at a crossroads; strategically located between Charlotte- Candor, the Town will continue to see growth to occur but likely at a gradual pace. The growth that is occurring does not meet the demands of the community and many feel that the Town is without a plan to guide growth into the next millennium. This Land Use Plan, a collaborative effort between elected officials, planning board, town staff, and concerned residents, is an attempt to balance the prospect of new growth with the desire to maintain the characteristics that make Norwood such a unique place.

Norwood is currently served by two shortline railroads, one US Highway, and one NC Route. Water and sewer service is provided by the town through their own water and sewer plant. A branch library and museum provide educational opportunities. Bordered by Lake Tillery and the Rocky River, recreation is abundant. Golf is available at Piney Point Golf Club.

Norwood is nestled in a beautiful area between two rivers next to the Uwharrie Mountains, the oldest mountain range in the eastern USA. There are two town parks for relaxation, recreation and exercise. The Darrell Almond Community Park is on North Main Street. This park features a gazebo next to the central pond and the Skidmore House which is available for community use. The park also features two walking trails, picnic shelters, horseshoe pits, a shuffle board court and playground equipment. Picnic shelters and the Skidmore House can be reserved at Town Hall. Norwood Memorial Park, located between Turner and College streets, has athletic fields and a larger community building. The building can be reserved for a fee at Town Hall.

Norwood has recently adopted a comprehensive transportation plan, pedestrian plan, and land use plan. These plans will help the town grow in a meaningful way and provide more sidewalks and trails along with an overall plan for better roads and transportation. Several state bicycle trails pass through town and there are scenic by-ways along N.C. 24/27/73 and other highways.

Celebrations throughout the year include Arbor Day in April, Picnic in the Park in October, and the annual Christmas parade in December. Juneberry Ridge is a 600 acres rural retreat center that host a variety of family events, farming, community events, clay shooting destination, wedding, venue.

Located in the southern Piedmont region of North Carolina in Stanly County, Norwood is situated at the confluence of the Pee Dee River and the Rocky River. Lake Tillery borders the town on the east. To the south is the Rocky River. The great natural resources of Morrow Mountain State Park to the north, Uwharrie National Forest, lakes, rivers and streams of the Yadkin - Pee Dee valley are among the many historic and beautiful places to visit.

1.1 PURPOSE

This document is a twenty year land use plan for the Town of Norwood. The plan addresses various elements of growth ranging from land use to transportation to economic development. The purpose of the Plan is to:

- » Create a Land Use Plan to guide future development decisions
- » Build community consensus on future development patterns
- » Develop goals, objectives, and strategies to serve as recommendations for varied types of development
- » Serve as the primary vision document for Norwood through 2040

1.2 LAND USE PLAN STEERING COMMITTEE

The Norwood Planning Board served as the Land Use Plan Steering Committee. Their work began in the winter of 2022 with discussion about the role of a land use plan and brainstorming on how to engage citizens in the process. This group of volunteers represents diverse interests; have the historical background of the community; and have extensive knowledge of the Town and issues impacting growth and development. The Steering Committee was the voice of the residents of Norwood and helped guide the process in creating a Land Use Plan that would best serve the Town. In addition, the Steering Committee held two community engagement or public in-put meetings that allowed the community to provide its thoughts and concerns on the future growth of Norwood which was in turn incorporated into the planning process.

1.3 PUBLIC PARTICIPATION-PUBLIC FORUM-INPUT SURVEY

Public participation in the planning process was deemed an important element of the plan. The Steering Committee that helped guide the development of the plan was the first step in making sure that the public had input in the plan. The members of the Steering Committee met during their regularly scheduled Planning Board and special meetings to discuss the existing conditions within Norwood, determine key issues facing the Town, and provide feedback on future land use, population, economic, and social data. The final plan resulting from these meetings represents the views of the residents and stakeholders of the community.

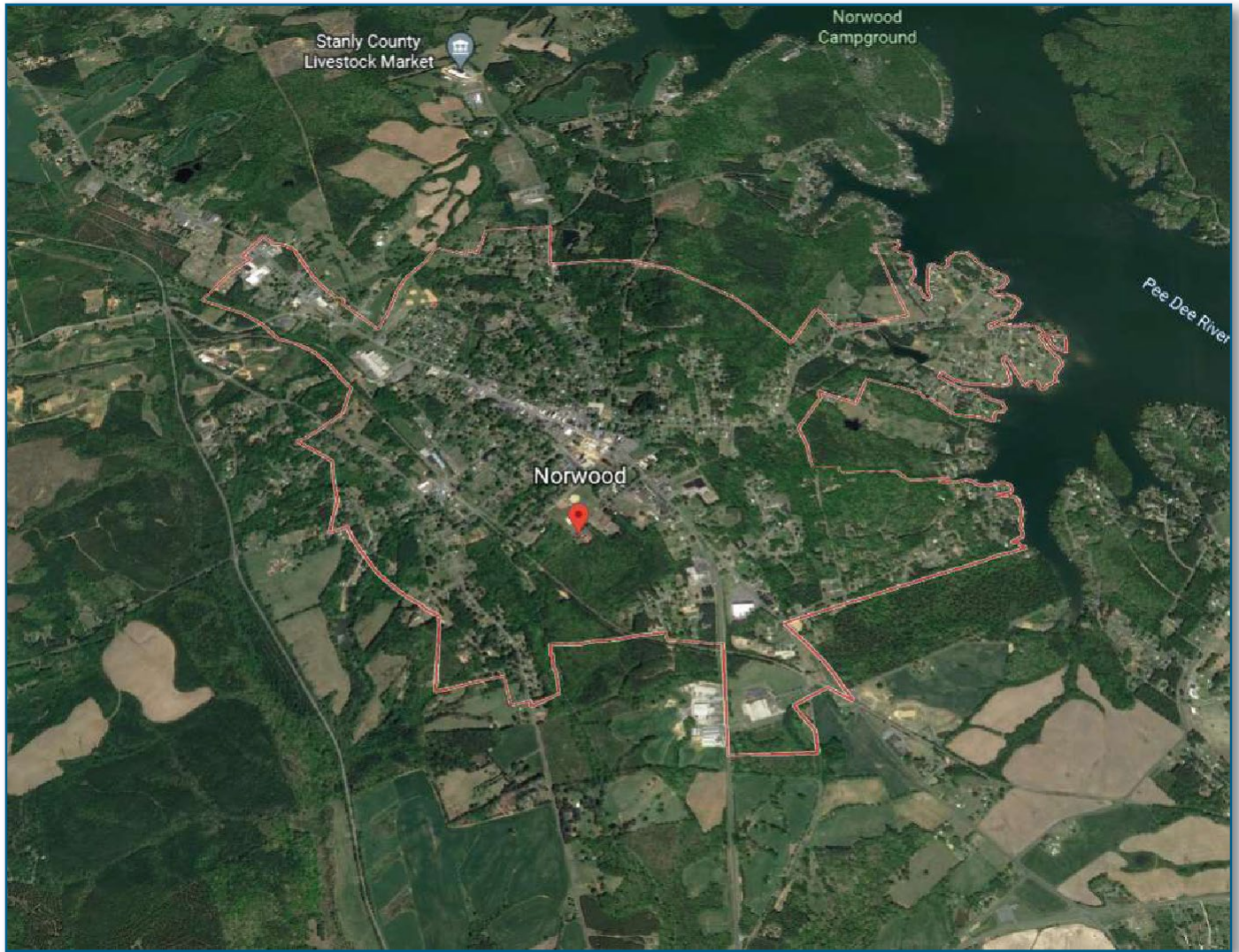
At the beginning of the planning process, the Steering Committee conducted a public input survey to gather community ideas and recommendations, as well as concerns. The survey was conducted in April/May of 2022.

Key questions about Norwood's growth were also answered by the community through the survey which was provided online via social media and on paper distributed throughout Norwood in various high traffic locations such as schools, libraries, churches, and town hall. The results of the survey helped the Steering Committee identify key land use issues, ideas, and growth concerns to include in the plan. The survey and results can be found in the appendix.

With a recommendation from the Town Planning Board, the final Land Use Plan draft was presented to the Town Board for public inspection and comment in a public hearing prior to adoption.

1.4 PLAN SCOPE

The scope of the Plan encompasses the Town of Norwood's planning jurisdiction (city limit and extra-territorial jurisdiction), and land found within proximity to the Town including unincorporated areas projected for potential development growth in the future. The map below provides the scope of Plan area.



1.5 ORGANIZATION OF THE PLAN

The plan is organized into 5 Chapters; Introduction and Overview, Issues and Vision Statement, Background Information, Land Use, Goals, Objectives, Strategies, and Existing Land Use Map, and Future Land Use Map. All of these sections build on one another to incorporate the main components of the plan: facts and values.

Facts are the reality of what has occurred and what is occurring in Norwood. For example, facts include information on population, economy, water service, transportation, zoning, and a multitude of other information. All these facts provided the Steering Committee with a firm foundation of where Norwood has come from and where it desires to go. Most of these relevant facts can be found in Chapter 3, Background Information of the plan.

The values of the community are not as concrete as facts. Values include how people feel about certain places, what is important to them, and what needs to change. Values are subjective and each person brings forward different ones to the planning process.

The plan incorporates the values that have gained a consensus within the community, such as maintaining Norwood's small-town character, improving and enhancing the downtown, and mitigating downtown truck traffic. The community input survey helped establish themes and patterns of what they feel are the most important values to Norwood.

The first three Chapters of the plan are primarily concerned with establishing the facts and values, while Chapter 4 takes those facts and values and blends them together into a realistic plan that represents the community's needs and desires. These needs and desires were used to develop the goals, objectives, and strategies as the base recommendations for future land use map.

1.6 HOW TO USE THE PLAN

The plan is designed as a growth management guide for the community. Elected officials, appointed board members, Town staff, developers, and residents should view the plan as a tool that can be used for making development decisions. The plan has major components that will guide growth. These components are recommended goals, objectives, and strategies and future land use map.

The development patterns that were identified in the plan looked at the overall development practices. At this level developments are evaluated on a very large scale to see if they contain the characteristics that the Town desires in future developments. Development proposals are evaluated by the density or units per acre requested; amount of impervious (built upon area); amount of open space they include; traffic generated; connections to the transportation network; and a mix of uses, for example. The goals to guide Norwood into the future and set general context for how development should minimize impact to the environment; how services should be delivered; and what types of development patterns should occur. The goals should be used as an element in evaluating a development proposal.

The future land use map shows where specific types of development should occur and gives a general description of each development type. When evaluating a land use proposal it is important to check the location, type of development, and general appearance of the development against the future land use map, as well as all relevant goals and existing land use in the adjacent area.

CHAPTER 2: ISSUES AND VISION STATEMENT

2.1 KEY LAND USE ISSUES

Growth has been identified as a key issue facing the Town of Norwood. During meetings with the Steering Committee, the members agreed that growth is an important issue, as well as other related factors. However, four primary questions concerning growth were raised throughout the process of plan development:

- » How much Growth does Norwood want?
- » What kind of Growth does Norwood want?
- » Where should Growth be located?
- » What should Growth look like?

The answers to these questions can vary depending upon different individuals, but several key issues related to growth have emerged as followed:

- » The community of Norwood knows growth is coming and they want to make sure it fits in with existing development in the Town.
- » The importance mitigating downtown truck traffic is an issue that is of crucial importance to the citizens of Norwood. The Steering Committee and community stressed the importance of the historic downtown. Maintaining the downtown as the focus of commercial, governmental, and community activities must be accomplished in order to preserve a large part of what makes Norwood so special.
- » Residents also want development patterns that are functional, cost-effective for the Town, and appeal to current and future residents of all ages.

2.2 EXISTING CONDITIONS

The growth projected of Norwood could impact the community character. Adopting this Land Use Plan can help minimize negative impacts. The development of new subdivisions will result in more people calling Norwood home while working in another town or the Charlotte-metro area. More people are commuting further away to the Charlotte and surrounding area while enjoying the lower cost of living found in Norwood and the small-town atmosphere. Norwood residents enjoy a lower cost of living because the land is less expensive, taxes are lower than in the larger metropolitan areas, and public services are provided more efficiently.

Norwood has regulations in place to help protect water quality through the enforcement of watershed water supply and flood plain damage prevention provisions. Lake Tillery is a prime natural resource for Norwood, and should be protected where possible, but seek areas for economic opportunities to help expand or increase the tax base.

The lack of new commercial establishments within Norwood is another emerging condition. As new commercial developments spring up in the surrounding cities, and more of Norwood's residents are traveling outside the town limits to make purchases. Without a critical mass of viable commercial establishments, the Town will be negatively impacted.

Another issue stems from the lower tax value of properties within the Town, which limits revenue opportunities that are related to taxable value. A balance of increased residential, commercial, and industrial growth will be key to Norwood's growth sustainability and future land use through 2040.

2.3 VISION STATEMENT

“The vision for the town of Norwood is to promote, preserve, enhance, and improve: the quality of living, a sense of community, the integrity of the small-town identity and heritage, the quality of life, while protecting Norwood’s values, qualities, and culture by wise land use planning that protects opportunities for all residents, and preserve the natural environmental resource in addition to encouraging the development of restaurants, hotels, recreational opportunities; the reuse of existing buildings, recruiting innovative employment opportunities, providing housing choice, and preserving Lake Tillery, using smart growth principles, all together acting as the blueprint with guidance from the Town in preparation for future growth from around the region.”

Looking towards 2040, the Town’s commitment to quality growth has assisted in the development of a livable community. Norwood has several neighborhoods that are linked to other parts of the Town by roads as well as and sidewalks. Residents of Norwood enjoy a mixture of uses in the downtown, enjoy greater access to public open space, a less cluttered and more attractive landscape, less dependence on the automobile, and a more pedestrian-friendly environment. This choice in mobility (walking and biking) and the mixture of uses come from residential and nearby commercial areas being proximate to services. These features are desirable to young professionals, families, and seniors.

Norwood also has continued to provide quality services to its residents by planning for the future provision of water, sewer, parks, and roads, to be delivered at a reasonable cost. Developers have also been able to plan and provide more quality development since the Land Use Plan highlights the location of new development, the type of development that is desired, as well as suggestions on the appearance of new development.

Also, by the year 2040 with moderate growth, the Town of Norwood will continue to enjoy the small-town atmosphere that makes it so appealing to its residents. The downtown will have seen a renaissance and will once again become the center for community activities due to the intentional land use planning. Capitalizing on its strategic location, Norwood will have attracted many new businesses that enjoy easy access to the Charlotte and other surrounding cities. New manufacturing and highway business growth has occurred on and Hwy-52, outside the central core. The above is the vision statement for Norwood projecting to 2040. This vision statement can only be realized with guiding principles as seen in the following.

2.4 GUIDING PRINCIPLES

- » **Balanced Growth** (New development should follow the “sustainability” principles of equity, environment, and economic development)
- » **Quality New Development** (All new development should be of high quality and standards, and is aesthetically pleasing)
- » **Housing Choice** (Create housing opportunities for a wide range of household types and income levels)
- » **Livability** (Increase the overall livability by fostering vibrant commercial/business, mixed-use development, and residential areas and community amenities)
- » **Preserve Natural Areas** (Protect environmentally sensitive lands and natural resources)
- » **Job Creation and Small Business Development** (Support sustainable economic development and the needs of small business)

CHAPTER 3: BACKGROUND INFORMATION

3.1 HISTORY

The first settlements in the Norwood area began in the 1740s with settlers from Delaware and other middle Atlantic colonies following Indian trails and rivers. These early settlements were along the local river valleys. One family, the Colsons, chose to settle near the confluence of the Rocky and Pee Dee rivers and built an ordinary, a tavern serving food and providing lodging. The Colsons also operated a mill and a ferry. Anson County granted a permit for Colson's Ordinary in the mid-18th century, at that time Stanly County was part of Anson. That permit may have been the first such granted in North Carolina. During the Revolutionary War Colson's land was the site of a patriot victory over local Tory forces. This is sometimes referred to as the Battle of Colson's Mill, the Battle of Colson's Ordinary or the Fight at Colson's. This area is now known as The Fork, named for the fork of the two rivers.

In the early 19th century at the centerline between the Rocky River and the Pee Dee River a camp meeting place was created. The area became known as Center. In 1826 Methodists built the first church on the camp meeting grounds. More activity and building occurred and the Center area became a trading center. The town of Norwood was incorporated in 1881 and named after the Norwood brothers' store, an early establishment in the Center community that housed the area's post office.

The local economy in the 19th century was primarily agricultural and Norwood was a commercial center. Mercantile stores (Wal-Marts of their day) in the town sold farm implements and most other necessities for everyday life. Norwood's first high school, a private school, was built in 1879. Industries came to town in the late 1890s beginning with Norwood Manufacturing Company, a cotton mill which built the town's first mill and mill village. In the mid-1940s that facility was purchased and modernized by Collins & Aikman.

As with many communities, railroads changed the face of Norwood. The arrival of the Yadkin Railroad in 1891 allowed greater access to larger markets across the state and nation. Eventually two other railroads would serve Norwood; the original Norfolk Southern and the Winston-Salem Southbound. Until 1928 one could ride from Norwood to Albemarle and Badin in a rail car on the Yadkin Railroad. The Winston-Salem Southbound in the early 20th century saw a large number of passengers until improved roads and competition from the automobile ended that service in 1933.

In the early 20th century Norwood's business district suffered a major disaster. A downtown fire spread up the east side of Main Street consuming all of the wooden buildings until it stopped at the two-story brick building housing Harris-McAulay Mercantile (now M. B. Irvin Unlimited and more recent, The Mercantile). The fire was so intense that it blew out all the showcase windows of the U.B. Blalock building across the street (where the Family Dollar building now stands). When the downtown was rebuilt most buildings were built in brick. Norwood's first public school was built in 1913 on the site of the present Norwood Elementary School.

The Pee Dee River was a natural resource to be tapped for producing electricity. The Yadkin had already been developed in the prior decade by Alcoa to produce electricity for their smelting facility in Badin. Carolina Power & Light Company began construction of the Tillery Hydroelectric development in 1926 and started producing electricity in the spring of 1928.

The Great Depression affected the town into the 1940s. Businesses and farms failed and property was sold at the courthouse steps for delinquent taxes. Norwood's only bank at the time failed also. Some businesses that did survive the depression operated only on a part-time basis.

In the 1950s a new town hall and police station was built on the corner of Pee Dee Avenue and Campbell Street where the Norwood Library and the Norwood Museum are now located. The police station has been moved to North Main Street in what was France Byrd's Pure service station. Town Hall is now on South Main Street, in what was originally the First National Bank of Albemarle and formally SunTrust Bank.



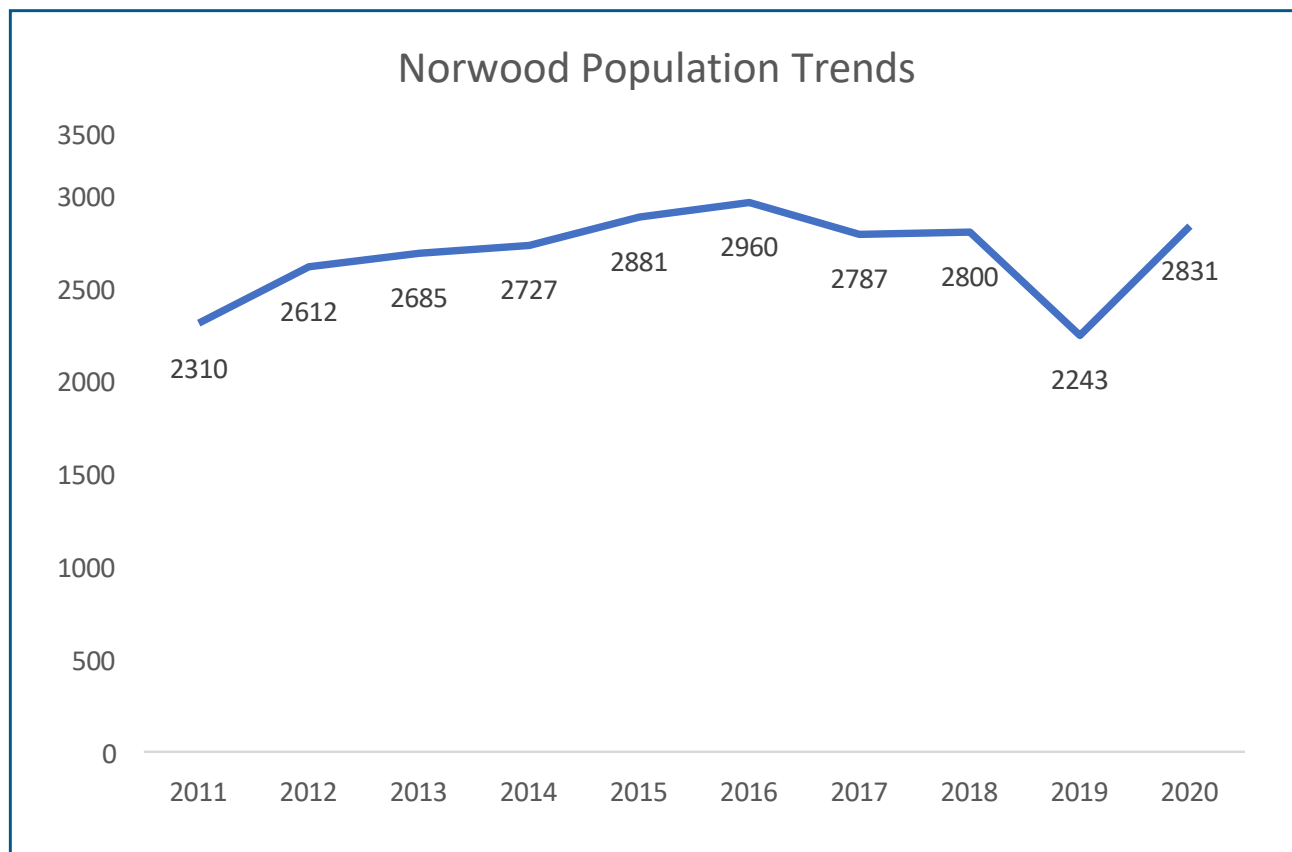
Town of Norwood, North Carolina Downtown Main Street Section

3.2 POPULATION REGIONAL CONTEXT, HOUSING, AND ECONOMY

Norwood's population, housing, and economy have been analyzed for this plan.

The official 2020 ACS Census population Estimate of Norwood was 2,831. While the population of Stanly County has been stable since 1940, the population change in Norwood has been less consistent over the last ten years with a significant decline in 2019.

3.3.3 POPULATION TRENDS 2010-2020



Population Trends for 2020 to 2022 - Source: 2010 and 2020 US Census Bureau,

* Demographic information was taken from the 2000, 2010, and 2020 Census, as well as the 2008-2019 American Community Survey (ACS). The ACS is an annual demographic survey of the United States.

It provides the detailed demographic, economic and housing data that was once supplied by the Decennial Census Long Form. Because the sample size is smaller than the Long Form, the ACS combines data from several years to produce multi-year estimates.

It is difficult to project the population of any municipality due to many factors, including annexation (primarily voluntary) and unforeseen economic and/or social events.

These numbers reflect the State of North Carolina's estimates for Stanly County and a rough estimation of Norwood's potential population growth, by two methods. The first column estimates Norwood's population based on a steady proportion of Stanly County's projected growth. The second column is based on Norwood's Average Yearly Growth Rate since 1990.

3.3.4 POPULATION PROJECTIONS REGIONAL CONTEXT

Population Projections for Norwood and Stanly County and Surrounding Cities (1980-2040)												
Population	1990	%+/-	2000	%+/-	2010	%+/-	2020	%+/-	2030	%+/-	2040	%+/-
Norwood	2,293	*	2,564	11.8%	2,375	-7.4%	2,831	-0.3%	3,150	11.3%	3,950	25.4%
Stanly County	51,906	7.0%	58,223	12.2%	60,578	4.0%	62,645	3.4%	63,606	1.5%	65,465	2.9%
Albemarle	15111	*	15,925	5.4%	15,891	-0.2%	16,448	3.5%	16,924	2.9%	17,413	2.9%
Midland	1,519	*	2,562	68.7%	3,073	19.9%	5,006	62.9%	7,534	50.5%	11,339	50.5%
Locust	2284	*	2,470	8.1%	2,926	18.5%	4,547	55.4%	5,790	27.3%	7,373	27.3%
Oakboro	1171	*	1,235	5.5%	1,860	50.6%	2,132	14.6%	2,634	23.6%	3,255	23.6%

Source: US Census Bureau, NC Office of State Planning and Rocky River Rural Planning Organization MPO

1. Based on the proportion of Stanly County,
2. Source: North Carolina OSBM, Standard Population Estimates, Vintage 2020 and Population Projections, Vintage 2021.

The following chart highlights the change in population between census years 2000 and 2010, according to age group. In that time, Norwood's population has decreased in most age groups with the exception of a marked increase between the ages of 45 and 64, with the highest growth occurring in the 60-64 age bracket. This pattern indicates an aging local population, with an isolated increase in population during the "baby-boomer" generation. The trend indicated by the decreasing numbers in younger cohorts could prove problematic for the future economics, livability, and viability of Norwood. Land use strategies are included in this document to curb this trend.

On the positive side, according to projections endorsed by the Rocky River Rural Planning Organization MPO for use in their Metropolitan Transportation Plan (MTP), the population of Stanly County is expected to increase by 7.3% between 2010 and 2040. With its accessible location along Hwy-52, Norwood should be poised to absorb a portion of this population increase. Norwood has been fortunate to experience an overall increase in population throughout most of its history and by maintaining a small-town charm and sense of place has the opportunity to attract residents of all ages.

3.3.5 AGE RANGE OF NORWOOD AND STANLY COUNTY

	Norwood, NC		Stanly County, NC	
	Value	Precent	Value	Precent
Under 5 years	115	4.1%	3,372	5.4%
5 to 9 years	128	4.5%	3,794	6.1%
10 to 14 years	218	7.7%	3,776	6.1%
15 to 19 years	214	7.6%	3,949	6.4%
20 to 24 years	172	6.1%	3,608	5.8%
25 to 34 years	476	16.8%	7,832	12.6%
35 to 44 years	376	13.3%	6,976	11.2%
45 to 54 years	485	17.1%	8,488	13.7%
55 to 59 years	174	6.1%	4,336	7.0%
60 to 64 years	110	3.9%	4,177	6.7%
65 to 74 years	202	7.1%	6,904	11.1%
75 to 84 years	113	4.0%	3,355	5.4%
85 years and over	48	1.7%	1,483	2.4%
Totals	2,831		62,050	

Source: US Census Bureau, 2020 Census

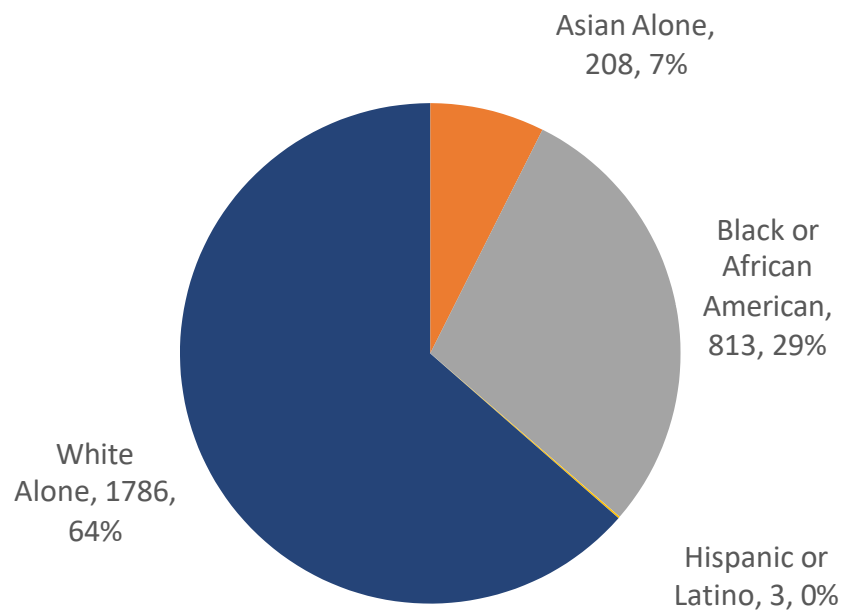
**Information in this table does not represent the census recount by Norwood.

3.3.6 POPULATION BY RACE

Norwood's population is predominantly white. The Town's minority population accounted for roughly 36% of the total population in 2000 and 2019. While the majority of the Town's minority population is African-American, the percentage of other races has increased slightly between decades.

Source: US Census Bureau, 2010 Census, 2019 ACS

POPULATION BY RACE



3.3 HOUSING

The home occupancy rate within Norwood falls just shy of the state's percentage. The average number of persons living in a household is about equal to the North Carolina average.

3.4.3 OCCUPANCY RATES (HOUSEHOLDS)

	Houses	Occupied	% Occupied	Persons per Household
Norwood	1,297	976	75.3	2.52
North Carolina	4,349,023	3,715,565	85.4	2.51

Source: US Census Bureau, 2010-2019 American Community Survey 5-Year Estimates

The percentage of homes in Norwood that are owner occupied is somewhat lower than the state average, while the Median Value of a home in Norwood is considerably lower.

3.4.4 HOMEOWNERSHIP RATES & HOUSING VALUES

	% of Owner Occupied Units	Median Value
Norwood	67.1	\$113,800
North Carolina	66.4	\$153,600

Source: US Census Bureau, 2010-2019 American Community Survey 5-Year Estimates

Most residential uses in Norwood are single family homes. The percentage of multi-family units and mobile homes much lower than that of the state average.

3.4.5 UNITS IN STRUCTURE

	Single Family	Multi-Family
Norwood	99.8%	0.2%
North Carolina	65.4%	21.0%

Source: US Census Bureau, 2010-2019 American Community Survey 5-Year Estimates

3.4 ECONOMY

Median Household and Family Income, as well as Per Capita Income, are all roughly 30% lower in Norwood than statewide figures.

3.4.1 INCOME

	Median House- hold Income	Median Family Income
Norwood	\$51,088	\$61,667
Stanly	\$54,104	\$58,535
North Carolina	\$46,334	\$56,928

Source: US Census Bureau, 2010-2019 American Community Survey 5-Year Estimates

The poverty rate in Norwood is well below the state average, particularly for children, but also for others under the age of 65. The poverty rate for senior adults in Norwood is just below the state average.

3.4.2 POVERTY

	All Persons
Norwood	13.6%
Stanly	15.7%
North Carolina	17.5%

Source: US Census Bureau, 2020 American Community Survey 5-Year Estimates

3.4.1 EMPLOYMENT BY INDUSTRY

The highest percentage of Norwood's jobs are categorized as Construction.

Industry	Total # Employed	% of Total Employed
Agriculture, Forestry, Fishing and Hunting, Mining	19	1.4%
Construction	104	7.5%
Manufacturing	543	39.1%
Wholesale Trade	7	0.5%
Retail Trade	18	1.3%
Transportation and Warehousing, and Utilities	86	6.2%
Information	5	0.4%
Finance, Insurance, Real Estate, and Rental and Leasing	14	1.0%

Source: US Census Bureau, 2020 American Community Survey 5-Year Estimates, Business Wise - by Young Consulting, Inc

Professional, Scientific, Management, Administrative, and Waste Management Services	202	14.6%
Educational Services, Health Care, and Social Assistance	215	15.5%
Arts, Entertainment, Recreation, Accommodation, and Food Services	36	2.6%
Other Services	93	6.7%
Public Administration	46	3.3%

Source: US Census Bureau, 2010-2019 American Community Survey 5-Year Estimates, Business Wise - by Young Consulting, Inc

3.5 EDUCATION

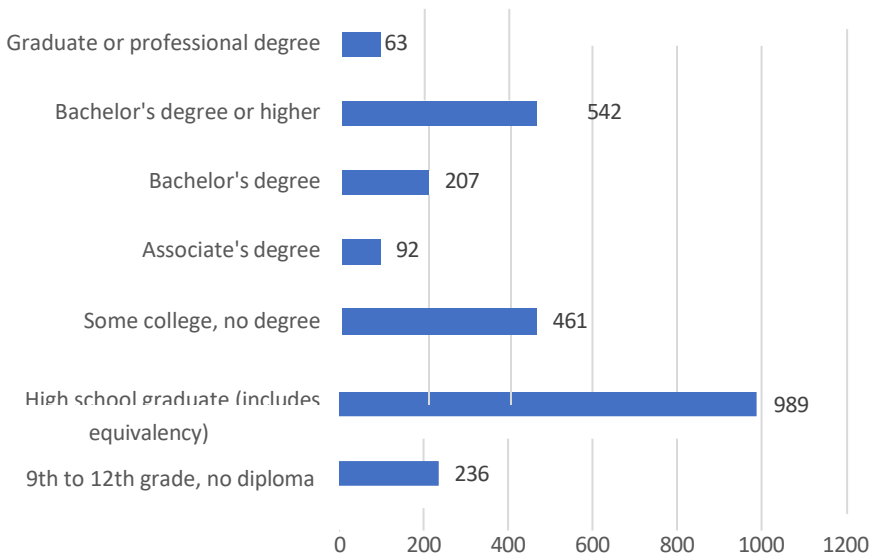
While the number of Norwood residents above age 25 with a 4 year degree is low (as compared to the State); the percentage of those below 25 with a Bachelor's degree is significantly higher (10.4%), indicating that a considerable portion of those who earn Bachelor's degrees leave Norwood soon after. The percentage of those above 25 in Norwood who never graduated high school is more than double the State average.

3.1.1 EDUCATIONAL ATTAINMENT (Persons 25 and older)

	% without High School Diploma	% with a 4 year degree or more
Norwood	9%	31%
Stanly	14%	17.6%
North Carolina	9.4%	18.0%

Source: US Census Bureau, 2010-2019 American Community Survey 5-Year Estimates

3.1.2 EDUCATIONAL ATTAINMENT



Source: US Census Bureau, 2010-2019 American Community Survey 5-Year Estimates

3.6 DEVELOPMENT FACTORS

» GEOGRAPHY

The Town of Norwood is located in south Stanly County. The Town has a total land area of 4.5 square miles within its municipal limits.

» HYDROLOGY

Norwood is in the piedmont region of the State, within the Yadkin Pee Dee River Basin. The Basin covers approximately 7,221 square miles of North Carolina, spanning 21 counties and 93 municipalities. It begins its headwaters near Blowing Rock and runs north-south to contain 23,000 lake acres and over 5,800 stream miles, including Flat Rock branch, which runs through Norwood. Within in the basin lies the Lake Tillery watershed for which Norwood relies on for much of its water quality.

» WATERSHEDS

Norwood has properties which fall under the State's Water Supply Watersheds (Class I- V) Protection. The Town realizes the importance in protecting water resources found within the community because the rivers and streams in Norwood flow from and to other communities. (See Map on the following page.

» FLOOD PRONE AREAS

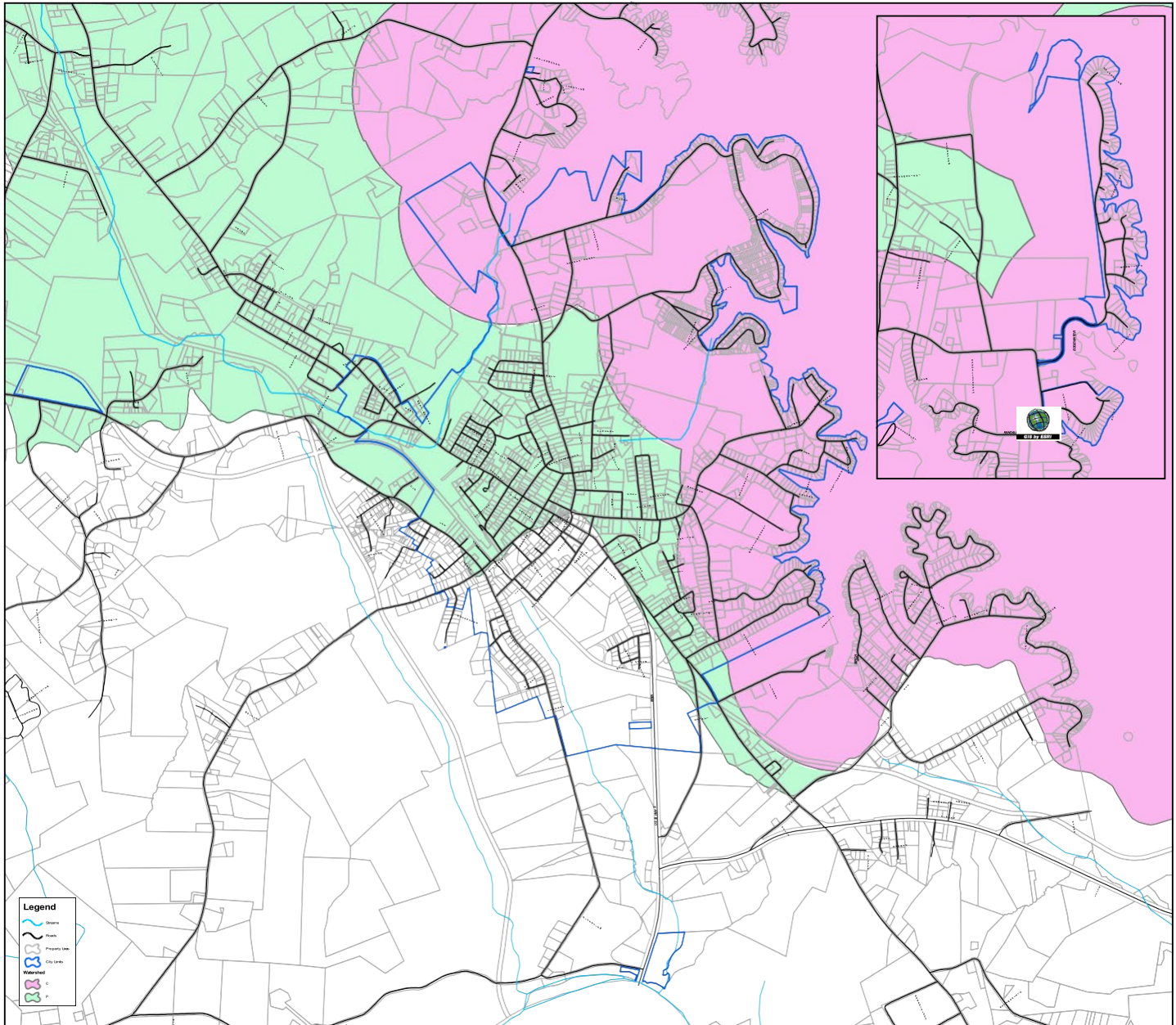
The Town participates in the National Flood Insurance Program (NFIP) and enforces a flood prevention ordinance within the Town's jurisdiction. The NFIP last updated in 2010, is a valuable tool to be used by planners and developers to promote sound development practices within vulnerable areas. The NFIP identifies areas that are subject to 10, 50, 100, and 500-year flood events. A flood event refers to the probability that a flood will occur in any 10, 50, 100, or 500-year period. Each of these events has a 10, 2, 1, and .02 percent chance of being equaled or exceeded during any year respectively. The likelihood of a 10-year flood event occurring in every year is 10%. The figures do not mean that every 10 years a flood of that magnitude will occur; the actual probability is much higher.

Development encroachment on floodplains reduces the flood-carrying capacity, increases the flood heights and velocities, and increases flood hazards in areas beyond the development itself. One aspect of floodplain management involves balancing the economic gain from floodplain development against the resulting increase in flood hazard. For purposes of the NFIP, a floodway is used as a tool to assist local communities this aspect of floodplain management.

Under this concept, the area of the 100-year floodplain is divided into a floodway and a floodway fringe. The floodway is the channel of a stream plus any adjacent floodplain that must be kept free of encroachment so that the 100-year flood can be carried without substantial increase in flood heights. Minimum federal standards limit such increases to 1 foot, provided hazardous velocities are not produced. The area between the floodway and the 100-year floodplain boundaries is called the floodway fringe. The floodway fringe encompasses the portion of the floodplain that could be completely obstructed without increasing the water-surface elevation of the 100-year flood more than 1 foot at any point.



CITY OF NORWOOD WATERSHED



MAY 4, 2022

0 100 200 Feet

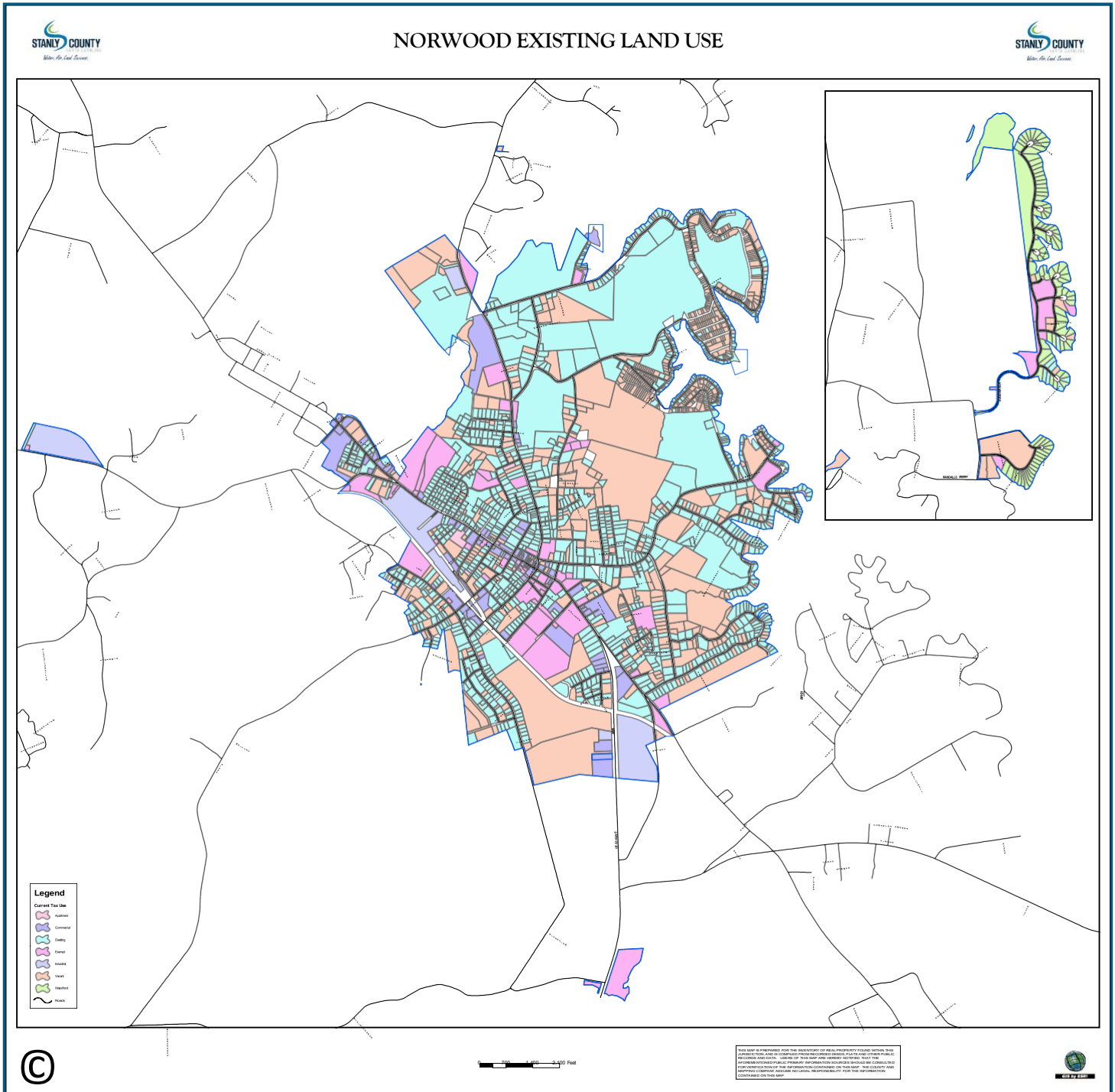
THIS MAP IS PREPARED FROM THE BEST AVAILABLE DATA. PROPERTY LINES AND OTHER INFORMATION ARE NOT GUARANTEED. THE CITY OF NORWOOD IS NOT RESPONSIBLE FOR ANY ERRORS OR OMISSIONS. THE CITY OF NORWOOD IS NOT RESPONSIBLE FOR ANY DAMAGES, INCLUDING CONSEQUENTIAL DAMAGES, ARISING FROM THE USE OF THIS MAP. THE CITY OF NORWOOD IS NOT RESPONSIBLE FOR ANY DAMAGES, INCLUDING CONSEQUENTIAL DAMAGES, ARISING FROM THE USE OF THIS MAP.



3.7 EXISTING LAND USES MAP

Norwood has a wide variety of land uses found within the planning jurisdiction. The urban center contains a multitude of commercial, governmental, and industrial land uses. In addition, the more rural areas of Norwood have large residential tracts and agricultural uses.

For the purposes of this Plan, the staff and the Steering Committee utilized the existing zoning map, aerial photography, and windshield surveys to determine the location and variety of existing land uses within Norwood's planning jurisdiction.



3.8 COMMUNITY FACILITIES AND SERVICES

» WATER

The Town of Norwood receives water from the Town water plant on Allenton Street. Stanly County Norwood's water treatment plant supplies approximately 100% of the average daily usage within the Town of Norwood, with interconnects with Stanly County providing redundant service. There are emergency connections through the Stanly County utility system to benefit both the Town and County.

» SEWER

Town of Norwood sewer plant on Highway 52 South, treats all of the wastewater from the Norwood collection system. There are also some private on-site septic systems in the area.

» SCHOOLS

Norwood is part of the Stanly County School System. Norwood's schools are Norwood Elementary, Tillery Christian Academy, Stanly Middle, and South Stanly High School, all of which reside outside of the town's jurisdiction except for the elementary school.

» TRANSPORTATION

The Town of Norwood is part of the Rocky River Rural Planning Organization Metropolitan Planning Organization (MPO). The Rocky River Rural Planning Organization should be consulted for further information on particular transportation planning efforts.

» HIGHWAY

Highway 52 runs North/South along the eastern half of Norwood's Town limits which provides convenient access to the Charlotte/Concord area and the Wadesboro and Albemarle corridors. Norwood with a lot of its development focused along with the current highway system, must put a greater emphasis on developing its interconnecting secondary roads that spur off from the highway. Although these roads do not induce much traffic, this is expected to increase as more development will occur along the Hwy 52 corridor as well as the Hwy 731 corridor. In addition to main roads such as Peedee / Indian Mountain Rd.

The Rocky River Rural Planning Organization Metropolitan Planning Organization (RPO). Long-range transportation planning projects listed for Norwood on both the NCDOT Transportation Improvement Plan and the Rocky River Rural Planning Organization MPO Thoroughfare Plan include the Norwood west side bypass and the west side connector.

» RAIL AND OTHER TRANSIT

Norwood has no passenger or freight service running through town. As Norwood develops in the future, a regional transit system may be worked out between the surrounding municipalities. Although currently there is no public transportation being planned in the area.

The high-speed rail corridor, from Raleigh to Columbia (within the State) and between Washington, D.C. and Atlanta (on a larger regional scale), will pass through Stanly County, using the Amtrak line. Although this is not directly relevant to Norwood it is clear that the presence of high speed rail will bring more residents to Stanly County and therefore spur growth and potentially Norwood in the future.

» FIRE PROTECTION

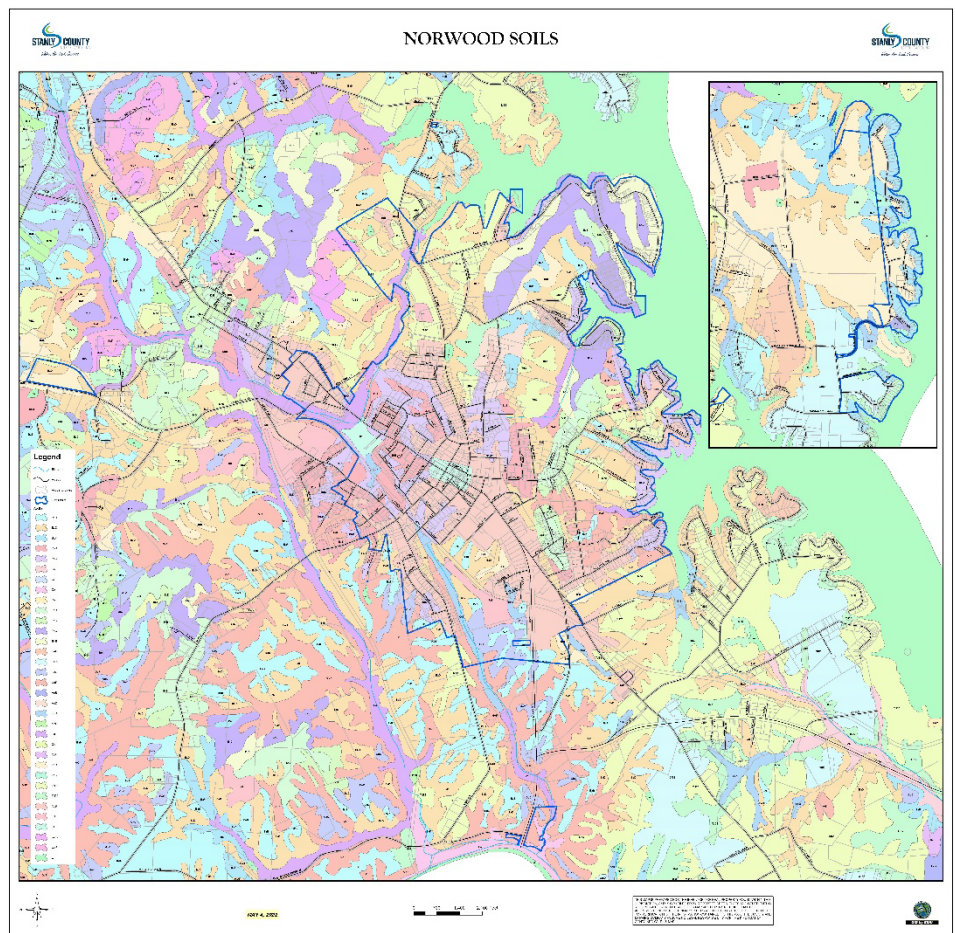
The Town of Norwood Fire Station 52 serves Norwood along with two Norwood Center Rural FD located on HWY and Indian Mountain Rd. The department is a combination unit that is made up of a fire chief and part time local volunteers. Due to the small size of Norwood's city limits the average response time of the station is less than five minutes. At the current projected population growth and size of Norwood this station should be capable of handling each one for the next 20 years of development.

» ELECTRICITY/TELEPHONE/NATURAL GAS

Norwood is supplied with electricity by Duke Energy. Public Service Company of North Carolina (PSNC) supplies the Town's natural gas. Phone service is provided through Time Warner and Wind stream.

» SOLID WASTE

Currently the Town of Norwood provides solid waste and recycling services for its residents.



3.9 CURRENT DEVELOPMENT POLICIES

The Town of Norwood has an adopted zoning ordinance that regulates development of land within the Town's planning jurisdiction. The town's has also developed a zoning ordinance that includes regulations that govern both the zoning and subdivision of land within the city limits.

3.10.1. ZONING

From the attention given the subject by legal writers and in court decisions, it is clear that confusion exists as to the distinction between "planning" and "zoning." In reality, zoning is one of many legal and administrative devices by which plans may be implemented. Most of the confusion has arisen out of the fact that many jurisdictions have adopted zoning ordinances before embarking on full-scale planning.

Zoning is essentially a means of ensuring that the land uses of a community are properly situated in relation to one another, providing adequate space for each type of development. It allows the control of development density in each area so that property can be adequately serviced by such governmental facilities as the street, school, fire, police, recreation, and utility systems. This directs new growth into appropriate areas and protects existing property by requiring that development afford adequate light, air and privacy for persons living and working within the community.

Zoning is probably the single most commonly used legal device available for implementing the land-use plan of a community. Zoning may be defined as the division of a town (or other governmental unit) into districts, and the regulation within those districts of:

- » The height and bulk of buildings and other structures;
- » The area of a lot which may be occupied and the size of required open spaces;
- » The density of population;
- » The use of buildings and land for trade, industry, residence or other purposes.

Of major importance for the individual citizen is the part zoning plays in stabilizing and preserving property values. It affects the taxation of property as an element of value to be considered in assessment. Ordinarily, zoning is only indirectly concerned with achieving aesthetic ends, although there has been an increasing tendency to include provisions within zoning ordinances, which are most solidly based on "general welfare" concepts.

Zoning does not regulate the manner of construction of a building; this is covered by the building code. Also, the zoning ordinance may not be properly used to set minimum costs of permitted structures, and it commonly does not control their appearance. These matters are ordinarily controlled by private restrictive covenants contained in the deeds to property. There are, however, some examples, particularly in relation to historic buildings and areas, where zoning has been and is being used effectively. While there has been a general trend toward a greater acceptance of aesthetic control as a proper function of the zoning ordinance, changes to the NC Planning and Zoning statutes and applicable court cases should be followed closely.

If a property is zoned properly for its intended use, then the needed permits can simply be obtained through application and the payment of any required fees. If a rezoning is required, the approval of the Town Council must be obtained. On average, this process takes about two months, depending on the magnitude, complexity and any controversy generated by the proposal.

It is important to note that a request to change a zoning district, whether by application for a general district or a special district, is a request to change the basic plan for the area where the property is located. For example, if someone applies to change the zoning district from residential to commercial to allow a used car lot, regardless of the special conditions on the site, the basic issue is still whether a business should be located on that property and does it meet the general purposes of the land use plan. Such decisions or changes to the land use of individual parcels may not have a large impact but taken collectively may indicate the need to revise or

modify the land use plan to meet continuing demands for growth and development.

3.10.2. SUBDIVISION

The Norwood Subdivision Ordinance also governs the process of converting raw land into building sites (often referred to as Subdivision Regulations). In this process, a developer is not permitted to make improvements or to divide and sell his land until the governing body or planning board has approved a plat of the proposed design of his subdivision. The approval or disapproval of the local government is based upon compliance or noncompliance of the proposal with development standards set forth in the subdivision regulations. In the event that the developer attempts to record an unapproved plat with the local registry of deeds or to sell lots by reference to such a plat, he may be subject to various civil and criminal penalties.

Subdivision regulations may serve a wide range of purposes. To the health officer, for example, they are a means of insuring that a new residential development has a safe water supply and sewage disposal system and that they are properly drained. To the tax official they are a step toward securing adequate records of land titles. To the school or parks official they are a way to preserve or secure the school sites and recreation areas needed to serve the people coming into the neighborhood. To the lot purchaser they are an assurance that he will receive a build-able, properly oriented, well-drained lot, provided with adequate facilities to meet his day-to-day needs, in a subdivision whose value will hold up over the years.

Subdivision regulations enable the Town to coordinate the otherwise unrelated plans of a great many individual developers, and in the process to assure that provision is made for such major elements of the Land Use Plan as rights-of-way for major thoroughfares, parks, school sites, major water lines and sewer outfalls, and so forth. They also enable the Town to control the internal design of each new subdivision so that its pattern of streets, lots and other facilities will be safe, pleasant, and economical to maintain.

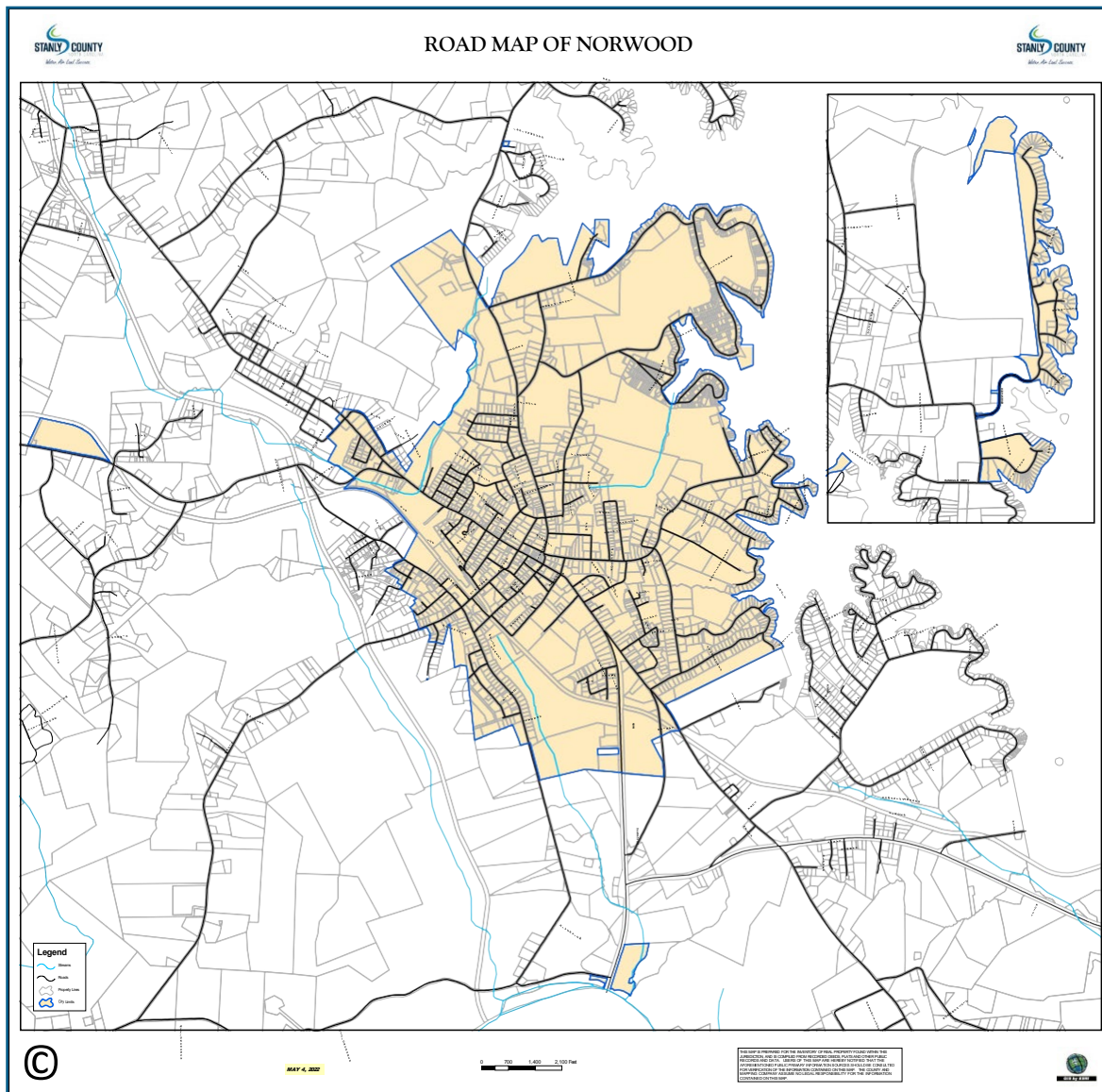
From the standpoint of the local governing board, subdivision regulations may be thought of as having two major objectives. First, these officials are interested in the design aspects of new subdivisions, as are the other officials mentioned. But secondly, they are also interested in allocating the costs of certain improvements most equitably between the residents of the immediate area and the taxpayers of the Town as a whole. When subdivision regulations require a developer to dedicate land to the public or to install utilities or to build streets, they represent a judgment that the particular improvements involved are (1) necessary in a contemporary environment and (2) predominantly of special benefit to the people who will buy lots from him (presumably at a price sufficient to cover the cost of these improvements) rather than of general benefit to the taxpayers of the Town as a whole.

3.10 UNCONNECTED ROADS vs. ROAD NETWORK

3.10.1. Unconnected Roads:

The proliferation of newer, unconnected subdivisions has resulted in a transportation network that limits the number of ways through town. In addition to the residential subdivision, commercial development has also been guilty of providing no connectivity between uses. The characteristics of unconnected Roads include:

- » Lower capacity
- » Fewer route choices
- » Longer driving distances
- » Less efficient
- » Single mode of Transportation



Road Network Map of Norwood: Base layer Source: Stanly County GIS, NCDOT

3.10.2. Road Network

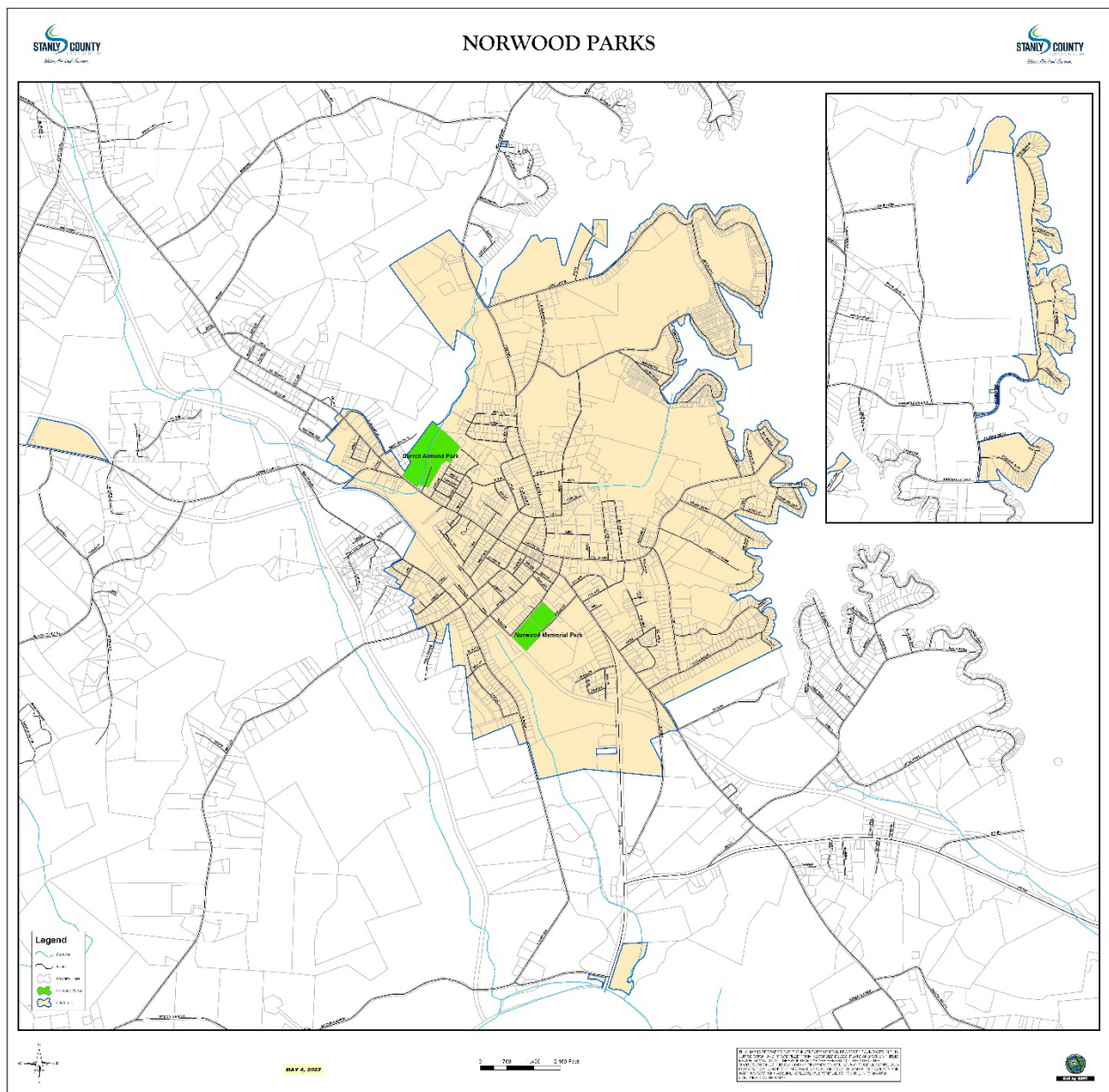
A transportation system based on a Road Network will help aid in the traffic delays found on some of Norwood's roads. Increasing the number of choices will help to disperse traffic throughout the Town. The utilization of a Road Network will result in:

- » More capacity
- » More route choices
- » More access
- » Shorter distances
- » Supports all modes of transportation

3.10.3. Open Space Development:

Open Space Development provides a designated area as open space within the development. This land is permanently protected from development and can be used by the neighborhood as a recreational amenity. The developer that chooses to develop in this manner can still build the same number of units, but on smaller lots with less infrastructure needs as a result of clustering the development. By encouraging Open Space Development, the Town can increase the recreational opportunities for its residents, decrease the amount of infrastructure that needs to be maintained and increase the attractiveness of the overall community.

The Norwood Land Use Plan supports the concept of open space development in order to maintain Norwood's small-town atmosphere and protect surrounding rural areas. Below maps shows areas in green of existing improved open space locations, including parks.



CHAPTER 4: LAND USE PLAN GOALS, OBJECTIVES, AND STRATEGIES

A series of topical goals were created to highlight eight (8) overall focus areas to include Quality of Life and Culture, Community Well-Being, Residential Development, Commercial and Industrial Development, Transportation, Water and Sewer, and Community Facilities, Economic Development and Natural Resources and Open Space. The Goal for each focus area reflects current conditions and priorities, with objectives and specific strategies added to provide the map for implementation purposes. The appropriate goals should be used to inform all development proposals.

4.1 QUALITY OF LIFE AND CULTURE

Goal 1: Protect the small-town nature and character while balancing development and preparing for modest future growth.

Objective:

Maintain the small-town nature and character, while allowing for sustainable population growth

Strategies:

- » Use smart growth principles, design, and philosophy with land use when developing Norwood.
- » Examine possible areas for Historic Districts.
- » Promote preservation efforts of properties of historical or cultural significance.
- » Work with the Norwood Historical Society to develop an inventory of the Town's historic and cultural facilities.
- » Support efforts that restore, revitalize, adaptive use or reuse of cultural and historic structures, buildings, monuments, and neighborhoods.
- » Restore the Mill Hill potentially for affordable housing.
- » Create an abandoned/vacant building and property policy.
- » Encourage varied lot sizes in all developments so they become vibrant neighborhoods.
- » Encourage missing middle housing for infill development on vacant lots as well as existing structures.
- » Improve and reinforce appearance and building standards.
- » Reinforce community engagement and involvement on land use matters.
- » Expand public gatherings spaces and events, especially near and around the downtown area.
- » Encourage art spaces and the cultural arts in downtown.
- » Connect new developments and redevelopments with greenways where the opportunity exists

4.2 COMMUNITY SUGGESTED STRATEGIES

Goal 2: Preserve the existing quality of life by maintaining and creating an equitable and resilient community for all residents.

Objective:

Promote and develop actions for a healthy and safe Norwood.

Strategies:

- » Ensure public safety operations are commensurate with future growth and promote community watch associations.
- » Work with residents to identify opportunities for residents to participate in civic opportunities.
- » Explore and recruit assisted living or continuing care facilities or related.
- » Explore and encourage the idea of an urgent care facility or trauma healthcare facility to serve Norwood and surrounding areas.
- » Promote Park and recreational facilities e.g. greenways as a way to improve health.
- » Seek opportunities for additional healthcare services and general offices to include pharmacies, urgent medical care, medical offices, veterinarians, and attorneys.

4.3 RESIDENTIAL DEVELOPMENT

Goal 3: Create the opportunity to develop a variety of affordable housing choices and types for all income levels.

Objective:

Preserve, enhance, and create satisfying living environments that create and maintain strong neighborhoods.

Strategies:

- » Promote and encourage single-family as a major housing source, while also allowing alternative forms of housing such as two-family, triplex, multi-family and retirement communities, where appropriate.
- » Review the zoning ordinance related to residential development and revise as necessary to allow
- » Flexibility for senior housing development.
- » Encourage appropriate higher density for single, two, and multi-family residential uses in the downtown or central core and adjacent neighborhood residential areas.
- » Examine amending the existing zoning ordinance to allow and encourage a mix of housing types and compatible uses.
- » Any new residential growth should balance the impacts to the community economically and environmentally.
- » Encourage general services offices such as medical and legal services.
- » Encourage the development of neighborhoods that minimize traffic congestion and promote walkability, retain open spaces, and contribute to the small-town character of

- » Conservation type subdivision design is highly encouraged in the rural residential areas of Norwood.
- » Develop a subdivision street design template that includes sidewalks on both sides, street trees, bike share lanes (complete streets), and utility locations. This will assist the subdivision and rezoning review process.
- » Protect and maintain the integrity of existing neighborhoods.
- » Prevent the encroachment of incompatible non-residential uses in established neighborhoods and the re-routing of industrial related truck traffic through residential areas and downtown.
- » Preserve and enhance the character of existing neighborhoods through the revision of the zoning ordinance and during the use of conditional zoning.
- » Review and revise screening and buffer requirements to ensure adjacent residential properties are effectively screened from incompatible land uses.
- » Encourage the revitalization and maintenance of properties located in established neighborhoods including advancing a more aggressive minimum housing and code enforcement program.
- » Advocate for neighborhood involvement and feedback in the enforcement of community appearance standards.
- » Provide for and encourage land use that helps promote affordable/work- force housing.
- » Promote housing choice in land use decision-making and development proposals.
- » Conduct a housing study to assess in detail the needs for future affordable housing
- » Examine housing development opportunities for active adults.
- » Consider accessory dwellings units (ADU's) as a means for affordable housing.

4.4 COMMERCIAL AND INDUSTRIAL DEVELOPMENT

Goal 4: Encourage and pursue land use opportunities for restaurants, retail, hotels, and other various small commercial businesses and manufacturing establishments.

Objective:

Create the environment for a diverse mix of commercial and industrial development and other employment sectors that help build and add to the area's local economy and strengthen the job market.

Strategies:

- » Encourage infill commercial and industrial development on vacant land near central core.
- » Develop and promote economic development information to help to recruit and retain viable businesses and industrial development.
- » Study Norwood's downtown area for a vibrant mixed-used center of commerce and activity.
- » Develop a master plan for downtown Norwood that includes parking needs for potential business investment and alternative means of transportation.
- » Explore grant opportunities, such as a façade grant program, to assist downtown business owners in restoring and renovating their buildings to provide an attractive and inviting environment for consumers.
- » Require commercial and industrial development to utilize effective landscaping and buffering to help improve overall aesthetics of the community.
- » Review and revise development and signage standards in the zoning ordinance to ensure attractive commercial developments that reflect Norwood's small-town character
- » Review landscaping, access, and overall design provisions in the zoning ordinance and revise as needed to ensure commercial development is attractive and presents a high-quality image to visitors and residents alike.
- » Encourage mixed use developments that incorporate small business, retail and housing in neighborhood centers, the town center, and general commercial areas.
- » Strip commercial development should not be allowed in neighborhood commercial areas and should be considered a conditional zoning request.
- » Promote Norwood as a desirable location to potential service providers.
- » Increase the overall retail diversity throughout the Town especially along the commercial corridor.
- » Encourage light industrial/ manufacturing uses that do not interfere with the residential, commercial, cultural, or leisure development of the community.
- » Encourage well planned commercial development within designated neighborhood centers and other appropriate areas.
- » Conditional zoning should be used to ensure traffic, noise, lighting, access, environmental, etc. are considered with development proposals.
- » Consider office and institutional developments as a transitional zone between activities of higher and lower intensity.
- » Review the zoning ordinance to ensure that commercial and industrial development have appropriate access and connectivity for enhanced traffic flow.
- » Review the zoning ordinance to ensure that home-based businesses are permitted with the proper restrictions and protections.

4.5 TRANSPORTATION

Goal 5: Protect existing roadway network and expand the street system to mitigate traffic congestion while also examining opportunities for a variety of modes of transportation including public transit, sidewalks, bike paths, greenways, etc.

Objective:

Preserve and protect existing road rights-of- ways while increasing alternative modes of transportation and expanding road network to increase connectivity to various land uses and improve the transportation level of service.

Strategies:

- » Encourage pedestrian trails and sidewalks to link commercial, residential, and recreational centers as transportation alternatives.
- » Design Norwood so that it encourages walk- ability throughout the Town.
- » Intentionally plan and manage growth within Norwood to prevent suburban sprawl.
- » Examine solutions and opportunity to encourage- or direct large trucks from use of main street.
- » Examine and implement a large or freight truck route near the central core just West of downtown to increase traffic mobility but prevent suburban and commercial sprawl.
- » Promote transportation improvements such as new connectors, truck routes, turn lanes, connectivity, sidewalks, bike paths, bike lanes, four-way stops, walking trails, accelerations and deceleration lanes.
- » Develop design guidelines so that streets, buildings, public spaces, parks and uses are connected and work together.
- » Ensure a safe transportation system that maximizes the capacity of existing roadways to serve the needs of vehicular traffic as well as the needs of alternative modes of travel such as bicycle and pedestrian-oriented travel.
- » Subdivisions that generate a minimum of one-thousand daily trips (as defined by the ITE Trip Generation Manual) should have direct access to a recognized thoroughfare and a minimum of two points of entry or stub outs for future road connections.
- » Identify primary roads used by bicyclists and determine needed improvements for implementation.
- » Explore regional transportation options that will link Norwood to neighboring municipalities and commercial centers.
- » Study the idea of a commuter train to adjacent municipalities that can eventually connect to Charlotte-metro (Charlotte, North » Carolina).
- » Examine the feasibility of an express bus route to regional cities and Charlotte-metro.
- » Work with the Stanly County Transportation Services (SCUSA) to provide consistent public transportation for Norwood residents.
- » Coordinate with the Rocky River Rural Planning Organization (RRRPO) and NCDOT on work related to regional connectors, including monitoring development requests and reviewing plans thoroughly in the path of proposed transportation facilities.
- » Review the zoning ordinance requirements for vehicular access to commercial areas and revise as necessary to allow for enhanced interconnectivity between commercial sites and for common/unified access points.
- » Identify priority areas for roadway improvements and work with NCDOT/RRRPO to develop a schedule for implementation or work to get them on the unmet needs for community transportation improvement programs.
- » With the expansion of Air B and B's, examine ways to increase or induce parking.

4.6 WATER AND SEWER, AND COMMUNITY FACILITIES

Goal 6: Develop essential public utilities and community infrastructure capacity to accommodate future growth and for current residents.

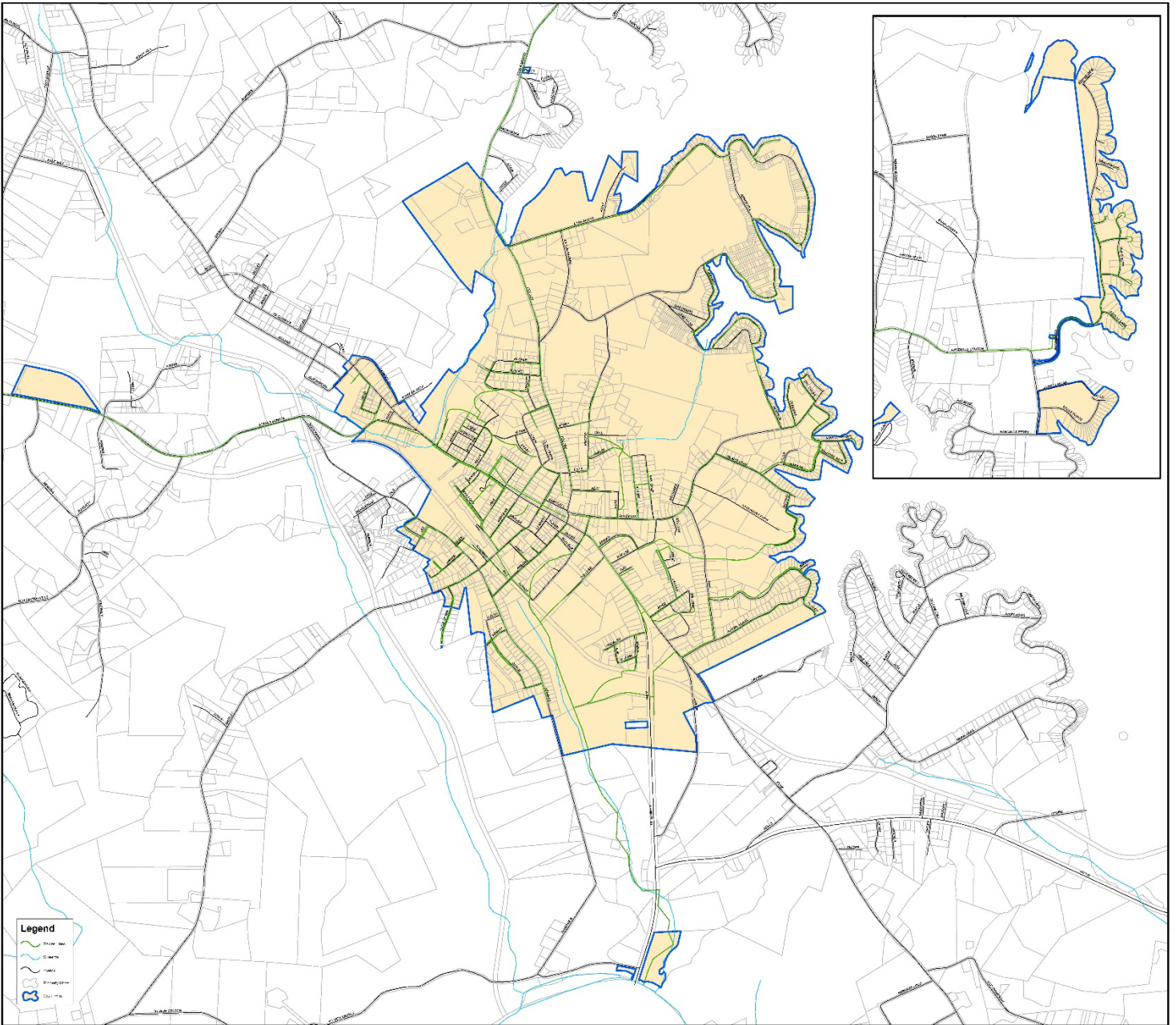
Objective:

Enhance and develop public utilities and community facilities that are commensurate with the growth to protect the long-term viability of Norwood.

Strategies:

- » Ensure that adequate infrastructure and services are available concurrently with new development.
- » Conduct public utility assessment to understand the future needs as a result of future growth.
- » Consider expanding water and sewer utilities where appropriate throughout Town and to the lake front properties.
- » Provide utilities in underserved areas to help increase improvement in those areas.
- » Develop a map that indicates current and planned utility (water, sewer) connections to aid in the development permitting process.
- » Enhance Capital Improvement Program (CIP) on a yearly basis to direct capital resources to priority areas.
- » Develop a water and wastewater master plan to plan for future service extensions and facility upgrades.
- » Promote economic development through strategic water and sewer extensions (see sewer map below).
- » Encourage the extension of water and sewer into areas identified for future development on the Future Land Use Map.
- » Establish and examine an inventory of aging and substandard water and sewer lines for upgrades identified through system failures and inspections.
- » Provide carefully planned recreational developments for the equitable distribution of recreational opportunities, including new parks.
- » Explore opportunities to expand the Town's recreational facilities (gymnasium, swimming pool, etc.).
- » Develop a parks and recreation master plan to plan for new facilities and scheduled improvements to existing facilities.
- » Promote an active community through abundant walking and biking opportunities.
- » Conduct a study on the development of a greenway system that would link recreational facilities, retail establishments, and neighborhoods, as well as other related land uses.
- » Consider renovation and upgrades to existing Public Safety Station or consider construction of a new facility.
- » Examine the use of Norwood water tower for broadband technology capacity.
- » Build and improve wireless broadband technology and internet services in Norwood and the greater area.
- » Intentionally provide wireless internet access (Wi-Fi) in all of downtown.
- » Study the idea to encourage the relocation of the county solid waste facility. (Indian Mound Road)

CITY OF NORWOOD SEWER LINES



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4.7 ECONOMIC DEVELOPMENT

Goal 7: Provide a healthy environment for a diverse mix of industry, business uses, and other employers that builds upon the area's economy and strengthens the community.

Objective:

Create a diverse and sustainable economy for now and long-term into the future.

Strategies:

- » Inventory current businesses and/commercial enterprises to determine the jobs gaps.
- » Develop a diverse mix of industry, business uses, and other employers that builds and strengthens the local economy.
- » Develop, reuse, and revitalize unused or underutilized structures and properties for small business and light manufacturing.
- » Develop and maintain a database of available buildings, storefronts, and vacant land appropriate for commercial and/or industrial uses.
- » Pursue economic development opportunities that help diversify the employment base.
- » Create a marketing plan for Norwood that coincides with job creation and retention, in addition to highlighting Norwood's strengths.
- » Work with Stanly County Economic Development Commission to help in the recruitment of low impact manufacturing.
- » Map future land use areas for future commercial areas to include retail and restaurants.
- » Develop a small business incubator/program or work with Stanly County on expanding small businesses.
- » Recruit and encourage small boutiques, restaurants, and entertainment venues in downtown and throughout town in appropriate zones. (E.g., Put-put, Paddle boat, pickle ball, hotel, fitness center, retirement centers.)
- » Examine educational programs such as agricultural or small community college satellite space in downtown.
- » Study the idea of establishing downtown as a social district to encourage pedestrian traffic to support and maintain small business in the central core.
- » Create jobs that increase the tax base and work with Stanly County to recruit those jobs, including high skills, that result in a higher quality of life.

4.8 NATURAL RESOURCES AND OPEN SPACE

Goal 8: Protect and enhance the natural environment in a sustainable manner.

Objective:

Capitalize on sensitive natural resources including wetlands, waterways, slopes, and floodplains, while providing full protection.

Strategies:

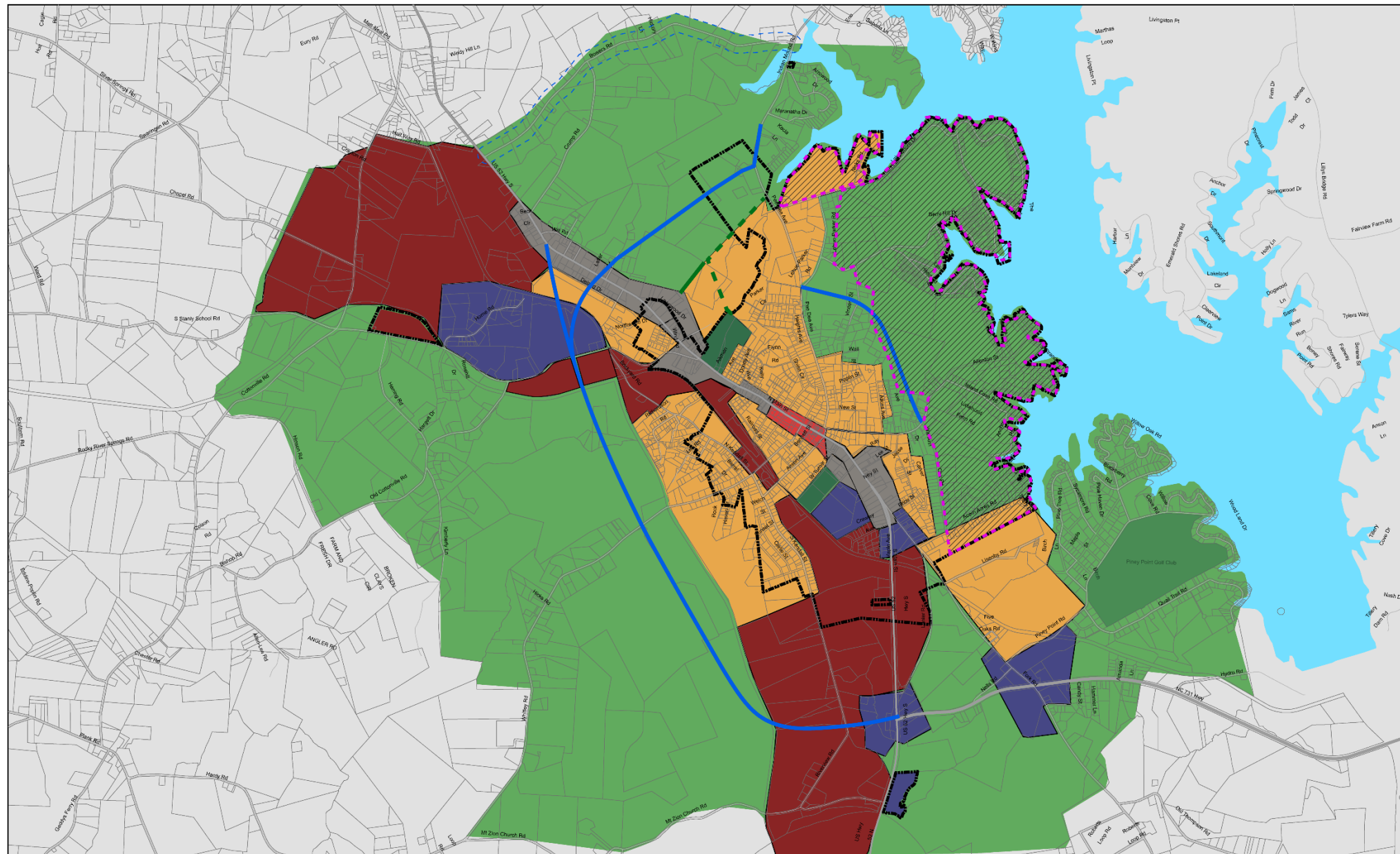
- » Develop an open space plan that examines access to floodplains as natural greenways and linkages, to include maintenance and improvement, and to build “green infrastructure.”
- » Develop an additional park commensurate with new growth.
- » Improve and reduce water runoff from impervious surfaces.
- » Protect and preserve sensitive natural areas.
- » Promote the natural resources, landscapes, and agricultural areas as possible tourism.
- » Protect Lake Tillery as a natural resource and consider areas along it for economic opportunity, where appropriate.
- » Control and/or manage growth on Lake Tillery and adjacent areas.
- » Carefully control land development activities within the 100-year floodplain, along streams, in wetland areas, and areas with steep slope by limiting new development to low intensity uses such as agriculture, recreational areas, and hiking/ biking trails.
- » Enhance or expand upon Farmer’s Market to help local farmers business activity.
- » Explore programs that will encourage the preservation of open space in agricultural areas.
- » Discourage high-density development in the agricultural/rural areas to prevent or curb suburban sprawl.
- » Evaluate how the zoning ordinance can be amended to promote provisions that create open space.
- » Study the use of density bonuses in new developments to encourage the preservation of open space.
- » Emphasize preserving trees in new developments to reduce or prevent clear-cutting, where possible during new development.
- » Identify areas around existing assets that will be maintained as a natural environment to protect and enhance those areas.
- » Conserve the natural environment of Norwood where possible to maintain and market its eco-tourism efforts.
- » Explore opportunities for public beach and finishing.
- » Development “no clear-cutting” regulations specifically for trees and tree canopy protection.












CHAPTER 5: FUTURE LAND USE MAP AND LAND USE DESCRIPTIONS

A future land use map was developed for the Town including eight (8) simplified categories to include: low density residential, medium density, commercial corridor, industrial, commercial, central core commercial, tourism encouragement area, and transportation improvement area. The future land use map highlights where specific land use types should be encouraged; it is a guide that provides approximate locations for future development; however, it does not take the place of an official zoning map.

S

Town of Norwood NC - Future Land Use Map



- | | | | | | |
|---|--------------------------------|--|----------------------------|---|----------------------------------|
|  | Central Core Commercial |  | Medium Density Residential |  | Tourism Encouragement Area (TEA) |
|  | Commercial Corridor District |  | Low Density Residential |  | Truck Improvement Area |
|  | General Commercial |  | Industrial |  | Trail |
|  | Proposed Future Road Connector |  | Existing Park Space | | |

NORWOOD
The Gateway to Lake Tillery

Adg

**Uwharrie
Planners**

5.1 Land Use Descriptions

The following descriptions were developed in consultation with the content of the existing land use, existing zoning, water and sewer infrastructure, access to thoroughfares, topography, hydrology, slopes, and other physical development limitations for Norwood. These elements help provide context and useful insight to the future land use patterns, availability of services, planned road improvements, and potential development sites for the Norwood planning area.

5.1.1 Low-Density Residential

Low Density Residential districts are designed for residential purposes that preserve the existing rural character, while offering larger lots. These districts are usually located on the outskirts of the urban area and are not serviced by water and sewer. The Low-Density Residential district is developed at a low to medium density or 2-3 units per acre. Design of the development should seek to maximize the preservation of the rural character and preserve open space.

5.1.2 Medium-Density Residential

The Medium Density Residential district provides for the development of conventional subdivisions at medium densities or 4-7 units per acre. These areas are usually located outside the commercial areas of the Town and are serviced by water and sewer. Future developments should look to provide sidewalks and connectivity between adjacent properties. In addition, the preservation of open space along undevelopable land should be encouraged.

5.1.3 Commercial Corridor

The Commercial Corridor designation is primarily for commercial and small-scale industrial uses and mixed-use development that include commercial storefronts, restaurants, retail businesses, employment centers, and offices that are generally adjacent to and running along Main Street and NC Highway 52.

5.1.4 Industrial (Employment Center)

Industrial/Employment Centers are areas designed for office parks, research campuses, and some limited light industry. These centers service business and corporations that wish to be located within close proximity to thoroughfares while still maintaining a campus like atmosphere. The development usually includes amenities for workers including trails, picnic areas and open space. A special emphasis should be placed on landscaping, parking placement, and building design to incorporate the natural features into each site design. These centers will serve as a major employment source in the future.

5.1.5 Commercial (General)

General Commercial developments place an emphasis on the automobile and are usually characterized by numerous curb cuts, a linear pattern of development, and large amounts of parking in front of the structures. Commercial development is usually located along major roads that coincide with areas of existing strip development. The goal of the General Commercial district should be to minimize the number of curb cuts, move parking to the rear or sides of structures, and try to encourage more interconnectivity between uses.

5.1.6 Central Core Commercial (Town Center/Downtown)

The historic center of the Town; the Town Center or Central Core Commercial incorporates a traditional mix of commercial, office, institutional, and residential uses. The pedestrian scaled development and use of complementary buildings creates a unique atmosphere that separates the Town Center from other districts. The Town Center services the entire community and should be seen as the center of civic life. It is an area that should appeal to all ages, should be accessible by multiple modes of transportation (walking, biking, car, transit, etc.), and should be the center for recreation, cultural events, and healthy living. Design characteristics for future development should focus on the traditional, pedestrian oriented downtowns of the early 1900's. Some specific attributes to be considered are sidewalks, street trees, storefronts, and complementary building styles.

Norwood's Town Center/Central Commercial Core is built around Main Street, which comprises the Central Business District of the Town. Many of the Town's historic buildings are situated in this area, in addition to the historic commercial buildings along Main Street.

In order to revitalize and enhance the district to prominence, specific development goals have been devised.

- » Encourage infill development within the Town Center/Downtown, as well as redevelopment of deteriorating structures.
- » Promote the Town Center/Downtown as the commercial and governmental center of Norwood.
- » Encourage tourism within the Town Center through promotional campaigns that highlight the downtown area.
- » Initiate a corridor improvement program for the Town Center and Main Street that will enhance streetscapes and improve pedestrian crossings.
- » Create neighborhood pocket parks within the area on vacant and underdeveloped lots.
- » Continue to promote a mix of uses and pedestrian scaled developments within the Town Center.
- » Develop a historic district and/or Main Street program as a resource to preserve and promote the historic downtown area.
- » Explore the creation of a façade grant program for downtown properties.
- » Improve pedestrian opportunities in the Town Center through the repair and construction of sidewalks and greenways connecting neighborhoods, parks, schools, shopping, and employment locations.

5.1.7 Tourism Encouragement Area (TEA)

Tourism encouragement areas (TEA) are developments near and around Lake Tillery, that could be in a variety of economic forms. Any new development approved in this area and on the future land use map shall be in character and harmony with the surrounding area character and design, in keeping with the natural area of the Lake.

5.1.8 Transportation Improvement Area (TIA)

These areas are considered transportation improvement areas (TIA) for future transportation opportunity to improve the connectivity of Norwood. In addition, these are areas where future development is projected and to have an impact on Norwood existing road and street network. These are areas in which Norwood prepares for future traffic growth as result of new residential and commercial development.

5.1.9 Future Land Use Map

The Future Land Use Map should be used as the first step in evaluating development proposals. The Future Land Use Map and the supporting information outline appropriate locations, types, intensity, and patterns of land development. When reviewing a proposed development, the developer, staff, citizens, Planning Board, and Town Governing Board should determine first if that type of development is desired in the proposed location.

5.1.10 Uses of the Land Use Plan

The Land Use Plan will serve slightly different purposes for each user. As it is a critical tool for Town Staff, the Town Planning Board, and the Town Board, it would be prudent to hold a workshop upon adoption of the Plan to illustrate how the Plan can be helpful in the decision-making process on such things as new developments, rezonings, and special use permits.

As Used by the Developer: The developer can utilize the Land Use Plan to see if their development proposal meets the intent of the plan. Beginning with the Comparison of Development Patterns and continuing through to the Future Land Use Map, a developer can get a good idea about how the proposed project will be received. Before consulting the Future Land Use Map the developer should make sure that the overall plan for the proposed development meets the goals, objectives, and strategies established in the plan.

As Used by Town Staff: The Town's staff reviews zoning petitions, recommends that the petition be approved or denied, and prepares a written zoning report for the Planning Board. In making their decision and writing the report, the staff reviews relevant planning documents, including the Land Use Plan. Using the adopted policies in the plan will facilitate staff review of the rezoning request. The staff will be able to point out those policies that support the rezoning and those that are in conflict with the rezoning, thereby shaping the overall staff recommendation.

As Used by the Town Planning Board: Prior to the regular meeting, each Planning Board member can make his or her own determination as to the consistency of the proposed rezoning with the Town's adopted growth strategies and future development policies. As always, the Planning Board should take into account the recommendations of the Plan but may choose to give different weight to different policies.

As Used by the Town Council: In its legislative authority to rezone property, the Town Council has the final word as to whether the rezoning request is consistent with the various plans that affect the property in question. As customary, the Town Council should take into account and weigh the interpretation of policy as employed by the property owner, the Planning Board, Town staff, and the general public. Over time, a track record of policy interpretation forms a consistent foundation for decision-making. The Town should also consider the strategies and the new or existing committees that might be needed to complete this work.

As Used by the General Public: Residents of the Town of Norwood can and should reference specific policy statements when speaking in favor of or in opposition to a rezoning request.

5.2 IMPLEMENTATION TOOLS

The Norwood Land Use Plan represents a vision for the future of the Town and provides goals and objectives that should be considered in daily decision-making. Successful implementation of the Plan will be the result of actions taken by elected and appointed officials, Town staff, public sector agencies, and private citizens and organizations.

These actions can be divided into four distinct categories:

- » Town regulations (policies, ordinances, etc.)
- » Planning initiatives (master planning, etc.)
- » Economic development measures
- » Continuous planning actions by the Town Board, Planning Board, and other appointed committees

5.2.1 Town Regulations

In order to achieve Norwood's vision for the future, the Town must ensure that regulations permit the type and style of development proposed in the Land Use Plan. Following adoption of the Plan, any Town ordinances and policies that affect future development will need to be reviewed and revised to reflect the values contained within the Plan. New policies will also need to be drafted.

Zoning Ordinance:

A comprehensive review of Norwood's zoning ordinance will be necessary to identify discrepancies between current requirements and the Land Use Plan's vision. As a result of this review, several revisions will likely need to be incorporated, including changes in zoning district classifications and allowed uses, changes and additions to design standards, and changes in zoning district density allowances. All of these revisions should support the values contained within the Land Use Plan and work towards the land use patterns illustrated in the Future Land Use Map.

These tasks should be performed by the Town Planning Board. Specific topics of review, based on the strategies devised in the Plan, include the requirement of pedestrian amenities in both residential and commercial development, stricter architectural design standards, allowances for higher-density residential and mixed-use development in identified areas, stronger landscaping and buffering requirements, and the inclusion of incentive measures, such as cluster development and density bonuses, for the preservation of open space and agricultural lands.

5.2.2 Water and Sewer Extension Policy:

The Town's Water and Sewer Extension Policy can be an invaluable tool in directing development to desired areas, located on the Future Land Use Map. The availability of water and sewer infrastructure has a substantial impact on development occurring in an area. The Town should review and revise this policy as necessary as development increases, using the Future Land Use Map as a guideline.

5.2.3 Economic Development Measures

Economic development goals are focused on the revitalization of the historic downtown district into a thriving center of commerce and community life. Entrepreneurship and local small business development are encouraged. As the primary concern is vacant or underutilized buildings in the downtown area, immediate actions should be focused on coordinating marketing efforts with local realtors and pursuing funding sources for building renovations that will make the space more attractive to buyers and tenants. Attention should be paid to means of supporting small businesses to ensure that they remain viable and profitable.

5.2.4 Continuous Planning Actions

Regular use of the Land Use Plan is not limited to decision making on development requests; there are a variety of planning actions that will support the continued use of this Plan. These actions include collaboration with other municipalities, Stanly County, civic organizations, scheduled review and revision of essential governmental plans and policies, and maintenance of existing resources.

The Town's existing resources should be maintained to ensure future longevity. Town resources include water supply sources, utility infrastructure, roadways, parks and community facilities, historic properties, and open space and agricultural areas. Roadway repairs and improvements and maintenance of community facilities also require daily oversight. While the maintenance of historic properties and agricultural land falls outside of the jurisdiction of local government and onto individual landowners, these are important resources. The Town can support the preservation efforts being undertaken by numerous community and governmental groups.

5.3 PLAN MODIFICATION AND MONITORING

As the Land Use Plan is used and new development occurs in Norwood, it will be necessary to make revisions to the plan in order to keep it updated. A major development, new road, or water and sewer extension can drastically change an area, and/or a new, unanticipated development type may spark the need for changes. The Town of Norwood Planning Board should review the plan annually and adopt any changes necessary with the new fiscal year. Public input should be gained at public input meetings, as well as public hearings conducted by the Planning Board and Town Board. During this review, the Town should also assess the progress of implementation to ensure that the recommendations contained within the Plan are put into action.

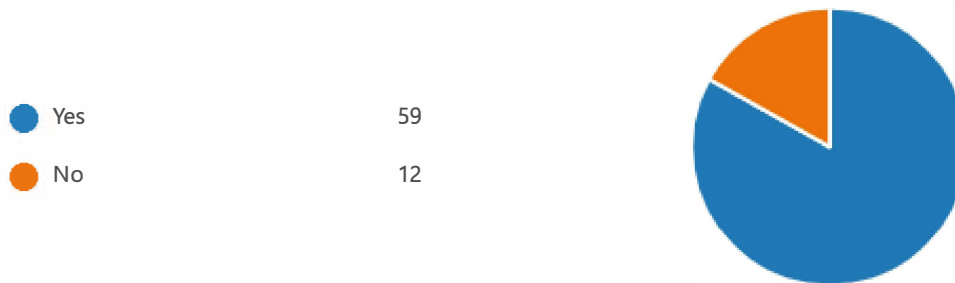
The Land Use Plan will only be a document worth using if it is kept up to date and used daily by the staff and monthly by the Town Council and Planning Board.

Appendix

Norwood, NC Land Use Plan - Community Input Survey

74 Responses 10:43 Average time to complete Active Status

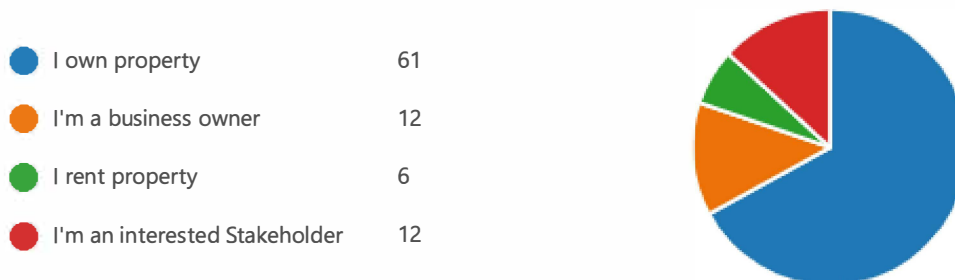
1. Are you a resident of Norwood?



2. If not a resident, what's your interest(s) in Norwood. (If a resident, do not respond.)
(Mark all that apply)?

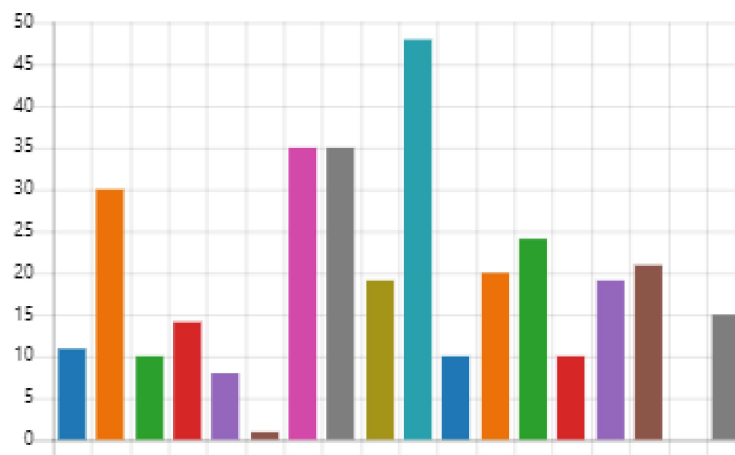


3. Please mark all that apply to you as it relates to Norwood.



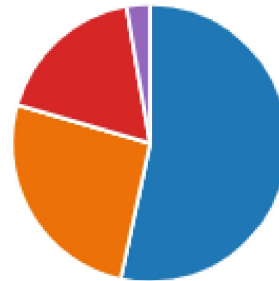
4. Please mark in the box next to the five (5-7) features that you feel are most important for the future of Norwood.

● Mixed-Use Development	11
● More Community parks and g...	30
● Apartments and condominiums	10
● Neighborhoods with housing, ...	14
● Neighborhoods with different ...	8
● Office parks	1
● Grocery stores	35
● Farmers' markets	35
● Shopping centers	19
● Town center/Main Street	48
● Industrial areas	10
● Medical centers	20
● Schools	24
● Sports facilities	10
● Community Centers	19
● Outside Concert Venues	21
● Smaller Lot Housing	0
● Other	15



5. Would you like to see Norwood increase or decrease in population size or remain the same?

● Increase	39
● Remain the Same	19
● Decrease	0
● Neutral	13
● Other	2

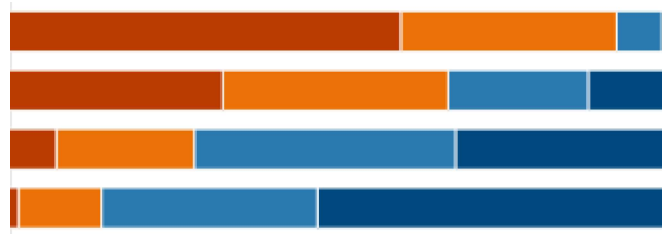


6. If you would like to see more growth, please rank the type of growth you would like Norwood to attract by clicking or dragging the options below in the order you feel is most important. (Top = Most, Bottom = Less)

Rank Options

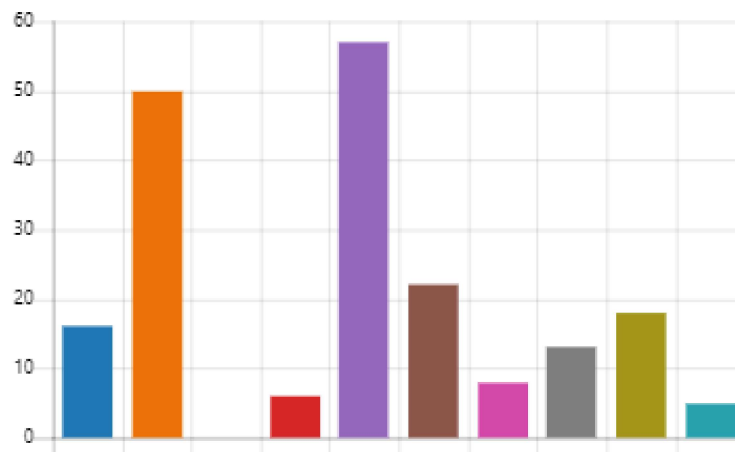
1	Commercial (Restaurants, Recr...
2	Residential (Single family, Mul...
3	Industrial (Workshops, Wareh...
4	Mixed-Used Development (res...

First choice ■ ■ ■ ■ Last choice



7. When you think about transportation for the future of Norwood, which features listed below are the most important to you? Please mark the box next to the three (3) that are the most important to you.

- Better-connected streets that ... 16
- Improved roads (wider, turn la... 50
- More new streets 0
- New/more transit 6
- More sidewalks, trails, other s... 57
- More bike lanes, paths, other ... 22
- Better Signaling and Safer Cro... 8
- Safer roads (Slower speeds, m... 13
- Improve Heavily Traveled/Hig... 18
- Other 5



8. What, if any, are the land use challenges for Norwood currently and in the future? Please, list them below.

24

Responses

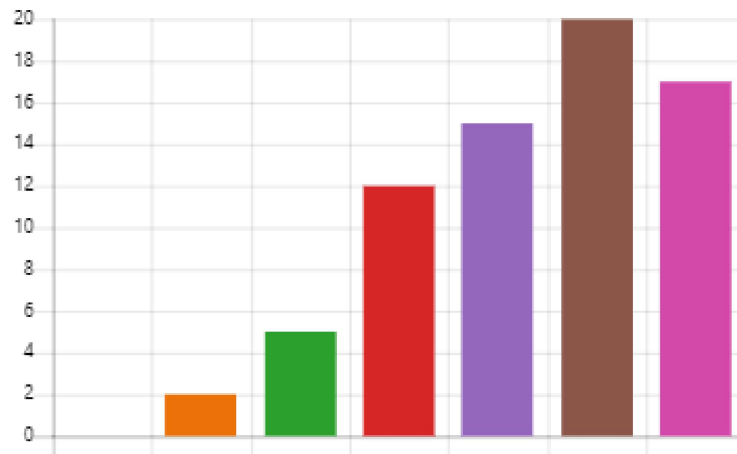
Latest Responses

"The city/town is not taking advantage of the value of Lake T...

"We should better capitalize on Lake Tillery. Town should op...

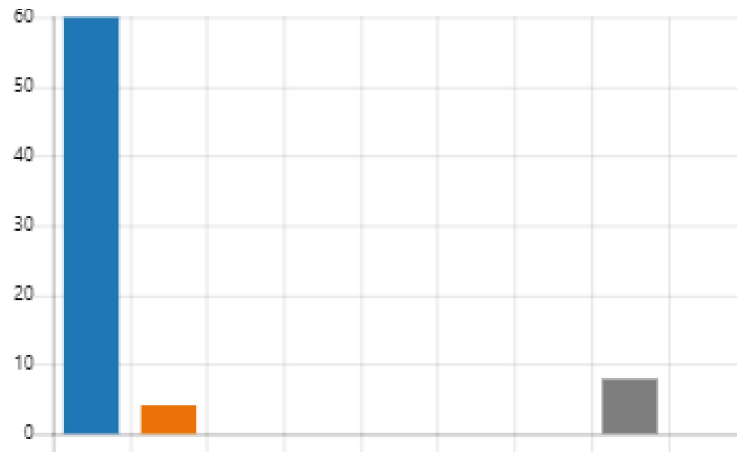
9. What is your age?

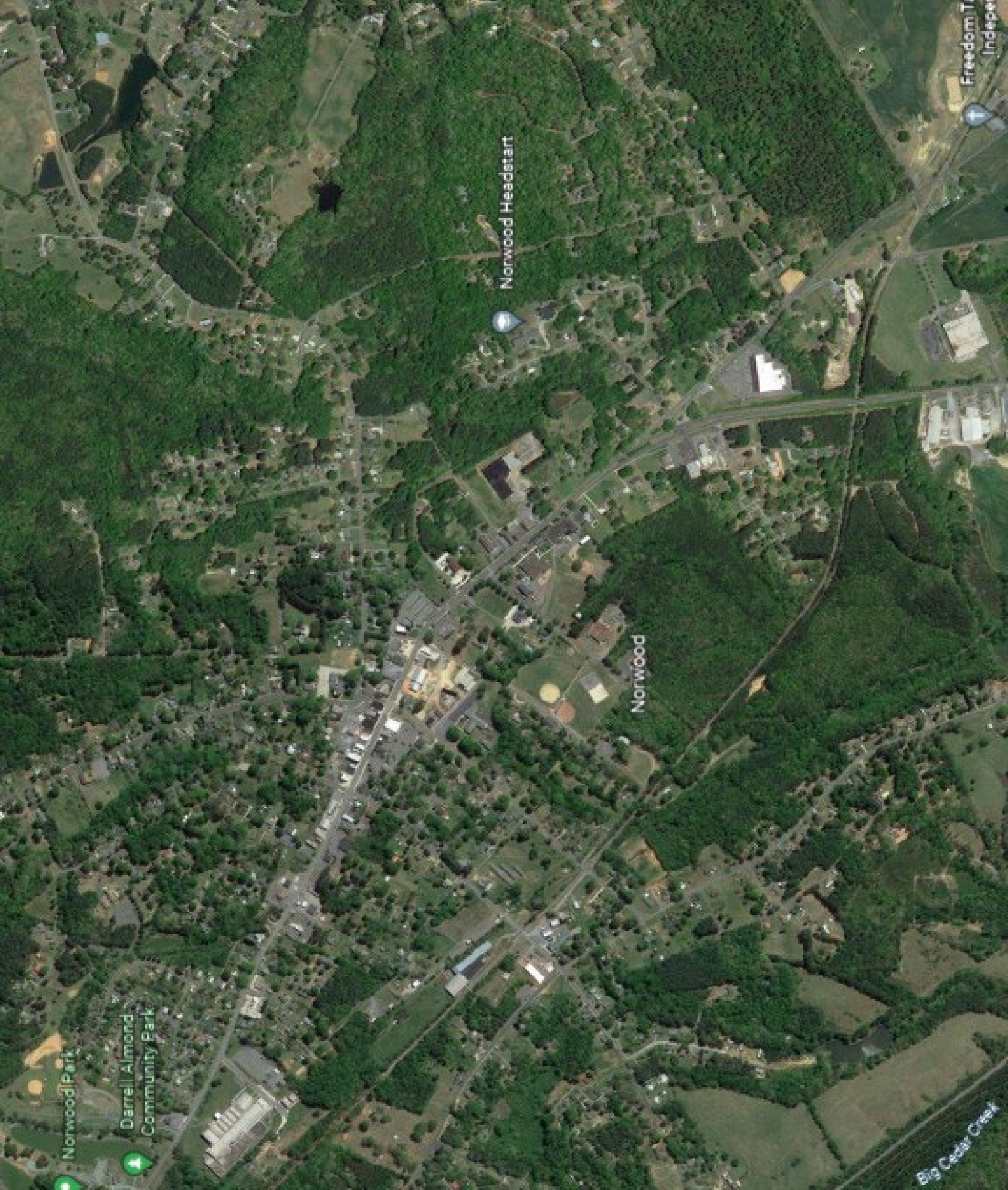
● Under 18	0
● 18-24	2
● 25-34	5
● 35-44	12
● 45-54	15
● 55-64	20
● Over 65	17



10. Please specify your ethnicity

● Caucasian/White	60
● African-American	4
● Latino or Hispanic	0
● Asian	0
● Native American	0
● Native Hawaiian or Pacific Isla...	0
● Two or More ethnicities	0
● Prefer not to say	8
● Other	0





I, Scott Howard, Town Manager to the Town Council of Norwood, North Carolina, do hereby certify that the above is a true and accurate copy of the Land Use Plan as adopted by the Norwood, North Carolina Town Council on November 7, 2022, effective on November 7, 2022.

Scott Howard

Scott Howard, Town Manager, Town of Norwood, North Carolina

1-6-23

Date