



Steering Committee Meeting Minutes

March 8, 2018

Municipal Conference Room
9 S. Main Street
Waynesville, NC 28786

Steering Committee Members Present

Martha Bradley
Michael Blackburn
Brian J. Cagle
Ginger Hain
Jennie Kirby
Austin Lee
Lorna Sterling
Cathey Bolton
Lowell Ball
Caroline Ledford
John Ammons
Gregory Wheeler
Tausha Forney
Hilda Rios

Town of Waynesville Staff Present

Elizabeth Teague, Planning Director

Consulting Team Present

Jackie Turner, Stewart
Will Linville, Stewart
Josh Freeman, J.M. Teague

Public

Representative from The Mountaineer

OPENING

Elizabeth Teague, Director of Development Services for the Town of Waynesville, opened the meeting by greeting the Steering Committee and introducing the consultant team leading the Comprehensive Land Use Plan update.

CONSULTANT COMMENTS

Jackie Turner greeted the Steering Committee and introduced the planning team. The Steering Committee introduced themselves, stating their name, occupation, and how they came to call Waynesville home.





POWERPOINT PRESENTATION

Jackie Turner covered the agenda and led the afternoon's presentation. Highlights from the presentation included:

- The team who will be working on the plan, and Waynesville staff who will be involved in the process.
- A review of the scope of work.
- An overview of the project schedule and project timeline.
- A review of the stages of the planning process and the topics that are inside a typical comprehensive plan. Jackie stressed that these topics could change as the plan evolves and more is learned about the community.
- A brief discussion of identified goals and a short comparison of the differences between a Comprehensive Plan and a Land Development Ordinance.
- An overview of the types of public engagement that the Steering Community can expect to occur.
- An overview of Town demographics by Will Linville, where population and housing trends, employment, and tourism takeaways were discussed.
- A review of relevant past plans as well as the main takeaways from each.

QUESTION AND ANSWER SESSION

There were a few questions about the demographic data presented, specifically about the jobs and employment sector information presented. It was requested that the planning team look at that in more detail to try and notice any trends from previous years.

VISIONING AND MAPPING EXERCISE

The Steering Committee was broken out into three groups to complete the visioning and mapping exercise. On a post-it note, each Steering Committee member was asked to write the most positive feature of the community and one feature that they would change. Then, each group was asked to identify places on maps that showed town centers, "third places", primary streets, routes and shortcuts, desirable and less desirable neighborhoods, workplaces, and areas for recreation and open space.

Visioning Results

What's the most positive feature of the community? (What do you like the most?)

- Sense of Community
- Sense of Community
- Strong Sense of a Small Town that Works
- Walkability in Town Center
- Quaint Downtown Area
- The Commerce Areas of Hazelwood, Haywood St., and Frog Level
- Downtown
- Downtown Aesthetics



- Small Town Feeling/Family Ties

What's one feature that you would change? (What is a challenge for the town?)

- The Need for New Faces in Government
- Opposition to Modernization/Change
- Russ Ave./S. Main St.
- Sidewalks along S. Main St.
- Improving Multi-Modal Connectivity and Mobility between Downtown, Hazelwood, and Frog Level
- Transit
- Affordable Housing

GROUP REPORTS FROM EXERCISE

Each breakout group presented their maps to the rest of the group and described what they believed to be the centers of town, where attractive gateways were located, where housing needs attention, and places within the town that have the potential to see future growth. The contents of each map are described below.

Group 1 Map

- Town Centers
 - Downtown Waynesville and Frog Level were both identified as town centers.
 - Walmart and the commercial areas along Russ Ave. were identified as community centers.
- "Third places"
 - Lake Junaluska.
- Primary Streets, Routes, Shortcuts, Gateways
 - Unappealing gateways were identified on Hazelwood Ave. at US 23 and at Hyatt Creek Rd. at US 23.
- Neighborhoods (desirable ones, ones that need attention)
 - Multiple areas were identified as deteriorating neighborhoods and areas with older housing. Those included a mobile home park at Welch and Arden St., an area between Delwood City Rd. and Richland Creek and the housing throughout the Hazelwood neighborhood.
- Open Space/Recreation
 - The Recreation Center off of Howell Mill Road.

Group 2 Map

- Town Centers
 - The area around S. Main St. close to the Walmart, Best Buy, and other retailers.
 - Downtown Waynesville.
 - The commercial center around Russ Ave. and Dellwood City Rd.
- Congested and Busy Roads
 - South Main Street along its intersection with Hyatt Creek Rd.
 - Sulphur Springs Rd. and its transition to Delwood City Rd.



Town of Waynesville Comprehensive Land Use Plan

- Russ Ave. from US 23 into downtown Waynesville.
- “Third Places”
 - Hazelwood Community.
 - An area on S. Main close to Veterans Cir. and Legion Dr.
 - Frog Level.
 - The area around the Waynesville Recreation Center.

Group 3 Map

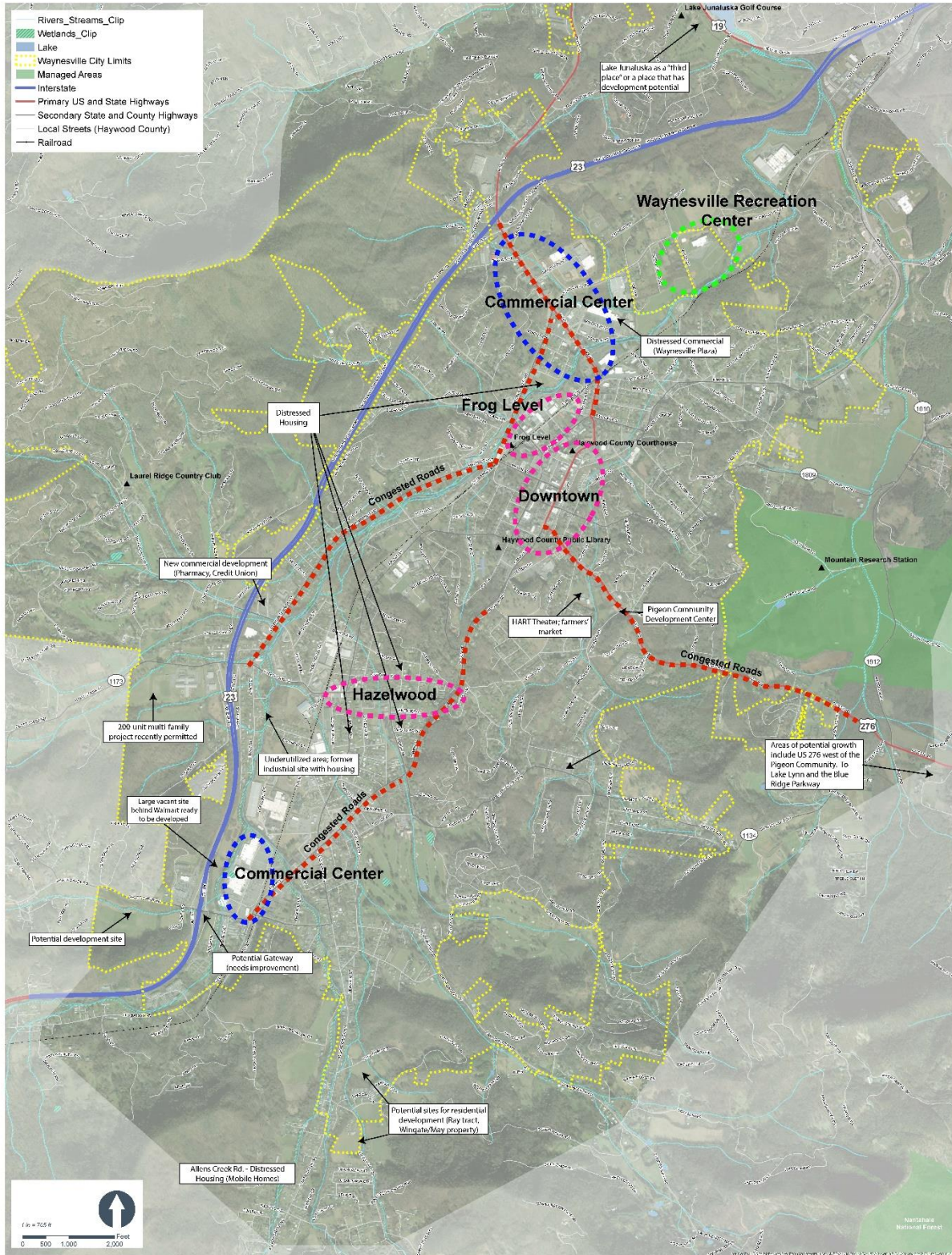
- Town Centers
 - Downtown Waynesville and Frog Level were identified as Town Centers.
- Places to Recreate
 - The Waynesville Recreation Center.
- Areas with Potential
 - The vacant land behind Walmart as well as the Hazelwood community were identified as areas with a lot of potential for development/redevelopment.
- Areas that need Attention
 - Nineva neighborhood.
- Areas that will see Future Growth
 - Pigeon Community.
 - Area west of Pigeon along 276 toward Lake Lynn (that route takes you to the river and Parkway).
 - North of Waynesville toward Lake Junaluska.

ADJOURNMENT

After the mapping exercise wrapped up and next steps were discussed, the meeting adjourned at 2:35 PM.



Town of Waynesville Comprehensive Land Use Plan



WAYNESVILLE COMPREHENSIVE
LAND USE PLAN UPDATE

