

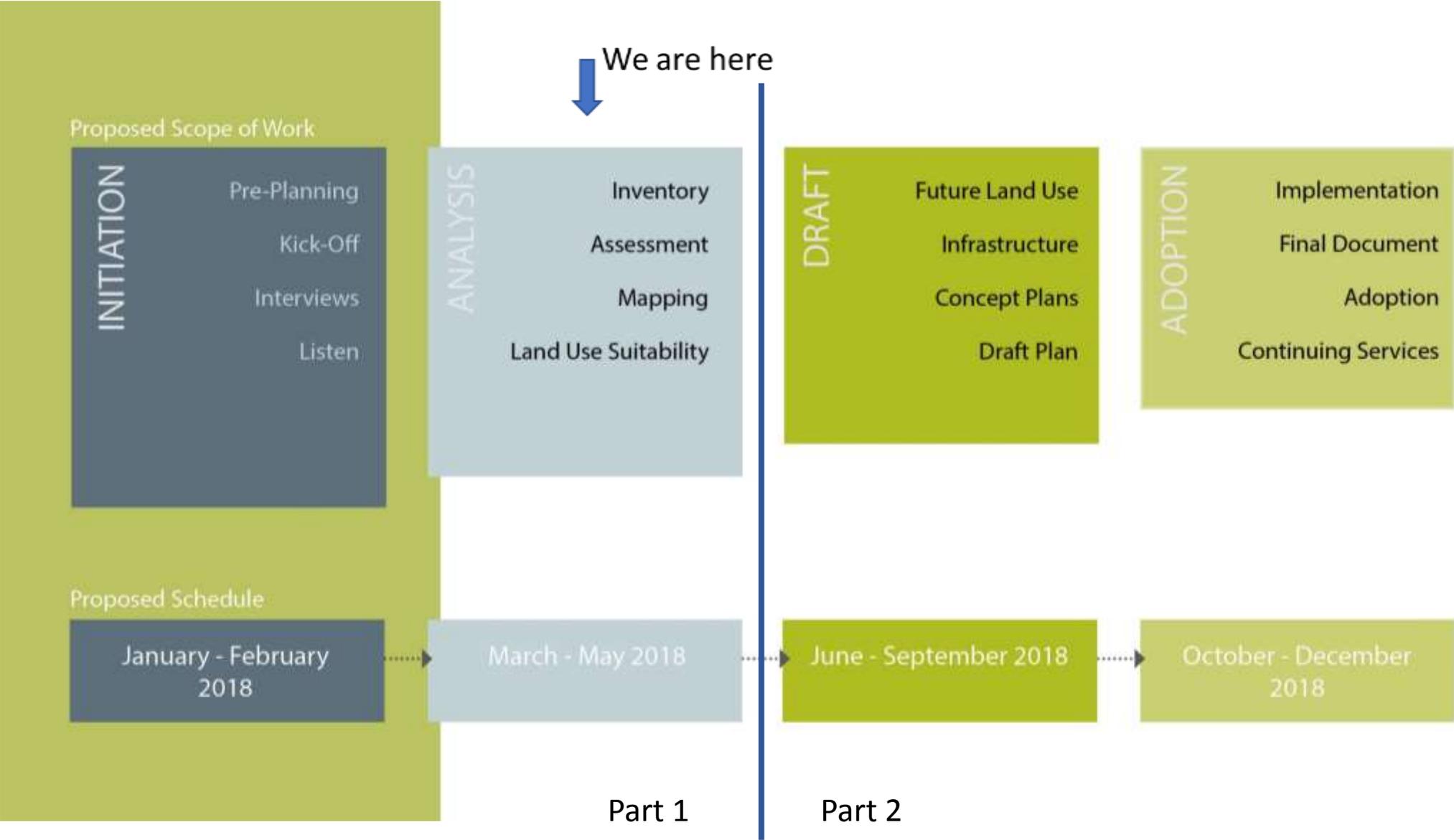
# Town of Waynesville Comprehensive Land Use Plan Update

Steering  
Committee #2  
April 12, 2018



# Agenda

- Schedule
- Steering Committee & Stakeholder Meetings Review
- Public Engagement
- Community Inventory & Analysis
- Vision / Logo / Plan Name
- Next Steps



# Project Timeline

We are here

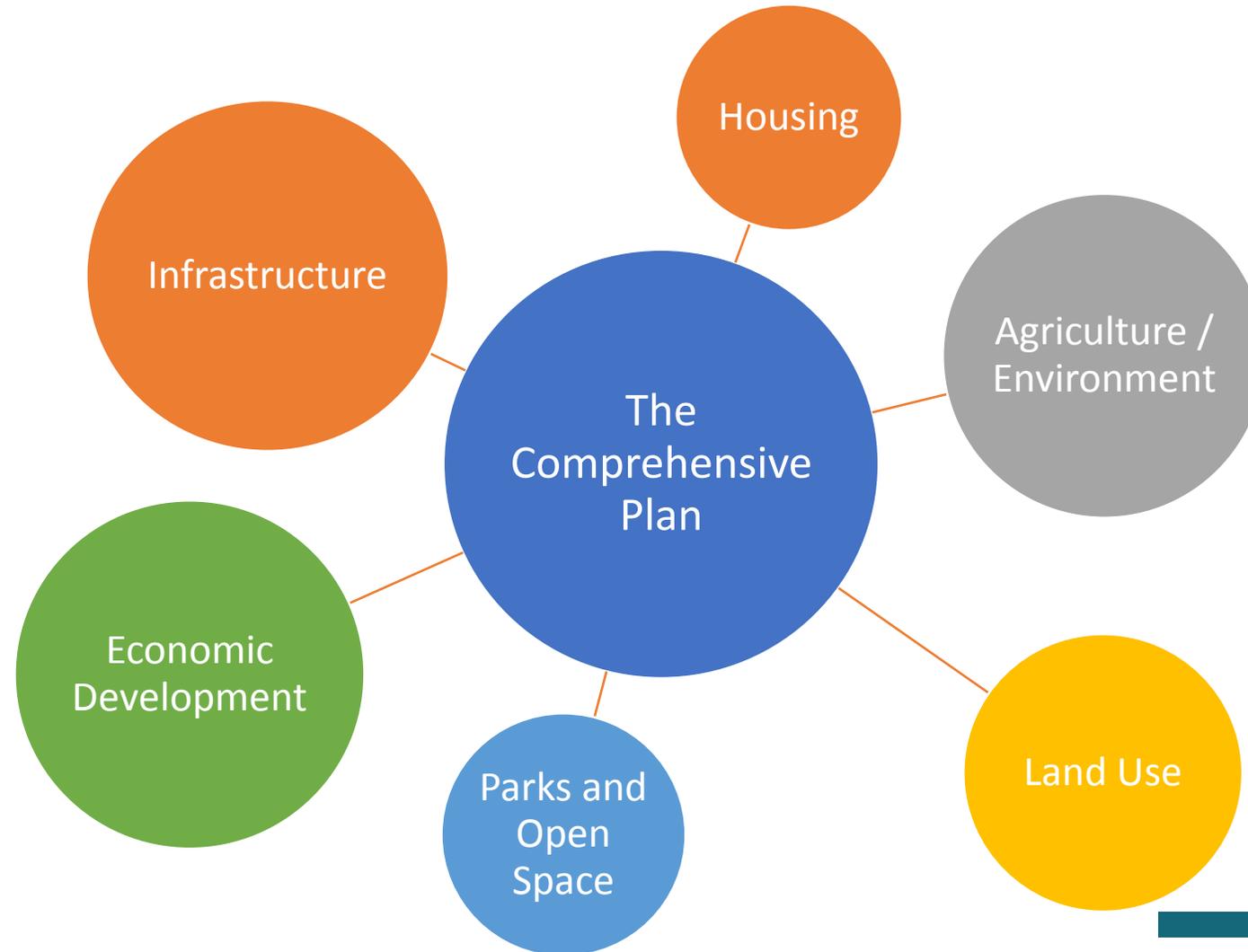


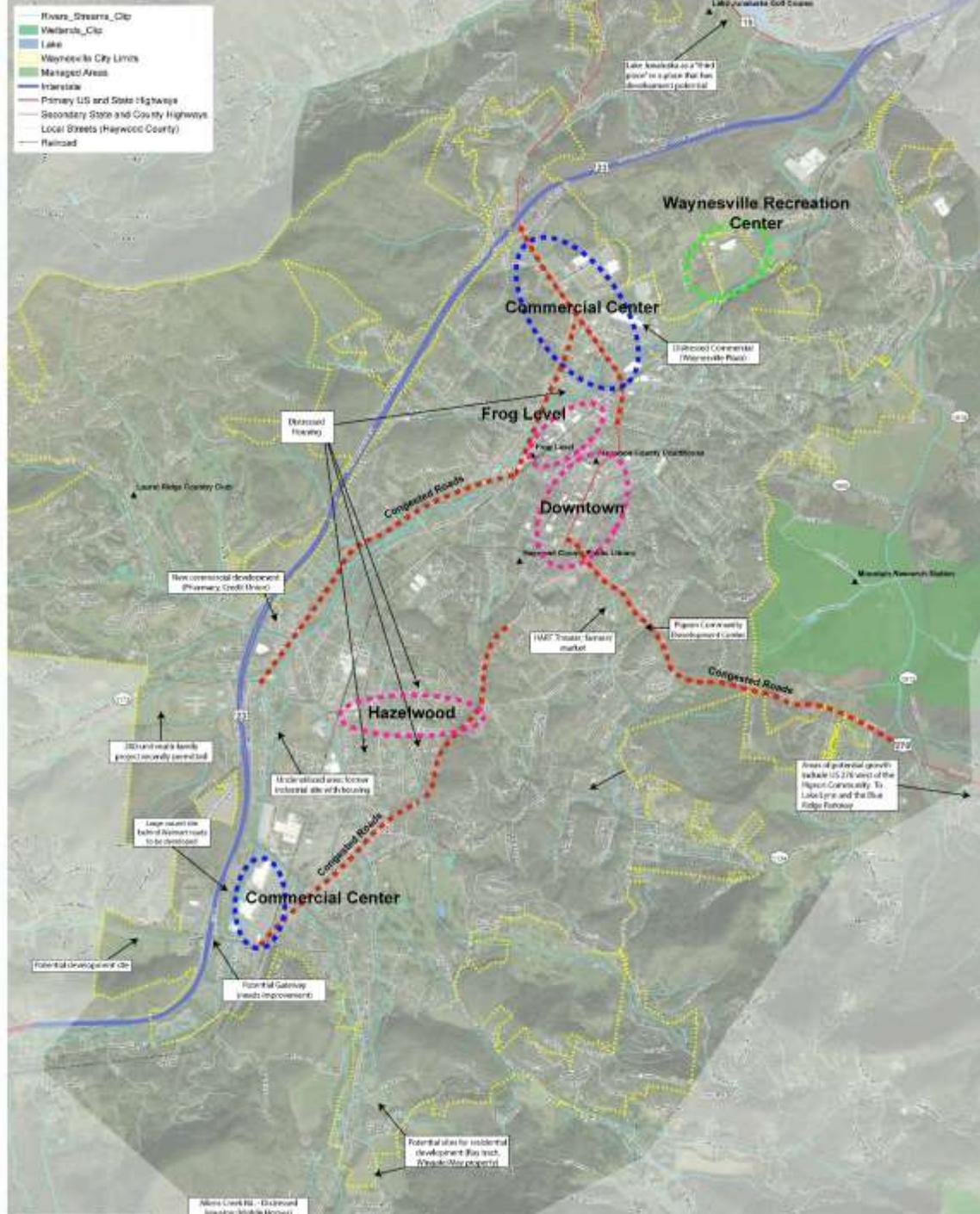
	MONTH												
	1	2	3	4	5	6	7	8	9	10	11	12	13
<b>PART 1</b>													
<b>Phase I – Project Initiation</b>													
Project Initiation	█												
Data collection & evaluation of local plans	█	█											
Community Tour /Stakeholder Interviews		█											
Steering Committee Meeting #1		█											
<b>Phase II – Engagement and Analysis</b>													
Mapping & Land Use Suitability Analysis		█	█										
Survey by PPI	█	█	█										
Website/Social Media		█	█	█	█	█	█	█	█	█	█	█	
Steering Committee Meeting #2&3			█		█								
Public Meeting #1				█									
Planning Board Report					█	█							
Vision and Key Themes Development				█	█								
Goals and Objectives					█	█	█						
Preliminary Plan Framework					█	█	█						
BOA Report						█							
<b>PART 2</b>													
<b>Phase III - Plan Development</b>													
Future Land Use Element							█	█	█				
Economic Development							█	█	█				
Utilities and Infrastructure Element							█	█	█				
Open Space, Parks and Natural Resources Element							█	█	█				
Transportation							█	█	█				
Character and Identity							█	█	█				
Steering Committee Meeting #4								█					
Character Area sketches								█	█	█			
Steering Committee Meeting #5									█				
Public Meeting # 2									█				
<b>Phase IV – Implementation and Adoption</b>													
Implementation Strategies										█	█		
Steering Committee Meeting #6											█		
Revisions/Updates to Comprehensive Land Use Plan										█	█		
Presentation of Draft Land Use Plan												█	
Submit Final Plan Documents & Mapping													█
Training and Continuing Services													█

# Process

- Identify Stakeholders
- Analyze Current Issues
- Consensus on Vision and Goals
- Create Plan Framework
- Draft Plan
- Formally Adopt Plan
- Implement Plan
- Review and Revise Plan

# Typical Plan Contents





# Committee Comment Compilation Map

- Development potential at Lake Junaluska
- Areas of distressed housing
- New Commercial development
- Proposed 200-unit MF development
- Potential highway development site behind Walmart
- Underutilized industrial site; company housing
- Potential gateway
- Hart Theater; Farmer's Market
- Potential growth out US 276
- Pigeon Community Development Center
- Distressed commercial development (Waynesville Plaza)

# Themes - Stakeholder & Steering Committee Input

Utility  
Availability

Transportation  
Improvements

Affordable  
Housing

Opposition to  
Change

# Themes - Stakeholder & Steering Committee Input

Education/Job  
Training

Healthcare  
Options/Seniors

Economic  
Development &  
Partnerships

Homelessness  
& Drug Abuse

# Public Involvement Plan

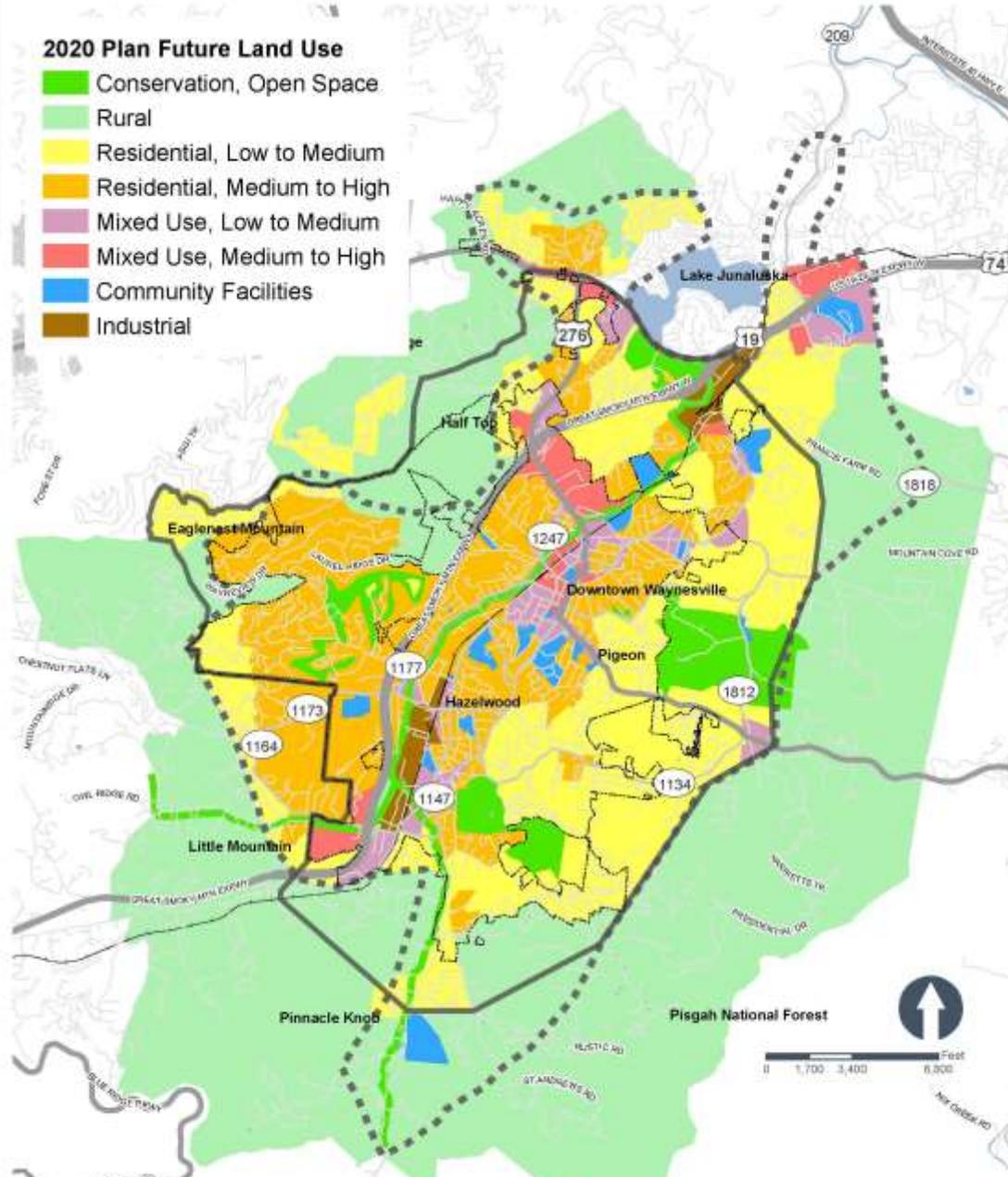
<b>Method</b>	<b>Details</b> (Dates are estimated)
<b>Stakeholder Interviews</b>	March 2018
<b>Steering Committee Meetings (6 meetings)</b>	1 <sup>st</sup> – March 8 / 2 <sup>nd</sup> – Today / 3 <sup>rd</sup> – May 10 / 4 <sup>th</sup> – June / 5 <sup>th</sup> – October / 6 <sup>th</sup> – December
<b>Project Website</b>	Project website will be set up in the near future
<b>Social Media Outreach</b>	Waynesville Facebook page will provide information to public
<b>Survey</b>	Online at project website and paper copies
<b>Community Meetings (2 meetings)</b>	1 <sup>st</sup> – May / June 2 <sup>nd</sup> - October

# Community Analysis



# Future Land Use

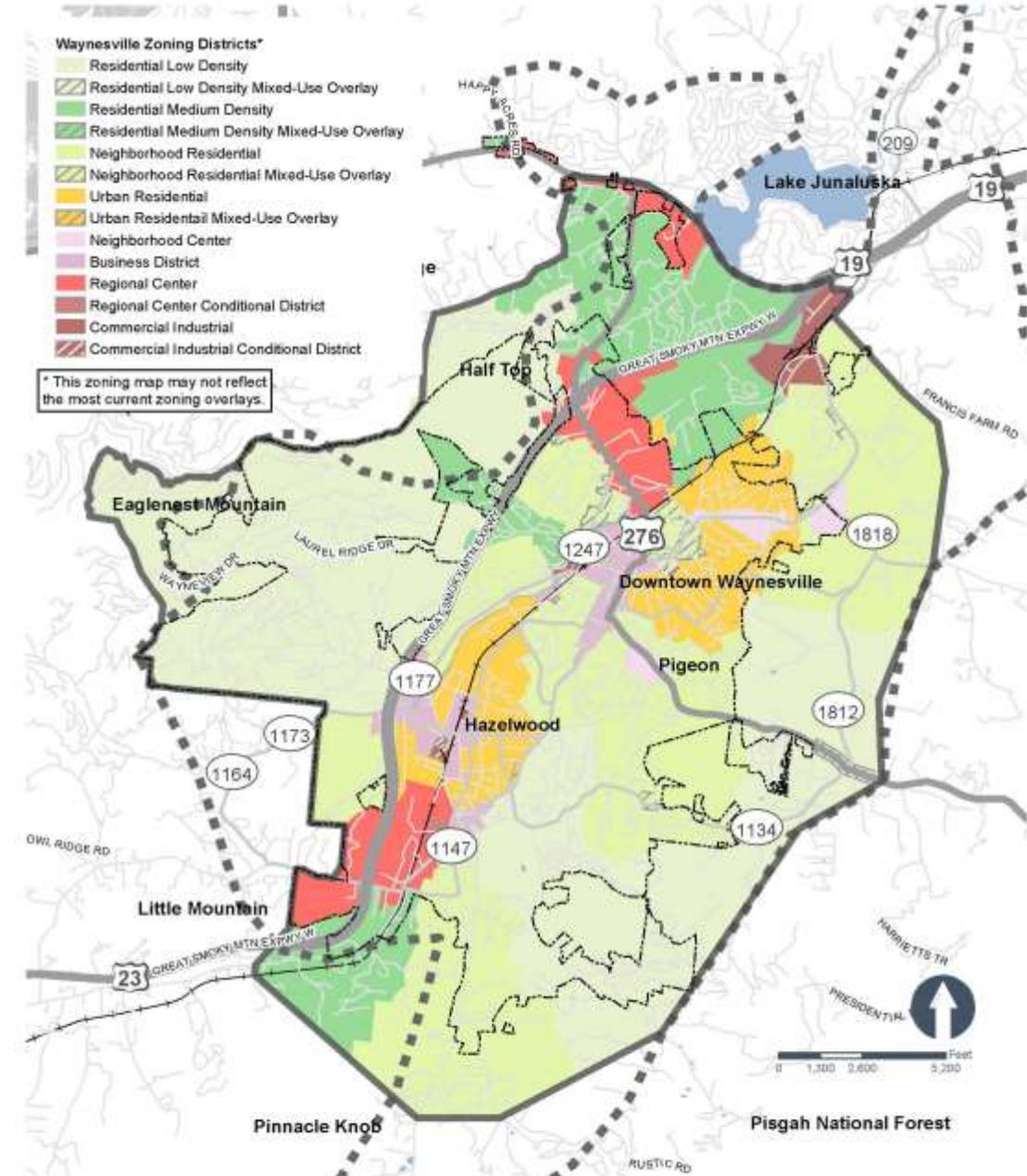
- 2020 Plan Future Land Use**
- Conservation, Open Space
  - Rural
  - Residential, Low to Medium
  - Residential, Medium to High
  - Mixed Use, Low to Medium
  - Mixed Use, Medium to High
  - Community Facilities
  - Industrial



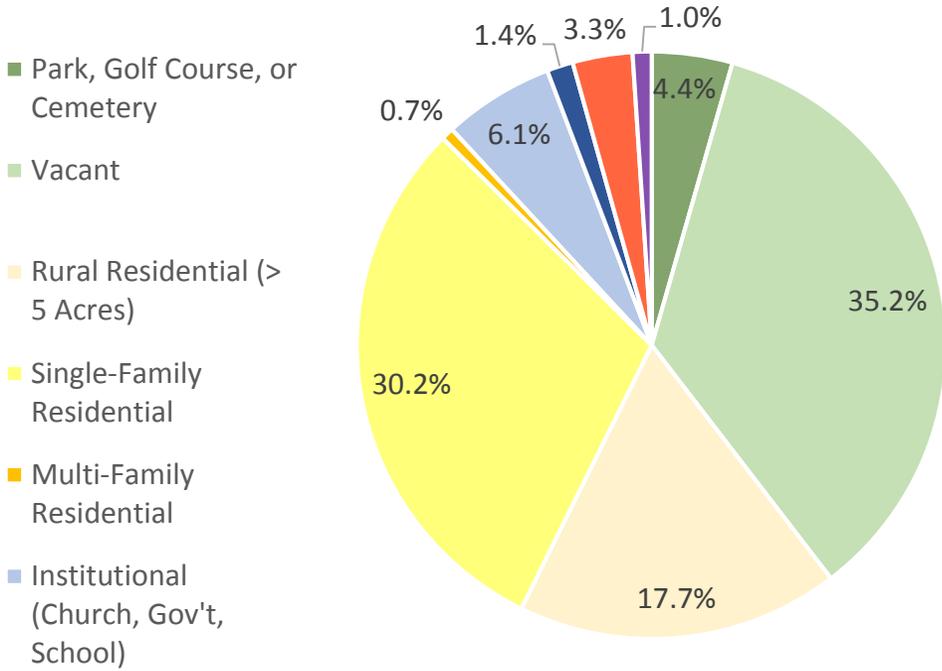
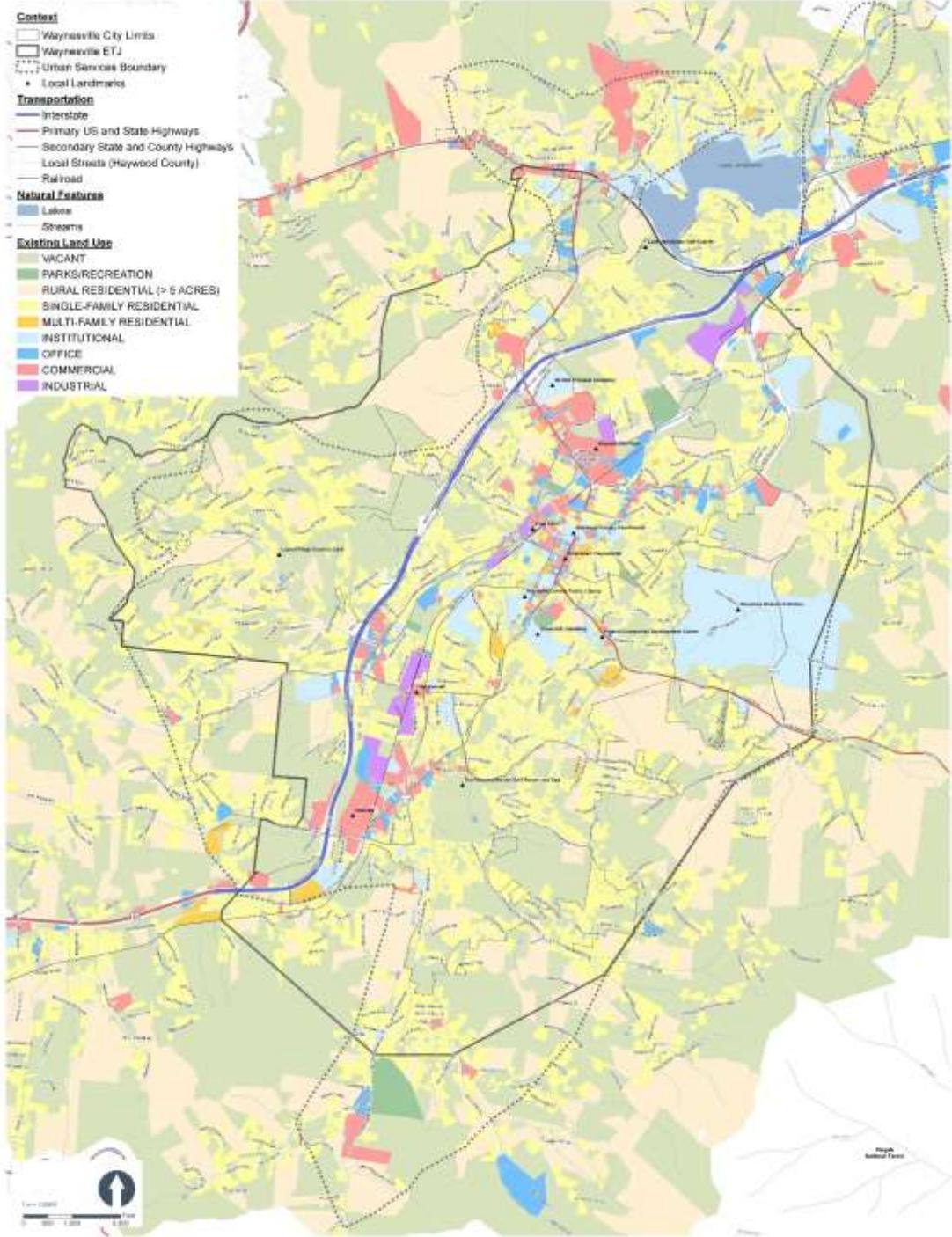
# Zoning

- Waynesville Zoning Districts\***
- Residential Low Density
  - Residential Low Density Mixed-Use Overlay
  - Residential Medium Density
  - Residential Medium Density Mixed-Use Overlay
  - Neighborhood Residential
  - Neighborhood Residential Mixed-Use Overlay
  - Urban Residential
  - Urban Residential Mixed-Use Overlay
  - Neighborhood Center
  - Business District
  - Regional Center
  - Regional Center Conditional District
  - Commercial Industrial
  - Commercial Industrial Conditional District

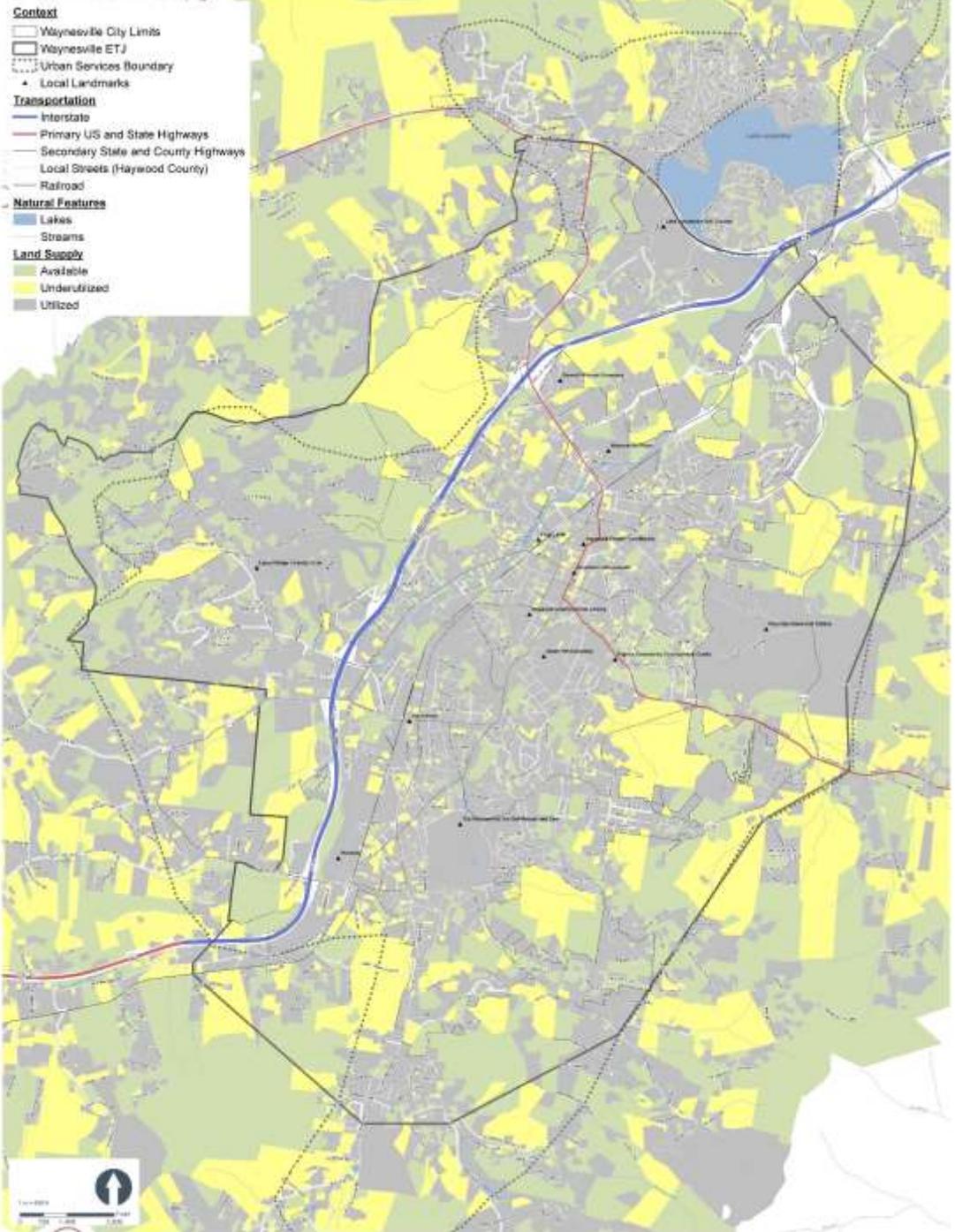
\* This zoning map may not reflect the most current zoning overlays.



# Existing Land Use



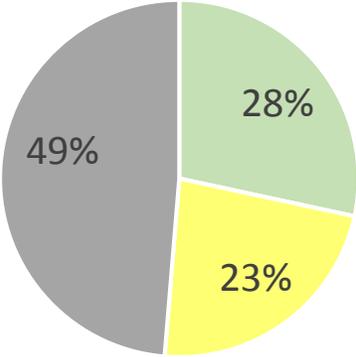
# Land Supply



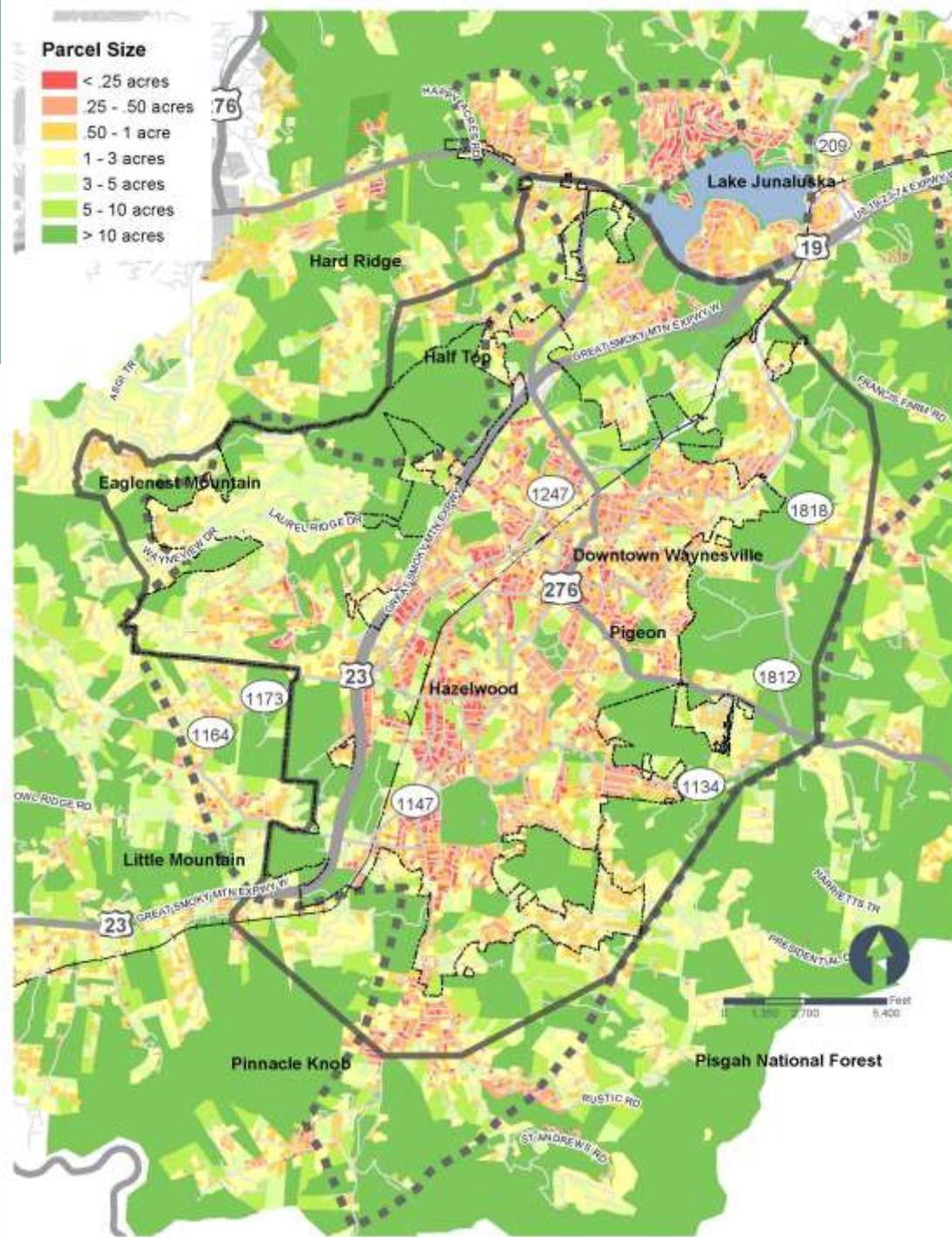
**Utilized:** Lands not likely to redevelop in the planning horizon (includes cemeteries, schools, government buildings)

**Underutilized:** Parcels where structure value is less than half of land value, potential to accommodate future development (one house on large parcel)

**Available:** Properties with no significant structure, available for development



■ Available ■ Underutilized ■ Utilized



# Parcel Size

## Average Parcel Size by Land Use Type

### Single-Family Residential

Urban Residential (Hazelwood)	.3 acres
Golf Course Residential	.4 acres
Rural Residential (ETJ/mountainside)	3.4 acres

### Multi-Family

.2 acres

### Office

1.4 acres

### Institutional (schools, government)

9.8 acres

### Commercial (Downtown)

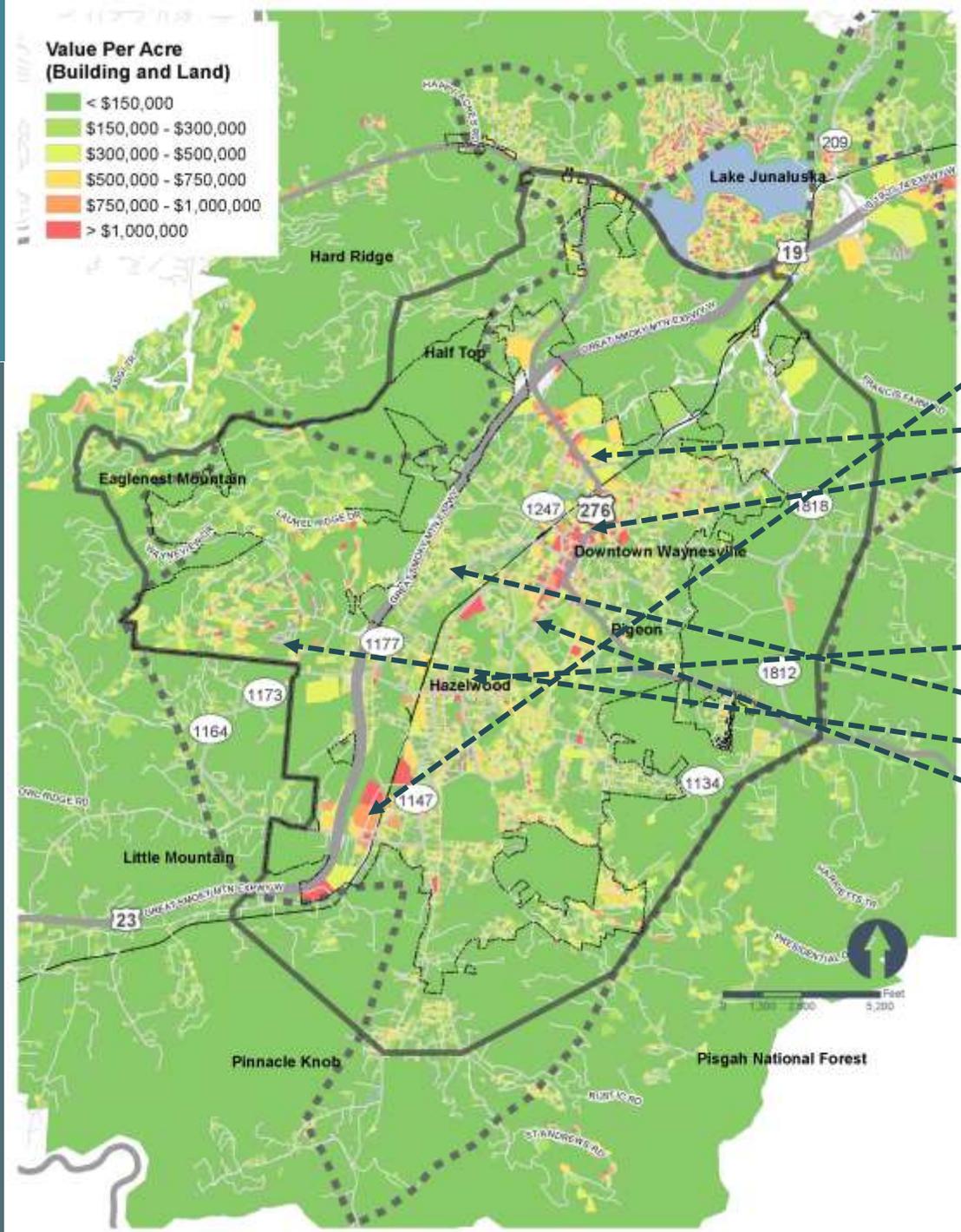
.27 acres

### Commercial (Other)

2.3 acres

### Industrial

5.3 acres



# Value Per Acre

## Observations

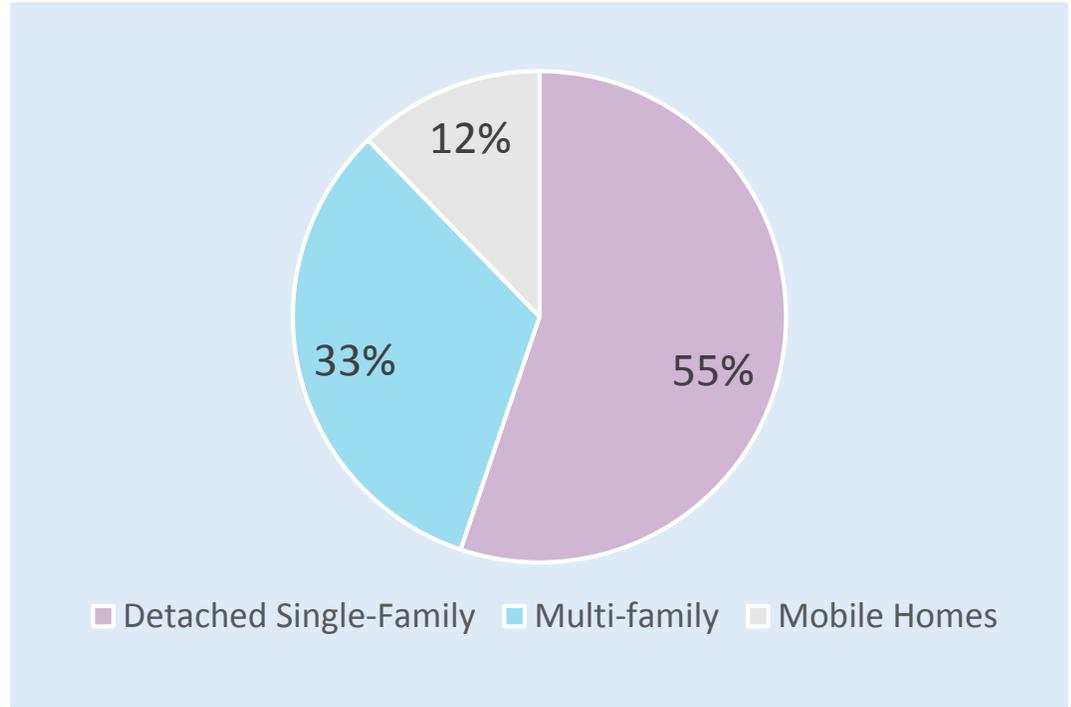
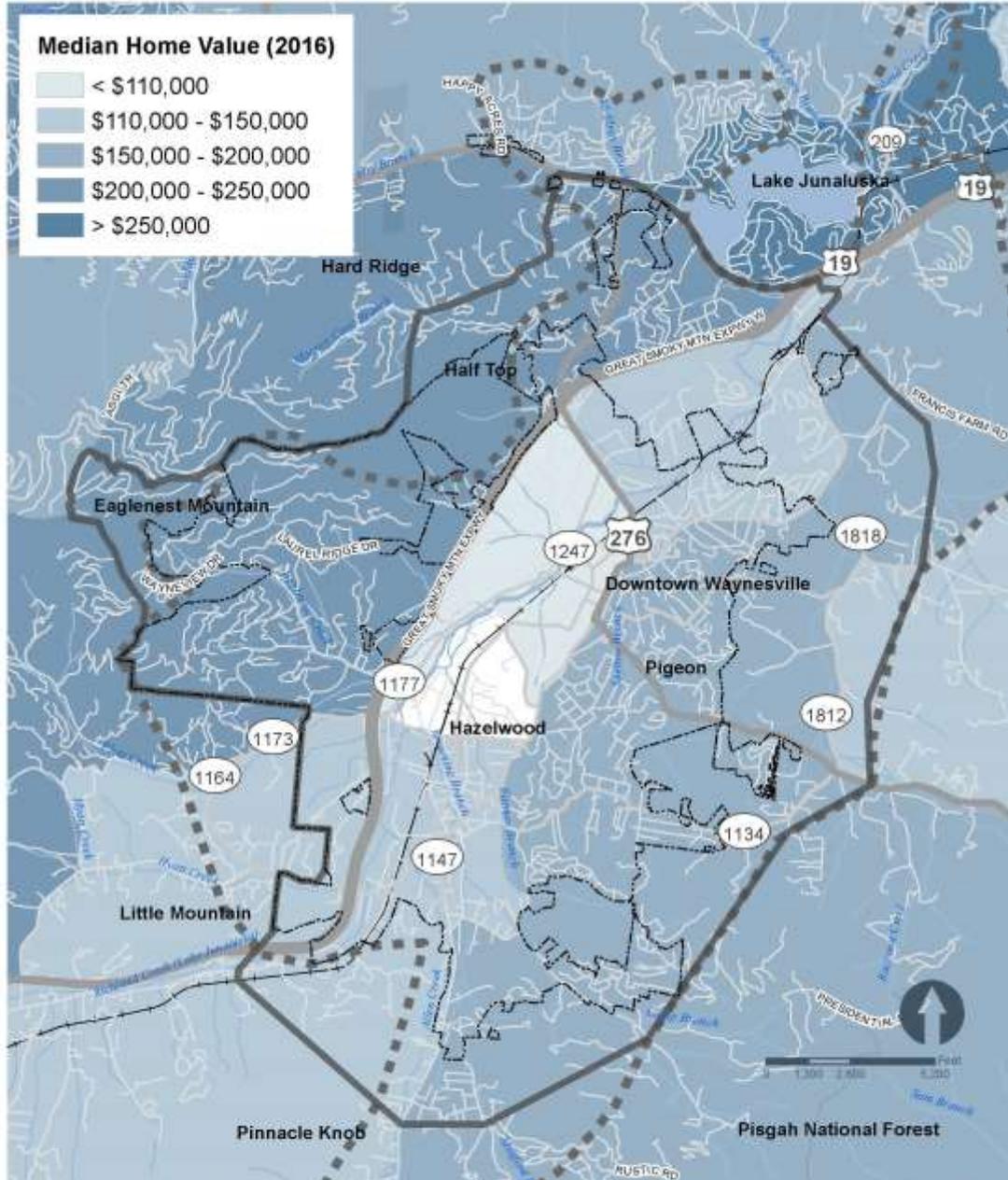
### Commercial Examples

- Walmart Shopping Center \$980,000/acre
- Waynesville Plaza \$431,000/acre
- Downtown Retail \$1,000,000+/acre

### Residential Examples

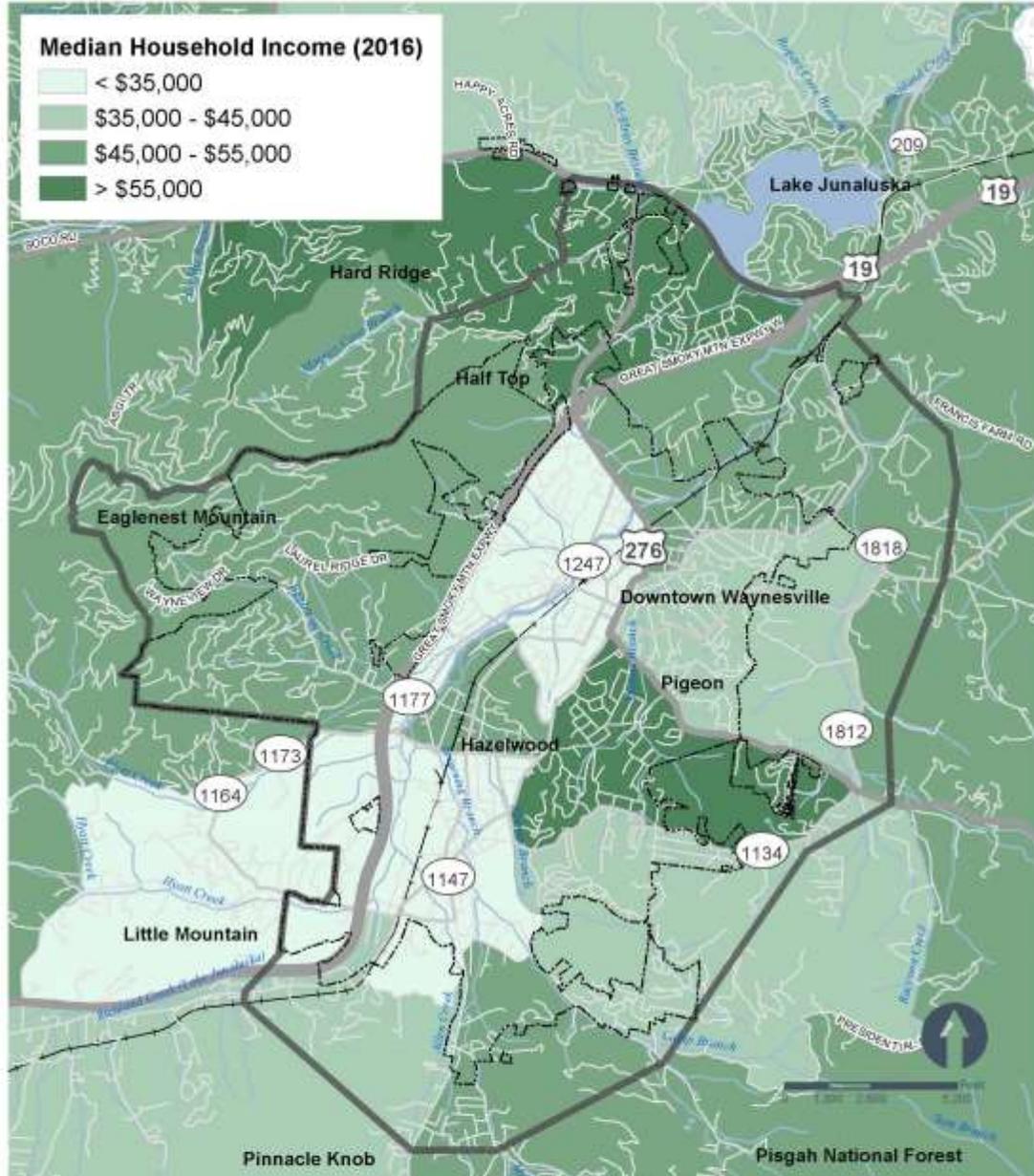
- Urban Residential \$350,000/acre
- Mountainside Residential \$91,000/acre
- Condos at Masters Pointe \$1,534,250/acre
- Condos at Landmark \$2,369,166/acre

# Housing Value

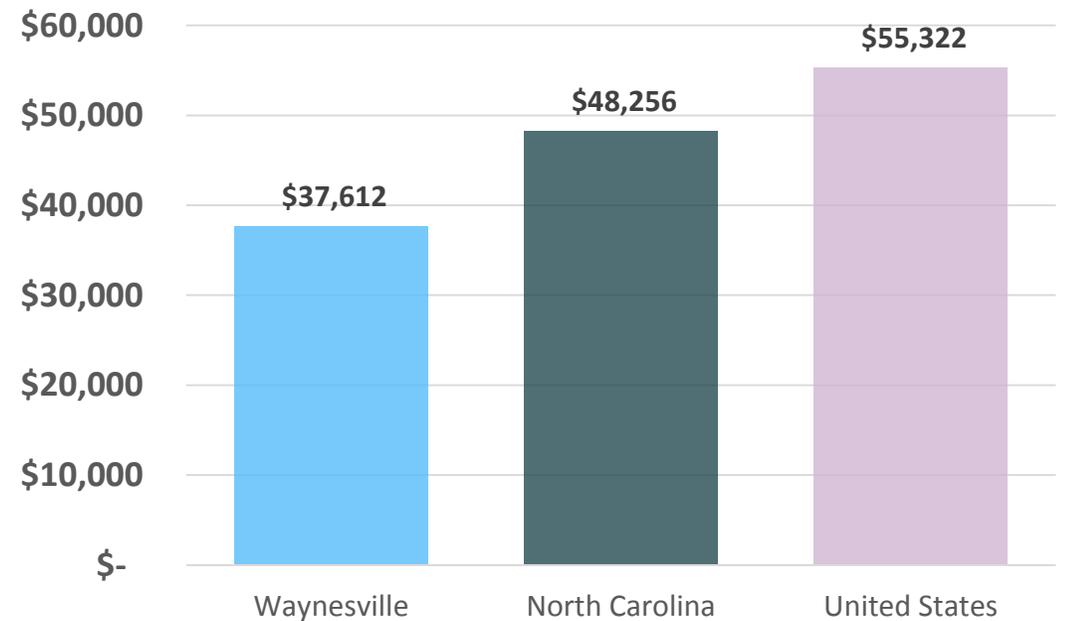


- Highest median housing value around Lake Junaluska and west of 19 (Laurel Ridge CC)
- Lowest median housing value along Allen Creek, north through Hazelwood into downtown

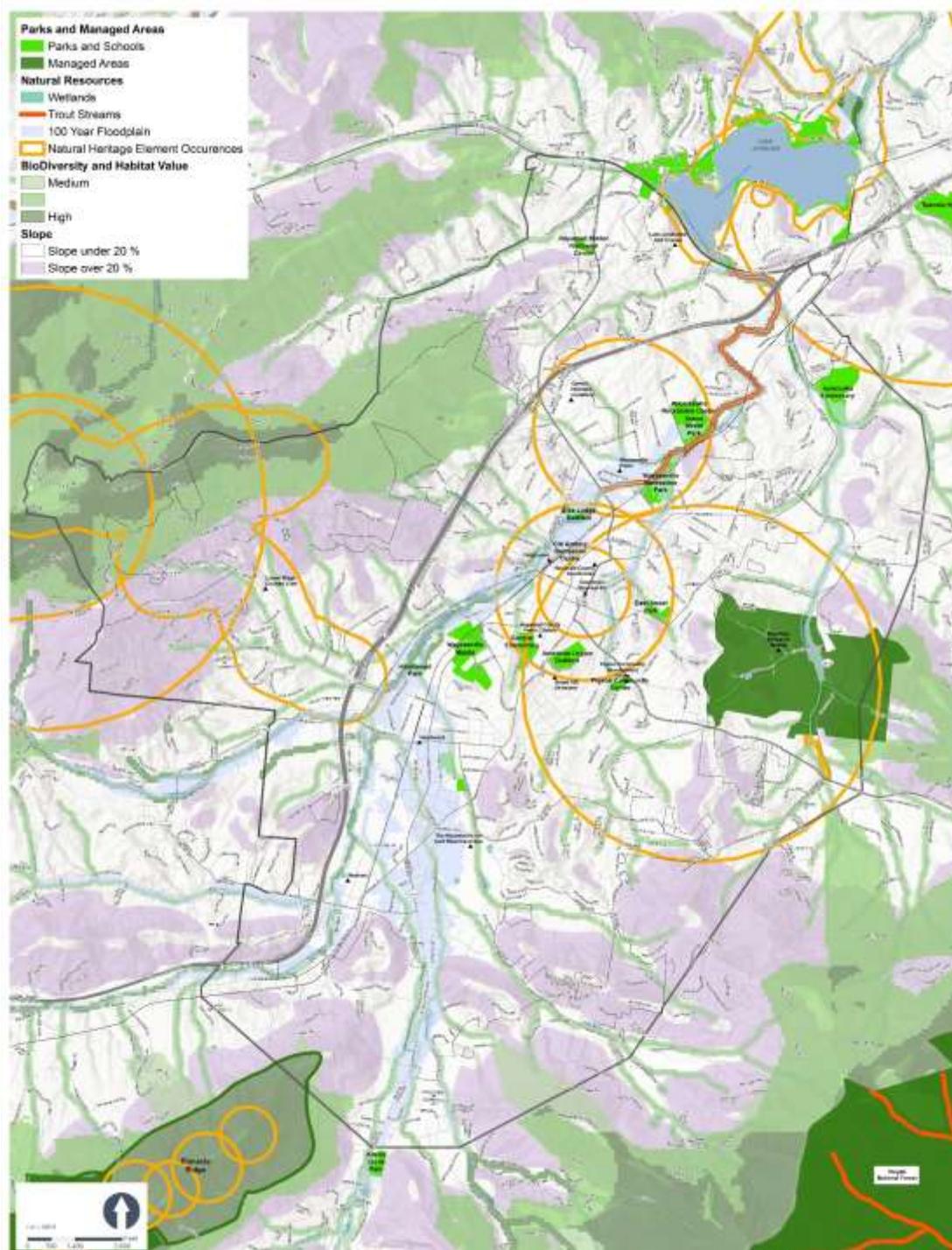
# Median HH Income



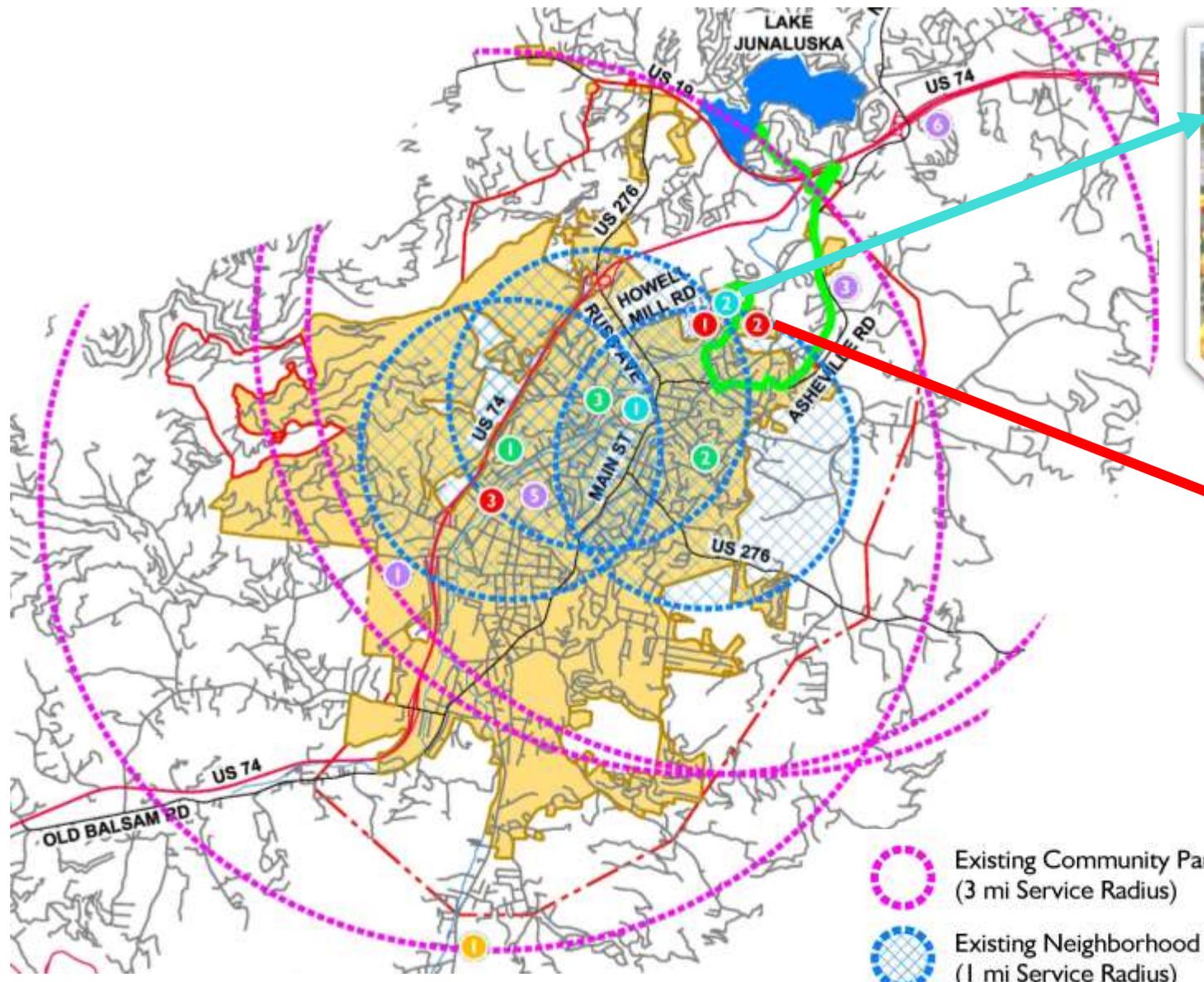
- Highest median household income around the Pigeon community south of US 276 and north of the Waynesville Inn Golf Resort
- Lowest median income in downtown Waynesville/Frog Level, Allen Creek area, as well as Little Mountain Area west of US 19.



# Parks & Natural Resources

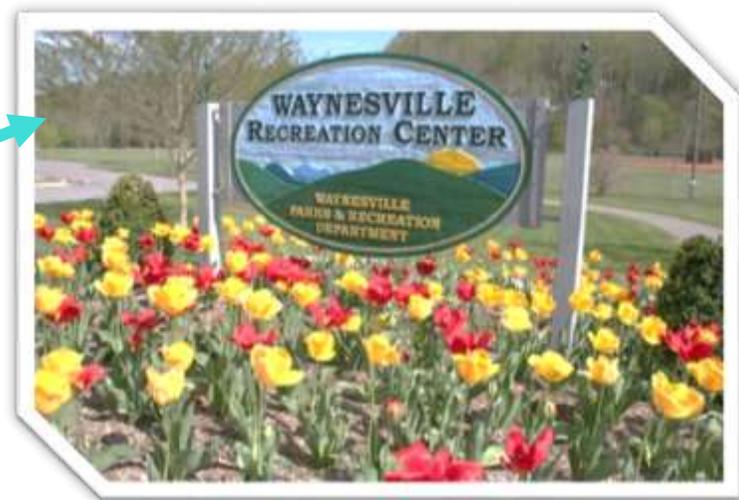


- Parks and Preserved Land
  - Parks and school grounds used for recreation
  - Mountain Research Station
  - Pisgah National Forest
- Natural Assets
  - Areas important for wildlife and high in biodiversity (shades of green on map)
  - Ridges and riparian areas
  - Pinnacle Ridge to SW is a designated Natural Heritage Natural Area
  - Rare species (orange on map)
    - 22 rare, threatened or endangered animal species in Haywood County
- Constraints (source: <https://www.fws.gov/raleigh/species/cntylist/haywood.html>)
  - Steep Slopes (over 20%; purple on map)
  - Richland Creek floodplain (light blue on map)
    - Impacts Waynesville Plaza, Hazelwood and Brown Ave. area
  - Riparian Buffers (trout streams require larger buffer)



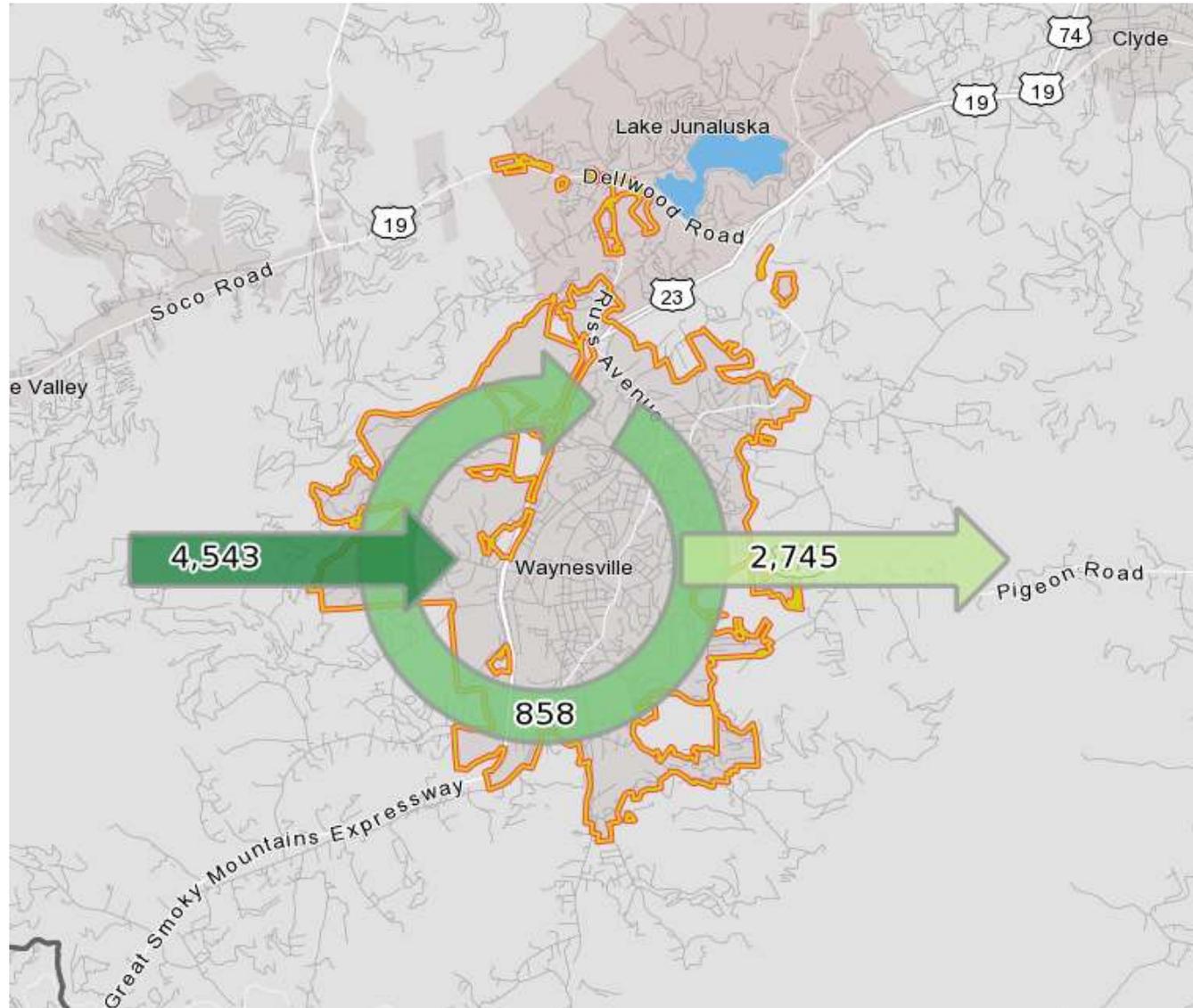
-  Existing Community Park (3 mi Service Radius)
-  Existing Neighborhood Park (1 mi Service Radius)

- Greenway 
- Roads 
- Town Limits 
- Waynesville ETJ 

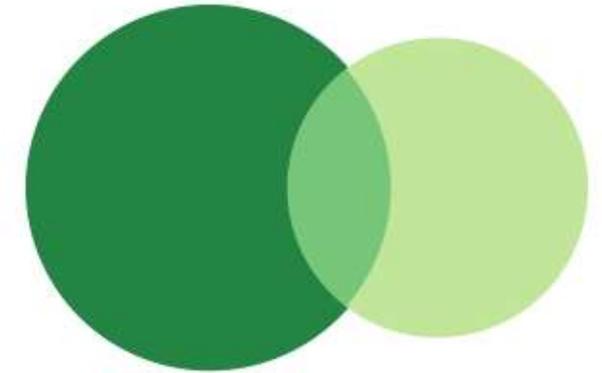


# Parks Master Plan

# Commute Patterns



Inflow/Outflow Job Counts in 2015



Dark Green Circle	4,543 - Employed in Selection Area, Live Outside
Light Green Circle	2,745 - Live in Selection Area, Employed Outside
Medium Green Circle	858 - Employed and Live in Selection Area

**Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.**

- Employed and Live in Selection Area
- Employed in Selection Area, Live Outside
- Live in Selection Area, Employed Outside

# Peer Communities

## Characteristics:

- Within 200 miles of Waynesville
- Had similar site/situation to Waynesville (tourism-driven, geography)
- Similarly sized (around 10k pop.)
- What cities/towns do you see as peer communities?

City	Population
Seymour, TN	11,110
Middlesboro, KY	10,632
Bluefield, WV	10,493
Mount Airy, NC	10,426
Gaffney, SC	12,523
Seneca, SC	

# Work Session



# Vision Statement

Big picture of what you want to achieve. **‘think big.’**

**Example:** *“To improve the quality of life of the citizens of Creedmoor by encouraging responsible growth management decisions, protecting the small City character, developing an attractive community, preserving natural areas and historical assets, and ensuring a healthy local economy”.*

# VISIONING EXERCISE



1. Take 30 seconds to select one card that represents your VISION for Waynesville in the next 5-10 years.
2. Select 1 “word” card that helps describe your vision.
3. Craft a short sentence expressing your choice.
4. The facilitator will record.

# WHAT'S IN A NAME?

POTENTIAL PLAN / PROCESS NAMES

**BRAINSTORM**

THANK YOU!