

**TOWN OF SNOW HILL, NORTH CAROLINA**

**COMPREHENSIVE PLAN 2035**



December 2013

Prepared Under Agreement By:  
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## **PREFACE**

This comprehensive plan was funded in part by a Region 10 Community Transformation Grant awarded to the Town of Snow Hill, North Carolina. The town hired East Carolina University's urban and regional planning program through the University's Office of Sponsored Programs to complete the comprehensive plan.

Jerry Weitz, Ph.D., FAICP, Associate Professor and Director of the Urban and Regional Planning Program, was the chief planner. Undergraduate students (pictured below) of PLAN 4096 (Planning Studio) worked with Weitz to complete the plan.



**The Snow Hill Student Planning Team  
(pictured from left to right)**

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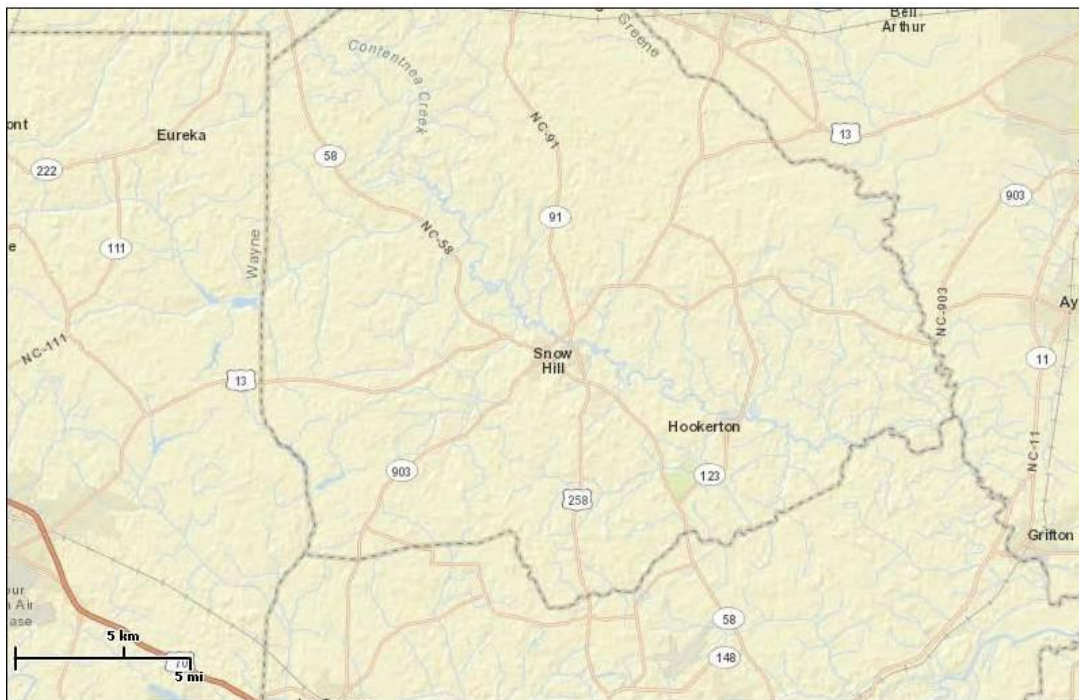
# CHAPTER 1 INTRODUCTION AND OVERVIEW

## PURPOSES OF THIS PLAN

Why do local governments plan for the future? If town leaders do not have a good idea about what citizens and leaders want for the future of their community and how they can and should go about attaining those aspirations, then the town will not face very good prospects of getting where it wants to be in the future. Comprehensive plans therefore begin with visions which are crafted after input from citizens and community leaders. A comprehensive plan considers a long-range horizon of twenty years or more. We refer to the long-range plan as “comprehensive” because it considers the interrelatedness of functions in the town and ties all major aspects of community functions together so that they work in harmony and without conflict.

## LOCATION

The Town of Snow Hill is located in central Greene County, North Carolina, and the county is a part of the Greenville, NC metropolitan statistical area (MSA). Snow Hill is one of three incorporated municipalities in Greene County (the others are the towns of Hookerton and Walstonburg). Snow Hill is the county seat of Greene County. The County’s major waterway is Contentnea Creek, which meanders for more than forty miles in the county, dividing it in half and forming a northern boundary of the Town of Snow Hill.



**Map 1.1 Snow Hill and Vicinity**

## PRIOR PLANNING EFFORTS

In June 1974, the North Carolina Department of Natural and Economic Resources prepared a Land Development Plan for the Town of Snow Hill. As its name implies, the Land Development Plan focused on land use issues and was not “comprehensive.” In March 1978, the North Carolina Department of Natural Resources and Community Development prepared “An Addendum to the 1974 Snow Hill Land Development Plan.” That work was funded by a grant from the U.S. Department of Housing and Urban Development under the Urban Planning Assistance Program outlined by Section 701 of the Housing Act of 1954, as amended. The addendum was endorsed by the Town’s elected body in 1978 as a general guide to the future development of land use and housing in the town. The addendum focused on land use and housing, but it also included information about natural resources and community facilities.

## PUBLIC PARTICIPATION AND INPUT

Community meetings were held October 10<sup>th</sup> and November 14<sup>th</sup>, 2013, in Town Hall, to solicit input to the comprehensive plan. At the October meeting, a list of issues and opportunities was discussed, and a community questionnaire was distributed. The questionnaire was distributed to all local residents who attended the first public meeting and was designed to gauge the public’s opinions about the existing conditions of the Town of Snow Hill and what they would like to see change or improve in the future. There were 11 people who completed the 21-question survey. The questionnaire and responses are provided in Appendix A of this plan.



**October 10, 2012 Meeting in Town Hall**

During the November meeting, a vision statement and future planning concepts were proposed and discussed. A draft future land use plan was presented and refinements were made based on community input. Based on the responses gathered from the completed surveys, and input during meetings, the planning team acquired a better understanding of what Snow Hill residents would like to see included, or not included, in the comprehensive plan.

Residents who completed the questionnaire consistently gave the Town high ratings for “quality of life” and “distinctive character.” When asked what they like most about Snow Hill, the vast majority of responses mentioned the friendliness, the peacefulness, the people, and the “small-town feel” of the town. When asked what they like least about the town, the responses were largely focused on the lack of businesses and available community activities in the area. Based on these findings, the people of Snow Hill value having a strong sense of community and are open to making changes in the area that will allow their connection to their community grow even stronger.

When asked about what sorts of changes they would like to see made in the area, including a few specific development proposals, we received mixed results. Responses to the proposed idea of a greenway that would connect major areas of the town by walking and biking trails were very positive. Support for a community center was also strong. Based on the survey results, Snow Hill residents have expressed a need for improved roads and sidewalks in the area.

#### VISION STATEMENT

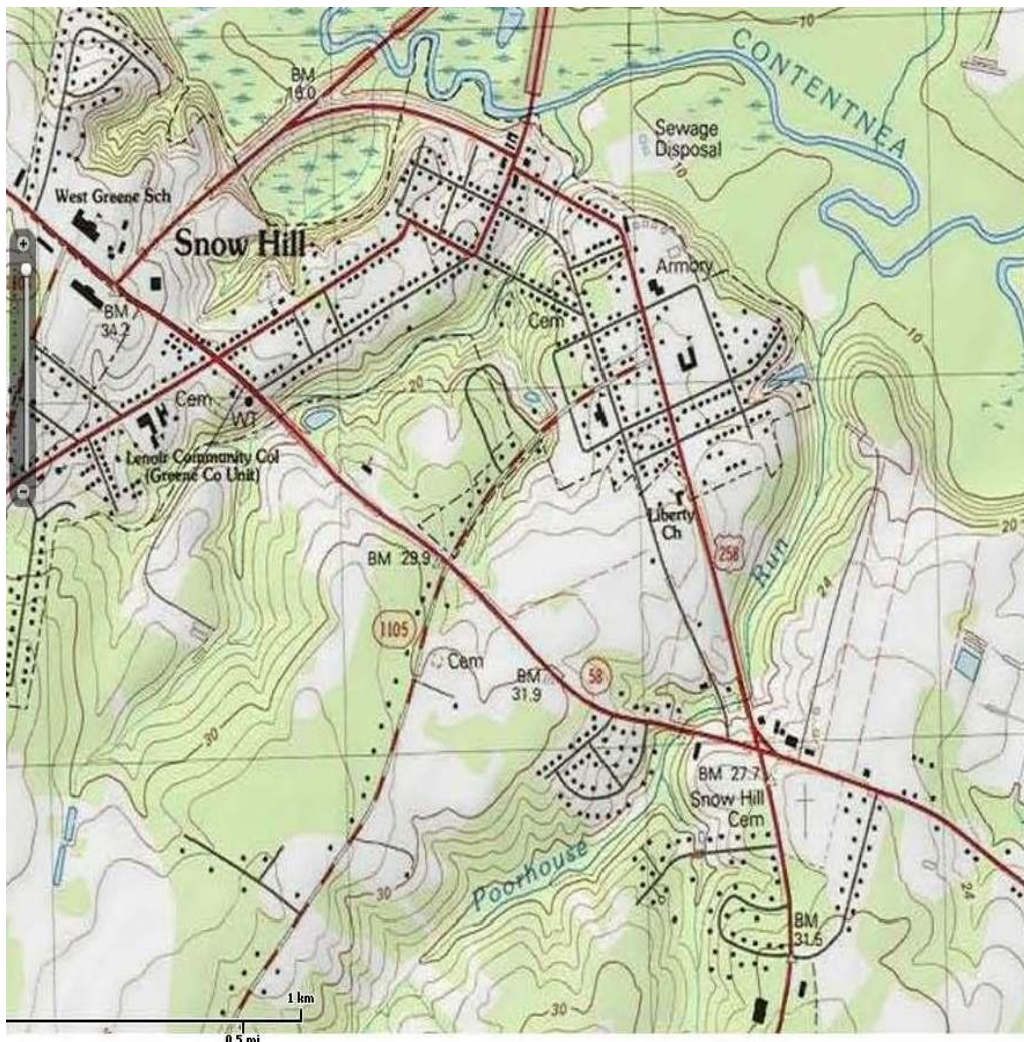
Based on input from the community survey, the following vision statement has been articulated:

*The Town of Snow Hill is, and will be, a safe, healthy, peaceful, comfortable, inclusive historic community with welcoming and friendly people. The town will strive to grow responsibly by expanding its local economy, emphasizing sustainable approaches, and providing more community, recreational, and commercial services while protecting the town's natural environment, its neighborhoods, and its unique character. Through planning and deliberate follow-through, the town will, by 2035, become widely admired in the region because of its healthy and active lifestyle and pedestrian orientation, facilitated by safe roads, great sidewalks, and a greenway system throughout the town.*

## CHAPTER 2 NATURAL AND HISTORIC RESOURCES

### PHYSIOGRAPHY AND TOPOGRAPHY

Greene County, covering 269 square miles, is centrally located in the coastal plain of Eastern North Carolina. Greene County contains two divisions of the Coastal Plain physiographic region – the Sunderland and the Wicomico Terraces. Nearly continuous throughout the county, the Surry Scarp separates these divisions. It extends in a north-south direction midway in the county. The toe elevation is about 95 feet. The higher lying Sunderland terrace is in the western part of the county, west of the Surry Scarp. The lower lying Wicomico Terrace is in the eastern part of the county.



Map 2.1 Topography of Snow Hill

The topography of the County is characterized as being predominantly flat in profile with its drainage basins being shallow and low-sloping. Contentnea Creek meanders for more than forty miles dividing the County in half. The general slope of the county is to the southeast. Elevation ranges from about 20 feet above sea level along Contentnea Creek to 120 feet in the highest place in the southwest and northwest parts of the county. Most elevations are between 75 and 110 feet. Short slopes border the first bottom or terrace landforms.



**Contentnea Creek**

Small streams, throughout most of the county, dissect more of the Sunderland surface than the Wicomico surface. Many open ditches and tile drains have been installed to facilitate drainage (Barnhill 1980; Greene County Land Use Plan). In Snow Hill, the highest elevation is approximate 34 feet (see Map 2.1). Although the land within Greene County is generally level, specific areas of gently rolling terrain are present (Addendum to Town of Snow Hill Land Development Plan).

## **CLIMATE**

The climate of the county is typically humid-subtropical, allowing for mild winters and summers with a slight transition between seasons. The weather is variable, being heavily influenced by the nearness (60 miles) to the Atlantic Ocean. The mean annual temperature is 62 degrees, with the average length of the growing season measured at approximately 225 days from March until October. Summer in Greene County is hot and generally humid because of the moist maritime air. The average summer temperature is 77 degrees Fahrenheit, and the average daily maximum temperature is 88 degrees. The highest recorded temperature, which occurred on July 1, 1959, is 103 degrees. Winter is moderately cold but short. The average winter temperature is 43 degrees Fahrenheit, and the average daily minimum temperature is 32 degrees. The lowest temperature on record, which occurred at Greenville on December 16<sup>th</sup>, 1958, is 5 degrees (Barnhill 1980). The “Addendum to the Snow Hill Land Development Plan” (1978) indicates the lowest recorded temperature was 0 degrees F and the highest recorded temperature was 106 degrees F.

Precipitation is quite evenly distributed throughout the year and is adequate for all crops. The summer precipitation is usually in the form of thundershowers, when a large volume of water accumulates within a short time. Tropical systems are always a threat during the months of June through November. Winter precipitation is predominately in the form of rain. The average annual rainfall for Greene County is 55 inches. Snow seldom materializes or remains more than 24 hours before melting. Of the total annual precipitation, 28 inches (or 60%) usually falls in April through September, which includes the growing season for most crops (Barnhill 1980).



## SOILS

Soils in Greene County range from well-drained to poorly-drained and consist of four major soil associations. Of particular interest to urban planners is the suitability of soils for crop production and septic tank absorption fields. The Greene County Soil Survey (Barnhill 198) provides information with regard to the suitability of soils for grain and seed crops (Table 9). The soils that are most appropriate for crop agriculture are shown in Table 2.1. Those soils listed in Table 2.1 can also be considered and referred to as prime agricultural soils.

The Soil Survey for Greene County (Barnhill 1980) also reveals soils that have severe limitations on septic tank absorption fields (see Table 2.2). Mapping of these soil units with severe limitations on septic tank drainfields enables land use planners to identify where low-intensity residential development should not be permitted.

**Table 2.1  
Soils With Good Potential for Grain  
and Seed Crops, Greene County**

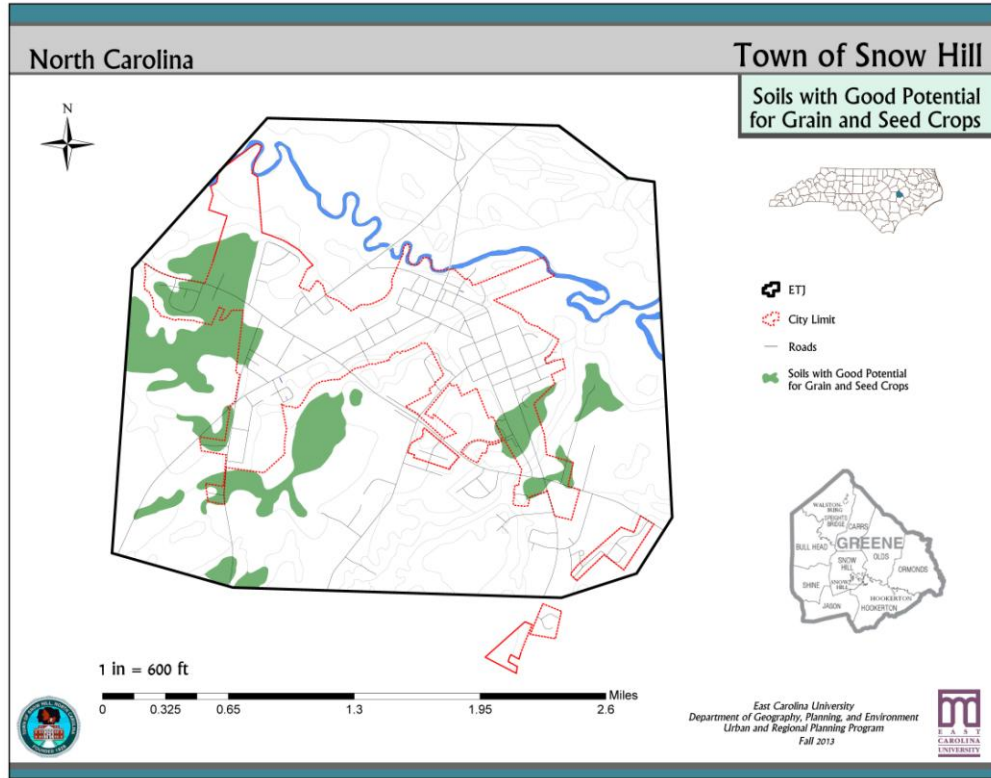
Soil Name (Map Symbol)	
Aycock (AyB)	Orangeburg (OrA)
Exum (ExA)	Orangeburg (OrB)
Goldsboro (GoA)	Pactolus (Pa)
Norfolk (NoA)	Wagram (WaB)
Norfolk (NoB)	

Source: Barnhill 1980, Table 9.

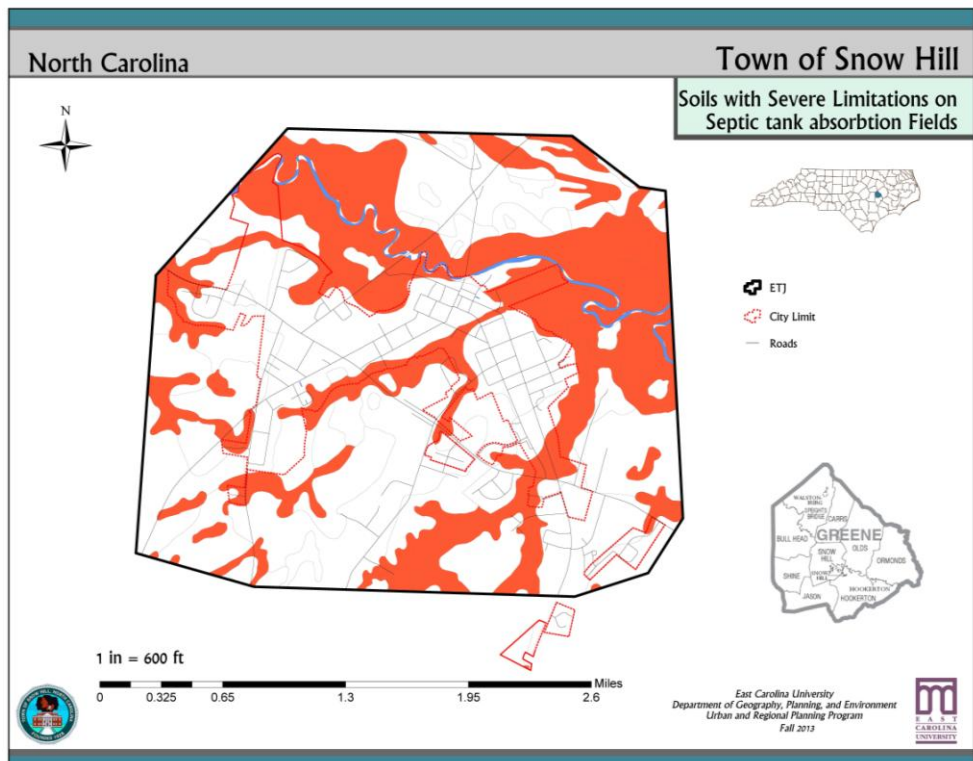
**Table 2.2  
Soils with Severe Limitations on  
Septic Tank Absorption Fields, Greene County**

Soil Name (Map Symbol)	
Bibb (BB)	Johnston (JS)
Cowarts (CoC2)	Kinston (KN)
Exum (ExA)	Lumbee (Lu)
Goldsboro (GoA)	Lynchburg (Ly)
Grantham (Gr)	Pactolus (Pa)
Gritney (GyC2)	Paxville (Pm)
Johns (Jo)	Rains (Ra)

Source: Barnhill 1980



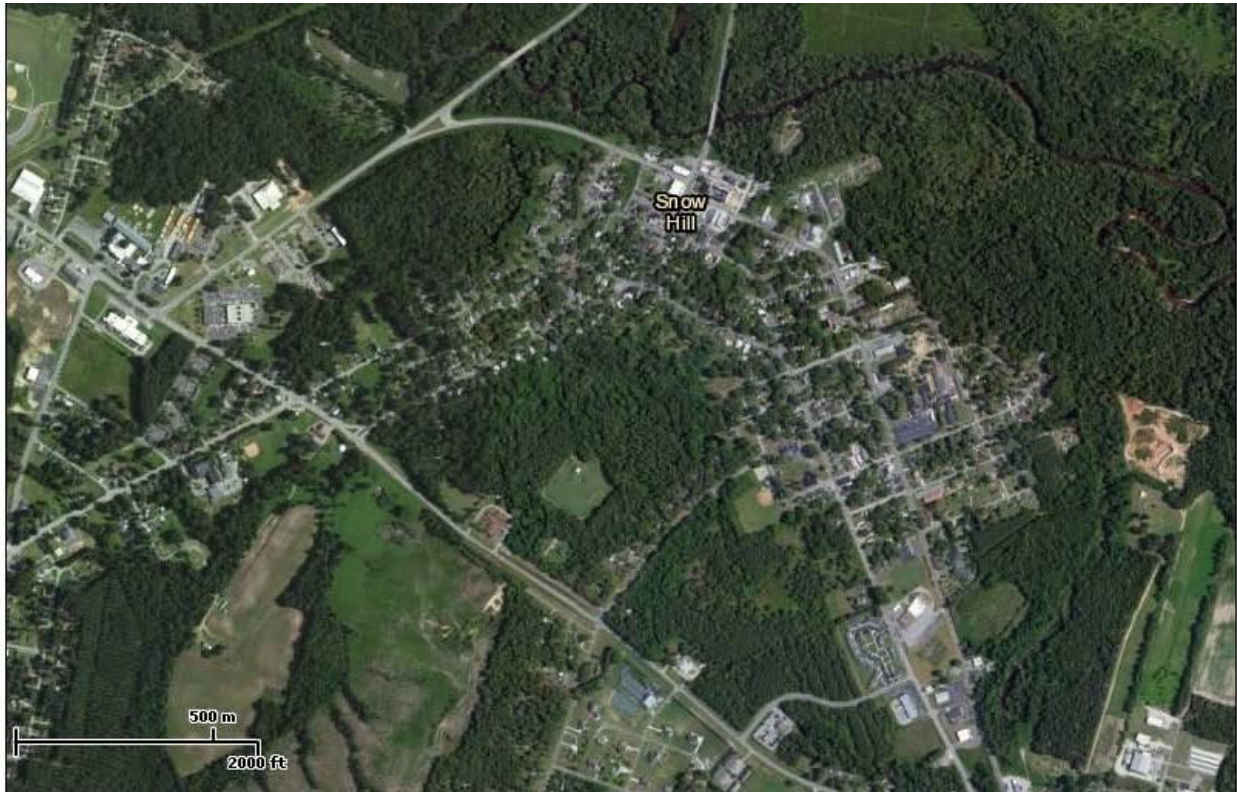
Map 2.2



Map 2.3

## HABITAT AND ENDANGERED SPECIES

The area surrounding Snow Hill is heavily forested (see aerial photograph below). Pine forests originally covered much of upland Greene County. Cypress, gum, and miscellaneous hardwoods were dominant on lower flood plains along drainage ways.



**Aerial View of Snow Hill**

Greene County has a variety of wildlife habitat and wildlife species. The county's land is generally suitable for small game species such as quail, rabbit, squirrel, and dove. Wetland wildlife habitat in the county is contained mostly to Contentnea Creek. Waterfowl, including wood ducks, minks, muskrats, and raccoons are abundant throughout the county (Barnhill 1980).

According to 2010 data available from the U.S. Fish and Wildlife Service, Greene County is the location of the following vertebrates:



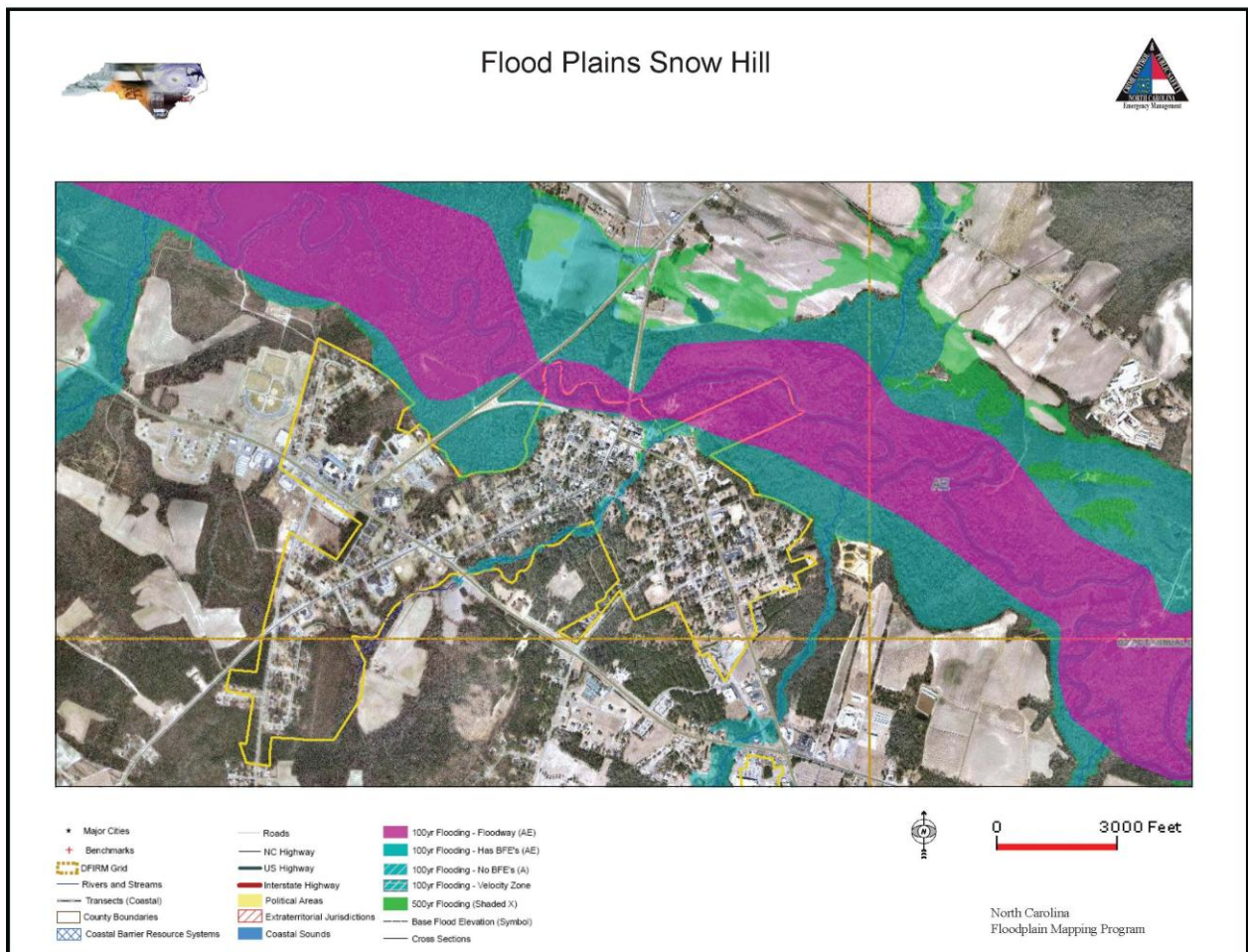
**Contentnea Creek Riparian Area**

American eel (*Anguilla rostrata*) (FSC); Carolina madtom (*Noturus furiosus*); Pinewoods shiner (*Lythrurus matutinus*), and the Red-cockaded woodpecker (*Picoides borealis*). The first three of

these are federal species of concern and have been recorded within the last 50 years in the county, while the red cockaded woodpecker is endangered and is probable or has potential to reside in the county (Source: <http://www.fws.gov/raleigh/species/cntylist/greene.html>).

## FLOOD PLAINS

An updated flood insurance study and flood insurance rate maps were officially issued by the Federal Emergency Management Agency on January 2, 2004. Contentnea Creek is subject to flooding and the 100-year flood plain is extensive along the creek's corridor in Snow Hill. Tributaries flowing into Contentnea Creek in the town also have narrow flood plains along them (see Map 2.4).



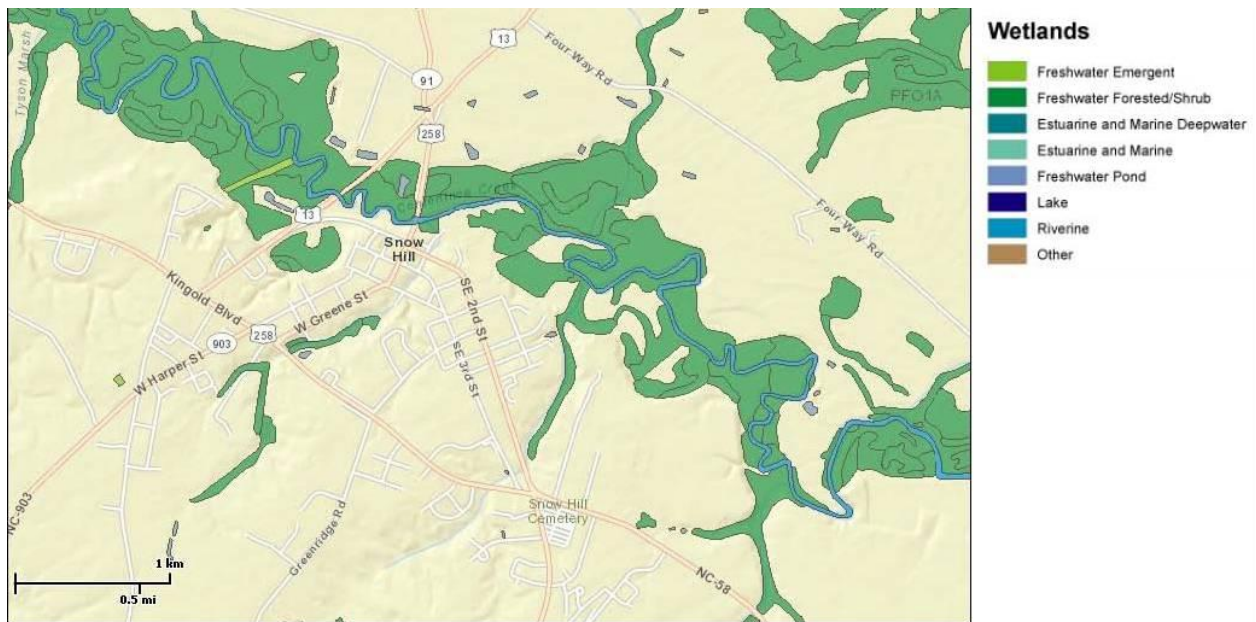
Map 2.4 Flood Plains, Snow Hill

## WETLANDS

Substantial wetlands exist in the town and its vicinity. Most of the wetlands are associated with Contentnea Creek, although there are other wetlands that pose development limitations (see Map 2.5). According to the National Wetland Inventory, the wetlands in the Snow Hill area are all of the freshwater forested/shrub variety.



Wetland South of NW 2<sup>nd</sup> Street



Map 2.5 Wetlands, Snow Hill Area

(Source: U.S. Fish and Wildlife Service, National Wetlands Inventory)

## HISTORICAL NARRATIVE

Greene County, part of a land grant by King Charles II of England in 1663, was first settled around 1710 by immigrants from Maryland, Virginia, and parts of North Carolina. Upon their arrival, great numbers of settlers were driven off by the Tuscarora Indians. However, on March 20<sup>th</sup>, 1713, a fighting force of South Carolinians and Yemassee Indians, under Colonel Murice Moore, defeated the Tuscarora. With the demise of the Indian threat, settlers advanced in their various economic pursuits. In 1758, the area now recognized as Greene and Lenoir Counties was separated from Johnston and named Dobbs for the Royal Governor. This section was bisected to form Glasgow County in honor of the Secretary of State. However, Glasgow and accomplices were involved in issuing fraudulent land grants and were duly indicted. The residents of the

county then opted for a name change to Greene, in honor of Nathaniel Greene, one of General Washington's right-hand men (Greene County Land Use Plan).

The county seat of Greene County (originally established in 1791 as Glasgow County), was authorized and surveyed in 1811. Snow Hill is located on the south bank of Contentnea Creek, which was navigable by flat boats carrying naval stores up to the northern end of Greene County. At that time, Contentnea Creek was the main connection between Snow Hill and other towns. Because the creek has extensive wetlands, the town was located along a ridge. A small frame courthouse was constructed some time before 1800, and only a few scattered residences existed in the vicinity. In the early 1800s, Greene County was backcountry with plantations and subsistence farms; less than 20 percent of the land was being cultivated for crops. Snow Hill was incorporated as a town in 1828.

Cotton was the major crop in the 1850s. The oldest dwellings in Snow Hill, dating back to the 1850s, extend along Greene Street four blocks to the south of Contentnea Creek. Throughout the first half of the 1800s and into the early 1900s, most of Snow Hill's sparse population was well-to-do owners of plantations in Greene County who chose to live in the town. Greene County's original courthouse was replaced in 1848, but then it caught fire and was destroyed in 1876.

Snow Hill in 1900 consisted of about 86 families and 510 residents. By 1900 tobacco became the most active and prosperous industry in the county. The late Nineteenth Century and early Twentieth Century was a period of great economic development triggered by the expansion of the tobacco industry and construction of a railroad from Kinston to Snow Hill in 1908. Snow Hill at that time was a small but bustling market and milling center, including five cotton gins, three grist mills and two saw mills, and tobacco warehouses were built along the banks of Contentnea Creek. The town also had several hotels and saloons. Commercial buildings, a product of the railroad boom era, were constructed in Snow Hill during the 1910s on opposite corners of the Courthouse Square. Construction of homes also occurred during this time. By 1920, Snow Hill had earned a reputation as one of the smallest towns in the country with paved streets, electric lights, and a water works. However, rail service to Snow Hill was discontinued in 1931 and the railroad tracks (which generally followed SE Second Street) were removed. Also, by the 1930s, the use of Contentnea Creek to transport goods significantly diminished. This left the town isolated from a transportation perspective. Nonetheless, houses continued to be constructed in Snow Hill thereafter, some on lots divided from larger, older home lots. Greene County's current standing courthouse was constructed in 1935.

Today, situated between two major rivers (Neuse and Tar), Snow Hill remains one of the most isolated county seats of the North Carolina coastal plain. Contentnea Creek is a smaller waterway than the Neuse and Tar Rivers, and accordingly, Snow Hill did not experience the same growth as Tarboro and Greenville on the Tar River and Kinston and Goldsboro on the Neuse River. Furthermore, the railroad in Snow Hill came and left early and was never more than an extended spur track. Today, in 2013, Snow Hill maintains many of the characteristics that the town exhibited in the 1950s (Source: U.S. Department of Interior, National Park Service, Registration Form, Snow Hill Historic District, 2000).

## HISTORIC RESOURCES

### Greene County Courthouse

Snow Hill is a town with major historical significance given it is the county seat of Greene County. Greene County's current courthouse was constructed in 1935 under the Works Progress Administration, was listed individually on the National Register of Historic Places in 1979 and is also part of the Snow Hill Historic District (discussed below). It is located at the northern edge of the town's central business district. (Source: Courthouses in North Carolina National Register of Historic Places Inventory and Nomination Form, 1978).



**Greene County Courthouse**

### St. Barnabas Episcopal Church

St. Barnabas Episcopal Church (c 1887) was also individually listed on the National Register of Historic Places in 1979 and is included within the Snow Hill Historic District (discussed below). The church sits on a 2.5-acre site located at the southeast corner of SE Fourth Street and St. Barnabas Road. The church is associated with the social history of Greene County from 1884 to 1962 and is “of immeasurable value to the residents of Snow Hill.” St. Barnabas cemetery, which has an interesting history of its own, lies adjacent to the church (Source: St. Barnabas Church National Register of Historic Places Inventory and Nomination Form, 1979).

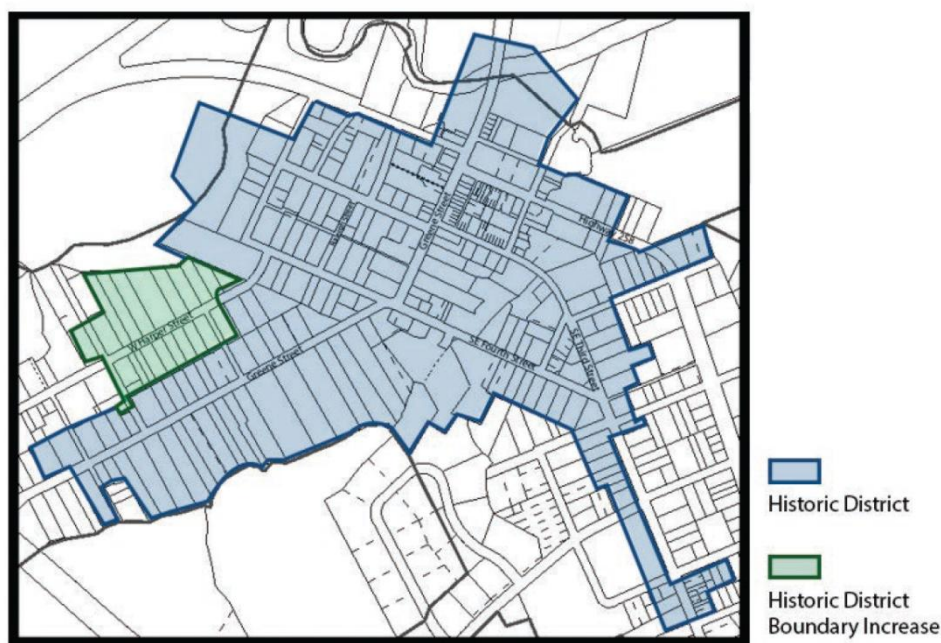
### Snow Hill Colored High School

This historic resource, also known as Greene County Colored Training School and Rosenwald Center for Cultural Enrichment (Lenoir Community College), sits on 5.6 acres at 602A West Harper Street. It was constructed c 1925 by the Greene County Board of Education. It is significant in the areas of architecture, education, and Black ethnic heritage between 1925 and 1953. It represents one of five Rosenwald Schools constructed in Greene County between 1918 and 1925. From 1925 to 1953, the school served as an educational and social center for the African American community in Snow Hill. It was the first high school for the African American Community in Greene County. In addition to the educational building, a small monument (granite obelisk) sits on the site to memorialize Mary M. Battle, an industrial supervisor at the school). The baseball field east of the school is a contributing site laid out c 1935 (Source: Snow Hill Colored High School National Register of Historic Places Inventory and Nomination Form, 2003).

## Snow Hill Historic District

Snow Hill's National Register Historic District encompasses some 21 town blocks along Greene, Harper, First, Second, Third, and Fourth Streets in Snow Hill. The original Snow Hill Historic District was bounded by Harper and Corbett Streets on the west, First and Second Streets and Contentnea Creek on the north, Seventh Street and Long Branch on the south, and Eastover Drive on the east. The Historic District consists of 189 contributing buildings and 110 noncontributing buildings and includes the town's three-block central commercial district along Greene Street. The district's resources are significant in the areas of community planning and development and architecture for the period from 1850 to 1945. (Source: U.S. Department of Interior, National Park Service, Registration Form, Snow Hill Historic District, 2000).

### Town of Snow Hill Historic District



Map 2.6

### Snow Hill Historic District Boundary Increase

Properties along West Harper Street, between West Sixth Street and West Fourth Street, were added to the Snow Hill National Register Historic District in 2009. The additional area, single-family residential in character, consists of 30 contributing and 14 noncontributing structures. The area is significant in terms of architecture from 1929 to 1955. The addition of this area also extended the period of significance of the Snow Hill Historic District from 1945 to 1955. (Source: National Register of Historic Places, Snow Hill Historic District Boundary Increase and Additional Documentation, 2009).



## **ISSUES, OPPORTUNITIES, AND ASSESSMENT**

### **Maintenance of Greenbelt Surrounding Town**

The central part of the Town of Snow Hill is almost completely surrounded by an existing, natural vegetative buffer of trees. It is unusual for a town, particularly a county seat, to have a natural greenbelt surrounding it. Many cities and towns have lost their green countryside outside the town limits. There is an opportunity to preserve the natural greenbelt which informally exists surrounding the central part of town. A greenbelt serves many important functions; not only does it provide a hard “edge” to the town, it provides trees and other vegetation which improve prospects for public health and enables a continuation of wildlife diversity within and close to the town. Protection of the greenbelt around Snow Hill would require additional regulations.

### **Flood Plain Management**

Snow Hill has adopted a flood damage prevention ordinance and is participating in the National Flood Insurance Program. The town recently updated its flood damage prevention ordinance so that it meets the most current requirements of the Federal Emergency Management Agency.

### **Wetlands Protection**

As Map 2.5 indicates, many of the wetlands in the Snow Hill area are associated with flood plains of Contentnea Creek. The flood damage prevention ordinance to some extent will help protect wetlands within flood plains. However, development may still take place within flood plains even under the provisions of the flood damage prevention ordinance. In addition, land disturbance or development within “jurisdictional” wetlands may require a permit be obtained from the U.S. Army Corps of Engineers. Even with these ordinances and permitting requirements, wetlands are not necessarily adequately protected from small-scale disturbance. Local regulatory provisions against disturbance of wetlands are warranted.

### **Soils Unsuitable for Septic Tanks**

A good portion of the central developed area of Snow Hill is served by sanitary sewer. However, a large portion of the Extraterritorial Jurisdiction (ETJ) is not presently served by sanitary sewer and may not be served with sewer during the planning horizon. As noted earlier and shown on Map 2.3, there are many soils in the town’s ETJ that pose severe limits on their use for septic tank absorption fields. The future land use plan map, as it pertains to residential development not served by sanitary sewer, should recognize these soil limitations and some policies or regulations put in place to discourage residential subdivisions on septic tanks in soils that do not percolate well.

### **Prime Agricultural Lands**

This chapter includes a map showing the soils within the ETJ that are best suited to crop production. There is no shortage of agricultural lands in Greene County. This might suggest to some people that protection and promotion of agriculture within the ETJ is not important.

However, it is suggested here that Snow Hill and Greene County should protect their most productive soils and retain them for crop cultivation. Given population forecasts in this plan, not all of the lands within the Snow Hill ETJ are needed for residential and other land uses during the planning horizon. Furthermore, there are significant advantages to having productive agricultural lands remain protected for local food production. Consideration should be given to establishing an agricultural zoning district within the Town's ETJ that favors crop cultivation for healthy local foods over residential or other non-agricultural land uses.

### **Historic Preservation**

As this chapter shows, Snow Hill is unique in that the vast majority of the original town limits are included within a district recognized on the National Register of Historic Places. The town's status as a historic community is one of its greatest assets. There are various opportunities to continue preserving the town's history, but it does not have formal town-sponsored programs to promote history and culture and continue to pursue additional preservation efforts. Also, as discussed under the land use element (see Chapter 6 of this plan), the National Register of Historic Places is largely a ceremonial list, and it certainly does not provide protection of historic resources. The issue of protecting historic resources in Snow Hill is discussed further in the land use element (Chapter 6).

## CHAPTER 3 POPULATION AND HOUSEHOLDS

This chapter provides an inventory and analysis of past and present population and household characteristics. An understanding of population growth and general population characteristics is an important step in completing a comprehensive plan. Analyzing where the people are, in what amounts and composition, and at what rates they are expected to increase in number helps to determine the location and need for public facilities, capital improvements, housing, and employment opportunities.

### POPULATION TRENDS

Table 3.1 shows past and current populations of the town and the county as a whole. Greene County's population increased significantly from 2000 to 2010. The population of Snow Hill experienced modest growth from 2000 to 2010 of only 81 persons. As a percentage of the total population in the county, Snow Hill's share has dropped from 8.0% to 7.5% from 2000 to 2010. The estimate for 2007-11 would suggest that Snow Hill's population has grown substantially since the 2010 census. However, the 5-year estimates have a large amount of error associated with them. Furthermore, after consulting with town officials, there is no evidence that the town has grown in population recently. The town's current population is something similar to the 2010 decennial census, and the 5-year estimates of the town's population are considered inflated and therefore invalid.

**Table 3.1  
Historic Population Trends, 2000, 2010 and 2007-11 5-Yr. Estimates  
Town of Snow Hill and Greene County**

<b>Jurisdiction</b>	<b>2000</b>	<b>%</b>	<b>2010</b>	<b>%</b>	<b>2007-11 5-Year Est.</b>	<b>%</b>
Town of Snow Hill	1,514	8.0	1,595	7.5	2,360	11.1
Greene County	18,974	100.0	21,362	100.0	21,323	100.0

Sources: U.S. Department of Commerce, Bureau of the Census. 2000 and 2010 Decennial Census; American Community Survey, 2007-11 5-Year Estimates, Table DP05.

**Table 3.2  
Percent Change of Population, 1990-2000 and 2000-2010  
Town, County, and State**

<b>Jurisdiction</b>	<b>Percent Change, 1990-2000</b>	<b>Percent Change, 2000-2010</b>
Town of Snow Hill	9.9	5.4
Greene County	23.3	12.6
State of North Carolina	21.4	18.5

Source: U.S. Department of Commerce, Bureau of the Census. 1990, 2000, and 2010 Decennial Census.

Table 3.2 shows the percentage change in population between decennial censuses for the town, county, and state. The growth in the town of Snow Hill in the last two decades has been less than in Greene County and the state of North Carolina. The population change was higher in the 1990s than it was in the 2000s.

**HOUSEHOLD AND GROUP QUARTERS POPULATIONS**

Table 3.3 shows the total population is divided into “household” and “group quarters” (e.g., college dormitories, nursing homes, and correctional facilities) populations. The number of households is important in part because it reflects the need for housing units. Group quarters population is generally not considered in estimating needs for future housing units. The household population in the town increased slightly from 2000 to 2010, while the group quarters population dropped drastically during the decade. This is unusual to have a drop in group quarters population.

**Table 3.3  
Household and Group Quarters Populations, 2000 and 2010  
Town of Snow Hill, NC**

<b>Type of Population</b>	<b>2000 Census</b>	<b>%</b>	<b>2010 Census</b>	<b>%</b>
Household Population	1,378	91.0	1,581	99.1
Group Quarters Population	136	9.0	14	0.9
Total Population	1,514	100.0	1,595	100.0

Source: U.S. Department of Commerce, Bureau of the Census, Decennial Census, 2000 and 2010.

**Family and Non-Family Households**

From 2000 to 2010, the Town of Snow Hill experienced an increase of 87 households (Table 3.4). Note that the town’s total population during that time increased by only 81 persons. This underscores the fact that the number of households in a given town can increase even if there is little or no total population gain, due the formation of new households from existing households. That has important implications for planning, in that a town may need to plan for new housing units (an increase in households) even if the population is relatively stable over time.

Table 3.4 shows total households divided into “family” and “nonfamily” households. Family households generally are those related by blood, marriage, or adoption, while non-family households consist of unrelated or unmarried persons living together. Both family and non-family households increased in Snow Hill from 2000 to 2010. However, the increase in family households was rather modest. The vast majority (72 of 87) of the increase in total households from 2000 to 2010 in Show Hill was non-family households. The implications of this trend for housing should be considered – it is likely that non-family households are renters and tend to favor smaller, more affordable housing units, including multi-family units.

**Table 3.4**  
**Households by Type of Household, 2000 and 2010**  
**Town of Snow Hill, NC**

Households By Type	2000 Census	%	2010 Census	%
Family Households	381	60.8	396	55.5
Nonfamily Households	246	39.2	318	44.5
Total Households	627	100.0	714	100.0

Source: U.S. Department of Commerce, Bureau of the Census. 2000 and 2010 Decennial Census.

## AGE OF THE POPULATION

### The Significance of Age

Age is the single most important dimension of the population. There can be vast differences in the needs of children versus the elderly. Household income varies with age of householders. Age has a relationship to the labor force – workers include the population ages 16 years and over through retirement age and sometimes beyond. Age has important relationships to housing and can help predict likely first-time homebuyers, renters, owners of second homes, etc. The relationship of the age of population to the needs for community facilities and services is also very important. For instance, a high percentage of seniors often translates into a need for health care and personal care homes. On the other hand, a town with many children signals a need for schools, day care centers, and playgrounds.

### Senior Population (65 and Over)

Table 3.5 shows the town’s population by age group for 2000 and 2010, and also provides state percentage comparisons. Of most significance is the senior population. In 2000 in Snow Hill, nearly one of every four residents (24.6%) was 65 years old or older. Furthermore, persons 45 years and over constituted nearly one-half (49%) of the town’s population in 2000.

A significant change has occurred in Snow Hill with regard to its senior population. Whereas most communities witnessed a percentage increase in their senior population, Snow Hill’s population of seniors declined in total number (from 373 to 291) and as a percentage of total population between 2000 and 2010. As of 2010, seniors (65+) constituted only 18.3% of the town’s total population, a significant decline from 2000 but yet still significantly higher than the senior population of the state of North Carolina as a whole in 2010 (12.8%) (see Table 3.4).

**Table 3.5**  
**Population by Age, 2000-2010**  
**Town of Snow Hill and State Percentage Comparisons**

Age Group	2000	Town %	State %	2010	Town %	State %
0-4	67	4.4	6.7	111	7.0	6.6
5-9	71	4.7	7.0	100	6.3	6.7
10-14	86	5.7	6.8	74	4.6	6.6
15-19	103	6.8	6.7	102	6.4	6.9
20-24	91	6.0	7.2	106	6.6	6.9
25-29	108	7.1	7.5	81	5.1	6.6
30-34	79	5.2	7.6	84	5.3	6.5
35-39	67	4.4	8.1	102	6.4	6.9
40-44	99	6.5	7.8	82	5.1	7.0
45-49	124	8.2	7.1	80	5.0	7.3
50-54	91	6.0	6.4	115	7.2	7.0
55-59	76	5.0	5.0	148	9.3	6.3
60-64	79	5.2	4.0	119	7.5	5.6
65-69	62	4.1	3.5	68	4.3	4.2
70-74	77	5.1	3.1	69	4.3	3.1
75-79	81	5.4	2.5	57	3.6	2.3
80-84	76	5.0	1.6	52	3.3	1.7
85+	77	5.0	1.3	45	2.8	1.5
<b>TOTAL</b>	<b>1,514</b>	<b>100.0</b>	<b>100.0</b>	<b>1,595</b>	<b>100.0</b>	<b>100.0</b>

Sources: U.S. Census Bureau, 2000 and 2010 Decennial Census.

The decrease in senior population from 2000 to 2010 deserves closer examination. It could be that most of the decrease can be attributed to deaths. However, the decrease could also signal a trend that seniors moved out of Snow Hill, for a variety of reasons which may include the need of seniors to live closer to family or health care. It could also mean that housing and health services may not be adequate in Snow Hill to retain seniors. On the other hand, the senior population as a share of total population can still increase substantially during the upcoming decade, as alluded to in the next subsection.

#### **Up and Coming Seniors (55 to 64 Year Olds)**

It is worth examining the 55 to 59 and 60 to 64 year old age groups in Snow Hill in 2000 and 2010 which are shown in Table 3.4. Snow Hill's population contains a larger percentage of people in the 55-59 and 60-64 age groups than the state's population as a whole in 2010. In the year 2000, 55 to 64 year olds constituted 10.2% of the town's total population (155 people total). As of the year 2010, 55 to 64 year olds constituted 267 persons, or 16.8% of the total town population. By the year 2020, if this segment of the population ages in place, Snow Hill will have an even higher percentage of seniors than the state as a whole. A larger senior population is likely to signal demand for senior services, such as a larger senior center.

### **Prime Working Age (25 to 49 Year Olds)**

People between the ages of 25 to 49 could be considered the prime or a primary working age group. Clearly, Snow Hill's population contained a smaller proportion of persons ages 25 to 49 than the state population as a whole in 2000 and 2010. In 2000 in Snow Hill, this age grouping accounted for about one-third, or 31.4% of the town's total population (477 persons); in 2010, the same proportion had dropped to 26.9% (429 persons).

### **Youth and Young Adults (0 to 24 Year Olds)**

The youth and young adult population can be defined broadly to include infants, teenagers, and young adults. In today's economy, some of the 20 to 24-year olds may be employed, but unemployment remains generally higher for that age group than the population as a whole. The vast majority of people in this age group (except for infants) are education-age population (from elementary school to college to graduate school).

In Snow Hill in 2000, there were 418 persons in this age grouping (27.5% of the total population). In 2010, there were 493 persons in that age grouping, constituting 30.9% of the town's total population. While the total number and percent share of this age grouping increased from 2000 to 2010 in Snow Hill, as of 2010 the percent share of this age grouping in Snow Hill is still considerably lower than for the state of North Carolina as a whole (33.7%).

It is also worth noting that there was a significant increase in the number of people ages 0 to 4 from 2000 to 2010 in Snow Hill. Similarly, the 5 to 9 years old age group also increased during that time period. The significant increase in the number of persons ages 0-4 and 5-9 is a positive finding, in that it shows an increase in the number of households with young children. This also means that the public school-age population is increasing.

### **RACE AND HISPANIC ORIGIN**

The racial composition of the town's population is shown in Table 3.6. The white population declined by more than 100 persons from 2000 to 2010, while the black or African American population increased by more than 100 persons over the same time period. As of 2010, the majority of the town's population is black or African American.

Hispanic origin is not a race, and thus it is noted separately in Census statistics and is shown in Table 3.7. The Hispanic or Latino population in Snow Hill increased by almost 100 persons from 2000 to 2010, while the population of those who are not Hispanic decreased very slightly over the same time period.

Changes in race and ethnicity can signal changes in social customs, culture, and economic conditions. For instance, as Hispanic populations increase, entrepreneurs tend to start businesses and institutions targeting at meeting the needs of those populations. An increase in Spanish-speaking people can stimulate needs for bilingual town employees.

**Table 3.6  
Racial Composition of the Population, 2000 and 2010  
Town of Snow Hill**

<b>Race</b>	<b>2000</b>	<b>%</b>	<b>2010</b>	<b>%</b>
White	712	47.0	610	38.2
Black or African American	739	48.8	844	52.9
American Indian & Alaska Native	6	0.4	3	0.2
Asian	1	0.1	18	1.1
Other race	45	3.0	103	7.6
Two or more races	11	0.7	17	1.1
Total	1,514	100%	1,595	100%

Source: U.S. Census Bureau. 2000 and 2010 Decennial Census.

**Table 3.7  
Hispanic or Latino Population, 2000 and 2010  
Town of Snow Hill**

<b>Origin</b>	<b>2000</b>	<b>%</b>	<b>2010</b>	<b>%</b>
Not Hispanic	1,464	96.7	1,457	91.3
Hispanic or Latino (of any race)	50	3.3	138	8.7
Total Population	1,514	100.0	1,595	100.0

Source: U.S. Census Bureau. 2000 and 2010 Decennial Census.

## **EDUCATION**

Table 3.8 shows the educational attainment of persons 25 years and over. Year 2000 data are from the 2000 decennial census. The U.S. Census Bureau did not include educational attainment data in the 2010 decennial census. Estimates for 2007-2011 are provided in lieu of decennial census data, but readers should note the estimates of total population for 2007-2011 are inflated and not used for planning purposes. Even so, the data in Table 3.8 provide some clues about changes in educational attainment of the town's population over time. These numbers shown are positive in that (if the estimates are valid) the percentage of the town's population that does not have a high school diploma or its equivalent has declined from 38% to 20.5% of the total population from 2000 to the 2007-2011 estimates reporting period.



**Table 3.8**  
**Educational Attainment, 2000 and 2007-11 5-Yr. Estimates**  
**Persons 25 Years and Over**  
**Town of Snow Hill**

<b>Educational Attainment</b>	<b>2000 Census</b>	<b>%</b>	<b>2007 – 11 5-Year Est.</b>	<b>%</b>
Less than 9 <sup>th</sup> grade	183	17.0	109	7.0
9 <sup>th</sup> to 12 <sup>th</sup> grade (No Diploma)	232	21.0	210	13.5
High School Graduate (Includes Equivalency)	274	25.0	421	27.0
Some College (No Degree)	174	16.0	387	24.8
Associate Degree	74	7.0	95	6.1
Bachelor’s Degree	89	8.0	270	17.3
Graduate or Professional Degree	68	6.0	67	4.3
Total Adult Population 25 Years and Over	1,094	100.0	1,559	100.0

Source: U.S. Bureau of the Census. 2000 Decennial Census. American Community Survey, 2007-2011 5-Year Estimates, Table DP02.

**INCOME AND POVERTY**

Table 3.9 provides a comparison of family and household incomes in the town, county, and state for the most recent estimates reporting period (2007-2011). These data show that incomes in Greene County are lower than those of the state as a whole, and that incomes in Snow Hill are substantially lower than the county.

**Table 3.9**  
**Comparison of Median Family and Median Household Income**  
**2007-11 5-Year Estimates**  
**Town, County, and State**

<b>Income</b>	<b>2007-2011 5-Year Estimates</b>		
	<b>Town of Snow Hill</b>	<b>Greene County</b>	<b>State of North Carolina</b>
Median Family Income (\$)	\$41,818	\$50,858	\$57,171
Median Household Income (\$)	\$30,724	\$41,073	\$46,291

Source: American Community Survey, 2007 to 2011 5-Year Estimates, Table DP03.

Table 3.9 shows the estimated number of households by income grouping in Snow Hill and Greene County. Note again that these are estimates and that the total number of households in town is considered inflated and invalid. However, the estimates are provided here for comparative purposes. These numbers show that Snow Hill has approximately twice the percentage of households with an income of less than \$10,000 as Greene County.

The 2007-2011 five-year estimates also yield insights for poverty levels (Table S1701). In Snow Hill, an estimated 30.4% of the total population in Snow Hill lives at or below poverty level, whereas the corresponding percentages for Greene County and the state as a whole are 18.4% and 16.1%, respectively. These estimates in Table S1701 also show that, while poverty among Whites in Snow Hill is an estimated 10.1%, the poverty rate among Blacks or African Americans is an estimated 43.3%. Clearly, the high poverty level in Snow Hill (if the estimates are accurate) is cause for significant concern, particularly the concentration of poverty by race.

**Table 3.10  
Number of Households by Income Grouping, 2007-11 5-Year Estimates  
Town of Snow Hill and County**

Income Grouping	Greene County		Town of Snow Hill	
	Households	% Total Households	Households	% Total Households
Less than \$10,000	536	7.6	145	14.9
\$10,000 to \$14,999	570	8.1	117	12.0
\$15,000 to \$24,999	1,132	16.0	160	16.5
\$25,000 to \$34,999	810	11.5	140	14.4
\$35,000 to \$49,999	1,165	16.5	119	12.3
\$50,000 to \$74,999	1,470	20.8	131	13.5
\$75,000 to \$99,999	729	10.3	79	8.1
\$100,000 to \$149,999	532	7.5	54	5.6
\$150,000 to \$199,999	42	0.6	12	1.2
\$200,000 or more	83	1.2	14	1.4
Total Households	7,069	100.0	971	100.0

Source: American Community Survey, 2007-11 5-Year Estimates, Table DP03.

## **POPULATION PROJECTIONS**

### **Metropolitan Region Overview**

Projecting population for a county and town should be done only after considering larger regional or metropolitan trends. As noted in chapter 1, Snow Hill and Greene County are a part of the Greenville, NC Metropolitan Statistical Area (MSA). Pitt County and Greene County are the only counties in the MSA. Projections of population for counties and MSAs are available from the North Carolina Office of Budget and Management as well as a private company, Woods & Poole Economics, Inc. Table 3.11 compares projections from these two sources. The planning team had access to the private company data for MSAs but not individual counties. Table 3.11 provides population projections for from these two sources to the year 2030.

Greene County’s population as of the 2010 decennial census was 21,362. From Table 3.11, it is apparent that the state does not expect Greene County to increase in population through the year 2030. In fact, the state population projections for Greene County show a slight decrease in

population from 2010 to 2030. Annual estimates of housing units prepared by the U.S. Census Bureau indicate that total housing units in Greene County have declined from 8,210 in 2010 to 8,183 in 2011 to 8,156 housing units in the year 2012. These estimates tend to substantiate the state’s projection of a stable or slightly declining population in Greene County in the next 20 years. Pitt County, the other county in the MSA, is projected by the state to increase by 39,384 people, from 168,148 (2010 decennial census) to 207,532 people in the year 2030, or a 23.4 percent increase during the twenty year time period. Annual estimates of housing units prepared by the U.S. Census Bureau indicate that total housing units in Pitt County have increased from 75,080 in 2010 to 75,543 in 2011 and 75,684 housing units in 2012.

**Table 3.11  
Population Projections, 2015-2030  
Greene County, Pitt County, and Greenville, NC Metropolitan Statistical Area**

	<b>Greene County, NC (NCOBM)</b>	<b>Pitt County, NC (NCOBM)</b>	<b>Greenville MSA (NCOBM)</b>	<b>Greenville MSA (Woods &amp; Poole)</b>
Population 2015	21,244	178,386	199,630	205,470
Population 2020	21,226	188,099	209,325	221,060
Population 2025	21,226	197,816	219,042	236,690
Population 2030	21,226	207,532	228,758	252,150

Source: NC Office of Budget and Management (NCOBM), downloaded September 16, 2013. Woods & Poole data from Woods & Poole Economics, Inc., 2011, 2012 MSA Profile.

The population projections prepared by Woods & Poole Economics, Inc. for the Greenville MSA are significantly higher than those prepared by the state. According to Woods & Poole, the Greenville MSA will have a population of 252,150 in the year 2030, an increase of 46,680 from 2015 to 2030 (22.7% increase in 15 years). The MSA projections alone do not show a distribution of population growth between Greene and Pitt Counties in the MSA. However, it is possible that Pitt County will not absorb all of the future population projected for the MSA and that some of the metro population increase from 2015 to 2030 will spill over into Greene County and maybe Snow Hill. It is also worth noting that Snow Hill’s population could increase in the future even if Greene County’s population stays stable as a whole or decreases. Availability of sanitary sewer in the town is a major reason why growth may be expected in the future in Snow Hill.

**Prior Population Projection**

The only known projection of the Town’s population was completed by McDavid Associates, Inc., water and sewer engineers out of Goldsboro, in the Town of Snow Hill Water and Sewer Capital Improvements Plan, dated June 2002. Those projections indicated that Snow Hill’s total population would reach 1,729 in the year 2010 and 1,839 in 2020. These projections were based on prior state projections showing Greene County’s population would increase in the future, and they assumed that Snow Hill would increase its population proportionally to Greene County’s population increase. Snow Hill did not reach that projection for 2010, and given that the state

projections of population for Greene County are for a slight population decline, these projections are not considered reliable.

**Components of Population Change**

Local jurisdictions (counties, cities and towns) can change population through two major factors: natural increase (births minus deaths) and net in-migration. Municipalities (cities and towns) can also increase population by a third factor: annexation.

**Natural Increase or Decrease of the Population**

Table 3.12 shows births, deaths, and natural increase in Greene County from 2006 to 2011. From these data it is evident that natural increase of the population of Greene County has been rather negligible in recent years, averaging only 64 persons annually. One cannot determine how much of the natural increase in Greene County occurred within Snow Hill. On the one hand, the town only comprises about 7.5% of the total population, which would suggest negligible natural increase in Snow Hill (about five people annually if the town’s natural increase is proportional to the county as a whole).

**Table 3.12  
Vital Statistics Data, 2006-2011, Greene County**

<b>Year</b>	<b>Births</b>	<b>Deaths</b>	<b>Natural Increase</b>
2006	243	170	+73
2007	261	182	+79
2008	223	173	+50
2009	261	199	+62
2010	249	170	+79
2011	235	193	+42
Total 2006-2011	1,472	1,087	+385
Annual Average	245	181	64

Source: LINC data (State Agency Data, Department of Health and Human Services).

Changes in the age of the population, as indicated in Table 3.4, from 2000 to 2010 in Snow Hill, may yield additional insights. From 2000 to 2010, persons ages 0 to 4 increased by 44 in Snow Hill, suggesting that perhaps a significant share of the births in Greene County have occurred within families in Snow Hill. However, looking at the age cohorts with the highest probably death rates (70 years and above), elderly persons decreased by 88 persons from 2000 to 2010 in Snow Hill. Comparing the two might suggest (but would not confirm) that Snow Hill’s population is naturally decreasing rather than increasing. The unknown variable is net in-migration.

**Net In-Migration**

Net in-migration data is available for Greene County. Table 3.12 shows net in-migration, or the difference between the total number of in-migrants to and the total number of out-migrants from Greene County for the past ten years. The source of these data indicates that “migration estimates are highly volatile in nature and are not recommended for tracking year-to-year trends.”

**Table 3.13  
Estimated Net In-Migration, Greene County, 2003-2012**

	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Net In-migration	327	62	119	476	276	66	223	-149	292	-228

Source: State Agency Data, Office of the Governor, Accessed on the LINC website.

Net in-migration cannot be determined for the Town of Snow Hill. However, the American Community Survey, 2007-2011 five-year estimates, Table S0701 yields some insights with data showing the percentage of people who moved to Snow Hill in the last year. According to those estimates for Snow Hill, approximately 8.8% of the total population moved to their current residence in Snow Hill from somewhere else during the prior year in which the estimates were taken. Considering the margin of error reported in the data, this estimate could fall to as low as 2.1% of the total population. There are no data sources for the number of people who moved out of Snow Hill, however, so net in-migration cannot be computed or estimated. Without complete migration data, a reliable population projection for the town cannot be completed.

**Forces Contributing to Migration**

As indicated in a subsequent chapter, Snow Hill’s economy (as represented by employment in the Snow Hill zip code) has decreased significantly. Substantial job growth in the area would suggest that people will follow (i.e., population would increase). However, without evidence of job growth and the outlook for economic recovery uncertain, employment will not be a positive factor with regard to population growth in Snow Hill, at least in the short term. To the contrary, employment declines (if they should continue) could be a negative factor stimulating some decline in the town’s population.

As already noted, Greene County is part of the Greenville MSA. Greene County is part of the MSA because a significant percentage of the county’s resident labor force commutes into Pitt County for work. Snow Hill, which is some 21 miles from Greenville, may attract new residents working in Pitt County and other places. Snow Hill has potential to attract such workers to reside in town, thereby increasing its current status as a “bedroom community,” because of several factors including historic qualities, small town character, a low level of congestion, and affordable housing.

People cannot move into Snow Hill unless they have a place to reside. As the land use element of this plan indicates, there are significant vacant residential lots and vacant, residentially

developable lands in Snow Hill. This would suggest that additional housing will be constructed in Snow Hill and occupied by households over time. Vacant housing is not in oversupply, when considering that less than half of the 90 homes vacant in Snow Hill in 2010 were available for rental or owner occupancy. It also suggests that full or near full occupancy of inhabitable homes in Snow Hill would increase the town’s population by about 80 to 100 people.

Another important variable, alluded to already in this chapter, is the status of the town’s senior population. If Snow Hill’s seniors stay in town as they age further, the population may be stable. However, if suitable housing opportunities for seniors are not provided, they may move to other locations, closer to health care or with housing characteristics more suitable for elderly households.

### **Population Forecast**

On balance, although precise projections of the future population cannot be offered in this plan given insufficient data, the trends reviewed in this section along with educated judgment can enable a forecast of future population and households as shown in Table 3.14. The assumptions are that, during the planning horizon, new housing will be built in town that will result in a net-increase in migration of 250 people during the planning horizon (some other homes will be constructed but will be occupied by household increases created from the existing town population, a nursing home or senior retirement facility or combination thereof will be constructed (100 people), no annexation will occur, and no population increase will occur due to natural increase (births minus deaths). Modification of these forecasts would be necessary if extensive annexation of land by Snow Hill occurs.

**Table 3.14  
Forecasts of Population and Households, 2010-2035  
Town of Snow Hill**

<b>Snow Hill</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>	<b>2030</b>	<b>2035</b>
Total Population	1,595	1,650	1,735	1,820	1,910	2,000
Household Population	1,581	1,630	1,695	1,760	1,830	1,886
Group Quarters Population	14	20	40	60	80	114
Total Households	714	738	767	796	828	853

Source: East Carolina University, Urban and Regional Planning Program, November 2013.

### **ISSUES, OPPORTUNITIES, AND ASSESSMENT**

If state projections are accurate, Greene County’s population will remain relatively stable or decline slightly during the next 20 years. Population growth has not been extensive in Snow Hill, but there is potential for the town to continue growing given its location within the growing Greenville metropolitan region. There are also some very important trends that should be evident from the preceding analysis of population, and which are summarized here.

## **Senior Population**

Data analysis in this chapter shows that the town's senior population decreased from 2000 to 2010 even while it increased as a percent of the total population. The data analysis also shows that during the next decade if seniors living in Snow Hill "age in place" they will continue increasing as a percentage of total population and also increase in actual numbers. At issue is whether Snow Hill will remain an attractive and suitable place for seniors to reside. As alluded to in this chapter, seniors may require specific forms of housing, greater levels of service when it comes to health care, and other community facilities and services. The issue of retaining and serving the senior population deserves careful attention in the plan, and additional discussion of this issue can be found in subsequent chapters.

## **Racial and Ethnic Changes**

Although the population of the town has not increased substantially during the last decade, there are more subtle shifts occurring. The majority of the town's population in 2010 is black or African American, due to an increase in the black or African American population by more than 100 persons and a decrease in whites of more than 100 persons. This change in racial composition of the population does not have major implications for the town in terms of providing facilities and services. However, it may signal some changes in cultural preferences and perhaps influence the local make-up of businesses and institutions in the town over time.

The Hispanic or Latino population has increased in Snow Hill between 2000 and 2010, although the increase was less than 100 persons. Unlike changes in the racial composition of the population, an increase in Spanish-speaking people may have some implications for the town in terms of providing facilities and services. For instance, it may be helpful for one of the town's police officers be bi-lingual (English and Spanish) to aid in communication and outreach activities with Hispanic and Latino households. Also, Hispanic and Latino households tend to have their own preferences for food and retail services which can spawn economic growth of diverse businesses. That is already evident in Snow Hill with one or more stores that cater specifically to the needs and market characteristics of Hispanic and Latino households. Furthermore, it has been reported during the planning process that the Hispanic population may have been significantly undercounted in Greene County during the 2010 decennial census and that growth in the Hispanic or Latino populations have been previously unanticipated.

The town should also remain cognizant of how racial and ethnic population may be concentrated in various parts of town. The data analysis in this chapter did not include smaller area analyses to determine if certain segments of the population are concentrated in particular parts of town.

## **Poverty**

Detailed, reliable statistics for town residents are generally not available, but estimates show poverty is affecting as much as one-third of the town's population. When compared with the county population as a whole (see Table 3.9), it is clear however that Snow Hill has a disproportionate number of households with earnings of \$15,000 or less. Poverty is therefore a major issue with substantial repercussions for public health, housing, public safety, the economy,

personal well-being, and countywide facilities and services. Town officials must be concerned with the prospect that even higher concentrations of poverty-stricken households could occur in Snow Hill and its neighborhoods. With regard to neighborhoods, a higher concentration of poverty can lead to higher rates of crimes and persons and property. Higher proportions of poverty will put additional pressure on social services of the county. As a small town, Snow Hill does not have a major role in the social service delivery system for households living in poverty; however, it may need to elevate its information and educational efforts with regard to county, state, and national social services available in the town, county, and region, in order to assist those households. High poverty rates may also put substantial additional pressure on churches and non-profit institutions to assist with the consequences of poverty.



## CHAPTER 4 HOUSING

Housing is special in terms of the comprehensive plan for a variety of reasons. Housing provides the shelter for households in the community, protecting its occupants from weather and hostile environments. Because homes are where people spend most of their time, they have a greater potential to impact human health if unhealthy conditions exist. Collections of homes make up neighborhoods, and residential land use almost always comprises the largest land area of a given community. The quality of homes is a major indicator of neighborhood quality. For these reasons, it is prudent to single-out housing for detailed attention in the comprehensive plan.

The housing element (this chapter) provides an inventory of the existing housing stock in the planning area and helps to establish existing and emerging trends. These data are used by planners, stakeholders, and public officials to assess the adequacy and suitability of the existing housing stock for serving the current population, determine future housing needs, establish goals to guide long-range needs, and prepare strategies for the adequate provision of housing for all sectors of the population.

### TYPES OF HOUSING UNITS

Table 4.1 shows the type of housing units in Snow Hill and the percentage of the total number of housing units in each housing type for the 2000 decennial census. The data show that as of the 2000 decennial census, more than three-quarters of the housing units in Snow Hill were one family, detached. Note that similar data are not published for the 2010 decennial census, and 2007-2011 five-year estimates data are not shown since they are inflated and considered invalid. However, from other data tables in the 2010 census, it is clear that the town's housing stock has increased from 678 in 2000 to 804 in the year 2010. Further, it is probable that the distribution of housing units by type has not changed substantially in Snow Hill since 2000.

**Table 4.1  
Types of Housing Units, 2000  
Town of Snow Hill**

Type of Unit	Units 2000 Census	%
One family, detached	517	76.3
One family, attached	19	2.8
Multiple family	106	15.6
Mobile home	36	5.3
Total housing units	678	100.0

Source: U.S. Department of Commerce, 2000 Census, Summary File 3 sample data, Table H30, "Units in Structure."

## OCCUPANCY AND VACANCY

Table 4.2 shows the number of occupied and vacant homes in Snow Hill as well as the percentage of total units from the 2000 and 2010 decennial censuses. Vacant housing units have increased significantly in total number and as a percentage of total housing stock from 7.2% in 2000 to 11.2% in 2010. Of the 90 units that were vacant in Snow Hill in 2010, the decennial census indicates that 21 were for rent, 10 were for sale, 3 were sold but not occupied, and 7 were held for seasonal, recreational, or other occasional use. Further, more than half (49 units) were classified as “other vacant,” meaning generally that they are not being used and not contemplated to be used for any purpose. It is those “other vacant” units that may be cause for concern; a large number of boarded up housing units can result in significant community concerns such as blight, property value depreciation, and possibly criminal activity.

**Table 4.2**  
**Occupancy and Vacancy of Housing Units, 2000 and 2010**  
**Town of Snow Hill**

Status	2000 Units	%	2010 Units	%
Occupied	629	92.8	714	88.8
Vacant	49	7.2	90	11.2
Total Units	678	100.0	804	100.0

Source: U.S. Department of Commerce, Bureau of the Census. 2000 Census and 2010 Census.

## TENURE, HOUSEHOLD SIZE, AND OVERCROWDING

Table 4.3 shows owner and renter occupied housing units for the 2000 and 2010 decennial censuses. The number of owner-occupied homes has remained relatively stable in Snow Hill from 2000 to 2010. However, there has been a significant increase (+71) in the number of renter-occupied housing units during that time period. Owner-occupied housing units still represent a majority of the housing stock in Snow Hill as of 2010.

**Table 4.3**  
**Owner and Renter Occupied Housing Units, 2000 and 2010**  
**Town of Snow Hill**

Occupancy of Units	2000 Units	%	2010 Units	%
Owner	363	57.9	379	53.1
Renter	264	42.1	335	46.9
Total Occupied	627	100.0	714	100.0

Source: U.S. Department of Commerce, Census 2000, SF 1, Table DP-1. Census 2010, Summary File 1, Table DP-1.

Table 4.4 shows housing unit occupancies (persons per unit or average household size) by tenure. Household size is important because it is a statistic that can be used to project the future

household population. As is typical of most places, in Snow Hill owner-occupied housing units had a higher average household size than renter-occupied housing units in 2000 and 2010. Interestingly, the average household size of renter-occupied housing units in Snow Hill has decreased from 2000 to 2010, while the average household size of owner-occupied housing units increased during the same time period.

**Table 4.4  
Average Household Size by Tenure, 2000 and 2010  
Town of Snow Hill**

<b>Tenure</b>	<b>2000 Average Household Size</b>	<b>2010 Average Household Size</b>
Persons Per Unit, Owner-Occupied Housing Units	2.26	2.39
Persons Per Unit, Renter-Occupied Housing Units	2.11	2.02
All Occupied Housing Units	627	714

Source: U.S. Department of Commerce, Bureau of the Census. Census 2000, SF 1, Table H12. Census 2010, Summary File 1, Table DP-1.

Overcrowding is a measure of inadequate housing conditions. An overcrowded housing unit is one that has 1.01 or more persons per room. Severe overcrowding is considered to occur when units have 1.51 or more occupants per room.

Table 4.5 shows data on overcrowding for the town’s housing stock in 2000. It shows data for both renter-occupied and owner-occupied housing units. A total of 23 housing units in Snow Hill were overcrowded in 2000, approximately 3.7% of the total occupied housing stock. All of the 12 housing units that were severely overcrowded in 2000 were renter occupied.

**Table 4.5  
Overcrowded Housing Units by Tenure, 2000  
Town of Snow Hill**

<b>Occupants Per Room</b>	<b>Owner Occupied</b>	<b>Renter Occupied</b>
1.01 to 1.50 occupants per room (overcrowded)	9	2
1.51 or more occupants per room (severely overcrowded)	0	12
Total overcrowded or severely overcrowded	9	14

Source: U.S. Census Bureau, Census 2000, SF 3, Table H21.

A review of data from the American Community Survey, 2007-2011 5-Year Estimates (Table S2501) reveals that severe overcrowding does not appear to be an issue for owner-occupied or renter-occupied units, but that a significant percentage (6.3%) of renter-occupied housing units may be overcrowded (1.01 to 1.5 occupants per room).

## AGE OF HOUSING UNITS

Table 4.6 provides age ranges for housing units constructed as of 2000 for the city’s housing stock as well that of the county and state as a whole. As of 2000, Snow Hill had a disproportionately high percentage of homes built from 1940 to 1949 and 1950 to 1959 compared to both the county and state, as well as a disproportionately low percentage of homes built from 1995-1998 and 1999 to March 2000. This is not a surprising finding, given the high number of historic homes within the town.

**Table 4.6**  
**Age of Housing Units, 2000**  
**Snow Hill, Greene County, and North Carolina**  
**(Housing Units by Range of Years Structure Was Built)**

Year Structure Built	Town of Snow Hill	%	Greene County	%	State of NC %
Built 1999 to March 2000	3	0.4	339	4.6	4.1
Built 1995 to 1998	38	5.6	1,028	14	12.3
Built 1990 to 1994	49	7.2	704	9.6	10.6
Built 1980 to 1989	56	8.3	1,349	18.2	19.7
Built 1970 to 1979	128	18.9	1,418	19.2	18.2
Built 1960 to 1969	121	17.8	880	12	12.7
Built 1950 to 1959	127	18.7	572	7.8	9.7
Built 1940 to 1949	55	8.1	326	4.4	5.5
Built 1939 or earlier	101	14.9	752	10.2	7.3
Total	678	100.0	7,368	100.0	100.0
Median Year Structure Built	1965		1978		1978

Source: U.S. Census Bureau. Census 2000. SF 3 (sample data). Table H34 and H35.

Data on age of housing units are not published for the 2010 decennial census. Estimates of the age of housing are available from the American Community Survey, but they are not considered sufficiently reliable for the Town of Snow Hill and are therefore not presented here.

## VALUE AND COST BURDEN

The cost of housing in the community, both for owners and renters, is an important factor to consider in the community.

Table 4.7 shows that for the 2000 decennial census, Snow Hill’s owner-occupied housing was overwhelmingly valued at under \$100,000, with only 11% of the units being valued at \$100,000 or above. Homes valued at \$200,000 or more in Snow Hill in 2000 were almost non-existent. Clearly, the values of owner-occupied housing in Snow Hill in 2000 suggest that housing is very affordable in town, especially when compared to the state of North Carolina as a whole. The

median value of owner-occupied housing units in Snow Hill in 2000 was \$60,700. Data are available from the American Community Survey for owner-occupied housing values, but those data are omitted because they are not believed to be reliable given wide margins of error.

**Table 4.7**  
**Value of Specified Owner-Occupied Housing Units in 2000**  
**Town of Snow Hill**

Range of Value (\$)	2000	
	Units	%
Less than \$50,000	100	30
\$50,000 to \$99,999	196	59
\$100,000 to \$149,999	29	9
\$150,000 to \$199,999	4	1
\$200,000 to \$299,999	2	1
\$300,000 or more	0	0
Total housing units specified	331	100%
Median (all owner occupied units) (\$)	60,700	--

Source: U.S. Census Bureau, 2000 Census, SF 3, Table H74 and Table H85.

Table 4.8 shows the gross rents paid for renter-occupied housing units in Snow Hill in 2000. Some 80% of the renter-occupied housing stock in Snow Hill rented for less than \$500 a month in 2000. The median gross rent for a renter-occupied housing unit in Snow Hill in 2000 was \$407.

**Table 4.8**  
**Gross Rent, Specified Renter-Occupied Housing Units in 2000**  
**Town of Snow Hill**

Gross Rent (\$)	Units	%
Less than \$200	68	29
\$200 to \$499	120	51
\$500 to \$749	45	19
\$750 to \$999	4	1
\$1000 or more	0	0
Total Units With Cash Rent	237	100%
Median Gross Rent (\$)	407	--

Source: U.S. Census Bureau, 2000 Census, SF 3, Table H62 and Table H63.

Households are generally considered “cost-burdened” if they pay 30% or more of net income on total housing costs. Data from the American Community Survey enable an analysis of housing cost burden for households of both owner-occupied and renter-occupied housing units. Table 4.9, which examines a sample of owner-occupied homes in Snow Hill as of the 2007-2011 reporting period, indicates that 87 households, or about one-third (32.1%) of all homeowner

households were cost burdened. As noted previously, American Community Survey data have wide margins of error.

**Table 4.9**  
**Monthly Owner Costs as a Percentage of Household Income**  
**2007-2011 5-Year Estimates**  
**Town of Snow Hill**  
**(Specified Owner-Occupied Housing Units)**

Monthly Owner Costs as a Percentage of Household Income	2007 - 2011 Specified Owner-Occupied Housing Units	% of Units
Less than 30 percent (not cost burdened)	184	67.9
30 to 34.9 percent	8	3.0
35 percent or more	79	29.1
Total Specified Owner-Occupied Housing Units	271	100%

Source: U.S. Census Bureau, American Community Survey, 2007-2011 5-Year Estimates, Table DP04.

For renter-occupied housing units, estimates from the American Community Survey shown in Table 4.10 indicate that 38.6 of the renter-occupied housing stock were cost-burdened.

**Table 4.10**  
**Gross Rent as a Percentage of Household Income**  
**2007-2011 5-Year Estimates**  
**Town of Snow Hill**  
**(Specified Renter-Occupied Housing Units)**

Gross Rent as a Percentage of Household Income	Specified Renter-Occupied Housing Units	% of Units Computed
Less than 30 percent (not cost burdened)	190	53.0
30 to 34.9 percent	62	14.5
35 percent or more	103	24.1
Units not computed	36	8.4
Total Specified Renter-Occupied Housing Units	391	100.0

Source: U.S. Census Bureau, American Community Survey, 2007-2011 5-Year Estimates, Table DP04.

## HOUSING UNIT PROJECTIONS

Housing unit projections have been provided on the basis of the household projections indicated in Table 3.12 of this plan. These projections assume a 10 percent vacancy rate in housing units.

**Table 4.11**  
**Housing Unit Projections, 2010-2035**  
**Town of Snow Hill**

Snow Hill	2010	2015	2020	2025	2030	2035
Housing Units	810	812	844	876	911	938

Source: East Carolina University, Urban and Regional Planning Program, November 2013.

## **ISSUES, OPPORTUNITIES, AND ASSESSMENT**

### **Types of Housing Units**

Data analyzed in this chapter indicate the town’s housing stock is predominantly comprised of detached, single-family dwellings. However, because the in-town areas of Snow Hill are served by sanitary sewer, there is an opportunity to provide a more diverse housing stock. In particular, due in part to the lingering effects of the economic recession, there is some trend nationally as well as locally toward higher percentages of households that are renters as opposed to owners. While renters can occupy detached, single-family residences, many of them prefer smaller units specifically designed for renters, such as apartments. The comprehensive plan, specifically the future land use plan, should specifically accommodate this trend and provide for more opportunities for apartments and renter-occupied housing units.

### **Senior-Friendly Housing**

It will become more difficult for an increasing number of seniors to continue to reside (i.e., “age in place”) in Snow Hill. A big reason for that is because presumably many seniors live in detached, single-family dwellings that require maintenance and which are now larger than needed to serve their purposes. Furthermore, older, existing homes in Snow Hill were generally not designed for older people who may have various disabilities and mobility limitations. And there are few if any facilities in town available for retirement living, personal care, and nursing care. In order to maintain its senior population, Snow Hill’s housing stock needs to become more senior-friendly, with handicapped-accessible (e.g., no-step entrance) designs and other characteristics. This means that some houses need to be retrofit for senior living, more retirement housing needs to be constructed, and institutional living options will need to be promoted.

### **Age of Housing Units**

It is well established that Snow Hill is a historic community, and much of the town is residential homes within a National Register district. While age in itself is not necessarily a negative, there are a whole host of issues that can surface with an older housing stock. For instance houses built before 1978 may have included lead-based paint, which is a hazard to public health. Maintenance issues can become more costly and frequent with older homes. When older homes are not maintained, it can have negative repercussions for the stability of the neighborhood. Snow Hill may need to pay much attention to housing and neighborhood conditions given its

comparatively older housing stock. There also may be accelerating pressure to demolish older, historic housing units.

### **Manufactured Housing**

Manufactured housing is an economically efficient method of providing affordable housing, and it is more prevalent in rural areas than urban ones. Manufactured housing “land lease communities,” more commonly referred to as trailer or mobile home parks, have helped to meet housing needs for decades. However, manufactured housing, if not properly placed and sited, can conflict with established neighborhood development patterns. Manufactured homes are not considered appropriate in National Register historic districts, and constraints on the erection of manufactured housing in historic districts are legitimate. At the same time, municipalities in North Carolina cannot adopt regulations which have the effect of excluding manufactured homes from the entire zoning jurisdiction but they can adopt and enforce appearance and dimensional criteria for manufactured homes to protect property values and preserve character of neighborhoods (NC General Statutes 160A-383.1).

### **Housing Assistance**

Greene County operates a public housing agency. The agency provides housing counseling and housing expense assistance. It also offers information about the Section 8 housing program which provides affordable housing available for households that meet income requirements. Low-income apartments are generally available in Snow Hill. In addition to the Greene County public housing agency, non-profit organizations may be able to help with low-income housing needs. Greene County does not appear to have a local Habitat for Humanity organization, but there are offices nearby in Kinston and Goldsboro which may provide certain housing assistance programs.

### **Healthy Homes**

Because homes are where people spend most of their time, they have a greater potential to impact human health if unhealthy conditions exist. Homes with moderate or severe physical problems place residents at increased risk for fire, electrical injuries, falls, rodent bites, and other illnesses or injuries. Lead from paint, including lead-contaminated dust, is one of the most common causes of lead poisoning, and homes built before 1978 have a greater likelihood of having lead-based paint. A healthy home is free of moisture and leaks, adequately ventilated, free of exposure to contaminants (lead, radon, formaldehyde, etc.), free of pests, clean, well maintained, and safe and free of injury hazards. Cities are authorized to create an inspections department (NC Gen. Stat. § 160A-411) to enforce state and local laws relative to buildings, structures, systems, and building maintenance to ensure safe and healthful conditions (NC Gen. Stat. § 160A-412). Cities may adopt ordinances that provide standards for determining the fitness of dwellings for human habitation (NC Gen. Stat. § 160A-444).



**CHAPTER 5  
LABOR FORCE AND ECONOMY**

This chapter provides an investigation of the town’s labor force, economic base, and general economic trends. Relevant information for Greene County is also provided where appropriate. The intent of this chapter is to provide background data necessary to determine needs and establish economic development strategies for the town.

**LABOR FORCE**

Table 5.1 shows the number of Snow Hill residents participating in the labor force in 2000. Again, American Community Survey data are available for the 2007-2011 reporting period, but they are not provided here since they are believed to be inflated and unreliable. As noted in Chapter 3, Snow Hill had a total of 1,514 residents in 2000. Of that total, 1,274 are 16 years old or older. Of the total persons 16 years old and older, barely one-half were in the workforce in 2000.

**Table 5.1  
Labor Force Participation, 2000  
Persons 16 Years and Over  
Town of Snow Hill**

<b>Labor Force Status</b>	<b>Persons 16 Years and Over</b>	<b>% Total 16 Years and Over</b>
In Labor Force	648	50.9
Not in Labor Force	626	49.1
Total 16+ Years	1,274	100.0

Source: U.S. Census Bureau. Census 2000, Summary File 3, Table DP-3.

Table 5.2 shows the labor force in Greene County for selected years. The resident labor force in Greene County decreased significantly from 2003 to 2009, but has increased to its highest level in recent years as of 2012.

**Table 5.2  
Labor Force, Greene County, Selected Years**

	<b>2000</b>	<b>2003</b>	<b>2006</b>	<b>2009</b>	<b>2012</b>
Labor Force	9,507	9,632	9,301	9,164	9,719

Source: State Agency Data, Department of Commerce. From LINC site.

**EMPLOYMENT AND UNEMPLOYMENT**

Table 5.3 shows the employment status of Snow Hill’s resident labor force in 2000. Of the 648 residents of Snow Hill in the labor force in 2000, the vast majority of them (92.3%) were employed and 7.7% were unemployed.

**Table 5.3  
Employment Status of the Labor Force, 2000  
Persons 16 Years and Over  
Town of Snow Hill**

<b>Labor Force Status</b>	<b>Persons 16 Years and Over</b>	<b>%</b>
Employed	598	92.3
Unemployed	50	7.7
Total 16+ Years	648	100.0

Source: U.S. Census Bureau. Census 2000. Summary File 3, Table DP-3. American Community Survey, 2007 – 2011 5-Year Estimates, Table DP03.

The American Community Survey provides comparable data for the 2007 to 2011 reporting period; though of questionable reliability given the high margin of error, that data source estimates that unemployment of Snow Hill’s resident labor force doubled, to 14.4%. Such an unemployment rate, if accurate, would be considered very high, but not surprising given the lingering effects of the great recession which began as early as the third quarter of 2007.

Unemployment rates in Greene County and the state are shown in Table 5.4. The unemployment rate in Greene County is similar to the state’s in the last four years.

**Table 5.4  
Unemployment, Greene County and State, 2006-2012  
(Place of Residence)**

	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Greene County	5.4	5.3	6.7	10.6	10.2	10.7	9.5
State of North Carolina	4.8	4.7	6.3	10.6	10.6	10.5	9.5

Source: State Agency Data, Department of Commerce. From LINC site.

**PLACE OF WORK**

The Greene County Land Use Plan (2012) includes data from the North Carolina Employment Security Commission on commuting patterns in and out of Greene County for work. These data are for all of Greene County, but they are generally informative with regard to Snow Hill residents. Pitt County is the destination for the largest number of Greene County resident workers commuting out of the county, followed by Lenoir County.

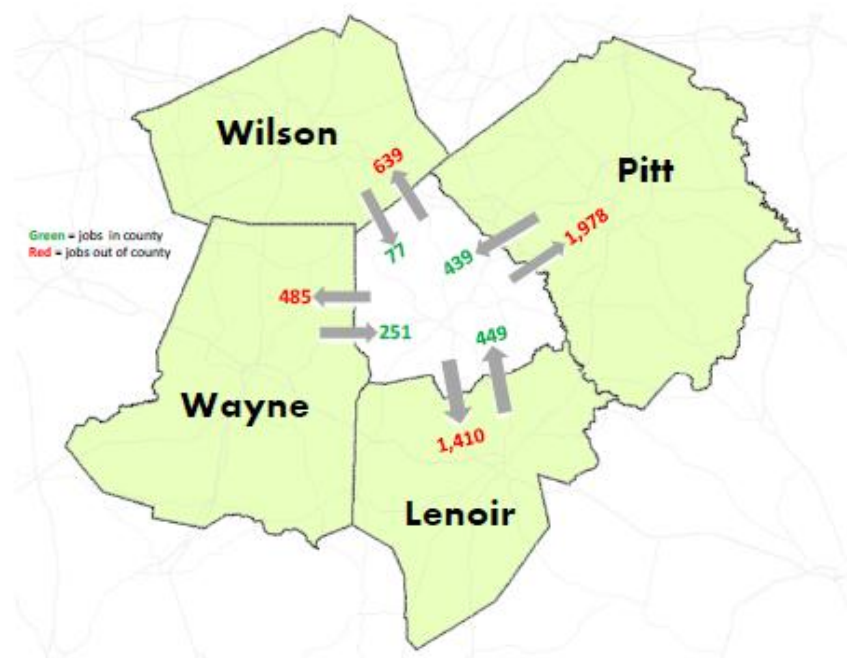
Table 5.5 shows the place of work of Snow Hill’s employed residents in 2000. While less than one-third of Snow Hill’s resident labor force worked in Snow Hill in 2000, it is still a significant share. The majority of Snow Hill’s resident labor force in 2000 commuted outside Greene County for work. That statistic qualifies Snow Hill (at least in 2000) as a so-called “bedroom community.” Though not confirmed, the commuting patterns of Snow Hill’s resident labor force

probably follows trends similar to those of Greene County residents as a whole, as shown in Map 5.1.

**Table 5.5**  
**Place of Work of Town of Snow Hill Residents, 2000**  
**Persons 16 Years and Over**

Place of Work	Number of Working Residents	% of Total
Worked in place of residence	178	30.4
Worked in county, not in town	84	14.3
Worked outside county of residence	315	53.8
Worked outside state	9	1.5
Total	586	100.0

Source: U.S. Census Bureau, 2000 Census. Summary File 3, Tables P26, P27, P28, and QT-P25.



**Map 5.1**  
**Commuting Patterns In and Out of Greene County, 2010**  
 (Source: Greene County 2012-2032 Land Use Plan)

## INDUSTRY AND OCCUPATION COMPARISONS

Table 5.6 shows the percentage distribution of employment by occupation of resident labor forces in Snow Hill, Greene County, North Carolina, and the United States for the 2007-2011 reporting period. Actual numbers are available but are not shown because the numbers for the town appear to be inflated and unreliable. Even so, the percentages from the American

Community Survey allow for a comparison of the town’s resident labor force with the larger labor forces in the county, state, and nation.

**Table 5.6**  
**Comparison of Employment by Occupation, 2007-2011 5-Year Estimates**  
**Employed Civilian Population 16 Years and Over**  
**Town, County, State, and Nation**

<b>Occupation</b>	<b>Town %</b>	<b>County %</b>	<b>State %</b>	<b>U.S. %</b>
Managerial professional, and related	30.1	35.7	35.0	35.7
Service	31.5	17.5	16.7	17.5
Sales and office	20.2	25.1	24.2	25.1
Natural resources, construction, and maintenance occupations	9.8	9.5	10.5	9.5
Production, transportation, and material moving	8.3	12.2	13.7	12.2
Total	100%	100%	100%	100%

Source: U.S. Census Bureau, American Community Survey, 2007-2011 5-Year Estimates, Table DP-3.

From Table 5.6 it is apparent that a much higher percentage (31.5%) of Snow Hill’s resident labor force worked in service occupations than is typical for the labor forces residing in the county, state and nation as a whole. This also means that Snow Hill has smaller proportions of resident workers in almost every other occupation listed in Table 5.7, than Greene County, North Carolina, or the United States.

Table 5.7 shows the percentage distribution of employment by industry of resident labor forces in Snow Hill, Greene County, North Carolina, and the United States for the 2007-2011 reporting period. As is evident in Table 5.7, one-third (33%) of the town’s residents work in educational, health, and social services. This is not surprising given that hospitals and educational institutions in the region are major employers. Snow Hill residents are also employed more proportionately in public administration (10.8%) than the state and nation, which is also not surprising given that Snow Hill is the county seat of Greene County and the location of many county administrative positions. Snow Hill’s working residents are not as reliant on manufacturing jobs as residents of the county, state or nation as a whole.

**Table 5.7**  
**Comparison of Employment by Industry, 2007-11 5-Yr. Estimates**  
**Employed Civilian Population 16 Years and Over**  
**Town, County, State, and Nation**

<b>Industry</b>	<b>Town %</b>	<b>County %</b>	<b>State %</b>	<b>U.S. %</b>
Agriculture, forestry, fishing and hunting, and mining	2.5	7.2	1.5	1.9
Construction	7.1	7.4	7.7	6.8
Manufacturing	8.2	16.8	13.1	10.8
Wholesale trade	0.5	1.6	2.9	2.9
Retail trade	9.3	10.4	11.6	11.5
Transportation and warehousing and utilities	3.7	4.2	4.4	5.1
Information	1.1	.8	1.9	2.3
Finance, insurance, real estate and rental and leasing	4.9	2.7	6.5	6.9
Professional, scientific, management, administrative, and waste management services	7.3	5.2	9.5	10.5
Educational, health and social services	33.0	27.1	22.9	22.5
Arts, entertainment, recreation, accommodation and food services	6.5	3.9	8.7	9
Other services (except public administration)	5.1	4.2	4.8	4.9
Public administration	10.8	8.4	4.4	4.9
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Source: U.S. Census Bureau, American Community Survey, 2007-2011 5-Year Estimates, Table DP-3.

**EMPLOYMENT IN GREENE COUNTY**

According to the Greene County Land Use Plan, the largest employers in the county are the NC Department of Corrections and Greene County. Total employment by place of work for Greene County is shown in Table 5.8. Jobs in Greene County decreased considerably due to the great recession but then have rebounded since 2010 and thereafter.

**Table 5.8**  
**Total Employment, Greene County, 2006-2012**  
**(Place of Work)**

	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Greene County	3,964	4,430	4,338	4,174	4,212	4,330	4,347

Source: State Agency Data, Department of Commerce. From LINC site.

Table 5.9 shows employment by industry in 2001 and 2011 (the most recent year available) for Greene County. These data are for “place of work,” meaning they represent jobs within the county. They do not include all employment positions, such as self-employed workers and most government employees. Some of the data are withheld by the original source due to disclosure limitations.

**Table 5.9**  
**Employment by Selected Industry, 2001 and 2011**  
**By Place of Work in Greene County**

<b>Industry (Code)</b>	<b>2001</b>	<b>%</b>	<b>2011</b>	<b>%</b>
Construction	216	11.1	240	13.7
Manufacturing (31-33)	284	14.6	98	5.6
Wholesale trade (42)	118	6.1	nr	--
Retail trade (44-45)	277	14.2	244	14.0
Transportation and warehousing (48-49)	63	3.2	30	1.7
Finance and insurance (52)	nr	--	44	2.5
Real estate & rental & leasing (53)	nr	--	nr	--
Professional, scientific, & technical (54)	21	1.1	nr	--
Admin. & support & waste mgmt & remediation services (56)	nr	--	nr	--
Educational services (61)	nr	--	nr	--
Health care & social assistance (62)	600	30.1	621	35.5
Arts, entertainment, & recreation (71)	nr	--	nr	--
Accommodations & foodservices (72)	138	7.1	183	10.5
Other services (except public admin.) (81)	72	3.7	67	3.8
<b>Total, All Industries</b>	<b>1,945</b>	<b>--</b>	<b>1,748</b>	<b>--</b>

Source: U.S. Bureau of Census, *County Business Patterns*, 2001 and 2011. Nr = not reported

Clearly, the most significant industry in Greene County in both 2001 and 2011 is health care and social assistance. Health care and social assistance comprised more than one-third of all jobs in Greene County in 2011, as shown in Table 5.9. Retail trade (14%), construction (13.7%), and accommodations and foodservices (10.5%) are also significant industries in Greene County as of 2011.

The total employment figures are also of interest in comparative context. The great recession has dropped employment in Greene County below 2001 levels. Manufacturing employment has been the hardest hit by far; losses in Greene County are not surprising given the loss of many manufacturing jobs in the region, state, and nationally. Transportation and warehousing employment, already small in 2001, was halved by 2011 in Greene County. Retail trade also declined slightly in employment in Greene County from 2001 to 2011. Construction, health care and social assistance, and accommodation and foodservices are industries that have increased in employment in Greene County between 2001 and 2011.

**EMPLOYMENT IN THE SNOW HILL ZIP CODE (28580)**

Data for employment at small levels of geography such as towns are not published. However, the U.S. Census Bureau does collect employment and establishment data by zip code. Table 5.10 provides total employment and the number of establishments by industry for 2006 and 2011 for the Snow Hill Zip Code (28580). The years were selected because 2011 is the most recent year available, and the year 2006 preceded the great recession. Hence, an impact of the great recession on the area’s economy can be estimated by viewing the data in Table 5.8.

A map of the Snow Hill zip code is also provided (see Map 5.2). Note that the Snow Hill Zip Code is much larger than the town limits and the town’s extraterritorial jurisdiction (ETJ). It includes lands well outside the town limits of Snow Hill in unincorporated Greene County and even into small portions of adjacent counties.

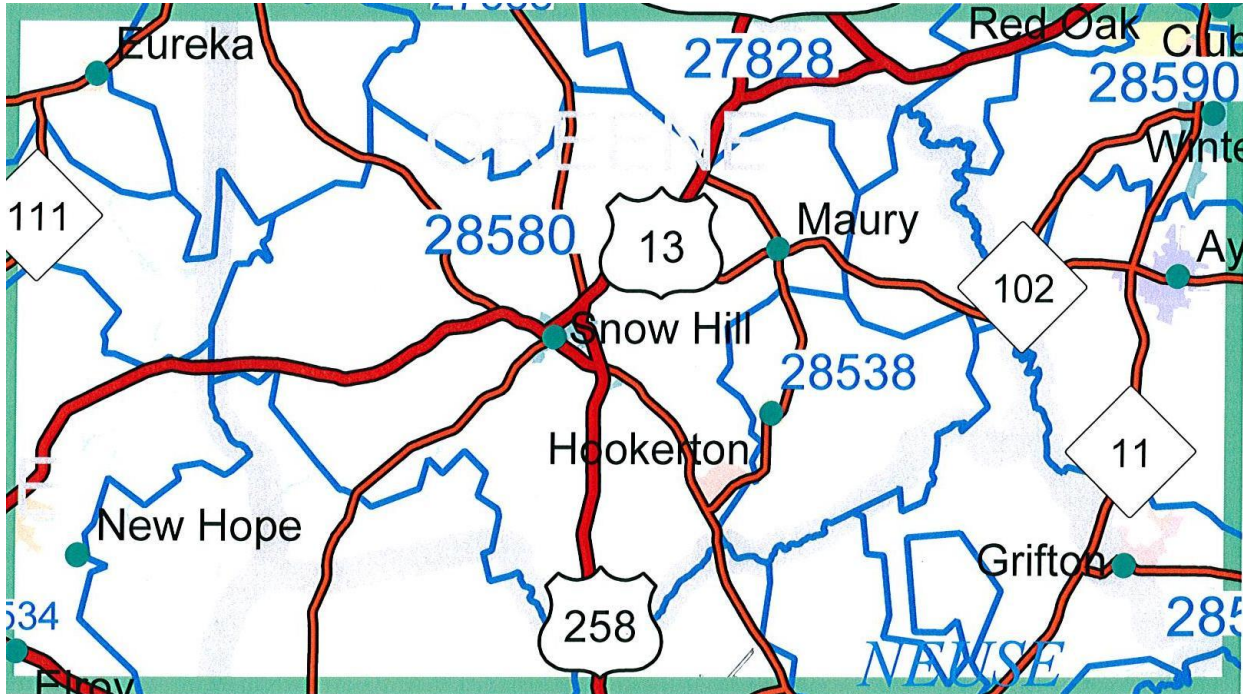
**Table 5.10  
Total Employment and Establishments by Industry, 2006 and 2011  
Snow Hill Zip Code (28580)**

<b>Type of Establishment</b>	<b>2006</b>	<b>2011</b>
Employment (all establishments)	1,594	1,382
Total Establishments	174	167
Forestry, fishing, hunting, and agriculture support	1	1
Utilities	1	1
Construction	25	21
Manufacturing	9	6
Wholesale Trade	4	3
Retail Trade	29	26
Transportation and warehousing	8	5
Information	1	3
Finance and insurance	12	12
Real estate and rental and leasing	4	2
Professional, scientific, and technical services	8	9
Management of companies and enterprises	2	1
Administrative and support and waste management and remediation	8	11
Health care and social assistance	32	32
Arts, entertainment, and recreation	1	2
Accommodation and food services	8	13
Other services (except public administration)	20	19
Industries not classified	1	0

Source: U.S. Census Bureau, Zip Code Business Patterns, 2006 and 2011 data.

The data in Table 5.10 show that the Snow Hill Zip Code’s total employment decreased by 212 from 2006 to 2011, and total establishments decreased by 7. Some industries witnessed decreases in total numbers of establishments: construction, real estate, manufacturing, transportation and warehousing, wholesale trade, retail trade, and management of companies.

However, other industries remained stable and yet others increased in number of establishments: the finance and insurance as well as health care and social assistance industries stayed the same in zip code 28580 from 2006 to 2011. Other industries such as accommodation and food services, as well as, administrative and support and waste management and remediation increased in terms of total establishments during the time period.



Map 5.2  
Zip Code 28580

### BUSINESSES IN SNOW HILL

A list of businesses within the Town of Snow Hill is shown in Table 5.11.



**Table 5.11  
Businesses in Snow Hill**

<b>Category</b>	<b>Name</b>	<b>Address</b>
Food and Dining	Aggie's Pizza	213 N Greene St.
Food and Dining	Beaman's Restaurant	341 N Carolina 58
Food and Dining	Bojangles'	1035 Kingold Blvd.
Food and Dining	C&K Grocery	3442 Hwy 13 S
Food and Dining	China Garden	415 Hwy 13 S
Food and Dining	Dunkin' Donuts	1102 Kingold Blvd.
Food and Dining	Food Lion	108 Greenwood Sq.
Food and Dining	Galaxy Foods of Snow Hill	414 Kingold Blvd.
Food and Dining	Hwy 55 Burgers	415 Hwy 13 S
Food and Dining	Jin Jin County Restaurant	415 Hwy 13 S
Food and Dining	K & B Grill	900 Hull Rd.
Food and Dining	Kings Barbeque & Chicken	416 Kingold Blvd.
Food and Dining	La Flama Mexican Restaurant	111 SE 2nd St.
Food and Dining	Los Periquitos Tienda	306 N Greene St.
Food and Dining	McDonald's	1033 Kingold Blvd.
Food and Dining	Piggly Wiggly	205 SE 1st St.
Food and Dining	Pizza Inn	1029 Kingold Blvd.
Food and Dining	Ribeyes	1029 Kingold Blvd.
Food and Dining	Subway	1029 Kingold Blvd.
Food and Dining	Two Cousin's Pizza and Grill	1012 Kingold Blvd.
Retail	ABC Store	217 SE 2nd St.
Retail	Ace Hardware	321 Hwy 13 S
Retail	Advanced Auto Parts	913 SE 2nd St.
Retail	Dollar General	909 SE 2nd St.
Retail	Family Dollar Store	110 Greenwood Sq.
Retail	Hardy's Appliance and Furniture	234 N Greene St.
Retail	Imagine Wireless	101 Heritage Crossing
Retail	Little Shoppe of Flowers	207 N Greene St.
Retail	Snow Hill Hardware	119 SE 2nd St.
Retail	Sticks and More	216 SE 2nd St.
Retail	The Body Shop	101 Heritage Crossing
Retail	Wal-Mart	905 SE 2nd St.
Financial Services	Darden Bookkeeping Services	101 W Greene St.
Financial Services	Edward Jones	113 Heritage Crossing
Financial Services	Edward Jones	225 N Greene St.
Financial Services	First Citizens Bank	110 N Greene St.

<b>List of Businesses, Continued</b>		
<b>Category</b>	<b>Name</b>	<b>Address</b>
Financial Services	Frank Harper, CPA	301 SE 2nd St.
Financial Services	Greene County Farm Bureau	603 SE 2nd St.
Financial Services	Harper Insurance Agency	227 N Greene St.
Financial Services	Nationwide Insurance	226 SE 2nd St.
Financial Services	Robert G Heath Jr. Insurance and Financial	303 Martin L King Jr. Pkwy
Financial Services	State Employees' Credit Union	601 Gregory Ave.
Financial Services	Wells Fargo	216 N Greene St.
Financial Services	Western union	1029 Kingold Blvd.
Financial Services	OneMain Financial	103 Heritage Crossing
Health and Beauty	Chele's Exercise Center	101 W Greene St.
Health and Beauty	Kerr Drug Store	1106 Kingold Blvd.
Health and Beauty	Realo Drugs	104 Parkwood Dr.
Health and Beauty	Sam's Hair Beauty Supply	408 Kingold Blvd.
Health and Beauty	Shear Genius	415 Kingold Blvd.
Health and Beauty	Tans Unlimited II	310 SE 2nd St.
Health and Beauty	The Greene Street Spa	225 N Greene St.
Health and Beauty	Vanity Hair Salon	210 N Greene St.
Services	A Answer to You Call Bail Bond	103 SE 2nd St.
Services	A Beasley Bail Bonding Co.	401 SE 2nd St.
Services	Ambleside Inc.	1 Industrial Dr.
Services	Barrow and Barrow PA	115 Heritage Crossing
Services	Britthaven of Snow Hill	1304 SE 2nd St.
Services	Chevron Station	258 US Hwy S
Services	Corine's Care Management	369 Hwy 13 S
Services	Diener Law Office	102 SE 1st St.
Services	Fast Break	402 Kingold Blvd.
Services	Glencare Assisted Living Inc.	1328 SE 2nd St.
Services	Greendale Forest	1304 SE 2nd St.
Services	Handy Mart	1029 Kingold Blvd.
Services	Hughes Exxon	306 SE 2nd St.
Services	Media Cast	1121 SE 2nd St.
Services	Rouse's Body Shop	1112 Kingold Blvd.
Services	S Conner Memorial Funeral Home Inc.	83 Circle Dr.
Services	Security Mini Storage	65 Perry Dr.
Services	Set Them Free Bail Bonding	107 SE 2nd St.

<b>List of Businesses, Continued</b>		
<b>Category</b>	<b>Name</b>	<b>Address</b>
Services	Taylor-Tyson Funeral Services	117 NW 3rd St.
Services	The Standard Laconic	756 SE 3rd St.
Services	Trade Wilco	1102 Kingold Blvd.
Services	WAGO	205 N Greene St.
Services	White & Allen, PA	109 SE 2nd St.
Medical	Carraway Cheryl T DDS	117 SE 2nd St.
Medical	DaVita	1025 Kingold Blvd.
Medical	Doctor's Vision Center	107 Parkwood Dr.
Medical	Family Practice Dentistry	105 Parkwood Dr.
Medical	Greendale Forest Nursing and Rehabilitation Center	1304 SE 2nd St.
Medical	Greene County Health Care Inc.	301 Martin L. King Jr. Pkwy
Medical	Greene Dental Services	6 Professional Dr.
Medical	Lucille's Behavioral, Inc.	414 Kingold Blvd.
Medical	Parkwood Medical Center	102 Parkwood Dr.
Medical	Snow Hill Medical Center	302 N Greene St.
Home and Garden	Bailey Suggs Electric	103 NW 4th St.
Home and Garden	Grant and Associates	907 SE 2nd St.
Home and Garden	Heritage Properties	117 SE 3rd St.
Home and Garden	Tinoco Construction	111 SE 2nd St.
Home and Garden	Tripp and Sons/Trane	765 SE 3rd St.
Family and Community	Aaron's Playground	908 SE 2nd St.
Family and Community	Carolina Opportunities, Inc.	907 SE 2nd St.
Family and Community	Lenoir/Greene Partnership for Children	1108 Kingold Blvd.
Family and Community	Snow Hill Primary School	502 SE 2nd St.
Recreation	Greene Ridge Racquet and Swim Club	609 Kingold Blvd.
Recreation	Limited Danceworks	602 SE 3rd St.
Recreation	Tide Tamer Waterfront Products	900 NC Hwy 258 S
Industrial/Manufacturing	Smart Play, USA	429 Kingold Blvd.
Industrial/Manufacturing	Yamco	310 Kingold Blvd.

Source: Compiled by East Carolina University Urban and Regional Planning Program from a variety of sources, including Google Earth.

## WAGES

Table 5.12 shows annual average wages for jobs in Greene County versus the state as a whole for several recent years. Clearly, average wages in Green County are considerably lower than the state average.

**Table 5.12**  
**Annual Average Wages, Greene County and State, 2006-2012**  
**(Place of Work)**

	2006	2007	2008	2009	2010	2011	2012
Greene County	\$25,740	\$27,768	\$28,184	\$28,444	\$29,016	\$28,652	\$28,840
State of North Carolina	\$37,440	\$38,896	\$39,728	\$39,832	\$41,132	\$42,120	\$43,115

Source: State Agency Data, Department of Commerce. From LINC site.

## ECONOMIC DEVELOPMENT RESOURCES

### Greene County Economic Development Commission

The Greene County Economic Development Commission (EDC) is the lead agency responsible for Greene County's economic development activities. The mission of the EDC is to enhance job opportunities, stimulate economic growth in the county, expand the tax base, recruit industrial and commercial activities, encourage business retention and expansion, and educate the citizenry about these issues (Greene County Land Use Plan). Since Snow Hill does not have its own economic development agency, it should look to the EDC for leadership in economic development efforts within the town. A number of economic development incentive programs are described on the EDC's website and in the Greene County Land Use Plan.

### Eastern Carolina Council

The Eastern Carolina Council is one of many multi-county planning and development regions in North Carolina. The council serves the following nine counties (Region "P"): Carteret, Craven, Duplin, Jones, Greene, Lenoir, Onslow, Pamlico, and Wayne. The Council continues to play an important role with regard to economic development in the region and should be called upon on a regular basis as necessary to assist with economic development activities in the county. The Council has prepared a comprehensive economic development strategy for the 9-county region. It was most recently updated in 2012.

### Educational Institutions

There are several community colleges that are within the region along with several 4-year institutions. Lenoir Community College has branches that serve Jones County and Greene County. East Carolina University is located in nearby Greenville and is a major hub for specialized medical diagnosis and treatment. Mount Olive College in Wayne County was

founded by the Free Will Baptists and operates as a private, co-educational, liberal arts institution with academic programs in more than 40 majors (Eastern Carolina Council 2007).

## **ISSUES, OPPORTUNITIES, AND ASSESSMENT**

Although many residents are comfortable that the town is a bedroom community where the labor force commutes mostly to other places for work, there is concern about the lack of employment opportunities in the area. In addition, town citizens desire more shopping, restaurant and commercial services opportunities and choices in town.

### **Agriculture and Agribusiness**

Greene County is ranked as one of the top agricultural counties in the state. Forestry is also a major component of the county's economy. Although agriculture and forestry of greater concern to Greene County than the Town of Snow Hill, the town should acknowledge the importance of agriculture to the town's economy as well. Biofuels are emerging as a potential economic engine for agriculture/agribusinesses in Greene County. The growing interest in local foods is also an opportunity for Greene County. Somewhat surprisingly to most residents, land availability for agriculture has become increasingly limited (Greene County Farm and Forest Protection Plan).

### **Transportation**

The distance to Interstate highways and lack of limited access highways in much of the Eastern Carolina region makes it difficult to attract business. If the region's economy is to develop with industry, tourism and retirees, regional jet service to multiple U.S. locations must be expanded (Eastern Carolina Council 2007).

The North Carolina Global TransPark has been under development since the early 1990s and represents an \$85 million investment in infrastructure and permitting. The Global TransPark, which located in the center of the Eastern Carolina region, represents a major asset and opportunity for economic development. The master plan for the Global TransPark includes integrated transportation systems supported by the latest technology, on-site training and high-speed communications. The Global TransPark has in place an 11,500 foot runway, a cargo building alongside the runway, and it serves as a Foreign Trade Zone. Daily jet service is available to Atlanta on ASA Delta Connection. The Global TransPark features an on-site education and training center, along with available land and flexible industrial space to accommodate almost any requirement. Environmental permitting, a poor economic climate, and limited highway access has slowed development at the Global TransPark (Eastern Carolina Council 2007).

Despite these limitations with regard to transportation infrastructure, the Eastern Carolina Council's Comprehensive Economic Development Strategy (2012) indicates that Wayne and Greene Counties are beginning to experience positive economic impacts due to their proximity to the Raleigh-Durham area.

### **Infrastructure Maintenance**

Many local governments in the Eastern Carolina region are struggling to provide services and maintain the local infrastructure. Mandated reductions in water withdrawal from a major regional aquifer will increase water costs for many of these already poor communities. Snow Hill is faced with substantial costs in the future to upgrade its aging water and sewer systems, and it is also subject to those mandates with regard to limiting groundwater withdrawals. Future requirements for storm water runoff and other coastal habitat protection plans will also increase infrastructure costs for local governments (Eastern Carolina Council 2007).

### **Tourism**

Eco-tourism, agri-tourism, and historic / cultural / heritage tourism all present opportunities for local governments in the Eastern Carolina region (Eastern Carolina Council 2007). Agri-tourism is a growing aspect of agriculture. Farm tours, pick-your-own operations, hay rides and similar activities are part of a growing trend for people to connect with local farms and forests (Greene County Farm and Forest Protection Plan). The town can capitalize on its strengths, particularly its National Register historic district, its frontage on Contentnea Creek, and its central location within a strong farming economy.

### **Attracting Retirees**

The primary economic beneficiaries of retirees are real estate, recreation / entertainment, health care, insurance, commercial / retail establishments and financial services. It is estimated that 100 retirees have an economic impact 3.5 times greater than 100 manufacturing employees and do not require large incentives. In addition, retirees bring benefits such as volunteerism, charitable giving, skills and diversity without impacting the school system and law enforcement (Eastern Carolina Council 2007).

### **Growing Hispanic Population**

Greene County's economy, especially manufacturing and agriculture, can be strengthened by a growing Hispanic population. The growing Hispanic population has allowed area business to stay competitive by employing a lower cost Hispanic labor pool. Hispanics work in many firms in the region but are concentrated in the construction, food processing, agriculture and fishing industries (Eastern Carolina Council 2007).

### **Alternative Energy**

The Comprehensive Economic Development Strategy (2012) of the Eastern Carolina Council indicates that there is an opportunity to foster growth of wind, solar, geothermal, and other alternative energy businesses in the region and calls for an initiative to do so. The Town of Snow Hill may have some interest in participating in such an initiative if it surfaces at the regional level.

## CHAPTER 6 LAND USE

Land use in Snow Hill should first be considered in the context of Greene County as a whole. The vast majority of land (more than 90%) in Greene County is used for agricultural uses or is undeveloped. Approximately 5% of the county’s land area is used for single-family residential and as much as 3% is developed for manufactured housing. Commercial and institutional uses comprised 0.1% and 0.3%, respectively, of the county’s total land area, according to the county’s 2012-2032 land use plan.

As noted in the introduction (Chapter 1), Snow Hill prepared and adopted a land development plan in 1974. It has not updated its land use plan since that time. However, the 1970s-era land use plan is still relevant in many ways, given the lack of development change in the originally settled portion of town. On the other hand, the static nature of zoning as a regulatory instrument suggests that some of the standards might be reformed.

### EXISTING LAND USE

The following classifications are used to describe existing land use in the Snow Hill town limits and extraterritorial jurisdiction (ETJ). The existing land use map shows how land is used currently (November 2013 shown). It has no regulatory significance. It divides the planning area into land use classifications simply to describe how each property is being used presently. It does not reflect future land use, or zoning. Land use by category is quantified in Table 6.1. It shows the acres of land in each category. Totals are shown for the town limits, the unincorporated part of the ETJ, and the ETJ as a whole.

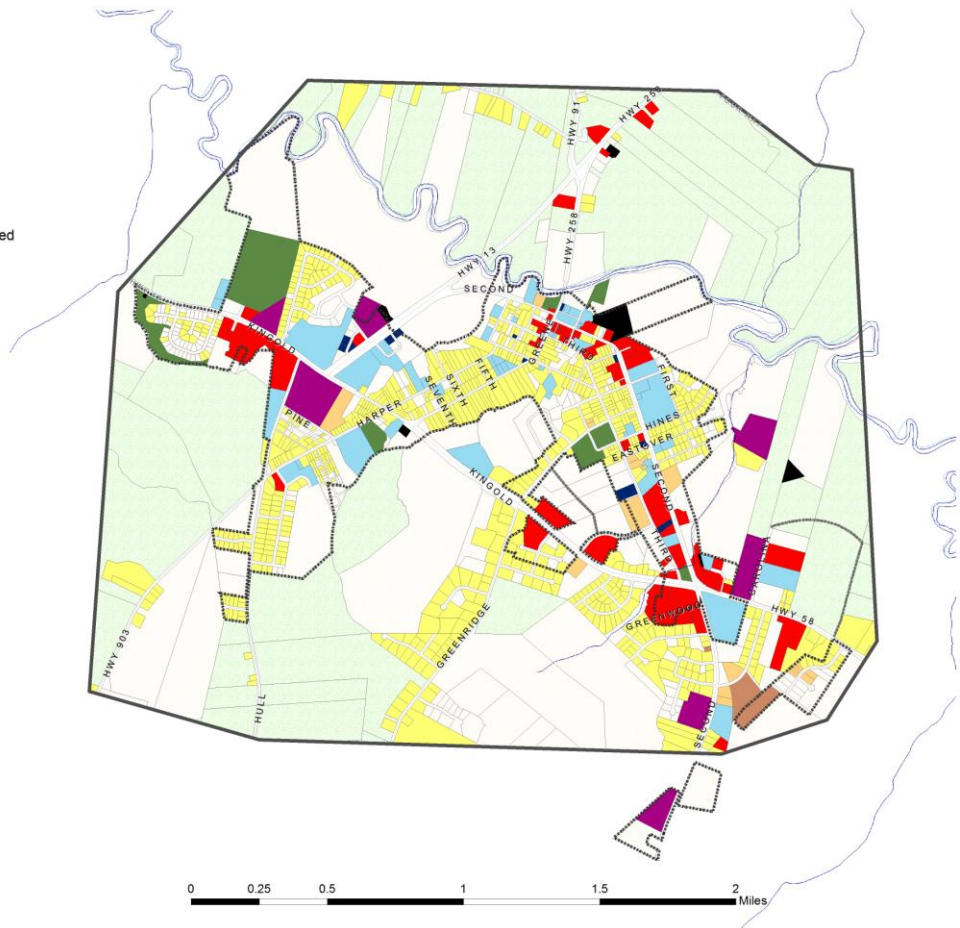
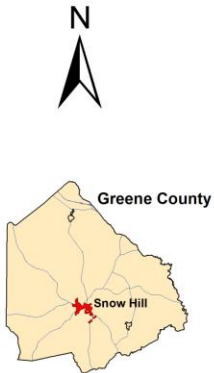
**Table 6.1  
Existing Land Use, 2013  
Town of Snow Hill, Unincorporated ETJ, and Total ETJ**

Land Use	Town Limits	%	Unincorporated ETJ	%	Total ETJ	%
Vacant	1,107.0	54.1	758.7	21.0	1,865.7	32.9
Parks/Recreation/Conservation	113.3	5.5	0.1	0	113.4	2.0
Agriculture	429.4	21.0	2,146.0	59.3	2,575.4	45.4
Residential, Single-family	67.5	3.4	469.5	12.8	537.0	9.5
Manufactured Home Park	6.4	0.3	7.0	0.2	13.4	0.2
Residential, Multi-Family	22.0	1.1	5.0	0.1	27.0	0.5
Public-Institutional	95.7	4.7	42.8	1.2	138.5	2.4
Office	6.3	0.3	0	0	6.3	0.1
Commercial	93.0	4.5	25.7	0.7	118.7	2.1
Utilities	29.8	1.4	3.8	0.1	33.6	0.6
Industrial	50.1	2.4	48.6	1.3	98.7	1.7
Street and road right of ways	25.8	1.3	120.8	3.3	146.6	2.6
<b>Total</b>	<b>2,046.3</b>	<b>100</b>	<b>3,628.0</b>	<b>100</b>	<b>5,674.3</b>	<b>100</b>

Source: East Carolina University, Urban and Regional Planning Program, December 2013.

**Snow Hill  
Existing Land Use**

- Vacant
- Park/Recreation/Conservation
- Agriculture
- Residential Single-Family Detached
- Multi-Family Residential
- Manufactured Home Park
- Public/Institutional
- Office
- Commercial
- Utilities
- Industrial



**Map 6.1**



### **Vacant or Undeveloped**

This category consists of vacant land or properties without buildings. No building or other development improvement exists. Vacant and undeveloped lands are still mostly in their natural state. In the Snow Hill ETJ, vacant or undeveloped properties consist of parcels that are mostly a combination of open field and wooded area. Much of the vacant land within the extraterritorial jurisdiction is presumably ripe for development, given the circumferential expansion of the Snow Hill urban area. However, market conditions may not support development of all the land in the Snow Hill ETJ during the planning horizon.



**Guard rails installed by NC Department of Transportation along U.S. Highway 13 at the NW 2<sup>nd</sup> Street intersection**

A substantial amount of land within the town limits and the extraterritorial jurisdiction (ETJ) is vacant. The vast majority of lands south of Contentnea Creek are vacant, given the existence of wetlands and flood plains. Two large blocks of land are vacant; both are outside of the town limits. One of these is located north of Kingold Boulevard (U.S. Highway 13/NC 58) between Greene Street and Greenridge Road; the other large vacant block of land is south of Kingold Boulevard between Hull Road and NC 903. Furthermore, there are substantial amounts of vacant land in the southern and southwestern parts of the ETJ. Several subdivisions have sizable numbers of vacant, platted residential lots.

### **Parks, Recreation and Conservation**

Lands dedicated to both active and passive recreational uses. These lands may be either publicly or privately owned, and they may include playgrounds, public parks, nature preserves, wildlife management areas, forest preserves, golf courses, recreation centers, or similar uses. A wide variety of lands are designated as parks, recreation, and conservation on the existing land use map. For details on public recreation areas, see Chapter 9 of this comprehensive plan.

### **Agriculture**

This future land use category includes forests and farmlands but particularly properties involved in the cultivation of crops. This category also includes residential uses that primarily relate to the larger agricultural or forestry tract.

Relatively little if any land within the town limits is agricultural. However, much of the ETJ consists of large tracts classified as farmland. In many instances, these tracts classified as agricultural are only partially open and may or may not be actively used for crop production, and sizable amounts of these tracts remain heavily forested. Vacant and agricultural lands comprise the vast majority of total land area in the Snow Hill ETJ.

### **Residential, Single-family Detached**

Residential land uses are divided into three categories: Single-family, detached dwelling units on individual lots; residential, multi-family (duplexes, triplexes, townhouses, and apartments); and manufactured home park (multiple manufactured or mobile homes on a single lot of record).

One of the greatest assets that Snow Hill has to offer is its abundance of historic homes. These homes give the town a great amount of character as well as create a strong sense of place for those living there. Much of the National Register historic district is comprised of detached, single-family homes. Single-family residential lots in the original part of town are mostly urban size and sit on blocks of land that form an urban, rectangular grid. Historic residential homes on the south side of S. Greene Street are larger (approximately one acre or more) because they are deep lots.



**Historic Home in Snow Hill**

On the east side of S. Second Street (U.S. Highway 258), east and south of the public school, there is a subdivision of single-family residential homes. Other single-family, detached subdivisions have been constructed outside of the original part of town. Several subdivisions with more of a suburban than urban character exist north and south of Kingold Boulevard (U.S. Highway 13/NC 58) along its entire length in the extraterritorial jurisdiction. Larger lots have been developed with detached, single-family uses south of Kingold Boulevard (U.S. Highway 13/NC 58), especially along Hull Road.

### **Residential, Multi-Family**

Snow Hill includes a significant number of multi-family residential developments. Most multi-family residential developments consist of small (less than 40-unit) apartment buildings and complexes in the town limits. They are scattered about except that almost all of them lie outside the town's original settlement area. Apartment locations include Kingold Boulevard (U.S. Highway 13/NC 258), Gregory Avenue at SE Third Street, Briarwood Drive off Edgemont Drive, Edgemont Drive and U.S. Highway 258. There are also a few duplexes in the town limits.



**Representative Apartment Complex**

### **Manufactured Home Park**

There is one small manufactured home park within the town limits, on the east side of SE Third Street. There is also a manufactured home park partially located in the town limits east of U.S. highway 258 and south of Kingold Boulevard (U.S. Highway 13/NC 258), at Chelsea Drive and Ramblewood Drive.

### **Public/Institutional**

This land use category includes federal, state, or local government uses, and a wide variety of institutional land uses. Government uses include county and town-owned facilities, fire stations, post offices, and schools, town halls, county courthouses, and various government office buildings. Private institutional uses include schools, colleges, assembly halls, churches, cemeteries, and others. Institutional residential living facilities such as nursing homes are also included in this category.



**Historic Church in Snow Hill**

The largest land uses in this category are Greene County public schools, county properties at the intersection of Kingold Boulevard (U.S. Highway 13/NC 258) and U.S. Highway 13 (where it splits north). Other significant public-institutional uses include the town's cemetery, fire service facilities, the National Guard Armory, numerous churches, and nonprofit facility buildings.

### **Office and Commercial**

The commercial category applies to non-industrial business uses, including retail sales, services, and commercial recreational facilities. Mini-storage facilities are included in this category. The existing land use plan also shows office land uses, which is a subset of commercial. Office uses are commercial uses which are limited to offices and do not involve retail sales. Offices are a subset of commercial uses but are shown separately on the existing land use map because they are often considered an appropriate transition between residential and heavier commercial land uses.



**Offices Near County Institutional Complex**

Very little land is devoted to office uses; the most significant concentration of office uses is along U.S. Highway 13 just north of Kingold Boulevard, near county service facilities. All of these offices are located within the town limits.

Snow Hill's downtown business district includes the county courthouse, town hall, and about one block of "main street" style retail stores close to Greene Street (for details see Chapter 7 of this plan). There are also a few banks in the downtown business district. More businesses extend east along Second Street (U.S. Highway 258) from the "main street" part of the central business district. A transition occurs quickly from the main street feel to a linear pattern of commercial along 2<sup>nd</sup> Street.

Commercial land uses along 2<sup>nd</sup> Street (U.S. Highway 258) include a gas station. Commercial uses on the east side of 2<sup>nd</sup> Street end at about the Armory and county school, but then pick up again further south of downtown along the highway. However, some obsolete commercial buildings exist on the west side of 2<sup>nd</sup> Street south of this vicinity (see Chapter 7, "redevelopment"). South of Liberty Street, a relatively constant strip of mostly commercial development extends on the west side of Second Street (U.S. Highway 258) to the intersection of U.S. Highway 258 and Kingold Boulevard (U.S. Highway 13/NC 258).



**Gas Station, East Side of 2<sup>nd</sup> Street  
(U.S. Highway 258)**

This commercial strip consists of double-frontage lots extending to SE Third Street as well. There is an older shopping center on SE 3<sup>rd</sup> Street that is partially vacant due to closure of a grocery store (see chapter 7). A convenience store catering to Hispanics and Latinos occupies a part of that shopping center. Along this stretch, highway commercial uses and retail stores exist such as Wal-Mart Express (a small version of a Wal-Mart store), Dollar General, a convenience store, and car wash among others. The commercial strip also includes a few offices and the U.S. Post Office. The intersection of Kingold Boulevard and Second Street is a mostly developed node of highway-oriented commercial businesses and a shopping center, except that the southeast corner of this intersection is occupied by a cemetery.

A few other commercial uses are scattered along other parts of Kingold Boulevard (U.S. Highway 13/NC 258). A shopping center is located west of NC 903 south of Kingold Boulevard across from the county park in the westernmost part of the town limits. Outside the ETJ, north of the town limits at the intersection of U.S. Highway 13, U.S. Highway 258, and NC 91, there are some scattered commercial uses including a convenience store with gas pumps, a body shop, and day care center, among a few others.

## **Utilities**

This category includes water and sewer treatment plants, electric power substations, and major overhead and underground utility transmission lines, and cell (communication) towers. Only a few parcels in the study area are classified as utilities. They include well sites, sewer pump stations, and cell towers, as well as the town's wastewater treatment plant.

## **Industrial**

This existing land use category includes warehouses, wholesale trade facilities, research and development facilities, manufacturing operations, processing plants, factories, and mining or mineral extraction activities.

Industrial land use is relatively limited in the Snow Hill ETJ. Three industrial properties are located near the intersection of Kingold Boulevard (U.S. Highway 13/NC 258) and U.S. Highway 13 where it turns north from Kingold Boulevard. There are also some industrial land uses along the west side of Carolina Drive just north of Kingold Boulevard. There are also some industrial uses along U.S. Highway 258 south of Kingold Boulevard, some of which extend south, outside the ETJ.



**Representative Industrial Development**

## **ISSUES, OPPORTUNITIES, AND ASSESSMENT**

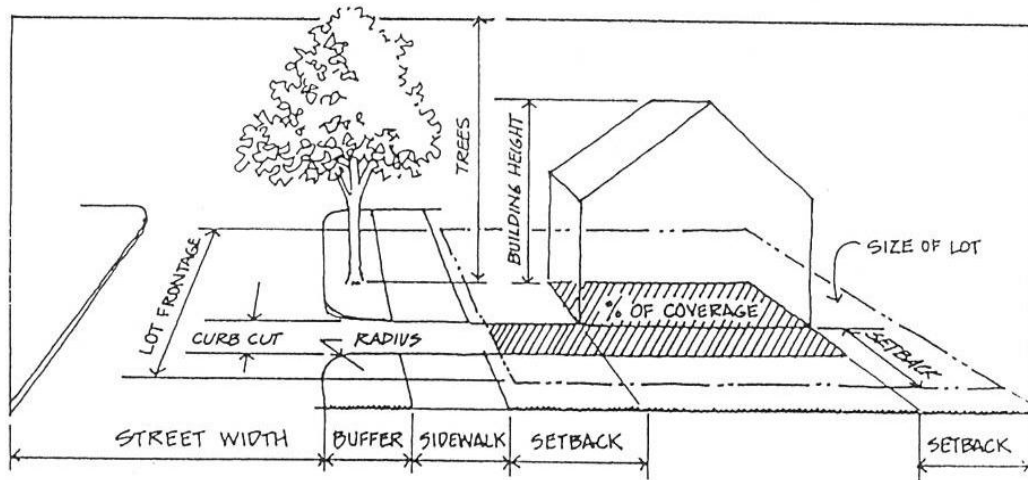
There are a number of land use issues that are worth the town's consideration, as described in the following subsections.

### **Nonconforming Lots**

There are some properties in the original settlement area of town that are very small (e.g., 50 feet by 50 feet). Such small lots pose significant limitations in terms of meeting zoning requirements. Development on these nonconforming lots may require the issuance of variances to building setbacks as required by the town's zoning ordinance.

### **Inconsistencies with Zoning Standards**

Much of the residential development (national historic district) in the original part of town was settled long before the town adopted zoning regulations in the mid-1970s. The town's zoning ordinance imposed a minimum lot size and minimum lot width scheme that does not fit very well with some of the original settlement patterns. There are several lots that do not conform to the minimum lot size and minimum lot width standards of the various residential zoning districts.



### Illustrative Conventional Zoning Requirements

Source: Craighead, Paula M. editor. 1991. *The Hidden Design in Land Use Ordinances*. Portland, ME: University of Southern Maine.

In addition to the lot size and lot width inconsistencies, the residential zoning districts establish minimum setbacks and maximum lot coverage requirements. Many homes do not meet those requirements, and it is not uncommon for large homes on relatively smaller lots to exceed maximum building coverages established in the town’s zoning ordinance. Such requirements, to the extent existing residential development does not conform to them, can and will continue to make it difficult for property owners to add to their property improvements unless variances are granted.

The conventional zoning standards of minimum lot size, minimum lot width, minimum principal building setback, and maximum lot coverage should be critically examined and the town’s zoning ordinance modernized. It may be more appropriate that Snow Hill adopt some “contextual” zoning provisions for residential lots in the original settlement area of town, such as a “build-to” line instead of a minimum building setback line.

### Protecting Historic Character

As already noted, Snow Hill’s original settlement area is mostly contained within a National Register Historic District. The National Register historic district is an honor but is largely symbolic and does not afford protection of existing historic structures from demolition. Nor does a National Register District provide any development guidance with regard to ensuring compatibility of new dwellings, other structures, and material changes in appearance to properties.

Local governments that want to protect historic structures from demolition and ensure development changes are compatible with existing historic character can accomplish those objectives with a local historic preservation ordinance, prepared in accordance with state enabling law. However, input from the town staff and community suggests that Snow Hill is not ready to impose regulations limiting demolition and requiring architectural and site design review for changes to the material change of appearance of historic structures.

Without establishing a local historic district that is “regulatory” in nature, there is no guarantee that property owners will not demolish historic buildings, and there is no assurance that building additions and other property improvements will be sensitive to the unique historical setting of Old Town Snow Hill. The zoning ordinance may provide some additional standards to help ensure compatibility, but such a remedy would stop short of requiring architectural review since such a requirement has to be done in accordance with the state’s historic preservation enabling legislation.

### **Expansion of Central Business District**

The town’s “main street-style” central business district is very small and does not contain a “critical mass” of stores and other commercial uses. There are significant benefits to economic development and sense of place if the town were to plan for an expansion of the central business district. More is discussed about this issue under the description of the future land use plan.

### **Redevelopment**

The town has a few commercial buildings in town that may need to be redeveloped. During the planning horizon, there may be a need to consider redevelopment of these aging or obsolete buildings and properties to improve function and aesthetics.



**Commercial Property Along SE 2<sup>nd</sup> Street  
With Redevelopment Potential**



**Shopping Center Reuse  
or Redevelopment Opportunity**

### **Infill Development**

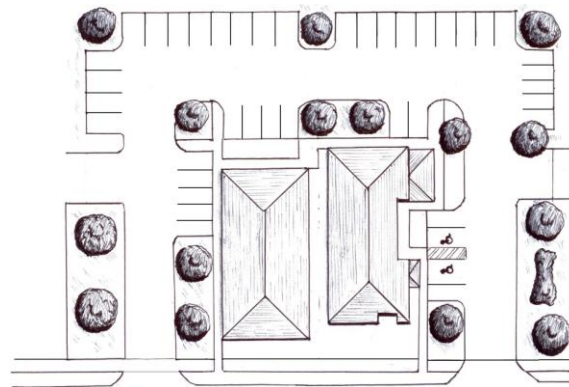
“Infill” refers to the filling in of vacant lots and properties in already developed areas. Snow Hill has a significant share of vacant lots, particularly in the more contemporary residential subdivisions. A substantial share of future residential growth (single-family dwellings) can and should be accommodated by utilizing the existing vacant lots in subdivisions for single-family residential use.

### **Residential to Commercial Transitional Areas**

There are some existing single-family residential lots fronting on Kingold Boulevard (U.S. Highway 13/NC 258) which may experience pressure to convert to office or commercial land uses during the 20-year planning horizon. The more problematic of these are lots that form the entrance to a residential subdivision street. Residential lots fronting on SE Second Street (U.S. Highway 258) may experience similar pressure. Depending on the extent to which an expansion of the town's central business district is planned, there may be outward pressure on abutting historic residential neighborhoods to transition to office or commercial uses. The future land use plan should be drawn with attention to these prospects for residential to office or residential to commercial land use transitions. Sometimes, the adaptive reuse of a residential dwelling for an office can be a compatible compromise land use between maintaining a lot as a single-family residence and redevelopment as a new commercial building.

### **Highway Commercial Development Standards**

When Snow Hill's zoning ordinance was written, it could not anticipate the extent to which highway businesses have been constructed along Kingold Boulevard and SE Second Street (U.S. Highway 258). Few if any development standards now exist in the town's regulations with regard to the aesthetics of development (signage, landscaping, building materials, lighting, etc.). Additional standards to ensure the adequate function of roadways and appearance of commercial corridors need to be included in the rewrite of the town's zoning and subdivision/land development regulations. This issue is addressed further in chapter 7 of this comprehensive plan.



**Illustrative Guideline Showing Inter-parcel Access  
Between Two Commercial or Institutional Properties**

### **Residential and Commercial-Industrial Incompatibilities**

Though serious issues do not appear apparent at this time, there are a number of places in the town's ETJ where commercial or industrial uses about single-family residences and single-family subdivisions. The peace and quiet of residential neighborhoods can be disrupted by traffic, noise, lighting, and other external impacts from commercial uses. Considerable attention



should be given to avoiding harsh or abrupt changes from residential to commercial or industrial uses in the future land use plan. Where such abrupt changes in land uses cannot be avoided, land use regulations that provide for buffers of natural vegetation or at least privacy fences should be included in the rewrite of the town's zoning and subdivision/land development regulations.

### **Institutional Uses**

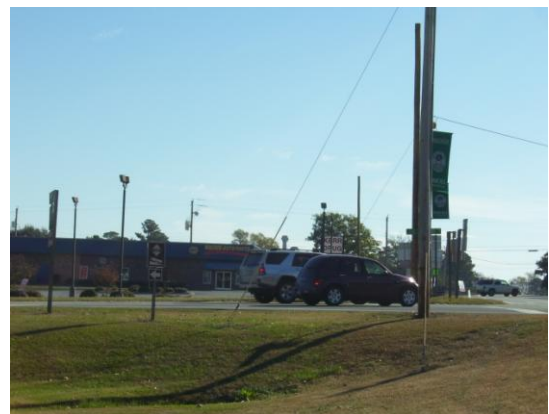
As the county seat of Greene County, Snow Hill will continue to witness expansion of many different public and institutional uses. It is not uncommon for land use plans to fail to recognize the need for institutional land uses such as new public facilities, expansion of churches, and institutionalized residential living facilities. In some parts of old town Snow Hill, churches and institutional uses expand only by displacing abutting residential uses. The future land use plan needs to provide areas for the growth and expansion of various institutional uses. As was noted in prior chapters, this includes institutionalized residential living facilities such as personal care homes and nursing homes.

### **Impact of Proposed Highway Bypass**

As described further in the transportation element of this comprehensive plan, there is a long-range proposal to build a highway bypassing Snow Hill on the east side, from Kingold Boulevard north, crossing Contentnea Creek, and connecting with U.S. Highway 13/258 north of Snow Hill. That highway project may not be initiated any time soon and may not be realized within the 20-year planning horizon; however, it is a part of the adopted comprehensive transportation plan for Greene County and was approved by prior Town officials. Road widening projects and additions to the arterial road system (such as construction of a bypass) can have significant implications for land use which need to be recognized and addressed in the future land use plan. The bypass project is outside the town's ETJ.

### **Automobile Dependence**

Unless options to the automobile are provided, Town residents and businesses will be forced to rely on vehicles for mobility. Because of the isolation of the town from other urban areas, and its relatively low density, public transportation is not viable in terms of a town-wide system. The town has some sidewalks but it lacks a network of pedestrian facilities and has no facilities for bicycling. It is prudent that the town plan now for "active" transportation (see Chapter 9 of this comprehensive plan for additional information).



**Intersection of SW 3<sup>rd</sup> Street  
and Kingold Boulevard**

### **Expansion of Extraterritorial Jurisdiction**

The long-range plan for a bypass, and the development of industrial land uses outside the southern boundary of Snow Hill's ETJ both suggest that consideration should be given to

extending the town’s ETJ which has not been expanded since established in the mid-1970s. Greene County has not adopted any zoning regulations, and concerns about unregulated development in certain fringe areas of the town area may increase over time. An expansion of ETJ is a logical response to these trends, now that other forces like development and highway building may cause land use changes that would not otherwise be controlled by the county.

**Toxic Release Sites**

The U.S. Environmental Protection Agency’s Toxic Release Inventory (TRI) covers a subset of (but not all) toxic chemicals managed at U.S. facilities. Table 6.2 shows facilities listed in the Toxic Release Inventory within Greene County. Captron, Inc. and Goshen Rubber Company are located inside the town limits. International Paper is considerably south of the Snow Hill town limits. These facilities, if no longer operational, may need may be considered “brownfields” and cleaned up so they do not pose health hazards.

**Table 6.2  
Facilities Listed in the Toxic Release Inventory  
Near Snow Hill**

<b>Facility Name</b>	<b>Address</b>	<b>Toxic Substance</b>
Ansell-Granet	Hwy. 258 S. Snow Hill, NC 28580	Rubber product manufacturing
Captron Inc.	1 Industrial Dr. Snow Hill, NC 28580	Electronic capacitors
Goshen Rubber Co.	3100 Kingold Blvd. Snow Hill, NC 28580	Fabricated rubber products
International Paper	335 Jesse Hill Rd. Snow Hill, NC 28580	Sawmill and wood products

Source: U.S. Environmental Protection Agency. Envirofacts. List of EPA-Regulated Activities in Toxic Release Inventory.

**Provision of Urban Agriculture**

The town’s zoning ordinance does not establish an agricultural district. Yet there are numerous agricultural properties still existing in the extraterritorial jurisdiction. The mindset of conventional zoning is one that tends to assume agriculture has no place in cities in towns, and perhaps not even in the extraterritorial jurisdiction. The lack of recognition of the appropriateness of agriculture in the urban area should be rethought, and the benefits of planning for the growth of local produce in the town limits and ETJ should be recognized in the future land use plan.

**FUTURE LAND USE**

Development of the comprehensive transportation plan for Greene County was coordinated with Greene County’s preparation and adoption of a land use plan. According to the Greene County comprehensive transportation plan, the plan’s steering committee indicated that they expect residential growth in the east, south and west within the Snow Hill town limits, with some development coming from additions to current subdivisions and some new development projects.

Commercial development in the Snow Hill area is expected along NC 58 (Kingold Boulevard) and the portion of US 258 (SE 2<sup>nd</sup> Street) extending from NC 58 (Kingold Boulevard) to West Greene Street (SR 1254).

The existing land use map is used as a starting point for future land use planning, since developed land uses do not usually change much even over a 20-year time frame. The existing land use pattern will, however, require adjustment for evolving or anticipated transitions from one land use to another, intentions for redevelopment of already developed lands, and to otherwise reflect the community’s vision, goals, and land use policies.

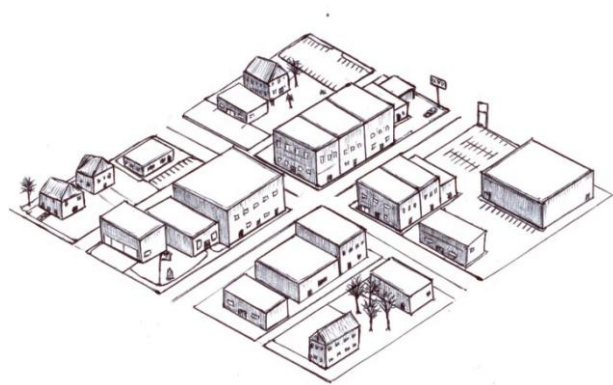
**Expansion of Central Business District (CBD)**

As noted earlier in this chapter, Snow Hill’s central business district needs more of a “critical mass” of retail, restaurants, and services. The future land use plan proposes that the CBD be expanded immediately to the west along NW 2<sup>nd</sup> Street. This direction of expansion was chosen because it is not only the path of least resistance (i.e. where the most undeveloped land is), but also because of the proximity to Contentnea Creek and the planned greenway which will bring more people into the CBD using alternative travel modes.

Expansion of the CBD along NW 2<sup>nd</sup> Street is not planned to extend all the way to U.S. Highway 13 during the planning horizon. However, if commercial is developed along U.S. Highway 13 near and south of NW 2<sup>nd</sup> Street, it will be important that this new “Greenfield” development mirror the characteristics of main street-style commercial development as opposed to strip commercial development, so that the visual appearance of a CBD will extend seamlessly into the old CBD along SE Second Street.



**Recommended Direction of CBD Expansion Along NW 2<sup>nd</sup> Street**

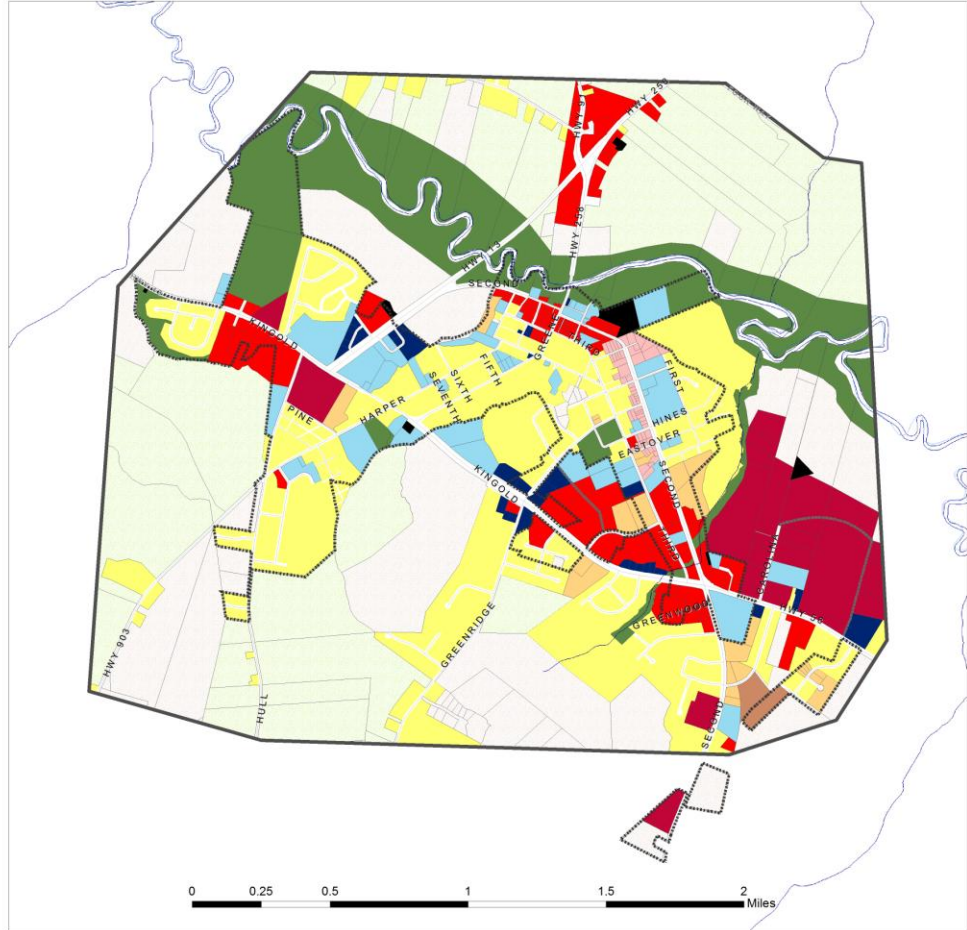


**Illustrative Expansion of CBD**  
Source: Adapted from Arendt, Randall, et al. *Rural By Design: Maintaining Small Town Character*, Figure 9-2, p. 118. (Chicago: Planners Press, 1994).

Through revitalization and redevelopment, the CBD can also be expanded east of the current main street-style part of the downtown, along SE Second Street (U.S. Highway 258). Future commercial development should be built in a form that mirrors the main street-style commercial development in the downtown.

**Snow Hill  
Future Land Use**

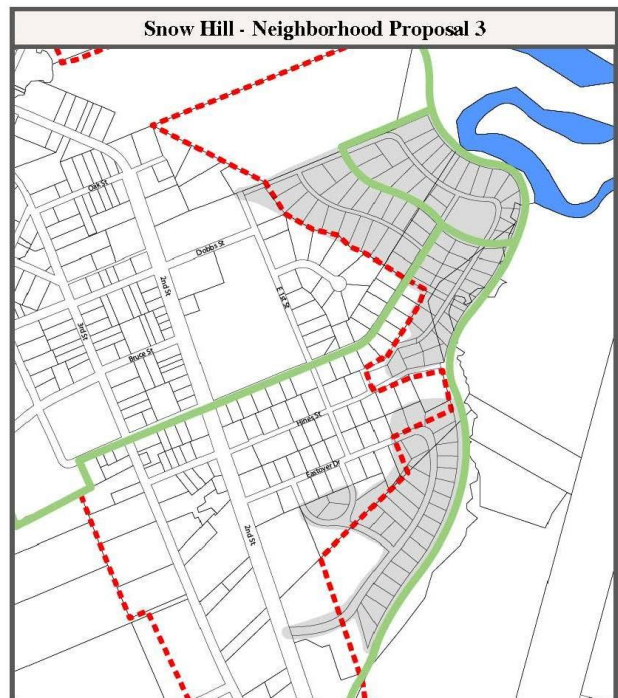
- Mixed Land Use
- Vacant
- Park/Recreation/Conservation
- Agriculture
- Residential Single-Family Detached
- Multi-Family Residential
- Manufactured Home Park
- Public/Institutional
- Office
- Commercial
- Utilities
- Industrial
- Snow Hill ETJ
- Snowhill City Limit
- Proposed New Road



## Greenway

The future land use plan for the town of Snow Hill uses a greenway system as a central organizing feature. To promote active and healthy living, it is proposed that a greenway system be constructed during the 20-year planning horizon (described further in Chapter 9).

The greenway system is intended to link all parks and schools in the town. It is also proposed that as residential subdivisions develop they provide and/or integrate with the greenway plan. There are at least three areas that are appropriate for new residential subdivisions that can incorporate access to the proposed greenway system for active living. These future subdivisions are shown as shaded areas on the accompanying images. See Chapter 9, Transportation for more information about the greenway and bicycle and pedestrian project proposals.



### **Residential and Institutional Extension of Downtown**

To accompany and strengthen the CBD expansion described above, the future land use plan recommends multi-family residential development, which may include some public-institutional land uses, south of NW Second Street south of where the CBD is proposed to expand. If development of this type continues further west, this could be an ideal location institutional residential living facilities for seniors, who might walk to the county health department and other medical offices along U.S. Highway 13 distance as well as an expanded CBD. Any extension of development westward, south of NW 2<sup>nd</sup> Street, should be built as a compatible extension of the grid network of downtown streets.

### **Neighborhood Commercial**

At the southwest corner of the intersection of SE 3<sup>rd</sup> Street and Hines Street, there is a small area that is ideally situated to develop as a neighborhood commercial node serving residential properties in the vicinity. As noted in the description of the greenway plan in Chapter 9 of this plan, Hines Street is proposed to be restriped as a multi-modal street as part of the overall greenway system proposed in this comprehensive plan. This commercial node could be made into a pedestrian friendly focal point in town.



### **SE Second Street Corridor**

As described previously, the SE Second Street (U.S. Highway 258) corridor is book-ended by commercial uses at the south (Kingold Boulevard) and north (i.e., redevelopable commercial area at the fringe of the main street-style CBD). Between these two book ends, there is a variety of residential, institutional, and small-scale office and commercial uses. This is the most “mixed use” area of town. There is a wide, 100-foot right of way accompanying the highway, which presents opportunities for design improvements that will boost “place making” in Snow Hill, such as landscaping, accommodation of bicyclists and pedestrians, and a “walkable” character. The predominantly residential blocks on the west side of the corridor are proposed to have flexible land use regulations such that mixed uses can occur. Guidelines for small-scale office, commercial, single- and multi-family residential and mixed use buildings are suggested for several blocks within this corridor.

### **Expansion of Highway and General Business**

The area north of Kingold Boulevard (U.S. Highway 13/NC 58) west of Greenridge Drive is mostly undeveloped presently but is an ideal, central location for additional commercial development. The future land use plan suggests expansion of highway and general business uses in that area. An additional commercial road is also proposed to be constructed at the time of

development to provide connectivity and alternative transportation access to this future activity area.

**Expansion of Industry**

The future land use plan calls for expansion of the area north of Kingold Boulevard (U.S. Highway 13/NC 58) north and east of Carolina Drive, which is the location of some existing industrial land uses. Continuing Carolina Drive in a loop to the east, returning to Kingold Boulevard, will provide an industry and business park to provide for future employment land uses.

**Urban Agriculture**

The future land use plan calls for maintenance of agricultural land within the ETJ, located south of Kingold Boulevard, with access to the greenway network.

**Table 6.3  
Future Land Use, 2035  
Town of Snow Hill and Snow Hill Extraterritorial Jurisdiction (ETJ)**

<b>Land Use</b>	<b>Town Limits</b>	<b>%</b>	<b>Unincorporated ETJ</b>	<b>%</b>	<b>Total ETJ</b>	<b>%</b>
Vacant and Agriculture	374.6	18.2	1,283.0	35.4	1,657.6	29.2
Parks/Recreation/Conservation	392.0	19.2	1,335.2	36.8	1,727.3	30.4
Residential, Single-family	465.7	22.7	414.0	11.4	879.7	15.5
Manufactured Home Park	6.4	0.3	6.6	0.2	13.0	0.2
Residential, Multi-Family	107.8	5.2	8.2	0.2	116.0	2.0
Public-Institutional	223.4	10.8	37.6	1.0	261.0	4.6
Office	42.9	2.1	17.2	0.5	60.0	1.1
Commercial	251.1	12.7	120.8	3.3	371.9	6.6
Utilities	30.3	1.4	3.1	0.1	33.4	0.6
Industrial	99.5	4.8	282.2	7.8	381.7	6.7
Mixed Use	21.6	1.1	0	0	21.6	0.4
Street and road right of ways	31.0	1.5	120.1	3.3	151.1	2.7
<b>Total</b>	<b>2,046.3</b>	<b>100</b>	<b>3,628.0</b>	<b>100</b>	<b>5,674.3</b>	<b>100</b>

Source: East Carolina University, Urban and Regional Planning Program, November 2013.

**IMPLEMENTATION CONSIDERATIONS**

The future land use plan map is not just a desirable future, it is something that realistically can be attained, and should be attained. But to implement the future land use plan, the locality must have land use regulations (in particular, zoning and subdivision and land development regulations). Without land use controls, a land use plan is merely a depiction of a desirable future state that is unlikely to be attained. Where land use controls exist, they need to be modified to reflect the future land use plan map and policies of the comprehensive plan.

## CHAPTER 7 CHARACTER, DESIGN, AND AESTHETICS

### GATEWAYS

Snow Hill has done well to provide attractive entrance signs at key gateway points into town. Each of these gateway improvements have a stone base with landscaping surrounding the town identification sign. These gateway areas offer opportunities for additional landscape enhancement or even use of the property for other purposes, such as a park on the property containing the south gateway sign. Protection and enhancement of these figures should be given a high priority in the comprehensive plan.



**South Gateway Sign at SE 2<sup>nd</sup> St.  
and Kingold Parkway**



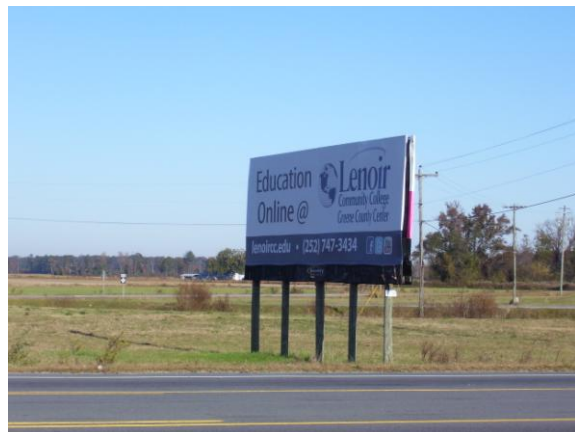
**North Gateway Sign of Snow Hill  
near U.S. Highway 13**



**West Gateway Sign on  
Kingold Parkway Eastbound**

### BILLBOARDS AND SIGNS

The attractiveness of the town's gateway signs can be overshadowed or neutralized by large billboards that also occupy prominent locations in the gateway corridors of town. The billboards stand in stark contrast to small town character of Snow Hill's original settlement pattern and contribute a suburban, highway commercial appearance on what would otherwise be rural, scenic landscapes.



**Billboard Along US Highway 13 North**





**Billboard along Kingold Boulevard**



**Portable Sign, U.S. Highway 13 in north part of the Extraterritorial Jurisdiction**



**Historically compatible street name sign in Snow Hill Historic District**



**Contrasting signage on SE 2<sup>nd</sup> Street**

Flashing lighted portable signs, such as the one shown (top right), are expedient for business owners but also contribute to a suburban highway commercial appearance. Along SE 2<sup>nd</sup> Street (view to north), a billboard negates the attractiveness of the town's historic street signs that otherwise contribute to small town, historic character. Improved sign controls need to be a high priority in the town's land use management program.

## CENTRAL BUSINESS DISTRICT

As noted elsewhere, Snow Hill’s small central business district contributes extensively to the character of the town. It has a main-street style pattern with historic commercial buildings coming up to the road, some with awnings overhanging the public sidewalk.



**Central Business District Streetscape  
(view to south)**



**Central Business District Streetscape  
(view to south)**



**Close-up view of streetscape in  
Snow Hill's downtown (view to north)**



**Blank commercial building wall in CBD is  
an opportunity for a painted mural**

## VISTAS OF INSTITUTIONAL BUILDINGS

Important to the design of Snow Hill's original town's settlement pattern was the deliberate termination of a town road with a major institution, such as the County Courthouse or another institutional building, such as a Radiance Lodge (both are pictured below). Such a design feature should be kept in mind as additional development occurs or other changes are made in the original settlement portion of Snow Hill.



**Greene County Courthouse is the Terminating Vista on 2<sup>nd</sup> St.**



**Radiance Hall across Harper Street Is another Terminating Vista**

## REDEVELOPMENT

Commercial properties along SE 2<sup>nd</sup> Street should be considered for revitalization and/or redevelopment during the planning horizon.



**Properties with redevelopment potential along SE 2<sup>nd</sup> Street**



**Vacant grocery store, part of a shopping center between SE 2<sup>nd</sup> and 3<sup>rd</sup> Streets**

## HIGHWAY COMMERCIAL DEVELOPMENT STANDARDS

Suburban-style commercial development that has occurred along Kingold Boulevard which has created an appearance that contrasts with the original settlement characteristics of Snow Hill. The town's zoning ordinance and subdivision and land development regulations do not include sufficient management techniques, such as minimum required landscaping requirements and control on height of freestanding signs, to neutralize strip highway commercial character.



**McDonalds along Kingold Boulevard**



**A side yard landscape strip softens the view of commercial development**

Snow Hill can establish additional commercial development standards for signage, landscaping, lighting, vehicle access, and other development characteristics that will improve the aesthetics of the town's evolving highway commercial corridors, including Kingold Boulevard but also SE Second Street closer into town. Storage buildings such as mini-warehouses should be screened from view from the street and better treatment of the surrounding chain-link fences, such as vinyl coating.



**Mini-storage facility on Carolina Drive**

## **CHAPTER 8 COMMUNITY FACILITIES AND SERVICES**

This chapter addresses countywide facilities and services provided to Snow Hill residents and property owners, as well as town facilities and services. The quality of life in a given community depends on maintaining existing community facilities and transportation systems and adding facility and service capacity in order to continue growing and developing. Planning for major facilities involves: assessing existing facilities for adequacy and deficiencies; determining existing and desired level-of-service standards; forecasting future needs based on population, employment growth, and other demands; soliciting input from stakeholders and (if applicable) steering committee members on facility improvements and programs that are needed or desired; prioritizing all recommended projects; estimating the costs for such improvements; reviewing the locality's existing revenue sources and identifying other potential new sources; and assigning responsibilities for program implementation. The overall goal of such plans is to ensure the provision of the best possible public facilities and services for the citizens and businesses within the jurisdiction, within the locality's financial means.

Public health infrastructure can be broadly described to include all major facilities and services that pertain to community health, including public water, sewage management, hazardous and solid waste management, parks and recreation facilities, transportation, and public health facilities, among others. Public health infrastructure therefore goes well beyond the actual health care delivery system. Access to health care positively impacts overall physical, social, and mental health status, prevents disease and disability, and results in the detection and treatment of health conditions.

### **PUBLIC SAFETY**

#### **Police**

The police department consists of four full time and three part time personnel. Office is at town hall.

#### **Courts**

The Greene County Courthouse is part of the NC 8<sup>th</sup> judicial district and serves the Town of Snow Hill and the county.

#### **Jails and Corrections**

Snow Hill is served by Greene Correctional Institution, which is a minimal custody level facility with a capacity of 616 inmates. It is located at 2699 Hwy 903, in Maury. In addition there are two state correctional facilities in Greene County managed by the North Carolina Department of Safety: Eastern Correctional Institution, a medium custody level facility with a capacity of 429 inmates, located at 2821 Hwy 903, in Maury; and Maury Correctional Facility, a close security facility with a capacity of 896 inmates and located at 2568 Moore Rouse Road, Hookerton (Source: North Carolina Department of Safety, Eastern Region Prisons).

## Fire and Rescue

Planning for fire protection involves several steps, including the identification of the nature and extent of fire risks, establishment of level of service standards, identification of the most efficient and effective use of public resources to obtain the level of service standards, and implementation of a management and evaluation system. The water system, discussed in another section, is an integral part of fire protection capabilities. Fire houses must be adequate in terms of size (e.g., equipment storage, number of bays for rolling stock, volunteer or full-time firefighters' quarters, etc.).



**Snow Hill's fire department is located on Carolina Drive with easy access to Kingold Boulevard**

Indeed, there are numerous metrics on which to base a determination of adequacy for fire departments. These include the overall Insurance Services Office, Inc. (ISO) rating, the amount and type of development served within a certain radius of stations, the number of fire stations, the number of bays and square footage of individual fire stations, the staffing levels per station and piece of equipment, the rolling stock (heavy vehicles such as engines and ladder trucks assigned), the number of pieces of reserve equipment, response times, and various other metrics related to water supply including fire hydrant spacing and flow (water pressure).

## Animal Control

Greene County Animal Control is located at 227 Kingold Blvd. in Snow Hill.

## Emergency Medical Services (EMS)

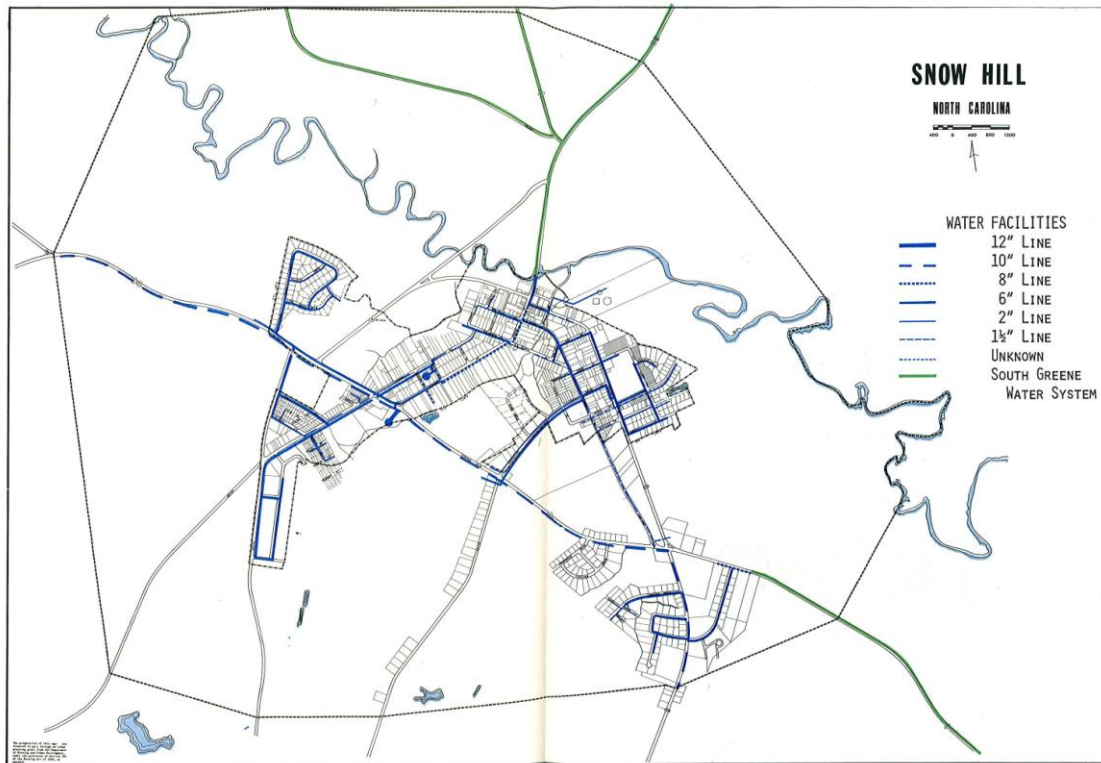
Greene County has eight volunteer EMS providers that serve the county. The county also provides two-county owned ambulances for 24 hour, 7 days a week EMS coverage.

## UTILITIES

### Water

Water service is best thought of as an integrated system of production, treatment, storage, and distribution. Adequate water supplies are needed for all settlements from a public health and also a fire fighting capability standpoint. All of city limits plus most of the extraterritorial jurisdiction is served by the town's water supply. The water system was mapped in the 1974 Land Development Plan (see Map 8.1).

The town's existing system (2002 description) includes one 150,000 gallon and two 500,000 gallon elevated tanks, five wells and approximately 25 miles of distribution lines. The system presently serves approximately 941 residential users, 68 commercial and industrial users, and one other water system (South Greene Water Corporation). The largest user is South Greene Water Corporation (235,900 gpd) (McDavid Associates 2002).



Map 8.1. Water Lines as of 1974

The distribution system includes approximately 25 miles of water lines varying in sizes from 1.5" to 12" in diameter. Approximately 5% of the piping is asbestos cement, 50% cast iron, 5% ductile iron, 5% galvanized iron, and 35% PVC according to the town's 1997 Water Supply Plan. The majority of the cast iron lines installed around 1920 remain in use today. The 1920 cast iron and galvanized lines are significant sources of problems due to poor joint conditions, leaks and poor internal characteristics. Several of the lines have been replaced with PVC lines based upon the availability of town funds. The 1920 lines still in operation need to be replaced. Numerous "dead-ends" constitute water quality problems due to stale water and low chlorine residuals (McDavid Associates 2002).

Snow Hill has two existing 500,000 gallon elevated tanks and one 150,000 gallon elevated tank. It is desirable to provide no less than one day's demand in storage. The annual average daily usage differs significantly from the peak monthly average daily usage and a typical peak day's usage. The peak monthly average daily usage is approximately 22% higher than the annual average daily usage as illustrated in the town's 1997 Water Supply Plan. Atypical peak day's usage is approximately double the annual average daily usage. Total storage required for the year

2020 should be between a minimum of 746,000 gallons ( projected annual average daily usage) and 1,500,000 gallons (projected peak day usage) (McDavid Associates 2002)

Groundwater is the source of water for all the water systems in Greene County. The quantity and quality of groundwater in Greene County varies significantly. Groundwater in the central and eastern portions of Greene County offers the highest yields and best quality of any area within Greene County. Bedrock slopes upward in a northwesterly direction in Greene County with depths of approximately 460 feet below ground level at Snow Hill. Groundwater removed from sand layers in the western area of the county is often high in iron and manganese with low pH values. Groundwater quality in the Snow Hill area is typically very good. The quantity of groundwater has been adequate in the past to meet the area’s needs; however, there is much concern with the aquifer’s ability to meet future needs due to a history of declining water levels (McDavid Associates 2002). Existing well locations and capacities are shown in Table 8.1.

**Table 8.1  
Town of Snow Hill Well Location and Capacity**

<b>Well</b>	<b>Location</b>	<b>Capacity (Gallons Per Minute)</b>
1	J. P. Stevens	310 gpm
2	Kingold/ Greene Street	420 gpm
3	Beaman’s Grill	275 gpm
4	US 13 Bypass Int.	300 gpm
5	NC Highway 58	225 gpm
	Total	1,530 gpm

Source: McDavid Associates.

To meet future needs for water, estimates of future consumption are needed. Many factors influence the amount of water used, including the price, leaks in the system, wasteful practices versus conservation measures, the sizes and types of commercial and industrial establishments, and the amount of municipal annexation (or changes to water service area boundaries) and rezoning. If the estimates of future water consumption are too low, the community risks not having enough water to meet its needs. If the estimates are too high, it risks spending substantial sums of money for capacity it will not use. The broadest concern of the facility planner in relation to land use planning is to ensure development contemplated in the future land use plan does not exceed the planned capacity or capability of the water treatment plant or other water production sources. Water use projections (completed in 2002) from the town’s water engineer are provided in Table 8.2.

Groundwater levels in the town and county have been adversely impacted by pumpage within the region. Concern with declining water levels in the Central Coastal Plain of North Carolina resulted in the Division of Water Resources’ action to expand the State-designated Capacity Use Area to include a 15 county area. The deficit created by the town’s projected growth in water use and the required reductions must be offset through alternative water supplies amounting to approximately .5827 MGD, as indicated in Table 8.3 (McDavid Associates 2002).



**Table 8.2**  
**Average Daily Water Usage Projections**  
**Town of Snow Hill**  
**Million Gallons Per Day (MGD)**

	<b>1997</b>	<b>2000</b>	<b>2010</b>	<b>2020</b>
Residential	.184	.193	.210	.223
Commercial	.020	.021	.023	.024
Industrial	.137	.144	.156	.166
Other Systems	.013	.247	.268	.285
Unaccounted Loss	.027	.028	.030	.032
<b>Total</b>	<b>.617</b>	<b>.647</b>	<b>.702</b>	<b>.746</b>

Source: McDavid Associates, Inc. June 2002. Town of Snow Hill Water and Sewer Capital Improvements Plan.

**Table 8.3**  
**Alternative Water Supply Requirements**  
**Town of Snow Hill**  
**Million Gallons per Day**

	<b>1997</b>	<b>2008</b>	<b>2013</b>	<b>2018</b>
Projected Demand	0.6172	0.6910	0.7150	0.7370
Withdrawals From Existing Supplies	0.6172	0.4629	0.3086	0.01543
Deficit Requirement For Alternative Water Supplies	0.0000	0.2281	0.4064	0.5827

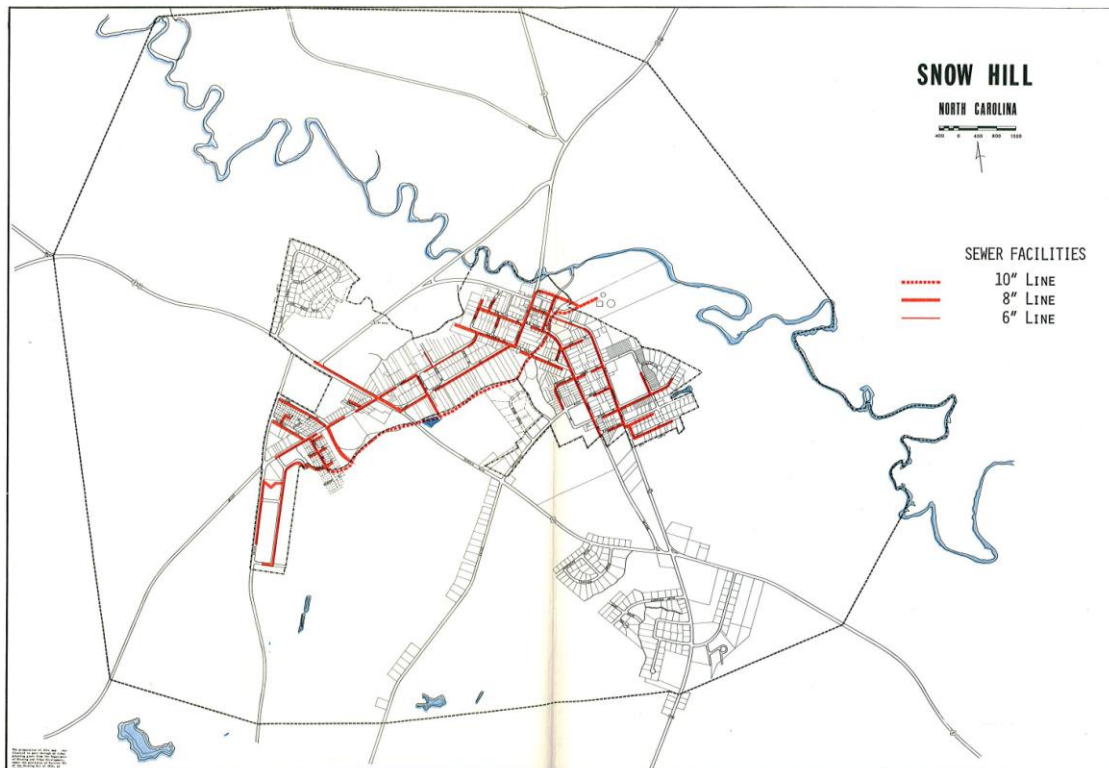
Source: McDavid Associates.

The town has prepared and updated a capital improvement program for the water and sewer systems since 2002.

### **Sanitary Sewer and Wastewater Treatment**

Sanitary sewer systems, private community systems, and individual on-site septic tanks are a part of the healthy community infrastructure. Sewer systems are usually accomplished by installing gravity-flow sewer mains. When topography does not permit the design of a gravity-flow system, a pumped system with forced mains (pressure systems) is used. Where sewer is not available, on-site sewage management systems (usually septic tanks with absorption fields) are utilized. A “septic tank system” is a subsurface wastewater system consisting of a settling tank and a subsurface disposal field.

The town operates a wastewater treatment and sanitary sewer system. Contentnea Creek, the receiving stream of the wastewater treatment plant serving Snow Hill, has a Class “C – Swampwater – NSW” classification as assigned by the NC Division of Water Quality. The Town of Snow Hill’s collection system consists of approximately 81,600 linear feet of gravity lines and six pump stations (for an older map of sewer lines see Map 8.2). The gravity lines are estimated to equal approximately 135.2 inch-miles. Approximately 10% of the collection system should be cleaned and inspected annually in order to comply with the Division of Water Quality’s “boiler plate” permit currently being issued to municipalities (McDavid Associates).



**Map 8.2. Sewer Lines (1974)**

Snow Hill completed an upgrade and expansion of its wastewater treatment plant (WWTP) in November, 2001 from .25 MGD to .50 MGD. In addition to the WWTP improvements, the town also replaced or rehabilitated approximately 13,000 LF of its 1920-era collection sewers. The WWTP appears to be achieving compliance with all permit conditions and providing an extremely high quality effluent (McDavid Associates).

The construction of water re-use facilities is anticipated to be the next major capital project for the town’s sewer system. The primary benefits from water re-use will be the corresponding reduction in withdrawals from the town’s water supply wells and reduction in the quantity of effluent discharged to Contentnea Creek. The recommended capital cost allotment is \$1,000,000 for re-use facilities (McDavid Associates).

## **Sanitation and Solid Waste**

The Town of Snow Hill is served by six solid waste convenience sites, which are operated by the public works department. These sites provide a place for residents to dump solid waste, construction debris, and recyclable material. The solid waste is transferred from these facilities to the regional landfill in Sampson County. The landfill is owned and operated by Sampson County Disposal, Inc., a subsidiary of Waste Industries, Inc. The Snow Hill Public Works Department offers solid waste and recyclable materials collection through a contract with Onslow Container Service on Mondays. Several small private businesses also offer trash pickup from individual houses within the Snow Hill area. The town has also identified the need for a compost dumping area at one or several of these collection facilities to provide a place to dump leaves and like items.

## **PARKS AND RECREATION**

Several parks are available around the town that provide recreational and leisure opportunities for residents. The Greene County Recreation Area is 84.83 acres (less than one-half developed) and includes 3 baseball fields, a soccer field, football field, and walking trails. The Greene County Senior Center and Recreational Area offers a community center for seniors, baseball field, and a skate park. This area also contains an old gymnasium that has potential to become a new community center for all ages.

The town has acquired the boat launch property at Contentnea Creek from the state. That site has good potential for development as a small recreational vehicle park and related recreational amenities. The town also has a monument which will be installed at this location.



**Greene County Park**



**Scout Park Picnic Area  
along Contentnea Creek**



**Park and Ballfield next to Lenoir Community College**



**Ballfield and picnic area at Greene County Senior Center and Recreational Area**



**Senior Center and Recreational Area**



**The town would like to acquire and renovate this building for a multi-purpose community center.**



**Contentnea Creek Boat Access**



**Land at the Contentnea Creek Boat Launch area**

## **ROADS AND PUBLIC GROUNDS**

### **Roads**

Many roads in town are state owned and maintained. The community survey indicated some discontent among residents about the conditions of roads in town.

### **Cemetery**

The Town of Snow Hill has a town-owned and operated cemetery located at the corner of 2<sup>nd</sup> and Kingold Blvd. The cemetery recently underwent an expansion and now totals 12.6 acres of land.

### **Community Garden**

Community gardens are a means of increasing healthy food access and as a means towards building community and increasing neighborhood vitality. Community gardens can enable residents to produce healthy foods at low cost, encourage physical activity among residents served by the garden, and increase social ties among neighborhood residents. Maintaining community gardens can be challenging, because it takes sustained organizational resources that may be lacking in some communities.

The Town of Snow Hill has a community garden that was formed by a group of volunteers in 2012. It is located at 209 Hart Street in Snow Hill. The garden is funded by the Greene County Community Foundation, Greene County 4-H, Greene County Rotary Club, North Carolina A&T State University, and NC Department of Parks and Recreation. The garden is on one acre of land and has 26 raised garden beds, three of which are handicap accessible. The goal of the garden is to promote healthy eating and physical activity. The garden serves anyone one who gardens, low-income families, and individuals and food bank recipients.

## **HEALTH, EDUCATION AND WELFARE**

The health care delivery system includes hospitals, public health facilities, and private health care practitioners.

### **Public Health and Hospitals**

The number of medical personnel and facilities can have an impact on the quality of life of a given community. Without easily accessible physicians and medical facilities, residents in need of medical care may have more difficulty getting the proper care, and longer distances to go for such care may be a disincentive to seek professional care when needed. Finding care in adjacent counties is also more costly and time consuming than in-county care.

The Town of Snow Hill is served by multiple health care centers within the town limits. Snow Hill is not served by a town or county hospital. The closest hospitals are Lenoir County Hospital and Wayne County Hospital, both 15 miles away. Local facilities are capable of meeting daily

health issues of the town but cannot handle more significant issues. If quick and immediate transportation is needed to a hospital, Vidant Medical Center in Greenville has 2 life-flight helicopters that service the area.

- Greene County Health Care, 7 Professional Drive, Snow Hill
- Greene Regional Home Health, 352 N Greene St, Snow Hill
- Greene Dental Services, 6 Professional Drive, Snow Hill
- Kate B. Reynolds Medical Center, 205 Martin Luther King Parkway, Snow Hill
- Snow Hill Medical Center, 302 N. Greene St., Snow Hill

### **Greene County Community Health Assessment**

This section summarizes health statistics and findings from the “Greene County Community Health Assessment” (CHA 2012). The assessment compares the county with statistics from similar counties. Public health is mostly beyond the town government’s responsibilities, but town officials should be cognizant of the health assessment’s findings and recommendations.

One important consideration related to community health is the number of uninsured residents. According to the North Carolina Institute of Medicine (2010-2011), 9.7% of children (0-18 years) and 27% of adults (19-64 years) in Greene County do not have health insurance (CHA 2012).

According to the NC Department of Public Instruction (2010-2011), 77.9% of Greene County students are enrolled in free and reduced lunch programs. This is higher than the state rate of 53.9%. Lower income and higher unemployment are more likely the main reasons for these figures being so much higher than the state (CHA 2012).

Mental health illnesses continue to be a burden for Greene County residents. In fact, many find themselves without services since the statewide reform of mental health programs across the state. Serving residents in Nash, Edgecombe, Greene and Wilson counties, the Beacon Center is the Local Management Entity (LME) for mental health services. Its mission is to educate, develop, support, and link individuals and families to a network of community services for people with disabilities based on best practices. Currently, this LME is undergoing another change to merge with Eastpointe LME to provide services (CHA 2012). In 2011, a total of 7,657 individuals from Edgecombe, Greene, Nash and Wilson counties were served by the Beacon Center. Of this total, 649 were from Greene County and received services for mental illness, developmental disabilities and substance abuse (CHA 2012).

Greene County had a rate of 13.8 infant deaths per 1,000 live births; compared to the state rate of 7.8 (CHA 2012). Of the 917 deaths that occurred in Greene County during the five-year period from 2007 to 2011, 55 percent were caused by heart disease, cancer, and cerebrovascular disease. The five leading causes of death in Greene County from 2007 to 2011 and the number of deaths they caused is presented in Table (8.4).

**Table 8.4  
Number of Deaths by Five Leading Causes of Death  
Greene County, 2007-2011**

Cause of Death	Number of Deaths
Heart Disease	225
Cancer	207
Cerebrovascular Disease	69
Chronic Lower Respiratory Diseases	36
Diabetes Mellitus	30

Source: Greene County Community Health Assessment

According to the 2012 County Health Rankings, Greene County ranks 76 out of 100 counties in social and economic factors that affect health. In the 2012 County health rankings, Greene County ranked 66<sup>th</sup> out of 100 on overall health outcomes. On health factors, Greene County ranked 76<sup>th</sup>. According to the 2012 County Health Rankings, Greene County ranks 96<sup>th</sup> in clinical care among North Carolina counties. Greene County’s ratio of primary care physicians/population (4,131:1) is drastically worse than that of NC (859:1) and the national benchmark (631:1).

The 2012 County Health Rankings show that Greene County residents utilize health screenings. The percentage of diabetic Medicare enrollees that receive proper screening in Greene County is 90%, higher than the NC average (87%) and national benchmark (89%). The percentage of female Medicare enrollees that receive mammography screening in Greene County is 69%, slightly lower than the NC average of 70% and national benchmark of 74% (CHA 2012).

**Social Services**

Greene County Social Services Department is located at 227 Kingold Blvd., Snow Hill.

**Public Schools**

Schools have a profound impact on community design. School siting decisions, for example, influence the extent to which youth both near and far are able to walk and bicycle as part of their daily routines. Locating schools at the fringes of a community can perpetuate “school sprawl” and necessitate trips to school by bus or private automobile. On the other hand, siting schools as part of the neighborhood fabric and near residential areas can create opportunities for active living and can reduce the costs of school transportation (ICMA 2005).

The Town of Snow Hill is served by the following k-12 county public schools. These schools are adequate in size to handle the number of students that attend.

- Greene Central High School, 140 School Drive, Snow Hill
- Greene County Intermediate School, 614 Middle School Rd., Snow Hill,
- Greene County Middle School, 485 Middle School Rd., Snow Hill

- Greene Early College High School, 818 Hwy 91, Snow Hill
- Snow Hill Primary School, 502 S.E. 2<sup>nd</sup> St., Snow Hill
- West Greene Elementary School, 303 Kingold Blvd., Snow Hill, NC

Public school enrollment, including high school enrollment, in Greene County has remained steady during the last five years for which data are available, as shown in Table 8.4. A positive trend is that Greene County public high school dropouts have been declining in recent years, except for 2008.

**Table 8.5  
Public School Enrollment and Attainment, Greene County, 2007-2011**

	2007	2008	2009	2010	2011
Public High School Enrollment	952	943	974	955	970
Public High School Graduates	167	153	182	170	183
Public High School Dropouts	52	63	45	39	25
Public School Enrollment (all public schools)	3,344	3,371	3,418	3,343	3,305

Source: State Agency Data: Department of Public Instruction, Accessed from LINC site.

Snow Hill is also home to a satellite campus of Lenoir Community College (818 Hwy 91 N) Snow Hill that serves the area for higher education.

**Libraries**

Greene County Public Library is located at 229 Kingold Boulevard in Snow Hill. It offers approximately 25,000 volumes in a 24,571 square feet building. A significant increase in the number of volumes is recommended so that the county library will edge closer to the typical standard of two volumes per person. That expansion of its collection will probably also require an expansion of facilities.

**Museum and Visitor’s Center**

The Greene County Arts and Historical Society owns and operates the Museum and Visitor's Center located in downtown Snow Hill. Visitors to the center can view locally inspired exhibits of historical value, which continually change throughout the year.



**Museum and Visitor’s Center**



## **GENERAL GOVERNMENT**

The town administrative offices are located in town hall (201 N. Greene Street) and include the offices for the mayor, town administrator, public works director, town clerk, and town finance officer. It is anticipated that the town will need to plan for a new town hall, as its current facility is cramped and does not have potential for expansion. Also, the existing town hall may be adaptively reused for a commercial space or office contributing further to the economic activity in the Central Business District.

## **FUNDING FOR CAPITAL IMPROVEMENTS**

Localities should maintain a five-year capital facilities plan and capital improvement program, updated annually. Facility plans should anticipate maintenance and repair needs for all existing community facilities, and include maintenance and repair projects in the capital improvement program as necessary.

The town has roughly \$40,000 to \$60,000 a year in contingency which might be used for capital projects if emergencies don't arise.

## **CHAPTER 9 TRANSPORTATION**

Active and healthy living depends on being able to exercise and get around to places. The public street and sidewalk system is therefore an important component of the public health infrastructure system. One can add trails and public transit facilities to the overall healthy community's transportation system.

### **COMPREHENSIVE TRANSPORTATION PLAN**

In North Carolina, plans for improvements to the highway and arterial road system will generally be completed at the multi-county, regional level by the Metropolitan Planning Organization (MPO) or Rural Planning Organization (whichever has jurisdiction), in conjunction with state and federal transportation officials. Greene County lies within the jurisdiction of the Eastern Carolina Rural Transportation Organization, which is housed within the Eastern Carolina Council. In January 2011, the Transportation Planning Branch of the North Carolina Department of Transportation and Greene County initiated a study to cooperatively develop the Greene County Comprehensive Transportation Plan (CTP). The plan includes the Towns of Hookerton, Snow Hill and Walstonburg. It is a long-range, multi-modal transportation plan that covers transportation needs through the year 2035. Travel demand models were developed to replicate travel patterns on the existing transportation system as well as to estimate travel patterns for the year 2035. In addition, local land use plans and growth expectations were used to develop future growth rates and patterns.

Modes of transportation evaluated as part of the plan include: highways, public transportation, rail, bicycle, and pedestrian. The plan does not cover standard bridge replacements, routine maintenance, or minor operations. The comprehensive transportation plan was adopted by the Town of Snow Hill Commission.

### **AIR TRANSPORTATION**

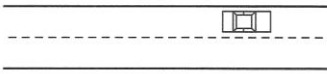
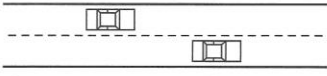
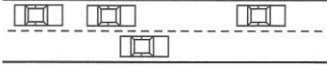
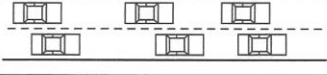


The closest airport to Greene County is Pitt-Greenville Airport with service to Charlotte Douglas International Airport, although most residents use Raleigh- Durham International Airport for domestic and international travel.

### **MAJOR HIGHWAYS**

The major highways that run through Greene County are US 264 (east-west) and US 13 (north-south). Other highways include US 258, NC 903, NC 58, NC 102 and NC 91. The closest interstate is I-95, located northwest of the county.

### **PROPOSED MAJOR ROAD IMPROVEMENTS**

From the Greene County comprehensive transportation plan, the following three major road improvements have been identified as needed during the long-range planning horizon (by the year 2035):

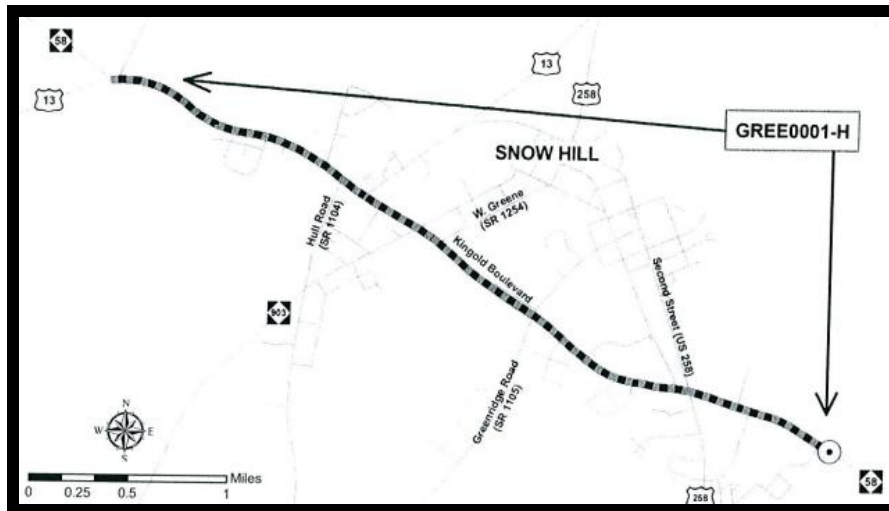
	Level of Service	Description
A		Free Flow: Low volumes and no delays.
B		Stable Flow: Speeds restricted by travel conditions, minor delays.
C		Stable Flow: Speed and maneuverability closely controlled due to higher volumes.
D		Stable Flow: Speeds considerably affected by change in opening conditions. High-density traffic restricts maneuverability; volume near capacity.
E		Unstable Flow: Low speeds, considerable delay; volume at slightly over capacity.
F		Forced Flow: Very low speeds; volumes exceed capacity; long delays with stop-and-go traffic.

**LEVEL OF SERVICE**

Source: Bucher, Willis & Ratliff Corporation.

Source: *Planning and Urban Design Standards*, 2006. Wiley & Sons, p. 523.

**NC 58 (Kingold Boulevard)**



This highway is proposed to be widened to a consistent four lane median divided boulevard with accommodations for bicycle and pedestrian traffic from the US13/NC 58 split east of Snow Hill to the proposed US 258 bypass. Portions of NC 58 (Kingold Boulevard) are projected to be over capacity by 2035 from the US 13/NC 58 split west of Snow Hill to the proposed US 258 bypass east of the Town of Snow Hill. Improvements to NC 58 (Kingold Boulevard) would help address

current and projected traffic congestion, allowing the facility to operate at a minimum acceptable Level of Service (LOS). NC 58 (Kingold Boulevard) is both regionally and locally significant. A portion of US 13 travels along it, and it is part of the route connecting Kinston and the Global TransPark to Interstate 95 and US 264. Locally, it provides access to some of the rapidly growing commercial areas of Snow Hill, as well as recreational facilities, residential areas, churches and West Greene Elementary School.

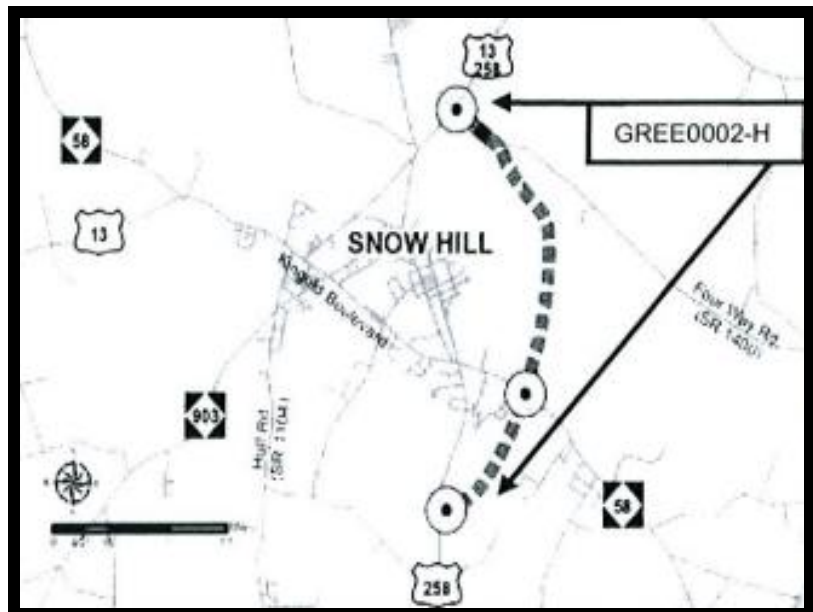
From the US 13/NC split to the western Snow Hill municipal limits where US 13 and NC 58 coincide, the facility consists of two lanes with no median. At the municipal limits, it takes on the local name, Kingold Boulevard, and continues as a two-lane facility for approximately 1.2 miles. The configuration expands to four lanes, with two west-bound lanes, a two-way left turn lane and one east bound lane. US 13 splits off at the US 13 Bypass (at the Greene County office complex), and the four-lane configuration is carried to West Greene Street (SR 1254). At West Greene Street, it reduces to a two-lane facility for approximately 1.6 miles with a few short sections of center or left turn lane storage areas at key intersections and driveways.

Projections indicate that by 2035 the facility will be over capacity from the US 13/NC 58 split to the US 13 Bypass. In this section, the traffic is expected to grow from approximately 11,000 vehicles per day (vpd) in 2007 to between 20,000 and 23,000 vpd in 2035. The section from West Greene Street (SR 1254) to US 258 is also projected to be over capacity, with traffic increasing from approximately 10,000 vpd in 2007 to 18,000 vpd in 2035.

### **US 258 Bypass**

This project calls for construction of a four lane, median divided expressway facility on new location connecting US 258 South of NC 58 (Kingold Boulevard) to Four Way Road (SR 1400) where it meets US 13/258 north of Snow Hill.

The project will require crossing the Contentnea Creek and its associated flood plain and wetlands. It appears that the project may be constructed almost entirely on undeveloped land. The conceptual recommendation attempts to minimize wetland impacts and utilizes only one crossing of Contentnea Creek. However, a full range of options will be studied as part of the project development process.



### US 13/258 Improvements

Upgrade existing US 258 to a four lane, median divided expressway from the Lenoir County line to the proposed US 258 Bypass. Improve US13/258 to a four lane median divided expressway from Four Way Road (SR1400) north of Snow Hill to the US 13/258 split near the Pitt County line.

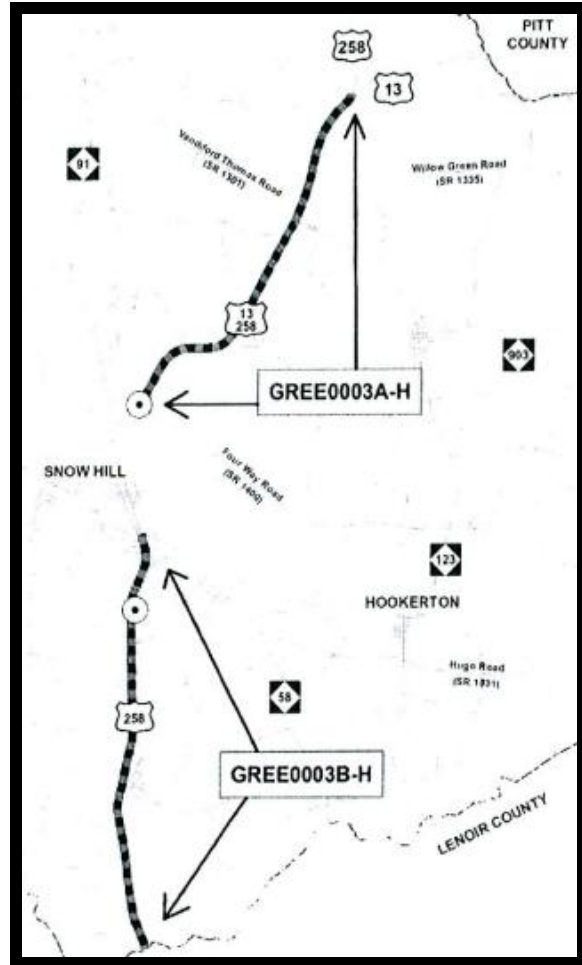
### LOCAL STREET NETWORK

Planners should promote active living, and a grid network of connected streets is much more likely to serve that purpose than a curvilinear, disconnected pattern usually found in low-density, suburban, residential subdivisions. A true grid might not exist but might be established in part as lands are platted in the future.

The future land use plan shows two important new local roads to be constructed during the 20-year planning horizon. The first is a commercial access road that will connect Greenridge Road with Gregory Avenue and open up substantial land for commercial and institutional development.

The second is a looped extension of Carolina Drive (in the eastern part of the ETJ) to formalize access to a large area designated for industrial development.

In addition to these new roads, this comprehensive plan calls for on-street bicycle facilities as a part of the active transportation network; also discussed further in this chapter. While the greenway and active transportation system will cross and utilize other segments of the existing road and highway network, two road improvements to facilitate bicycle travel are noted here. First, one of the greenway’s segments will utilize Greene Street through the downtown Central Business District. Second, the comprehensive plan calls for the transformation of Hines Street as a “complete street” to connect the park at the senior center with the greenway on the east side of town. For more see “Greenway” in this chapter.



## BICYCLE AND PEDESTRIAN TRAVEL

Within Snow Hill, one of the main concerns verbalized during the community meeting by the attendees was the absence of places to walk. Not only is there a lack of areas such as greenways for inhabitants to use, but the areas where this activity has potential to take place, such as public sidewalks, are substandard and not conducive to recreational use due to their absence of connections to important places.



**Existing Sidewalk Conditions  
(Greene St and SE 3<sup>rd</sup> Street in CBD)**



**Narrow sidewalk along SE 3<sup>rd</sup> Street**

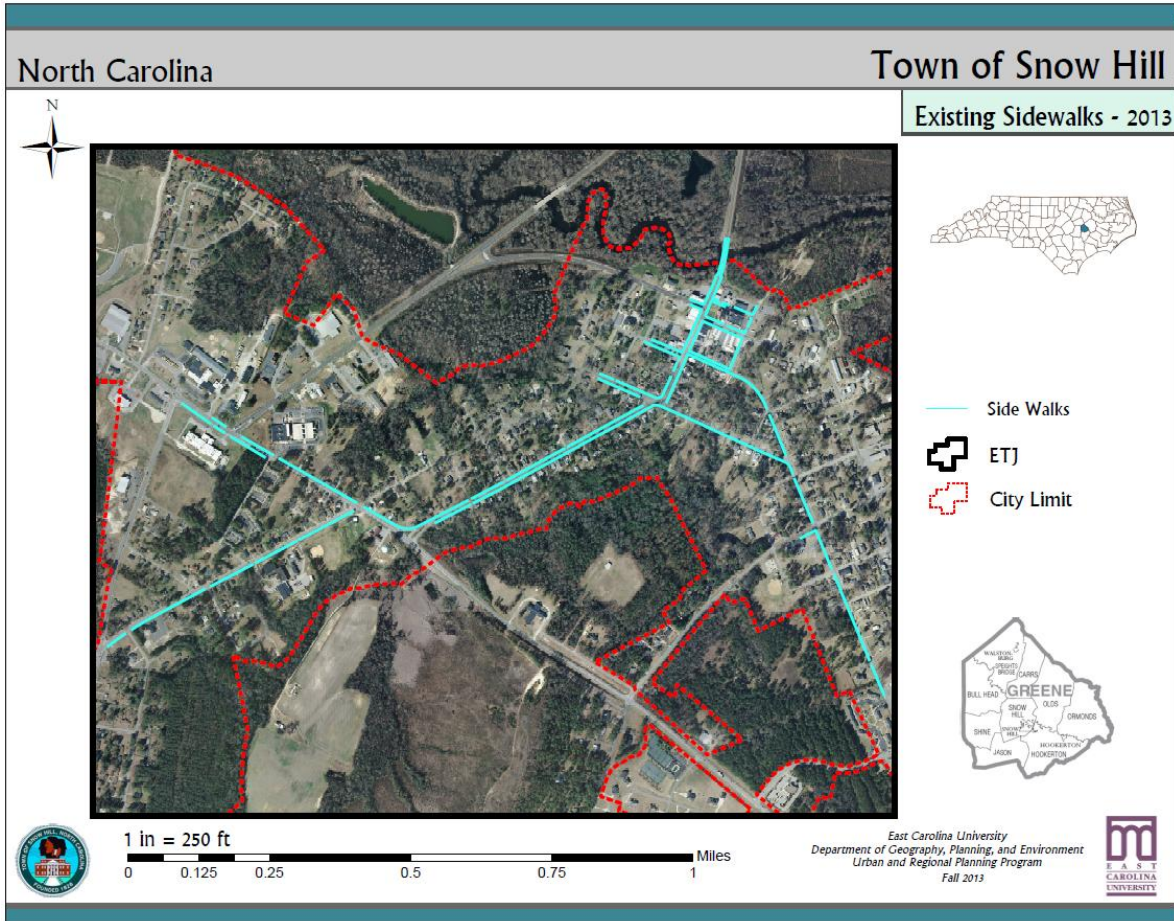


**Abrupt end to sidewalk on SE 2<sup>nd</sup> St.**



**Sidewalk along NC 903  
at Lenoir Community College**

The pedestrian element of the Greene County comprehensive transportation plan includes a recommendation to provide sidewalks along the entire length of the proposed NC 58 (Kingold Boulevard) roadway improvements. Bicycle accommodations are also recommended from the proposed US 258 Bypass to the intersection of NC 58 (Kingold Boulevard) and Hull Road (SR 1104).

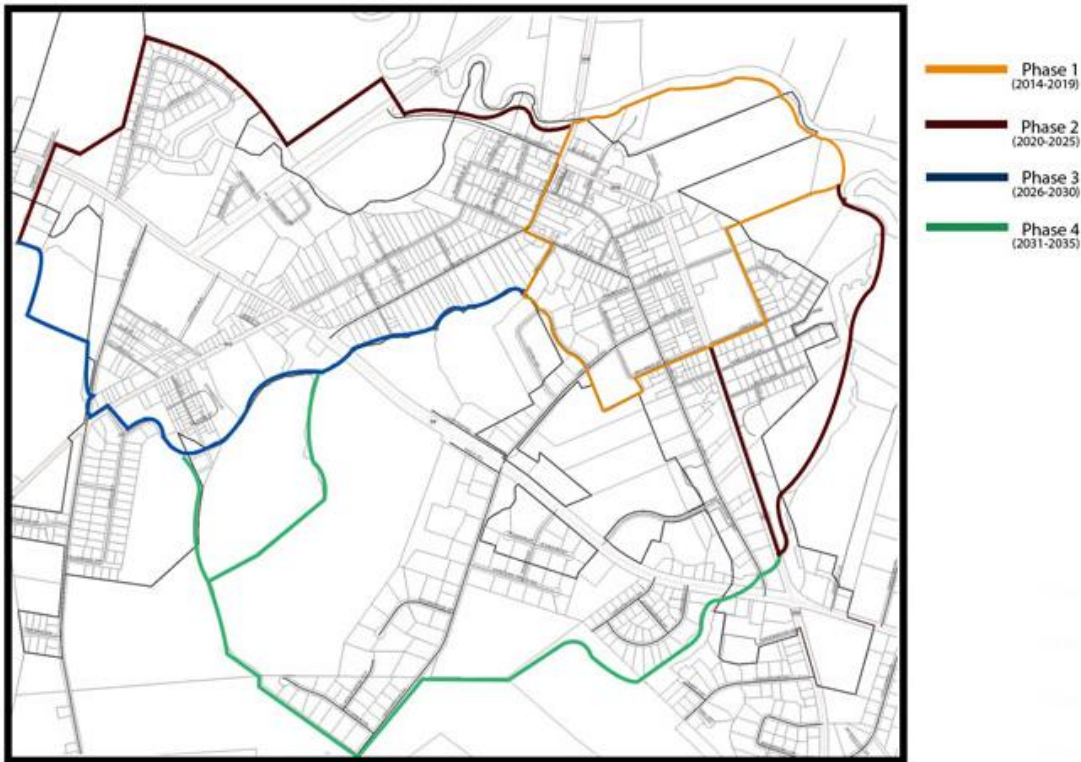


Map 9.1

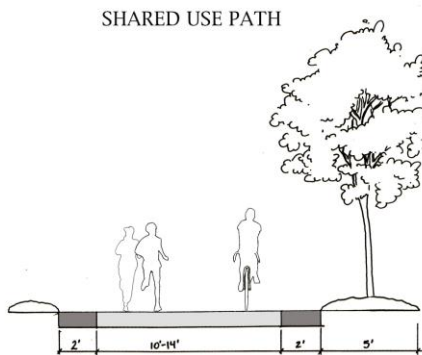
## PROPOSED ACTIVE TRANSPORTATION/GREENWAY SYSTEM

This comprehensive plan proposes an active transportation/greenway system. It may take the full 20-year planning horizon to realize and is therefore divided into four phases. The system will encircle the town, connecting the town's schools and parks. See Map 9.2.

### Snow Hill Greenway Master Plan



Map 9.2 Proposed Active Transportation/Greenway System



Shared Use Path Section



Greenway Trail Elevation (Serpentine)





**Hines Street (east view) at school; this road would be improved to include a multi-purpose path to connect to the greenway east of the residential subdivision**



**Hines Street (west view). A multi-purpose path would extend across SE 2<sup>nd</sup> Street and SE 3<sup>rd</sup> Street to connect to the senior center, park, and proposed community center.**

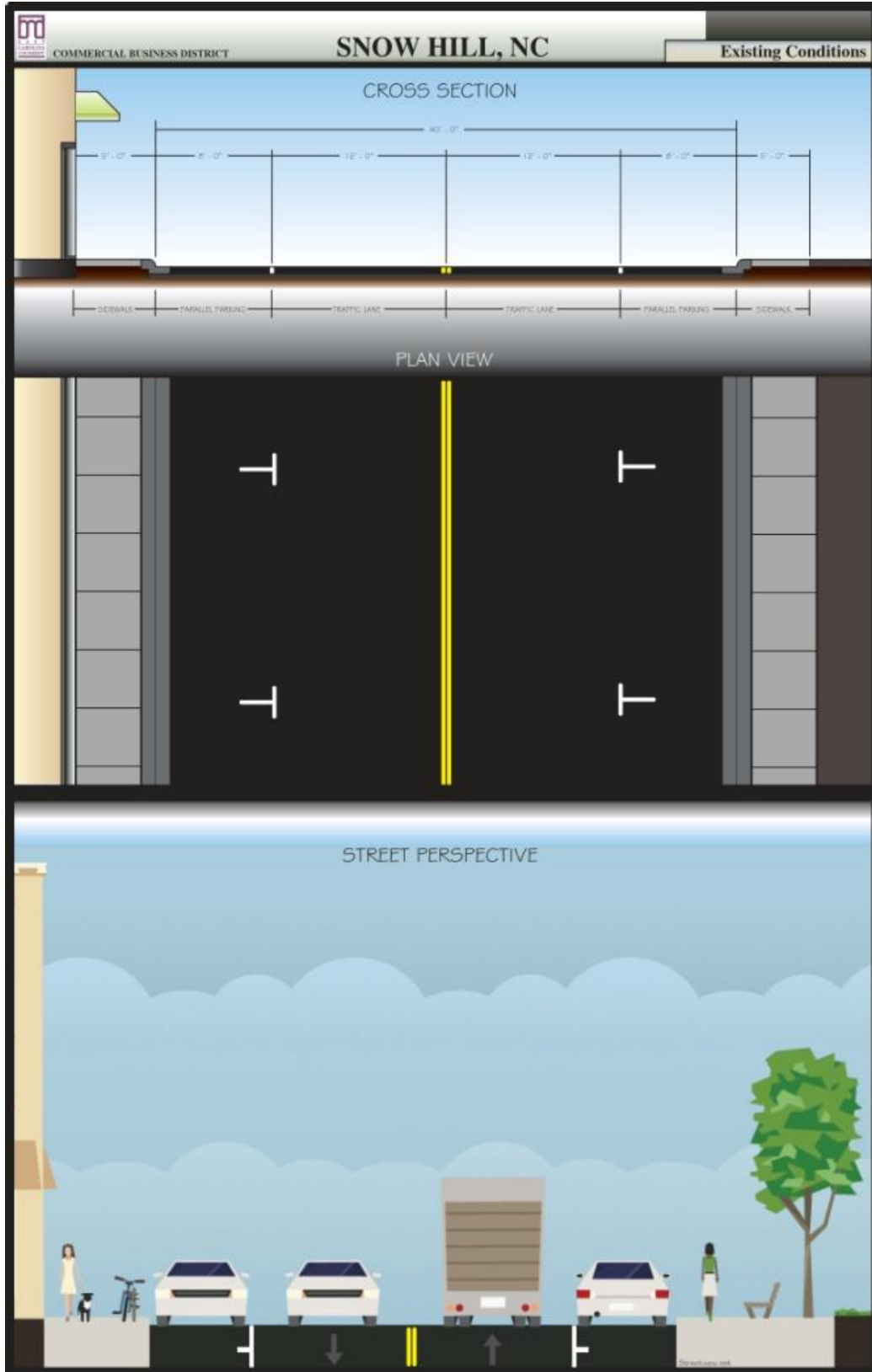


**The greenway network would cross Kingold Parkway in the western part of town at this intersection, just south of Greene County Park.**

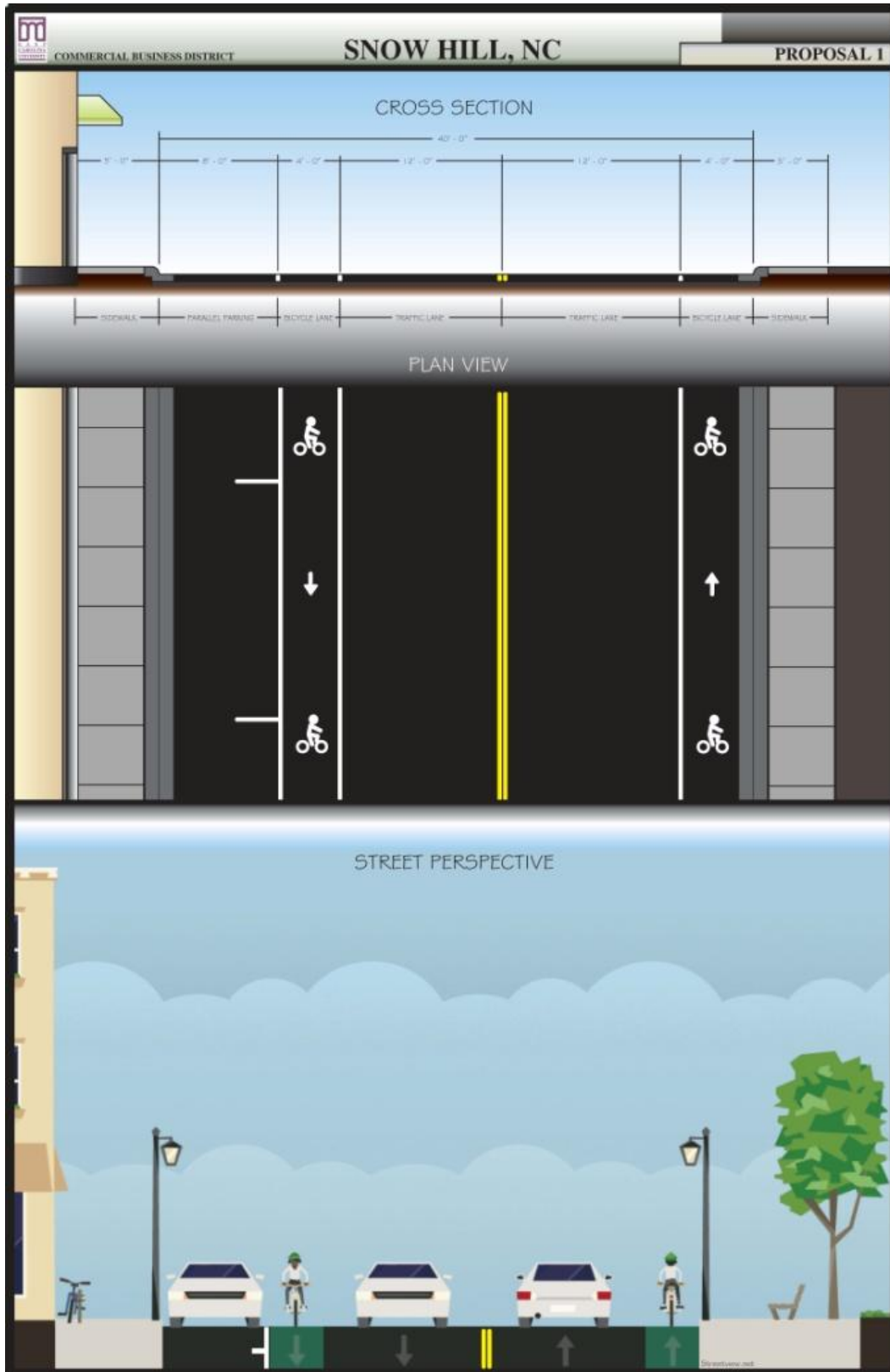


**The greenway trail network would follow alongside NW Second Street (shown) into the Central Business District.**

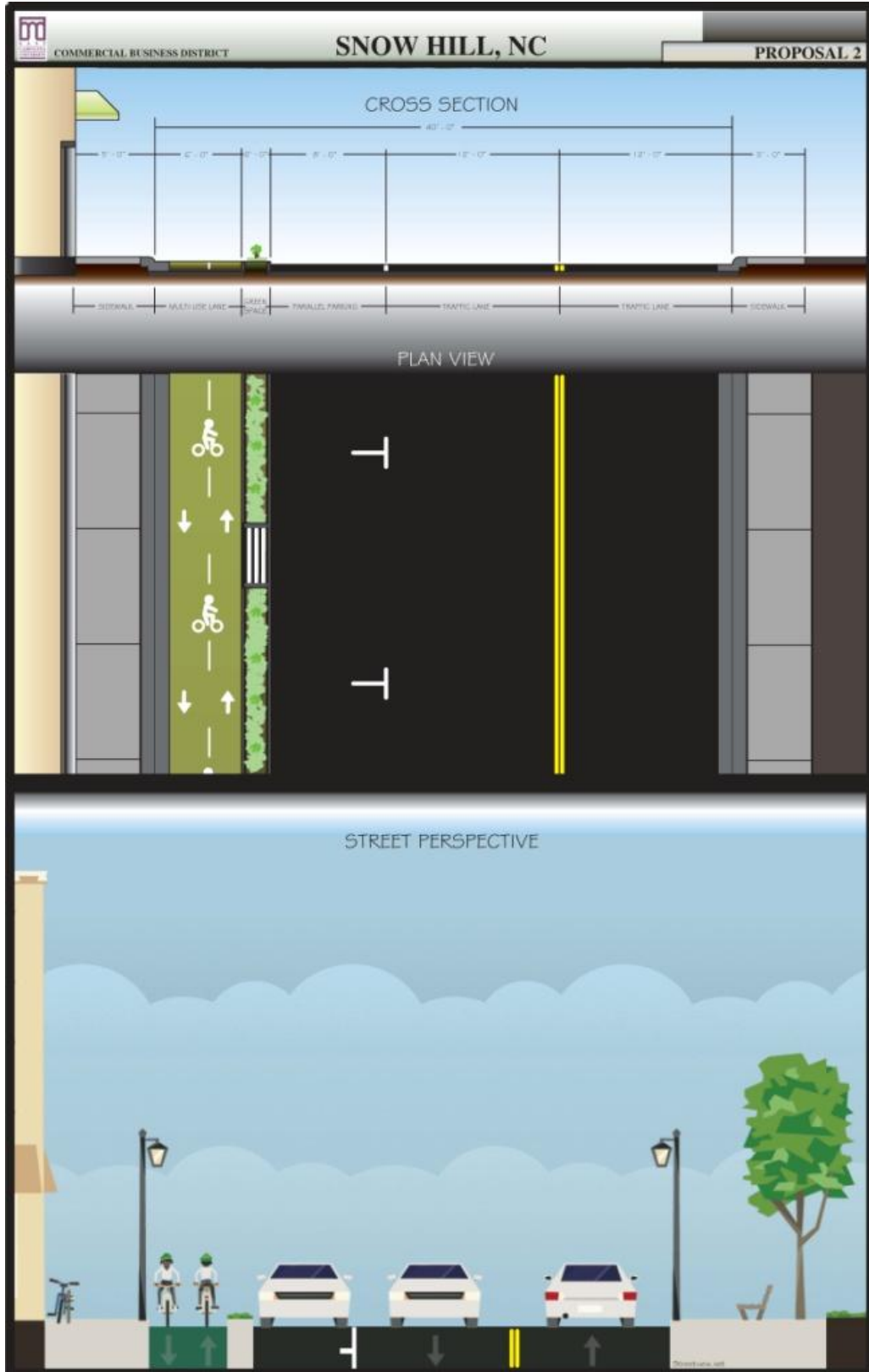
This plan also addresses the issue of how to improve the active transportation system through the town's central business district. Three cross-section/plan view graphics are provided on the following pages. The first shows existing conditions. The second shows the recommended standard improvement with bike lanes in both directions. The third shows an alternative which provides for two-way travel in a single on-street bike lane.



Existing Conditions, Central Business District



**Proposed Improvement: Alternative 1**



**Proposed improvement: Alternative 2**

Table 9.1 provides a phasing schedule for capital improvements for the active transportation/greenway network.

**Table 9.1  
Phasing of Capital Improvements for  
Active Transportation/Greenway System in Snow Hill**

<b>ID</b>	<b>Location</b>	<b>Phase</b>	<b>Length (miles)</b>	<b>Major Trail Material</b>	<b>Material Cost</b>
1	Along Contentnea Creek East of Hwy 258	1	1.08	Asphalt	\$230,000
2	Down SE First St. to Hines St. and down Hines St. to Greene County Park	1	0.56	Sidewalk	\$58,500
3	Around park's baseball diamond up to Greenridge Rd., down Exum Cir., cutting across to SE Fourth St.	1	0.55 (0.37 asphalt, .018 sidewalk)	Asphalt/ Sidewalk	\$77,600 Asphalt; \$19,500 Sidewalk
4	West on SE Fourth St., down N. Greene St. to start of Contentnea Creek trail	1	0.34	Bike Lanes	\$2,000
	<b>Phase 1 Total</b>		<b>2.53</b>		<b>\$387,600</b>
5	From Contentnea Creek south to SE Second St.	2	1.01	Crush and Run	\$14,000
6	NW up SE Second St. to Hines St.	2	0.60	Sidewalk	\$62,000
7	Chase Drive down past baseball fields, running north parallel to Pineshoal Dr.	2	0.70	Asphalt	\$111,400 (0.53 mile of trail; 0.16 mile currently exists)
8	Running east parallel to Pineshoal Dr. down to and across Hwy 13	2	0.75	Asphalt	\$157,000
9	East from Hwy 13 across to Hwy 258	2	0.45	Asphalt	\$96,000
	<b>Phase 2 Total</b>		<b>3.51</b>		<b>\$440,400</b>
10	Chase Drive south to W. Harper St.	3	0.61	Asphalt	\$117,500 (0.05 mile of sidewalk currently exist)
11	South from Circle Dr., running NE to ID 3	3	1.31	Asphalt	\$246,400 Asphalt (\$15,000 Sidewalk)
	<b>Phase 3 Total</b>		<b>1.92</b>		<b>\$378,900</b>
12	Greenridge Rd. (by California Dr.) NW up towards St. Barnabas St.	4	0.83	Asphalt	\$175,600
13	Connector from ID 12 to ID 17	4	0.64	Crush and Run	\$8,710
14	Greenridge Rd. SE to Crestwood Dr.	4	0.61	Asphalt	\$128,000
15	Crestwood Dr. from a SE direction to a NE direction to SE Second St.	4	0.74	Asphalt	\$155,200
	<b>Phase 4 Total</b>		<b>2.82</b>		<b>\$467,510</b>
	<b>Total, All 4 Phases</b>		<b>10.78</b>		<b>\$1,700,000</b>

Source: East Carolina University, Urban and Regional Planning Program, December 2013.

## **PUBLIC TRANSPORTATION**

Greene County Transportation was established by the Board of County Commissioners on July 1, 1999, to provide transportation for the human service agencies of Greene County and to the general public. The creation of this department was made possible through an agreement between Greene County and the North Carolina Department of Transportation, Public Transportation Division. Through that agreement, Federal and State funds are provided annually to the County to offset local administrative and capital operating costs (Source: Greene County, Coordinated Public Transportation and Human Services Transportation Plan 2009).

## CHAPTER 10 POLICIES

### NATURAL RESOURCES AND THE ENVIRONMENT

1. **Preservation Generally.** The natural environment should be preserved as much as possible. Preserving natural features helps maintain air and water quality, as well as provides visual and recreational amenities for local citizens.
2. **Environmentally Sensitive Areas.** Prevent development from occurring in, or significantly encroaching upon environmentally sensitive areas, such as floodplains, wetlands, and groundwater recharge areas.
3. **Floodways and Floodplains.** Prohibit development within floodways and restrict or prohibit development in flood plains. If development within flood plains is allowed, flood plain storage should not be decreased from its present state.
4. **Wetlands.** Preserve wetlands where they exist, or as a last resort if they cannot be preserved on-site, mitigate wetland loss by increasing ecologically equivalent wetlands on other appropriate sites (i.e., wetland mitigation through wetland banking).
5. **Wildlife Habitat.** Plan for the preservation of wildlife habitat in order to minimize the possibility of plant and animal species becoming threatened, endangered or extinct.
6. **Environmental Health.** Promote health for all people through a healthy environment, improve air and water quality, and reduce air and water pollution. Reduce the amount of toxic pollutants released into the environment, and reduce waterborne disease outbreaks arising from water intended for drinking among persons served by community water systems. Minimize the risks to human health and the environment posed by hazardous sites.
7. **Street Trees.** Encourage or require the planting of street trees in subdivisions and new land developments.
8. **Tree Protection and Tree Canopy.** Restrict the cutting of trees, require the replacement of trees with trees of like species and value, and preserve and enhance tree canopy.
9. **Water Conservation.** Promote the conservation of water by residents and businesses.

### ENERGY EFFICIENCY

1. **Sustainability and Energy Efficiency.** Promote sustainable and energy-efficient development.
2. **Reduce Energy Consumption.** Reduce energy consumption through comprehensive planning and urban design that incorporates strategies for energy efficiency.

## HISTORIC RESOURCES

1. **Compatible Character.** The historic charm and character of the town should be maintained by encouraging new development that is compatible with the traditional features of the community, and protecting historic properties from incompatible intrusions.
2. **Community Support and Awareness.** Strive to increase community support and awareness for historic preservation.
3. **National Register Listings.** Add eligible properties to the National Register of Historic Places.
4. **Incentives.** Provide incentives to protect and preserve historic resources.
5. **Reuse Historic Buildings.** The reuse of historic buildings is encouraged, provided the architectural character of the building is retained.

## HOUSING

1. **Settlement Pattern and Neighborhoods.** Preserve the village settlement pattern of Snow Hill's original in-town neighborhoods and protect their historic character.
2. **Housing Opportunities.** Quality housing and a range of housing size, cost, and density should be provided in the town.
3. **Manufactured Housing.** Due to incompatibilities in terms of design, manufactured homes should not be erected in the town's National Register Historic District. However, the town will not exclude manufactured housing entirely from the town limits.
4. **Manufactured Home Parks.** Encourage the upgrade and rehabilitation of older manufactured home parks and ensure that they continue to provide a suitable living environment for residents. Where a manufactured home park has deteriorated into a substandard environment, it should be upgraded or eliminated using methods including, but not limited to, code enforcement, urban renewal, relocation assistance, utility extensions, and condemnation with compensation as appropriate. Where persons are displaced as a result of upgrading, relocation assistance should be offered.
5. **Life Cycle and Mixed Generation Communities.** Encourage "life cycle" or "mixed generation" communities that provide for persons of different age groups (including seniors) to live in the same community as they age.
6. **Senior-friendly Housing.** Encourage the establishment of innovative forms of housing that cater to the specific needs of the town's existing and future population of seniors. This may include projects that incorporate independent living units with various other units providing for continuing care, as well as personal care and nursing homes. Such



housing should be permitted in multi-family residential and institutional zoning districts and be located close to services.

7. **Accessory Dwelling Units.** Allow householders to add an accessory apartment (attached to or detached from) a detached, single-family dwelling as a means for seniors to “age in place,” give the householder a source of income, and to provide affordable housing, subject to appropriate compatibility standards.
8. **Homes for People with Disabilities.** Community residences for people with disabilities should be allowed as of right in all residential districts under the definition of family.
9. **Design of Senior and Disabled Housing.** Houses should be made available for seniors and disabled persons that contain a single-level with no-step entrances and wide doorways.
10. **Housing Programs.** Identify and pursue various private, state, and federal housing programs designed to improve the housing stock, and use a variety of means, actions, and programs to correct housing problems where they exist.
11. **Nonprofit Housing Organizations.** Encourage the creation of, and cooperate with, community-based housing organizations in the pursuit of more affordable workforce housing.
12. **Healthy Home Design.** Encourage designers, architects, and contractors to seek to understand building science and construction methods involving healthy homes.

## ECONOMIC DEVELOPMENT

1. **Range of Jobs Available.** A range of job types should be available in the town and its vicinity to meet the diverse needs of the local workforce.
2. **Tourism.** Promote heritage tourism and eco-tourism in Snow Hill.
3. **Small Businesses and Home Occupations.** Promote the establishment and retention of small businesses in the town, including home occupations that meet neighborhood compatibility standards.
4. **Positive Business Climate.** Create and maintain a positive climate for business in the town.
5. **Balanced Regulation.** Balance the need to regulate the design and appearance of commercial and other properties with a positive regulatory environment that is sensitive to the need for businesses to be competitive in the marketplace.

6. **Education and Training.** Educational and training opportunities should be readily available in the town – to permit residents to improve their job skills, adapt to technological advances, and to pursue entrepreneurial ambitions.

## LAND USE

### Generally

1. **Plans.** Use the Future Land Use Map as a guide to decision-making.
2. **Mixed Use Development.** Promote mixed use developments in appropriate areas.
3. **Active Transportation.** Encourage or require the incorporation of active transportation design features into new development projects. In all land developments, encourage or require pedestrian-friendly site designs.

### Food, Agriculture and Conservation Lands

1. **Healthy Foods.** Increase access to healthy foods. Analyze the food-producing potential of city street (or county road) rights of ways. Identify and remove zoning and other policy barriers to urban food production. Allow cultivation and sale of herbs, vegetables, or similar crops in residential areas, as an accessory use.
2. **Community Gardens.** Encourage new residential subdivisions and multi-family residential developments to designate common areas for residents to garden. Allow community gardens as a permitted use in all residential zoning districts.
3. **Agricultural Preservation and Open Space Conservation.** Develop and implement mechanisms to preserve large, contiguous blocks of productive agricultural land. Work jointly with Greene County to preserve agriculture land. Maintain, and if possible, expand the viability of agricultural production as an economic activity. Encourage owners of productive agricultural land to enroll in the county tax assessor's present use assessment program. Purchase or encourage land trusts to acquire conservation easements to protect farmland and conservation lands.

### Housing and Neighborhoods

1. **Protect Neighborhoods from Incompatible Land Uses.** Protect the town's established residential areas from encroachment by incompatible land uses.
2. **Housing Unit Mix.** A desirable mix of housing types for the town is as follows: Detached, single-family 60%; Manufactured homes 5%; Townhouses 5%; and Apartments and Condominiums 30%. This policy may be used as a criterion in reviewing and approving planned unit developments and zoning map amendments.

3. **Housing Occupancy Mix.** A desirable mix of tenure in the town is 60% owner-occupied housing units and 40% renter-occupied housing units. This policy may be used as a criterion in reviewing discretionary development applications.
4. **Conservation Subdivisions.** Where residential development is called for in the plan or compatible and consistent with comprehensive plan policies, encourage conservation subdivisions in rural portions of the town and its extraterritorial jurisdiction. A conservation subdivision is a division of land into lots, where open space is the central organizing element of the subdivision design and that identifies and permanently protects all primary and all or some of the secondary conservation areas within the boundaries of the subdivision. This technique is particularly relevant to incorporating the proposed town greenway into subdivision proposals as well.

### Central Business

1. **Development Characteristics.** Development in the central business district may consist of greater lot coverage, building heights, and building intensities, as well as shallower or no front and side building setbacks.
2. **Parking.** Development that is adequately served by public parking or on-street parking should be exempted from or have reduced minimum off-street parking requirements.
3. **Auto-related Uses.** Automobile-related commercial facilities and services are considered inappropriate in the central business district because such uses serve primarily auto-oriented traffic and do not facilitate pedestrian friendly design.

### Highway Business

1. **Patterns.** Discourage patterns of “strip” commercial development. The fact that an existing lot has frontage on a state or federal highway is not in itself prima facie evidence that such property should be or will be allowed to develop commercially.
2. **Efficient Use.** Encourage the re-occupancy of existing retail space prior to the construction of new retail spaces.
3. **Design.** Encourage highway commercial building designs which do not locate all of the off-street parking provided on the commercial lot between the highway and the building.
4. **Phased Development.** When commercial development occurs in phases, and for commercial development with outparcels reserved for future commercial development, ensure that the designs of building forms are interrelated and architecturally harmonious.

### Industry

1. **Location.** Industrial land uses should be limited to areas outside of flood plains, with relatively level topography, adequate water and sewerage facilities, and access to arterial

streets. Industrial zoning should generally not be approved in locations not so designated on the future land use plan.

2. **Objectionable Uses.** Unless located in a designated industrial park, new industrial operations should be limited to those that are not objectionable by reason of the emission of noise, vibration, smoke, dust, gas, fumes, odors or radiation and that do not create fire or explosion hazards or other objectionable, dangerous, or unhealthful conditions.
3. **Design.** Future industrial developments serving more than one industry are strongly encouraged to be developed within planned industrial parks which are designed with campus-style layouts including generous building setbacks from exterior roads and landscaping.

## URBAN DESIGN

1. **Generally.** Enhance the town's image as a unique community and retain that image with attractive and orderly development that preserves existing character of a historic community.
2. **Gateways.** civic gateways (community entrance signs) to the town that produce a sense of arrival.
3. **Beautification.** Establish and support community-based partnerships to beautify the town.
4. **Compatible Character.** The traditional character of the town should be maintained through preserving and revitalizing historic areas of the community and encouraging new development and redevelopment that is compatible with the traditional historic features of the town. Require new development to respect the scale and character of nearby structures and minimize or mitigate abrupt and excessive differences.
5. **Streetscape Improvement Standards.** Street signs, lighting, and street furniture should be consistent throughout the town's National Register historic district.
6. **Billboards and Directional Signage.** Limit the number, height, size, and location of billboards in the extraterritorial jurisdiction. To ensure adequate identification of area businesses, consider instituting a town-sponsored directional signage program with design characteristics consistent with small town, historic character.
7. **Street Trees.** Street trees should be installed, to create shaded sidewalks for pedestrians and improve the visual quality of local streets and state routes.
8. **Screening.** Screen negative views through appropriate site planning measures such as fences, walls, landscaping, and building placement.

9. **Efficient Lighting Practices.** Develop community based lighting design guidelines that promote energy efficiency and safety while reducing light pollution or "sky-glow," light trespass on adjacent properties, and glare.

## COMMUNITY FACILITIES AND SERVICES

1. **Level of Service Standards.** Establish and maintain level-of-service and/or performance standards for all community facilities and services provided by the town.
2. **Capital Improvement Plan.** Prepare and update at least biennially a capital improvement program and budget. Use the short-term work program in this comprehensive plan as a guide to preparing more detailed capital plans and project descriptions.
3. **Facility Location.** While abiding by principles of efficiency in terms of optimal geographic locations for town facilities and services, the town should use its investment in civic buildings (e.g., new town hall) to strategically leverage and enhance private reinvestment in redevelopment areas.
4. **Emergency Preparedness.** Periodically review and revise the disaster preparedness and emergency management plans in conjunction with Greene County.
5. **Intergovernmental Agreements.** Periodically assess existing intergovernmental agreements for the provision and delivery of community facilities and services, and develop new agreements as appropriate.

## TRANSPORTATION

1. **Physical Activity and Active Transportation.** Improve the built environment to enhance access to and availability of physical activity opportunities. Promote "active" transportation (defined as any self-propelled, human-powered mode of transportation). Ensure equitable access to transportation networks.
2. **Mobility for People with Disabilities.** Remove and correct the physical barriers that inhibit mobility for persons with disabilities, especially for those who rely on wheelchairs and walkers.
3. **Access Management.** Apply state and local standards for access management along arterial and collector streets, including but not limited to specifications for curb cut location and separation, traffic signal spacing, and deceleration lanes.
4. **Inter-parcel Access.** Encourage or require inter-parcel vehicle access points between contiguous and compatible commercial, institutional, and office developments.

5. **Traffic Impact Studies.** When a development proposal would be expected to generate 1,000 vehicle trips or more, or 100 or more vehicle trips during any a.m. or p.m. peak hour, a traffic study should be required.
6. **Traffic Calming.** Reduce traffic speeds in neighborhoods and implement traffic-calming measures where necessary to further slow vehicle traffic and/or discourage cut-through traffic.
7. **Pedestrian/Sidewalk System.** Improve the network of pedestrian facilities (sidewalks) in the town. Create a safe and accessible pedestrian network throughout the town. Sidewalks of required widths, well-marked crosswalks and approved pedestrian-scaled lighting should be installed to create an inviting and well used pedestrian system. All new facilities should meet current American with Disabilities Act (ADA) standards. Additional funding should be sought to create and improve pedestrian facilities within existing areas of the town, but when development occurs it should be the responsibility of developers to improve facilities along their public street frontages and internal to the development. The town should identify ways to retrofit older subdivisions with sidewalks.
8. **Bike Paths and Bikeways.** Provide bike paths and bikeways in appropriate locations in the town as called for in specific improvement plans made a part of this comprehensive plan. Direct bicycle investments toward those corridors and areas best suited for bicycle traffic and which have the greatest potential to provide convenient and safe mobility alternatives. When specifically called for in this plan or an official map of the town, as land development occurs it should be the responsibility of developers to dedicate additional road right of way if necessary to provide bike paths and bikeway facilities along their public street frontages.
9. **Multi-use Trails.** Pursue opportunities to construct multi-use trails and greenways throughout the town as called for in specific improvement programs of this comprehensive plan. When specifically called for in this plan or an official map of the town, as land subdivision occurs within the path of a proposed greenway, it should be the responsibility of developers to dedicate land as needed to facilitate construction of a multi-use trail in the proposed greenway.
10. **Public Transportation.** Continue to work with Greene County transportation to improve on-demand travel service to, from, and within the town and county.

## **CHAPTER 11 IMPLEMENTATION**

The town will implement the comprehensive plan primarily with its annual operating budget, its capital improvement plan, and its land use regulations. The future land use plan and policies in this comprehensive plan should be used as a guide when considering changes to zoning districts and approval of subdivision plats and development plans for private land developments. The burden of proof should be on the rezoning, subdivision, or land development applicant to demonstrate that the development activity is consistent in all respects with the policies established in this comprehensive plan (see Chapter 10) in addition to the recommendation of the future land use plan map.

A short-term work program for the years 2014 to 2019 is provided in Table 11.1. The town planning board and town administrator should periodically assess progress made toward implementing the comprehensive plan.

**Table 11.1  
Short-term Work Program, 2014-2019  
Town of Snow Hill**

Element	Description	Year	Responsibility	Estimated Cost (\$)	Possible Funding Sources
Natural Resources	Revise flood plain management ordinance as needed	2019	Town Planning Board	TBD	Technical Assistance FEMA
Natural Resources	Tree replacement along N. Greene St.	2015	Public Works	\$25,000	Urban Forestry Grant
Housing	Monitor conditions of older housing units	Ongoing	Town Administrator	Staff function	Included in operating budget
Historic Preservation	Nominate worthy properties for National Historic Register	Ongoing	Town Administrator	\$2,500 per application	
Economic Development	Participate in county-wide economic development activities	Ongoing	Town Administrator	Staff function	Included in operating budget
Economic Development	Participate in regional economic development efforts of the Eastern Carolina Council	Ongoing	Town Administrator	Staff function	Included in operating budget
Land Use	Prepare and adopt new zoning ordinance and official zoning map	2014	Town Planning Board	TBD	Technical assistance ECU
Land Use	Prepare and adopt new subdivision and land development regulations	2014	Town Planning Board	TBD	Technical Assistance ECU
Land Use	Prepare concepts for redevelopment of identified properties	2014	Town Planning Board	TBD	Technical Assistance ECU
Land Use	Prepare and adopt new sign ordinance	2015	Town Planning Board	TBD	Technical Assistance ECU
Land Use	Update Comprehensive Plan	2019	Town Planning Board	TBD	Technical Assistance ECU
Parks and Recreation	Acquire boat access property on Contentnea Creek from State	Complete 2013	Town Administrator		
Parks and Recreation	Replace ball field lights, South Greene Park	2014	Town Administrator	\$30,000	Capital budget
Parks and Recreation	Acquire and renovate old gymnasium into new community center	2015-2016	Town Administrator	\$250,000	Possible grant
Buildings and Grounds	Grading and repaving of alley and parking lot behind town hall	2014	Public Works	\$30,000	Capital budget
Buildings and Grounds	Redesign and install new driveway entrance to Scout Park (US 258)	2015	Public Works	\$20,000	Capital budget
Buildings and Grounds	Community Garden expansion and improvement	2016	Management Team	TBD	Volunteers and sponsors



**Chapter 11, Implementation, Snow Hill Comprehensive Plan**

<b>Element</b>	<b>Description</b>	<b>Year</b>	<b>Responsibility</b>	<b>Estimated Cost (\$)</b>	<b>Possible Funding Sources</b>
Buildings and Grounds	Public restrooms in CBD	2017	Public Works	\$40,000	Capital budget
Buildings and Grounds	Cemetery Expansion	2019	Public Works	\$120,000	Capital budget
Buildings and Grounds	New Town Hall	Long Range	Administration	TBD	Future general obligation bond
Water System	Water line replacement, SE Second Street	2014	Public Works	\$282,000	Enterprise fund
Water System	Water line replacements, system-wide	2014 and Long Range	Public Works	\$1,300,000	Enterprise fund
Water System	Install automated meter reading system	2015	Public Works	\$150,000	Enterprise fund
Sewer System	Clean 10% of system annually	2014-2019	Public Works	TBD	Enterprise fund
Sewer System	Rebuild/expand Pump Station 5	Long Range	Public Works	TBD	Enterprise fund
Sewer System	Replace emergency generators at 3 high capacity pump stations	Long Range	Public Works	TBD	Enterprise fund
Sanitation	Purchase used compactor garbage truck	2014	Public Works	\$65,000	Capital budget
Transportation	Acquisition/Paving of Connie Circle	2014	Public Works	\$40,000	Capital budget
Transportation	Sidewalk repairs	2014-2016	Public Works	\$10,000 annually	Capital budget
Transportation	Sidewalk improvements, Phase 1	2014-2016	Public Works	TBD	Capital budget, possible grants
Transportation	Sidewalk improvements, Phase 2	2017-2019	Public Works	TBD	Capital budget, possible grants
Transportation	Construct Carolina Drive extension (industrial)	2018	Public Works	TBD	Capital budget, possible grants
Transportation	Study feasibility of public shuttle service to Greenville	2015	Public Works	TBD	NCDOT
Transportation	Streetscape improvement program, CBD	2016	Public Works	TBD	Capital budget, possible grants
Transportation	Update transportation plan	2017	Public Works	TBD	NCDOT
Transportation	Road improvements	Ongoing	Public Works	TBD	Capital budget, NCDOT
Transportation	Greenway, Phase 1	2016-2019	Public Works	TBD	Grants, loans,
Transportation	Greenway, Phase 2	Long Range	Public Works	TBD	Grants, loans, developer contributions
Transportation	Greenway, Phase 3	Long Range	Public Works	TBD	Grants, loans, developer contributions
Administration	Pass a business license/registration requirement	2014	Town Administrator	TBD	N/A

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**APPENDIX A**  
**QUESTIONNAIRE RESULTS (2013) (n = 11)**  
**TOWN OF SNOW HILL COMPREHENSIVE PLAN**

**1. List the top three things that you like MOST about Snow Hill.**

The people; friendliness (8)	Location (2)	Sidewalks
Quietness; peacefulness (5)	Beauty (2)	Potential for smart growth
schools (2)	Library	Close to family
Mild traffic congestion (2)	The community	
Low crime rate; safety (2)	Slow pace	

**2. List the top three things that you like LEAST about Snow Hill.**

Roads need improvement (2)	No vision of future	Sidewalks
Town and county taxes	No walking trails	Technology/WiFi/cable
High water bill	Not being able to walk	Few people making decisions for many
Businesses closed after 9pm	Not enough grocery stores	
No community involvement	Not enough places to eat	No mall
Few usable outdoor resources	Not enough places to work	Old money in control
Events/programs lack variety	Not enough street lights	

**3. Snow Hill is a unique place with a character that distinguishes it from other places.**

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
8	0	2	0	0

**4. If you agree with question number 3 above, please describe the character in your own words.**

Quiet peaceful streets (2)	Beautiful homes and churches	Potential for planned growth
Historic	Pride in community	Comfort
Very friendly town	All people are welcome	Location

**5. How would you rate the overall quality of life in Snow Hill?**

Very Good	Good	Fair	Poor	Very Poor
5	5	1	0	0

**6. What do you like MOST about your town center/main street area?**

Looks nice/attractive (2)	Atmosphere	Not overcrowded
Facades, but need restoring	Quaint alley from Russle	Clean
Historic/old time feel	Quietness	

**7. What do you like LEAST about your town center/main street area?**

Street conditions (2)	Not enough diversity
Need more businesses (2)	Needs to be improved (underground utilities, sidewalks, facades)
Lots of noise (cars)	

**8. How often do you go out of town for services, entertainment, etc.?**

Never	Rarely	Sometimes	Quite Often	Very Often
0	2	2	4	3

**9. How often would you use or visit a dock or boat access area on Contentnea Creek?**

Never	Rarely	Sometimes	Quite Often	Very Often
2	4	1	3	1

**10. How often would you use a greenway, or local trail for hiking, biking, walking, etc.?**

Never	Rarely	Sometimes	Quite Often	Very Often
1	1	1	7	1

**11. How often would you use a local community center?**

Never	Rarely	Sometimes	Quite Often	Very Often
0	1	4	4	2

**12. I would like to see Snow Hill grow and develop in the future.**

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
6	3	1	0	0

**13. There is an adequate supply of affordable housing in Snow Hill.**

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	1	5	4	0

**14. I would be disappointed if historic homes in the National Historic District were torn down.**

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
7	2	1	1	0

**15. The Town of Snow Hill is doing enough to protect the aesthetic character of the town.**

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
0	7	4	0	0

**16. There are adequate job/employment opportunities in Snow Hill.**

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
0	3	0	4	4

**17. The overall quality of the environment (air, water, etc.) in Snow Hill is:**

Excellent	Very Good	Good	Fair	Poor	Very Poor
1	7	3	0	0	0

**18. What do you think your community is lacking?**

Cohesive plan and follow through	Better walkways	Things to do
Vision	Leadership	Economic development/jobs
Street lights (2)	Tax base	Affordable housing

**19. Rate the following community services and facilities, with a check mark in the box that corresponds to your opinion of each category.**

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Fire Protection	7	2	0	0	0
Police Protection	7	2	0	0	0
Public Water	5	4	0	0	0
Sanitary Sewer	5	3	0	1	0
Drainage/Storm Water Management	4	4	0	1	0
Roads and Streets	2	1	3	3	0
Sidewalks	1	0	2	4	0

**Appendix A, Questionnaire Results, Snow Hill Comprehensive Plan**

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	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Parks and Recreation	2	2	2	3	0
Public Schools	4	3	2	0	0
Waste/Recycling Services	4	3	2	0	0
Public Transportation	2	1	5	1	0
Senior Services	2	4	3	0	0
Youth Programs	1	1	3	3	1

**20. What roads in town are most dangerous or need to be better maintained or improved?**

Kinggold Blvd./US 258 (3)	Greene St. (2)	West Harper Street
SE 3 <sup>rd</sup> Street (2)	SE 2 <sup>nd</sup> Street (2)	Pine Street

**21. What issues are the most important to you, that you would like to see addressed in the new comprehensive plan for Snow Hill?**

Jobs/economy (3)	Educational opportunities	Youth recreation opportunities
Housing (2)	Sidewalks	Outdoor recreation
Quality of Life	Property maintenance	Land use