

TOWN OF ROSE HILL, North Carolina

COMPREHENSIVE LAND USE PLAN



Adopted by the Rose Hill
Board of Commissioners:
October 14, 2025

TOWN OF ROSE HILL

Ordinance Adopting the Town of Rose Hill Comprehensive Land Use Plan

WHEREAS, N.C.G.S § 160D-501 requires local governments to adopt and reasonably maintain a comprehensive or land-use plan as a requisite to regulating land use through zoning; and

WHEREAS, a comprehensive plan sets forth goals, policies, and programs intended to guide the present and future physical, social, and economic development of a local government jurisdiction, and is intended to guide coordinated, efficient, and orderly development within the planning and development regulation jurisdiction based on an analysis of present and future needs; and

WHEREAS, the Town of Rose Hill Comprehensive Land Use Plan was a community-focused effort and included two public engagement meetings and as well as other opportunities for public comment and involvement during the project; and

WHEREAS, the vision, future land use designations, strengths, weaknesses, opportunities, and goals all were created with guidance and input from the public; and

WHEREAS, at a joint meeting on October 14, 2025, the Planning Board and the Board of Commissioners reviewed the Town of Rose Hill Comprehensive Land Use Plan in detail and found it to be consistent with the Town's desired vision for the future; and

WHEREAS, on October 14, 2025, the Town of Rose Hill Planning Board recommended adoption of the Town of Rose Hill Comprehensive Land Use Plan; and

WHEREAS, at their duly advertised meeting held Tuesday, October 14, 2025, the Rose Hill Board of Commissioners held a public hearing for adoption of the Town of Rose Hill Comprehensive Land Use Plan; and

THEREFORE, IT BE ORDAINED THAT:

1. The Town of Rose Hill Comprehensive Land Use Plan is hereby adopted by the Board of Commissioners of Rose Hill, North Carolina.
2. This Ordinance shall be effective immediately upon its adoption.

Adopted by the Town Council on this 14th day of October 2025.


Davy Buckner, Mayor


Keren Parker, Town Clerk



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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 people interested in Rose Hill. The material included 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.

Progress updates on this plan's recommendations should be shared with the public, the Planning Board, and Town Commissioners at least once a year.

"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 with adoption of a Citizen Participation Plan (see Appendix A). The Comprehensive Land Use Plan was developed by the Town of Rose Hill with assistance from its consultant, Insight Consulting Group. 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 October 14, 2025.

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

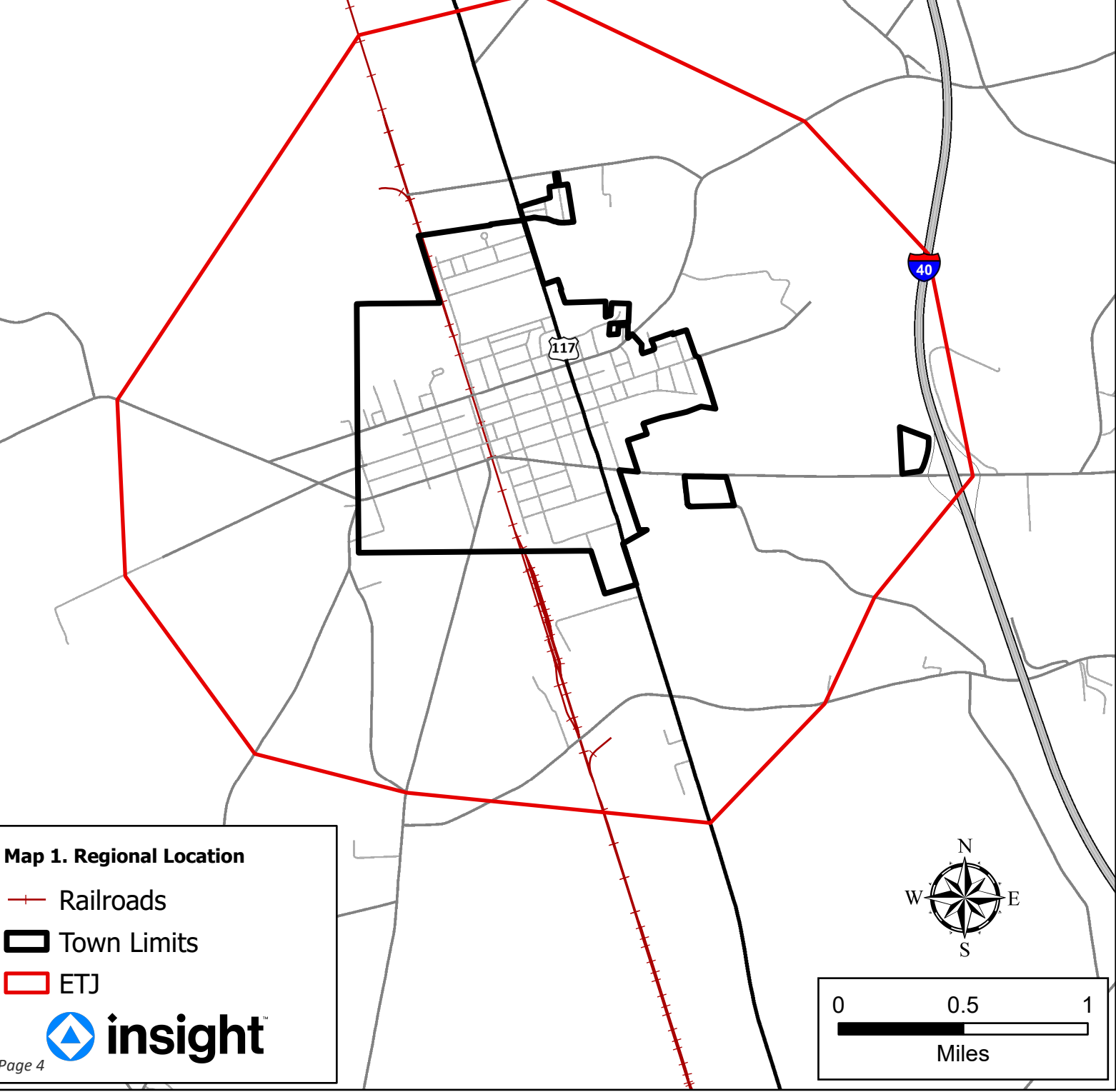
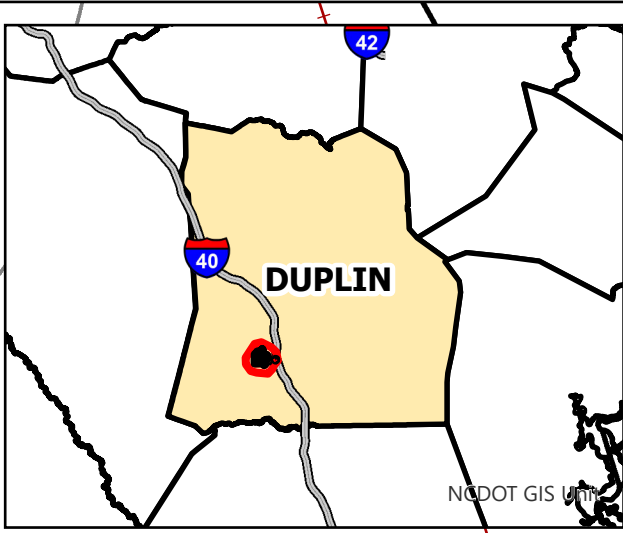
The Town of Rose Hill received its original charter in 1875 and recharter in 1901. Evidence of early settlers' dates to the late 1840s. The Town's beginnings originate from a small village located adjacent to the Wilmington Weldon Railroad. This original village known as "Rose Mary" was said to have 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.

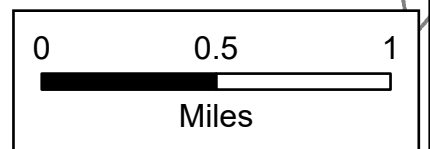
Source: Sonny Sykes, Historian.





Map 1. Regional Location

- +— 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 Duplin County Land Use Plan, Duplin County Comprehensive Transportation Plan, and the Rose Hill 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 Future Land Use** – This chapter will evaluate the use of land as provided in Chapter 3 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 B). The following provides the final list of community concerns and aspirations which would guide future decisions in the planning process:

- **Revitalization Needs:** Focus on review key areas of Rose Hill, particularly Downtown.
- **Enhancing Parks & Recreation:** Strengthen and expand the town's existing recreational amenities.
- **Housing Improvements:** Address specific housing needs to support residents and future growth.
- **Vacant Properties & Land Use:** Tackle concerns related to derelict properties and refine land use regulations accordingly.
- **Strategic Growth Planning:** Position Rose Hill to effectively manage future development and expansion pressures.

Vision Statement for Rose Hill

Rose Hill prioritizes public safety, ensuring that its citizens experience a strong sense of community and fellowship—the foundation of the town's identity. The future of Rose Hill will be shaped by strategic decision-making that safeguards current residents while fostering thoughtful growth, attracting businesses and families to make Rose Hill their home. Through continued improvements and expansion, Rose Hill will become a town that offers abundant opportunities and a high quality of life for all.

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



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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.

Table 1. Population Growth 2000-2020

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.

Table 2. Duplin County Municipal Population, 2020

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.

Table 3. Population Projections, 2020-2050

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.

Table 4. Population by Race, 2000-2020

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 Rose Hill 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

	2010		2022	
Size Estimate	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

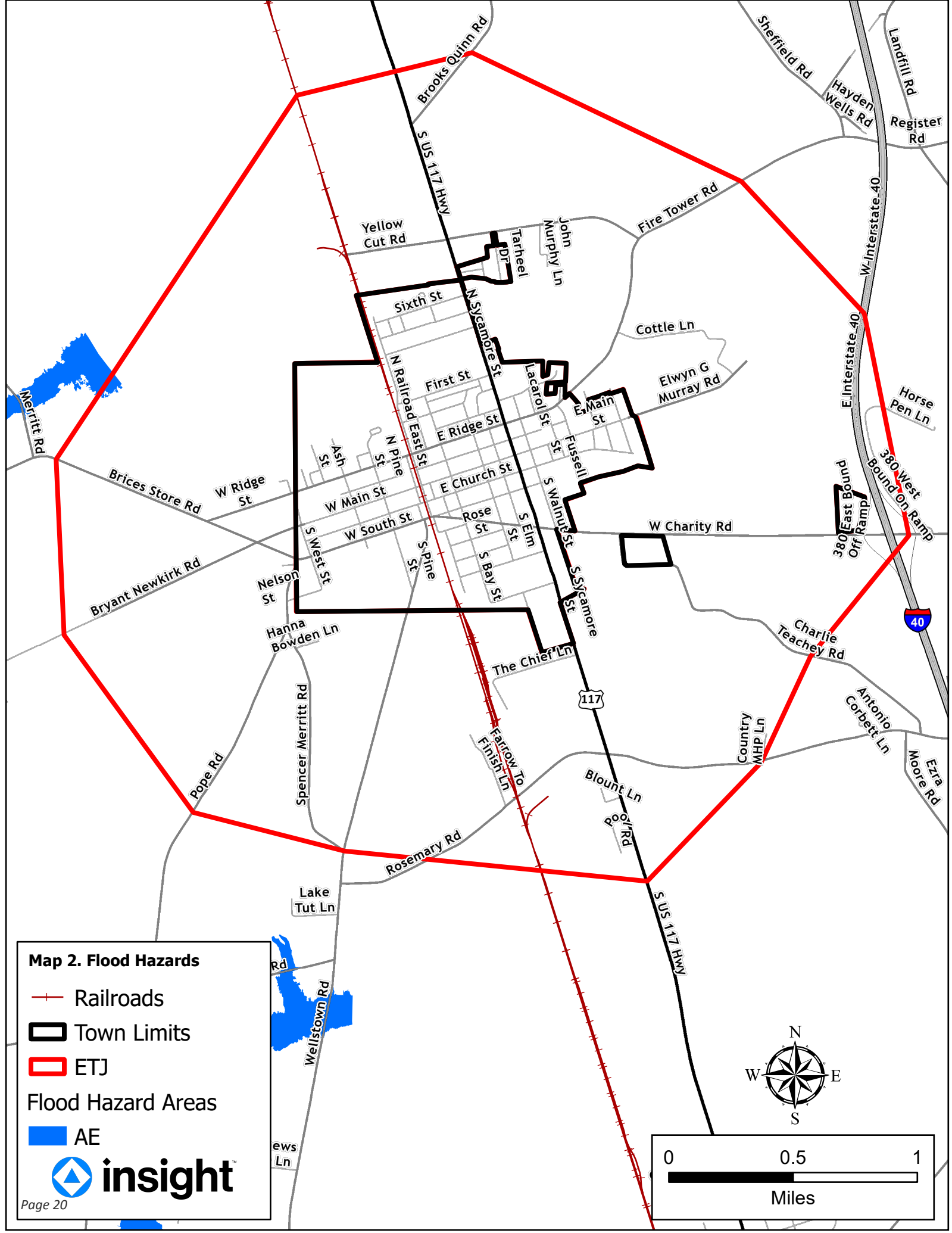
A Special Flood Hazard Area (SFHA) is defined as an area in which the chance of a 100-year flood exceeds 1% chance of occurrence in any given year. This area is also known as the floodplain. Special Flood Hazard Areas are indicated on Flood Insurance Rate Maps (FIRMs), which are considered the most reliable 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 affecting 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 slopes. 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.

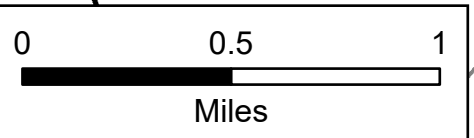


Map 2. Flood Hazards

- +— Railroads
- ▬ Town Limits
- ▭ ETJ

Flood Hazard Areas

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

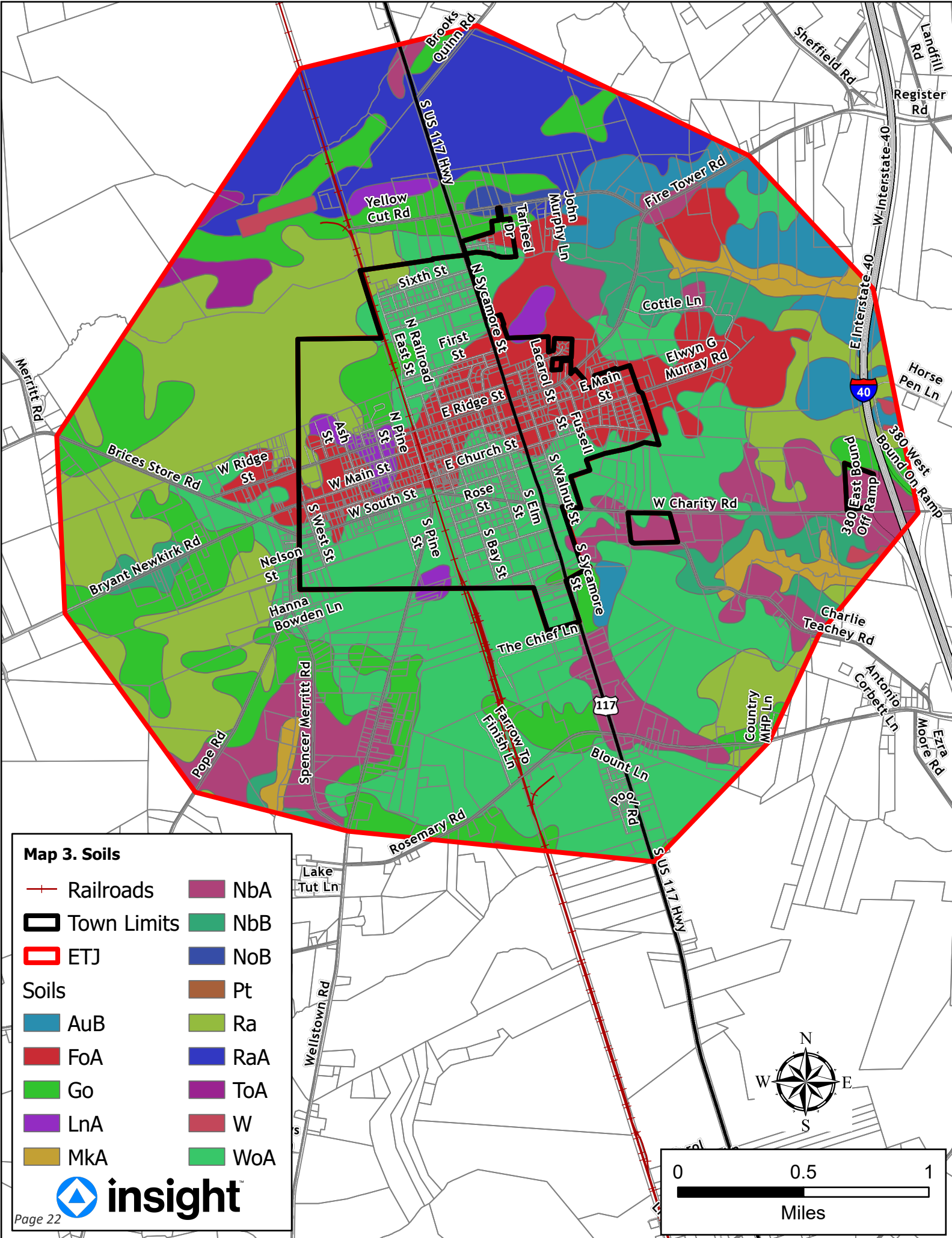
Soil Name	Abbreviation	Slope Analysis	Septic Suitability	Water Infiltration
Autryville loamy fine sand	AuB	0-6% slopes	Somewhat limited	Somewhat limited
Foreston loamy fine sand	FoA	0-2% slopes	Very limited	Severely limited
Goldsboro loamy sand	Go	0-2% slopes	Very limited	Severely limited
Leon Sand	LnA	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.

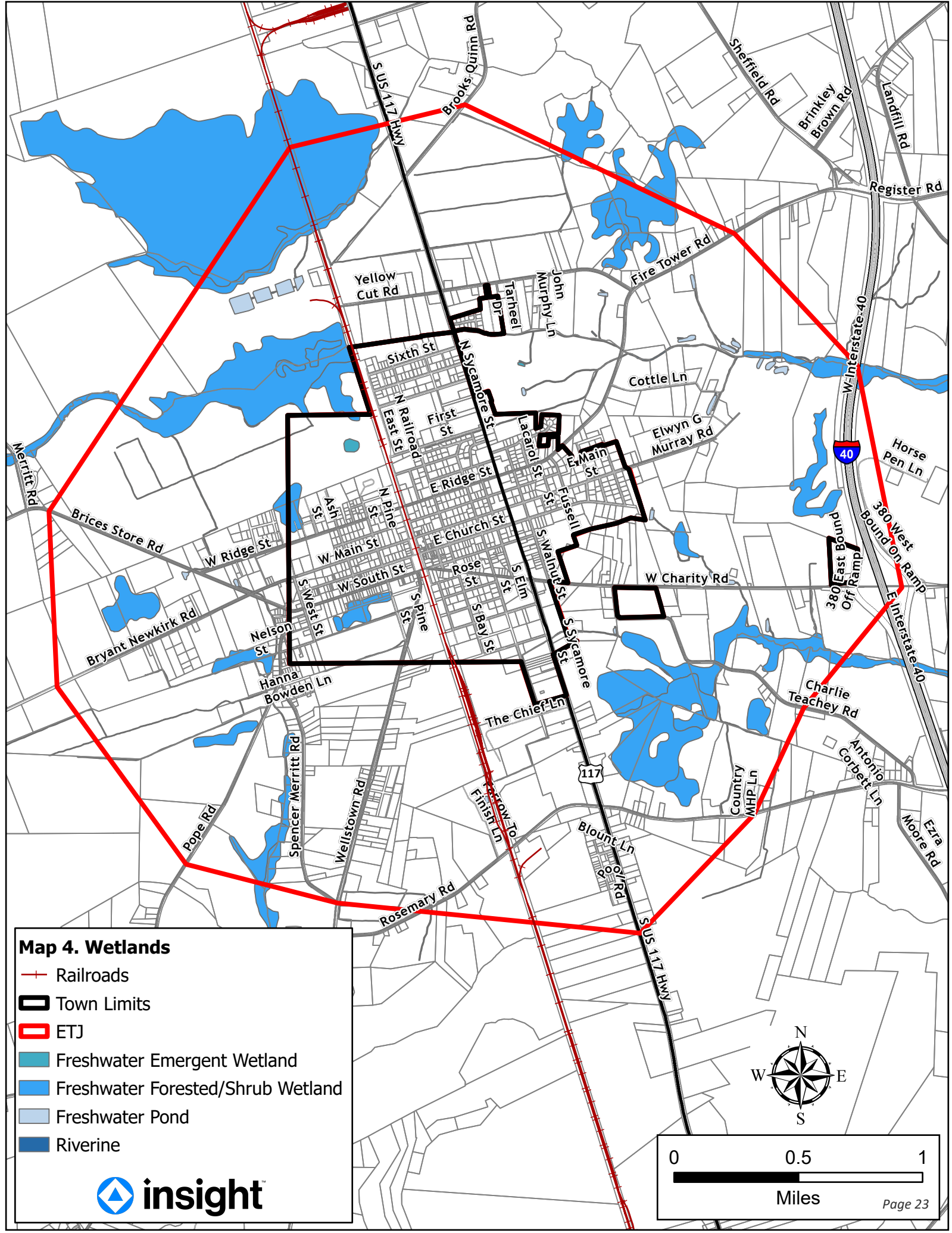
Development in the wetlands must be identified and permitted under federal or state wetland protection laws. See Map 4.



Map 3. Soils

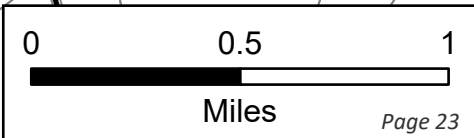
- | | |
|---------------|-----|
| —+— Railroads | NbA |
| ▬ Town Limits | NbB |
| ▭ ETJ | NoB |
| Soils | |
| AuB | Pt |
| FoA | Ra |
| Go | RaA |
| LnA | ToA |
| MKA | W |
| | WoA |





Map 4. Wetlands

- +— Railroads
- ▬ Town Limits
- ▭ ETJ
- 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.

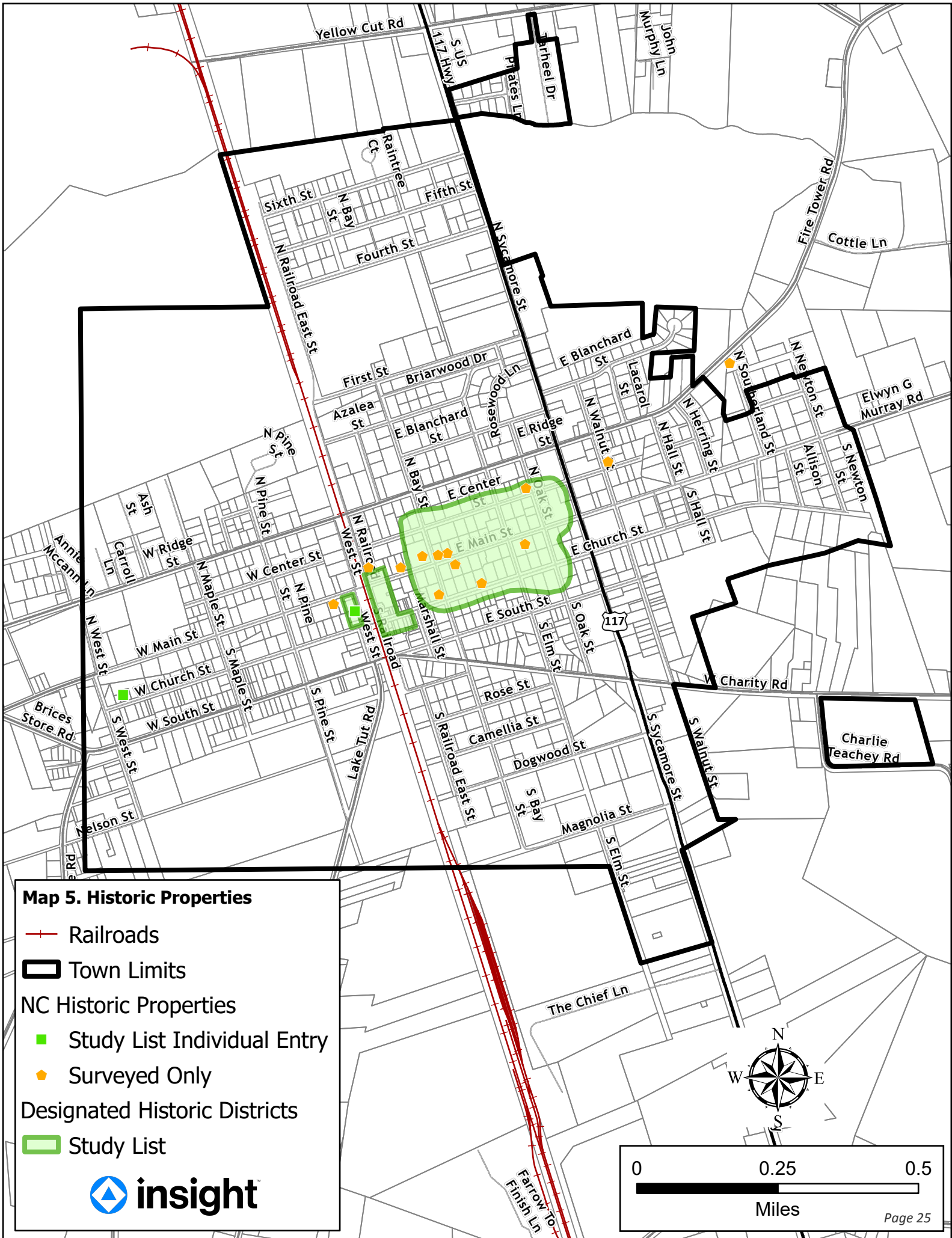
Existing Land Use

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 item 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.





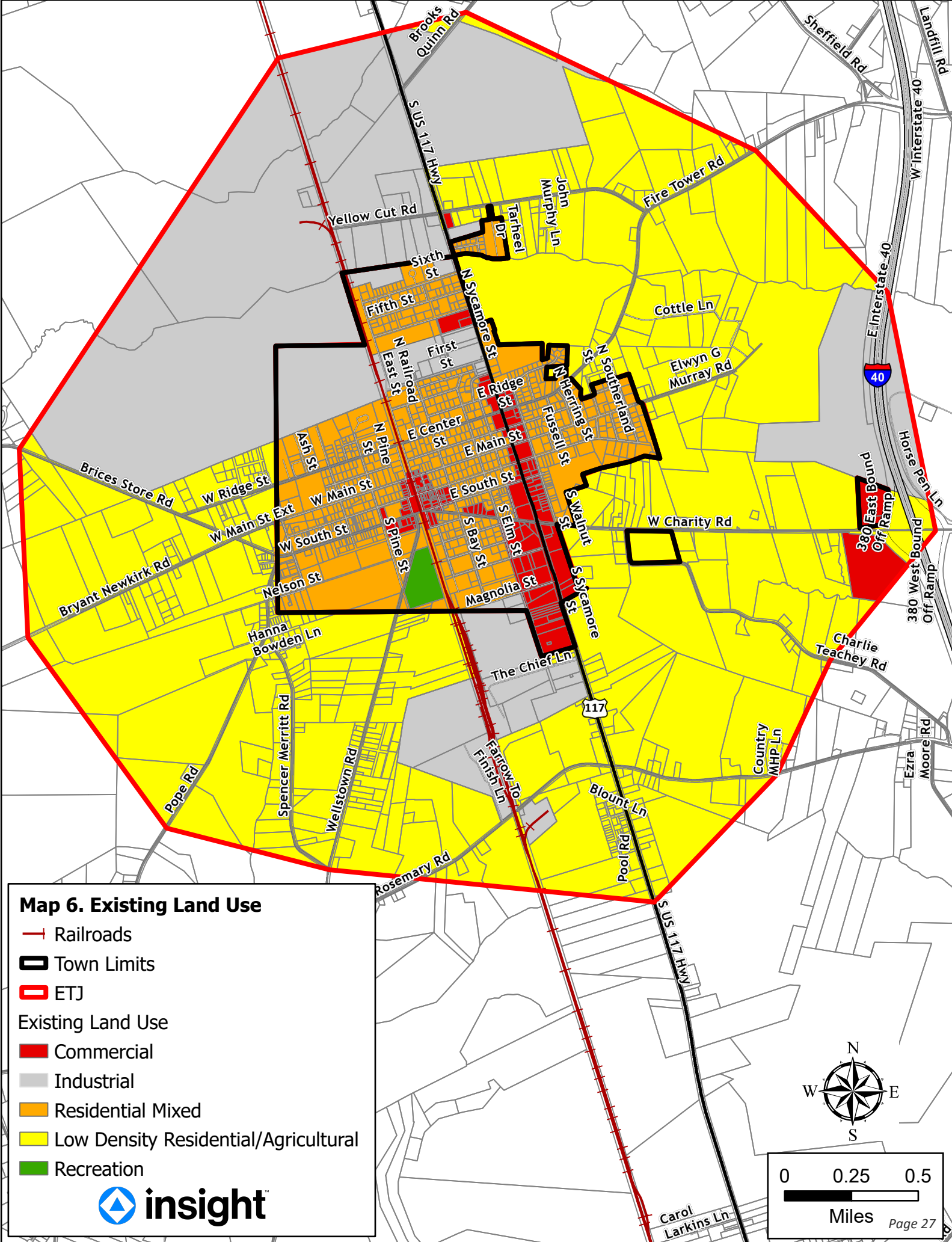
The land within the municipal limits of Rose Hill is predominantly Residential Mixed designation consisting of mainly medium and high-density residential development with scattered low density residentially developed properties throughout the jurisdiction. These residential areas are directly adjacent 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.

Table 22. Existing Land Use				
Category	Town Limits (acres)	ETJ (acres)	Total Planning Jurisdiction (acres)	% of Total Planning Jurisdiction
Commercial	138	28	166	3.14%
Industrial	126	1,369	1,495	28.17%
Residential Mixed	605	1	606	11.41%
Low Density Residential/Agricultural	14	3,013	3,026	57.01%
Recreation	14	0	14	0.27%
Total	897	4,423.63	5,308	100.00%
<i>Acreages are approximate</i>				
<i>Source: Duplin County GIS & Tax Records, Insight Consulting Group</i>				

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.





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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:

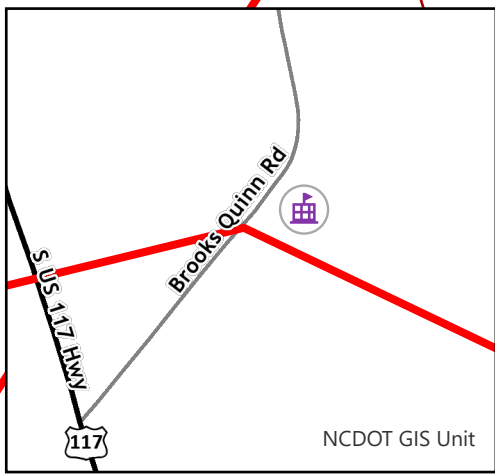
- Mayor: Davy “Fuzzy” Buckner
- Mayor Pro Tempore/Commissioner: Marsha Whaley
- Commissioner: Adam Quinn
- Commissioner: Calvin Miller
- Commissioner: William “Billy” Wilson Jr.
- Commissioner: Tashau Mathis
- Town Administrator: Angela Smith

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.



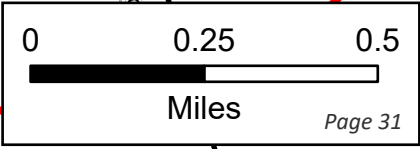
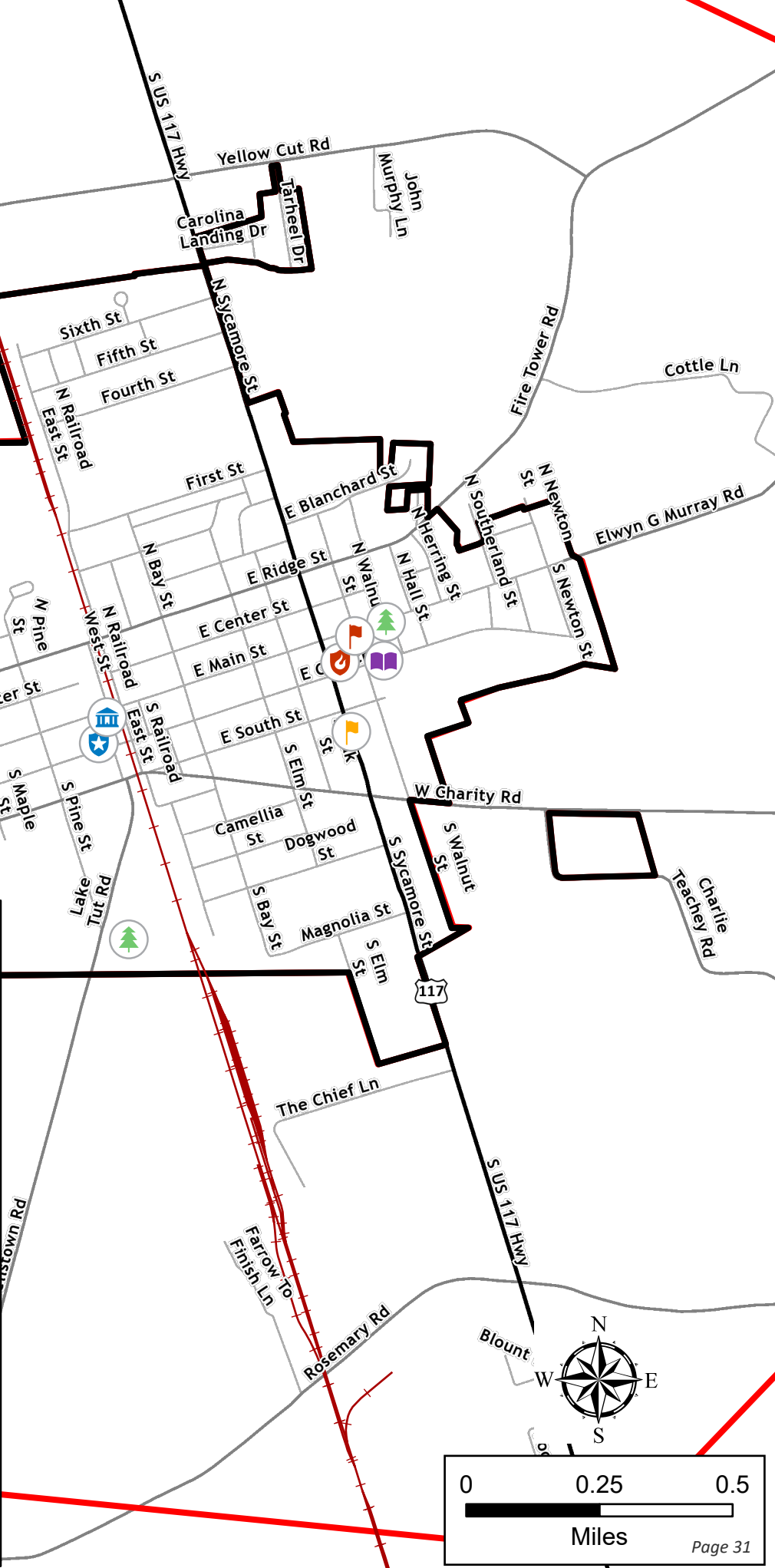
See Map 7 for location of community facilities.



Map 7. Community Facilities

- Railroads
- ▬ Town Limits
- ▭ ETJ
- 🏫 Elementary School
- 🚒 Fire Department
- 🌳 Jimmy Jerome Park
- 🌳 Keith Hinson Park
- 👮 Police Department
- 📖 Rose Hill Library
- 🏛️ Town Hall
- 🚩 World's Largest Adirondack Chair
- 🚩 World's Largest Frying Pan

insight





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

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 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



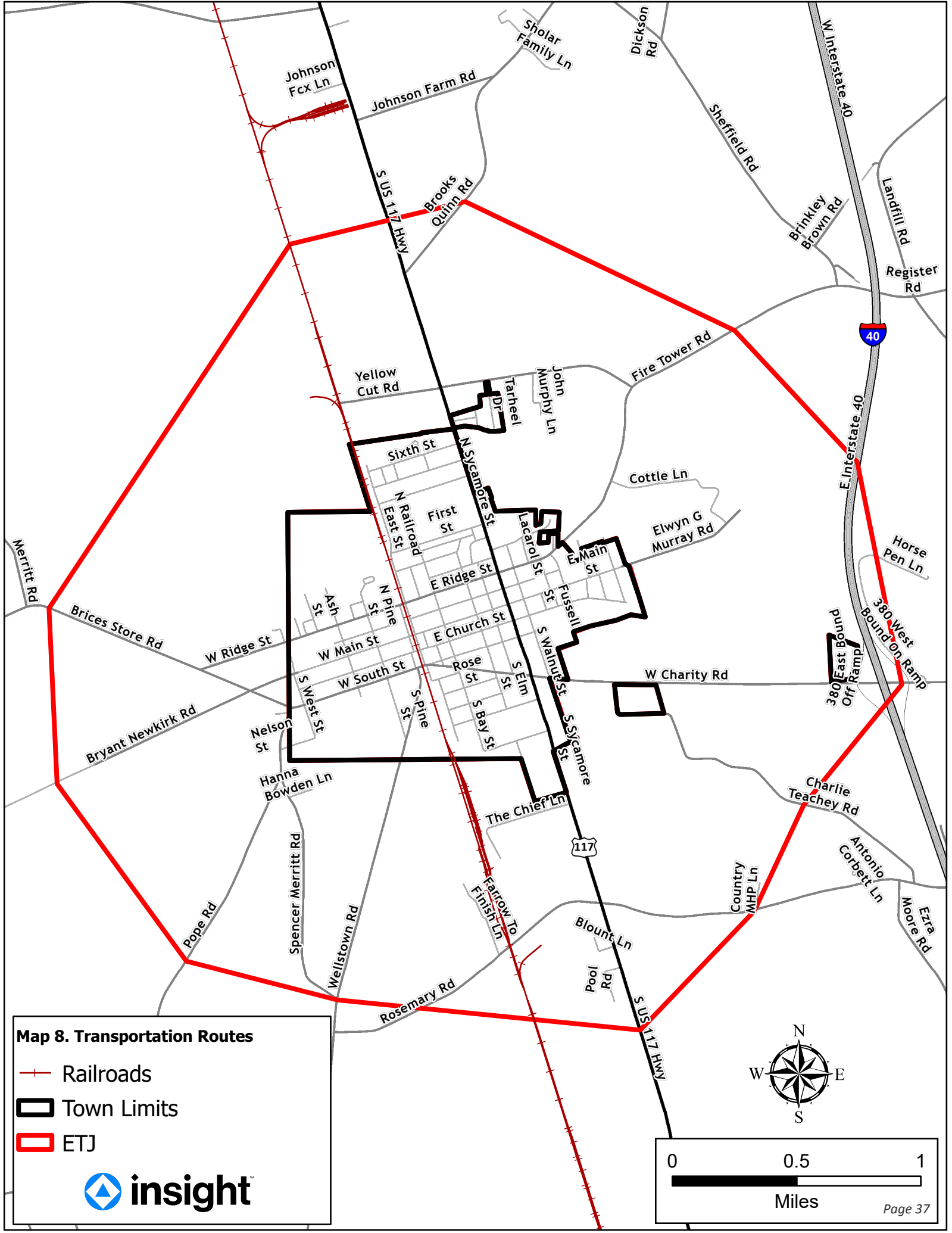
requirements as well as those required by the Town of Rose Hill. With virtually none of Rose Hill being within a special flood hazard area, stormwater is the primary source of flooding within the Town. Proper design and management of the existing stormwater system is necessary to mitigate against the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

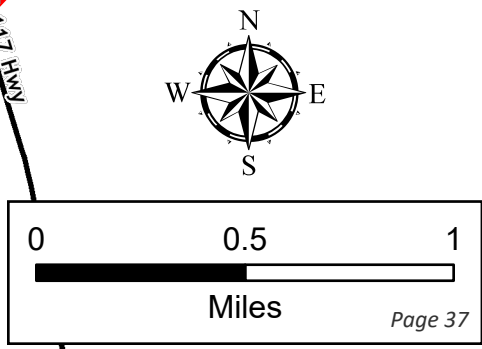
Transportation

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.



Map 8. Transportation Routes

- +— Railroads
- ▬ Town Limits
- ▭ ETJ





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. Citizens’ 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.



Chapter 5. Future Land Use

Introduction

This chapter provides an evaluation of the existing use of land in Rose Hill provided in Chapter 3 and projects the highest and best potential future use of land. Land use patterns with maps and associated data enable policy makers to make more informed decisions about future service needs and future land use demands. This effort, in turn, assists elected officials, planning board members and citizens at large in making educated decisions about rezoning cases (map amendments), quasi-judicial hearings, and zoning ordinance text amendments. The existing land use & future land use maps and associated data provided in this plan offer a comprehensive overview of land utilization within the planning jurisdiction of Rose Hill. The future land use map was developed through community engagement, data evaluation, and anticipation of development demands and intensity based on infrastructure and capacities. Although the Town is not obligated to follow the development guidelines outlined in the future land use map, prioritizing development in the designated areas is recommended to optimize land use and realize the Town of Rose Hill's vision and desired objectives.

Future Land Use Map

Per NCGS 160D-605, the future land use map and this plan must be reviewed by the Town of Rose Hill Board of Commissioners when decisions are being made regarding zoning map changes or text amendments. Any amendment made to the Town of Rose Hill Zoning Map that does not align with the Future Land Use map and its designations effectively amends the future land use map to a designation that aligns with the new zoning district.

Each designation included on the map has been assigned preferred uses and narratives outlining desirable development. The uses and narratives provided in this section are examples and are not limited to the specifics that are described. These examples should be used as guidelines and interpreted within reason.

COMMERCIAL

This category should accommodate for the full range of sales service activities including retail, wholesale, personal and professional services, commercial and professional offices, motels/hotels, medical buildings, entertainment and cultural facilities, event venues, food establishments, amusements, and commercial recreation establishments. These uses should occur and exist as self-contained centers, planned mixed-use centers or business districts. Commercial development that produces high traffic counts should occur in the designation that is closest to Interstate 40. The specific range and intensity of uses varies based on location as a function of factors such as availability of public services, roadway access, and neighborhood compatibility. The maximum scale and intensity of development should be accomplished in such a manner as to be non-detrimental and compatible with the proximity and scale of adjacent and nearby residential uses.



Preferred Uses:

- Commercial Retail
- Food Services
- Entertainment Centers
- Hotel
- Planned Retail Center
- Commercial Tourism & Consumer Uses

INDUSTRIAL

This category should include manufacturing and production uses, whether capital or labor intensive, including warehouses, shipping facilities, light manufacturing, utility maintenance yards, and assembly operations. Future industrial use in Rose Hill should occur only when adequate infrastructure exists for the location of new industry type or expansion of existing.

Preferred Uses:

- Manufacturing & Production
- Industrial & Light Industrial
- Utility Substations
- Warehousing
- Assembly
- Heavy Machinery & Implements

OFFICE INSTITUTIONAL

The Office-Institutional land use designation is designed to provide areas where personal business offices, professional services, and institutional offices may compatibly mix and locate in a proximity that is easily accessible to the surrounding community and residential areas within Rose Hill. These areas may also include context-sensitive recreation areas and programming facilities.

Preferred Use:

- Professional Offices and Services
- Medical Offices
- Government Buildings
- Personal Service Business
- Banks

LOW DENSITY AGRICULTURAL

These areas should primarily remain in agricultural use with limited low-density development that detracts from the agricultural nature of the area. When valuable croplands are proposed to be developed, the development should be in a manner that is clustered and does not detract from the agricultural use or productivity of the land. Single family development on 20,000 – 25,000 square foot lots should be permissible; however, the Town should not encourage low-density single-family



sprawl at the expense of agriculture. As these areas receive utilities and transportation improvements, medium – higher density & commercial development could be expected (specific to areas within Town limit, and the W. Charity Road corridor extending to I-40). Lot sizes should not be permitted under 20,000 square feet unless being developed as a cluster development.

Preferred Uses:

- Bona Fide Farms
- Agricultural Use
- Land Uses that Support Agriculture
- Single-Family Dwellings
- Manufactured Homes
- Clustered Single-Family Development

MEDIUM HIGH DENSITY

The Medium-High Density land use designation is designed to accommodate residential use occurring at densities between 6,000 and 15,000 square feet per lot and between 3 to 8 units per acre, unless approved otherwise and dependent upon the available infrastructure to support such density. As infrastructure is extended or expanded in areas of Rose Hill's jurisdiction, medium to high density residential development is encouraged. These areas may also include context-sensitive public or private recreation areas and programming facilities.

Preferred Uses:

- Single-Family Dwellings
- Duplex, Townhomes
- Multi-Family
- Planned Residential

RECREATION

This land should be used to provide recreational fields, structures, and facilities for residents of all ages which provide activities for both Rose Hill citizens and other persons within the state and region.

Preferred Use:

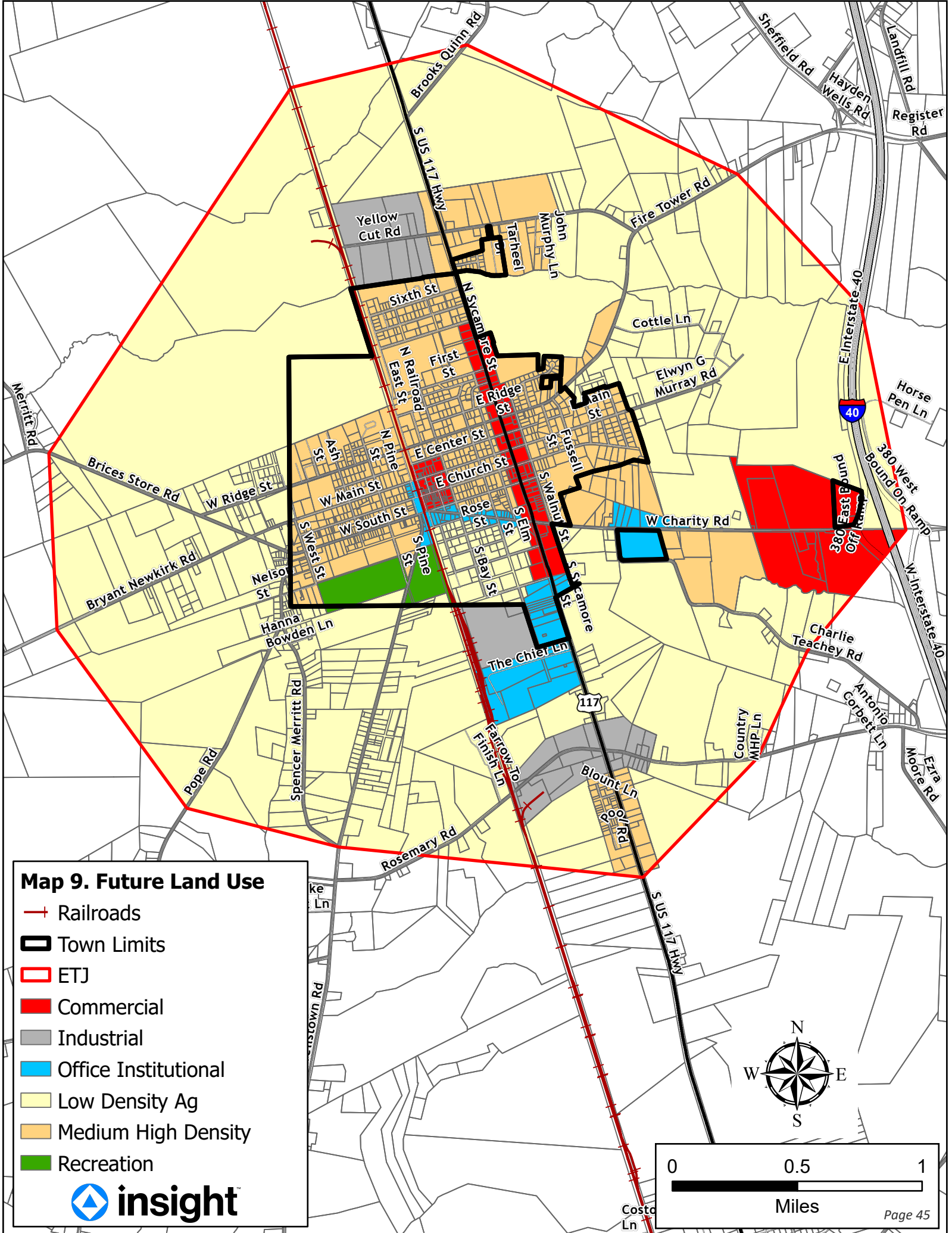
- Soccer field
- Basketball gymnasium
- Aquatic recreation
- Baseball field
- Multi-purpose fields
- Walking tracks and multi-use paths
- Open space (active & passive)

**Table 23. Future Land Use**

Category	Town Limits (acres)	ETJ (acres)	Total Acres	% of Total Jurisdiction
Commercial	97	135	232	4.37%
Industrial	0	192	193	3.63%
Low Density Agricultural	155	3,740	3,894	73.36%
Medium High Density	538	273	800	15.08%
Office & Institutional	60	71	131	2.47%
Recreation	47	0	58	1.09%
Total	897	4,411	5,308	100.00%

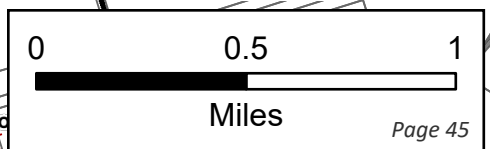
Acreages are approximate

Source: Insight Consulting Group



Map 9. Future Land Use

- +— Railroads
- ▮ Town Limits
- ▮ ETJ
- Commercial
- Industrial
- Office Institutional
- Low Density Ag
- Medium High Density
- Recreation





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Chapter 6. Strengths & Opportunities

Introduction

The development of this plan included concerted efforts to receive input from the citizens and stakeholders of Rose Hill. These engagement efforts were focused on determining issues of importance and topics that participants believe should receive primary efforts and attention. The citizens of Rose Hill had multiple avenues to participate in plan development through an online citizen survey, a virtual community meeting, an in-person community meeting, and representation at the NC Poultry Jubilee. Citizens and stakeholders were able to collaborate and provide thoughts regarding the strengths, weaknesses, opportunities and threats for Rose Hill. Identifying these features helps set the climate for the development of goals, objectives and policies which are included in Chapter 7.

Strengths

- The tourist industry, specifically Duplin Winery and the Frying Pan.
- Efficient emergency services.
- Diversity exists in Rose Hill.
- Geographic advantage in relation to transportation routes.
- Large employers are located within or in close proximity to Rose Hill.
- Friendly community.
- Relatively low crime rate.

These strengths should be celebrated, and future planning and land use decisions should be made in a manner that utilizes these strengths or expands upon them. It is important to understand that citizens and stakeholders value these strengths and the preservation of such is paramount.

Weaknesses

- Limited businesses and business opportunities.
- Visual aesthetic and appearance of land uses is lacking.
- Lack of certain missing housing types (affordable & workforce housing).
- Limited job opportunities.
- Limited entertainment options.
- Communication and engagement, specifically the methods in which information is spread.

The identified weaknesses should not be viewed as things that are irreversible. These identified weaknesses will be addressed in future planning decisions and may be turned into strengths and opportunities by utilizing proper planning tools and strategies. A concerted effort and prioritization of weaknesses will allow the Town of Rose Hill to strategically address these in a manner that best serves its citizens.



Opportunities

- Many vacant buildings can be upfit for new business, residence, or other types of commercial or office use.
- The Town's geographic location in relation to Interstate 40 makes it attractive for development.
- Rose Hill can serve as a bedroom community for the growing coastal region of New Hanover County.
- Transportation improvement opportunities exist with the NCDOT railroad project that is currently in the early stages of planning.
- Recreational expansion and the opportunity to establish itself as a focal point for recreation in the county and region.
- Marketing the tourism that exists in Rose Hill.

These opportunities will serve as guiding thoughts for future goals and town initiatives. Executing these opportunities can work towards eliminating threats, eliminating weakness, and maximizing strengths. The execution of these existing opportunities will create new opportunities for Rose Hill and increase interest and attraction to the town.

Threats

- Air quality.
- Environmental concerns.
- Lack of visible growth.
- Substandard housing.
- Concerns with education.

Conclusion

The Town of Rose Hill encounters challenges typical of communities its size. However, with thoughtful planning, the town can leverage its strengths and opportunities to foster growth while maintaining a high quality of life. These advantages make Rose Hill an appealing location for development, attracting outside investments that can support essential community services and contribute to the town's overall progress.



Chapter 7. Goals of the Community

Introduction

Throughout the planning process, citizens of Rose Hill were informed that their input would directly shape the development of goals, objectives, and policies aimed at helping the town realize its vision and reach its full potential for the future. While some goals may be more aspirational than others, it is important to have a blend of both short term and long-term goals that provide the Town with direction concerning budgeting, planning, and community initiatives. The principles outlined in this chapter should be integrated into development proposals and land use decisions whenever possible. They serve as a guiding framework for evaluating whether proposals align with the objectives and vision set forth in this plan. Citizen priorities were identified during the comprehensive planning process, including the input received through the public engagement survey initiative and a community workshop. The feedback received helped to shape the goals, objectives, and policies which will be utilized in the future of the Town of Rose Hill.

Four predominant themes can be utilized to describe the goals of the community:

- Housing
- Land Use
- Infrastructure, Public Services, and Transportation
- Recreation & Tourism

Housing

Goal 1: To encourage the development of housing that meets the needs of all existing and future Rose Hill citizens.

Objective 1.1: Provide affordable and workforce housing.

Policy 1.1.1: Production of affordable and workforce housing units, housing with universal design elements, and senior housing units should be promoted throughout the planning area.

Policy 1.1.2: Support the development of workforce housing in convenient locations for major employers as well as when they are served by major transportation routes.

Policy 1.1.3: Support the location of housing in close proximity to the goods and services necessary for the citizens that reside in the housing.

Objective 1.2: Ensure that safe housing is available and existing housing is properly maintained for human habitation.

Policy 1.2.1: Enforce Minimum Housing standards authorized by the North Carolina General Statutes to ensure that landlords and property owners are providing safe housing, and revise codes as necessary.



Policy 1.2.2: Apply for Community Development Block Grant (CDBG) Neighborhood Revitalization and North Carolina Housing Finance Agency funds.

Policy 1.2.3: Provide recommended standards and encouraged direction for the development of communities with ample open space, amenities, and lot size/square footage requirements.

Policy 1.2.4: Support the use of accessory dwelling units.

Policy 1.2.5: Actively work to ensure abandoned existing housing is either repaired for habitation, secured, or demolished to eliminate potential health and safety threats.





Land Use

Goal 2: Maximize the land within the Town of Rose Hill for its highest and best use in a manner that is sustainable and does not threaten the environment nor the human quality of life.

Objective 2.1: Consider the environmental impacts involved with land use decisions.

Policy 2.1.1: Land that is utilized for agricultural purposes or that is part of a bona-fide farming operation should be protected and remain undeveloped or be developed in a sustainable manner that protects its agricultural character and the surrounding area.

Policy 2.1.2: The subdivision of land should be done in a manner that first and foremost considers sustainability of the existing environment and preserving as much of that environment as possible.

Policy 2.1.3: The usage of land around existing commercial and industrial uses in Rose Hill should not be used for purposes that could result in a negative health impact. The existing use shall take precedence, and its continued harmonious existence shall be supported.

Policy 2.1.4: For uses of land that have the potential of being noxious or degrading to the environment or persons, the use shall incorporate as many mitigating features as possible as to not disturb or have a significant major impact upon the quality of life in Rose Hill.

Objective 2.2: Decisions regarding development should consider sustainability of the built environment and consider any infrastructure impacts.

Policy 2.2.1: Infill development will be encouraged.

Policy 2.2.2: Land use decisions should consider the existing infrastructure and if it has the capacity to support the proposed development or uses that would be allowable based on the change in land use.

Policy 2.2.3: The ordinances in effect should periodically be reviewed to ensure that regulations promote sustainable development and emphasize the preservation of open space.

Objective 2.3: Land use decisions will be supported that uphold the sense of community that exists within Rose Hill.

Policy 2.3.1: Land use should include designed and planned communities that contribute to a sense of neighborhood and inclusion.

Policy 2.3.2: Decisions will be supported that protect existing and established neighborhoods and communities.

Policy 2.3.3: Commercial and entertainment uses that cater towards a family-friendly atmosphere are desired.



Policy 2.3.4: If Rose Hill is positioned as a bedroom community, this should be done in a way that strengthens and enhances its sense of community. New housing developments should prioritize fostering connection and integration, ensuring that community-building remains a central focus.





Infrastructure, Public Services & Transportation

Goal 3: To provide public services efficiently and equitably so that a high quality of life for residents is sustained, and the current and future needs of development are satisfied.

Objective 3.1: Maintain the infrastructure system within Rose Hill so that adequate service is provided to existing land uses and that future land users can confidently integrate into the system.

Policy 3.1.1: Pursue state and Federal funding for the improvement, maintenance, expansion, and extension of the infrastructure in Rose Hill.

Policy 3.1.2: Invest in infrastructure improvements to support growth along the I-40 corridor.

Policy 3.1.3: Require developers to complete the necessary improvements needed to integrate into the existing infrastructure system and do not allow for this cost of extension to fall on Rose Hill or its citizens.

Policy 3.1.4: Develop an inventory of infrastructure to prioritize an improvement needs list.

Policy 3.1.5: Concentrate infrastructure repairs and expansion in areas with the highest potential for growth and the ability to serve the needs of citizens. Factor in proximity to resources and transportation routes.

Policy 3.1.6: Encourage redevelopment in areas where adequate infrastructure exists.

Objective 3.2: Provide adequate community facilities to serve the citizens of Rose Hill and provide confidence that needs are being met.

Policy 3.2.1: Pursue state and Federal grant funding for the improvement of existing facilities and the provision of new facilities.

Policy 3.2.2: Perform an internal evaluation of the public facilities that exist within Rose Hill and determine their strengths and weaknesses. Develop an action plan to improve these facilities.

Policy 3.2.3: Develop a parks and recreation plan that includes an analysis of existing facilities and a strategic plan for new facilities based on a community-driven approach with feedback through a survey of citizens and other public engagement opportunities.

Policy 3.2.4: Expand existing programming and consider facility additions, improvements, and expansions that can be used year-round and for various types of events.

Objective 3.3: Strive to continuously expand upon and improve the transportation network in Rose Hill.

Policy 3.3.1: Work with the Eastern Carolina RPO on transportation planning initiatives and funding opportunities for planning and facility additions and improvements.



Policy 3.3.2: Explore options to develop a bicycle and pedestrian plan for the Town of Rose Hill.

Policy 3.3.3: Stay actively involved with NCDOT as it works to reestablish rail service from Raleigh to Wilmington and market for Rose Hill to be integrated as a transit location.

Recreation & Tourism

Goal 4: To utilize and expand on the existing recreation and tourist opportunities that exist in the Town of Rose Hill.

Objective 4.1: Become a regional attraction for recreation and provide exceptional activities for the Town of Rose Hill.

Policy 4.1.1: Expand on and improve the facilities at Jimmy Jerome Park to provide for additional recreational sports as well as the capacity to support regional athletic tournaments and events.

Policy 4.1.2: Develop the Town-owned 16 acres adjacent to Jimmy Jerome Park into a regional sports complex that provides specialized and multi-use fields and facilities such as indoor facilities for basketball and multipurpose fields which can be used for a variety of activities.

Policy 4.1.3: Provide recreational activities that cater to people of all ages and ability levels.

Policy 4.1.4: Utilize recreational facilities for entertainment and community gathering purposes when feasible and necessary.

Policy 4.1.5: Explore partnerships for funding with local business and industries to finance recreational initiatives.

Policy 4.1.6: Pursue Federal and State funding to improve recreation in Rose Hill.

Objective 4.2: Support increased tourism & economic growth in Rose Hill.

Policy 4.2.1: Market Rose Hill and its role in the wine industry as well as the World's Largest Frying Pan as an appealing option for tourism.

Policy 4.2.2: Maintain a visual aesthetic that is pleasing to the citizens and visitors of Rose Hill so that it is an attractive place to visit and live.

Policy 4.2.3: Support the revitalization of downtown Rose Hill and its ability to serve not only tourists but residents of Rose Hill and Duplin County. Prioritize small area planning to promote strategic revitalization.

Policy 4.2.4: Utilize recreational areas to bring tourism to Rose Hill.

Policy 4.2.5: Support development along the I-40 corridor that caters to economic growth.



APPENDIX A. CITIZEN PARTICIPATION PLAN

TOWN OF ROSE HILL COMPREHENSIVE PLAN CITIZEN PARTICIPATION PLAN

Introduction

The Town of Rose Hill has initiated the preparation of a Comprehensive Plan for the Rose Hill planning jurisdiction. The final document will serve as a comprehensive plan for future public investment to achieve the Town's overall vision. The intent of this project is to draft a plan that sets forth the goals, policies, and programs that will guide the present and future physical, social, and economic development of the Town of Rose Hill.

Recognizing that a collaborative effort with the public is essential, the initial step in the planning process is the adoption of this Citizen Participation Plan (CPP) by the Rose Hill Board of Commissioners. Approval of the CPP was accomplished on 4/09/2024.

Responsibility

The Rose Hill Board of Commissioners will appoint the Planning Board to supervise the preparation of the draft Comprehensive Plan. The Town's staff and consultant will serve in an advisory capacity to the Planning Board. The Comprehensive Plan will be drafted by Insight Planning & Development, the Town's consultant. Upon recommendation of the Planning Board, final approval will be by the Rose Hill Board of Commissioners.

Meetings

All meetings will be conducted in an open format which will encourage public involvement/engagement. The Planning Board will conduct up to three (3) work sessions to prepare the draft Comprehensive Plan. At a minimum, the following meetings will be conducted throughout the plan preparation process:

- Three (3) work sessions with the Planning Board. At each meeting, the location, date, and time of the succeeding meeting will be determined.
- One (1) public engagement meeting and two (2) virtual engagement meetings to identify key issues and concerns, develop a plan vision statement, and participate in a future land use map exercise.
- Present the final plan to the Board of Commissioners for public hearing and adoption.

Public Notification

All meetings of the Planning Board and Board of Commissioners are conducted in an open and transparent manner. All meetings are open to the public and Rose Hill citizens are encouraged to attend and participate.

To ensure public awareness of the Comprehensive Plan project, meeting times and dates, project updates, and public participation opportunities, and to increase ease of access to Comprehensive Plan-specific information, the following are proposed:

- The project team will create and maintain an interactive Comprehensive Plan-dedicated website to both collect and disseminate information. Project progress, public notifications, and the draft plan will be posted on this website for ease of public review and comment.
- Advertisements will be placed on the specialized Comprehensive Plan-dedicated website, the Town's website, the Town's Facebook page, and posted on the Town bulletin board.
- Sign-up sheets will be placed at the Town Hall in the front lobby and at all Planning Board meetings for interested persons and groups to register to receive electronic messaging, including meeting notifications, updated information, and opportunities for review of the Comprehensive Plan. Similar opportunities for registration will be placed on the project website. Staff will transmit list updates to the consultant on an at least bi-weekly basis. Individuals who place their names on this list will be sent notices announcing meeting times for review of the Comprehensive Plan.

Dissemination of Information

The following procedures will be utilized to ensure the availability of information:

- Copies of the draft Comprehensive Plan will be available for public review at the Rose Hill Town Hall, 103 SE Railroad Street, Rose Hill, NC.
- Using the sites and methods of public notification provided in the **Public Notification** section, the availability of the draft plan will be publicly announced, and the draft document will be posted for public review and/or printing. Information regarding the location of the online document will be included in all published notices of Planning Board meetings and communicated at all meetings of the Board of Commissioners.
- As they are ready for discussion, sections of the draft plan will be provided to the Planning Board prior to any meetings at which they will be discussed. Planning Board and Board of Commissioners meeting materials will be posted on the project website and linked to the Town's social media pages for public information and review.

Public Comment

Throughout the process, the public will have the following opportunities for input:

- At each Planning Board meeting, time will be allocated for public comment, both written and oral, which includes opportunities for questions.
- At any time during the preparation of the draft plan, the public may submit written or email comments. Information on how to submit such comments will be provided on public notices and advertisements, social media pages, and websites.
- The Planning Board meetings, public engagement meetings, and public hearing will all provide additional opportunities for public input and questions.

Schedule

The Comprehensive Plan planning process will utilize the following schedule:

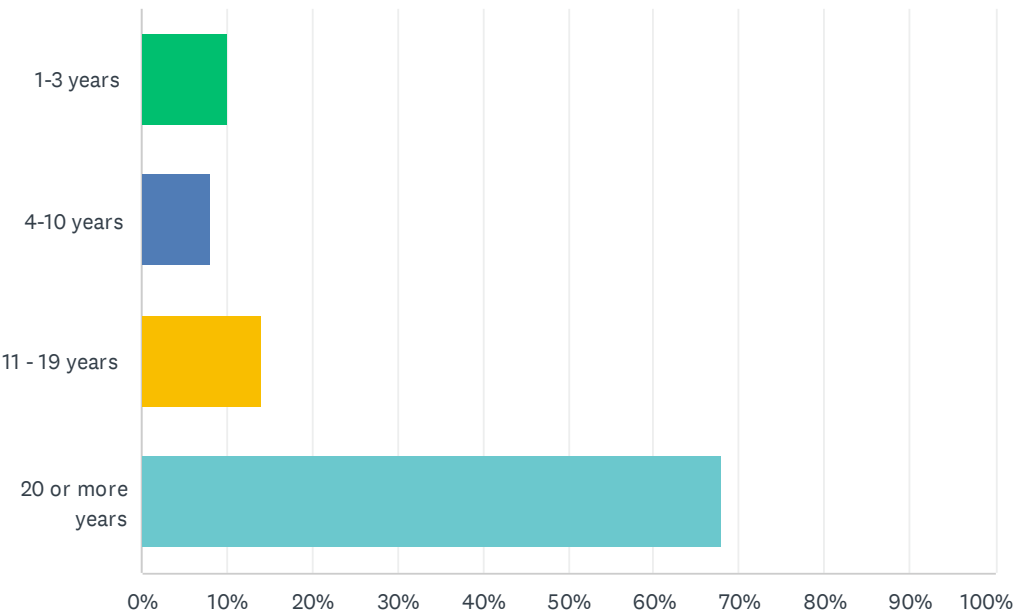
Phase	Project Task	Timeframe
Phase I:	• Issue Notice to Proceed	February 2024
	• Project Kickoff	March – April 2024
Phase II:	• Plan Development/Public Engagement	May – December 2024
Phase III:	• Completion, Review, and Adoption	January – March 2025

NOTE: This schedule may be subject to change as project milestones are achieved.

APPENDIX B. CITIZEN SURVEY RESULTS

Q1 How many total years have you lived or worked in Rose Hill?

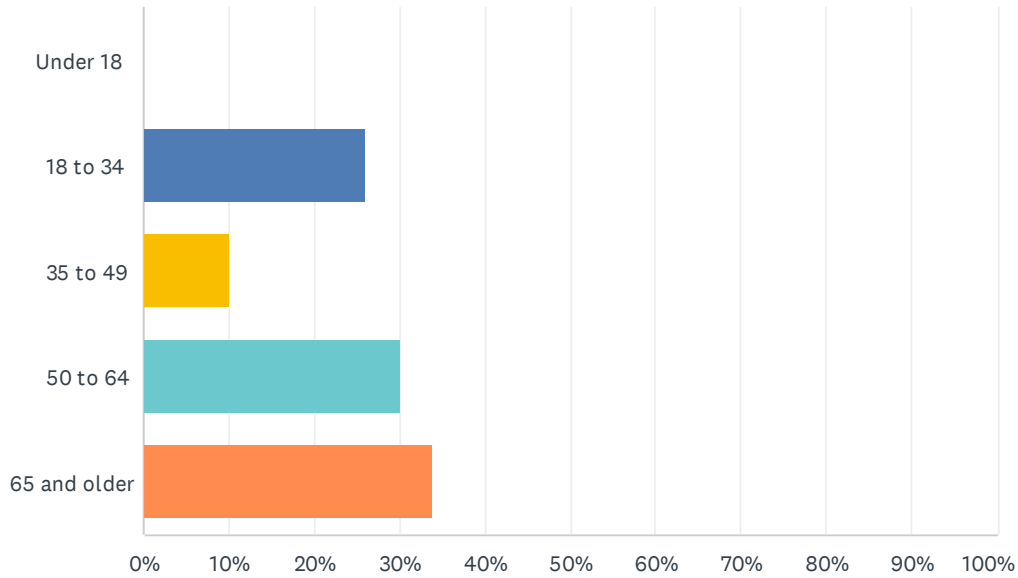
Answered: 50 Skipped: 0



ANSWER CHOICES	RESPONSES	
1-3 years	10.00%	5
4-10 years	8.00%	4
11 - 19 years	14.00%	7
20 or more years	68.00%	34
TOTAL		50

Q2 What is your age range (age of person completing this survey)?

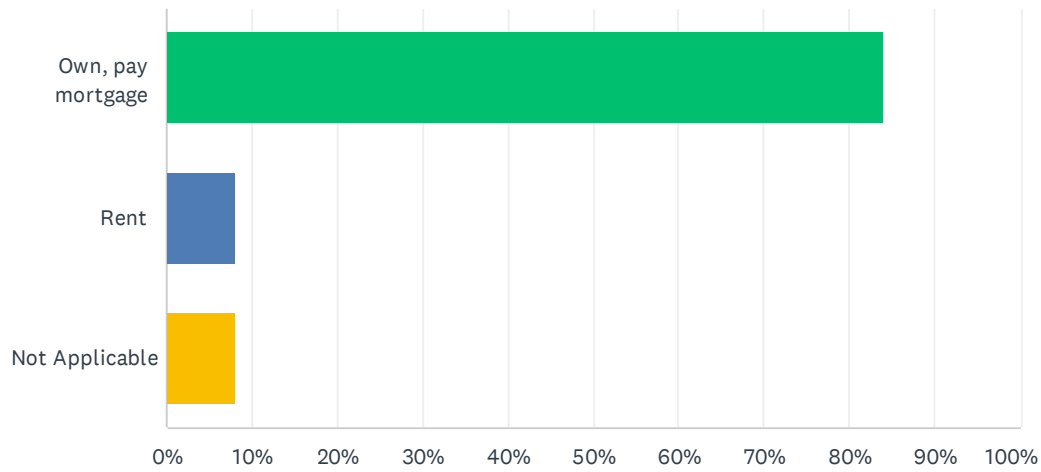
Answered: 50 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18 to 34	26.00%	13
35 to 49	10.00%	5
50 to 64	30.00%	15
65 and older	34.00%	17
TOTAL		50

Q3 Do you own (mortgage) or rent your home?

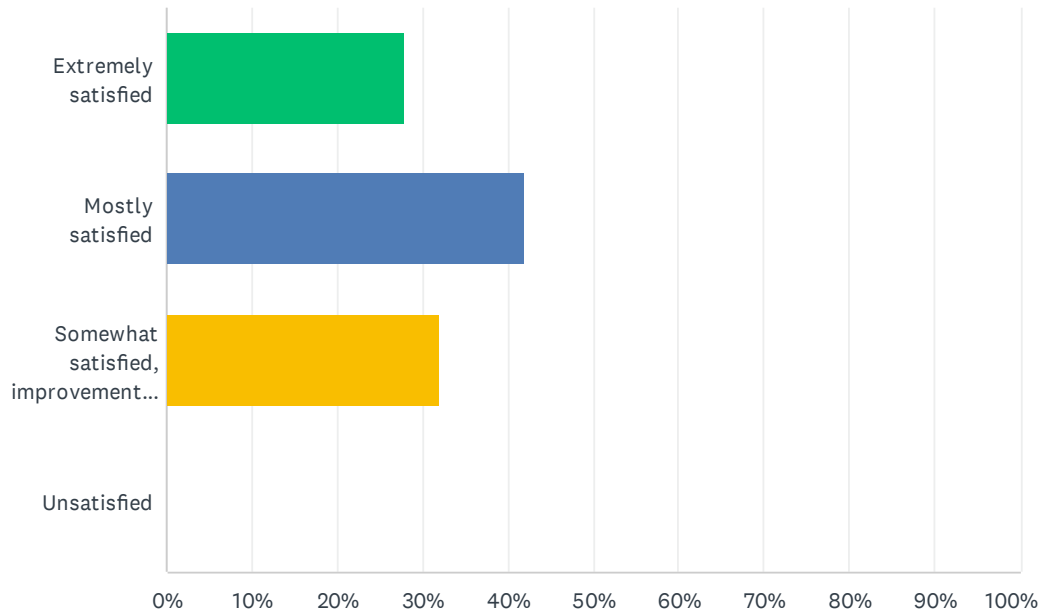
Answered: 50 Skipped: 0



ANSWER CHOICES	RESPONSES	
Own, pay mortgage	84.00%	42
Rent	8.00%	4
Not Applicable	8.00%	4
TOTAL		50

Q4 Please rate your level of satisfaction with services provided by the Town of Rose Hill (services include parks and recreation, community facilities, emergency services, municipal services, infrastructure).

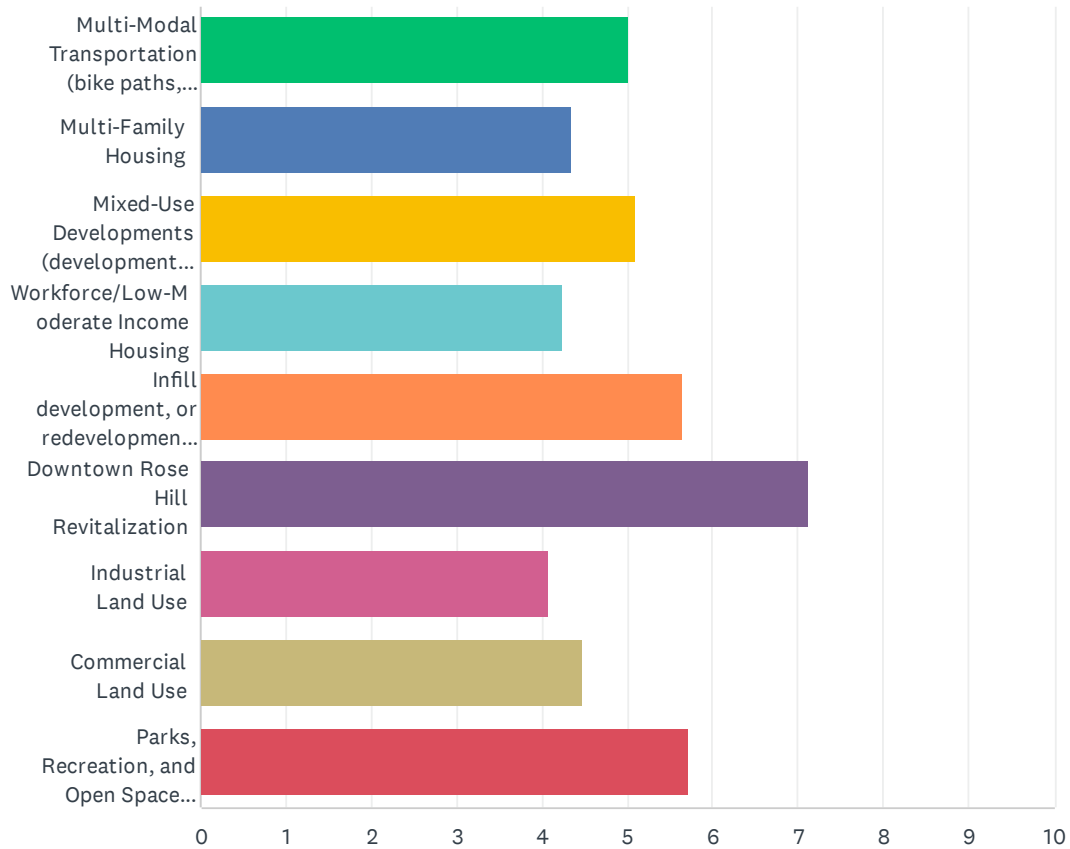
Answered: 50 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely satisfied	28.00%	14
Mostly satisfied	42.00%	21
Somewhat satisfied, improvement needed	32.00%	16
Unsatisfied	0.00%	0
Total Respondents: 50		

Q5 In order of most important to least important, please prioritize the following items (1 being most important and 9 being least important):

Answered: 50 Skipped: 0

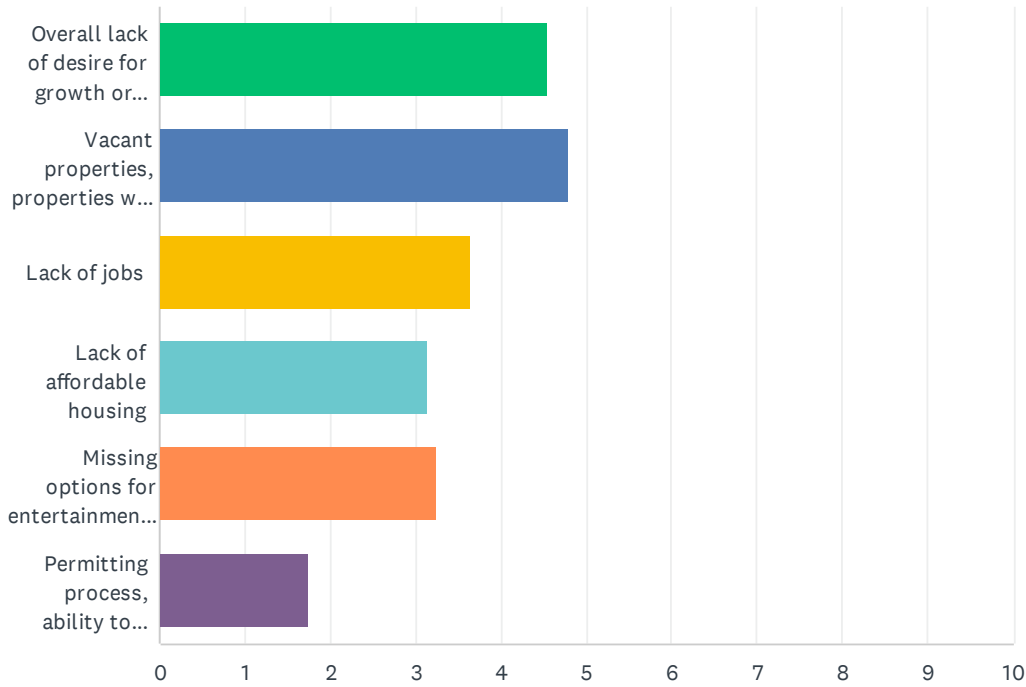


Town of Rose Hill Comprehensive Land Use Plan Survey

	1	2	3	4	5	6	7	8	9	N/A	TOTAL
Multi-Modal Transportation (bike paths, walking paths, multi-use paths, and greenways)	12.00% 6	6.00% 3	10.00% 5	14.00% 7	14.00% 7	6.00% 3	10.00% 5	8.00% 4	12.00% 6	8.00% 4	5
Multi-Family Housing	10.00% 5	6.00% 3	2.00% 1	6.00% 3	14.00% 7	14.00% 7	12.00% 6	22.00% 11	6.00% 3	8.00% 4	5
Mixed-Use Developments (developments that incorporate residential, office, and commercial use)	4.00% 2	20.00% 10	10.00% 5	8.00% 4	14.00% 7	14.00% 7	8.00% 4	8.00% 4	10.00% 5	4.00% 2	5
Workforce/Low-Moderate Income Housing	10.00% 5	4.00% 2	8.00% 4	14.00% 7	4.00% 2	14.00% 7	8.00% 4	12.00% 6	22.00% 11	4.00% 2	5
Infill development, or redevelopment of underused/blighted areas	12.00% 6	18.00% 9	12.00% 6	10.00% 5	6.00% 3	12.00% 6	12.00% 6	8.00% 4	4.00% 2	6.00% 3	5
Downtown Rose Hill Revitalization	32.00% 16	22.00% 11	16.00% 8	8.00% 4	6.00% 3	2.00% 1	12.00% 6	0.00% 0	0.00% 0	2.00% 1	5
Industrial Land Use	6.00% 3	0.00% 0	4.00% 2	10.00% 5	24.00% 12	10.00% 5	10.00% 5	14.00% 7	14.00% 7	8.00% 4	5
Commercial Land Use	4.00% 2	6.00% 3	12.00% 6	14.00% 7	8.00% 4	12.00% 6	14.00% 7	14.00% 7	10.00% 5	6.00% 3	5
Parks, Recreation, and Open Space areas	8.00% 4	16.00% 8	24.00% 12	14.00% 7	6.00% 3	10.00% 5	6.00% 3	6.00% 3	8.00% 4	2.00% 1	5

Q6 In order of greatest concern to least concern, please prioritize the following items (1 being greatest concern and 6 being least concern):

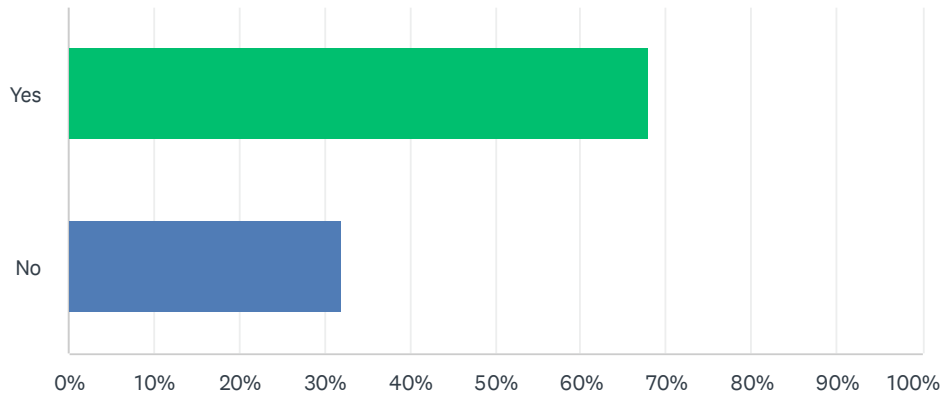
Answered: 50 Skipped: 0



	1	2	3	4	5	6	N/A	TOTAL	SCORE
Overall lack of desire for growth or change (Citizens and Governing Board of Rose Hill)	40.00% 20	18.00% 9	16.00% 8	8.00% 4	12.00% 6	4.00% 2	2.00% 1	50	4.55
Vacant properties, properties with dilapidated structures, nuisance properties	34.00% 17	36.00% 18	6.00% 3	14.00% 7	4.00% 2	2.00% 1	4.00% 2	50	4.79
Lack of jobs	6.00% 3	16.00% 8	32.00% 16	28.00% 14	8.00% 4	6.00% 3	4.00% 2	50	3.65
Lack of affordable housing	8.00% 4	12.00% 6	16.00% 8	18.00% 9	32.00% 16	10.00% 5	4.00% 2	50	3.13
Missing options for entertainment and services within Rose Hill	10.00% 5	16.00% 8	16.00% 8	16.00% 8	22.00% 11	16.00% 8	4.00% 2	50	3.25
Permitting process, ability to develop your property or use your property in Rose Hill	0.00% 0	0.00% 0	10.00% 5	12.00% 6	16.00% 8	56.00% 28	6.00% 3	50	1.74

Q7 NCDOT is currently in the planning process of establishing passenger rail from Wilmington to Raleigh (still 15-20 years from potential completion). Do you desire for the Town to request that the train stops in Rose Hill?

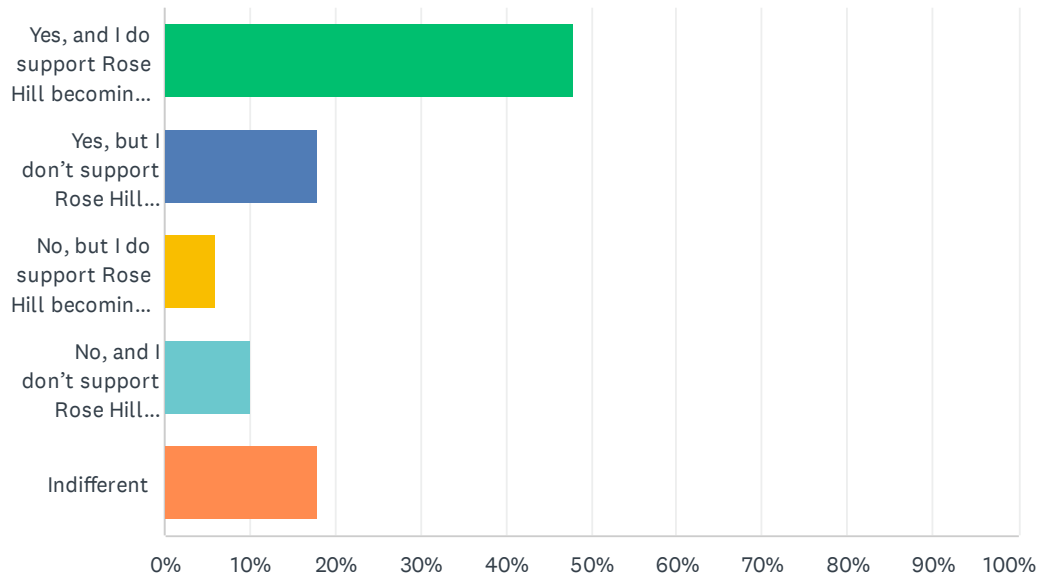
Answered: 50 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	68.00%	34
No	32.00%	16
TOTAL		50

Q8 Do you believe Rose Hill has the potential of becoming a bedroom community for Wilmington (people who work in Wilmington and live in Rose Hill) and do you support it?

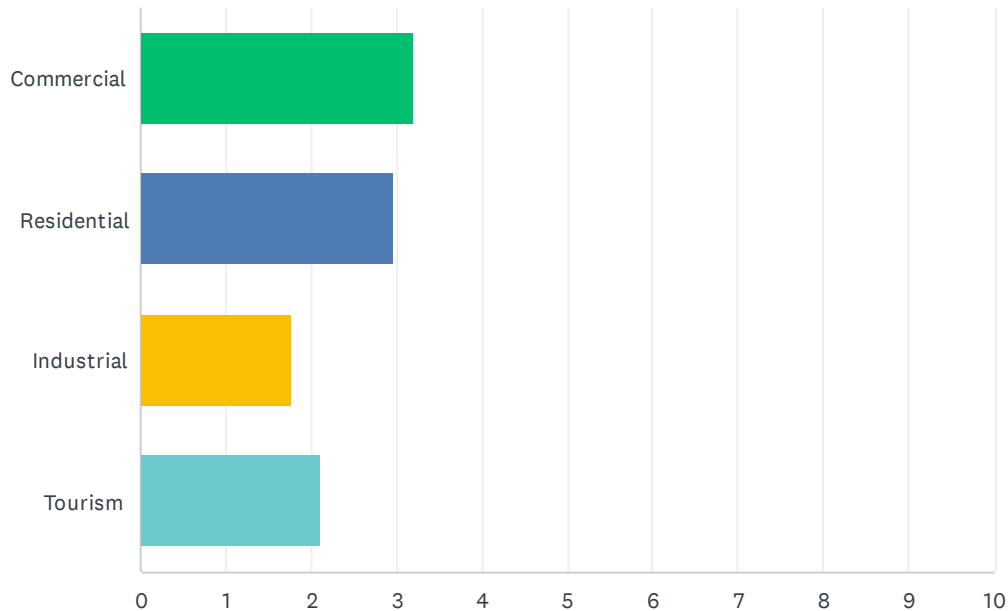
Answered: 50 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes, and I do support Rose Hill becoming a bedroom community.	48.00%	24
Yes, but I don't support Rose Hill becoming a bedroom community.	18.00%	9
No, but I do support Rose Hill becoming a bedroom community.	6.00%	3
No, and I don't support Rose Hill becoming a bedroom community.	10.00%	5
Indifferent	18.00%	9
TOTAL		50

Q9 Of all types of potential growth, which type would you prefer to see develop in Rose Hill? Please rank from 1 to 4 with 1 being most preferred and 4 being least preferred.

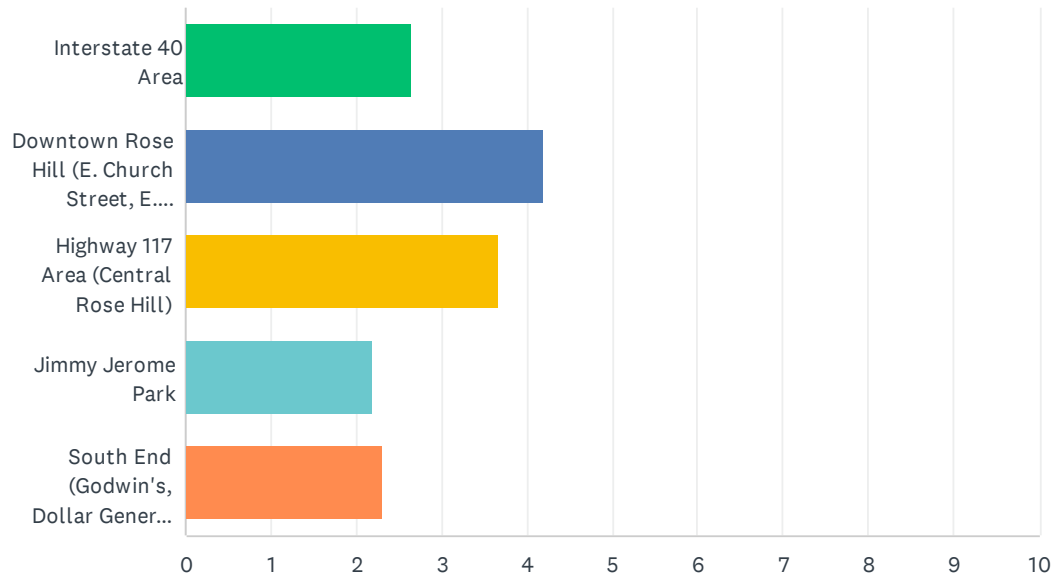
Answered: 50 Skipped: 0



	1	2	3	4	N/A	TOTAL	SCORE
Commercial	44.00% 22	32.00% 16	14.00% 7	6.00% 3	4.00% 2	50	3.19
Residential	36.00% 18	28.00% 14	20.00% 10	10.00% 5	6.00% 3	50	2.96
Industrial	10.00% 5	8.00% 4	26.00% 13	50.00% 25	6.00% 3	50	1.77
Tourism	6.00% 3	26.00% 13	34.00% 17	28.00% 14	6.00% 3	50	2.11

Q10 Please rank the areas of Rose Hill you would prefer to see developed or redeveloped in order of priority, with 1 being highest priority and 5 being least priority.

Answered: 50 Skipped: 0



	1	2	3	4	5	N/A	TOTAL	SCORE
Interstate 40 Area	16.00% 8	12.00% 6	22.00% 11	14.00% 7	32.00% 16	4.00% 2	50	2.65
Downtown Rose Hill (E. Church Street, E. Railroad Street, E. Main Street)	48.00% 24	26.00% 13	16.00% 8	4.00% 2	2.00% 1	4.00% 2	50	4.19
Highway 117 Area (Central Rose Hill)	26.00% 13	38.00% 19	16.00% 8	6.00% 3	10.00% 5	4.00% 2	50	3.67
Jimmy Jerome Park	2.00% 1	12.00% 6	16.00% 8	38.00% 19	28.00% 14	4.00% 2	50	2.19
South End (Godwin's, Dollar General) Area	4.00% 2	8.00% 4	26.00% 13	34.00% 17	24.00% 12	4.00% 2	50	2.31

Q11 Which 3 words best describe Rose Hill? Please provide your response below.

Answered: 50 Skipped: 0

ANSWER CHOICES	RESPONSES
1.	100.00% 50
2.	96.00% 48
3.	90.00% 45

#	1.	DATE
1	Beautiful	11/2/2024 12:49 PM
2	Quiet	11/2/2024 10:22 AM
3	Quiet	10/26/2024 6:01 PM
4	Lacking shopping	10/21/2024 6:43 PM
5	Community	10/21/2024 6:41 PM
6	Small town living	10/21/2024 6:33 PM
7	Small	10/21/2024 6:31 PM
8	quiet	10/21/2024 11:43 AM
9	Small	10/20/2024 8:29 PM
10	Sad	10/8/2024 2:38 PM
11	Quiet	10/8/2024 1:47 PM
12	Home town	10/8/2024 9:12 AM
13	family	10/7/2024 10:58 AM
14	Beautiful, peaceful, and safe. Pretty much!	10/7/2024 12:10 AM
15	Community	10/6/2024 3:41 PM
16	Quaint	10/5/2024 1:37 AM
17	Quiet	10/4/2024 8:35 AM
18	Quiet	9/30/2024 2:31 PM
19	1	9/29/2024 7:04 PM
20	Friendly citizens	9/29/2024 7:46 AM
21	Friendly	9/28/2024 8:23 PM
22	Small	9/28/2024 7:04 PM
23	Quaint	9/27/2024 8:38 PM
24	Friendly	9/18/2024 2:57 PM
25	Neighborly	8/10/2024 8:20 PM
26	Unmanaged	8/2/2024 8:20 AM
27	Family-friendly	8/1/2024 2:15 PM

Town of Rose Hill Comprehensive Land Use Plan Survey

28	Quiet	8/1/2024 6:32 AM
29	Hometown	7/31/2024 12:47 PM
30	Friendly	7/30/2024 3:09 PM
31	junkpile	7/15/2024 7:00 PM
32	Small town vibe	6/17/2024 5:06 PM
33	Quiet	6/10/2024 12:22 PM
34	Friendly	6/6/2024 7:46 PM
35	Slow paced	6/6/2024 7:14 PM
36	Quaint	6/6/2024 7:12 PM
37	Quaint	6/6/2024 3:10 PM
38	Quiet	6/1/2024 10:29 PM
39	Peacefull	6/1/2024 8:23 PM
40	quaint	6/1/2024 3:47 PM
41	Quaint	6/1/2024 3:25 PM
42	Small	6/1/2024 7:53 AM
43	Nostalgic	5/31/2024 11:18 PM
44	Community	5/31/2024 9:47 PM
45	Peaceful	5/31/2024 9:42 PM
46	Outdated	5/31/2024 1:19 PM
47	Quaint	5/31/2024 12:51 PM
48	Peaceful	5/30/2024 5:36 PM
49	small town	5/29/2024 7:30 AM
50	Home	5/28/2024 4:02 PM
#	2.	DATE
1	Winery	11/2/2024 12:49 PM
2	Nice	11/2/2024 10:22 AM
3	Safe	10/26/2024 6:01 PM
4	Nice	10/21/2024 6:41 PM
5	Family	10/21/2024 6:33 PM
6	Clannish	10/21/2024 6:31 PM
7	messy	10/21/2024 11:43 AM
8	Stinky	10/20/2024 8:29 PM
9	Junky (Old Cars, etc)	10/8/2024 2:38 PM
10	Slow	10/8/2024 1:47 PM
11	Small	10/8/2024 9:12 AM
12	shopping	10/7/2024 10:58 AM
13	Needs a lot of clean up!	10/7/2024 12:10 AM
14	Quaint	10/6/2024 3:41 PM

Town of Rose Hill Comprehensive Land Use Plan Survey

15	Quiet	10/5/2024 1:37 AM
16	Friendly	10/4/2024 8:35 AM
17	Nice	9/30/2024 2:31 PM
18	Great fire department and law enforcement	9/29/2024 7:46 AM
19	Every set in their ways	9/28/2024 8:23 PM
20	Unique	9/28/2024 7:04 PM
21	Friendly	9/27/2024 8:38 PM
22	Underdeveloped	9/18/2024 2:57 PM
23	Outdated	8/10/2024 8:20 PM
24	Uninterested	8/2/2024 8:20 AM
25	Small town	8/1/2024 2:15 PM
26	Safe	8/1/2024 6:32 AM
27	Peaceful	7/31/2024 12:47 PM
28	Small	7/30/2024 3:09 PM
29	truck parking lot	7/15/2024 7:00 PM
30	Quite living	6/17/2024 5:06 PM
31	Affordable	6/10/2024 12:22 PM
32	Small town	6/6/2024 7:46 PM
33	Safe	6/6/2024 7:14 PM
34	Peaceful	6/6/2024 7:12 PM
35	Peaceful	6/6/2024 3:10 PM
36	Peaceful	6/1/2024 10:29 PM
37	Friendly	6/1/2024 8:23 PM
38	welcoming	6/1/2024 3:47 PM
39	Friendly	6/1/2024 3:25 PM
40	Slow	6/1/2024 7:53 AM
41	Friendly	5/31/2024 11:18 PM
42	Homegrown	5/31/2024 9:47 PM
43	Giving	5/31/2024 9:42 PM
44	Quiet	5/31/2024 1:19 PM
45	Relaxing	5/31/2024 12:51 PM
46	Quiet	5/30/2024 5:36 PM
47	rural	5/29/2024 7:30 AM
48	Family	5/28/2024 4:02 PM
#	3.	DATE
1	Hispanic	11/2/2024 12:49 PM
2	Pleasant	11/2/2024 10:22 AM
3	Beautiful	10/26/2024 6:01 PM

Town of Rose Hill Comprehensive Land Use Plan Survey

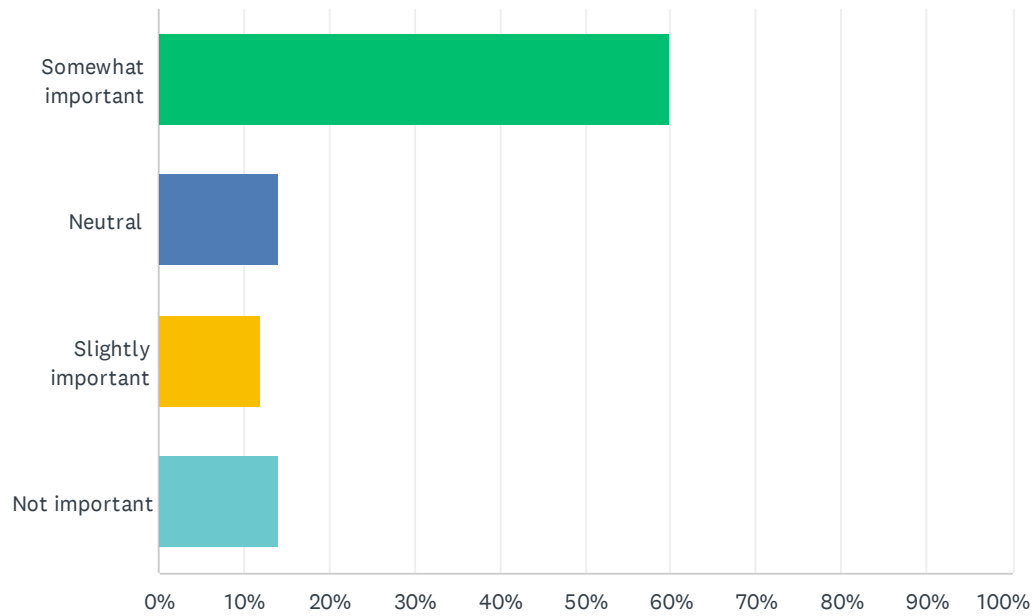
4	Small	10/21/2024 6:41 PM
5	Peaceful	10/21/2024 6:33 PM
6	Rural	10/21/2024 6:31 PM
7	home	10/21/2024 11:43 AM
8	Quaint	10/20/2024 8:29 PM
9	Unattractive	10/8/2024 2:38 PM
10	Calm	10/8/2024 1:47 PM
11	Boring	10/8/2024 9:12 AM
12	recreation	10/7/2024 10:58 AM
13	Needs some flowers, beautification !	10/7/2024 12:10 AM
14	Quiet	10/6/2024 3:41 PM
15	Sleepy	10/5/2024 1:37 AM
16	Protected	10/4/2024 8:35 AM
17	Good small business	9/29/2024 7:46 AM
18	Don't want change	9/28/2024 8:23 PM
19	Cool	9/28/2024 7:04 PM
20	Economically depressed	9/27/2024 8:38 PM
21	Resources	9/18/2024 2:57 PM
22	Peaceful	8/10/2024 8:20 PM
23	Political	8/2/2024 8:20 AM
24	Hometown	8/1/2024 2:15 PM
25	Smelly	8/1/2024 6:32 AM
26	Boring	7/31/2024 12:47 PM
27	Boring	7/30/2024 3:09 PM
28	abused	7/15/2024 7:00 PM
29	Friendly and low crime rate	6/17/2024 5:06 PM
30	Best place ever	6/6/2024 7:46 PM
31	Family	6/6/2024 7:14 PM
32	Unique	6/6/2024 7:12 PM
33	Unique	6/6/2024 3:10 PM
34	Unknown	6/1/2024 10:29 PM
35	Calm	6/1/2024 8:23 PM
36	nice	6/1/2024 3:47 PM
37	Hom	6/1/2024 3:25 PM
38	Laidback	6/1/2024 7:53 AM
39	Simple	5/31/2024 9:47 PM
40	Safe	5/31/2024 9:42 PM
41	Boring	5/31/2024 1:19 PM

Town of Rose Hill Comprehensive Land Use Plan Survey

42	Slow	5/31/2024 12:51 PM
43	Quaint	5/30/2024 5:36 PM
44	quiet	5/29/2024 7:30 AM
45	Friends	5/28/2024 4:02 PM

Q12 How important is tourism to Rose Hill?

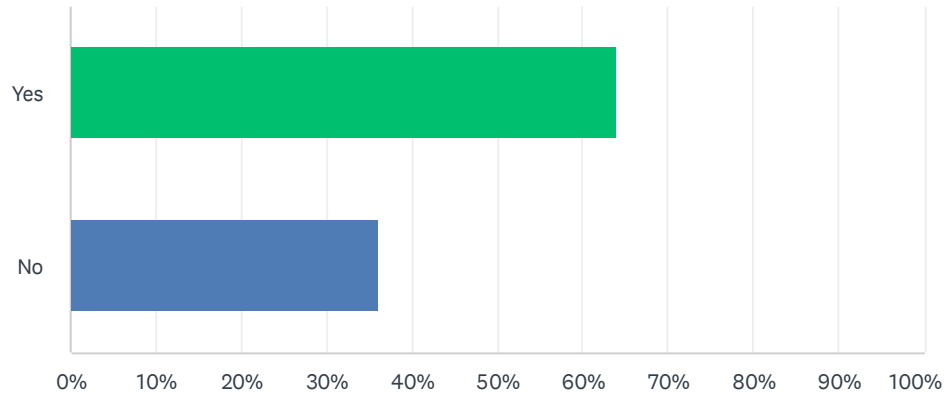
Answered: 50 Skipped: 0



ANSWER CHOICES	RESPONSES	
Somewhat important	60.00%	30
Neutral	14.00%	7
Slightly important	12.00%	6
Not important	14.00%	7
TOTAL		50

Q13 Should Rose Hill invest in tourism and make efforts to expand the tourism that its Town has to offer?

Answered: 50 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	64.00%	32
No	36.00%	18
TOTAL		50

Q14 What is your favorite area of Rose Hill or favorite thing to do in Rose Hill?

Answered: 50 Skipped: 0

#	RESPONSES	DATE
1	Watch kids playing sports	11/2/2024 12:49 PM
2	Ballpark	11/2/2024 10:22 AM
3	Walking in city limits. But crosswalks are needed!	10/26/2024 6:01 PM
4	My neighbor	10/21/2024 6:43 PM
5	Park	10/21/2024 6:41 PM
6	My home	10/21/2024 6:33 PM
7	Ride around	10/21/2024 6:31 PM
8	live	10/21/2024 11:43 AM
9	N/A	10/20/2024 8:29 PM
10	Nothing to do in Rose Hill...	10/8/2024 2:38 PM
11	Enjoy the peace	10/8/2024 1:47 PM
12	Home	10/8/2024 9:12 AM
13	nothing to do	10/7/2024 10:58 AM
14	Eat, drink, {wine} be merry! 🍷	10/7/2024 12:10 AM
15	Downtown and parks	10/6/2024 3:41 PM
16	Duplin Winery	10/5/2024 1:37 AM
17	My home , live in peace	10/4/2024 8:35 AM
18	Ride golf cart around	9/30/2024 2:31 PM
19	Liveing here	9/29/2024 7:04 PM
20	Pool	9/29/2024 7:46 AM
21	Good place to get haircut	9/28/2024 8:23 PM
22	Rose hill restaurant	9/28/2024 7:04 PM
23	Quiete streets for riding golf carts	9/27/2024 8:38 PM
24	Library	9/18/2024 2:57 PM
25	Home	8/10/2024 8:20 PM
26	Pool	8/2/2024 8:20 AM
27	Eat at the Rose Hill Restaurant	8/1/2024 2:15 PM
28	Pool, walking around city limits	8/1/2024 6:32 AM
29	Downtown	7/31/2024 12:47 PM
30	Duplin Winery - entertainment, food	7/30/2024 3:09 PM
31	Home; enjoy quiet when it occurs	7/15/2024 7:00 PM

Town of Rose Hill Comprehensive Land Use Plan Survey

32	Sports complex in spring	6/17/2024 5:06 PM
33	Go to Duplin winery	6/10/2024 12:22 PM
34	Walking around the neighborhood	6/6/2024 7:46 PM
35	Just feeling safe to walk, ride bikes and enjoy community	6/6/2024 7:14 PM
36	Golf cart and Poultry Jubilee	6/6/2024 7:12 PM
37	Ride the golf cart and be left alone	6/6/2024 3:10 PM
38	Walk and be able to enjoy peace and quiet	6/1/2024 10:29 PM
39	My home and surrounding neighbors. Relax and enjoy the calm evenings.	6/1/2024 8:23 PM
40	My home, then the winery.	6/1/2024 3:47 PM
41	Henson park area. Walk, spend time with friends and family	6/1/2024 3:25 PM
42	Downtown	6/1/2024 7:53 AM
43	Visting local shops	5/31/2024 11:18 PM
44	Poultry jubilee	5/31/2024 9:47 PM
45	Rose Hill Pool, Rose Hill Baptist Church Playground, Jimmy Jerome, Duplin Winery	5/31/2024 9:42 PM
46	Downtown	5/31/2024 1:19 PM
47	Walk and take our son the playground at RHBC	5/31/2024 12:51 PM
48	Jimmy Jerome park	5/30/2024 5:36 PM
49	Commuted here for work for 20 years, moved here in 2023. I enjoy my daily walks around town.	5/29/2024 7:30 AM
50	Godwin's IGA	5/28/2024 4:02 PM

Q15 What does Rose Hill not offer that other Town's do? Do you prefer these things exist in Rose Hill?

Answered: 50 Skipped: 0

#	RESPONSES	DATE
1	Better parades	11/2/2024 12:49 PM
2	More sports fall sports softball soccer	11/2/2024 10:22 AM
3	Movie theater, clothes shopping	10/26/2024 6:01 PM
4	Larger grocery store	10/21/2024 6:43 PM
5	Soccer field	10/21/2024 6:41 PM
6	Multiple dining choices, doesn't really bother me.	10/21/2024 6:33 PM
7	Small storefronts in downtown	10/21/2024 6:31 PM
8	community events	10/21/2024 11:43 AM
9	Shopping/Retail. Yes	10/20/2024 8:29 PM
10	Growth...Rose Hill gives the appearance of going out of business, not going into business)	10/8/2024 2:38 PM
11	Nothing	10/8/2024 1:47 PM
12	?	10/8/2024 9:12 AM
13	fast food, retail businesses, lodging, clothing	10/7/2024 10:58 AM
14	More Restaurants, shops, a variety . Coffee shop.	10/7/2024 12:10 AM
15	More non-chain Restaurants, shops	10/6/2024 3:41 PM
16	Not many options for shopping or restaurants. Yes	10/5/2024 1:37 AM
17	No, love it just like it is	10/4/2024 8:35 AM
18	More restaurant options	9/30/2024 2:31 PM
19	New Restaurant	9/29/2024 7:04 PM
20	Drug store, movie theater,dairo type fast food drive in. Gathering place for the community	9/29/2024 7:46 AM
21	Fast food service and jobs	9/28/2024 8:23 PM
22	Parks	9/28/2024 7:04 PM
23	Shopping, Restaurants, Grocery Stores, Parks	9/27/2024 8:38 PM
24	Gyms, fast food restaurants, more activities for kids	9/18/2024 2:57 PM
25	More retail services	8/10/2024 8:20 PM
26	Opportunity	8/2/2024 8:20 AM
27	We need to bring back civic groups, such as the Jaycees and the Lions Club, to boost community spirit	8/1/2024 2:15 PM
28	Movie theater, breakfast restaurant	8/1/2024 6:32 AM
29	Fast food service (drive through options)	7/31/2024 12:47 PM
30	Diversity in businesses, shopping, entertainment.	7/30/2024 3:09 PM
31	Enforcement of code & policy; absolutely	7/15/2024 7:00 PM

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32	Larger rec dept in hat offers more sports	6/17/2024 5:06 PM
33	Tennis Court, soccer field	6/10/2024 12:22 PM
34	Rose Hill needs a steakhouse restaurant. Do not start building low income housing, or try to bring Wilmington people to build commercial properties or whatever else. It will ruin the town	6/6/2024 7:46 PM
35	Yes would love more restaurants and businesses downtown	6/6/2024 7:14 PM
36	Restaurants	6/6/2024 7:12 PM
37	More places to eat	6/6/2024 3:10 PM
38	More food options but I do not mind riding to Wallace if it keeps the town quiet and nice to live in	6/1/2024 10:29 PM
39	Public bar/restaurant	6/1/2024 8:23 PM
40	shopping, movies, bar	6/1/2024 3:47 PM
41	Sit down dinner options, community events	6/1/2024 3:25 PM
42	Restaurants other than RHR	6/1/2024 7:53 AM
43	Community/Recreation building. Tourism office	5/31/2024 11:18 PM
44	Youth soccer	5/31/2024 9:47 PM
45	Restaurants, Entertainment, Nice Bar, Hotels. Definitely would like them to exist.	5/31/2024 9:42 PM
46	Entertainment	5/31/2024 1:19 PM
47	A public playground, walking paths	5/31/2024 12:51 PM
48	More resturaunts more things to do	5/30/2024 5:36 PM
49	Large chain food store, downtown shopping/restaurants	5/29/2024 7:30 AM
50	Basketball court, indoor batting cage for kids. Yes.	5/28/2024 4:02 PM