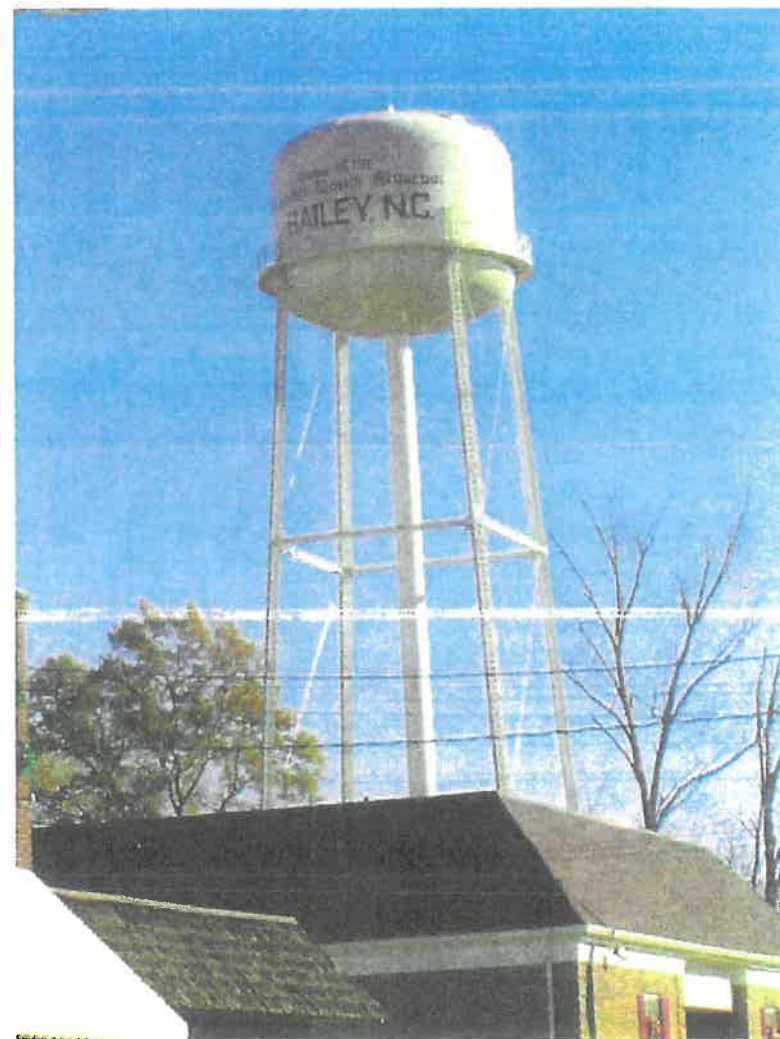


Town of Bailey, North Carolina

2030 Long-Range Community Plan

Adopted March 17, 2008

Prepared by the Town of Bailey Long-Range Plan Steering Committee with assistance from the North Carolina Division of Community Assistance



North Carolina Department of Commerce – Division of Community Assistance

Asheville – Winston Salem – Raleigh – Fayetteville – Washington



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Introduction

Chapter I: Plan Overview

The Town of Bailey Long-Range Plan serves as a guide for town officials, planners, and citizens in making decisions about future growth and development in a coordinated fashion that protects the quality of life and small town atmosphere in Bailey. The plan articulates a vision of how citizens would like the town to look over the next ten to twenty years, which is followed by specific goals, strategies, and action steps for achieving the vision.

During the course of the planning process key issues were identified. In addition to land use and growth management, the plan makes recommendations relating to downtown revitalization, housing, public services and infrastructure, parks and recreation, community image, and historic preservation.

More specifically, the plan:

- Assesses the current physical conditions in the town and maps the existing land use so that future growth areas can be identified.
- Presents a preferred growth and development scenario in the form of the Future Land Use Map, which targets areas for development within town and in adjacent areas of the ETJ.

- Provides a rational basis for the town's future growth makes specific recommendations for updating or adopting land development regulations (zoning and subdivision ordinances) that are consistent with the preferred growth scenario.
- Provides citizens, developers, and other plan users with a predictable development environment by clearly stating the ground rules that will guide the development decisions of local officials.

Successful implementation of the plan requires the full commitment of town leaders, elected officials, and citizens in order to implement the plan's key recommendations and continuously monitor the plan's progress. Given the likelihood of change in the community, the plan should offer flexibility. Periodic evaluations of the plan's progress or changes in the conditions in the town make necessitate amendments to the plan.

I. Mission Statement

The first step in the planning process was to identify the mission or the plan. After some discussion, the Planning Committee identified the eight guiding principles for the plan, which are summarized in the mission statement on the following page.

The purpose of the plan is:

- To create a vision for the future of the Town of Bailey based on community needs and desires, and to foster community support for this vision through education and awareness raising activities.
- To prepare the Town of Bailey for the future by creating a guide for future growth that adequately responds to development pressures from nearby urban areas (Raleigh/Triangle area, City of Wilson).
- To coordinate land use planning and infrastructure development in order to encourage desired development densities, patterns, and locations consistent with Bailey's vision for the future.
- To survey community needs for and attitudes toward public services, facilities, and amenities in order to improve the quality of life and protect the public health and safety.
- To identify potential financing mechanisms and timelines for the provision of future public services and amenities.
- To preserve the small town character of Bailey, yet re-evaluate its image and community identity in light of past trends and future changes.
- To identify ways to enhance and invest in the community by working to improve the community image and promote economic development opportunities.
- To make recommendations for preserving and protecting community assets including unique historic, cultural, and natural features and open spaces.

II. Planning Process and Document Organization

The planning process took place over three phases that correspond with the following questions posed to the community:

1. Where are we now?
2. Where do we want to be?
3. How do we get there?

The plan is organized into chapters that correspond to each question. Chapters II, III, and IV assess the existing conditions in the planning area, including public input on key issues and community strengths, weaknesses, opportunities, and threats. Chapter V identifies a vision and goals for the area, and lays out the Future Land Use Map. Chapter VI outlines an action plan for implementation.

Throughout the planning process, citizens and business owners were provided opportunities to comment on the plan and the issues currently affecting the Town of Bailey. Citizen feedback was obtained through a community wide survey distributed to all households in the town and ETJ. A series of focus groups were held with key organizations such as the Chamber of Commerce. Finally, a community wide public input meeting was conducted to get feedback from residential on the vision statement and preferred development patterns and styles for future growth.

Why Plan? Successful community planning serves to:

- Identify key natural, cultural, scenic, and economic assets
- Build all local plans—including economic development, tourism, and land use plans—around the preservation and enhancement of key assets
- Pay attention to community appearance as well as economics and ecology
- Recognize the link between land use and transportation planning
- Create a shared vision for the future
- Make quality of life a key organizing element of the community vision
- Ensure that development proposals promote that vision
- Meet the needs of landowners, business interests, and the community
- Use education, incentives, and voluntary initiatives, not just regulations
- Assess the impacts of land use policies

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Where are we now?

Chapter II: Community Profile

The purpose of this Chapter is to profile the demographic and socio-economic conditions and trends in the Town of Bailey. This analysis starts with a description of the town and its history, and is followed by a detailed analysis of the following:

- Population Characteristics and Trends
- Socio-Economic Characteristics and Trends
- Housing Characteristics and Trends

Comparisons are made between the Town of Bailey, Nash County, and the State of North Carolina in order to identify similarities and differences in trends on a county and statewide level. This analysis also aids the town in identifying areas in which the town may be exceeding beyond or lagging behind the county and state in educational attainment, incomes, and employment opportunities.

I. Regional and Planning Area Profile

The Town of Bailey is located in southern Nash County, approximately thirty-five (35) miles east of the State Capital of Raleigh and thirteen (13) miles west of the City of Wilson. The town itself encompasses an area less than one square mile. U.S. 264, the major east/west transportation corridor through southern Nash County, provides access to Bailey from Raleigh

to the west and from the City of Wilson, and the City of Greenville to the east. NC Highway 581 is the primary transportation route providing direct access to Bailey from the north and south. Interstate 95 runs north to south through the eastern portion of Nash County, and is accessible from Bailey via U.S. 264. The Norfolk Southern Railway, currently operating as a freight railroad, also runs directly through Bailey. This railroad, which once operated as a passenger line as well, spurred the growth of the town.

Nash County is bordered by Halifax County to the north, Wilson County to the south, Edgecombe County to the east, and Franklin, Wake, and Johnston Counties to the west. The Town of Bailey is part of the Rocky Mount Metropolitan Statistical Area (MSA) and a member of the Upper Coastal Plain Council of Governments.

II. Planning Area History

The Town of Bailey was founded in 1907 as a depot along what would eventually become the Raleigh and Pamlico Sound Railroad. The Eatmon Post Office, located on land owned by J.D. Farmer in Bailey Township, was selected as one of two depots sites in Nash County. The railroad was completed in 1907 and provided service to the North Carolina State Fair in Raleigh in the fall of 1907. Bailey was subsequently incorporated as a town in 1908.

In the early 1900's the economy of Bailey was largely dependent on agriculture (tobacco and cotton) and livestock trade (stables). The town also saw an influx of professional businessmen, craftsmen, physicians, and lawyers during this time. Main Street was built early on to provide goods and services and included general stores, a blacksmiths shop, and post office. Unfortunately, the Main Street has declined as a service center in recent years due to competition from other towns and large retail areas. Agriculture has continued to play a role in the local economy, yet to a lesser extent. More recently, Bailey supported a feed mill, sawmill, and small factories. However, Bailey has remained primarily a small residential community grounded in its small town way of life.

III. Population Characteristics and Trends

Data was gathered from the United States Census Bureau and the North Carolina State Data Center to evaluate the characteristics of the population of Bailey. Trends in population are important to observe in order to assess population changes over the coming decades and potential impacts on land use.

According to the most recent United State Census (2000), the population of Bailey is 670 people. The 2004 estimated population shows the town growing by twenty-three (23) people to 693 people. Bailey is one of nine small towns in Nash County which range in size between just under 300 to nearly 3,000 people, the others of which include: Momeyer, Castalia, Dortches, Middlesex, Red Oak, Sharpsburg, Spring Hope, and Whitakers. Nashville (pop. 4,417) is the County

Seat and Rocky Mount (pop. 55,893) is the largest municipality in Nash County.

Population Trends

Over the past fifty years, the population of Bailey has fluctuated above and below the current level. During this time, Bailey had its largest population in 1960 of 795 people and its smallest population in 1990 of 553 people. Since 1990, the population of Bailey is on the rise again, consistent with County and statewide trends.

Table 2-1 provides population data for the Town of Bailey, Nash County, and North Carolina. Both the Town of Bailey and the state increased in population by just over 21% from 1990 to 2000, while Nash County witnessed a 14% increase in population after decades of slightly sharper increases.

Table 2-1: Total Population, 1990-2000

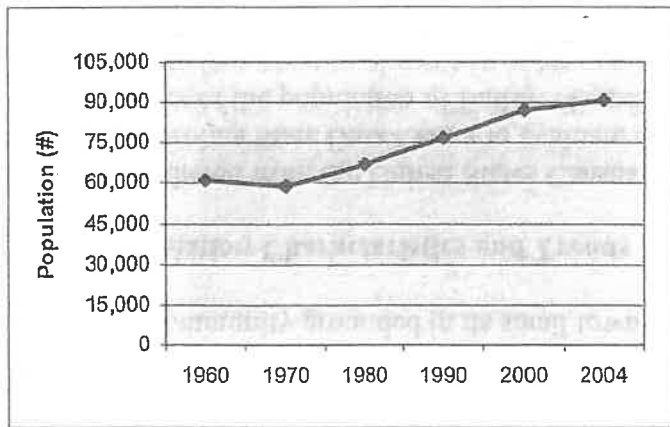
	1990	2000	% Change 1990 - 2000
Bailey	553	670	21.2%
Nash County	76,677	87,420	14.0%
North Carolina	6,632,448	8,046,816	21.3%

Sources: United States Census, NC State Data Center

As shown in Figure 2-1, the population of Nash County has experienced a steady increase over the past thirty years and is nearing 100,000 people. Based on population data from 2000 to 2005, Nash County is characterized by the North Carolina

State Data Center as a low-growth, net in-migration county. This means that population growth in the County from 2000 to 2005 is slightly lower than that of the state. Low growth is considered anything between 0% and 5.26%. Over this time, Nash County increased in population by 4.8% due to natural growth (births – deaths), as well as from in-migration. Nash County has been consistently classified as a low-growth county for the past twenty-five years.

Figure 2-1: Nash County Population Trends

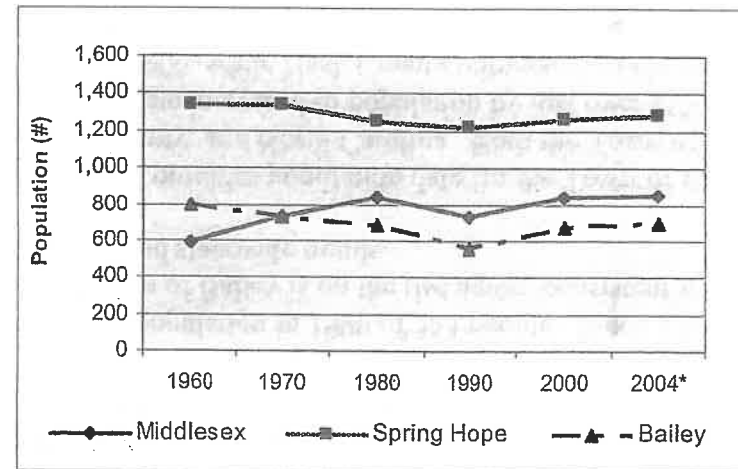


Source: United State Census; NC State Data Center, 2004 estimated pop.

The population trends for the Town of Bailey were examined in comparison to Middlesex and Spring Hope. This is because all three municipalities are located on the eastern side of Nash County and along major transportation corridors; namely U.S. 264 and U.S. 64, which provide access to and from Raleigh.

Outward growth from Raleigh is the primary influence on land use for these three municipalities. Figure 2-2 shows the population trends for Bailey, Middlesex, and Spring Hope over the past forty to fifty years. From 1970 onward, both Bailey and Middlesex show very similar fluctuations in population, which is more loosely mirrored by that of Spring Hope. It is anticipated that Bailey, Middlesex, and Spring Hope will contribute to population growth in Nash County over the coming decades. The newly completed Highway 64 Bypass coupled with lower tax rates in Nash County make eastern Nash County a desirable alternative to Wake County.

Figure 2-2: Population Trends – Bailey, Middlesex, and Spring Hope



Source: United States Census; NC State Data Center, 2004 estimated pop.

Age Composition

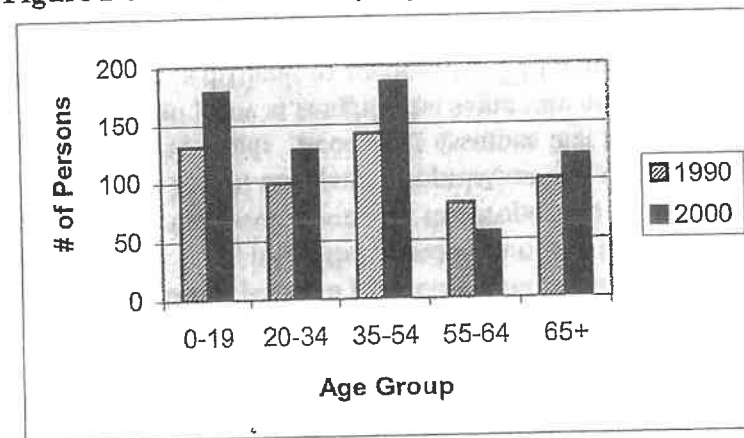
Table 2-2 includes the breakdown of the population by age for Bailey and the proportion of each age group to the total population. Figure 2-3 illustrates changes (increases vs. decreases) in each age group from 1990 to 2000. Overall, there are no major shifts in the distribution of the population that are cause for concern. Approximately one-quarter of the population is under the age of 19 and this increased slightly from 1990 to 2000. Likewise, the number of people of retirement age (65+) remained relatively unchanged as a proportion of the total population - steady at 18% of the total population in both 1990 and 2000. The most noticeable change took place in the 55-64 age group, the only category to see a decline over the ten-year period. However, the working age population (ages 20-64) remained relatively constant, retaining over half of the population during this period.

Table 2-2: Town of Bailey Age Composition

Age	1990 (#)	2000 (#)	% Change (1990-2000)	% of Total Pop (1990)	% of Total Pop (2000)
0-19	131	179	36.6%	24%	26.7%
20-34	99	128	29.3%	18%	19.1%
35-54	141	186	31.9%	25%	27.8%
55-64	81	56	-30.9%	15%	8.4%
65+	101	121	19.8%	18%	18.1%

Source: United States Census

Figure 2-3: Town of Bailey Age Composition Trends



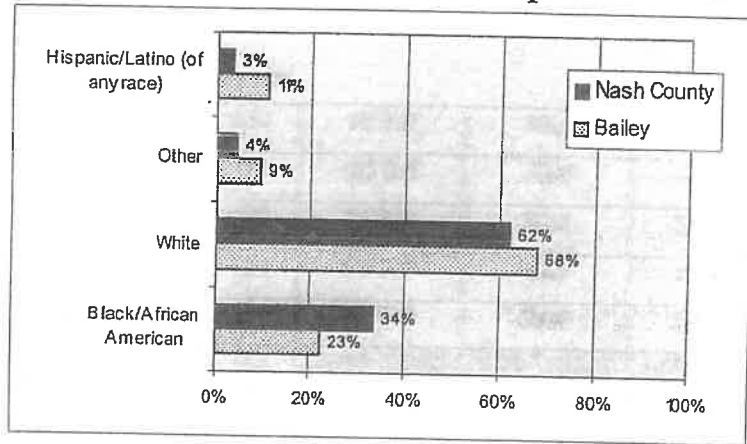
Source: United States Census

Race Composition

Figure 2-4 illustrates the breakdown of the population of Bailey by race. The majority of the population is white/Caucasian, yet nearly one-quarter of the population is African American, and over 10% of the population is of Hispanic origin. The Hispanic community is a growing segment of the Bailey population and likely to create more of a presence in the coming years in accordance with statewide immigration trends.

The racial composition of Nash County is slightly more diverse – approximately two-thirds of the population is white/Caucasian and just under one-third African American. However, just over 3% of the people in Nash County are of Hispanic origin compared to 10% in Bailey.

Figure 2-4: Town of Bailey Race Composition



Source: United States Census, 2000

Population Projections

Calculating population projections for small geographic scales, such as small cities and towns, is difficult. Projections for larger geographic areas, such as counties and states, are more reliable because a large population is less likely to experience short-term variations, making future populations more predictable based on historic trends. There are many factors that influence growth in a town, including availability of jobs, housing, and community amenities. In North Carolina, a town’s population can increase merely through municipal annexations, yet it is hard to predict when, where and how much land will be annexed in the future.

The Town of Bailey’s population has fluctuated over the past thirty years and has not grown at a constant rate. Therefore, it’s difficult to apply an average growth rate based on historic trends to generate a reliable estimate of future population. Rather, a simple method is used to project the future population of Bailey based on the proportion of the town population to the county population.

For the past five census periods starting from 1960 onward, the proportion of the population of the Town of Bailey to that of Nash County has fluctuated between 0.77% and 1.3%, resulting in an average of 1.01%. Using these figures, a high, medium, and low projection was generated for 2010, 2020, and 2030 based on Nash County’s projected population through 2030.¹ The same method was used to project the population of the Bailey Extraterritorial Jurisdiction (ETJ), the population of which was determined by looking of US Census tracts. The ETJ population in 2000 was approximately 746 people. However, given that the census tract boundaries do not exactly match the ETJ boundaries for the town it is difficult to accurately state the population of the town.

This method for population projections relies on a number of assumptions. First, it ties the population of the town to that of county under the assumption that the proportion of the Bailey population to that of the county population will not increase beyond historic trends. Second, it assumes that the town population will grow at roughly the same rate as the county. Essentially, it is difficult to account for ETJ annexations and

¹ Nash County Population Projection Data Source: NC State Data Center

external factors (business recruitment, transportation improvements, etc.) that influence population growth. Therefore, the population projections are to be viewed within the context of other factors influencing growth in the southern regions of Nash County.

Table 2-3 provides the results of the population projection analysis using the methodology described above. Using the medium estimate, it is predicted that the Bailey population could nearly double over the next twenty-five (25) years to over 1,000 people. In combination with the ETJ, the population could potentially near 2,000 people.

Table 2-3: Population Projections

Year	Nash County	Bailey (Low)	Bailey (Medium)	Bailey (High)	Bailey ETJ
2010	95,920	691	969	1,247	815
2020	104,871	755	1,059	1,363	891
2030	113,269	816	1,144	1,472	963

With an increase in population, the Town of Bailey will see increased residential development. Based on these estimates and assuming household size and vacancy rates remain relatively the same, the town could potentially need over 200 additional housing units by 2030. Combined with the ETJ, the area could potentially need over 300 housing units by 2030 in order to accommodate the entire population of the area.

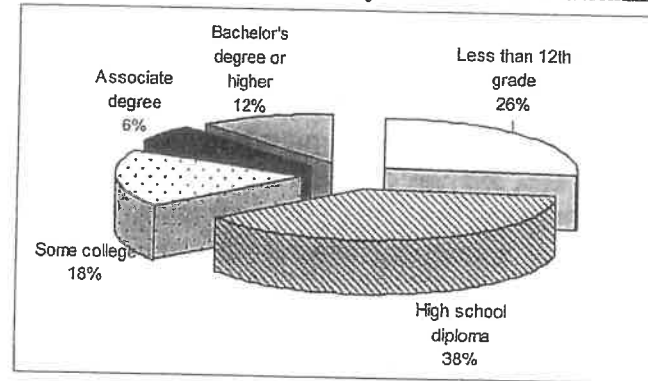
IV. Socio-Economic Characteristics and Trends

Several important factors, including education, income, employment, and poverty, are examined in this section to better understand the socio-economic conditions in the Town of Bailey. This is important in identifying the opportunities and challenges for the town in promoting economic development and improving the quality of life for its residents.

Educational Attainment

Figure 2-5 includes a breakdown of the various levels of educational attainment for the Town of Bailey. According to the 2000 United States Census, three-quarters of residents over 25 have a high school diploma or higher. Furthermore, 18% have some college experience, and 12% have a bachelor's degree or higher. However, approximately 25% of adults over 25 have not completed high school.

Figure 2-5: Town of Bailey Educational Attainment



Source: United States Census, 2000

Table 2-4 compares the educational attainment for the Town of Bailey to Nash County and the State of North Carolina. The comparison shows that Bailey falls slightly short of both Nash County and the state in educational attainment. Bailey has a greater proportion of its population that has not completed high school compared to Nash County and the state. In addition, just over 17% of the Bailey population has some type of higher education degree, yet almost one-quarter of the county population and nearly one-third of the state population fall into the same category. However, there is not as great a difference between the three in high school graduation rates, showing the challenge for Bailey is promoting higher education and attracting and retaining people with higher education degrees.

Table 2-4: Educational Attainment (persons over 25)

	Bailey	Nash County	North Carolina
Less than 12th grade	26.2%	24.3%	21.8%
High school diploma	38.3%	33.9%	28.4%
Some college	17.9%	18.2%	20.5%
Associate degree, Bachelor's degree or higher	17.1%	23.5%	29.3%

Source: United States Census, 2000

Income, Poverty, and Unemployment

Income, poverty, and unemployment are inter-related economic indicators that provide an understanding of the economic forces at play in a community. Typically, communities with higher

median household incomes have less poverty and lower unemployment rates, and vice versa. Therefore, it is important to examine these three factors jointly.

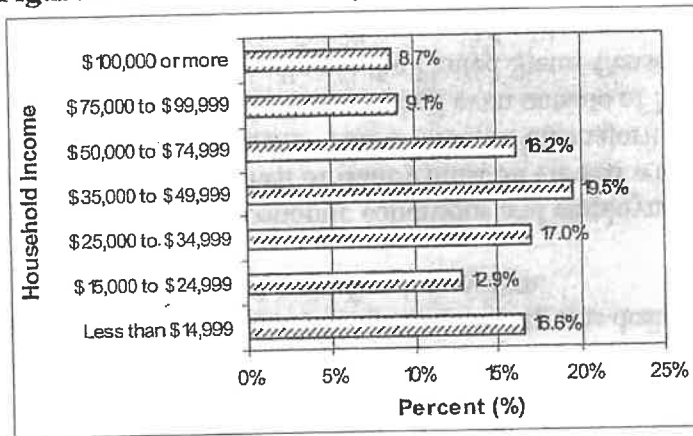
Figure 2-6 shows the income distribution for households in Bailey. According to the United State Census, roughly 16% of households earned less than \$15,000 per year in 1999. To put this into perspective, a full-time worker earning the 1999 minimum wage in North Carolina of \$5.15 per hour earned an annual gross income of \$10,712, or just under \$900 per month. When the two lowest income brackets in Figure 2-6 are combined, it indicates that just under a third (29.5%) of Bailey households earned less than \$25,000 per year in 1999. The majority of the households are clustered in the central income brackets. Just over half of the households fall into the three middle brackets. Finally, as shown in Figure 2-6, 9% of the households earned \$75,000-\$99,999 and slightly fewer households earning over \$100,000 per year.

When compared to the county and state, Bailey falls slightly behind incomes in Nash County and North Carolina as a whole. The 1999 median household income for Bailey was \$36,328. In comparison, the median household income for Nash County was \$37,147 and that for North Carolina was \$39,184.

Despite this, the proportion of people living in poverty in Bailey is less than what's observed on both the county and state level, with the exception of female-headed households. In 2000, the poverty threshold for an individual was \$8,794 and

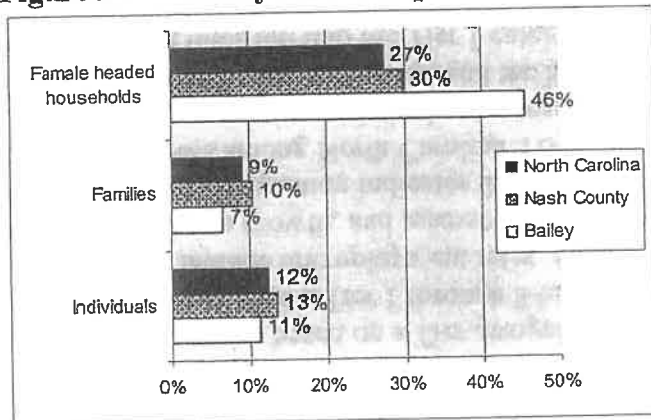
for a family of four \$17,603. Figure 2-7 provides a comparison of poverty rates for Bailey, Nash County, and North Carolina.

Figure 2-6: Town of Bailey Household Income Distribution



Source: United States Census, 1999

Figure 2-7: Poverty Rate Comparison



Source: United States Census, 2000

In 2000, just 6.7% of families in Bailey were classified as living under the poverty level, compared to 10.3% in Nash County and 9% in the state. A main difference is observed in poverty rates for female-headed households. As shown in Figure 2-7, nearly half (46%) of female-headed households in Bailey fall below the poverty level, compared to just under a third (30%) in the county, just over one-quarter (27%) in the state. These figures are high across the board in comparison to the number of families and individuals living in poverty. Therefore, female-headed households are one segment of the population that requires special attention for poverty alleviation.

Unemployment rates were examined on a regional level by looking at data provided by the North Carolina Bureau of Labor Statistics. Table 2-5 includes information on unemployment rates for the Rocky Mount MSA (including Edgecombe and Nash Counties), the state of North Carolina, and the United States from 1990 to 2005. Since 1995, the unemployment rate for the Rocky Mount MSA has been higher than that of the state or the country, topping at 7.1% in 2005. This reflects a general increasing trend since 2000, observed on both the state and national level.

Table 2-5: Unemployment Rates

	1990	1995	2000	2005
United States	5.6%	5.6%	4.0%	5.1%
North Carolina	4.2%	4.4%	3.7%	5.2%
Rocky Mount MSA	4.6%	6.5%	5.1%	7.1%

Source: US Bureau of Labor Statistics, Employment Security Commission of North Carolina

V. Economic Conditions and Employment

North Carolina measures the relative economic condition of its one-hundred counties based on a Tier designation system. Each county is assigned a Tier 1 through 3 based on economic indicators that include unemployment rates, median household income, population growth, and assessed property value per capita. A Tier 1 designation indicates the highest level of economic distress among North Carolina's one-hundred counties. Those counties with the lowest wages, the highest number of people living in poverty, and the highest unemployment rates fall into the Tier 1 category. Counties with a Tier 3 designation indicate the lowest level of economic distress.

The 2007 designation for Nash County is Tier 3, which indicates that Nash County is on the upper end of the spectrum in terms of employment and wages compared to other counties across the state. In past years, Nash County was designated a Tier 4 county under the old five tier system.

When considering economic conditions and employment opportunities, the Town of Bailey must be viewed within a broader regional context. This is because the majority of residents work outside the town and even outside of Nash County. In fact, according to the United States Census commuting data, 80% of workers age 16 and over are employed outside of Bailey and 62% are employed outside of Nash County. This is further supported by the fact that the average commute time for a Bailey resident is 23.5 minutes.

Employment by Industry

Table 2-6 includes a summary of employment by industry sector for the Town of Bailey, Nash County, and North Carolina. The top three industries in terms of employment for Bailey, Nash County and North Carolina are manufacturing, educational/health services, and retail trade. However, Bailey residents are employed in retail jobs at a higher percent compared to the county and state. This is offset by a lower proportion of people in the education and health services industry compared again to the county and state. Bailey also has a higher percentage of people employed in the construction, transportation/warehousing, and general services industry sectors.

Major Employers

With the majority of Bailey residents commuting to work, it's important to identify major employers in the region focusing on Nash, Wilson, and Wake Counties with the major urban areas of Rocky Mount, Wilson, and Raleigh. The major public sector and non-manufacturing employers are typical for counties throughout North Carolina and include state and local governments, school districts (Nash-Rocky Mount, Wilson County, and Wake County), hospitals (Nash Hospitals, Wilson Medical Center, Wake Med and Rex Healthcare), and retail (Wal-Mart). In addition, Raleigh offers access to major universities and research institutions such as North Carolina State University and SAS Institute. Major private sector employers (500+ employees) in the region are listed in Table 2-7. These firms are dominated by pharmaceutical and medical

suppliers, retail food and packagers, tire and engine makers, and information technology companies.

Table 2-6: Town of Bailey Employment by Industry

INDUSTRY	Bailey	Nash County	North Carolina
Manufacturing	18.5%	21.1%	19.7%
Educational, health and social services	12.9%	18.1%	19.2%
Retail trade	17.1%	12.6%	11.5%
Arts, entertainment, recreation, and services (food and lodging)	4.2%	6.8%	6.9%
Public administration	4.2%	4.2%	4.1%
Construction	11.1%	8.0%	8.2%
Other services (except public administration)	8.7%	4.6%	4.6%
Finance, insurance, real estate	4.2%	5.6%	6.0%
Wholesale trade	3.8%	4.6%	3.4%
Professional, scientific, management, and administration	4.5%	5.9%	7.7%
Information	3.1%	2.2%	2.3%
Transportation, warehousing, and utilities	5.6%	4.3%	4.6%
Agriculture, forestry, and mining	2.1%	2.0%	1.6%

Source: United States Census, 2000

Table 2-7: Major Regional Employers (500+ employees)

Employer	Location
Hospira Inc	Nash
Consolidated Diesel Co	Nash
Kaba Ilco Corporation	Nash
Bridgestone Firestone North America	Wilson
Merck & Co Inc	Wilson
Smithfield Packaging Co Inc	Wilson
Glaxosmithkline	Wake
Conagra Foods Packaged Foods	Wake
Bahlsen Inc.	Wake
Eaton Quality Power Co	Wake
Tekelec	Wake

Source: North Carolina Department of Commerce, 4th Qtr 2005

Finally, while not evident from the employment and industry data, agriculture does remain a presence in the planning area. Small tobacco farms are evident in the Bailey ETJ, although they do not employ a large number of people. Given the uncertainty of tobacco farming in North Carolina, it is unclear how sustainable farming will be for this part of Nash County, and there are clear land use implications for the Town of Bailey as farming becomes less profitable.

VI. Housing Characteristics and Trends:

It is important to examine the housing characteristics of a town in order to assess the age and condition of the housing stock, the value and affordability of housing, the type of housing available, and patterns in housing tenure. Table 2-8 provides an overview of housing characteristics in the Town of Bailey in 1990 and 2000. Over this time period there was a slight increase in both the number of housing units and the number of occupied housing units in the town. While the vacancy rate and housing tenure remained relatively unchanged, increases in both median rents and house values were noted. Median rents tripled from 1990 to 2000, while median house values increased by 65%. However, housing costs in Bailey are lower than that of both Nash County and the state for both median rents and median house values. Finally, Bailey experienced a slight increase from 2.26 persons per household to 2.45 persons per household.

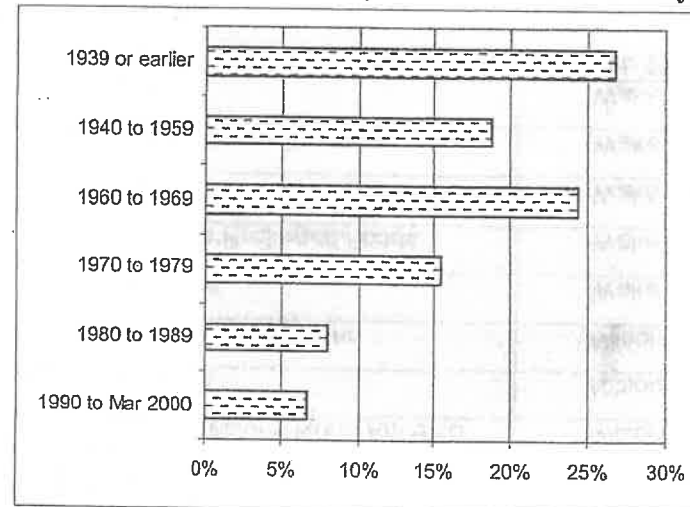
Table 2-8: Town of Bailey Housing Characteristics

	1990	2000
Total housing units (#)	271	299
Total occupied units (#)	245	274
Vacancy Rate (%)	9.6%	9.3%
Median Rent (\$)	\$136	\$408
Median House Value (\$)	\$50,400	\$83,300
Owner-occupied (%)	73%	73%
Renter-occupied (%)	27%	27%
Avg Household Size (persons/HH)	2.26	2.45

Source: United States Census

Housing in Bailey tends to be older, single-family homes. However, there are several concentrations of mobile homes in the town, in addition to a few manufactured home developments in the ETJ. Figure 2-8 illustrates the age of the housing stock in Bailey. As shown, more than one-quarter of the housing in Bailey was built before 1939 and over two-thirds of the housing stock was built before 1970, after which housing development dropped off. This declining trend may reverse with the lifting of the sewer moratorium and increased access to Bailey via U.S. 264.

Figure 2-8: Age of Housing Stock – Town of Bailey

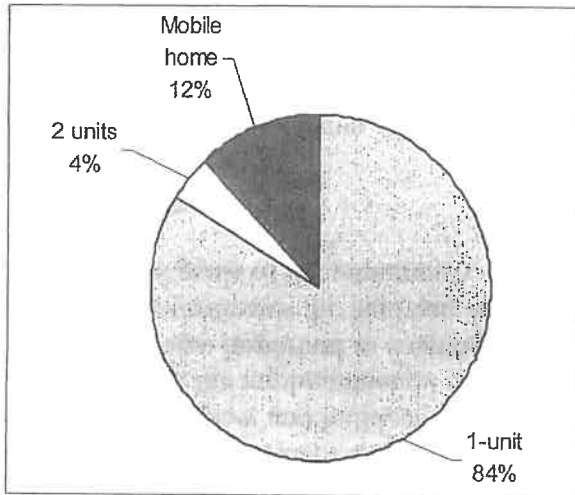


Source: United States Census

Figure 2-9 illustrates the breakdown of housing types found throughout the Town of Bailey. The majority of the houses in

Bailey are single-family units, followed by a small percentage of mobile homes and duplexes. As of the United States Census 2000, there was no recorded multi-family housing units (4+ units) located in the Town of Bailey.

Figure 2-9: Type of Housing – Town of Bailey



Source: United States Census

Chapter III: Assessment of Existing Conditions

The assessment of existing conditions includes an overview of Bailey as it exists today. This assessment, along with the public input, will help shape the long-term goals and objectives of the town with respect to the following:

- Land Use
- Environmental Resources
- Community Assets
- Infrastructure and Services

The background assessment helps to identify assets upon which the town should grow and build, as well as problem areas to address through the implementation of the plan. This assessment is also important in creating a long-term planning strategy that coordinates the land use, infrastructure, and environmental goals of the community.

I. Land Use

Land use is the primary focus of the long range plan because a plan for future growth and development must be compatible with the established land use patterns. Therefore, it's important to understand the existing patterns of development in the town and surrounding areas in order to develop a future plan that is coordinated, sustainable, and sensitive to the small town atmosphere of Bailey. This section includes a description of existing land use in the planning area, defined as the Town of Bailey corporate limits plus the extraterritorial jurisdiction

extending one mile from the town limits. A land use assessment was conducted for the town and GIS data was analyzed to create the Existing Land Use Map. This map identifies land use for the entire planning area on a parcel by parcel basis. Land use categories include: residential, mobile home, manufactured home, commercial, industrial, institutional, recreation, agriculture, and forest/open space.

Table 3-1 includes a breakdown of land uses in the planning area by land use type for the Town of Bailey and the town plus the ETJ, the area encompassing the entire planning jurisdiction. Each land use category is discussed separately in this section.

Table 3-1: Breakdown of Existing Land Use

	Town of Bailey	Town + ETJ
Agriculture	15.7%	49.5%
Forest/ Open Space	22.9%	23.6%
Residential	25.4%	14.8%
Manufactured Homes	0.0%	2.6%
Mobile Home/ MHP	1.0%	1.5%
Multi-Family	0.2%	0.0%
Commercial	6.5%	2.1%
Industrial	1.9%	0.4%
Institutional	7.1%	1.8%
Recreation	0.5%	0.1%
Right-of-Way	14.2%	2.2%
Vacant	4.7%	1.4%
Total	100.0%	100.0%

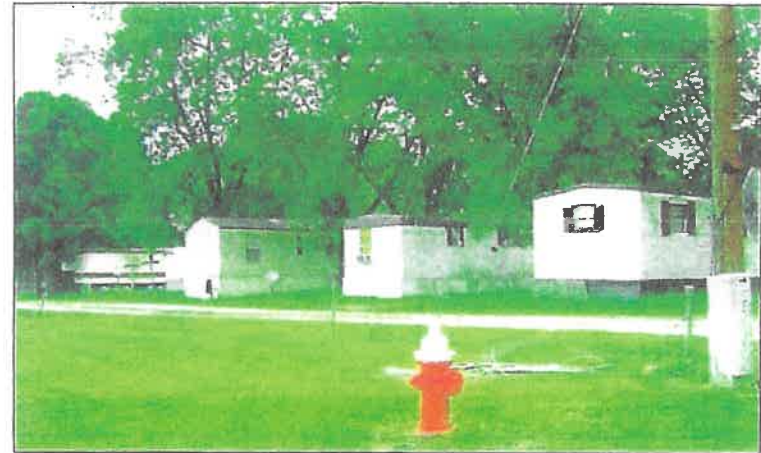
Source: North Carolina Division of Community Assistance

Residential Land Use

Residential development accounts for one-quarter of the land in the town limits and approximately 15% of the land in the entire planning area. Within the town limits, residential neighborhoods consist of older single-family homes laid out on a fairly compact grid street system. The neighborhoods within the town tend to be more historic in character given that the town took root in the early 1900's and the majority of the home building took place prior to 1970. Lot sizes range between 10,000-15,000 square feet and housing densities range between 2-4 units/acre. The average housing density for the town based on residential land area is approximately 2.5 housing units per acre. There are several mobile home parks and mobile homes on individual lots in the town as well. Disrepair, maintenance, and vacancy issues are evident in some areas.



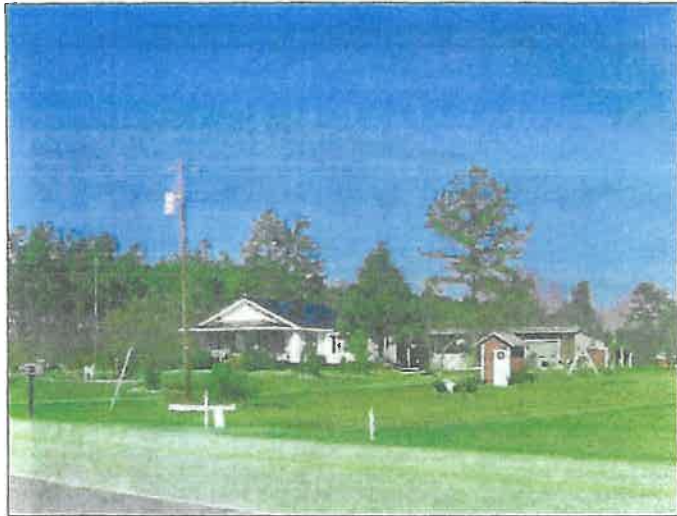
Typical Residential Neighborhood, Bailey NC



Mobile Home Park, Bailey NC

Neighborhoods in town are very walkable, despite the general lack of sidewalks, due to the shorter blocks and street connectivity. Streets tend to be fairly narrow with mature trees and moderate setbacks, and curb and gutter is generally lacking. Most neighborhoods are located within walking distance of the downtown, the Bailey Elementary School, and other community amenities.

In the ETJ, single-family homes are spread out on larger lots fronting major roads. The majority of the ETJ is zoned Residential Agriculture with a minimum lot size of 20,000 square feet. Some small manufactured home developments have been developed in the past ten years. Suburban style development is also taking place in the ETJ with curvilinear roads and cul-de-sac layouts. There are several mobile homes sites/mobile home parks in the ETJ as well.



Rural Residential Housing, Bailey ETJ



New Housing Development in the Bailey ETJ

Commercial Land Use

Commercial land uses make-up approximately 6% of the land in the town and 2% of the land in the entire planning area. There are two main areas in the town that include commercial land uses. The first is the intersection of NC 581 and Dean Street (U.S. 264 Alt), which is readily accessible from U.S. 264, and the second is the downtown area along Main Street.

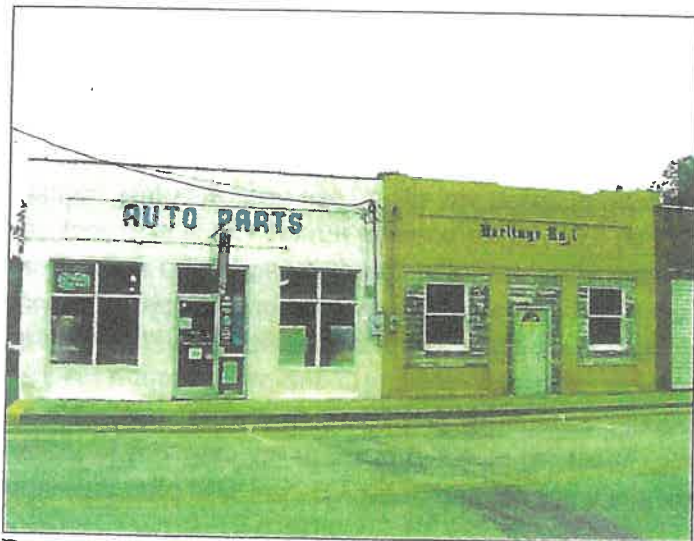
Auto oriented commercial uses located along NC 581 and Dean Street (U.S. 264 Alt) includes grocery stores, convenience stores, fast food restaurants, and used car lots. Building sizes tend to be larger than what is found along Main Street, ranging from 10,000-30,000 square feet. Curb cuts along the road corridors are an issue and parking is generally located in the front of buildings.



Auto-Oriented Commercial Uses along NC 581, Bailey NC

Commercial uses within the ETJ are generally limited. However, there is a mini-storage facility located just outside the eastern side of town along U.S. 264 Alt, and a mix of commercial uses is located in the ETJ on the northern side of U.S. 264 at the intersection of Eunice and Shooners.

The downtown area was once the commercial hub of the town. However, this area has declined in activity in recent years and many buildings are now vacant. Service oriented shops and businesses located in the downtown include a laundymat, hair and tanning salons, flower shop, auto parts, thrift shops, and a small café. The downtown includes a mix of one- and two-story brick buildings, some with original windows and doors that have been boarded.



Downtown Buildings, Bailey NC



Downtown Buildings on Main Street, Bailey NC

Downtown design elements include sidewalks, on-street parking, street lights, and shorter setbacks. However, street trees and landscaping/streetscape elements are generally lacking. The downtown offers good opportunities for mixed use development that incorporates both retail and residential uses. Buildings are ripe for rehabilitation and one option may include first floor retail with second floor residential living.

Other uses in the downtown include the Town Hall, Library, and Volunteer Fire Department. There are several storefront churches in the downtown as well. While religious institutions are certainly an asset to the town, storefront churches are often in conflict with downtown revitalization due to limited hours of use, parking, and removal of viable retail space from the tax base.

Industrial Land Use

Industrial land uses are very limited in the town and only consist of less than 2% of the land use in the town. Such uses are even more limited in the ETJ. Furthermore, the industrial uses are underutilized due to limited operations or vacancies. The most visible industrial land use in the town is the Bailey Feed Mill, which is located between the railroad tracks and Dean Street (U.S. 264 Alt) near the intersection with NC 581. The feed mill is in a central location in the town and is highly visible. The long-term use of this site needs to be considered given the current state of disrepair of the main building and uncertain future of the mill.



Bailey Feed Mill, Bailey NC



Bailey Feed Mill, Bailey NC

There are several manufacturing facilities located on the southern side of U.S. 264 Alt, including a vacant garment factory and a food processing facility located just outside of town between U.S. 264 Alt and the railroad.

Institutional Land Uses

Institutional land uses make-up nearly 10% of the land use in the planning area, with the majority of these uses located within the town limits. Institutional uses include churches, cemeteries, government buildings, the Bailey Elementary School, and the Country Doctor Museum.



Bailey Elementary School

Parks/Recreation

The only public recreation area in the town is the Bailey Ball Fields. Some local churches provide small playgrounds and walking trails adjacent to their facilities. Regardless, there is a lack of small parks in town and larger regional facilities to serve southern Nash County. The Nash County Recreation Department is exploring options of providing a community park for the communities of Bailey and Middlesex. Typically, a community park provides passive and active recreation for a service area of 3-5 miles. Such a park would offer active recreation programs for youth, families, and seniors.

Agriculture

Agriculture continues to be a significant use in the ETJ and of limited use even within the town limits. There are several large

lots in agricultural use in the northeastern corner of the town. Agricultural uses consist of nearly half of the land use in the entire planning area. This is because the majority of the larger lots in the ETJ are in some type of farming use, with tobacco as the most readily identifiable crop.



Farm Field in the Bailey ETJ

Forest/Open Space

Forest land or open space accounts for nearly one-quarter of the land in the planning area. There is a good deal of open space in the planning area and even within the town limits. Within the town, there is forested land located behind the elementary school and on the eastern edge of town, as well as just south of the train tracks straddling the town limits and ETJ. Generally, any land not in agricultural or residential use in the ETJ is undeveloped forest land.

II. Environmental Resources

This section provides an overview of the environmental conditions in Bailey and its ETJ, and identifies the location of environmentally sensitive resources. Environmental factors such as soil conditions, slopes, watersheds, flood prone areas, and wetlands can have significant implications on the relative suitability of a site for development. Therefore, it is important to understand the extent and location of sensitive environmental features in order to avoid severe environmental impacts and prevent hazards to life and property. Information on environmental resources should be used to guide construction activities to areas that are most suitable for development and to protect important natural features in a community. Several maps were produced to illustrate the environmental conditions in and around the Town of Bailey, including floodplains, streams, soils, and Division of Water Quality watershed water supply areas.

Soils

The US Department of Agriculture (USDA) Soil Survey for Nash County is a detailed evaluation of the soils in the county, including their drainage and slope characteristics, as well as main limitations. Soils subgroups are shown on the Soils Map. The map indicates which soils pose the greatest development limitations. For the most part, Bailey has fairly flat soils with some development limitations. The primary soil types found in the corporate limits of Bailey is the Norfolk series and its ETJ the DoA Dothan Loamy Sand soil unit. These soils are characteristic of upland areas that are sloping (0-6%) and

gently sloping (0-3%), respectively. The Norfolk series are well drained with a fine-loamy surface layer and sandy clay loam subsoil. Main limitations include wetness, slope, shrink-swell potential, and moderate permeability. The primary use of this soil unit in Bailey is for the urbanized area of Bailey.

The Dothan series consists of very deep, well drained, moderately slowly to slowly permeable soils that formed in thick beds of unconsolidated, medium to fine-textured marine sediments of the Coastal Plain. These soils are on broad, nearly level to strongly sloping uplands. Most areas have been cleared and are used for the production of corn, cotton, peanuts, vegetable crops, hay, and pasture. Forested areas are in longleaf pine, loblolly pine, sweetgum, southern red oak, and hickory. Main limitations include slope, and moderately slow to slowly permeable soils.

Table 3-2 shows soil subgroups found in Bailey and identifies the corresponding limitations for certain types of development, including dwellings and small commercial buildings. The soil limitations are classified as "not limited", "somewhat limited", and "very limited" based on the following criteria:

Not Limited indicates that the soil has features that are very favorable for the specified use. Good performance and very low maintenance can be expected.

Somewhat limited indicates that the soil has features that are moderately favorable for the specified use expected.

Very limited indicates that the soil has one or more features that are unfavorable to the specified use. The limitations generally cannot be overcome without major soil reclamation, special design, or expensive installation procedures. Poor performance and high maintenance can be expected.

Soil properties influence the development of building sites, including the selection of the site, the design of the structure, construction, performance after construction, and maintenance. Table 3.2 includes information on the degree and kind of soil limitations that affect dwellings and small commercial buildings. Rating class terms include the extent to which the soils are limited by all of the soil features that affect the building site development.

“Dwellings” are single-family houses of three stories or less. For dwellings without basements, the foundation is assumed to consist of spread footings of reinforced concrete built on undisturbed soil at a depth of 2 feet or at the depth of maximum frost penetration, whichever is deeper. For dwellings with basements, the foundation is assumed to consist of spread footings of reinforced concrete built on undisturbed soil at a depth of about 7 feet.

The ratings for dwellings are based on the soil properties that affect the capacity of the soil to support a load without movement and on the flooding, subsidence, linear extensibility

(shrink-swell potential), and compressibility. The properties that affect the ease and amount of excavation include depth to a water table, ponding, flooding, slope, depth to bedrock or a cemented pan, hardness of bedrock or a cemented pan, and the amount and size of rock fragments.

“Small commercial buildings” are structures that are less than three stories high and do not have basements. The foundation is assumed to consist of spread footings of reinforced concrete built on undisturbed soil at a depth of 2 feet or at the depth of maximum frost penetration, whichever is deeper. The ratings are based on the soil properties that affect the capacity of the soil to support a load without movement and on the properties that affect excavation and construction costs. The properties that affect the load-supporting capacity include depth to a water table, ponding, flooding, subsidence, linear extensibility (shrink-swell potential), and compressibility. The properties that affect the ease and amount of excavation include flooding, depth to a water table, ponding, slope, depth to bedrock or a cemented pan, hardness of bedrock or a cemented pan, and the amount and size of rock fragments.

Table 3-2: Nash County Soil Types and Properties

Soil Name	Map Symbol	Dwelling w/o Basement	Dwelling w/Basements	Small Commercial Buildings
Bibb	Bb	Very Limited: Flooding, Depth	Very Limited: Flooding, Depth	Very Limited Flooding, Depth
Johnston	Bb	Very Limited: Ponding, Flooding, Depth, Organic Matter	Very Limited: Ponding, Flooding	Very Limited: Ponding, Flooding, Depth, Organic Matter
Bonneau	BoB	Not Limited	Somewhat Limited: Depth	Not Limited
Dothan	DoA	Not Limited	Somewhat Limited: Depth	Not Limited
Faceville	FaB	Not Limited	Not Limited	Not Limited
Georgeville	GeC	Somewhat Limited: Slope	Somewhat Limited: Slope	Very Limited: Slope
Georgeville	GeE	Very Limited: Slope	Very Limited: Slope	Very Limited: Slope
Georgeville	GgB	Not Limited	Not Limited	Not Limited
Goldsboro	GoA	Not Limited	Very Limited: Depth	Not Limited
Gritney	GrC	Somewhat Limited: Shrink-Swell, Depth	Very Limited: Shrink-Swell, Depth	Somewhat Limited: Shrink-Swell, Depth, Slope
Nankin	NaC	Not Limited	Not Limited	Somewhat Limited
Norfolk	NoB	Not Limited	Somewhat Limited: Depth	Not Limited
Norfolk	NpB	Not Limited	Somewhat Limited: Depth	Not Limited
Rains	Ra	Very Limited:	Very Limited: Depth	Very Limited: Depth
Rains	Rb	Very Limited: Depth	Very Limited: Depth	Very Limited: Depth
Tomotley	To	Very Limited: Flooding, Depth	Very Limited: Flooding, Depth	Very Limited: Flooding, Depth
Udorthents	Ud	Not Limited	Not Limited	Not Limited
Wedowee	WeB	Not Limited	Not Limited	Not Limited
Wedowee	WeC	Somewhat Limited: Slope	Somewhat Limited: Slope	Very Limited: Slope
Wehadkee	Wh	Very Limited: Flooding, Depth	Very Limited: Flooding, Depth	Very Limited: Flooding, Depth

Source: Nash County Soil Survey

Note: Information in this table is intended for land use planning, for evaluating land use alternatives, and for planning site investigations prior to design and construction. The information, however, has limitation. For example, estimates and other data generally apply only to that part of the soil between the surface and a depth of 5 to 7 feet.

Surface Water and Watersheds

The North Carolina Division of Water Quality (DWQ) designates water classifications to surface water bodies, such as streams, rivers and lakes, throughout the state. The classifications define the best uses to be protected within these waters, such as swimming, fishing, or drinking water supply. Each classification has an associated set of water quality standards to protect those designated uses. Surface water classifications are one tool that state and federal agencies use to manage and protect all streams, rivers, lakes, and other surface waters in North Carolina. All surface waters in North Carolina must meet, at a minimum, the standards for Class C (fishable / swimmable) waters (see definition below). The other classifications provide additional levels of protection for recreational water uses (Class B) and drinking water uses (Water Supply Classes I through V).²

Bailey is located in the Neuse River Basin which encompasses 6,235 square miles in central and southeastern North Carolina. Within the basin, Bailey is located in the smaller watershed area of Turkey Creek, which is classified as a Class C Nutrient Sensitive Waters (NSW). The Camp Branch, also classified as a Class C NSW, drains the area in and around the town. The classification descriptions include:³

² North Carolina Department of Environment and Natural Resources, Division of Water Quality

³ North Carolina Department of Environment and Natural Resources, Division of Water Quality

Class C - Waters protected for secondary recreation, fishing, wildlife, fish and aquatic life propagation and survival, agriculture and other uses suitable for Class C. Secondary recreation includes wading, boating, and other uses involving human body contact with water where such activities take place in an infrequent, unorganized, or incidental manner. There are no restrictions on watershed development or types of discharges.

NSW (Nutrient Sensitive Waters) - Supplemental classification intended for waters needing additional nutrient management due to their being subject to excessive growth of microscopic or macroscopic vegetation. In general, management strategies for point and non-point source pollution control require control of nutrients (nitrogen and/or phosphorus usually) such that excessive growths of vegetation are reduced or prevented and there is no increase in nutrients over target levels. Management strategies are site-specific.

A small portion of a Water Supply Watershed (WS-III) area falls within Bailey's ETJ just east of the town. This area is shown on the Town of Bailey Environmental Features Map. North Carolina requires local governments to implement development controls within designated watershed areas that serve as public water supplies in order to preserve and enhance water quality and protect public health. A WS-III Watershed is defined as waters used as sources of water supply for drinking, culinary, or food processing purposes for those users where a more protective WS-I or WS-II classification is not feasible. WS-III waters are generally located within low to moderately

developed watersheds. The WS-III area is subject to the following development regulations:

WS-III Balance of Watershed

Dischargers: General Permits; Domestic and Non-process
Industrial

Allowable Development:

Low Density Option: 2du/ac or 24% built-upon area

High Density Option*: 24-50% built-upon area

(* Required to control the 1" storm)

10/70 Provision: Allowed

Residuals application: Allowed

Landfills: No new discharging landfills

Agriculture BMPs: Not required

The Town of Bailey also falls within the Buckhorn Reservoir Class II Drinking Water Supply area, which requires minimum lot sizes of 40,000 square feet for all residential buildings that use private on-lot sewage disposal systems (i.e. septic tanks). The Buckhorn Reservoir, located seven (7) miles south of Bailey, is the major water supply for the City of Wilson. Lake Camp Charles is a fifty-acre lake located two (2) miles southwest of Bailey along Haw Branch. The lake serves as a recreation area for local Boy Scout Troops.

Steep Slopes

As the soils information suggests, Bailey is located in an area that is fairly flat with a slight variation in slope. The soils with the greatest development limitations due to slope are

Georgeville (GeC, GeE) and Wedowee (WeC), which are generally located in the western and southern portion of the ETJ in limited areas. The Digital Elevation Map shows the approximate elevation of land in Bailey and the ETJ, as well as the five foot contour intervals. Based on the contours, it is discernable that Bailey has only a few areas that are excessively steep, which correspond to the location of the sensitive soils.

Floodplains and Wetlands

There are no 100-year floodplain areas delineated by the Federal Emergency Management Agency (FEMA) in the Town of Bailey or the ETJ area. The nearest 100-year floodplain area is located to the west of Bailey along Haw Branch and Turkey Creek, as shown on the Environmental Features Map. Likewise, there are no areas identified by the National Wetlands Inventory in the corporate limits or ETJ. However, hydric soils are found in the town and ETJ, as shown on the Prime Farmland and Hydric Soils Map. Hydric soils can indicate land that is susceptible to flooding and poor drainage, which affects the suitability of land for development of on-lot septic systems. Hydric soils tend to be located along creeks and streams in the planning area.

Prime Farmland

The Prime Farmland Map indicates areas where soils are particularly favorable for agriculture use and farming. This includes the majority of the area in the ETJ with the exception of streambeds and adjoining land.

III. Community Assets

The Town of Bailey has a number of facilities that serve as community assets, including the following:

Country Doctor Museum

The Country Doctor Museum was established in 1967 by a group of women wanting to create a lasting memorial for rural physicians. It is the oldest museum in the United States dedicated to the history of rural health care. The museum collection includes over 5,000 medical artifacts and many volumes of historic texts gathered from across the nation. Over time, the interpretive range expanded from rural doctors to include topics such as nursing, pharmaceuticals, and home remedies.



The Country Doctor Museum, Bailey, NC

In 2001, the museum was donated to the Medical Foundation of East Carolina University. The Division of Health Sciences at East Carolina University was an appropriate agency to house the museum given its focus on primary care medicine. Through an agreement with the Medical Foundation, the Museum is managed today as part of the History Collections of Laupus Library at East Carolina University.⁴ The museum offers tours of its permanent and temporary exhibits year round.

Bailey Ball Fields

The Bailey Ball Fields are the only designated recreation area in the Town of Bailey. The area consists of two ball fields in the northwestern corner of the town used by local leagues.



Bailey Ball Fields, Bailey NC

⁴ The Country Doctor Museum Web Site: www.countrydoctormuseum.org

Wesley Privette Memorial Library

It is rather unusual for a town of Bailey's size to have a library. However, the Wesley Privette Memorial Library, located on Main Street, has served town residents since its formation as a book club in 1920. The library includes a collection of several thousand books and has sponsored community programs and exhibits.



Wesley Privette Memorial Library, Bailey NC

Other public buildings include the Town Hall, Elementary School, and Volunteer Fire Department. Bailey has a significant number of churches located in and near the town, in addition to community groups and civic organizations including the Boy Scouts, the Masons, the Lions Club, the American Legion, and the Bailey Chamber of Commerce.

IV. Infrastructure and Services

This section includes an overview of the infrastructure and services that are available to town residents. It is important to examine public infrastructure and services within the context of long-range planning because these services play an important role in maintaining the health and safety of a community. The availability of infrastructure is also a primary determinant of where new growth and development will occur and the intensity of new development. The following are discussed in this section: water and sewer infrastructure, transportation infrastructure, public services (police, fire, EMS), and utilities.

Water and Sewer Infrastructure

The Town of Bailey Infrastructure Map indicates the existing water and sewer lines, pump stations, and hydrants in the town. Water and sewer lines do not extend into the ETJ.

Public water is provided by two (2) deep wells and treated by the town. There are presently 322 active water customers in the Town of Bailey customer base and 15 vacant properties able to become part of the customer base once inhabited. The total capacity of the system is 295,200 gallons per day (GPD) based on an average of 12 hours/day pumping. The town also owns two water tanks capable of storing 225,000 gallons of water. The town currently sells approximately 76,000 GPD of water, and starting in fall/winter of 2007 the town will sell an additional 50,000 GPD of water to Nash County to provide water service to residents located north of Bailey. Therefore,

the capacity of the current system is adequate to meet the needs of the current and future population of the town.⁵

According to the Town of Bailey Capital Improvements Plan, the most pressing capital outlay for the town is the rehabilitation of the sanitary sewer system. Two issues must be addressed with regard to the sewer service. The first is to address the short-term needs of existing residents by lifting the existing sewer moratorium. The second issue is identifying how the town will meet the long-term sanitary sewer needs of future residents and businesses over the next ten to twenty years.

The sanitary sewer system was constructed in the 1960's and has been expanded over time to meet additional demand for service. However, the original vitrified clay and cast iron pipes in the system are in poor condition and the cause of infiltration and inflow problems in the system. Wastewater treatment consists of a facultative lagoon and an 11.3-acre spray field for land application with a total combined capacity of 90,000 GPD. On average, the town treats approximately 66,000 GPD of wastewater. However, during wet weather, this number exceeds 110,000 GPD. Therefore, the town does not have excess wastewater capacity and must reduce infiltration and inflow in order to gain excess capacity and reduce costs.⁶

In 2003, the North Carolina Department of Environment and Natural Resources Division of Water Quality (DENR-DWQ)

⁵ Town of Bailey Capital Improvements Plan, September 2003

⁶ Town of Bailey Capital Improvements Plan, September 2003

placed a statutory moratorium on new sewer connections within the town's service area due to the inability of the system to treat additional waste.⁷ The town has been working since that time to make the required repairs to the system in order to lift the moratorium. Presently, public sewer service is available to 268 active customers in town limits and one customer in the ETJ. In addition, there are currently fifteen (15) sewer/water properties that are vacant. Not all of the properties in town are connected to the public sewer system due to various reasons including elevation and gravity flow problems and the location of the property with respect to the sewer lines.

Until this happens, the town will not be able to allow properties in the town's service area to connect. Therefore, the second major issue is the expansion of the existing wastewater system in order to meet additional demand from existing and new development. Two alternatives have been identified in order to do so – the first is the expansion of the existing spray field; the second would involve some arrangement with the City of Wilson to provide for a regional solution. As a short-term solution to lift the moratorium, the town is currently exploring options for expanding the size of the spray field in order to increase capacity. However, a longer term solution is also required in order to provide for the extension of the system to areas outside the town limits to service targeted growth areas in the ETJ.

⁷ North Carolina Department of Environmental and Natural Resources, Division of Water Quality

Transportation Infrastructure

The Town of Bailey is accessible from U.S. 264, which borders the town limits to the north and bisects the ETJ traveling east to west. NC 581 bisects the town north to south. The town itself is laid out on a traditional grid pattern, with Dean Street (U.S. 264 Alt) serving as one of two main roads, along with Main Street, running through Bailey. The town has remained relatively compact and the extension of the original grid street system is feasible. Local residential streets tend to be narrow, with little room for on-street parking, and they generally lack sidewalks. In some areas of the ETJ, new road design is more typical of conventional subdivisions with wider curvilinear and cul-de-sac streets. These roads also tend to lack sidewalks.

The North Carolina Department of Transportation identifies the functional classification for the following roads in the Bailey planning area:

- U.S. 264 - Principal Arterial (east to west)
- U.S. 264 Alt - Major Collector (east to west)
- NC 581 - Major Collector (north to south)
- Pace Road (SR 1945) - Minor Collector (north to south)
- Old Smithfield Road (SR 1969) - Minor Collector (northeast to southwest)

The functional classifications are defined according to the following⁸:

⁸ North Carolina Department of Transportation

Arterials: These roads provide the greatest level of mobility, at the highest speed due to limited access along such corridors. The rural arterial network provides service between both states and counties so that all developed areas are within a reasonable distance of an arterial highway.

Collectors: Collectors provide a lower degree of mobility than arterials. They are designed for travel at lower speeds and for shorter distances. Collectors are typically two-lane roads that collect and distribute traffic from the arterial system. The rural collector system is broken down into two subsystems that include major and minor collectors. Major collectors provide service to any county seat not on an arterial route. They also serve larger towns not accessed by higher order roads, and important industrial or agricultural centers that generate significant traffic. Rural minor collectors are spaced at intervals, consistent with population density, to collect traffic from local roads and to insure that all urbanized areas are within a reasonable distance of a collector road.

Local Roads: Local roads represent the largest element in the American public road network in terms of mileage. For rural and urban areas, all public road mileage below the collector system is considered local. Local roads provide basic access between residential and commercial properties, connecting with higher order highways.



Alt 264 - Major Collector



Old Smithfield Road - Minor Collector



NC 581 - Major Collector



Pace Road - Minor Collector

Police Service

The Town of Bailey Police Department consists of one full-time police chief, two (2) full-time police officers, and five (5) part-time police officers. Under the current staffing levels, the Department is unable to provide 24-hour coverage for the town. The Nash County Sheriff's Department supplements the town police service when officers are unavailable. The Department has mutual aid agreements with Nash County, Wilson County, and Johnston County, in addition to all municipalities in Nash County. Under such agreements, the Bailey Police Force provides back-up services to neighboring counties and municipalities. The Police Department is fully funded by the Town of Bailey.

Fire Service

Provider: Bailey Volunteer Fire Department



Bailey Volunteer Fire Department, Bailey NC

Emergency Medical Service

Provider: Nash County EMS

Utilities

Electricity

Provider: Progress Energy

Natural Gas

Provider: None (not available)

Chapter IV: Public Input and Community Issues

This chapter summarizes the community input that was gathered in the first phase of the planning process. The public input process for this phase focused on identifying key issues that are impacting the quality of life in the community. The primary tool used to gather public input was the community survey. The community survey was designed to get feedback from residents on what they see as the community's strengths and weaknesses, how they feel about growth in the community, and what are the priority needs of the community. Focus group meetings were also held to get input from targeted groups.

All comments and feedback gathered through the public process were used to compile the S.W.O.T analysis. This is an assessment of the Town of Bailey strengths, weaknesses, opportunities, and threats. The purpose of the S.W.O.T analysis is to understand where areas for improvements and opportunities exist based on the town's strengths and weaknesses.

The second phase of the planning process relied on community participation as well. Public visioning workshops were the primary means for interacting with residents. A summary of the workshops and their outcomes is provided in the next section of the plan.

I. Community Survey

A community survey was distributed to 560 water customers in the town and ETJ (321 in town, 239 ETJ). A total of 112

surveys were completed and returned, yielding a response rate of 20%. The response rate from households inside the town limits was higher than that of households in the ETJ, with 24% of households in town responding compared to 14% in the ETJ. The following is a summary of the results of the survey.

Community Likes and Dislikes

People were asked to identify what they like about Bailey and what they don't like about living in Bailey from a list of various issues. The top three things respondents like about Bailey are the friendly people, low crime rate, and affordability. The top three things respondents don't like about Bailey are the lack of job opportunities, the lack of recreation opportunities, and the lack of activities for families and youth. Figures 4-1 and 4-2 illustrate how people responded.

Figure 4-1 Community "Likes"

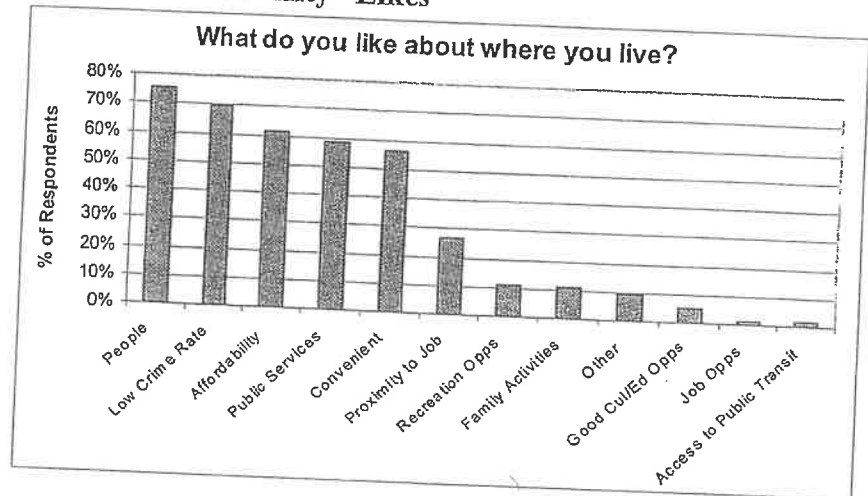
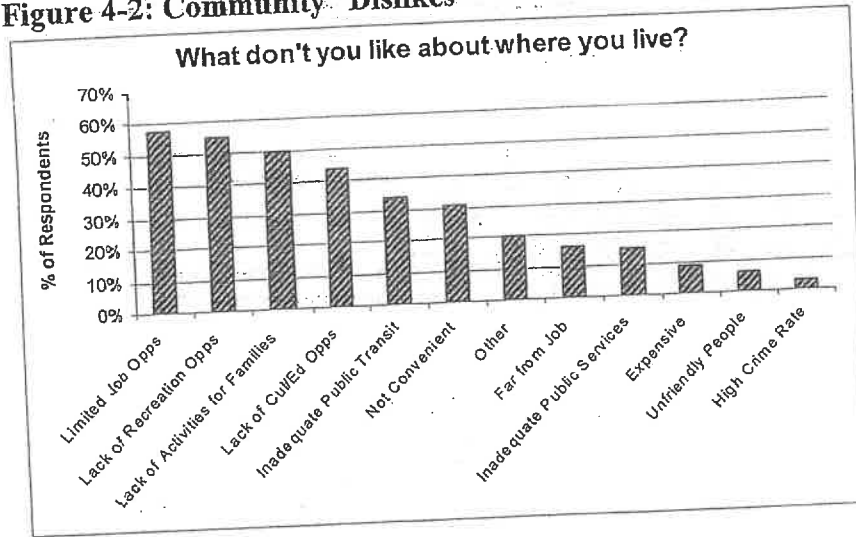


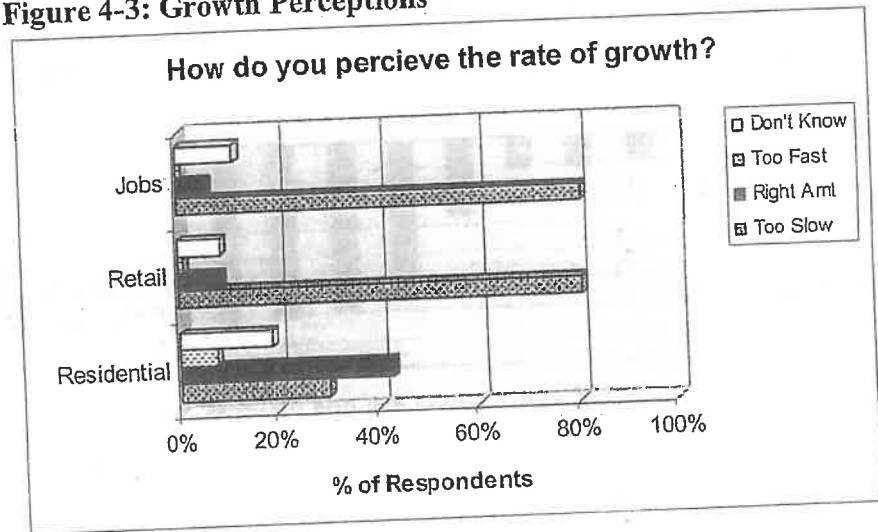
Figure 4-2: Community "Dislikes"



Perception of Growth

The survey asked households to rate growth for jobs, retail services, and residential development in the planning area over the past ten (10) years. Generally, respondents felt that job growth and retail growth has been too slow, while attitudes toward residential growth were mixed. Over 40% of respondents found that residential growth has been of the right amount over the past ten years and nearly one-third of respondents stated that residential growth has been too slow. Figure 4-3 shows how respondents rated growth in the three areas.

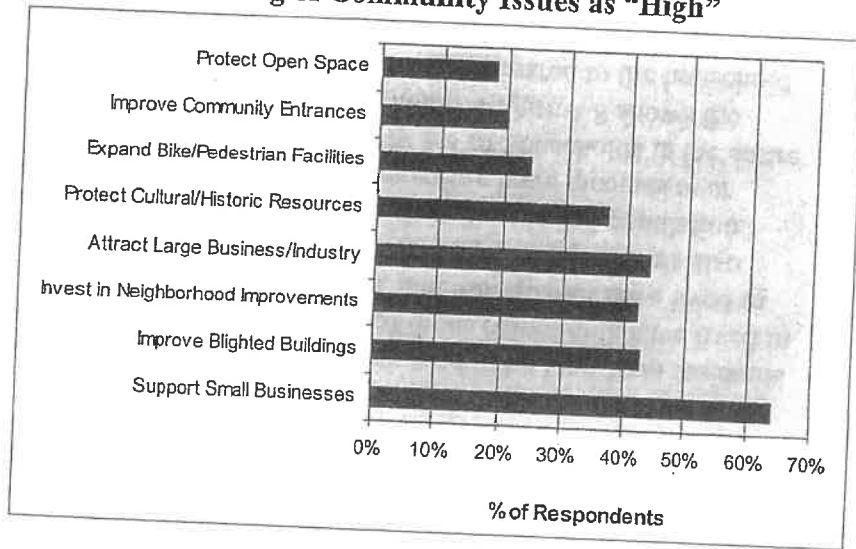
Figure 4-3: Growth Perceptions



Ranking of Needs, Services, and Investments

The survey posed questions to households that asked them to rank or prioritize issues, services, or public investments. The first question looked at various issues with regard to the community appearance, job availability, natural resource protection, and neighborhood revitalization. This question asked respondents to prioritize various issues in the town as a "high," "medium," or "low" priority. Figure 4-4 shows the percent of respondents that ranked each issue as a "high" priority.

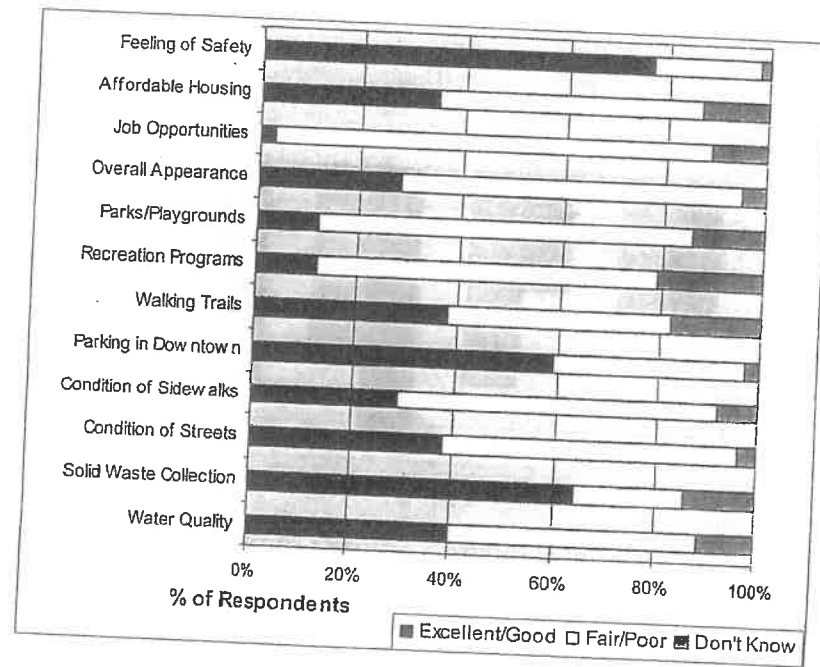
Figure 4-4 Ranking of Community Issues as “High”



In another question, households were asked to rate various public services and community amenities as “excellent,” “good,” “fair,” or “poor.” Figure 4-5 shows how respondents rated each item. The feeling of safety, solid waste collection, and parking in the downtown received the most favorable ratings from the community. Job opportunities, the overall appearance, and parks/playgrounds received an overwhelming poor rating.

The last question asked households to rank public investments in order of 1-6 in order to determine how the community would prioritize spending of limited public dollars. The top ranked public investment in order of importance included public safety, water infrastructure, and sewer infrastructure. This was followed by roads, parks/recreation, and public transit.

Figure 4-5: Respondent Evaluation of Services and Amenities



Respondent Profiles

A series of questions were asked in order to characterize the type of people and households responding the survey. First, the majority (70%) of households responding to the survey are in-town, compared to the number of household in the ETJ who responded. In terms of the age of respondents, over 40% of those responding are over the age of 60 and 25% reported that they are retired as shown in Figure 4-6.

Figure 4-6: Age of Respondents

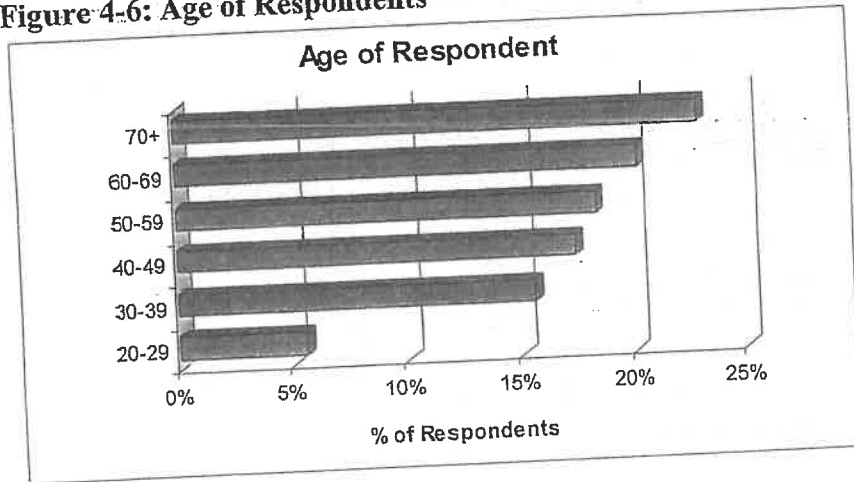


Figure 4-7 shows the place of work for all respondents. Not counting the retirees, the greatest number of people responded that they work in the Town of Bailey. However, this only accounted for 19% of respondents. Combined, more people work outside of Bailey than in the town.

People responding to the survey tend to be long-term residents of the Bailey area. Over half of those responding have lived in Bailey more than fifteen years, and one-quarter have lived in the town between five and fifteen years. Respondents also tended to have higher incomes than the general population. Nearly 50% of households responding have incomes over \$50,000 whereas approximately 1/3 of households in the entire town have an income over \$50,000. Figure 4-8 shows the household income for respondents compared to the household income for the Town of Bailey as reported by the U.S. Census.

Figure 4-7: Place of Employment

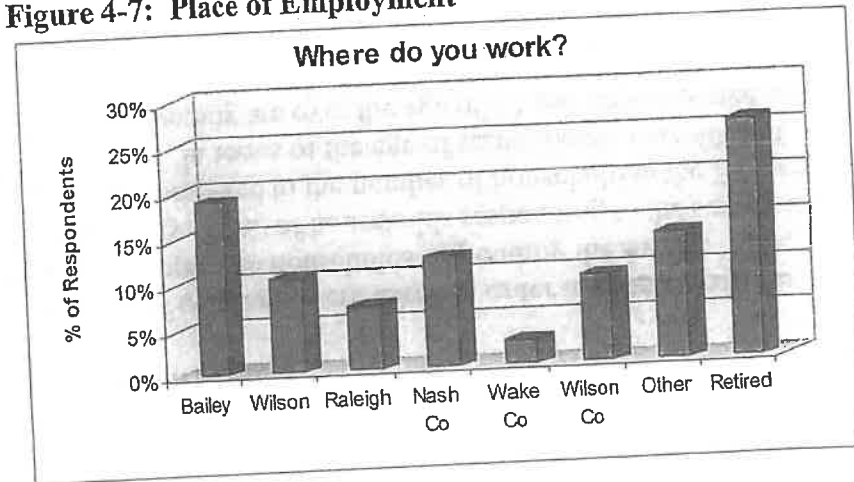
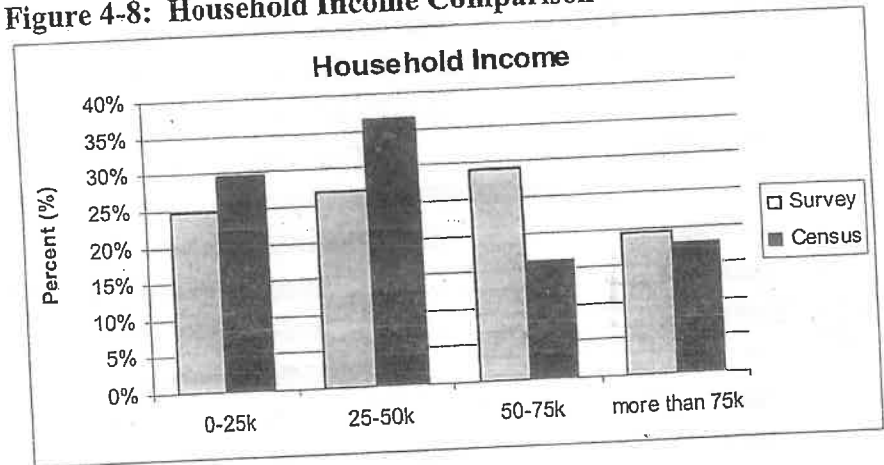


Figure 4-8: Household Income Comparison



II. Focus Groups

Focus group meetings were held with three groups of people that provide a unique perspective on the needs of the community. The Bailey Chamber of Commerce was consulted to identify specific issues within the business community. The Bailey Board of Commissioners discussed priorities and challenges in providing for the service needs of the community. Finally, local youth were consulted to identify what they like and what they don't like about living in Bailey. The youth perspective provided an opportunity to identify the needs of the young people in Bailey today, as well as how they would like to see Bailey change for their future. The key issues identified for each focus group are summarized below.

Chamber of Commerce Focus Group

Business Strengths

- Small town atmosphere fosters on-going customer relationships
- Convenient location to place of residence of business owners
- Convenient locating to U.S. 264, which makes businesses in Bailey accessible
- Little traffic
- Supportive community and business environment
- Good community assets which provide
- Community assets provide for business opportunities and a theme for the town

Business Challenges

- Lack of businesses and people presence in the downtown
- Downtown vacant buildings are a deterrent
- No businesses that cater toward the museum tourists
- Competition for parking with storefront churches in the downtown
- Need for more service-oriented businesses in the downtown
- Lack of park, recreation areas, and green space for people to gather
- Lack of entertainment options in the town
- Overall appearance of the town is lacking in some areas
- Rural setting limits the customer base and tax base
- Resistance to change within the community – important to community the benefits of potential changes to the broader community

Improvements and Opportunities

- The downtown is underutilized – explore opportunities for mixed-use development in the downtown, including commercial and residential (loft, condo, multi-family and senior housing)
- Redevelop the downtown buildings, but keep rents affordable for local businesses
- Community appearance – streetscape and property enhancements

- Increase the population of the town through planned and balanced growth
- Increase the number of downtown activities
- Improve communication and marketing of the existing local businesses to ensure viability over the long-term
- Create a good mix of businesses between the downtown and U.S. 264 interchange area, but concentrate auto-oriented businesses near the highway
- Bailey's transportation infrastructure is an asset for light industrial development
- Create activities for the senior citizen population (ex. community center)

Board of Commissioners Focus Group

Current and Future Community Needs

- Expansion of sewer infrastructure: short-term issues include lifting the sewer moratorium and long-term issues include expanding the capacity of the system to be able to accommodate more hook-up as new development occurs
- Identifying future growth areas to accommodate new development at existing densities both within the town limits and the ETJ: medium- to long-term issue
- Hiring a Town Manager to oversee day-to-day operations of the town: medium-term issue
- Revitalize the downtown through incentives for investment: short-term

- Expanding town services to include garbage collection and recycling: short-term
- Acquiring high speed internet access: short-term
- Preparing the town for the 2008 centennial: short-term
- Maintenance of water infrastructure: on-going
- Street improvements: on-going
- Improving dilapidated buildings and areas: on-going
- Bringing the tax rates more in-line with surrounding communities: on-going
- Taking advantage of the U.S. 264 interchange and preventing development that's not compatible with the small town atmosphere of Bailey

Youth Focus Group

Community Likes

- Quiet, small-town character and rural atmosphere
- Friends are nearby and people tend to know everybody
- Can walk to places/ Easy to get around / No traffic
- Good community amenities – churches, the school
- Close to Raleigh and other central locations
- Variety of small businesses
- Tree-lined streets
- Kids live within 10 miles of all schools (elementary, middle, high school)
- Recreational hunting areas

Community Dislikes

- Not enough places for young people to hang out
- Need more recreation areas for young kids (community centers, parks, swimming pool, etc.)
- No place to shop or eat out
- Run down buildings
- No medical facilities or offices
- Mosquitoes and gnats
- Smell of sewers
- Tree cutting
- Traffic accidents
- Would like more libraries
- Not a lot of kids in the rural areas
- School crowding (temp mobile classrooms) – need to address space issues

Community Assets

- Country Doctor Museum
- Churches
- Library
- Unique people
- New School
- Julius Peppers is from Bailey
- Annual car show and parade
- Town history tied to the railroad
- Rural character
- Local Businesses and Banks

Goals for the Town's Future

- Make bike and pedestrian improvements - need more school crossings at the elementary school, bike lanes
- Create youth activities - teen lodge and programs for kids,
- Identify growth areas - need to expand the town and allow room for new development
- Develop more stores and shops, including gas stations, grocery store, sporting goods, shopping centers
- Expand recreation activities and areas: skate parks, off-roading areas, hunting
- Expand/establish community amenities and services: middle school, day care center, homeless shelter, animal shelter
- Downtown revitalization: clean-up Main Street and rehab the buildings
- Preserve the small-town atmosphere and retain the existing places in the town
- Make transportation safety improvements (ex. stoplight near the pantry)
- Develop quality affordable housing
- Create more jobs and small businesses
- Rehabilitate run down houses and pave roads

III: S.W.O.T Analysis

Strengths

- The small town atmosphere and sense of community
- Quaintness and charm of the town
- Rural character of the area - farming and agriculture
- Unique town history
- Friendly and unique people
- Affordability
- The town is small enough to walk places
- Little to no traffic
- Natural open spaces and tree-lined streets (oaks)
- Outdoor recreation opportunities, including hunting
- Good place for young people
- Good quality of life
- Low Crime
- Variety of small locally-owned businesses and banks that are well-known throughout the community
- Good public services and new school (library, VFD)
- Children live less than 10 miles from any given school
- Proximity to Raleigh, Wilson, Rocky Mount, and Greenville
- Convenient location to I-264
- Good water supply and capacity
- Local churches provide community support
- Country Doctor Museum
- Buckhorn Reservoir
- Annual car show and parade

Weaknesses

- Appearance of downtown and vacant buildings
- Few businesses, restaurants, and places to shop in Bailey
- There is no industry in the town, but space is available
- Lack of job opportunities
- Lack of activities for seniors and youth
- No community parks and few recreation areas
- Sewer moratorium
- Poor water quality in some areas
- Vacant and run-down homes, buildings, and businesses
- Bailey Ball Fields need aesthetic improvements
- Poor signage
- Town lacks a web site for communication and marketing
- Need more community events/gatherings
- Lack of housing variety
- Lack of 24-hour local police coverage
- Increasing crime and drug activity in the town
- Lack of town services (yard waste, solid waste, recycling)
- Need for sidewalk and street improvements
- No high-speed internet access
- Pest problem - gnats and mosquitoes
- School crowding as the district grows
- Lack of close-by medical facilities
- Library is too small and limited in its services
- Lack of entertainment options
- Limited town staff and resources
- High tax rates compared to surrounding municipalities

Opportunities

- Revitalize downtown – redevelopment should include a mix of uses and aesthetic and streetscape improvements
- Identify and promote downtown activities to bring people into the community
- Create a community identity and downtown theme through a community branding process
- Market the area and the availability of affordable, quality housing
- Create more businesses and retail shopping opportunities
- Expand recreation areas and programs opportunities
- Develop of a new community center and/or senior center
- Create a website for the town
- Designate growth areas to provide for orderly and planned development opportunities
- Celebration of the 2008 centennial – opportunity to showcase the town and its history
- Provide for community services and amenities
- Market and promote small businesses
- Utilized the I-264 exit for auto-oriented businesses
- The railroad and the highway access provide good opportunities for development of light industry
- Develop stronger ordinances to address community aesthetics
- Expand town services (garbage collection, recycling, etc.)
- Create a vision and long-range plan for the future
- Offer incentives to business and homeowners to fix-up properties and the town

- Partner with schools, churches, and cultural institutions to offer more programs
- Preserve and enhance existing places in the town
- Designate a historic district to support the retention of historic buildings, structures, and sites

Threats

- The sewer moratorium is stifling growth and development opportunities
- Community image could be a deterrent to attracting new residents and visitors – need to revitalize the downtown and deal with poorly maintained properties
- Growth and new development could threaten the small town atmosphere of the town
- Lack of public understanding of the importance and purpose of a plan – good communication is essential to help people understand how changes in the town can benefit the residents
- New retail centers not located in the downtown area could potentially compete with downtown businesses and rents
- Too much growth too fast could overwhelm the town and lead to haphazard development pattern
- Vacancies in the downtown will continue to hurt local businesses
- Poor community appearance deters visitors
- I-264 Interchange - development around the interchange needs to be sensitive to the town character
- Loss of architectural and historically significant buildings and features through rehab and redevelopment

Where do we want to be?

Chapter V: Creating the Vision

This purpose of this chapter is to present the vision for the future of Bailey, identify goals and objectives for working toward the vision, and lay out a plan for land use that will guide land use planning and decision-making. The following are the main components of this Chapter:

- The Vision for the Town of Bailey
- Community Goals and Development Objectives
- Future Land Use
- Land Use Policies and Ordinance Recommendations

I. The Vision for the Town of Bailey

The first step in identifying what the Town of Bailey would like to look like in the future is to create a community vision. The vision statement articulates the type of community the town is striving to become. This vision for the future builds on the community assets that were identified in the S.W.O.T analysis and looks to improve upon those areas that were identified as community challenges or weaknesses.

There are two main components of the community's vision. The first is a broad statement describing what the town looks like and the type of place it will be twenty years from now.

What is Visioning?

- A community process that empowers communities by giving them the opportunity to define how their community should grow and develop.
- A clear and concise statement of what is valued in a community formed through consensus.
- The identification of specific images of places and landscapes that are positive and acceptable to the community, as well as those that are negative and unacceptable.
- An evaluation of the physical character, appropriate intensity, street types, and community design that residents' desire for their community.

The second component is the Visual Preference Survey, which consists of a series of images that were selected by town residents as being appropriate and desirable for the town. Conversely, a series of images shows development types and styles that were selected by the community as inappropriate and undesirable for the town.

Town of Bailey – 2030 Vision for the Future

The Town of Bailey is a quaint community that is welcoming and a pleasant place to live. Despite changes in the town over time, Bailey has retained its semi-rural setting and preserved its historic character and small town way of life. Most notably, the downtown area has transformed over the years into a vibrant and attractive town center that includes a variety of shops, restaurants, and businesses. The town has successfully capitalized on its historic charm, yet provided for a 21st century living environment that caters to residents and visitors alike.

Bailey is known for the Country Doctor Museum, which serves as a local tourist attraction and a community education center. Visitors combine trips to the museum with shopping and dining along Main Street. Main Street attracts town residents as well, with local businesses and the library serving as anchors for the downtown. People like living in Bailey for the local amenities, the proximity to job centers, as well as the affordable and varied housing options that are attractive to all age groups. Residents can choose to live in downtown apartments, senior residences, or family-oriented neighborhoods. Furthermore, new neighborhoods have easy access to the town center and important community destinations, such as the Bailey Elementary School.

Bailey is an active community with a well-developed park and recreation system that includes local neighborhood parks, a regional community park, and preserved open space. Young people, families, and older active adults also enjoy a range of programs and activities offered by a community recreation center. Successful recreation facilities and programs are the result of strong partnerships between the various public, non-profit, and private organizations in the community.

In addition to the park and recreation amenities, community members benefit greatly from the high quality public services provided by the town. The people of Bailey, in turn, recognize the importance of investing in their town and its future. Homes and businesses are well-maintained, streets are clean and landscaped, and people feel safe. The key to Bailey's success as a town is the commitment of the town's leaders and residents, working together, to create a special place to live. Whether you live in, or simply visit the Town of Bailey, it is clear that the town is proud of what it once was and what it has become – a unique place with a strong sense of community.

Visual Preference Survey

A public workshop was conducted in April 2007 in order to identify desirable and undesirable images that reflect and are consistent with the town's vision. The purpose of the workshop was to update town residents on the land use planning process, present a draft vision statement for their consideration and feedback, and conduct a visual preference survey.

A visual preference survey is an exercise in which participants are asked to numerically rank a series of photographic images of their town and other places as either acceptable or unacceptable.⁹ Images were presented to the public that represent the following categories:

- Housing Types and Design
- Neighborhoods
- Shopping Environments
- Building Facades
- Streets and Corridors

Using a scoring worksheet, participants ranked their preference for each image on a scale of +5 to -5, with +5 being the most positive rating and -5 the most negative rating. The surveys from all participants were then tabulated to identify those images that participants ranked most desirable for the town, and those image they ranked most undesirable.

⁹ Nelessen, A.C. Visions for a New American Dream. American Planning Association, 1994.

Housing Types/Design



These two images were rated the highest among the housing type/design pictures. The white house on the bottom is located in Bailey, which demonstrates that there is a strong preference for traditional housing styles that are characteristic of existing neighborhoods. Other important features to note are landscaping, a low visibility garage or driveway, quality building materials and design, and overall well-maintained look of the property.

This image was rated among the most negative for housing. Note the blank walls, lack of landscaping, and "snout" house look created by a projecting garage.



Neighborhoods



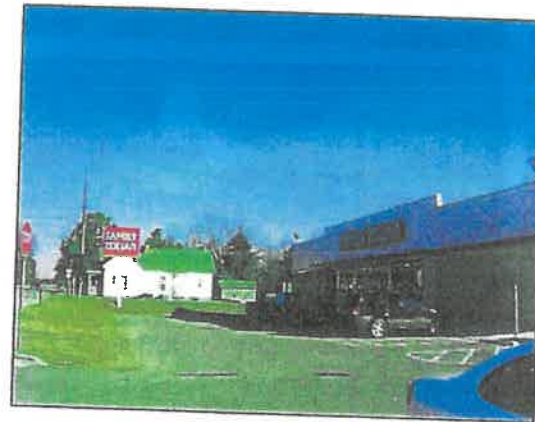
This image, rated highest for neighborhoods, is from the Town of Bailey. This is an indication that future residential development should mimic that older housing and neighborhood styles.



This image was the rated poorly for neighborhoods, most likely because residents found the density of development inappropriate and not compatible with Bailey's small town character.

Shopping Environment

The shopping environment rated as most desirable is represented by this image of a traditional "main street." Highly rated shopping environment images included places that are pedestrian friendly with pleasant streetscapes. Other important features include parking, outdoor amenities (benches, trash cans, etc.), and maintenance of the site.



This image, rated least desirable for shopping environments, is also located in Bailey. The store and surrounding area lack features that provide for a positive experience. Overall, it does not convey a positive image of the neighborhood and streetscape.

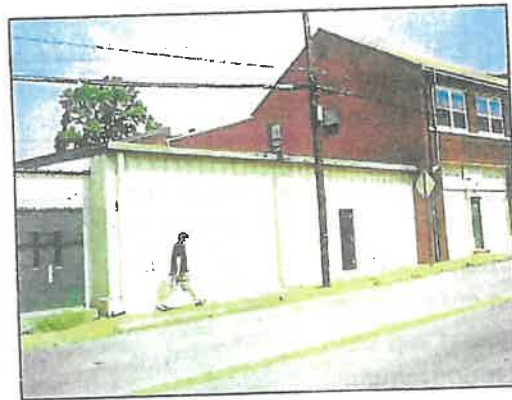
Building Facades



The most highly rating building façade images included those with variations in color and materials, landscaping, architectural features, and those that used higher quality building materials, such as brick. These

building facades provide for a more pleasing streetscape and pedestrian environment.

On the other hand, poorly rated building facades included those that create a negative pedestrian environment and contribute little to the overall character of the place. The images include blank walls, boarded or bricked windows, and few landscaping or other streetscape elements.



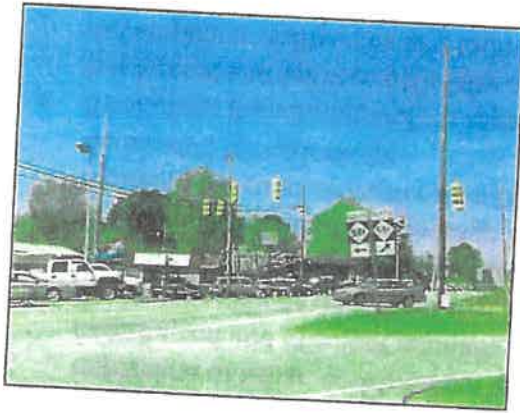
Community Image and Character



These two images were the highest rated for the community image and character category. The most notable feature of both images is the abundance of landscaping. In addition, both images provide spaces for community interaction. The sidewalk in the second image is screened from the street by the street trees and parked cars, providing a more pleasant and safe walking environment.



The following two images received the poorest rating for community image and character. The images depict highly trafficked highway corridors and adjoining commercial development. The first picture shows the intersection of NC 581 and US 264 Alt in Bailey. There are numerous commercial car dealers located at this intersection and along



NC 581, with little or no buffer or setback from the road. Another element of the lower image that contributes to the overall negative response is the signage. Multiple freestanding signs littered with temporary advertising signs provide for a cluttered look. Other elements that contribute to the negative ratings include a lack of landscaping and pedestrian amenities.



The last two images were the most poorly rated for streets and corridors. The image on the left shows Main Street in downtown Bailey. In comparison to the two images above, the most notable difference is the absence of street trees and landscaping. The downtown image shows a street that is not generally appealing to pedestrians or cars alike, and therefore is unlikely to generate business. The image on the right shows a street also void and landscaping. Furthermore, the lack of definition between the street and parking lot provides no safe space for pedestrians.

Streets and Corridors

The last category of images evaluated by workshop participants is streets and corridors. The first two images were the highest rated in this category. They depict tree lined streets with landscaped medians and sidewalks. Note that a pedestrian traveling along either of these streets will have an enhanced feeling of safety due to the landscaped buffers.



II. Community Goals and Development Objectives

With the vision established, the next step is to identify specific goals and objectives that are consistent with the community's vision. The goals are broad statements that articulate the community's priorities over the coming years. The objectives are concrete steps the community can take to work toward the vision and goals. Additional action steps will be identified in the final action plan to support each goal and objective.

Land Use

Goal: Provide for a range of land uses (residential, commercial, industrial) that serve the needs of town residents by maximizing development and redevelopment opportunities within the city limits, ensuring coordinated growth within the ETJ, and preserving important farmland.

Objectives:

- Focus new development in designated growth areas within and adjacent to the town that provide for expansion of urban development and services in a coordinated and efficient manner.
- Encourage new development that is consistent with the existing character and sense of place in the town.
- Preserve farmland and encourage land use patterns that maintain the rural character in areas traditionally dominated by agriculture.
- Strengthen the administrative capacity of the town of implement and enforce officially adopted land use plans, development ordinances and tools.

Downtown Revitalization

Goal: Create a vibrant downtown that includes a mix of business and civic functions with integrated downtown living options.

Objectives:

- Encourage and support downtown redevelopment through the implementation of flexible land use tools.
- Enhance the image of downtown in both the buildings and the streetscape.
- Promote community involvement in the downtown.
- Support business and retail development in the downtown to attract visitors, create jobs, and support the local tax base.

Community Image

Goal: Develop and maintain an attractive and safe community for the enjoyment of residents and visitors.

Objectives:

- Provide for an overall positive community image through the on-going maintenance of public and private properties.
- Promote good signage and landscaping that is consistent with the community character.
- Improve the design and image of Main Street, key interchange areas, and primary corridors.

Housing

Goal: Encourage the development of a variety of housing types in safe and affordable neighborhoods that have access to town services and amenities.

Objectives:

- Allow a variety of housing types (single-family, senior housing, condos/townhouses, and apartments) to meet the various needs of the community and create a range of affordable housing options.
- Encourage well-planned residential subdivisions that incorporate amenities and design standards that are consistent with the town's vision.
- Preserve the character and image of existing residential neighborhoods and encourage new development that is compatible with existing housing types and styles.

Historic Preservation

Goal: Restore and preserve Bailey's historic buildings and neighborhoods and encourage new development that is compatible with the town's historic character.

Objectives:

- Utilize historic assets to promote increased community development, collaboration, and learning.
- Link the Country Doctor Museum to other town assets and destinations in order to take advantage of the visitors the museum generates.

- Encourage new development and redevelopment that is consistent and compatible with the historic assets in the town.

Environment and Natural Resources

Goal: Maintain the rural character and open space that surrounds the Town of Bailey, while protecting critical environmental features including streams and stream buffers, steep slopes, floodplains, mature forests, and wildlife corridors.

Objectives:

- Create networks of open space, greenways, and trails that provide environmental and recreational benefits.
- Ensure that site specific environmental features (wetlands, slopes, floodplains, stream buffers) are properly protected when development takes place.
- Protect water quality and watershed health.

Public Services, Facilities, and Utilities

Goal: Ensure access to efficient and affordable public services and amenities in order to protect the health, safety, and welfare of all Bailey residents.

Objectives:

- Ensure the availability of public water and sewer infrastructure in order to provide for urban services in designated growth areas and future incorporated areas.

- Maintain adequate levels of services for police, fire, and EMS in order to protect the health and safety of the public.
- Establish partnerships with medical facilities and institutions in order to identify potential health care options for the community.

Parks, Recreation, and Community Health

Goal: Provide for recreational amenities and facilities that foster an active and healthy community.

Objectives:

- Provide for a range of park and recreational facilities that meet the needs of all residents.
- Ensure that recreational areas are accessible to schools and neighborhoods and provide for safe pedestrian and bicycle connections.
- Create opportunities for residents to lead active lives by providing for walkable neighborhoods, recreation areas, and integrated land uses.

Transportation

Goal: Coordinate the transportation system, including bicycle and pedestrian improvements, to provide good access to neighborhoods, workplaces, recreation areas, and other destinations.

Objectives:

- Coordinate with county and state officials on transportation improvement plans that address state roads and highways in the planning area.
- Explore alternative transportation options for underserved populations including the disabled and senior citizens.
- Promote connectivity between existing and future neighborhoods, commercial centers, and public facilities and provide for bike and pedestrian amenities.

III. Future Land Use Map

Along with the vision, goals, and objectives, a key component to answering the question, “Where do we want to be?” is laying out a plan for future growth and development. This is done using the Future Land Use Map. The Future Land Use Map identifies the type of land uses and development patterns that are appropriate and desired in the community by targeting areas for future growth, reinvestment, and conservation of natural assets. The map identifies targeted land uses for both the town and ETJ.

While the Future Land Use Map shows the type and location of development desired in the community, it is not meant to be a zoning map. However, the Future Land Use Map should serve as a guide for developing and implementing land use ordinances, and for making decisions on zoning and subdivision ordinance amendments. The Future Land Use Map should also be used to evaluate if a development proposal is generally consistent with the community’s vision, goals, and land use plan. New development and redevelopment activities should be examined not only within the context of the plan for

the area in which the development falls, but also to evaluate the relationship to and impact on surrounding land uses. When considering a proposed development, important questions to consider during plan review include:

- Is the proposed development generally consistent with the land use plan for that particular location?
- How will the proposed development impact adjacent sites (traffic, noise, etc.)? How have development impacts been mitigated?
- Does the proposed building(s) fit the scale and intended character of a particular streetscape and neighborhood?
- What type of design guidelines are in place for streetscapes, parking, landscaping, sidewalks, and building orientation?
- How will adjacent streets and sidewalk connections fit together?

Land Use Classifications:

The Future Land Use Map breaks land use down into eight major classifications. The following description provides the purpose each classification, as well as the targeted uses, densities, and other important considerations that relate to each classification.


 Rural Agricultural

The main goal of the rural agricultural area is to preserve the rural character around the Town of Bailey. Therefore, the rural

agricultural area is dedicated to non-urban uses focused primarily on agriculture, rural development, scattered single-family housing on large lots, and recreation/conservation. This area will not be supported by public services and all uses should be served by on lot water and sewer systems. Overall densities should not exceed 1 unit/acre with 40,000 square foot minimum lot sizes.

 Low Density Residential

The purpose of the low density residential area is to provide for residential development within targeted areas in the ETJ that are adjacent to incorporated areas in the town. These areas also have access to main roads and highways. The targeted land use of the low density residential area is single-family homes. However, recreation and institutional uses, as well as rural agricultural uses that are compatible with low density residential development will continue in this area. The low density residential area may be served by public water and sewer depending on the average lot size of development. Typical densities will be 1-2 units/acre with lots sizes starting at 20,000 square feet.

 Medium Density Residential

The purpose of the medium density residential area is to provide for single-family residential development at a comparable density to existing neighborhoods in the town. This area may also include uses compatible with neighborhood development, such as churches, parks, day cares, and similar

uses. The majority of existing neighborhoods in the town fall into this category. In addition, two neighborhood expansion areas are designated in order to provide for the extension of existing neighborhoods on the western side of Bailey along Elm, William, School, and Vance Streets. Medium density residential areas will be served by public water and sewer at targeted densities of 2-3 units/acre.

Medium Density Mixed Residential

One goal of the land use plan is to maximize development potential within the town limits. The medium density mixed residential area does this by targeting undeveloped land for single-family homes, row houses, and condos in order to diversify the housing stock. Two main areas are designated medium density mixed residential – the first is an area located adjacent to the Bailey Elementary School and the second is land located south of Main Street along the railroad tracks. These areas are conducive to planned unit developments that integrate a mix of residential uses. In addition, they should be connected with the existing town grid pattern through the extension of existing streets. These neighborhoods should be walkable and have access to parks and neighborhood facilities. Connections to the Bailey Middle School should also be a key consideration in the development of land surrounding the school. Development in these areas would require public services at targeted densities of 4-6 units/acre.

Town Center

The town center encompasses Main Street between NC 581 and Green Street, including the Bailey Feed Mill. This area currently exists as Bailey's downtown. The town center is targeted for redevelopment and revitalization of the existing buildings to create a mixed use environment catering to small shops, businesses, restaurants, entertainment, government buildings, and second story residential units. Ultimately, the town center should serve a vital economic and cultural function in Bailey and provide areas for community interaction and gatherings, such as parks, farmers markets, and community centers.

Commercial

The commercial area provides for medium-sized retail and service businesses (10,000 – 50,000 square feet) that cater to the entire community and surrounding area. Two main commercial areas are designated – the first is the intersection of NC 581 and US 264 Alt where existing convenience stores, fast food restaurants, and car dealerships are located. The second is a new commercial area located off NC 581 immediately south of the US 264 interchange. It is envisioned that this area could include a well-planned commercial center that is connected to the mixed residential area located to the south. Commercial development and design standards should be incorporated into the town ordinances to ensure that new development provides for adequate access, parking, signage,

landscaping, sidewalks, and quality building design and materials.

 Industrial/Manufacturing

Given that Bailey has traditionally been a residential and agricultural community there has been limited industrial uses in and around the town. The purpose of the industrial area is to preserve the existing industrial and manufacturing uses both within the town and the ETJ. The largest industrial area is located north of the US 264 interchange in the ETJ. This area is appropriate for expanded industrial uses due to its close proximity to the highway and the existing warehouse and industrial uses. It is anticipated that this area will cater to smaller industrial and warehousing operations. Another industrial area is designated along the railroad on the western side of the ETJ. This would provide for industrial or manufacturing uses that require freight access.

 Community/Institutional

The community and institutional use category refers to significant public assets in the town, including the Bailey Elementary School and the Country Doctor Museum. It is important to identify how future development impacts these uses and how they are integrated with or connected to new neighborhoods.


Amenities and Enhancements

The Future Land Use Map also shows areas where community amenities and enhancements will be promoted as development and redevelopment occurs.



Parks and Recreation

Parks are an important component of any neighborhood and they can serve a variety of functions from passive to active recreation. The recreation needs of the community should be considered as new neighborhoods are developed. Four areas are targeted for neighborhood parks – one in each of the medium density neighborhood expansion areas on the western edge of town and one in each of the areas designated for medium density mixed residential. These areas are targeted specifically for neighborhood parks because they should be integrated and connected to existing neighborhoods in the town. However, providing park and recreation areas should be a consideration for all residential development, even within the low density residential areas.

 Corridor/Interchange Enhancement

A corridor/interchange enhancement area is designated for the NC 581 and US 264 Alt interchange in addition to the area of NC 581 between Pine and Main Streets. This area currently supports commercial land uses, but there is a need to enhance the interchange and corridor to provide for aesthetics and safety of travel for both cars and pedestrians. Targeted

development standards for this area should relate to setbacks, parking, screening, landscaping, signage, and vehicular access.

 Streetscape Enhancement

The entire length of Main Street in the town center is targeted for streetscape enhancements to improve the look and function of Main Street and the downtown. Streetscape enhancements for the downtown should address landscaping, building façade improvements, parking, downtown signage, setbacks, and walkability. Ultimately, the downtown streetscape should be a pleasant and inviting place that brings the community together and attracts visitors looking for a unique experience.

 Historic Site Overlay

The historic site overlay applies to the neighborhood located around the County Doctor Museum. The purpose of the overlay is to designate areas where new residential development or redevelopment should incorporate design considerations for the historic character of the neighborhood and the historic significance of the museum. Given that the museum celebrates the life and history of country doctors, the rural setting surrounding the museum and the town is an important component of the museum experience itself. Therefore, development standards for this area should relate to open space protection, historic preservation, and residential design.



Gateways

Gateways mark the primary entrances into the town from NC 581 and into the downtown and both ends of Main Street. Gateway areas are targeted for visual improvements to highlight entrances into the community through improved signage and landscaping.

IV. Land Use Policies and Ordinance Recommendations

The vision clearly articulates through a narrative and visual images what the community would like to look like in the future. The Future Land Use Map takes that vision and translates it into a development plan based on targeted land use classifications. However, it is the actual land use policies, tools, and development ordinances that shape how a community grows and what it looks like. A strong vision with no policies or ordinances to back it up is not effective. Therefore, the following recommendations should be incorporated into the land use policies and ordinances for the town in order to reflect the vision and preferences of the community. Section III of the plan lays out in more detail the specific action steps the town should take in addition to the recommendations below to work toward the community goals and objectives.

Zoning Ordinance

The Town of Bailey Zoning Ordinance, originally adopted in 1990, should be completely updated to be consistent with this

plan. In particular, the zoning ordinance needs to be strengthened with respect to both the district and development standards. The zoning ordinance should be updated to incorporate the following:

- Expanded zoning districts and district standards to allow for mixed residential and mixed use districts consistent with the Future Land Use Map
- Design guidelines for the Town Center (downtown) that address building presentation and facades, signage, landscaping, and pedestrian amenities
- Updated signage development standards
- Landscaping development standards
- Sidewalk requirements
- Designation of overlay districts or development standards to address commercial uses at and along key interchanges and corridors (ex. setbacks, screening, parking placement, and landscaping, etc.)
- Commercial shopping center design guidelines and development standards
- Design guidelines for historically significant areas and neighborhoods

Subdivision Ordinance

Bailey currently does not have any development ordinances regulating the subdivision of land. As a result, the town has very little control over how subdivisions are developed and improvements are provided, beyond the requirements of the zoning ordinance. Therefore, a top priority upon the

completion of the Land Use Plan is the development of a Subdivision Ordinance for the town in order to ensure that development and design standards are in place that protect the public health and safety and promote quality development. The Subdivision Ordinance should incorporate the following in a manner that is consistent with the Land Use Plan and Zoning Ordinance:

- Development standards for lots, blocks, and streets that promote street connectivity and pedestrian movement
- Requirements for neighborhood amenities including sidewalks, street trees, and street lighting
- Public utilities requirements, including tap-in policies and underground utility requirements
- Park and open space dedication requirements
- Environmental requirements for stormwater management, erosion and sedimentation control, stream buffering, and preservation of sensitive natural resources
- Voluntary residential design guidelines and development standards (building and garage presentation, materials and design, building and garage placement, architectural details, etc.)

How do we get there?

Chapter VI: The Action Plan

This chapter answers the question “How do we get there?” by creating an action plan for implementation. It includes implementation strategies for achieving the vision, goals, and objectives of the plan with respect to the following plan elements:

- Land Use
- Downtown Revitalization
- Community Image and Aesthetics
- Housing
- Historic Preservation
- Environment and Natural Resources
- Public Services, Facilities and Utilities
- Parks and Recreation
- Transportation

The action plan contains detailed tables organized around the community development objectives. Action steps are identified for each objective in addition to responsible parties, partners, timeframes, and potential funding sources for implementation of the action step. The following definitions aid in interpreting the action plan:

Action Step: A concrete task that contributes toward a specific objective.

Responsible and Participating Parties: Those agencies, organizations, or public entities responsible for implementing the action step.

Potential Funding Source or Technical Assistance: Reference to grant programs and agencies that support implementation of the action step.

Timeframe: The recommended timeframe in which the action step should be implemented based on the following breakdown:

Short: within the next 6-12 months

Medium: within the next 12-24 months

Long: within the next 24 or more months

Record of Action: Intentionally left blank and used to track progress in carrying-out each strategy.

The Action Plan provides guidance to decision makers and those implementing the plan on the key planning issues identified throughout the planning process. Successful implementation of this plan will require the cooperation of the Town of Bailey Board of Commissioners, the Planning Board, and the residents themselves. Continued citizen participation throughout the implementation process is essential to ensure ongoing community support for the plan, and the town should

provide on-going education to residents and community stakeholders on the plan and the town's vision, goals, and objectives. This can be done by presenting the plan at schools, fairs, churches, and community meetings. Efforts should be made to update members of the public on the progress of the plan and the accomplishments of the town in implementing the action plan.

I. Using the Land Use Plan

As required by the 2005 amendments to the State Planning Statutes, all amendments to land development ordinance should be evaluated for consistency with the Land Use Plan. This is to ensure that the vision and goals expressed in the Land Use Plan are carried out through the town's development ordinances, the primary tools for implementation of the plan.

The Land Use Plan is not meant to be a stagnant document. As conditions change in the community, the Land Use Plan should be updated to reflect those conditions and their impacts on the town's vision and goals. Therefore, a process for monitoring the plan and making adjustments or amendments as necessary should be established. It's important to periodically re-evaluate both the Land Use Plan and the town's development ordinance to ensure that they are providing for the type of growth and development desired by the community. The Planning Board should establish a quarterly or biannual schedule for reviewing the plan and updating progress on the action plan. Furthermore, the town should track changes in the community, including the social, economic, and environmental

conditions, to ensure that the Plan adequately responds to community change.

II. Summary of Key Issues and Action Plans

The remainder of the Chapter includes a summary of the key issues and priority recommendations with respect to each plan element.

Land Use

The purpose of this plan is to outline the vision, goals, and objectives that will guide future growth and development in the Town of Bailey. The planning process revealed, through the public process and steering committee discussion, that the town would like to see more growth than it has experienced in the past ten years, yet that preserving the rural atmosphere and small town character is also important. As a result, the town identified the following objectives to guide their land use goals:

- Focus new development in designated growth areas located within and adjacent to the town that provide for expansion of urban development and services in a coordinated and efficient manner.
- Encourage new development that is consistent with the existing character and sense of place in the town.
- Preserve farmland and encourage land use patterns that maintain the rural character in areas traditionally dominated by agriculture.

Town of Bailey Long-Range Plan

- Strengthen the administrative capacity of the town to implement and enforce officially adopted land use plans, development ordinances and tools.

The Town of Bailey Faces several challenges in implementing these objectives:

1. Providing for the infrastructure and service needs of new development in a coordinated fashion that is consistent with the town's land use plan: Development efforts have largely been stifled due to the imposition of a sewer moratorium that prohibits the extension of the existing system and new connections. One of the key issues affecting growth in the town is the ability to provide urban services to support new development. The town will need to assess both its capacity to support future development and its utility extension policy to ensure that it gets the type of growth that is desired by the community.

2. Ensuring that new development is consistent with the town's vision and compatible with current land use patterns that define the small town character of Bailey: The community survey and public process results indicated that residents of the town are supportive of new growth and development (particularly commercial and industrial development), yet they would like to see the rural character preserved and existing neighborhoods enhanced. Small farms still persist in the Bailey ETJ, but like many farms throughout North Carolina, they are giving way to suburban development. Maintaining the rural character that surrounds Bailey will be a challenge as residential growth continues up the US 64/264 corridor from

Wake County. Therefore, it is important that updates to both the Zoning Ordinance and Subdivision Ordinance are consistent with the Future Land Use Map.

3. Balancing new commercial development with the town's downtown revitalization goals: The planning process revealed that residents would also like to see existing neighborhoods and the downtown revitalized and new development to support retail and jobs. The scale and intensity of new commercial development should be evaluated closely to determine the impacts of new development on the downtown and existing businesses. In addition, the town should adopt new commercial development standards that address site layout and design, access, landscaping/buffering, signage, and parking.

The following are the priority recommendations for implementing the Land Use Action Plan:

- Undergo a comprehensive re-write to the Town of Bailey Zoning Ordinance to provide for consistency with the Land Use Plan.
- Develop and adopt a Subdivision Ordinance that outlines a development review process and development standards for new subdivisions.
- Evaluate future infrastructure needs as it relates to the land use goals of the town to provide for adequate public services through updates to the Capital Improvements Plan
- Retain professional planning assistance to aid in the administration and enforcement of the town's land development ordinances.

Land Use Action Plan

Goal: Provide for a range of land uses (residential, commercial, industrial) that serve the needs of town residents by maximizing development and redevelopment opportunities within the city limits, ensuring coordinated growth within the ETJ, and preserving important farmland.

Objective 1: Focus new development in designated growth areas located within and adjacent to the town that provide for expansion of urban development and services in a coordinated and efficient manner.

Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
1.1	Complete a comprehensive update to the zoning ordinance to be consistent with the future land use plan and map	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
1.2	Develop and adopt a Subdivision Ordinance for the town that outlines a development review process and development standards for new subdivisions	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
1.3	Institute a policy requiring voluntary annexation for any subdivision or development within the ETJ that requests public services – urban services should only be extended in a manner that is consistent with the Future Land Use Map	Town Board Planning Board Public Works		Medium	
1.4	Coordinate land use planning and infrastructure projects to ensure that infrastructure expansion supports the community's development objectives and meets the overall land use needs of the community by updating the Capital Improvements Plan	Town Board Planning Board Public Works Nash County	Upper Coastal Plain Council of Government (COG)	Medium	

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Objective 2: Encourage new development that is consistent with the existing character and sense of place in the town.					
Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
2.1	Update the Zoning Ordinance to require a site plan review for all new development	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
2.2	Adopt commercial development standards for medium- to large-scale retail facilities that take into consideration building design and orientation, connections to adjacent land uses, access, landscaping/ buffering, lighting, signage, and pedestrian movement	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
2.3	Create zoning overlays for key interchange areas (NC 581/US 264 Alt) and corridors to include standards for access management, building orientation, lighting, signage, sidewalks/ pedestrian facilities, parking areas to the side or rear of buildings, loading areas, landscaping, and buffering.	Town Board Planning Board	Division of Community Assistance (DCA)	Short	

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Objective 3: Preserve farmland and encourage land use patterns that maintain the rural character in areas traditionally dominated by agriculture.

Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
3.1	Update the Zoning Ordinance Rural Agricultural District to include a minimum lot size of 40,000 square feet for all residential dwelling units	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
3.2	Limit urban services in areas targeted for low density agricultural and scattered site rural housing	Town Board Planning Board		Medium	
3.3	Seek greater diversification of the agricultural products and expanded market opportunities for local farmers (ex. Farmer's markets)	Local farmers / farm owners	NC State Agricultural Extension Nash County The Rural Center	Long	

Objective 4: Strengthen the administrative capacity of the town to implement and enforce officially adopted land use plans, development ordinances and tools.

Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
4.1	Identify options for providing part-time support to ordinance administration and enforcement (ex. contract Zoning and Subdivision Administrator)	Town Board Town Staff	General Fund	Medium	
4.2	Coordinate with neighboring towns and the county to identify potential areas for shared resources and personnel	Town Board Planning Board Spring Hope, Middlesex Nash County		Medium	

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4.3	Identify and participate in education and training sessions that focus on the roles of the Town Board, Planning Board, and staff in land development and ordinance implementation	Town Board Planning Board Town Staff	Division of Community Assistance (DCA) UNC Institute of Government (IOG) Upper Coastal Plain Council of Government (COG)	On-going	
4.4	Retain professional services (ex. engineer, planner, etc.) for site plan and plot plan reviews	Town Board	General Fund	Long	
4.5	Create an official web site for the town that provides information to residents, business owners, and developers on land use ordinances and the development review process	Town Board Town Staff		Medium	

Downtown Revitalization

Downtown Bailey has struggled to remain a viable commercial center having suffered years of neglect and disinvestment. While some businesses remain in the downtown, there is a strong need to improve the image of downtown in order for it to become a focal point for the community again. There is widespread community support for improving the downtown – a focus group with the Chamber of Commerce identified downtown revitalization as the main issue impacting existing and future business development in the town. In addition, the downtown is severely underutilized in association with the Country Doctor Museum, which draws local tourists to the town. Finally, those responding to the community survey stated that improving blighted buildings and supporting small businesses in the town is a high priority issue.

The following objectives were identified to address the need for both an economic and physical transformation of the downtown:

- Encourage and support downtown redevelopment through the implementation of flexible land use tools.
- Enhance the image of downtown in both the buildings and the streetscape.
- Promote community involvement in the downtown.
- Support business and retail development in the downtown to attract visitors, create jobs, and support the local tax base.

As with most small towns, revitalizing a small town “Main Street” presents many opportunities and challenges. This is an opportunity to rethink downtown and create a vision for a place that can bring the community together. However, challenges present themselves in working with property owners to rehabilitate their buildings, identifying funding sources for streetscape improvements, and promoting a mix of successful downtown businesses. In the end, community involvement will be critical to turning around Bailey’s downtown.

The following are the priority recommendations for implementing the Downtown Revitalization Action Plan:

- Establish a Downtown Revitalization Committee to spearhead community redevelopment efforts and initiatives.
- Apply for admission into the Small Town Main Street Program (DCA) in order to organize the community’s downtown revitalization efforts, institute design improvements, identify a market for new businesses, and develop a plan for marketing the downtown.
- Re-evaluate the zoning for the downtown area and create a Town Center zoning district to provide for a mix of compatible residential, retail, and institutions/government office uses.
- Conduct a downtown building survey to assess the rehabilitation needs of the building stock and determine the need for a formally designated Urban Redevelopment Area.

Downtown Revitalization Action Plan

Goal: Create a vibrant downtown that includes a mix of business and civic functions with integrated downtown living options.

Objective 1: Encourage and support downtown redevelopment through the implementation of flexible land use tools.

Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
1.1	Create a Town Center zoning district that is consistent with the vision for the downtown - allow for a mix of compatible uses within the Town Center, including 2 nd floor residential	Town Board, Planning Board	Division of Community Assistance (DCA)	Short	
1.2	Promote/encourage infill development within the downtown by ensuring flexibility in setbacks and dimensional standards for the downtown zoning district	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
1.3	Evaluate the need for a formal Redevelopment Commission and establishment of a certified Redevelopment Area to expand the tools available for redevelopment of the downtown	Town Board Planning Board	NC Downtown Development Association (NC DDA)	Medium	
1.4	Prioritize the allocation of excess sewer capacity to serve the needs of downtown development	Town Board		Medium	

Objective 2: Enhance the image of downtown in both the buildings and the streetscape.

Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
2.1	Apply for the Small Town Main Street Program in order to address economic development, streetscape enhancements, and downtown organization	Town Board Planning Board	DCA Small Town Main Street Program	Short	
2.2	Reassess signage, parking and landscaping standards for the downtown area as part of the zoning ordinance re-write	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
2.3	Conduct a downtown building inventory to identify existing property owners and tenants, building status, and rehabilitation needs to meet state and local building codes	Planning Board Chamber of Commerce Property Owners	NC Rural Center Building Reuse and Restoration Program	Medium	
2.4	Create a Small Area Plan and Streetscape Plan for the downtown (could be done as part of the Small Town Main Street Program)	Town Board Planning Board Chamber of Commerce Property Owners	DCA Small Town Main Street Program NC Downtown Development Association (NC DDA)	Medium	
2.5	Encourage building redevelopment and façade improvements through a local façade grant program	Town Board Planning Board Chamber of Commerce Property Owners	NC Rural Center Building Reuse and Restoration Program	Long	
2.6	Establish Gateways along Main Street to delineate the downtown boundaries and enhance the look of Main Street	Town Board Planning Board Chamber of Commerce		Long	

Community Image and Aesthetics

Community image is impacted by a number of things, including land use planning and development, the implementation of zoning and subdivision ordinances, code enforcement, and individual property maintenance. It is important for a town to maintain a positive community image in order to abate crime and nuisances, preserve property values, attract development, and provide for a safe and healthy living environment. While Bailey has a number of quaint neighborhoods that are well-maintained, the town also has number of areas that contribute to a negative community image. The community survey showed that investing in neighborhood improvements is a high priority among town residents. Furthermore, many respondents to the survey rated the town poorly for its overall appearance, as well as the condition of streets and sidewalks.

The following objectives were identified in order for the town to provide for a more positive image and protect the public health and safety:

- Provide for an overall positive community image through the on-going maintenance of public and private properties and requirements for new development that enhance the community image.
- Promote good signage and landscaping that is consistent with the community character.
- Improve the design and image of Main Street, key interchange areas, and primary corridors.

Priority recommendations for the Community Image and Aesthetics Action Plan include the following:

- Update the Minimum Housing Code.
- Abate public nuisances through increased code enforcement.
- Update the town's signage and landscaping standards as part of the comprehensive re-write of the zoning ordinance.
- Revise zoning along corridors and interchanges to address image and design issues including access management, building orientation, lighting, signage, sidewalks/ pedestrian facilities, parking areas, loading areas, landscaping, and buffering.

Community Image and Aesthetics

Goal: Develop and maintain an attractive and safe community for the enjoyment of residents and visitors.

Objective 1: Provide for an overall positive community image through the on-going maintenance of public and private properties and requirements for new development that enhance the community image.

Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
1.1	Update and enforce the Minimum Housing Code	Town Board Town Staff	Division of Community Assistance (DCA)	Short	
1.2	Abate public nuisances through increased code enforcement	Town Board Town Staff		Short	
1.3	Require underground utilities, sidewalks, curb/gutter, street lights, and other neighborhood amenities as appropriate in all new developments and subdivisions	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
1.4	Conduct a housing quality survey to identify problem areas for targeted enforcement of the minimum housing code	Town Board Planning Board		Medium	
1.5	Designate a biannual community clean-up day in concert with preparation for the Bailey Centennial Celebration	Town Board Community Groups/ Church Groups		Medium	

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Objective 2: Promote good signage and landscaping that is consistent with the community character.					
Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
2.1	Update the Town's signage standards as part of a comprehensive re-write of the zoning ordinance to promote monument type signage and limit the height of signs at the 264 interchange	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
2.2	Create landscaping standards as part of the comprehensive re-write of the zoning ordinance, including land use buffer requirements for high intensity uses, street yard buffers, and parking lot landscaping	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
2.3	Establish community gateways at the key entrances to the town with signage and landscaping that identifies the town and its significance	Town Board Planning Board Community Groups/Garden Clubs		Medium	
2.4	Explore becoming a Tree City USA member (requires establishment of a Tree Board, Tree Ordinance, Community Forestry Campaign, and National Arbor Day Celebration)	Town Board	National Arbor Day	Long	

Objective 3: Improve the design and image of Main Street, key interchange areas, and primary corridors.					
Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
3.1	Create zoning overlays for key interchange areas (NC 581/US 264 Alt) and corridors to include standards for access management, building orientation, lighting, signage, sidewalks/ pedestrian facilities, parking areas to the side or rear of buildings, loading areas, landscaping, and buffering. (see Land Use 2.3)	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
3.2	Adopt commercial development standards for medium- to large-scale retail facilities that take into consideration building design and orientation, connections to adjacent land uses, access, landscaping/ buffering, lighting, signage, and pedestrian movement (see Land Use 2.2)	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
3.3	Develop criteria and guidelines for building design and maintenance in the downtown	Planning Board	Division of Community Assistance (DCA)	Medium	
3.4	See Downtown Revitalization Objective #2 Action Steps 2.1-2.6	Town Board Planning Board Chamber of Commerce Property Owners	Division of Community Assistance Small Town Main Street Program	Medium	

Housing

One of the main housing issues that emerged from the planning process was the desire to encourage greater flexibility in housing development, thus providing for a range of housing types and affordability levels. Another significant issue impacting housing and residential development is the lack of subdivision development and review standards. Currently, the Town of Bailey has no control over how new residential subdivisions are developed. Therefore, a subdivision ordinance is needed to provide standards for the review and development of new residential areas. Finally, given the age of the housing stock in Bailey there is a desire for investment in the existing neighborhoods to retain the character and livability of those neighborhoods. Making neighborhood investments ranked as a high priority among the community survey respondents.

The following objectives reflect these key housing issues:

- Allow a variety of housing types (single-family, senior housing, condos/townhouses, and apartments) to meet the various needs of the community and create a range of affordable housing options.
- Encourage well-planned residential subdivisions that incorporate amenities and design standards that are consistent with the town's vision.
- Preserve the character and image of existing residential neighborhoods and encourage new development that is compatible with existing housing types and styles.

One goal in outlining the Future Land Use Map is to identify several land use classifications in which a range of housing types should be encouraged. Within town this includes building out undeveloped areas at a slightly higher density than what is currently found in the town. These are areas targeted for single family, townhouse, duplex, and condo development. Other focus is integrating housing options in areas previously dominated by retail and business, most notably the downtown area. The downtown offers opportunities to develop second floor apartments and lofts which may appeal to a younger population. Finally, catering to the retirees and senior citizens is equally as important by identify areas to encourage senior living options. Therefore, the priority recommendations for the Housing Action Plan include:

- Permit a variety housing types (single-family, two-family, townhouse, condos, and apartments) within the zoning ordinance through diversification of the residential zoning districts according to the Future Land Use Map.
- Develop and adopt a Subdivision Ordinance with requirements for neighborhood amenities, such as sidewalks, curb and gutter, streetlights and parkland dedication, which contribute to the overall quality of the development.
- Maintain the existing housing stock through enforcement of a minimum housing code and promote good development practices for new housing with minimum construction and design standards.

Housing Action Plan

Goal: Encourage the development of a variety of housing types in safe and affordable neighborhoods that have access to town services and amenities.

Objective 1: Allow a variety of housing types (single-family, senior housing, condos/townhouses, and apartments) to meet the various needs of the community and create a range of affordable housing options.

Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
1.1	Permit a variety housing types (single-family, two-family, townhouse, condos, apartments) within the Zoning Ordinance through diversification of the residential zoning districts according to the Future Land Use Map	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
1.2	Ensure that the zoning ordinance allows for senior living options, including assisted living, nursing homes, and garden apartments	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
1.3	Create a mixed residential zoning district for undeveloped areas within the town	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
1.4	Incorporate second-floor apartments (vertical mixed uses) as a permitted use in the downtown	Town Board Planning Board	Division of Community Assistance (DCA)	Short	

Objective 2: Encourage well-planned residential subdivisions that incorporate amenities and design standards that are consistent with the town's vision.					
Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
2.1	Develop and adopt a Subdivision Ordinance with requirements for neighborhood amenities, including sidewalks, curb and gutter, streetlights and parkland dedication, that contribute to the overall quality of the development (see Land Use 1.2)	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
2.2	Develop voluntary residential design guidelines to promote variety in neighborhood design	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
2.3	Incorporate a sketch plan submission and/or pre-application conference as part of the subdivision review process.	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
Objective 3: Preserve the character and image of existing residential neighborhoods and encourage new development that is compatible with existing housing types and styles.					
Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
3.1	Update the Zoning Ordinance to include development standards for manufactured homes	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
3.2	Update the minimum housing code (see Community Image 1.1)	Town Board	Division of Community Assistance (DCA)	Short	
3.3	Conduct a housing quality survey to identify problem areas for targeted enforcement of the minimum housing code (see Community Image 1.4)	Town Board Planning Board		Medium	

Historic Preservation

Two main issues with respect to historic preservation were identified during the planning process. The first is the need to preserve and enhance, through revitalization and redevelopment efforts, the existing historic neighborhoods and the downtown. The residential neighborhood surrounding the Country Doctor Museum is one area where preservation efforts should be targeted, in addition to the downtown area. While in desperate need of redevelopment, any rebuilding in the downtown should be consistent with the original character of Main Street.

The second issue relates to better utilization of the existing historic assets and events in the town. One such event is the upcoming Centennial celebration for the town. This means identifying how the community can better utilize its historic assets, perhaps as places to gather for educational purposes. It also means linking the town's historic assets to economic development by providing tourism related services, such as restaurants, cafes, and shops. Finally, it means providing for better visibility of historic assets and events through interpretive signage, walking tours, and other promotional tools.

The following objectives were identified to address these issues and promote historic preservation efforts in the town:

- Utilize historic assets to promote increased community development, collaboration, and learning.

- Link the Country Doctor Museum to other town assets and destinations in order to take advantage of the visitors the museum generates.
- Encourage new development and redevelopment that is consistent and compatible with the historic assets in the town.

There are several opportunities for the Town of Bailey to expand its historic preservation efforts to address the goals and objectives identified in the planning process. One option for many towns is the designation of a Historic Preservation Commission to guide the historic preservation planning efforts. The role of the Historic Preservation Commission is to study and make recommendations regarding the establishment of local historic districts, develop guidelines for new development and redevelopment in locally established historic districts, and review applications for new construction, additions, changes, or alterations of structures in historic districts.

As an alternative to the establishment of a Historic Review Commission with formal oversight of locally established historic district, the town may consider creating a historic overlay zoning district that incorporate standards and guidelines for development in areas targeted and historically significant, such as the neighborhood that includes the County Doctor Museum.

Historic Preservation Action Plan

Goal: Restore and preserve Bailey's historic buildings and neighborhoods and encourage new development that is compatible with the town's historic character.

Objective 1: Utilize historic assets to promote increased community development, collaboration, and learning.					
Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
1.1	Encourage broad participation in the Bailey Centennial celebration to engage the community in historic preservation and programs	Town Board Centennial Planning Committee		Short	
1.2	Partner with existing organizations to identify and develop new programs and venues for historic preservation and community learning	Town Board Country Doctor Museum Local Schools and Community Groups		Medium	
Objective 2: Link the Country Doctor Museum to other town assets and destinations in order to take advantage of the visitors the museum generates.					
Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
2.1	Develop interpretative signage and a community walking tour that incorporates the Country Doctor Museum and the downtown	Town Board Country Doctor Museum Chamber of Commerce	State Historic Preservation Office (SHPO)	Medium	
2.2	Market the downtown as a destination for visitor in connection with the Country Doctor Museum	Chamber of Commerce		Medium	
2.3	Encourage business development in the downtown that caters to local tourism (shops, cafes, restaurants)	Town Board Chamber of Commerce	Small Business and Technology Dev't Center (SBTDC)	Medium - Long	

Objective 3: Encourage new development and redevelopment that is consistent and compatible with the historic assets in the town.

Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
3.1	Explore citizen interest and support for establishing a Historic Preservation Commission to guide historic preservation efforts	Town Board Planning Board	State Historic Preservation Office (SHPO)	Short	
3.2	Utilize the Historic Preservation Commission to study and assess the feasibility of designating a local historic district for the area around the Country Doctor Museum	Historic Preservation Commission	State Historic Preservation Office (SHPO)	Medium	
3.3	Develop historic preservation guidelines for the locally designated historic district that require review and approval by the Historic Preservation Commission	Town Board Planning Board Historic Preservation Commission	State Historic Preservation Office (SHPO) Division of Community Assistance (DCA)	Long	
3.4	If a Historic Preservation Commission is not established, provide for a historic neighborhood overlay zoning district with specific standards for development that seek to preserve and enhance the historic character of the area surrounding the Country Doctor Museum	Town Board Planning Board	Division of Community Assistance (DCA)	Medium	
3.5	Require subdivision plats and site plans to show the location of existing historic buildings and structures	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
3.6	Encourage building redevelopment and façade improvements through a local façade grant program (See Downtown Revitalization 2.5)	Town Board Planning Board Chamber of Commerce Property Owners	NC Rural Center Building Reuse and Restoration Program	Long	

Environment and Natural Resources

Preservation of the environment and natural resources is always an important consideration in land development and planning processes. The Town of Bailey is fairly well-positioned with relatively flat land and few areas with extreme environmental conditions (slopes, floodplains, wetlands). However, any development must take into consideration the site specific conditions present when assessing environmental impacts.

Several main issues regarding the environment and natural resources were identified during the planning process. Bailey is currently surrounded by a relatively undeveloped landscape with agricultural areas and open space. Preserving this rural character emerged as an important issue during the planning process. As a result, the land development plan targets areas for higher density growth and development in and directly abutting the town limits and areas for rural land conservation in areas that are farther removed with poor access to public utilities.

The second key issue is the location of Bailey with respect to critical water resources. All of Bailey falls within the Class II Drinking Water Supply area for the Buckhorn Reservoir, and a portion of the town falls within the Watershed Water Supply III (WS-III) area for the Neuse River Basin. Specific development standards apply for both of these areas. Should Bailey seek to expand the ETJ boundary farther to the east, additional land

within the Bailey zoning jurisdiction will be subject to the WS-III requirements.

Based on the key environmental issues identified during the planning process, the following objectives were developed:

- Create networks of open space, greenways, and trails that provide environmental and recreational benefits.
- Ensure that site specific environmental features (wetlands, slopes, floodplains, stream buffers) are properly protected when development takes place.
- Protect water quality and watershed health.

To further these objectives, the following are the high priority recommendations for working toward the town's environmental goals:

- Require a dedication of open space, parks/recreation land for all new subdivisions.
- Develop and adopt a Floodplain Protection Ordinance in conformance with state and federal (FEMA) requirements.
- Implement zoning regulations for the areas that fall within the water supply watershed (WS-III) area of the Neuse River Watershed.
- Incorporate environmental considerations into site specific and subdivision development planning, including stormwater management planning and best management practices.

Environment and Natural Resources Action Plan

Goal: Maintain the rural character and open space that surrounds the Town of Bailey, while protecting critical environmental features including streams and stream buffers, steep slopes, floodplains, mature forests, and wildlife corridors.

Objective 1: Create networks of open space, greenways, and trails that provide environmental and recreational benefits.

Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
1.1	Require a dedication of open space, park/recreation land for all new subdivisions	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
1.2	Participate in open space and greenway planning on a county level to identify potential linkages with regional networks	Town Board Planning Board Nash County Planning Department	Department of Environment & Natural Resources (DCNR)	Medium	
1.3	Allow for cluster or conservation subdivision design options as part of the zoning and subdivision ordinance	Town Board Planning Board	Division of Community Assistance (DCA)	Long	

Objective 2: Ensure that site specific environmental features (wetlands, slopes, floodplains, stream buffers) are properly protected when development takes place.

Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
2.1	Develop and adopt a Floodplain Protection Ordinance in conformance with state and federal (FEMA) requirements	Town Board	Department of Environment & Natural Resources (DCNR)	Short	

Town of Bailey Long-Range Plan

2.2	Require all subdivisions to identify relevant environmental and unique features on a site and take appropriate protective measures – all features shall be displayed on the subdivision plat	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
2.3	Develop and adopt stream buffer requirements (50-100 feet for intermittent and perennial streams)	Town Board	Department of Environment & Natural Resources (DCNR)	Medium	
Objective 3: Protect water quality and watershed health.					
Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
3.1	Implement zoning regulations for the areas that fall within the water supply watershed (WS-III) area of the Neuse River Watershed.	Town Board Planning Board	Department of Environment and Natural Resources (DCNR)	Short	
3.2	Require stormwater management plans to be developed and reviewed by appropriate authorities for all new subdivisions	Town Board Planning Board Town Staff	Division of Community Assistance (DCA)	Short	
3.3	Encourage the use of Best Management Practices (BMPs) for stormwater management for all new development	Town Board Planning Board Town Staff	Department of Environment and Natural Resources (DCNR)	Medium	
3.4	Continue to assess the need for updates to the wellhead protection plan	Town Board	Department of Environmental and Natural Resources (DCNR)	Medium	

Public Services, Facilities and Utilities

Growth and development impact the need for public services and infrastructure, resulting in investments of public funds to ensure the public health, safety and welfare. Therefore, the planning process included a general assessment of the public services, facilities, and utilities focusing on police, fire, and EMS services, as well as an assessment of public water and sewer infrastructure.

Given that the Town of Bailey is expected to grow in the future, with a potential doubling of the population by 2020 or sooner, the town will need to ensure that public services are available for new residents at adequate capacities. By far the most pressing public infrastructure issue facing the town is the current sewer moratorium which restricts any new connections to the system. Resolving the moratorium is a priority issue for the town given the short- and long-term need for adequate public services that can support both redevelopment and new development efforts.

In terms of police, fire, EMS services, the majority of respondents to the community survey rated public safety as a top priority for public spending, and over three-quarters of respondents rated the “feeling of safety” in the community as “good” or “excellent.” However, there were some concerns about increased crime and drug activity in the town.

Finally, an area of need that is currently somewhat lacking is health care facilities. It was noted that there is not good access to both urgent care and standard care medical offices within

close proximity of the town. However, there are comprehensive medical facilities located within 30 miles of Bailey in both Rocky Mount and Wilson.

Given the current issues and needs for public services and facilities, the following objectives were identified:

- Ensure the availability of public water and sewer infrastructure in order to provide for urban services in designated growth areas and future incorporated areas.
- Maintain adequate levels of services for police, fire, and EMS in order to protect the health and safety of the public.
- Establish partnerships with medical facilities and institutions in order to identify potential health care options for the community.

In order to meet these objectives, the high priority recommendations for public services and facilities include:

- Identify funding sources (fees, grants, etc) and implement expansion plans for the local wastewater treatment facility.
- Adopt a sewer extension policy.
- Enhance community and police cooperation and involvement through a community policing campaign.
- Establish relationships with local and regional health care providers to assess community health care options and needs.

Public Services, Facilities, and Utilities Action Plan

Goal: Ensure access to efficient and affordable public services and amenities in order to protect the health, safety, and welfare of all Bailey residents.

Objective 1: Ensure the availability of public water and sewer infrastructure in order to provide for urban services in designated growth areas and future incorporated areas.					
Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
1.1	Identify funding sources (fees, grants, etc) and implement expansion plans for the local wastewater treatment facility	Town Board	NC Rural Center Community Development Block Grants (CDBG)	Short	
1.2	Adopt a sewer extension policy	Town Board		Short	
1.3	Update the capital improvements plan for the town	Town Board Town Staff	Division of Community Assistance (DCA)	Medium	
Objective 2: Maintain adequate levels of services for police, fire, and EMS in order to protect the health and safety of the public.					
Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
2.1	Assess staffing and equipment needs as new development occurs to ensure adequate protection for new and existing residents	Town Board Town Police		On-going	
2.2	Enhance community and police cooperation and involvement through a community policing campaign	Town Board Town Police Local Neighborhoods and Community Groups		Medium	

Town of Bailey Long-Range Plan

Objective 3: Establish partnerships with medical facilities and institutions in order to identify potential health care options for the community.					
Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
3.1	Ensure that the zoning ordinance provides for options for locating health care land uses within the town and surrounding area	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
3.2	Establish relationships with local and regional health care providers to assess community health care options and needs	Town Board Community Groups Local and Regional Health Care Providers		Medium	

Parks, Recreation, and Community Health

Providing for park and recreational facilities and opportunities is an important amenity and contributes to the overall quality of life in a community. Community members expressed the need and desire for enhanced park and recreational facilities through the community survey. Over half of respondents stated that the lack of recreational opportunities is something that they do not like about living in Bailey. Furthermore, half of respondents stated that the lack of activities for families and youth is another aspect they do not like about living in Bailey.

There is a real need to enhance the existing recreational areas and provide for a greater variety of parks and programs, as evidenced by the 67% of community survey respondents who rated recreational programs as "fair" or "poor" and the 74% of community respondents who rated the parks in Bailey as "fair" or "poor." Despite this, public investments in parks and recreation rated toward the bottom of the list compared to public safety, water and sewer infrastructure, and roads. However, the town is currently involved in a multi-jurisdictional community park planning project in which the majority of funding would come from grants and donations. In addition, recommendations are made to provide for additional park and recreation areas through park dedication requirements.

Given the current needs for recreational amenities in the town, the following objectives were identified:

- Provide for a range of park and recreational facilities that meet the needs of all residents.
- Ensure that recreational areas are accessible to schools and neighborhoods and provide for safe pedestrian and bicycle connections.
- Create opportunities for residents to lead active lives by providing for walkable neighborhoods, recreation areas, and integrated land uses.

The following priority recommendations were identified that serve to further the park and recreation goals and objectives:

- Create a Park and Recreation Board.
- Require all new subdivisions to dedicate land for park and recreation purposes or to pay a fee in lieu of dedication as part of a subdivision ordinance.
- Continue to participate in regional planning efforts for a multi-jurisdictional community park.
- Require crosswalk and sidewalk connections to parks, schools and other community facilities as part of a subdivision ordinance.
- Require sidewalks in all new major developments and subdivisions as part of a subdivision ordinance.

Parks, Recreation, and Community Health Action Plan

Goal: Provide for recreational amenities and facilities that foster an active and healthy community.

Objective 1: Provide for a range of park and recreational facilities that meet the needs of all residents.

Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
1.1	Create a Park and Recreation Board to coordinate and advise on park and recreation planning and programming for the town	Town Board		Short	
1.2	Require all new subdivisions to dedicate land for recreational purposes or pay a fee in-lieu of dedication as part of a Subdivision Ordinance	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
1.3	Continue to participate in regional efforts to identify and acquire land and funding for a community park	Regional Park Planning Committee Town of Middlesex	NC Parks and Recreation Trust Fund Nash County Parks and Recreation	On-going	
1.4	Develop recreational programs and opportunities for senior citizens	Nash County Senior Center Senior Groups, Local Churches		Medium	
1.5	Identify potential funding to purchase the Bailey Ball Fields or an alternative site for active recreation	Town Board Park & Recreation Board	NC Parks and Recreation Trust Fund	Medium	
1.6	Identify opportunities for developing a local community center	Town Board Country Doctor Museum Community Groups		Medium	

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Objective 2: Ensure that recreational areas are accessible to schools and neighborhoods and provide for safe pedestrian and bicycle connections.

Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
2.1	Require crosswalk and sidewalk connections to parks, schools and other community facilities as part of a subdivision ordinance	Town Board, Planning Board	Division of Community Assistance (DCA)	Short	
2.2	Provide for signage, lighting, and traffic calming at connection points to ensure the public safety	Town Board, Planning Board		Medium	

Objective 3: Create opportunities for residents to lead active lives by providing for walkable neighborhoods, recreation areas, and integrated land uses.

Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
3.1	Require sidewalks in all new major developments and subdivisions as part of a subdivision ordinance	Town Board, Planning Board	Division of Community Assistance (DCA)	Short	
3.2	Allow for a compatible mix of connected land uses in town to encourage walking and biking as an alternative means of transportation (see Downtown 1.1)	Town Board, Planning Board	Division of Community Assistance	Short	
3.3	Require street connections between new and existing streets as part of a Subdivision Ordinance	Town Board, Planning Board	Division of Community Assistance (DCA)	Short	
3.4	Conduct a walking assessment of the town to identify pedestrian safety issues and obstacles, sidewalk needs and maintenance issues	Planning Board, Community and Neighborhood Groups, Local Schools	Fit Together NC (walkability checklist at www.fittogethernc.org)	Medium	

Transportation

Transportation can encompass an entirely separate planning process on both a local and regional level. However, it is important that transportation be examined within the context of land use to anticipate the transportation needs and impacts of new development. The future land use plan developed here demands few changes in the way of the existing road system and network. However, recommendations for visual improvements to key transportation corridors have been presented. Street connectivity, sidewalk and bicycle facilities, traffic calming and safety, and streetscape design are important transportation considerations as the town experiences growth, development, and redevelopment. Finally, while Bailey is too small to support a public transit system and given its relatively rural setting, transportation can be a major issue for those who lack cars or cannot drive, namely the disabled and elderly population.

In order to address these issues, the following transportation objectives were identified:

- Coordinate with county and state officials on transportation improvement plans that address state roads and highways in the planning area.
- Explore alternative transportation options for underserved populations including the disabled and senior citizens.
- Promote connectivity between existing and future neighborhoods, commercial centers, and public facilities and provide for bike and pedestrian amenities.

The following priority recommendations were identified that correspond to the transportation goals and objectives:

- Participate in regional transportation planning efforts as they relate to the Town of Bailey.
- Conduct a survey of the targeted population to identify transportation needs.
- Require that major developments address traffic impacts (transportation impact analysis) and provide for street connectivity and pedestrian safety.

Transportation Action Plan

Goal: Coordinate the transportation system, including bicycle and pedestrian improvements, to provide good access to neighborhoods, workplaces, recreation areas, and other destinations.

Objective 1: Coordinate with county and state officials on transportation improvement plans that address state roads and highways in the planning area.					
Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
1.1	Participate in regional transportation planning efforts as they relate to the Town of Bailey	Town Board Planning Board Upper Coastal Plain Council of Governments	NCDOT	Medium to long	
Objective 2: Explore alternative transportation options for underserved populations including the disabled and senior citizens.					
Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
2.1	Conduct a survey of the targeted population to identify transportation needs	Town Board Local church and community groups	Nash County Aging Department Nash County Social Services	Medium	
2.2	Establish partnerships with county and regional agencies and providers of aging and senior transit	Town Board Regional Public Transportation Providers Nash County Aging Department Nash County Social Services	NC Department of Transportation Public Transportation Division	Medium	

Objective 3: Promote connectivity between existing and future neighborhoods, commercial centers, and public facilities and provide for bike and pedestrian amenities.

Number	Action Step	Responsible Parties and Partners	Potential Funding or Technical Assistance	Timeframe (short, medium, long)	Record of Action
3.1	Require sidewalks in all new major developments and subdivisions (see Parks and Recreation 3.1)	Town Board Planning Board	Division of Community Assistance (DCA)	Short	
3.2	Require that major developments address traffic impacts (transportation impact analysis) and provide for street connectivity and pedestrian safety	Town Board Planning Board Town Staff	Division of Community Assistance (DCA)	Medium	
3.3	Incorporate a bicycle and pedestrian element in regional transportation planning efforts	Town Board Planning Board Upper Coastal Plain Council of Governments	NCDOT	Medium	
3.4	Ensure street design standards and traffic calming measures are in place to limit excessive speeds through neighborhood areas	Town Board	NCDOT Division of Community Assistance (DCA)	Medium	
3.5	Retrofit existing neighborhood streets to better accommodate bicycle and pedestrian movement	Town Board	NCDOT	Long	

