

The Monroe Expressway & Marshville's Growth Plan



The completion of the Monroe Expressway has brought several changes to the area, including:

- **Giving travelers a less cumbersome commute to and from the beaches, the port, and the mountains.**
- **Allowing industries to get their products to the Interstate Highway Network in a more efficient and economical way.**
- **Giving residents a timelier commute into Charlotte and the greater Charlotte area for work and play.**

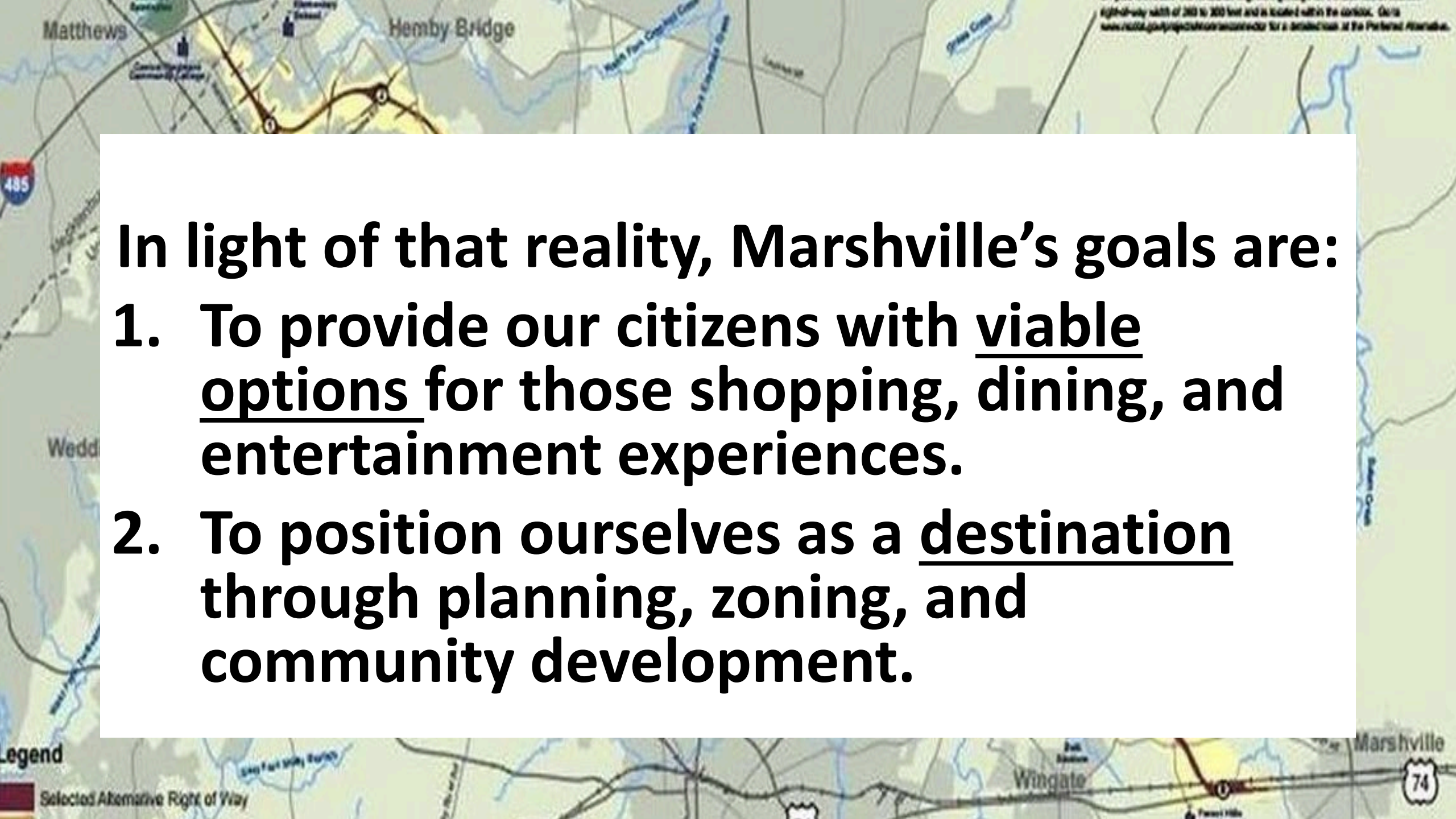
**But Marshville recognizes that the Monroe Expressway is
a two-edged sword!**



Just as the Expressway is a timely, efficient, and less cumbersome way to bring people to Marshville. . .



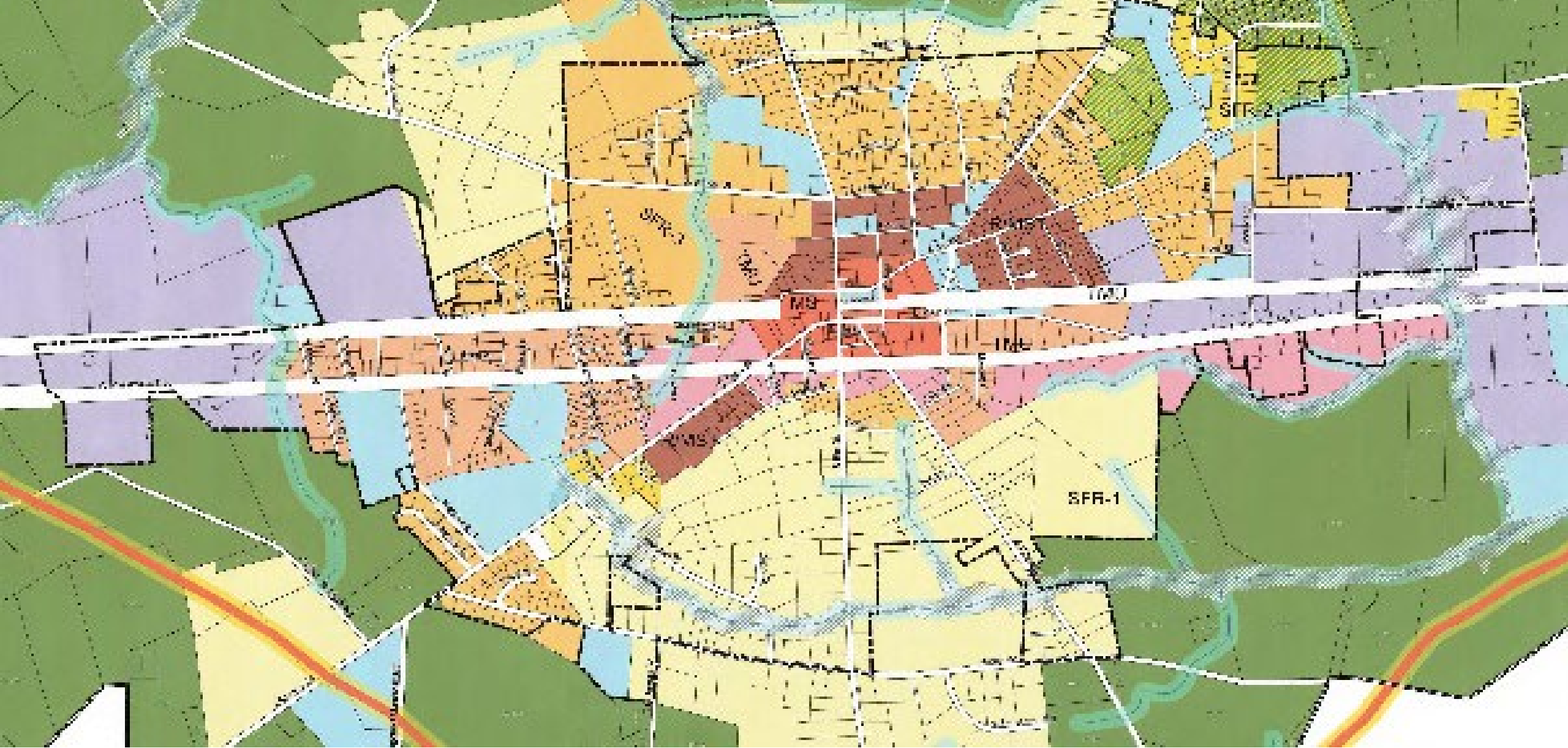
It is also a timely, efficient, and less cumbersome way for residents to travel to the greater Charlotte Area for shopping, dining, and entertainment.

- 
- In light of that reality, Marshville's goals are:**
- 1. To provide our citizens with viable options for those shopping, dining, and entertainment experiences.**
 - 2. To position ourselves as a destination through planning, zoning, and community development.**

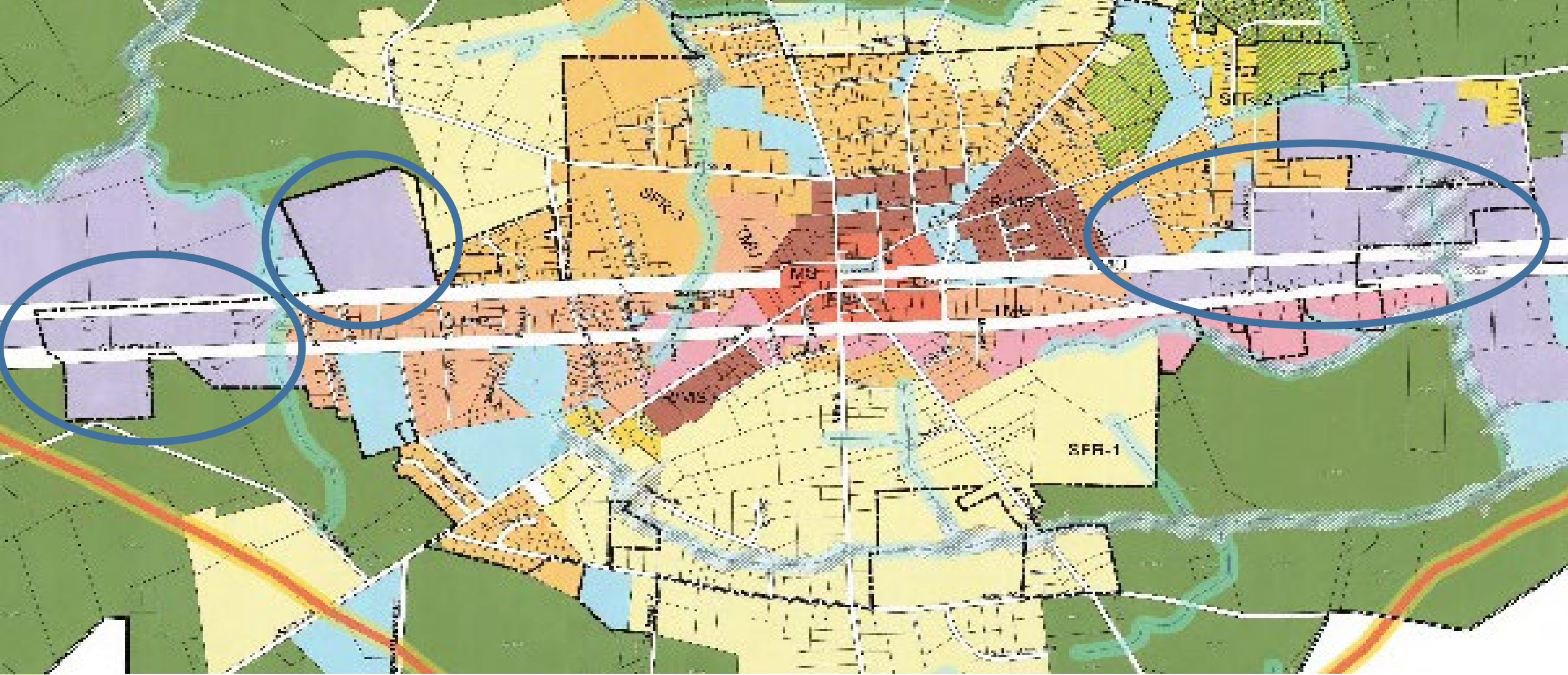
A map of the Marshville, North Carolina area. The map shows several roads, including Interstate 485 on the left and US Route 74 on the right. Key landmarks include the Hemby Bridge, Matthews, Wedd, Wingate, and Marshville. Water bodies like the North Fork Crystal River and the South Fork Crystal River are also visible. A legend in the bottom left corner indicates the 'Selected Alternative Right of Way' with a red line. A small text box in the top right corner provides a URL: www.ncdot.gov/projects/transportationconnectors/for-a-bridle/track-at-the-federal-plantation.

In accomplishing our 2016 goal, Marshville used innovative planning principles and design guidelines to develop and adopt “The Marshville Town Plan 2035.”

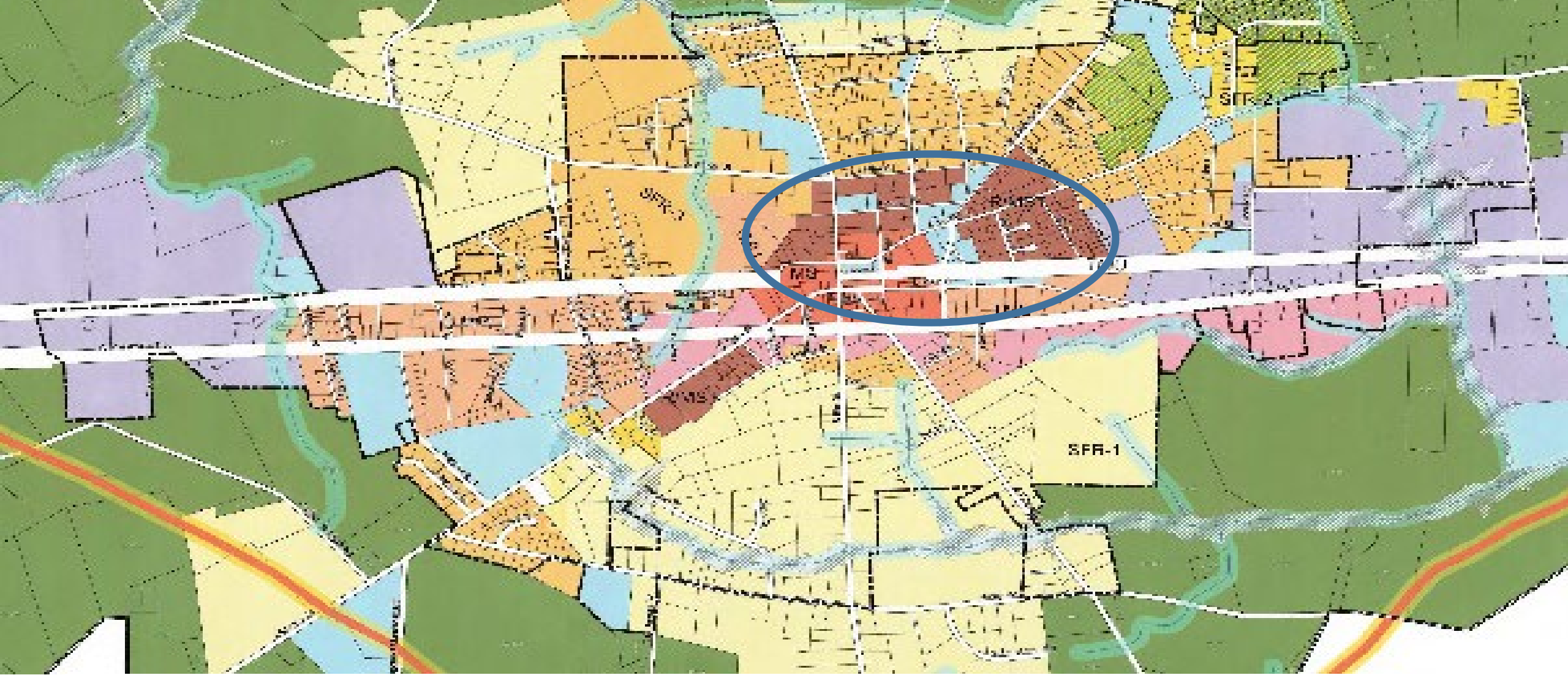
Last year, we began re-vamping our zoning ordinances so that they would be more in line with our Future Land Use Map.



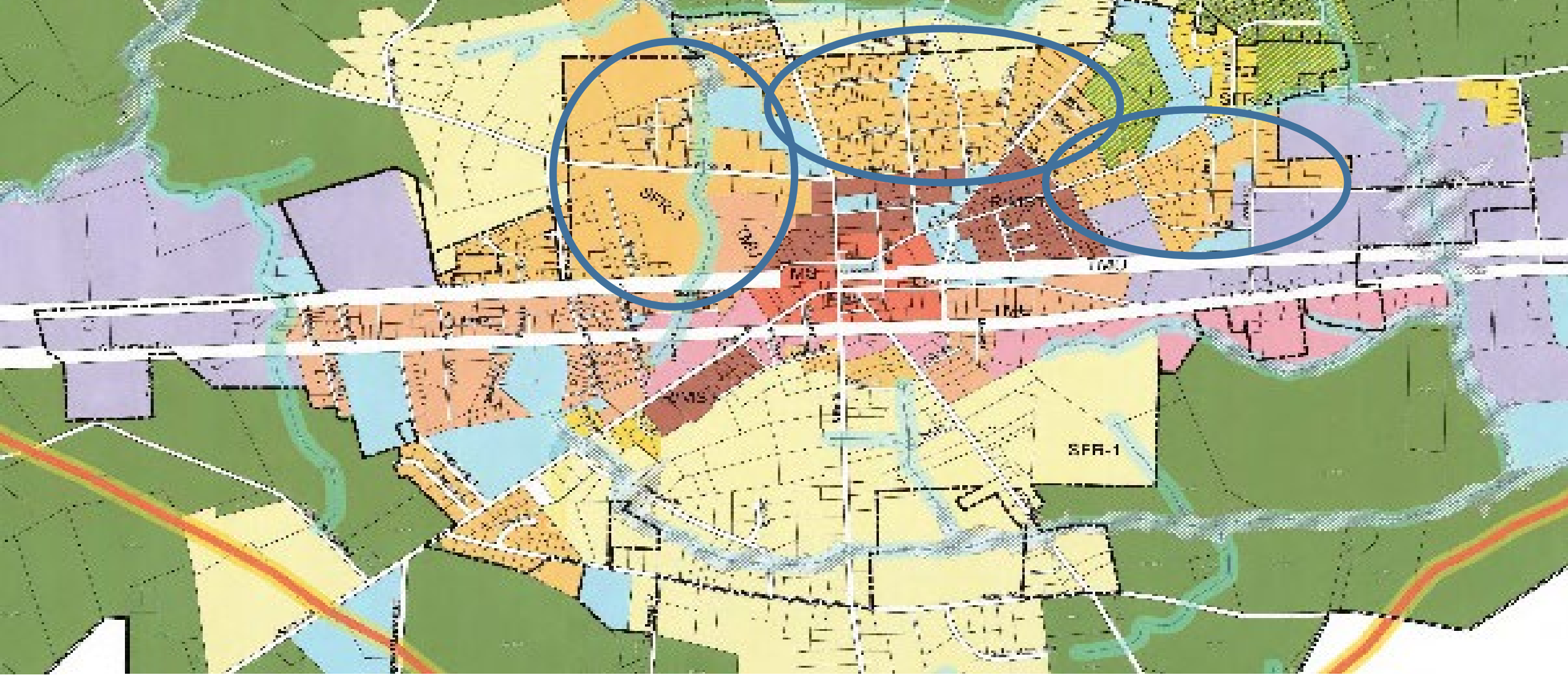
**PRESENT MARSHVILLE ZONING
(Inside Town Limits)**



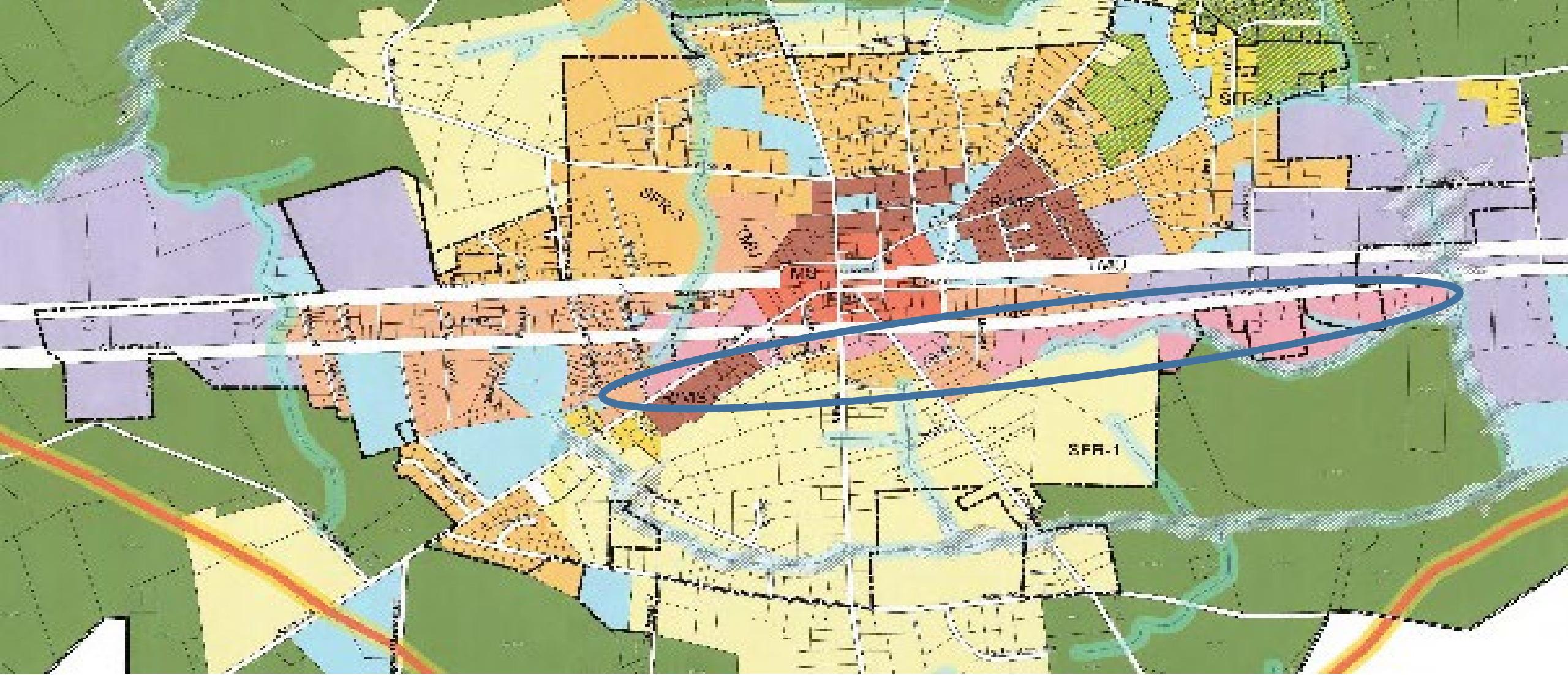
Presently, we have zoning that will allow light industry (IND) on the East and West outskirts of town, adjacent to pre-existing industry. (EG Bakery Feed and Pilgrim's Pride on the western outskirts; C and C Metals and the Candle Factory on the eastern outskirts.)



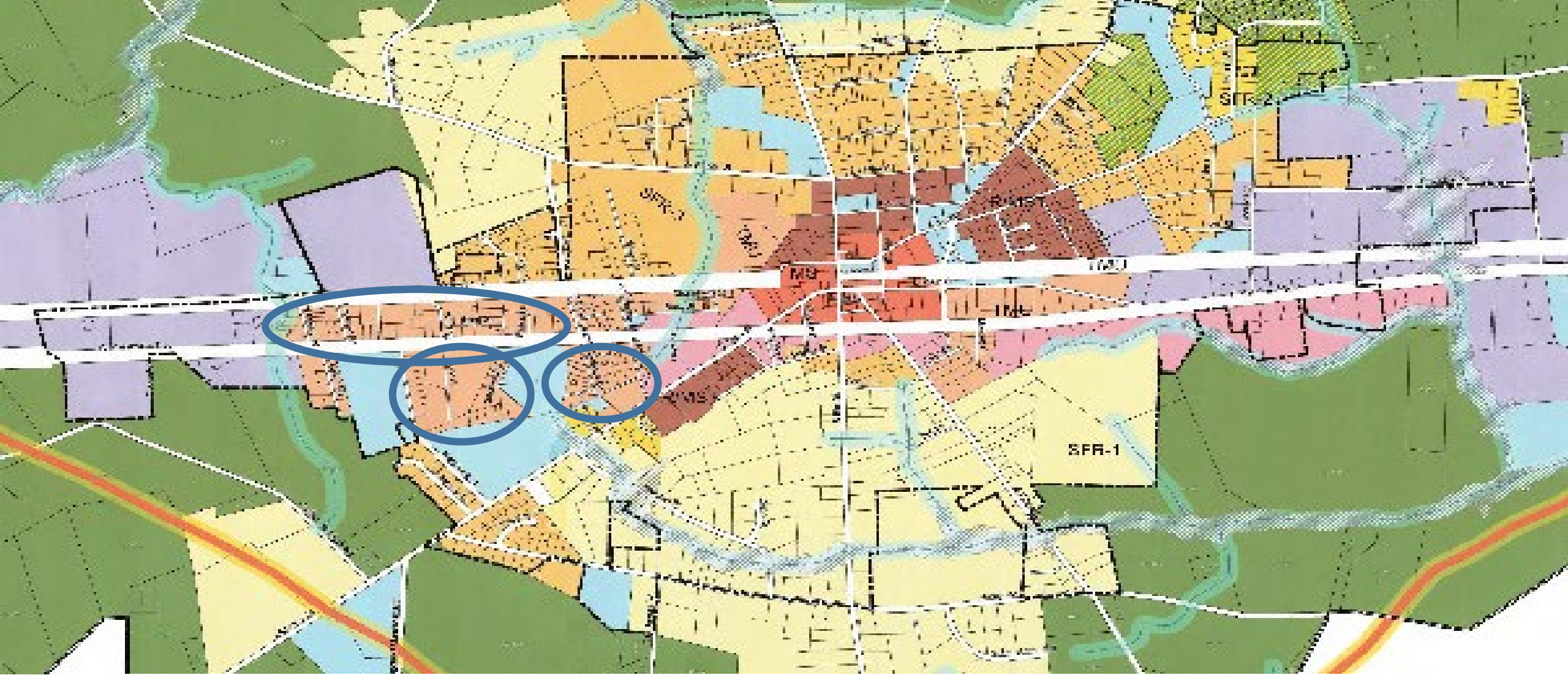
Around the downtown square, the zoning is mostly Main St (MS)/Main St Transitional (MST) with some Transitional Mixed Use (TMU). Plans are being discussed to change the MST to MS, which will allow more flexibility to convert existing structures into family friendly restaurants and/or office space.



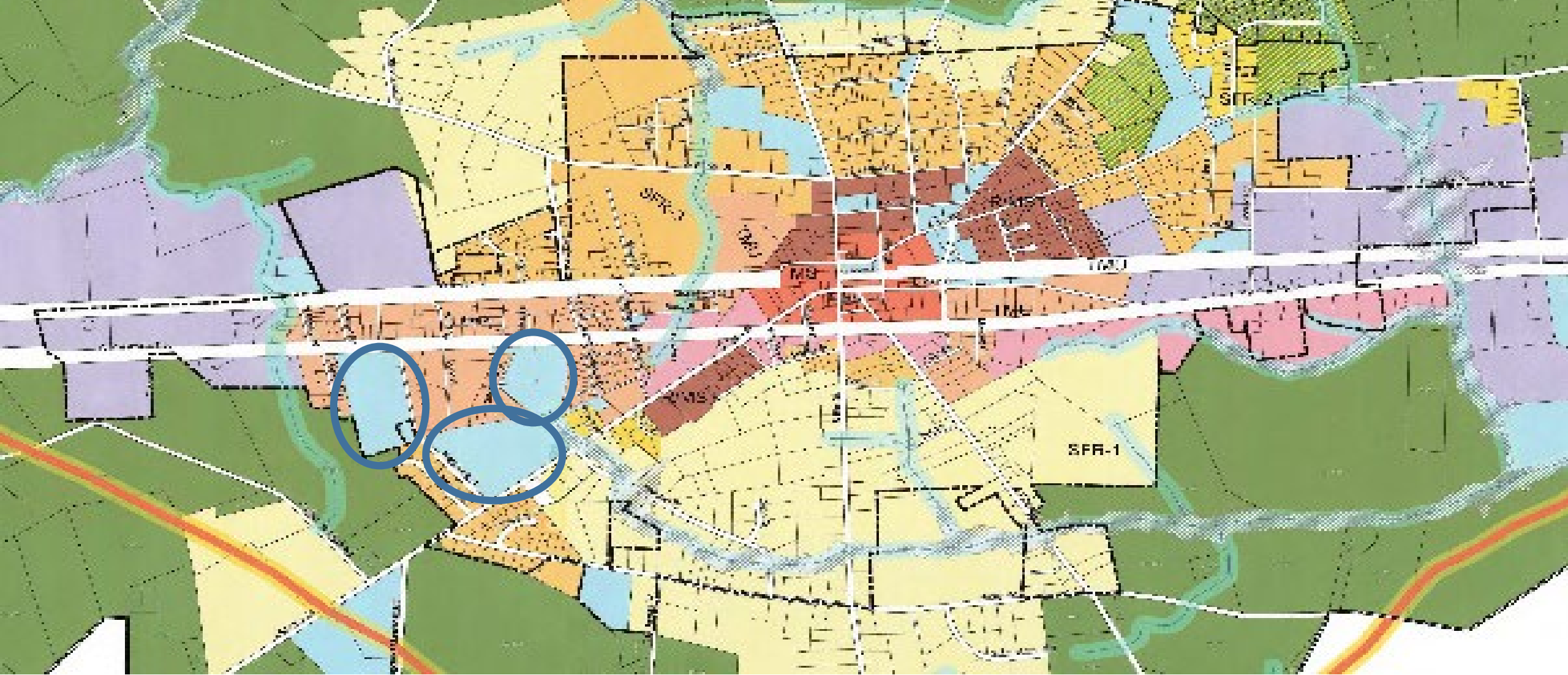
Moving north and east from the Downtown area, the zoning is mostly Single Family Residential (SFR-3), which offers more density.



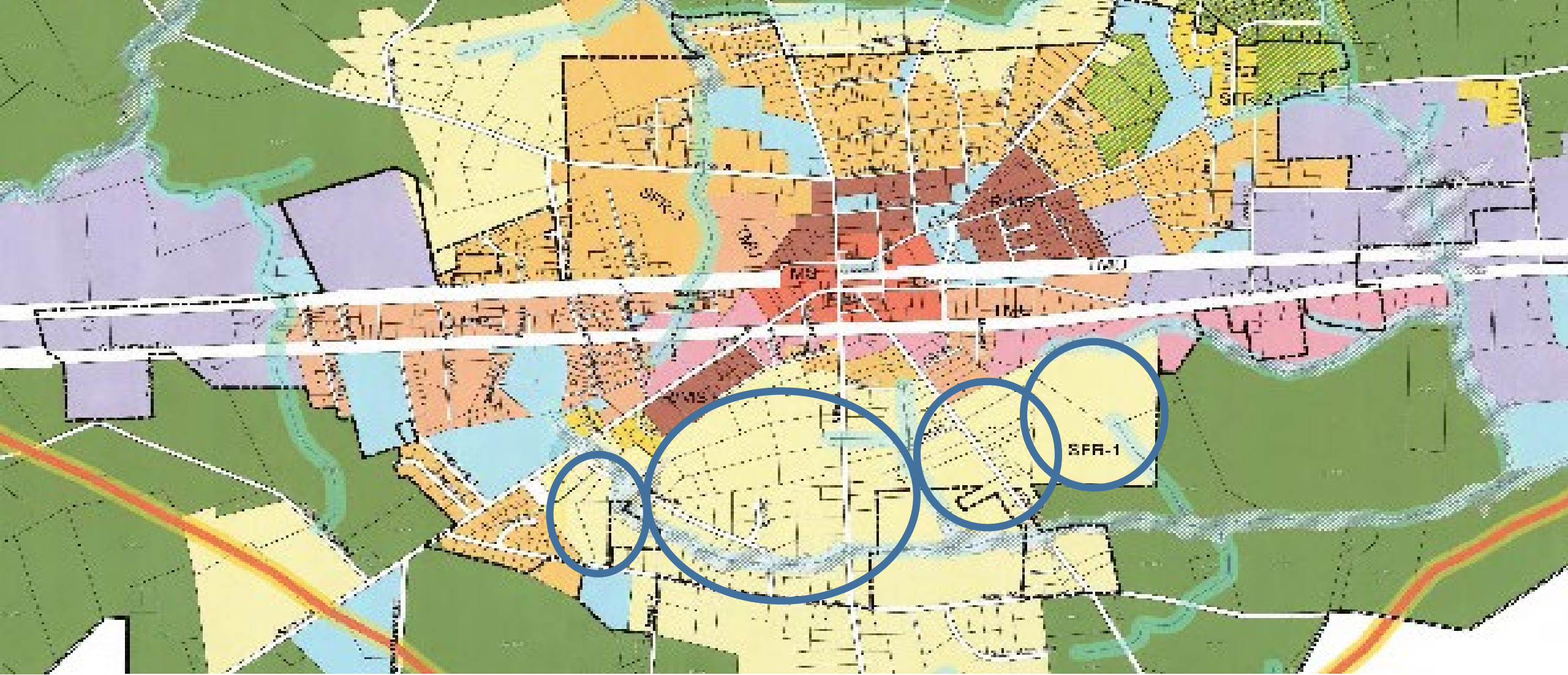
For the most part, Highway 74 is zoned US-74 Commercial (C-74) where there are pre-existing businesses already occupying those parcels.



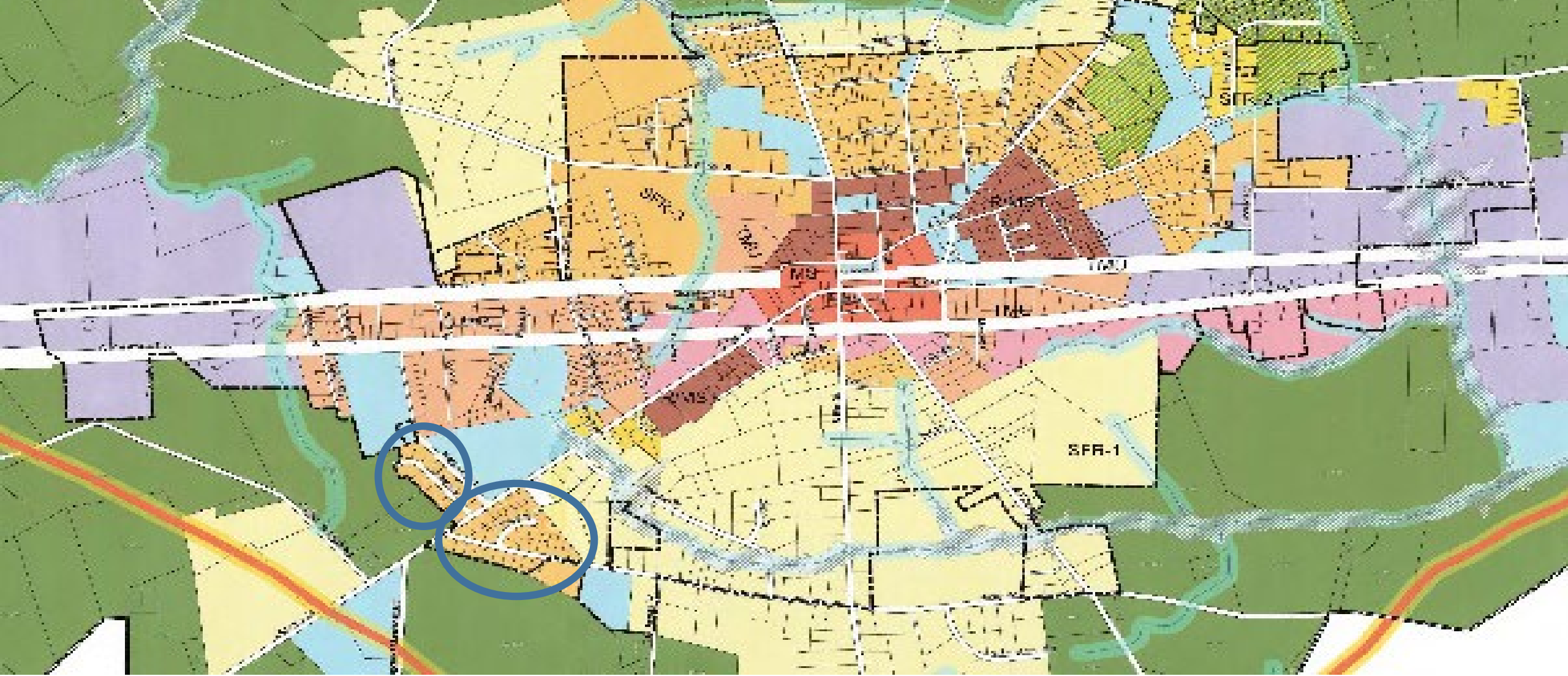
Other parts of Hwy 74, where there are currently residents, the zoning is Transitional Mixed Use. This will allow the property to easily be rezoned to Commercial should the opportunity arise.



Schools and churches are zoned Civic (CIV).



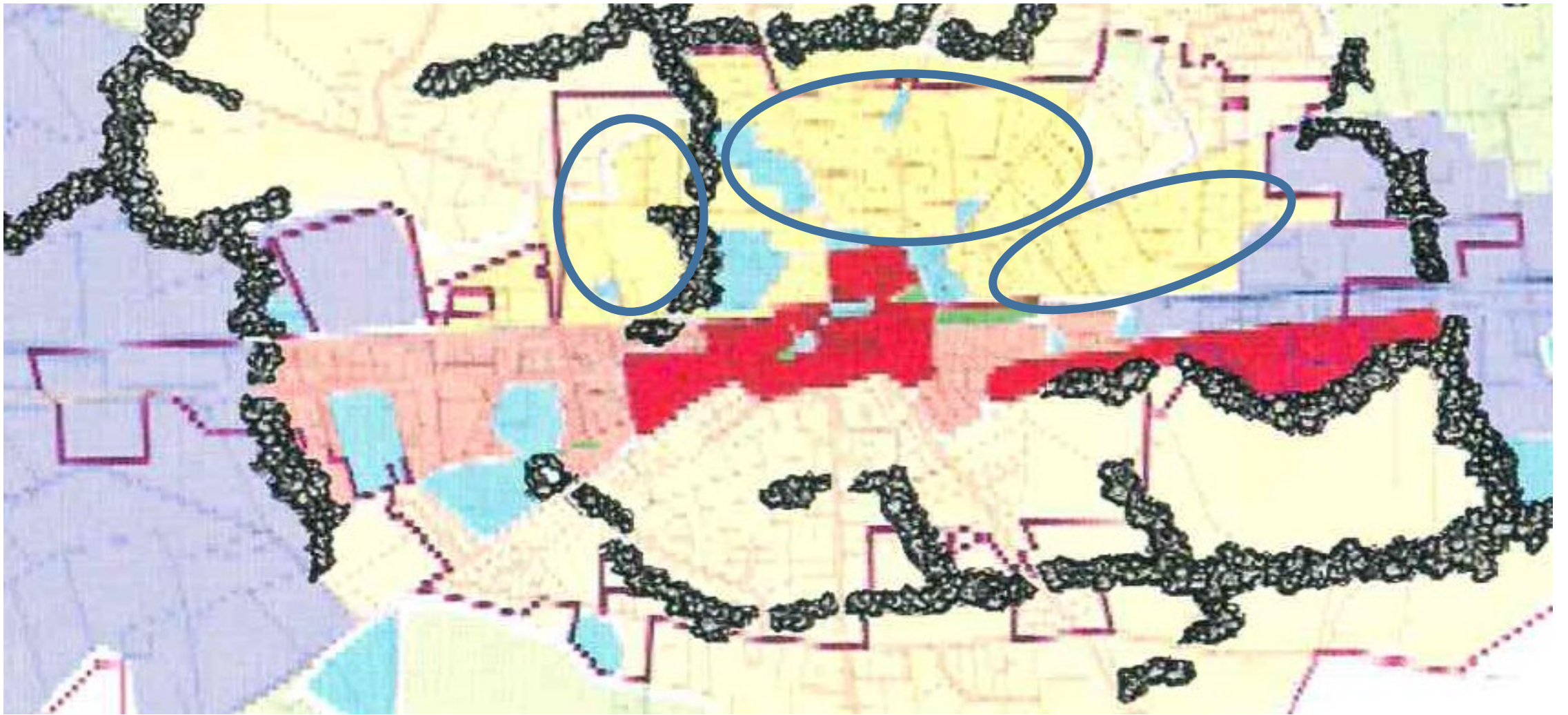
Moving south of Hwy 74, zoning is predominantly Single Family Residential (SFR-1), requiring less density.



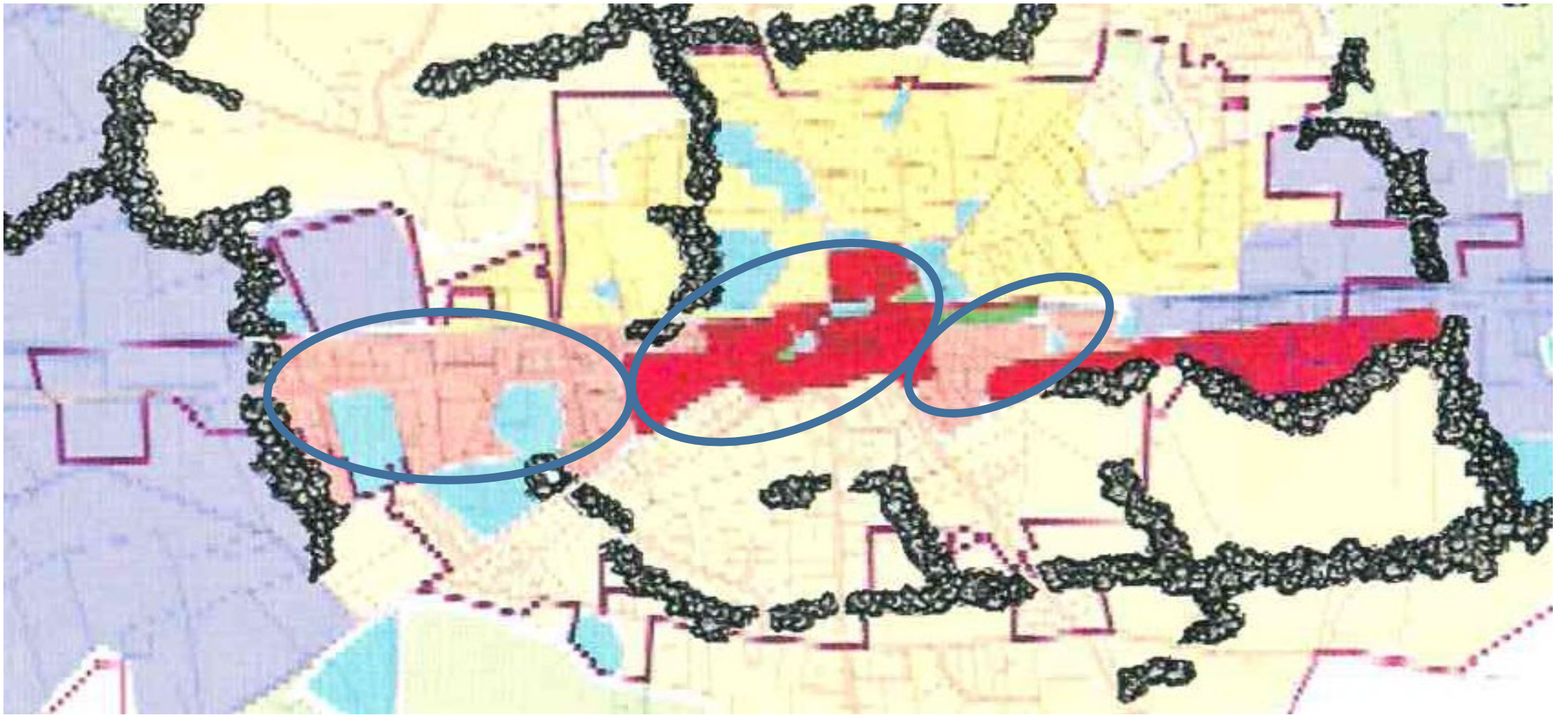
There are a couple of parcels offering more density (SFR-3), mostly because those areas are already developed.



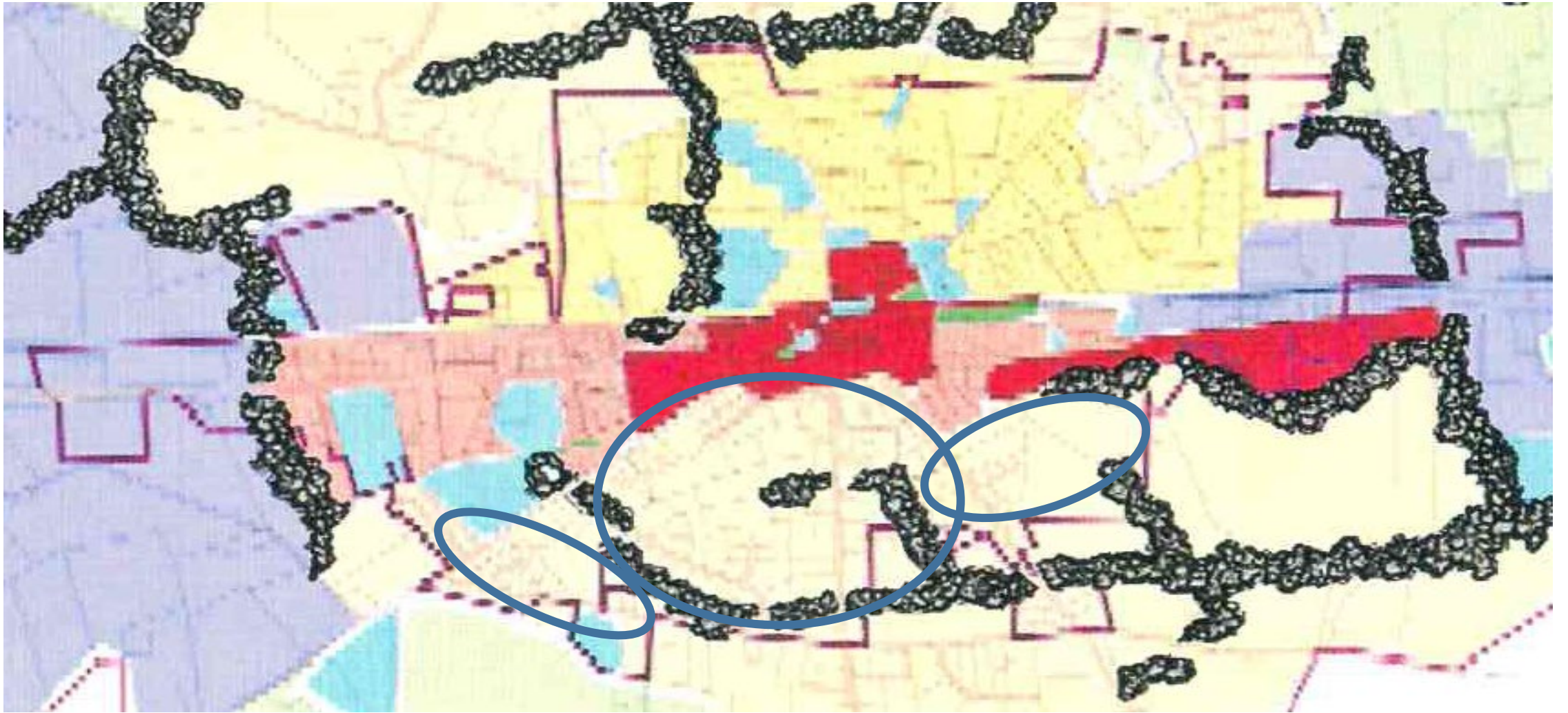
**FUTURE MARSHVILLE ZONING
(Inside Town Limits)
MARSHVILLE TOWN PLAN 2035**



As can be seen here, our Future Land Use Map calls for this entire area, north of Main St, to eventually be Transitional Neighborhood (TN), allowing for a healthy mix of residential and business use.



The entire main street area and US 74 will eventually be Commercial, bordered by Transitional Mixed Use.



South of US 74 will eventually be Medium Density Residential.

Our ETJ presently consists of mostly Agriculture zoning (AG) with some industrial and low-density housing.

Our future Land Use Map calls for this to change to an equal mix of Industrial (IND), Medium Density Residential (MDR), and Agriculture (AG). The Planning Board will make these adjustments on a case by case basis.

The town of Marshville has adopted a Future Land Use Plan that will allow us to be flexible and to adjust, according to how the east side develops. However, we are presently anticipating and preparing for growth on the eastern side of the County as follows:

- **Outside the ETJ**
 - **Heavy and non-heavy industry that requires larger tracks of land**
 - **More dense residential growth and/or major subdivisions**
- **Inside the ETJ**
 - **Light industry that requires less land mass and agriculture business**
 - **Minor subdivisions and more medium density type residential growth**

Inside the City Limits

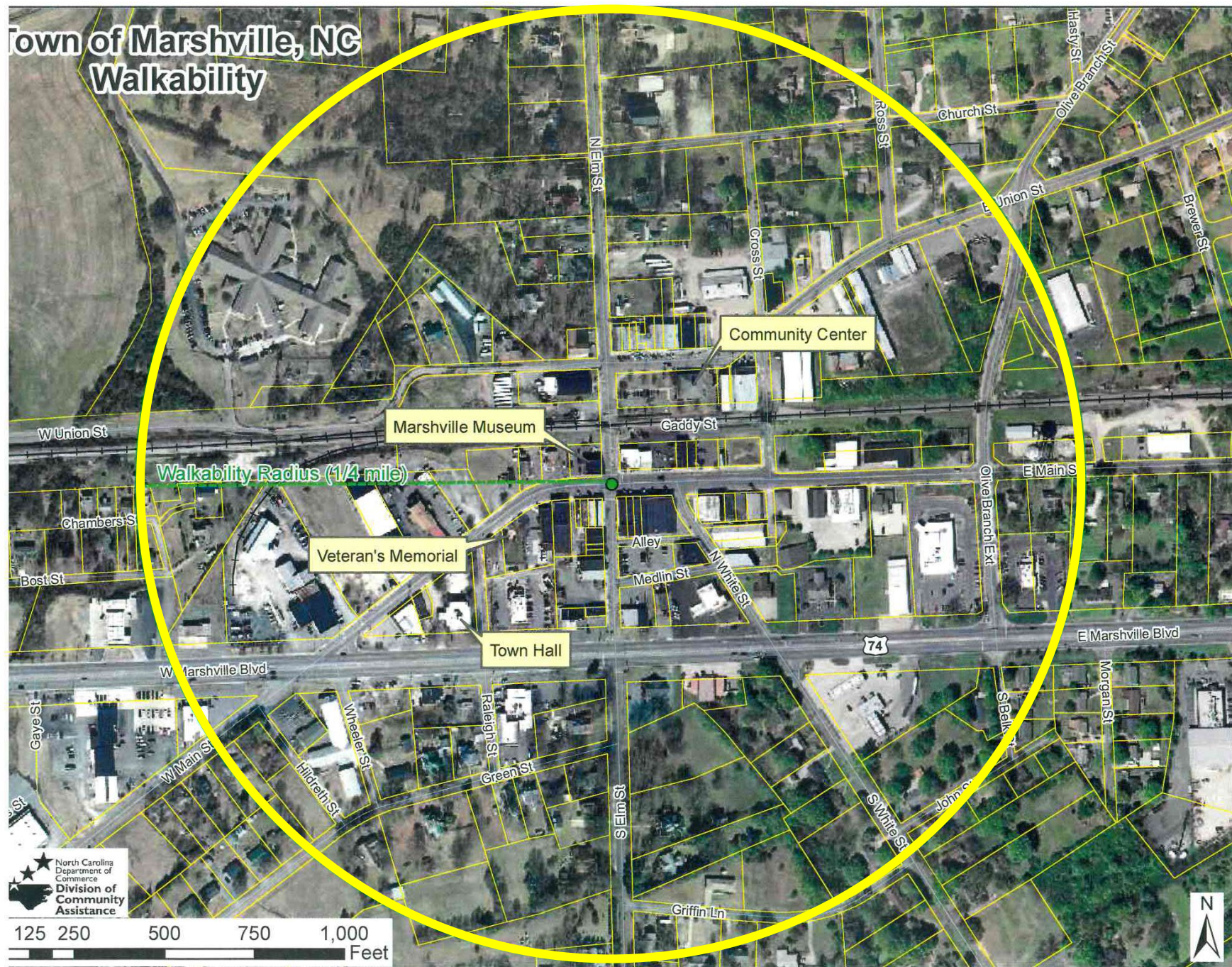
- **Some light industry**
- **Some medium density residential growth and perhaps some multi-family**
- **High commercial growth**
 - **Fast food restaurants (US74 Corridor)**
 - **Family-style restaurants (Main St)**
 - **Office space, doctor offices, dental offices, etc.**

With that in mind, we are working to maintain our traditional rural, small town atmosphere while positioning ourselves to service:

- Anticipated growth inside of Marshville**
- Anticipated residential and industrial growth surrounding Marshville and outside the ETJ**

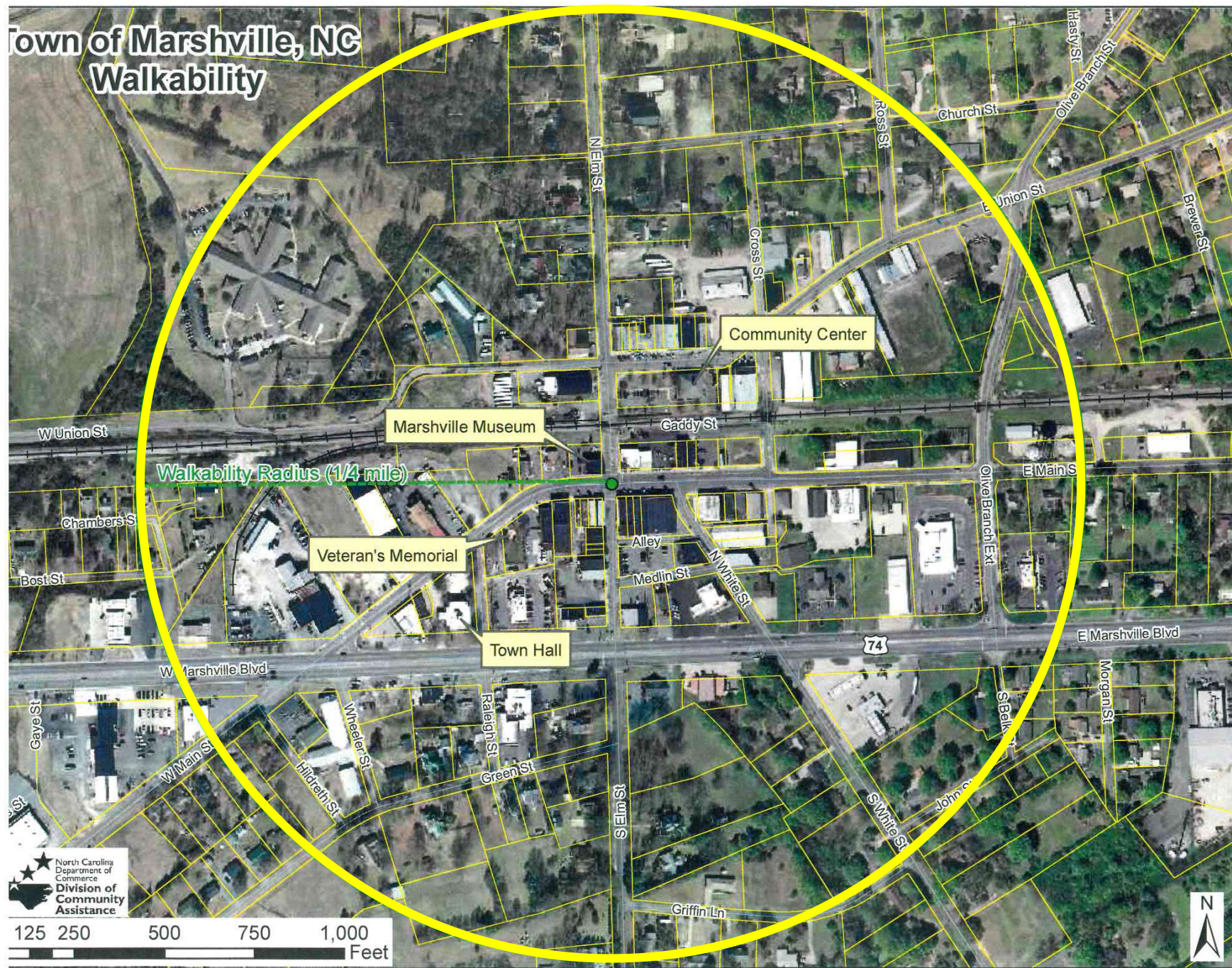
To that end, in addition to planning and zoning, we are working to revitalize the Town's Main Street core destination center into a mixed-use center, featuring walkways, small setbacks, multiple stories, and visually pleasing landscaping and design elements.

Town of Marshville, NC Walkability

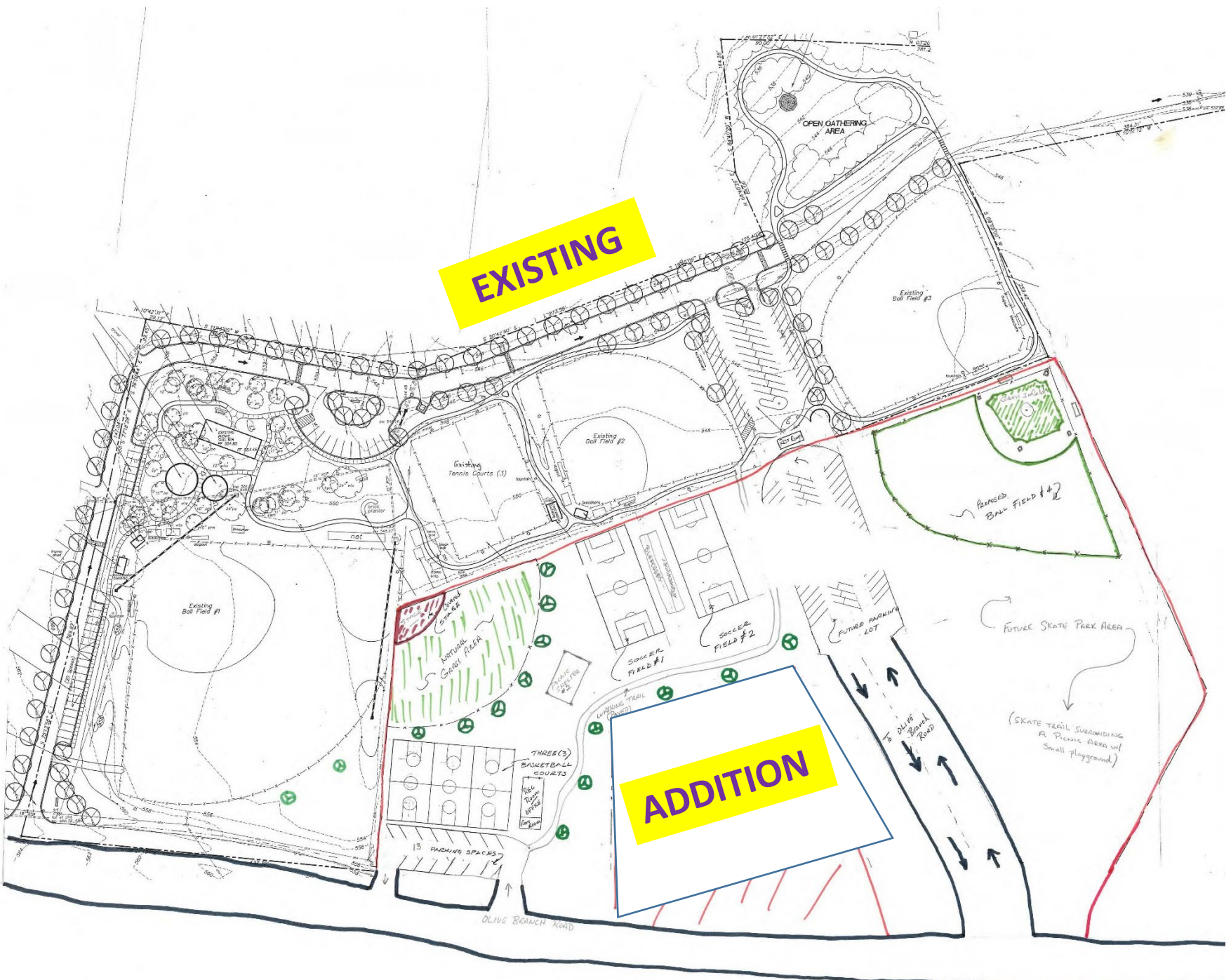


- Working with Small Town Main Street and the CRTPO through their Pedestrian and Bike Program, we are striving to improve the walkability of downtown Marshville.
- The Planning Board is working on a Facade Ordinance to bring some harmony to our downtown appearance.

Town of Marshville, NC Walkability



- Marshville will be exceptionally walkable for a quarter mile in all directions from the corner of Main and Elm Streets.
- Within that hub, there will be fast food on Hwy 74, sidewalk cafes and coffee houses on Main and Union streets, family dining on Main and N. Elm streets, and office space and small businesses on all streets.



To enhance the quality of life and prepare for a growing population, we are planning a park expansion that would include basketball courts, soccer fields, more walking trails, and a covered amphitheater-type stage for future concerts and plays.



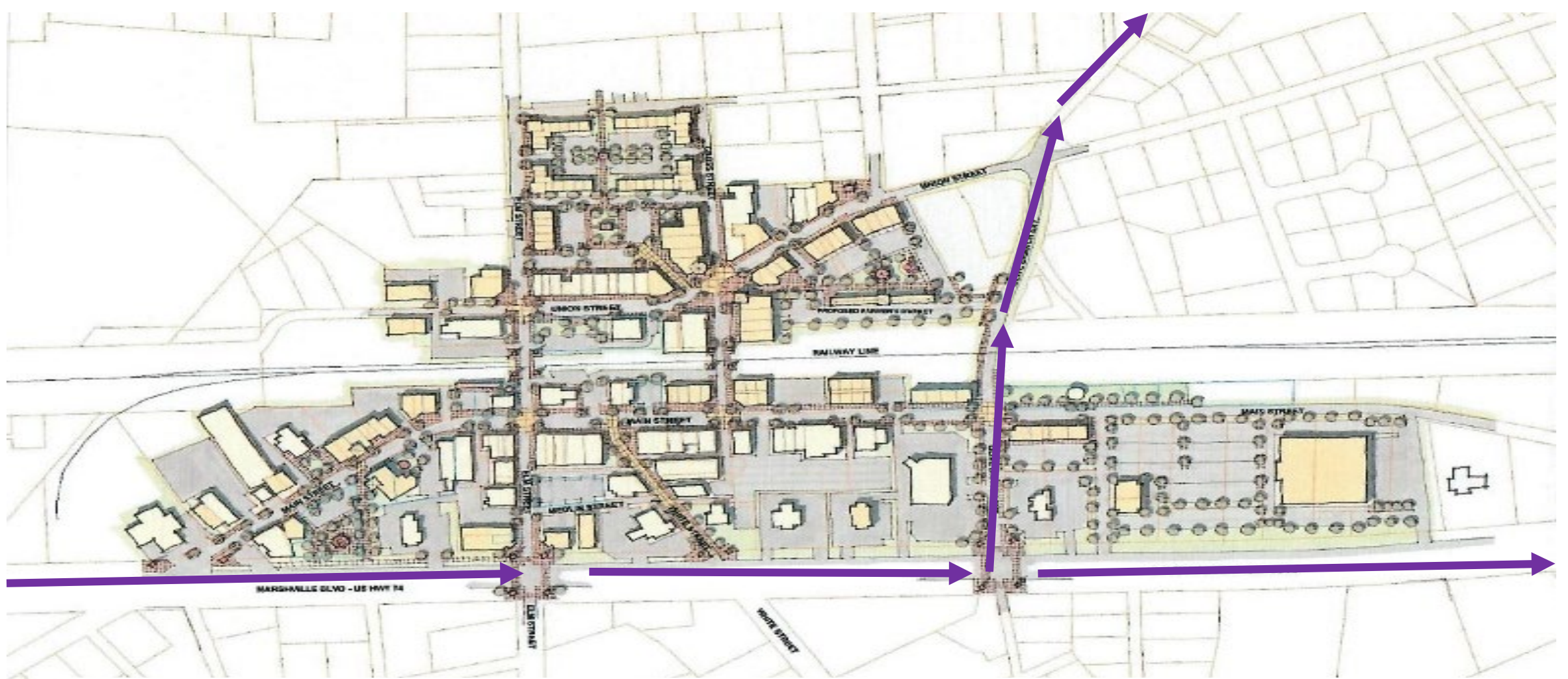
In order to provide safe and pedestrian-friendly access to the park, we will be asking NCDOT to allow us to construct a sidewalk on Union Street from Olive Branch Rd. to Park Drive.

So what is important to Marshville?

- **Increasing economic development and attracting business (Retail, Commercial, and Light Industry)**
- **Increasing the population of Marshville and the surrounding areas**
- **Enhancing the quality of life for our two forgotten demographics (Seniors and Children)**
- **Being more pedestrian- and bicycle-friendly**

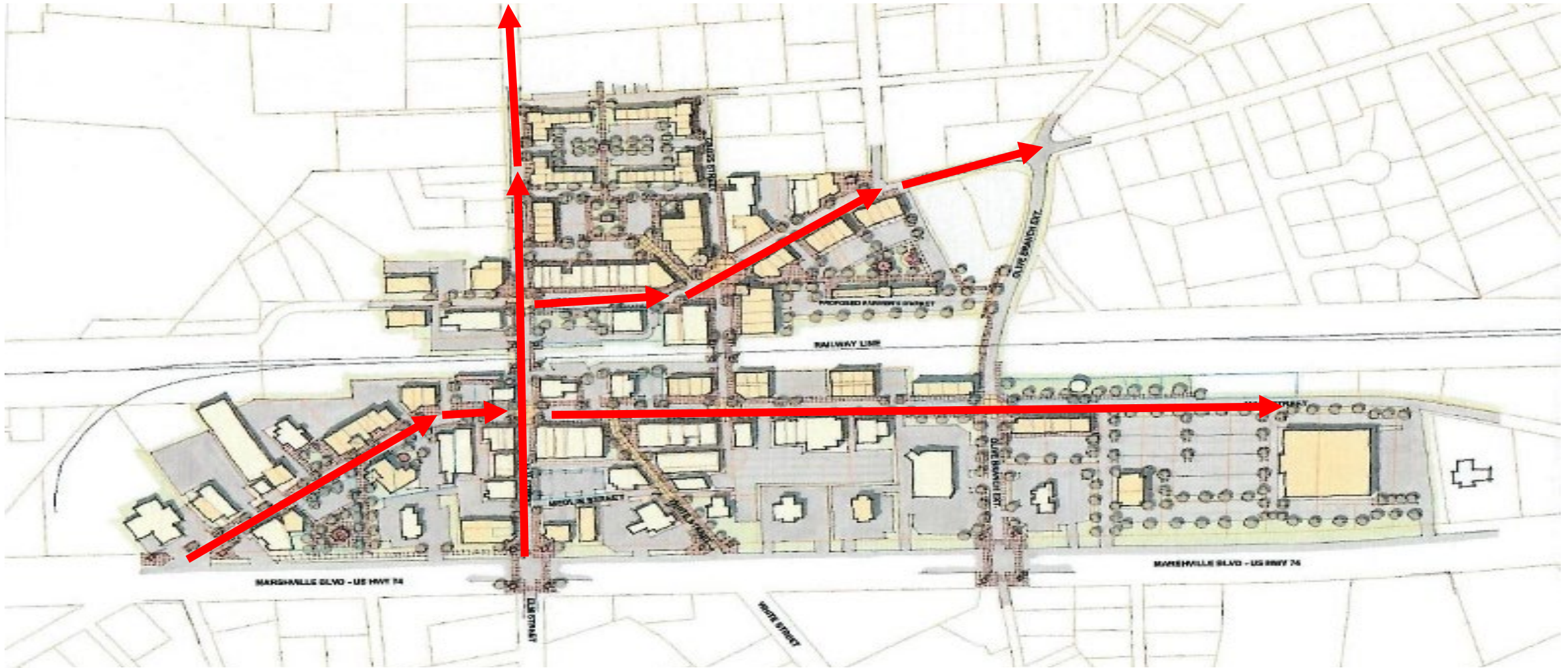
How can Union County help economic development?

- To increase economic development, two things are essential for Marshville: Water/Sewer & Natural Gas.**
- The Town has worked tirelessly over the past several years to identify, prioritize, and use our limited resources to repair the many issues in the Water and Sewer System.**
- In acquiring the System, we would ask the County to complete what we were unable to finish by making Eastern Union County a priority and using your tremendous resources to repair the System right away.**



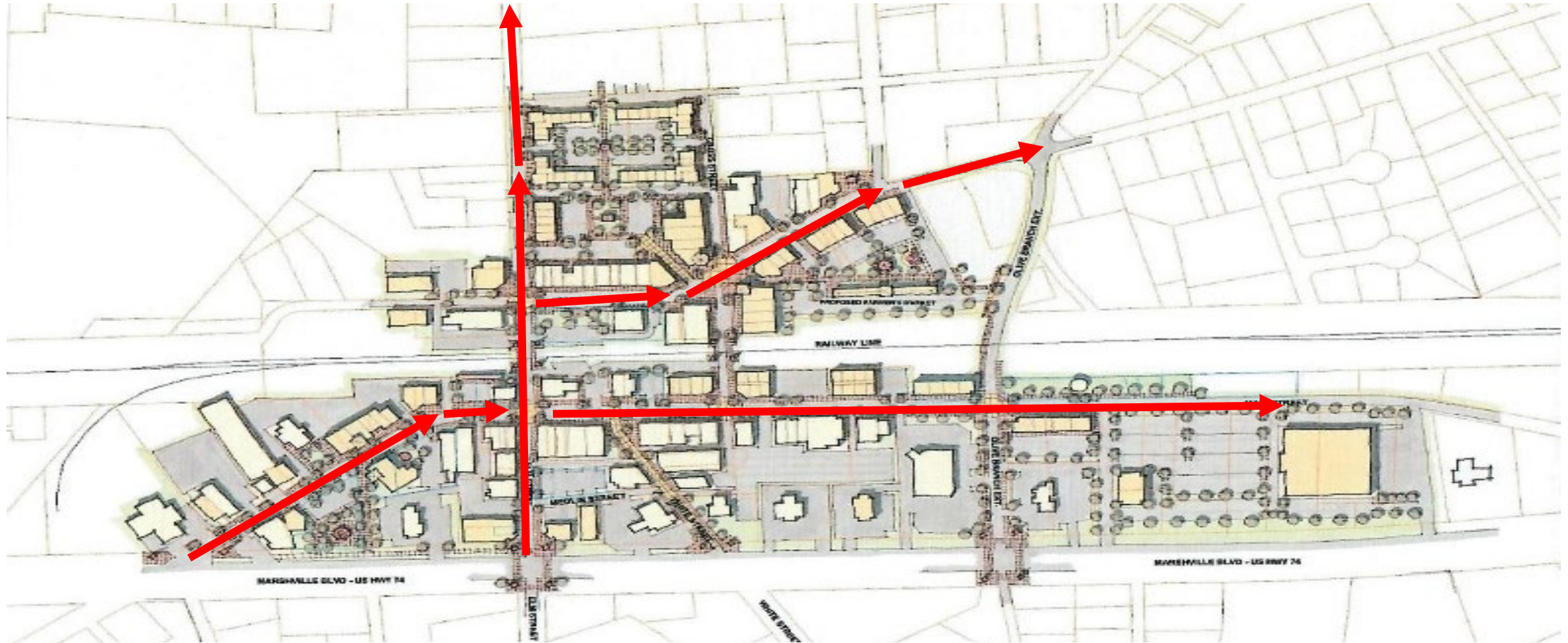
The City of Monroe has decided to extend their natural gas line through Marshville to two business properties outside Marshville, which is good news.

Their plan is to extend their line through Marshville on Hwy 74 as well as an additional branch along Olive Branch Rd. There are talks of an extension down Main Street but no timeline.



In order for Marshville to develop economically, we need natural gas throughout our downtown core (Main St, Elm St, and Union St).

That is the only way Marshville can become a commercial hub positioned to service the growing population of Eastern Union County.



How can Union County help?

The County can encourage Monroe and through the County's economic development arm, incentivize Monroe to extend all needed gas lines sooner rather than later.

How can Union County help enhance the quality of life for seniors and children and help Marshville be more pedestrian- and bicycle-friendly?

- Since Marshville is an economically challenged community, we do qualify for CDBG funds. We would ask that Union County direct those federal funds toward Marshville in an equitable way, in order to help fund sidewalks and park development.**
- Further, we would ask that Union County use their considerable resources and manpower to aggressively seek out similar grant opportunities to help those communities that are not as affluent as others.**

**QUESTIONS
OR
COMMENTS?**