Marvin Comprehensive Plan
About the Draft Plan

What is a Comprehensive Plan?

Planning for Marvin's Future

The Marvin Comprehensive Plan provides a long-range framework to help Village leaders make thoughtful decisions as Marvin changes over time. It considers land use, transportation, parks, infrastructure, and community character while recognizing the qualities that make Marvin unique.

The draft Plan reflects technical analysis, existing Village policies, previous planning efforts, and public feedback received during the planning process. It is intended to help the Village evaluate future opportunities and challenges.

This final workshop presents the draft recommendations and provides another opportunity to review and refine key elements before the Plan is finalized.

Planning Process

The Comprehensive Plan is progressing through thre phases:

- **UNDERSTAND** | Review existing conditions, Village policies, and community priorities.
- **DEVLOP** | Prepare draft recommendations for land use, transportation, parks, and the Heritage District.
- **FINALIZE** | The final phase will identify ways to implement the Marvin Comprehensive Plan over the coming years.

Community engagement will weave through out these phases. The planning process is designed to create a community-driven plan that reflects the values of the people who live, work, visit, and recreate in the Village of Marvin.

The Comprehensive Plan as an Advisory Document

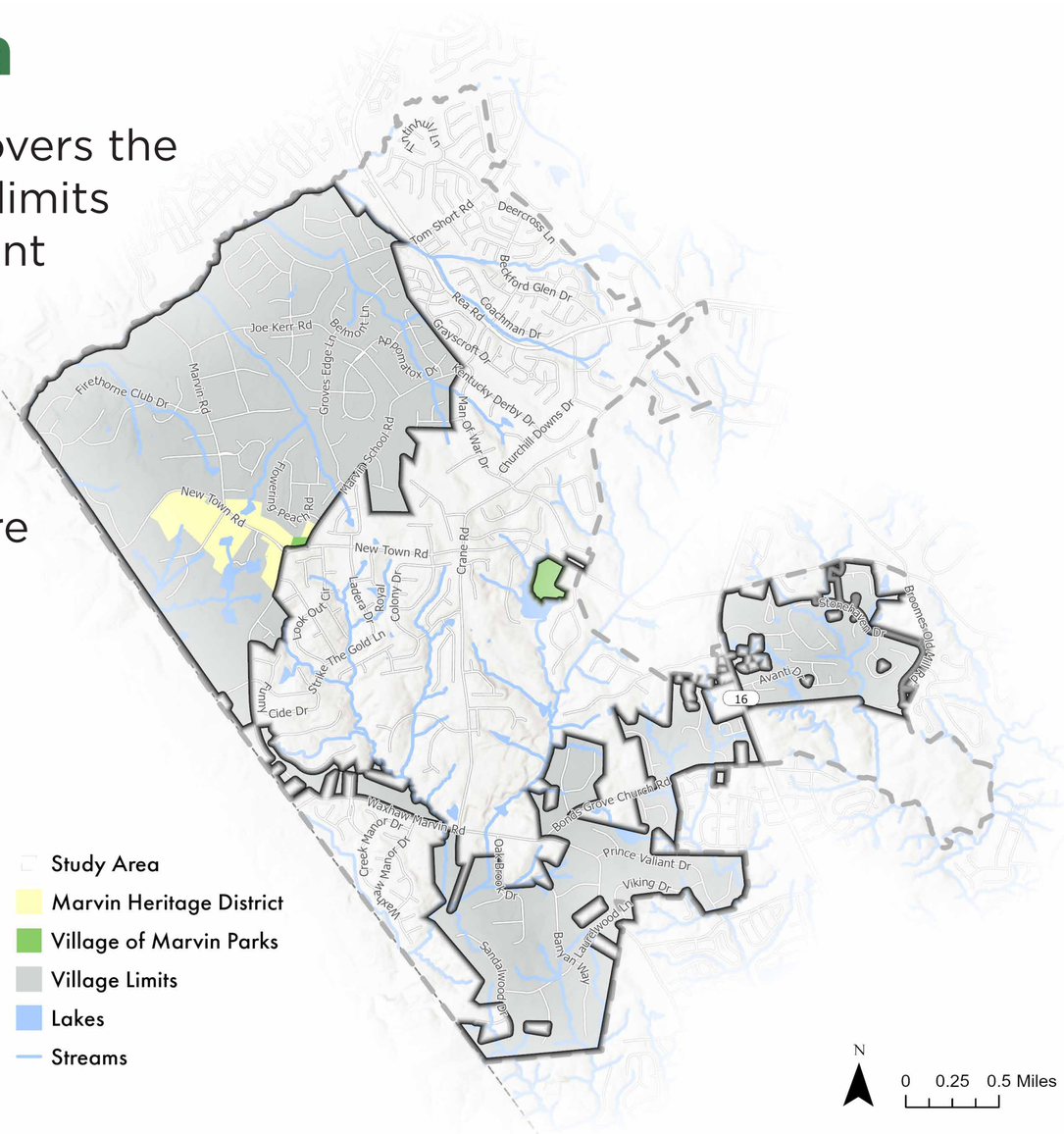
The Marvin Comprehensive Plan serves as a policy guide for Village Council, the Planning Board, Village committees, and staff as future decisions are made.
The Plan:

- considers input received from the planning process as well as other efforts such as the 2025 Community Survey;
- provides long-range guidance for future decisions;
- helps evaluate land use, preservation, parks, transportation, and infrastructure over time;
- does **not** change zoning or approve development;
- does **not** require annexation of any property;
- does **not** commit the Village to fund any project or improvement; and
- may be updated as community needs and priorities change.

Study Area

The study area covers the Village of Marvin limits along with adjacent areas.

In total, the 12.2-square-mile area includes the Village's 7.8 square miles and its surrounding annexation area.



Today's Workshop

Today's workshop focuses on three pieces of the draft Comprehensive Plan:

- Review the draft **Future Land Use Strategy (Map)**, which illustrates how the Town will approach open space, neighborhood preservation, and potential development areas.
- Explore the updated **Heritage District Master Plan** , which refines the long-term vision for the Village core.
- Provide input on the **Parks and Greenway Master Plan Update** to help refine goals and priorities.

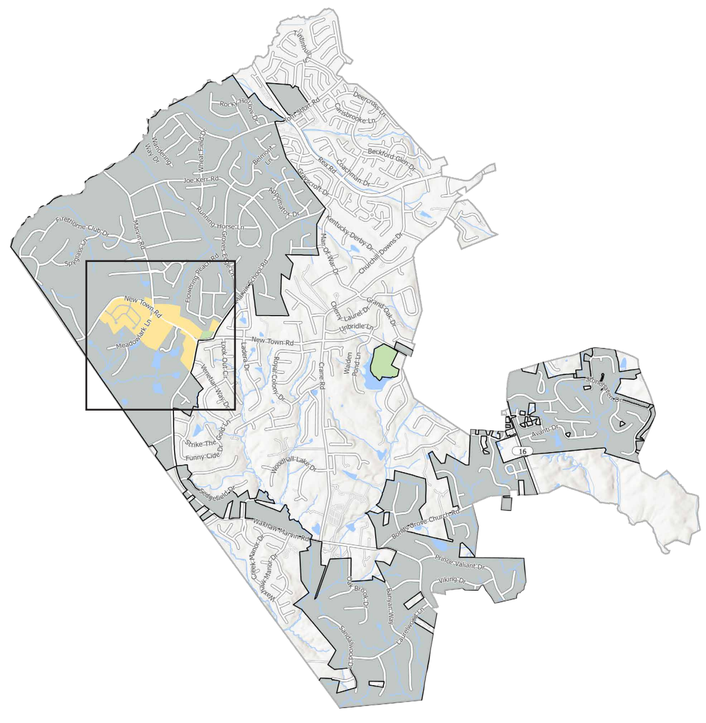
Your comments will help the Village refine these draft recommendations before the Comprehensive Plan and Parks and Greenway Master Plan Update is presented for adoption.

Marvin Comprehensive Plan
The Heritage District

Why Update the Heritage District Master Plan?

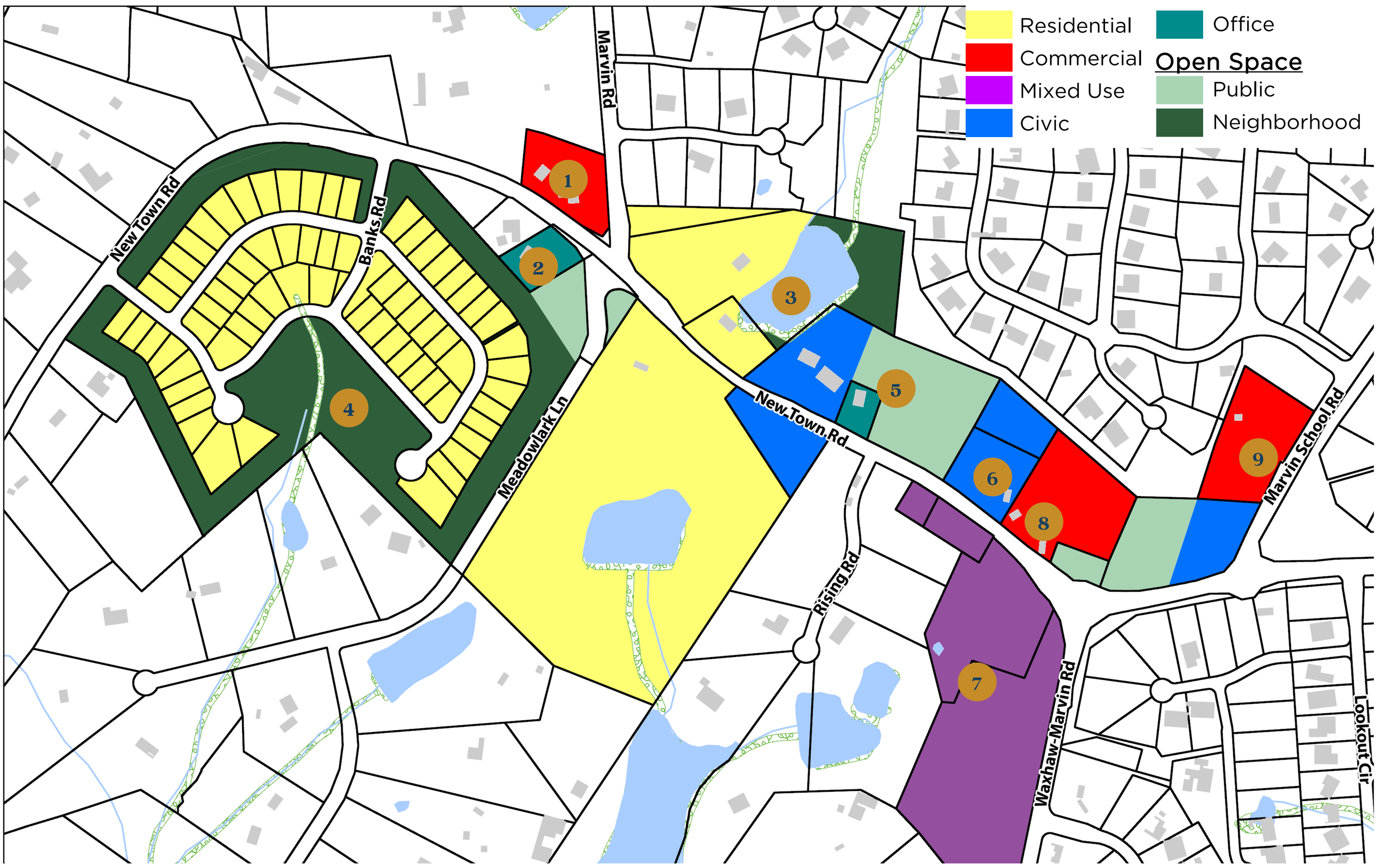
The Heritage District creates a distinct civic node at New Town and Waxhaw-Marvin Roads through an emphasis on a blend of Neighborhood Open Space and Public Open Space. The Marvin Comprehensive Plan includes an update to the Heritage District Master Plan to:

- Create a bigger picture vision
- Account for recent development and ongoing conversations
- Integrate walkability and open space
- Recalibrate based on market realities and public feedback



What's Changed?

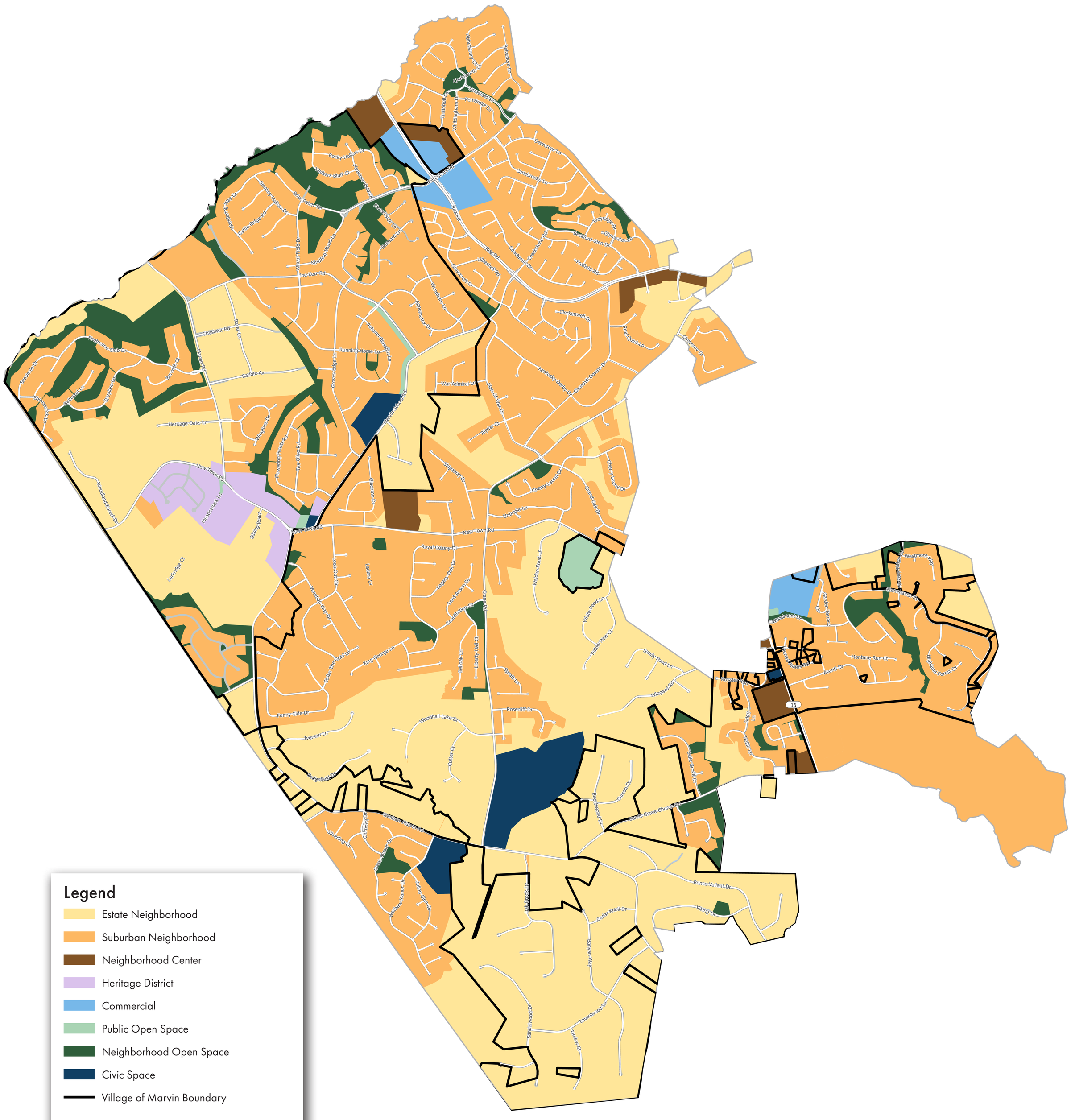
1. Historic Property, potential Bed & Breakfast or restaurant
2. Potential business, office, or service use
3. Create open space around the pond
4. Emphasize open space
5. Open space node
6. Potential civic center space
7. Legacy Project
8. Approved for restaurant and commercial/retail/office space
9. Approved for commercial/retail/office space



Marvin Comprehensive Plan
Future Land Use Map

FUTURE LAND USES IN THE VILLAGE OF MARVIN

This map uses a set of land use classifications to guide decision making that preserve the character of each of the community's areas. As zoning is adopted, Marvin can look towards its Future Land Use Map to help make zoning decisions. Refer to this map for Marvin's future land uses, and the next board with each placetype with more detail.



Legend

- Estate Neighborhood
- Suburban Neighborhood
- Neighborhood Center
- Heritage District
- Commercial
- Public Open Space
- Neighborhood Open Space
- Civic Space
- Village of Marvin Boundary

Marvin Comprehensive Plan
Placetypes

PLACETYPES	DESCRIPTION
Estate Neigborhood	Existing rural residential neighborhoods preserved from higher-intensity development pressures.
Suburban Neigborhood	Low-density neighborhoods with large lots buffering nearby rural landscapes.
Neighborhood Center	Residential neighborhoods along Marvin's main corridors.
Heritage District	A mixed-use district that acts as an identifiable village center.
Commercial	Commercial centers that offer shops and restaurants for Village residents.
Public Open Space	Public lands that provide parks and recreation while conserving natural resources.
Neighborhood Open Space	Neighborhood areas that offer common space for village neighborhoods.
Civic Space	Public lands that provide spaces for educational facilities.

WHAT LAND USES ARE MISSING?

Add a sticky note or share your input below:

Mission, Vision, and Goals

The Village of Marvin's 2025-2035 Strategic Plan was adopted by the Village Council on May 13, 2025. The plan is updated annually following the Council's Annual Retreat to confirm the Council's mission and vision statements, establish goals, and identify tasks to accomplish in 1, 3, 5, and 10 years.

This year, Council reviewed the Strategic Plan during its retreat on January 14 and 15. The mission statement, vision statement, and goals shown today are subject to change and have not been adopted by Village Council.

Mission Statement

"We strive to create a vibrant community with a balance between preservation and thoughtful economic growth that promotes a high quality of life through transparent leadership, efficient governance, and responsive services."

Vision Statement

"The Village of Marvin will be a welcoming and engaged community that promotes preservation, offers recreation, and celebrates heritage."

Goals

Goal 1 Preserve small-town atmosphere and identity

Goal 2 Create spaces for community building, recreation, and commerce

Goal 3 Grow the Village strategically, safely, and responsibly

Goal 4 Promote multimodal transportation and pedestrian safety

GOAL 1

Preserve small-town atmosphere and identity

POLICY: Maintain current land use patterns through the creation & implementation of land use compliant policies and codes

Action:

- Create development standards that accurately reflect the community's vision for Marvin
- Initiate amendments to land use codes based on statistically significant resident surveys, public input meetings, public comments, and other means of feedback
- Proactively manage and update land development codes and ordinances on a regular basis

POLICY: Promote the Village's vision, rural heritage, historic roots, and foster an appreciation for the Village's history and its unique identity to cultivate a greater sense of place and community

Action:

- Create inviting, walkable spaces between land uses that foster residents' meaningful connections to Village spaces
- Support events that promote community connections
- Protect structures, sites, features, and landscapes that enhance Marvin's history and cultural character
- Fund a branding program to install branding at public spaces including landmark signs and branding at gateways

POLICY: Preserve attractive, low-density, family-oriented neighborhoods

Action:

- Maintain a commitment to single-family neighborhoods and a density of approximately one home per acre
- Ensure that development adjacent to neighborhoods is compatible in terms of intensity, scale, and architecture
- Use buffer yards, trees, and setback regulations to protect neighborhoods from roadways or more intense uses
- Require neighborhood amenities that are accessible, well-lit, and designed to promote pedestrian activity
- Require preservation and maintenance of sensitive lands, open spaces, buffers, trees, and viewshed buffers

WHAT ACTIONS ARE MISSING TO SUPPORT THIS GOAL?

Add a sticky note or write below

GOAL 2

Create spaces for community building, recreation, and commerce

POLICY: Maintain our commitment to sustainable practices and protection of the natural environment

Action:

- Ensure the protection of trees and approprate landscaping
- Consider environmental protection measures when reviewing site design and making development decisions
- Utilize regional, state, and federal resources for improving local sustanability practices
- Establish municipal waste collection with natural gas trucks to reduce noise, pollution, and miles traveled by consolidating waste collection companies

POLICY: Preserve Marvin's existing tree canopy and other natural resources

Action:

- Implement ordinances that conserve and preserve trees, natural viewsheds, sensitive lands, and open space
- Require tree plantings, tree densities, and street tree plantings to enforce tree conservation
- Protect natural tree lines, heritage trees, and replant required trees in accordance with the Tree Ordinance

WHAT ACTIONS ARE MISSING TO SUPPORT THIS GOAL?

Add a sticky note or write below

GOAL 3

Grow the Village strategically, safely, and responsibly

POLICY: Align Heritage District policies with the Heritage District Master Plan

Action:

- Develop the Marvin Heritage District

POLICY: Consider limited development of pedestrian-oriented, neighborhood-scaled commercial areas

Action:

- Limit commercial development to neighborhood-oriented, small-scale businesses in specified areas of the Village
- Permit mid-scale market uses only on the municpial boundary, at the intersection of NC-16 and New Town Rd
- Establish intensities of commercial development compatible with adjacent and surrounding land uses
- Ensure the provision of pedestrian-friendly amenities and gathering places where appropriate and feasible
- Encourage pedestrian amenities that are adequately sized, enhanced landscapes, and are well-lit
- Prohibit regional-scale commercial uses and development by establishing restrictions on floor area ratio and gross floor area for all commercial uses
- Require modern design for driveways, parking, and storage lanes to minimize congestion
- Limit commercial uses to neighborhood-scale retail, specialty shops, restaurants, and services to serve residents

WHAT ACTIONS ARE MISSING TO SUPPORT THIS GOAL?

Add a sticky note or write below

GOAL 4

Promote multimodal transportation and pedestrian safety

POLICY: Improve transportation networks, local streets, infrastructure, and commuter conditions

Action:

- Maintain a municipal road maintenance program to improve the physical conditions of municipal-owned roads
- Provide an annual regular maintenance budget for street, drainage, and sidewalk repairs including varying funding sources
- Prioritize needed repairs in the Village's Capital Improvement Plan
- Implement an inspection and monitoring program for Village roads, sidewalks, streetscapes, and stormwater drainage
- Create policies and funding for the implementation of traffic calming devices to control and manage traffic on local roads

POLICY: Align our vision for pedestrian travelways, parks, and greenspace with the Parks & Greenways Master Plan

Action:

- Adopt the Parks & Greenways Master Plan

POLICY: Utilize planning efforts to improve transportation connectivity and safety

Action:

- Develop a municipal Street and Road Plan that identifies and categorizes roads within the Village
- Pursue studies to decrease speed limits on major roads
- Support the recommended road improvements outlined within the Comprehensive Transportation Plan
- Encourage state transportation bodies to accept recommendations in the Comprehensive Transportation Plan
- Pursue grants and funding from regional agencies to construct bicycle and pedestrian facilities

WHAT ACTIONS ARE MISSING TO SUPPORT THIS GOAL?

Add a sticky note or write below

Parks & Greenways Master Plan
2026 Update

Did you know? Village of Marvin is updating the 2023 Parks and Greenways Master Plan

Alongside the work of the Comprehensive Plan, Village of Marvin is revisiting the 2023 Parks & Recreation Master Plan and 2020 Conceptual Greenway Plan. This update re-prioritizes parks and greenway project phasing, funding strategy, and partnerships to align with the Comprehensive Plan, incorporate 2025 Community Survey input and 2025 greenway wetland inventory results.

The goal of this update is to better align with resident priorities, establish a framework to better collaborate with partners, and navigate the increased difficulty of conserve natural areas due to pressures of development.

Alignment with Comprehensive Plan:

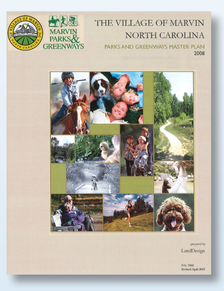
MISSION STATEMENT: "We strive to create a **vibrant community** with a balance between **preservation and thoughtful economic growth** that promotes a **high quality of life** through transparent leadership, efficient governance, and **responsive services.**"

VISION STATEMENT: "The Village of Marvin will be a welcoming and engaged community that **promotes preservation, offers recreation, and celebrates heritage.**"

GOALS:

1. Preserve **small-town atmosphere** and identity
2. Create spaces for community building, **recreation**, and commerce
3. Grow the Village **strategically**, safely, and **responsibly**
4. Promote **multimodal** transportation and **pedestrian safety**

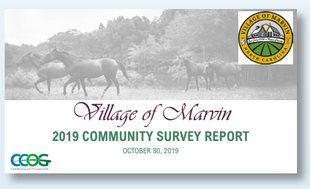
Building on 20 years of parks, trails, & open space planning in the Village of Marvin



2008

Parks & Greenways Master Plan

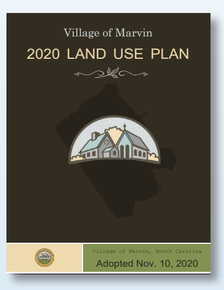
Established the Village's first vision for connected parks, trails, and open space.



2019

Community Survey Report

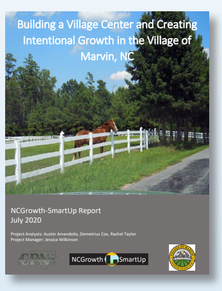
Residents voiced strong support for trails, parks, and preserving small-town character.



2020

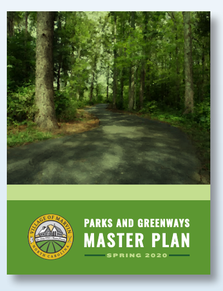
Land Use Plan

Guided growth while integrating parks, open space, and community connectivity.



Growth SmartUp Recommendation Report

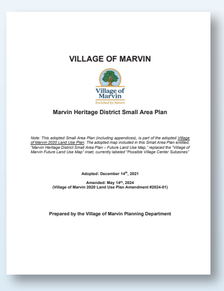
Promoted a walkable, community-centered Village Center supported by parks, civic spaces, and low-intensity development



Parks & Greenways Master Plan

Outlined a connected greenway network to improve walking, biking, and access to natural areas.

2021



Heritage District Small Area Plan

Outlined a walkable, mixed-use Village center with trails and public spaces.

2023



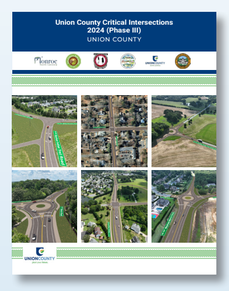
Comprehensive Parks & Recreation Master Plan

Set a 10-year strategy for expanding parks, greenways, and amenities.



Village Hall Park Master Plan

Designed a central civic park for events, trails, and community gathering.



Union County Critical Intersection Analysis

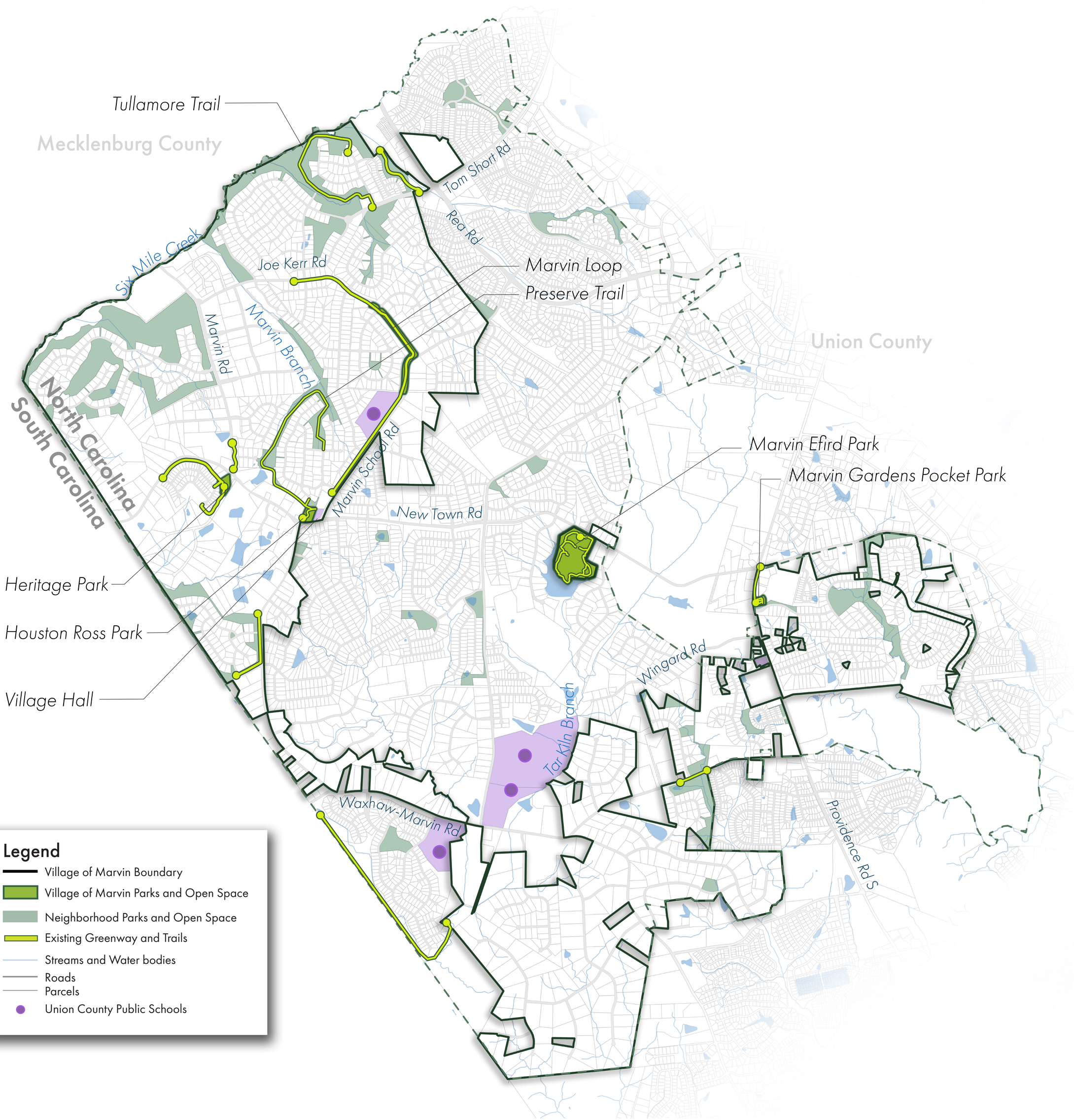
Identified key safety and access improvements near Village destinations.

Parks & Greenways Master Plan
2026 Update

GOALS FOR PARKS, TRAILS, AND OPEN SPACES IN VILLAGE OF MARVIN:

Informed by the results of the 2025 community survey, working group interviews, completed wetland impact studies, and development of the Comprehensive Plan; the following goals were established to guide the Parks & Greenways Master Plan 2026 Update:

1. **STEWARD NATURAL AREAS AND SENSITIVE ECOSYSTEMS**
2. **HOST COMMUNITY EVENTS AND RECREATION PROGRAMMING**
3. **PROVIDE HIGH QUALITY PARKS, GREENWAYS, TRAILS, AND COMMUNITY FACILITIES**
4. **CONNECT RESIDENTS TO PARKS, SCHOOLS, AND NATURAL AREAS**



Parks & Greenways Master Plan
2026 Update

2026 UPDATE CONCEPTUAL GREENWAYS & TRAILS PLAN:

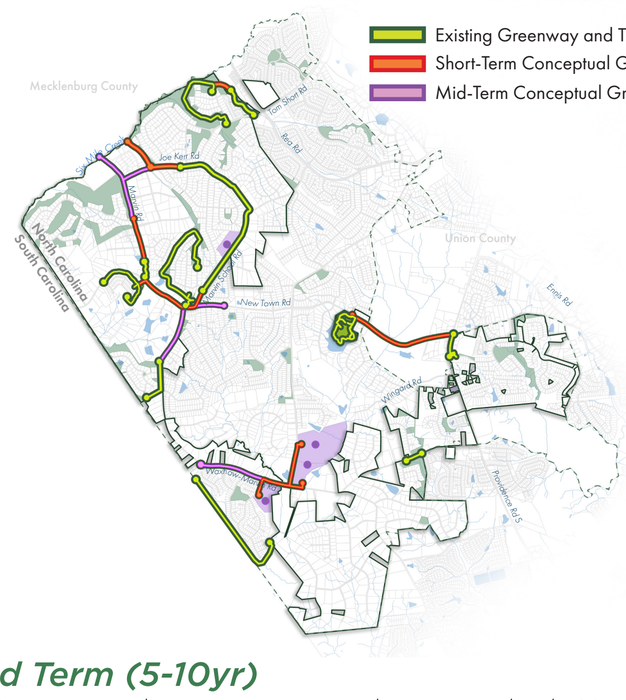


July 2026 DRAFT



Short Term (1-5yr)

Short term conceptual segments include in progress segments of the Marvin Loop, prioritized connection between schools and parks, connection to the Six Mile Creek Greenway and connection of the Tullamore and Amber Meadows Trail.

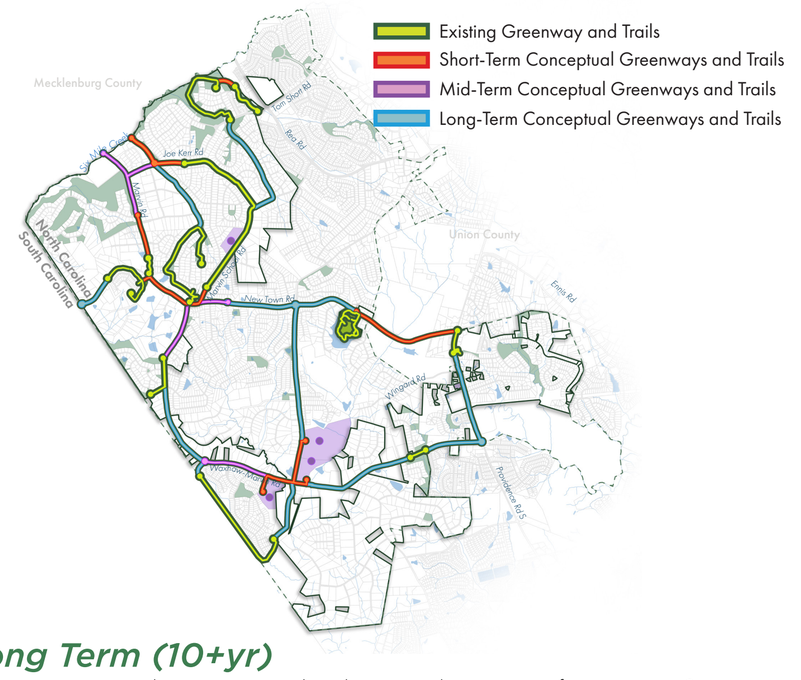


Mid Term (5-10yr)

Mid term conceptual segments prioritize completing or extending the Marvin Loop and identified 2020 conceptual greenways master plan spine. In order to successfully implement, community engagement, funding strategy, and site specific feasibility studies are the current focus for these segments.

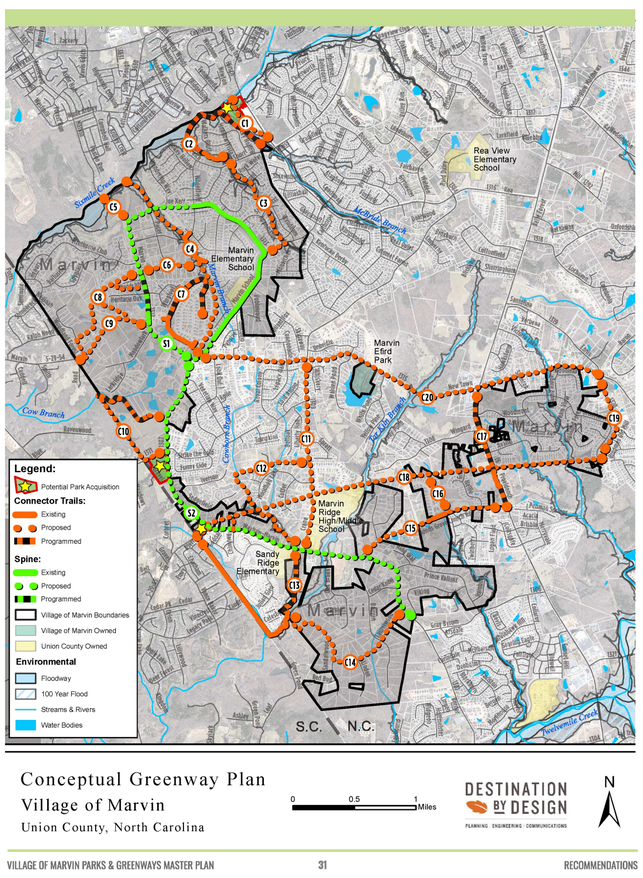
WHAT CONNECTIONS ARE MISSING?

Draw on the map or describe below



Long Term (10+yr)

Long term conceptual segments complete the overarching system of connectivity. Sections of the conceptual greenway plan that are designated as long-term may not be feasible today due to cost of construction, conflicting current land use, or cost of permitting and construction. Long term segments may be implemented as funding opportunities arise, in tandem with roadway improvement, or negotiated alongside site development.



VILLAGE OF MARVIN PARKS & GREENWAYS MASTER PLAN 31 RECOMMENDATIONS

2020 Conceptual Greenway Plan

WHAT HAS CHANGED?

- Prioritizing safe connections from neighborhoods to parks, and schools
- Reduced number of proposed paths within floodplain
- Simplified terms to “Existing Greenway or Trail” and “Conceptual Greenway or Trail”
- Proposed phasing based on prioritized connections
- Increased communication with residents related to the process of conceptual planning to construction

Parks & Greenways Master Plan
2026 Update

Goals and Actions:

Goal 1: STEWARD NATURAL AREAS AND SENSITIVE ECOSYSTEMS

- Continue invasive species management volunteer program
- Maintain Tree City USA status through the Parks, Recreation, and Greenways Advisory Board
- Seek permanent easements and acquisition of floodplain when possible
- Track maintenance costs for facilities and land to inform annual budgets
- Establish open space and natural area management guidance to provide to neighborhoods and private land owners

Goal 2: HOST COMMUNITY EVENTS AND RECREATION PROGRAMMING

- Expand Tree City USA program
- Continue reoccurring community events with dedicated funding
- Continue seasonal programming and pilot holiday and/or farmers markets concurrent with these events
- Seek contracts with local business, schools, universities, or skilled individuals to facilitate specialized programming

Goal 3: PROVIDE HIGH QUALITY PARKS, GREENWAYS, TRAILS, AND COMMUNITY FACILITIES

- Implement clear trail heads at entry points of the greenways and trails
- Re-establish parks and recreation department staff to track future maintenance, facilitate community events, lead greenway and trail planning, share information with the community, and manage grants and capital funding that support parks, greenways, and recreation facilities
- Create funding strategy to support future acquisition of sensitive natural areas, residential estate properties, or historic sites central to the rural character of Village of Marvin for use as park land, natural surface trails, or educational sites

Goal 4: CONNECT RESIDENTS TO PARKS, SCHOOLS, AND NATURAL AREAS

- Provide informational resources for residents related to available recreation facilities and programs within Village of Marvin and within a 20-30min drive
- Prioritize pedestrian connectivity locally and regionally
- Establish wayfinding standards and implement installation in coordination with phased implementation of conceptual greenways and trails
- Partner with neighborhoods, businesses, and private residents to establish shared use agreements that are mutually beneficial while allowing public access to amenities or natural areas

WHAT GOALS OR ACTIONS ARE MISSING?

Add a sticky note or share your input below: