

RESOLUTION

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

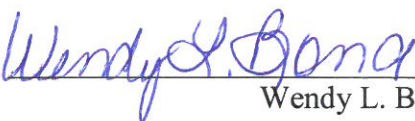
WHEREAS, the Comprehensive Plan Update for the City of Winterville, Georgia, was prepared in accordance with the Minimum Planning Standards and Procedures; and

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

Adopted this 12th day of June, 2018.

City of Winterville, Georgia


Dodd I. Ferrelle, Mayor


Wendy L. Bond, Clerk

City of Winterville Comprehensive Plan

2018 Update



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



Acknowledgements

Steering Committee

Dodd Ferrelle, Mayor

George Chandler, City Engineer/Planning & Zoning Chairman

Brian Griffith, Golden Pantry Owner
(*economic development member*)

Savannah Hembree, resident

Aaron Wattwood, resident

Northeast Georgia Regional Commission

James R. Dove, Executive Director

Burke Walker, Planning & Government Services Director

John Devine, AICP, Principal Planner (project lead)

Mark Beatty, Project Specialist

Table of Contents

Introduction & Overview.....	3
Needs & Opportunities.....	4
Vision	8
Land Use	9
Transportation.....	20
Economic Development.....	22
Community Work Program.....	23
Appendix: Participation Records	27



Chapter 1

Introduction & Overview

Purpose

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

Process

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

Public Involvement

Public Input & Steering Committee

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

NEGRC's Role

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



Chapter 2

Needs & Opportunities

The following list of needs and opportunities results from a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis conducted at the first input meeting, with both steering committee and public in attendance, as well as professional analysis of relevant data and results of the online questionnaire.

**Italicized entries indicate high priorities (with STWP project number in parentheses)*



Population, Community, and Governance

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

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

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

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

Planning, Land Use, and Housing

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

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

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

Transportation

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

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

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

Natural & Cultural Resources

The City of Winterville has a strong collection of historic architecture and undeveloped greenspace. The original town and properties along Main Street comprise the National Register historic district. Most of the contributing structures were built during the 1870s, 1880s, and 1920s; notable buildings include the original train depot, the doctor museum, and the bank.



National Register Historic District

Instituting a local historic district will help to preserve this area's existing characteristics. (6)

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

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

Community Facilities & Services

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

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



Auditorium renovations

Intergovernmental Coordination

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

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



Economic Development

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

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

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

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

Chapter 3

Vision

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

Goals & Policies

1. Enhance community engagement among all residents regardless of age, race, ethnicity, or income
2. Improve service delivery from the City of Winterville and Athens-Clarke County to Winterville residents (medical, public transportation, road maintenance, education, water and sewer, etc.)
3. Increase communications with local schools and the Clarke County School District to improve public school operations and performance
4. Obtain greater control and specificity over the urban form and centralize commercial development
5. Implement strategies to preserve the architectural character of the Historic District and ensure quality development
6. Encourage local businesses and small-scale commercial development within targeted areas
7. Complete significant public projects such as the auditorium renovations and the Firefly Trail
8. Bolster the capacity of public spaces to complement the historic village and the Firefly Trail
9. Increase the number of community events held within the city
10. Improve traffic operations surrounding the Five Points intersection
11. Expand bicycle and pedestrian infrastructure throughout the city

Chapter 4

Land Use

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

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

- Has unique or special characteristics to be preserved or enhanced (such as a downtown, a historic district, [an] arts district, a neighborhood, or a transportation corridor);
- Has potential to evolve into a unique area with more intentional guidance of future development through adequate planning and implementation (such as a strip commercial corridor that could be revitalized into a more attractive village development pattern); or
- Requires special attention due to unique development issues (rapid change of development patterns, economic decline, etc.)

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



Character Areas Compatibility Index

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

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

Historic Town Center

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

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

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

Compatibility

Zoning Compatibility	Appropriate Land Uses
C1, G, PLC, R15H, R18H, R20H	Commercial, Public, Residential, Recreation



Implementation Measures

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



Historic Winterville Train Depot

Five Points

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

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

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

Compatibility

Zoning Compatibility	Appropriate Land Uses
C1, G, PLC, R15H, R18H, R20H	Commercial, Office, Public, Mixed-Use, Residential



Implementation Measures

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



Neighborhood Residential

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

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

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

Compatibility

Zoning Compatibility	Appropriate Land Uses
G, R12H, R15H, R18, R20H, C1	Residential, Recreation, Public, Small-Commercial (conditional)



Implementation Measures

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

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



Rural

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

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

Compatibility

Zoning Compatibility	Appropriate Land Uses
G, RR	Residential, Agriculture, Public

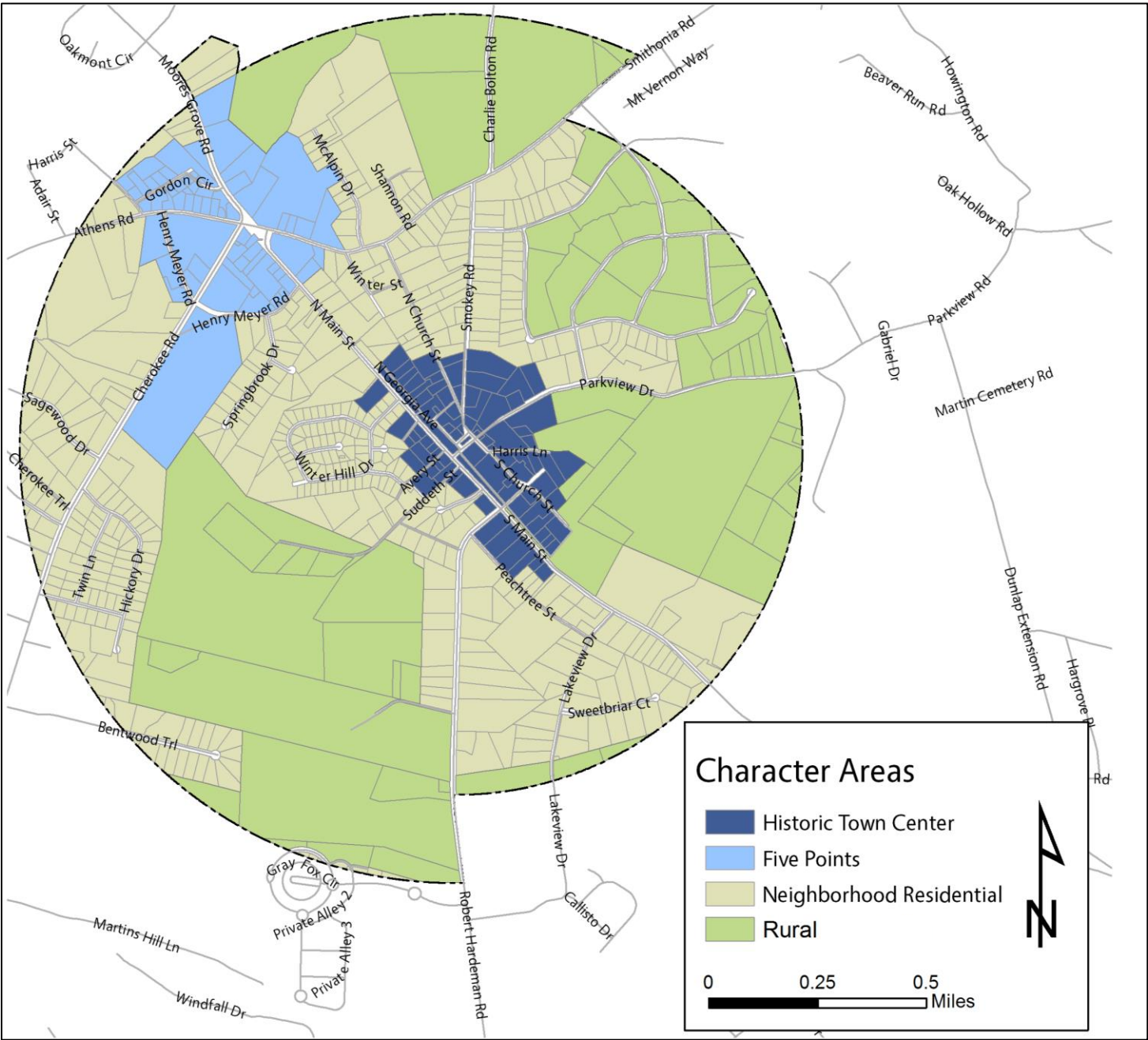


Implementation Measures

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



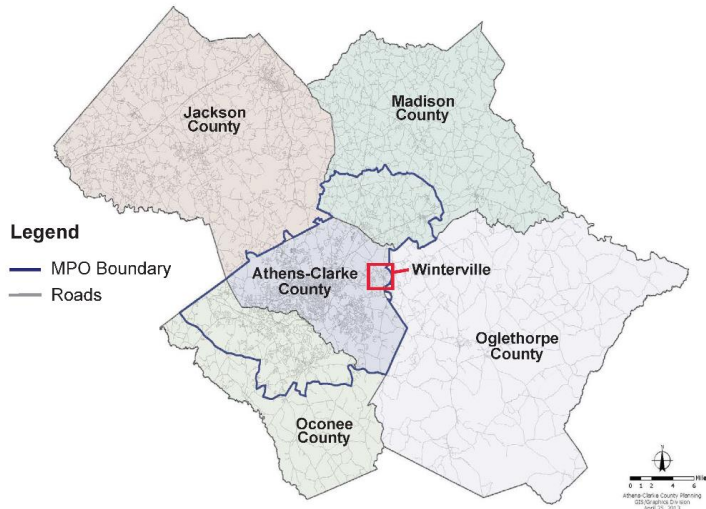
Future Development Map



Chapter 5

Transportation

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



MACORTS Planning Boundary

Local & Regional Transportation Considerations

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

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

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

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

Growth & Development

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

Winterville and the Athens MPO

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

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



Chapter 6

Economic Development

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

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

Public Information and Marketing for the Region

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

Local Entrepreneurs and Artists

The Firefly Trail, Five Points, and central district will bring interest and money to the community, as similar projects have done elsewhere in Georgia and beyond. Other “trail towns” that have capitalized on likeminded efforts generate significant economic development through local entrepreneurial and artistic endeavors. Eating and drinking establishments, personal services, trail-related businesses (bike rental, tours, etc.), and other enterprises are expected to fill commercial space in the Five Points district and elsewhere in the city. Potential art, craft, and

music studios, as well as the existing community center and auditorium provide an exceptional cultural nest for a city of Winterville’s size.

Public-Private-Nonprofit Partnerships

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

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

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



CEDS Cover Page

Chapter 7

Community Work Program

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



Firefly Trail Rendering (NEGRC)



Firefly Trail Corridor, Historic Depot, and Front Porch Bookstore

Short-Term Work Program, 2018-2022

(*carryover from the previous STWP)

#	Activity	Timeframe	Responsible Party	Cost Estimate	Funding Source
1	Designate ad hoc workgroup to recommend teen-specific programming and facility opportunities (begin implementation where appropriate)	2018	Mayor & Council	None	NA
2	Develop best practices for outreach and diversity/inclusivity	2018	Mayor & Council; staff	None	NA
3	Update zoning ordinance and design guidelines to ensure quality, intentional development (include consideration of housing diversity, esp. smaller houses and accessory dwelling units)	2019-2021	Planning & Zoning Commission; Mayor & Council	\$5,000-\$10,000	City, DCA
4	Inventory vacant buildings and establish incentives for adaptive use	2022	Planning & Zoning Commission; Mayor & Council	Minimal	City
5	Develop comprehensive transportation improvement strategy to include complete streets, traffic control, paving, public transportation, etc.	2018-2020	Mayor & Council	\$5,000-\$7,500	City, GDOT
6	* Institute a local historic district	2018-2020	Planning & Zoning Commission; Mayor & Council	Unknown	City, DCA, grants
7	Establish community services and events committee to expand local offerings	2018	Mayor & Council	None	NA
8	Set standing meeting time for Mayor-to-Mayor and staff-to-staff communication with Athens-Clarke County Unified Government	2018	Mayor; staff	None	NA
9	Set standing meeting time with Clarke County School District	2018	Mayor; staff; Police	None	NA
10	Develop basic economic development strategy (include focus on creating opportunities for unemployed residents)	2019	Mayor & Council	\$1,500-\$5,000	City, DCA
11	Amend city charter to allow alcohol sales	2018	Mayor & Council	None/Minimal	NA
12	Develop citywide strategic plan for development of the Firefly Trail (include focus on maximizing the trail's fiscal impacts)	2018-2019	Mayor & Council	\$1,000-\$3,000	City, GDOT

#	Activity	Timeframe	Responsible Party	Cost Estimate	Funding Source
13	Complete restoration and improvement of historic auditorium	2018-2020	Mayor & Council	\$200,000	City, grants
14	Build the Firefly Trail within the city limits	2018-2021	City; Athens-Clarke County	~\$4,000,000	TSPLOST
15	Establish regular presence with MACORTS, including a seat on the Policy Committee	2018-2020	Mayor & Council; Planning & Zoning Commission	None	NA
16	Evaluate appropriateness of a Downtown Development Authority to support small business development and, if desired, establish one in Winterville	2019	Mayor & Council	None	NA
17	Develop city marketing and promotional program	2020-2021	Mayor & Council	Varies by project	City, DCA, grants
18	Prepare potential projects list for next SPLOST (consider assembling ad hoc committee of elected officials and residents); <i>this applies to the city's "share" of SPLOST funding and to any projects the community or its residents would like to submit for consideration outside of/in addition to that allocation</i>	2018-2019	Mayor & Council	None	NA
19	Adopt strategies to enable older residents to "age in place"	2021-2022	Mayor & Council	Minimal	City, DCA
20	Develop Winterville-specific emergency preparedness plan and form volunteer Community Emergency Response Team	2019-2020	Mayor & Council; staff	Minimal	City, DCA, GEMA
21	Renovate upper floor of Community Center	2018-2022	Mayor & Council; Community Center	Unknown	City, grants
22	Open Heritage Room at Community Center	2020-2021	Community Center	Minimal	City, fundraising
23	Create a farmer's market (in season)	2019	Mayor & Council	Minimal	City, fundraising

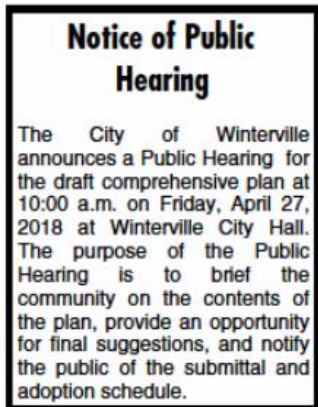
Report of Plan Accomplishments, 2013-2017

#	Activity	Status	Notes
1	Adopt an Historic Preservation ordinance and create a local Historic Preservation Commission to administer the ordinance	Underway	2018/2019 completion (#6 in 2018-2023 work program)
2	Designate a local historic district within the boundaries of the Winterville National Register Historic District	Underway	2018/2019 completion (#6 in 2018-2023 work program)
3	Prepare information materials to promote awareness of Winterville's historic resources, including an updated Winterville tourist brochure	Completed	Incorporated into city website
4	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	Completed	
5	Establish a tour of homes and structures	Completed	
6	Design an additional phase of the playscape in Pittard Park	Completed	
7	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	Completed	
8	Draft an Environmental Protection ordinance designed to limit development along riparian corridors, in wetland and floodplain areas, and where steep slopes are present	Abandoned	Lack of applicability (few, if any, areas would be affected)
9	Support a Farmers Market operation within the city limits of Winterville	Postponed	2019 completion
10	Purchase four new vehicles for the City of Winterville Police Department	Completed	
11	Purchase one new service truck for the City of Winterville	Completed	
12	Stabilize Historic Winterville School Auditorium	Completed	
13	Renovate Historic Winterville High School building (Phase I)	Completed	

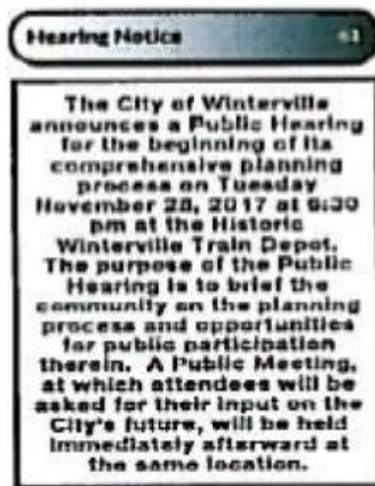
Appendix

Appendix: Participation Records

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



Published 4/13/2018 in Athens Banner-Herald



Published 11/3/2017 in Athens Banner-Herald

NEGRC NORTHEAST GEORGIA REGIONAL COMMISSION		City of Winterville: Comprehensive Plan Update Input Meeting #1: November 28, 2017 – 6:45 p.m. Winterville Depot	
NAME	TITLE	ADDRESS	EMAIL
Brian Binder			
Meryl Alber			
Kathy Mulchrone			
Ariel Gordon		155 Henry Mejer Rd	gordon.ariel@gmail.com
Brenda Keen		128 Winterville Dr	bkeen9@windstream.net
MARK FARMER		135 Springsbrook Dr.	mfarmer@aol.com
Wendy Bond		Chino, GA	cityhall@cityofwinterville.com
Mary Ann			
Jim Mazzucco			
Tom O'connor			
JOHN SNOW		260 Smithonia	joann.snow@gmail.com
Kim Burch			
Charley Burch		248 Robert Hardeman	kimburch453@aol.com
Heather Tweedell		172 Athens Rd	
David Matthews-Morgan		210 Suddeth Street	dmsquare@gmail.com
Michael Shackley		120 DOBSON ST ROSA GA	mshackley@gmail.com
Martha Beach		180 Springsbrook Dr	mb180@gmail.com
Debra Jacobson		265 Athens Rd	pineywoodfarm@gmail.com
Bruce S. Jacobson		"	nm1farm@gmail.com
Aaron Watwood		1745 Main St	aaron.watwood@gmail.com
Susan Clayton		1280 Charlie Bolton Rd	susanclayton@yahoo.com
Bill Chrischood			
Bob & Averi Borsari			
Paula Lomax			vettopet@yahoo.com
George Chambliss			georgechambliss@windstream.net
Gary Snow		260 Smithonia Rd	gary.snow46@gmail.com
Brandon Siler			bsiler2@gmail.com

NEGRC NORTHEAST GEORGIA REGIONAL COMMISSION		Winterville Comprehensive Plan Update Public Hearing #2: Friday, April 27, 2018 – 10:00 a.m. Winterville Depot CITY HALL	
NAME	TITLE	ADDRESS	EMAIL
Brian Binder	Resident	223 S. Church St.	binder.alber@gmail.com
Brenda Keen	city council / resident	128 Winterville Dr.	councilor_brenda.keen@gmail.com
Wendy Bond	City Clerk	125 N Church St 30683	cityhall@cityofwinterville.com
George Chambliss	Chair P&Z & City Engineer	" "	georgechambliss@windstream.net
Doc Jasele	Mayer	Winterville	wintervillemayor@gmail.com

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

NEGRC		City of Winterville: Comprehensive Plan Update	
NORTH EAST GEORGIA REGIONAL COMMISSION		Input Meeting #1: November 28, 2017 - 6:45 p.m.	
NAME	TITLE	ADDRESS	EMAIL
Brian Binder			
Meryl Alber			
Kathy Mulchrone			
Ariel Gordon		155 Henry Meyer Rd	gordon.ariel@gmail.com
Quinn Keen		128 Winterville St	bkeen9@windstream.net
MARA FARMER		135 Springbrook Dr	mfarmerga@yahoo.com
Wendy Bond		Chick, GA	cityhall@cityofwinterville.com
Mary Sue			
Van Mezuce			
Tom Wernersche			
Tom Doonan			
JOANN SNOW		260 Smithonia	jjoann.snow@gmail.com
Kim Burch			
Charley Burch		248 Robert Anderson	kimburch@earthlink.net
Monica Tweedell		172 Athens Rd	
David Matthews-Morgan		210 Saddleth Street	dm-square@gmail.com
Michael Shockey		130 DOBSON ST 7084 716	mshockey@gmail.com
martha beach		180 Spungbush Dr	mb180beach@gmail.com
Dorthea Jacobson		265 Athens Rd	pineywoodfarm@gmail.com
Bruce E. Leckie		"	bruceleckie@gmail.com
Aaron Wetwood		174 S. Main St	aaron.wetwood@gmail.com
David Stanton		1680 Charlie Bolton Rd	stanton.david@yahoo.com
Bill Chrischoo			
Bobbie Averil Bmsal			
Paula Lomax			vettopot@yahoo.com
George Chumell			georgechumell@windstream.net
Gary Snow		260 Smithonia Rd	garysnow46@gmail.com
Brandon Siler			bsiler2@gmail.com

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

NEGRC		City of Winterville: Comprehensive Plan Update	
NORTH EAST GEORGIA REGIONAL COMMISSION		Input Meeting #2: February 20, 2018 - 6:30 p.m.	
NAME	TITLE	ADDRESS	EMAIL
Aaron Wetwood	Resident	174 S. Main St	awetwood@gmail.com
Brian Binder	Golden Parkway	140 W. Main St Winterville	digriffith@goldenparkway.com
Suzanne Hensbee	Resident	280 N. Georgia Ave	suzannehensbee@gmail.com
MARA FARMER	City Council Member	135 Springbrook Dr	mfarmerga@yahoo.com
DAVID MATTHEWS-MORGAN	RESIDENT	378 S. Main St.	dmorgan@windstream.net
Bob + Averil Bmsal	"	220 Saddleth St.	ambmsal@bellsouth.net
George Chumell	"	106 S. Main St.	georgechumell@windstream.net
Bill Chrischoo	Resident	185 Sycamore Dr	chrischoo@bellsouth.net
Wendy Bond	City Clerk	5100 Atkins Bolton Rd Union GA	cityhall@cityofwinterville.com
Paula Lomax	Veterinarian	Cojathope County	vettopot@yahoo.com
Kim Burch	Resident (Chair of Historic Committee)	248 Robert Anderson	kimburch@earthlink.net
Bob White	Resident (PT)	151 S. Church St Winterville	rtwhite@windstream.net
Sam Rataj	Visitor (East Lake City Resident)	230 Spalding Cir. Athens	sarat@bellsouth.net
Meryl Alber + Brian Binder	Resident	223 S. Church St. Winterville	binder.alber@gmail.com
Gary + Jean Snow	Resident/Councilman	260 Smithonia Rd	garysnow46@gmail.com
Tom Doonan	Public Service Director	57 Olympia Dr	tdoonan@gmail.com
Marie Mize	Resident	320 N. Church St	emize39@gmail.com
Brenda Keen	Resident, City Council Member	128 Winterville Dr 30683	bkeen9@windstream.net
Kathy Simpson	resident	110 Glendale Rd Winterville GA 30683	kjsimpson@yahoo.com
Van Mezuce	Resident	110 Glendale Rd Winterville GA 30683	vmezuce@uga.edu
Roger Cauthen	Employee	616 W. Main St. Winterville	rogercauthen@gmail.com

Selected Questionnaire Results

