

PINEVILLE       

COMPREHENSIVE PLAN

Final Plan



Adoption

This plan shall become effective upon its adoption by the Town Council of the Town of Pineville, North Carolina.
ADOPTED this the 14th day of June, 2022 by the Town Council of the Town of Pineville, North Carolina.

Attest

Town Clerk

Mayor

Acknowledgments

We extend our sincere appreciation and gratitude to the residents, business owners, elected officials, Town staff, and stakeholders who participated in the planning process and guided the development of the Pineville Comprehensive Plan. Everyone's time, input, and energy are greatly appreciated.

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- Chris McDonough | Council Member
- Ed Samaha | Council Member
- Amelia Stinson-Wesley | Council Member

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- Gary Wright (alternate)

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- Gwen Cook | Mecklenburg County Park and Recreation
- Steven Faucher | McCullough Neighborhood
- Toni Grove | Willowhurst
- John Holobinko | Pineville Chamber of Commerce
- Michael Lutes | Atrium Health
- Thomas White | Planning Board

Town of Pineville

- Ryan Spitzer | Town Manager
- Travis Morgan | Planning Director

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Introduction

This section provides an overview of the Pineville Comprehensive Plan document development and focuses on three important elements:

- Overview
- Planning Process
- Study Area

Overview

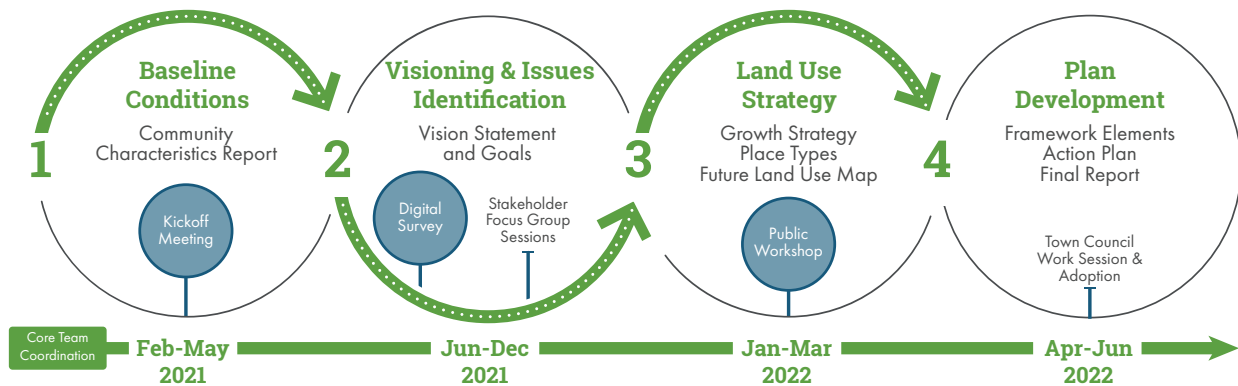
The Pineville Comprehensive Plan is a tool to help manage growth and keep the Town of Pineville vital and competitive. The Comprehensive Plan is designed to respond to information as it's identified during the planning process, whether as part of the review of previous or ongoing initiatives, new analyses, or community input collected along the way. The Community Characteristics analysis is an initial step in the process. It synthesizes information relevant to growth and development, including trends and projections. It also sets the stage for an integrated approach that considers various issues together and empowers participants to consider the relationship between land use, transportation, the environment, natural and community resources, and economic vitality. The Pineville Comprehensive Plan maintains a focus on a core purpose—to ensure an informed decision that is rooted in community values and reflected in the preferred growth strategy. This growth strategy, in turn, provides clear direction for land use initiatives.

Planning Process

The overarching goal of the Pineville Comprehensive Plan is to create a strategy to forecast, direct, and manage growth in a way that helps the Town continue to grow into a vibrant, innovative, and inclusive community. The planning process for the Comprehensive Plan was guided by a Core Team of Town staff and local representatives. In general, the Pineville Comprehensive Plan process rests on four pillars:

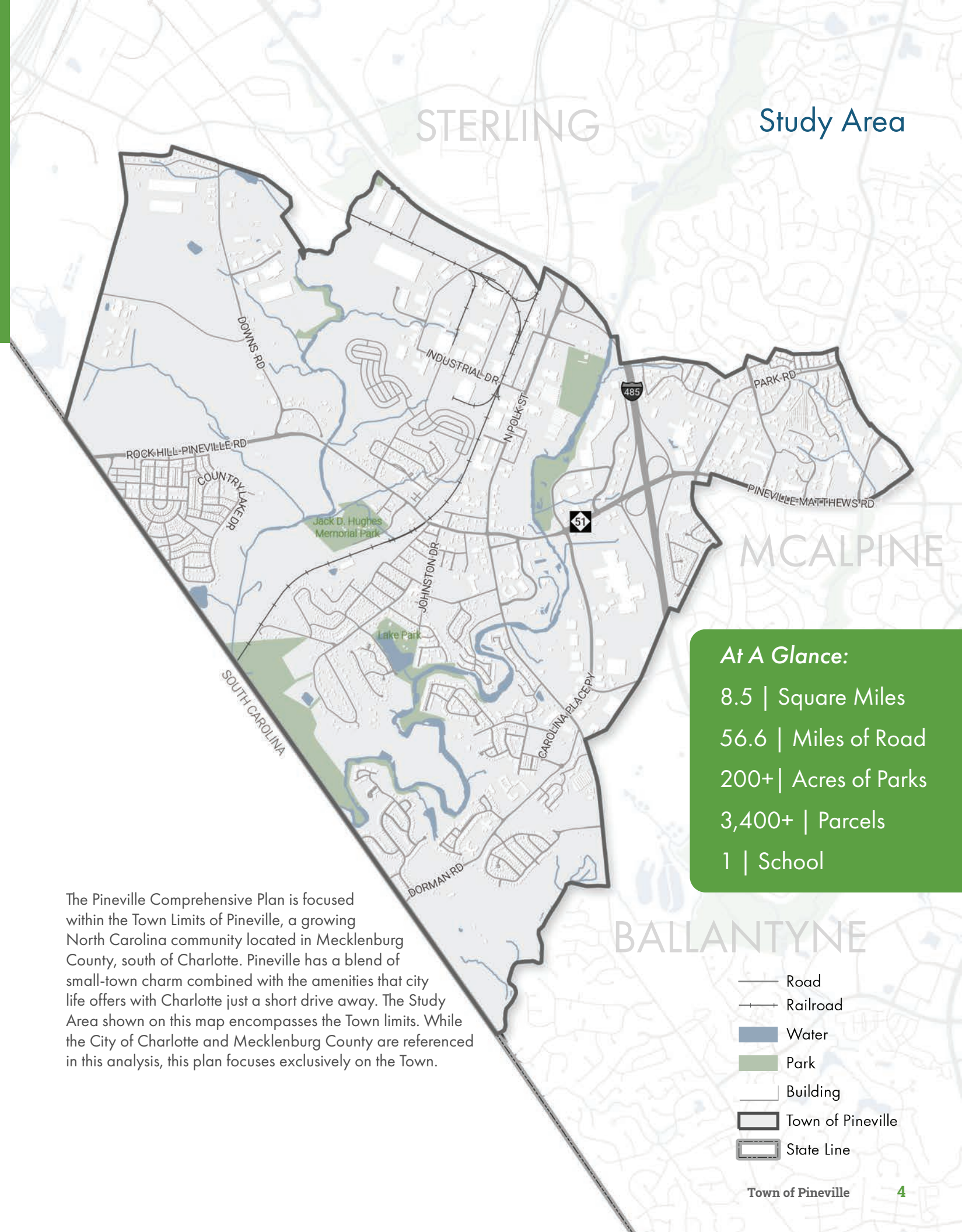
- Use goal setting and visioning exercises to understand baseline community desires.
- Leverage the work of earlier and ongoing plans.
- Create a holistic understanding of community dynamics.
- Offer realistic and measurable strategies for the plan's major topic areas.

The initial phase of the Pineville Comprehensive Plan included the review of community characteristics combined with engagement efforts to determine a vision and guiding statements that support the overarching goal.



Previous Plans and Processes

The Pineville Comprehensive Plan is not an isolated effort. It builds on the work of the 2020 Pineville PARC Plan and the 2021 Pineville Mobility Plan to create a cohesive strategy for future growth in Pineville. The Community Characteristics chapter uses these and other local and regional plans to form a picture of the existing and planned conditions in the area.



At A Glance:
 8.5 | Square Miles
 56.6 | Miles of Road
 200+ | Acres of Parks
 3,400+ | Parcels
 1 | School

The Pineville Comprehensive Plan is focused within the Town Limits of Pineville, a growing North Carolina community located in Mecklenburg County, south of Charlotte. Pineville has a blend of small-town charm combined with the amenities that city life offers with Charlotte just a short drive away. The Study Area shown on this map encompasses the Town limits. While the City of Charlotte and Mecklenburg County are referenced in this analysis, this plan focuses exclusively on the Town.

Study Area

Town of Pineville 4

Community Characteristics

The Community Characteristics chapter synthesizes information relevant to growth and development, including trends and projections. It also sets the stage for an integrated approach that weighs various issues together and empowers participants to consider the relationship between land use, transportation, the environment, natural and community resources, and economic vitality. This section is organized into four main topics:

- Plan and Policy Review
- Demographics
- Existing Conditions
- SWOT Analysis

Plan and Policy Review

It is vital to understand the existing land use policies and related recommendations to leverage the work that has already been conducted by planning professionals in Pineville and the greater region. This section outlines various planning efforts that contain recommendations relevant to the development of the Pineville Comprehensive Plan. All recommendations listed are summarized from their respective documents.

Pineville Mobility Plan (2021)

Overview

With an increasing population and a desire for accessible and connected multimodal transportation options, there is a demand for a more walkable and bikeable community. With those priorities in mind, the Town of Pineville developed the Pineville Mobility Plan to ensure success for future generations by creating more active transportation options for residents, businesses, and visitors.

The Pineville Mobility Plan serves as a guide for future decision making and planning efforts related to multimodal transportation in Pineville. The Town should reference the recommendations and prioritization in this document to create a more connected community that provides more transportation options for all users.

Relevant Recommendations

- Expand the pedestrian network and build the bicycle network along major connectors to allow multimodal transportation options for Pineville residents
- Upgrade select intersections to improve safety and accommodate multimodal forms of transportation
- Upgrade select bus stops to increase the accessibility, comfort, and safety of transit:
 - NC 51 and Cranford Drive
 - NC 51 and Dover Street/Railroad
 - NC 51 and Leitner Drive/Carolina Place Parkway
 - NC 51 and Park Road
 - NC 51 and Park Cedar Drive
 - Johnston Road and McMullen Creek Parkway
 - Park Road and Willow Ridge Road
 - Park Road at Sam's Club
 - Polk Street at 400
 - Hwy 51 and Marfield Lane
 - NC 51 and McMullen Creek Parkway
 - Lowry Street and Marine Drive
 - Lancaster Highway and Carolina Place Parkway
- Implement programmatic efforts to improve conditions for walking and bicycling:
 - Multimodal policy
 - Design guidelines
 - Promotion and awareness
 - Local events
 - Transit access
 - Monitoring and assessment



Pineville PARC Plan (2020)

Overview

Pineville developed the Parks, Art, Recreation, and Culture (PARC) Plan in 2020 to plan the future of the Parks and Recreation department. This plan aims to help Pineville better serve its citizens through parks, open spaces, and recreation opportunities. As Pineville grows and expands during this planning period, the PARC Plan will help guide the Parks and Recreation Department in its quest to promote healthy lifestyles and provide recreation space to Pineville residents. This plan studies Pineville today and anticipates the Town's future needs.

Relevant Recommendations

- Provide more sports facilities, including baseball, tennis, and basketball courts
- Provide two miles of trails, including accessible connections to the proposed Little Sugar Creek Greenway extension
- Expand Belle Johnston Community center to provide more space for staff and activities
- Expand Jack D. Hughes Park and Lake Park and build the proposed Goodsell Park

The Pineville Mobility and PARC Plans set the foundations for the Transportation and Mobility and Parks and Open Space framework elements, respectively.

Mecklenburg County Comprehensive Park and Recreation Master Plan Update (2015)

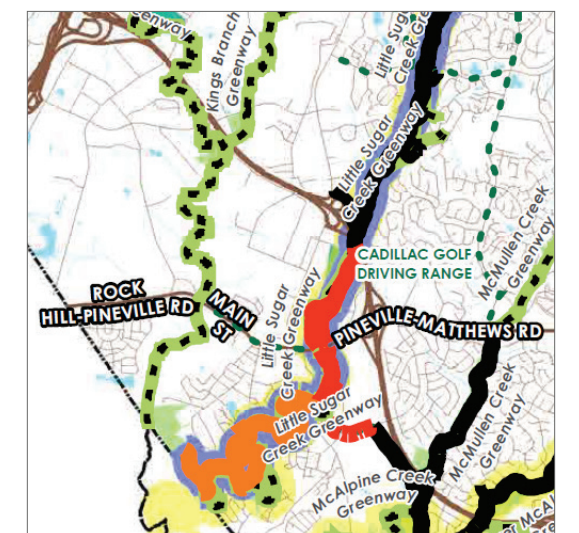
Overview

Mecklenburg County Park and Recreation (MCPR) created the Comprehensive Park and Recreation Master Plan Update to get ahead of development and address the expressed needs of residents. This document is a means to guide the provision of parks and recreation and to advance the overall mission and vision of Mecklenburg County Park and Recreation. The goal of this plan is to guide the delivery of excellent parks, trails, public facilities, activities, programs, and services that will contribute to community prosperity and improve the quality of life for the residents and visitors of Mecklenburg County.

Relevant Recommendations

- Sugar Creek Greenway
- Little Sugar Creek Greenway
- McAlpine Creek Greenway
- McMullen Creek Greenway

Greenway Master Plan Map



Pineville Zoning Ordinance (2021)

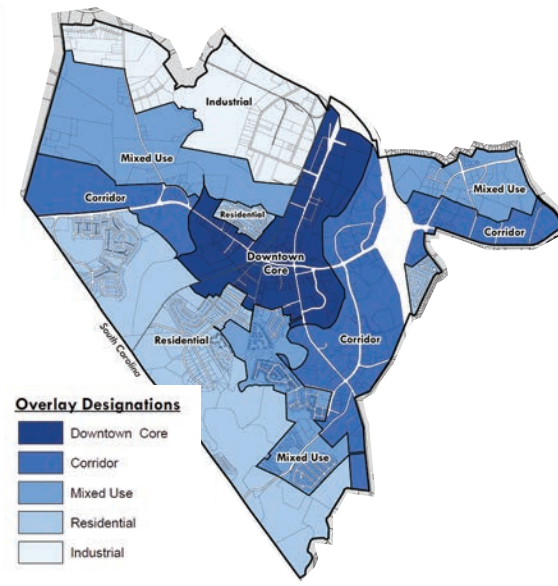
Overview

The Pineville Zoning Ordinance is a regulatory document that guides land use and development decisions in the Town. The zoning regulations are in place to make growth and development more predictable; to help offset concerns related to the stress on streets, infrastructure, and community services and facilities; and to promote health and general welfare throughout Pineville. The zoning regulations also provide standards for off-street parking, signs, exterior lighting, community appearance, screening and landscaping, and additional standards for permitted uses.

Relevant Recommendations

- Downtown Overlay District — The design of all projects within overlay district should be the most attractive, long-lasting, sustainable, and pedestrian-friendly environment possible
- Corridor Overlay District — Development in this district will take the form of live/work units and condominiums that allow commercial units to best use the traffic along the front of these thoroughfares
- Neighborhood Mixed-Use Overlay District — Retail and service uses should be developed around local neighborhood centers and higher traffic locations
- Residential Overlay District — Uses in this district should be primarily single-family detached residences arranged around a neighborhood center and usable common open spaces
- Industrial Overlay District — Uses in this district should be primarily light industrial uses such as warehousing, light manufacturing/processing/distribution, and industrial offices

Overlay Districts



Pineville Subdivision Ordinance (2018)

Overview

Pineville's Subdivision Ordinance has been developed to achieve equal, impartial treatment for all and to provide clear-cut procedures for the preparation, submission, and review or approval of subdivision plans.

Relevant Recommendations

- Conformity — Subdivisions should be planned to protect and enhance the stability, environment, health, safety, and character of the neighboring area and encourage street connectivity
- Access to adjoining unsubdivided property — The proposed street system should be designed to provide desirable access to unsubdivided properties adjoining the subdivision and interconnection to similar uses
- Access to parks, schools, greenways, etc. — Streets should be designed or walkways dedicated for convenient access to parks, greenways, playgrounds, schools, and other public facilities

2045 CRTPO Metropolitan Transportation Plan (2018)

Overview

The Charlotte Regional Transportation Planning Organization (CRTPO) 2045 Metropolitan Transportation Plan (MTP) defines the policies, programs, and projects to be implemented over the next 20+ years to enhance connectivity, improve safety, support land use plans, and provide mobility choices in the CRTPO planning area. It also addresses planning factors related to transportation, identifies measures to track system performance, and details realistic socioeconomic and financial projections that impact the region's future. The MTP contains recommendations for streets and roads, greenways, bicycles, pedestrian facilities, transit routes, fixed-rail transportation.

Relevant Recommendations

- Little Sugar Creek Greenway — Extend the greenway along Little Sugar Creek to Pineville
- Pineville-Matthews Road — Improve Pineville-Matthews Road from Park Road to Carmel Road by implementing access management solutions and bicycle and pedestrian facilities
- Park Road — Widen Park Road from Johnston Road to Pineville-Matthews Road from two to four lanes with a median, bike lanes, and sidewalks
- CONNECT Our Future Recommended Transit Network — Identify projects that expand the transit network in Pineville

CRTPO Comprehensive Transportation Plan (2020)

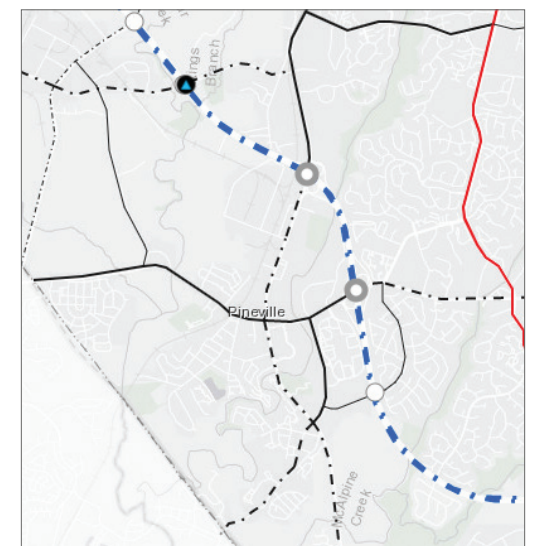
Overview

The Comprehensive Transportation Plan (CTP) is CRTPO's multimodal strategy to improve the transportation system to meet future mobility demands. The CTP represents the long-term vision for how the transportation network should advance to serve residents and employers. The CTP includes four transportation modes: highways and streets; public transportation and rail; bicycle; and pedestrian.

Relevant Recommendations

- Improve I-485 from I-77 to Rea Road
- Improve Nations Ford Road from the South Carolina State Line to Westinghouse Boulevard
- Improve Westinghouse Boulevard from Nations Ford Road to South Boulevard
- Realign Dorman Road from South Carolina State Line to connect directly to Carolina Place Parkway
- Improve Pineville Road/Polk Street/Lancaster Highway from I-485 to Johnston Drive
- Improve Pineville-Matthews Road from I-485 to McAlpine Creek
- Improve the I-485/Pineville-Matthews Rd and I-485/South Blvd interchanges

CTP Recommendations Map



Demographics

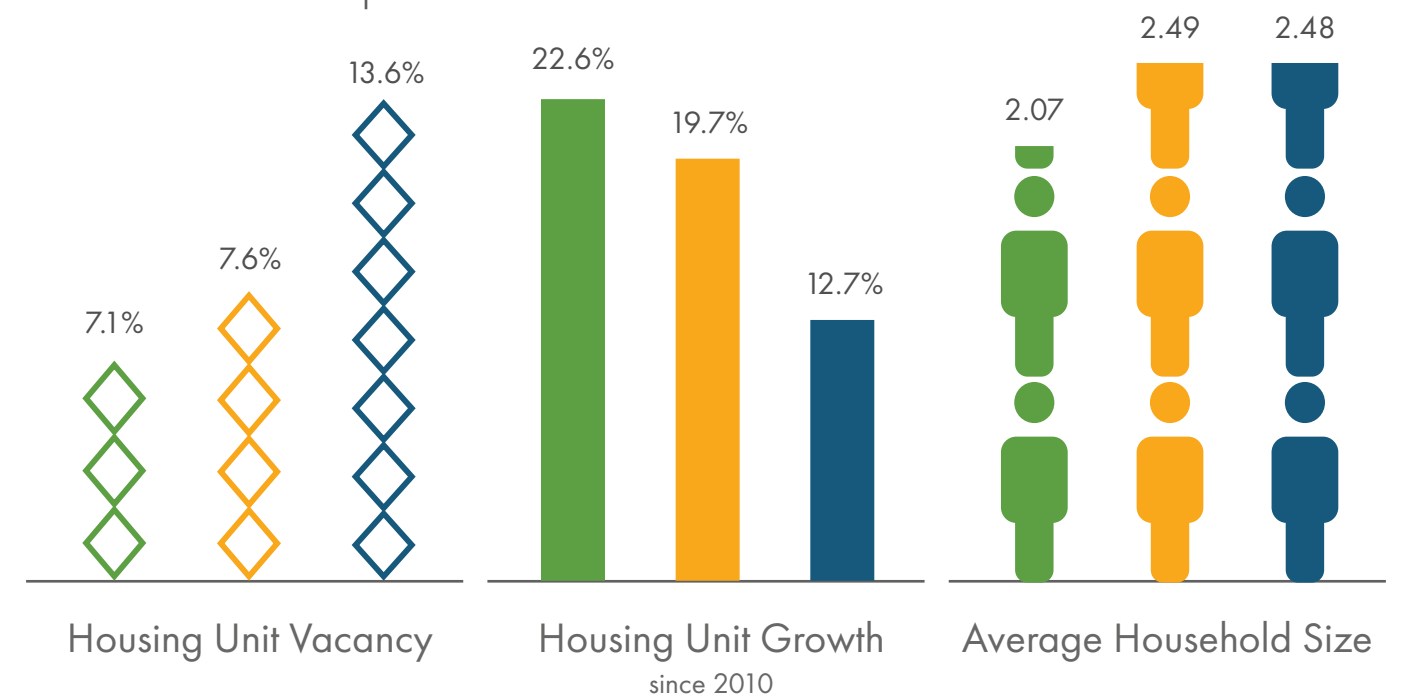
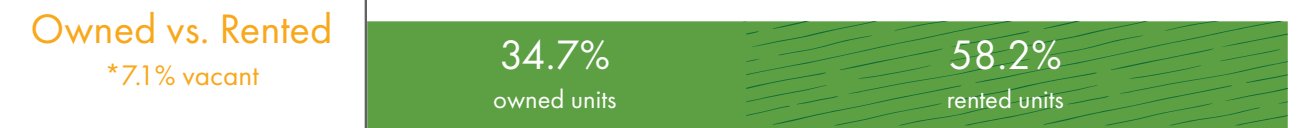
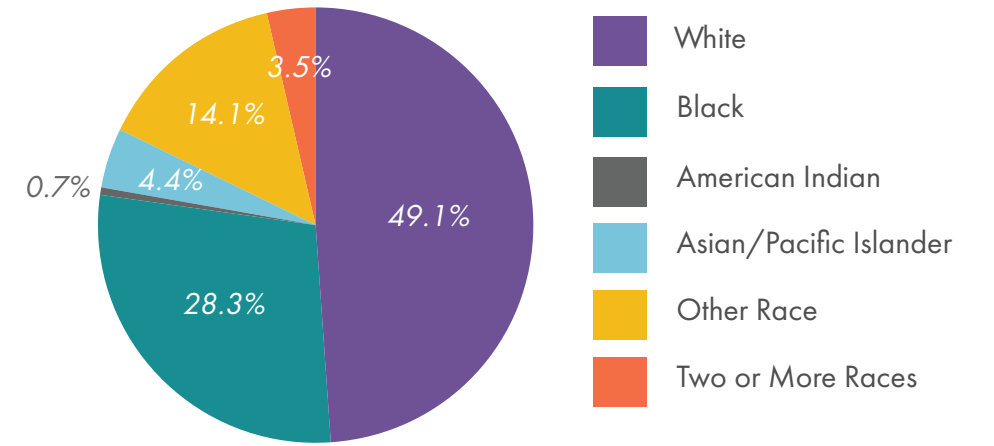
Demographic, economic, and commuting trends help us understand current conditions in Pineville and how future growth might affect or be affected by these data points. Unless stated otherwise, the data in this section is from 2020 and is from ESRI Business Analyst, which uses US Census data. Some of the data points in this section are compared with Mecklenburg County and North Carolina as a whole. At the time the data was collected and analyzed (Spring 2021), 2020 data represents the newest available.

At a Glance

The population of Pineville in 2020 was 9,798. A deeper dive shows how the population compares to Mecklenburg County and the State of North Carolina. The graphs are color-coded based on these three geographies:



50.9%
Minority Population



Existing Conditions

This section takes a closer look at the existing conditions within Pineville to understand the needs of the Town as they relate to growth. This analysis provides the foundation to identify challenges and opportunities for change and establish recommendations for future growth.

Framework Elements

The Pineville Comprehensive Plan features six supportive framework elements that respond to the Land Use Strategy and the Future Land Use Map. To create the foundation for these elements, the existing conditions for each topic are shown in this section. The Land Use Strategy and six framework elements are listed on the adjacent page with a brief description. Subsequent pages of this section highlight the existing conditions for each of the six elements.



Land Use Strategy:

This framework element refines the preferred growth strategy to create an updated future land use map. The map and associated narrative communicate a well-organized, market-supportive allocation of land uses with supportive policies to achieve the desired land use vision. All other framework elements are based on the recommendations in the Land Use Strategy.



Supportive Framework Elements:

Economic Development

This framework element revisits the market analysis from the Community Characteristics phase to help communicate to show future economic development opportunities that promote a healthy mix of a wide variety of commercial, industrial, and service-oriented businesses.



Housing

The housing framework ties housing characteristics from the Community Characteristics analysis to the future land use map with considerations for programs and policies that align with housing diversity and supply to meet the needs of existing and future residents.



Transportation and Mobility

The transportation and mobility framework summarizes the outcomes of the Pineville Mobility Plan and considers the Mobility Plan's recommendations against the preferred growth strategy and future land use map.



Cultural and Historic Resources

This framework bridges the gap between previous plans and the future land use map to address how the future land use decision can preserve and promote Pineville's cultural and historic resources.



Parks and Open Space

This framework element summarizes the outcomes of the PARC Plan while describing how the future land use map protects and leverages Pineville's natural resources.



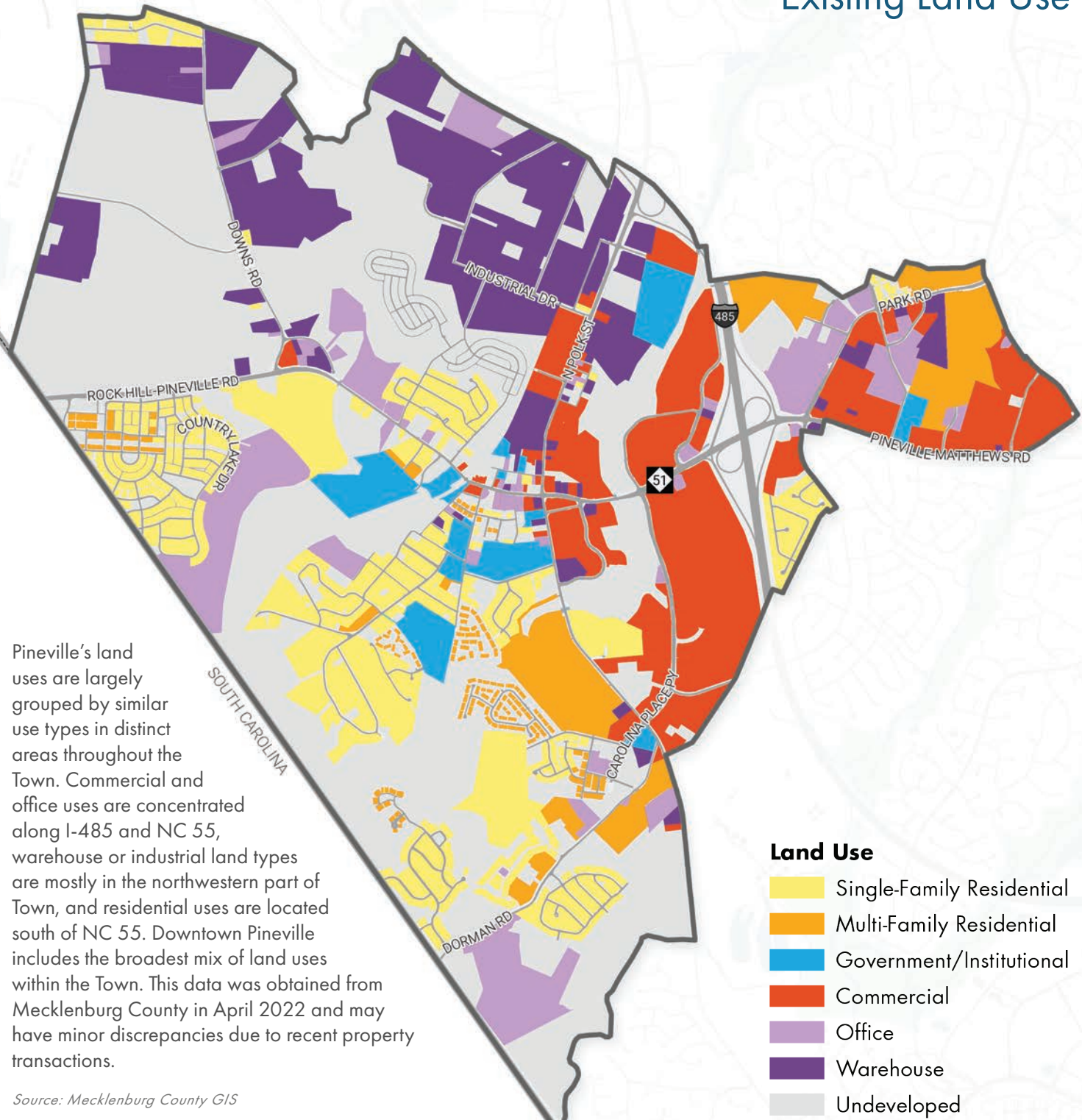
Community Facilities

The framework element addresses the future land use map's connection to community infrastructure and community services. As a precursor to future service plans, this framework lays the groundwork for orderly and fiscally sound growth in the coming decades.

Land Use

Land use provides a picture of how an area is being used and further reveals how these different uses complement each other. The existing land use map below is a starting point for the Comprehensive Plan development as the process identifies gaps and trends that can be addressed through land use and supportive policies and programs.

Existing Land Use



Pineville’s land uses are largely grouped by similar use types in distinct areas throughout the Town. Commercial and office uses are concentrated along I-485 and NC 55, warehouse or industrial land types are mostly in the northwestern part of Town, and residential uses are located south of NC 55. Downtown Pineville includes the broadest mix of land uses within the Town. This data was obtained from Mecklenburg County in April 2022 and may have minor discrepancies due to recent property transactions.

Source: Mecklenburg County GIS

- Land Use**
- Single-Family Residential
 - Multi-Family Residential
 - Government/Institutional
 - Commercial
 - Office
 - Warehouse
 - Undeveloped

Land Use Screening

A land use screening identifies locations that are most susceptible to change. The land use screening documents development status, maps environmental features, and identifies areas with the greatest potential for change. The initial areas of opportunity are places where new growth is likely, but it should be emphasized that the land use screening, in general, and development status, in particular, are just the first steps in determining growth opportunities. This information needs to be coupled with the other factors and areas examined further in this document.

Environmental Screening

A high-level screening identifies environmental constraints that could affect development potential. These constraints focus on hydrology, including bodies of water, wetlands, and flood zones. These constrained areas are overlaid on the development status to clarify areas of potential change.

Development Status

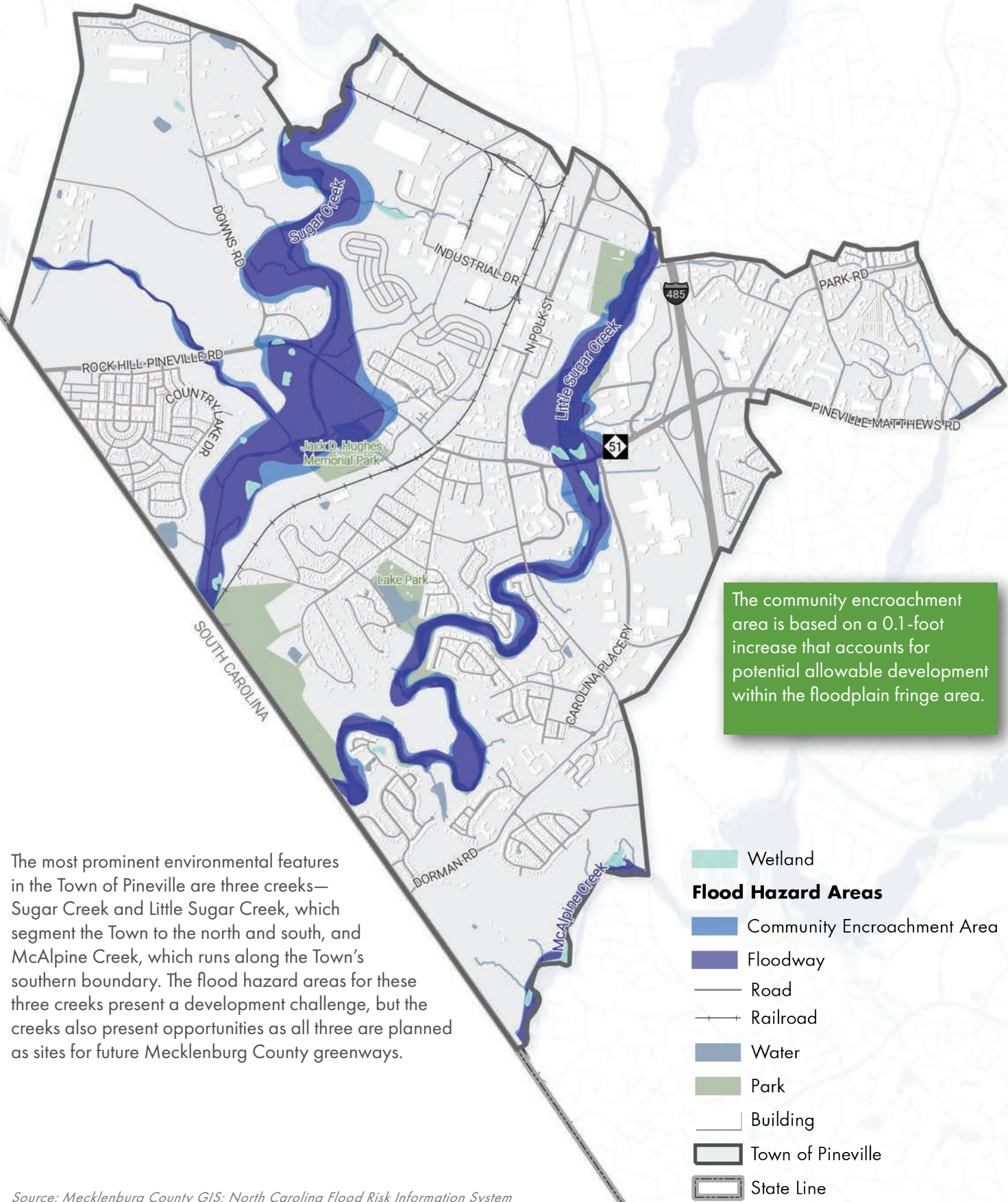
Development status uses a quantitative process to determine places in the study area that could accept new development. Each parcel is assigned a development status based on assessed values of the buildings, land, improvement opportunities, and the size of the parcels. The table below provides more detail on the categories and shows the breakdown of the study area by category (acreage and percent of the study area).

Development status informs the land use planning process by identifying parcels theoretically able to receive new growth. Concentrations of parcels designated as “undeveloped” or “underdeveloped” typically have a high propensity for change. Conversely, areas mostly designated as “developed” and “conserved open space” have limited opportunities for change or face more obstacles to facilitating that change.

Name	Description	Area (acres)	Percent
Developed	Building value is greater than land value	1,171	28%
Undeveloped	Parcels with a building value of \$0	1,224	29%
Underdeveloped, Large Parcel	Parcels larger than 10 acres where building value is less than land value but greater than \$0	432	10%
Underdeveloped, Small Parcel	Parcels smaller than 10 acres where building value is less than land value	325	7%
Conserved Open Space	Parks, open space, conservation and utility buffers, floodplain, and other areas not available for development	1,091	26%
Total		4,243	100%

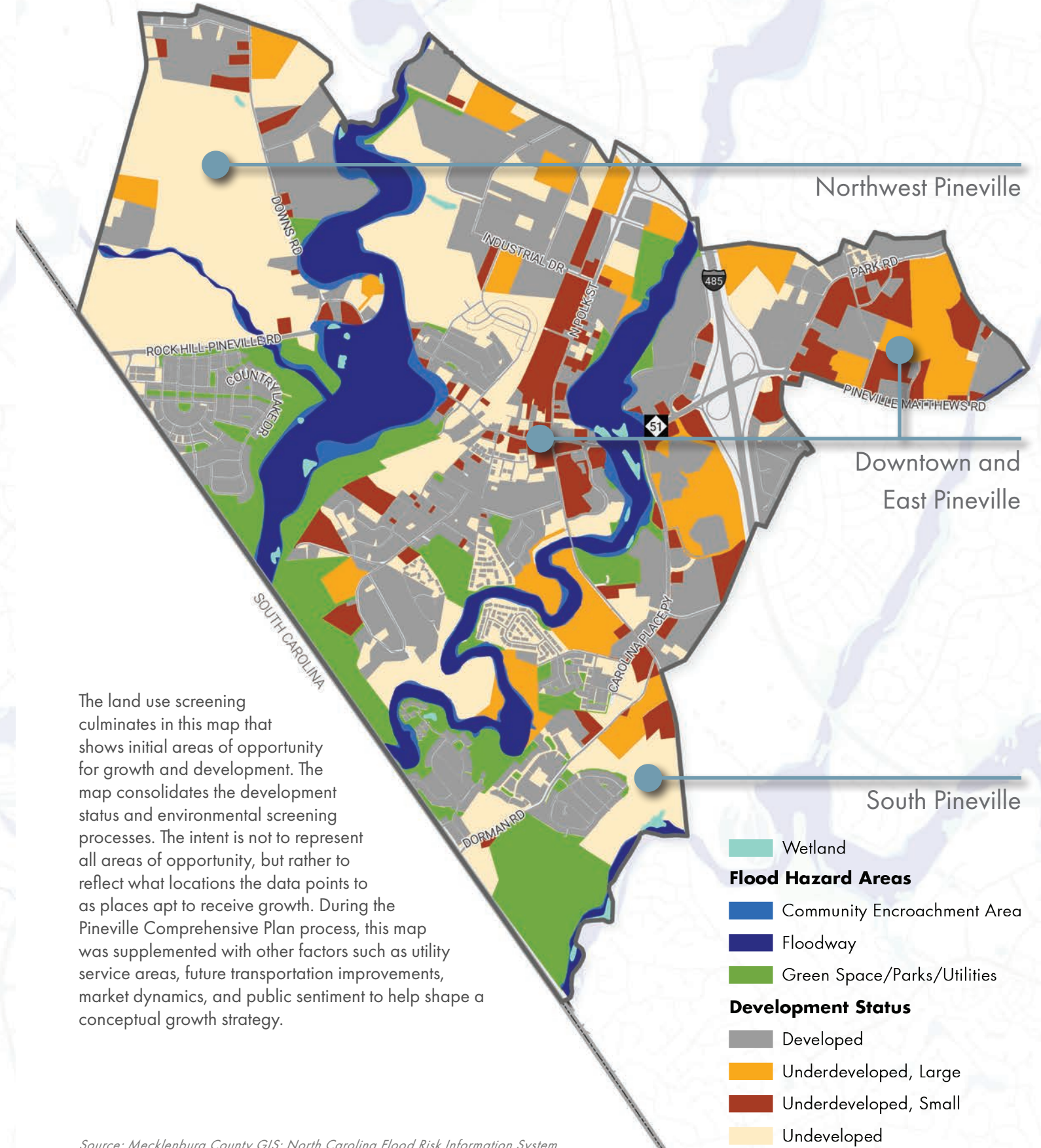
It’s important to note that growth can and will occur in locations identified as Developed. As market conditions change, mobility trends shifts, and neighborhoods and places evolve, redevelopment will occur. The development status represents a snapshot in time based on current tax parcel data.

Environmental Features



Source: Mecklenburg County GIS; North Carolina Flood Risk Information System

Areas of Opportunity



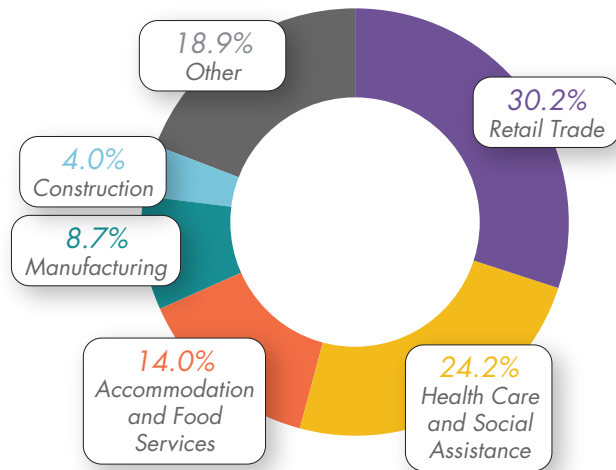
Source: Mecklenburg County GIS; North Carolina Flood Risk Information System

Economic Development

The Pineville economy is growing into a more significant player in the county and the Region. An assessment of current economic conditions serves as a foundation to establish a central vision for Pineville's economic development. This vision is complemented by the recommendations and future land use map. The data below highlights the economic and employment trends in the Town.

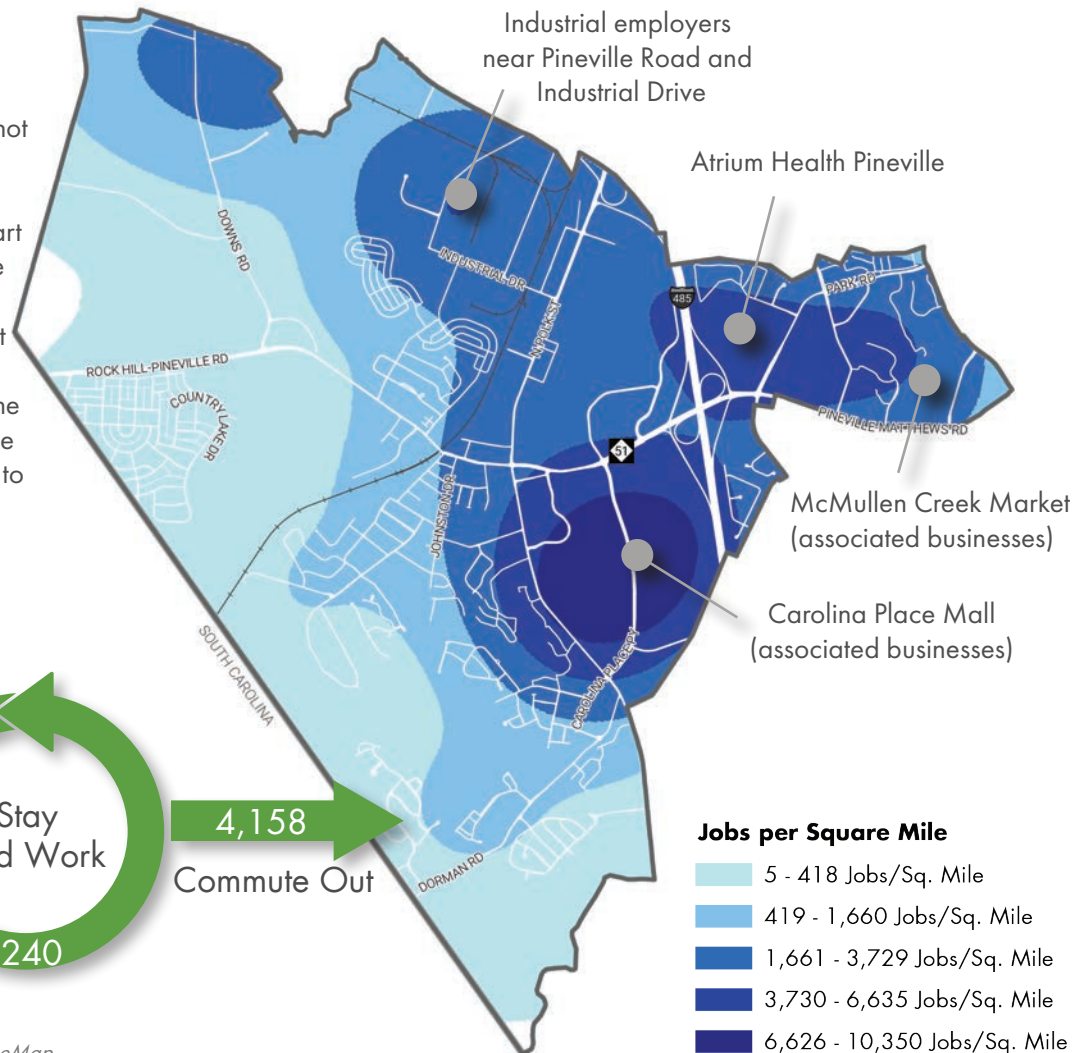
Employment

Based on US Census data, employment in Pineville has no single dominant industry, but is distributed between retail trade, healthcare and social assistance, and accommodation and food service. These industries are largely buoyed by the Carolina Place Mall, Atrium Health Pineville, and other large-scale businesses along the Town's main roads. Manufacturing and construction round out the top five represented industries. A breakdown of industry percentages in Pineville is shown to the right.



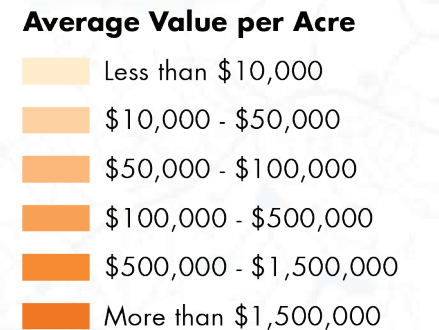
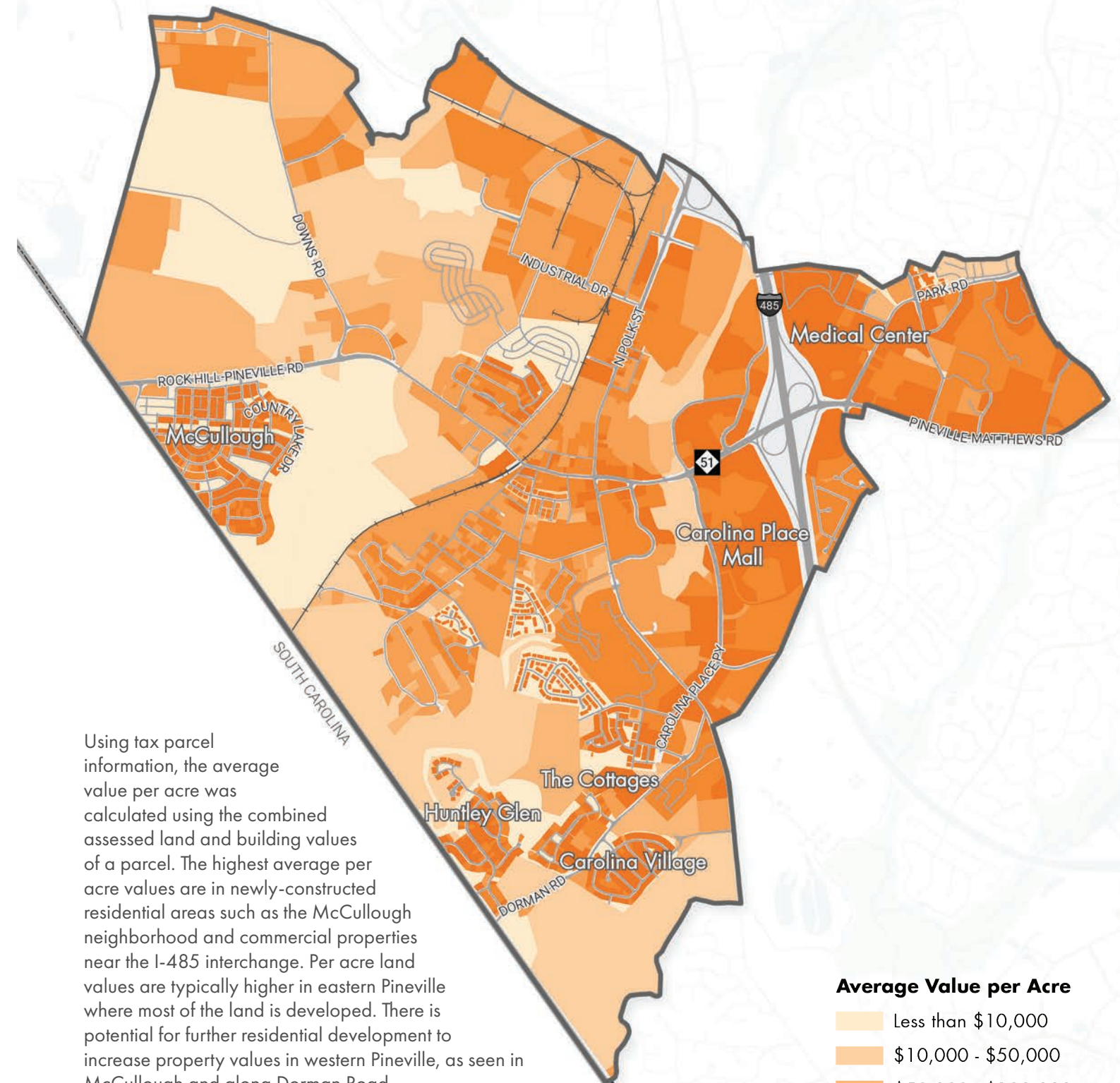
Employers and Employees

The map to the right shows the hot spots of employment centers in Pineville located in the eastern part of Town. As seen in the chart below, just over 13,000 people commute daily to Pineville to work in Town. This indicates that while Pineville has a resident population of nearly 10,000, the Town daily serves almost double that—18,912—as people travel to Pineville for work.



Source: US Census Bureau, 2018 OnTheMap

Average Value per Acre

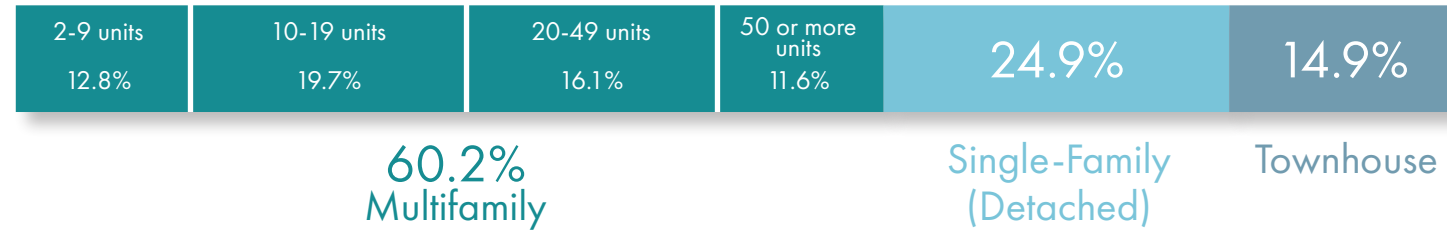


Source: Mecklenburg County GIS

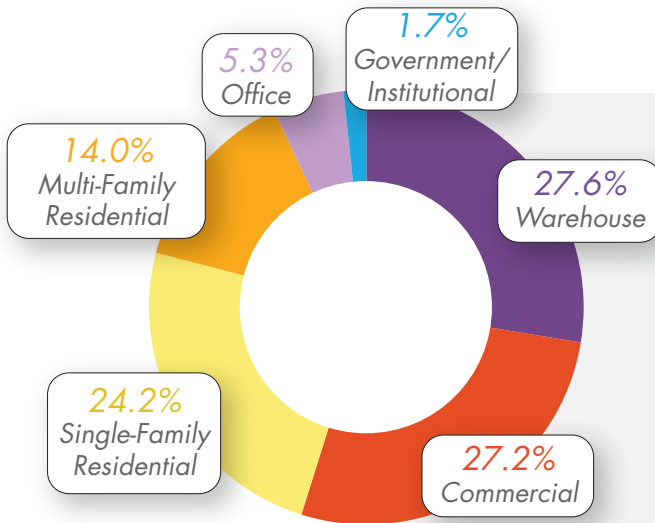
Housing

Characteristics of households and housing unit trends help show the types of residential growth that Pineville is experiencing. This data can help lead to policy and future land use decisions that support the existing characteristics, growth, or decisions that encourage different conditions to better align with the community visions. The following pages highlight key statistics and characteristics of existing housing in Pineville. The data comes from the US Census Bureau, 2019 American Community Survey 5-year estimates, and the 2020 Esri Business Analyst. Additionally, information from tax parcel data is presented to illustrate recent residential sale trends, housing affordability, and a breakdown of Pineville's square footage by land use.

Product Type



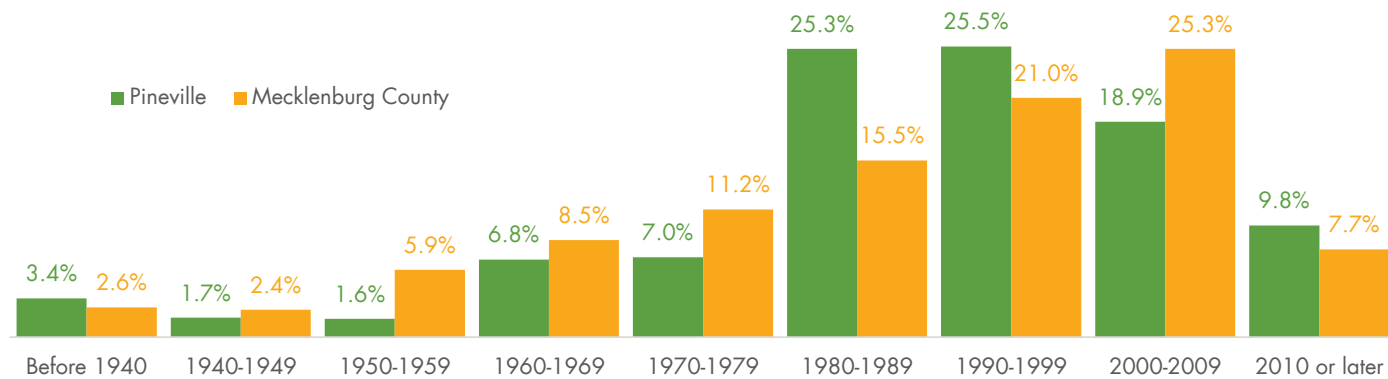
Square Footage by Land Use



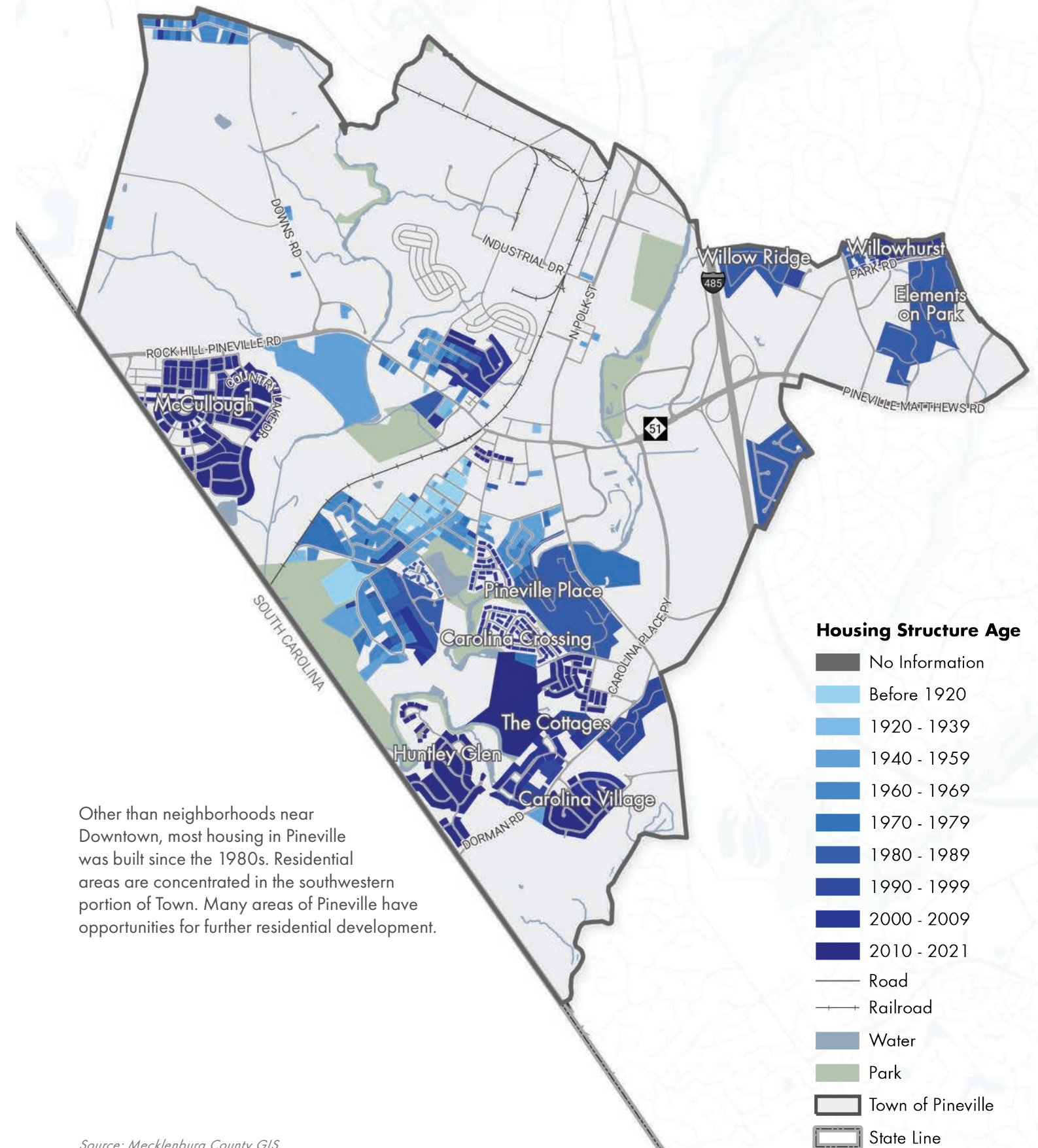
The pie chart to the left breaks down Pineville's land use by the square footage of the buildings that serve the use. Pineville's land is fairly evenly distributed between warehouse, commercial, and single-family residential uses which comprise about three-quarters of the Town's buildings. The final quarter is made up of multifamily residential, office, and government/institutional uses. Although the product type graph above shows that 60% of housing units in Pineville are multifamily, the square footage of these only takes up about 14% of land use which speaks to the efficiency in size and the footprint of multifamily housing when compared to single-family homes.

Housing Age

Housing stock in Pineville is of similar age to the housing stock in Mecklenburg County. In both the Town and the County, just under 50% of housing units were constructed before 1990. The median age for housing in Pineville and in Mecklenburg County is 29 years.



Housing Structure Age

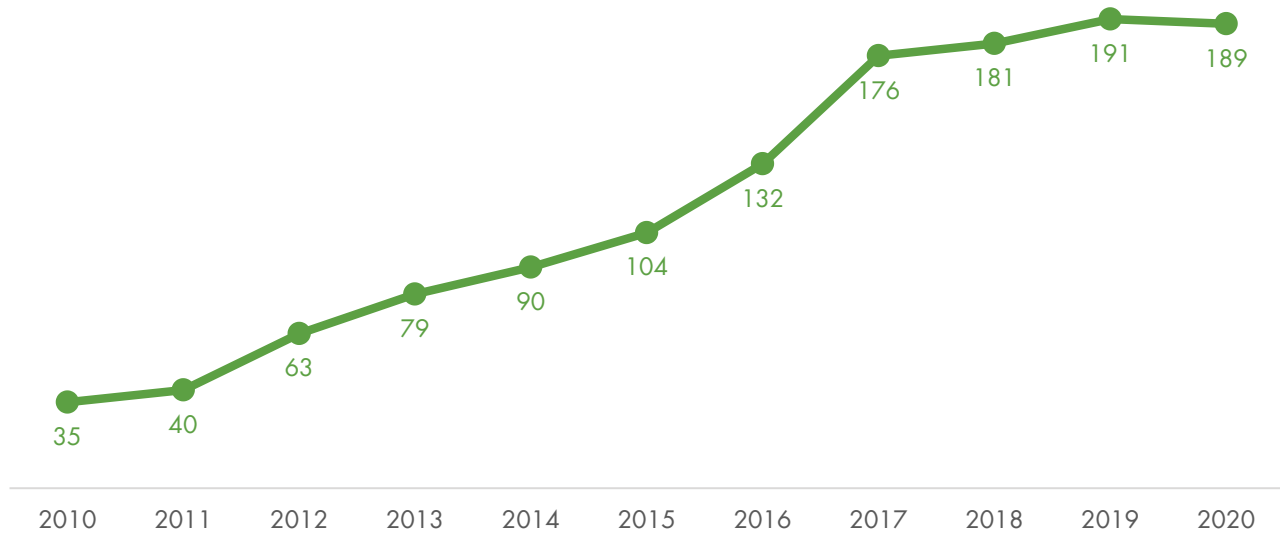


Source: Mecklenburg County GIS

Housing Sales

As Pineville's population has expanded over the past decade, the number of single-family housing sales per year has also grown from 35 in 2010 to nearly 200 in both 2019 and 2020. While there has been some stabilization in recent years, this dramatic increase indicates the area's growing attractiveness.

Single-Family Closings



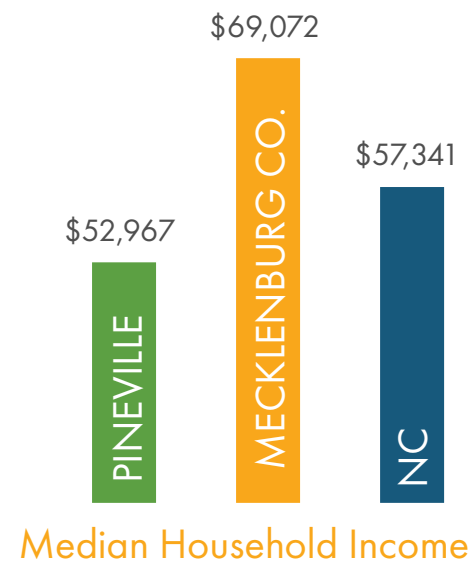
Single-Family Median Sales Prices

During this period, the median sales price also steadily increased at an overall rate of 68.4%, from \$190,000 in 2010 to a peak of \$320,000 in 2020. This could present a challenge for Pineville as communities across the region and country are grappling with housing affordability.



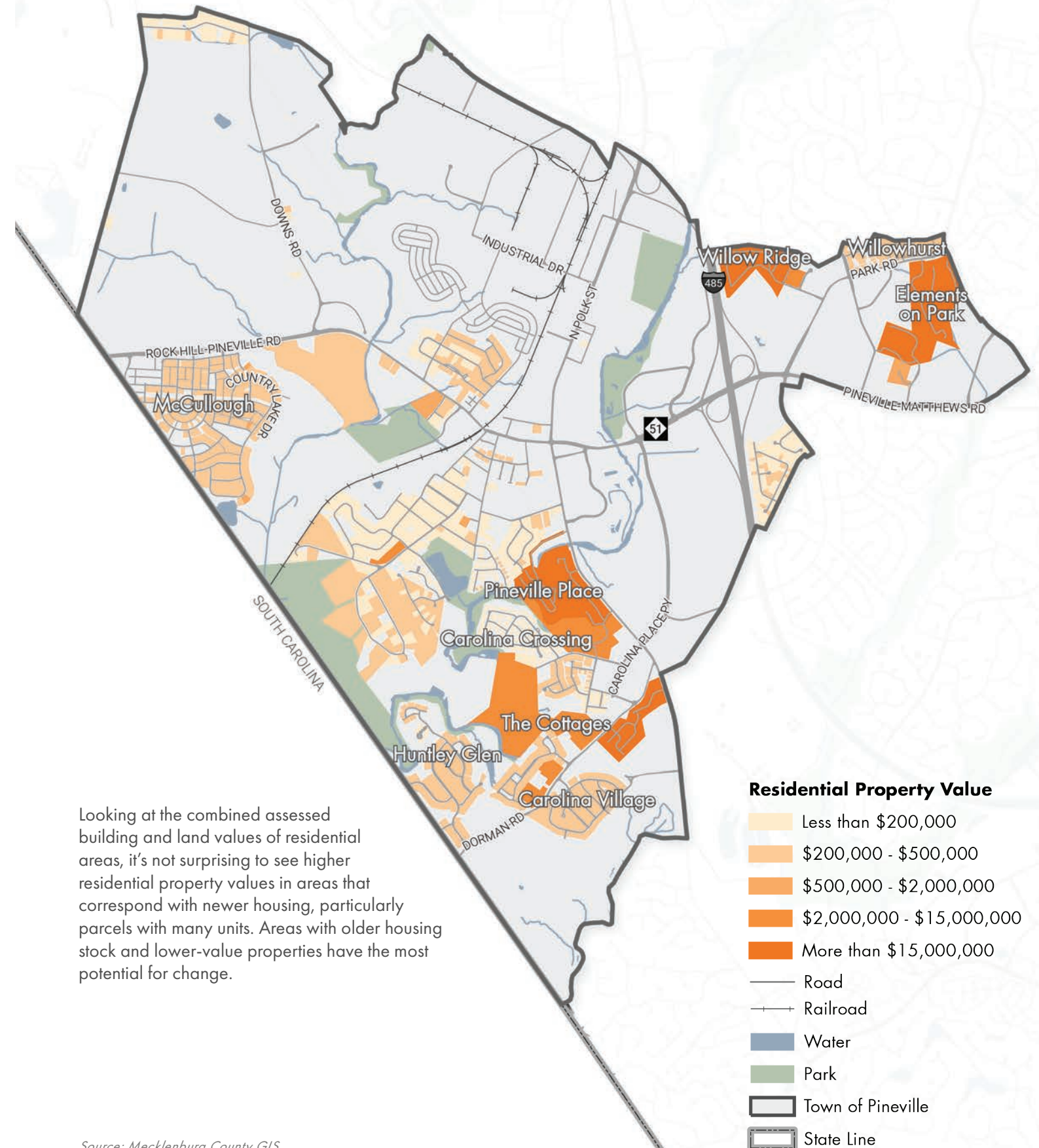
Housing Costs

Pineville's median household income is significantly lower than Mecklenburg County and the state. Pineville has higher shares of low- and middle-income households with nearly 75% of households earning less than \$75,000 annually, compared with approximately 55% in the County. This limits the amount a household can comfortably afford to spend on housing costs. Pineville is already experiencing some of this strain as more than half of renter households are housing cost-burdened, meaning they spend more than 30% of their income on housing costs.



Median Household Income

Residential Property Value



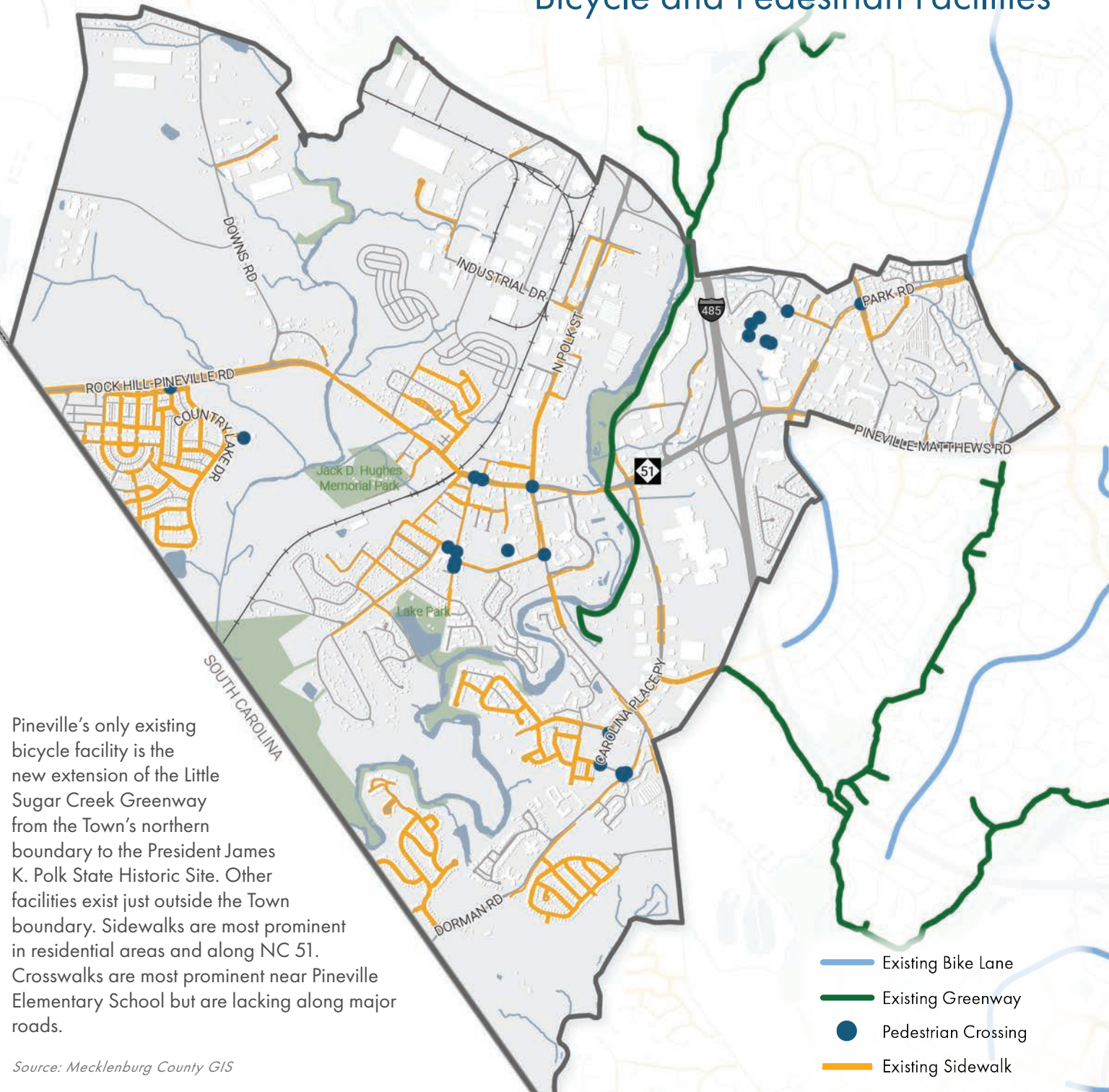
Looking at the combined assessed building and land values of residential areas, it's not surprising to see higher residential property values in areas that correspond with newer housing, particularly parcels with many units. Areas with older housing stock and lower-value properties have the most potential for change.

Source: Mecklenburg County GIS

Transportation and Mobility

How people move through their environment is a key factor in the success of any town. Transportation and mobility include not only road and vehicular travel, but also biking, walking, and public transit. Transportation and land use decisions must be made together to foster a vibrant community. The Pineville Mobility Plan assessed existing transportation facilities in Pineville as a baseline for future improvements. The following information is from the Pineville Mobility Plan, adopted in 2021.

Bicycle and Pedestrian Facilities



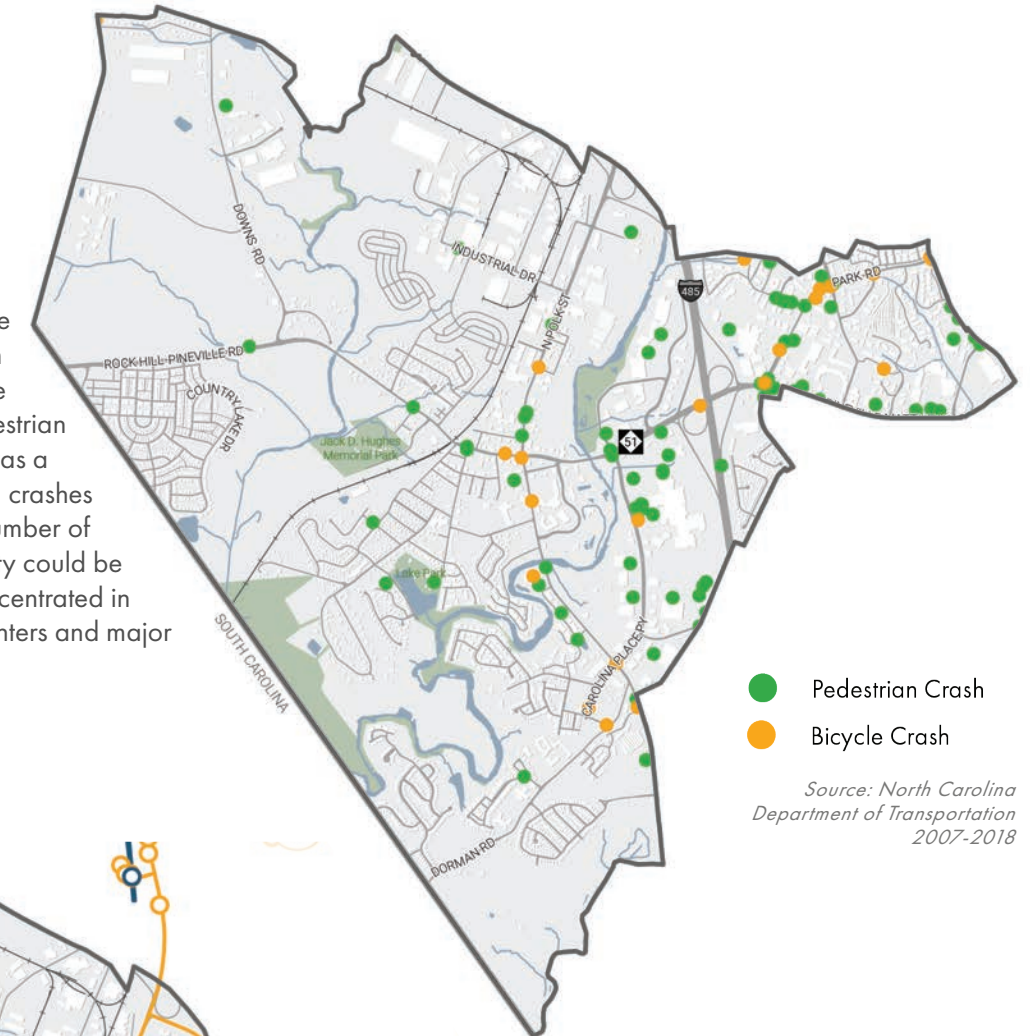
Pineville's only existing bicycle facility is the new extension of the Little Sugar Creek Greenway from the Town's northern boundary to the President James K. Polk State Historic Site. Other facilities exist just outside the Town boundary. Sidewalks are most prominent in residential areas and along NC 51. Crosswalks are most prominent near Pineville Elementary School but are lacking along major roads.

Source: Mecklenburg County GIS

- Existing Bike Lane
- Existing Greenway
- Pedestrian Crossing
- Existing Sidewalk

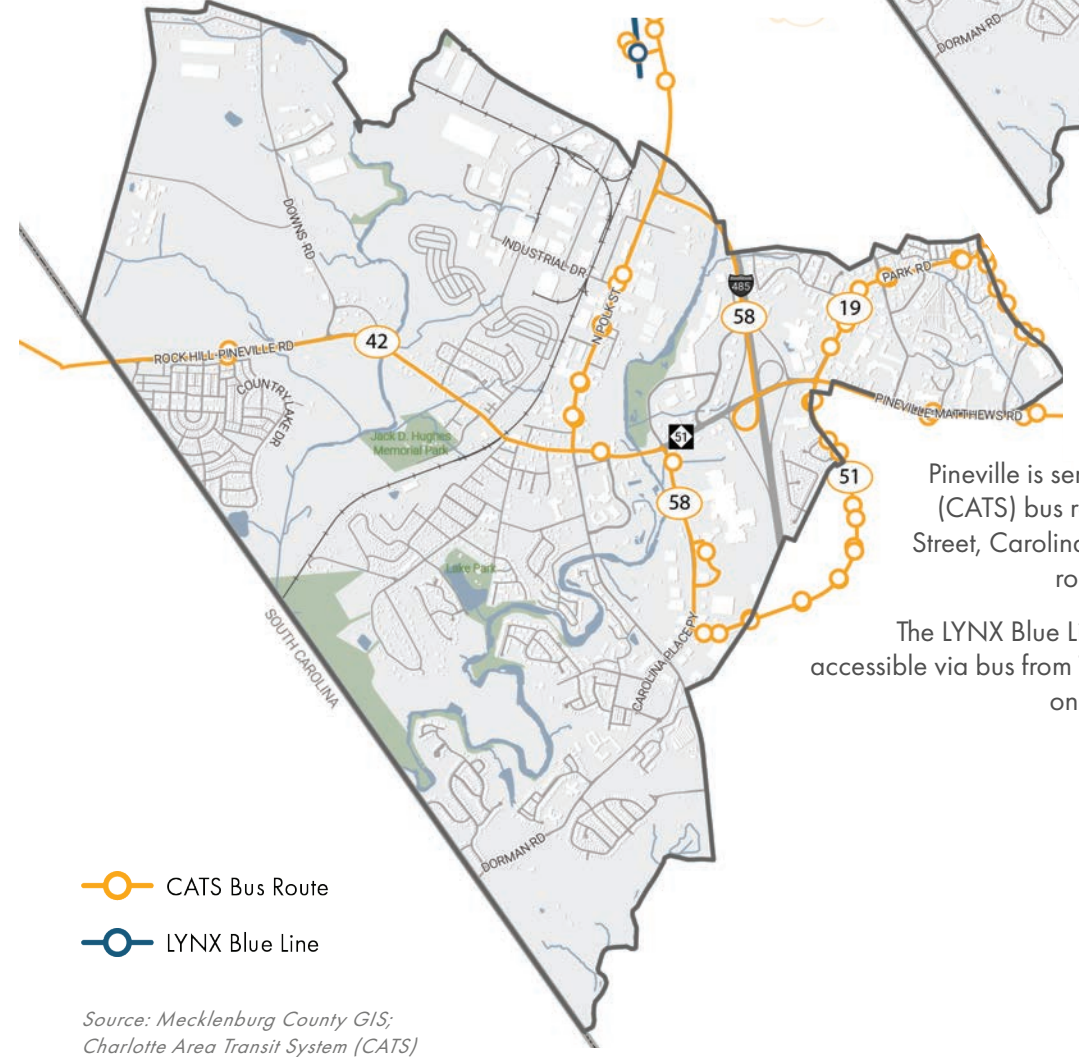
Bicycle and Pedestrian Safety

This map displays points where bicycle and pedestrian crashes occurred from 2007 to 2018. In this time frame, there were 23 bicycle crashes and 82 pedestrian crashes. One of the bicycle crashes was a serious injury. Seven of the pedestrian crashes resulted in serious injuries. The high number of pedestrian crashes indicates that safety could be improved. Pedestrian crashes are concentrated in eastern Pineville near employment centers and major shopping areas.



- Pedestrian Crash
- Bicycle Crash

Source: North Carolina Department of Transportation 2007-2018



Transit

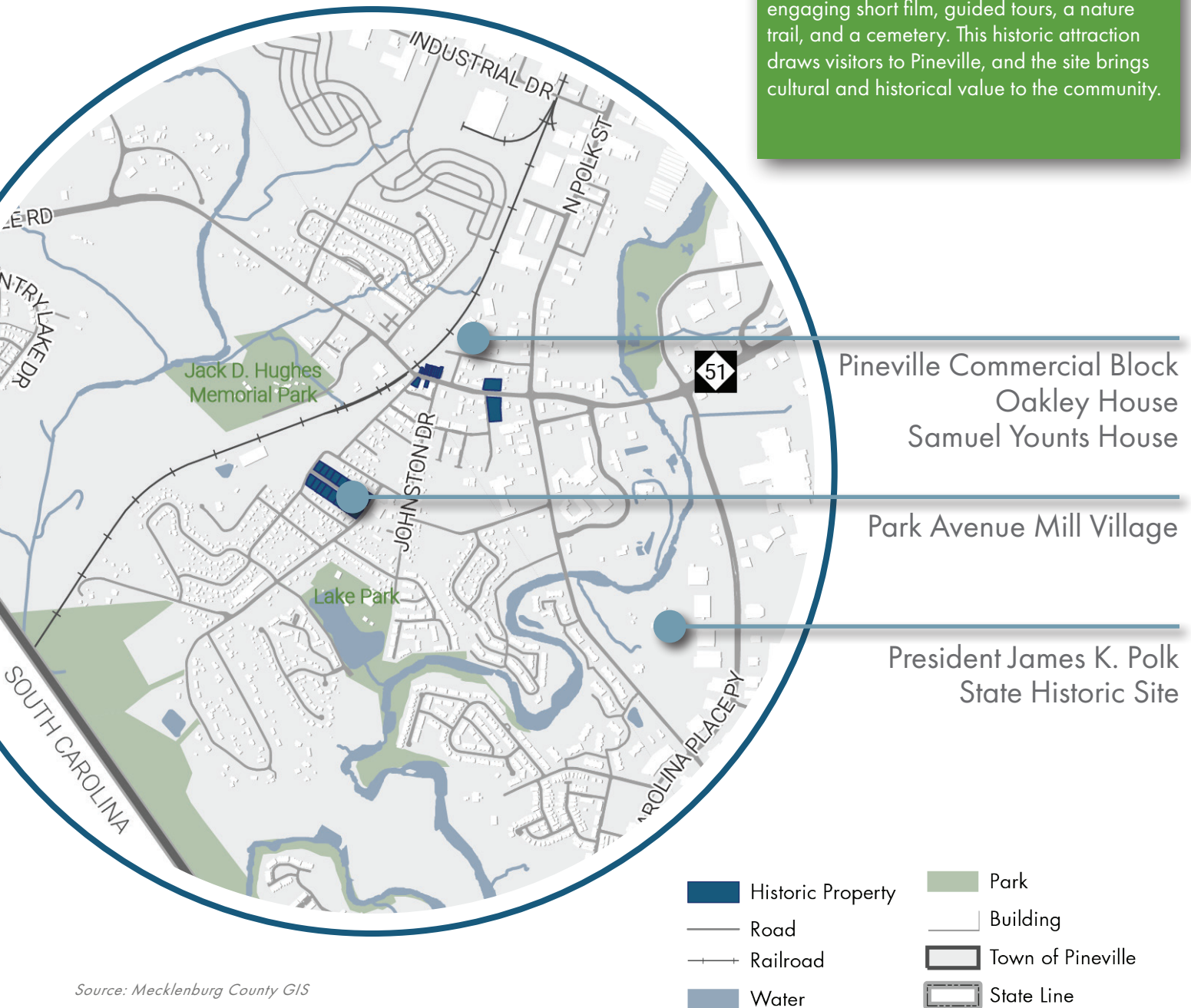
Pineville is serviced by Charlotte Area Transit System (CATS) bus routes that run along NC 51, North Polk Street, Carolina Place Parkway, and Park Road. These routes include Routes 19, 42, 51, and 58. The LYNX Blue Line currently ends just north of Pineville, accessible via bus from Town. Many Pineville residents depend on transit to go about their daily activities.

Source: Mecklenburg County GIS; Charlotte Area Transit System (CATS)

Cultural and Historic Resources

Pineville is a dynamic community with an array of community resources that contribute to the Town's community culture. The Pineville Comprehensive Plan should support this culture by identifying existing community resources, preserving them, and fostering additional resources through policy and the future land use map. While cultural resources can include community facilities, this framework element focuses solely on historic properties in the Town. The figure below displays the properties in Pineville that are locally registered as historic as documented by the Charlotte Mecklenburg Planning Department. These properties are located Downtown and in Old Town, including some Main Street businesses along Park Avenue. Historic properties bring character to the Town and connect the community to its roots as a mill town.

Pineville is the birthplace of the 11th President of the United States, James K. Polk. The President James K. Polk State Historic Site is located along Lancaster Highway in southern Pineville. The site features a museum, an engaging short film, guided tours, a nature trail, and a cemetery. This historic attraction draws visitors to Pineville, and the site brings cultural and historical value to the community.



Source: Mecklenburg County GIS

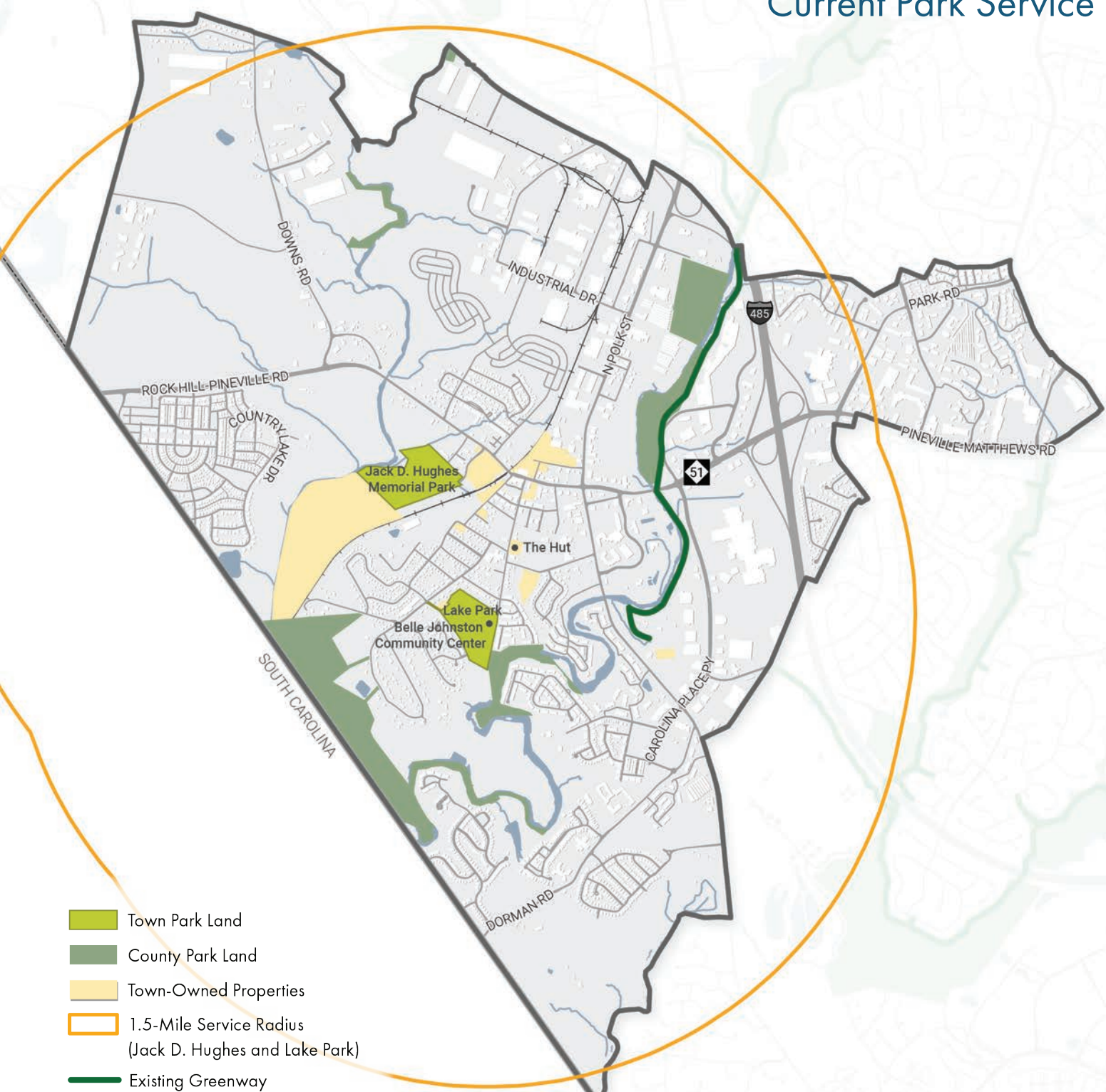


President James K. Polk State Historic Site

Parks and Open Space

In May 2020, the Pineville Town Council adopted the Pineville PARC Plan. The plan details the existing conditions of Pineville’s park system, assesses how it meets current and future needs, and serves as a guiding document for the future of the system. The PARC Plan should be closely considered when creating a preferred growth strategy for the Pineville Comprehensive Plan. The following materials are from the PARC Plan.

Current Park Service



Jack D. Hughes Park

Jack D. Hughes Park is a centerpiece of the Pineville recreation system. The park has several sports facilities, restroom and concession facilities, a trail system, and play areas. Jack D. Hughes hosts events and tournaments year-round. The current park is 29.6 acres, and the Town owns 71.8 acres adjacent to the existing footprint. The park today is used nearly every weekend from March to October for sports tournaments.

- 1 full sized baseball field
 - 250 seat baseball stadium
 - 2 softball fields
 - 1 multiuse field
 - 234 parking spots
 - 2 batting cages
 - 1 playground
 - 1.5 miles of trails
 - 3 picnic shelters
 - 2 restroom and concession buildings
- Address:** 413 Johnston Drive
Size: 1.3 acres, 4,000 square feet

The Hut

The Hut is a community meeting space that was added to the Parks and Recreation system in 2000. It is used for community meetings and the Jazz at the Hut music series. The facility is often rented for meetings, and the fenced backyard can be used for weddings.



- 1 large community room
 - 1 kitchen
 - 1 fenced backyard
 - 1 picnic area
- Address:** 413 Johnston Drive
Size: 1.3 acres, 4,000 square feet

Lake Park

Pineville’s Lake Park boasts several play areas, a stage, three picnic shelters, and a trail around the beautiful lake. Canine Commons Dog Park was opened in 2017, and a splash pad was built in 2019. Lake Park also hosts many community events throughout the year, including the Rockin’ & Reelin’ summer concert and movie series and Fall Fest.



- 1 community center
 - 3 picnic shelters
 - 2 restroom buildings
 - 151 parking spots
 - 1 stage
 - 7 playground areas
 - 0.7 miles of trails
 - 1 splash pad
 - 1 dog park
- Address:** 1000 Johnston Drive
Size: 21.3 acres



Belle Johnston Community Center

Located on the Lake Park property, Belle Johnston Community Center is used by the community for meetings, programs, and exercise. The center has a craft room and a large community room with a kitchen, a full-size basketball court, and a small gym.

- 1 basketball court
 - 1 gym
 - 1 running track
 - 2 multipurpose rooms
- Address:** 1000 Johnston Drive
Size: 19,000 square feet

Community Facilities

Infrastructure

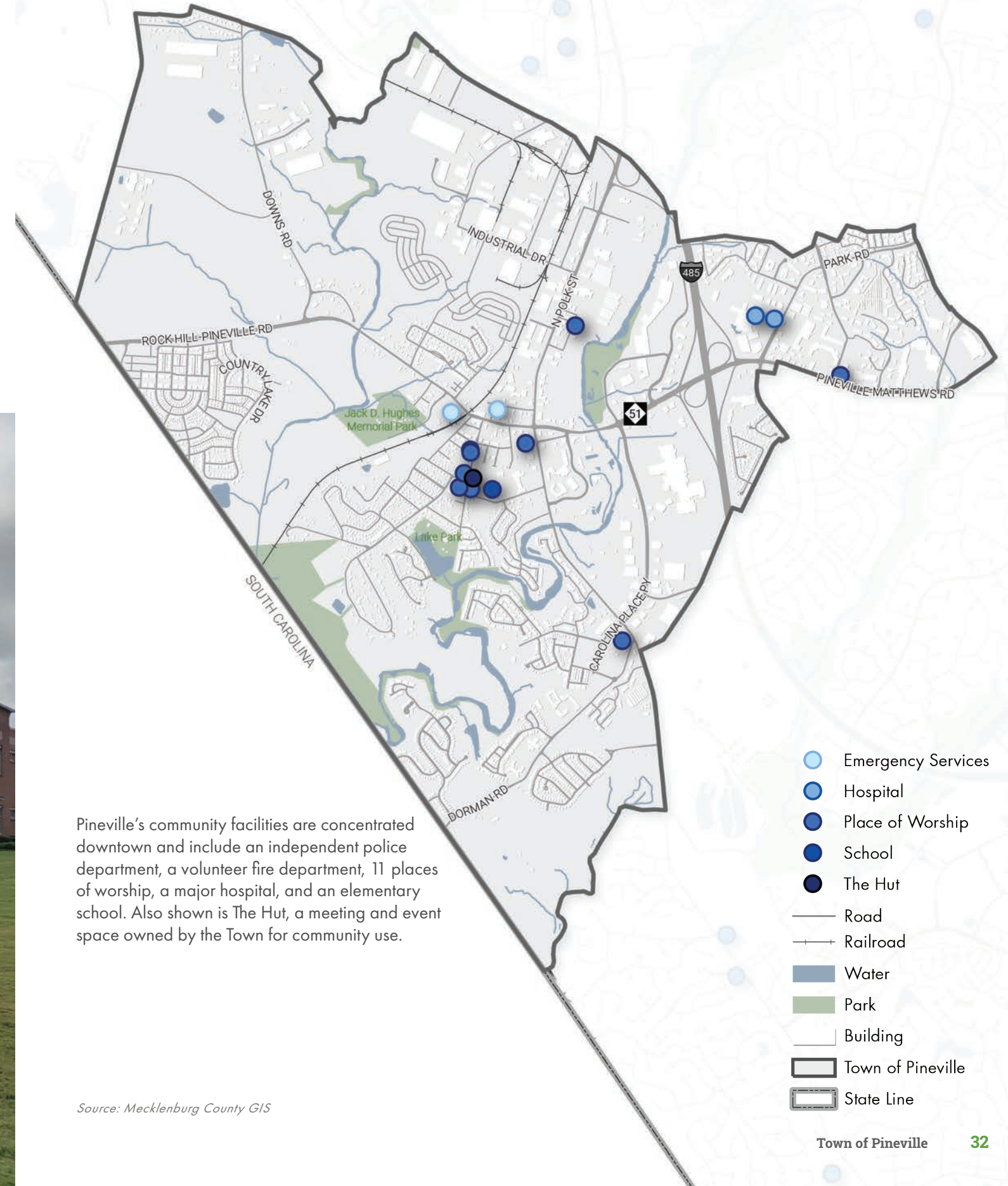
Community infrastructure is vital to the daily life of residents. Public utilities, communications facilities, and large infrastructure elements like bridges need to be maintained and assessed diligently. The growth of the Town directly relates to the future infrastructure needs of Pineville.

Community Resources

Similar to infrastructure, community resources are used daily by Town residents and are crucial to the vitality of the community. Resources like police, fire, and emergency services provide protection and safety for residents. Strong and well-maintained community services can be an attraction for future residents as Pineville grows. Education facilities are a major component of the community resources system. A great school network can attract young families and new commercial growth.



Community Features



Pineville's community facilities are concentrated downtown and include an independent police department, a volunteer fire department, 11 places of worship, a major hospital, and an elementary school. Also shown is The Hut, a meeting and event space owned by the Town for community use.

Source: Mecklenburg County GIS

SWOT Analysis

This section provides the analysis of community characteristics by assessing Pineville's strengths, weaknesses, opportunities, and threats (SWOT) in the market as the Town considers growth opportunities. Performing a SWOT analysis is a useful exercise for identifying notable internal (strengths and weaknesses) and external (opportunities and threats) factors that pertain to a particular area. This analysis was used to help inform the comprehensive planning process by recognizing Pineville's existing assets to leverage and identifying key areas for improvement.

Strengths

- Accessible location along I-485 and near I-77
- Proactive planning efforts better position the community to accommodate growth and attract desirable investment
- Pineville's population has grown at a faster rate than Mecklenburg County and the Charlotte MSA since 2010
- The number of single-family housing closings has increased over the last decade, signaling growing interest and development momentum
- Pineville offers a more affordable housing inventory than the County and MSA; nearly 70% of home values are below \$250,000 in Pineville, while less than 60% are in both the County and MSA
- Market-rate apartment communities within Pineville have extremely low vacancy rates, averaging 1.9%, which signals a tight rental market
- The average monthly rental rate for professionally-managed apartment communities within Pineville is lower than the larger Charlotte apartment market
- Regional destination for home furnishings retailers and the Carolina Place Mall
- When compared with the Charlotte market, vacancy rates for retail, office and industrial uses over the past five years have been lower in the submarket containing most of Pineville's city limits

Weaknesses

- Employment in recent years has grown at a slow rate, averaging 1% per year
- Over-specialized economy due to high shares of total employment in retail trade and healthcare and social assistance
- Retail trade, the largest industry by employment, typically offers low wages
- Low median household incomes, affecting local spending potential and housing budgets
- Approximately 98% of people employed in Pineville commute into the Town, indicating a spatial mismatch between housing options and job opportunities
- More than half of renter households are housing cost burdened, spending more than 30% of their income on rent
- Despite making up approximately 60% of housing units, minimal new multi-family construction over the past decade has resulted in limited modern apartment unit offerings
- Approximately 25% of the multifamily units in Pineville are in structures containing 2 to 9 units, the other 75% are in communities with at least 10 units, indicating a lack of diverse housing options
- Increasing for-sale residential property values could price-out existing residents
- Extremely limited inventory of recently built office and industrial space

Opportunities

- Extension of LYNX Blue Line to Pineville/Ballantyne
- Future demand for multifamily residential, particularly in suburban and rural markets, could be influenced by a reversal in the desire for urban living by people seeking more space as a result of the COVID-19 pandemic
- Light industrial development, particularly warehouse and distribution space near major transportation corridors, has been bolstered by the COVID-19 pandemic, and was largely driven by the increase in online shopping as brick and mortar retailers closed
- The Town should continue to use funding opportunities such as the Community Development Block Grant (CDBG) program funding leveraged in the past

Threats

- Increased competition from neighboring Ballantyne, which recently approved a rezoning request to develop thousands of new residential units and commercial square footage
- The decline of indoor shopping malls has resulted in the need for creative investment and redevelopment strategies to pivot from traditional formats to experiential retail destinations and incorporate nontraditional uses
- The volatile nature of the retail industry due to increases in online shopping and changing consumer preferences, which has been accelerated by the COVID-19 pandemic
- Companies may see an incentive to offer the option for their employees to work from home moving forward, resulting in a longer-term reduction in the amount of office space that a company needs and limited opportunity for new office development



Vision and Goals

This section dives into the initial engagement efforts that sought to define a vision for the future of Pineville. This section has two components:

- Engagement
- Vision Statement and Goals

Engagement

Engagement with the community was critical to ensuring that the Pineville Comprehensive Plan was a plan created for Pineville by the people of Pineville. Engagement occurred through various methods, including in-person events and digital media. This section highlights some of the critical engagement opportunities that occurred during the planning process along with key results and takeaways.

Overview

The engagement process gathered, processed, and responded to input from a cross-section of the community. The process also included opportunities to engage elected officials, boards and commissions, and staff across multiple departments. The intent was for engagement to yield actionable data on par with technical analysis to position the Comprehensive Plan to be defensible and implementable.

Elements of Outreach

Opportunities and methods to achieve broad-scale representation required a diverse collection of techniques, including traditional and non-traditional methods. For the Pineville Comprehensive Plan, these techniques were customized to the planning process and tailored to one of three overarching objectives specific to engagement: **Building Awareness, Establishing a Vision, and Vetting Recommendations.**

By the Numbers

150+ participants
2,500+ data points
300+ written comments

Key Stakeholders Invited to Participate

- Elected officials
- Town staff
- Residents
- Business owners
- Major employers
- Neighborhood leaders
- Economic development officials
- Real estate professionals
- Planning Board
- County officials
- Police, fire, and rescue officials
- Environmental groups
- Agency representatives

Key Takeaways

Vision



What We Heard...

Downtown: Cultivate a thriving, walkable Downtown that acknowledges its overall historic, small-town charm.

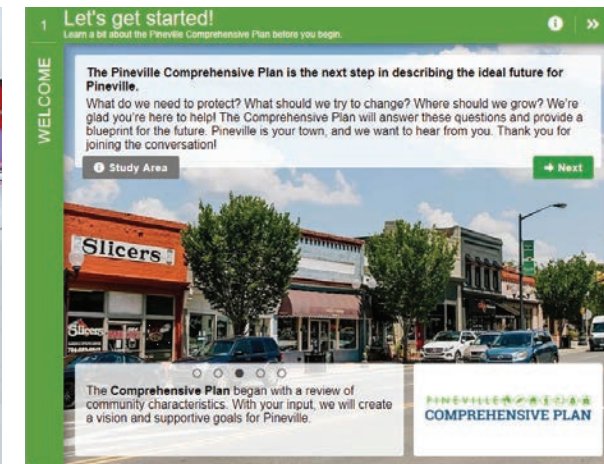
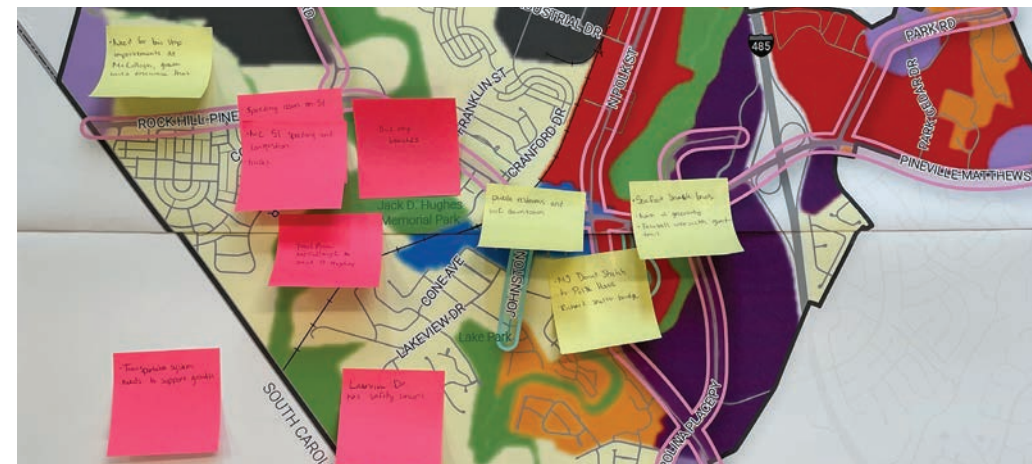
Quality of Life: Foster a vibrant downtown, neighborhood-scale amenities, and family-friendly events.

Growth: Encourage growth in a way that preserves land for parks or future opportunities.

Housing: Focus on a housing strategy that creates more walkable places.

Economic Development: Encourage more small businesses that provide goods and services our residents need.

Mobility: Become a more walkable place that limits traffic congestion where possible.



	Building Awareness	Establishing a Vision	Vetting Recommendations
Purpose	<p>Create informed input to improve decision making and increase public support</p> <p>Showcase the importance of long-range planning</p> <p>Build support for the plan that carries over to implementation</p>	<p>Have thoughtful conversations about the future of Pineville</p> <p>Collect meaningful data that informs the land use strategy</p> <p>Understand expectations for a variety of topics</p>	<p>Educate participants on the planning process to date</p> <p>Show participants the influence of their input</p> <p>Check the outcomes of the plan prior to beginning adoption process</p>
Key Activities	<ul style="list-style-type: none"> • Project Branding • Project Webpage 	<ul style="list-style-type: none"> • Online Survey • Stakeholder Discussions 	<ul style="list-style-type: none"> • Public Workshop • Board and Council Presentations

Take the Survey!

The **Pineville Comprehensive Plan** will help shape the future of Pineville. Use this survey to share your vision for how Pineville should grow.
pinevillenc.gov/comprehensiveplan
 Take the survey before it closes!

STAY TUNED! Get involved and stay informed by visiting the project webpage for updates.

PINEVILLE COMPREHENSIVE PLAN SCAN HERE:



Vision and Goals

Crucial to the success of the Pineville Comprehensive Plan is its relevance and relation to the community. The Comprehensive Plan establishes a vision and set of planning themes that ultimately guide the progress and process of the plan by informing the growth strategy. The vision statement and planning goals were created and influenced by public and stakeholder input. These goals guide the creation of the Future Land Use Map and, by extension, the framework elements that follow.

Vision

“The Town of Pineville uniquely combines a community-focused, small-town feel with easy access to the amenities and opportunities of Charlotte. In the face of growth, the Pineville Comprehensive Plan will leverage the Town’s assets and heritage to grow sustainably and strategically position the Town to be a destination of regional importance.”

Goals and Objectives



Land Use

Pineville will embrace a land use strategy that promotes sustainable growth where it makes sense while preserving the small-town charm at the core of the Town.

- Grow strategically within the areas that are best positioned to absorb new activity, whether households, jobs, or retail.
- Preserve sensitive areas and open space.
- Foster small-town charm anchored by a lively downtown with shops and restaurants.



Economic Development

Pineville will foster a vibrant downtown and pulses of economic activity by continuing to capture market opportunities through programs, policies, and investments.

- Build upon and within Pineville’s most important economic development locations by directing growth to places served by existing corridors and within existing nodes.
- Retain and recruit a variety of local businesses and services through public and private investments and partnerships.
- Provide the goods and services our residents need while creating new job opportunities for current and future residents.



Housing

Pineville will continue to be a town of charming and distinctive neighborhoods that offer a diversity of housing types that support different resident and family needs.

- Preserve and enhance established residential neighborhoods.
- Promote homeownership and a diversity of quality housing.
- Promote the creation of quality places, in part by enhancing the walkability within and between neighborhoods.



Transportation and Mobility

Pineville will enhance mobility through a multimodal transportation system that is safe, easy, and efficient for all users.

- Carry forth the recommendations, policies, and programs established in the Pineville Mobility Plan.
- Promote a multimodal transportation system that gives people choices in how they move within Pineville.
- Prepare the transportation network to leverage future transit routes.



Cultural and Historic Resources

Pineville will preserve its history and culture as defining characteristics that contribute to what makes our community unique and desirable.

- Promote local arts, cultural, and historic initiatives.
- Celebrate and elevate the history and culture of Pineville.
- Increase accessibility to community features that highlight arts, history, and culture.



Parks and Open Space

Pineville will strengthen the health and quality of life in town through an integrated system of parks and open spaces.

- Carry forth the recommendations, policies, and programs established in the Pineville PARC Plan.
- Connect parks, neighborhoods, schools, and other activity centers through a coordinated system of safe on-road facilities and protected off-road trails.
- Offer a variety of recreation, athletic, social, and education programs.



Community Facilities

Pineville will invest in community facilities to ensure access and availability to safe infrastructure, clean water, and the resources needed to thrive.

- Ensure the safety and well-being of Pineville residents.
- Expand access to community resources.
- Provide local events and spaces that bring Pineville residents together.

Land Use Strategy

The purpose of this section is to showcase the framework for future development in Pineville. This conceptual growth strategy builds on the foundational information presented in the previous chapter to provide direction for future growth that culminates in the Future Land Use Map.

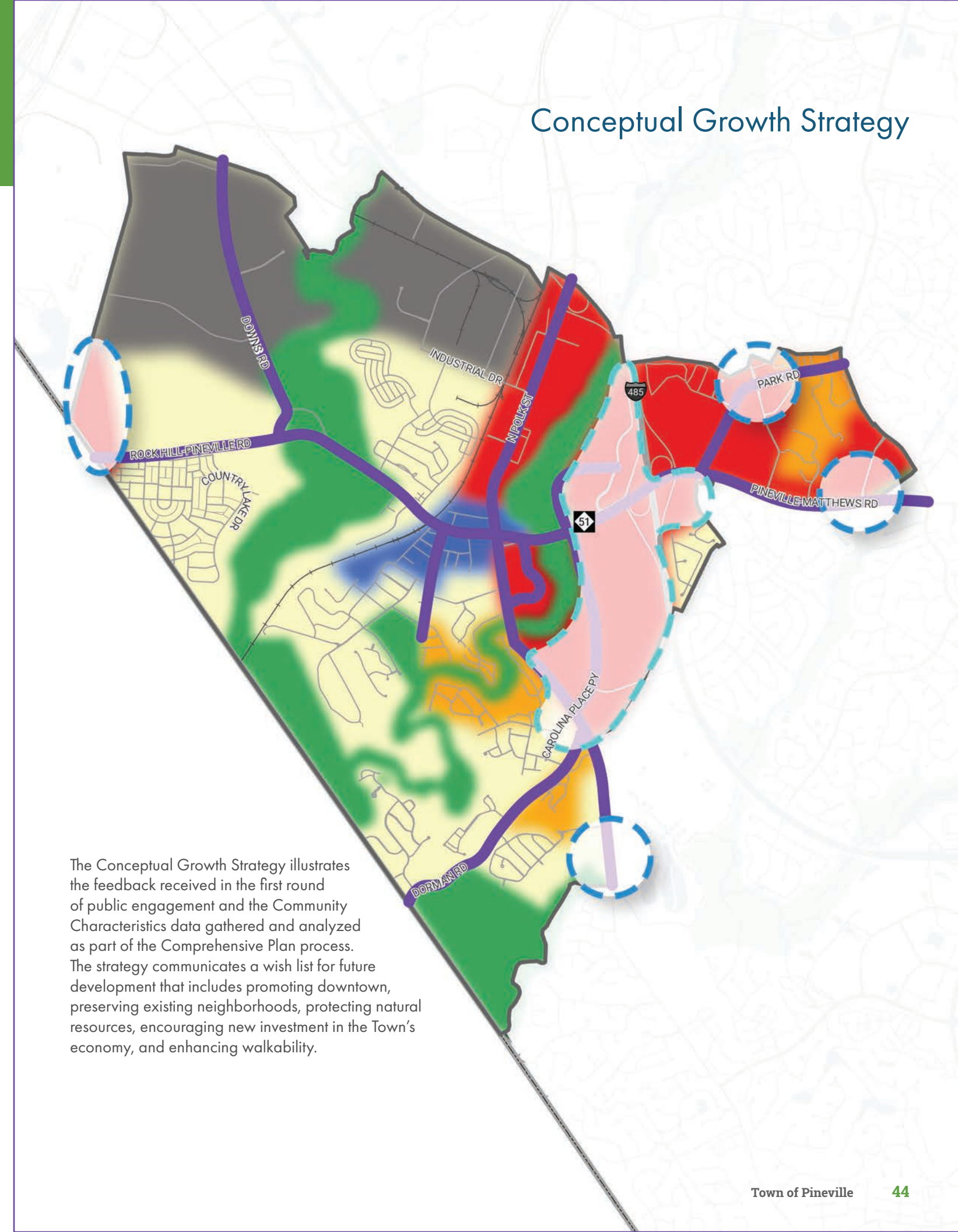
- Conceptual Growth Strategy
- Place Types
- Future Land Use Map

Conceptual Growth Strategy

The conceptual growth strategy map provides general guidance for where and how Pineville should direct development and redevelopment in the future. The guidance is distilled into the concepts described below and shown on the map.

- Create a livelier downtown.** Downtown Pineville is envisioned as a mixed-use area with a special emphasis on supporting small-scale local businesses with a pedestrian-friendly design. Connections to downtown along streets and greenways should be emphasized.
- Protect and enhance existing neighborhoods.** Pineville is characterized by beautiful homes and strong neighborhoods, both historic and newly constructed. Existing neighborhoods need to be stable and new neighborhoods should be fully integrated into the look and feel of Pineville.
- Direct growth to areas best positioned to receive it.** Commercial and office growth should be focused where existing infrastructure, planned improvements (e.g., Blue Line extension), and redevelopment opportunities allow for a more fiscally responsible future.
- Preserve natural areas and improve access to parks and open spaces.** Parks and open spaces provide important recreational and public health benefits. The value of these areas should be conserved by balancing both their use and protection.
- Encourage industry investment and job growth.** The northwest area of Pineville serves as the industrial anchor to the Town and surrounding region. This area is ideally positioned to receive future growth in manufacturing, distribution, and light industrial uses.
- Create inviting community gateways.** Nodes on the edge of Town should be designed in a way that welcomes residents, employees, and visitors with visual design cues and a compact development style.
- Centralize growth and transformation opportunities.** The area around the mall and surrounding the interstate provides an advantageous opportunity for infill development and growth. This area is set up to best receive targeted, mixed-use growth while relieving development pressures from surrounding residential and sensitive areas.
- Consider the design and function of community corridors.** In partnership with NCDOT and private development, the Town should enhance connectivity and promote street designs that give people choice in how they travel to and within Pineville. Emphasis should be placed on the appearance of the street and adjacent development.
- Provide strategic opportunities for multifamily development.** Multifamily residential areas should be of appropriate scale, context, and design to support the small-town vision for Pineville while maximizing proximity to major transportation corridors and existing development nodes in Pineville.

Conceptual Growth Strategy



The Conceptual Growth Strategy illustrates the feedback received in the first round of public engagement and the Community Characteristics data gathered and analyzed as part of the Comprehensive Plan process. The strategy communicates a wish list for future development that includes promoting downtown, preserving existing neighborhoods, protecting natural resources, encouraging new investment in the Town's economy, and enhancing walkability.

Place Types

This section provides an overview of the place types and a detailed look at their characteristics and locations within Pineville on the Future Land Use Map.

The place types are the building blocks for the Future Land Use Map and help guide growth in four important ways.

- 1 Represent the different land use types envisioned for Pineville.
- 2 Communicate the look or feel of an area.
- 3 Have unique settings, development patterns, and visual qualities.
- 4 Convey development characteristics such as density, use mix, setbacks, and transportation.

The Future Land Use Map incorporates 10 different place types that capture the intended future character and feel of Pineville. These are listed below and described in the following pages.

Downtown

Gateway Center

Community Activation Area

Neighborhood Residential

Compact Residential

Commercial

Industrial

Park or Sensitive Area

Connector Corridor

Neighborhood Corridor

The pages that follow describe each place type with a brief narrative, a summary of intent, and location on an accompanying map. This information is supplemented with diagrams that show the appropriateness of different land uses and illustrate various characteristics related to the mixture of uses, density, lot design, transportation, and open space among others.



Downtown

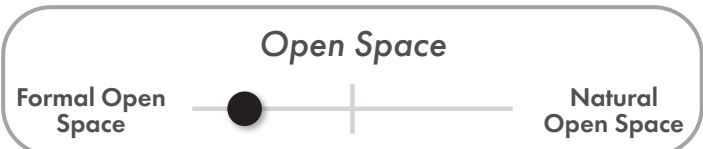
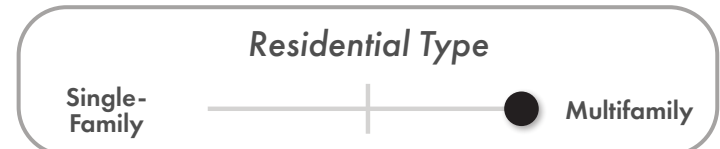
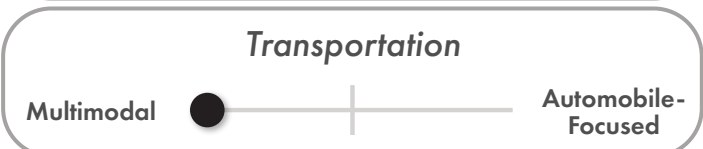
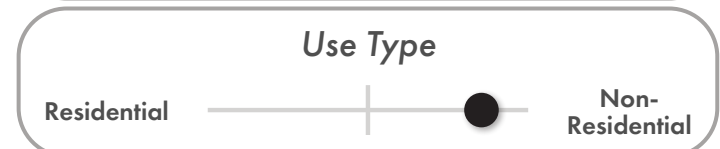
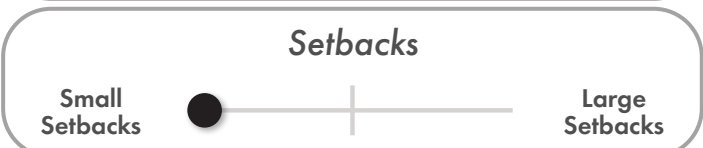
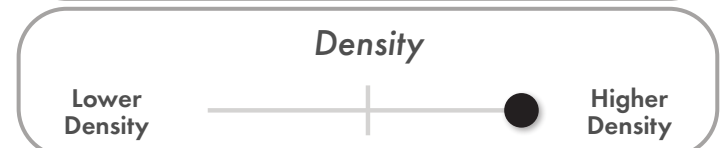
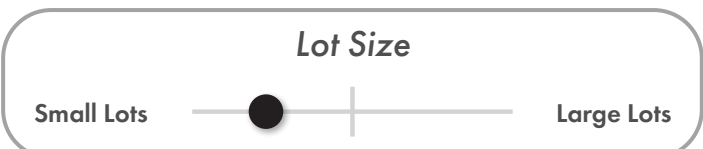
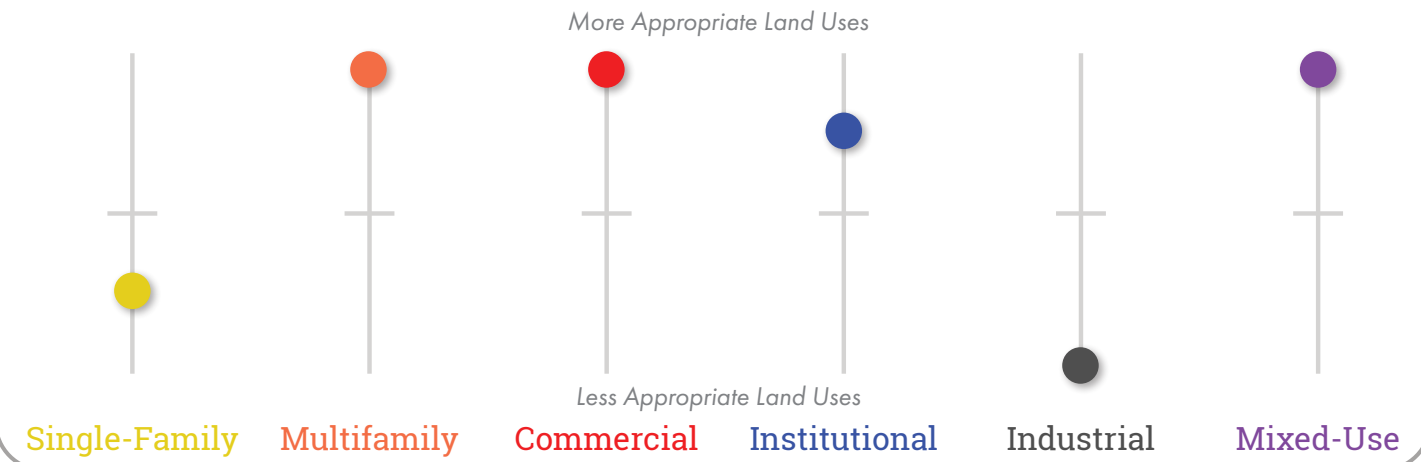
The Downtown area emphasizes the expansion of the historic Main Street further east and south by encouraging unique commercial ventures with thoughtful respect to the historic, small-town character of Pineville. This area is intended to combine small-town urban characteristics by blending civic uses, retail, dining and entertainment attractions, employment opportunities, and mixed-use residential areas in intentional ways. The buildings in this area should reflect pedestrian-scale streets with active curb space and adaptively reuse existing historic properties.

Intent

- Preserve historic character by retrofitting existing buildings, avoiding strip development, and creating design standards that encourage a mixture of uses.
- Promote development of vacant lots.
- Support multifamily residential and mixed-use development at appropriate scales.
- Reinforce and expand Main Street as the heart of Downtown Pineville.
- Support a grid street network and provide multimodal options that connect to surrounding residential areas.
- Continue to support the use of native plants for streetscaping on and around developments.

Characteristics

Appropriate Land Uses



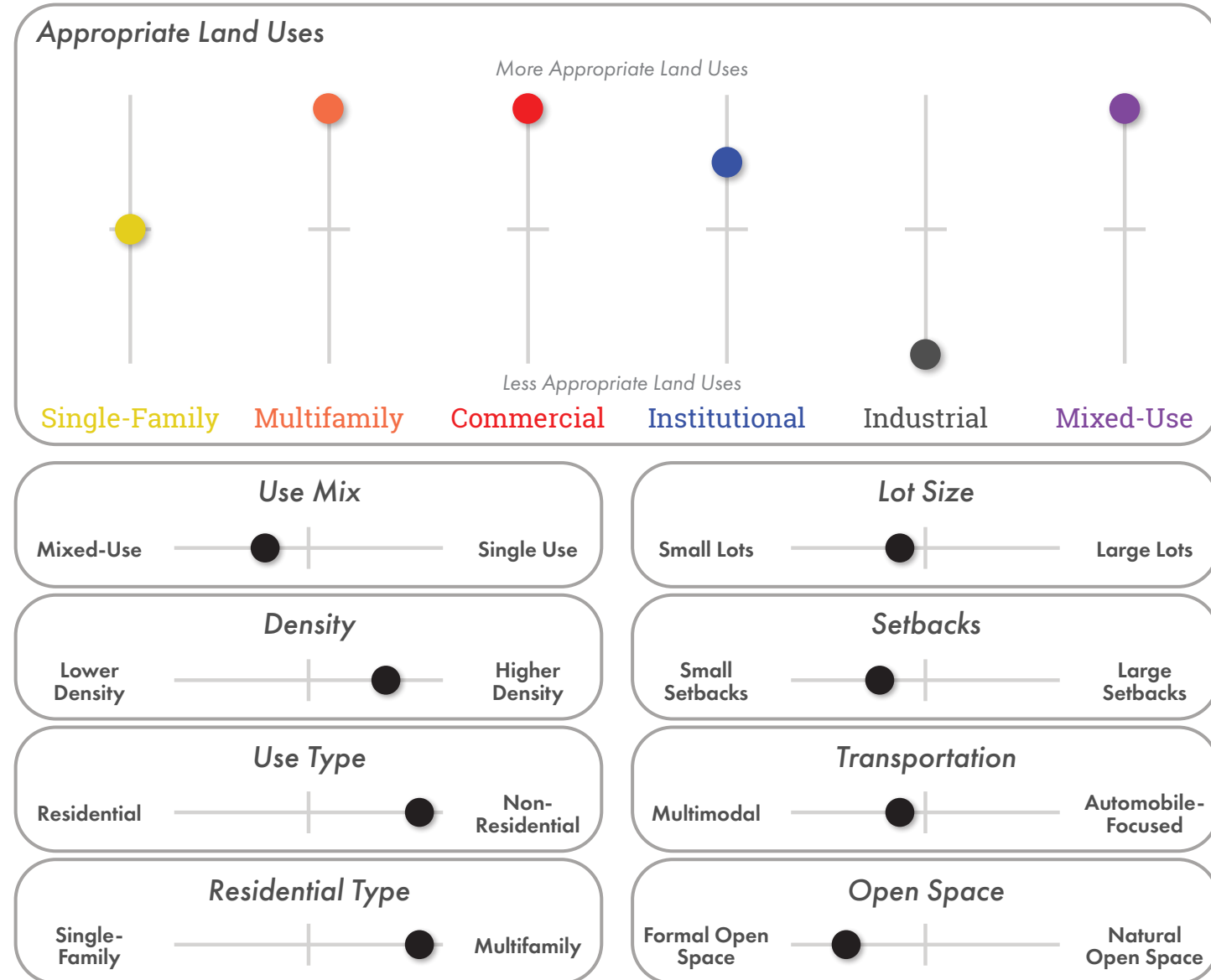
Gateway Center

The Gateway Centers are mixed-use activity areas that promote integrated development at key entryways at the edges of Town. These centers serve as a welcoming beacon as people enter Town. Over time, each of the five designated Gateway Centers should cultivate a distinctive identity through a mixture of land uses such as office, retail, and residential. A sense of arrival into Pineville will be supported through design cues along the entering transportation corridors and within Gateway Center development.

Intent

- Provide an initial sense of place upon entry into Pineville through design cues and variety in land uses.
- Offer opportunities for more walkable mixed-use spaces at the edge of Pineville.
- Encourage additional connections between adjacent land uses for bicyclists, pedestrians, transit users, and vehicles.

Characteristics



Community Activation Center

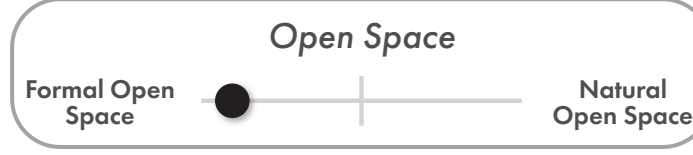
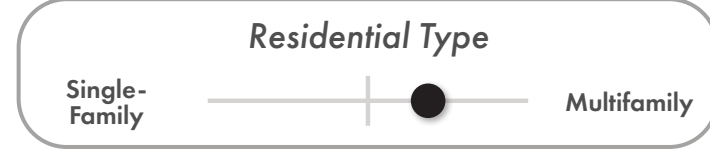
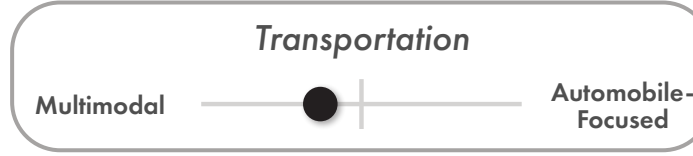
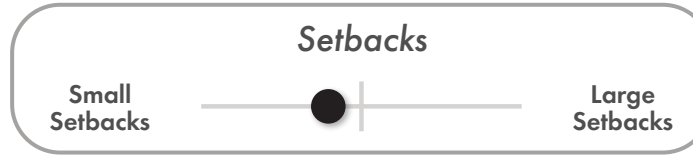
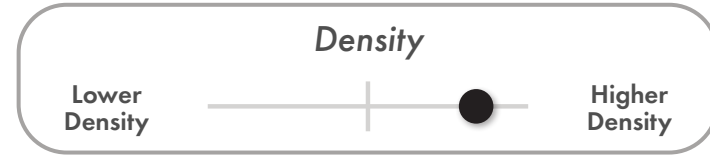
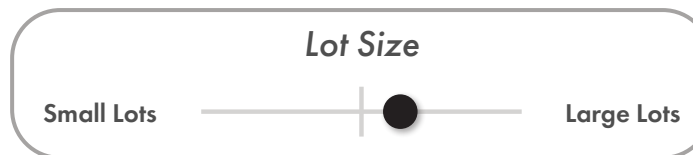
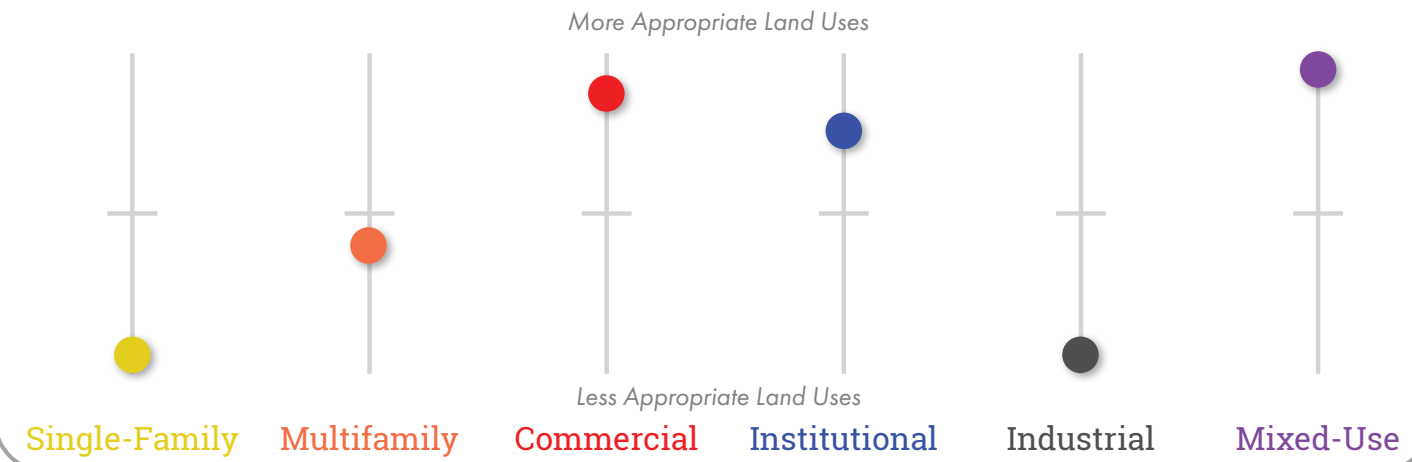
The Community Activation Center is located primarily west of I-485 and surrounding Carolina Place Parkway. This center is intended to receive targeted, mixed-use growth that balances commercial, office, and retail space. Much of this center should include developments with buildings placed close to the street to create a comfortable pedestrian environment. Building placement is complemented by lighting, landscaping, and fully connected sidewalks to improve pedestrian access within and between developments. The developments should have a comprehensive road network to allow for cars.

Intent

- Encourage infill development of underused or vacant lots.
- Offer opportunities for more walkable mixed-use spaces.
- Absorb some of the pressure for large-scale, high-intensity development in Pineville order to preserve the character of existing neighborhoods and sensitive areas.
- Prepare for transit-oriented development around and along the future LYNX light rail station.
- Encourage additional connections between adjacent land uses for bicyclists, pedestrians, transit users, and vehicles.

Characteristics

Appropriate Land Uses



Neighborhood Residential

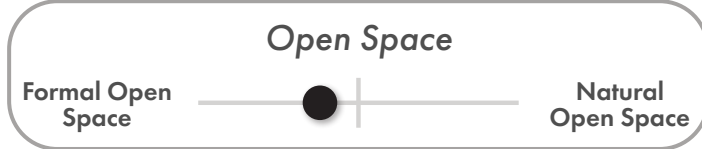
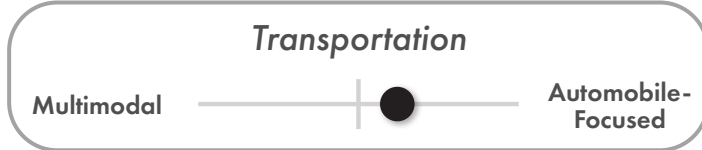
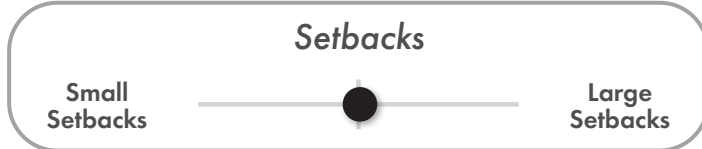
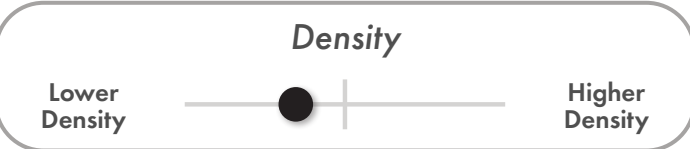
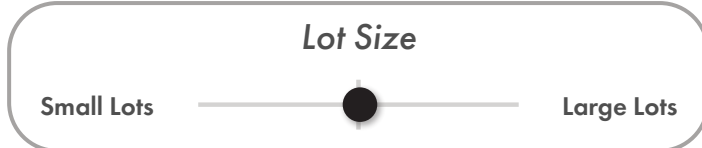
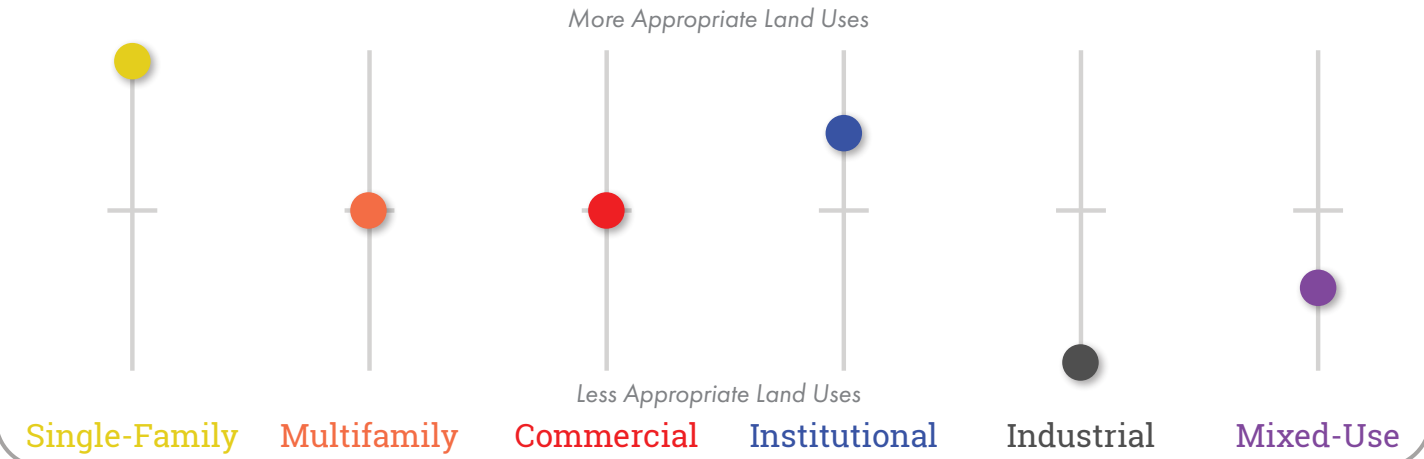
Neighborhood Residential accounts for many of the lower-density residential areas in Pineville. The character of these neighborhoods should generally be preserved. However, there are opportunities to improve and enhance these places incrementally by improving the pedestrian experience through connectivity and streetscaping or by identifying locations for mini parks that enhance access to green spaces and sidewalks. While most of the existing neighborhoods have a uniform single-family housing type, future Neighborhood Residential areas should promote a mixture of appropriate housing sizes, prices, and efficient neighborhood design. Neighborhood Residential areas of the future could include single-family homes, duplexes and triplexes, and clustered townhomes.

Intent

- Enhance existing low-density residential areas with improved connectivity, better bicycle and pedestrian amenities, and additional park and open space opportunities.
- Allow diversification of housing stock in ways that are sensitive to established residential areas.
- Explore ways to limit the impact of residential development on the environment through innovative neighborhood design.

Characteristics

Appropriate Land Uses



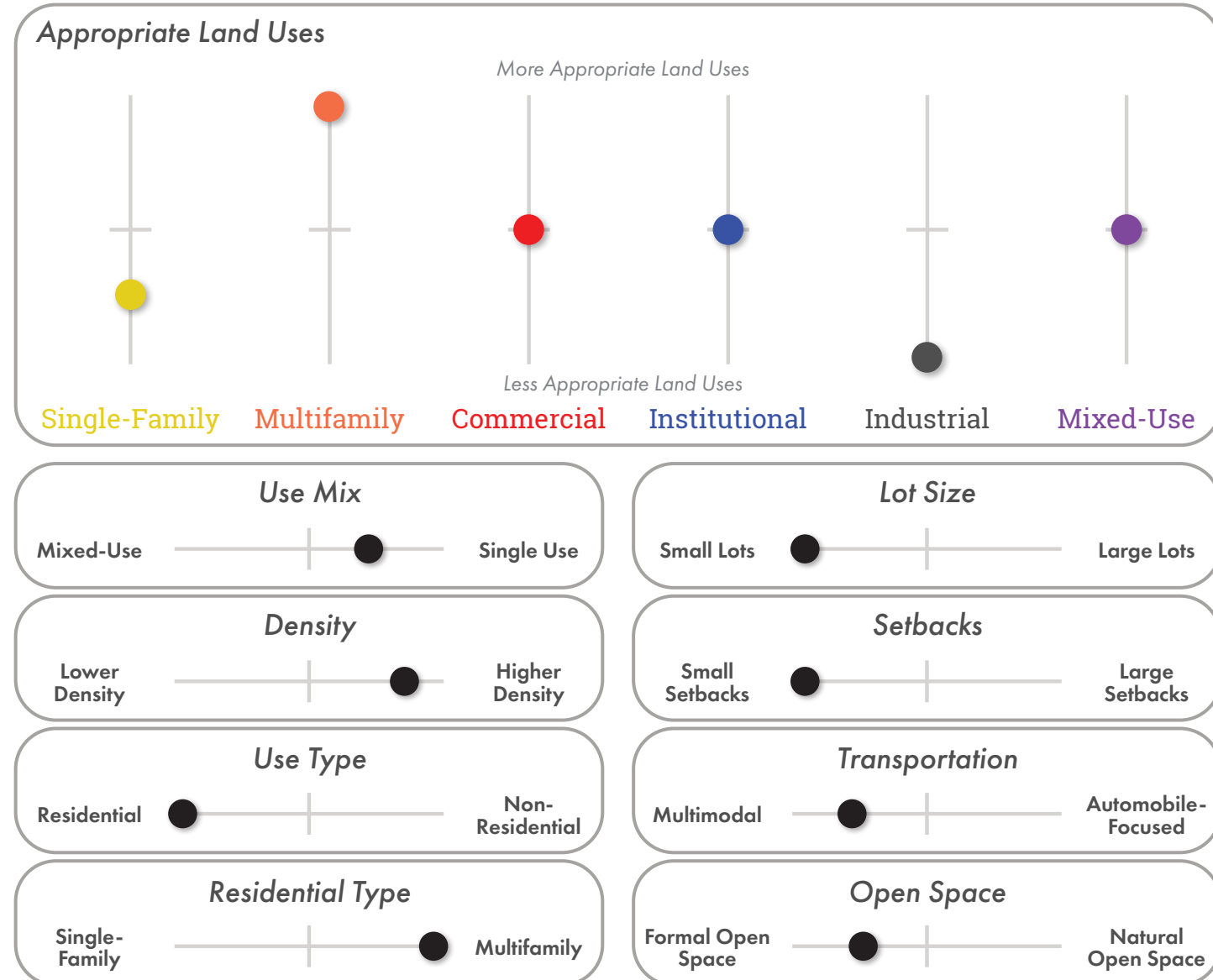
Compact Residential

Compact Residential features higher-density housing mostly located in areas with existing multifamily units. Compact Residential provides housing types in a variety of design, size, and price at higher densities compared to Neighborhood Residential areas. Compact Residential areas should be pedestrian friendly by being concentrated near and around mixed-use commercial areas and have a walkable block pattern with integrated amenities such as open space.

Intent

- Promote community vibrancy by encouraging a mixture of housing types with multimodal connections to Downtown and the Community Activation Center in central Pineville.
- Allow for diversification of housing, including affordable housing units.
- Leverage and enhance established neighborhoods by maintaining their unique character while supporting appropriate diversification of housing types and increases in density.

Characteristics



Commercial

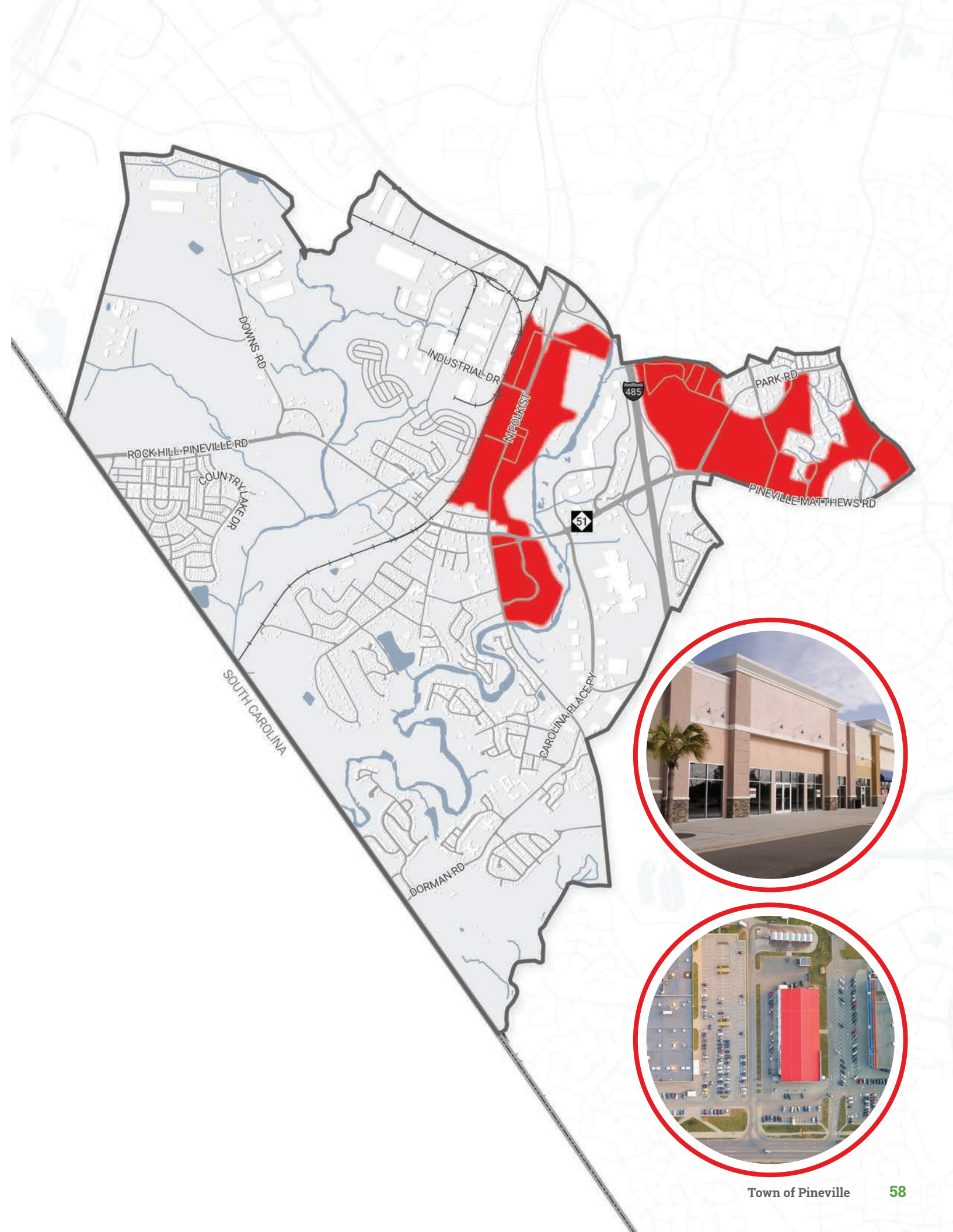
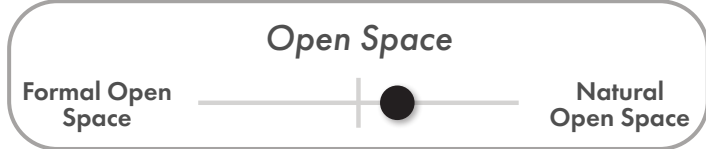
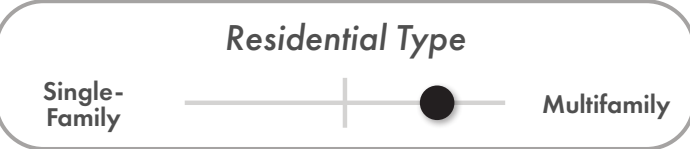
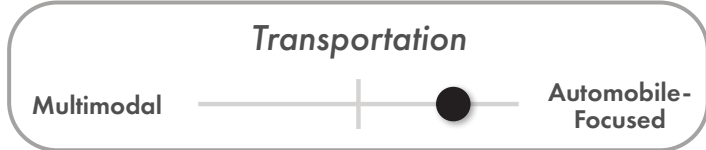
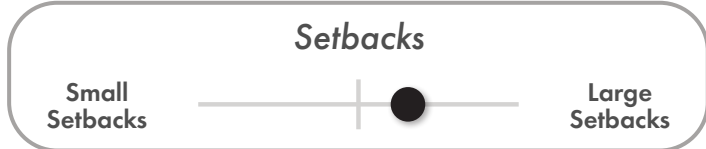
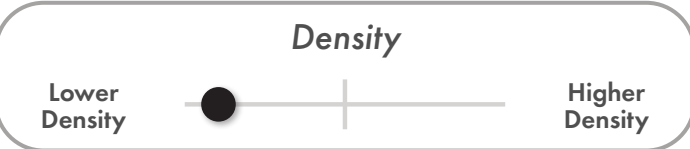
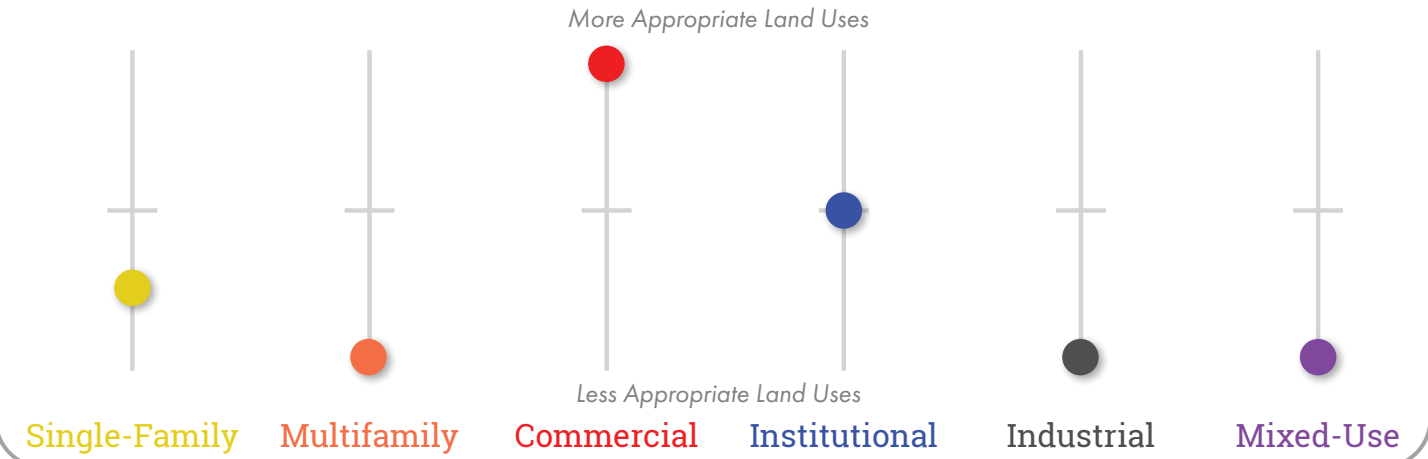
The Commercial designation is included to maintain existing commercial development that occurs outside of Downtown, Gateway Centers, and the Community Activation Center. Future commercial development should move away from strip-style commercial development to become more walkable and dynamic.

Intent

- Encourage commercial development that is pedestrian friendly.
- Promote intensity of development in concentrated areas.
- Maintain the attractive, traditional Downtown area.
- Encourage connectivity between surrounding mixed-use or multifamily development.

Characteristics

Appropriate Land Uses



Industrial

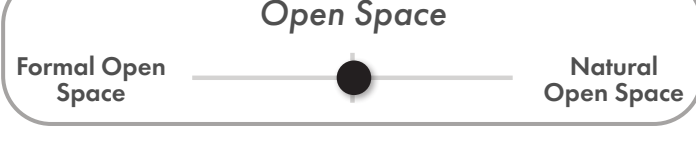
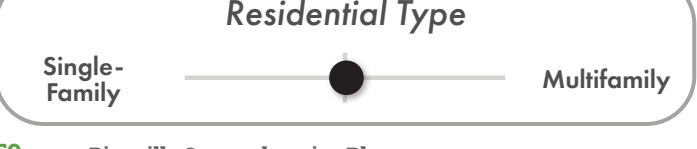
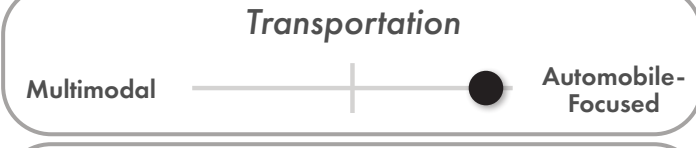
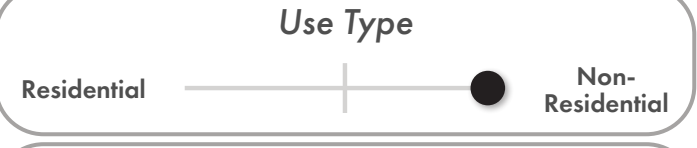
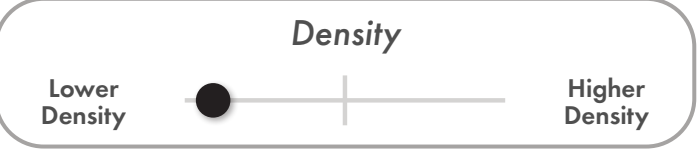
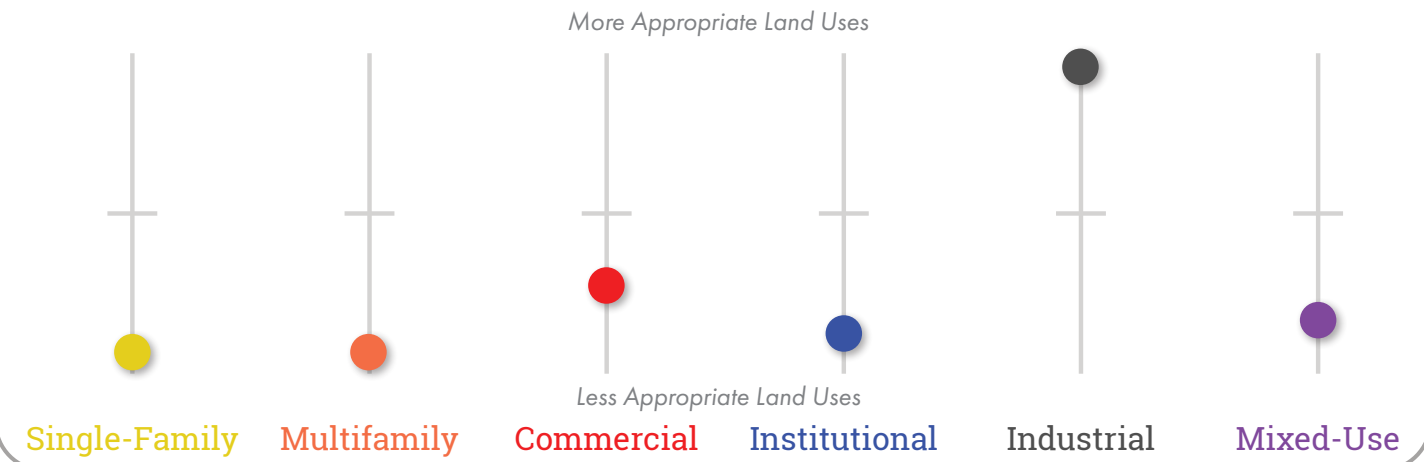
The Industrial place type consists of the Town's existing base of industrial areas that support manufacturing and warehousing at various scales. Industrial areas are generally in northern Pineville, located close to transportation assets such as railroads, I-77, and I-485. Industrial sites generally have transitional uses or landscape areas as a buffer to adjacent neighborhoods and properties. Industrial sites should be clustered to be sensitive to the surrounding context. Lighter industrial uses may be appropriate in other parts of Pineville, such as in Gateway Centers.

Intent

- Preserve existing heavy industrial sites to allow them to contribute to the local economy.
- Create clusters of industrial uses that capitalize on existing infrastructure.
- Maintain existing industrial activities and ensure that these uses do not create conflict with nearby non-industrial sites (particularly residential uses).
- Contribute to the local supply of jobs and increase the daytime population of Pineville.

Characteristics

Appropriate Land Uses



Park or Sensitive Area

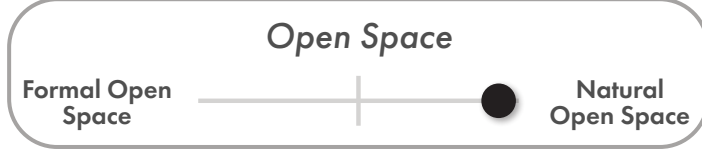
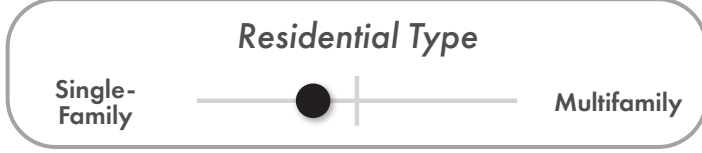
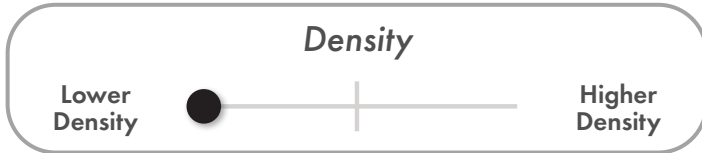
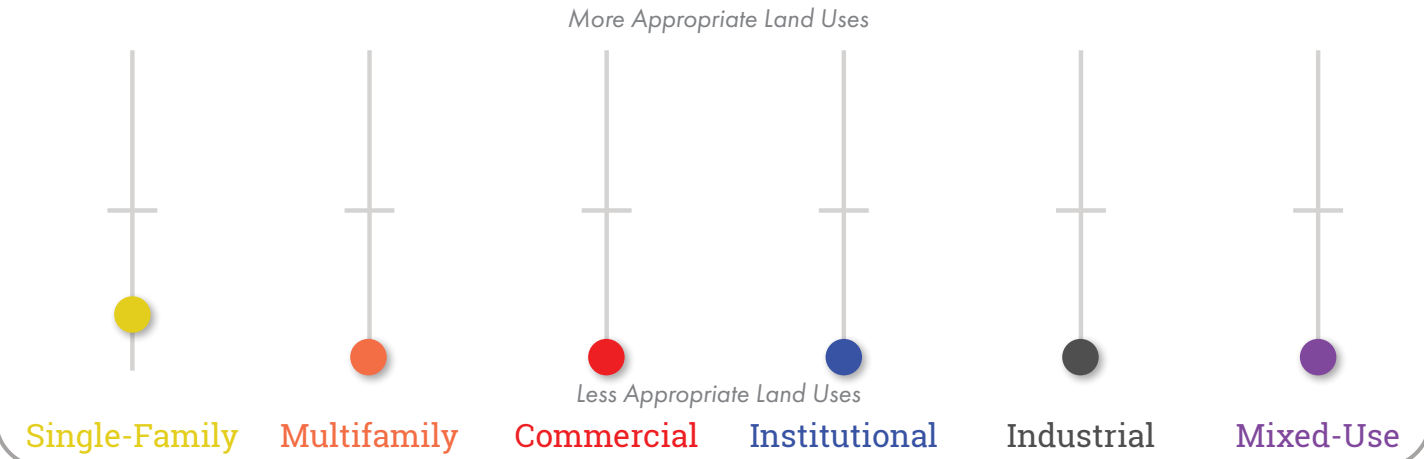
This place type includes existing and future park land identified in the Pineville PARC Plan, as well as environmentally vulnerable areas of Pineville that should be protected for community benefit. Parks include Jack D. Hughes Memorial Park and Pineville Lake Park, which are valuable assets for recreation in Pineville. Sensitive areas primarily include land designated as part of the 100-year floodplain. Due to their vulnerability to floods and their importance in preserving water quality, the development impact on floodplains should be minimized.

Intent

- Denote areas dedicated for permanent open space and conservation.
- Encourage passive use of the Town's natural assets to connect the Pineville community to nature.
- Preserve the natural beauty and environmental sensitivity of areas in the 100-year floodplain.

Characteristics

Appropriate Land Uses



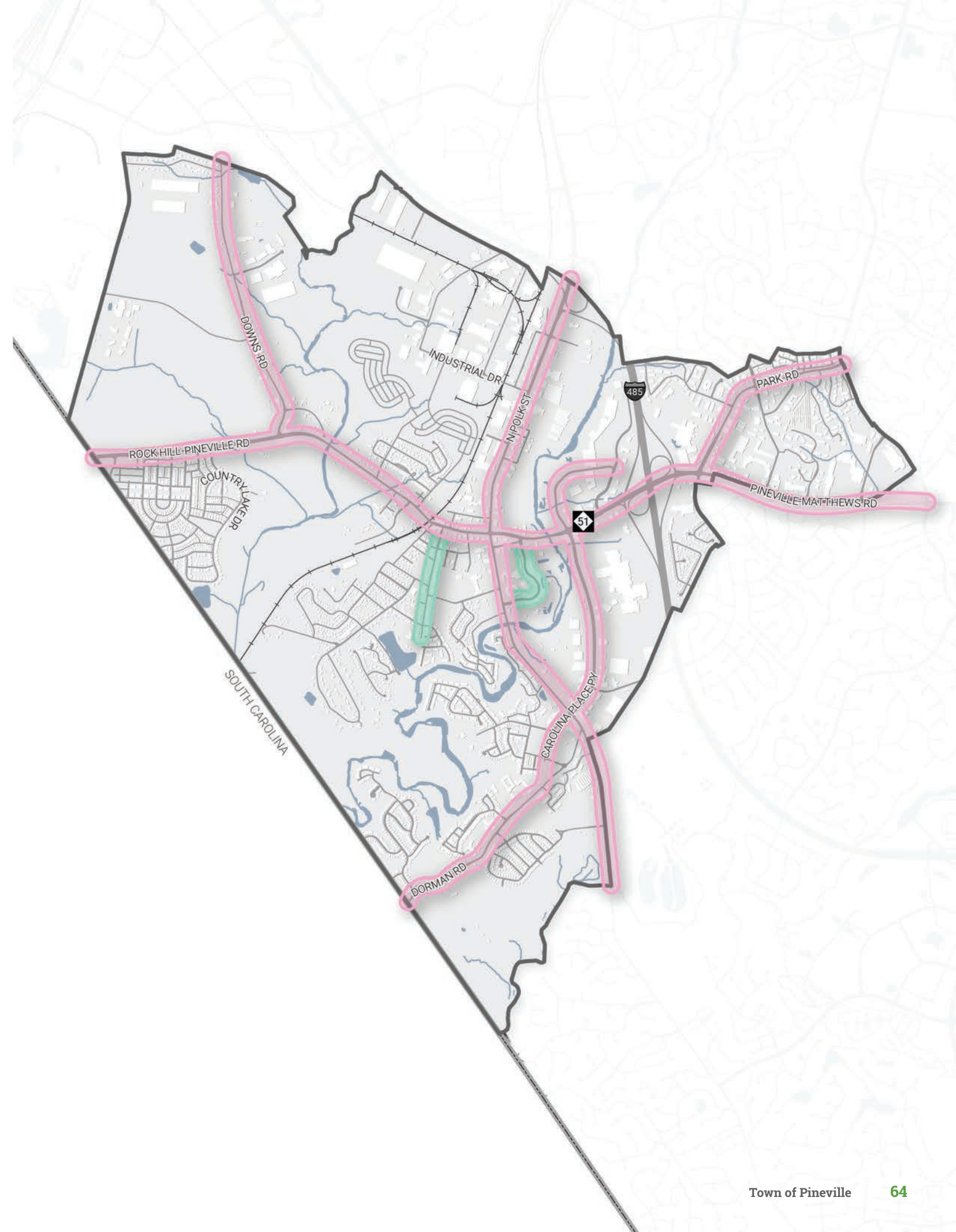
Connector Corridor

Connector Corridors serve as gateways into Pineville and as the links between important destinations in Town. These corridors connect the Gateway Centers, Downtown, and the Community Activation Center in central Pineville. The Connector Corridors should be designed in a way that provides appropriate transitions between different context areas in Pineville while also addressing surrounding land use contexts. Street design should be balanced between vehicle access and multimodal facilities.



Neighborhood Corridor

Neighborhood Corridors are smaller yet still vital connectors that serve a concentration of residential or commercial uses. These corridors should visually extend the defined community identity into neighborhood areas with the main focus of being multimodal and inviting to all users.



Future Land Use Map

The Future Land Use Map refines the Conceptual Growth Strategy with further detail. The map is a combination of all the place types defined in the previous section and communicates an organized and market-supportive allocation of land uses intended to capitalize on Pineville's assets, preserve the Town's spirit, and pursue its most beneficial opportunities.

Objective

Pineville will use the Future Land Use Map as a tool to concentrate growth in areas most prepared to receive it, preserve what residents love about Pineville, and support commercial and mixed-use activity in designated centers. Although this map (unlike zoning) is non-binding, its development may influence future regulations in Pineville.

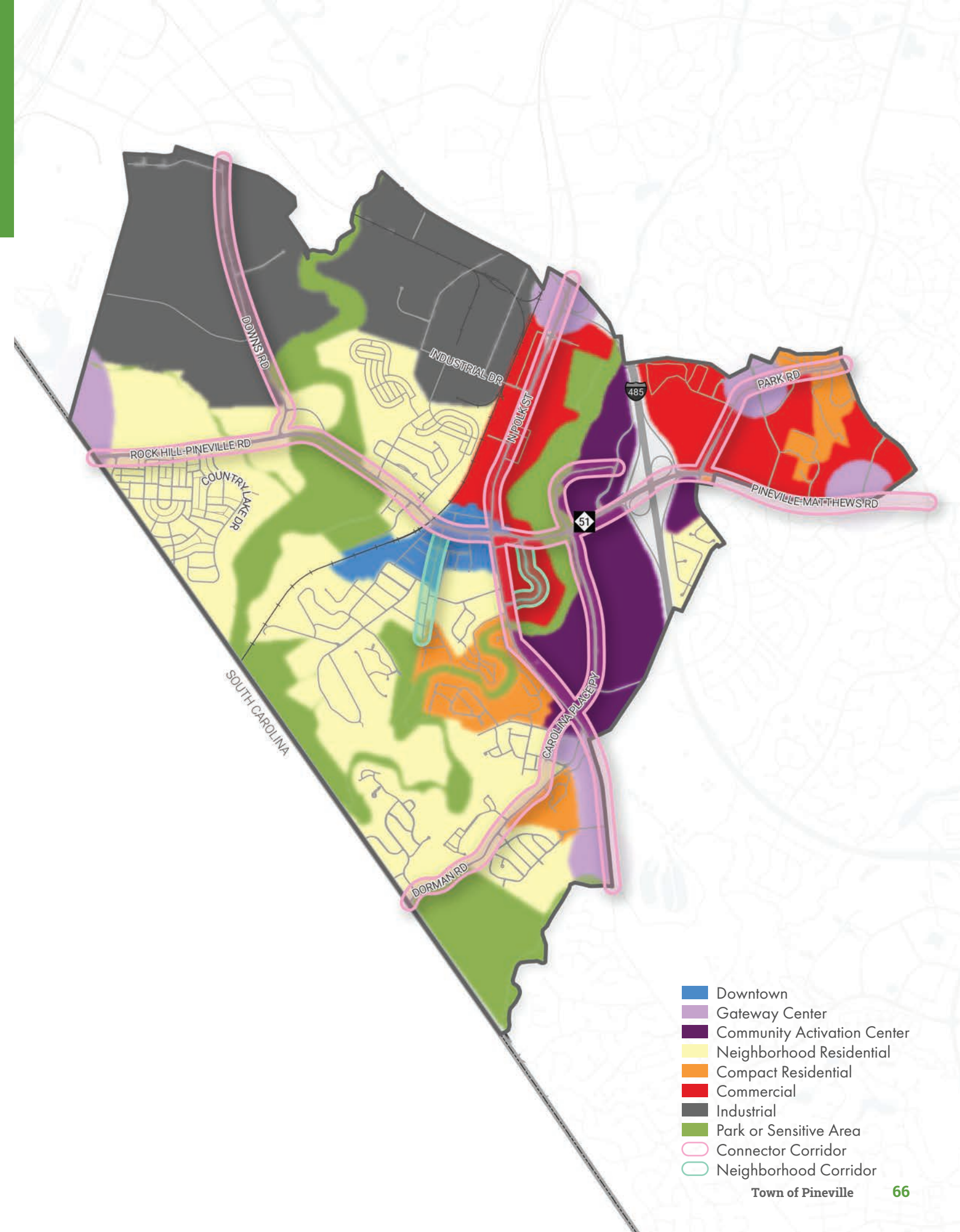
Map Overview

The map to the right includes all the place types presented in the previous section. When overlaid, the place types paint a picture of where development should be concentrated and limited in Pineville and what types of development are preferable. See the previous section for detailed descriptions of each place type.

Developing the Future Land Use Map

The Future Land Use Map is the culmination of the land use analysis described so far. Community characteristics and input from Pineville residents and stakeholders informed the Conceptual Growth Strategy, which was refined to form the Future Land Use Map. The graphic below outlines this process.

Path to the Future Land Use Map



- Downtown
- Gateway Center
- Community Activation Center
- Neighborhood Residential
- Compact Residential
- Commercial
- Industrial
- Park or Sensitive Area
- Connector Corridor
- Neighborhood Corridor

Land Use

Goal Statement

Pineville will embrace a land use strategy that promotes sustainable growth where it makes sense while preserving the small-town charm at the core of the town.

Desired Outcomes

The following desired outcomes are based on the Land Use Objectives.

- Strategic growth in places best positioned to absorb it
- Preservation of Pineville’s sensitive areas and open spaces.
- Small-town charm anchored by a lively downtown.

Land Use Strategies

Strategy 1 | Create, update, and maintain plans and policies that support sustainable, targeted growth in Pineville.

- Action 1.1** : Revisit the Future Land Use Map frequently to identify changes based on changing priorities and emerging market trends.
- Action 1.2** : Identify revisions to the zoning ordinance that encourage development matching the goals of the conceptual growth strategy and future land use map.
- Action 1.3** : Allocate resources to address plan and policy development, including those outlined in the strategies and actions of the Pineville Comprehensive Plan.

Strategy 2 | Encourage the development of distinct mixed-used districts within the Downtown, Gateway Center, and Community Activation Area place types as identified on the Future Land Use Map.

- Action 2.1** : Apply the place types in the Future Land Use Map to shape land use policies and regulations.
- Action 2.2** : Explore ways to encourage public and private partnerships to support the planned development of Downtown.
- Action 2.3** : Initiate programs to work with local business associations and civic groups to create desirable development patterns.

- Action 2.4** : Explore the creation of an Economic Development Committee composed of public/private leadership.
- Action 2.5** : Revisit the Downtown Overlay District Plan to update it with the land use characteristics detailed in this Comprehensive Plan and update the design guidelines as necessary.

Strategy 3 | Promote infill development and the clustering of growth in developed areas of the Town.

- Action 3.1** : Ensure the zoning ordinance provides appropriate specifications for building placement, required yards, lot coverage, and building height in places where infill development and clustered growth are desired.
- Action 3.2** : Update design standards for activity centers to reinforce walkable, compact development objectives.
- Action 3.3** : Support the assembly of smaller parcels to encourage infill development that supports community development priorities.



Framework Elements

This chapter showcases the six supportive framework elements of the Pineville Comprehensive Plan. These framework elements are designed around the Land Use Strategy to guide decision-making on future growth in Pineville.

- Economic Development
- Housing
- Transportation and Mobility
- Cultural and Historic Resources
- Parks and Open Space
- Community Facilities

Framework Elements

This chapter showcases six framework elements that support the Future Land Use Strategy for Pineville. The supporting strategies are designed to guide decision-making on growth, development, and investment in ways that contribute to community success as defined by the Vision and Goals.

Each framework element focuses on a critical part of the community, and contains a goal statement, desired outcomes, strategies for change, and actionable steps for implementation. The six supportive framework elements are highlighted below with brief descriptions. Subsequent pages detail each element.

Economic Development

Identifies the economic opportunities most appropriate for Pineville based on market conditions and community preferences.

Housing

Provides guidance on future housing supply and various goals based on the Land Use Strategy.

Transportation and Mobility

Guides transportation decisions for Pineville according to established plans and the priorities described in the Land Use Strategy.

Cultural and Historic Resources

Connects previous plans to the Future Land Use Map, guiding the preservation and promotion of Pineville's treasured sites.

Parks and Open Space

Summarizes the outcomes of the PARC Plan in the context of the Future Land Use Map.

Community Facilities

Contextualizes the community's infrastructure and services, guiding decisions toward a strategy integrated with land use.



Economic Development

Goal Statement

Pineville will foster a vibrant downtown and pulses of economic activity by continuing to capture market opportunities through programs, policies, and investments.

Desired Outcomes

The following desired outcomes are based on the Economic Development Objectives.

- Growth along existing corridors and within existing nodes.
- Retention of local businesses and services.
- Readily available goods, services, and jobs.

Economic Development Strategies

Strategy 1 | Promote a healthy mix of commercial, industrial, and service-oriented businesses Townwide.

- Action 1.1** Continue to grow and diversify the employment base by capitalizing on Pineville’s position in the region.
- Action 1.2** Leverage existing and anticipated assets (e.g., LYNX Blue Line extension, greenway system, access to healthcare) when targeting jobs and industry investments.
- Action 1.3** Preserve key economic development sites by applying a consistent policy that guards against encroaching uses.
- Action 1.4** Nurture the network of small businesses that prioritize entrepreneurship.
- Action 1.5** Emphasize work-from-home opportunities through policy, targeted recruitment of like-minded businesses, and creative supportive land use regulations.
- Action 1.6** Prioritize first/last mile connection to future LYNX Blue Line stations.
- Action 1.7** Encourage denser and more pedestrian-friendly development along Pineville’s primary transportation corridors, especially future transit corridors, accompanied by investments in pedestrian and bicycle infrastructure.

Strategy 2 | Improve the appearance of public and private property throughout Pineville with particular attention to gateways.

- Action 2.1** Reference gateways; Reference Gateway Centers on FLUM; North Polk Street, Rock Hill-Pineville Road, Lancaster Highway, Pineville-Matthews Road.
- Action 2.2** Consolidate and relocate utilities with a focus on the Connector Corridors identified in the Future Land Use Map.
- Action 2.3** Create a tree planning and street tree replacement program with a focus on the Connector Corridors identified in the Future Land Use Map.
- Action 2.4** Strengthen the Town’s development regulations that address aesthetics.

Strategy 3 | Continue to guide economic investment downtown, including a mixture of employment, commercial, and residential uses.

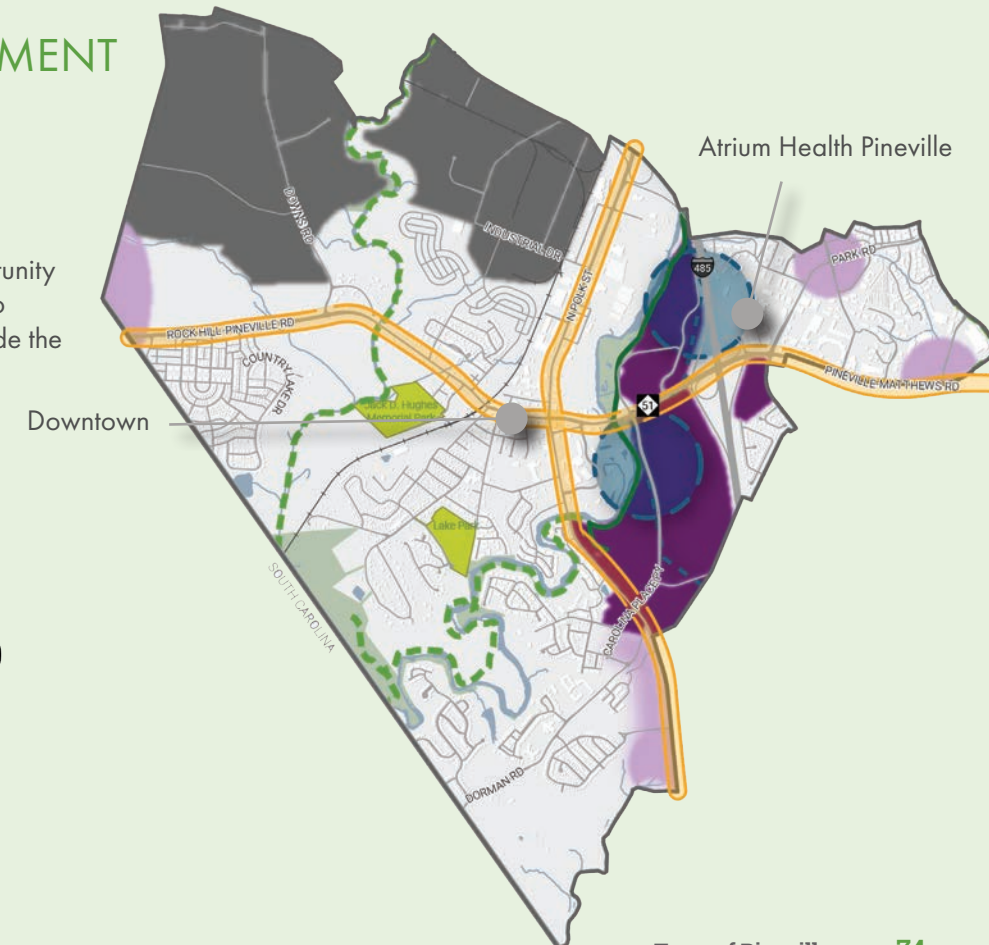
- Action 3.1** Create and communicate a clear market position for Downtown as an activity center for Pineville residents, a destination for visitors, and a place for new investment and business.
- Action 3.2** Invest in Downtown public infrastructure, including mobility enhancements, that promote mixed-use development, infill, and redevelopment.
- Action 3.3** Conduct consistent market research to identify new opportunities for investment and business growth based on demand from Pineville’s growing market and the region’s evolving economy.
- Action 3.4** Commission a Downtown Land Use and Transportation Study to engage Downtown stakeholders more directly to define current and likely challenges and opportunities.



ECONOMIC DEVELOPMENT ASSETS AND OPPORTUNITY AREAS

Multiple existing and future assets and opportunity areas exist in Pineville that will be important to leverage for the Town’s economy. These include the locations highlighted in this map.

- Key Economic Development Corridor
- Existing Greenway
- Proposed Greenway
- Industrial (Place Type)
- Community Activation Center (Place Type)
- Gateway Center (Place Type)
- LYNX Blue Line Route Proposed Extension
- LYNX Proposed Blue Line Station Areas



Housing

Goal Statement

Pineville will continue to be a town of charming and distinctive neighborhoods that offer a diversity of housing types that support different resident and family needs.

Desired Outcomes

The following desired outcomes are based on the Housing Objectives.

- Preservation of existing residential neighborhoods.
- Rising home ownership rates with a diversity of quality housing.
- Enhanced quality of place with walkability within and between neighborhoods.

Housing Strategies

Strategy 1 | Promote strong neighborhood qualities for existing and new residential areas.

- Action 1.1** Stabilize and revitalize Pineville’s older neighborhoods through partnerships and programs (e.g., Mecklenburg County HOMES program, land bank, etc.).
- Action 1.2** Enhance access to amenities for existing and future neighborhoods by fulfilling the vision of the Pineville Mobility Plan.
- Action 1.3** Consider inclusionary zoning practices and seek the most efficient use of land during new development and redevelopment projects.
- Action 1.4** Evaluate the effectiveness of the Residential Overlay District as part of a larger diagnostic of the Pineville Zoning Ordinance.

Strategy 2 | Diversify the types of housing available in Pineville.

- Action 2.1** Review and update the Pineville Zoning Ordinance to allow a larger range of housing types, sizes, and densities (e.g., live/work units, zero-lot-line homes, accessory dwelling units, etc.).
- Action 2.2** Encourage housing types that address the “missing middle,” in ways that are complementary to existing neighborhoods
- Action 2.3** Consider the applicability of context-appropriate hidden densities created through accessory dwelling units.

Action 2.4

Evaluate ways the Residential Overlay District can create a balance between existing single-family homes and other housing options, particularly near transit, employment, and educational opportunities.

Action 2.5

Consider the applicability of creative tools (e.g., density bonuses, land banking, reduced permit fees, rehabilitation grants, etc.) to address housing affordability.

Strategy 3 | Create housing options in Pineville that are accessible to a range of income levels.

Action 3.1

Establish a process to regularly monitor housing affordability and identify gaps in the housing market.

Action 3.2

Use the Residential Overlay District to encourage the delivery of needed housing price points.

Action 3.3

Encourage redevelopments projects to include a diversity of housing types and price points, particularly

Action 3.4

Consider policies that encourage developers to set aside a percentage of units/homes in new developments as affordable.

Action 3.5

Encourage, assist, and partner with non-profit organizations that construct, manage, and provide affordable housing and related services.

THE “MISSING MIDDLE”

Missing Middle is a term coined by Daniel Parolek of Opticos Design. It refers to housing types that fall between single-family homes and large apartment buildings. These housing units are compatible in scale with single-family homes. While commonly part of historic neighborhood development, this type of housing is far less common today. However, the density and location of neighborhoods near Downtown Pineville will likely see growing demand for those wanting to live in a walkable neighborhood with a wide range of price points. Millennials and Baby Boomers have been driving the demand for Missing Middle housing over the last decade. Most of the housing stock—both locally and in the United States—is in a conventional neighborhood of single-family homes. This concentration of one product type contributes to a worsening shortage of other types of units nationally.



As shown in the examples above, Missing Middle housing can take different forms and can be complementary to existing neighborhood character rather than detracting from it. These forms may include townhomes, duplexes, or small-scale multifamily development. These product types, which can more easily be part of an infill strategy, enable residents who want to live in a walkable community to do so at the budget that best meets their needs. Nationally, more consumers are opting for smaller homes in a walkable environment over larger units that require longer commutes and more personal vehicle trips. In Pineville, this development pattern can be applied near Downtown as well as near activity centers that offer pedestrian and/or transit accommodations.

Transportation and Mobility

Goal Statement

Pineville will enhance mobility through a multimodal transportation system that is safe, easy, and efficient for all users.

Desired Outcomes

The following desired outcomes are based on the Transportation and Mobility Objectives.

- Implementation of the Pineville Mobility Plan.
- A multimodal transportation system with more choices.
- Ability to fully leverage future transit routes.

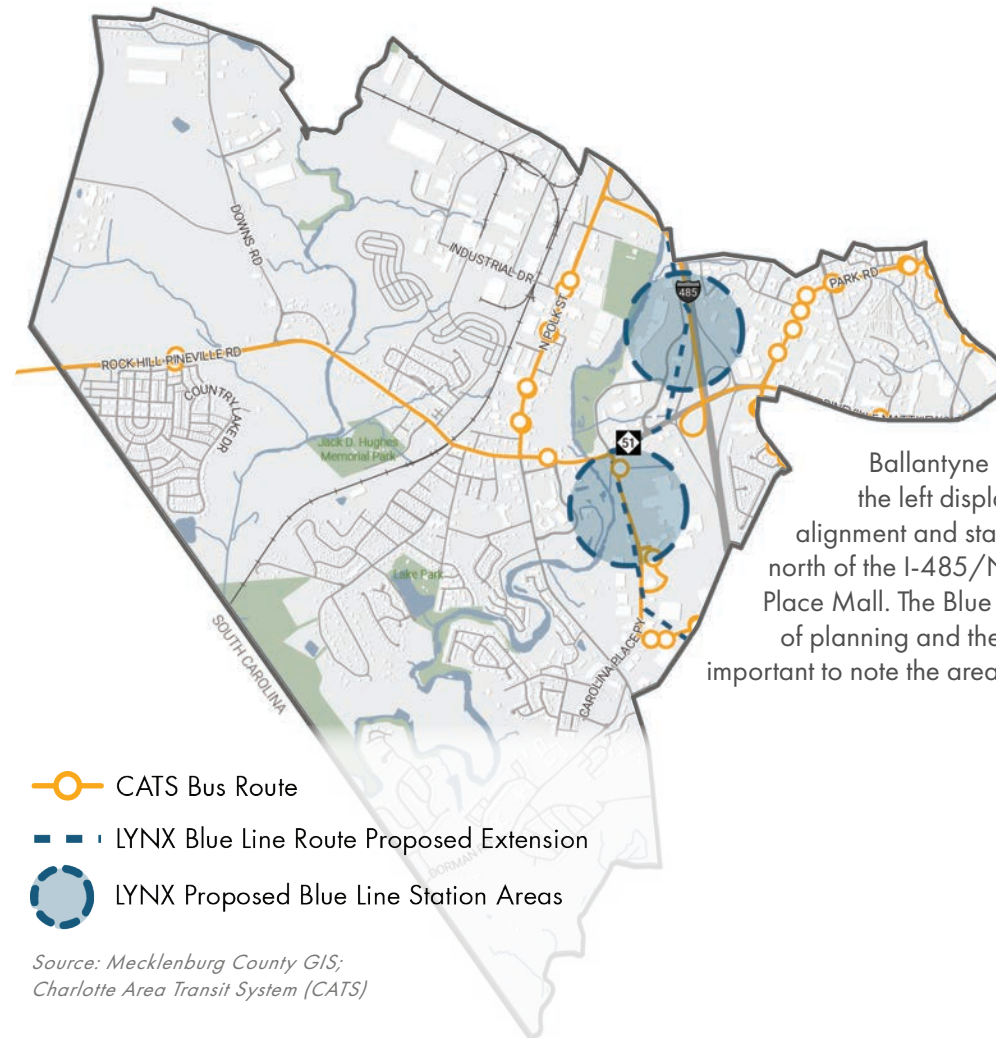
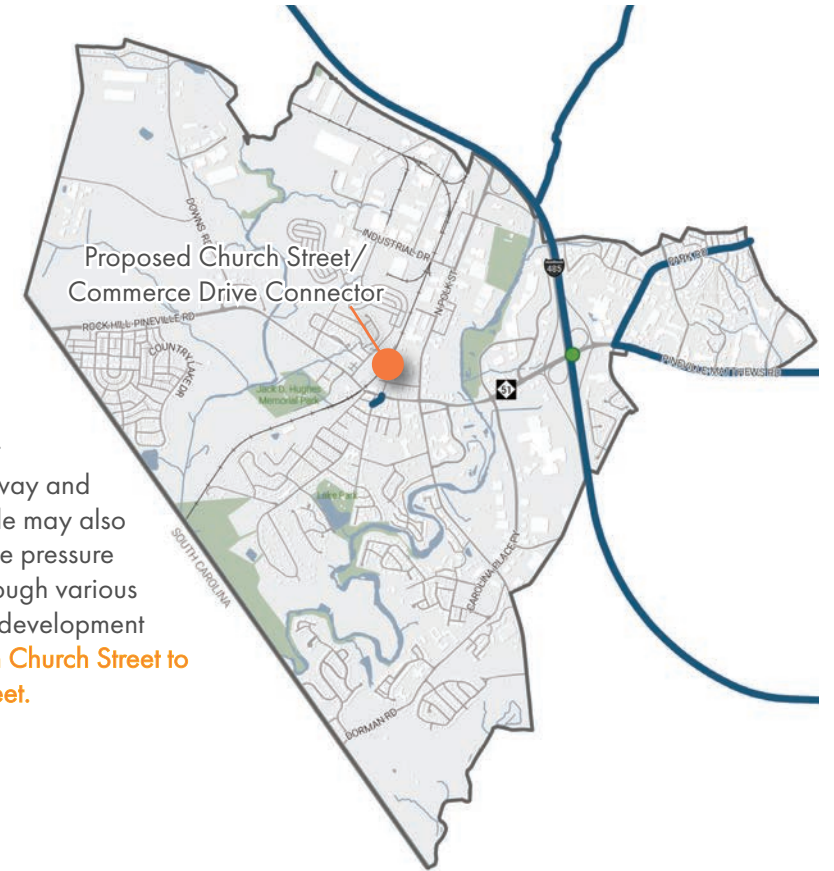
Transportation and Mobility Strategies

Strategy 1 | Implement the Pineville Mobility Plan in coordination with the Future Land Use Strategy.

- Action 1.1** Focus efforts on implementing the bicycle and pedestrian projects in accordance with the Mobility Plan priorities. Continue to prioritize expansion of the sidewalk network and maintenance of existing sidewalks.
- Action 1.2** Reference the Multimodal Intersection Improvements identified in the Mobility Plan to improve access between the existing and proposed bicycle and pedestrian network.
- Action 1.3** Coordinate with Charlotte Area Transit to enhance bus stops in Pineville with particular emphasis on the priority bus stops as identified in the Mobility Plan.
- Action 1.4** Use the Mobility Plan's policy and program guidance to fulfill the vision of making it safer and easier to travel to and within Pineville.
- Action 1.5** Prioritize first/last mile connections to future LYNX Blue Line stations.

Roadway Projects

The 2020-2029 State Transportation Improvement Program identifies funded projects during the specified period. In Pineville, the current STIP includes three roadway projects, one bicycle/pedestrian project, and one interchange project. STIP projects along I-485 and South Boulevard outside the Town limits may affect Pineville residents. The map to the right shows the roadway and intersection/interchange projects near Pineville. Pineville may also consider building new local or collector streets to relieve pressure on the overall network. These streets can be funded through various means, including partnership with the private sector as development occurs. **One example would be a connector street from Church Street to Commerce Drive as a parallel option to North Polk Street.**



Transit

The LYNX Blue Line currently ends just north of Pineville but is proposed to be extended through Pineville to Ballantyne in the coming decades. The map shown to the left displays the potential future Blue Line extension alignment and station areas that are proposed along I-485, north of the I-485/NC 51 Interchange, and near the Carolina Place Mall. The Blue Line extension is in the preliminary phases of planning and these locations are subject to change, but it's important to note the areas to plan for any possible transit-oriented-development opportunities.

- CATS Bus Route
- - - LYNX Blue Line Route Proposed Extension
- LYNX Proposed Blue Line Station Areas

Source: Mecklenburg County GIS; Charlotte Area Transit System (CATS)

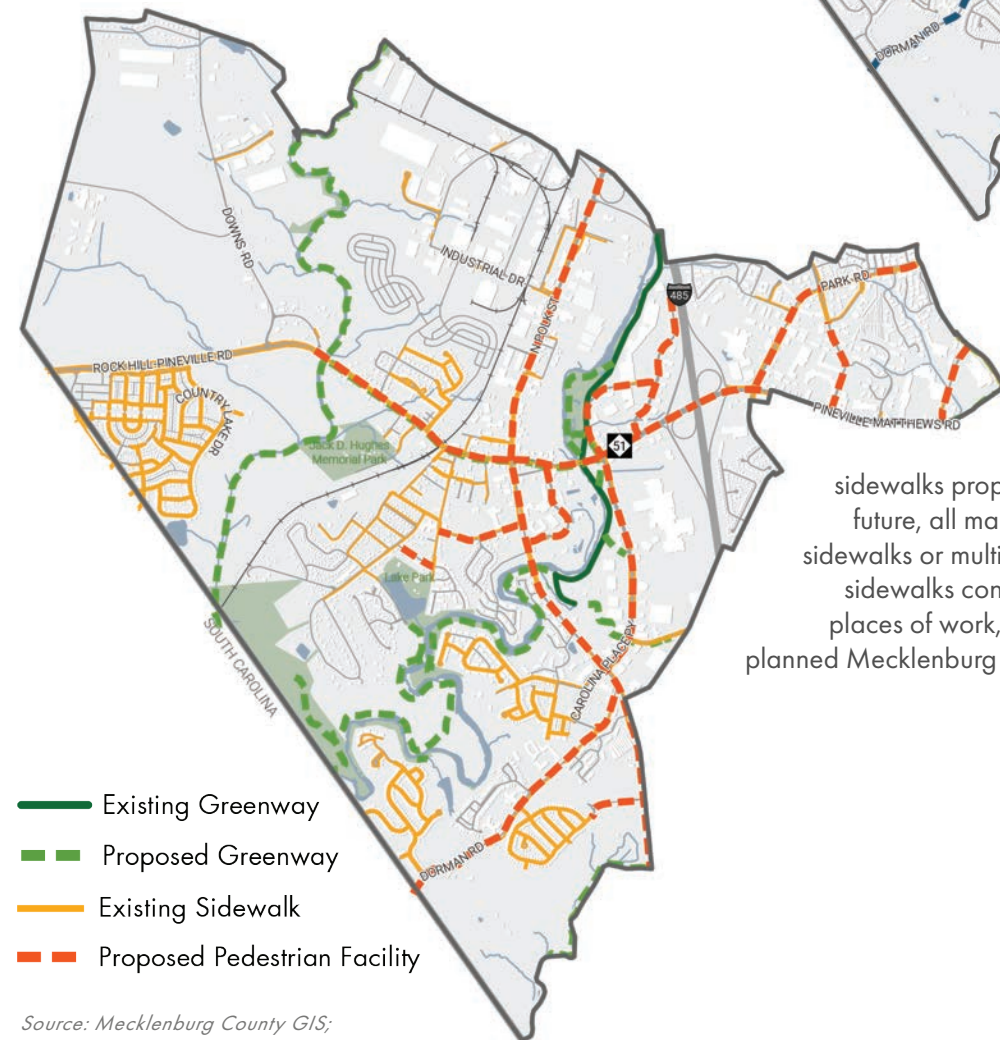
Bicycle Facilities

The map to the right shows the bicycle facilities proposed in the Pineville Mobility Plan, adopted by Town Council in February 2021, and the greenways proposed by Mecklenburg County. The future bicycle system in Pineville will allow bicyclists a safe method of travel and encourage active transportation.



- Existing Greenway
- - - Proposed Bike Facility
- - - Proposed Greenway

Source: Mecklenburg County GIS; Pineville Mobility Plan



- Existing Greenway
- - - Proposed Greenway
- Existing Sidewalk
- - - Proposed Pedestrian Facility

Source: Mecklenburg County GIS; Pineville Mobility Plan

Pedestrian Facilities

This figure displays the sidewalks that exist in Pineville and the additional sidewalks proposed in the Pineville Mobility Plan. In the future, all major roads in Pineville will have connected sidewalks or multiuse paths. In combination with crossings, sidewalks connect community members to their homes, places of work, and recreation and shopping areas. The planned Mecklenburg County greenways will aid in pedestrian connectivity as well.



Cultural and Historic Resources

Goal Statement

Pineville will preserve its history and culture as defining characteristics that contribute to what makes our community unique and desirable.

Desired Outcomes

The following desired outcomes are based on the Culture and Historic Resources Objectives.

- Promotion of local arts, cultural, and historic initiatives.
- Preservation of local historical and cultural resources.
- Accessibility to community features that highlight art, history, and culture.

Cultural and Historic Resources Strategies

Strategy 1 | Preserve and promote historic resources and distinctive community character throughout Pineville.

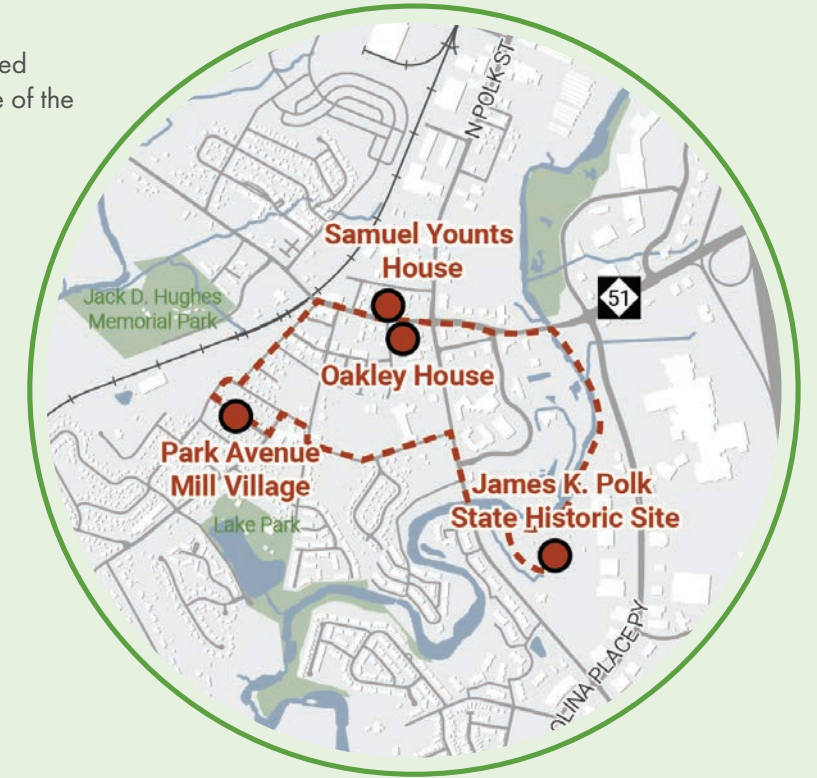
Action 1.1	Evaluate options for zoning changes that protect and enhance historic sites, locations of cultural significance, and places with defining qualities of Pineville.
Action 1.2	Review potential local use of statewide historic preservation resources such as the North Carolina Main Street Program, Preservation North Carolina, and Federation of North Carolina Historical Societies.
Action 1.3	Develop a database of historic and cultural resources in Pineville to help prioritize resources and partnerships that protect and promote those assets.
Action 1.4	Evaluate options related to a façade improvement grant program for Downtown.
Action 1.5	Develop a cultural heritage trail that connects cultural assets in Pineville such as the historic Downtown, Oakley House, Samuel Younts House, Park Avenue Mill Village, and James K. Polk State Historic Site.

PINEVILLE HERITAGE TRAIL

The proposed Pineville Heritage Trail would be a marked network of sidewalks and greenways connecting some of the Town’s most treasured historic sites, including:

- Samuel Younts House
- Oakley House
- Park Avenue Mill Village
- President James K. Polk State Historic Site

Residents and visitors would be encouraged to walk the route and would be directed by wayfinding signage. The Heritage Trail is entirely formed of existing and proposed sidewalks and greenways.



Strategy 2 | Leverage local arts and cultural resources to connect longtime residents and newcomers to Pineville.

Action 2.1	Continue to program, host, and grow festivals and events (e.g., Arts in the Parks Festival, Rockin’ & Reelin’ summer concert and movie series, and Fall Fest).
Action 2.2	Explore new event locations and expand event offerings, including cultural events for specific countries or ethnic groups.
Action 2.3	Continue to invest in the Downtown Pineville Farmer’s Market to promote local farmers and artisans.
Action 2.4	Work with regional partners to promote Pineville as part of the region’s identity in part by leveraging regional assets like the Little Sugar Creek Greenway and future assets such as The Seam Trail.
Action 2.5	Consider establishing a Culture and Arts Commission in partnership with local arts and supportive businesses.
Action 2.6	Consider establishing a public art program to incorporate pieces throughout Pineville and within local parks.
Action 2.7	Continue to use and expand offerings such as the ASC Culture Block Program to provide concerts and art classes to residents.
Action 2.8	Create an outreach program for local artists to organize, promote, and teach classes.

Parks and Open Space

Goal Statement

Pineville will strengthen the health and quality of life in town through an integrated system of parks and open spaces.

Desired Outcomes

The following desired outcomes are based on the Parks and Open Space Objectives.

- Implementation of the Pineville PARC Plan.
- Connections between parks, neighborhoods, schools, and other activity centers.
- Variety of recreation, athletic, social, and education programs.



Parks and Open Space Strategies

Strategy 1 | Implement the Pineville PARC Plan through partnerships and strategic investments.

Action 1.1	Partner with Mecklenburg County on the Lake Park expansion.
Action 1.2	Partner with churches and schools to expand access to existing parks, playgrounds, and sports facilities.
Action 1.3	Partner with groups such as the Carolina Thread Trail and Tarheel Trailblazers to identify, design, and construct new trails.
Action 1.4	Partner with conservation-focused non-profits such as the Catawba Riverkeeper to help maintain creeks and streams in Pineville through educational events and stream clean-ups.
Action 1.5	Identify private partners and developers with interest in sponsoring a park, facility, or greenway segment.
Action 1.6	Evaluate the feasibility of an intergovernmental agreement with Charlotte-Mecklenburg Schools for the shared use of facilities.

Strategy 2 | Implement the Pineville PARC Plan with strategic investments of time and funds.

Action 2.1	Create the Future Park System identified in the PARC Plan by expanding existing parks and reserving space for new parks.
Action 2.2	Evaluate open space requirements such as size, location/accessibility, context, and design to maximize open space in new developments.
Action 2.3	Establish a consistent park system branding, including a logo, color scheme, and font package.
Action 2.4	Analyze staffing needs for administration and maintenance personnel and adjust as necessary.
Action 2.5	Focus marketing and outreach efforts to strengthen support for parks and recreation facilities and programs and to encourage active participation.

Future Park System

In May 2020, the Pineville Town Council adopted the Pineville PARC Plan. The plan details the existing conditions of Pineville’s park system, assesses how it meets current and future needs, and serves as a guiding document for the future of the system. The PARC Plan should be closely considered when creating a preferred growth strategy for the Pineville Comprehensive Plan.

Pineville provides two high-quality, well-loved parks today. It is clear from the community feedback and the National Recreation and Park Association (NRPA) recommendations that Pineville needs to expand its park offerings to provide for its future population. This involves expanding existing parks and reserving space for new parks. No neighborhood parks are located in Pineville, and several locations are needed to meet standards and provide park coverage to peripheral neighborhoods. The existing and proposed parks and park service areas are detailed below and shown on the map on the next page. This information is taken from the PARC Plan.

Community Parks

Pineville already delivers a lot of community park space in Jack D. Hughes and Lake Park. Although plenty of acreage is provided, the amenities at Jack D. Hughes and Lake Park are in high demand, particularly the athletic fields at Jack D. Hughes.

1 Jack D. Hughes Phase III

Location: Main Street

Size: 71.8 acres

The parcel south of Jack D. Hughes Park is owned by Pineville and can be used to expand the park. A Jack D. Hughes expansion is a perfect location for new multiuse fields that are desired by the community.

2 Lake Park Expansion

Location: Lake Drive

Size: 12.6 acres

Lake Park is already a very active park with many amenities. The adjacent creek-side parcel allows space to expand the park and provide more natural park space and passive amenities to Lake Park.

3 Marsh Park

Location: Leitner Drive

Size: 25.7 acres

Mecklenburg County plans to build Marsh Park as part of the Little Sugar Creek Greenway extension. This County park will be located off Main Street and provide a great natural amenity.

Neighborhood Parks

Pineville does not provide any neighborhood parks today, making these parks the priority for new park acreage. NRPA standards suggest Pineville needs 22.9 acres of neighborhood parks by 2030, which would mean 2-3 locations ideally on the outskirts of Pineville.

4 Goodsell Park

Location: Goodsell Court

Size: 1.6 acres (2 parcels)

A park in eastern Pineville provides coverage to neighborhoods that are currently disconnected from the system.

5 West Park

A park in the west of Pineville is not necessary today as there are no large population centers there. However, as Pineville grows, it is important to plan for the future. Pineville should monitor planned development in this area and purchase park land to be developed in the future as an investment in this growing area.

Mini Parks

Pineville does not provide any mini parks today. The area in front of the police department can become a mini park in the future as part of the library and town hall construction.

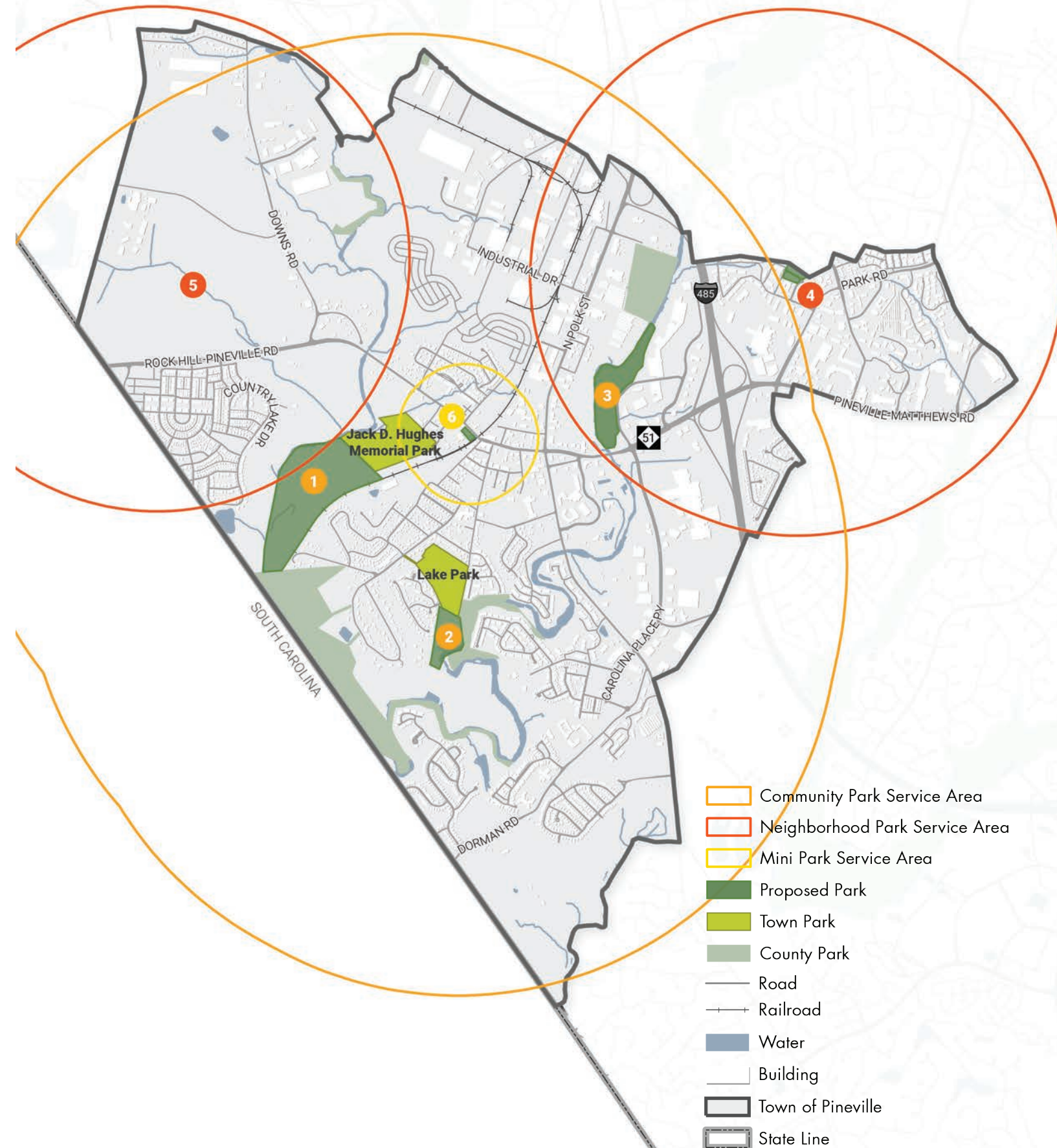
6 Library Plaza

Address: 427 Main Street

Size: 1.2 acres

The large lawn area in front of the police department functions as a community space and can be programmed in the future to become a mini park.

Future Park System



Community Facilities

Goal Statement

Pineville will invest in community facilities to ensure access and availability to safe infrastructure, clean water, and the resources needed to thrive.

Desired Outcomes

The following desired outcomes are based on the Community Facilities Objectives.

- Safety and well-being of Pineville residents.
- Maintain a strong financial position regarding infrastructure and community resources.
- Local events and spaces that unite Pineville residents.



Community Facilities Strategies

Strategy 1 | Promote orderly and fiscally sound growth that supports the Comprehensive Plan’s vision for a community-focused small town.

Action 1.1	Align the Pineville Zoning Ordinance with the land use strategy’s standard for development location, type, and form.
Action 1.2	Focus on more compact mixed-use development patterns in the Downtown, Gateway Center, and Community Activity Center place types to promote connectivity, livability, and efficient and responsible delivery of services.
Action 1.3	Consider a return on investment analysis for major development proposals.
Action 1.4	Promote pedestrian-friendly mixed-use development over single-use strip commercial development, especially in place types that emphasize mixed-use development.
Action 1.5	Inform developers of the Town’s emphasis on access to community facilities.
Action 1.6	Continue to communicate proposed development, transportation, and long-range plans with the Charlotte-Mecklenburg County Schools.
Action 1.7	Collaborate with nearby jurisdictions on future growth and transportation improvements.
Action 1.8	Continue to seek coordination and collaboration among departments and agencies within Town Hall and other local, regional, and state partners/agencies.
Action 1.9	Explore opportunities to further engage the community and offer more transparency through the Town’s website and social media channels.

Strategy 2 | Monitor the capacity of infrastructure and the need for community services as development and redevelopment occur.

Action 2.1	Sustain a strong financial position that allows flexibility to react to changes in growth, development, and economic trends.
Action 2.2	Collaborate with utility providers to consider infrastructure expansion and financing based on a rolling ten-year horizon for capital investments.
Action 2.3	Encourage development that uses building techniques that minimize impacts on utility infrastructures.
Action 2.4	Prioritize infrastructure investments that promote development patterns in line with the Future Land Use Strategy.
Action 2.5	Evaluate and adjust the requirements of new development to ensure projects make appropriate contributions toward infrastructure and community services.
Action 2.6	Work with utility providers to provide and/or modernize utilities and facilities.
Action 2.7	Evaluate options for expanding high-speed broadband internet throughout Pineville with initial emphasis on economic development priority zones.
Action 2.8	Encourage low impact development techniques and green street design to minimize the demand on stormwater infrastructure.

Next Steps

The Pineville Comprehensive Plan concludes with a summary of Next Steps that will move the Town closer to its vision of a small town and destination of regional importance. This chapter includes an Action Plan that spotlights critical efforts needed to implement the earlier stages of the Comprehensive Plan. The chapter is outlined by the following sections:

- Call to Action
- Action Plan
- Featured Actions
- Conclusion

Call to Action

Today is a dynamic time. Demographic shifts, new technologies, and a pivot to flexible work arrangements are reshaping how people want to live, work, and play. The changes Pineville has experienced over the last decade have resulted in new obstacles even as new light shines on the Town’s enviable assets. The Pineville Comprehensive Plan presents dozens of recommendations ranging from simple actions to more complex investments that will take years to come to fruition. At its core, the plan balances these obstacles and assets in a way that is uniquely Pineville.



Five Obstacles to Overcome

- The rising cost of housing
- A highway running through downtown
- New residents without a tie to Pineville
- Underperforming gateways
- Limited funding for big ideas



Five Assets to Leverage

- A historic downtown and strong neighborhoods, both new and old
- Prime location near Charlotte and within a growing region
- Numerous redevelopment opportunities
- Enviably parks and local events
- Growing and diverse employment base

How to Use the Plan

As a blueprint for staff, elected officials, residents, and stakeholders, the Pineville Comprehensive Plan serves as a guide for future land use decisions and supporting actions. The plan is anticipated to be used in the following ways:

- Town Staff.** To align department policies, inform budget decisions, and provide incremental choices within the community’s vision as it relates to growth, development, and investments.
- Town Council.** To guide decisions surrounding growth and development while still allowing staff and elected officials to adapt to changes in economic conditions and community preferences.
- Boards and Committees.** To assert the community’s vision and encourage consistency as decisions are made.
- Businesses.** To identify where the Town is focusing growth and investments as well as development can support the community-supported vision.
- Residents.** To understand the future vision for growth, development, and investment and how supportive policies will enhance the quality of life.
- Community Leaders.** To continue ongoing dialogue that maintains progress toward common goals.
- Regional Partners.** To streamline cross-jurisdictional recommendations and strategies.

Pillars for Implementation

Each action from the Pineville Comprehensive Plan represents an important step in achieving the community’s vision. The pace of implementation will be affected by external forces such as market conditions and internal factors such as staff time and funding. The implementation also will rest on the Town’s ability to work collaboratively with private interests and its willingness to be nimble in response to changing dynamics. The following pillars for implementation provide a framework for achieving the Town’s future vision and goals by simplifying the next steps.

Bringing awareness.

- Make the plan readily available**, including online and in print at locations such as the library and community centers.
- Identify and engage partners** such as neighborhood groups, corporate entities, and civic organizations that can assist with implementation.

Monitoring progress.

- Create an annual report** that highlights annual accomplishments and reflects any changes in priorities.
- Share the status of actions** by indicating whether actions are completed, underway, or no longer applicable.

Synchronizing efforts.

- Update regulations**, including the Pineville Zoning Ordinance, to address the plan’s recommendations.
- Require concurrence** during development activity to ensure approvals concur with the plan’s policies.

Allocating resources.

- Identify funds for implementation**, including local funds, regional funds, grants, and private investment.
- Protect staff time** to allow ongoing progress and regular review of the plan’s priorities.



Action Plan

The Pineville Comprehensive Plan plays a critical role in anticipating likely changes for the Town and addressing the potential challenges that could result. These challenges include additional stress on infrastructure, rising demand for community services, and increased pressure on housing affordability.

Plans, Policies, Programs, and Projects

The Pineville Comprehensive Plan takes a long-term view of its stated vision with a series of short- and mid-term action steps. Failure to implement an action is not failure of the plan as a whole. Likewise, success does not necessarily require the completion of every recommendation. Actions should be completed as opportunities arise and incremental implementation should continue through partnership, leveraging new development, and as funding allows. As an umbrella document for the Town, the Pineville Comprehensive Plans guides other efforts, including plans of local significance, reconstituted policies, current and new programs, and projects that will bring the Town’s vision to life. Each of these pieces will affect the community in unique and personal ways.

PINEVILLE COMPREHENSIVE PLAN

Plans

The Pineville Comprehensive Plan folds in recent plans such as the Mobility Plan and PARC Plan while acknowledging that future plans can provide more detail and carry forward the community vision. The Comprehensive Plan recommends the Town complete a Downtown Land Use and Transportation Study.

Policies

The Town needs to revisit and update local policies, especially the regulatory framework through which development decisions will continue to be made. The Comprehensive Plan includes several actions that focus on updating Town regulations. These actions should be coordinated where possible.

Programs

While programs can contribute to the Comprehensive Plan’s vision, these efforts often require the coordinated time and energy of staff, elected officials, residents, and stakeholders. The Comprehensive Plan suggests several potential programs are evaluated, including those related to public art, downtown façade improvements, tree replacement, and neighborhood revitalization.

Projects

These investments give shape to the necessary plans, policies, and programs outlined in the Pineville Comprehensive Plan. The list of projects will change, so a flexible approach to prioritization is critical. Numerous projects were identified through the Pineville Mobility Plan and Pineville PARC Plan. These efforts are memorialized in the Comprehensive Plan.

Featured Actions

The Pineville Comprehensive Plan takes a multistep approach toward implementation. The first step identifies a vision and supporting goals that informed the land use strategy. The second step establishes more manageable, concrete strategies and actions. Included within these strategies and actions are the following featured actions.

Review and maintain the Comprehensive Plan.

This action is not just good practice, it is mandatory. Chapter 160D of the North Carolina General Statutes requires municipalities to adopt a comprehensive plan or land use plan by July 1, 2022. The legislation also requires the Town to keep the plan reasonably maintained. While the definition of reasonable maintenance is open to interpretation based on growth and development, the Town should expect a full update to the Comprehensive Plan to occur every five years.

Update the Pineville Zoning Ordinance.

The Town should follow up the Comprehensive Plan with a rewrite of the Pineville Zoning Ordinance and associated regulations. The intent would be to set policies, many of which are identified as actions in the Comprehensive Plan framework elements, to serve as the primary means of implementing the Future Land Use Strategy. The update should include standards that set requirements for the form of development and allowable uses.

Launch a recurring biennial citizen survey.

While community engagement was a foundational consideration for the Comprehensive Plan, the Town would benefit from an ongoing, statistically valid snapshot of the thoughts and opinions of the Town’s residents. Potential objectives of the biennial citizen survey would be to measure how residents feel about Pineville, understand opinions about the Town’s growth and development, identify citizen concerns, and reassess the priorities of residents.

Conclusion

As more people move to Pineville, new jobs emerge, and investments occur, Pineville must stand firm in its expectation of being a community-focused small town that fully leverages its access to big city amenities. It needs to remain a safe and attractive place to call home. In addition, those homes need to be supported by a healthy local and regional economy with attractive choices for how people travel to and around Town. The people of Pineville need high quality schools, access to world-class healthcare, and new ways to experience the Town’s natural spaces. The Pineville Comprehensive Plan establishes a vision based on community input and rooted in an understanding of what makes the Town an attractive place to live, work, invest, and visit. It documents emerging trends, spotlights local needs, and recommends dozens of actions to achieve the desired outcomes. It sets forth the next steps for this Small Town with Big Ideas.



PINEVILLE       

COMPREHENSIVE PLAN



Kimley»»Horn