



# Town of Waynesville Comprehensive Land Use Plan

## **Steering Committee Meeting Minutes**

April 12, 2018

Municipal Conference Room

9 S. Main Street

Waynesville, NC 28786

### **Steering Committee Members**

Martha Bradley

Jennie Kirby

Austin Lee

Lorna Sterling

John Ammons

### **Town of Waynesville Staff**

Elizabeth Teague, Planning Director

Chelle Baker

Tyler Morrow, Intern

### **Consulting Team**

Jackie Turner, Stewart

### **Public**

Carol Adams

Cory Vaillancourt, Smoky Mountain News

After introductions, Elizabeth Teague, Director of Development Services for Waynesville reported on current proposals in planning and development which included:

- New Mountain credit Union on Russ Avenue
- New commercial on corridors at Howell Mill Road and Russ Avenue and on S. Main Street
- New mural (on private property)
- Properties preparing to renovate in Frog Level
- Proposed municipal parking lot in Frog Level
- Continued concern over affordable housing
- Increase in inquiries for development in the town
- Issues with encroachment into the right-of-way on S. Main between Hyatt Creek Road and Legion Drive

Jackie reviewed the project timeline, and specifically, the public visioning workshop. She mentioned the grant secured by the Waynesville Board of Realtors to fund the workshop and asked the committee to suggest potential locations (Folkmoot Center, Armory, Gym at the Rec Center). Workshop would span several hours in one day in late May or mid-June.

### **ACTION: Consultant and staff will contact Ellen Sither**

The group reviewed a DRAFT of the online survey and provided comment on the following questions:

- #9 – change wording to “what is the greatest priority...”
- #14 – change to allow ranking or say “Select up to 3 answers...”

### **ACTION: Consultant will revise survey**

The group discussed how to get the word out about the current process, the survey, and workshop, and to share PowerPoints. Development Services has a new administrative assistant who will setting up a project website and posting content previously provided by the consultant.



STEWART

**ACTION: Staff to establish website and post content. Elizabeth to reach out to business owner that will maintain Facebook page.**

The attendees commented on a slide of peer communities (similarly sized with a tourism base) that Pinehurst would not be considered a peer and suggested that the consultant team add Seneca, SC to the list.

The presentation included maps analyzing existing conditions in the community including existing land use, land supply, parcel size, value per acre, housing value, median household income, environmental constraints, parks and natural resources, and commute patterns.

**ACTION: Mayor requested a deeper dive into data regarding poverty rates, household income to better tell Waynesville’s story.**

The group then participated in a visioning exercise. They were asked to select an image and a word card that represented their vision for the community and that could become part of a vision statement for the comprehensive land use plan. The table below describes the image, word, and phrase from each participant.



IMAGE	WORD	PHRASE
Child	Recreation	Family-oriented; younger
Flower in field	Walkable	pretty town, sidewalks good for all
Scenery	Downtown	Emphasize natural beauty; downtown is big draw
Yellow house	Community	Attractive; people committed to lifting people up
Salad	Preserve	Protect qualities; Town is a salad; not soup - Diversity
Group of people	Dining	Want more activities in town to bring people in
Leaves	Tourism	Have a large, small-town feel



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The final part of the work session was to brainstorm a name for the new plan and or process. Suggestions included using the town's motto "Progress with Vision" but due to a number of absences, it was decided to continue this exercise with the rest of the committee over email or at the next meeting.

The next meeting would be May 10, but Elizabeth will send out a poll to committee members to see what the best date/time will be. The focus of the next meeting will be planning for the workshop, economic development, and additional analysis maps including land suitability.

**ACTION: Staff will poll committee on best date for next steering committee meeting.**