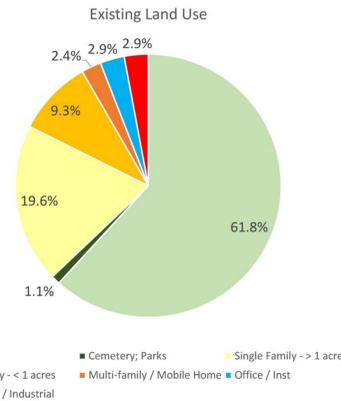


land use and economic development

Encourage a balanced tax base while managing growth

- Utilize the Future Land Use Map and character areas when considering land use decisions (i.e. development approvals and rezoning decisions) and infrastructure improvement priorities.
- Encourage non-residential growth (especially retail, restaurants, professional offices and industrial development) in areas designated on the Future Land Use Map.
- Encourage a logical progression of development and extension of utilities and discourage leap-frog development.



Tax Base
Less than 3% of the land area within the study area is Industrial or Commercial. These land uses typically generate more tax revenue than they cost the town in services, keeping residential taxes low.

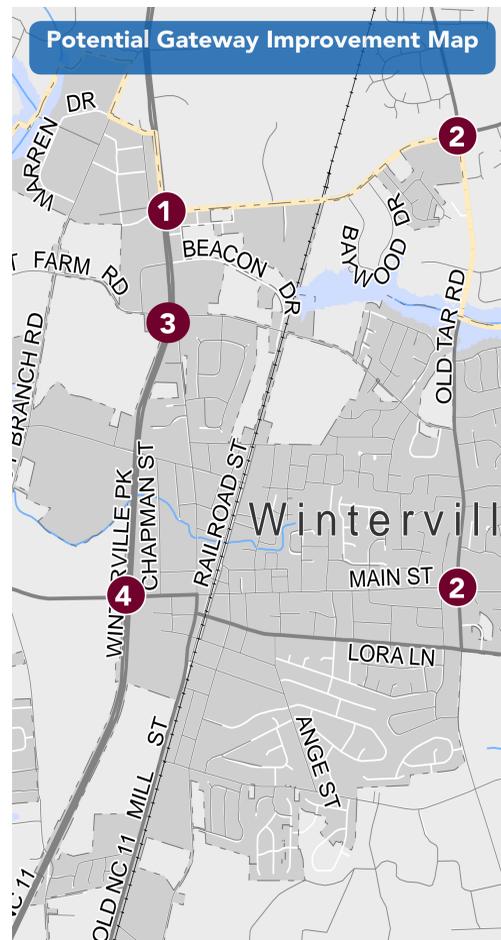
Encourage walkable, mixed use development

- Update land development regulations to encourage development that has a mix of uses and housing types.
 - Allow a vertical mix of uses in key locations (esp. in downtown) to provide a synergy between residences/offices and the businesses below. These vertically mixed buildings may be allowed reduced parking standards. Enhanced pedestrian facilities may be necessary.
 - Allow a horizontal mix of uses in new developments within Neighborhood Centers, Regional Centers Mixed Use, Commercial Overlay, and Employment / Residential areas designated on the Future Land Use Map.



Improve gateways

- Build "sense of place", community pride and regional recognition through enhanced gateways with targeted landscaping, signage and intersection improvements.
 - Consider landscaping and beautification projects within public rights of way at key entrances into Town.
 - Improve gateway signage along key entrance corridors. Signage and branding updates could include:
 - College area / North Gateway: Town of Winterville sign by Pitt Community College could be larger and more visible due to auto-oriented area.
 - Old Tar Road: No current signage exists.
 - Vernon White and NC 11: No Current Signage Exists.
 - Main street/ NC 11: Ruritan Club Welcome Sign, flag pole and NCDOT Enhancement (low wall and plantings) - potential for upgrades to signage and landscaping.
- Review development regulations to create building scale, orientation, parking location, and other character area standards for all nonresidential areas, potentially through the use of overlays for key locations and/or entry corridors.
 - Identify, measure, and codify the character of the places that make Winterville unique. This public space vernacular will come to define why people think the town is unique and distinct.



Encourage reuse, redevelopment and infill

- Encourage reuse and redevelopment that respects the integrity of established neighborhoods and commercial areas.
- Allow flexible standards for infill development in and near downtown, especially if it reinforces the pedestrian experience.

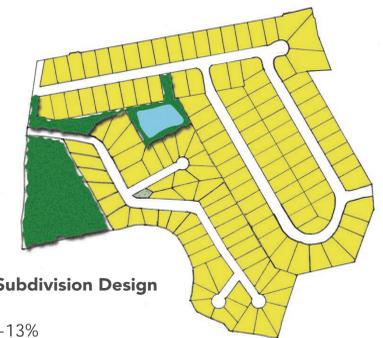
Improve the quality of development

- Encourage open space and amenities in new development
 - Review open space, recreation, and fee-in-lieu standards for new subdivisions to meet recreational needs of new residents.
 - Allow for smaller lots if minimum standards for open space and amenities are exceeded.
 - Strive for connectivity between open space areas.
- Increase Connectivity
 - Review development regulations and revise as necessary to require road and pedestrian connections in all subdivisions and development proposals.

Conservation subdivision design should be encouraged in Low Density Residential areas that includes open space and amenities



Conservation Subdivision Design
Lots: ~130
Open Space: ~40%

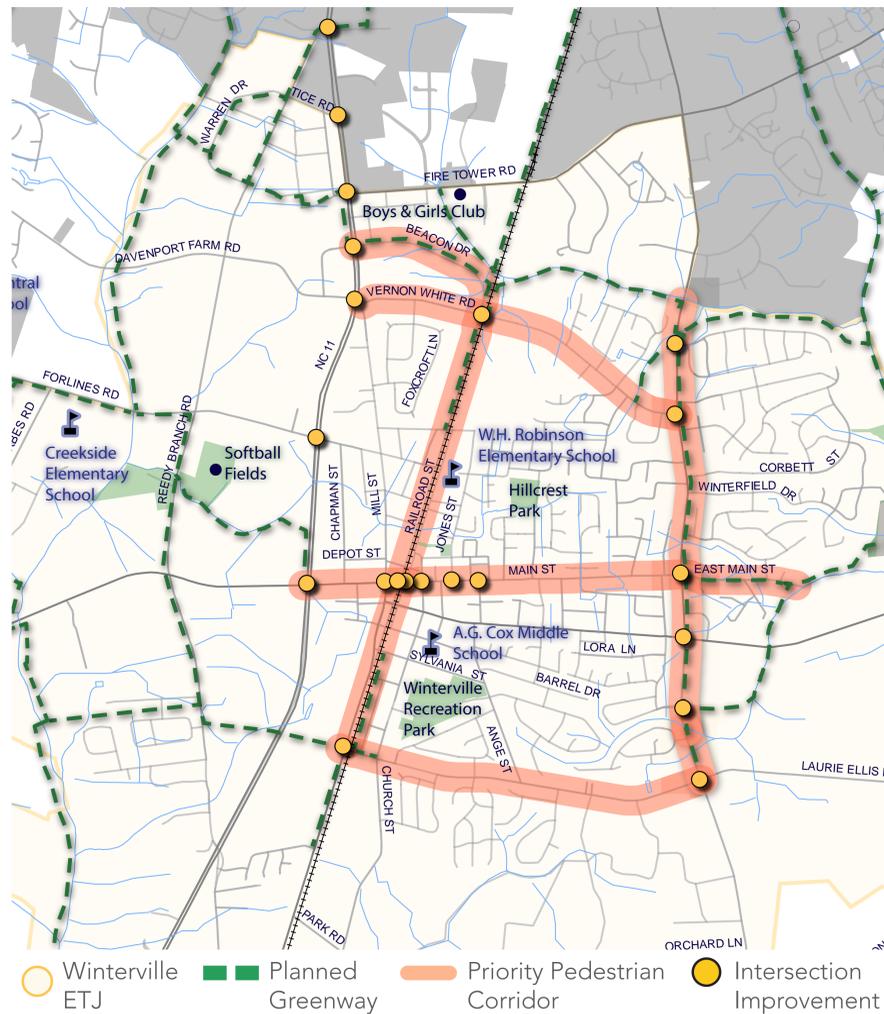


Conventional Subdivision Design
Lots: ~130
Open Space: ~13%



connectivity and mobility

Active Transportation



Roadways and Transit

- Improve regional transit service
 - Bus stop improvements (shelters, signage, benches, sidewalks)
 - Extend service south of PCC (express bus)
 - Consider town circulator route
- Roadway
 - Coordinate with NCDOT on design of projects (including local match funds)
 - Intersection Improvements
 - Mill Street / Vernon White Road
 - West Main Street
- Collector streets

Connectivity

- Coordinate connectivity, sidewalk and street standards
- Consider retrofitting more walkways, requiring more connectivity / street connections and connector paths for new development
- Establish a core network of walkability for town using priority pedestrian corridors and greenways
- Connect and improve the downtown pedestrian experience
- Look at “edges” to provide additional connections as neighborhoods are built out



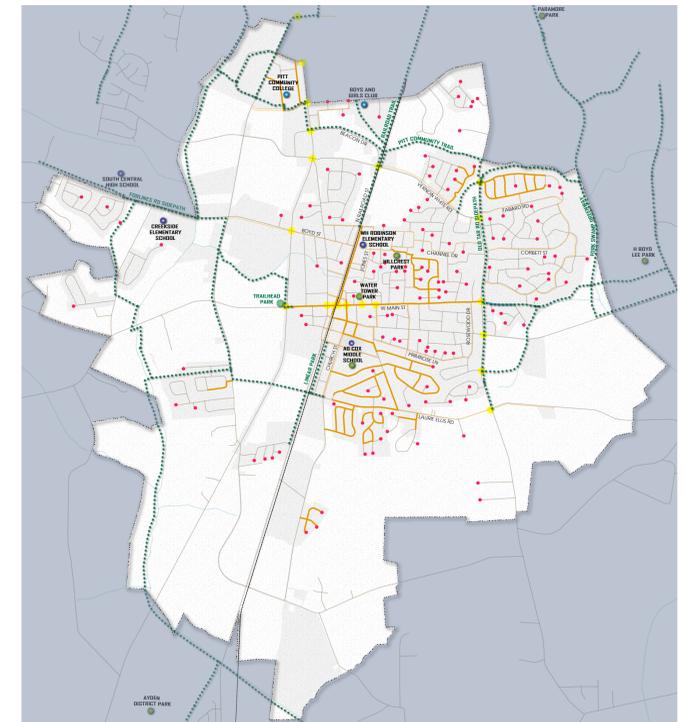
Street Improvements

- Priority Corridors
 - Main Street from Reedy Branch to greenway connection
 - Laurie Ellis Road
 - Old Tar Road
 - Vernon White Road
 - Railroad Street from Pitt Community College to downtown
- Pedestrian Crossing Improvements
 - Main Street
 - NC 11
 - Old Tar Road
 - Vernon White Road
- West Main Street Improvements
 - Parking, sidewalk, street reconfiguration and gateway opportunities
 - See “activate downtown” board

Street and Sidewalk Connectivity



Requiring more connectivity through street connections and connector paths for new development can improve safety for biking and walking and provide more options for golf carts and new mobility devices.



Cul-de-sacs are the predominant residential development pattern in Winterville. This creates less walkable neighborhoods, farther distances to destinations and increased time for emergency response and other services.



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activate downtown

Gateway and New Commercial Center

This concept shows potential for a new mixed use node with wayfinding and multimodal transportation facilities to reinforce downtown.

- H** Gateway signage and landscaping
- I** Pedestrian oriented commercial and mixed use development. Potential for mixed use center with shopping, restaurants and residential.
- J** Potential park/trailhead



PEDESTRIAN-ORIENTED COMMERCIAL DEVELOPMENT



The commercial anchor to the west should be built with pedestrians in mind.

SIGNATURE GATEWAY ENTRANCE LANDSCAPING



Enhanced landscaping and signature signage will bring attention to this area.

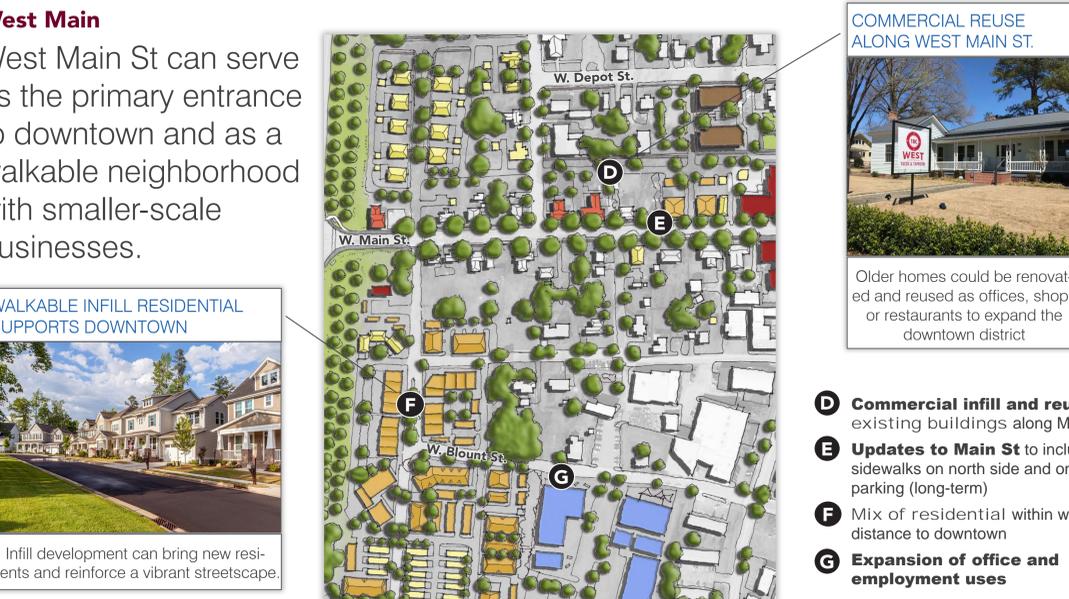
West Main

West Main St can serve as the primary entrance to downtown and as a walkable neighborhood with smaller-scale businesses.

WALKABLE INFILL RESIDENTIAL SUPPORTS DOWNTOWN



Infill development can bring new residents and reinforce a vibrant streetscape.



COMMERCIAL REUSE ALONG WEST MAIN ST.



Older homes could be renovated and reused as offices, shops or restaurants to expand the downtown district

- D** Commercial infill and reuse of existing buildings along Main St.
- E** Updates to Main St to include sidewalks on north side and on-street parking (long-term)
- F** Mix of residential within walking distance to downtown
- G** Expansion of office and employment uses

Downtown

Reuse of historic buildings matched with strategic infill and new outdoor amenities can revitalize downtown Winterville.

- A** New mixed use buildings via infill and redevelopment (short and long-term) that match historic form (i.e. Main & Mill)
- B** New central greenspace (Market on the Square Area)
- C** Small-scale attached and detached residential as infill



PUBLIC OUTDOOR EVENT SPACE



Vibrant downtowns need areas for programming vibrant events and activities.

CONTEXT APPROPRIATE URBAN DESIGN



Design standards that mimic the existing downtown vernacular create a sense of place.

The following small area plans provide an example of the type and character of development the Town could encourage in and around downtown based on the Future Land Use Map.



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parks and open space



- Park Search Areas
- Improved Park Access
- Indoor Rec Center Search Area
- Downtown Public Space
- Greenway Trailhead
- Planned Greenway
- Winterville ETJ

Park and Recreation Recommendations

Parks Recommendations

- Build an indoor recreation facility in the northeast area of Town
- Look into establishing new parks on the east and west side of Town in future growth areas
- Create a formal downtown park / event space connecting the Clock Tower and Library
- Improve access to existing parks
- Establish a trailhead in the northeast corner of W Main St and NC 11
- Plan for a dog park within Town
- Expand programs for seniors

Greenways

- Fork Swamp Greenway
- Look at opportunities along greenways to design features for stormwater retention
- Build sidewalk and greenway connection from Main St at Old Tar Rd to H. Boyd Lee Park
- Create a greenway connection to the Boys and Girls Club
- Establish pedestrian / greenway connectivity along railroad (north and south of downtown)

Open Space Recommendations

- Preserve trees and establish native plantings in new development
- Encourage passive open space in new development
- Protect natural resources and water quality
- Accommodate stormwater on site using stormwater control measures (SCMs) and green infrastructure



INDOOR RECREATION CENTER



SENIOR PROGRAMMING



WAG & BARK PARK



BOYS & GIRLS CLUB



TRAILHEAD



OPEN SPACE CONSERVATION



PARK ACCESS



GREENWAYS & TRAILS



TREE PRESERVATION



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