

## TOWN OF WAYNESVILLE, NC

### Board of Aldermen – Regular Meeting

Town Hall, 9 South Main Street, Waynesville, NC 28786

Date: **November 12, 2013** Time: **7:00 p.m.**

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*The agenda and all related documentation may be accessed electronically at [www.townofwaynesville.org](http://www.townofwaynesville.org).*

*Click on “**Download Forms**” to download materials for all town board & commission meetings.*

 **Conserve resources; consider the environment; print only when necessary.**

*The Town of Waynesville provides accessible facilities, programs and services for all people in compliance with the American with Disabilities Act (ADA).*

*Should you need assistance or accommodation for this meeting, please contact the Town at*

**(828) 452-2491**

[townclerk@townofwaynesville.org](mailto:townclerk@townofwaynesville.org)

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#### **A. CALL TO ORDER**

1. Welcome/Calendar/Announcements – Mayor Gavin Brown
2. Presentation by Tourism Development Authority – Ms. Lynn Collins

#### **B. PUBLIC HEARINGS**

3. Public Hearing to consider adoption of North Main Street Complete Streets Study

**Motion(s):**

- 1) *To open the public hearing.*
- 2) *To close the public hearing [or continue to a date/time certain].*
- 3) *To adopt the recommendations of the North Main Complete Streets Study for improvements to Walnut Street and North Main Street.*

4. Public Hearing to consider adoption of an amendment to the Sign Ordinance (Chapter 11 of the Land Development Standards)

**Motion(s):**

- 1) *To open the public hearing.*
- 2) *To close the public hearing [or continue to a date/time certain].*
- 3) *To adopt amendments to Chapter 11 of the Land Development Standards, Appendix A of the Code of Ordinances as recommended by the Planning Board.*

**TOWN OF WAYNESVILLE – REGULAR SESSION AGENDA**

**November 12, 2013**

**- 2 -**

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5. Public Hearing to consider adoption of an ordinance amending Section 26-51 (b) of the Code of Ordinances to change the clearing zone standard for overgrown lot regulations.

**Motion(s):**

- 1) *To open the public hearing.*
  - 2) *To close the public hearing [or continue to a date/time certain].*
  - 3) *To adopt an ordinance amending Section 26-51(b) of the Waynesville Town Code to change the measurement of overgrown lot clearing zone from 300' to 50'.*
6. Public Hearing/consideration of ordinance adoption rezoning property located at 33 Bennett Street

**Motion(s):**

- 1) *To open the public hearing.*
  - 2) *To close the public hearing [or continue to a date/time certain].*
  - 3) *To rezone the portion of the property located at 33 Bennett Street, as indicated on the Exhibit A Map from Hazelwood Business District (HB D) to Commercial Industrial (CI).*
7. Public Hearing/consideration of ordinance adoption rezoning property located at 2566 Asheville Road

**Motion(s):**

- 1) *To open the public hearing.*
  - 2) *To close the public hearing [or continue to a date/time certain].*
  - 3) *Motion to amend the 2020 Plan, specifically Map 13, to indicate the frontage of the subject property as "Mixed Use, Medium to High", and Motion to rezone the portion of the property located at 2566 Asheville Road, as indicated on the Exhibit A Map from Raccoon Creek Neighborhood Residential (RC-NR) to Commercial Industrial (CI).*
8. Public Hearing to consider amendments to Chapter 64, Article II, Division II of the Code of Ordinances, to comply with new carry and conceal measures adopted by the N. C. State Legislature

**Motion(s):**

- 1) *To open the public hearing.*
- 2) *To close the public hearing [or continue to a date/time certain].*
- 3) *To adopt an ordinance with amendments as presented.*

**TOWN OF WAYNESVILLE – REGULAR SESSION AGENDA**

**November 12, 2013**

**- 3 -**

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**C. NEW BUSINESS**

**D. UNFINISHED BUSINESS**

**E. COMMUNICATIONS FROM STAFF**

9. Town Manager-Marcy Onieal

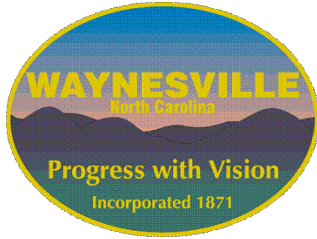
- Citizen Requests/Concerns

10. Town Attorney-Woody Griffin

**F. COMMUNICATIONS FROM MAYOR & BOARD OF ALDERMEN**

**G. CALL ON THE AUDIENCE**

**H. ADJOURN**



# TOWN OF WAYNESVILLE

PO Box 100  
16 South Main Street  
Waynesville, NC 28786  
Phone (828) 452-2491 • Fax (828) 456-2000  
[www.townofwaynesville.org](http://www.townofwaynesville.org)

## CALENDAR November 12, 2013

<b>Mon, Oct 21 thru mid-January</b>	Curbside Leaf Collection begins
<b>Tue, Nov 12</b> 7:00 PM Town Hall Board Room	Board of Aldermen, Regular Meeting
<b>Wed, Nov 13</b> 9:30 AM – 2:00 PM Crown Plaza Resort, Asheville	Gather Round the Blue Ridge, 10 <sup>th</sup> Anniversary Mtg & Celebration Blue Ridge National Heritage Area (ticket/reservation required – please contact town manager)
<b>We-Sa, Nov 13 - 16</b>	National League of Cities Annual Congress of Cities Seattle, WA
<b>Mon, Nov 25</b> 6:30 – 8:30 PM Cherokee, Chestnut Tree Inn	Southwestern Commission Meeting
<b>Tue, Nov 26</b> 7:00 PM Town Hall Board Room	Board of Aldermen, Regular Meeting
<b>Th-Fr, Nov 28 - 29</b>	Thanksgiving Holiday Town Offices Closed
<b>Fri, Dec 6</b> 6:00 – 9:00 PM Downtown	Art After Dark, Gallery Stroll Haywood County Arts Council
<b>Tue, Dec 10</b> 7:00 PM Town Hall Board Room	Board of Aldermen, Regular Meeting
<b>Fri, Dec 13</b> 11:30 AM – 1:30 PM Gateway Club	Town Employees Award Luncheon & Annual Food Drive for Haywood Christian Ministry Food Pantry
<b>Tu-Th, Dec 24 - 26</b>	Christmas Holiday Town Offices Closed
<b>Wed, Jan 1</b>	New Years Day Holiday Town Offices Closed
<b>We-Th, Jan 8 - 9</b> Asheville, NC	Essentials of Municipal Government for Elected Officials UNC-CH School of Government Training Class



	(pre-registration required – please contact town manager)
<b>Mon, Jan 20</b>	Martin Luther King, Jr. Holiday Town Offices Closed

**BOARD/STAFF OUT-OF-OFFICE SCHEDULE**

<b>Th-Fr, Nov 7-8</b>	Town Manager	UNC-SOG Public Administration Conference Chapel Hill, NC
<b>Wed, Nov 13</b>	Town Manager	Leadership Haywood
<b>Wed, Dec 11</b>	Town Manager	Leadership Haywood
<b>Su-Su, Dec 29-Jan 5</b>	Town Manager	Vacation
<b>Wed, Jan 15</b>	Town Manager	Leadership Haywood
<b>Wed, Feb 12</b>	Town Manager	Leadership Haywood
<b>Wed, Mar 12</b>	Town Manager	Leadership Haywood
<b>Wed, Apr 9</b>	Town Manager	Leadership Haywood
<b>Wed, May 14</b>	Town Manager	Leadership Haywood

# Haywood County Tourism Development Authority



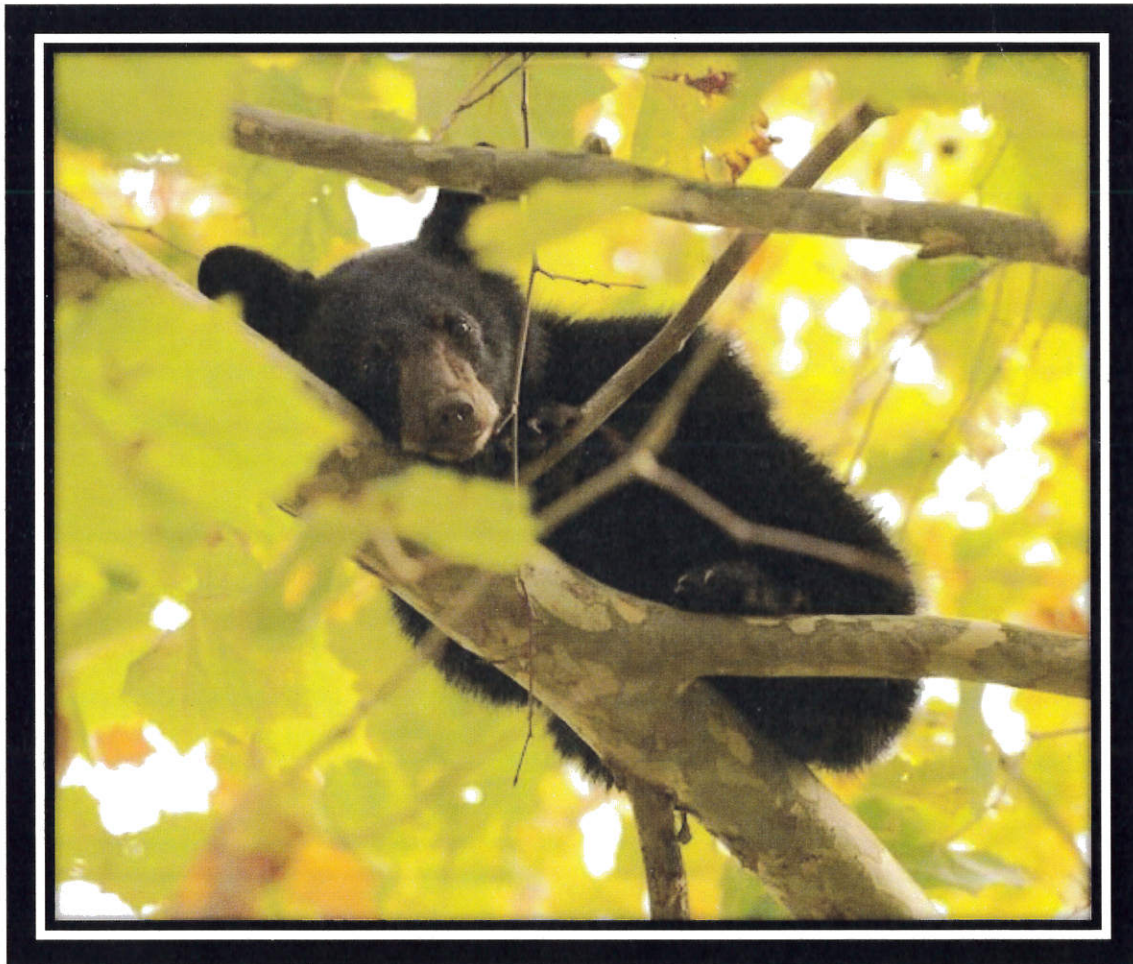
HOMEGROWN IN  
**HAYWOOD**

Fresh From The North Carolina Smokies

Maggie Valley • Waynesville • Canton

Clyde • Lake Junaluska

## 2013 Annual Report







## TABLE OF CONTENTS

<b>Mission/About Us</b>	<b>3</b>
<b>Board of Directors</b>	<b>4</b>
<b>Staff – Visitor Center Staff</b>	<b>5</b>
<b>Executive Message</b>	<b>6</b>
<b>Tourism Barometers</b>	<b>7 - 8</b>
<b>1% Zipcode Report</b>	<b>9 – 10</b>
<b>Occupancy Tax by Accommodation</b>	<b>11</b>
<b>Accomplishments</b>	<b>12</b>
<b>Statistics &amp; Visitor Centers</b>	<b>13 - 14</b>
<b>Economic Impact</b>	<b>15 – 16</b>
<b>Social Media</b>	<b>17 - 18</b>
<b>Media Placement</b>	<b>19</b>
<b>Publications</b>	<b>20</b>
<b>Education</b>	<b>21</b>
<b>Industry Affiliations</b>	<b>21</b>
<b>Strategic Partnerships</b>	<b>21</b>







### **Our Mission**

To promote the travel industry as sustainable economic development for the benefit of Haywood County.

### **Our Vision**

To be recognized locally as the most viable economic development engine and to be recognized as the premier North Carolina scenic mountain destination.

### **About Us**

The Haywood County Tourism Development Authority (HCTDA) is a government authority funded by a 4% Occupancy Tax placed on all short-term rentals of less than 90 (ninety) days.

The HCTDA is the destination marketing organization for Haywood County including Maggie Valley, Waynesville, Canton, Clyde and Lake Junaluska. Our purpose is to stimulate economic growth and tourism in Haywood County by developing and marketing the county to the consumer leisure market. Our market efforts increase awareness of our brand and produces measurable spending to Haywood County.

The HCTDA is governed by a 15 (fifteen) member Board of Directors comprised of business owners and professionals who have the experience and willingness to service the community. Their volunteer responsibility includes developing company policy, financial oversight and determining the future course of the HCTDA's mission.

**2013 HAYWOOD COUNTY TOURISM DEVELOPMENT**  
**AUTHORITY**  
**BOARD OF DIRECTORS**

**Executive Committee**

Alice Aumen – Chairman  
Cataloochee Ranch

Lyndon Lowe - Vice Chairman  
Twinbrook Resort

Ken Stahl – Finance Chairman

Sue Knapko – Advertising Chairman  
Creek 'n Woods Vacation Rentals

Al Matthews – Government Relations Chairman  
Town Manager, Canton

Deborah Reed – Personnel Chairman  
FOCUS on Canton

**Board of Directors**

Ben Glover  
Maggie Mountain Vacations

Carroll Mease  
Alderman, Clyde

James Carver  
Maggie Valley Restaurant

Sammy Carver  
Waynesville Inn, Golf Resort & Spa

Beth Brown  
Ferguson House Rentals

Robert Edwards  
A Holiday Motel

**Ex Officio Members**

Julie Davis  
Haywood County Finance Director

Michael Sorrells  
Haywood County Commissioner

Mark Clasby  
Haywood County Economic Development

**Representing**

More than 20 units

20 Units or Less

Town of Waynesville

20 Units or Less

Town of Canton

Tourism Related Business

More than 20 Units

Town of Clyde

Tourism Related

More than 20 Units

20 Units or Less

Town of Maggie Valley

CeCe Hipps  
Haywood County  
Chamber of Commerce

Teresa Smith  
Maggie Valley  
Chamber of Commerce

# **HAYWOOD TOURISM DEVELOPMENT AUTHORITY**

## **STAFF**

**Lynn Collins**  
Executive Director

**Ashley Rice**  
Marketing Manager

**Becky Seymour**  
Video Marketing Manager

**Anna Smathers**  
Communications Manager

**Jane Farmer**  
Visitor Services Representative

**John Porter**  
Visitor Services Representative

**Eddes Christopher**  
Visitor Services Representative

**Dennis Kindrick**  
Visitor Services Representative

**Haywood County Visitor Center**  
44. N. Main Street  
Waynesville  
828-452-0152

**Maggie Valley Visitor Center**  
2961 Soco Rd.  
Maggie Valley  
828-926-1207

**Canton Visitor Center**  
36 Park St.  
Canton  
828-235-9238



# EXECUTIVE MESSAGE

## TO THE TOURISM INDUSTRY OF HAYWOOD COUNTY

The Haywood County Tourism Development Authority completed its Thirtieth year – 2012-2013 – on a high note. The economic experts said we were gradually emerging from the worst downturn since the Great Depression of the thirties, but our TDA experienced the best year in its 30-year history.

A significant part of this increase is due to two additional factors in our tax collection process – the assistance of the Haywood County Tax Collector's office in helping us to collect delinquent accounts, and the contract with Tax Management Associates, a firm that specializes in identifying unregistered rental properties.

Our partnership with the Blue Ridge Parkway continued well into the fall of 2013, expanding the time spent by the contractors clearing the vistas in Haywood County. The dramatic change in the scenic drive along our 46 miles and 74 overlooks is a draw for our visitors that will be enjoyed for many years to come.

The new website for [visitncsmokies.com](http://visitncsmokies.com) is colorful, informational and much more user-friendly than the previous site. It also allows our members to input their own information where it is appropriate. And, it provides better analytics for the staff to assess the success of our updated marketing programs.

Without a doubt, the greatest disappointment to not only the Tourism Development Authority, but most of the governmental and business leaders in Haywood County, was the failure of the additional 2% occupancy tax to be moved out of committee to an actual floor vote. This tax is a dedicated tax to provide funding for product development, something that has sadly eroded or disappeared from the County over a number of years. Its failure to pass was the result of misinformation, misunderstanding, and a dismal lack of vision.

We remain optimistic that good minds will see their way to reintroducing this bill at the earliest opportunity. Meanwhile, Haywood County will languish between the huge attractions on each side of us, Cherokee and Buncombe County.

As I write this, we have just been stymied in the height of the beautiful October tourist season by the government shutdown, a man-made glitch that more than rivals rain, recession and rockslides.

At the end of my last term, I thank our Board of Directors for the commitment of their valuable time, thoughtful planning and spirit of cooperation throughout the years.

I would especially like to thank our Executive Director and her dedicated TDA staff for their amazing assortment of skills, teamwork and unending vision for our visitors and tourism partners.

Thanks for a great ride,

Alice A. Aumen, Chairman



## TOURISM BAROMETERS

	83-84	84-85	85-86	86-87	87-88
JULY		\$23,708	\$23,904	\$26,606	\$43,702
AUGUST		\$23,166	\$24,078	\$27,227	\$44,494
SEPTEMBER		\$15,723	\$15,997	\$16,173	\$32,152
OCTOBER		\$19,096	\$22,195	\$22,871	\$45,621
NOVEMBER		\$3,838	\$3,702	\$5,341	\$7,822
DECEMBER		\$2,708	\$3,368	\$2,307	\$5,632
JANUARY	\$2,264	\$2,317	\$2,817	\$5,996	\$6,351
FEBRUARY	\$3,176	\$2,687	\$2,332	\$5,959	\$6,837
MARCH	\$3,268	\$3,061	\$3,541	\$6,738	\$6,756
APRIL	\$6,968	\$7,381	\$7,744	\$10,486	\$15,439
MAY	\$8,666	\$10,724	\$11,655	\$20,513	\$21,358
JUNE	\$16,650	\$18,873	\$20,125	\$36,320	\$36,917
TOTAL	\$40,992	\$133,282	\$141,458	\$186,537	\$273,081

2% went into effect January 1984

3% went into effect January 1987

	88-89	89-90	90-91	91-92	92-93
JULY	\$55,655	\$57,789	\$59,594	\$71,675	\$68,728
AUGUST	\$49,316	\$50,971	\$52,478	\$57,114	\$60,475
SEPTEMBER	\$33,004	\$35,974	\$34,996	\$40,128	\$42,697
OCTOBER	\$48,380	\$49,151	\$49,458	\$51,709	\$53,691
NOVEMBER	\$9,029	\$10,260	\$10,383	\$10,259	\$10,034
DECEMBER	\$6,210	\$6,669	\$6,054	\$6,872	\$14,905
JANUARY	\$5,455	\$5,084	\$4,784	\$5,807	\$7,046
FEBRUARY	\$5,192	\$5,267	\$5,778	\$7,894	\$8,176
MARCH	\$9,818	\$9,219	\$10,508	\$11,295	\$10,882
APRIL	\$15,853	\$15,959	\$17,658	\$19,907	\$20,732
MAY	\$23,504	\$25,680	\$27,946	\$28,755	\$29,878
JUNE	\$36,935	\$44,338	\$47,604	\$47,942	\$48,520
TOTAL	\$298,351	\$316,361	\$327,241	\$359,357	\$375,764

	93-94	94-95	95-96	96-97	97-98
JULY	\$75,195	\$74,042	\$81,399	\$82,128	\$82,904
AUGUST	\$57,218	\$63,884	\$69,456	\$75,634	\$75,369
SEPTEMBER	\$46,964	\$46,631	\$52,088	\$47,732	\$46,580
OCTOBER	\$61,979	\$67,327	\$67,611	\$75,385	\$77,276
NOVEMBER	\$7,628	\$15,999	\$17,856	\$20,357	\$24,051
DECEMBER	\$10,585	\$12,167	\$13,154	\$14,368	\$18,732
JANUARY	\$7,628	\$8,848	\$8,519	\$11,313	\$15,991
FEBRUARY	\$8,392	\$11,024	\$13,196	\$12,831	\$16,286
MARCH	\$11,090	\$13,966	\$15,637	\$16,653	\$17,568
APRIL	\$22,410	\$25,853	\$24,273	\$23,872	\$30,233
MAY	\$33,197	\$36,027	\$38,991	\$33,711	\$44,135
JUNE	\$52,428	\$60,800	\$61,350	\$64,352	\$72,505
TOTAL	\$394,714	\$436,568	\$463,530	\$478,336	\$521,630



	98-99	99-00	00-01	01 -02	02 -03
<b>JULY</b>	\$94,264	\$106,681	\$112,650	\$104,805	\$100,787
<b>AUGUST</b>	\$78,690	\$78,647	\$74,222	\$76,556	\$79,740
<b>SEPTEMBER</b>	\$57,217	\$68,158	\$61,945	\$63,134	\$62,721
<b>OCTOBER</b>	\$85,236	\$89,042	\$94,697	\$90,651	\$86,937
<b>NOVEMBER</b>	\$30,051	\$31,935	\$31,411	\$32,223	\$34,983
<b>DECEMBER</b>	\$21,429	\$23,138	\$24,229	\$26,142	\$27,867
<b>JANUARY</b>	\$12,952	\$17,180	\$16,165	\$16,108	\$20,659
<b>FEBRUARY</b>	\$15,175	\$16,991	\$17,982	\$20,198	\$18,643
<b>MARCH</b>	\$18,634	\$18,893	\$19,690	\$22,039	\$19,968
<b>APRIL</b>	\$32,109	\$31,495	\$35,153	\$35,492	\$30,906
<b>MAY</b>	\$45,513	\$47,801	\$45,869	\$50,475	\$45,457
<b>JUNE</b>	\$77,565	\$79,214	\$86,400	\$83,669	\$83,739
<b>TOTAL</b>	<b>\$568,835</b>	<b>\$609,175</b>	<b>\$620,413</b>	<b>\$621,492</b>	<b>\$612,407</b>

	03 -04	04 -05	05 -06	06 -07	07 -08
<b>JULY</b>	\$94,839	\$107,241	\$108,782	\$105,949	\$119,444
<b>AUGUST</b>	\$75,849	\$66,849	\$65,364	\$73,007	\$99,841
<b>SEPTEMBER</b>	\$59,065	\$58,886	\$62,734	\$73,289	\$79,311
<b>OCTOBER</b>	\$91,566	\$89,941	\$91,238	\$99,374	\$110,003
<b>NOVEMBER</b>	\$34,365	\$31,909	\$36,944	\$37,346	\$46,439
<b>DECEMBER</b>	\$28,063	\$30,767	\$37,280	\$40,536	\$39,365
<b>JANUARY</b>	\$19,722	\$21,626	\$25,013	\$26,905	\$39,259
<b>FEBRUARY</b>	\$23,175	\$23,124	\$28,998	\$31,067	\$41,147
<b>MARCH</b>	\$16,900	\$21,193	\$21,902	\$24,956	\$31,274
<b>APRIL</b>	\$33,435	\$33,238	\$37,764	\$38,095	\$49,773
<b>MAY</b>	\$49,848	\$49,119	\$52,522	\$56,793	\$89,153
<b>JUNE</b>	\$76,897	\$80,196	\$84,588	\$97,530	\$134,730
<b>TOTAL</b>	<b>\$603,724</b>	<b>\$614,089</b>	<b>\$653,129</b>	<b>\$704,847</b>	<b>\$879,739</b>

	08 -09	09 -10	10 -11	11 -12	12 -13
<b>JULY</b>	\$159,495	\$137,569	\$145,990	\$135,198	\$137,947
<b>AUGUST</b>	\$131,497	\$117,782	\$100,236	\$93,646	\$103,431
<b>SEPTEMBER</b>	\$87,440	\$91,141	\$89,438	\$95,843	\$90,510
<b>OCTOBER</b>	\$132,396	\$133,849	\$134,624	\$130,581	\$136,495
<b>NOVEMBER</b>	\$55,182	\$43,621	\$42,659	\$47,080	\$53,005
<b>DECEMBER</b>	\$53,605	\$54,350	\$55,330	\$50,958	\$53,897
<b>JANUARY</b>	\$41,875	\$32,049	\$38,460	\$35,651	\$34,897
<b>FEBRUARY</b>	\$36,774	\$35,892	\$32,692	\$36,109	\$37,176
<b>MARCH</b>	\$27,539	\$24,597	\$25,977	\$29,368	\$37,277
<b>APRIL</b>	\$45,245	\$41,406	\$40,432	\$41,440	\$45,647
<b>MAY</b>	\$70,170	\$66,649	\$74,350	\$75,488	\$93,520
<b>JUNE</b>	\$111,445	\$110,512	\$113,614	\$119,172	\$131,194
<b>TOTAL</b>	<b>\$952,663</b>	<b>\$889,417</b>	<b>\$893,802</b>	<b>\$890,534</b>	<b>\$954,996</b>

4% went into effect January 2008



## 1% ZIPCODE REPORT

The Haywood County Tourism Development Authority is funded by a 4% Occupancy Tax on short-term rentals of less than 90 days. 3% of the Occupancy Tax goes to the Haywood County Tourism Development Authority for the purpose of marketing Haywood County as a tourism destination. The remaining 1% goes back to the Zip Code area where it is collected for the purpose of promoting each of those areas. The 1% funds are allocated through a grant process. Applications are reviewed by appointed Zip Code Subcommittees who make recommendations to the Haywood County TDA Board for funding of the 1%. Listed below are examples of projects funded by the 1% in each zip code area.

### 28716

Canton Labor Day Celebration  
Mountain Mater Fest  
Blue Ridge Breakaway  
Lake Logan Multisport Festival  
Haywood County Fair

### 28751

Maggie Valley Fall Days  
Thunder in the Smokies Rallies  
Red, White & Boom  
Ghost Town in the Sky Advertising  
RoadRunner Touring Weekend  
Sumer/Fall Arts & Crafts Shows  
Maggie Valley Area Lodging Assoc. Advertising  
Maggie Valley Chamber Advertising  
Haywood County Hotel Motel Assoc. Advertising  
Maggie Festival Grounds Lighting

### 28785/28786

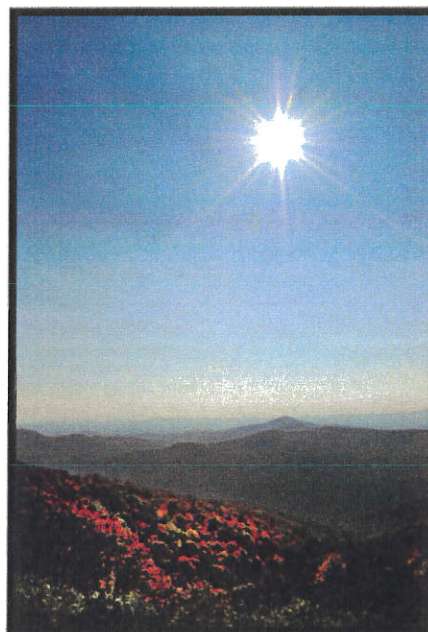
Whole Bloomin' Thing Festival  
Smoky Mtn. 9 Ball Shootout  
Melange of the Mountains  
Church Street Art & Craft Festival  
Apple Harvest Festival  
BlueRidge Breakaway  
International Festival Day  
Downtown Waynesville Assoc. Advertising  
Mountain Street Dances

### 28745

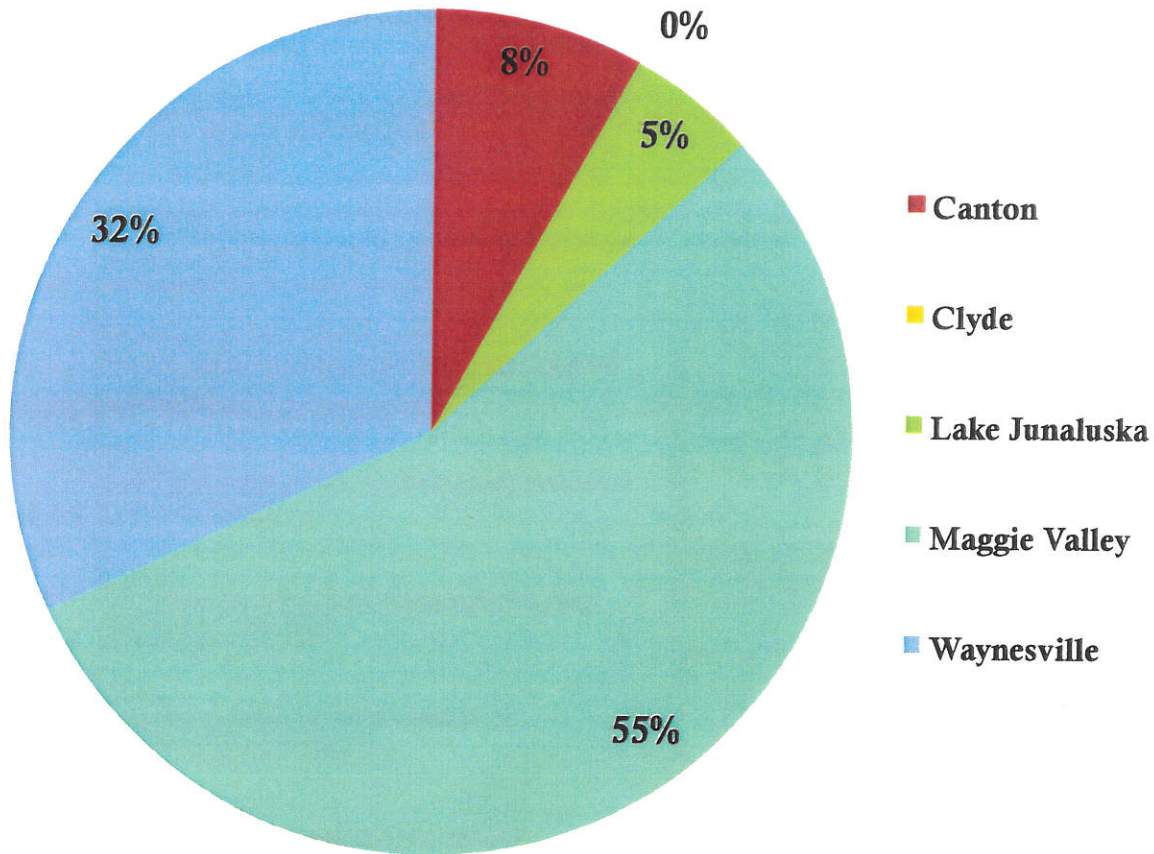
Blue Ridge Breakaway  
Folkmoot Festival  
Smoky Mountain Folk Festival

### 28721

Fines Creek Bluegrass Jam  
Med West Triathlon



### 2012/2013 1% Collections



### 2012/2013 1% Collections

<u>Item</u>	<u>Quantity</u>
Canton	8%
Clyde	0.003%
Lake Junaluska	5%
Maggie Valley	55%
Waynesville	32%
<b>Total</b>	<b>100%</b>

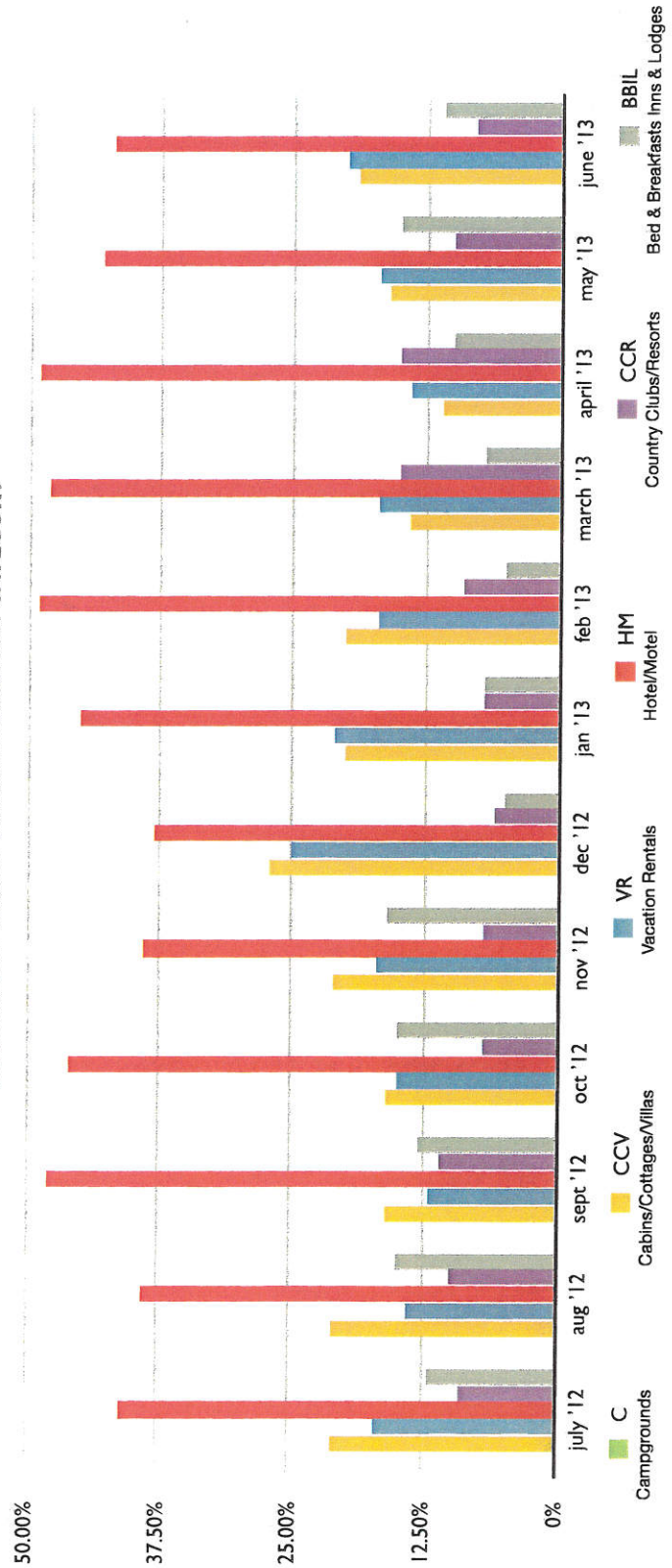


# JULY 2012 - JUNE 2013 OCCUPANCY TAX

OCCUPANCY TAX JULY 2012 - JUNE 2013

TYPE	JULY '12	AUG '12	SEPT '12	OCT '12	NOV '12	DEC '12	JAN '13	FEB '13	MARCH '13	APRIL '13	MAY '13	JUNE '13
C	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
CCV	21.00%	21.00%	16.00%	16.00%	21.00%	27.00%	20.00%	20.00%	14.00%	11.00%	16.00%	19.00%
VR	17.00%	14.00%	12.00%	15.00%	17.00%	25.00%	21.00%	17.00%	17.00%	14.00%	17.00%	20.00%
HM	41.00%	39.00%	48.00%	46.00%	39.00%	38.00%	45.00%	49.00%	48.00%	49.00%	43.00%	42.00%
CCR	9.00%	10.00%	11.00%	7.00%	7.00%	6.00%	7.00%	9.00%	15.00%	15.00%	10.00%	8.00%
BBIL	12.00%	15.00%	13.00%	15.00%	16.00%	5.00%	7.00%	5.00%	7.00%	10.00%	15.00%	11.00%

OCCUPANCY TAX BY ACCOMMODATION CATEGORY



## ACCOMPLISHMENTS, HIGHLIGHTS, & ACTIVITIES

- 2013 was the highest Occupancy Tax Revenue year in the history of the HCTDA.
- In the 30 year history of the HCTDA, the Occupancy Tax accounts had never been audited. We completed a successful Discovery & Vacation Home Rental Audit program with Tax Management Associates of Charlotte resulting in over 50 new Occupancy Tax accounts.
- Worked with Bicycle Haywood to produce the first cycling brochure for Haywood County. The brochure features five (5) scenic rides through the county.
- Completed the transfer of the Haywood County Quilt Trail program from the Arts Council to the TDA. The Quilt Trail program highlights the heritage of Haywood County through the stories of the individual colorful quilt blocks installed on barns and buildings.
- Increased production and distribution of the motortouring brochure as well as increased advertising and promotion for the motorcycle market.
- Debuted the Haywood County venues, events and artists of the Blue Ridge Music Trail.
- Official launch of the Homegrown in Haywood Marketing campaign.
- Partnered with the Blue Ridge Parkway Association for the distribution of over 30,000 Visitor Guides and 3,000 motortouring brochures at Consumer shows throughout the southeast.
- Took over the operation of the Maggie Valley Visitor Center.
- Developed partnership with Buy Haywood as part of the Homegrown in Haywood campaign.
- Established a relationship with the Film Locations Office at Advantage West.





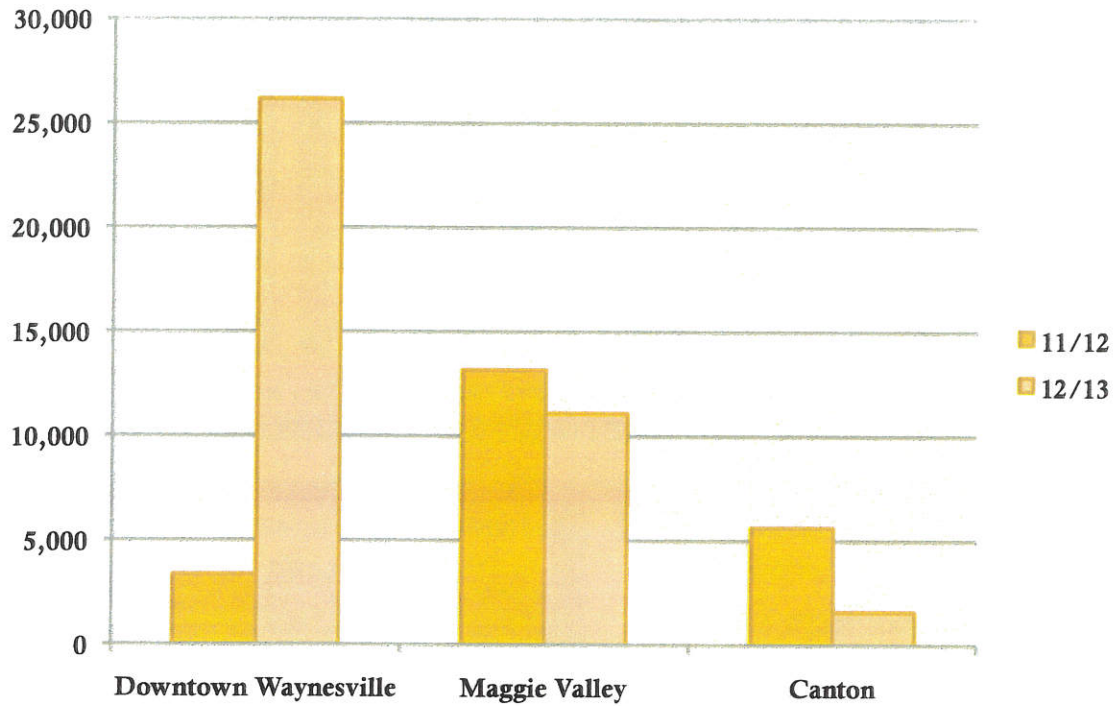
## STATISTICS

- Domestic tourism in Haywood County generated an economic impact of \$126.35 million in 2012. This was a 4.95 % change from 2011.
- In 2012, Haywood County ranked 32 in travel impact among North Carolina's 100 Counties.
- More than 1,310 jobs in Haywood County were directly attributable to travel and tourism.
- Travel generated a \$23.71 million payroll in 2012.
- State and local tax revenues from travel to Haywood County amounted to \$11.39 million. This represents a \$192.10 tax saving to each county resident.

### Revenues for Haywood County

Year	Revenues \$(millions)	Change from Previous Year
2012	\$126.35	4.95%
2011	\$120.40	3.51%
2010	\$116.31	6.83%
2009	\$108.88	-4.04%
2008	\$113.46	-2.73%
2007	\$116.64	5.02%
2006	\$111.06	7.34%
2005	\$103.46	5.91%
2004	\$97.69	1.83%
2003	\$95.93	-1.91%
2002	\$97.80	0.10%
2001	\$97.70	-2.26%
2000	\$99.96	5.21%
1999	\$95.01	5.48%
1998	\$90.07	8.47%
1997	\$83.04	3.55%
1996	\$80.19	8.44%
1995	\$73.95	7.97%
1994	\$68.49	7.23%
1993	\$63.87	7.43%
1992	\$59.45	5.65%
1991	\$56.27	2.07%

## HCTDA Visitor Center Statistics



### Visitor Center

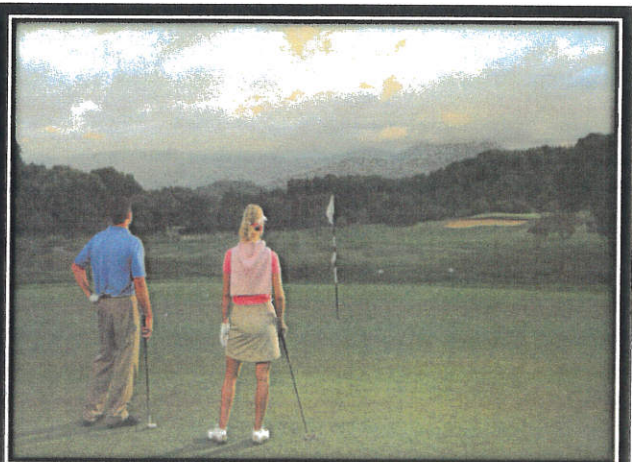
Downtown Waynesville  
Maggie Valley  
Canton

### 11/12

3,338  
13,153  
5,611

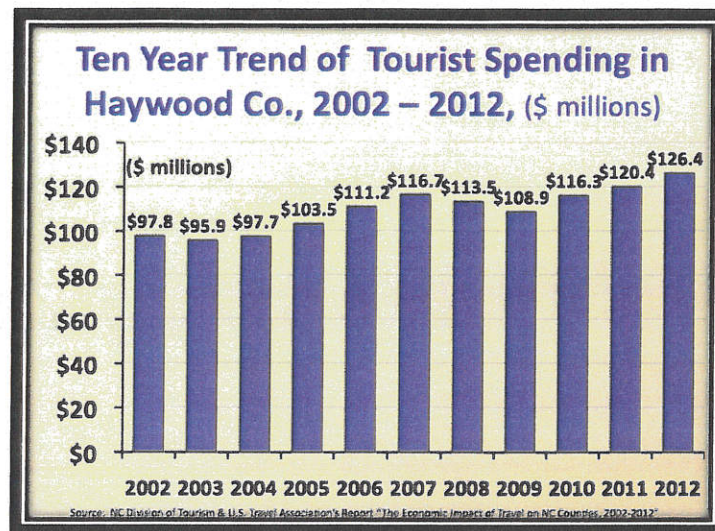
### 12/13

26,139  
11,090  
1,581





## ECONOMIC IMPACT



**Nearly 1 out of 5 workers (or 19%) in Haywood County work in the hospitality and tourism industry**



Source: U.S. Dept. of Labor, Bureau of Labor Statistics

**How have Haywood Co. Employment Trends Changed From 2005 to 2012?**

Industry	(% of total jobs)	2005	2012
Retail & Wholesale Trade, Transportation, Utilities		26.0%	↓ 25.0%
<b>Tourism &amp; Hospitality</b>		17.8%	↑ 18.9%
Manufacturing		17.1%	↑ 18.1%
Education & Health Services		12.8%	↑ 14.1%
Construction		9.2%	↓ 5.6%
Prof. & Business Services		7.2%	↑ 8.8%

Source: U.S. Dept. of Commerce, Bureau of Labor Statistics

### Haywood Co. & Bordering NC Counties for Tourist Spending, 2012

- ✓ Buncombe Co. \$834.2 million
- ✓ Swain Co. \$293.0 million
- ✓ Henderson Co. \$218.4 million
- ✓ **Haywood Co. \$126.3 million**
- ✓ Transylvania Co. \$80.9 million
- ✓ Jackson Co. \$69.5 million
- ✓ Madison Co. \$32.2 million

Source: NC Division of Tourism & U.S. Travel Association's Report "The Economic Impact of Travel on NC Counties, 2012"



## Tourism Tax Relief for Haywood Co.

•Tourists are considered "Temporary Tax Payers" paying taxes when they visit and spend money in an area, thus relieving county residents of some tax obligations.

•Each of the 34,640 households in Haywood Co. pay **\$334 LESS in State and local taxes** as a result of taxes generated by tourist spending.

## In summary: Tourism works for Haywood Co., NC in 2012

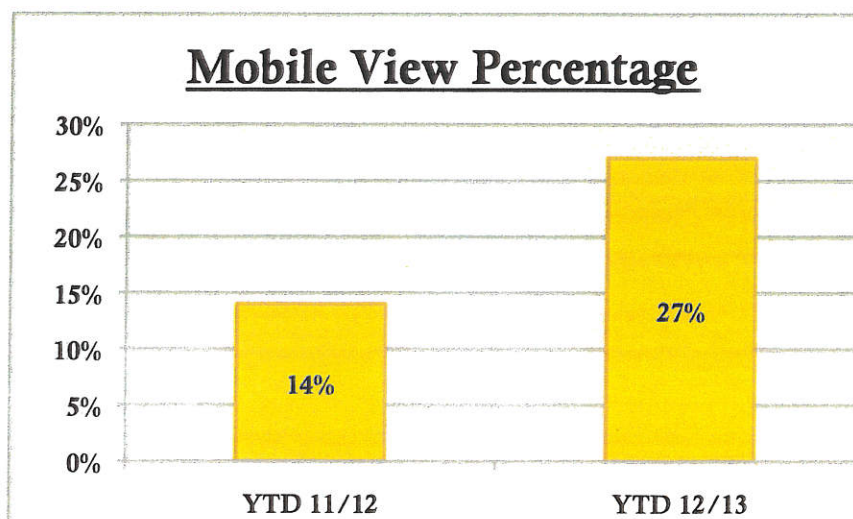
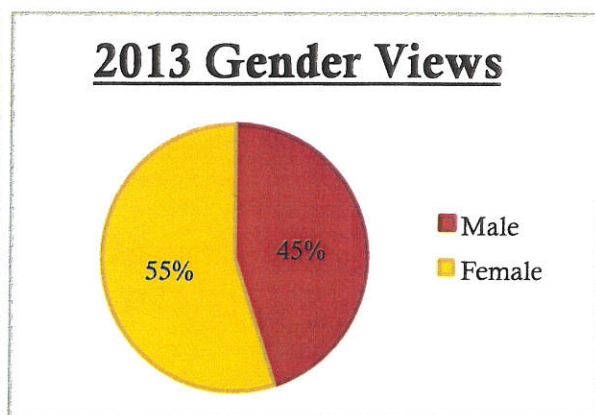
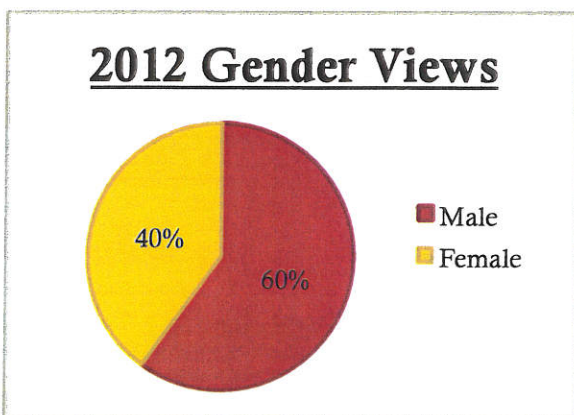
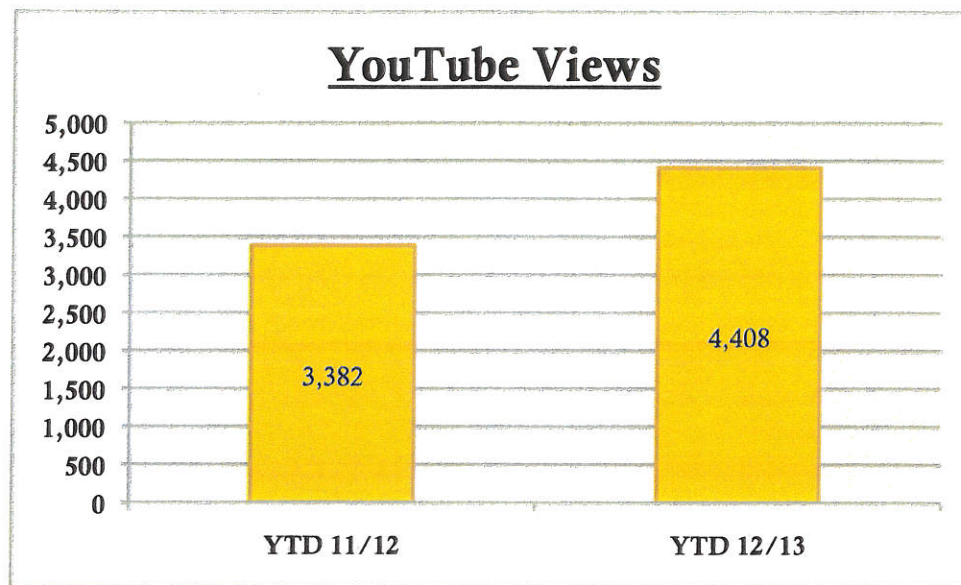
Tourist Spending	\$126.3 million
Jobs Created	1,310 jobs
Worker Paychecks	\$23.7 million
State Taxes	\$6.35 million
Local County Taxes	\$5.0 million

Source: NC Division of Tourism & U.S. Travel Association's Report "The Economic Impact of Travel on North Carolina Counties, 2012"

## Waynesville & Haywood Co. Monthly Taxable Sales, 2012 & 2013



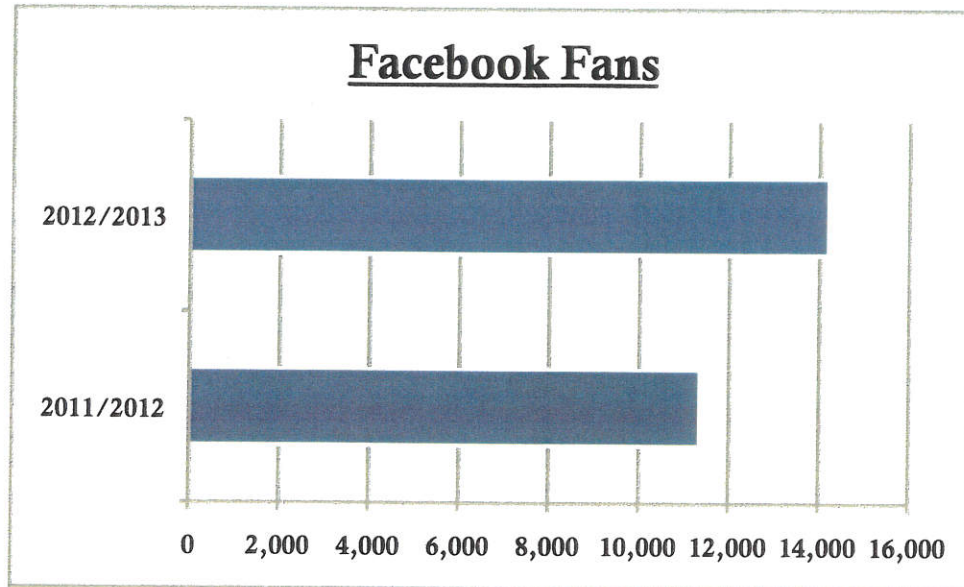
# SOCIAL MEDIA STATISTICS - YouTube





## SOCIAL MEDIA STATISTICS -

facebook



<u>Year</u>	<u>Fans</u>
2011/2012	11,367
2012/2013	14,214

They

Like 

Us! They REALLY

Like 

Us!



# MEDIA PLACEMENT

## Print Ads

- Escape to the Southeast
- American Road
- Blue Ridge Parkway Directory
- Smoky Mountain Living
- Atlanta Homes & Lifestyles
- Wing World
- Full Throttle
- Road Runner Magazine
- VisitNC Travel Guide
- Oprah Magazine Visit NC Coop
- Outside Magazine VisitNC Coop
- Better Homes Magazine VisitNC Coop
- Family Circle Magazine VisitNC Coop
- Outside Magazine VisitNC Coop
- Garden & Gun Magazine VisitNC Coop
- Blue Ridge Outdoors
- Guide to Craft Breweries
- Jax 4 Kids Publication
- USA Today Travel Magazine
- Horizon Travel Magazine
- Times Square Electronic Billboards
- Smoky Mountain Living Brochure Insert
- Atlanta Parent Gift Bag Insert



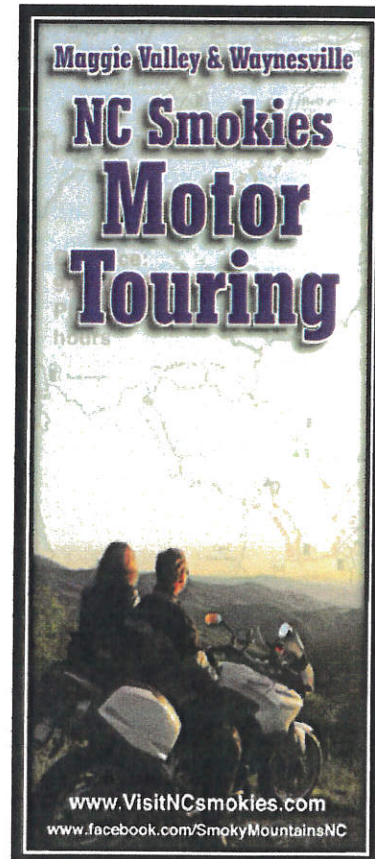
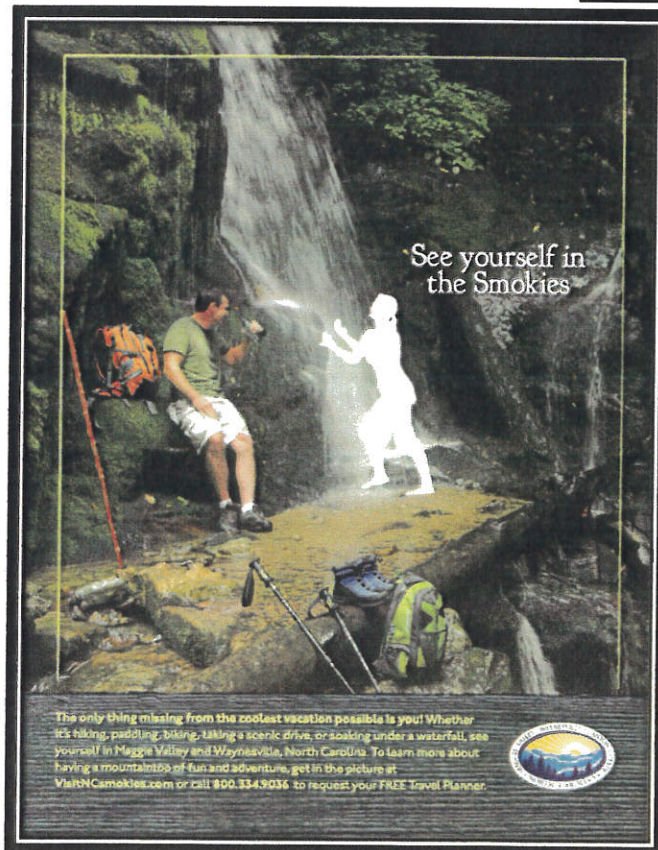
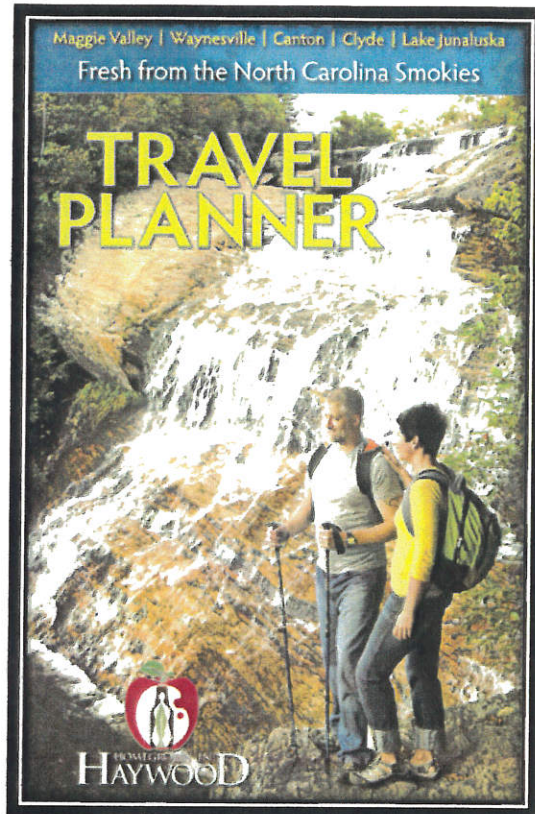
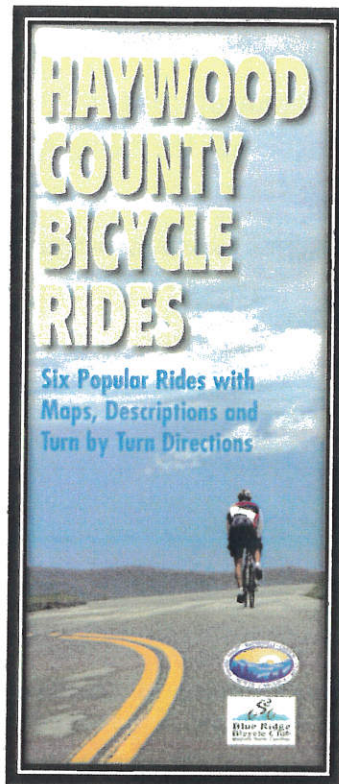
## Digital Ads

- Digital campaign targeted by demographics
- Escape to the Southeast
- American Road
- Road Runner
- Wing World
- Blue Ridge Outdoors
- Jax 4 Kids





## PUBLICATIONS



## EDUCATION

- Southeast Tourism Society Marketing College
  - North Carolina Governors Conference on Tourism
  - ESTO Conference, US Travel Association
- 

## INDUSTRY AFFILIATIONS

- Haywood Chamber of Commerce
  - Maggie Valley Chamber of Commerce
  - Smoky Mountain Host
  - Southeast Tourism Society
  - US Travel Association
  - Destination Marketing Association International
  - Blue Ridge Parkway Association
  - Haywood County Hotel/Motel Association
  - Maggie Valley Area Lodging Association
  - Friends of the Smokies
  - Blue Ridge National Heritage Area
- 

## STRATEGIC PARTNERSHIPS

- Haywood County Chamber of Commerce
- Maggie Valley Chamber of Commerce
- Downtown Waynesville Association
- Haywood County Arts Council
- Folkmoot USA
- Haywood County Hotel/Motel Association
- Maggie Valley Area Lodging Association
- Buy Haywood

**The Haywood County Tourism  
Development Authority staff would like to  
thank you for your continued support. We  
look forward to working with you in 2014.**



**HOMEGROWN IN  
HAYWOOD**

**Fresh From The North Carolina Smokies**

Maggie Valley • Waynesville • Canton

Clyde • Lake Junaluska

**[www.VisitNCsmokies.com](http://www.VisitNCsmokies.com)**





2012/2013  
1% NET OCCUPANCY TAX  
Projections

	PROJECTED 28716 CANTON	ACTUAL 28716 CANTON	PROJECTED 28721 CLYDE	ACTUAL 28721 CLYDE	PROJECTED 28745 LAKE	ACTUAL 28745 LAKE	PROJECTED 28751 MAGGIE VALLEY	ACTUAL 28751 MAGGIE VALLEY	PROJECTED 28785 & 28786 WAYNESVILLE	ACTUAL 28785 & 28786 WAYNESVILLE
July 2012 Received September 2012	\$2,162	\$2,211.38	\$88	\$54.32	\$2,260	\$2,288.16	\$21,900	\$20,001.96	\$9,829	\$10,282.76
August 2012 Received October 2012	\$1,883	\$1,776.78	\$94	\$79.93	\$1,627	\$2,244.67	\$13,088	\$3,899.97	\$8,404	\$8,352.75
September 2012 Received November 2012	\$1,474	\$1,895.07	\$63	\$31.02	\$722	\$572.60	\$12,509	\$12,015.84	\$7,551	\$8,173.34
October 2012 Received December 2012	\$1,879	\$2,029.66	\$97	\$101.39	\$835	\$897.00	\$19,453	\$19,599.12	\$11,302	\$11,500.25
November 2012 Received January 2013	\$719	\$771.85	\$20	\$20.53	\$269	\$505.60	\$5,621	\$6,962.77	\$3,955	\$4,954.97
December 2012 Received February 2013	\$622	\$879.59	\$34	\$97.91	\$417	\$446.07	\$9,492	\$8,924.54	\$3,152	\$3,238.28
January 2013 Received March 2013	\$396	\$731.59	\$18	\$10.69	\$165	\$117.77	\$6,683	\$5,614.67	\$1,853	\$2,376.12
February 2013 Received April 2013	\$506	\$607.99	\$16	\$18.10	\$159	\$177.95	\$5,242	\$5,991.14	\$2,227	\$2,648.94
March 2013 Received May 2013	\$759	\$1,042.85	\$23	\$82.49	\$149	\$139.64	\$2,854	\$4,669.54	\$2,597	\$3,475.54
April 2013 Received June 2013	\$1,345	\$1,663.15	\$31	\$113.35	\$180	\$198.41	\$4,160	\$4,767.38	\$4,312	\$4,746.61
Total Estimated Receipts by June 30, 2013	\$11,745	\$13,609.91	\$484	\$609.73	\$6,783	\$7,487.87	\$101,002	\$102,446.93	\$55,292	\$59,749.56
May 2013 Received July 2013	\$2,224	\$2,120.85	\$44	\$61.71	\$1,204	\$1,351.88	\$8,308	\$11,821.98	\$6,821	\$8,287.63
June 2013 Received August 2013	\$2,151	\$2,597.74	\$83	\$159.71	\$2,018	\$2,093.79	\$15,169	\$18,741.68	\$9,012	\$9,643.54
Total Received After Year End (Unavailable)	\$4,375	\$4,718.59	\$127	\$221	\$3,222	\$3,445.67	\$23,477	\$30,563.66	\$15,833	\$17,931.17
Grand Total Estimate	\$16,120	\$18,329	\$611	\$830.73	\$10,005	\$10,933.54	\$124,479	\$133,011	\$71,125	\$77,681
TOTAL 1% Projections	\$222,340									
Comparison to Budget YTD		14%		36%		9%		7%		9%
Percentage of Total Collections YTD		8%		0%		5%		55%		32%

2013/2014  
1% NET OCCUPANCY TAX  
Projections

	PROJECTED 28716 CANTON	ACTUAL 28716 CANTON	PROJECTED 28721 CLYDE	ACTUAL 28721 CLYDE	PROJECTED 28745 LAKE JUNALUSKA	ACTUAL 28745 LAKE JUNALUSKA	PROJECTED 28751 MAGGIE VALLEY	ACTUAL 28751 MAGGIE VALLEY	PROJECTED 28785 & 28786 WAYNESVILLE	ACTUAL 28785 & 28786 WAYNESVILLE
July 2013 Received September 2013	\$2,130	\$2,138.43	\$88	\$166.48	\$2,559	\$2,522.92	\$22,321	\$78,556.45	\$10,000	\$9,232.64
August 2013 Received October 2013	\$1,854	\$2,162.91	\$94	\$133.81	\$1,854	\$1,813.33	\$13,448	\$15,673.16	\$9,486	\$8,498.93
September 2013 Received November 2013	\$1,442		\$63		\$815		\$12,682		\$7,826	
October 2013 Received December 2013	\$1,854		\$99		\$939		\$19,784		\$11,522	
November 2013 Received January 2014	\$713		\$20		\$305		\$5,707		\$4,058	
December 2013 Received February 2014	\$618		\$34		\$475		\$9,638		\$3,188	
January 2014 Received March 2014	\$396		\$18		\$181		\$6,848		\$1,884	
February 2014 Received April 2014	\$491		\$16		\$179		\$5,326		\$2,246	
March 2014 Received May 2014	\$745		\$23		\$169		\$2,916		\$2,681	
April 2014 Received June 2014	\$1,315		\$31		\$203		\$4,185		\$4,420	
Total Estimated Receipts by June 30, 2014	\$11,558		\$486		\$7,679		\$102,855		\$56,311	
May 2014 Received July 2014	\$2,187		\$44		\$1,358		\$8,497		\$6,957	
June 2014 Received August 2014	\$2,108		\$83		\$2,287		\$15,472		\$9,203	
Total Received After Year End (Unavailable)	\$4,295		\$127		\$3,645		\$23,969		\$16,160	
Grand Total Estimate	\$15,823		\$613		\$11,324		\$126,824		\$72,471	
TOTAL 1% Projections	\$227,085									
Comparison to Budget YTD		8%		65%		-2%		-4%		-4%
Percentage of Total Collections YTD		7%		0%		7%		56%		29%

## **28785/28786 1% TDA Funding Projects**

### **Budget of \$74,680.00**

- Mountain Street Dances - DWA
- Smoky Mountain Living Ads - DWA
- 12 Trashcans - DWA
- DWA Shopping/Business Guide
- The Laurel Magazine - DWA
- Design & Layout of Ads - DWA
- Our State Magazine Ad - DWA
- Church Street Festival - DWA
- Appalachian Lifestyle Festival - DWA
- Western NC Dog Fanciers Show 2013/2014
- Smoky Mountain Folk Festival
- Trade Shows - Waynesville Inn, Golf Resort & Spa
- Art After Dark - Waynesville Gallery Association
- HART Advertising
- Apple Harvest Festival - Haywood Chamber of Commerce
- Blue Ridge Breakaway - Haywood Chamber of Commerce
- Smoky Mountain 9 Ball Shootout - ARC
- International Festival Day - Folkmoot USA
- Whole Bloomin' Thing - Frog Level Merchants Association
- Event Series Advertising - The Strand Theatre
- Beer Fest Advertising - Bear Waters Brewing

## **28785/28786 1% Zip Code Subcommittee**

Each municipality is responsible for submitting names of people to serve on the 1% Zip Code Subcommittee for the purpose of reviewing 1% funding applications and making recommendations for funding to the HCTDA Board of Directors.

Recommendations for the Subcommittee seats are forwarded to the Haywood Board of County Commissioners for appointment. Subcommittee members serve two year terms with a maximum of three (3) two year terms that can be served.

The original guidelines for the makeup of the Zip Code Subcommittees stated that zip code areas collecting less than \$100,000 would have a subcommittee made up of three (3) members and zip code areas collecting more than \$100,000 would have a five (5) member subcommittee. The 28785/28786 Zip Code currently has a three member subcommittee based on estimated collections of \$77,681.

The County Commissioners recently amended the Subcommittee Guidelines to state that zip code areas collecting more than \$50,000 would now have a five (5) member Subcommittee. Consequently this increases the 28785/28786 subcommittee to five (5) members.

The Waynesville Board of Aldermen have to submit recommendations for the five member 28785/28786 Zip Code Subcommittee to the Executive Director of the Haywood County TDA by December 23<sup>rd</sup>. Two of the current Subcommittee members have served the maximum term.

Current Subcommittee:     Buffy Phillips  
                                     Roy Gass  
                                     Betsy Boyd

**TOWN OF WAYNESVILLE BOARD OF ALDERMEN**  
**REQUEST FOR BOARD ACTION**  
**Meeting Date: November 12, 2013**

**SUBJECT:** North Main Street Complete Streets Study

**AGENDA INFORMATION:**

**Agenda Location:** New Business  
**Item Number:** B-3  
**Department:** Planning  
**Contact:** Paul Benson, Planning Director  
**Presenter:** Mark Teague, J.M. Teague Engineering

**BRIEF SUMMARY:**

Last year the Town was awarded a grant through the French Broad River Metropolitan Planning Organization to undertake a study of how the intersection of North Main Street and Walnut Street could be improved for all modes of transportation including motor vehicles, bicyclists and pedestrians. The firm of J.M Teague Traffic Engineering was hired to prepare a plan; this plan is now complete. The staff is requesting that the plan be adopted by the Board of Aldermen so that the project may be added to the State Transportation Improvement Plan for funding.

**MOTION FOR CONSIDERATION:**

1. Hold a public hearing to receive comments.
2. Motion to adopt the recommendations of the North Main Complete Streets Study for improvements to Walnut Street and North Main Street.

**FUNDING SOURCE/IMPACT:** N/A

**ATTACHMENTS:**

- Project Summary & Recommendation

**MANAGER'S COMMENTS AND RECOMMENDATIONS:**



# North Main Street Complete Streets Study

Prepared for:

Town of Waynesville

JMTE Project 0146



*Located in Waynesville, North Carolina*

**J.M. LEAGUE**  
**Traffic Engineering**

525 N. Main Street  
Waynesville, NC 28786





## 1. Introduction

Waynesville's North Main Street Complete Streets Study represents the efforts conducted in 2013 to define design concepts for the intersection of North Main Street and Walnut Street east of downtown Waynesville. Past citywide and countywide planning efforts indicated this area as both a gateway for the Town of Waynesville and a vital link in the pedestrian and bicycle network, for both Waynesville and Haywood County residents and visitors. Project research and due diligence has revealed that many local citizens and Town officials consider this a critical "missing link" in the Waynesville sidewalk system.

To develop the recommendations contained in this study, the Town of Waynesville obtained a grant from the French Broad River Metropolitan Planning Organization (FBRMPO) and identified a team of engineering and planning consultants to carry out the grant on behalf of the Town. The North Main Street Complete Streets Study is the first step in realizing improvements at the intersection of North Main Street and Walnut Street that will accommodate transportation needs for motorists, pedestrians and bicyclists for many years to come.

The adoption of this study by the Town of Waynesville will be followed by more detailed design and environmental analysis that lead to land acquisition to accommodate the final design and construction of the project. Funding for these steps will likely come through partnerships that include the Town of Waynesville, FBRMPO and the North Carolina Department of Transportation (NCDOT). Other partners could include area developers, land owners, Haywood County, and other state or local agencies.



The intersection of North Main Street and Walnut Street in Waynesville is the subject of this Complete Streets study, which evaluated various design options to fill sidewalk gaps, provide for bicycle facilities and address future vehicular traffic needs.

## Background

The nature of transportation in large cities and small towns is undergoing a transformation in the United States. Communities are seeking more balance in consideration of the many users of the transportation system to create a safer transportation network, provide transportation options, enhance livability and promote economic development. This philosophy is known as the Complete Streets concept.

There exists a strong history of support from Complete Streets investments along North Main Street (US 23 Business) among the many stakeholders and agencies that have a role to play in funding, constructing and maintaining the street. The Town of Waynesville's past planning and policy efforts, in combination with plans led by Haywood County, the French Broad River Metropolitan Planning Organization (FBRMPO), and the North Carolina Department of Transportation, clearly point to the need for robust multi-modal investments along the North Main Street corridor.

The plan and policy synthesis section further discusses and summarizes the many plans and strategies these agencies and stakeholders have adopted.



It forms the basis for continued study and design of the corridor, as well as, helps identify how these agencies should support pursuits by the Town of Waynesville to re-build North Main Street to safely accommodate all modes of transportation—for both recreational and commuting purposes.



The Town of Waynesville pursued funding for this study, in part, to identify options that would complete the sidewalk network near the North Main Street and Walnut Street intersection.

A key part of the Complete Streets philosophy is improving roadway user safety while accommodating multi-modal transportation simultaneously. The reported vehicular crash history for this intersection for the past 10 years is low. This study is not an operational or driver safety project. As stated above and based on previous planning and policy efforts, this intersection was chosen because the need of multi-modal accommodations is clearly present.

## Project Goals and Objectives

- ◆ To develop a project that encompasses the Complete Streets philosophy
- ◆ To develop a project that will lead to economic development
- ◆ To develop a project that will foster community development
- ◆ To develop a project that can be expanded and connected to other activities, transportation systems, and community resources
- ◆ To develop a project that will serve the transportation needs of Waynesville
- ◆ To develop a project that will operate efficiently, effectively, and safely for all roadway users

## Recommended Alternative

The consultant team for the North Main Street Complete Streets study was tasked with taking a long-range view of growth and development in and around the intersection to develop a design alternative that met the goals and objectives listed above.

Based on these goals and objectives, a major realignment option for North Main Street and Walnut Street (Exhibit 1-1) is recommended to construct new pedestrian and bicycle facilities and create a realigned intersection that allows for a future direct connection to Vance Street that could be constructed if property north of Walnut Street redevelops.

This recommended alternative requires the full acquisition of two businesses located south of Walnut Street and represents a notable cost and impact to the project in order to fulfill the goals and objectives.

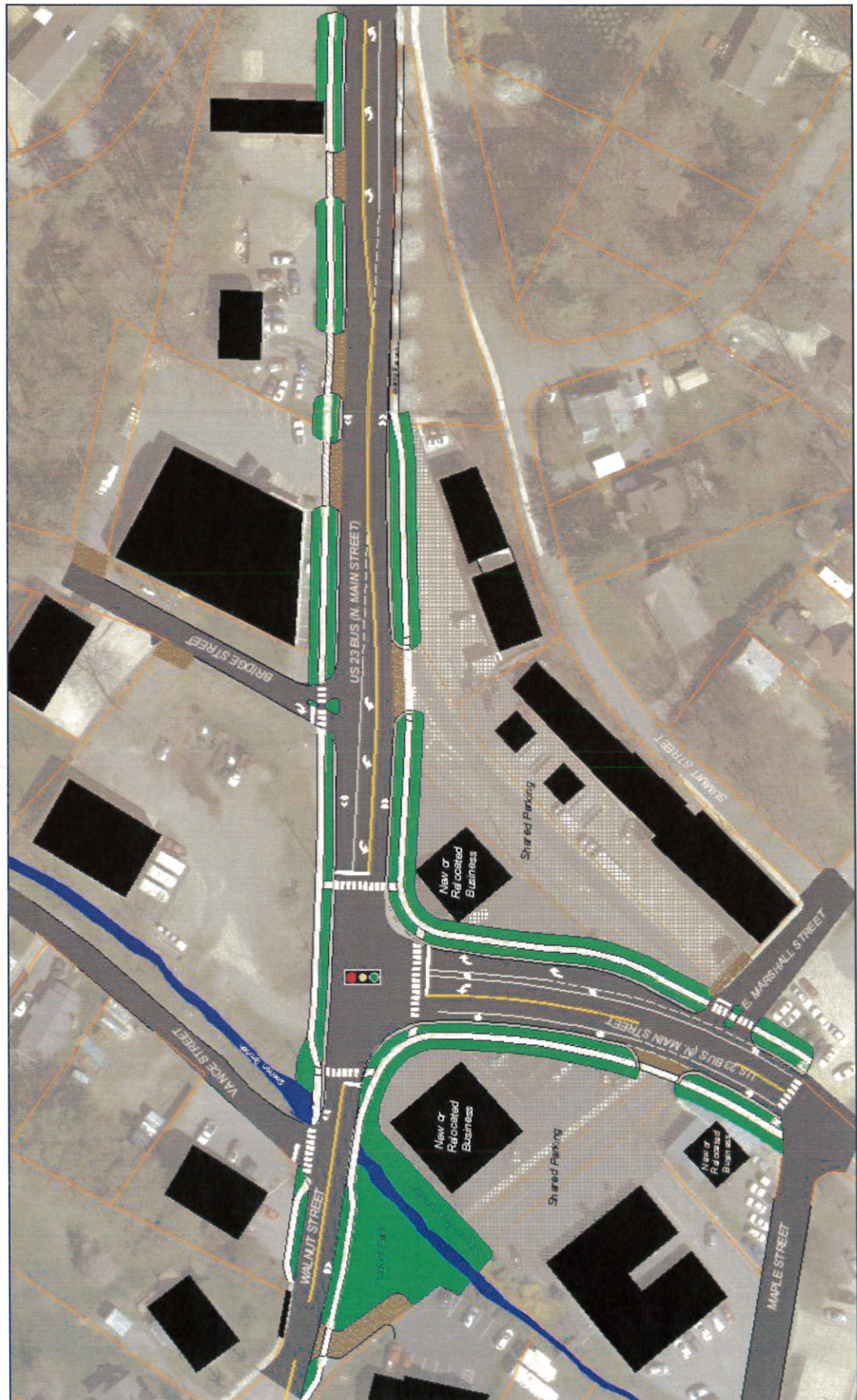
The summary of the breadth and depth of analysis undertaken to develop this recommendation is contained in *Chapter 6*.



Exhibit 1-1

## Recommended Alternative: Major Realignment

The major realignment alternative is the recommended approach to addressing various long-term transportation, land use and economic development needs east of downtown Waynesville. The recommended realignment shown below has notable impacts to properties, which is typical for an urban environment. The impact to the two businesses south of Walnut Street is significant, requiring relocation. The long-term vision to create a more direct and safe multi-modal connection to the recreational facilities north of the intersection along Vance Street was a major consideration in recommending this alignment.



**TOWN OF WAYNESVILLE BOARD OF ALDERMEN**  
**REQUEST FOR BOARD ACTION**  
**Meeting Date: November 12, 2013**

**SUBJECT:** Public hearing to consider adoption of an amendment to the Sign Ordinance (Chapter 11 of the Land Development Standards), as recommended by the Planning Board.

**AGENDA INFORMATION:**

**Agenda Location:** New Business  
**Item Number:** B-4  
**Department:** Planning  
**Contact:** Paul Benson, Planning Director  
**Presenter:** Paul Benson, Planning Director

**BRIEF SUMMARY:**

In response to a number of issues with the Town's sign regulations identified by staff and business owners the Planning Board has recommend adoption of a comprehensive amendment to Chapter 11 of the Town's Land Development Standards. Significant changes proposed by this amendment include permitting small portable signs in the Central Business District and adding a provision for temporary banner signs for commercial special events or promotions. Other notable changes include permitting a larger area of temporary window signage, and increased maximum sign heights and sizes for some types of signs, including a new provision for Facsimile Signs. The amendment also makes a number of more minor changes to the ordinance for the purpose of clarity and organization.

**MOTION FOR CONSIDERATION:**

Motion to adopt the amendment to Chapter 11 of the Land Development Standards, Appendix A of the Code of Ordinances for the Town of Waynesville as recommended by the Planning Board.

**FUNDING SOURCE/IMPACT:** N/A

**ATTACHMENTS:**

- Draft Ordinance
- Summary of Changes

**MANAGER'S COMMENTS AND RECOMMENDATIONS:**

## **Draft Sign Ordinance (LDS Chapter 11) Proposed Revisions 10/21/2013 Planning Board Draft**

### Page 11-2

- 11.3.1.D Clarifies that provision does not apply to attached signs; changes terminology from “monument” to “ground” signs to be consistent.
- 11.32 Changes height measurement from top of sign structure to top of sign face – permits a bit more height.
- New Sign Height graphic has been added to illustrate above point

### Page 11-3

- 11.4.1 Adds specific sight triangle references for streets and driveways
- 11.5.1 Gives governmental agencies a bit more flexibility for sign placement
- 11.5.5 Adds more descriptive language to permanent Building Identification signs

### Page 11-4

- 11.5.9.D. Permits either company name or logo on directional signs

### Page 11-5

- 11.5.13 Increases the permitted size of temporary construction signs from 4 to 16 square feet for single family and duplex projects
- 11.5.14.A Increases the maximum size of temporary signs from 16 square feet to 50% of window area (25% in historic districts)
- 11.5.14.B The allowance for off-premises non-commercial signs was removed, and maximum size and height was changed to match that of permanent signs permitted within the district

### Page 11-6

- 11.5.14.C Increases the flexibility of dates/times for posting Yard Sale Signs
- 11.5.14.D Removes Regional and Town Center Signs from section on temporary signs (moved to permanent sign section).
- 11.5.14.D New section defining permitted Vehicular Signs
- 11.5.14.E New section defining permitted Ball Field Fence Signs

### Page 11-7

- 11.5.14.F Includes Decorative Flag regulations (moved from Attached Sign section, otherwise unchanged)
- 11.5.14.G Adds new provision for Promotional/Special Event Signs
- 11.5.14.H Adds a new provision for Temporary Uses Signs



## Page 11-8

### 11.6.1 Permitted Signage by District

- Adds permission for an Attached Sign of 16 square feet for Residential Low and Medium districts
- Changes Attached Sign maximum size from 10% of wall area to 16 square feet for Neighborhood and Urban Residential districts for consistency throughout residential districts
- Adds a larger sign – Master Development Sign – for larger properties (2 acres +) in Neighborhood Center and Business Districts
- Increases height of Ground Signs in Regional Center and Commercial Industrial districts from 6 feet to 8 feet
- Increases maximum size of Ground Signs in Commercial Industrial from 32 to 48 square feet for consistency with Regional Commercial
- Clarifies that Pedestrian Signs are permitted in Regional Center districts
- Corrects nomenclature by changing Multiple Message Signs to Master Development Sign in Regional Center districts
- Adds Master Development Sign to Commercial Industrial districts

## Page 11-9

- 11.6.2 Other Permitted Signage
  - Increases maximum size of home occupation signs from 2 to 8 square feet
  - Adds maximum size (48 square feet), and height (8 feet), standards for new Master Development Sign in Neighborhood Center and Business Districts
  - Removes size and height standards for Neighborhood Entrance, Neighborhood Center, Business District and Regional Center District Signs and references Planning Board design approval
- 11.7.1.A removes 5' setback for Ground Signs from edge of right-of-way; establishes a minimum of 5' setback from edge of public way
- 11.7.1.B adds street and driveway site triangle references; deletes language regarding setback of 20' from right-of-way intersections.
- 11.7.1.D adds general standards for Planning Board evaluation of Neighborhood Entrance Signs
- 11.7.1.E adds a standard of 1 ground sign per building per public street frontage (past practice has been to permit only 1 ground sign per property although this is not specified in the current ordinance)
- 11.7.2 clarifies that only permanent Window Signs count toward the permitted aggregate area of Attached Signs
- 11.7.2.B clarifies that attached signage may not extend into the street tree planting area

#### Page 11-10

- 11.7.2.E clarifies that one Pedestrian Sign is not counted against the maximum of 3 Attached Signs permitted
- 11.7.2.G permits the maximum projection of Projecting Signs to increase from 3 to 4 feet from the building façade
- Attached Sign Graphic changed labels of the various signs shown to match text of the ordinance
- 11.7.2.J Decorative Flag standard move to Temporary Sign section
- 11.7.3.A Changes Pedestrian Sign location standard from a maximum of 4 feet from the façade of the building to the outside edge of the canopy or awning

#### Page 11-11

- 11.7.3.B Reduces the minimum height of Pedestrian Signs from 8 to 7 feet above the sidewalk
- Establishes standards for permitting Portable Signs in Business Districts

#### Page 11-13

- 11.8.8 Removes Banners from prohibited signs since a banner type sign may be used as a permitted Temporary Sign; expands the language somewhat to prohibit devices similar to pennants, streamers and balloons.
- 11.8.8 Excludes balloons 12" or less in diameter (from being prohibited)
- 11.8.10 Provides an exception on the prohibition of Facsimile Signs for temporary use in Regional Commercial districts
- 11.8.11 Clarifies that certain signs attached to vehicles are prohibited (this prohibition is implied under the prohibition of Portable Signs currently)
- 11.9.1 Clarifies shielding requirements for sign lighting

#### Page 11-15

- 11.10.4 Adds reference to Chapter 13 Nonconforming Uses that pertain to removal of Non-Conforming Signs.

### **Chapter 17, Definitions**

Public Way – adds definition from Building Code for reference in sign location

Sign, Canopy (Awning) – inserts the term "Canopy" in the definition for consistency with text of ordinance

Sign, Ground – clarifies meaning; eliminates unnecessary and undesirable language

Sign, Pedestrian – clarifies meaning and eliminates incorrect overlap with Canopy/Awning Signs

Sign, Static – eliminated, doesn't appear in ordinance

Sign, Tri vision – eliminated, doesn't appear in ordinance



# 11 Signs

## 11.1 General Purpose and Intent

The purpose of this section and the other sign standards contained in this chapter, is to support and complement the various land uses allowed in the Town of Waynesville by the adoption of standards concerning the placement of signs. These standards are adopted under the zoning authority of the Town to achieve the following:

- To encourage the effective use of signs as a means of communication in the Town while preserving the rights of free speech under the First Amendment to the United States Constitution.
- To maintain and enhance the aesthetic environment and the Town's ability to attract sources of economic development and growth.
- To improve pedestrian and traffic safety.
- To minimize the possible adverse effect of signs on nearby public and private property.

## 11.2 Applicability

### 11.2.1 Permits Required

Except as provided by this section, it shall be unlawful for any person to erect, construct, enlarge, move or replace any sign without first obtaining a sign permit from the Administrator. Additional permits may be necessary pursuant to the regulations in the state building code or other sections of this ordinance.

### 11.2.2 Alteration of Sign Face

Repainting of a sign, if in conformance with the applicable standards of this chapter, shall be considered maintenance or repair and shall not require a permit. The changing of tenant name panels on multiple-tenant development signage shall not require a permit.

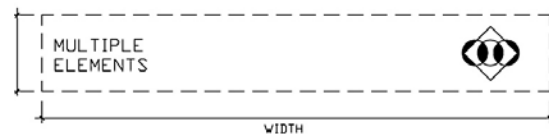
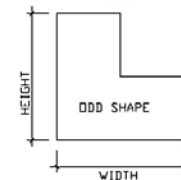
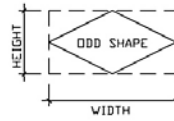
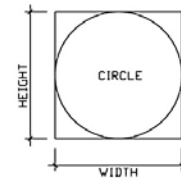
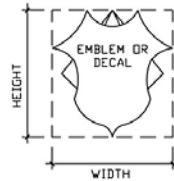
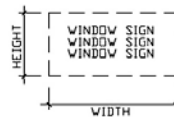
### 11.2.3 Compliance Required

Existing nonconforming signs shall be brought into full compliance subject to the requirements of Sections 13.2 and 13.7.

### 11.3 Computation of Signage Area

#### 11.3.1 Computation of Sign Face

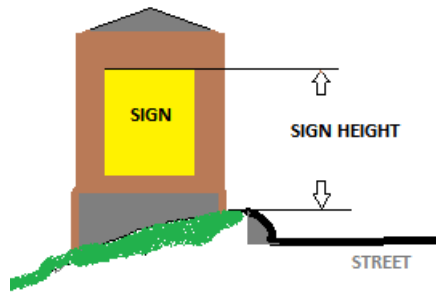
- A. The area of a sign face shall be deemed to be the entire area within the smallest square or rectangle that will encompass the extreme limits of the writing, representation, emblem, or other display on the sign.
- B. The area shall also include any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed.
- C. Frames or structural members not bearing informational or representational matter shall not be included in computation of the area of a sign face.
- D. Signs attached to walls (other than building walls) or fences shall be treated as monument ground signs and allowed only where monument ground signs are permitted. Only that portion of that wall or fence onto which the sign face or letters are placed shall be calculated in the sign area.



#### 11.3.2 Computation of Height

The height of a sign shall be measured from the highest point of a Sign Face sign or its support whichever is greater, to the base of the sign at the highest adjacent grade at the base of the sign, provided that height of the sign structure shall not exceed the height of the Sign Face by greater than twenty percent (20%).





## 11.4 General Provisions

### 11.4.1 Standards Applicable to All Permitted Signs

Permitted signs shall be located outside of the street right-of-way, behind sidewalk areas and outside of the site triangle **as per Sections 6.7.2 for streets and 9.8.3 for driveways.**

### 11.4.2 Noncommercial Messages

Any sign, display or device allowed under this chapter may contain, in lieu of any other copy, any otherwise lawful noncommercial message.

## 11.5 Signs Not Requiring a Permit

### 11.5.1 Governmental Signs

- A. Signs posted by various local, state and federal agencies in the performance of their duties such as, **but not limited to**, regulatory signs, welcome signs and traffic signs.
- B. Signs installed under governmental authority which note the donation of buildings, structures or streetscape materials (such as, but not limited to benches, park facilities, etc.).

### 11.5.2 Flags, Etc.

Flags or insignia of any nation, organization of nations, state, county or municipality, any religious, civic or fraternal organization, or any educational or cultural facility and/or any one corporate flag per lot provided the height of any pole shall not exceed the maximum building height for the district.

### 11.5.3 Temporary Holiday Decorations

Temporary decorations or displays, when such are clearly incidental to and are customarily and commonly associated with any national, local or religious holiday/celebration.

#### 11.5.4 Window Displays

Merchandise, pictures or models of products or services that are incorporated as an integral part of a window display.

#### 11.5.5 Building Marker/Identification Signs

A sign cut or etched into masonry, bronze or similar material on a building that identifies the building and is a permanent and integral part of the building.

#### 11.5.6 Legal and Warning Signs

- A. Signs erected to warn of danger or hazardous conditions such as signs erected by public utility companies or construction companies.
- B. Signs required for or specifically authorized for a public purpose by any law, statute or ordinance.
- C. Signs that display information pertinent to the safety or legal responsibilities of the general public with regard to a particular piece of property shall be located on the premises to which the information pertains. No advertising may be affixed to such a sign.

#### 11.5.7 Occupant/Street Number Signs

Signs affixed to structures, mailboxes, decorative light posts, driveway entrances, etc., which serve to identify the address of the structure or occupant. All such signs must be placed in such a manner as to be visible from the street.

#### 11.5.8 Vending Machine/Automatic Teller and Gasoline Pump Signs

Signs attached to and made an integral part of a vending machine, automatic teller machine or gasoline pump if advertising or giving information about the products or services dispensed or vended by that machine.

#### 11.5.9 Directional Signs

- A. Directional signs must be located on the premises to which directions are indicated.
- B. Such signs may not exceed three (3) feet in height if freestanding.
- C. Directional signs may not exceed four (4) square feet per face.
- D. Such signs may contain no copy (i.e., company name or logo) other than directional information and either company name or logo.

- E. Illumination of such signs shall be as permitted for on-premises signs in the land development district where the sign is located.
- F. No more than two (2) signs per entrance or exit shall be permitted.

#### 11.5.10 Incidental Signs

- A. Signs containing information necessary or convenient for persons coming on premises shall be located on the premises to which the information pertains.
- B. No advertising may be affixed to such a sign.
- C. Such signs must be single-faced only and wholly attached to a building (may be located on windows or doors).

#### 11.5.11 Real Estate Signs

- A. Only one (1) sign is allowed per street frontage.
- B. Such signs may not be illuminated.
- C. Such signs may be no greater than four (4) square feet in area (all types of signs) and four (4) feet in height (if freestanding) when located on a residential property.
- D. Such signs may be no greater than thirty-two (32) square feet in area (all types of signs) and eight (8) feet in height (if freestanding) for non-residential properties, except that such signs may not exceed the maximum height and size for permanent signs within the district.
- E. Real estate signs shall be removed within seven (7) days after the closing of the sale, rental or lease of the property.
- F. Such signs shall only be located on property for sale or lease.

#### 11.5.12 Political Signs (rev.9/11/12)

- A. Such signs shall not be illuminated.
- B. Political signs may not be located within a public street right-of-way and shall not be attached to trees or utility poles or on publicly-owned property.
- C. Such signs may not exceed six (6) square feet in area and four (4) feet in height if freestanding.
- D. Political signs may be displayed during a period beginning thirty (30) days prior to the beginning date of "one-stop" early voting under G.S. 163-227.2 and concluding ten (10) days after the election.
- E. Any person wishing to erect political signs must first make application to the Administrator which application shall include a deposit that shall be returned to the applicant upon removal of all signs.
- F. Political signs located along State highways are exempt from this section and are instead regulated by G.S. 136-32.

#### 11.5.13 Construction Signs



- A. Construction signs shall be allowed provided such signs do not exceed one (1) sign per street frontage with a maximum of two (2) signs per construction site.
- B. Such signs shall not exceed ~~four (4)~~ sixteen (16) square feet in area and ~~six (6)~~ ~~four (4)~~ feet in height for single-family or duplex residential construction or thirty-two (32) square feet in area and eight (8) feet in height for other construction.
- C. Construction signs shall not be erected prior to the issuance of a building permit and shall be removed within seven (7) days of the issuance of a certificate of occupancy on the last building in the development.

#### 11.5.14 Temporary Signs

- A. Window Signs: Temporary signs which are affixed to the inside of a window. ~~Such signs shall not exceed 50% of the window area except within designated National Register Historic Districts where such signs shall not exceed 25% of the window area. and which do not exceed a cumulative total for all such signs of sixteen (16) square feet in area are allowed per establishment.~~
- B. Special Event Signs: Signs may be erected by public or non-profit organizations such as schools and churches for promoting special events as follows:
  - 1. Signs for public events such as fund drives, fairs, festivals, sporting events, etc. may be displayed for a period of thirty (30) days ~~and may be allowed on or off premises. Such signs shall not be illuminated. Such signs are limited to eighteen (18) square feet in size and six (6) feet in height.~~
  - 2. ~~The maximum size and height shall be the same as established for a permanent sign of the same type in the district in which the sign is erected.~~
- C. Yard Sale Signs
  - 1. Such signs may be located on-premises only and may not be located within a public right-of-way nor placed on a tree, street sign or utility pole.
  - 2. Such signs may not be illuminated.
  - 3. Yard sale signs are limited to four (4) square feet in area and four (4) feet in height.
  - 4. One (1) yard sale sign is allowed per street frontage.
  - 5. Such signs may be displayed ~~no more than one day in advance of the sale and be removed the day following the sale~~ ~~only on~~

~~weekends and shall not be erected before 5:00 P.M. on Friday and shall be removed by 7:00 A.M. on Monday.~~

~~D. Regional and Town Center Signs~~

- ~~1. Ground signs may be erected at locations which represent the entrance of the regional/town center districts.~~
- ~~2. Only two (2) ground signs per area center district shall be erected.~~
- ~~3. The sign face shall be an oval shape with no more than two (2) faces allowed per sign.~~
- ~~4. The sign face shall not be larger than 4.5 feet in width and 3 feet in height. Smaller sign faces shall have a proportion of 1.5 feet wide to 1 foot high.~~
- ~~5. The overall height of the sign shall be no greater than four (4) feet above ground level.~~
- ~~6. Area center signs shall be supported with six (6) inch by six (6) inch pressure treated posts which shall be painted black.~~

D. Vehicular Signs: signs not prohibited under Section 11.8.11 displayed on vehicles and equipment which are being operated in the normal course of business, such as signs indicating the name of the owner or business and which are affixed or painted onto such vehicles or equipment, provided that when not being so operated, such vehicles are parked or stored in areas appropriate to their use as vehicles and in such a manner and location so as to minimize their visibility from any street to the greatest extent feasible.

E. Ball Field Fence Signs: nonprofit organizations, i.e., local ball leagues, may attach signage to ball field fences providing the following requirements are met:

1. Sign panels must be of uniform size and weather durable material and cannot exceed three feet by five feet in dimension.
2. Signage must be attached to the interior (ball field) of the chain link fencing, have advertising copy on only the interior (ball field) side of fencing and cannot be self-illuminated.
3. Where adjacent properties are in residential use the back (exterior) side of the sign must be a dark solid color and be uniform in color with all the other signs.
4. All signs must be kept clean and in good repair.
5. Signage cannot exceed one per fence panel.
6. Sign must be uniform in height.
7. Signage can be erected two weeks prior to the beginning of the ball season and must be taken down within two weeks from the conclusion of the season.

8. The organization or tenant leasing the property will be responsible for installing and removing the signs.

F. Decorative Flags (except American Flags) shall be counted towards the maximum signage square footage for Attached Signs permitted in the district. Only one (1) flag for every 25 feet of linear building frontage is permitted. All such flags on a single building face shall count as one of the three (3) permitted Attached Signs permitted on that building face.

G. Promotional/Special Event Signs

1. One (1) per property per street frontage
2. May be either a Ground Sign, or Attached Sign
3. The maximum size and height shall be the same as established for a permanent sign of the same type in the district in which the sign is erected.
4. Duration: may be displayed on one (1) occasion in any three (3) month period for a maximum of fourteen (14) consecutive days or on one (1) occasion in any six (6) month period for a maximum of thirty (30) consecutive days.
5. Permit required: a permit application shall be submitted indicating the size, content, location and dates of erection and removal. The permit fee shall be the same as that for a corresponding permanent sign as established by the Schedule of Fees and Charges except there shall be no fee for public or non-profit organizations such as schools and churches for promoting special events such as fund drives, fairs, festivals, sporting events.
6. Moveable Signs are expressly prohibited.
7. Facsimile Signs are permitted only within Regional Commercial (RC) districts.
8. Banner type Promotion/Special Event Signs shall not be permitted within any district listed on the National Register of Historic Places.

H. Temporary Uses Signs for uses permitted by Section 4.6 shall be the same as

Promotional/Special Event Signs in subsection G. of this section provided that

the duration shall be the same as that of the specific Temporary Use.

## 11.6 Permitted Signage by District

### 11.6.1 Permitted Signage by District



The following **permanently mounted** signs and their related maximum dimensions are allowed subject to the issuance of a sign permit.

District	Ground Sign	Attached Sign	Permitted Illumination	Other Standards
Residential-Low Density (RL)	16 sq ft – 4 ft tall	<b>16 sq ft</b>	None permitted	
Residential-Medium Density (RM)	16 sq ft – 4 ft tall	<b>16 sq ft</b>	External illumination only	
Neighborhood Residential (NR)/ Urban Residential (UR)	16 sq ft – 4 ft tall	<b>10% of wall</b> <b>16 sq ft</b>	External illumination only	
Neighborhood Center (NC)	24 sq ft – 6 ft tall	10% of wall	External illumination only	Pedestrian Sign – 1 Per Business, <b>Master Development Sign</b>
Business District (BD)	24 sq ft – 6 ft tall Exceptions: Ground signs are not permitted on Main Street from Church Street to Russ Avenue; Ground signs shall be limited to 16 ft – 4 ft tall along Wall Street from East Street to Howell Street	1 sq ft for each 1 linear ft of wall frontage – maximum of 100 sq ft	Internal illumination permitted except within a National Register Historic District	Pedestrian Sign – 1 Per Business, <b>Master Development Sign</b>
Regional Center (RC)	48 sq ft – <b>8 6</b> ft tall	15% of wall	Internal illumination permitted	<del>Multiple Message</del> <b>Pedestrian Sign – 1 per business, Master Development Sign</b> <b>Signs Permitted</b>
Commercial Industrial (CI)	<b>48 32</b> sq ft – <b>8 6</b> ft tall	15% of wall	Internal illumination permitted	<b>Master Development Sign</b>

### 11.6.2 Other Permitted Signage

Development Type	Standard
Home Occupations (All Residential Districts)	<b>8 2</b> sq ft
Master Development Sign (For Development 5 acres or greater) <b>within RC &amp; CI districts</b>	160 sq ft – 25 ft tall – 1 permitted per major road frontage

<b>Master Development Sign (For Development 2 acres or greater) within NC and BD districts</b>	<b>48 sq ft – 8 ft tall – 1 permitted per major road frontage</b>
Neighborhood Entrance <b>Ground Signs</b>	<b>16 sq ft – 6 ft maximum above grade – 1 per entrance – subject to Planning Board design approval</b>

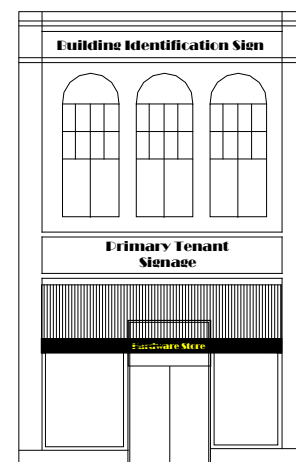
## 11.7 Signage Types

### 11.7.1 Ground Signs

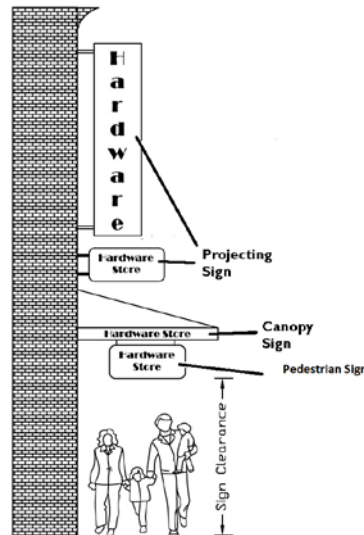
- A. All Ground Signs shall be located out of the street right-of-way or at least five (5) feet for the edge of the Public Way whichever is greater ~~at a minimum of 5 feet behind the street right-of-way.~~
- ~~B.~~ No Ground Sign shall be located in any required buffer yard, within a sight triangle as established by Sections 6.7.2 for streets and 9.8.3 for driveways or within 10 feet of a side property line, ~~20 feet from any right-of-way intersection, or within any required sight triangle.~~
- C. Ground signs shall include a base (min. 1 ft in height) constructed of rock, brick, or other masonry material or permanent landscaping.
- D. Residential Neighborhood and Business District Entrance Signs shall be professionally designed and produced using high-quality materials and shall be appropriate in size, number and location for the neighborhood or district being identified as approved by the Planning Board following a public hearing.
- E. One (1) ground sign is permitted per building for and on each public street frontage provided that building directly fronts the public street, and no other principal building on the same property is situated between the building and the public street.

### 11.7.2 Attached (Includes Canopy, Projecting and Permanent Window Flag Signs)

- A. The maximum permitted aggregate area of Attached Signs includes the area of any permanent Window Signs ~~windows or doorways.~~
- B. Attached signage may not extend above the vertical wall to which the sign is attached or extend out into the street tree planting area or street side of the sidewalk.
- C. The preferred location for Attached Signs is between the first floor window and window sill of second floor, or on a sign frieze area of the building if original to the building. (Exception: Building identification which is an integral part of the building's design and architectural character



- shall not be considered a sign for the purposes of this standard.)
- D. Signs on Windows and Doors: Signage posted on windows and doors shall not exceed 25 percent of the window/door area.
  - E. Maximum of 3 Signs Permitted: No more than three attached signs (excluding a single Pedestrian Sign where permitted) may be erected provided the total surface area permitted is not exceeded.
  - F. Canopy/Awning Signs: Signs on awnings shall be considered Attached Signs. Maximum Awning Sign Area: 50 percent of awning area.
  - G. Projecting Signs: Attached signs may not project more than ~~three (3)~~ four (4) feet from the façade of the building on which the sign is located.



- H. Clearance Required: The bottom of any attached sign, if extended from the façade of a building shall be at least eight (8) feet above any pedestrian walkway.
- I. Clearance from Curb/Street: Under no circumstance shall a sign or canopy/awning overhang any closer than 2 feet from the face of the existing curb.
- J. ~~Decorative Flags (except American Flags) shall be counted towards the maximum signage square footage permitted in the district. Only one (1) flag for every 25 feet of linear building frontage is permitted.~~

### 11.7.3 Pedestrian

- A. Pedestrian signs shall be hung perpendicular to the sidewalk and be generally centered between the edge of the building façade and the outside edge of the canopy or awning. In no case shall the sign project beyond the outside edge of the canopy or awning ~~may not project more than four (4) feet from the façade of the building on which the sign is located.~~



- B. The bottom of any pedestrian sign, if extended from the façade of a building shall be at least eight (8) ~~seven~~ (7) feet above any pedestrian walkway.

#### 11.7.4 Electronic Changeable Face Signs (Permitted in RC Only)

Electronic changeable face signs are permitted as a component of otherwise permitted signage subject to the following standards.

- A. No electronic changeable face sign may change its message or copy, or any pictures or images that are part of the message, more frequently than once every minute.
- B. When the message of an electronic changeable face sign is changed mechanically, it shall be accomplished in three (3) seconds or less. When the message of an electronic changeable face sign is changed in an electronic manner, through the use of light emitting diodes, back lighting or other light source, the transition shall occur within two (2) seconds.
- C. The portion of the sign face of an electronic changeable face sign which accommodates multiple messages shall not exceed 50 percent (50%) of the total sign face area and may not change its message or copy, or any pictures or images that are part of the message, more frequently than once every minute; the remaining portion shall be static.
- D. Electronic changeable face signs which are illuminated or which use electronic lighting to display message shall be subject to the restrictions and limitation applicable to illumination in this ordinance.
- E. There shall be located no more than one electronic changeable face sign per lot, and such sign shall be permitted only on a ground sign and not on any attached sign or window sign.

#### 11.7.5 Portable Signs (Permitted in BD Only)

- A. Permitted only in Business Districts (Central, Hazelwood and North Main)
- B. Permitted only on properties where no Ground Signs exist.
- C. A maximum of 1 sign per public entrance is permitted.
- D. The maximum dimensions shall be:
  - a. area of 6 square feet
  - b. height of 4 feet
  - c. width of 2 feet
- E. A minimum sidewalk clear zone of 5 feet shall be maintained between the sign and any other sidewalk obstruction including but not limited to

- hydrants, light poles, planters, etc. If this clear zone cannot be met a sign is not permitted.
- F. The signs shall be self-supporting and stable (designed to prevent tipping over or blowing away).
- G. The sign shall be placed in front of the business not more than 3 feet from the front door or entry alcove.
- H. Portable signs shall have a minimum spacing of 15 feet from each other.
- I. Portable Signs shall not obstruct building entrances
- J. Portable Signs shall be removed daily at the end of each business day and shall not be displayed while the business is closed.
- K. Shall not be attached to buildings or other structures.
- L. Shall not be illuminated or contain any electrical component.
- M. No objects shall be attached such as, but not limited to, balloons, banners, merchandise and electrical or mechanical devices.
- N. The signs shall have a maximum of 2 parallel faces on opposite sides.
- O. The signs shall only contain information and advertising for the business at the sign location and shall not contain any endorsement or logos for any other business.
- P. Sign design shall comply with the following:
  - 1. Materials shall be durable, weatherproof, and be finished with paint, stain or other decorative finish.
  - 2. Permanent lettering and logos shall be professionally painted or applied.
  - 3. Use of unique logos, shapes and art work related to the business is encouraged.
  - 4. Signs shall be maintained in good condition and repair.
- Q. A sign permit shall be required. The permit application shall contain a diagram with the specific approved location for sign placement. The Town will supply a permit sticker which shall be displayed on each sign.
- R. The Town of Waynesville may require the temporary removal of portable signs for special events.

## 11.8 Prohibited Signs

The following signs are prohibited:

### 11.8.1 Off Premises Signs

All off-premises signs unless specifically allowed elsewhere in this chapter are prohibited.

### 11.8.2 Portable or Movable Signs

### 11.8.3 Roof Signs

Roof signs are prohibited; provided however, that signs on the surfaces of a mansard roof or on parapets shall be permitted provided that the signs do not extend above the mansard roof or parapet to which they are attached.

**11.8.4 Animated/Flashing Signs or Signs of Illusion**

Signs displaying blinking, flashing or intermittent lights, animation, and moving parts or signs giving the illusion of movement are prohibited.

**11.8.5 Signs Resembling Traffic Signals**

Signs that approximate official highway signs, warning signs or regulatory devices are prohibited.

**11.8.6 Signs on Roadside Appurtenances**

Signs attached to or painted on utility poles, telephone poles, trees, parking meters, bridges and overpasses, rocks, other signs, benches and refuse containers, etc. are prohibited unless specifically allowed elsewhere in this chapter.

**11.8.7 Abandoned Signs or Sign Structures**

- A. Signs that advertise an activity or business no longer conducted on the property on which the sign is located are prohibited.
- B. Sign structures on which no sign is erected are prohibited.
- C. Such signs or sign structures must be removed within sixty (60) days of becoming an abandoned sign or sign structure.

**11.8.8 Pennants, Streamers, Balloons, Banners, Etc.**

Signs containing or consisting of pennants, ribbons, streamers, balloons greater than twelve (12) inches in diameter, ~~or~~ spinners or similar devices are prohibited.

**11.8.9 Signs Obstructing Access**

Signs which obstruct free ingress or egress from a driveway or a required door, window, fire escape or other required exitway.

**11.8.10 Facsimile Signs**

Except for permitted temporary Promotional/Special Event Signs within RC districts (Section 11.5.14.G.).

**11.8.11 Signs on Vehicles**

Signs placed on vehicles or trailers which are parked or located for the primary purpose of displaying such sign, including any sign erected in the bed of trucks or trailers and any that project from the sides or top of any vehicle or trailer.



## 11.9 Sign Illumination

### 11.9.1 Generally

All lighted signs shall have their lighting directed in such a manner as to illuminate only the face of the sign. If separate fixtures are used to illuminate a sign, lighting fixtures used to illuminate an outdoor advertising sign either shall be by directed ground lighting or mounted on the top of the sign, and shall ~~comply with the shielding requirements~~ be fully shielded.

### 11.9.2 Internal Illumination

Where internally illuminated signs are permitted they must meet the following requirements:

- A. Such signs shall consist of light lettering or symbols on a dark background.
- B. The lettering or symbols shall constitute no more than forty (40) percent of the surface area of the sign.
- C. The luminous transmittance for the lettering or symbols shall not exceed thirty-five (35) percent.
- D. The luminous transmittance for the background portion of the sign shall not exceed fifteen (15) percent.
- E. Light sources shall be fluorescent tubes, spaced at least twelve (12) inches on center, mounted at least 3.5 inches from the translucent surface material.
- F. Channel letter type signs may use neon tubing as an internal illumination source, provided that the light source is shielded by translucent faces or that a silhouette type sign is used where the light source illuminates the sign background and the letters or symbols are opaque.
- G. Outdoor advertising signs of the type constructed of translucent materials where the copy only is illuminated from within do not require shielding provided the light source or bulb is not showing.
- H. Electronic changeable face signs shall comply with the following:
  1. The outdoor advertising sign shall have an automatic dimmer (factory set to the illumination intensities set below) and a photo cell sensor to adjust the illumination intensity or brilliance of the sign so that it shall not cause glare or impair the vision of motorists, and shall not interfere with any driver's operation of a motor vehicle.
  2. The sign shall not exceed a maximum illumination of 7,500 nits (candelas per square meter) during daylight hours and a maximum illumination of 500 nits between dusk to dawn as measured from the sign's face at maximum brightness.
  3. Any illumination devices shall be effectively shielded so as to prevent beams or rays of light from being directed at any portion of a street or highway. Illumination intensity or brilliance shall not

cause glare or impair the vision of motorists, and shall not interfere with any driver's operation of a motor vehicle.

#### **11.9.3 Conformance with Other Provisions**

All lighting shall be in conformance with Chapter 10, Lighting.

### **11.10 Maintenance and Non-Conformities**

The following maintenance requirements must be observed for all signs visible from any public street or highway within the jurisdiction of the Town of Waynesville.

#### **11.10.1 Surface Appearance**

No sign shall have more than twenty (20) percent of its surface area covered with disfigured, cracked, ripped or peeling paint or poster paper for a period of more than thirty (30) successive days.

#### **11.10.2 Broken Displays**

No sign shall remain with a bent or broken display area, broken supports, loose appendages or struts or stand more than fifteen (15) degrees from the perpendicular for a period of more than thirty (30) successive days.

#### **11.10.3 Illuminated Signs**

No indirect or internally illuminated sign shall have only partial illumination for a period of more than thirty (30) successive days.

#### **11.10.4 Limitation on Non-Conforming Signs**

All legal nonconforming signs in existence as of the effective date of this chapter may be continued and shall be maintained in good condition. However, a nonconforming sign shall not be:

- A. Changed to another type or shape of nonconforming sign; provided, however, the copy, content, or message of the sign may be changed so long as the shape or size of the sign is not altered.
- B. Structurally altered so as to prolong the life of the sign.
- C. Expanded.
- D. Reestablished after discontinuance for sixty (60) days.
- E. Reestablished after damage or destruction where the estimated expense of reconstruction exceeds fifty (50) percent of the appraised replacement cost of the sign in its entirety.
- F. For change of use, parking area expansion and building expansion/reconstruction the Non-Conforming Sign removal requirements of Section 13.7.

(definitions regarding signs, from Chapter 17)

**Public Way** A street, alley, sidewalk or other parcel of land open to the outside air leading to a street that has been dedicated or otherwise permanently appropriated to the public use.

**Sign** Any display of letters, words, numbers, symbols, emblems, pictures or any combination thereof made visible for the purpose of attracting attention or of making something known, whether such display be made on, attached to, or constructed as part of a building, structure, vehicle or object.

**Sign, Abandoned** A sign that advertises an activity or business no longer conducted on the property on which the sign is located.

**Sign, Attached** A sign erected parallel to the facade of any building to which it is attached, and supported throughout its entire length by the building face.

**Sign, Canopy/Awning** A sign, which is painted, stitched, sewn, or stained onto the exterior of a canopy or awning.



**Sign, Directional** A sign or guide whose sole purpose is to direct pedestrian or vehicular traffic on the premises on which it is displayed. Examples include: "entrance," "exit," "driveway", "one-way traffic," etc.

**Sign Face** The part of the sign that is or can be used to identify, advertise, or communicate information or for visual representation that attracts the attention of the public for any purpose.

**Sign, Facsimile** An over-sized, three dimensional object, such as an automobile, human figure, etc. that may or may not contain advertising matter, and may or may not contain information about products sold on the premises, and is located in such a manner as to attract attention.

**Sign, Electronic Changeable Face** A sign, display, or device, or portion thereof, which electronically changes the fixed display screen composed of a series of lights, including light emitting diodes (LED's), fiber optics, or other similar new technology where the message change sequence is accomplished immediately. Electronic changeable face outdoor advertising signs include computer programmable, microprocessor controlled electronic or digital displays that display electronic, static images, static graphics, or static pictures, with or without textual information, and trivision outdoor advertising signs. Electronic changeable face outdoor advertising signs do not include animated or scrolling images, graphics, video active images (similar to television images), projected images or messages onto buildings or other objects, or static outdoor advertising signs.

**Sign, Ground** A **free-standing** sign that is mounted generally flush with the surrounding grade. ~~It may not be attached to a pole or pylon, nor raised by mounting on a man-made berm, wall, or similar structure.~~

**Sign, Incidental** A single-faced sign attached wholly to a building, window or door containing information relative to emergencies, store hours, credit cards honored and other similar accessory information.

**Sign, Movable** A sign that may be moved from one location to another, is not permanently affixed to the ground, and is differentiated from a portable sign in that it may be equipped for transporting by motor vehicle or other mechanical means and includes sign referred to as trailer signs.

**Sign, Off-Premise** A sign identifying/advertising and/or directing the public to a business, or merchandise, or service, or institution, or residential area, or entertainment which is located, sold, rented, leased produced, manufactured and/or furnished at a place other than the real property on which said sign is located. This definition shall include signs commonly referred to as "outdoor advertising" or "billboards."

**Sign, Pedestrian** A sign which is suspended from and attached to a canopy or awning. supported from, applied to, or forms part of a canopy. Also known as a canopy-suspended sign.

**Sign, Portable** A sign that is movable by a person without aid of a motor vehicle or other mechanical equipment.

**Sign, Real Estate** Temporary signs advertising the sale, rental or lease of property.

**Sign, Static** A type of outdoor advertising sign, generally, but not limited to, a rigidly assembled sign, display, or devise, that is free-standing and affixed to the ground, the primary purpose of which is to display advertising messages or information that can be changed manually in the field. Such signs commonly referred to as "billboards" are generally designed so that the copy or poster on the sign can be changed frequently and the advertising space is for lease.

**Sign, Temporary** A sign advertising a special event or sale and not intended to be displayed on a permanent basis.

**Sign, Tri-vision** A type of electronic changeable face outdoor advertising sign composed in whole or in part of a series of vertical or horizontal slats or cylinders that are capable of being rotated at intervals so that partial rotation of the group of slats or cylinders produces a different image and when properly functioning allows on a single sign structure the display at any given time of up to three images.

**TOWN OF WAYNESVILLE BOARD OF ALDERMEN**  
**REQUEST FOR BOARD ACTION**  
**Meeting Date: November 12, 2013**

**SUBJECT:** Consideration of adoption of an ordinance amending Section 26-51 (b) of the Waynesville Town Code to change the clearing zone standard for overgrown lot regulation.

**AGENDA INFORMATION:**

**Agenda Location:** New Business  
**Item Number:** B-5  
**Department:** Development Services/Administration  
**Contact:** Paul Benson, Planning Director  
**Presenter:** Marcy Onieal, Town Manager

**BRIEF SUMMARY:**

A recurring case of an overgrown property located off Westwood Circle has provided an example of how the existing ordinance regulating overgrown lots may present an unreasonable and unnecessary hardship in the case of large properties. The existing standard of clearing to a distance of 300' from another occupied home or business when applied to a typical residential lot may require the clearing of up to a quarter of an acre, but in this case with applied to a 15 acre property it requires the clearing of approximately 70,000 square feet (1.6 acres).

The intent of the ordinance is to correct unsightly conditions and to remove habitat for undesirable animals such as rats and venomous snakes from close proximity to occupied homes or businesses. This goal can be reasonably accomplished by a standard requiring less clearing. The proposed draft ordinance would reduce the clearing area to a width of 50' measured from the property line rather than the structure; this distance represents the minimum lot width under the Town's Land Development Standards.

**MOTION FOR CONSIDERATION:** Motion to adopt an ordinance amending Section 26-51 (b) of the Waynesville Town Code to change the measurement of overgrown lot clearing zone from 300' to 50'.

**FUNDING SOURCE/IMPACT:** None

**ATTACHMENTS:**  
Draft ordinance.

**MANAGER'S COMMENTS AND RECOMMENDATIONS:**



**ORDINANCE NO. O-XX-13**

**AN ORDINANCE AMENDING THE WAYNESVILLE TOWN CODE  
SECTION 26-51 (B) REGARDING GROWTH OF WEEDS AND/OR GRASS**

**WHEREAS**, the Town of Waynesville has the authority to adopt regulations protecting the health, safety and welfare of its citizens; and

**WHEREAS**, the Town of Waynesville desires to modify its regulations regarding the distance that property must be cleared of overgrown vegetation;

**NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF ALDERMEN OF THE TOWN OF WAYNESVILLE, THE FOLLOWING:**

**SECTION ONE.** §§ 26-51 (b) *Maximum Height* be amended by replacing the existing standard with the following:

No owner, lessee, possessor or occupant of any property situated in the town and located within ~~300~~ 50 feet of another person's ~~building~~ property occupied as a residence or business shall allow or maintain on any such property any growth of weeds and/or grass to height of over 10 inches.

**SECTION TWO.** This ordinance shall be in full force and effect from and after the date of its adoption.

Adopted this 12<sup>th</sup> day of November, 2013.

TOWN OF WAYNESVILLE

ATTEST:

\_\_\_\_\_  
Eddie Ward, Deputy Town Clerk

\_\_\_\_\_  
Gavin A. Brown, Mayor

APPROVED AS TO FORM:

\_\_\_\_\_  
Marcia D. Onieal, Town Manager

\_\_\_\_\_  
Woodrow H. Griffin, Town Attorney

**TOWN OF WAYNESVILLE BOARD OF ALDERMEN**  
**REQUEST FOR BOARD ACTION**  
**Meeting Date: November 12, 2013**

**SUBJECT:** Public hearing/consideration of ordinance adoption rezoning property located 33 Bennett Street

**AGENDA INFORMATION:**

**Agenda Location:** New Business  
**Item Number:** B-6  
**Department:** Development Services  
**Contact:** Paul Benson, Planning Director  
**Presenter:** Paul Benson, Planning Director

**BRIEF SUMMARY:**

The subject property consists of 1.3 acres and is located adjacent to the Norfolk Southern railroad north of Hazelwood Avenue and west of Brown Avenue. It does not front Brown Avenue but is connected to Brown Avenue via Bennett Street to the north and Carolina Avenue to the south of the property. It has long been in commercial use for Pearson Roofing and more recently for U-Haul trailer rentals.

The Planning Board considered this rezoning at their September 2013 meeting and held a public hearing at their October 2013 meeting and voted to recommend that the property be rezoned from Hazelwood Business District (HBD) to Commercial Industrial (CI). Please see the attached Staff Report for more information.

**MOTION FOR CONSIDERATION:**

Motion to rezoning the portion of the property indicated on the Exhibit A Map from Hazelwood Business District (HBD) to Commercial Industrial (CI).

**FUNDING SOURCE/IMPACT:** None

**ATTACHMENTS:**

- Staff Report
- Minutes from regular meeting of Waynesville Planning Board on October 21, 2013

**MANAGER'S COMMENTS AND RECOMMENDATIONS:**

## **STAFF REPORT**

**Agenda Item:** Rezoning Request  
**Location:** 33 Bennett Street  
**PIN:** 8605-83-4552  
**Area:** 1.3 acres  
**Owner(s):** Kincove, LLC  
**Requested Rezoning:** Hazelwood Business District (HBD) to Commercial Industrial (CI)

### **Background**

The subject property is located adjacent to the Norfolk Southern railroad north of Hazelwood Avenue and west of Brown Avenue. It does not front Brown Avenue but is connected to Brown Ave. via Bennett Street to the north and Carolina Avenue to the south of the property. It has long been in commercial use for Pearson Roofing and more recently for U-Haul trailer rentals.

Current zoning is Hazelwood Business District (H-BD). The Purpose and Intent of this district as established by the Land Development Standards (Section 2.3.6.B.):

The H-BD is a small scale center for business, retail and institutional activity serving the residents of Hazelwood, Plott Creek, Eagles Nest and other surrounding neighborhoods. A broad mixture of uses is permitted, however, development in the future must be sensitive in design and provide for a high level of pedestrian safety and comfort. The large undeveloped tracts of land in this district must be well connected both to the neighborhood and the center as they develop. On-street parking is permitted and encouraged on many streets. Articulation in this area should occur at the scale of the pedestrian with buildings built at the scale of a neighborhood center. Connections among properties within this district and to surrounding districts are very important.

The requested Commercial Industrial (CI) zoning district has the following Purpose and Intent as established by the Land Development Standards (Section 2.3.8.A.):

The CI district is an area designed to accommodate research and development, industrial and manufacturing uses, administrative facilities and limited supporting commercial services. While a broad mixture of uses is permitted, the principal focus in this area shall be on industrial development. High design and performance standards will be important for future development as this district is highly visible not only from a usage standpoint but also because of its location at one of the major entrances into Waynesville. Connectivity within the district is required to create an industrial campus feel within this area.

### **2020 Land Development Plan**

Under North Carolina law local municipal zoning is required to be based on an adopted comprehensive land development plan. In Waynesville this document is: Waynesville: Our Heritage, Our Future, 2020 Land Development Plan. According to this plan, specifically Map 15, planned land use for the subject property is "Industrial" (see attached map). The requested zoning is therefore is consistent with planned land use.

**Surrounding Land Use/Zoning Pattern:**

Surrounding land use is mixed with industrial to the west (Haywood Vocational Opportunities), commercial to the north and east (Pioneer Supply, Forga Mini-Warehouses) and a few residences to the east and south.

This request would create a legal spot zone since it is in compliance with planned land use. Also it is possible that other surrounding properties, particularly to the west could be rezoned to CI in the future.

**Staff Recommendation:**

Staff recommends approval of this request. This fits with the 2020 Plan and meets the recent direction from the Land Development Standards Revision Steering Committee that the Town rezone property suitable for industrial development within the corridor served by the railroad. This site does have railroad access.

**Suggested Action:**

Motion to recommend to the Board of Aldermen that the property located at 33 Bennett Street be rezoned from Hazelwood Business District to Commercial Industrial.



MINUTES OF THE TOWN OF WAYNESVILLE PLANNING BOARD  
REGULAR MEETING  
Town Hall – 9 South Main St., Waynesville, NC 28786  
October 21, 2013

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**THE WAYNESVILLE PLANNING BOARD** held a regular meeting on Monday October 21, 2013 at 5:30 p.m. in the board room of the Town Hall, 9 South Main Street, Waynesville, NC.

**A. CALL TO ORDER**

**1. Welcome/Calendar/Announcements**

Chairman Patrick McDowell welcomed everyone and called the meeting to order at 5:30 p.m. with the following members present:

Lee Bouknight  
Marty Prevost  
Jon Feichter  
Brooks Hale  
Don Stephenson  
Chairman Patrick McDowell

The following staff members were present:

Paul Benson, Planning Director  
Eddie Ward, Deputy Town Clerk  
Jason Rogers, Codes Administrator

**2. Minutes of September 16, 2013**

***Board Member Lee Bouknight made a motion, seconded by Board Member Brooks Hale, to approve the minutes of September 16, 2013 as presented. The motion passed unanimously.***

**B. NEW BUSINESS**

**3. Consideration of a recommendation for adoption of the North Main Street Complete Streets Study**

Chairman McDowell asked Planning Director Paul Benson to give background of the North Main Street Complete Streets Study. Mr. Benson stated that the Town had been awarded a grant last year from the Metropolitan Planning Organization to do a transportation planning study, and the Town focused on the North Main/Walnut Street intersection for this study. This is the only missing link in the Town's pedestrian system that extends from the recreation center to Lake Junaluska. Mr. Benson

introduced the local team that was chosen for the study task headed by J. M. Teague Engineering, Don Kostelec from Kostelec Planning, and Brooks Engineering.

Mr. Don Kostelec stated that the North Main/Walnut Street intersection did not adequately serve bicyclists and pedestrians, and said there is a sidewalk gap of about 1000 feet in this area. This project would identify options that would complete the sidewalk network near the North Main Street and Walnut Street intersection. Some of the other goals for this project include:

- To develop a project that encompasses the Complete Streets Philosophy
- To develop a project that will lead to economic development
- To develop a project that will foster community development
- To develop a project that can be expanded and connected to other activities, transportation systems, and community resources
- To develop a project that will serve the transportation needs of Waynesville
- To develop a project that will operate efficiently, effectively, and safely for all roadway users.

Mr. Mark Teague, J. M Teague Engineering, stated that based on these goals, a major realignment option for North Main Street and Walnut Street is recommended to construct new pedestrian and bicycle facilities, and create a realigned intersection that allows for a future direct connection to Vance Street that could be constructed if property north of Walnut Street redevelops. It would require the full acquisition of two businesses located south of Walnut Street. After a Power Point presentation of the intersection realignment, Mr. Teague answered questions from the Board.

***A motion was made by Board Member Brooks Hale, seconded by Board Member Jon Feichter to make a recommendation for adoption of the North Main Street Complete Streets Study to the Board of Aldermen at the Public Hearing on November 12, 2013. The motion passed unanimously.***

**4. Rezoning request – 33 Bennett Street from Hazelwood Business District to Commercial Industrial**

Mr. Benson stated that this item has been reviewed at the last Planning Board meeting and is being brought before the Board tonight for recommendation to the Board of Aldermen.

Chairman McDowell opened the Public Hearing and asked if anyone wanted to speak. There were no speakers. Chairman McDowell closed the Public Hearing.

***A motion was made by Board Member Lee Bouknight, seconded by Board Member Jon Feichter, to make a recommendation to the Board Of Aldermen to rezone property at 33 Bennett Street from Hazelwood Business District to Commercial Industrial at the Public Hearing on November 12, 2013. The motion passed unanimously.***

**5. Public Hearing to consider a recommendation for rezoning property located at 2566 Asheville Road from Raccoon Creek Neighborhood Residential to Commercial Industrial**

Mr. Benson said this item was also discussed in the previous Planning Board Meeting on September 16, 2013. He said staff had suggested doing a partial rezoning on the property. He

presented maps showing where the zoning would be split. Mr. Benson had spoke with the adjacent property owner, and the owner felt much better about the rezoning being handled in this manner.

Chairman McDowell opened the Public Hearing and asked if anyone wanted to speak. There were no speakers. Chairman McDowell closed the Public Hearing.

***A motion was made by Board Member Brooks Hale, seconded by Board Member Lee Bouknight to make a recommendation to the Board of Aldermen to rezone property located at 2566 Asheville Road with the split as proposed to be heard at the Public Hearing on November 12, 2013. The motion passed unanimously.***

**6. Public Hearing to consider a recommendation for a text amendment to Chapter 11 of the Land Development Standards to adopt a revision to Sign Regulations.**

Mr. Benson presented a slide show of the recommendations made at the Planning Board meeting September 16, 2013. He said there were four primary issues the staff saw that needed to be addressed.

- No provision for temporary banners
- No provision for portable signs downtown
- Feedback stated size, height, and maximum number of signs were too restrictive
- Format and clarity of ordinance needs improvement

Mr. Benson addressed these issues and there was much discussion about the provisions and restrictions of the draft ordinance.

Chairman McDowell opened the Public Hearing and asked is anyone wished to speak.

***Jack Wadham: owner of business in Frog Level***

Mr. Wadham stated he felt there should be fairness between non-profit and profit businesses. He also said the areas in town that did not have five foot sidewalks should be able to place a wall sign on their business. He feels everyone should be treated equally in the sign ordinance, including the Town of Waynesville.

***Kevin Sandefur: owner of Bear Waters Brewery***

Mr. Sandefur stated his brewery is located in an area behind the Sagebrush Steakhouse. He finds it very difficult to direct people to his business because he is not allowed to put signage beside the main road. He stated that businesses that are off the beaten path are at a disadvantage for recognition, and it is vitally important for his business to interact with the public. Mr. Sandefur is about to undertake a \$500,000.00 expansion program, and it will create eight to ten jobs in Haywood County next year. He would like to be able to have an off-premise sign that is within the sign ordinance designs. He asked the Board to look at the off-premise sign ordinance again to see if there is a way to be able to place signs off-premise.

**Richard Miller: 20 Church Street**

Mr. Miller wanted to clarify some sections of the ordinance pertaining to the size of signs. He also questioned the fees for the sign permits, and who is responsible for abandoned signs on property. Mr. Miller also agreed with Mr. Sandefur that the Board should reconsider the off-premise sign ordinance.

Mr. Benson clarified that off- premise signs have never been allowed in the sign ordinance.

Chairman McDowell closed the Public Hearing.

The Board had much discussion concerning changes in the ordinance in the future, and the enforcement of the ordinance.

***A motion was made by Board Member Jon Feichter, seconded by Board Member Brooks Hale to make a recommendation to the Board of Aldermen for a text amendment to Chapter 11 of the Land Development Standards to adopt a revision to Sign Regulations, to be heard at the Public Hearing held on November 12, 2013, The motion passed unanimously.***

#### **C. ADJOURN**

***With no further business, a motion was made by Board Member Marty Prevost, seconded by Board Member Brooks Hale to adjourn at 7:10 PM. The motion passed unanimously.***

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Patrick McDowell, Chairman

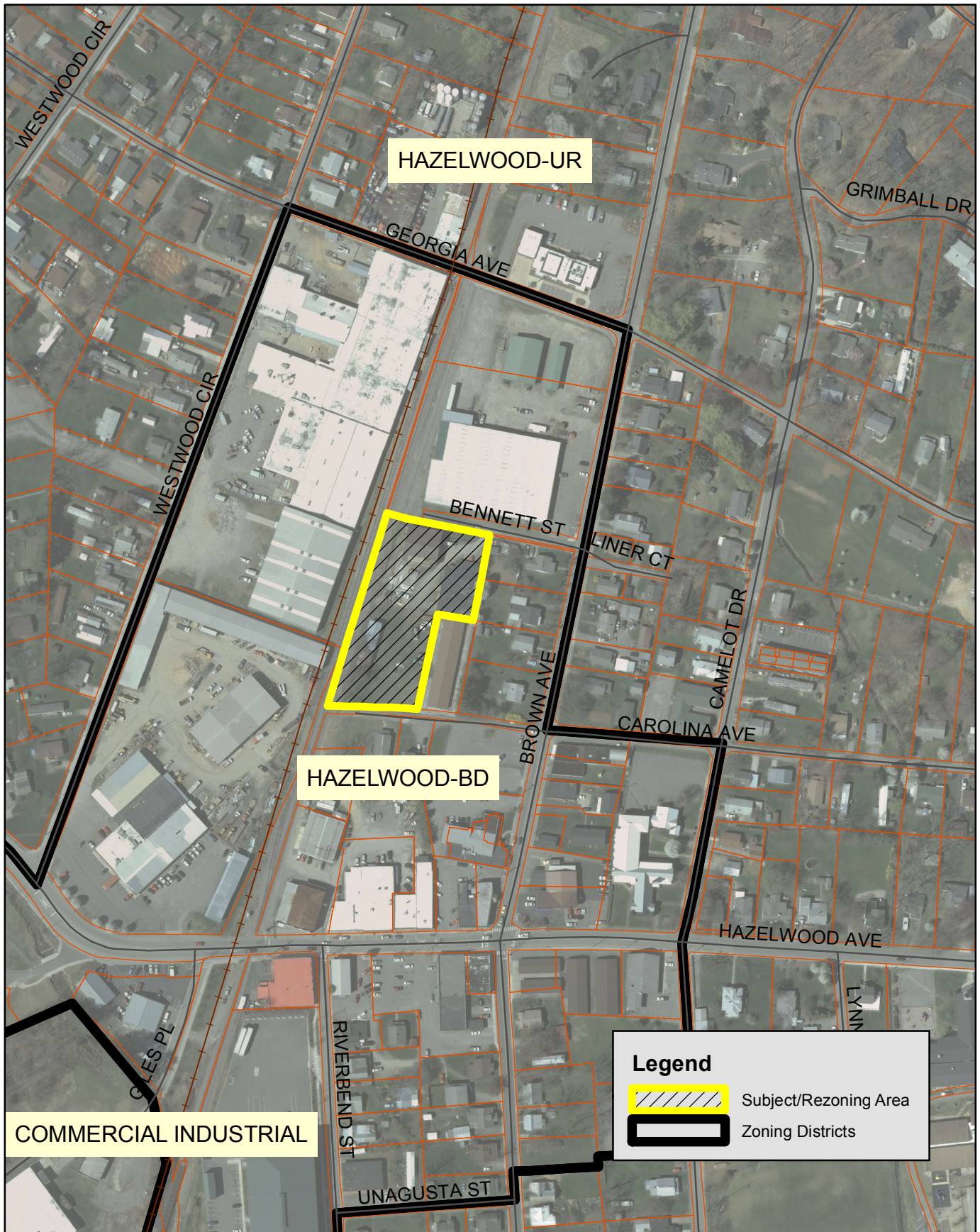
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Eddie Ward, Deputy Town Clerk





# Exhibit A 33 Bennett Street Rezoning Map



**ORDINANCE NO. XX - 13**

**AN ORDINANCE AMENDING THE ZONING MAP OF THE TOWN OF  
WAYNESVILLE FOR PROPERTY LOCATED AT 33 BENNETT STREET**

**WHEREAS**, the Town of Waynesville has the authority, pursuant to Part 3 of Article 19 of Chapter 160A of the North Carolina General Statutes, to adopt zoning regulations, to establish zoning districts and to classify property within its jurisdiction according to zoning district, and may amend said regulation and district classifications from time to time in the interest of the public health, safety and welfare; and

**WHEREAS**, this Ordinance is consistent with the Town's 2020 Land Development Plan; and

**WHEREAS**, the Town of Waynesville Planning Board has reviewed the proposed ordinance and recommends its enactment by the Board of Aldermen; and

**WHEREAS**, after notice duly given, a public hearing was held on November 12, 2013

**NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF ALDERMEN OF THE TOWN OF WAYNESVILLE, MEETING IN REGULAR SESSION AND WITH A MAJORITY OF THE BOARD MEMBERS VOTING IN THE AFFIRMATIVE, THE FOLLOWING:**

**Section One.** The zoning classification of that certain real property located at 33 Bennett Street, Haywood County Parcel Identification Number 8605-83-4552 as shown on Exhibit A, attached hereto and made parts hereof, is hereby designated as Commercial Industrial (CI).

**Section Three.** The Office of Planning Director is hereby authorized and directed to modify the Town's Official Zoning Map consistent with this Ordinance.

**Section Three.** If any section, subsection, sentence, clause or phrase of this ordinance is for any reason held to be invalid, such decision shall not affect the validity of the remaining portions of the ordinance.

**Section Four.** All ordinances or portions thereof in conflict herewith are hereby repealed to the extent of such conflict.

**Section Five.** This ordinance shall be in full force and effect from and after the date of adoption.

**ADOPTED** this 12<sup>th</sup> day of November, 2013.

TOWN OF WAYNESVILLE

ATTEST:

\_\_\_\_\_  
Gavin A. Brown, Mayor

\_\_\_\_\_  
Eddie Ward, Deputy Town Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
Woodrow H. Griffin, Town Attorney

\_\_\_\_\_  
Marcia D. Onical, Town Manager

**TOWN OF WAYNESVILLE BOARD OF ALDERMEN**  
**REQUEST FOR BOARD ACTION**  
**Meeting Date: November 12, 2013**

**SUBJECT:** Public hearing/consideration of ordinance adoption rezoning property located 2566 Asheville Road

**AGENDA INFORMATION:**

**Agenda Location:** New Business  
**Item Number:** B-7  
**Department:** Development Services  
**Contact:** Paul Benson, Planning Director  
**Presenter:** Paul Benson, Planning Director

**BRIEF SUMMARY:**

The subject property consists of 4 acres and has 400' of frontage on Asheville Road/US Business 23 in the ETJ northeast of the corporate limits. It is adjacent to a large area of Commercial Industrial zoning that includes the Hi-Tech Center. It has long been in commercial use formerly for Plemmons Plumbing and more recently for David's Home Entertainment.

The Planning Board considered this rezoning at their September 2013 meeting and held a public hearing at their October 2013 meeting and voted to recommend that the portion of this property fronting Asheville Road be rezoned from Raccoon Creek Neighborhood Residential (RC-NR) to Commercial Industrial (CI), and that the 2020 Land Development Plan be amended accordingly to maintain consistency with that Plan. Please see the attached Staff Report for more information.

**MOTIONS FOR CONSIDERATION:**

1. Motion to amend the 2020 Plan, specifically Map 13, to indicate the frontage of the subject property as "Mixed Use, Medium to High".
2. Motion to rezoning the portion of the property indicated on the Exhibit A Map from Raccoon Creek Neighborhood Residential (RC-NR) to Commercial Industrial (CI).

**FUNDING SOURCE/IMPACT:** None

**ATTACHMENTS:**

- Staff Report
- Minutes from regular meeting of Waynesville Planning Board on October 21, 2013

**MANAGER'S COMMENTS AND RECOMMENDATIONS:**



## **STAFF REPORT**

**Agenda Item:** Rezoning Request  
**Location:** 2566 Asheville Road (US Business 23)  
**PIN:** 8616-94-7692  
**Area:** 4 acres  
**Owner(s):** David & Rosemary Sutton  
**Requested Rezoning:** Raccoon Creek Neighborhood Residential (RC-NR) to Commercial Industrial (CI)

### **Background**

The subject property has 400' of frontage on Asheville Road/US Business 23 in the ETJ northeast of the corporate limits. It is adjacent to a large area of Commercial Industrial zoning that includes the Hi-Tech Center. It has long been in commercial use formerly for Plemmons Plumbing and more recently for David's Home Entertainment.

Current zoning is Raccoon Creek Neighborhood Residential (RC-NR). The Purpose and Intent of this district as established by the Land Development Standards (Section 2.3.3.G):

The Raccoon Creek Neighborhood District (RC-NR) is a medium density residential area surrounding one of the major entrances into Waynesville -- Business 23. There are two centers for this area -- the Ratcliff Cove Neighborhood Center and the Junaluska School/ballfield area within the district itself. Water service is available throughout much of the district with sewer available along Business 23 and Francis Farm Road. Higher density development is encouraged west of Business 23 with lower density clustered development proposed to the east. It is suggested that the County explore recreational uses on the landfill property on Francis Farm Road -- an area that could become another focal point for the community. Development will occur at a residential scale. Development fronting onto Business 23 must form a street wall along this entryway into town.

The requested Commercial Industrial (CI) zoning district has the following Purpose and Intent as established by the Land Development Standards (Section 2.3.8.A.):

The CI district is an area designed to accommodate research and development, industrial and manufacturing uses, administrative facilities and limited supporting commercial services. While a broad mixture of uses is permitted, the principal focus in this area shall be on industrial development. High design and performance standards will be important for future development as this district is highly visible not only from a usage standpoint but also because of its location at one of the major entrances into Waynesville. Connectivity within the district is required to create an industrial campus feel within this area.

### **2020 Land Development Plan**

Under North Carolina law local municipal zoning is required to be based on an adopted comprehensive land development plan. In Waynesville this document is: Waynesville: Our Heritage, Our Future, 2020 Land Development Plan. According to this plan, specifically Map 15, planned land use for the subject property is “Residential, Low to Medium” (see attached map). The requested zoning is therefore not consistent with planned land use.

However, at its September 2013 meeting the Planning Board voted to recommend that Map 15 of the 2020 Plan be amended to reflect Commercial Industrial land use for the frontage of the subject property; thereby keeping the requested rezoning in conformance with planned land use.

#### **Surrounding Land Use/Zoning Pattern:**

Surrounding land use is mixed with vacant land to the west across Asheville Road and to the east, residential to the south and commercial to the north (Peak Energy convenience store). However, it is likely that the vacant tract to the west is likely to undergo commercial or industrial development at some point in the future as it is a relatively large (10 + acres) graded site, and is currently zoned CI.

This request would create a logical extension of the existing CI district.

#### **Staff Recommendation:**

Staff recommends approval of this request since this is an existing commercial site adjacent to CI zoning. Doing so would eliminate the current nonconforming status of the development. However, staff recommends that the site be split-zoned with the CI zoning limited to the existing graded area of the site to discourage further grading into the large steep embankment to the rear of the existing site.

#### **Suggested Action:**

Motion to recommend that the Board of Aldermen rezone the portion of the property located at 2566 Asheville Road, as shown on the attached “Proposed Rezoning 2566 Asheville Road” from Raccoon Creek Neighborhood Residential to Commercial Industrial.



# Map 13

## Town of Waynesville

Haywood County, North Carolina

### Area 2 Map

January 14, 2002



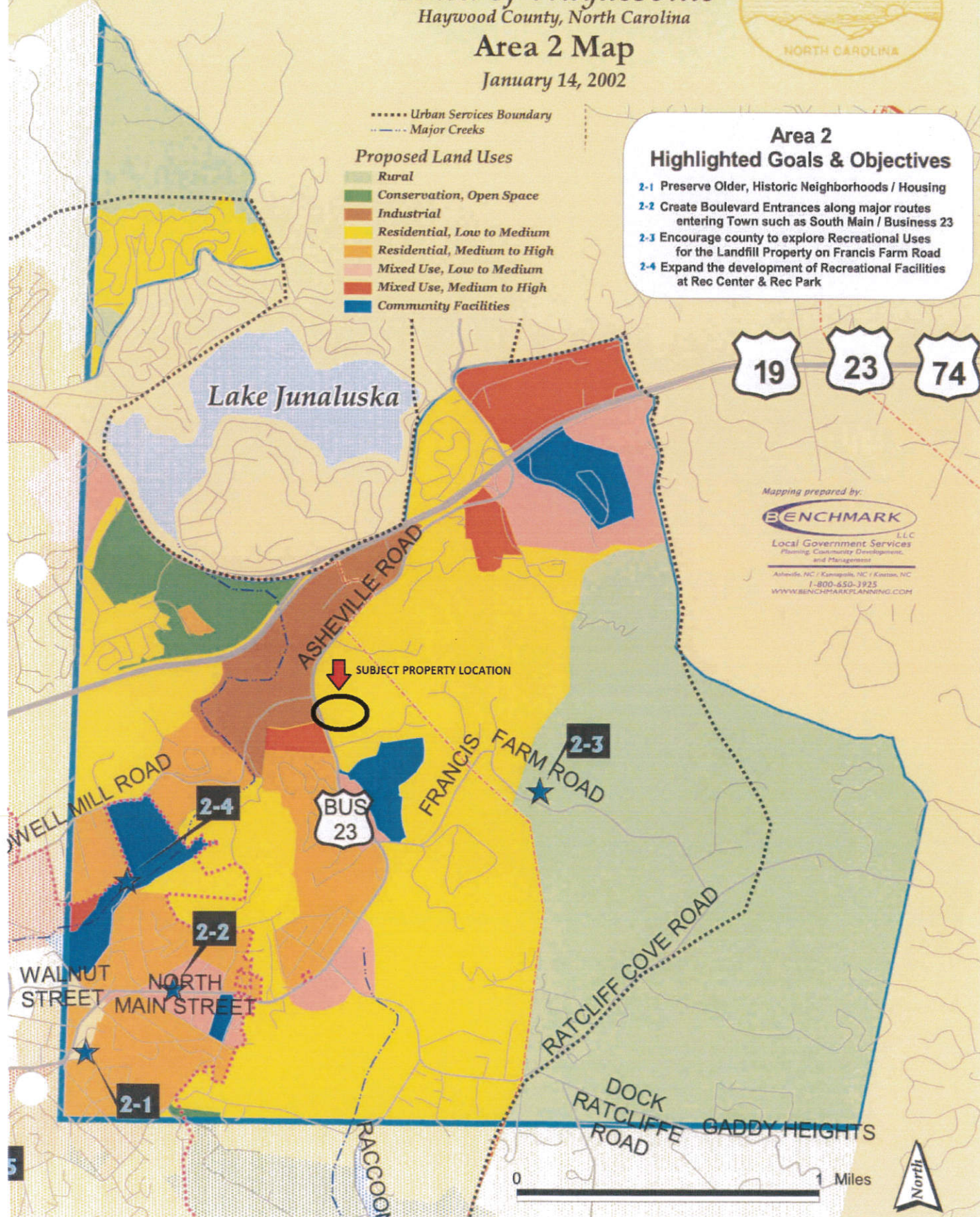
..... Urban Services Boundary  
 --- Major Creeks

#### Proposed Land Uses

- Rural
- Conservation, Open Space
- Industrial
- Residential, Low to Medium
- Residential, Medium to High
- Mixed Use, Low to Medium
- Mixed Use, Medium to High
- Community Facilities

#### Area 2 Highlighted Goals & Objectives

- 2-1** Preserve Older, Historic Neighborhoods / Housing
- 2-2** Create Boulevard Entrances along major routes entering Town such as South Main / Business 23
- 2-3** Encourage county to explore Recreational Uses for the Landfill Property on Francis Farm Road
- 2-4** Expand the development of Recreational Facilities at Rec Center & Rec Park



Mapping prepared by:

**BENCHMARK** LLC

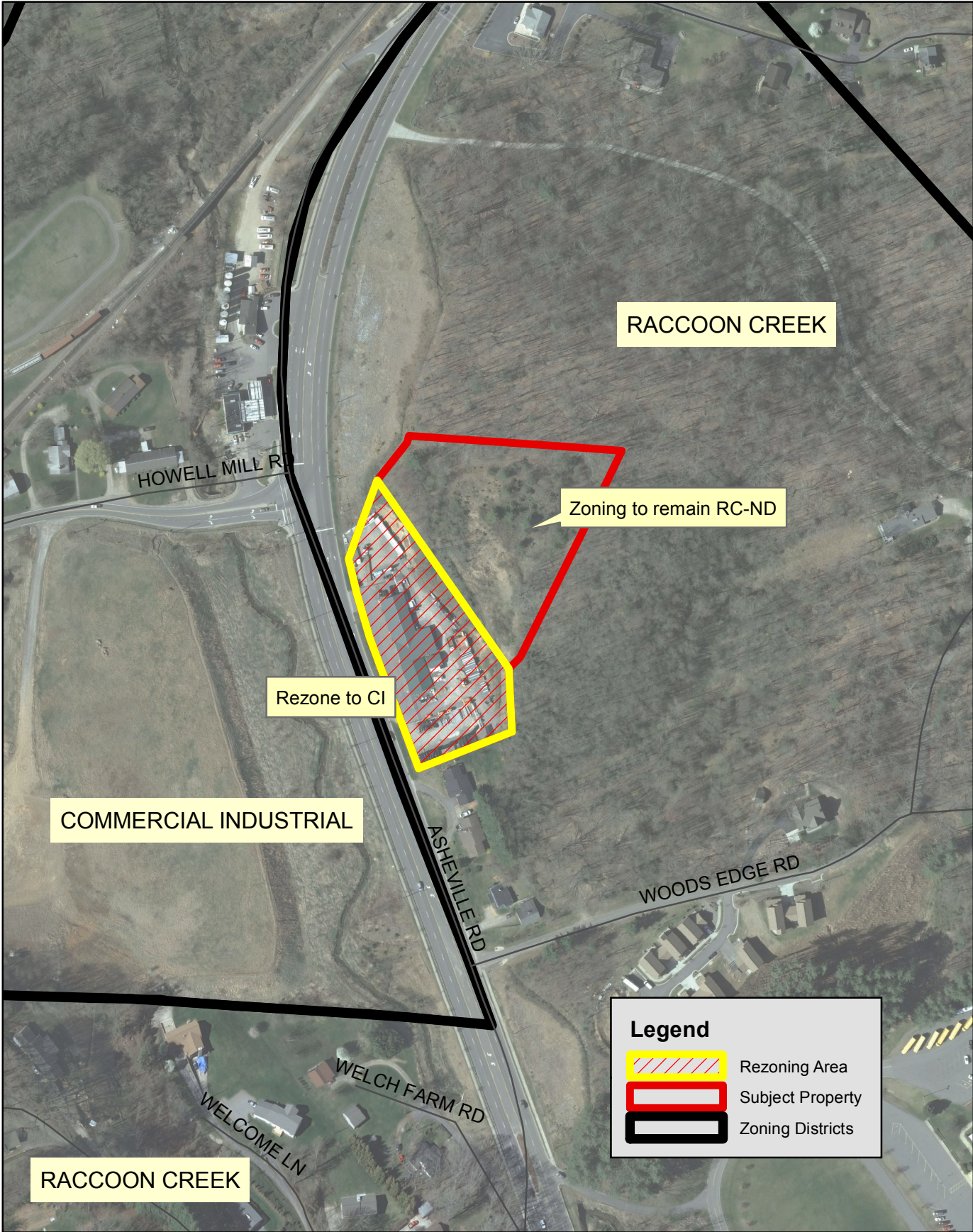
Local Government Services  
 Planning, Community Development,  
 and Management

Asheville, NC / Knoxville, NC / Kinston, NC  
 1-800-650-3925  
 WWW.BENCHMARKPLANNING.COM





Exhibit A  
2566 Asheville Road  
Rezoning Map





**ORDINANCE NO. O-XX-13**

**AN ORDINANCE AMENDING THE ZONING MAP OF THE TOWN OF WAYNESVILLE  
FOR PROPERTY LOCATED AT 2566 ASHEVILLE ROAD**

**WHEREAS**, the Town of Waynesville has the authority, pursuant to Part 3 of Article 19 of Chapter 160A of the North Carolina General Statutes, to adopt zoning regulations, to establish zoning districts and to classify property within its jurisdiction according to zoning district, and may amend said regulation and district classifications from time to time in the interest of the public health, safety and welfare; and

**WHEREAS**, this Ordinance is consistent with the Town's 2020 Land Development Plan; and

**WHEREAS**, the Town of Waynesville Planning Board has reviewed the proposed ordinance and recommends its enactment by the Board of Aldermen; and

**WHEREAS**, after notice duly given, a public hearing was held on November 12, 2013

**NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF ALDERMEN OF THE TOWN OF WAYNESVILLE, MEETING IN REGULAR SESSION AND WITH A MAJORITY OF THE BOARD MEMBERS VOTING IN THE AFFIRMATIVE, THE FOLLOWING:**

**Section One.** Map 13 of the 2020 Land Development Plan is hereby amended to show planned land use for the portion of the subject property to be rezoned as "Mixed Use, Medium to High".

**Section Two.** The zoning classification of that certain real property located at 2566 Asheville Road, being a portion of Haywood County Parcel Identification Number 8616-94-7692 as shown on Exhibit A, attached hereto and made parts hereof, is hereby designated as Commercial Industrial (CI).

**Section Three.** The Office of Planning Director is hereby authorized and directed to modify the Town's Official Zoning Map consistent with this Ordinance.

**Section Three.** If any section, subsection, sentence, clause or phrase of this ordinance is for any reason held to be invalid, such decision shall not affect the validity of the remaining portions of the ordinance.

**Section Four.** All ordinances or portions thereof in conflict herewith are hereby repealed to the extent of such conflict.

**Section Five.** This ordinance shall be in full force and effect from and after the date of adoption.

**ADOPTED** this 12<sup>th</sup> day of November, 2013.

TOWN OF WAYNESVILLE

ATTEST:

\_\_\_\_\_  
Eddie Ward, Deputy Town Clerk

\_\_\_\_\_  
Gavin A. Brown, Mayor

APPROVED AS TO FORM:

\_\_\_\_\_  
Woodrow H. Griffin, Town Attorney

\_\_\_\_\_  
Marcia D. Onieal, Town Manager

**TOWN OF WAYNESVILLE BOARD OF ALDERMEN**  
**REQUEST FOR BOARD ACTION**  
**Meeting Date: November 12, 2013**

**SUBJECT:** Public Hearing to Consider Amendments to Chapter 64, Article II, Division II of the Code of Ordinances, to comply with new carry and conceal measures adopted by the North Carolina State legislature.

**AGENDA INFORMATION:**

**Agenda Location:** Public Hearing/Unfinished Business  
**Item Number:** B-8  
**Department:** Administration  
**Contact:** Andrew Bowen, Intern  
**Presenter:** Marcy Onieal, Town Manager

**BRIEF SUMMARY:**

In compliance and uniformity with the newly adopted North Carolina House Bill 937, the Town of Waynesville shall make changes to its current firearms ordinance. The changes to be made will be limited to where an individual of whom holds a conceal and carry permit can carry said firearm. As a directive of the state, permit holders can now carry firearms in non-athletic public parks including: greenways, biking or walking paths, outdoor recreation areas, and playgrounds. The law also specifies that a municipality can only prohibit those holding permits from carrying firearms to athletic fields during a formal authorized sporting event scheduled for use by the town.

At this time there are no more applicable violations of the Town's firearm ordinance with State law.

Upon completion of the public hearing the board may adopt the ordinance as presented, as amended, or not at all.

**MOTIONS FOR CONSIDERATION:**

- 1) To open the public hearing
- 2) To close the public hearing.
- 3) To adopt Ordinance with amendments as presented.

**ATTACHMENTS:**

- Ordinance
- Draft of Revised Firearm Ordinance

**MANAGER'S COMMENTS AND RECOMMENDATIONS:** Adopt as presented.

## DIVISION 2. - WEAPONS

### Sec. 42-61. - Possession limited.

It shall be unlawful for any person to possess a firearm in municipal buildings, including, but not limited to, town hall, public works facilities, town garage, fire stations, police facilities, or other municipally owned buildings. ~~and their respective parking lots.~~ This section does not apply to duly sworn law enforcement officers of the federal government, the state government, the county sheriff's department, or town police officers. This section specifically does not apply to town employees and members of their immediate families living on town property while in the confines of their residences.

All other requirements and limitations pertaining to where an individual can conceal and carry a firearm will be directly comparable to applicable North Carolina General Statutes.

~~(Ord. No. 27-96, § 134.01, 8-27-1996; Ord. No. 9-12, 4-24-2012)~~

### ~~Sec. 42-61(a). -- Possession limited at select recreational facilities:~~

~~It shall be unlawful for any person, with or without a permit, to carry a concealed handgun into the municipal recreation facilities specifically identified in this subsection. Persons with lawful concealed carry permits may secure a handgun in a locked vehicle within the trunk, glove box, or other enclosed compartment or area within or on a motor vehicle at the parking lots at the recreational facilities specifically identified in this subsection. The recreational facilities covered by this subsection are as follows:~~

~~(1)~~

~~Old Armory Recreation Center, including community garden, on Boundary Street;~~

~~(2)~~

~~Waynesville Recreation Center, on Vance Street;~~

~~(3)~~

~~Vance Street Park, including but not limited to, the volleyball court, softball field, soccer fields, paved running track and public restrooms.~~

~~(4)~~

~~Pepsi Dog Park, located on Vance Street.~~

~~(5)~~

~~Recreation Park, located between Vance Street and East Marshall Street, including but not limited to tennis courts, softball fields, and playground;~~

~~(6)~~

~~Waynesville Disc Golf Course, which routes through the Recreation Park and Vance Street Park;~~

~~(7)~~

~~East Street Park, in the area north of the unnamed tributary of Shelton Branch;~~

~~(8)~~

~~Dutch Fisher Park, located on Westwood Circle, including but not limited to the baseball field and playground.~~