

# Village of Marvin

# 2020 LAND USE PLAN



Village of Marvin, North Carolina  
Adopted Nov. 10, 2020

# Acknowledgments



LAND USE PLAN 2020



Village of Marvin

## VILLAGE COUNCIL

Joseph E. Pollino Jr., Mayor  
Kim Vandenberg, Mayor Pro Tem  
Bob Marcolese, Council Member  
Jamie Lein, Council Member  
Andy Wortman, Council Member

## PLANNING BOARD

John Jones, Chairman  
Kelly Cates, Vice-Chairwoman  
Mark Petersen  
Michael Lavelle  
Paul Cappiello  
Malinda N. Daniel  
Kent Renner

## PARKS, RECREATION & GREENWAY BOARD

John Baresich, Chairman  
Kristyna Culp, Vice-Chairwoman  
Bob Nunnenkamp  
Dan Wilson  
Sherri Albano

# Table of Contents



SECTION	PAGE
<b>1.0 EXECUTIVE SUMMARY &amp; INTRODUCTION</b> .....	4
<b>2.0 PURPOSE, SCOPE &amp; METHODOLOGY</b> .....	10
2.1 Purpose	
2.2 Scope	
<b>3.0 COMMUNITY PROFILE</b> .....	12
3.1 Profile and Community Trends	
3.2 Population and Growth Factors	
3.3 Population and Facilities	
<b>4.0 PUBLIC PRIORITIES &amp; COMMUNITY VISION</b> .....	18
4.1 Formulating a Common Vision	
4.2 Identifying Public Priorities & Common Principles	
<b>5.0 VISION STATEMENT, CORE POLICIES &amp; GOALS</b> .....	25
5.1 The Community's Vision	
5.2 Vision Statement	
5.3 Core Land Use Policies	
<b>5.4 GOALS, OBJECTIVES &amp; POLICIES</b> .....	28
♦ A. Land Use Principles & Implementation	
♦ B. Identity & Sense of Place and Community	
♦ C. Residential Development	
♦ D. Village Center Development	
♦ E. Nonresidential Development	
♦ F. Parks, Recreation, Greenspaces, and Pedestrian Travelways	
♦ G. Sustainability, Protection of Landforms & Sensitive Lands	
♦ H. Transportation, Roadways, and Traffic Management	
<b>6.0 2050 COMPREHENSIVE PLAN</b> .....	39
<b>7.0 PLAN SUMMARY</b> .....	43
<b>8.0 GLOSSARY</b> .....	44

# 1.0 EXECUTIVE SUMMARY & INTRODUCTION



## 1.0 EXECUTIVE SUMMARY

### Overview



Marvin Preserves its Equestrian Roots

**FOREWORD:** The Village of Marvin is a unique place in Union County, given its semi-rural character, quiet neighborhoods, agricultural lands and open spaces. At the same time, it is situated adjacent to Charlotte and Mecklenburg County, which provides close access to entertainment, arts, and amenities that one would typically find in progressive, metropolitan areas.

The Land Use Plan represents a series of policies and objectives the Village has enacted to preserve and protect Marvin's treasured characteristics, while simultaneously responding to the ever-increasing demands for growth.

**PURPOSE:** The Village of Marvin Land Use Plan is used to guide rezoning, planning and capital investment decisions and sets policy directives for officials, staff and other parties concerned with future development.

The plan provides guidance for producing desirable land use patterns, uses, densities. It aims to ensure future development will add to the overall quality and uniqueness of the community, and builds upon the existing foundation that defines Marvin. The Core Planning Policies and Goals, in Section 4.0 of this plan, should be considered prior to making decisions at all scales and levels of development.

**SCOPE:** In large part, public input revealed a desire to maintain the current pattern of development, with a few exceptions. The result is a Land Use Plan that provides some new, yet moderate visions for Marvin's Village Center, coupled with re-commitment to current, rural inspired patterns of development in most other areas of Marvin.

**METHODOLOGY:** In accord with public input, most significantly the 2019 Resident Survey, this update of the Land Use Plan builds upon the principles of the 2004 inaugural Land Use Plan. It considers priorities communicated through public feedback, and incorporates findings from other municipal studies, to formulate a comprehensive set of directives for future Village land use. Visions and principles; reinstated, or new, were then forged through further discussion, deliberation and the hard work of dedicated citizens, volunteers, staff and officials.

## 1.0 EXECUTIVE SUMMARY

### Reasons to Plan

◆ A good plan reflects citizen input, considers varied interests and objective data. The culmination of these considerations formulates a plan with a vision supported by concrete policies and discrete goals. Good land use plans make decision-making easier and less politically fueled.

◆ A good plan ensures a municipality can provide services; like zoning, environmental protection; public amenities, basic maintenance, and access to county and state services; in a manner that meets community needs, with the most effective and efficient structures possible.

◆ A clearly articulated plan forms the basis of a community's future vision. Without it, regulatory controls and decisions can be challenged as arbitrary. The function of the plan is reinforced by provisions in North Carolina Statutes which require a comprehensive land use plan and municipal officials to evaluate land planning decisions against policies delineated in an adopted plan. N.C.G.S. §160D-701\*, entitled Purposes, effectively conveys this premise and is summarized provided below for important reference:



Carolina Box Turtle



North Carolina Chestnut Warbler



Banks Presbyterian Church

In accord with *N.C.G.S. §160D-701\**, entitled *Purposes*, zoning regulations shall be made in accordance with a comprehensive plan.

#### Planning Board Recommendations

1. The planning board shall advise and comment on whether the proposed amendment is:
  - ◆ Consistent with an adopted comprehensive plan
  - ◆ Consistent with any other officially adopted plan that is applicable.
2. The planning board shall provide a written recommendation to the governing board that addresses plan consistency and other matters deemed appropriate by the planning board. Zoning regulations shall be designed to promote the public health, safety, and general welfare. Regulations may address, among other things, the following public purposes:
  - ◆ The provision of adequate light and air;
  - ◆ The prevention of overcrowding of land;
  - ◆ Undue concentration of population;
  - ◆ A reduction of congestion in the streets;
  - ◆ Secure safety from fire, panic, and dangers;
  - ◆ The facilitation of efficient and adequate provisions for transportation, water, sewerage, schools, parks, and other public requirements.
3. The regulations shall be made with reasonable consideration, among other things, as to:
  - ◆ The character of the district, and
  - ◆ The district's particular suitability for certain land uses
  - ◆ A view to conserving the value of historic buildings
  - ◆ A view to encouraging the most appropriate use of land

#### Council Actions

1. When adopting or rejecting any zoning amendment, the governing board shall approve a statement describing whether its action is:
  - ◆ Consistent with an adopted comprehensive plan
  - ◆ Consistent with any other officially adopted plan that is applicable.
2. The Council shall also briefly explain why it considers the action taken to be reasonable and in the public interest.

\*NC G.S. 160D is a reorganization of the State Statute NC G.S. 160A that gives municipalities the authority to enforce planning and zoning and took effect on June 19, 2020.

## 1.0 EXECUTIVE SUMMARY

### Vision Statement

#### Council Mission Statement

We strive to create a vibrant community with high quality of life through transparent leadership, efficient governance and responsive services.  
*(adopted 5/28/2020)*

#### Council Vision Statement

The Village of Marvin will be a welcoming and vibrant residential community with amenities that create community, offer recreation and celebrate heritage.  
*(adopted 5/28/2020)*



Looking on Marvin from above  
Banks Presbyterian Church

### Core Planning Policies

To ensure future development adds to the overall quality and uniqueness of the community, the Land Use Plan is centered upon eight core land use policies, elaborated in Chapter 5:



A. Maintain Land Use Patterns Through Land Use Planning Policies, Goals and Codes



B. Promote Marvin's Historical Identity and Cultivate a Sense of Place and Community



C. Preserve Marvin's Attractive, Low-Density, Family-Oriented Neighborhoods



D. Facilitate a Uniquely Identifiable Village Center that Fosters Marvin's Heritage



E. Consider Limited Development of Pedestrian-Oriented, Neighborhood-Scaled Commercial Areas



F. Expand and Maintain Our Network of Pedestrian Travelways, Parks, Recreation & Greenspace



G. Maintain Commitment to Sustainable Practices and Preservation of the Natural Environment



H. Improve Transportation Networks, Local Streets, Infrastructure and Commuter Conditions

## 1.0 EXECUTIVE SUMMARY

### Future Land Use Designations

The community's vision is further defined by Land Use designations that play a key role in guiding future development and land use policy decisions. These Future Land Use designations are supported by the policy guidelines in the Marvin Code and in sections of this plan.

List of Future Land Use Designations:

- R: Marvin Residential. Marvin's traditional maximum housing density of 1-lot-per-acre
- RUC: Marvin Residential Union County. Residential areas incorporated after construction with smaller lots and greater density than Marvin's R Zoning
- VCD: Future Village Center District Zoning or Overlay District
- I-CD: Individual Conditional District. Amber Meadows, Courtyards at Marvin, and Marvin Gardens. Age restricted patio homes with small setbacks and, in the case of Marvin Gardens, a commercial complex.
- ETJ R-40: Residential Properties in Marvin's ETJ to be regulated under Marvin's RUC Zoning
- ETJ B: Commercial Properties in Marvin's ETJ to be regulated under Marvin's B Zoning

### Supplemental Recommendations



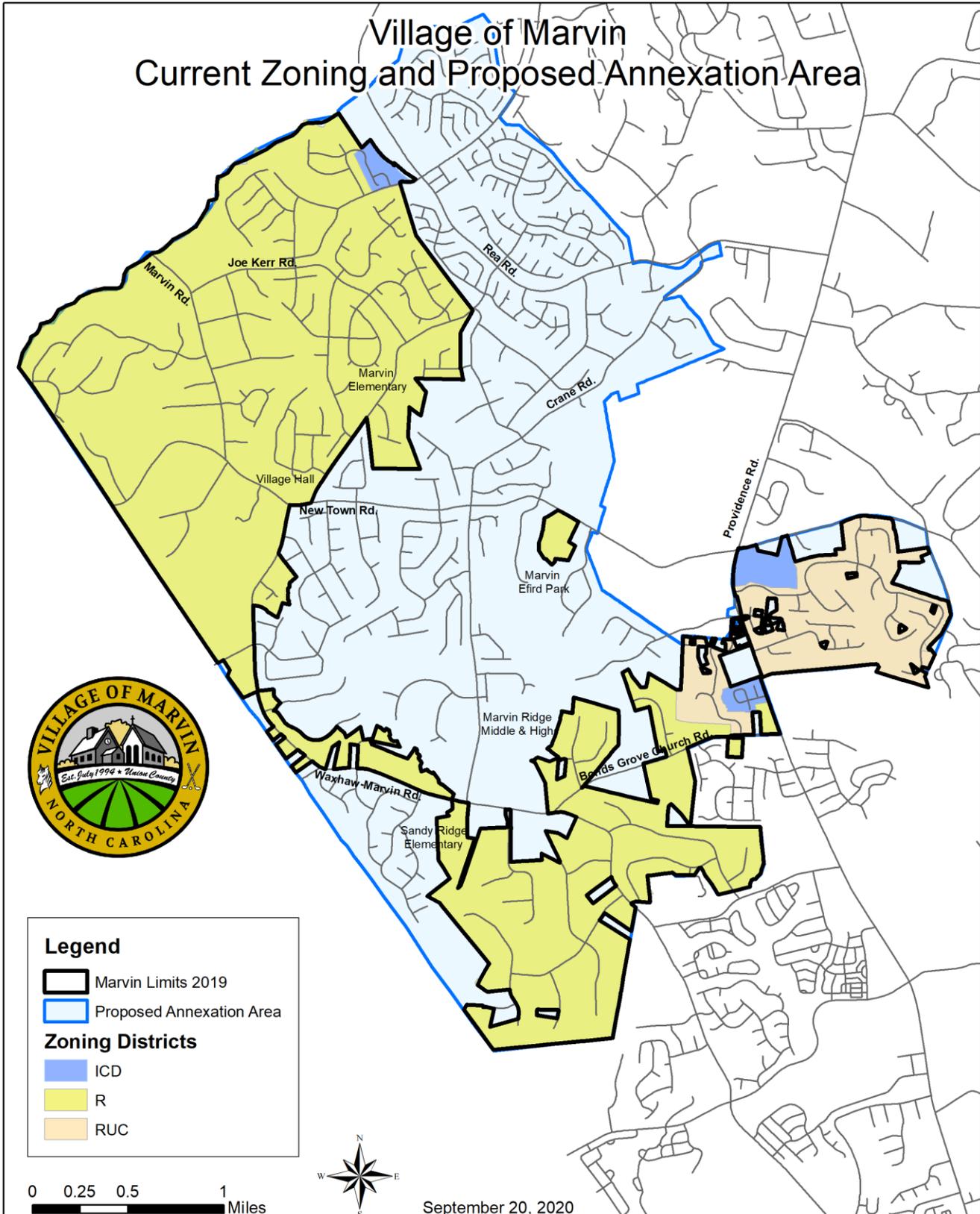
Marvin Road in the Fall



The Barn at Marvin Efir Park

Among the recommendations imparted by this plan, are some supplemental recommendations provided by Planning staff and consultants. The following studies and projects would support multiple land use goals.

1. Facilitate the creation of a Mixed-Use Village Center, on New Town Road between Marvin School Road and Marvin Road (Chapter 5.D)
2. Create a Village-Wide Traffic Calming Plan to install traffic calming devices and pedestrian-friendly infrastructure throughout the Village (Chapter 5.H)
3. Establish a branding program for Village gateways and the beautification of public areas and local streets
4. Continue to implement regulations which promote sustainability (Chapter 5.G)
5. Coordinate projects with CRTPO and their Comprehensive Transportation Plan (CTP) (Chapter 5.H)
6. Identify sub-planning areas beyond the Village's corporate limits, in Marvin's sphere of influence, including establishing an Extra-Territorial Jurisdiction (ETJ)
7. Conduct a full inventory of all heritage homes in the Village and classify their architectural characteristics.
8. Continue to invest in greenway development and connectivity through capital projects.



Marvin's Current Zoning Map with Proposed Annexation Boundary

---

## 1.0 EXECUTIVE SUMMARY

---

### Public Priorities

---

Identifying resident priorities helped to forge and refine the Land Use Plan Vision, core policies and goals. Many of the recommendations of this plan were crafted to address issues resident data revealed to be of primary importance.

**DATA:** Resident priorities were deduced directly and indirectly through input provided in the comprehensive Resident Survey, public workshops and public comment opportunities in open meetings. Most significantly, a substantive volume of free-form, open-ended response data was provided through the Resident Survey (333 households).

**METHODOLOGY:** Creating rules for conservative categorization and assessment made it possible to assess the degree to which certain sentiments emerged, and then reoccurred, across open-response and multiple response data. The more often a sentiment reoccurred, the higher the rise in priority-level status.

This update builds upon many of the same principles embedded in the 2004 Inaugural Land Use Plan but relies heavily on input provided through the Resident's Survey conducted in September 2019. A more detailed account of the Residents Survey methodological processes can be viewed in Section 4.0 / the Appendix of this plan.

Means by which resident input was received and considered are outlined below:

- The 2012 Traffic Survey
- The 2019 Resident Survey
- Public Workshops
- Public Comment Sessions and Public Hearings

Findings in adopted planning studies were also considered, including data and analysis provided in the Comprehensive Transportation Plan (CTP), the 2020 Parks and Greenways Master Plan and the Traffic Calming Committee Report.

**RESULT:** Qualitative and quantitative assessment of the resident survey revealed 10 public priorities that arose throughout the questions and open-ended comments. The following public priorities were most frequently expressed and identified in an approximate order of importance:

---

### Public Input: Analysis

- 1 Keep Current Development Patterns, Resist Impactful Development Changes
  - 2 Improve Traffic Conditions and Implement Traffic Calming Measures
  - 3 Increase Pedestrian Safety and Connectivity
  - 4 Ensure Development is Thoughtful and Positively Impacts the Village
  - 5 Promote Green, Outdoor, Recreational Opportunities and Development
  - 6 Facilitate a Village Center to Foster Identity and Community Gathering
  - 7 Resist Increases to Residential Development Intensity and Density
  - 8 Adhere to Planning Principles that Protect the Quality of Schools
  - 9 Natural Character: Preserve Open Space, Trees & Natural Landforms
  - 10 Cultural Character: Promote Marvin's Rural Heritage and Preserve Landmarks
-

# 2.0 PURPOSE & SCOPE



## 2.1 PURPOSE

**1. The Land Use Plan is intended to be a management tool for Village officials, Village staff and other parties involved in land development and growth management in the Village of Marvin.**

Land use planning is the most tangible evidence of a community's comprehensive planning objectives. The Land Use Plan indicates the basic location, density and types of land uses which are compatible in the Village, after considering competing principles of maintaining character and allowing necessary growth. Goals and policy statements outlined herein should assist officials through decision-making processes.

**2. The Land Use Plan is intended to be a guide for future development.**

When considering growth in designated areas, the plan should implore decision makers and citizens to consider whether proposed development is suitable for the Village and the Character Area, in terms of the development's impact on community aesthetics, character, traffic, and other variables.

**3. The Land Use Plan is intended to advise the Council, Marvin's municipal neighbors and the County to consider planning and growth management programs.**

The Land Use Plan intends to conveniently illustrate and coordinate various planning goals and policies in accord with the Village's Vision Statement. The Land Use Plan's visions, policies and goals, should be reflected in all planning, zoning, development and land use endeavors (e.g. park & greenway plans, transportation plans, site and design regulations, etc.).

**4. The Land Use Plan is intended to be used as the basis for developing responsible ordinances for land use management.**

Development in a community like Marvin relies on individuals who support local governing initiatives; particularly individual residents on committees and boards who are responsible for interpreting and implementing the Village's land use plans. To ensure all parties are working toward common community goals, it is incumbent upon the Village to provide clear regulations to guide development. Zoning, permitting, subdivision controls and other policies should be established in accord with policies of this Land Use Plan.



Marvin's first Land Use Plan was adopted in 2004, after the Village was incorporated on July 1, 1994. With few exceptions, public feedback has demonstrated that residents have little interest in developing the Village in ways that diverge from its original and consistent course of development. Given this fact, one might question the need to amend the 2004 Land Use Plan. However, the inaugural Land Use Plan of 2004 lacked a degree of policy specificity and qualitative descriptors, which might aid more precise implementation. This revision builds upon on the principles and objectives of the inaugural plan but aims to provide more specific policies and goals to accomplish the following scope of objectives:

- ◆ Reinforcement for the current Vision Statement and Land Use Policies
- ◆ More detailed and specific goals to aid implementation of the Vision Statement and Policies
- ◆ Direction for Land Use Plan use, implementation and future amendment
- ◆ Brief character profiles of the Village, for residents and prospective investors
- ◆ A summary of Village resident priorities and views towards development
- ◆ Character Area specifications to facilitate policy and design administration

# 3.0 COMMUNITY PROFILE

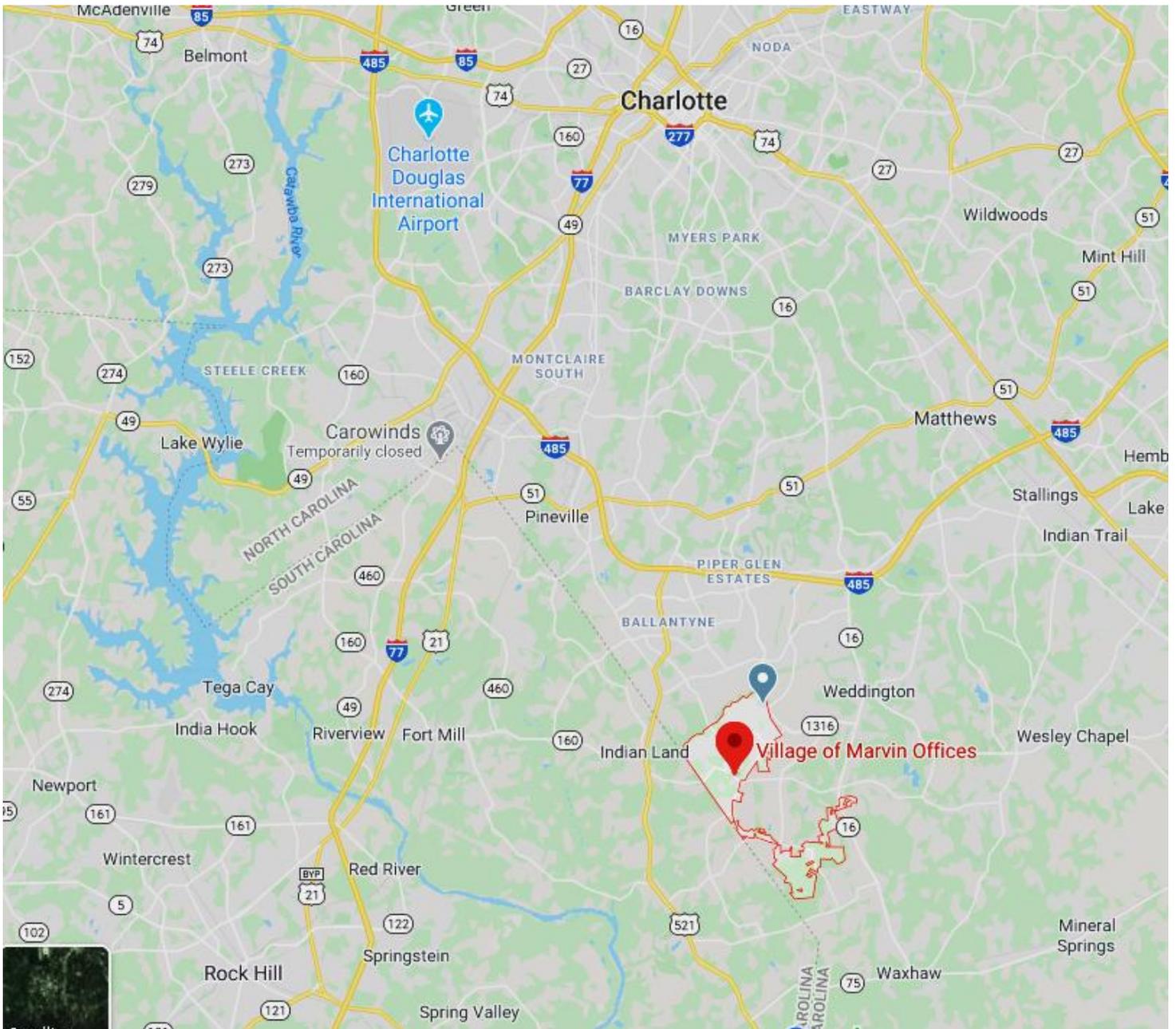


Image Source: Google Maps

## 3.1 PROFILE & COMMUNITY TRENDS

### Planning Area Profile

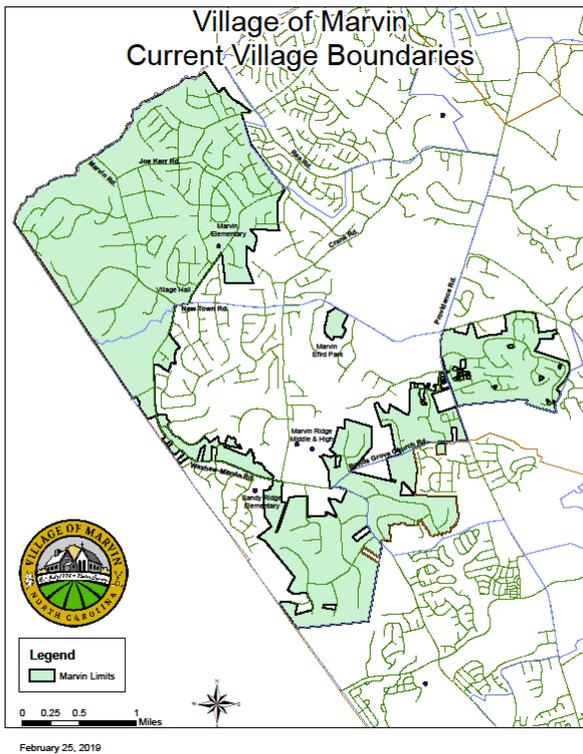


FIGURE 04: VILLAGE OF MARVIN BOUNDARY

The Village of Marvin is a small Village in the south piedmont region of North Carolina. Marvin is situated in the north-western corner of Union County. The Village is bordered by the City of Charlotte in Mecklenburg County to the north, Lancaster County, South Carolina to the west, Waxhaw to the south, and Weddington to the east. Marvin is bordered by unincorporated areas of Union County, which we aim to annex or have extra-territorial jurisdiction in the near future. The Village has a total area of approximately six square miles. The Marvin Planning Area currently includes the corporate boundaries of the Village, but is proposed to expand in the future (see pages 39-40).

### Historical Context

Marvin is historically a cotton, dairy and horse farming area. Marvin's unofficial establishment dates back to the Revolutionary War and was originally referred to as "Poortith." The area which is now Marvin is located within Union County, which was formed in 1842 out of parts of Anson and Mecklenburg counties. However, Marvin was not officially incorporated as a Village until 1994. The effort was primarily motivated by an effort to stop potential annexation by Charlotte-Mecklenburg. Ever since its incorporation, the Village of Marvin has also endeavored to maintain its rural setting in southern North Carolina, with its friendly atmosphere and farming and equestrian culture.

During the past 15 years, the City of Charlotte has rapidly expanded bringing more people to the area and more development. People seeking a rural aesthetic, with a proximity to the City of Charlotte, flocked to Marvin and surrounding areas causing a rapid spurt of development. Marvin's challenges have included efforts to manage growth while maintaining the features Marvin residents find appealing, along with efforts to strengthen and renew a sense of Marvin's place and identity in relation to other municipalities in the area.

(Planning Research provided by Kaitlyn Illmensee: *Identifying the Village of Marvin*)



Crane General Store



Marvin United Methodist Church

## 3.1 PROFILE & COMMUNITY TRENDS

### Geographical Profile

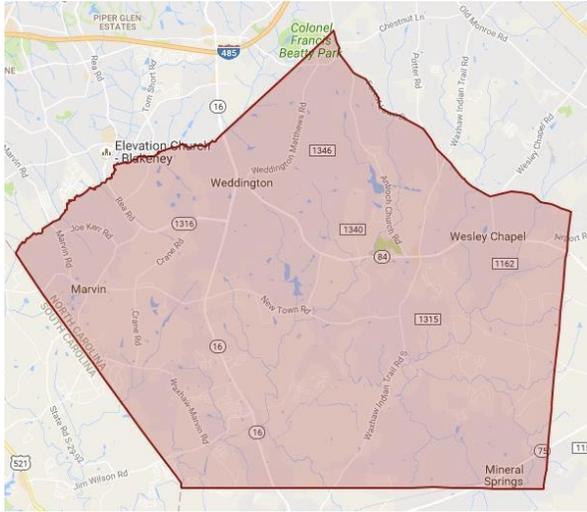


FIGURE 05: TOWNSHIP OF SANDY RIDGE

The Village of Marvin had a population of 7,016 as of July 1, 2019. The primary coordinate point for Marvin is located at latitude 34.999 and longitude -80.816 in Union County. The municipal boundary for the Village of Marvin encompasses a land area of 6.1 sq. miles and a water area of 0.05 sq. miles (See Figure 4). Union County is in the Eastern time zone (GMT-5). The elevation is 682 feet. The Village of Marvin is an incorporated municipality, providing primary municipal functions including planning and zoning, park maintenance, infrastructure, and contracting a Sheriff Deputy from the Union County Police Dept. The Village of Marvin is wholly located within the Township of Sandy Ridge, which is a civil division of Union County consisting of portions of Weddington, Wesley Chapel, Waxhaw, Mineral Springs and parts of unincorporated Union County.

### Population Trends



The Village of Marvin has historically been a rural area with minimal business districts on the perimeter. The population grew from 600 in 1994 to 5,579 in 2010, and to 7,016 in July 2019. In the 25 years of Marvin's incorporation as a Village, the population has increased by 1,069%.

Situated in western Union County, North Carolina, just outside of a dynamic metropolitan Charlotte-Mecklenburg Area, the Village is geographically amid an area of continually high suburban growth. Union County has been one of the fastest growing counties in the state. The county abuts Lancaster County, which is also growing rapidly and one of the quickest developing counties in South Carolina.

In accord with Union County, Marvin is also seeing some increase in the number of older adults. However, census information suggests a good portion of these older adults are living together with traditional families. (See census 2014 vs. 2016)

Marvin's growth is predominantly residential development, which in turn is largely driven by relatively low tax rates and access to some of the best performing schools in the State.

In the following pages are tables reflecting Marvin's population along with income and housing data, five-year growth projections and peer comparisons for key demographic data. The estimates provided are as of July 1, 2018.

## 3.2 POPULATION AND GROWTH FACTORS

### Growth Factors

The economic attraction of Union County and the Charlotte-Mecklenburg metropolitan area continues to contribute heavily to current growth. It is expected to continue attracting new residents and businesses to the Marvin area. Another impetus for growth is the Union County education system. It is generally considered to be an excellent system, thus attracting new residents with children. During the last decade two new elementary schools, one new middle school, and one new high school have opened in the Marvin area.



Growth Factor: Marvin Cluster Schools

### Population Data and Demographics – From U.S. Census Bureau QuickFacts<sup>1</sup>

~ TABLE 01 ~

#### MARVIN, NC

(information from 2018 unless stated)

POPULATION		HOUSING	
Population Estimate 2019	6,792	Total Housing Units (HU)	1,787
Population in 2010 Census	5,579	Owner Occupied HU	95.1%
Percent under 18 years	36.2%	Homes within a Subdivision	97.5%
Population Density (per sq. mi.)	1,072	Median Home Value	\$661,300

1. U.S. Census Bureau Quick Facts: <https://www.census.gov/quickfacts/fact/table/marvinillagenorthcarolina/SBO050212>

## 3.2 POPULATION AND GROWTH FACTORS

### Housing and Income Demographics (U.S. Census Bureau Quick Facts, 2018)

~ TABLE 02 ~

HOUSEHOLDS		INCOME	
Total Households	1,787	Median Household Income	\$178,194
Average Household Size	3.52	Average Household Income	\$184,554
% Living in Same house 1 year ago	95.8%	Per Capita Income	\$69,670
Average Commute Time	31.1 min		

(Compound Annual Growth Rates)

GROWTH RATES	2010 - 2015	2015-2020
Population	1.97%	3.03%
Households	1.51%	2.91%
Families	1.38%	2.86%
Median Household Income		0.27%
Per Capita Income		0.71%

#### MARVIN, NC • PEER COMPARISONS BY RANK AND PERCENTILE

The table below compares Marvin to the other 739 incorporated cities, Villages and census designated places in North Carolina by rank and percentile using July 1, 2016 data. The location Ranked# 1 has the highest value. A location that ranks higher than 75% of its peers would be in the 75th percentile of the peer group.

VARIABLE DESCRIPTION	RANK	PERCENTILE
Total Population	# 126	83 <sup>rd</sup>
Population Density <sup>1</sup>	#200	73 <sup>rd</sup>
Diversity Index <sup>2</sup>	# 436	41 <sup>st</sup>
Median Household Income	#1	100 <sup>th</sup>
Per Capita Income	#14	98 <sup>th</sup>

(1) Population Density = Total Population per square mile.

(2) The Diversity Index is a scale of 0 to 100 that represents the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. If an area's entire population belongs to one race AND one ethnic group, then the area has zero diversity. An area's diversity index increases to 100 when the population is evenly divided into two or more race/ethnic groups.

### Services and Utilities offered by Marvin and by Others

The Village of Marvin depends on Union County for the provision of some public services, including water, sewer, power, and security. Marvin also does not have municipal waste collection as of 2020, but aims to establish consolidated waste collection soon. Marvin is currently in the process of resurfacing and assuming ownership and maintenance of all un-gated neighborhood roads in the municipal limits through the Powell Bill program. The table below summarizes services and providers.

Service	Provider
Water & Sewer	Union County Public Works
Schools	Union County Public Schools
Police	Union County Sheriff Dept., Marvin contracts two Deputies
Road Resurfacing and Maintenance	Village of Marvin or NC Dept of Transportation
Electricity	Union Power
Gas	Piedmont Natural Gas
Telecommunication	AT&T, Spectrum, Kinetic (formerly Windstream)
Waste Collection	Private companies



**12 Mile Creek Water Treatment Plant (Not in Marvin and Administered by Union County Public Works)**



**Heritage Oaks Lane in Marvin: Recently repaved through Powell Bill funding**

# 4.0 PUBLIC PRIORITIES AND COMMUNITY VISION



## 4.1 FORMULATING A COMMON VISION

A community's Vision Statement should express what the community desires to maintain and what it envisions maturing into in the long run. Prior to making amendments to the 2004 Vision Statement, the Village considered input from the community through public input meetings and responses to the Resident Survey distributed in September 2019.

### Survey Overview: Rate of Representation

The survey was professionally designed with input from planners, board members and Village Council members in addition to public input sessions held by Village planning staff.

The survey was distributed to 1,812 households, out of which 333 responded, for a response rate of 18.3%. Surveys were limited to one per household by use of a household access code which was mailed to each homeowner.

A more complete review of the Resident Survey, and data collection methods, are provided in the Appendix. What follows is an overview designed to highlight the resident's attitudes and preference for various types of land use development.

**By analyzing responses to in-depth Land Use questions which included visuals and definitions, the Village was able to produce concrete policies and goals for the 2020 Land Use Plan. A summary of the public's directives, as provided through their responses, are provided in this section.**

## 4.1 FORMULATING A COMMON VISION

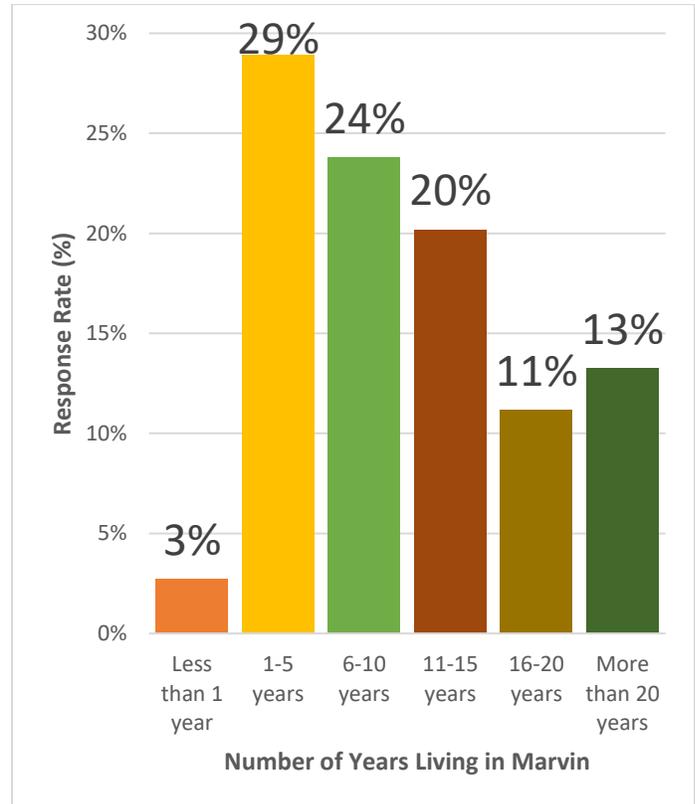
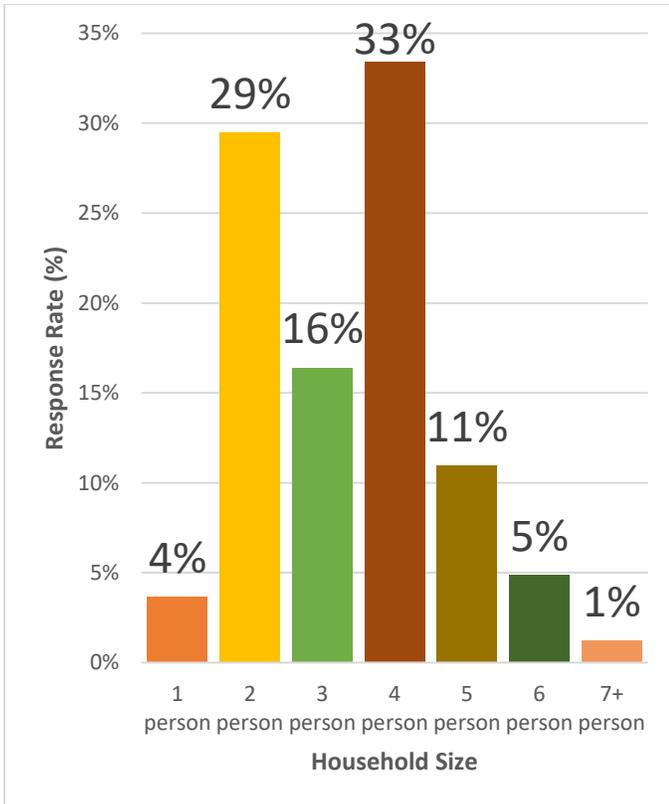


### Characteristics of Marvin Families



Below are some of the most selected answer choices to the demographic questions that were asked on the Resident Survey.

◆ Time Lived in Marvin: 3 - 5 years	29%
◆ Time Lived in Marvin: 6 - 10 years	24%
◆ Household Size: 4 persons	33%
◆ Household Size: 2 persons	29%
◆ At least one child age 19 or under	59%
◆ At least one household member age 60 or over	38%





## 4.1 FORMULATING A COMMON VISION

### Future Planning Projects

Residents were asked to rate their support for the following planning projects in the next 5 to 10 years.



◆ Traffic Calming Programs	87%
◆ Sidewalks, Greenways, and Trails	83%
◆ Parks and Public Greenspace	77%
◆ Developing a Village Center District	56%
◆ Historic Building Preservation	46%
◆ Horse Trails	23%
◆ Developing Commercial Districts	17%

A majority of residents supported all three tax increases proposed (in cents per \$100 valuation):

◆ Community provided trash and recycling (5-8 cents)	52%
◆ Increased law enforcement (1 cent)	68%
◆ Greater presence of traffic control officers (1 cent)	53%

### Future Residential Development

Residents were asked to rate their support for increasing residential density:

◆ A majority of residents are not in favor of increasing density	69%
--	-----

Future residential development should limit the quantity of housing types and densities in accord with resident rate of support for the following, considering what has been developed to-date.

Type of Dwelling Unit	Rate of Support
◆ Patio Homes (e.g. Age-restricted Dwellings)	16%
◆ Full Size homes with smaller setbacks	13%
◆ Smaller Single-family homes	10%
◆ Residential above retail (3 stories or less)	9%
◆ Townhomes	8%
◆ Apartments	2%

Residents were more supportive of denser housing when in conservation subdivisions:

◆ Single-family homes on smaller lots	38%
◆ Patio homes (e.g. Age-restricted Dwellings)	31%
◆ Townhomes	13%
◆ None of the above	34%

Residents expressed support for the following uses in conservation areas:

◆ Greenways	72%
◆ Nature Preserve	63%
◆ Parks (Public)	54%
◆ Open fields	39%
◆ Municipal Services	5%
◆ None of the above	3%

## 4.1 FORMULATING A COMMON VISION

### Future Commercial Development



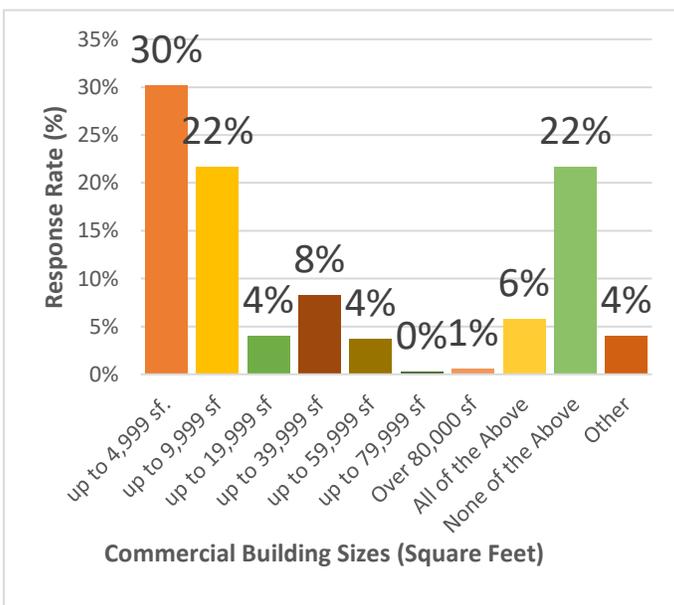
A majority of residents (75%) are not in favor of any commercial development outside Village Center District.

Of the residents who supported commercial development, the commercial uses desired are as follows:

◆ Restaurants	88%
◆ Coffee Shops/Cafes	78%
◆ Retail	55%
◆ professional Services	38%
◆ Office Space	21%
◆ Agriculture Related Business	14%

Of residents who supported commercial development, below are the top five locations:

◆ Village Center (New Town Road between Marvin Road and Marvin School Road)	60%
◆ Marvin Gardens (New Town Road and Providence Road)	49%
◆ Across from Marvin Efird Park	35%
◆ Bonds Grove Church Road and Providence Road	31%
◆ Marvin Road and Joe Kerr Road	23%



Residents listed their top concerns regarding commercial development:

◆ Traffic	86%
◆ Noise, Lights, and Nuisance	40%
◆ Impact on Community appearance	36%
◆ Commercial Density	35%
◆ Reduction in available open space	26%
◆ Security	25%

Residents preferred smaller commercial building sizes, as seen in the chart:

## 4.1 FORMULATING A COMMON VISION



### Village Center Development

#### Over half of residents expressed support for a Village Center:

- |   |     |
|---|-----|
| ◆ Support for the development of a Village Center     | 54% |
| ◆ Would like to see a plan within the next 5-10 years | 56% |

#### Of the residents who supported a Village Center, the following public space uses were desired:

- |                              |     |
|------------------------------|-----|
| ◆ Walking Paths              | 92% |
| ◆ Green Space / Lawn Area    | 88% |
| ◆ Playground or Park         | 70% |
| ◆ Open air performance space | 64% |
| ◆ Pet-friendly area          | 51% |

#### Of the residents who supported a Village Center, the following commercial uses were desired:

- |                            |     |
|----------------------------|-----|
| ◆ Coffee Shops/Cafes       | 89% |
| ◆ Restaurants              | 81% |
| ◆ Neighborhood Pub         | 69% |
| ◆ Small specialty retail   | 68% |
| ◆ Salons                   | 28% |
| ◆ Residential above retail | 26% |
| ◆ Office Space             | 20% |

---

## 4.2 IDENTIFYING PUBLIC PRIORITIES AND COMMON PRINCIPLES

---

### Public Priorities

---

An analysis of Resident's Survey responses revealed ten prominent priorities that are evident throughout the survey responses.

The emerging trends and themes in attitudes and interests were classified and enumerated. The most prominent sentiments and attitudes that emerged produced a list of Village priorities and needs outlined below, in order of priority.

---

#### Prevailing Public Sentiments (In order of strength throughout the LUP Survey)

---

- 1 Keep Current Development Patterns, Resist Impactful Development Changes
  - 2 Improve Traffic Conditions and Implement Traffic Calming Measures
  - 3 Increase Pedestrian Safety and Connectivity
  - 4 Ensure Development is Thoughtful and Positively Impacts the Village
  - 5 Promote Green, Outdoor, Recreational Opportunities and Development
  - 6 Facilitate a Village Center to Foster Identity and Community Gathering
  - 7 Resist Increases to Residential Development Intensity and Density
  - 8 Adhere to Planning Principles that Protect the Quality of Schools
  - 9 Natural Character: Preserve Open Space, Trees & Natural Landforms
  - 10 Cultural Character: Promote Marvin's Rural Heritage and Preserve Landmarks
-

# 5.0 VISION STATEMENT, CORE POLICIES & GOALS

## 5.1 FUTURE LAND USE: THE COMMUNITY'S VISION

The future direction of land use planning in Marvin begins by considering the priorities of its residents, coupled with the experience of its officials, alongside consideration of the Village's history and culture, and the pragmatic geographical influences that bear upon the locale.

Upcoming sections of this plan will provide the following, and each should be regarded as ever-increasing vehicles toward achieving more discrete community land use plans and goals.

### THE VISION STATEMENT

A Community Vision Statement; a broad mission statement that lays out Marvin's future development path.

### CORE LAND USE POLICIES

The establishment of a Vision Statement necessitates the provision of Core Land Use Policies, intended to support the Vision Statement and broadly guide land use policy decisions and goals.

### LAND USE GOALS & OBJECTIVES

Guided by each Core Policy are a set of goals and objectives which the Village intends to carry-out in order to support the Village's Vision. In a sense, the goals and objectives, outlined in this section, could be considered a 'task list', providing more concrete, actionable items that should work together to support various aspects of the Village's Vision and its Core Land Use Policies.

### REGULATORY VEHICLES & CONCEPT PLANS

The implementation or completion of Land Use Goals and Objectives are meted out through policies and legislation. This plan provides an overview of legislative and policy vehicles intended to carry-out more specific land use goals and objectives.

---

## 5.2 VISION STATEMENT

---

The Vision Statement and Mission Statement were created in February 2020 and adopted in May 2020, and succinctly reflect the intention of the village of Marvin.

---

### **Council Mission Statement**

We strive to create a vibrant community with high quality of life through transparent leadership, efficient governance and responsive services.

### **Council Vision Statement**

The Village of Marvin will be a welcoming and vibrant residential community with amenities that create community, offer recreation and celebrate heritage.

---

## 5.3 CORE LAND USE POLICIES

---

### Priorities and Principle Land Use Policies

---



A. Maintain Land Use Patterns Through Land Use Planning Policies, Goals and Codes.



B. Promote Marvin's Historical Identity and Cultivate a Sense of Place and Community



C. Preserve Marvin's Attractive, Low-Density, Family-Oriented Neighborhoods



D. Facilitate a Uniquely Identifiable Village Center that Fosters Marvin's Heritage



E. Consider Limited Development of Pedestrian-Oriented, Neighborhood-Scaled Commercial Areas



F. Expand and Maintain Our Network of Pedestrian Travelways, Parks, Recreation & Greenspace



G. Maintain Commitment to Sustainable Practices and Preservation of the Natural Environment



H. Improve Transportation Networks, Local Streets, Infrastructure and Commuter Conditions

---

## 5.4 CORE LAND USE POLICIES: GOALS & OBJECTIVES

---

What follows are detailed lists of policies and goals devised to uphold the Vision Statement and support the Core Land Use Policies published in Section 4.0 of this Land Use Plan.

---



---

### A. LAND USE POLICIES & IMPLEMENTATION: GOALS & OBJECTIVES

---



#### MAINTAIN CURRENT LAND USE PATTERNS THROUGH THE CREATION & IMPLEMENTATION OF LAND USE COMPLIANT POLICIES & CODES

##### Principle Goal

Maintain current land use patterns, densities and values through the creation and implementation of Land Use Plan compliant planning goals, policies and codes.

---

#### GOALS & OBJECTIVES

---

##### **A.1** *Adherence to Land Use Plan Policies and Principles*

1. Approve land use development and zoning decisions consistent with Land Use Plan goals and objectives
  2. Consider resident feedback in the Land Use Plan Survey when evaluating zoning and development
  3. Update the Land Use Plan approximately every five years to reflect available information and changing conditions
- 

##### **A.2** *Administering and Implementing Land Use Plan Policies and Principles*

1. Create development standards that accurately reflect the community's vision for Marvin
  2. Initiate amendments to land use codes and the Land Use Plan based on statistically significant resident surveys, public input meetings, public comments, and other means of feedback.
  3. Proactively manage and update land development codes and ordinances on a regular basis
-

---

## B. IDENTITY & SENSE OF PLACE AND COMMUNITY: POLICIES & GOALS

---



### PROMOTE MARVIN'S IDENTITY AND CULTIVATE A SENSE OF PLACE AND COMMUNITY

#### Principle Goal

Promote the Village's vision, rural heritage, historic roots and foster an appreciation for the Village's history and its unique identity to cultivate a greater sense of place and community.

---

#### GOALS & OBJECTIVES

---

##### **B.1** *Cultivating a Sense of Community*

1. Promote and highlight community characteristics and landmarks to which residents feel a connection
2. Build special places around civic and historic buildings that residents identify with the Village of Marvin
3. Create inviting, walkable spaces between land uses that foster residents' meaningful connections to Village spaces
4. Provide public places that encourage citizen engagement and shared community experiences
5. Support development plans that provide community gathering areas and pedestrian activity
6. Support events that promote community connections

##### **B.2** *Rural Character and Heritage*

1. Protect structures, sites, features and landscapes that enhance Marvin's history and cultural character
2. Provide residents with more opportunities to learn about Marvin's history and heritage

##### **B.3** *Valued Natural Landscapes*

1. Commit to preserve landscapes and implement viewshed buffers that characterize Marvin
2. Protect natural landform features that differentiate Marvin from other communities (e.g. wide viewshed buffers, heritage tree preservation, natural open space preservation)

##### **B.4** *Branding and Identity*

1. Utilize the Village seal on signs, furnishings, along greenways and in parks
2. Develop identifiable Village edges, pathways, entry points, and landmarks
3. Consider funding a uniform branding program to install branding at gateways, in the Village Center and at public spaces to include landmark signs that draw attention to historic sites, public spaces and Village gathering areas

---

## C. RESIDENTIAL DEVELOPMENT POLICIES AND GOALS

---



### PRESERVE ATTRACTIVE, LOW-DENSITY, FAMILY-ORIENTED NEIGHBORHOODS

#### Principle Policy

Maintain Marvin's current pattern of development through attractive, low-density neighborhoods that enhance the Village's rural appeal with an average of one dwelling unit per acre.

---

#### GOALS & OBJECTIVES

---

##### **C.1** *Character*

1. Preserve the character of existing residential neighborhoods
2. Maintain a commitment to single-family neighborhoods and a density of approximately one home per acre.
3. Preserve the high quality exhibited in currently existing neighborhoods

##### **C.2** *Scale and Intensity*

1. Ensure that development adjacent to neighborhoods is compatible in terms of intensity, scale, and architecture
2. Use buffer yards, trees and setback regulations to protect neighborhoods from roadways or more intense uses
3. Discourage development that exacerbates traffic congestion or decreases efficient mobility
4. Encourage low-impact rural neighborhoods with special standards for infrastructure, design and rural aesthetics

##### **C.3** *Design and Development Standards*

1. Require developers of residential neighborhoods to provide streetscapes, greenways and recreation areas for residents where feasible
2. Require neighborhood amenities that are accessible, well-lit and designed to promote pedestrian activity
3. Require preservation and maintenance of sensitive lands, open spaces, buffers, trees, and viewshed buffers

---

## D. VILLAGE CENTER DEVELOPMENT: POLICIES AND GOALS

---



### FACILITATE A UNIQUELY IDENTIFIABLE VILLAGE CENTER THAT PROMOTES MARVIN'S HERITAGE

#### Principle Policy

Foster a Village Center that pays tribute to our rural heritage, incorporates pedestrian-oriented design, neighborhood uses and inter-connected greenways; all arranged to highlight Marvin's historic landmarks.

---

#### GOALS & OBJECTIVES

---

##### **D.1** *Location and Definition*

1. Facilitate a local destination in the Village Center area for residents, families and the community.
2. Develop a gathering place between Marvin School Road and Marvin Road, along New Town Road. or other appropriate location.
3. Delineate the Village Center using streetscapes, pedestrian-oriented travelways, furnishings and architecture
4. Create Overlay Standards which would guide the creation of a Village Center district.

##### **D.2** *Character and Design Themes*

1. Facilitate the creation of an identifiable Village Center designed to give Marvin a uniquely identifiable character.
2. Require that signs and fixtures reflect rural themes.
3. Preserve, protect or enhance historically significant sites, buildings and natural scenic areas in the district.
4. Establish standards for distinct architecture that exhibits Marvin's rural character.

##### **D.3** *Planning, Design and Development Standards*

1. Create a walkable, compact core of neighborhood-friendly commercial, civic and public uses and spaces.
2. Require usable open space and recreational amenities in conjunction with development within the Village Center
3. Protect and highlight Marvin's tree lines and the stands of heritage trees located in the area.

##### **D.4** *Pedestrian-Friendly Design Standards*

1. Require the development of safe pedestrian travelways, recreation areas and greenspaces with each new use consistent with the Village Center Concept Plan
2. Provide a network of greenways that connect green spaces and destinations in the Village Center
3. Provide pedestrian furnishings along landscaped buffers that line Village center roadways

##### **D.5** *Re-Development and Infill Development*

1. Support infill development that is architecturally compatible with design themes for the Village Center.
2. Support adaptive reuse of single-family units architecturally consistent with new and old development in the area.
3. Promote adaptive reuse or preservation of buildings and sites with historic value in the Village Center area.

##### **D.6** *Scale and Density*

1. Develop floor area ratio standards for uses within the Village Center
  2. Ensure the scale of nonresidential development is appropriate for neighborhood needs of local residents.
  3. Prohibit large-scale uses and high-volume traffic generators in the Village Center district
-

---

## **D. VILLAGE CENTER DEVELOPMENT: POLICIES AND GOALS**

---

### **D.7** *Permitted Uses*

1. Permit residential uses in the district.
2. Permit low-impact specialty shops, services, restaurants, office and civic uses
3. Permit civic and institutional-type uses that encourage community gathering (e.g. Libraries, Parks, etc.)
4. Encourage desirable, small-scale uses.

---

### **D.8** *Traffic Management Concerns and Challenges*

1. Carefully consider traffic and other potential impacts on adjacent neighborhoods and the Village Center area.
2. Minimize any high-traffic generator that places undue burdens on surrounding streets and neighborhoods.
3. Incorporate appropriate traffic calming strategies that are designed to protect pedestrians.

---

### **D1.9** *Parking*

1. Ensure parking areas are well-lit and well-screened from adjacent roadways
2. Locate parking and other utilitarian uses behind building façade lines, streetscapes and landscaping
3. Encourage and provide incentives for shared parking solutions within the district

---

### **D.10** *Buffering Impacts of Development*

1. Limit impact on the natural environment, adjacent neighborhoods, and surrounding roads
2. Require buffers between nonresidential structures, adjacent neighborhoods and along roadways
3. Ensure the protection of trees and appropriate landscaping

---

### **D.11** *Public Involvement and Village Concept Creation*

1. Utilize and rely on resident opinions provided in the Land Use Plan Survey to draft the Village Center Concept Plan
  2. Draft standards and provide preliminary sketches, idea boards and opportunities for resident input
  3. Encourage citizen participation, invite inspired ideas, listen to concerns and troubleshoot prospective challenges
-

---

## E. COMMERCIAL DEVELOPMENT POLICIES AND GOALS

---



### CONSIDER LIMITED DEVELOPMENT OF PEDESTRIAN-ORIENTED, NEIGHBORHOOD- SCALED COMMERCIAL AREAS

#### Principle Policy

Consider limited development of pedestrian-oriented, neighborhood-scale commercial areas when designed in harmony with the Village's rural character.

---

#### GOALS & OBJECTIVES

---

##### **E.1** *Location and Definition*

1. Limit commercial development to neighborhood-oriented, small-scale businesses in specified areas of the Village
2. Permit mid-scale market uses only on the municipal boundary, at the intersection of Providence Rd. (NC-16) and New Town Rd
3. Establish intensities of commercial development compatible with adjacent and surrounding land uses

##### **E.2** *Character and Design Themes*

1. Ensure commercial developments are designed to be consistent with Marvin's, rural character
2. Require development that is visually distinct and reflects Marvin's small-town Village heritage
3. Encourage small businesses scaled and designed to promote Marvin's identity as a small Village

##### **E.3** *Pedestrian-Friendly Design Standards*

1. Ensure the provision of pedestrian friendly amenities and gathering places (e.g. sidewalks, greenways, plazas, etc.) where appropriate and feasible
2. Encourage pedestrian amenities are adequately sized, provide enhanced landscapes and are well-lit

##### **E.4** *Scale and Density*

1. Allow development that is designed to serve the local market and the needs of residents
2. Prohibit regional-scale commercial uses and development
3. Establish and adhere to restrictions on floor area ratio and gross floor area for all commercial uses

##### **E.5** *Traffic Congestion Management & Safety*

1. Require efficient traffic movements and minimize congestion using modern design for driveways, parking, and storage lanes
2. Consider the relationship between uses, scale, generated traffic trips and community impacts
3. Encourage more local trips taken on foot or by bike

##### **E.6** *Buffering Impacts of Development*

1. Limit impact on the natural environment, adjacent neighborhoods, and surrounding roads
2. Require buffers between nonresidential structures, adjacent neighborhoods and along roadways
3. Ensure the protection of trees and appropriate landscaping
4. Regulate a transitioning density of uses between residential and commercial zoning

##### **E.7** *Compatibly Scaled, Attractive Uses*

1. Limit uses to neighborhood-scale retail, specialty shops, restaurants and services to serve residents
2. Encourage developers to provide a balance of office, service and neighborhood-oriented retail uses

---

## F. PARKS, RECREATION, GREENWAYS & PEDESTRIAN TRAVELWAYS: POLICIES & GOALS

---



### EXPAND AND MAINTAIN OUR NETWORK OF PEDESTRIAN TRAVELWAYS, PARKS, RECREATION & GREENSPACE

#### Principle Policy

Conserve open greenspaces, expand parks, connect neighborhood places through a series of greenways and promote recreational opportunities which express the values of our community.

---

#### GOALS & OBJECTIVES

---

##### **F.1** *Planning and Implementation*

1. Identify and encourage the reservation of strategically located, undeveloped land for publicly useable greenspaces and parks
  2. Create pedestrian connections from neighborhoods to recreation, parks and other destinations in the Village
  3. Periodically update the Park and Greenways Master Plan to accommodate changing conditions
  4. Require development plans to show the presence of an internal pedestrian network and pedestrian areas where appropriate
  5. Review new development and redevelopment for compliance with an adopted Parks and Greenway Master Plan
  6. Expand existing multi-use trails and continue to support Marvin's equestrian heritage and preserve open spaces.
  7. Consider partnering with neighboring towns to develop a shared park space.
- 

##### **F.2** *Acquisition and Provision Regulations:*

1. Establish capital project funding to implement a prioritized list of greenways with the Greenway Master Plan
  2. Continue to research opportunities to acquire lands for potential future public parks.
  3. Actively pursue and secure easements along the Marvin Loop and other areas key to the Marvin Greenway Map
  4. Require accessible pocket parks, pedestrian travelways and recreation equipment in new neighborhoods where appropriate
  5. Create regulations for development and redevelopment, to ensure the provision of green space for recreation
  6. Establish a minimum standard of accessible, public green space, and travelways to be provided by non-residential development
  7. Require non-residential uses to provide landscaped and furnished public gathering spaces as appropriate
- 

##### **F.3** *Maintenance:*

1. Institute regular maintenance programs for parks and recreation areas, public lands and greenway
- 

##### **F.4** *Service & Needs:*

1. Develop a public park system with adequate space and facilities to meet varied demographic needs
  2. Develop public spaces and parks with recreation equipment to serve a wide range of residents
  3. Support educational and recreational programs to optimize use of the Village's recreation system (e.g. native plant / bird watch lists, walking programs, educational walks for school-aged children, etc.)
  4. Develop educational programs that promote environmental care and greenway safety
  5. Consider the installation of signs, maps and trail programs along Village greenways and park trails
  6. Consider providing safe and secure parking areas that serve greenway trails and parks
-

---

## F. PARKS, RECREATION, GREENWAYS & PEDESTRIAN TRAVELWAYS: POLICIES & GOALS

---

### **F.5** *Effective Uses*

1. Protect environmentally sensitive lands by requiring greenway or open space to buffer development
2. Incorporate existing natural areas and historic areas into the greenway system as feasible.

---

### **F.6** *Streetscapes and Crosswalks*

1. Require streetscapes to create more pleasant walking environments and separate pedestrians from vehicular traffic.
2. Create appropriately diverse streetscape standards for different uses or character areas in the Village
3. Require (as feasible) streetscape trees between sidewalks and curbs to separate pedestrians from vehicular traffic
4. Consider lighting standards, pedestrian furnishings and landscape standards for streetscaping in appropriate areas
5. Provide pedestrian crosswalks that may incorporate pavers and other building materials and textures

---

### **F.7** *Pedestrian Networks and the Village Center*

1. Create pedestrian-friendly parks and facilities that are furnished and well-lit in the Village Center area
  2. Provide linear parks connecting uses and recreation areas within the Village Center area
  3. Provide useable spaces for recreation and entertainment connected by pedestrian travelways within the Village Center
-

## G. SUSTAINABILITY AND ENVIRONMENT: POLICIES AND GOALS



### MAINTAIN OUR COMMITMENT TO SUSTAINABLE PRACTICES AND PROTECTION OF THE NATURAL ENVIRONMENT

**Principle Policy** Maintain our commitment to sustainable practices, sensitivity to susceptible lands, strategies to protect the natural environment, and respect for biodiversity, and environmental health & wellness.

#### GOALS & OBJECTIVES

##### **G.1** *Protecting the Village's air, land, and water resources through sustainable practices.*

1. Identify and mitigate impacts of development on the natural environment, infrastructure, and public facilities
2. Consider environmental protection measures when reviewing site design and making development decisions
3. Implement sustainable development practices in ways that are appropriate for all types of land use development.
4. Research and refer to regional, state and federal resources for improving local sustainable practices.
5. Improve regulations that conserve and preserve trees, natural viewsheds, sensitive lands and open space
6. Inform developers with Village regulations regarding open space, natural vegetation, trees and landscaping
7. Consider establishing municipal waste collection with natural gas trucks to reduce noise, pollution, and miles travelled by consolidating waste collection companies

##### **G.2** *Natural Landforms*

1. Preserve natural landforms as viewshed buffers to minimize impacts of development on views from roadways
2. Use viewshed buffers to separate developments from roadways, pedestrian spaces and residential development.
3. Preserve open space, viewsheds and trees and sensitive lands
4. Preserve and maintain landforms through maintained viewshed buffers

##### **G.3** *Undisturbed Buffers and Viewsheds*

1. Utilize buffers to prevent development from encroaching onto environmentally sensitive lands.
2. Maintain undisturbed buffers and viewshed areas through maintenance agreements

##### **G.4** *Protect Sensitive Lands from Harmful Impacts*

1. Preserve and maintain sensitive lands through plans and development agreements
2. Limit development activities and the development of structures on environmentally sensitive lands.
3. Ensure developments near wildlife habitats and natural conservation areas comply with State regulations.
4. Design roadways to minimize their impact on environmentally sensitive lands
5. Shield floodplains and stormwater areas from development
6. Protect Soil and Tenuous Topography

##### **G.5** *Tree Canopy and Woodlands*

1. Protect, preserve and maintain the Village's tree canopy and large stands of trees
2. Consider impact on forested lands when making rezoning and other development decisions
3. Enforce tree conservation with required tree plantings, tree densities and street tree plantings
4. Protect natural tree lines, heritage trees and replant required trees in accordance with the Tree Ordinance

## H. TRANSPORTATION, ROADWAYS & TRAFFIC MANAGEMENT: POLICIES AND GOALS



### IMPROVE TRANSPORTATION NETWORKS, LOCAL STREETS, INFRASTRUCTURE AND COMMUTER CONDITIONS

#### Principle Policy

Work to improve commuter conditions, local infrastructure and increase transportation connectivity throughout the Village for all forms of travel.

#### GOALS & OBJECTIVES

##### **H.1** *Local Road Maintenance*

1. Maintain a municipal road maintenance program to improve the physical conditions of municipal-owned roads
2. Adhere to sufficient regulations and policies to support municipal road maintenance programs and administration
3. Provide an annual regular maintenance budget for street, drainage, and sidewalk repairs and include varying funding sources
4. Prioritize needed repairs as part of the Village's annual capital improvement plan based on input from engineers
5. Implement an inspection and monitoring program for Village roads, sidewalks, streetscapes, and stormwater drainage
6. Ensure that all new transportation infrastructure is constructed to Village engineering standards.

##### **H.2** *Traffic Calming Devices*

1. Utilize traffic calming devices and street design to control and manage traffic on local roads
2. Create policies and funding options for the implementation of approved traffic calming devices
3. Create policies for viable traffic calming devices that do not impede connectivity

##### **H.3** *Transportation Plans and Maps*

1. Develop a municipal Street and Road Plan that identifies and categorizes roads within the Village
2. Pursue studies to decrease speed limits on major roads

##### **H.4** *Local Road Design*

1. Create design standards for local roads which beautify neighborhoods and slow-down traffic
2. Create corresponding landscape and hardscape standards for local roads
3. Incorporate appropriate traffic calming strategies that are designed to protect pedestrians.
4. Install crosswalks across major roads at critical locations with high visibility design and safety, for example, brick pavers, raised crosswalks, crossing signage, flashing beacons, and/or pedestrian refuge islands.

## H. TRANSPORTATION, ROADWAYS & TRAFFIC MANAGEMENT: POLICIES AND GOALS

### **H.5** *Road and Transportation Networks*

1. Provide an interconnected street and circulation system to support a mix of alternative modes of transportation
2. Provide joint routes or alternative routes, as necessary to accommodate pedestrians, cyclists and motorists.
3. Implement stub-out requirements for future streets and require easements to the Village for construction.

### **H.6** *Parking Lot Design*

1. Ensure adequate parking facilities that minimize spill-out traffic into surrounding streets
2. Consider adequate parking facility regulations for different uses and character areas in the Village
3. Regulate designs that produce slower driving speeds internally and prioritize pedestrian safety within and around lots
4. Ensure adequate lighting throughout parking lots

### **H.7** *Traffic Congestion Management*

1. Improve traffic study requirements and regulations in Marvin's Land Use Ordinances
2. Consider the impacts of density and population to ensure growth does not exceed infrastructure
3. Assess existing and future traffic flow patterns when determining allowable turning movements and new intersection locations

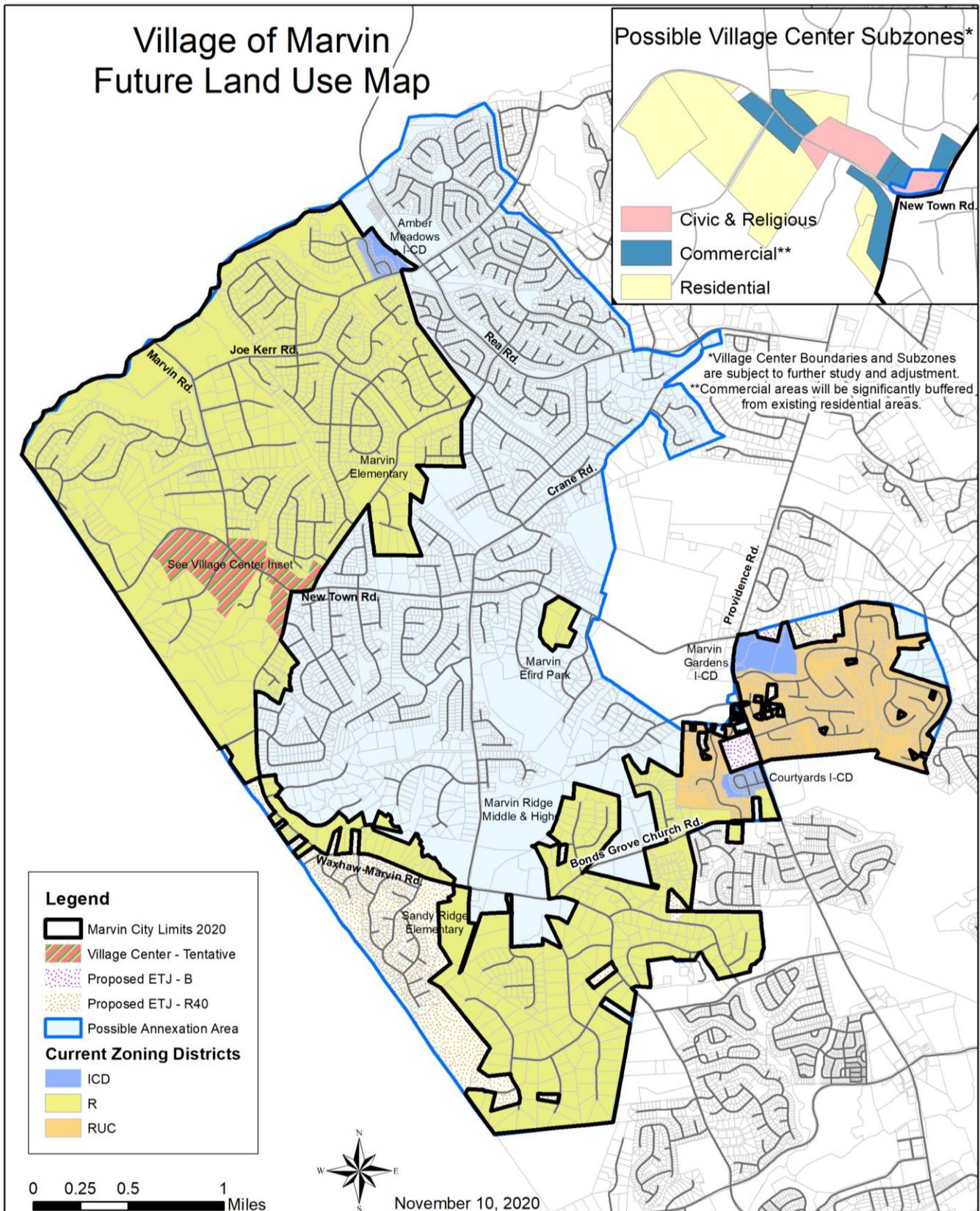
### **H.8** *Comprehensive Transportation Plan (CTP)*

1. Support the recommended road improvements outlined within the CTP
2. Encourage State Transportation bodies to accept recommendations in the CTP
3. Consider updating traffic studies on local area Marvin roads where data may help with advocacy
4. Pursue grants and funding from regional agencies to construct bicycle and pedestrian facilities  
<https://www.crtpo.org/plans-programs/comprehensive-transportation-plan>

### **H.9** *Advocacy*

1. Advocate for increased state public transportation funding to ensure necessary infrastructure support
2. Prioritize safety improvements on major corridors and advocate for their implementation at local & state levels
3. Work with North Carolina Department of Transportation (NCDOT), Charlotte Regional Transportation Planning Organization (CRTPO) and its Technical Coordination Committee (TCC) to improve roads that connect Marvin to surrounding communities.
4. Support recommendations in the CTP to improve safety conditions on state-maintained roads in Marvin
5. Utilize a regional approach to transportation planning and seek funding to support all transportation needs.

# 6.0 2050 Comprehensive Plan



---

## Future Land Use Map

The Village of Marvin has created a map of anticipated land uses to guide responsible planning and development practices, based on preferences of the residents of Marvin. The main themes of the Future Land Use Map are an adherence to low residential density and minimal commercial development. The Zoning Districts on the map portray current and potential land uses and where they are located or proposed.

### ***Existing districts include:***

- The standard R-Marvin Residential: having a maximum overall density of 1 lot per acre
- RUC Residential: Neighborhoods previously in unincorporated Union County, annexed after construction and having greater density than the R-Marvin Zoning allows
- Three (3) Individual Conditional Districts (I-CD), each having age-restricted patio homes and one (Marvin Gardens) having a conventional shopping complex
- Some large parcels currently zoned Residential have agricultural uses, which could potentially remain as farms or develop into single family neighborhoods

### ***Future Potential Zoning Districts on the map are:***

- Commercial Corridor – Conditional District (CC-CD): commercially zoned properties that would require a site plan before rezoning, with negotiations of conditions between the applicant and the Village Council
- Village Center District: A planned mixed-use district in the center of the Village. This district may include limited low-intensity commercial uses and some residential areas. The inset map shows the approximate proposed distribution of commercial and residential uses, subject to minor adjustments

Aside from Zoning Districts, the Future Land Use Map also depicts potential expansion of the current jurisdiction with the ***Proposed Extra-Territorial Jurisdiction (ETJ) and Proposed Annexation Area.***

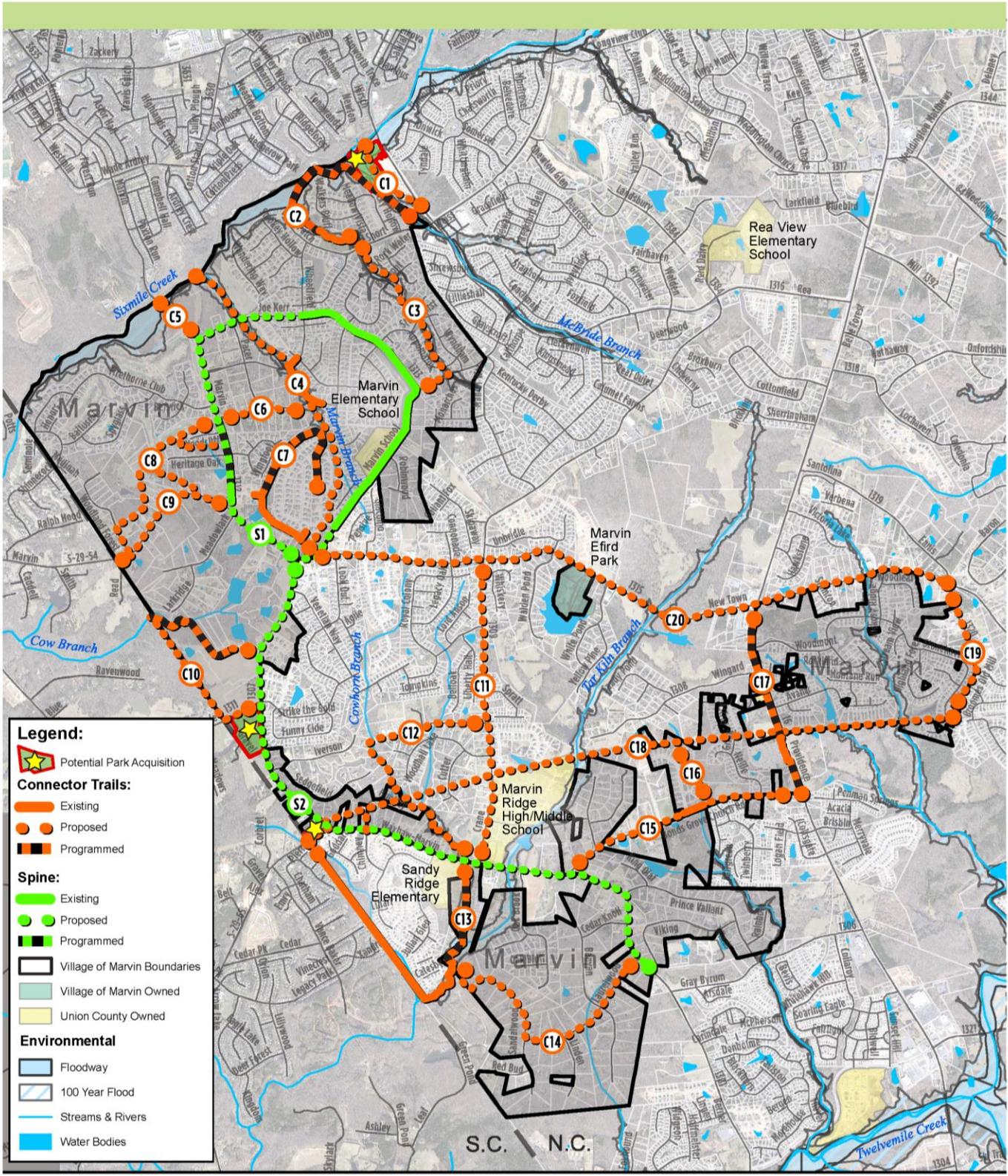
- The Extra-Territorial Jurisdiction (ETJ) extends the village’s legal ability to exercise authority beyond its municipal boundaries to ensure cohesiveness of the vision for Marvin beyond its borders.
  - ETJ-B would allow properties to develop under Marvin’s B-Business zoning regulations
  - ETJ-R40 would allow properties to have the same setback allowances as Marvin’s RUC zoning
- The Annexation area is the area currently in unincorporated Union County that is proposed to be voluntarily annexed over the next 20+ years. Adding this area to the corporate limits would benefit the Village of Marvin and those residents by increasing the village’s tax base and ability to increase services.

This Future Land Use Map was created with thorough input from residents via the Resident Survey and careful deliberation by the Village Planning Board and Council. This map reflects the current vision for 2050, but is also expected to be dynamic and be revised through the years based on future resident sentiments and changing landscapes.

---

## Parks and Greenways Network Map

Walkability and public open spaces throughout Marvin were strongly desired in the 2019 Resident Survey, and so the Future Land Use Map is supplemented by a comprehensive Parks and Greenways Network Map (derived directly from the 2020 Parks and Greenways Master Plan). The map on the following page shows the existing and possible segments of the trail network including the spine and connectors of the system and locations for additional parks. The table following the map contains a description of each of the segments labeled on the map. The trail network would connect Marvin’s future Village Center, parks, and commercial areas on the perimeter of the Village. Furthermore, increased bicycle and pedestrian usage of a trail network would reduce the amount of vehicular traffic on Marvin’s roadways and provide the means for an active lifestyle and improve the health and well-being of Marvin residents.



Conceptual Greenway Plan  
 Village of Marvin  
 Union County, North Carolina



## ROUTE SUMMARY MATRIX

Trail Segment	Name	Trail Type	Length (linear feet)	Length (miles)	Location
S1	Marvin Loop	DOT Sidepath/ Typical Greenway	19,715	3.73	Along Marvin School, Joe Kerr, Marvin, and New Town Roads
S2	Waxhaw Marvin Greenway	DOT Sidepath/ Typical Greenway	18,676	3.54	Along Waxhaw Marvin Road
C1	North McBride Branch Greenway	Crushed Stone Path	2,337	0.44	Along north side of McBride Branch
C2	Tullamore Trail	Crushed Stone Path	6,568	1.25	Off road
C3	Wyndham Hall Greenway	DOT Sidepath/ Crushed Stone Path	6,042	1.14	Riparian corridor and along Marvin School Road
C4	Marvin Branch Greenway	Crushed Stone Path	10,252	1.94	Along Marvin Branch
C5	Six Mile Creek Connector	DOT Sidepath	1,508	0.29	Along Marvin Road
C6	Saddle Avenue Connector	Sharrow - on road	2,521	0.48	Along/on Saddle Avenue
C7	Preserve Trail	Crushed Stone Path	6,408	1.22	Off road
C8	Woodland Forest Connector	DOT Sidepath/ Typical Greenway/ Crushed Stone Path	8,622	1.63	Off road and along Woodland Forest Road
C9	Marvin Loop Connector	DOT Sidepath/ Typical Greenway	4,201	0.80	Along New Town Road
C10	Broadmoor Greenway	DOT Sidepath/ Typical Greenway/ Crushed Stone Path	8,169	1.55	Off road and along Stacy Howie Road
C11	Crane Road Greenway	DOT Sidepath	8,277	1.57	Along Crane Road
C12	Cowhorn Branch Greenway	Crushed Stone Path	8,788	1.66	Off road
C13	Chimneys Trail	Natural Surface Trail	9,823	1.86	Off road
C14	Tar Kiln Branch Connector	Natural Surface Trail/ Sharrow - on road	7,556	1.43	Off road and along Sandalwood and Lauralwood Lanes
C15	Bonds Grove Church Greenway	DOT Sidepath and Typical Greenway	6,753	1.29	Along Bonds Grove Church Road
C16	Belle Grove Trail	Crushed Stone Path	2,052	0.39	Off road
C17	Providence Road Greenway	DOT Sidepath and Typical Greenway	5,525	1.04	Along Providence Road
C18	Powerline Trail	Natural Surface Trail	18,530	3.51	Duke Power ROW and along Henry Nesbit Road
C19	Broomes Old Mill Connector	DOT Sidepath	3,852	0.73	Along Broomes Old Mill Road
C20	New Town Road Greenway	DOT Sidepath	17,827	3.38	Along New Town Road

**Total Length (miles)**

**34.86**

# 7.0 PLAN SUMMARY



## SUMMARY

Marvin has its roots in quiet and rural living, and strives to maintain that quality of life for our community despite the pressures of growth of the Charlotte metro region. By taking the initiative to plan for focused growth and limited development, we ensure that Marvin will continue to thrive and retain the characteristics that residents hold dear.

Contributions from the Residents of Marvin, the Planning Board, Village Council, Village Staff, and the Parks, Recreation, and Greenways Board made this Land Use Plan Update possible. Collectively, they established the goals and objectives that provide the framework for this document by assessing the strengths and issues of the Village from each of their perspectives. The creation of this Land Use Plan required an analysis of the Resident Survey and other public input, a review of regional planning efforts, and the current state of our community. The result is the formulation of policies, maps, and implementation strategies that will direct Marvin towards a desirable built-out future, and solve pressing issues along the way.

Proper use of this Plan as a decision-making tool will help the Village of Marvin accomplish the following:

1. Respect the Village's small-town values, rural heritage, history, and identity
2. Continue to make Marvin's low-density neighborhoods desirable places to live and raise a family
3. Balance growth with the preservation of Marvin's natural environments and rural qualities.
4. Highlight the Village's historic center and its potential for a special District for community gathering
5. Provide attractive, safe, and comfortable pedestrian travelways, streetscapes, and greenways
6. Work to improve commuter conditions and create fitting and enjoyable local destinations
7. Balance development with sustainable growth patterns and thoughtful public facilities

The future of Marvin is promising thanks to present-day efforts, which show foresight and great consideration. But regardless of how well we plan, the future holds many uncertainties, and plans must adapt to maintain relevance. Therefore, minor updates to the Land Use Plan should be considered when community conditions change, and a general update should be considered every 5 to 10 years.

# 8.0 GLOSSARY



Term	Applicable Definition
<b>Consider</b>	Assess the viability of a course of action before making a decision.
<b>Encourage</b>	Foster the desired goal through Village policies and actions, including financial support, if appropriate.
<b>Facilitate</b>	Actively contribute to the accomplishment of a certain outcome
<b>Goal</b>	A statement of government intent against which individual members and staff actions and decisions are evaluated.
<b>Maintain</b>	Keep in good condition the desired state of affairs using Village policies and with elected and appointed officials and staff involvement, funding, and actions as appropriate.
<b>Policy</b>	A description of a desired state of affairs for the community; the broad public purposes toward which goals are directed.
<b>Promote</b>	Advance the desired state using Village policies and follow through with the appropriate action
<b>Provide</b>	Take the lead role in supplying the appropriate support to achieve the desired goal. The Village is typically involved in all aspects from planning to implementation to maintenance. Actions may involve Village financial support, if appropriate.
<b>Should</b>	An officially adopted course or method of action intended to be followed to implement goals. Though not as mandatory as “shall,” it is still an obligatory course of action unless clear reasons can be identified that an exception is warranted. Elected, appointed, and administrative officials are tasked with obligatory implementation in accord with this definition, at all levels of planning.
<b>Strategy</b>	Individual tasks or accomplishments which, taken together, will enable the Village to achieve its Vision. Strategies recommend specific courses of action to implement the Plan.
<b>Support</b>	Adopt and pursue policies, goals and actions to coordinate activities and supply necessary resources, as appropriate, to achieve desired goal. Does not imply promises of financial support.
<b>Work</b>	Cooperate with, and act through staff, officials, consultants, and volunteers to meet require policies and produce desired goals.

## Glossary of Planning and Government Terms

Term	Applicable Definition
Buffer/Viewshed	A depth of distance on a property dedicated to features that separate it from adjacent properties or roadways.
Council	The body of elected officials who make decisions on all affairs of the municipality.
Density	A measure of the number of properties per acre. Also used to quantify the number of buildings or the square footage of floor area per property.
Floor Area Ratio	The proportion of total square footage of buildings on a property to the square footage of the property.
Land Use	The type of activity that is proposed or is occurring on a property or part of a property. Land Uses in and around Marvin include Residential, Commercial, Mixed-Use, Agricultural, Natural, Civic, and Industrial.
Pedestrian-Scale	The use of architectural elements and development features, designed in proportion to the human-scale and oriented to engage pedestrian senses, promote their comfort and encourage their activity. Such elements are typically smaller in scale and proportionately scaled to the human body; rather than monumental or large scale, include surface texture and patterns, lighting, colors, materials, and architectural details that engage human senses and interest.
Planning Board	The body of appointed residents who are tasked to make advisory recommendations to the Council on all planning and zoning matters.
Public Input	Any means of soliciting feedback from the residents of Marvin at large.
Traffic Calming	The installation of physical measures that reduce the negative effects of motor vehicle use, alter driver behavior and improve conditions for both motorized and non-motorized street users.
Zoning (District)	The set of development regulations that apply to a property, where each property in the Village is within a certain zoning district. See the Zoning Map on page 8 and descriptions on page 40.