



Town of North Wilkesboro Unified Development Ordinance

Kickoff Meeting

February 8, 2024

Agenda

- **Introductions**
- **Project Overview**
 - WithersRavenel – Who we are and what's our role
 - What's the UDO?
 - Project Objectives
- **Project Schedule**
- **Steering Committee Responsibilities**
- **SWOT Analysis**
- **Next Steps**
- **Questions**



Introductions – Project Team

Karen Mallo, AICP
Project Manager



Greg Feldman, AICP, CZO
Staff Planner



Daniel Rauh, AICP
PM and Senior Planner



Jay McLeod, AICP
Director, Community Planning



WithersRavenel's Role



- We are a multi-disciplinary firm with nine offices throughout North Carolina. Our Community Planning team has been hired to prepare the updated Unified Development Ordinance
- We love to work with small to mid-size communities. We are passionate about engaging and assisting municipalities to make a positive impact.
- We will read through the staff- annotated copy of the existing ordinance, analyzing information gathered today. We will reorganize to the predetermined “outline” and then edit Chapter-by-Chapter with review cycles for feedback, edits, and discussion.
- We will provide educational opportunities for PB/Steering Committee when needed and ask for feedback and guidance at regular meeting check-ins. We welcome in-depth discussions on planning topics and what is in the best interest of the community.

What is a Unified Development Ordinance?

- Municipal, legal document aligned with the State requirements of NCGS 160D, tailored to the unique needs of the Town.
- Contains most of the local regulations (laws) regarding land use or land development.
 - Contains procedures in which development applications are handled by staff; procedures of boards
 - Zoning and uses, development and design standards.
- **“Living Documents” can be amended and rewritten.**
 - Text amendments, additions, and revisions approved by Town Board.
 - Encouraged as Town grows, goals change, new uses develop
- Designed to further the goals of the Town’s Comprehensive Plan and other adopted plans & support maps.

Project Objectives

Update the language, appearance, and consolidate the Town's existing development ordinances and incorporate the following:

- Compliance with NCGS 160D as well as state and federal regulations and relevant case law
- Consistency with the goals and objectives of the adopted Comprehensive Plan and other previous planning efforts
- Uses outlined in Use Table (elimination of outdated uses, inclusion of emerging and trending uses)
- Charts, diagrams, graphics, and figures to make the ordinance more accessible, easy to use and understand
- Overall edits to remove ambiguity and outdated terminology. Create consistency between Chapters
- Zoning district analysis to address and encourage Riverfront development

Any other suggestions or topics you want ordinance to address?

Steering Committee Responsibilities

- **Progress Meetings**

- Four (4) throughout project life - virtual
- Presentation of materials and open discussion

- **Section Review**

- “Homework”
- Review sections after presented at meeting
- Questions, feedback

- **Project Champions**

- Ensure proposed content is in best interest of community
- Encourage participation at public hearing
- Become liaison between project team and community



Activity: SWOT Analysis

Why We Complete this Exercise:

Gives us a snapshot of the community and identifies elements of the ordinance to be either enhanced, added, revised, or eliminated during update.

- **Strengths – Core elements of the Code that benefit the Town.**
 - 160D completed by staff already. No missed deadlines.
- **Weaknesses – Elements that challenge the Code.**
 - Limited regulatory language permitted for short-term rentals (i.e. VRBO).
- **Opportunities – Areas/aspects of the Code in position for improvement.**
 - Adding graphics to better explain definitions.
- **Threats – Areas/aspects of the Code that may be threatened.**
 - Regional growth drives “Cookie-Cutter” subdivision development without requirements for community enhancements.

Next Steps

- **Finalize Project Schedule**

- Update and finalize document based on Staff input and feedback. May need to adjust based on staffing changes.

- **Review Annotated Zoning Ordinance and Our Initiation Efforts**

- Summary review of previous planning efforts
- Survey for Town Officials, Key Stakeholders – expanded SWOT analysis to identify real and perceived issues with the existing Code
- In-depth review of existing development ordinances
- Review of recent legislative changes potentially affecting Ordinance sections
- Special legislation



Questions?

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