

A THRIVING  
TOMORROW

2045

Wilson County

# Wilson County Comprehensive Plan

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PUBLIC OPEN HOUSE MEETING #2

AUGUST 20, 2024



WithersRavenel  
Engineers | Planners | Surveyors

# Agenda

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- + Introduction
- + Project Purpose and Schedule
- + Recap Plan Development Process
- + Draft Recommendations Overview
- + Draft Future Land Use Map and Designations
- + Listening Session: Q&A, Share Thoughts and Feedback

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# The Project Team



**Greg Feldman, AICP, CZO**

*Project Planner / GIS*



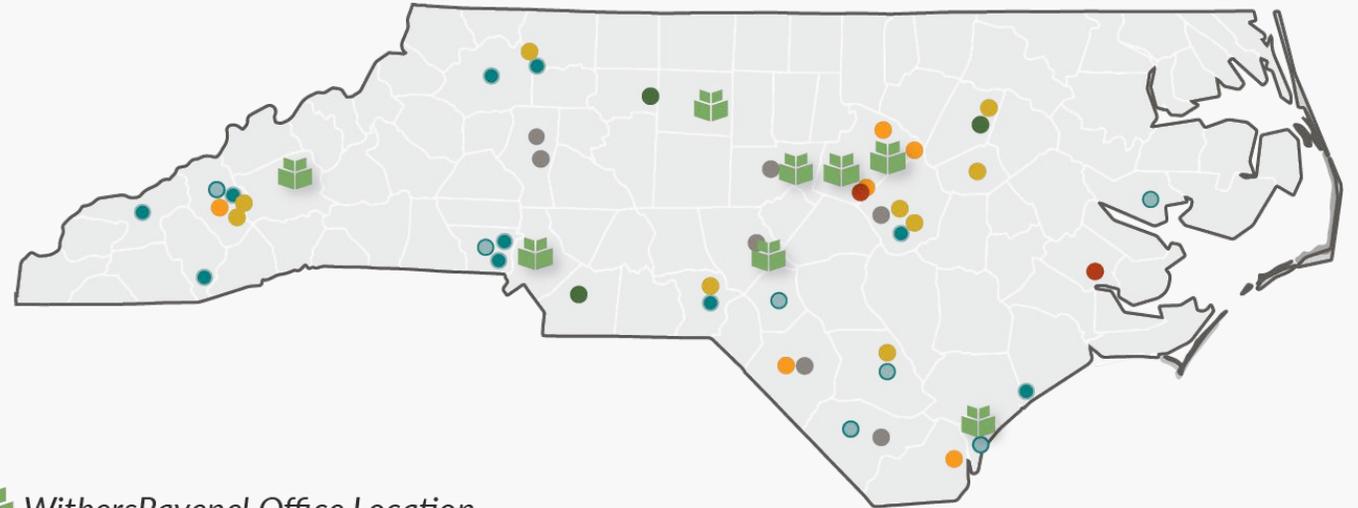
**Daniel Rauh, AICP**

*Senior Planner*



**Jay McLeod, AICP**

*Project Manager*



 *WithersRavenel Office Location*

 *160D Updates*

 *Ordinance Updates*

 *Comprehensive Land Use Plans*

 *On-Call Planning Services & Plan Reviews*

 *Downtown Or Small Area Plans*

 *Parks And Recreation Master Plans*

 *Public Engagement*

# What is a Comprehensive Plan?

Community conversation about shared vision for the future.

Helps staff and leadership prioritize community goals.

Required to enforce zoning.

Not regulatory, but advisory.



# The Journey to Here

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# Comprehensive Plan Conceptual Process



# Project Schedule

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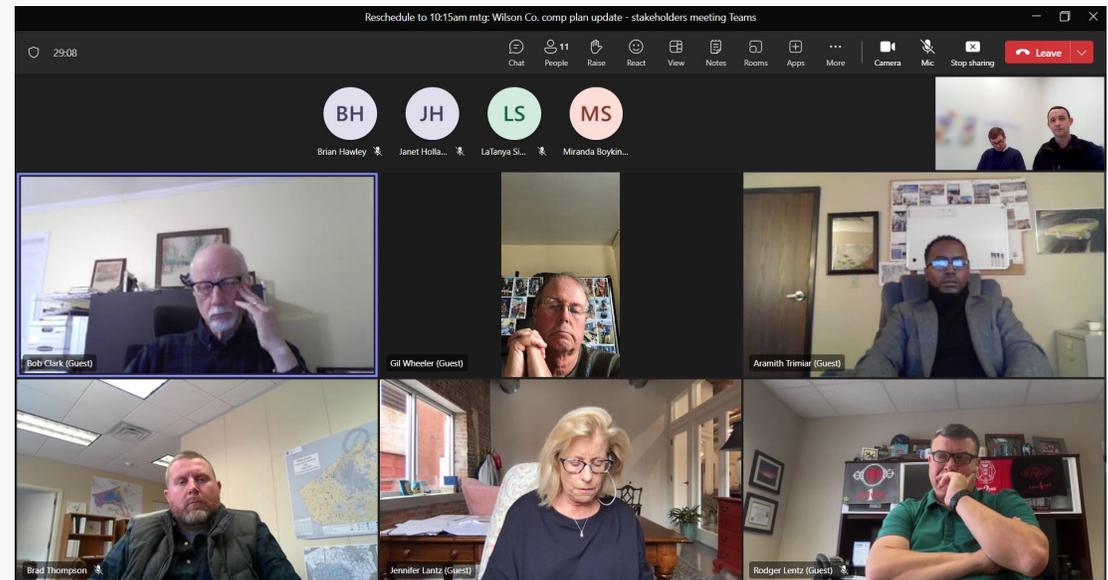
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	2023			2024										
Task and Event	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
<b>Project Initiation and Analysis</b>	[Timeline bar from Oct 2023 to Feb 2024]													
Data gathering, mapping, plan review, community profile	[Timeline bar from Oct 2023 to Feb 2024]													
Community tour and kickoff meetings		[Timeline bar from Nov 2023 to Dec 2023]												
Steering Committee		11/13		01/31										
Stakeholder Interviews		[Timeline bar from Nov 2023 to Dec 2023]												
Planning Board / BOC Update Meeting														
Economic Development and Finance Meetings	10/4	11/1 & 11/15												
<b>Visioning and Plan Development</b>	[Timeline bar from Jan 2024 to Sep 2024]													
Community Survey				01/23-03/03										
Draft Community Vision Statement and Goals						[Timeline bar from Mar 2024 to May 2024]								
Steering Committee					03/11		05/14		07/17					
Public Meeting(s)							04/17				08/20			
Planning Board / BOC Update Meeting								06/03						
Draft Future Land Use Map							[Timeline bar from Apr 2024 to Jun 2024]							
Draft Plan Recommendations							[Timeline bar from Apr 2024 to Jun 2024]							
<b>Plan Refinement and Adoption</b>	[Timeline bar from Aug 2024 to Oct 2024]													
One-month public posting and adoption draft review period											[Timeline bar from Aug 2024 to Sep 2024]			
Review public comment on adoption draft											[Timeline bar from Sep 2024 to Oct 2024]			
Presentation of adoption draft to the Planning Board and BOC												Tentatively scheduled	09/16	10/07

# Initial Stakeholder Interviews and Input

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- County staff and department heads
- Appointed board members
- Board of Commissioners
- Local land development and business professionals
- Representatives of the towns and cities in the County



# Steering Committee Members

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## Steering Committee

- Rob Boyette
- Chris Hill
- Linwood Scott
- Eunice Lindsey
- Rodney Coleman
- Dr. Latanya Simpson



## County Staff

- Ron Hunt – County Manager
- Lori Winstead – Deputy County Manager
- Brad Thompson – Development Services Director
- Steven Mann – Communications Director
- Tammy Bisette – Senior Administrative Assistant
- Matthew Taylor – Planner
- Paolo Ceyrolles – Planning Analyst
- Brajesh Tiwari – County Engineer

# What We Love About Wilson County

Public Input

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Recreation and Parks  
Balanced Growth Education  
Shopping, Restaurants, and Entertainment  
Public Services and Public Safety  
Regional Location and Transportation  
Community and Small Town Charm  
Rural Character and Agriculture  
Equity and Diversity Overall Affordability Housing  
Economy and Jobs  
Environment

"I appreciate the  
small-town feel"

"The County is safe,  
friendly, and has  
accessible resources."

"I enjoy the County's  
natural areas and sense  
of community."



Community  
Vision  
Statement

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*“Wilson County will prioritize agriculture and rural character in the unincorporated areas while also partnering with our embedded communities to achieve their goals and connect them.*

*Our identity is built on providing valuable public services, responsive local governance, and a high quality of life.*

*We work together and support each other to ensure a vibrant future.”*

# Plan Goals

*(in no particular order)*

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Collaborative Partnerships



Economy



Community Facilities



Quality of Life



Growth Management

**Note: Please review the exhibits at tonight's workshop for the full details of each plan recommendations.**

# Draft Recommendations

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RECOMMENDATIONS	Partnerships	Economy	Community Facilities	Quality of Life	Growth Management
1: Promote neighborhood-serving and community-scale nonresidential uses in areas identified as “Rural Commercial Crossroads” on the Future Land Use Map.					
2: Guide growth toward existing municipalities.					
3: Provide space for a variety of housing types, lot sizes, and development types to meet the needs of current and future residents.					
4: Promote enhanced design within new residential subdivisions.					
5: Promote interconnectivity within new and existing developments.					
6: Continue to prioritize transportation planning and development efforts that will serve current and future residents and businesses.					
7: Create public recreational opportunities within the County that connect and compliment facilities and services provided by municipalities.					

RECOMMENDATIONS	Partnerships	Economy	Community Facilities	Quality of Life	Growth Management
8: Identify appropriate areas for the County to extend its public drinking water system.					
9: Support the expansion of broadband and internet service and access.					
10: Reduce the impact of new development on traffic congestion and existing thoroughfares and highways.					
11: Preserve rural and agricultural areas.					
12: Support agricultural production and agritourism as continuing economic engines.					
13: Maintain availability of and access to local agricultural products.					
14: Coordinate with municipalities to increase the number of high paying jobs.					
15: Strengthen local partnerships.					
16: Coordinate with municipalities to ensure orderly growth and development in Reserved Growth Areas on the Future Land Use Map.					

**Note: Please review the exhibits at tonight's workshop and provide your feedback.**

# Draft Future Land Use

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PUBLIC REVIEW AND DISCUSSION

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# Focus on Future Land Use

## FUTURE LAND USE

- Not regulatory
- A decision-guiding tool
- The pattern for desired growth and development
- Reference point when considering rezoning applications
- Guide for public infrastructure investments

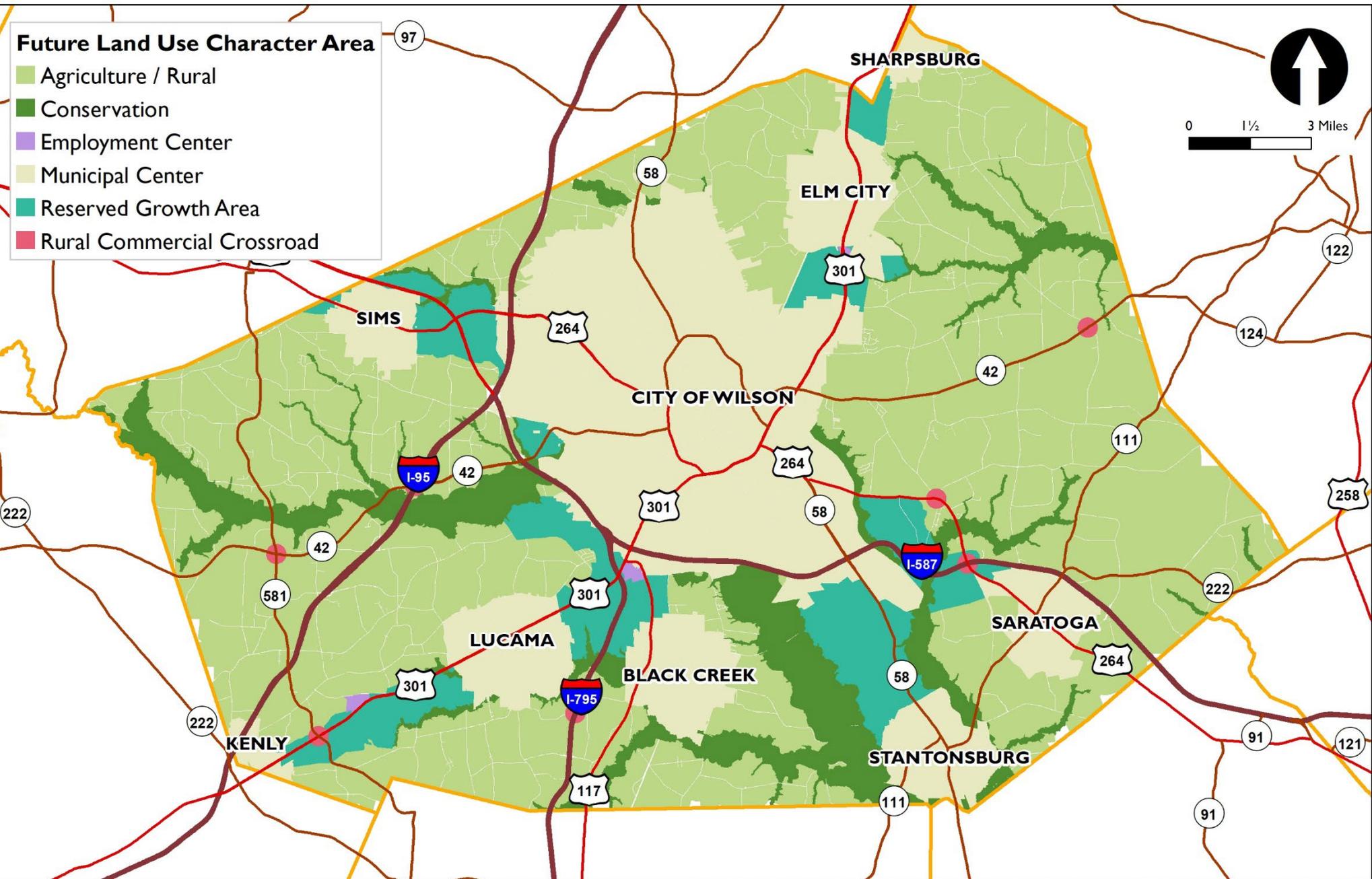
## ZONING

- It is regulatory
- Changes are initiated by landowners or elected officials
- Altered by elected officials after a public hearing
- Conveys development rights – entitlement
- Most of the County is already zoned for one-acre single family homes.



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Draft Future Land Use Map



# Agriculture / Rural (AR)

Where?

Existing agricultural and supporting operations as well as low-density housing.

Encouraged Land Uses

Agriculture, farm-related housing, low-density single-family and manufactured housing.

Discouraged Uses

Medium- to high-density residential and commercial uses. Subdivisions of greater than 30 lots.

Transportation

Country highways and connecting roads with limited driveways. Emphasis on interconnectivity.

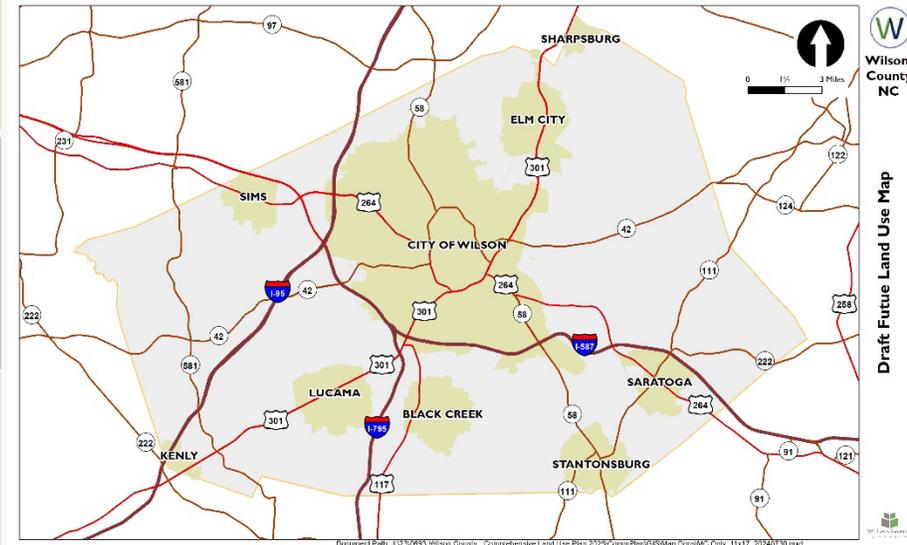
Utilities

Public Water (Residential), Well & Septic



# Municipal Center (MC)

Where?	Incorporated Municipalities
Encouraged Land Uses	All forms of residential and non-residential development.
Discouraged Uses	Agriculture and conservation.
Transportation	2-lane local and collector roads, municipal streets.
Utilities	Public Water & Sewer



# Employment Center (EC)

Where?

Near major roadways and infrastructure necessary to support job-generating uses.

Encouraged Land Uses

Large office spaces, industrial uses, and other large-scale businesses.

Discouraged Uses

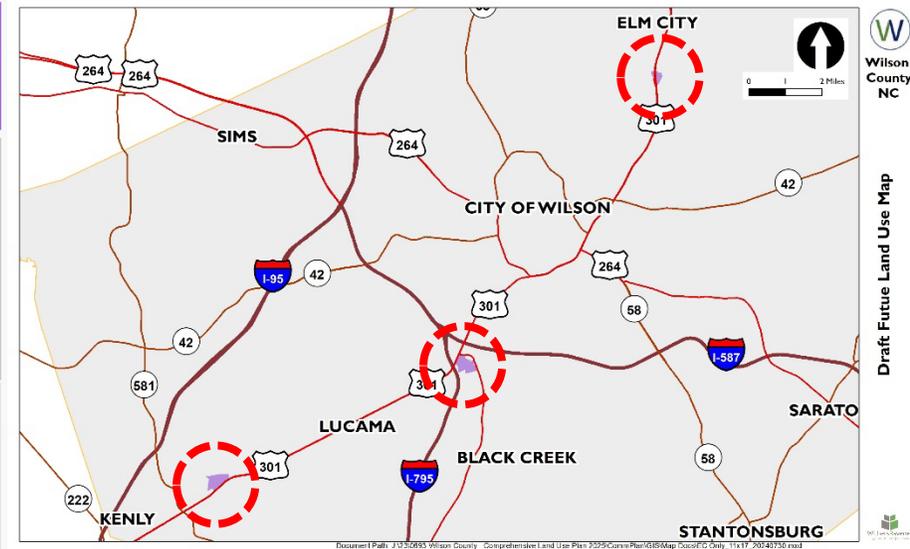
Residential uses, solar farms, and low-employment generating uses.

Transportation

Interconnectivity and access to major roadways.

Utilities

Public Water & Sewer



# Reserved Growth Area (RGA)

Where?

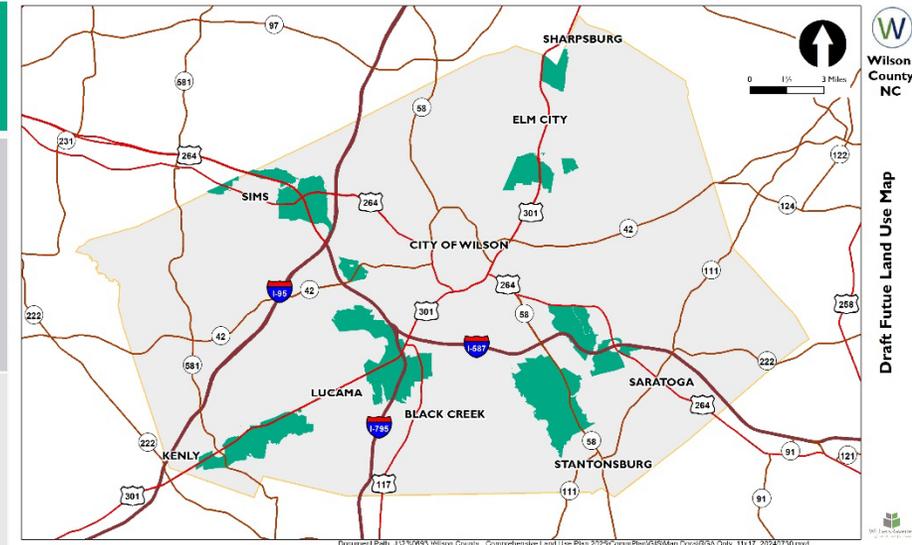
Undeveloped land near incorporated municipalities

Encouraged Land Uses

Preservation of undeveloped land until annexation by a Town or City and development under that regime.

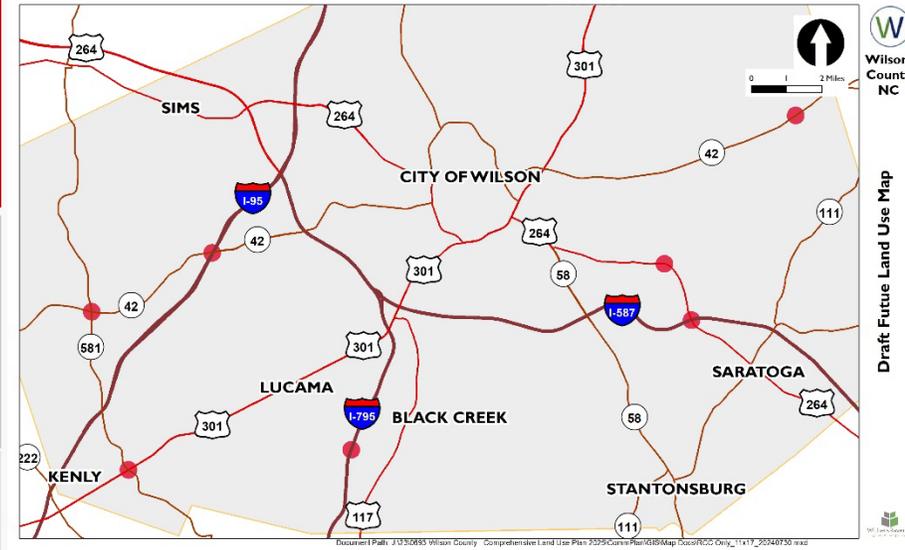
Discouraged Uses

Medium- or large-scale residential and non-residential uses



# Rural Commercial Crossroad (RCC)

Where?	Key intersections along major highways in rural areas.
Encouraged Land Uses	Small/community-scale commercial, retail, and service uses.
Discouraged Uses	Medium- to high-density residential development.
Transportation	Interconnectivity to avoid congestion at key crossroads
Utilities	Public Water & Septic



# Conservation (C)

Where?

100- and 500-year floodplains.

Encouraged Land Uses

Conservation efforts, parks, natural open spaces. Low-density residential development.

Discouraged Uses

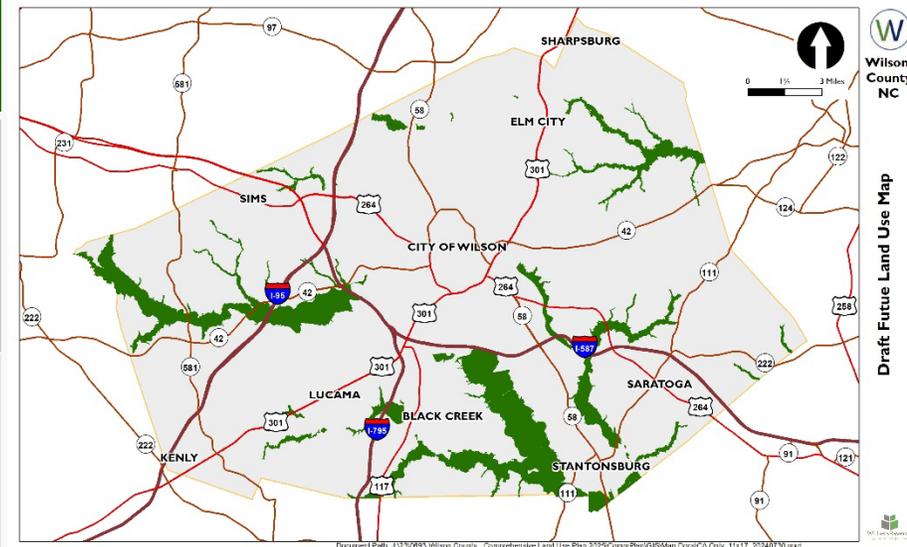
Medium- to high-density residential and commercial uses that might negatively impact water quality.

Transportation

Because these areas are environmentally sensitive, limited impervious surface associated with roadways is desired.

Utilities

Limited public and private utilities.



# Tonight and Next Steps

## TONIGHT'S MEETING FORMAT

- Review of Future Land Use Map and Plan Recommendations
- Share Your Feedback and Thoughts
- Ask the Project Team Questions

Planning Department:

Email: [planningandzoning@wilsoncountync.gov](mailto:planningandzoning@wilsoncountync.gov)

Phone: 252-399-2965, option 2

Project website:

<https://www.wilsoncountync.gov/departments/development-services/planning/2045-comprehensive-plan>

## UPCOMING

- Public Review Period and Plan Refinement
  - (now, online and at the Planning Department offices)
- Presentation to Planning Board
  - (tentatively 09/16)
- Adoption Hearing of Board of Commissioners
  - (tentatively 10/07)

