

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**. Populations 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 is essential.** Attend the public meetings this week to provide input and visit the website for more information and to **take the online survey**.

CHARRETTE SCHEDULE

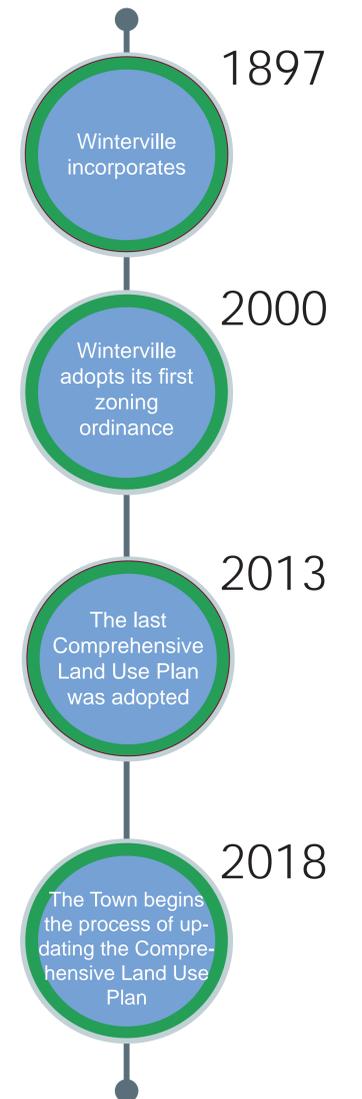
Winterville Comprehensive Land Use Plan Charrette Schedule

A Charrette is a series of meetings where the community and project team work together over a few days to develop ideas for land use, small areas, parks, transportation and more

MEETING LOCATIONS	TIME	Monday Feb. 25 DAY ONE Visioning	Tuesday Feb. 26 DAY TWO Plan Development	Wednesday Feb. 27 DAY THREE
Monday-Tuesday @ TOWN HALL 2571 Railroad St Wednesday @ THE DEPOT 217 Worthington St For more info see www.wintervillenc.com/comprehensive-land-use-plan	8 am			Coffee Talk @ Depot
	9 am		Staff Meetings	
	10 am		Open Studio	Debrief & Staff Work Session
	11 am	Downtown Walking Tour start @ Town Hall		
	NOON			
	1 pm	Open Studio	Closed Studio & Stakeholder Meetings	
	2 pm			
	3 pm			
	4 pm		Steering Committee Meeting	
	5 pm	Steering Committee & Elected Official Preview		
	6 pm	PLEASE ATTEND Public Visioning Session @ Town Hall	Open House & Pin Up @ Town Hall	
	7 pm			
	8 pm			

● Public Meeting
 ● Work Session
 ● Drop In Opportunity

PLANNING TIMELINE



PROJECT SCHEDULE

PHASE	OCT	NOV	DEV	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]		

PROJECT WEBSITE

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



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project goals

PRIOR PLAN GOALS

Transportation A transportation system that provides for the movement of people, goods and services in a safe, efficient and effective manner and that minimizes adverse impacts upon the natural environment.

Appearance An attractive community

Recreation To provide facilities and programs that address the needs of town residents.

Economy Provide a vibrant and varied local economy, which will attract and support a wide diversity of business opportunities and community services and will support the town tax base.

Land Use

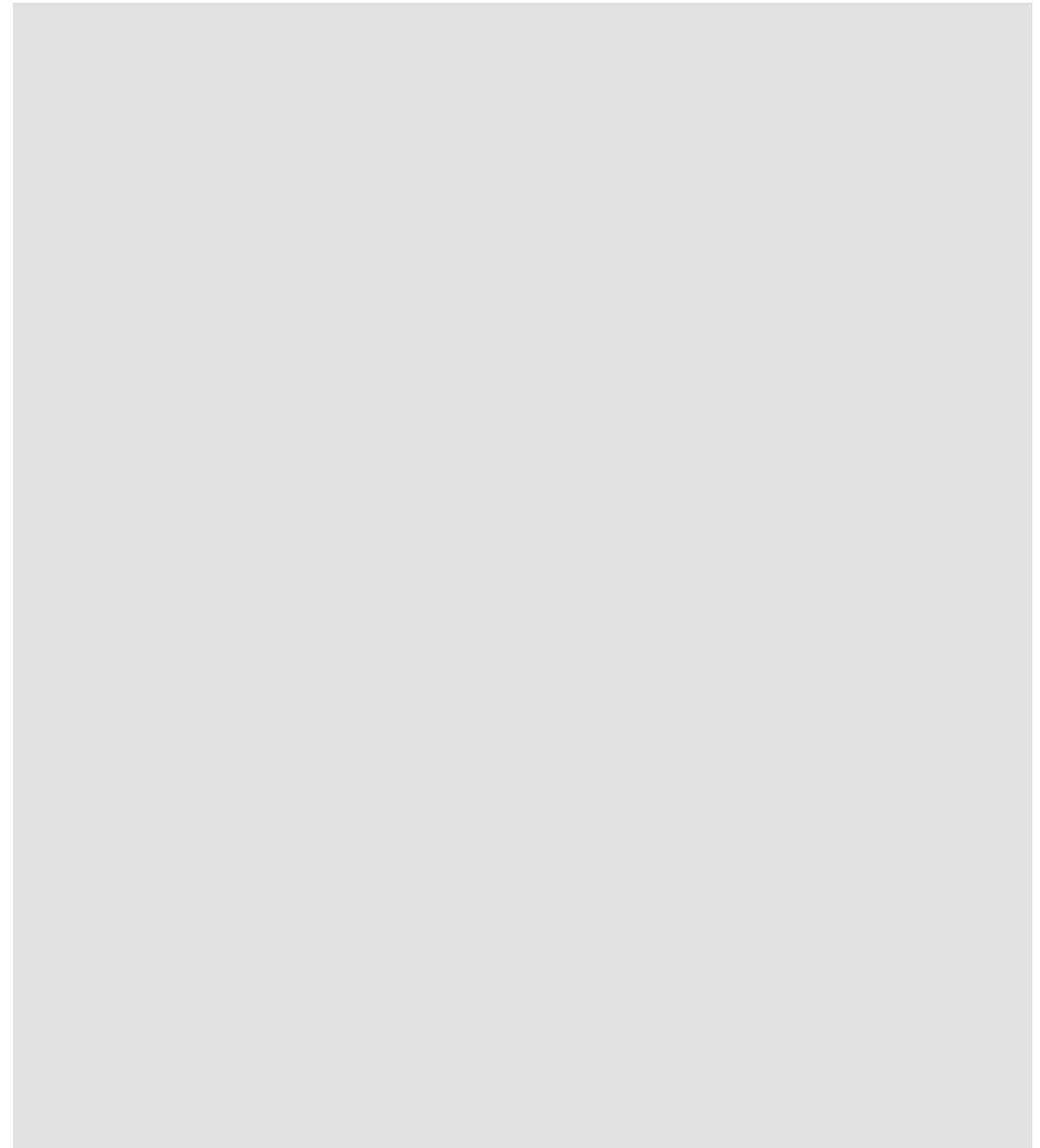
- A well-planned, attractive, livable and unique community that establishes and enhances town identity, fosters a sense of place and protects historical, cultural and natural resources.
- A compact, pedestrian-friendly and diverse community that places emphasis on quality while maintaining affordability.

Nonresidential/Commercial Development Commercial development that is property located, accessible and attractive.

THEMES

- Smooth transitions between differing land uses
- Balanced and responsible planning that respects historical, cultural, and natural resources
- Planned and purposeful growth that maintains value
- Creation of a town-wide identity
- Placemaking through public and private space enhancements
- Enhancing community health through physical activity, sustainability, and healthy food choices

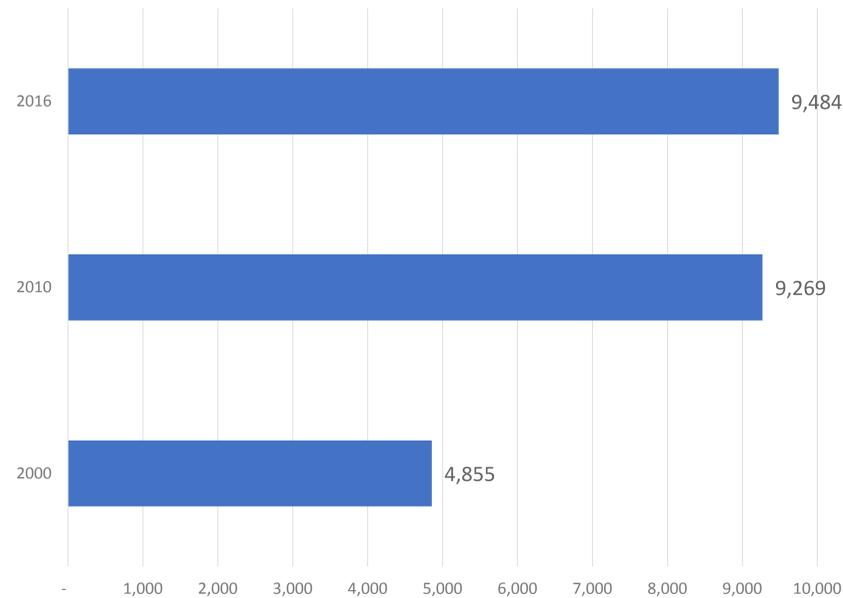
WHAT ARE YOUR GOALS?



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population

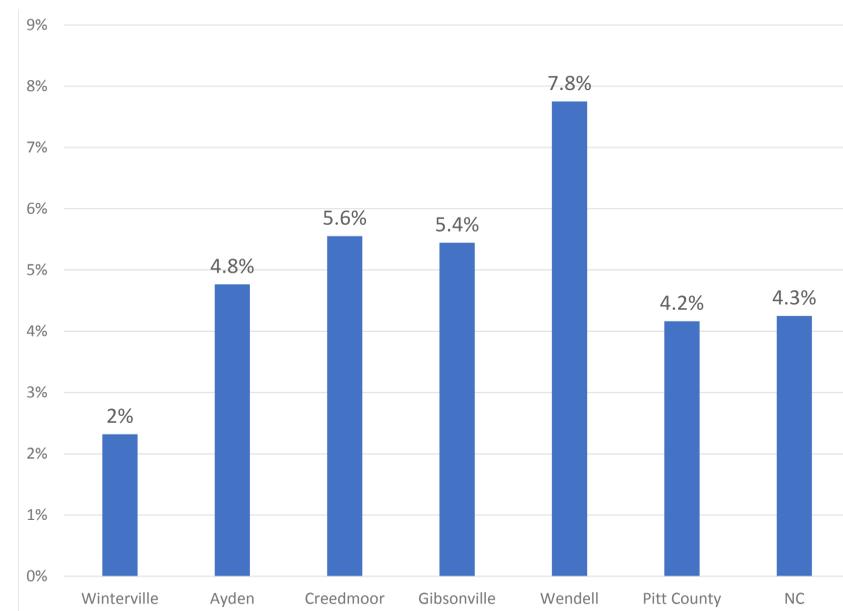
POPULATION GROWTH



SOURCE: 2016 AMERICAN COMMUNITY SURVEY; DECENNIAL CENSUS

GROWTH RATE

2000-2016



SOURCE: 2016 AMERICAN COMMUNITY SURVEY

POPULATION OVERVIEW

Winterville is one of ten municipalities in Pitt County and the second-largest after Greenville. Four other NC municipalities, similar in their size and situation to Winterville, were included to compare and contrast Winterville's demographic profile and relative positioning.

Winterville experienced rapid growth between 2000 and 2010 growing from a population under 4,000 to over 9,000 people. The town has experienced steady growth since 2000. The town has a high median household income and a low poverty rate compared to Ayden and Pitt County.

Winterville's population is older than the county and state as a whole. There have been significant increases in 45-74 year-olds between 2010 and 2016 and slight decreases in age groups < 20 years old during the same period.

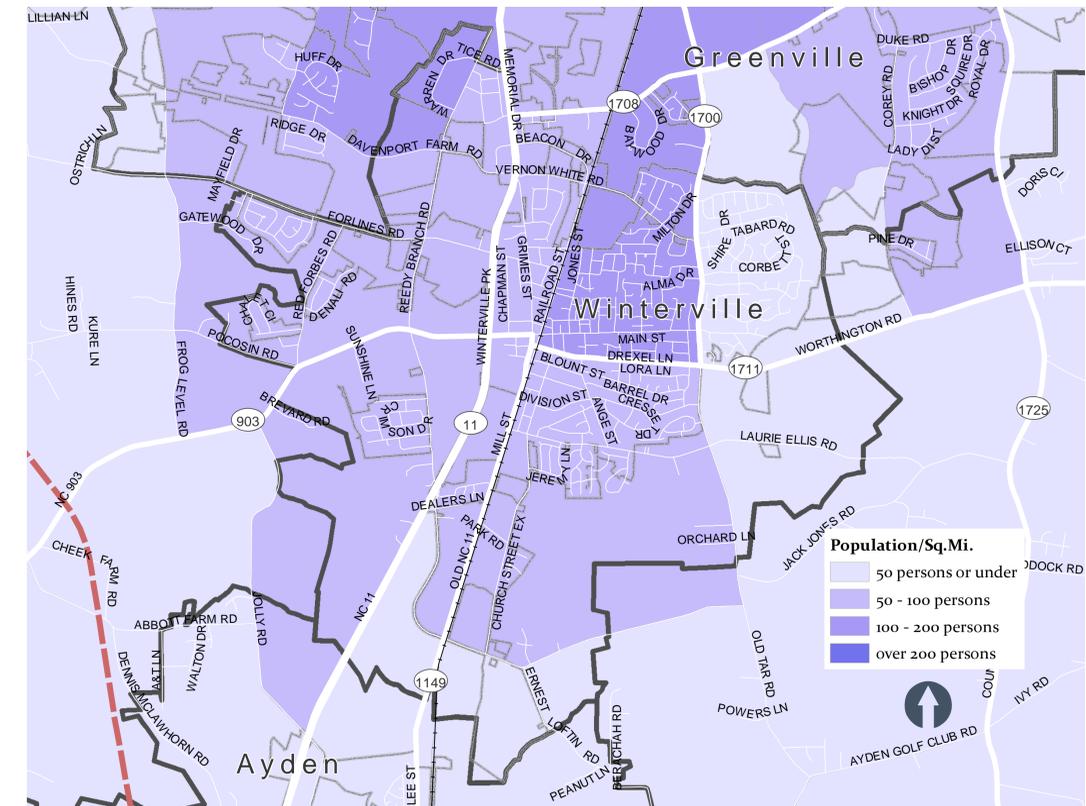


WINTERVILLE TOWN HALL



DOWNTOWN WINTERVILLE

POPULATION DENSITY



MUNICIPAL COMPARISON

	Winterville	Ayden	Creedmoor	Gibsonville	Wendell
Population					
2016	9,484	5,167	4,353	6,759	6,298
2010	9,269	4,932	4,124	6,410	5,845
% change	2.3%	4.8%	5.6%	4.3%	7.8%
Median Age					
2016	39.2	36.8	38.5	37.9	37.4
2010	34.3	40.6	36.6	38.4	33.4
Income & Poverty (2016)					
Median income	\$63,958	\$29,139	\$66,818	\$51,316	\$47,295
% below poverty level	7%	31%	9%	14%	25%

SOURCE: 2016 AMERICAN COMMUNITY SURVEY; DECENNIAL CENSUS



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housing

HOUSING OVERVIEW

Home ownership and household income vary greatly throughout Winterville and comparable municipalities. Winterville has the highest home ownership rate (81.9%) among its group of peer communities. Its median home value is also tops among its peers. Areas of new housing have slightly higher values than older parts of town, which is a trend that is typical in many towns.

Lack of housing diversity was mentioned as a concern (and potential weakness) during stakeholder interviews.

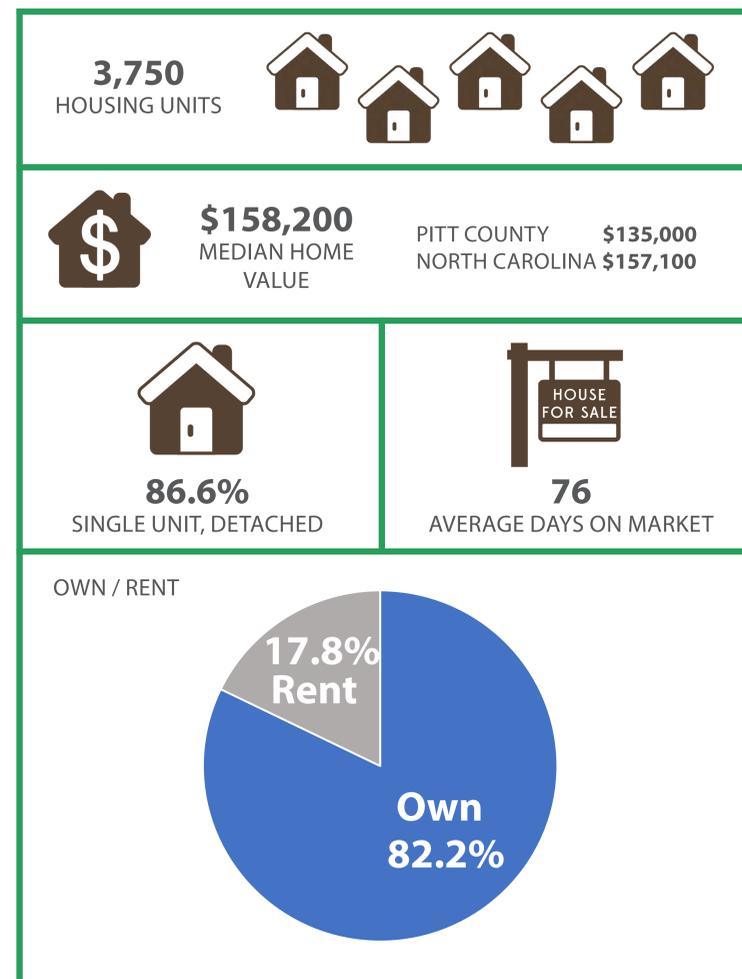


MUNICIPAL COMPARISON

	Winterville	Ayden	Creed-moor	Gibson-ville	Wendell
Housing Units					
Total	3,750	2,244	1,845	2,704	2,635
% Owner Occupied	81.9%	53.1%	73.8%	76.5%	66.5%
Median Income	\$63,958	\$29,139	\$66,818	\$51,316	\$47,295
Median Home Value	\$158,200	\$90,700	\$153,900	\$148,700	\$127,100

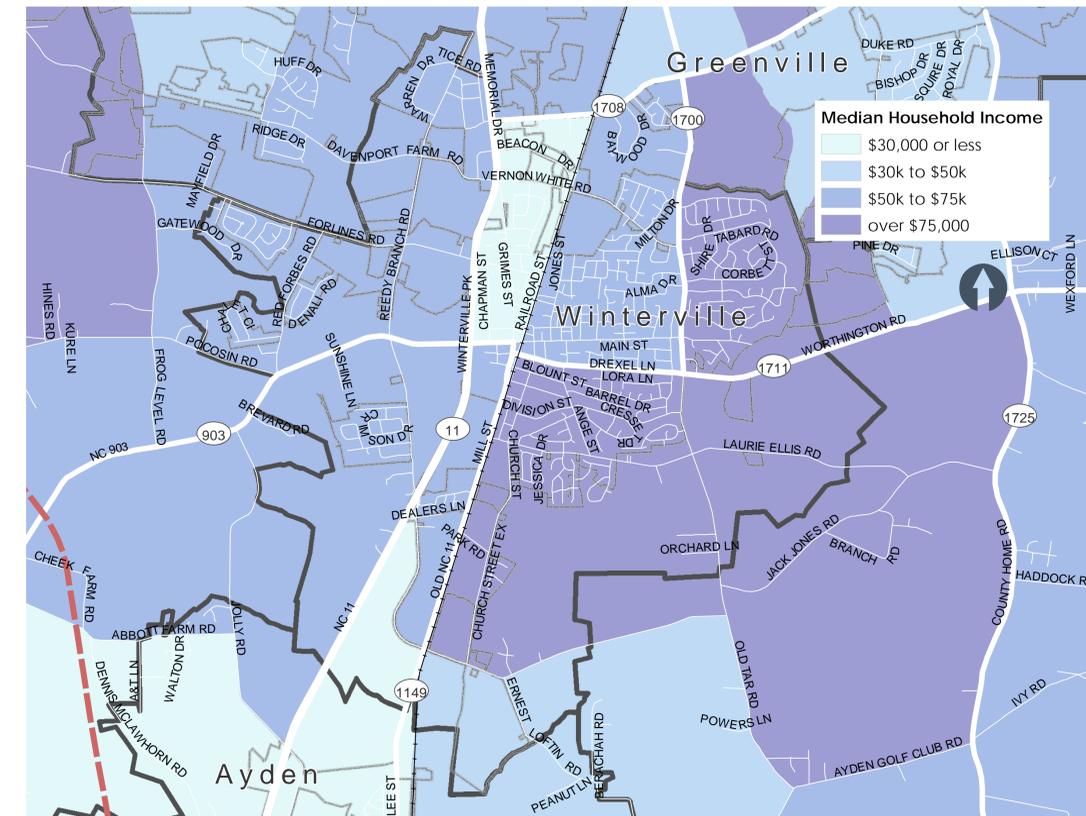
SOURCE: 2016 AMERICAN COMMUNITY SURVEY; DECENNIAL CENSUS

HOUSING UNITS



SOURCE: 2016 AMERICAN COMMUNITY SURVEY; REALTOR.COM

MEDIAN HOUSEHOLD INCOME



HOUSING GROWTH



HOUSING TYPE



SOURCE: 2016 AMERICAN COMMUNITY SURVEY



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MAJOR EMPLOYERS

	PITT COMMUNITY COLLEGE Education/2,000 employees
	THE ROBERTS COMPANY Manufacturing/1,200 employees
	SAM'S CLUB Retail/150 employees
	PITT COUNTY BOARD OF EDUCATION Education/650 employees

SOURCE: WINTERVILLE CHAMBER OF COMMERCE

EMPLOYMENT BY INDUSTRY

Industry Sector	Total	Percent	Percent Growth (2000-2016)
Educational Services; Health Care and Social Assistance	2,197	43.6%	149%
Manufacturing	639	12.7%	101%
Public Administration	246	4.9%	105%
Retail Trade	478	9.5%	137%
Agriculture, Forestry, Fishing & Hunting	0	0	-100%
Finance and Insurance; Real Estate and Rental	254	5%	121%
Information	57	1.1%	-14%
Construction	132	2.6%	33%
Transportation, Warehousing, and Utilities	130	2.6%	69%
Wholesale Trade	128	2.5%	54%
Professional and Technical Services; Management	292	5.8%	38%
Entertainment, Recreation, Accommodation, Food Services	313	6.2%	137%
Other Services	170	3.4%	107%
	5,036	100%	

SOURCE: 2016 ACS, DECENNIAL CENSUS

Educational Services/Health Care/Social Assistance is the largest employment sector with Manufacturing and Retail Trade nearly tied in second. Construction and Entertainment/Recreation/Accommodation/Food service are also significant employers. The education and health care sector has grown by nearly 150% since 2000.

TOP 3 INDUSTRIES

-  Educational Services, Health Care and Social Assistance
-  Retail Trade
-  Accommodation and Food Services

TRAVEL TIME



COMMUTE



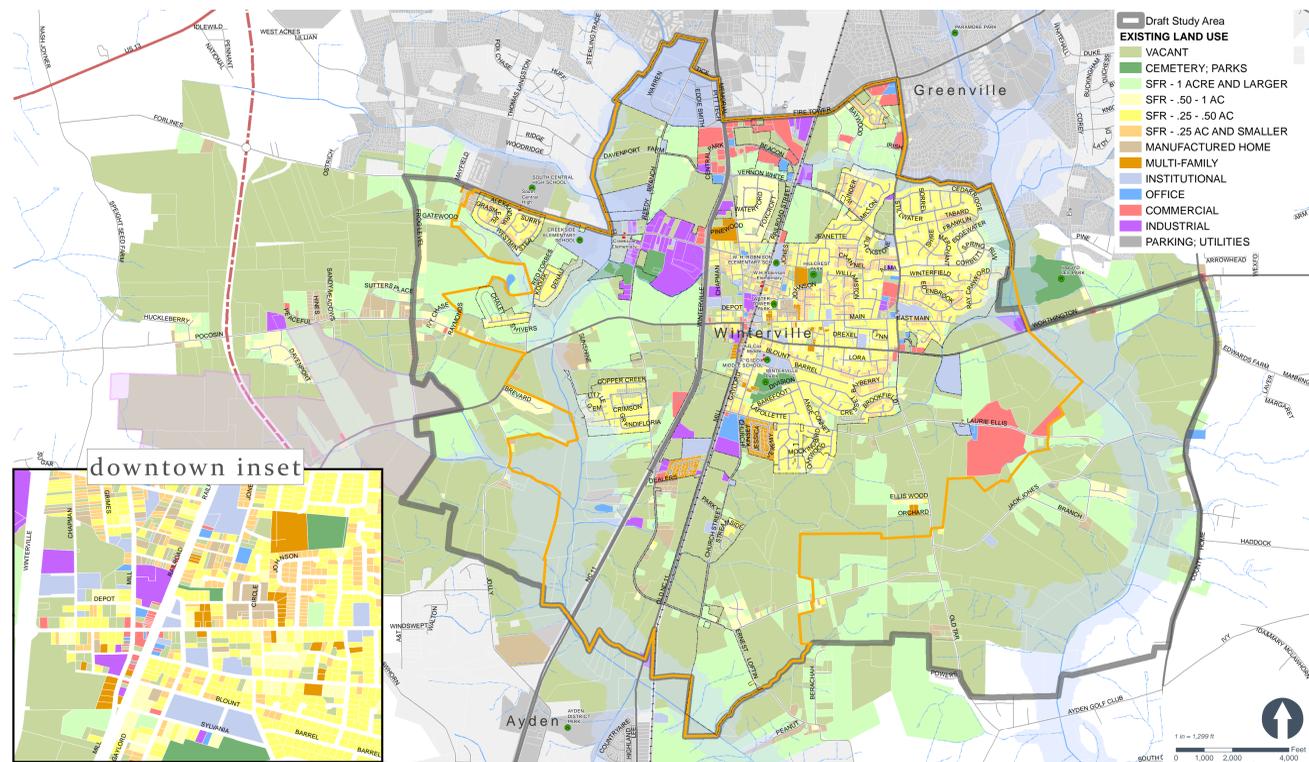
RETAIL AND RESTAURANT DEMAND

Winterville is a shopping and dining destination for surrounding areas as local retail space exceeds demand from in-town residents alone.

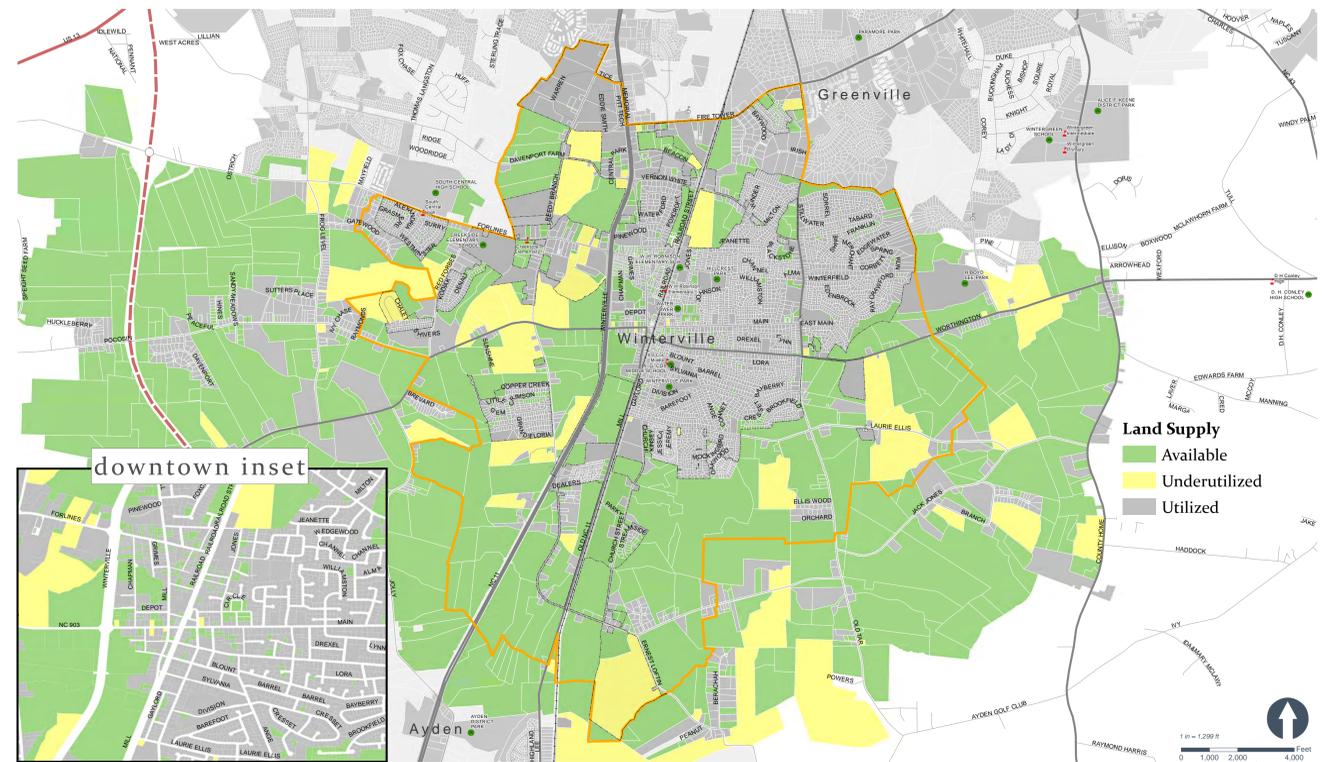


existing land use/land supply

EXISTING LAND USE

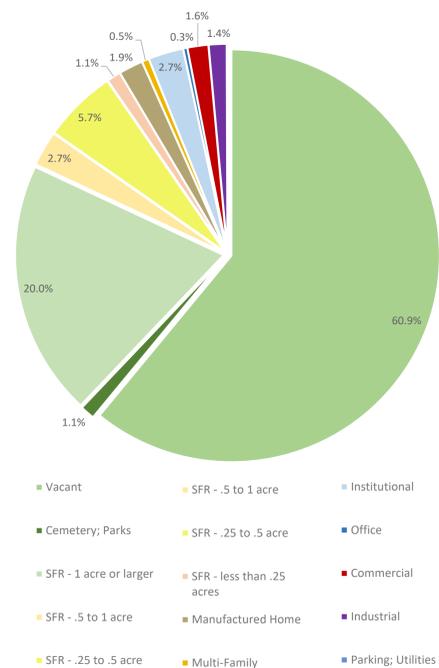


LAND SUPPLY



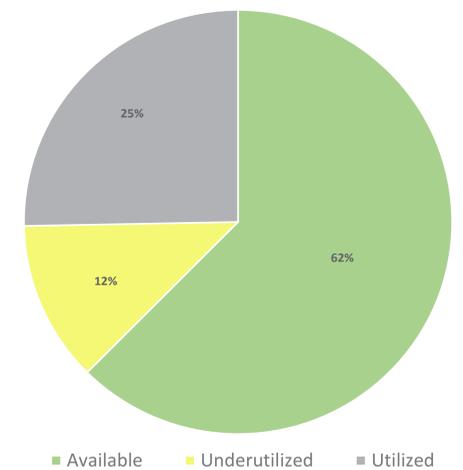
KEY POINTS

- Vacant land is mostly situated around southern Winterville and outside the Town's City Limits.
- Lack of balance between land uses. Commercial and industrial uses only make up 3% of total.
- Area around SW Bypass is predominantly vacant farmland. This area will likely grow after project is completed.



KEY POINTS

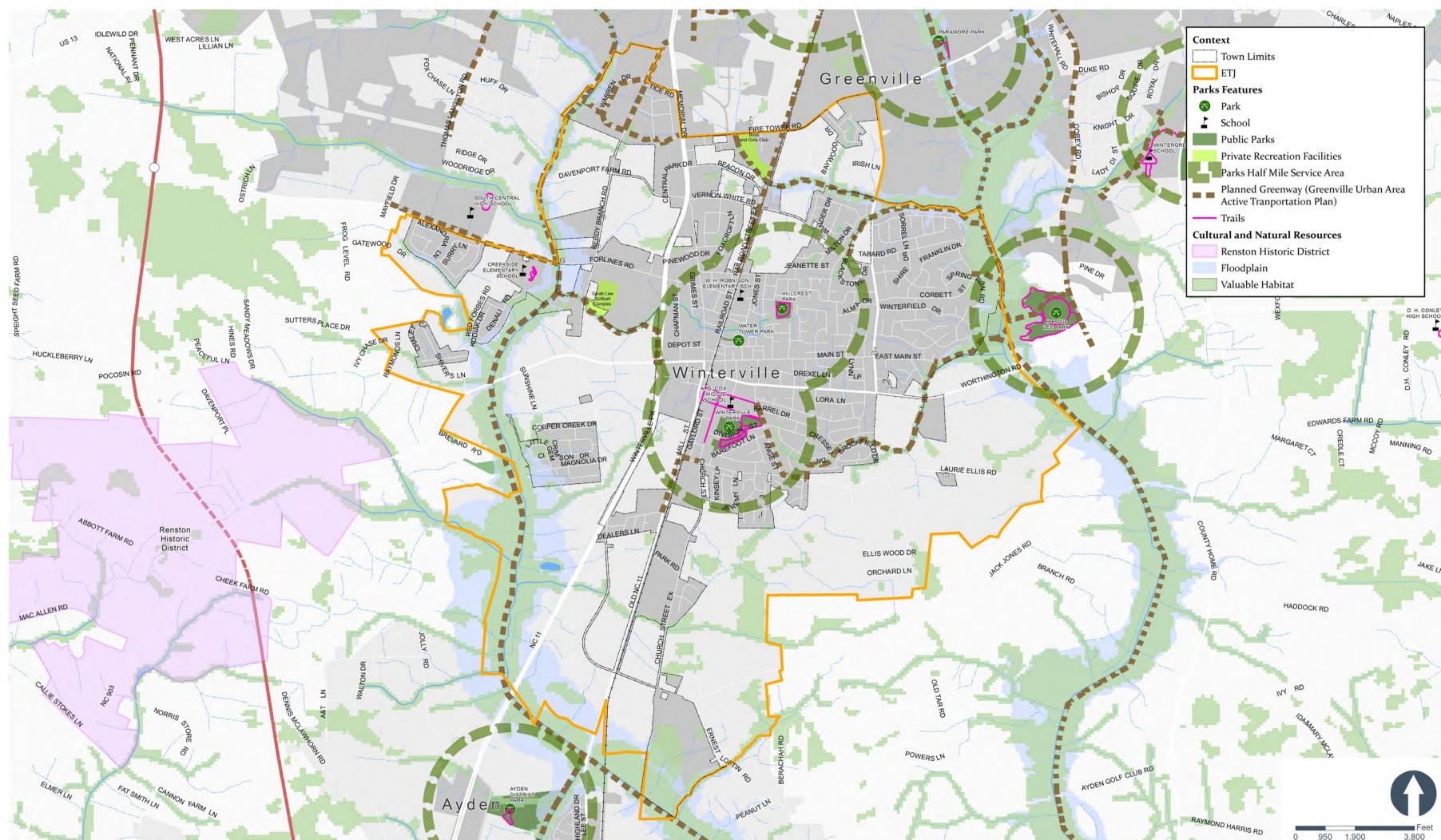
- This analysis is based off land and building value in the Winterville area.
- Winterville's core is mostly utilized.
- Mirroring existing land use, available and underutilized land is located in the southern portion and the Town's periphery although there are significant infill and redevelopment opportunities on the east side of downtown.



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parks & natural resources

PARKS & NATURAL RESOURCES



PARKS AND RECREATION STATS



GREENWAYS, SIDEWALKS, HIKING TRAIL, AND MULTI-USE PATHS



EXISTING PARKS & NEEDS

EXISTING PARKS	NEEDS
<ul style="list-style-type: none"> HILLCREST PARK WINTERVILLE PARK WATER TOWER PARK H BOYD LEE PARK (GREENVILLE) AG COX (JOINT USE AGREEMENT) 	<ul style="list-style-type: none"> INDOOR REC FACILITY CONNECTIONS (INCLUDING SIDEWALKS, TRAILS / GREENWAYS) FACILITY UPGRADES DOWNTOWN PUBLIC SPACE IMPROVEMENTS EAST/WEST PARTS OF TOWN

WINTERVILLE RECREATION PARK



HILLCREST PARK



PRIVATE RECREATION



AQUAVENTURE

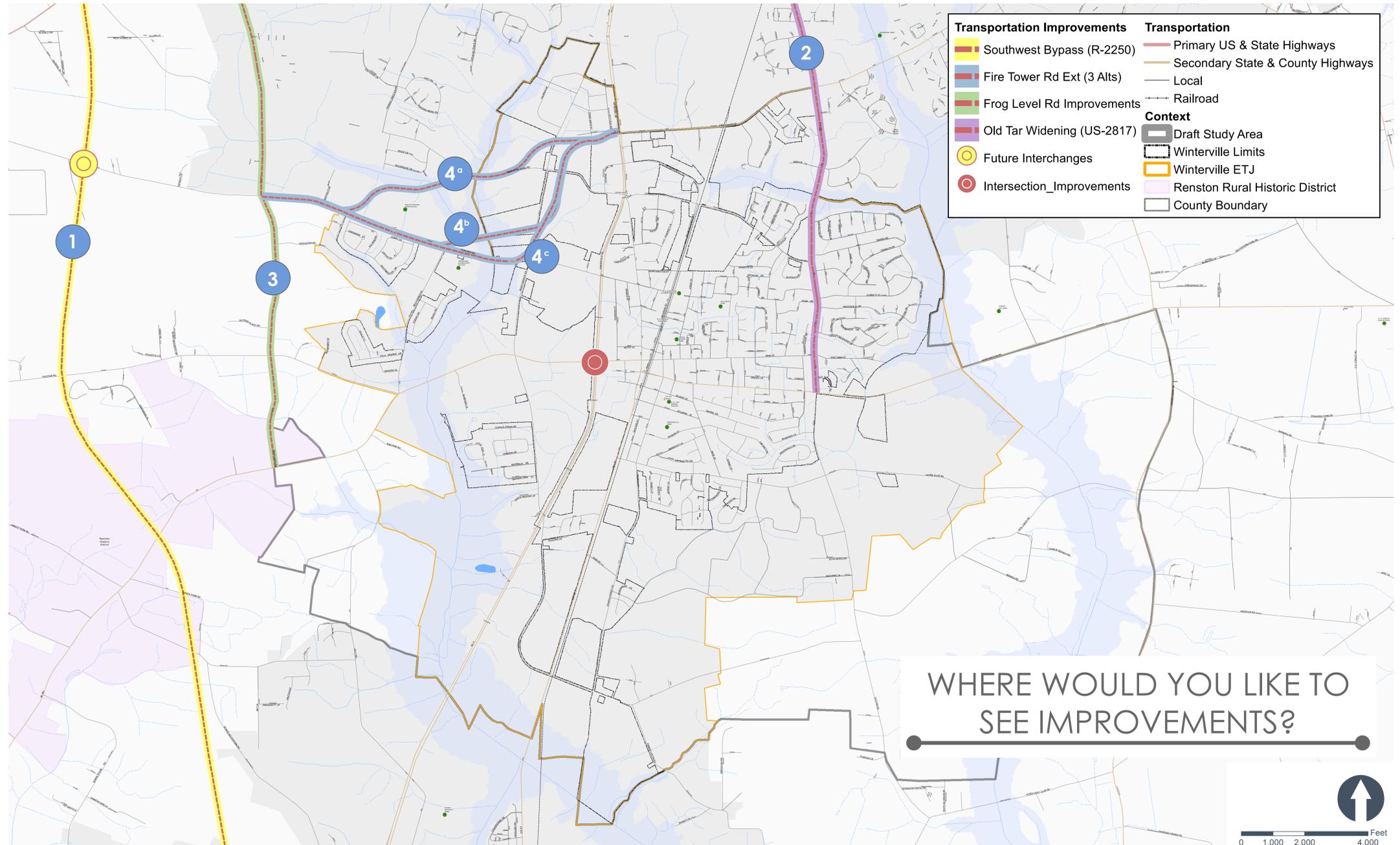


BOYS & GIRLS CLUB



ROADWAY IMPROVEMENTS

- 1 Southwest Pitt Bypass (R-2250)**
Four lane divided facility from NC 11 to US 264 (currently under construction)
- 2 Old Tar Widening (U-2817)**
Widen from Worthington Rd to US 264 Alternate (Construction Year: 2021)
- 3 Frog Level Road Improvements**
Widen Frog Level Rd from US 13 to NC 903 and construct roundabout at Davenport Farm Rd
- 4^{a b c} Fire Tower Rd Extension (U-5006)**
Extend Fire Tower Rd from NC 11 to the Southwest Pitt Bypass. Three alternatives are shown on the map.
- Future Bypass Interchange**
Forlines Rd Interchange, east of Frog Level Rd
- NC 903 & NC 11 Intersection**
Intersection improvements at intersection of NC 903 and NC 11 planned (potential for complete street improvements)



ACTIVE TRANSPORTATION



The map on the table shows proposed improvements for walking and bicycling. Where would you like to see connections? What places feel unsafe? What intersections need improvement?

- PLANNED GREENWAYS**
- PROPOSED SIDEWALKS**
- FUTURE BIKEWAYS**
- INTERSECTION IMPROVEMENTS**

NEW MOBILITY



Micro-mobility refers to personal vehicles such as scooters, bikeshare, e-bikes, and small electric cars that carry one or two passengers. Mobility preferences differ among people of different ages, genders, occupation and household size. How should the Town prepare for new mobility options?

TRANSIT



The Greenville Area Transit System (GREAT) serves the area around Piitt Community College. Would you like to see expanded service or transit stop improvements?

