



3

Implementing the Plan

Chapter Contents

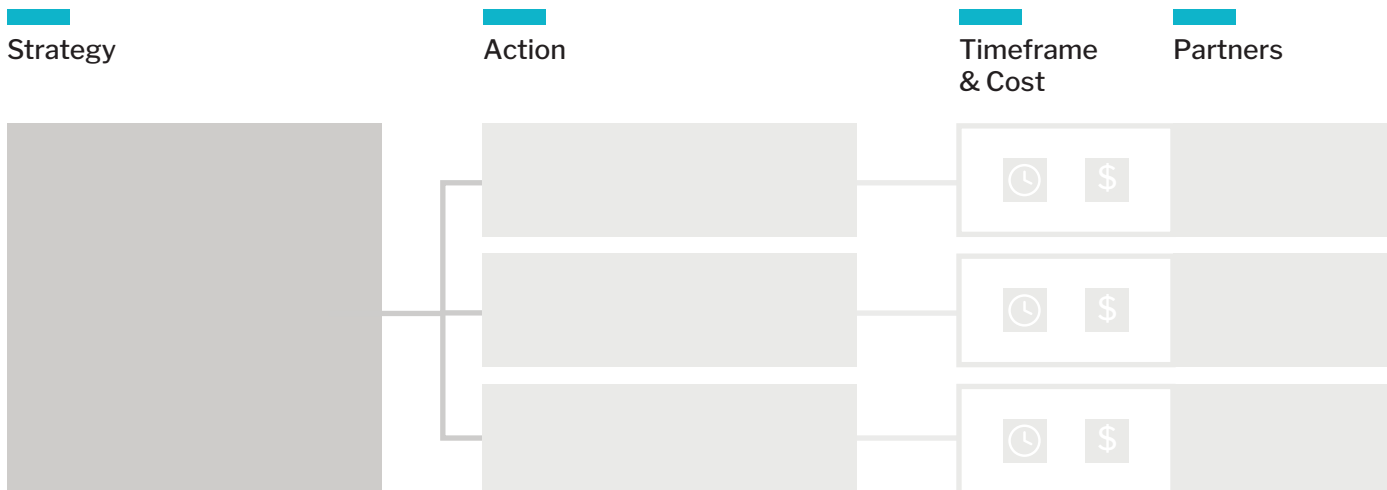
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Implementation Matrix

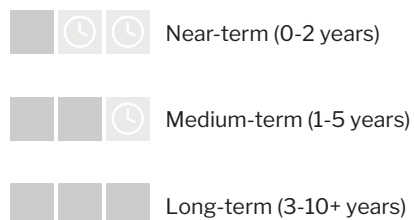
The community has spoken, and now it is time to get to work. This chapter provides timeframes, timeframe and cost estimates, and potential partners for each proposed action step, to help us turn the community's vision into real action.

The actions within this plan align our work with the community's vision, but do not guarantee that resources will be available to advance each action immediately or in the future. While these actions are comprehensive, they do not stop the city or other entities from pursuing other actions that also advance the goals of this plan. As additional actions and initiatives are considered, they should be evaluated in the context of how they advance the vision and goals outlined by the community in the plan.

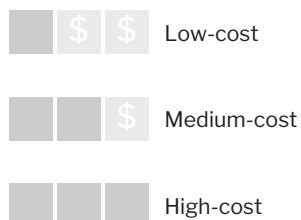
The actions in the implementation matrix are presented as shown in the diagram below. Each theme organizes a set of strategies, and each action within them is detailed with anticipated cost, time, and partner organizations. The legend below and to the right shows how estimated timeframes and costs are laid out in the implementation matrix. A glossary of abbreviations is also included.



Timeframe



Cost



Partners

Abbreviated Name	Full Name
AABC	Wilmington African American Business Council
ACW	Arts Council of Wilmington and New Hanover County
CCFC SBC	Cape Fear Community College, Small Business Center
CFMF	Cape Fear Memorial Foundation
ENG	City of Wilmington, Engineering Department
ED	City of Wilmington, Economic Development
H&N	City of Wilmington, Department of Housing and Neighborhood Services
HP	City of Wilmington, Historic Preservation Division
LANC	Legal Aid of North Carolina
NC CLT	North Carolina Coastal Land Trust
NC HoR D19	North Carolina House of Representative, District 19
NC SBTDC	North Carolina Small Business and Technology Development Center
NC Senate D8	North Carolina Senate, District 8
NEW	Network for Entrepreneurs in Wilmington
NHCE	New Hanover Community Endowment
NHC P&I	New Hanover County Permits & Inspections
NHC Tax Dept	New Hanover County, Tax Department
P&D	City of Wilmington, Planning & Development Department
P&R	City of Wilmington, Parks and Recreation Department
UFD	Urban Forestry Division
UNCW CI&E	University of North Carolina Wilmington, Center for Innovation and Entrepreneurship
WAVE	Cape Fear Public Transportation Authority
WBCVB	Wilmington and Beaches Convention & Visitors Bureau
WBD	Wilmington Business Development
WDI	Wilmington Downtown Incorporated
WHA	Wilmington Housing Authority
WMPO	Wilmington Urban Area Metropolitan Planning Organization

Theme #1

Local Character

Strategy	Action	- Timeframe +	
		- Cost	+ Partners
1. Make public spaces safe, welcoming, and enjoyable	1.1 Improve streets and parks to make them more welcoming.	     	P&R
	1.2 Offer more activities and amenities in parks.	     	P&R
	1.3 Make public spaces safer.	     	P&R, WDI, ED
	1.4 Add public art that reflects our community.	     	ACW
	1.5 Create a parks conservancy.	     	P&R, NHCE, NC CLT
	1.6 Add better, multilingual signs to help people find their way around greater downtown.	     	P&D, ED, WMPO, WDI, WBCVB

2. Ensure new development fits in with the area's historic look and feel	2.1 Support local makers and artists.	     	P&D
	2.2 Make historic homes easier to own and maintain.	     	HP
	2.3 Launch an incentive program to reuse older buildings.	     	P&D, EDD, NHC Tax Dept, NC HoR D19, NC Senate D8
3. Encourage Neighborhoods Where Everyone Can Meet Their Everyday Needs	3.1 Support urban mixed use (umx) zoning and mixed-use redevelopment of major housing developments.	     	WHA, P&D
	3.2 Make it easier for everyone to find and afford fresh, healthy food.	     	EDD, AABC, WDI, CFMF
	3.3 Attract more everyday services to the neighborhood.	     	EDD
	3.4 Connect residents to job training and employment opportunities.	     	EDD, AABC, WDI, CFMF

Theme #1

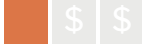
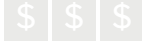
Local Character (cont.)

Strategy	Action	- Timeframe +		
		- Cost	+ Partners	
4. Create More Green Spaces and Plant More Trees	4.1 Put the Urban Forestry Master Plan into action.	 	UFD	
	4.2 Encourage efforts to build resiliency.	 	UFD, ENG	
	4.3 Choose the right trees for the right places.*	 	P&D	
	4.4 Add green spaces.	 	P&R, NCDOT	
	4.5 Turn vacant lots into pop-up green spaces	 	NHC Tax Dept	

* This action is ongoing and therefore does not include a timeframe.

Theme #2

Economy

Strategy	Action	-Timeframe+		Partners
		- Cost	+ Partners	
1. Improve Access to Affordable, High-Quality Housing	1.1 Help more people access existing housing programs.	 		P&D, H&N
	1.2 Support legal assistance for housing issues	 		P&D, H&N, LANC
	1.3 Develop targeted area plans with land use and design expectations for high impact strategic sites.	 		P&D, WHA
	1.4 Turn around vacant or neglected homes.	 		P&D, H&N, City Attorney
	1.5 Continue to use public land for affordable housing.	 		WHA
	1.6 Update zoning to allow “missing middle” housing.	 		P&D, H&N
	1.7 Encourage new affordable housing in areas of opportunity.	 		

Strategy	Action	- Timeframe +		
		- Cost	+ Partners	
3. Use Public Land to Support Community Goals	3.1 Use public property to help meet community needs.	  		
		  		
	3.2 Create focus area plans that show what's possible—and get the community excited.	  		
		  		

Theme #3

Small Business

Strategy	Action	-Timeframe+		Partners
		- Cost	+ Partners	
1. Make Business Districts More Attractive and Welcoming	1.1 Help merchants beautify their storefronts and streets.	 		EDD
	1.2 Expand grant programs for storefronts, signage, and art projects.	 		WDI, AABC, WBD, EDD
	1.3 Support business district efforts.	 		EDD
2. Support Existing Businesses and Attract New Ones	2.1 Attract and keep businesses that offer a range of goods, dining, and entertainment.	 		WDI, AABC, WBD, EDD, UNCW CI&E, CCFC SBC
	2.2 Support the creation of a small business concierge service.	 		EDD
3. Make Local Rules and Processes More Business-Friendly	3.1 Make it easier to test new business ideas.	 		P&D, NHC P&I
	3.2 Simplify the overall process for registering and opening a business.	 		EDD, P&D, NHC P&I

Theme #4

Mobility

Strategy	Action	- Timeframe +	
		- Cost	+ Partners
1. Make Streets Safe and Accessible for Everyone	1.1 Add more curb extensions to calm traffic and make crossings safer.	\$	ENG, P&D, NCDOT
	1.2 Build priority sidewalk and crossing projects from the 2023 Walk Wilmington Plan.	\$	ENG, P&D
	1.3 Work to eliminate pedestrian fatalities and serious injuries.	\$ \$	ENG, P&D, NCDOT, WMPO
	1.4 Fund and support complete streets projects.		ENG, P&D

Strategy	Action	- Timeframe +		Partners
		- Cost	+ Partners	
2. Build a Connected Trail Network for Walking and Biking Across Greater Downtown	3.1 Finish the Downtown Trail, all the way from the river to Frest Hills.	\$ \$		ENG, P&D
	3.2 Connect the Riverwalk to Greenfield Lake.			ENG, P&D, WMPO
	3.3 Plan for a future rail-trail on the Southside.			ENG, P&D, WMPO

Theme #4

Mobility (cont.)

3. Make it Easier to Get Around Greater Downtown Without a Car	3.1 Upgrade key streets for safer walking and biking.	 	ENG, P&D
	3.2 Expand and promote the City's bike rack program.	 	ENG, P&D
	3.3 Reconnect streets and sidewalks through redevelopment.	 	ENG, P&D

Strategy	Action	- Timeframe +	
		- Cost	+ Partners
3. Make It Easier to Get Around Downtown Without a Car	3.4 Make It Easier to “Park Once” and Explore.	  	ENG, P&D
		  	
	3.5 Improve Signs and Maps for Parking and Getting Around.	  	ENG, P&D, WMPO
		  	
	3.6 Help Service Workers Get to Work Affordably	  	ENG, P&D, WMPO
		  	
	3.7 Protect Neighborhoods with Smarter Parking Rules.	  	ENG, P&D
		  	
	3.8 Pilot Temporary Street Closures for Pedestrians.	  	ENG, P&D
		  	
	3.9 Make Bus Stops Safer and More Comfortable	  	WAVE, P&D
		  	
	3.10 Help spread the word about safe travel habits and why walkable, bikeable communities are good for everyone. .	  	ENG, P&D, WMPO
		  	

Citations

(1) U.S. Census Bureau. (n.d.). RACE. American Community Survey, ACS 5-Year Estimates Detailed Tables, Table B02001.

(2) U.S. Census Bureau, U.S. Department of Commerce. (n.d.). Median Gross Rent (Dollars). American Community Survey, ACS 5-Year Estimates Detailed Tables, Table B25064.

(3) U.S. Census Bureau. (n.d.). Age and Sex. American Community Survey, ACS 1-Year Estimates Subject Tables, Table S0101.

(4) U.S. Census Bureau. (n.d.). Means of Transportation to Work by Selected Characteristics for Workplace Geography. American Community Survey, ACS 5-Year Estimates Subject Tables, Table S0804.

(5) U.S. Census Bureau, U.S. Department of Commerce. (n.d.). Industry by Sex for the Civilian Employed Population 16 Years and Over. American Community Survey, ACS 5-Year Estimates Subject Tables, Table S2403.

(6) CoStar Data Q1 2014 through Q1 2022.

(7) U.S. Census Bureau, U.S. Department of Commerce. (n.d.). Gross Rent as a Percentage of Household Income in the Past 12 Months. American Community Survey, ACS 5-Year Estimates Detailed Tables, Table B25070.

(8) U.S. Census Bureau. (n.d.). American Community Survey 2023 5-Year Estimates. U.S. Department of Commerce.

(9) CoStar Data Q1 2014 through Q1 2022.

(10) U.S. Census Bureau, U.S. Department of Commerce. (n.d.). Household Size by Vehicles Available. American Community Survey, ACS 5-Year Estimates Detailed Tables, Table B08201.

(11) Google. (2023, December). Created by & Access using Google Maps. Google. <https://maps.google.com>



Wilmington Greater Downtown Plan





Photo Credit: City of Wilmington