

Whiteville Madison Street Park

CLIENT	<i>City of Whiteville</i>	PROJECT LOCATION	<i>Whiteville, NC</i>	SERVICE OFFERING	<i>Design + Planning</i>	PROJECT TYPE	<i>Parks & Recreation Planning</i>
---------------	---------------------------	-------------------------	-----------------------	-------------------------	--------------------------	---------------------	--

At a Glance

Community-Centered Planning: The Community Space Master Plan was developed through extensive community involvement, including in-person and virtual meetings, to enhance the pedestrian experience and support local businesses.

Funding: As part of the planning process, the WithersRavenel funding team secured a Rural Transformation Grant and a grant from the Land and Water Conservation Fund to support the cost of construction.

Economic and Environmental Benefits: The project aims to spur economic development, manage stormwater, and enhance downtown resiliency, incorporating a bioswale and a constructed wetland to address flooding issues.

During the preparation of the Downtown Streetscape Master Plan, the WithersRavenel team identified an opportunity for a civic space on a 7-acre property, formerly home to a traditional shopping center building. The vision for this space, illustrated by the master plan, includes a performance stage, large open lawn space, playground, splash pad, and other site amenities in addition to parking and a strong pedestrian connection to Madison Street. WithersRavenel services also included surveying, environmental investigation, coordination of subconsultants, and construction administration services.

The southern part of downtown Whiteville experiences significant flooding during major storm events. While they will not solve the entire problem, plans for the community space include features that will contribute to managing these flood events.

Upon completion, the project will build resiliency and spur economic activity in addition to providing a central space for the community to gather and connect.

Local knowledge from the community, stakeholders, and staff shaped the final plans, which reflect the aspirations of Whiteville residents.

Our team also assisted the City with submittals for grant funding to support the project. Funding from the [Rural Transformation Grant](#) program and the [NC Land and Water Fund](#) program was secured to help support the project.

Construction of the community space is scheduled for completion in the Spring of 2026.



Become an Employee-Owner

Be an Owner. Build Your Strengths. Advance Your Career

[APPLY NOW](#)