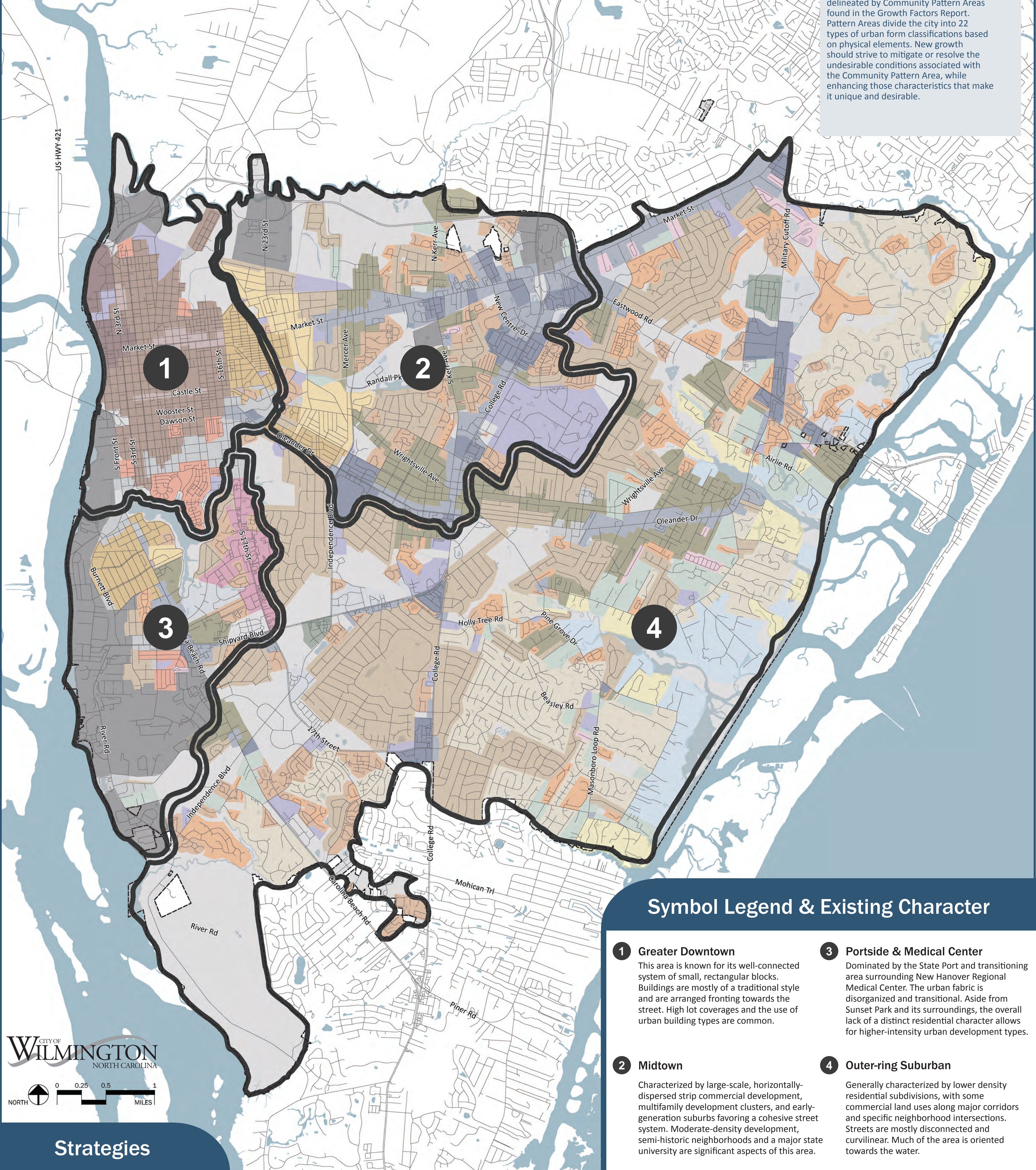




Document Cross-Reference:
Growth Factors Report

Community Character Areas are delineated by Community Pattern Areas found in the Growth Factors Report. Pattern Areas divide the city into 22 types of urban form classifications based on physical elements. New growth should strive to mitigate or resolve the undesirable conditions associated with the Community Pattern Area, while enhancing those characteristics that make it unique and desirable.

WORKING DRAFT 3/11/15



Symbol Legend & Existing Character

- 1 Greater Downtown**

This area is known for its well-connected system of small, rectangular blocks. Buildings are mostly of a traditional style and are arranged fronting towards the street. High lot coverages and the use of urban building types are common.
- 2 Midtown**

Characterized by large-scale, horizontally-dispersed strip commercial development, multifamily development clusters, and early-generation suburbs favoring a cohesive street system. Moderate-density development, semi-historic neighborhoods and a major state university are significant aspects of this area.
- 3 Portside & Medical Center**

Dominated by the State Port and transitioning area surrounding New Hanover Regional Medical Center. The urban fabric is disorganized and transitional. Aside from Sunset Park and its surroundings, the overall lack of a distinct residential character allows for higher-intensity urban development types.
- 4 Outer-ring Suburban**

Generally characterized by lower density residential subdivisions, with some commercial land uses along major corridors and specific neighborhood intersections. Streets are mostly disconnected and curvilinear. Much of the area is oriented towards the water.

Strategies

Greater Downtown

- Orient and design new development towards the underlying rectilinear street grid.
- Design buildings to front directly onto the street; parking in the front setback is strongly discouraged
- Redevelop public housing projects as mixed-use, mixed-income developments.
- Use existing and new alleys for parking and services.
- Maximize lot coverage.
- Maximize adaptive reuse of historic structures and warehouse buildings.
- Preserve and enhance the traditional character and style of buildings and streets.
- Maximize the use and development of vertical mixed-use building types.
- Focus on small lot infill development
- Maintain small block sizes and a robust sidewalk network; create smaller blocks from those which may have been consolidated or exceed the average block size of the area.
- Make concerted efforts to reduce crime and alleviate the unfair distribution of social services, public housing and others.

Midtown

- Replace low-density commercial development with walkable, mixed-use developments.
- Make strategic connections from multifamily residential to commercial areas.
- Convert the disconnected hodgepodge of streets into a more refined network of complete streets and pathways
- Enhance the distinctive mix of building types; introduce urban and mixed-use building types whenever possible
- Implement the Market Street Corridor Study
- Create multimodal connections to UNCW from surrounding commercial and residential areas in order to create a more walkable urban campus
- Respect former streetcar-era neighborhoods; maintain or revive a well-connected street grid
- Encourage the use of existing and new alleys for parking and services.
- Anticipate the gradual expansion of UNCW facilities and enrollment levels.

Portside & Medical Center

- Address the transition between streetcar-era suburbs and the Port of Wilmington.
- Make strategic connections from residential to commercial areas.
- Enhance the Carolina Beach Road corridor with landscaped median, streetyard plantings, redevelopment of under-utilized site, adaptive reuse of historic buildings, and appropriate pedestrian amenities.
- Convert the disconnected hodgepodge of streets into a more refined network of complete streets and pathways; reduce block sizes
- Embrace medical research and office uses as a cohesive urban village; provide opportunities for pedestrian and mixed-use places
- Ensure adequate land and infrastructure is available for industrial expansion
- Maximize efficient regional and statewide access to rail and port facilities
- Minimize and mitigate the impacts of large surface parking areas; emphasize or facilitate shared parking arrangements
- Limit the use of homogeneous building designs and protruding garage doors
- Promote higher-density residential development

Outer-ring Suburban

- Practice graceful infill development that fits well into the neighborhood fabric
- Limit commercial encroachment into surrounding neighborhoods; focus commercial development to Mixed-use Centers and some Areas of Opportunity
- Limit the use of homogeneous building designs
- Respect the low-density single-family neighborhood character with appropriate building types, massing, configuration, transitions and buffers
- Increase regular bus service; enhance existing bus stops along key routes
- Encourage neo-traditional development patterns and moderate-density walkable areas
- Increase opportunities for public waterway access and make good pathway connections to schools and regional parks.