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Chapter 1. Introduction

Plan Purpose

The Town of Rose Hill Comprehensive Land Use Plan establishes the framework for the future growth and desired use of land within the planning jurisdiction of Rose Hill. The contents of this plan will serve as advisory material for the citizens of Rose Hill, Town Administration, Town Commissioners, Planning Board, and other persons interested in Rose Hill. The material include in this plan will include recommendations on highest and best potential use of land as well as policies to achieve the vision of this plan and certain area specific goals.

As required by the North Carolina General Statutes, this plan will be reviewed as decisions are made regarding zoning map or text amendments as well as when quasi-judicial procedure is being performed. The designations and content within this plan do not change how properties are utilized or zoned today; however, it does establish framework for how the land should be utilized in the future to bring the vision of this plan to life.

This plan does not solely dictate the future of Rose Hill; instead, it is a document that is intended to guide the future of Rose Hill. This plan is intended to be consulted regularly, incorporated into the Fiscal Year Budget when possible and practical, and to be consulted by the Town of Rose Hill when determining what to include in the Capital Improvements Plan in order to see this plan be effectively implemented.

This plan has been developed with a 15-to-20-year planning horizon; however, updates may be necessary before the expiration of this timeline as the built environment, demographics, and trends within Rose Hill change.

“If you're going to do things in society collectively, you're going to have joint action toward the achievement of the agreed goals.”

~Dr. William Dallas Herring





Authority

Chapter 160D of the North Carolina General Statutes requires that a Comprehensive Plan be reasonably maintained for a municipality to enforce zoning. This chapter establishes the authority for municipalities to plan and to adopt Comprehensive Plans to guide growth and to be used as the basis for zoning decisions. The Town Commissioners are required to address whether proposed amendments are consistent with the contents of this plan. While amendments are not statutorily required to be consistent in order to be approved, the Town Commissioners are encouraged to strictly adhere to the contents of this plan and to find consistency for proposals with this plan.

When determining consistency and reasonableness with this plan, the Town Commissioners shall closely examine the following elements of the proposal in addition to the contents found in Chapter 6 of this plan:

- Size and physical conditions of the property
- Benefits and detriments to the landowners, neighbors, and surrounding community
- Relationship between the current actual and permissible development on the parcel and the current actual and permissible development on adjoining parcels
- Proposal is in the best public interest

Planning Jurisdiction

The current planning jurisdiction for the Town of Rose Hill includes its incorporated municipal limits as well as its extraterritorial jurisdiction boundary (ETJ), which includes the area that is within one mile of the primary municipal limits of Rose Hill. The municipal limits of Rose Hill may be extended through voluntary annexation as the Town of Rose Hill is prohibited under the North Carolina General Statutes to involuntarily annex areas. The Town of Rose Hill shall carefully consider the types of services that it extends beyond its primary municipal limits and should actively educate members of the ETJ on the benefits of annexation.

Land Use Plan Development

The development of the Town of Rose Hill Comprehensive Land Use Plan began between March and April of 2024. The Comprehensive Land Use Plan was developed by the Town of Rose Hill with assistance from its consultant, Insight Planning & Development. The Town of Rose Hill Planning Board was designated as the primary review board for review of draft documents and to be the Board that directly worked with Insight throughout the conception of the document. The Comprehensive Land Use Plan was approved by the Town Commissioners on _____.

The development of the plan depended on various factors including public input and participation, existing conditions evaluation, infrastructure evaluation, demographics, housing, transportation, economy, environmental constraints, current land use, and projections based on such data. The collection and analysis of all the factors listed allowed for goals, objectives, and policies to be developed and a future land use map to be created in an effort to achieve the vision of the plan.



Regional Location

The Town of Rose Hill is located in the southern half of Duplin County and is approximately one mile west of Interstate 40. Rose Hill is located roughly 47 miles north of Wilmington and 83 miles south of Raleigh. Other cities within eastern North Carolina that are easily accessible from Rose Hill include Jacksonville which is roughly 40 miles east of the Town and Goldsboro which is 43 miles north of Rose Hill. US Highway 117 runs directly through the center of Rose Hill and provides convenient access to Wallace to the south and Warsaw to the north. According to the US Census Bureau the Town of Rose Hill's municipal limits contain 1.4 square miles. See Map 1 for Regional Location.

History

The Town of Rose Hill received its original charter in 1875 and recharter in 1901. Evidence of early settlers' dates to the late 1840s. The Town's beginnings originate from a small village located adjacent to the Wilmington Weldon Railroad. This original village known as "Rose Mary" was said to have completely flooded which resulted in the Town relocating to its present location. Because the Town was relocated to higher ground, the name was changed from "Rose Mary" to Rose Hill.

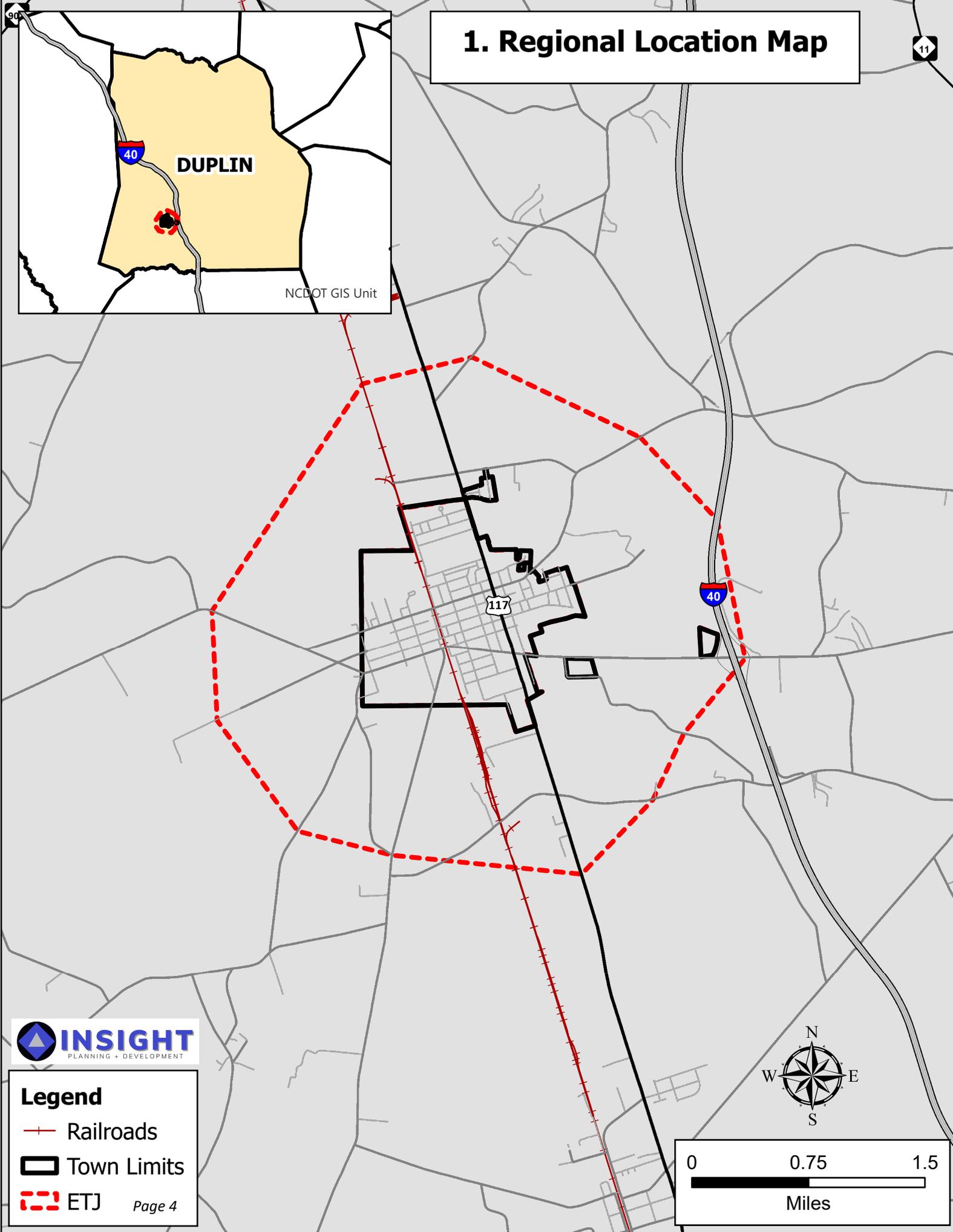
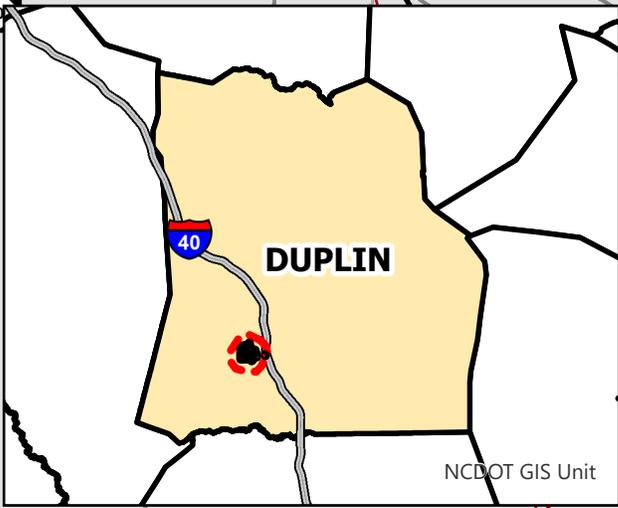
As with many towns of the era, transportation routes fueled its growth, and the railroad is credited with being a lifeline and main factor in the growth of Rose Hill through the mid to late 1800s. The agricultural industry has also been vital to the Town of Rose Hill and the surrounding area since the mid-1800s. The predominant cash crop of Rose Hill from the 1880s until the mid-1900s were strawberries as the Town of Rose Hill was relied upon to export its crops to the northeastern region of the United States. Strawberries and other agricultural produce are still a valuable commodity that is exported from Rose Hill today. The emergence of the poultry industry in the 1950s and the wine & pork industry in the 1970s further cemented the importance of the agricultural industry to the Town of Rose Hill both as a source of employment and as a form of identity and regional importance in the role that the Town serves.

In 1947, the Town of Rose Hill streets were improved with a paved surface, and water and sewer service were introduced and provided to the citizens of the Town. These infrastructure improvements led to the growth and development of Downtown Rose Hill with commercial services and entertainment uses being made available to the citizens of the Town as well as the visible landscape changing due to the construction of large brick buildings with open storefronts. While these uses are no longer in operation, the majority of the structures still remain, and the opportunity exists for Downtown Rose Hill to experience revitalization.

Source: Sonny Sykes, Historian.

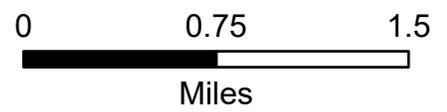


1. Regional Location Map



Legend

-  Railroads
-  Town Limits
-  ETJ





Notable Citizens

While all citizens of Rose Hill are valuable and cherished members of the Town, the following people played an integral part in shaping Rose Hill into the Town that it is today. Without their contributions and vested interest in the Town of Rose Hill, the Town as we know it today would not exist. The contributions of these citizens have led to many job opportunities and provided avenues for people to enjoy life in Rose Hill with stable employment. *Source: Sonny Sykes, Historian*

Dr. William Dallas Herring

- Served as the Chairman of the Board of Commissioners for 20 years and as a member for an additional 2 years after his time as Chairman had expired.
- Dr. Herring is known and remembered as the Father of the Community College System and devoted his life to multiple education initiatives in both Rose Hill and the region. His initiatives included desegregation, educating teachers, and the importance of kindergarten education.
- At the age of 11, Dr. Herring established the first Town of Rose Hill Library.
- At the age of 23, Dr. Herring was elected as the Mayor of Rose Hill and served in this role from 1939-1951. His time as mayor will be remembered for the major infrastructure improvements he helped bring to Rose Hill and the community facilities and services he assisted in establishing.
- Rose Hill Elementary School was dedicated in memory of Dr. Herring.

Nash Johnson & Dennis Ramsey

- Credited for introduction of the poultry industry in the 1950s in the Town of Rose Hill and the region.

Holmes Murphy, sons Wendell and Pete

- Credited for the introduction of pork production in the 1970s in the Town of Rose Hill and the region.

David Fussell, Sr.

- Credited for the introduction of wine production, particularly muscadine wine production in the 1970s in both the Town of Rose Hill and the region.

Past Planning Efforts

The Town of Rose Hill did not have an effective Comprehensive Land Use Plan at the time that this document was created, and this planning process was performed. Planning documents were reviewed during the development of this Comprehensive Land Use Plan in an effort to produce harmonious consistency with land uses where possible and to assist with other plans implementation where practical. However, at no point did other plans take precedence over the data that was revealed in this process or the desires of the citizens of Rose Hill.

Documents that were reviewed in the process include the following: Duplin County Land Use Plan, Duplin County Comprehensive Transportation Plan, Rose Hill NC Code of Ordinances.



Plan Overview

The Town of Rose Hill Comprehensive Land Use Plan is divided into 7 chapters which focus on multiple aspects of Rose Hill. The following provides a brief description of each chapter.

- 1 **Introduction** – This chapter includes information regarding the reason for planning, the background and authority for this plan, the methods of plan implementation, the structure of the plan, the vision for Rose Hill, and the history of Rose Hill.
- 2 **Demographic Profile** – This chapter involves the evaluation of data and statistics related to housing, population, income, and employment so that we may develop a sense of how Rose Hill currently exists and begin to develop projections and opportunities/needs/threats based on this data.
- 3 **Environmental Resources & Hazards** – This chapter will examine the natural environment of Rose Hill including soils, wetlands, flood zones and locations of environmentally sensitive area. This information will allow land use designations to be assigned in a responsible manner that considers the environment and the impact of land use.
- 4 **Community Facilities & Services** – This chapter will examine the existing facilities and services that exist within Rose Hill and determine what services are needed, the current level of service, and where services can be improved. This chapter will also examine the existing infrastructure within the town to determine where development may occur due to the location of infrastructure.
- 5 **Existing & Future Land Use** – This chapter will examine the use of land as it currently exists in Rose Hill and determine the best potential future use of land based on infrastructure, projections, environmental constraints, and transportation routes.
- 6 **Strengths & Opportunities** – This chapter will provide an analysis of the current strengths that exist in Rose Hill and the opportunities that exist to take advantage of these strengths and maximize their capabilities. It will also acknowledge the weaknesses that exist within Rose Hill and the potential to improve upon them.
- 7 **Goals of the Community** – This chapter will establish goals, policies, and objectives for the Town of Rose Hill based on input from the public and the realistic observation of the contents of the plan.

Community Concerns and Aspirations

Citizens' concerns and aspirations were identified early in the planning process so that these could be frequently referred to and considered when developing policy and determining designations for future use of land. The identification of these factors at the initial stage of the planning process helps to ensure the document remains specific to the community's expectations and needs. The initial list of concerns and aspirations to be addressed in this planning process was developed during the initial project kickoff meeting with the Town Council and discussions with identified stakeholders. This list



was presented to the public during subsequent work sessions throughout the planning process and revised to reflect comments expressed during these meetings. Final revisions to the list were made after responses were received from a citizen survey disseminated via the project website and available in hard copy format at Town Hall (see Appendix ___). The following provides the final list of community concerns and aspirations which would guide future decisions in the planning process:

To be completed.

Rose Hill Vision Statement

To be completed.

Rose Hill Stakeholders and Citizens

The following list includes identified stakeholders who provided their time, expertise, and recommendations throughout the planning process. The input received from these stakeholders and other citizens of Rose Hill was an integral portion of the planning document and this Comprehensive Land Use Plan would not have been possible without their input.

- Sonny Sykes
- Rose Hill Chamber of Commerce
- Marsha Whaley
- Ross Powell
- Fuzzy Buckner
- Mable Chasten
- Visions of Hope
- Pam Bannerman
- Constance Olatidoye
- New Dimension
- Blake Parker
- Carl Wheeler
- James Shaw
- Lois Mobley
- Evelyn Tuten
- Frances Wilson
- Marty Bostic
- Town of Rose Hill Planning Board
- Town of Rose Hill Board of Commissioners
- Town of Rose Hill Government
- Town of Rose Hill Citizens



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Chapter 2. Demographic Profile

Introduction

The information contained within this chapter includes evaluations of population, housing, income, economics, and employment. The data used and evaluated originates from the US Census Bureau and the NC Office of State Budget and Management. The datasets analyzed were conducted in a manner to produce the highest level of consistency between datasets so that accurate projections and observations can be made. Data from the American Community survey was used in instances where there was not data available from the 2020 Census or the State Demographer. Analyzation and understanding of the existing demographics with Rose Hill will allow us to form a baseline for future planning efforts and prioritization when determining future needs. Data from Duplin County has been included within this Chapter in order to determine how the Town of Rose Hill fits into the larger regional setting.

Population

Census data reveals that Rose Hill experienced significant growth between 2000 and 2010 with a 26% increase in the total population, surpassing the growth rate that Duplin County experienced during this period. The 2020 Census data shows a decline in population for Rose Hill from 2010; however, this Census was conducted during the COVID-19 pandemic which likely had some effect on the ability of the Census to establish a complete count.

Jurisdiction	2000	2010	2020	% Change '00 to '10	% Change '10 to '20	% Change '00 to '20
Rose Hill	1,290	1,626	1,371	26%	-15.6%	6.2%
Duplin County	49,063	58,505	48,715	19.2%	-16.7%	-0.7%
North Carolina	8,049,313	9,535,483	10,439,388	18.5%	9.4%	29.6%

Source: US Census Bureau.

Rose Hill is the 3rd most populous town within Duplin County. The top 3 most populous towns within Duplin County all have one thing in common, they are situated adjacent to Interstate 40 and Highway 117, two of the major transportation corridors within the County. Rose Hill's geographic location has assisted in its population growth and stabilization of numbers.

Town	Population	Town	Population
Wallace	3,413	Faison	784
Warsaw	2,733	Kenansville	770
Rose Hill	1,371	Greenevers	567
Beulaville	1,116	Teachey	448
Magnolia	831	Calypso	327

Source: US Census Bureau.



The total population of Rose Hill was 2.8% of Duplin County's total population according to 2020 Census Data. By utilizing projections from the NC Office of State Budget and management, we are able to project the potential population increase for Rose Hill over the next 25 years. With a modest assumption that Rose Hill will continue to be at least 2.8% of Duplin County's total population, Rose Hill should have a population of at least 1,738 people by the year 2050, which would be a 26.7% increase, an almost identical level of growth that Rose Hill experienced between 2000 and 2010. Rose Hill's geographic location and its percentage of vacant land makes it a candidate to experience growth that will surpass the projected population growth.

Year	Rose Hill	Duplin County	North Carolina
2020 (Census)	1,371	48,715	10,439,388
2025 (Projected)	1,404	50,161	11,115,657
2030 (Projected)	1,471	52,547	11,740,822
2035 (Projected)	1,538	54,933	12,368,843
2040 (Projected)	1,605	57,320	12,933,208
2045 (Projected)	1,672	59,708	13,616,096
2050 (Projected)	1,738	62,098	14,241,032

Source: US Census Bureau; Office of State Budget and Management.

The 2020 Census indicates that 43.9% of the population is White while 27.2% are Black or African American. Rose Hill's population has steadily increased in diversity since the 2000 Census with the population comprised of Two or More Races and the population classified as Other experiencing the largest increase in its members. The classification of race does not account for people of Hispanic origin who may identify as any race. The concept of Hispanic origin is separate from race. The Other and Two or More Races most likely accounts for the population identifying from Hispanic origin. Rose Hill should continue to welcome its diversity and make efforts to recognize minorities and diverse members of its population as it is diversifying at a rate more rapidly than Duplin County from a percentage of total population perspective.

Race	2000		2010		2020	
	Rose Hill	Duplin County	Rose Hill	Duplin County	Rose Hill	Duplin County
White	803 (62.2%)	28,721 (58.5%)	836 (51.4%)	33,349 (57.0%)	603 (43.9%)	26,084 (53.5%)
Black or African American	366 (28.3%)	14,116 (28.7%)	511 (31.4%)	14,733 (25.1%)	374 (27.2%)	11,604 (23.8%)
Two or More Races	20 (1.5%)	758 (1.5%)	22 (1.3%)	940 (1.6%)	122 (8.8%)	3,142 (6.4%)
Other	101 (7.8%)	5,468 (11.1%)	257 (15.8%)	9,483 (16.2%)	272 (19.8%)	7,885 (16.1%)

Source: US Census Bureau.



Rose Hill’s age composition of its population has remained steady over the past 20 years with the age group of 14 years and under experiencing the most significant increase at 39.4%. Most of Rose Hill’s population is within the 25–44-year age group, the working age percentage of its population. The focus of Rose Hill should be to provide services for the younger members of its population such as recreation facilities and youth-oriented activities as well as programs and services that cater to the aging members of its population and the working age members who will reach retirement age during the forecasted time of this plan. The population that is missing from Rose Hill is the 15–24-year age population. To increase this number Rose Hill needs to make efforts to provide affordable housing for members of its population who are entering the workforce as well as provide activities and entertainment within Rose Hill.

Table 5. Rose Hill Age Composition, 2000-2020

Age	2000	2020	% Change '00 to '20
14 years and under	218 (16.8%)	304 (22.1%)	39.4%
15-19 years	87 (6.7%)	99 (7.2%)	13.8%
20-24 years	91 (7.0%)	79 (5.7%)	-13.2%
25-44 years	320 (24.8%)	316 (23%)	-1.25%
45-59 years	242 (18.7%)	228 (16.6%)	-5.8%
60-64 years	71 (5.5%)	85 (6.1%)	19.7%
65 years and older	261 (20.2%)	260 (18.9%)	-0.4%

Source: US Census Bureau.

The female members of Rose Hill’s population were significantly greater than the number of males in the population in the 2000 Census. These numbers have leveled over the past 20 years with the 2020 Census reporting that it was nearly a 50% split between male and female members of its total population.

Table 6. Rose Hill Gender Composition, 2000-2020

Gender	2000	2010	2020	% Change 00 to 10	% Change 10 to 20	% Change 00 to 20
Male	556 (43.1%)	774 (47.6%)	683 (49.8%)	39.2%	-11.7%	22.8%
Female	734 (56.9%)	852 (52.4%)	688 (50.2%)	16.0%	-19.2%	-6.2%
Total Population	1,290	1,626	1,371	26.0%	-15.6%	6.2%

Source: US Census Bureau.

The majority of Rose Hill’s population has received some level of college level education without receiving a degree, with approximately 275 people falling within this category. Rose Hill exceeds the percentage of North Carolinians who have received an associate’s degree based on a percentage standpoint. Rose Hill has 5% of its population who have obtained a bachelor’s degree and 2.9% who have obtained a Graduate level degree. The percentage obtaining a bachelor’s degree is significantly lower in comparison to the North Carolina percentage of its population who has obtained a bachelor’s degree. This factor may be attributed to the increased need of workforce with specialized trade skills which do not require a bachelor’s degree and can typically be earned through an associate’s degree. The majority of job opportunities that exist within Rose Hill also do not require a Bachelor’s or Graduate level degree.

**Table 7. Educational Attainment, 2022**

Education	Rose Hill	Duplin County	North Carolina
Less than 9 th Grade	124 (11.4%)	2,841 (8.5%)	274,345 (3.7%)
9 th to 12 th Grade (No Diploma)	163 (15.0%)	3,725 (11.1%)	448,375 (6.1%)
High-School Graduate	237 (21.8%)	10,530 (31.5%)	1,834,892 (25.1%)
Some College, No Degree	275 (25.3%)	7,492 (22.4%)	1,423,798 (19.4%)
Associate's degree	199 (18.3%)	3,493 (10.4%)	742,711 (10.1%)
Bachelor's Degree	55 (5.0%)	3,796 (11.3%)	1,678,483 (22.9%)
Graduate or Professional Degree	32 (2.9%)	1,504 (4.5%)	969,516 (13.2%)
Population 25 years and over	1,085 (100.0%)	33,381 (100.0%)	7,327,120 (100.0%)

Source: US Census Bureau, American Community Survey 5-Year Estimates.

Housing

According to the 2022 American Community Survey, 569 of Rose Hill's total estimated housing stock of 783 units were single-family dwellings. Rose Hill has a higher percentage of its housing stock existing as single-family dwellings than that of Duplin County or the State of North Carolina. Approximately 93 units or 11.8% of Rose Hill housing stock is composed of multi-family residential. Manufactured homes make up 16.2% of the housing stock.

Table 8. Housing Units by Type, 2022

Housing Type	Rose Hill	Duplin County	North Carolina
Single-Family Residential	569 (72.6%)	14,168 (59.3%)	3,306,567 (69.7%)
Multi-Family Residential	93 (11.8%)	1,649 (6.9%)	882,099 (18.6%)
Manufactured Homes	127 (16.2%)	8,047 (33.7%)	547,736 (11.5%)
Boat, RV, Van, etc.	0 (0.0%)	1 (0.04%)	3,479 (0.07%)
Total Estimated Units	783 (100.0%)	23,865 (100.0%)	4,739,881 (100.0%)

Source: US Census Bureau, American Community Survey 5-Year Estimates.

Most of the housing within Rose Hill was constructed between 1940 and 1979. Rose Hill displays a trend of "housing booms" with a spike in new housing from 1960-1979 and then again in 2000-2022. With an aging housing stock and the projected increase in population, Rose Hill will need to ensure that maintenance and repair of existing housing is a priority to ensure the aging housing stock still can adequately serve the population as well as identify areas for new housing stock.

Table 9. Age of Housing Units, 2022

Jurisdiction	1939 & earlier	1940-1959	1960-1979	1980-1999	2000-2022 estimate
Rose Hill	59	167	236	112	209
Duplin County	1,599	3,146	5,347	8,088	5,685

Source: US Census Bureau, American Community Survey 5-Year Estimates.

According to ACS 2022 Estimates, the majority of owner-occupied housing within Craven County is valued to be within \$100,000 – \$149,000. The cost of housing post COVID-19 pandemic has steadily been on the rise, placing stress upon not only Rose Hill but Duplin County citizens as well. With a



median household income of only \$45,000, it is a challenge for the average household in Rose Hill to afford to own a residence.

Table 10. Value of Owner-Occupied Housing Units, 2022

Estimated Housing Value	Rose Hill	Duplin County
Less than \$50,000	62 units	2,892 units
\$50,000 - \$99,999	100 units	3,564 units
\$100,000 - \$149,999	116 units	2,470 units
\$150,000 - \$299,999	78 units	3,368 units
\$300,000 or more	27 units	1,783 units
Total Estimated Owner-Occupied Housing Units	383	14,077
Median Estimated Housing Value	\$107,800	\$112,400

Source: US Census Bureau, American Community Survey 5-Year Estimates.

Over the past 20 years, Rose Hill has had more owner-occupied housing than renter-occupied housing. The 2020 Census reported that ownership did decline while the total number of vacant homes and renter-occupied homes increased. With the steadily increasing cost of homeownership, renter-occupied numbers should continue to increase in the future.

Table 11. Owner & Renter Occupied Units, 2000-2020

Status	2000		2010		2020	
	Rose Hill	Duplin County	Rose Hill	Duplin County	Rose Hill	Duplin County
Owner-Occupied	407	13,681	407	15,546	355	13,571
Renter-Occupied	123	4,586	253	6,949	185	5,624
Vacant	50	2,253	88	3,233	114	4,509
Total	580	20,520	748	25,728	654	23,704

Source: US Census Bureau.

Rose Hill has experienced a steady increase in the number of vacant homes with the number increasing every year since the 2000 Census.

Table 12. Vacant Housing Status, 2020

Housing Status	Rose Hill	Duplin County
For Rent	7	383
Rented, Unoccupied	1	52
For Sale	8	140
Sold, Unoccupied	3	101
For Seasonal or Recreational Use	17	178
Migrant Worker Housing	0	15
Other Vacant	78	3,640
Total Vacant Homes	114	4,509

Source: US Census Bureau.



A household consists of all persons living in a housing unit and is useful for estimating future land use as well as needs for future housing based on family size. The average household size for owner occupied housing within Rose Hill has experienced an increase since the 2010 Census while the average renter size has decreased. This may reflect the desire for families to establish and own their homes while non-families or residents without children may prefer the option to rent.

Table 13. Average Household Size Owner & Renter Occupied, 2010-2022

Size Estimate	2010		2022	
	Rose Hill	Duplin County	Rose Hill	Duplin County
Owner-Occupied Avg Size	2.43	2.55	2.67	2.36
Renter-Occupied Avg Size	2.51	2.63	2.38	2.51

Source: US Census Bureau, American Community Survey 5-Year Estimates.

Of the estimated 662 homes within Rose Hill per the 2022 ACS estimates, the median household income is \$45,000. This income is 32.1% lower than the North Carolina median income of \$66,186. The majority of households earn between \$15,000-\$34,999 with the second highest number of households earning less than \$14,999. Roughly 133 households within Rose Hill earn \$100,000 or more annually.

According to the 2022 ACS estimates, 20.5% of Rose Hill's population lives below the poverty level which is slightly higher than the estimated 18.5% of Duplin County residents. The Census officially determines poverty based on a set of money income thresholds that vary by family and size. If the family's total income is less than the family's threshold, then that family and every individual in it is considered in poverty. The thresholds are updated for inflation using the Consumer Price Index. When determining income, money income before taxes is considered without inclusion of capital gains or noncash benefits.

Table 14. Household Income, 2022

Income Amount	Rose Hill	Duplin County	North Carolina
Less than \$14,999	135 households	2,356 households	385,892 households
\$15,000 - \$34,999	137 households	4,464 households	681,469 households
\$35,000 - \$49,999	87 households	3,449 households	504,944 households
\$50,000 - \$74,999	83 households	3,632 households	710,205 households
\$75,000 - \$99,999	87 households	2,739 households	529,575 households
\$100,000 or more	133 households	3,652 households	1,297,253 households
Estimated Total Households	662	20,289	4,105,232
Estimated Median Household Income	\$45,000	\$49,376	\$66,186

Source: US Census Bureau, American Community Survey 5-Year Estimates.

The United States Department of Housing and Urban Development (HUD) defines affordable housing as housing in which the occupant is paying no more than 30 percent of gross income for housing costs, including utilities. Households that exceed this threshold are considered by HUD to be cost burdened and may not be able to meet other essential living costs to fulfil basic needs, which includes food, clothing, healthcare and transportation.



Rose Hill residents experience a burden related to the amount of their income that is spent on housing with 17.2% of owner-occupied housing and 53% of renter-occupied housing spending more than 30% of their income on housing. With fluctuating interest rates and a housing market that has seen a significant increase in home values, it can become increasingly difficult for a population with a median household income of \$45,000 to purchase a home. Efforts should be made to accommodate for affordable housing and innovative development that alleviates the burden that a portion of Rose Hill’s population experiences.

Table 15. Owner-Occupied Housing Affordability, 2022

% of Income Spent	Rose Hill	Duplin County	North Carolina
Less than 30%	82.8%	77.2%	76.2%
More than 30%	17.2%	22.7%	23.8%
Total Estimated Units Paying Mortgage	192	6,210	1,682,113

Source: US Census Bureau.

Table 16. Renter-Occupied Housing Affordability, 2022

% of Income Spent	Rose Hill	Duplin County	North Carolina
Less than 30%	46.9%	55.8%	52.3%
More than 30%	53.0%	44.2%	47.7%
Total Estimated Units Paying Rent	260	5,384	1,268,878

Source: US Census Bureau.

Economy

Rose Hill has approximately 911 of its citizens who are members of the workforce with only 121 people or 13.2% being unemployed, which is a slight increase in the total amount of unemployed with only 11% of the Civilian Labor Force being unemployed per the 2012 ACS. The largest percentage of Rose Hill citizens work in the Manufacturing category with 18.6% of its employed population participating in this category. The other leading categories for employment within Rose Hill are Construction and Educational Services, Health Care and Social Assistance. With close to 40% of the population 16 years and older not yet being employed, there is a large percentage of the population that will be entering the workforce within the next 5-10 years. Rose Hill does not have a select few industries that dominate employment; however, there are identified major employers within Rose Hill. Rose Hill’s location in relation to Interstate 40, and the vacant land in the vicinity of Interstate 40, make it an ideal candidate for industries to seek location in Rose Hill with convenient access to Wilmington and its port.

Table 17. Labor Force, 2012 - 2022

Labor Classification	2012 ACS			2022 ACS		
	Rose Hill	Duplin County	North Carolina	Rose Hill	Duplin County	North Carolina
Employed	614	24,243	4,246,096	790	21,679	5,135,307
Unemployed	76	3,246	497,589	121	1,246	200,647
Civilian Labor Force	690	27,489	4,743,685	911	22,925	5,335,954
Population 16 Years and Older	1,391	45,172	7,523,670	1,281	39,054	8,671,939

Source: US Census Bureau, American Community Survey 5-Year Estimates.

**Table 18. Civilian Employment by Industry, 2022**

Industry	Rose Hill	Duplin County	North Carolina
Agriculture, Forestry, Fishing, Hunting & Mining	61	1,724	55,902
Construction	118	2,519	359,844
Manufacturing	147	3,805	584,894
Wholesale Trade	42	506	115,059
Retail Trade	96	2,112	562,168
Transportation and Warehousing, Utilities	93	1,644	255,853
Information	13	136	82,044
Finance and Insurance, Real Estate, Rental and Leasing	6	440	340,888
Professional, Scientific, Management, Administrative and Waste Management Services	33	1,512	586,762
Educational Services, Health Care and Social Assistance	120	4,263	1,108,607
Arts, Entertainment, Recreation, Accommodation and Food Services	31	1,305	433,609
Other Services, excluding Public Administration	5	1,052	239,127
Public Administration	25	661	200,743

Source: US Census Bureau, American Community Survey 5-Year Estimates.

The majority of Rose Hill's citizens have found employment within the confines of Duplin County, and most have less than a 20-minute commute to their place of employment. Approximately 19% of Rose Hill's population travels 45 minutes or more for their employment which means they are likely employed in one of the larger cities within the region. Higher paying jobs being located outside of Rose Hill and the increased cost of living in larger cities could lead to higher commute times for Rose Hill citizens as well as more people locating in Rose Hill due to its excellent access to Interstate 40.

Table 19. Labor Force Place of Employment, 2022

Work Location	Rose Hill	Duplin County
Within Duplin County	609 persons	12,264 persons
Outside of Duplin County	183 persons	8,555 persons
Worked from Home	44 persons	937 persons
Estimated Employed Population 16 years and over	793	21,072

Source: US Census Bureau, American Community Survey 5-Year Estimates.

Table 20. Labor Force Travel Time to Employment, 2022

Travel Time	Rose Hill	Duplin County
Less than 10 minutes	201 persons	3,584 persons
10 to 19 minutes	301 persons	4,993 persons
20 to 29 minutes	67 persons	3,705 persons
30 to 44 minutes	37 persons	3,503 persons
45 minutes or more	142 persons	4,329 persons
Estimated Total Traveling Working Population	749	20,135
Mean Travel Time Estimate	21.1 minutes	28.6 minutes

Source: US Census Bureau, American Community Survey 5-Year Estimates.



The citizens of Rose Hill benefit from some of the largest employers in Duplin County being located within the Town or near its municipal limits. The major employers include the following businesses:

- Duplin Winery
- House of Raeford
- Four County Electric Membership Corporation
- The Shutter Production, Inc.

These companies offer a variety of opportunities for employment for the citizens of Rose Hill with the main type of employment being either that of a specialized trade/skill or manual labor or assembly work. Most businesses within Rose Hill and the immediate surrounding area are engaged in manufacturing, construction, or production with a concentration of that being related to the agriculture industry. A portion of the employees for the major employers do not reside within the Town of Rose Hill or in proximity to their place of employment. Rose Hill and the employers should support initiatives and 3rd party investors who desire to provide workforce housing near these major employers. The Town of Rose Hill should continue to market its geographic location and skilled workforce as an advantage to attract new diverse business and industry to Rose Hill.



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Chapter 3. Environmental Resources & Hazards

Introduction

In this chapter, we will examine the natural environment and resources that exist within the Town of Rose Hill. From a planning standpoint, it is critical to understand how the natural environment exist within the planning jurisdiction so that we may understand where certain uses of land may best be located as well as what limitations certain areas of the jurisdiction may face due to the features in existence. The understanding of environmental features that have the potential to present a threat are also critical to understand as Rose Hill desires to see a future that mitigates all potential hazards or situations/conditions that contribute to a poor quality of life.

Flood Hazard Areas

A Special Flood Hazard Area (SFHA) is defined as an area in which the chance of a 100-year flood exceeds 1% chance of occurrence in any given year. This area is also known as the floodplain. Special Flood Hazard Areas are indicated on Flood Insurance Rate Maps (FIRMs), which are considered the most reliable and consistent source for delineating SFHAs and are the source used to determine whether the purchase of flood insurance is mandatory for developed properties with a mortgage.

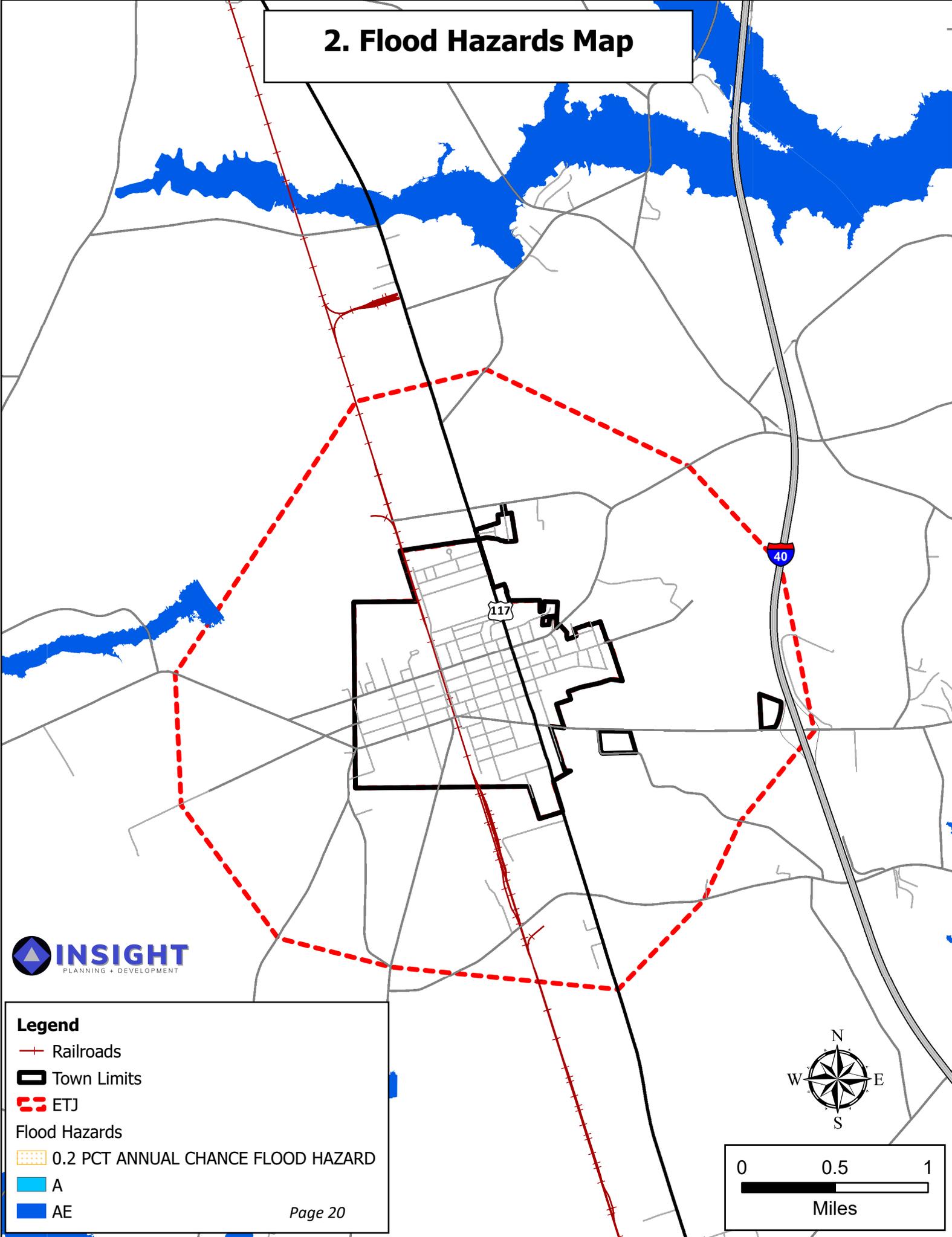
The Town of Rose Hill is at a true geographic advantage in respect to its susceptibility to being inundated with floodwaters from a 100-year flood. There are no areas within the primary municipal limits of Rose Hill within the SFHA and only a minor portion of its extraterritorial jurisdiction that falls within the regulated floodplain (see Map 2). However, this factor does not mean that Rose Hill is not exempt from experiencing similar effects, as the town has the potential to experience flooding due to stormwater runoff, or when low wetland areas are at capacity and cannot hold anymore of the waters that typically are contained within them.

The closest bodies of water that have adjacent regulated floodplains include Taylor Creek, Big Beaverdam Branch, and Rockfish Creek, which are all tributaries of the Northeast Cape Fear River. While Rose Hill does not have to worry about any hazards within the regulated floodplain, extreme weather events that result in the 100-year flood have the potential of effecting the Town of Rose Hill due to the loss of transportation routes that can result during these events.

Soils

Like many areas of land within North Carolina's Coastal Plain, the Town of Rose Hill possesses a variety of soils with minor to moderate slope. The overwhelming majority of soils in existence within the Town of Rose Hill face limitations regarding the capacity to support septic systems and drainage fields associated with such systems. The data used to analyze the soil conditions indicates that the "Very limited" designation is given in instances where one or more features are present within the soil that are unfavorable for septic drainage systems. This data is beneficial as it emphasizes the importance of maintaining an efficient sewer system within Rose Hill and ensuring that adequate capacity exists, due to the private septic system option more than likely being one that is not feasible. Soil Scientist engineers may have the capability of examining specific areas within Rose Hill's jurisdiction and determining that suitable soils exist to support private septic systems.

2. Flood Hazards Map



Legend

—+— Railroads

▭ Town Limits

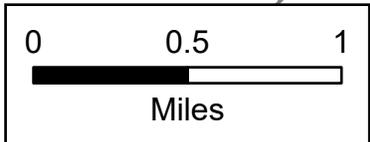
- - - ETJ

Flood Hazards

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■ A

■ AE





The soils that exist within Rose Hill do not have a high capability to handle intense stormwater runoff. As a result of this, the soil is unable to absorb the water at the rate it is being introduced, and ponding occurs. The soil is limited in its capability to adequately handle and distribute intense rainfall. The Town of Rose Hill can mitigate against the inadequacies that exist in the soil through the requirement of stormwater control measures that are designed to accommodate for more than minimum North Carolina requirements. These efforts should reduce the impact that the Town experiences in severe rain events and stormwater flooding resulting from ponding. See Map 3.

Table 21. Soils

Soil Name	Abbreviation	Slope Analysis	Septic Suitability	Water Infiltration
Autryville loamy fine sand	AuB	0-6% slopes	Somewhat limited	Somewhat limited
Foreston loamy fine sand	FoA	0-2% slopes	Very limited	Severely limited
Goldsboro loamy sand	Go	0-2% slopes	Very limited	Severely limited
Leon Sand	LnA	0-2% slopes	Very limited	Severely limited
Muckalee Loam	MkA	0-1% slopes	Very limited	Severely limited
Noboco loamy fine sand	NbA	0-2% slopes	Very limited	Severely limited
Noboco loamy fine sand	NbB	2-6% slopes	Very limited	Severely limited
Norfolk loamy sand	NoB	2-6% slopes	Somewhat limited	Somewhat limited
Pits, quarry	Pt	N/A	N/A	N/A
Rains fine sandy loam	Ra	0-2% slopes, Atlantic Coast Flatwoods	Very limited	Severely limited
Rains fine sandy loam	RaA	0-2% slopes, Southern Coastal Plain	Very limited	Severely limited
Torhunta mucky fine sandy loam	ToA	0-1% slopes	Very limited	Severely limited
Water	W	N/A	N/A	N/A
Woodington fine loamy sand	WoA	0-1% slopes	Very limited	Severely limited

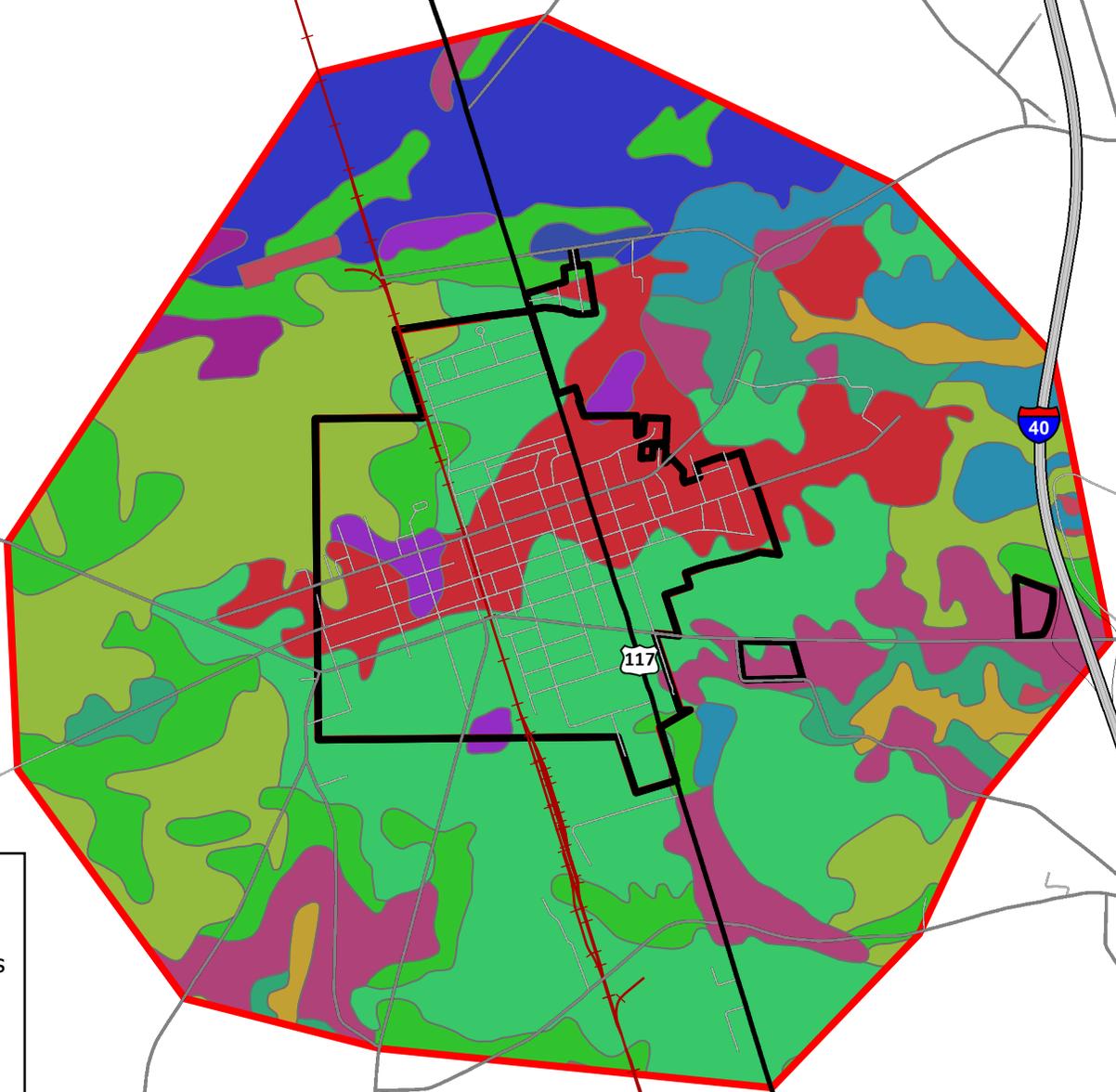
Source: Natural Resources Conservation Service.

Wetlands

Wetlands serve an important role in the natural ecosystem and should be considered in all development proposals. The impact of development and land use decisions upon wetlands can have both immediate and long-term impacts. The Town of Rose Hill has minimal areas identified as wetlands within its municipal limits with significantly more wetland designated areas within its ETJ. The wetlands serve a vital role in allowing for a diversity of species to establish their habitat as well as a place for water to collect. Development in proximity to the identified wetland areas in Rose Hill as well as the 404 jurisdictional wetlands should not deter upon the function of these naturally existing systems. Innovative design and engineering should allow for development to occur in a manner that preserves these wetland areas so that they may be enjoyed for recreational purposes and exist in a manner that benefits both citizens and other living things within the planning jurisdiction of Rose Hill.

Development in the wetlands must be identified and permitted under federal or state wetland protection laws. See Map 4.

3. Soils Map

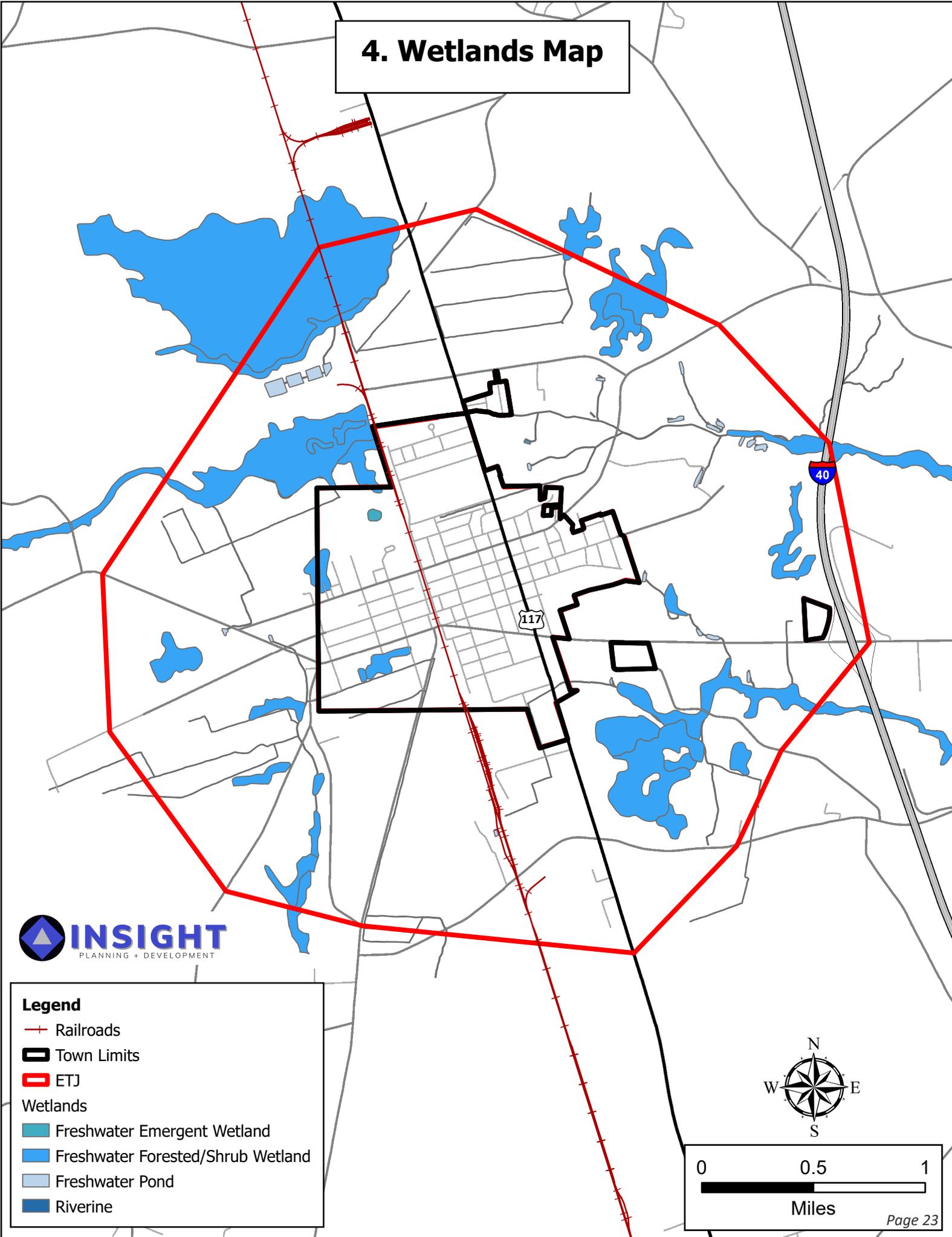


Legend

- + Railroads
- ▭ Town Limits
- ▭ ETJ
- Soils
- AuB
- FoA
- Go
- LnA
- MkA
- NbA
- NbB
- NoB
- Pt
- Ra
- RaA
- ToA
- W
- WoA

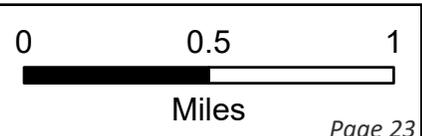


4. Wetlands Map



Legend

- Railroads
- Town Limits
- ETJ
- Wetlands
 - Freshwater Emergent Wetland
 - Freshwater Forested/Shrub Wetland
 - Freshwater Pond
 - Riverine





Historic Properties

The Town of Rose Hill currently does not have any listings within the National Register of Historic Places; however, there are several properties that are on the study list as well as properties that have been surveyed. There are also three designated Historic Districts that are on the study list. See Map 5. The majority of the properties and districts listed were submitted in 1993. With these properties and identified areas being part of the study list, some of the initial work has been completed if the Town of Rose Hill or individual property owners are interested in pursuing inclusion on the list of National Register of Historic Places. Regardless of whether or not these properties are included on the National Register, it is important to acknowledge the history of Rose Hill and the significance of certain structures and districts within the municipal limits. The Town of Rose Hill still has the ability to recognize and preserve these areas and structures without pursuit of inclusion on the National Register. The benefits associated with having these structures and districts federally recognized and included in the National Register would include eligibility for federal grants and funding, guaranteed protection, and potential increase in tourism.

Existing Land Use

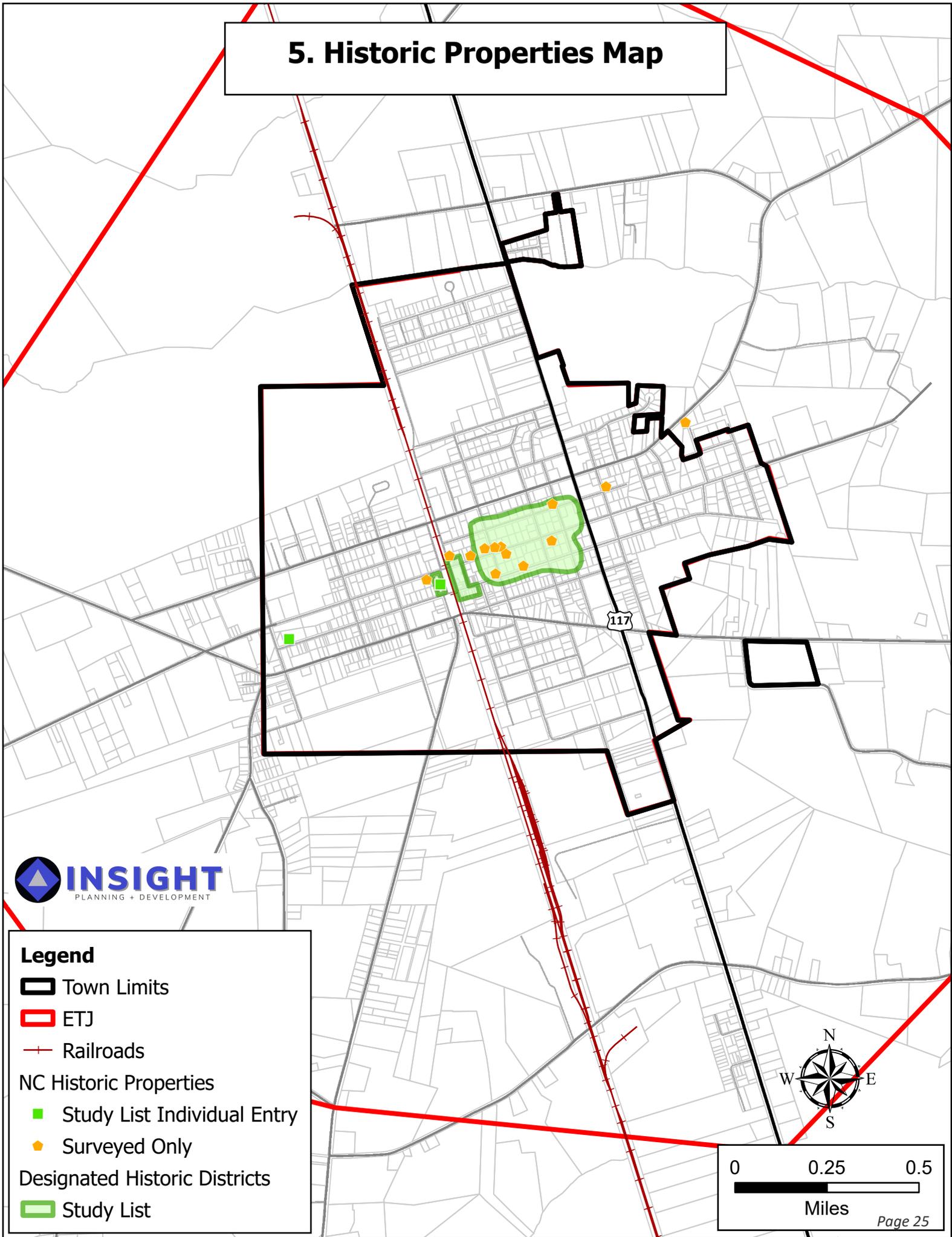
The following provides a description that best represents how land within the planning jurisdiction of Rose Hill is utilized today. It is important to understand existing land use so that we may begin to establish a vision for how the land may be potentially used in the future as well as identify ways in which the use of land could be maximized. If a current use of land is not suitable or the highest potential use, it may be necessary to consider new uses which bring new opportunities to the land. Existing land use is also beneficial when determining the harmony that exists within Rose Hill and where the potential conflicting land uses exist.

Existing land use is separate and should not be confused with the assigned zoning district designation. The data utilized to develop the existing land use map was obtained using Duplin County GIS and tax records as well as tapping into local knowledge. The existing land use categories are as follows:

- Commercial
- Industrial
- Residential Mixed
- Low Density Residential/Agricultural
- Recreation

The majority of land within the ETJ of Rose Hill is comprised of Low Density Residential/Agricultural with some Industrial land use as well. One thing of note is that the land adjacent to Interstate 40 is primarily within the Low Density Residential/Agricultural designation. Of the land in the ETJ of Rose Hill, it is anticipated that these parcels will face the most interest as well as pressure for development over the next 20 years.

5. Historic Properties Map



Legend

- Town Limits
- ETJ
- Railroads
- NC Historic Properties
 - Study List Individual Entry
 - Surveyed Only
- Designated Historic Districts
 - Study List

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Miles
Page 25



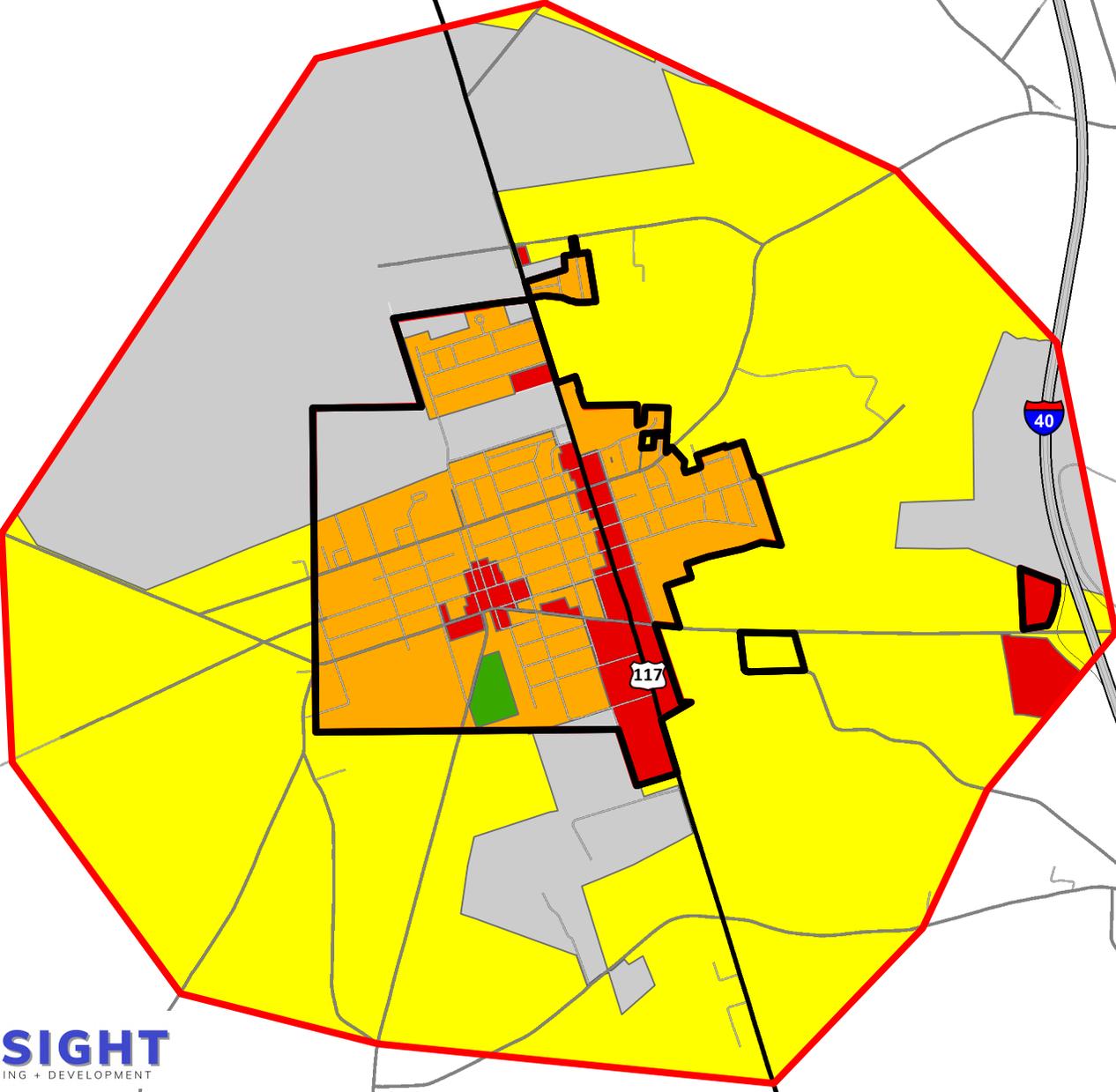
The land within the municipal limits of Rose Hill is predominantly Residential Mixed designation consisting of mainly medium and high-density residential development with scattered low density residentially developed properties throughout the jurisdiction. These residential areas are directly adjacent to the commercial corridor that stretches along US Hwy 117 for most of the planning jurisdiction. The existing land use map reveals that there is a lack of recreational land use within the town as well as concentrated office and service use.

The existing land use map (Map 6) will play a key role in determining what the best future land use designations may be for the vacant and underdeveloped properties within Rose Hill as well as certain areas that pose a high potential and value for redevelopment.

Hazards

Hazards are inevitable in the world and climate that we live in today. There are certain hazards that the Town of Rose Hill must develop a level of awareness for and consider when making decisions related to land use. Hazards vary from both naturally occurring acts of God as well as hazards that result from human acts. Hazards can become a magnified issue when conflicting land uses are allowed to be located adjacent to, or in close proximity to one another, or in proximity to elements of the environment that intensify hazardous events without proper mitigation techniques. Proper planning and mitigation measures can play a major role in decreasing the damage and effect of these hazards when they present themselves to the Town of Rose Hill. Hazards not only can affect the quality of life of the Rose Hill citizen but also can have an impact upon the economy and environment of Rose Hill. While the frequency of events that present hazards can vary, the Town of Rose Hill should periodically review the Sampson-Duplin Regional Hazard Mitigation Plan to ensure that regulatory measures are in place to mitigate against the hazards that the Town faces.

6. Existing Land Use Map



Legend

 Town Limits

 ETJ

Existing Land Use

 Commercial

 Industrial

 Residential Mixed

 Low Density Residential/Agricultural

 Recreation





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Chapter 4. Community Facilities, Services, Outreach, Opportunities

Introduction

In this chapter, we examine the built environment of Rose Hill as it exists today so that we may determine the current level of service and facilities that are provided to the citizens of Rose Hill. By doing this, we can make interpretations based upon capacity and identify where services may need to be expanded or altered to better serve the needs of the citizens of Rose Hill in the future. This observation of the built environment of Rose Hill will also assist in determining the Town's potential to support more citizens, development, and land uses based on what is currently in place. An examination of the community as a whole will help determine what steps Rose Hill must take to become more sustainable in the future while identifying the excellent benefits and service the Town currently provides. The identification and acknowledgement of how these facilities and services exist should also allow the user of this plan to identify ways to link these together where appropriate and determine how the uses of land adjacent to them may be most suitable for future use or development.

Town of Rose Hill Government

The Town of Rose Hill Government Town Hall is located at 103 SE Railroad Street and operates Monday-Friday from 8:00 AM - 5:00 PM. The Town of Rose Hill provides 8 functions of local government with cumulative employment of 13 full-time employees and 12 part-time employees.

- Administration (2 full-time; 1 part-time)
- Animal Control
- Finance
- Fire
- Parks & Recreation (9 part-time)
- Planning & Zoning
- Police (5 full-time; 2 part-time)
- Public Works (6 full-time)



Some of the listed functions of government indicated above do not have employees that are hired for the sole purpose of performing that task, as the Town of Rose Hill has multiple employees that perform a myriad of duties for the Town. For certain functions of government, the Town of Rose Hill relies upon contracted services to execute them due to the affordability associated with providing these types of specialized services on a contract basis.

The Town of Rose Hill is governed by a Town Board of Commissioners which includes the Mayor and 5 Commissioners. The Town Administrator reports directly to this Board and manages the Town in a manner that is consistent with the objectives of the Board of Commissioners.



At the time of this plan’s adoption, the Governing Board and Town Administrator position were filled by the following individuals:

- Mayor: Davy “Fuzzy” Buckner
- Mayor Pro Tempore/Commissioner: Marsha Whaley
- Commissioner: Gary L. Boney
- Commissioner: Calvin Miller
- Commissioner: William “Billy” Wilson Jr.
- Commissioner: Ross Powell
- Town Administrator: Angela Smith

The Board of Commissioners and Mayor are responsible for adopting a budget each fiscal year as well as adopting and upholding ordinances and other regulations that are designed to contribute to the overall safety and well-being of the citizens of Rose Hill. Another duty the Board of Commissioners should be performing on a regular basis is determining the infrastructure that is required to ensure Rose Hill is operating at a satisfactory level and other capital improvements that are necessary for the Town to continue to prosper and for the quality of life to remain at an acceptable level. The Board of Commissioners should adopt a Capital Improvements Plan (CIP) that sets forth improvements and infrastructure needed so that they may budget for them in a fiscally responsible manner in the form of a Capital Improvements Budget. The Board of Commissioners are also charged with being aware of economic development opportunities that may exist for the Town of Rose Hill and fostering relations that will directly benefit the citizens of the Town.

The Town of Rose Hill should also evaluate on a regular basis available funding and grant opportunities at the State and Federal level that have the potential of assisting the town with infrastructure improvements, long-range planning, daily operations, and improvement of citizens quality of life. There are also funding opportunities available designed to mitigate the risks posed by hazards that the Town should actively pursue to work towards building a more sustainable Rose Hill in the future.



See Map 7 for location of community facilities.



Public Safety & Emergency Services

The Town of Rose Hill has a longstanding and proud tradition of providing excellent public safety and emergency services to its citizens. This tradition accounts for why so many people enjoy calling Rose Hill home and is a testament to the countless hours that many of its citizens have invested in serving their community either through the Rose Hill Police Department or Rose Hill Fire Department.

Fire Department

The Town of Rose Hill Fire Department is a volunteer fire department founded in 1939. The department began servicing the community from its recently constructed new Fire Station at 109 S. Sycamore Street in August of 2024. As of August 2024, the Fire Department has approximately 29 volunteer firemen as well as multiple junior firemen who have made the decision to begin serving the citizens of Rose Hill at a young age.



Police Department

The Town of Rose Hill Police Department is located at 103 SE Railroad Street. As of August 2024, the Police Department has approximately 5 full-time officers and 4 part-time officers.



Health Services & Providers

The Town of Rose Hill has multiple medical professionals with offices located within its jurisdiction and nearby that serve its citizens. The local options for medical services within the Town of Rose Hill include the following:

- Sessoms Medical Practice
- Rose Hill Medical Center
- New Dimension Group
- Dr. Larry Price, DDS
- Dr. John F White, DDS Orthodontics

The closest regional medical facility that has the capability of providing a wide range of services to the citizens of Rose Hill is ECU Health Duplin Hospital located approximately 13 miles away in Kenansville, NC. ECU Health Duplin is an 81-bed facility with access to medical professionals and technology equivalent to those associated with major health care facilities.





ECU Health Medical Center is the flagship location for ECU Health Duplin. ECU Health Medical Center is approximately 76 miles from the Town of Rose Hill in Greenville, NC. ECU Health Medical Center serves as the flagship teaching hospital for the Brody School of Medicine at East Carolina University. For those living in eastern North Carolina, ECU Health Medical Center provides access to a Level I Adult Trauma Center and Level II Pediatric Trauma Center. With 974 licensed beds, ECU Health Medical Center offers extensive inpatient and outpatient services to more than 1.4 million people across 29 counties.

Located 48 miles away in Wilmington is Novant Health New Hanover Regional Medical Center which provides medical services that include cardiac care, orthopedics, oncology, pediatrics, women's health, rehabilitation, and trauma care. Novant New Hanover is a Level II trauma facility and has been recognized with multiple accolades for excellence within the medical industry.

The Town of Rose Hill, due to its geographic location, benefits from excellent healthcare options both locally and within the region. These options make it possible for the citizens of the Town to have confidence in their ability to receive routine and emergency care as needed.

Education

The Town of Rose Hill is served by Rose Hill – Magnolia Elementary School (K-8) and Wallace - Rose Hill High School (9-12). Neither school is located within the municipal limits of Rose Hill; however, both are within close proximity to the Town. Rose Hill – Magnolia Elementary school is located 1 mile north of Rose Hill and Wallace – Rose Hill High School is located 5 miles south of Rose Hill in Teachey, NC. The 2024 Average Daily Membership numbers indicate the following attendance and employment for each school:

Rose Hill – Magnolia Elementary School

- 757 students
- 71 full-time employees
- 3 part-time employees

Wallace – Rose Hill High School

- 1,116 students
- 111 full-time employees
- 11 part-time employees



Wallace – Rose Hill has traditionally experienced a high level of success in North Carolina High School Athletics. Both schools are part of the Duplin County Schools System

Post graduate educational opportunities for the citizens of Rose Hill include James Sprunt Community College (JSCC) in Kenansville, NC. JSCC offers multiple programs that are designed to prepare students for the workforce through the study of specialized trades as well as classes that are designed to prepare its students for the opportunity to continue their education at a university. Major colleges within the region include East Carolina University and the University of North Carolina at Wilmington.



Library

The Rose Hill Library is a member of the Duplin County Public Libraries organization and is located at 113 S. Walnut Street. The library is a primary source for citizens to access information and other learning materials as well as a place for members of the community to congregate and educate themselves. The Rose Hill Library is fully automated and provides free public access to computers. The access that the library provides includes over 80,000 publications which consist of audiobooks, DVD's, magazines, newspapers, and books. The Duplin County Public Library System is a member of the NC Cardinal Consortium which provides members of the Rose Hill Library with access to materials that may be at one of the 223 member locations throughout the State of North Carolina.



Parks & Recreation

The Town of Rose Hill offers 2 public parks to its residents, including Keith Hinson Park and Jimmy Jerome Park. Keith Hinson Park is primarily used for the NC Poultry Jubilee and is comprised of open greenspace. Jimmy Jerome Park serves as the main park for Rose Hill and is where many sporting events take place. Jimmy Jerome Park underwent a significant renovation in 2023. This renovation was made possible by House of Raeford Farms, a major employer within Rose Hill. The renovation included new surfacing for fields, irrigation, fences, lighting and scoreboard upgrades, parking improvements, and upgraded playground areas. Smithfield Foods contributed to the playground upgrade through the donation of swing sets.





The facilities at Jimmy Jerome Park include the following:

- 4 baseball/softball fields
- 1 football field (baseball field designed to convert to football field during season)
- Playground
- Concession Area & Pavilion

The youth sports that are offered in the Town of Rose Hill include the following:

- Softball (ages 7-15), associated with Dixie Softball League
- Baseball (ages 7-12), associated with Diamond Youth Baseball
- Football (ages 7-12), associated with Four County Football League
- Flag Football (ages 5 & 6)
- Tee Ball
- Cheerleading

Youth sports within Rose Hill would not be possible without the volunteers who give back to their community. On average, the Town of Rose Hill has at least 50 volunteers on a yearly basis who contribute their time.

Participants are not required to be residents of Rose Hill. Jimmy Jerome Park is an excellent recreational facility for the Town of Rose Hill and the Town should continue to explore opportunities to maximize its use and to provide more recreational opportunities for both youth and adult members of its community. Jimmy Jerome Park provides the number of athletic fields needed to conduct tournaments and large sporting events and should strategically plan to be a desirable location for both Town athletic events and regional sporting events. Rose Hill will benefit from the attraction and increased attention that come with these types of events. The Town should also explore opportunities to provide multi-use paths and functional green open space to provide its citizens with recreational opportunities.

Public Works & Infrastructure

The Town of Rose Hill Public Works Department is located on Lake Tut Road. The Town provides both residential and commercial water and sewer service for its municipal limits. The wastewater treatment plant is located on Charlie Teachey Road and has a capacity of 450,000 permitted gallons per day. Currently, the Town is using 218,400 gallons per day of that capacity. The Town has two wells that are in operation which are located on W. Ridge Street and Sixth Street. There is a backup well that is also located on Newton Street. The Town of Rose Hill Wellhead Protection Program Plan was adopted on September 8, 2020. The uses of land within the identified wellhead protection area should not be of a nature that has the potential of having significant adverse impacts on water quality. The Sixth Street well is the one that has the highest amount of potential contaminant sources located within the protection area. The Wellhead Protection Plan should be consulted to determine the exact location of this protection area. Uses that have the potential of introducing more contaminants to this area should be carefully considered and reviewed in an effort to preserve the quality of water.



Public Works is also responsible for the enforcement of the Town of Rose Hill Stormwater Drainage Management Policy and should be consulted regarding stormwater in the Town. The Stormwater Policy was approved in 2012 and outlines the general regulations, policies, and design standards regarding stormwater. The Town should encourage responsible and innovative design that deals with stormwater in a way that is consistent with State of North Carolina



requirements as well as those required by the Town of Rose Hill. With virtually none of Rose Hill being within a special flood hazard area, stormwater is the primary source of flooding within the Town. Proper design and management of the existing stormwater system is necessary to mitigate against the impacts of flash flooding.

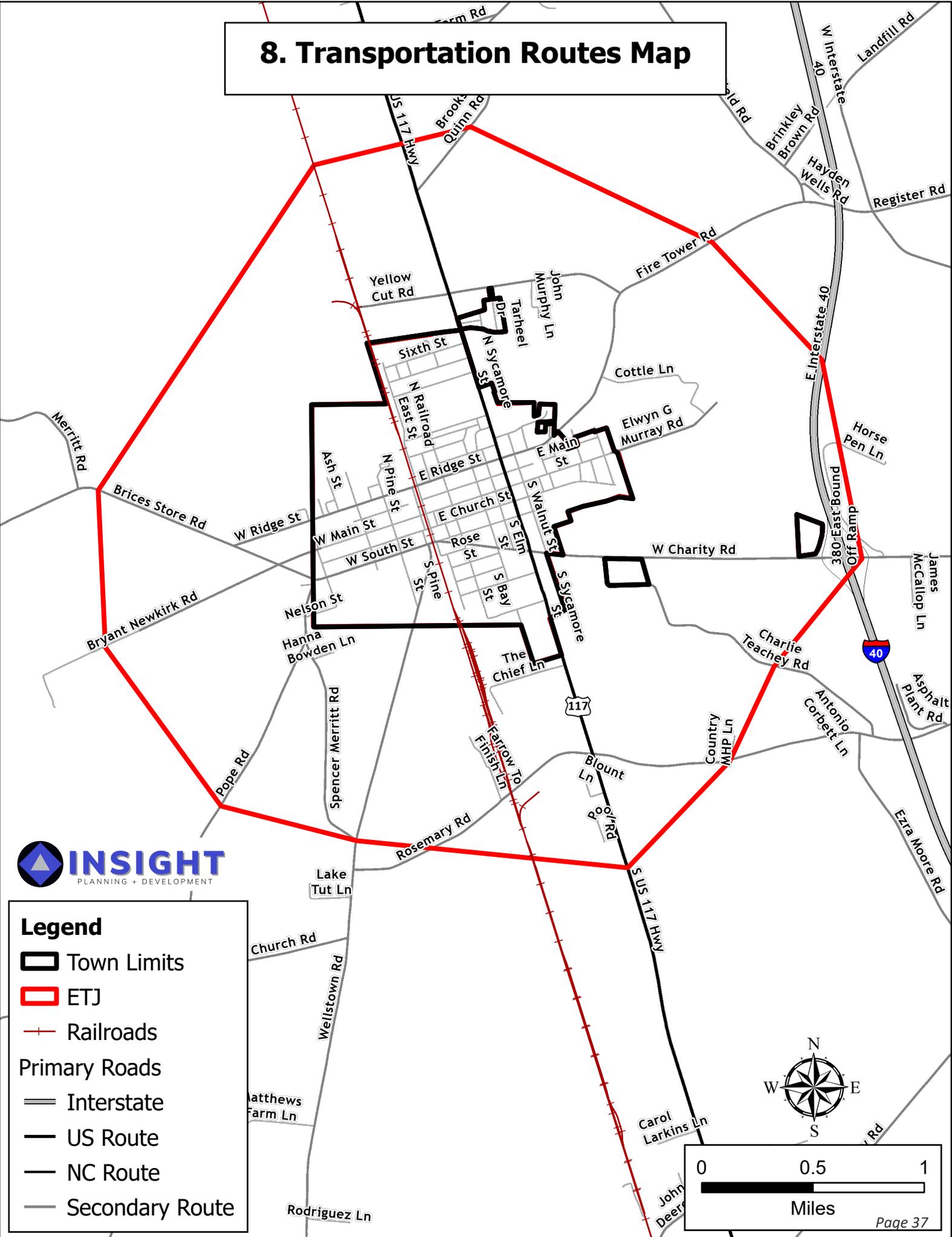
Solid Waste

The Town of Rose Hill provides solid waste services to the residents of its municipal jurisdiction. The trash collection service provided occurs on Thursdays with recyclable materials collected on a bi-weekly basis. Yard debris including leaves, branches, and vegetative trimmings are collected on Mondays. Household appliances that are no longer needed by residents are collected curbside on Fridays, excluding televisions and computer monitors. The Town of Rose Hill provides this service through a contract that the Town has with Tons-of-Trash. The nearest landfill for residents of the Town is located outside of the municipal limits at 325 Landfill Road.

Transportation

The transportation routes that Rose Hill is located within direct proximity to as well as the town's geographic location is a very beneficial asset. The Town of Rose Hill is located approximately 1 mile west of Interstate 40 and US Highway 117 goes directly through the municipal limits (see Map 8). The Eastern Carolina Rural Transportation Planning Organization (ECRPO) is charged with serving as the transportation planning organization for Duplin County by NCDOT. The ECRPO is responsible for assessing the transportation planning needs of Duplin County and the state rights-of-way within the municipalities. The ECRPO submits projects to NCDOT during the prioritization process in order to determine where the projects rank and score, which further determines what projects will be included in the State Transportation Improvement Program (STIP) and if they will receive funding for construction. There were no projects in the 2024-2033 STIP that involve rights-of-way within Rose Hill's jurisdiction.

8. Transportation Routes Map



- Legend**
- Town Limits
 - ETJ
 - Railroads
 - Primary Roads
 - Interstate
 - US Route
 - NC Route
 - Secondary Route

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Miles
Page 37



The Duplin County Comprehensive Transportation Plan does not identify any new needed vehicle rights-of-way for the Town of Rose Hill; however, it does acknowledge certain state roads within the Town that need improvements. The improvements would be determined by NCDOT but would likely include minor widening of the lanes and shoulder stabilization. These roads are as follows:

- SR-1141 (Fire Tower Road / Ridge Street)
- SR-1102 (South Street)
- SR-1146 (Lake Tut Road / Wellstown Road)

The multi-modal transportation network within Rose Hill is limited. While the Town does provide sidewalks in some areas, a more complete network of sidewalks, bike paths, and multi-use paths would allow for a safer transportation system to exist within Rose Hill and would contribute towards the overall health and enjoyment of the community. The Duplin County Comprehensive Transportation Plan identifies a limited section of Town where more sidewalks are needed; however, it does not identify any potential multi-use or bicycle paths. The Town of Rose Hill should consider developing a bicycle and pedestrian plan to identify areas to improve upon multi-modal transit.

NCDOT is currently in the process of conducting feasibility studies and pursuing ways to increase the opportunities for citizens within the state to have the ability to travel by rail. One of the routes that the state is interested in establishing is a rail line from Wilmington to Raleigh. The right-of-way to be used for this route would go directly through downtown Rose Hill as most of the right-of-way is already owned; the infrastructure to move the trains would need to be improved. While the Town of Rose Hill does not have an existing depot, it should be aware of the planning efforts that are taking place for this rail line and pursue advocacy for the train to stop in Rose Hill. This effort could contribute to the Town's economic development, growth, tourism, and downtown investment and vitalization.

Vacant Facilities & Reuse

As is the case in many Towns, there are certain structures that are no longer in use. With changing economies, times, and methods of conducting commerce, certain structures that were once needed or considered vital for conducting certain types of uses or business, are no longer needed for that purpose. These structures are often left abandoned, losing their identity and ability to contribute to the environment that they exist in. These types of structures exist within Rose Hill and have the potential to be developed, redeveloped, or upfit for new innovative uses that will serve the Town of Rose Hill in a positive way. Infill development is also more arguably a cost-effective option, and it also eliminates the loss of greenspace within the community. The Town of Rose Hill should be flexible in the uses allowed when infill development is taking place and should encourage infill development to occur when possible. This type of development also serves as a way to revitalize areas of the community to meet community needs. The need for affordable housing may also be addressed by reusing or redeveloping vacant structures or sites in creative ways to meet the housing needs that exist within the Town.



Rose Hill Art & Landmarks

Rose Hill has many landmarks and places that establish the identity of the Town. Placemaking in planning is an identity that the community shares with a place due to the design, art, or unique features that exist within that place. Placemaking has been known to contribute to overall health and enjoyment of areas and provide spaces for the public to interact with one another and serve as a destination for people to come together. Art and structures are common components of areas with placemaking elements. The main area of Rose Hill that has developed in this manner over time is the site of the World's Largest Frying Pan, which over time has evolved into the same location where the NC Poultry Jubilee takes place. In recent years, a stage area was constructed to serve as the main focal point during the Poultry Jubilee. An opportunity exists here for Rose Hill to continue the support and establishment of this area as a unique and special place within the Town, by maximizing interest and desire for their citizens to congregate and enjoy the Town.



Community Assistance and Outreach

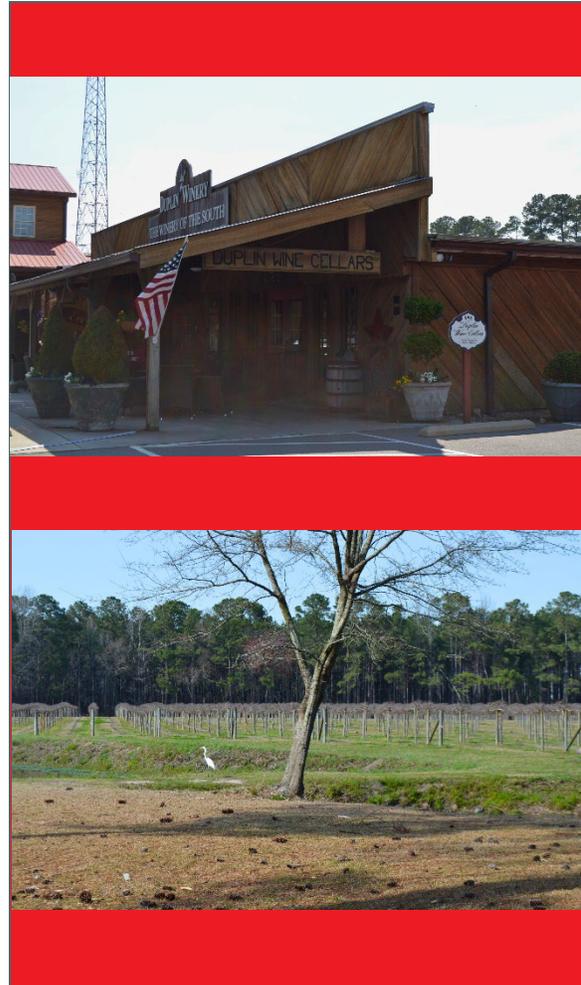
The Town of Rose Hill and its immediate surrounding areas have multiple religious and community organizations that devote their time and resources on a frequent basis to assist the community through outreach. The result of this outreach is a concerted effort to improve the quality of life for the citizens that live within and around Rose Hill. It is important to recognize these organizations and the services that they provide to the Town, as they are valuable and appreciated. The Town should continue to welcome the outreach and support from these organizations. These organizations also are a testament to the “small town” and “tight knit” community feeling that Rose Hill cherishes. Citizen’s ability to be involved in these communities and outreach programs are important to the future of Rose Hill. The contents of this plan will support equal opportunities for all types of groups and organizations to exist as the Town acknowledges the role that it plays in the lives of its citizens and the benefit that they provide to Rose Hill. Organizations within and around Rose Hill that provide outreach, community assistance, and are a place for community gathering and fellowship include the following:

- Eastern Baptist Association
- Rose Hill Methodist Church
- First Missionary Baptist Church
- Genesis Church
- Rose Hill Baptist Church
- Iglesia El Kairos
- Mt. Zion Presbyterian Church
- St. Luke Holy Church
- St. Phillip AME Church
- Fellowship Church of God
- Rose Hill Pentecostal Free Will Baptist Church



Tourism

The Town of Rose Hill serves as the home to Duplin Winery, which is the oldest operating winery in North Carolina and arguably the biggest tourist attraction in Duplin County. Duplin Winery attracts thousands of visitors to Rose Hill on a yearly basis and has developed into one of the largest muscadine wineries in the United States. Tourists have the opportunity to do tours, tastings, and learn the story of Duplin Winery. The tourism industry is important to the local economy of both Rose Hill and Duplin County as it provides jobs opportunities for Rose Hill citizens. Rose Hill should support the expansion and continued existence of tourism within its Town. Rose Hill is also easily accessible from I-40 and is a desirable destination for day trip tourists within the region, which should support Rose Hill's ability to remain an attractive location for business and other uses. Opportunities for recreational tourism also exist through the proper utilization of Jimmy Jerome Park. The current facilities and the vacant land in the areas adjacent to the park, combined with the growing popularity in year-round sports and the need for such a recreational hub provides Rose Hill with an opportunity to meet this need for the community and the surrounding Region.



Summary

The Town of Rose Hill provides adequate facilities and services for the residents within its municipality so that they may enjoy a good quality of life. The Town of Rose Hill also includes many organizations that contribute to the services within the Town with many of these being volunteers. Rose Hill has many factors in its favor that indicate there will be increased interest in the Town as both a tourist attraction and a place where people may relocate to enjoy the small-town charm that the Town offers. The vacant land around Interstate 40 and Rose Hill's geographic location makes it an attractive Town within the region. The Town of Rose Hill should begin planning now for infrastructure improvements and expanded municipal services so that capacity exists to accommodate for the growth that is projected to occur. The designation of future land use in Rose Hill will also have an effect on which services should receive priority to be improved, as the land use map will play a direct role in dictating the types of land use and growth Rose Hill desires to see and where the services may be most effective.