

IMPLEMENTATION

The Comprehensive Plan is meant to be a guiding document that results in concrete changes to the way the City of Rocky Mount implements its consensus-based goals. In a sense, the Plan presents a blueprint for action that provides direction and assists decision-makers over the next few decades. The intent is to fulfill the goals, objectives and strategies that embody the civic contract that is a result of this effort.

The Planning Board under the direction of City Council should lead implementation. Principal staff support will come from the Department of Planning and Development, under the direction of the City Manager's Office. Implementation will also involve a host of other City departments, boards and commissions, other local public entities, non-profits, businesses and citizens. The ability to implement an individual strategy will be subject to the availability of funding.



I. SUMMARY OF STRATEGIES

This Plan includes 10 goals, 54 objectives and 224 strategies. For each goal there is a related set of objectives and strategies identifying key actions necessary to achieve each goal. These are described in the Vision, Goals and Plan section of this document.

Principles

The following principles are statements of purpose intended to describe the strong intent of future growth for Rocky Mount:

- Future development will be balanced to meet the needs of the community.
- Special attention will be directed to that portion of the Study Area located within Edgecombe County to “jump start” investment and revitalization.
- Rocky Mount will continue as a regional center in eastern North Carolina.
- The Downtown will be the City’s preferred location for government, offices, businesses and cultural institutions – but it will strengthen its retail and housing components.
- Major corridors will continue as the City’s primary retail and office locations, but the City will facilitate balance in encouraging future businesses throughout the City.
- All neighborhoods will be improved to create outstanding places for residents.
- The transportation system will be upgraded to improve mobility.
- The open space system will be expanded.
- Floodplain considerations will play a larger role in the City’s development and infrastructure decisions.

Ensuring that goals of the Plan are achieved also necessitates identifying the order in which each step will be undertaken as well as which community members will be involved in making it happen. Each strategy has been evaluated and assigned an appropriate timeframe for accomplishment. In addition, the key community groups, leaders, organizations and agencies have been identified and are matched to the strategies in need of their attention.

Of the 224 strategies, 63 items were identified as Ongoing functions, 63 are scheduled for completion in the Short-term, 43 in the Mid-term, and 13 in the Long-term, and the remaining 42 items were scheduled in two or more categories.

II. HOW TO USE THE PLAN

The Comprehensive Plan is intended to be used on a daily basis as public and private decisions are made concerning development, redevelopment, capital improvements, economic incentives and other matters affecting the City’s environment– built and natural. Furthermore, the Comprehensive Plan should be the basis for future planning across all functional areas, such as transportation and land use.

Since the Comprehensive Plan is intended to play such a vital role in shaping the future of the Study Area, adopting the Plan by ordinance is a way to ensure that the Plan is implemented and the vision fulfilled. The following are some practical ways of ensuring that all future planning that affects the City derives from and is consistent with the Comprehensive Plan.

A. ANNUAL WORK PROGRAMS AND BUDGETS

The City Council, individual City departments and administrators should be cognizant of the recommendations of the Comprehensive Plan when preparing annual work programs and budgets. Several strategies can be implemented in this way. For example, one work program that is critical to implementation of the Comprehensive Plan is GIS mapping. The City shall continue to invest in and expand its GIS mapping system as a tool to record and analyze and graphically present a variety of information, such as zoning, land use, addressing, utilities and parcel files. Cooperation within City departments for timely updates, high accuracy, and consistent format is crucial. Cooperation with other agencies or the purchase of additional data should be encouraged where such data has added value.

B. DEVELOPMENT APPROVALS

Administrative and legislative approvals of development proposals, including rezoning and subdivision plats, should be a central means of implementing the Comprehensive Plan. In fact, the zoning code and subdivision regulations should be updated in response to regulatory strategies presented in the Plan. In particular, the densities recommended are intended as general guidelines for use by elected and appointed officials, property owners and developers. The guidelines are intended to be flexible, but also to provide a degree of consistency.

In addition zoning code and subdivision regulation updates that should occur in response to regulatory strategies presented in the Comprehensive Plan, the map of the Thoroughfare Plan should be entered into the official map books that are retained permanently in the Office of the City Clerk.



C. CAPITAL IMPROVEMENT PLANS

The City's annual five-year capital improvement plan (CIP) should be prepared consistent with the Comprehensive Plan's land use policies and infrastructure recommendations (water, sewer, electric, gas, stormwater and roads). New improvements that are not reflected in the Comprehensive Plan, and which could dramatically impact the Comprehensive Plan's land use recommendations, should necessitate at least a minor update to the Capital Improvement Plan and Capital Improvement Program. Long-range (10-year) utility master plans that are consistent with the Comprehensive Plan should be undertaken for water, sewer, electric, gas and stormwater utilities.

D. ECONOMIC INCENTIVES

Economic incentives marketed by Carolinas Gateway Partnership should be reviewed in light of recommendations in the Economic Development, Land Use, Transportation and Utilities Elements. These incentives should be integrated with other Plan strategies and policies to ensure consistency, particularly with the Plan's land use recommendations. The City should consider packaging other incentives within its jurisdiction, such as strategic infrastructure investments.

E. PRIVATE DEVELOPMENT DECISIONS

Property owners and developers should consider the strategies and recommendations of the Comprehensive Plan in their own land planning and investment decisions. Public decision-makers will be using the Comprehensive Plan as a guide in their development-related deliberations.

F. EXTRATERRITORIAL JURISDICTION (ETJ) AND ANNEXATION

The ETJ process addresses the long-term need for an urban area to develop with a consistent set of standards and zoning decisions. Using ETJ, the City can apply these consistent standards and zoning decisions to a growing area before it is developed rather than after it has developed. The ETJ process provides opportunities for planned growth and development by ensuring that infrastructure, such as roads and water and sewer systems, are constructed according to City standards and with City quality control, minimizing the expense for upgrading and replacing infrastructure as the City expands. The ETJ process also enhances public safety by ensuring that traffic flow within the ETJ and between the ETJ and the City limits is coordinated.

The maximum size of a municipality's ETJ is based on the population of the municipality, and since Rocky Mount's population exceeds 25,000, the City may extend its ETJ to a maximum of three (3) miles. In the past, the City has reviewed its ETJ boundaries approximately every ten (10)

years to determine if extensions, or exclusions, are necessary. Typically, the City does not request ETJ extensions to the maximum distance of three (3) miles.

There have been ongoing discussion between the City, Nash and Edgecombe counties and representatives of other local governments on revising the current ETJ boundaries to ensure that basic infrastructure, such as water and sewer, are readily accessible. Using the ETJ boundaries to ensure that infrastructure is provided to the Smart Growth Areas identified in the Comprehensive Plan is an effective way to implement the Plan.

Extending the ETJ boundaries is not the only tool that can be used to implement the Comprehensive Plan. Extending the City's corporate boundaries through annexation can also be used. There are two methods of annexation. One method of annexation occurs when a real property owner petitions the municipality to annex territory. This type of annexation is often called "petition annexation" or "voluntary annexation." Another method may occur through statutory authority, which does not require permission of the real property owner, but does require that the area for annexation meet certain "tests" before the annexation may occur. This type of annexation is often called "statutory annexation" or "involuntary annexation."

Historically, the majority of the annexations into the City of Rocky Mount have occurred on a petition basis. The City has acted favorably on petitions for annexation and has been selective about annexation of noncontiguous, or satellite areas, in order to ensure orderly growth. A cost benefit analysis will assist City Officials in determining if future petition annexation actions should be adopted.

Since the 1960s, the City has followed a pattern of considering statutory annexations every ten (10) years. Since the most recent statutory annexation occurred in 1994, the City is likely to proceed with an annexation study in fiscal year 2003-2004. The study should target the Smart Growth Areas and Planned Growth Area identified in the Comprehensive Plan and determine if they qualify for annexation under the North Carolina General Statutes. A cost-benefit analysis of annexation could then assist City Officials in determining if future statutory annexation actions should be pursued.

G. FUTURE INTERPRETATION

The City Council should call upon the Planning Board to provide an interpretation of major items that are unclear or are not fully addressed in the Plan. In formulating an interpretation, the Board may call upon outside experts and other groups for advice. Minor items that require interpretation should be handled by local jurisdictions as they follow the Plan.



An example of how to use the Comprehensive Plan in future planning is in the development of the Downtown Master Plan that is currently underway. As the overview on the following page indicates, the Downtown Master Plan includes elements that reflect work begun in the Comprehensive Plan. Future plans for other geographic and functional areas in the Study Area should follow this approach.

II. Updating the Plan

The Comprehensive Plan is meant to be a flexible, living document that is constantly used and, when necessary, updated to reflect changing conditions and local priorities. The following actions are recommended:

The Planning Board should review the Plan on an annual basis. The Department of Planning and Development should prepare a report on the status of implementation and should identify areas where updates should be considered.

- To ensure that the Plan remains relevant without deviating from its long-term vision, the Plan should not be amended no more than two times in any fiscal year.
- Every five years the City Council should initiate a major review and update to this Plan. The Planning Board should be directed to oversee the update. The City may require outside professional assistance.
- Sub-Plans will be developed, such as the Downtown Master Plan, Neighborhood Plans, Corridor Plans etc. to provide additional detail to critical areas, that will be considered an extension of TOGETHER TOMORROW~ THE COMPREHENSIVE PLAN FOR THE CITY OF ROCKY MOUNT.

III. Implementing the Plan

The following table summarizes the strategies that are incorporated into each element of the Comprehensive Plan. The table provides a reference for each strategy (by element), the parties responsible for implementation and the recommended timeframe as follows:

- Short-term — 2003-2007
- Mid-term — 2008-2012
- Long-term — 2013-2025
- On-going — 2003-2025

Governmental and non-governmental entities that will assist with implementation of particular strategies include the following:

Elected Organizations

City Council
Nash City Council
Edgecombe County Council

City Administrative Staff

City Manager's Office
Department of Planning and Development
Department of Public Utilities
Department of Public Works
Department of Parks and Recreation
Department of Engineering
Human Relations Department
Police Department
Fire Department
Rocky Mount Transit System

Appointed Boards and Commissions

Planning Board
Redevelopment Commission
Historic Preservation Commission
Central City Revitalization Panel
Keep America Beautiful Committee
Tree Board
Metropolitan Planning Organization

State Agencies

North Carolina Department of Transportation
North Carolina Department of Environment and Natural Resources

Non-Profit Agencies

Neighborhood-Based Development Organizations
Rocky Mount Edgecombe Community Development Corp.
Opportunities Industrialization Center
Enterprise Alliance

Economic Development Organizations

Carolinas Gateway Partnership
Rocky Mount Area Chamber of Commerce
Rocky Mount Travel and Tourism
Business Community
Upper Coastal Plain Council of Governments

Educational Organizations

Braswell Memorial Library
Nash-Rocky Mount Schools
Edgecombe County Schools
North Carolina Wesleyan College
Nash Community College
Edgecombe Community College



A Vision for Downtown Rocky Mount

The City of Rocky Mount is participating in the North Carolina Main Street Program. On January 24, 2002, an enthusiastic group of involved citizens came together to contribute to the Vision Statement for Rocky Mount. Each of eleven groups were asked to list positives and negatives of the existing Rocky Mount Downtown area. They then were asked to brainstorm to create a statement that illustrated their vision for what our downtown could be. The following text represents the compilation of that collective work.



Vision Statement—Downtown Master Plan Area

“Our downtown is unique and worth preserving. It offers an historical perspective to Rocky Mount that is valuable to our community. It is centrally located for both Nash and Edgecombe County residents and is worthy of our efforts to make it an attractive central meeting place for our community.

Therefore, our vision for downtown is that our existing historical structures are maintained in an architecturally compatible and attractive manner. Strict commercial building codes are enforced by the City and an overlay zone sets up design guidelines and appropriate criteria for the exterior appearance, maintenance, repair, improvement, additions to and demotion of all properties. Significant landscaping, greenery, attractive sidewalks, effective lighting, good traffic flow, ample parking, and good security are in place. Dumpsters are hidden by appropriately placed and attractive fencing, and open spaces are maintained throughout the Central City Business district.

People can shop and communicate with each other in a friendly, safe, clean and attractive neighborhood, full of many thriving businesses—businesses that include retail and wholesale services, specialty shops, restaurants, churches, offices, financial services and residential uses. Residential uses have been encouraged by way of friendly regulations and financial incentives. Multi-cultural activities, a business-owner’s council, the completion of the Cultural Arts Complex (including the Children’s Museum, Art Center, and Playhouse Theater) and the expansion of grants for improving downtown properties receive full public support. We’re proud of our downtown.” (Adopted July 2002)



The Downtown Master Plan

Going beyond vision into the future, the Master Plan that was begun in Fall 2002 includes elements to study, many are reflections of the work begun in TOGETHER TOMORROW in a more intensive, detailed level focused on the Master Plan Study Area. Elements to be completed include: Vision, Land Use, Community Design, Healthy Communities, Economic Development, Housing, Community Facilities, Transportation and Implementation.

As a sub-plan of the Comprehensive Plan, The Downtown Master Plan should be the official public document adopted by City Council to guide the physical and economic development for the downtown and should provide the standard against which individual proposals, public and private, can be measured.

Finally the Downtown Master Plan must also reflect present community values and project future desires, melding the city’s cultural, economic, social and architectural conditions and values. While the plan establishes the future, it should not be unalterable. The plan must also be structured so that it can be adapted to changing conditions.



Land Use		
Strategy	Strategic Player (s)	Timeframe
A1 Adopt and implement the Comprehensive Plan	Planning Board, Department of Planning and Development	On-going, Short-term
A2 Continue to implement flood mitigation efforts resulting from Hurricane Floyd	Department of Planning and Development, Department of Engineering, Planning Board	On-going, Short-term
B1 Future development will be balanced to meet the needs of the community	Department of Planning and Development, Planning Board, City Manager's Office	On-going
B2 The reinvestment of existing infrastructure in the Downtown must occur	Department of Planning and Development, Planning Board, City Manager's Office	On-going
B3 Growth on the periphery must occur in the designated "Smart Growth Areas"	Department of Planning and Development, Planning Board, City Manager's Office	On-going
B4 Rocky Mount will continue as a Regional Center	Department of Planning and Development, Planning Board, City Manager's Office	On-going,
B5 The Downtown will be the City's preferred location for Government offices, businesses and cultural institutions but will strengthen its retail and housing components.	Department of Planning and Development, Department of Engineering, Planning Board, City Manager's Office	On-going
B6 Major Corridors will continue as the City's primary retail and office locations but the City will facilitate balance in encouraging future businesses throughout the City.	Department of Planning and Development, Department of Engineering, Planning Board	On-going
B7 All neighborhoods will be improved to create outstanding places for residents.	Department of Planning and Development, Department of Engineering, Planning Board	On-going
B8 The transportation system will continue to strengthen. At the same time access for pedestrians & cyclist will be improved.	Department of Planning and Development, Department of Engineering, Planning Board	On-going
B9 The open space system will be expanded	Department of Planning and Development, Planning Board, Parks & Recreation Department	On-going
B10 Floodplain considerations will play a larger role in the City's development and infrastructure decisions	Department of Planning and Development, Department of Engineering, Planning Board	On-going
C1 Promote infill growth and revitalization opportunities in the Planned Growth Area	Department of Planning and Development, Planning Board	On-going



Land Use (cont.)

Strategy	Strategic Player(s)	Timeframe
C2 Promote Smart Growth Areas as selected from the Planned Growth Area	Department of Planning and Development , Planning Board	On-going
C3 Encourage balanced growth consisting of a combination inward and outward growth	Department of Planning and Development, Planning Board, City Manager's Office	On-going, Short term
C4 Promote Smart Growth Areas as opportunities for distinctive new patterns of development	Department of Planning and Development, Planning Board	Short term On-going
D1 Oppose land use, development, and zoning decisions that are not consistent with the Comprehensive Plan	Department of Planning and Development, City Manager's Office, Planning Board	On-going
D2 Oppose rezoning and infrastructure improvements that create a "leap frog" developmental pattern	Department of Planning and Development, Planning Board, Department of Engineering	On-going
D3 Encourage Development to occur concurrently with the supporting infrastructure to maximize the City's capital investments.	Department of Planning and Development, Planning Board, Department of Engineering	Short term
D4 Study annexation potential and the ETJ boundary based on the Comprehensive Plan and developmental trends	Department of Planning and Development, Planning Board, Department of Engineering, City Manager's Office	On-going
E1 Facilitate compatible reinvestment, redevelopment, and infill residential development in existing neighborhoods throughout the City.	Department of Planning and Development, Planning Board, City Manager's Office	On-going
E2 Encourage New Residential Development To Locate Adjacent To Existing Residential Development, Where Utilities Are Available To Build Stronger Neighborhoods By Connecting roads and sidewalks	Department of Planning and Development, Planning Board, City Manager's Office	On-going
E3 Promote office development and limited multi-family development as suitable buffers between single-family neighborhoods and highways, commercial and industrial areas	Department of Planning and Development, Planning Board, City Manager's Office	On-going
F1 Direct highway-scale commercial development along major highways and adjacent to existing concentrations	Department of Planning and Development , Planning Board	Mid-term
F2 Direct community-scale commercial development to occur in appropriate locations	Department of Planning and Development, Planning Board	Mid-term
F3 Support neighborhood-scale commercial development where such uses support neighborhoods, meet local needs and are located at key crossroads, especially at major intersections	Department of Planning and Development, Planning Board	Mid-term
F4 Support office development in existing locations and facilitate corporate offices in Downtown	Department of Planning and Development, City Manager's Office, Central City Revitalization Panel, Planning Board	Short-term



Transportation

Strategy	Strategic Player (s)	Timeframe
A1. Utilize the Transportation Plan to promote all travel modes	Department of Engineering, Department of Public Works, City Manger's Office, Metropolitan Planning Organization, North Carolina Department of Transportation	On-going, Short-term
A2. Update transportation improvement priorities based on the Comprehensive Plan and a revalidated traffic model	Department of Engineering, Planning Board, City Manager's Office, Metropolitan Planning Organization, North Carolina Department of Transportation	On-going, Short-term
A3. Maintain or improve existing thoroughfares, and construct or widen roads in a strategic manner, including necessary coordination with NCDOT	Department of Engineering, Department of Public Works, City Manager's Office, North Carolina Department of Transportation, Metropolitan Planning Organization	On-going
A4. Upgrade deteriorating streets, sidewalks, culverts, and bridges	Department of Engineering, Department of Public Works, City Manager's Office	On-going
A5. Require better integration of the Transportation Plan with Planning Board reviews	Department of Engineering, Department of Planning and Development, Planning Board, North Carolina Department of Transportation, Metropolitan Planning Organization	Short-term
A6. Work with NCDOT to ensure that road projects recommended in the Transportation Improvement Program (TIP) for Rocky Mount are completed in a timely manner	Department of Public Works, Department of Engineering, Metropolitan Planning Organization, North Carolina Department of Transportation	On-going
A7. Adopt design guidelines that describe each type of roadway (arterial, collector, local) in terms of accommodations for pedestrians, bicycles, buses, cars, and other users	Tar River Transit System, Department of Engineering	Short-term
A8. Protect right-of-ways for future corridors as identified in the Transportation Plan	Department of Engineering, Department of Planning and Development, Planning Board, Metropolitan Planning Organization, North Carolina Department of Transportation	Short-term Mid-term
B1. Improve access to job centers, retail, tourist destinations, community facilities and other areas by completing key roadway improvements as part of the Transportation Plan recommendations and in conjunction with NCDOT	North Carolina Department of Transportation, Department of Engineering, Department of Public Works, Metropolitan Planning Organization	Ongoing Short Term Mid Term Long Term
B2. Enforce traffic regulations, especially speed limits in residential area, maintain clear directional signage, and coordinate traffic signals	Police Department, Department of Engineering	Short term On-going
B3. Route truck traffic to appropriate thoroughfares and away from residential areas	North Carolina DOT, Department of Engineering	Short term On-going



Transportation (cont'd)		
Strategy	Strategic Player(s)	Timeframe
B4. Increase transit ridership	Tar River Transit System	Short Term
B5. Improve the Kingston Avenue/Sutton Road railroad tunnel in conjunction with the Southern Outer Loop	North Carolina Department of Transportation, Department of Engineering, Metropolitan Planning Organization	Long Term
B6. Provide additional above-grade crossings to link both parts of the City over railroad lines	North Carolina Department of Transportation, Department of Engineering, Metropolitan Planning Organization	Long-term
B7. Establish a formal program that defines the process to undertake neighborhood traffic calming studies, identify solutions, and implement improvements.	North Carolina Department of Transportation, Department of Engineering, Metropolitan Planning Organization	Long-term
B8. Continue to enforce traffic regulations	Police department	On-going
B9. Develop and Implement a Neighborhood Traffic Safety Program	Police Department, Department of Engineering	Short term On-going
C1. Expand geographic coverage of routes and expand route schedules (hours and frequency) to provide better service between residential areas and employment centers (businesses), shopping and medical facilities	Tar River Transit System	Short-term
C2. Promote and expand ridership to serve market segments (senior citizens), including expanding advertising, working through social service organizations and businesses, and promoting ridership through employer/employee subsidies	Tar River Transit System, Business Community, Economic Development Organizations	On-going Short-term
D1. Prepare a comprehensive needs assessment and plan to create a citywide network of sidewalks	Department of Engineering, Department of Planning & Development	Short Term On-going
D2. Develop a policy to stipulate when and where sidewalks are built	Department of Engineering, Department of Planning & Development	Short term
D3. Provide bike lanes and wide outside lanes for recreational and commuting users	Department of Engineering, Department of Planning & Development	Short Term On-going
D4. Coordinate these bike paths & sidewalks with other pedestrian & biking friendly improvements	Department of Engineering	On-going
D5. Investigate the feasibility of acquiring abandoned rail corridors for use in completing a trail and /or greenway network	Department of Planning, Department of Engineering, Parks & Recreation Department	Short term
D6. Maintain existing sidewalks	Department of Public Works, Department of Engineering	On-going
E1. Complete a study of railroad crossing improvements to determine areas with deficiencies that impede vehicular safety or traffic flow	Department of Engineering, Department of Transportation	Short term
E2. Improve visibility along streets and sidewalks by enhancing lighting & minimizing obstructions	Department of Engineering	On-going



Transportation (cont'd)		
Strategy	Strategic Player(s)	Timeframe
F1. Continue to apply stormwater management practices that minimize surface and ground water pollution	Department of Engineering, North Carolina Department of Environment and Natural Resources	On-going
F2. Maintain tree cover along roadways, where feasible given the location of utility lines and easements	Department of Planning and Development, Tree Board, Keep America Beautiful Committee	Short term
F3. Minimize impacts on natural areas during road construction and maintenance	Department of Planning and Development, Planning Board, Tree Board, Department of Engineering, North Carolina Department of Transportation	Short term
F4. Mitigate the impact of road banks on stormwater flow	North Carolina Department of Environment and Natural Resources, North Carolina Department of Transportation, Department of Public Works	On-going
F5. Work to mitigate impact of transportation on the environmental air quality.	North Carolina Department of Transportation, Department of Engineering	On-going Short term

Community Facilities

Strategy	Strategic Player (s)	Timeframe
A1. Investigate new locations for satellite police facility	Police Department, Dept. of Planning and Development	Short-term Mid-term
A2. Reduce litter and graffiti through comprehensive efforts	Keep America Beautiful Committee, Department of Public Works, Dept. of Planning and Development	On-going
A3. Beautify abandoned or overgrown sites through neighborhood-based efforts with City assistance	Keep America Beautiful Committee, Department of Public Works, Dept. of Planning and Development	Short-term On-going
A4. Continue to expand curbside pick-up recycling programs and maintain clean recycle drop-off centers	Department of Public Works, Keep America Beautiful Committee	On-going
B1. Maintain utility master planning including On-going assessments of neighborhood utility needs	Department of Public Utilities, Department of Engineering	Short-term
B2. Develop a plan to meet strategic utility needs that support economic development and neighborhood revitalization	Department of Public Utilities, Department of Planning and Development, Department of Engineering, City Manager's Office	Short-term Mid-term
B3. Update the capital improvement plan to adequately fund utility improvements consistent with the Comprehensive Plan	Department of Public Utilities, Department of Engineering, City Manager's Office	Short-term
B4. Explore cost analysis methodologies for the anticipation and planning of future rate adjustments	Department of Public Utilities, Department of Engineering, City Manager's Office	Mid-term
C1. Manage water service in a strategic manner consistent with the Comprehensive Plan	Department of Public Utilities, Department of Engineering, City Manager's Office	On-going Short-term



Community Facilities (cont.)

Strategy	Strategic Player (s)	Timeframe
C2. Promote water conservation	Department of Public Utilities	On-going
C3. Promote an adequate and safe supply of water for City/ County use	Department of Public Utilities	On-going
D1. Manage wastewater treatment service in a strategic manner consistent with the Comprehensive Plan	Department of Public Utilities, Department of Planning and Development	Short-term
D2. Continue to meet federal and state discharge requirements	Department of Public Utilities	On-going
D3. Reduce overflow and infiltration during wet periods, to ensure that wastewater overload does not occur.	Department of Public Utilities	On-going
D4. Mitigate the impacts of septic tanks within City limits	Department of Public Utilities, Department of Engineering, Nash County, Edgecombe County	On-going Mid-term
D5. Encourage private sector investment in extension of water and sewer mains	City Manager's Office, Department of Engineering, Department of Public Utilities	Short-term Mid-term
E1. Continue to support the stormwater management utility division	Department of Public Works	Mid-term
E2. Maintain the stormwater carrying capacity of the floodplains of the Tar River and tributaries to the extent feasible	US Army Corps of Engineers, Department of Planning and Development, Department of Engineering	On-going
E3. Continue to require and enforce erosion control plans and measures	Department of Engineering, North Carolina Department of Environment and Natural Resources	On-going Short-term
E4. Develop a Comprehensive Stormwater Management Program that addresses the impacts of future development, meets proposed state and federal regulations and addresses current drainage problems	Department of Engineering, Department of Public Works, City Manager's Office, North Carolina Department of Environment and Natural Resources	Short-term
E5. Develop a funding mechanism to implement the Comprehensive Stormwater Management Program and related improvements	City Manager's Office, Department of Engineering, Department of Public Works, Economic Development Organizations, Business Community	Short-term
F1. Manage electric and natural gas service in a strategic manner consistent with the Comprehensive Plan	Department of Public Utilities	Short-term On-going
F2. Develop a long-term strategy to address the impact of energy deregulation	Department of Public Utilities, City Manager's Office	On-going
F3. Consider placing utilities such as electric underground, especially in new construction and retrofit existing areas	Department of Public Utilities, Planning Board, City Manager's Office,	Mid or Long-term
F4. Provide appropriate street lighting to streets and other public places	Department of Public Utilities	On-going
G1. Rebuild and renovate parks damaged by the flooding of Hurricane Floyd in 1999	Department of Parks and Recreation, City Council, City Manager's Office	Short-term On-going



Community Facilities (cont.)

Strategy	Strategic Player (s)	Timeframe
G2. Obtain additional public parkland	Department of Parks and Recreation	Long-term
G3. Adopt and implement park design standards and landscape standards for public open spaces, per the Comprehensive Recreation Master Plan	Department of Planning and Development, Department of Parks and Recreation, Planning Board, Department of Engineering	Short-term
G4. Develop new park facilities	Department of Parks and Recreation, City Manager's Office	Long-term
G5. Update parks in existing neighborhoods and new subdivisions to provide for modern equipment and facilities consistent with the CRMP	Department of Parks and Recreation, City Council, City Manager's Office	Mid-term
G6. Continue to develop a regional recreation path system along the Tar River and major tributaries, linking adjacent neighborhoods, parks and schools	Department of Engineering, Department of Parks and Recreation	Long-term
G7. Establish a plan for reuse of properties obtained through the flood buyout program	City Manager's Office, Department of Planning and Development, Department of Engineering, Department of Parks and Recreation, Department of Public Utilities, Department of Public Works, Police Department, Fire Department	Short-term
G8. Develop the Rocky Mount Sport Complex	City Manager's Office, Department of Planning and Development, Department of Parks and Recreation	Short term
H1. Follow through with plans to fund and build the Arts Center, Children's Museum, and Playhouse Theatre at the Imperial Centre in the Downtown	City Manager's Office, Department of Parks and Recreation	Short-term
H2. Study the development of a cultural facilities and /or a historical museum in the Downtown or other appropriate location	Central City Revitalization Panel, City Manager's Office, Economic Development Organizations	Long-term
H3. Continue to sponsor and/or support local festivals	Department of Planning and Development, Business Community, Economic Development Organizations, Department of Parks and Recreation	Ongoing
H4. Develop the Downtown park as recommended in the CRMP	Department of Planning and Development, Department of Parks and Recreation	Mid-term
H5. Attract, support and maintain the development of cultural facilities in the Edgecombe County portion of the City	Department of Planning and Development, Department of Parks and Recreation, Non-Profits, Edgecombe Community College	Long-term
I1. Enhance transportation options to reach these facilities, especially for the elderly, disabled and disadvantaged	Rocky Mount Transit System, Department of Public Works, Department of Engineering, Planning Board	Mid-term
I2. Maintain full compliance with the Americans with Disabilities Act	City Council	Ongoing
J1. Encourage the improvement of adult care services and facilities	Rocky Mount Transit System, Business Community	Short-term
J2. Encourage the improvement of childcare services and facilities for children, minimize impacts on residential neighborhoods and establish location standards	Business Community, Planning Board, City Council, Department of Planning and Development	Mid-term



Community Facilities (cont.)

Strategy	Strategic Player (s)	Timeframe
J3. Encourage after-school care facilities for school-age children	Department of Parks and Recreation, Human Relations Department, Nash-Rocky Mount Schools, Edgecombe County Schools	Short-term
J4. Expand teen programming including recreation and cultural programs, and build additional community centers	Department of Parks and Recreation, Human Relations Department	Short-term
J5. Expand the recreational programs at the new senior center in the Downtown area	Department of Parks and Recreation, City Manager's Office	Mid-term
J6. Attract and support the development of social and recreational facilities in the Edgecombe County portion of the City	Department of Parks and Recreation	Long-term
K1. Encourage the school districts to maintain and improve school buildings and grounds through new investments	City Manager's Office, Department of Planning and Development, Nash-Rocky Mount Schools	Short-term Ongoing
K2. Encourage the school districts to provide an equivalent qualitative level of buildings, equipment and teaching resources throughout the City	Nash-Rocky Mount Schools, Edgecombe County Schools	Short-term On-going
K3. Intensify efforts to coordinate between the two school districts	Nash-Rocky Mount Schools, Edgecombe County Schools	Short-term On-going
K4. Work with key industry leaders and Carolinas Gateway Partnership to ascertain existing deficiencies in workforce training and work with school districts to develop appropriate programs	Economic Development Organizations	On-going
K5. Promote and expand partnerships between schools and businesses including existing programs of the Chamber of Commerce	Economic Development Organizations, Edgecombe County Schools, Nash-Rocky Mount Schools	On-going
K6. Expand higher education opportunities for local residents by working with the local community colleges and North Carolina Wesleyan College	Human Relations Department, North Carolina Wesleyan College, Edgecombe Community College, Nash Community College	On-going
K7. Encourage joint development of facilities for parks and recreation use between the school system, the counties and the City	Nash-Rocky Mount Schools, Edgecombe County Schools, Department of Parks and Recreation, City Manager's Office	Short-term
L1. Support and promote existing health care resources and promote the expansion of facilities and services into Edgecombe County	Business Community, Non Profits	On-going
L2. Attract medial professionals, offices and clinics to all parts of the City	Economic Development Organizations, Business Community	Mid-term
L3. Maintain good access to area health care facilities, including transit service for the elderly, disabled and disadvantaged	Tar River Transit System	On-going



Housing

Strategy	Strategic Player (s)	Timeframe
A1. Continue to implement the Consolidated Plan and the Entitlement program and revisit these policies and programs to ensure they are consistent with the Comprehensive Plan	Department of Planning and Development, Non Profits	On-going
A2. Continue to support the Redevelopment Commission	Department of Planning and Development	On-going
A3. Continue to promote a diverse housing stock throughout the entire City and ensure affordable housing opportunities are available for qualifying residents throughout the City. Continue to foster the expansion of affordable housing options	Department of Planning and Development, Economic Development Organizations, Business Community	On-going Short-term
A4. Establish "Neighborhoods of Choice" that provide residents with a wide range of quality housing options	Department of Planning and Development, Historic Preservation Commission	Mid-term
A5. Work with and support local non-profit organizations that implement housing strategies in a comprehensive fashion	Economic Development Organizations, Department of Planning and Development, City Manager's Office	On-going
A6. Consider a "demolition by neglect" ordinance to discourage disinvestments and create an environment that protects property investments	Department of Planning and Development, Business Community	Short-term
A7. Work to increase the quality of housing, including energy efficiency.	Department of Planning and Development	Short term On-going
A8. Promote fair housing	Department of Planning and Development, Human Relations Department	On-going
A9. Create alternative funding sources	Department of Planning and Development	On-going
B1. Study alternative ways of providing down payment assistance with a low interest loan or grant program, depending on income criteria	Department of Planning and Development, Business Community, Human Relations Department	Short-term
B2. Provide financial assistance to qualified homeowners and rental property owners to bring dwellings up to minimum housing standards	Department of Planning and Development	Short-term On-going
B3. Create an inventory of vacant homes and land	Department of Planning and Development, Housing Providers	Mid-term
B4. Provide technical assistance and outreach to create successful, long-term homeowners	Department of Planning and Development, Human Relations Department	On-going
C1. Continue to facilitate the construction of affordable housing, especially for first-time homebuyers, seniors, the disabled and disadvantaged	Department of Planning and Development, Planning Board, Economic Development Organizations	Short-term
C2. Continue to educate citizens about resources for financing home purchase, renovation and rebuilding	Department of Planning and Development, Human Relations Department	On-going
D1. Expand options available to seniors for quality housing, by working with senior organizations, developers and builders	Department of Planning and Development, Human Relations Department, Business Community	Mid-term



Housing (cont.)

Strategy	Strategic Player (s)	Timeframe
D2. Continue to utilize financial tools to encourage senior housing alternatives	Department of Planning and Development, City Manager's Office	Mid-term
D3. Locate senior housing within walking distance of retail, medical, personal services, educational and cultural facilities and provide frequent and affordable transportation linkages	Department of Planning and Development, Planning Board, Rocky Mount Transit, Business Community	Mid Term
E1. Continue to enforce housing ordinances and building codes	Department of Planning and Development, Department of Public Works, Fire Department	Ongoing
E2. Encourage the renovation and reuse of abandoned buildings, using demolition as a last resort	Department of Planning and Development, Central City Revitalization Panel, Economic Development Organizations, Historic Preservation Commission	Short Term
E3. Continue to reclaim abandoned sites and structures for new uses	Department of Planning and Development, Historic Preservation Commission, Central City Revitalization Panel, Economic Development Organizations, Department of Public Works	Mid Term

Economic Development

Strategy	Strategic Player(s)	Timeframe
A1. Conduct a systematic analysis identifying the most promising industries and businesses, as appropriate, to diversify the City's economic base and the regional economy over the next five years	Economic Development Organizations	On-going Short-term
A2. Facilitate an adequate supply of clean, developable, and competitive industrial sites to support existing manufacturer's expansion and new industry investment	City Manager's Office, Department of Planning and Development, Department of Engineering	Short-term
A3. Assist the local workforce to adopt successful high-performance workplace practices in order to increase the competitiveness of the area's leading manufacturing and service industries	Human Relations Department, Economic Development Organizations, Nash Community College, Edgecombe Community College, Nash-Rocky Mount Schools, Edgecombe County Schools	On-going
A4. Strengthen the quality of the City's infrastructure services, especially its information and telecommunications capabilities to support information-intensive industry development	City Manager's Office, Economic Development Organizations	Short-term
A5. Accelerate efforts to startup new technology-based service, manufacturing, and e-business companies in the area by offering new local incentives and intensive technical assistance to spur their growth	Economic Development Organizations, City Manager's Office	Short-term
B1. Study the concept of a comprehensive municipal development budget that identifies how all aspects of City government affect the City's economic development performance	City Manager's Office, Economic Development Organizations	Long-term

Economic Development (cont.)

Strategy	Strategic Player (s)	Timeframe
B2. Update (or develop) working agreements with economic development partners	Economic Development Organizations, Nash County, Edgecombe County, State agencies, City Council	Long-term
B3. Utilize transportation improvements to support economic development	North Carolina Department of Transportation, Department of Engineering, Metropolitan Planning Organization	On-going
B4. Prepare for future technology-based and information-intensive industries	Enterprise Alliance, Opportunities Industrialization Council, Edgecombe Community College, Nash Community College, North Carolina Wesleyan College, Rocky Mount Edgecombe Community Development Corporation	Short-term
B5. Promote home-based business and self-employment consistent with neighborhood preservation efforts and good land planning	Department of Planning and Development	Short-term
C1. Retain and expand existing business and industry	City Manager's Office, Economic Development Organizations	On-going
C2. Position the community to compete successfully for new high quality jobs in the region	Economic Development Organizations, Department of Public Utilities, Department of Engineering	On-going
C3. Attract new business and industry (especially innovative small business and high technology industries)	Economic Development Organizations, Central City Revitalization Panel, Rocky Mount Edgecombe Community Development Corporation	Short-term
C4. Enhance the community's tourism industry	Rocky Mount Travel and Tourism, Economic Development Organizations, Department of Parks and Recreation	On-going
C5. Maximize the use of state incentives that target Edgecombe County	City Manager's Office, Upper Coastal Plain Council of Government's, Economic Development Organizations	On-going
D1. Work with Carolinas Gateway Partnership & Tri-County Industries to enhance employment opportunities for those who face challenges to job placement and advancement, including young people, single parents, minorities and older workers	Economic Development Organizations, Human Relations Department, Nash County, Edgecombe County	Short-term
E1. Support the Whitaker, Fountain, and Kingsboro Industrial Parks, as well as other major or key development sites that benefit the City—either directly or indirectly	Department of Planning and Development, Department of Public Utilities, Department of Engineering, City Manager's Office, Economic Development Organizations	On-going
E2. Work with the Carolinas Gateway Partnership to develop an economic incentives policy with performance standards that protect the City's capital investment	Economic Development Organizations, Department of Planning and Development, Department of Engineering, City Manager's Office	Long-term
E3. Maximize state incentives, especially those targeted to Edgecombe County, and infrastructure development funds	City Manager's Office, Department of Public Utilities, Department of Engineering, Nash County, Edgecombe County, Department of Planning and Development	Short-term
E4. Continue to support investment in speculative industrial buildings in established industrial parks	Nash County, Edgecombe County, Upper Coastal Plain Council of Governments, Department of Planning and Development, Department of Engineering, Department of Public Utilities	On-going Short-term



Economic Development (cont.)

Strategy	Strategic Player (s)	Timeframe
E5. Coordinate local, state and federal resources on brownfield or "white elephant" redevelopment projects, such as the Planters Oil Mill and the former municipal airport site	Upper Coastal Plain Council of Governments, City Manager's Office, Department of Planning and Development, Economic Development Organizations	Short-term
F1. Establish & support an economic development deal-maker position	City Manager's Office, Economic Development Organizations	Short-term On-going
F2. Promote economic outreach, work force training, small business technical assistance, grantsmanship and advocacy for businesses in targeted neighborhoods	Economic Development Organizations, Nash Community College-Business Incubator	On-going
F3. Represent targeted neighborhoods in development planning with Carolinas Gateway Partnership, county governments, state government and federal agencies and facilitate a stable investment climate	Economic Development Organizations, Non Profits, Nash County, Edgecombe County, State and Federal Agencies	On-going
F4. Coordinate infrastructure investments to "jump start" economic development in targeted neighborhoods and development sites in the Edgecombe portion of the City	Department of Engineering, Department of Planning and Development, Department of Public Utilities, City Manager's Office	Short-term
G1. Build upon on-going heritage tourism efforts	Central City Revitalization Panel, Rocky Mount Travel and Tourism, Department of Parks and Recreation, Economic Development Organizations	Mid-term On-going
G2. Develop and promote a concentration of historic and cultural facilities in the Downtown, and develop a comprehensive marketing strategy	Central City Revitalization Panel, City Manager's Office, Economic Development Organizations, Redevelopment Commission	Long-term
G3. Work with the State to install tourism directional signage on the US 64 Bypass	Department of Engineering, Rocky Mount Travel and Tourism, North Carolina Department of Transportation, Economic Development Organizations	Short-term
G4. Improve the aesthetics of gateways and corridors	North Carolina Department of Transportation, Keep America Beautiful Committee, Tree Board, Department of Engineering, Department of Planning and Development, Department of Parks and Recreation	Short-term
G5. Support, where feasible, the redevelopment of the Rocky Mount Mills and Douglas Block	Economic Development Organizations, Business Community, Department of Planning and Development, Rocky Mount Area Chamber of Commerce	Mid-term
H1. Develop a Downtown Master Plan	Department of Planning & Development, Central City Revitalization Panel, City Manager's Office, Economic Development Organizations	Short-term
H2. Adopt incentives, development policies and regulations that strengthen existing Downtown businesses and attract new ones	Central City Revitalization Panel, City Manager's Office	Mid-term
H3. Improve the condition of buildings through adoption of a demolition by neglect ordinance and implement the Central City Building Improvement Policy	Central City Revitalization Panel, City Manager's Office, Redevelopment Commission, Department of Planning and Development	Short-term
H4. Promote the Downtown as a competitive and attractive location for new and expanding businesses	Economic Development Organizations, City Manager's Office, Central City Revitalization Panel	Short-term On-going



Economic Development (cont.)

Strategy	Strategic Player (s)	Timeframe
H5. Continue to support the Downtown Development Director's activities	City Manager's Office, Central City Revitalization Panel	On-going
I1. Promote flood insurance or flood proofing improvements to businesses that are located in the regulatory floodplain	Department of Planning and Development, Business Community	Short-term On-going
I2. Continue to assist businesses that were affected by Hurricane Floyd locate Partnership resources to recover and rebuild	Economic Development Organizations, Upper Coastal Plain Council of Governments, Department of Planning and Development	On-going

Critical and Sensitive Areas

Strategy	Strategic Player (s)	Timeframe
A1. Focus open space acquisition to preserve the floodway	City Manager's Office, Department of Planning and Development, FEMA	On-going
A2. Create linear public open space that links parks, recreation facilities, schools and natural areas	Department of Parks and Recreation	On-going Mid-term
A3. Promote the use of conservation easements and other alternatives to public acquisition of land	Department of Planning and Development	Mid-term
B1. Update development regulations to provide for standards that address critical natural features and the require useable open space	Department of Planning and Development, Planning Board	On-going Short-term Mid-term
B2. Promote best management practices to property owners located adjacent to critical natural features	Department of Planning and Development, Department of Engineering, North Carolina Department of Environment and Natural Resources	On-going
C1. Provide promotional material about natural areas, systems and features to the public	Department of Parks and Recreation, North Carolina Department of Environment and Natural Resources	Short-term
C2. Create educational spaces in public parks	Department of Parks and Recreation, North Carolina Department of Environment and Natural Resources	Mid-term
C3. Educate property owners about property maintenance practices to protect the natural environment	Department of Planning and Development, Department of Engineering, North Carolina Department of Environment and Natural Resources, Department of Public Works	Short-term
D1. Strengthen floodplain regulations, update floodplain maps and ensure development in the floodplain meets National Flood Insurance Program (NFIP) requirements	Department of Planning and Development, Planning Board, Department of Engineering	On-going
D2. Require Tar-Pamlico buffer improvements and encourage reforestation of stream corridors and slopes	North Carolina Department of Environment and Natural Resources, Department of Public Works, Department of Engineering	Short-term



Critical and Sensitive Areas (cont.)

Strategy	Strategic Player (s)	Timeframe
D3. Preserve or restore wetlands	Department of Engineering, Department of Public Works, Department of Planning and Development, North Carolina Department of Environment and Natural Resources	Mid-term
E1. Protect woodlands and stream corridors through tree preservation during construction and replanting, including continued enforcement of silt fencing	Department of Planning and Department, Department of Engineering	Mid-term
E2. Promote quality landscaping of commercial, industrial, institutional and multi-family properties; conduct an annual beautification recognition program and continue to support the local Keep America Beautiful (KAB) Committee	Keep America Beautiful Committee, Tree Board, Department of Planning and Development	On-going
E3. Enhance the landscaping of public spaces	Tree Board, Department of Planning and Development, Department of Parks and Recreation	On-going

Natural Hazards

Strategy	Strategic Player (s)	Timeframe
A1. Incorporate Digital Floodplain And Topographic Data Into Automated Permit Database/System And Geographic Information System Data Layer Inventory	Department of Planning and Development, Department of Engineering	Short-term
A2. Evaluate whether public buildings and facilities are exposed to flood hazards	Department of Planning and Development, Department of Engineering, Fire Department	Short-term
A3. Improve pre-disaster planning for flood warning and public safety	Department of Planning and Development, Department of Engineering, Fire Department, Police Department	Short-term
A4. Develop And Implement Multi-year Public Awareness of natural hazards campaign	Department of Planning and Development, Department of Human Relations	Short-term On-going
A5. Identify Hazardous Materials Handlers/waste Sites In The Mapped Floodplain	Department of Planning and Development, Fire Department	Short-term On-going
A6. Evaluate Flood Damage Potential Of Electric Utility, Water And Sewer Distribution Systems	Department of Planning and Development, Department of Engineering, Department of Public Works, Department of Public Utilities	Short-term
A7. Increase City's Classification In The NFIP Community Rating System	Department of Planning and Development, City Manager's Office	Short-term



Natural Hazards (cont'd)

Strategy	Strategic Player (s)	Timeframe
A8. Develop Comprehensive Open Space/Reuse Plan To Support Floodplain Acquisition Initiatives And Recreational Opportunities	Department of Planning and Development, City Manager's Office, Department of Parks and Recreation	Short-term
A9. Make Flood Hazard Information Available To Other Public Agencies	Department of Planning and Development, City Manager's Office	Short-term On-going
A10. Evaluate Flood Damage Potential Of Transportation Infrastructure	Department of Planning and Development, Department of Engineering	Short-term
A11. Identify High Hazard Dams On Waterways That Drain Through The City	Department of Planning and Development, Department of Engineering, Department of Public Works	Short-term
A12. Obtain And Maintain North Carolina Certified Floodplain Manager Status	Department of Planning and Development, City Manager's Office	Short-term
A13. Standardize Procedures For Handling Certain Post-damage Permit Processing Procedures	Department of Planning and Development, City Manager's Office	Short-term
A14. Enhance Awareness In The Private Sector Of The NFIP Regulations And Requirements	Department of Planning and Development, Business Community	Mid-term On-going
B. Support enhancement of emergency management functions in the City	City Manager's Office, Police Department, Fire Department, Department of Planning & Development	Short-term On-going

Community Design

Strategy	Strategic Player (s)	Timeframe
A1. Continue to support the Historic Preservation Commission	Planning Board, Department of Planning and Development, Historic Preservation Commission	On-going
A2. Maintain an inventory of historic resources and promote restoration and rehabilitation	Historic Preservation Commission, Central City Revitalization Panel, Planning Board, Department of Planning and Development	Short-term On-going
A3. Create a historic museum in the Downtown area of the City and its heritage	Central City Revitalization Panel, City Manager's Office, Department of Parks and Recreation, Non Profits, Economic Development Organizations	Long-term
A4. Research and develop creative funding to support Historic Preservation	Historic Preservation Commission, Central City Revitalization Panel, City Manager's Office, Non Profits, Economic Development Organizations	Short-term On-going
A5. Provide technical assistance to property owners	Historic Preservation Commission, Central City Revitalization Panel	On-going
A6. Encourage owner occupancy of Historic Properties	Historic Preservation Commission, Central City Revitalization Panel	On-going
A7. Work with the Historic Preservation Commission and Property owners to find alternatives to demolition of historic structures and sites.	Historic Preservation Commission, Central City Revitalization Panel, City Manager's Office	On-going



B1. Develop & implement illustrated design standards that maintain local community character.	Department of Planning & development, Planning Board	Short-term On-going
C1. Adopt and implement comprehensive beautification plans for improvements on the right-of-way	North Carolina Department of Transportation, Tree Board, Department of Engineering, Department of Planning and Development, Department of Parks and Recreation	Short-term
C2. Study the feasibility of adopting and implementing zoning overlay districts to address private property	Department of Planning and Development, Planning Board	Mid-term
C3. Provide an appropriate level of street lighting	Department of Public Utilities	Short-term On-going
C4. Consider landscaped median treatments where feasible and appropriate, given maintenance considerations	North Carolina Department of Transportation, Keep America Beautiful Committee, Tree Board, Department of Planning and Development, Department of Parks and Recreation, Department of Engineering	Short-term
D1. Identify key gateways along major corridors and implement and maintain consistent landscaping and signage	North Carolina Department of Transportation, Department of Public Utilities, Department of Planning and Development, Keep America Beautiful Committee, Tree Board	Short-term
D2. Undertake enhancements through the Tree Advisory Board and Tree Power	Tree Board, Department of Parks and Recreation	Short-term On-going
E1. Support and promote stewardship programs	Keep America Beautiful Committee, North Carolina Department of Transportation	Short-term On-going
E2. Recruit businesses to participate in enhancement programs	Economic Development Organizations, Keep America Beautiful Committee, Tree Board, Department of Planning and Development, Department of Parks and Recreation	Short-term On-going
F. Review and update zoning regulations and other relevant codes to enhance public and private property	Department of Planning and Development, Department of Engineering, Planning Board, Economic Development Organizations	Short-term

Neighborhoods

Strategy	Strategic Player (s)	Timeframe
A1. Access neighborhood conditions and prepare and implement revitalization plans	City Manager's Office, Police Department, Fire Department, Department of Planning and Development, Department of Parks and Recreation, Department of Engineering, Department of Public Utilities	Short-term
A2. Update the Consolidated Plan to be consistent with neighborhood plans	Department of Planning and Development	Short-term
A3. Maintain and upgrade public infrastructure– streets, curb and gutter, sidewalks, street lighting, street trees, and parks– on a regular, comprehensive basis	City Manager's Office, Department of Public Works, Department of Planning and Development, Department of Parks and Recreation, Upper Coastal Plain Council of Governments, Non Profits	Short-term Mid-term
A4. Increase homeownership rates	Department of Planning and Development, Business Community, Economic Development Organizations	Mid-term Ongoing
A5. Facilitate infill residential development	Department of Planning and Development, Business Community, Historic Preservation Commission, Non Profits	Mid-term
A6. Mitigate land use impacts resulting from commercial and industrial intrusions through stronger standards for setbacks, screening and buffering	Planning Board, Department of Planning and Development, Department of Parks and Recreation	Short-term
A7. Demolish abandoned and dilapidate structures and reclaim these sites for new residential development	Department of Planning and Development, City Manager's Office	On-going
A8. Promote pride through physical improvements, outreach and work with neighborhood and faith-based organizations	Department of Human Relations, Economic Development Organization	Short-term
A9. Focus enforcement efforts on targeted areas	City Manager's Office, Department of Planning and Development, Department of Public Works, Department of Parks and Recreation, Fire Department, Department of Public Utilities	Short-term
A10. Adopt conservation guidelines for existing neighborhoods	Historic Preservation Commission, Department of Planning and Development	Short-term
B1. Expand the number of neighborhoods on national and local historic registers	Historic Preservation Commission, Department of Planning and Development	On-going
B2. Promote historic neighborhoods	Historic Preservation Commission, Central City Revitalization Panel, Business Community	On-going Short-term
B3. Create "Neighborhoods of Choice" through a sense of identity and pride for individual neighborhoods through physical improvements	Historic Preservation Commission, Department of Planning and Development, Planning Board, Central City Revitalization Panel	Mid-term



Neighborhoods (cont'd)

Strategy	Strategic Player (s)	Timeframe
C1. Identify and prioritize areas suitable for new residential development based on criteria consistent with the Comprehensive Plan	Planning Board, Department of Planning and Development	Short-term
C2. Support new subdivision development with new infrastructure development in the Edgecombe County portion of the City	Department of Planning and Development, Department of Public Utilities, Department of Engineering, Economic Development Organizations	Short-term
C3. Expand financing sources for facilitating affordable housing development, such as bonds, city revenues, etc.	Department of Planning and Development, City Manager's Office	Mid-term
C4. Oppose rezonings and infrastructure improvements that create a "leap frog" residential development pattern	Department of Planning and Development, Planning Board	On-going
C5. Support neighborhood retail at logical locations that provides for neighborhood-oriented goods and services	Department of Planning and Development, Planning Board, Economic Development Organizations	Short-term
D1. Support block watch and other community-based safety programs	Police Department, Department of Planning and Development, Department of Human Relations	Short-term On-going
D2. Strengthen police-community relationships including increasing police visibility, especially foot and bicycle patrols and youth outreach programs	Police Department, Department of Human Relations	On-going Short-term
D3. Promote crime prevention through urban and environmental design	Police Department, Department of Planning and Development	Mid-term
D4. Improve lighting on sidewalks, roadways and target community facilities such as parks and community centers	Department of Public Utilities	Short-term On-going
D5. Link public safety to neighborhood investment strategies	City Manager's Office, Department of Planning and Development, Department of Public Works, Department of Parks and Recreation, Department of Engineering, Department of Human Relations, Police Department, Fire Department	Short-term

Intergovernmental Cooperation

Strategy	Strategic Player (s)	Timeframe
A1 Develop specific guidelines for assessing and improving existing intergovernmental relations	Planning and Development, City Manager's Office	Medium- to Long-Term
A2 Continue to use local planning model guidelines of the American Planning Association to promote intergovernmental cooperation	Planning and Development, City Manager's Office	On-going
B1 Develop a specific plan for implementing portions of the Clusters of Innovation Model in cooperative relations with the Research Triangle Area	Planning and Development, City Manager's Office, Carolinas Gateway Partnership	Short-Term On-going