

RESOLUTION

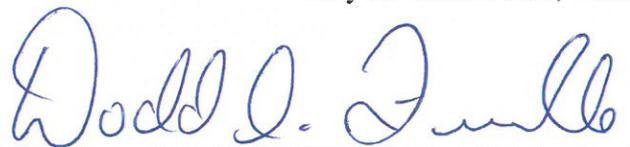
WHEREAS, the 1989 Georgia General Assembly enacted House Bill 215, the Georgia Planning Act, requiring all local governments to prepare a comprehensive plan in accordance with the Minimum Planning Standards and Procedures promulgated by the Georgia Department of Community Affairs; and

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

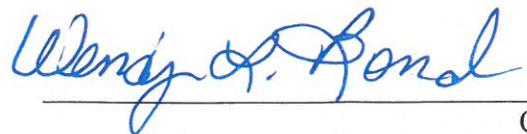
NOW THEREFORE, BE IT RESOLVED by the City of Winterville that the Comprehensive Plan Update for the City of Winterville, Georgia dated 2023, as approved by the Georgia Department Community Affairs is hereby adopted, and furthermore, that the Northeast Georgia Regional Commission shall be notified of said adoption within seven (7) days of the adoption of this resolution.

Adopted this 9th day of May, 2023

City of Winterville, Georgia



Dodd Ferrelle, Mayor



Clerk



CITY OF WINTERVILLE

COMPREHENSIVE PLAN

2023-2028



ACKNOWLEDGEMENTS

MAYOR AND CITY COUNCIL

Dodd Ferrelle, Mayor
Bruce Johnson, Council Member
Melissa Metzger, Council Member
Amanda Mooney, Council Member
Tim Pierce-Tomlin, Council Member

STEERING COMMITTEE

Dodd Ferrelle, Mayor
Tim Pierce-Tomlin, Council Member
Virginia Ball, DDA Rep. (ED Representative)
Ellen Derwin, Resident
Tina Mills, Resident
Savanna Osburn, Resident
Randy Halstead, Resident

CITY STAFF

Wendy Bond, City Clerk
David Ellison, City Attorney
Tom Doonan, Public Works Director
Jonathan Scott, Deputy City Clerk
Susan Russell, City Arborist

NEGRC STAFF

Burke Walker, NEGRC Executive Director
Mark Beatty, PGS Director
Jon McBrayer, GIS Planner
Carol Flaute, Community Planner
Sara Kaminski, Community Planner



Image 1: Mayor & City Council

SPECIAL RECOGNITION

Thank you to Matt Brewster, President of Marigold Solutions, for the incredible photos included throughout the plan. Matt has been the City's photographer for many years and granted us permission to use his photos included in the plan.



Image 2: Matt Brewster, Winterville's Photographer

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CHAPTER ONE:

INTRODUCTION & OVERVIEW



PURPOSE

A Comprehensive Plan is a community's long-range guide for growth and development and is a living and breathing document that is publicly accessible. This plan, designed distinctively for the City of Winterville, outlines the vision and goals identified by the community, and establishes the actions required to achieve those vision and goals. The plan serves as a decision-making guide for local government officials and community leaders and was developed based on input from the public, city staff, elected officials, and a steering committee. The document illustrates Winterville's needs and opportunities, goals and policies, land use practices, and implementation framework, also known as a community work program. The plan seeks to answer three questions:

- 1) Where are we now?
- 2) Where do we want to be?
- 3) How do we get there?

PROCESS

The Comprehensive Plan process follows the Rules of the Georgia Department of Community Affairs ("DCA"), O.C.G.A. Chapter 110-12-1, Minimum Standards and Procedures for Local Comprehensive Planning, effective October 1, 2018. The DCA rules state that the City of Winterville's Comprehensive Plan is required or encouraged to include the following elements:

COMMUNITY GOALS

Through public and steering committee engagement, the City's vision, goals, and policies were developed to determine the community's future direction. The goals align with the short-term work program which enables Winterville to progress as a community towards the vision stated in Chapter Two.

NEEDS & OPPORTUNITIES

An analysis of the community's needs and opportunities determines the existing conditions within the city. This required element will assist the community in identifying the weaknesses that it needs to address and the opportunities on which it can capitalize.

BROADBAND

As of 2018, all communities are required to include a broadband element to analyze served and unserved locations. A focus on broadband ensures that the community promotes cost-effective and reasonable access to internet services for all residents. This element does not have a dedicated chapter but is incorporated throughout the plan in the Needs and Opportunities and the Community Work Program.

LAND USE

This section is required for any community that has a local zoning ordinance; it assigns future land use categories by parcel or character areas to swaths of land. The future development map is intended as a guiding tool for City Council and the Planning Commission on zoning and land use policy decisions. The intention is to influence growth and development throughout the community in consideration of existing development patterns, access to utilities and services, and community needs and goals.

TRANSPORTATION

Since the City of Winterville is within the Madison Athens Clarke Oconee Transportation Study (MACORTS) Metropolitan Planning Organization (MPO) boundary, a transportation element is required to ensure alignment with the MACORTS Regional Transportation Plan (RTP). Transportation is referenced throughout the document, and local transportation initiatives are referenced in the Needs and Opportunities.

HOUSING

This element is not required for the City of Winterville, but was encouraged by the local government, steering committee, and the public. The community is concerned about housing prices and attainability, and it was imperative that housing be a topic of discussion within the plan. The element includes goals and policies, needs and opportunities, and work program items related to housing initiatives.

ECONOMIC DEVELOPMENT

This section is no longer required for the City of Winterville, due to Athens-Clarke County's new Tier Two designation in the DCA's Job Tax Credit program. However, economic development was still included due to the importance of the topic. A focus in economic development gives residents access to personal wealth, increases the City's tax revenue, and encourages resilience by diversifying the local economic base. The element includes goals and policies, needs and opportunities, and work program items related to economic development initiatives.

COMMUNITY WORK PROGRAM

The final required component of the comprehensive plan, the Community Work Program, outlines strategic projects identified to achieve the community's goals and implementing its plans. The Work Program will include a Report of Accomplishments from the previous Comprehensive Plan, and an updated five-year list of priority projects that designate responsibilities and outline funding strategies.



Image 3: Input Session 2

PUBLIC INVOLVEMENT

The Comprehensive Plan encouraged public involvement throughout the process. The planning process began with a public hearing and community input session on August 8, 2022, where the public was invited to discuss the assets and challenges found in the city, and their hopes for its future. Following the initial public meeting, four publicly available input sessions were held with the Steering Committee, a group of elected officials, city staff, and citizens representing various communities and interests throughout the city. This committee provided valuable feedback, guidance, and recommendations and served an integral role in developing a plan representative of the community's vision. Throughout the process, steering committee members provided feedback through questions, comments, and a review of plan elements.

Opportunities for public engagement were also available outside of the public hearings and input sessions through a public questionnaire that was available and distributed from September 01, 2022 – September 31, 2022, and then again from October 14, 2022 – October 31, 2022.

The online questionnaire was a detailed survey that allowed the local government to receive a wider range of input than otherwise would have been possible. The online survey was embedded in a dedicated web-page to the Comprehensive Plan update; the link was displayed on the City's website, social media pages, and at City Hall. In total, 77 questionnaires were received during the process.

A final public hearing was held on March 30, 2023, before submittal of the plan to the DCA for review. The Northeast Georgia Regional Commission Planning & Government Services Division oversaw the development of this plan, including facilitating public involvement and input meetings.

REVIEW PROCESS

According to the DCA's rules for comprehensive planning, effective October 1, 2018, the City must transmit the plan to the Northeast Georgia Regional Commission (NEGRC) when all required components are complete. The transmittal must also include the community's certification that it has considered both the Regional Water Plan and the Rules for Environmental Planning Criteria. Once it completes its review, the NEGRC will forward the plan to the DCA for review. Once the plan has been found by the DCA to be in compliance with Minimum Standards and Procedures, the approved Plan must be adopted by local resolution to maintain Qualified Local Government (QLG) status.



Image 4: Comprehensive Plan Process

DATA & STATISTICS

The facts, figures, and statistics used to develop the Plan were generated from data compiled throughout the planning process. The data and analyses were used to identify general trends and provide a reliable quantitative context to describe existing conditions and assist in informing the recommendations and policies.

Unless otherwise noted, all data used throughout this plan are sourced from Esri's Business Analyst (BAO), which is based on U.S. Census data and the U.S. Census's 2016–2020 American Community Survey (ACS). These data are available in the appendix. The 2016–2020 surveys preceded several national and international events that have substantially affected the cost of living in 2020–2022, such as the COVID-19 pandemic and high inflation, including significant recent increases in home values, rents, and gasoline prices (Bureau of Labor Statistics). For these reasons, the 2016–2020 ACS data (including the 2022 and 2027 projections based on these data) may be only somewhat representative of Winterville today.



Image 5: Winterville Firefly Trail Mural



CHAPTER TWO: VISION & GOALS



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 several annual events, including the Marigold Festival. The Five Points shopping area, the gateway to the city's core, complements the historic district. Winterville is a great place for people of all ages to enjoy.



WINTERVILLE
georgia

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 and actively participate in the MACORTS MPO meetings.
11. Expand bicycle and pedestrian infrastructure throughout the city.
12. Promote renewable energy throughout the city and become a Green Community.
13. Establish a high degree of continuity in the tree canopy.
14. Encourage ready, reliable, and affordable access to broadband internet services.





CHAPTER THREE: NEEDS & OPPORTUNITIES



NEEDS & OPPORTUNITIES OVERVIEW

The Needs and Opportunities were identified using a SWOT matrix, data analysis, public input sessions, and surveys completed by the public, city staff, elected officials, and the steering committee. The list is intended to capture the most prescient needs that the community anticipates over the next five to ten years. The needs and opportunities are categorized into the following topics:

- Population, Community, & Governance
- Planning & Land Use
- Housing
- Transportation
- Natural & Cultural Resources
- Community Facilities & Services
- Sustainability
- Broadband Services
- Economic Development
- Intergovernmental Coordination

A list of needs and opportunities can be found near the end of the Needs & Opportunities chapter.

*Additional community statistics used in the local analysis to determine needs and opportunities and guide discussions during public input meetings can be found in the Appendix.

*Bolded items indicate high priorities within the community.



Image 6: Winterville Public Library

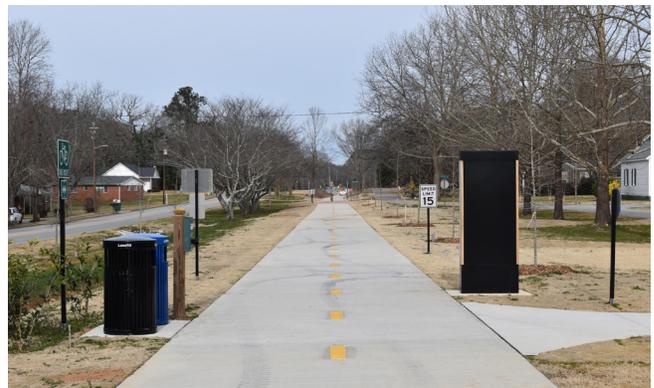


Image 7: Firefly Trail

POPULATION, COMMUNITY, & GOVERNANCE

Winterville, Georgia is a quaint little town on the northeast edge of Athens-Clarke County. The city has an estimated population of 1,258 and is projected to grow to 1,334 by 2027. Since 2010, the population has grown by roughly 87, a 7.5% increase. As the population continues to trend upward due to development in Athens-Clarke County and the Firefly Trail, citizens voiced their concerns about preserving the small town feel and charm of the city. Winterville is somewhat diverse with 70.9% of the population identifying as white alone, 18.3% black alone, and the remaining 10.8% of the population identifying as multiracial, Asian, or another race. The median age is 37.3 and an estimated 26.6% of the population is 55 or older. According to 2016-2020 estimates, roughly 97.5% of household incomes in Winterville were at or above the poverty level.

According to input meeting attendees, important strengths within the community include the current leadership, autonomy in governance, quaint nature of the city, and the public events hosted by the City. **Attendees also noted that public engagement with the local government could be improved through a variety of methods including social media campaigns, adding an additional marquee to advertise events, and by offering more events to encourage the community to interact with city employees, elected officials, and other community members.**

City staff and elected officials were also interested in exploring the idea of transitioning Winterville's Mayor-Council form of government to a Manager-Council form of government. This change would transition the mayor's role to focus on policy and would allow the City to hire a

city manager or city administrator to carry out the day-to-day operations. A Manager-Council form of government is not a new concept and has been implemented in many local governments all over the United States. The change would require Winterville to amend its charter and would require the charter amendment to go before a vote in the Georgia General Assembly.



Image 8: Welcome to Winterville



Image 9: 2022 Marigold Festival Parade

PLANNING & LAND USE

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 additional zones dedicated to commercial, Professional-Limited-Commercial (PLC), and government use. This is consistent with community input, as maintaining a “small-town feel” is paramount to Winterville’s vision. In 2022, the City updated its zoning ordinances to restrict uncontrolled growth and development.



Image 10: Rendering of Proposed Mixed-Use Development near Little Five Points intersection



Image 11: Rendering of Proposed Mixed-Use Development near Little Five Points intersection



Image 12: Site of Potential Mixed-Use Development

Winterville is anticipating a couple of new developments near the intersection of Athens Road and Moores Grove Road, also known as the Little Five Points area. These developments are expected to be mixed-use, with a mixture of commercial and residential units. The proposed developments are unique and are upscale in nature, which aligns with what elected officials and the Planning and Zoning Commission were hoping to achieve. In the future, the City should consider creating design guidelines for the Five Points overlay district to help the city and developer achieve the look, design, and feel desired by residents, city staff, and elected officials. There are already existing design guidelines for the Historic Districts, but the Five Points area is not included within the approved districts.

A point identified in the input sessions and through the online public survey was the need for transparency in zoning decisions. Community members noted that zoning and land use decisions could be advertised and publicized more by the City.

HOUSING

Housing in Winterville was an important topic of discussion during the input sessions and in the online survey. Roughly 42% of respondents said that there are adequate housing options to meet the future needs of the community, while 31% of respondents were unsure, and 27% of respondents stated that there are not enough housing options. Winterville lacks a variety of housing types and lacks housing that is affordable. The estimated median home value in 2022 is \$219,729, but that number is anticipated to grow exponentially to \$332,609 by 2027, an increase of 51%. However, the estimated median household income in 2022 is \$62,729 and is only expected to increase to \$68,537 by 2027, an increase of 9%. Also, the Housing and Transportation Index estimates that residents in Winterville spend 33% of their monthly income on housing alone, which is slightly over the affordable percentage of 30% set by HUD. Data suggests that home affordability in the community will continue to decline.

A method that could make housing more attainable in Winterville is the incorporation of Missing Middle Housing (MMH) options such as town homes, duplexes, triplexes, accessory dwelling units, and other housing types that fit 2-20 families. The characteristics of MMH include being in a walkable context, lower perceived density, small building footprints, smaller but livable homes, simple construction (Type IV material), and a strong sense of community. These characteristics make MMH attractive to the aging population looking to downsize and the Millennial and Gen Z generations due to the smaller size housing and walkability associated with these housing types. MMH is also scalable and can include units that have granite counter tops, crown molding, and hardwood floors as well as units that

skip high-end finishes to reduce the price of the unit in the same complex. Incorporating these types of housing into Winterville could increase tax revenue, be more sustainable regarding infrastructure, provide lower-cost housing options in the community, and lower household transportation costs.



Image 13: Missing Middle Housing



Image 14: Duplex MMH Example



Image 15: Accessory Dwelling Unit MMH Example

TRANSPORTATION

The transportation network in Winterville comprises two-lane highways and residential roads, with sidewalks lining the major thoroughfares and Church Street. Winterville also has the Firefly Trail, a planned 39-mile rail-trail, with nearly 1.3 miles of paved trail running along Main Street. This trail will increase tourism in Winterville and will provide a safe bicycle route to commute into downtown Athens. As of 2022, all portions of the Firefly Trail in Athens-Clarke County are either completed, under construction, or funded. **The City should act on expanding its pedestrian and bicycle infrastructure by utilizing the Complete Streets and Trails (CST) Plan that was adopted in 2022. The Plan identifies trails, sidewalks, and bicycle routes that will create a connective network throughout the city limits.** Winterville has already improved multiple crosswalks by adding signage and flashing beacons, including one crosswalk where a pedestrian was hit by a motor vehicle. Implementation of the CST Plan and other mobility infrastructure could lower transportation costs throughout the community and promote a healthy lifestyle.

In the next five to ten years, elected officials anticipate a need to increase bus routes from Athens-Clarke County to Winterville. As of now, there is not enough demand or traffic, but congestion is slowly worsening around peak traffic times, especially near Winterville Elementary School. New developments like the film studio locating just outside the city limits will also be factor on local roads and increase traffic counts within the community. Increased traffic and use of local roads degrades road surfaces at a faster rate, which will require more maintenance and inevitably more money to repair. Increasing mobility infrastructure and partnering with Athens-Clarke Transit could reduce local traffic by providing alternative modes of transportation to residents and visitors.

A concern mentioned by community leaders and the public included the maintenance of roads and sidewalks throughout the community. Winterville partners with Athens-Clarke County on the maintenance of public roads. Overall, 68% of survey respondents stated that streets and sidewalks were adequately maintained, 27% responded they were not, and 5% were unsure. **Elected officials should explore a partnership with Athens-Clarke County to host annual meetings with the public to discuss repaving projects within Winterville.** Residents can view the status of repaving projects and the location of the projects by utilizing Athens-Clarke County’s Pavement Maintenance Program webpage and Paving Map.



Image 16: Firefly Trail in Winterville



Image 17: Pedestrian Improvements on South Main Street

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. In 2018, Winterville established a Historic Preservation Commission (HPC), and in 2021 the City was awarded Certified Local Government (CLG) status by the National Park Service. In 2022, city council adopted the Historic Districts and the Historic Preservation Design Guidelines. The design guidelines assist the HPC by providing guidance on sensitive rehabilitation, maintenance, and regulating appropriate new construction within the locally adopted Historic Districts. In December 2022, Winterville received a \$3,600 grant from the Department of Community Affairs Historic Preservation Fund program to perform a local historic resource survey.

Winterville has ample greenspace for a community of its size. The Firefly Trail, Pittard Park, Chandler Park, and the community garden are noted as great strengths by community members. Pittard Park is the location of the annual Marigold Festival and the site of the Marigold Market, a farmers' market that is open on Saturdays from April-December. The community garden gives residents an area to grow fresh produce and allows for local volunteer opportunities. Additional greenspace amenities include the disc golf course, pump track, and Wesley Whitehead Park. Throughout the input process, it was stated numerous times that the disc golf course is rarely used and should be converted into a dog park, community pool, or skate park.

Stakeholders also raised concerns about the appearance of the baseball fields at Wesley Whitehead Park. Redeveloping the disc golf course into a community pool and improving the baseball field could be beneficial to the city and residents, and also could generate revenue for the City if small fees were charged to use the amenities.

Winterville has a Tree City of the World Designation, which was awarded by the Arbor Day Foundation. The foundation recognizes cities around the globe that have committed to growing and maintaining their urban forest. The Winterville Tree Commission is responsible for maintaining, planting, and growing local trees within Winterville and was established in 2018. Maintaining the continuity in the tree canopies throughout the community could potentially be threatened due to development pressures.



Image 18: Community Garden



Image 19: Wesley Whitehead Park

COMMUNITY FACILITIES & SERVICES

The historic town center has several public amenities 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. The Carter-Coile Doctor's Museum is in the process of being expanded, which will add a garden and storage space. The renovations are being funded by a grant secured by city staff. The Winterville Auditorium is also a dynamic public facility for the city. The auditorium is used to host numerous concerts, public events, and was also used as a meeting space for City Council meetings during the COVID-19 pandemic.

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 were good or very good, but a full-time fire department may be needed in the future.** Winterville has the facilities and gear required to establish a full-time fire department, but a partnership will be needed with Athens-Clarke County to provide the staff and training. The volunteer system will stay in place, but the number of volunteer positions may be limited. Currently, Winterville has around twelve volunteer firefighters, and there is not a need for more volunteers. However, there are plans to implement a system that will allow city staff to conduct performance reviews with the volunteers. Volunteers with unsatisfactory reviews may be replaced in the future.

A relatively new opportunity for residents is the Marigold Collective. The Collective serves as a food pantry for families in and around the Winterville community. The City received a USDA grant during the pandemic

that equips the pavilion kitchen in Pittard Park with essential items to use as a food preparation facility, but the pavilion kitchen is not large enough to meet the future needs anticipated by city staff and elected officials. **Community leaders, elected officials, and stakeholders noted that there is a crucial need to rehabilitate the historic blacksmith shop to serve as the headquarters for the Marigold Collective.** The renovation will allow Winterville to combat food insecurity and offer fresh and healthy options to all.

Aside from services mentioned, 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.). Frequent meetings between elected officials and Athens-Clarke County could be beneficial to ensure Winterville receives appropriate attention regarding service delivery.



Image 20: Winterville Volunteer Fire Department

SUSTAINABILITY



Image 21: Solar Panels installed on the Winterville Auditorium in Fall 2022.



Image 22: Solar Panels installed on the Winterville Auditorium in Fall 2022.



Image 23: Council Member Bruce Johnson tabling for Sustainable Energy Practices

Local governments should be at the forefront of implementing and encouraging green infrastructure and sustainable policies. Local policies and initiatives have influence on how industries, residents, and services adopt sustainable practices. As technology and best practices evolve, local governments must adapt to the changing conditions and encourage local businesses and residents to adapt as well. Winterville has taken steps to encourage sustainable practices by adopting a resolution pledging that the local government will obtain 100% of its electricity needs from clean and renewable sources by 2035, and all other energy needs will be met by 100% clean and renewable energy sources by 2050. The resolution also states that the local government will implement sustainable policies and programs and lead a comprehensive effort to support the transition to green and renewable energy. During the transition process, Winterville will allocate funding for renewable energy projects until the goals are met. The community is already off to a great start by installing solar panels on top of the Auditorium and has plans to install an EV Charging station near City Hall. The locations of the planned EV Charging stations are outlined in the Complete Streets and Trails Plan adopted in September 2022.

The continuation of implementing sustainable policies will be crucial to reducing waste, improving air quality, and reducing encroachment on nature. The City of Winterville is committed to supporting sustainable and environmentally friendly policies and initiatives.

BROADBAND

In 2018, the Georgia Department of Community Affairs launched the Georgia Broadband Deployment Initiative (GDBI) to coordinate and establish broadband programs to increase economic, educational, and social opportunities for Georgia citizens and businesses. The initiative provides for the expansion of broadband infrastructure and services through new state and local broadband planning policies. The Georgia Department of Community Affairs considers 100% of populated areas in the City of Winterville, to be “served” by broadband (Image 22). While the DCA map provides greater detail than federal service maps, DCA utilizes the Federal Communications Commission’s (FCC) definition of “served” as a download speed of 25 Mbps and an upload speed of 3 Mbps. This standard may be sufficient for certain kinds of digital needs, but it may not meet the speeds or bandwidth necessary for remote work, streaming content, or virtual learning. Internet and broadband speeds were brought up numerous times throughout the planning process. Community members and survey respondents stated that internet speeds were not sufficient to work from home unless higher tiered plans were purchased from the internet service providers in the community. 56% of survey respondents rated internet services in Winterville as “Good”, “Very Good”, or “Excellent”, while the remaining 44% of respondents rated internet services as “Average” or “Poor”. **The City should explore public-private partnerships to increase internet speeds throughout the community, and become a DCA Broadband Designated community.**

Community leaders and stakeholders recommended an idea to offer free high-speed internet to visitors and residents in public areas such as City Hall, Pittard Park, Chandler Park, and the Depot. This could be possible by installing broadband infrastructure in public facilities, which could allow anyone to access internet in public areas and on portions of the Firefly Trail. Currently, publicly available Wi-Fi is only available at the Winterville Library.

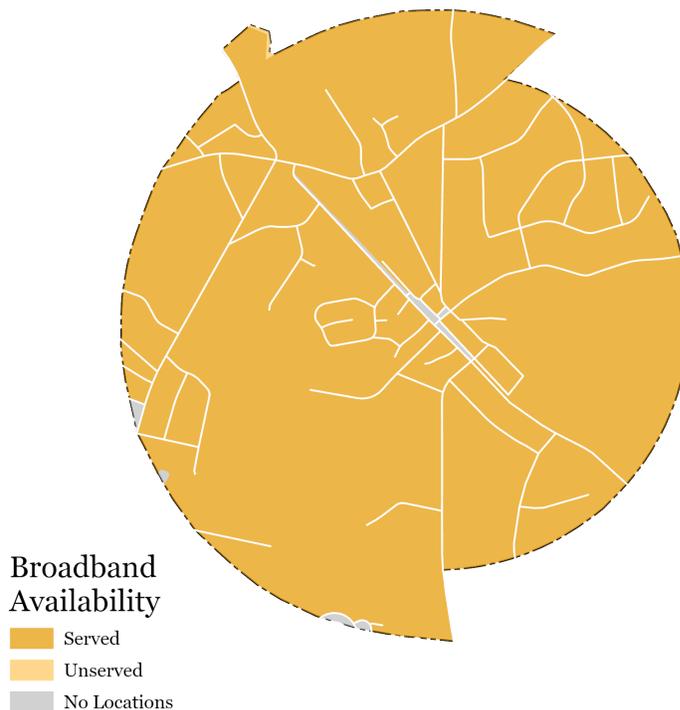


Image 24: Winterville Broadband Availability

ECONOMIC DEVELOPMENT

The unemployment rate in Winterville is estimated at 4.3 percent, higher than that of Athens-Clarke County and the State of Georgia (2.9 percent and 3 percent respectively, per the U.S. Bureau of Labor Statistics). Winterville should explore developing a local economic development strategy to develop goals and initiatives to increase opportunities for residents. The newly established Downtown Development Authority (DDA) could also foster a range of possibilities for the community. For example, the DDA and the City could apply for a Downtown Development Revolving Loan Fund (DDRLF) to enhance downtown areas by providing a below-market rate financing option for capital projects. Winterville could explore the possibility of a Rural Zone or a State Opportunity Zone designation for certain areas in the community. These designations offer tax incentives for job creation and could allow the community to attract wanted or needed development. However, both programs require prerequisite plans before the local government can apply for the designation. Rural Zone designations require a Downtown Master Plan, and State Opportunity Zones require an Urban Redevelopment Plan.

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 interest in designating an area for food trucks within the city. **Since Winterville does not have many restaurants, inviting local food vendors and food trucks to the community could be a unique opportunity for residents to support local business and have more dining options.** City staff should identify areas that could be suitable for food trucks, and partner with local businesses to park and serve the community on a regular basis.

The Firefly Trail is also 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.



Image 25: Food Truck during Marigold Festival 2022

INTERGOVERNMENTAL COORDINATION

Due to the relative lack of city revenue, collaboration between Winterville and Athens-Clarke County is critical in ensuring service provision. Winterville relies on Athens-Clarke County for many services, and it is easy for service provisions to fall behind public expectations without regular meetings to discuss service needs and standards. **Elected officials and city staff should improve communication with the Athens-Clarke County to better convey the needs of Winterville residents and foster a more productive partnership.** Monthly, quarterly, or annual meetings with Athens-Clarke County staff and elected officials could improve service delivery on items such as the Firefly Trail, repaving timelines, transit services, and opening a full-time fire station in Winterville.

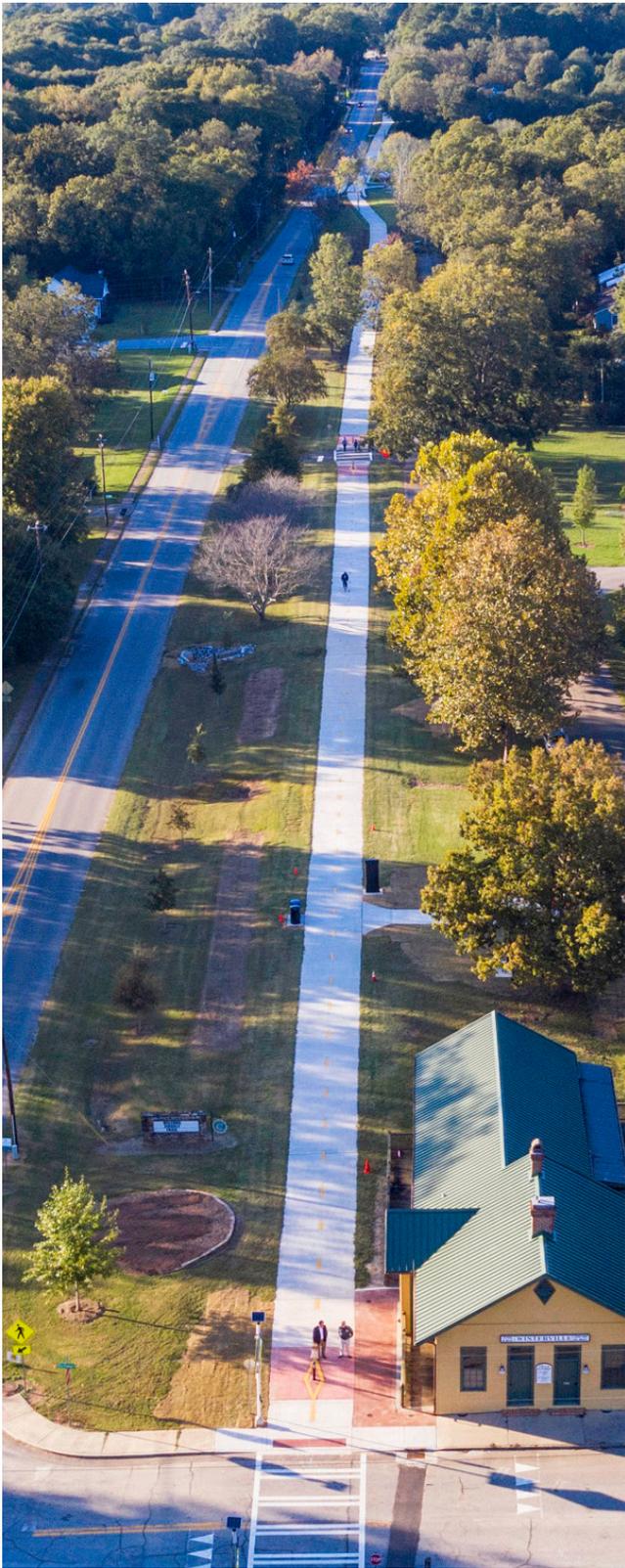


Image 26: Firefly Trail and Winterville Depot



Image 27: ACC Mayor Girtz with Winterville Mayor and City Council



Image 28: Firefly Trail, Incorporated tabling at a community event in Winterville

NEEDS & OPPORTUNITIES LIST

POPULATION, COMMUNITY, & GOVERNANCE

NEEDS

- * Explore opportunities to increase public engagement.
- * Increase opportunities for citizen interaction with each other and elected officials.
- * A city manager or city administrator could allow future mayors to focus on policy instead of managing projects.

OPPORTUNITIES

- * Winterville's small-town lifestyle is comforting to residents. Residents have a strong sense of community and truly care for each other. A strong sense of community will be needed as the city slowly grows and develops in the future.
- * The city has numerous civic and non-profit organizations which is a great benefit to Winterville. The collaboration between these groups and the local government create a strong foundation for support within the community.
- * Winterville is an inclusive community that hosts events for all residents and visitors. Events are crucial for creating and maintaining an atmosphere that fosters community pride.

PLANNING & LAND USE

NEEDS

- * Increase public education on the roll of the Planning and Zoning Commission.
- * There is a need to increase transparency in zoning decisions.
- * Maintain the look and feel of new developments within the Little Five Points overlay district.

OPPORTUNITIES

- * Proposed developments around the Little Five Point intersection could offer areas to shop, dine, and live to residents and visitors alike.
- * The City established a new zoning code to restrict uncontrolled growth and development throughout the community.
- * An increase interest in tasteful mixed-use developments could allow for more shops, dining options, and housing within the community, all while adding value and character to the city.

NEEDS & OPPORTUNITIES LIST

HOUSING

NEEDS

- * Housing affordability and attainability could become a burden on the elderly and first-time home buyers in the future.
- * The zoning code could limit housing types that are more affordable and attainable.
- * Housing and transportation costs within the community are above the affordability threshold set by the H+T Index.

OPPORTUNITIES

- * Implementing Missing Middle Housing (MMH) options such as duplexes, triplexes, town homes, etc. could increase attainability and reduce housing costs.
- * Increased interest in mixed-use developments could lead to the creation of housing types alternative to single-family housing within areas that are deemed appropriate for mixed-use developments.
- * MMH types can add to Winterville's small-town charm and walkable context since MMH is designed to fit into existing neighborhoods. Areas within the Historic Preservation District would require new housing types to abide by the design guidelines in place, which will require new housing to fit the style and look of the historic housing in place.

TRANSPORTATION

NEEDS

- * Collaboration with Athens-Clarke County and the residents on repaving projects and timelines could be improved.
- * There are sections of the Firefly Trail that have not been completed by Winterville and Athens-Clarke County.
- * Outside of the Firefly Trail, mobility infrastructure is needed to create a connective network throughout the community.
- * Transportation costs within the community are unaffordable.

OPPORTUNITIES

- * The existing sections of the Firefly Trail have increased connectivity and recreational opportunities throughout the community.
- * The creation of the Complete Streets and Trails Plan identified routes for trails, sidewalks, and on-street bike lanes to increase connectivity throughout the city.
- * All portions of the Firefly Trail in Athens-Clarke County are funded or under construction.

NEEDS & OPPORTUNITIES LIST

NATURAL & CULTURAL RESOURCES

NEEDS

- * There are greenspaces in the community that are underutilized and could be repurposed or redesigned.
- * The community lacks activities and intentional spaces for teenagers and young adults.
- * Maintain existing park space and historic resources.

OPPORTUNITIES

- * Winterville Historic Preservation Committee has the tools and resources needed to ensure historic properties and structures are protected and maintained for years to come.
- * There is ample amount of greenspace and historic resources found throughout the community.
- * Winterville's Tree Commission can protect and maintain the existing tree canopies within the city.

COMMUNITY FACILITIES & SERVICES

NEEDS

- * The Marigold Food Collective requires an expansion to meet increased service demands,
- * Continue to upgrade the Winterville Auditorium through SPLOST and grants.
- * A full-time fire department may be needed in the community.

OPPORTUNITIES

- * The Marigold Festival, Marigold Market, and other public events are greatly attended and appreciated by residents and visitors.
- * The Marigold Food Hub is a new service that provides healthy and affordable food to families in and around Winterville.
- * The Winterville Auditorium is an amazing venue that can be used for public events, concerts, and public meetings with large gatherings.

NEEDS & OPPORTUNITIES LIST

SUSTAINABILITY

NEEDS

- * Increase public awareness of sustainable policies and practices.
- * Allocate funding to meet goals established by city council.
- * Pursue the funding and development of sustainable infrastructure.

OPPORTUNITIES

- * Winterville has pledged that all government operations will operate on 100% renewable energy by 2035.
- * The city installed solar panels on top of the Auditorium to reduce electricity cost and operate in a more environmentally sound manner.
- * Winterville could develop a Sustainability Master Plan to identify strengths and weaknesses in city operations regarding sustainable practices.

BROADBAND

NEEDS

- * Increase internet speeds for residents within the community.
- * Options for free public internet is limited.

OPPORTUNITIES

- * Public-Private partnerships could be explored to encourage the installation of fiber optic cable to increase internet speeds.
- * The City could install broadband infrastructure to offer high-speed internet in City Hall, Historic Train Depot, Pittard Park, Chandler Park, and sections of the Firefly Trail.
- * Winterville could apply for the DCA Broadband Designation, which could cut the red tape with Public-Private partnerships.

NEEDS & OPPORTUNITIES LIST

ECONOMIC DEVELOPMENT

NEEDS

- * The community lacks dining and retail options.
- * The unemployment rate is slightly elevated compared to Athens-Clarke County and the State of Georgia.

OPPORTUNITIES

- * The creation of a Downtown Development Authority gives Winterville more opportunities to attract wanted or needed opportunities for residents.
- * The completion of the Firefly Trail will increase tourism and business within the community.
- * Winterville could capitalize by applying for a Rural Zone designation, State Opportunity Zone designation, or a Downtown Development Revolving Loan Fund.

INTERGOVERNMENTAL COORDINATION

NEEDS

- * Increase coordination with Athens-Clarke County on services within Winterville.
- * Educate the public on which services are provided by Athens-Clarke County.

OPPORTUNITIES

- * Winterville and Athens-Clarke County work well together, and elected officials attend each other's events.
- * The completion of the Firefly Trail will be beneficial to Winterville and Athens-Clarke County. The completion of the trail could be a case study on how positive collaboration between multiple public organizations can lead to transformative projects.



CHAPTER FOUR: LAND USE



LAND USE OVERVIEW

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. Winterville opted to categorize future development with Character Areas.

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 allow greater flexibility than traditional land use maps by providing a range of compatible zoning categories and appropriate land uses in parcel groups.

CHARACTER AREAS COMPATIBILITY INDEX

Character Areas	Description	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. 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.

Most 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.

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

Image 29: Zoning and Land Use Compatibility



Image 30: Historic Town Center Example



Image 31: Historic Town Center Example



Image 32: Historic Town Center Example

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
- * 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

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 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 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.

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

Image 33: Zoning and Land Use Compatibility



Image 34: Five Points Existing Conditions



Image 35: Five Points Current Example



Image 36: Five Points Current Example

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 include 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



Image 37: Proposed Mixed-Use Rendering within the Five Points Character Area

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.

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

Image 38: Zoning and Land Use Compatibility



Image 39: Neighborhood Residential Example



Image 40: Neighborhood Residential Example



Image 41: Neighborhood Residential Example

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, to reduce development pressures on nearby water sources and retain rural qualities. Multi-modal transportation connectivity will be incorporated within and between new developments.

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

Image 42: Zoning and Land Use Compatibility



Image 43: Rural Example



Image 44: Rural Example



Image 45: Rural Example

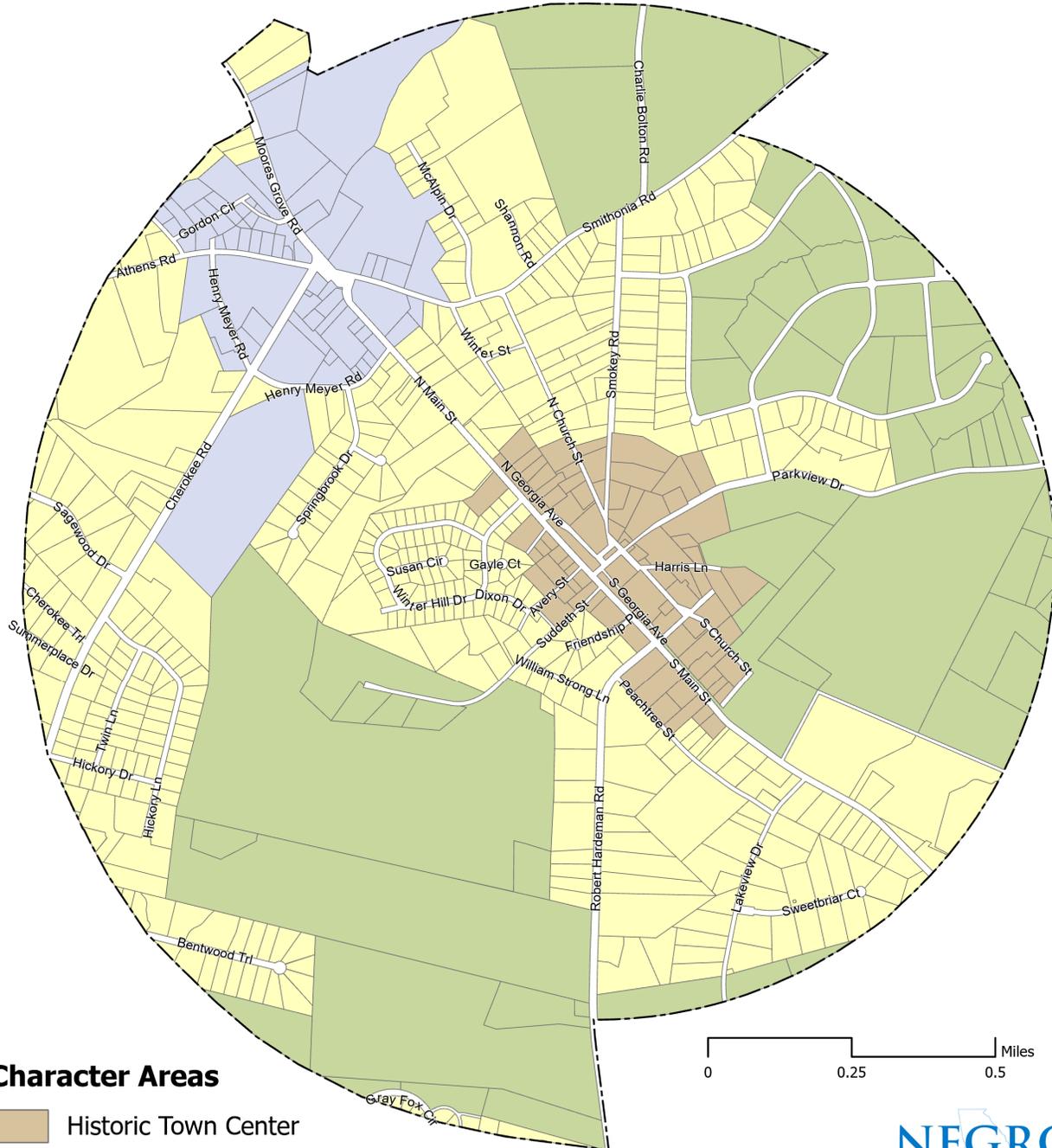
IMPLEMENTATION MEASURES

- * 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

City of Winterville Future Development Map



Character Areas

-  Historic Town Center
-  Five Points
-  Neighborhood Residential
-  Rural



02/22/2023
Planning & Government
Services Division, GIS [JM]



CHAPTER FIVE: TRANSPORTATION



REGIONAL TRANSPORTATION

Since Winterville is located within the Metropolitan Planning Organization (MPO) boundary of the Madison Athens-Clarke Oconee Regional Transportation Study (MACORTS), the State of Georgia requires the city's comprehensive plan to include this transportation element. MPOs are federally mandated organizations that provide regional context to transportation planning in urbanized areas. This section and the MACORTS Regional Transportation Plan (RTP) should be used together when considering local transportation decisions. Local transportation initiatives are outlined in Chapter 3.

MACORTS TRANSPORTATION GOALS & OBJECTIVES

The following MACORTS goals and objectives align with Winterville's local transportation initiatives:

ENHANCE LAND USE

- * Strengthen the connection between land use and transportation planning
- * Encourage land use strategies that maximize the potential for transit patronage and coverage
- * Encourage coordinated local and regional land use planning
- * Encourage access management to preserve corridor capacity and enhance safety

SAFETY & SECURITY

- * Minimize frequency and severity of vehicular crashes
- * Reduce modal conflicts
- * Prioritize transportation improvements that reduce fatalities and serious injuries
- * Utilize design strategies to reduce potential crashes

TRANSIT

- * Coordinate transit route development with existing and potential regional transportation systems
- * Include transit accommodations in future road and sidewalk improvements
- * Provide for pedestrian/bicycle access to existing and proposed transit routes

ENVIRONMENT & QUALITY OF LIFE

- * Plan transportation facilities that protect environmental, historic, cultural, and community resources
- * Support green infrastructure initiatives
- * Reduce traffic congestion to promote improved air quality
- * Minimize destruction of natural areas due to transportation facility location and/or size. Where possible, include appropriate landscaping and utilization of non-invasive or native species

SYSTEM PRESERVATION & MAINTENANCE

- * Maintain acceptable levels of maintenance for roadways
- * Maintain multimodal transportation facilities at an acceptable level

RELIABILITY & RESILIENCY

- * Identify areas of vulnerability that impact reliability of the network and identify mitigation investments
- * Coordinate with local emergency management agencies to ensure reliability of evacuation routes
- * Support investments in multimodal transportation options to reduce reliance on a single mode of transportation
- * Identify deficiencies in stormwater infrastructure, associated with surface transportation, and identify mitigation investments

MULTIMODAL CONNECTIVITY

- * Provide interconnected bicycle and pedestrian network as viable transportation options
- * Follow recommendations in adopted multimodal plans
- * Provide for safe bicycle and pedestrian access between activity and residential centers
- * Encourage the planning and programming of transportation enhancement projects

ECONOMIC VITALITY

- * Reduce travel time and delays
- * Promote projects that incorporate multimodal / complete street elements
- * Promote projects which provide the maximum travel benefit per cost



Image 46: MACORTS Planning Boundary

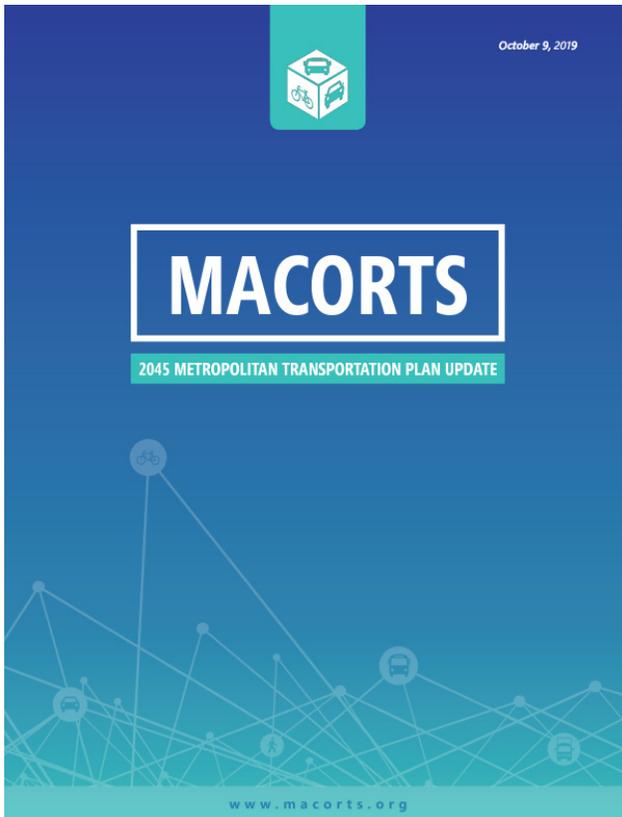


Image 47: 2045 MACORTS Plan

GROWTH & DEVELOPMENT

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

WINTERVILLE & THE MACORTS MPO

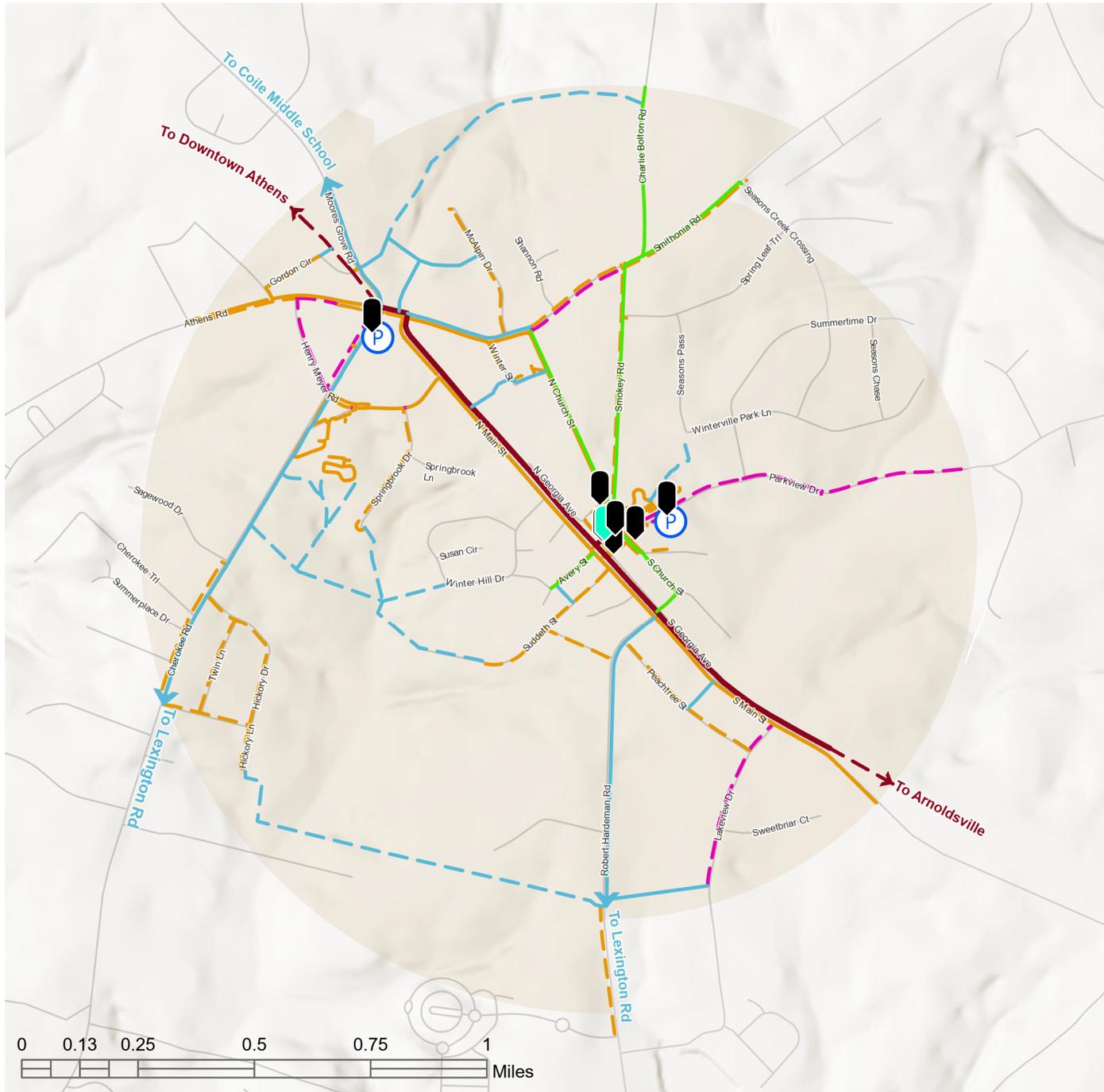
The Athens-Clarke County Unified Government represents the City of Winterville in MACORTS and administers some local transportation projects. Federal funds can be allocated to each community within the MPO boundary for local transportation projects; however, the MACORTS Long Range Transportation Projects (LRTP) list includes no Winterville projects. A project that could be included in a future MACORTS Plan that would benefit Winterville and Athens-Clarke County is a study to redesign the intersection at Moores Grove Road and Athens Road. The intersection may be a prime candidate for a traffic circle.

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.



Image 48: Firefly Trail Facing South

COMPLETE STREETS & TRAILS MAP



Legend

- City Limits
- Parcels
- Buildings
- Roads
- Existing Infrastructure**
- Firefly Trail
- Sidewalks**
- 3'
- Proposed Charging Stations**
- Bicycle
- EV
- Proposed Public Parking
- Proposed Bicycle Lanes
- Proposed Trails**
- Paved
- Natural Surface
- Firefly
- Proposed Sidewalks**
- 5'
- 8'



NEGRC
NORTHEAST GEORGIA
REGIONAL COMMISSION

2/23/2023



CHAPTER SIX: COMMUNITY WORK PROGRAM



REPORT OF ACCOMPLISHMENTS (2018-2023)

#	Activity	Status	Notes
1	Designate ad hoc workgroup to recommend teen-specific programming and facility opportunities (begin implementation where appropriate)	Completed	Determined a need for more amenities catered to teenagers and young adults.
2	Develop best practices for outreach and diversity/inclusivity	Complete	Developed mailing list for all residents in Winterville, utilize signage, and social media for outreach initiatives.
3	Update zoning ordinance and design guidelines to ensure quality, intentional development (include consideration of housing diversity, esp. smaller houses and accessory dwelling units)	Complete	Completed in 2022 but will continue to be a living document.
4	Inventory vacant buildings and establish incentives for adaptive use	Ongoing	Revised and carried over to new STWP as item #21 .
5	Develop comprehensive transportation improvement strategy to include complete streets, traffic control, paving, public transportation, etc.	Complete	Complete Streets and Trails (CS&T) Plan was adopted in 2022.
6	Institute a local historic district	Complete	Design guidelines were adopted in 2022.
7	Establish community services and events committee to expand local offerings	Complete	Community has increased the number of community events, and has increased in participation each year.
8	Set standing meeting time for Mayor-to-Mayor and staff-to-staff communication with Athens-Clarke County Unified Government	Ongoing	Continuing efforts are still needed. Revised and carried over to new STWP as item #23
9	Set standing meeting time with Clarke County School District	Not Accomplished	Item aligns better as a Goal or Policy. Revised as Goal #3 in Chapter 2. Removed from STWP.
10	Develop basic economic development strategy (include focus on creating opportunities for unemployed residents).	Ongoing	Revised and carried over to new STWP as item #22 .
11	Amend city charter to allow alcohol sales	Complete	Completed in 2018.

REPORT OF ACCOMPLISHMENTS (2018-2023)

#	Activity	Status	Notes
12	Develop citywide strategic plan for development of the Firefly Trail (include focus on maximizing the trail's fiscal impacts)	Complete	Fiscal impact study was completed in 2018, and CST Plan was completed and adopted in 2022.
13	Complete restoration and improvement of historic auditorium	Complete	Planned restoration and upgrades were completed. Improvements will continue as funding becomes available.
14	Build the Firefly Trail within the city limits	Complete	Model mile was constructed in 2019-2020.
15	Establish regular presence with MACORTS, including a seat on the Policy Committee	Not Accomplished	Item aligns better as a Goal or Policy. Revised as Goal #10 in Chapter 2. Removed from STWP.
16	Evaluate appropriateness of a Downtown Development Authority to support small business development and, if desired, establish one in Winterville	Complete	DDA was established in 2020.
17	Develop city marketing and promotional program	Complete	Updated website, city logo, and color scheme in 2021.
18	Prepare potential projects list for next SPLOST (consider assembling ad hoc committee of elected officials and residents); this applies to the city's "share" of SPLOST funding and to any projects the community or its residents would like to submit for consideration outside of/in addition to that allocation	Complete	Completed in conjunction with a Public-Projects Story Map outlining projects funded throughout the community.
19	Adopt strategies to enable older residents to "age in place"	Ongoing	Revised and carried over to new STWP as item #3.
20	Develop Winterville-specific emergency preparedness plan and form volunteer Community Emergency Response Team	Complete	Participated in the Pre-Disaster Mitigation Plan with Athens-Clarke County. Plan expires in July 2023.
21	Renovate upper floor of Community Center	Ongoing	Expected completion in 2023. Carried over to new STWP as item #15
22	Open Heritage Room at Community Center	Ongoing	Expected completion in 2023. Carried over to new STWP as item #16
23	Create a farmer's market (in season)	Complete	Completed in 2022

COMMUNITY WORK PROGRAM (2023-2028)

(* entries with an asterisk represent carryover items from the previous STWP)

#	Activity	Completion Date	Responsible Party	Cost Estimate	Funding Source
POPULATION, COMMUNITY, AND GOVERNANCE					
1	Install a marquee sign near the Five Points intersection to advertise community events and meetings.	2024	Mayor-Council, City Staff, Public Works	\$5,000	General, SPLOST, Grants
2	Host a retreat with the Georgia Municipal Association to explore the transition to a Manager-Council form of government.	2023	Mayor-Council, City Staff	Staff Time	General, SPLOST
3	*Develop a service delivery strategy for the aging population within the community.	2027	Mayor-Council, City Staff	\$2,500	General, SPLOST, Grants
PLANNING & LAND USE					
4	Develop design guidelines for new developments within the Five Points overlay district.	2023	Mayor-Council, City Staff	\$10,000	General, SPLOST, Grants
5	Host an annual community forum detailing the role of the Planning and Zoning Commission and discuss how rezoning decisions are made.	2023-2028	Mayor-Council, City Staff, P&Z Commission	Staff Time	General, SPLOST
6	Review zoning code to determine which housing types are not allowed in Winterville.	2024	Mayor-Council, City Staff, P&Z Commission	Staff Time	General, SPLOST
HOUSING					
7	Host a retreat with the Northeast Georgia Regional Commission to explore the benefits of Missing Middle Housing and diversifying housing stock.	2025	Mayor-Council, City Staff	Staff Time	General, SPLOST

COMMUNITY WORK PROGRAM (2023-2028)

(* entries with an asterisk represent carryover items from the previous STWP)

#	Activity	Completion Date	Responsible Party	Cost Estimate	Funding Source
TRANSPORTATION					
8	Implement high priority connections identified in the Complete Streets & Trails Plan.	2023-2028	Mayor-Council, City Staff, Public Works	\$500,000	General, SPLOST, Grants
9	Conduct an annual public meeting with community members and Athens-Clarke County to discuss road maintenance and conditions in Winterville.	2023-2028	Mayor-Council, City Staff	Staff Time	General, SPLOST
NATURAL & CULTURAL RESOURCES					
10	Develop a master plan to reimagine the disc golf course into a community facility that serves all residents. Amenities desired by residents include a community pool and skate park.	2025	Mayor-Council, City Staff	\$15,000	General, SPLOST, Grants
11	Conduct a historic resources survey.	2023-2024	Mayor-Council, City Staff, HPC	\$2,500	General, SPLOST, Grants
COMMUNITY FACILITIES & SERVICES					
12	Apply for a CDBG-RDF grant to renovate the historic blacksmith's shop into a community facility to house the Marigold Collective.	2023-2024	Mayor-Council, City Staff	\$350,000	General, SPLOST, Grants
13	Partner with Athens-Clarke County to establish a full-time fire station within the community.	2028	Mayor-Council, City Staff	\$100,000	General, SPLOST, Grants
14	Complete Phase II improvements to the Winterville Auditorium.	2023-2028	Mayor-Council, City Staff	\$25,000	General, SPLOST, Grants
15	*Renovate upper floor of Community Center.	2023	Mayor-Council, City Staff	\$12,500	General, SPLOST, Grants
16	*Open Heritage Room at Community Center.	2023	Mayor-Council, City Staff	\$7,500	General, SPLOST, Grants

COMMUNITY WORK PROGRAM (2023-2028)

(* entries with an asterisk represent carryover items from the previous STWP)

#	Activity	Completion Date	Responsible Party	Cost Estimate	Funding Source
SUSTAINABILITY					
17	Install a level II charging station at City Hall, Historic Depot, or the Winterville Auditorium.	2026	Mayor-Council, City Staff, Public Works	\$15,000	General, SPLOST, Grants
18	Develop a Sustainability Master Plan for government facilities and services.	2027-2028	Mayor-Council, City Staff	\$10,000	General, SPLOST, Grants
BROADBAND					
19	Offer free high-speed internet at City Hall and the Historic Depot.	2027	Mayor-Council, City Staff	\$2,500	General, SPLOST, Grants
20	Become a Broadband Ready Community.	2024	Mayor-Council	Staff Time	General, SPLOST
ECONOMIC DEVELOPMENT					
21	*Inventory vacant buildings and establish incentives for adaptive use.	2025	Mayor-Council, City Staff, DDA	Staff Time	General, SPLOST, Grants
22	*Develop a citywide economic development strategy	2026-2027	Mayor-Council, City Staff, DDA	\$2,500	General, SPLOST, Grants
INTERGOVERNMENTAL COORDINATION					
23	*Set standing meeting time for Mayor-to-Mayor and staff-to-staff communication with Athens-Clarke County Unified Government to discuss service delivery in Winterville.	2023-2028	Mayor-Council, City Staff	Staff Time	General, SPLOST



CHAPTER SEVEN:

APPENDIX



PUBLIC HEARING ONE DOCUMENTATION

PUBLIC HEARING ONE - 08/22/2022

 WINTERVILLE georgia		City of Winterville: Comprehensive Plan Update Public Hearing & Input Session #1: August 08, 2022 – 6:00 p.m. Winterville Historic Train Depot	
NAME	TITLE	ADDRESS	EMAIL
RANDY HALSTEAD		320 Cherokee Rd Winterville, GA 30083	HALSTEAD@ME.COM
Tina My Pierce-Talk		445 Athens Rd Winterville, GA 30083	tinapypierce@bellsouth.com
MARY LYTTLE		129 WINTER HILL PARK Winterville, GA	marylyttle@bellsouth.com
Tom Daman		289 Smokey RD	tdaman@gmail.com
Dodd Terrelle		149 S. De Ave	wintervillemgj@gmail.com
Bruce Johnson		185 Friendship Pl.	brucejohnson@gmail.com
Rufus Addison		220 Wards Place	rufusaddison@aim.com
SAVANNA BROWN		208 N. Ga Ave	savannabrown@gmail.com
VERILIA BATE		232 S MAIN ST	VBATE1@gmail.com
Tina Mills		225 Robert Hademan	mstt@mills@gmail.com
Sora Kiminki			skiminki@negr.org

Public Hearing One: Sign In Sheet

Ex-Athens residents' new animated space comedy debuting on Netflix

Wayne Ford
Athens Banner Herald
USA TODAY NETWORK

North Georgian Roger Black and south Georgian Waco O'Guin have mind-bended to create edgy, animated comedies about peak tanglers and politics, but now they are looking for laughs in outer space.

Their newest animated adult comedy sitcom "Farzar" is based on a planet somewhere in the cosmos. The series debuts at 8 a.m. Saturday on Netflix.

Farzar is populated with a wide array of characters from humans to those who are truly alien entities. There is the cool protagonist, Prince Eichel, and the angry antagonist, Bazarrick, the latter a villain who looks the part with his sharp horns and fangs.

Black, originally from Toccoa, and O'Guin, from Lakeland, both live in California, but became friends while living in Athens and attending the University of Georgia. In fact, their first animated sitcom "Buckleberry" took its name from a street where O'Guin lived in Athens.

"Buckleberry," drawing laughs from the shenanigans of rangers at Buckleberry National Park, ended after three seasons on the Comedy Network. But "Paradise PD," about the misadventures of a police force, has been renewed for a fourth season on Netflix beginning in December.

"It has been great working with Netflix," O'Guin said.

The new faraway planet sitcom gives the creators, who are executive producers, an opportunity that O'Guin said is "commentary in a way that is not so hot-button" but it is similar.

"We're not doing a lot of pop culture stuff," he said, "which is nice as we do so much of that on 'Paradise,' but it helps separate the shows."

The pair has concentrated on "Paradise PD" and "Farzar" the past two years of the COVID pandemic.

COVID exposure results in Oconee County Library closing this weekend

Staff Reports

The Oconee County Library will close this weekend due to a COVID exposure that created a staff shortage.

"Some of the staff had an exposure to COVID, so we're being extra careful. Hopefully, it won't be very long," Library Public Information Officer Rhannon Eades said Wednesday.

While the library will be closed July 16-17, the hours through the week days will run from 10 a.m. to 6 p.m.

The decision does not affect any other libraries in the Athens Regional Library System.

Warnock

Continued from Page 1A

Warnock's championship football team, won the Republican nomination to challenge Warnock in May, easily defeating the GOP primary opponents.

Warnock defeated incumbent Republican Kelly Loeffler to win the Senate seat in a special election runoff in January of last year. He captured the Democratic nomination for a full six-year term in May.

This story is available through a news partnership with Capital Sent News Service, a project of the Georgia Press Educational Foundation.

NOTICE OF PUBLIC HEARING

The City of Winterville will conduct a Public Hearing on August 8, 2022, at 6:00 p.m. at the Winterville Historic Train Depot.

Comprehensive Plan Update for the City of Winterville

The purpose of the public hearing is to brief the community on the process in developing the comprehensive plan, and to obtain input on the proposed planning process. Citizens, business owners, and all stakeholders are invited to attend the Public Hearing to provide comments, ideas, and suggestions. If you are unable to attend and wish to receive information regarding the hearing, please contact Winterville City Hall at 706-742-8600 or cityhall@cityofwinterville.com.

Newspaper Advertisement - Athens Banner Herald - 07/15/2022

PUBLIC INVOLVEMENT

INPUT SESSION 2 - 09/07/2022

 City of Winterville: Comprehensive Plan Update Input Session #2: September 07, 2022 - 6:00 p.m. Winterville Historic Train Depot			
NAME	TITLE	ADDRESS	EMAIL
Jon McBrayer	GIS Planner	NEGRC, 305 Research Dr, Athens	jmcbrayer@negrc.org
Carol Flaute	Community Planner	NEGRC, 305 Research Dr, Athens	cflaute@negrc.org
Sabrina Osborn	Citizen	280 N. GA Ave	sawhnaosborn@gmail.com
Timothy Pierce-Toulin		445 Athens Rd.	timthypiercetoulin@gmail.com
Jonathan Scott	Museum Director	111 Morgan Lane	scottj@negrc.org
Tina Mills	Tree Commission	225 Robert Harbman	mtinamills@gmail.com
Matthew Oisang	Citizen	158 Winter Hill Dr.	matthew.oisang@gmail.com
Ellen Derwin	Comp Plan Committee Member	400 Seaman's Creek Crossing	ellderwin@gmail.com
Sally Leitch	Citizen	2152 Robert Harbman	sleitch@gmail.com
Sherrie Anderson	Marijola Collective exec Dir.	100 N Church St	sherrie@marjolawinterville.com
Viviana Ball	Citizen	232 S. MAIN ST	vball@negrc.org
Robert Roy	Citizen	250 N. Church St.	rdr.roy@gmail.com
Randy Halstead	Comp Plan Committee member	320 Charlotte Rd	HALSTAD@ME.COM

Input Session 2: Sign in Sheet

INPUT SESSION 3 - 10/12/2022

 City of Winterville: Comprehensive Plan Update Input Session #3: October 12, 2022 - 6:00 p.m. Winterville Historic Train Depot			
NAME	TITLE	ADDRESS	EMAIL
Tina Mills	Tree Commission	225 Robert Harbman	mtinamills@gmail.com
Sabrina Osborn	Steering Committee	280 N. GA Ave	sawhnaosborn@gmail.com
Viviana Ball	Steering Committee	232 S. MAIN ST	vball@negrc.org
Ellen Derwin	Steering Committee	400 Seaman's Creek Crossing	ellderwin@gmail.com
Max Barry	NEGRC	305 Research Dr Athens, GA 30605	maxb@negrc.org
Jon McBrayer	NEGRC	" "	jmcbrayer@negrc.org

Input Session 3: Sign in Sheet

INPUT SESSION 4 - 12/08/2022

 City of Winterville: Comprehensive Plan Update Input Session #4: December 8, 2022 - 6:00 p.m. Winterville Historic Train Depot			
NAME	TITLE	ADDRESS	EMAIL
Viviana Ball			
Ellen Derwin			
Tim Pierce-Toulin			
Carol Flaute	Community Planner	NEGRC	cflaute@negrc.org
Jon McBrayer	GIS Planner	NEGRC	jmcbrayer@negrc.org
Sabrina Osborn	Citizen		sawhnaosborn@gmail.com

Input Session 4: Sign in Sheet

STORY MAP & ONLINE SURVEY



Online Story Map & Survey available from 09/01/2022 - 09/31/2022. Opened again from 10/14/2022 - 10/31/2022

COMMUNITY DATA - BAO REPORT

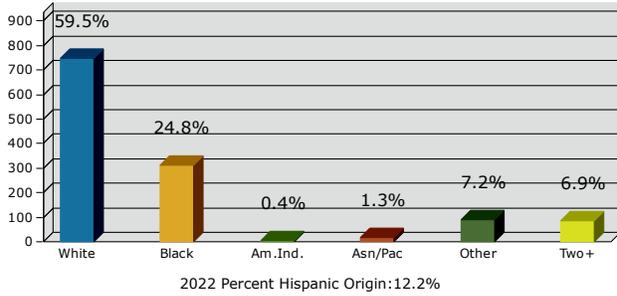


Graphic Profile

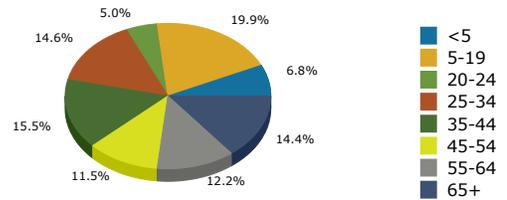
Winterville City, GA
 Winterville City, GA (1383728)
 Geography: Place

Prepared by Esri

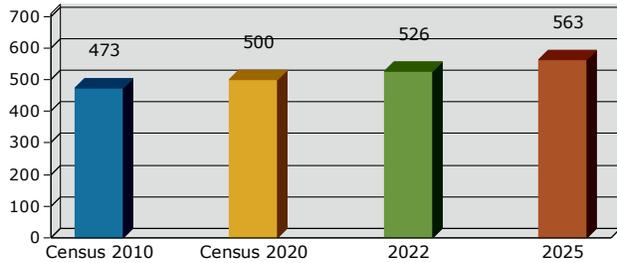
2022 Population by Race



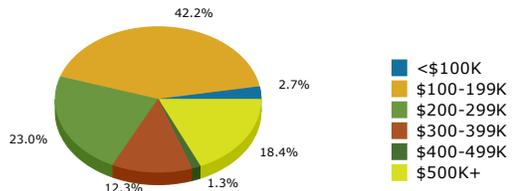
2022 Population by Age



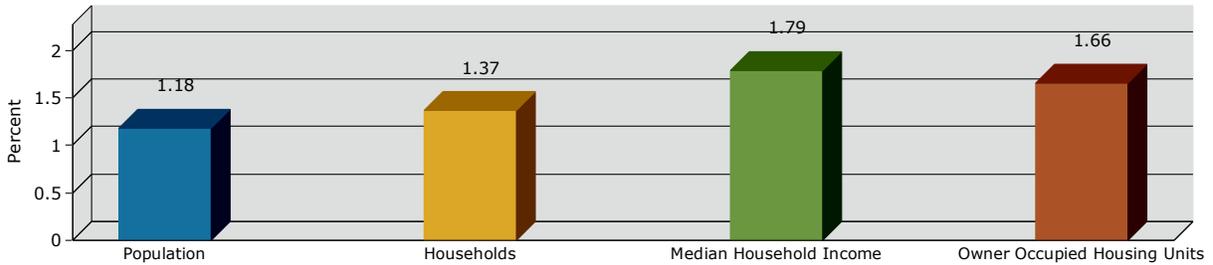
Households



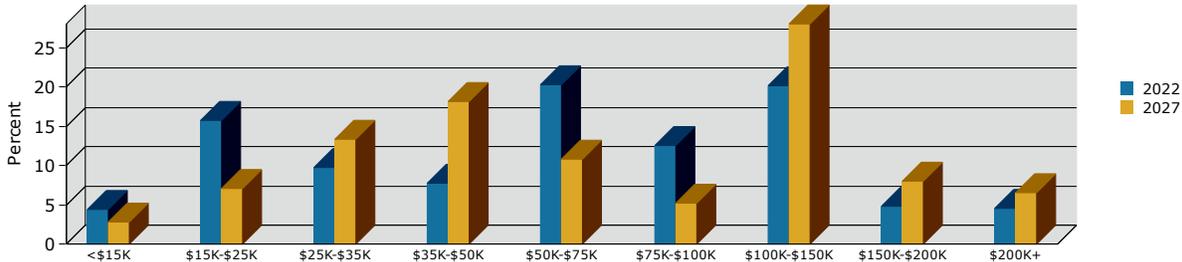
2022 Home Value



2022-2027 Annual Growth Rate



Household Income



Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

August 02, 2022

COMMUNITY DATA - BAO REPORT



Community Profile

Winterville City, GA
 Winterville City, GA (1383728)
 Geography: Place

Prepared by Esri

	Winterville c...
Population Summary	
2010 Total Population	1,171
2020 Total Population	1,201
2020 Group Quarters	3
2022 Total Population	1,258
2022 Group Quarters	2
2027 Total Population	1,334
2022-2027 Annual Rate	1.18%
2022 Total Daytime Population	1,056
Workers	421
Residents	635
Household Summary	
2010 Households	473
2010 Average Household Size	2.48
2020 Total Households	500
2020 Average Household Size	2.40
2022 Households	526
2022 Average Household Size	2.39
2027 Households	563
2027 Average Household Size	2.37
2022-2027 Annual Rate	1.37%
2010 Families	311
2010 Average Family Size	2.99
2022 Families	336
2022 Average Family Size	2.97
2027 Families	356
2027 Average Family Size	2.96
2022-2027 Annual Rate	1.16%
Housing Unit Summary	
2000 Housing Units	458
Owner Occupied Housing Units	65.5%
Renter Occupied Housing Units	28.8%
Vacant Housing Units	5.7%
2010 Housing Units	521
Owner Occupied Housing Units	59.9%
Renter Occupied Housing Units	30.9%
Vacant Housing Units	9.2%
2020 Housing Units	536
Vacant Housing Units	6.7%
2022 Housing Units	562
Owner Occupied Housing Units	66.5%
Renter Occupied Housing Units	27.0%
Vacant Housing Units	6.4%
2027 Housing Units	600
Owner Occupied Housing Units	67.7%
Renter Occupied Housing Units	26.0%
Vacant Housing Units	6.2%
Median Household Income	
2022	\$62,729
2027	\$68,537
Median Home Value	
2022	\$219,792
2027	\$332,609
Per Capita Income	
2022	\$34,351
2027	\$41,691
Median Age	
2010	34.1
2022	37.3
2027	38.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 02, 2022

COMMUNITY DATA - BAO REPORT



Community Profile

Winterville City, GA
 Winterville City, GA (1383728)
 Geography: Place

Prepared by Esri

	Winterville c...
2022 Households by Income	
Household Income Base	526
<\$15,000	4.4%
\$15,000 - \$24,999	15.8%
\$25,000 - \$34,999	9.7%
\$35,000 - \$49,999	7.8%
\$50,000 - \$74,999	20.3%
\$75,000 - \$99,999	12.5%
\$100,000 - \$149,999	20.2%
\$150,000 - \$199,999	4.8%
\$200,000+	4.6%
Average Household Income	\$84,183
2027 Households by Income	
Household Income Base	563
<\$15,000	2.8%
\$15,000 - \$24,999	7.1%
\$25,000 - \$34,999	13.3%
\$35,000 - \$49,999	18.1%
\$50,000 - \$74,999	10.8%
\$75,000 - \$99,999	5.2%
\$100,000 - \$149,999	28.1%
\$150,000 - \$199,999	8.0%
\$200,000+	6.6%
Average Household Income	\$101,288
2022 Owner Occupied Housing Units by Value	
Total	374
<\$50,000	0.3%
\$50,000 - \$99,999	2.4%
\$100,000 - \$149,999	17.1%
\$150,000 - \$199,999	25.1%
\$200,000 - \$249,999	12.8%
\$250,000 - \$299,999	10.2%
\$300,000 - \$399,999	12.3%
\$400,000 - \$499,999	1.3%
\$500,000 - \$749,999	7.0%
\$750,000 - \$999,999	11.5%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$317,179
2027 Owner Occupied Housing Units by Value	
Total	405
<\$50,000	0.0%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	4.9%
\$150,000 - \$199,999	14.8%
\$200,000 - \$249,999	12.1%
\$250,000 - \$299,999	12.3%
\$300,000 - \$399,999	17.0%
\$400,000 - \$499,999	1.7%
\$500,000 - \$749,999	13.3%
\$750,000 - \$999,999	23.5%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$449,444

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 02, 2022

COMMUNITY DATA - BAO REPORT



Community Profile

Winterville City, GA
 Winterville City, GA (1383728)
 Geography: Place

Prepared by Esri

	Winterville c...
2010 Population by Age	
Total	1,171
0 - 4	8.1%
5 - 9	6.5%
10 - 14	6.2%
15 - 24	14.2%
25 - 34	16.4%
35 - 44	13.3%
45 - 54	14.3%
55 - 64	10.2%
65 - 74	6.0%
75 - 84	3.3%
85 +	1.4%
18 +	75.4%
2022 Population by Age	
Total	1,261
0 - 4	6.8%
5 - 9	7.1%
10 - 14	7.3%
15 - 24	10.5%
25 - 34	14.6%
35 - 44	15.5%
45 - 54	11.5%
55 - 64	12.2%
65 - 74	8.3%
75 - 84	4.5%
85 +	1.6%
18 +	75.3%
2027 Population by Age	
Total	1,335
0 - 4	6.6%
5 - 9	6.9%
10 - 14	7.2%
15 - 24	11.5%
25 - 34	12.3%
35 - 44	15.8%
45 - 54	12.7%
55 - 64	10.9%
65 - 74	9.7%
75 - 84	4.8%
85 +	1.6%
18 +	75.2%
2010 Population by Sex	
Males	570
Females	600
2022 Population by Sex	
Males	617
Females	644
2027 Population by Sex	
Males	655
Females	680

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 02, 2022

COMMUNITY DATA - BAO REPORT



Community Profile

Winterville City, GA
 Winterville City, GA (1383728)
 Geography: Place

Prepared by Esri

	Winterville c...
2010 Population by Race/Ethnicity	
Total	1,171
White Alone	65.2%
Black Alone	25.6%
American Indian Alone	0.3%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	5.9%
Two or More Races	2.3%
Hispanic Origin	11.7%
Diversity Index	60.7
2020 Population by Race/Ethnicity	
Total	1,201
White Alone	70.9%
Black Alone	18.3%
American Indian Alone	0.5%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.2%
Two or More Races	6.2%
Hispanic Origin	6.7%
Diversity Index	52.7
2022 Population by Race/Ethnicity	
Total	1,258
White Alone	59.5%
Black Alone	24.8%
American Indian Alone	0.4%
Asian Alone	1.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	7.2%
Two or More Races	6.9%
Hispanic Origin	12.2%
Diversity Index	66.6
2027 Population by Race/Ethnicity	
Total	1,335
White Alone	58.7%
Black Alone	24.7%
American Indian Alone	0.4%
Asian Alone	1.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	7.3%
Two or More Races	7.6%
Hispanic Origin	12.1%
Diversity Index	67.2
2010 Population by Relationship and Household Type	
Total	1,171
In Households	100.0%
In Family Households	81.8%
Householder	25.9%
Spouse	18.4%
Child	31.8%
Other relative	3.5%
Nonrelative	2.3%
In Nonfamily Households	18.1%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 02, 2022

COMMUNITY DATA - BAO REPORT



Community Profile

Winterville City, GA
 Winterville City, GA (1383728)
 Geography: Place

Prepared by Esri

	Winterville c...
2022 Population 25+ by Educational Attainment	
Total	858
Less than 9th Grade	5.6%
9th - 12th Grade, No Diploma	4.8%
High School Graduate	21.2%
GED/Alternative Credential	4.2%
Some College, No Degree	16.8%
Associate Degree	6.5%
Bachelor's Degree	23.1%
Graduate/Professional Degree	17.8%
2022 Population 15+ by Marital Status	
Total	989
Never Married	31.4%
Married	53.6%
Widowed	3.0%
Divorced	11.9%
2022 Civilian Population 16+ in Labor Force	
Civilian Population 16+	656
Population 16+ Employed	95.7%
Population 16+ Unemployment rate	4.3%
Population 16-24 Employed	11.9%
Population 16-24 Unemployment rate	1.3%
Population 25-54 Employed	66.7%
Population 25-54 Unemployment rate	6.1%
Population 55-64 Employed	15.9%
Population 55-64 Unemployment rate	0.0%
Population 65+ Employed	5.4%
Population 65+ Unemployment rate	0.0%
2022 Employed Population 16+ by Industry	
Total	628
Agriculture/Mining	0.6%
Construction	3.5%
Manufacturing	18.7%
Wholesale Trade	5.1%
Retail Trade	10.4%
Transportation/Utilities	2.7%
Information	1.1%
Finance/Insurance/Real Estate	5.6%
Services	47.1%
Public Administration	5.1%
2022 Employed Population 16+ by Occupation	
Total	628
White Collar	63.1%
Management/Business/Financial	19.4%
Professional	25.6%
Sales	7.2%
Administrative Support	10.8%
Services	13.7%
Blue Collar	23.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	1.8%
Installation/Maintenance/Repair	3.2%
Production	13.7%
Transportation/Material Moving	4.6%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 02, 2022

COMMUNITY DATA - BAO REPORT



Community Profile

Winterville City, GA
 Winterville City, GA (1383728)
 Geography: Place

Prepared by Esri

	Winterville c...
2010 Households by Type	
Total	473
Households with 1 Person	26.4%
Households with 2+ People	73.6%
Family Households	65.8%
Husband-wife Families	46.9%
With Related Children	21.6%
Other Family (No Spouse Present)	18.8%
Other Family with Male Householder	4.7%
With Related Children	2.5%
Other Family with Female Householder	14.2%
With Related Children	9.3%
Nonfamily Households	7.8%
All Households with Children	33.8%
Multigenerational Households	3.6%
Unmarried Partner Households	7.2%
Male-female	6.3%
Same-sex	0.8%
2010 Households by Size	
Total	473
1 Person Household	26.4%
2 Person Household	32.8%
3 Person Household	18.0%
4 Person Household	12.9%
5 Person Household	5.7%
6 Person Household	2.7%
7 + Person Household	1.5%
2010 Households by Tenure and Mortgage Status	
Total	473
Owner Occupied	66.0%
Owned with a Mortgage/Loan	51.6%
Owned Free and Clear	14.4%
Renter Occupied	34.0%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	144
Percent of Income for Mortgage	18.5%
Wealth Index	67
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	521
Housing Units Inside Urbanized Area	92.5%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	7.5%
2010 Population By Urban/ Rural Status	
Total Population	1,171
Population Inside Urbanized Area	93.7%
Population Inside Urbanized Cluster	0.0%
Rural Population	6.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 02, 2022

COMMUNITY DATA - BAO REPORT



Community Profile

Winterville City, GA
 Winterville City, GA (1383728)
 Geography: Place

Prepared by Esri

	Winterville c...
Top 3 Tapestry Segments	
1.	Rustbelt Traditions (5D)
2.	Middleburg (4C)
3.	
2022 Consumer Spending	
Apparel & Services: Total \$	\$1,029,987
Average Spent	\$1,958.15
Spending Potential Index	81
Education: Total \$	\$722,928
Average Spent	\$1,374.39
Spending Potential Index	70
Entertainment/Recreation: Total \$	\$1,594,190
Average Spent	\$3,030.78
Spending Potential Index	83
Food at Home: Total \$	\$2,602,859
Average Spent	\$4,948.40
Spending Potential Index	80
Food Away from Home: Total \$	\$1,799,819
Average Spent	\$3,421.71
Spending Potential Index	79
Health Care: Total \$	\$3,192,419
Average Spent	\$6,069.24
Spending Potential Index	86
HH Furnishings & Equipment: Total \$	\$1,110,857
Average Spent	\$2,111.90
Spending Potential Index	82
Personal Care Products & Services: Total \$	\$440,336
Average Spent	\$837.14
Spending Potential Index	82
Shelter: Total \$	\$9,338,044
Average Spent	\$17,752.94
Spending Potential Index	78
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,151,969
Average Spent	\$2,190.05
Spending Potential Index	81
Travel: Total \$	\$1,210,170
Average Spent	\$2,300.70
Spending Potential Index	80
Vehicle Maintenance & Repairs: Total \$	\$558,350
Average Spent	\$1,061.50
Spending Potential Index	84

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 02, 2022

COMMUNITY DATA - H+T INDEX

1/30/23, 2:42 PM

H+T Fact Sheets



Municipality: Winterville, GA

Traditional measures of housing affordability ignore transportation costs. Typically a household's second-largest expenditure, transportation costs are largely a function of the characteristics of the neighborhood in which a household chooses to live. [Location Matters](#). Compact and dynamic neighborhoods with walkable streets and high access to jobs, transit, and a wide variety of businesses are more efficient, affordable, and sustainable.

The statistics below are modeled for the Regional Typical Household. Income: \$47,214 Commuters: 1.10 Household Size: 2.50 (Athens-Clarke County, GA)

Map of Transportation Costs % Income



Location Efficient Areas



Location Efficiency Metrics

Places that are compact, close to jobs and services, with a variety of transportation choices, allow people to spend less time, energy, and money on transportation.

0%

Percent of location efficient neighborhoods

Neighborhood Characteristic Scores (1-10)

As compared to neighborhoods in all 955 U.S. regions in the Index

Job Access
1.7

Very low access to jobs

AllTransit Performance Score
0

Car-dependent with very limited or no access to public transportation

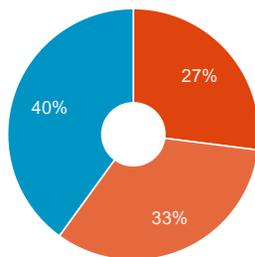
Compact Neighborhood
2.2

Low density and limited walkability

Average Housing + Transportation Costs % Income

Factoring in both housing *and* transportation costs provides a more comprehensive way of thinking about the cost of housing and true affordability.

- Housing
- Transportation
- Remaining Income



Transportation Costs

In dispersed areas, people need to own more vehicles and rely upon driving them farther distances which also drives up the cost of living.



\$15,345

Annual Transportation Costs



2.03

Autos Per Household



21,745

Average Household VMT

0%

Transit Ridership % of Workers

11

Annual Transit Trips

9.13 Tonnes

Annual Greenhouse Gas per Household

COMMUNITY DATA - H+T INDEX

1/30/23, 2:42 PM

H+T Fact Sheets



H+T[®] Fact Sheet
TRUE AFFORDABILITY AND LOCATION EFFICIENCY



H+T Metrics

Affordability		Demographics	
Housing + Transportation Costs % Income:	59%	Block Groups:	1
Housing Costs % Income:	27%	Households:	516
Transportation Costs % Income:	33%	Population:	1,222

Household Transportation Model Outputs

Autos per Household:	2.03
Annual Vehicle Miles Traveled per Household :	21,745
Transit Ridership % of Workers:	0%
Annual Transportation Cost:	\$15,345
Annual Auto Ownership Cost:	\$12,165
Annual VMT Cost:	\$3,171
Annual Transit Cost:	\$9
Annual Transit Trips:	11

Housing Costs

Average Monthly Housing Cost:	\$1,053
Median Selected Monthly Owner Costs:	\$1,121
Median Gross Monthly Rent:	\$861
Percent Owner Occupied Housing Units:	77%
Percent Renter Occupied Housing Unit:	23%

Environmental Characteristics

Residential Density 2010:	0.56 HHs/Res. Acre
Gross Household Density:	0.31 HH/Acre
Regional Household Intensity:	5,363 HH/mile ²
Percent Single Family Detached Households:	81%
Employment Access Index:	5,398 Jobs/mi ²
Employment Mix Index (0-100):	85
Transit Connectivity Index (0-100):	34
Transit Access Shed:	0 km ²
Jobs Accessible in 30 Minute Transit Ride:	4
Available Transit Trips per Week:	4
Average Block Perimeter:	1,688 Meters
Average Block Size :	51 Acres
Intersection Density:	31 /mi ²

Greenhouse Gas from Household Auto Use

Annual GHG per Household:	9.13 Tonnes
Annual GHG per Acre:	3.08 Tonnes

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