

PROJECT & PROCESS OVERVIEW

WHAT IS A UNIFIED DEVELOPMENT ORDINANCE (UDO)?

The Unified Development Ordinance (UDO) is the City’s zoning ordinance and development rules, all combined into one document.

It brings together the regulations that guide how land is used and developed, including things like zoning, subdivision of land, and other development standards, into a single, easy to understand set of rules. Instead of having multiple separate ordinances, the UDO puts everything in one place to make the process clearer, more consistent, and easier for residents, property owners, and developers to understand.

Why does this matter?

Updating the UDO was a priority recommendation from the **Imagine Morganton 2040 Comprehensive Plan**, reflecting the community’s vision for future growth.

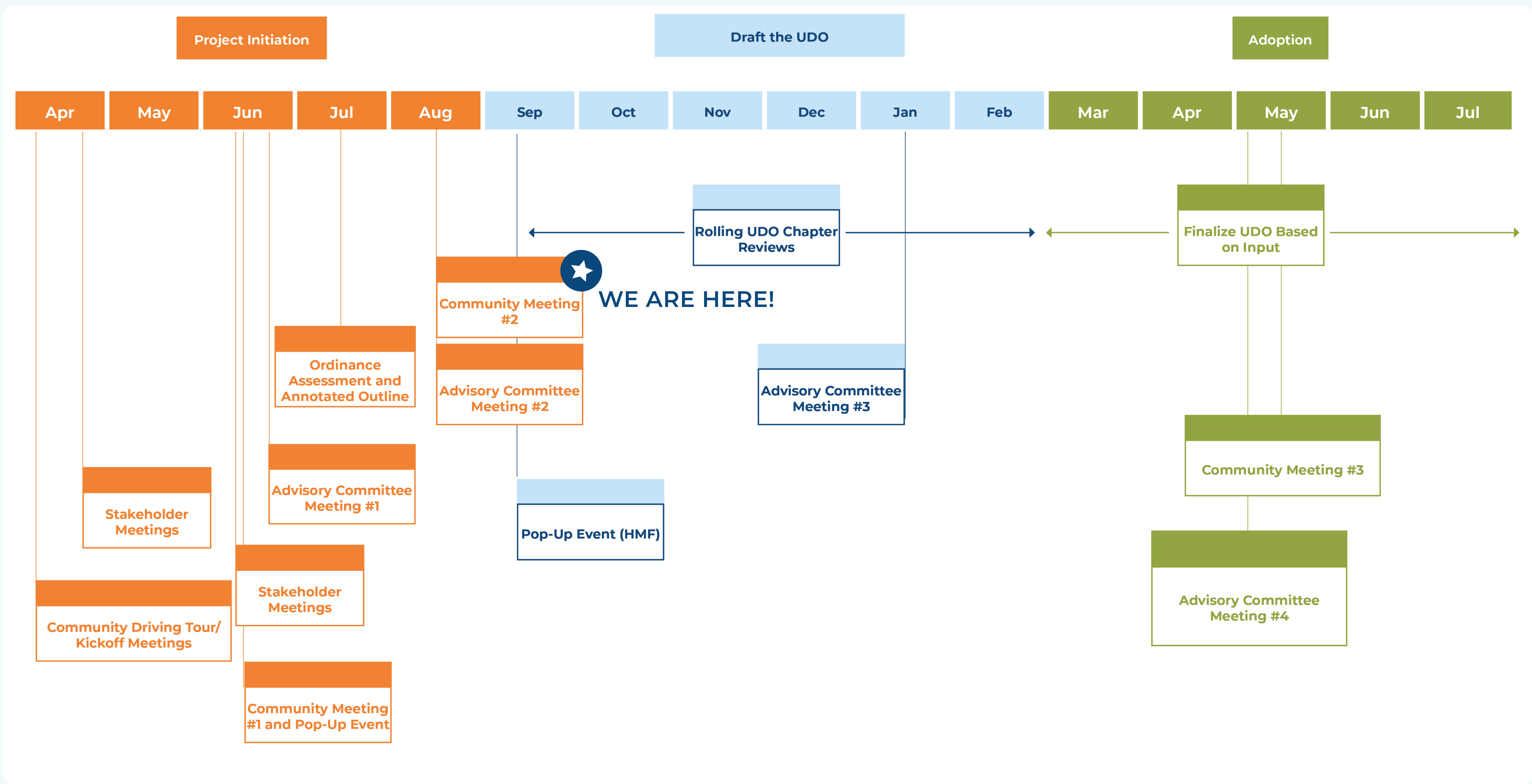
This process will:

- Update **zoning, subdivision, and environmental** regulations
- Establish standards for **landscaping, signs,** and **parking**
- Define expectations for **building design** and lot sizes
- Clarify **permitted land uses** across the community

These rules shape how our community grows, what development looks like, how it functions, and how it fits into existing neighborhoods.

PROCESS SCHEDULE

This project schedule provides a overview of the different phases of the Unified Development Ordinance (UDO) process. The schedule below focuses on key milestones in the process, including meetings, and the community engagement opportunities. Digital engagement via the dedicated project website will be ongoing throughout the process. The process is scheduled to conclude in Summer 2027.



Your input matters!

We need your input on these topics to help guide the standards and regulations moving forward.

This is your ordinance. Help shape the future of Morganton!

Visit the Website:

<https://engagekh.mysocialpinpoint.com/morgantonudo>



WELCOME!

WHAT IS THE ASSESSMENT?

THE PROJECT TEAM REVIEWED AND ASSESSED MORGANTON’S CURRENT DEVELOPMENT REGULATIONS, USING COMMUNITY INPUT TO HELP GUIDE RECOMMENDATIONS AND IDENTIFY AREAS FOR IMPROVEMENT. THIS ASSESSMENT PROVIDES A COMPREHENSIVE REVIEW OF MORGANTON’S EXISTING DEVELOPMENT REGULATIONS AND SERVES AS THE FOUNDATION FOR THE CREATION OF THE UNIFIED DEVELOPMENT ORDINANCE. THE ASSESSMENT SUMMARIZES THE PURPOSE AND CONTENT OF EACH EXISTING ORDINANCE, IDENTIFIES THE REGULATORY TOPICS CURRENTLY ADDRESSED BY THE CITY, AND EVALUATES OPPORTUNITIES FOR IMPROVEMENT, CLARIFICATION, MODERNIZATION, AND CONSOLIDATION.

WHY IS YOUR INPUT IMPORTANT?

UNDERSTANDING HOW MORGANTON’S EXISTING REGULATIONS ARE WORKING FOR THOSE WHO USE, ADMINISTER, AND ARE AFFECTED BY THEM IS A CRITICAL COMPONENT OF THE UDO PROCESS.



KEY THEMES FROM PUBLIC MEETING #1 AND POP-UP EVENT #1

- HOUSING CHOICE
- QUALITY DEVELOPMENT
- DOWNTOWN REVITALIZATION
- FLEXIBLE REGULATIONS
- ENHANCED LANDSCAPING

DID WE GET IT RIGHT?

PLACE A RED ● OR GREEN ● DOT ON EACH KEY THEME FROM STAKEHOLDERS AND STAFF!

THE ORDINANCE IS TOO COMPLEX AND DIFFICULT TO NAVIGATE

GREATER FLEXIBILITY IS DESIRED

DEVELOPMENT STANDARDS MAY INCREASE COSTS WITHOUT CORRESPONDING BENEFITS

HOUSING DIVERSITY AND AFFORDABILITY ARE COMMUNITY PRIORITIES

DOWNTOWN REQUIRES A TAILORED APPROACH

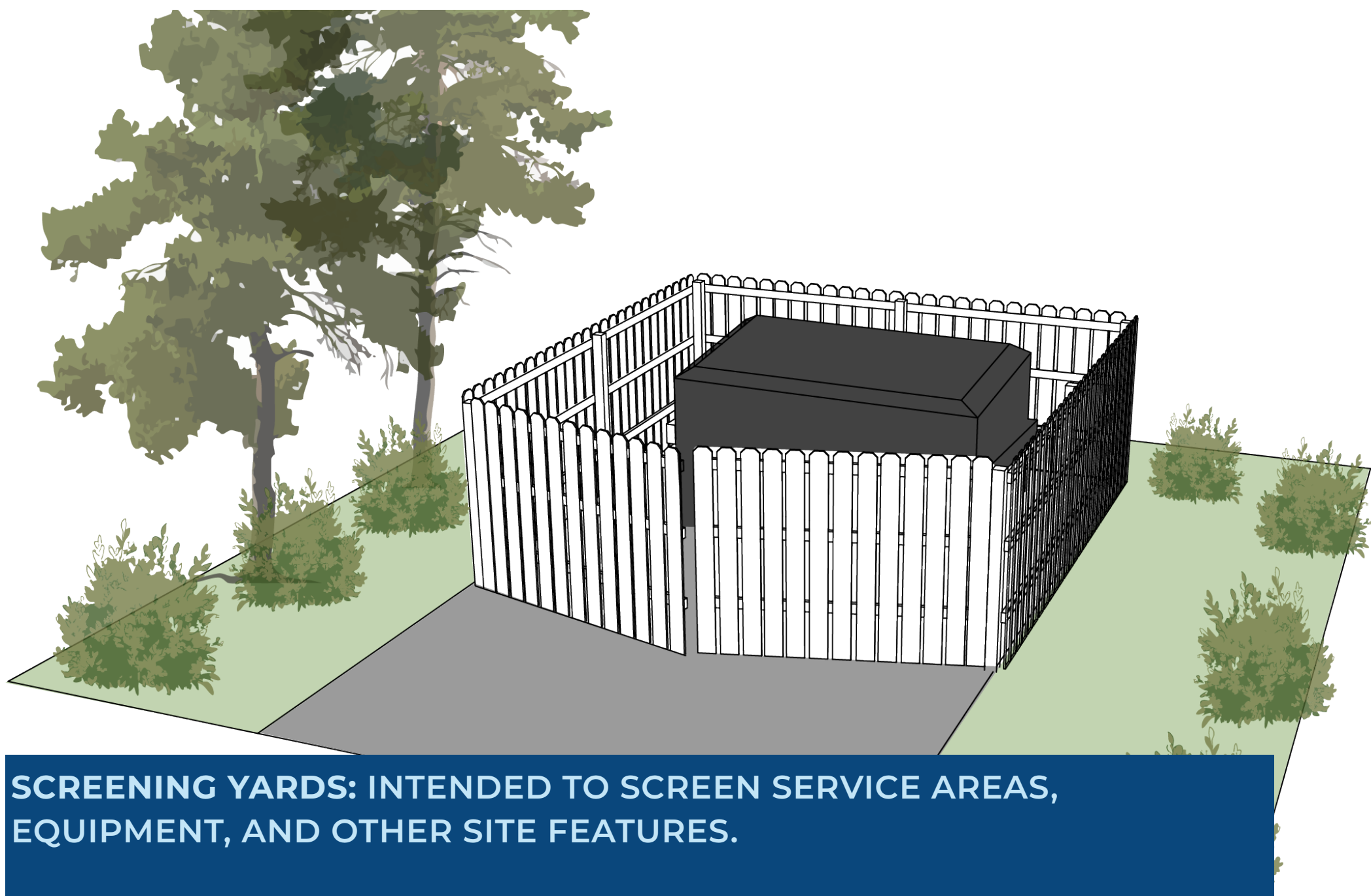
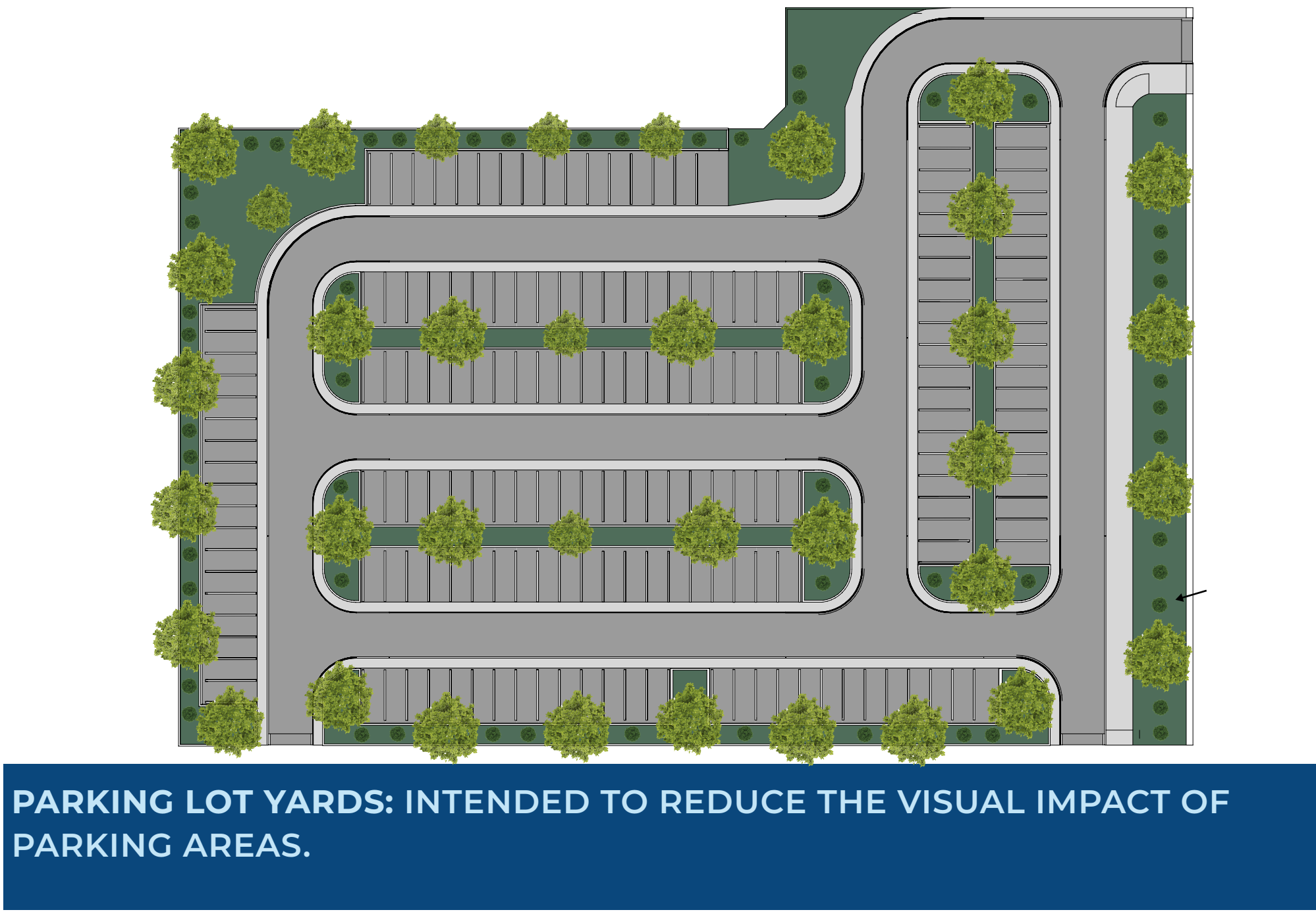
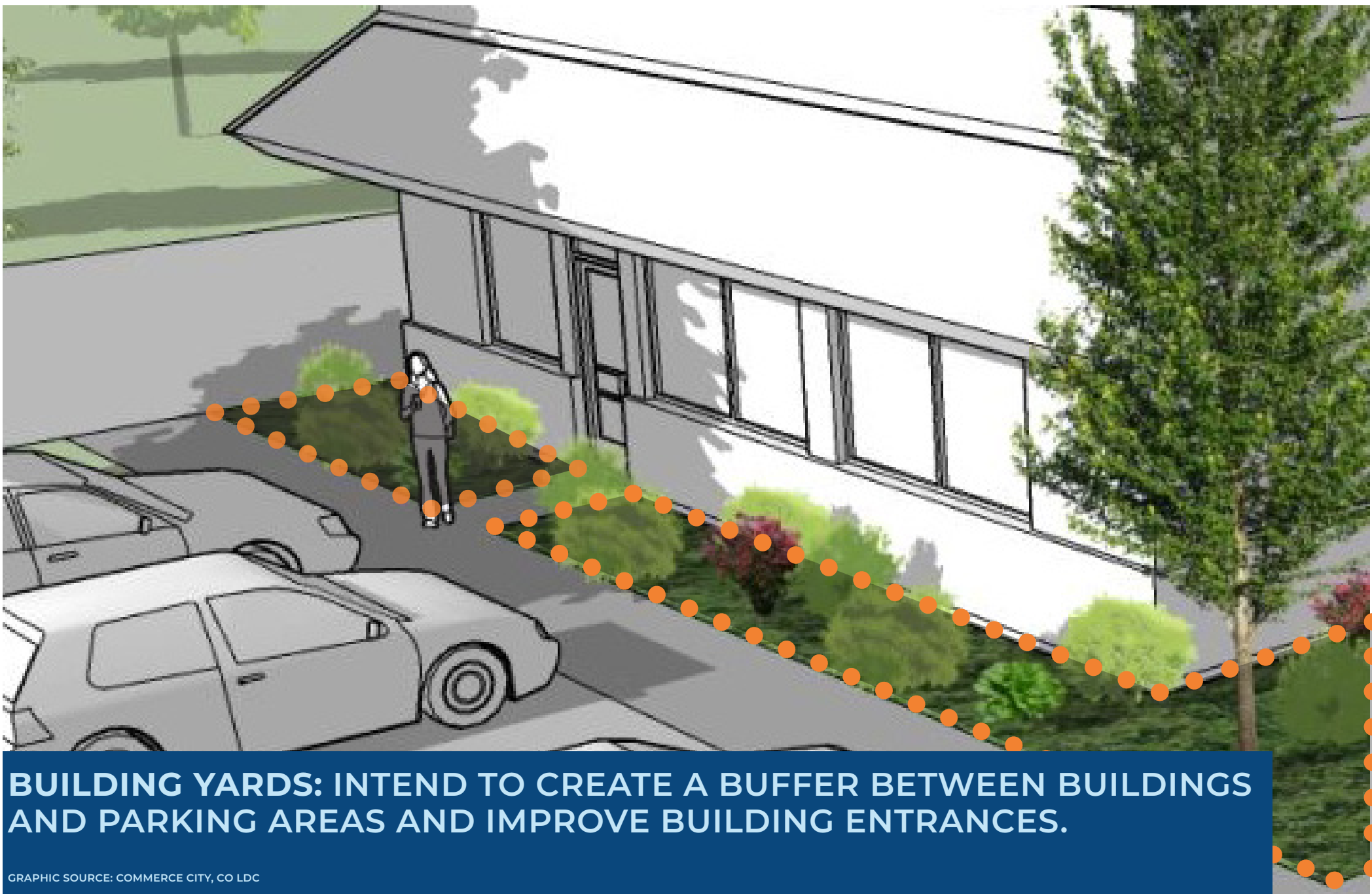
WHAT DID WE MISS?



LANDSCAPING REQUIREMENTS - TOO MUCH, TOO LITTLE, NOT ENOUGH?

DID YOU KNOW?

MORGANTON'S LANDSCAPING REGULATIONS ARE INTENDED TO REDUCE VISUAL IMPACTS, NOISE, DUST, HEAT, GLARE, AND OTHER NUISANCES WHILE ENHANCING THE APPEARANCE OF DEVELOPMENT AND BLENDING IT WITH THE NATURAL LANDSCAPE. EXISTING VEGETATION IS ENCOURAGED TO BE PRESERVED WHENEVER POSSIBLE AND MAY BE CREDITED TOWARDS LANDSCAPING REQUIREMENTS.



WHAT DO YOU THINK?

COMPLETE THE CORRESPONDING SURVEY SHEET AND RETURN IT TO THE STATION HOST. YOUR RESPONSES WILL HELP THE CITY DETERMINE WHICH LANDSCAPING REQUIREMENTS SHOULD BE RETAINED, MODIFIED, OR SIMPLIFIED AS PART OF THE UDO CREATION.



BUILDING DESIGN - OUTSIDE OF DOWNTOWN

DID YOU KNOW?

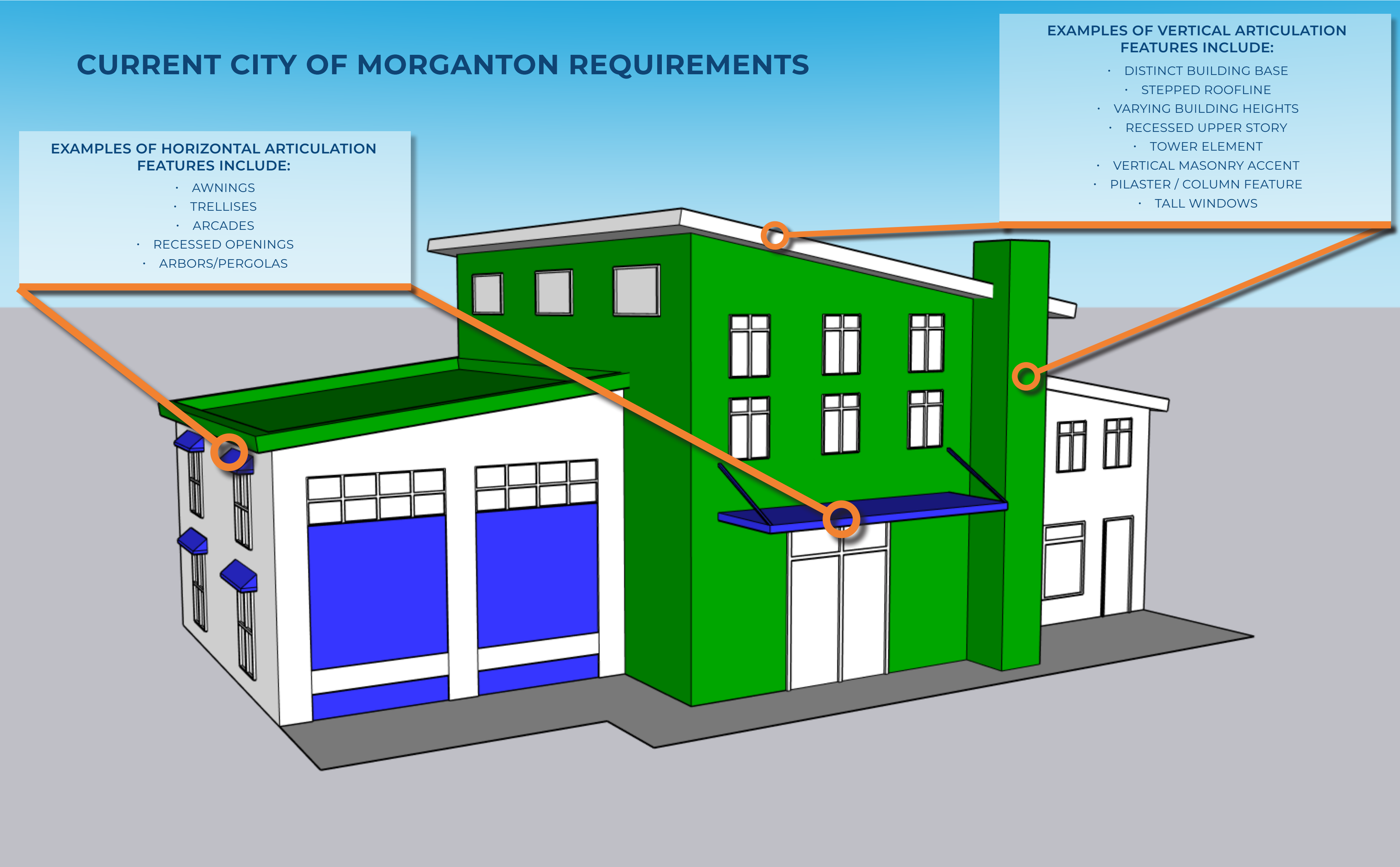
MORGANTON’S CURRENT ORDINANCE REQUIRES MANY NON-RESIDENTIAL BUILDINGS IN CERTAIN AREAS OUTSIDE OF DOWNTOWN TO INCORPORATE ARCHITECTURAL FEATURES THAT BREAK UP LARGE WALLS AND BUILDING FACADES. THESE STANDARDS ARE INTENDED TO REDUCE THE APPEARANCE OF LONG, UNINTERRUPTED BUILDING WALLS AND CREATE MORE VISUALLY INTERESTING BUILDINGS.

- **HORIZONTAL ARTICULATION:** FEATURES THAT BREAK UP LONG BUILDING WALLS AND CREATE VARIATION ALONG THE FAÇADE.
- **VERTICAL ARTICULATION:** FEATURES THAT BREAK UP A BUILDING’S HEIGHT AND MASS TO CREATE A MORE INTERESTING BUILDING FORM.

WHAT DO YOU THINK?

HOW MUCH ARCHITECTURAL ARTICULATION SHOULD BE REQUIRED ON NEW COMMERCIAL AND MIXED-USE BUILDINGS?

PLACE A DOT ON EACH SCALE BELOW TO INDICATE YOUR PREFERENCE.



VERTICAL ARTICULATION



HORIZONTAL ARTICULATION



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BUILDING DESIGN - DOWNTOWN

DID YOU KNOW?

DOWNTOWN MORGANTON IS SUBJECT TO BUILDING DESIGN STANDARDS INTENDED TO MAINTAIN THE HISTORIC CHARACTER OF DOWNTOWN AND ENSURE THAT NEW INFILL DEVELOPMENT IS COMPATIBLE WITH THE SURROUNDING BUILT ENVIRONMENT. AMONG OTHER DESIGN REQUIREMENTS, THIS EXERCISE FOCUSES ON TWO KEY ELEMENTS:

- **BUILDING MATERIALS:** STANDARDS REGULATE EXTERIOR BUILDING MATERIALS TO HELP MAINTAIN THE CHARACTER AND APPEARANCE OF DOWNTOWN MORGANTON.
- **WINDOW TRANSPARENCY & GLAZING:** STANDARDS REGULATE THE AMOUNT OF TRANSPARENT GLASS PROVIDED ON BUILDING FACADES TO CREATE VISUALLY ENGAGING BUILDINGS AND SUPPORT AN ACTIVE PEDESTRIAN ENVIRONMENT.

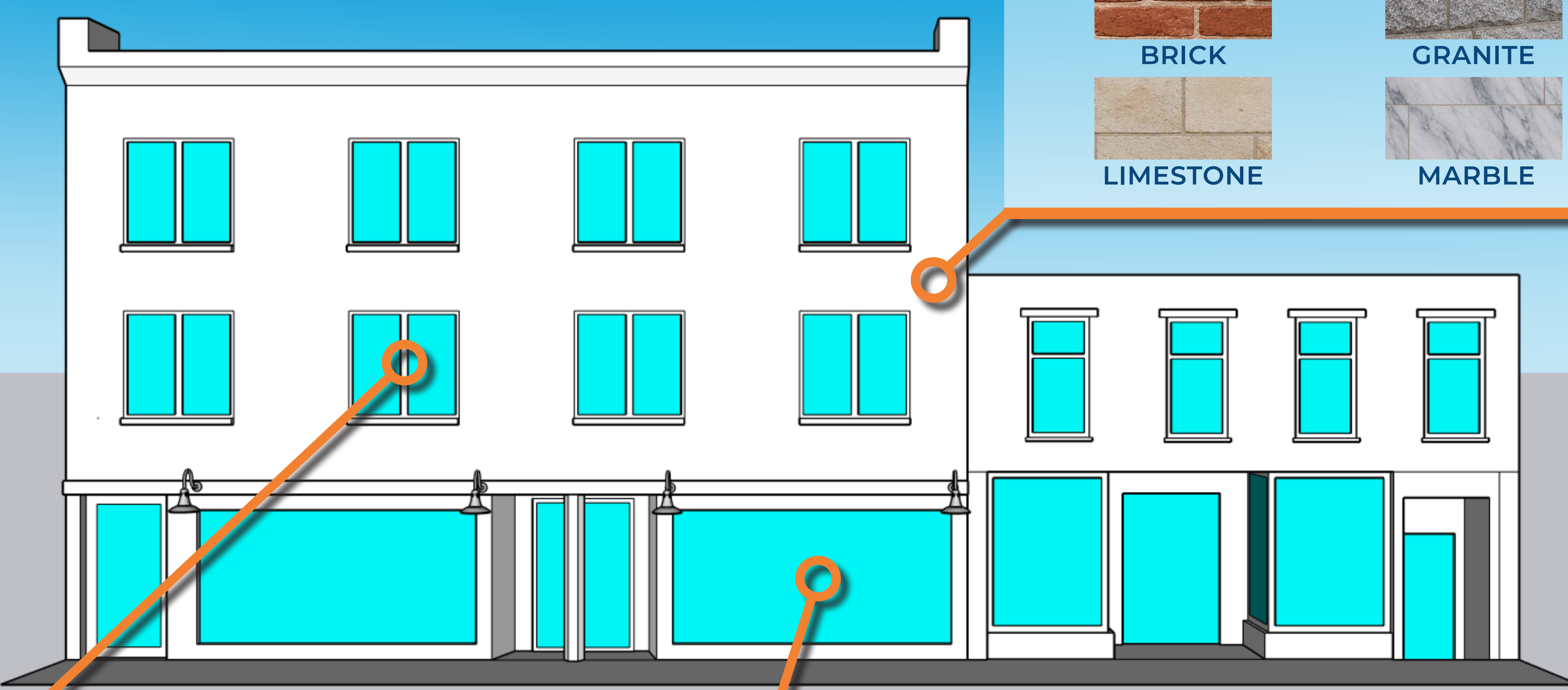
WHAT DO YOU THINK?

CONSIDER THE FOLLOWING:

- SHOULD BUILDING MATERIALS REMAIN FOCUSED ON TRADITIONAL MASONRY AND NATURAL STONE, OR SHOULD A WIDER RANGE OF MATERIALS BE ALLOWED?
- SHOULD CURRENT TRANSPARENCY REQUIREMENTS BE MAINTAINED, INCREASED, OR REDUCED?
- HOW IMPORTANT IS IT THAT NEW BUILDINGS COMPLEMENT THE CHARACTER OF EXISTING DOWNTOWN BUILDINGS?
- WHAT BALANCE SHOULD MORGANTON STRIKE BETWEEN DESIGN FLEXIBILITY AND PRESERVING DOWNTOWN CHARACTER?

PLACE A DOT ON EACH SCALE BELOW TO INDICATE YOUR PREFERENCE.

CURRENT CITY OF MORGANTON REQUIREMENTS



The diagram shows a two-story building facade. On the left, there are four windows on the second floor and four on the first floor. On the right, there are four windows on the second floor and four on the first floor. A callout box on the right lists permissible materials: Brick, Granite, Limestone, and Marble. A callout box on the left lists window transparency requirements: 70% to 90% of the storefront must be transparent glass, and at least 30% of upper-story facades must consist of windows or other glazed areas.

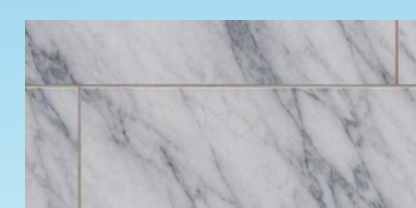
BUILDING MATERIALS

PERMISSIBLE MATERIALS DOWNTOWN INCLUDE:


BRICK

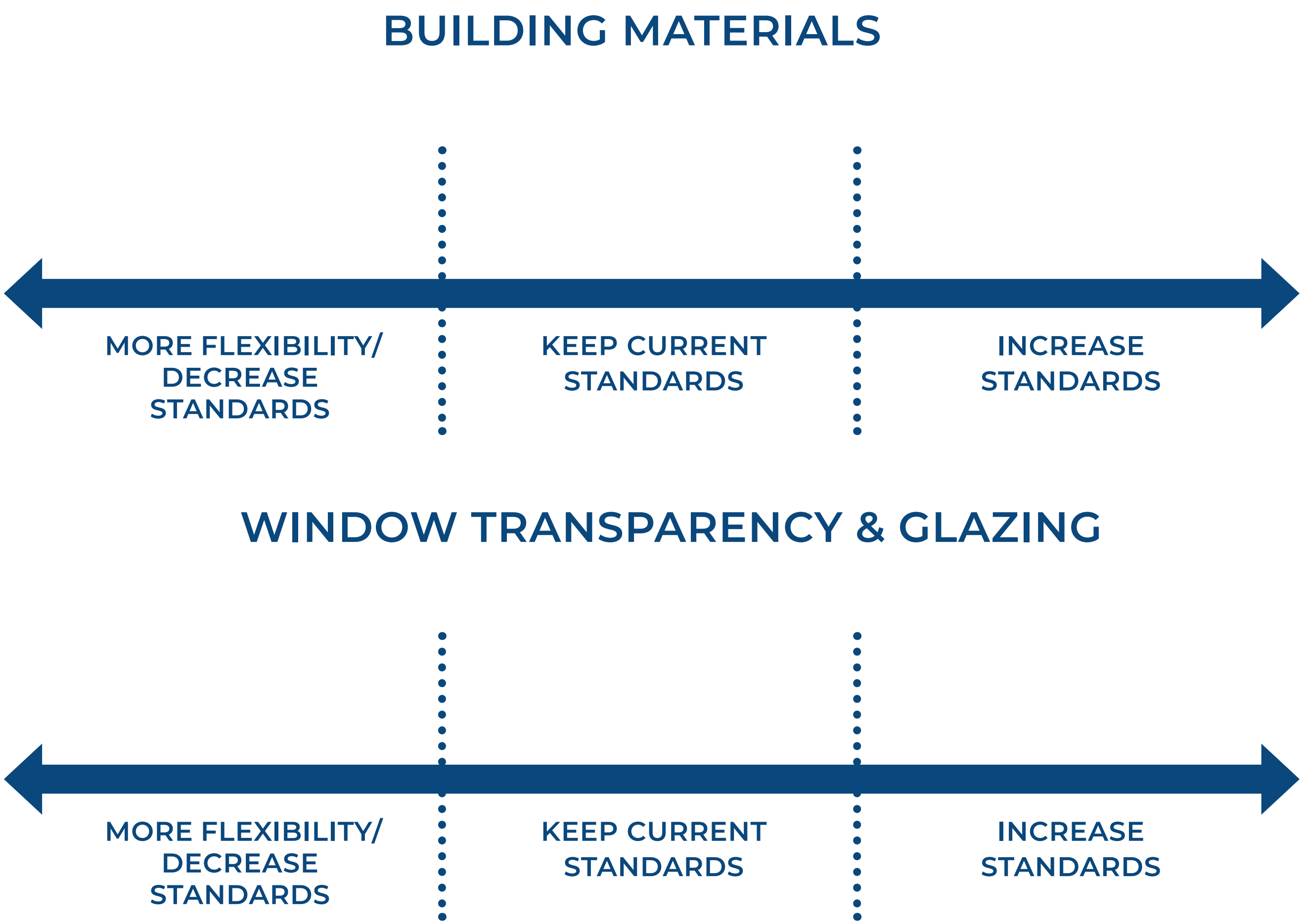

GRANITE


LIMESTONE


MARBLE

WINDOW TRANSPARENCY & GLAZING

- 70% TO 90% OF THE STOREFRONT MUST BE TRANSPARENT GLASS TO CREATE AN ACTIVE AND INVITING PEDESTRIAN ENVIRONMENT.
- AT LEAST 30% OF UPPER-STORY FAÇADES MUST CONSIST OF WINDOWS OR OTHER GLAZED AREAS TO MAINTAIN VISUAL INTEREST AND AVOID BLANK WALLS.



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WHAT DID YOU LIKE ABOUT COTTAGE COURTS?

AT OUR LAST PUBLIC WORKSHOP, MANY PARTICIPANTS EXPRESSED SUPPORT FOR SMALLER LOTS AND COTTAGE COURT-STYLE HOUSING. WE WANT TO BETTER UNDERSTAND WHAT INFLUENCED THOSE PREFERENCES.



WHAT APPEALED TO YOU THE MOST?

PLACE THREE STICKERS NEXT TO THE FEATURES THAT ARE MOST IMPORTANT TO YOU.

YOU MAY PLACE ALL THREE STICKERS ON ONE FEATURE OR SPREAD THEM ACROSS MULTIPLE FEATURES.

USE STICKY NOTES ANYWHERE ON THE BOARD TO HIGHLIGHT OTHER FEATURES YOU LIKE OR DISLIKE.

LOT SIZE (SMALLER LOTS)

HOMES CLOSER TOGETHER
(HIGHER DENSITY)

NEIGHBORHOOD FORM
(SHARED OPEN/COMMON
SPACE)

ARCHITECTURE
(COTTAGE-STYLE DESIGN)

WALKABLE
NEIGHBORHOOD DESIGN