



Town of Waynesville Comprehensive Land Use Plan Update

Steering
Committee #5
August 22, 2018



Agenda

- Update from Elizabeth
 - Draft Vision Update
- Presentation
 - Survey Results
 - Themes from Open-Ended Questions
- Draft Goals
- Economic Development & Market Analysis
- Discussion

Plan Name/Logo Feedback

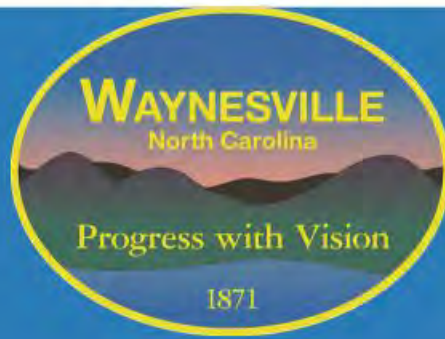


WAYNESVILLE COMPREHENSIVE PLAN PUBLIC ENGAGEMENT TIMELINE

	2018										2019
	M	A	M	J	J	A	S	O	N	D	J
Phase I - Project Initiation											
Stakeholder Interviews											
Steering Committee Meeting #1											
Phase II - Engagement & Analysis											
Analysis											
Survey											
Website/Social media											
Steering Committee Meeting #2 & 3											
Public Visioning Workshop											
Phase III - Plan Development											
Goals & Objectives											
Steering Committee Meeting #4											
Steering Committee Meeting #5											
Draft Land Use Plan											
Public Workshop #2											
Phase IV - Implementation & Adoption											
Steering Committee Meeting #6											
Presentation of Final Land Use Plan											



Survey Results



Town of Waynesville Land Development Plan Update

Welcome to My Survey

Thank you for participating in our survey. Your feedback is important.

The Town of Waynesville is updating the 2002 Waynesville: Our Heritage, Our Future 2020 Land Development Plan. The plan is comprehensive in nature and designed to be implemented over a period of years. It will be used to guide future growth, development, and to prioritize resources by establishing goals, and creating strategies relevant to land use, economic development, housing, transportation, and more.

This short survey will help inform the new Land Development Plan. For more information or to follow the project, visit:

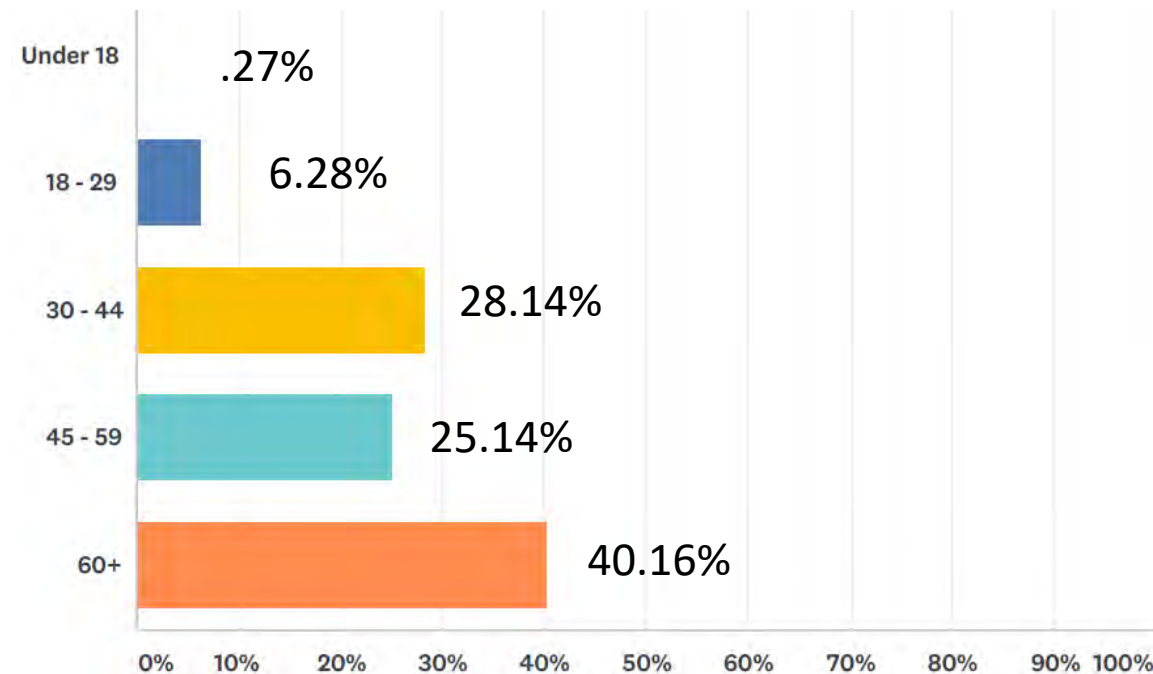
<http://www.waynesvillenc.gov/planning>.

Join us at the Community Visioning Workshop, June 21st from 3-7pm at the Waynesville Recreation Center!

Final Survey Results

375 responses

3% of the population of Town and ETJ



Survey Results – so far...

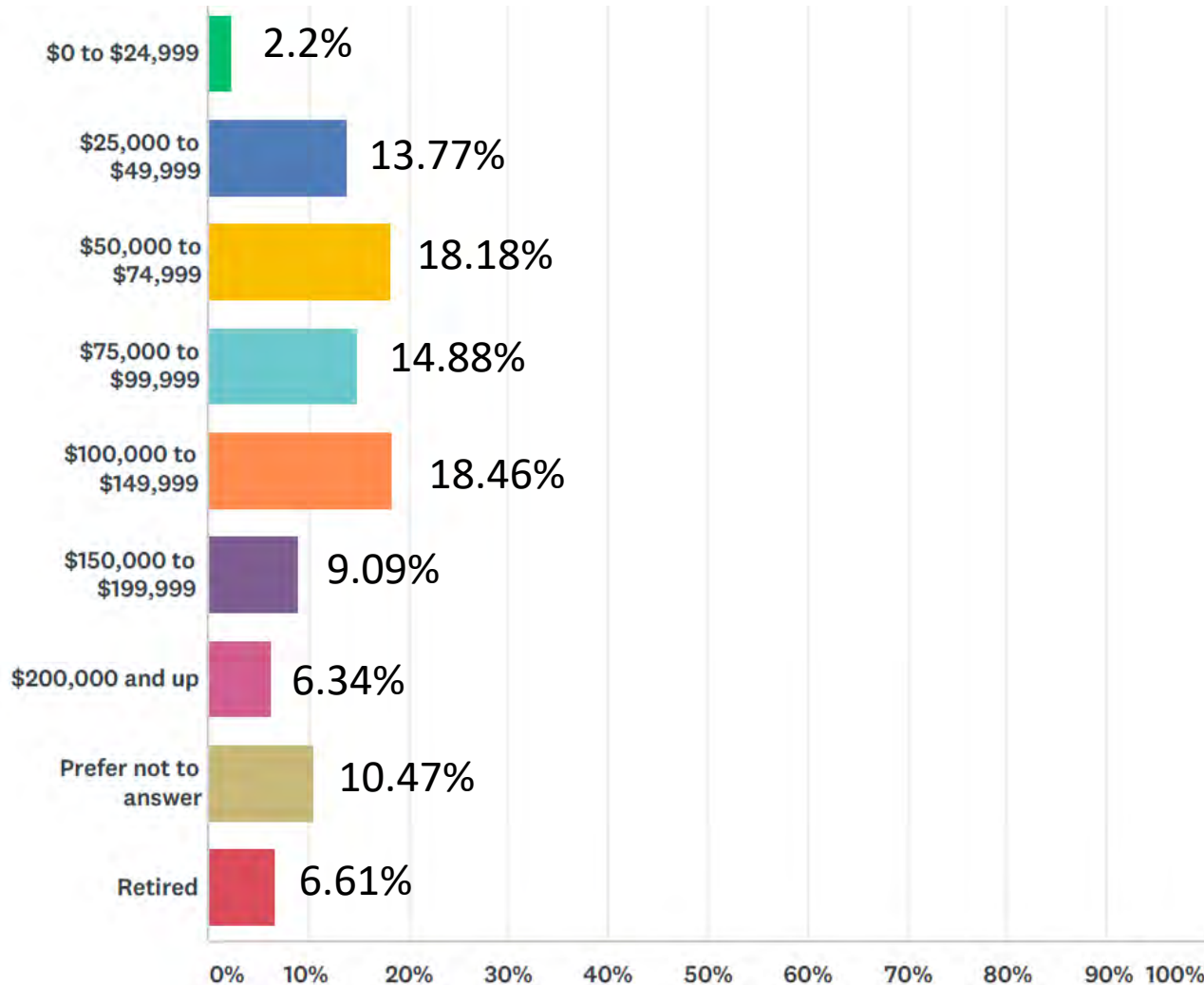


52.3% live in-town

92 % are year-round residents

- of year-round residents, 56% >11 years
- 44 % < 10 years
- A more comprehensive report of the survey results will be provided by PPI.

Q7. What is your household income?



Q8. What do you value most about Waynesville?



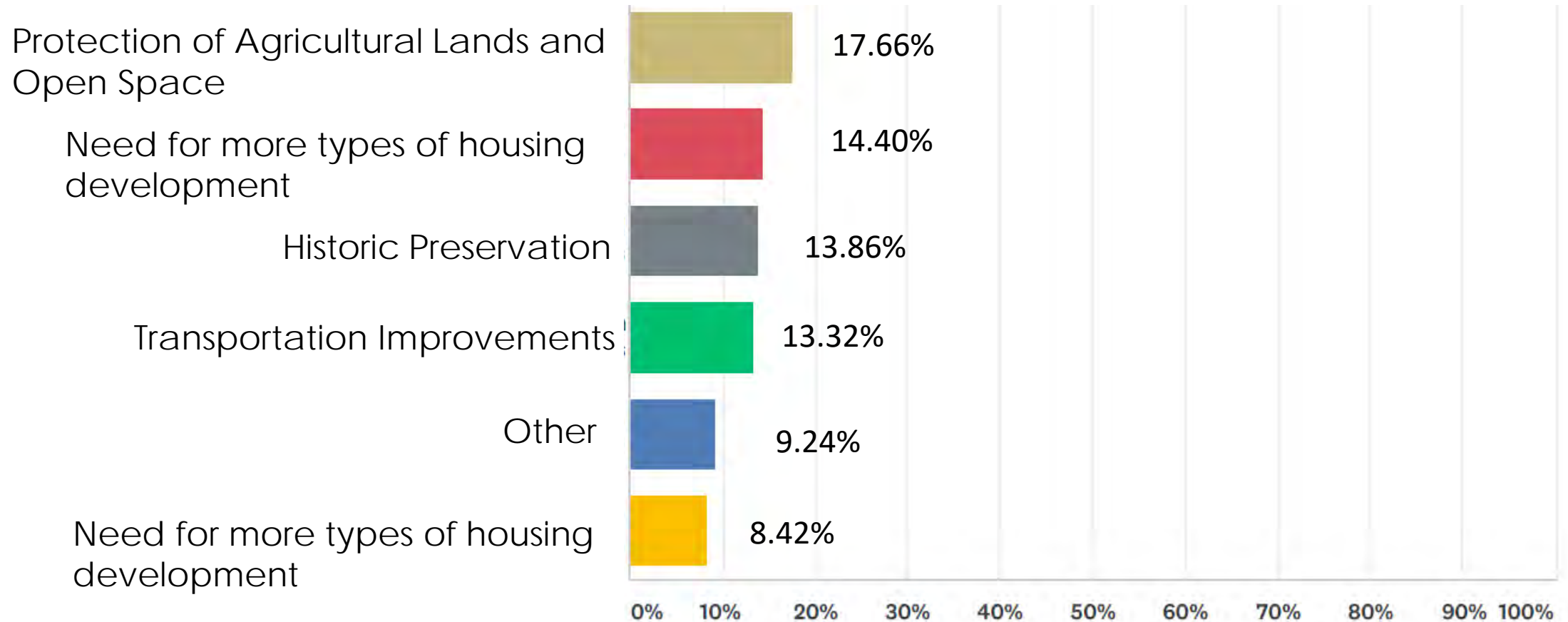
A word cloud of responses to the question 'What do you value most about Waynesville?'. The words are in various shades of blue and green, with some appearing larger and bolder than others. The words include: area, feel, living, value, beauty, close, people, restaurants, small town, friendly, small town feel, businesses, mountains, Main Street, community, great, downtown, sense, community, small town, atmosphere, and small.

area feel living value beauty close people restaurants
small town friendly small town feel
businesses mountains Main Street community great
downtown sense community small town atmosphere small

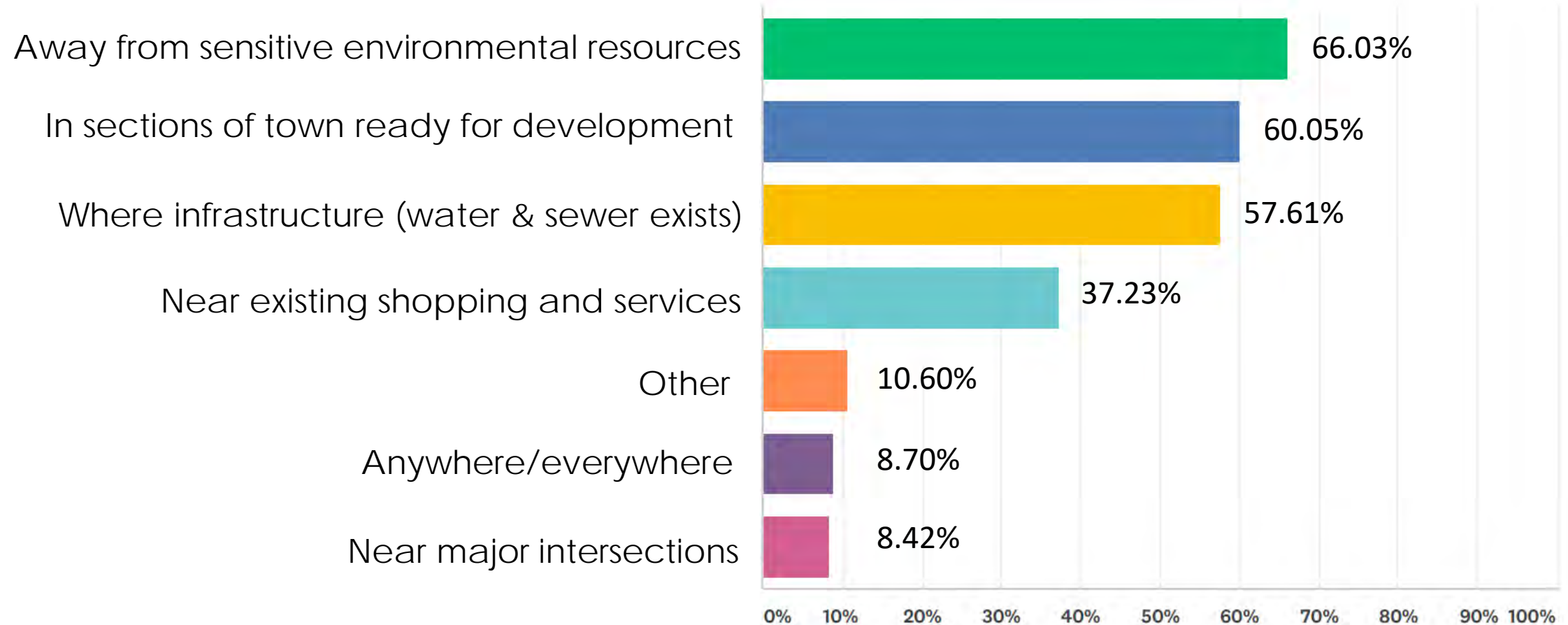
Q9. What is the most pressing issue facing Waynesville?



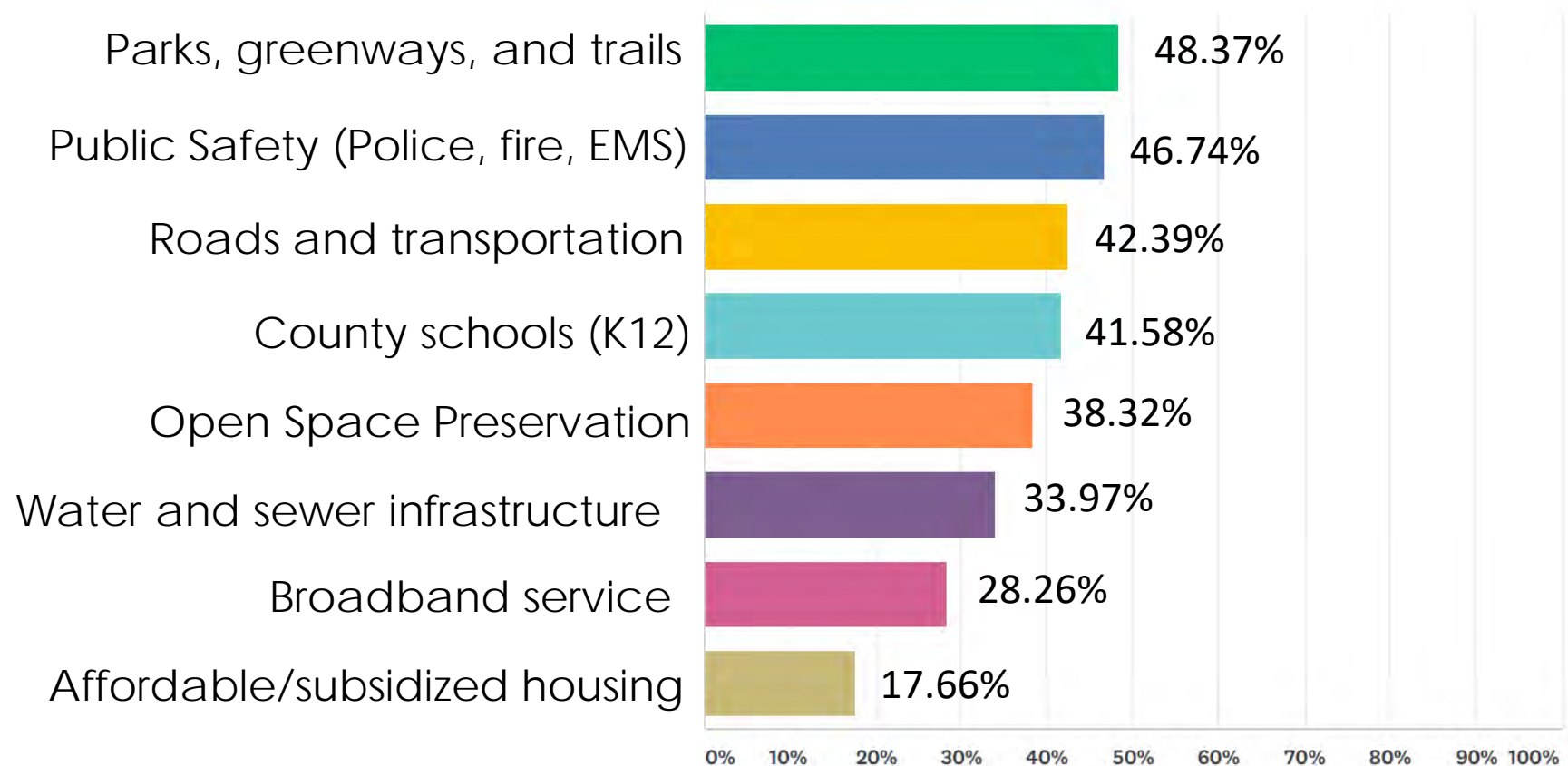
Q9. The most pressing issue facing Waynesville is:



Q10. Residential growth should be focused/encouraged in the following locations:



Q11. All of the publicly provided services or infrastructure are important to quality of life. Pick 3 that are highest priority to you.



Q12. Select your preferred affordable/workforce housing type.

Small single family 68.23%



Townhomes 14.92%



Workforce Housing 10.50%



Apartments 4.14%



Manufactured Home 2.21%



Q13. Select your preferred density/neighborhood development in Waynesville.

Very low density residential



54.25%

Medium Density Residential



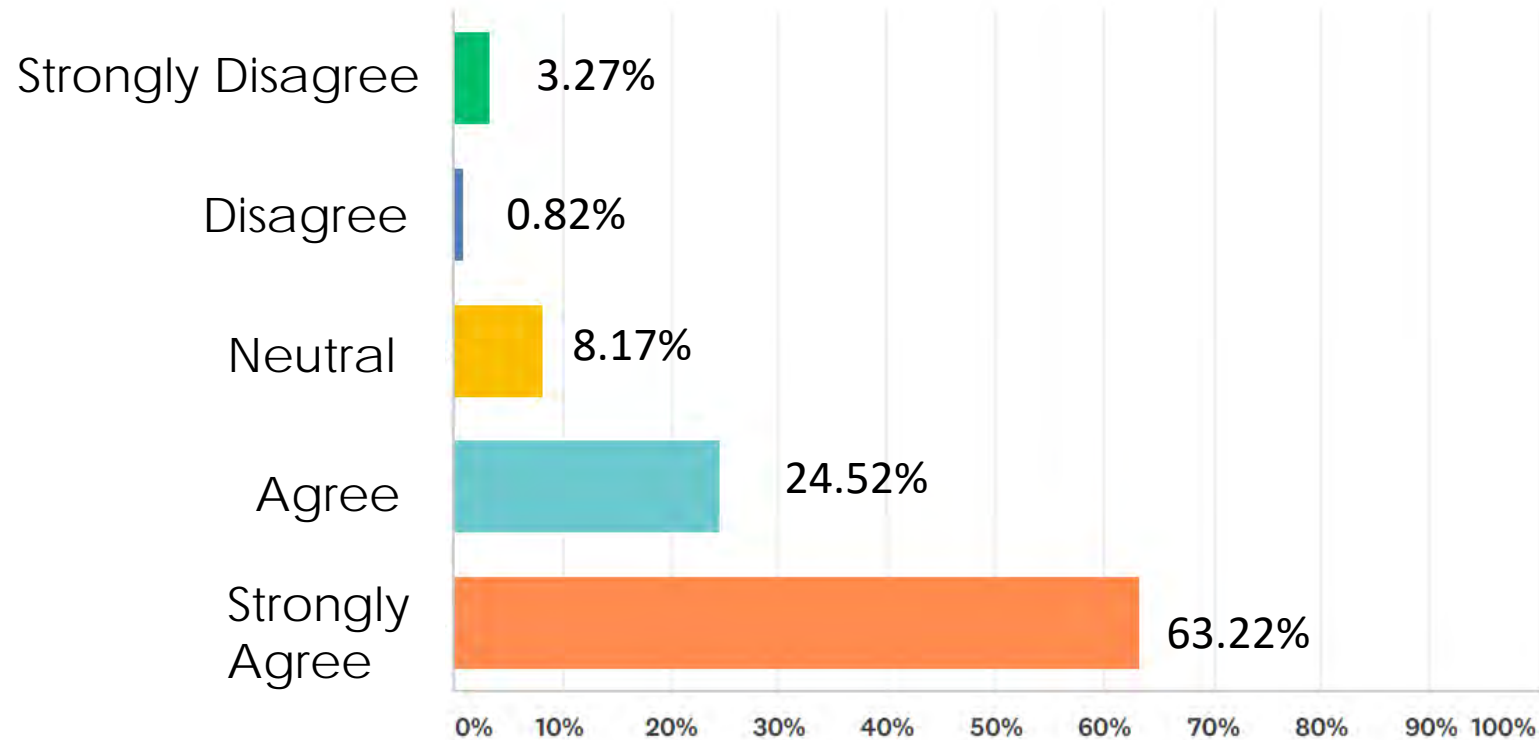
32.33%

Traditional Town Grid

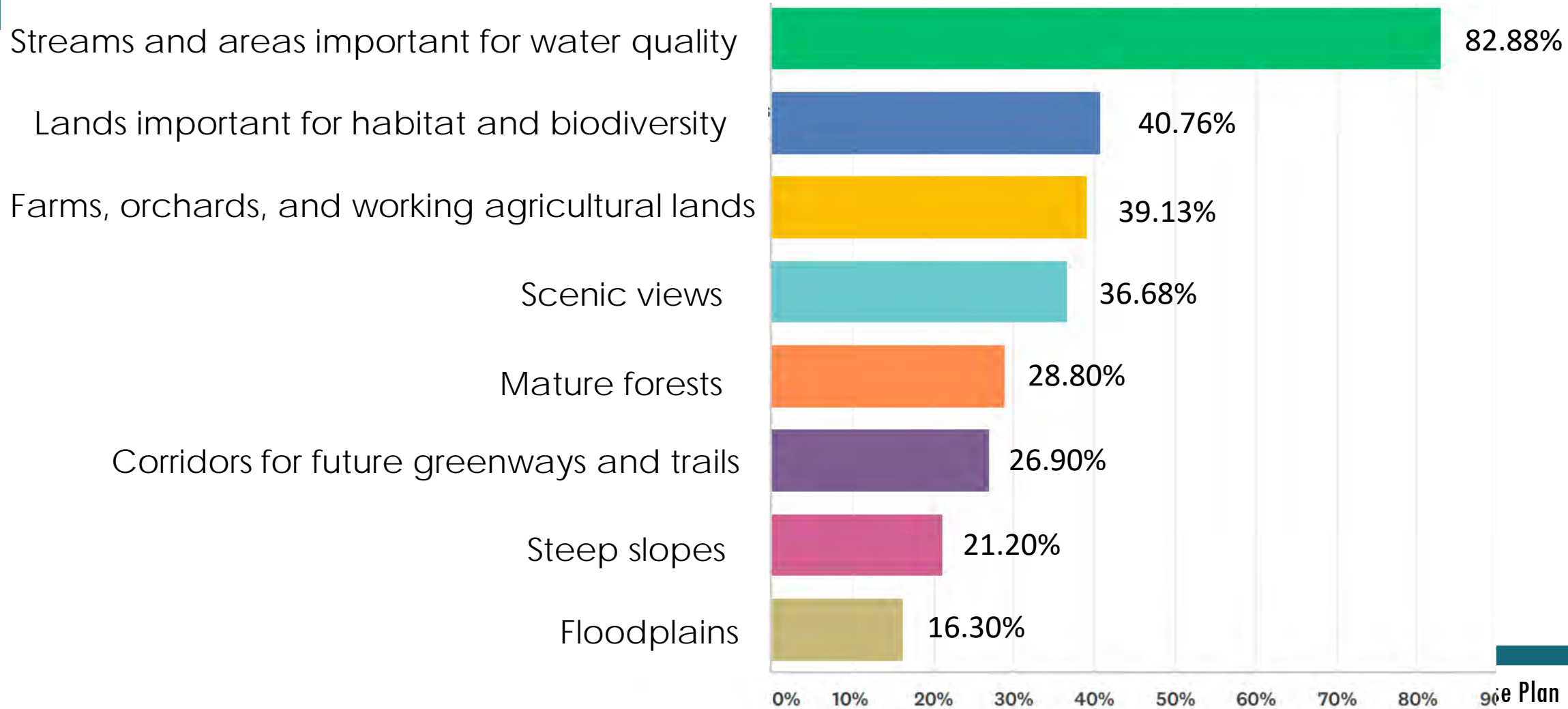


13.42%

Q14. Should sensitive natural areas be protected from development?



Q16. Select up to 3 areas/features you feel Waynesville should consider preserving or conserving for open space.



Q18. Select the type of open space you most want to protect from development.

Stream/River – 33.15%



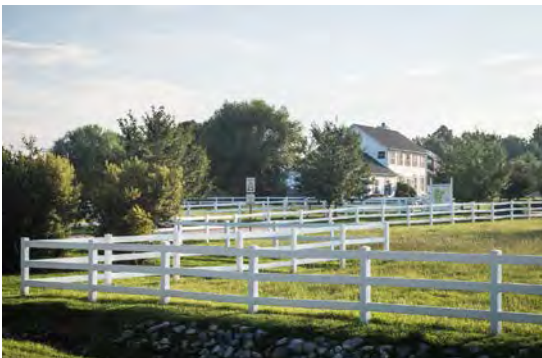
Ridgeline – 26.80%



Woodland – 19.06%



Farmland – 11.05%



Undeveloped land on edge of town – 7.46%



Orchard – 2.49%





Draft Vision & Goals

VISION *from 2020 Land Development Plan*

Waynesville's vision is preserving its heritage and inviting the future through quality planning for living today and tomorrow.

Our mission is to preserve and promote our neighborhoods, open spaces, vistas, natural and cultural resources and historic places. We will achieve this through planning mixed-use developments, aesthetic infrastructure design for economic prosperity, healthy community and family life, education, and the arts for public enjoyment. Waynesville will be regarded as the model town for the twenty-first century.

How did we arrive here?

1

Community issues/goals for identified in December:

- Build from what is good and what is working well
- Identify current and future need
- Meet “triple bottom line” of social, environmental, and economic benefit
- Be true to Waynesville
- Foster community

2

Steering Committee and Stakeholder Input:

- Utility Availability
- Transportation Improvements
- Affordable Housing
- Opposition to Change
- Education/Job Training
- Healthcare Options/Seniors
- Economic Development/Partnerships
- Homelessness and Drug Abuse

3

Results from Public Workshop and Goals Exercise.

Overarching Goal: Be true to Waynesville!

Goal 1: Protect Waynesville's natural and cultural resources.

- Open spaces
- Local landmarks
- Historic neighborhoods
- Gateway to the Smokies
- Iconic views
- Agricultural heritage

Goal 2: Create opportunities for a sustainable economy.

- Tourism
- Strengthen the workforce through community college partnerships
- Ensure access to health and wellness
- Recruit and retain businesses that provide local employment
- Support the maker economy

Goal 3: Create an attractive, healthy community with an interconnected system of greenways, sidewalks, and biking trails.

- Complete the Richland Creek Greenway
- Improve pedestrian infrastructure along Main Street

Goal 4: Promote/encourage smart growth.

- Limit suburban sprawl
- Encourage infill development in existing community.
- Encouraging mixed use, walkable centers

Goal 5: Invest in infrastructure to meet future demand, encourage economic development, broaden career options, and support entrepreneurship.

- High-speed internet, broadband
- Updated utilities
- Cutting-edge technology

Goal 6: Encourage a mix of housing types and lot sizes; providing suitable and affordable housing options for all life stages.



Economic Development Analysis

Who lives in Waynesville?

SMALL TOWN SIMPLICITY

The Small Town Simplicity group makes up 44.3% of Waynesville's population. They are both young families and senior householders that have community ties. They live a down to earth and semirural lifestyle, with television for entertainment and news. Emphasis is on convenience for both young parents and senior citizens. Common hobbies are those such as online computer games, renting movies, indoor gardening, and/or hunting and fishing. Finances are kept simple and debt is avoided—1 in 4 households is below poverty level.

KEY TRAITS:

Median age: 40.8 ~ Median household income: \$31,500 ~ Average household size: 2.26 ~ 67% have high school diploma or some college ~ labor force participation rate lower at 52%

THE NEIGHBORHOOD:

- Small towns or semirural neighborhoods mostly outside of metropolitan areas.
- Homes are a mix of older single-family houses, apartments, and mobile homes. Half of all homes are owner-occupied.
- Median home value is around \$92,300, about half the US median
- Half of householders are aged 55 years or older and households are predominantly single-person.

44.3%

Of Population
in Waynesville



Who lives in Waynesville?

ROOTED RURAL

This group makes up 18.2% of the population in Waynesville. Many residents live in many of the heavily forested regions of the country, this group is heavily concentrated in the Appalachian mountain range as well as in Texas and Arkansas. Nearly 9 of 10 residents are non-Hispanic white. This group enjoys time spent outdoors, hunting, fishing, or working the garden. Family time is also important: time watching TV with a spouse or with pets is spent. These communities are heavily influenced by religious faith, traditional gender roles, and family history. They like to buy American made products.

KEY TRAITS:

Median age: 45.2 ~ Median household income: \$42,300 ~ Average household size: 2.48 ~ Do-it-yourself mentality ~ Thrifty shoppers than use coupons frequently and buy generic goods ~ Far-right political values on religion and marriage

THE NEIGHBORHOOD:

- 80% of homes are owner-occupied and are primarily single family.
- Market is dominated by married couples, few with children
- A high proportion of the housing stock is for seasonal use
- Homes values are very low—almost half of owned homes are valued under \$100,000

18.2%

Of Population
in Waynesville



Who lives in Waynesville?

RURAL RESORT DWELLERS

Rural Resort Dwellers make up 14.2% of the Waynesville population. They are a small market that survived through the Great Recession. Many are located in areas where the change in seasons supports a variety of outdoor activities. Many workers in this group are postponing retirement or returning to work to maintain their current lifestyles. They have simple tastes but are very passionate about their hobbies.

KEY TRAITS:

Median age: 54.1 ~ Average household size: 2.22 ~ close to retirement

THE NEIGHBORHOOD:

- Housing is owner-occupied, single family homes, with some mobile homes
- Strong market for second homes; over half of the housing units are vacant due to a high seasonal vacancy rate.
- 42% of households consist of married couples with no children, 28% of households are single person
- Location with proximity to outdoor activities
- Two-vehicle households

14.2%

Of Population
in Waynesville



Community Assets

- Haywood Community College
 - Incubator
 - Small Business Center
- Successful events that celebrate artists and makers
- Low vacancy rates in downtown – vibrant place for visitors
- New partnership between Haywood County and Asheville's Chamber
- Low unemployment rate



Downtown
Vacancy
Rate: 2%



2.6%

The unemployment rate is lower than the State (5.1%) and Nation (4.7%).

Community Challenges

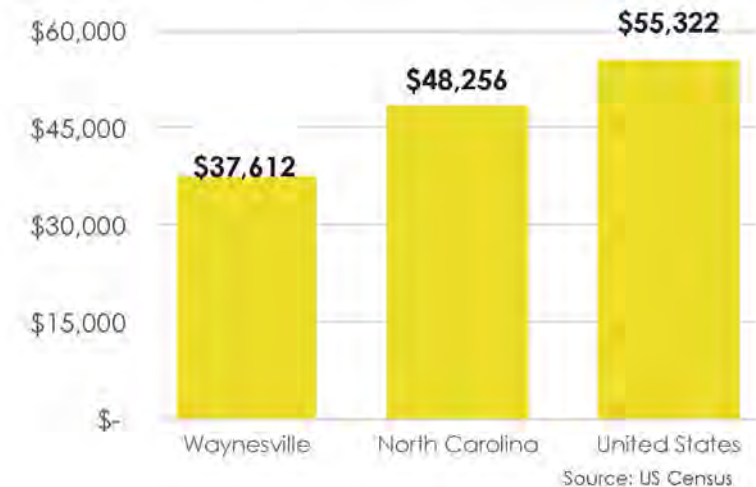
- Low median income/wages
- Aging population
- High poverty rates

EMPLOYMENT BY SECTOR IN 2016



INCOME AND POVERTY

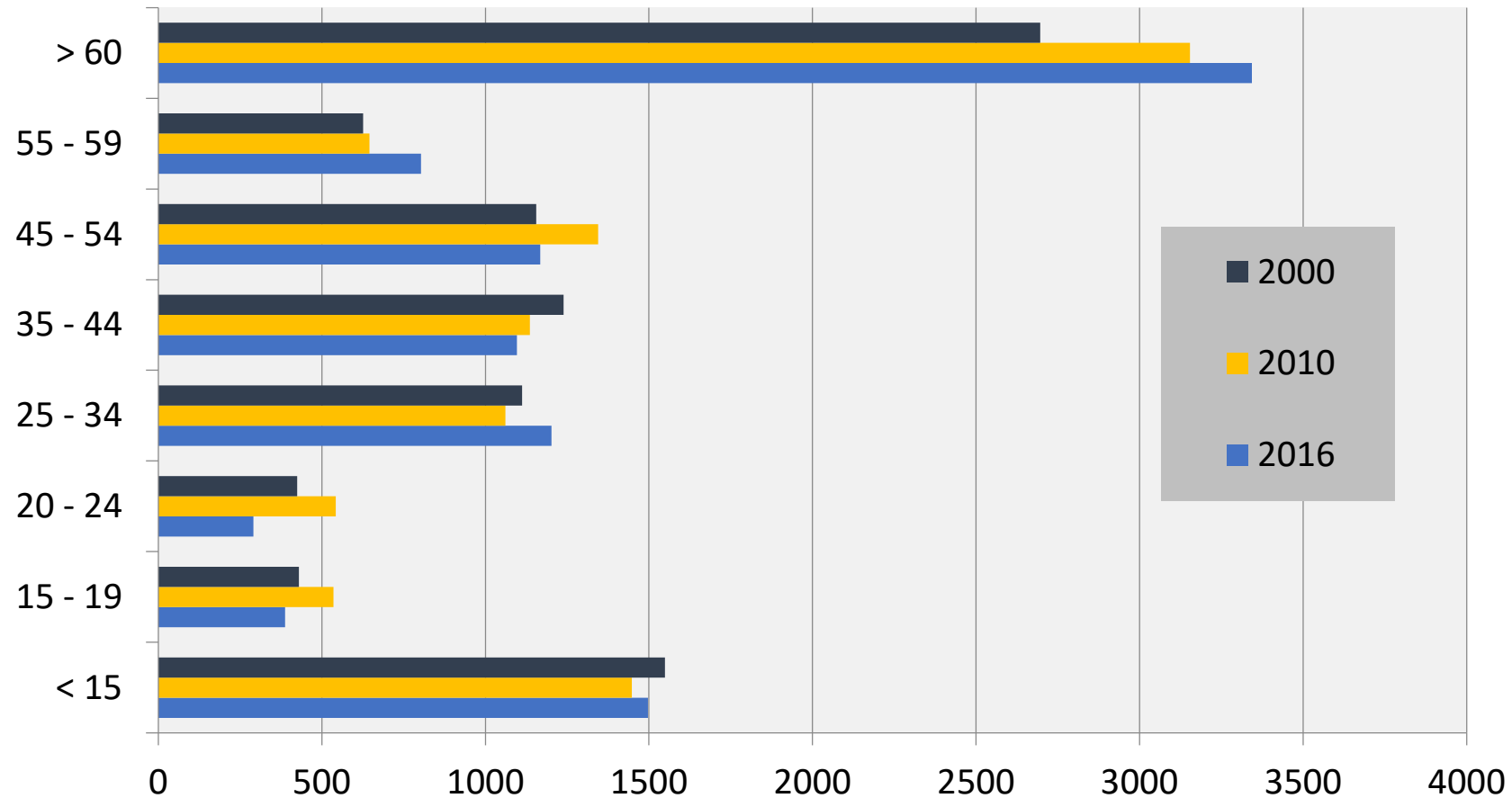
The number of families that fall below the poverty threshold is **18.7%**, well above North Carolina (12.4%) and the United States (11%).



Aging Population

Total Population By Age Cohort Over Time

data source: U.S. Census Bureau



Retail Market Analysis

A retail market analysis is usually completed to identify the types of businesses that could be most successful in an area. In this assessment Leakage (pink text) happens when residents spend money outside their community. Surplus (blue text) occurs when more money is spent in town (by both residents and visitors).



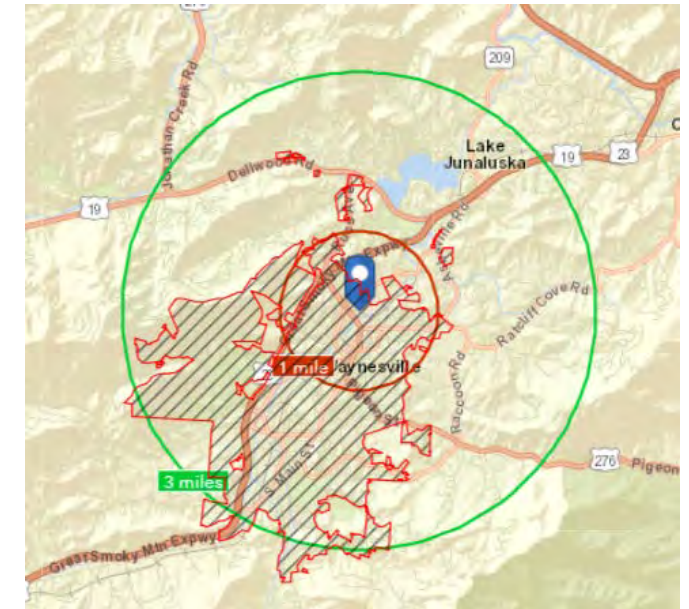
Waynesville Plaza Market Leakage

Primary Trade Area (1 mile)

 \$5.02 million General Merchandise Stores	 \$7.99 million Furniture and Home Stores	 \$21.4 million Food services and drinking places (including restaurants, breweries)
 \$3.5 million Clothing and accessories	 \$47 million Food and beverage stores (including grocery)	 \$3.5 million Building materials, garden equipment, and supply

Secondary Trade Area (3 mile)

 \$69 million General Merchandise Stores	 \$9.7 million Furniture and Home Stores	 \$27 million Food services and drinking places (including restaurants, breweries)
 \$1 million Clothing and accessories	 \$74 million Food and beverage stores (including grocery)	 \$10 million Building materials, garden equipment, and supply

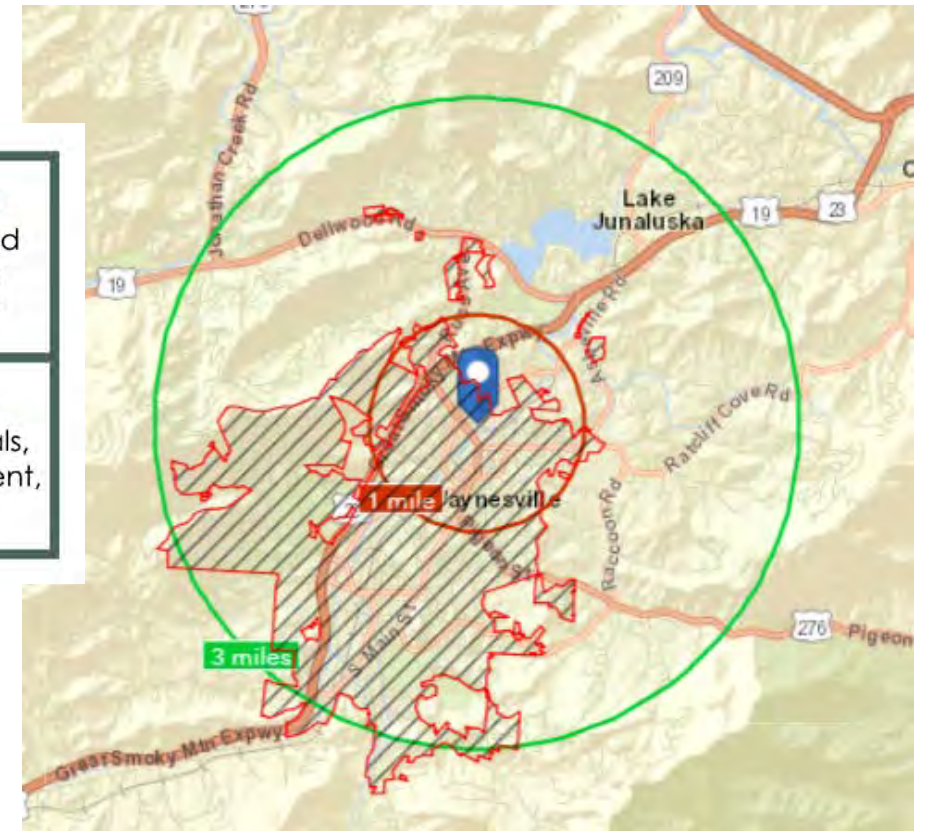


Waynesville Plaza Market Leakage

Primary Trade Area (1 mile)

 \$5.02 million General Merchandise Stores	 \$7.99 million Furniture and Home Stores	 \$21.4 million Food services and drinking places (including restaurants, breweries)
 \$3.5 million Clothing and accessories	 \$47 million Food and beverage stores (including grocery)	 \$3.5 million Building materials, garden equipment, and supply

- Population: 3,570 residents
- Per capita median income of \$34,123

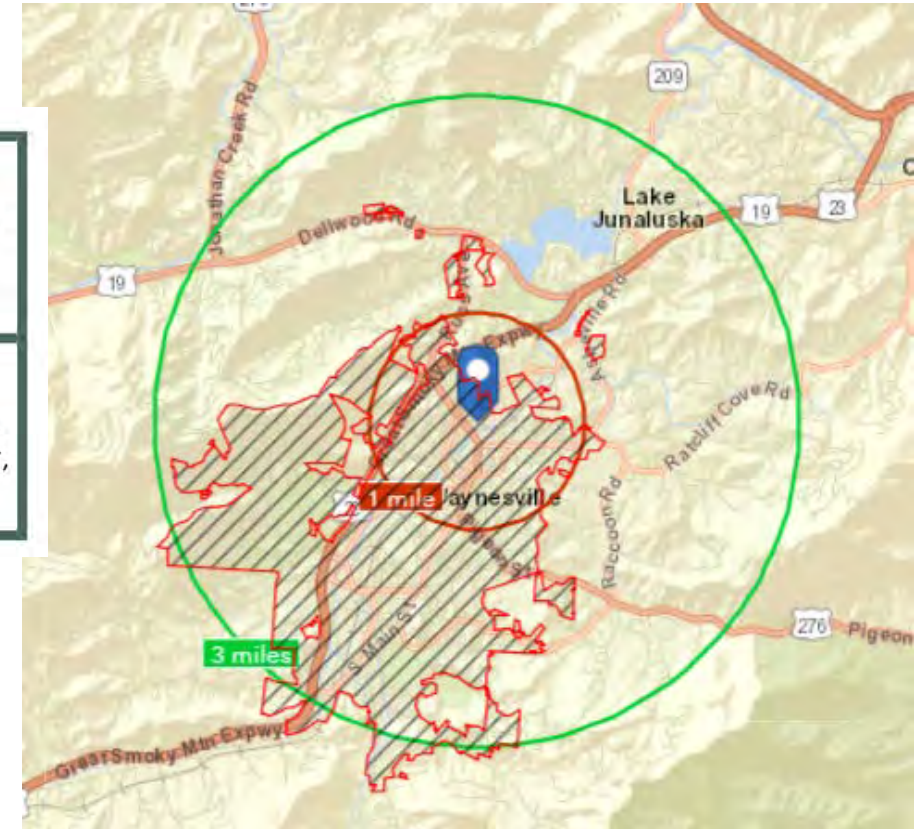


Waynesville Plaza Market Leakage

Secondary Trade Area (3 mile)

 \$69 million General Merchandise Stores	 \$9.7 million Furniture and Home Stores	 \$27 million Food services and drinking places (including restaurants, breweries)
 \$1 million Clothing and accessories	 \$74 million Food and beverage stores (including grocery)	 \$10 million Building materials, garden equipment, and supply

- Population: 16,012 residents
- Per capita median income of \$30,634



Hazelwood Market Leakage

Primary Trade Area (1 mile)

 \$69.9 million General Merchandise Stores	 \$1.7 million Furniture and Home Stores	 \$9.1 million Food services and drinking places (including restaurants, breweries)
 \$0.1 million Clothing and accessories	 \$18.8 million Food and beverage stores (including grocery)	 \$3.1 million Building materials, garden equipment, and supply

Secondary Trade Area (3 miles)

 \$77.1 million General Merchandise Stores	 \$9.2 million Furniture and Home Stores	 \$30.9 million Food services and drinking places (including restaurants, breweries)
 \$2.6 million Clothing and accessories	 \$68.3 million Food and beverage stores (including grocery)	 \$2.2 million Building materials, garden equipment, and supply

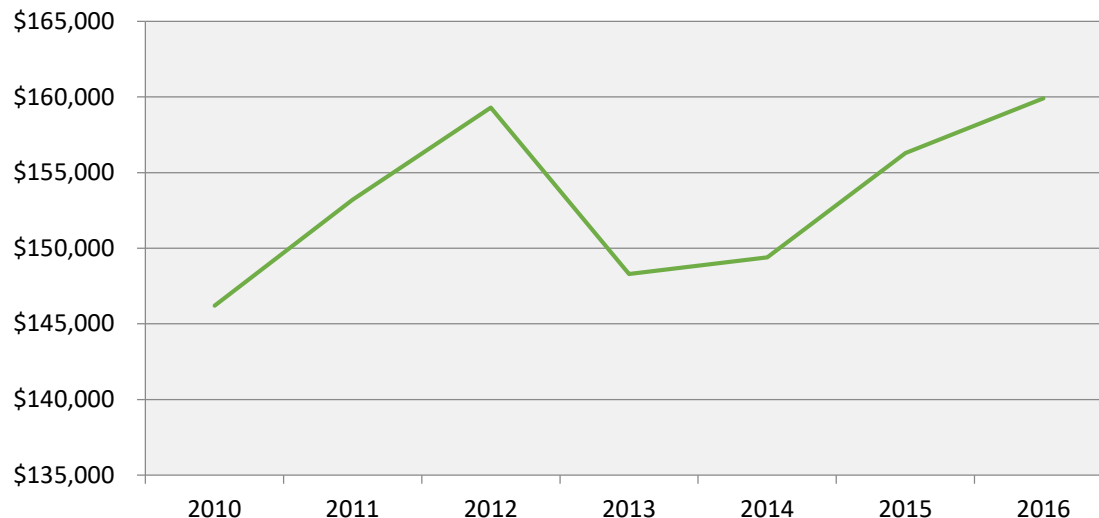


Housing Prices

- Home values have recovered, but housing is still affordable
- Challenge: small amount of available housing stock

Waynesville Median Home Value

data source: U.S. Census Bureau

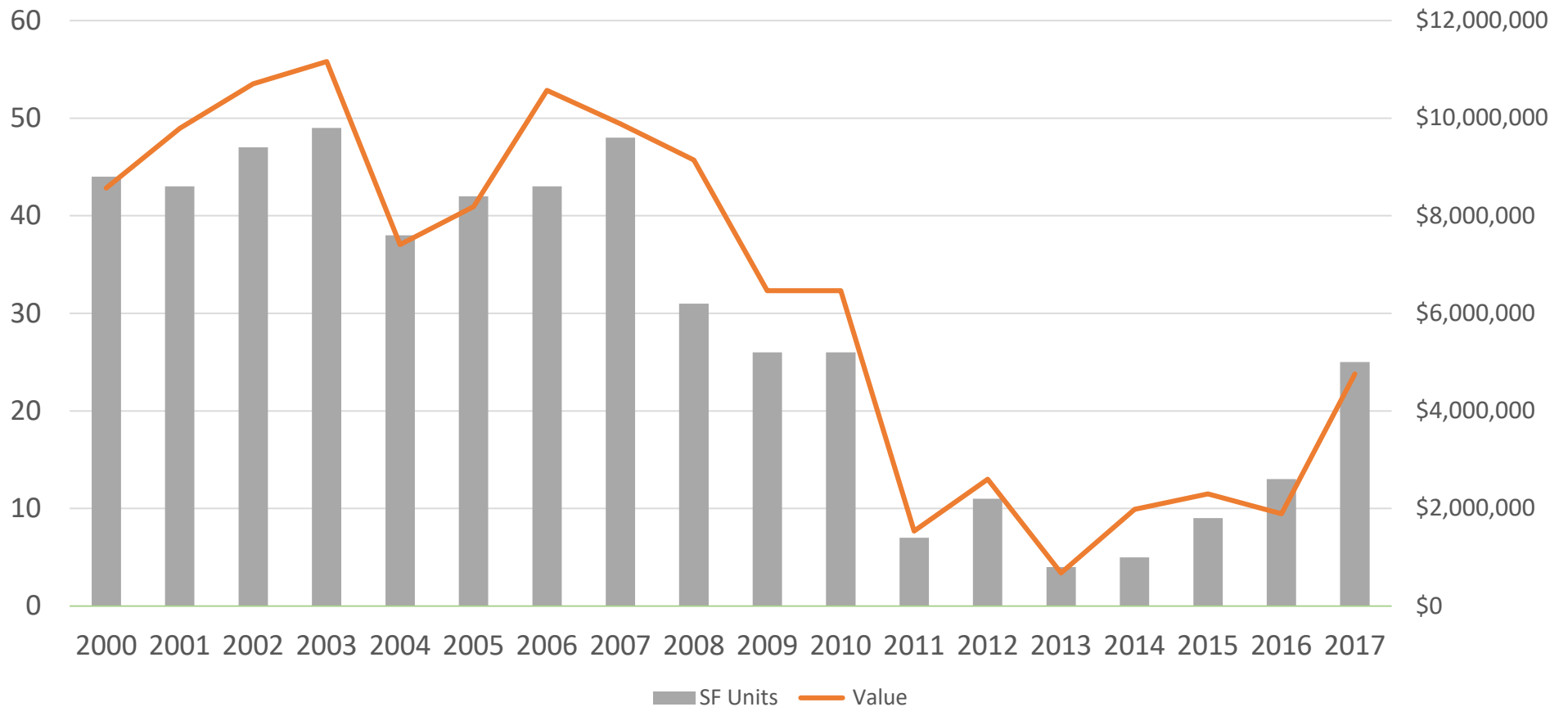


Rental
vacancy rate
is at 3.3%

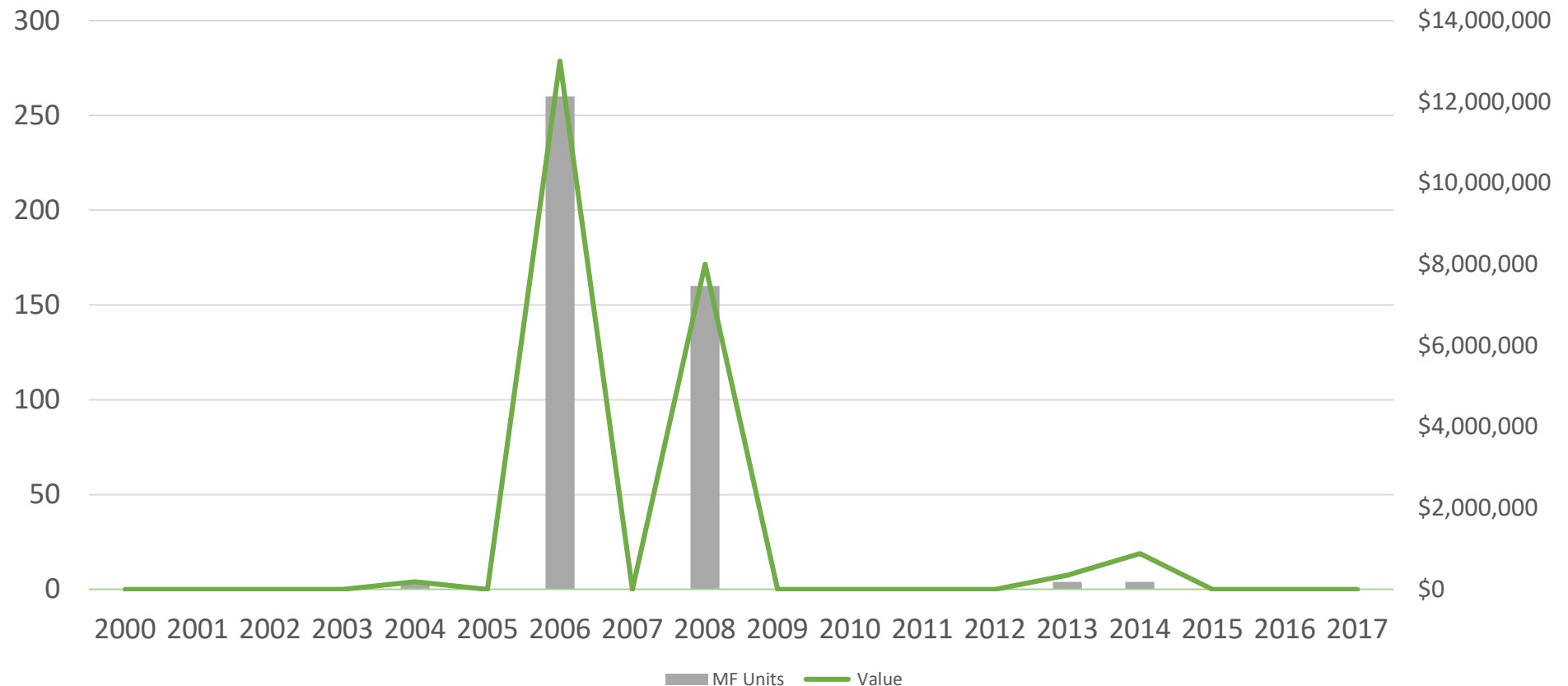
\$159,900
*Median home value in
the Town of Waynesville.*

Median
Rent: 3.3%

Residential Building Permit Activity, *single family*



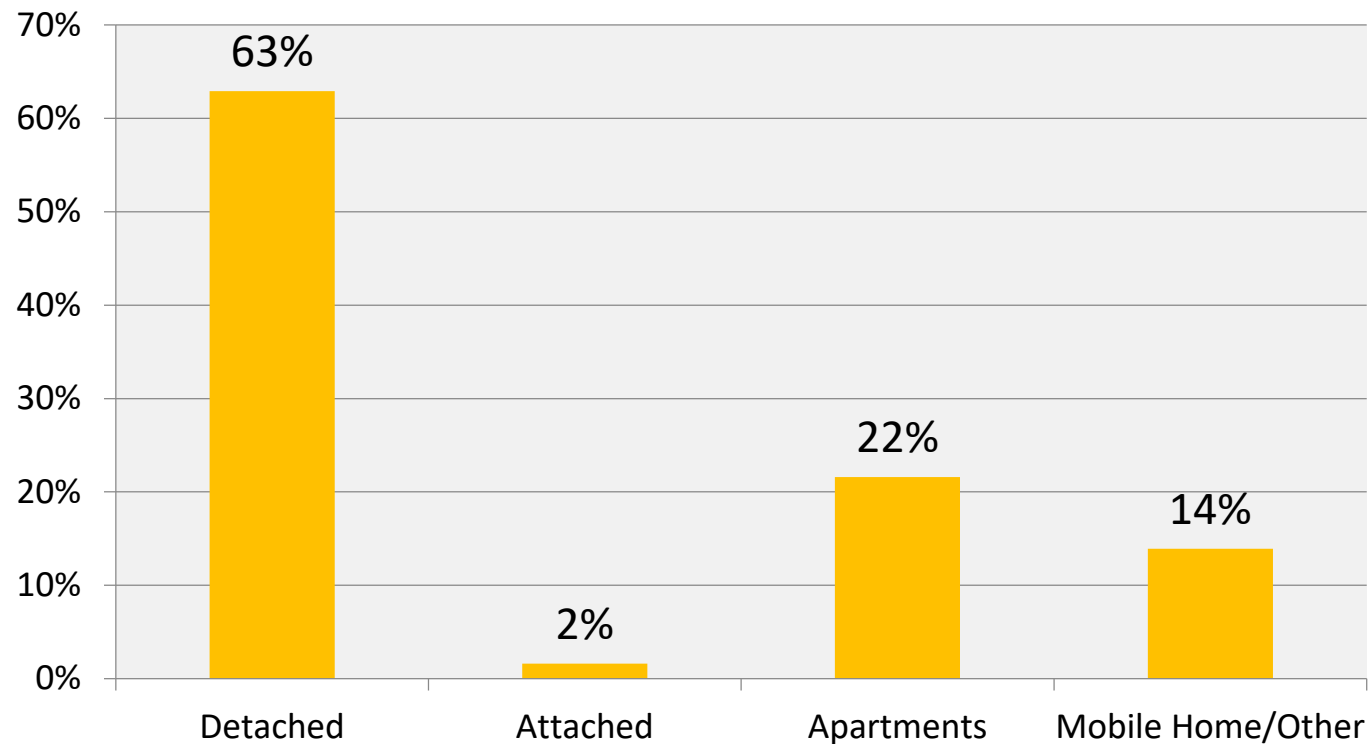
Residential Building Permit Activity, *multi-family*



Housing Characteristics

Percent of Residential Housing Types

data source: 2016 ACS



Total
Housing
Units: 5,895

Only 1% of
Households
have been
built since
2010

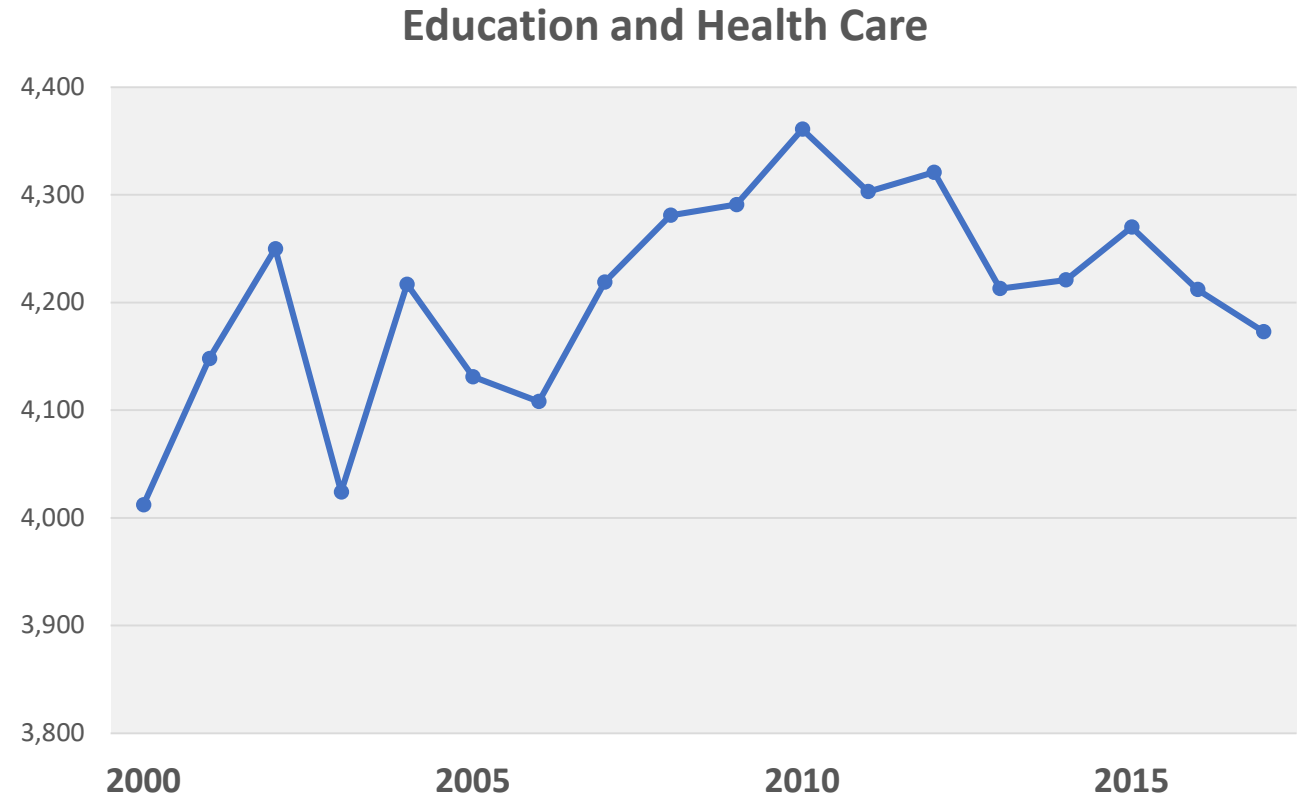
Households
for Seasonal
Use: 588
(2016)

Industries Changing Over Time – Haywood County

This includes:

- Education Services
- Health Care
- Social Assistance

Source: NC Commerce's LEAD, 2016

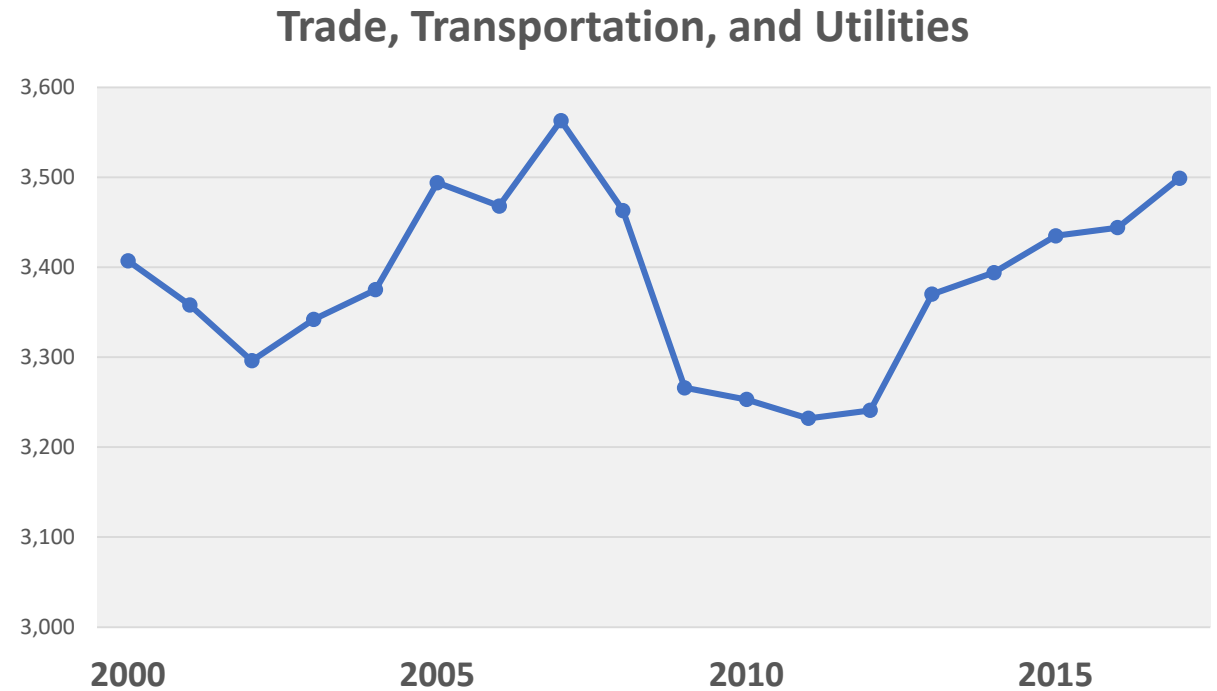


Industries Changing Over Time – Haywood County

This includes:

- Wholesale Trade
- Retail Trade
- Transportation and Warehousing
- Utilities

Source: NC Commerce's LEAD, 2016

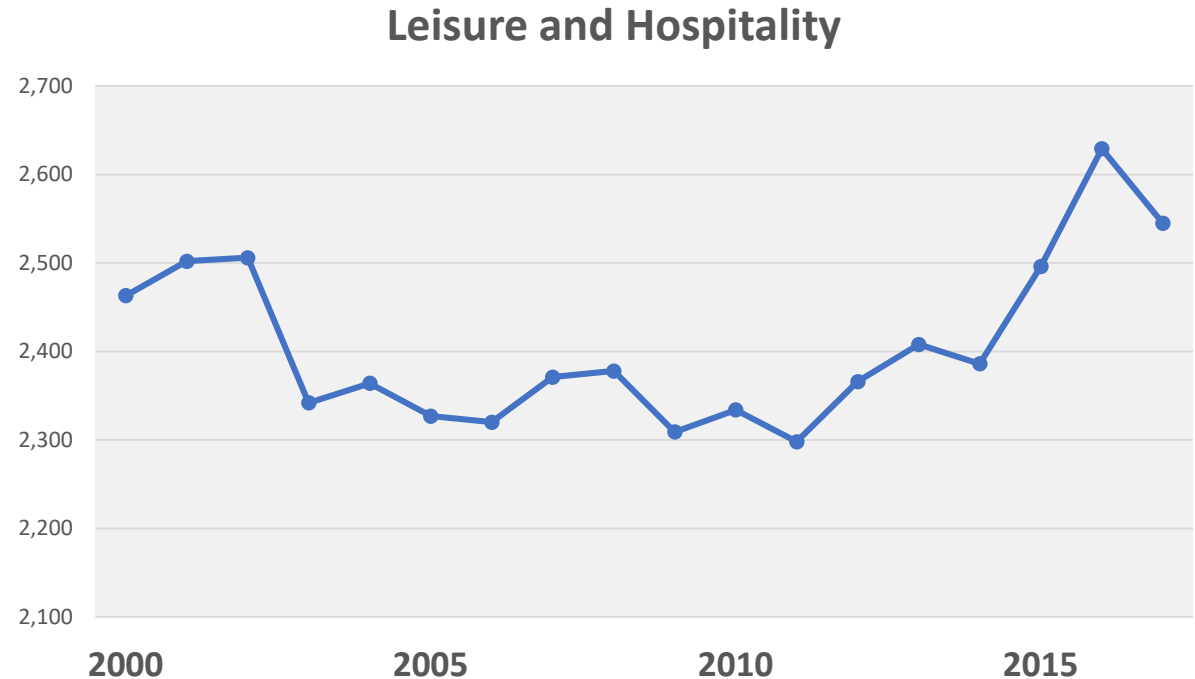


Industries Changing Over Time – Haywood County

This includes:

- Education Services
- Health Care
- Social Assistance

Source: NC Commerce's LEAD, 2016



Industries Expected to Grow

Industry Title	2014 Employ Estimate	2024 Employ Estimate	Net Change	% Change	Annualized Growth Rate	Haywood 2017 Avg weekly earning
Leisure and Hospitality	9,363	10,973	1,610	17.2	1.6	\$312.97
Accommodation and Food Services	7,914	9,411	1,497	18.9	1.7	\$377.22
Food Services and Drinking Places	6,484	7,859	1,375	21.2	1.9	\$293.50
Professional and Business Services	4,707	5,624	917	19.5	1.8	\$886.56
Trade, Transport., and Utilities	10,592	11,420	828	7.8	0.8	\$922.48
Construction	3208	3,902	694	21.6	2.0	\$771.06
Health Care and Social Assistance	8,990	9,673	683	7.6	0.7	\$833.68
Educational Services	7,002	7,527	525	7.5	0.7	\$647.89
Professional, Scientific, and Technical Services	2,525	3,029	504	20.0	1.8	\$886.56

Expand economic development and business opportunities

- Continue to work closely with Haywood County Chamber of Commerce and Asheville Chamber of Commerce to draw new/expanding businesses to Waynesville
 - Promote an open dialogue with those associated with the partnership
 - Develop site selection tool on the County's website for potential new businesses, link to the town website
- Support smaller to mid-size businesses interested in opening in or moving to Waynesville that have higher average wages.
 - Work to attract companies already in Asheville that are looking to open ancillary operations in a slightly less expensive environment
- Support more affordable housing choices for renters

Next Steps

- Finalize objectives
- Begin drafting Plan
- Prepare for Public Workshop #2
- Adoption



Upcoming Meetings

- October 3, 8 AM
- Next?