

April 25, 2016

## IMAGINE Currituck

### Steering Committee Meeting:

Branding; Project Fact Sheet; Public  
Engagement Strategy; Project  
Website; Site Suitability Analysis



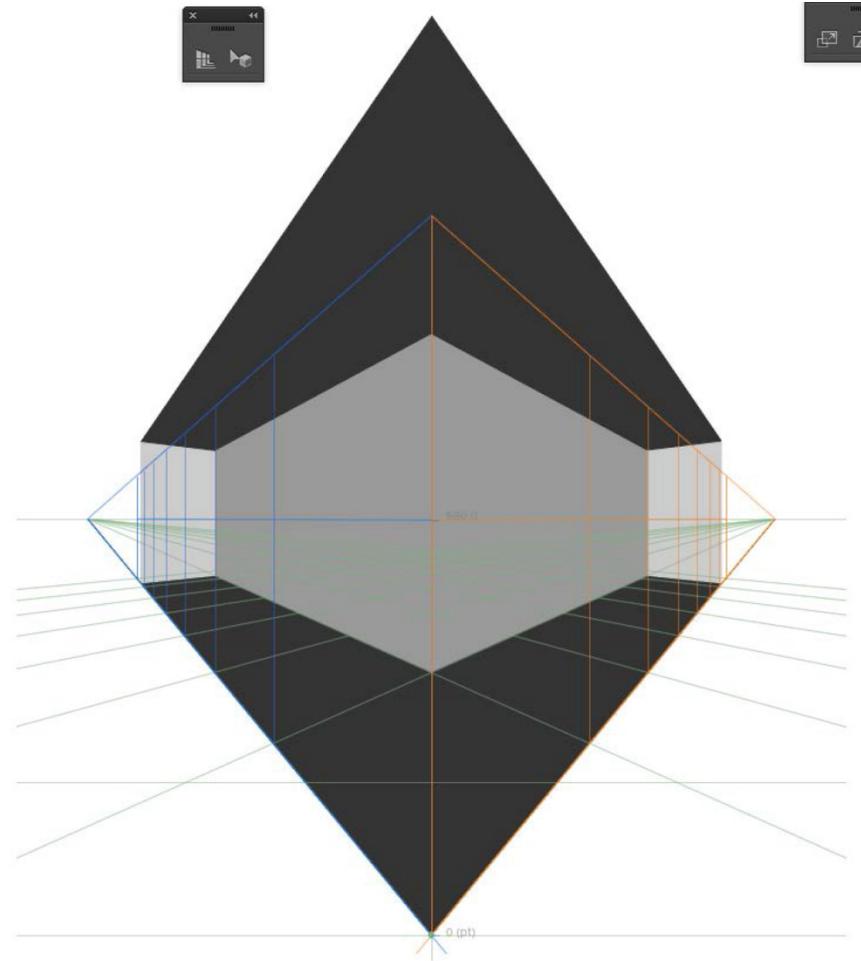
DESTINATION BY DESIGN  
planning | design | promotion

  
Imagine  
CURRITUCK  
COMPREHENSIVE LAND USE PLAN

# Branding

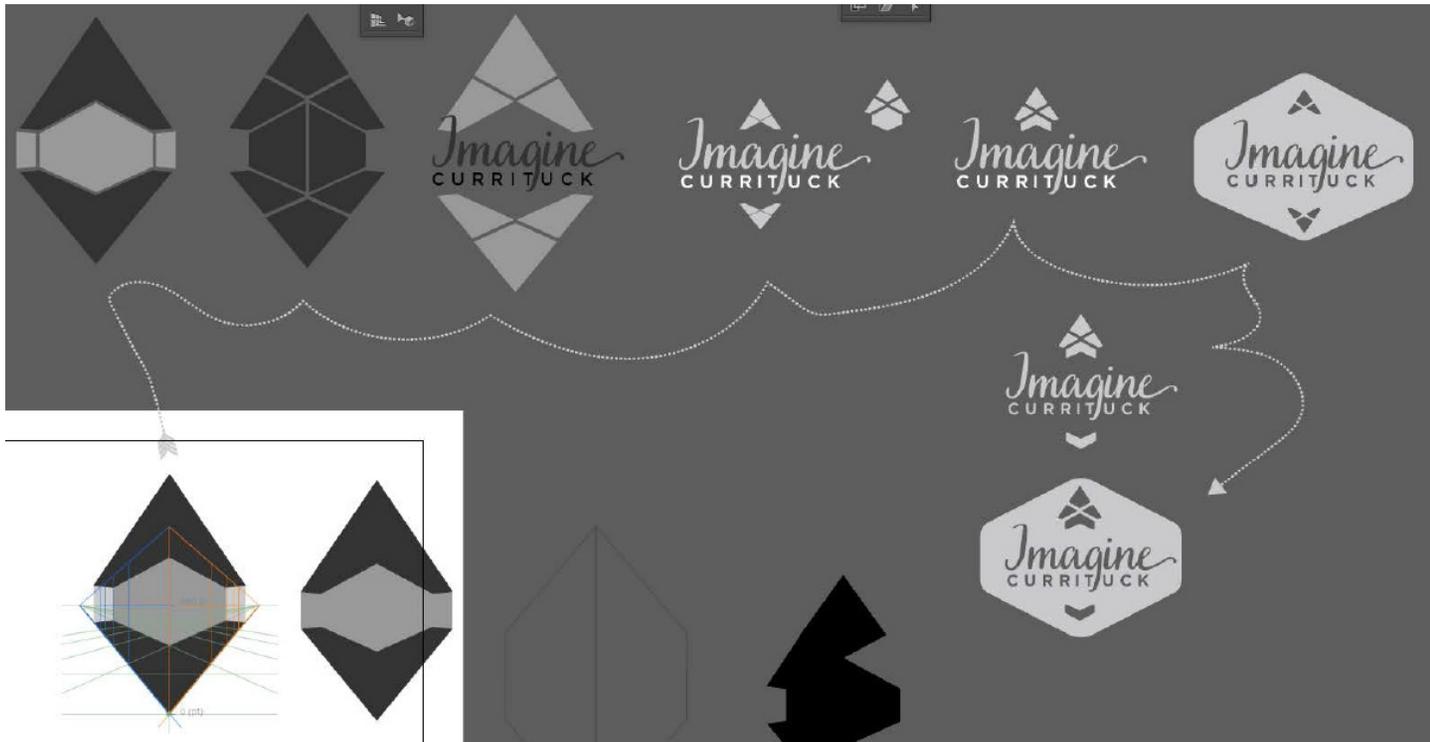
# 1. Imagine Currituck Word Mark Process

Drawing from the “imagine” theme, we started with a perspective illustration. Growth and the built environment are of paramount concern. We must answer: What is appropriate growth?



## 2. Imagine Currituck Word Mark Process

The mark begins to take on an arrowhead and compass feel. We respect the past; it provides perspective as we look to the future. We are willing to change, but on our own terms. We're proactive, not reactive. We understand the value of stewardship. Currituck is a place of abundant resources. The only good way forward is together. That's how we will imagine and create a great future.



### 3. Imagine Currituck Word Mark Process

The final arrow conveys direction and presents a crossroads, precisely where the future of Currituck is situated. That's why this work is so important. As a bonus, it's good practice to guide growth toward the crossroads. Since we're committed to engaging the public throughout the planning process, we use paint to create motion and an unfinished touch. But something magnificent and great is on the horizon — we can feel it. The blue color pays homage to this coastal county, but let's not overemphasize; Currituck County has much to offer and a successful plan will galvanize all of its distinctive offerings.





## BACKGROUND

The IMAGINE CURRITUCK: Comprehensive Land Use Plan will establish a unified vision and serve as a guide for future growth and development in Currituck County for years to come. The Imagine Currituck plan will ultimately establish clear policies according to seven key elements:

-  Land Use
-  Environment
-  Economic Development;
-  Parks and Recreation
-  Infrastructure and County Services
-  Sense of Place
-  Transportation and Mobility

## LET'S HEAR FROM YOU!

The Currituck County Planning Department and local leaders invite public comment and involvement throughout the planning process. Citizens are encouraged to get involved in three ways:

1. Express issues and ideas with planning staff and the Imagine Currituck Steering Committee, which includes citizen representatives from across the county;
2. Consider taking the online survey and expressing ideas on the interactive map located at the project website; and
3. Plan to attend one of the Imagine Currituck public workshops scheduled for fall 2016.

## THE PLANNING PROCESS

The Currituck Planning Department, along with planning consultants, Destination by Design (DbDplanning.com), will lead a five-part planning process that will conclude by June 2017:

1. **Direction Setting and Project Launch (March - May 2016).** The planning consultant team will tour Currituck County, review existing plans, facilitate a visioning workshop for the steering committee, create a public engagement strategy, and develop the project website;
2. **Research and Framework Plan (April - July 2016).** Identify existing and emerging conditions that impact current and future growth. Conduct a site suitability analysis using updated environmental data and other information;
3. **Public Engagement (May - Nov. 2016).** Finalize the website and conduct public workshops throughout the county;
4. **Plan Development (Oct. - March 2017).** Develop a policy guide that supports how citizens Imagine Currituck. Develop visual schematics and renderings that demonstrate how future growth and development might occur with policy implementation. Update project website to include all draft material and welcome public comment.
5. **Final Plan Preparation (March - July 2017).** Develop the complete Imagine Currituck planning document. Present the plan to the public and elected officials. Incorporate all final comments and publish final document.

# Project Fact Sheet

Let's Imagine Currituck, *together!* More Info: [ImagineCurrituck.com](http://ImagineCurrituck.com)



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# Public Engagement Strategy

1. Public communicates directly with staff and steering committee
2. Digital Outreach
3. Focus Groups
4. Public Workshops

See document:  
*Public Engagement Strategy*

Three stations:

- A. **Learning** – results of analysis and digital outreach
- B. **Ideation** – opportunity record “ideas, insights, or barriers”
- C. **Response** – present conceptual renderings, schematics, and policies that have been developed based on the analysis and comments received thus far.



# Project Website

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2. Economic Development
3. Infrastructure and County Services
4. Transportation and Mobility
5. Environment
6. Parks and Recreation
7. Sense of Place.

## Let's hear from YOU!

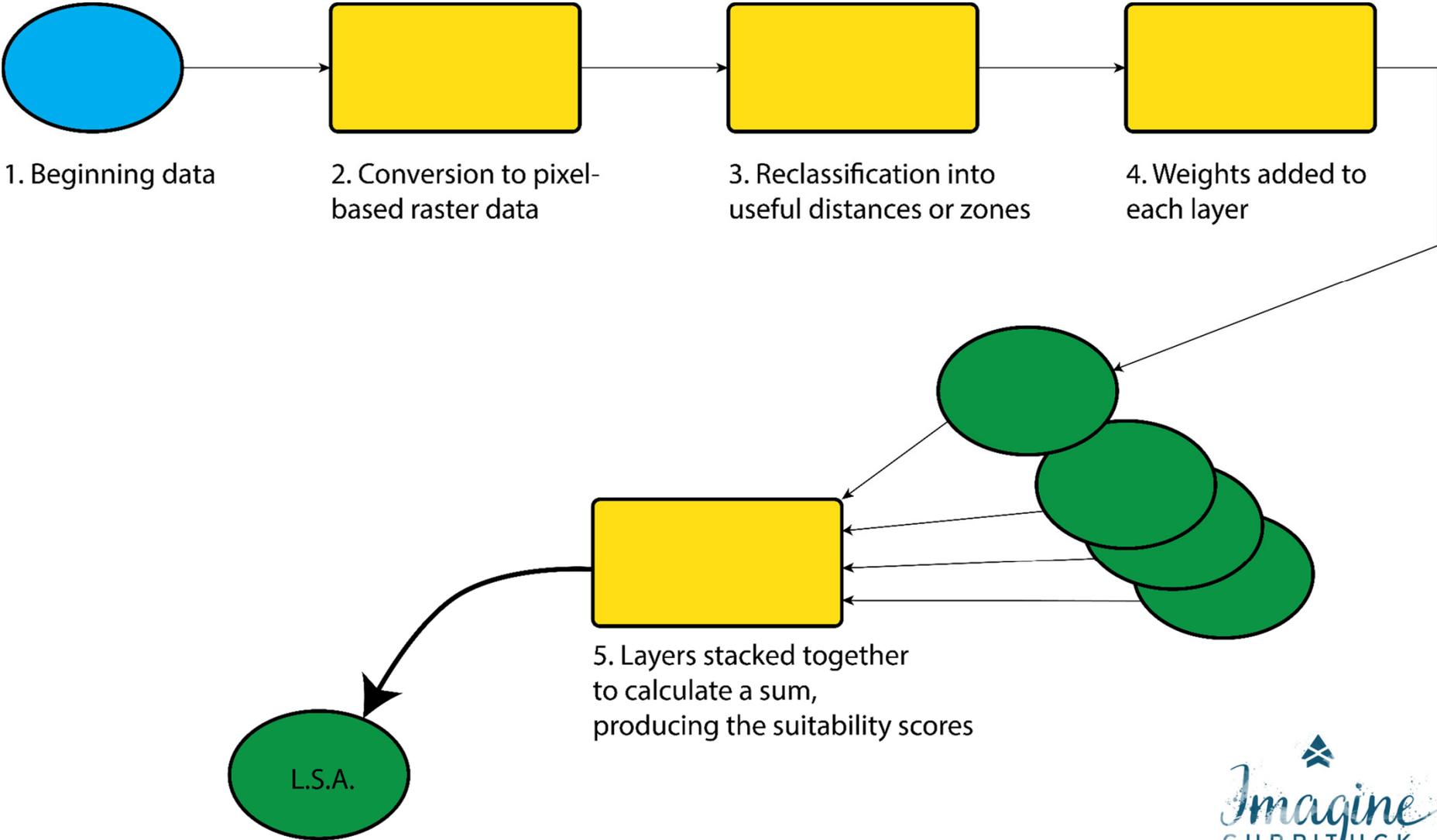
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# Site Suitability Analysis

# Summary of GIS processing



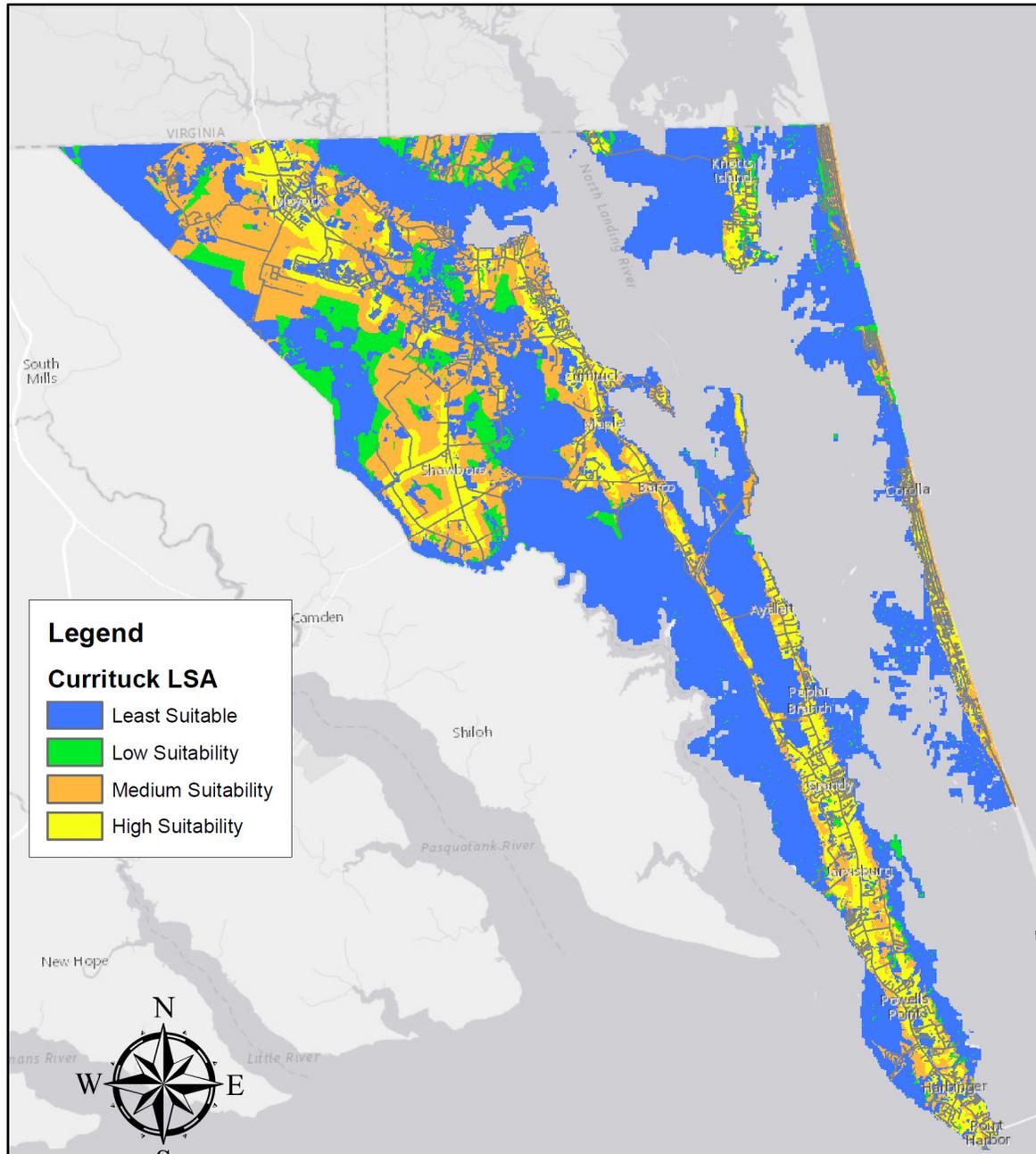
## 2016 Currituck Analysis

Suitability Factor	Least Suitable Rating	Low Suitability Rating (1)	Medium Suitability Rating (2)	High Suitability Rating (3)	Mainland Assigned Weight	Knotts Island Assigned Weight	Outer Banks Assigned Weight
Coastal Wetlands	inside		outside		n/a	n/a	n/a
Excpetional & Substantial Noncoastal Wetlands	inside		outside		n/a	n/a	n/a
Estuarine Waters	inside		outside		n/a	n/a	n/a
Protected Lands	inside		outside		n/a	n/a	n/a
Beneficial Noncoastal Wetlands		inside		outside	1	1	3
Storm Surge Areas		inside		outside	1	1	2
Soils With Septic Limitations		severe	moderate	slight	2	2	3
Flood Zones		inside		outside	2	2	3
Significant Natural Heritage Areas		<500'		>500'	1	1	1
Hazardous Substance Disposal Sites		<500'		>500'	3	3	3
NPDES Sites		<500'		>500'	2	2	2
Airports		<500'		>500'	2	n/a	n/a
Developed Land		>1 mi	.5 - 1 mi	<.5 mi	2	2	2
Primary Roads		>1 mi	.5 - 1 mi	<.5 mi	2	1	2
Water pipes		>.5 mi	.25 - .5 mi	<.25 mi	2	n/a	2
Sewer Pipes		>.5 mi	.25 - .5 mi	<.25 mi	2	n/a	2
<b>Additional Suggested Suitability Factors</b>							
county infrastructure							
proximity to future roads/bridges							
full service areas & nodes of dev							
productive agricultural lands							
developed land							

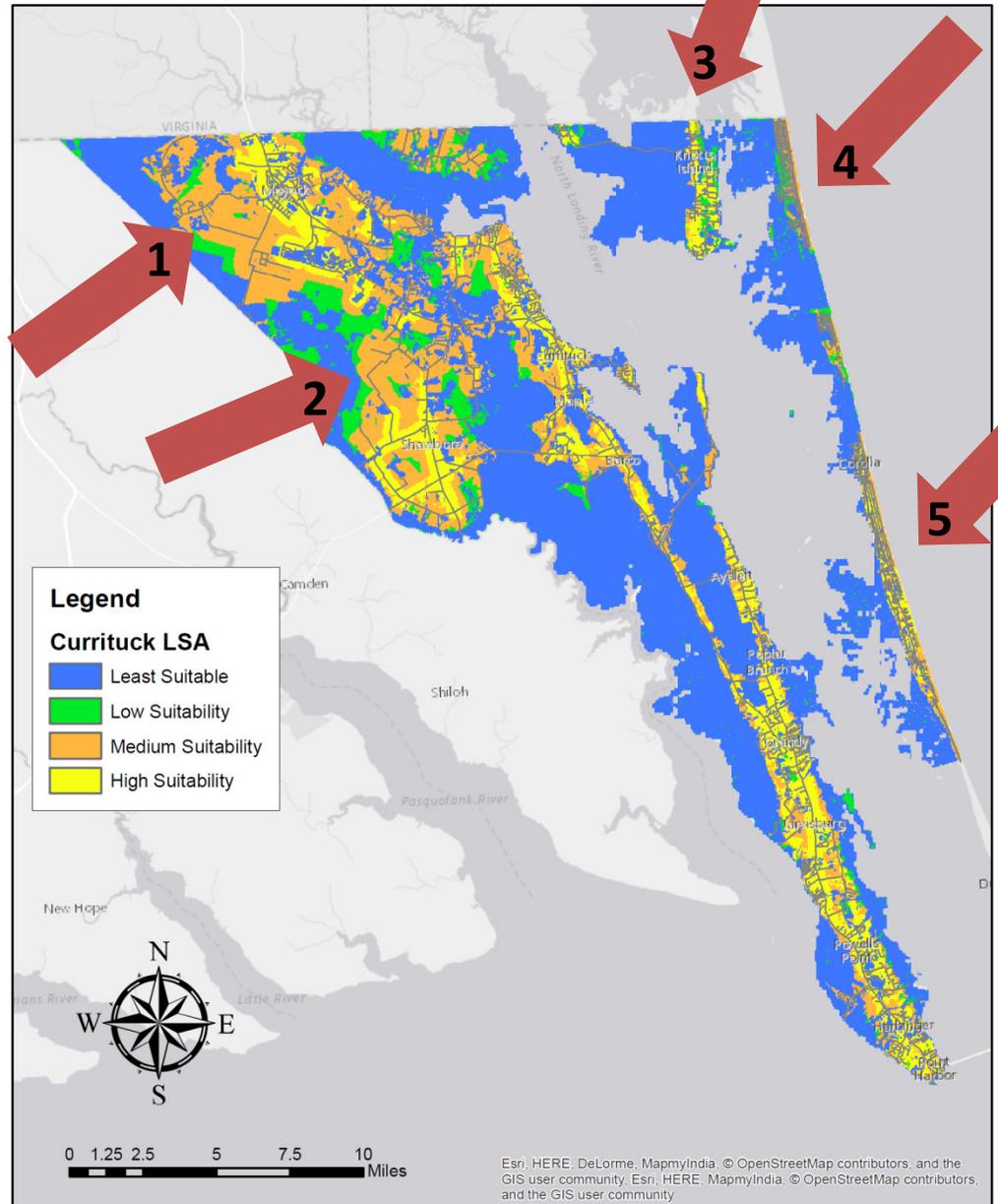
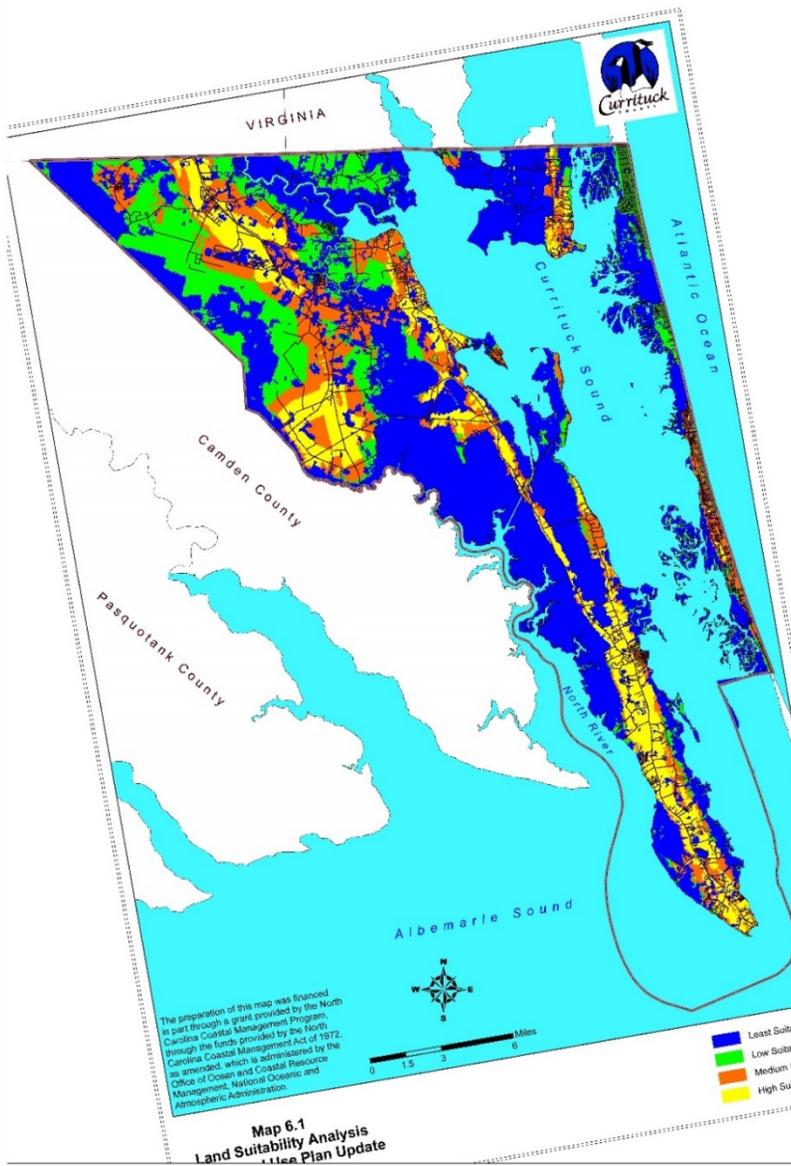
# 2006 Methodology with Exceptions:

1. New NC FRIS flood zone maps
2. Locations for new OBX water and sewer
3. Locations of new Mainland water and sewer systems
4. “Developed land” as of 2012
5. Accounted for the absence of an Airport in OBX and Knotts regions
6. Accounted for absence of water/sewer on Knotts

# Site Suitability Analysis: 2006 Methodology with Updated Data



# Site Suitability Analysis: 2006 Methodology with Updated Data



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