RESOLUTION

WHEREAS, the 1989 Georgia General Assembly enacted House Bill 215, the Georgia Planning Act, requiring all local governments to prepare a comprehensive plan in accordance with the Minimum Planning Standards and Procedures promulgated by the Georgia Department of Community Affairs; and

WHEREAS, the Comprehensive Plan Update for the City of Winterville, Georgia, was prepared in accordance with the Minimum Planning Standards and Procedures; and

NOW THEREFORE, BE IT RESOLVED by the City of Winterville that the Comprehensive Plan Update for the City of Winterville, Georgia dated 2017, as approved by the Georgia Department Community Affairs is hereby adopted, and furthermore, that the Northeast Georgia Regional Commission shall be notified of said adoption within seven (7) days of the adoption of this resolution.

Adopted this 12th day of June, 2018.

City of Winterville, Georgia

Dodd I. Ferrelle, Mayor

Wendy L. Bond, Clerk
City of Winterville Comprehensive Plan
2018 Update

Developed by the Planning & Government Services Division of the Northeast Georgia Regional Commission
Acknowledgements

Steering Committee

Dodd Ferrelle, Mayor
George Chandler, City Engineer/Planning & Zoning Chairman
Brian Griffith, Golden Pantry Owner (economic development member)
Savannah Hembree, resident
Aaron Wattwood, resident

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Chapter 1

Introduction & Overview

Purpose

This comprehensive plan serves as a decision-making guide for local government officials and community leaders. Based on input from the public and a steering committee, the plan identifies needs and opportunities, goals and policies, land use practices, and an implementation framework for key elements.

Process

The comprehensive plan process follows the rules of the Georgia Department of Community Affairs (DCA), Minimum Standards and Procedures for Local Comprehensive Planning, effective 3/1/2014.

Public Involvement

Public Input & Steering Committee

The planning process began with a public hearing and was followed by a series of community input sessions during which the public and a local steering committee were invited to discuss local trends and aspirations. An online questionnaire provided additional feedback opportunities, as did the availability of steering committee members to take questions and comments throughout the process (as presented at the first public hearing). A final public hearing was held before submittal of the plan to the DCA for review.

NEGRC’s Role

The Northeast Georgia Regional Commission’s (NEGRC) Planning & Government Services Division oversaw the development of this plan, including facilitating public and steering committee meetings.
Chapter 2

Population, Community, and Governance

Winterville’s population is relatively stable, with 1.01% growth from 2010 to 2016, much lower than Athens-Clarke County’s 6.9% growth rate over the same period (U.S. Census). The population is currently 1,140 with a median age of 36; numbers are expected to remain stable over the following five years (Esri Business Analyst Online). Stakeholders note that teen engagement and recreation activities would keep younger members of the community in town and “out of trouble.” (1)

According to stakeholder input, there is a lack of communication and interaction between segments of the population. This may be addressed through increasing outreach efforts, diversifying cultural and recreational programming, and working with community groups to serve less engaged communities. (2)

According to 2011-2015 estimates, Winterville’s poverty rate is significantly lower than Athens-Clarke County’s, at 12% and 32.6%, respectively (Esri BAO). The majority of lower-income households are women-held homes. The local government will define a strategy to address poverty through employment opportunities, public transportation, social services, and other means.

According to input meeting attendees, important strengths within the community include the current leadership, autonomy in governance, and quaint nature of the city. Capitalizing on the nearby University of Georgia and other major employers in Athens-Clarke County, as well as the construction of the Firefly Trail, will be essential to realizing Winterville’s vision.
Planning, Land Use, and Housing

Land use in Winterville consists mostly of low-density, single-story development with approximately 90 percent of the land zoned as varying forms of single-family residential and two zones dedicated to commercial and government use. This is consistent with community input, as maintaining a “small-town feel” is paramount to Winterville’s vision. Considering the possibility of future development pressures from Athens-Clarke County and growth associated with the Firefly Trail, city leadership plans to update the current zoning ordinance. (3)

Among Winterville’s 531 homes, the owner-renter ratio of occupied units is 3:2 (60% and 40%). The availability of affordable housing was stated as being both a weakness and an opportunity to improve upon during community input, and maintaining a balanced owner-renter ratio is a key factor in the dynamics of affordable housing. While exploring future development and zoning changes, the city should determine how and where to foster a more diverse housing market in Winterville. Stakeholders recommend consideration of smaller housing types, smaller lots, and the benefits of accessory dwelling units. (3)

Currently, there is not a pervasive issue with vacant structures as only 7% of the buildings are vacant (Esri BAO). The city should create and maintain an inventory of vacant buildings and establish incentives for adaptive use. (4)

Transportation

The transportation network in Winterville comprises two-lane highways and residential roads, with sidewalks lining the major thoroughfares and Church Street. The traffic flow on the road network is relatively low; therefore, road widening is not necessary. However, community members expressed concerns over heavy truck traffic volumes and speeds. The city should conduct system-wide transportation planning, with key themes to include complete streets and advanced traffic control measures (i.e. traffic circles, smart traffic lights, etc.). (5)

A pedestrian connection between the historic town center and the commercial Five Points intersection is present, and will be improved further with the completion of Winterville’s section of the Firefly Trail, a planned and under-development 39-mile trail for walking and bicycling. This trail will increase tourism and interest in Winterville and will provide a safe bicycle route to commute into downtown Athens. In addition to this trail, the city should act on expanding its pedestrian and bicycle infrastructure. This can be accomplished through municipal funds and grants, or by developing ordinances that require new development to install sidewalks. The Safe Routes to School (SRTS) study performed in 2016 should act as a guide to expand the network, in addition to the previously referenced complete streets planning. (5)

There are currently no public transportation options available for Winterville residents, which is listed as a weakness by stakeholders. Approximately 28.9% of households in Winterville have at least one person living with a disability, significantly higher than the proportion of disabled households in Athens-Clarke County as a whole. Elected officials should explore opportunities for a partnership with Athens Transit to bring public transportation to the community. (5)
Natural & Cultural Resources

The City of Winterville has a strong collection of historic architecture and undeveloped greenspace. The original town and properties along Main Street comprise the National Register historic district. Most of the contributing structures were built during the 1870s, 1880s, and 1920s; notable buildings include the original train depot, the doctor museum, and the bank. Instituting a local historic district will help to preserve this area’s existing characteristics. (6)

Pittard Park and the community garden are noted as great strengths by community members. Pittard Park is the location of the annual Marigold Festival and is centrally located within the historic district. As recommended by residents, more frequent public events should be considered here to attract visitors from surrounding areas and provide opportunities for community-building within Winterville. Also, the city should make bicycling and walking connectivity improvements between the park, the community garden, the disc golf course, and the bicycle pump track. (7, 5)

A significant portion of Winterville remains undeveloped, either as woodland or open pasture. Rural residential zoning designations should be considered for the outer areas of the city to preserve the tree canopy and to centralize future development. (3)

Community Facilities & Services

The historic town center has several public features that benefit the community and host annual events such as the Marigold Festival, Christmas in the Park, and outdoor concerts. According to community feedback, the bookstore, museum, train depot, and auditorium are all strengths of the city and more should be done to expand upon them. The creation of a community services and events committee could help to improve the facilities in the town center. (7)

Currently, the city operates its own firefighting (volunteer), police, and municipal court systems, which stakeholders cited as great strengths. Residents also indicate that police and fire response times are very fast. Aside from these services, the city relies on Athens-Clarke County. This is seen by the community as both a strength and a weakness in that the arrangement is financially beneficial, but sometimes leaves Winterville lacking required attention from ACC (i.e. social services, medical services, infrastructure maintenance, etc.). This will be addressed in the updated Service Delivery Strategy.
Intergovernmental Coordination

Due to the relative lack of city revenue, collaboration between Winterville and Athens-Clarke County is critical in ensuring service provision. Elected officials and city staff should improve communication with the Athens-Clarke County government to better convey the needs of Winterville residents and foster a more productive partnership. (8)

Stakeholders indicated that Winterville Elementary School and Coile Middle School could improve in performance. Ongoing communication efforts with the Clarke County School District should be pursued to improve the community/school nexus. (9)

Economic Development

The unemployment rate in Winterville is 6.1 percent, slightly higher than that of Athens-Clarke County and the State of Georgia (4.2 percent and 4.7 percent respectively, per the U.S. Bureau of Labor Statistics). The city should explore methods such as first-time business owner incentives, pursuit of state and federal funds for small-scale agriculture, and public transportation services to create opportunity for unemployed residents. (10)

Community members are highly interested in attracting more small businesses and housing opportunities, but are wary of the potential for poor development patterns to arise. Big-box stores, large multi-story developments, and truck traffic generated from industry are seen as threats by stakeholders, while businesses such as a grocery store, restaurants, coffee shops, and entertainment providers are stated as positive opportunities for Winterville.

Several stakeholders indicated that the sale of alcohol is an important factor in the city’s future. Amending the city charter to allow alcohol sales would likely help business development by fostering the growth of small restaurants and other places for evening social gathering. (11)

The Firefly Trail is a major economic development opportunity for the city. Currently, most commuting trips are made via single-occupant vehicles into Athens-Clarke County (Esri BAO). However, with the Firefly Trail connecting downtown Athens to Winterville within the next several years, an increase in bicycle commuting is expected. The city will have the opportunity to capitalize on trail usage by offering amenities such as open entertainment space, convenience stores, specialty shops, and small restaurants. (12)
Chapter 3

Vision

Winterville is a small, diverse community known as a quaint destination throughout the region. Pedestrians and people on bikes are welcomed with complete streets and the vibrant Firefly Trail, connecting our small, historic community to downtown Athens. Quality, affordable housing exists throughout the city. Small local businesses and public spaces highlight our creative ambiance and provide for family-friendly entertainment. Members of the community are involved in local governance, and we proudly host a number of annual events, including the Marigold Festival. The historic district complements the nearby Five Points shopping area, which serves as the gateway into the city’s core. Winterville is a great place for people of all ages to enjoy.

Goals & Policies

1. Enhance community engagement among all residents regardless of age, race, ethnicity, or income

2. Improve service delivery from the City of Winterville and Athens-Clarke County to Winterville residents (medical, public transportation, road maintenance, education, water and sewer, etc.)

3. Increase communications with local schools and the Clarke County School District to improve public school operations and performance

4. Obtain greater control and specificity over the urban form and centralize commercial development

5. Implement strategies to preserve the architectural character of the Historic District and ensure quality development

6. Encourage local businesses and small-scale commercial development within targeted areas

7. Complete significant public projects such as the auditorium renovations and the Firefly Trail

8. Bolster the capacity of public spaces to complement the historic village and the Firefly Trail

9. Increase the number of community events held within the city

10. Improve traffic operations surrounding the Five Points intersection

11. Expand bicycle and pedestrian infrastructure throughout the city
Chapter 4

Land Use

Pursuant to the rules of the Georgia Department of Community Affairs, the following Future Development Map and Defining Narrative provide the physical planning component of the comprehensive plan.

The DCA defines a character area as a specific district or section of the community that:

- Has unique or special characteristics to be preserved or enhanced (such as a downtown, a historic district, [an] arts district, a neighborhood, or a transportation corridor);

- Has potential to evolve into a unique area with more intentional guidance of future development through adequate planning and implementation (such as a strip commercial corridor that could be revitalized into a more attractive village development pattern); or

- Requires special attention due to unique development issues (rapid change of development patterns, economic decline, etc.)

Character areas typically provide greater flexibility than traditional land use maps, in which each parcel is assigned a single category such as Residential or Commercial.
## Character Areas Compatibility Index

<table>
<thead>
<tr>
<th>Character Area</th>
<th>Description of Character Area</th>
<th>Zoning Compatibility*</th>
<th>Appropriate Land Uses*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historic Town Center</td>
<td>Original town area with abundant greenspace and public-use facilities. Limited commercial and</td>
<td>C1, G, PLC, R15H, R18H, R20H</td>
<td>Commercial, Public, Residential,</td>
</tr>
<tr>
<td></td>
<td>professional space. Architecture highlighting diverse historical styles.</td>
<td></td>
<td>Recreation</td>
</tr>
<tr>
<td>Five Points</td>
<td>Gateway into the city’s core, with commercial businesses, residences, local artisans, antiques,</td>
<td>C1, G, PLC, R15H, R18H, R20H</td>
<td>Commercial, Office, Public, Mixed-</td>
</tr>
<tr>
<td></td>
<td>and civic and educational uses.</td>
<td></td>
<td>Use, Residential</td>
</tr>
<tr>
<td>Neighborhood Residential</td>
<td>Traditional residential character with walkability, greenspace, and a mix of housing types and</td>
<td>G, R12H, R15H, R18, R20H, C1</td>
<td>Residential, Recreation, Public,</td>
</tr>
<tr>
<td></td>
<td>styles.</td>
<td></td>
<td>Small-Commercial (conditional)</td>
</tr>
<tr>
<td>Rural</td>
<td>Agriculture and low-density residential development with lots at a minimum of five acres (average).</td>
<td>G, RR</td>
<td>Residential, Agriculture, Public</td>
</tr>
</tbody>
</table>

*Note: not all zoning and land use classifications will necessarily be appropriate in all locations within a character area.*
Historic Town Center

Characteristics of the Historic Town Center area are intended to represent the original town of Winterville, with an extent and identity similar to its mid-19th century setting when Georgia’s first railroad was laid and Six-Mile-Station was built. Mature hardwoods and restored structures (including private residences, a blacksmith shop, a bank, and other public structures) provide both aesthetic and historic interest, highlighting Victorian styles. The entire area, in addition to other properties, is designated as a National Register historic district and focuses on mixed uses, low traffic speeds, and walkability.

Much of the community’s vision for this area focuses on preserving and enhancing what exists at present, not making significant additions or modifications to the prevailing built environment. This district represents and includes the most identity-inspiring, unique aspects of the City of Winterville, and residents would like to see these qualities maintained for the enjoyment and fulfillment of future generations. Increasing capacity of public space within this area for events is expected to compliment the Firefly Trail, Winterville depot, Pittard Park, library, and bookstore.

Modifications and development in the Historic Town Center must be mindful of potential effects on both the historic nature and the future experience. While a mixture of uses within this area is appropriate, land use patterns and natural environments should remain largely unaltered. Preservation of the district’s rich architectural history and past railroad influences must be paramount.

Compatibility

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>C1, G, PLC, R15H, R18H, R20H</td>
<td>Commercial, Public, Residential, Recreation</td>
</tr>
</tbody>
</table>
Implementation Measures

- New development in the area should be of a scale and architectural design to conform to the existing historic fabric – consider form-based concerns to ensure compatibility
- Direct growth to suitable locations while preserving sensitive or otherwise critical areas through transfer-of-development rights
- Protect historic properties from development pressures
- Historic properties should be maintained or rehabilitated according to the Secretary of the Interior’s Standards of Rehabilitation
- Pedestrian access and open space should be provided to enhance citizen enjoyment of the area
- Connection to regional greenspace/trail systems is encouraged
- Facilitate habitat preservation and active living by implementing the Firefly Trail and complete streets network
- Protect riparian areas by enforcing buffers
- Protect tree canopy
- Maintain open spaces, providing free, open access to greenspace while protecting wildlife and the local landscape
- Evaluate, maintain, and repair municipal utility systems
- Complete streets – accommodate all road users
- Sign regulations – control the aesthetic impact of signage on the community by restricting the location, size, and appearance of advertising signs (DCA model code available)
**Five Points**

Serving as gateway into the core of the City of Winterville, the Five Points area will feature a mixed-use environment that combines residential, commercial, and educational uses surrounding a main community node. The area is designed to provide limited convenience shopping and services for local residents and visitors. Safe, convenient access to gathering spaces for adults and family-friendly entertainment for children underscores the vision for this area. Inclusion of residential development at higher densities than typically found in Winterville will depend on community desires and availability of the necessary supportive infrastructure.

Five Points residences, offices, and commercial establishments will be focused on pedestrian and bicycle connectivity, but will experience higher automobile traffic than other areas. Automobile parking growth will be limited in order to make efficient use of land and to encourage access by other modes of travel via the Firefly Trail and complete streets network.

Distinctive architectural character and continued aesthetic maintenance will establish this area as the principal node for local amenities. Small public open spaces consisting of plazas and pocket parks will be integral, as will other spaces that facilitate interaction, including spacious sidewalks and food-and-drink establishments.

### Compatibility

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<td>C1, G, PLC, R15H, R18H, R20H</td>
<td>Commercial, Office, Public, Mixed-Use, Residential</td>
</tr>
</tbody>
</table>
Implementation Measures

- Land use should include a relatively high-density mixture of retail, office, services, open spaces, and employment to serve a multi-neighborhood market area
- Design should be focused on pedestrian and bicyclist orientation with appropriate accommodations for automobile traffic
- Require multiple access points for properties to increase interconnectivity and minimize traffic impacts on the road network
- Cluster development to concentrate intensive land uses while preserving open space for sensitive areas
- Minimize nonpoint source pollution by managing storm water runoff
- Create incentives to enhance and maintain property aesthetics
- Foster an architecturally and physically cohesive area of specified character
- Implement context-sensitive design principles in streetscaping, building situation, traffic management, etc.
- Allow different types of land uses (such as housing, shopping, and offices) to locate within the same district, provided these uses are reasonably related and compatible
- Create balanced developments by adopting inclusive land use practices that require affordable housing
- Protect riparian buffers and tree canopy
- Evaluate, maintain, and repair municipal utility systems
- Minimize unusable commercial space and impervious surfaces by allowing flexibility in parking regulations and shared parking where appropriate
Neighborhood Residential

The theme of this character area focuses on residential development with moderate density, pedestrian orientation, and street connectivity. Surrounding both the Historic Town Center and the Five Points Commercial Center, the Neighborhood Residential area provides moderate infrastructure efficiency by concentrating development to allow preservation and/or lower densities in more sensitive rural spaces.

Quality, affordable housing types are encouraged in this area showing densities of 1-5 dwelling units per acre in environmentally appropriate areas (currently, the highest density seen in this area is three dwelling units per acre). Water infrastructure is expected to expand with new developments, while sewerage is limited to residents along major corridors and higher-density developments. Neighborhood-appropriate, public-institutional activity is also encouraged to facilitate walking, bicycling, and community interaction, provided it is developed within the character and context of the area. Recreation, education, public administration, healthcare, or other similar uses will support increased population densities.

Small, neighborhood-scale parks, multi-use paths, and complete streets will be important to this classification. Street connectivity will be incorporated within and between developments.

Compatibility

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<td>Residential, Recreation, Public, Small-Commercial (conditional)</td>
</tr>
</tbody>
</table>
Implementation Measures

- Residential Infill Development – Ensure that new infill development is compatible with its neighborhood
- Design to mimic neighborhood models focused on pedestrian connectivity and streets limited in width
- New developments maintain density relative to existing context
- Require infill and material changes to properties within the historic district to follow design standards to maintain historic integrity and significance.
- Focus on stability by encouraging homeownership and maintenance of existing properties
- Provide strong pedestrian and bicycle connections to Historic Town Center, Five Points Commercial Center, and regional trail networks
- Encourage and support local schools
- Promote mix of housing types and styles to create character and neighborhood diversity
- Develop attractive, affordable housing
- Evaluate, maintain, and repair municipal utility systems
- Expand utility operations where necessary
- Provide information on funding opportunities for the rehabilitation and reuse of historic resources
- Protect riparian areas and tree canopy
- Seek funding for transportation projects including sidewalks, bike lanes, multi-use trails, streetscape improvements, and roadway maintenance
- Require appropriate buffers and landscaping between incompatible uses

- Sign regulations – control the aesthetic impact of signage on the community by restricting the location, size, and appearance of advertising signs (DCA model code available)
- Direct growth to suitable locations while preserving sensitive or otherwise critical areas through transfer of development rights
Rural

Characterized by dense woodland and cultivated fields, this area shows low-density residential development and agriculture throughout. Zoning compatibility allows for limited residential growth, but is catered to maintaining a rural setting. The aim is to encourage preservation in environmentally critical areas and discourage high-intensity uses. This area will feature large residential lots (five acres at minimum, on average) with limited infrastructure access (public sewerage is generally not available) and active agriculture. Open space and master-planned developments are encouraged to preserve greenspace and retain the wooded characteristic of the land. These areas may also accommodate recreation and public uses.

The intent is to provide a lower level of service to the area, in terms of infrastructure availability, in order to reduce development pressures on nearby water sources and retain rural qualities. Multi-modal transportation connectivity will be incorporated within and between new developments.

Compatibility

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<tbody>
<tr>
<td>G, RR</td>
<td>Residential, Agriculture, Public</td>
</tr>
</tbody>
</table>
Implementation Measures

- Permit conservation subdivision design that incorporates and protects significant amounts of open space
- Protect tree canopy and riparian areas
- Provide information to interested property owners regarding available state and federal incentives for conservation easements
- Encourage compatible architectural styles that maintain and reflect the regional rural character
- Establish guidelines on development to protect the characteristics deemed to have scenic value
- Design streets to maximize efficiency (minimize pavement width) and safety, and to accommodate all users
- Connect to regional network of greenspace and trails
Future Development Map
Chapter 5

Transportation

Since Winterville is located within the Metropolitan Planning Organization (MPO) boundary of the Madison Athens-Clarke Oconee Regional Transportation Study (MACORTS), the State of Georgia requires the city's comprehensive plan to include this transportation element. MPOs are federally-mandated organizations that provide regional context to transportation planning in urbanized areas. This section and the MACORTS Regional Transportation Plan (RTP) should be used together when considering local transportation decisions.

Local & Regional Transportation Considerations

Transportation discussions are found throughout this comprehensive plan; the following targets are supplementary:

1. Improve traffic flow at the intersection of Athens Road and Moores Grove Road
2. Obtain public transportation service through private contract or partnership with the Athens Transit system
3. Widen turn lanes where necessary
4. Improve stormwater drainage on Main Street
5. Expand pedestrian and bicycle infrastructure and policy, referencing the 2016 SRTS Plan
6. Complete the Firefly Trail within the city limits
7. Minimize heavy truck traffic volume

Additionally, the following implementation strategies from the MACORTS Long-Range Transportation Plan (LRTP) are representative of Winterville's transportation vision (paraphrased):

2.1 Plan for and make decisions regarding transportation and land use cooperatively
4.1 Work with Athens Transit to identify existing and projected demand
4.6 Provide walking and bicycling access to transit
4.8 Improve accessibility to the transit system, including paratransit
5.1 Accommodate multi-modal travel
7.3 Fund bicycling and walking projects to reduce reliance on automobiles
8.1 Connect neighborhoods, businesses, educational facilities, etc., with infrastructure for walking and bicycling
**Growth & Development**

The City of Winterville envisions future development forming two centralized nodes for commercial and public development, surrounded by low-density residential areas. The proximity to Athens could create pressure to develop in a suburban style, countering how Winterville wishes to grow. The land use vision and transportation priorities laid out in this plan, when considered and implemented together, will create the walkable, bikeable, and neighborly city desired by community stakeholders.

**Winterville and the Athens MPO**

The Athens-Clarke County Unified Government represents the City of Winterville in MACORTS and administers some local transportation projects. Federal funds can be allocated to each community within the MPO boundary for local transportation projects; however, the MACORTS LRTP includes no Winterville projects.

*Winterville should establish a regular presence within the MACORTS process, including meeting attendance, direct communication with staff, and establishment of Winterville-specific representation on MACORTS committees.*
Chapter 6

Economic Development

Clarke County being a Georgia Job Tax Credit Tier 1 community, Winterville’s comprehensive plan must include this element; additional economic development discussion takes place elsewhere in the plan, especially in the Needs and Opportunities section.

The region’s 2017 Comprehensive Economic Development Strategy (CEDS) provides context for Winterville’s vision in this planning area. The following CEDS Action Items are compatible with the city’s own strategies:

Public Information and Marketing for the Region
Winterville’s vision for prosperity involves capitalizing on the economic potential of the Firefly Trail, a Five Points commercial district, and a central arts/cultural/civic district. As these develop, Winterville must promote the benefits of living in and visiting the community. A downtown development authority or a less formal effort could prove effective.

Local Entrepreneurs and Artists
The Firefly Trail, Five Points, and central district will bring interest and money to the community, as similar projects have done elsewhere in Georgia and beyond. Other “trail towns” that have capitalized on likeminded efforts generate significant economic development through local entrepreneurial and artistic endeavors. Eating and drinking establishments, personal services, trail-related businesses (bike rental, tours, etc.), and other enterprises are expected to fill commercial space in the Five Points district and elsewhere in the city. Potential art, craft, and music studios, as well as the existing community center and auditorium provide an exceptional cultural nest for a city of Winterville’s size.

Public-Private-Nonprofit Partnerships
Harnessing these resources into an implementable strategy and achieving success will require multi-disciplinary participation from a cross-section of the community. The city can provide leadership, space, and financial resources; the private sector can contribute expertise and funding; and community nonprofits can conduct outreach and involvement activities to ensure that the process and fruits of economic development are inclusive.

Other economic development-related initiatives identified in this comprehensive planning process include:

- Design guidelines for commercial development to protect and promote the community’s historic character
- Development patterns that encourage walkability and bikeability (people on foot and bike spend more money than people in cars)
- Close coordination for mutual benefit with Clarke County School District/Winterville Elementary School/Coile Middle School

CEDS 2017-2021

CEDS Cover Page
Chapter 7

Community Work Program

The Short-Term Work Program (2018-2022), updated every five years, provides a list of specific activities that the community plans to address as immediate priorities. A Report of Plan Accomplishments, which provides status commentary on the previous work plan (2013-2017), follows.
### Short-Term Work Program, 2018-2022

(*carryover from the previous STWP*)

<table>
<thead>
<tr>
<th>#</th>
<th>Activity</th>
<th>Timeframe</th>
<th>Responsible Party</th>
<th>Cost Estimate</th>
<th>Funding Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Designate ad hoc workgroup to recommend teen-specific programming and facility opportunities (begin implementation where appropriate)</td>
<td>2018</td>
<td>Mayor &amp; Council</td>
<td>None</td>
<td>NA</td>
</tr>
<tr>
<td>2</td>
<td>Develop best practices for outreach and diversity/inclusivity</td>
<td>2018</td>
<td>Mayor &amp; Council; staff</td>
<td>None</td>
<td>NA</td>
</tr>
<tr>
<td>3</td>
<td>Update zoning ordinance and design guidelines to ensure quality, intentional development (include consideration of housing diversity, esp. smaller houses and accessory dwelling units)</td>
<td>2019-2021</td>
<td>Planning &amp; Zoning Commission; Mayor &amp; Council</td>
<td>$5,000-$10,000</td>
<td>City, DCA</td>
</tr>
<tr>
<td>4</td>
<td>Inventory vacant buildings and establish incentives for adaptive use</td>
<td>2022</td>
<td>Planning &amp; Zoning Commission; Mayor &amp; Council</td>
<td>Minimal</td>
<td>City</td>
</tr>
<tr>
<td>5</td>
<td>Develop comprehensive transportation improvement strategy to include complete streets, traffic control, paving, public transportation, etc.</td>
<td>2018-2020</td>
<td>Mayor &amp; Council</td>
<td>$5,000-$7,500</td>
<td>City, GDOT</td>
</tr>
<tr>
<td>6</td>
<td>* Institute a local historic district</td>
<td>2018-2020</td>
<td>Planning &amp; Zoning Commission; Mayor &amp; Council</td>
<td>Unknown</td>
<td>City, DCA, grants</td>
</tr>
<tr>
<td>7</td>
<td>Establish community services and events committee to expand local offerings</td>
<td>2018</td>
<td>Mayor &amp; Council</td>
<td>None</td>
<td>NA</td>
</tr>
<tr>
<td>8</td>
<td>Set standing meeting time for Mayor-to-Mayor and staff-to-staff communication with Athens-Clarke County Unified Government</td>
<td>2018</td>
<td>Mayor; staff</td>
<td>None</td>
<td>NA</td>
</tr>
<tr>
<td>9</td>
<td>Set standing meeting time with Clarke County School District</td>
<td>2018</td>
<td>Mayor; staff, Police</td>
<td>None</td>
<td>NA</td>
</tr>
<tr>
<td>10</td>
<td>Develop basic economic development strategy (include focus on creating opportunities for unemployed residents)</td>
<td>2019</td>
<td>Mayor &amp; Council</td>
<td>$1,500-$5,000</td>
<td>City, DCA</td>
</tr>
<tr>
<td>11</td>
<td>Amend city charter to allow alcohol sales</td>
<td>2018</td>
<td>Mayor &amp; Council</td>
<td>None/Minimal</td>
<td>NA</td>
</tr>
<tr>
<td>12</td>
<td>Develop citywide strategic plan for development of the Firefly Trail (include focus on maximizing the trail’s fiscal impacts)</td>
<td>2018-2019</td>
<td>Mayor &amp; Council</td>
<td>$1,000-$3,000</td>
<td>City, GDOT</td>
</tr>
<tr>
<td>#</td>
<td>Activity</td>
<td>Timeframe</td>
<td>Responsible Party</td>
<td>Cost Estimate</td>
<td>Funding Source</td>
</tr>
<tr>
<td>----</td>
<td>---------------------------------------------------------------------------</td>
<td>------------</td>
<td>-----------------------------------------------</td>
<td>---------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>13</td>
<td>Complete restoration and improvement of historic auditorium</td>
<td>2018-2020</td>
<td>Mayor &amp; Council</td>
<td>$200,000</td>
<td>City, grants</td>
</tr>
<tr>
<td>14</td>
<td>Build the Firefly Trail within the city limits</td>
<td>2018-2021</td>
<td>City; Athens-Clarke County</td>
<td>$4,000,000</td>
<td>TSPLOST</td>
</tr>
<tr>
<td>15</td>
<td>Establish regular presence with MACORTS, including a seat on the Policy Committee</td>
<td>2018-2020</td>
<td>Mayor &amp; Council; Planning &amp; Zoning Commission</td>
<td>None</td>
<td>NA</td>
</tr>
<tr>
<td>16</td>
<td>Evaluate appropriateness of a Downtown Development Authority to support small business development and, if desired, establish one in Winterville</td>
<td>2019</td>
<td>Mayor &amp; Council</td>
<td>None</td>
<td>NA</td>
</tr>
<tr>
<td>17</td>
<td>Develop city marketing and promotional program</td>
<td>2020-2021</td>
<td>Mayor &amp; Council</td>
<td>Varies by project</td>
<td>City, DCA, grants</td>
</tr>
<tr>
<td>18</td>
<td>Prepare potential projects list for next SPLOST (consider assembling ad hoc committee of elected officials and residents); this applies to the city’s “share” of SPLOST funding and to any projects the community or its residents would like to submit for consideration outside of/in addition to that allocation</td>
<td>2018-2019</td>
<td>Mayor &amp; Council</td>
<td>None</td>
<td>NA</td>
</tr>
<tr>
<td>19</td>
<td>Adopt strategies to enable older residents to “age in place”</td>
<td>2021-2022</td>
<td>Mayor &amp; Council</td>
<td>Minimal</td>
<td>City, DCA</td>
</tr>
<tr>
<td>20</td>
<td>Develop Winterville-specific emergency preparedness plan and form volunteer Community Emergency Response Team</td>
<td>2019-2020</td>
<td>Mayor &amp; Council; staff</td>
<td>Minimal</td>
<td>City, DCA, GEMA</td>
</tr>
<tr>
<td>21</td>
<td>Renovate upper floor of Community Center</td>
<td>2018-2022</td>
<td>Mayor &amp; Council; Community Center</td>
<td>Unknown</td>
<td>City, grants</td>
</tr>
<tr>
<td>22</td>
<td>Open Heritage Room at Community Center</td>
<td>2020-2021</td>
<td>Community Center</td>
<td>Minimal</td>
<td>City, fundraising</td>
</tr>
<tr>
<td>23</td>
<td>Create a farmer’s market (in season)</td>
<td>2019</td>
<td>Mayor &amp; Council</td>
<td>Minimal</td>
<td>City, fundraising</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#</th>
<th>Activity</th>
<th>Status</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Adopt an Historic Preservation ordinance and create a local Historic</td>
<td>Underway</td>
<td>2018/2019 completion (#6 in 2018-2023 work program)</td>
</tr>
<tr>
<td></td>
<td>Preservation Commission to administer the ordinance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Designate a local historic district within the boundaries of the</td>
<td>Underway</td>
<td>2018/2019 completion (#6 in 2018-2023 work program)</td>
</tr>
<tr>
<td></td>
<td>Winterville National Register Historic District</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Prepare information materials to promote awareness of Winterville's</td>
<td>Completed</td>
<td>Incorporated into city website</td>
</tr>
<tr>
<td></td>
<td>historic resources, including an updated Winterville tourist brochure</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Develop heritage tourism opportunities in Winterville Visitors Center</td>
<td>Completed</td>
<td></td>
</tr>
<tr>
<td></td>
<td>in conjunction with the Athens-Clarke Visitors and Convention Bureau,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>and the Northeast Georgia Regional Development Center</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Establish a tour of homes and structures</td>
<td>Completed</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Design an additional phase of the playscape in Pittard Park</td>
<td>Completed</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Draft amendments to the Winterville Zoning Ordinance that</td>
<td>Completed</td>
<td></td>
</tr>
<tr>
<td></td>
<td>implement development-related regulatory objectives identified in the</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>General Vision Statements, including the creation of a provision</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>allowing limited mixed use development</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Draft an Environmental Protection ordinance designed to limit development</td>
<td>Abandoned</td>
<td>Lack of applicability (few, if any, areas would be affected)</td>
</tr>
<tr>
<td></td>
<td>along riparian corridors, in wetland and floodplain areas, and where</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>steep slopes are present</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Support a Farmers Market operation within the city limits of Winterville</td>
<td>Postponed</td>
<td>2019 completion</td>
</tr>
<tr>
<td>10</td>
<td>Purchase four new vehicles for the City of Winterville Police Department</td>
<td>Completed</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Purchase one new service truck for the City of Winterville</td>
<td>Completed</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Stabilize Historic Winterville School Auditorium</td>
<td>Completed</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Renovate Historic Winterville High School building (Phase I)</td>
<td>Completed</td>
<td></td>
</tr>
</tbody>
</table>
Appendix

Appendix: Participation Records

Public Hearings: 11/28/17 & 4/27/18

Published 11/3/2017 in Athens Banner-Herald

Published 4/13/2018 in Athens Banner-Herald
City of Winterville Comprehensive Plan 2018 | Appendix: Participation Records

NEGRC
Northeast Georgia Regional Commission

City of Winterville: Comprehensive Plan Update
Input Meeting #1: November 28, 2017 – 6:45 p.m.
Winterville Depot

The City of Winterville announces a Public Hearing for the Public Input of the comprehensive planning process on Tuesday, February 20, 2018 at 6:30 pm at the Historic Winterville Train Depot. The purpose of the Public Hearing is to brief the community on the planning process and opportunities for public participation therein.

Selected Questionnaire Results

Question 04
Please indicate your opinion of the following attributes of the community:

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Excellent</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very Poor</th>
<th>No Opinion</th>
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</thead>
<tbody>
<tr>
<td>Appearance/esthetics</td>
<td>4</td>
<td>12</td>
<td>5</td>
<td>1</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Community Atmosphere</td>
<td>4</td>
<td>13</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>0</td>
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<tr>
<td>Crime rate/safety</td>
<td>14</td>
<td>6</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Emergency services</td>
<td>10</td>
<td>6</td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Parks and recreation</td>
<td>13</td>
<td>3</td>
<td>4</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Shopping opportunities</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>5</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Cultural opportunities</td>
<td>3</td>
<td>7</td>
<td>5</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Housing affordability</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>6</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Employment opportunities</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>6</td>
<td>5</td>
<td>2</td>
</tr>
</tbody>
</table>

Input Meetings: 11/28/17 & 2/20/18

<table>
<thead>
<tr>
<th>NAME</th>
<th>TITLE</th>
<th>ADDRESS</th>
<th>EMAIL</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>NAME</th>
<th>TITLE</th>
<th>ADDRESS</th>
<th>EMAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Smith</td>
<td>Resident</td>
<td>123 Main St</td>
<td><a href="mailto:johnsmith@email.com">johnsmith@email.com</a></td>
</tr>
<tr>
<td>Jane Doe</td>
<td>Resident</td>
<td>456 Elm St</td>
<td><a href="mailto:janedoe@email.com">janedoe@email.com</a></td>
</tr>
<tr>
<td>Joe Blog</td>
<td>Resident</td>
<td>789 Pine St</td>
<td><a href="mailto:jeblog@email.com">jeblog@email.com</a></td>
</tr>
<tr>
<td>Sarah Wilson</td>
<td>Resident</td>
<td>101 Oak St</td>
<td><a href="mailto:sarahwilson@email.com">sarahwilson@email.com</a></td>
</tr>
<tr>
<td>Bill Johnson</td>
<td>Resident</td>
<td>202 Cedar St</td>
<td><a href="mailto:billjohnson@email.com">billjohnson@email.com</a></td>
</tr>
<tr>
<td>Mary Brown</td>
<td>Resident</td>
<td>303 Maple St</td>
<td><a href="mailto:marybrown@email.com">marybrown@email.com</a></td>
</tr>
<tr>
<td>Tom Davis</td>
<td>Resident</td>
<td>404 Walnut St</td>
<td><a href="mailto:tomdavis@email.com">tomdavis@email.com</a></td>
</tr>
<tr>
<td>Sue Rogers</td>
<td>Resident</td>
<td>505 Chestnut St</td>
<td><a href="mailto:suerogers@email.com">suerogers@email.com</a></td>
</tr>
<tr>
<td>David Parker</td>
<td>Resident</td>
<td>606 Birch St</td>
<td><a href="mailto:davidparker@email.com">davidparker@email.com</a></td>
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</table>

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