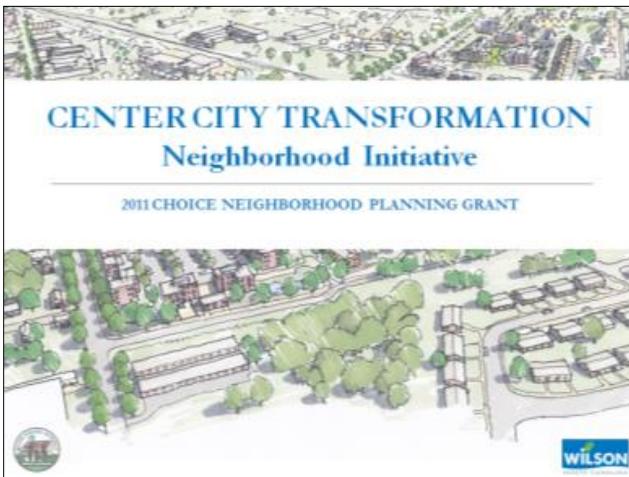
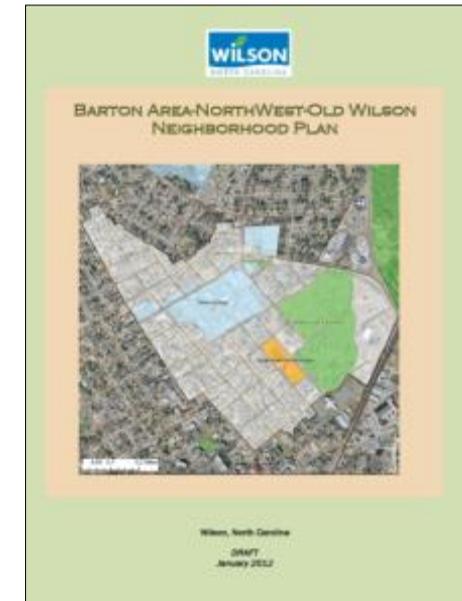
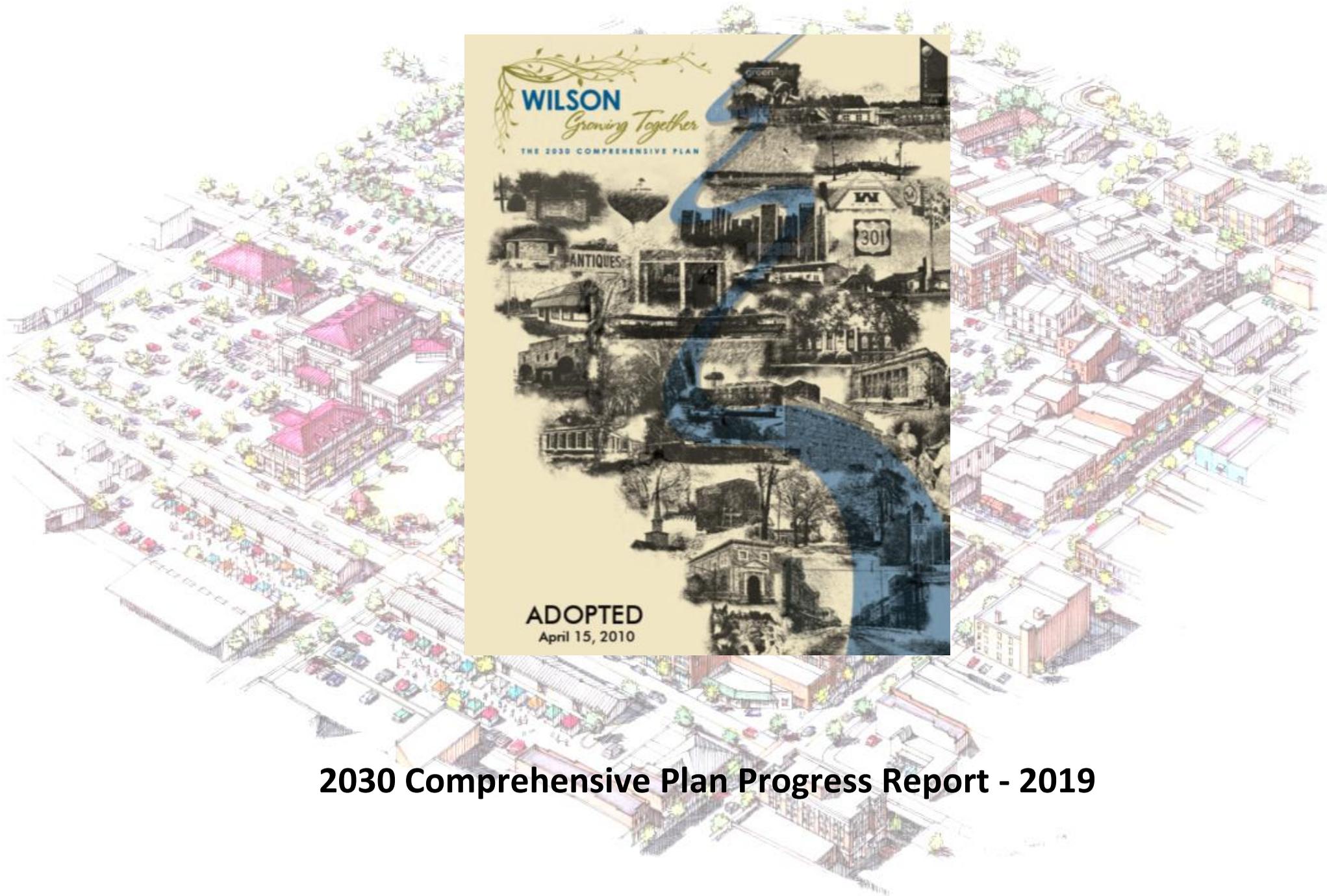


2030 Comprehensive Plan Progress Report - 2019



Presented to City Council on October 17, 2019



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It is my pleasure to provide you fourth progress report since adoption of the 2030 Comprehensive Plan in April 2010. Soon after adoption, departments and agencies across Wilson began implementing plan recommendations. I think you will see in this report that much progress has been made since adoption of the Comprehensive Plan. Here are some highlights:

- **USDOT TIGER Grant Implementation** – This \$10 million dollar grant has led to a significant \$18 million investment in infrastructure along US 301 and connecting important areas to the highway such as the community college and other public schools. Work continues and we should see completion in the 1st quarter of 2020. For continued beautification of this corridor, council has funded a new grant program. The grants will be used to help fund private landscape and façade improvements on the highway.
- **US 301 Economic Development Plan** – With the continued highway construction, staff is taking the second step in developing plans for redevelopment of key parcels along the corridor. Initial public meetings have been held and they were well attended. The plan will be complete by 2nd quarter 2020 with implementation to follow.
- **Center City Neighborhood Revitalization** – This continues to be a major focus on implementation from the comprehensive plan. A new historic property grant program has been rolled out. An updated condition survey has been completed for all structures within the historic district. Prioritization for demolition work continues within the center city, however, demolition is done as a last resort with an emphasis on revitalization where feasible and there is a cooperative owner. The City, Housing Authority, and County have partnered on securing grant funding for 50+ new public housing units on Lodge Street in the Whitfield neighborhood. These units will replace those lost in recent hurricane flooding with Matthews.
- **Park and Recreation Improvements** – Several improvements have been accomplished and in process since the last report. One of the most visible parks in Wilson was completely overhauled, Rotary Park (formerly Cavalier Park). Improved fields and trail, as well as new playground, pickle ball courts, bathrooms, and picnic shelter were completed. Lake Wilson saw trail improvements with a bridge now allowing a complete 2 mile trail loop. Gillette Park saw turf field, parking lot, and pavilion improvements through the use of new tourism tax revenue. Finally, Wilson’s first dog park is under construction at Toisnot Park.
- **Downtown Revitalization** – Since the last report the Whirligig Park has been completed! The park is being recognized through various awards from organizations like the NC Main Street Program and the NC Chapter of the American Planning Association. Many community events are held at the park each month and it has truly become the living room of downtown. Whirligig Station has received a temporary CO and 33 of 40 available apartments are leased so far. Investment in downtown continues to increase year over year. 2018 saw investment of over \$24 million which is an increase from \$12.5 million in each of the previous 2 years. BB&T’s recent \$39 million investment is the largest in downtown’s history and the 95,000 square foot facility is currently under construction. There are approximately \$80 million in the project pipeline with some form of planning or construction underway. Streetscape improvements have been completed along Goldsboro Street with planning underway for the Douglas Street streetscape.
- **Freeman Place** – The last of the original lots in Freeman Place have sold and all houses are now occupied. Our final push yielded 29 houses in 18 months. An additional 12 lots have been developed and a new building partner secured. The first houses in this new section will start by the 1st quarter of 2020.

- **Brownfield Program** – Our brownfield work continues to be highly successful. We have again received funding and increased the total loan fund from \$1 million to \$1.5 million. This brings our total grant dollars from the EPA Brownfield program to \$2.1 million. Two significant projects highlight the success of the program. First, remediation is being done at the site of a former gas station at US 301 and Pender Street. This work will allow the realignment of the intersection to improve safety. Second, the Cherry Hotel asbestos, lead paint, and mold remediation work was funded through the EPA loan Fund program. During the next grant cycle, we will be applying for additional Brownfield Assessment funds.
- **Reduce Congestion on Raleigh Road** – This project is still on-going. Work is starting on the roadway around I-95 to reduce left hand turn hazards. The STIP includes a project for signal coordination which will allow improved signal timings to improve traffic flow. Since the last report, medians have been installed in the area between Forest Hills Road and Airport Road.
- **Greenways, Sidewalks, Safe Routes to School** – The TIGER grant is providing one of Wilson’s biggest bike/ped improvements with sidewalks and multi-use path improvements on the corridor connecting neighborhoods and businesses with institutions such as Darden Middle School, Barnes Elementary School, Wilson Community College, and Sallie B. Howard School. Tarboro Street saw significant sidewalk improvements from Fairview Ave to Vinson-Bynum Elementary School. Sidewalk was also installed from Tilghman Road to Wells Elementary School along Kincaid Ave. Sidewalk is currently under construction around Fike High School that will run the entire length of Harrison Drive. The first leg of the Hominy Greenway has been constructed. A second leg will connect to Williams Day Camp and is funded. A grant for engineering work has been submitted for the greenway and water quality park in Hurricane Floyd buyout areas around the Five Points neighborhood.

This summary provides a few highlights of projects in some stage of implementation since the 2016 update. Additional details can be found in the action plan status report that follows. I hope you will agree that the hard work of citizens, various boards and commissions, non-profits and City of Wilson staff is paying off. Now nine years since adoption, tremendous progress has been made. Wilson is in an excellent position to continue to attract quality development and offer a high quality of life to its residents.

Respectfully yours,

Rodger H. Lentz, AICP
Chief Planning and Development Officer

Implementation Action	Timeline	Entity Responsible	Status - 2019	Status – 2016
Top Priority Implementation Actions				
1. Work with Wilson County to establish a tiered growth system	Initiate within one year	Development Services, Fire/Rescue Services, Police, Public Service, and Wilson Energy	The city and county cooperated on a joint development approval process for property at US 264 and I-795. This was our first opportunity since the recession to test joint cooperation on land development approvals.	No Changes since last report.
2. Amend Wilson's Land Development Ordinances	Initiate within one year	Development Services, with TRC Departments	Since 2016 we have made amendments to make parking maximums more flexible and make changes to the sign chapter. Future significant amendments are required to maintain the UDO in compliance with newly refreshed state planning enabling legislation.	We have held a review meeting with area engineers and developers to receive feedback on the UDO. Changes have been presented to council and additional amendments are in develop based on that feedback.
3. Establish a neighborhood planning and implementation process	Initiate within two years	Development Services, Human Relations Office, Police Department	Staff is currently working on a corridor economic revitalization plan for the US 301 TIGER Grant area. Future updates will be coming to council shortly.	The HUD Choice Neighborhood Plan was approved by HUD and both the Housing Authority and City are working on plan implementation. The Housing Authority secured funding to rehabilitate existing vacant units to increase their supply of affordable housing. The City of Wilson was awarded a \$10 million TIGER grant to improve Highway 301.
4. Support and facilitate center city catalyst projects such as the Villages of Center City	Initiate within one year	Planning and Community Revitalization, Development Services, Downtown Development Corporation, Public Services	Unfortunately, Second Act Communities has not continued in Wilson. We have partnered with St. John CDC on the Wilson Renaissance Center with grant and other development assistance. In addition, the city obtained disaster relief funding for the Wilson Housing Authority to rebuild 50+ public housing units on Lodge Street in the Whitfield Homes Neighborhood. Construction is planned to begin in 2020.	The City is working with several partners to on large projects within the Center City. Second Act Communities is looking to partner with St John CDC on a development project within the Wilson Renaissance Project. While Freeman Place did see a surge of development in 2014-15 we again are working to accelerate its completion. A new non-profit building partner, Builder of Hope, has signed an MOU with the City and will be taking lots in Fall 2016.

Implementation Action	Timeline	Entity Responsible	Status - 2019	Status – 2016
5. Establish a vacant properties initiative	Initiate within two years	Planning and Community Revitalization	The largest impediment for vacant property is the speed at which we can gain ownership through the tax foreclosure process. Amendments to state law to formalize land banking would speed our success. The tool has been used successfully in other states. We have continued to demolish dilapidated housing, obtained vacant lots for community gardens, and are in the process of obtaining the Anderson Apartment through lien foreclosure so the property can be made available for rehabilitation.	We continue to have minor success with vacant properties. We continue to partner with Habitat for Humanity and Preservation of Wilson on improving vacant property through new construction or rehabilitation of historic properties. Downtown is also having success through our ability to acquire, stabilize and market vacant buildings for reuse. Demolition of the former Leder motel on US 301 was completed.
6. Redesign streetscape improvements to Highway 301	Initiate within two years	Planning and Community Revitalization	The TIGER Grant project is anticipated for completion in the spring of 2020. Landscape design and planting will follow in the Fall of 2020 when plants have a higher likelihood for survival.	This project was awarded a \$10 million TIGER grant that will accelerate its completion. In addition, NCDOT dollars are expected which along with locally committed funds will provide approximately \$18 million in funding to complete construction. Engineering work to be completed by June 2017.
7. Implement elements of Barton College's Master Plan that relate to the City's area of responsibility	Initiate within two years	Barton College, Planning and Community Revitalization	The city has assisted the college with utilities and other needs related to their stadium and football program. Pedestrian improvements are planned on Raleigh Road between the former JC Harris dealership and the round-a-bout in conjunction with NCDOT. A raised cross-walk was installed on ACC Drive to enhance pedestrian safety. A full sidewalk network connects the campus to the athletic fields adjacent to Wells Elementary School.	Barton streetscape improvements were completed.

Implementation Action	Timeline	Entity Responsible	Status - 2019	Status – 2016
8. Promote green workforce development initiatives and work with Wilson Community College to implement elements of its master plan that relate to the City's area of responsibility	Initiate within two years	Wilson Community College, Wilson County, Planning and Community Revitalization, Economic Development Council	Construction is complete at the new Lee Campus of the Wilson Community College. Sidewalks and Multi-use path are complete and will be opened with the final completion of the 301 TIGER Grant project.	Construction has begun on the Lee Motor Campus for the community college. The TIGER grant will provide a multi-use path connection between the Lee Campus and Main Campus.
9. Establish sustainable performance standards and develop an energy conservation strategy	Initiate within two years	City administration with assistance from relevant City departments	The city has installed 4 electric vehicle charging stations downtown. A grant application is pending to add 3 rapid chargers around the city.	No change since last report.
10. Conduct a feasibility study for a downtown civic center	Initiate within four years	Downtown Development Corporation and Wilson Visitors Bureau	Has not occurred	Has not occurred.

Implementation Action	Timeline	Entity Responsible	Status - 2019	Status – 2016
11. Promote revitalization of Downtown	Initiate within two years	Downtown Development Corporation, Planning and Community Revitalization	<p>The Whirligig Park is complete. The \$13 million Whirligig Station has a temporary CO and 33 apartments out of 40 available are occupied. BB&T has a new facility \$35 million facility under construction in downtown and City staff has been working on a revitalization plan for the remaining BB&T property. The \$20 million Cherry Hotel project is ready to go as soon as the General Assembly renews the State Historic tax Credits.</p> <p>Downtown Wilson has seen an increase in investment from \$12.5 million in 2016 and 2017 to over \$20 million in 2018. All trends are positive. For this momentum to continue, we will need to continue investing in infrastructure downtown as well as lobby the state to renew the State Historic Tax Credits. Staff is exploring the potential in the opportunity zones designated in Wilson.</p>	<p>The Whirligig Park is ready for construction. Construction will commence as part of an economic development project at the former Hi-Dollar Tobacco warehouse.</p> <p>Development in downtown is still headed in a positive direction given the private investment numbers we are seeing. A number of buildings have been rehabbed and some key projects are nearing completion. Over the past two years we have seen nearly \$9 million in new investment per year in downtown. One of the key projects is a new craft beer brewer with a planned completion in Fall 2016. We also saw the completion of our second residential loft project in the Wilson Furniture Lofts.</p> <p>We continue to work on building stabilization in order to achieve greater stability in downtown. Two additional buildings were stabilized and sales nearly finalized for property in Tarboro Street. The city has also acquired 3 additional buildings in downtown for stabilization and eventual sale.</p>

Implementation Action	Timeline	Entity Responsible	Status - 2019	Status – 2016
12. Develop a formal agreement with Wilson County Schools	Initiate within two years	City administration with assistance from Planning and Community Revitalization	Has not started. Has been no demand for new schools.	Has not occurred. Has been no demand for new schools.
Managed Growth				
1. Maintain an up-to-date geographic information system dataset of existing land uses and vacant structures in Wilson. Periodically compare this data to data on new development and redevelopment and identify trends in aging corridors requiring reinvestment focus.	Ongoing	Planning and Community Revitalization, Development Services and Information Technology Services	A new property condition inventory has been completed in the historic districts. This data is being used to target a new historic property repair loan program.	This work continues in order to track neighborhood trends. We have developed a better partnership with the county and now get regular updates of delinquent tax data which is a strong indicator of neighborhood health.
2. Ensure that City departments share information regarding proposed developments that will require expansion of public safety services. Ensure that existing facilities and service capacity can adequately serve new and existing demands for service. Mitigate any potential impacts that might decrease levels of service.	Ongoing	Fire/Rescue, Police, Public Services, Development Services	Engineering has established a project coordination monthly meeting to discuss projects with all relevant departments. This has helped with communication and decision making.	Ongoing task. One area of emphasis has been on center city storm water issues in order to create a regional solution that would benefit center city projects.

Implementation Action	Timeline	Entity Responsible	Status - 2019	Status – 2016
3. The City shall set a schedule for regular review of the primary growth areas to ensure that adequate land is available for forecasted development.	Short Term	Development Services, Planning and Community Revitalization	Demand for growth along the Raleigh Road Parkway corridor is increasing. Staff has discussed the corridor and what would be needed to accommodate further development. A shopping center, apartment complex and new neighborhood have been approved near the intersection with Airport Road. A formal study will be required to make decisions on required utility and service investments needed to support additional growth.	Not relevant at this time due to slow growth.
4. Monitor the balance of tax revenues and public infrastructure costs over time and compare with development approvals to identify trends. Seek strategies to maintain a fiscal balance.	Short Term	Development Services, Planning and Community Revitalization	This will be part of the planning effort on Raleigh Road Parkway.	No new significant subdivisions were approved during this period.
5. In collaboration with the North Carolina Department of Transportation and Wilson County, adopt and implement a new Wilson Comprehensive Transportation Plan.	Short Term	Public Services, Planning and Community Revitalization	Implementation of the 2012 plan continues. Future projects include safety and traffic enhancements to Raleigh Road Parkway, widening and sidewalks on Packhouse Road, one-way to two-way conversion of Pine and Tarboro Streets.	The City has a terrific relationship with NCDOT that is leading to great outcomes. This includes significant cooperation and coordination on the US 301 TIGER Grant as well as sidewalk and pedestrian improvements.
6. Develop a fiscal model to analyze development proposals and any positive or negative impacts development has on municipal budgets.	Medium Term	Development Services, Finance	No Change	Has not occurred. We do include a fiscal impact statement with rezoning applications based on the 2007 Cost of Land Use Study. As residential growth pressure return, consider funding development of the fiscal model.

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Center City Initiatives				
7. Develop and adopt a Commercial Maintenance Building Code and actively enforce it.	Short Term	Development Services, Downtown Development Corporation	Council funded an additional staff member to help with code enforcement, Recruitment process is underway. Continued economic growth in downtown is also a significant contributor to improvement in this area.	Code has been adopted and is being enforced. Building maintenance is a major issue downtown and along older business corridors like US 301.
8. As opportunities arise, replace holly trees with a more appropriate species in the Main Street District.	Ongoing	Parks and Recreation and Public Services	With the completion of the Goldsboro Streetscape, a new street-tree species was planted and after the first year, appears to be successful in an urban environment,	This is ongoing as resources and time permits. Significant progress has been made.
9. Continuing the partnership with Wilson Downtown Properties and Wilson Downtown Development Corporation, the City should market the Hi-Dollar Warehouse for a mixture of civic and commercial uses. In order to encourage a successful development the following uses should be considered: <ul style="list-style-type: none"> ◆ A government use, such as offices or meeting space, to accelerate loan approval and construction ◆ A Visitor's Center ◆ A signature destination restaurant 	Ongoing	Planning and Community Revitalization, Downtown Development Corporation and Wilson Visitors Bureau	<p>This project is near completion and has achieved a Temporary CO. 33 of 40 available apartments have been leased. Work on the basement units continues. A restaurant tenant has been named.</p> <p>We are actively looking for redevelopment options for the adjacent Farmers Warehouse.</p>	While we anticipated that this project would be under construction, various issues have slowed progress. The developers are continuing their work and their current goal is to begin construction Fall 2016.
10. Promote partnerships facilitating preservation real estate activities with Preservation of Wilson.	Ongoing	Planning and Community Revitalization, Preservation of Wilson	Preservation of Wilson is reported to be changing staff leadership. An examination of the partnership and workload will be performed.	This work continues. Preservation of Wilson has begun work with a former Preservation North Carolina staff member to develop a plan to perform rehabilitation and stabilization of homes in their target areas.

Implementation Action	Timeline	Entity Responsible	Status - 2019	Status – 2016
11. Revitalization and rehabilitation of blighted and vacant properties is paramount. For those properties that cannot be addressed by these means, the City should seek new funding sources to fully fund the City's demolition program.	Short Term	Development Services, Planning and Community Revitalization	City council added additional funds for demolitions and nuisances. Council also invested in the Cherry Hotel building providing stabilization funds to preserve it for future renovation. A new historic district loan fund is being piloted.	We have made some significant progress on commercial demolition on US 301 and that work continues as funding permits. Additional commercial demolition is planned on the 301 corridor.
12. Provide incentives to developers with projects in the Highway 301 Corridor, such as <ul style="list-style-type: none"> ◆ Reduce City of Wilson utility connection fees for Highway 301 Corridor developments ◆ Offer an accelerated entitlement process ◆ Negotiate property tax credits for the incremental increase in value over a specific period 	Short Term	Planning and Community Revitalization	A beautification grant program has been funded and an application process opened up 4 th quarter 2019.	City staff is presently working on ideas for beautification grants on the corridor and will present to council.
13. Consider development of a “One Wilson” Park at the location of Downtown Alive events.	Medium Term	Downtown Development Corporation	Park improvements have been contemplated for the library lawn with the loss of the Hickory Grove Park in downtown.	Recommend removal of this goal due to construction of the Whirligig Park. This will be the venue for future concerts, artist and farmers markets, and other downtown special events.
14. Extend sidewalk improvements from Nash Street to side streets within the Main Street District. Consider burying overhead lines in this area.	Long Term	Planning and Community Revitalization, Public Services	Goldsboro Street streetscape was completed. Douglas Street streetscape is just beginning planning work with implementation in the next 1-2 fiscal years.	Sidewalk repairs have been performed on downtown side streets.

Implementation Action	Timeline	Entity Responsible	Status - 2019	Status – 2016
15. Explore corporate partnerships in return for discreet advertising signage in gateway areas and other gateway design features.	Medium Term	Planning and Community Revitalization	With grant funding and additional CIP funding, corporate sponsorships are not required for this element. Recommend removal.	A grant was awarded for some downtown wayfinding signage. This signage will concentrate on public parking with the hope to expand the project scope to other wayfinding signs. Grant funding enabled us to complete this first phase without the need for corporate sponsors.
16. Consider development of a land bank to acquire and redevelop vacant and abandoned properties with tax liens. Work with City leaders to encourage the State legislature to authorize the use of this tool.	Medium Term	Planning and Community Revitalization	No change on this element.	While we perform work similar to how a land bank would function, we have not been able to get traction on legislation to establish formal land banks with formal powers found in other states. That work will be ongoing.
<p>17. Consider new funding mechanisms to promote redevelopment in the Center City, such as:</p> <ul style="list-style-type: none"> ◆ Tax Increment Financing ◆ New Markets Tax Credits ◆ Grants/low-interest loans from non-profit community development foundations. ◆ A collaborative low-interest fund w/ area financial institutions ◆ Section 108 Loans ◆ Economic Development Initiative & Brownfields Economic Development Initiative grants. ◆ Small Business Administration 504 Loans 	Medium Term	Planning and Community Revitalization, Downtown Development Corporation	The downtown incentive fund has been used for some property acquisition and stabilization to protect for future redevelopment. It has also been used to supplement façade grant beautification funding and parking lot construction. We also received an additional allocation of brownfield grant and loan dollars to assist private development projects.	City Council has established a fund for public-private partnerships in the downtown area. This fund can be used to acquire and stabilize buildings and to partner with private development interests to incentive private redevelopment activity. The \$1 million EPA loan fund is still available.

Implementation Action	Timeline	Entity Responsible	Status - 2019	Status – 2016
18. Consider creating a revolving fund for real estate purchases and dispositions within the Highway 301 corridor.	Medium Term	City Administration	City council established a beautification grant program. The loan fund contemplated by the 301 Committee was not attractive to land owners. An application process for the grant program will be released 4 th quarter of 2019.	Has not occurred – current 301 focus in on successful implementation of the US 301 TIGER Grant.
19. Develop design guidelines for redevelopment along the Highway 301 Corridor.	Medium Term	Development Services, Planning and Community Revitalization	Task complete	This task is complete.
20. Work with Wilson Community College to develop a plan for the Herring Road Avenue Corridor, including gateway treatments and reuse of vacant buildings.	Medium Term	Planning and Community Revitalization	A multi-use path has been constructed to connect the Lee campus with the Main Campus and beyond. This includes better pedestrian crossings. As staff resources allow, a plan is needed for the addressing the vacant industrial plant across from the main campus.	A specific redevelopment plan has not been created. The US 301 TIGER grant includes funds for pedestrian improvements around the community college.
21. Develop a Heritage Tourism Plan for Wilson that markets Wilson as a unique, historic destination along I-95.	Long Term	Downtown Development Corporation, Visitors Bureau, and Preservation of Wilson	A better solution was created which enables all community partners to advertise events in one community calendar. This includes an app that is very easy to use.	Ongoing, plus we are using social media outlets like Facebook, Twitter, etc. to help advertise and build awareness of programs
Quality of Life				
22. Advertise community events in the Wilson Parks and Recreation newsletter.	Ongoing	Parks and Recreation, Public Affairs	complete	This task is complete.
23. Working with local partners, identify ways the City can assist in attracting and recruiting new cultural and entertainment establishments and activities to the City.	Short Term	Visitors Bureau	Tax proceeds have been used to make improvements at the Gillette Complex to continue being able to attract major soccer tournaments to the region.	The hotel occupancy tax was approved for Wilson County and will be specifically earmarked for sports tourism at Gillette Park.

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24. Working through the Citizens Academy, poll citizens on the best ways to provide information about public events and activities.	Short Term	Public Affairs	The communications team has rebuilt our communications channels for social media and did a complete revamp of the city of Wilson web site.	After a long period without the position, A Communications and Marketing Manager was hired and is examining all of our communication channels and determining the best ways to reach citizens.
25. Publicize the City's community calendar on the Wilson Times website.	Short Term	Public Affairs	On-going	On-going
26. Explore opportunities for developing a comprehensive, multilingual community calendar that includes civic, cultural, recreational, educational, and other events.	Short Term	Public Affairs	No change	This work is ongoing – no change since last report.
27. Continue to conduct the Citizens Academy and expand outreach to Spanish-speaking citizens.	Short Term	Human Relations	On-going	On-going
28. Organize cultural events that display the unique character of the City and its residents. Such events could include a public market, art show, and concert with local musicians.	Medium Term	Downtown Development Corporation and Visitors Bureau	On-going, a variety of downtown events are offered each year. More partners are also hosting events, which increases our event capacity.	On-going, a variety of downtown events are offered each year.
Neighborhoods and Housing				
29. Consider establishment of a local "Weed and Seed" program.	Short Term	Police, Planning and Community Revitalization	No-change	The City requested, but was not funded for a Byrne Criminal Justice Grant. Plans are to apply again.

Implementation Action	Timeline	Entity Responsible	Status - 2019	Status – 2016
30. Examine appropriate incentives, shifting expenses from City initiated demolitions to assistance with rehabilitation when appropriate.	Short Term	Development Services	Additional building stabilization continues and the city and Wilson Downtown Properties has successfully sold some acquired buildings for private rehabilitation.	This work continues with work completed on two buildings on Tarboro Street and an additional three buildings recently acquired by the city in downtown.
31. Implement the Housing Improvement Action Strategy Plan for Wilson.	Medium Term	Planning and Community Revitalization, Development Services	Some of the rental management companies have remained in the rental housing inspection program voluntarily due the value they see in the program. We are monitoring the impact on the state law change to see, if in the long-term, we get more tenant complaints on housing quality and maintenance.	<p>The Flynn Christian Home grant project has been closed out. We continue housing work through the urgent repair and single family rehab programs. We are also exploring North Carolina Housing Finance loans to perform residential rehabilitation work.</p> <p>In the last legislative session, a new law passed that will not allow proactive rental housing inspections as currently performed by the city. Staff and the city attorney's office are currently looking at alternatives so we can continue to work progressively on improvement on housing conditions in Wilson.</p>
32. Consider establishment of neighborhood conservation districts to protect neighborhood character and socially, historically, or architecturally significant structures.	Ongoing	Planning and Community Revitalization	No change. Cannot be established except through a more formal designation as an historic district.	This past session, the General Assembly adopted legislation that forbids cities from having architectural standards for houses outside of historic districts.

Implementation Action	Timeline	Entity Responsible	Status - 2019	Status – 2016
Economic Development				
33. Work with local economic development partners, such as the Wilson Economic Development Council, Chamber of Commerce, Wilson Downtown Development Corporation, and Wilson Downtown Properties to identify future development opportunities and assist with development approvals by providing zoning and infrastructure to foster development of new employment centers, as guided by the Future Land Use map.	Ongoing	Development Services, Public Services	Continued monitoring	This was completed with the adoption of the new zoning map with the Unified Development Ordinance. Ongoing monitoring is required.
34. Work with local partner organizations, such as the OIC, to identify ways that the City can assist with reaching the goal of enhancing job readiness of the local workforce.	Ongoing	City Administration	On-going	On-going
35. Work with local partner organizations to market Wilson as having the most advanced fiber-optic network in the State and one of the best in the nation.	Ongoing	Public Affairs	On-going	On-going
36. Seek funding assistance from the Federal EPA and other organizations to identify and assess Brownfields in Wilson and develop strategies for remediating and redeveloping these properties.	Ongoing	Planning and Community Revitalization	Since last report Wilson received additional assessment and loan fund dollars. To date, Wilson has received approximately \$2 million in EPA funds.	Wilson has made an application to EPA for a redevelopment plan as well as additional assessment funds. Early in this reporting period, application was made but not funded for EPA assessment funds.

Implementation Action	Timeline	Entity Responsible	Status - 2019	Status – 2016
37. Work with the Economic Development Council to develop a strategy for protecting industrial parks from encroachment by residential subdivisions. Locations proximate to residential areas are often not preferred by prospective businesses due to potential impacts from industries.	Short Term	Development Services	completed	Completed and addressed in the Unified Development Ordinance.
38. Update the EDC website to include information on available State and local resources available to small businesses, including funding, training, grants, and location assistance.	Short Term	Economic Development Council	No change	New EDC website went live in 2011; updates are ongoing
39. In coordination with local economic development partners, identify barriers to local business development that the City can take action to amend.	Short Term	Planning and Community Revitalization, Development Services, Wilson Economic Development Council	On-going. With the new city web site refresh, a new one-stop web page created for to determine requirements for development projects and permitting.	On-going. Summit held in cooperation with Pitt County and Greenville to brainstorm ideas on how to accelerate approvals of large industrial developments
40. Identify the appropriate agency/organization and position to coordinate the local small business development efforts occurring in Wilson.	Short Term	Economic Development Council & City Administration	The InnovateNC Plan was completed and a new position created by the city to promote entrepreneurship and innovation. The GIG East hub, as recommended in the plan, was funded and is under construction. Completion expected 3 rd quarter 2020.	As part of InnovateNC, the committee is working on ideas on ways to foster entrepreneurship and how that process should be coordinated.
41. Work with existing businesses in Wilson to develop business expansion strategies that capitalize on local technologies.	Short Term	Economic Development Council & Greenlight	Once completed, the Gig East Hub will host new and expanding companies in the technology and innovation arenas. Training session are planned and the Gig East meetups have been established to exchange ideas and network.	On-going

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42. Following development of Woodard Parkway, work with the Economic Development Council to identify long-term needs for a new industrial park. Determine potential sites appropriate for this type of development.	Medium Term	Planning and Community Revitalization, Economic Development Council	No change	Infrastructure grants have been awarded and will be made available to the site within the next 12 months.
43. Analyze development approvals, recruitment efforts, locations of newly established businesses and locations where businesses are not succeeding to identify trends. Trends that show that recruitment efforts are inconsistent with Downtown business development initiatives should be addressed.	Medium Term	Planning and Development Services, Downtown Development Corporation and Economic Development Council	We continue to monitor this and learn from each success and challenge to continuously improve our processes	A Recruitment & Retention Specialist was hired for the Downtown Development Department in 2012.
44. Periodically develop a community leakage analysis to identify areas where a business recruitment initiative might be successful in attracting new business.	Medium Term	Economic Development Council	The retail recruitment firm was brought on and we saw some success in recruiting new national chains not formerly in the market.	The city is examining a potential partnership with Electricities on retail recruitment to target business sectors we could capture based on market demand. Our primary goal would be to seek retailers that can fill existing second and third tier retail space to encourage infill.
Parks and Recreation				
45. Encourage private development of youth recreational facilities, such as a skating rink.	Ongoing	Development Services, Parks and Recreation	On-going	On-going

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46. Explore opportunities for the potential sale and/or reuse of small mini-parks that are not actively in use. Neighborhood community gardens or neighborhood owned open spaces or passive park areas are two options for reuse of these sites.	Ongoing	Planning and Community Revitalization, Parks and Recreation	Parks and recreation master plan adopted. Implementation forthcoming.	Parks and recreation is developing a master plan. This plan will include an analysis of all park holdings and determine which parks could be made available for other uses.
47. Amend zoning and subdivision ordinances to include provisions that encourage or require new residential developments to include open space, park areas, and greenways.	Short Term	Development Services, Parks and Recreation	complete	Complete
48. Work with community neighborhood watch programs to develop strategies to ensure the safety and proper use of local parks.	Short Term	Parks and Recreation	On-going. We held a neighborhood celebration with Freeman Place residents to encourage the formation of a neighborhood watch and association.	On-going
49. Consider opportunities to partner with businesses to provide new recreational facilities and programs for area youth. The privately sponsored Boys and Girls Club in Manassas, Virginia, is an excellent example of this type of partnership.	Short Term	Parks and Recreation	The Spot is a great example of implementation in the community. Boys and Girls Club is actively looking for a new facility to relocate.	This work continues. One highlight this period is the continued growth of youth athletic camps by the Police Athletic League.
50. Explore expansion of recreational programming for seniors.	Short Term	Parks and Recreation	Senior programming continues to expand.	The new position has been well received and has increased senior programming. For example, Senior Games participants, senior aerobics participants, and senior trip participants have all increased.

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<p>51. Targeted improvements to existing parks and recreational facilities and development of new facilities to be undertaken by the City include:</p> <ol style="list-style-type: none"> 1. Future construction or renovation of neighborhoods parks, such as Cavalier Terrace 2. Development of a new recreation center and renovation of existing recreation centers 3. Development of a new indoor pool at the Gillette complex 4. Improvements to Wedgewood Golf Course 5. Provide additional trails/multi-use paths, and other recreational facilities at Lake Wilson park 6. Development of the greenways system as identified in the 2008 Bicycle Plan 	Medium Term	Parks and Recreation	<ul style="list-style-type: none"> -Lake Wilson Park is receiving comprehensive improvements for completion in early 2020. -Rotary Park (Cavalier Park) overhaul is complete with new facilities such as pickle ball now offered in Wilson. - Parks and recreation master plan adopted -First leg of the Hominy Greenway completed and additional grant applications are in process. -New Dog Park under construction at Toisnot Park. -A downtown dog park is being studied with new downtown residential development - A new arts plaza is complete downtown -New nature park in planning phase for Wiggins Mill 	<ul style="list-style-type: none"> - Trail at Lake Wilson Park has been expanded and a \$50,000 grant awarded for additional work at the park. - Fleming Stadium enhancements are complete. - Two new lighted soccer fields have been completed and are being used for tournaments and practice. New bathroom facility completed at Gillette near these fields and the All Children's Playground. - New Parks and Recreation Master Plan in development. - A greenway and water quality park master plan has been completed for the Hominy Swamp Corridor. - New Shelter/scoreboard at Wedgewood Golf Course has been completed. -PARTF grant application will be submitted in for Cavalier Terrace in the next grant cycle.
52. Explore opportunities to provide a dog park within the Center City area.	Medium Term	Parks and Recreation	This is under study and site selection underway	Concept plan developed
53. Working in collaboration with Wilson County, explore opportunities to provide a new community park.	Medium Term	Parks and Recreation	Wilson County has provided land for the Wiggins Mill Nature Park.	Has not started
54. Explore opportunities to improve Lake Wilson by providing trails, passive park areas, restroom facilities, and other amenities.	Medium Term	Parks and Recreation	Lake Wilson is receiving a complete overhaul with new improved trails, bathrooms, playground, piers, and landscaping.	Trail at Lake Wilson Park has been expanded and a \$50,000 grant awarded for additional work at the park.

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55. Explore opportunities for partnering with Wilson Community College and Barton College to provide new recreational facilities and programs for City-wide use.	Medium Term	Parks and Recreation	The new stadium at Barton will be made available for soccer tournaments as needed.	No change
56. Working with Wilson County Schools, explore opportunities for joint-use of parks and recreational facilities on school grounds for use by the general public during non-school hours.	Medium Term	Parks and Recreation	No change	No change
57. In the future, identify need for parks and reserve land in Wilson's growth area for new facilities.	Long Term	Parks and Recreation	Parks and Recreation Master Plan Approved	A new parks and recreation master plan is under development and will include recommendations for new facility needs.
Capital Improvements and Infrastructure Planning				
58. Work with the North Carolina Department of Transportation on a partnership to utilize the City's fiber optic network to coordinate intersection signal timing.	Medium Term	Public Services	Project is on the NCDOT STIP	The project was evaluated and scored in the STI process. Initial scoring indicates the project will receive funding contingent upon Board of Transportation approval.
59. Identify solutions for the congested intersection at Raleigh Road Parkway and Forest Hills Road in the Comprehensive Transportation Plan.	Short Term	Public Services	Improvements are underway at 264 and I-95 to enhance the traffic flow in this part of the corridor.	The concrete and landscape median has been installed from Airport Blvd. to just east of Heritage Dr. The remainder of the project was scored in the STI process. Funding is pending Board of Transportation approval.
60. As part of the Comprehensive Transportation Plan, identify one-way pairs in Wilson and set priorities for conversion/improvement of these pairs.	Short Term	Public Services	The Pine and Tarboro Street pair is funded and work underway. Expect completion in conjunction with the opening of the new BB&T office building.	Raleigh Road Parkway and ACC Drive conversion is complete. The Pine and Tarboro conversion in downtown is being planned by NCDOT in cooperation with City Engineering

Implementation Action	Timeline	Entity Responsible	Status - 2019	Status – 2016
61. As part of the Wilson Comprehensive Transportation Planning process, work with Wilson Community College to identify needed multi-modal transportation enhancements to improve accessibility to Wilson Community College, including pedestrian and bicycle access and transit service.	Short Term	Public Services	The City performed a route study for the fixed route system and determined that without significant new funding, no significant route improvement could be made. Alternative transit called micro-transit, has been studied and a pilot will launch in 2020. If successful, this could address the needs of the college.	The US 301 TIGER Grant will fund pedestrian and bicycle improvements around the Main Campus as well as the Lee Campus. As well as connections along US301 and Lipscomb Rd.
62. Ensure that public right-of-way for roadways have adequate space for locating all underground public utilities.	Short Term	Public Services	complete	Completed in the Unified Development Ordinance project
63. Consider providing a dedicated, annual funding source to pay for public pedestrian and bicycle improvements. A potential source of income is an increase in the vehicle licensing fee for vehicle registrations.	Short Term	City Administration and Finance	Sidewalk funding is now included in the City annual Capital Improvement Plan. Sidewalk and pedestrian improvements have been installed around Wells Elementary, Vick Elementary, Fike HS, Toisnot MS, Darden MS.	A new source of resurfacing money has been developed through a new State authorized license plate fee adopted by council with the 2016-17 budget. May allow for additional bike lane and sidewalk construction.
64. Develop a formal funding plan for siting, design, construction, and maintenance of Fire Station #6.	Short Term	Fire/Rescue Services and Finance	Presently on-hold due to lack of growth in areas in Wilson ETJ.	Presently on-hold due to lack of growth in areas in Wilson ETJ.
65. To assist with employment access out of Wilson, study the viability of a van pool service to destinations in the Triangle and Greenville.	Short Term	Public Services	This could be possible if the micro-transit pilot is successful.	No Change
66. Seek re-enlistment of the Wilson Industrial Air Center Airport in the National Plan for Integrated Airport Systems. This designation will make the airport eligible for federal funding to make improvements.	Long Term	Wilson Industrial Air Center Airport Authority	Staff and the airport commission have met. City staff has had discussion with NCDOT regarding funding for resurfacing the main runway.	No change

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67. Develop a collector street alignment to protect major corridors, such as between Airport and Merck Roads. A model alignment to consider is Westwood Boulevard.	Long Term	Public Services, Development Services	We are examining a corridor for a collector street along the Raleigh Road Parkway. A portion will be implemented as part of some recently approved development in the area.	This is ongoing. Consider creation of a city wide collector street plan. Westwood Ave. extension is complete between Lowes and Heritage Dr. and serves as an example of this strategy. Plan is now a long-term strategy.
68. Using traffic studies and forecasts, examine the applicability of a super-street concept and other road designs to protect and enhance travel times and public safety on major thoroughfares, particularly for U.S. 264 (Raleigh Road Parkway.)	Medium Term	Planning and Community Revitalization, Public Services	Additional improvements being made at US 264 and I-95.	The concrete and landscape median has been installed from Airport Blvd. to just east of Heritage Dr. The remainder of the project was scored in the STI process. Funding is pending Board of Transportation approval.
69. Assess the local transit system and its ability to provide adequate transportation service to citizens in need.	Medium Term	Wilson Transit System and Public Services	A route study was completed in 2018. While some improvements could be made to routes, it would not significantly improve the coverage of the system. Additional routes and buses would be needed. As an alternative we have studied a concept called micro-transit. Council has approved the implementation of a pilot. If successful, we could roll this out to replace fixed route transit in Wilson.	A feasibility study, involving NCDOT, the City, and County, is underway to evaluate local transit and transportation services currently provided in the Wilson community and with a specific emphasis on identifying any unmet needs, including areas of service that may need to be supplemented. The findings of this study will not be available until mid to late 2015.
70. Expand the Wilson Industrial Air Center Airport's runway from 4,500 feet to a minimum of 5,000 feet to accommodate larger aircraft.	Long Term	Wilson Industrial Air Center Airport Authority	Staff has met with the NCDOT aviation staff and continues to explore options for this improvement.	Funding is not available. Will examine alternative funding mechanisms such as rental income generated by solar farm installation on the property.

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Partnerships				
71. Work with Wilson Community College and Barton College to develop mentoring programs to assist students in underachieving public schools.	Short Term	Human Relations	On-going	Communities in Schools model being used at area elementary schools and the Gentleman's Agreement program at area high schools has shown positive results. Several city employees volunteer for these opportunities.
72. Develop a program to donate used municipal computers and establish neighborhood resource computer labs for after school and workforce training programs. Work with Barton College and Wilson Community College to teach classes at these neighborhood centers.	Short Term	Greenlight, Human Relations	No change	Greenlight has connected every community room at Housing Authority developments. Computers are available for residents at these locations. Greenlight has also announced a special rate for residents of public housing to ensure they can access the broadband network.
73. Work with Wilson County to develop a formal agreement for coordinating information on development proposals in areas of mutual interest. Consider agreements to amend County zoning in areas of mutual interest.	Short Term	City Administration, Development Services	This remains a low priority due to lower than expected growth pressure in the ETJ. The city and county did cooperate on the approval of a new development at 264 and I-795. That project has not started construction yet.	Due to low growth pressures in our ETJ, this has become a low priority.
74. Coordinate Parks and Recreational facility development and programming with the efforts of other religious and non-profit groups to provide after school programming that is accessible and affordable to all students in the City.	Short Term	Parks and Recreation	The Healthcare Foundation of Wilson has announced a new partnership with the YMCA to operate a middle school after school program modeled after a successful program in Asheville, NC.	Wilson Youth Master Plan is completed and currently being implemented through Wilson 20/20.

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Sustainable Planning				
75. The City will review all procurement requests and whenever possible use locally-owned vendors.	Ongoing	Administration	On-going	On-going
76. Adopt measures to reduce water consumption in City-owned facilities, such as purchasing new bathroom facilities that do not use potable water or use less water than traditional facilities. Reduce the need to use potable water for landscape irrigation.	Short Term	Public Services	No change	<p>Reclaimed water being used in bathroom at WWTP and for landscaping</p> <p>Reclaimed totally used for all landscaping at Burt Gillette</p> <p>Reclaimed water continues to be used at Wedgewood for most areas</p> <p>Wilson Community College uses both waterless urinals and reclaimed roof and drainage water (Waterless urinals will not be billed for sewer service at all on most services since they are currently billed at 90% of their water use. This practice will conserve water, but will come at a revenue cost to the City for every unit used.)</p>
77. Develop incentives or bonuses within the City's Zoning and Subdivision Ordinances to encourage development of projects that meet energy conservation goals.	Short Term	Development Services	complete	UDO includes bonuses for compact development and open space preservation. Architectural standards are reduced or waived when to accommodate green building standards.
78. Consider expanding the municipal recycling program to include recycling receptacles in public spaces, such as Downtown.	Short Term	Public Services	This has now been rolled out city wide. New recycling options are now available downtown.	A new recycling pilot using large 96 gallon roll out containers has proven successful and will now be implemented city-wide over a period of three years. This will increase recycling rates and reduce our collection costs by allowing bi-weekly pickup versus weekly pick up.

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79. Adopt measures to reduce solid waste and to encourage recycling in all City-owned and maintained properties.	Short Term	Public Services	No change	We are currently recycling metals, used oil, batteries, fluorescent lighting, latex paint, electronics, cardboard, paper, cans, bottles, etc. This program is constantly monitored to insure additional materials are added as recycling options become available.
80. Develop public outreach programs to educate the public about the benefits of energy conservation, including costs savings to the individual household, reducing the carbon footprint for the community, and promoting a more sustainable lifestyle.	Short Term	Public Affairs	On-going	The Sustainability Communities Council has produced several programs to show businesses the resources available to them to reduce energy and water consumption. This work is ongoing.
81. Develop public outreach programs to educate the public about the need to reduce water demand and wastewater discharge to maintain a healthy water supply. Provide information about ways to reduce wastewater discharges, such as low-flow or no-flow toilets, efficient faucets, and graywater reuse.	Short Term	Public Services	On-going	On-going
82. Using a geographic information system, identify trees and tree groves in the City that are critical for maintaining a forested canopy and habitat areas. Provide further protection for these areas.	Medium Term	Planning and Community Revitalization, Development Services	The Tree inventory is complete and recommendations are being implemented.	Additional grant funds have been awarded and an urban tree inventory for the center city completed. In addition, a carbon offset company, in cooperation with Duke University, has provided funds for new trees to be planted in the center city.

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83. Prepare a tree-planting and pruning manual for the City. The manual should include information on appropriate types of trees for specific conditions, pruning techniques, maintenance of trees, etc.	Medium Term	Planning and Community Revitalization	No change	This may be an outcome of the urban forestry program.
84. Develop a long-term strategy for maintaining City-owned trees and landscaped areas.	Medium Term	Planning and Community Revitalization	The tree inventory that has been completed makes recommendations in this area. The recommendations are being implemented as funding and staff time is available.	As mentioned above, an urban forestry program has been initiated. This will include strategies on how to maintain the city's trees.