

PUBLIC WORKSHOP SUMMARY

Dates: February 25, 26 & 27th 2019
Location: Winterville Town Hall, Council Chambers and Historic Railroad Depot
Staff: Bryan Jones, Stephen Penn
Consultant: Jake Petrosky, Jay McLeod, Stephen Faber, Sarah Johnson

Charrette Kickoff / Downtown Walking Tour

February 25th, 10:00 am

The three-day charrette began with a walking tour of downtown which explored some of the more visible opportunities and challenges of the downtown area. Participants asked questions, gave background and perspectives, and shared history and hopes for their downtown and surrounding neighborhoods.



Public Open House / Workshop #1

February 25th, 6:00-8:00 pm

The public meeting on Monday, February 25th featured several stations for attendees to view results from existing conditions analysis and to provide feedback that will guide the development of Winterville's Land Use Plan. Participants provided direction for community goals and the updated vision for the Town. Community members highlighted several issues and ideas including neighborhood-level recommendations. Below is a summary of the feedback received at various stations over the course of both nights of the public workshop.

Vision and Goals

Additional goals offered by participants included:

- Bike lanes around town
- Maintain trees and drainage
- Dog park
- Character
- Walking trails / greenways
- Indoor recreation facility
- Continuous sidewalks throughout town (safety!)
- Better mixed use planning



Keep, Toss, Create Map

Using an oversized map of Winterville, attendees were encouraged to provide input about what they want to “keep, toss, and create” in town. The majority of comments pertained to either housing or transportation.

Key theme: Housing

Diversify Winterville’s housing stock

- Ensure high-quality residential development; not cookie-cutter design
- Support a variety of options including duplexes, townhomes, and apartments
- Integrate attached residential options with retail for mixed use areas
- Encourage housing options for seniors

Key theme: Transportation

Balance roadway projects

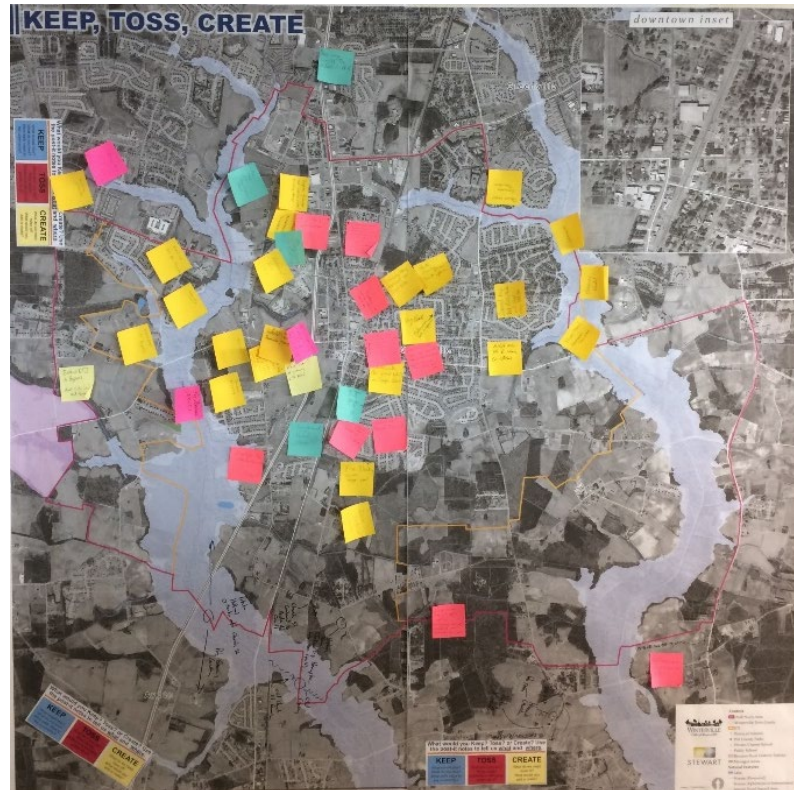
with active transportation efforts

- Make Winterville a safer place to walk for all ages and abilities
- Improve intersections through signalization & realignment
 - Mill St. and Vernon White Rd.
 - Reedy Branch Rd. and NC-11
 - Laurie Ellis Rd. and Old Tar Rd.
 - Laurie Ellis Rd. and Old NC-11
 - Main St. and Mill St.
- Create safer crossings at key locations
- Provide bus service to the Senior Center
- Enhance wayfinding for major destinations

Key theme: Parks, Recreation, and Open Space

Expand recreation options and preserve open space

- Provide additional types of recreation facilities
 - Dog park



- Greenway along Fork Swamp Creek
- Pocket parks
- Indoor multi-purpose facility
- Protect canopy trees and buffers
- Provide recreation for all ages

Key theme: Town Services

Ensure residents continue to receive services in an affordable manner

- Requests to extend the ETJ boundary further west
- Avoid development that will increase taxes
- Maintain response times and access for emergency services
- Improve drainage and reduce impacts of flooding
 - Especially in existing neighborhoods and along streets
- Paved streets that are well-maintained and designed for proper drainage

Key theme: Business Development

Encourage additional non-residential development

- Encourage mixed use development centers
- Support existing commercial and retail businesses in downtown
 - Assist with aesthetic improvements in downtown; building facades
- Create an industrial park near the intersection of NC-11 and Forelines Rd.
- Attract businesses that provide healthy food options

Key theme: Downtown

Reinforce and support downtown as the cultural and social center of the town

- Winterville needs entrance that allows people to know it is there
- Pedestrian safety: Crossings need to be improved, more lighting and signage needed
- Potential location for indoor recreation facility (north of Main St)
- Retail, shopping and grocery store (south of Main Street and west of Mill St.)

Visual Preference

Workshop participants were asked to indicate their preference for various styles of residential and commercial development because the Winterville Land Use Plan will be a tool for local decision-makers to use when making choices about future development in town. The results of the Visual Preference survey shown below:



Residential

- There is strong support for low density residential development characterized by single family homes, larger lots, and traditional subdivisions.



- There is moderate support for medium density residential development in the form of detached single-family homes on smaller lots in more walkable neighborhoods with shared open space.



- There is also moderate support for townhomes or apartments in “the right location”, such as in or adjacent to mixed use centers.



Commercial

- There is strong support for several types of commercial centers with pleasant outdoor spaces and a walkable environment on-site, even the center is primarily accessible by car.



- There is strong support for walkable mixed use centers that combine commercial, retail, and residential development where buildings are sited closer to the street to create a “downtown” feel.



- There is also strong support for smaller-scale centers with commercial and offices that serve nearby residential neighborhoods.

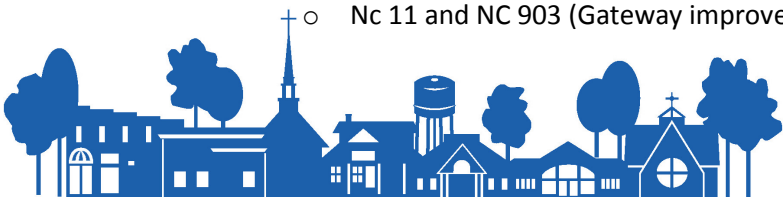


Transportation, Parks and Greenways

Participants provided feedback on transportation, parks and greenway needs of the town. Comments included:

Transportation:

- Too many 4-way stops, they should be converted to signals
- Need roads made of better quality material
- Fire Tower Rd extension should tie in to Forelines Rd to the west of the elementary and high schools. The schools already cause too much traffic, and tying in east of the schools will make traffic in the area worse.
- More parking downtown
- Dangerous intersections at the following locations:
 - NC 11 & Mill St & Vernon White Rd
 - NC 11 & Reedy Branch Rd
 - Old Tar Rd & Laurie Ellis Rd
 - Main St & Mill St
 - Nc 11 and NC 903 (Gateway improvements)



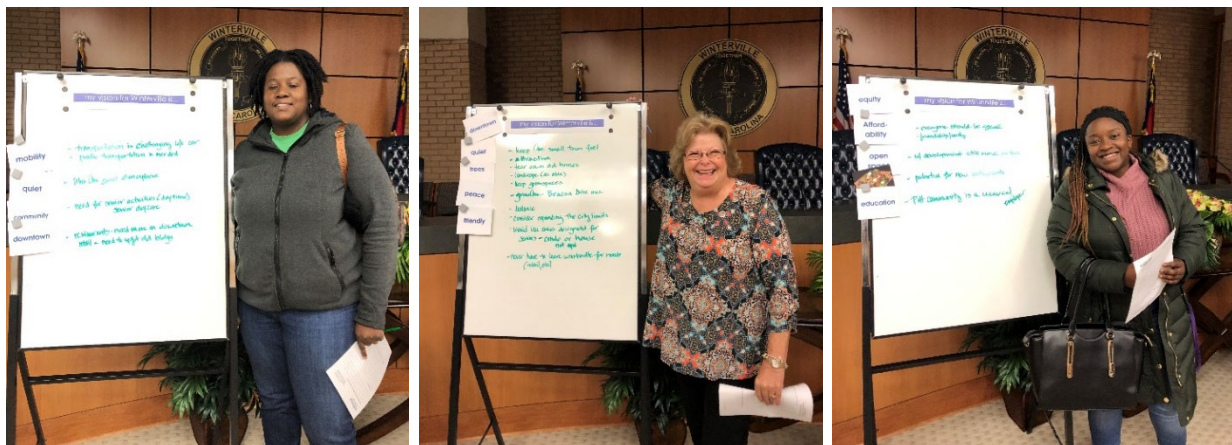
- Flooding and standing water on some streets
- Streets need to have concrete curb and gutter so edges don't wear down and become unattractive
- Maintenance issues (pot holes) need to be fixed quickly
- Micro-mobility pathways, especially for handicapped and elderly
- Fire Tower Extension should go around school to keep traffic away from it

Parks and Greenways:

- Need dog parks
- Greenway should not go along E Main St, should go along Worthington Rd instead
- Indoor facilities to exercise at

My Vision for Winterville Is...

Workshop participants were also able to provide free-form comments on an oversized whiteboard. These comments largely echoed the responses on the Keep, Toss, Create map.



“My vision for Winterville...” included thoughts like:

- Be forward-thinking: enhance appearance and retail options
- Affordable options for seniors
- Make Winterville walkable with sidewalks, trails, and bike paths
- Keep the small-town feel
- Balance growth with green spaces
- Condos or townhomes can be good
- Young families are welcome
- Enhance non-automobile transportation options and facilities, esp. public transportation
- Love the quiet atmosphere
- More restaurants and retail
- Equality for everyone
- Keep being friendly and welcoming – this is what makes Winterville special!

Workshop Evaluation

A number of workshop attendees filled out written surveys including an evaluation of the meeting. In general, comments show the participants felt the meeting was highly informative and appreciated the boards. Respondents noted the lack of safe places to walk within Winterville. Two people discussed the

need to repair existing old, dangerous sidewalks and to build additional sidewalks to make Winterville more pedestrian friendly, while one person advocated for indoor walking spaces. Additional comments included the need for public transportation service to destinations such as Pitt Community College and supermarkets; places for seniors such as senior daycare, community centers, and recreation centers; and the need for bike paths.

Public Open House / Workshop #2

February 26th, 6:00-7:30pm

Survey Results

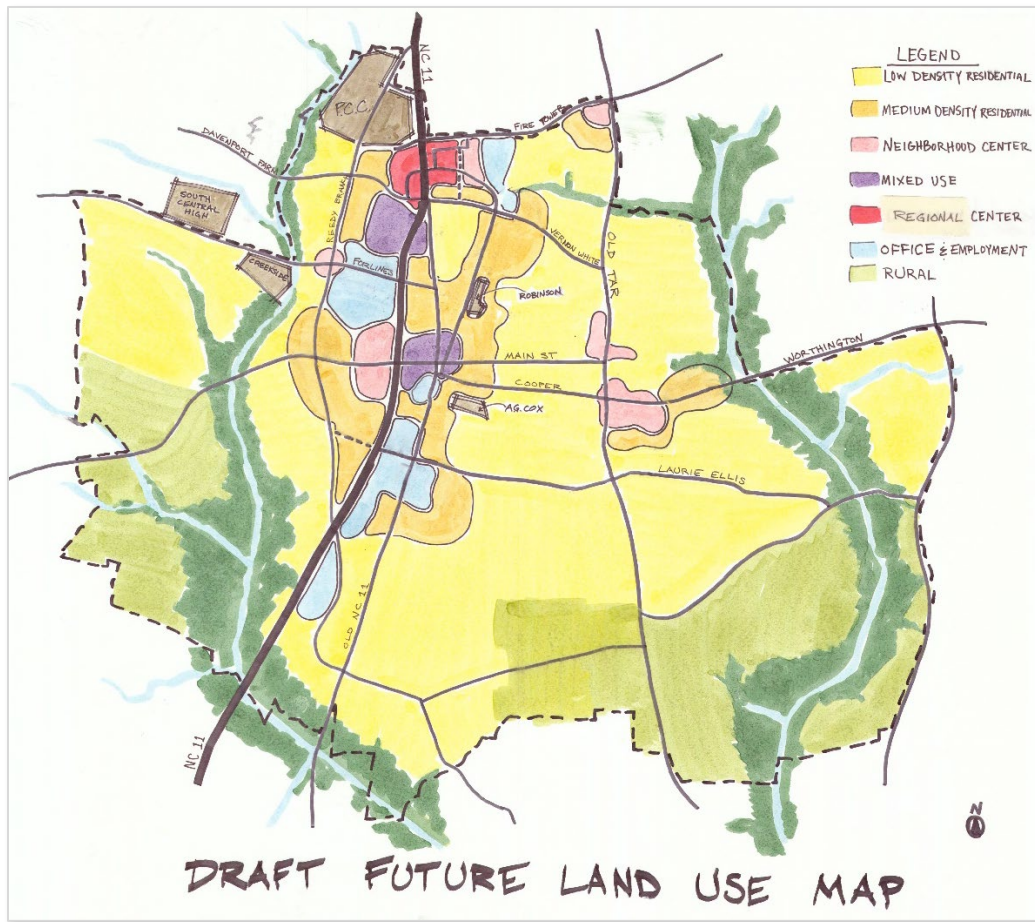
Consultants from Stewart presented initial results from the online survey based on 250+ responses. Responses indicated:

- There is a good balance of new-comers and long-time residents taking the survey
- The survey has good representation of residents aged 25-65 years
- The most important reasons for choosing to live in Winterville are:
 - Low crime
 - Housing
 - Good schools
 - Convenient location
 - Sense of community
- The most pressing issues in Town are:
 - Need for more retail and restaurant options
 - Need to manage growth and control urban sprawl
- The majority of respondents prefer a house with a large yard (even if it is not near shopping and services), however a substantial amount of people are interested in:
 - A house with a smaller yard with community open space and within walking distance of shopping and services
 - A low maintenance patio home or townhome near shopping and services
- The most important factors in establishing and maintaining residential neighborhood quality are:
 - Sidewalks
 - Greenways, trails, parks & greenspace
 - Landscaping/beautification

Draft Future Land Use Recommendations

Based on resident participation in the charrette activities, the consultant generated and presented a draft Future Land Use Map and character areas as a first cut for attendees to consider and comment on. This first draft represents the middle of a conversation about land use that started then the Town decided to update the land use plan. The Character Areas are described further in the presentation that was created as a result of the charrette, and summaries are presented below as well. The Draft Future Land Use Map is included below:





Residential categories

- **Rural:** Agricultural areas and small-scale single-family subdivisions. These areas are meant to remain very low density with homes on septic tanks due to limited sewer service.
- **Low Density Residential:** Single family residential, larger lots, mostly traditional subdivisions
- **Medium Density Residential:** Detached single-family homes on smaller lots. Townhomes and apartments allowed if adjacent to Mixed Use.
 - Front driveways or Side-loaded rear alley-loaded (if small lots)
 - Walkable with small yards and shared open space
 - Homes occasionally have garage apartments (accessory dwelling)
 - May include office or isolated commercial uses

Commercial and Mixed Use categories

- **Neighborhood Center:** Smaller-scale centers with commercial and office serving nearby residential neighborhoods
 - Context-sensitive parking and lighting
 - Could include a mix of residential
 - Pedestrian connections to residential

- **Mixed Use:** Mix of commercial, retail, and service-oriented businesses with a variety of residential options including apartments and townhomes
 - Buildings sited generally close to the street for downtown feel
 - Walkable, Pedestrian-scale
- **Regional Center:** Lifestyle center with commercial, retail, and office.
 - Primarily national or regional businesses
 - Auto-oriented destination
 - Integrated plazas or outdoor spaces
- **Office & Employment:** Office and medium to higher-impact uses that primarily serve as employment centers.

The project team also showed conceptual illustrations of new development and public space improvements downtown, which were reviewed by residents and will be developed further. Draft recommendations and comments received during the open house part of the meeting are included below:

Land Use

- Hotel needed
- Consider keeping parks (town & private) on FLU Map

Parks, Greenways, and Natural Resources

Preliminary parks, greenway and natural resource recommendations were discussed. Existing parks include:

- Hillcrest park
- Winterville park
- Water Tower Park
- Schools
- H Boyd Lee Park (Greenville)

Needs that were identified based on analysis and input from the public meeting on Monday include:

- Indoor Rec Facility / Multi-purpose Center
- Connections (Sidewalks, Greenways)
- Facility Upgrades
- Downtown Park
- East/West parts of town
- Tree preservation / Plantings
- Dog Park
- Stormwater upgrades to improve retention and drainage



Comments on Pedestrians, Parks and Greenways included:

- Multi-purpose Center needed
 - Gym, Conference space, Activity room + supplies
- Maintain treeline behind Barefoot Land
- Consider purchase of Sarah Law ballpark, if needed
- Need sidewalk on north side of Main Street (east of Downtown to Old Tar Rd)
- Crossing improvements needed along NC 11 and Old Tar Rd
 - Priorities pedestrian crossing improvements along NC 11 include:
 - NC 903
 - Davenport Farm Rd
 - Fire Tower Rd
 - Whitely Drive / Tice Rd
 - Priority pedestrian crossing improvements along Old Tar Rd include:
 - Somewhere between Irish Lane and Vernon White Rd
 - Main Street
 - Cooper St / Worthington Rd
 - Laurie Ellis Rd
- Improve connections east and west between NE downtown and Foodlion area. Consider pedestrian connections between roadways that are disconnected.
- Move planned greenway from Main Street and relocate to Worthington Rd

Transportation

The project team discussed preliminary needs and recommendations that included the following:

- Address problem intersections
- Flooding issues
- Upgrading 4-way Stop Signs to Signals
- Transit options / improvements
- Downtown
 - Parking
 - Pedestrian safety/experience



Coffee Talk

February 27th, 8:00am

Resident Input

The materials generated from the previous charrette efforts were summarized and presented to a group of residents who prefer early mornings to late nights. The presentation consisted of a summary of the information gathered at the first meeting, the draft Future Land Use Map and character categories, and the small area concept sketches for downtown and Main Street. Residents asked questions and a healthy conversation ensued that touched on many concerns and critiques that will be brought forward in the plan.

Resident comments included:

- Health food options are needed in the community
- Possible review and updating to the Town's method of ensuring new development does not add congestion
- Laurie Ellis Road and Old Tar Road have safety concerns
- A Parks & Rec plan needs connectivity for:
 - Active living
 - Land acquisition and land banking
 - Age-appropriate recreation
 - Dog parks
- Possibility of a Railroad "Quiet Zone" through town
- Extend the bus route to Winterville
- Education about Winterville's history and historic structures can reinforce connections and meaning
- Consider set asides for future Fire/Police Dept. office space in new development areas



Attendance Summary

Nearly 40 people attended the first evening of the public workshop. Another 12 people attended the second evening, and the morning coffee talk on Wednesday was attended by 17 people. Town staff were present at every event and were available for questions and listening. And to-date, over 250 surveys have been received and tallied. The effort will continue, and residents can keep up-to-date on the website and through Town communications.