

# Community Agenda

for the City of Winterville  
Comprehensive Plan



April 25, 2008

# Table of Contents

## I. Community Assessment – City of Winterville

1. Quality Community Objectives: Local Assessment.....	1
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## II. Community Agenda – City of Winterville

1. Resolution .....	15
2. Community Vision	
General Vision Statements.....	16
Issues, Opportunities and Recommended Policies.....	28
Growth Concept / Character Areas Map.....	33
Implementation: Future Development Map .....	34
Implementation: Future Development Map Category Narrative.....	35
Implementation: Quality Community Objectives met for each Future Development Category .....	37
3. Short Term Work Plan.....	47
4. Appendix	
Report of Accomplishments.....	49

**Community Assessment**  
**Quality Community Objectives**  
**Local Assessment**

City of Winterville, Georgia

In 1999 the Board of the Department of Community Affairs adopted the Quality Community Objectives (QCOs) as a statement of the development patterns and options that will help Georgia preserve its unique cultural, natural and historic resources while looking to the future and developing to its fullest potential. The Office of Planning and Quality Growth has created the Quality Community Objectives Local Assessment to assist local governments in evaluating their progress towards sustainable and livable communities.

This assessment is meant to give a community an idea of how it is progressing toward reaching these objectives set by the Department, but no community will be judged on progress. The assessment is a tool for use at the beginning of the comprehensive planning process, much like a demographic analysis or a land use map, showing a community that “you are here.” Each of the fifteen Quality Community Objectives has a set of yes/no statements, with additional space available for comments. The statements focus on local ordinances, policies, and organizational strategies intended to create and expand quality growth principles.

A majority of “yes” answers for an objective may indicate that the community has in place many of the governmental options for managing development patterns. “No” answers may provide guidance in how to focus planning and implementation efforts for those governments seeking to achieve these Quality Community Objectives.

Some assessors may be able to answer these questions without much research, particularly in communities with few or no land use controls. Others may need to review land use ordinances and zoning regulations to find the answers, but this initial assessment is meant to provide an overall view of the community’s policies, not an in-depth analysis. There are no right or wrong answers to this assessment. Its merit lies in completion of the document, and the ensuing discussions regarding future development patterns, as governments undergo the comprehensive planning process.

Should a community decide to pursue a particular objective, it may consider a “yes” to each statement a benchmark toward achievement. Please be aware, however, that this assessment is only an initial step. Local governments striving for excellence in quality growth may consider additional measures to meet local goals. For technical assistance in implementing the policies, ordinances and organizational structures referenced in the assessment, please refer to [OPOG’s Assistance with Planning and Quality Growth](#).

Congratulations on your community and economic development efforts, and thank you for your dedication to Georgia’s citizens and resources.

<i>Development Patterns</i>			
<p><b>Traditional Neighborhoods</b>  <b>Traditional neighborhood development patterns should be encouraged, including use of more human scale development, compact development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.</b></p>			
Statement	Yes	No	Comments
1. If we have a zoning code, it does not separate commercial, residential and retail uses in every district.	X		
2. Our community has ordinances in place that allow neo-traditional development “by right” so that developers do not have to go through a long variance process.		X	
3. We have a street tree ordinance that requires new development to plant shade-bearing trees appropriate to our climate.	X		Design standards adopted in December 2007 require street plantings in the front yard areas of new single-family residential development.
4. Our community has an organized tree-planting campaign in public areas that will make walking more comfortable in the summer.	X		Tree planting efforts have focused solely on public park property to date. Right-of-way plantings are under consideration.
5. We have a program to keep our public areas (commercial, retail districts, parks) clean and safe.	X		
6. Our community maintains its sidewalks and vegetation well so that walking is an option some would choose.	X		
7. In some areas several errands can be made on foot, if so desired.	X		

8. Some of our children can and do walk to school safely.	X		
9. Some of our children can and do bike to school safely.	X		
10. Schools are located in or near neighborhoods in our community.	X		
<p><b>Infill Development</b>  <b>Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.</b></p>			
Statement	Yes	No	Comments
1. Our community has an inventory of vacant sites and buildings that are available for redevelopment and/or infill development.	X		
2. Our community is actively working to promote brownfield redevelopment.		X	The number of brownfield sites in Winterville is minimal.
3. Our community is actively working to promote greyfield redevelopment.		X	The number of greyfield sites in Winterville is minimal.
4. We have areas of our community that are planned for nodal development (compacted near intersections rather than spread along a major road).	X		
5. Our community allows small lot development (5,000 square feet or less) for some uses.	X		This lot size would be allowed for commercial uses only at this time.

<b>Sense of Place</b>			
<b>Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this is not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment.</b>			
Statement	Yes	No	Comments
1. If someone dropped from the sky into our community, he or she would know immediately where he or she was, based on our distinct characteristics.	X		
2. We have delineated the areas of our community that are important to our history and heritage, and have taken steps to protect those areas.	X		
3. We have ordinances to regulate the aesthetics of development in our highly visible areas.	X		
4. We have ordinances to regulate the size and type of signage in our community.	X		
5. If applicable, our community has a plan to protect designated farmland.		X	There is very little commercial farming to protect; the majority of farmland remains so because of aesthetic considerations or for "hobby farms."
<b>Transportation Alternatives</b>			
<b>Alternatives to transportation by automobile, including mass transit, bicycle routes, and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.</b>			
Statement	Yes	No	Comments

1. We have public transportation in our community.		X	
2. We require that new development connect with existing development through a street network, not a single entry/exit.	X		
3. We have a good network of sidewalks to allow people to walk to a variety of destinations.	X		
4. We have a sidewalk ordinance in our community that requires all new development to provide user-friendly sidewalks.		X	
5. We require that newly built sidewalks connect to existing sidewalks wherever possible.	X		
6. We have a plan for bicycle routes through our community.		X	
7. We allow commercial and retail development to share parking areas wherever possible.	X		
<b>Regional Identity</b>			
<b>Each region should promote and preserve a regional "identity," or regional sense of place, defined in terms of traditional architecture, common economic linkages that bind the region together, or other shared characteristics.</b>			
Statement	Yes	No	Comments
1. Our community is characteristic of the region in terms of architectural styles and heritage.	X		
2. Our community is connected to the surrounding region for economic livelihood through businesses that process local agricultural products.		X	



3. Our community encourages businesses that create products that draw on our regional heritage (mountain, agricultural, metropolitan, coastal, etc.).	X		
4. Our community participates in the Georgia Department of Economic Development's regional tourism partnership.	X		The Athens Convention and Visitor's Bureau (which has worked cooperatively with the City of Winterville) participates in the Georgia Department of Economic Development's regional tourism partnership.
5. Our community promotes tourism opportunities based on the unique characteristics of our region.	X		
6. Our community contributes to the region, and draws from the region, as a source of local culture, commerce, entertainment and education	X		

*Resource Conservation*

**Heritage Preservation**

**The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community's character.**

Statement	Yes	No	Comments
1. We have designated historic districts in our community.	X		
2. We have an active historic preservation commission.		X	
3. We want new development to complement our historic development, and we have ordinances in place to ensure this.	X		

<b>Open Space Preservation</b>			
<b>New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/wildlife corridors. Compact development ordinances are one way of encouraging this type of open space preservation.</b>			
Statement	Yes	No	Comments
1. Our community has a greenspace plan.	X		The City of Winterville is included in the Athens-Clarke Community Greenspace Plan.
2. Our community is actively preserving greenspace, either through direct purchase or by encouraging set-asides in new development.	X		
3. We have a local land conservation program, or we work with state or national land conservation programs, to preserve environmentally important areas in our community.	X		
4. We have a conservation subdivision ordinance for residential development that is widely used and protects open space in perpetuity.		X	
<b>Environmental Protection</b>			
<b>Environmentally sensitive areas should be protected from negative impacts of development, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.</b>			
Statement	Yes	No	Comments
1. Our community has a comprehensive natural resources inventory.	X		
2. We use this resource inventory to steer development away from environmentally sensitive areas.	X		
3. We have identified our defining natural resources and taken steps to protect them.		X	There is community interest in preparing a Environmental Areas ordinance for the City of Winterville.

4. Our community has passed the necessary “Part V” environmental ordinances, and we enforce them		X	There is community interest in preparing a Environmental Areas ordinance for the City of Winterville.
5. Our community has a tree preservation ordinance which is actively enforced.		X	
6. Our community has a tree-replanting ordinance for new development.		X	
7. We are using stormwater best management practices for all new development.	X		
8. We have land use measures that will protect the natural resources in our community (steep slope regulations, floodplain or marsh protection, etc.).		X	
<b><i>Social and Economic Development</i></b>			
<b>Growth Preparedness</b>			
<b>Each community should identify and put in place the pre-requisites for the type of growth it seeks to achieve. These might include infrastructure (roads, water, sewer) to support new growth, appropriate training of the workforce, ordinances and regulations to manage growth as desired, or leadership capable of responding to growth opportunities and managing new growth when it occurs.</b>			
Statement	Yes	No	Comments
1. We have population projections for the next 20 years that we refer to when making infrastructure decisions.	X		
2. Our local governments, the local school board, and other decision-making entities use the same population projections.	X		Athens-Clarke County Unified Government would benefit from a more consistent use of population projections between Departments and Secondary Agencies.
3. Our elected officials understand the land-development process in our community.	X		

4. We have reviewed our development regulations and/or zoning code recently, and believe that our ordinances will help us achieve our QCO goals.	X		
5. We have a Capital Improvements Program that supports current and future growth.	X		
6. We have designated areas of our community where we would like to see growth, and these areas are based on a natural resources inventory of our community.	X		
7. We have clearly understandable guidelines for new development.	X		
8. We have a citizen-education campaign to allow all interested parties to learn about development processes in our community.	X		The City of Winterville has recently taken steps to educate its citizens regarding development issues through the city's website, and various public forums on development-related issues.
9. We have procedures in place that make it easy for the public to stay informed about land use issues, zoning decisions, and proposed new development.	X		
10. We have a public-awareness element in our comprehensive planning process.	X		
<p><b>Appropriate Businesses</b></p> <p><b>The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, long-term sustainability, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.</b></p>			
Statement	Yes	No	Comments
1. Our economic development organization has considered our community's strengths, assets and weaknesses, and has created a business development strategy based on them.	X		The City of Winterville is a member of the Athens Area Chamber of Commerce and participates in available and appropriate economic development processes sponsored by local agencies.

2. Our economic development organization has considered the types of businesses already in our community, and has a plan to recruit businesses and/or industries that will be compatible.	X		The City of Winterville is a member of the Athens Area Chamber of Commerce and participates in available and appropriate economic development processes sponsored by local agencies.
3. We recruit firms that provide or create sustainable products.	X		
4. We have a diverse jobs base, so that one employer leaving would not cripple our economy.		X	Clarke County is very much dependent upon the University of Georgia as an employer. However, as a state agency, this employment base is very stable.
<p><b>Employment Options</b></p> <p><b>A range of job types should be provided in each community to meet the diverse needs of the local workforce.</b></p>			
Statement	Yes	No	Comments
1. Our economic development program has an entrepreneur support program.	X		
2. Our community has jobs for skilled labor.	X		The City of Winterville has a modest employment base. Most Winterville residents work in Athens-Clarke County.
3. Our community has jobs for unskilled labor.	X		The City of Winterville has a modest employment base. Most Winterville residents work in Athens-Clarke County.
4. Our community has professional and managerial jobs.	X		The City of Winterville has a modest employment base. Most Winterville residents work in Athens-Clarke County.
<p><b>Housing Choices</b></p> <p><b>A range of housing size, cost, and density should be provided in each community to make it possible for all who work in the community to also live in the community (thereby reducing commuting distances), to promote a mixture of income and age groups in each community, and to provide a range of housing choice to meet market needs.</b></p>			

Statement	Yes	No	Comments
1. Our community allows accessory units like garage apartments or mother-in-law units.		X	
2. People who work in our community can also afford to live in the community.	X		
3. Our community has enough housing for each income level (low, moderate and above-average).	X		
4. We encourage new residential development to follow the pattern of our original town, continuing the existing street design and maintaining small setbacks.	X		
5. We have options available for loft living, downtown living, or “neo-traditional” development.		X	There is interest in the City of Winterville for incorporating ordinance provisions for this type of development within the City’s zoning ordinance.
6. We have vacant and developable land available for multifamily housing.		X	There is interest in the City of Winterville for incorporating ordinance provisions for this type of development within the City’s zoning ordinance.
7. We allow multifamily housing to be developed in our community.	X		
8. We support community development corporations that build housing for lower-income households.	X		
9. We have housing programs that focus on households with special needs.	X		These programs focus mainly on low income housing, and have been undertaken by private organizations and individuals.
10. We allow small houses built on small lots (less than 5,000 square feet) in appropriate areas.		X	
<p><b>Educational Opportunities</b></p> <p><b>Educational and training opportunities should be readily available in each community – to permit community residents to improve their job skills, adapt to technological advances, or to pursue entrepreneurial ambitions.</b></p>			

Statement	Yes	No	Comments
1. Our community provides workforce training options for its citizens.	X		
2. Our workforce training programs provide citizens with skills for jobs that are available in our community.	X		
3. Our community has higher education opportunities, or is close to a community that does.	X		
4. Our community has job opportunities for college graduates, so that our children may live and work here if they choose.	X		Although limited in number, job opportunities for college graduates exist within the City of Winterville.

*Governmental Relations*

**Regional Solutions**

**Regional solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less cost to the taxpayer.**

Statement	Yes	No	Comments
1. We participate in regional economic development organizations.	X		
2. We participate in regional environmental organizations and initiatives, especially regarding water quality and quantity issues.	X		
3. We work with other local governments to provide or share appropriate services, such as public transit, libraries, special education, tourism, parks and recreation, emergency response, E-911, homeland security, etc.	X		
4. Our community thinks regionally, especially in terms of issues like land use, transportation and housing, understanding that these go beyond local government borders.	X		

**Regional Cooperation**

**Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources or development of a transportation network.**

Statement	Yes	No	Comments
1. We plan jointly with our cities and county for comprehensive planning purposes.	X		
2. We are satisfied with our Service Delivery Strategy.	X		
3. We initiate contact with other local governments and institutions in our region in order to find solutions to common problems, or to craft region-wide strategies.	X		
4. We meet regularly with neighboring jurisdictions to maintain contact, build connections, and discuss issues of regional concern.	X		



# City of Winterville, Georgia

## RESOLUTION TO TRANSMIT

RESOLUTION AUTHORIZING THE SUBMISSION OF THE COMPREHENSIVE PLAN FOR ATHENS-CLARKE COUNTY AND THE CITY OF WINTERVILLE TO THE NORTHEAST GEORGIA REGIONAL DEVELOPMENT CENTER FOR REVIEW AND COMMENT

WHEREAS, the City of Winterville has completed the final draft of the Community Agenda document as part of the 20-year Comprehensive Plan Update.

WHEREAS, the 20-year Comprehensive Plan Update has been prepared according to Georgia Department of Community Affairs' Standards and Procedures for Local Government Planning effective May 1, 2005, established by the Georgia Planning Act of 1989.

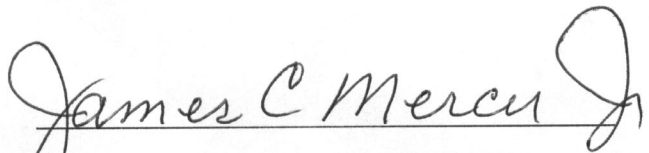
WHEREAS, the minimum public participation requirements of the plan were met and exceeded with the holding of 29 public meetings; two planning workshops held on December 9, 2006, and July 30, 2007; and the holding of public hearings on April 4, 2006, November 5, 2007, and December 11, 2007.

WHEREAS, the "Minimum Standards and Procedures for Local Comprehensive Planning" require that the Comprehensive Plan be submitted to the Northeast Georgia Regional Development Center and the Georgia Department of Community Affairs for review and comment prior to official adoption;

NOW, THEREFORE, BE IT RESOLVED, that the Mayor and Council of the City of Winterville, Georgia, hereby authorizes that this draft of the 20-year Comprehensive Plan Update, including all inventory and assessment information, maps, and associated materials, be forwarded to the Northeast Georgia Regional Development Center and the Georgia Department of Community Affairs for official review.

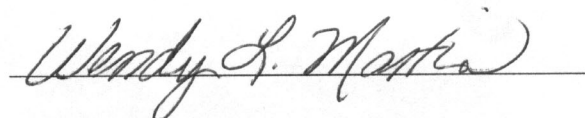
Adopted this 11 day of December, 2007.

By:



Mayor James C. Mercer, Jr.  
City of Winterville, Georgia

Attest:



Wendy Martin, Clerk  
City of Winterville, Georgia

# City of Winterville General Vision Statements *Final*

## Table of Contents

1. Community Relations
2. Environmental
3. Growth and Economy
4. Land Use
5. Life-Long Learning
6. Transportation and Mobility
7. Neighborhoods and Housing
8. Urban Design and Aesthetics
9. Community Identity
10. Plan Implementation

# GENERAL VISION STATEMENTS

*Objectives, Strategies, and Policies*

## **Introduction**

The Vision Statements are broad, community-wide “need statements,” designed to encompass a variety of related issues. These related issues are referred to as Guiding Objectives, which are specific items that need to be addressed. The Strategies are the methods identified for addressing the Guiding Objectives, and the Policies are the specific action steps that are recommended to implement the Strategies.

## **COMMUNITY RELATIONS**

**Vision Statement: To include the community in an open process of public decision making.**

### **Guiding Objectives:**

- A. We will actively encourage and facilitate citizen involvement in the planning and decision-making processes of our government.
- B. We will take pro-active steps to coordinate the actions of various public sector agencies with the Comprehensive Plan strategies and policies of the City of Winterville.

### **Strategies and Policies:**

- 1. Promote community awareness and involvement in land use issues affecting neighborhoods.
- 2. Promote community understanding of the services provided by the City of Winterville, Athens-Clarke County, and other area agencies and entities.
- 3. Increase involvement in planning and implementation at the neighborhood level.
- 4. Involve UGA and other institutions of higher learning as well as federal, state, and local government agencies in the community planning process.
- 5. Identify resources – public and private – in the community planning process.
- 6. Identify and coordinate volunteers within the community to address community needs.

## **ENVIRONMENTAL**

**Vision Statement: To preserve the beauty of our community and act as responsible stewards of the natural environment.**

### **Guiding Objectives:**

- A. We will be responsible stewards of the natural environment.
- B. We recognize the importance of ensuring adequate supplies of quality water through the protection of ground and surface water sources.
- C. We will protect environmentally-sensitive corridors and utilize appropriate spaces to create a community-wide system of greenways and open spaces.
- D. We consider as critical importance to our community the conservation and protection of flood plains, wetlands, stream corridors, wild life habitats, tree canopies and unique topography.
- E. We will develop and manage our land and transportation network to ensure the quality of our air and water.
- F. We will support enhanced solid waste reduction and recycling initiatives.

**Strategies and Policies:**

1. Complete public and private infrastructure improvements and site development in a manner that protects the quality of the natural environment; we shall do no harm.
2. Set back buildings and paved parking areas from any intermittent or perennial stream or creek by a minimum of 75 feet; and create a non-disturbance area of 75 feet along any flowing water course. All measurements are from the top of the bank and on each side. Watershed information shall be included on any resulting maps or other documents.
3. Incorporate the connection, maintenance and enhancement of greenspace in all new development. Greenspace is defined as, *Permanently protected land and water, or interest therein, including agricultural and forestry land, that is in its undeveloped, natural state or that has been restored to an undeveloped, natural state, and is to be used for natural resource protection or informal recreation.* In order to meet the stated intent of this goal, greenspace lands shall include otherwise developable property. Interconnection with other greenspace inside and outside of Winterville is strongly encouraged.
4. Prohibit development of structures in the floodplain.
5. Discourage and strictly regulate development in the flood fringe (500-year floodplain) area.
6. Reduce the impact of development on the natural topography and existing vegetation through limiting land disturbance activities and clear cutting, and ensure that all Best Management Practices are used in managing soil erosion and sedimentation control.
7. Improve standards for minimizing impervious surface areas in construction of residential and non-residential development.
8. Identify and protect wetland areas.
9. Cluster development in a manner to protect environmentally-sensitive areas such as habitats, flood plains, and open space.
10. Establish a non-point source pollution program that emphasizes a comprehensive watershed approach.

11. **Promote energy efficiency in the operation of City of Winterville vehicles, structures, and other public facilities. Investigate opportunities to utilize alternative fuels in the City of Winterville transportation fleet.**
12. **Promote the reduction, reuse, and recycling of all materials from residential and non-residential users.**

## **GROWTH AND ECONOMY**

**Vision Statement: To support growth that protects community resources and sustains the high quality of life we want in The City of Winterville.**

### **Guiding Objectives:**

- A. **We will adopt measures to manage the growth of our population in a sustainable way.**
- B. **We will actively participate in and support regional growth planning with our surrounding communities.**
- C. **We will enhance the professional and limited commercial, tourist, educational, medical, arts and recreation opportunities within the City of Winterville.**
- D. **We will encourage the retention, expansion and creation of businesses that enhance our economic well being, and complement community character.**
- E. **We will encourage the development of present and future professional and limited commercially-zone properties for culture, government, dining, residential and retail diversity.**
- G. **We will protect and capitalize on the historical heritage of the community as a major economic development tool.**
- H. **We will promote and support the growth of the Fine Arts, arts and crafts, and other creative endeavors.**
- I. **Promote and encourage local agricultural enterprises in accordance with city ordinances.**

### **Strategies and Policies:**

1. Use the Comprehensive Plan's housing strategies in managing growth.
2. Limit the amount of urban development within The City of Winterville to areas that can be reasonably served by public infrastructure. Installation of new infrastructure shall not diminish quality of life and community character.
3. Establish an atmosphere in which entrepreneurial enterprise is nurtured in The City of Winterville.
4. Develop an economic development strategy that promotes The City of Winterville as the professional and limited commercial, tourist, educational, medical, arts and recreation opportunities within the City of Winterville.
5. Develop incentives that encourage the Fine Arts, arts and crafts, and other creative endeavors to expand within The City of Winterville.
6. Promote The City of Winterville as a retirement community.
7. Investigate the possibility of holding a regularly scheduled Farmer's Market within Winterville.

### **LAND USE**

**Vision Statement:** To enact land use policies that avoid urban sprawl and preserve the rural character of the City of Winterville.

#### **Guiding Objectives:**

- A. Our community will use land effectively to avoid the costs and problems associated with urban sprawl.
- B. We will preserve the rural character and the opportunity for agricultural activities to remain a vital part of our community.
- C. We will develop a recognizable transition from the urban to the rural areas of our community.
- D. We will support urban and suburban development where it can be adequately served by public facilities as designated in the Comprehensive Plan.
- E. An adequate level of urban services (sewer, water, fire, police, recreation, communication etc.) will be provided to areas of our community that we want to develop at urban-level densities.
- F. We will be committed to enhancing existing professional and limited commercial areas located within our community.
- G. We will encourage developments that provide a mix of shopping, housing and jobs at an appropriate scale.

- H. We will support opportunities for residential and non-residential in-fill development that positively impacts the character of existing neighborhoods.
- I. Recreation and greenspace will become an integral facet of our community's land use.

**Strategies and Policies:**

1. Create incentives for agricultural areas on the periphery of the urban area to remain as productive agricultural lands by using techniques such as transfer of development rights, conservation easements and open space subdivisions.
2. Designate areas that are predominantly rural in character as a boundary for limiting expansion of urban development.
3. Extend communications, water and sewer service into existing and future urban areas where urban densities are desired and consistent with the Comprehensive Plan.
4. Consider increases in residential densities in areas that meet community design standards, environmental constraints and available infrastructure capacities.
5. Investigate zoning categories that would allow redevelopment and revitalization of existing underutilized professional and limited commercial areas over development of new land for professional and limited commercial purposes.
6. Revisit non-residential zoning categories for opportunities to incorporate mixed uses and design standards.
7. Approve appropriately designed mixed use developments that facilitate quality employment and residential opportunities and enable these areas to function as centers of community life.
8. Facilitate, through incentives and standards, professional and limited commercial development and redevelopment as distinct professional and limited commercial centers while discouraging "strip commercial (development characterized by shallow commercial frontages along major thoroughfares, with multiple curb cuts, large front yard parking, single-storied and often single-purpose buildings, with minimal pedestrian access).
9. Encourage development of additional retail shopping and restaurants in the existing and future professional and limited commercially zoned areas

**LIFE-LONG LEARNING**

**Vision Statement:** To establish The City of Winterville as a community that supports life-long learning for its citizens.

**Guiding Objectives:**

- A. We will recognize the importance of providing life-long learning opportunities for ...
  - Cultivating the strengths of our citizens

- Enhancing our job skills
  - Understanding the environment
  - Increasing our cultural enjoyment
- B. The neighborhood public school concept is important to our community’s well-being.**
- C. Continuing Education Programs provide life-long learning opportunities for our residents and visitors.**
- D. The long term prosperity of our community will be supported by the educational function of our parks and recreational services, public library, museum and other cultural amenities.**

**Strategies and Policies:**

- 1. Establish and maintain an effective working relationship between Athens-Clarke County and the Board of Education to develop mutually beneficial locations for schools and appropriate land uses adjacent to and/or near school property.**
- 2. Promote the concept of neighborhood schools in future development, as well as, promote the same concept regarding the use of schools that are currently located near or in close proximity to existing neighborhoods.**
- 3. Support other existing educational institutions and encourage development of new opportunities to educate Winterville citizens.**
- 4. Communicate with the University of Georgia to encourage commitment to accommodate the needs of non-traditional learners by providing access, services, and instruction.**

**TRANSPORTATION AND MOBILITY**

**Vision Statement: To support transportation policies that offer viable alternatives to the automobile.**

**Guiding Objectives:**

- A. Land use policies shall encourage transportation corridors that support multiple modes of transportation and enhance the aesthetics of the community.**
- B. The multi-modal transportation network will be used to support efficient land use, minimize traffic congestion and facilitate community-wide and regional mobility.**
- C. We will ensure that urban density will be located in areas that are conducive to walking and biking and could be served by transit.**
- D. Any greenway corridors will be connected to support individual transportation needs.**



- E. Transportation and greenway corridors will be supported by the community standards of aesthetics, urban design and environmental stewardship.**
- F. We will take measures to ensure that vehicular traffic will not harm the residential nature of our neighborhoods.**
- G. Traffic calming features that slow the speed of traffic and enhance safety and aesthetics without creating congestion will be considered as a part of our street network design.**

**Strategies and Policies:**

- 1. Maintain an Official Street Map identifying the planned location of all new major roadways and connections, including alternate transportation pathways, between major residential and professional and limited commercial developments.**
- 2. Provide design guidelines for all new and reconstructed roadways to reflect community standards of aesthetics, environmental stewardship and urban design.**
- 3. Design new or reconstructed streets to accommodate fully multiple functions, including pedestrian movements, parking, alternate modes of transportation and local vehicular circulation.**
- 4. Encourage sidewalks and bicycle lanes in the design of all new or reconstructed roadways.**
- 5. Explore interconnection to a county-wide network of greenways or pathways.**
- 6. Design parking and circulation routes within professional and limited commercial zones as distinct streets with landscaped sidewalks, shade trees, small courtyards and short-term curb parking.**
- 7. Provide for vehicular circulation routes in new neighborhoods that distribute traffic evenly, avoid excessive traffic and speed on any one street and have street block lengths not exceeding 600 feet.**
- 8. Integrate traffic calming designs and techniques to reduce the speed of traffic as a part of all development and redevelopment.**
- 9. Investigate locating public transportation facilities in Winterville.**

## **NEIGHBORHOODS AND HOUSING**

**Vision Statement:** To assure that neighborhoods reflect standards that respect the history and character of the community.

### **Guiding Objectives:**

- A. Our neighborhoods will be interactive communities where people have easy access to schools, parks, residences and businesses through walkways, bike paths, roads and potential public transportation.
- B. Our neighborhoods shall be strongly linked to the neighborhood public school concept.
- C. Our growth strategies will support revitalization of neighborhoods.
- D. We will adopt policies to increase the percentage of owner-occupied housing.
- E. We will accommodate a diverse population by encouraging a harmonious mixture of housing types and uses.
- F. Neighborhoods will adhere to design standards that respect the community's historic character.
- G. "Classic and traditional" neighborhood development ideals will be used in our land use regulations to implement the Comprehensive Plan.

### **Strategies and Policies:**

1. Complete a housing inventory every five years to monitor the health of the housing market.
2. Encourage an appropriate mix of rental units and encourage owner-occupied housing units.
3. Adopt "traditional neighborhood design" guidelines that...
  - Encourage efficient urban residential densities
  - Orient homes to the street
  - Encourage the use of front porches
  - Incorporate landscaped pedestrian pathways
  - Reduce the street's importance as a thoroughfare
  - Provide public gathering places; and,
  - Have conveniently located local shopping.
4. Develop and maintain park facilities in a manner that harmonizes with the character of the community and serve as focal points for neighborhoods.
5. Develop guidelines that require new or retrofitted residential development to provide

common open space, walking paths and bicycle lanes that are easily accessible to the development.

6. Investigate drafting a local historic preservation ordinance that would allow for the creation of a local historic designation process.

## **URBAN DESIGN & AESTHETICS**

**Vision Statement:** To use sound design standards to govern development.

### **Guiding Objectives:**

- A. Landscaping, lighting, signage, underground utilities and building design will be used to add value to our community.
- B. Green space will be a major component within our neighborhoods, along our streets, parking lots and within professional and limited professional and limited commercial developments.
- C. We will encourage design standards that are more human-oriented and less auto-oriented.
- D. Design standards will guide development in order to contribute to our community's character and sense of security.
- E. Our gateways and corridors will have design standards that add visual value thus creating a "sense of place" to our community.
- F. We will apply design standards that reduce the adverse visual impact of the automobile in both professional and limited commercial and residential areas of our community.
- G. Civic buildings will be located, designed and accessible to public transportation in a manner that enhances the community.
- H. We will apply urban design and aesthetic standards to neighborhoods and other developments as they are retrofitted.
- I. We will encourage historic designation for eligible sites and neighborhoods.

### **Strategies and Policies:**

1. Develop and implement design standards for new development and redevelopment that address architectural composition (both material and form), site circulation, site and parking lot landscaping (including tree planting standards for parking lots), signage, lighting and noise level standards.
2. Adopt design standards for targeted areas of the community.
3. Designate gateways and arterial corridors to control signage, improve aesthetics, promote more landscaping, and require special protection for adjacent residential areas.
4. Orient buildings within development/redevelopment to encourage walk-ability, interaction

among businesses, clear visibility of entryways and centralized open space.

5. Require the use of landscaping, reduced parking standards and site orientation to minimize the impact and visibility of parking areas.
6. Minimize the visibility of trash pickup and vehicular storage.
7. Incorporate street shade trees as an important part of residential and non-residential development.
8. Place all utilities underground or along rear or side yard easements in new development, in any redevelopment that requires a building permit and, as the opportunity becomes available, in any existing development.
9. Appropriately design and integrate signage within all development.
10. Require all future mixed use developments to meet specific design standards.
11. Create design standards that recognize the unique qualities of defined neighborhood to guide appropriate residential and non-residential in-fill development and redevelopment.
12. Incorporate the use of "crime prevention through environmental design" standards to make neighborhoods professional and limited commercial areas more secure.
13. Develop standards for property maintenance.
14. Adopt regulations that prevent unnecessary land disturbance and vegetation removal (i.e., excessive slope removal and clear-cutting).

## **COMMUNITY IDENTITY**

**Vision Statement:** To reinforce the City of Winterville's identity as an independent community with a unique history and character.

### **Guiding Objectives:**

- A. Continue the development and expansion of an internet-based identity for the City of Winterville, including community history.
- B. Improve overall understanding of the City of Winterville as a unique and independent jurisdiction.

### **Strategies and Policies:**

1. Establish recognizable gateways into and out of the City of Winterville.
2. Improve understanding and appreciation of Winterville's community character and regulations for local realtors.
3. Implement a "Welcome Wagon" service for introducing the Winterville community to new

residents.

4. **Develop a “Frequently Asked Questions” sheet that can be distributed locally and electronically.**

### **PLAN IMPLEMENTATION**

**Vision Statement:** To reflect a strong legislative commitment to implementing the Comprehensive Plan.

#### **Guiding Objectives:**

- A. **We will make a strong commitment to implementing the Comprehensive Plan.**
- B. **We will identify the necessary financial resources to implement the Comprehensive Plan.**
- C. **We will ensure that proposed zoning decisions are consistent with the Comprehensive Plan.**

#### **Strategies and Policies:**

1. **Develop and implement a system to evaluate our progress on the Comprehensive Plan.**
2. **Create an analytical method ("land use budget") to measure the impact of land use decisions on the amount of residential, professional, and limited commercial in The City of Winterville.**
3. **Develop a new zoning ordinance and map to respond to the recommendations of the Comprehensive Plan.**
4. **Encourage formal policies and procedures for amending the Land Use Map as a separate action from zoning.**
5. **Undertake neighborhood planning to assure application of and the compatibility with the Comprehensive Plan.**

# *CITY OF WINTERVILLE*

## Issues and Opportunities and Recommended Policies

*Draft March 21, 2007  
Revised March 19, 2008*

### **POPULATION CHANGE**

1. **Issue:** Without additional land use regulations, Winterville is positioned to experience significant percentage increases in population through the development of large-scale, medium density subdivisions.
2. **Opportunity:** As a measure to manage population growth, Winterville should build on its reputation as a community that supports senior living.

### **ECONOMIC DEVELOPMENT**

1. **Issue:** Winterville has a relatively small amount of commercially zoned acreage available for development.
  - a. **Policy:** Existing businesses should be protected, supported, and (when appropriate) enhanced.
  - b. **Policy:** Additional acreage that can be zoned for future commercial development should be identified, in accordance with the Future Development Map.
  - c. **Policy:** Limited mixed uses (residential above commercial) should be permitted under certain circumstances and with specific design guidelines.
2. **Opportunity:** Winterville has numerous home-based businesses that have the potential to expand beyond “cottage industry” status.
  - a. **Policy:** Existing home-based businesses should be supported and, if appropriate, expanded into appropriately zoned commercial properties within Winterville.
3. **Issue:** Winterville is not located along a state route or federal highway, and therefore does not attract attention from most commercial development interests.
  - a. **Policy:** Compatible destination uses, such as bed and breakfasts, museums, sit-down dining restaurants, should be encouraged.
  - b. **Policy:** Professional office uses should be encouraged.
  - c. **Policy:** Small-scale retail and commercial uses, preferably locally-owned and operated, should be encouraged.
  - d. **Policy:** Large gas stations/convenience stores should be discouraged.
  - e. **Policy:** Industrial development should be discouraged.
  - f. **Policy:** Retirement-age and elderly related uses, of a modest scale, should be encouraged.

4. **Opportunity:** Winterville still has a legitimate rural, small-town character that is conducive for specific types of commercial development.
  - a. **Policy:** A Farmer’s Market facility and use should be encouraged.
  - b. **Policy:** Existing home-based businesses should be supported and, if appropriate, expanded into appropriately zoned commercial properties within Winterville.
  - c. **Policy:** Limited, small-scale chain retail should be located in the Five Points area only.
  - d. **Policy:** Mixed uses (residential above commercial) should be permitted in limited areas of Winterville.
  - e. **Policy:** Single use, large tract development should be discouraged without design standards.

## **NATURAL RESOURCES**

1. **Issue:** Environmentally sensitive areas of the community, such as stream banks, floodplains, wetlands, riparian buffers, wetlands, or steep slopes, have not been adequately mapped and assessed.
  - a. **Policy:** Environmentally sensitive areas of the community, such as stream banks, floodplains, wetlands, riparian buffers, wetlands, or steep slopes, should be set aside from development.
  - b. **Policy:** A local 75-foot setback off of perennial and intermittent waters should be adopted to buffer creeks and streams from land disturbances associated with any activity requiring a permit.
  - c. **Policy:** Best management practices shall be encouraged or required as part of the development process.
  - d. **Policy:** Site design guidelines should be in place for developing in environmentally sensitive areas.
2. **Issue:** There has been no in-depth review of possible linkages between local trail systems, state-designated bike routes, or existing trails within Winterville or with neighboring communities.
  - a. **Policy:** Linkages should be established between local trail systems, state-designated bike routes, or existing trails within Winterville or with neighboring communities.
  - b. **Policy:** Limited protection against unwanted/environmental hazardous uses (hog farms, chicken houses, landfills, etc.) should be established.
3. **Opportunity:** There are infill opportunities to encourage linear parks, pocket parks, and dedicated open space throughout Winterville.
  - a. **Policy:** Develop and maintain park facilities in a manner that harmonizes with the character of the community and serve as focal points for neighborhoods.
  - b. **Policy:** Develop guidelines that require new or retrofitted residential development to provide common open space, walking paths and bicycle lanes that are easily accessible to the development.

## **CULTURAL RESOURCES**

1. Issue: The community's historic resources have not been locally-designated.
  - a. Policy: A local preservation ordinance should be adopted which would allow for the designation of a local historic district and/or local historic landmarks, would create a Winterville Historic Preservation Commission, and would establish historic district design guidelines.
2. Issue: Ongoing support (staffing, funding, etc.) has not been identified for the local museum.
3. Issue: A sustained effort to support and promote Winterville's historic resources has not been organized.
  - a. Policy: Develop site design guidelines for developing in culturally-significant areas.

## **HOUSING**

1. Issue: There is no formal overview of the existing housing within the City of Winterville.
  - a. Policy: Complete a housing inventory every five years to monitor the health of the housing market.
2. Issue: Winterville's housing stock is comprised of single-family detached structures only; there is an extremely limited variety of housing unit types for residents.
3. Issue: Although regarded as an ideal development form by local residents, the local development regulations do not require development forms that reinforce the existing development pattern within the traditional portion of Winterville.
  - a. Policy: Adopt "traditional neighborhood design" guidelines that encourage efficient urban residential densities, orient homes to the street, encourage the use of front porches, incorporate landscaped pedestrian pathways, reduce the street's importance as a thoroughfare, provide public gathering places; and, promote conveniently located local shopping.

## **LAND USE**

1. Issue: Local development policies do not reinforce the community's vision of Winterville's development future.
  - a. Policy: Create incentives for agricultural areas on the periphery of the urban area to remain as productive agricultural lands by using techniques such as transfer of development rights, conservation easements and open space subdivisions.
  - b. Policy: Designate areas that are predominantly rural in character as a boundary for limiting expansion of urban development.



- c. Policy: Extend communications, water and sewer service into existing and future urban areas where urban densities are desired and consistent with the Comprehensive Plan.
- d. Policy: Consider increases in residential densities in areas that meet community design standards, environmental constraints and available infrastructure capacities.
- e. Policy: Investigate zoning categories that would allow redevelopment and revitalization of existing underutilized professional and limited commercial areas over development of new land for professional and limited commercial purposes.
- f. Policy: Revisit non-residential zoning categories for opportunities to incorporate mixed uses and design standards. Approve appropriately designed mixed use developments that facilitate quality employment and residential opportunities and enable these areas to function as centers of community life.
- g. Policy: Facilitate, through incentives and standards, professional and limited commercial development and redevelopment as distinct professional and limited commercial centers while discouraging "strip commercial" (development characterized by shallow commercial frontages along major thoroughfares, with multiple curb cuts, large front yard parking, single-storied and often single-purpose buildings, with minimal pedestrian access).
- h. Policy: Encourage development of additional retail shopping and restaurants in the existing and future professional and limited commercially zoned areas

## **TRANSPORTATION**

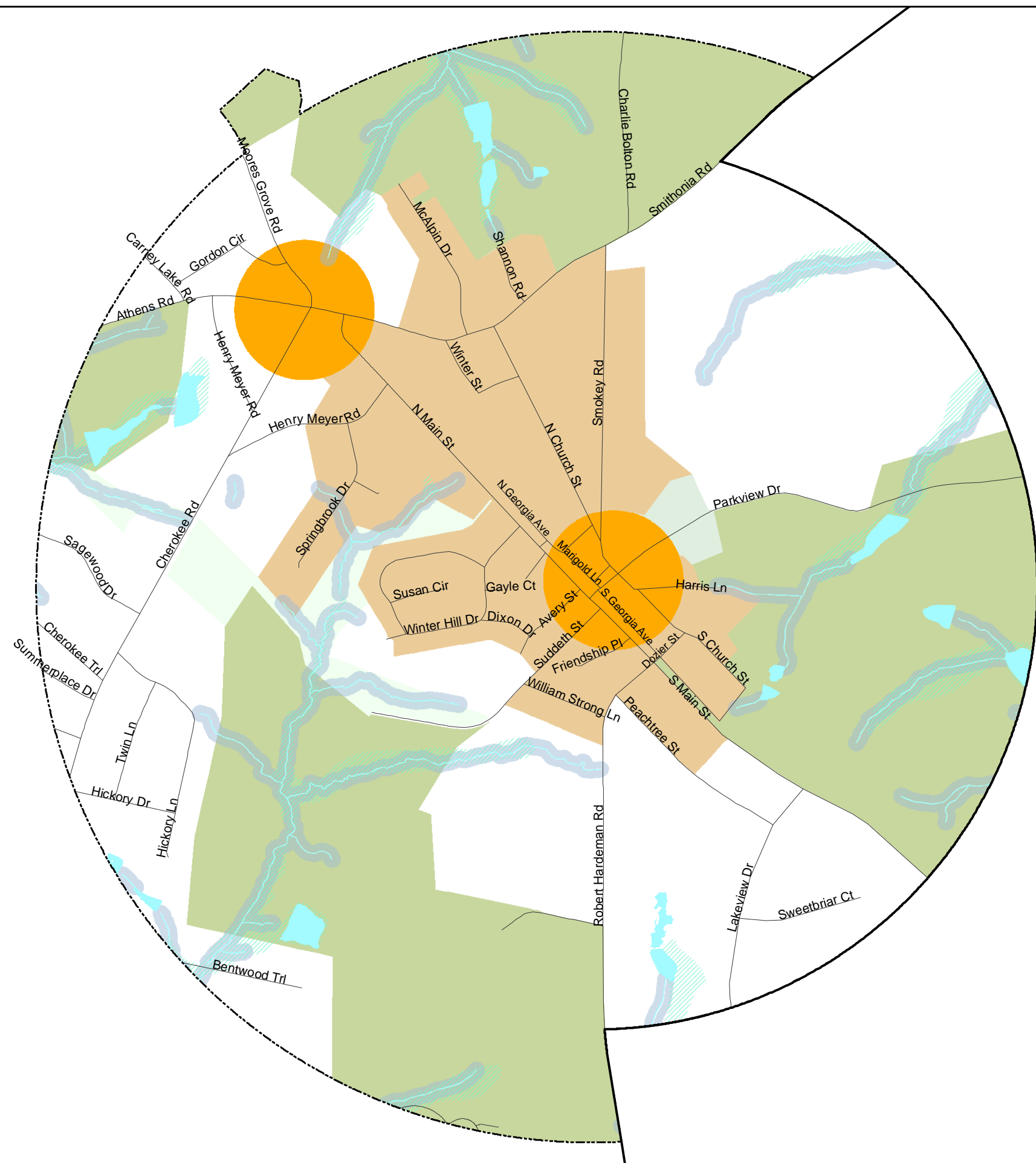
- 1. Issue: Winterville has limited resources to support and sustain efforts for improvements to the existing and future transportation facilities.
  - a. Policy: Work with staff from appropriate local planning agencies to develop and maintain an Official Street Map identifying the planned location of all new major roadways and connections, including alternate transportation pathways, between major residential and professional and limited commercial developments.
  - b. Policy: Provide design guidelines for all new and reconstructed roadways to reflect community standards of aesthetics, environmental stewardship and urban design.
  - c. Policy: Design parking and circulation routes within professional and limited commercial zones as distinct streets with landscaped sidewalks, shade trees, small courtyards and short-term curb parking.
  - d. Policy: Provide for vehicular circulation routes in new neighborhoods that distribute traffic evenly, avoid excessive traffic and speed on any one street and have street block lengths not exceeding 600 feet.
  - e. Policy: Integrate traffic calming designs and techniques to reduce the speed of traffic as a part of all development and redevelopment

2. Issue: Winterville’s population does not possess adequate density to provide sufficient ridership that would make public transit cost-effective.
  - a. Policy: Investigate cost-effective alternatives to enable locating public transportation facilities/routes in Winterville.
3. Issue: Winterville has limited resources to support and sustain efforts for alternative transportation design.
  - a. Policy: Design new or reconstructed streets to accommodate fully multiple functions, including pedestrian movements, parking, alternate modes of transportation and local vehicular circulation.
  - b. Policy: Encourage sidewalks and bicycle lanes in the design of all new or reconstructed roadways.
  - c. Policy: Explore interconnection to a county-wide network of greenways or pathways.

### **INTERGOVERNMENTAL COORDINATION**

1. Issue: Winterville has limited resources to support and sustain efforts to provide community services beyond those already in place.
  - a. Policy: Promote community understanding of the services provided by the City of Winterville, Athens-Clarke County, and other area agencies and entities.
  - b. Policy: Involve UGA and other institutions of higher learning as well as federal, state, and local government agencies in the community planning process.
  - c. Policy: Identify available local resources – public and private – in the community planning process.
  - d. Policy: Establish and maintain an effective working relationship between Athens-Clarke County and the Board of Education to develop mutually beneficial locations for schools and appropriate land uses adjacent to and/or near school property.
  - e. Policy: Promote the concept of neighborhood schools in future development, as well as, promote the same concept regarding the use of schools that are currently located near or in close proximity to existing neighborhoods.
  - f. Policy: Support other existing educational institutions and encourage development of new opportunities to educate Winterville citizens.

# City of Winterville Growth Concept/ Character Areas Map



**Major Land Use Categories**

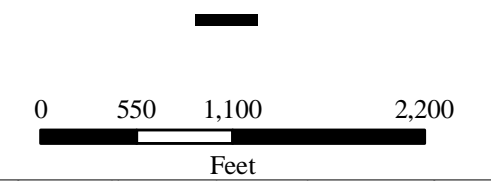
- Traditional Winterville
- Greater Winterville
- Rural

**Concept Centers**

- Neighborhood Center

**Community Elements**

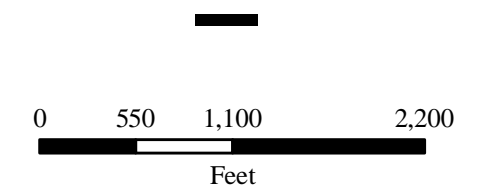
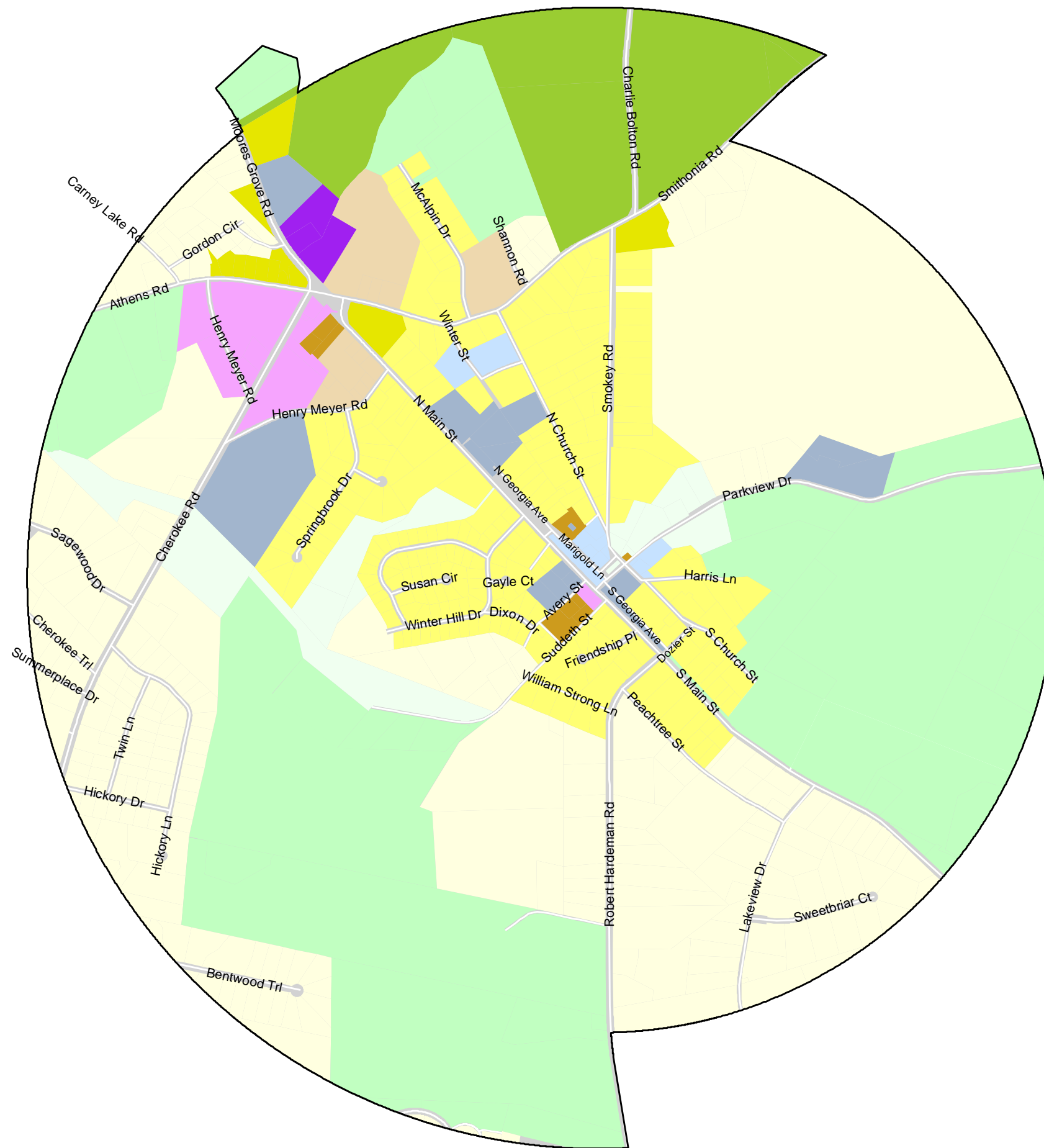
- County Boundary
- City Boundary
- Rail Line
- Road Centerline
- Parks**
- Winterville Owned Parks and Open Space
- Other Parks and Open Space
- Environmental Areas**
- Open Water
- Stream/River Buffer and Recharge Area
- 100 Year Floodplain



## City of Winterville Future Development

### Legend

-  Winterville Boundary
-  Main Street Business
-  Employment
-  Government
-  Community/Institutional
-  Neighborhood Mixed Use
-  Residential Mixed Use
-  Corridor Residential
-  Traditional Neighborhood
-  Single Family Residential
-  Rural
-  Rural Residential
-  Transportation/Communication/Utilities
-  Parks and Open Space



# *City of Winterville, Georgia: Future Land Use Categories*

*Final Draft: November 5, 2007*

*Prepared by the Athens-Clarke County Planning Department*

## **■ - Main Street Business**

These are commercial areas that front on a Main Street corridor, where development of a storefront commercial type is encouraged. The uses are generally small scale, but moderately scaled uses can be integrated within a Main Street if a storefront is developed along the street facade, with the larger-scaled use located behind. Larger scale uses should only be permitted in instances where they are compatible with the adjacent uses. Retail and office uses should dominate the ground floors of the Main Street facades, with residential uses permitted in second and third stories. Auto-oriented uses are discouraged in this designation. Some freestanding housing uses can also be accommodated on the edges of the main street area.

## **■ - Community Institutional**

These areas are in use or proposed for use by a semi-public institution, including privately owned hospitals and health care facilities, retirement homes and convalescent centers, churches, public and private schools, and civic organizations.

## **■ - Corridor Residential**

These areas have primarily residential uses located along a Main Street corridor. Densities of up to 3 dwelling units per acre are planned, and design guidelines would require building orientation to the street and a design that would enhance the streetscape. Low intensity commercial uses such as offices or bed-and-breakfasts are also possible. The non-residential uses are generally small scale (generating relatively little vehicle traffic), and are limited to office uses, live-work uses, and retail uses of no more than 1,500 square feet each. Non-residential uses in these areas would have daytime hours of operation to ensure compatibility with neighboring residential areas. Design standards would be required.

## **■ - Employment**

These are areas of office uses, research parks, and appropriate mixed uses. Employment areas are modest in scale, and are often close to a neighborhood area. Design standards regulating building placement, landscaping, and buffering should apply. Housing and small amounts of retail may be compatible in some areas.

## **■ - Government**

These areas are in use or proposed for use by a Federal, state, or local government agency, including the University of Georgia and Clarke County Board of Education facilities.

## **■ - Neighborhood Mixed Use**

This designation permits a broad variety of uses, including retail, services, and housing. These areas will serve a variety of needs for the residents of an area up to a one-mile radius. The uses will typically be neighborhood-scale retail stores, along with small businesses. They are intended to be the focus of their respective neighborhoods, and their design should include connections between uses, and good pedestrian accessibility. Auto-oriented uses are discouraged in this designation. A density of up to .5 FAR for commercial uses and medium density housing up to (4-6 units per acre) is permitted. Design standards would be required. Whenever possible, the adjacent corridor in this area should support the “Main Street” character and use.

### - Residential Mixed Use

These are residential uses, up to 3-4 units per acre, which are intended to form a medium density residential neighborhood. Units should be designed for individual ownership, in townhouse, duplex, or small lot detached single family housing types. Low intensity commercial uses such as offices or home-work offices are permitted, and auto-oriented uses are not included in this designation. The non-residential uses would be small in scale (generating relatively little vehicle traffic), and limited to office uses, live-work uses, and limited retail uses of no more than 1,500 square feet each. All of the uses in these areas would have daytime hours of operation to ensure compatibility with neighboring residential areas. Design standards would be required.

### - Traditional Neighborhood

These are neighborhoods that were developed with traditional qualities. Average density usually does not exceed 3 dwelling units per acre. These areas include a well-connected street system, narrower streets, sidewalks, street trees, and a variety of housing types. Homes are often built close to the street with many having porches. Garages are set back farther than the homes and porches. Homes on lots as small as 15,000 square feet exist, as well as accessory dwelling units. Strict design standards would be in place to ensure high quality and protect neighborhood character. Each dwelling unit shall be located on its own lot of record; apartments and condominiums designed solely for rental purposes are not compatible with these areas. Limited home occupations and other small-scale non-residential uses designed at a neighborhood scale may be incorporated in these areas. These established areas can also support suitable infill development that is close to corridors and centers, and has good access to water and sewer.

### - Single Family Residential

These are typical single family residential areas, with lot sizes no smaller than one acre. They permit single family detached housing, with accessory units permitted for owner occupied housing. Limited home occupations operated at a neighborhood scale may be incorporated in these areas.

### - Rural Residential

These are rural lands that are intended to have very low densities, averaging one unit for each 5 acres. Clustering of units would be encouraged, on lots of less than one acre, or as small as practical for septic tank installation. Common open spaces would be protected by conservation easements. Agricultural uses are permitted, as well as other compatible uses, such as horse raising and boarding, and other appropriate outdoor recreation.

### - Rural

These are rural lands that are intended to have very low densities, averaging one unit for each 10 acres. Clustering of units would be encouraged, on lots of at least one acre. Common open spaces would be protected by conservation easements. Agricultural uses are permitted, as well as other compatible uses, such as horse raising and boarding, hunting clubs, and golf courses.

### - Park

These areas are open to the public and designated for active and/or passive recreation uses. These properties and facilities are typically owned by a Federal, state, or local government agency, including the University of Georgia and Clarke County Board of Education, but may also be privately owned if still available to the public. Operation of the park shall be compatible with surrounding development.

## **Implementation of Quality Community Objectives for each Future Development Category**

### **Main Street Business**

QCO's: Regional Identity, Growth Preparedness, Appropriate Business Employment Options, Heritage Preservation, Environmental Protection, Transportation Alternatives, Regional Solutions, Housing Opportunities, Infill Development and Sense of Place.

#### **Implementation Measures:**

- Adopt zoning to permit commercial uses that are consistent with the Main Street Business land use category description.
- Investigate zoning categories that would allow redevelopment and revitalization of existing underutilized professional and limited commercial areas over development of new land for professional and limited commercial purposes.
- Facilitate through incentives and standards, professional and limited commercial development and redevelopment as distinct professional and limited commercial centers while discouraging "strip commercial (development characterized by shallow commercial frontages along major thoroughfares, with multiple curb cuts, large front yard parking, single-storied and often single-purpose buildings, with minimal pedestrian access).
- Existing businesses should be protected, supported, and (when appropriate) enhanced.
- Additional acreage that can be zoned for future commercial development should be identified, in accordance with the Future Development Map.
- Limited mixed uses (residential above commercial) should be permitted under certain circumstances and with specific design guidelines.
- Compatible destination uses, such as bed and breakfasts, museums, sit-down dining restaurants) should be encouraged.
- Professional office uses should be encouraged.
- Small-scale retail and commercial, preferably locally-owned and operated, should be encouraged.
- Large gas stations/convenience stores should be discouraged.
- Industrial development should be discouraged.
- Retirement-age and elderly related uses, of a modest scale, should be encouraged.
- A Farmer's Market facility and use should be encouraged.
- Existing home-based Business should be supported and, if appropriate, expanded into appropriately zoned commercial properties within Winterville.
- Limited, small-scale chain retail should be located in the Five Points area only.
- Single use, large tract development should be discouraged without design standards.
- Environmentally sensitive areas of the community, such as stream banks, floodplains, wetlands, riparian buffers, or steep slopes, should be set aside from development.

- Extend communications, water and sewer service into existing and future urban areas where urban densities are desired and consistent with the Comprehensive Plan.
- Design parking and circulation routes within professional and limited commercial zones as distinct streets with landscaped sidewalks, shade trees, small courtyards and short-term curb parking.

## **Employment**

QCO's: Regional Identity, Growth Preparedness, Appropriate Businesses, Employment Options, Environmental Protection, Regional Cooperation, Transportation Alternatives, Housing Opportunities, and Sense of Place.

### **Implementation Measures:**

- Adopt zoning to permit uses with comparatively higher employment bases that are consistent with the Employment land use category description.
- Investigate zoning categories that would allow redevelopment and revitalization of existing underutilized professional and limited commercial areas over development of new land for professional and limited commercial purposes.
- Facilitate through incentives and standards, professional and limited commercial development and redevelopment as distinct professional and limited commercial centers while discouraging "strip commercial (development characterized by shallow commercial frontages along major thoroughfares, with multiple curb cuts, large front yard parking, single-storied and often single-purpose buildings, with minimal pedestrian access).
- Existing businesses should be protected, supported, and (when appropriate) enhanced.
- Additional acreage that can be zoned for future commercial development should be identified, in accordance with the Future Development Map.
- Professional office uses should be encouraged.
- Industrial development should be discouraged.
- Retirement-age and elderly related uses, of a modest scale, should be encouraged.
- A Farmer's Market facility and use should be encouraged.
- Limited protection against unwanted/environmental hazardous uses (hog farms, chicken houses, landfills, etc.) should be established.
- Existing home-based businesses should be supported and, if appropriate, expanded into appropriately zoned commercial properties within Winterville.
- Single use, large tract development should be discouraged without design standards.
- Environmentally sensitive areas of the community, such as stream banks, floodplains, wetlands, riparian buffers, or steep slopes, should be set aside from development.
- Extend communications, water and sewer service into existing and future urban areas where urban densities are desired and consistent with the Comprehensive Plan.
- Design parking and circulation routes within professional and limited commercial zones as distinct streets with landscaped sidewalks, shade trees, small courtyards and short-term curb parking.



## **Government**

QCO's: Regional Identity, Growth Preparedness, Education Opportunities, Heritage Preservation, Open Space Preservation, Environmental Protection, Regional Cooperation, Transportation Alternatives, Regional Solutions, and Sense of Place.

### **Implementation Measures:**

- Adopt zoning to permit local, regional and state Government, Institutional and Park uses.
- Design Standards for new development and redevelopment applied during permit review.
- Extend communications, water and sewer service into existing and future urban areas where urban densities are desired and consistent with the Comprehensive Plan.
- Environmentally sensitive areas of the community, such as stream banks, floodplains, wetlands, riparian buffers, or steep slopes, should be set aside from development.

## **Community/Institutional**

QCO's: Regional Identity, Growth Preparedness, Education Opportunities, Heritage Preservation, Environmental Protection, Regional Cooperation, Transportation Alternatives, and Sense of Place.

### **Implementation Measures:**

- Adopt zoning to permit community-based institutional uses.
- Investigate zoning categories that would allow redevelopment and revitalization of existing underutilized professional and limited commercial areas over development of new land for professional and limited commercial purposes.
- Professional office uses should be encouraged.
- Retirement-age and elderly related uses, of a modest scale, should be encouraged.
- Design Standards for new development and redevelopment applied during permit review.
- Extend communications, water and sewer service into existing and future urban areas where urban densities are desired and consistent with the Comprehensive Plan.
- Environmentally sensitive areas of the community, such as stream banks, floodplains, wetlands, riparian buffers, or steep slopes, should be set aside from development.

## Neighborhood Mixed Use

QCO's: Regional Identity, Growth Preparedness, Appropriate Businesses, Environmental Protection, Transportation Alternatives, Regional Solutions, Housing Opportunities, Traditional Neighborhood, Infill Development and Sense of Place.

### Implementation Measures:

- Adopt zoning to permit commercial and residential uses that are consistent with the Neighborhood Mixed Use land use category description.
- Investigate zoning categories that would allow redevelopment and revitalization of existing underutilized professional and limited commercial areas over development of new land for professional and limited commercial purposes.
- Facilitate through incentives and standards, professional and limited commercial development and redevelopment as distinct professional and limited commercial centers while discouraging "strip commercial" (development characterized by shallow commercial frontages along major thoroughfares, with multiple curb cuts, large front yard parking, single-storied and often single-purpose buildings, with minimal pedestrian access).
- Consider increases in residential densities in areas that meet community design standards, environmental constraints and available infrastructure capacities.
- Adopt "traditional neighborhood design" guidelines that encourage efficient urban residential densities, orient homes to the street, encourage the use of front porches, incorporate landscaped pedestrian pathways, reduce the street's importance as a thoroughfare, provide public gathering places; and, promote conveniently located local shopping.
- Existing businesses should be protected, supported, and (when appropriate) enhanced.
- Additional acreage that can be zoned for future commercial development should be identified, in accordance with the Future Development Map.
- Limited mixed uses (residential above commercial) should be permitted under certain circumstances and with specific design guidelines.
- Compatible destination uses, such as bed and breakfasts, museums, sit-down dining restaurants, should be encouraged.
- Professional office uses should be encouraged.
- Small-scale retail and commercial, preferably locally-owned and operated, should be encouraged.
- Large gas stations/convenience stores should be discouraged.
- Retirement-age and elderly related uses, of a modest scale, should be encouraged.
- A Farmer's Market facility and use should be encouraged.
- Existing home-based businesses should be supported and, if appropriate, expanded into appropriately zoned commercial properties within Winterville.
- Mixed uses (residential above commercial) should be permitted in limited areas of Winterville in accordance with the Future Development Map.
- Single use, large tract development should be discouraged without design standards.
- Develop guidelines that require new or retrofitted residential development to provide common open space, walking paths and bicycle lanes that are easily accessible to the development.

- Environmentally sensitive areas of the community, such as stream banks, floodplains, wetlands, riparian buffers, or steep slopes, should be set aside from development.
- Extend communications, water and sewer service into existing and future urban areas where urban densities are desired and consistent with the Comprehensive Plan.
- Provide for vehicular circulation routes in new neighborhoods that distribute traffic evenly, avoid excessive traffic and speed on any one street and have street block lengths not exceeding 600 feet.
- Design parking and circulation and circulation routes within professional and limited commercial zones as distinct streets with landscaped sidewalks, shade trees, small courtyards and short-term curb parking.

## **Residential Mixed Use**

QCO's: Regional Identity, Growth Preparedness, Employment Options, Environmental Protection, Transportation Alternatives, Regional Solutions, Housing Opportunities, Traditional Neighborhood, Infill Development and Sense of Place.

### **Implementation Measures:**

- Adopt zoning to permit commercial and residential uses that are consistent with the Residential Mixed Use land use category description.
- Consider increases in residential densities in areas that meet community design standards, environmental constraints and available infrastructure capacities.
- Adopt "traditional neighborhood design" guidelines that encourage efficient urban residential densities, orient homes to the street, encourage the use of front porches, incorporate landscaped pedestrian pathways, reduce the street's importance as a thoroughfare, provide public gathering places; and, promote conveniently located local shopping.
- Existing businesses should be protected, supported, and (when appropriate) enhanced.
- Additional acreage that can be zoned for future commercial development should be identified, in accordance with the Future Development Map.
- Limited mixed uses (residential above commercial) should be permitted under certain circumstances and with specific design guidelines.
- Compatible destination uses, such as bed and breakfasts, museums, sit-down dining restaurants) should be encouraged.
- Professional office uses should be encouraged.
- Small-scale retail and commercial, preferably locally-owned and operated, should be encouraged.
- Limited, small-scale chain retail should be located in the Five Points area only.
- Large gas stations/convenience stores should be discouraged.
- Retirement-age and elderly related uses, of a modest scale, should be encouraged.
- A Farmer's Market facility and use should be encouraged.
- Existing home-based businesses should be supported and, if appropriate, expanded into appropriately zoned commercial properties within Winterville.
- Mixed uses (residential above commercial) should be permitted in limited areas of Winterville in accordance with the Future Development Map.
- Single use, large tract development should be discouraged without design standards.
- Develop guidelines that require new or retrofitted residential development to provide

common open space, walking paths and bicycle lanes that are easily accessible to the development.

- Environmentally sensitive areas of the community, such as stream banks, floodplains, wetlands, riparian buffers, or steep slopes, should be set aside from development.
- Extend communications, water and sewer service into existing and future urban areas where urban densities are desired and consistent with the Comprehensive Plan.
- Provide for vehicular circulation routes in new neighborhoods that distribute traffic evenly, avoid excessive traffic and speed on any one street and have street block lengths not exceeding 600 feet.

## **Corridor Residential**

QCO's: Regional Identity, Growth Preparedness, Environmental Protection, Regional Cooperation, Transportation Alternatives, Regional Solutions, Housing Opportunities, Traditional Neighborhood, Infill Development and Sense of Place.

### **Implementation Measures:**

- Adopt zoning to permit commercial and residential uses that are consistent with the Corridor Residential land use category description.
- Consider increases in residential densities in areas that meet community design standards, environmental constraints and available infrastructure capacities.
- Adopt "traditional neighborhood design" guidelines that encourage efficient urban residential densities, orient homes to the street, encourage the use of front porches, incorporate landscaped pedestrian pathways, reduce the street's importance as a thoroughfare, provide public gathering places; and, promote conveniently located local shopping.
- Existing businesses should be protected, supported, and (when appropriate) enhanced.
- Limited mixed uses (residential above commercial) should be permitted under certain circumstances and with specific design guidelines.
- Compatible destination uses, such as bed and breakfasts, museums, sit-down dining restaurants) should be encouraged.
- Professional office uses should be encouraged.
- Small-scale retail and commercial, preferably locally-owned and operated, should be encouraged.
- Large gas stations/convenience stores should be discouraged.
- Retirement-age and elderly related uses, of a modest scale, should be encouraged.
- Existing home-based businesses should be supported and, if appropriate, expanded into appropriately zoned commercial properties within Winterville.
- Mixed uses (residential above commercial) should be permitted in limited areas of Winterville in accordance with the Future Development Map.
- Single use, large tract development should be discouraged without design standards.
- Develop guidelines that require new or retrofitted residential development to provide common open space, walking paths and bicycle lanes that are easily accessible to the development.
- Environmentally sensitive areas of the community, such as stream banks, floodplains, wetlands, riparian buffers, or steep slopes, should be set aside from development.
- Extend communications, water and sewer service into existing and future urban areas

- where urban densities are desired and consistent with the Comprehensive Plan.
- Provide for vehicular circulation routes in new neighborhoods that distribute traffic evenly, avoid excessive traffic and speed on any one street and have street block lengths not exceeding 600 feet.

## **Traditional Neighborhood**

QCO's: Regional Identity, Growth Preparedness, Appropriate Businesses, Employment Options, Heritage Preservation, Environmental Protection, Transportation Alternatives, Housing Opportunities, Traditional Neighborhood, Infill Development and Sense of Place.

### **Implementation Measures:**

- Adopt "traditional neighborhood design" guidelines that encourage efficient urban residential densities, orient homes to the street, encourage the use of front porches, incorporate landscaped pedestrian pathways, reduce the street's importance as a thoroughfare, provide public gathering places; and, promote conveniently located local shopping.
- Consider increases in residential densities in areas that meet community design standards, environmental constraints and available infrastructure capacities.
- Adopt zoning to permit limited commercial and medium density residential uses that are consistent with the Traditional Neighborhood land use category description.
- Retirement-age and elderly related uses, of a modest scale, should be encouraged.
- Existing home-based businesses should be supported and, if appropriate, expanded into appropriately zoned commercial properties within Winterville.
- Develop guidelines that require new or retrofitted residential development to provide common open space, walking paths and bicycle lanes that are easily accessible to the development.
- Environmentally sensitive areas of the community, such as stream banks, floodplains, wetlands, riparian buffers, or steep slopes, should be set aside from development.
- Extend communications, water and sewer service into existing and future urban areas where urban densities are desired and consistent with the Comprehensive Plan.
- Provide for vehicular circulation routes in new neighborhoods that distribute traffic evenly, avoid excessive traffic and speed on any one street and have street block lengths not exceeding 600 feet.

## **Single Family Residential**

QCO's: Regional Identity, Growth Preparedness, Open Space Preservation, Environmental Protection, Transportation Alternatives, Housing Opportunities and Sense of Place.

### **Implementation Measures:**

- Adopt "traditional neighborhood design" guidelines that encourage efficient urban residential densities, orient homes to the street, encourage the use of front porches, incorporate landscaped pedestrian pathways, reduce the street's importance as a thoroughfare, provide public gathering places; and, promote conveniently located local shopping.
- Retirement-age and elderly related uses, of a modest scale, should be encouraged.
- Existing home-based businesses should be supported and, if appropriate, expanded into appropriately zoned commercial properties within Winterville.
- Develop site design guidelines for developing in culturally-significant areas.
- Develop guidelines that require new or retrofitted residential development to provide common open space, walking paths and bicycle lanes that are easily accessible to the development.
- Environmentally sensitive areas of the community, such as stream banks, floodplains, wetlands, riparian buffers, or steep slopes, should be set aside from development.
- Extend communications, water and sewer service into existing and future urban areas where urban densities are desired and consistent with the Comprehensive Plan.
- Provide for vehicular circulation routes in new neighborhoods that distribute traffic evenly, avoid excessive traffic and speed on any one street and have street block lengths not exceeding 600 feet.

## **Rural**

QCO's: Regional Identity, Growth Preparedness, Appropriate Businesses, Heritage Preservation, Open Space Preservation, Environmental Protection, Regional Cooperation, Transportation Alternatives, Housing Opportunities and Sense of Place.

### **Implementation Measures:**

- Develop guidelines that require new or retrofitted residential development to provide common open space, walking paths and bicycle lanes that are easily accessible to the development.
- Adopt zoning to permit residential and agricultural uses that are consistent with the Rural land use category description.
- Limited protection against unwanted/environmental hazardous uses (hog farms, chicken houses, landfills, etc.) should be established.
- Rural zoning to permit low-intensity residential and agricultural uses.
- Existing home-based businesses should be supported and, if appropriate, expanded into appropriately zoned commercial properties within Winterville.
- Develop site design guidelines for developing in culturally-significant areas.
- Develop guidelines that require new or retrofitted residential development to provide

common open space, walking paths and bicycle lanes that are easily accessible to the development.

- Environmentally sensitive areas of the community, such as stream banks, floodplains, wetlands, riparian buffers, wetlands, or steep slopes, should be set aside from development.

## **Rural Residential**

QCO's: Regional Identity, Growth Preparedness, Open Space Preservation, Environmental Protection, Transportation Alternatives, Housing Opportunities and Sense of Place.

### **Implementation Measures:**

- Adopt zoning to permit low density residential and limited agricultural uses that are consistent with the Rural Residential land use category description.
- Develop guidelines that require new or retrofitted residential development to provide common open space, walking paths and bicycle lanes that are easily accessible to the development.
- Create incentives for agricultural areas on the periphery of the urban area to remain as productive agricultural lands by using techniques such as transfer of development rights, conservation easements and open space subdivisions.
- Limited protection against unwanted/environmental hazardous uses (hog farms, chicken houses, landfills, etc.) should be established.
- Existing home-based businesses should be supported and, if appropriate, expanded into appropriately zoned commercial properties within Winterville.
- Develop site design guidelines for developing in culturally-significant areas.
- Develop guidelines that require new or retrofitted residential development to provide common open space, walking paths and bicycle lanes that are easily accessible to the development.
- Environmentally sensitive areas of the community, such as stream banks, floodplains, wetlands, riparian buffers, or steep slopes, should be set aside from development.

## **Parks and Open Space**

QCO's: Regional Identity, Growth Preparedness, Appropriate Businesses, Heritage Preservation, Open Space Preservation, Environmental Protection, Regional Cooperation, Transportation Alternatives, Housing Opportunities and Sense of Place.

### **Implementation Measures:**

- Environmentally sensitive areas of the community, such as stream banks, floodplains, wetlands, riparian buffers, or steep slopes, should be set aside from development.
- A local 75-foot setback off of perennial and intermittent waters should be adopted to buffer creeks and streams from land disturbances associated with any activity requiring a permit.
- Best management practices shall be encouraged or required as part of the development process.

- Site design guidelines should be in place for developing in environmentally sensitive areas.
- Linkages should be established between local trail systems, state-designated bike routes, or existing trails within Winterville or with neighboring communities.
- Limited protection against unwanted/environmental hazardous uses (hog farms, chicken houses, landfills, etc.) should be established.
- There are infill opportunities to encourage linear parks, pocket parks, and dedicated open space throughout Winterville.
- Develop guidelines that require new or retrofitted residential development to provide common open space, walking paths and bicycle lanes that are easily accessible to the development.
- Develop and maintain park facilities in a manner that harmonizes with the character of the community and serve as focal points for neighborhoods.



**Short Term Work Plan (2009-2013)**

**City of Winterville, Georgia**

Description	Begin Date	Complete Date	Remaining Cost	Funding Sources/Responsible Parties	Information Source
Adopt an Historic Preservation ordinance and create a local Historic Preservation Commission to administer the ordinance.	FY10	FY13	TBD	City of Winterville, Northeast Georgia Regional Development Center	City of Winterville
Designate a local historic district within the boundaries of the Winterville National Register Historic District.	FY10	FY13	TBD	City of Winterville, Northeast Georgia Regional Development Center	City of Winterville
Prepare information materials to promote awareness of Winterville's historic resources, including an updated Winterville tourist brochure.	FY10	FY13	TBD	City of Winterville	1999 Athens-Clarke County Comprehensive Plan (affirmed by Winterville City Council, March 1999)
Develop heritage tourism opportunities in Winterville Visitors Center in conjunction with the Athens-Clarke Visitors and Convention Bureau, and the Northeast Georgia Regional Development Center.	FY10	FY13	No financial commitment identified at this time.	City of Winterville, Athens-Clarke Visitors and Convention Bureau, and the Northeast Georgia Regional Development Center.	1999 Athens-Clarke County Comprehensive Plan (affirmed by Winterville City Council, March 1999)
Establish a tour of homes and structures.	FY10	FY13	No financial commitment identified at this time.	City of Winterville	1999 Athens-Clarke County Comprehensive Plan (affirmed by Winterville City Council, March 1999)
Design an additional phase of the playscape in Pittard Park.	FY10	FY13	\$510,000	City of Winterville and SPLOST 2005. Other grant funds and private donations will be sought for this project.	Winterville City Council
Draft amendments to the Winterville Zoning Ordinance that implement development-related regulatory objectives identified in the General Vision Statements, including the creation of a provision allowing limited mixed use development.	FY10	FY13	TBD	City of Winterville	Winterville City Council

Description	Begin Date	Complete Date	Remaining Cost	Funding Sources/Responsible Parties	Information Source
Draft an Environmental Protection ordinance designed to limit development along riparian corridors, in wetland and floodplain areas, and where steep slopes are present.	FY09	FY10	TBD	City of Winterville	Winterville City Council
Support a Farmers Market operation within the city limits of Winterville.	FY10	FY13	TBD	City of Winterville	Winterville City Council
Purchase four new vehicles for the City of Winterville Police Department.	FY08	FY11	\$121,000	City of Winterville and SPLOST 2005.	Winterville City Council
Purchase one new service truck for the City of Winterville.	FY08	FY11	\$36,000	City of Winterville and SPLOST 2005.	Winterville City Council

**Short Term Work Plan (2004-2008) Update and Status Report**

**City of Winterville, Georgia**

<b>Plan Element</b>	<b>Description</b>	<b>Begin Date</b>	<b>Complete Date</b>	<b>Remaining Cost</b>	<b>Information Source</b>	<b>Completed</b>	<b>Funding Sources/Responsible Parties</b>
Historic Resources	Adopt an Historic Preservation ordinance and create a local Historic Preservation Commission to administer the ordinance.	FY06	FY08	\$2,500	City of Winterville	Ongoing	City of Winterville, Northeast Georgia Regional Development Center
Historic Resources	Designate a local historic district within the boundaries of the Winterville National Register Historic District.	FY07	FY08	\$1,500	City of Winterville	Ongoing	City of Winterville, Northeast Georgia Regional Development Center
Historic Resources	Prepare information materials to promote awareness of Winterville's historic resources, including an updated Winterville tourist brochure.	FY97	Ongoing	\$2,000	1999 Athens-Clarke County Comprehensive Plan (affirmed by Winterville City Council, March 1999)	Initial document completed; additional efforts ongoing.	City of Winterville
Historic Resources/ Economic Development	Develop heritage tourism opportunities in Winterville Visitors Center in conjunction with the Athens-Clarke Visitors and Convention Bureau, and the Northeast Georgia Regional Development Center.	FY97	Ongoing	No financial commitment identified at this time.	1999 Athens-Clarke County Comprehensive Plan (affirmed by Winterville City Council, March 1999)	Ongoing	City of Winterville, Athens-Clarke Visitors and Convention Bureau, and the Northeast Georgia Regional Development Center.
Historic Resources/ Economic Development	Establish a tour of homes and structures.	FY98	Ongoing	No financial commitment identified at this time.	1999 Athens-Clarke County Comprehensive Plan (affirmed by Winterville City Council, March 1999)	Ongoing	City of Winterville
Community Facilities	Design an additional phase of the playscape in Pittard Park.	FY07	FY08	\$510,000	Winterville City Council	Completed	City of Winterville and SPLOST 2005. Other grant funds and private donations will be sought for this project.
Community Facilities	Design and develop commercial sanitary sewer line serving the "Five Points" commercial district.	FY04	FY08	\$633,000	Winterville City Council	Completed	City of Winterville and SPLOST 2005.
Community Facilities	Purchase four new vehicles for the City of Winterville Police Department.	FY04	FY08 (at least one vehicle by FY08).	\$121,000	Winterville City Council	One vehicle purchased; three remaining vehicles to be acquired.	City of Winterville and SPLOST 2005.
Community Facilities	Purchase one new service truck for the City of Winterville.	FY04	FY08	\$6,000	Winterville City Council	Under review.	City of Winterville and SPLOST 2005.
Community Facilities	Construct 500,000 gallon elevated storage tank in Winterville.	FY01	Ongoing.	\$881,700	Winterville City Council	Determination made by Athens-Clarke County to locate tank outside of Winterville city limits.	Enterprise Fund administered by the Unified Government of Athens-Clarke County.