



TOWN OF MAIDEN

Comprehensive Plan



MARCH
2023



Creative Regional Solutions Since 1968

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Introduction



INTRODUCTION

PURPOSE OF A COMPREHENSIVE PLAN

According to North Carolina General Statutes, every local government must base their zoning decisions on a long-range plan, which describes policies for land-use and growth management issues. These decisions range from rezoning decisions to transportation regulations to policies governing the uses and subdivision of land. The Town of Maiden Council and the Town of Maiden staff set the creation of this Plan in motion by partnering with the Western Piedmont Council of Governments to assist in its development.

The Town of Maiden Comprehensive Plan is a fundamental policy document that will help guide the Town’s growth and development over the next ten to twenty years. The Plan provides a vision of how the Town should look in the future and clearly defines the steps that should be taken in order to realize that vision. The Plan identifies areas where investments should occur and what type of growth should be encouraged in which areas. It establishes a roadmap for how the Town should change - and how the Town should remain unchanged. Board of Council, Planning Board and Staff can use this comprehensive plan as a guide for developing regulations, deciding rezoning cases, developing capital improvement plans, applying for grants, developing its transportation network, extending water and sewer infrastructure, amending its zoning ordinance, drafting its budget, and planning for parks. By following this Plan, the Town of Maiden will continue to create the conditions that encourage orderly growth and economic development well into the future.

LAND USE PLAN ADVISORY COMMITTEE MEMBERS		
Todd Herms Manager	Blake Wright Planner	Bryan Duckworth Public Works
Beth Rudisill	Von Wilfong	Scott Carpenter
Quinn Rembert	Nancy Xiong	Asia Magness

CITIZEN INVOLVEMENT

Several meetings were held to provide opportunities for citizen involvement in the development of this Plan. Early in the process, a public meeting was held to gather citizen input. This public input meeting was held in Maiden’s Town Hall. At the meeting, participants were asked to list the Town’s strengths, weaknesses, opportunities and threats. An online public survey was also conducted to gather additional public comment. The results of the public survey are provided in Appendix A.

Near the conclusion of the planning process, a final public meeting was held to provide citizens with the opportunity to evaluate whether the draft plan reflected their concerns and interests. The final public meeting was held at the [redacted] on [redacted], 2023. At the final public meeting, citizens reviewed the maps and recommendations in the draft plan and provided additional input. A formal public hearing held at the Town Council meeting provided additional opportunities for citizen input.

THE APPROVAL PROCESS

The Maiden Advisory Committee was presented the draft plan on [REDACTED], 2023. There was a unanimous decision to approve the document and to send a recommendation for approval of the plan to the Planning Board and then to Town Council. The Planning Board reviewed and unanimously recommended the plan for Council approval during the [REDACTED], 2023 Planning Board Meeting. The plan was then reviewed by the Town Council, and a public hearing was held to discuss the adoption of the draft plan at the [REDACTED], 2023 Council meeting. The draft plan was approved by the Town Council on [REDACTED], 2023.

PLANNING AREA

The geographic area included in this Plan includes land located within the Town's borders which is inside the municipal limits and Extraterritorial Jurisdiction (ETJs) of the town (See Figure 1-1: Planning Area).





NEXT STEPS

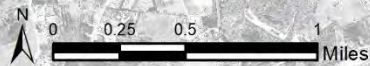
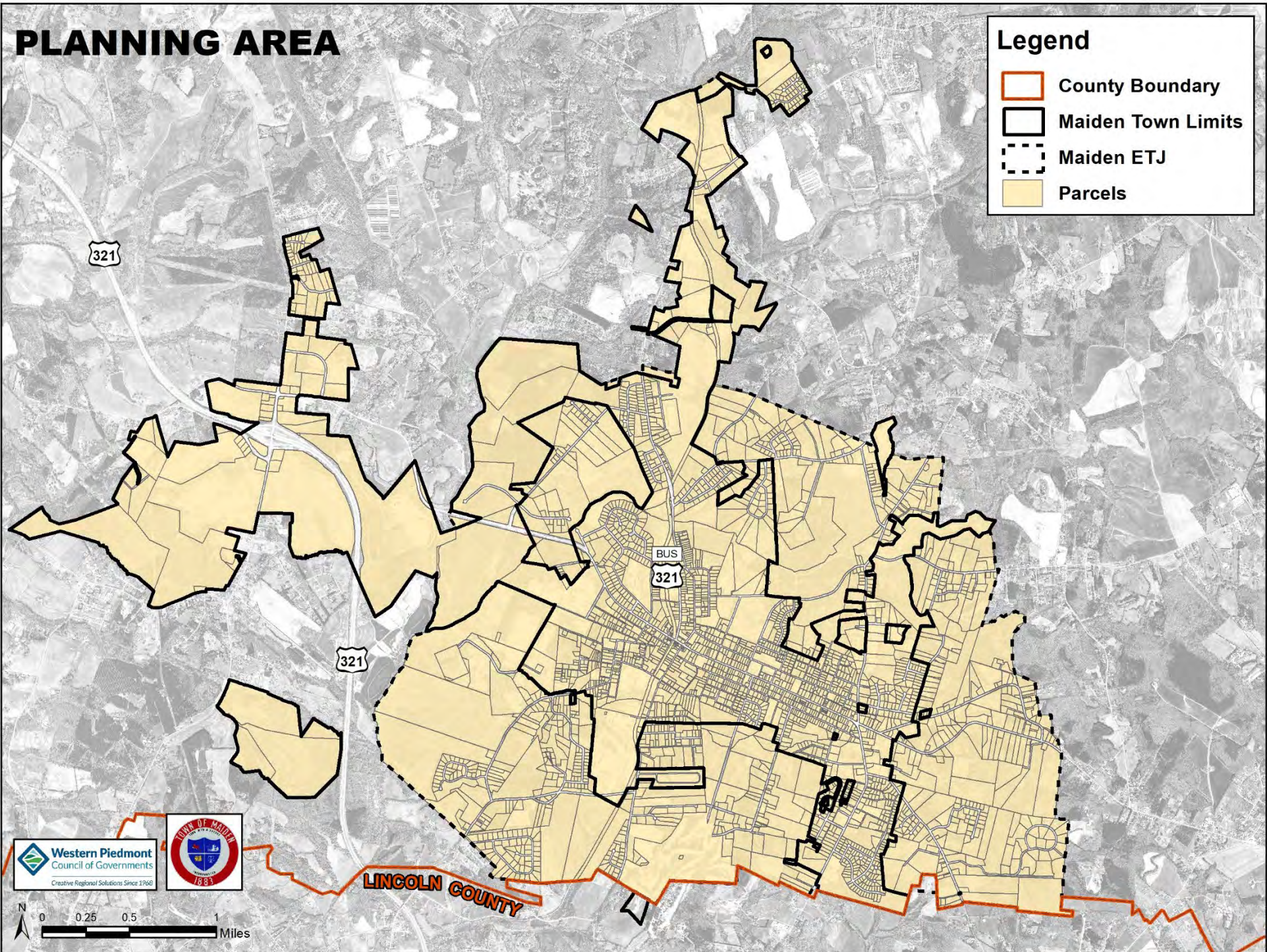
Upon adoption of this Plan, appropriate changes will be made to the Town's Zoning and Subdivision Ordinances, and the Future Land Use section of the plan should be referenced when considering rezoning requests. Comprehensive plans are intended to be living documents. Revisions of this Plan may be necessary based on state law and changing economic conditions. The Planning Board and Town planning staff should review this document periodically to evaluate its effectiveness and to determine if revisions are necessary.

DRAFT

PLANNING AREA

Legend

-  County Boundary
-  Maiden Town Limits
-  Maiden ETJ
-  Parcels



LINCOLN COUNTY

This map is a graphic representation and should only be used for illustrative purposes. Map created with data provided by Catawba County GIS and ESRI.

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Demographics

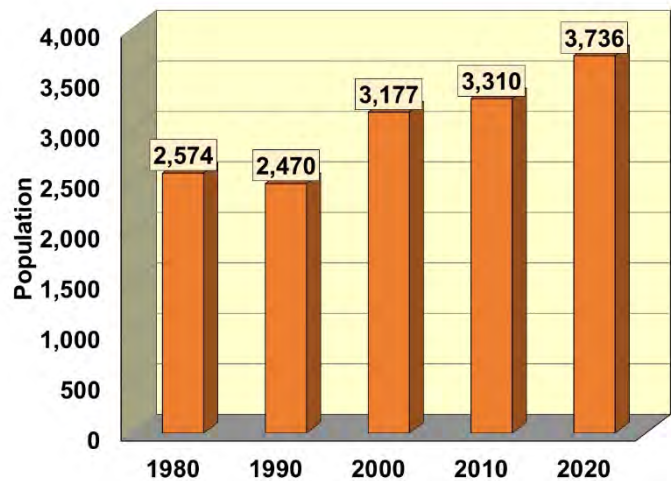


DEMOGRAPHICS

POPULATION

The Census count in 1980 for Maiden was 2,574 (Figure 1). As of 2020, the U.S. Census Bureau shows that the population of Maiden is 3,736. Table 1 shows population changes between 2000 and 2020 for Maiden, Catawba County, the Hickory Metropolitan Statistical Area or MSA (Alexander, Burke, Caldwell, and Catawba Counties), North Carolina and the United States. Maiden added 133 people between 2000 and 2010, an increase of 4.2%. The percentage growth was significantly lower than the Catawba County (8.9%), the Hickory MSA (6.5%) the North Carolina (18.5%) or the US (9.7%) population growth rate. Estimates from the US Census Bureau indicate that Maiden gained population between 2010 and 2020. The 2020 Maiden population estimate (3,736) is substantial higher than the Census 2010 population count (3,310). Since 2010, Catawba County experienced a population loss of 6,252 people, a 4.1% increase. From 2010 to 2020, the population of the Hickory MSA decreased 0.1%. North Carolina's population grew 9.5% between 2010 and 2020 to 10.4 million. The number of persons in the United States has increased 5.3% from 308.8 million in 2010 to 331.5 million in 2020.

Figure 1.
Maiden Population, 1980-2020



Source: 1980-2020 Census, US Census Bureau and WPCOG Data Center, 2022.

Location	2000 Census	2010 Census	Change 2000-2010	% Inc.	2020 Census	Change 2010-2020	% Inc.
Maiden	3,177	3,310	133	4.2	3,736	426	11.4
Catawba County	141,686	154,358	12,672	8.9	160,610	6,252	4.1
Hickory MSA	341,851	365,497	23,646	6.5	365,276	-221	-0.1
NC	8,049,313	9,535,483	1,486,170	18.5	10,439,388	903,905	9.5
US	281,421,906	308,745,538	27,323,632	9.7	331,449,281	22,703,743	7.4

Sources: 2000, 2010 and 2020 Census, US Census Bureau.

Whites are the largest race group in Maiden. Over 75% of the Town's population is White (Table 2). Between 2010 and 2020 the number of Whites grew by 54 persons to 2,821. African-American is the Town's largest minority group (11.1% of Maiden' population in 2020). The Town's Hispanic population increased from 205 persons in 2010 to 316 in 2020. Since the 2010 Census, Maiden' two or more population has increased by 214 to 264.

Race/Ethnic Group	2010 Census	% of Pop.	2020 Census	% of Pop.	Change 2010 to 2020	% Change 2010 to 2020
Total Population	3,310	100.0	3,736	100.0	426	12.9
White	2,767	83.6	2,821	75.5	54	2.0
African American	374	11.3	418	11.1	44	11.8
American Indian	15	0.5	26	0.7	11	73.3
Asian American	42	1.3	72	1.9	30	71.4
Two or More Races	50	1.5	264	7.1	214	428.0
Some Other Race	62	1.9	135	3.6	73	117.7
Hispanic (Any Race)	205	6.2	316	8.5	111	54.1
White, (Not Hispanic)	2,653	80.2	2,755	73.7	102	3.8

Sources: 2010 and 2020 Census, US Census Bureau.

Age group population data for Maiden from 2010 to the 2017-2021 ACS is displayed in Table 3. Some age groups gained population between 2010 and 2017-2021, while others experienced declines. Some of middle to older age groups in Maiden have had the some of the most significant population gains since 2010 due to the aging of the “Baby Boomers.” The number of people in the 65 to 74 age group, for example, grew by 117 between 2010 and 2017-2021 to 376 persons. The population of 55 to 59 cohort increased 144.0% from 209 in 2010 to 510 in 2017-2021.

Age Group	2010 Census	2017-2021 ACS Estimate	Change 2010 Census to 2017-2021 ACS	% Change 2010 Census to 2017-2021 ACS
Under 5 Years	208	77	-131	-63.0%
5 to 9 Years	225	237	12	5.3%
10 to 14 Years	204	375	171	83.8%
15 to 19 Years	192	211	19	9.9%
20 to 24 Years	177	137	-40	-22.6%
25 to 34 Years	499	338	-161	-32.3%
35 to 44 Years	521	580	59	11.3%
45 to 54 Years	425	550	125	29.4%
55 to 59 Years	209	510	301	144.0%
60 to 64 Years	194	178	-16	-8.2%
65 to 74 Years	259	376	117	45.2%
75 to 84 Years	145	70	-75	-51.7%
85 Years and Over	52	18	-34	-65.4%
Total	3,310	3,657	347	10.5%

Source: 2010 Census and 2017-2021 (5-Year) American Community Survey, US Census Bureau.

The largest population loss between 2010 and 2017-2021 was in the age 25 to 34 group. The population of the 25 to 34 group decreased from 499 in 2010 to 338 in 2017-2021. Besides population losses in the 25 to 34 age cohort, population declines also has occurred in two of the youngest age groups (the under age 5, and 20 to 24 cohorts). The population of the under age 5 and age 20 to 24 groups in Maiden decreased by 63.0% and 22.6% respectively between 2010 and 2017-2021. Significant population growth, meanwhile, occurred in the age 10 to 14 cohort and the 55 to

59 cohort. The number of persons in these groups grew from 204 in 2010 to 375 in 2017-2021 and 425 in 2010 to 550 in 2017-2021 respectively.

The impacts of the increasing older labor force (age 55 to 59) and elderly (age 65 to 74) populations on median age can be seen in Table 4. Between 2000 and 2010, the median age in Maiden rose by 1.8 years to 37.9. Maiden' median age has increased 13.5% since 2010 to 43.0 years. The Town's median age is currently much higher than the Catawba County, Hickory MSA, North Carolina, and United States median age.

Table 4. Median Age, 2000 Census to 2017-2021 ACS					
Location	2000 Census	2010 Census	% Change	2017-2021 ACS	% Change
Maiden	36.1	37.9	5.0	43.0	13.5
Catawba County	36.1	39.6	9.7	41.7	5.3
Hickory MSA	36.7	40.5	10.4	43.1	6.4
NC	35.3	37.4	5.9	39.0	4.2
US	35.3	37.2	5.4	38.4	3.2

Source: 2000, 2010 Census and 2017-2021 (5-Year) ACS, US Census Bureau.

Age group projections are not available for Maiden. The NC Office of State Management and Budget, however, has generated age group projections for Catawba County (Table 5). The population of the 65 to 74, 75 to 84 and 85 years and over age cohorts will continue to grow over the next 20 years as the “baby boomers” grow older. The loss of 25- to 44-year-olds in the County from 2000 to 2010 will lead to population declines in the 55 to 59 group through 2042. The population of the age 20 to 24 cohorts is anticipated to decrease by 6.5%, while the population of the 25 to 34 group is predicted to increase 7.5% between 2022 and 2042.

Table 5. Catawba County Population by Age Group, 2022-2042				
Age Group	2022 Estimate	2042 Projection	Change 2022-42	% Change 2022-42
Under 5 Years	8,235	9,583	1,348	16.4%
5 to 9 Years	8,592	9,690	1,098	12.8%
10 to 14 Years	9,835	10,498	663	6.7%
15 to 19 Years	10,835	10,925	90	0.8%
20 to 24 Years	10,775	10,078	-697	-6.5%
25 to 34 Years	19,892	21,377	1,485	7.5%
35 to 44 Years	18,359	23,789	5,430	29.6%
45 to 54 Years	21,900	23,784	1,884	8.6%
55 to 59 Years	11,575	10,860	-715	-6.2%
60 to 64 Years	11,260	11,292	32	0.3%
65 to 74 Years	18,631	23,009	4,378	23.5%
75 to 84 Years	10,224	17,007	6,783	66.3%
85 Years and Over	2,929	6,916	3,987	136.1%
Total	163,042	188,808	25,766	15.8%

Source: NC Office of Management and Budget, 2022.

HOUSEHOLD INCOME

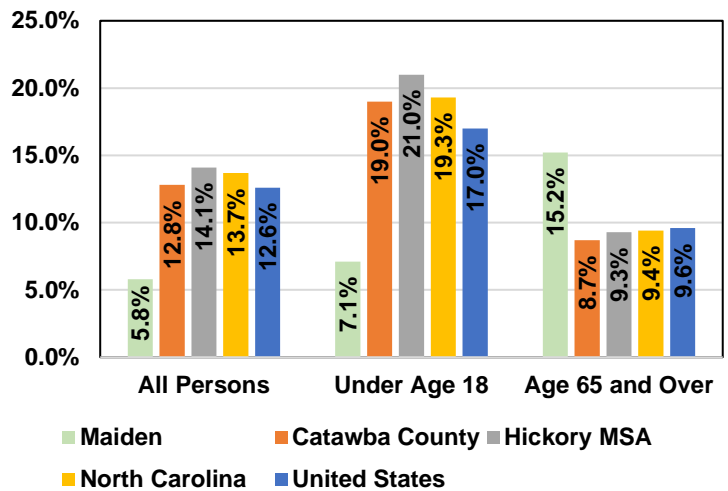
Maiden household income data from the 2017-2021 American Community Survey (ACS) is revealed in Table 6. Maiden has experienced a 73.6% increase in median household income from \$36,720 in 2007-2011 to \$63,750 in 2017-2021. Maiden 2017-2021 median household income is \$5,910 more than the Catawba County median (\$57,840), \$10,587 more than the Hickory MSA median (\$53,163), and is \$3,234 more than the State median (\$60,516). About 20.6% of Maiden’s households in 2017-2021 earn less than \$25,000 a year while 20.4% of households earn between \$25,000 and \$50,000 per year. Another 24.1% of households had incomes between \$50,000 and \$100,000 per year. About 35 percent (34.9%) of Maiden’s households make more than \$100,000 per year.

Table 6. Maiden Income Statistics, 2017-2021 American Community Survey (ACS)		
Households	2017-2021 ACS	% of Households
Total Households	1,250	100.0
Households Earning Less than \$25,000	257	20.6
Households Earning between \$25,000 and \$50,000	255	20.4
Households Earning between \$50,000 and \$100,000	302	24.1
Households Earning more than \$100,000	436	34.9
Median Household Income	\$63,750	

Source: 2017-2021 (5-Year) American Community Survey, US Census Bureau.

According to the Census website, the Bureau “uses a set of money income thresholds that vary by family size and composition to determine who is in poverty. If a family’s total income is less than family’s threshold, then that family and every individual in it is considered in poverty.” Results from the 2017-2021 American Community Survey for Maiden show that 189 persons, or 5.8% of the population, were at or below the poverty level (Figure 2). The Town’s all person’s poverty rate was much lower than the County’s. The Maiden’s poverty rate for children under age 18 was the lower than the Catawba County, Hickory MSA, or the North Carolina under age 18 poverty rate. The Maiden poverty rate for persons over age 65 was higher than the Catawba County, Hickory MSA or North Carolina over age 65 poverty rate.

Figure 2.
Poverty Rate Comparison, 2017-2021 ACS



Source: 2017-2021 (5-Year) American Community Survey, US Census Bureau.

EMPLOYMENT

Employment by industry of Maiden’s residents from the 2017-2021 ACS is shown in Table 7. About 33% of total employment in 2017-2021 was in the Manufacturing Industry. Another 21% of employed persons worked in the Education and Health Care Industry. About 14% of workers were in the Transportation/Warehousing/Utilities Industry.

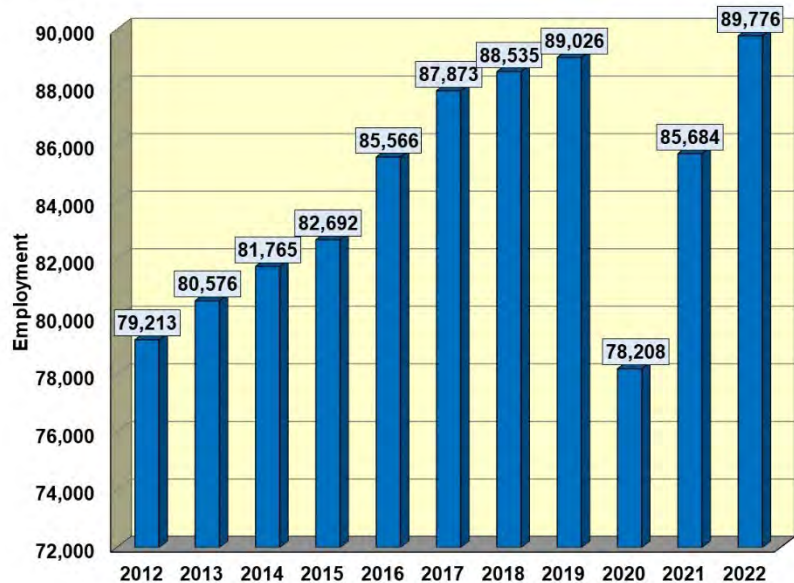
Table 7. Maiden Employment by Industry, 2017-2021 ACS		
Industry	2017-2021 ACS	% of Employed Population
Employed Population	1,890	100.0
Agriculture	0	0.0
Construction	66	3.5
Manufacturing	623	33.0
Wholesale Trade	19	1.0
Retail Trade	156	8.3
Transportation/Warehousing/Utilities	261	13.8
Information	0	0.0
Finance/Insurance/ Real Estate	53	2.8
Professional Services	137	7.2
Education and Health Care	396	21.0
Arts/Entertainment/Recreation	117	6.2
Other Services	37	2.0
Public Administration	25	1.3

Source: 2017-2021 (5-Year) American Community Survey, US Census Bureau.

Between second quarter 2012 and second quarter 2019, Catawba County employment grew from 79,213 to 89,026 (Figure 3). Between second quarter 2019 and second quarter 2020, Catawba County employment decreased by 10,818 positions to 78,208 due to the Covid-19 pandemic. Since second quarter 2020 employment in Catawba County has recovered to 89,776.

Since second quarter 2010, the biggest employment losses in Catawba County have occurred in management of companies and enterprises (332), textile mills (207) and wholesale trade agents and brokers (184) (Figure 4). The largest employment gains occurred in

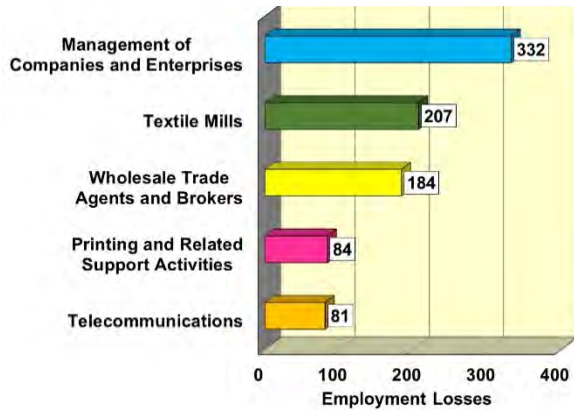
Figure 3.
Catawba County Employment, Second Quarter 2012-2022



Source: NC Labor and Economic Analysis Division, 2022.

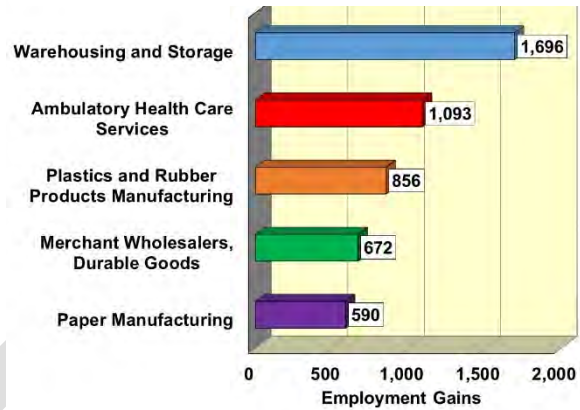
warehousing and storage (1,696), ambulatory health care service (1,093) and plastics and rubber products manufacturing (856) (Figure 5).

Figure 4.
Catawba Co. Employment Losses by Industry Sector, 2nd Qtr. 2012-2022



Source: NC Labor and Economic Analysis Division, 2022.

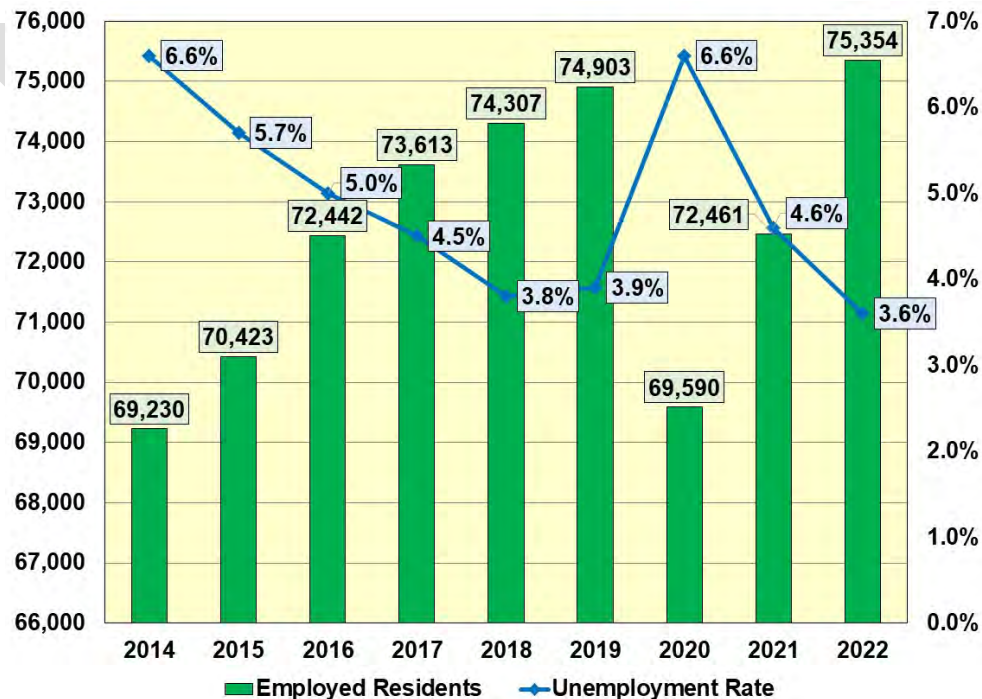
Figure 5.
Catawba Co. Employment Gains by Industry Sector, 2nd Qtr. 2012-2022



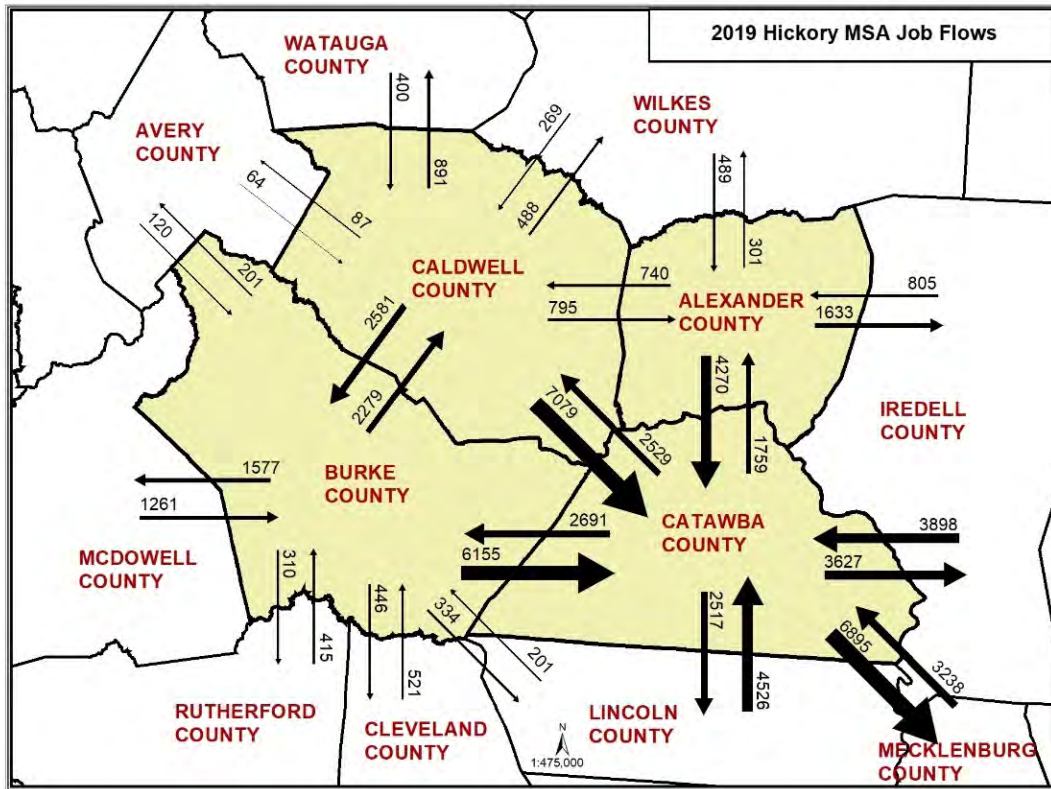
Source: NC Labor and Economic Analysis Division, 2022.

One of Catawba County's success stories over the past decade is the dramatic drop in its unemployment rate. The County's unemployment fell from 6.6% in August 2014 to 3.6% in August 2022 (Figure 6). The number of employed Catawba County residents grew from 69,230 in August 2014 to 75,354 in August 2022. Also note that there are about 12,000 less working residents in Catawba County than the number of Catawba County jobs. This is due to in-commuting workers from Alexander, Burke and Caldwell Counties seeking employment in Catawba County (Figure 7).

Figure 6.
Catawba County Employed Residents and Unemployment Rate, August 2014 to August 2022



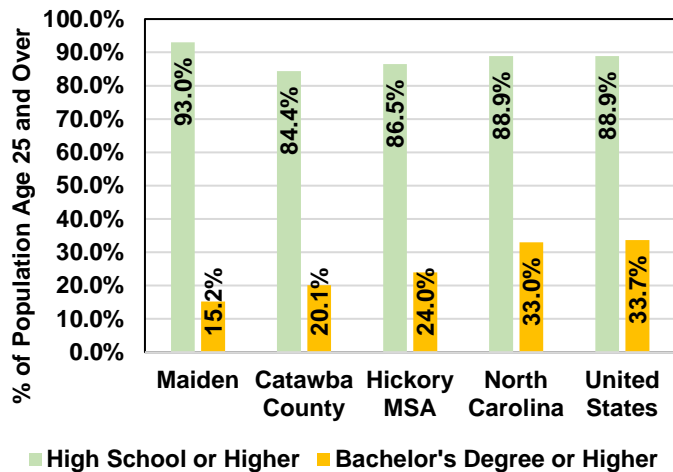
Source: NC Labor and Economic Analysis Division, 2023.



EDUCATIONAL ATTAINMENT

Educational attainment levels of the population age 25 and over for Maiden, Catawba County, the Hickory MSA, North Carolina, and the United States are shown in Figure 8. Data from the 2017-2021 ACS indicates that 93.0% of Maiden’s population age 25 and older has an educational attainment level of high school (or equivalent) or higher with 15.2% having a bachelor’s degree or higher. Maiden has a higher high school or higher (over age 25) than Catawba County, Hickory MSA, North Carolina, and the United States. Maiden had a lower Bachelor’s Degree or higher (over age 25) education attainment percentage than Catawba County, Hickory MSA, North Carolina, and the United States.

Figure 8.
Educational Attainment, 2017-2021 ACS

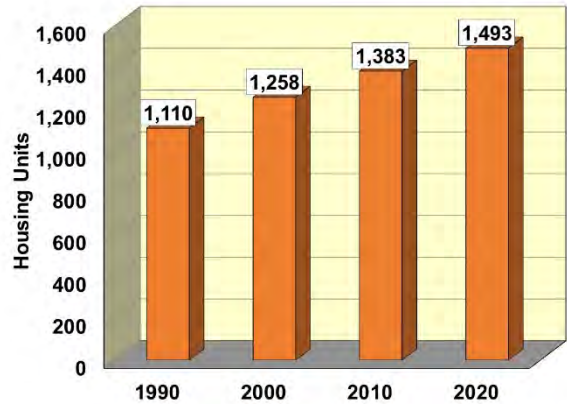


Source: 2017-2021 (5-Year) American Community Survey, US Census Bureau.

HOUSING

The number of housing units in Maiden increased from 1,110 in 1980 to 1,493 in 2020 (Figure 9). The majority of the housing growth occurred between 1980 and 2010. From 2000 to 2010, about 125 housing units were added in Maiden (Table 8). Maiden’s 9.9% percentage housing growth between 2000 and 2010 was less than Catawba County, the Hickory MSA, the State and the US. Maiden gained 110 homes between the Census 2010 and Census 2020 for a total of 1,493 housing units. Maiden housing growth rate (8.0%) between 2010 and 2020 was better than Catawba County, the Hickory MSA and the US, but was slightly lower than the State increase (8.8%).

Figure 9.
Maiden Housing Units, 1980-2020



Source: 1980-2020 Census, US Census Bureau.

Table 8. Housing Units, 2000-2020							
Location	2000	2010	Change 2000-2010	% Inc.	2020	Change 2010-2020	% Inc.
Maiden	1,258	1,383	125	9.9	1,493	110	8.0
Catawba County	59,919	67,886	7,967	13.3	70,744	2,858	4.2
Hickory MSA	144,874	162,613	17,739	12.2	163,160	547	0.3
NC	3,523,944	4,327,528	803,584	22.8	4,708,710	381,182	8.8
US	115,904,641	131,704,730	15,800,089	13.6	140,498,736	8,794,006	6.7

Source: 1980-2020 Census, US Census Bureau.

Data in Table 9 reveals that the percentage of renter-occupied units in Maiden has increased between 1990 and the 2017-2021. The percentage of renter-occupied housing in Maiden rose from 23.3% of occupied units in 1990 to 29.0% in 2017-2021. This is due to increase in single-family construction and annexation, particularly in the 1990s. As of 2017-2021, Maiden had a higher percentage of renter-occupied housing than the Hickory MSA, but a lower percentage of renter-occupied than Catawba County, North Carolina, and the United States.

Table 9. Percent Renter-Occupied Units, 1990 Census to 2017-2021 American Community Survey (ACS)				
Location	1990 Census	2000 Census	2010 Census	2017-2021 ACS
Maiden	23.3	24.3	26.5	29.0
Catawba County	25.2	25.5	26.6	29.6
Hickory MSA	25.3	25.7	26.6	28.9
NC	28.6	27.2	33.3	34.1
US	35.8	33.8	34.9	35.4

Source: 1990-2010 Census and 2017-2021 (5-Year) ACS, US Census Bureau.

Table 10 shows a significant increase in the median value of owner-occupied housing units in Maiden between the 2000 Census and the 2007-2011 ACS (27.2%). Median housing value rose another 74.8% to \$172,500 between the 2007-2011 ACS and the 2017-2021 ACS. Median home values gained 26.4% and 24.5% in Catawba County and the Hickory MSA respectively from 2007-2011 to 2017-2021. The 2017-2021 ACS Maiden median housing value was higher than Catawba County or the Hickory MSA, but was less than the North Carolina and United States median value.

Table 10. Median Value of Owner-Occupied Units, 2000 to 2017-2021					
Location	2000	2007-2011 ACS	% Change	2017-2021 ACS	% Change
Maiden	\$77,600	\$98,700	27.2	\$172,500	74.8
Catawba County	\$103,000	\$129,000	25.2	\$163,100	26.4
Hickory MSA	\$93,500	\$118,700	27.0	\$147,800	24.5
NC	\$108,300	\$152,700	41.0	\$197,500	29.3
US	\$119,600	\$186,200	55.7	\$244,900	31.5

Source: 2000 Census, 2007-2011 and 2017-2021 (5-Year) American Community Survey, US Census Bureau.

DRAFT

3

Transportation



TRANSPORTATION

During the development of this plan, the Steering Committee and the residents of Maiden expressed their desire for the Town to maintain its small-town atmosphere – while also planning for a future transportation network that is efficient, offers a range of route options, promotes a mixture of land uses, and furthers the Town’s economic development goals. To achieve these ends, this plan examines the needs of all transportation system users (drivers, pedestrians, wheelchair users, and bicyclists).

TRANSPORTATION AND DESIGN POLICIES

Transportation policies help guide which improvements are made to existing roadways and also set standards for new projects. Policies are in place that require streets to be planned, designed, operated, and maintained to enable safe and convenient travel for all users – regardless of their mode of transportation or ability.

Table 1: State and Regional Transportation Policies

Policy	Policy Description
Complete Streets Policy	This 2019 policy requires NCDOT planners and designers consider and incorporate multimodal facilities in the design and improvement of all appropriate transportation projects in North Carolina. Examples of multimodal facilities include sidewalks, multi-use paths and bike lanes
Greenway Accommodations	In 2015, NCDOT approved guidelines for the accommodation of future greenways under bridges. The guidelines include a decision-making approach and cost-sharing recommendations.
Bicycle Policy	This policy details guidelines for the planning, design, construction, maintenance and operation of bicycle facilities and accommodations.
Pedestrian Policy Guidelines	These policies allow NCDOT to work with local governments to add sidewalks in coordination with highway improvement projects. State funds are available on a sliding scale to match funds provided by the local government, which will be responsible for maintaining the sidewalk.
Administrative Action to Include Greenway Plans	In 1994, the NCDOT adopted administrative guidelines to consider greenways and greenway crossings during the highway planning process. This policy was incorporated so that critical corridors, which have been adopted by localities for future greenways, will not be severed by highway construction.
Bridge Policy	NCDOT’s Bridge Policy establishes design elements for new and reconstructed bridges on the state road system. It includes requirements for sidewalks and bicycle facilities on bridges, including minimum handrail heights and sidewalk widths.

TRANSPORTATION PLANNING AND COMPLETE STREETS

NCDOT’s Complete Streets Policy requires that NCDOT planners and designers consider and incorporate “multimodal facilities” into the design and improvement of all appropriate transportation projects. Examples of multimodal facilities include roads with sidewalks, multi-use paths, bike lanes and wheelchair accommodations.

Importantly, when a state-maintained road is identified for improvements through the project prioritization process – and a locally adopted plan contains specific recommendations for complete street facilities on that road, NCDOT will fully fund the cost of designing, acquiring right of way, and constructing those facilities (not including elements identified as betterments). *However, the local government is required to enter in to a long-term maintenance agreement for all complete street improvements.*

Complete Street Cost Share			
Facility Type	In Plan	Not in Plan, but Need Identified	Betterment
Pedestrian Facility	NCDOT pays full	Cost Share	Local
On Road Bicycle Facility	NCDOT pays full	NCDOT pays full	Local
Separated Bicycle Facility	NCDOT pays full	Cost Share	Local
Greenway Crossing	NCDOT pays full	Cost Share	Local
Transit Facility*	NCDOT pays full	Cost Share	Local

If an improvement is identified during the project prioritization process, but is not included in a local plan, a cost sharing arrangement can be implemented. The amount of cost share is based on the local government’s population.

Cost Share Formula		
Jurisdiction Population*	Cost Participation	
	NCDOT	Local
> 100,000	80%	20%
50,000 to 100,000	85%	15%
10,000 to 50,000	90%	10%
< 10,000	95%	5%
<i>*For counties, the non-municipal county population, OSBM</i>		

It is very important for the Town of Maiden to identify projects with complete street improvements early in the planning process. The Town should work closely with the Greater Hickory Metropolitan Planning Organization (GHMPO) throughout all phases of the project prioritization process to ensure that any desired complete street improvements are included in projects.

IMPROVING AREA ROADS

Jointly adopted in 2018, the 2045 Metropolitan Transportation Plan (MTP) and the Comprehensive Transportation Plan (CTP) recommended several transportation improvement projects in Maiden. Both the MTP and CTP are developed by the GHMPO, in close consultation with locally elected and appointed officials, Town of Maiden staff and NCDOT staff. The MTP is a document that identifies transportation projects in the region within a 25+ year time frame. It is “fiscally constrained”, which means that the costs for projects identified in the MTP must balance with

forecasted state revenues. The CTP looks much farther into the future (30+ years), and identifies projects in a more general way based on projected long-term growth trends and anticipated land use changes. Unlike the MTP, there are no cost constraints in the CTP – it is more of a long-term wish list.

The following projects are not currently funded. They are, however, listed in the GHMPO’s long range transportation plan as needing improvements. The GHMPO is currently updating our the region’s long range transportation plans, therefore descriptions and projects are subject to change.

UNFUNDED PROJECTS:

Metropolitan Transportation Plan

1. **US 321 Business** – Improve traffic flow from N. Carolina Ave (US-321B) to S Main Ave.
2. **Providence Mill Road (SR 1810)** – Intersection improvements at Providence Mill Road (SR 1810), East Maiden Road and US 321-B.
3. **Robinson Road (SR 1146) Extension** extend new two lane facility on new location from NC 10 to Rocky Ford Road (SR 2007).

Comprehensive Transportation Plan

1. **8th Avenue (Maiden)(SR 2000) Extension** - from Union Street north to Providence Mill Road (SR 1810), construct two lane facility on new location and improve existing facility.
2. **East Maiden Road** Safety improvements to SR 1855 (East Maiden Road) from US 321-B (Island Ford Road) to NC 150.
3. **Southern Connector (Maiden)** Construct two lane facility on new location from Salem Church Road (SR 2004) at South Main Avenue (SR 2003) to Island Ford Road (US 321 Business).
4. **Western Connector** from West Maiden Road (SR 2007) to Salem Church Road (SR 2004), construct two lane facility on new location. The Western Loop is a continuation from West Maiden Road (SR 2007) at Zeb Haynes Road (SR 2010) to US 321-B.

FUNDED PROJECT:

Island Ford Road Sidewalk Extension – Extend the existing sidewalk up to an additional 2,500 feet on Island Ford Road to allow safe access to amenities for pedestrians. Right of way: FY 2025 Construction: FY 2027.

MTP AND CTP PROJECT DISCUSSION

The MTP and CTP projects listed above were originally conceptualized when NCDOT’s revenue stream was relatively stable. However, NCDOT has experienced major funding challenges over the last several years and has been forced to re-evaluate the cost effectiveness and viability of many projects across the state. The combination of reduced revenues and increased project costs will impact the types of projects NCDOT will be able to fund over the next several years.

The Town of Maiden should work closely with the GHMPO to identify future projects that will address the Town’s transportation needs and also align with NCDOT’s ability to provide funding. For example, smaller – but impactful – projects that improve safety, accessibility, efficiency and connectivity should be identified. These projects could include turn lanes, multi-use paths for pedestrians and bicyclists, and intersection improvements. In addition,

identifying improvements to shorter road segments that will address multiple needs are more likely to be considered by NCDOT. The projects that provide the most “bang for the buck” are the ones that will have a better chance to secure funding from NCDOT going forward.

FUNCTION AND DESIGN

LAND USE PATTERNS, DENSITY AND TRANSPORTATION PLANNING

Land use patterns make significant impacts on how people travel within a community. The integration of transportation and comprehensive planning can lead to the creation of more transportation choices for people to use while getting around. When popular destinations are placed closer to one another, there are more ways that people can access them – including drivers, pedestrians, wheel chair users, and cyclists.

For example, an office will likely generate trips that begin in residential areas and end at the office. The type of trips that occur are the result of the office’s location relative to the residential area. If the office is a long distance from residential areas, then employees will likely use their vehicles to get to work. If the office is nearby, employees may decide to walk or ride their bicycles to work – provided that sidewalk, shared use paths or bicycle lanes are in place. This is just one example of how decision makers in Maiden can think about land use – and how it relates to transportation planning.

While the locations of different land uses relative to one another is a significant factor in planning for accessibility, so is development density. Dense residential neighborhoods or areas with a high concentration of office, institutional or manufacturing uses require careful consideration of vehicular access needs as well as the needs of pedestrians and/or bicyclists. Where feasible, Maiden should encourage mixed land usage as a way to reduce vehicle trips and lower the costs of transportation projects. Maiden should also encourage growth where there are existing job concentrations or in clusters along existing regional transportation corridors.

ROAD DESIGN, LANDSCAPING AND TRANSPORTATION PLANNING

The design and function of roads can have a significant impact on the identity and character of corridors (like Startown Road, Business 321, West Maiden Road, and Island Ford Road), neighborhoods, and even entire cities or towns. Roads that are designed to move large volumes of vehicular traffic can lead to speeding or create areas that are less visually appealing. Studies have shown that incorporating landscape and streetscape elements (trees, shrubbery, etc.) along roads may help reduce vehicle speeds. These elements can also create a sense of civic pride and provide a pleasant experience for visitors. In short, a carefully planned transportation network can play a major role in making a positive contribution to any community’s overall quality of life and economic development.

Safety and Transportation Planning

Safety is the most important aspect of transportation planning. It is important to examine how the safety of the Town’s transportation network may be affected by growth and new development – and it is equally important to evaluate if shorter term improvements need to be made in order to improve safety.



Complete street elements include sidewalks (left), multiuse paths (right) and bicycle lanes.

Safety improvement projects (referred to as “modernization projects” by NCDOT) can include the construction of new turn lanes, the straightening of curves, the installation of rumble strips, and other improvements.

Social Equity, Community Health and Transportation Planning

Socioeconomic health is impacted by where we live, learn, work and play. Maiden’s transportation system makes up a large part of the Town’s physical environment, and is therefore a major social and economic determinant of the community’s overall health:

Social Equity: the construction of safe and equitable transportation infrastructure (for vehicles, pedestrians, wheelchair users and bicyclists) helps create economic and social opportunities for users, regardless of income, age or ability.

Social equity also includes access to public transportation. Western Piedmont Regional Transit Authority (WPRTA) currently offers Demand Response Van Service in Maiden. WPRTA is hoping to expand its services and offer microtransit as well as additional fixed routes to the region. Microtransit is a relatively new concept which allows curb to curb same day service upon a simple call to dispatch. Ridership through Microtransit is expected to continue to increase with the rollout of an app that can be used for booking trips. This app will allow riders the ability to book trips from their phone. Additionally, the app will also assist drivers by creating on demand customized routes based on rider locations and destinations.

Physical activity/obesity: the increased availability of safe and equitable transportation infrastructure and the resulting connectivity improvements to popular destinations can encourage residents to become more active.

Air pollution and associated respiratory and heart diseases: the increased availability of additional transportation options can help reduce traffic congestion and vehicle trips – and reduce air pollution.

As the Town evaluates future transportation improvement projects, it should consider how to improve connections to key community destinations (like grocery stores, schools, downtown, and parks). The Town will need to continue to address gaps in its pedestrian network in order to ensure that all residents have a safe way to access the benefits that the community has to offer.

ACCESS MANAGEMENT, SITE DESIGN AND TRANSPORTATION PLANNING

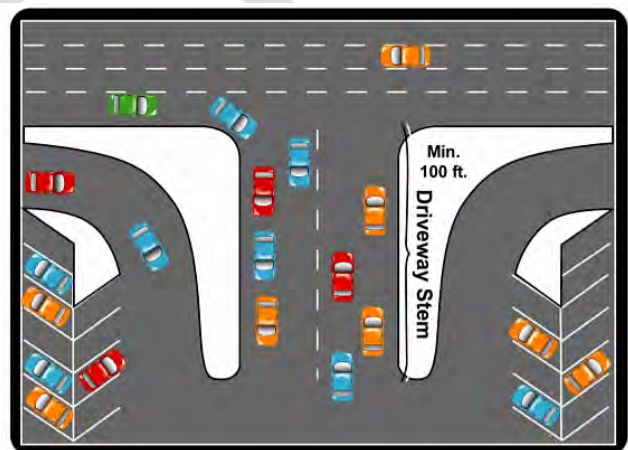
Drivers need safe and efficient ways to access roads from adjacent land uses. The way in which this access is provided can have a significant impact on traffic flow, crashes, and bicycle/pedestrian safety. For example, determining the number and spacing of driveway cuts at a new shopping plaza which is located along a main road is a type of access management.

If a shopping plaza has only one entry/exit point leading to a main road, drivers on the main road will only have to focus on the vehicles which are using that one entry/exit point. Conversely, if a shopping plaza has multiple entry/exit points, drivers on the main road and pedestrians using sidewalks will have to focus on all of the vehicles using each of those entry/exit points, potentially increasing the number of crashes. In this example, using one access point would likely reduce the potential for crashes, while also improving traffic flow on the main road. An example like this could be applied to new developments along the Startown Road, Business 321, Island Ford Road or West Maiden Road corridors.

The type of access management needed will vary significantly based on land uses and road types. Comprehensive plans need to consider how vehicular access requirements will be influenced by individual land use activities.

Effective access management methods include:

1. Limiting driveway cuts.
2. The placement of medians to prevent unsafe turning.
3. Constructing safe vehicle turn lanes.
4. Allowing vehicles to move between adjacent developments via parking lots or access roads, rather than getting back on the main road to do so.
5. The Town should continue to work with developers and NCDOT to ensure that effective access management methods are used – particularly along the Startown Road, Business 321, Island Ford Road and West Maiden Road corridors.



The location and design of building sites (next to roads) can also significantly impact traffic flow. When buildings are located closer to roads, drivers tend to slow down – because the closer proximity to the buildings makes drivers more aware of their surroundings. Drivers feel more “friction” because buildings are closer. Conversely, buildings placed farther back from the road, behind parking lots, often make drivers feel that they can exceed speed limits. The Town of Maiden should encourage developers to locate buildings closer to the roadway along main corridors (like Startown Road, Business 321, Island Ford Road and commercial/high density residential areas of West Maiden Road), while also placing parking lots behind buildings. This could also have the added benefit of creating a green space between roads and buildings, which can be used to build safer sidewalks or multi-use paths – as well as landscaping.

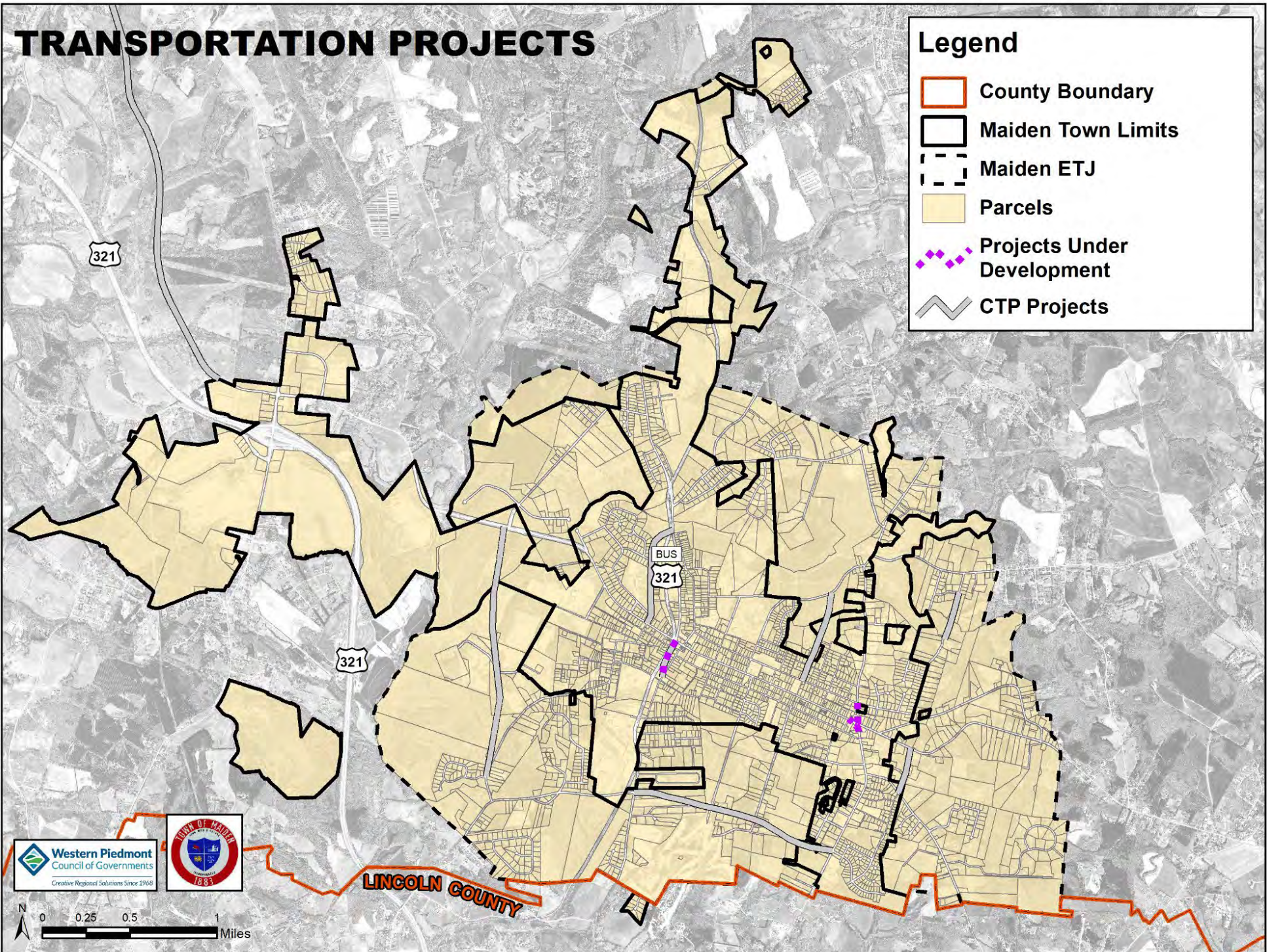
STEERING COMMITTEE DISCUSSIONS

Several topics were discussed during the transportation meeting with the Steering Committee, including the fact that more development in the Startown Road/West Maiden Road/West Main Street areas is likely to occur, leading to even heavier traffic in an area with existing traffic concerns. In addition, Steering Committee members discussed the need

for improved truck turning radii at intersections along South Carolina Avenue and discussed their concerns about heavy traffic on South Main Avenue during shift changes at the Ethan Allen facility. Committee members discussed potential ways to improve the North/South Main – East/West Main intersection downtown, and the Town’s desire to develop a pedestrian/bicycle rail trail along the inactive NCDOT-owned rail line. Also discussed was the sidewalk project running along Island Ford Road (extending from Don’s Grill to the church).

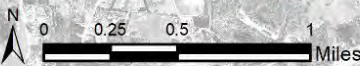
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TRANSPORTATION PROJECTS



Legend

- County Boundary
- Maiden Town Limits
- Maiden ETJ
- Parcels
- Projects Under Development
- CTP Projects



This map is a graphic representation and should only be used for illustrative purposes. Map created with data provided by Catawba County GIS, NCDOT, and ESRI

TRANSPORTATION RECOMMENDATIONS

1. Work closely with the Greater Hickory Metropolitan Planning Organization (GHMPO) to plan projects that will address the needs of the Town while also remaining cost competitive.
2. Work with the GHMPO to proactively plan for anticipated growth in the Startown Road/West Maiden Road/West Main Street areas.
3. Encourage new developments along Startown Road, West Maiden Road, US 321 Business and Island Ford Road to locate buildings closer to the roadway and put parking lots in the rear of buildings.
4. Continue to work with GHMPO and NCDOT to improve the North/South Main – East/West Main intersection.
5. Work with the GHMPO, NCDOT, and nonprofit trail planning organizations to explore the feasibility of creating a “rails to trails” greenway along NCDOT’s inactive rail line.
6. Work with the GHMPO and NCDOT to address intersections with inadequate truck turning radii.
7. Work with GHMPO and WPRTA to identify public transit needs. Support WPRTA’s transit expansion efforts.
8. Incorporate adopted plans to create a community-oriented environment that encourages walking, while also supporting other modes of transportation. Promote the development of bicycle and pedestrian facilities.
 - a) Develop a Sidewalk (Pedestrian) and Bicycle Plan to improve recreational options for residents, using federal Transportation money, where appropriate, for building sidewalks, trails and bike paths.
 - b) Work with NCDOT to link community destinations (residential areas, parks, schools, retail locations, and businesses) by incorporating complete street elements (sidewalks, multiuse paths, etc.) into future improvement projects.

4

Resources & Services



RESOURCES & SERVICES

PUBLIC SERVICES

This chapter examines the services provided by the Town of Maiden to its citizens. To simplify the discussion, we describe these services in five categories: water, sewer, electric services, parks and recreation and public safety. This chapter analyzes the level of existing service, describes departmental goals, notes future issues and concerns, affirms policies and suggests strategies to implement those policies.

ELECTRICAL SERVICE IN MAIDEN

The Town of Maiden, with six full-time workers in its electric department, currently operates a municipal public power system that is a part of North Carolina Municipal Public Power Agency 1. Maiden power grid has a start dating back to 1920. This system, comprised of eight circuits containing over 60 miles of electrical cable and over 1700 utility poles, serving 1186 customers. Electric customers are divided as follows:

Town of Maiden Electric Customers	
990	Residential
196	Commercial / Industrial / Institutional
1186	Total Customers

Maiden is seeing a considerable residential growth with expected total growth of electrical customers expected to exceed 1500 over the next 5 years. The total number of megawatts sold was 69.658 over the past year. By far industrial and commercial customers use the most megawatts hours of electricity. Growth in the future is projected to be derived mostly from residential customers, but the industries that may be added will continue to demand substantially more electricity.

The Town of Maiden is a member Electricities of North Carolina, a non-profit organization serving cities, towns and universities that own electric distribution systems. Electricities represents approximately 63 member cities, towns and universities in North Carolina. Formed back in 1965 to protect the interests of public power and their customers, and to provide a unified voice to speak out in the North Carolina legislature, Electricities continues to serve public power communities.

Future electrical system upgrades are being focused on grid resilience, increase reliability and customer access to daily reads and energy consumption. EV's and solar power is still a daily moving target in regard to growth and grid modernization.

WATER SERVICE

The Town currently under contract with the City of Hickory for bulk water purchase. The current agreement runs until 2027 with another 20-year option ending in 2047. Average water use currently is approximately 1.0 million gallons per day. The currently contract allow Maiden to purchase up to 3.0 million gallons per day with an option to purchase an additional 3.0 million.

Virtually all areas within the Maiden Town Limits have water service. Map 3 shows “Existing and Proposed Waterlines” for areas beyond the Town Limits, including the ETJ and the Growth Boundary Area.

Key issues facing the water department are maintaining the existing water system and funding the replacement and expansion of the system to meet future demand. Replacement of water lines is determined by line capacity and breakage history.

Maiden currently has around 2300 water customers with a majority of system usage and revenue coming from industrial usage.

SEWER SERVICE

The Maiden sewer plant's current treatment capacity is 1,000,000 gallons per day. Current daily average flows are around 440,000 gallons. Out of the 1.0 million gallon per day permit, only 800,000 gallons of average daily flow can be used. Once the average daily flow plant reaches 80% capacity, plans for a sewer plant expansion need to be made. Expansion plans and plant upgrade option are currently being studied.

FIRE







The fire fighters of the Town of Maiden Fire Department are committed to delivering best in class service to their community. The Town of Maiden's Fire Department consistently delivers the highest quality service possible to properties within the town limits and within the Maiden Rural Fire District. The fire department currently operates out of two fire stations with locations on Main St. and Startown Rd. The Town of Maiden is currently finalizing plans to build a new fire department. The Fire Department staff consists of 6 full-time fire fighters including a full time chief, 17 part-time fire fighters and 16 volunteers.

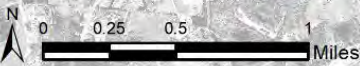
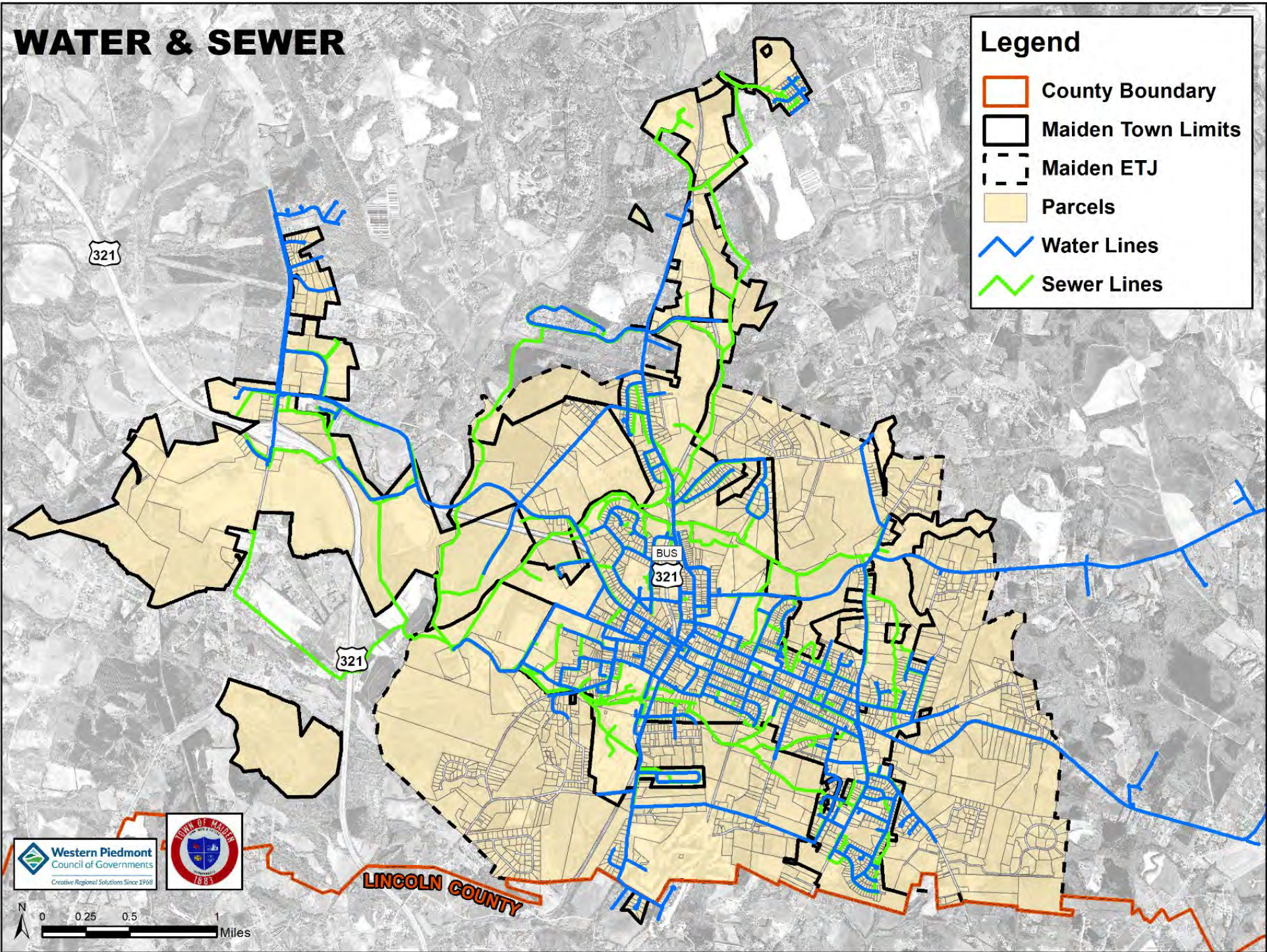
POLICE

The Town of Maiden's Police Department is dedicated to the duty of protecting life and property by providing outstanding service to the residents of Maiden. The Maiden Police Department believes that keeping the town safe requires a community-oriented philosophy that revolves around collaborative problem-solving strategies. The department has 21 full-time officers, and 3 reserve officers. Our officers are also active in the local schools with School Resource Officers placed in each of the 3 Maiden Schools in town.

WATER & SEWER

Legend











-  County Boundary
-  Maiden Town Limits
-  Maiden ETJ
-  Parcels
-  Water Lines
-  Sewer Lines

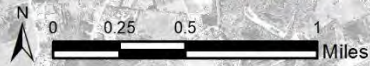
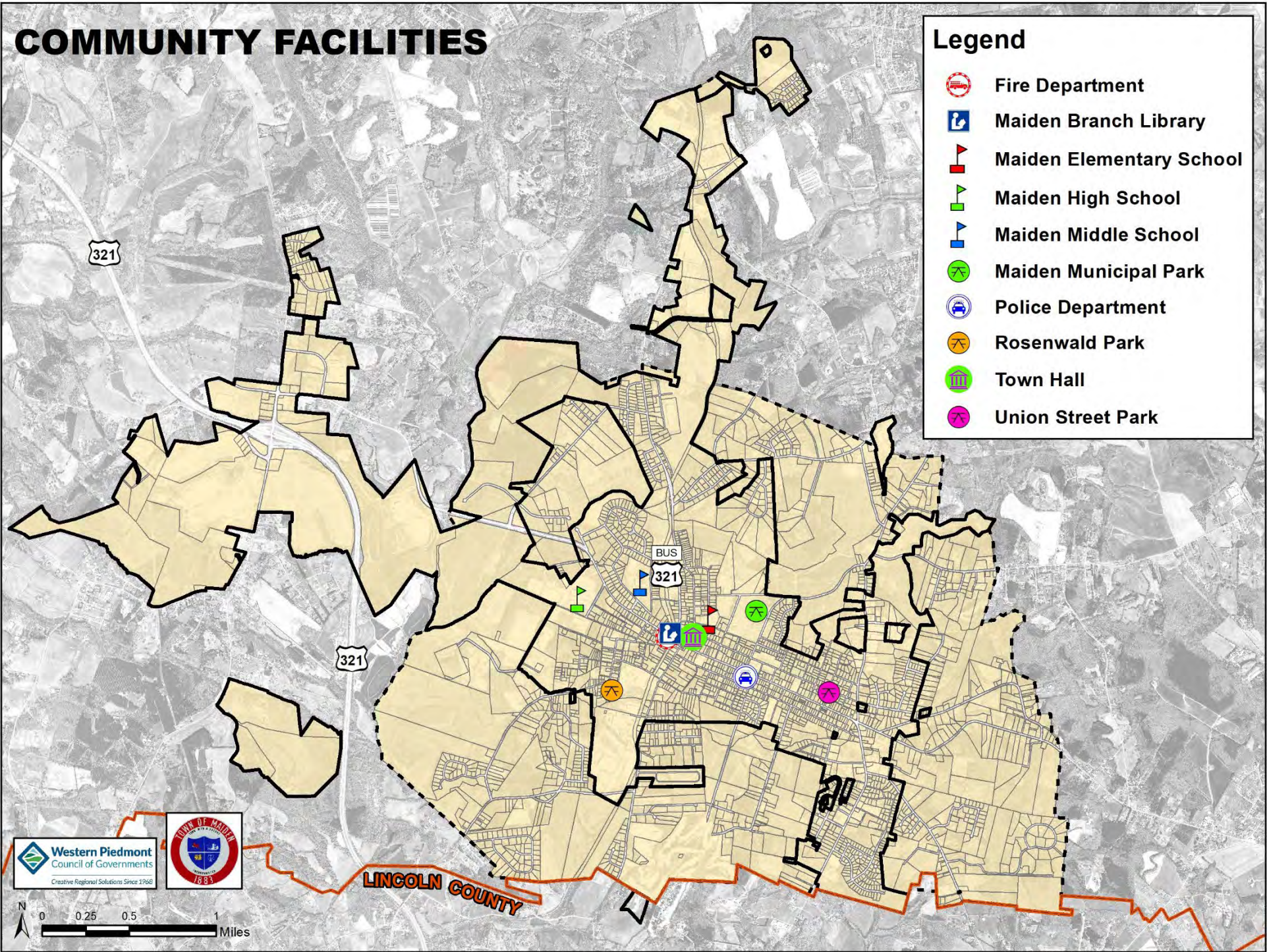


LINCOLN COUNTY

COMMUNITY FACILITIES

Legend

-  Fire Department
-  Maiden Branch Library
-  Maiden Elementary School
-  Maiden High School
-  Maiden Middle School
-  Maiden Municipal Park
-  Police Department
-  Rosenwald Park
-  Town Hall
-  Union Street Park



RESOURCES AND SERVICES RECOMMENDATIONS

Electrical Services

1. Maiden should fund the replacement and upgrading of the existing system and expand the system to accommodate new customers and increase the Town's existing electrical system to accommodate residential, commercial and industrial growth.
 - a. The Maiden electrical department should continue its on-going process of replacing electrical lines, poles, transformers and other parts of the electrical system.

Water and Sewer

1. The Town's water & sewer should continue to expand, develop and improve service within the existing system.
 - a. The Town should pursue more interaction with Catawba County, to assist in meeting projected water and sewer needs as annexation occurs.
 - b. Existing lines should be replaced on an as-needed basis to maintain system quality or when greater capacity is demanded.

Fire and Police Services

1. As the Town grows, the Fire and Police Departments should grow to accommodate the increased need for protection.
 - a. Provide equipment and staff as necessary to maintain the current Fire Insurance Service Office rating.
 - b. Continue to add police and fire staff as necessary to serve the population.
2. Promote public participation and an awareness of public safety plans and programs.
 - a. Continue to participate in educational programs at Maiden schools to assist young citizens.
3. Establish and maintain public information awareness and community involvement in the police process.
 - a. Continue community policing to create new and build stronger relationships between the police department and citizens.

5

Parks & Recreation



PARKS & RECREATION

With projected residential development expanding throughout the Town’s jurisdiction, it is reasonable to expect increasing demand for recreation activities and facilities. It is important to envision parks and recreation provision as a service to residents as well as a tool to promote economic development and tourism. The purpose of this section is to establish priorities for recreation development in the Town of Maiden over the next ten years. Maiden can use new developments as a space to encourage public greenspaces. Outdoor public spaces allow additional green space and public seating areas for residents and community members. The creation of these spaces will increase the number of public outdoor spaces found throughout the town. The increase of new and existing residences places a higher significance on building connected communities.

The Town has recently adopted a Maiden Municipal Park Master Plan. This plan serves as a guide for the future development of Maiden Community Center and Park. This section incorporates recommendations to accomplish the objectives set forth in the Master Plan. This plan will also act a guide for the continued maintenance and enhancement of Maiden’s current recreation assets. The town’s adoption of a Municipal Park Master Plan will potentially help with securing funding for future development of recreation facilities when applying to various grants (PARTF,CWMTF, ECT.) and pursuing other funding sources.

The Town of Maiden Parks and Recreation Department offers full-service parks and recreation facilities and activities (organized and individual). The four full-time and other part-time employees offer a number of organized activities (youth and adult) which include sports, social activities, many different type classes and a nutrition site. According to the survey responses received from Town citizens, recreation is one of the issues that needs to be continually evaluated and possibly expanded to meet the increased needs of the Town.

Current programs include the following activities:

- Youth Athletics – Football, Soccer, Basketball, Baseball, Softball, Volleyball
- Adult Athletics – Softball, Basketball, Volleyball
- Classes –Karate, Tumbling, Senior Morning Out
- Social – Homeschool Group, Summer Camps, Special Programs
- Other – Election Site, Nutrition Site

Possible Future Athletic Programs:

- Flag Football/Cheerleading

Current Town facilities include the following:

- Maiden Community Center
- Maiden Municipal Park
- Union Street Park
- Rosenwald Park
- Baseball/Softball Complex

Possible Future Facilities:

- Dog park
- Amphitheater/shelter with restrooms
- Sports fields

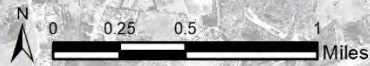
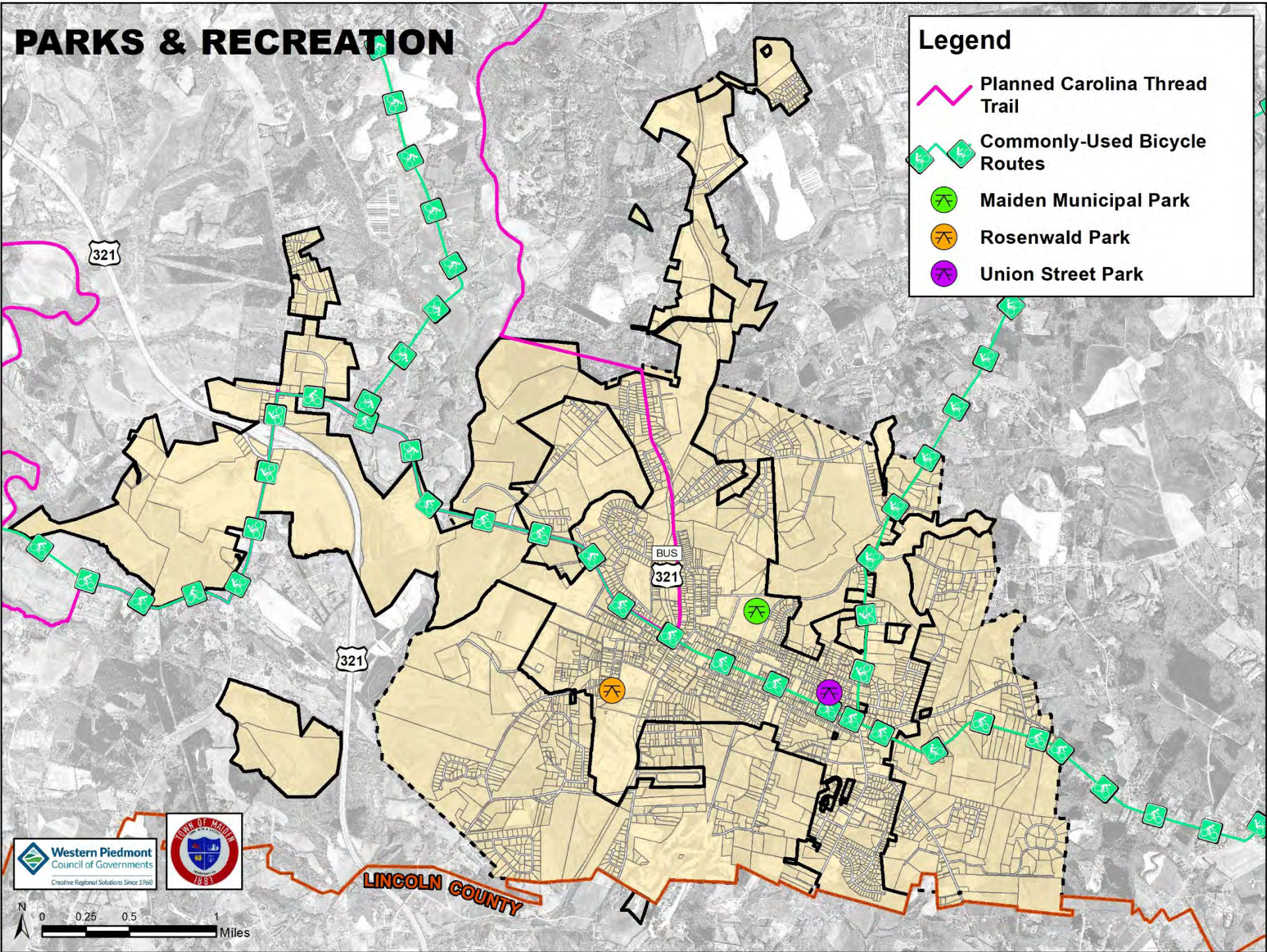
With regard to passive recreation opportunities and open space, greenways offer particular promise for Maiden. The future development of parks and open spaces should take into account equitably distribution of opportunities for residents. Building a healthy and connected community can be done by evaluating the current pedestrian and bicycle facilities to take into account new growth. One of the steps to encourage a pedestrian and bicycle friendly town is to identify gaps in sidewalk infrastructure. The town can also recognize areas that may discourage cyclists due to unsafe conditions. This can then help to determine what types of bicycle infrastructure could improve cyclist safety and encourage more use of the area. The town can continue to pursue grants in order to assist in the funding of green spaces, sidewalk infrastructure, and bike paths.

DRAFT

PARKS & RECREATION

Legend

- Planned Carolina Thread Trail
- Commonly-Used Bicycle Routes
- Maiden Municipal Park
- Rosenwald Park
- Union Street Park



Maiden Municipal Park Preliminary Master Plan

PHASE 1

- Amphitheater / Terraced Seating
- Stage / Orientation
- Stage Access / Band
- Restrooms / Band Break Area
- Parking Expansion

Existing		340 spaces
Street	51	
Community Center	117	
Fields 1 & 2	93	
Field 4	29	
Field 3	32	
Playground	18	
Loss		68 spaces
New		234 spaces
Total		506 spaces
Net Gain / Parking		166 spaces
People		1,500 – 2,000

PHASE 2

- Splash Pad Picnic Shelter / Restrooms
- Playground Expansion

PHASE 3

- Community Center Expansion



PARKS AND RECREATION RECOMMENDATIONS

1. Continue to follow the recommendations established in the Maiden Municipal Park Master Plan.
2. The Recreation Department should ensure that funding is available to maintain the current level of service provided Town citizens.
 - a. Grants for parks and recreation should be sought when available.
3. Maintain and enhance existing recreational facilities in the Town.
4. Continue to promote town hosted events, festivals, and sporting opportunities within the town.
5. Renovate the Recreation Center to accommodate additional non-sport related activities and expand the gym.
6. Future park development and open spaces should be planned to provide for the rational and equitable distribution of recreation and open space opportunities.
7. In determining future sites for park, recreation and open space facilities, multiple objectives for natural area conservation, visual enhancement, promotion of cultural and historic preservation, watershed and flood prone area protection should be considered.
8. Land acquisition for new recreation sites should be encouraged to achieve desirable locations at cost effective levels.
9. The identification and appropriate development of a system of open space greenways should be encouraged for both recreation and alternative transportation purposes. The use of natural corridors such as streams, floodplains, and secondarily, man-made corridors such as utility and transportation rights-of-way and easements, should be emphasized.
 - a. Explore the possibility with NCDOT to acquire the railroad right-of-way in downtown to develop as a greenway
10. Evaluate the Town's current pedestrian and bicycle facilities.
 - a. Identify gaps in sidewalk infrastructure and areas that need improvement.
 - b. Identify areas that are dangerous for bicyclist and determine what types of bicycle infrastructure could improve cyclist safety.



Natural & Cultural Resources



NATURAL & CULTURAL RESOURCES

MAIDEN NATURAL RESOURCES

Environmental quality covers a broad range of issues. These issues may include the following:

1. Protection of water quality,
2. Protection of air quality,
3. Sewer collection and treatment,
4. Controlling development in sensitive areas (floodplains, watersheds),
5. Solid waste disposal and recycling,
6. Water and energy conservation,
7. Storm water management, runoff and drainage
8. Hazardous waste disposal,
9. Other source of pollution (excessive noise, odor, and light pollution).

Land use, water quality, water supply and wastewater infrastructure are interrelated. As precipitation runs across land surfaces, it may scour or dissolve materials, transporting them to streams. When it infiltrates soil, it may carry with it materials from the surface. As it moves through soil, it can dissolve and transport materials. Those substances, which reside in either land surfaces or in soils, can degrade the quality of water used for human consumption and habitats for aquatic species. The extent of this degradation is determined in large part by uses to which the land is put, location of land uses to water uses, the infrastructure technology employed, and the practices by which land use and infrastructure impacts are managed.

The manner in which land is developed and managed can also affect how much of the precipitation runs off, how much of it infiltrates to soil, where it runs off and at what velocities it runs off. As land is converted from either forest or agricultural uses to urban uses, the amount of land available for infiltration is reduced and velocities of flow are increased as runoff is guided to channels with lower resistance to flow.

Degradation of water quality and aquatic habitats occurs within a variety of locations within urban or rural water management systems, including:

1. Urban stormwater runoff,
2. Overflows from wastewater collection systems and bypassing of wastewater pumping stations and treatment plants,
3. Seepage from septic tank drain fields,
4. Runoff from agricultural fields, construction activity, forests, and mining operations,
5. Runoff from isolated industrial areas,
6. Runoff and overflows from concentrated animal operation,
7. Runoff to drinking water sources,
8. Infiltration to wellfields,
9. Accidental spills of toxic materials,
10. Destruction of forested riparian areas,
11. Destruction of wetlands.

It is important to protect and preserve these and other natural resources. Environmental threats and changing federal and state regulations will impact the Town in the future. Maiden will need to strive to balance promoting economic development and preserving natural resources.

This chapter will evaluate the Town's existing natural characteristics and its relationship to the built environment. Information from this chapter should be used to help guide future land use decisions. For example, development within floodplain areas should be restricted or not allowed because flooding can have disastrous impacts, both in terms of private property damage and the use of tax dollars for clean-up and debris removal.

Specifically, this chapter will examine the environmental factors related to land use planning including watershed and floodplain development and water quality.

FLOODPLAIN

Floodplain regulations are another example of locally enforced, state-mandated laws. The Town has an interest in discouraging development in the floodplain for public safety reasons. In the Town of Maiden. Within the Town's planning jurisdiction, there are two types of designated flood zones with distinct sets of rules: the Floodway and the Flood Hazard-AE Zone. Clarke Creek and Maiden Creek make up the majority of floodplain in Maiden.

The Town participates in FEMA's Flood Damage Prevention and Insurance Program as outlined in the Flood Damage Prevention Ordinance. Floodplain management is generally defined as a comprehensive program of preventative and corrective measures to reduce losses associated with flooding. Floodplain management measures may include, but are not limited to, land use regulations (including new development and construction policy), construction of flood control projects, flood-proofing, floodplain preservation, acquisition of flood-prone properties, education, and implementation of early warning systems.

The floodway is the channel of a river, or any waterway, and the adjacent land that must be reserved in order to pass the base flood discharge without increasing the identified base flood elevation (BFE). To avoid the risk of sediment, construction, or plant debris being swept downstream, the floodway is classified as a "non-encroachment area" (NEA), meaning that no land-disturbing activity should occur there without the completion of a detailed hydrologic study which proves that the activity will not affect downstream water levels. As a general rule, no structures, other than public bridges, are allowed in the Floodway.

The Flood Hazard-AE Zone denotes areas that have a one percent probability of flooding in any given year. New structures are allowed within the AE Zone if a floodplain permit is obtained. A floodplain permit requires all new construction to meet certain standards. The basement and/or foundation (the lowest floor level) must be elevated to or above the BFE. Many property owners choose to build outside of the floodplain to avoid carrying the necessary flood insurance.

STORMWATER

EPA's Stormwater Phase II Ordinance is intended to improve water quality by reducing the number of pollutants that are picked up by stormwater, carried into municipal separate storm sewer systems (MS4s), and ultimately discharged into local rivers streams without being treated.

These pollutants can include oil and grease from roadways, pesticides from lawns, sediment from construction sites, and carelessly discarded trash, such as cigarette butts, paper wrappers, and plastic bottles. These pollutants can impair the waterways when deposited through MS4 discharges and discourage recreational use of the resource, contaminate drinking water supplies, and interfere with the habitat for fish, other aquatic organisms, and wildlife.

The Town's Stormwater Ordinance limits the amount of impervious surface that can be developed within a watershed – which in turn reduces the amount of stormwater runoff that enters streams or lakes. Impervious surfaces prohibit water from reaching and percolating into the ground and also facilitate the flow of pollutants such as oil and road salt into nearby bodies of water. Examples of impervious surfaces include paved roads and parking lots, rooftops, sidewalks, and even gravel parking lots.

IMPAIRED STREAMS

Clark Creek and a small portion of Maiden Creek are both on the NC 303d list of impaired streams. They are impaired for benthos, or benthic macroinvertebrates. Benthic macroinvertebrates are bio-indicators which can inform the levels of water quality due to their presence or absence. These streams could suffer from excess sedimentation, degraded habitat for aquatic organisms, fecal coliform bacteria contamination, excessive stormwater flows, and pollutants such as nutrients, metals, and other toxicants from various non-point pollution sources.

WATER RESOURCES

Legend

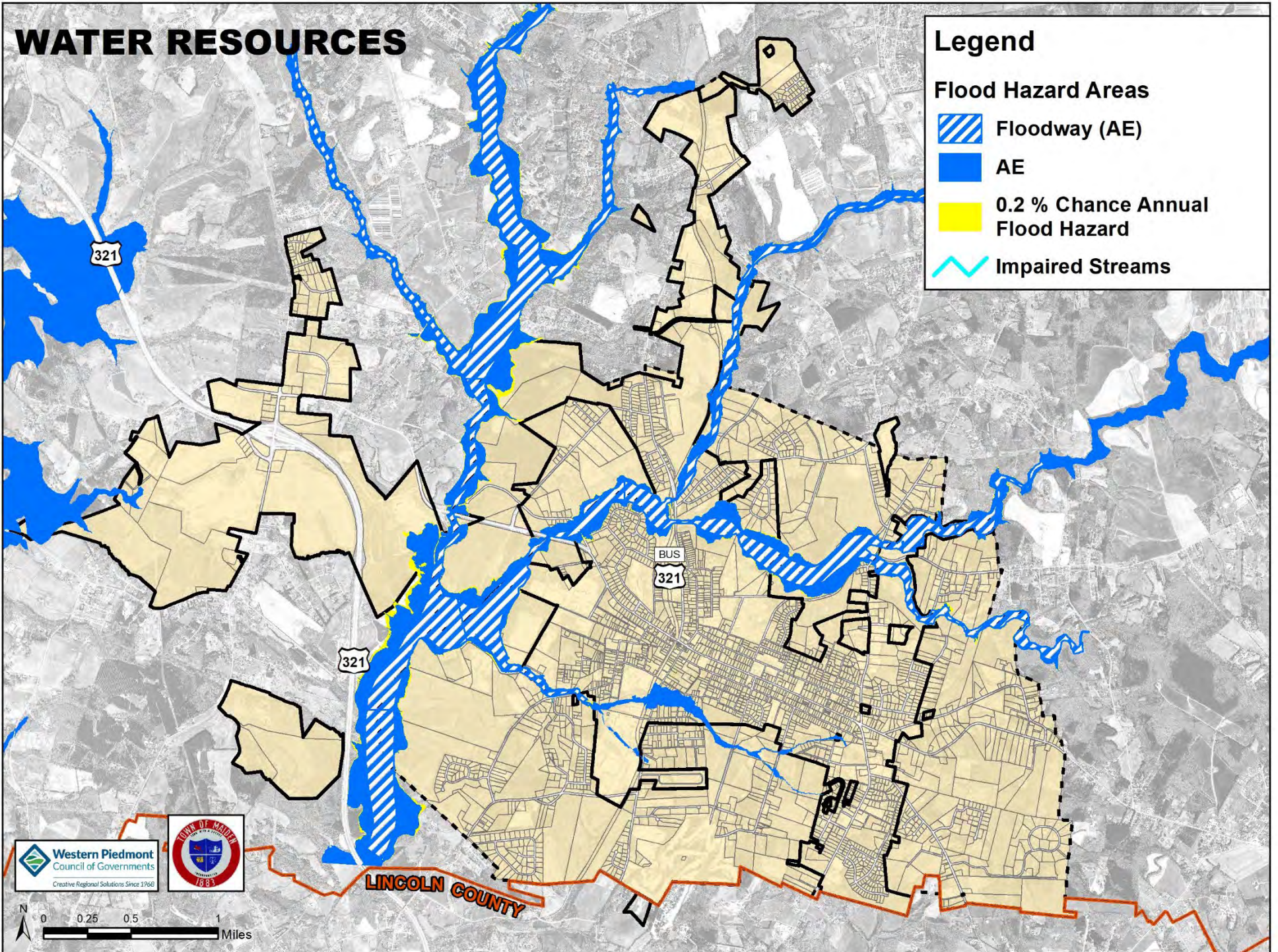
Flood Hazard Areas

 Floodway (AE)

 AE

 0.2 % Chance Annual Flood Hazard

 Impaired Streams



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LINCOLN COUNTY

OPEN SPACE

The North Carolina Parks and Recreation Trust Fund (PARTF) provides grants to local governments for the acquisition of land to be used for public recreational use. Additionally, PARTF grants can be used to protect natural and scenic resources or to renovate older park facilities.

Similarly, the NC Land and Water Fund (formerly CWMTF) provides grants to local governments for projects that specifically address water pollution problems. The NC Land and Water Fund may fund projects to acquire land that “represents the ecological diversity of North Carolina”. Town of Maiden should also be aware of the NC Land and Water Fund program and how it can be used to help the Town achieve its natural resource and environmental planning goals.

CULTURAL & HISTORIC RESOURCES

The National Register of Historic Places is the official list of the Nation's preservation-worthy historic places. The Register includes significant properties, which are further divided into buildings, sites, districts, structures, or objects. The National Register of Historic Places is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect America's historic and archeological resources.

NATIONAL REGISTER

The North Carolina State Historic Preservation Officers (SHPO) carries out many historic preservation responsibilities including surveying, evaluating and nominating properties for inclusion in the National Register.

If a property meets the criteria to be on the National Register, the National Park Service designates the property as “Determined Eligible” for listing. However, a property so designated will not yet be formally listed in the Register. Properties that are eligible for the National Register, but not listed, do not qualify for federal rehabilitation tax incentives, federal tax incentives for preservation easements on historic buildings and sites, or National Park Service grants.

In North Carolina, the placement of a property or district on a "Study List" constitutes the first step toward nomination to the National Register. The Study List identifies properties and districts that are likely to be eligible for the National Register, giving the green light to sponsors and staff to proceed with a formal nomination with reasonable assurance that the property can be successfully nominated.

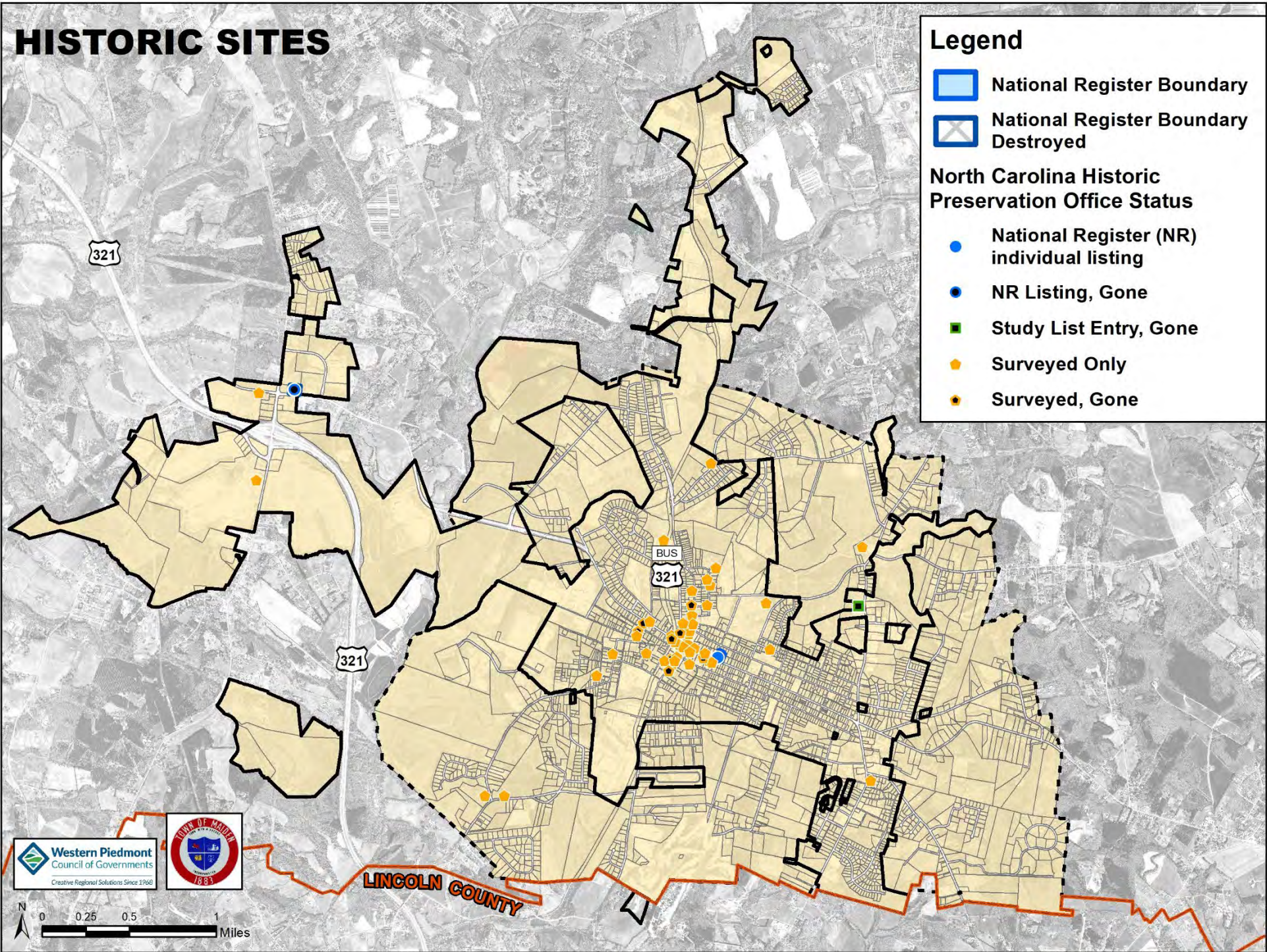
According to the State Historic Preservation Office, there is one site in the Town of Maiden that is listed in the National Register. There were twelve properties on the Study List which are unfortunately gone. Figure 6-4: Historic Sites illustrates where those places are located.

Listing sites on the National Register of Historic Places is a way to preserve historically significant structures. Economic Development and Tourism experts have found the preservation of historic places and cultural events attract tourists. Tourists enjoy learning about an area, spending money to dine, staying the night, going to festivals,

and perhaps taking something back home to remember their experience. Attracting these visitors represents an opportunity for Maiden and Catawba County.

Status	Site Name	Location
National Register individual listing	Memorial Reformed Church	201 E. Main St. Maiden
National Register Listing, Gone	Miller-Cansler House (Gone)	N side SR 2007, 0.5 mi. E of jct. w/SR 1005 Maiden vici*
Study List Entry, Gone	Mike Keener House (Gone?)	402 W. Main St. Maiden
Study List Entry, Gone	J. S. Ingle House (Gone?)	200 S. Main Ave. Maiden
Study List Entry, Gone	Commercial Building (Gone)	14 Main St. Maiden
Study List Entry, Gone	E. L. Propst Building (Gone)	W. Main St. Maiden
Study List Entry, Gone	Rebbs-Carpenter Co. (Gone)	W. Main St. Maiden
Study List Entry, Gone	House (Gone)	102 E. Main St. Maiden
Study List Entry, Gone	Morgan McCaslian House (Gone?)	108 S. C Ave. Maiden
Study List Entry, Gone	Keener House (Gone?)	Carolina Ave. - 1 blk N jct w/ Main Maiden
Study List Entry, Gone	House (Gone?)	207 S. Main Ave. Maiden
Study List Entry, Gone	Sim Caldwell House (Gone?)	310 N. Main St. Maiden
Study List Entry, Gone	Commercial Building (Gone?)	100 W. Main St. Maiden
Study List Entry, Gone	Fullenwider House (Gone)	W side SR 1810, 0.65 mi N of jct. w/US 321 & SR 1855 Ma*
Surveyed Only	M. Lineberger House	108 E. Main St. Maiden
Surveyed Only	T. D. Fingers House	203 S. Main Ave. Maiden
Surveyed Only	Black House	204 S. Main Ave. Maiden
Surveyed Only	House	Cor of N C Ave. and W. Main Maiden
Surveyed Only	House	306 S. D St. Maiden
Surveyed Only	Phillip Camel House	SR 321 Maiden
Surveyed Only	Carolina Mills	N. Carolina Ave. Maiden
Surveyed Only	Commercial Building	NC 321 (E of jct w/ Carolina Ave.) Maiden
Surveyed Only	Smith-Campbell Building	E Main St. Maiden
Surveyed Only	Wilson Block	E Main St. or Carolina Ave. Maiden
Surveyed Only	South Fork Institute (Approximate site)	Maiden
Surveyed Only	Dixie Gin (Approximate site)	Boyd St. Maiden
Surveyed Only	J. Smith Campbell House	110 E. Main St. Maiden
Surveyed Only	Carpenter House	39 E. Main St. Maiden
Surveyed Only	S. M. Finger House	40 E. Main St. Maiden
Surveyed Only	Harbinson House	420 N. Main St. Maiden
Surveyed Only	Crouse-Keener House	12 Main Ave. Maiden
Surveyed Only	Whisenant House	16 N. Main Ave. Maiden
Surveyed Only	Boyd Family Cemetery	S. B St. Maiden
Surveyed Only	Union Mills Mill Dist.	Between Union, School, N. 4th, & N. 5th Sts Maiden
Surveyed Only	House	402 N. First St. Maiden
Surveyed Only	Commercial Buildings	W. Main St. Maiden
Surveyed Only	Drum Building (Approximate site)	109 W. Main St. Maiden
Surveyed Only	Farm Cooperative Building	203 S. Main St. Maiden
Surveyed Only	Sim Caldwell House (Approximate site)	310 N. Main St. Maiden
Surveyed Only	House	Jct SR 1880 & SR 1881 Maiden vicinity
Surveyed Only	Providence Mills	SR 1810 & jct w/ SR 1874 Maiden vicinity
Surveyed Only	Maiden Rosenwald School	End of Potts Street Maiden
Surveyed Only	Bost House	SR 1005, 0.5 mi S of jct w/ SR 2007 Blackburn vicinity
Surveyed Only	M. R. Dix House	109 S. Main Ave. Maiden
Surveyed Only	Whitener House	113 S. Main Ave. Maiden
Surveyed Only	Holk House (Approximate site)	509 N. First St Maiden
Surveyed Only	Cline-Jossies House	425 N. First St. Maiden
Surveyed Only	Knipe House (Approximate site)	514 N. First St. Ext. Maiden
Surveyed Only	House	SR 2007 200 yds W of jct w/ SR 1005 Blackburn-Startown *
Surveyed Only	House	SR 2004 300 yds S of jct w/ SR 2006 Maiden vicinity
Surveyed Only	G. W. Bost House	SR 2005 100 yds N of jct w/ SR 2004 Maiden vicinity
Surveyed Only	Anderson-Finger House	112 S. C Ave. Maiden
Surveyed Only	House	101 E. Main St. Maiden
Surveyed Only	Jossie House	110 N. Main Ave. Maiden
Surveyed Only	Lorenzo Heffner House (Approximate site)	1 blk N jct w/ Main on Carolina Ave. Maiden

HISTORIC SITES



Legend

 National Register Boundary

 National Register Boundary Destroyed

North Carolina Historic Preservation Office Status

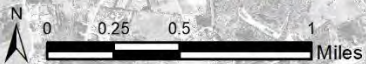
 National Register (NR) individual listing

 NR Listing, Gone

 Study List Entry, Gone

 Surveyed Only

 Surveyed, Gone



NATURAL & CULTURAL RESOURCES RECOMMENDATIONS

1. Protect the natural environment through orderly growth management techniques that preserve open space for communities and safeguards its natural resources.
 - a. Encourage developers to use innovative stormwater treatment techniques such as pervious pavement and sidewalks, bio swales, or bio-retention cells to reduce flooding and improve water quality.
 - b. Continue to monitor Clark Creek and Maiden Creek impairments and pursue opportunities for restoration through NCDEQ or EPA grants.

2. Protect the historic fabric of the Town through preservation and by assigning importance to structures and/or districts of known historical values.
 - a. Maintain structures of value that are listed as determined eligible or are on the study list for the National Register of Historic Places.

7

Economic Development



ECONOMIC DEVELOPMENT

Economic Development is the process by which the local economy and the socio-economic well-being of the citizens are improved. Local governments can work with the private sector to create the kind of conditions that lead to economic growth. For example, local governments can recruit major employers to locate in suitable areas, work with existing businesses to encourage growth, or create opportunities for entrepreneurial development.

A primary goal of this Plan is to evaluate the Town's overall economic climate by examining local economic trends within Catawba County and the surrounding area. Note that the other sections of this Plan also address additional key aspects that contribute to economic success (infrastructure, commercial/industrial building stock, land use, zoning, transportation, and environment). A full analysis of this Plan can help address the community's overall economic goal of strengthening and diversifying its industrial, manufacturing, commercial, and retail sectors.

The Catawba County Economic Development Corporation provides assistance to businesses and towns within the County. According to data supplied by Catawba EDC, the Town of Maiden has two of the top three biggest tax payers in the County and three of the top 25 largest employers. Additionally, Maiden has seen growth both residentially and commercially. There has been an increased number of capital improvement projects and municipal services provides along with over 300 homes permitted in the last year.

Catawba County EDC identified the positive momentum in Maiden is due to their tax base, infrastructure and location assets, and the emerging talent assets. This could potentially be slowed by an aging population, the rapid growth due to Charlotte, and aging business owners closing their shops due to lack of success plan. In 2031 OSMB projected there will be more people 65 and older than 0-17 in North Carolina. There is also a 32% projected population growth in NC by 2050. This can be overcome due to Maiden having capacity for growth, collaborative partnerships in place, and a history of perseverance and solutions.

Due to the aging population, there will be a rising need for recruitment of the age group 20-40. Examples of this would be to identify services that would increase quality of life, recruit and retain residents that grew up in the area, create programs that assist aging employers to implement a succession plan.

EDUCATION AND PARTNERSHIPS

There are many options for education in Catawba County and region. Lenoir-Rhyne University, the Appalachian State University Hickory Campus, and Catawba Valley Community College allows for higher education and professional development opportunities. Additionally, CVCC has 15 million dollars invested in a regional workforce center. NC Works connects employers and residents for employment opportunities. The North Carolina School of Math and Science is located in Morganton which is in close proximity to Maiden.

The Town of Maiden should continue to develop their partnership with Catawba Valley Community College to advance programs that support new and existing local industries and businesses. This can be done by assessing industry hiring needs and corresponding those needs with programs offered at CVCC. The town may be able to assess hiring and technical needs of their businesses by looking at the common open positions found within their community. Furthermore, Maiden can link new and expanding businesses to training and small business resources offered by CVCC.

ECONOMIC DEVELOPMENT RECOMMENDATIONS

1. Continue developing a marketing plan for the Town of Maiden to attract both new development and visitors to the town.
 - a. Use the marketing strategy to highlight Maiden's attractions and get people involved and invested in the town.
 - b. Utilize marketing materials for economic development purposes such as business recruitment, retention, and expansion.
2. Gather input from those in the region on how to expand the visibility and awareness across all age groups of the greater community and region.
 - a. Provide various forms of outreach through social media and printed materials.
3. Cultivate workforce skills that correspond with the needs of industries in the area.
 - a. Continue to develop the Town's partnership with CVCC and top employers to promote programs that support local industries and businesses.
 - b. Support school systems in the area to allow a variety of career pathways.
 - i. Coordinate and support school system apprenticeship, internship, and vocational programs.
4. Provide support for existing industries through programs and policies that are tailored to businesses in the area.
5. Continue to promote Maiden in partnering with Catawba County EDC to attract businesses, new residents, and visitors to the town.
6. Develop multiple communication channels to increase transparency and communication with local businesses and residents about the Town of Maiden's successes.
7. Place priority on investing in town beautification.
 - a. Support efforts to encourage redevelopment and downtown revitalization.
8. Recruit and retain businesses that uphold the Town of Maiden's identity and core values.



Land Use & Growth Management



LAND USE & GROWTH MANAGEMENT

Land use planning is one of the key tools Maiden can use to guide the future development of the Town. Good land use planning leads to orderly growth and the efficient provision of Town services to residents, businesses, and visitors, while retaining enough flexibility to adapt to changing needs and demands.

Land use planning can help create neighborhoods where daily needs are located within walking distance, support closer-knit neighborhoods which integrate with each other and the Town, and bolster the community by helping to ensure residents have access to a range of activities and amenities, including spaces for shopping, working, gathering, and enjoying nature and recreation.

Finally, land use planning helps create the conditions that will encourage economic growth without sacrificing the Town's scenic beauty and character. The desire of the Town of Maiden is that growth and development be guided by a unified community vision and defined by a clean environment, vibrant civic life, and preservation of the special traits which make Maiden an extraordinary place to live.

Three things determine the future of land use in Maiden:

1. The manner in which land is currently used;
2. The amount and nature of land available for new development or redevelopment;
3. The zoning and development regulations the Town uses to direct, review and manage the use of land in Town, whether that be for the creation of new businesses, industrial sites, residential subdivisions, or many other possibilities.

The Town's overall responsibility is to ensure land is developed in the most effective and appropriate way to promote the health, welfare and public interest of residents and stakeholders.

ZONING DISTRICTS

The Town of Maiden planning jurisdiction consists of approximately 7,172 acres. Land in Maiden is predominately zoned as residential, accounting for approximately 69% of the town's planning jurisdiction. The remaining 31% of the Town's planning jurisdiction is zoned as an industrial, office, commercial, or a mixed-use district.

1. The **C-Z District** is a conditional zoning district reserved for special projects.
2. The **C-1 District** is the Central Commercial District, which is composed of commercial uses centered on Maiden's downtown, and particularly at its core intersection between Business 321 and East and West Main Streets. As the "central" district, the uses in this area are designed to be compact and concentrated while balancing the capacity of streets and utilities. Most types of residences are permitted in this area along with many commercial uses, including retail and service.

3. The **C-2 District** is the General Business District, which is intended to provide for businesses that are located outside of this central downtown location. The code defines typical uses for this district as “offices, personal services and the retailing of convenience and necessity type goods for the community.” This district allows many of the same uses as the C-1 district, with some modifications. C-2 areas are found in different notes across town, with concentrations along Providence Mill Road, East Main Street, Island Ford Road, the corner of Zeb Haynes Road and West Maiden Road, and the heading north on Business 321.
4. The **O-I, Office-Institutional District** provides space for professional services like offices and medical facilities, as well as public and quasi-public uses like schools and religious centers. This district allows offices and institutional uses, as well as single-family homes. There is very little O-I zoning in Maiden, making up only 0.01% of the Town’s acreage. It can be found near downtown, at the corner of West Boyd Street, with one small parcel on North Carolina Avenue.
5. The **M-1 Industrial District** includes areas for more intensive manufacturing and industrial uses. These types of uses can be found throughout Town, but most manufacturing uses today tend to locate on larger tracts of land on outlying parcels. Industrial and manufacturing uses include warehousing and freight management, production facilities, and other higher impact uses. Industrial zoning is found on the far north on Business 321, to the south of the downtown, and to the west, where abuts large parcels of 321 –ED (I) zoning, which also has an industrial focus. Maiden’s industrial heritage is strong, and there remain parcels of industrial zoning along most major corridors in town apart from these few.

There are two districts focused on the US 321 corridors, adapted from the US 321 Corridor District Plan. These districts were created to promote a more orderly conversion of farmland and vacant land to more intensive uses, support well-planned development along these key corridors, promote more flexible site design standards, and encourage more cooperation between local governments along these routes, among other factors. Proposals for development in these districts require a general development plan, with required adherence to detailed standards.

6. The **321-ED (I) District** is comprised of mostly industrial and warehousing uses, with business and professional office uses allowed as well, including as accessory structures, as inherited from the M-I district. Some intensive uses, like junkyards and waste disposal sites, are prohibited in this district in order to preserve the visual attractiveness of the corridor, and new projects must undergo a plan review and be of a minimum size. Maiden has 321-ED (I) zoning in large parcels to the west of US 321, and to the north of the 321 interchange with Startown Road. This area also has 321-ED (MX) zoning to the north of the interchange.
7. The **321-ED (MX) District** is intended to provide space for retail, commercial, office/institutional, and residential uses, though it is specifically intended to host things other than subdivisions of only single-family homes. This district allows a wide variety of uses, including retail, service, entertainment, schools, and homes. Residential uses of many types and site designs are permitted as part of master project, and can include dedicated retail or office uses. Zoning for this district is found around the 321 interchange with Startown Road, and makes up a little over 1% of the total acreage of the Town’s zoning.

There are five residential districts in Maiden, and these districts together make up the majority of land in the Town. The most common residential district is the R-20 district, which makes up more than half the zoning area in Maiden. The number in each zoning district name generally correlates to the minimum square footage of a new lot in the district (for example, R-11 would indicate a minimum lot area of 11,000 square feet.)













8. **The R-20 District** is intended for low-density residential and agricultural uses, particularly in areas with limited access for Town utilities like water and sewer. This district allows manufactured homes as long as they follow particular standards, and limited community uses like schools and religious institutions. It is found along the wide outer perimeter of much of the Town.
9. **The R-15 District** is intended for medium-density of single family homes, along with home occupations and some limited public and private community uses like churches, schools, and community centers. It is found closer in toward the center of Town, generally following the lines of Business 321 and East and West Main Street, and makes up a little over 13% of the Town’s zoning.
10. **The R-15 SF District** is intended for areas where the principal use is medium-density single-family homes, with clear access to municipal utilities. Less than 1% of the Town’s zoning is this particular district
11. **The R-11 District** is intended for areas where the principal use is medium-density single-family homes, with clear access to municipal utilities. About 1.2% of land in Maiden is zoned R-11. It is currently found in the neighborhood around East Carpenter Street and South 5th Avenue, and the neighborhood along Springhill Lane and Old Park Road.
12. **The R-8 District** is intended for single-family, two-family and multifamily residences. It provides areas for residents desiring smaller, denser living close to downtown and in areas with adequate utility coverage. It is found in many areas close to downtown, and is also concentrated to the south of East Main Street, along North Main Avenue and west of North 4th Avenue. A little over 2% of zoning in Maiden is R-8.

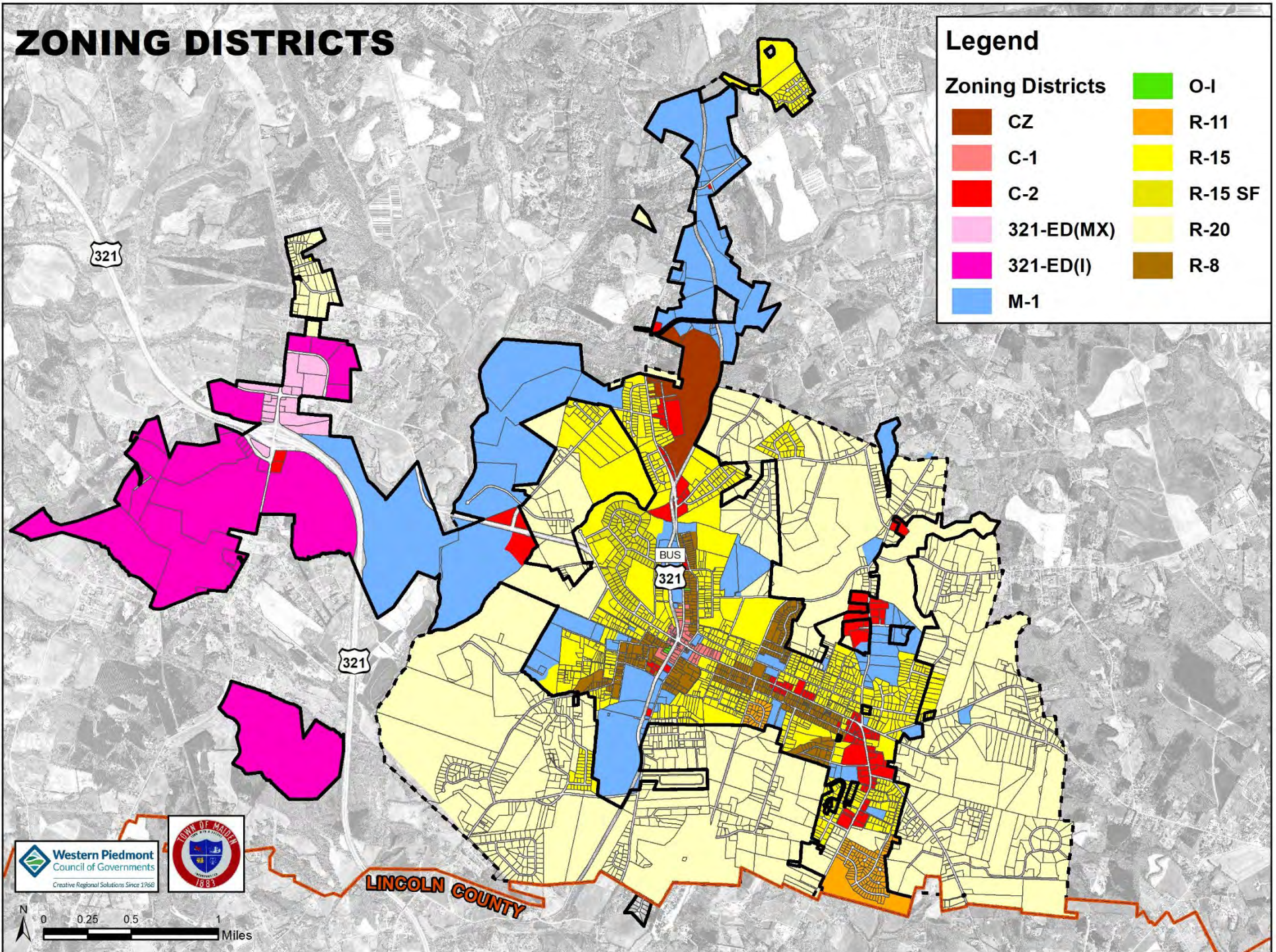
The Town’s Zoning Map has a strong connection to both its Existing Land Use and Future Land Use Maps. Comparing the Zoning Map with the Existing Land Use Map shows the relationship between regulation and use. Much of the area zoned for residential, and particularly lower-density residential R-20, either is used for residential purposes today or is undeveloped. Areas of mixed zoning, such as those found near the downtown core, along E. Main Street (US 321 Business) and Island Ford Road (US 321 Business), also show a mix of commercial, residential, industrial and public/institutional uses. In this way, the Zoning Map shows what has occurred on the ground, but it also can help show what the Town expects or desires for various pieces of land in the future. This is more clearly shown on the Future Land Use Map.

TOWN OF MAIDEN ZONING DISTRICTS		
Zoning	Total Area (in Acres)	% Total Area (in Acres)
CZ	98.51	1.38%
C-1	22.04	0.31%
C-2	161.53	2.26%
321-ED(MX)	79.89	1.12%
321-ED(I)	876.91	12.29%
M-1	964.24	13.51%
O-I	1.05	0.01%
R-11	84.52	1.18%
R-15	955.52	13.39%
R-15 SF	69.02	0.97%
R-20	3693.37	51.25%
R-8	165.70	2.32%
Total	7172.29	100%

ZONING DISTRICTS

Legend

Zoning Districts	
	O-I
	CZ
	R-11
	C-1
	R-15
	C-2
	R-15 SF
	321-ED(MX)
	R-20
	321-ED(I)
	R-8
	M-1



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0 0.25 0.5 1 Miles

LINCOLN COUNTY

EXISTING LAND USE

A land use survey of all properties in the Town of Maiden Planning Area was completed. Land uses were categorized according to the following primary uses:

Single-Family Residential	A parcel containing a single residence.
Multi-Family Residential	A parcel containing a multi-family use, like apartments or a mobile home park.
Public/Institutional or Office	A parcel containing any type of medical use concerned with the diagnosis, treatment, and care of human beings. This category also includes public services, and may be operated by a federal, state, or local governments, public or private utilities, public or private schools or colleges, churches, public agencies, or tax-exempt organizations.
Infrastructure or Utilities	A parcel containing in infrastructure use, such as a power substation or water treatment facility
Commercial	A parcel containing any type of activity involving the sale of goods or services for financial gain (commercial activity), but does not include parcels containing home occupations or medical offices.
Industrial or Warehouse	A parcel containing any type of business use or activity at a scale greater than home industry involving manufacturing, fabrication, assembly, warehousing, and/or storage.
Agriculture or Undeveloped	A parcel not in use or containing agriculture. May include some parcels with abandoned buildings.

About 75% of land in the Town is used either for residential living or is undeveloped or agricultural. Residential uses occupy the largest percentage of land in the Town, at about 35%, or a little over a third, of acreage in the Town. Most of Maiden’s residential make-up is single-family site-built homes with some scattered manufactured housing and small concentrations of multi-family housing.

Another 39% of land is occupied by agriculture uses or is undeveloped. Industrial or warehousing uses take up a significant portion of Maiden’s land use at about 13%. Several large parcels holding infrastructure/utility uses are also found in Maiden, especially west of US 321, and make up about 5.5% of the Town’s land use.

Maiden’s mix of land uses on the ground is relatively diverse. Its downtown core centered on East Main Street includes a wide range of uses, with public and institutional areas clustered nearby on either side of US 321 Business. Most of the industrial uses on large parcels are to the north and west, though there are other scattered throughout the Town and its ETJ.

Commercial development within the Town has primarily occurred along E. Main Street (US 321 Business) and N. Carolina Avenue (US 321 Business) and Island Ford Road (US 321 Business). Commercial development has seen moderate growth in the past several years with the addition of a few restaurants and various commercial activities. Commercial growth is expected to develop more rapidly at the Startown Interchange on US 321.

Industrial development can be found all over Town but is concentrated mostly on Providence Mill Road, US 321 Business, South Main Avenue and West Finger Street Extension. Industrial land use in Maiden ranges from manufacturing of furniture and textiles to materials used in precision machinery. Industrial growth is expected develop along Prison Camp Road, West Maiden Road, Startown Road and the Startown Road Interchange at US 321 in Catawba County and along Finger Mill Road to the US 321 Interchange at US 321 Business in Lincoln County.

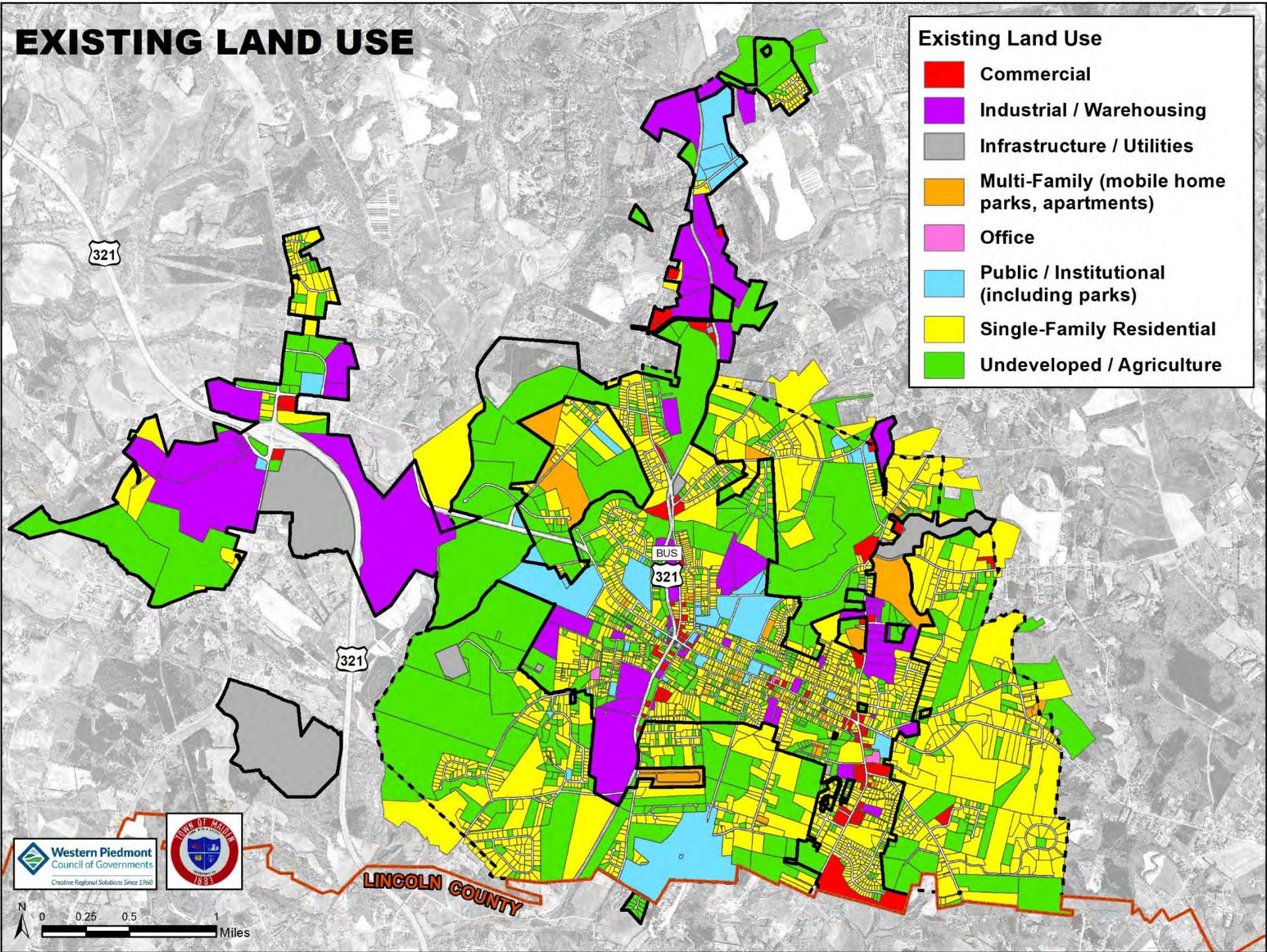
TOWN OF MAIDEN EXISTING LAND USE

Land Use	Number of Parcels	Total Area (in Acres)	% Total Area (in Acres)	Minimum (in Acres)	Maximum (in Acres)	Average (in Acres)
Commercial	100	138.69	1.93%	<0.1	33.07	1.38
Industrial / Warehousing	61	928.8	12.95%	0.21	201.41	15.22
Infrastructure/Utilities	10	392.0	5.47%	0.19	181.96	39.20
Multi-Family (mobile home parks, apartments)	47	165.47	2.31%	0.17	60.20	3.52
Office	3	5.73	0.08%	0.63	2.90	1.91
Public/Institutional (Including Parks)	65	397.1	5.54%	<0.1	122.53	6.12
Single-Family Residential	2055	2,328.8	32.47%	<0.1	47.36	1.13
Undeveloped/Agricultural	738	2,815.72	39.26%	<0.1	131.63	3.82
Total	3079	7,172.29	100%			

EXISTING LAND USE

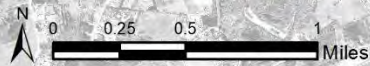
Existing Land Use

- Commercial
- Industrial / Warehousing
- Infrastructure / Utilities
- Multi-Family (mobile home parks, apartments)
- Office
- Public / Institutional (including parks)
- Single-Family Residential
- Undeveloped / Agriculture



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TOWN OF MAIDEN
NORTH CAROLINA
1883



This map is a graphic representation and should only be used for illustrative purposes. Map created with data provided by Catawba County GIS and ESRI.

FUTURE LAND USE & GROWTH

Members of the Comprehensive Plan Advisory Committee were asked to aid in the determination of what types of future development would be appropriate for the Town of Maiden, where development should be located, and what development standards it should be held to.

The Future Land Use Map was developed to guide zoning and development decisions. Town of Maiden Staff, Planning Board and Council rely on the Future Land Use Map to guide policy decisions related to zoning, watershed regulations, and infrastructure needs. Maiden Planning staff and the Planning Board should review and update land use regulations to ensure their compatibility with desired types of development as recommended by the Advisory Committee.

FUTURE LAND USE MAP

The Future Land Use Map was developed to show the Town's vision. The Maiden Planning Staff, Planning Board and Council rely on the Future Land Use Map to guide policy-making related to zoning, watershed regulations, and infrastructure needs.

During the preparation of this plan, the Advisory Committee expressed that they envision the town remaining relatively consistent with their existing zoning map. Residential within the town limits should mostly allow for single and multi-family residential units, to allow for smaller lots and higher density. The residential area within the ETJ should be utilized for single-family housing. Should annexation occur to accommodate additional residential, it is envisioned that would occur on the eastern side of town between Providence Mill Rd and Bost Nursery Rd.

The Town envisions the continuation of industrial growth within and outside of the town limits. Industrial within the ETJ is supported to expand below the Ethan Allen site on Salem Church Rd. It is also projected that further expansion of the Economic Development District (industrial) will continue to expand and annex around the HWY 321 and Startown Rd interchange, primarily to the south.

Available property for commercial use is limited within the downtown core of Maiden. The Economic Development District (mixed-use) around the HWY 321 and Startown Rd interchange, primarily to the north, provides opportunities for larger commercial development. The Committee also recommends adding a Main Street Overlay District along Main Street and Island Ford Rd from limit to limit. The intent of this district would be to allow for low-traffic commercial/office infill and permit flipping the use of a residential unit to commercial/office space. The exact overlay district boundary and regulations would need to be further defined outside of this plan.

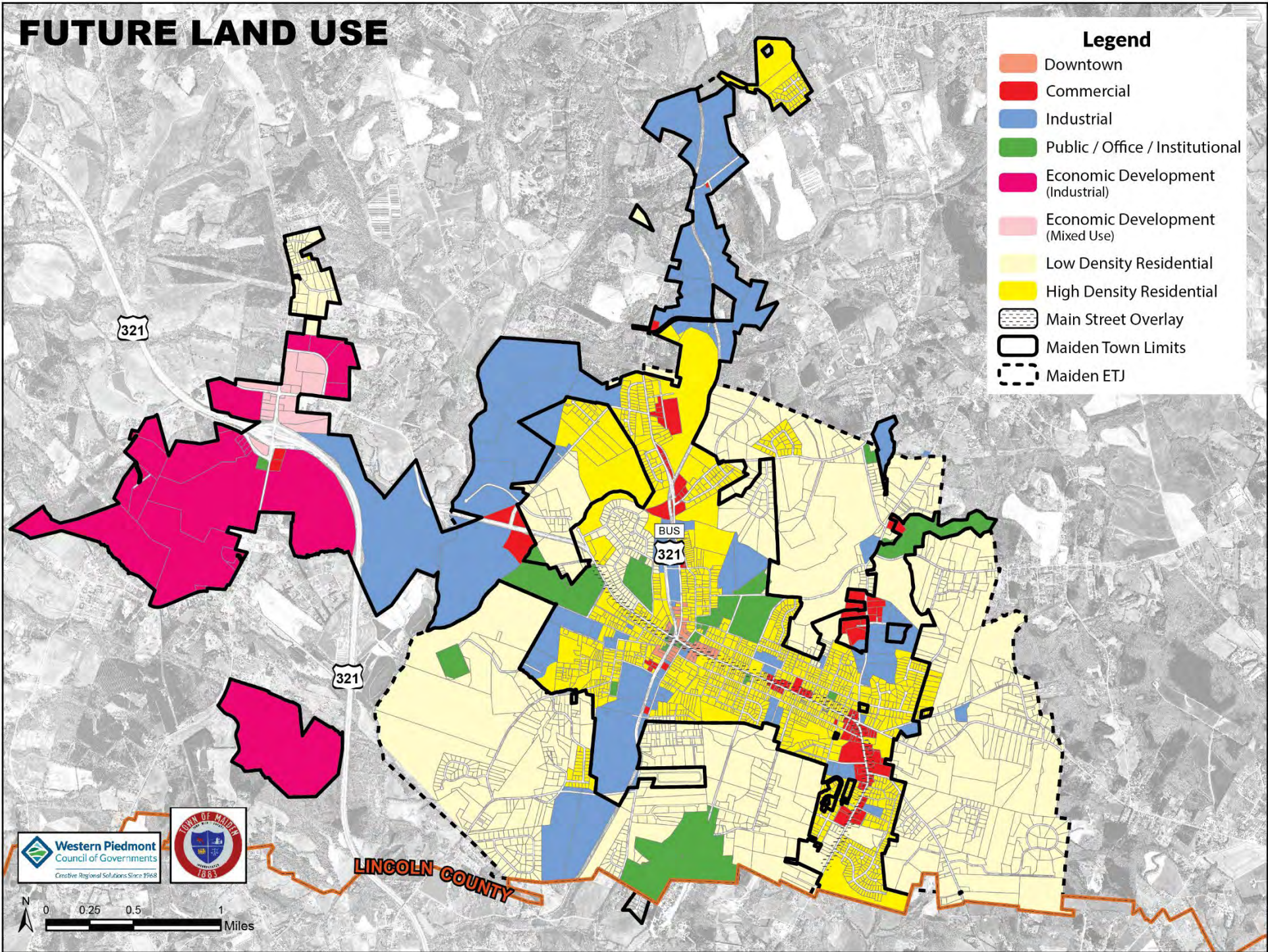
Future Land Use Designations: The following future land use designations defined below are shown on the Future Land Use Map on the following page.

- **Single-Family Residential:** reflects the use and regulations found in the R-20 and R-15 SF zoning districts.
- **High Density Residential:** reflects the uses and regulations found in the R-8, R-11, and R-15 zoning districts.

- **Public / Office-Institutional**: reflects the uses and regulations found in the O-I zoning district and includes public property such as town facilities and public schools.
- **Commercial**: reflects the uses and regulations found in the C-2 zoning district.
- **Downtown**: reflects the uses and regulations found in the C-1 zoning district.
- **Industrial**: reflects the uses and regulations found in the M-I zoning district.
- **Economic Development (industrial)**: reflects the uses and regulations found in the 321-ED (I) zoning district.
- **Economic Development (mixed-use)**: reflects the uses and regulations found in the 321-ED(MX) zoning district.

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FUTURE LAND USE

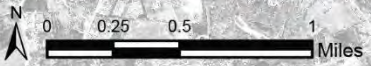


- Legend**
- Downtown
 - Commercial
 - Industrial
 - Public / Office / Institutional
 - Economic Development (Industrial)
 - Economic Development (Mixed Use)
 - Low Density Residential
 - High Density Residential
 - Main Street Overlay
 - Maiden Town Limits
 - Maiden ETJ

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This map is a graphic representation and should only be used for illustrative purposes. Map created with data provided by Catawba County GIS and ESRI.

LAND USE & GROWTH MANAGEMENT RECOMMENDATIONS

Land Use

1. Maiden shall continue to develop progressive and sound land use policies and strategies, which ensure that the Town shall grow and develop fairly, effectively, and efficiently.
2. The Town shall encourage the preservation of open space in future development.
3. It is encouraged that industrial development occurs in appropriate areas with adequate infrastructure and access to major highways.
4. Establish development standards that will improve commercial development quality, appearance, and variety.
5. Development is encouraged at appropriate intersections and discourages “strip” development patterns.
6. Commercial and office development should be encouraged to locate in planned developments and mixed-use developments to minimize the proliferation of strip development.
 - a. A Main Street overlay district is recommended to allow for small business/office infill along Main Street and Long Island Rd.
 - b. Areas around US 321 are better suited for the larger commercial planned developments.
7. Maiden shall continue to offer incentives to downtown merchants to improve the vitality and appearance of the downtown area. The Town should work with downtown merchants to improve the variety of commercial offerings and the aesthetic appearance of downtown shops.
 - a. The Town shall continue policies to improve the downtown (for example, by providing matching façade grants, making low-interest loans available through commercial lenders, and improving lighting along Main Street).
8. Residential land use policies shall continue to provide an adequate mix of housing options to reflect the needs of Town residents and preserve the reputation of Maiden as an attractive place to live and work.
9. Development of residential land with existing infrastructure shall be encouraged through infill development to reduce the cost of extending water and sewer lines.
10. Allow housing with commercial projects in the commercial districts as mixed-use development.

Town Appearance

1. Gateway and wayfinding elements should be established at major roadway entrances and throughout the town, as a means to establish community image and identity.
2. Sign policies and standards should be periodically updated to enhance community identity and create a high quality business image.

3. The significance of street trees in providing visual relief, summer cooling, improved air quality and livability should be recognized through public policies and actions to encourage their planting and maintenance.
4. The Town's policies and actions should continue to support the maintenance and revitalization of the downtown and adjoining neighborhoods. The restoration of downtown buildings should be a priority.
5. A variety of mutually compatible and supportive mixed uses should be encouraged in the downtown area.
6. Public and private development decisions in the downtown and along Main Street should continue to maintain the pedestrian character of the area.
7. The identification, restoration and active use of structures, buildings, monuments and neighborhoods of historic or architectural significance should be encouraged as a means of enhancing their economic and cultural value to the Town.

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