

Winterville Land Use Plan



Welcome & Agenda

- Purpose & Process
- Plan Highlights
 - Vision and Goals
 - FLUM and Character Areas
 - Major Recommendations
- Q & A
- Open House → Break out for more review and comment



Purpose & Process



Winterville Land Use Plan

Purpose: Why we Plan?

- Documents a community conversation
- Provides general land use guidance
- Future land use map that identifies intended development pattern (i.e. Agricultural, Residential, Commercial)
- Provides guide for rezonings, development design and infrastructure investment decisions

Winterville Comprehensive Land Use Plan Schedule

We anticipate the following schedule for development and adoption of the Winterville Comprehensive Land Use Plan:

	TASK	2018			2019										
		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept		
Land Use Plan	Project Initiation	[Task Bar]													
	Plan Assessment/Data Gathering	[Subtask Bar]	[Subtask Bar]	[Subtask Bar]											
	Kickoff Meeting, Tour, Stakeholder Interviews	[Subtask Bar]	[Subtask Bar]	[Subtask Bar]											
	Public Involvement Schedule			△											
	Project Brand and Website	[Subtask Bar]	[Subtask Bar]	[Subtask Bar]											
	Mapping and Analysis	[Task Bar]													
	Community Assessment	[Subtask Bar]	[Subtask Bar]	[Subtask Bar]	△										
	Mapping	[Subtask Bar]	[Subtask Bar]	[Subtask Bar]											
	Public Engagement & Charette				[Task Bar]										
	Survey					△									
	Draft Vision and Goals					[Subtask Bar]	[Subtask Bar]	[Subtask Bar]	[Subtask Bar]						
	Plan Development					[Task Bar]									
	Policy Recommendations							△							
	Draft Land Use Plan											●			
	Implementation/Adoption									[Task Bar]					
	Implementation Strategies													△	
Plan Adoption															

- Task
- Subtask
- Steering Committee
- Public Meeting



Public Involvement

- Stakeholder Interviews
- Steering Committee
 - Dedicated volunteers, 4 meetings so far
 - Reviewed and commented on all aspects of plan
 - Provided guidance at key junctures
- Public Meetings
- Survey



Public Meetings

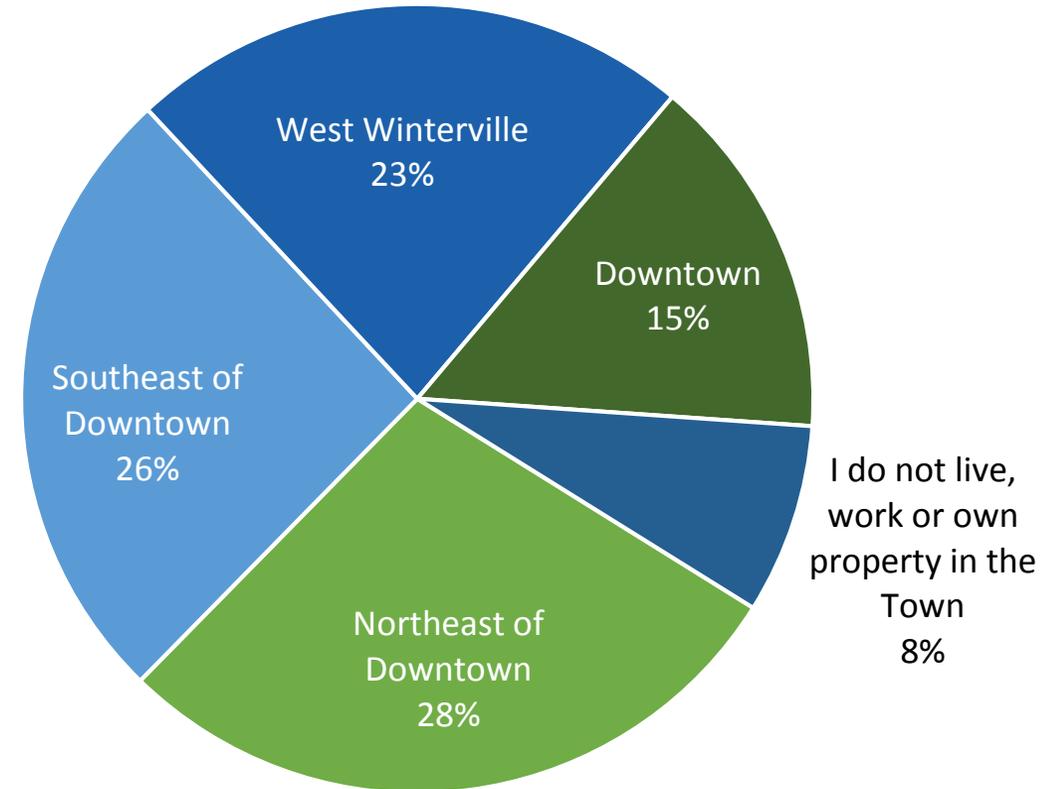
- The Charrette (100+ People)
 - Downtown Walking Tour (2/25)
 - Public Open House (2/25)
 - Framework Plan Workshop (2/26)
 - Coffee Talk @ the Depot (2/27)
- Plan rollout public meeting
 - Tonight (07/11)



Survey Summary

- Survey open from February 19 – March 31, 2019
- 334 responses collected

Respondents balanced between different areas of town.



Vision and Goals



Winterville Land Use Plan

Draft Vision



Winterville is a place where everyone can experience **slices 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.

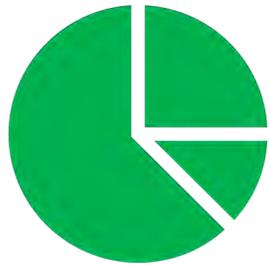
Goals



1. Create a Town-wide Identity



3. Healthy Neighborhoods and Environment



2. Strengthen and Diversify the Economy



4. Connectivity and Mobility



5. Activate Downtown



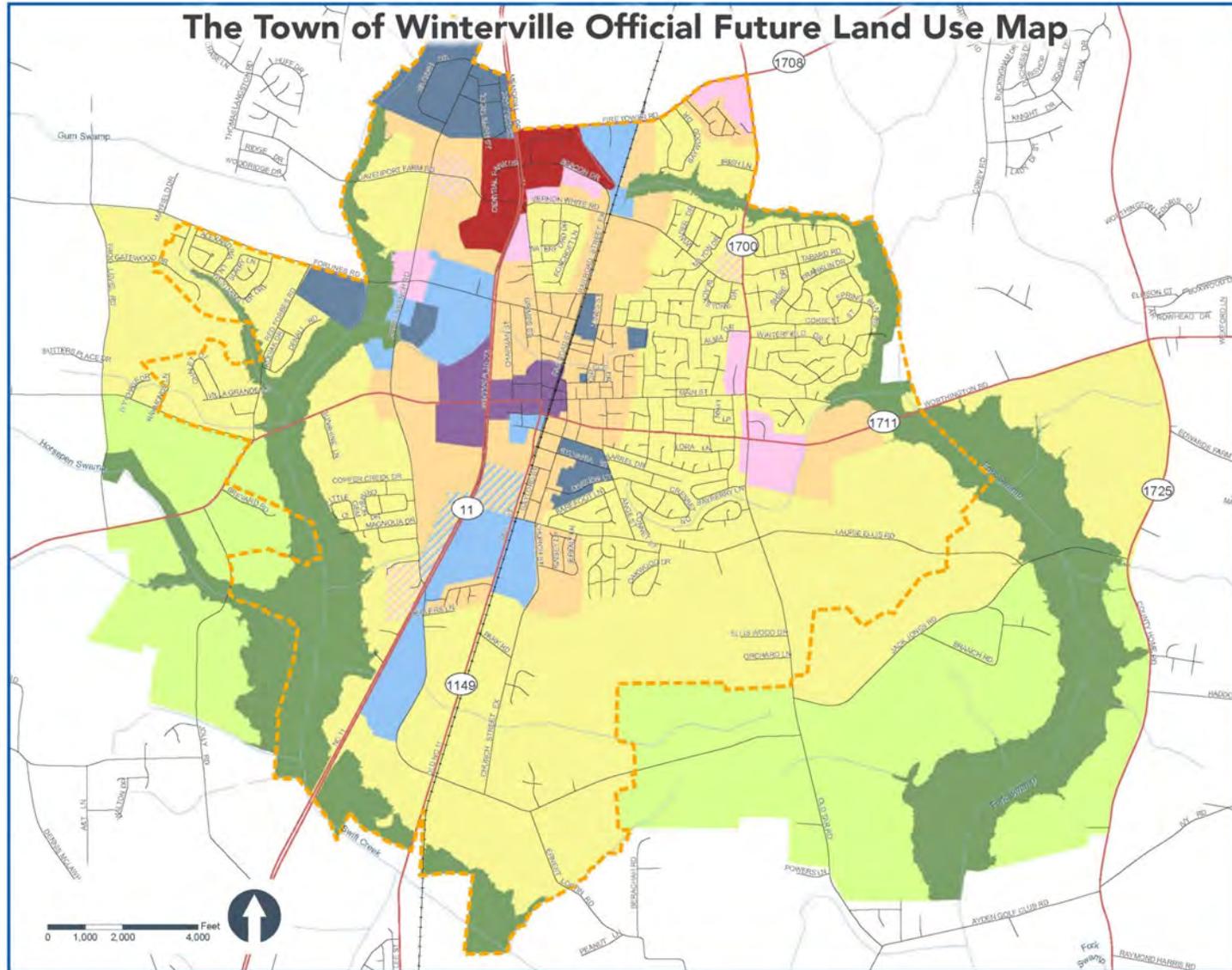
An aerial, grayscale photograph of a city street intersection. The street has white crosswalk markings and a stop sign. There are many trees lining the sidewalks, and a multi-story brick building is visible in the background. A blue vertical bar is on the left side of the image.

Future Land Use and Economic Development



Winterville Land Use Plan

Future Land Use – current draft



Low Density Residential

Single family residential, larger lots, traditional subdivisions.

- Generally 2-3 dwelling units per acre
- Smaller lots if minimum standards for open space and amenities are met or exceeded



Medium Density Residential

Detached single-family homes on smaller lots. Patio homes and some attached residential allowed in select locations.

- Walkable with small yards, shared open space, sidewalks on both sides, front driveways or side-loaded, or alley-loaded if smaller lots
- Small-scale commercial, offices, or apartments allowed at select locations

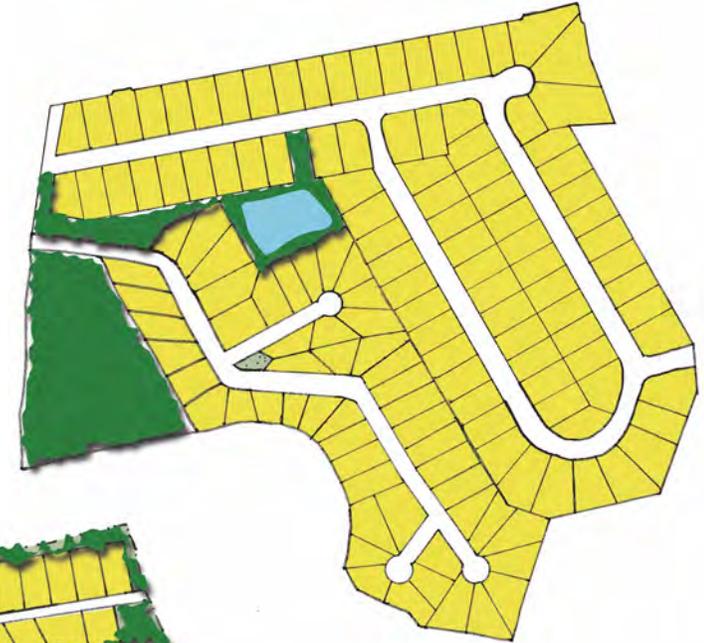


Neighborhood Design & Open Space

- Review open space, recreation, and fee-in-lieu standards for new subdivisions to meet recreational needs of new residents
- Allow conservation subdivisions with smaller lots if minimum standards for open space and amenities are exceeded
- Strive for connectivity between neighborhoods and open space areas

Conventional subdivision

- 56 Acres
- 130 Lots
- 13% Open Space



Conservation subdivision

- 56 Acres
- 130 Lots
- 40% Open Space



Neighborhood Center

Smaller-scale centers with commercial and office serving nearby residential neighborhoods

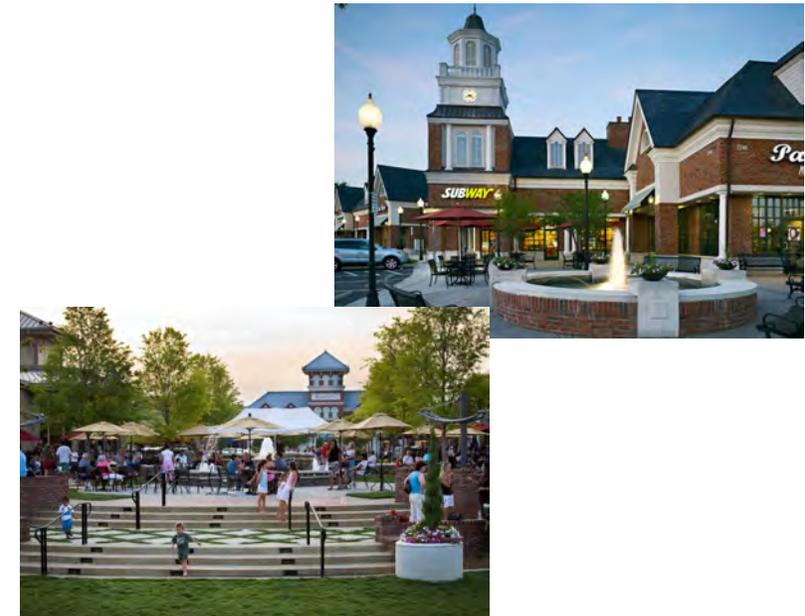
- Context-sensitive parking and lighting
- Could include a mix of residential
- Pedestrian connections to residential
- Mixed residential as part of planned development



Regional Center

Lifestyle center with commercial, retail, and office.

- Businesses that serve the greater region
- Auto-oriented destination
- Could include hotels or higher density residential (no single family)



Mixed Use Center

Mix of commercial, retail, and service businesses with a variety of residential options, including apartments and townhomes

- Buildings placed close to the street for a “downtown” feel
- Walkable with outdoor spaces
- Pedestrian-focused



Office & Employment

Office and higher-impact uses that primarily serve as employment centers.

- Easy access to transportation networks
- Auto-oriented
- Includes light to medium industrial uses



Identity

- Improve key gateways into Town
 - Standardize / upgrade signage on key entry corridors
- Sense of place / character
 - Preserve historic buildings near downtown
 - Encourage park / amenities in new development
- Streetscapes and public spaces
 - Town led initiatives



Economic Development

- Encourage commercial, office, industrial growth in key areas to balance tax base
- Discourage rezonings and residential development in areas that would impact prime employment sites
- Recruitment of local and regional businesses
- Take advantage of retirement community designation





Activate Downtown

Downtown Winterville



Almost New Auto

Dollar General

First Citizens Bank

Adventure Outfitters

Cars Plus

Winterville Fire Department

Main Street

North Carolina Driving School

Auto Zoom

Winterville Library

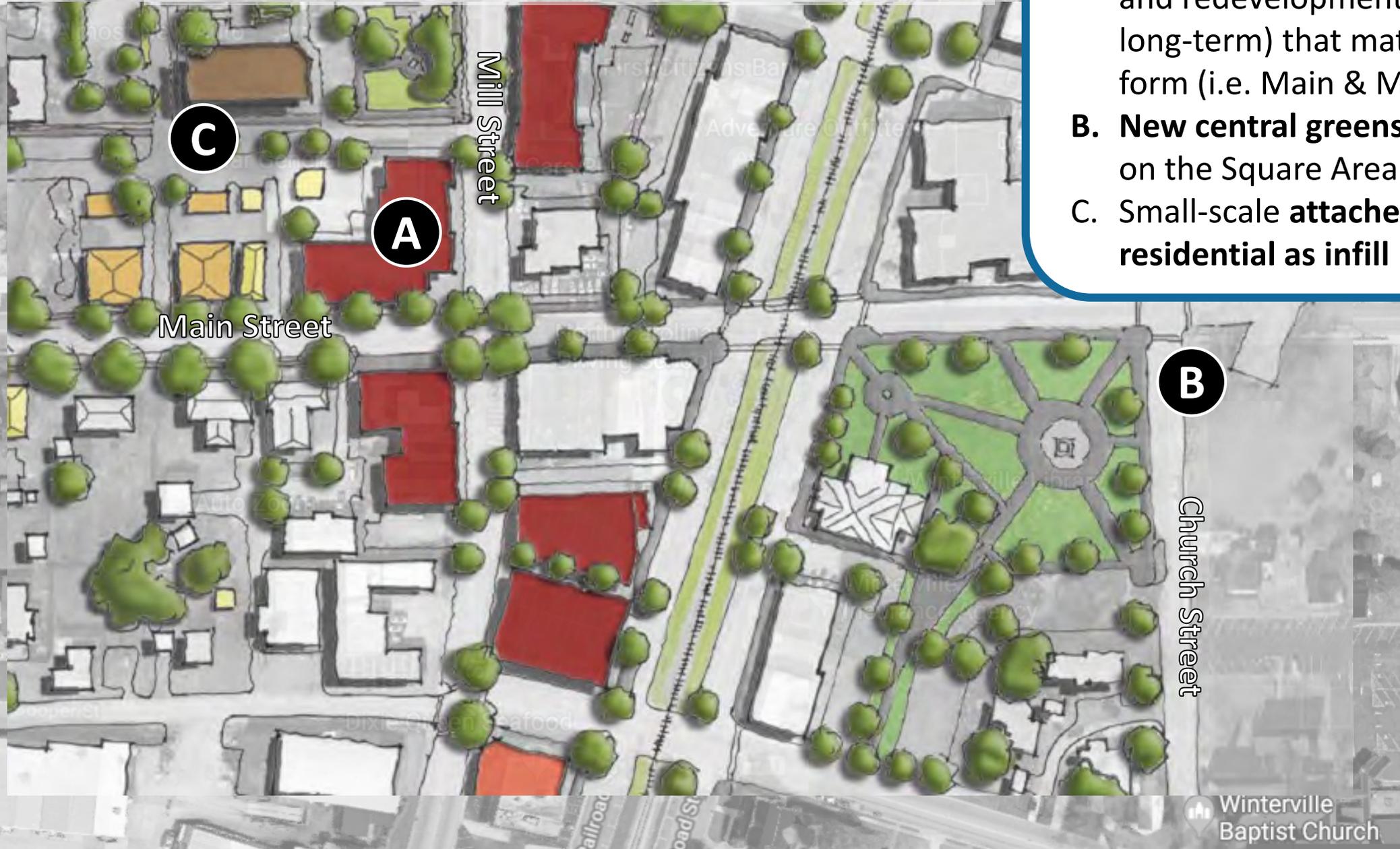
Winterville Insurance Agency

Cooper St

Dixie Queen Seafood

Winterville Baptist Church

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**

Downtown West



NC 11

Chapman Street

W Depot St

Almost New Auto

Dollar General

Adventure Outfitters

North Carolina Driving School

W Main St Main Street

Auto Zoom

Cross Street

Mill St

Dixie Queen Seafood

Winterville

Winterville Insurance Agen

Cooper St

1711

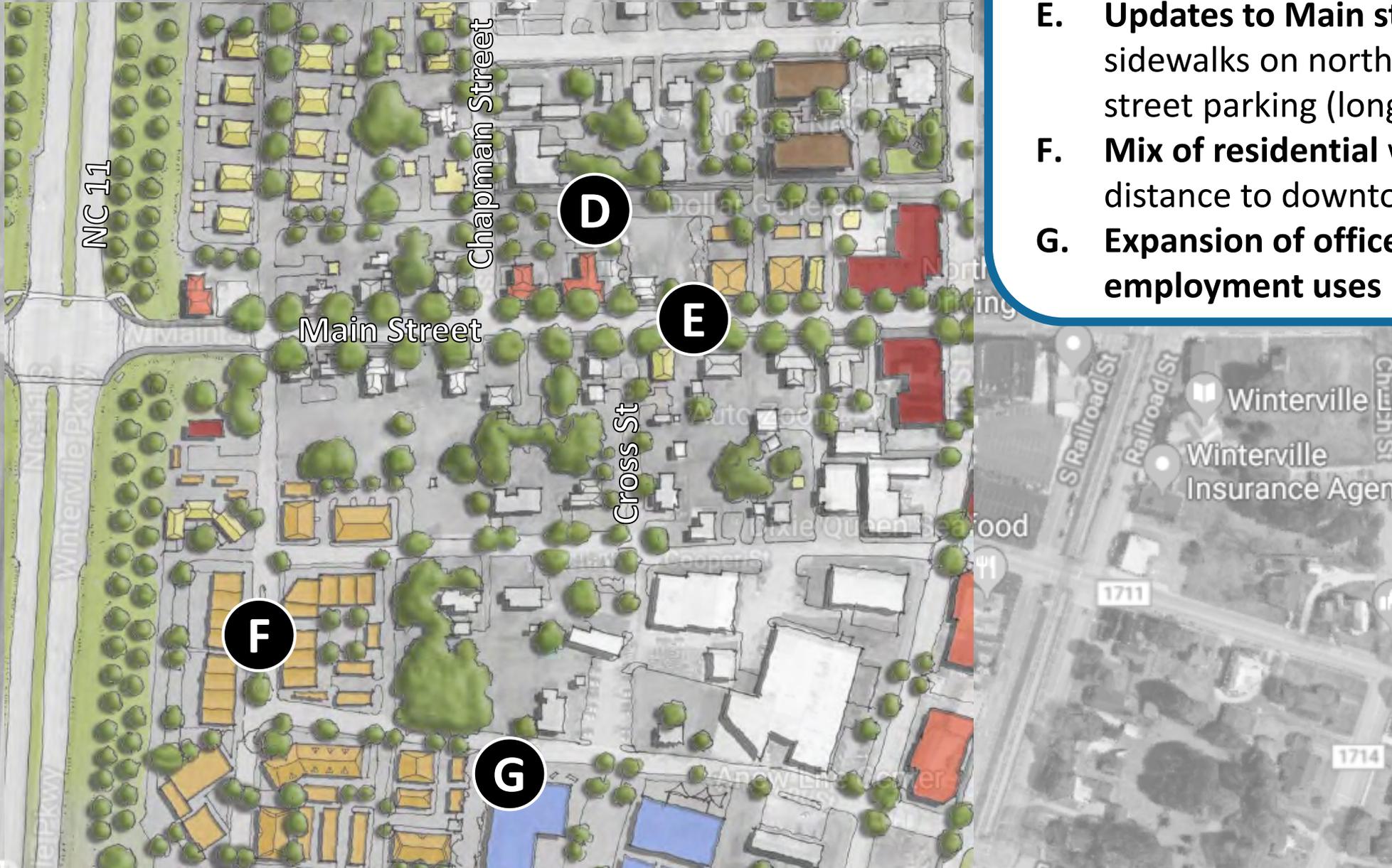
Anew Life Center

1714

NC-11 S Winterville Pkwy

le Pkwy

Downtown West



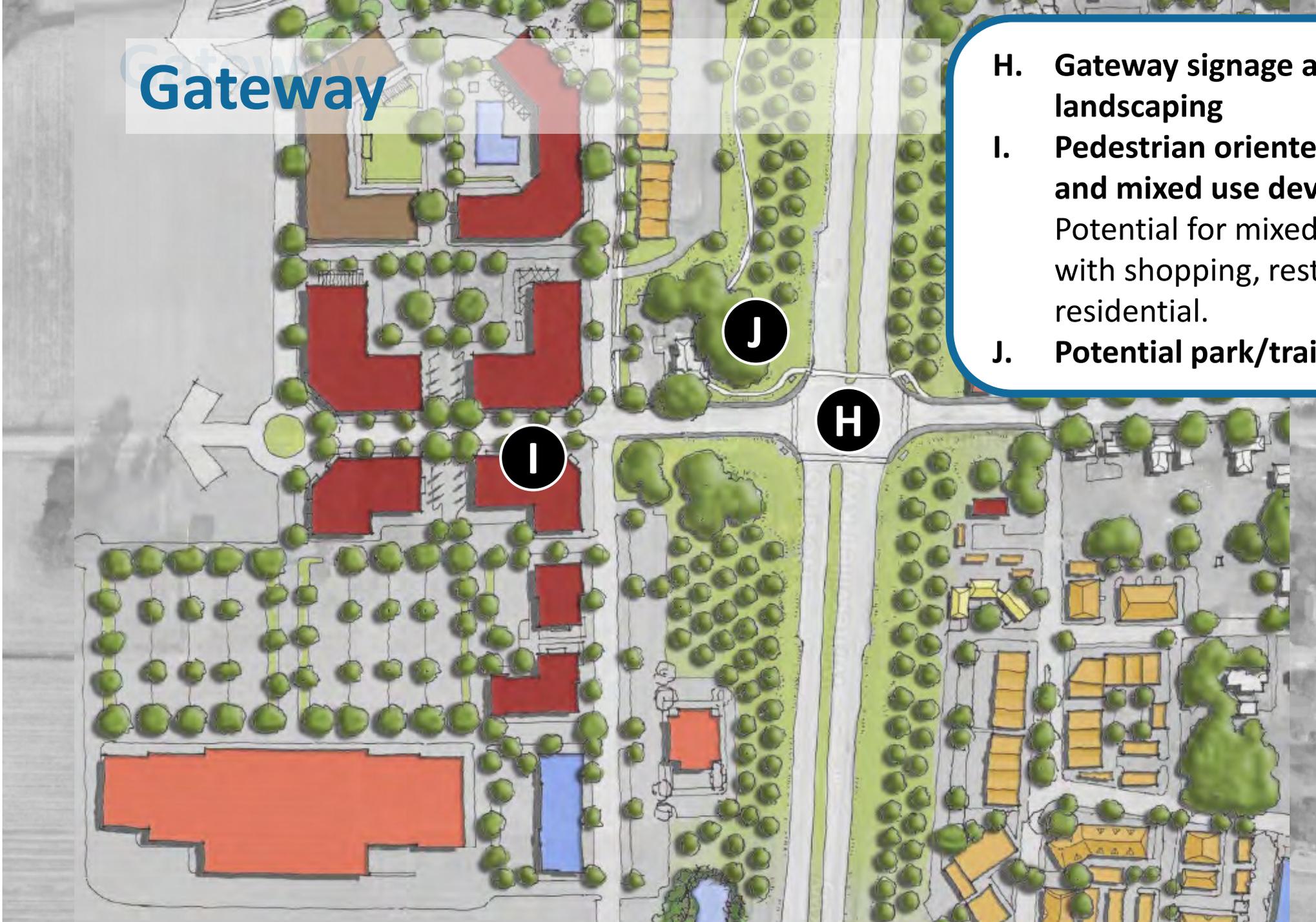
- D. Commercial infill and reuse of existing buildings along Main St**
- E. Updates to Main street to include sidewalks on north side and on-street parking (long-term)**
- F. Mix of residential within walking distance to downtown**
- G. Expansion of office / employment uses**

Gateway



Gateway

- 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



Downtown

- Main and Mill crossing improvements
- Walkable, mixed use development
- Reuse of buildings and infill
- Long-term potential street reconfiguration of West Main Street to add on-street parking



Downtown

- Railroad Street improvements
 - Phase I: Main to Depot (Done!)
 - Phase II: Blount to Cooper improvements (sidewalks and parallel parking)
 - Phase III: North of Worthington St
 - Phase IV: RR street linear park (downtown)





Other Major Recommendations



Winterville Land Use Plan

Greenways

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



- Winterville ETJ
- Planned Greenway
- Priority Pedestrian Corridor
- Intersection Improvement



Parks and Open Space

- Indoor Rec Facility
- Downtown Park
- Connections to existing Parks
- Greenway Trailhead at Main St and NC 11
- East/West parts of town
- Tree preservation / Plantings
- Dog Park



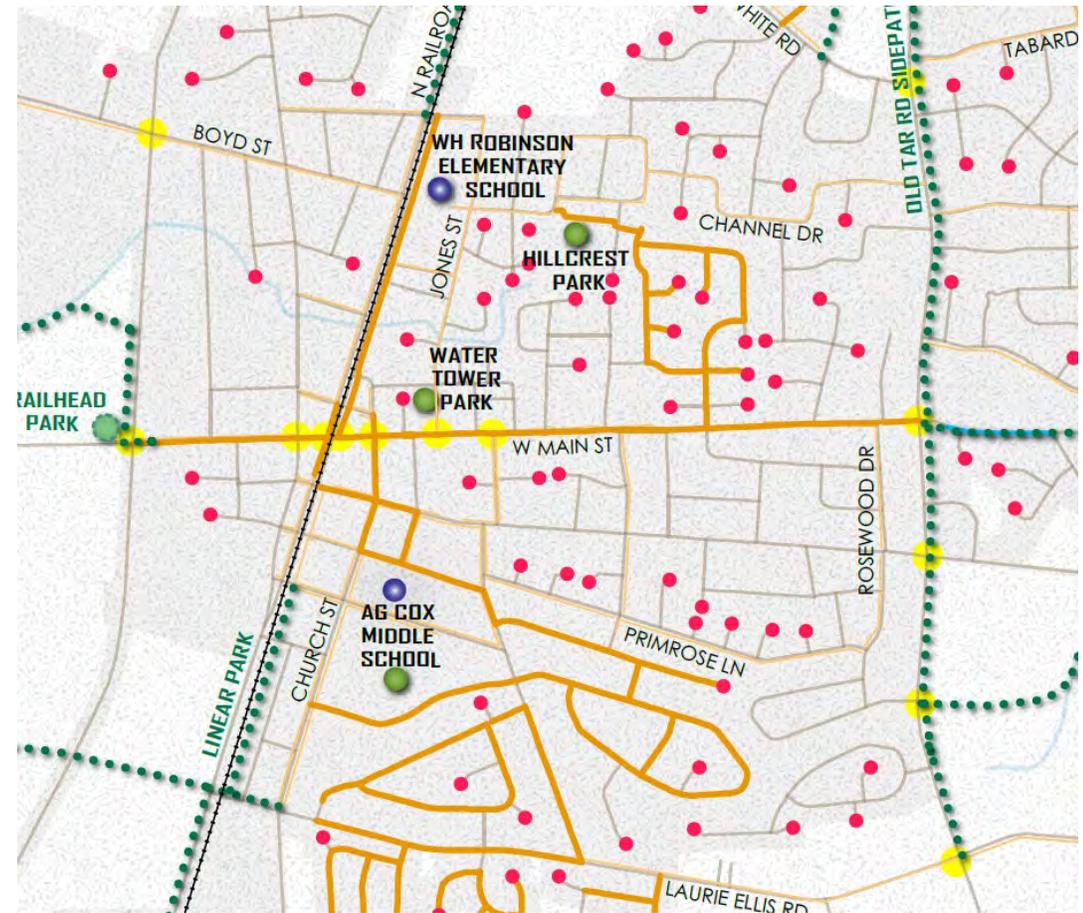
Priority Pedestrian Corridors

- Main Street from Reedy Branch to Greenway Connection (Walkable Downtown)
 - Construct crosswalks, curb ramps and fill sidewalk gaps to connect to existing and proposed sidewalks
 - Downtown / East Main Street
 - Laurie Ellis Road
 - Vernon White
 - Railroad (north/south)
 - PCC to Beacon Drive to Downtown
- Crossing improvements
 - Main Street
 - NC 11
 - Old Tar Rd



Connectivity

- Coordinate connectivity, sidewalk and street standards
 - Retrofitting more walkways, require more connectivity in new development
- Fill sidewalk gaps to establish a core network
- Connect and improve the Downtown Pedestrian Experience
- Look at “edges” to provide additional connections as neighborhoods are built out
 - Improved access to downtown & neighborhoods
 - Assist with emergency response times
 - Walk to School and physical health improvement opportunities



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
 - Flooding / stormwater issues
 - Collector streets



Next Steps

- Group Q & A
- Break out, review, and discuss in small groups

**Thank you for your
thoughts, comments, and
consideration!**

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