

project overview

ABOUT THE PLAN

The Town of Winterville is growing thanks to its close proximity to Greenville, major employers and high quality of life. 2017 Census data estimates **Winterville's population just over 9,600 persons**. Population estimates for the town and Extra-territorial Jurisdiction (ETJ) exceed 11,000.

The Town is currently updating its Comprehensive Land Use Plan. The plan will provide **guidance on land use, recreation and infrastructure decisions** for years to come.

The plan will include an updated vision for the Town and goals, as well as recommendations and policies to assist local decision makers in the management of growth and development in Winterville. **Feedback from stakeholders, members of the public and elected and appointed officials has been a critical component of the plan.** We need you to provide input and visit the website for more information.

PROJECT WEBSITE

www.wintervillenc.com/comprehensive-land-use-plan

PROJECT SCHEDULE

PHASE	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
1. PROJECT INITIATION	[Bar]										
2. MAPPING & ANALYSIS		[Bar]									
3. PUBLIC ENGAGEMENT & DESIGN CHARETTE				[Bar]							
5. PLAN DEVELOPMENT					[Bar]						
5. IMPLEMENTATION & ADOPTION									[Bar]		

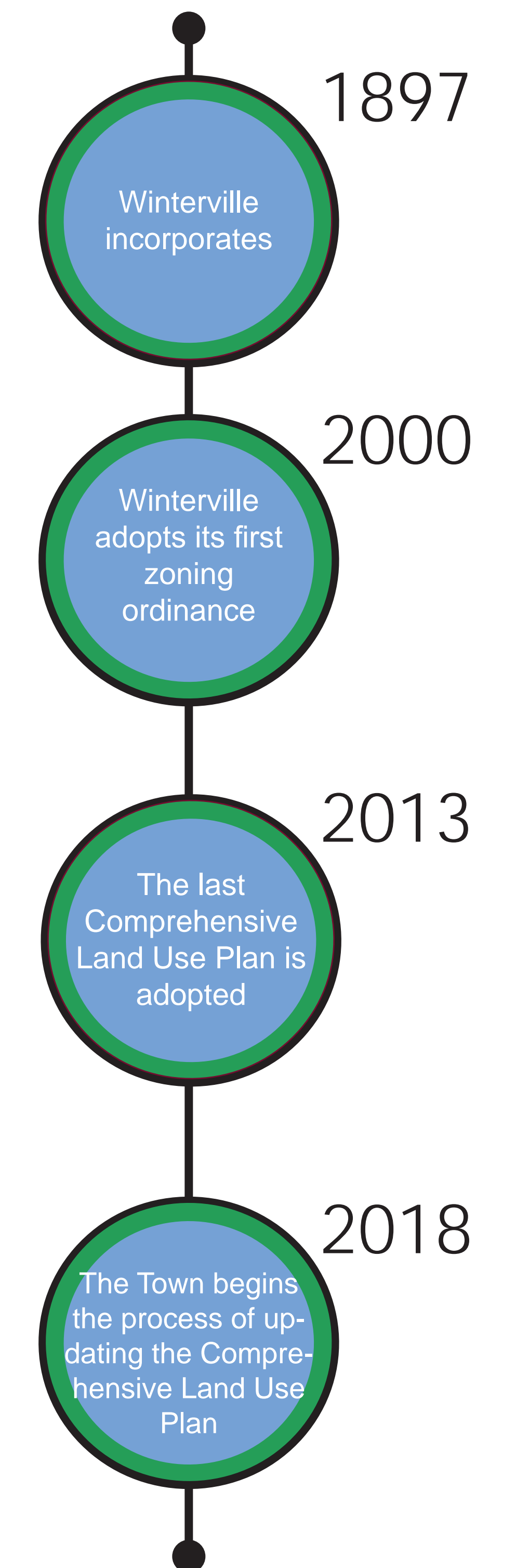


PUBLIC ENGAGEMENT

Over one hundred participants showed up *in person* to share their perspectives, dreams, and goals for the future of Winterville. And that's on top of the online public survey!



PLANNING TIMELINE



Town of
WINTERVILLE
A slice of the good life!

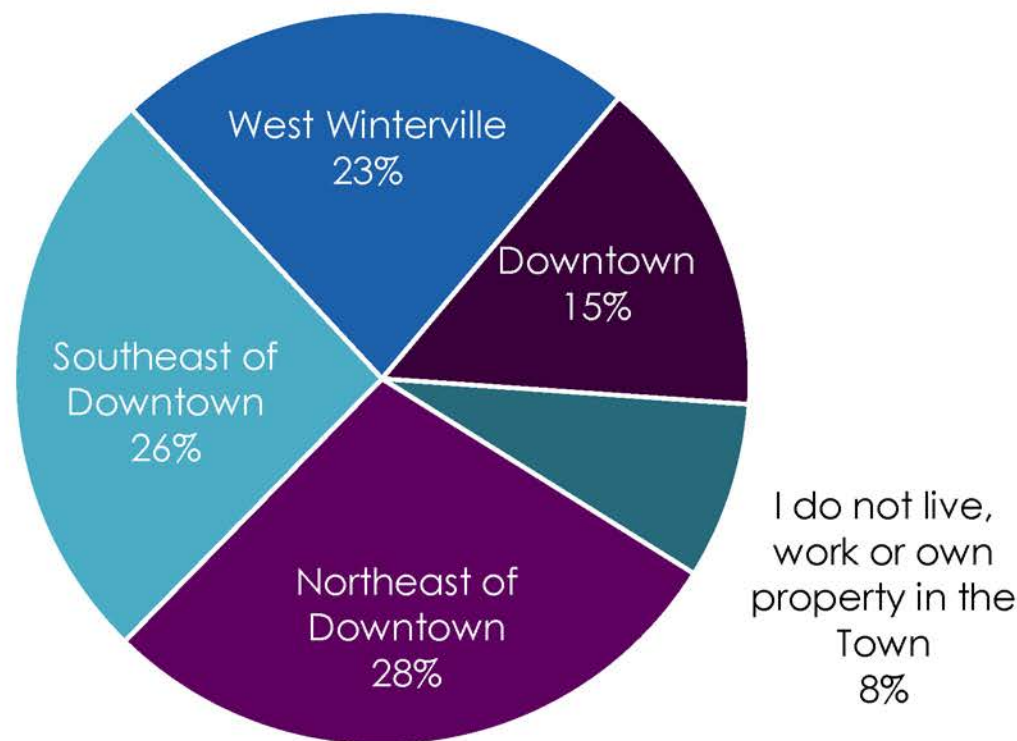
survey summary

SURVEY RESULTS

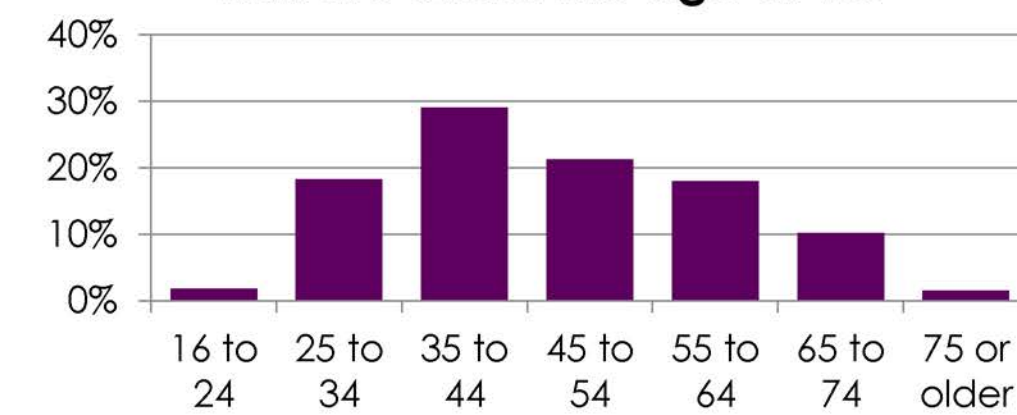
- Survey open from February 19 – March 31, 2019
- 334 responses collected
- 79% completion rate
- Avg. time to complete – 7 minutes

SURVEY PARTICIPANTS

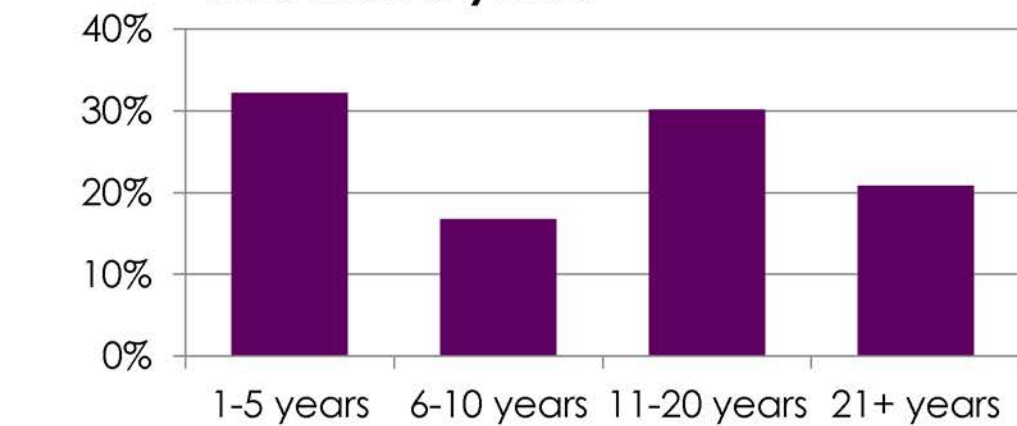
Respondents mostly live, work or own property Northeast, Southeast and West of Winterville.



Nearly a third of respondents are in their mid thirties to early forties and half are under the age of 45.

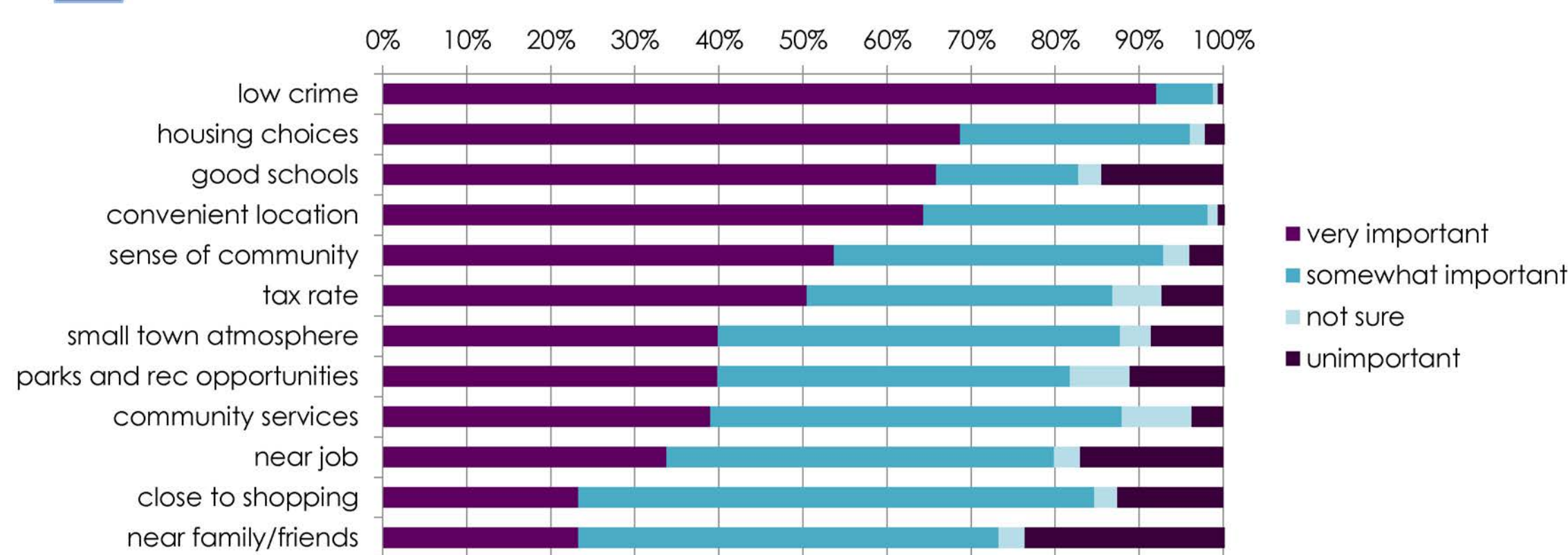


About a third of residents surveyed have lived in Winterville less than 5 years



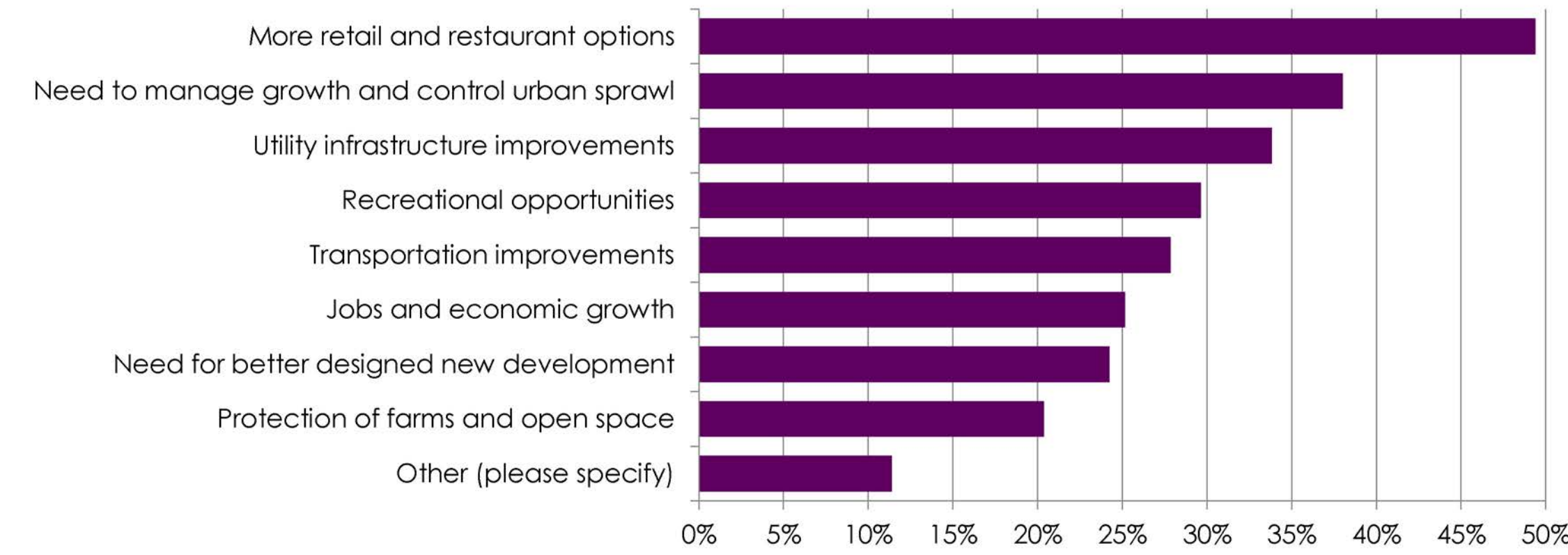
TOWN VALUES

In deciding where to live, respondents indicated low crime, housing choices, good schools, and convenient location as the most important factors.



PRIORITY ISSUES

Respondents indicated the most pressing issues in Winterville were more restaurant/retail options, managing growth/urban sprawl, and improving utilities/infrastructure.



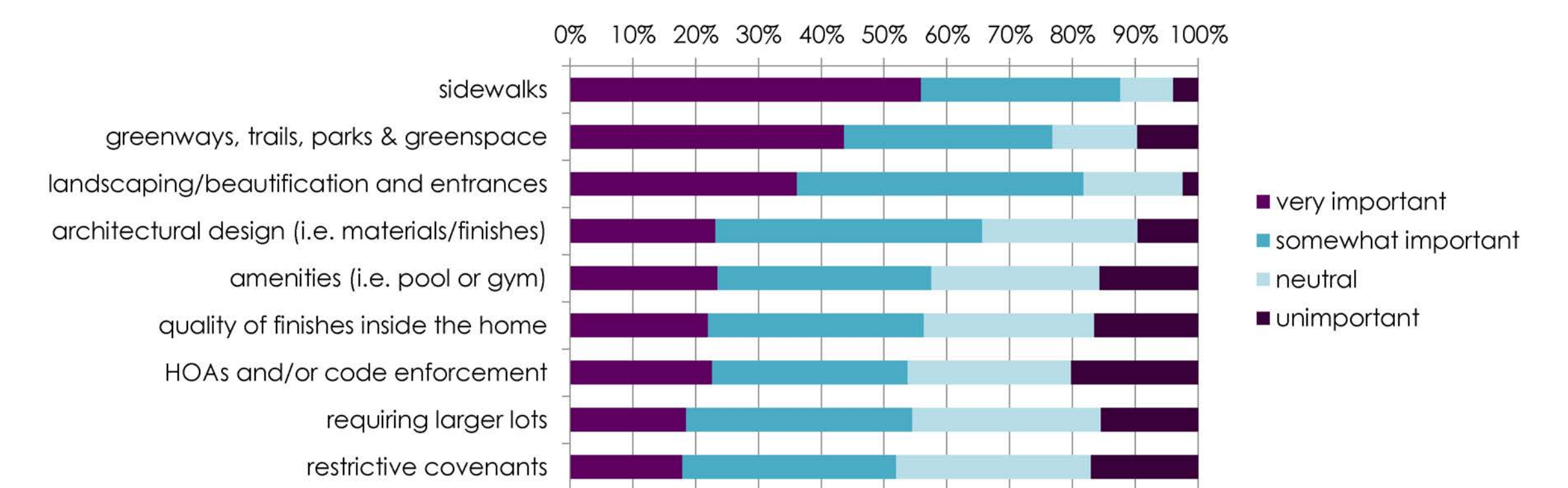
HOUSING PREFERENCE

Respondents generally indicated strong support for single family homes with large yards but also indicated support for homes or low-maintenance dwellings with small lots, including townhomes near shopping and services.



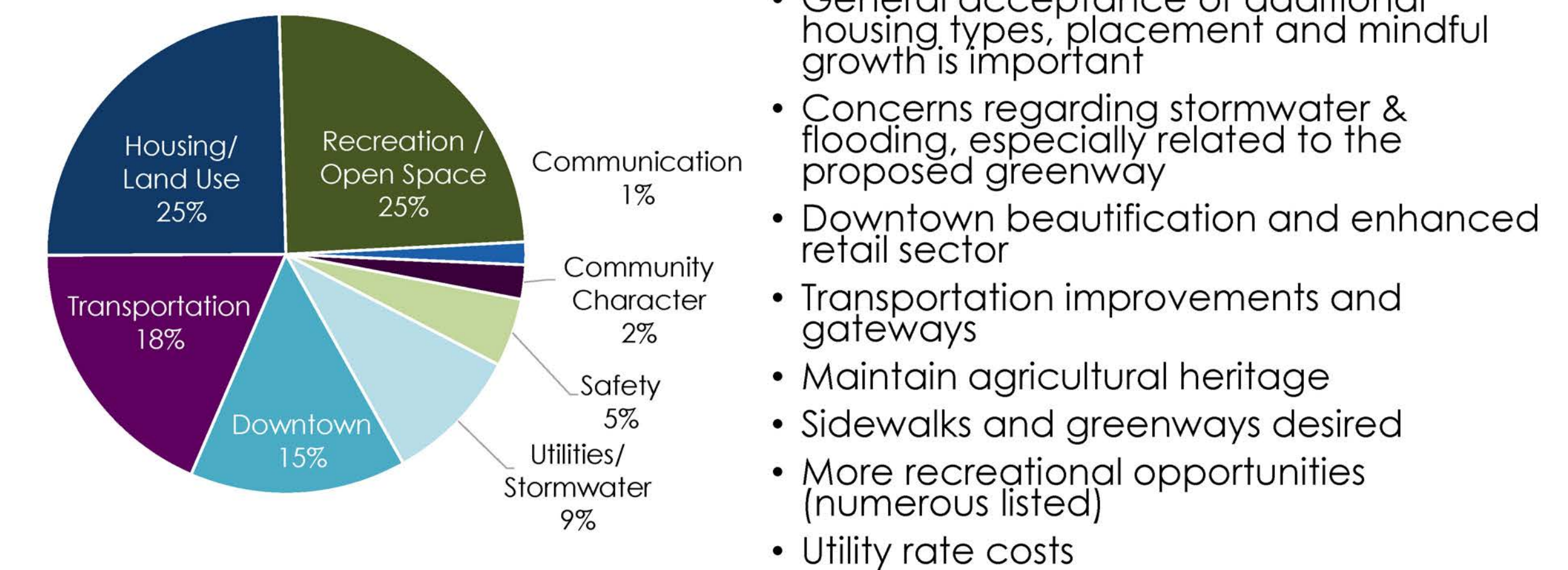
NEIGHBORHOOD QUALITY

Respondents indicated the most important factors in establishing and maintaining residential neighborhood quality are sidewalks, outdoor recreation opportunities, and landscaping/beautification.



OPEN ENDED FEEDBACK

Open-ended survey comments were primarily about housing, land use, recreation and open space.

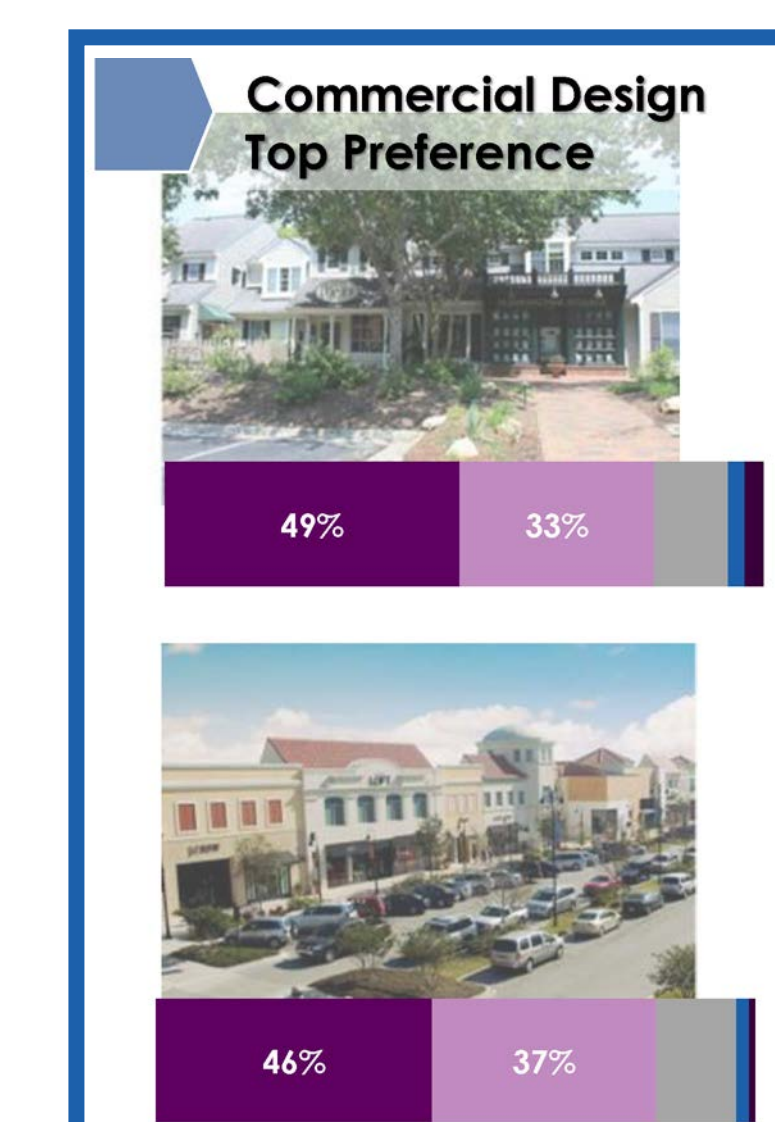


VISUAL PREFERENCE

Visual Preference Results Residential Design



Visual Preference Results Commercial Design



vision & goals

DRAFT Vision

Winterville is a place where everyone can experience a slice of the good life. Balanced, planned and purposeful growth maintains the small town atmosphere, parks and amenities support families of all ages, and the community provides an opportunity for safe, healthy lifestyles. Attractive, livable and unique, the Town is a welcoming place for businesses, residents and visitors alike.



Goals



Create a Town-wide Identity

- Improve key gateways into Town
- Foster a sense of place, enhancing existing assets and improving character of the Town
- Visually appealing and functional buildings, streetscapes, amenities and public spaces.



Safe, Healthy Neighborhoods and Environment

- Encourage healthy lifestyles by improving access to healthy food, parks, greenways and open space
- Provide a variety of recreation facilities and programs to address the needs of residents
- Develop in a way that alleviates impacts to the natural environment by respecting flood sensitive areas and forests



Strengthen and Diversify the Economy

- Support a wide variety of businesses and community services
- Support a stable and self-sufficient tax base
- Reinforce the Town as a retail destination that welcomes visitors



Activate Downtown

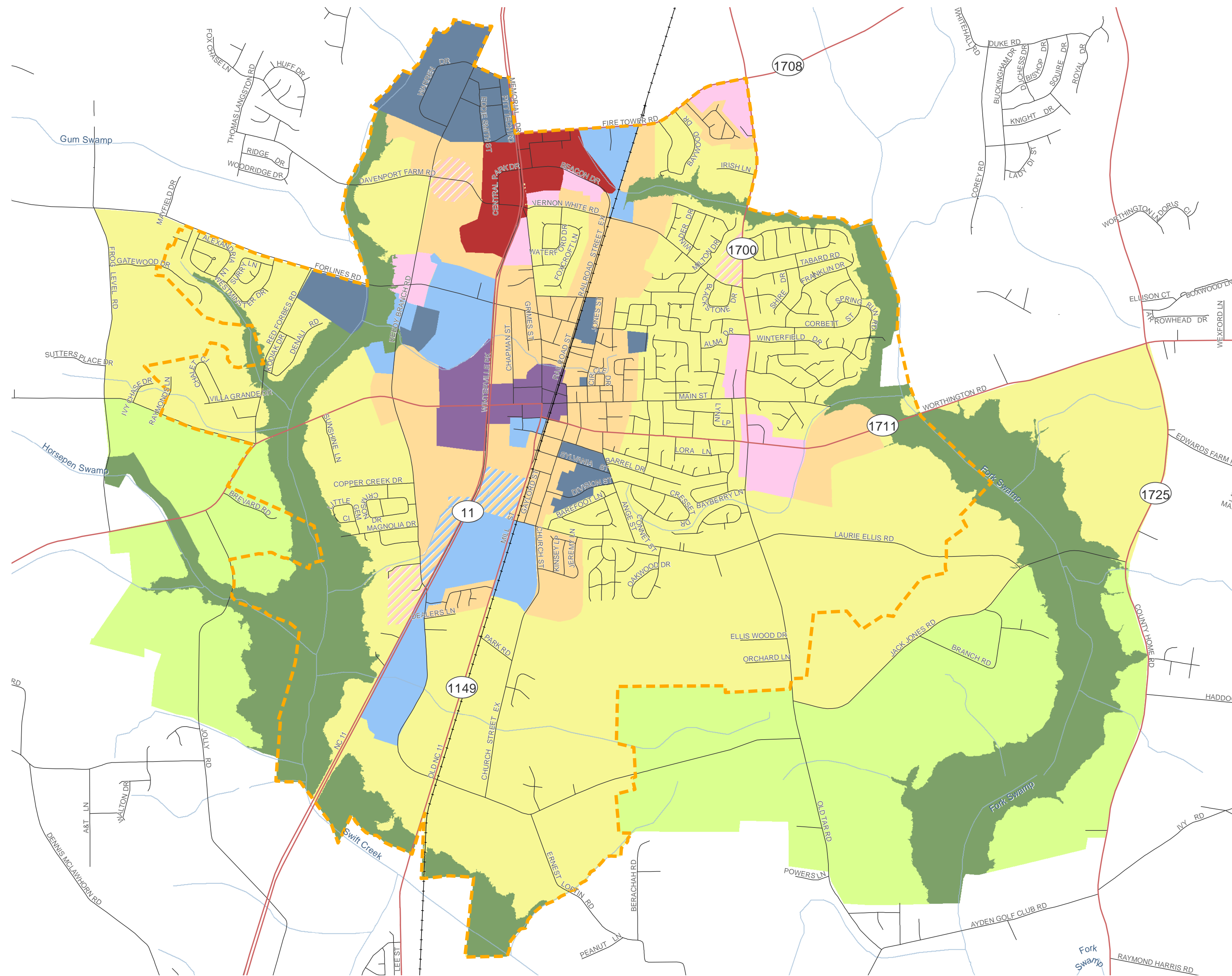
- Encourage infill and redevelopment that reinforces a compact, pedestrian-friendly area
- Preserve historical resources and restore, maintain and adapt structures
- Emphasize the form and quality of new development
- Connect to the larger community via programming and events that accentuate downtown as a cultural center



Connectivity and Mobility

- Create an attractive and multi-modal transportation system for people of all ages and abilities
- Create a walkable downtown and safe connections between neighborhoods, destinations and services





Future Land Use Map

Future Land Use is the community's vision for their future, and will help guide town leadership in deciding rezoning requests.

These Future Land Use character areas were created and established for the Winterville study area. The study area is larger than the town's Extraterritorial Jurisdiction (ETJ) because it represents areas with potential to be served together with sewer due to shared topography.

Conservation

The 100-year floodplain is regulated in order to prevent loss during floods. These areas are appropriate for outdoor recreation, agriculture / silviculture, and are otherwise predominantly unsuitable for development. This area also includes cemeteries that are meant to be preserved.

Rural Residential

Very low density, single family detached residential on very large lots in a rural setting. Generally less than 1 dwelling per acre, and almost always without sewer service. Industrial agricultural operations are still active in these locations.

Low Density Residential

Primarily the large lot, single family detached residential that many people love about the town's housing stock. Generally 2-3 dwelling units per acre, larger lots, with front- and side-loaded garages. Smaller lot sizes occasionally if minimum standards for open space and amenities are exceeded.

Medium Density

Primarily medium-sized lots (6,000 to 10,000 sq ft) with single family detached residential and occasionally smaller-scale, context-sensitive patio homes and attached residential permitted if design criteria are met. Generally 3-8 dwellings per acre. Some small-scale services, restaurants, or offices encouraged at select locations with good access.

Commercial Overlay

Potential for small-scale commercial that is sensitive to existing residential development if good transportation access is possible.

Neighborhood Center

Context-appropriate commercial, retail, services, professional offices, and occasionally residential units located at key locations and crossroads that serve the general neighborhood around them. Small-lot residential or patio homes and/or attached residential could be part of land use mix.

Mixed Use Center

Mix of commercial, retail, restaurants, and service-oriented businesses, with a variety of residential options, including multi-family, townhomes, and upper-story residential. Offices also potentially on upper floors. Walkable places with a pedestrian-focused "downtown" feel.

Regional Center

High- to medium-intensity commercial, retail and lodging uses that act as regional activity centers, with offices and residential potentially mixed in. Primarily auto-oriented destinations with national or regional businesses.

Employment / Residential

These areas could include office buildings, storage and flex uses, supporting commercial uses and/or medium to high-intensity residential uses.

Office & Employment

Large office buildings, manufacturing, distribution, and light- to medium-industrial uses, storage and flex uses, along with associated offices and supporting commercial uses.

Institution or Park

Community schools, including the Pitt Community College campus, town parks and open space areas form a fabric that knits the community together. New institutional, civic, and open space uses are potentially allowed in any future land use category.

