

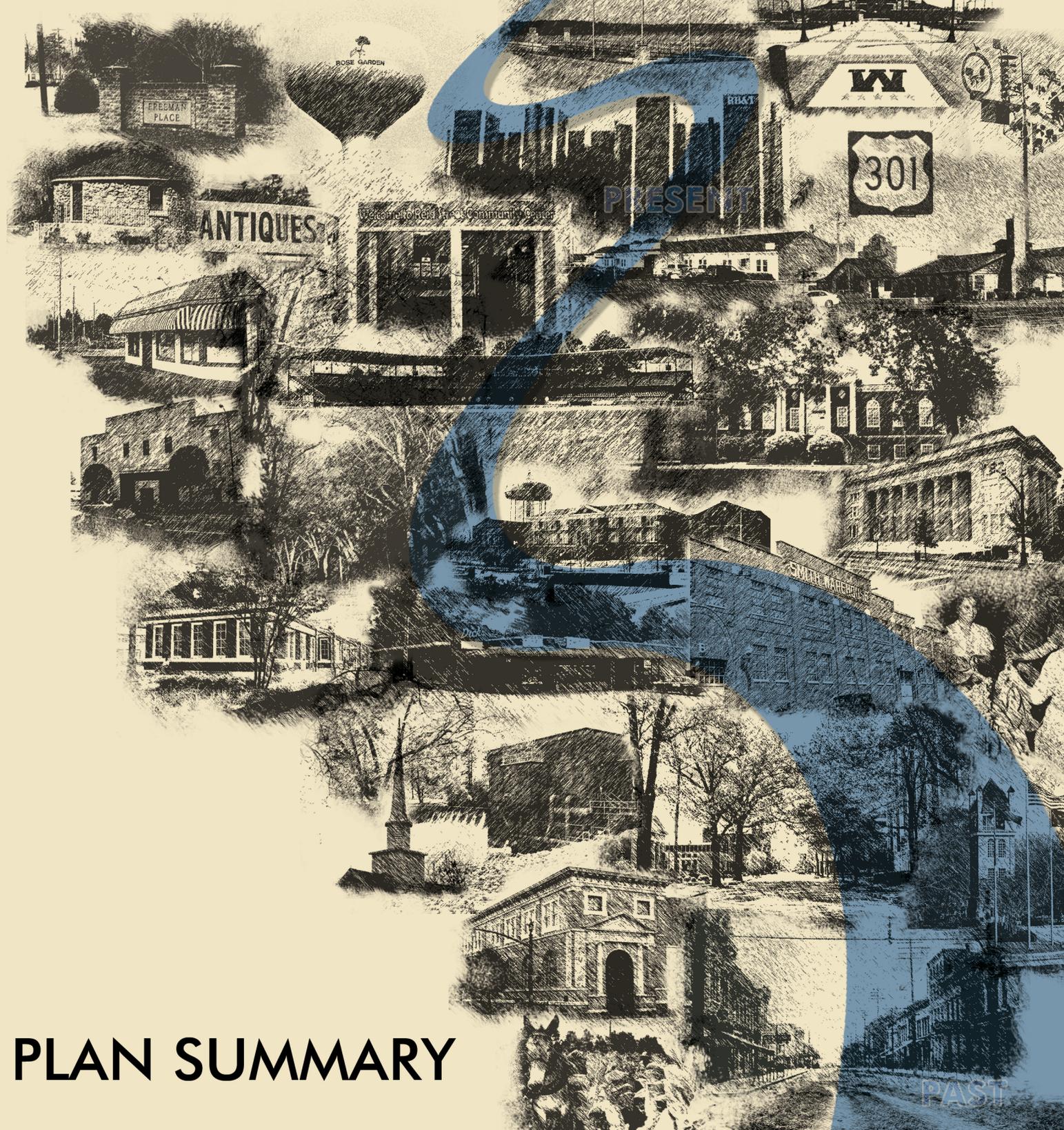
WILSON
Growing Together

THE 2030 COMPREHENSIVE PLAN

FUTURE

greenlight
COMMUNITY DEVELOPMENT

WILSON
Corporate
Park



PRESENT

PAST

PLAN SUMMARY



The Wilson Comprehensive Plan grew from the Wilson 20/20 Vision Process...

Growing together as a community requires community consensus on what we want Wilson to be in 20 years. The process to develop this Plan began with the county-wide Wilson 20/20 Vision effort as a starting point and used community and stakeholder input to build a truly grassroots Plan. It upholds the guiding principles of the Triangle Region's Reality Check planning initiative, includes critical components of Wilson County's 2025 Comprehensive Plan, and incorporates recent City planning efforts, such as the 2008 Bicycle Master Plan. The architects of this Plan, the Plan Steering Committee, Plan Forum, and general public, have engaged and collaborated numerous times to develop the City's first Comprehensive Plan.

What the Plan Includes...

The Wilson 2030 Comprehensive Plan is divided into five main parts:

PART 1: SETTING THE STAGE. These chapters provide an overview and background information about the Plan.

PART 2: KEY ISSUES. Chapters in this section organize the key elements of the Plan. Each chapter includes key issues, existing conditions, goals, policies, and action strategies to guide implementation. The final section of the chapter discusses the chapter's relationship to sustainable planning principals.

PART 3: DESIGN AND REVITALIZATION. These chapters address the improved design of Downtown and other parts of the community. Like Part 2, this section includes key issues and existing conditions, and sets forth goals, policies, and strategic actions to guide future decision making and actions.

PART 4: PLAN IMPLEMENTATION AND MONITORING. Chapters in Part 4 provide strategic guidance and identify priorities for implementing the Plan, and address monitoring and updating the Plan over time.

PART 5: BACKGROUND INFORMATION. The appendices contained in Part 5 provide the background information used to prepare the Plan.

Background reports and other supporting materials for the Plan can be found on the City's website...

www.wilsonnc.org

Organization of Comprehensive Plan

Part 1: Setting the Stage

- Executive Summary
- Plan Overview & Sustainable Planning
- Vision Statement & Plan Themes

Part 2: Key Issues

- Land Use
- Economy
- Transportation
- Neighborhoods and Housing
- Public Infrastructure & Services
- Parks & Recreation
- Quality of Life
- Intergovernmental Collaboration

Part 3: Design and Revitalization

- Downtown
- Community Design

Part 4: Plan Implementation and Monitoring

- Action Plan
- Plan Monitoring & Updating

Part 5: Background Information

- Glossary of Terms
- Maps

KEY ELEMENTS OF PLAN

The Plan is organized by a framework that starts out by setting an overarching vision for the community. This vision is further developed by setting goals to achieve by 2030, specific policies that guide day-to-day decision-making, and action strategies for achieving Plan goals. The Plan's action strategies are the basis for the Action Plan found in Part 4 of the Plan document.



PART 1: SETTING THE STAGE

Comprehensive Plan Defined

A Comprehensive Plan is a road map that provides guidance on where and how the community will grow and change over a given period of time. The primary emphasis of a Comprehensive Plan is to provide long-term policy direction to property owners, residents, and decision makers on land use and community issues, such as where future development and redevelopment should occur, the scale and density of development, and design. (See sidebar to the right.)

Planning Area

Community-Wide Planning Area

The planning area for the Wilson Comprehensive Plan encompasses approximately 58,420 acres (or more than 90 square miles) and includes the City's corporate limits, unincorporated lands within the City's extraterritorial jurisdiction (ETJ), and portions of unincorporated Wilson County that were identified in the recently updated 2025 Wilson County Comprehensive Plan as the City's primary and secondary growth areas. Map 1 to the right illustrates the boundaries for the planning area (red hatched line), the City of Wilson's ETJ (brown hatched line), and the corporate limits (solid orange).

Center City Defined

Many of the initiatives included within the Plan are focused on revitalization of the Center City area. This encompasses the area within the Ward Boulevard loop and includes not only Downtown but many neighborhoods, such as Elvie Street, Washington Carver Heights, Cavalier, Five Points, and others. Map 2 to the right illustrates the location of the Center City area.

Planning Process

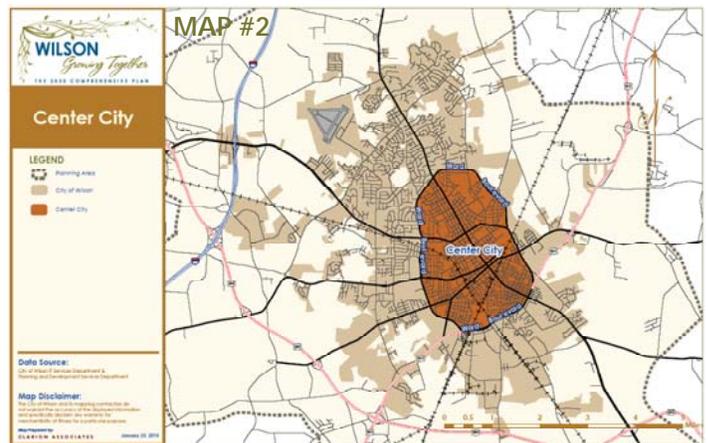
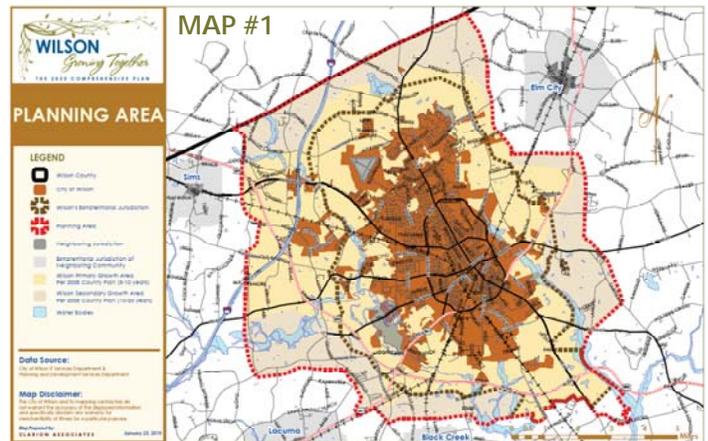
The planning process used to develop the Wilson 2030 Comprehensive Plan engaged a diverse group of community stakeholders, residents, and elected and appointed officials, and provided extensive opportunities for participation and involvement throughout the process.

The project had dual focus: a future growth strategy focused on efficient and sustainable development patterns to enhance economic opportunities and local quality of life, as well as a focus on the Center City, with close attention paid to design, preservation of community character, and appropriate redevelopment.

Comprehensive Plan Basics

This Comprehensive Plan answers three main questions for the City of Wilson:

1. **Where are we?**
2. **Where do we want to be in the future?**
3. **And how do we get there?**



Relationship of Zoning and Future Land Use

City and County zoning consists of both a zoning map and a written ordinance that divides the jurisdictions into zoning districts. The zoning regulations describe what type of land use and specific activities are permitted in each district, and also regulate how buildings, signs, parking, and other construction may be placed on a lot. The zoning regulations also provide procedures for rezoning and other planning applications. The zoning map and zoning regulations provide properties in Wilson's planning and zoning jurisdiction with certain

rights to development, while the Comprehensive Plan serves as a guide for the future development of the property. The Future Land Use Map and related policies contained in this Comprehensive Plan should be used as a guide for future rezoning decisions undertaken by the City.

Sustainable Planning

The City of Wilson, like many local governments across the nation, is expanding its planning focus to include a commitment to long-term sustainability. The concept of "sustainable planning" involves the ability of a community and society to plan for the needs of the present population while ensuring that future generations have the same or better opportunities.

This planning paradigm incorporates new, contemporary topics, including:

- ◇ Energy Conservation and Alternative Energy
- ◇ Climate Change
- ◇ Waste Reduction and Recycling
- ◇ Food Production and Food Security
- ◇ Community Health and Safety
- ◇ Water Conservation

The Plan also provides a comprehensive approach to addressing interdependent trends rather than isolated issues. A sustainable plan, like Wilson's, establishes a comprehensive framework for strategic, efficient, progressive, purposeful, smart decision-making.

The City of Wilson understands that while many issues and topics related to sustainability are global in nature – such as climate change, air quality, and energy production – steps can be taken at the local level to address these issues. Each of the Plan chapters includes linkages to the sustainable planning topics and discusses how goals, policies, and actions will work to achieve the community's sustainability goals.



It is the responsibility of today's generation to leave the next one with the most plentiful resources available.

Wilson's Vision Statement

Wilson's community vision is a statement that describes the kind of City residents, business owners, and leaders want Wilson to be in the future. It describes the hopes and aspirations for the community and provides a concise description of what Wilson will strive to be by the year 2030. This vision statement was developed from community input generated throughout the planning process:



Wilson's history echoes through the reinvented 21st century City. New industries and employment generate pride and ambition in Wilson's residents. Developments employ green designs that enhance and preserve the unique character of the City. Sustainable planning initiatives provide for a more livable Wilson where citizens are provided options for living, recreating, and working. The City is linked by ribbons of green – tree-lined sidewalks, bikeways, greenways, and trails. An engaged citizenry embraces being a green Wilson, an attractive Wilson, a healthy Wilson, a connected Wilson.

One Wilson ~ Growing Together

Plan Themes

Plan themes help to form the overarching framework for the 2030 Wilson Comprehensive Plan. The themes align with the goals identified in the Wilson 20/20 Vision, and build on community feedback collected throughout the planning process.

- ◇ Sustainable Planning
- ◇ Economy
- ◇ Managed Growth
- ◇ Housing and Neighborhoods
- ◇ Quality of Life
- ◇ Health and Wellness
- ◇ Education
- ◇ Community
- ◇ Collaboration

PART 2: KEY ISSUES

Land Use

Key Issues

The Comprehensive Plan outlines a specific strategy for how growth and development should occur in the City over the next 20 years. An inventory of key land use issues identified the critical issues needing attention by the City:

- ◇ Building Off the City's Historic Land Pattern
- ◇ Infill and Revitalization of the Center City
- ◇ Targeted Areas for Redevelopment
- ◇ Implementing a Vision for the 301 Corridor
- ◇ Development Compatibility
- ◇ Fiscal Balance of Land Uses
- ◇ Protecting Valuable Environmental Resources
- ◇ Providing More Opportunities for Healthy Living Developments

Development Capacity

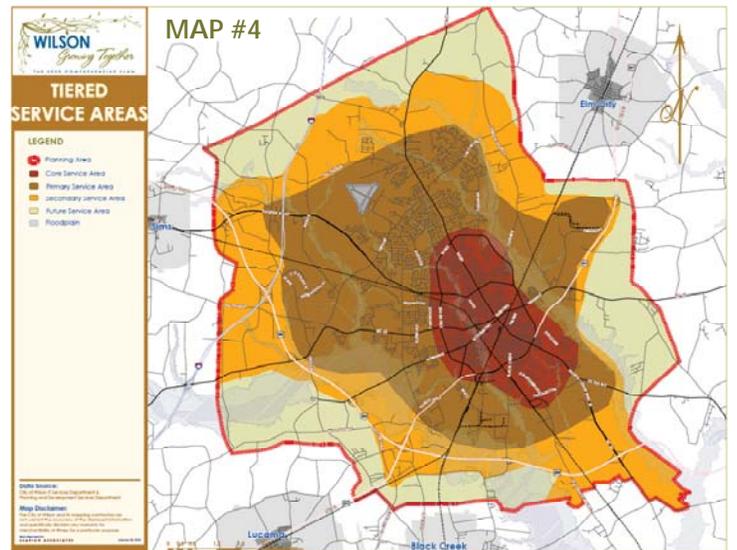
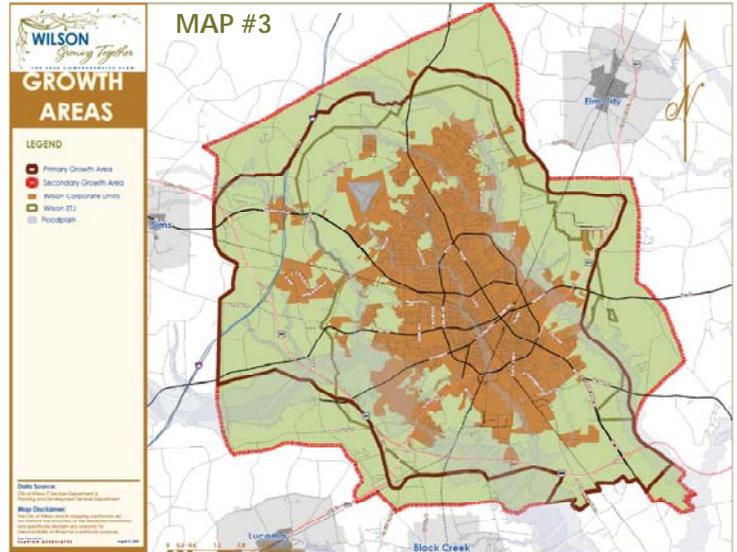
An assessment of development capacity in the City's growth areas was conducted to identify the amount of land available for future development. The capacity analysis revealed that within the City of Wilson's planning area there are nearly 24,000 acres, or more than 37 square miles of land, that could be developed in the future. In addition, approximately 260 vacant and boarded up structures have been identified in Center City Wilson. These boarded up and vacant properties total approximately 50 acres of land that could be redeveloped in the future.

Land Use and Infrastructure Coordination

During the development of the Wilson County 2025 Comprehensive Plan, leaders of the City of Wilson and Wilson County worked together to identify primary and secondary growth areas for the City of Wilson. The primary growth area identifies the areas where public infrastructure currently exists or is expected to be provided within the next five to ten years. Future growth should be directed to the primary growth area. The secondary growth area illustrates areas that may be served by public infrastructure within ten to twenty years, but that are not appropriate for shorter term development. (See *Growth Areas Map 3 to the right.*)

Two themes of this plan are to efficiently use public infrastructure and to revitalize older areas of the community. One tool that can be used to direct growth to preferred areas is to base public utility and development fees on whether or not a development project is located in an area where public services are provided or are planned to be provided.

This concept essentially links public fees to the public cost to provide the services (i.e. water, sewer, police, and fire protection) for a specific location, guiding development to appropriate areas. (See *Tiered Service Areas Map 4 below.*)



Future Land Use

The Future Land Use Map, shown on the following pages, will help guide future development decisions made by the City. It is designed to establish a compact growth pattern that focuses development within the primary growth area. This approach assumes a "filling in" of existing vacant and redevelopable land in the Center City area, and mixed-use development is proposed in activity centers at key intersections, providing employment and commercial opportunities at several locations throughout the City.



FUTURE LAND USE

LEGEND

-  Planning Area
-  Primary Growth Area
-  Floodplain
- Future Land Use**
-  Parks and Open Space
-  Rural Residential
-  Cluster Residential
-  Low-Density Residential
-  Medium-Density Residential
-  High-Density Residential
-  Multi-family Residential
-  Downtown Development District
-  Commercial
-  Mixed-Use Commercial
-  Mixed-Use Office/Employment
-  Institutional
-  Industrial
-  Infrastructure
-  Activity Center

Data Source:

City of Wilson IT Services Department & Planning and Development Services Department

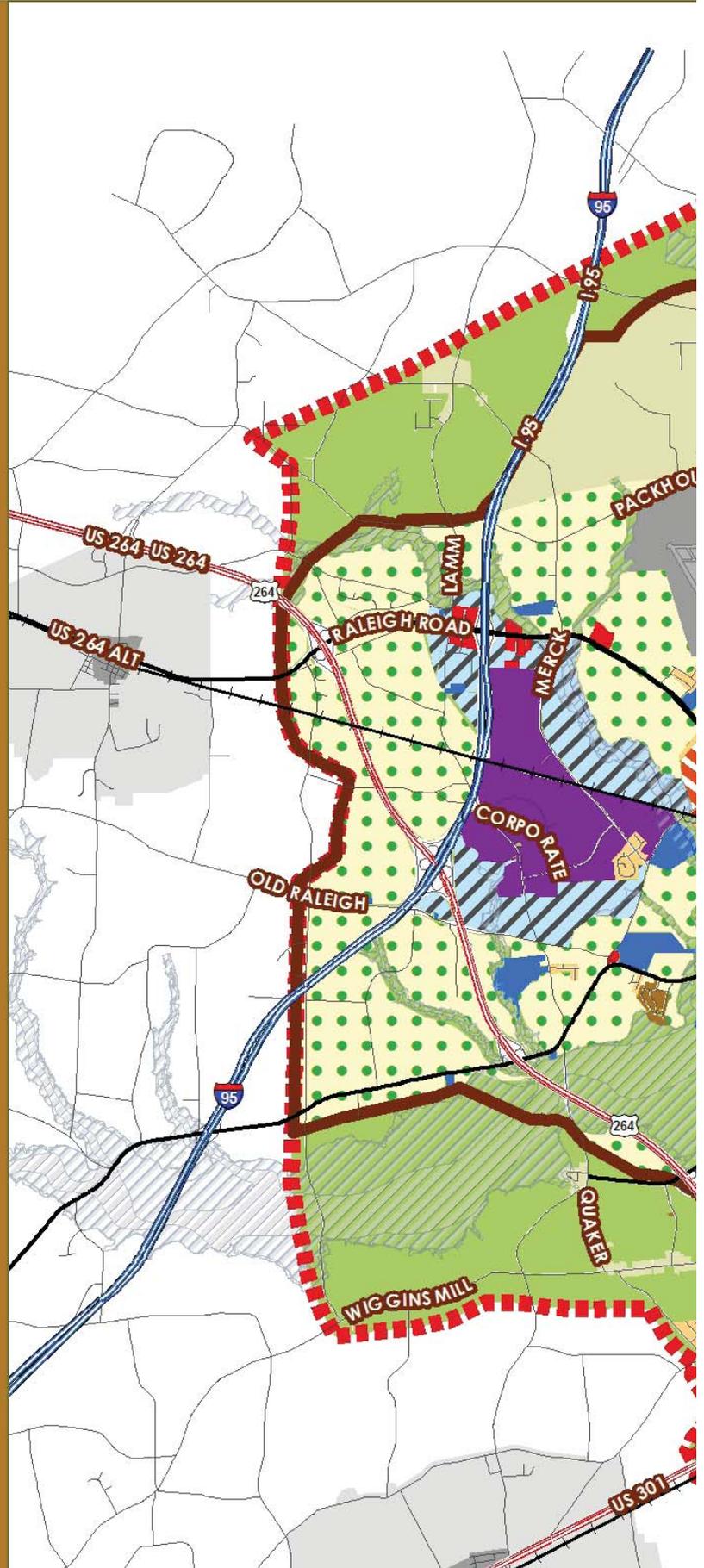
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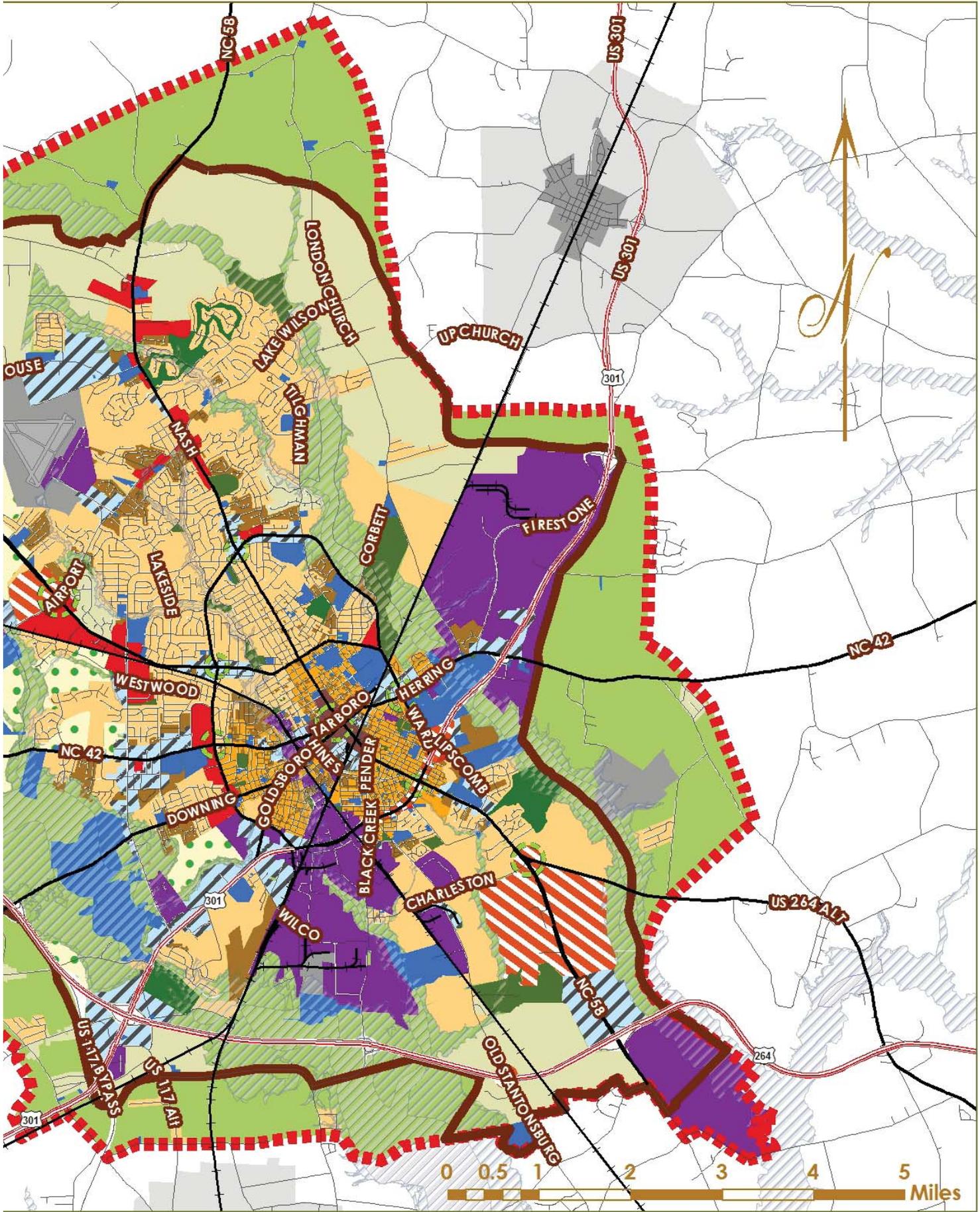
The City of Wilson and its mapping contractors do not warrant the accuracy of the displayed information and specifically disclaim any warranty for merchantability of fitness for a particular purpose.

Map Prepared by:

CLARION ASSOCIATES

January 25, 2010





Land Use Goals

The Comprehensive Plan provides a framework for achieving the City's overall community vision through specific goals, policies, and action items for each of the key issue chapters. The key land use goals are provided here as a summary. See the full Plan document for policies and action items.

GOAL 1: A Compact Development Form

GOAL 2: Direct Development to Primary Growth Areas

GOAL 3: Infill Development and Revitalization of the Center City Area

GOAL 4: Redevelopment of Aging Commercial Corridors (e.g., Highway 301)

GOAL 5: Compatible Development

GOAL 6: Fiscally Balanced Land Uses

GOAL 7: Protection of Valuable Environmental Resources

Economy

The Economy chapter addresses the goals, policies, and actions for promoting economic growth in Wilson. It discusses the current economic trends such as employment, and the supply of retail, office and industrial space, and also considers market forecasts and marketable areas for future development. It provides guidance on the types of economic development the City would like to foster through 2030, as well as the actions the City can take, in partnership with local economic development partners, to encourage these efforts.

Key Issues

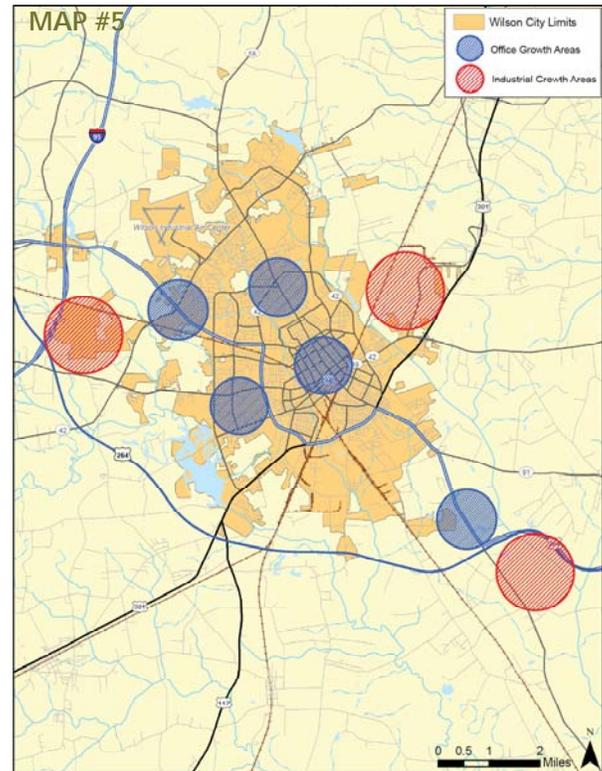
- ◇ Maintaining and Expanding Wilson's Economic Base
- ◇ Enhancing Job Readiness of the Local Workforce
- ◇ Promoting Downtown as a Core Commercial Activity Center
- ◇ Encouraging Infill and Revitalization
- ◇ Supporting the Expansion of Barton College and Wilson Community College
- ◇ Encouraging Development, Retention, and Expansion of Locally-Owned Businesses
- ◇ Promoting Redevelopment of Brownfields Sites
- ◇ Investment in Aging Commercial Corridors and Newly Developing Corridors

The Plan is full of graphics that help illustrate what implementation will look like. To see more, check out the Plan on the City's website...

www.wilsonnc.org

Economic Opportunities

Based on analysis of existing and planned centers, feedback from local economic development and real estate professionals, development activity and trends, and access to transportation (including highways and rail), Map 5 below identifies four locations that have been identified for future office growth (blue), and three locations have been identified for future large-lot industrial and employment development in Wilson (red).



Economy Goals

The City's vision to have a healthy and robust local economy that is competitive within the larger region includes the following goals:

GOAL 8: Expanded Economic Base

GOAL 9: Enhanced Job Readiness of the Workforce

GOAL 10: Technology-Oriented Economic Development Efforts

GOAL 11: Expansion of Barton College and Wilson Community College

GOAL 12: Development of Locally Owned Businesses

GOAL 13: Redevelopment of Brownfields

Transportation

The Transportation chapter addresses the goals, policies, and actions to promote an efficient, multi-modal transportation system in Wilson. It outlines the current transportation network and identifies opportunities for improvements and enhancements to make the system work more efficiently for all types of transportation users.

Key Issues

- ◇ Providing a Multi-Modal Transportation System
- ◇ Protecting Existing Road Capacity
- ◇ Creating a More Connected Community
- ◇ Implementing the Safe Routes to School Plan
- ◇ Promoting the Development of an Active Living Environment

Transportation Goals

The Plan sets the course for development of a new Comprehensive Transportation Plan through the following goals:

GOAL 14: A Multi-Modal Transportation System

GOAL 15: Maintained Road Capacity

GOAL 16: Redesign of Highway 301

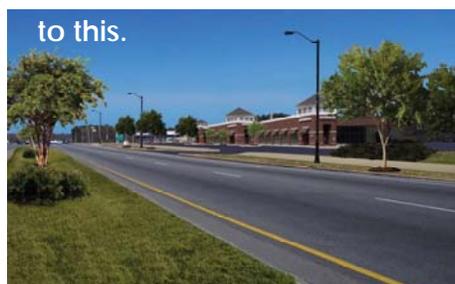
GOAL 17: Conversion of One-Way Pairs to Two-Way Streets

GOAL 18: Improved Transit Service

GOAL 19: An Interconnected System for Pedestrians and Bicyclists

ILLUSTRATING IMPLEMENTATION

This comparison shows existing conditions and potential redesign for a section of the Highway 301 Corridor. Design improvements could greatly enhance this area.



Neighborhoods and Housing

The Neighborhoods and Housing chapter addresses the goals, policies, and actions to improve the quality of life in existing neighborhoods, and to facilitate the development of new neighborhoods and housing opportunities in strategic locations in Wilson. This chapter also discusses the existing housing trends, including new subdivisions, neighborhoods in need, and forecasts for residential demand and development.

Key Issues

- ◇ Improving Aging and Historic Neighborhoods
- ◇ Maintaining the Character and Integrity of Existing Properties
- ◇ Increasing Homeownership Opportunities
- ◇ Providing Housing Opportunities for a Diversity of Households
- ◇ Enhancing Community Character with New Development

Neighborhoods and Housing Goals

To improve the City's basic building blocks -- its neighborhoods -- the following goals have been developed:

GOAL 20: Improved Neighborhoods

GOAL 21: Well-Maintained Existing Structures and Lots

GOAL 22: Increased Homeownership Opportunities

GOAL 23: Housing Opportunities for a Diversity of Households

CHARACTERISTICS OF A GREAT NEIGHBORHOOD

Participants at a 2009 Neighborhood Leadership Summit and at a Hispanic/Latino Focus Group Meeting developed the following ten "Characteristics of a Great Neighborhood." Wilson will use these characteristics as objectives when working to improve City neighborhoods.

1. **Accessibility**
2. **Design**
3. **Economy**
4. **Education**
5. **Environment/Going Green**
6. **Housing Quality**
7. **Leadership**
8. **Recreation**
9. **Safety**
10. **Social**

For more on Characteristics of a Great Neighborhood, check out the Plan on the City's website...

www.wilsonnc.org

Public Infrastructure & Services

This chapter addresses the goals, policies, and actions to coordinate land development with the efficient and adequate provision of public infrastructure and services in Wilson. It begins with a summary of key trends and issues among Wilson's education system, and public utilities and services. It also provides guidance on the types of services and investments that the City should pursue in the future. The goals, policies, and actions contained in this chapter are divided into three sub-sections: (1) Education; (2) Public Utilities and Services; and (3) Public Safety.

Key Issues

- ◇ Increasing Educational Attainment of Wilson's Youth
- ◇ Maintaining Levels of Service for Public Infrastructure and Facilities
- ◇ Addressing Energy Use and Costs
- ◇ Promoting the Use of Green Development Technologies

Public Infrastructure & Services Goals

Future provision of public facilities and services will be guided by the following goals:

EDUCATION

GOAL 24: Increased Educational Attainment in Wilson

GOAL 25: Coordinated Planning for School Facilities

GOAL 26: Increased Educational Excellence of the Public School System in Collaboration with Barton College

GOAL 27: Educational Programs for All Sectors of the Population Provided by Wilson Community College

PUBLIC UTILITIES AND SERVICES

GOAL 28: Maintained Levels of Service for Public Utilities

GOAL 29: Reduced Energy Use and Costs

GOAL 30: Conserved and Protected Water Resources

GOAL 31: Reduced Solid Waste

PUBLIC SAFETY

GOAL 32: Adequate Public Safety Services

An important component of improving Wilson's quality of life is maintaining the excellent public services afforded to City residents and improving these services to be more sustainable and therefore less costly to citizens over time.

Parks and Recreation

The Parks and Recreation chapter addresses the goals, policies, and actions to enhance and expand Wilson's parks and recreational amenities, including community parks, neighborhood parks, trails, and greenways. This Chapter also provides background information on the City's existing inventory of park and recreational facilities, findings from a community parks survey, plans for future park and recreational facility improvements, and results from an assessment of current and future park and recreational needs.

Key Issues

- ◇ Improve Older Parks and Recreational Facilities
- ◇ Provide Activities for the City's Youth
- ◇ Improve Fitness and Recreational Opportunities for Seniors and Adults
- ◇ Need for New Facilities
- ◇ Vandalism of Existing Parks

Parks and Recreation Goals

Over time, the City's park system will be enhanced to reflect the following goals:

GOAL 33: An Improved Parks and Recreation System

GOAL 34: Parks and Recreational Facilities for All Ages

GOAL 35: Efficient Provision of Parks and Recreational Facilities

PLANS FOR PARKS/RECREATION

As listed below, Wilson has plans for short and long range projects that will add to the City's system of parks.

- ◇ Cavalier Park Renovation
- ◇ Development of a New Dog Park
- ◇ Improvements to Lake Wilson and Buckhorn Reservoir
- ◇ Improvements to Wedgewood Golf Course
- ◇ Continued Development of Gillette Complex
- ◇ Renovations to Wiggins Mill
- ◇ Land Acquisition for Additional Parks
- ◇ Development of Toisnot and Hominy Greenways
- ◇ Development of New Community Parks
- ◇ Existing Park/Facility Renovation
- ◇ Updating Trails and Existing Park Equipment



Quality of Life

The Quality of Life chapter addresses the goals, policies, and actions aimed at reinforcing the sense of community and enhancing quality of life in Wilson. It discusses the City's existing historic and cultural resources, community events and programs, opportunities for civic engagement, and community event facilities. This chapter provides guidance on how to improve the overall quality of life in Wilson by increasing cultural, recreational and entertainment offerings, by providing programs to residents in need, and offering ways to engage and connect the Wilson community.

Key Issues

- ◇ Becoming a "City of the Arts" for All Ages
- ◇ Changing Community Perceptions to Emphasize "One Wilson"
- ◇ Fostering Development of a New Civic Center
- ◇ Providing Additional Opportunities for Civic Engagement to All Citizens
- ◇ Improving Communication About Local Events and Activities
- ◇ Promoting Self-Sufficiency through Local Social Services

Quality of Life Goals

The City of Wilson will work with its citizens to realize the following community goals:

GOAL 36: Focus on "One Wilson"

GOAL 37: Cultural and Entertainment Experiences for All Ages

GOAL 38: A New Civic Center

GOAL 39: Improved Communications for Local Events and Activities

GOAL 40: Programs to Promote Self-Sufficiency for Citizens in Need

GOAL 38: A New Civic Center



Wilson strives to provide quality entertainment and cultural events, giving residents opportunities to learn about local culture and interact with the community.

Intergovernmental Collaboration

This chapter addresses the goals, policies, and actions aimed at coordinating local land use, economic development, public infrastructure, and school planning efforts with other governmental entities and service providers. It discusses the current partnerships and collaborations between the City of Wilson, Wilson County, and the Wilson County Public School System, and highlights opportunities to further these partnerships.

Key Issues

- ◇ Coordinating with the Wilson County School System to Site and Plan New School Facilities
- ◇ Supporting Educational Partnerships that Improve the Educational Attainment of the Workforce
- ◇ Supporting Organizations that Work to Improve Life Skills of Residents
- ◇ Continuing Joint City and County Planning Coordination/Collaboration

Intergovernmental Collaboration Goals

The City will work with neighboring jurisdictions to realize the following Plan goals:

GOAL 41: Joint City and County Planning

GOAL 42: Coordinated School Planning



Throughout the planning process, citizens of Wilson and representatives from other jurisdictions, including Wilson County Schools and Wilson County, provided input that helped shape this Plan.

PART 3: DESIGN AND REVITALIZATION

Downtown

This chapter addresses the goals, policies, and actions to revitalize and enhance the quality of development and to create a more vibrant Downtown. It begins with a summary of the key issues and existing conditions, and then highlights prime opportunities for development and redevelopment in the Downtown area. Next, this chapter establishes a framework for future efforts and initiatives in Downtown Wilson, including a concept plan for redevelopment.

Key Issues

- ◇ Rehabilitating Historic Buildings
- ◇ Promoting Compatible Infill Development
- ◇ Taking Advantage of Downtown Technology
- ◇ Continuing to Coordinate with the Wilson Downtown Development Corporation
- ◇ Addressing Safety and Viability of Existing One-Way Streets
- ◇ Business Recruitment, Retention, and Expansion
- ◇ Residential Development
- ◇ Aging Infrastructure

Downtown Goals

The City will make it a priority to implement the following Downtown goals:

GOAL 43: A Revitalized Downtown

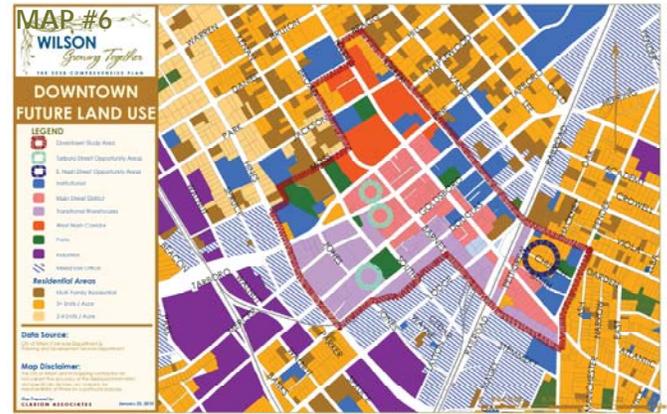
GOAL 44: Human-Scale Design in Downtown

GOAL 45: A Green Downtown

GOAL 46: Coordinated Revitalization Efforts

Downtown Design / Future Land Use

Over the course of a three day design workshop, citizens of Wilson worked to develop a redevelopment concept plan for Downtown, as shown on Map 6.



Envisioning a Revitalized Downtown

The policies and actions set out in the Plan will require an “all hands on deck” approach to revitalizing Downtown, including the City, Downtown landowners, and local business representatives. The Plan lays out a series of actions to promote a resurgence of Downtown, including economic development, design and development, and transportation strategies. The graphic rendering below depicts what a revitalized Downtown might look like, finding new uses for abandoned warehouses, offering a new Civic Center and boutique market in Downtown, and generally improving the vibrancy of the area.



Community Design

This chapter provides a framework for improving the quality of development and visual appearance of Wilson. It identifies the ways in which Wilson can enhance its beauty through both public and private initiatives, and ways to build on its existing strengths to improve its image.

Key Issues

- ◇ Maintaining "Tree City USA" Status and Enhancing Tree Preservation Measures
- ◇ Enhancing City Beautification Efforts
- ◇ Enhancing Design of New Developments
- ◇ Enhancing Community Gateways

Community Design Goals

Wilson's community aesthetic will be enhanced through implementation of the following goals:

GOAL 47: Enhanced City Beautification Efforts

GOAL 48: Enhanced Tree Preservation Measures

GOAL 49: High Quality Design of New Development

GOAL 50: Enhanced Community Gateways

GOAL 51: A More Connected Community

Community Design Concept Plans

Community design principles were developed as part of a three-day community charrette process focusing on community gateways, revitalization of aging corridors, and neighborhoods. These community design principles are illustrated through the following concept plans, and should serve as models for guiding for future redevelopment and development throughout Wilson.

Highway 301 (Black Creek to Lipscomb)



The vision for the Highway 301 Corridor is to transform it from an automobile-oriented highway into a green urban boulevard that unites uses on both sides. Key components of the Concept Plan, shown above, include adding sidewalks, street trees, and landscaping the median to create a green urban boulevard; providing stronger pedestrian links between the school to the south and the park to the north; providing mixed-use development nodes at both ends of the corridor to break the existing

commercial strip pattern of development; and introducing new uses at the intersection of 301 and Lipscomb, such as an institutional or medical use and a mixed-use center.

Old Wilson Mile (Rountree to Maplewood)



The envisioned design for this area, shown above, includes supplementing the area's existing street trees, providing attractive and human-scaled lighting, adding street light banners to highlight Barton College, redeveloping incompatible non-historic buildings (especially the two corner lots on Vance), and designating a Neighborhood Investment District (NID) to provide financial incentives for revitalization and stronger code enforcement. Opportunities for redevelopment and rehabilitation are marked with red asterisk symbols.

Five Points Neighborhood



Key recommendations from the Five Points Concept Plan include redesigning the Five Points intersection to create a small public space, improving the streetscapes to be more pedestrian-friendly (with new sidewalks, streetlights, street trees, and crosswalk details), rehabilitating existing historic buildings, developing compatible new buildings, and rezoning segments along Goldsboro to accommodate multi-family at the edges of the commercial core.

Community Gateways

The Plan identifies two types of gateways: Community Gateways (peripheral entrances into the community in general) and District Gateways (entrances into special areas within the community) and provides design guidance for how these areas should be treated in the future.

PART 4: PLAN IMPLEMENTATION AND MONITORING

Action Plan

The Plan includes more than 50 goals and 200 policies that set out the framework to realize the vision for the City of Wilson. While each of these is important for achieving the vision of becoming “One Wilson Growing Together,” it is critical to set priorities among all the specific action strategies. Actions have been organized into 12 priority actions and more than 80 secondary actions. The specific entities responsible for initiating actions and the timeline for action are also included in the Plan. Highlighted here are the 12 priority actions that the City will embark upon in the short term.

PRIORITY #1: WORK WITH WILSON COUNTY TO ESTABLISH A TIERED GROWTH SYSTEM

To promote managed growth, Wilson will evaluate the potential for adopting a new development fee structure system that bases fees on the actual costs to serve new growth in specific areas. To establish a new tiered growth system, the City will need to work collaboratively with Wilson County to evaluate the costs to provide service to the four tiered service areas illustrated on Map 4 on page 4 and refine the service area map and corresponding development fees accordingly.

PRIORITY #2: AMEND WILSON'S LAND DEVELOPMENT ORDINANCES

This Plan reflects the desired future land use and design goals for the City of Wilson: to create a more compact development form that reinforces redevelopment of the Center City area and encourages low-impact, green development throughout the community. One of the main land management tools for achieving these goals is the City's ordinances, particularly the Zoning and Subdivision Ordinances. The City will undertake strategic updates to these ordinances to implement the strategies included in the Plan.

PRIORITY #3: ESTABLISH A NEIGHBORHOOD PLANNING AND IMPLEMENTATION PROCESS

An important strategy is to pursue more detailed planning at the neighborhood level. While Wilson shares a community vision, individual neighborhoods have different needs based on existing conditions and neighborhood-specific issues and challenges. Neighborhood planning presents an opportunity for citizens to shape the neighborhoods where they live, work, own property, or manage businesses. The neighborhood planning process in Wilson should address land use, zoning, public safety, infrastructure, transportation, schools, and urban

design issues. The goal of neighborhood planning is for diverse interests to come together and develop a shared vision for their neighborhood.

PRIORITY #4: SUPPORT AND FACILITATE CENTER CITY CATALYST PROJECTS

The City can continue the momentum developed over the course of the Comprehensive Plan process by making it a priority to support and facilitate catalyst projects in the Center City that focus local efforts and generate community interest, showing that plans can in fact become a reality. The Villages of Center City redevelopment project is a prime example of a model, catalyst development that will be supported by the City.

PRIORITY #5: ESTABLISH A VACANT PROPERTIES INITIATIVE

Vacant properties can impact the property values of neighboring lots and perceptions of safety. This is true in Wilson as many community members cite blighted, vacant properties as a key issue to be addressed in the future. Currently, the City has few tools to address these vacant and blighted properties. The City aims to establish a Vacant Properties Initiative to better utilize existing properties and structures, remove blight and improve the visual quality of the community, and create a safer and higher quality of life for affected areas.

PRIORITY #6: REDESIGN OF STREETScape IMPROVEMENTS FOR HIGHWAY 301

The City of Wilson will work with the North Carolina Department of Transportation, through a Transportation Improvement Program request or an enhancement project, to redesign the Highway 301 Corridor. Next, the City will work with this same agency to initiate a streetscape improvement project that implements new road cross-sections for the Highway 301 Corridor.

PRIORITY #7: IMPLEMENT ELEMENTS OF BARTON COLLEGE'S MASTER PLAN THAT RELATE TO THE CITY'S AREA OF RESPONSIBILITY

The City will take a proactive step and begin formal discussions with Barton College to identify priority partnership projects to improve this part of the community, including incorporating transportation improvements identified in Barton's Master Plan as part of the City's Comprehensive Transportation Plan, public investments in streetscape improvements, improving K-5 schools in areas surrounding Barton, and undertaking neighborhood planning in areas near the College.

PRIORITY #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

Wilson will join Wilson Community College in promoting green workforce development initiatives in the City to capitalize on the leadership of the College and the need to train the City's workforce for employment in the new economy. The City will also work with the College to implement the elements of the College's 2008-2018 Facilities Master Plan that relate to the City's areas of responsibility, such as revitalization of the Herring Avenue Corridor.

PRIORITY #9: ESTABLISH SUSTAINABLE PERFORMANCE STANDARDS AND DEVELOP AN ENERGY CONSERVATION STRATEGY

The City will develop a formal energy conservation strategy to initiate adjustments to City operations that will serve to promote energy efficient transportation and development patterns, material conservation (waste reduction and recycling), and energy efficiency and conservation strategies for buildings and facilities. Likewise, the City will develop incentive programs for private sector projects that incorporate energy efficient transportation and land use patterns and sustainable building designs and systems.

PRIORITY #10: CONDUCT A FEASIBILITY STUDY FOR A DOWNTOWN CIVIC CENTER

A feasibility study should be undertaken to identify the need for a civic center in Downtown Wilson. The study should also investigate demand for specialty lodging, potentially located in an existing historic building, in close proximity to the civic center.

PRIORITY #11: PROMOTE REVITALIZATION OF DOWNTOWN

The Plan lays out a comprehensive strategy for addressing Downtown revitalization that includes infrastructure improvements, economic development initiatives, design and development strategies, and transportation improvements.

PRIORITY #12: DEVELOP A FORMAL AGREEMENT WITH WILSON COUNTY SCHOOLS

The City should initiate a process with Wilson County Schools to develop a formal agreement to share information, jointly plan for new schools, and consider the joint-use of public school facilities, ball fields, and playgrounds.

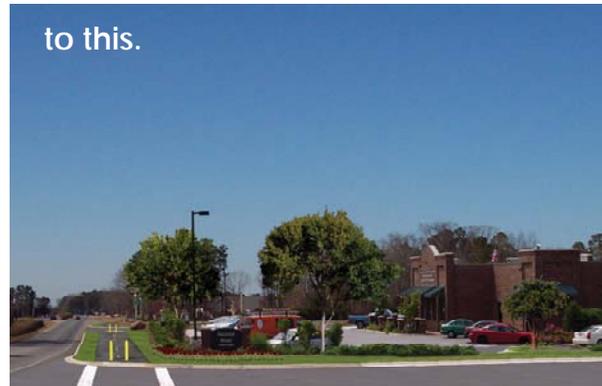
ILLUSTRATING IMPLEMENTATION

The Plan provides many examples of what Plan implementation may look like, giving readers a clear picture of the intent of Plan implementation. Examples include:

Vacant buildings in Downtown will be revitalized...



New development will enhance community character and stimulate the local economy...



For more details on Plan implementation and priority and secondary actions, check out the Plan on the City's website...
www.wilsonnc.org

**For more information about the
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Planning and Development Services Department
112 Goldsboro Street
Wilson, NC 27894-0010
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or check out the City's website

www.wilsonnc.org

