

ALTERNATIVE FUTURE VISIONS RESULTS

TOP 10 OVERALL GROWTH STRATEGIES

- 1** Foster the development of arts-based entrepreneurship in the Brooklyn Arts District and in the area surrounding the former Coca-Cola bottling facility. Encourage live-work building types and affordable studio spaces.
- 2** Encourage more creative, technology-based, and light manufacturing start-ups in the Southside industrial area.
- 3** Develop areas adjacent to the North 23rd Street employment corridor in a well-connected and coordinated way, so that residential areas are within a short drive or bike ride to employment. Create a film-based mixed-use district.
- 4** Develop medium-density housing around New Hanover Regional Medical Center; ensure walkability.
- 5** Provide housing for Cape Fear Community College students within walking distance of campus.
- 6** Identify and create incentives for the conversion of old industrial buildings to new employment and housing uses.
- 7** Use the K-mart parking lot, the UNCW Center for Innovation and Entrepreneurship, and nearby vacant land to create a mixed-use academic village, giving UNCW an urban center.
- 8** Encourage redevelopment of the former Coca-Cola bottling facility as an employment incubator, with special emphasis on job training for nearby residents.
- 9** Build more offices and employment uses in the Northern Riverfront.
- 10** Develop housing, retail, and good sidewalks along Market Street; make connections to employment areas.

TOP 10 Business As Usual Strategies

- 1** Develop more office buildings and hotels in downtown.
- 2** Redevelop Hillcrest public housing similar to Taylor Homes in the Northside.
- 3** Complete the River Lights single-family master-planned community.
- 4** Complete the Autumn Hall mixed-use development plan.
- 5** Develop large vacant and underutilized tracts as stand alone multi-family projects
- 6** Complete the development of the Love Grove neighborhood.
- 7** Continue with current development pattern on Carolina Beach Road.
- 8** Create master-planned communities on remaining large vacant tracts of land.
- 9** Develop cluster subdivisions on remaining large vacant or underutilized tracts of land in residentially zoned areas.
- 10** Subdivide individual large single-family parcels.

TOP 10 Creating Live-Work Places Strategies

- 1** Foster the development of arts-based entrepreneurship in the Brooklyn Arts District and in the area surrounding the former Coca-Cola bottling facility. Encourage live-work building types and affordable studio spaces.
- 2** Encourage more creative, technology-based, and light manufacturing start-ups in the Southside industrial area.
- 3** Develop areas adjacent to the North 23rd Street employment corridor in a well-connected and coordinated way, so that residential areas are within a short drive or bike ride to employment. Create a film-based mixed-use district.
- 4** Develop medium-density housing around New Hanover Regional Medical Center; ensure walkability

ALTERNATIVE FUTURE VISIONS RESULTS

- 5 Provide housing for Cape Fear Community College students within walking distance of campus.
- 6 Use the K-mart parking lot, the UNCW Center for Innovation and Entrepreneurship, and nearby vacant land to create a mixed-use academic village, giving UNCW an urban center.
- 7 Encourage redevelopment of the former Coca-Cola bottling facility as an employment incubator, with special emphasis on job training for nearby residents.
- 8 Build more offices and employment uses in the Northern Riverfront.
- 9 Develop housing, retail, and good sidewalks along Market Street; make connections to employment areas.
- 10 Connect streets on east side of Military Cutoff Road to create a walkable urban grid structure. Connect offices with housing and retail.

TOP 10 Transit-oriented Development Strategies

- 1 Bring back the historic streetcar line from downtown to Wrightsville Beach. Run alongside Cross-City Trail and existing public right-of-way.
- 2 Provide nice places to wait for transit with protection from the weather.
- 3 Redevelop the Galleria with a mix of housing, employment, and retail. Create a welcoming public space at the transit stop.
- 4 Utilize existing and prior rail right of way to build a light rail system from the airport to downtown and convention center. Develop plan for future spurs connecting to the University, the Hospital district, city and county government centers and Independence Mall.
I would not recommend an extension to Wrightsville Beach because it does not have the physical space to accommodate the rail facilities, parking and bus connectors.
An extension to Carolina Beach is a consideration, but it would require revenue cooperation with them for construction and future income.
- 5 Pedestrian bridges in the high-density/high-traffic locations.
- 6 Upgrade Hanover Center and Independence Mall to accommodate transit. Add housing and a sidewalk network.
- 7 Electric-powered buses in the heart of downtown.
- 8 Create walkable urban places around transit stops.
- 9 Dedicate an automobile lane to high-speed buses on Carolina Beach Road and South 17th Street.
- 10 Re-develop street car lines.
- 11 Create a series of high-to-medium density transit "nodes" in downtown, with tall mixed-use buildings in the North Riverfront.

TOP 10 Urban Centers & Neighborhood Nodes Strategies

- 1 Develop true vertical mixed-use buildings with ground floor retail on North 4th Street.
- 2 Develop a high-density, walkable, mixed-use district surrounding New Hanover Regional Medical Center.
- 3 Build on the momentum of existing town centers. Focus on making better connections and infill development.
- 4 Redevelop the Galleria site as a pedestrian-focused, mixed-use development with restaurants, retail, and various types of housing.
- 5 Create small urban centers with services for nearby residents on Princess Place Drive and Market Street near the creek.
- 6 Fill the surface parking lots of Independence Mall with buildings.
- 7 Develop a center with industrial aesthetics near the intersection of 5th Avenue and Greenfield Street; mix new and old buildings.

ALTERNATIVE FUTURE VISIONS RESULTS

- 8 Foster a collection of urban centers, places, and neighborhoods with their own identities and primary functions. Update the downtown master plan and create small area plans for each.
- 9 Focus new development around existing neighborhood nodes; prioritize sidewalk connections.
- 10 Introduce big-box chain retail with context-sensitive development downtown.

TOP 10 Community Corridors Strategies

- 1 Encourage mixed-use development at the gateways of Dawson and Wooster streets at 3rd and 17th
- 2 Redevelop areas along Market and Princess streets between 8th and 12th streets.
- 3 Redevelop vacant shopping centers and strip malls along Oleander Drive/
- 4 Create vertical-mixed-use corridors in the heart of downtown.
- 5 Revitalize the commercial area along Carolina Beach Road at Sunset Park as a neighborhood-scale main street. Introduce new development with ground floor retail, restore older storefront buildings, and enhance the streetscape.
- 6 Implement the recommendations of the Market Street Corridor Study.
- 7 Revitalize the small commercial area at Princess Place Drive and 21st Street as a neighborhood-scale main street. Introduce new development with ground floor retail, restore older storefront buildings, and enhance the streetscape.
- 8 Infill setback areas with buildings along Oleander Drive and College Road.
- 9 Redevelop along Pavilion Place as a pedestrian-focused main street, connecting new uses at Lumina Commons and Wrightsville Avenue.
- 10 Reinforce the neighborhood-scale main street along Wrightsville Avenue. Put parking behind buildings.

TOP 10 Neighborhood Transitions Strategies

- 1 Identify and create incentives for the conversion of old industrial buildings to new employment and housing uses.
- 2 Develop a high-density urban center along the intracoastal waterway.
- 3 Create a coordinated master plan for the Northern Riverfront area that considers transitions to the Brooklyn Arts District and Cape Fear Community College.
- 4 Establish the architectural character of neighborhood transition areas and use design guidelines to ensure compatibility.
- 5 Develop and redevelop with multi-family housing along Military Cutoff Road, just south of the city limits, and establish bike and pedestrian connections to the surrounding areas.
- 6 Redevelop the Starway Flea Market. Create roadway connections from Carolina Beach Road to some neighborhoods. Make a smooth transition from high to low densities.
- 7 Develop and redevelop parcels along Carolina Beach Road, north and south of Independence Boulevard, with single-family homes and connect housing to employment.
- 8 Allow additional housing types such as backyard cottages, courtyard cottages, and town homes within established residential areas throughout the city.
- 9 Combine lots to create a sensible block structure as opposed to numerous street segments. Create walkable waterfront villages.
- 10 Allow for conversion of single-family homes to non-residential uses along Wrightsville Avenue and Oleander Drive and create bike and pedestrian connections to adjacent neighborhoods.

Green = Citizen ideas for growth strategies

Alternative Future Visions
Business As Usual Results

Potential Growth Strategy	Green Dot	Red Dot	Comments	Views	Likes
Develop more office buildings and hotels in downtown.	2		1) Concentrate high-density development in key neighborhoods and make public transit more efficient and cost-effective; No, spread it out; Yes. Downtown is getting a lot of residences, which is good. We need more offices and hotels to complement the residential 2) I would like to see more hotels and offices, but downtown needs a plan to increase the population density to the point where supermarkets and retail business will want to be located here. The Brooklyn/Northside is perfectly suited for Urban development, it's time to leave the past behind and plan for the future.	19	26
Redevelop Hillcrest public housing similar to Taylor Homes in the Northside.	1	2	1) Yes, but mixed-use; Redevelop but with mixed-use and workforce housing	7	19
Complete the River Lights single-family master-planned community.	4			24	15
Complete the Autumn Hall mixed-use development plan.	2	3	1) Mixed-use walkable neighborhoods with cost effective public transit 2) Generally supportive, especially redirecting Rogersville at Eastwood, but concerned about addition of three new traffic lights. At least ensure safe ped xings at each	8	11

Alternative Future Visions
Business As Usual Results

Potential Growth Strategy	Green Dot	Red Dot	Comments	Views	Likes
Develop large vacant and underutilized tracts as stand alone multi-family projects		3	1) No, go mixed-use 2) Do not saturate Wilmington this way. People came here from the North to get away from that kind of environment. Yes we need cheap housing for our young working adults and the very old, but humans are territorial animals and high density areas lead to high stress which participants often can't quite put their finger on. First generation adult residents "make do" but in 15-20 years or so, problems will surface as children come of age. Sure, some get recharged being with people but others get recharged with private space. Try more Gordon Road type spaces the size of an apartment with or without "a little picket fence" to set boundaries. Multi family housing causes lots of stress as folks try to cope with others too close and whose noises of living such as radios, tvs, pets, children's innocent play, "get on nerves".	5	13
Complete the development of the Love Grove neighborhood.				4	11
Continue with current development pattern on Carolina Beach Road.		7	1) don't know what is the best plan for CB Road but we should expect and promote something better than what is there now. It has a lot of potential.	15	9
Create master-planned communities on remaining large vacant tracts of land.	2	5		5	8
Develop cluster subdivisions on remaining large vacant or underutilized tracts of land in residentially zoned areas.	2	1		6	8
Subdivide individual large single-family parcels.	2	1	1) Not a good idea. We need places we can dream of moving "up" to.	7	8
Develop more full-block, single-use buildings in the Northern Riverfront.	1	5	1) No	17	5
Allow single-story, single-use development in designated and desired mixed-use districts.		5	1) BOOOO! This type of building is too low-density for Wilmington. This building needs parking in the back (or better yet, below or above it) and should be pushed up close to the sidewalk- maybe with a landscaped buffer, depending on the context. 2) Not If they are dollar stores... or this design in historic areas...; no	9	4
Park large cruise ships at the mouth of the Cape Fear River and have a smaller electric train down to a new old fashioned Wilmington port city on the west bank to make our own Doc Martin town, especially for tourists and filming locations for new dockside mini-series.				1	4
Create an elevated park/viewing area above the Hilton's southern parking lot that connects with second floor entrance of Hilton.				5	4

Alternative Future Visions
Business As Usual Results

Potential Growth Strategy	Green Dot	Red Dot	Comments	Views	Likes
Develop and redevelop individual commercial properties along major road corridors.		2		3	3
Keep riverfront sites south of the Cape Fear Memorial Bridge for industrial use.		2		9	3
Keep land uses separate, requiring the use of a private automobile on major thoroughfares to access daily destinations.		11	1) Mixed-use walkable neighborhoods with cost effective public transit; NO!!! This is a terrible idea and will be the downfall of us all.	7	1
Use the old boat-manufacturing site to create another major film studio in Brunswick County. (The more, the better)				2	1
Use the old boat-manufacturing site to create another major film studio in Brunswick County. (The more, the better)					
Create an elevated park/viewing area above the Hilton's southern parking lot that connects with second floor entrance of Hilton.					
Fully supportive of new privately funded stadium/entertainment venues. Do NOT support tax payer funding for privately owned enterprises (e.g. Prof sports)					
Property next to Smith Creek on north side should be a park, within 100 yr flood plain					
Add commuter buses from Burgaw et al to Mayfaire area office and a circular lunch bus route					
NC DOT could improve appearance of the stormwater pond at Rogersville and Eastwood roads.					
Promised for 15 years that ditch would be filled in, still not done (Lincoln Forest)					
No more growth and development in Pine Valley area. Preserve woods, forests, greenery, and neighborhood feel					
Castle Street is a good place for small business					
New uses for old buildings. Adaptive reuse in Southside. South Front Apartments = Great!					
We recently visited Little Rock, Ark and were very impressed with the decorative, colorful LED lighting along the river. Would love to see something similar for Wilmington.					
A strategic plaza area downtown. Take out all the vehicular traffic and create large open space walkable green plaza					

Black = Alternative Future Vision potential strategy

Green = Citizen strategy idea from connectwilmington.org

Blue = Citizen strategy idea from 6/25/14 meeting

Green Dot = Positive vote from 6/25/14 meeting

Red Dot = Negative vote from 6/25/14 meeting

Alternative Future Visions
Creating Live-Work Places Results

Potential Growth Strategy	Green Dot	Red Dot	Comment	Views	Likes
Foster the development of arts-based entrepreneurship in the Brooklyn Arts District and in the area surrounding the former Coca-Cola bottling facility. Encourage live-work building types and affordable studio spaces.	8		1) Coca-Cola building = nice studio/businesses; Would love to see this beautiful section of Wilmington come back to life! 2) How will you do this? Let's start by removing the old, vacant buildings and build some new apartment buildings.	30	48
Encourage more creative, technology-based, and light manufacturing start-ups in the Southside industrial area.	2		1) Southside, Northside 2) both great areas!	14	44
Develop areas adjacent to the North 23rd Street employment corridor in a well-connected and coordinated way, so that residential areas are within a short drive or bike ride to employment. Create a film-based mixed-use district.	2		1) Do it in a way that does not create congestion, preventing easy access to the airport; Seems like a good idea, but, are there examples of this? i wonder how much housing is located adjacent to studios in Burbank and Hollywood? 2) I like this idea, contingent on the following: industrial development on 23rd St. corridor should not emit noise that would impact the adjacent residential areas (this was a significant problem with one of the manufacturers on 23rd St. before it ceased operations) 3) and truck traffic should not be allowed on 23rd St. south of the railroad tracks. There is far too much truck traffic now along Princess Place Drive east of 23rd St., including trucks that are regularly going to/from businesses north of the RR tracks (beer distributor trucks, trucks hauling large loads of drywall, 18-wheelers, and others) 4) An example of this might be what they're already doing in Atlanta 5) Meh. Maybe concentrate mixed-use walkable neighborhoods in less pristine areas that are showing signs of urban decay....	106	39
Develop medium-density housing around New Hanover Regional Medical Center; ensure walkability	3		1) This is a great idea! If there were some mid-priced housing options around the hospital, there would be opportunities for many people who work there to live near their jobs. Seems like this could help with the traffic in the area, too. A staff nurse or nurses aid can't afford to live near the hospital right now! 2) Sure the medical center area makes a lot of sense. Just make sure the helicopter doesn't destroy the outdoor areas. Tax breaks should be offered for quality redevelopment throughout the city. 3) Who's buying? 4) Yes!	12	39
Provide housing for Cape Fear Community College students within walking distance of campus.	2	4	1) Not on riverfront but perhaps east of 3rd Street; The Brooklyn/Northside would be perfect for this! 2) Yes! Affordable, small apartments within walking distance of college/university, restaurants, bars, clubs, and work! Why does this city not have anything like that already?!	18	37

Alternative Future Visions
Creating Live-Work Places Results

Potential Growth Strategy	Green Dot	Red Dot	Comment	Views	Likes
Use the K-mart parking lot, the UNCW Center for Innovation and Entrepreneurship, and nearby vacant land to create a mixed-use academic village, giving UNCW an urban center.	5	1	1) More mixed-use around UNCW 2) Mixed-use or No more bars! This is key. The K-Mart parking lot is a blight. This is a great opportunity to partner with UNCW to create a unique place that serves UNCW students and all of Wilmington. Why? because it can be a unique place! As part of it, consider the large parking lot at Dick's Sporting Goods (soon to be vacant) and the UNCW property that is the former site of the College Road Cinema. Perhaps this would be a good location for the proposed pedestrian bridge across College Road. Either way this is a place where we can and should promote density just as you articulated- "a mixed-use academic village". NICE! 3) Make sure the buildings are mixed-use, apartments over shops, bars, and restaurants. You also need to redevelop the area bounded by Kerr, Fountain, College, and Randall to be a connected mixed-use walkable neighborhood, too. Also, allow some nightclubs in the center-most area so all the college kids and young professionals don't come back from downtown drunk driving. Or you could give them some late-night public transit like Greensboro has.	12	31
Encourage redevelopment of the former Coca-Cola bottling facility as an employment incubator, with special emphasis on job training for nearby residents.	2		1) The government's only place in this is to give tax incentives to attract businesses and regulations to keep businesses from harming residents because of their land use. Find out WHY business is not jumping at buying the site, then go from there. Let freedom work. A good business will train its workers. Government should not 2) Iris is right on one thing: Why don't people want to go there? Maybe if the city will demolish the building to let people develop from scratch?	13	34

Alternative Future Visions
Creating Live-Work Places Results

Potential Growth Strategy	Green Dot	Red Dot	Comment	Views	Likes
Build more offices and employment uses in the Northern Riverfront.			1) Great idea but again, that is not government's job. The business world must want it. Government can zone for it but the question is why would a business want to come here. What made businesses leave? 2) Good point Iris. The city CAN facilitate and encourage this but ultimately we need more private employers to locate on our Northern Riverfront as PPD has done. Their facility kick-started the transformation of Northern downtown- which this idea aims to build upon 3) How about letting people build offices and apartments above stores and restaurants. Who doesn't want to walk to lunch from work every day? Mayfaire has those new office buildings a short walk from Five Guys, but wouldn't it have been more convenient if those offices were actually above Five Guys, Red Robin, Starbucks, and all those many other restaurants around Mayfaire?	14	32
Develop housing, retail, and good sidewalks along Market Street; make connections to employment areas.	2	1	1) Makes me think immediately of the loft in the 2900 block of Market Street right near the YMCA:	14	31
Connect streets on east side of Military Cutoff Road to create a walkable urban grid structure. Connect offices with housing and retail.	3			8	27
Provide mid-rise, mixed-use housing and good connections to the Northside community.	1		1) How about a maximum allowed apartment size, too ? You know, small studios to small two-bedroom apartments for single young professionals and poor college students, the main two groups who would want to walk to the nearby bars and restaurants down Front St at night.	20	27
Develop an integrated eastside medical office campus off of Oleander Drive, near Cape Fear Hospital. Add housing, retail, and open space to the mix.	3		1) Bring in more clean industries. Attract 'RTP' type businesses please.	7	17
I am a nurse and I don't think most of us can afford to live in many of the neighborhoods in Wilmington. "Live-work places" have to include housing that these workers can afford. It's not enough to put a coffee shop in the same building with some expensive apartments, because the people who work at the coffee shop can't afford to live there.			1) Yes, like studio apartments above the huge big box stores and their empty parking lots. Then workers can walk to work rather than having to pay for gas and put that saved money to food and rent! And everyone will appreciate less traffic and pollution.	13	17
Ensure that housing is well-connected to Burnt Mill Business Park through multiple routes.	1		1) Connectivity is key for this one. Hurst Drive extension to Kerr Ave would also promote this.	11	14
Ensure connections between Barclay West / Gallery Park and employment areas along Carolina Beach Road.	1		1) Yes, neighborhood connections are vital or you'll be funneling all the traffic onto one super highway like S College or Military Cutoff...	17	14

Alternative Future Visions
Creating Live-Work Places Results

Potential Growth Strategy	Green Dot	Red Dot	Comment	Views	Likes
Reconsider a portion of River Lights for low-impact industrial use with other employment and housing.				9	12
I am a nurse and I don't think most of us can afford to live in many of the neighborhoods in Wilmington. "Live-work places" have to include housing that these workers can afford. It's not enough to put a coffee shop in the same building with some expensive apartments, because the people who work at the coffee shop can't afford to live there.					
Encourage development of modest age-in-place facilities, to complement the 'cadillac' facilities (Brightmore, Cambridge Village)					
Please no more pawn shops! Thanks!					
No more growth and redevelopment in Pine Valley area. Preserve woods, forests, greenery and neighborhood feel.					
Create more areas for downtown at-risk youth					
Develop apartments and multi-family units near major intersections and transit points					
Create an area that attracts the types of companies (i.e. biotech) that are environmentally safe for area - to bring in business leaders					

Black = Alternative Future Vision potential strategy

Green = Citizen strategy idea from connectwilmington.org

Blue = Citizen strategy idea from 6/25/14 meeting

Green Dot = Positive vote from 6/25/14 meeting

Red Dot = Negative vote from 6/25/14 meeting

Alternative Future Visions
Transit-Oriented Development Results

Potential Growth Strategy	Green Dot	Red Dot	Comment	Views	Likes
Bring back the historic streetcar line from downtown to Wrightsville Beach. Run alongside Cross-City Trail and existing public right-of-way.	5		1) Love this trolley 2) This would be an amazing thing to do! It would really make Wilmington unique and different and also provide a valuable service to people who live here and I think visitors would really love it. People line up by the dozens to ride the cable cars in San Francisco and I'd love to see this happen in Wilmington!	79	24
Provide nice places to wait for transit with protection from the weather.	3		1) Until WAVE gets it together on Marketing they will not get the funding. 1 1/2 years to replace a smashed bus shelter at 17th Street and John Barry Dr. Still not replaced! 2) This is basic stuff for a city our size.	2	19
Redevelop the Galleria with a mix of housing, employment, and retail. Create a welcoming public space at the transit stop.	7			2	14
Utilize existing and prior rail right of way to build a light rail system from the airport to downtown and convention center. Develop plan for future spurs connecting to the University, the Hospital district, city and county government centers and Independence Mall. I would not recommend an extension to Wrightsville Beach because it does not have the physical space to accommodate the rail facilities, parking and bus connectors. An extension to Carolina Beach is a consideration, but it would require revenue cooperation with them for construction and future income.			1) The Wilmington Airport does not have the passenger levels to support a light rail connection, nor is it likely to in the future 2) This would be nice, but I don't know that the numbers of people are there. Maybe frequent, nicely appointed high speed bus service in the near future?	7	16
Pedestrian bridges in the high-density/high-traffic locations.				4	16
Upgrade Hanover Center and Independence Mall to accommodate transit. Add housing and a sidewalk network.	3			6	12
Electric-powered buses in the heart of downtown.				2	14
Create walkable urban places around transit stops.	1			2	12
Dedicate an automobile lane to high-speed buses on Carolina Beach Road and South 17th Street.	2	3	1) This is good in theory, but it would depend on the implementation 2) I'd like to see a free or reasonably priced Wilmington "park & ride" area to go along with that.	65	9

Alternative Future Visions
Transit-Oriented Development Results

Potential Growth Strategy	Green Dot	Red Dot	Comment	Views	Likes
Re-develop street car lines.			1) There currently isn't a lot of demand for the buses, which is why they only run once an hour and only during the day. A light light rail [sic] line connecting downtown, the mall, UNCW, and Mayfaire could work, but only after those areas build some dense walkable mixed-use neighborhoods.	11	11
Create a series of high-to-medium density transit "nodes" in downtown, with tall mixed-use buildings in the North Riverfront.	1	2	1) Graduated, step-down in density nodes makes sense. I would prohibit buses anywhere near the River Front to 3rd Street to maintain and promote pedestrian traffic in the main riverfront area.	11	10
Identify areas appropriate for higher density outside of downtown.	5	1	1) Find a way to integrate student busing into regular transit	2	5
Develop a multimodal transit center downtown surrounded by housing and employment uses. Bring passenger rail service to Wilmington.			1) Needed immediately	6	9
Use the Sutton power plant railroad tracks previously used to bring in coal to establish an electric rail service from Leland and Navassa to downtown Wilmington			1) There's already a rail line running from the interchange at US74 and NC-140/I-140 to near downtown. Build that railway station sooner and a park-and-ride out by that busy intersection and you'll have a great start to a commuter rail line!	5	9
Enhance existing bus system. Provide sidewalks to destinations.	2			2	8
Create an urban transit village along South 17th Street between Castle and Dawson streets.	1		1) That would be nice; This area needs desperate attention!	8	7
Create transit stops in previously-served streetcar era neighborhoods.	3			4	6
Bring another big ship, such as the Love Boat or SS United States, which would employ over 200 Military Engineers for restoration and re-purpose as a floating hotel.				6	8
Develop housing within walking distance of current transit centers.				2	7
Wilmington airport flights to Europe to marry up with cruise ships in the new port and LA flights for film crew.				4	7
Bike rental, as Paris and London, for use with bike trails and facilitate the movement of students from Cape Fear Community College and UNCW.			1) Haha, and who will use it? Kids that can afford college tend to already afford their own bikes. This city is not densely populated enough for regular use by commuters and city-dwellers. Maybe tourists will enjoy a ride.	3	7
Construct a tunnel that requires a toll that connects Wilmington with Brunswick County.			1) Haha... good luck paying for that... The city can't pave the roads they have now and the state can't pay for a *second* crossing...	6	7

Alternative Future Visions
Transit-Oriented Development Results

Potential Growth Strategy	Green Dot	Red Dot	Comment	Views	Likes
Reduce traffic congestion by creating a safe, clean, and reliable public transit system.	5	1	1) Yes 2) Critical for future growth		
Dedicate an automobile lane to high-speed buses on Market Street.	1	2	1) We'd have to establish feeder routes to get people from their homes to the bus on Market	2	4
Create a transit village near Park and Hinton avenues. Create a medium-density mixed-use transit village around the transit stop.	3	1		4	3
10 Person cable cars across to the USS North Carolina and 2nd ship, USS America.			1) Haha, and who will pay for it? I'm sure the water taxis that already run across the river will put up a fight to keep their few customers.	4	5
Establish transit connections at the future Barclay West/Gallery Park development.	1			2	4
Reestablish the historic streetcar line from downtown to the beach	4	1	1) Streetcar is a good idea but BRT on Princess St is a BAD idea and will ruin neighborhoods		
Market one-way Westbound and Princess St one-way Eastbound. Big roundabout at Kerr & Market with traffic lights at rush hour.			1) Locals and tourists have a hard enough time with the very basic one-lane roundabouts in Mayfaire. It'll be a couple decades yet before Americans are truly ready to handle a two-lane roundabout; I'm new to the area but one of the things I most noticed coming in to the entry way to Wilmington was how high the grass is and the trash alongside the road. It such a beautiful city, that one would think that the roads leading into Wilmington would be more attractive. Maybe some palm trees, a nice vibrant sign and paint the bridge blue instead of that horrific ugly green, at least it would match the beautiful scenery of the Cape Fear River. I love the city but all roads leading into the bridge area are not very attractive.	6	2
Make transit stop locations safe and inviting places	1		1) Not at projects/safe stops		
Re-develop street car lines.					
Rail connection from airport to convention center and downtown.					
Pedestrian bridges in the high-density/high-traffic locations.					
Electric-powered buses in the heart of downtown.					
Construct a tunnel that requires a toll that connects Wilmington with Brunswick County.					
Use the Sutton power plant railroad tracks previously used to bring in coal to establish an electric rail service from Leland and Navassa to downtown Wilmington					

Alternative Future Visions
Transit-Oriented Development Results

Potential Growth Strategy	Green Dot	Red Dot	Comment	Views	Likes
Bring another big ship to Wilmington					
Complete Skyway Bridge or some kind of Cape Fear River crossing, bridge/bike					
Create 5th Avenue bike lanes from Greenfield St to Brunswick St					
Don't charge an extra fee to pay by phone when parking downtown					
Connect major intersections by rapid bus (downtown to Riverlights to Mayfaire to Independence to the airport)					
Over-building in areas behind Independence mall, flood concerns					
No more growth and development in Pine Valley area. Preserve woods, forest, greenery and neighborhood feel					
Provide fast public transportation between downtown and Wrightsville Beach and UNCW					
Provide parking by Cross-City Trail					
Too urban focused, should tie to Mayfaire					

Black = Alternative Future Vision potential strategy

Green = Citizen strategy idea from connectwilmington.org

Blue = Citizen strategy idea from 6/25/14 meeting

Green Dot = Positive vote from 6/25/14 meeting

Red Dot = Negative vote from 6/25/14 meeting

Alternative Future Visions

Urban Centers Neighborhood Nodes Results

Potential Growth Strategy	Green Dot	Red Dot	Comment	Views	Likes
Develop true vertical mixed-use buildings with ground floor retail on North 4th Street.	5			8	26
Develop a high-density, walkable, mixed-use district surrounding New Hanover Regional Medical Center.	2			5	26
Build on the momentum of existing town centers. Focus on making better connections and infill development.	2	2		4	25
Redevelop the Galleria site as a pedestrian-focused, mixed-use development with restaurants, retail, and various types of housing.	2			6	23
Create small urban centers with services for nearby residents on Princess Place Drive and Market Street Street near the creek.	3		1) Need to be connected by sidewalks and bike paths, and get truck traffic off the full length of Princess Place Drive for this to be truly workable.	10	20
Fill the surface parking lots of Independence Mall with buildings.	1		1) The mall is so unattractive and it seems like so much land is just wasted by having all that parking. I've never once seen the parking lot even close to full. I don't think the mall should go away, but it would be nice if all that parking could be turned into something more productive (and less unattractive) 2) It is a huge parking lot in the middle of town (one of Wilmingtons most visible things on google earth!). Converting it into Mayfaire-style walkable retail would be great. It would probably also help drive more people to the businesses that are IN the Mall.	12	20
Develop a center with industrial aesthetics near the intersection of 5th Avenue and Greenfield Street; mix new and old buildings.	5			5	18
Foster a collection of urban centers, places, and neighborhoods with their own identities and primary functions. Update the downtown master plan and create small area plans for each.				12	21
Focus new development around existing neighborhood nodes; prioritize sidewalk connections.	1			7	20
Introduce big-box chain retail with context-sensitive development downtown.	1	7	1) This is OK if context sensitive	12	19
Create small-scale neighborhood nodes on Greenville Loop Road to provide daily needs to surrounding neighborhoods.	1			6	17
Develop high-density housing along the waterfront with public access.	3	2	1) Protect public view space and access	11	12
Focus on infill of large surface parking lots and making connections to housing.	4	1		4	11

Alternative Future Visions

Urban Centers Neighborhood Nodes Results

Potential Growth Strategy	Green Dot	Red Dot	Comment	Views	Likes
Redevelop the Water Street parking deck as an entertainment destination with ground floor/underground parking, cinemas, film museum and nightclub, and a park on top. Park should include amphitheater, water vapor screen for outdoor films, escalators down to Chestnut and Grace streets, a second story bridge connection to Hilton entrance, and a series of gardens/focal points that celebrate our sister cities; Belize, Barbados, China, and United Kingdom.				5	11
Create high density development and a tree-lined boulevard along South Kerr Avenue near its intersection with Market Street.		1	1) Great, but no bars please!	4	10
Create a mixed-use center with restaurants, retail, and housing and multiple connections to surrounding neighborhoods.				3	6
Focus on walking and biking infrastructure	6				
Illuminate Cape Fear Memorial Bridge with LED lights and install reusable firework display for the 4th of July. Similar to Sydney Harbor Bridge.				3	5
Create a new commercial destination for the future residents of River Lights, especially one that can be reached easily on foot and by bike.			1) Integrate Riverlights into Wilmington (not another Landfall behind a wall)	19	4
Make top deck of Market St parking a mini Wal-Mart or Whole Foods.				2	3
Concentrate investment, vertical orientation of buildings, and densities around focal points	2				
Create active retail environments	2				
Redevelop Water Street parking deck as entertainment destination					
Love the decentralized/neighborhood center ideas					
Nodes should not be used to discourage office or retail development in non-node areas					
Engage Wilmington residents more via slogan: 'It's our downtown, too!' for people who don't live/work downtown					
Node at Rogersville Rd and Wrightsville Avenue good idea for a small coffee shop but active and dangerous intersection with corner to have anything more					
Consider mix of (unit) sizes to appeal to more downtown residents - 940 sf average in proposal for Water St structure too small for most couples					

Alternative Future Visions

Urban Centers Neighborhood Nodes Results

Potential Growth Strategy	Green Dot	Red Dot	Comment	Views	Likes
Consider pedestrian walkway over top of Nutt St to connect to terrace/landscaped area to top parking on Princess between Front and Water streets. Would preserve view of river that would be lost with new development Water St parking structure and would preserve river views and park events access for restaurants on Front St. Could be charming. NO BIG BOX					
Extend a road as four-lane thruway for better north-south traffic access between Greenville Loop and Masonboro Loop					
No more growth and development in Pine Valley area. Preserve woods, forests, greenery and neighborhood feel					

Black = Alternative Future Vision potential strategy

Green = Citizen strategy idea from connectwilmington.org

Blue = Citizen strategy idea from 6/25/14 meeting

Green Dot = Positive vote from 6/25/14 meeting

Red Dot = Negative vote from 6/25/14 meeting

**Alternative Future Visions
Community Corridors Results**

Potential Growth Strategy	Green Dot	Red Dot	Comment	Views	Likes
Encourage mixed-use development at the gateways of Dawson and Wooster streets at 3rd and 17th streets.	4		1) Dawson/17th area is underdeveloped and should be a hub. Mixed use with alot of office/commercial seems appropriate. The streetscape needs work there also 2) Yes, but you might need to clear some of those dilapidated shanties throughout the neighborhood to let people know it's not a crime-riddled neighborhood.	9	24
Redevelop areas along Market and Princess streets between 8th and 12th streets.	3		1) Great idea. The presence of Wabi Sabi and Jengo's (home of Cucalorus) have created some "vibe" already in this neighborhood 2) Yes, but be sure they're mixed-use buildings to create a walkable neighborhood that connects well with downtown (and has transit to Front St and other inner-city neighborhoods).	10	24
Redevelop vacant shopping centers and strip malls along Oleander Drive/	1		1) That picture doesn't match. But, yes, bulldoze those ugly vacant buildings and empty lots. Oleander may be too busy and wide for a walkable neighborhood, though (at least east of College where there are no lights for pedestrian crossings). I do agree that the empty whole between Independence Mall and Hanover Center would be a very desirable place to put lots of 4-storey apartment buildings! Just think of all those extra people walking to those stores...	215	22
Create vertical-mixed-use corridors in the heart of downtown.	3		1) While you're at it, replace those heinous all-way stops and under-utilized traffic lights along N Front, N 2nd, and N 4th Streets with miniroundabouts. They keep traffic flowing smoothly when traffic is light. When traffic is heavy, traffic keeps moving as everyone knows they only have to yield to the left instead of stopping and staring at everyone.	7	19
Revitalize the commercial area along Carolina Beach Road at Sunset Park as a neighborhood-scale main street. Introduce new development with ground floor retail, restore older storefront buildings, and enhance the streetscape.	4		1) No market for mixed local retail. Folks in Sunset Park area can't patronize local shops in downtown, Cotton Exchange. We are a five minute drive. But, build it and see what happens. Nice graphic by the way. How about artists lofts with work and living space and sound-proof rehearsal space for musicians.	4	17
Implement the recommendations of the Market Street Corridor Study.	2	2		5	18

Alternative Future Visions
Community Corridors Results

Potential Growth Strategy	Green Dot	Red Dot	Comment	Views	Likes
Revitalize the small commercial area at Princess Place Drive and 21st Street as a neighborhood-scale main street. Introduce new development with ground floor retail, restore older storefront buildings, and enhance the streetscape.	2			6	14
Infill setback areas with buildings along Oleander Drive and College Road.			1) The relatively new 1st bank is kind of close to Oleander- and it looks good. Would like to see more like it up and down both streets- but perhaps starting at Independence Mall/Hanover Center seems the most likely 2) Less empty parking lots, more walkable streets! 3) Yes, replace those heinous lots with occupied buildings, but make sure they're mixed-use (apartments over commercial space) and that the roadways are designed to encourage walking.	18	13
Redevelop along Pavilion Place as a pedestrian-focused main street, connecting new uses at Lumina Commons and Wrihstville Avenue.	2			4	12
Reinforce the neighborhood-scale main street along Wrihstville Avenue. Put parking behind buildings.			1) Could you elaborate more ? Wrihstville Ave does need more development, but not like the low-density development that has been moving along there. No one likes offices in single-family houses. Shops needs apartments above to create a walkable neighborhood.	7	10
Explore opportunities to develop land on either side of MLK Parkway west of N. Kerr Avenue.	1	3	1) Good, but no bars and pawn shops! 2) No, no, no, NO! Wilmington has plenty of empty lots (either undeveloped grass or heinous unused parking) across the city to develop and build walkable neighborhoods. Let's leave the freeway alone in its forest beauty. If anyone approaches you about building along MLK Jr Pkwy, tell them to build over an empty parking lot downtown, in Mayfaire, by the Mall, or along Oleander!	7	9
Develop a mixed-use town center on Market Street, east of Cardinal Drive, similar to Mayfaire and Autumn Hall.	2		1) Please tell me that by "mixed-use" you mean apartments directly above stores. Either way, I think there's already too much empty retail space in the city and efforts need to be concentrated in three or four neighborhoods to make walkable and connect them with good transit.	4	8
Redevelop existing medical office and retail development along Delaney Avenue as walkable mixed-use.			1) I want more mixed-use buildings in walkable neighborhoods, but I'm a little concerned about that neighborhood/area of town. Put those buildings pictured down Racine, Kerr, and Wrihstville Ave around UNCW and you'll have little vacancies!	3	4

**Alternative Future Visions
Community Corridors Results**

Potential Growth Strategy	Green Dot	Red Dot	Comment	Views	Likes
Provide sidewalks, bikeways, and trails to adjacent neighborhoods	3				
Maintain outer-Market Street as a car-oriented commercial strip.		3	1) Car-oriented development is bad. But, let's fix the inner city with transit-connected nodes and put some park-and-rides for tourists and commuters.	5	2
Main Street type	2				
Parkway type	2				
Continue automobile-oriented medical office and retail development along South 17th Street.		1		4	1
Make east-west running streets in downtown one-way. This would make parking easier and safer.				1	1
Continue dependency on automobile travel with some improved bus service		6			
Strip commercial type		10			
Consider a bike share system					
Need visible, uniform building numbers for the out-of-town patients who have no idea where their appointments are - sometimes they end up across Carolina Beach Rd					
Development on both ends of Castle St Arts & Antique District to connect growth					
Focus on 74/76/17 new bridge just below Cape Fear Memorial to take advantage of current infrastructure to access port from north. Do not develop new crossing below port.					
Consider widening Princess Place Dr and Rankin St north of Grace St to take some pressure off Market St and provide access to downtown.					
No more bars and no more pawn shops please!					
No more growth and development in Pine Valley area. Preserve woods, forests, greenery and neighborhood feel		1			

Black = Alternative Future Vision potential strategy

Green = Citizen strategy idea from connectwilmington.org

Blue = Citizen strategy idea from 6/25/14 meeting

Green Dot = Positive vote from 6/25/14 meeting

Red Dot = Negative vote from 6/25/14 meeting

Alternative Future Visions
Neighborhood Transitions Results

Potential Growth Strategy	Green Dot	Red Dot	Comment	Views	Likes
Identify and create incentives for the conversion of old industrial buildings to new employment and housing uses.	6		1) Re-purpose, reuse, and add character.	6	34
Develop a high-density urban center along the intracoastal waterway.			1) Interesting; Oh nononono 2) it will be underwater in 25 years. That is EPIC stupidity 3) How about a high-density Yankee relocation program using I-40 and I-95? 3) We're coming here as fast as we can, James. I love the idea of high density housing, but maybe on higher ground. As an NC native who lived in NYC for 30+ years, I miss having people around 4) Looks expensive 5) It would be a fantastic redevelopment for the Landfall Neighborhood 6) Oh Jamie, I was hoping that it would run from south to north! haha 7) How is this different than mayfaire? 8) according to the Flood plane maps this is a Flood Zone: (Zone X) Minimal Flood Risk Area of minimal flood hazard, usually depicted on FIRMs as above the 500-year flood level. Zone X is the area determined to be outside the 500-year flood and protected by levee from 100-year flood. Just make sure there is enough parking and widen the roads 9) Why don't we continue fixing the infrastructure, the roads, develop more bike paths, clean up the gangs and crime, etc... I can think of a million things this city needs more than a new urban center. Instead of adding more space for more people (this city already has too many), why don't we spend money on improving what we already have and making it better for the citizens that are already here rather than inviting more people which is what this would do!	4	24
Create a coordinated master plan for the Northern Riverfront area that considers transitions to the Brooklyn Arts District and Cape Fear Community College.				3	23
Establish the architectural character of neighborhood transition areas and use design guidelines to ensure compatibility.	5	1		3	18
Develop and redevelop with multi-family housing along Military Cutoff Road, just south of the city limits, and establish bike and pedestrian connections to the surrounding areas.	1			3	13

Alternative Future Visions
Neighborhood Transitions Results

Potential Growth Strategy	Green Dot	Red Dot	Comment	Views	Likes
Redevelop the Starway Flea Market. Create roadway connections from Carolina Beach Road to some neighborhoods. Make a smooth transition from high to low densities.	1	1	1) Need parking so those of us not within walking distance can shop there 2) No connecting roads! We don't need any. We have Bell, Southern, Central and Northern. Sunset South already has to deal with criminals hopping fences to get away from police who break up drug deals on Carolina Beach Road. We will not allow any connecting roads from Carolina Beach Rd into Sunset South. Am sure the folks living in the manufactured homes off Bell agree and would be here if they knew this was a possibility (most only read and write spanish). P.S. Ask me about Title VI of the civil rights act	6	11
Develop and redevelop parcels along Carolina Beach Road, north and south of Independence Boulevard, with single-family homes and connect housing to employment.				2	12
Allow additional housing types such as backyard cottages, courtyard cottages, and town homes within established residential areas throughout the city.				8	12
Combine lots to create a sensible block structure as opposed to numerous street segments. Create walkable waterfront villages.		2		4	10
Allow for conversion of single-family homes to non-residential uses along Wrightsville Avenue and Oleander Drive and create bike and pedestrian connections to adjacent neighborhoods.		2	1) Replace structures that no longer function for the location 2) Ok, but please no more pawn shops and bars!	2	7
Address development in the transition area between downtown and the surrounding neighborhoods.	2		1) Need free parking to revitalize non-bar businesses downtown 2) < Agree 3) I am unsure what this means or would look like!	7	6
Develop and redevelop parcels for large-lot single-family homes.	1	5		2	7
Develop and redevelop with higher-density residential along South Kerr Avenue, north and south of Randall Parkway. Identify appropriate housing types.			1) Good idea but poor design, too many driveway cuts 2) No, That area could use bigger apartment buildings for the hordes of college students that keep coming to UNCW each year and then hopefully decide to stay in Wilmington after graduating... And if they have stores and bars catering to those college students and young professionals, it'll be the start of a walkable neighborhood!	4	6
Introduce a variety of housing types to provide options with a mixture of price points	8				
Establish neighborhood conservation districts with guidelines for infill and redevelopment	1			7	6

Alternative Future Visions
Neighborhood Transitions Results

Potential Growth Strategy	Green Dot	Red Dot	Comment	Views	Likes
Develop more medical offices between Carolina Beach Road and South 17th Street. Create connections between housing and employment.	2	1		2	2
Courtyard Cottage type	4				
Townhomes type	3				
Not enough 55+ housing/development at moderate (non-luxury) price points					
No more growth and development in Pine Valley area. Preserve woods, forests, greenery and neighborhood feel		2			
Develop neighborhoods where delivery of social services/healthcare can occur within neighborhood (aging population)					
Need indoor basketball facility for at risk youth (Northside)					
Higher-end retail area okay - No more pawn shops and bars!					
Preserve the natural environment that we northerners came here to enjoy. Keep the 'tree forms' in the woods for peace and for clean air. Preserve native plants.					
Area along Carolina Beach Rd needs streetscaping to attract business. Maybe medical offices?					
Complete closed circuit television system for downtown to help control crime.				1	

Black = Alternative Future Vision potential strategy

Green = Citizen strategy idea from connectwilmington.org

Blue = Citizen strategy idea from 6/25/14 meeting

Green Dot = Positive vote from 6/25/14 meeting

Red Dot = Negative vote from 6/25/14 meeting