

# NEW BERN LAND USE ORDINANCE

Steering Committee Meeting 1

2.26.24



# OVERVIEW

1. Project Team
2. Objectives
3. Work Program
4. Committee Role
5. Discussion



# TEAM



**Chad Meadows**  
**Project Manager**  
**Lead Drafter**  
**Illustrator**



**Courtney Tanner**  
**Code Drafter**



**Andrew Ausel**  
**Engagement**  
**Drafting Assistant**



**Hunter Freeman**  
**McAdams**  
**Stormwater**  
**Sustainability**



**Eddie Moore**  
**McAdams**  
**Testing**



**Kimberly Whaley**  
**TideWater Assoc.**  
**Mapping**





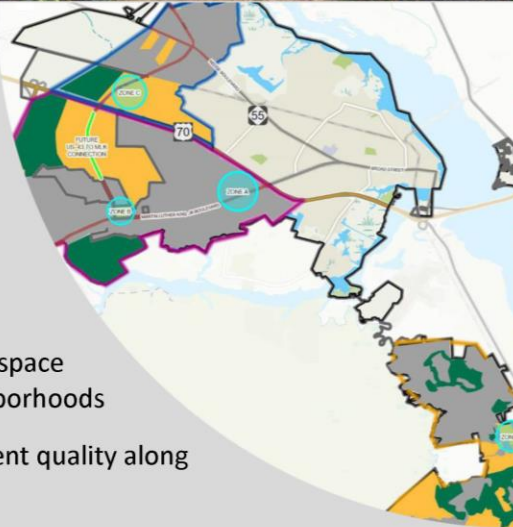
# OBJECTIVES

## SUSTAINABLE DEVELOPMENT STRATEGIES

- Green stormwater infrastructure
- Mandatory LID in large parking lots
- More landscaping requirements for non-residential development
- Increase open space requirements (and lot size flexibility)
- Exclude elevation below BFE from maximum height
- Flood area density transfer
- Incentives for sustainable development features
- Reforestation options



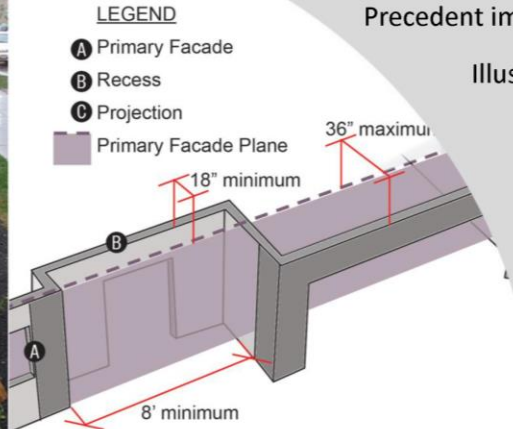
- Unified regulatory framework that protects differing City contexts
- Street and parking lot connection requirements
- More thoughtful utility extension provisions
- Blend pedestrian and open space standards to connect neighborhoods
- Raise the bar for development quality along commercial corridors
- Convert commercial districts to mixed-use districts



## COMMUNITY CONNECTION STRATEGIES

## GRAPHIC COMMUNICATION STRATEGIES

- Dimensional schematics for each district
- Illustrated rules of measurement (setbacks, encroachments, height, standards)
- Precedent imagery for districts and standards
- Illustrations of community character
- Annotated photographs of what to do/what not to do
- Consistent graphic theme
- Native-format originals provided to City staff
- Procedural flowcharts



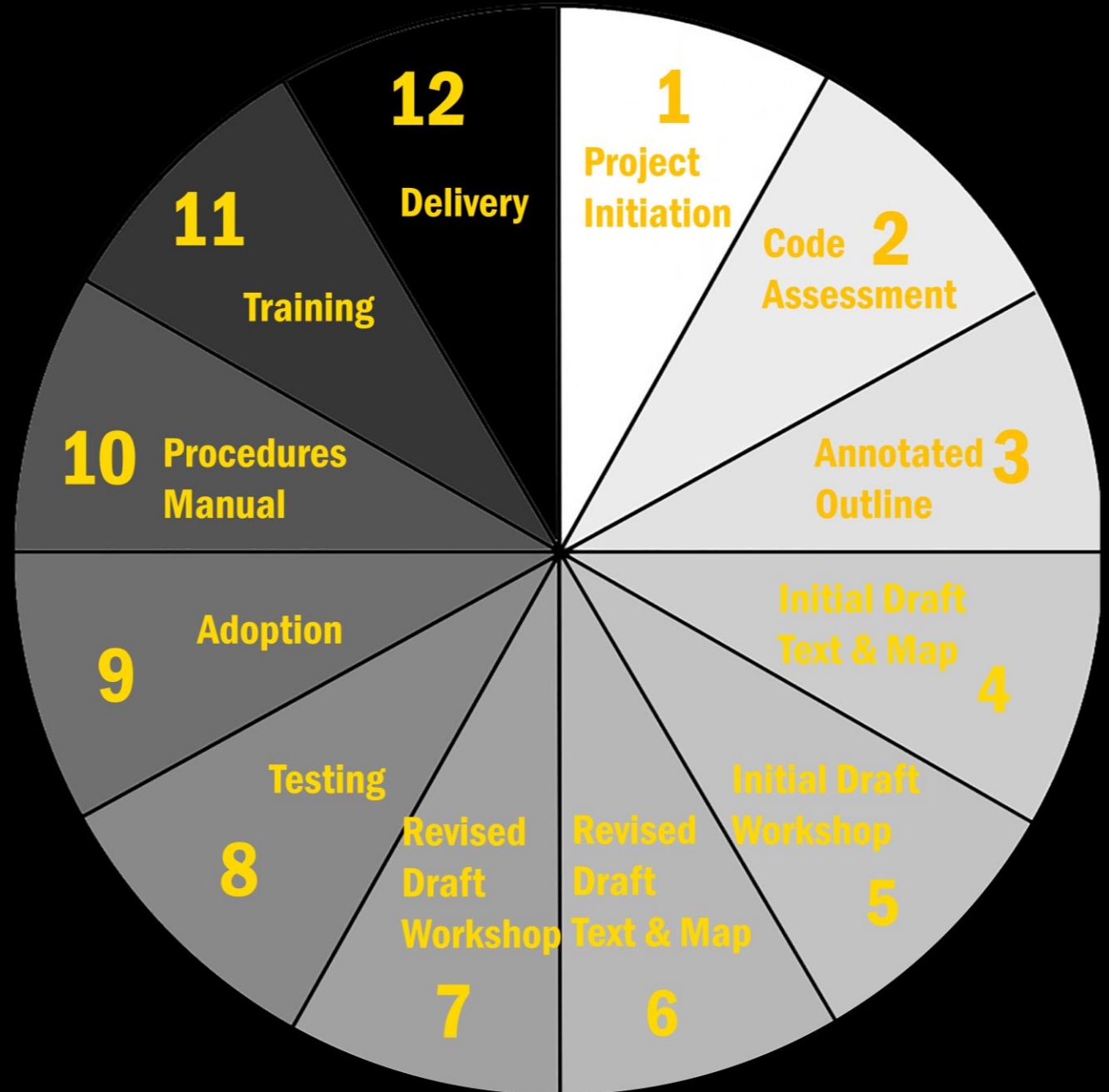
- Broader range of housing types, including small lot / small size & live/work options
- Short-term rental standards
- New residential standards to address compatibility while allowing for more uses by-right
- Density incentives for following single-family residential design guidelines
- Conservation subdivision option in areas served by public sewer
- Density incentives for inclusion of deed restricted housing

## INCREASED HOUSING STRATEGIES



# WORK PROGRAM

- 24 months
- 13 trips
- 12 tasks
- 7 Committee Meetings
- 4 public forums



# TASK 1: PROJECT INITIATION

February 2024

- Engagement Plan Finalized (day 1)
- Branding & Project Webpage (post-trip)
- Stakeholder Interviews (day 2)
- Project Introduction to Aldermen (night 2)
- Plan & LUO Overviews (post-trip)



# TASK 2: CODE ASSESSMENT

## June 2024

- 'Blueprint' for LUO
- Policy Gap Analysis
- Key Themes for Improvement
- Zoning Map meeting with staff

## Process:

- Staff review, discussion, revision
- Posting on project webpage
- Steering Committee Review (day 1)
- Public Forum #1 (night 1)
- Office Hours (day 2)
- Aldermen Meeting #2 (night 2)





# TASK 3: ANNOTATED OUTLINE

August 2024

- ‘Dress Rehearsal’ for the LUO
- Structure, Page Layout, Section Descriptions
- Zoning Map Draft 1
- Staff Overview (day 1)
- Office Hours (day 2)
- Aldermen Meeting 3 (night 2)
- Public Forum 2 (day 3 & night 3)

## KEY THEMES FOR IMPROVEMENT - #2. Implement the Town's Adopted Policy Guidance



The Town's Adopted Policy Guidance consists of the adopted plans, studies, and policy statements that direct and inform day-to-day decision making on land use matters (like rezoning applications) and capital improvement projects. The adopted policy guidance establishes and promotes the Town's vision for its future and how that vision can best be realized. It describes the Town's desired development patterns and its future configuration. The Town's adopted policy guidance includes the 2045 Comprehensive Growth Plan, the Johnston County Comprehensive Transportation Plan, the Parks and Recreation Plan Update, the draft Clayton Pedestrian Plan, the Comprehensive Bicycle Plan, the Downtown Master Plan and the JCMHNC 42 West Small Area Plan. This is a considerable amount of policy guidance.

The table below provides a detailed review of the Town of Clayton's current Unified Development Code (UDC) as effective 2.15.22. The table below summarizes each major section in the UDC and provides a recommendation (or indication for further discussion, if appropriate) for how the material could best be configured in the updated UDC. This information will be used to form the recommendations in the Diagnosis Report and helps to clarify the structure in the Annotated Outline of the new UDC.

**2045 COMPREHENSIVE GROWTH PLAN**  
POLICY, STRATEGY, ACTION  
Land Use and Housing

LU 1.1.2: Support varied development based on the Future Land Use Map

LU 1.1.3: Review and update the UDC (and the 2006 General Ordinance)

LU 1.2.1: Encourage high-density development in commercial areas

## APPENDIX - REVIEW OF CURRENT UDC

The following table provides a detailed review of the Town of Clayton's current Unified Development Code (UDC) as effective 2.15.22. The table below summarizes each major section in the UDC and provides a recommendation (or indication for further discussion, if appropriate) for how the material could best be configured in the updated UDC. This information will be used to form the recommendations in the Diagnosis Report and helps to clarify the structure in the Annotated Outline of the new UDC.

### CLAYTON UNIFIED DEVELOPMENT CODE (effective 2.15.22)

\$155.# / NAME	POTENTIAL DISPOSITION IN NEW UDC
DESCRIPTION	
ARTICLE 1: GENERAL PROVISIONS	
100 Title	Change title to Unified Development Ordinance (UDO) and supplement with language identifying the Official Zoning Map

**101 Authority**  
Identifies the statutory provisions allowing the Town to regulate land uses

**102 Purpose**  
Repeats the basic purpose statements for zoning and land development and police power from the General Statutes

**103 Effective Date**  
Identifies the effective date for the UDC

**104 Jurisdiction**  
Discusses the Official Zoning Map, the Future Land Use Map from the Comprehensive Plan, and other maps

**105 Legal Status**

## APPENDIX - STAKEHOLDER INPUT SUMMARY

Task 1, Initiation, of the Codify Clayton project includes a series of 10 interviews with 20 different project stakeholders, including members of the development community, Town officials, and other interested parties. This summary report details the input collected during these interviews. The table below identifies the various interview dates and stakeholders who provided comments:

INTERVIEW DATE	STAKEHOLDER GROUP	PARTICIPANTS
4.27.22	Engineering Community	Donnie Adams - Adams & Hodge Richard Brown - Kimley-Horn Austin Roland - Kimley-Horn Spencer Meekins - McGill Assoc.
4.27.22	Archer Lodge	Mike Gordon, Manager Julie Maybee, Planning Director
5.3.22	Developer Representatives	Kent Alexander
5.3.22	Developer Representatives	Dave DeYoung - Hearth Pointe Haley Hogg - Hearth Pointe Emily Beddingfield - James Lipscomb
5.5.22	Developer Representatives	Trey Adams - Atlas Stark
5.5.22	Economic Development	Patrick Pierce - Clayton Economic Development Dana Wooten - Clayton Chamber of Commerce Paul Auclair - Owner, Deep River Brewing Co.
5.6.22	Town Officials	Andria Archer - Town Council Avery Everett - Town Council
5.12.22	Developer Representatives	*
5.23.22	Town Officials	Jason Thompson - Mayor Pro Tem Porter Casey - Town Council
5.23.22	Town Officials	Jody McLeod - Mayor Michael Sims - Town Council

\* No attendees. Twelve developer representatives were identified and contacted about attending one of the four interviews. A total of five developer representatives participated in the stakeholder interviews (a participation rate of 42%).

The next pages provide a summary of the input collected from the 20 stakeholders interviewed. Individual responses are held in confidence, but the following pages provide a summary of comments, organized by ten different topic areas.





# TASK 4: INITIAL TEXT & MAP

## Process:

1. Draft Mod. 1 + Transmit
2. Staff Review Mod. 1
3. Draft Mod. 2 + Transmit (during staff review)
4. Discuss Mod. 1 with Staff
5. Staff Review Mod. 2
6. Zoning Map prep (during staff review)
7. Discuss Mod. 2 & Map with staff
8. Revise and Post to Webpage

## July – December 2024

- **LUO Drafted in 2 Modules**  
(1: Districts, Uses, Standards)  
(2: Procedures, Administration)
- **Zoning Map Draft 2**



# TASK 5: INITIAL DRAFT WORKSHOP

January 2025

- Steering Committee Meeting 4  
- LUO text (day 1)
- Steering Committee Meeting 5  
- Zoning Map (night 1)
- Office Hours (day 2)
- Public Forum 3 (day 2 & night 2)







# TASK 6 & 7: REVISED TEXT & MAP

## February & March 2025

- Comment Review with Staff
- Consolidated LUO  
(based on Task 4 & 5 comments)
- Zoning Map Draft 3
- Post to Webpage

## Revised Draft Workshop April 2025

- Office Hours (day 1)
- Steering Committee Meeting 6  
(night 1)
- Public Forum 4 (day 2 & night 2)





# TASK 8: TESTING

**May & June 2025**

- **Work with Development Community**
- **Looking for ‘fatal flaws’**
- **5 Hypothetical Sites**
- **Summary Report of Findings**

**Process:**

- **Site Selection (by staff)**
- **Plan/Annotation Prep**
- **Review, Revision, & Transmit**
- **Review Session 1**
- **Revision & Transmit**
- **Review Session 2**
- **Summary Memo. of Findings**



# TASK 9: ADOPTION

June – October 2025

- Adoption-Ready Versions
- Public Meeting with PZB  
8/21/25
- Public Hearing with Board of Aldermen  
10/28/25



# TASK 10: PROCEDURES MANUAL

## Potential Contents

- FAQ
- Application Forms (paper & digital)
- Submittal Requirements
- Certificates & Declarations
- Support Info.  
(plant list, resources, details, etc.)

## September – November 2025

- Companion to LUO
- Introductory Interviews  
with staff
- Adoption by Aldermen  
(via Resolution, not  
Ordinance)



# TASK 11: TRAINING

November – December 2025

- Up to 6 Sessions
- Up to 5 Different Audiences
- 1-2 Hours Each
- Tailored to Audiences
- 2 trips to New Bern
- Video?





# TASK 12: DELIVERY

- Digital versions of LUO (Word, pdf)
- Digital version of Map (ArcGIS shapefiles)
- Illustrations (native & jpeg formats)
- Document maintenance training
- 40 hours of pro bono assistance



# SCHEDULE

TASK	2024												2025											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1: Project Initiation																								
1a. Project Kickoff		◇	2/26/24																					
1b. Steering Com. Meeting 1		⊙	2/26/24																					
1c. Stakeholder Interviews		◆	2/27/24																					
1d. Aldermen Meeting 1		●	2/27/24																					
1e. Website Launch			* By 3/15/24																					
2: Code Assessment																								
2a. Internal Review & Comment																								
2b. Steering Com. Meeting 2						⊙	6/10/24																	
2c. Public Forum 1						*	6/10/24																	
2d. Zoning Map Meet. (staff)						◇	6/11/24																	
2e. Office Hours 1						◆	6/11/24																	
2f. Aldermen Meeting 2						●	6/11/24																	
3: Annotated Outline																								
3a. Internal Review & Comment																								
3b. Draft Zoning Map 1																								
3c. Zoning Map Meet. (staff)							◇	8/26/24																
3d. Steering Com. Meeting 3							⊙	8/26/24																
3e. Office Hours 2							◆	8/27/24																
3f. Aldermen Meeting 3							●	8/27/24																
3g. Public Forum 2							*	8/28/24																
4: Initial Text & Map																								
4a. Draft LUO Module 1																								
4b. Staff Review Module 1																								
4c. Draft LUO Module 2																								
4d. Comments/Revisions Mod. 1																								
4e. Staff review Module 2																								
4f. Draft Zoning Map 2																								
4g. Comments/Revisions Mod. 2																								
5: Initial Draft Workshop																								
5a. Steering Com. Meet 4 (text)													⊙	1/13/25										
5b. Steering Com. Meet 5 (map)													⊙	1/13/25										
5c. Office Hours 3													◆	1/14/25										
5d. Public Forum 3													*	1/14/25										
6: Revised Text & Map																								
6a. Comment Review with Staff													◇											
6b. Draft Revised LUO																								
6c. Draft Zoning Map 3																								



# SCHEDULE

TASK	2024												2025											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>7: Revised Draft Wkshp.</b>																								
7a. Office Hours 4																◆	4/22/25							
7b. Steering Com. Meeting 6																⊙	4/22/25							
7c. Public Forum 4																*	4/23/25							
<b>8: Testing</b>																								
8a. Test Case Identification																	◇							
8b. Test Case Plan Prep																								
8c. Staff Review/Revision																								
8d. Dev. Com. Review Meet. 1																	◆	5/28/25						
8e. Plan Revision																								
8f. Dev. Com. Review Meet. 2																		◆	6/25/25					
8g. Summary Report																								
<b>9: Adoption</b>																								
9a. Adoption versions prep																								
9b. Plan. & Zoning Board Meeting																				⊙	8/21/25			
9c. Board of Aldermen Hearing																						●	10/28/25	
<b>10: Procedures Manual</b>																								
10a. Meetings with Staff																					◇			
10b. Manual Outline Prep.																								
10c. Initial Draft																								
10d. Staff Review/Revision																								
10e. Bd. of Aldermen Adoption																						11/25/25	●	
<b>11: Training</b>																								
11a. Training Program Prep Call																							◇	
11b. Training Presentations																								
11c. Training Trip 1																								◆
11d. Training Trip 2																								◆
<b>12: Delivery</b>																								
12a. Digital LUO (Word & pdf)																								
12b. Document Fonts																								
12c. Digital Graphics (Native)																								
12d. ArcGIS Shapefiles																								
12e. Document Training Trip																								◇





# STEERING COMMITTEE ROLE

1. Technical Experts
2. Sounding Board
3. Information Conduit





# DISCUSSION

- Issues for the Consulting Team to Know
- Parts of the LUO that Need Work
- Parts of the LUO that DO NOT Need Work
- Other Concerns

