

- Mixed-Use Centers**
 - Mixed-Use Centers*
 - Neighborhood Nodes*
- Areas of Opportunity**
 - Higher Intensity*
 - Lower Intensity*
- Corridors & Complete Streets**
 - Main Streets
 - All Other Major Corridors*
- Transit that Works**
 - Transit Hub
 - High-capacity Transit Route
 - Water-based Transit
 - Passenger Rail (Intercity)
- Open Spaces & Green Connections**
 - Park, Open Space or Natural Area
 - Green Connections*
- Other**
 - Cape Fear River Crossing (Conceptual; Location to be Determined)
 - Water
 - City Boundary

* Indicates features that are generalized. Please refer to other Growth Strategies Maps for full map symbology.

Box Set Cross-Reference
Growth Strategies Report

This information is also available as a letter-size (8.5"x11") document as part of the *Create Wilmington Comprehensive Plan* Box Set. The document explains these concepts in more depth and contains helpful illustrations.

Box Set Cross-Reference
Policies

Examine the maps alongside the Policies document, which is the core element of the *Create Wilmington Comprehensive Plan*. A table is provided that explains how the Growth Strategies relate to the Policies.

Strategies

Mixed-use Centers
Investment and revitalization should be concentrated in distinct nodal areas in order to accommodate walkability, vitality, placemaking, higher-density development patterns, and transit. This approach should be prioritized over a development pattern that dilutes the activity that new investment can bring to an area by spreading it out over too large of a geographic area and limiting transportation options. The identified Mixed-use Centers include those already existing, those that are emerging, planned mixed-use developments, or newly designated areas. A particular type of center, called a "Neighborhood Node," is intended to foster neighborhood-scale focal points of development activity.

There are several types of Mixed-use Centers, ranging in density, size, and regional impact. These are reflective of the underlying community development patterns in which they are located.

Areas of Opportunity
While all parts of the city can expect to experience some level of change, some areas will experience more intense change through new development, redevelopment, and infrastructure improvements. The Areas of Opportunity Map represents those parts of the city that have the greatest potential to accommodate future growth, infill, and new development. Efforts should be made to ensure a cohesive development pattern in these areas.

There are several types of Areas of Opportunity, and they vary in terms of land use hierarchy, intensity of development, and anticipated change. Each area has an overarching growth strategy. Development within an Areas of Opportunity should be reflective of the underlying community development patterns.

Corridors & Complete Streets
The city must have a robust hierarchy of streets and paths in order to achieve its desired growth patterns. The Corridors and Complete Streets Map identifies which roadways should be prioritized for automobiles and freight travel, and where. The needs of all modes of travel, even bike and pedestrian travel, should be balanced and prioritized. This map also shows that streets should be designed to reflect a certain character, for example being attractive gateways and edges to neighborhoods, employing historic features, or prioritizing automobile movements across, though, and within the region.

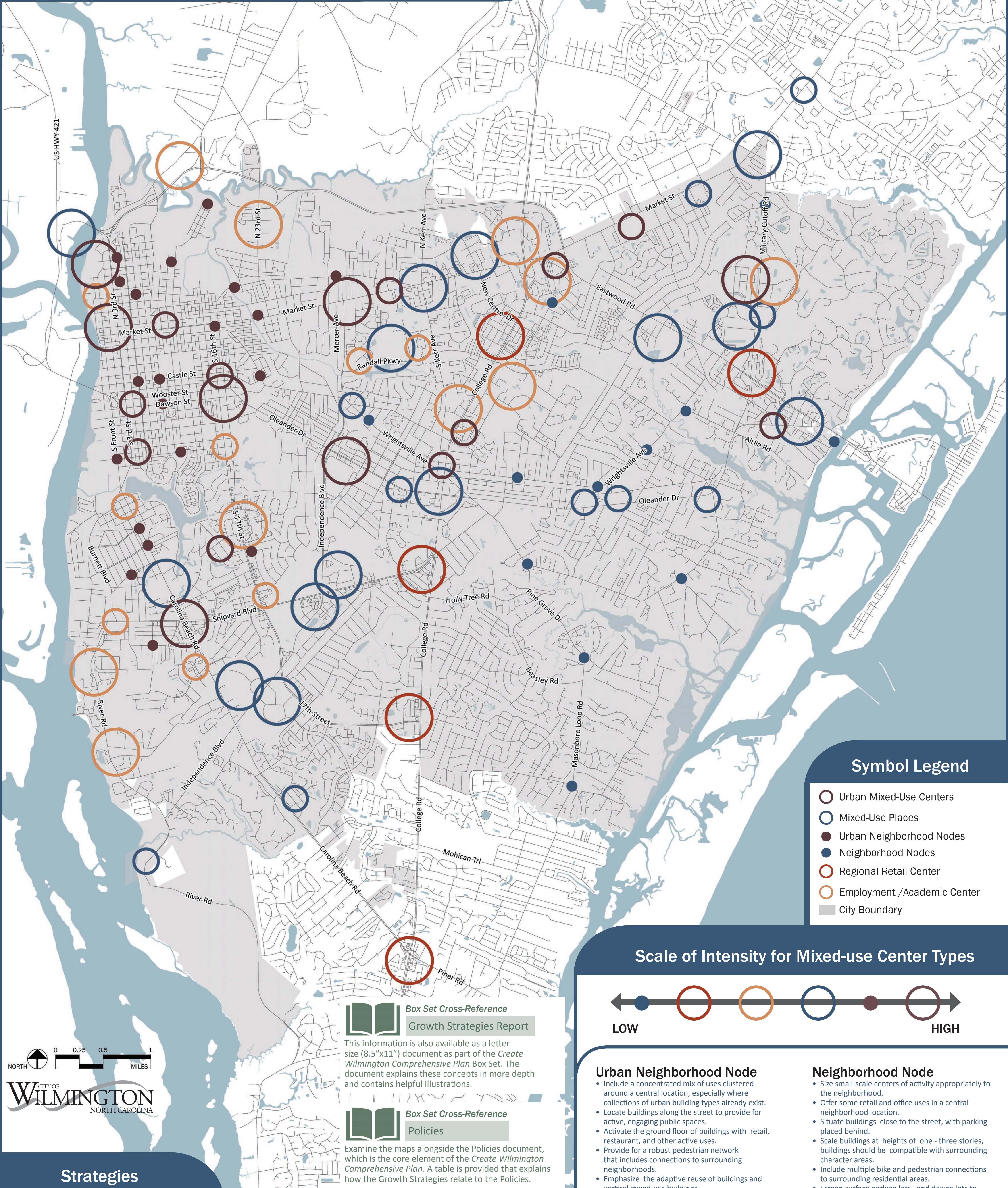
There are several types of Corridors and Complete Streets. These vary based on preferred building conditions, street design, pedestrian priority, overall character, regional significance, and other factors.

Transit that Works
This map is designed to prioritize specific corridors for transportation system upgrades, including, but not limited to: faster transit travel times, more comfortable transit riding and waiting conditions, and a strong relationship to high- and moderate-density land uses that facilitate walking, and bicycling. The strategies associated with this map encourage more transit stations in areas that integrate other land uses and serve as focal points to their surroundings.

The map employs a "transit-oriented" and "transit-ready" development framework for urban growth, where transportation is coordinated with Mixed-use Centers and Corridors and Complete Streets maps so that each may reinforce the others.

Green Connections & Open Spaces
Pedestrian and bicycle mobility is at the forefront of creating a livable city. Wilmingtonians have expressed great interest in being able to walk and bike comfortably and safely, including incorporating these modes into daily needs and social activities. This may include going to the park, exercising, shopping, going out for the evening, and commuting to work. A robust network of green connections and open spaces is proposed throughout the city.

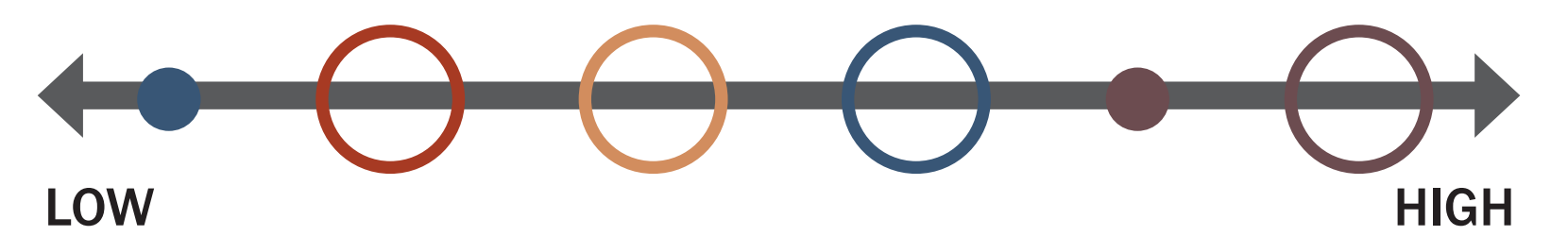
Green connections are classified by existing and proposed facilities in the New Hanover County Greenway Plan. Beyond these facilities, additional conceptual connections are also suggested in the plan. There are generally three types of solutions suggested to achieve a well-connected system.



Symbol Legend

- Urban Mixed-Use Centers
- Mixed-Use Places
- Urban Neighborhood Nodes
- Neighborhood Nodes
- Regional Retail Center
- Employment /Academic Center
- City Boundary

Scale of Intensity for Mixed-use Center Types



Urban Neighborhood Node

- Include a concentrated mix of uses clustered around a central location, especially where collections of urban building types already exist.
- Locate buildings along the street to provide for active, engaging public spaces.
- Activate the ground floor of buildings with retail, restaurant, and other active uses.
- Provide for a robust pedestrian network that includes connections to surrounding neighborhoods.
- Emphasize the adaptive reuse of buildings and vertical mixed-use buildings.
- Reinforce and repair the existing block structure found in the Greater Downtown similar areas of the city to emphasize walkability.
- Limit parking to emphasize walking and transit connections; on-street parking should be used while large surface parking lots are discouraged.

Neighborhood Node

- Size small-scale centers of activity appropriately to the neighborhood.
- Offer some retail and office uses in a central neighborhood location.
- Situate buildings close to the street, with parking placed behind.
- Scale buildings at heights of one - three stories; buildings should be compatible with surrounding character areas.
- Include multiple bike and pedestrian connections to surrounding residential areas.
- Screen surface parking lots, and design lots to enhance rather than inhibit pedestrian mobility.

Employment /Academic Center

- Emphasize areas of economic activity associated with academic and/or employment areas (offices manufacturing hubs, and small businesses).
- Provide a commercial and civic focal point for the provision of daily services and the exchange of ideas, especially for the benefit of entrepreneurial growth, client and talent attraction, and employee health.
- Introduce housing and commercial uses where appropriate.

Regional Retail Center

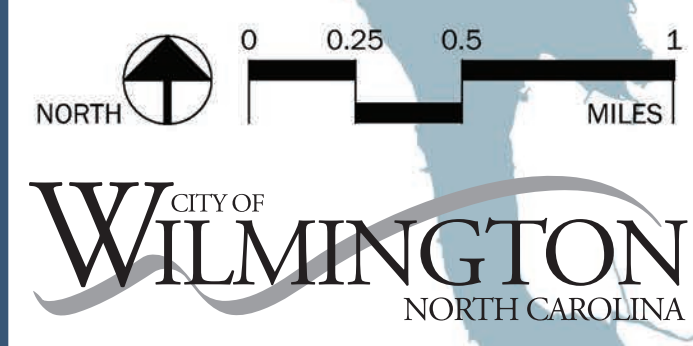
- Accommodate large-format retail stores and other commercial suburban development prototypes.
- Facilitate an efficient flow of automobile and delivery traffic.
- Accommodate the pedestrian whenever possible.
- Improve retail visibility through a cohesive development pattern and access between and among various sites.
- Include strategic connections to surrounding neighborhoods.

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Strategies

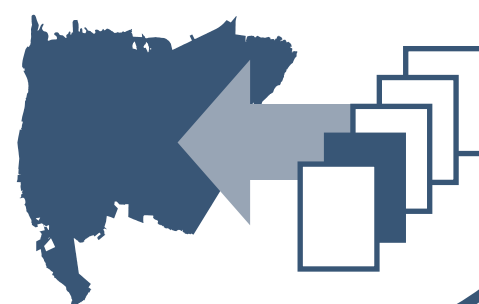
Urban Mixed-use Center

- Develop with high and moderate densities and lot coverage.
- Create and reinforce highly active, pedestrian-focused streetscapes.
- Reinforce or introduce traditional urban development patterns characterized by a highly connected system of small blocks, alleys, numerous pedestrian connections, and a mix of building types.
- Arrange buildings to create a comfortable public space and relate to one another as part of a larger placemaking scheme.
- Include a rich mix of uses; limit single-use developments with large building footprints.
- Place buildings directly onto public streets and provide active ground-floor uses.

- Include well-connected pedestrian network with abundant amenities.
- Use structured and on-street parking to accommodate higher densities; limit surface parking lots and exposed parking deck facades, especially along pedestrian streets.
- Create strong multimodal connections to adjacent neighborhoods.
- Encourage the adaptive reuse of buildings with urban qualities, such as civic frontage, height greater than one story, and interesting character.

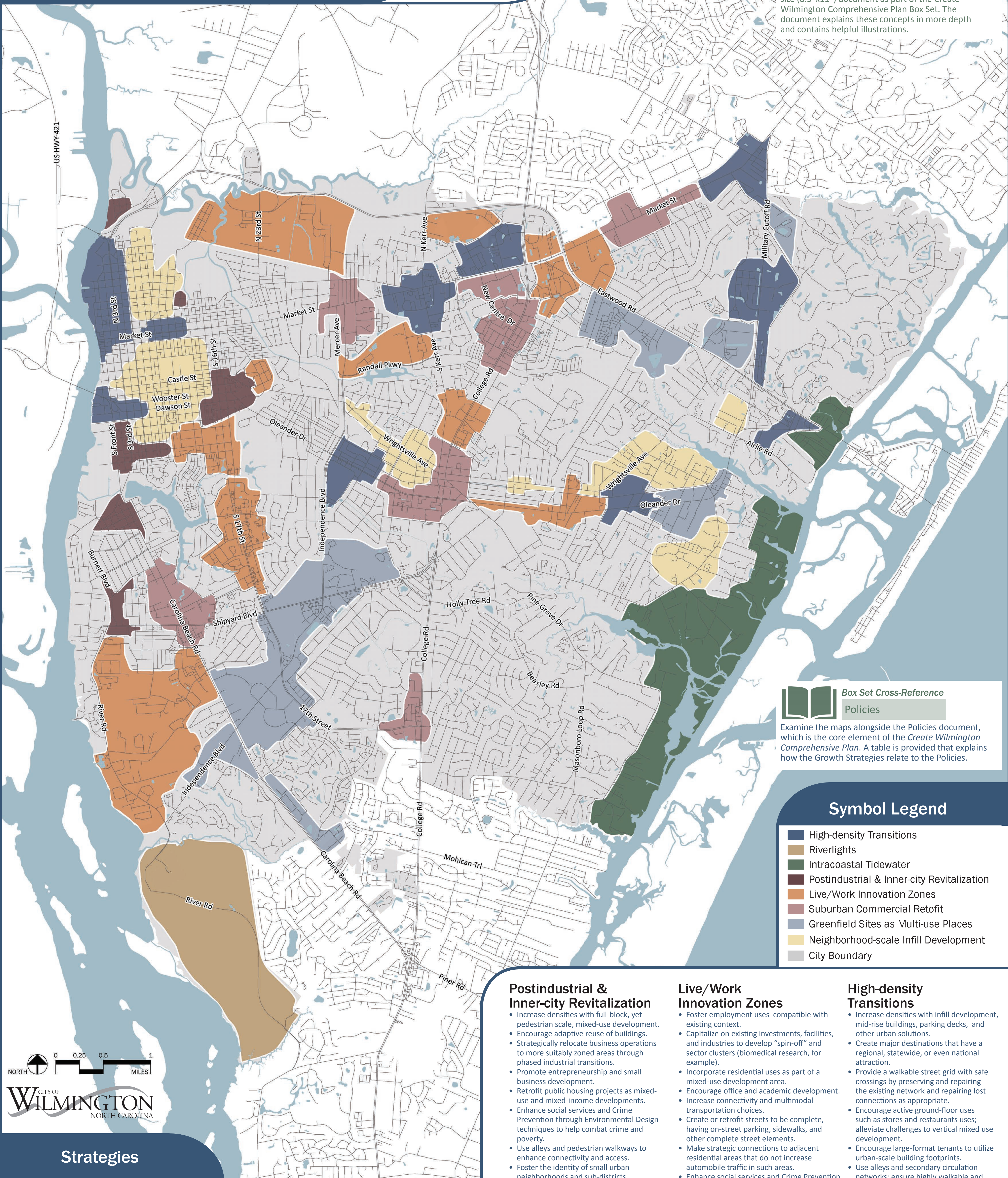
Mixed-use Place

- Develop with moderate densities and lot coverages.
- Include walkable components and some vertical mixed-use buildings.
- Design active pedestrian streetscapes and strong connections to adjacent neighborhoods.
- Include shopping centers that with mixed-use and main street characteristics.
- Use structured and on-street parking to accommodate densities; limit surface parking lots and exposed parking deck facades, especially along pedestrian streets.
- Provide a well-connected grid street system.
- Use alleys to limit the number of driveways along the block face.



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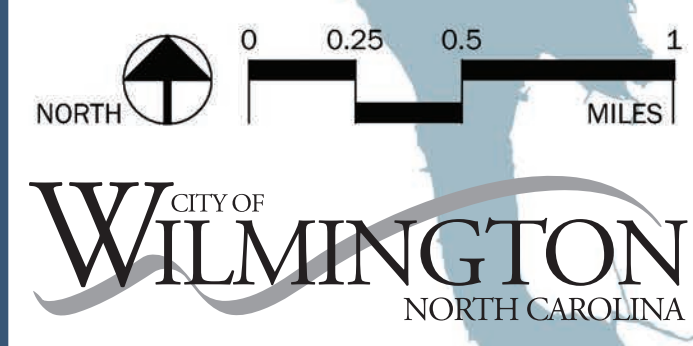


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Policies

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Symbol Legend

- High-density Transitions
- Riverlights
- Intracoastal Tidewater
- Postindustrial & Inner-city Revitalization
- Live/Work Innovation Zones
- Suburban Commercial Retrofit
- Greenfield Sites as Multi-use Places
- Neighborhood-scale Infill Development
- City Boundary



Strategies

Greenfield Sites as Multi-use Places

- Implement adopted master plans; create new master plans as needed.
- Encourage town centers and other suburban mixed-use development types.
- Make connections to adjacent areas and incorporate them into new development.
- Provide abundant open space and buffers along low-density neighborhoods, but integrate with existing multifamily and commercial areas.

Suburban Commercial Retrofit

- Maximize structured parking and concealed parking and minimize the use of large surface parking lots.
- Develop multi-use areas and provide multimodal connections between various uses.
- Encourage a variety of building types; employ new and traditional urban design principles in site and building design.
- Ensure a walkable block structure and a clear hierarchy of complete streets.
- Provide Main Streets with pedestrian-friendly storefronts and street furniture.

Suburban Commercial Retrofit

- Encourage infill development in surface parking lots.
- Overcome barriers to pedestrian movement such as excessive distances at street crossings, lack of sidewalks and crosswalks, and disconnected walking networks.
- Add residential uses and make connections to nearby existing residential areas.
- Develop design standards for commercial development.
- Use access management techniques, such as connected parking lots, to reduce the number of driveways along corridors.
- Retrofit underperforming and outdated suburban buildings and sites.
- Prioritize a more urban building prototype for large format and chain commercial developments.
- Establish an urban block structure in appropriate locations; convert parking lot driveways to full-service streets.

Postindustrial & Inner-city Revitalization

- Increase densities with full-block, yet pedestrian scale, mixed-use development.
- Encourage adaptive reuse of buildings.
- Strategically relocate business operations to more suitably zoned areas through phased industrial transitions.
- Promote entrepreneurship and small business development.
- Retrofit public housing projects as mixed-use and mixed-income developments.
- Enhance social services and Crime Prevention through Environmental Design techniques to help combat crime and poverty.
- Use alleys and pedestrian walkways to enhance connectivity and access.
- Foster the identity of small urban neighborhoods and sub-districts.
- Repair street connectivity and block structure that has been lost over time.

Live/Work Innovation Zones

- Foster employment uses compatible with existing context.
- Capitalize on existing investments, facilities, and industries to develop "spin-off" and sector clusters (biomedical research, for example).
- Incorporate residential uses as part of a mixed-use development area.
- Encourage office and academic development.
- Increase connectivity and multimodal transportation choices.
- Create or retrofit streets to be complete, having on-street parking, sidewalks, and other complete street elements.
- Make strategic connections to adjacent residential areas that do not increase automobile traffic in such areas.
- Enhance social services and Crime Prevention through Environmental Design techniques to combat crime and poverty.
- Reconsider industrial zoning that calls for excessive separation of uses.

High-density Transitions

- Increase densities with infill development, mid-rise buildings, parking decks, and other urban solutions.
- Create major destinations that have a regional, statewide, or even national attraction.
- Provide a walkable street grid with safe crossings by preserving and repairing the existing network and repairing lost connections as appropriate.
- Encourage active ground-floor uses such as stores and restaurants uses; alleviate challenges to vertical mixed use development.
- Encourage large-format tenants to utilize urban-scale building footprints.
- Use alleys and secondary circulation networks; ensure highly walkable and active streetscapes.
- Place parking to the rear of buildings and ensure primary building access from the public sidewalk network.
- Create design guidelines for key areas as needed.

Intracoastal Tidewater

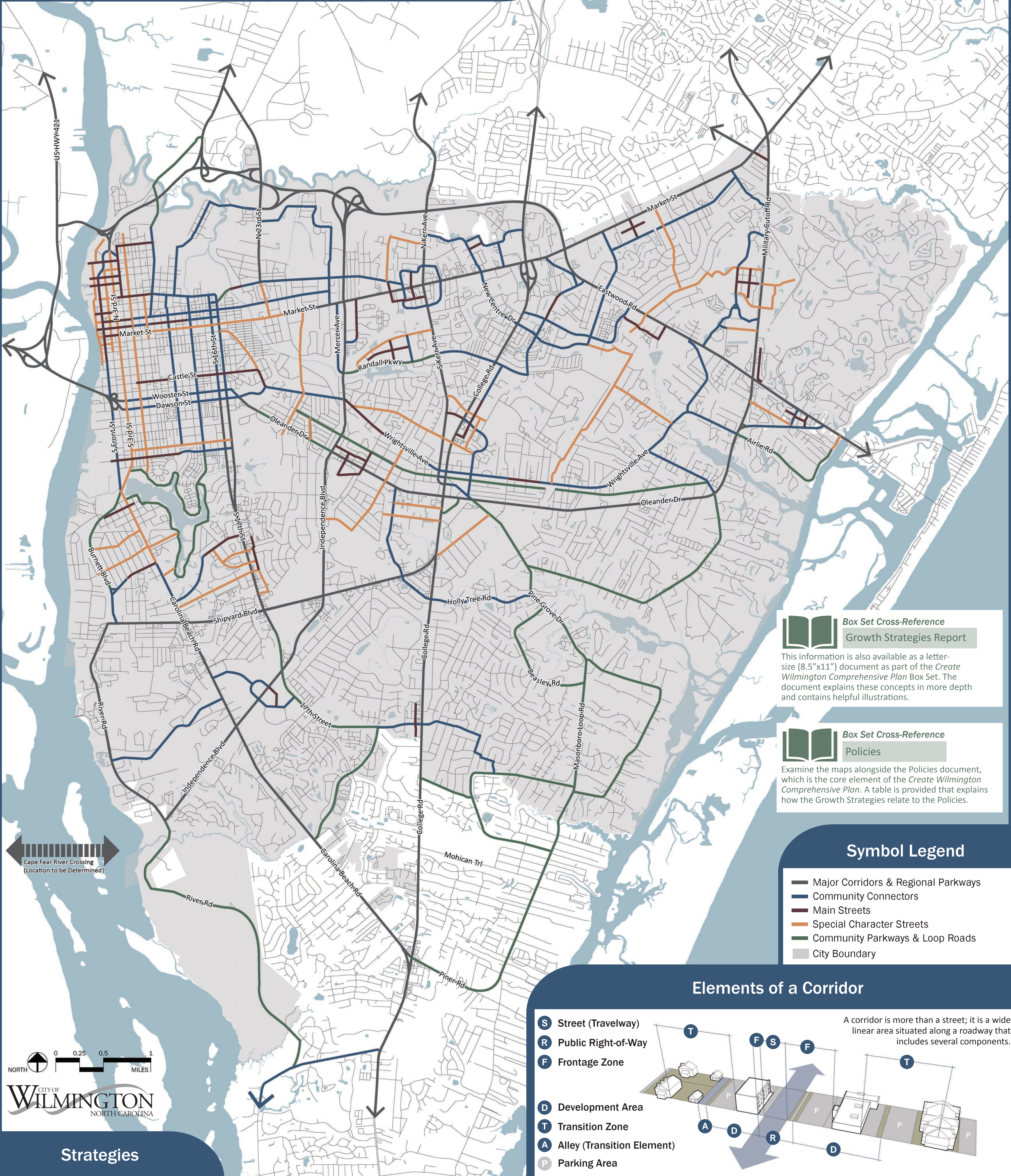
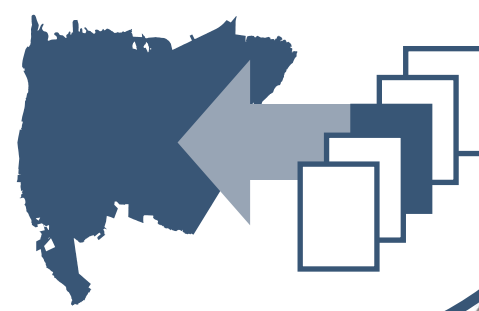
- Focus on preserving character and single-family compatibility, including preservation of the National Register Historic District.
- Create pedestrian, bicycle, and small motor vehicle connections from various road segments and driveways.
- Increase public and semi-public water access.
- Consider accessory dwelling units and alternative building types.
- Consider coastal design guidelines for new development.
- Limit the number of driveways along parkways and loop road corridor types; encourage shared access and a network of connected streets and pathways.

Neighborhood-scale Infill Development

- Focus on small-lot infill development, especially single-family residential.
- Place particular emphasis on surrounding neighborhood fabric.
- Encourage neighborhood-scale commercial development along corridors to serve the neighborhood.
- Enhance neighborhood gateways through streetscape improvements, public art, signage and buildings that front towards the street.
- Prioritize the redevelopment of out-of-place sites, such as a small-scale industrial area with out-buildings in a residential area.

River Lights

- Implement adopted master plans.
- Encourage mixed-use centers and new and traditional development patterns.
- Ensure that new development meets the intent of adopted plans.
- Encourage public water access areas and incorporate natural features into the public space network.



Box Set Cross-Reference
Growth Strategies Report

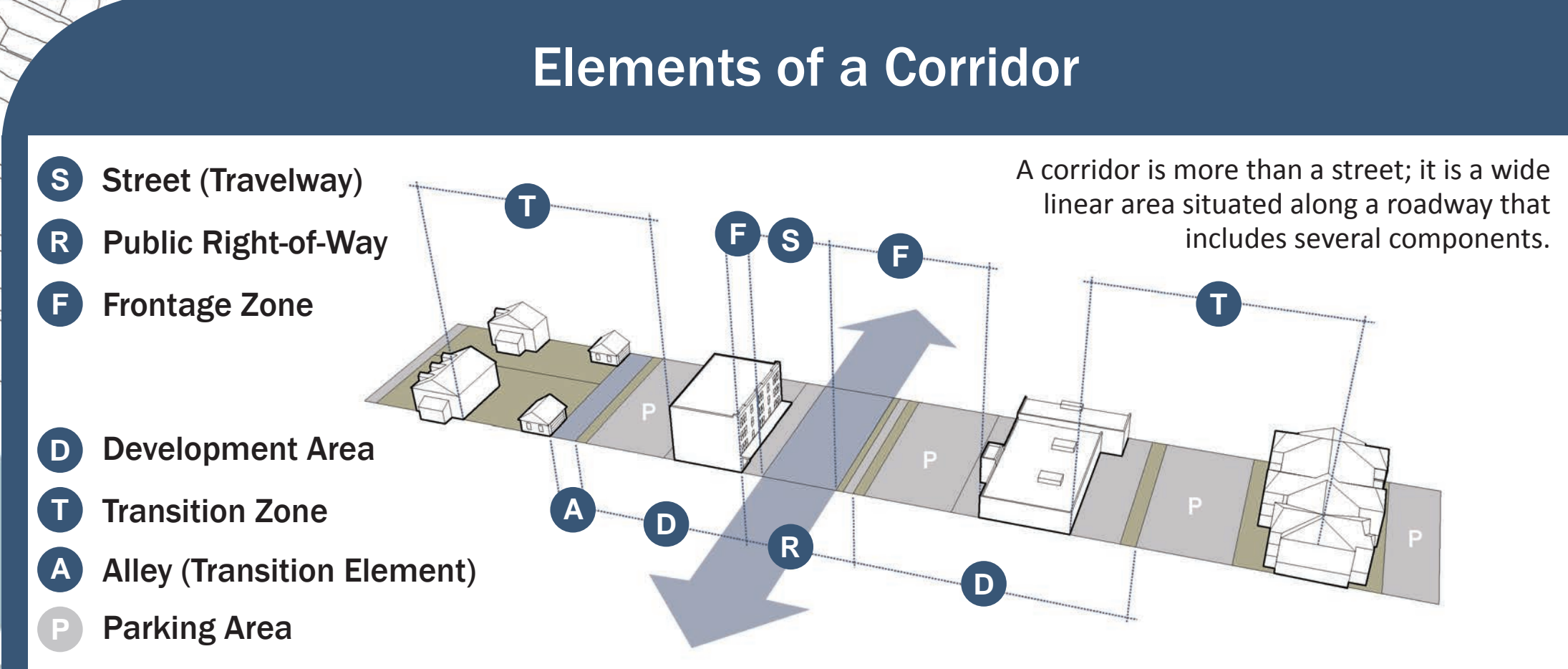
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Symbol Legend

- Major Corridors & Regional Parkways
- Community Connectors
- Main Streets
- Special Character Streets
- Community Parkways & Loop Roads
- City Boundary



Strategies

Major Corridors & Regional Parkways

- Design these multimodal thoroughfares with some walkable qualities, including grade-separated bike lanes, sidewalks, and appropriate crosswalks.
- Prioritize motor vehicle mobility.
- Place buildings along these corridors back from the roadway to accommodate signage and some parking in front of the building, landscaped street yards, and parking lot landscaping.
- Add landscaped medians, where possible.
- Buffer sidewalks, bike lanes, and multi-use paths from the motor vehicle lanes.

Community Connectors

- Create transitions from regional-scale roadways to neighborhood and business areas. These streets are sometimes called "collector streets," though they may also be classified as arterials.
- Line these corridors with a mix of building and site types at varying densities and setbacks.
- Utilize trees and landscaping, and include adequate bike lanes and sidewalks.
- Design buildings and site with a variety of frontage types, including more urban conditions that foster safe pedestrian activity.
- Use these transitional corridors to protect existing residential character.

Main Streets

- Prioritize the pedestrian along these small-scale streets with shops, on-street parking, and buildings fronting continuously onto the sidewalk.
- Enhance these corridors with medians and streetscape improvements.
- Incorporate existing storefronts and infill development at high densities, while making smooth transitions into adjacent neighborhoods.
- Place parking to the rear or side of buildings, and not in the front of buildings. Surface parking lots on street corners should not be permitted.
- Limit the visibility of surface parking lots and parking deck facades are along these streets.
- Foster a public realm that significantly favors pedestrians over automobiles.
- Encourage storefronts, lobbies, individual building entries, and other active ground-floor conditions that work together along the street to create a continuous corridor.

Special Character Streets

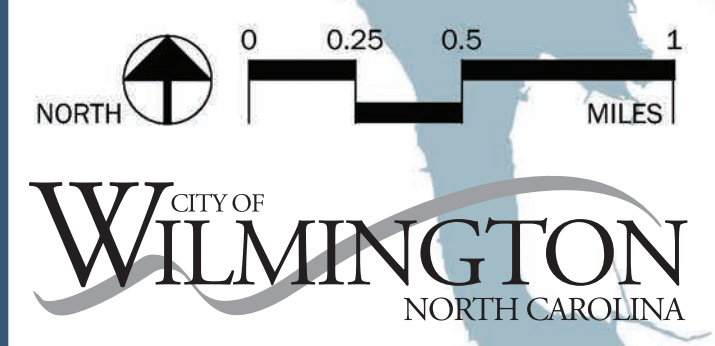
- Promote development and redevelopment, reduce pedestrian-automobile conflicts, and preserve historic streetscape elements currently located in these roadways.
- Minimize the visibility of surface parking lots and parking deck facades, especially along primary pedestrian streets.
- Prioritize pedestrian and bicycle mobility and placemaking efforts while continuing to accommodate moderate to large volumes of motor vehicle traffic.

Community Parkways & Loop Roads

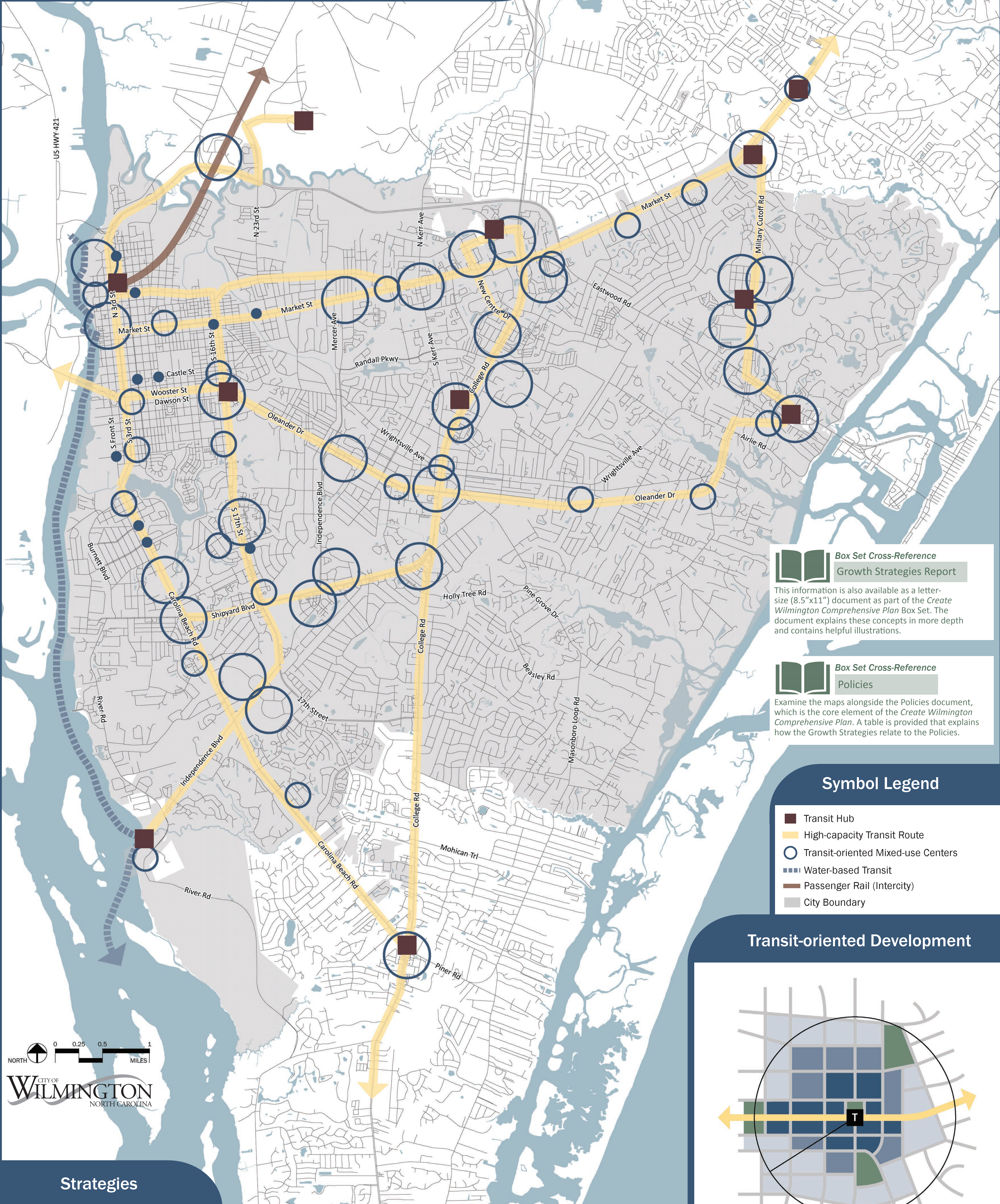
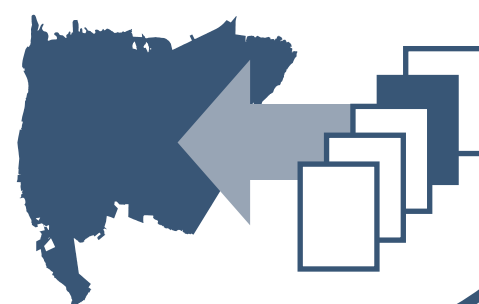
- Maintain parkway corridors as scenic multimodal roadways with trees and landscaping.
- Include landscaped medians, bike and pedestrian facilities, and access management elements, such as limited driveways.
- Maintain scenic character by limiting sprawling commercial development.
- Maximize green landscaped frontages.

Residential Streets & Other Local Corridors

- Consider the character of the community, network connectivity and pedestrian mobility and keep at the forefront of design consideration when dealing with city streets.
- Implement traffic calming measures for neighborhood areas; using a variety of techniques such as landscape features, traffic circles, and others.



Cape Fear River Crossing
(Location to be Determined)



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Symbol Legend

- Transit Hub
- High-capacity Transit Route
- Transit-oriented Mixed-use Centers
- Water-based Transit
- Passenger Rail (Intercity)
- City Boundary

Transit-oriented Development

High-density mixed-use development patterns intentionally planned around transit stations and/or stops with an integrated pedestrian network, open space and appropriate transitions to surrounding neighborhoods. This relationship maximizes the use of transit and provides accessible destinations.

Transit System:

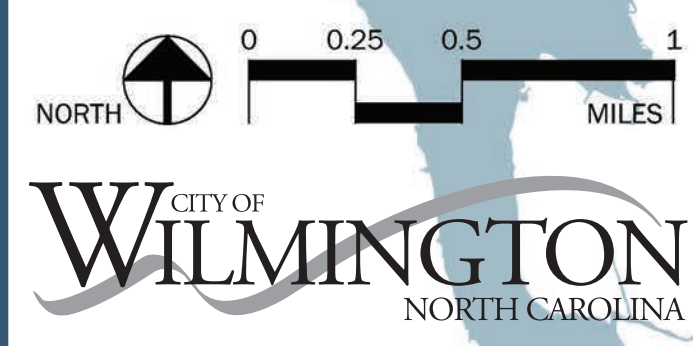
- Transit Station / Stop
- High-capacity Transit Route
- 1/4-mile Radius (Comfortable Walking Distance)

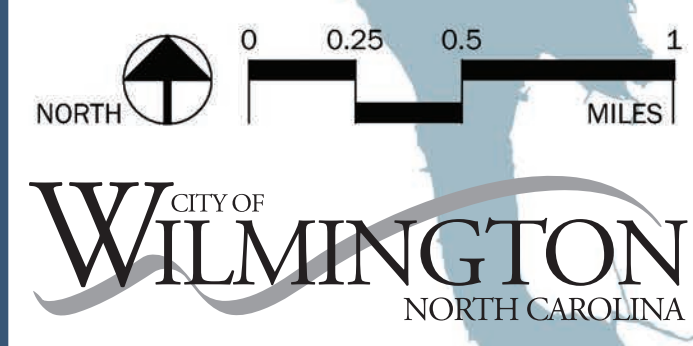
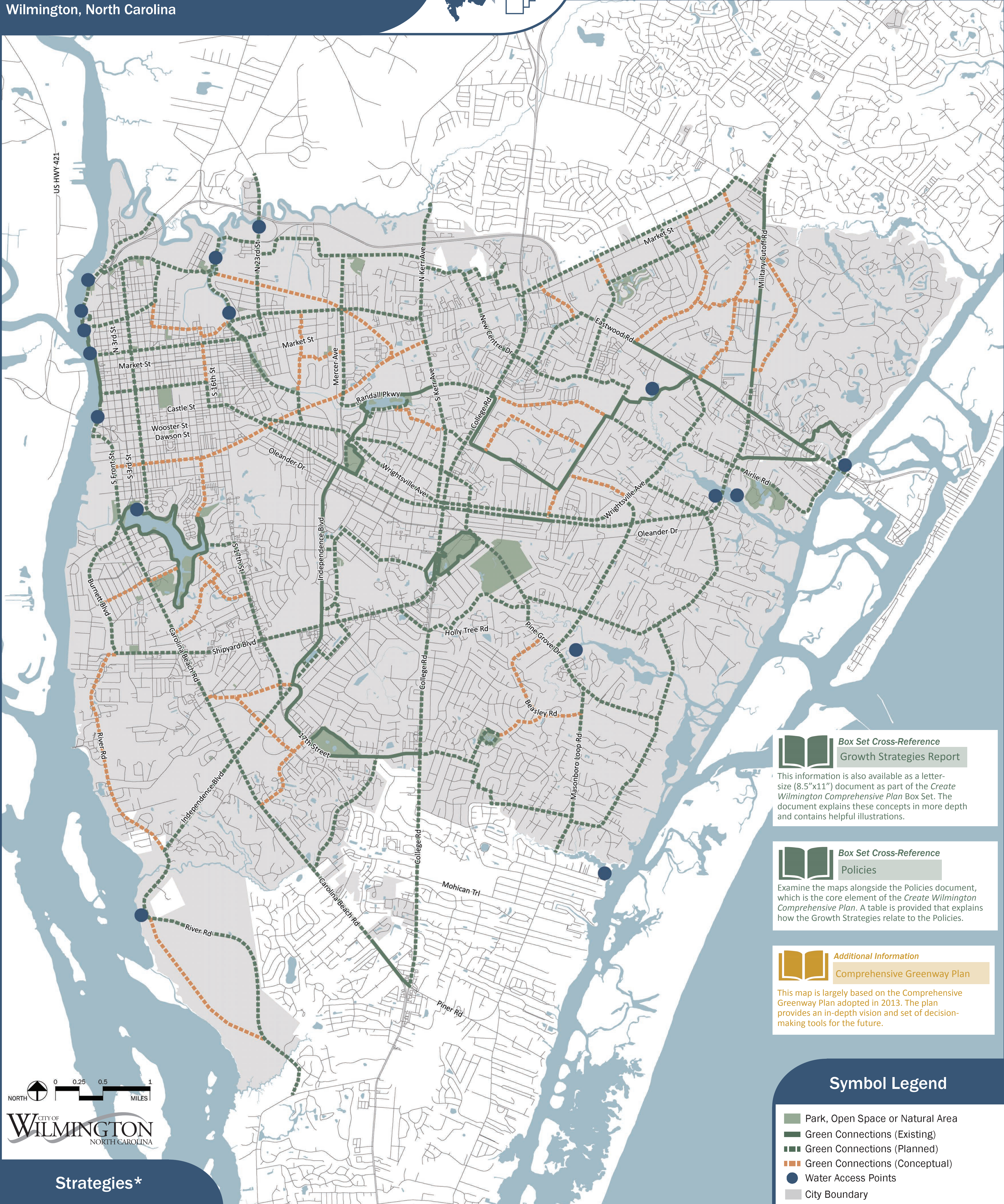
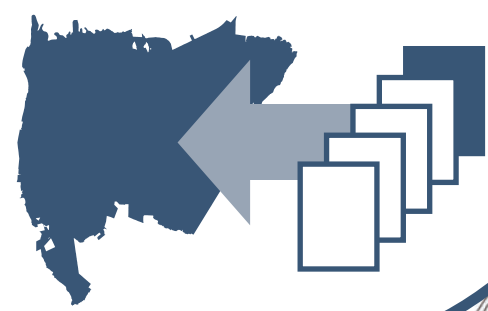
Integrated Development:

- High-density Mixed-use Area
- Moderate-density Mixed-use Area
- Moderate-, to Low-density Transition Area
- Open Space

- Strategies**
- Transit-oriented Mixed-use Centers**
 - Develop mixed-use centers located along high-capacity transit routes; note that most of the Mixed-use Centers designated on the Growth Strategies Maps are located along a proposed high-capacity transit line.
 - Supplement the transit systems within and between Mixed-use Centers, such as a trolley in the Downtown Core or a shuttle system around the university area.
 - Transit Hub**
 - Maximize the intensity and density of surrounding development including significant public spaces associated with the development of transit stations, and make integrated, intentionally-designed connections to these facilities.
 - Encourage the location of transit stations in proximity to development and passenger destinations.
 - Identify and plan future transit connections to potential "park & ride" locations.
 - High-capacity Transit Route**
 - Improve transit service along these priority transit corridors, along with higher-density development in order to establish and contribute to the required demand to operate the service.
 - Include transit service options, such as improved bus service to a modern streetcar line.
 - Support higher-density residential development along priority transit corridors.
 - Water-based Transit Service**
 - Use the Cape Fear River as a transportation corridor to connect Wilmington with southern New Hanover County and Brunswick County.
 - Develop an efficient ferry system that does not conflict with port operations.
 - Use a water taxi system to connect the east and west banks of the Cape Fear River downtown.
 - Conventional Bus Transit System***
 - Maximize development density and intensity around bus routes, with proposed transit stations, and make high-quality connections to these facilities.
 - Encourage the location of transit stations in proximity to development and passenger destinations.

*Conventional bus transit system is not shown on this map.





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Additional Information
Comprehensive Greenway Plan

This map is largely based on the Comprehensive Greenway Plan adopted in 2013. The plan provides an in-depth vision and set of decision-making tools for the future.

Symbol Legend

- Park, Open Space or Natural Area
- Green Connections (Existing)
- Green Connections (Planned)
- Green Connections (Conceptual)
- Water Access Points
- City Boundary

Strategies*

Types of Green Connections

Multi-Use Paths & Bike Lanes

- Include a physical separation between motor vehicle traffic and multi-use paths; improve use pedestrian street crossings.
- Design these facilities for bicycle riding over long distances in a comfortable setting.
- Locate bike lanes adjacent to motor vehicle or parking lanes on the roadway. Use buffers to separate cyclist from traveling cars. Bike lanes should be accompanied by sidewalks.
- Use bicycle-automobile shared-lane arrows, also known as sharrows, in low automobile traffic areas to indicate bicycle traffic may also sharrow the lane with vehicular traffic.

Greenways, Trails, Alleys & Riverwalks

- Where appropriate, dedicated these facilities for bicycle and pedestrian travel.
- Locate these facilities away from busy automobile traffic.
- Create strategic connections between areas.
- Include alternative pathway types, such as boardwalks, park trails, pedestrian alleys, and others.
- Include these facilities as linear parks for recreation and low-intensity transportation.

Main Streets & Pedestrian Priority Streetscapes

- Focus on walkable areas of the urban environment that are used for both transportation and recreation.
- Provide amenities such as frequent crosswalks and signals, traffic calming street design, alternative paving materials, on-street parking, street trees, enhanced streetscape elements, buildings that face the sidewalk, and limited driveways along the street.
- Connect walkable destinations and mixed-use centers.
- Provide adequate bike parking.

Types of Open Spaces

Protected Natural Areas

- Maintain large areas undisturbed by human settlement.
- Include meaningful open spaces.
- May include walking/biking trails and waterway access points
- Maintain national reputation for scenic and natural characteristics found in the Lower Cape Fear Region.

Community Parks & Facilities

- Prioritize formal parks with active and passive components, including athletic facilities, walking trails, and a variety of areas for various uses.
- Include schoolyards and other large outdoor recreation areas.
- Provide parking lots for access, and prioritize cycling and walking connections.
- Locate facilities within and near neighborhoods.

Plazas & Pocket Parks

- Dedicate smaller portions of land for recreation and open space.
- Include small playgrounds, seating areas, courtyards, and plazas, as appropriate.
- Utilize green areas (covered with grass and trees), hardscape (paving materials), or a mix of both.
- Prioritize these open spaces in dense areas.
- Ensure visibility from the street and surrounding buildings to ensure safety and reduce crime.

*Strategies provide a variety of ways to achieve the mapped green connections system. The specific types of green connections and open spaces are not mapped in order to allow implementation flexibility.