

TRIANGLE J COUNCIL OF GOVERNMENTS

SOUTHERN PINES GATEWAY

EXISTING CONDITIONS REPORT

PREPARED FOR THE
TOWN OF SOUTHERN PINES
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SOUTHERN PINES GATEWAY

EXISTING CONDITIONS REPORT

OVERVIEW

A small area plan is a policy guide for growth and development, designed to implement the long-range vision of how an area will look, feel, and function in the future. Although a small area plan is not regulatory, it does establish a foundation upon which future zoning decisions can be evaluated. This Existing Conditions Report sets the stage for potentially developing a small area plan for the Southern Pines Gateway area. The report documents the current land use, infrastructure, policy, and physical form characteristics of the Gateway area.

This area is a unique section of the Town that serves as a transition area between the Historic Downtown and the suburban commercial strip along U.S. 1 to the south. The Gateway area has a different character from these neighboring districts, and requires a more detailed assessment of its unique situation.

The following Existing Conditions Report may serve as the initial step in further small area planning for the Gateway area, or other actions that could be taken by the Town of Southern Pines.

The report is organized as follows:

- Definition of Study Area – pages 3-4
- Examination of Key Functional Elements – pages 5-6
- Existing Land Use – pages 7-8
- Assets and Challenges for 8 Sub-districts – pages 9-14
- Existing Plan Recommendations – pages 15-17
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- Summary of Strengths, Weaknesses, Opportunities & Threats (SWOT) – page 26
- Conclusion and Possible Next Steps – page 27

EXISTING CONDITIONS OF GATEWAY AREA

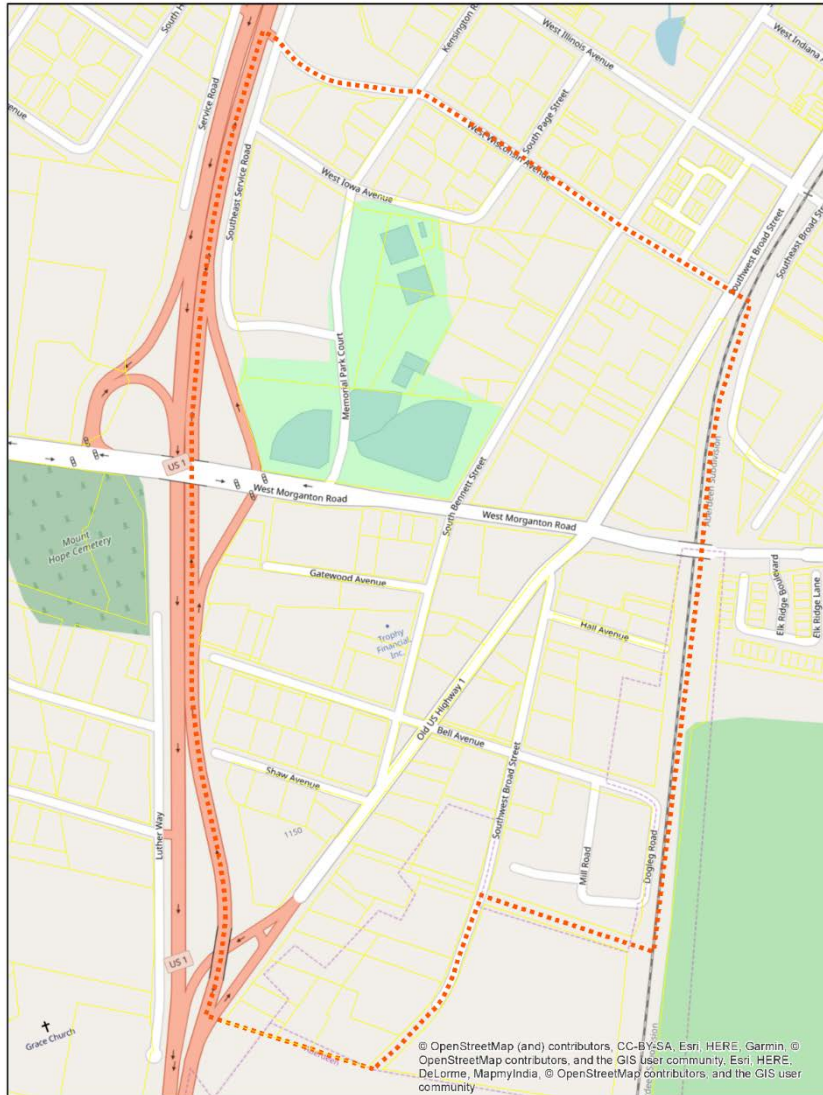
This section describes the existing conditions found in the Southern Pines Gateway area and highlights several of the key functional elements of the study area related to land use, zoning, and transportation. To better understand the existing conditions in the area, this section provides a snapshot of the Southern Pines Gateway area at the time this report was developed. The Southern Pines Gateway area is located in southwest Southern Pines and covers approximately 107 acres, most of which is developed with the exception of scattered vacant lots. However, much of the gateway area is underutilized and underdeveloped.

For the purposes of this report, the Gateway area, as seen in Figures 1 and 2, is bounded by West Wisconsin Avenue to the north, the CSX Railroad to the east, U.S. Highway 1 to the west, and the town limits to the south. This study area was purposefully defined with a large boundary beyond simply the South Broad Street/Old US 1 and Morganton Road corridors so that it could consider interactions with adjacent neighborhoods/areas. Any future planning efforts in the Gateway area may choose to define a smaller subset of this area for study.

Figure 1: Southern Pines Gateway Area/Study Area.



Figure 2: Southern Pines Gateway Area/Study Area.



South Broad Street/Old US 1 and Morganton Road are the two main streets passing through the study area, with the intersection of these routes serving as the central focal point of the Gateway Area. Downtown Southern Pines is located directly to the northeast, following Broad Street. US 1 and the CSX railroad are natural barriers that serve as logical boundaries for the analysis, as does the southern town limit to the south. Major public facilities in the area include Memorial Park and the Southern Pines Public Works facility. The Shaw House (built in 1820) at the corner of Broad Street and Morganton Road is an important historic resource in the area, and is owned by the Moore County Historical Association.

KEY FUNCTIONAL ELEMENTS OF STUDY AREA

Figure 3 provides an overview of the key barriers, gateways, focal points, circulation routes, and neighborhood transitions of the Gateway area. These are further discussed below.

Barriers

There are two major barriers defining edges of the study area, which serve to separate this area from other parts of the Town: US 1 and the CSX railroad. The US 1 expressway is a hard barrier separating the study area from the residential areas and new development occurring to the west. The CSX railroad is another hard barrier between the study area and the historic residential areas to the east. These barriers present challenges to connectivity with surrounding districts (with Morganton Road being the only connection point across them within the study area), but also present an opportunity to create a pattern of land uses within this separated area that is unique and distinct from its surroundings.

Gateways/Entrances

The study area itself serves as a gateway into the downtown historic district, but there are two key locations where travelers from outside Southern Pines will enter the Gateway district—at the interchanges on US 1 at Old US 1 and Morganton Road. Ensuring that both private development investments and public infrastructure investments in these two key entrance locations are attractive and appropriate is critical to the Gateway district’s ability to function as a bridge between the suburban environment of Highway 1 and the urban environment of the historic downtown.

Central Node/Focal Point

The “five points” area where Morganton Road, Broad Street, and Old US 1 converge is clearly the central focal point of the Gateway study area. This is the crossing point of the two primary thoroughfares passing through the district, and generally has the highest intensity of retail uses currently surrounding it. This is also the location of the Shaw House, which is a key cultural/historical element for the community and a defining feature of the Gateway district. There is great opportunity for focused retail development in this central node that also respects the scale, intensity, and design of the Shaw House and nearby historic neighborhoods.

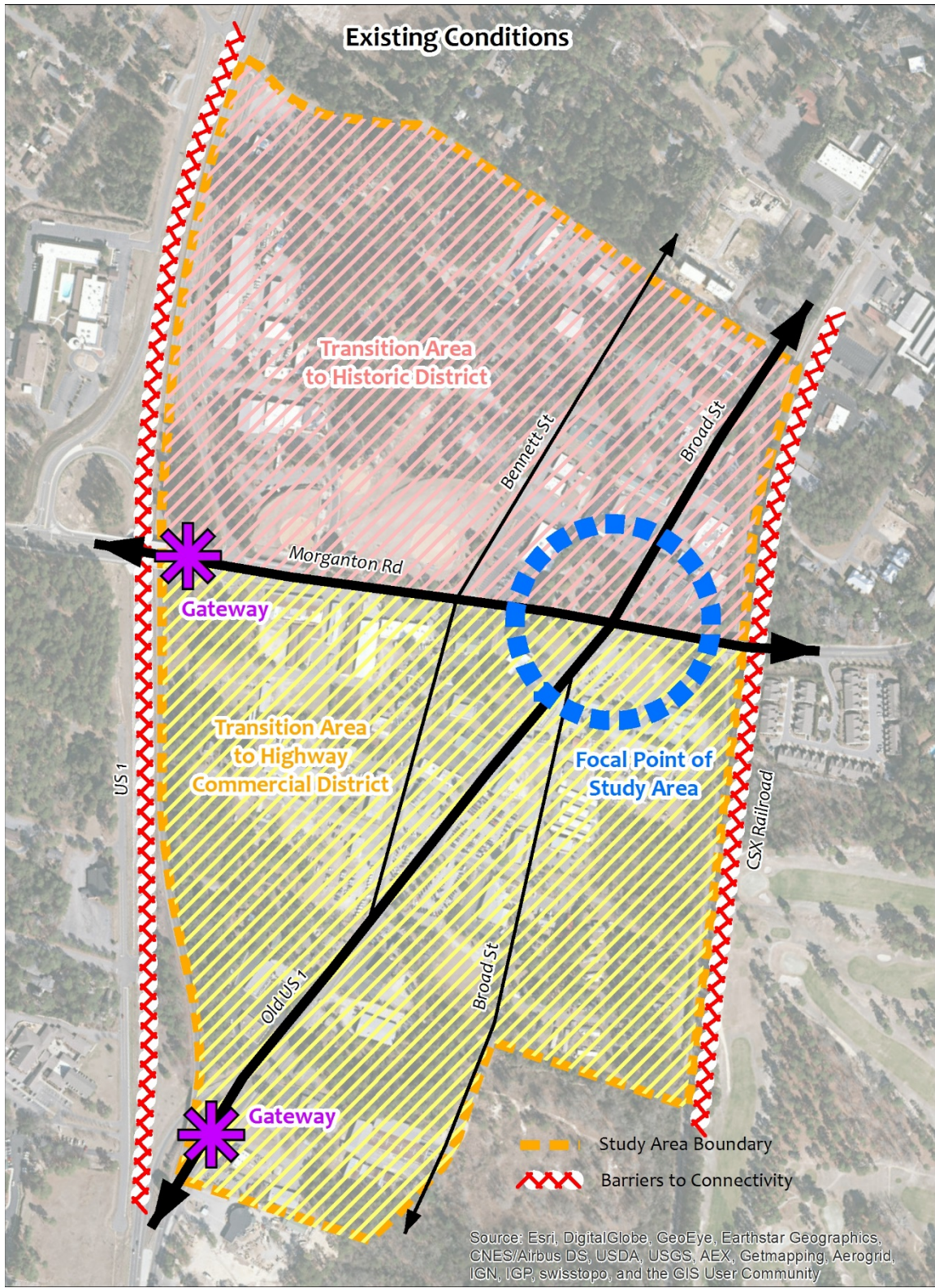
Circulation/Thoroughfares

The two primary thoroughfares traveling through the district are Morganton Road and Broad Street/Old US 1. Morganton Road connects westward to West Southern Pines, Pinehurst, and the commercial areas in the US 15-501 corridor, and eastward to a historic residential area. Broad St/Old US 1 connects southward to Aberdeen and the commercial areas in the US 1 corridor, and northward to Downtown Southern Pines. Two secondary thoroughfares of importance are Bennett Street, which serves as an alternate “back street” connection to the downtown area, and the southern extension of Broad Street south of Morganton Road, which currently has a dead end but is planned at a future date to connect with Poplar Street in Aberdeen and provide an additional major street connection.

Transitions to Neighboring Districts

To the north, the Gateway district abuts a several-block area that transitions into the downtown central business district. This transition is currently relatively smooth, with a smaller-scaled mixture of retail, office, and residential uses nearer to the north edge along Wisconsin Avenue and larger-scaled retail uses closer to Morganton Road. Morganton Road demarcates the current boundary between these more urban-type uses to the north and a much more suburban-style auto-oriented development style to the south—areas south of Morganton Road currently act more as a transition to the type of larger-scale suburban development seen further south in the US 1 corridor. The development of the “central node” area surrounding the Morganton/Broad intersection is critical in ensuring that this transition between the urban uses north of Morganton and the suburban uses south of Morganton is attractive and functional.

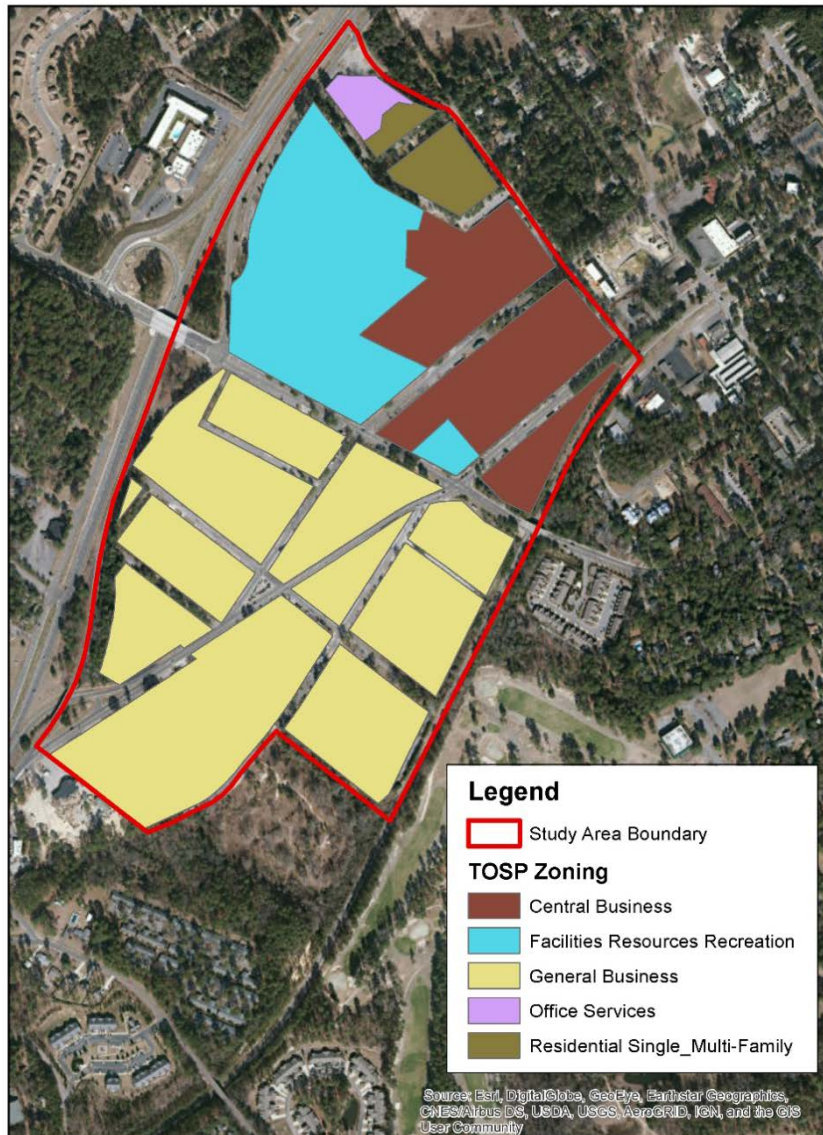
Figure 3: Key Functional Elements of the Study Area.



LAND USE

The north half of the study area (north of Morganton Road) includes a diverse mix of commercial, residential, and institutional uses. Surrounding the commercial areas along Broad Street and Bennett Street are residential neighborhoods (primarily single-family detached homes), public uses (parks and public works facility), and institutional uses; however, non-residential acreage (commercial, institutional, and public) dominates. The southern half of the gateway area includes a diverse mix of commercial, light industrial, and residential uses interspersed with a number of vacant properties and low-intensity/low-usage properties (e.g., surface parking lots, featureless open spaces/yards, etc.). Commercial land uses include a mix of retail and services, primarily along Southwest Broad Street and Old U.S. Highway 1. Residential uses in this area are concentrated in a small neighborhood west of Old US 1 and a mobile home park east of South Broad Street. Based on current zoning, 74% of the Gateway area is zoned for commercial uses (Central Business, General Business, or Office Services zones).

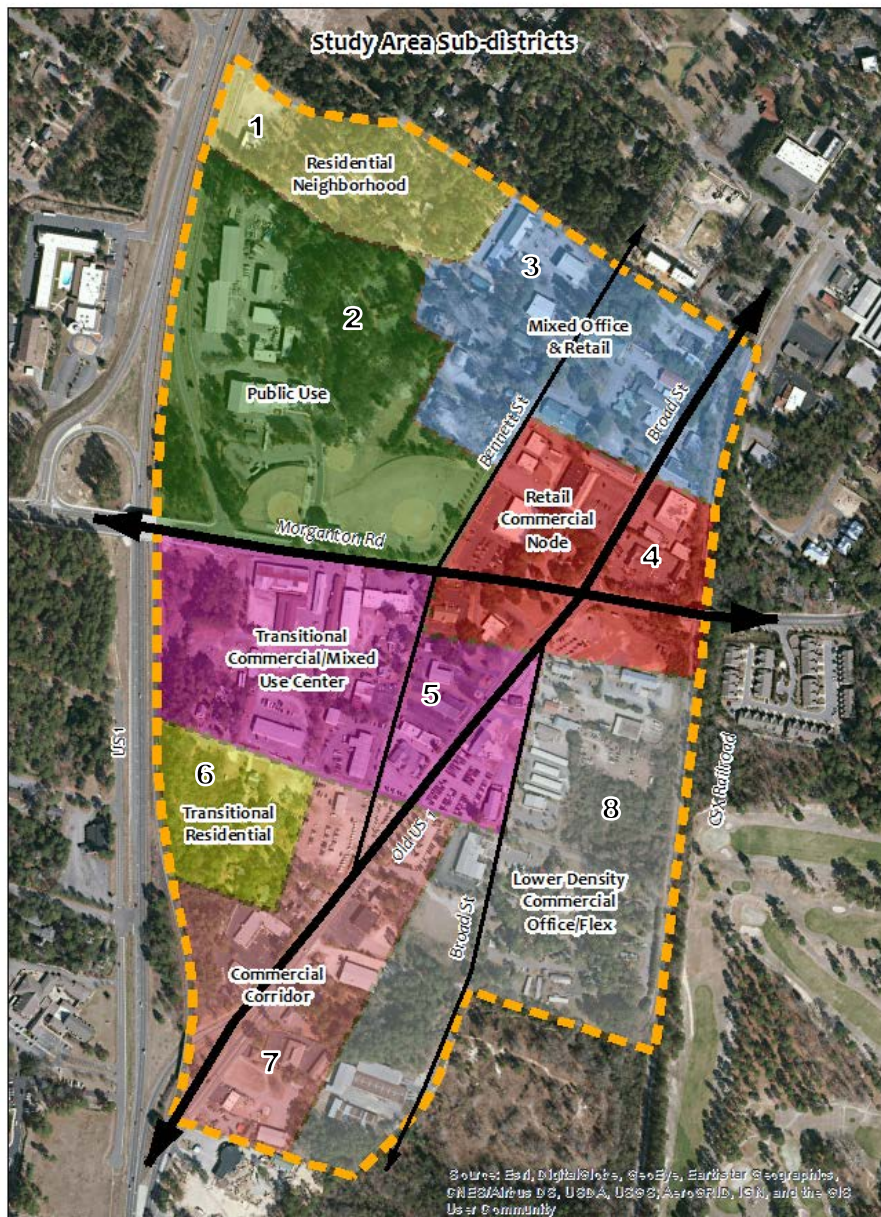
Figure 4: Current Zoning, Southern Pines Gateway Area/Study Area.



Triangle J Council of Governments (TJCOG) conducted a site visit to the Southern Pines Gateway area on March 20, 2019. During this site visit and windshield tour, TJCOG staff noted that the gateway area was noticeably separated into eight sub-districts, as seen in Figure 5 below. Taking into consideration the study area's location along U.S. Highway 1, Morganton Road, and Old U.S. 1, there is also significant redevelopment potential in this area, which may change the future density, type, and character of development. This potential for redevelopment could allow the Town of Southern Pines to provide a more attractive, interconnected gateway between the Downtown and the US 1 corridor.

The numbered sections on the map below correspond to the sub-districts described on Pages 9-14.

Figure 5: Southern Pines Gateway Area Sub-districts



DISTRICT 1: RESIDENTIAL NEIGHBORHOOD

Assets:

- Proximity to Memorial Park
- Largely compatible land use (residential), density, and scaling
- Pedestrian-scaled massing
- Smooth transition to nearby residential areas north of Wisconsin Avenue

Challenges:

- Incongruous land use of commercial parcel adjacent to U.S. 1
- Adjacency of edges to U.S. 1
- Potential for cut-through traffic to U.S. 1 via Wisconsin
- Pedestrian safety and crosswalk improvements needed



DISTRICT 2: PUBLIC USE

Assets:

- Catalytic investment by Town of Southern Pines (Memorial Park, Southern Pines Public Works, etc.)
- Compatible land use (public use, institutional) and density
- Pedestrian-scaled massing and sidewalks
- Adequate parking
- Significant open space and recreational opportunities, including Memorial Park and Boys & Girls Club

Issues:

- Utilitarian visual appearance of buildings, particularly facing toward US 1



DISTRICT 3: MIXED OFFICE AND RETAIL

Assets:

- Compatible land use with Residential Neighborhood and Public Use sub-districts
- Unique character and integrity
- Age and condition of converted commercial properties (residential-to-commercial)
- Newer retail investments (Walgreens, Wells Fargo branch)
- Proximate to major Downtown destinations and demand generators
- Serves as a transition/buffer area for Downtown

Issues:

- Lack of code compliance, particularly in Bradford Village Court
- Streets need more pedestrian-oriented infrastructure (sidewalks)
- Pedestrian safety and crosswalk improvements needed
- Lack of walkable block sizes
- Lack of bicycle infrastructure (greenways/trails, parking facilities)
- Retail lacks major anchors needed to draw people to the area; largely comprised of smaller, independent uses
- Piecemeal site design; lack of consistency or vision from parcel to parcel



DISTRICT 4: RETAIL COMMERCIAL NODE

Assets:

- Potential for redevelopment of vacant or underutilized parcels (grocery store site, Pony Espresso site)
- Adjacent to Broad Street corridor, provides direct gateway from Downtown
- Newer retail investments (The Sly Fox Pub)
- Adequate parking
- Established corridor with easy access into Downtown as well as area freeways
- Located at primary crossroads within Gateway area (Broad & Morganton)

Issues:

- Large setbacks
- Several surface and gravel parking lots, prominent along Broad Street and Morganton Road corridors
- Several vacant buildings and lots
- Streets need more pedestrian-oriented infrastructure (sidewalks)
- Pedestrian safety and crosswalk improvements needed
- Lack of walkable block sizes
- Lack of bicycle infrastructure (greenways/trails, parking facilities)
- Lack of limitations on maximum frontage
- Retail lacks major anchors needed to draw people to the area; largely comprised of smaller, independent uses
- Lack of trees and landscaping
- Compatibility of development with the historic Shaw House



DISTRICT 5: TRANSITIONAL COMMERCIAL/MIXED USE CENTER

Assets:

- Potential for redevelopment of vacant or underutilized parcels (car lot, auto shop, underutilized strip center)
- Bounded by Morganton Road and bisected by Old U.S. Highway 1, which provides direct access to U.S. 1 and gateway to Downtown
- Adequate parking for lower-density uses
- Established corridor with easy access into Downtown as well as area highways
- Potential to redefine street network in area in conjunction with proposed improvements/extension on south end of Broad Street
- Largest opportunity for transformational change within the Gateway study area
- Character-defining trees and streetscapes in some areas (e.g. Bennett Street corridor)



Issues:

- Large setbacks
- Several surface and gravel parking lots, prominent along Broad Street and Morganton Road corridors
- Several vacant buildings and lots
- Aesthetics/appearance of area
- Streets need more pedestrian-oriented infrastructure (sidewalks)
- Pedestrian safety and crosswalk improvements needed
- Lack of walkable block sizes
- Lack of bicycle infrastructure (greenways/trails, parking facilities)
- General lack of street trees and landscaping
- Poorly defined parcel ingress/egress (driveways)



DISTRICT 6: TRANSITIONAL RESIDENTIAL

Assets:

- Potential for redevelopment of vacant or underutilized parcels (either as residential or commercial/mixed use)
- Pedestrian-scaled massing
- Many of the vacant parcels currently under same ownership

Issues:

- Limited accessibility to site; several dead end streets cut off by U.S. 1
- Zoned as General Business but currently residential land use
- Incompatible land use with adjacent sub-districts (Transitional Commercial/Mixed Use and Commercial Corridor)



DISTRICT 7: COMMERCIAL CORRIDOR

Assets:

- Potential for redevelopment of vacant or underutilized parcels
- Bisected by Old U.S. Highway 1, with direct access and gateway to Aberdeen
- Newer retail investments (Hair Cottage, Memories in Stitches, The Avenue Salon)
- Established corridor with easy access into Downtown and U.S. 1 suburban commercial corridor



Issues:

- Large setbacks
- Several large parking lots prominent along road frontage
- Several vacant buildings and lots
- Streets need more pedestrian-oriented infrastructure (sidewalks)
- Pedestrian safety and crosswalk improvements needed
- Lack of landscaping, particularly near intersection of Old U.S. 1 and Bennett
- Lack of walkable block sizes
- Lack of bicycle infrastructure (greenways/trails, parking facilities)
- Retail lacks major anchors; largely comprised of smaller, independent uses



DISTRICT 8: LOWER DENSITY COMMERCIAL OFFICE/MIX

Assets:

- Potential for redevelopment of vacant or underutilized parcels
- Large vacant parcels in southeast-south portion of gateway area
- Potential for mobile home park to transition out of residential use, which provides opportunity for redevelopment
- Potential for South Broad Street to be a major corridor in the future, if extended to Aberdeen as shown in Transportation Plan
- Adjacent to railroad, if a potential future user needs rail access to site

Issues:

- Hodgepodge of current land uses, although currently zoned General Business (residential, office, commercial)
- South Broad Street currently dead-ends, limiting access to area
- Large setbacks
- Several surface and gravel parking lots, prominent along Broad Street and Morganton Road corridors
- Several vacant buildings and lots
- Lack of walkable block sizes
- Streets need more pedestrian-oriented infrastructure (sidewalks)
- Pedestrian safety and crosswalk improvements needed
- Lack of bicycle infrastructure (greenways/trails, parking facilities)
- Lack of direct access to highway network, combined with less walkable environment tempers office/commercial opportunities
- Office/retail lack major anchors needed to draw new people to the area; largely comprised of smaller, independent uses



EXISTING PLANS AND ZONING

COMPREHENSIVE PLAN RECOMMENDATIONS

The 2016 *Southern Pines Comprehensive Long-Range Plan's* future land use map, which is a generalized guide for future land uses in the City, recommends commercial land uses for most of the gateway area, with residential and parks/open space land uses in areas currently zoned for those uses. As seen in Figure 6 below, future land use in the gateway area will be dominated by the "commercial" designation.

Figure 6: Future Land Use, Southern Pines Gateway Area/Study Area.



The following recommendations quoted directly from the 2016 Southern Pines Comprehensive Long-range Plan should be considered in any future planning or development efforts within the gateway corridor.

Updating Morganton Road Corridor Overlay. Development approvals in this gateway corridor have modified prior visions for the corridor. The Town should review the corridor overlay district to ensure that it recognizes past approvals, is coordinated with NCDOT plans, and promotes appropriate development patterns for the undeveloped portion of the corridor. (see page 3-5 of the CLRP document)

Facilitating Redevelopment of the Old U.S. 1 Corridor. As the southern gateway to Downtown, Old U.S. 1 shapes the first impressions of Southern Pines for many visitors. The corridor currently is very automobile oriented with limited streetscape enhancements. Given the importance of first impressions for tourists who contribute to the local economy, the Town should evaluate opportunities to enhance both the public and private realms. (see page 3-5 of the CLRP document)

Exploring U.S. 1 Corridor to Aberdeen Redevelopment. As the State plans for improvements to U.S. 1, from Old U.S. 1 south through Aberdeen, the Town has the opportunity to shape the future of this commercial corridor. Southern Pines should coordinate planning along the corridor with Aberdeen along this vital commercial corridor to better manage access, enhance the streetscape and foster private investment in more sustainable development patterns. (see page 3-5 of the CLRP document)

Pursuing HDO Expansion. Expanding the area applicable to historic district design standards to Morganton Road was suggested by several participants. This plan presents an alternative or supplement to the extension of the HDO – administratively applying some of the HDO guidelines in a Downtown Transition overlay zone. (see page 10-7 of the CLRP document)

Addressing Old U.S. 1/South Broad Street. Several participants suggested that zoning standards should be used in the Old U.S. 1 corridor to create a more attractive gateway into the HDO. A combination of streetscaping and sign standards would have the greatest impact over the short term. (see page 10-7 of the CLRP document)

DOWNTOWN NEIGHBORHOOD DEVELOPMENT PLAN CHALLENGES & RECOMMENDATIONS

The following challenges and recommendations taken directly from the 2013 Downtown Neighborhood Development Plan should be considered in any future planning or development efforts within the gateway corridor (see pages 9-10 of 2013 Downtown Plan for more details).

Downtown Transition Zone:

- **Historic District Guidelines.** The HDO currently ends at the edges of blocks, which means that lots on one side of Bennett and Ashe Streets meet HDO standards and the facing lots do not. While there were several suggestions that the HDO be expanded. Whether the Town expands the district or not, zoning should reduce the abrupt edges by applying the historic guidelines for buildings, signs and other site development criteria to the blocks facing the HDO along Ashe and Bennett Streets.
- **Zoning Boundaries.** While it is common practice to for zoning changes to occur along rear property lines, there are several locations (particularly along Bennett Street) where zoning changes occur along streets, so commercial and residential property are facing. This increases pressures for conversion of residences to business uses, as recently happened along Bennett Street.

- **Flex Space in Residential Structures.** While there is support for allowing some residential structures to flex between residential and low-intensity non-residential uses, expanding the commercial area raised the concern that expanding the commercial area around Broad Street to allow offices could create a zone with no activity in the evenings that would make residents less secure when walking from residential areas to Broad Street.

Gateways to the Broad Street Corridor. There was broad consensus that the area south of the HDO along Broad Street and Old U.S. 1 needed additional attention. Additional concerns were expressed regarding the entry corridors along West Pennsylvania Avenue and North Broad Street/Midland Road. Suggestions included:

- **HDO Expansion.** Expanding the area applicable to historic district design standards to Morganton Road was suggested by several participants. This plan presents an alternative or supplement to the extension of the HDO – administratively applying some of the HDO guidelines in a Downtown Transition overlay zone.
- **Old U.S. 1/South Broad Street.** Several participants suggested that zoning standards should be used in the Old U.S. 1 corridor to create a more attractive gateway into the HDO. A combination of streetscaping and sign standards would have the greatest impact over the short term.

ZONING

The Southern Pines Gateway area’s existing zoning accommodates much more potential future development potential than what currently exists on the ground. Figure 4 (on page 7) shows the existing zoning designations. Table 1 (on page 19) summarizes the authorized uses and shows the relative area within each zoning designation. Table 2 (on page 20) summarizes key bulk standards (e.g., height, setbacks, and minimum lot size). These standards are consistent with standards for mixed use zoning districts. Most of the General Business (GB) zoning is located along Old U.S. Highway 1, bounded by Morganton Road to the north and U.S. 1-Old U.S. Highway 1 junction to the south. The majority of Central Business (CB) zoning is located to the northeast of Morganton Road and U.S. 1. The Facilities Resource and Recreation (FRR) zoning is located to the northwest of Morganton Road, with most of it bounded by U.S. 1 and Southwest Broad Street. Limited Office Services (OS) zoning is located to the northwest of Morganton Road and U.S. 1. All of these base districts allow a mix of non-residential or mixed uses. The only residential base district within the gateway area is Residential Multi-Family Low Density (RM-2).

Overlay Districts

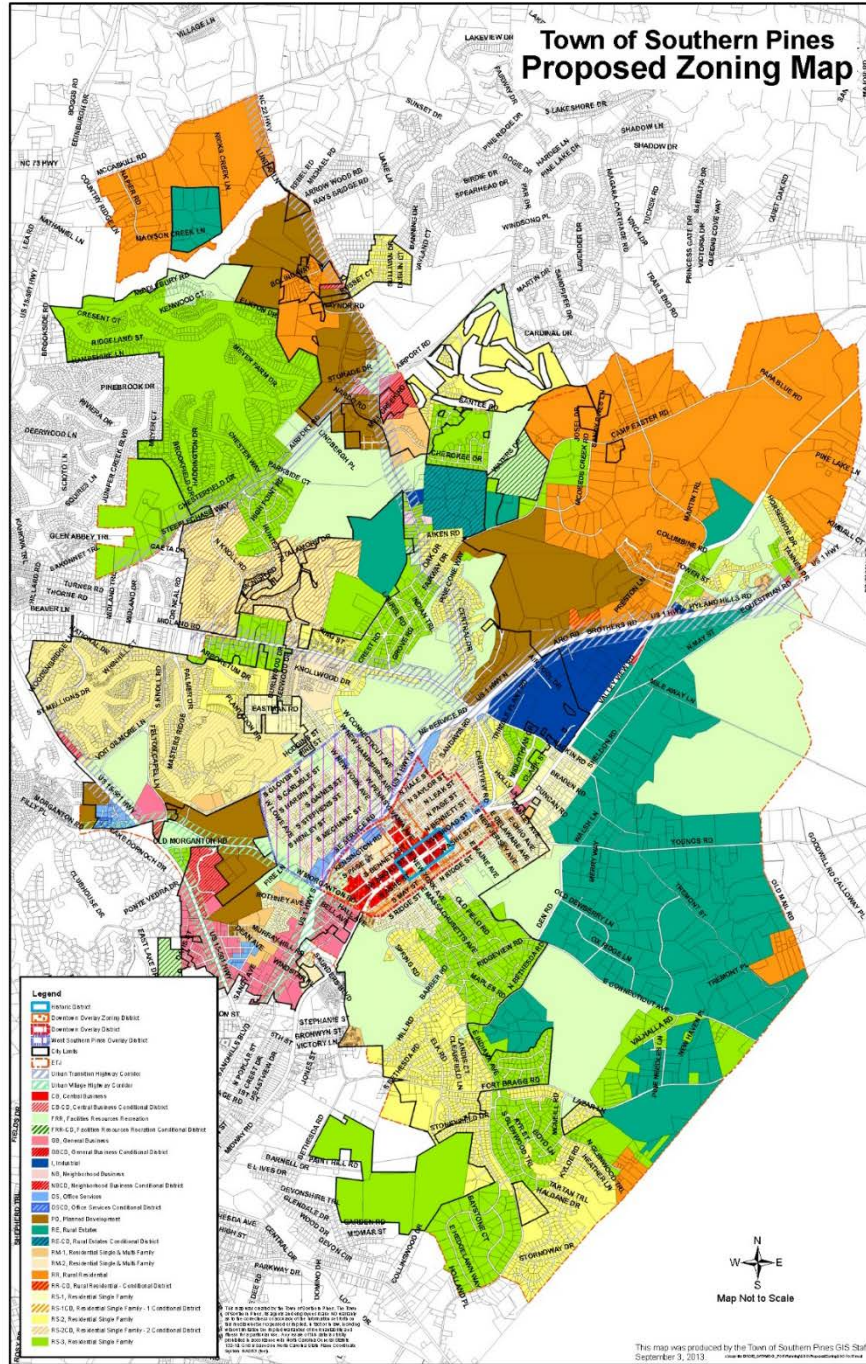
The uses allowable by the underlying zoning district shall apply, except as limited by the use requirements of the overlay district. The following overlay districts interact with the Southern Pines Gateway Area: Urban Transition Highway Corridor (HCO), Urban/Village HCO, and Downtown Transition Overlay Zone (DTOZ). The boundaries of these districts are shown in Figure 7 below.

Urban Transition Highway Corridor. The Urban Transition HCO covers everything within 400 feet of U.S. 1 north of Morganton Road. This overlay district, which is the most stringent of those overlay districts within the gateway area, would only apply to the town-owned property and one business (Spartan Blades) at the far north end of the study area.

Urban/Village Highway Corridor. The Urban/Village Highway Corridor Overlay District covers everything within 300 feet of U.S. 1 south of Morganton, as well as everything within 300 feet of Morganton Road that is west of Broad Street. This overlay district accounts for all of Morganton Road, except for the east corner of the study area near the railroad bridge.

Downtown Transition Overlay (DTO) District. The Downtown Transition Overlay District covers all portions of the study area that are north of Morganton Road, except for the far northwest corner (the block bounded by Wisconsin, Iowa, Kensington, and the U.S. 1 service road is not included).

Figure 7: Current Zoning Map.



Zoning Districts

Table 1 summarizes the authorized uses and shows the relative area within each district. The table shows the most recent general land use classification, the number of parcels in that classification, and the total land area in acres for each land use type. As seen in Table 1 below, the gateway area is currently dominated by the GB zoning district, followed by FRR and CB; OS accounts for the least amount of acreage within the study area.

Table 1: Existing Southern Pines Gateway Zoning

District	Name/Primary Land Uses	No. of Parcels	Area (acres)	Percent of Neighborhood
Non-Residential or Mixed Use				
CB	Central Business. A wide variety of commercial activities (particularly those that are pedestrian-oriented) in an intensive development pattern in the town's central business district. Also allows mixed use with residences.	38	20.9	19.48%
GB	General Business. Designed to accommodate highway-oriented retail, commercial service businesses and in some limited cases light manufacturing, which generally have as their market area the entire Town and surrounding area.	104	58.2	54.28%
FRR	Facilities Resource and Recreation. Publicly owned open space and facilities and privately owned and manmade resource areas.	10	22.6	21.06%
OS	Office and Service. Office and service uses as well as medium-density residential uses. Also allows multi-family residences.	2	1.6	1.52%
Residential				
RM-2	Residential Multi-Family Low Density. Single-family and multi-family residences at a moderate-density in areas served by adequate public water and sewer systems.	16	3.9	3.66%
TOTAL		170	107.2	100%

Design Standards

Table 2 summarizes key bulk standards (height, setbacks, and minimum lot size). Table 3, on the following page, summarizes the dimensional standards for overlay districts, which apply above and beyond the underlying zoning requirements. Besides these dimensional standards, the UDO also indicates specific design standards for each zoning district and includes a full chapter (Chapter 4) with design criteria that apply to non-residential and mixed use buildings in all districts.

Table 2: Existing Southern Pines Gateway Zoning Standards

District	Min. Lot Area (SF)	Max. Density	Min. Front Setback	Min. Side Setback	Min. Rear Setback	Min. Lot Width	Max. Height
CB	No minimum	10,000 SF min lot for first dwelling, 1,500 SF per add'l dwelling	0 ft. min (5 ft. max)	0 ft.	0 ft.	None (50 ft. max)	45 ft.
	District-specific design standards related to front setback requirements, exterior finish materials & roof design						
GB	No minimum unless front on arterial (then 40,000 SF)	10,000 SF min lot for first dwelling, 3,600 SF per add'l dwelling	0 ft.	0 ft.	0 ft.	None	45 ft.
	District-specific design standards related to exterior finish materials & roof design						
FRR	--	--	--	--	--	--	--
	District-specific design standards that building heights, setbacks, and buffer requirements are based on the standards of the abutting district						
OS	No minimum	10,000 SF min lot for first dwelling, 3,600 SF per add'l dwelling	35 ft.	15 ft.	20 ft.	--	35 ft.
	District-specific design standards related to exterior finish materials & roof design						
RM-2	10,000 SF	10,000 SF min lot for first dwelling, 6,000 SF per add'l dwelling	25 ft.	15 ft.	30 ft.	45 ft.	35 ft.
	No other district-specific design standards						

Note: Standards in table are general; many are qualified by additional provisions for specific uses or situations.

Table 3: Existing Southern Pines Gateway Overlay District Standards

District	Min. Lot Area (SF)	Max. Density	Min. Front Setback	Min. Side Setback	Min. Rear Setback	Min. Lot Width	Max. Height
DTO	4,500 + 1,800 per dwelling in RM-2	--	15 ft.	5 ft. in CB zones	10 ft. in CB zones	--	--
	District-specific design standards remove maximum lot width restriction in CB zone & add sign standards for properties in/near the historic district overlay						
Urban Transition HCO	40,000 SF	65% max built-upon, 30% max building footprint	75 ft.	50 ft. from residential, 25 ft. from non-residential	50 ft. from residential, 25 ft. from non-residential	200 ft.	35 ft.
	District-specific design standards related to parking area setbacks, landscape buffers, access driveways, parking requirements, vehicular area location, and provisions for allowing residential development based on underlying zoning						
Urban Village HCO	40,000 SF	70% max built-upon, 30% max building footprint	75 ft. (40 ft. if internal street)	36 ft. from residential, 5 ft. from non-residential	36 ft. from residential, 5 ft. from non-residential	200 ft.	35 ft.
	District-specific design standards related to parking area setbacks, landscape buffers, access driveways, parking requirements, vehicular area location, and provisions for allowing residential development based on underlying zoning						

Chapter 4 of the Southern Pines UDO contains additional development and design standards, including standards on:

- Lot Development (height, setbacks, lot size/density/width, minimum living area)
- Landscaping
- Tree and Ecosystem Protection
- Off-street Parking and Loading
- Signs
- Fences and Walls
- Lighting
- Open Space/Green Space
- Building Design
- Transportation (Streets)
- Traffic Analysis
- Flood Hazards
- Drainage, Erosion Control, and Stormwater Management
- Utilities

In particular, section 4.10 provides detailed requirements related to the design on buildings on a site.

EXISTING INFRASTRUCTURE

STREETS & HIGHWAYS

The Gateway area has a good existing network of streets and highways. The district is adjacent to U.S. Highway 1, with primary access points at two interchanges (Old U.S. 1 and Morganton Road) and a secondary access point at the Wisconsin Avenue right-in/right-out intersection. Morganton Road and Broad Street/Old U.S. 1 provide the primary east-west and north-south traffic circulation through the Gateway district, with Bennett Street serving as a secondary north-south alternative to Broad. Most of the minor local streets in the Gateway area are part of a grid and provide a reasonable amount of connectivity, although some do not connect through due to various barriers (such as the U.S. 1 expressway and the railroad tracks).

TRANSPORTATION PROJECTS

There are several recent, in-progress, and planned transportation projects that will have an impact on the Gateway area.

1. The recent widening of the Morganton Road bridge over U.S. 1 and reconfiguration of the entrance ramps at this interchange have improved access to the Gateway area, both from points west via Morganton Road and from points north and south via U.S. 1. These improvements have aided in traffic flow/congestion in the area and also provided a sidewalk connection across U.S. 1 that did not previously exist. The changes have also provided a safe alternative route for southbound traffic coming out of downtown Southern Pines that is trying to reach Murray Hill Road and does not want to navigate the left-lane merge and weave at the Old U.S. 1 interchange.
2. The “superstreet” project about to begin on U.S. 1 just south of the Gateway area will undoubtedly have an impact on traffic patterns in the area. Part of the project will include changes to the ramps at Old U.S. 1 and U.S. 1 to allow a U-turn opportunity for northbound U.S. 1 traffic.
3. The recently-adopted Moore County Comprehensive Transportation Plan calls for a project to extend South Broad Street into Aberdeen and connect it with North Poplar Street, in order to create a parallel route that could relieve some of the local traffic pressure currently on U.S. 1. If this project is constructed in the future, it would open up opportunities for development in the South Broad corridor south of Morganton, which currently has a great deal of vacant and/or underutilized land. This project would likely require some type of improvements at the north end of the connector, both to improve the existing roadway, which is substandard, and to improve the tie-in connection with Old U.S. 1. Several potential concepts for how this might be accomplished are shown below. These could all have an impact on potential redevelopment in the Gateway area.

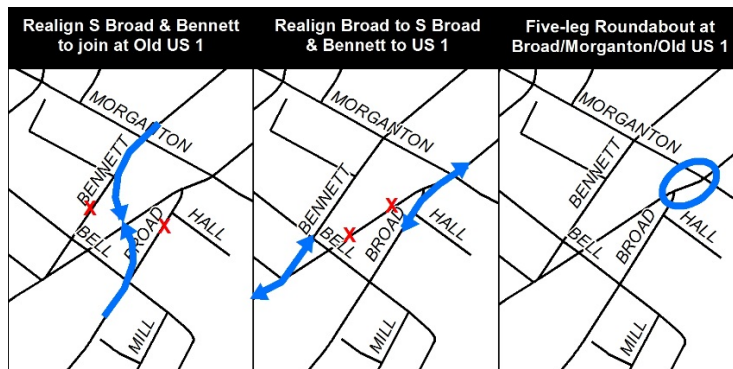
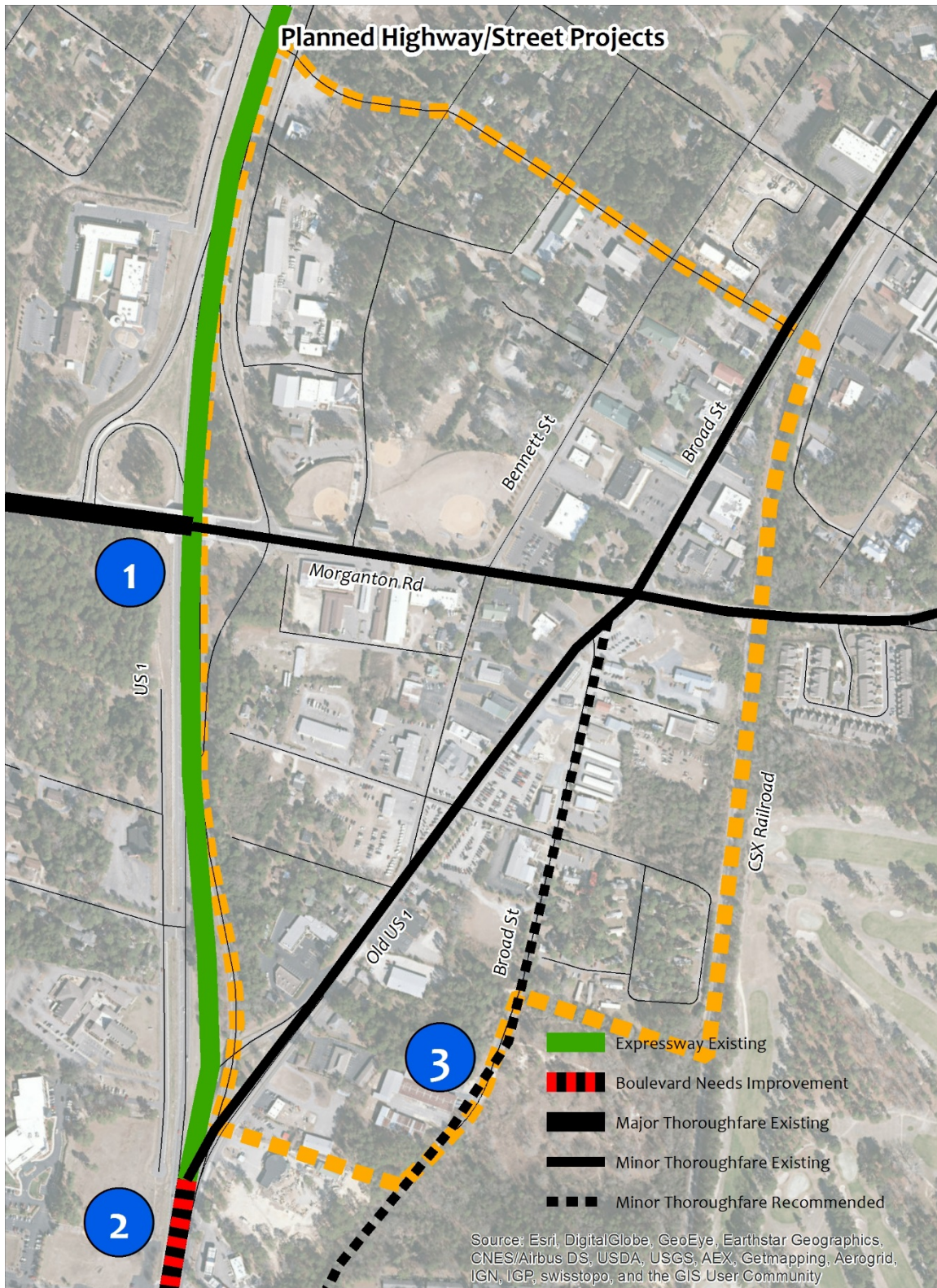


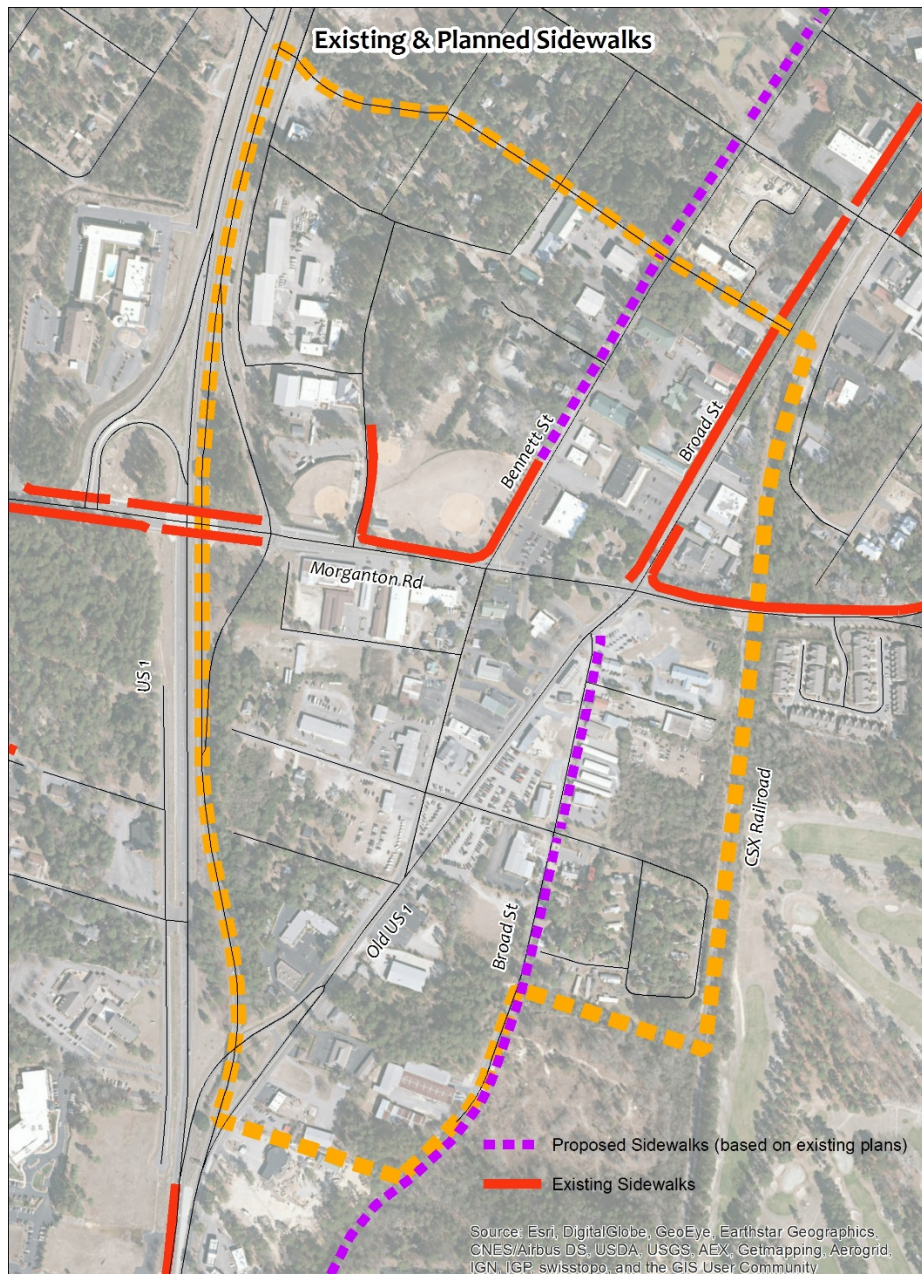
Figure 8: Transportation Plan



SIDEWALKS

There are relatively few existing sidewalks in the Gateway study area, only covering small portions of Broad Street, Morganton Road, and Bennett Street. Sidewalks connect out of the Gateway district on the Morganton Road bridge over U.S. 1 and the Morganton Road bridge over the railroad tracks, as well as along Broad Street toward Downtown Southern Pines. Existing sidewalk plans note the need for future sidewalks on Bennett Street north of Morganton Road and on the proposed Broad Street/Poplar Street connector south to Aberdeen. However, even with these planned future sidewalks there would remain large gaps in the sidewalk network, including two large gaps in the Morganton Road sidewalk and no existing sidewalks located south of Morganton Road.

Figure 9: Existing Sidewalks & Proposed Sidewalks in Existing Plans



WATER & SEWER

Both water and sewer service are widely available within the Gateway area. The Town of Southern Pines has its own water source (from Drowning Creek), reservoir, water treatment plant, and distribution lines to provide service to residences and businesses throughout the Town. The Town also provides sewer collection lines, which send wastewater to the Southern Moore wastewater plant for treatment. The existing presence of these services in the Gateway area provides some efficiencies for future potential development or redevelopment.

OVERHEAD DISTRIBUTION LINES

Overhead distribution lines for electricity and telephone service are found throughout the Gateway area. While these lines are vital for the provision of these utility services to customers in the area, they are also a contributor to visual clutter. Consideration could be given to burying these lines as part of any future development/redevelopment activities or as part of future transportation/streetscape improvements.

STORMWATER

There are relatively few existing facilities in the Gateway area for the handling of stormwater runoff. Curbs and gutters with catch basins can be found on some portions of Broad Street (north of Morganton Road) and in scattered locations on Morganton Road, but most streets in the area only have ditches to assist with drainage. Because most of the development in the area was built before stormwater control requirements were common, there are very few properties with existing on-site stormwater controls such as retention ponds. This will be an important factor to consider in any future development or redevelopment of the Gateway area.

SWOT ANALYSIS

A SWOT analysis is a standard evaluation tool to assess strengths, weaknesses, opportunities, and threats. In this case, the SWOT analysis approach is being applied to the Southern Pines Gateway area. Strengths and weaknesses are positives and negatives of the area that are under the direct control of the Town. Opportunities and threats are positives and negatives that may be influenced by the Town but are outside of the Town's direct control.

STRENGTHS	OPPORTUNITIES
<ul style="list-style-type: none"> - Direct gateway into downtown historic district and two key locations (interchanges on U.S. 1 and Old U.S. 1 and Morganton Road) - Public investment in Memorial Park and Public Works complex - Shaw House is a key cultural and historical element & defining feature of Gateway area - Adequate parking for lower-density uses - Potential for South Broad Street to be major corridor in the future - Good existing network of streets and highways, most of minor local streets and part of a grid - Several recent, in-progress, and planning transportation projects could have a positive impact on the Gateway area - Proximate to major downtown destinations and demand generators - Existing utilities and infrastructure 	<ul style="list-style-type: none"> - Relative separation of district from neighboring residential uses provides an opportunity to create a unique land use pattern while minimizing impacts on residents - Planned connections to Poplar Street in Aberdeen, which will provide additional major street connection - Investments in upkeep/renovation of older commercial buildings (e.g. recent renovation of Rite Aid store, potential for renovation/reuse of former supermarket) - Potential for redevelopment of vacant or underutilized parcels (e.g. undeveloped lots, parking lots, etc.) - Potential for coordinated development planning, particularly on large parcels or parcels under common ownership - Prospect of transformational change in Gateway area
WEAKNESSES	THREATS
<ul style="list-style-type: none"> - Lack of connection points to neighboring districts; hard barriers are created by U.S. 1 and the CSX railroad - Lack of pedestrian or bicycle infrastructure; large gaps in sidewalk network, even with planned future sidewalk improvements - Large setbacks, which are less pedestrian-oriented or scaled; often accompanied by large surface parking lots that detract from pedestrian experience - Large block sizes and dead end streets in some areas that limit pedestrian and vehicle connectivity - Code compliance and building maintenance/appearance issues in some commercial nodes of the Gateway area - Haphazard mixing of existing land uses in some sub-districts, particularly south of Morganton Road - Lack of cohesive vision for development - Narrow rights-of-way on many streets 	<ul style="list-style-type: none"> - Abundance of vacant properties and dead space in southern half of Gateway area - Large area of bank-owned parcels could present different challenges based on whether sold for large coordinated development project or small piecemeal projects on individual parcels - Current retail lacks major anchors that would help to draw customers to the area - Limited accessibility, with several dead-end streets - Several large parking lots prominent along road frontage throughout Gateway area - Lack of landscaping and placemaking elements - Without action from the Town, we should expect the status quo trend to continue (long-term disinvestment in the Gateway area as buildings age and new development focuses in other parts of Town)

CONCLUSION & POTENTIAL NEXT STEPS

This Existing Conditions Report is intended to identify the current status of conditions in the Gateway Area and lay the initial groundwork for the Town of Southern Pines to consider next steps. In general, there appears to be an opportunity for further development and redevelopment activity to occur in the Gateway Area—the task for the Town to consider now is to what extent the Town wishes to guide or steer that future development. There are a number of potential actions the Town could pursue, such as:

- No action – allow market forces and current development ordinance requirements to drive development choices
- Policy actions – revisions to development ordinances governing the Gateway Area
- Planning actions – in-depth study/recommendations for the Gateway Area, public participation in decision making
- Capital improvements – investments in public facilities and infrastructure to support development in the Gateway Area

Below are some specific items the Town could consider when deciding on next steps, related to the five key functional elements of the Gateway Area as shown in Figure 3 on page 6.

- **Barriers** – Next steps could address the connectivity challenges presented by two major barriers: US 1 and the CSX railroad. These barriers may provide an opportunity to create a pattern of land uses that better link surrounding districts to the north and south, while also creating a unique and distinct district from areas to the east and west.
- **Gateway/Entrances** – Private development and public infrastructure investments could consider key entrance locations to create an attractive, appropriate Gateway district between the urban environment of the historic downtown and suburban environment of Highway 1.
- **Central Node/Focal Point** – Next steps could consider the “five points” area as a crossing point of the two primary thoroughfares that pass through the district. The higher intensity of retail uses and location of the Shaw House may present an opportunity for focused retail development with appropriate scale, intensity, and design for adjacent cultural resources (Shaw House, historic neighborhoods).
- **Circulation/Thoroughfares** – Mobility improvements, for both pedestrians and vehicles, within the Gateway area may be beneficial for those walking, biking, and driving throughout the study area as well as for connections to the historic downtown and the US 1 Corridor/Aberdeen. Circulation and lack of access to main thoroughfares could present challenges and “gaps” within the Gateway area.
- **Transitions to Neighboring Districts** – Morganton Road demarcates the current boundary between the more urban-type uses to the north and a much more suburban-style auto-oriented development style to the south. Planning for the development of the “central node” area surrounding the Morganton/Broad intersection could be useful in ensuring a seamless transition between these urban and suburban uses. Likewise, attention could be paid to how the Gateway Area interfaces with and transitions into the historic downtown area to the north.