

Project Purpose

A Comprehensive Plan represents a community’s blueprint for its future. The document outlines the unified vision of the Town and establishes goals, objectives, and strategies to achieve that vision of the future.

As of July 1st, 2022, North Carolina Statutes required that every community in the state that utilizes zoning must adopt and reasonably maintain a Comprehensive Plan.

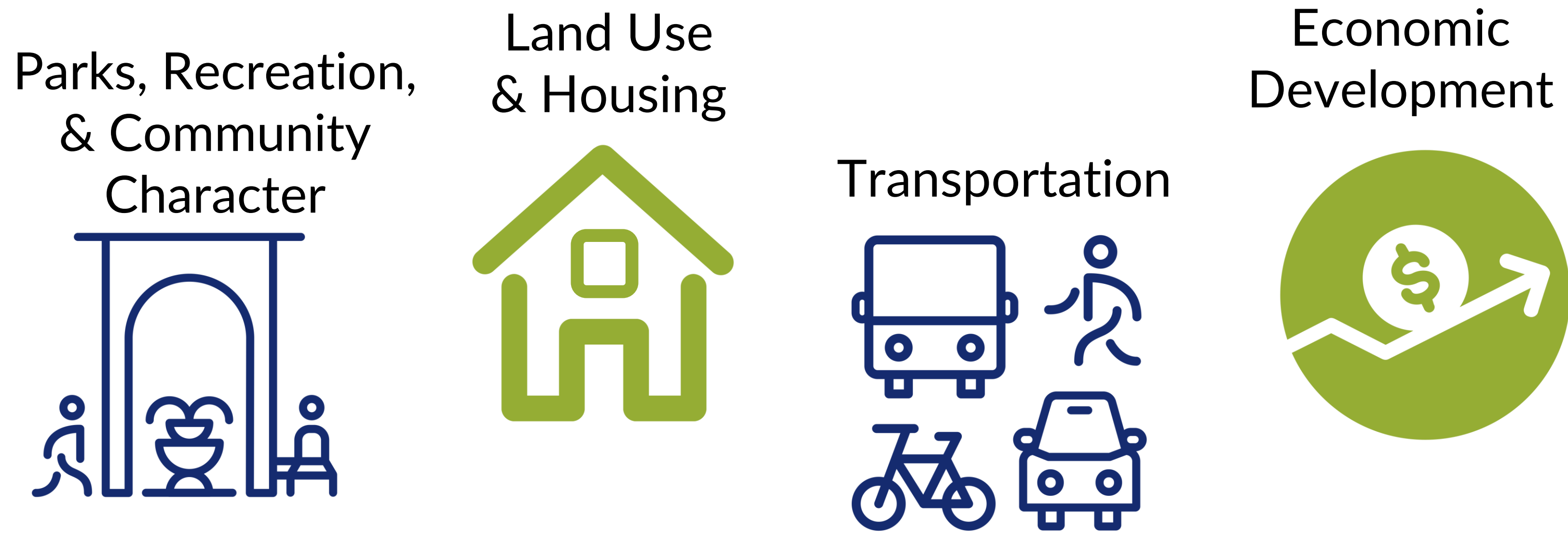
Your input today will help shape the update to the Town’s previous 2017 Comprehensive Plan and reimagine a future for the Town and the Rolesville Community!

Thank you for your participation!

Draft Plan Vision

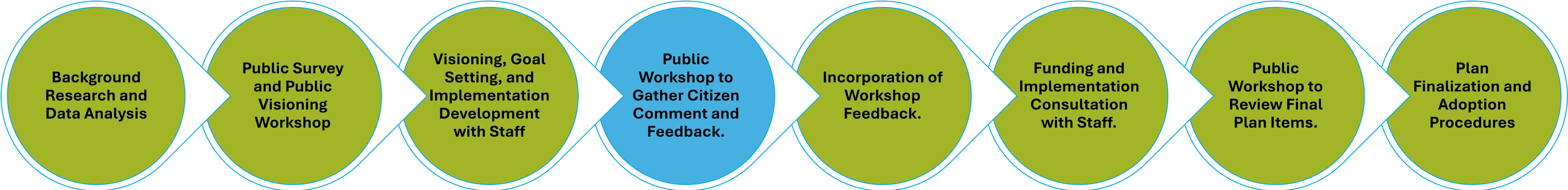
In 2050, the Town of Rolesville is a vibrant, walkable community that serves as a regional retail and recreation destination. The Town is interconnected by a network of greenways and trails that allow access to the community’s homes, parks, and entertainment options. Town growth has been strategically 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.

Plan Focus Areas



Project Timeline

Fall 2024 —————> Winter 2025



Rolesville Comprehensive Plan 2050



Previous Public Engagement Findings



STAFF AND COUNCIL KICKOFF

Strengths	Weaknesses
<ul style="list-style-type: none">• Safety• Location (Wake Co)• Staff• Greenway System	<ul style="list-style-type: none">• Lack of certain amenities/commercial• Location in Wake Co• State imagery of Wake Forest/Hike brother
Opps	Threats
<ul style="list-style-type: none">• Well distributed Parks• Between cablestone & wallbreak• Consider road capacity• Small road width (2-lane) - strategic• Due to Non-Res Growth• Proactive Partnerships• Advanced tech	<ul style="list-style-type: none">• Tech security• Congestion• Affordability / makes finding housing difficult• Pricing funding

Top 3 Concerns for Rolesville's Future Survey Results

Concern	Responses
Preserving the natural environment, streams, open spaces, wetlands, etc.	59%
Maintaining or creating 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%

PUBLIC SURVEY
Launched October 15, 2024
10 Questions
236 Survey Responses

Top Concerns: Natural Environment
Preservation & Maintaining a Vibrant Main Street

Previous Plan Assessments



Business Leaders

- Preserve and enhance Rolesville’s local charm
- Need for a consistent vision between town documents and business community

401 Key Landowners

- Desire to develop parcels along 401 Bypass in a way that benefits Rolesville residents
- Create a common vision of the parcels to share with prospective buyers and developers

Senior Leadership

- Non-residential development along the 401 bypass and Fowler Road
- Need for municipal parking and more flexible downtown zoning ordinance

Multi-Generational Group

- Ensure that elderly residents are supported and have access to goods/services
- Desire for more entertainment options in the community

Rolesville Developers

- Balance residential and non-residential uses and tax base
- Diversify the residential housing stock with higher density options

Rolesville Snapshot

1. Growing Regional Interest in Rolesville
2. Rapid Residential Growth in Recent Years
3. Increasing Education and Disposable Income
4. Desire of Varied Transportation Options
5. Need for Commercial Amenities and Tax Base
6. Desire to Invest in Downtown

Rolesville Comprehensive Plan 2050



Draft Recommendations for Community Review













































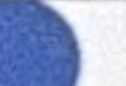



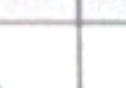




































The Comprehensive Plan will put forward recommended actions to accomplish the community’s vision for the future. Please review the proposed ‘Big Ideas’ and provide your feedback.

‘Big Ideas’	Agree/ Disagree?	Priority?		
		LOW	MED.	HIGH
Market Rolesville as a healthy community with its extensive greenway, trail, and park destinations. A primary destination in Wake County for quality of life, with accessibility via the community’s roads, sidewalks, bikeways, and trails.				
Update the 2019 Parks and Recreation Comprehensive Master Plan with the priorities of developing a Parkland Acquisition Policy and enhance implementation of the 2022 Greenway Plan.				
Explore opportunities to incorporate flexibility in Town Center district zoning regulations to provide for a unique, lifestyle destination. This would allow the downtown to connect a mixture uses like dining and entertainment, that invites all to enjoy.				
Rolesville-led parking evaluation and solutions will support LDO updates to Town Center district and support downtown commerce.				
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.				
The 401 Gateway will serve as a key employment opportunity for economic development, providing jobs and tax base balancing. The gateway will be supported by proactive area planning. (see Future Land Use Map).				
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 Development Center (SBTDC).				
Develop a 2025-2026 Economic Work Plan with the overarching goals of preserving the existing quality of life, strategically investing in Rolesville’s future, and balancing the local economy.				
Establish a target balance between residential and nonresidential development to help guide future development decisions.				
Explore additional opportunities in the Little River Watershed that are compliant with regional agreements but provide meaningful amenities for the community. Continue studying opportunities in the Little River Watershed with an emphasis on regional cooperation.				

Rolesville Comprehensive Plan 2050

Draft Recommendations for Community Review

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Rolesville Comprehensive Plan 2050

Focus Area Example Recommendations



In addition to the Plan’s ‘Big Ideas’, supplemental Focus Area Recommendations are provided to forward plan goals. Please review the examples actions for each Focus Area below and provide your feedback to the project team.

Parks, Recreation & Community Character

Implement Parks Comprehensive Plan and Greenway Plan projects with emphasis on pedestrian connections from residential to non-residential uses and development of “The Farm”.

Amend the Town’s LDO to require the development of greenway facilities identified in the 2019 Parks and Recreation Comprehensive Master Plan Update.

Digitize all existing and proposed greenways and trails through GIS to support future planning and code enforcement.

Review screening, landscaping, and code enforcement provisions to ensure that community aesthetic standards are adhered to in the Town’s most trafficked locations.



Transportation

Continue developing priority projects as identified in the 2021 Rolesville Moves and the 2022 Rolesville Bikes Plans.

Strategically update the Town’s LDO to limit subdivision driveways onto Main Street.

Review and update the 2020 American Disabilities Act (ADA) Transition Plan.

Explore transit opportunities during small area planning of any 401 Gateway parcels.



Land Use & Housing

Revise TC zoning requirements to remove minimum parking and/or provide ‘satellite parking’ option when located within a specified distance from the municipal parking lot.

Engage with key property owners to explore small area plan development that guide context-sensitive development and investment.

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

Continue periodic Text Amendment ‘bundles’ through feedback opportunities with the developer community.



ROLESVILLE OFF-STREET PARKING REQUIREMENTS			
PRINCIPAL USES	MINIMUM REQUIRED	MAXIMUM ALLOWED	ADDITIONAL NOTES
RESIDENTIAL USES			
Dwelling, Single Family, Attached	2.0/Dwelling Unit Plus 0.25 Guest Spaces/Dwelling Unit	No Maximum	Exclusive of garage, which shall not be included in minimum and maximum.
Dwelling, Multiple Family	1.5/Dwelling Unit Plus 0.10 Guest Spaces/Dwelling Unit	2.5/Dwelling Unit	Maximum 10% additional guest parking of total parking count may be permitted.
Dwelling, Upperstory Unit	1.0/Dwelling Unit	2.0/Dwelling Unit	
Live-Work Unit	0.75/Dwelling Unit	1.75/Dwelling Unit	
Residential Care (ALF, ILF, CCF)	0.25/Bed	1.0/Bed	
CIVIC USES			
Assembly/Church	1.0 per 4.0 seats in the principal assembly room	2.0 per 4.0 seats in the principal assembly room	
Day Care	2.5/1,000 SF	5.0/1,000 SF	
Government Office	2.5/1,000 SF	5.0/1,000 SF	
Parks/Public Recreation Facilities	3 Per Gross Acre Plus 1 Per 1,000 SF of Gross Floor Area of Buildings	No Maximum	
Schools (K-12)	1.0 per 5.0 seats in the principal assembly room	2.0 per 5.0 seats in the principal assembly room	Minimum parking for schools shall be consistent with Wake County Standards

Economic Development

Continue supporting downtown development through façade and Main Street improvements, proactive planning efforts, and key changes to the towns Land Development Ordinance

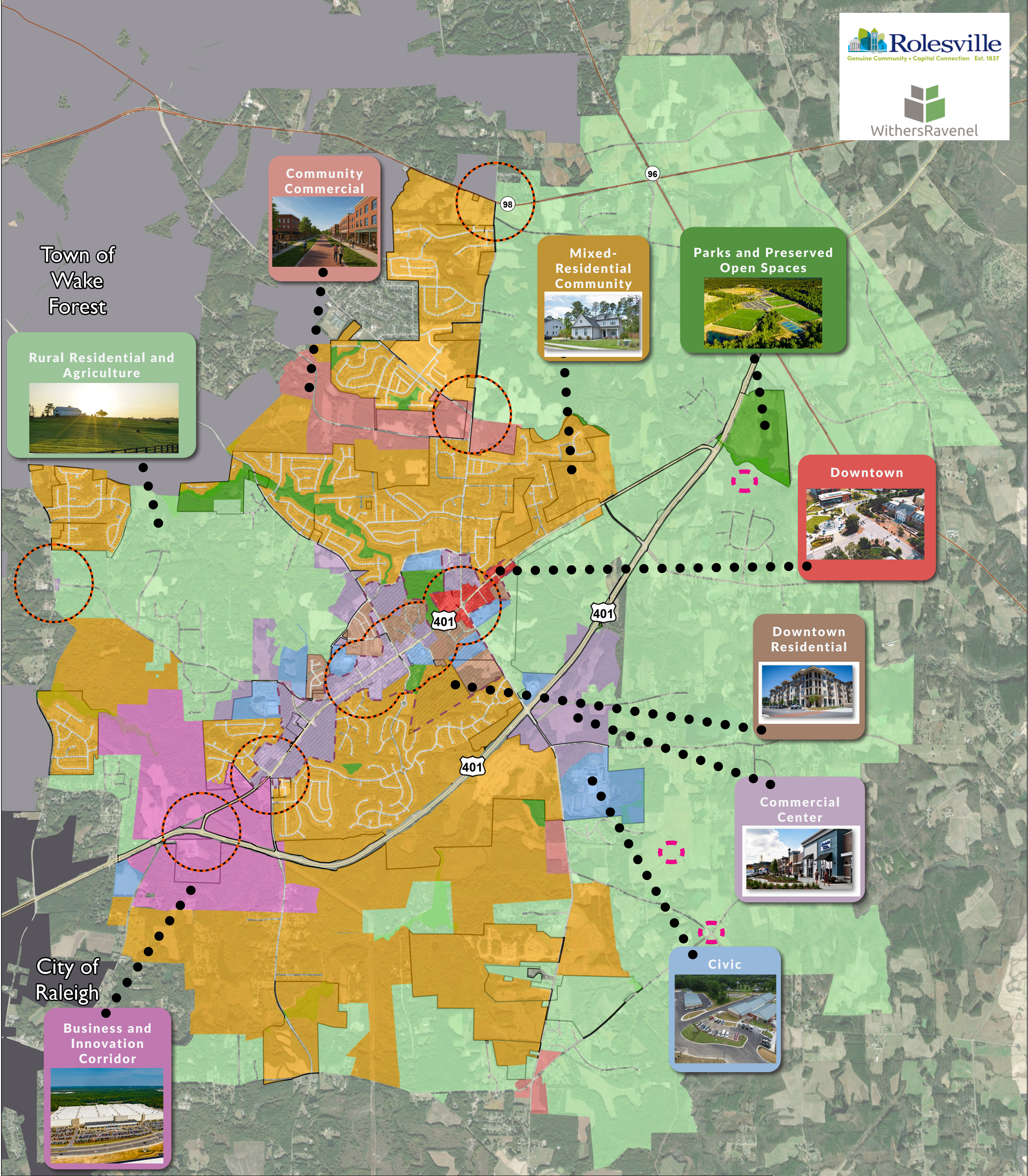
Create an Economic Development Department Policy Manual to define programs and actions for:

- ❑ Business and Key Sector Attraction
- ❑ Business Retention and Expansion Policy
- ❑ Small Business & Entrepreneurship Program

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

Identify land and consider funding due diligence, site preparation, and site certification to provide “shovel ready” sites for future commercial and industrial development.





Use Name	Color	Summary Description	Use Description	Design Considerations	Model Uses	Compatible Zoning
Parks and Preserved Open Spaces		Parks, environmental features, and similar uses.	These parcels represent civic and environmental amenities in the Town. They can be preserved lands, passive greenways, or parks and playgrounds.	Limit impervious development.	Undeveloped Land, Parks, Greenways, Environmentally Sensitive Lands	Compatible with all zoning districts.
Rural Residential and Agriculture		Primarily agricultural lands and rural single-family homes.	These parcels are predominantly agricultural or single-family homes. They represent the rural character of Rolesville's past, and remain today in areas of development constraints.	Limit subdivision development so as not to strain utilities and resources	Agricultural Uses, Single-Family Homes	RL, MH
Mixed-Residential Community		Single-family and some townhomes.	These parcels represent the most common residential development in Rolesville. They represent single-family subdivisions with limited Non-Residential at Key Intersections.	Require sidewalk and greenway development as identified in Town planning documents.	Subdivided Single-Family Homes, Small Townhomes, Limited Non-Residential at Key Intersections	RM, NC
Downtown Residential		Multi-family homes.	These parcels surround the Town's core and represent the dense, residential development that supports a walkable downtown identity. Various support uses and mixed-use developments add to the diversity of these parcels.	Reduced visitor parking requirements and increased walkability requirements.	Apartments and Vertical Mixed-Use	RH, NC
Commercial Center		Shopping & entertainment opportunities for both locals and the region.	These parcels represent conventional commercial uses along Main Street. 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 are prioritized.	Utilize rear and side parking options in locations away from primary transportation corridors.	Retail, Entertainment, & Restaurants	GC, CH
Downtown		Vertically mixed-use buildings.	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 for entrepreneurs to offer new and exciting experiences for residents and visitors alike.	Limited parking requirements.	Vertical Mixed-Use Retail, Restaurants, and Office Space, Pocket Parks, and Town Services	TC
Civic		Community resources and education centers.	These parcels represent key civic or institutional resources in the Rolesville community, including schools, places of worship, and resource centers.	Consider walkability and Safe Routes to School enhancements to ensure facilities are accessible and safe.	Schools, Libraries, Civic Centers	OP
Community Commercial		Walkable, neighborhood-serving retail and amenities.	These parcels represent infill commercial development that supports adjoining neighborhoods and is strategically connected by existing and future greenway development.	Prioritize sidewalk, bicycle, and greenway connections within development and across Chalk Road.	Retail and Restaurants	GC, OP, NC
Business and Innovation Corridor		Employment areas for commercial and industrial uses.	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.	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.	Conditionally-Zoned Subdivided, Mixed-Use Parcels with Small Area Plan.	GC, BT, AC, NC, GI, CH
Downtown Opportunity Zone		Transportation and Design Considerations for Rolesville's Downtown destinations	Rolesville's downtown 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.	Architectural and design considerations, gateway improvements, and public open spaces/pocket parks.	See underlying Future Land Use.	
Priority Intersection Buffer		Traffic decongestion around Rolesville's busiest intersections.	These parcels within these buffers are within 1/4 mile of a congested intersections, and require additional transportation considerations.	Driveway limits, multi-modal transportation alternatives, and cross access corridor considerations.	See underlying Future Land Use.	

 Areas of Commercial Consideration within/adjoining the Little River Watershed

What did we miss?

Please let us know if there are any additional considerations that must be made during the development of the community’s comprehensive plan.

Thank you again for your input!

Rolesville Comprehensive Plan 2050



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CLEAN UP MAIN STREET
MOW, FLOWERS, MEDANS?

Parks + Rec
land acquisition policy
Rec ↑

Add tennis courts ✓

Movie Theater

Save the
environment
don't cut
the trees
down.

Childcare - lack of

leave more trees
more family style restaurants

Integration
of Garages / Trails
with Apps (Vendors)
for Eco. Dev + Entertainment.

PARK SAFETY
/ EMERGENCY CALL BUTTON
/ CAMERAS

Town Identity
① Parks
② Recreation
③ Agriculture
④ Club Sport organizations

Let's learn from other towns (WR)
* put in infrastructure before the
development
- Condo's during roadway project

Opportunity
for Cottage Courts!