



Starting a Business in Whiteville

A Guide to Opportunity, Community, and Growth



TABLE OF CONTENTS

So, You Want to Start A Business...?..... Error! Bookmark not defined.

Business Starter Steps.....5

I. CHECKING YOUR ZONING AND LAND USE DESIGNATION 4

II. MAKING SURE THAT YOUR BUILDING IS UP TO CODE 7

III. OBTAINING YOUR PERMITS FOR CONSTRUCTION, ALTERATION, MOVEMENT, AND MORE ...8

IV. SIGNING YOUR LEASE..... 11

V. GETTING YOUR BUILDING INSPECTED..... 12

VI. ESTABLISHING YOUR UTILITY ACCOUNTS 13

Helpful Resources for Supporting Your Business.....14

Southeastern Community College Small Business Center 17

A word from our Mayor Terry Mann

As Mayor of Whiteville, I invite you to explore the information included in our Economic Development Business Starter packet. I hope you will consider starting or expanding your business in Whiteville.

Whiteville, the county seat of Columbus County, serves as the area's primary business center. Our strong business community has a solid record of retail growth, and our nationally accredited North Carolina Main Street downtown continues to thrive. Recent highway improvements along the city's main corridor have also opened new opportunities for valuable commercial development.

Our Economic Development Director, Madison Ward, and the city staff are ready to help you explore opportunities and answer any questions you may have. We are committed to supporting you every step of the way.

As Mayor, I am always available to speak with you and offer assistance however I can. We hope you will consider doing business in our city.



Terry Mann
Mayor



*Sean Martin
City Manager
Heather Dowless
City Clerk*

317 South Madison Street
PO Box 607
Whiteville, NC 28472
910-642-8046
whitevillenc.gov



*Terry L. Mann
Mayor
Jimmy Clarida
Mayor Pro-Tem
Tim Collier
Council Member
Joshua Harris
Council Member
Vickie Palt
Council Member
Linda Smith
Council Member
Kevin G. Williamson
Council Member*

Dear Business Owner,

On behalf of the City of Whiteville, it is our pleasure to warmly welcome you to our community. We are delighted that you have chosen Whiteville as the home for your business venture, and we look forward to the energy, innovation, and opportunity you bring to our city.

Whiteville is proud of its rich history, strong sense of community, and commitment to supporting local businesses. As a growing hub in southeastern North Carolina, we value the entrepreneurial spirit and recognize the vital role that small and large businesses alike play in strengthening our local economy and enhancing the quality of life for our residents.

We understand that starting or relocating a business can be both exciting and challenging. Please know that you are not alone in this journey. Our city leadership, local organizations, and fellow business owners are here to support you every step of the way. Whether it is assistance with permits, networking opportunities, or connecting you with community resources, we are committed to helping your business succeed.

Whiteville offers a welcoming environment where relationships matter, and collaboration is encouraged. From our vibrant downtown district to our expanding commercial areas, you will find a community eager to support and engage with your business. We encourage you to get involved, participate in local events, and build connections that will help your business thrive.

We are confident that your business will become an important part of the Whiteville community, and we are excited to see the positive impact you will make. Together, we can continue to foster economic growth and create a bright future for our city.

Welcome to Whiteville—we are glad you are here.

Sincerely,

A handwritten signature in blue ink, appearing to read "S. Martin", is placed above the printed name of the City Manager.

Sean D. Martin
City Manager
City of Whiteville, North Carolina



So, You Want to Start A Business...?

The City of Whiteville is invested in the success of your new business and would like to work with you to navigate the planning and permitting process. While the path to opening a new business can be filled with surprises and unexpected turns, the City wants to help you understand the typical steps before you get started on your journey. Whether you are thinking of opening a business from home, signing a lease in an established storefront, or even building new construction to house your venture, it is crucial that you acquaint yourself with local and state regulations and ordinances before you begin.

WHITEVILLE

NORTH CAROLINA

Home-Based Businesses

Many home businesses are permitted within Whiteville's residential zoning districts. If your home-based business does not require renovations or alterations to your home, then it is likely that you will not need permits. However, you will still need to make sure your business meets the requirements for "home occupations."

If you have questions about starting a home-based business, please contact the City of Whiteville Planning Department at (910) 640-1380.

Storefront Business and New Construction

If you are looking to operate your business from a storefront, then this packet will be useful! The City of Whiteville encourages you to review the steps outlined in this packet before signing your lease or hiring a contractor.

Fulfilling State Requirements

North Carolina requires a series of legal steps before opening your business. While this packet exists to walk you through the process of starting a business in Whiteville, it is also important that you complete the necessary state requirements. These can include, but are not limited to, registering your business, obtaining necessary occupational licenses, and employer requirements.

Business Starter Steps



This packet was assembled by NCGrowth, an award-winning applied economic development university center with a goal of directly addressing inequality, poverty, underemployment, and other factors that keep people and communities from reaching their greatest potential. NCGrowth's team includes expert staff across the Carolinas, academic advisors from multiple universities and hundreds of local partners. Learn more at ncgrowth.unc.edu.

**I. Checking Your
Zoning & Land Use
Designation**

**II. Making Sure
That Your
Building
Is Up to Code**

**III. Obtaining Your
Permits for
Construction, Alteration,
Movement, & More**

**IV. Signing
Your
Lease**

**V. Getting Your
Building
Inspected**

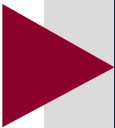
**VI. Establishing
Your Utility
Accounts**



I. CHECKING YOUR ZONING AND LAND USE DESIGNATION

Your first step should be to verify that the location you are considering for your business has the proper land use and zoning designation for the type of business you are looking to open. Zoning regulations are designed to protect the welfare of the community, conserve the value of property, and contribute to the development of the city.

To determine whether your business is approved in a given zoning district, consult either the zoning map located in the appendix of this packet or the online [interactive map](#).



If you use the interactive map, click on the “Data Search” bar in the top-right portion of the screen and select “Address.” Then type your proposed business address into the “Address Search” bar to locate it on the map. From there, click into the shaded region in which the address is located to reveal its zoning district.



Once you identify the zone that your business is in, visit the [table of approved uses](#) to determine whether your business is permitted in that particular zone. The table identifies three zoning designations:

- 1) **Permitted Uses ("Use by Right"):** indicated by a "P" or "PS" Permitted with Supplemental Standards. If your use is permitted as a special use, then you may move to the next step.
- 2) **Permitted as special use:** indicated by a "SUP." If your use is permitted as a special use, then you must [apply for a special use permit](#). Approval of a special use permit is the duty of the City Council and includes additional requirements. Details about the process and a table of regulations for special use can be found in [city ordinances](#) § 155.065 to § 155.066.
- 3) **Prohibited:** indicated by a blank. If your potential business is prohibited in the chosen district, then you need to consider a new location.

NOTE: Any use that is not specifically listed on the table of approved uses may be applied for as a special use upon approval from the City Council. Please contact the Planning Department to learn more about this option.



II. MAKING SURE THAT YOUR BUILDING IS UP TO CODE

After you determine that the building you plan to use is approved by the City of Whiteville's zoning regulations, your next step is to find out whether the building will require renovations in order to meet the [North Carolina State Building Code](#). The purpose of the State Building Code is to provide minimum standards to protect public safety, health, property, and general welfare.

It is recommended (though not required) that you work with a contractor or architect to determine whether the building you wish to use is up to code. If it is not, then working with a professional will help ensure that the proper renovations and/or updates are made to your building. This step is crucial for passing inspections further down the process. Failure to make certain that your building is up to code could result in penalties or fines.

Note: Many code requirements are based on the type of business that occupies a building. The Building Code calls this the occupancy classification of a business. Once the occupancy classification is established, then other portions of the code can be determined and applied. To learn more about the various building occupancy classifications, visit [Chapter 3](#) of the State Building Code.





III. OBTAINING YOUR PERMITS FOR CONSTRUCTION, ALTERATION, MOVEMENT, AND MORE

Applying for Building Permits

Permits from the City of Whiteville are required before proceeding with the construction, reconstruction, alteration, repair, movement to another site, removal or demolition of any building or structure. The types of permits needed will vary depending on the changes you intend to make to your building.



Note: If you are changing the occupancy classification of your building (such as from Business use to Educational use), then you will need to contact the Planning and Inspections with the City of Whiteville department to receive the proper permits and paperwork.

In general, any expansion or alteration to the footprint of your building requires you to request a [Commercial Building Permit Application](#).

Part of the Commercial Building Permit Application includes the submission of a site plan. A site plan is a diagram meant to show proposed improvements to your property. The plan includes both structural elements and a civil drawing, which show information about grading, landscaping, and other structural features of the property. An official *site plan checklist* is included in the Commercial Building Permit Application for your convenience. Additionally, an example site plan drawing is included in the appendix of this document for your reference. Aside from structural or floor plan changes, work requiring a permit could also include the installation, repair, or extension of 1) plumbing; 2) heating or cooling systems; and 3) electrical wiring, devices, appliances, or equipment. If you do not make structural changes to your building but are doing work to the plumbing, heating/cooling, or electrical, then you may simply apply for those permits individually.

“The City highly recommends you work with an architect or contractor...”

Please note that your Commercial Building Permit Application *does not* include trade permits such as plumbing, heating/cooling, mechanical, or electrical.

You can find individual permit applications on the [Planning and Inspections](#) webpage, in the Inspection Forms section. The City highly recommends you work with an architect or contractor to help determine occupancy classification, space layout, exiting requirements, and other requirements that may need to be addressed.

Note: If you are moving into a storefront and making no changes or updates to your building, you will likely still need a [zoning permit](#) and fire inspection. The only exception is if you move into a building that was previously inhabited by a business of the same occupancy classification and it has not been 180 days since the previous tenant occupied the building. For example, if you open a dance studio in a building that was previously occupied by a different dance studio, and it has not yet been 180 days since they moved out, then you will need no permits or inspections. Please contact the Planning Department to confirm that this exception applies to your building.

Note: In conjunction with or in addition to any building permits, you may need other permits, approvals, or licenses to start your business. For example, if your business will serve alcohol, you will need to obtain a permit from the North Carolina [Alcoholic Beverage Control Commission](#). All eating establishments will also need to complete a [Plan Review Application](#) through [Columbus County Environmental Health](#) and reach out to the [Wastewater Treatment Plant](#) regarding grease traps.

Visit the permits section of the city ordinances or call the Inspections Department at (910) 640-1380 ext 2007 and speak with Kayla Kinlaw if you have additional questions about necessary permits for your building.

Applying for Signage Permits

While thinking about signage for your business is typically one of the last steps of the process, the City encourages you to get ahead of the game and include this step within the larger permitting process. Whether or not you choose to design and install a sign, you will want to familiarize yourself with the City of Whiteville's sign regulations. There you will find information that includes the types of



signs allowed in various zoning districts, the materials you may use for a sign, the height restrictions on signs, and much more.

The Sign Permit Application includes questions about the area of the sign, general layout/design, and method of illumination. If conditions warrant it, the Building Inspector may request additional information that is not in the application to ensure your sign conforms with City rules.

It is highly recommended that you hire a professional sign contractor to help you design, construct, and install your permanent sign(s). Questions regarding permanent signs should be directed to a professional sign contractor or the City of Whiteville Planning Department at (910) 640-1380.

Permit Fees

The full schedule of fees for permits and inspections is within the City's current Operating Budget, and can be found on the website at www.whitevillenc.gov. There you will find the costs associated with zoning permits, building permits, fire inspections, water services, and much more. Please contact the Planning and Inspections Department at (910) 640-1380 if you have additional questions.





IV. SIGNING YOUR LEASE

The previous steps outline the due diligence that the City of Whiteville recommends you take before signing your lease. Once complete, you are ready to sign a lease!



Step I: Before entering into a contract for commercial property, it is essential to verify that land use and zoning will allow you to operate your business in that location.



Step II: Also verify whether the building requires renovations to meet State Building Code based on its occupancy classification.



Step III: Determine which permits are needed to begin the necessary work.

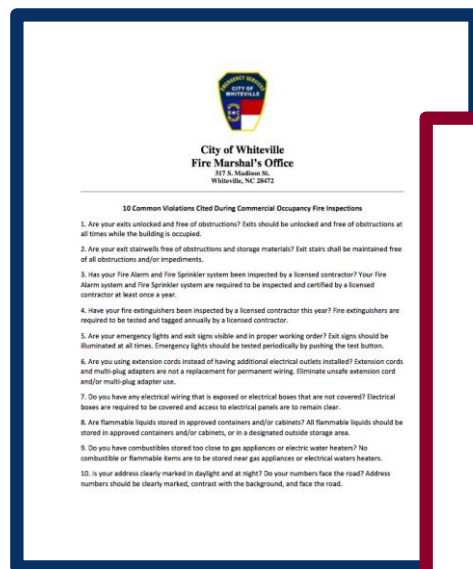


V. GETTING YOUR BUILDING INSPECTED

After the necessary renovations have been completed, you or your contractor may request a building inspection by calling (910) 640-1380 ext. 2007. You will need to schedule inspections for any work that requires permitting, including plumbing, electrical, heating and cooling, etc. To schedule a Fire Inspection, contact Hal Lowder at (910) 640-1380 ext. 2004.

Completion of a building inspection is required before you can receive a Certificate of Occupancy. Failure to call for an inspection or proceeding without approval at each stage of construction is a violation of city ordinances.

The City has compiled a list of [10 Common Violations Cited During Commercial Occupancy Fire Inspections](#) and a [Fire Inspection Checklist](#). Please refer to these documents to prepare for your inspections.





VI. ESTABLISHING YOUR UTILITY ACCOUNTS

Unless your utilities will be handled through a landlord or management company, you will need to establish services for the property. The City of Whiteville provides water and sewage services. Included in water and sewage are garbage collection and leaf and limb services. To establish these services call (910) 642-8046 and press option 1. Other utility services provided for the property will need to be established with the appropriate utility providers. For example, electric service is primarily provided by Duke Energy. Internet service providers include Spectrum, Focus, and Brightspeed.

Electric

Duke Energy – (800) 452-2777

Internet

Spectrum – (888) 406-7063

Focus- (910) 754-411

Brightspeed- (833) 582-2769

Gas and Propane

Cape Fear Propane – (910) 642-4137

Lumber River Propane – (910) 640-2471

Campbell Oil Company – (910) 642-4598

Wrights Gas Company- 910-653-2240

Yam City Oil & Gas- 910-653-2053

And that concludes the planning, permitting and inspections process. We're so glad you've decided to open your business in Whiteville!

Helpful Resources for Supporting Your Business

Organization	Overview	Contact Information
City of Whiteville Economic Development/ NC Main Street	The City of Whiteville is a Nationally Accredited NC Main Street Community. This has been an amazing program and wonderful opportunity to enhance Downtown Whiteville. We have so much to offer from culinary delights, to shopping and entertainment. We are also home to the NC Pecan Music Festival.	Madison L. Ward, Director 910-642-8046 Ext. 2005 mward@ci.whiteville.nc.us Emily Cross, Community Engagement and Events Coordinator 910-642-8046 Ext. 1012 ecross@ci.whiteville.nc.us
<u>Columbus County Chamber of Commerce and Tourism</u>	A volunteer organization comprised of member businesses and associates that work together to be the “voice of business” as they strive to make Columbus County a great place to live, work, and play. They have been promoting, supporting, and developing businesses in Columbus County for over 75 years.	Joan McPherson, President Mailing Address: 601 S Madison Street Whiteville, NC 28472 Phone Number: (910) 642-3171 Email: info@thecolumbuschamber.com

<u>Southeastern Community College Small Business Center</u>	The mission of the Small Business Center (SBC) is to increase the success rate and number of viable small businesses in North Carolina by providing high quality, readily accessible assistance to prospective and existing small business owners which will lead to job creation and retention. Business seminars, confidential business counseling, loan program information and vital resources are offered to residents of Columbus County free of charge. Other services include the Microenterprise Loan Program and the Real Entrepreneurship through Action Learning (REAL) program.	Nathan Moore, Director of Small Business Center Mailing Address: 4564 Chadbourn Hwy PO Box 151, Whiteville, NC 28472 Phone Number: (910) 788-6419 Email: nathan.moore@sccnc.edu
<u>Small Business Technology Development Center (UNC- Wilmington)</u>	Experienced business advisory team offers confidential, in-depth business counseling to small- to mid-sized company business owners and management staff and to entrepreneurs preparing to launch their next venture. They routinely assist clients with developing and implementing viable strategies that enhance their competitive advantage and success in the marketplace. Services provided include assessments of profitability and organizational effectiveness; identification of market opportunities; development of short-term and long-term business strategies; and much more.	Mailing Address: 803 S. College Rd, Suite A Wilmington, NC 28403-5977 Phone Number: (910) 962-3744

**Small Business
Technology
Development
Center (UNC-
Pembroke)**

Serves the same function as the UNC-Wilmington office and works with Columbus County residents on occasion.

Mailing Address:
UNCP Entrepreneurship
Incubator
202 Main Street
Pembroke, NC 28372

Phone Number:
(910) 775-4007

City of Whiteville | www.whitevillenc.gov

**Southeast
Regional Industrial
Park**

Operated through the Columbus County Economic Development Commission, the park is located between the port of Wilmington and I-95, and is a suitable location for manufacturing, logistics and distribution operations. Businesses utilizing the park have access to diligent, well-trained workers. With the campus of Southeastern Community College next door to the park, arriving and expanding industries have access to free workforce training customized around their unique needs.

Mailing Address:
Highway 130 (Chadbourn Hwy)
Whiteville, NC 28472

Phone Number:
(910) 640-6608

Email: dbowen@columbusco.org



NC Main Street Community



Forty-nine North Carolina communities have received Main Street America™ Accreditation status for 2026, the North Carolina Department of Commerce announced today. Each year, [Main Street America](#) and its state coordinating partner, the N.C. Main Street & Rural Planning Center, announce the list of programs to recognize their exceptional commitment to preservation-based economic development and community revitalization through the Main Street Approach™.

“Communities across our state continue to achieve excellence in economic development as they demonstrate what’s possible when people come together with vision and purpose,” **said N.C. Commerce Secretary Lee Lilley.** “Their dedication is a reminder that strong downtowns fuel prosperity and are built through passion, perseverance, and partnership.”

The following N.C. Main Street communities have earned accreditation for their **2025 performance**:

Albemarle, Asheboro, Belmont, Boone, Brevard, Cherryville, Concord, Edenton, Elizabeth City, Elkin, Fuquay-Varina, Garner, Goldsboro, Henderson, Hendersonville, Hickory, Laurinburg, Lenoir, Lexington, Lumberton, Manteo, Marion, Mebane, Mooresville, Morehead City, Morganton, Mount Airy, Murphy, New Bern, Newton, Oxford, Pittsboro, Reidsville, Rocky Mount, Roxboro, Salisbury, Sanford, Smithfield, Spruce Pine, Statesville, Sylva, Troy, Tryon, Wake Forest, Waynesville, Waxhaw, **Whiteville**, Wilson, and Zebulon.

The N.C. Main Street & Rural Planning Center works in partnership with Main Street America to identify the local programs that meet its rigorous performance standards. These standards provide the Main Street America network with a strong foundational framework to review progress, recognize strengths, understand trends, and identify strategies that move Main Street programs forward. To qualify for Main Street America's top tier designation, communities must demonstrate a proven track record of achieving outcomes in alignment with the Main Street Approach and exceptional performance in [six areas](#): broad-based community commitment to revitalization; inclusive leadership and organizational capacity; diversified funding and sustainable program operations; strategy-driven programming; preservation-based economic development; and demonstrated impact and results.

"We are proud to recognize our 2026 Accredited Main Street America programs for their unwavering commitment to grassroots transformation and the extraordinary abilities of their staff, board of directors, and volunteers to respond to the needs of their communities," **said Erin Barnes, President and CEO of Main Street America.** "These programs demonstrate a dedication to investing in the people and places that make their downtown districts special and contribute to the collective power of the Main Street movement to build vibrant spaces and durable economies."

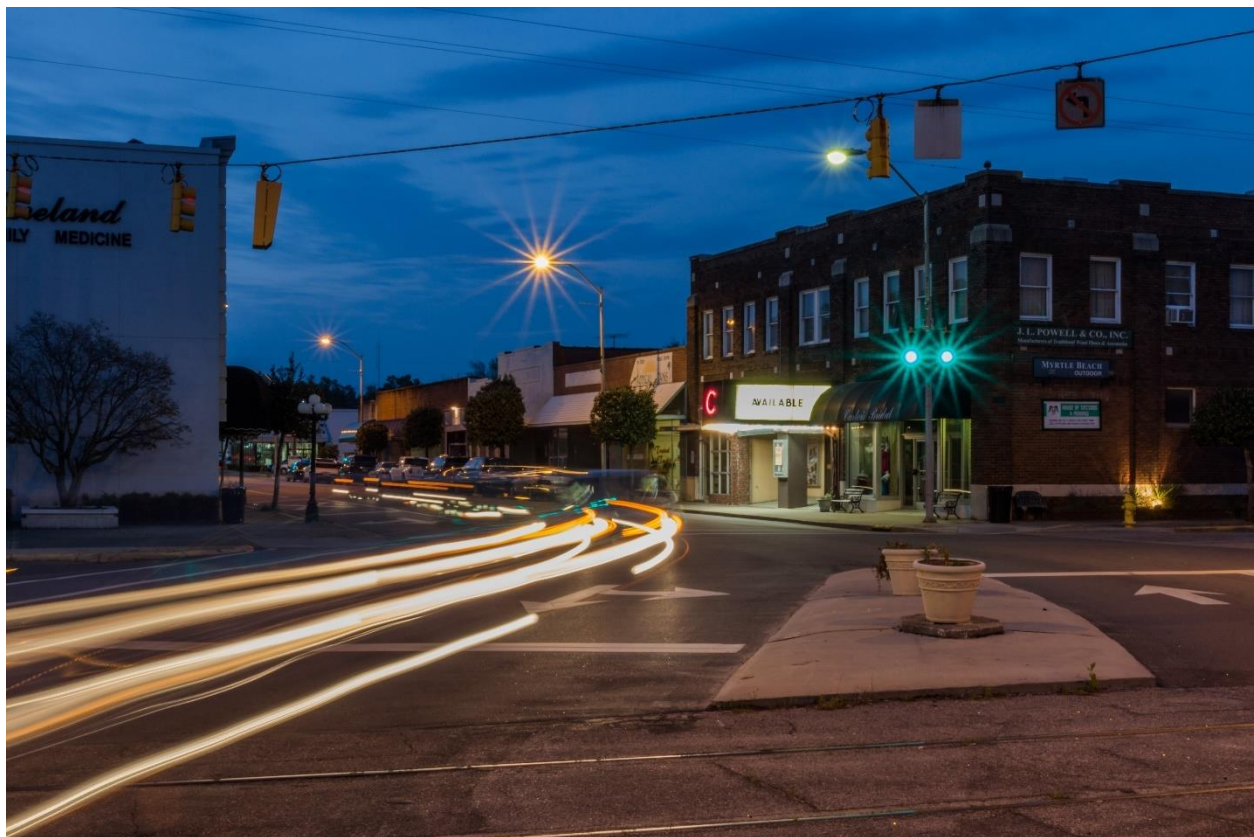
"Our Main Street Accredited communities have demonstrated substantial achievement, driven by a clear vision for resilient downtowns," **said Liz Parham, Director of the N.C. Main Street & Rural Planning Center.** "Their work reflects a deep commitment to excellence and a belief in what their communities can accomplish through collaboration, determination, and forward-looking leadership."

Since 1980, N.C. Main Street programs have leveraged \$6.1 billion in public and private investment, created 39,530 net new jobs, and rehabilitated 8,419

downtown buildings. In 2025, N.C. Main Street and Small Town Main Street downtown districts leveraged \$518.7 million in public and private investment, 288 net new businesses, 1,925 net new jobs, 364 façade improvements, 293 building rehabilitations, and recorded 127,806 volunteer hours, valued at more than \$4.21 million in time.

These improvements to infrastructure and downtown revitalization efforts align with North Carolina's [*First in Opportunity*](#) strategic economic development plan to enhance community well-being and strengthen the state's economic competitiveness from Murphy to Manteo.

Whiteville is very proud to be a NC Main Street Community, Accredited since 2021!



We want YOUR BUSINESS IN WHITEVILLE!

LIVE. WORK. SHOP. INVEST. THRIVE.



A STRONG DOWNTOWN. A BRIGHTER FUTURE.

Whiteville is proud to be an NC Main Street Community—recognized for our commitment to revitalization, historic preservation, and creating a vibrant place to live, work, play, and do business.

*Our City
Tells
Our Story*

FOLLOW. ENGAGE.
BE A PART.



NC MAIN STREET
—★ COMMUNITY ★—



MADISON STREET PARK
A PLACE FOR EVERYONE TO GATHER,
RELAX, AND CONNECT.

Revitalizing Our Downtown. BUILDING OUR COMMUNITY.

Through strategic projects, strong partnerships, and community engagement, we are investing in a downtown that honors our history while creating new opportunities for the future.



STREETScape MASTER PLAN

Enhancing our downtown with beautiful streets, public spaces, and walkable charm.



COMMUNITY ENGAGEMENT

Events, volunteers, and partnerships that bring people together and strengthen our downtown.



ECONOMIC OPPORTUNITIES

Supporting local businesses and attracting new investment to create jobs and grow our economy.



A VIBRANT DESTINATION

From festivals to Friday nights at the ballpark—there's always something happening in Whiteville!

WHY IT MATTERS

The NC Main Street Approach™ is a proven framework that drives downtown success in these key areas:

- ✓ Economic Vitality
- ✓ Design
- ✓ Community Engagement
- ✓ Promotion
- ✓ Organization

STRONGER TOGETHER

The Whiteville Downtown Development Commission (WDDC) works hand-in-hand with the City, local businesses, residents, property owners, and community partners to make downtown Whiteville a place we are all proud to call home.



WDDC

WHITEVILLE DOWNTOWN
DEVELOPMENT COMMISSION

BE A PART OF WHAT'S NEXT!

Whether you're a business owner, investor, resident, or visitor—there's a place for you in Whiteville's future.

- ♥ Start or grow your business
- ♥ Invest in our downtown
- ♥ Shop local. Dine local. Support local.
- ♥ Volunteer and get involved
- ♥ Help us tell our story!

Together, we can build a thriving, welcoming, and prosperous Whiteville. ♥



LEARN MORE & GET INVOLVED

www.whitevillenc.gov

Your connection to news, projects, events, and opportunities.



CONTACT MADISON WARD

Main Street Director

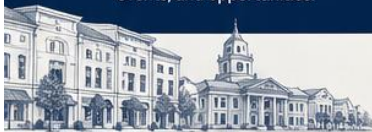
mward@ci.whiteville.nc.us

Let's work together to bring your vision to downtown Whiteville!



DOWNTOWN WHITEVILLE, NC

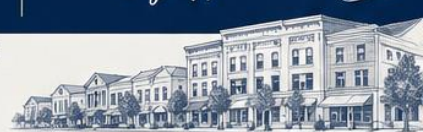
*Small Town Charm.
Big Opportunities. ♥*



PRESERVE OUR PAST. INVEST IN OUR PRESENT.

Build Our Future. ♥

WHITEVILLE IS OPEN FOR BUSINESS!



We want YOUR BUSINESS IN WHITEVILLE!

A GREAT PLACE TO GROW. A GREATER PLACE TO CALL HOME.



A THRIVING COMMUNITY



DOWNTOWN EVENTS



YOUTH & FAMILY FOCUSED



HISTORIC CHARM



BEAUTIFUL SPACES



GROW YOUR BUSINESS

Be part of a supportive community that champions local.



STRONG SUPPORT

City, partners, and residents are invested in your success.



BRIGHT FUTURE

Ongoing investment, revitalization, and momentum downtown.

BIG OPPORTUNITIES. SMALL TOWN HEART. 



Let's build something great—together.

DOWNTOWN WHITEVILLE IS OPEN FOR BUSINESS!





A FULL DAY OF
**FAMILY
FUN!**

LIVE MUSIC. LOCAL FLAVOR.
Small Town Charm.

FIRST SATURDAY IN NOVEMBER | 10AM - 4PM



**3 LIVE BANDS
THROUGHOUT THE DAY!** 



 **VENDORS &
DELICIOUS FOOD**



 **BEER GARDEN
CHEERS TO A GREAT DAY!**



 **CAR SHOW
CLASSIC RIDES &
SMOOTH VIBES!**



 **KIDS BLOCK
GAMES, FUN &
MEMORIES!**



 **PETTING ZOO
MEET SOME
NEW FRIENDS!**

LIVE MUSIC • LOCAL VENDORS • GREAT FOOD • FAMILY FUN

It's a Tradition Worth Cracking!

COME EXPERIENCE THE HEART OF OUR COMMUNITY
in beautiful Downtown Whiteville!
SHOP LOCAL. SUPPORT LOCAL. LOVE LOCAL. 



PRESENTED BY

WHITEVILLE
- NORTH CAROLINA -



Downtown Whiteville, NC



www.whitevillenc.org



mward@ci.whiteville.nc.us

Building Something WONDERFUL FOR Our Own.

UNDER CONSTRUCTION.
Built for Our Community.

Madison Street Park is a transformative investment in Downtown Whiteville—creating a vibrant gathering place for residents, visitors, and future generations.

AMENITIES INCLUDE:



**PERFORMANCE
STAGE & PAVILION**
Live music, events,
and celebrations.



SCENIC POND & FOUNTAIN
A beautiful centerpiece
for relaxation.



**PLAYGROUND &
KIDS' AREA**
Fun and safe for
our youngest visitors.



PICNIC AREAS
Gather with family and friends
in a welcoming setting.



CONVENIENT PARKING
Easy access for everyone
attending events and visiting
downtown.

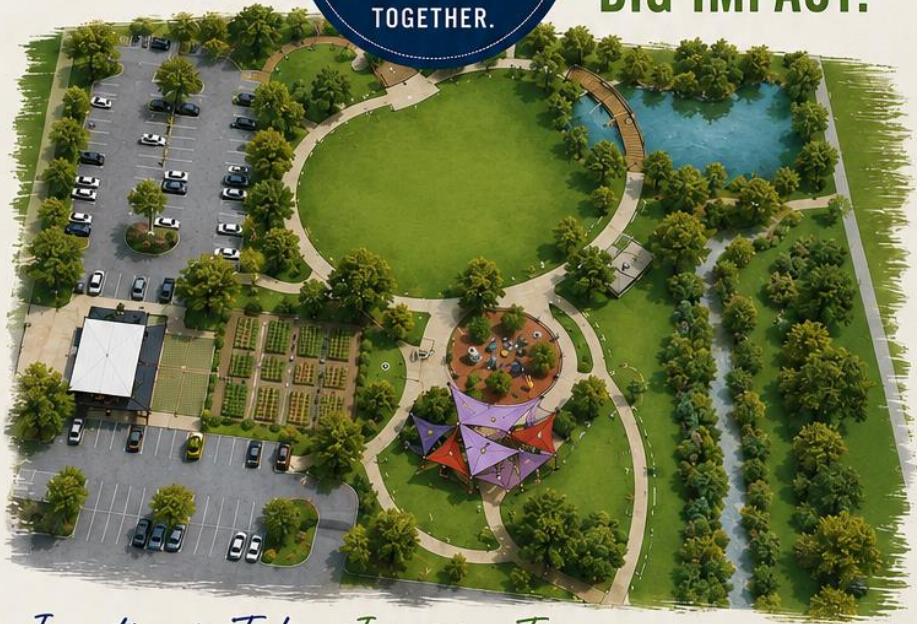


RESTROOM FACILITIES
Clean, accessible, and
convenient for all guests.



A PLACE TO
Gather,
CONNECT &
Celebrate
TOGETHER.

Small Town
CHARM.
BIG IMPACT.



Investing in Today. Inspiring Tomorrow.

Madison Street Park will enhance our quality of life, support local businesses, attract visitors, and create unforgettable experiences in the heart of Downtown Whiteville.



THANK YOU

to our partners, leaders,
and community for making
this vision a reality!



DOWNTOWN
WHITEVILLE
NORTH CAROLINA

A STRONGER DOWNTOWN.
A BETTER COMMUNITY.
A BRIGHTER FUTURE.

*Thank you for supporting
Downtown Whiteville!*

LEARN MORE & GET INVOLVED



www.whitevillenc.gov



mward@ci.whiteville.nc.us



Downtown Whiteville, NC

♥ TOGETHER, WE ARE BUILDING A PLACE WE CAN ALL BE PROUD TO CALL HOME. ♥

CONTACT US

City of Whiteville | www.whitevillenc.gov

Sean Martin

City Manager

(910) 642-8046

smartin@ci.whiteville.nc.us



Madison Ward

Economic Development Director

NC Main Street Director

910.640.1380 ext 2005

mward@ci.whiteville.nc.us



Emily Cross

Community Engagement &
Events Coordinator

910-642-8046 ext 1012

ecross@ci.whiteville.nc.us

**Robert Lewis**

Planning Director

(910) 640-1380

rlewis@ci.whiteville.nc.us

**Hal Lowder**

Director of Emergency Services
Fire Marshal

910.640.1380 ext 2004

hlowder@ci.whiteville.nc.us

**Roger Lee**

Building Inspector

910.640.1380 ext 2002

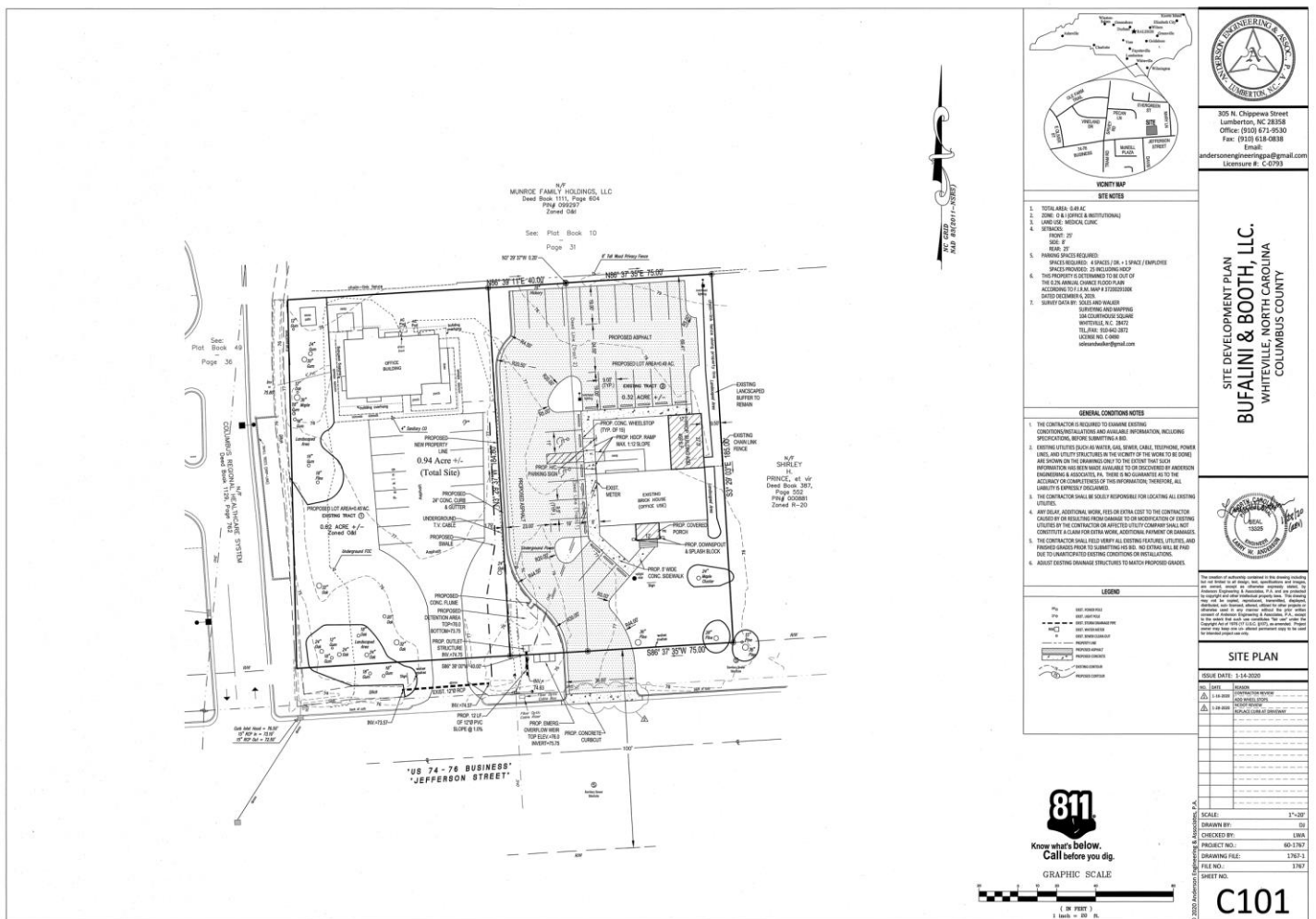
rlee@ci.whiteville.nc.us



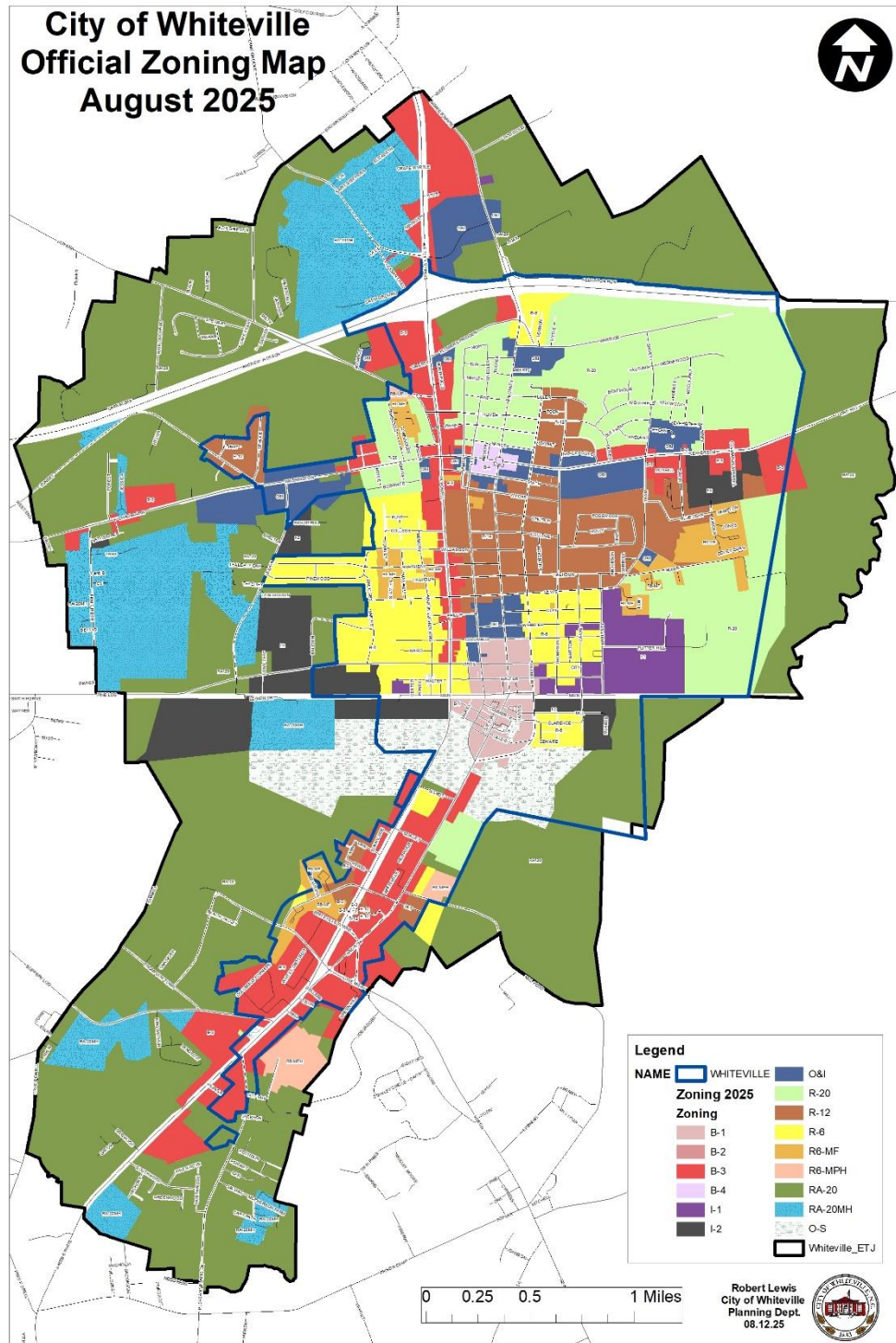
APPENDIX

City of Whiteville | www.whitevillenc.gov

1) Whiteville's Site Plan



2) Whiteville's Zoning Map



3) Whiteville's Future Land Use Map

