

Summary Listing of Brainstormed Priorities for the Comprehensive Plan

The following is a complete listing of all brainstormed priorities for the Comprehensive Plan as identified at the May 14, 2013 citywide kickoff meeting. Items have been sorted into categories. These categories were not predetermined, rather, they were suggested by the frequency of similar items. The assignment of an item to one category or another is a judgment call, and subject to other equally valid viewpoints. In addition to sorting by category, the priorities have been arranged according to the overall priority implied by the total number of votes received within each category. The exercise is not intended to be legalistic in nature but, rather, an opportunity to get a quick perspective on possible priorities for the plan as seen at the beginning of the process. Participants were asked to list characteristics they favored ("The Desired Future") and characteristics they did not want in the city ("The Unwanted Future").

"The Desired Future"

Category	Desired Characteristic	Votes
Cultural Resources		28
	City art museum downtown	6
	New TV station (public)	4
	Stronger cultural & art scene	3
	City pressure county to support the arts (arts council, etc.)	2
	Continued emphasis of arts & history, museums, etc.	2
	Downtown renaissance	2
	Convert water street parking deck to a roof garden w/ bandstand w/ venues underneath (museum, cinemas)	1
	Public art	1
	More family friendly atmosphere "activities for families"	1
	Nautical fest return	1
	Embrace downtown night culture	1
	Drink on street downtown	1
	Keep quality of place in mind	1
	Progressive quality & effective culture	1
	Need an overall plan for nightlife	1
	Vibrant commitment to cultural events (i.e. theatre, dance, film, music & museums)	
	New annual community event	
	More dinner theaters	
	Awareness of community spaces & events	
	Evaluation of entertainment & lifestyle activities	
	Celebrate waterfront perhaps w/ nautical festival	
	Downtown museum of maritime science	
	Continue southern hospitality	
	History preserved & celebrated	

	Expand historic preservations	
	Metropolitan not "Mayberry"	
	Preserve historic structures & trees	
Economic Development		92
	Re-development & reuse of existing spaces buildings instead of new development	9
	Encourage in-fill development over green-fill development	8
	More resources for small businesses about the benefits of the cooperative model	7
	More corporate growth	6
	Comprehensive marketing plan (facility branding)	5
	Strategic historic preservation plan similar to Charleston	4
	Diverse economy of clean industries	4
	Wilmington to create sustainable living, incubator (i.e. triangle area) technologies-offshore wind development	4
	City should decide what "they" want and stick to it ("identity)	4
	Large amphitheater on riverfront multi-use facility w/parking near convention center	3
	Jobs for our kids & spouses	3
	Jobs kids can grow and stay	3
	Build another film studio (incentives)	3
	Cruise ships to Bermuda	2
	Develop a broader variety of tourist businesses & employment	2
	Downtown attraction	2
	Bring eco-friendly jobs & industry to Wilmington	2
	Local shopping (goods & services)	2
	Attract more knowledgeable workers & businesses	2
	New clean energy & employment	2
	Review history from successful Wilmington to determine the future (industry improvement)	2
	Provide port/access for medium sized cruise ships	1
	Bring a ship to compliment the battleship, USS America, the Love boat	1
	Retirement home center for ex-Hollywood professionals to teach locally	1
	Attract bigger business that help grow the intellectual capital of our local community	1
	Dedicated progress to increase tourism	1
	Clean economic prosperity	1
	Continued promotion of film industry	1
	Well researched and proven projects for economic development	1
	Encourage movies & arts industry	1

	Diverse job growth	1
	Economic development for impoverished areas	1
	Positive use of natural resources (marine research & film)	1
	Provide incentives for re-development over new development	1
	Leveraging location assets	
	More upscale shopping	
	City open & welcome to entrepreneurs	
	Create unity & diversity in downtown business	
	Movie theater downtown	
	Plan economic growth instead of economic free enterprise	
	Lose water street deck	
	Grow high tech and creative class jobs	
	Build "new" retro part for tourism & film location	
	Support local economy by using the co-op business model	
	More high paying jobs	
	Special tax district (downtown) to pay for police	
	Build multipurpose venue for speedway, ballpark, concerts	
	Promote small, medium large businesses equally	
	Encourage businesses to develop locally oriented jobs & programs	
	Safe/attractive alleys & outdoor meeting space	
	Work w/ both local colleges to keep graduates working here	
	"Research coastal park" (RTP) combined educational economic development	
	Successful economic, artistic, environment diverse community	
	Diverse economic base	
	Plan to strengthen movies (physical assets, tax breaks)	
	Hire economic development staff (economic development planners)	
	Vibrant economy seen as center of economic & cultural life (i.e. PPD, Verizon)	
	Recognize culture as a economic force	
	Elimination of sales tax	
	Find incentives for variety plus small business downtown	
	Improve negative image of downtown	
	Focus on inner-city development	
	Recognize strengths & identity	
Education		30
	City pressure county to improve public education	6
	Equal access to quality education	6
	Stronger school system	5

	better public schools	2
	Great marine science education programs	2
	UNCW major force	2
	Eliminate overcrowded schools	2
	1st class education system (pre-k to higher education)	2
	High performing & integrated schools	2
	More interaction between school system & community	1
	Higher education that specifically caters to existing industry	
	Excellence in public education	
	More vocational training (middle school through high school)	
	Better schools (test scores)	
	Marshall plan for inner-city schools	
	Expand downtown community college	
	Modify & change downtown community college to higher level 4-year (i.e. Loyola, Xavier)	
	Small dispersed school in neighborhoods walking & biking	
Government and Society		25
	Study feasibility of combining city & county	7
	Wilmington is the pioneer for sustainability	5
	Model cities: Charleston, Asheville, Austin, TX	3
	Green city w/ reduced energy usage	3
	Effort to attract wind power	2
	Electric vehicle battery exchange	1
	A high quality city government	1
	Expand city website to include upcoming legislation	1
	Annexation restore	1
	Legalize marijuana	1
	Invest in renewable energy	
	Be No.1 in environmental & social justice	
	Better community based representation	
	Government efficiency	
	More inclusive government	
	Supportive state government	
	Recap city council meetings on public TV	
	City embraces public input	
	Transparent government, open government participation	
	Increase participation by families	
	Set a standard	

Housing		25
	Coordinated services for aging in place	8
	Increase multi-family housing downtown	5
	More housing options for the elderly	4
	City & county equally involved in supporting homeless	3
	Directory of homebound resources for the elderly (distributed)	1
	Age diverse neighborhoods (including ethnicity)	1
	More affordable housing that is creatively designed	1
	Relocation of public housing & homeless shelters out of downtown (concentration)	1
	Desirable housing at reasonable prices	1
	More housing for workforce	
Infrastructure		7
	Maintain the infrastructure (not just build something new)	3
	Fiber optic bandwidth	2
	Functioning infrastructure	1
	Green infrastructure	1
	Plan beyond confines of New Hanover County roads infrastructure-think bigger	
	City-wide Wi-Fi	
	Citywide technology access	
Land Use and Development		21
	Increase southside development mixed use & not industrial	6
	Density w/ mixed income	5
	Use codes to increase density in housing to provide density	4
	A development code that balances preservation & progress	3
	Actively enforce existing sign ordinances	2
	More restrictive signage regulations	1
	Increase green space w/vertical buildings	
	Better connectivity, green walks, neighborhoods	
	Higher quality density downtown options	
	Encourage smarter development	
	Codes to promote continued emphasis on historic building	
	Redo urban mixed use from Evergreen-->MLK & River	
	Zoning requirement to integrate commercial & residential favoring residential	
	Concise & clear regulations to support strong local building (Res./Comm. Development Svc. Dept.)	
	LEED standards wherever possible	

Natural Resources		41
	Address the handling trash volume other than landfill expansion	6
	Green space on river	4
	Preserve natural beauty and expand	3
	Solar PV farms (solar panels)	3
	Environment sustainability	3
	Increase open space, promote wildlife	3
	Institute grey water reuse	2
	City cooperation of recycling	2
	More green space enhances	2
	Native biodiversity & plant life	2
	Beautifications (trees, plants, etc.)	1
	Encourage recycling & provide public recycling bins	1
	Systematic program to reduce pollution	1
	Healthy urban forest program	1
	Clean waterways & watersheds	1
	Clean up creeks	1
	Keep trees & plant more	1
	Develop specific plan to incorporate Eagle Island into downtown riverfront	1
	Preserving/expanding green space	1
	Greenbelt around city	1
	Beaches clean, renourished, usable, functional	1
	Green spaces easily accessible by residents	
	Accessibility to natural resources	
	More pet pickup stations	
	Protect natural area on other side of bridge	
	City to reduce herb/pest w/ alternative natural options (native plants)	
	More & better recycling & implementation of process in city (consistent)	
	Lower carbon emissions (transportation, factories, etc.)	
	Roof gardens on public buildings	
	Expand green space (safe trees)	
	More green space downtown nature park across the river instead of development	
	More public green space & amenities	
	Eliminate pockets of green space by biodiversity corridors & connectivity	

Public Health		11
	Provide incentives for community gardens & edible shrubs & trees	6
	Thriving local food system	3
	Great hospital and access to affordable medical care	1
	Improve out of hospital birth options for moms	1
	Food forests using renewable energy	
	More local food access at festival activities	
	Two days of farmer's market	
	Create a unique food item	
	Better & healthier food in schools using local produce to help businesses produce it	
	Keep good hospitals w/ healthcare	
	Support for family care in the home	
	Increase physical activity in school & work environment	
Public Safety		8
	Less bums and homeless people	2
	safer downtown at late night	2
	Lighting for safety & in general	1
	More downtown lighting for safety	1
	Planning should focus on young (pre-school) children to provide safe healthy neighborhoods	1
	Less crime all over city	1
	Disaster plan for the next big natural disaster	
	Inclusive & safe neighborhoods	
	Increased public safety	
	More emphasis on traffic safety and enforcement of traffic laws	
	Safety low crime rates	
	Continue to reduce crime	
	Cameras in crime areas downtown w/ listening devices	
	Make downtown parking brighter & friendlier	
	Local gun registry	
Recreation		33
	More gymnasiums for children to play out of the weather	10
	Downtown waterfront park	7
	Small neighborhood parks	4
	Baseball	2
	Identify short & long term green space opportunities	2
	More dog parks	1
	Increased public access to intracoastal waterway	1
	More Halyburton type recreational facility	1

	Waterfront park downtown (2-3 acres)	1
	Modernize river walk for pedestrians	1
	More waterfront park	1
	Bike rental station	1
	Maintain active community (walking, bike path, connectivity of paths, access to water, crosswalks)	1
	Downtown park	
	Enhance Greenfield park	
	More greenways & parks	
	More smaller parks throughout the city (well-maintained)	
	Downtown parks & green spaces	
	Water access for kayaks	
	Riverfront park (replacing parking deck)	
	Complete river walk bridge to bridge	
Transportation		150
	Market Street road diet	19
	Safe streets for pedestrians, bicyclists & drivers- specifically the implementation of the Market Street diet	16
	Restore now "car-dominated" mass transit (streetcar neighborhoods)	8
	Bring back trolley	8
	River to sea bikeway improvements	4
	Sidewalk & cross lights at Wrightsville, Oleander, Wilshire, Wooster & College Rd.	4
	Bike trails & lanes	4
	Complete pedestrian & bike connectivity	4
	Less traffic, more bike lanes (more effective enforcement)	4
	Specialty tourist transportation options	4
	Replace bridges w/tunnels	4
	Extend Wrightsville over Smith's Creek to connect w/ 23rd Street.	4
	Increase flights to Bermuda	3
	International flights at our int'l airport	3
	Integrated visitor center w/ multi-modal center	3
	Better transportation resources (benches, sidewalks, signs w/pickup times, rider friendly)	3
	Synchronize traffic lights for better flow	3
	Enhance public transportation and biking	3
	Sidewalks	3
	More safe bike rails	3
	Passenger rail connections from Wilmington to other "spurs"	2
	Enforce ban on big trucks on city street streets	2

	Bike paths that go places of value w/ 2 lanes	2
	Skywalks on college rd. & major roads	2
	Skyway bridge on bike lanes	2
	Handicap parking access	2
	Rail to RDU/Charlotte	2
	Efficient traffic patterns	2
	Walkability	2
	Fix Market St. between 17th St. & Forest Hills/YMCA (lanes)	2
	Better public transit (encourage multi-modal center)	2
	Bike sharing stations	2
	Continue study of skyway bridge	2
	More diverse and functional public transportation	2
	Light rail locally & to Raleigh & other connections	2
	Transportation hub multi modal	1
	Less vehicle and motorcycle noise	1
	narrow roads (to slow down traffic and pedestrians)	1
	Protect narrow portion of Market St.	1
	More public transportation, smaller electronic buses	1
	Reduce traffic through historical neighborhoods to preserve structures	1
	Improve public transit	1
	Widen Market Street or one lane	1
	Implement Market St. road diet	1
	Public & active transportation	1
	Beach trolley to Wrightsville Beach	1
	Less waiting time for public transportation	1
	Using alternative fuel for transportation	1
	Walkability: more urban	
	Sidewalk connectivity	
	Transportation project like 3rd Street.	
	Trolley	
	Light rail from river to beach	
	More crosswalks that are effective, not just 2 parallel lines	
	Safe pedestrian access to schools/parks	
	Efficient economic public transportation	
	Affordable public transportation	
	Dedicated bike lanes on streets	
	Traffic calming on Market Street at Carolina Place (17th-20th street)	
	Better pedestrian access downtown after dark (crime)	

	Toll tunnel (not sky bridge)	
	Pedestrian bridge over Bradley Creek at Oleander Drive	
	Multi-use path from Ft. Fisher to Pender Co.	
	Increase in choice ridership (riders choose to use public transportation)	
	Wider roads & bikes lane	
	Child friendly pedestrian walks	
	Extend Greenfield & Martin Street across 16th & 17th Street to Oleander w/ bicycle route	
	Better public transit	
	LA to ILM flights	
	Advance Market St. diet w/in 5 years	
	River taxi access	
	Better traffic light coordination	
	More bicycle paths	
Urban Design		50
	Underground utilities	5
	Promote mixed use beyond downtown	5
	More river view access	5
	Focus on beauty & cleanliness of downtown area	4
	Tear Water Street parking deck	4
	Convert overhead power lines to underground	3
	Tree lined streets, sidewalks & curbs	3
	Preserving downtown's historic architecture	3
	Reducing billboard clutter in the city	3
	More essential services & amenities in downtown & other municipalities	2
	Tree-lined streets	2
	More walkable community	2
	Mayfaire type planned development	2
	higher density development	2
	More improved architectural design	2
	Pretty entrance from CFMB	1
	Enhance urban historic core	1
	More use of undeveloped spaces	1
	More handicap accessibility	
	Capture industrial history in design (only get rid of bad parts)	
	Dramatic enhancement to major city entrances	
	Multi-layer rather than single layer parking	

	Tear down water street parking deck (replace w/ Cape Fear Museum, Cameron Arts Museum)	
	Mixed-use development	
	Better distributed parking areas downtown	
	Open up river to ore mixed use	
	Walking neighborhoods emphasis	
	Hierarchy of public space	
	UNCW fully integrated into quality of place	
	Re-develop Oleander corridor	
	More teal	

"The Unwanted Future"

Category	Unwanted Characteristic	Votes
Cultural Resources		1
	Lack of support of the arts	1
	City funded public TV	
Economic Development		55
	Brain drain	7
	Too many vacant buildings not being redeveloped	7
	No Titan Cement	6
	Discourage hazardous & undesirable industry	5
	Heavy industry that are heavy pollutants	3
	Less pollution industries	3
	Titan!	3
	Lack of jobs	2
	New industry bringing unclean practices (i.e. Titan) radiation pollution	2
	Urban blight	2
	No more fast food & chain stores	2
	Imbalance of economic power	1
	Funding of organizations not supporting city vision	1
	Low wages and unemployment	1
	Wilmington should not be below national median income	1
	Not enough beneficial summer employment for kids	1
	New industrial development on River or Dawson Street	1
	Concerns with vacant housing/blight	1
	Abandoned industrial site (underutilized)	1
	Brain drain	1
	Downtown parking meters	1
	Lack of "community brand"	1
	Not making a decision about identity	1
	Move away from chain restaurants	1
	Retail Glut	
	Poverty	

	No port expansion in current location	
	Lack of jobs	
	Job market	
	Fail to promote quality retail downtown	
	Students (UNCW) have to leave to find good jobs	
	Poverty	
	Lack of good jobs	
	Heavily outdated business models & industries	
	Lack of young professionals	
	Lack of Reclamation of commercial space	
	Less vacant lots downtown	
	Abandon older commercial development (Galleria)	
	Dilapidated and abandoned buildings & homes	
	Vacant lots	
	Lack of ownership (films)	
	Unequal development priorities	
	Loss of business because the tax code does not encourage them to stay	
Education		10
	Status quo K-12 education	3
	Stagnant graduation and poverty rates	2
	Failed schools	2
	Public schools in industrial/Commercial zones	1
	More school buses	1
	Corporate control of public schools	1
	Excess inner-city school capacity (i.e. outward migration of families)	
	Unequal quality of school infrastructure	
	Uncontrolled school system	
	No illiteracy	
Government and Society		36
	City/county government conflict	7
	lack of leadership	5
	Separate city/county government	5
	Ignoring the needs of the lower-income or working poor	4
	Self segregated communities, loss of diverse neighborhoods	4
	Lack of transparency in publically funded organizations	3
	Inequality & discrimination	1
	Lack of community control or input	1

	Loss of Brunswick Co.-MSA	1
	Continued lack of coordination between city/county	1
	Monopolistic cable contracts	1
	Less late night bars-attracting young people	1
	Downtown that caters to young people after 10 pm	1
	Very high wealth inequality	1
	Gentrification	
	Hate	
	Segregation	
	Stop letting majority make decisions for minority	
	Cronyism	
	Segmented politically	
	No pet projects that consume \$	
	Unengaged citizens	
	Lack of vision	
	High taxes	
	Imbalance in downtown (residents vs. visitors)	
	Higher cost of living	
	"We think we're great because we're Wilmington" mentality	
	To lose Wilmington's southern charm	
Housing		12
	Lack of senior housing & services	5
	Homeless downtown	1
	Slum landlords	1
	Increased homelessness w/out resources	1
	Homeless	1
	Lack of shelter/homelessness	1
	Neglect of homelessness	1
	Unregistered rentals	1
	Segregating the elderly and disabled	
	Lack of affordable family housing	
	Underutilized and sub-standard housing	
	Homelessness	
	Concentration of homeless in public spaces	
	Homelessness	
	Too many tenants living in one property	
	Homeless	

Infrastructure		2
	Density w/out infrastructure	2
	Incomplete infrastructure in current developments	
	Current road surface conditions	
	Excessively loud train whistles	
Land Use and Development		26
	Urban sprawl and strip malls	6
	Rezoning of old gateway site to industrial (gateway to ILM)	6
	Lengthy plan review	2
	Less urban sprawl	2
	Convenience stores in neighborhoods	2
	Inconsistent zoning regulations	1
	No high rises like Myrtle Beach around coast	1
	Expansion of the city "edge" beyond desired limits	1
	Heavy industry port	1
	Automobile dependency w/ planning process	1
	Lack of high density residential in downtown	1
	River road industrial corridor	1
	Heavy density of bars downtown	1
	Non-inclusive zoning practices	
	Mandatory parking requirements (i.e. developments) let market drive it	
	Too many cars at one location	
	Excessive regulation on chickens	
	Overdevelopment of hotels w/in incorporated limit	
	No gateway (river) rezoning to industry	
	Existing use of Solomon Towers	
	More proliferation of bars/tattoo parlors	
	No more bars downtown	
	Over regulating use of public space	
Natural Resources		40
	Over development of coastal, fragile ecosystems	14
	Industries that pollute	9
	No fracking (protect aquifer)	6
	Polluted air, soil and water	3
	Polluting industry	3
	Failure to protect environment	2
	Removal of green spaces	2

	Less dependency on natural gas	1
	Get rid of dead trees	
	Businesses operating at the expense of people, plants & air	
	Clear cutting trees	
	Litter everywhere	
	Impaired waterways	
	Dirty water, dirty air	
	By-products of fracking	
	No.1 toxic polluter in N.C.	
	Increasing heavy polluting industry in the community	
	Subsidizing polluting industries	
	Flooding streets	
	No pollution	
	Litter everywhere	
Public Health		6
	No monopoly medical service (i.e. NHRMC)	2
	Smoking allowed near business/shared spaces	2
	Food deserts	1
	No grocery store in downtown	1
	Not enough health care promotion/awareness	
	Delayed pick-up of trash from vacated rentals	
Public Safety		11
	Crime/gang activity	4
	Militarized policing	2
	Lack of sufficient sidewalk lighting	2
	Crime/Reduces broken window syndrome	1
	Eliminate violence	1
	Unsafe for children to play	1
	Reduce convenience stores (related to crime)	
	Downtown bars	
	No more confrontation	
	Downtown criminal activity	
	Areas of high crime and drug density	
	More/high crime	
	Reduce crime	
	Poor lighting (lack of safety)	
	Safety issues on College rd.	

Recreation		3
	Withdrawn support of Airlie, Arboretum, parks, etc.	2
	Keep public access to waterways non-private	1
	Restricted public access to waterways, rivers & beaches	
	Lack of public water access	
	Lack of downtown parks & open space	
Transportation		31
	Lack of connectivity	6
	Plan ahead on transit	4
	Undesirable transit stops	2
	To widen road to accommodate traffic (better to plant trees)(walk, bike, public transportation)	2
	Lack of transit	2
	Lack of pedestrian/biking infrastructure	2
	College Rd.	2
	Market street, College rd. C.C. Beach rd. AS IS!	2
	Poor public transportation options	2
	Abandon grid pattern of the city	1
	No Cape Fear skyway at Dawson/Wooster	1
	Cul-de-sac communities	1
	Citing new skyway bridge to replace memorial bridge	1
	Less heavy traffic downtown	1
	Traffic bottlenecks	1
	City support of skyway bridge	1
	Decrease in single-occupancy vehicles	
	Highways thru residential areas (cars more important than people)	
	Heavy truck traffic	
	Too few traffic corridors	
	No one way streets (fewer)	
	Lack of energy efficient public transportation	
	Traffic congestion	
	Dark cross-city trails	
	Pedestrian congestion around CFCC/UNCW need pedestrian bridges/skyways	
	Better road signage needed	
	Avoid clogged arteries into & out of the city	
	Major arteries w/o multi-use path across	
	Neighborhood cut through	

	Lack of coordination w/ transportation planning & public enforcement	
	Traffic congestion	
	No traffic	
	Too many commercial driveways intersecting streets	
	No more underutilized buses	
	Stop picking in wrong direction (streets)	
Urban Design		43
	Loss of historic buildings & canopy	10
	Overhead power lines	6
	Urban Sprawl	4
	Unplanned development leading to Myrtle Beach-ification	4
	Anything resembling Market Street from Kerr Avenue, Military Cutoff	3
	Ugly signs on Market Street	2
	Roads that look like Market Street (Between 30th & College Rd.)	2
	Concrete/asphalt jungles	2
	Reduce visual pollution of signage, etc.	2
	Dominant car culture (sprawl)	2
	Less strip centers (more like compact shopping)	1
	Ugly, big parking lots	1
	Sprawl	1
	Current entryways into the city are undesirable (3rd street & Isabel Holmes Bridge)	1
	Keep downtown weird	1
	No more generic commercial architecture	1
	Graffiti	
	No high rise buildings except downtown	
	Strip malls	
	End current development patterns leading to negative consequences	
	Unappealing development downtown	
	Landscape neither restored or ignored	
	Auto dependent development (sprawl)	
	Strip and build residential/commercial development	
	More big box development	