



Steering Committee Meeting Summary

February 13, 2019, 9:00AM – 2:00PM

Municipal Conference Room

Committee Members in Attendance

Lorna Sterling, Gregory Wheeler, Brian Cagle, Ginger Hain, Martha Bradley, Jennifer Kirby, John Ammons
Project Team: Elizabeth Teague, Jesse Fowler, Jake Petrosky, Will Linville, Kenny Armstrong

OPENING

Jake opened the meeting and greeted everyone in attendance. Steering Committee members in attendance received a draft copy of the plan. He asked that any additional comments not touched on during the meeting to be sent to staff and the project team for consideration no later than March 1. Additionally, the project team is planning on having a public meeting for a reveal of the draft plan sometime in late March/early April.

VAN TOUR

Earlier in February, some Steering Committee members participated in a van tour of the town to re-familiarize themselves with certain areas of town and to make connections to future land use map recommendations and existing conditions.

Takeaways from the tour included:

- There are obvious open spaces/lots in town to build homes with access to existing infrastructure
- The retirement home is a great building – there are possibilities of development around it
 - Need for senior housing
 - Opportunity for more homes
- New home construction at Allen Creek has average price of \$275k
 - Does that qualify as affordable, workforce housing?
- Tour attendees recognized the need of infill and preservation of open spaces and the tensions that that create, especially when open spaces are developed
- Hendricks Park is unlikely to be redeveloped
- Russ Avenue may be overloaded with traffic already
 - Can it accommodate redevelopment/continued development?
- Living in Waynesville is a quality of life decision in that
 - Housing and jobs are tougher to find
 - Housing is more expensive
 - Lack of affordable/workforce housing
 - Missing middle housing is missing in Waynesville
 - Community will always be upside down if the only people willing to move are those willing to make sacrifices
- What part of the population are homes being constructed for?
 - Rentals are virtually non-existent; trailers rent for \$950 (NOAH – Naturally Occurring Affordable Housing)



- There are open tracts of land in-town
 - Folks seem to not be ready to sell
- Numerous unoccupied houses
 - Some being fixed up

From the van tour, the committee began to talk about future land use and land supply as it related to potential residential buildout. Talking points from that discussion included:

- The future land use map should not result in a net loss versus the current land use plan
- Would like to see a potential for 15k homes – certainly no net loss in potential housing
 - Adjustments will be made in prime candidate locations to adjust this number
- Is there any instance where the future land use map may be decreasing buildout for certain areas? How does that affect policy/actual land use restrictions?
- Would like to see land supply summary for town limits
 - Ensure that is in the report
- Noted that availability has nothing to do with affordability
- Waynesville is working on creating incentive grants based on affordable housing
- Idea: allow flexibility where it is appropriate but also be context sensitive

FUTURE LAND USE ELEMENT

Jake transitioned the committee to a discussion on the future land use element of the plan and reviewed the newly created RC – Residential Conservation land use. He also touched on the expansion of MDR in key areas and a revision to the industrial areas in and around Hazelwood.

From the draft future land use plan, the build out model results were as follows:

- 10.5k residential buildout – loss of approximately 300 units from existing plan
- 3000 needed for 1.4% AGR – does NOT take into account backlog of demand or affordability
- From this analysis, questions that need to be answered include:
 - How far in the housing hole is the town already
 - What is an ideal mix of housing and demographics

Other notes from this discussion again reiterated the need for workforce housing.

The USB (Urban Services Boundary) has increased by 10 percent in area but has been pinched/pulled in from areas and expanded in others where infrastructure was existing or added.

PLAN OVERVIEW

The committee then heard a presentation on the draft plan, where Jake went over the plan's contents. He also reviewed the ways in which a comprehensive land use plan is to be used to guide land use decisions and policies (consistency statements, future land use map, goals/objectives/strategies/action items).

The following elements were also reviewed:



- Small area concepts for Waynesville Plaza, Frog Level, and Hazelwood
- Natural/Cultural Resource conservation recommendations

Takeaways from the steering committee include:

- Reorganize chapters of plan so that vision/goals/recs comes sooner in the plan. Currently the vision is buried a bit.
- The need to discuss housing as key to jobs/economics, growth management and redevelopment
- Housing as a linchpin driver – state this in housing and neighborhoods
 - Also mention in introduction with graphic – housing is foundational
 - Potentially bring in data from Haywood Study (mentioned in workforce housing section – expand)
- Things should be undoubtedly stated in plan:
 - Infill is desired to promote the conservation of natural resources
 - Housing is foundational
 - Balance and sensitivity to conflicting issues – acknowledge in preamble
 - Be clear on what is important
- Add word cloud to enhance the sense of identity and common vision (could come before the vision, goals, and objectives)
- Waynesville is a changing community and it will be stronger together
- Is there an artistic rendering of Waynesville we could use (artist Anne Vasalic?)

TRANSPORTATION

Kenny Armstrong from JM Teague briefed the committee on the transportation element of the plan. His overview included discussion on the following:

- Pointing out the need for continued coordination with FBRMPO/DOT
- Need for regional connections
 - Clyde, Canton, Buncombe County/Asheville
- Greenway recommendations

Action items for transportation recommendations include:

- Reduce EC section by a few pages
- Move greenway map to recommendations

ACTION PLAN WORK SESSION

The elements of the plan were discussed further, with the following major points being addressed:

- Howell Mill Road is a prime location for working families
 - How could we visualize its proximity to points of interest?
 - Walking distance?



Town of Waynesville Comprehensive Land Use Plan

- Howell Mill Road has both perception value and social value (metaphor of artifacts)
- Need to identify gateways with accompanying map that could transition into a potential corridor overlay district
 - Be specific with what makes a certain roadway a particular tier of gateway
 - Gateways create civic identity
 - They are maintained, they oftentimes include artwork
 - Example of placemaking – these areas have distinct histories to build off
 - List “what makes a gateway?” specific to the town
 - Elysina as a gateway – make both sides MXU
- Greenways as economic drivers because they are “destinations”
 - Visualize the “economic development ripple” they create
- Make ped connections in concept areas green so they’re more easily identifiable

Additional items steering committee members would like to see movement on include:

- Potential land supply database that attaches publicly available data for yellow and green spaces to understand where infill can happen
 - Use example of land disposition study in Raleigh and developer agreements to obtain affordable housing
- Commission to work on subsidizing affordable housing through municipal funding or donations
 - Set goals in terms of investment and numbers of units
- Projections on number of housing units that are needed by income bracket
 - See Haywood County Study
 - Count and monitor progress (count what you care about)
- Where in town can utilities be buried?
 - Create visual improvements and resilient places
 - Eliminate power poles in sidewalks
 - Consider buried utilities when street improvement is done
 - Dellwood Rd. is a bad example

NEXT MEETING: APRIL 17TH @ 9AM