

# ROLESVILLE 2050



## Town of Rolesville Comprehensive Plan

ADOPTED: OCTOBER 7TH, 2025

# Acknowledgments

*The following individuals have provided ongoing support and feedback throughout this project. This plan would not have been possible without their dedication, time, and effort.*

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*Special thanks to the residents and landowners in Rolesville, local business owners and nonprofits, the development community, and multiple departments of the Wake County Government.*



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This document has been prepared by WithersRavenel with the assistance of Rose Associates on behalf of the Town of Rolesville, NC.



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# Introduction



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# HISTORY

The Town of Rolesville is a beautiful community nestled in the northeast region of Wake County. Established in 1837, the Town historically traded in cotton and tobacco. As the City of Raleigh expanded during the turn of the century, landowners began to annex into the city in exchange for city utilities. This led to regional growth in and around Wake County, and reshaped the growth of Rolesville. Where once the Town was a small dot on the map, Rolesville has become one of the first stops for those seeking to thrive in the Triangle.

Rolesville today enjoys a close proximity to opportunities and amenities throughout the Triangle. Many residents commute to the larger communities for work and enjoy the small-town feel they have in Rolesville. This is largely due to the US 401 bypass, which provides quick access into Raleigh and mitigates traffic within the Town. As interest in the town increases, historical agricultural growth has since shifted to a growing residential population. This reflects a pivotal component of the Town's current position; the relationship between old and new, between tradition and innovation. In order to find harmony between these elements and identify ways to make the Town a "one-stop-shop" to live, work, and play, Town leadership have made the proactive decision to reevaluate and update the Town's 2017 Comprehensive Plan.

The Comprehensive Plan Update, titled "Rolesville 2050", will reevaluate the previous 2017 planning effort and work directly with the Rolesville community to establish a long-range vision for the community over the next 15- to 25-years. Through this effort, the plan intends to continue enhancing the quality of life for Rolesville residents, visitors, and business owners for years to come.



**Little House Museum & Gallery**

Source: Historic Rolesville Society

## PURPOSE

A Comprehensive Plan is a guiding document used by communities to assess quality of life, establish a clear vision for the future, and use that vision to forward local priorities and projects. The plan is holistic in nature, integrating community perspectives and needs to create a wide-reaching plan for the future. Plan elements can include housing strategies, greenway expansions, land use policy updates, and strategic infrastructure purchases. The Comprehensive Plan also includes the Future Land Use Map, a document that provides community stakeholders, developers, and elected leaders with guidance when assessing future infrastructure and development projects. As the document is holistic and focuses on long-range efforts, it is recommended that the plan be updated every 5-10 years to ensure accuracy of data, account for completed efforts, and reassess public needs and desires.

## PROCESS

The development of the Rolesville 2050 Comprehensive Plan Update began in July of 2024, and consisted of multiple, overlapping stages of development. Throughout the process, community residents, business owners, Town staff, elected officials, and community partners were involved to ensure that the update process reflected local needs and desires. A general outline of the plan development is included below:

### PROJECT KICKOFF

The project team and staff held a kickoff event with the Town Board of Commissioners to initiate the project and discuss community strengths, opportunities, and challenges facing residents and businesses. Community leadership also advised the project team on public engagement to ensure that the project maximized opportunities for community voice. The kickoff event included a community tour led by staff to showcase various existing land uses and new developments.

### BACKGROUND RESEARCH AND ANALYSIS

The project team collected data, conducted mapping analysis, reviewed previous plans, and examined demographic trends to understand existing conditions and evaluate projected conditions for the future of Rolesville.

## PUBLIC ENGAGEMENT

A multi-faceted engagement approach which included a survey, focus group interviews, workshop sessions, and events booths were used to gather public opinion and input on plan components. Development of the Rolesville 2050 brand was also conducted to promote the planning effort and provide consistency amongst engagement materials.

## INPUT FROM STEERING COMMITTEE

Throughout the project, the project team shared background findings to the steering committee, which consisted of Town residents, community leaders, and stakeholders. The group continued to review draft plan materials, public engagement collateral, and preliminary plan recommendations to infuse the project with local perspective and community voice.

## VISIONING AND GOAL SETTING

Through direct work with the steering committee and evaluation of public engagement feedback, the project team crafted a shared community vision and a set of goals for the Comprehensive Plan.

## DEVELOPMENT OF PLAN RECOMMENDATIONS AND FUTURE LAND USE MAP

With the community vision and goals identified, plan recommendations and a future land use map were developed. Recommendations were guided by the shared community vision and goals to ensure fidelity to the needs expressed by Rolesville stakeholders. Staff, Town leadership, and stakeholders were given the opportunity to review preliminary recommendations and the future land use map, and their input was brought forward to the Steering Committee for review and integration into the plan.

## PLAN FINALIZATION AND ADOPTION

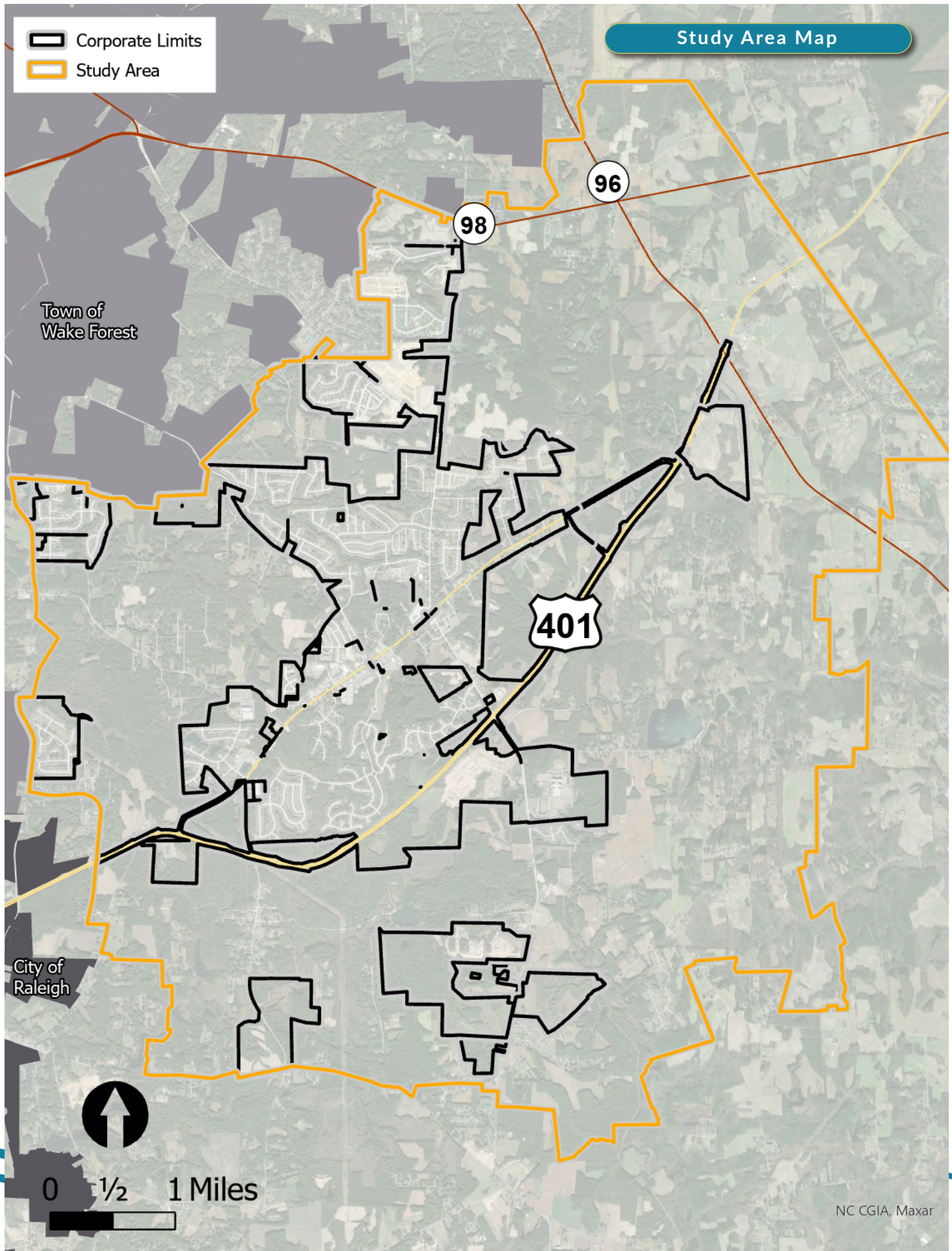
The project team worked with Town staff and the public to create the final plan. The project team presented the Rolesville 2050 plan to the Planning Board and Board of Commissioners for adoption by the Town.



## STUDY AREA

The Rolesville 2050 Comprehensive Plan focuses on the amenities and services in the Town of Rolesville but utilizes a study area that extends beyond the municipal limits and the Town's Extraterritorial Jurisdiction (ETJ). This is done to consider future land annexations and areas within the greater region, as allowable by the North Carolina General Assembly. While the study area employs a large 'footprint' for the future of Rolesville, it is largely intended to help guide compatible growth in the region while the other elements of Rolesville 2050 work to progress goals in the Town proper. Please see the following page for a depiction of the Rolesville 2050 Comprehensive Plan Study Area Map.







# Existing Conditions



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## PREVIOUS PLANNING

Evaluation of the Town's previous planning efforts, demographic and socio-economic trends, and geospatial development help illuminate ongoing planning considerations and challenges. In order to effectively plan for Rolesville's future, existing conditions must be holistically evaluated to frame a simple question, "Where are we today?"

Evaluating previous planning efforts allows the project team to understand historic trends, recommendations, and critical observations. The Comprehensive Plan document is designed to function as a singular guiding document for Town staff and leadership, and thus must continue forwarding the recommendations of previous efforts and trends, as applicable to Rolesville in 2050. Several plans were evaluated as part of existing conditions review. The following documents have been summarized for planning consideration:

- Rolesville Comprehensive Plan (2017)
- Rolesville Moves Community Transportation Plan Update (2021)
- Rolesville Bikes (2022)
- Town of Rolesville Greenway Plan (2022)
- Parks and Recreation Comprehensive Plan (2019)
- Commercial Growth Feasibility Study (2022)
- Main Street Vision Plan (2018)
- Wake County Comprehensive Plan (2021)
- Averette Road, Young Street, Rolesville Road Collector Study (2023)
- Wake County Greenways System Plan (2017)
- Economic Development Strategic Plan (EDSP) (2018)



## ROLESVILLE COMPREHENSIVE PLAN (2017)

The Town's current comprehensive plan established a framework to guide the Town's growth and development while preserving its small-town charm. Former Staff, community leaders, stakeholders and public feedback all assisted in the development of the 2017 plan. A community survey was conducted as part of the plan's creation and revealed several key themes with respect to growth, land use and zoning, parks and open spaces, transportation, and downtown development. Public engagement as part of the 2017 planning process revealed mixed feedback concerning growth management, and including desires for more transportation improvements, shopping, and restaurant options. Survey results also indicated strong community interest in making Rolesville more walkable, with increased services, shopping, places of interest, and parks that function as walkable destinations. According to respondents, these elements are critical to preserving a small-town feel while experiencing the amount of growth Rolesville has and will continue to experience.

### KEY RECOMMENDATIONS FROM THE 2017 PLAN ARE AS FOLLOWS:

- Recommendations to enhance the level of service and quality of life include organizational efficiencies, financial opportunities, improved programming, and maintenance of facilities.
- Encouraging walkability and connectivity through a Connectivity Master Plan and establishing connectivity standards.
- Addressing multifamily housing demands by increasing density allowances through new Mixed-Use Zoning districts.
- Enhancing neighborhoods to support a walkable, mixed-use downtown.
- Beautification plans for Young Street and support for maintaining existing neighborhoods.
- Develop diverse transportation network to improve connectivity and mobility choices for residents.

While the makeup of Rolesville has changed since the drafting of the previous comprehensive plan, recommendations from the previous plan will need to be reevaluated to determine which still align with up-to-date community preferences.

## ROLESVILLE MOVES COMMUNITY TRANSPORTATION PLAN UPDATE (2021)

The Rolesville Moves Community Transportation Plan (CTP) is a community-driven effort designed to address the transportation needs of the Town of Rolesville. The plan focuses on creating a holistic, multimodal transportation network to support the town's rapid growth and ensure accessibility for all residents.

### KEY NEAR-TERM PROJECTS:

- S Main St (Burlington Mill Rd Realignment to Young St)
- Rogers Rd (US 401 BUS to Granite Falls Blvd)

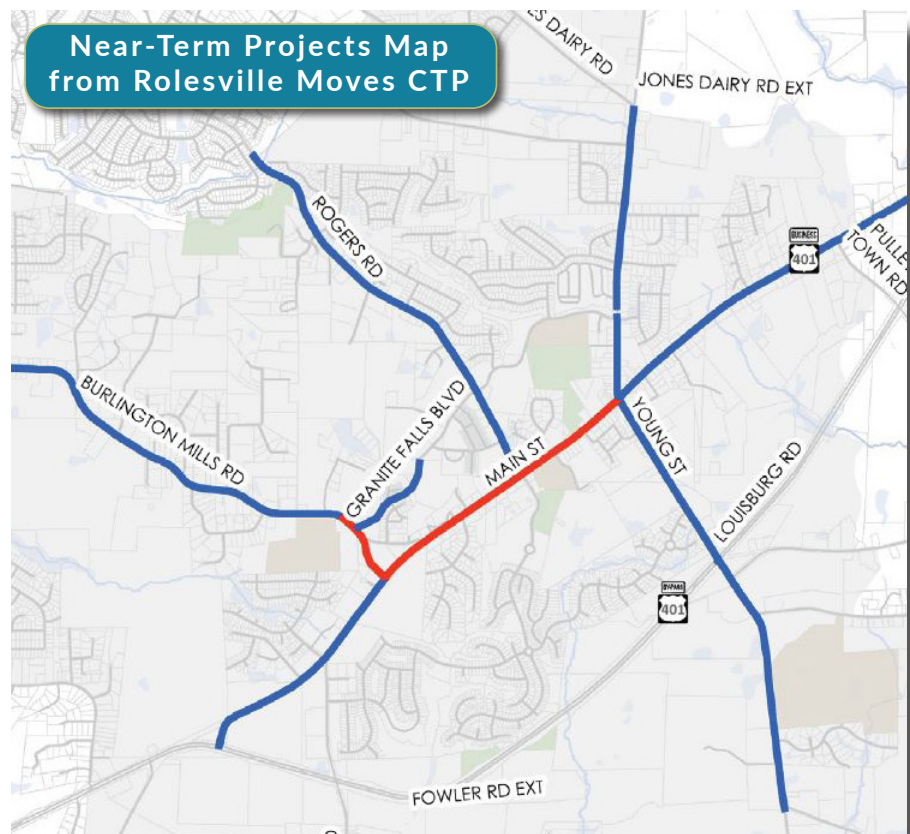
### MID-TERM & LONG-TERM PROJECTS:

- Granite Falls Blvd Extension
- Forestville Rd Improvements
- NC 98 Widening
- Update the CTP Every five years to ensure relevance
- Align updates with new transportation network enhancements and development review processes.

### INTEGRATION WITH ROLESVILLE 2050:

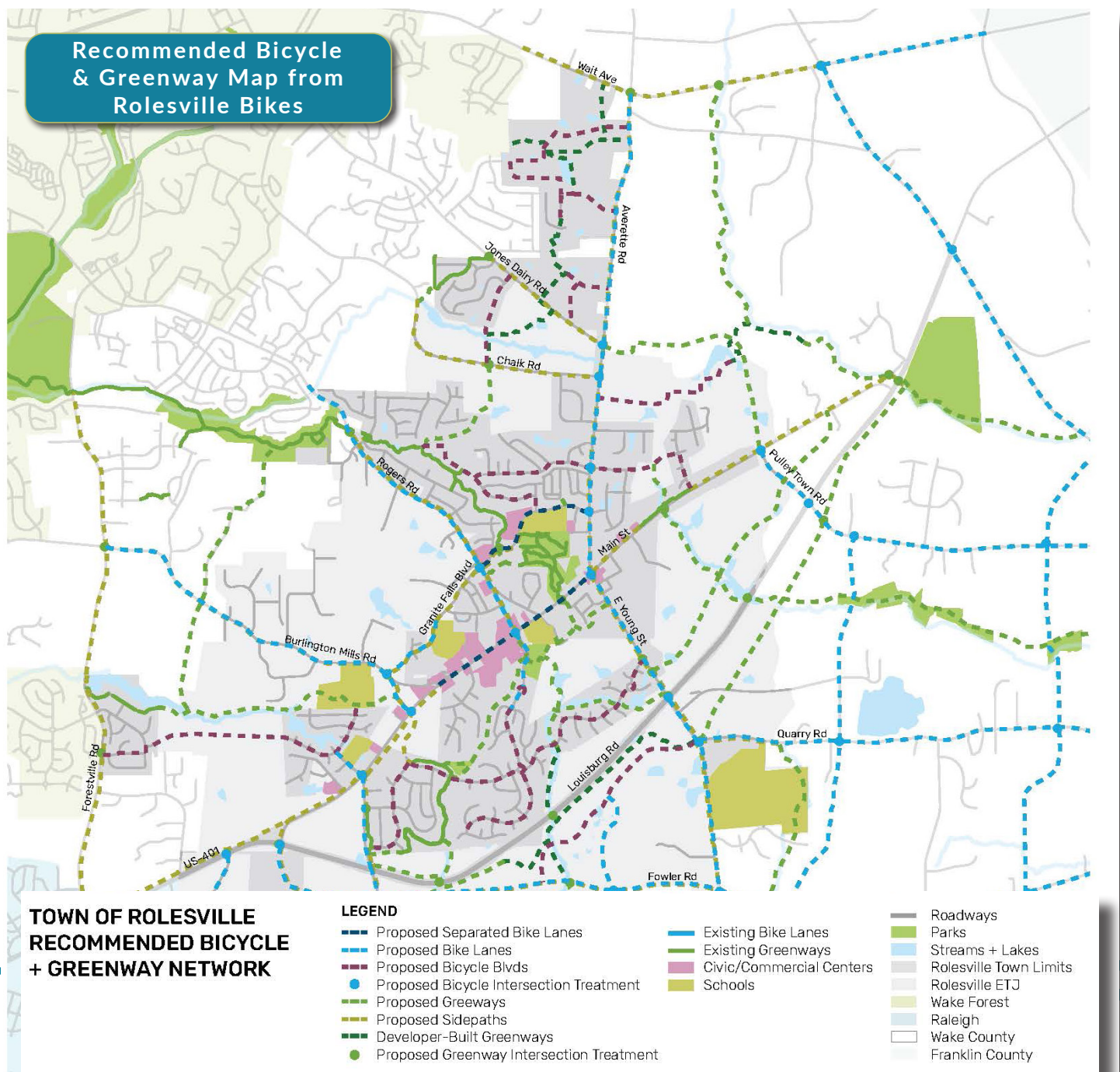
- Revisit the Comprehensive Plan to adjust for transportation recommendations from the CTP, ensuring cohesive planning and development strategies.

By integrating these specific ideas and recommendations from the Rolesville Moves Community Transportation Plan, the town's comprehensive plan update can effectively address current and future transportation needs, support sustainable growth, and enhance the quality of life for residents.



## ROLESVILLE BIKES (2022)

The “Rolesville Bikes” plan is a comprehensive bicycle network initiative designed to enhance the town’s active transportation options, making it safer and more accessible for all residents. Developed through community input and guided by existing transportation policies, the plan focuses on expanding and connecting bicycle facilities across the town, ensuring that key destinations such as schools, parks, and commercial centers are easily reachable by bike. The plan also includes recommendations for on-road and off-road facilities, aiming to integrate the bicycle network seamlessly with the broader transportation system.





The Rolesville Bikes plan is particularly relevant to the Comprehensive Plan update as it supports the town's long-term vision for sustainable growth and improved quality of life. By prioritizing multimodal connectivity and safety, the plan ensures that the comprehensive update addresses not just vehicular traffic but also the needs of cyclists, contributing to a well-rounded and future-oriented transportation network.

## **TOWN OF ROLESVILLE GREENWAY PLAN (2022)**

The Town of Rolesville Greenway Plan is a strategic initiative designed to enhance and expand the town's greenway network, improving access to recreational centers, parks, and active transportation corridors while focusing on environmental protection. The plan builds on previous efforts, including the 2020 Open Space and Greenway Plan, by proposing a comprehensive greenway system that connects key destinations within the town and to neighboring communities. The plan includes detailed recommendations for network expansion, policy development, and infrastructure improvements, with a strong emphasis on accessibility, safety, and sustainability.

Compared to the Rolesville Bikes Plan, which primarily focuses on developing a safe and interconnected bicycle network, the Greenway Plan places a greater emphasis on creating multi-use paths that cater to a broader range of users, including pedestrians, cyclists, and equestrians. While both plans aim to enhance active transportation, the Greenway Plan is more focused on recreational access and environmental stewardship, making it an essential component of the town's broader strategy for sustainable development.

In the context of a comprehensive plan update, the Greenway Plan is crucial as it ensures that green infrastructure and recreational access are integrated into the town's growth strategies. This focus on greenways complements the more transportation-oriented objectives of the Rolesville Bikes Plan, providing a holistic approach to creating a well-connected, vibrant, and sustainable community.

## **PARKS AND RECREATION COMPREHENSIVE PLAN (2019)**

The Parks and Recreation Comprehensive Master Plan for Rolesville, NC, is a strategic guide designed to meet the evolving recreational needs of the community over the next decade. The plan focuses on enhancing parkland, expanding facilities, improving programming, and ensuring that operations and finances are aligned with the town's rapid growth. It includes recommendations for expanding the greenway network, upgrading existing parks, and developing new recreational spaces to cater to all age groups, from children to seniors.



Within the context of a comprehensive plan update, this master plan is essential as it ensures that recreational infrastructure development is integrated with the town's broader growth and sustainability goals. By aligning recreational services with community needs and future population growth, the plan supports the town's vision for a high quality of life and a well-connected, vibrant community.

## COMMERCIAL GROWTH FEASIBILITY STUDY (2022)

The Commercial Growth Feasibility Study is a crucial strategic plan designed to diversify the town's tax base and foster sustainable economic growth by expanding commercial and industrial land uses. By identifying key areas for development, particularly 1,100 acres of identified land south of U.S. 401, the study provides a clear roadmap for attracting new businesses and industries, with a focus on sectors like technology and life sciences. The plan also outlines strategies for landowner engagement, public-private partnerships, and leveraging external resources to ensure the successful development of these commercial zones.

In the context of a comprehensive plan update, the Commercial Growth Feasibility Study is highly relevant. It stresses that commercial and industrial development is integrated into the town's long-term vision, balancing residential growth with economic sustainability. By incorporating the findings of this study into the comprehensive plan, Rolesville can create a well-rounded and forward-looking strategy that addresses the town's needs for both community amenities and economic resilience, positioning the town for continued growth and prosperity.

## MAIN STREET VISION PLAN (2018)

The Main Street Vision Plan is a strategic framework aimed at transforming the Main Street corridor into a vibrant, safe, and economically thriving area that serves the needs of residents, businesses, and visitors. The plan responds to significant changes in traffic patterns following the completion of the Rolesville Bypass, which led to a substantial reduction in traffic on Main Street. This shift presents an opportunity to reimagine the corridor as a true town center, enhancing multimodal transportation options, supporting local businesses, and improving the overall aesthetic appeal of the area.

The plan outlines several key goals, including creating an equitable Main Street for all users, promoting diverse housing options, establishing clear gateways to the town, revitalizing the town center, and preserving the small-town charm that defines Rolesville. These goals are supported by detailed recommendations for roadway improvements, pedestrian and bicycle infrastructure, and development strategies that prioritize smart growth and sustainable practices.

Additionally, the Main Street Vision Plan is highly relevant to a comprehensive plan update. It ensures that the town's main corridor is developed in a way that aligns with broader land use, transportation, and economic goals. By integrating the Vision Plan into the comprehensive plan, Rolesville can ensure that future development is cohesive, sustainable, and reflective of the community's values, ultimately contributing to a balanced and prosperous future for the town.

## **WAKE COUNTY COMPREHENSIVE PLAN (2021)**

The PLANWake Comprehensive Plan, adopted in 2021, is a long-term strategic framework that guides growth and development across Wake County for the next decade. This plan is designed to address the county's rapid population growth, which is expected to add approximately 250,000 new residents over the next ten years. PLANWake focuses on creating a more inclusive, equitable, healthy, active, sustainable, and vibrant community. The plan emphasizes directing growth to existing municipalities, promoting walkable, transit-supportive centers, and preserving natural areas and open spaces.

PLANWake is highly relevant to the Town of Rolesville's Comprehensive Plan update because it establishes overarching goals and policies that influence land use, transportation, housing, and environmental protection across the county. For Rolesville, aligning with PLANWake ensures that local development efforts support broader regional objectives, such as managing growth sustainably, enhancing multimodal transportation options, and preserving the town's natural and rural character while accommodating new residents and businesses. Integrating PLANWake's vision into Rolesville's comprehensive plan will help the town grow intentionally and collaboratively with neighboring communities, ensuring that development is balanced and reflective of both local and regional priorities.

## **AVERETTE ROAD, YOUNG STREET, ROLESVILLE ROAD CORRIDOR STUDY (2023)**

The Averette Road, Young Street, and Rolesville Road Corridor Study provides a thorough analysis of traffic patterns and future infrastructure needs in Rolesville, focusing on these critical north-south corridors. The study identifies existing traffic conditions and projects future volumes for 2033 under two development scenarios. It also evaluates the necessary improvements to support growing residential, commercial, and public facility developments along these corridors.

The findings from this planning effort are essential to the Comprehensive Plan update, particularly with respect to land use. As a guiding document, the comprehensive plan serves as a tool for elected officials to reference in matters such as rezonings. With the corridor study supporting strategic rezonings and development decisions, the Future Land Use Map as part of this comprehensive plan accounts for vehicular capacity along the corridor, building upon the already collected data and scenario-based projections.

### **WAKE COUNTY GREENWAYS SYSTEM PLAN (2017)**

The Wake County Greenway System Plan outlines a vision for a comprehensive network of greenway trails throughout the County that create benefits not only geared towards transportation but also recreation, health and environmental preservation. The plan's primary goals revolve around improving connectivity, enhancing environmental access and conservation, all while supporting economic development through increased tourism.

The Town of Rolesville has invested a significant amount of time and energy into planning for its greenway system. The 2017 plan is especially relevant to the recommendations from this comprehensive plan update that are aimed at continuing to strengthen the greenway network the Town offers by identifying ways to expand and grow a broader, regional network.

### **ECONOMIC DEVELOPMENT STRATEGIC PLAN (2018)**

The 2018 Economic Development Strategic Plan (EDSP) for Rolesville, NC, is designed to guide the town's growth by focusing on economic sustainability while preserving its small-town charm. The plan outlines strategies for attracting and retaining businesses, balancing residential and commercial development, and enhancing infrastructure. It also emphasizes the importance of community engagement and leveraging local assets, such as parks and cultural amenities, to boost tourism and local economic activity.

In the context of a comprehensive plan update, this strategic plan update is vital as it ensures that economic growth is integrated with broader land use and community development goals. By aligning economic strategies with the town's overall vision, the plan helps create a cohesive approach to future development, ensuring that growth is both sustainable and reflective of the community's values.

## ECONOMIC & DEMOGRAPHIC TRENDS

Recent growth trends impacting the Town are expected to continue. North Carolina is projected to become the 7th most populous state by 2030 according to the North Carolina Office of Budget & Management.

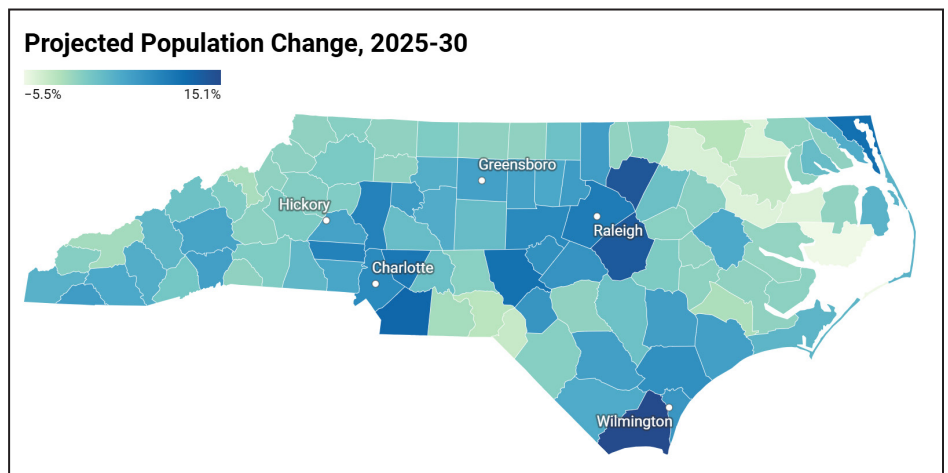
Wake County is an urban area of the Raleigh Metro region (MSA) – among the fastest growing in the state of North Carolina. Rolesville is located in northern Wake County, which is projected to grow by 9.7% between 2025 and 2030, to a total population of 1,358,482. Neighboring Franklin County to the northeast is likewise projected to grow by 13.8% bringing the population to 94,444 – putting additional growth pressures on Rolesville. Demographic trends can be projected to help understand the conditions facing Rolesville's future. Data collected for demographic analysis was derived from ESRI's analyst software, and is primarily projected for the next 5-years (2029). Additionally, Town staff have analyzed existing development to quantify the existing and projected population of Rolesville.

### POPULATION

The Town of Rolesville experienced a significant increase in population growth between 2010 and 2020. Over the course of the 10-year span, the population increased from 3,933 to 9,677 which represents a 246% increase in Town size. Data provided for the years 2021, 2022, 2023, and 2024 reflect a more stable, linear growth rate in the Town, however as noted elsewhere in the plan, residential development approvals indicate continued population growth in the near future. The current population is estimated to be 12,658.

### POPULATION PROJECTION

Anticipated future population of Rolesville is expected to be 32,484 by 2050.



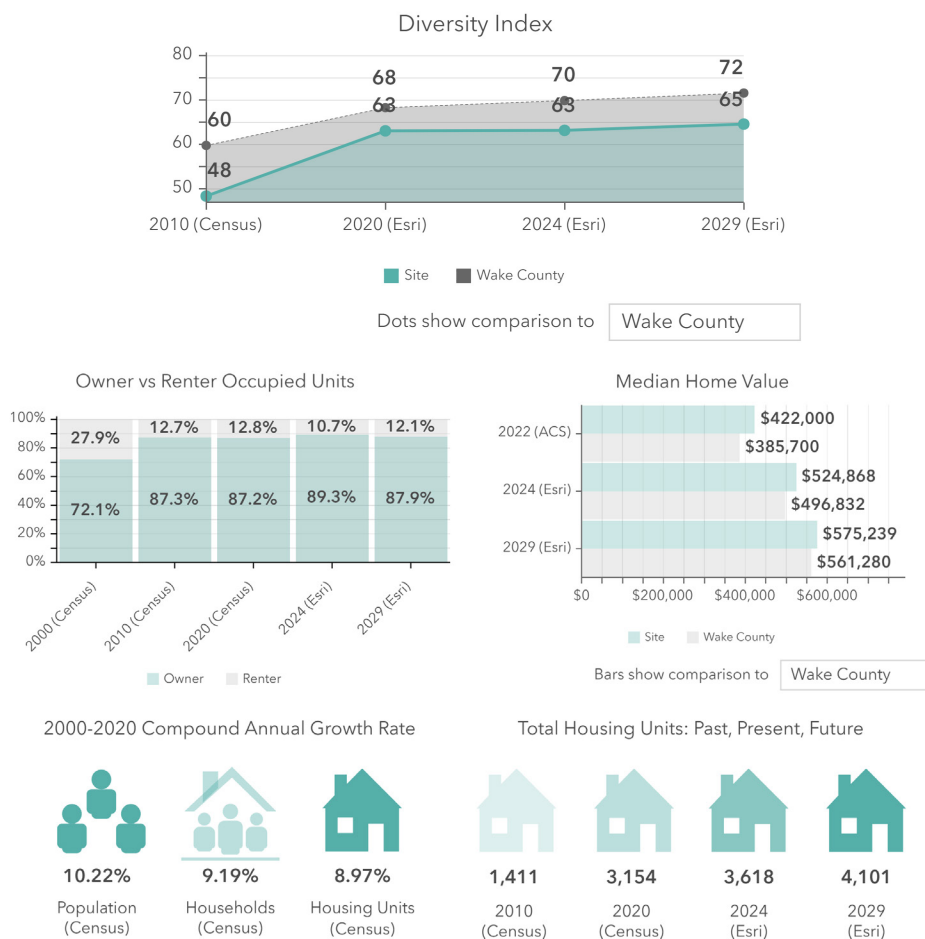
The 2020 decennial U.S. Census provides a snapshot into the dynamics and trends in Rolesville as compared to the greater Wake County area. As the data shown here depicts, Rolesville (site) continues steady growth in all areas including population, age, housing supply and home values, which is in line with staff projections.

## POPULATION METRICS

The Diversity Index captures the racial and ethnic diversity in a single number, offering an easy way to compare the diversity between areas and understand where changes may be occurring. The index provides a measure that ranges from 0 (no diversity) to 100 (complete diversity). While not as diverse as the greater county, the Town is anticipated to continue diversifying.

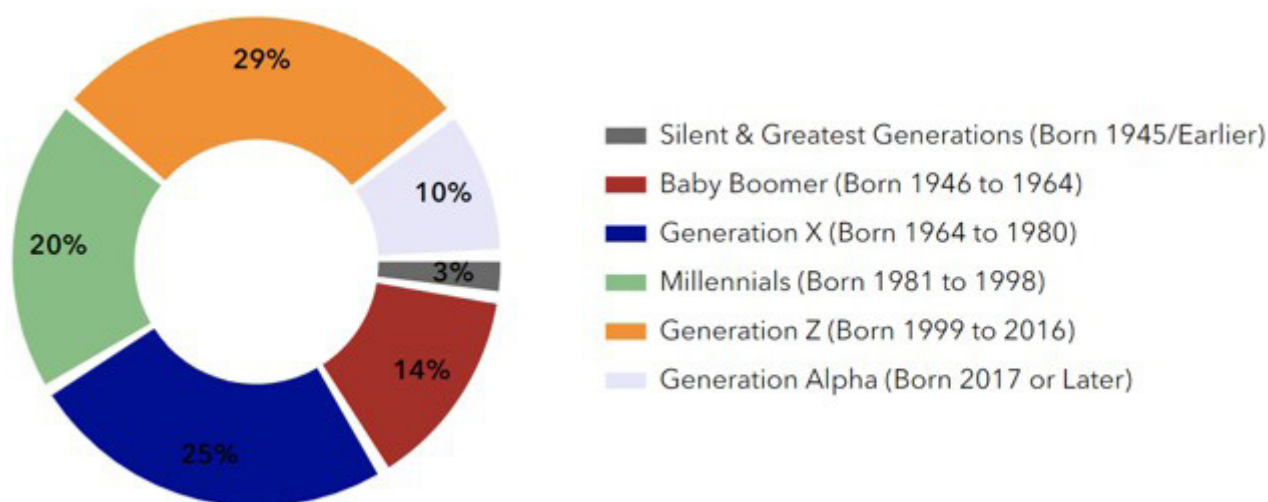
Rolesville has had substantial growth in single-family home ownership as compared to 2000 when the ratio of rental homes to home ownership was more balanced as shown in Owner vs. Renter Occupied Units. This illustrates a less transient population, and greater investment into the community.

The data also shows the median age has trended older. However, the population is dominated by younger generations marked by growing family households with children and young adults early in their careers.





## COMMUNITY AGE SUMMARY



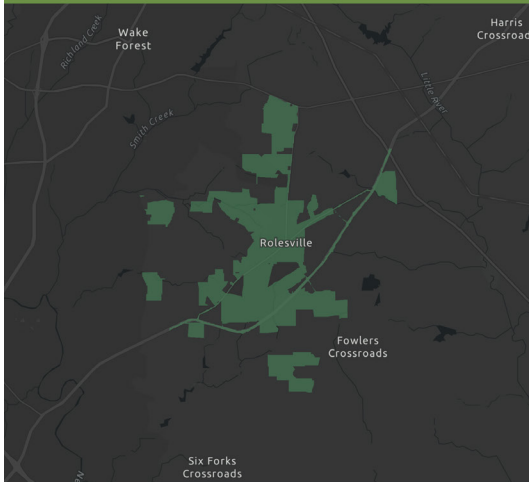
| Characteristics                                    | Silent Generation<br>Pre 1945 | Baby Boomers<br>1946-1964      | Generation X<br>1965-1980          | Generation Y/Millennials<br>1981 - 1997           | Generation Z<br>1998-2016                    | Alpha Generation<br>2017 - present              |
|----------------------------------------------------|-------------------------------|--------------------------------|------------------------------------|---------------------------------------------------|----------------------------------------------|-------------------------------------------------|
| Defining Events                                    | (WW II, Great Depression)     | (Cold War, Vietnam, Woodstock) | (Gulf War, Divorce, LatchKey Kids) | (9/11, Y2K, Financial Crisis, Helicopter Parents) | Great Recession, Climate & Societal Changes) | (Political Unrest & Division, Protests, Equity) |
| % of Local Population                              | 3%                            | 14%                            | 25%                                | 20%                                               | 29%                                          | 10%                                             |
| % of US Workforce                                  | 3%                            | 33%                            | 28%                                | 36%                                               | TBD                                          | TBD                                             |
| Life Stage                                         | Veteran, Retired, Elder       | Active Adult, Grandparents     | Family Life, Active                | Single, Married, Fun/Entertainment                | Single, College/HS                           | School years, formative                         |
| Career Stage                                       | Late Stage/Retired            | Late Stage                     | Mid Stage                          | Early-Mid Stage                                   | Early Stage                                  | N/A                                             |
| Aspiration                                         | Home Ownership                | Job Security                   | Career Success                     | Freedom & Flexibility                             | Security & Stability                         | Independence                                    |
| Source: Rose Associates, ESRI, CareerPotential LLC |                               |                                |                                    |                                                   |                                              |                                                 |

## EDUCATION

Rolesville's educational attainment is most notable, with over 75% of its residents holding college degrees (Associates or Bachelor's/Graduate). This is further demonstrated in 79.4% of its workforce employed in white collar jobs. This bodes well for attracting companies that require a highly educated workforce, such as tech, medical/healthcare and other professional sectors. This is also reflected in the median household incomes, which have also grown over the past 10 years.

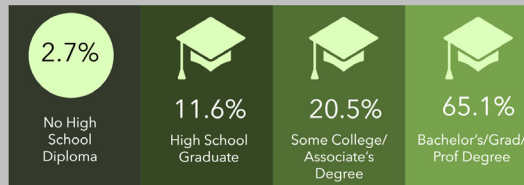
## DEMOGRAPHIC PROFILE

Rolesville, NC

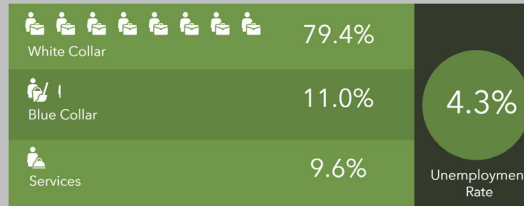


Source: This infographic contains data provided by Esri (2024, 2029).  
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### EDUCATION



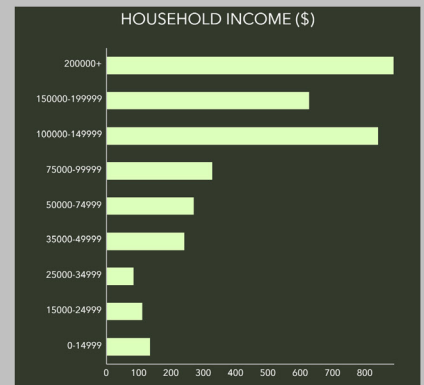
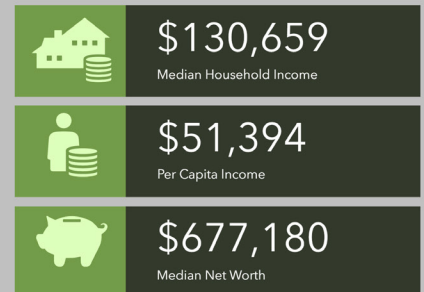
### EMPLOYMENT



### KEY FACTS



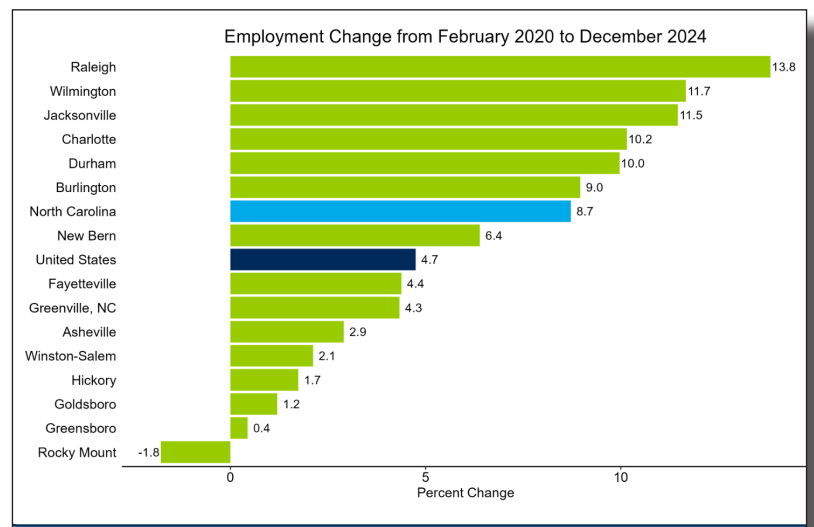
### INCOME



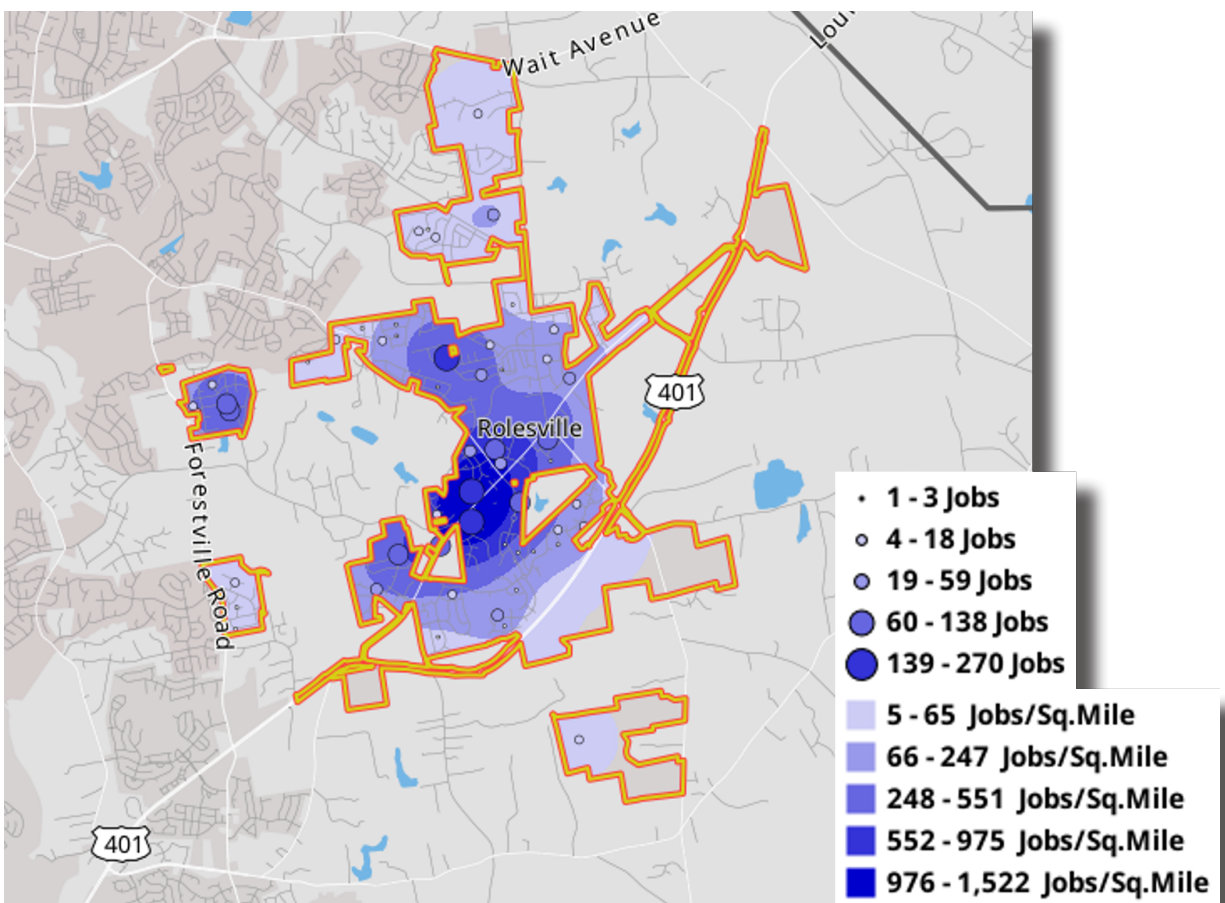
## EMPLOYMENT

Raleigh is the fastest growing job market in the state, which fuels real estate demand in all product types. Most Rolesville residents are employed in White Collar professions in the Raleigh region. As such most residents commute outside of Rolesville for work.

Rolesville has historically been a suburban bedroom community, and it struggles to balance its tax base to provide more shopping and employment opportunities to reduce leakage of consumer expenditures to other areas. However, as regional growth continues towards Rolesville and into neighboring counties, this will put pressure for more commercial development, bringing more jobs into the local market.



Employment in Rolesville is concentrated in the central and southern portions of Rolesville, along its Main Street Corridor. The addition of the U.S. Highway 401 Bypass has resulted in limited development along its corridor. Many of the undeveloped areas along this corridor are limited by physical constraints such as topography and soil conditions. However, the Bypass has reduced commuting times for areas to the north, resulting in expanded population growth in neighboring Franklin County. The challenge as well as the opportunity lies within development for employment growth and commercial development along the areas of the Bypass.



## GEOGRAPHIC ANALYSIS

The Town of Rolesville lies just northwest of the City of Raleigh. Portions of the Town adjoin both the City of Raleigh and the Town of Wake Forest to the west. Wake County accounts for the remainder of the adjoining lands surrounding the Town. Small portions of the community are within the 100- and 500- year flood zones, however, these areas are largely undeveloped. Wetlands are also located throughout the community and should be preserved as possible for their environmental benefits of biodiversity and stormwater mitigation.

Additionally, Rolesville also maintains an Extraterritorial Jurisdiction (ETJ). This boundary, which includes the Town proper and land outside of the Town's municipal limits, depicts the properties upon which Rolesville may enact zoning legislation. Property owners within the Town's ETJ may also elect to voluntarily annex into the Town's municipal limits, generally in exchange for Town utilities. As such, the ETJ can be considered to show the larger 'footprint' of Rolesville and can indicate where future growth may take place.

The maximum size of an ETJ is determined by its population. North Carolina General Statutes Section 160D provides that extraterritorial limits may extend up to one mile from municipal limits for communities of 10,000 or less populations. If county approval is secured, a Town with a population of 10,000–25,000 may extend its jurisdiction up to two miles away from municipal limits. As the Town's population grows past 10,000 residents, consideration of ETJ expansion may be considered to exercise greater control over regional growth and the growth of the Town.

Rolesville has Annexation Agreements with the Town of Wake Forest and the City of Raleigh. These agreements limit where the Town can grow in the future, notably westward towards the other municipalities and southward beyond Mitchell Mill Road. If the Town were to expand its jurisdiction, eastward growth may be considered. It is also important to note that soils conditions will also limit the expansion of the Town, as development in the granite-rich environment significantly increases project costs.

In southern and eastern expansion, Rolesville must also consider the Little River Watershed. Historical agreements have limited the ability to develop portions of the County within the watershed, with few exceptions. While current expansion may be limited, regional coordination may be a key method to identify future opportunities in and around the watershed.

## PARKS AND RECREATION

Rolesville is home to several key parks and a growing network of greenways that support community recreation and connectivity. Main Street Park at 200 South Main Street features a playground, picnic shelters, walking trails, and open green spaces, making it a hub for community activities. The Rolesville Community School Park, adjacent to Rolesville Elementary School, offers sports fields, basketball courts, and playgrounds, serving both school and public needs. Mill Bridge Nature Park, located at 425 Nature Park Drive, provides walking trails and a serene setting for nature enthusiasts. Previous planning efforts conducted by the Town have identified future facilities, including “The Farm” which will be discussed in the Regional Considerations section below.

The town’s greenway system includes the Main Street Park Greenway, which offers paved and natural paths connecting to nearby areas and enhancing pedestrian access. Future greenway expansions aim to link residential neighborhoods with parks and open spaces, fostering a more interconnected community. Incorporating this network of parks and greenways into the comprehensive plan update is vital for addressing community needs, promoting active lifestyles, and ensuring sustainable growth that prioritizes recreation and quality of life.

## 2023 ANNUAL AVERAGE DAILY TRAFFIC

The map on the following page provides an overview of the 2023 Annual Average Daily Traffic (AADT) figures from the North Carolina Department of Transportation (NCDOT). The AADT data is represented using different color-coded categories to illustrate road usage levels:

- Green (35,000 – 54,999 trips): Indicates the highest traffic volume on specific roads. (Note that these volumes were not present in the 2023 traffic data surrounding Rolesville.)
- Orange (20,000 – 34,999 trips): Represents roads with moderately high traffic levels.
- Blue (10,000 – 19,999 trips): Shows roads with medium traffic volume.
- Light Blue (4,999 – 9,999 trips): Highlights roads with relatively lower traffic.
- Gray (<4,999 trips): Marks the roads with the lowest traffic counts.

These figures help identify heavily used routes and those with lighter traffic flow, supporting land use and infrastructure decisions based on current road usage patterns. Recommendations and Future Land Uses within this plan acknowledge and utilize traffic volume figures to account for congestion management, particularly in the Town’s core.





## EXISTING LAND USE MAP

Assessing existing land uses provides valuable insight into how areas within the town have developed and currently function. Understanding existing land uses aids in predicting growth patterns and informing future land use decisions within the town's study area.

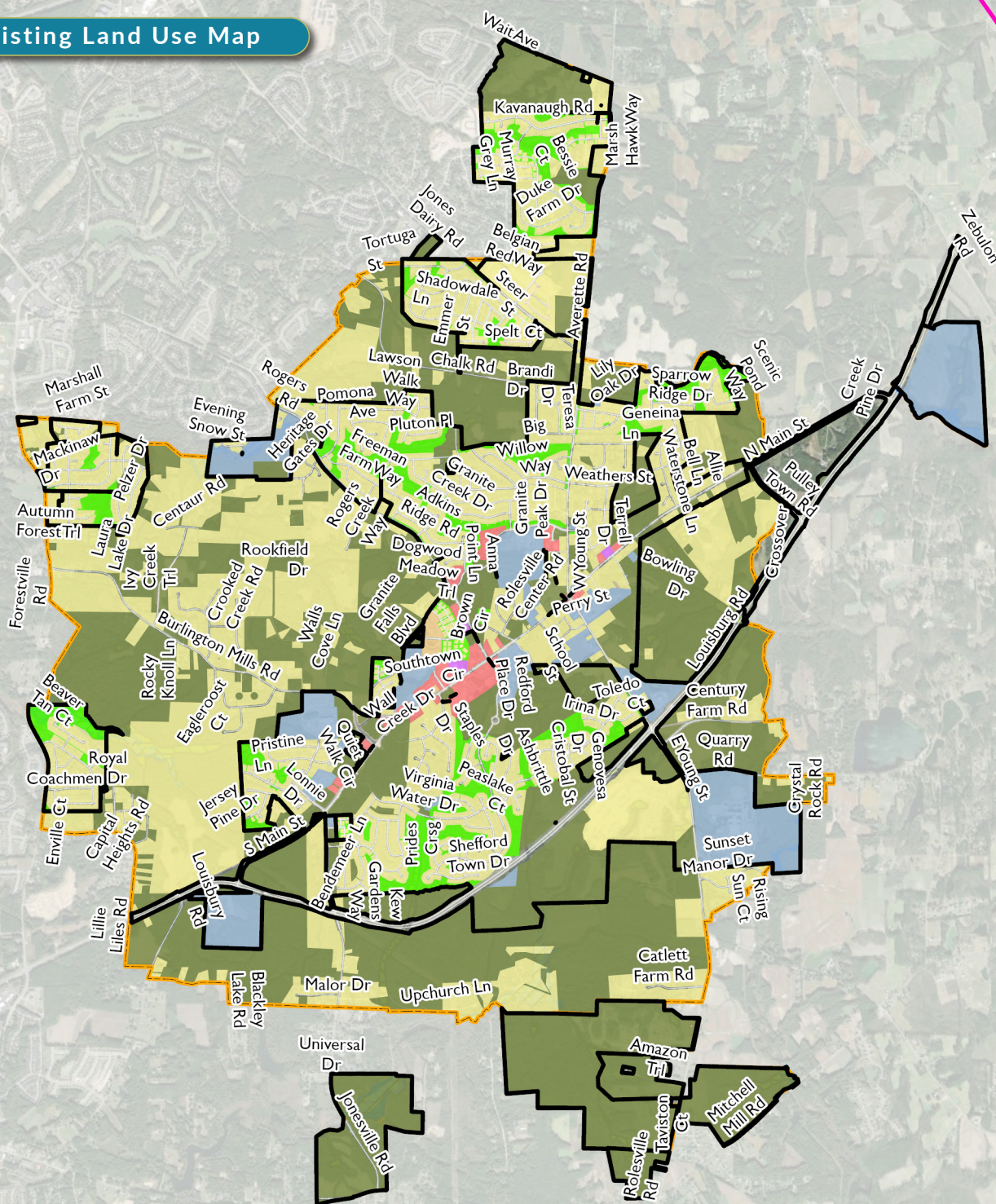
### EXISTING LAND USE CATEGORIES:

- **Agriculture, Forestry, Vacant:** This category, encompassing 48.58% of the town's land, includes parcels primarily used for economic production or that remain undeveloped, forming the majority of the town's land use.
- **Single-Family Residential, Including Low-Density Residential and Manufactured Homes:** Covering 28.56% of the land, this category consists of parcels with single-family homes, manufactured or modular homes, and related residential development.
- **Government and Institutional:** Accounting for 14.11% of the town's land, these parcels include public facilities such as schools, government offices, and community institutions that support civic functions.
- **Open Space:** Making up 7.07% of the town's land, these areas provide recreational and environmental benefits, such as parks and greenways.
- **Commercial:** Representing 1.33% of land use, this category includes parcels with office spaces, retail establishments, and other non-residential small-scale uses.
- **Industrial:** With only 0.15% of the total land area, industrial use indicates limited presence, including warehouses, manufacturing sites, or related operations.
- **Apartment, Condos:** These higher-density residential areas make up 0.19% of the land, reflecting a small portion dedicated to multi-family living.
- **Cemeteries:** Comprising a minimal 0.01% of the land, these parcels serve as burial grounds and related uses.

The analysis indicates that agricultural, forestry, and vacant lands are predominant within the town. Single-family residential areas form a significant portion, followed by government and institutional land uses. Higher-density categories, such as commercial and industrial uses, occupy smaller segments of land, highlighting the town's primarily residential and open-space character.



Existing Land Use Map



0 1/2 1 Miles

Town Limits

- Corporate Limits
- Planning Limits / ETJ

Existing Land Use

- Agriculture; Forestry; Vacant
- Open Space
- Single-Family; Low Density Residential; Single-Family, Manufactured Homes
- Government and Institutional
- Commercial
- Apartment; Condo Complex
- Cemetery
- Industrial

## REGIONAL CONSIDERATIONS

Rolesville is currently undertaking the development of a 116-acre park known as “The Farm”. This park is located at the intersection of US 401 and Zebulon Road. The Farm will feature a large athletic complex, an event center, an amphitheater, a dog park, a playground, and various amenities such as shelters, seating, and public art. From a regional perspective, the project’s location at this key intersection will spur visitors from Wake Forest, Raleigh, and Zebulon alike. The establishment of an outdoor venue and community center also provides the Town with the opportunity to market larger regional events. The park construction drawings are currently being developed.

As identified in the Previous Planning Efforts section of the plan, Rolesville benefits from regional greenway connectivity, such as those facilities located along Sanford Creek and the Neuse River. This regional greenway network provides automobile-free opportunities to navigate between and throughout these communities. As discussed in Public Engagement, visitors from Wake Forest and Raleigh discussed coming to Rolesville for its parks and trails. As a regional recreation provider, the Town should consider how to leverage its expanding recreation system for economic development and strengthen its regional identity.

Furthermore, the Town’s position in the Triangle puts it in close proximity to several major transportation corridors. NC-540, NC-87, US 401, and US 1 are easily accessed by the Town. These corridors help attract businesses and industrial development, as they provide logistical advantages to manufacturing and distributors. These routes have also spurred much of the Town’s residential growth, with many families moving to the Triangle to work in Raleigh.





# Community Engagement & Feedback



3





## COMMUNITY ENGAGEMENT & FEEDBACK

Rolesville 2050 represents the consolidated vision of the Town's residents, businesses owners, and visitors. The plan is intended to guide policy, development decisions, and staff actions into the year 2050. As such, the document must reflect the voice of those it serves. Public engagement functioned as the backbone to plan development, with community leaders or at-large engagement occurring systematically across project milestones. This section of the plan summarizes public engagement efforts and brings forward critical considerations which ultimately informed plan recommendations and action items.

### PROJECT KICKOFF WITH GOVERNING BOARD

Although data analysis began in July of 2024, the Comprehensive Plan project officially kicked off on September 17, 2024. Project staff toured the Town, identifying areas undertaking residential development, significant mixed-use projects, and anticipated areas for future development. Staff discussed the opportunities and challenges affiliated with these locations within the Town.

Following the community tour, staff presented the project purpose, process, and anticipated schedule with the Town of Rolesville's Board of Commissioners. This offered Town leadership and representatives the opportunity to discuss the Comprehensive Plan and any significant considerations for the planning process. Staff also worked with Rolesville leadership to ask key questions about the Town and plan document itself. The following elements were discussed with the Board of Commissioners to advise the planning process:

### PROUD OF ROLESVILLE

To kick off the feedback portion of the presentation, project staff simply asked the community leaders to identify elements of Rolesville that they were proud of. The following list depicts what was shared in the meeting:

- Community's growth and small-town charm
- The community is engaged
- Murals, beautification, and public art
- New programs in development
- Young professionals coming to Town
- Proactive Town staff
- Diversity
- Parks and recreation offerings
- Public safety



The underlying theme across the elements discussed by Town leadership was the ongoing commitment to provide enhanced level-of-service to community residents and visitors. This must continue to be a focus and source of pride as the Comprehensive Plan looks to 2050.

### PARTNERS

Partnerships were discussed as a method to help support community engagement and implementation steps following plan adoption. Commissioners noted that the Town Parks and Recreation Director would be a great proponent of youth outreach. Additionally, the City of Raleigh Public Utilities Department was identified as another necessary partner, as the department manages the water and sewer infrastructure in Rolesville.

### SWOT ANALYSIS

The project team also asked the governing board to complete a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis. The purpose of this evaluation is to help summarize the current conditions of the Town and identify needs and opportunities that the plan can help address. The following table reflects the feedback from the Board of Commissioners:

| <b>STRENGTHS</b><br><i>Core elements that benefit the Town.</i>                                                                                                                                                               | <b>WEAKNESSES</b><br><i>Elements that challenge Town priorities.</i>                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| Safety<br>Location in Wake County<br>Town staff<br>Greenway network                                                                                                                                                           | Lack of commercial amenities<br>Location in Wake County (transportation restrictions)<br>Perception as “little brother” to Wake Forest |
| <b>OPPORTUNITIES</b><br><i>Areas/aspects that the Town can build upon.</i>                                                                                                                                                    | <b>THREATS</b><br><i>Challenges that may face the Town’s future.</i>                                                                   |
| Well-distributed parks network<br>Main street enhancements between Cobblestone and Wallbrook developments<br>Road capacities<br>Strategic growth and land use<br>Proactive partnerships<br>Integration of advanced technology | Technological security<br>Congestion & traffic<br>Funding competitiveness due to Town affluence                                        |

### EMERGING THEMES

Throughout the kickoff event, several themes were identified as necessary to address in the planning effort. Understanding the highest and best use of land was the most prevalent item discussed during the kickoff event. Leadership acknowledged that the Town’s growth was heavily

focused on single-family residential uses. Preservation of both open space and commercial opportunities was noted as a critical need for Rolesville's future.

Feasibility was also heavily discussed. The Comprehensive Plan must not be forgotten following adoption, but rather be a working 'playbook' for staff and leadership to use daily. Implementation items and recommendations from the plan must be feasible and actionable by staff and stakeholders so that meaningful change can occur, and the plan vision can be realized. Funding considerations must also be closely evaluated during planning and implementation to ensure financial sustainability and responsible budgeting.

## CONCLUSION

The September 17<sup>th</sup> Project Kickoff with Town Leadership illuminated several planning priorities and considerations. These discussions allowed the project team to preposition plan considerations ahead of the project survey and initial public engagement, helping lead to a more effective public engagement strategy. Resulting plan recommendations are also heavily grounded in actionable efforts and policies that will allow staff to make meaningful impact in Rolesville for years to come.

## COMMUNITY SURVEY

In order to "cast a wide net" and solicit input from the community at large, the project team prepared a brief, 10-question virtual survey. The survey was launched on October 15<sup>th</sup>, 2024 and linked via the Town of Rolesville's website. Additionally, public engagement materials used in the Fall Funfest event also provided a QR code link to the survey. The survey was closed on January 31<sup>st</sup>, 2025, representing approximately 3.5 months of response intake. 236 community stakeholders participated in the survey. Below is a summary of significant survey findings:

**Question #1** asked participants what the most important infrastructure or services enhancements would be to improve their quality of life.

The most consistent feedback received was related to enhancing transportation infrastructure in Rolesville. The Town is currently experiencing congestion along its major corridors, including Main Street. Survey participants were interested in improved roads and better traffic management.

Participants also expressed a desire for more things to do in Rolesville. Large portions of the write-in responses concerned continued expansion of parks, trails, and open spaces. Community stakeholders strongly value the recreation amenities provided by the Town, and want to see infrastructure expand. Similarly, participants also wanted more restaurant and shopping experiences. Residents mentioned leaving Rolesville for various restaurant or retail needs, and would like to have similar opportunities here in their community.

Respondents also noted the need for healthcare facilities in Town. Primary care, child care, and urgent care offices are desired in the Town's future. Currently, the closest of these facilities are located in Wake Forest and Raleigh, require external trips for basic health needs.

Other consistent feedback included the desire for more walking and biking infrastructure, more community spaces to gather, amenities like a community center or library, and the overarching need to balance growth and infrastructure into Rolesville's future.

**Question #2** asked what types of housing units should be provided in Rolesville to accommodate future development. The most popular housing type identified was single-family homes, which were desired by approximately 77% of participants. Senior living communities were identified as the next appropriate housing type in Rolesville, with roughly 37% of participants indicating as such. The third most desired housing type was vertical mixed-use housing, with commercial/office uses on the ground floor of the building and apartments above. About 32% of survey participants indicated a desire to have vertical mixed-use housing in Rolesville's future.

| Future Housing Development Type           | Participant Interest |
|-------------------------------------------|----------------------|
| Single-family homes                       | 78%                  |
| Senior living communities                 | 37%                  |
| Mixed-use developments                    | 32%                  |
| Accessory dwelling units                  | 28%                  |
| Townhouses                                | 27%                  |
| Attainable housing options                | 18%                  |
| Conservation/cluster housing developments | 15%                  |
| Multi-family homes                        | 9%                   |

The responses indicate that Rolesville stakeholders are largely interested in maintaining residential density of Rolesville's housing stock today. Continuing to develop the community's housing stock through predominantly single-family homes will maintain the aesthetics and residential density of the community. However, it should be important to note that single-family development is expected to continue burdening internal and surrounding roadways, as these units are largely automobile-dependent.

**Question #3** asked participants the top three features of Rolesville that they appreciate the most. This survey question allows the project team to understand community values and key interests. Through review of the write-in responses, the project team identified the top three desirable aspects of Rolesville:



- Small-Town Feel & Community: Residents feel connected to one another and the town. Rolesville's size has allowed residents to connect with one another and build community. Population growth was also identified as the largest concern to this aspect of the Town.
- Proximity & Accessibility: Residents are able to access the greater Triangle region from their backyard. Connectivity to major employment, retail, and services represents an incredible amenity for the Town.
- Parks, Greenways, & Natural Spaces: Many participants lauded Rolesville's excellent parks, trails, and natural spaces. These spaces provide weekend and after work activities across the Town. Visitors also noted these spaces as primary attractors to the community.

Respondents also largely identified the safety of Rolesville and its peaceful atmosphere as a major contributor to the community's livability. Results indicate that Rolesville residents enjoy the connectivity to the greater metropolitan region while having the perks of a small-town.

**Question #4** provided a list of concerns for Rolesville's future and asked participants to rank their top 3 concerns. Of interest, the most common concern was "Preserving the natural environment, streams, open spaces, wetlands, etc." with 59% of participants indicating it as a top concern. Environmental protection and community growth are intrinsically intertwined and will require strategic intervention to ensure that Rolesville's vibrant natural features are preserved and enhanced into the future. The second largest concern was, "Maintaining or creating a vibrant Main Street or downtown area" as identified by 51% of the survey respondents. This is consistent with other survey feedback which indicates that the health of Rolesville's Main Street and downtown nodes will be critical to the health of the community's future. The third largest concern identified by the question was, "Improving or maintaining parks and recreational opportunities" by 37% of the respondents. The Town's recreation amenities and trails have been identified as primary asset of Rolesville, so it is understandable that preserving and enhancing these facilities is a primary concern.

| Concern                                                                                    | Responses |
|--------------------------------------------------------------------------------------------|-----------|
| Preserving the natural environment, streams, open spaces, wetlands, etc.                   | 59%       |
| Maintaining or creating a vibrant Main Street or downtown area                             | 51%       |
| Improving or maintaining parks and recreational opportunities                              | 37%       |
| Increasing safe walking and bicycling options                                              | 28%       |
| Adequate public safety and emergency services                                              | 25%       |
| Maintaining safe, efficient transportation corridors to destinations outside of Rolesville | 22%       |
| Attracting jobs and economic growth                                                        | 19%       |
| Preserving historic and cultural resources                                                 | 14%       |
| Requiring high-quality design and materials for buildings                                  | 14%       |
| Improving public programs and facilities                                                   | 9%        |
| Housing attainability and availability                                                     | 8%        |
| Other (write-in)                                                                           | 8%        |

Write in options were largely concerned with population growth. Participant write-ins included comments on traffic, schools, and infrastructure impacts of continued development.

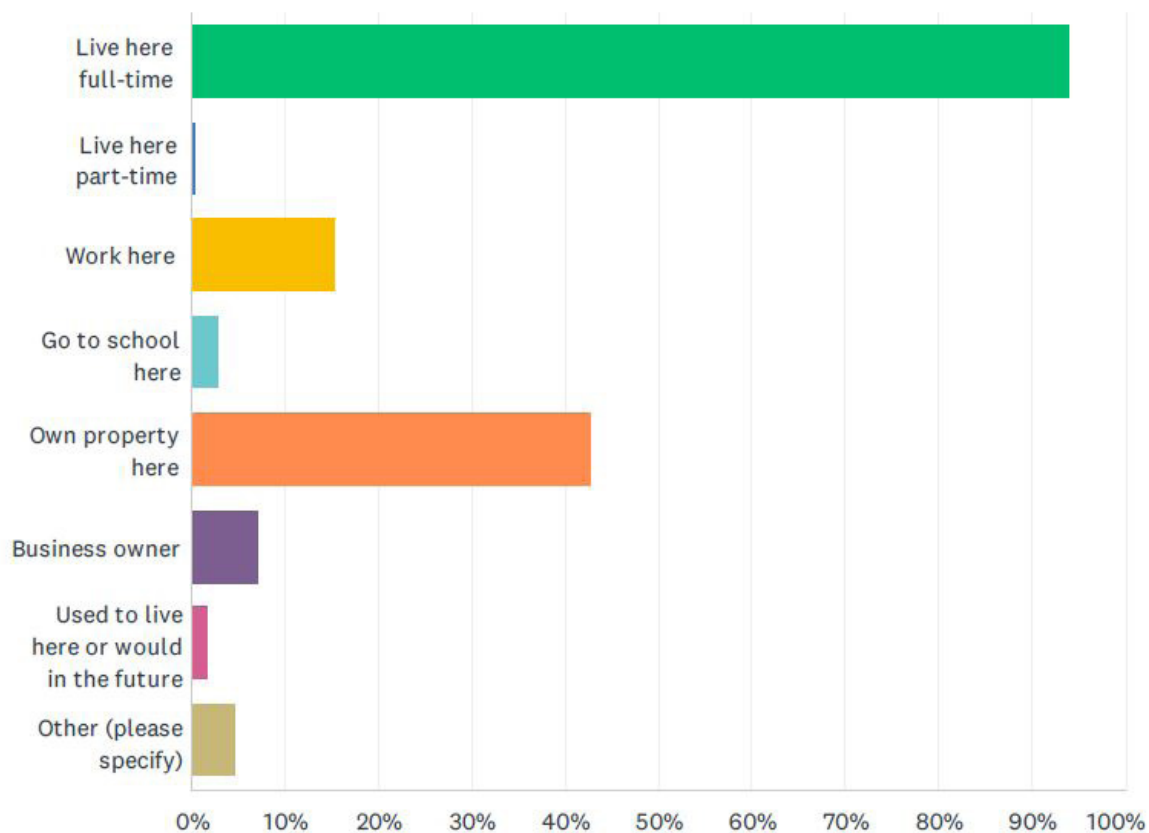
**Question #5** asked participants to brainstorm new programs or initiatives that they feel would make Rolesville the best place to live in North Carolina. Of the survey participants, approximately 197 respondents or 83% suggested an idea or program to enhance Rolesville. Feedback was largely grouped into seven main categories:

- Community Events – respondents indicated that additional, town-organized events would help bring the community together. Examples included large, seasonal events like Fall FunFest, additional movie nights, art and music festivals, and volunteer days.
- New Facilities – respondents also identified various specific facilities that would make this community stand apart. Several respondents identified the need for libraries and places for teens congregate. Senior centers and youth centers were also mentioned by various respondents. Other facilities included additional healthcare providers and public gardens.
- Recreation Enhancements – respondent initiatives primarily were intended to expand youth recreation opportunities in Town. The consensus amongst respondents appears to be that expanding youth activities should be a primary concern of the plan. Another reoccurring recreation theme was the opportunity to interconnect Rolesville via a greenway network that make the Town more active and accessible.

- Specialty Programs – a smaller group of respondents identified unique programs to improve the community. These initiatives, like gardening education, sewing courses, fitness classes, and senior assistance programs, were largely intertwined with facility recommendations from other responses, indicating consistency in community ideas for town improvement.
- Community Growth – many respondents discussed concerns about the town's continued growth, particularly managing housing development and its burden on infrastructure. Others identified a lack of commercial and retail options, noting expanded commercial space as a concerted improvement for Rolesville. Main Street and downtown improvements were noted by various respondents too, indicating that more non-residential growth is desired in Rolesville's core.
- Preservation & Environmental Education – respondent initiatives regarding the community's growth also branched into various environmental topics. Tree planting and preservation was a large theme amongst the initiatives, as well as open space and trail preservation. Residential growth was identified as the largest threat to this topic, and thus residential development prevention was also discussed.
- Other/Miscellaneous – of the remaining initiatives provided, various transportation themes emerged, such as increased multi-modal infrastructure and specific roadway improvements. Other notable initiatives included the recording of oral histories from Town residents, blessing boxes for anonymous donations, and the provisions of electronic scooters and bikes.

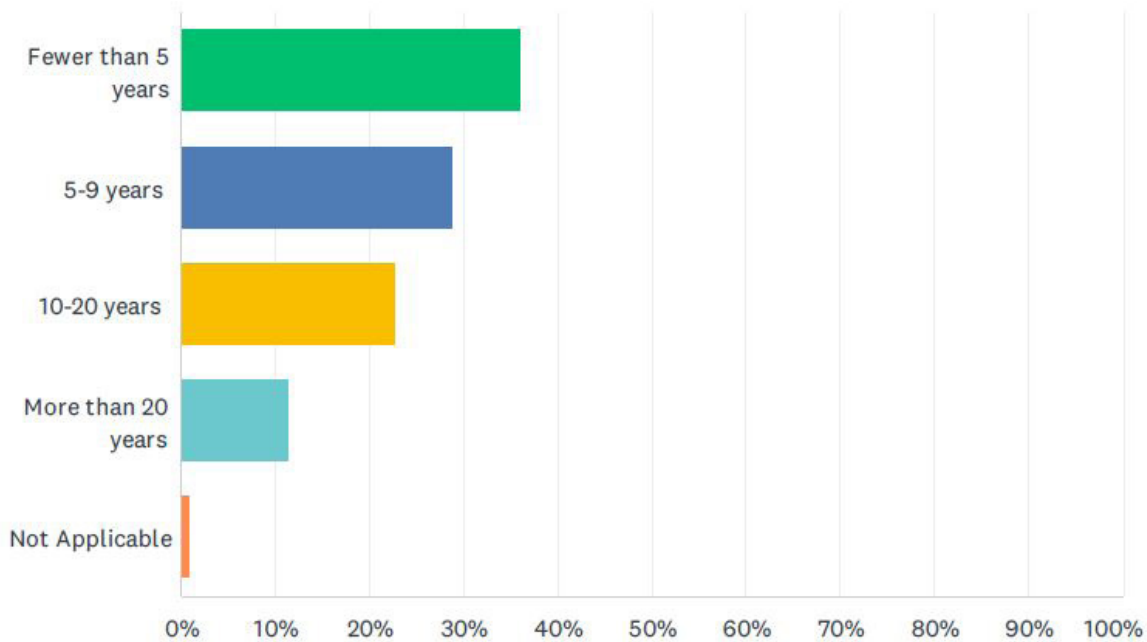
Survey results also identified demographic data of participants, which may be found below.

WHAT IS YOUR RELATIONSHIP TO ROLESVILLE? (SELECT ALL THAT APPLY)

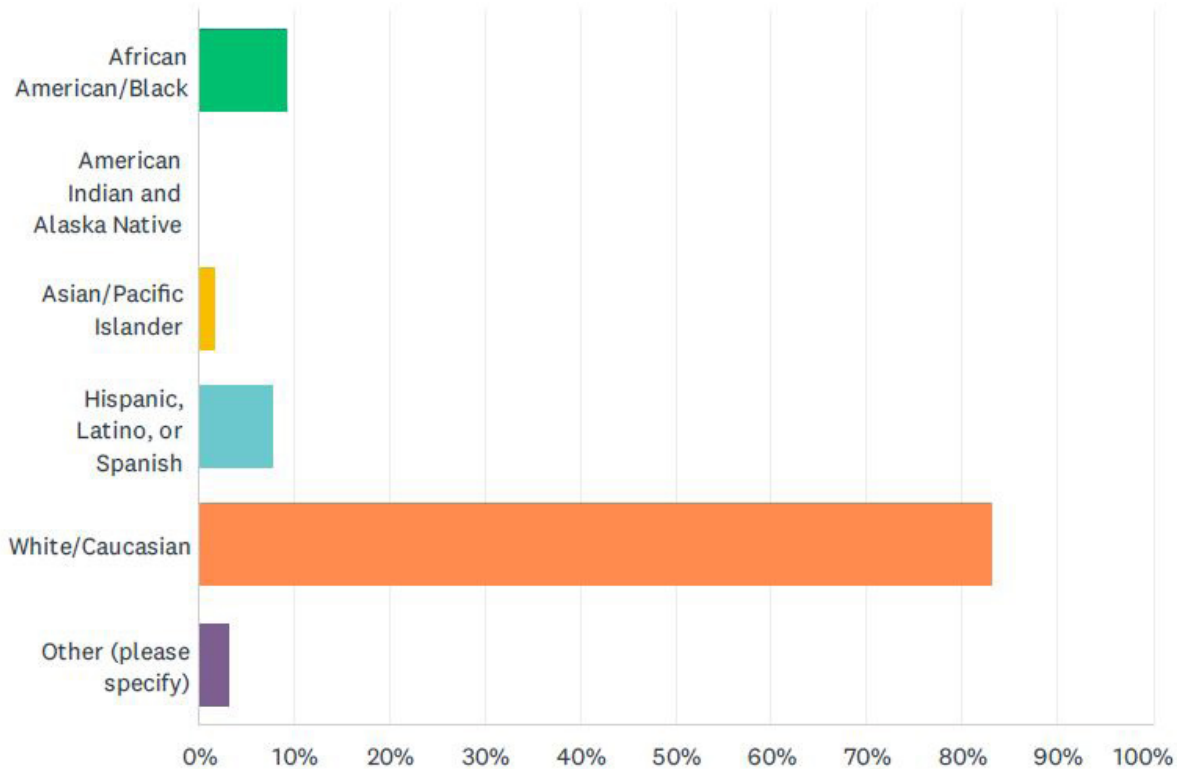




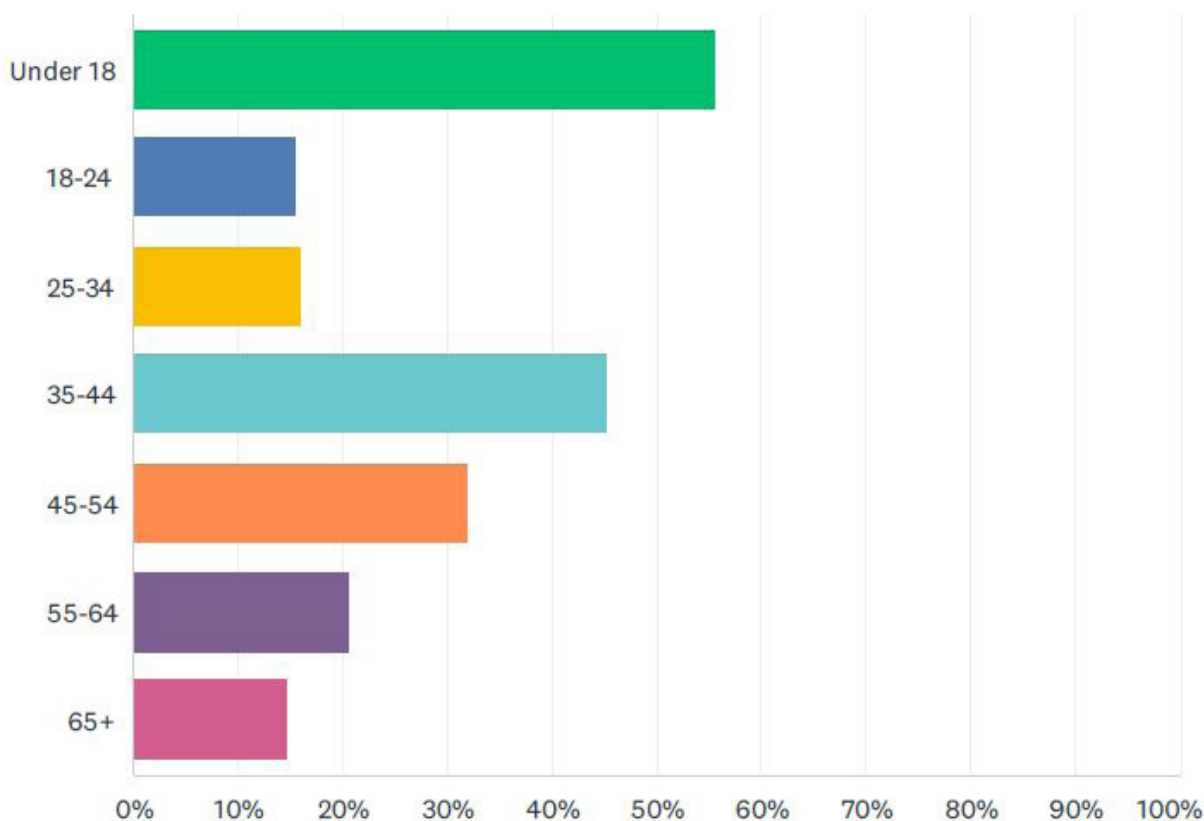
**HOW MANY YEARS HAVE YOU LIVED, WORKED, OR OWNED PROPERTY OR A BUSINESS IN ROLESVILLE?**



**WHICH OF THE FOLLOWING BEST DESCRIBES YOUR RACE/ETHNICITY? (OPTIONAL)**



**WHAT ARE THE AGES OF THE PEOPLE IN YOUR HOUSEHOLD? (SELECT ALL THAT APPLY, OPTIONAL)**



Of additional note, the survey asked that participants who are interested in the project provide their contact information for future updates and efforts. Approximately 110 participants provided their contact information, which was then used to keep the group updated about upcoming public engagement efforts. Those who volunteered their information may also serve as a resource during future plan implementation efforts.

## FOCUS GROUP INTERVIEWS

In addition to engaging the public at large, the project team also found value in working with specialized groups in Rolesville to help provide a well-rounded understanding of niche stakeholder groups. The following summaries reflect the input garnered during these five focus group interviews:

### GROUP #1: LOCAL BUSINESS OWNERS

Business leaders expressed that there is a desire to shop locally and support community businesses. Many of the business owners were also initially attracted to the Town because of the school system and family-friendly atmosphere. Preserving and enhancing this local charm will be critical to the success of Rolesville businesses and encourage a live/work/play lifestyle.

Many of the challenges expressed by the business leaders were associated with the balance of residential and nonresidential development, limited developable land and high rents, and the need to address the highest and best use of land before development. Leaders expressed that a lack of entertainment opportunities drives residents and visitors outside of Town. To address these challenges, the group discussed the need for a consistent vision between town documents and the business community, the need for the town to work closely with the Chamber of Commerce, and the opportunity to develop an incubator space for entrepreneurs.

### GROUP #2: LOCAL LAND OWNERS

Landowners of undeveloped parcels along the 401 Bypass expressed favor in developing the properties in a manner that benefits the residents and stakeholders of Rolesville. These interviewees understood the desire to develop non-residential facilities along 401, such as high-quality employers and restaurants, but discussed the need for a common vision of the parcel(s) to share with prospective buyers and developers. If these key parcels are not provided with direction from the Rolesville 2050 Comprehensive Plan and possible subsequent small area plans, the developer community will easily use the land to produce additional single-family subdivisions.

### GROUP #3: SENIOR LEADERSHIP

Senior leaders and officials of the Town discussed the need to explore growth options adjoining the jurisdictional limits of Rolesville. Parcels along the 401 bypass and Fowler Road were identified as key development potential for the community, and could help provide much needed, non-residential development. Leadership was interested in identifying mechanisms in the Comprehensive Plan that both preserve the parcels for future development and establish a unified vision for the parcels. The unified vision, also discussed by the 401 Landowners Group, would incentivize individual owners to bundle than land together and prevent the future 'vision' of the parcels from being fractured by individual sale to residential developers.

Furthermore, the focus group discussed the need to explore development potential in the watershed overlay district largely located east of the jurisdictional limits of the Town. Low impact development, such as passive parks or athletic fields could alleviate some of the community's development pressures and provide public recreation opportunities to the greater region.

#### **GROUP #4: MULTI-GENERATION COHORT**

The multi-generational group was represented by parents, high schoolers, and senior support services in the Rolesville community. This group identified the planning priorities of creating a park and recreation identity for the community and tying recreation improvements to a senior center. The group discussed the Town's aging population in relation to existing and future senior services such as affordable housing, adult daycare, and delivery/transportation services. High school representatives echoed the need for entertainment options in the community.

For the Comprehensive Plan's recommendations, the group discussed working to get the Town on the AARP's Network of Age Friendly Communities, which provides specific criteria for senior facilities and services. The group also discussed the proactive planning of parks and recreation facilities, including a senior center, and the development of a public parkland acquisition policy. Support policies identified by the group included digitizing greenway data in the Town, researching the establishment of a local historic district, and evaluating the success and use of regional on-demand transit options.

#### **GROUP #5: LOCAL DEVELOPERS**

The developer group was represented by individuals and businesses who develop land in Rolesville. This group has a deep connection to the community's Land Development Ordinance (LDO) and works closely with leadership during development considerations. This group iterated several challenges associated with Rolesville's rapid growth including strained Town employees, errors in the LDO, inconsistencies in the previous Future Land Use Map, and development constraints. An overarching theme from the group was the need to balance residential and nonresidential development in addition to diversifying the residential housing stock in the community with higher density options for young families and the elderly.

The group identified various plan recommendations, including modifications to the LDO that would strategically provide developers with flexibility while also removing ambiguity from other sections. Regional cooperation amongst the County's municipalities was also discussed as an opportunity to pool resources to address regional issues like traffic. Additionally, the group discussed opportunities to strategically develop in the Little River Watershed. Discussion regarding low-density residential development, and outdoor entertainment features were proposed for the district.

## PUBLIC WORKSHOPS & BOOTHS

The project team also employed in-person, community engagement with the general public in the form of workshops and informational booths. These events allowed project staff to speak candidly about the Town's present and future conditions with community stakeholders.

### FALL FUNFEST (OCTOBER 2024)

On October 26, 2024, project team staff hosted a booth at the Town's annual Fall Funfest event. The purpose of attending this event was to introduce residents and visitors to the project, and to solicit initial feedback about community needs and opportunities. Rolesville's Fall Funfest event was held at Redford Place Park and along Redford Place Drive from 11am to 4pm. The booth included information regarding the plans purpose and the steps taken to create the plan, demographics findings, maps of Rolesville including traffic counts and greenway infrastructure, and the 2017 comprehensive plan's future land use map.

Project team members also asked participants what they would like to see in the future of Rolesville. Responses varied, but the core theme included expanded retail, restaurant, and recreation opportunities. Participants expressed the desire to stay in Rolesville and utilize town businesses, rather than travel elsewhere for commercial experiences. Boutique retail, sit-down restaurants, and private recreation were expressed as needs to keep residents in Town on the weekends.

Additionally, many participants expressed concerns about the growth and traffic occurring in Town. Residents and visitors noted that traffic on Main Street makes it difficult to navigate Rolesville. Ongoing residential development was expressed as a concern that would only continue to increase traffic within the Town.

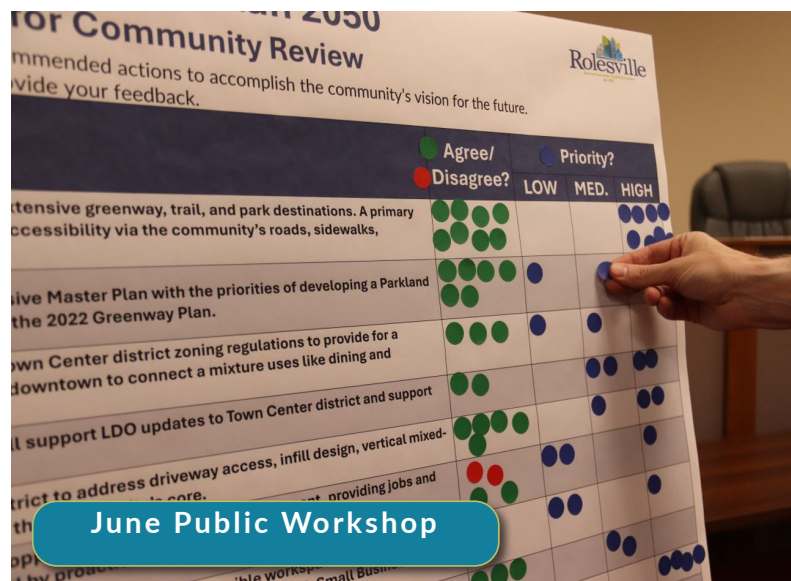
### PUBLIC WORKSHOP (JUNE 2025)

On June 24th, 2025, the project team hosted a drop-in workshop in the Town's Council Chambers from 3pm to 6pm. The workshop provided plan materials for public review, including preliminary recommendations for the plan, focus area opportunities, and the draft future land use map. Rolesville planning staff and leadership also attended the event to answer questions regarding current projects in relation to the planning efforts.



Workshop participants were largely in favor of the draft recommendations presented. Of note, the preliminary 'Big Ideas' presented for the comprehensive plan received various levels of public agreement, as shown by the booth exercise. Participant concerns about the future of the community were largely related to increased development, removal of trees, and traffic congestion, reflecting the same concerns heard at the Fall FunFest event in October.

Participants also helped refine the draft Future Land Use Map. Through their local knowledge of the community, participants assisted the project team in 'ground-truthing' the initial future land use designations and identifying inconsistent properties or projects. From these discussions, the project team was able to further refine the Future Land Use Map to reflect the local perspectives and intent.



The final station of the workshop asked participants to include any additional ideas that should be considered for the Rolesville 2050 Comprehensive Plan. Major themes of participant write-ins included expanding recreation and entertainment opportunities, preserving the natural environment, and the overall identity of Rolesville. The project team reviewed these features and worked with the Steering Committee to fold them into plan recommendations to support participant desires.

### PUBLIC WORKSHOP (AUGUST 2025)

On August 4th, 2025, the project team hosted the final plan workshop in the Town's Council Chambers from 3pm to 6pm. The workshop provided the final plan recommendations and future land use map for public review and comment. Rolesville staff attended the meeting and help answer questions related to the plan and current Town developments.

Participants were asked to prioritize recommendations in order to guide staff and stakeholders implementation following plan adoption. The project team discussed action items and recommendations with the workshop participants, who then selected an implementation priority (low, medium, and high) for each recommendation. Following the workshop, the project team

evaluated the action item priorities with the project Steering Committee in order to finalize plan priorities in accordance with public feedback.

Participants also provided final review of the draft Future Land Use Map. Attendees were largely in favor of the future land use map and designations, with only a few requested updates being brought forward. Through these requests, the project team was able to finalize the Future Land Use Map with confidence and community support.



## STEERING COMMITTEE

Throughout the planning process and plan development, the project team was advised by a Steering Committee. This committee, comprised of community stakeholders selected by Town leadership, met on a regular basis throughout the plan's development. The Committee brought a variety of ideas and perspectives to the Plan, engagement with project staff at key points in the development process to provide input, review, and considerations for the effort.

### MEETING #1

The Steering Committee was officially formed by Town Council on January 7<sup>th</sup>, 2025. Following the formation of the committee, the project team met with staff and committee members on January 28<sup>th</sup>, 2025. The purpose of the Steering Committee Meeting was to review the project purpose and schedule, discuss the existing conditions data assembled by the project team, and identify any additional considerations not yet addressed by the data. Committee members largely supported the findings of the project team, however three important considerations were noted by members:

- Consider county school capacities and required educational facilities. While Rolesville does not oversee or manage the development of educational facilities, the plan must consider the community's growth and its subsequent impact on school capacity.

- Note that healthcare offices, such as primary care facilities or urgent cares, are greatly limited in Rolesville, requiring residents to mostly travel out of the community for health care services.
- Walkability in the community should be a transportation priority. Sidewalks and trails offer diverse options to access the Town's excellent recreation system and downtown amenities.

### MEETING #2

The second Steering Committee was held on May 7th, 2025. The purpose of the meeting was to review major findings from data analysis and community engagement, and to discuss priority recommendations to enhance Rolesville. Steering Committee Members evaluated the findings from the Fall Funfest event, the Community Survey, and the Focus Group Interviews, and were presented initial recommendations by Town staff and the project team as well as preliminary considerations for the Future Land Use Map. The project team identified the need to align preliminary recommendations with community needs ahead of the June 24th Workshop. Members provided feedback to the project team and were given draft plan chapters for take home review and redlines.

### MEETING #3

The third meeting with the project Steering Committee was conducted on June 30th, 2025 following the second public workshop. In this meeting, committee members and the project team discussed workshop participant input on the draft plan recommendations and Future Land Use Map. The group worked to refined recommendations and future land use considerations during the meeting, and the project team distributed draft materials to Town Staff and Leadership for review following consensus building with the committee.

### MEETING #4

The final Steering Committee meeting was held on August 7th, 2025. This meeting provided the committee with the opportunity to review public feedback from the final project workshop. Attendees reviewed prioritization feedback from the event and provided guidance on the finalization of plan recommendation priorities. Additionally, the committee reviewed the final comments on the Future Land Use Map and confirmed changes to the Future Land Use Map in accordance with the workshop feedback. The committee was then provided a final draft of the plan for review ahead of the adoption procedures.

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# **ROLESVILLE**

## **2050**





# Plan Focus Areas



4





# TRANSPORTATION



## INTRODUCTION

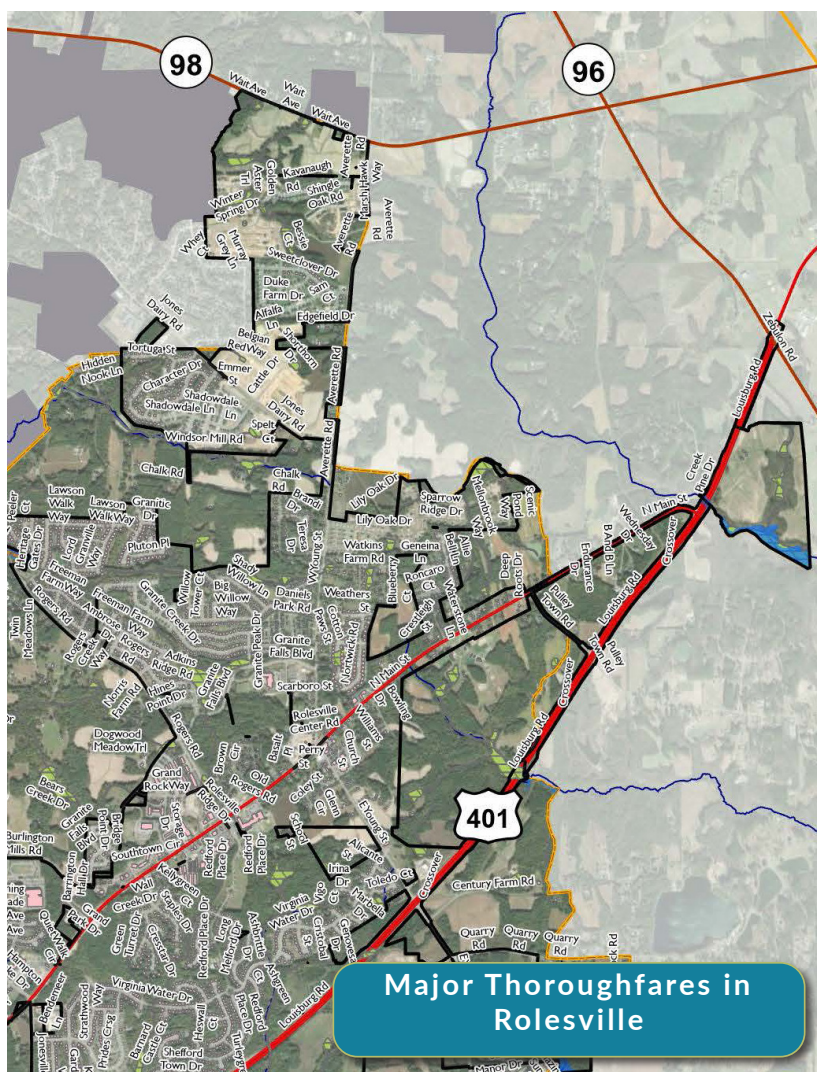
Rolesville's transportation network plays a vital role in shaping the growth, connectivity, and quality of the community. As a fast-growing town, Rolesville faces increasing demands on its roadways, pedestrian infrastructure, and public transit options. This chapter outlines a vision for a multimodal transportation system that supports safe, efficient, and sustainable mobility for all residents as the Town continues to experience growth.

## EXISTING CONDITIONS

### ROADWAYS

Rolesville's transportation network consists primarily of a roadway system dominated by local streets and state-maintained highways. Major corridors like U.S. 401 (Louisburg Road) and N.C. 96 serve as primary connectors to neighboring communities, including Raleigh and Wake Forest. However, rapid residential development has created challenges such as limited connectivity between neighborhoods and reliance on only a few major corridors.

Rolesville's roadways can be characterized by a mix of rural and suburban designs, with some areas lacking common roadway characteristics we find today, such as curb, gutter, and sidewalk. This partially reflects the town's quick transition from a once rural community to a more urbanized one.



## BICYCLE AND PEDESTRIAN INFRASTRUCTURE

Rolesville is actively advancing its multimodal and bike-pedestrian infrastructure to enhance connectivity, safety, and accessibility for residents and visitors. As outlined in the Existing Conditions Chapter, recent efforts focus on expanding networks that support both active transportation and recreational opportunities, ensuring they align with the town's broader goals for connecting residents to spaces without the need for a car.

A significant portion of Rolesville's greenway system has been shaped and expanded through contributions from incoming development. The Town's Land Development Ordinance (LDO) requires developers to incorporate greenway infrastructure into their projects, ensuring new developments contribute to the town's vision for a connected and accessible network.

This approach integrates greenways into residential, commercial, and mixed-use projects, with developers often dedicating land, providing easements, or constructing segments of the greenway system. By leveraging growth to build out the network, the town ensures that development aligns with its goals for connectivity, recreation, and sustainability. As a result, Rolesville's greenways are not only a reflection of community planning but also a product of strategic partnerships with the development community.

## MAIN STREET PROJECT

The Town of Rolesville's Main Street Project is a transformative initiative aimed at enhancing safety, accessibility, and multimodal connectivity in the heart of the town. The project includes the realignment of the Burlington Mills Road intersection with Main Street and comprehensive streetscape improvements such as upgraded crosswalks, landscaping, curb and gutter installation, and new sidewalks. Bicycle transportation enhancements will also be integrated along the corridor from Burlington Mills Road to Young Street, supporting the town's vision for a multimodal network.

The scope of the project has since expanded to include bringing 42 curb ramps up to Americans with Disabilities Act (ADA) standards, ensuring accessibility for all users. Additionally, offsite improvements tied to the future Wallbrook development include widening roadways, installing medians, adding landscaping, and constructing a 10-foot multi-use path. These upgrades not only modernize the town's transportation infrastructure but also create a more connected, pedestrian- and cyclist-friendly environment, aligning with Rolesville's broader goals for sustainable growth and enhanced quality of life.

## TRANSIT

The Town of Rolesville's public transportation offerings are evolving with the introduction of MicroLink, GoRaleigh's on-demand microtransit service. Unlike traditional fixed-route transit, MicroLink operates within designated service zones, providing curb-to-curb rides on an as-needed basis. Riders may need to walk to nearby streets for pick-up, which helps minimize wait times and improve efficiency.

Replacing the former 401X service provided by GoRaleigh, MicroLink connects Rolesville to key destinations in Wake Forest and provides links to WRX service for trips to downtown Raleigh. As a pilot program running through June of 2025, MicroLink operated Monday through Friday from 7:00 AM to 6:00 PM, excluding holidays, and allows riders to request trips during the service window without advance booking.

As Rolesville's population continues to grow, transit solutions like MicroLink will play a crucial role in enhancing mobility and accessibility for residents. To meet the increasing demands of a larger community, public transportation offerings should be continually evaluated and expanded. This includes considering increased service hours, additional routes, and enhanced regional connections to ensure that Rolesville's transit system aligns with its growth trajectory and evolving needs.

## CHALLENGES

Rolesville faces several challenges in its transportation system as it transitions from a rural community to a growing suburban town. Limited connectivity between neighborhoods and an over-reliance on a few major corridors, such as U.S. 401 and N.C. 96, strain the roadway network. Many roads still feature rural designs and lack modern infrastructure like curbs, gutters, and sidewalks, further complicating mobility. Public transit options remain sparse, with services like the MicroLink pilot program that was limited to weekday business hours, and which replaced the previously offered 401X service, leaving gaps in accessibility for residents. Additionally, the rapid population growth places increasing demands on the transportation system, underscoring the need for significant upgrades and expanded options.

## OPPORTUNITIES

Despite these challenges, Rolesville has several opportunities to enhance its transportation network. The town is actively advancing multimodal infrastructure, including greenways, which promote non-vehicular travel and connectivity. By requiring developers to contribute to the greenway system, Rolesville ensures that new growth aligns with its vision for accessibility and

recreation. Continuing to leverage private contributions to the pedestrian network within the Town can be accomplished through additional pedestrian considerations within the Town's Land Development Ordinance. The MicroLink pilot program offers a flexible and innovative transit solution that could be expanded to meet future demands. Additionally, the town's proximity to Raleigh and Wake Forest presents opportunities to strengthen regional transit connections.

## ECONOMIC DEVELOPMENT



Rolesville is experiencing substantial residential development growth, primarily in single-family housing. As a result, Rolesville continues to move in the opposite direction of its previously stated goals of balancing the tax base. To rebalance, it will need to focus on the Hwy 401 Bypass to provide commercial development for a jobs/tax base balance.

Development in the targeted areas will fulfill demand gaps identified in the 2018 plan – with the exception of industrial/flex development. The dynamics of the market continue to be strong and otherwise, unchanged.

Commercial use demand over a 10-year period was identified in the 2018 EDSP report to include:

- Office/Flex - 210,510 sf
- Retail - 159,784 sf
- Industrial - 499,470 sf

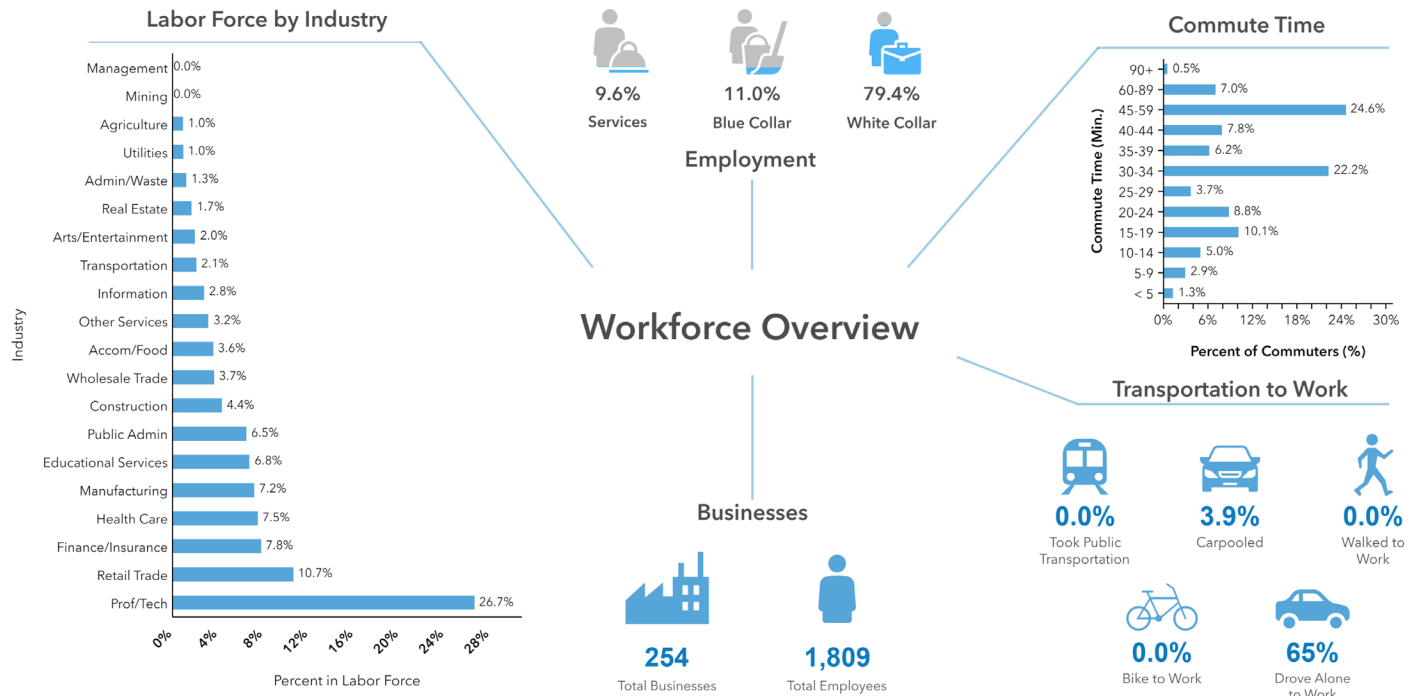
The recommendations and tasks of the 2018 have largely been completed. As Rolesville continues to grow as a predominately residential bedroom community, it desires additional amenities and opportunities for expanded development to provide jobs, entertainment and recreation. Therefore, consideration must be given to balancing preservation with growth of commercial land uses.



## Economic Development Profile

Rolesville, NC

Geography: Place



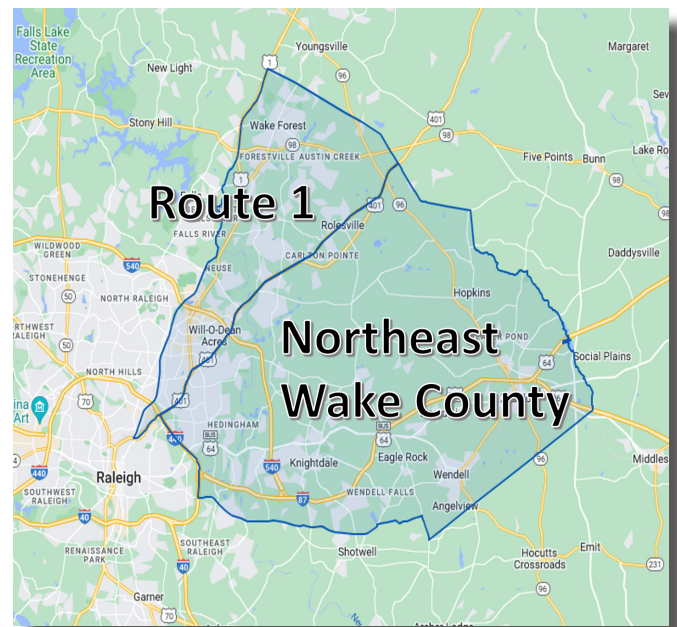
Source: This infographic contains data provided by Esri (2024), Esri-Data Axle (2024), ACS (2018-2022), Esri-U.S. BLS (2024), AGS (2024).

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## COMMERCIAL REAL ESTATE SUPPLY SUMMARY

### NORTHEAST WAKE COUNTY & ROUTE 1 SUB-MARKETS

The influence of underlying land use policy is determined by housing and commercial real estate markets. The commercial real estate market in the Raleigh region tracked by CoStar includes a total of twenty submarkets, including neighboring counties. Of these, two submarkets – Route 1 and Northeast Wake County straddle Rolesville along the US Highway 401 Corridor. These submarkets all remain strong with little vacancy and continued rent and sales growth. The chart on the following page highlights the reduction in year over year (YoY) vacancy. Negative absorption in retail and industrial indicates excess inventory.





## NORTHEAST WAKE COUNTY &amp; ROUTE 1 SUBMARKET INVENTORY

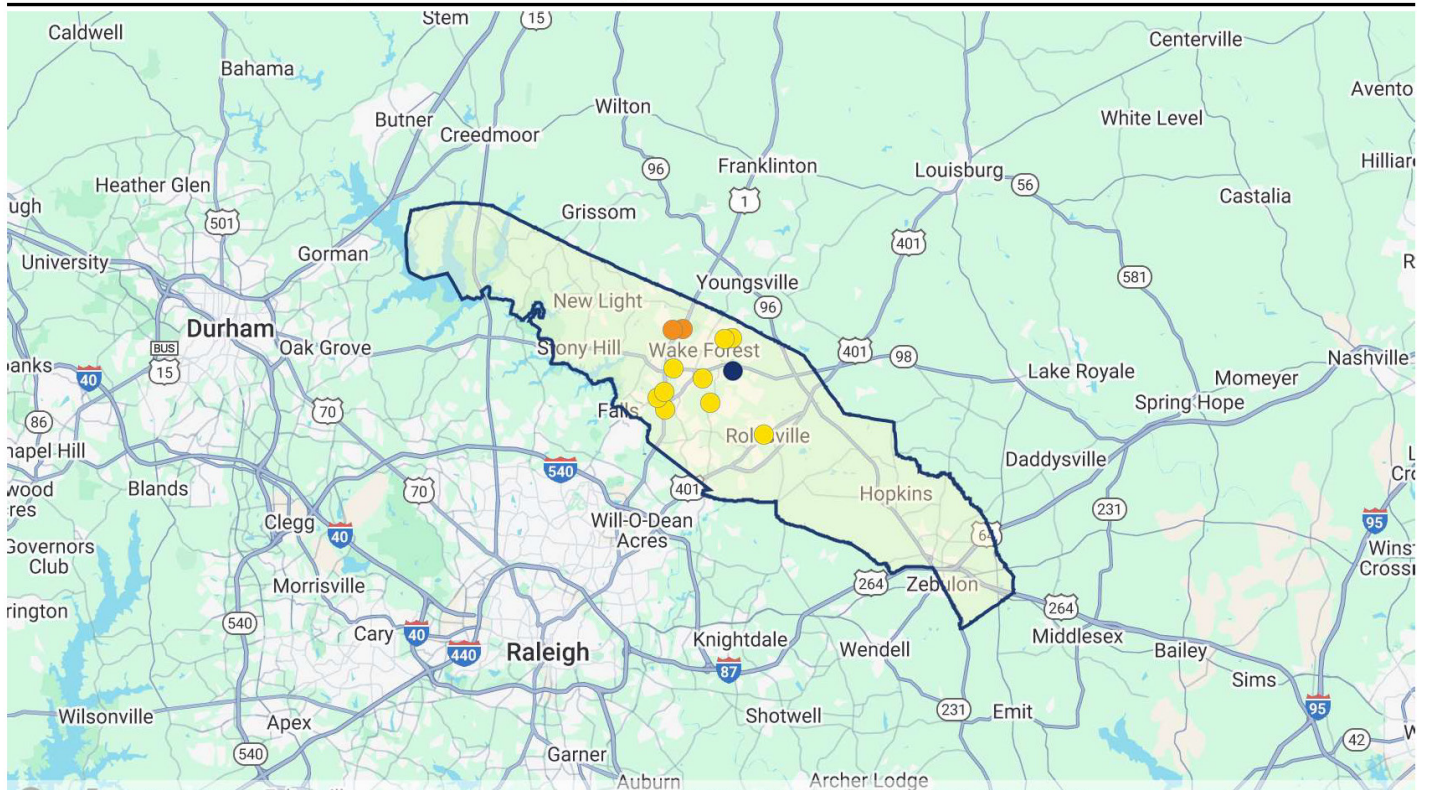
|                                                                                                                                                                                          | 4Q2024               | Route 1       | NE Wake County |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|---------------|----------------|
| Retail                                                                                                                                                                                   | Inventory            | 10,817,013 SF | 6,462,038 SF   |
|                                                                                                                                                                                          | 12 Mo Net Absorption | 286,00 SF     | (35,700 SF)    |
|                                                                                                                                                                                          | Vacancy Rate (YoY)   | -0.8%         | 0.9%           |
|                                                                                                                                                                                          | Market Rent/unit     | \$26.63/SF    | \$21.65/SF     |
|                                                                                                                                                                                          | Market Sale/unit     | \$251/SF      | \$237/SF       |
|                                                                                                                                                                                          | Market Cap Rate      | 6.7%          | 6.7%           |
|                                                                                                                                                                                          | Under Construction   | 102,119 SF    | 31,257 SF      |
| Office                                                                                                                                                                                   | Inventory            | 4,285,201 SF  | 1,178,478 SF   |
|                                                                                                                                                                                          | 12 Mo Net Absorption | 56,200 SF     | 45,500 SF      |
|                                                                                                                                                                                          | Vacancy Rate (YoY)   | -1.3%         | -3.9%          |
|                                                                                                                                                                                          | Market Rent/unit     | \$27.66/SF    | \$28.09/SF     |
|                                                                                                                                                                                          | Market Sale/unit     | \$171/SF      | \$180/SF       |
|                                                                                                                                                                                          | Market Cap Rate      | 9.5%          | 9.4%           |
|                                                                                                                                                                                          | Under Construction   | 85,000 SF     | 28,600 SF      |
| Industrial                                                                                                                                                                               | Inventory            | 9,933,197 SF  | 14,210,079 SF  |
|                                                                                                                                                                                          | 12 Mo Net Absorption | (107,000 SF)  | 41,100 SF      |
|                                                                                                                                                                                          | Vacancy Rate (YoY)   | 1.1%          | 2.1%           |
|                                                                                                                                                                                          | Market Rent/unit     | \$14.28/SF    | \$11.57/SF     |
|                                                                                                                                                                                          | Market Sale/unit     | \$149/SF      | \$131/SF       |
|                                                                                                                                                                                          | Market Cap Rate      | 8.2%          | 8.0%           |
|                                                                                                                                                                                          | Under Construction   | 0 SF          | 469,870 SF     |
| *Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred. The price index is not smoothed. |                      |               |                |

## RESIDENTIAL REAL ESTATE SUPPLY SUMMARY

Rolesville is largely made up of the same type of housing product – single family homes. This trend continues, as many of the new developments continue to provide this product type. The 2018 EDSP recommended diversification of housing to include other types such as apartments.

|             | 2Q2024                   | Northern Outlying |
|-------------|--------------------------|-------------------|
| MultiFamily | Units                    | 5,995             |
|             | Absorbed Units (12 Mo)   | 897               |
|             | Vacancy Rate (YoY)       | -5.8%             |
|             | Market Effective Rent    | \$1,580           |
|             | Market Sale/unit         | N/A               |
|             | Market Cap Rate          | 5.2%              |
|             | Units Under Construction | 260               |

Per the 2023 Development Report from the Rolesville Planning Department, there were nearly 1,000 single family lots and 154 townhomes approved, with 853 permits issued, 86.9% of which were for single family lots. New apartments were also approved, thereby filling the estimated gap in the 2018 plan. As the supply continues to grow, demand for commercial amenities such as retail will increase over time.



## NEW RESIDENTIAL DEVELOPMENT

| Subdivision                   | Total Buildable Lots | Total Permits Issued Per Development | Un-permitted Lots Remaining | Permits Issued in September | Permits Issued YTD |
|-------------------------------|----------------------|--------------------------------------|-----------------------------|-----------------------------|--------------------|
| Carlton Pointe                | 301                  | 301                                  | 0                           | 0                           | 1                  |
| Chandler's Ridge              | 95                   | 95                                   | 0                           | 0                           | 0                  |
| Elizabeth Springs             | 97                   | 75                                   | 22                          | 3                           | 8                  |
| Granite Crest Phase 3C        | 19                   | 5                                    | 14                          | 0                           | 3                  |
| Perry Farms                   | 113                  | 110                                  | 3                           | 1                           | 4                  |
| Preserve at Jones Dairy South | 215                  | 105                                  | 110                         | 11                          | 43                 |
| Meadows at Jones Dairy        | 132                  | 23                                   | 109                         | 5                           | 23                 |
| Regency at Heritage PH3       | 27                   | 27                                   | 0                           | 0                           | 19                 |
| <b>TOTAL</b>                  | <b>999</b>           | <b>741</b>                           | <b>258</b>                  | <b>20</b>                   | <b>101</b>         |

## REAL ESTATE DEMAND

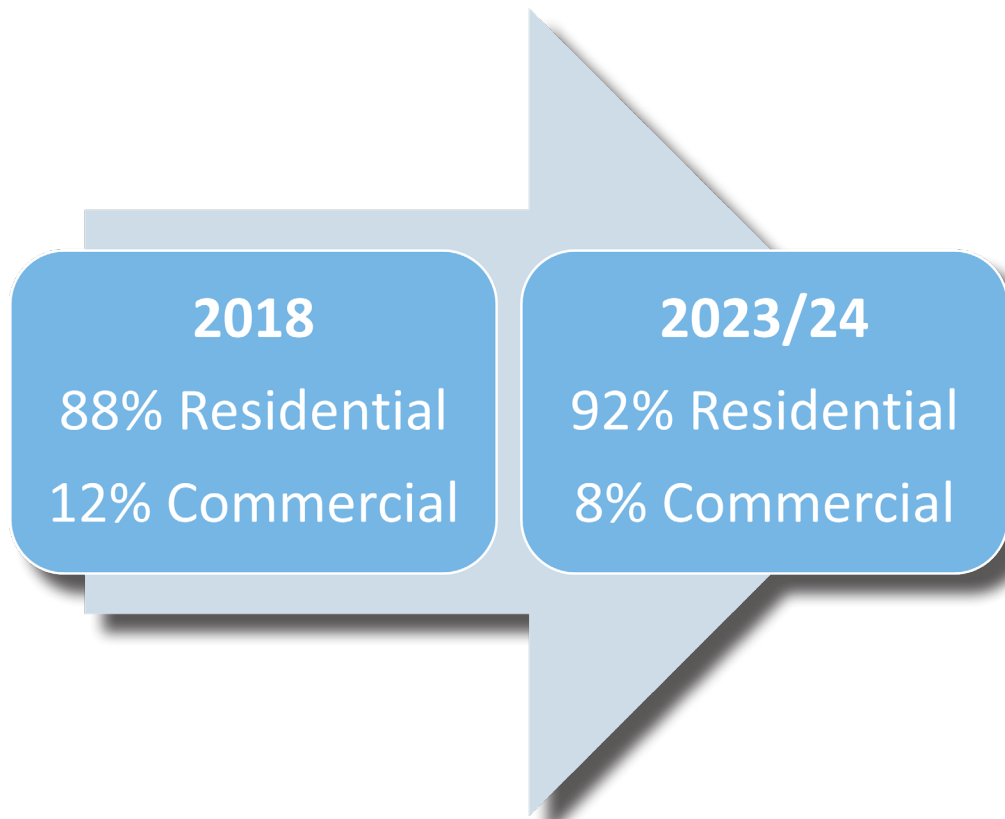
The estimated demand outlined in the 2018 has been partially met by development projects in the targeted areas. However, population growth together with updated 2023 employment figures provides for a projection of additional demand over a 10-year period, assuming its current capture rate of approximately 1% of the market.

| 2018 Demand Estimates |                 | 2025 Demand Estimates |                 |
|-----------------------|-----------------|-----------------------|-----------------|
| Office                | 206,510 sq. ft. | + 9,500 sq. ft.       | 216,010 sq. ft. |
| Retail                | 159,784 sq. ft. | +131,000 sq. ft.      | 290,784 sq. ft. |
| Industrial            | 499,470 sq. ft. | +12,000 sq. ft.       | 511,470 sq. ft. |
| Housing               | 1,330 units     | +483 units            | 1,813 units     |

| Pipeline Development fulfilling Demand |                 |
|----------------------------------------|-----------------|
| Office                                 | 159,000 sq. ft. |
| Retail                                 | 159,000 sq. ft. |
| Industrial                             | n/a             |
| Housing                                | 1,154 units     |

## TAX BASE

With the substantial increase in residential development, this has shifted the tax base into further dependence on services which challenges the goals of a balanced tax base. Only a focus on balancing added housing with commercial development will reverse this trend. The risk is the loss of the “small town charm” that residents have come to expect and enjoy.





## TARGETED DEVELOPMENT AREAS

The goal of the Main Street Plan was to expand housing, shopping and entertainment options along the Main Street Corridor in three targeted development areas.

### THEN

#### North – Young St. Intersection

##### Theme: Town Center Core

- Celebrating original downtown;
- Furniture anchor with small scale shops, boutiques and dining;
- Streetscape improvements;
- Authentic Main Street experience;
- Small retail and office, connected to housing, civic spaces, parks and greenways.



### TODAY

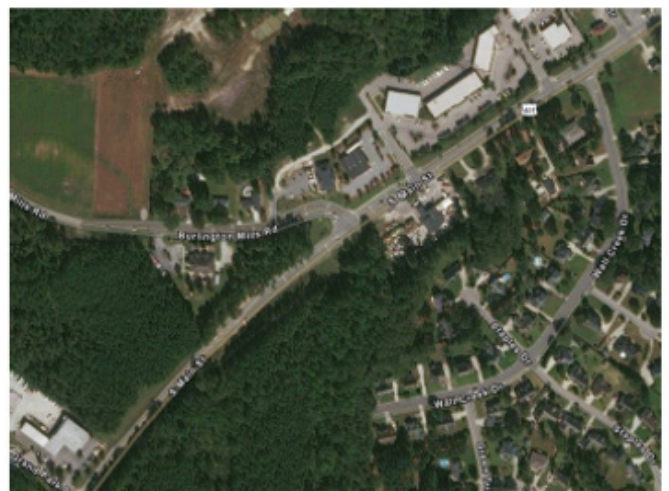
The Cobblestone Village mixed-use development under construction by KDM Development includes 50,000 sq.ft. of retail and restaurant space, over 180 apartments, and a trail connection to Main Street Park.

### THEN

#### Central – Burlington Mills Rd.

##### Theme: Lifestyle Village

- Expanded housing options with higher density to support retail;
- Townhomes, apartments and senior housing;
- Enhanced connectivity via sidewalks, greenways and parks;
- Connections to Main Street retail.





## TODAY

The Wallbrook project being developed by Crosland SE includes 265,000 sq.ft. of commercial space, including a grocery store, and 140 townhomes.

## THEN

### South – South Main St. @ Bypass Theme: Gateway Mixed-Use

- Mixed-use development with a focus on employment;
- Larger workspace environments which incorporate retail, entertainment and housing;
- Urban gateway center connecting to community college and employment centers in the region.



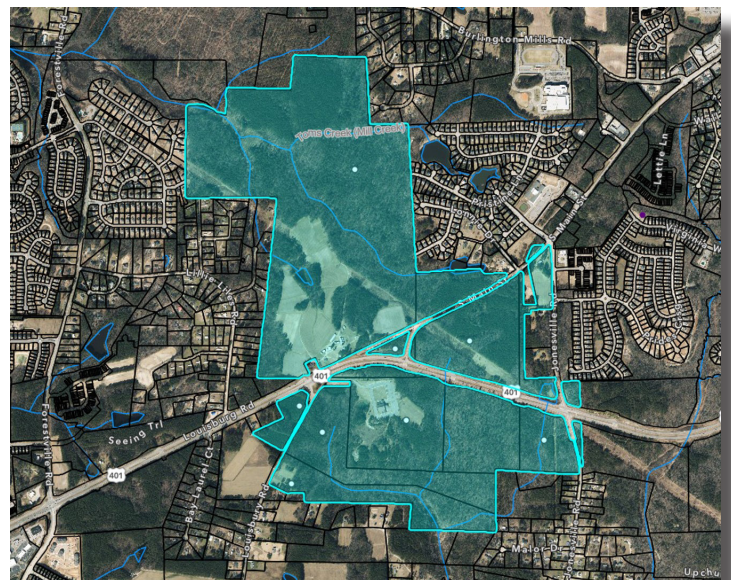
## TODAY

This area where South Main Street (or US 401 Business) breaks off from the US 401 Bypass provides a gateway from Raleigh into Rolesville. Much of this land area includes two large parcels, some of which are actively farmed, and the Neuse Baptist Church. The area remains largely undeveloped, allowing future concept planning to establish a vision for this important gateway into Rolesville.

## GATEWAY AREA

Focus for the future development of this targeted development area might include:

- Site Planning
- Due Diligence
- Collaboration with Land Owners
- Development Proposals



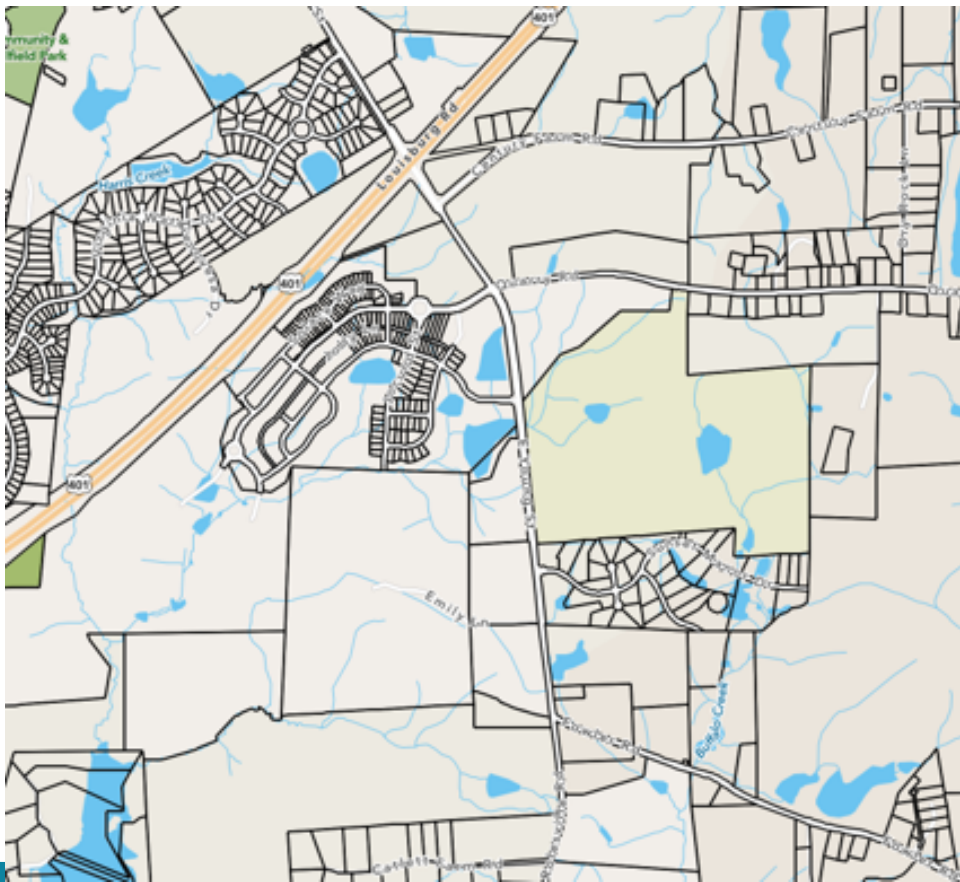
## RECOMMENDED ADDITIONAL AREA

Bypass North is an area not identified as part of the Main Street study or EDSP as much of it was largely undeveloped. The addition of large scale residential projects suggest that this should be considered in the Comprehensive Plan Update.

### BYPASS NORTH AREA

This bypass area, the subject of the previous commercial growth study, has seen little commercial development. Continued efforts to activate this area, including Site Assessment assistance from Wake County have continued to conclude site challenges such as topography and watershed with development in this area.

The Point is a new 800 single family home development south of bypass at E. Young St. as this and other residential developments to the north will continue to put pressure of added population and vehicular traffic as other more developable sites are built out. This new development, when fully built out, will provide additional population and demand for other goods and services along the Bypass. In addition to The Point, this area where the 401 Bypass intersects E Young Street, eventually becoming Rolesville Road heading south is beginning to gain commercial interest.



## 2018 ECONOMIC DEVELOPMENT STRATEGIC PLAN

The 2018 Economic Development Strategic Plan focused on three main themes and targeted development areas. From these themes a set of goals and strategies were established, most of which were completed through 2024. Through interviews with the Community & Economic Development Department, these accomplishments are highlighted.

### Build for the Future

Created ED Department & Hired Mical McFarland

Built relationships with County EDC, Rolesville Chamber & established a downtown group

Focused development in targeted growth areas ~ new projects

Began Main Street Corridor projects  
Initiated Land/Building inventory

### Create Community to Attract Talent

Downtown Group utilized services of NC Main St. program

Expanded Park/Recreation Areas (e.g. Farm Park)

Revised/updated Visit Raleigh guide and advertised in the annual NC Economic Development Guide

### Market to Build the Local Economy

Hired Communications Director and merged within ED Department

Branding and Wayfinding Signage program implemented

Began monitoring of metrics

# HOUSING & LAND USE



## INTRODUCTION

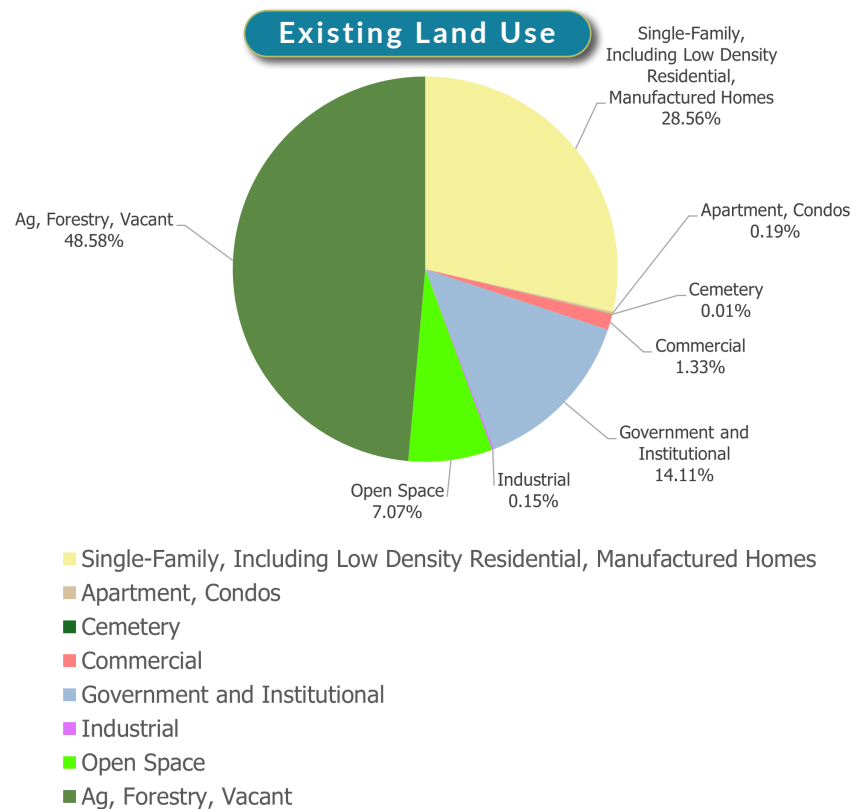
The Town of Rolesville has experienced significant growth in recent years, transitioning from a small rural community to a vibrant, rapidly expanding town. Historically known for its agricultural roots and close-knit community, Rolesville has become one of the fastest-growing municipalities in the region. This growth is fueled by its strategic location near Raleigh, excellent schools, and the high quality of life it offers. As new residents and businesses continue to move in, the town faces the challenge of managing this expansion in a way that preserves its unique character while meeting the demands of a growing population.

Managing housing and land use effectively is essential to maintaining a high quality of life for its residents. The town's leadership recognizes the need for a balanced approach that accommodates growth while preserving open spaces and the community's small-town feel. This section of the comprehensive plan update focuses on the current housing stock, zoning map, development trends, and infrastructure and utilities. It also identifies challenges and opportunities that will shape the town's future, aiming to create a sustainable and inclusive environment for all residents.

## EXISTING CONDITIONS

### HOUSING STOCK

Rolesville's housing stock is predominantly single-family residential homes, reflecting the town's historical development patterns. According to the existing land use data, single-family, low-density residential, and manufactured homes account for approximately 28.56% of the land use. There is a growing demand for more varied housing options to accommodate a broader range of residents.





## ZONING MAP

The current zoning map of Rolesville supports a mix of residential, commercial, and agricultural uses. However, the predominance of residential zoning, particularly for single-family homes, limits the potential for commercial and mixed-use developments. Strategic updates to the zoning map are necessary to encourage balanced growth and meet the evolving needs of the community.

## LAND DEVELOPMENT ORDINANCE (LDO)

Section 3 of the Rolesville Land Development Ordinance outlined the twelve zoning districts within the Town, four of which are residential districts, five non-residential, and three mixed-use districts. While five types of non-residential districts are currently offered in the community, only the GC (General Commercial) and CH (Commercial Highway) districts allow for varieties of retail uses. Because retail uses are identified and understood to make up a very small percentage of the overall land use in Rolesville, there is opportunity to promote additional utilization of these districts where appropriately planned infrastructure exists. Along with identifying additional areas appropriate for commercial zoning designations, the Town's mixed-use districts provide a unique opportunity to blend residential and commercial uses seamlessly.

By leveraging the flexibility of mixed-use zoning, Rolesville can encourage developments that not only meet the needs of its growing residential population but also attract diverse commercial enterprises. This approach will help create vibrant, walkable communities where residents have convenient access to shopping, dining, and services, thereby enhancing the overall quality of life in the Town.

## DEVELOPMENT TRENDS

Recent development trends in Rolesville indicate a surge in residential subdivisions, driven by the town's attractive location and quality of life. There has also been an uptick in commercial development, although at a slower pace. Significant residential projects with commercial components have been recently approved in the Town, including the notable Wallbrook Development that aims to bring both residential and non-residential growth. As Rolesville continues to develop, it is likely that these trends of mixed-use developments will shape the town's future and attract even more private investment. More information on pending and approved projects in the Town can be found on the Rolesville Development Projects page.

Commercial land use currently constitutes 1.33% of the total land use. The town's proximity to Raleigh and other urban centers contributes to its appeal, making it a desirable location for new residents and businesses alike.



## CHALLENGES

### LIMITED COMMERCIAL ATTRACTIONS

One of the primary challenges facing Rolesville is the limited number of commercial attractions. The town's economic base is heavily reliant on residential development, which can lead to an imbalance in the tax base and limit local employment opportunities. Encouraging more commercial and mixed-use development is necessary to diversify the town's economy and provide amenities for residents.

### SINGLE-FAMILY RESIDENTIAL DOMINANCE

The dominance of single-family residential housing in Rolesville poses a challenge to creating a more inclusive and diverse community. Single-family homes currently account for a significant portion of land use, while multi-family options like apartments and condos are limited to just 0.19%. There is a need to promote a wider range of housing options, including mixed-use developments and townhouses, to accommodate different income levels and household types.

### INFRASTRUCTURE LIMITATIONS

Infrastructure limitations, particularly in water, sewer, and transportation networks, are significant barriers to growth. These limitations can hinder the town's ability to attract new businesses and residents. Addressing these issues through strategic investments, continued coordination with the City of Raleigh Public Utilities (CORPUD) and planning is essential for sustainable development.

## OPPORTUNITIES

### ACCESSIBILITY

Rolesville's accessibility, with its proximity to major highways and urban centers like Raleigh, presents a significant opportunity for growth. Improving transportation infrastructure, including road networks and public transit options, can enhance connectivity and attract more residents and businesses to the area.

### PARKS

The town's commitment to parks and green spaces is a major asset. Open space currently accounts for 7.07% of land use, providing ample opportunities for recreational development. Expanding and enhancing these recreational areas can improve the quality of life for residents and make Rolesville an even more attractive place to live. This focus on parks also aligns with broader trends towards promoting healthy, active lifestyles.



## CREATING DOWNTOWN PRESENCE

Developing a vibrant downtown area presents an opportunity to create a central hub for the community. A well-planned downtown can serve as a focal point for cultural, social, and economic activities, fostering a strong sense of community and identity for Rolesville.

In summary, the Town of Rolesville's comprehensive plan update must address current challenges while leveraging opportunities to shape a sustainable and inclusive future. By focusing on diverse housing options, strategic land use planning, and infrastructure improvements, Rolesville can continue to thrive as a dynamic and welcoming community.

# PARKS, RECREATION, & COMMUNITY CHARACTER



## INTRODUCTION

The character and culture of a town can mean a lot of things to its residents. Some value Rolesville because it's where they grew up, what they would define as "home". Others may be new to the Town but have built friendships here. Fostering a community culture strengthens a place over time and leads to a more actively engaged community.

Often, communities that surround metropolitan cores can lose this sense of identity and culture, as residents of these "bedroom communities" spend all their free time elsewhere. In turn, this isolates residents of the bedroom community from one another, and one's home is simply a place to stay at night. But a community can become something truly special when its residents are encouraged and equipped to gather together and share experiences.

Park, recreation, and gathering spaces can help foster opportunities to bring residents together and define a community identity. These facilities offer venues for events and represent amenities that encourage residents enjoy their free time in Town. Whether it be through structured events or passive interactions at the park, these facilities are important elements of building a community. Intentionally designed amenities can also enhance a regional identity and attract visitors.

## EXISTING CONDITIONS

### PARK FACILITIES

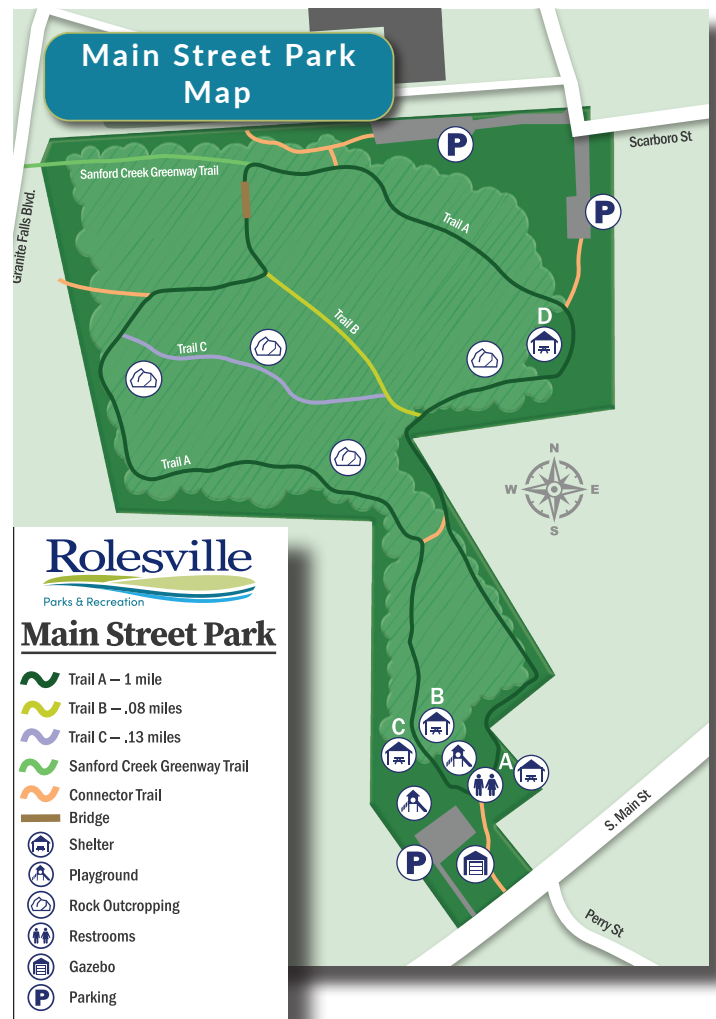
One of Rolesville's greatest strengths in the community character element is its robust parks and recreation offerings. Throughout plan engagement, various residents and visitors praised the Town's recreation network and programs, with visitors stating they solely come to Rolesville for recreation.

The Town currently operates four recreation facilities, with a fifth master plan under construction:

**Main Street Park** is located in the Town's core, and offers visitors over two miles of walking trail in addition to a selection of picnic shelters and a playground. The park can be accessed from Main Street itself, or via the trail network that connects to the Granite Falls Swim & Athletic Club, Sanford Creek Elementary School, and the great Granite Falls neighborhood.

**Mill Bridge Nature Park** offers a more passive experience to visitors than Main Street Park. The nature park showcases two waterfalls along Sanford Creek, which can be viewed from the park's trail network of about 0.8 miles. The park also features an amphitheater which seats 200 guests.

**Redford Place Park** is located across Main Street from the Main Street Park and contains three baseball/softball fields in addition to picnic shelters and restroom facilities.



**Rolesville Community Center** adjoins Town Hall and contains venue space that can host up to 293 people. This space is flexible to meet the needs of community-wide or private events and serves as another source of revenue for the Parks and Recreation Department.

**The Farm** is Rolesville's most ambitious parks project which began construction in 2024. The site master plan includes 3 miles of paved trails and a variety of natural and synthetic baseball diamonds and multi-use fields which surround "the Octagon" and multipurpose bathroom and concessions facility. While the site features a robust commitment to organized sports, the park also features an agritourism area, playgrounds for all ages, dog parks for large and small breeds, and a 5,000 square foot events center. Rolesville's ongoing commitment to recreation and program development is demonstrated in its development of this master planned site. The resulting park will not only serve as a regional attraction for organized sports, but will also create a sense of place for residents to gather.

**Private facilities** near Rolesville provide athletic and recreational services, for a fee. The Granite Falls Athletic Club is in close proximity to Main Street Park and offers aquatic facilities and fitness equipment to members. Similarly, the Fantasy Lake Adventure Park provides aquatic and outdoor amenities to Rolesville residents and visitors. Both facilities, while private, are highly regarded as beneficial to the community and provide aquatic offerings not currently provided by the Town.

## PROGRAMS & POLICIES

### ATHLETIC PROGRAMS

In addition to the Town's physical structures and facilities, Rolesville offers a variety of programming opportunities that allow residents with similar interests to come together. The Town hosts organized athletics, historically offering softball, basketball, flag football, and soccer amongst youth and adult leagues. It is anticipated that these offerings will increase as the development of The Farm provides additional baseball/softball diamonds and multi-purpose fields.

### CIVIC PROGRAMS

Rolesville also provides a variety of programming opportunities in addition to organized athletics. Program options include:

- Line Dancing
- Kids Tea Etiquette
- Art Classes
- Barn Quilting
- Zumba
- Chair Yoga

- Yoga
- Bingo
- Trivia
- Nature Courses
- Summer Camp
- Day Trips to NC Fair and Danville Casino

These opportunities help bring residents and visitors together to celebrate joint interests and try new experiences. As with athletic programming, Rolesville's expanded programming suite is anticipated to grow as The Farm develops and creates new programmable spaces.

### JOINT USE AGREEMENTS

In addition to the Town's programming opportunities, staff and leadership have worked to expand recreation considerations through strategic policies. The Town maintains joint use agreements with the Wake County School System. These agreements allow residents to use facilities owned and maintained by external parties. Rolesville's joint use agreements have expanded available facilities as identified in the table below:

| Wake County School System Location | Available Facilities for Rolesville Residents |
|------------------------------------|-----------------------------------------------|
| Sanford Creek Elementary School    | Multi-purpose field                           |
| Rolesville Elementary School       | Baseball field                                |
| Rolesville Middle School           | Football Field, Gymnasium, Softball Field     |

These agreements are especially important for the Town of Rolesville due to the interconnectivity between school facilities, Town parks, and residential neighborhoods. Maintaining a strong partnership with the Wake County School System and enhancing these joint use agreements is a cost-effective way to expand recreational opportunities to Rolesville residents at a reduced cost to the taxpayer.

### LAND DEVELOPMENT ORDINANCE

In addition to leveraging partnerships with other public agencies, the private sector can also be a source of recreation development. The Town of Rolesville's Land Development Ordinance (LDO) contains the Town's development regulations and requirements. Section 6.2.1 of the LDO requires that a majority of new developments, and even certain redevelopment projects, provide open space facilities in their design. Projects in residential districts are required to set aside 10%-15% of the property as open space, with additional facilities being required based on overall development size. Mixed-use districts are also required to provide a minimum of 15% open



space, with specific facility requirements being contingent of the overall project size. The LDO even requires open space be provided in nonresidential districts, with a minimum of 5% of each project being dedicated to open space, and non-industrial projects requiring specific facilities based on project size.

Open space design standards guide the provision of this required open space further in Section 6.2.1.G, which provides requirements for open space/amenity spacing, accessibility, seating, trash collection, stormwater design, parking and considerations for environmentally sensitive features. Open space is also defined as “Active” or “Passive” to further diversify what developments are offering residents and visitors. Active recreation represents facilities that require users to exert energy such as playgrounds, swimming pools, and athletic fields. Passive recreation represents features like walking trails, gardens, or picnic areas. A minimum of 50% of open space must be dedicated as active recreation.

The LDO is a powerful tool in creating recreation infrastructure and gathering spaces within Rolesville. Due to the community’s desirability in the region, Town leadership have a strong opportunity to request adequate facility development as part of new development within the community. These facilities are then inserted into a larger network of greenways, municipal parks, and external partner or private facilities which are interconnected via a multi-modal network of trails, bike paths, and sidewalks.

## GREENWAYS

One of Rolesville’s most unique amenities is its greenway network. The Town contains about 6.3 miles of greenway trails. Most trails range from 8-10 feet in width and are surfaced by asphalt to create a comfortable and uniform experience for residents and visitors. Compared to other municipalities of similar size in North Carolina, Rolesville largely provides 2-8 times more greenway than comparative municipalities.

The Town has also been proactive in planning for greenways and trails. Rolesville’s 2022 Greenway Plan identifies recommendations for public and private greenways and sidepath development across Rolesville. Recommendations are informed the Town’s goals for equitable access, increased safety, and connectivity.



Greenway development provides strategic connections between Rolesville's various amenities to create an accessible network of recreation options that retain residents and draw visitors on the weekends. Continued development of greenways is a core component of the Town's identity and strength.

### **SPECIAL EVENTS**

The Town of Rolesville hosts a variety of special events throughout the year. Holiday events are widely attended in the region and include 4<sup>th</sup> of July celebrations, a Holiday tree lighting, and an Egg Rush. General community events include Movies at the Middle, Music at Mill Bridge, Fall FunFest, and a yearly art hunt on Main Street. The Town also hosts civic events such as a document shredding event, a community-wide litter clean-up, and an invasive plant removal event. These events provide various opportunities throughout the year that bring the community together to share experiences and ideas.

### **DOWNTOWN**

Rolesville's downtown is in a state of transition. Large development projects like "Cobblestone" and "Wallbrook" are currently under construction, but will redefine Rolesville's downtown core when completed. These projects will create mixed-use residential options that promote a walkable downtown but will also provide a variety of commercial amenities like a Publix grocery store. These projects also currently burden traffic utilizing Main Street to navigate within and through Rolesville.

A downtown is often synonymous with a Town's character and establishes a visitor's first impression of the community. While recent development will ultimately help enhance and define downtown Rolesville, adjoining residential development will continue to burden main street. The perception of a heavily trafficked downtown may dissuade future visitors and residents. Some of this perception is temporary, as construction traffic associated with the mixed-use projects will end at project completion. However, adjoining residential developments may continue to rely on Main Street to navigate through Rolesville. Despite the continued automobile reliance on Main Street, Rolesville has proactively worked to provide sidewalks on a majority of each side of the roadway. This, coupled with the Town's growing greenway network, provides an opportunity to create a very walkable community that connects parks, downtown retail, and residential neighborhoods.

Uses in Rolesville's downtown are primarily 1- or 2-story, automobile-oriented businesses like gas stations, self-storage facilities, fast food restaurants, and office space. The downtown

does contain uses that serve the adjoining neighborhoods such as the Food Lion grocery store, government services, and a gym. The current mixed-use developments are also expected to increase walkable amenities. Main Street is also 3-5 lanes in width with a speed limit of 35 miles per hour. Signalized pedestrian crossings are necessary to cross Main Street.

## CHALLENGES

### TRAFFIC

Rolesville's downtown, which represents the identity of the community, is currently overburdened by traffic. Automobile backup along Main Street makes transversing the community difficult, and may dissuade visitors. Rolesville's community identity will be defined on how traffic is mitigated following the construction of the larger mixed-use developments on either end of Main Street. If Main Street continues to be automobile-dominant with heavy traffic, the Town may lose its regional presence, and revert to a bedroom community that serves the City of Raleigh.

### INTERCONNECTIVITY

Town staff and leadership have done a phenomenal job in assisting the development of greenways, trails, and sidepaths throughout the Town. This network already establishes a strong, walkable downtown environment, but other sections of Rolesville contain patchwork infrastructure that has developed organically over time. With greenways and amenities being a core component of Rolesville's identity, interconnecting these individual sections of trail and sidewalk will be critical to the Town's regional presence.

### IDENTITY

Downtown traffic and greenway infrastructure are elements of the Town's overall identity in the region. It is common for communities surrounding a large metropolitan area to eschew individuality and focus on their relationship to the urban core. Rolesville seeks to separate itself from the Raleigh metro, but faces an uphill battle in doing so. The Town needs to attract residents and visitors via a quality of life that is unique to Rolesville, and not something that can be found or replicated elsewhere in the region. Town staff must understand what makes this community special, and work to enhance those aspects of the Town.

## OPPORTUNITIES

### ACCESSIBILITY

Stakeholders of Rolesville have already planned for the Town's future greenway network, with critical connections and intersection projects identified in the Town's 2022 Greenway Plan. With traffic being a primary challenge facing the town, continued development of alternative transportation options throughout the Town can reduce automobile trips, create recreation opportunities, and improve access and equity for all residents. There are various opportunities to connect key downtown destinations, neighborhoods, and recreation facilities through an interconnected network of walkable facilities. Town staff can undertake greenway development at a community level and leverage policies to require private development of facilities in accordance with Town plan's and specifications. The desirability of Rolesville encourages developers to provide these facilities for the privilege to develop in town.

### PARKS

With the construction of The Farm, Rolesville will have a considerable athletic facility that can accommodate large, organized events and tournaments. Combined with existing fields, the Town has an opportunity to play host to other communities and organizations in the region. Regional coordination and marketing could encourage external users of the Town's facilities and bring in additional Parks and Recreation Department revenues.

### INFRASTRUCTURE DEVELOPMENT

The Town's previous commitments to parks, sidewalks, bike paths, greenways, and related facilities has laid the foundation for an accessible, recreation-focused community character. Through the Town's policies and regulations, staff can expand developer requirements to provide infrastructure and open space that is consistent with the adopted plans of the Town. Infrastructure can be required as depicted on the Town's Greenway Plan, Bicycle Plan, and Comprehensive Transportation Plan through the expansion of Rolesville policies. Continued private development of facilities expands the existing network of parks and multimodal infrastructure, creating key connections and destinations throughout Rolesville.

### CREATING DOWNTOWN PRESENCE

Rolesville's downtown is undergoing various construction projects that will ultimately create mixed-use retail centers on either end of Main Street. The Town has an opportunity to leverage this construction in redefining what the Town's core is and does for the community. The 2018 Main Street Vision Plan previously adopted by the Town emphasized establishment of a Town Center and developing a small town feel. This effort must be furthered in assessing the current and future uses along Main Street and between the two new mixed-use hubs. Proactively developing a walkable downtown core that focuses on the pedestrian experience will solidify Rolesville's identity as a live/work/play community in Wake County.



Main Street  
Project Graphic





# Recommendations



5



## INTRODUCTION

The previous plan chapters highlighted the existing conditions, current challenges, and future opportunities related to the major planning priorities, or Focus Areas, identified through public engagement and evaluation of community data. In this chapter, the plan will highlight key recommendations and action items taken by community stakeholders to address these factors and continue working towards the shared community vision identified during plan development:

### Rolesville 2050 Vision

“In 2050, the Town of Rolesville is a vibrant, walkable community that serves as a regional destination. The Town is interconnected by a network of greenways and trails that allow access to the community’s homes, parks, and entertainment options. Town growth has been strategically directed to supply a balance of residential, nonresidential, and civic services to ensure that the community provides its residents with a live/work/play lifestyle. All are welcome in Rolesville, and the community’s diversity and people are celebrated through annual events.”



Through the analysis of Focus Areas, and with the consideration of the community's future vision in mind, the project team was able to develop specific action items to address challenges and realize opportunities. The high-level challenges and opportunities related to the Plan's Focus Areas are provided below for reference in this chapter.

- Transportation

- » Challenges – Over-reliance on major corridors, automobile congestion, rising roadway demands.
- » Opportunities – Multi-modal expansion, greenway development, future funding and transit opportunities.



- Economic Development

- » Challenges – Growing residential tax base, growth constraints for nonresidential development.
- » Opportunities – Achieving a balanced tax base of residential/nonresidential land use, supporting local entrepreneurs, working with property owners to create mutually beneficial development opportunities.



- Land Use & Housing

- » Challenges – Limited commercial attractions, abundance of single-family subdivisions, geographic constraints of the Town.
- » Opportunities – Policy updates through Land Development Ordinance (LDO), enhancing the downtown experience, diversifying residential options while mitigating traffic impacts.



- Parks, Recreation, & Community Character

- » Challenges – Sidewalk and greenway interconnectivity, automobile traffic and community identity, ongoing growth and increasing recreation demand.
- » Opportunities – Promoting the parks and greenway identity of Rolesville, developing policies and plans that support continued park and greenway expansion, local and regional greenway connections.



## BIG IDEAS

In addition to the specific Focus Area needs identified through analysis and engagement, the project team developed 10 overarching 'Big Ideas'. These recommendations represent opportunities to create significant improvements in Rolesville and will greatly enhance the quality of life for residents, visitors, and businesses owners. The following section reviews these 10 key recommendations in detail, with supplemental focus area recommendations following.

### *BI.1 MARKET ROLESVILLE AS A HEALTHY COMMUNITY WITH ITS EXTENSIVE GREEN-WAY, TRAIL, AND PARK DESTINATIONS.*

#### Existing Conditions

Community engagement displayed that environmentalism and ecotourism were top priorities of the Rolesville community. Preserving the natural environment, streams, open spaces, wetlands, etc. was a top concern with 59% of survey respondents placing it as a primary need. It's no secret that the Rolesville community is growing in all aspects. With that growth, recreational improvements have come along, specifically with respect to the parks and recreation system, including trail and greenway development. Rolesville has seen notable success in the planning and implementation of its growing greenway network and as development continues, the importance of balancing recreational offerings is critical.

#### Challenges

While Rolesville has seen early success in expanding its greenway and trail system, there are projected challenges to note as the network continues to evolve. One concern on the horizon is the limited availability of promotional materials and outreach regarding the network that clearly communicate the location, extent, as well as benefits of the existing trails.

Another challenge is the speed of greenway development, which in most cases is directly tied to the pace of private development in conjunction with facility improvements and land acquisition. Coordinating long-range planning timelines with private development is complex, however, leveraging partnerships mixed with incentives for developments can accelerate trail development.

#### Opportunities

Identifying logical connections that both complement development patterns as well as the town's vision for trails will play a vital role in strengthening Rolesville's identity as a healthy and connected community. One promising opportunity is to explore collaboration with the Mountains-to-Sea trail for an alternate route through or near Rolesville, similar to the trail diversion near Saxapahaw. Partnerships with neighboring communities like Wake Forest and Raleigh can be advantageous in establishing regional trail connections, in turn offering more opportunities for active transportation and tourism, increasing Rolesville's recreational assets.

The integration of easy-to-understand wayfinding signage is also beneficial from both a safety and user experience standpoint. Ensuring trails, existing and future, are equipped with recognizable and easily understood signage, including maps and mile markers will help current and future users navigate the network with confidence.

Several communities and case studies exist across the state and country to address these challenges. The Town of Chapel Hill's "Everywhere to Everywhere (E2E) project aims to connect residents to schools, parks, health care, shopping and other destinations through a cohesive greenway network. Once complete, the network will connect 57% of residents to live within a quarter mile of a greenway. Rolesville can mimic this approach by establishing similar metrics for greenway access that in turn guide long-term planning and reduce reliance on the pace of private development. Similarly, the Town of Abingdon, Virginia offers an example of how natural and urban trail systems can be integrated to support both recreation and economic development. Located at the terminus of the Virginia Creeper Trail, Abingdon has created strong connections between its trail system and downtown core, which is supported by local businesses. This model exemplifies how trail-based tourism and thoughtful trail development can both boost local economy as well as reinforcing the Town's identity as a recreation community.

### Next Steps

By studying and adapting these examples above, Rolesville can address its greenway and park system challenges with both creativity and foresight. Explaining access, improving user experience, and positioning itself as a leader in recreational communities can help the Town market itself as such. Furthermore, although public engagement identified "conservation subdivisions/cluster developments" as a low residential priority, the use of these housing types helps preserves, wetlands, streams, and open spaces.





## **BI.2 EXPLORE OPPORTUNITIES TO INCORPORATE FLEXIBILITY IN TC-TOWN CENTER DISTRICT ZONING REQUIREMENTS TO PROVIDE FOR A UNIQUE, LIFESTYLE DESTINATION.**

### **Existing Conditions**

Maintaining a vibrant downtown continues to be a challenge the Rolesville community faces. According to results from the community survey and sentiments from focus group interviews, there is a desire for more flexibility with respect to zoning regulations downtown. Specifically, participants expressed a desire to see more lively retail and mixed-use options, as well as entertainment sources in the town core, something Rolesville currently has a shortage of.

### **Challenges**

One current challenge that downtown Rolesville faces is its suburban development pattern and high traffic volumes on Main Street, which impact pedestrian safety. The limited inventory of historic buildings also creates a challenge in the evocation of a traditional downtown.

Competition from Wake Forest and Raleigh, who attract much of the retail and commercial demand, makes it harder for downtown Rolesville to compete and retain local spending. A projected challenge for the town is finding a creative approach to incentivize development which supports internal commerce and activities. Working to entice businesses that can encourage continued stay and patronage in the town center will enhance appeal.

Another challenge is the need to create destinations downtown. Civic-based destinations can include pocket parks, farmers markets, amphitheaters, or venues for events, that allow residents and visitors to gather together. Additionally, working to integrate start-up retail to support local vendors who do not have a store front results in internal spending and capacity for local businesses. Public art, such as building murals that feature local artists, can also create a unique visual character in the Town Center district. Pursuing funding and creating more flexibility for the public art could be a challenge for the town but serves as an opportunity to engage local artists and residents to help shape the town center.

It is also vital that the Town engage with economic development experts to get a clear picture of businesses interested in Main Street and those who are not. Without integrating economic realities with community desires, it will be difficult to engage community visitation.

## Opportunities

Incentivizing mixed use buildings within and surrounding the downtown area can also result in higher concentration of downtown residents, thereby attracting more commercial and retail establishments. The higher density in turn can support more active mobility and transit options. Downtown density can also maximally utilize existing infrastructure, encouraging the development of more commercial businesses in the downtown.

Additionally, including a social district allowance along Main Street could entice more entertainment options to come to the area. Downtown Fuquay-Varina offers a good case study for scale. There are defined limits for the social district that run from 12pm to 10 pm. Beyond this there will be logos on business doors within the social district boundaries to describe businesses that sell alcohol, allow alcohol, and do not allow alcohol.

Lastly, being a challenge and opportunity, Rolesville limited historic building stock allows the Town to influence the design of the space. Continuation of mixed-use projects like Cobblestone will provide the town with an increase in the non-residential stock while also providing an opportunity for business attraction and retention. Working with community members and stakeholders can inform town center development supporting Rolesville's Main Street as a lifestyle destination.

## Next Steps

The Town of Rolesville should continuously examine the Land Development Ordinance (LDO) to ensure restrictions within Downtown are not aimed at limiting entertainment options. Additionally, the Town may look to emulate social districts and other downtown opportunities initiated by similarly sized communities that have helped attract new businesses and retain existing ones.

### BI.3 ROLESVILLE-LED PARKING EVALUATION AND SOLUTIONS WILL SUPPORT LDO UPDATES TO TOWN CENTER (TC) DISTRICT AND SUPPORT DOWNTOWN COMMERCE

#### Existing Conditions

Rolesville's Land Development Ordinance (LDO) details specific parking requirements within the Town Center (TC) zoning district. This includes two spaces per dwelling unit for residential uses within mixed-use buildings and three to five spaces per 1,000-sf of gross floor area for non-residential components. While limited flexibility does exist in the LDO for parking reductions such as providing an Alternative Parking Plan (APP) and shared parking options, parking requirements within a town-core can limit creativity with respect to design. In practice, these parking requirements can be a constraint for both infill and new development, particularly within the walkable downtown where land can be limited.

Public engagement, including interviews with senior leadership revealed support for a more flexible and creative approach to downtown parking. Ideas discussed included reducing or eliminating parking minimums in strategic locations, establishing municipal parking lots, and pursuing other parking demand related challenges.

#### Challenges

As discussed, a primary challenge in downtown Rolesville is the impact of mandatory parking minimums on infill development. These requirements often prevent developments from utilizing small or irregularly shaped lots. There is also a risk in reducing or eliminating parking requirements without understanding parking demand. These factors could lead to unintended consequences, such as a saturation or lack of parking spaces.

#### Opportunities

A Town-led parking evaluation would create an opportunity to assess actual parking supply, usage patterns, and projected needs in the Town Center Zoning District. With this data, the Town can make informed decisions with respect to future parking infrastructure investment and regulation, reducing unnecessary paved areas can also benefit from a limited impervious surface standpoint. Land that would otherwise be required for excessive parking could be used for public amenities, such as open spaces and downtown parks and plazas.

Lessons can be drawn from Raleigh's Hillsborough Street corridor, where a parking study led to strategic changes in how parking was managed. In Raleigh's case, adjustments improved business turnover and access to businesses without the need to add new parking.

## Next Steps

The Town should prioritize conducting a downtown parking study that also ensures pedestrian access and is aimed at informing local leaders on what the viable options are with respect to future parking. That may be a municipal lot or reduction in required parking spaces downtown, or perhaps both. Strategic municipal and private investment in parking can reinforce economic activity within downtown.

## ***BI.4 THE 401 GATEWAY WILL SERVE AS A KEY EMPLOYMENT OPPORTUNITY FOR ECONOMIC DEVELOPMENT, PROVIDING JOBS AND TAX BASE BALANCING***

### Existing Conditions

Within the community engagement process parcel owners along the 401 Gateway expressed that they would like a vision to support selling to developers. Creating a common vision of the parcels to share with prospective buyers and developers will aid in the development of the 401 parcels in a way that benefits Rolesville residents.

### Challenges

A current challenge facing the 401 Gateway parcels is that without a vision parcels may be developed into single family housing stock, rather than creating more non-residential and job-generating developments. Working to communicate the vision to both parcel owners and developers can allow landowners to sell larger areas of land to developers to support mixed-use development with a focus on employment and office/light industrial commercial uses.

### Opportunities

With the visioning for the 401 Gateway, it is an opportunity to communicate the Town's desires for development. It can lead to an increase in commercial development to support the town's goals. There is an opportunity to influence the development pattern in this area to create a mixed-use environment that is anchored by one or more large employers, such as healthcare, technology or other industries. Working to communicate the town's need for job creating development. Increasing Rolesville's tax base with these new developments will help with the Town's economic stability as well as providing more resources for funding public services.

The 401 Gateway can enhance community aesthetics and provide an attractive gateway to the community. Working to incorporate some of the existing aesthetics will give the community the opportunity to develop cohesively. The intentional development of this area may also create additional transit opportunities into the region and work to mitigate traffic congestion in the downtown.

## Next Steps

Working with residents and property owners to create a Small Area Plan for the communities' needs and desires that can help inform the vision for the area will be a good first step towards developing those parcels. The intent of the 401 gateway is to create jobs and economic opportunities that support the needs of the community. Town staff can work to assist land owners in the design and preparation of these parcels to guide them towards the vision of the 401 gateway.

## BI.5 ADDRESS DEVELOPMENT CONSTRAINTS IN ENVIRONMENTALLY SENSITIVE AREAS AND JURISDICTIONAL GROWTH CONSTRAINTS

### Existing Conditions

Rolesville faces multiple constraints that limit its ability to expand and develop. Annexation agreements with the Town of Wake Forest and City of Raleigh restrict the Town's western and southern growth, particularly beyond Mitchell Mill Road. Additionally, granite-rich soils found in Rolesville cause costly earthwork as part of new development. Lastly, the 2008 Interlocal Little River Water Supply Watershed Protection Agreement, which includes the municipalities of Raleigh, Rolesville, Wake Forest, Wendell, and Zebulon imposes stricter zoning, annexation, and utility extension standards beyond that of which the state outlines in baseline regulations. This significantly impacts development viability within the Little River Watershed.

### Challenges

Rolesville's ability to grow is constrained by both jurisdictional boundaries and environmental regulations. Due to these constraints, Rolesville has limited land in which its municipal boundaries are able to extend. This urges the need to get innovative when exploring development outside of its current planning limits. The inability to extend water and sewer infrastructure (provided by the City of Raleigh) eastward, restricts development feasibility. Permitted uses within the watershed primarily include low-density residential and recreation. As Wake County continues to experience regional growth pressures, Rolesville may face increased demand to expand its boundaries and services. However, under current restrictions, the Town's ability to respond to these pressures is limited and potentially displacing growth to less suitable or less coordinated areas outside the watershed.



## Opportunities

While traditional suburban development may not be viable within the watershed, there are opportunities for more land-sensitive projects and planning approaches. One of these approaches is low-density conservation subdivision design. This design uses similar concepts from a conventional conservation subdivision development, such as concentrated lots, more open space, and preservation of lands, but without the opportunity for public water and sewer. Another creative opportunity is that of agrihoods. Agrihoods are small-scale, agriculturally focused communities with on-site food production, community gardens, and shared amenities could meet both environmental and lifestyle goals.

Other uses such as solar farms, fire stations, and telecommunication facilities are land use possibilities within the watershed, along with uses that result in little land disturbance and are non-reliant on public water and sewer. Additionally, state-designated bona fide farms may also present an opportunity for agritourism and venues that otherwise would be restricted in the watershed. While the Town can not currently pursue annexation within the watershed, the potential to re-evaluate the opportunity for municipal expansion in non-critical areas is possible. This may offer a future path for limited utility-supported growth through coordination with the City of Raleigh.

## Next Steps

To move forward, the Town should explore development models that align with watershed protections while engaging regional partners in conversations about long-term land use and utility planning. A clear understanding of what is feasible under current regulations paired with strategic advocacy for future flexibility will allow Rolesville to grow responsibly within these environmental constraints.

### ***BI.6 DEVELOP A PROGRAM FOR SMALL BUSINESS AND ENTREPRENEURSHIP TO INCLUDE FLEXIBLE WORKSPACE AND CO-WORKING ENVIRONMENTS, AND NURTURE HOME BASED BUSINESS, IN COLLABORATION WITH THE WAKE TECH SMALL BUSINESS CENTER (SBC)***

## Existing Conditions

Within the public engagement process the business focus group targeted a need to shop locally and support Rolesville businesses. Beyond this there was a desire for spaces to provide co-working options, management training, and other helpful tools provided by incubator-like initiatives. These spaces can be a helpful tool for the expansion and maintenance of small local businesses through the provision of resources. Wake Tech Small business center can provide the

town with an existing framework. Wake Tech provides free help to people starting and building businesses which provide services to any resident or small business in Wake County. The SBC office is located on the western campus in Cary.

### Challenges

One challenge is maintaining funding opportunities for participating small businesses and entrepreneurs. With sustained financial support, small start-up businesses may receive the boost they need to succeed and grow in Rolesville.

### Opportunities

An opportunity in partnering with Wake Tech and the university system small business center framework is the ability to expand access to training, educational resources, and entrepreneurial support for Rolesville residents. This type of support can empower local entrepreneurs to launch and sustain businesses based on their lived experiences and the unique needs they observe in the community. By leveraging programs like the SBTDC, Rolesville can help grow its small business base and strengthen the local economy through homegrown ventures.

### Next Steps

Starting conversations with Wake Tech can help explore opportunities to expand their presence in northern Wake County. In the short term, improving transportation options to existing Small Business Center locations would enhance accessibility for Rolesville residents. Additionally, spreading awareness about the resources and funding opportunities offered through a variety of state agencies such as the North Carolina Department of Commerce and collaborating on targeted marketing can help ensure local entrepreneurs are informed and able to take advantage of available educational and support services.

## **BI.7 DEVELOP A DOWNTOWN AND MAIN STREET OVERLAY DISTRICT TO ADDRESS DRIVEWAY ACCESS, INFILL DESIGN, VERTICAL MIXED-USE, POCKET PARKS, AND ARCHITECTURAL STANDARDS OF THE COMMUNITY'S CORE**

### **Existing Conditions**

Residents of Rolesville expressed concern about the current rapid population growth the Town is experiencing. Downtown and Main Street aesthetics, landscaping, traffic congestion, and land uses were common pressure points identified during public engagement. Participants in public engagement events also noted a desire for expanded entertainment, gathering spaces, and recreation opportunities in the Town core. Additionally, focus group interviews identified a desire to explore infill options in the downtown.

### **Challenges**

As development continues, Rolesville will face increased development pressures along Main Street and in the town's core. Left unchecked, the continued development can exacerbate existing challenges faced by the community today. Infill development in the core lacks the detailed guidance necessary to achieve the community's vision for the town core. Also, development of additional regulatory provisions must be considered as a challenge, as this can add complexity to the regulatory review of development applications.

### **Opportunities**

Implementing a downtown overlay district allows the Town to maintain the character of Rolesville. The overlay will establish development regulations that further a cohesive design and culture. This is a key opportunity for Rolesville to enhance its community appeal and regional identity. Efforts related to the overlay also work to support the Main Street Vision Plan's goals for the community. Strategic use of a Downtown and Main Street Overlay District can create the foundation for predictable, high-quality development for years to come.

### **Next Steps**

The next step is to initiate conversations about the specific design standards and regulations that should guide the Downtown and Main Street Overlay District in alignment with community goals. This process should begin with engagement efforts that include community members, property owners, businesses leaders, and other identified stakeholders.

## **BI.8 UPDATE THE 2019 PARKS AND RECREATION COMPREHENSIVE MASTER PLAN WITH AN EMPHASIS ON DEVELOPING A PARKLAND ACQUISITION POLICY**

### **Existing Conditions**

Community engagement revealed a fundamental desire to expand the existing Rolesville parks and greenway system. Focus group interviews conducted as part of plan development revealed concern that park expansion will not keep up with development pressures. Many residents and visitors engaged during plan development expressed that Rolesville's parks and greenways were a core amenity and defining feature of the Town.

### **Challenges**

The current Parks and Recreation Comprehensive Master Plan is approximately six years old. With the explosive growth occurring in Rolesville, recreation demands may have shifted as the Town's population grows and recreation needs evolve. Furthermore, without metrics identifying where and how parkland acquisition and development should occur, it can be difficult to match the expansion of park facilities with the growth of the community.

### **Opportunities**

Updating the Town's Parks and Recreation Comprehensive Master Plan will allow staff to consider a variety of factors and better plan for Rolesville's future recreation network. A plan update provides the opportunity for staff to reevaluate community growth, demographic changes, and development patterns. Furthermore, it creates an opportunity for staff to reengage with residents and visitors to better understand how recreation preferences and facility needs have changed. Development of a parkland acquisition policy is recommended for the plan update, as this policy can serve as a mechanism to trigger land acquisition park development based on Town population growth.

Additionally, integration of the 2022 Greenway Plan can serve as a foundation for park and amenity access and interconnectivity. Implementation of the greenway recommendations developed in the 2022 plan will create the groundwork for an fully-accessible park network and community. Continued implementation of previous plans while conducting strategic updates to the Parks and Recreation Comprehensive Master Plan will allow for future needs to be considered while implementation of previously identified projects continues to improve quality of life in the community. Continual identification of funding opportunities and resources for existing and future plans will also support event planning and marketing, helping solidify Rolesville's identity.

### **Next Steps**

The Town of Rolesville should begin identifying funding sources and explore how the update could align with current or planned Town initiatives.

## **BI.9 DEVELOP A 2025-2026 ECONOMIC DEVELOPMENT WORK PLAN WITH THE OVERARCHING GOALS OF PRESERVING THE EXISTING QUALITY OF LIFE, STRATEGICALLY INVESTING IN ROLESVILLE'S FUTURE, AND BALANCING THE LOCAL ECONOMY**

### **Existing Conditions**

Survey and community engagement support the fact that residents want to maintain the small town feel with their current growth. In addition, 19% of survey respondents were concerned about attracting jobs and economic growth. Both the desire for economic growth and the goal to maintain current character necessitates strategically investing in Rolesville's future and finding a balance for the economy. Development of a work plan will work to support these goals.

### **Challenges**

One of the most visible challenges Rolesville currently faces is the pace of ongoing growth. Managing that growth in a way which supports long-term sustainability and benefits current residents requires a clear understanding of where and how economic development should occur. Identifying target sectors, geographic priorities, and appropriate scale will be critical.

### **Opportunities**

A well-developed Economic Development Work Plan creates an opportunity to attract and retain businesses that contribute to local employment and strengthen the tax base. Thoughtful planning can help ensure that future commercial activity complements the Town's character while improving residents' access to jobs, goods, and services.

Supporting existing businesses through local incentives, partnerships, or infrastructure improvements can also foster business retention and expansion. A more diverse and resilient local economy can help enhance the Town's internal capacity, reduce reliance on neighboring job markets, and improve overall quality of life. The plan will also introduce a framework for accountability, providing measurable goals and clear strategies to track progress toward Rolesville's economic vision.

### **Next Steps**

Engage with local leaders, stakeholders, business owners, and residents to gather input on economic priorities, challenges, and desired outcomes. It will also be important to align the Economic Development Work Plan with ongoing growth and infrastructure planning efforts to ensure coordination across Town initiatives.



## **BI.10 ESTABLISH A TARGET BALANCE BETWEEN RESIDENTIAL AND NONRESIDENTIAL DEVELOPMENT TO HELP GUIDE FUTURE DEVELOPMENT DECISIONS**

### **Existing Conditions**

Rolesville is experiencing rapid growth, and it is vital to create metrics to channel that growth to maximize the Town's economic resilience. Much of Rolesville's recent growth has been characterized by single-family residential development. This is establishing a dominant residential development pattern for the Town, which impacts the potential for future nonresidential developments. Survey respondents during plan development also cited a need for more activities and things to do in Rolesville. Residents would like opportunities to promote and support restaurants, stores and entertainment opportunities within Rolesville.

The 2025 Tax Base balance stands at 9% commercial and 91% residential, a slight improvement over the 8% commercial and 92% residential ratio for the 2024 tax year.

### **Challenges**

A core challenge both identified in this plan and prior planning efforts is that many Rolesville residents currently work and shop outside of Town. This highlights the importance of being intentional about where and how the Town guides future development in order to better meet local needs and capture more economic activity within Rolesville.

Much of the development pattern of undeveloped land has been the addition of residential uses, thus limiting the availability of suitable land for commercial development and added shopping and employment.

Equally important is ensuring accountability as the Town works towards a more balanced local economy. Recent developments have illustrated a lack of regulatory guidance or incentives for nonresidential development. If single-family residential development continues to account for Rolesville's remaining undeveloped land, the community may continue to be defined as a "bedroom community" to the region, where residents live in Town, but work, play, and spend their money elsewhere. Defining clear metrics and tracking progress overtime will be critical to implementing the plan's vision and ensuring that development aligns with community goals.

## Opportunities

As Cobblestone and other mixed-use commercial developments are completed, this should improve this ratio, however, the pipeline of housing developments continues to challenge this ratio. The greatest opportunity for commercial development is along the Highway 401 corridor and 401 Gateway area. Efforts could be made in collaboration with land owners to reserve these areas for commercial development or mixed-use land uses that are anchored by large scale employment uses (office, medical, light industrial/assembly).

Re-establishing and affirming a ratio to detail the desired breakdown of residential and non-residential development can create a measurable goal. A development ratio will inform the Town in community policies and leadership decision making. There is an opportunity to create greater economic diversification through expansion of employment, entertainment and recreation.

## Next Steps

The first step is to determine what stakeholders want the target balance to be. Looking to other cities of Rolesville size to determine what ratio or methods worked for them can help with feasibility of the target balance.

Determining benchmarks for success is another action item. It is important to have clearly defined benchmarks to aid with implementation. Beyond this, determining responsibility for implementation is important so that the target balance is considered when developing policies.

Last, looking for more spaces to allow for mixed use zoning will provide more opportunities for commercial land uses across town which will in turn lead to more employment and activity opportunities in Rolesville.

## FOCUS AREA RECOMMENDATIONS

The 'Big Ideas' were identified as the primary actions for the next 25 years and reflect long-term efforts to define the future of Rolesville. In the following section, supplemental recommendations have been provided under the Plan's four Focus Areas. These action items are intended to support the previous recommendations and to help address the opportunities and challenges of each category.

### TRANSPORTATION RECOMMENDATIONS

**T.1** Continue coordinating with North Carolina Department of Transportation to understand state route improvement schedules and to ensure state roadway improvements make considerations for Rolesville's greenways, bicycle, and sidewalk infrastructure.

The Department of Transportation owns and maintains a majority of the primary and secondary corridors within and around Rolesville. As such, staff coordination with the state will be required to understand recommendations and timelines for regional roadway projects. Enhanced coordination will be critical in identifying joint efforts related to the Town's previous planning efforts such as the Community Transportation Plan, the Bicycle Plan, and the Greenway Plan. It is recommended that staff schedule a reoccurring coordination call with NCDOT representatives annually to review Town and State priorities and projects.

**T.2** Continue developing priority projects as identified in the Rolesville Bike 2022 Plan.

In addition to coordinating with NCDOT on state-maintained roadway projects, Town Staff should continue implementing bicycle recommendations identified in the 2022 Rolesville Bikes plan. Investing in locally owned roadway segments can work to connect Rolesville's various subdivisions to Main Street and downtown amenities. These investments further complement state-driven improvements by NCDOT, and together create a robust bicycle network throughout Rolesville and the region.

**T.3** Strategically update the Town's Land Development Ordinance (LDO) to limit subdivision driveways onto Main Street.

Community engagement conducted during plan development identified congestion on Main Street as a significant community pressure point. For many, this corridor serves as a first impression of the community, and increasing automobile congestions impacts the aesthetics and character of Rolesville. In addition to the development of alternative routes, walking and biking options, and Traffic Impact Analysis conducted during plan review, utilization of the Town's LDO

can assist mitigating traffic in the Town core. Identifying policy opportunities in future ordinance updates, such as incentivizing shared driveways and modification of parking requirements can assist in mitigating downtown congestion.

#### **T.4 Review and update the 2020 American Disabilities Act (ADA) Transition Plan.**

The Town of Rolesville's ADA Transition Plan identifies critical accessibility barriers and provides a framework to remove them. This document, while federally required for communities of Rolesville's size, can serve as a key tool in addressing multi-modal accessibility barriers amongst Rolesville's roadways and municipal buildings. Continual review and updates of this document will inform staff about the most significant ADA barriers, and allow the appropriate remediation to be conducted to ensure that the community is accessible by all.

#### **T.5 Explore transit opportunities during small area planning of any 401 Gateway parcels.**

As identified in the previous section, development of the 401 Gateway will be a critical component of Rolesville's future success. Development in this area can represent a variety of employers and mixed-use developments. As such, the gateway could be considered for a future regional transit stop. Staff consideration of transit potential will be important during preliminary small area planning and discussions with landowners, developers, and the community residents.

#### **T.6 Form a multigenerational transportation stakeholder committee to identify emerging transportation/delivery needs amongst the Town's non automobile users.**

Engagement with the multi-generational stakeholder group during plan development identified the need to proactively consider the future transportation needs of the elderly. The group discussed the need to ensure that walking, biking, transit, and the delivery of goods be evaluated and discussed as the community grows. This cohort will continue to have limited access to automobiles and expressed concern acquiring goods and services in the future. Staff organization and coordination with a multigenerational transportation committee would allow an avenue for seniors and stakeholders to bring attention to significant barriers or considerations for aging populations in Town.

**T.7** Proactively monitor annual Average Annual Daily Traffic (AADT) data published by NCDOT and use it as a tool in evaluating town-wide development patterns and evolving network constraints.

The Future Land Use Map of this plan identifies priority intersections for transportation considerations based on the AADT and capacity of Rolesville's roadways. Furthermore, the LDO often requires a Traffic Impact Analysis (TIA) as part of the development process, which evaluates the impacts of development on surrounding roadways and intersections. While both of these measures serve as tools to identify and mitigate traffic impacts, it is recommended that Town staff evaluate AADT data published by NCDOT annually to understand the community wide implications of network capacity and constraints. Annual evaluation builds off of the 'snapshots' provided in the adopted Future Land Use Map and TIA, and equips staff with a well-rounded understanding of the greater network. In turn, staff can inform prospective developers of roadway constraints or considerations prior to the submittal of any development application.

**T.8** Pursue external and novel funding sources to bridge the gap between transportation projects completed by independent developers and the recommendations of the Town of Rolesville's adopted transportation plans.

Transportation projects in Rolesville will continue to be completed through local efforts by staff, state-level, regional priorities from NCDOT, and through developer agreements and requirements provided through the LDO. To continue supporting local efforts, staff must work to identify funding opportunities to realize existing projects and needs. Within the current political climate, it is anticipated that federal and state funding sources may be less available in the near term. It is recommended that staff develop a list of alternative funding sources, such as grants, loans, and bonds, to review for future local projects. In cases where traditional funding mechanisms may not be available, these alternatives provide Town leadership with options to move projects forward.

**T.9** Evaluate use of Transportation Development Fee to develop critical greenway/trail connections where development adjoins a proposed/existing greenway segment, and creation of the greenway connection would result in a significant increase in greenway accessibility.

The Town's Transportation Development Fees represent a one-time payment to the Town required prior to development permit approval. Fees are based on development type, such as single family dwellings, townhomes, daycares, and retail establishments. Associated fees are then allocated to transportation improvements necessary to support additional development in Rolesville. It



is recommended that staff, with the assistance of the Town Attorney, review the allocation of these fees with the intent to expand greenway and trail development in addition to roadway improvements. Reallocating funding for multi-modal projects will help mitigate increased traffic from development and will continue solidifying Rolesville's identity as the parks and greenway community of the region.

**T.10** Continuously evaluate MicroLink program in coordination with GoRaleigh to better understand transportation needs in the community.

During the development of the Rolesville 2050 Comprehensive Plan, GoRaleigh launched a on-demand transit pilot program called MicroLink. The pilot program ran from September 16, 2024, to June 30, 2025 but is anticipated to continue. Rides conducted during the pilot program were at no cost to the user. As the program continues, it is recommended that staff work closely with GoRaleigh staff to evaluate the data collected from the program to understand transit needs and ridership in Rolesville.

## ECONOMIC DEVELOPMENT RECOMMENDATIONS

**ED.1** Enhance communications among the Rolesville Chamber of Commerce and the Rolesville Downtown Development Association to engage the local business community and conduct a business survey.

Engagement with the business leadership stakeholder group during plan development identified a need for communication and coordination amongst Rolesville's business leaders and organizations. Representatives cited the need for a consistent vision for the Town's business community. It is recommended that staff work with business leaders to help establish a unified direction between the Chamber of Commerce, the Rolesville Downtown Development Association, and entrepreneurs. Town staff representation in organization meetings, periodic newsletters, and an annual business survey are all tools that staff can use to align and refine the unified vision of Rolesville's businesses.

**ED.2** Establish the 401 Gateway District via small area plans and incentives.

As iterated in previous recommendations, the 401 Gateway District represents a critical opportunity in bringing new services, employers, and residential options into the Town. The previous Economic Development Strategic Plan recognized the importance of incentivizing the development of a vision for this region. Through small area planning efforts, staff can facilitate the proactive identification of the highest-and-best land uses for the gateway. Furthermore, identification of policy incentives for development according to the plans can ensure that developers also support and implement the established vision.

**ED.3** Create a Business Retention & Expansion Policy (BRE).

The previous Economic Development Strategic Plan identified the need to develop Business Retention & Expansion Policies to support existing businesses in Town. Supporting existing businesses allows those companies to reinvest in themselves and subsequently back into Rolesville, effectively allowing the business community to grow from within. Identification and implementation of appropriate BRE policies will remain an important element of Rolesville's economic resiliency.

**ED.4** Establish a Small Business & Entrepreneurship (SBE) Program and support policies.

When residents travel outside of Rolesville for shopping and dining, the community experiences leakage of those potential revenue sources. Conversely, if a resident patronizes local establishments within Rolesville, those dollars stay the community. That entrepreneur in turn, may spend his/her money within Rolesville, continuing a cycle of direct community investment. Supporting local businesses is a critical component of community investment and economic diversity. It is recommended that staff develop a SBE program to empower existing and future Rolesville businesses owners.

**ED.5** Identify funding and public-private partnership opportunities to support business attraction and expansion, entrepreneurship, and small business development.

Support programs and services will often require capital investments and the securing of resources. To this end the previous Economic Development Strategic Plan recommended the identification of external funding sources and public-private partnerships (P3) to support ongoing business attraction and expansion. As BRE, SBE, and supporting initiatives are identified and developed as part of the recommendations of this section, it is recommended that staff proactively work to identify potential funding sources for implementation. Connecting programs and policy development to funds and partnerships will ensure feasibility and implementation.

**ED.6** Evaluate opportunities for grant writing assistance during the pursuit of economic development grants.

In association with the previous recommendation, external funding sources will often require the application for grant funding. Grant applications vary widely depending on the provider, the funding amount, and the content of the grant itself. Often times, professional grant writers or funding experts can be hired or contracted to complete these applications. Professionals in this field often have relationships with the grant administrators, and can help facilitate an accurate and complete application, while ensure that key questions are brought before the grant administrators. As Rolesville staff identify funding opportunities that support business retention, expansion, and entrepreneur support, it is recommended that staff consider the costs and benefits associated with grant writing services.

**ED.7** Identify appropriate sites and pursue opportunities funding due diligence, site preparation, and site certification to provide “shovel ready” sites for future commercial and industrial development.

Geographical constraints and increasing development demand have identified a need for strategic forethought regarding the Town’s remaining developable lands. The Future Land Use Map establishes the appropriate land uses for Town lands into 2050, and can be used by staff as a guide for preparing sites for the appropriate future development. Proactive and collaborative discussions with property owners concerning the future land use of parcels, development potential, and owner desires can allow staff to identify lands that can be prepositioned for development. Once amenable property owners are identified, staff actions can include the facilitation of parcel rezonings and site due diligence. This proactive coordination between staff and landowners, allows parcels to be developed in coordination with the Future Land Use Map.

**ED.8** Attract and grow a talented workforce through local partnerships with employers and education providers.

It is recommended that staff work to foster strong partnerships with regional education providers and employers to identify efforts that empower and attract a talented workforce. Town staff can highlight the quality-of-life Rolesville for talent relocation. For the existing workforce, supplemental training opportunities through local schools or employer partnerships can enhance existing capacity. A talented workforce often generates more income, enhancing the individual’s quality of life and providing opportunities to reinvest directly into the Town.

**ED.9** Create an economic development department annual work plan and policy manual to define the policies, programs and actions for business attraction, business retention, and entrepreneurship support. Implement the work plan annually to manage BRE and SBE programs and use metrics to evaluate policy/program success.

It is recommended that the Economic Development Department create and execute an annual work plan and policy manual to guide and support department activities. Development of the updated Economic Development Strategic Plan in addition to the recommendations provided within this Focus Area will require a diligent and coordinated effort by Town staff. The use of an annual work plan and policy memo will assist in the coordination of these various efforts and create a framework for policy and program rollout.

**ED.10** Explore opportunities for tourism to attract visitors to Rolesville.

Mixed-use development and streetscape enhancements in Rolesville's core will catalyze increased regional attraction to the Town. Further strategic identification of tourism opportunities and novel land uses can allow the Town to capitalize on its infrastructure investments, and continue attracting regional visitors. Public art, creative use of lands in the Little River Watershed, and leveraging the parks and greenway culture of Rolesville can all assist in making Rolesville an attractive destination into 2050.

## LAND USE & HOUSING RECOMMENDATIONS

**LH.1** Prioritize context-sensitive infill Downtown (Main Street) to ensure land use and design compatibility.

Downtown Rolesville is the economic hub of the community. Businesses along Main Street and in the Town core represent local enterprises and commercial amenities for all to enjoy. With recent planning efforts and investments into downtown Rolesville, it will be important to ensure that future infill development (development and redevelopment occurring in existing downtown buildings or otherwise located along Main Street) is sensitive to the design elements and uses of nearby existing development. It is recommended that staff continue to reference the Town's Main Street Vision Plan and Future Land Use Map during consideration of development approvals to ensure that proposed developments and designs are compatible with the surrounding uses, and future of downtown Rolesville.

**LH.2** Use the Future Land Use Map to guide tailored development goals for specific areas of the community.

The Future Land Use Map (FLUM) represents one of the primary tools used by staff and leadership to guide development in the Rolesville community. Fidelity to the community's vision through the FLUM during development application analysis will play a critical role in guiding a balanced ratio of future residential and nonresidential products. The FLUM also represents opportunities for staff to proactively engage with property owners to ensure that future developments are of the highest and best use to the community where possible. Continual evaluation and updates to the Future Land Use Map are an important component of implementation and allow for staff to update priority intersections and development locations accordingly.

**LH.3** Continue periodic Text Amendment 'bundles' through planning best practices and feedback from the developer community.

The Town's Land Development Ordinance (LDO) is a 'living document' that requires periodic text amendments to account for new land use considerations, modifications to design requirements, and to address inconsistencies in the document. Through partnering with local developers, it is recommended that staff organize and enact periodic text amendment bundles to the LDO to ensure that the document reflects the desired development requirements necessary to achieve the vision of Rolesville 2050. Scheduling general text amendments throughout the year in coordination with a developer 'office hours' provides an opportunity to identify inconsistencies, discuss best practices, and make necessary revisions to the LDO in a structured manner that supports seamless enhancements to the document.

**LH.4** Engage with key property owners to evaluate the potential for small area plans that guide context-sensitive development and investment.

The Rolesville 2050 Comprehensive Plan identified various geographic constraints for future development in the Town. As such, the remaining undeveloped parcels of land should be developed through master planning as staff and the Town feels appropriate. It is recommended that Town staff engage and guide property owners of important parcels to discuss future development options. As identified in recommendation ED.2, proactively conducting small area plans through staff facilitation can be an important step in the development process. Through small area planning, the property owner is able to understand the potential of their property, and the community can visualize the new amenities may be provided in Town.

**LH.5** Revise Town Center zoning requirements to remove minimum parking and/or provide 'satellite parking' option when located within a certain distance from the municipal parking lot. The Town Center (TC) zoning district contains many of the development regulations applicable



to downtown Rolesville. Many elements of this planning document seek to expand and enhance downtown Rolesville to support a vibrant economy and exciting place to live, work, and play. Identifying flexibility and best practices in the LDO that support more innovative downtown buildings is a key step in facilitating the development of an exciting Town core. Parking minimums and regulations should be evaluated and considered by staff to ensure that existing parking regulations are not overburdening downtown development, especially in the cases where municipal, shared, on-street, or remote parking alternatives are available.

**LH.6** Continue implementing the Main Street Vision Plan and work with community members and business owners to identify shared architectural preferences that will help establish a cohesive, recognizable downtown identity.

The Main Street Vision Plan establishes the future intent of Rolesville's commercial district. Complete streets investments will help redefine the existing corridor and create an interconnected and memorable experience for residents and visitors. As staff continue to implement the recommendations of the vision plan, architectural building standards should be discussed with Main Street business and property owners. Supporting consistent architectural elements that are regulated through the recommended Downtown and Main Street Overlay District will help create a visually consistent style in Rolesville's core. This style will complement the improvements of the Main Street Vision Plan and create a shopping experience that is visually appealing, easy to navigate, and exciting.

**LH.7** Coordinate with regional partners to identify opportunities to enhance tree preservation requirements to balance future development and environmental preservation.

Environmental preservation was cited as one of the largest community needs from the public survey conducted during plan development. The Town maintains robust standards for preservation during development, but there is great value in reviewing what other communities are doing to preserve natural habitats and vegetation. It is recommended that staff work with regional municipalities to understand tree preservation efforts and regulations used to identify the best regional practices. This research and coordination will allow staff to bring forward any necessary policies or LDO amendments to ensure that Rolesville's tree preservation requirements support the community's environmental values.

**LH.8** Define a mix of target commercial land uses, such as retail, professional services, and light industrial that align with market demand and community goals to guide the Town's commercial growth strategy and overarching ratio of residential/nonresidential development.

One of the primary 'Big Ideas' of the 2050 Rolesville Comprehensive Plan is to identify and work towards an appropriate balance of residential and nonresidential development. Once that metric

has been identified, it is recommended that staff evaluate the nonresidential developments in Rolesville to further understand the uses and types. This follow-up evaluation will allow staff to further refine the desired nonresidential development for the community by identifying desired nonresidential use types such as retail, restaurants, and light industrial employers. Targeted businesses attraction efforts may be implemented following this land use analysis to achieve the ideal nonresidential makeup of Rolesville.

**LH.9** When reviewing conditional rezonings, staff and leadership should consider the mix of housing types and the inclusion of non-residential uses within each phase of development.

Conditional zonings are an important element in North Carolina land development. On one hand, they provide developers with a degree of control over the LDO by allowing them to request certain reductions in regulatory requirements. On the other hand, the Board of Commissioners is also allowed to make reasonable and appropriate conditions as part of the development in exchange for reduced regulatory requirements. This allows the developer and Town to coordinate on a project with unique features, mixtures of uses, and infrastructure contributions. It is recommended that Town staff and leadership leverage the conditional zoning process further to provide special consideration for residential mixture and nonresidential uses in future projects. Working towards those development needs in the process will allow for the construction of diverse and innovative residential projects, such as cottage court residences or vertical mixed-use apartments, and provide for additional commercial features in Town.

**LH.10** Identify monument signage to help distinguish Rolesville downtown and commercial core.

Community signage and monuments can serve as a first impression for visitors and instill pride in residents. They help shape identify and the intent of a community in addition to serving as wayfinding signage for all. The Main Street Vision Plan recommends the development of monument signage at southern split of 401. This recommendation is largely to represent an entrance into the Town itself, but the development of additional signage at either end of Main Street (Hampton Lake Drive and Young Street) can help promote the awareness and intent of Rolesville's commercial character. Calling it the "Rolesville Commercial District" or "Rolesville Entrepreneur District" helps promote this regional identity. Furthermore, historical Rolesville

monuments should be considered to further distinguish the Town's core. Historical Rolesville used to feature rock markers and metal gates that residents and visitors passed by entering the Town. Reimagining these monuments for downtown Rolesville today could create a unique feature that celebrates the community's history and progress.

## **PARKS, RECREATION, & COMMUNITY CHARACTER RECOMMENDATIONS**

**PC.1** Continue developing priority projects as identified in the Rolesville Greenway 2022 Plan with emphasis on pedestrian connections from residential to non-residential uses.

Public engagement during plan development revealed community pride and visitor interest in Rolesville's greenway network. The project team spoke with multiple visitors who stated that they come to Rolesville specifically to enjoy the parks and greenways. Continued investment in connectivity through greenways and multiuse paths increases active mobility options for residents and can continue to serve as an economic driver for visitors. The Town's greenway plan integrates sustainability, safety, and accessibility to help with network expansion policies, and improvement projects. Development of the plan's priority projects, particularly those that work to connect Rolesville's neighborhoods and parks to commercial amenities, will boost recreation opportunities, provide alternative transportation options, and boost regional interest in the Town.

**PC.2** Continue implementing recommendations identified in the 2019 Parks and Recreation Comprehensive Master Plan, including "The Farm".

The Rolesville 2050 Comprehensive Plan identifies the community's parks and greenways as a core identity of the Town. While this comprehensive plan makes the recommendation to update the Town's 2019 Parks and Recreation Master Plan, it is recommended that staff continue implementing the park plan. The future development of a plan update should not hinder staff's agency to continue completing recommendations for the existing parks plan. This will allow continued investment into a core component of Rolesville's identity. In particular, the plan's recommendations regarding "The Farm" presents an opportunity to create a regional attraction that will solidify Rolesville as a parks destination. Advancing this project also provides the Town with opportunities to identify and develop a community center for expanded programming. The Town's effort to implement plan recommendations will work to enhance parkland, expand

existing facilities, and improve programming and operations. Continual implementation will allow for parks to meet the needs of current residents and prepare for future growth. The 2019 document continues to provide the framework to address current and projected recreation demands.

**PC.3** Develop a Parkland Acquisition Policy to support the identification of prime park locations and administer acquisition and development of these lands for community park facilities.

As part of the recommended update to the 2019 Parks and Recreation Master Plan, it is suggested that staff develop a Parkland Acquisition Policy for the Town. These policies differ from community to community, but can establish a minimum parkland acreage goal, provide criteria to identify future parkland parcels, and establish a framework for staff, leadership, and the Town attorney to initiate discussions and due diligence with property owners. Development and implementation of such a policy will provide staff with metrics for recreation growth and the agency to proactively seek out appropriate parcels for acquisition and development.

**PC.4** Digitize all existing and proposed greenways and trails through GIS to support future planning and code enforcement. Explore integration with trail apps as a tool for recreation and economic development.

Having Rolesville's multimodal transportation infrastructure digitized into GIS datasets will be an important effort for many reasons. Digitizing current and future infrastructure helps identify gaps in network, and allow staff to bring projects forward for prioritization as required. This data can also assist staff and leadership in discussions with developers and reinforce areas for developer-driven infrastructure provisions. It also provides an opportunity to integrate Rolesville's greenways with mobile applications that support tourism and trail use. It is recommended that staff digitize the current greenway, multi-use path, and sidewalk infrastructure into a GIS dataset. Coordination with developers during the development review process also provides an opportunity to transfer sidewalk and trail GIS and/or CAD data to the Town for integration into the Town's dataset. Furthermore, it is recommended that staff explore the integration of this developing data set with various mobile apps to support future tourism and economic development.

**PC.5** Coordinate with surrounding municipalities to organize and map regional greenway connectivity.

Coordination with surrounding municipalities can inform future greenway investments to increase regional trail connectivity. These opportunities to bridge gaps and map connectivity

provide a win-win for all parties involved. Regional connectivity can increase the ability for active transportation, recreation, and regional tourism across municipal boundaries. Wake County previously completed a regional greenway plan in 2017. There is now opportunity to revisit that plan and incorporate additional connections into the region.

**PC.6** Review screening, landscaping, and code enforcement provisions for the downtown and Main Street to ensure that community aesthetic standards are adhered to in the Town's most trafficked locations.

Throughout plan development, community engagement discussions often involved landscaping and vegetation issues along Main Street. It is recommended that staff review the Town's LDO for opportunities to enhance landscaping and screening code enforcement provisions. Through identifying regulatory best practices and amending the LDO accordingly, this can provide staff with new options to address and correct code violations in the Town core.

**PC.7** Explore multi-generational events and programs that bring diverse populations together.

Engagement efforts revealed that Rolesville residents are looking for new opportunities to celebrate and play together. The project team spoke with teenagers who were interested in doing Bunco events with seniors at the Rolesville Community Center. Listening sessions with stakeholder groups also revealed a desire to support local communities and businesses where possible. Rolesville residents have a unique pride in their community, and it is recommended that staff celebrate this pride through new multigeneration and multicultural recreation and event opportunities. It is also recommended that staff work to integrate local businesses and entrepreneurs into these events where it is possible to also provide the community with opportunities to interact with local business owners.

**PC.8** Pursue AARP Network Age Friendly Communities to support community members aging in place and identify local goals and resources through the program to support seniors.

As populations continue to grow and retire in Rolesville, it will be important to consider the needs of senior citizens. The AARP Network Age Friendly Communities is a free organization and resource hub for communities working to support their senior populations. After joining the network, the Town would then undertake a needs assessment to identify barriers and opportunities for older populations. The network itself provides resources and best practices to



assist communities become age-friendly. It is recommended that staff pursue to AARP Network Age Friendly Communities to identify senior citizen needs and to foster an identity that the Town is age-friendly and enjoyable by all.

**PC.9** Partner with the Historic Rolesville Society identify and bring attention to historic buildings in Rolesville and evaluate the feasibility of establishing a local historic district.

Rolesville is the second oldest Town in Wake County. As stated at the beginning of the plan, Rolesville was established in 1837, and has a rich history of agricultural industry. In fact, the State Historic Preservation Office of North Carolina identifies several sites in Town as being inventoried and studied for historical significance. Sites identified include the Dr. Lawrence Branch Young House, the Perry Subdivision, the John Lewis Terrell House. Bringing local and regional attention to the Town's historic buildings can be an important component of cultural preservation and community pride. It is recommended that staff work with the Historic Rolesville Society to help celebrate these buildings and the Town's history. Opportunities could include wayfinding signage, self-guided audio walking tours, and community events. Staff may also explore the development of a local historic district.

**PC.10** Continue to identify emerging greenway connections as the Town develops and amend the Town's adopted transportation plans to reflect these updates, and continue utilization and enhancement of the LDO to require developer-driven connections accordingly.

Development driven improvements benefit existing and future residents through proactive installation of facilities to accommodate the growing population. As the community continues to grow in accordance with the Future Land Use Map, it is vital that staff continue review of the Town's sidewalk and greenway network to identify emerging gaps and key connections. As new opportunities or needs emerge, diligent updates to the Town transportation plans and maps will be required to ensure that the development community understands where critical infrastructure will be provided. Continued evaluation of the LDO in relation to development requirements of public infrastructure is also recommended to ensure that staff are utilizing best practices in relation to regulatory multi-modal requirements.

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# **ROLESVILLE** **2050**





# Future Land Use



6



## OVERVIEW

The Future Land Use Map (FLUM) is provided within the Rolesville 2050 Comprehensive Plan to serve as another tool in achieving the aspirational vision of the community. In addition to the recommended action items identified through the planning effort, the FLUM reflects the goals and intent of future developments and land use. The Future Land Use Map and area descriptions within this section are intended to support decision-making related to rezonings, infrastructure investments, and policy considerations.

Future land use refers to the intended or projected use of land within and around Rolesville. This FLUM will guide the development of land over the next 25 years. The map was created through analysis of the Town's existing land uses, current development projects, geospatial constraints, and was refined by iterative community and staff input throughout the planning process. This plan outlines nine future uses and two supporting future land use considerations. These designations have been designed to support the overarching vision of the Rolesville community through facilitating a balance of residential and nonresidential development, preserving and celebrating the natural environment, diversifying residential housing stock, and addressing traffic congestion and multimodal opportunities.

**PARKS AND PRESERVED  
OPEN SPACES**

**Description:** These parcels represent civic and environmental amenities in the Town. They can be preserved lands, passive greenways, or parks and playgrounds. 100- and 500- year floodplains, wetlands, and wildlife habitats are all components of this land use. These land represent the spaces between development in Rolesville, and present opportunities to celebrate the Town's natural resources.

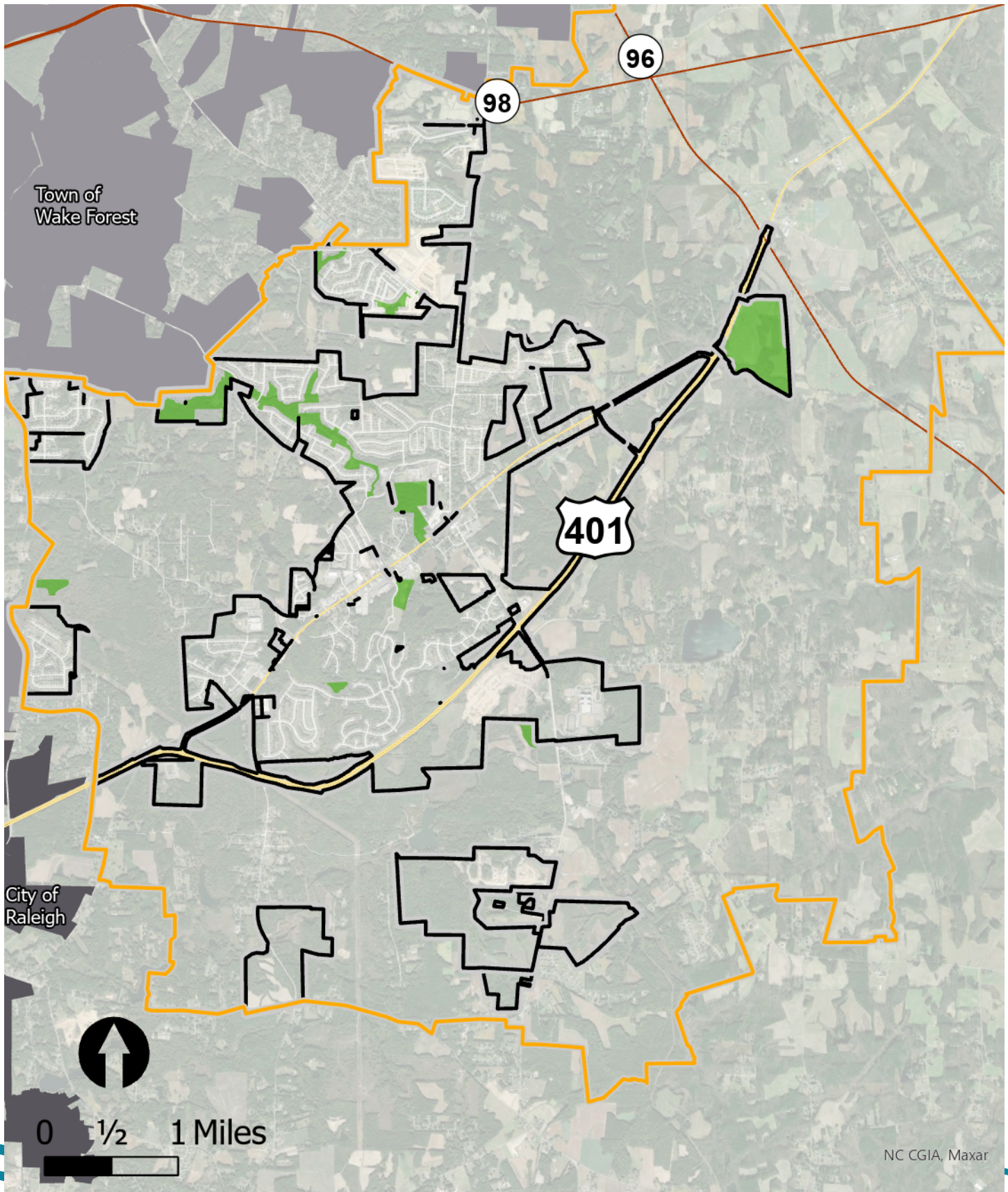
**Design Considerations:** Parks and Preserved Open Space lands should limit impervious development to the greatest extent possible. Where structures are provided, significant flood-proofing, green design, and stormwater best practices must be exercised to ensure compatibility with the surrounding environment. Greenway connectivity through these lands may serve as a key opportunity to continue interconnecting Rolesville's multimodal network, and to encourage resident and visitor interaction with the natural environment.

**Model Uses:** Undeveloped Land, Parks, Greenways, Environmentally Sensitive Lands

**Compatible Zoning:** Compatible with all zoning districts.

**Economic Development Considerations:** Parks and Open Space provide a community benefit and improves quality of life, important when attracting talent.





**RURAL RESIDENTIAL AND AGRICULTURE**

**Description:** These parcels are predominantly agricultural, agritourism, agrihoods, or single-family homes and small farms. They represent the rural character of Rolesville's past and remain today in areas of development constraints. In western Rolesville, this designation represents established low-density residential development with limited transportation infrastructure. To the east, this designation represents the limitations of development imposed by the Little River Watershed. While eastern development is restricted to primarily single-family homes, parks, and emergency services, agricultural tourism and recreation opportunities

could support future economic development.

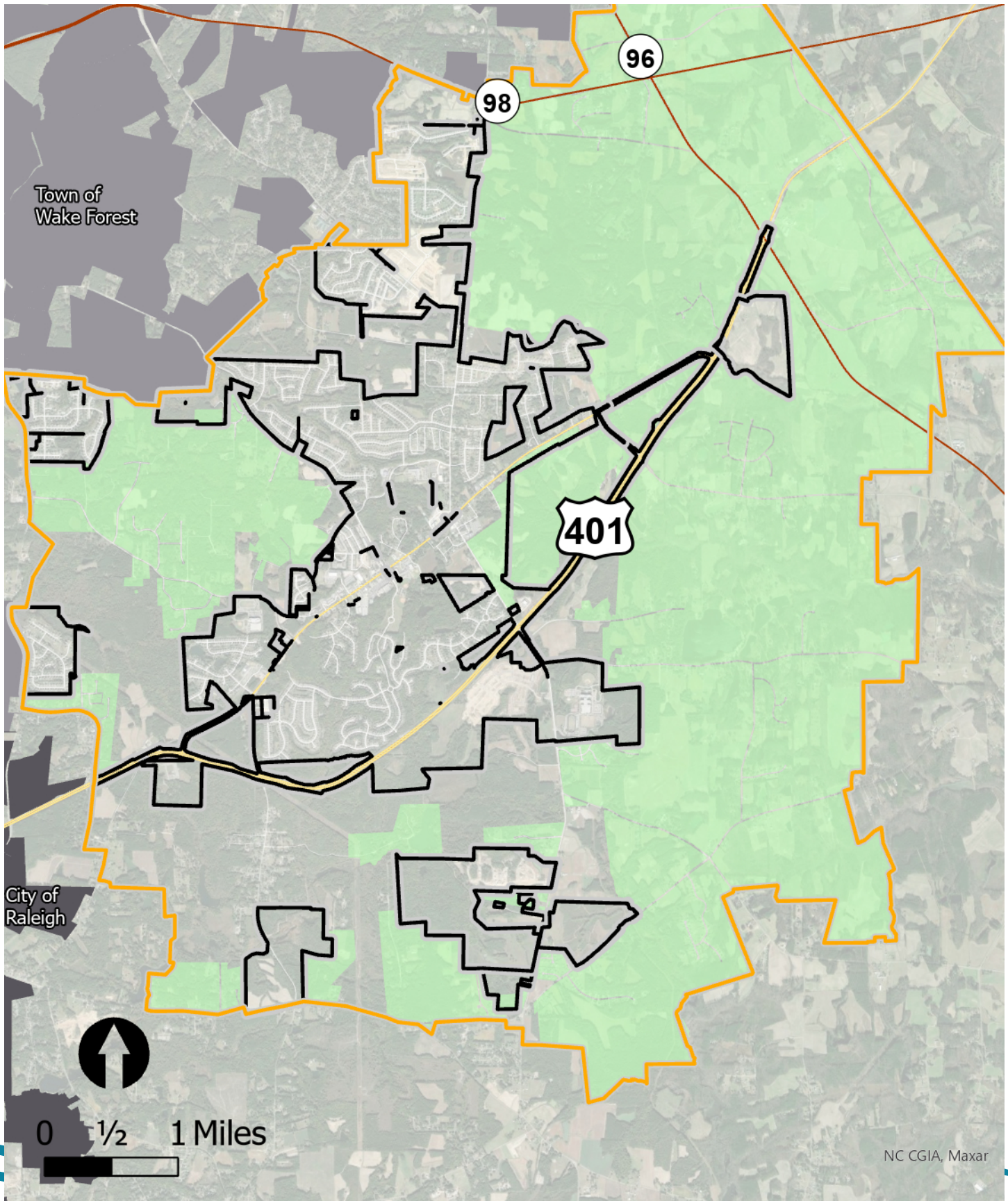
**Design Considerations:** Limit subdivision development so as not to strain utilities and resources. Mitigate "lollipop" residential developments which can increase congestion and strain resources. In County lands, consider discussions involving Voluntary Agricultural Districts to support ongoing preservation of farmland and celebrate the region's history and culture. Also explore Bonafide Farm Exemptions where possible to empower agritourism and rural economic development.

**Model Uses:** Agricultural Uses, Agritourism, Single-Family Homes

**Compatible Zoning:** RL, MH

**Economic Development Considerations:** Rural Economic Development may include a variety of options to create economic benefit such as rural barns to be used for event venues, wineries, you-pick farms, educational farms and gardens and other agricultural attractions. These may also encourage a longer visit in Rolesville and attract additional visitors to the downtown for dining.





**MIXED-RESIDENTIAL  
COMMUNITY**

**Description:** These parcels represent the most common residential development in Rolesville. They are largely single-family subdivisions with limited Non-Residential at key intersections. In northern Rolesville, these neighborhoods are largely established and interconnectivity and limited commercial variety will be important for future development and redevelopment. In southern Rolesville, many of these uses are currently under development. Mixed-Residential Community projects occur along and between Jonesville Road and Rolesville Road, with limited gaps due to areas of environmental constraint or

significance. Regardless of use location, the intent of this district is to provide unique and diverse residential opportunities and amenities throughout the Town while encouraging interconnectivity via multi-modal connections.

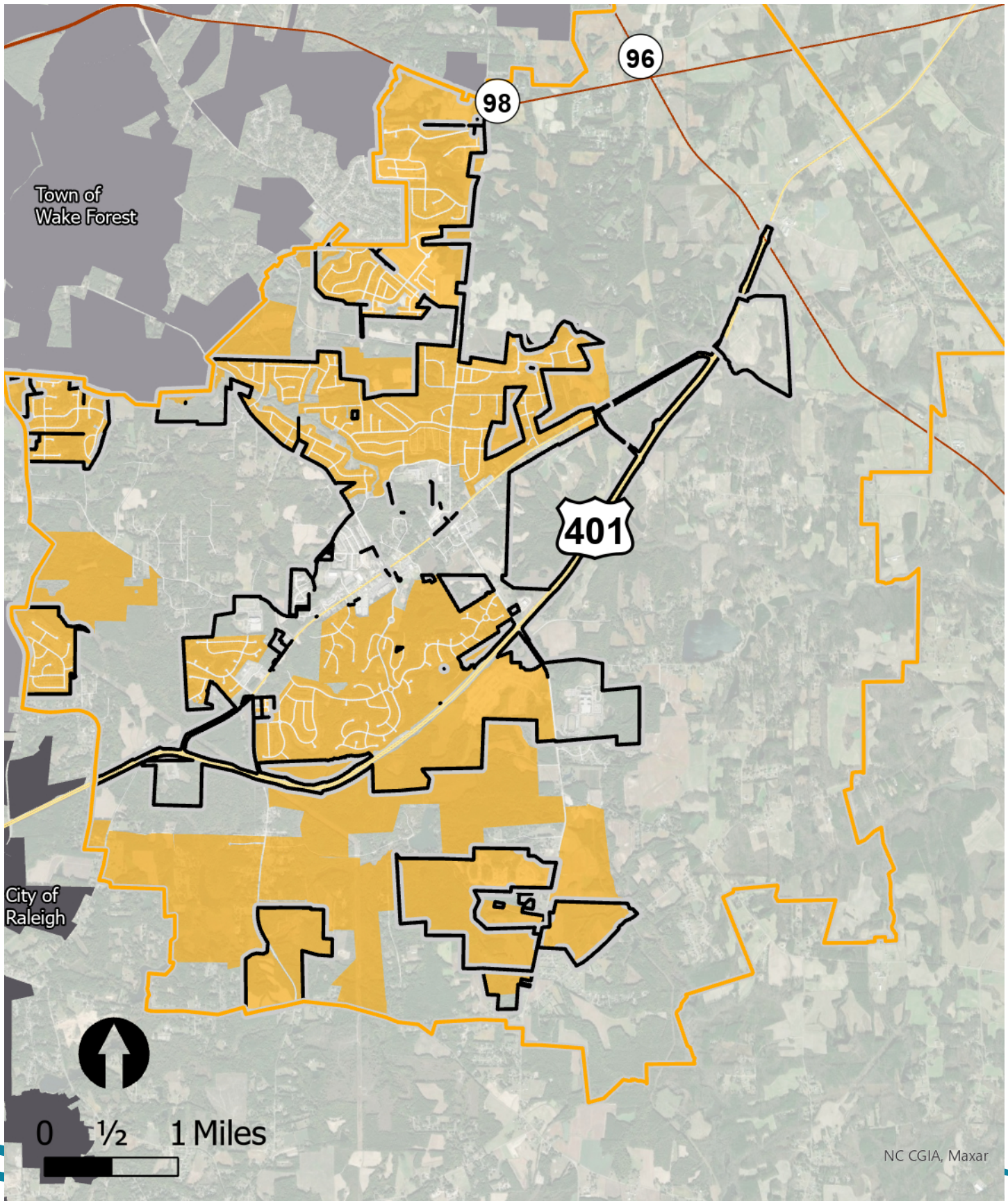
**Design Considerations:** Require sidewalk and greenway development as identified in Town planning documents. Establish unique community amenities and aesthetic variety to prevent “cookie-cutter” or monoculture developments. Promote walkability and interconnectivity between subdivisions and the Town core where possible.

**Model Uses:** Subdivided Single-Family Homes, Small Townhomes, Limited Non-Residential at Key Intersections

**Compatible Zoning:** RM, NC

**Economic Development Considerations:** Small scale commercial uses at key intersections , such as coffee shops, personal care services and convenience stores will enhance tax base balance and provide sales tax revenue.







## DOWNTOWN RESIDENTIAL



**Description:** These parcels surround the Town's core and represent the concentrated residential development that supports a walkable downtown identity. Various support uses and mixed-use developments add to the diversity of these parcels.

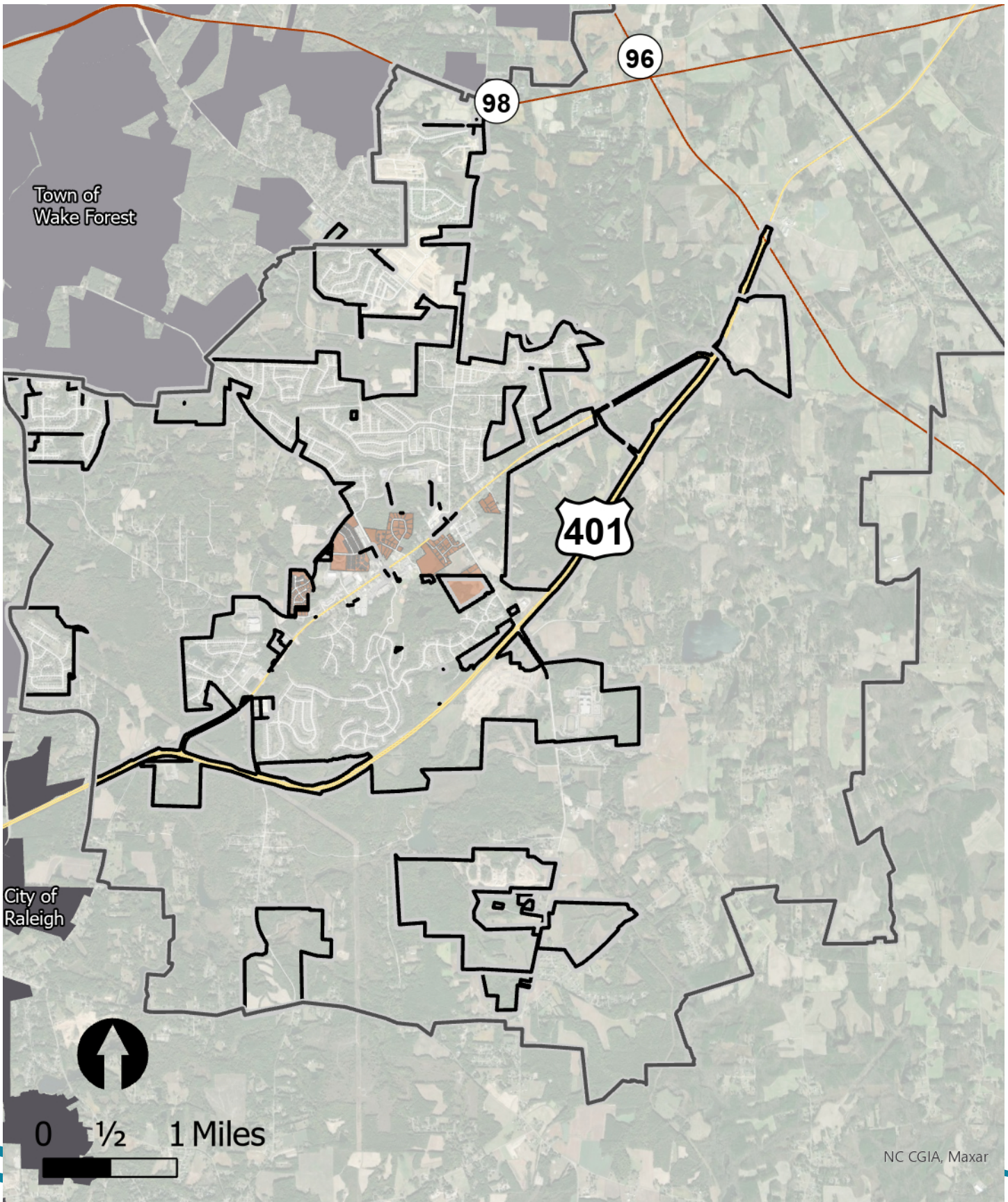
**Design Considerations:** Reduced visitor parking requirements and multimodal connectivity to Main Street, Main Street Park and/or Young Street to encourage walkability in the downtown. Ensure that residential amenities create exciting and diverse places to live in the Town's core. Direct automobile traffic away from Main Street and

leverage secondary routes to reduce congestion. Architectural enhancements should be considered for these land uses, as they represent the first impressions of residential development in downtown Rolesville. Robust landscaping and screening requirements can help these uses feel separated from the busy commercial corridor of Main Street, while still ensuring easy access to its amenities.

**Model Uses:** Mixed Residential and Vertical Mixed-Use

**Compatible Zoning:** RH, NC

**Economic Development Considerations:** Ground floor commercial uses in mixed use developments might include a variety of retail and/or office uses for personal care, professional services and dining and options strategically located for visibility and convenience.





## COMMERCIAL CENTER



**Description:** These parcels represent conventional commercial uses along primary corridors. Such uses are accessible via automobile or sidewalk, as these uses are equipped to serve residents and visitors alike. As a principal shopping corridor, architectural standards and code enforcement provide for a vibrant commercial experience.

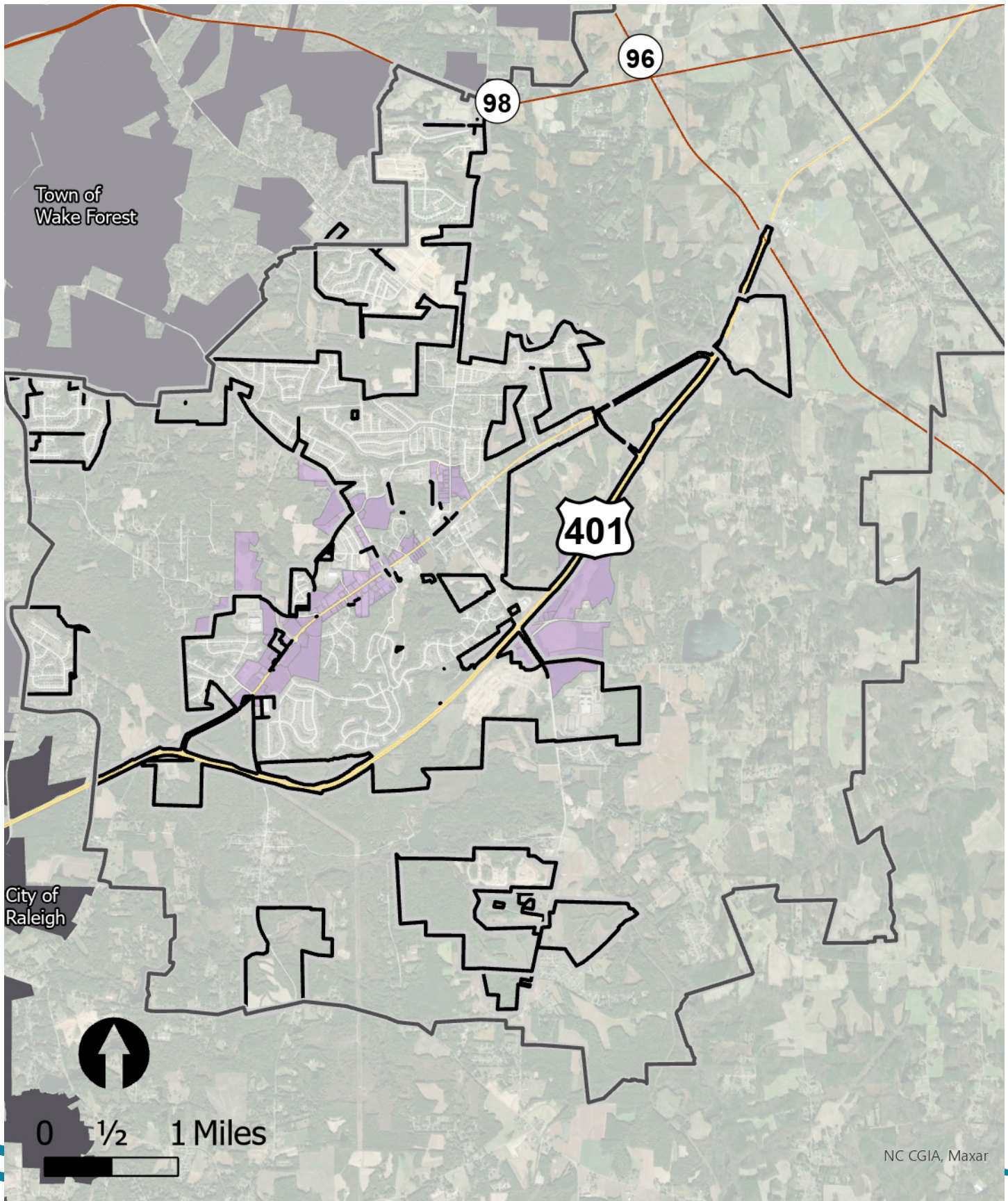
**Design Considerations:** Utilize rear and side parking options in locations away from primary transportation corridors. Likewise, robust landscaping and screening will be used to shield

fronting parking lots and other unappealing elements. Driveway sharing should be considered for future development and redevelopment, to mitigate additional congestion and leverage existing infrastructure. Building architectural standards, enhanced further by the Downtown Opportunity Zone use, where applicable, will support a unified aesthetic of Rolesville's commercial core. Periodic revaluation of the LDO use table for the underlying zoning districts will be an important element of consistent evaluation of highest-and-best use of future uses.

**Model Uses:** Retail, Entertainment, & Restaurants

**Compatible Zoning:** GC, CH

**Economic Development Considerations:** Larger scale commercial uses with visibility and accessibility may attract and serve local residents, employees and visitors, while providing an economic and community benefit.





**DOWNTOWN**

**Description:** These parcels represent the core commercial hub of the community and include residential mixed-use to allow for a walkable downtown lifestyle. Flexibility and diversity of uses allows entrepreneurs to offer new and exciting experiences for residents and visitors alike. Combined with ongoing streetscape and Main Street enhancements, architectural elements and building facades create a unified identity for the downtown that attracts visitors from the greater region.

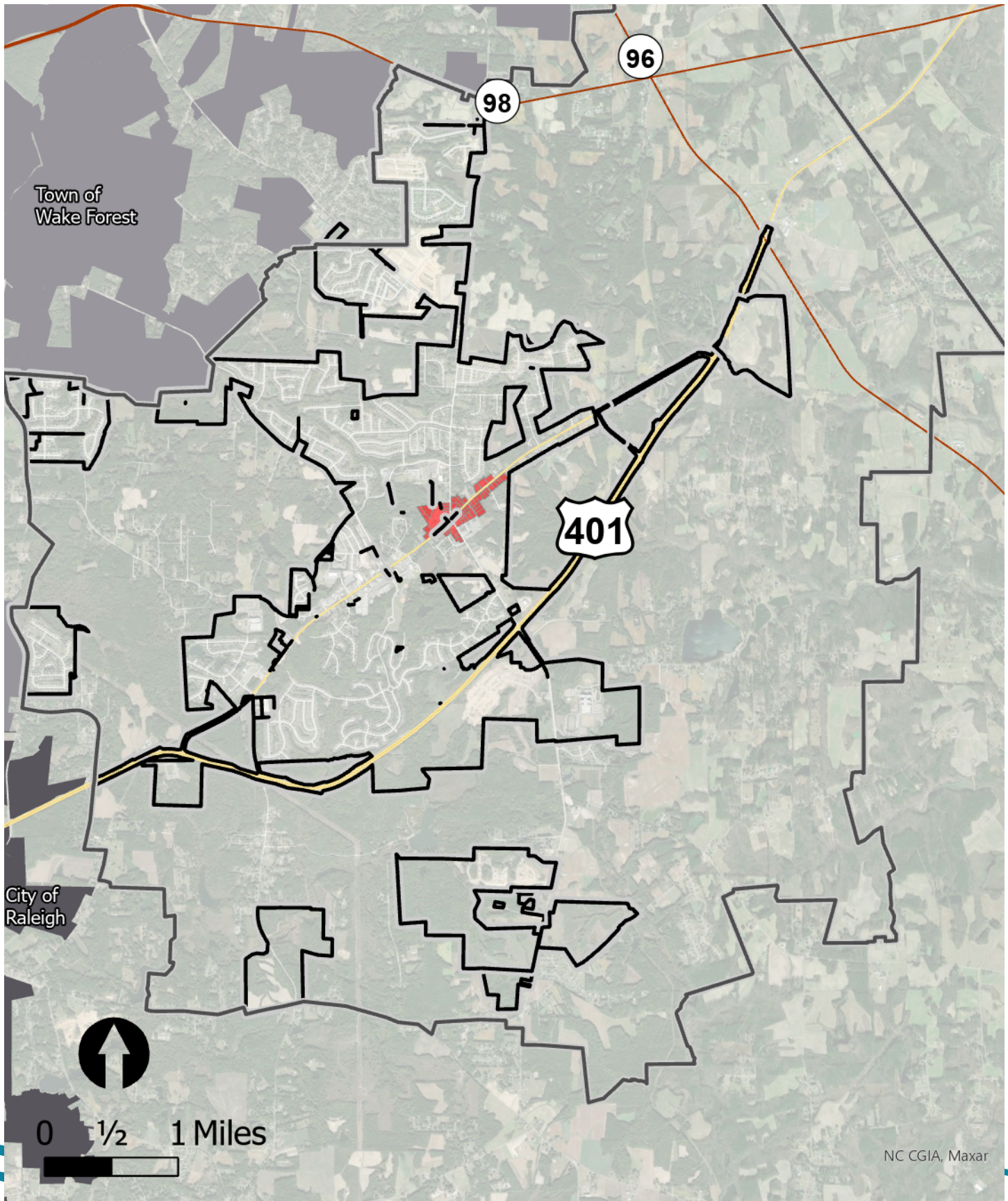
**Design Considerations:** Limited parking requirements and utilization of shared parking. Bicycle parking and infrastructure to connect to Main Street. Consider the role and location of future monument signage within the downtown. Explore pocket park development to create recreation and gathering spaces.

**Model Uses:** Vertical Mixed-Use Retail, Restaurants, and Office Space, Pocket Parks, and Town Services

**Compatible Zoning:** TC

**Economic Development Considerations:** Larger scale commercial uses with visibility and accessibility may attract and serve local residents, employees and visitors, while providing an economic and community benefit.





CIVIC



**Description:** These parcels represent key civic or institutional resources in the Rolesville community, including schools, places of worship, and resource centers. These facilities can be located throughout the Town, but are interconnected with the transportation network to ensure accessibility.

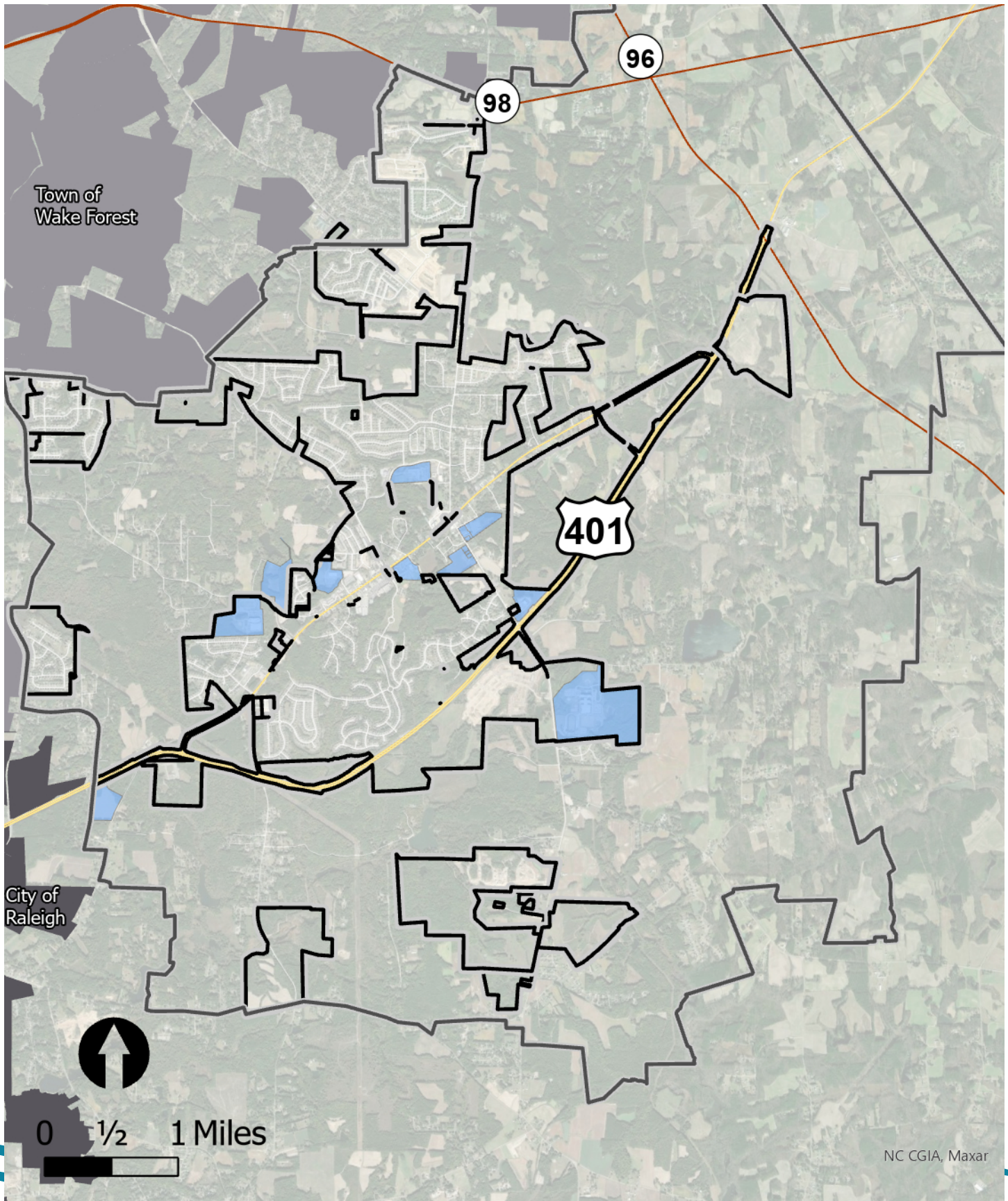
**Design Considerations:** Consider walkability and Safe Routes to School enhancements to ensure facilities are accessible and safe. Ensure ADA accessibility of Civic lands, as they can reflect resource destinations for a variety of ages and abilities.

**Model Uses:** Schools, Libraries, Civic Centers

**Compatible Zoning:** OP

**Economic Development Considerations:** Civic Uses provide anchors within the community to support and strengthen adjacent commercial uses and residential neighborhoods.





## COMMUNITY COMMERCIAL



**Description:** These parcels represent infill commercial development that supports adjoining neighborhoods and are strategically connected by existing and future greenway development. The intent of these uses is to provide walkable, boutique retail, restaurant, and service opportunities that support Rolesville's neighborhoods. As such, park-and-walk infrastructure, greenway interconnectivity, and pedestrian scale streetscape amenities will create a truly unique district that attracts regional visitors in addition to serving Rolesville's residents. Uses along Chalk Road will specifically function as a greenway connection from northern to southern neighborhood developments.

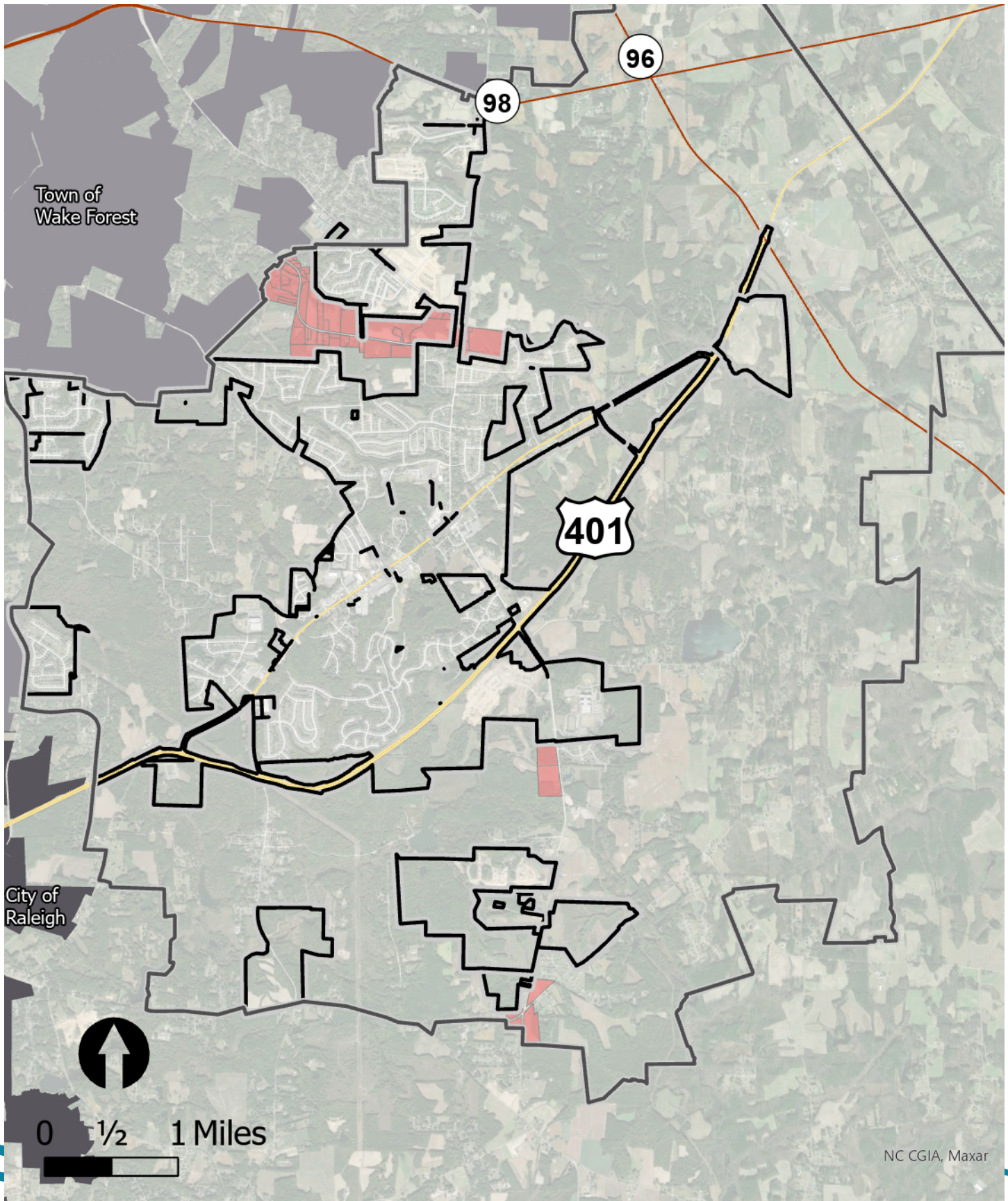
**Design Considerations:** Prioritize sidewalk, bicycle, and greenway connections within and across developments. Consider mid-block crossings and streetscape enhancements along Chalk Road. Encourage pedestrian-scaled features that support walking and exploration of the various commercial amenities. Explore shared parking and reduced parking requirements, where achievable and away from roadway intersections.

**Model Uses:** Retail, Restaurants, and Neighborhood-Serving Services

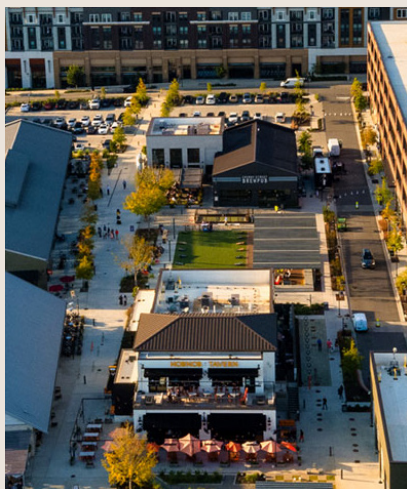
**Compatible Zoning:** GC, OP, NC

**Economic Development Considerations:** Boutique, neighborhood-serving commercial uses dining options along Rolesville's greenway system can create a unique atmosphere and strengthen neighborhood and regional identity.







**BUSINESS AND  
INNOVATION CORRIDOR**

**Description:** These parcels represent key development potential for the Rolesville community. They have been previously identified by planning efforts and community leaders for strategic development. They have significant development considerations and are often accompanied by additional planning documentation. They represent significant commercial and employer opportunities for Rolesville due to their collective size and location to the Town. Due to their size and location, these lands also exhibit opportunities for mixed-used residential dwellings, allowing for an urban-feeling live/work/play lifestyle. Whereas the other nonresidential future land uses contained in this section largely represent small-scale and

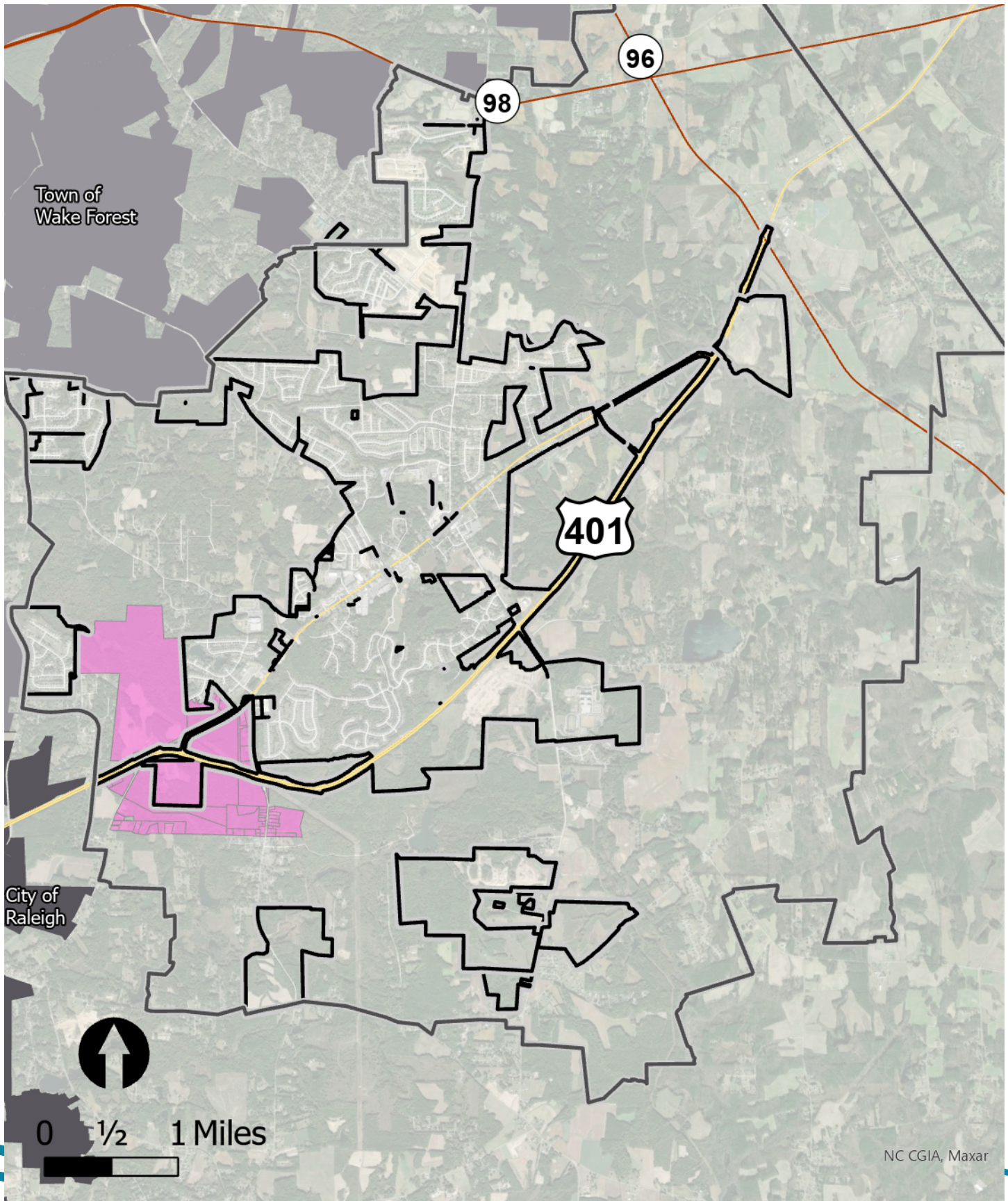
local businesses, the Business and Innovation Corridor land use provides an opportunity for large impacts on the Town's residential/nonresidential tax base ratio. Because of this potential benefit, proactive planning and coordination with Town representatives is key to creating features that benefit all.

**Design Considerations:** Development of these parcels should be accompanied by small area planning documentation. Due to the mixture of uses allowed, screening and buffering of larger commercial uses must be considered during planning. Staff should work with the Economic Development Department to explore incentives and opportunities to assist in identifying the highest-and-best use of these lands. Intersection improvements and transportation considerations will be required to mitigate congestion at the southern entrance to the Town, but overall, these parcels provide opportunities to reduce Main Street Traffic.

**Model Uses:** Conditionally-Zoned Subdivided, Mixed-Use Parcels with Small Area Plan.

**Compatible Zoning:** GC, BT, AC, NC, GI, CH

**Economic Development Considerations:** Larger scale commercial campus environments provide for major employment while balancing tax base and creating local job opportunities, thus reducing commute times for working age residents.





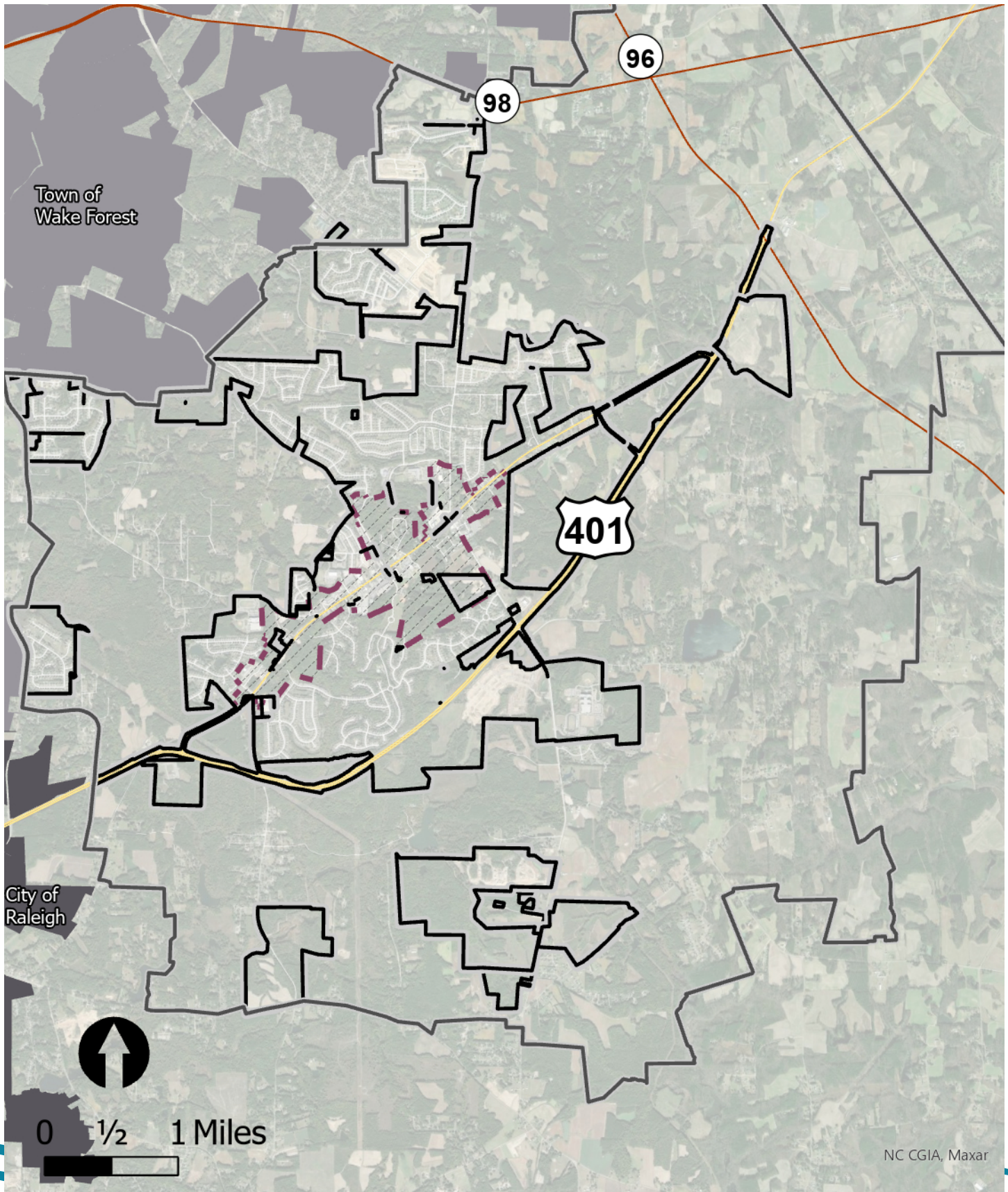
**DOWNTOWN PRIORITY  
ZONE**

**Description:** This future land use is intended to be reviewed as an overlay to the underlying future land use designation, for additional considerations related to Main Street design standards. Rolesville's downtown and Main Street Corridor is often a visitor's first impression of the community. Design compatibility and architectural standards will allow this downtown corridor to have a unique and consistent 'flavor' that will help elevate the downtown.

**Design Considerations:** Architectural and design considerations, gateway improvements, and public open spaces/pocket parks

**Model Uses:** See underlying Future Land Use.

**Compatible Zoning:** See underlying Future Land Use.





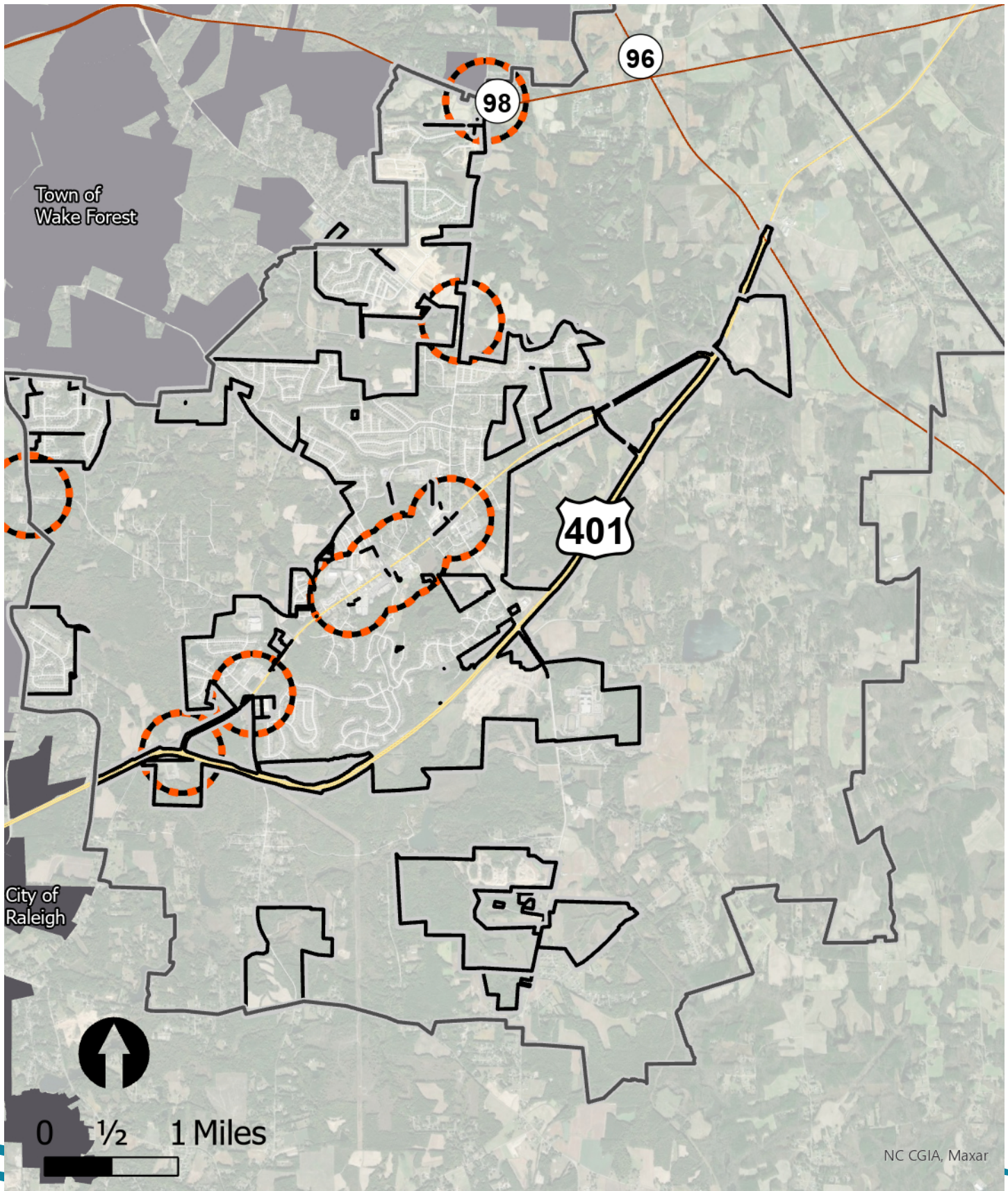
**PRIORITY INTERSECTION  
BUFFER**

**Description:** This future land use is intended to be reviewed as an overlay to the underlying future land use designation, for additional considerations related to traffic mitigation. These parcels within these buffers are within 1/4 mile of congested intersections and require additional transportation considerations. The project team evaluated roadway capacities and volumes to identify priority intersections in Town with infrastructure reaching or exceeding design capacity. As such, these areas represent the most significant considerations for traffic mitigation and congestion reduction.

**Design Considerations:** Driveway limits, multi-modal transportation alternatives, and cross access corridor considerations.

**Model Uses:** See underlying Future Land Use.

**Compatible Zoning:** See underlying Future Land Use.





Corporate Limits

Study Area

### Future Land Use

Business and Innovation Corridor

Civic

Commercial Center

Community Commercial

Downtown Residential

Mixed-Residential Community

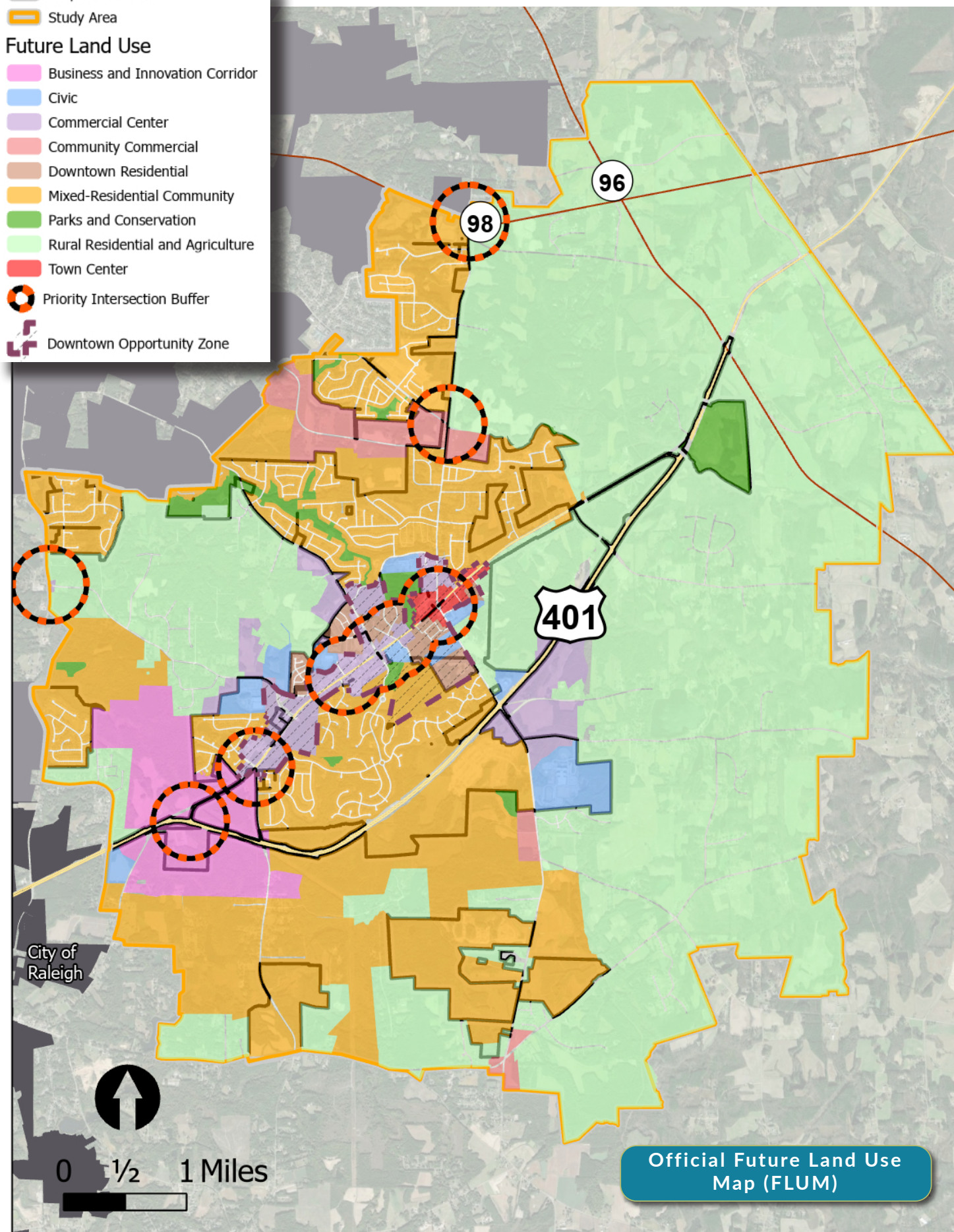
Parks and Conservation

Rural Residential and Agriculture

Town Center

Priority Intersection Buffer

Downtown Opportunity Zone



Official Future Land Use  
Map (FLUM)

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# **ROLESVILLE** **2050**







**Implementation**



**7**



# LET'S IMPLEMENT

## IMPLEMENTATION CHAMPIONS

Successful implementation of this Comprehensive Land Use Plan depends on leadership, coordination, and a shared commitment to action. The Town of Rolesville Board of Commissioners, Planning Board, Town staff, and community members each have a vital role to play. The recommended responsibilities of each group to ensure progress and lasting impact are outlined below.

### TOWN BOARD OF COMMISSIONERS

- Regularly coordinate with the planning board, staff, and general public on implementation of action items.
- Establish a clear nexus between land use decisions, the Comprehensive Plan consistency.

### PLANNING BOARD

- Reference the Comprehensive Plan's Future Land Use Map, vision, and action items for consistency.
- Regularly monitor action-item progress through coordination with Town Council and Staff.

### TOWN STAFF

- Guide land develop in accordance with the Comprehensive Plan and Future Land Use Map.
- Provide regular progress updates to Board of Commissioners, staff, general public on action item implementation.
- Report and amend the Comprehensive Land Use Plan during implementation and identification of emerging community needs.

### ROLESVILLE COMMUNITY

- Attend Planning Board and Board of Commissioners meetings along with other educational events facilitated by the Town.
- Continue engaging Town staff and leadership concerning new community opportunities and needs.

## IMPLEMENTATION MATRIX

The following pages consist of this plan's Implementation Matrix. This format is intended to serve as a progress and note tracker for the various implementation champions listed above.

| Focus Area | Rec. ID | Recommendation                                                                                                                                                                                                         | Phasing Priority | Staff Notes |
|------------|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------|
| Big Idea   | BI.1    | Market Rolesville as a healthy community with its extensive greenway, trail, and park destinations.                                                                                                                    | High             |             |
| Big Idea   | BI.2    | Explore opportunities to incorporate flexibility in TC-Town Center district zoning requirements to provide for a unique, lifestyle destination.                                                                        | Medium           |             |
| Big Idea   | BI.3    | Rolesville-led parking evaluation and solutions will support LDO updates to Town Center (TC) district and support downtown commerce.                                                                                   | Medium           |             |
| Big Idea   | BI.4    | The 401 Gateway will serve as a key employment opportunity for economic development, providing jobs and tax base balancing.                                                                                            | Medium           |             |
| Big Idea   | BI.5    | Address development constraints in Environmentally Sensitive Areas and jurisdictional growth constraints.                                                                                                              | High             |             |
| Big Idea   | BI.6    | Develop a program for small business and entrepreneurship to include flexible workspace and co-working environments, and nurture home based business, in collaboration with the Wake Tech Small Business Center (SBC). | Low              |             |
| Big Idea   | BI.7    | Develop a Downtown and Main Street Overlay District to address driveway access, infill design, vertical mixed-use, pocket parks, and architectural standards of the community's core.                                  | High             |             |
| Big Idea   | BI.8    | Update the 2019 Parks and Recreation Comprehensive Master Plan with an emphasis on Developing a parkland acquisition policy.                                                                                           | High             |             |
| Big Idea   | BI.9    | Develop a 2025-2026 Economic Development Work Plan with the overarching goals of preserving the existing quality of life, strategically investing in Rolesville's future, and balancing the local economy.             | High             |             |

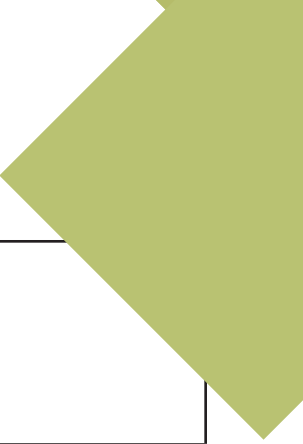
|                |       |                                                                                                                                                                                                                                                       |        |  |
|----------------|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|--|
| Big Idea       | Bl.10 | Establish a target balance between residential and nonresidential development to help guide future development decisions.                                                                                                                             | High   |  |
| Transportation | T.1   | Continue coordinating with North Carolina Department of Transportation to understand state route improvement schedules and to ensure state roadway improvements make considerations for Rolesville's greenways, bicycle, and sidewalk infrastructure. | High   |  |
| Transportation | T.2   | Continue developing priority projects as identified in the Rolesville Bike 2022 Plan.                                                                                                                                                                 | High   |  |
| Transportation | T.3   | Strategically update the Town's Land Development Ordinance (LDO) to limit subdivision driveways onto Main Street.                                                                                                                                     | High   |  |
| Transportation | T.4   | Review and update the 2020 American Disabilities Act (ADA) Transition Plan.                                                                                                                                                                           | High   |  |
| Transportation | T.5   | Explore transit opportunities during small area planning of any 401 Gateway parcels.                                                                                                                                                                  | Medium |  |
| Transportation | T.6   | Form a multigenerational transportation stakeholder committee to identify emerging transportation/delivery needs amongst the Town's non automobile users.                                                                                             | Medium |  |
| Transportation | T.7   | Proactively monitor annual Average Annual Daily Traffic (AADT) data published by NCDOT and use it as a tool in evaluating town-wide development patterns and evolving network constraints.                                                            | High   |  |
| Transportation | T.8   | Pursue external and novel funding sources to bridge the gap between transportation projects completed by independent developers and the recommendations of the Town of Rolesville's adopted transportation plans.                                     | High   |  |



|                      |      |                                                                                                                                                                                                                                                                          |        |  |
|----------------------|------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|--|
| Transportation       | T.9  | Evaluate use of Transportation Development Fee to develop critical greenway/trail connections where development adjoins a proposed/ existing greenway segment, and creation of the greenway connection would result in a significant increase in greenway accessibility. | High   |  |
| Transportation       | T.10 | Evaluate MicroLink pilot program results following program conclusion and reporting.                                                                                                                                                                                     | Low    |  |
| Economic Development | ED.1 | *Enhance communications among the Rolesville Chamber of Commerce and the Rolesville Downtown Development Association to engage the local business community and conduct a business survey.                                                                               | High   |  |
| Economic Development | ED.2 | *Establish the 401 Gateway District via small area plans and incentives.                                                                                                                                                                                                 | High   |  |
| Economic Development | ED.3 | *Create a Business Retention & Expansion Policy (BRE)                                                                                                                                                                                                                    | Medium |  |
| Economic Development | ED.4 | *Establish a Small Business & Entrepreneurship (SBE) Program and support policies.                                                                                                                                                                                       | Medium |  |
| Economic Development | ED.5 | *Identify funding and public-private partnership opportunities to support business attraction and expansion, entrepreneurship, and small business development.                                                                                                           | Medium |  |
| Economic Development | ED.6 | Evaluate opportunities for grant writing assistance during the pursuit of economic development grants.                                                                                                                                                                   | High   |  |
| Economic Development | ED.7 | Identify appropriate sites and consider funding due diligence, site preparation, and site certification to provide “shovel ready” sites for future commercial and industrial development.                                                                                | Low    |  |
| Economic Development | ED.8 | Attract and grow a talented workforce through local partnerships with employers and education providers.                                                                                                                                                                 | High   |  |

|                      |       |                                                                                                                                                                                                                                                                                                                                       |        |  |
|----------------------|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|--|
| Economic Development | ED.9  | Create an economic development department annual work plan and policy manual to define the policies, programs and actions for business attraction, business retention, and entrepreneurship support. Implement the work plan annually to manage BRE and SBE policies and programs and use metrics to evaluate policy/program success. | High   |  |
| Economic Development | ED.10 | Explore opportunities for tourism to attract visitors to the town center.                                                                                                                                                                                                                                                             | Medium |  |
| Land Use & Housing   | LH.1  | Prioritize context-sensitive infill Downtown (Main Street) to ensure land use and design compatibility.                                                                                                                                                                                                                               | High   |  |
| Land Use & Housing   | LH.2  | Use the Future Land Use Map to guide tailored development goals for specific areas of the community.                                                                                                                                                                                                                                  | High   |  |
| Land Use & Housing   | LH.3  | Continue periodic Text Amendment 'bundles' through planning best practices and feedback from the developer community.                                                                                                                                                                                                                 | Medium |  |
| Land Use & Housing   | LH.4  | Engage with key property owners to evaluate the potential for small area plans that guide context-sensitive development and investment.                                                                                                                                                                                               | Medium |  |
| Land Use & Housing   | LH.5  | Revise Town Center zoning requirements to remove minimum parking and/or provide 'satellite parking' option when located within a certain distance from the municipal parking lot.                                                                                                                                                     | Medium |  |
| Land Use & Housing   | LH.6  | Continue implementing the Main Street Vision Plan and work with community members and business owners to identify shared architectural preferences that will help establish a cohesive, recognizable downtown identity.                                                                                                               | High   |  |
| Land Use & Housing   | LH.7  | Coordinate with regional partners to identify opportunities to enhance tree preservation requirements to balance future development and environmental preservation.                                                                                                                                                                   | High   |  |

|                                          |       |                                                                                                                                                                                                                                                                             |        |  |
|------------------------------------------|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|--|
| Land Use & Housing                       | LH.8  | Define a mix of target commercial land uses, such as retail, professional services, and light industrial that align with market demand and community goals to guide the Town's commercial growth strategy and overarching ratio of residential/non-residential development. | High   |  |
| Land Use & Housing                       | LH.9  | When reviewing conditional rezonings, staff and leadership should consider the mix of housing types and the inclusion of non-residential uses within each phase of development.                                                                                             | High   |  |
| Land Use & Housing                       | LH.10 | Identify monument signage to help distinguish Rolesville downtown and commercial core.                                                                                                                                                                                      | High   |  |
| Parks, Recreation, & Community Character | PC.1  | Continue developing priority projects as identified in the Rolesville Greenway 2022 Plan with emphasis on pedestrian connections from residential to non-residential uses.                                                                                                  | High   |  |
| Parks, Recreation, & Community Character | PC.2  | Continue implementing recommendations identified in the 2019 Parks and Recreation Comprehensive Master Plan, including "The Farm".                                                                                                                                          | Medium |  |
| Parks, Recreation, & Community Character | PC.3  | Develop a Parkland Acquisition Policy to support the identification of prime park locations and administer acquisition and development of these lands for community park facilities.                                                                                        | High   |  |
| Parks, Recreation, & Community Character | PC.4  | Digitize all existing and proposed greenways and trails through GIS to support future planning and code enforcement. Explore integration with trail apps as a tool for recreation and economic development.                                                                 | Medium |  |
| Parks, Recreation, & Community Character | PC.5  | Coordinate with surrounding municipalities to organize and map regional greenway connectivity.                                                                                                                                                                              | High   |  |



|                                          |       |                                                                                                                                                                                                                                                              |        |  |
|------------------------------------------|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|--|
| Parks, Recreation, & Community Character | PC.6  | Review screening, landscaping, and code enforcement provisions for the downtown and Main Street to ensure that community aesthetic standards are adhered to in the Town's most trafficked locations.                                                         | High   |  |
| Parks, Recreation, & Community Character | PC.7  | Explore multi-generational events and programs that bring diverse populations together.                                                                                                                                                                      | High   |  |
| Parks, Recreation, & Community Character | PC.8  | Pursue AARP Network Age Friendly Communities to support community members aging in place and identify local goals and resources through the program to support seniors.                                                                                      | Medium |  |
| Parks, Recreation, & Community Character | PC.9  | Partner with the Historic Rolesville Society identify and bring attention to historic buildings in Rolesville and evaluate the feasibility of establishing a local historic district.                                                                        | High   |  |
| Parks, Recreation, & Community Character | PC.10 | Continue to identify emerging greenway connections as the Town develops and amend the Town's adopted transportation plans to reflect these updates, and continue utilization and enhancement of the LDO to require developer-driven connections accordingly. | High   |  |

\*Recommendations carried forward and/or enhanced from the 2018 Economic Development Strategic Plan.



