



## Steering Committee Meeting Minutes

August 29, 2018, 8:00AM

Municipal Conference Room

### Committee Members in Attendance

Lisa Brown, Brian Cagle, Michael Blackburn, Austin Lee, John Ammons, Martha Bradley, Gregory Wheeler, Lorna Sterling

Project Team: Elizabeth Teague, Will Linville, Sealy Chipley, Kenny Armstrong, Andrew Brown

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### COMMUNITY OVERVIEW

Elizabeth provided an overview of recent development activity in Waynesville. Projects include:

- A pending text amendment for the Plott Creek Road project
- Future research into the historic nature of the Pigeon Community for potential historic district designation
- The potential development of a park on Craven Road
- The recent completion of Chestnut Park stream restoration
- An addition of new playground equipment at the Pigeon Community Center

### LOGO

Will Linville presented three potential comprehensive plan logos images developed by consultant team. Feedback was positive with some changes recommended by Committee members. Will stated he would take those comments back to the graphic designer and present the updates at the next meeting.

### PRESENTATION

#### **Schedule**

Will presented the project timeline and described the tasks remaining before the Committee begins reviewing a draft document.

**Survey Results** An analysis of the survey results was presented. Additionally, results from the 7 additional surveys due to targeted outreach in the Pigeon community were merged with previous results. Aside from the responses to some open-ended questions, there were no significant impact to the overall results. Highlights from the survey results included:

- 375 total responses, including the additional responses from the Pigeon community
  - That number represents roughly 3 percent of the population of the Town and its ETJ
- 'Jobs and economic growth' and 'controlling urban sprawl' were the top responses to Waynesville's most pressing issue
- Residential growth should be focused away from sensitive environmental resources, in places ready for development, and where infrastructure exists
- Parks, greenways and trails, public safety; roads and transportation were each identified public services having the highest priority



- Results from questions that allowed respondents to choose pictures that related to their preferred affordable/workforce housing, density, and the types of open space they would most like to protect from development
- Respondents strongly agree that sensitive natural areas should be protected from development
- Streams and areas important for water quality were overwhelmingly chosen as areas that should be preserved as open space.

The Public Policy Institute at WCU will provide an in-depth analysis of the survey next month and the team will review for any differences in results or conclusions.

### **Draft Vision and Goals**

Will presented the previous plan's Vision Statement and asked for insight on how well that statement relates to the committee's perceived vision for Waynesville over the next 20 years. All agreed that the current vision is strong but could use some minor adjustments. It was agreed that the Steering Committee would set aside some personal time to work through any updates they believed to be necessary.

The team presented the results from last meeting's goals exercise and the process for goal and objectives development. Initial committee comments include:

- The objectives for Goal 3 should address more than just the Richland Creek Greenway and include language for greenway expansion and interconnectedness
- Goal 3 should have an objective for pedestrian infrastructure needs to be broadened to include more than just Main Street
- Goal 4 should include a statement addressing the reuse of existing commercial and industrial buildings would assist in crafting consistency statements regarding those types of projects
- Consider a goal for "Responsible Regionalism" where economic development relationships are leveraged to bring business to Waynesville. This could also be integrated into Goal 2.
- Goal 2 should include an objective that explicitly states the need to support the growth and development of existing local business and entrepreneurs

### **Economic Development Analysis**

Sealy presented demographic, housing, and market research and analysis for the area. Highlights of the presentation include:

- Waynesville's economic assets:
  - Haywood Community College's high-tech workspace and small business college
  - Low vacancy rates
  - Low unemployment rate
- Waynesville's economic challenges:
  - Low wages
  - An aging population
  - High poverty rate



# Town of Waynesville Comprehensive Land Use Plan

- Market surplus/leakage for subareas including Waynesville Plaza shopping center and Hazelwood were analyzed in 1 and 3-mile trade areas
  - Waynesville Plaza has a \$3.5 million leakage in clothing and accessories within its 1-mile primary trade area (PTA)
  - Hazelwood subarea has a leakage of clothing and accessories and building materials, garden equipment, and supply within its 3-mile secondary trade area (STA)
- Housing is affordable, however there is a lack of available housing stock
- Single family residential permit activity hit bottom in 2013 and is slowly recovering
- Multi-family permitting has been sporadic, with two large projects permitted in 2006 and 2008
- Regional industries projected to grow over the next 6-7 years and their associated weekly wage
- Potential objectives to expand economic development and business opportunities including:
  - Working closely with chambers of commerce to draw new/expanding businesses
  - Attracting companies that are in Asheville but looking to open auxiliary operations in a slightly less expensive commercial real estate market is a huge opportunity

## Additional Comments

- Waynesville suffers from what one committee member called the “Asheville Tax”.
- One must be passionate about living in Waynesville as a working-class individual because, more often than not, one must pay more for housing and will see a smaller paycheck.
- A question was raised on whether this plan could address the need for services for young families. Many after school programs and church daycares are at capacity. Having these services available could make a young family’s decision to move to Waynesville much easier.
- Many people, young and old alike, are looking for the same things whether its affordable housing, walkability, mixed use developments, accessibility to downtown, etc. There should be room in the plan to acknowledge this and recognize that many of the goals positively affect a large range of demographics.
- The term ‘mixed use’ should represent, a desirable development type and a guiding principle for Waynesville becoming an “inter-generational community” whose vision addresses the needs of all groups of people no matter their age or social status.

## Next Steering Committee Meeting

October 3, 8:00 AM