



TRIANGLE J
COUNCIL OF GOVERNMENTS

TOWN OF CARTHAGE
NORTH CAROLINA



Needmore Community Small Area Plan

DRAFT FEBRUARY 2020

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Introduction & Background

(To be added after client review and approval of draft document)

Vision, Goals & Objectives

Vision

Discussions with members of the Needmore community resulted in the creation of the following “vision statement” to provide guiding principles for the development of this Small Area Plan. The vision is intended to be a high-level statement of what the community hopes to achieve.

Vision for the Plan: **Enhancing the quality of life in the Needmore neighborhood for residents and visitors of all ages through fellowship and a process that is carried out by the community, for the community.**

Goals & Objectives

In order to achieve the plan vision, community members identified four overarching goals: a community that is **connected, accessible, active & healthy**, and **welcoming**. Additionally, a fifth goal was to identify issues that could be fed into the town-wide Land Use Plan update that will take place in the coming months. Under each of these high-level goals, a number of more specific objective areas was identified, and potential recommendations for each of these objectives are presented later in this plan. A summary of the goals and objectives is presented below.

Connected

- Water Infrastructure
- Broadband Infrastructure
- Active Transportation & Pedestrian Comfort

Accessible

- Information Sharing
- Pedestrian-Friendly
- Healthy Food
- Physical Activities

Active & Healthy

- Community Center
- Playground & Activities
- Programming for Various Ages
- Water Quality

Welcoming

- Needmore Community Association
- Historical Market
- Neighborhood History
- Landscaping & Plantings

Feedback to Land Use Plan

- Manufactured Housing
- Property Subdivision
- Commercial Uses

Existing Conditions

Study Area

The Needmore Community is a neighborhood in the northwestern portion of the Town of Carthage, in Moore County. It does not have defined boundaries but is generally defined as the area north of NC 24-27 in the vicinity of Needmore Road, Old Glendon Road, Kester Road, and surrounding streets. Much, but not all, of the neighborhood is within the Carthage town limits. Historically, Needmore has been a majority African American neighborhood. Most of the neighborhood is made up of single-family residential homes, with a few churches and business uses mixed in.

Demographics

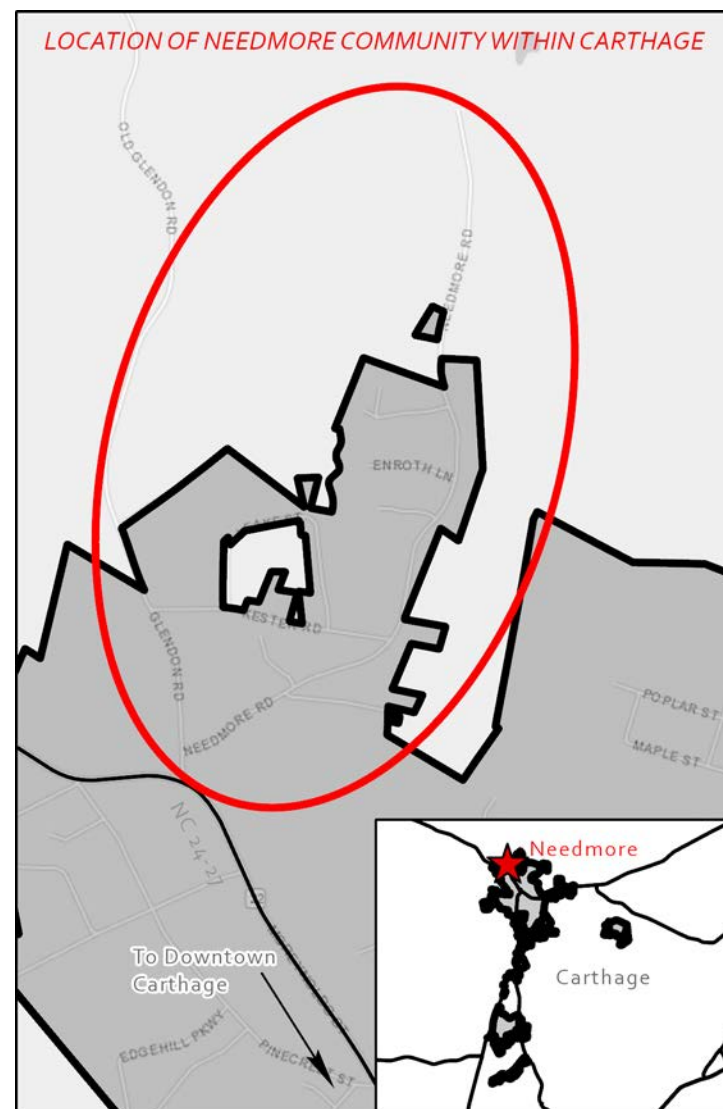
Population

The Town of Carthage is located in Moore County, North Carolina and serves as the county seat. As of 2018, there were 2,811 people, 1,003 households, and 1,187 housing units. With a total area of 6.6 square miles, there are over 425 people per square mile in Carthage. The town has a total area of 6.6 square miles, which accounts for 425.7 people per square miles.

The Census Bureau does not report figures at the neighborhood level, so the closest we can get is the block group level. Needmore is located in census tract 9504.02, block group 2, which covers portions of the Town of Carthage that lie north of NC 24-27 and adjacent areas outside the Town limits. Figures below will provide a comparison between the Town-wide data and the block group-level data.

Age

Median age is the age that divides the total age frequency into two equal parts (e.g., half of individuals are older than the median age and half are younger. It is a good indicator to gauge whether a population is getting older. The median age in Carthage is 39.1, while the median age in Block Group 2 is 42.6 (slightly older). People in Carthage are getting younger—in 2017, the median age was



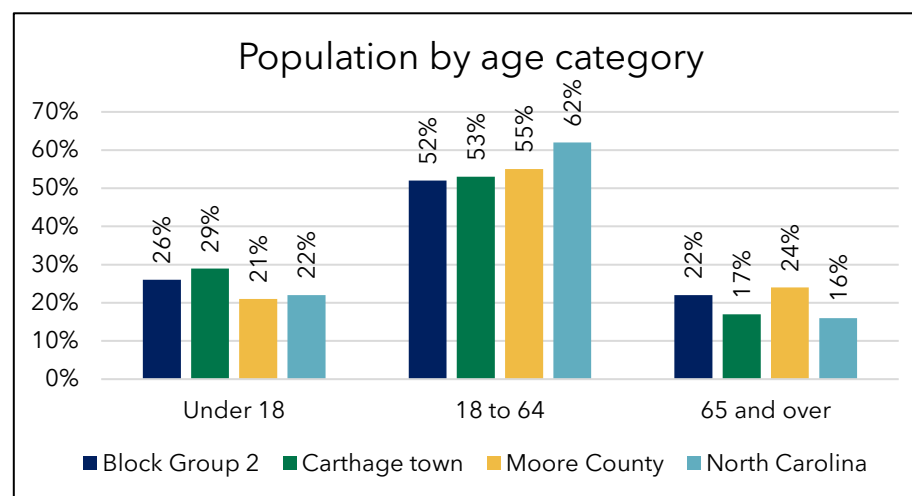
40.8; however, the median age in Block Group 2 remained constant. Carthage is younger than Moore County overall, which has a median age of 45.5.

Carthage's population is spread out proportionately among the different age groups. Those age ranges with the largest percentages are 0 to 9 (13%), 10 to 19 (14%), and 40 to 49 (13%). By age category, most of the Carthage's population is 18 to 64 (53%), followed by under 18 (29%) and 65 and over (17%). By comparison, Block Group 2 has a lower percentage of younger age groups and a higher percentage of older age groups than the Town as a whole. The charts below show Carthage's population by age range and age category, as compared to the block group, county and state. Of note, Carthage has a higher percentage of children and a lower percentage of working-age adults than the state and county.

Table 1: Population by age range. (2014-2018 ACS 5-Year Estimates)

POPULATION BY AGE RANGE	Block Group 2	Carthage town	Moore County	North Carolina
0 to 9 years	12%	16%	11%	12%
10 to 19 years	14%	14%	12%	13%
20 to 29 years	8%	11%	10%	14%
30 to 39 years	12%	10%	11%	13%
40 to 49 years	13%	13%	12%	13%
50 to 59 years	8%	11%	13%	13%
60 to 69 years	14%	9%	14%	12%
70 to 79 years	12%	7%	12%	7%
80 years and over	6%	9%	5%	4%

Figure 1: Population by age category. (2014-2018 ACS 5-Year Estimates)



Sex

As of 2018, 56% of Carthage residents are female, which is slightly higher than the county and state averages. Within Block Group 2, the imbalance is even larger with 58% of residents being female.

Figure 2: Population by sex. Source: 2014-2018 ACS 5-Year Estimates.

Block Group 2



Carthage



Moore County



North Carolina



Diversity

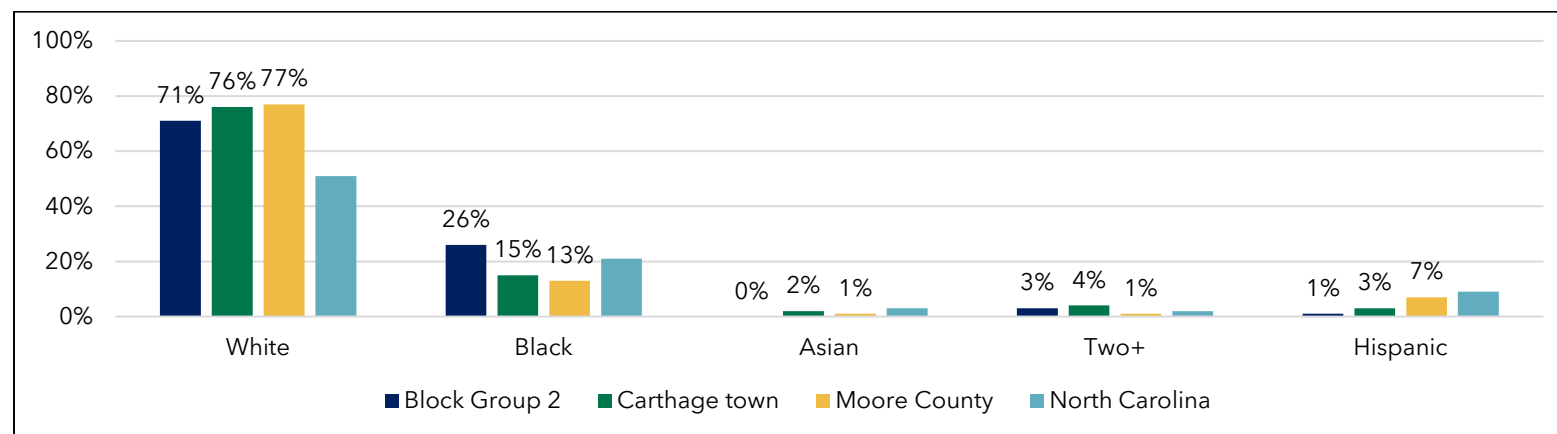
The ethnic composition of Carthage is 76% White, 15% Black or African American, and 3% Hispanic or Latino. The rate of White residents in Carthage is about 20% higher than the rate in North Carolina (63%). Conversely, the rate of Black or African American residents is about two-thirds of the rate in North Carolina (21%); the rate of Hispanic residents is about one-third the state rate (9%). Conversely, within Block Group 2 the percentage of African American residents (26%) is slightly higher than the state average.

Table 2: Hispanic or Latino and Race. Source: 2014-2018 ACS 5-Year Estimates.

RACE/ETHNICITY	Block Group 2	Carthage town	Moore County	North Carolina
Hispanic or Latino (of any race)	0.7%	3.1%	6.5%	9.2%
White alone	70.8%	76.2%	77.2%	63.3%
Black or African American alone	25.8%	14.9%	12.6%	21.1%
American Indian and Alaska Native alone	0%	0%	0.8%	1.1%
Asian alone	0%	1.7%	1.4%	2.8%
Other Races/Two or More Races	2.7%	4.1%	1.4%	2.5%

The chart below further shows the ethnic composition of the population of Carthage, as it compares to Moore County and North Carolina.

Figure 3: Population by race & ethnicity. Source: 2014-2018 ACS 5-Year Estimates.

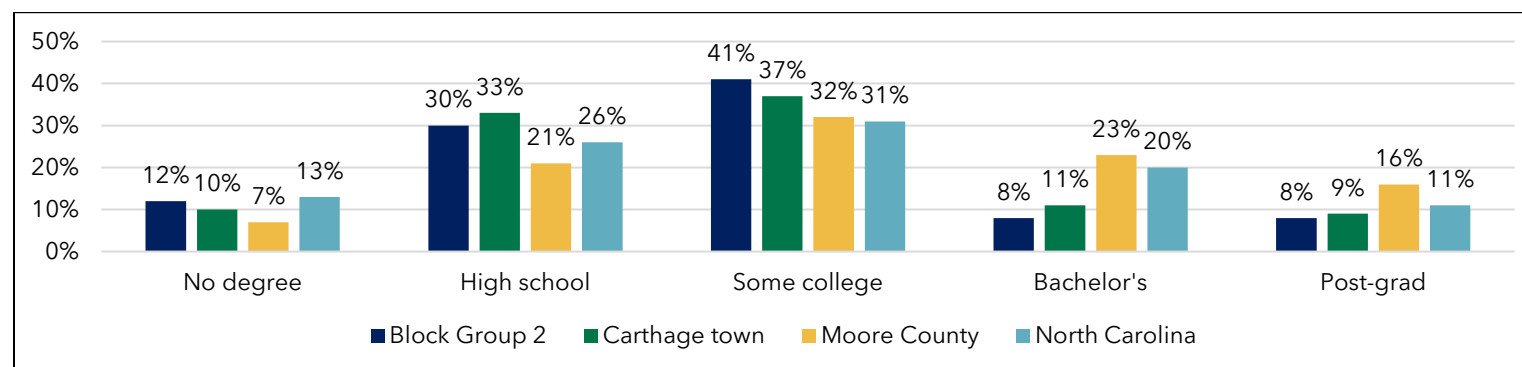


Only 2.3% of Carthage's population is foreign-born; Asia (69%), Latin America (13%), and Africa (11%) account for most birthplaces for foreign-born residents. 4% of people in Carthage speak a non-English language at home and all Carthage residents are U.S. Citizens.

Education

Nearly 90% of Carthage's residents have a high school degree or higher. Only 19.3% have a Bachelor's degree or higher, which is significantly lower than the rate in North Carolina (31.9%). Block Group 2 has a similar pattern to the Town of Carthage as a whole, with all categories within 4 points +/- of the Town-wide estimates.

Figure 4: Population by minimum level of education (Population 25 years and over). Source: 2014-2018 ACS 5-Year Estimates.



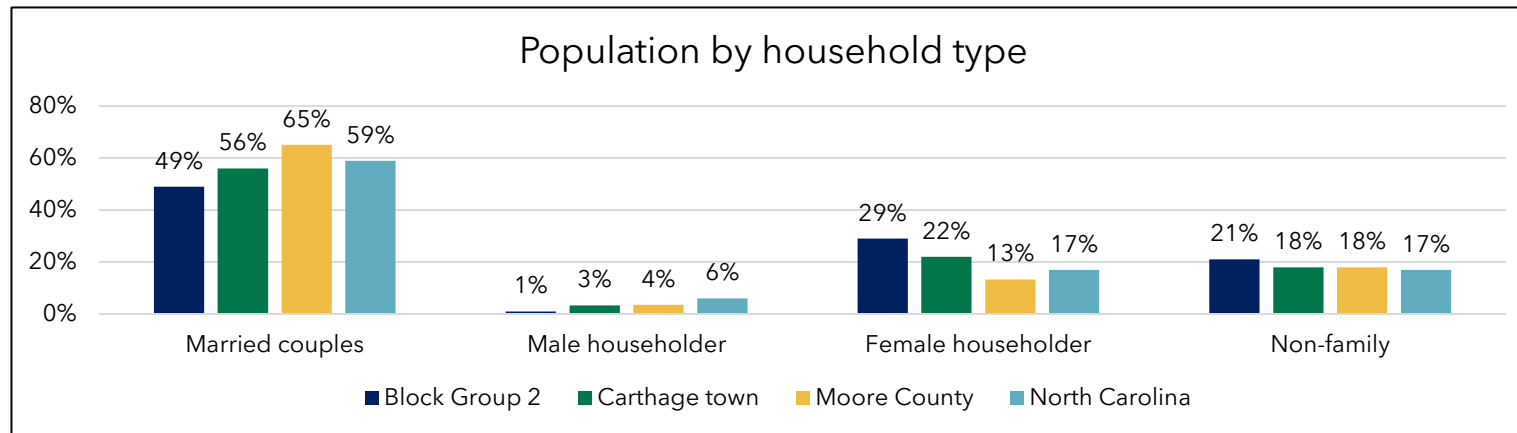
Housing

As of 2018, Carthage has 1,003 households and an average of 2.7 persons per household. Most Carthage residents live in households headed by a married couple (56%), followed by female householder (22%) and non-family households (18%). In Block Group 2, a slight majority lives in households not headed by a married couple, including 29% of residents living in female-headed households and 21% of residents living in non-family households.

Table 3: Households by Type. Source: 2014-18 ACS 5-Year Estimates.

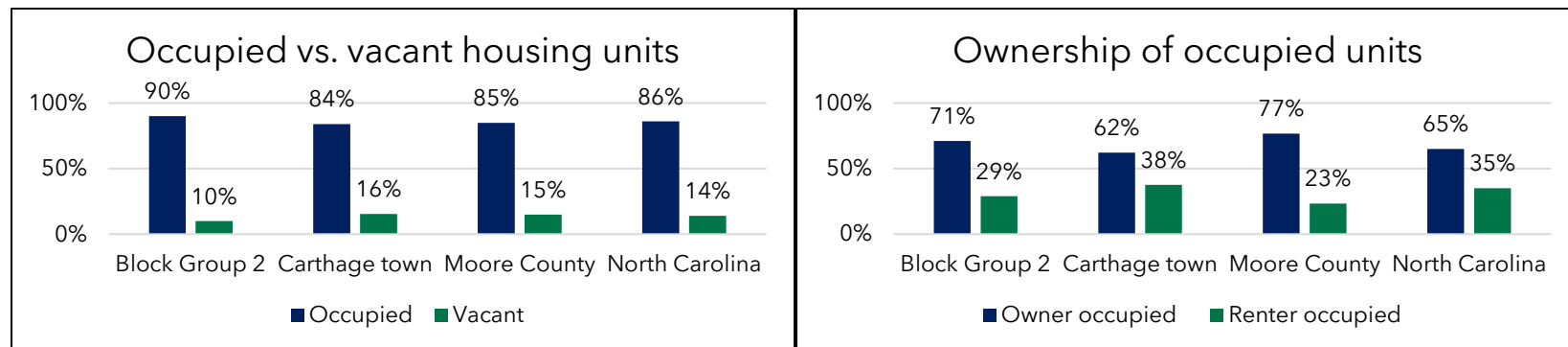
HOUSEHOULDS BY TYPE	Block Group 2	Carthage town	Moore County	North Carolina
Total households	500	1,003	38,965	3,918,597
Family households (families)	58.2%	59.7%	64.2%	65.7%
Nonfamily households	42.8%	40.3%	35.8%	34.3%
Average household size	2.36	2.67	2.42	2.52
Average family size	3.22	3.60	3.05	3.1

Figure 5: Population by household type. Source: 2014-2018 ACS 5-Year Estimates.



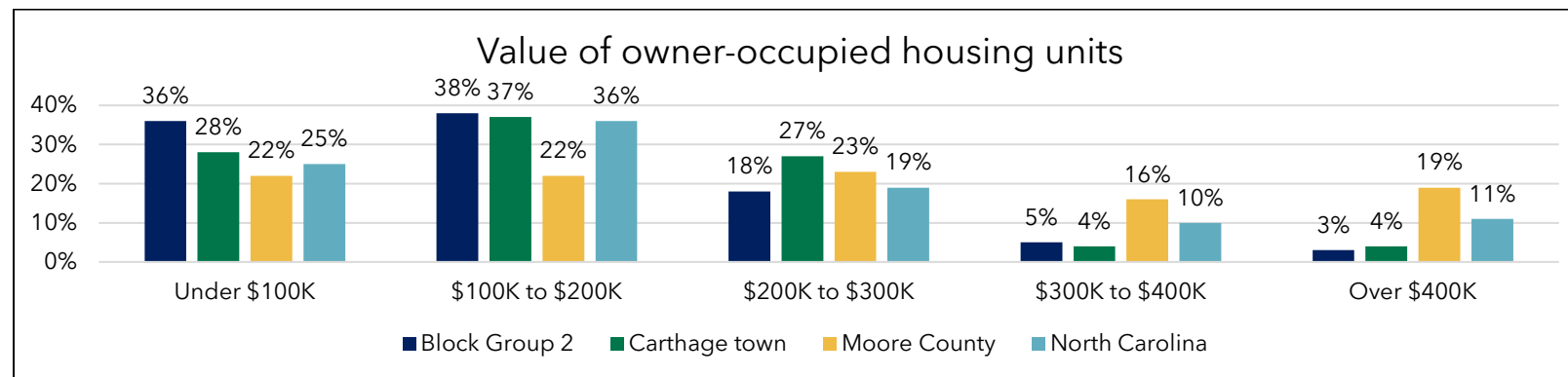
As of 2018, Carthage has 1,187 housing units, with 84% occupied and 62% of occupied units owner-occupied; in Block Group 2 there are 553 housing units, of which 90% are occupied and 71% of occupied units are owner-occupied. Nearly 70% of housing units in Carthage are Single Unit, followed by Multi-Unit (15%) and Mobile Home (17%); in Block Group 2 there are somewhat fewer single-family detached units (66%) and multi-family attached units (9%) and more mobile homes (25%).

Figure 6: Occupied vs. vacant housing units & Ownership of occupied units. Source: 2014-2018 ACS 5-Year Estimates.



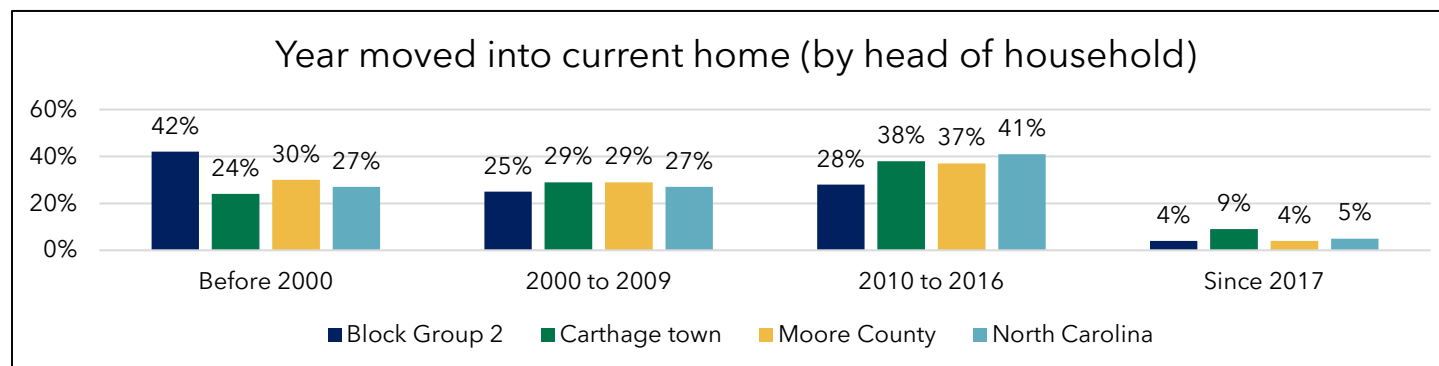
As of 2018, the median property value of owner-occupied housing units in Carthage is \$145,600, which is a 4.8% increase since 2017 (\$138,900). The median property value of owner-occupied housing units in Block Group 2 was lower, at \$123,600. The value of owner-occupied units is predominantly \$100,000 to \$200,000 (37% town, 38% block group), followed by under \$100,000 (28% town, 36% block group) and \$200,000 to \$300,000 (27% town, 18% block group). Only 8% of units in Carthage and Block Group 2 are valued at more than \$300,000. The homeownership rate is 62%, which is a 1% increase since 2017 (61%).

Figure 7: Value of owner-occupied housing units. Source: 2014-2018 ACS 5-Year Estimates.



As of 2018, 9% of Carthage's residents had moved-in since the previous year, but only 4% of households in Block Group 2 were similar new arrivals. Most of Carthage's heads of household moved into their current homes between 2000 and 2010 (38%), but the largest share of households in Block Group 2 moved in prior to 2000 (42%).

Figure 8: Year moved in. Source: 2014-2018 ACS 5-Year Estimates.



Employment

As of 2017, 1,008 Carthage residents are employed either in the civilian labor force or the armed forces, with a total labor force of 1,036 people. In Block Group 2, 468 residents are employed out of a total labor force of 491. The unemployment rate in Carthage is 3.1% and in Block Group 2 it is 4.7%, both of which are lower than the rate for both Moore County (5.3%) and North Carolina (5.5%). The largest industries in Carthage are Public Administration (28.9%), Educational Services (26.5%), and Health Care and Social Assistance (19.5%). White workers account for the largest share of jobs (74.6%), followed by Black or African American (22.9%).

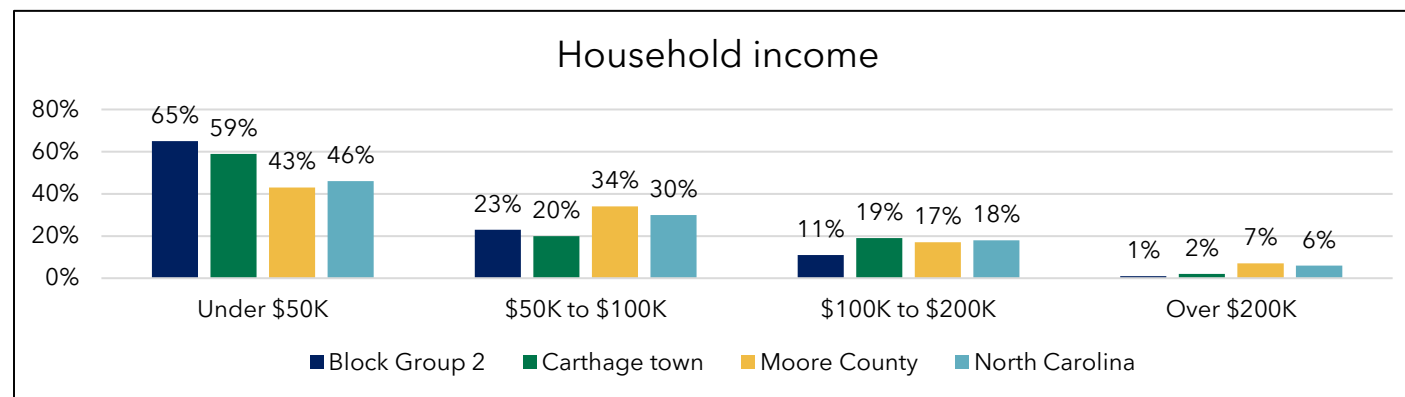
Table 4: Employment Status (Comparative Economic Characteristics). Source: 2014-2018 ACS 5-Year Estimates.

EMPLOYMENT STATUS	Block Group 2	Carthage town	Moore County	North Carolina
Population 16 years and over	886	2,045	77,525	146,789
In labor force	55.4%	50.7%	57.1%	64.7%
Employed (Civilian)	52.8%	43.4%	51.5%	61.0%
Unemployed	2.6%	1.4%	2.9%	3.5%
Armed Forces	0%	5.9%	2.7%	0.2%
Not in labor force	44.6%	49.3%	42.9%	35.3%
Unemployment Rate	4.7%	3.1%	5.3%	5.5%

Income

As of 2018, Carthage has a median household income of \$24,963 and per capita income of \$21,533. Block Group 2 has a median household income of \$32,000 and a per capita income of \$20,254. Almost two-thirds of households in Block Group 2 have an annual household income below \$50,000.

Figure 9: Household income. Source: 2014-2018 ACS 5-Year Estimates.



Poverty

The poverty rate in Carthage is 18.6%, with 27% of children (under 18) and 11% of seniors (65 and over) living below the poverty line. In Carthage, poverty is particularly prevalent among children, with 27.3% of residents under the age of 18 living in poverty, compared to 12.6% for this age group in Moore County and 15.4% for this age group in North Carolina. Among working-age residents in Carthage, 45.5% live in poverty, compared to 33.9% in the county and 31.3% in the state. Over 11% of seniors age 65 and over in Carthage live in poverty, compared to 7.5% countywide and 9.2% statewide. In Block Group 2, 20% of residents live below the poverty line.

The poverty rate among female residents of Carthage (21%) is significantly higher than the rate among male residents (15.8%). When examining poverty by race and ethnicity, the highest levels of poverty are found among those reporting their race to the Census Bureau as Hispanic or Latino ethnicity (54%) and Black or African American (41.6%).

Table 5: Poverty Status in the Past 12 Months - Age. Source: 2014-2018 ACS 5-Year Estimates.

POVERTY STATUS IN THE PAST 12 MONTHS - AGE	Block Group 2	Carthage town	Moore County	North Carolina
	Percent below poverty level	Percent below poverty level	Percent below poverty level	Percent below poverty level
Residents w/ household income below poverty line	20.0%	18.6%	12.6%	15.4%
Under 18 years	Age data not available	27.3%	19.7%	22.0%
Under 5 years		20.3%	21.2%	24.7%
5 to 17 years		30.2%	19.1%	21.1%
18 to 64 years		15.9%	11.9%	14.5%
18 to 34 years		14.8%	11.0%	19.5%
35 to 64 years		14.8%	11.0%	11.8%
60 years and over		9.8%	8.1%	9.9%
65 years and over		11.3%	7.5%	9.2%

Computers & Internet Use

Nearly 70% of Carthage's population has a broadband Internet subscription, with 73.4% owning a computer. Access is lower in Block Group 2, where only 56% of residents have broadband access and 62% have a computer. Both broadband Internet access and computer ownership are significantly lower in Carthage than in both Moore County and North Carolina.

Table 6: Computers and Internet Use. Source: 2014-18 ACS 5-Year Estimates.

COMPUTERS AND INTERNET USE	Block Group 2	Carthage town	Moore County	North Carolina
Total households	500	1,003	38,965	3,918,597
With a computer	61.6%	73.4%	85.6%	87.4%
With a broadband Internet subscription	55.8%	69.9%	80.0%	78.3%

Physical Activity & Nutrition

Health

As of 2018, nearly 90% of the population of Carthage has health coverage, with 67% on private health insurance and 22.7% on public health coverage. Over 10% of Carthage residents have no health coverage, which is largely in line with the rate in both Moore County and North Carolina (9.4% and 11.1%, respectively). Within Block Group 2, a slightly lower percentage of residents has health insurance coverage (86%) and a much larger share of the residents have public coverage (46%).

Table 7: Health Insurance Coverage. Source: 2014-18 ACS 5-Year Estimates.

HEALTH INSURANCE COVERAGE	Block Group 2	Carthage town	Moore County	North Carolina
Civilian noninstitutionalized population	1,180	2,555	92,497	9,952,031
With health insurance coverage	85.5%	89.7%	90.6%	88.9%
With private health insurance	42.0%	67.0%	72.2%	67.2%
With public coverage	46.1%	22.7%	18.4%	34.2%
No health insurance coverage	14.5%	10.4%	9.4%	11.1%

In 2014, per capita personal health care spending in Carthage was \$7,264, a 3.4% increase from the previous year (\$7,027). Primary care physicians in Carthage see 1,417 patients per year on average, which represents a 0.496% increase since 2017 (1,410 patients). Compare this to dentists who see 1,829 patients per year, and mental health providers who see 464 patients per year.

Disability

In 2018, nearly 18% of Carthage's population had a disability (454 people), which is higher than both Moore County (15.7%) and North Carolina (13.6%). Carthage has notably larger population percentage with an ambulatory difficulty (12.3%) and independent living difficulty (11.2%) than the county and state rates. Disability data was not available at the Block Group level.

Table 8: Disability Status of the Civilian Noninstitutionalized Population. Source: 2014-18 ACS 5-Year Estimates.

DISABILITY STATUS	Carthage town	Moore County	North Carolina
Total:	2,555	92,497	9,952,031
With a disability	17.8%	15.7%	13.6%
<i>Under 18 years with a disability</i>	<i>6.5%</i>	<i>6.9%</i>	<i>4.4%</i>
<i>18 to 64 years with a disability</i>	<i>13.4%</i>	<i>11.5%</i>	<i>11.5%</i>
<i>65 years and over with a disability</i>	<i>55.2%</i>	<i>33.5%</i>	<i>35.8%</i>

Table 9: Disability Characteristics - Disability Type. Source: 2014-2018 ACS 5-Year Estimates.

DISABILITY TYPE	Carthage town	Moore County	North Carolina
Total:	17.8%	15.7%	13.6%
With a hearing difficulty	5.5%	5.5%	3.8%
With a vision difficulty	4.0%	2.7%	2.6%
With a cognitive difficulty	7.9%	5.8%	5.4%
With an ambulatory difficulty	12.3%	8.6%	7.7%
With a self-care difficulty	8.5%	3.9%	2.9%
With an independent living difficulty	11.2%	6.6%	6.2%

Social Assistance

Over 34% of Carthage households and almost 38% of Block Group 2 households receive Social Security income, which is a lower percentage than Moore County (40.6%) but higher percentage than North Carolina (32.1%). Similarly, almost 15% of Carthage households and over 13% of Block Group 2 households receive Food Stamps/SNAP assistance, which is higher than the county and state rates for this assistance (9.4% and 13.2% respectively). Over 4% of Carthage households receive cash public assistance income, which is significantly higher than both Moore County (0.9%) and North Carolina (1.6%).

Table 10: Income and Benefits in 2018 Inflation-Adjusted Dollars (Comparative Economic Characteristics) - Social Security, Retirement Income, and Public Assistance. Source: 2014-2018 ACS 5-Year Estimates.

SOCIAL ASSISTANCE - HOUSEHOLDS	Block Group 2	Carthage town	Moore County	North Carolina
Total households	500	1,003	38,965	3,918,597
With Social Security	37.8%	34.4%	40.6%	32.1%
Mean Social Security income	\$19,110	\$17,666	\$21,470	\$19,319
With retirement income	30.2%	23.4%	28.5%	19.6%
Mean retirement income	\$20,785	\$20,197	\$29,593	\$23,813
With cash public assistance income	No data	4.4%	0.9%	1.6%
Mean cash public assistance income		\$5,002	\$2,977	\$2,658
With Food Stamp/SNAP benefits in the past 12 months	13.4%	14.8%	9.4%	13.2%

Commute to Work & Car Ownership

People in Carthage have an average commute time of 25.2 minutes and they largely commute by driving alone (84%). The average commute time for residents of Block Group 2 is xx minutes, and 73% of residents commute by driving alone. Bicycling, walking, and public transit commute modes are statistically at zero percent. Most of those who do not drive alone either carpool or use a motorcycle. Using averages, employees in Carthage have a longer commute time (25.2 minutes) than workers in Moore County (24.4 minutes) and statewide average (24.5 minutes). Between 2017 and 2018, the average commute time increased by 3.1 minutes, indicating that more residents are commuting longer distances to work.

Car ownership in Carthage is approximately the same as the Moore County and state average, with an average of 2 cars per household. The average car ownership in Carthage is 2 cars per household. However, Carthage has a significantly higher rate of zero-car availability (19.7%) than both Moore County (4.4%) and North Carolina (5.9%). Block Group 2 is much closer to the county and state numbers than the town numbers, with a relatively low number of zero-vehicle households.

Table 11: Vehicles Available. Source: 2014-2018 ACS 5-Year Estimates.

VEHICLES AVAILABLE	Block Group 2	Carthage town	Moore County	North Carolina
Occupied housing units	500	1,003	38,965	3,918,597
No vehicles available	6.8%	19.7%	4.4%	5.9%
1 vehicle available	32.4%	33.5%	30.9%	31.9%
2 vehicles available	34.2%	35.7%	40.5%	38.4%
3 or more vehicles available	26.6%	11.1%	24.2%	23.8%

Public Input

In order to prepare this small area plan, the project team conducted three community meetings for neighborhood residents to provide guidance and feedback. These three meetings served as the primary basis for the vision, goals, and objectives, as well as the development of the recommendations outlined later in this plan.

Community Meeting 1

The first of three community meetings for the *Needmore Community Small Area Plan* took place on Tuesday, July 16, 2019 from 6:30 to 8:30pm at the Moore County Agricultural Center in Carthage, NC. Approximately 40 community members were in attendance, predominantly from the Needmore neighborhood. The “Needmore Family & Friends Community Information Session” was advertised and promoted by the Town of Carthage, in partnership with representatives from neighborhood churches and community organizations. Representatives from the Town of Carthage (Planning, Zoning, and Permits; Public Health Department; and elected officials), Habitat for Humanity of the NC Sandhills, and Triangle J Council of Governments (TJCOG) were in attendance.

Four Triangle J COG staff, representing both the Member Services and Regional Planning departments, incorporated planned community engagement activities into the information session and barbeque dinner. These activities included a brief presentation on the small area plan by Matt Day and Kaley Huston (TJCOG); tabling and one-on-one conversations around vision, goals, and objectives for the Needmore neighborhood; and facilitated discussion on the outcomes of tabling and conversations. Triangle J COG staff gathered feedback on both the small area plan and other community concerns, including apprehensions surrounding the planned Carthage bypass.

Following the barbeque dinner, Jenny Halsey and Alana Keegan (TJCOG) facilitated a large group discussion to validate findings from the tabling and one-on-one conversations. The facilitated discussion allowed for TJCOG staff to theme these findings; outline the vision, goals, and objectives; identify potential projects; and gather community feedback on the small area plan and Carthage bypass.

Key Takeaways

During the tabling exercise, TJCOG staff identified the following high-level themes for the Needmore Community:

- Limited transportation options for older adults
- No sidewalks for biking and walking
- High cost of healthy food
- Limited access to grocery stores
- Deficient internet speed and broadband

Needmore residents expressed the need to bridge the gap between “longstanding residents for generations” and new residents. This gap could present a barrier to engagement and outreach for the small area plan, as well as implementation of projects. As stated by a resident, “work needs to be done.”

Needmore residents emphasized the importance of fellowship at their respective churches and related community groups. Although the community has “different types of activities,” they are “already together and friendly through fellowship.” This aspect of fellowship should be leveraged and incorporated into the small area plan, as well as any related engagement and outreach activities.

Community Meeting 2

The second of three community meetings for the Needmore Community Small Area Plan took place on Wednesday, August 14, 2019 from 6:30 to 8:30pm at the First Missionary Baptist Church Fellowship Hall in Carthage, NC. Approximately 15 community members were in attendance, predominantly from the Needmore neighborhood. The public meeting was advertised and promoted by the Town of Carthage, in partnership with representatives from neighborhood churches and community organizations. Representatives from the Town of Carthage (Planning, Zoning, and Permits and elected officials) and Triangle J Council of Governments (TJCOG) were in attendance.

Key Takeaways

During the facilitated discussion, Needmore residents identified the following as amenities that could be recommended and implemented through the small area plan:

- Playground
- Basketball court
- Swimming pool
- Skating rink
- Swimming pool
- Community center and/or multipurpose room
- Infrastructure for access and connectivity (sidewalks, greenway)
- Activities for children and teens
- Programming for all ages (education on physical activity and nutrition)
- Water infrastructure (water quality)

Following the community meeting, TJCOG staff realized the need to provide tangible, realistic, and achievable recommendations within the final *Needmore Community Small Area Plan*. Although the grant will not directly fund built infrastructure, these recommendations should provide a clear path to successful implementation for both the Town of Carthage and Needmore neighborhood.

Community Meeting 3

The third, and last, community meeting for the Needmore Community Small Area Plan took place on Wednesday, September 18, 2019 from 6:30 to 8:00pm at the First Missionary Baptist Church Fellowship Hall in Carthage, NC. Approximately eight community members were in attendance, predominantly from the Needmore neighborhood. The public meeting was advertised and promoted by the Town of Carthage, in partnership with representatives from neighborhood churches and community organizations. Attendance at the third

community meeting was lower than previous meetings but generated comprehensive and considerate discussion on draft recommendations and next steps for the small area plan. TJCOG presented several potential recommendations based on the goals and objectives identified in earlier meetings. The community members in attendance provided detailed comments on the prioritization of these potential recommendations, as well as additional items that had not yet been identified or addressed.

Key Takeaways

There was general agreement with the vision statement and goal/objective framework as presented by TJCOG.

Vision Statement: **Enhancing the quality of life in the Needmore neighborhood for residents and visitors of all ages through fellowship and a process that is carried out by the community for the community.**

Goals:

- Connected
- Accessible
- Active & Healthy
- Welcoming
- Feedback to Land Use Plan

Community members provided feedback on the prioritization of recommendations within each of the five goal areas (listed in priority order). They were prioritized based on timeframe (near-term higher priority than long-term) as well as importance to the community:

- **Connected**
 - Improve water infrastructure in Needmore neighborhood
 - Improve bicycle & pedestrian network infrastructure
 - Increase transit access to medical care
 - Encourage improved internet availability in Needmore neighborhood
 - Improve bicycle & pedestrian information through wayfinding signage
 - Attract medical services to locate near Needmore neighborhood
- **Accessible**
 - Increase access to healthy food through community garden or other targeted projects
 - Establish communications strategy to increase information sharing between Town & Needmore neighborhood
 - Ensure safe & convenient crosswalks are provided in Needmore neighborhood & surrounding area
- **Active & Healthy**
 - Improve water quality in Needmore neighborhood through water sampling or other environmental testing
 - Implement a variety of programming for various ages
 - Increase amenities such as playgrounds & activities for kids
 - Advocate for a community center in or near Needmore neighborhood

- **Welcoming**

- Explore grant opportunities for landscaping & planting improvements
- Standup or utilize existing Needmore community association to discuss neighborhood initiatives
- Erect historical marker to honor history of Needmore neighborhood
- Formalize local partnerships to collect and document history of Needmore neighborhood

- **Feedback to Land Use Plan**

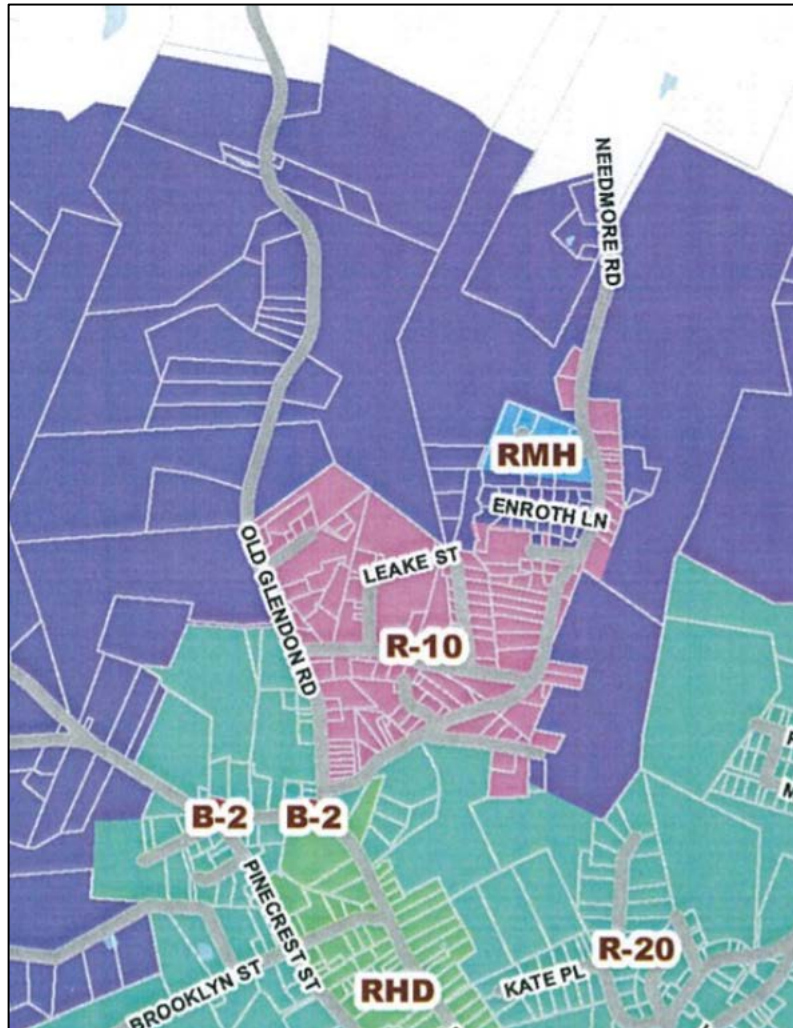
- Update zoning regulations to allow placement of manufactured homes in Needmore neighborhood
- Recommend future allowance for commercial land uses in areas along NC 24-27 near Needmore
- Update zoning & subdivision regulations to allow the placement of a limited number of accessory dwellings on a single lot
 - *Attendees noted reluctance and hesitance to include this recommendation, so it may be dropped from the final recommendations.*

Meeting participants were also asked to provide feedback on any other ideas or topics that had not been addressed, and raised the following:

- There is an immediate pedestrian safety concern along the short section of Old Glendon Road between NC 24-27 and Needmore Road, because cars turn that corner from NC 24-27 very quickly and cannot see pedestrians walking in the road there.
- There is a need for outreach and education on the available transit services that Moore County provides, particularly for children and those seeking medical services.
- Suggestion of using a survey to gauge Needmore residents' interest in programming and park or playground needs.
- There is a desire by Needmore residents for the Town to take a more proactive approach in code enforcement for housing and property upkeep.
- If manufactured homes are allowed in Needmore, the Town should ensure there are sufficient regulations in place to ensure they are maintained and do not overproliferate or become an eyesore/nuisance.

After the community meetings, TJCOG took the information gathered at the meeting and used it to draft a report documenting the recommendations. This report, the *Needmore Community Small Area Plan*, was provided as a "final deliverable" to the Town for their consideration and use. Town staff indicated to the meeting participants that the draft plan would be presented to the Needmore community for their comments and input at a meeting in Spring 2020, prior to the report being considered by the Town Planning Board or the Town Board of Commissioners.

Physical Development Patterns



Land Use

The current zoning map for the Needmore neighborhood (shown at left) consists of the following elements:

- The core of the neighborhood along Needmore Road, Kester Road, and Old Glendon Road inside the town limits is mostly zoned as R-10, a district that allows medium-density single-family residential uses at up to 4 units per acre.
- A small area at the north end of the Needmore neighborhood is zoned as R-MH, a district that allows a mixture of single-family homes, multi-family homes, and mobile homes.
- Areas along the southern fringe of Needmore are zoned as R-20, a lower-density single-family residential district allowing 2 units per acre.
- Immediately south of Needmore is the R-HD zoning district, which allows a mixture of single-family and multi-family residences at a density of up to 2 units per acre, and with design consistent with the surrounding historic district.
- At the NC 24-27/Old Glendon Road intersection adjacent to Needmore is a small area zoned B-2, which allows business uses.
- Areas outside the town limits are generally zoned RA-40, a category that allows residential and agricultural uses at very low densities of one unit per acre or less.

While zoning is not a perfect surrogate for land use and development, the zoning map does provide a reasonable overview of the general development pattern in the neighborhood. The area is primarily residential, at a relatively low density. The northern fringe of the neighborhood borders on rural areas and the southern fringe borders on the Town's historic district, which lies between Needmore and downtown). Commercial uses in the area are limited to a few auto-oriented businesses along NC 24-27.

One idea that came out of the public workshop process for this plan was a need for additional commercial development within walking distance of the Needmore neighborhood. Currently, the only commercial uses within close walking distance are a former convenience store/gas station that have been converted into an auto repair business at the corner of Old Glendon Road and NC 24-27 and a convenience store/gas station located a short distance west along NC 24-27. There is no sidewalk on this section of NC 24-27, which makes walking access difficult for residents. The downtown Carthage area *is* connected to Needmore by a sidewalk but is about $\frac{3}{4}$ mile from the nearest point within the Needmore neighborhood, making it outside typical walking distance ($\frac{1}{2}$ mile). The community members indicated that it would be convenient and useful to have additional future commercial development in NC 24-27 west corridor, west of Needmore and the historic district.

An additional land use item that arose from the community discussions was related to mobile homes. Some residents expressed interest in reducing the restrictions on the placement of mobile homes in the Needmore neighborhood, particularly if the mobile home would be a replacement for a substandard existing unit. This was raised as a potential way for residents with limited incomes to be able to remain in the neighborhood and improve their housing situations. Some other residents expressed concerns about mobile home proliferation and requested that, if allowed, there should still be reasonable restrictions on the number and location of mobile homes in the neighborhood. This will be an important issue for the neighborhood and the town to think about in future planning and zoning decision making.

Transportation

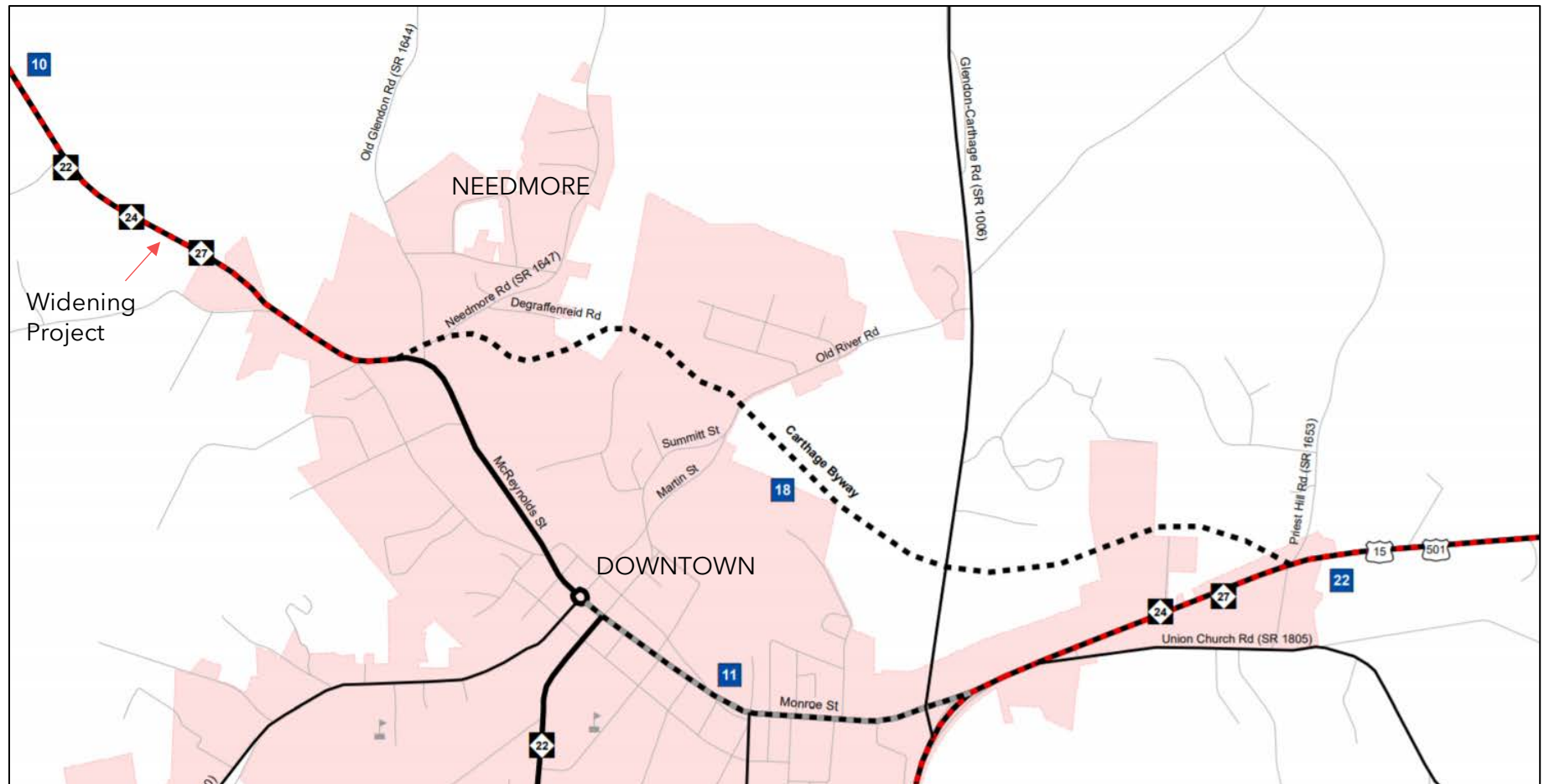
The existing transportation network in the Needmore community is fairly simple – all streets within the neighborhood are lower-volume, lower-speed routes without any special bicycle or pedestrian accommodations. All traffic entering the neighborhood funnels through the intersection at NC 24-27 and Old Glendon Road, which is the defacto gateway to the neighborhood. NC 24-27 is a two-lane state highway adjacent to the southern edge of Needmore; this road connects eastward to the rest of the Carthage community and westward toward the communities of Robbins and Biscoe. A sidewalk exists on one side of NC 24-27 east of the Needmore community but ends near the intersection with Old Glendon Road. There is no fixed route transit service in the community, although dial-a-ride/demand-response service is available through Moore County Transportation Services.

The *Moore County Comprehensive Transportation Plan* (2018) contains recommendations for two future highway projects that would impact the Needmore area:

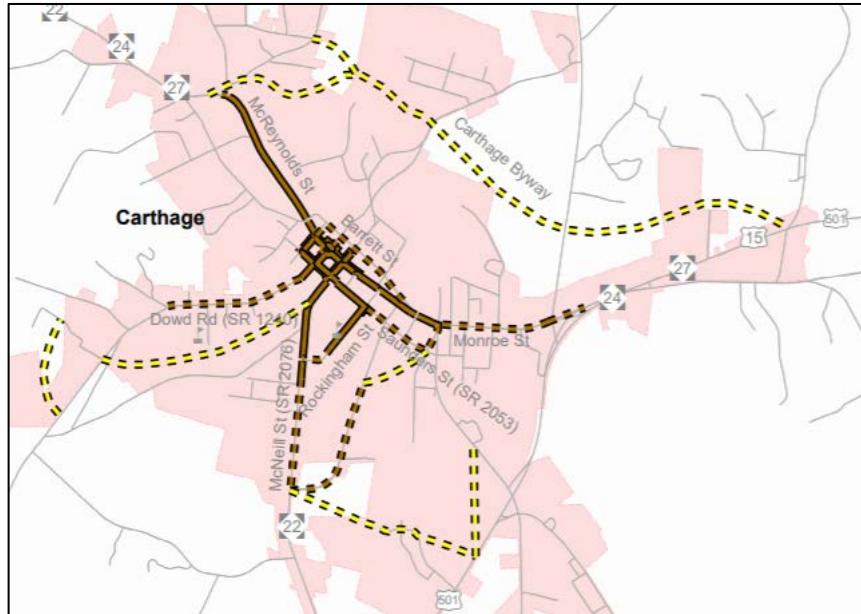
- Construction of a two-lane “byway” that would provide an alternate east-west thoroughfare around downtown Carthage. The Byway is also proposed to include a multi-use greenway/side path along its length to improve bicycle and pedestrian access. The Byway would be located between the Needmore community and the majority of Carthage, potentially creating a barrier between the two. The intersection between the Byway and existing NC 24-27 would be located in the vicinity of the existing NC 24-27/Old Glendon Road intersection at the entrance of Needmore. It will be critical to ensure that this roadway, if constructed, does not cut off pedestrian, bicycle, or automobile access between Needmore and the rest of Carthage. Designed properly, this road could improve the accessibility of the neighborhood by making it easier to get to the businesses and attractions in the central and eastern parts of town, both by automobile and by walking or biking.

- Widening of the section of NC 24-27 west of the Byway to four-lanes. The widening project, if constructed, could also be an opportunity to add bicycle and pedestrian facilities in this portion of the corridor.

Excerpt from Moore County Comprehensive Transportation Plan (2018) showing location of Carthage Byway and NC 24-27 widening projects



Excerpt from Moore County Comprehensive Transportation Plan (2018)
showing existing and planned sidewalks (brown) and paths (yellow)



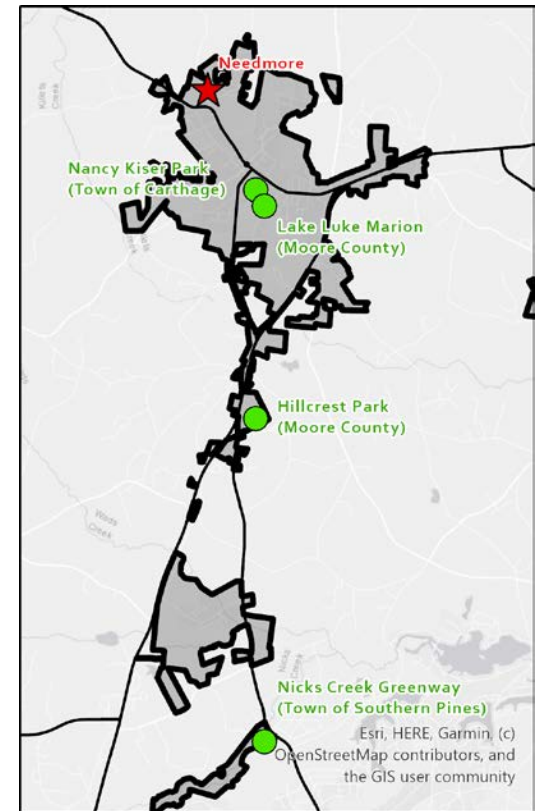
As can be seen in this map (shown at left), in addition to the multi-use path along the proposed Byway, the *Moore County Comprehensive Transportation Plan* also envisioned that there could be a multi-use path connection between the Byway and the center of the Needmore neighborhood, improving bicycle and pedestrian connectivity. However, the exact location of this connection is not yet known, as this connection was shown primarily as a concept. It may be possible to coordinate this path connection with other park, playground, or trailhead development recommendations that arise from this plan.

Parks and Recreation

There are currently no public park facilities in or adjacent to the Needmore community. The nearest park is Nancy Kiser Park near downtown Carthage and Carthage Elementary School, approximately 1.3 miles from the entrance to the Needmore neighborhood. Nancy Kiser Park has a small playground, tennis courts, a basketball court, a volleyball court, a softball field, a picnic shelter, and a small amphitheater. A sidewalk connection does exist between Needmore and this park, although it is beyond a typical walking distance.

Lake Luke Marion is a small stocked fishing lake on the campus of the Moore County Office Park. The lake is surrounded by a 1/3-mile walking trail and some picnic areas. The lake is approximately 1.7 miles from the entrance of the Needmore neighborhood. There is a sidewalk connection for much of this route, but the last 1/2 mile does not have a sidewalk.

Moore County Parks and Recreation operates Hillcrest Park, which is south of Carthage and about 4 miles from the entrance to the Needmore neighborhood. Hillcrest Park has four



baseball and softball fields, a picnic shelter, a playground, and a splash pad. A recreation center and gym is planned for construction in the near future. This is the main park in the Moore County Parks and Recreation system.

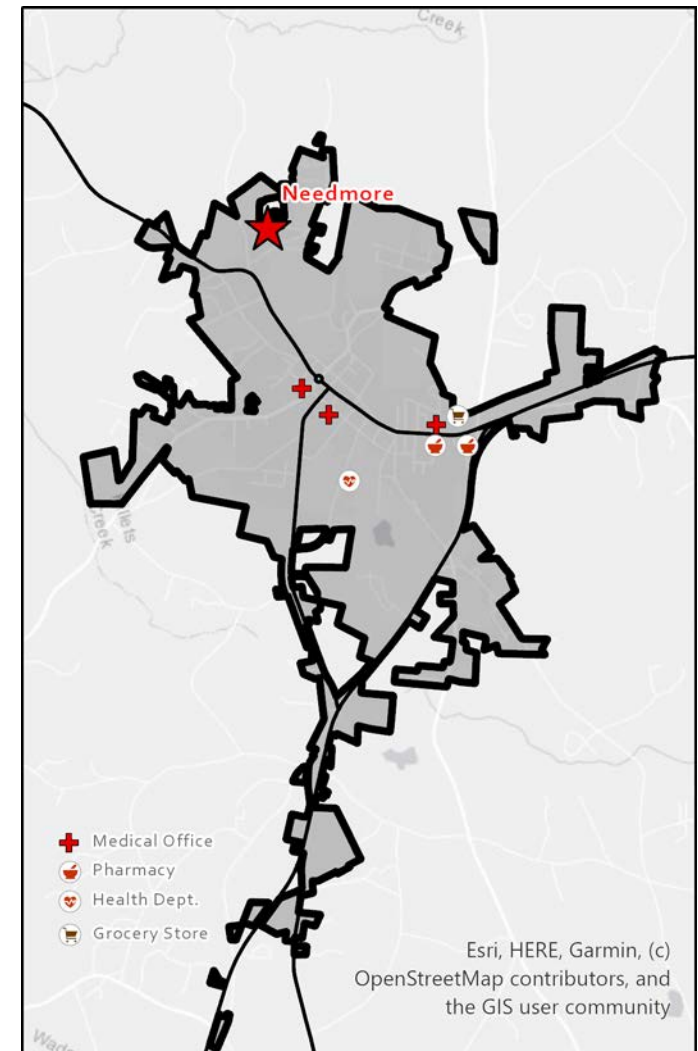
At the far southern end of Carthage, approximately 7.5 miles from the Needmore neighborhood, there is a trailhead for access to the Nicks Creek Greenway, maintained by the Town of Southern Pines. This greenway connects to an 11.5-mile network of connected greenways in Southern Pines, connecting to Reservoir Park, Sandhills Community College, and a number of neighborhoods.

Access to Healthcare, Medicine, & Food

There are no medical facilities directly in or adjacent to the Needmore neighborhood, but there are some within the larger Carthage community. There are several general medicine practices located in the Town of Carthage, but most specialty and emergency services are located in the vicinity of First Health Moore Regional Hospital in Pinehurst (about 11 miles south of Needmore). There are two pharmacies in Carthage, both located on the east side of Town, about 1.75 miles from the entrance to the Needmore neighborhood. The only full-line grocery store in Carthage is also located on the east side of town, near the pharmacies; however, a small convenience store with some limited food options is located on NC 24-27 near Needmore. The Moore County Health Department, which operates a clinic, is also in Carthage (about 1.7 miles from Needmore).

Water and Sewer Infrastructure

The Needmore area is served by Town of Carthage water and sewer services. As part of the public workshops, several residents raised concerns with the quality of the water in the neighborhood, noting issues with discolored and poor-tasting water.



Recommendations

Community Prioritization

As part of the third public workshop, neighborhood residents were asked to group the recommendations of this plan into “short-term” and “long-term” categories, in order to help with identifying next steps. These designations are simply intended to provide information to the neighborhood residents and town leaders about which recommendations may be either easy-to-implement or urgent/pressing needs (short-term) and those which may take more effort/time to implement or are less urgent to address (long-term).

Goal	Recommendation	Short Term	Long Term
Connected	Improve water infrastructure in Needmore neighborhood		✓
	Improve bicycle & pedestrian network infrastructure		✓
	Increase transit access to medical care		✓
	Encourage improved internet availability in Needmore neighborhood	✓	
	Improve bicycle and pedestrian information through wayfinding signage	✓	
	Attract medical services to locate near Needmore neighborhood		✓
Accessible	Increase access to healthy food and community garden	✓	
	Establish communications strategy to increase information sharing between Town and Needmore neighborhood	✓	
	Ensure safe and convenient crosswalks are provided		✓
Active & Healthy	Improve water quality in Needmore neighborhood through water sampling and other environmental testing		✓
	Implement a variety of programming for various ages	✓	
	Increase amenities such as playgrounds and activities for kids		✓
	Advocate for a community center in or near Needmore neighborhood		✓
Welcoming	Explore grant opportunities for landscaping and planning improvements in the Needmore neighborhood	✓	
	Standup or utilize existing Needmore community association to discuss neighborhood initiatives	✓	
	Erect historical marker to honor history of Needmore neighborhood		✓
	Formalize local partnerships to collect and document history of Needmore neighborhood	✓	
Feedback to Land Use Plan	Update zoning regulations to allow the placement of manufactured homes in Needmore neighborhood		✓
	Recommend future allowance for commercial land uses in areas along NC24-27 near Needmore neighborhood		✓
	Update zoning/subdivision regulations to allow for the placement of a limited number of accessory dwellings on a single lot		✓

1. Connected

Recommendation: Improve water infrastructure in Needmore neighborhood		
Objective: Water Infrastructure		
<p>In all three community meetings, Needmore residents noted water quality issues stemming from inadequate water infrastructure, which is operated and maintained by the Town of Carthage. Short term solutions, such as educational outreach and installation of water filters, are a good start towards improving the neighborhood's water quality. However, long term solutions are equally important and should be a priority for the Town of Carthage's planning, programming, and funding organizations.</p> <p>Carthage is not alone in dealing with water quality and lacking infrastructure, particularly in smaller, more rural, and disadvantaged communities. There are several federal, state, and nonprofit programs that provide support and funding to improve drinking water. As a local government unit, the Carthage is eligible to apply for funding under many of these grant programs and water and wastewater infrastructure needs in the Needmore neighborhood. Generally, a key financing component for many drinking water and wastewater projects is state and local government funding such as water rates and surcharges, municipal bonds, and private capital.</p>		
Outcome: Award of federal, state, and/or nonprofit funding; planning and programming of water infrastructure improvements in Needmore community.		
Option 1: Pursue low-interest or principal forgiveness loans through NC DEQ's state revolving fund programs.	Option 2: Pursue loan or grant funds through EPA, USDA, HUD, and/or HUD CDBG federal programs.	Option 3: Pursue loan or grant funds through nonprofit foundations.
Timeline: 🕒🕒🕒	Timeline: 🕒🕒🕒	Timeline: 🕒🕒🕒
Funding: 💰💰💰	Funding: 💰💰💰	Funding: 💰💰💰
Lead Champion: Town of Carthage		
Supporting Stakeholders: NC DEQ, NC Division of Water Infrastructure, EPA, USDA, EDA, HUD, Johnston Foundation, Rockefeller Foundation, Ford Foundation, Walton Family Foundation, Pisces Foundation		

Recommendation: Improve bicycle and pedestrian network infrastructure		
Objective: Active Transportation & Pedestrian Comfort		
Currently there are no sidewalks or greenway trails located within the Needmore community, and the Town's existing sidewalk along NC 24-27 ends at the Old Glendon Road intersection near the entrance to the community. Sidewalks should be added along the major roads within the community, including Needmore Road, Kester Road, and Old Glendon Road, to provide a safe place for walking and biking for residents. Sidewalks and greenways should also be extended and improved outside the neighborhood in the NC 24-27 corridor and the future Carthage Byway corridor to improve walkability to nearby destinations.		
Outcome: Construct sidewalks on Needmore, Kester, and Old Glendon Roads; Extend existing sidewalk on NC 24-27 to the Citgo/Frank's Food Center; Pursue greenway as part of future Carthage Byway project design and consider ways this might provide connectivity into the Needmore community in addition to just at the "top of the hill."		
<p>Option 1: <i>Pursue NCDOT Funding</i> - NCDOT solicits projects for funding every two years. These are submitted through the Triangle Area Rural Planning Organization (TARPO). The Town would have to submit the request to TARPO. However, funding is limited, and competition is stiff. These projects are unlikely to score well in comparison to many other projects. NCDOT only funds 80%. The Town would still be responsible for 20% of cost, and for project administration.</p> <p>A greenway project could be pursued in conjunction with construction of Byway. Under NCDOT's new Complete Streets policy, no local cost share should be required since this is shown in the Comprehensive Transportation Plan.</p>	<p>Option 2: <i>Identify Town Funding</i> - The town could choose to fund and construct the sidewalks by itself, without NCDOT assistance. This is often a faster and less expensive way of constructing sidewalks but does require more financial commitment from the Town.</p> <p>Towns often choose to set aside some portion of their budget each year in a sidewalk fund or capital improvement fund. Depending on the amount allocated, it may take several years before there is enough funding saved up to pay for a sidewalk project. Some towns also apply their Powell Bill (state street aid) funding toward sidewalk projects.</p>	<p>Option 3: <i>Pursue Grant Funding</i> - Either the town or community groups could pursue public or private grant funding for construction of a sidewalk or greenway. Potential sources may include:</p> <ul style="list-style-type: none"> Grants and loans through public agencies such as USDA and EDA for the construction of public facilities (these are more often used for large infrastructure projects such as water, sewer, and streets, but do not necessarily rule out pedestrian projects) Grants and loans through semi-public agencies such as the Golden Leaf Foundation Private grants through local/regional foundations, such as Z Smith Reynolds Foundation or the Moore County Community Foundation
Timeline: 🕒🕒🕒	Timeline: 🕒🕒/🕒🕒🕒	Timeline: 🕒🕒/🕒🕒🕒
Funding: 💰💰💰	Funding: 💰💰	Funding: 💰💰💰
Lead Champion: Town would need to take lead on most options, but community could possibly lead or be involved in efforts to pursue private grant funds in Option 3.		
Supporting Stakeholders: TARPO, NCDOT (all main roads in neighborhood are currently maintained by the state and any improvements would require NCDOT coordination).		

Recommendation: Encourage improved internet availability in Needmore neighborhood	
Objective: Broadband Infrastructure	
<p>Access to the Internet has become a necessity in modern life. The availability of Internet service in the Needmore Community is very limited, with a lack of wired broadband and poor reception for either 3G or 4G wireless. While state law generally prohibits Towns from providing Internet services directly, the Town of Carthage could ensure that its regulations encourage companies to provide service, whether wired or wireless. There may possibly be a site within the community that could support installation of a cell tower or small cell installation, potentially generating revenue for a landowner, or it may also be possible to serve the neighborhood with a tower that is located elsewhere. The Town or a community group may also wish to consider establishing a computer lab/program to ensure Internet accessibility for those without access to computers.</p>	
Outcome: Improved access to Internet services within the Needmore community	
<p>Option 1: <i>Ensure Town Regulations and Policies Encourage Internet Expansion in Needmore</i></p> <ul style="list-style-type: none"> Review zoning, permitting, and other regulations to ensure that they do not hinder the ability of providers to supply service. Actively reach out to providers and encourage them to provide service in both Needmore and the broader community. 	<p>Option 2: <i>Provide Access to Computers through an Established Computer Lab or Mobile Computer Lab</i> - This computer lab could be at a location in the community such as a church or a future community center, or could be stored offsite somewhere (such as town hall or the library) and brought in to the neighborhood as a regular scheduled program. It could also be coordinated with a tutoring or homework program. There is the possibility to pursue grant funding from philanthropic organizations (often geared toward faith-based groups, school groups, etc.).</p>
Timeline: 🕒	Timeline: 🕒 🕒
Funding: 💰	Funding: 💰 💰
Lead Champion: Town would need to lead Option 1; Option 2 could be led by Town, community group, or some other group (library, school group, church, etc.)	
Supporting Stakeholders: Internet/Phone Service Providers	

Recommendation: Improve bicycle and pedestrian infrastructure information through installation of wayfinding signage	
Objective: Active Transportation & Pedestrian Comfort	
In addition to physical infrastructure improvements, lower-cost signage improvements could also help encourage walking/active transportation in the community. This could include either milepost signage along a route or loop to help people understand how far they are traveling, or wayfinding signage indicating distance/direction to certain destinations to encourage active modes of travel. This type of signage could potentially be paid for using the current grant funding. Signage could also be used to encourage and/or organize walking to schools and preschools or school bus stops.	
Outcome: Installation of wayfinding signage	
Option 1: <i>Mileage/Distance Signs on Walking Routes</i> - The Town of Carthage could install pedestrian distance markers along roads within the Needmore community. These could be linear, counting up/down from a certain point (for example the entrance to the neighborhood) or could form a loop on Needmore, Kester, and Old Glendon roads. These would primarily encourage walking for recreation by making it easier for people to track how far they are walking.	Option 2: <i>Destination Signs on Walking Routes</i> - The Town of Carthage could install signs noting direction and distance to various walking destinations inside and outside the Needmore community. These signs are useful for encouraging residents to consider walking as a mode of transportation for accessing nearby destinations.
Timeline: 🕒	Timeline: 🕒 🕒
Funding: 💰	Funding: 💰
Lead Champion: Town of Carthage	
Supporting Stakeholders: NCDOT (for permitting/encroachment/signage agreements); Needmore neighborhood	

Recommendation: Increase transit access to medical care	
Objective: Medical Care	
<p>Moore County Transportation Services (MCTS) provides transit services within Moore County, both for medical trips and for general transportation needs. Within Carthage, MCTS does not currently provide regularly scheduled fixed route service, but instead provides demand-response services where residents may call ahead and make reservations for location-to-location trips. Longer-term transit plans envision the possibility for a route connecting Robbins and Carthage to the Pinehurst/Southern Pines area, which could be able to serve Needmore en-route, but that is likely a distant-future project. In the meantime, the County and Town could work to educate the Needmore community on the availability, costs, and requirements for using the existing transit services to access medical facilities in other communities, both inside and outside Moore County.</p>	
Outcome: Improved access to Moore County transit services	
<p>Option 1: <i>Outreach to the Community on Existing Available On-call Services</i> - Moore County Transportation Services could work with the Town and the Needmore community to educate the community about available services. This could include items such as flyers/mailers, presentations to community groups</p>	<p>Option 2: <i>Provide Regular Scheduled Transit Service to the Carthage Area</i> - The <i>Moore County Comprehensive Transportation Plan</i> recommends future fixed route services. If patterned on the existing MCTS "A-Pines" route in Southern Moore, this could be operated as a "deviated" fixed route that can deviate to directly serve stops in nearby locations off the main route as needed. This type of service will have ongoing maintenance costs, and discussions will be necessary between Moore County, the Town of Carthage, NCDOT, and social service agencies on how best to pay for the service</p>
Timeline: 🕒	Timeline: 🕒🕒🕒
Funding: 💰	Funding: 💰💰💰
Lead Champion: Town of Carthage and Moore County Transportation Services	
Supporting Stakeholders: NCDOT, TARPO, County Aging & Social Services Departments	

Recommendation: Attract medical services to locate near Needmore neighborhood
Currently many Carthage residents, including Needmore residents, must travel outside of Carthage to access healthcare services. If more services were provided within the community, this would improve access to healthcare for residents.
Outcome: Encourage more medical service providers to establish locations in Carthage/Needmore vicinity
Option 1: Establish ongoing dialogue with healthcare providers such as First Health, encouraging them to establish locations in Carthage that would be easier for Needmore residents to access
Timeline: ⌚ ⌚ ⌚
Funding: 💰
Lead Champion: Most likely the Town, although a community-based group could also lead this
Supporting Stakeholders: Healthcare providers, Health Department

2. Accessible

Recommendation: Establish communications strategy to increase information-sharing between Town and Needmore neighborhood

Objective: Information Sharing

A good communications strategy is essential for any local government to get important information out to its residents. The Town of Carthage has an opportunity to share information with the Needmore neighborhood as a means of promoting the good things they are doing, as well as to inform residents of timely news. Residents may use different methods of communication to receive information, from the digital to the more traditional; Carthage has a responsibility to disseminate information in a variety of ways. This communications strategy will aid in relationship building and restoring trust between the Needmore community and Town of Carthage through strategies to engage the public in determining which channels should be used and what information is most necessary.

Outcome: Increased communication and information-sharing between Town of Carthage and Needmore neighborhood; relationship building and restoration of trust between Carthage and Needmore residents

Option 1: *Establish communications strategy to increase information sharing between Town and Needmore neighborhood.* -

Implement this recommendation through the following steps:

- Survey Needmore residents to inform the communications strategy.
- Establish committee to assist in the coordination of information-sharing on an ongoing basis.
- Appoint Needmore neighborhood representative to engage directly with Town of Carthage counterpart.
- Explore new methods or platforms for dissemination of information (e.g., social media, newsletters, utility bills, etc.).

Timeline: ⌚

Funding: 💰

Lead Champion: Town of Carthage and Needmore Neighborhood (Community Champions)

Supporting Stakeholders:

Recommendation: Ensure safe and convenient crosswalks are provided		
Objective: Pedestrian-Friendly		
<p>Highway 24-27 represents a major barrier to walking accessibility to and from the Needmore neighborhood—there is not a marked crosswalk across NC 24-27 anywhere west of the Courthouse Circle in downtown Carthage. If/when the Carthage Byway project is built in the future, this disconnection between Needmore and the rest of the community will become even more prominent as this road would be located between Needmore and the rest of Carthage. It will be critical to ensure that the design of the roadway accommodates pedestrian crossings so that the Needmore community is not cut off.</p>		
Outcome: Construct/mark crosswalks across NC 24-27		
<p>Option 1: <i>Mark crossings on the existing roadway</i> - NCDOT requires that there be a sidewalk connection on each side of a marked crosswalk. Because NC 24-27 only has a sidewalk on one side, at the minimum a sidewalk landing (and preferably a full sidewalk connection) would need to be constructed on the other side in order to place a crosswalk.</p> <p>The most logical place for this to happen currently in the vicinity of Needmore would be at the Brooklyn Street intersection. Most likely, the Town would need to pay for the improvements, since the cost is likely too low to qualify for NCDOT funding.</p>	<p>Option 2: <i>Mark crossings on NC-27 as part of a sidewalk extension project</i> - If sidewalks are extended further west on NC 24-27 as recommended in #1.3a, then the intersection at Pinecrest Street/Frank's Food Store would be a logical place for a crosswalk. The necessary improvements could be combined with the sidewalk extension project. As discussed in #1.3a, there are several potential funding options available.</p>	<p>Option 3: <i>Mark crossings on the Carthage Byway as part of its construction</i> - If/when NCDOT selects the Carthage Byway project for funding, that will kick off the project development and design process. When project development begins, it will be critical for the Town and the Triangle Area Rural Planning Organization (TARPO) to communicate to NCDOT the need to include safe crosswalks.</p> <p>At minimum, there needs to be a crosswalk connecting Needmore to McReynolds Street (existing 24-27); additional crosswalks may be necessary at other locations on the Byway depending on the final location of any future greenway/side path.</p>
Timeline: 🕒	Timeline: 🕒 🕒	Timeline: 🕒 🕒 🕒
Funding: 💰 💰	Funding: 💰 💰 💰	Funding: 💰
Lead Champion: Town of Carthage		
Supporting Stakeholders: NCDOT, TARPO		

Recommendation: Educate on healthy foods and provide access through neighborhood gardens		
Objective: Healthy Food		
<p>The Moore County Farmers Market currently partners with North Carolina WIC (NC Farmers Market Nutritional Program) to provide local and fresh produce. FirstHealth provides matching assistance for SNAP at the market for those who qualify. A community outreach program was established by the Moore County Farmers Market to combat food hunger by providing food for qualified students. The Town of Carthage should build on the capacity of the Moore County Farmers Market to provide more targeted outreach and education for the Needmore neighborhood. Carthage should work to connect the Needmore neighborhood to resources, education, funding, and networks, as they relate to healthy food and access. By establishing an educational campaign on healthy foods and increasing access through neighborhood gardens, Carthage and the neighborhood can capitalize on the ability to grow produce nearly year-round in NC.</p> <p>As stated by NC Community Garden Partners (NCGP), all people should have access to nutritious, affordable, and culturally relevant food to nourish them and their families. Creating access and opportunities helps community members make healthier, better-informed decisions, while also growing the local economy for “healthy food.” Programs for Needmore residents should cover a variety of areas from local foods and food safety to gardening and environmental efforts. As asserted NCGP, the Needmore neighborhood has the people, skills, and resources to establish gardens for themselves that represent the character and distinctiveness of their community. By establishing a community garden in Needmore, the neighborhood can provide an important resource to residents and associated organizations. The NC State Extension Master Gardener (EMG) volunteers recommend “square foot gardening,” where community members learn that they can grow many different crops in a surprisingly small space.</p>		
Outcome: Greater access and resources to healthy food		
Option 1: Identify suitable location for community garden (landowner or church willing to host), with support from the Moore County Cooperative Extension and its Master Garden Program.	Option 2: Provide healthy foods and eating education to community through partnerships and funding through Moore County Cooperative Extension, Moore County Farmers Market, or NC Rural Center.	Option 3: Work with the Town of Carthage to apply for assistance through partnerships and <u>funding opportunities</u> through nonprofit organizations including: <ul style="list-style-type: none"> • The Conservation Fund (Transporting Health Food Grant Program) • NC Department of Agriculture and Consumer Services (Healthy Food Small Retailer Grant) • NC Office of Environmental Education
Timeline: 🕒	Timeline: 🕒	Timeline: 🕒 🕒
Funding: 💰	Funding: 💰	Funding: 💰
Lead Champion: Moore County Cooperative Extension		
Supporting Stakeholders: Needmore Community Champions, Town of Carthage		

Recommendation: Implement various physical activities for the community		
Objective: Physical Activities		
<p>Community-based physical activities designed to promote more active lifestyles among adults are cost-effective in reducing heart disease, stroke, colorectal and breast cancers, and type 2 diabetes, according to a study by the Centers for Disease Control and Prevention. Additionally, physical activities improve quality of life for all residents – adults, children, and seniors. Community-based physical activity interventions broadly fall under the following strategies:</p> <ul style="list-style-type: none"> • Community campaigns and mass communication efforts (TV/radio, newspapers, billboards, advertisements) • Social support networks and exercise groups to encourage behavior change • Tailored behavior change to encourage community members to set physical activity goals and monitor their individual progress • Enhanced access to services that support active lifestyles, such as fitness centers, bike paths, and walking trails <p>The Town of Carthage should utilize <i>The CDC Guide to Strategies to Increase Physical Activity in the Community</i> as a starting point for how to select strategies to increase physical activity in the community. The implementation of physical activities, targeted at Needmore residents, would provide numerous physical, health, and emotional benefits.</p>		
Outcome: To increase access to physical activities within the Needmore community.		
Option 1: Community champion help establish and manager a walking club through partnerships with or funding from America Walks or Every Body Walk.	Option 2: Work with the town's and Moore County's Park and Recreation departments to provide physical activity programming	Option 3: Pursue grant funding to pay for equipment such yoga mats, weights, exercise balls, and walking clubs through organizations such as Blue Cross Blue Shield, NC Grant Watch, or America Walks (Community Change grant).
Timeline: 🕒	Timeline: 🕒	Timeline: 🕒🕒
Funding: 💰	Funding: 💰	Funding: 💰
Lead Champion: Community Champions, Town of Carthage, and Moore County Parks and Recreation		
Supporting Stakeholders: Neighborhood Church		

3. Active & Healthy

Recommendation: Advocate for a community center in or near Needmore neighborhood

Objective: Community Center

Moore County Parks and Recreation's mission is to "provide leisure services to the families and youth of Moore County." Moore County currently maintains and operates three parks or community facilities - the Davis Community Center, Lake Luke Marion, and Hillcrest Park. In 2019, construction began on Moore County's first Recreational Complex, located at the existing Hillcrest Park. Plans include a splash pad and a Recreation Center housing two gyms, multipurpose room, classrooms, concession stand, bathroom, and offices. Hillcrest Park is approximately 5-6 miles from the Needmore neighborhood and is not currently served by public transit. Thus, Needmore residents require a personal vehicle to access the park and its amenities, which was expressed as a limitation by residents during community outreach events.

Multiple residents expressed the need for a dedicated community center in or near the Needmore neighborhood, which is further exacerbated by the current lack of bicycle and pedestrian facilities in the area. The Town of Carthage should explore the appropriate planning or programming that would be necessitated by the construction of a Needmore Community Center, as well as the federal, state, or nonprofit funding sources available for such an effort. In the initial stages, Carthage should prioritize a feasibility survey or study to identify resident needs, existing gaps, and other related issues.

Outcome: Planning and programming for or construction of community center in or near Needmore neighborhood

Option 1: Town of Carthage to conduct a feasibility survey or study for a dedicated park and/or community center for the Needmore neighborhood.	Option 2: Designate a church or other space as a community hub as a place that can host programming and be a mechanism for access grant funds and opportunities.	Option 3: Explore transit options, such as circulator or dedicated route, from Needmore neighborhood to Hillcrest Park.
Timeline: 🕒	Timeline: 🕒 🕒	Timeline: 🕒 🕒 🕒
Funding: 💰 💰	Funding: 💰 💰 💰	Funding: 💰

Lead Champion: Town of Carthage

Supporting Stakeholders: Community Champions; Needmore Community Association; Churches or other fellowship organizations

Recommendation: Increase amenities such as playgrounds and activities for teens		
Objective: Playground & Activities		
<p>There are currently no public park facilities in or adjacent to the Needmore community. The nearest park is Nancy Kiser Park near downtown Carthage and Carthage Elementary School, approximately 1.3 miles from the entrance to the Needmore neighborhood. Nancy Kiser Park has a small playground, tennis courts, a basketball court, a volleyball court, a softball field, a picnic shelter, and a small amphitheater. A sidewalk connection does exist between Needmore and this park, although it is beyond a typical walking distance. Due to the lack of accessible public park facilities, the Town of Carthage should explore how best to provide facilities and equipment for active living for teens, such as basketball courts, skateboarding parks, playgrounds, and soccer fields. This recommendation could be done in conjunction with advocacy for a dedicated community center.</p>		
Outcome: Accessible facilities and equipment that support active living choices		
Option 1: Pursue grants to conserve and develop green spaces/neighborhood pocket parks in Needmore through resources and grants.	Option 2: Retrofit open areas with small playground, playing field, or skatepark or court through partnerships and grants with nonprofit organizations, such as Play & Park Structures.	Option 3: Plant trees and flowers in Needmore neighborhood to help provide shade in park areas, obtained through grant funding, crowdsourcing, or charitable donations.
Timeline: 🕒 🕒	Timeline: 🕒 🕒	Timeline: 🕒
Funding: 💰 💰	Funding: 💰 💰	Funding: 💰
Lead Champion: Town of Carthage		
Supporting Stakeholders: Community Champion; Needmore Community Association; Churches or other fellowship organizations; Non-profit in the community to help secure grant funding		

Recommendation: Implement a variety of programming for various ages		
Objective: Programming for Various Ages		
<p>Until a dedicated community center or park/playground is constructed in the Needmore neighborhood, residents have expressed a desire to host a variety of educational and physical activity programs that will serve both adults and younger people. Accessibility and integration are key for Needmore residents to enjoy enhanced levels of participation. Thus, the Town of Carthage should explore options that would deliver physical activity programming, provide transit to this programming, and promote this programming through educational outreach in local schools.</p> <p>Several residents suggested partnering with a neighborhood church to provide space for such programming, with Carthage, Moore County, or nonprofit organization providing the funding for and implementation of programming at the church itself. Wherever possible, Carthage should tailor programming to the neighborhood's stated interests and preferences, which will ultimately motivate residents to incorporate physical activity into their daily routines. As discussed in previous recommendations, Carthage could also explore creating social support networks or using existing social networks to reinforce physical activity and market the community-based physical activity programming throughout the Needmore neighborhood and its various age groups.</p>		
Outcome: Programming and services for the Needmore community that enables active living for all ages and abilities		
Option 1: Work with the Town's and Moore County's Park and Recreation departments to provide physical activity programming.	Option 2: Work with county/town to provide transit for Needmore residents to attend programming happening elsewhere (Hillcrest park, library, etc.)	Option 3: Work with the Moore County School System, Moore County Cooperative Extension (4H Program), and/or library to provide tutoring and other educational programming to neighborhood children.
Timeline: 🕒	Timeline: 🕒 🕒	Timeline: 🕒
Funding: 💰	Funding: 💰 💰	Funding: 💰
Lead Champion: Town of Carthage/Moore County Parks and Recreation		
Supporting Stakeholders: Community Champion; Needmore Community Association; Neighborhood Church willing to host programming; Moore County School System		

Recommendation: Improve water quality in Needmore neighborhood through exploration and implementation of non-infrastructure solutions		
Objective: Water Quality		
<p>During community outreach events, several Needmore residents expressed concern with the water quality and infrastructure, as well as frustration with the lack of communication and resources offered by the Town of Carthage. Carthage should explore and implement an educational campaign or other non-infrastructure solutions to increase trust in public drinking water. In the short term, Carthage can provide more individual information for residents by identifying specific community needs; soliciting feedback; and creating methods for more individualized communication. Through these non-infrastructure solutions, Carthage can gain residents' confidence in the water supply and promote responsible, cooperative stewardship of water resources by the Town and neighborhood alike.</p> <p>In collaboration with state and county agencies, water quality and conservation organizations, local schools, stakeholder groups, and private industry, Carthage could conduct a water resources and quality monitoring, management, and public information project vital towards the environmental protection, public health, and confidence of the Needmore neighborhood. Using California's Water Quality Monitoring by Citizens model, Carthage could stand up a citizen science and volunteer monitoring program, which relies in whole or in part on participation by volunteers, students, or non-paid staff. Carthage could engage a variety of organizations in citizen monitoring projects, including nonprofit groups, Soil and Water Conservation Districts, local government agencies, and colleges. Through these non-infrastructure solutions, Carthage can gain residents' confidence in the water supply and promote responsible, cooperative stewardship of water resources by the Town and neighborhood alike.</p>		
Outcome: Programming and services for the Needmore community that improves water quality		
Option 1: Pursue grants for water filters, monitoring/measuring projects, or other short-term water infrastructure solutions. Through partnerships and grant funding, stand up a citizen and volunteer monitoring program with volunteers, students, and non-paid staff.	Option 2: Increase communication between Water and Sewer stakeholders (Town of Carthage, Moore County, NC Soil and Water Conservation Districts) and Needmore neighborhood to provide interim solutions.	Option 3: Implement educational programming through formal community outreach (surveys, neighborhood fliers, advertisements, mailings, town meetings) and informal community outreach (door-to-door engagement, church or fellowship meeting presentations)
Timeline: 🕒	Timeline: 🕒 🕒	Timeline: 🕒
Funding: 💰	Funding: 💰 💰	Funding: 💰
Lead Champion: Town of Carthage		
Supporting Stakeholders: Community Champion; Needmore Community Association; Neighborhood Church willing to host programming; NC Soil and Water Conservation Districts (NC Department of Agriculture and Consumer Services)		

4. Welcoming

Recommendation: Standup or utilize existing Needmore Community Association to discuss historic commemoration and beautification efforts in neighborhood

Objective: Needmore Community Association

Various factors help a neighborhood to gain a sense of identity and a reason to band together as a group. During community outreach events, Needmore residents expressed the desire to organize around and accomplish community goals such as historic commemoration and beautification. The Needmore neighborhood should feel empowered to standup or utilize the existing Needmore Community Association, a group of residents or property owners who advocate for or organize activities within the neighborhood. The association, or group of neighbors, could work together for changes and improvements in Needmore such as historic commemoration, beautification, and social activities. This association could also be involved in the implementation and monitoring of several recommendations of this small area plan.

Using the [Community Tool Box](#) approach, the Needmore Community Association could advance a neighborhood beautification program and associated strategy to maintain, enhance, and/or change the character of the neighborhood over both the short and long term. Neighborhood beautification can take place both on a whole-neighborhood level and individual-property level. The association should consider several aspects when thinking about this change including cleanliness, greenery and plantings, parks and other open space, streetscape, commemorative signage, lighting, and public art. The Town of Carthage could provide a program that loans tools, equipment, or city employees to help with these efforts. Additionally, if the association decides to pursue historic status or neighborhood eligibility, the Town of Carthage could provide assistance with the application or other requirements.

Outcome: Neighborhood Beautification

Option 1: Create a Community Garden through partnership and funding from organizations such as Moore County Cooperative Extension Master Garden Program.	Option 2: Install wayfinding signs throughout community through collaboration with and funding by the Town of Carthage.	Option 3: Community champions to help implement beautification tactics throughout the neighborhood.
Timeline: 🕒	Timeline: 🕒 🕒	Timeline: 🕒 🕒 🕒 (ongoing efforts)
Funding: 💰	Funding: 💰 💰	Funding: Range from 💰 to 💰 💰 💰 depending on the project

Lead Champion: Community Champions

Supporting Stakeholders: Town of Carthage; Moore County Cooperative Extension




Recommendation: Erect historical marker to honor history of Needmore neighborhood	
Objective: Historical Marker	
<p>Established in 1935, the North Carolina Highway Historical Marker Program is one of the oldest such programs in continuous operation in the U.S. It is presently the joint responsibility of the Historical Research Office (Division of Historical Resources, Department of Cultural Resources) and the Traffic Engineering Branch (Division of Highways, NCDOT). Over 1,500 state highway historical markers have been erected, with at least one standing in every county. For young people, the markers may spark curiosity that leads to further study and appreciation for the historical development of the region. For visitors, the signs may be their only exposure to state history. For residents, the presence of a state marker in their community can be a source of pride and a signal that an event or place is of historical significance, for both their community and larger region or state.</p> <p>The Highway Historical Marker Advisory Committee is responsible for oversight of the program and generally meets twice a year, in the spring and fall. In addition to other charges, their task is to approve or disapprove each proposal, such as the potential proposal and application of the Needmore neighborhood. However, since subjects of primary local or regional, as opposed to statewide, significance are not eligible for state markers, it may be the responsibility of the Town of Carthage, Moore County, and/or associated Historical Societies to explore other options for recognition. These options could include a regional or locally based historical marker program or initiative, achieved through either dedicated organizational funding or fundraising efforts. Advocacy might involve help with an application for historic status or other eligibility for a building or larger Needmore neighborhood. Many grants and incentives for historic preservation or environmental restoration have specific requirements, and federal or state funding agencies often assist communities in meeting those requirements.</p>	
Outcome: Erect historical marker to honor history of Needmore neighborhood	
Option 1: Pursue statewide historical significance through the NC Highway Historical Marker Program, in coordination with local Historical Societies and Needmore neighborhood.	Option 2: Establish and fund local historical marker program through Town of Carthage, Moore County, and/or associated Historical Societies. Funding could be pursued either through budgeted governmental funds or non-governmental fundraising efforts.
Timeline: 🕒 🕒	Timeline: 🕒 🕒
Funding: 💰	Funding: 💰 💰
Lead Champion: Carthage and/or Moore County Historical Societies	
Supporting Stakeholders: Needmore Community Association, Needmore Community Champion	

Recommendation: Establish local partnerships to collect and document history of Needmore neighborhood and its residents	
Objective: Neighborhood History	
The Needmore neighborhood is a century old African American community of approximately 150 residents in Carthage, NC. The histories and experiences of past and current Needmore residents are important to capture for future generations. In partnership with local historical organizations, the Needmore community should document the historic roots of their neighborhood through the collection and organization of oral histories, archival research, and historic photographs and maps.	
Outcome: Publicly accessible collection and documentation of history of Needmore neighborhood and its residents	
Option 1: Plug into current initiative through local and regional Historical Societies (Carthage, Moore County, etc.).	Option 2: Pursue funding through federal, state, and/or nonprofit organizations such as: <ul style="list-style-type: none"> • American Folklife Center • American Folklore Society • NC Department of Natural and Cultural Resources • NC Humanities Council • NC Arts Council (Folklife Program) • NC Folklife Institute • NC Folklore Society • The University of North Carolina-Chapel Hill
Timeline: 🕒🕒	Timeline: 🕒🕒🕒
Funding: 💰	Funding: 💰💰
Lead Champion: Needmore Community Champion	
Supporting Stakeholders: Needmore Community Association; Moore County Historical Society; Town of Carthage Historical Committee & Museum; Moore County, NC Genealogical Society; Town of Carthage	

Recommendation: Explore grant opportunities for landscaping and planting improvements	
Objective: Landscaping & Plantings	
In tandem with the recommendation to standup or utilize the Needmore Community Association, the Town of Carthage should assist the community in exploring grant opportunities for landscaping and planting improvements. Several residents expressed a desire for beautification efforts in the Needmore neighborhood, which could include tree plantings, landscaping enhancements, and signage installation. The Needmore Community Association should locate areas that would be ideal for such improvements, particularly for those residents who do not have yard space to plant their own gardens or trees. Per ICMA, the association can also create a gardening exchange program in the neighborhood, where extra seeds and seedlings are donated and shared with fellow residents.	
Outcome: Funding and installation of landscaping and planting improvements in Needmore neighborhood and associated community “hubs”	
Option 1: Pursue funding through federal, state, and/or nonprofit organizations <u>such as</u> : <ul style="list-style-type: none"> Moore County Community Foundation NC Native Plant Society NC Urban Forest Council NC State Extension NC Community Garden Partners NC Community Foundation NC Office of Environmental Education Southern Region Sustainable Agriculture Research and Education (SARE) USDA (National Institute of Food and Agriculture, NRCS) US EPA US HUD American Heart Association Captain Planet Foundation KaBOOM! Blue Cross Blue Shield 	<ul style="list-style-type: none"> The Home Depot The Nature Conservancy National Wildlife Federation National Environmental Education and Training Foundation National Gardening Association National Science Foundation Seeds of Change FoodCorp and Whole Kids Foundation America the Beautiful Fund Dunspaugh-Dalton Foundation John S. and James L. Knight Foundation John Rex Endowment Kroger Co. Foundation Public Welfare Foundation Wells Fargo Z Smith Reynolds Foundation
Timeline: 🕒 🕒	
Funding: 💰 💰	
Lead Champion: Community Champions	
Supporting Stakeholders: Needmore Community Association; Town of Carthage; Moore County	

5. Feedback to Land Use Plan

Recommendation: Update Zoning Regulations to allow the placement of Manufactured Homes in Needmore neighborhood		
Objective: Manufactured Housing		
Current Town regulations do not allow the placement of manufactured homes within the Needmore neighborhood. Manufactured homes are an affordable type of housing that can be an attractive option, especially for residents currently living in substandard homes. There are several potential ways that the Town could update its regulations to allow manufactured homes, as outlined below.		
Outcome: Update regulations to loosen restrictions on manufactured housing		
Option 1: <i>Allow existing older manufactured homes to be replaced by newer units</i> - The Town is already considering the possibility of allowing one-for-one replacements of existing manufactured units with new manufactured units.	Option 2: <i>Allow existing substandard stick-built (traditional) homes to be replaced by newer manufactured homes</i> - The benefit would be to allow residents of substandard housing to make affordable improvements. This would require action by the Town, and discussion about whether this is appropriate town-wide or only in certain locations. Neighborhood buy-in would be critical for success.	Option 3: <i>Allow manufactured homes as a by-right or conditional use (on any parcel)</i> - This would allow manufactured homes to be located on new, currently-undeveloped parcels. This could be restricted to certain areas through a zoning overlay or a new zoning category. Neighborhood buy-in would be critical for success.
Timeline: ⌚	Timeline: ⌚ ⌚	Timeline: ⌚ ⌚
Funding: 💰	Funding: 💰	Funding:
Lead Champion: Town of Carthage		
Supporting Stakeholders: Community Champions; Needmore Community Association; Moore County		

Recommendation: Update Zoning/Subdivision regulations to allow the placement of a limited number of accessory dwellings on a single lot
Objective: Property Subdivision
Current Town zoning/subdivision regulations do not allow more than one dwelling unit per parcel. “Accessory Dwelling Units” (ADUs) are secondary dwellings located on the same lot as a primary dwelling, whether for family use (such as a “mother-in-law apartment”) or for rental. ADUs are often seen to increase the supply of affordable housing in a community. There are typically restrictions on the number and size of accessory units (for example, the ADU must be smaller than a certain size, or smaller than the primary home on the parcel), as well as the location/placement of ADUs and minimum lot sizes to allow ADUs.
Outcome: Update Town regulations to allow accessory dwelling units
Option 1: <i>Update Town regulations to allow accessory dwelling units</i> – The Town of Carthage will need to consider appropriate restrictions on ADUs (number of units, size of units, size of lots, placement within lots), and whether to allow manufactured homes as ADUs (see 4.1).
Timeline:  
Funding: 
Lead Champion: Town of Carthage
Supporting Stakeholders: Community champions; Needmore Community Association; Churches or other fellowship organizations; Moore County

Recommendation: Propose future allowance for commercial land uses in areas along NC 24-27 near Needmore neighborhood	
Objective: Commercial Uses	
Most of the area in and around Needmore is zoned for residential uses, with only a few small pockets of commercial zoning (car repair shop, gas station/convenience store) nearby. Instead, existing zoning steers commercial uses toward locations either downtown or on the eastern side of Carthage. While this helps maintain the residential feel of the Needmore area, it also makes it less convenient for Needmore residents to access businesses and services. Additional nearby commercial uses with a context and scale appropriate for Needmore and surrounding neighborhoods would be of benefit to the community. These would most likely be located along NC 24-27 west of the historic district and Needmore (in the vicinity of the existing commercial services).	
Outcome: Update Town's future land use plan/map to allow/encourage additional commercial services in areas near Needmore neighborhood	
Option 1: <i>Propose to Town Council that this be addressed in upcoming update of Town's Land Use Plan</i> - Depending on outcome of land use plan, zoning districts could also be revised to designate a specific area for future commercial uses.	
Timeline: ⌚ ⌚	
Funding: 💰	
Lead Champion: Town of Carthage	
Supporting Stakeholders: Community Champions; Needmore Community Association; Churches or other fellowship organizations; Moore County	

Conclusion

It is our hope that this document will meet the community's vision for ***enhancing the quality of life in the Needmore neighborhood for residents and visitors of all ages through fellowship and a process that is carried out by the community, for the community***. As a result, this plan has been written with two primary goals in mind:

- Providing the neighborhood and town with a road map for potential improvements and what would be necessary to implement those improvements; and
- Providing a solid base of information that can be rolled into the Town's upcoming land use plan update.

The plan outlines several potential improvements for the Needmore neighborhood, ranging from small and easy-to-implement projects to major long-term investments. The recommended projects and programs are intended to improve the health and quality of life for Needmore residents. Now it will be up to the residents of Needmore and the Town leaders of Carthage to move forward with prioritizing, funding, and implementing these recommendations.