

# CHAPTER THREE

## DEFINING THE STUDY AREA

### 1978 Study Area

The City adopted its first land use plan in 1972, which was subsequently updated in 1978. The 1978 Future Land Use Map (FLUM) included a one-mile future growth area around the city limits to better understand future growth which would result in an increase need for services and addition demand for or expansion on public infrastructure.

In 1978, the size of the city limit boundary (*black-dashed line*) extended approximately 1.55 square miles (989 acres), accounting for less than one percent of the total land area in McDowell County. The total future land use growth area was approximately 10.55 sq. mi. (6,755 acres) in size and identified four land use types and one classification for areas not suitable for development.

Map 3-1.1: 1978 Future Land Use Map

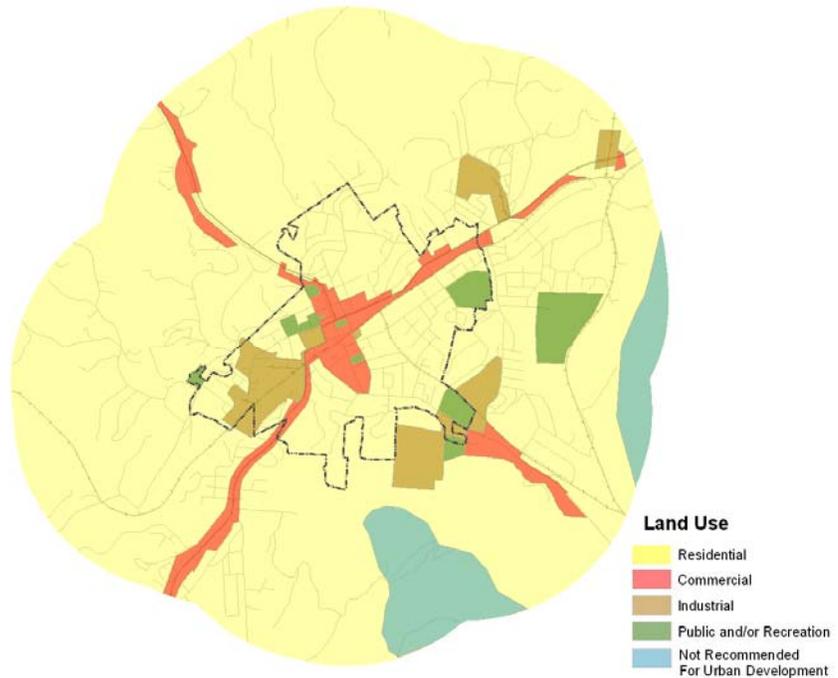


Table 3-1.1 provides a general comparison of the total land area by projected land uses in 1978 and actual land area by zoning district in 2010. Figure 3-1.1 illustrates how each comparison was made between 1978 land use classifications and 2010 zoning district designations. The purpose of this comparison is to show general changes that have occurred over the last thirty years, and to see if growth is occurring as was projected in 1978. With the exception of Residential, areas zoned for non-residential uses are slightly higher than that projected in the 1978 Future Land Use Map (FLUM).

Map 3-1.2 provides a geographical representation of how the zoning district classifications correlate with the land use classifications as illustrated Figure 3-1.1, and Map 3-1.3 is a slightly transparent 2010 Zoning District Map (Map 3-1.2) over the 1978 Future Land Use Map to illustrate the similarities and differences in projected and actual growth patterns.

In general, it is clear that growth has occurred as projected, and is now growing beyond those areas defined in 1978; and justifies the need to revise the Future Land Use Map (FLUM) to better understand how growth will occur over the next twenty or more years.

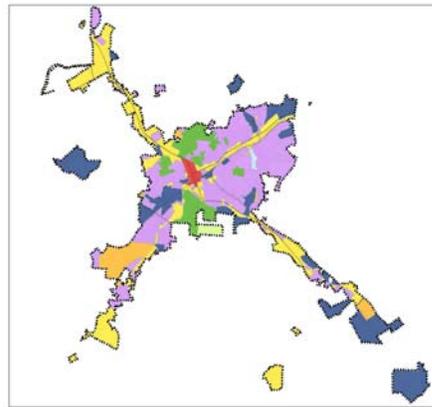
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**Table: 3-1.1: Analysis of Future Land Use and Existing Zoning Districts**

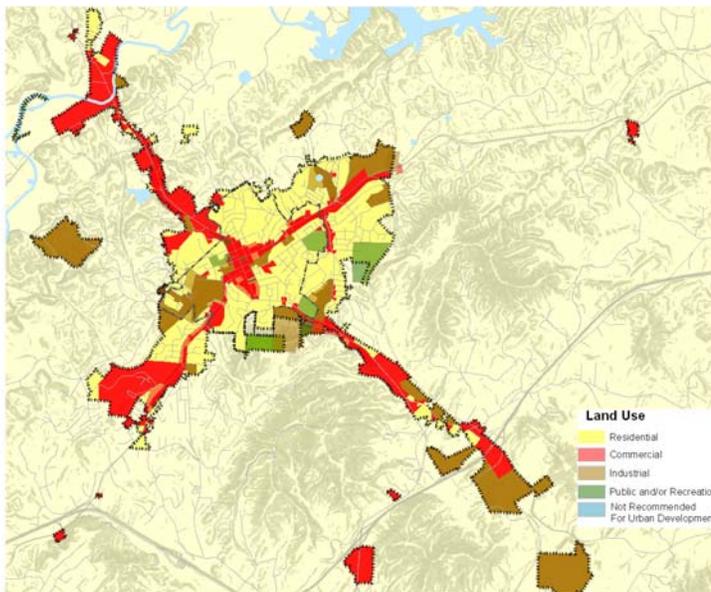
Land Use Type	Acres Defined in 1978 Future Land Use Map (Total Acres By Category/Percent of Total Area)	Acres Zoned in 2010 for Existing Land Uses (Total Acres By Category/Percent of Total Area)
Residential*	6052/90%	4599/68%
Commercial	305/5%	1059/16%
Industrial	257/4%	799/12%
Public and/or Recreation	141/1%	298/4%
<b>Total</b>	<b>6755</b>	<b>6755</b>

**Figure 3-1.1: Illustration of Comparison Between Current Zoning and 1978 Future Land Use Classifications**

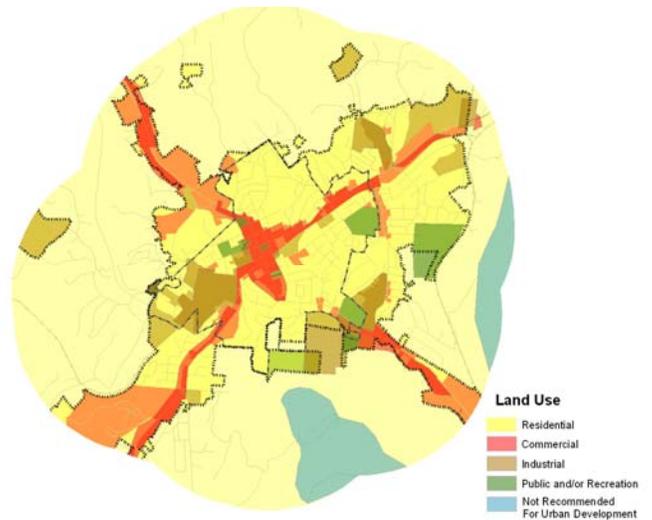
1978 Future Land Use Comparison	2010 Zoning District Classification
Commercial 	B1 Neighborhood Business 
Commercial 	C1 Central Business 
Commercial 	C2 General Business 
Commercial 	OI Office & Institutional 
Industrial 	M1 Industrial 
Public & Recreation 	PR Parks & Recreation 
Residential 	R1 Single Family Residential 
Residential 	R2 General Residential 



**Map 3-1.2: 2010 General Land Use Areas Defined By Predominate Land Use and Zoning District**



**Map 3-1.3: 1978 Future Land Use Map with 2010 General Land Use Area Overlay**



Sources: City of Marion Land Use Analysis & Land Development Plan 1978  
 City of Marion Planning & Development Zoning & Building Records  
 City of Marion Geographic Information (GIS)  
 McDowell County Tax Records  
 American Planning Association (APA) Land Based Classification System

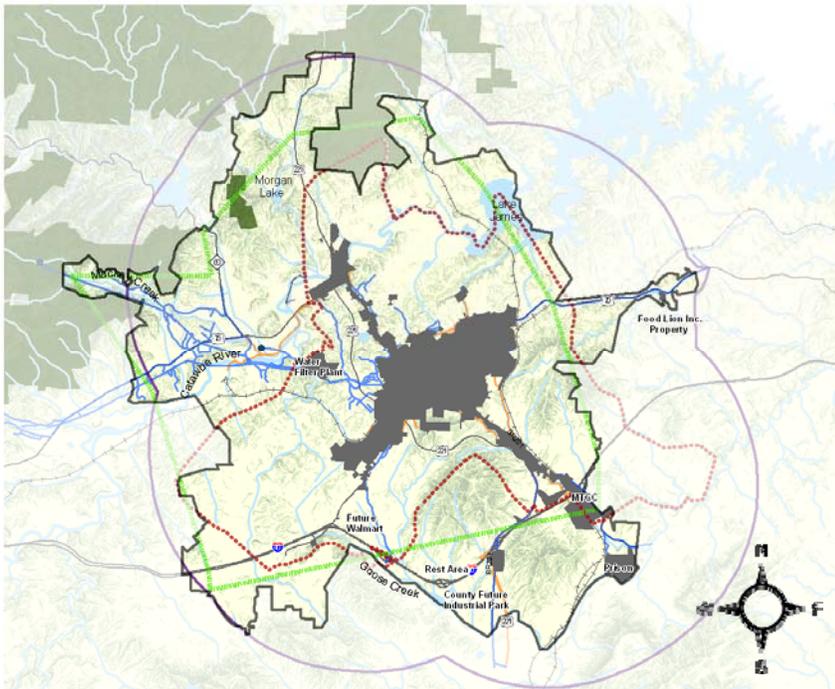
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## Updating the Study Area

Thoughtful consideration was given to defining a new future land use growth area for which this Plan is based. The Future Land Use Map (FLUM) is a geographical reference of predominate land uses within a geographical area that have a high probability of having some form of impact on City of Marion services within the next twenty or more years as more growth and development occurs. The map provides a land use designation for particular areas based on existing uses and probable future land use development. The map identifies the existing municipal boundaries and an urban growth boundary for the purpose of analyzing future impacts. The urban growth boundary is a study area for which to collect data to better understand future supply and demand of public services. It is also important to understand that it is not a zoning map, extraterritorial jurisdiction boundary, or future municipal boundary, nor does it guarantee future city services or infrastructure improvements outside of Marion's current municipal boundaries.

The future growth area is created based on current municipal jurisdictional and services boundaries, natural features, exiting inter-local agreements, and the similar. The purpose of identifying an urban growth boundary is to define a particular area in a logical manner of which to study and better understand the growth that is occurring beyond the city limits so that most informed decisions regarding public services and infrastructure improvements can be made in the future.

**Map 3-1.4: Boundary Analysis Map for Revised Study Area**



### Boundaries & Service Areas that Influence Growth

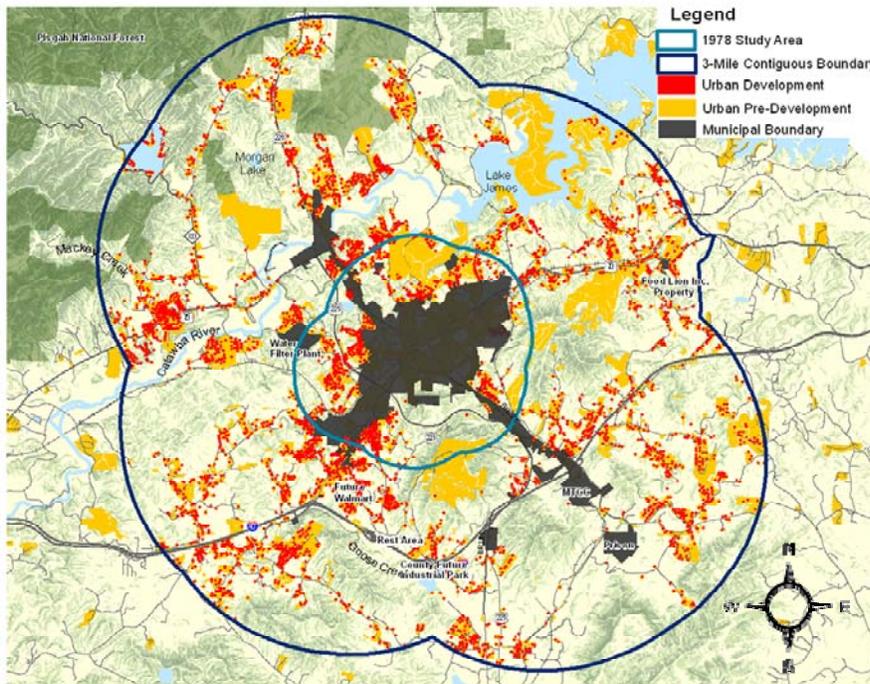
- Existing & planned transportation infrastructure;
- Water and sewer service availability (30+ mi.) and planned extensions;
- Area Under Consideration For Annexation R-10-04-20-1 (43 sq. mi.);
- Three-mile contiguous boundary (84 sq. mi.);
- Marion Fire District Boundary (52.43 sq. mi.)
- Existing City Limits (5.5 sq. mi.)

Note: boundary colors color coded to match boundary areas identified on Map 3-1.4 and Map 3-1.5.

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Map 3-1.4 geographically identifies all of the unique jurisdictional, service, infrastructure, and natural resource boundaries that factor into defining a logical area in which to study future growth. The side bar adjacent to the map identifies each particular service boundary and infrastructure location and is color coded to match the map to easily identify particular locations. Each area is of particular interest to the daily operations and decisions being made that contribute to effective and efficient city management. A lack of understanding of how these areas influence or are influenced either directly or indirectly can lead to diminished services and ineffective management which in turn hurts the overall sustainability of the community.

**Map 3-1.5: Urban Growth Outside Current City Limits: 2010**



Another factor that significantly influences future land uses and need for public services and infrastructure expansion is market-driven growth occurring beyond the current municipal boundaries. As these areas develop and increase in density and intensity, so does the number of requests for more public investment.

Map 3-1.5 illustrates how areas are developing beyond Marion's municipal boundaries and areas that while no construction activity has taken place, land has been subdivided for development purposes.

The criteria used to create this map utilized benchmarks established by the NC General Assembly in defining land that qualifies as urban development under the requirements for annexation. The criterion was used for consistency purposes only, and to justify a generally acceptable means of defining "urban development" so that reasonable analysis of current growth could occur.

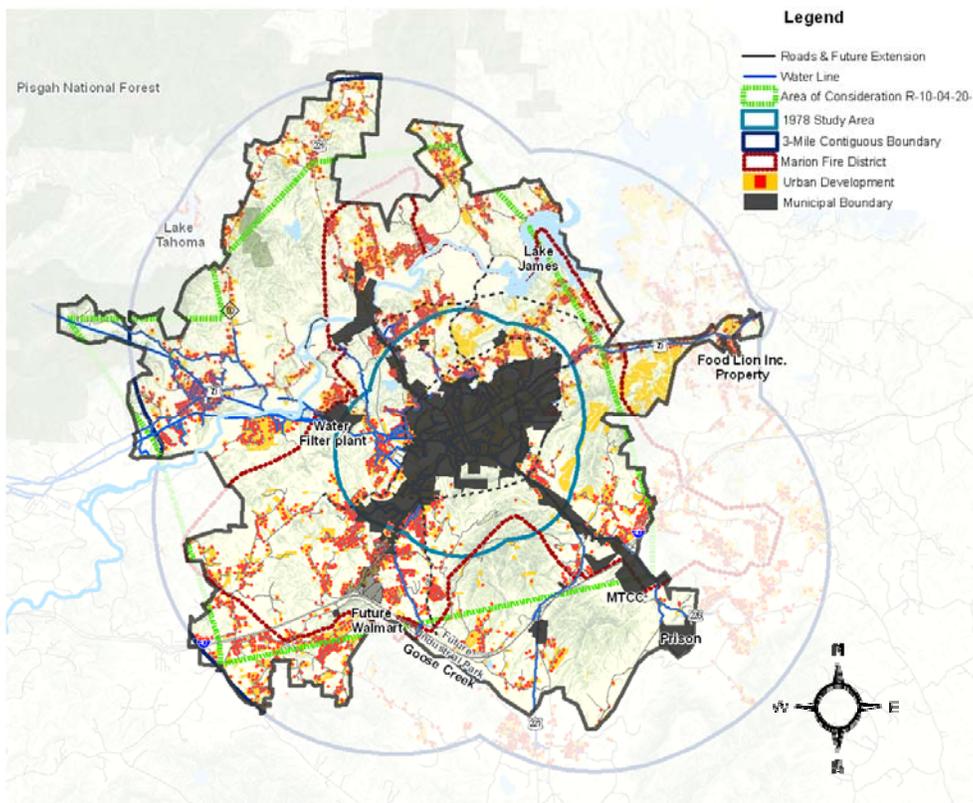
The first step in this process was first to identify an acceptable boundary in which to study urban growth. Looking at Map 3-1.5, it may seem unnecessary because it appears that growth tapers off after three miles. However, if the same analysis were performed county-wide one would see that the county as a whole is growing more urban, and such growth is wide-spread. For the purposes of this Plan, and for projecting future municipal service and infrastructure needs it is unnecessary to evaluate the entire county's current and anticipated growth patterns. Therefore, only a three-mile radius outside of the current municipal boundaries was analyzed for the purposes of this Plan.

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The yellow areas indicate parcels that have been subdivided into three acres or less and parcels located within a platted subdivision. The red dots indicate parcels that have a primary structure with a county tax value of greater than \$10,000. While this value may eliminate some lower income residential properties, the purpose of this analysis is only to see where clusters of development are occurring. Primary structures valued under \$10,000 begin to include structural anomalies that as values decrease they begin to erode a true representation of where growth is occurring.

Map 3-1.6: Represents geographically how both service and infrastructure boundaries and clusters of urban development correlate with one another to define an area that best represents where future growth is likely to occur and as such should be studied. The sidebar provides greater detail regarding the proportion of specific boundaries and urban development within the study area.

**Map 3-1.6: Combined Boundary & Urban Growth Analysis**



### Study Area Features

- Revised Study Area 52 sq. mi.
- Accounts for 11% of the county land area.
- 18% more than the Area of Consideration.
- 38% smaller than the 3-mile contiguous boundary
- 38% larger than the Marion Fire District
- 89% larger than the City Limits
- 80% larger than the 1978 study area
- Area includes 83% of lots subdivided into three acres or less, and 77% of land platted subdivision within three miles of the City.
- 7,149 parcels subdivided for development.
- 1,916 lots subdivided into parcels 3 acres or smaller in size accounts towards 1,786 acres (25% of subdivided land within the study area)
- Red dots indicate sites where principle building value is greater than \$10,000 (2010 McDowell County Tax Records)

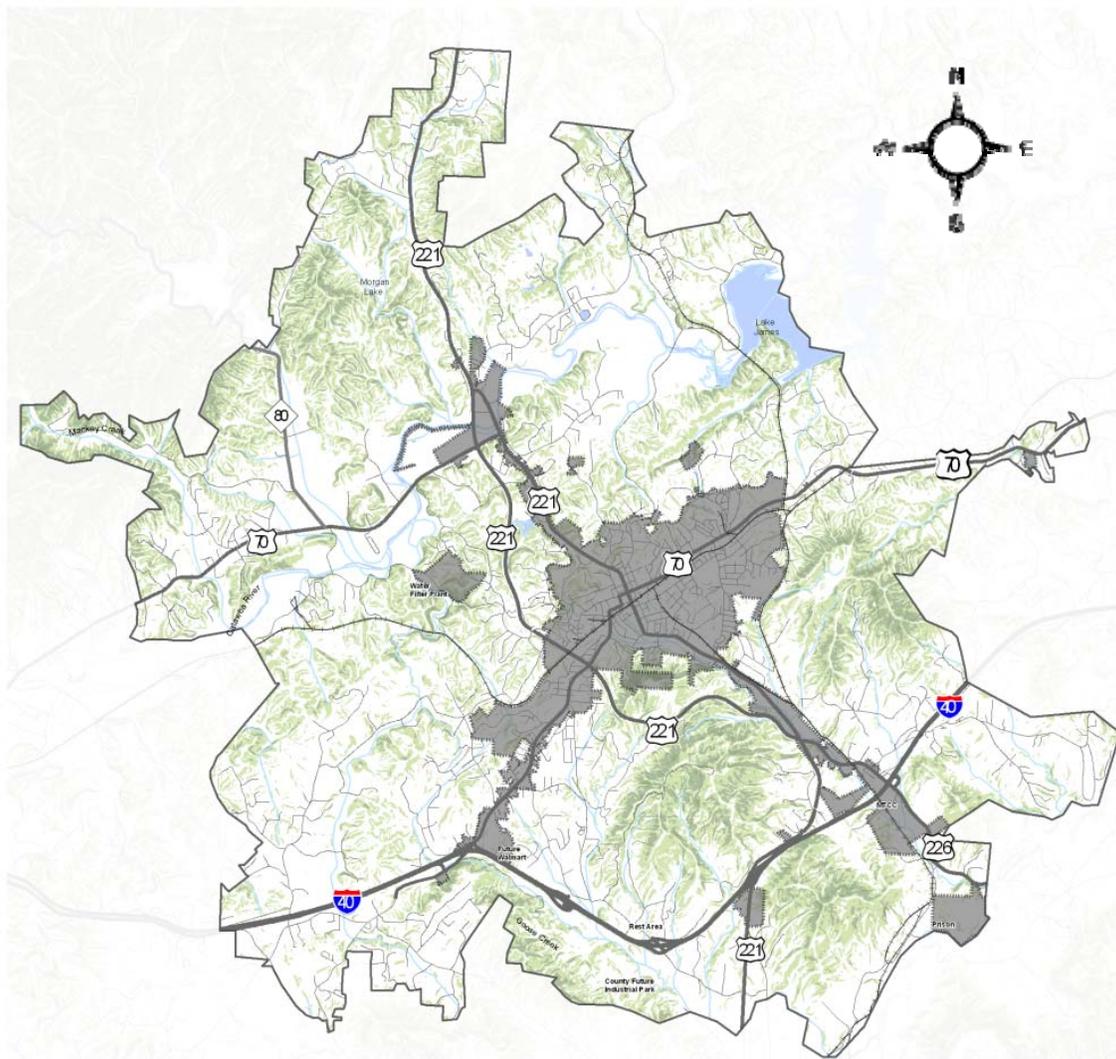
Sources: City of Marion Land Use Analysis & Land Development Plan 1978  
City of Marion Planning & Development Zoning & Building Records  
City of Marion Geographic Information (GIS)  
McDowell County Tax Records  
American Planning Association (APA) Land Based Classification System

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### New Study Area Defined

The revised future land use boundary hugs the borders the Pisgah National Forest located to the north and west, but does not include the Lake Tahoma Community. It incorporates more of West Marion (township) and Sugar Hill Road before extending just south of the Interstate-40 Rest Area and McDowell County's future industrial park. It then follows Goose Creek east to Marion Correctional Institution and extends back to the north along the boundary of the locally adopted Area of Consideration and a large cluster of existing urban development. From there, it wraps around Highway 70 East and the future Food Lion property where city water service ends and county water service begins. It hugs Highway 70 East on the north side until extending north along the lake picking up existing urban development where it once again borders the Pisgah National Forest and back to the beginning.

**Map 3.1.7: Revised Study Area Defined For Comprehensive Land Use Review**



## FUTURE LAND USE

### Future Land Use Changes

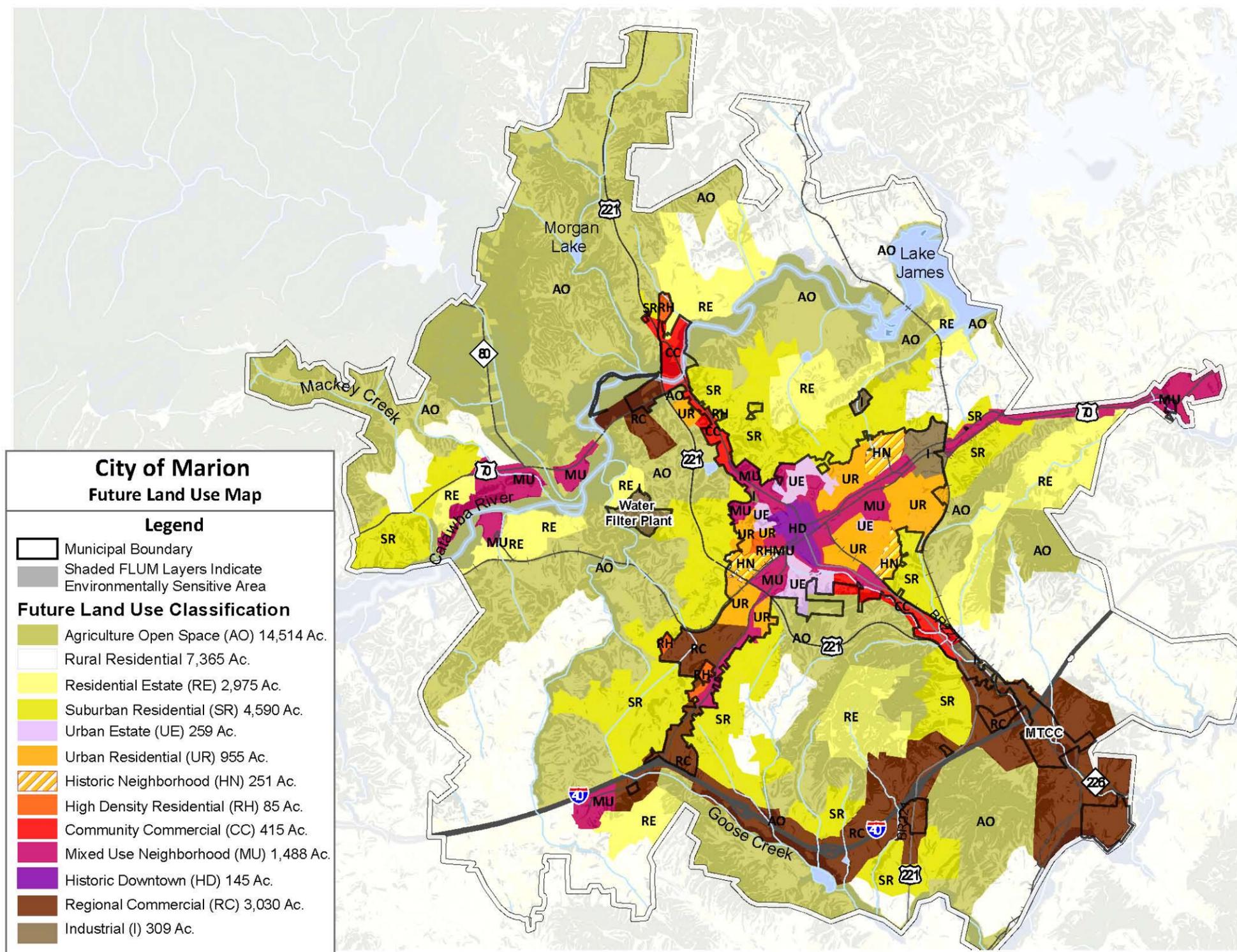
The 1978 Future Land Use Map, identified four land use types including residential, commercial, industrial, and public and or recreation, as well as one area where development would not occur. The revised Future Land Use Map includes 13 different land use classifications. These classifications are defined by historic, current, and projected future growth patterns that are defined based on information reviewed in previous studies and background information as discussed in previous sections of this Plan, including a combination of built, natural, and socio-economic characteristics. A full scale map is provided on the following page.

A general profile of each future land use classification is provided in this section which gives greater detail to the characteristics of each area that make them uniquely different according to existing growth patterns, and the anticipated level of change that is likely to occur in each area based on socio-economic and environmental factors outlined in this Plan.

#### Previous Studies, Planning Documents, & Analytical Tools

1. City of Marion Land Use Plan Adopted 1972 Rev. 1978
2. McDowell County Soil Survey 1995 Rev. 2009
3. Thoroughfare Plan for the City of Marion July 2002
4. Comprehensive Water & Sewer GIS Inventory 2005
5. City of Marion Source Water Protection Plan Dec. 2009
6. Federal, State, and Local GIS Data
7. Parcel Data (Size, Use, Type of Ownership)
8. Existing Applicable Laws
9. Existing Regulatory Boundaries and Land Use Controls
10. Visual Observations and "Windshield" Surveys

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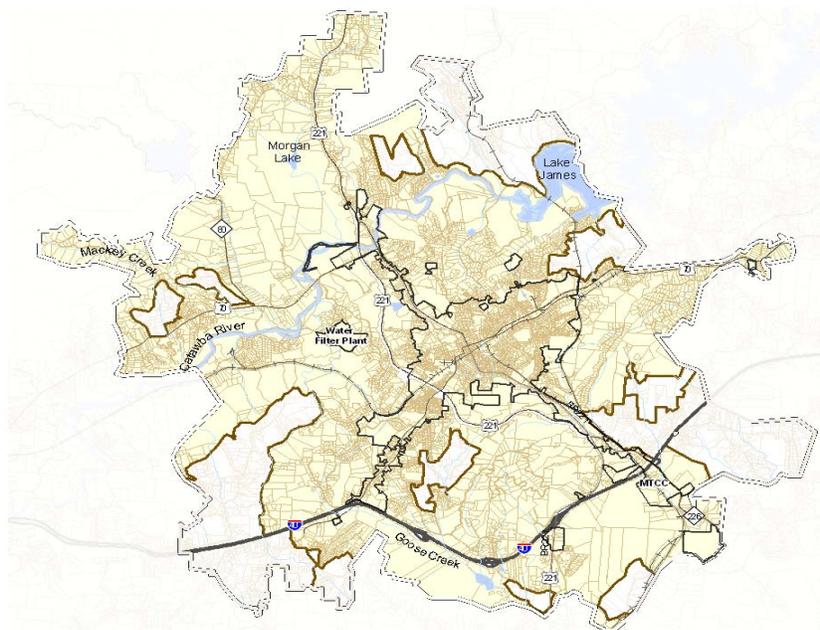
Sources: City of Marion Land Use Analysis & Land Development Plan 1978  
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## RURAL RESIDENTIAL

MAP 3-2.3 RURAL RESIDENTIAL



### GENERAL CHARACTER

Rural Residential areas are characterized as areas having large lots between two and ten acres with a high-degree of separation between buildings and have abundant open space. These areas are not located within platted subdivisions, but instead front along rural roads with limited access to public services and infrastructure. While primary use of property is residential, some properties may include multiple residences of family members, accessory residential (rental units), agriculture, animal husbandry, horticulture, forestry, or other commercial use which provides either the primary or secondary income of the property owner.

### LAND USE CHARACTERISTICS

- Primary Land Uses:** Single-family detached dwellings, farm and agriculture production
- Secondary Land Uses:** Accessory dwelling unit, convenience oriented retail, public services, and institutional and public assembly, public utilities and services.
- Proposed Zoning Districts:** None
- Any Future Zoning District Designation:** R-2 General Residential/R-1 Single Family Residential
- General Development Pattern:** Low Density / Primarily unrestricted uses
- Residential Density:** 1 dwelling unit 3 to 5 acres
- Non-Residential Intensity:** N/A

### TRANSPORTATION CHARACTERISTICS

- Street Pattern:** Curvilinear
- Typical Street Spacing:** Greater than 1,500 feet
- Street Connectivity:** Low
- Typical Street Cross Section:** Rural condition

### ANTICIPATED LEVEL OF CHANGE

Rural areas will continue to see demand for new residential development. Some residential lots will continue to include large tracts of land accessed by rural roads and private drives while other areas will continue to be subdivided into smaller lots with enhanced infrastructure improvements more typical of a suburban area. New residential subdivisions within the study area, but outside the City, will be developed under the McDowell County regulations.

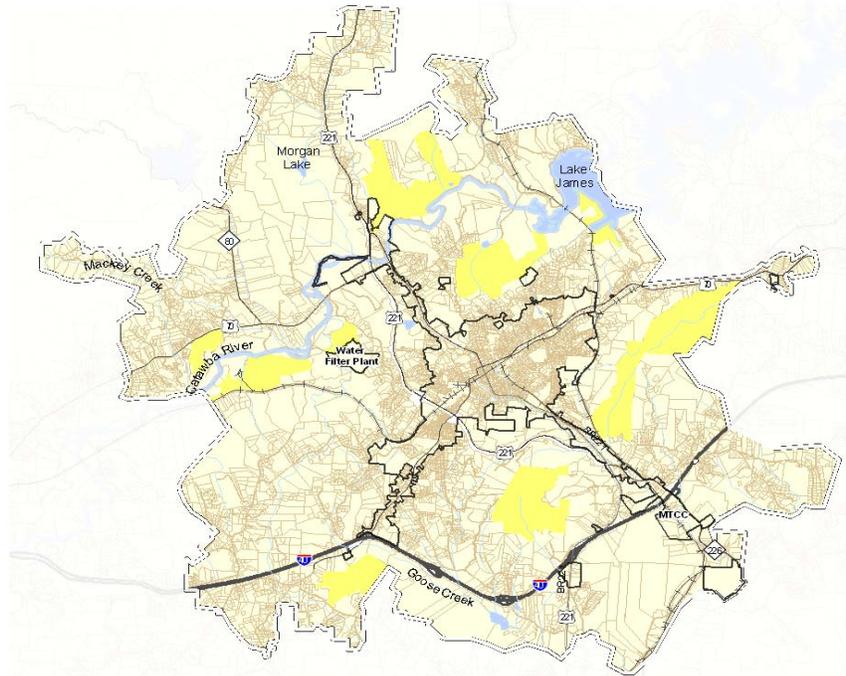
### PUBLIC SERVICES & UTILITIES

- Plumbing:** Well & Septic and limited or no availability to public water and/or sewer service.
- Solid Waste:** Private contract services and/or designated disposal site.
- Public Safety:** Sheriff's Dept, primarily Volunteer fire response, with some Marion Fire Department response.
- Recreation & Open Space:** Protected and/or undeveloped natural areas/stream corridors, trails, and lake. Limited convenient access to public park facilities with the exception of Lake James.

Sources: City of Marion Land Use Analysis & Land Development Plan 1978  
City of Marion Planning & Development Zoning & Building Records  
City of Marion Geographic Information (GIS)  
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## RESIDENTIAL ESTATE

MAP 3-2.4: RESIDENTIAL ESTATE



### GENERAL CHARACTER

Residential Estate is characterized as areas adjacent to the City that have been subdivided into large single-family lots, having amenities and internal development and internal regulations controlled by an organized association of property owners. With the number of subdivisions increasing at a moderate and steady pace, these areas are becoming more predominate in the study area. Future residential development in these areas should be encouraged to use conservation-based development practices, to concentrate infrastructure needs minimizing public investment costs, preserving larger areas of open space to maintain the rural community character, and maintain scenic vistas that attract visitors to the area.

### LAND USE CHARACTERISTICS

**Primary Land Uses:** Single-family detached dwellings.  
**Secondary Land Uses:** Parks, greenways, stream corridors, accessory uses that support residential living.  
**Proposed Zoning Districts:** None  
**Any Future Zoning District Designation:** R-1 Single-Family Residential  
**General Development Pattern:** Low density / Restricted HOA uses  
**Residential Density:** 1 dwelling unit per 3 acres  
**Non-Residential Intensity:** N/A

### Transportation Characteristics

**Street Pattern:** Curvilinear, Modified Grid, and Cul-de-sac  
**Typical Street Spacing:** 500 to 2,000 feet  
**Street Connectivity:** Low to medium (May have private access only)  
**Typical Street Cross Section:** Rural condition

### ANTICIPATED LEVEL OF CHANGE

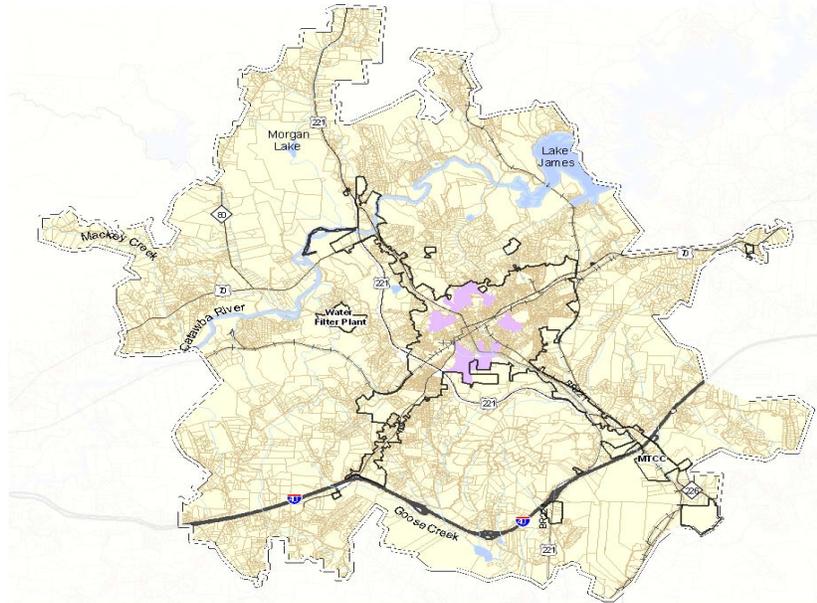
New subdivisions will continue to develop in areas around the City, especially to the east around Lake James as well as areas other areas that offer scenic vistas and natural settings. New residential neighborhoods will include mainly single-family detached units, however more housing types such as villas, townhomes, and condominiums may be offered as an additional option in some subdivisions. The growth of residential subdivisions will result in a decrease of rural residential areas and lands that are currently used for agricultural purposes.

### Public Services & Utilities

**Plumbing:** Well & Septic and limited or no availability to public water and/or sewer service.  
**Solid Waste:** Private contract services and/or designated disposal site.  
**Public Safety:** Sheriff's Dept, Primarily Marion Fire Department some response from other districts.  
**Recreation & Open Space:** Protected and/or undeveloped natural areas/stream corridors, and trails. Limited convenient access to public park facilities with the exception of some immediate access to Lake James.

## URBAN ESTATE

MAP 3-2.5: URBAN ESTATE



### GENERAL CHARACTER

Urban Estate is characterized as areas located within the City's municipal boundaries that have developed under the City's existing subdivision ordinance, or by similar design representative of conventional suburban form of the 1950's that lasted through the end of the twentieth century. These areas enjoy higher and more sustainable property values, and have similar architectural design and use of materials within their neighborhood, but in general do not have development restrictions that would prohibit architectural style or material unlike their own. These neighborhoods are not necessarily auto-dependant like their Rural Estate equivalents; instead they drive more for convenience than necessity. The street pattern is more urban, typically modified grid street pattern with medium street connectivity and occasional presence of cul-de-sacs.

### LAND USE CHARACTERISTICS

**Primary Land Uses:** Single-family detached dwellings.

**Secondary Land Uses:** Parks, greenways, stream corridors, accessory uses that support residential living.

**Existing Zoning Districts:** R-1 Single Family Residential

**Any Future Zoning District Designation:** R-1 Single-Family Residential

**General Development Pattern:** Medium density some HOA restrictions

**Residential Density:** 1 dwelling unit 1-2 acres

**Non-Residential Intensity:** N/A

### TRANSPORTATION CHARACTERISTICS

**Street Pattern:** Curvilinear, modified grid, and cul-de-sac

**Typical Street Spacing:** 500 to 1,500 feet

**Street Connectivity:** Medium

**Typical Street Cross Section:** Urban condition

### ANTICIPATED LEVEL OF CHANGE

There is very little anticipated change within these neighborhoods, with the exception of some infill development. These neighborhoods offer the most stable property values within the City with property values generally higher than the citywide average, as well as the highest owner-occupancy rates and tenure status. City regulations and HOA regulations will continue to protect the property values within these neighborhoods. Non-residential land uses should be limited in nature to avoid nonresidential traffic, noise, or other nuisance that can disrupt the residential quality of life and/or harm overall property values.

### PUBLIC SERVICES & UTILITIES

**Plumbing:** Access to public water and/or sewer service.

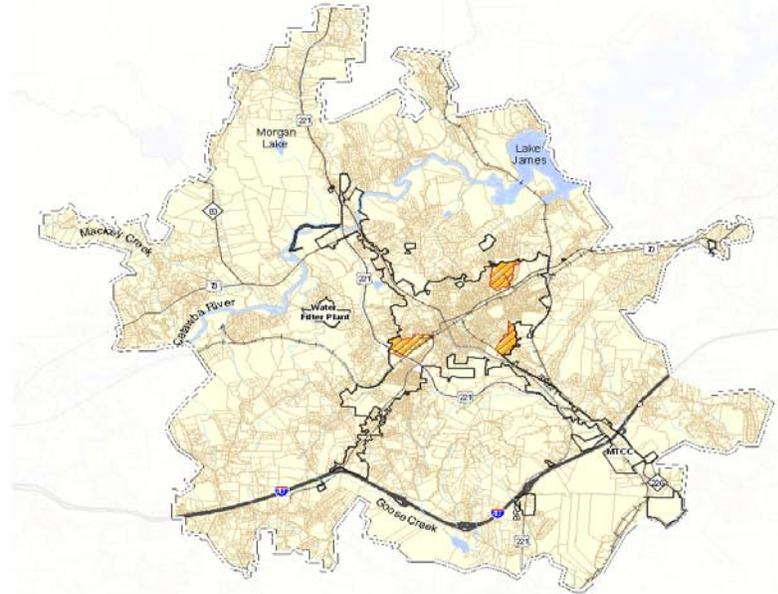
**Solid Waste:** City service.

**Public Safety:** Marion Police Department and Marion Fire Department

**Recreation & Open Space:** Access to public park facilities including both community and neighborhood facilities, trails, and other recreational amenities.

HISTORIC NEIGHBORHOOD

MAP 3-2.6: HISTORIC NEIGHBORHOOD



GENERAL CHARACTER

Much of Marion's early history is associated with the textile and furniture manufacturing industry. The focal points of this early history can be found within the neighborhoods developed by the manufacturing companies that once existed including Marion Manufacturing, Clinchfield Manufacturing, and Cross Mill Manufacturing. The character of these neighborhoods can best be described by the architectural style of the one story bungalow homes, small lot sizes, and grid pattern subdivision design. These neighborhoods are representative of traditional neighborhood design, and are a popular housing option for first home buyers, young professionals, families, and retirees.

LAND USE CHARACTERISTICS

**Primary Land Uses:** Single-family detached dwellings, multi-family dwellings within existing structures.  
**Secondary Land Uses:** Small-scale neighborhood-oriented service and retail, public services and assembly, parks and greenways.  
**Existing Zoning District:** R-2 General Residential  
**Any Future Zoning District Designation:** R-2 General Residential, Traditional Neighborhood Overlay  
**General Development Pattern:** Medium density  
**Residential Density:** 2 to 8 dwelling units per acre  
**Non-Residential Intensity:** 35% to 50% GFA

TRANSPORTATION CHARACTERISTICS

**Street Pattern:** Grid  
**Typical Street Spacing:** 600 to 1000 feet  
**Street Connectivity:** Medium-High  
**Typical Street Cross Section:** Urban condition

ANTICIPATED LEVEL OF CHANGE

The primary level of change in these neighborhoods will be in the form of revitalization and enhancement of existing homes, as well as infill of vacant lots. These neighborhoods if well-maintained have potential to increase and maintain value. It is recommended that the City value and protect these neighborhoods not only for their local importance but also for their value in regards to providing stable, attractive housing opportunities. Because each neighborhood is distinct in character, design, an overlay district is recommended that if implemented could preserve neighborhood identify as well as make contiguous zoning districts that by design and use contribute to the sustainability of the historic nature of the area, and which provide neighborhood-based goods and services.

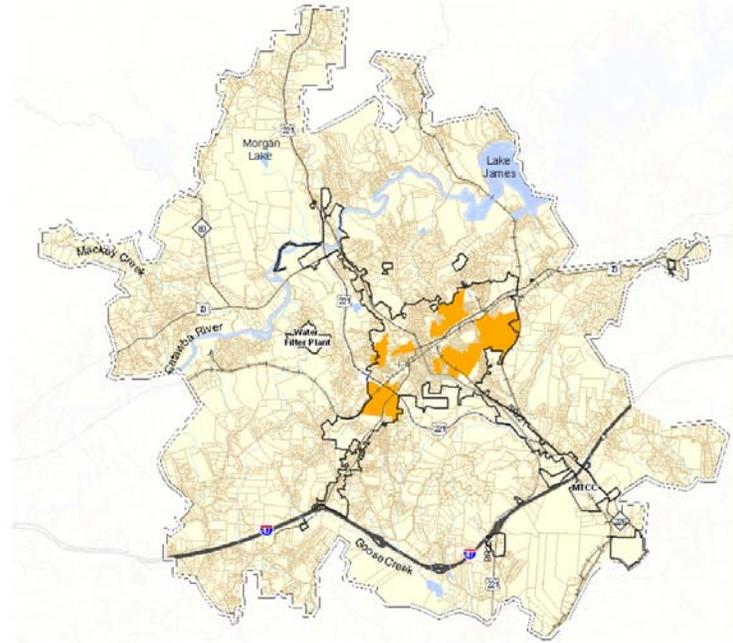
PUBLIC SERVICES & UTILITIES

**Plumbing:** Access to public water and/or sewer service.  
**Solid Waste:** City service.  
**Public Safety:** Marion Police Department and Marion Fire Department  
**Recreation & Open Space:** Access to public park facilities including neighborhood parks, trails, and other recreational amenities.

Sources: City of Marion Land Use Analysis & Land Development Plan 1978  
 City of Marion Planning & Development Zoning & Building Records  
 City of Marion Geographic Information (GIS)  
 McDowell County Tax Records  
 American Planning Association (APA) Land Based Classification System

## URBAN RESIDENTIAL

MAP 3-2.7: URBAN RESIDENTIAL



### GENERAL CHARACTER

Urban Residential are areas located within the city that have developed under the City's existing subdivision ordinance or by similar design representative of conventional suburban form of the 1950's through the end of the twentieth century. These neighborhoods are traditionally auto-dependant, and have a modified grid street pattern with medium to high street connectivity. This area has the greatest diversity of housing options available in the city and number of units per acre also varies greatly. Good pedestrian infrastructure makes these locations ideal for greater residential density, with focus on safe, vibrant, family-oriented neighborhoods.

### LAND USE CHARACTERISTICS

- Primary Land Uses:** Single-family detached, townhouses, condominiums, patio homes, and & senior housing.
- Secondary Land Uses:** Multi-family, civic & institutional & parks, trails & open space.
- Existing Zoning District:** R-2 General Residential
- Any Future Zoning District Designation:** R-2 General Residential/R-4 Traditional Neighborhood, and R-8 Urban Residential
- General Development Pattern:** Medium density
- Residential Density:** 3 to 15 dwelling units per acre
- Non-Residential Intensity:** 35% to 50% GFA

### TRANSPORTATION CHARACTERISTICS

- Street Pattern:** Grid & modified grid
- Typical Street Spacing:** 500 to 1000 feet
- Street Connectivity:** Medium to high
- Typical Street Cross Section:** Urban condition

### ANTICIPATED LEVEL OF CHANGE

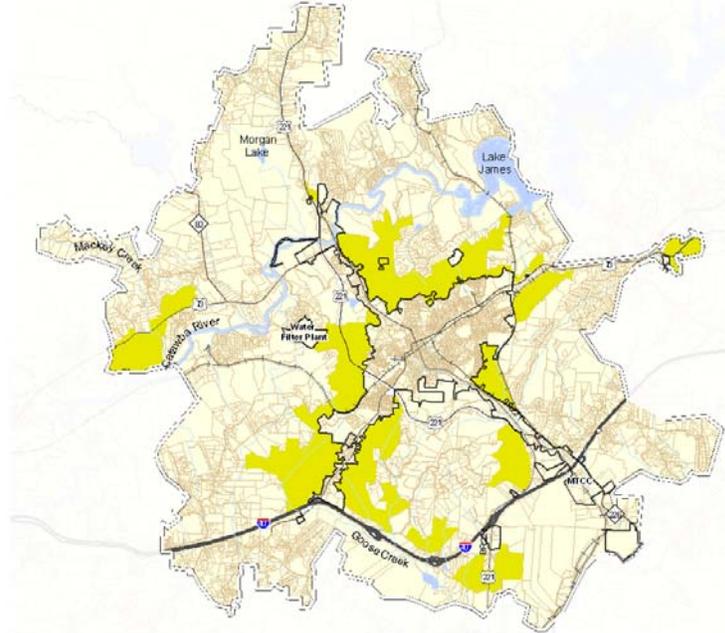
These areas are largely built-out but do have some larger pockets of vacant land. Therefore most changes will occur in the form of infill development and modifications to existing development to accommodate higher densities. New neighborhood subdivisions should be encouraged to follow design guidelines that promote walkability at the neighborhood scale and connectivity between the neighborhood and non-residential areas that offer supporting goods and services to them.

### PUBLIC SERVICES & UTILITIES

- Plumbing:** Access to public water and/or sewer service.
- Solid Waste:** City service.
- Public Safety:** Marion Police Department and Marion Fire Department
- Recreation & Open Space:** Access to public park facilities including neighborhood and community facilities,, trails, and other recreational amenities.

## SUBURBAN RESIDENTIAL

MAP 3-2.8: SUBURBAN RESIDENTIAL



### GENERAL CHARACTER

Suburban Residential is characterized as areas found within close proximity to the City that have developed to urban standards, including smaller lot sizes occupied by single-family residential. These neighborhoods are auto-dependant, and less rural in comparison to other areas within the growth area. Street patterns vary from curvilinear rural roads to modified grid street pattern with medium street connectivity and occasional presence of cul-de-sacs.

### LAND USE CHARACTERISTICS

**Primary Land Uses:** Single-family detached dwellings.

**Secondary Land Uses:** Goods and services that support residential living, accessory uses, assembly, and accessory home occupations.

**Existing Zoning Districts:** None

**Any Future Zoning District Designation:** R-2 General Residential/R-1 Single-Family Residential

**General Development Pattern:** Medium density

**Residential Density:** 1 dwelling 1- 2 acres

**Non-Residential Intensity:** 35% to 50% GFA

### Transportation Characteristics

**Street Pattern:** Curvilinear, modified grid, and cul-de-sac

**Typical Street Spacing:** 800 to 3,000 feet

**Street Connectivity:** Low to medium

**Typical Street Cross Section:** Rural condition

### ANTICIPATED LEVEL OF CHANGE

New residential development and subdivision of land will continue to occur in areas around the City, to accommodate residents wanting to be closer to employment, goods and services, and social activity. New residential neighborhoods will largely include single-family detached units where access to water and sewer is unavailable, and higher density developments in the form of attached single-family homes with access to public infrastructure that will support the density. With the growth of these likely to continue so will demand for more public services.

### Public Services & Utilities

**Plumbing:** Well & Septic with some availability to public water and/or sewer service.

**Solid Waste:** Private contract services and/or designated disposal site.

**Public Safety:** Sheriff's Department and Marion Fire Department

**Recreation & Open Space:** Protected and/or undeveloped natural areas/stream corridors, and trails. Some private owned park amenities, moderate accessibility to community park facilities.

HIGH DENSITY RESIDENTIAL

MAP 3-2.9: HIGH DENSITY RESIDENTIAL



GENERAL CHARACTER

Areas identified in this land use district are areas that have existing clusters of high density residential development within the City. These areas offer both rental and ownership housing options, with a greater percentage of rental occupancy. Approximately half the areas identified are rental housing in the form of mobile home parks some of which may own the home and lease the land or lease both the home and the land. Higher density locations in closer proximity to downtown include apartment buildings and townhomes.

LAND USE CHARACTERISTICS

- Primary Land Uses:** Single-family attached and multi-family dwellings.
- Secondary Land Uses:** Accessory uses to the residential typically regulated and maintained by property manager or HOA.
- Existing Zoning District:** R-2 General Residential
- Any Future Zoning District Designation:** R-8 Urban Residential, NMU-12 Neighborhood Mixed Use, R-16 Multi Family Residential
- General Development Pattern:** High density
- Residential Density:** 8 units per acre or greater
- Non-Residential Intensity:** 35% to 50% GFA

Transportation Characteristics

- Street Pattern:** Private
- Typical Street Spacing:** 500 feet
- Street Connectivity:** High
- Typical Street Cross Section:** Urban condition

ANTICIPATED LEVEL OF CHANGE

The primary level of change in these neighborhoods will be in the form of revitalization and enhancement of existing homes, and infill of vacant lots. These neighborhoods if well-maintained have the potential to increase and maintain their value with little effort other than good maintenance. It is recommended that the City value and protect these neighborhoods not only for their local importance but also for their value in regards to providing stable, attractive housing opportunities. Because each neighborhood is distinct in character, design, an overlay district is recommended, which can include the residential neighborhood as well as a portion or all of contiguous zoning districts that by design and use contribute to the sustainability of the historic nature of the area, and which provide neighborhood-based goods and services.

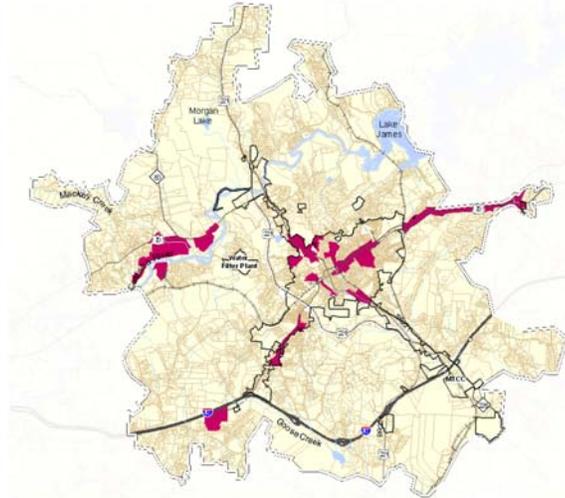
Public Services & Utilities

- Plumbing:** Access to public water and/or sewer service.
- Solid Waste:** City service.
- Public Safety:** Marion Police Department and Marion Fire Department
- Recreation & Open Space:** Access to both public park facilities and private recreational amenities.

Sources: City of Marion Land Use Analysis & Land Development Plan 1978  
 City of Marion Planning & Development Zoning & Building Records  
 City of Marion Geographic Information (GIS)  
 McDowell County Tax Records  
 American Planning Association (APA) Land Based Classification System

MIXED USE NEIGHBORHOOD

MAP 3-2.10: MIXED USE NEIGHBORHOOD



GENERAL CHARACTER

The mixed-use neighborhood is an area with an emerging variety of non-residential land uses on a neighborhood scale coupled with a variety of housing types and densities. These areas have the ability to provide residents with greater opportunity to live, shop, work, and play in their neighborhood.

Mixed-Use Neighborhoods in large part represent existing and emerging growth centers east and west of Historic Downtown in long-established neighborhoods where the number of non-residential uses have slowly but steadily outpaced new residential. Some land use transition has occurred without issue while others have been in conflict with adjacent land uses, property owners, or development constraints.

Mixed-Use Neighborhoods have the ability through thoughtful design and scale to further the vitality and sustainability of the area; provide greater efficiency of utilities and transportation serving the area; and provide a more cohesive sense of community experienced by both residents and business owners.

LAND USE CHARACTERISTICS

**Primary Land Uses:** Single-family detached dwellings, multi-family dwellings, townhomes, condominiums, senior housing, sit-down restaurants, neighborhood-serving commercial, professional offices, & live/work/shop units.

**Secondary Land Uses:** Civic, schools, churches, other assembly

**Existing Zoning District:** R-2 General Residential & C-2 General Business

**Any Future Zoning District Designation:** U-8 Urban Residential, R-12 Neighborhood Mixed-Use, and B1 Neighborhood Business.

**General Development Pattern:** Medium-high density/Neighborhood supporting uses

**Residential Density:** 8 to 16 dwelling units per acre

**Non-Residential Intensity:** 50% to 80% GFA

TRANSPORTATION CHARACTERISTICS

**Street Pattern:** Grid and modified grid

**Typical Street Spacing:** 600 to 1500 feet.

**Street Connectivity:** Medium to High

**Typical Street Cross Section:** Urban condition

ANTICIPATED LEVEL OF CHANGE

Future development in these areas should focus on preferred uses, context sensitive design and street orientation, scale of non-residential uses, increase diversity in housing options, all of which work cohesively to will create vibrant activity centers outside of the Historic Downtown. Reinvestment in these areas has been slow due to site limitations. To increase activity, additional land use tools such as "land banking" or reinvestment overlay should be utilized. Priority should be given to public projects that improve walkability, social activity, and safety within these areas, which will in turn give greater comfort and assurance for private reinvestment; well-suited locations to establish neighborhood-supporting business, and give residents of all ages and abilities a safe, more vibrant, and walkable community to live, work, and play without complete dependence of a personal vehicle.

PUBLIC SERVICES & UTILITIES

**Plumbing:** Access to public water and/or sewer service.

**Solid Waste:** City service.

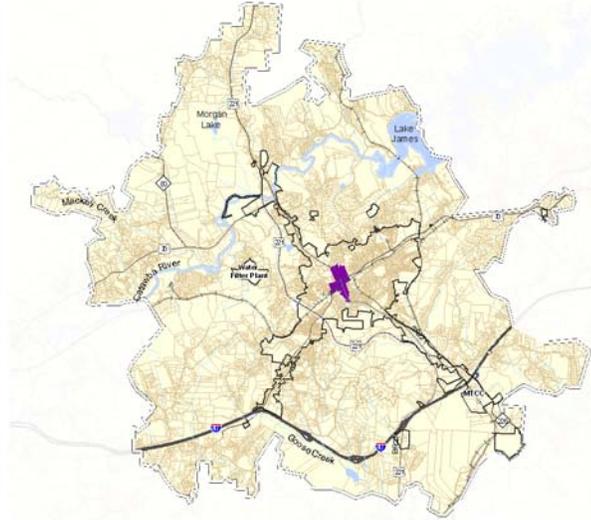
**Public Safety:** Marion Police Department and Marion Fire Department

**Recreation & Open Space:** Access to public park facilities including neighborhood parks, community parks, special event facilities, trails, and other recreational amenities.

Sources: City of Marion Land Use Analysis & Land Development Plan 1978  
 City of Marion Planning & Development Zoning & Building Records  
 City of Marion Geographic Information (GIS)  
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HISTORIC DOWNTOWN

MAP 3.2.11: HISTORIC DOWNTOWN



GENERAL CHARACTER

Historic Downtown is considered the heart of the community and serves as the central business district, which includes a variety of government and business professional offices, gift and clothing stores, and restaurants. It encompasses two historic districts and twelve historic places listed on the Department of Interior’s National Register of Historic Places, and has a “Main Street” designation. A Downtown Streetscape Master Plan was completed in 2009, which included a number of public reinvestment projects that will improve the appearance and function of downtown, and make it a more desirable location to live, do business, or socialize. Since the completion of several projects, the number of empty store fronts has declined; and with additional street and pedestrian improvements on the horizon more private reinvestment is expected.

LAND USE CHARACTERISTICS

**Primary Land Uses:** Professional office, civic & institutional uses, cultural institutions, goods & services, live-work units, single-family residential, townhomes, multi-family.  
**Secondary Land Uses:** Parks  
**Existing Zoning District:** C-1 Central Business District, C-2 General Business, R-2 General Residential, M1 Industrial, Downtown Overlay  
**Any Future Zoning District Designation:** C-1 Central Business District, Neighborhood Business, Downtown Overlay  
**General Development Pattern:** Mixed use  
**Residential Density:** 3 to 15 dwelling units per acre  
**Non-Residential Intensity:** 50% to 100% GFA

TRANSPORTATION CHARACTERISTICS

**Street Pattern:** Grid  
**Typical Street Spacing:** 400 to 800 feet  
**Street Connectivity:** High  
**Typical Street Cross Section:** Urban condition

ANTICIPATED LEVEL OF CHANGE

The primary level of change will be in the form of revitalization and enhancement of existing buildings as well as infill of vacant lots. The buildings if well-maintained have potential to increase and maintain value over the long-term. It is recommended that the City value and protect the downtown and the historic qualities that the community values. “Main Street” research suggests that 2% of residents within a community want to live in a downtown setting, and the City has indicated a desire to support more upper floor residential, however without convenient and walkable access to daily basic needs an increase in this land use will be slow and marginal. Market conditions, owner interest, and continued support by the City will largely influence the pace of change and stability over time.

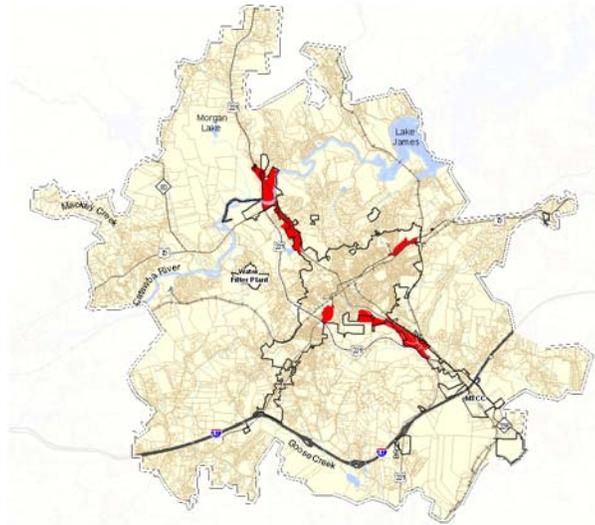
PUBLIC SERVICES & UTILITIES

**Plumbing:** Access to public water and/or sewer service.  
**Solid Waste:** City service.  
**Public Safety:** Marion Police Department and Marion Fire Department  
**Recreation & Open Space:** Access to public park facilities including trails, community parks, special event facilities, and other recreational amenities.

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COMMUNITY COMMERCIAL

MAP 3.2.12: COMMUNITY COMMERCIAL



GENERAL CHARACTER

The Community Commercial include areas located along major thoroughfares and are located in areas that provide convenient access from adjoining neighborhoods as well as residential areas outside the City. These areas are predominately goods and service oriented, however other commercial land uses are common including industrial and institutional land use. The areas level of accessibility and larger development sites attract formula retail "Chain-Stores", fast food restaurants, banks, and other auto-oriented businesses.

LAND USE CHARACTERISTICS

**Primary Land Uses:** Restaurants, Goods & Services (Auto-Oriented), and Industrial.  
**Secondary Land Uses:** Civic, schools, churches, assembly, and single and multi-family residential.  
**Existing Zoning District:** C-2 General Business & R-2 General Residential  
**Any Future Zoning District Designation:** C-3 Community Business, I1 Light Industrial, NMU 12-Neighborhood Mixed-Use.  
**General Development Pattern:** Strip commercial  
**Residential Density:** N/A  
**Non-Residential Intensity:** 35% to 60% GFA

TRANSPORTATION CHARACTERISTICS

**Street Pattern:** Major Thoroughfare  
**Typical Street Spacing:** 400 to 800 feet.  
**Street Connectivity:** High  
**Typical Street Cross Section:** Urban condition

ANTICIPATED LEVEL OF CHANGE

Community Commercial will continue to grow as infrastructure is provided along primary and secondary transportation corridors. The City should consider the long-term impact of commercial development in these areas and the economic stress that these areas create when not adequately maintained, and develop policies or other effective tools that respond to market conditions in an effort to prevent linear corridors of underutilized, vacant, and unattractive buildings that contribute to a negative community appearance and reduce area-wide property values.

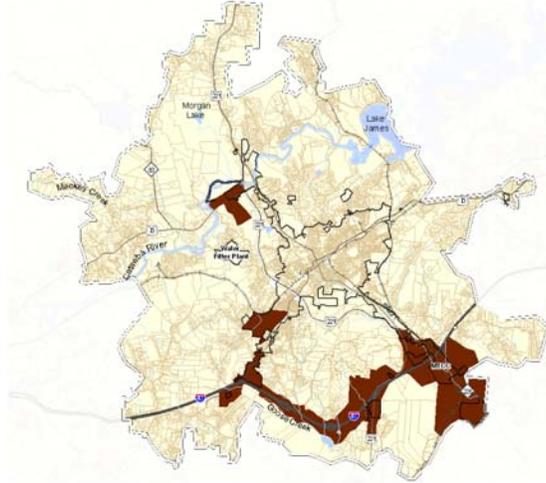
PUBLIC SERVICES & UTILITIES

**Plumbing:** Access to public water and/or sewer service.  
**Solid Waste:** City service.  
**Public Safety:** Marion Police Department and Marion Fire Department  
**Recreation & Open Space:** Access to public park facilities including neighborhood parks, community parks, special event facilities, trails, and other recreational amenities.  
**Solid Waste:** City service.  
**Public Safety:** Marion Police Department and Marion Fire Department  
**Recreation & Open Space:** Access to public park facilities including trails, community parks, special event facilities, and other recreational amenities.

Sources: City of Marion Land Use Analysis & Land Development Plan 1978  
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REGIONAL COMMERCIAL

MAP 3.2.13: REGIONAL COMMERCIAL



GENERAL CHARACTER

Regional Commercial areas are locations where land uses accommodate not only local residents but a much larger regional population. Criteria for siting a location are largely dependent on adequate public water and sewer service and roadways that can accommodate large volumes of traffic. They typically locate near major transportation corridors (e.g. highways or railways) and many include manufacturing and industrial centers, corporate and institutional campuses, and office parks. Clusters of uses that support or serve one another, and/or require similar infrastructure needs should be encouraged to locate in close proximity.

Regional Commercial is generally categorized by the type of uses and magnitude of development. Types of land uses include large-scale shopping centers, auto-oriented businesses, business and office campuses, and large educational institutions.

LAND USE CHARACTERISTICS

**Primary Land Uses:** Professional office, corporate and institutional campuses, universities and colleges, research & development, industrial and manufacturing, regional shopping centers and superstores, goods and services oriented to motorists.

**Secondary Land Uses:** Civic & institutional, high-density residential, parks, and trails.

**Existing Zoning District:** C-2 General Business, Office Intuitional, Industrial, R-2 General Residential

**Any Future Zoning District Designation:** C-3 Regional Business, OI Office & Intuitional, I1 & I2 Industrial

**General Development Pattern:** Mixed use

**Residential Density:** 15 and greater per acre

**Non-Residential Intensity:** 50% to 100% GPA

TRANSPORTATION CHARACTERISTICS

**Street Pattern:** Major Thoroughfare

**Typical Street Spacing:** 400 to 800 feet.

**Street Connectivity:** High

**Typical Street Cross Section:** Urban condition

ANTICIPATED LEVEL OF CHANGE

Regional Commercial will continue to grow around major thoroughfares. New development will largely be market driven, and based largely of residential population growth and skilled workforce. In addition to population growth, focus on public infrastructure, maintaining good roadway capacity and accessibility will help attract new business and development activity in these areas.

PUBLIC SERVICES & UTILITIES

**Plumbing:** Significant access to public water and/or sewer service.

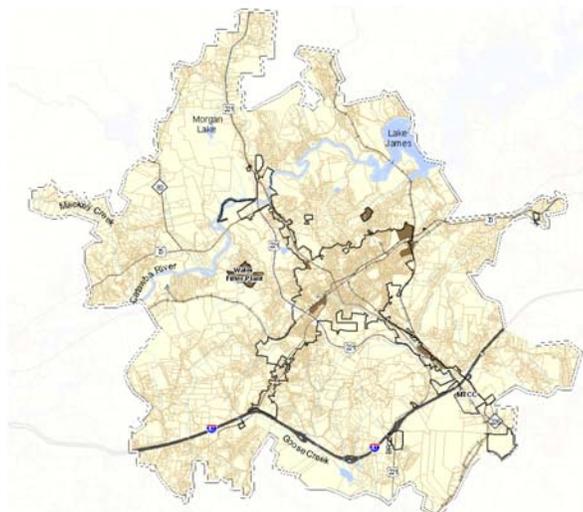
**Solid Waste:** City service and contract services.

**Public Safety:** Marion Police Department, McDowell Sheriff's Department, and Marion Fire Department

**Recreation & Open Space:** Access to public park facilities, trails, and other recreational amenities.

**INDUSTRIAL**

**MAP 3.2.14: INDUSTRIAL**



**GENERAL CHARACTER**

The general characteristics of the Industrial include land use supports manufacturing, processing, warehousing, and wholesale operations and typically serve as a major employment center. They typically locate near major transportation corridors (e.g. highways or railways) and many include manufacturing and industrial centers, corporate and institutional campuses, and office parks. Clusters of uses that support or serve one another, and/or require similar infrastructure needs have been encouraged to locate in close proximity through the development of industrial parks.

These uses are generally not compatible around residential uses due to a variety of nuisance factors, however on occasion some site supply workforce housing onsite for security purposes.

**ANTICIPATED LEVEL OF CHANGE**

Industrial development will continue to grow around major thoroughfares. Attracting new development is highly competitive nationwide. Marion has a lot to offer, however factors including skilled workforce, education, access and distribution, quality housing, and natural resources are all key indicators used by industry to select new locations.

**LAND USE CHARACTERISTICS**

**Primary Land Uses:** corporate and institutional campuses, research & development, industrial and manufacturing, warehousing, wholesale, hazardous waste, and utilities.

**Secondary Land Uses:** Residential

**Existing Zoning District:** Industrial & C-2 General Business

**Any Future Zoning District Designation:** I1 & I2 Industrial. C-3 Regional Business

**General Development Pattern:** Single Use Industrial

**Residential Density:** N/A

**Non-Residential Intensity:** 30% to 60% GPA

**TRANSPORTATION CHARACTERISTICS**

**Street Pattern:** Major Thoroughfare

**Typical Street Spacing:** 400 to 1500 feet.

**Street Connectivity:** High

**Typical Street Cross Section:** Urban condition

**PUBLIC SERVICES & UTILITIES**

**Plumbing:** Significant access to public water and/or sewer service.

**Solid Waste:** City service and contract services.

**Public Safety:** Marion Police Department, McDowell Sheriff's Department, and Marion Fire Department

**Recreation & Open Space:** Access to public park facilities, trails, and other recreational amenities.

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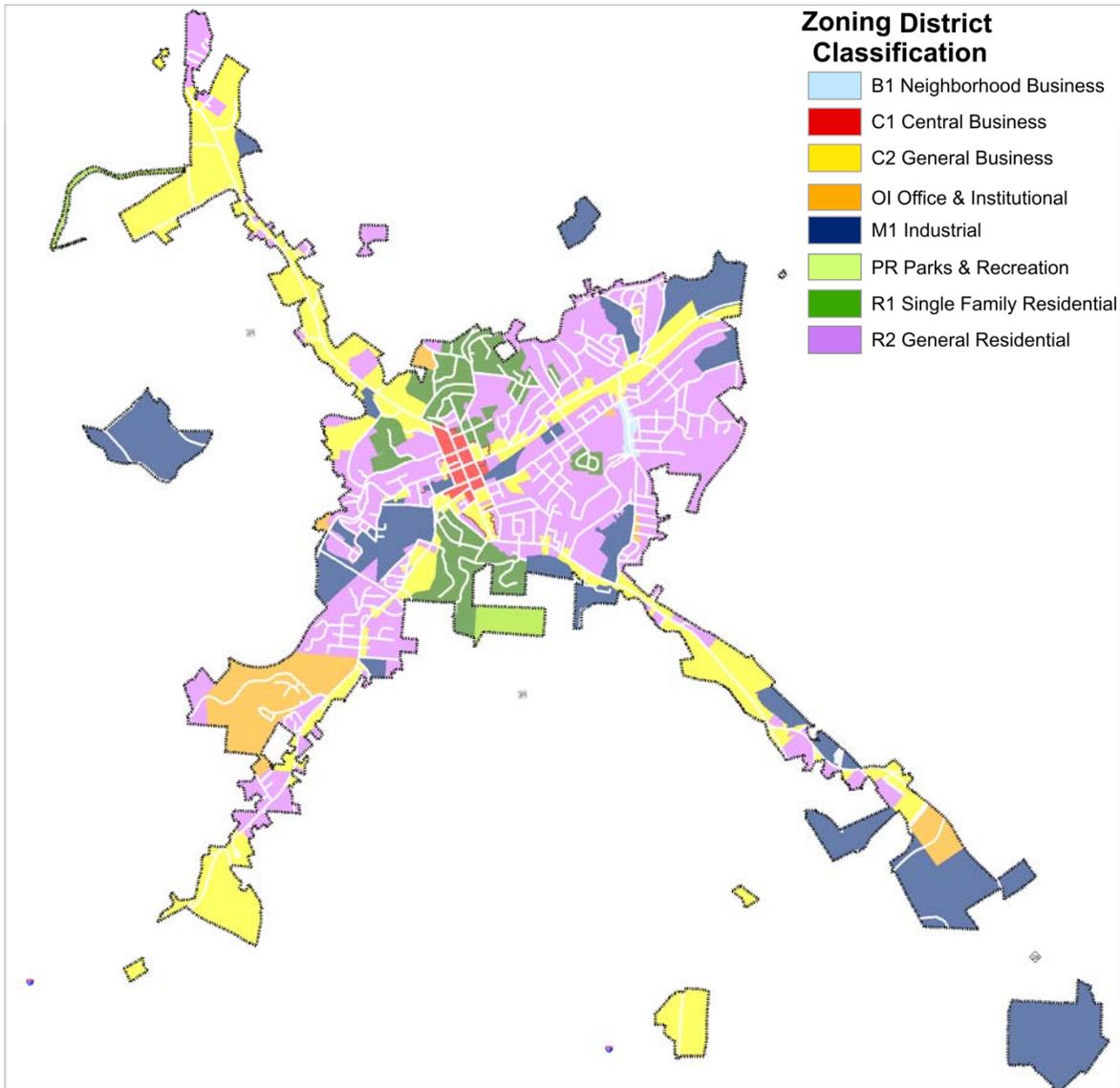
# CHAPTER THREE

## ZONING DISTRICT UPDATE

### Existing Zoning Districts

As seen in Map 3-3.1, the City regulates development through one of eight zoning districts and two overlay districts. The City's current Zoning Ordinance identifies land uses that are permitted by geographical areas and controls land use development through bulk regulations including setbacks, height, gross floor area, and density.

**Map 3-3.1: City of Marion Official Zoning Map**



After collecting, organizing, and analyzing all of the data for this Plan, an evaluation was made on how best to update the existing zoning district map that would further the goals, objectives, and policies of the Plan. In addition, research was done on zoning trends in other local municipalities in the region to see

# CHAPTER THREE

how Marion compared to regional regulatory standards. Table #.# provides a comparison of the number of zoning districts that regulated by adjacent communities.

**Table: 3-3.1: Regional Zoning District Comparison**

Municipality	2010 Population	Base Zoning District	Overlay District
City of Marion	7838	8	2
Black Mountain	7848	12	5
Forest City	7478	13	1
Morganton	16,918	14	5

## Existing Zoning District Categories

This section profiles of Marion’s eight existing zoning district designations followed by the purpose and intent of the district as adopted in the City Zoning Ordinance.

### **PR Parks and Recreation Zoning District**

The intent of the PR district is to accommodate recreational facilities, supportive services and uses.

### **R-1 Single-Family Residential District**

The R-1 single-family residential district is established as a district in which the principle use of land is for single-family residential purposes.

### **R-2 General Residential District**

The R-2 general residential district is established as a district in which the principle use of land is for residential purposes.

### **B-1 Neighborhood Business District**

This district is established primarily to serve the needs of the surrounding residential neighborhoods by providing goods and services that are day-to-day needs, generally classed by merchants as convenience goods and services. Businesses that tend to be a nuisance to immediately surrounding residential developments are excluded, even though the goods or services offered are in the convenience classification. This district should be located at the intersection of major streets or where higher volume traffic patterns permit such development. In no case shall a structure that is greater than two thousand (2,000) gross square feet be used for any purpose other than residential in the B-1 neighborhood business district.

### **C-1 Central Business District**

The purpose of this district is to protect and improve the main shopping area of Marion and to discourage uses which do not require a central location and which are not compatible with the function of the area as the primary shopping and office area a central business district is hereby established.

### **C-2 General Business District**

The purpose of this district is to provide for general and commercial activity along major thoroughfares and at other convenient points in the city. Regulations are designed to preserve the traffic carrying capacity of the streets and to provide for off-street parking. It is not the intent of this district to encourage extensive strip commercial development, but rather to provide concentrations of general commercial activities.

### **O-1 Office and Institutional District**

This district is established to provide areas for hospitals, doctor offices, schools, and similar uses.

### **M-1 Industrial District**

This district is established to provide areas for manufacturing, warehousing, and similar uses.

# CHAPTER THREE

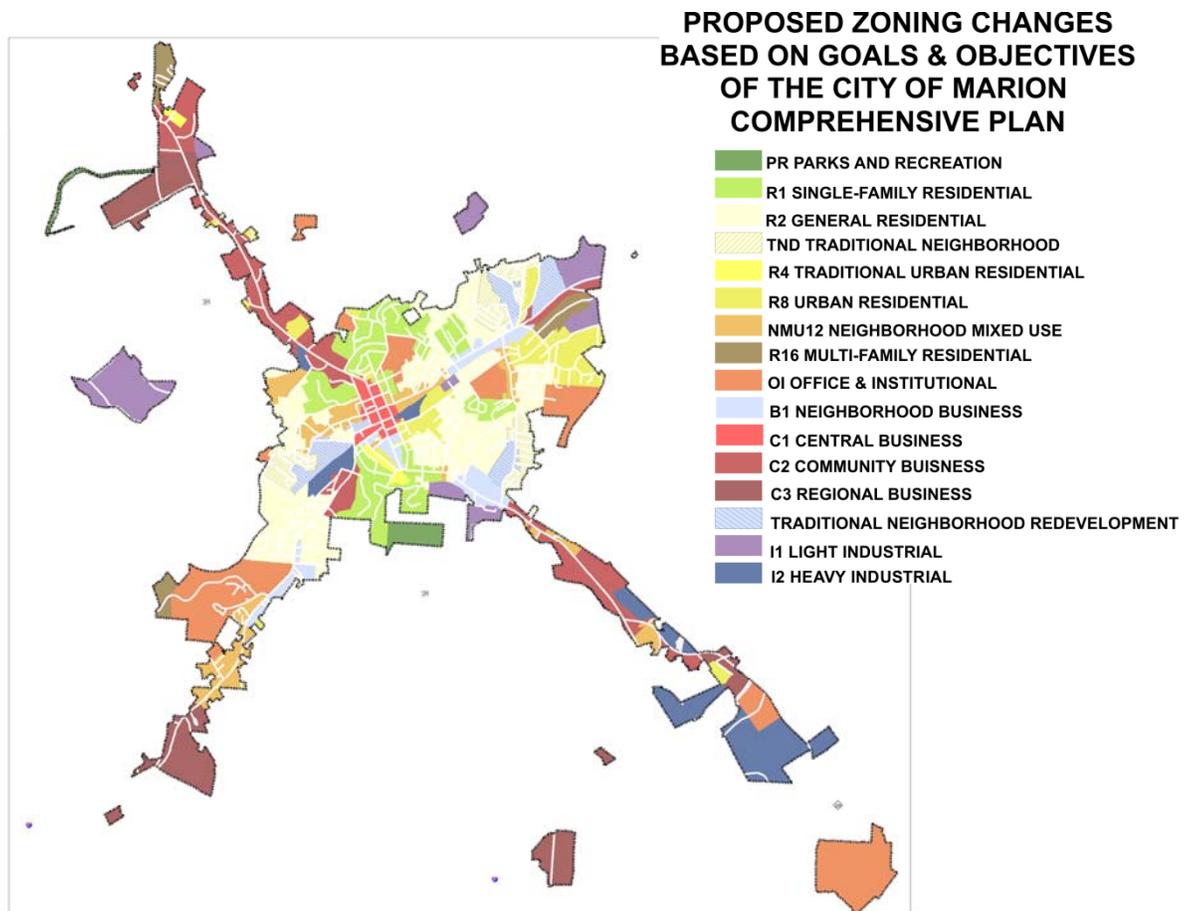
## Zoning District Amendments

The following is a list of recommended zoning districts that would support the goals, objectives, and policies of the Plan. They include both changes to existing zoning districts and the addition of new districts. There are a total of thirteen zoning districts including five new districts, and five overlay districts.

In evaluating and recommending proposed changes every effort was made in considering a classification that would not “down zone” a particular district, create a district that would establish an area of non-conforming land uses, or cause any hardship that would diminish private property values.

Map 3-3.2 provides a geographical reference for the location of each district. In addition to the existing land uses, an evaluation for modifications to certain areas was made based other data including lot size, assessed property values, density per census block, occupancy, environmental constraints, accessibility, and other transportation related characteristics. A profile of each community sector is provided in the following section, and provides a geographical reference to relationship between all of these factors and the recommendations for zoning district modification as well as a more site specific review of the proposed changes.

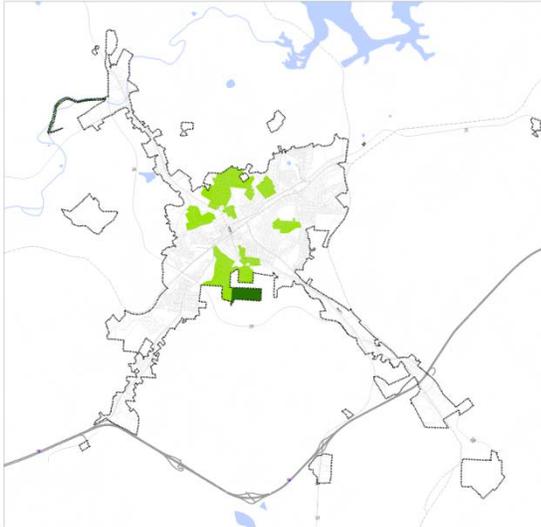
Map 3-3.2: Proposed Zoning District Designations



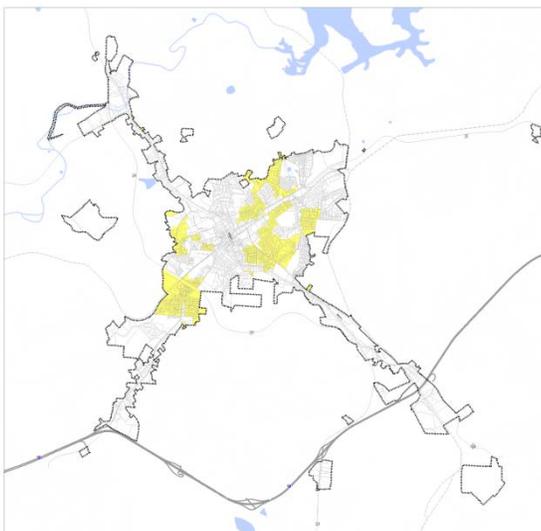
# CHAPTER THREE

## New Zoning Districts Defined

**Map: 3-3.3: Parks & Recreation & R-1 Single Family Residential**



**Map: 3-3.4: R-2 General Residential**



### **PR Parks and Recreation District**

The intent of the PR Parks and Recreation District is to accommodate recreational facilities, supportive services, and public uses.

### **R-1 Single-Family Residential District**

The R-1 Single Family Residential District is established to protect areas in which the principle use of land is single family residential and where less dense development is preferred for the protection of steep slopes or other environmentally sensitive areas, traditional single-family neighborhoods, and the preservation of open space for the peaceful enjoyment of residential life. Non-residential uses are permitted where there is no outward appearance of anything other than residential activity.

### **R-2 General Residential District:**

The R-2 General Residential District is established as a urban residential district in which lot sizes are predominately less than a quarter acre in size and the principle use of land is for single-family residential purposes, and allowing for non-residential uses that serve as an accessory to neighborhood living and enhance civic and family-based social engagement, which are located and fronting on collector streets or at the intersection of neighborhood collectors and residential streets. Non-residential uses that generate more than one vehicle at any given time, have more than one employee that does not share residence at the same location, or has the outward appearance of a business operation between the hours of 6:00 pm and 8:00am should be prohibited an effort to maintain the residential integrity of the neighborhood.

**Map: 3-3.5: TND Traditional Neighborhood**



## **TN Traditional Neighborhood District (R-2 General Residential District Overlay)**

The purpose of this overlay district is to allow for new development and land uses that are compatible and focus on preserving the unique traditional characteristics that define the neighborhood. The intent is to minimize traffic congestion, locally undesirable land uses “LULU’s”, and environmental degradation by enhancing pedestrian-oriented infrastructure and connections between homes and neighborhood facilities, preserving the appearance and value of the existing neighborhood character, and allowing for the redevelopment of non-residential properties that directly serve the neighborhood in which they are located. Within the TND Overlay District there may exist multiple land use districts. Each parcel retains the same requirements for its designated general use district in addition to the standards set for the TND Overlay District. Where noted, the uses and standards of the TND supersede those uses and standards of underlying districts.

The provisions of this district are based on conventional urban design and development widely used in the United States until the 1940’s. Allowing for relatively smaller minimum lot sizes (5000 sq ft.) will be useful for allowing more economical new development and for eliminating existing nonconformities. Mobile homes should be prohibited. Form-based codes would be designed around existing average lots sizes, setbacks, and prominent architectural features.

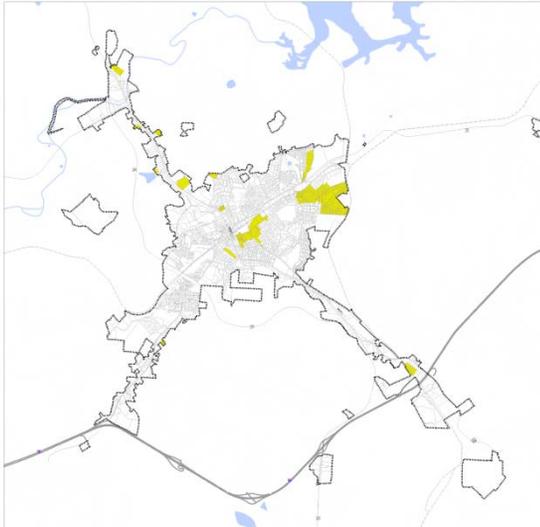
**Map: 3-3.6: R-4 Traditional Residential**



## **R-4 Traditional Residential District**

The R-4 Traditional Residential District is established to allow for a variety of housing types and professional businesses that have little to no outward appearance of non-residential activity while maintaining the overall existing residential character. The purpose of increasing residential density and allowing a limited type of non-residential land uses is to promote a more urban, pedestrian-oriented, and economically conscious lifestyle within walking distance to businesses, employment, and shopping while maintaining a largely residential environment that is attractive to young professionals and “empty-nesters”.

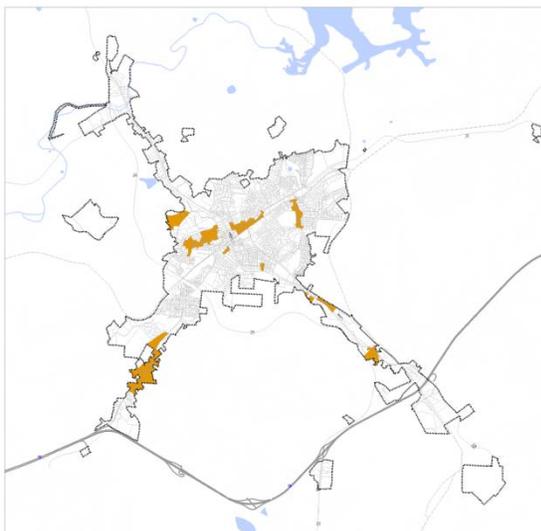
**Map: 3-3.7: R-8 Urban Residential**



This district is established to recognize the need to increase residential density in close proximity to downtown, which can be achieved through rehabilitation and adaptation of existing homes into

smaller condominium units and live-work units, the development of new residential dwellings that are consistent in outward appearance of adjacent properties, and professional offices that are within walking distance of downtown and public off-street parking. Any use which, because of its characteristics would interfere with the residential nature of the area should be excluded. Form based codes should limit off-parking to the rear or side of the property and should adequately screened by vegetation to minimize these areas from public view, adjoining property, front yard setbacks should remain entirely landscaped excluding pedestrian pathways (no greater than eight-foot wide) that connect with existing sidewalks, and/or parking. Land uses permitted as a special exception would include B&B, professional business offices, and other similar uses that operate primarily during normal business hours and have little appearance of a non-residential operation.

**Map: 3-3.8: NMU-12 Neighborhood Mixed Use**



### **R-8 Urban Residential District:**

The R-8 Multi-Family Residential District is established to provide a variety of multi-family housing types that promote greater density immediately adjacent to the most urbanized and developed areas of the city thereby providing direct and convenient access to employment centers, social services, and commercial goods and services.

### **NMU-12 The Neighborhood Mixed Use District:**

The NMU-12 is established to serve the needs of the surrounding residential neighborhoods by providing compatible goods and services without negatively impacting the primary residential nature of the area, and to allow for greater residential density and multi-modal accessibility. It is intended to establish areas for low-intensity and specialized goods and services with low to modest off-street parking needs, but which are also accessible to pedestrians from the surrounding residential neighborhoods. This district allows for small-scale

multi-family development in the form of patio homes, condominiums, fourplex units, townhomes, and similar attached single-family and multi-family residential opportunities.

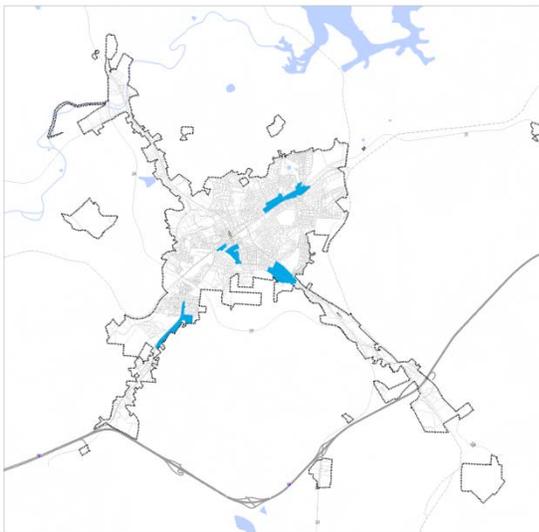
Permissible non-residential land uses should be of such nature that they avoid conflict with surrounding residential uses in terms of architecture, noise, smell, and/or traffic. The Neighborhood Mixed Use District should be integrated into the residential character of the adjoining neighborhoods with new residential and/or commercial development enhancing or maintaining the appearance and scale of the surrounding community character.

### **B-1 Neighborhood Business District:**

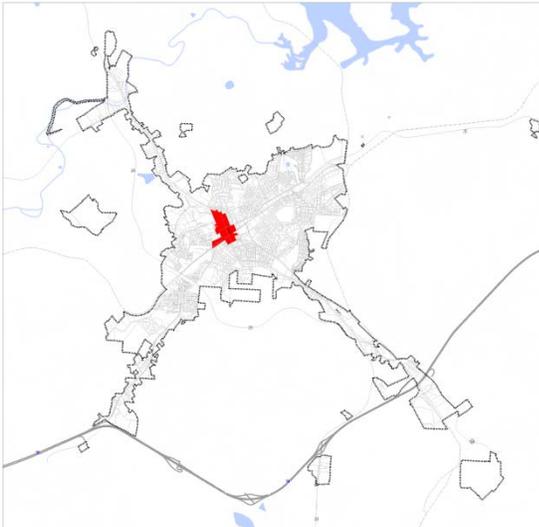
This district is established to serve the needs of the immediately adjacent neighborhoods by providing goods and services that accommodate day-to-day needs. The intent is to provide goods and services while minimizing traffic congestion, locally undesirable land uses "LULU's" including auto-oriented businesses and businesses associated with high vehicular turnover, in an effort to enhance safety and promote an inviting pedestrian-oriented environment, creating connections between businesses and neighborhoods, preserving the appearance and value of the surrounding neighborhood character, and allowing for the redevelopment of non-residential properties that directly serve the neighborhoods in which they are located.

It is strongly recommended that the footprint of the structure remain smaller to encourage multistory development to expand upper floor office and residential uses. Other form based codes should limit off-street parking to the rear or side of the property out of public view, within an alley, or have access to on-street parking or off-street public parking; build-to lines instead of setbacks should be considered to accommodate a five foot public sidewalk and a minimum five-foot "street furniture zone" to encourage pedestrian accessibility from surrounding neighborhoods and central public parking areas to promote a safe neighborhood environment where vehicular accessibility is secondary.

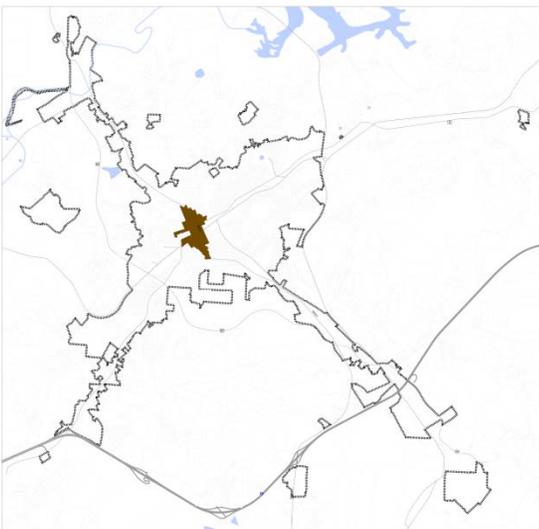
**Map: 3-3.9: B-1 Neighborhood Business**



**Map: 3-3.10: C-1 Central Business**



**Map: 3-3.11: DO Downtown Historic Overlay**



### **C-1 Central Business District:**

The C-1 Central Business District also known as “Historic Downtown”. This district is established to maintain a pedestrian-oriented environment that preserves architectural heritage and small-town character of Historic Downtown Marion. It is intended to promote a safe, convenient, and attractive environment for pedestrians; promote business in buildings of a size and scale appropriate to a small town; encourage locally-owned businesses, entrepreneurs, and artists; provide a wide range of shopping, dining, working, and cultural attractions with storefronts that interact with the sidewalk; promote the beautification of the public rights-of-way; and encourage residential development that blends with the commercial character of the district and enhances the variety of housing opportunities afforded to residents of every age, ability, and income level.

Land uses and building styles should be discouraged that do not require a central location and which are not compatible with the function of the area as a pedestrian-oriented shopping and office area, including auto-oriented businesses and businesses with a high turnover of vehicles which increases traffic congestion and hazardous interactions between automobiles and pedestrians. Zero lot lines should be required of all new development within the C1 Central Business District.

### **DO Downtown Historic District Overlay:**

The Downtown Historic Overlay is established to provide development and design standards for the entire downtown and Main Street corridor, which are in addition to underlying general use districts. Within the DO Overlay District there exist multiple land use districts. Each parcel retains the same requirements for its designated general use district in addition to the standards set for the Downtown Overlay District. Where noted, the uses and standards of the D-O supersede those uses and standards of underlying districts.

This district is established to preserve the architectural heritage and small-town character of downtown Marion. Significant public investment has been made to improve the appearance of downtown and to support local-businesses. Design guidelines and enforcement remedies should be established that increase private

**Map: 3-3.12: C-2 Community Business**



investment in the outward appearance of buildings to help protect public and private investment of adjacent properties and maintain property values, which are in jeopardy due to deterioration and disrepair of some properties. A review of existing sign regulations are encouraged to promote an outward appearance that is more compatible with the Historic District, as well as a review for amortizing existing nonconformities so that a fair and equitable transition to improve the appearance of downtown is made.

### **C-2 Community Business District:**

The purpose of the C-2 Community Business District is to provide for commercial goods and service land use activity that primarily serves the needs of Marion residents and the immediate surrounding community. This district should be characterized as marginally to entirely auto-dependant and established along major corridors within the City, and at other appropriate areas where adequate vehicular accessibility exists. Regulations should be designed to preserve the traffic carrying capacity of the streets, address adequate off-street parking as well as pedestrian and bicycle accessibility and infrastructure. Regulations for this district should discourage extensive strip commercial development by requiring shared points of vehicular access between developments thereby concentrating the number of signalized intersections and need for dual functioning turning lanes commonly referred to as "suicide lanes".

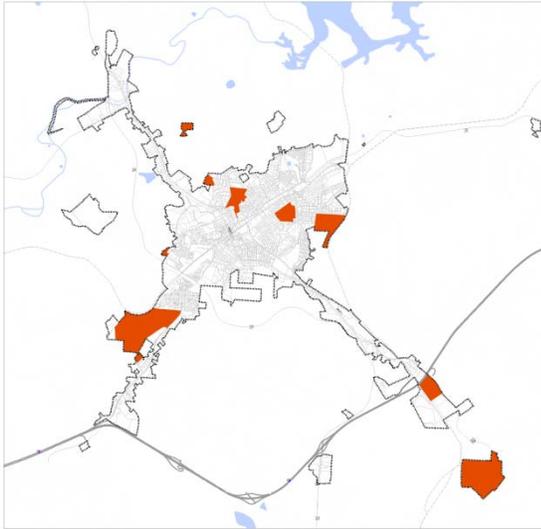
**Map: 3-3.13: C-3 Regional Business**



### **C-3 Regional Business District**

The C-3 Regional Business District is a district intended to provide for a wide variety of general and commercial land uses of a large scale and intensity that typically cater to the motoring public and/or regional population. Further the intent of the district is to provide orderly growth along the City's major thoroughfares; promote access management and traffic safety for all modes of transportation, encourage the redevelopment of existing commercial sites; create economic opportunities for general retail, restaurants, professional services, banks, automotive sales & service, and other uses which expand the City's economic base; promote a safe, convenient and attractive environment for pedestrians to access stores; and create gateways

**Map: 3-3.14: O-I Office and Institutional**

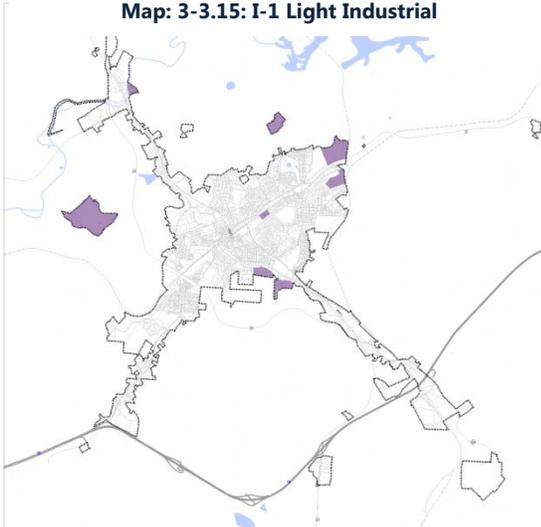


and entrances into the City along central corridors. Due to the need for major highway frontage, this district should be clustered around major highway intersections to control and accommodate efficient multi-modal access. This district should be located contiguous to major highway corridors, and not in areas where there would be an incompatible transition between commercial and residential land uses, erode the existing level of service or vehicular carrying capacity on local streets, or along commercial corridors where there is limited ability to expand infrastructure to accommodate any increase in vehicular capacity.

### **O-I Office and Institutional District**

This district is established to provide areas for hospitals, doctor offices, schools, and other similar uses. It provides for a more accommodating transition between commercial and residential land uses; accommodates a mixture of office and institutional uses and planned developments that are institutional in nature but which may have multiple buildings and uses within one property; and which is easily and conveniently accessible to both the local and regional population being served. Form based regulations should encourage overall design integrity of a campus or facility setting while minimizing any adverse impacts on the neighboring areas.

**Map: 3-3.15: I-1 Light Industrial**

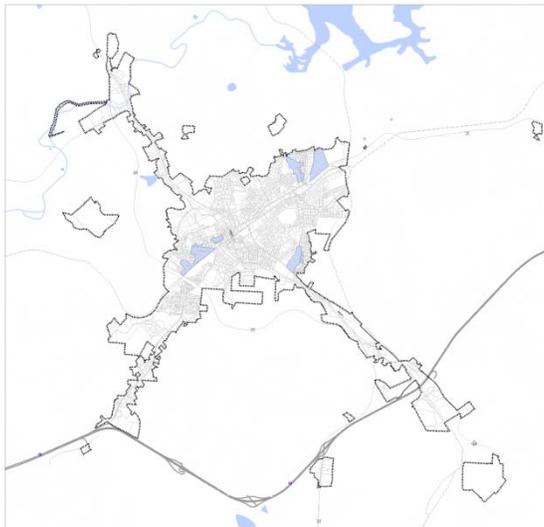


### **I-1 Light Industrial District**

The Light Industrial District is intended to provide areas in which the principle use of land is for light manufacturing, fabrication, distribution warehousing, processing, and retail operations incidental thereto; promote moderate-sized, clean industries which provide jobs and career opportunities within the community; permit uses that are conducted so that noise, odor, dust and glare of each operation is completely confined within an enclosed building, insofar as is practical; encourage entrepreneurship and small business development; ancillary residential uses which do not conflict with the ability of industrial enterprises to conduct their businesses within the district area; allow community facilities and convenience goods and services establishments which provide services to industrial development and/or its employees. Form based regulations should consider

large setbacks for development in this district since the wide variety of activities can have an adverse impact on adjacent residential properties.

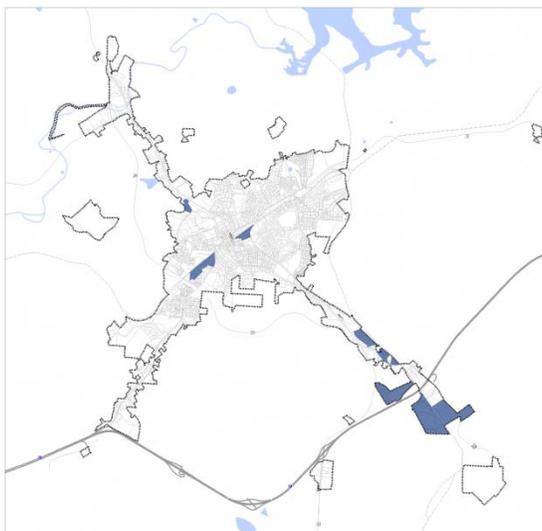
**Map: 3-3.16: TRD Traditional Redevelopment Overlay**



### **TR Traditional Redevelopment Overlay:**

The TRD Traditional Redevelopment Overlay is for areas zoned for industrial use that have become obsolete either in land use activity, building function, and/or operate at less than half its original capacity. This overlay is intended for industrially zoned land closely associated with the traditional neighborhoods that were constructed to house the labor force employed by the original facility. The redevelopment of any industrial property from its original or existing land use designation should be compatible with the adjacent traditional residential neighborhood and adjoining zoning districts in which redevelopment occurs. Form-based codes should be established which enhance the cohesion between any redevelopment of industrial property and any adjoining traditional neighborhood district.

**Map: 3-3.17: I-2 Heavy Industrial**



### **I-2 Heavy Industrial District:**

The I-2 Heavy Industrial District is intended to provide areas *in which the principle use of the land is for general manufacturing, materials processing, warehousing or outdoor storage of materials, and retail operations incidental thereto*; to promote moderate to large industries which provide jobs and career opportunities within the community; permit uses that are conducted so that noise, odor, dust and glare of each operation impacts only other industrial uses; encourage entrepreneurship and business development; and to allow community facilities and convenience trade and fleet establishments which provide needed services to industrial development.

Form based regulations should consider large setbacks for development in this district since the wide variety of activities can have an adverse impact on surrounding properties.

## CHAPTER THREE

### ADDITIONAL OVERLAY DISTRICTS

#### **SFHA: Floodplain Hazard Overlay**

The purpose of the SFHA Floodplain Hazard Overlay is provided to give property owners reasonable use of their property while protecting people and private property in a flood event. This overlay should at a minimum established greater flexibility in setback requirements, which are prescribed within the underlying zoning district designation of the property, without the need for variance approval. In addition, this overlay could serve as an overlay for a future Transfer of Development Rights (TDR) program, which would allow affected property owner's to sell a portion or all of their development rights on a voluntary basis, and transfer them to another property within the city limits that could use the credits to increase development potential. This mechanism would allow for the affected property owner to obtain just compensation for land to costly to develop or limited to develop, minimize risk to public health, safety, and reoccurring damage to private property, steer private development to more appropriate locations, and offer more opportunities for public access and use of local natural resources.

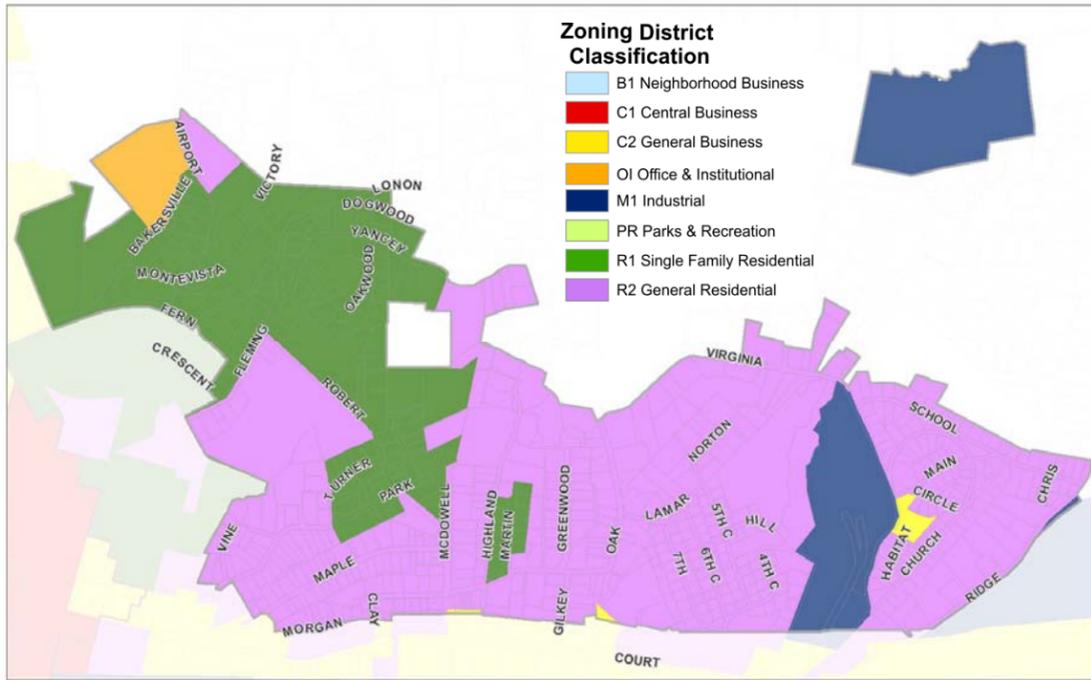
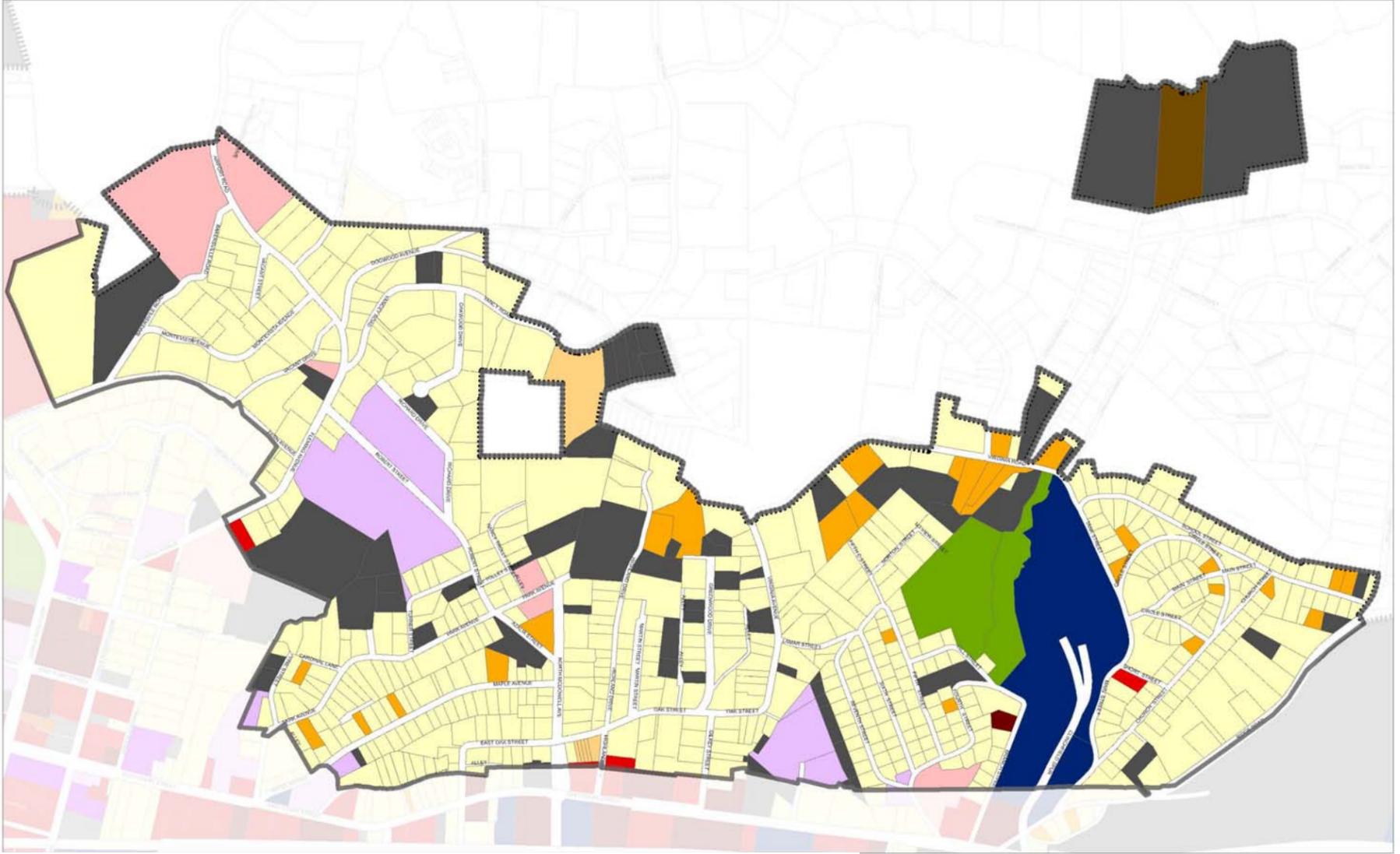
#### **CE: Corridor Enhancement Overlay**

The purpose of the Corridor Enhancement Overlay is to implement the policies with the Plan to revitalize central corridors that serve as gateways into the community that have become economically stagnant, worn in appearance, and have accessibly constraints that act as barriers to new investment that spur new economic growth and employment opportunities.

New regulations could be established within this overlay that provide incentives for new development and redevelopment within the corridor, while simultaneously affording the opportunity to make both public and private multi-modal accessibility improvements that help reduce traffic congestion and improve efficiency.

LAND USE SECTOR PROFILES

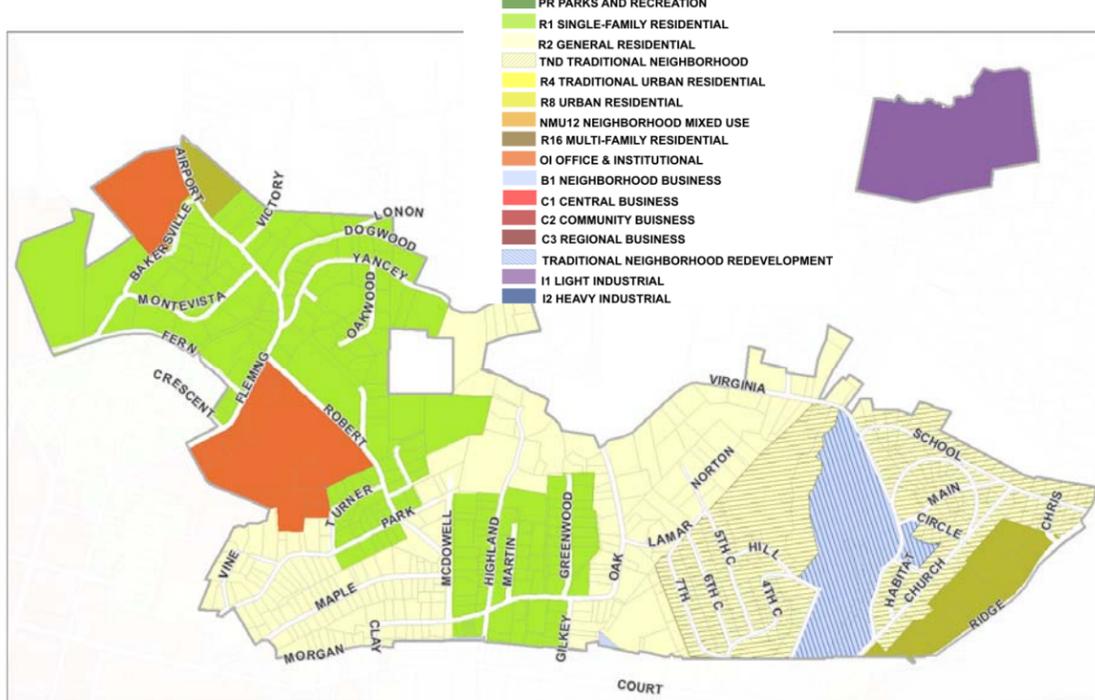
CLINCHIFELD NORTH SECTOR



Existing Uses

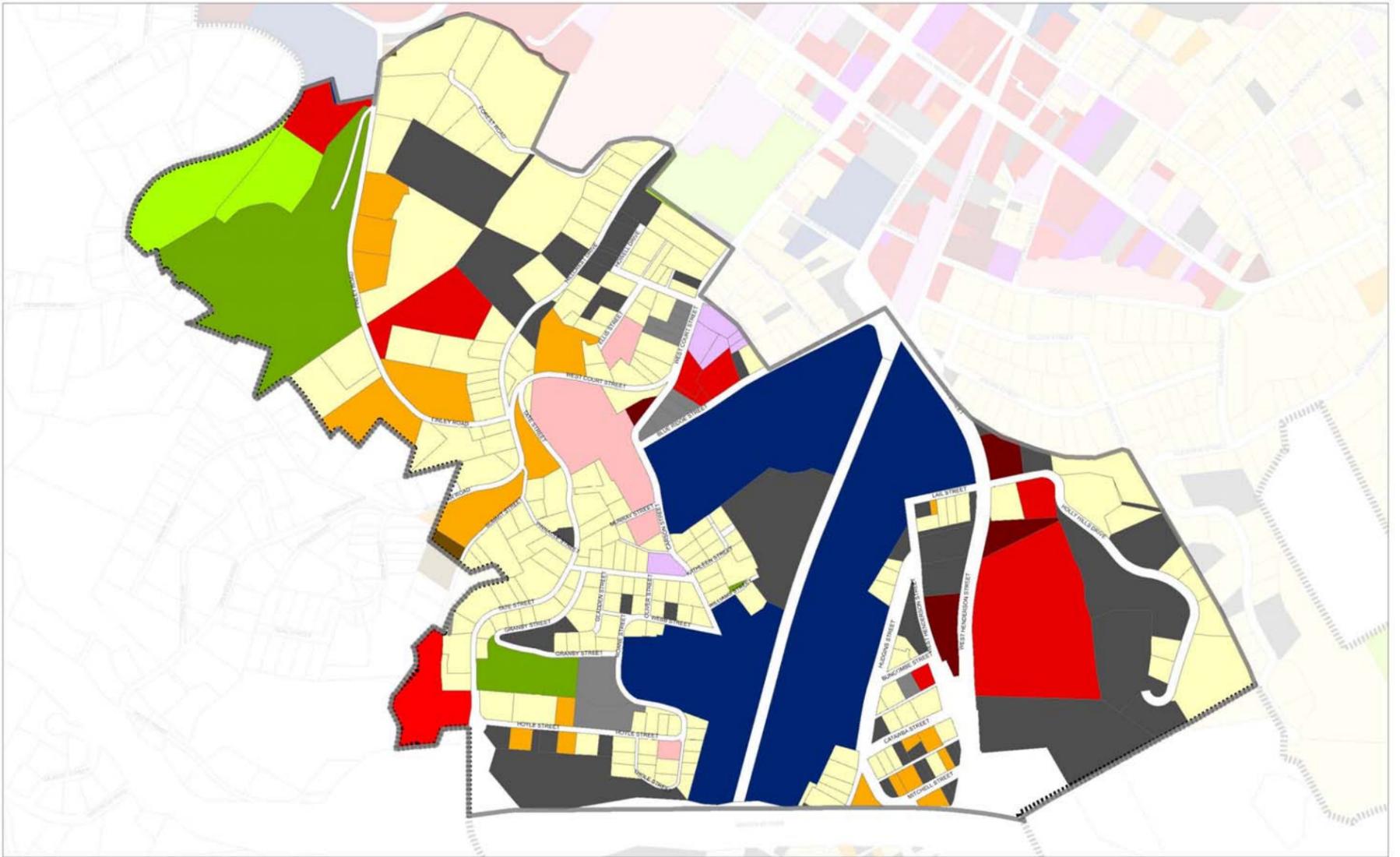
- Single-Family detached
- Duplex
- Manufactured housing
- Multifamily
- Assisted Living
- Life Care/Continuing Care
- Business, Prof., Scientific, or Tech Service
- Gasoline Station
- Church, Synagogue, Temple, Mosque
- Grade School
- Child Day Care
- Recreational Park
- Light industrial
- Assembly and Construction Type Plants
- Warehouse/Storage Facility
- Wastewater pump station
- Vacant

PROPOSED ZONING DISTRICTS



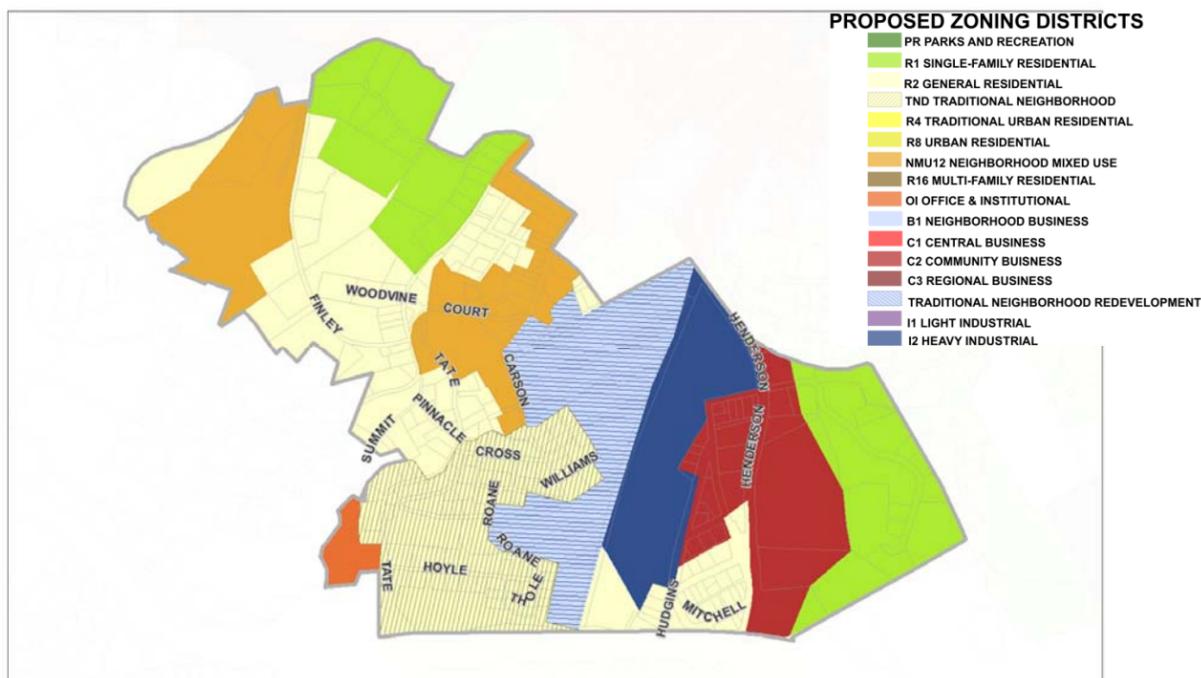
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CROSS CENTRAL



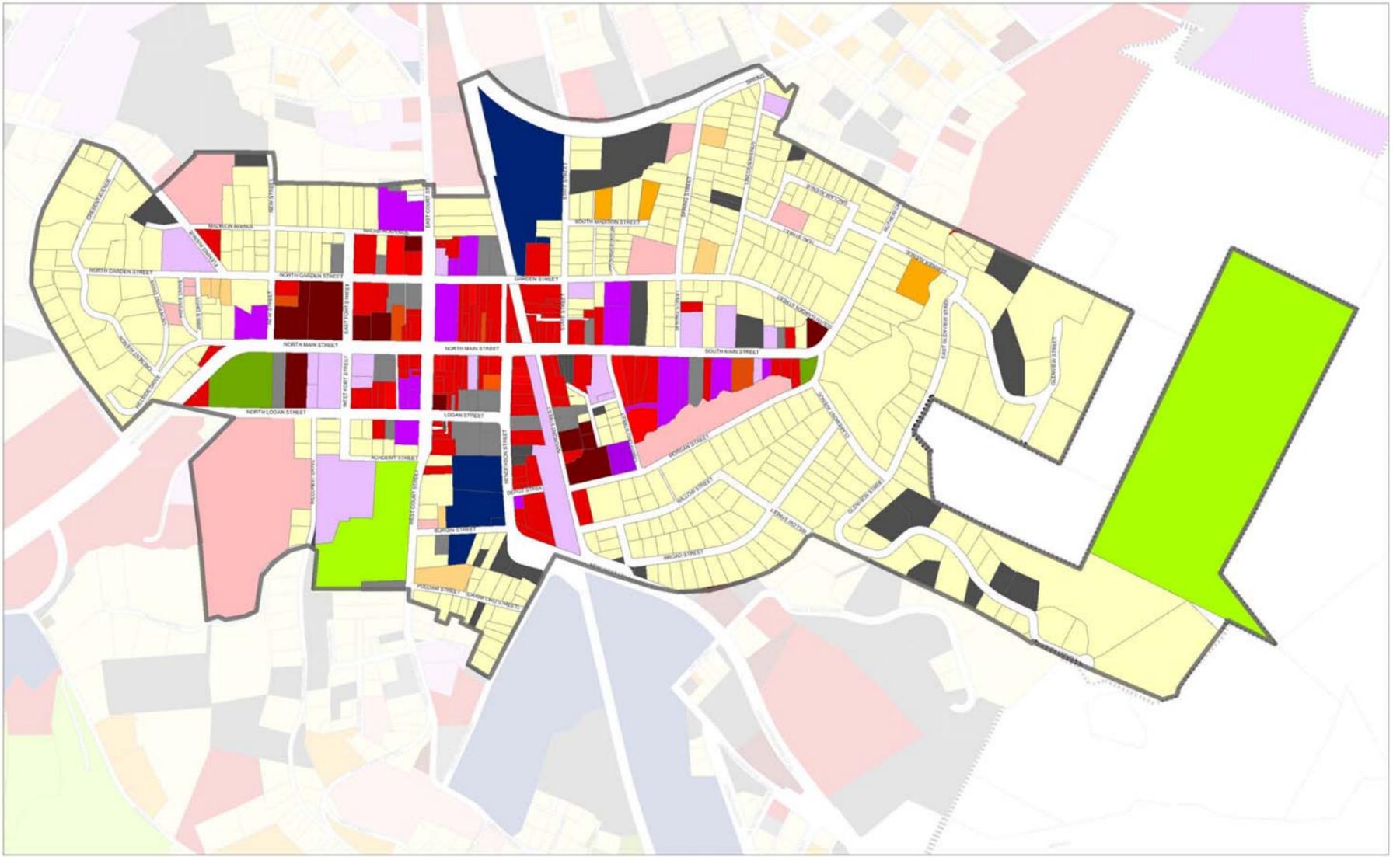
Existing Land Uses

- Single-Family detached
- Manufactured housing
- Multifamily
- Assisted Living
- Office/Bank w/o Drive-Thru
- Restaurant (Dine In)
- Business, Prof., Scientific, or Tech Service
- Stand-Alone Store
- Neighborhood Shopping Center
- Convenience Store
- Restaurant (Drive-Thru/Pick-up)
- Gasoline Station
- Auto Repair and Service
- Church, Synagogue, Temple, Mosque
- Bowling, Billiards, Pool
- Recreational Park
- Mill-Type Factory Structure
- Water tanks
- Parking Lot
- Vacant



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DOWNTOWN



Zoning District Classification

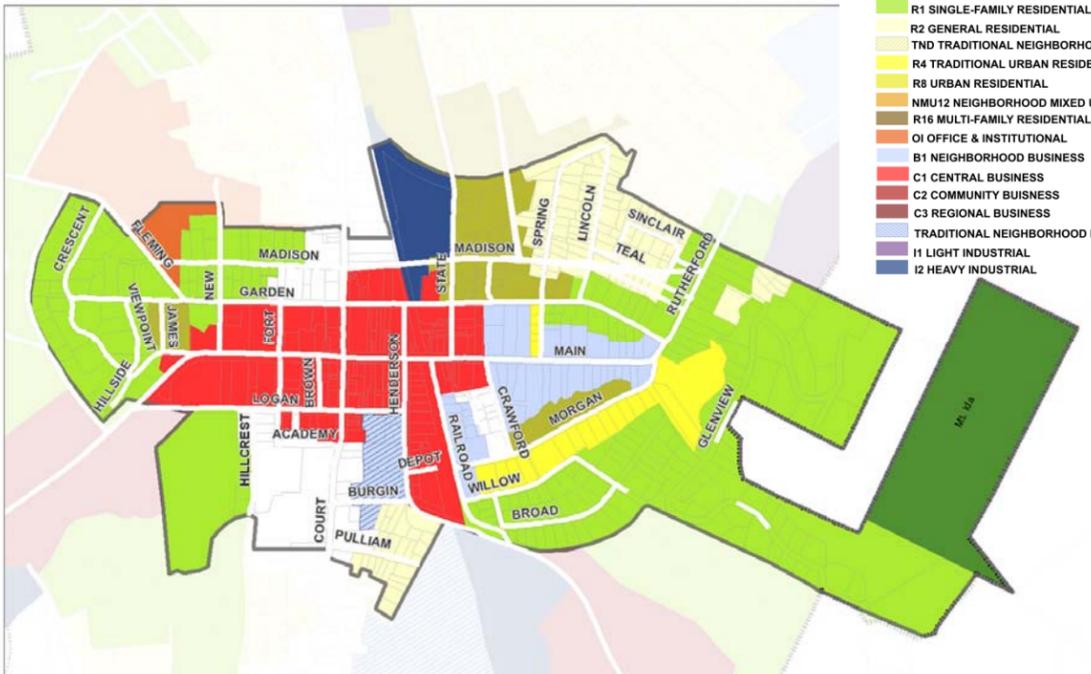
- B1 Neighborhood Business
- C1 Central Business
- C2 General Business
- OI Office & Institutional
- M1 Industrial
- PR Parks & Recreation
- R1 Single Family Residential
- R2 General Residential

Existing Uses

- Single-Family detached
- Duplex
- Zero lot line residential
- Manufactured housing
- Life Care/Continuing Care
- Bed and Breakfast Inn
- Service-Oriented Store
- Lumberyard/Building Materials
- Goods-Oriented Store
- Resale Business
- Restaurant (Dine In)
- Stand-Alone Store
- Farmer's Market
- Office/Bank w/ Drive-Thru
- Office building over store front
- Office/Bank w/o Drive-Thru
- Office w/Upper Floor Residential
- Gasoline Station
- Business, Prof., Scientific, or Tech Service
- Car Care Center/ Car Wash
- Assembly and Construction Type Plants
- Church, Synagogue, Temple, Mosque
- Misc. Community Structure
- Funeral Home and Cremation Facilities
- Cemetery, Mausoleum, Monument
- Medical Clinic
- Postal Service
- Library Building
- Public Administration
- Fire and Rescue Station
- Police Station
- Social Assistance, Welfare, Charitable Services
- Recreational Park
- Parking Lot
- Vacant

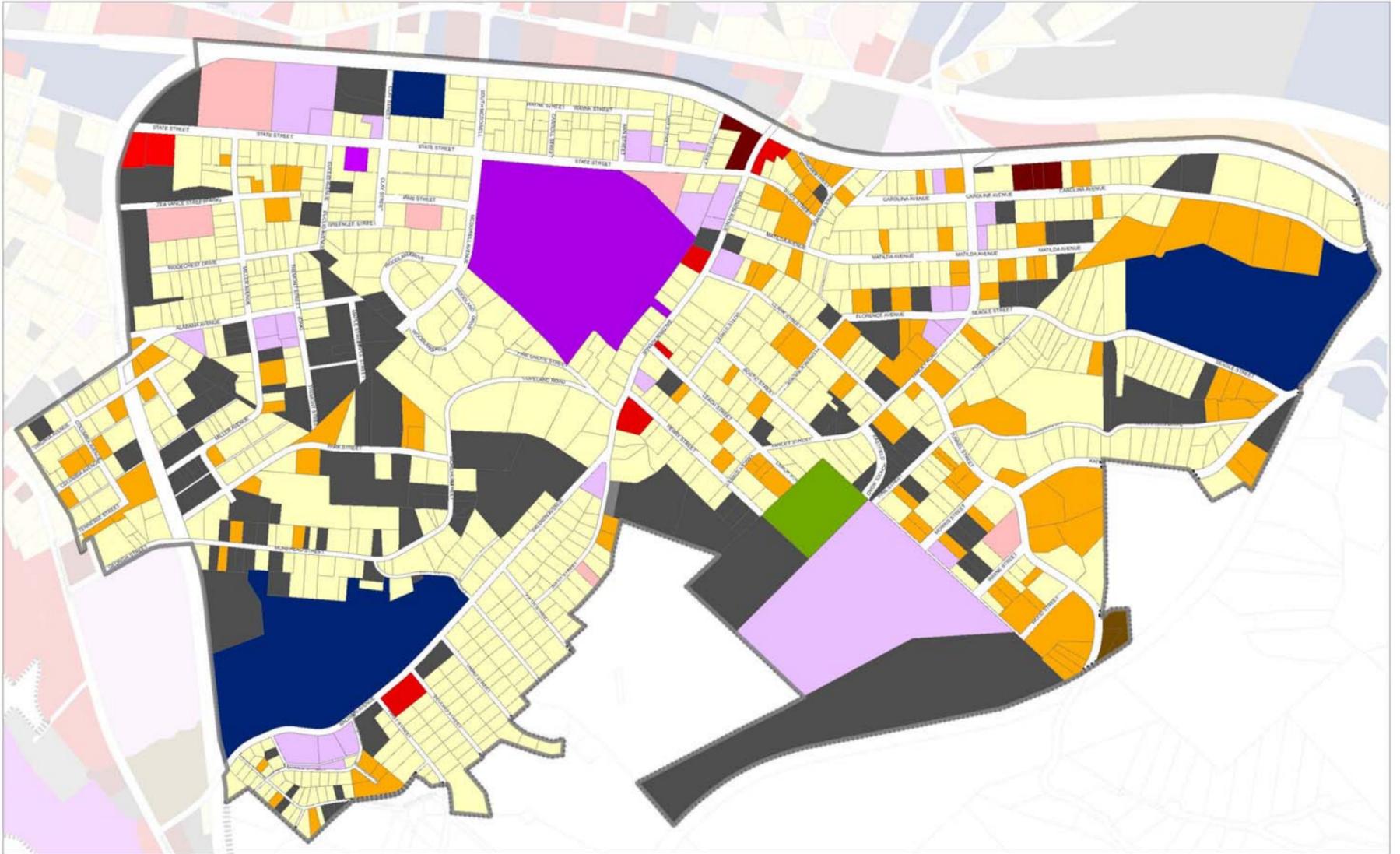
PROPOSED ZONING DISTRICTS

- PR PARKS AND RECREATION
- R1 SINGLE-FAMILY RESIDENTIAL
- R2 GENERAL RESIDENTIAL
- TND TRADITIONAL NEIGHBORHOOD
- R4 TRADITIONAL URBAN RESIDENTIAL
- R8 URBAN RESIDENTIAL
- NMU12 NEIGHBORHOOD MIXED USE
- R16 MULTI-FAMILY RESIDENTIAL
- OI OFFICE & INSTITUTIONAL
- B1 NEIGHBORHOOD BUSINESS
- C1 CENTRAL BUSINESS
- C2 COMMUNITY BUSINESS
- C3 REGIONAL BUSINESS
- TRADITIONAL NEIGHBORHOOD REDEVELOPMENT
- I1 LIGHT INDUSTRIAL
- I2 HEAVY INDUSTRIAL



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EAST MARION



Existing Uses

- Single-Family detached
- Manufactured housing
- Multifamily
- Group Home
- Goods-Oriented Store
- Office/Bank w/o Drive-Thru
- Stand-Alone Store
- Gasoline Station
- Auto Repair and Service
- Car Care Center/ Car Wash
- Church, Synagogue, Temple, Mosque
- Grade School
- Cemetery, Mausoleum, Monument
- Social Assistance, Welfare, Charitable Services
- Recreational Park
- Railroad Facility
- Gas/Electric Power Generation Facility
- Mill-Type Factory Structure
- Assembly and Construction Type Plants
- Tank Farm
- Parking Lot
- Vacant

Zoning District Classification

- B1 Neighborhood Business
- C1 Central Business
- C2 General Business
- OI Office & Institutional
- M1 Industrial
- PR Parks & Recreation
- R1 Single Family Residential
- R2 General Residential

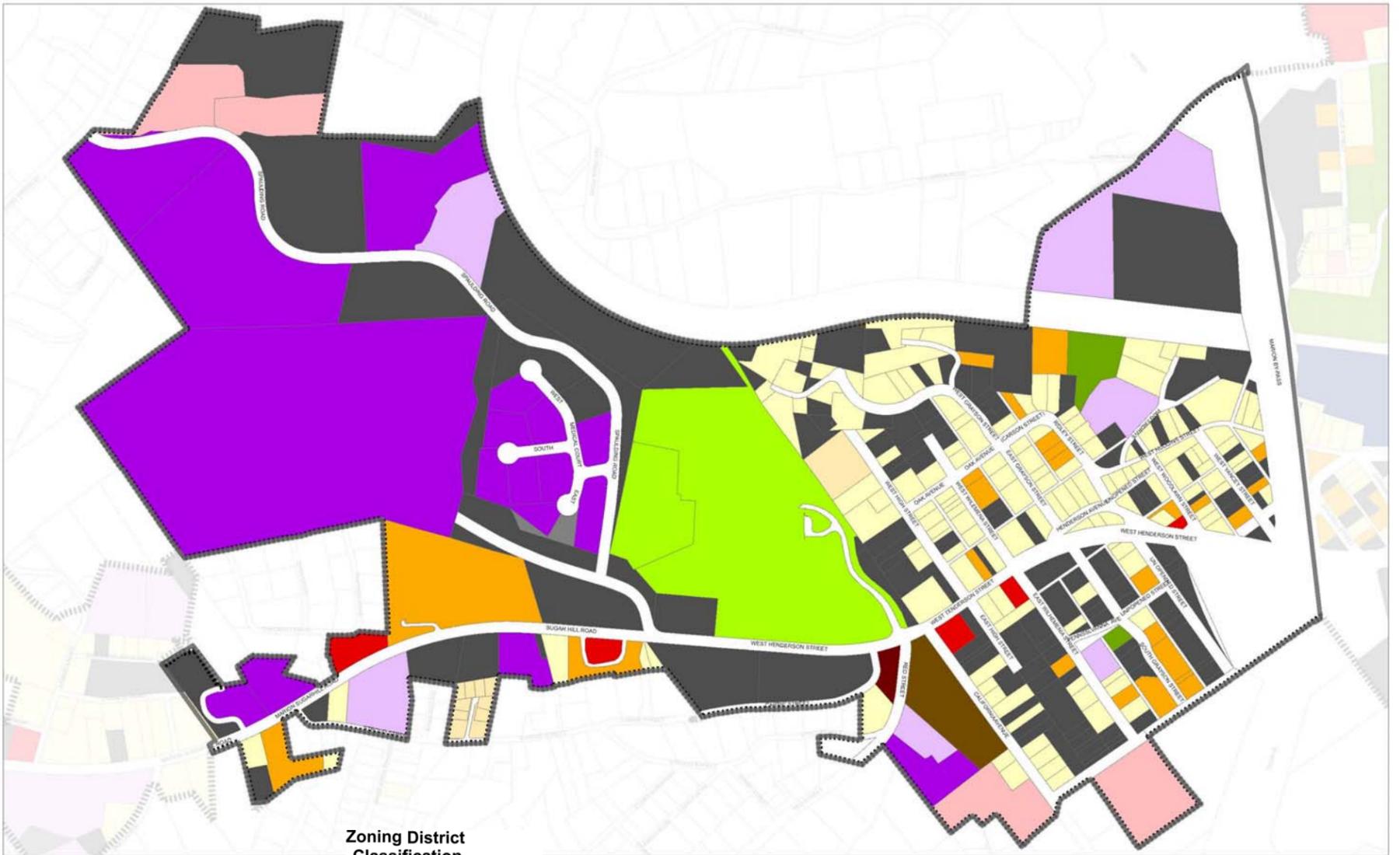


PROPOSED ZONING DISTRICTS

- PR PARKS AND RECREATION
- R1 SINGLE-FAMILY RESIDENTIAL
- R2 GENERAL RESIDENTIAL
- TND TRADITIONAL NEIGHBORHOOD
- R4 TRADITIONAL URBAN RESIDENTIAL
- R8 URBAN RESIDENTIAL
- NNU12 NEIGHBORHOOD MIXED USE
- R16 MULTI-FAMILY RESIDENTIAL
- OI OFFICE & INSTITUTIONAL
- B1 NEIGHBORHOOD BUSINESS
- C1 CENTRAL BUSINESS
- C2 COMMUNITY BUSINESS
- C3 REGIONAL BUSINESS
- TRADITIONAL NEIGHBORHOOD REDEVELOPMENT
- I1 LIGHT INDUSTRIAL
- I2 HEAVY INDUSTRIAL

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WEST MARION



**Zoning District Classification**

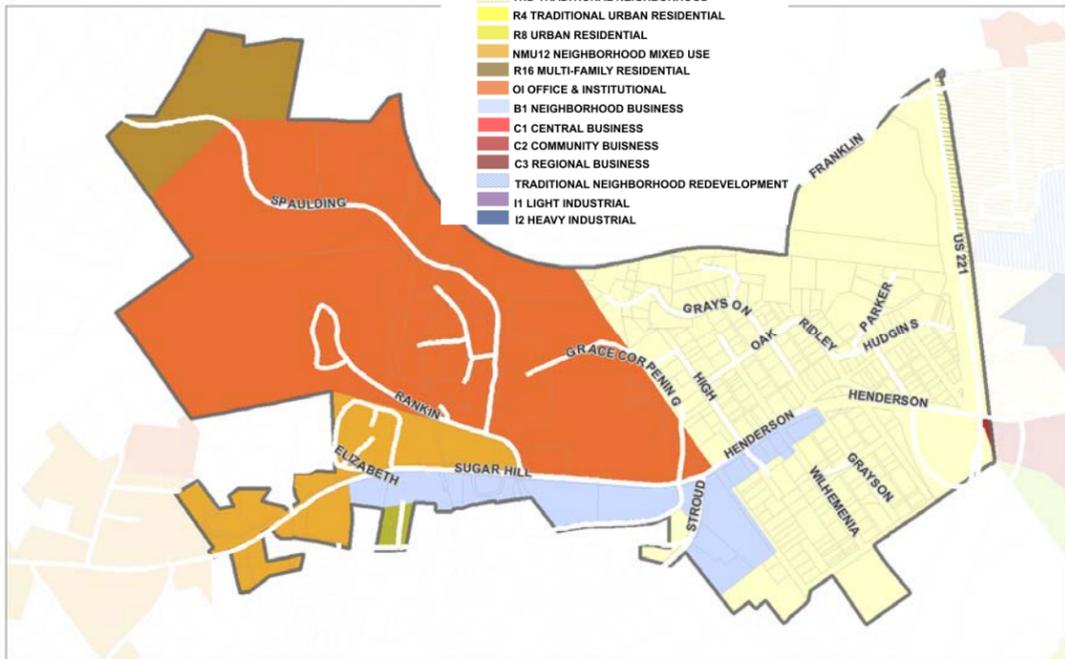
- B1 Neighborhood Business
- C1 Central Business
- C2 General Business
- OI Office & Institutional
- M1 Industrial
- PR Parks & Recreation
- R1 Single Family Residential
- R2 General Residential

**Existing Land Uses**

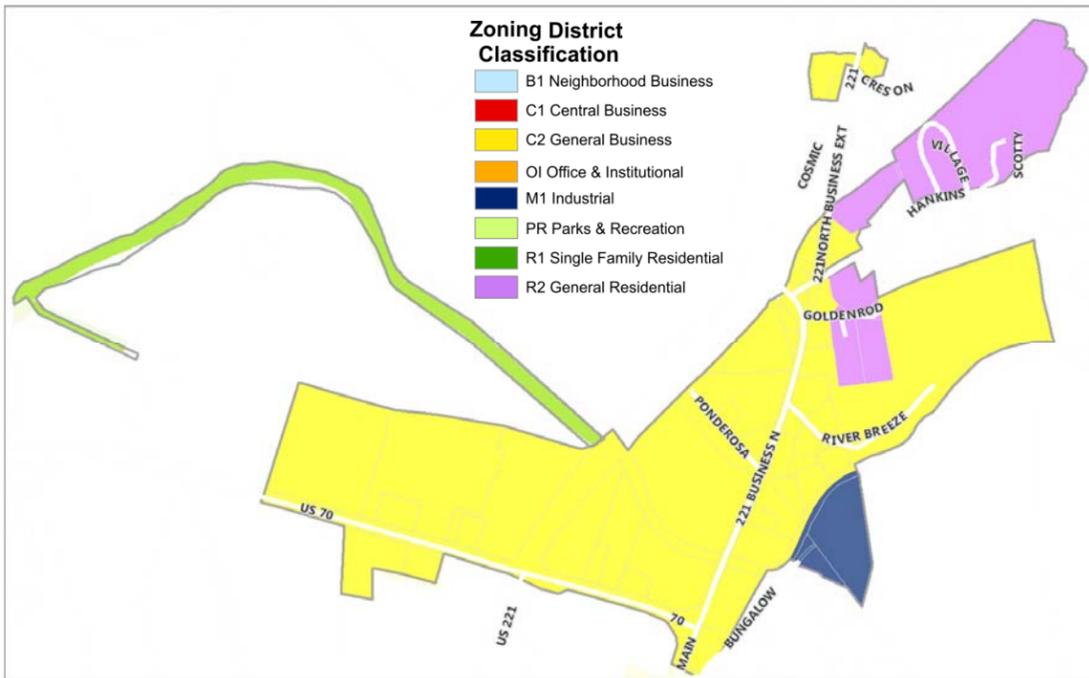
- Single-Family Detached
- Single-Family Attached
- Manufactured housing
- Multifamily
- Retirement Housing
- Service-Oriented Store
- Goods-Oriented Store
- Convenience Store
- Gasoline Station
- Church, Synagogue, Temple, Mosque
- Child/Youth Services
- Other Family Services
- Hospital
- Medical Clinic
- Public Administration
- Jail, detention, correctional facility
- Armory
- Fitness, Recreational, Sports Gym
- Recreational Park
- Gas/Electric Power Generation Facility
- Wastewater pump station
- Construction-related business
- Vacant

**PROPOSED ZONING DISTRICTS**

- PR PARKS AND RECREATION
- R1 SINGLE-FAMILY RESIDENTIAL
- R2 GENERAL RESIDENTIAL
- TND TRADITIONAL NEIGHBORHOOD
- R4 TRADITIONAL URBAN RESIDENTIAL
- R8 URBAN RESIDENTIAL
- NMU12 NEIGHBORHOOD MIXED USE
- R16 MULTI-FAMILY RESIDENTIAL
- OI OFFICE & INSTITUTIONAL
- B1 NEIGHBORHOOD BUSINESS
- C1 CENTRAL BUSINESS
- C2 COMMUNITY BUSINESS
- C3 REGIONAL BUSINESS
- TRADITIONAL NEIGHBORHOOD REDEVELOPMENT
- I1 LIGHT INDUSTRIAL
- I2 HEAVY INDUSTRIAL

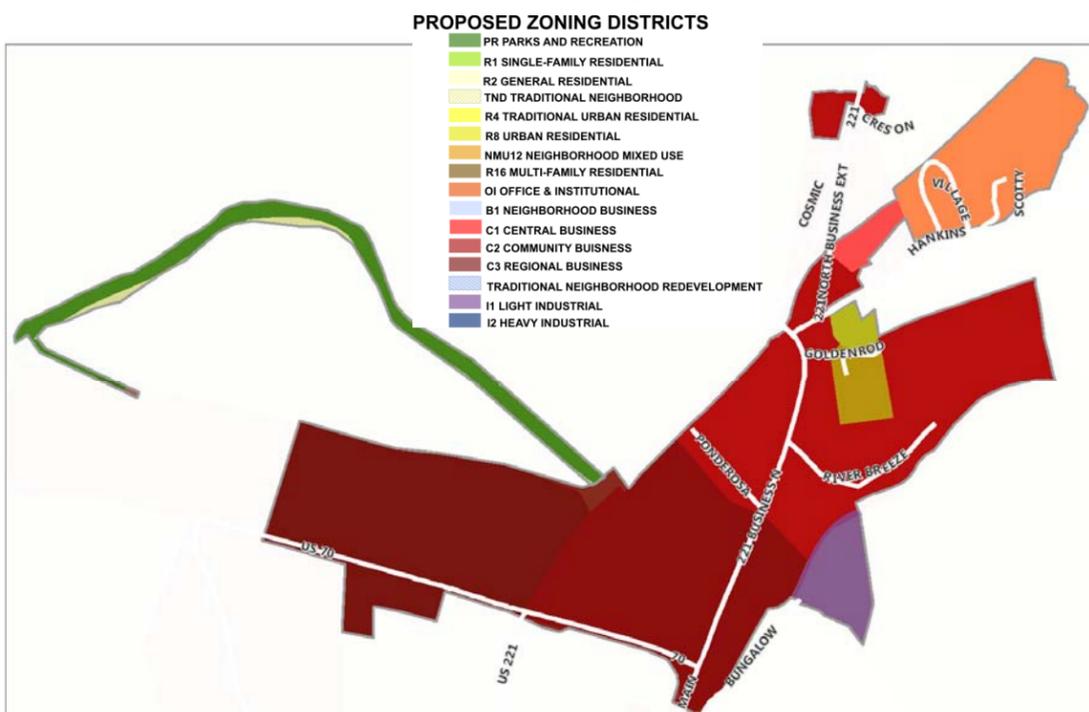


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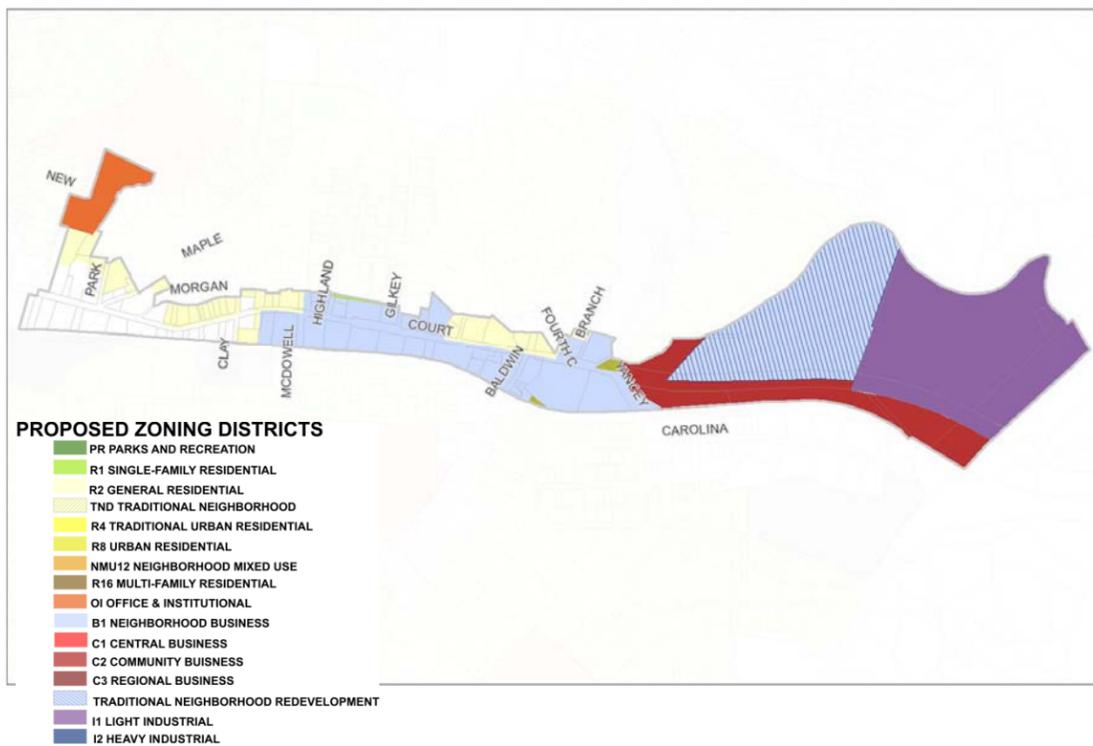
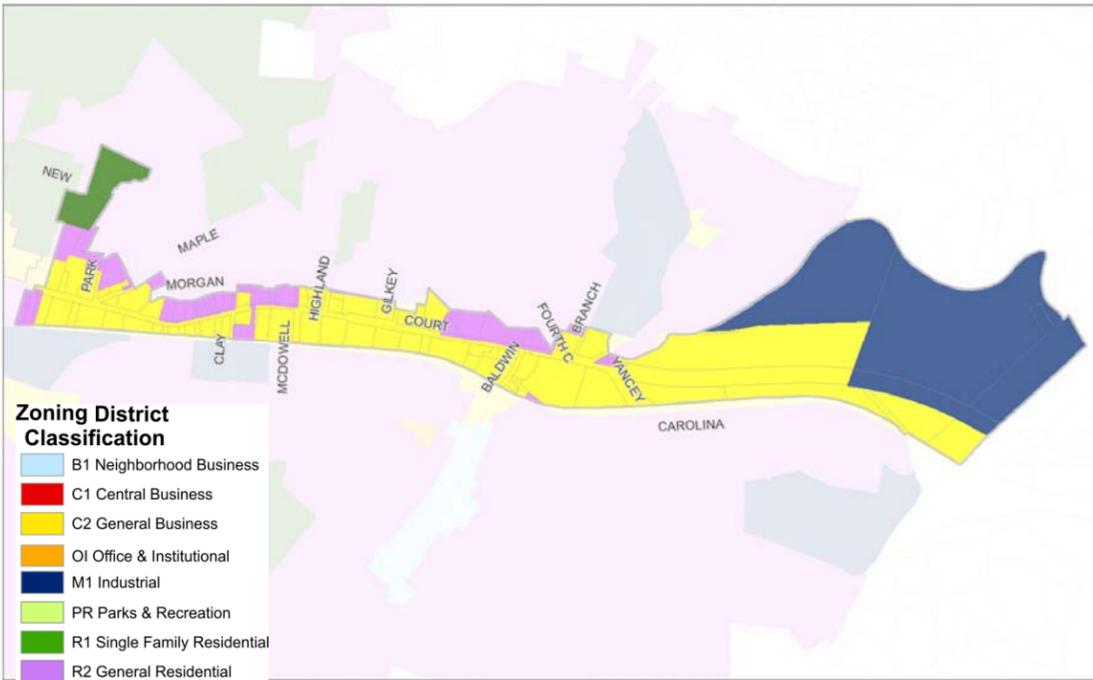
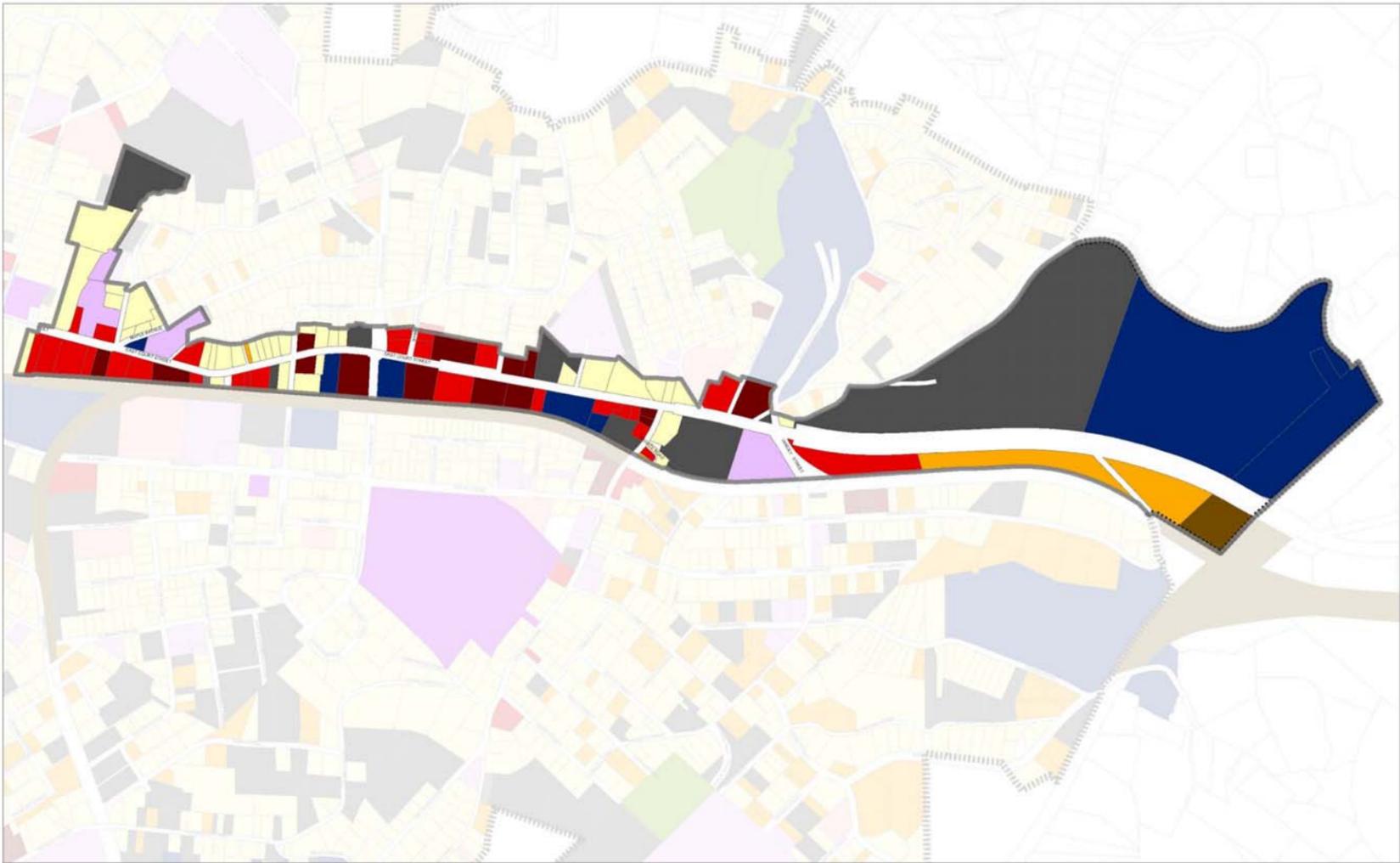
**Existing Land Uses**

- Single-Family detached
- Manufactured housing
- Multifamily
- Hotel/Motel
- Farmer's Market
- Goods-Oriented Store
- Resale Business
- Liquor Store
- Restaurant (Dine In)
- Stand-Alone Store
- Regional shopping center
- Home improvement center
- Office/Back w/ Drive-Thru
- Restaurant (Drive-Thru/Pick-up)
- Auto Dealer
- Church, Synagogue, Temple, Mosque
- Misc. Community Structure
- Medical Clinic
- Agriculture
- Campground
- Recreational Park
- Wastewater pump station
- Stone Quarry
- Parking Lot
- Vacant



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COURT STREET CORRIDOR

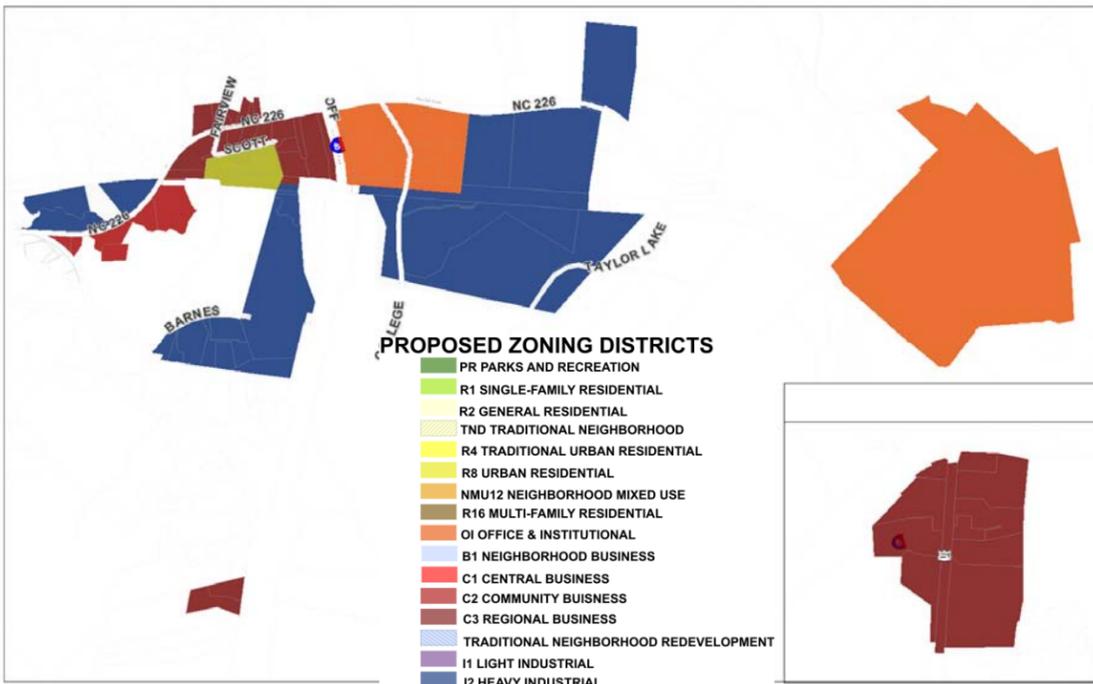
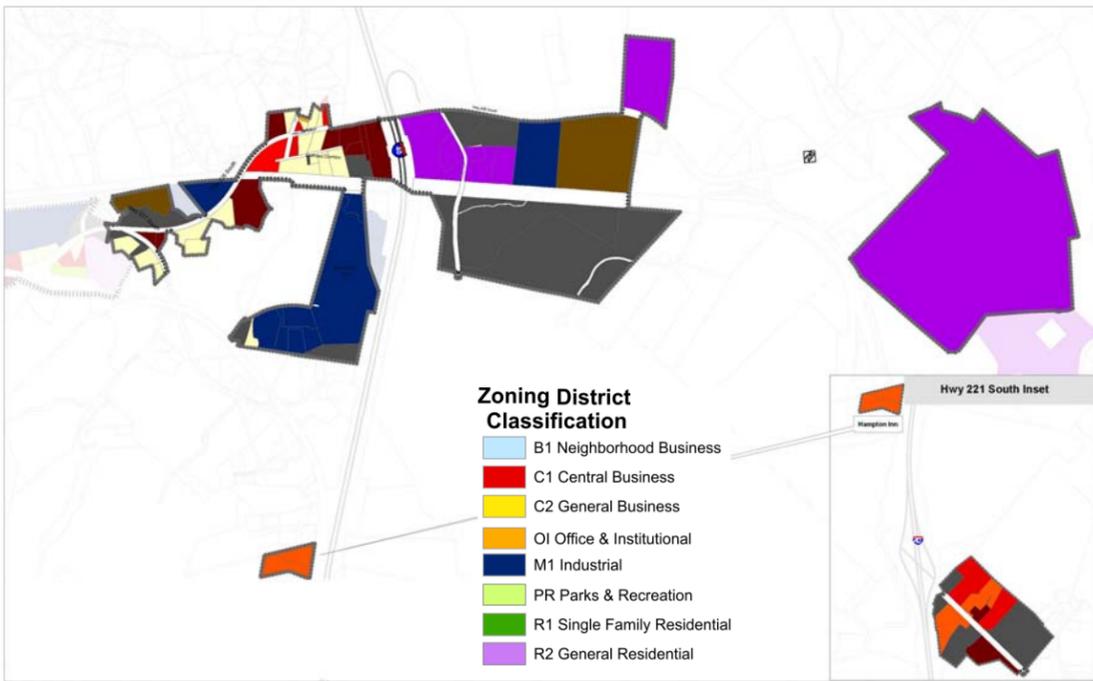
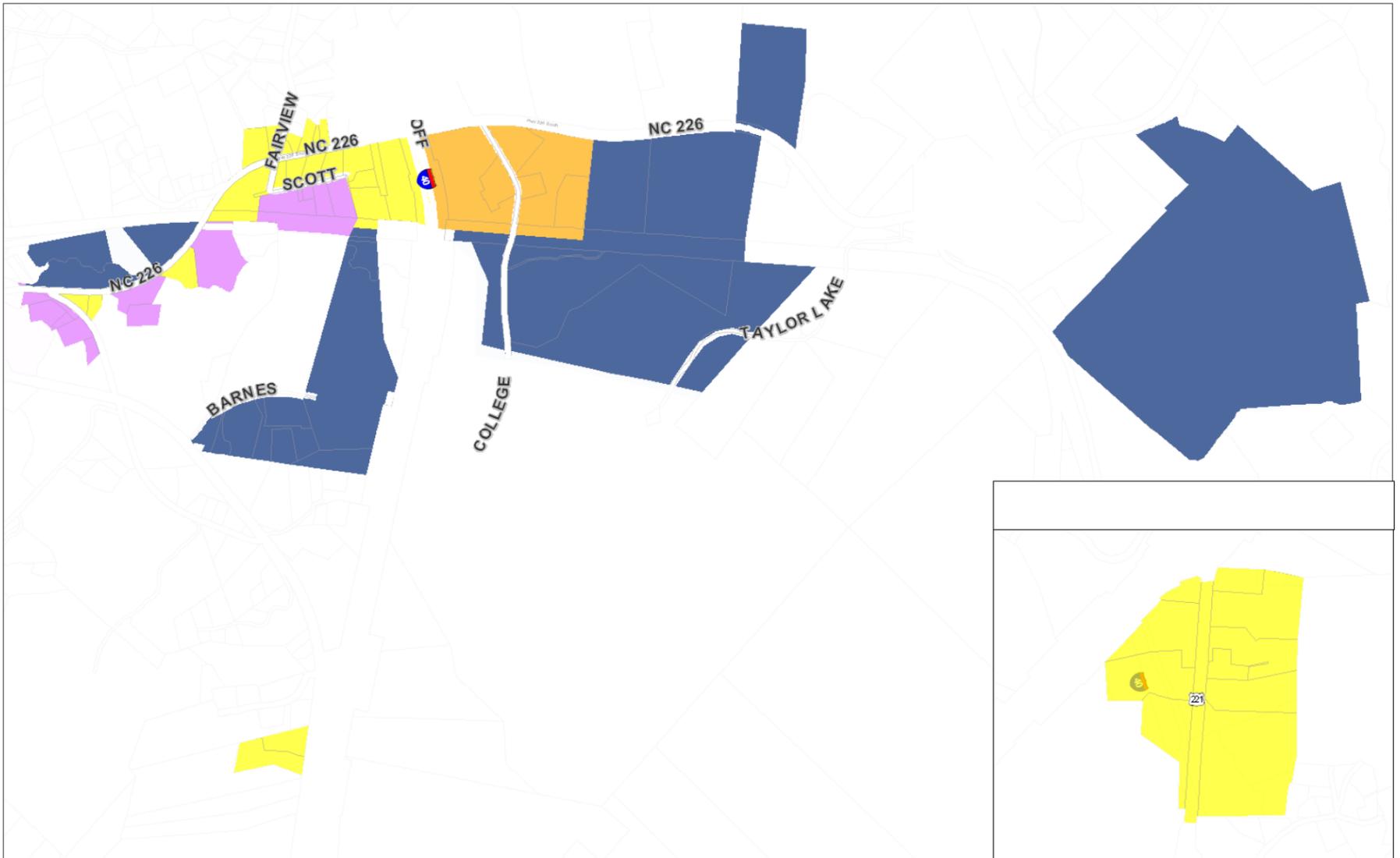


Existing Land Uses

- Single-Family detached
- Manufactured housing
- Service-Oriented Store
- Goods-Oriented Store
- Resale Business
- Liquor Store
- Restaurant (Dine In)
- Stand-Alone Store
- Flea Market
- Rental and leasing
- Business, Prof., Scientific, or Tech Service
- Services To Buildings & Dwellings
- Convenience Store
- Personal Services (Hair Salon, Barber Shop)
- Office (high turnover of auto)
- Restaurant (Drive-Thru/Pick-up)
- Gasoline Station
- Auto Repair and Service
- Car Care Center/ Car Wash
- Auto Parts, Accessories, or Tires
- Auto Dealer
- Child Day Care
- Church, Synagogue, Temple, Mosque
- Tank Farm
- Warehouse/Storage Facility
- Construction-related business
- Assembly and Construction Type Plants
- Railroad Facility
- Parking Lot
- Vacant

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INTERSTATE 40 CORRIDOR

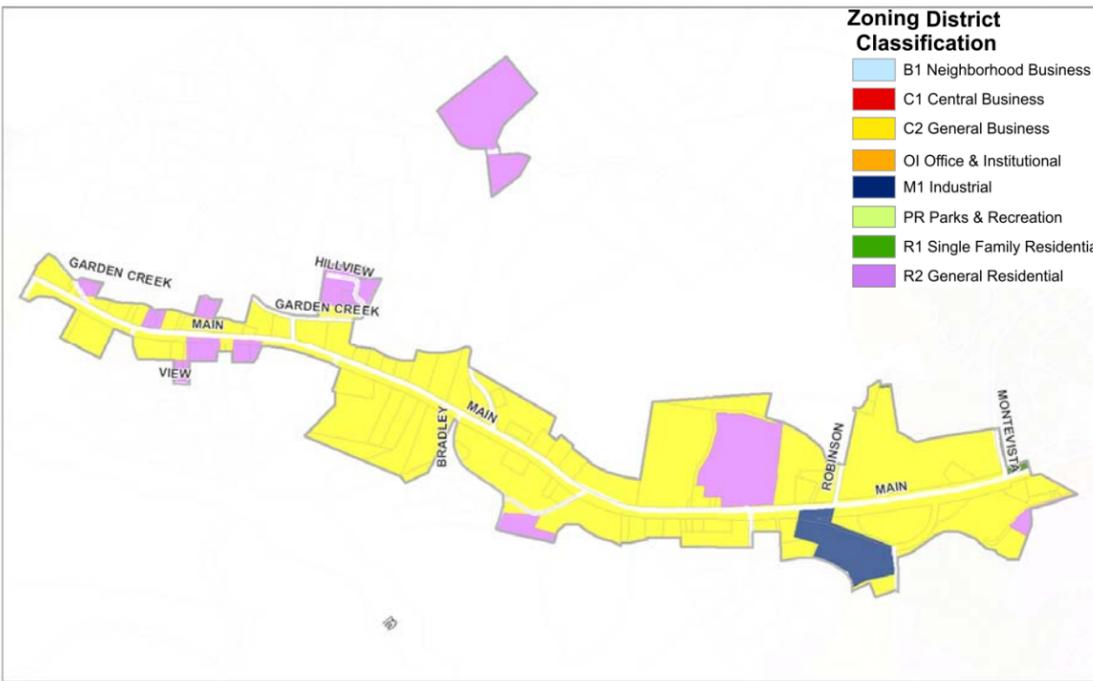
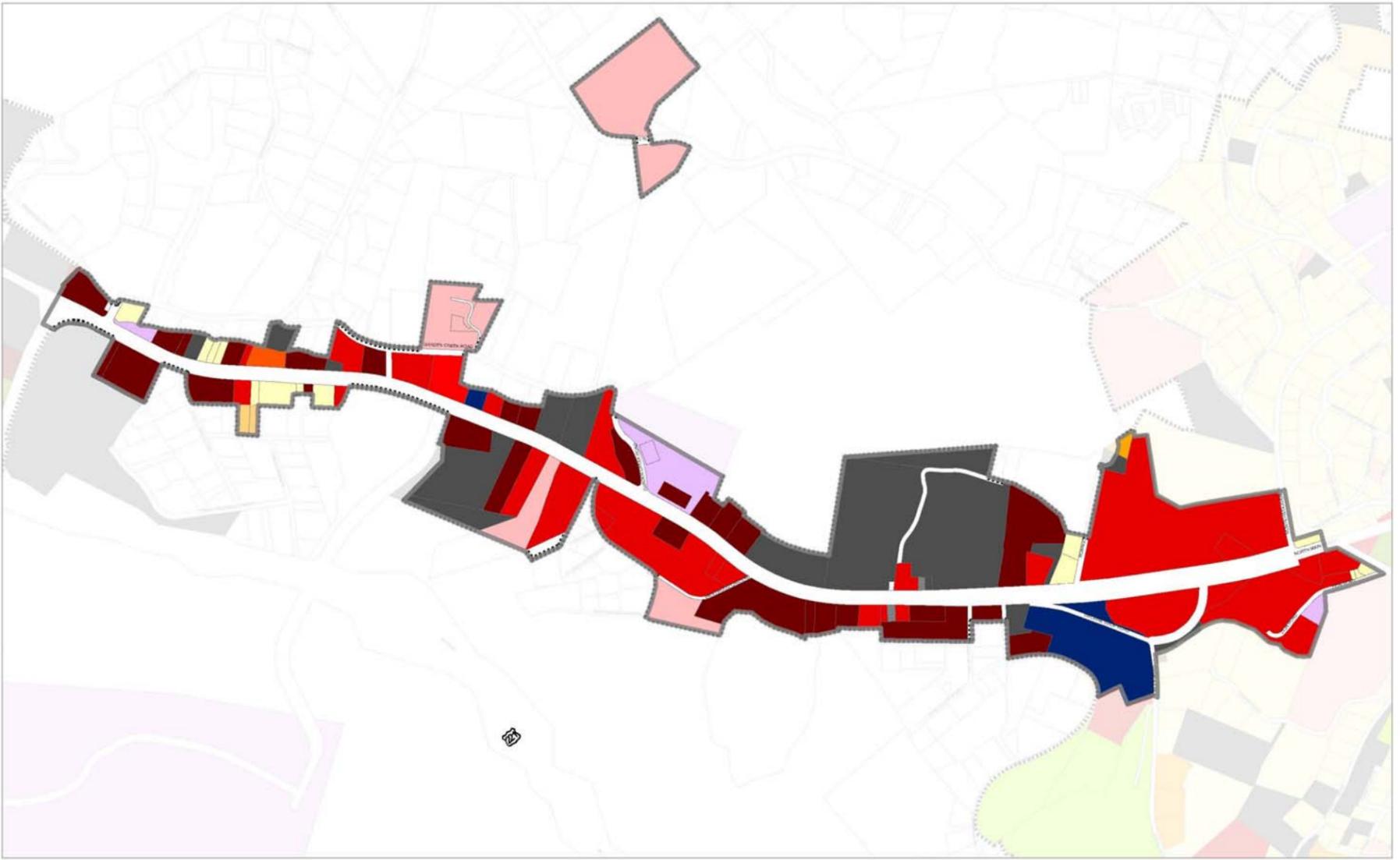


Existing Land Uses

- Single-Family detached
- Manufactured housing
- Hotel/Motel
- Office/Bank w/o Drive-Thru
- Goods-Oriented Store
- Neighborhood Shopping Center
- Convenience Store
- Restaurant (Dine In)
- Restaurant (Drive-Thru/Pick-up)
- Auto Repair and Service
- Truck, Trailer, RV Leasing
- Auto Dealer
- Car Care Center/ Car Wash
- College or university
- Jail, detention, correctional facility
- Light industrial
- Assembly and Construction Type Plants
- Construction-related business
- Water treatment plant
- Vacant

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NORTH MAIN CORRIDOR

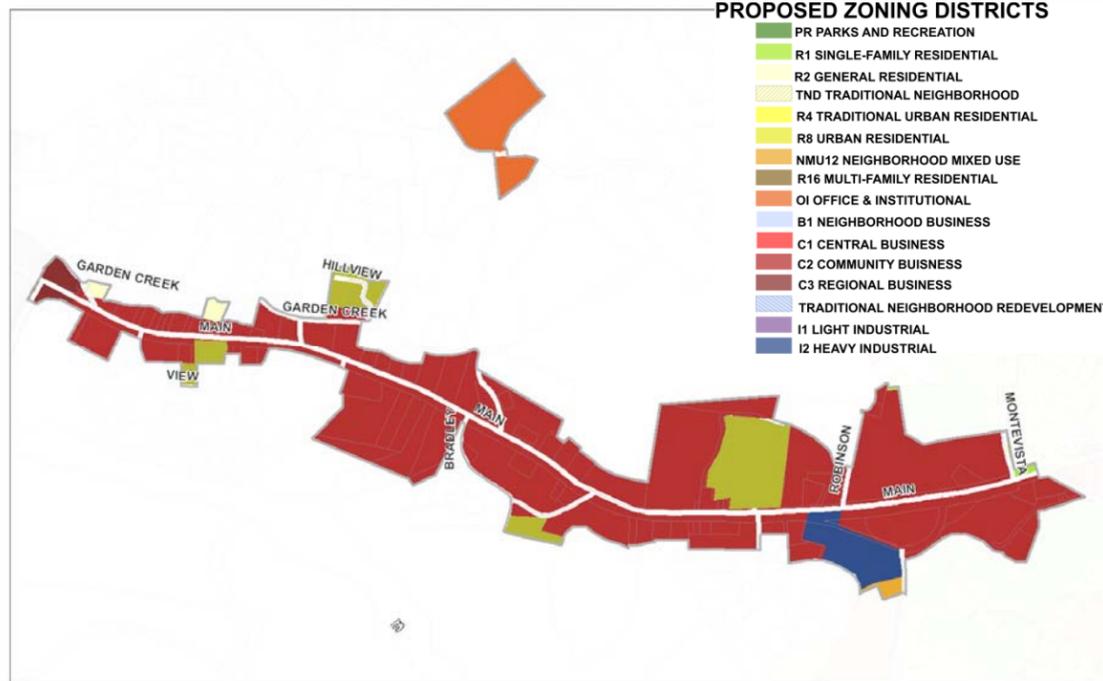


**Zoning District Classification**

- B1 Neighborhood Business
- C1 Central Business
- C2 General Business
- OI Office & Institutional
- M1 Industrial
- PR Parks & Recreation
- R1 Single Family Residential
- R2 General Residential

**Existing Uses**

- Single-Family detached
- Duplex
- Manufactured housing
- Multifamily
- Assisted Living
- Hotel/Motel
- Service-Oriented Store
- Lumberyard/Building Materials
- Goods-Oriented Store
- Restaurant (Dine In)
- Stand-Alone Store
- Resale Business
- Convenience Store
- Community Shopping Center
- Business, Prof., Scientific, or Tech Service
- Office/Back w/ Drive-Thru
- Restaurant (Drive-Thru/Pick-up)
- Auto Parts, Accessories, or Tires
- Auto Dealer
- Car Care Center/ Car Wash
- Gasoline Station
- Auto Repair and Service
- Movie Theater
- Church, Synagogue, Temple, Mosque
- Trade or Specialty School Facility (Private)
- Construction-related business
- Laboratory/Specialized Industrial Facility
- Metal/Chemical Process Plant
- Parking Lot
- Vacant



**PROPOSED ZONING DISTRICTS**

- PR PARKS AND RECREATION
- R1 SINGLE-FAMILY RESIDENTIAL
- R2 GENERAL RESIDENTIAL
- TND TRADITIONAL NEIGHBORHOOD
- R4 TRADITIONAL URBAN RESIDENTIAL
- R8 URBAN RESIDENTIAL
- NMU12 NEIGHBORHOOD MIXED USE
- R16 MULTI-FAMILY RESIDENTIAL
- OI OFFICE & INSTITUTIONAL
- B1 NEIGHBORHOOD BUSINESS
- C1 CENTRAL BUSINESS
- C2 COMMUNITY BUSINESS
- C3 REGIONAL BUSINESS
- TRADITIONAL NEIGHBORHOOD REDEVELOPMENT
- I1 LIGHT INDUSTRIAL
- I2 HEAVY INDUSTRIAL

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RUTHERFORD ROAD CORRIDOR

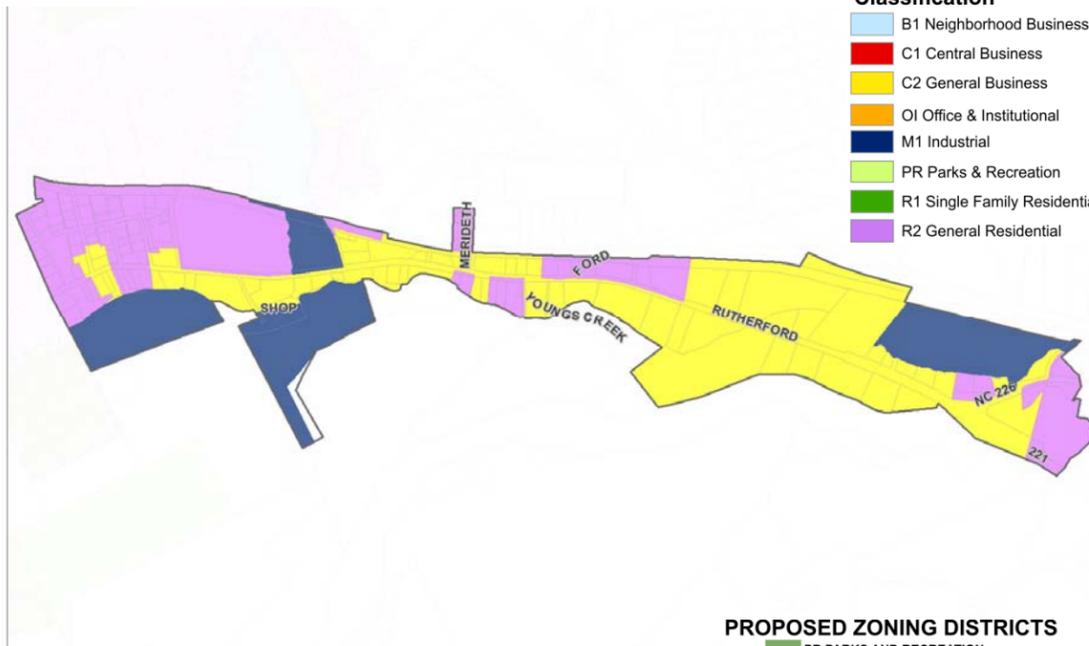


Zoning District Classification

- B1 Neighborhood Business
- C1 Central Business
- C2 General Business
- OI Office & Institutional
- M1 Industrial
- PR Parks & Recreation
- R1 Single Family Residential
- R2 General Residential

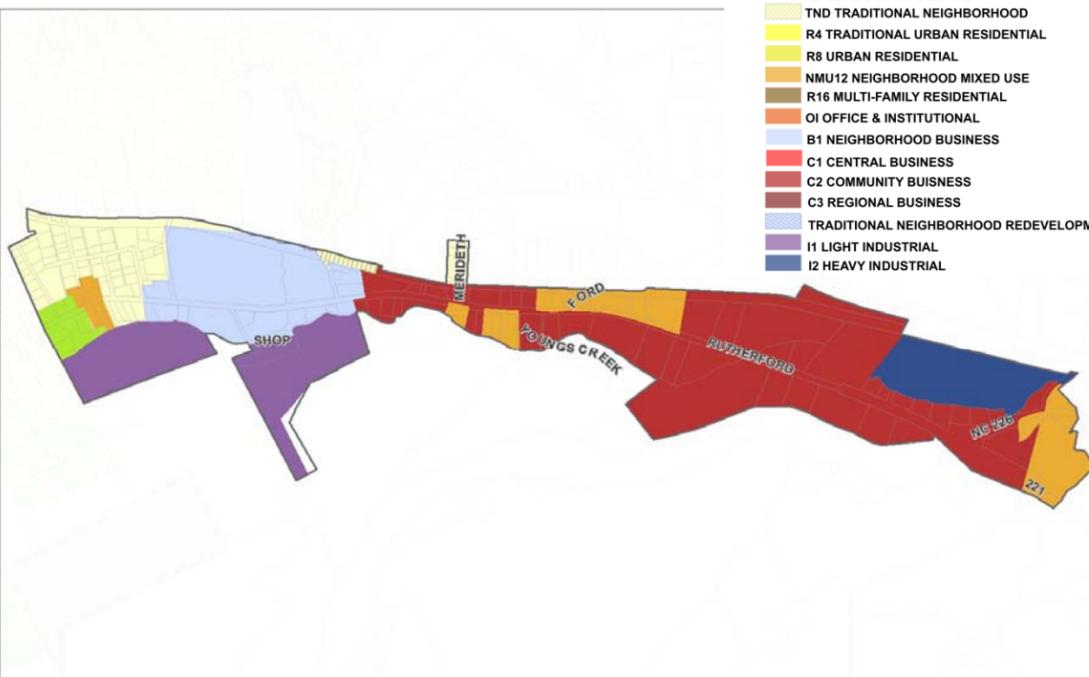
Existing Land Uses

- Single-Family detached
- Manufactured housing
- Office/Bank w/o Drive-Thru
- Service-Oriented Store
- Goods-Oriented Store
- Resale Business
- Restaurant (Dine In)
- Stand-Alone Store
- Services To Buildings & Dwellings
- Business, Prof., Scientific, or Tech Service
- Lumberyard/Building Materials
- Restaurant (Drive-Thru/Pick-up)
- Auto Dealer
- Bicycle, Motorcycle, all-Terrain Dealer
- Gasoline Station
- Auto Repair and Service
- Truck, Trailer, RV Leasing
- Car Care Center/ Car Wash
- Church, Synagogue, Temple, Mosque
- Cemetery, Mausoleum, Monument
- Public Administration
- Construction-related business
- Light industrial
- Laboratory/Specialized Industrial Facility
- Assembly and Construction Type Plants
- Metal/Chemical Process Plant
- Warehouse/Storage Facility
- Stone Quarry
- Gas/Electric Power Generation Facility
- Vacant



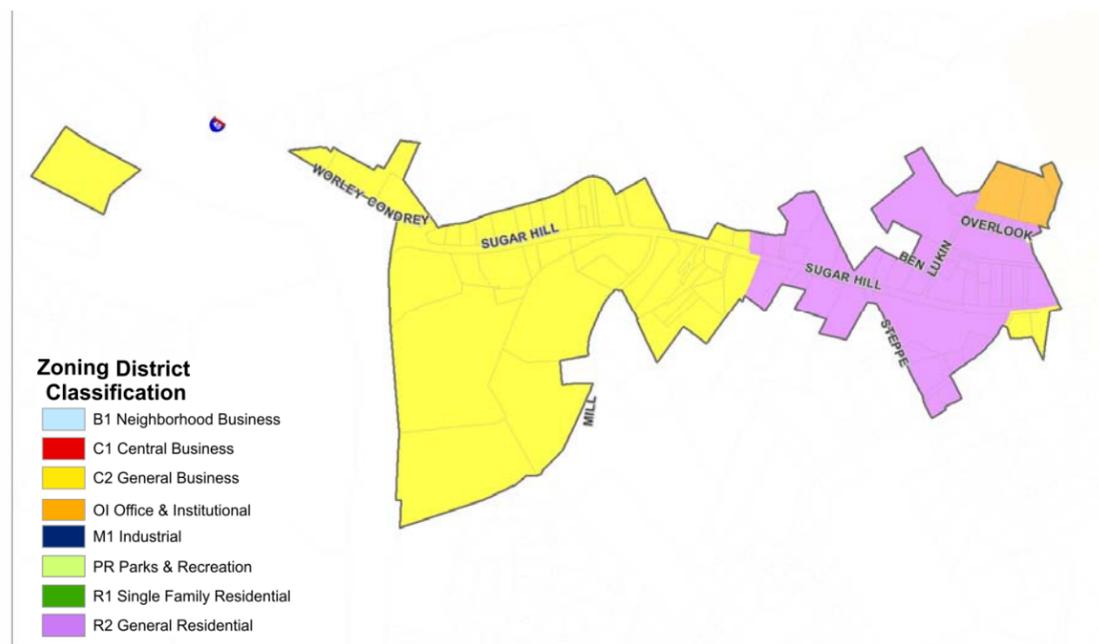
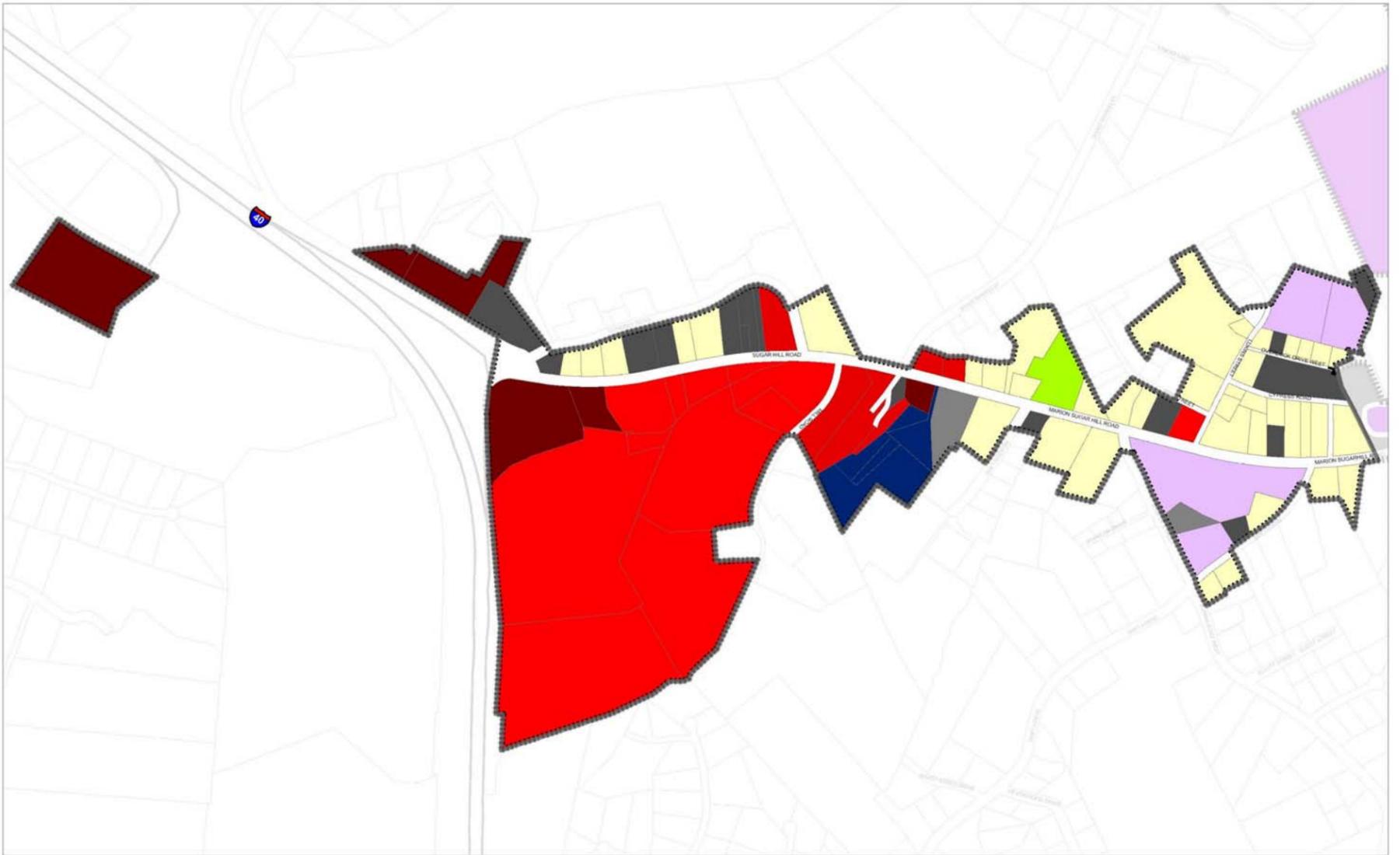
PROPOSED ZONING DISTRICTS

- PR PARKS AND RECREATION
- R1 SINGLE-FAMILY RESIDENTIAL
- R2 GENERAL RESIDENTIAL
- TND TRADITIONAL NEIGHBORHOOD
- R4 TRADITIONAL URBAN RESIDENTIAL
- R8 URBAN RESIDENTIAL
- NMU12 NEIGHBORHOOD MIXED USE
- R16 MULTI-FAMILY RESIDENTIAL
- OI OFFICE & INSTITUTIONAL
- B1 NEIGHBORHOOD BUSINESS
- C1 CENTRAL BUSINESS
- C2 COMMUNITY BUSINESS
- C3 REGIONAL BUSINESS
- TRADITIONAL NEIGHBORHOOD REDEVELOPMENT
- I1 LIGHT INDUSTRIAL
- I2 HEAVY INDUSTRIAL

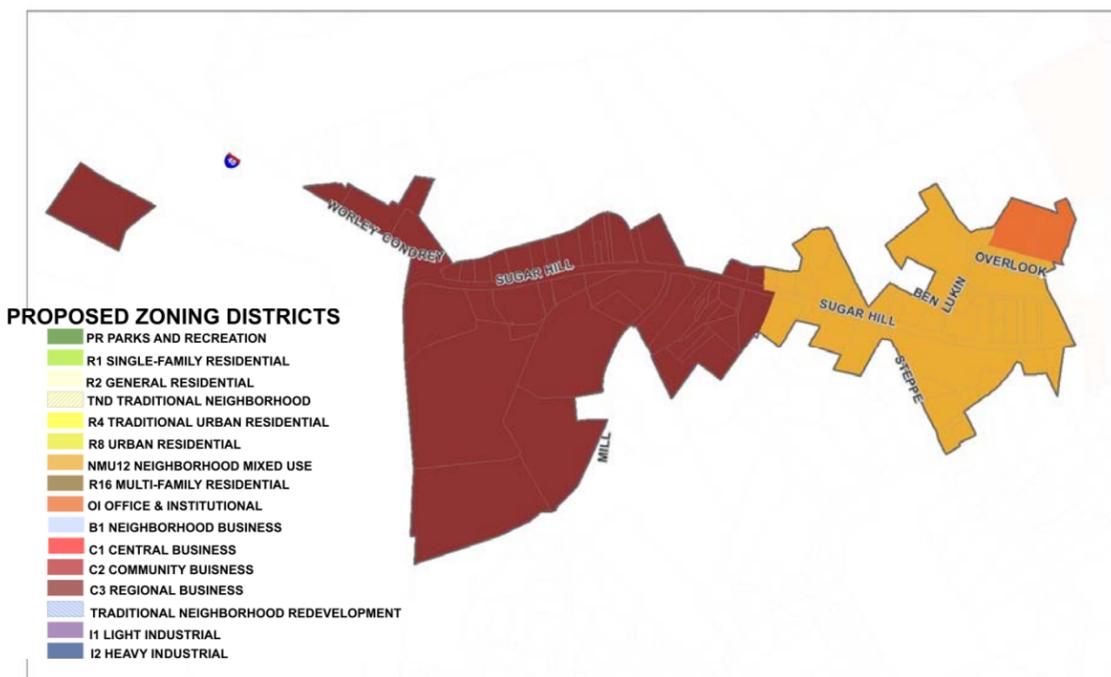


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SUGAR HILL ROAD CORRIDOR



- Single-Family detached
- Stand-Alone Store
- Resale Business
- Lumberyard/Building Materials
- Regional shopping center
- Auto Dealer
- Restaurant (Drive-Thru/Pick-up)
- Gasoline Station
- Grade School
- Church, Synagogue, Temple, Mosque
- School/Employee Transportation Facility
- Wastewater pump station
- Light industrial
- Assembly and Construction Type Plants
- Parking Lot
- Vacant



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