



The Town of
Weaverville
NORTH CAROLINA

Comprehensive Land Use Plan

Final Draft - December 2012



1.800.650.3925 - www.benchmarkplanning.com

The Town of
Weaverville
NORTH CAROLINA

Table of Contents

1

**SECTION ONE:
INTRODUCTION**

Page 1-1

A

**APPENDIX A:
BACKGROUND
INFORMATION**

Page A-1

2

**SECTION TWO:
VISION & GOALS**

Page 2-1

B

**APPENDIX B:
PUBLIC INPUT
SUMMARY**

Page B-1

3

**SECTION THREE:
IMPLEMENTATION
STRATEGIES**

Page 3-1

C

**APPENDIX C:
ACKNOWLEDGEMENTS**

Page C-1

The Town of
Weaverville
NORTH CAROLINA

1

SECTION ONE: INTRODUCTION

Over the last thirty years, the Town of Weaverville has expanded outward from its original town core as major regional influences, such as the growth of Asheville as a retirement and tourism destination, improvements to the highway system, industrial development, and the expansion of water and sewer infrastructure, directed development activity away from the traditional urban centers of western North Carolina and into the now well-connected fringe areas. In response to these changing growth pressures, the Town developed a Land Use Plan in 1991 that helped shape and direct this new development, which, to this point, has generally followed the basic framework established in that original plan.

As development continued over the past two decades, Town leaders and citizens began to consider the impacts of more specific elements of new growth related to character, traffic impacts, design, density and overall contributions to the existing fabric of the community. In response to demands for higher quality development by its residents, the Town's leaders expanded upon the basic development regulations that were in place, adding new standards to provide greater control of the built environment, while continuing to follow the basic tenets of the 1991 plan.



Figure 1-1: Bird's Eye View of Weaver Boulevard and Interstate 26 from Hamburg Mountain.

In the midst of development pressure unlike anything experienced to that time, the Town developed a new Comprehensive Land Use Plan in 2007. The 2007 plan built upon the basic foundation of the earlier plan, while establishing a new vision and goals for the future development of Weaverville in the face of these new pressures and demands from Town residents to maintain the unique historic small town character that originally led to the attractiveness of Weaverville as a magnet for growth.

Weaverville has shared in western North Carolina's decades of economic growth and prosperity related to tourism, retirement settlement and general expansion of business. At the same time, the town, like the rest of the region, has struggled with the impacts associated with the rapid pace of development activity and population growth. Since 2007, however, significant economic changes have occurred both nationally and throughout the region, particularly in terms of a decline in the housing and construction sector, as well as a continued contraction in the manufacturing sector. And just as it benefitted from the earlier prosperity, Weaverville has experienced the same painful slowdown in growth that has impacted the wider region.



Figure 1-2: Main Street Weaverville.

In response to the changes that have occurred over the past five years, the Town embarked on a process to update the 2007 Comprehensive Land Use Plan. This plan update is intended to serve as both a physical and policy plan to guide the Town in its future decision making concerning land use, development and redevelopment, mobility, infrastructure, economic development, community facilities, parks and recreation, as well as neighborhood and community enhancement for the next 10 years. In addition, the plan also contains updated goals, strategies and policies for implementation.

The Planning Process

The planning process was guided by a Steering Committee, consisting of representatives from the Town Council, Planning and Zoning Board and the Economic Development Commission. The Steering Committee provided direction and feedback to a consulting team from Benchmark, CMR Inc. of Kannapolis, who led the planning process. The development of the plan began in May of 2012 with a meeting between the Steering Committee and the consulting team to establish the framework of the plan and establish the key meeting dates and deadlines for the planning process. With this initial task completed, the consulting team began the process of conducting background research and establishing a public outreach and involvement strategy. In June, the consulting team met again with the Steering Committee to finalize the public outreach and involvement strategy, present initial findings from the background research that had been conducted and set a date for the first public input meeting.

With the public involvement strategy established and the first public meeting

date finalized, the consulting team began assisting the Town with public notification, including updates to the Town website,

PARTICIPATE

The Town of Weaverville
NORTH CAROLINA

COMPREHENSIVE LAND USE PLAN

GET INVOLVED
The steering committee invites you to participate in the photo catalogue over the next month and through the project website. In June, background information will be assembled in preparation for the first public workshop scheduled for July 17th. In addition to the workshop, surveys will be distributed in July as well. Information concerning the project and future meetings will be posted on the project website. The project website is linked on the Town of Weaverville's home page: www.weavervillenc.org

ABOUT THE COMPREHENSIVE LAND USE PLAN
The Town of Weaverville is embarking on a Comprehensive Land Use Plan update that will be completed by the end of the year. The Plan is intended to serve as both a physical and policy plan to guide the Town in its future decision making concerning land use, development and redevelopment, mobility, infrastructure, economic development, community facilities, parks and recreation, as well as neighborhood and community enhancement for the next 20 years. In addition, the Plan will contain realistic goals, strategies and policies for implementation of the Plan. The Plan will provide a focus on community design, land use planning, economics, and citizen participation during the process.

Visit the Town's Home Page for the weblink to the Project Site:
www.weavervillenc.org

**JULY 17
PLANNING
WORKSHOP
(Fire Station)**

HOW YOU CAN HELP
The steering committee would like for residents, business owners, and others to submit photos from around town and the ETJ, identifying neighborhoods, buildings, natural features, streets, and community amenities that are important to the Town and surrounding area.

The purpose of this is to develop a visual catalogue of Weaverville's existing character as a component of the planning process. Show us what is important to you; things that you would like to preserve and things that you would like to change.

Submit your digital photos and comments to weaverville@benchmarkplanning.com.

By submitting a photo you are stating that it is your own original work and you release all copyright for the use of the photo in online and printed publications.

Photographers will not be individually credited for submitted photos. All comments will remain anonymous.

Please submit photos as soon as possible.

JULY 17, 2012

For more information contact:
City Project Lead:
Michael Bissac
Town Manager
mbissac@weavervillenc.org
(828) 843-1116
Consultant Project Lead:
Jason Epley, AICP, CPM
Executive Vice President
jweaverville@benchmarkplanning.com
(800) 600-3925

Figure 1-3: Public Meeting Notice

the establishment of a project website, the publication of an online survey, and email notifications to many of the homeowners

organizations and other groups in Town and the ETJ. Following a significant public outreach effort, the consulting team held its first public input meeting on July 17. At that meeting, attendees were given a presentation on the background research that had been completed and were given the opportunity to provide feedback during a discussion forum that explored a series of questions regarding the future of Weaverville that the consulting team had developed with the assistance of the Steering Committee. The attendees at the first meeting were also given the opportunity to fill out a copy of the same survey that was posted on the project website.

Following the initial public input meeting, the consulting team began the process of collecting and analyzing the results of the input, both from the meeting and from the broader community survey. Utilizing the responses and feedback from the public and the Steering Committee, the team evaluated the Town's previously adopted vision and goal statements and reviewed the recommendations that are contained in the 2007 Comprehensive Land Use Plan. The team

also began the process of developing land use recommendations for specific areas of Town that had been identified as “opportunity sites” because of their potential for future development or redevelopment and identifying new implementation strategies that will help the Town achieve the vision and goals that it has established.

These recommendations were then presented to the Steering Committee, along with the results of the public input meeting and surveys, at a meeting in late August. The Steering Committee provided feedback on the initial recommendations that were used by the consulting team to refine their recommended strategies for inclusion in the first draft of the plan. The first draft was then presented to the Steering Committee in early October for their review prior to a public input meeting on the draft that was held in late October. Following the public review, the consulting team further refined the draft plan update for formal presentation and review by the Planning and Zoning Board. Following a recommendation by the Planning and Zoning Board, the plan was then forwarded to the Town Council for formal public hearing and adoption. The Comprehensive Land Use Plan was adopted on (To be determined).

Next Steps

The most important themes that emerged during the planning process were: maintaining Weaverville’s small town charm, strengthening the downtown, revitalizing legacy commercial development and improving the aesthetic and functional quality of new development. These themes have been incorporated throughout the plan, with recommendations and implementation strategies designed to

support them. While there are a number of short-term and high priority action items recommended in the implementation section of this plan to achieve these primary themes, vision and goals of the plan, the tasks outlined below have been identified as the most important steps to take in the immediate future to begin the process of implementing the plan. It is recommended that these steps be initiated immediately, as they will help to establish the necessary framework for the full implementation of the plan and/or are short-term tasks that have been identified as addressing a critical need that will have a high impact on the Town. The eight key recommendations or next steps are as follows:

LU-1: Adopt the Comprehensive Land Use Plan update and Future Land Use Map as the policy guide for future growth and rezoning decisions.

Priority Level: High Priority

Resources Needed: Policy

Timeframe: Short-term

Responsible Parties: Staff, Planning Board, and Town Council

LU-2: Review the Official Zoning Map and amend as necessary to align the zoning Map with the recommended future land use pattern.

Priority Level: High Priority

Resources Needed: \$

Timeframe: Short-term/Ongoing

Responsible Parties: Staff, Planning Board, and Town Council

D-1: Promote compatible infill development and redevelopment that builds upon the basic architectural styles, building design, façade design, roof form, scale and rhythm by adopting a “pattern book” or design guidelines for new commercial development and redevelopment in the downtown area.

Priority Level: High Priority

Resources Needed: \$\$

Timeframe: Short-term

Responsible Parties: Staff, Consultant, Planning Board, and Town Council

D-4: Consider establishing new off-street parking facilities in critical areas, such as the area near the Buncombe County Library and the Main Street Nature Park on Pine Street.

Priority Level: High Priority

Resources Needed: \$\$\$

Timeframe: Short-term

Responsible Parties: Staff and Town Council

G-3: Incorporate architectural design standards that achieve a consistent, high-quality, development vision for the Town as part of an update to the Zoning Ordinance.

Priority Level: High Priority

Resources Needed: Policy / \$

Timeframe: Short-term

Responsible Parties: Staff, Consultant, Planning Board, and Town Council

G-5: Continue to develop bicycle and pedestrian infrastructure by applying to the NCDOT Division of Bicycle and Pedestrian Transportation for grant funding to complete bicycle and pedestrian plans.

Priority Level: Medium Priority

Resources Needed: \$

Timeframe: Short-term

Responsible Parties: Staff, NCDOT, Consultant, MPO, Planning Board, and Town Council

G-11: Undertake a complete revision of all existing development ordinances (zoning, subdivision, etc.) to modernize the ordinances and incorporate policies that are recommended in the adopted land use plan.

Priority Level: High Priority

Resources Needed: Policy/\$\$

Timeframe: Short-term

Responsible Parties: Staff, Consultant, Planning Board, and Town Council

ED-1: Work with a consultant to develop a branding program for the Town, and implement the program to help define Weaverville’s unique identity.

Priority Level: High Priority

Resources Needed: \$\$

Timeframe: Short-term

Responsible Parties: Staff, Consultant, and Town Council

The Town of
Weaverville
NORTH CAROLINA

2

SECTION TWO: VISION AND GOALS

During a series of workshops and meetings in 2007, Town Council adopted a vision for Weaverville that has since been updated and only slightly modified. The vision statement establishes a framework to guide all of the actions of the Town, and is supported by a series of goals and objectives that outline how the Town intends to achieve this desired future vision. Today, that same vision statement, as indicated through the community surveys, public meetings and guidance by the steering committee through this planning process, continues to resonate throughout the community with the preponderance of the survey results and public meeting input reinforcing the existing Town Vision Statement. The results of the public input are detailed in Appendix B.

Given the broad support and affirmation of the Town's current vision and goals, the recommendations of the plan update have been formed around this framework to support the future development objectives that have been previously established by the Town. The recommendations set forth in this plan are intended to guide the Town toward achieving this vision over both the short and long term, with a theoretical timeframe of 10 years from the date of the adoption of the plan update. This future vision for the Town and the supporting goals and objectives are outlined below.

Vision Statement

Weaverville will maintain its small town and neighborly atmosphere while actively managing the growth that is inevitable near a larger city. Weaverville will maintain as a distinctive Town with a vital Main Street as its focus. The town will be attractive to both young and old with a wide range of housing choices at a variety of prices. Neighborhood and business areas are key building blocks of our community. We will reserve areas for both types of uses while buffering each from the other. We seek an attractive town that is well landscaped and accessible to pedestrians. We will create a favorable atmosphere for the right type of business and industry, those that are clean and provide a good living for our residents. The services expected from the Town are sidewalks, parks, green spaces, and well run utility and emergency services. To develop this vision we intend to assertively use zoning, subdivision regulations, extraterritorial planning authority and annexation.

Goals and Objectives

The goals and objectives of the Town communicate what the Town hopes to achieve in alignment with the vision statement. The goals describe specific declarations that form the policies of the Town that are desired to be achieved in implementing the vision. The strategic goals and objectives established by Town Council to that end are stated below.

Strategic Goal #1

To provide for orderly government and the provision of high quality services.

Objective A: Responsible management of financial services.

Objective B: Ensure delivery of services through adequate facilities and equipment.

Objective C: Retain trained, competent and motivated staff.

Objective D: Conduct Town business in a transparent and accessible manner.

Strategic Goal: #2

Promote the stability of existing residential neighborhoods while fostering a diversity of housing opportunities.

Objective A: Ensure that the Comprehensive Land Use Plan is updated on a regular basis.

Objective B: Ensure that the zoning and subdivision ordinances allow for a desirable variety of housing opportunities.

Objective C: Maintain existing infrastructure and plan for future expansion.

Strategic Goal: #3

Promote diverse economic development in keeping with the Town's residential character and the environment.

Objective A: Maintain and encourage a vibrant Central Business District

Objective B: Maintain and expand existing diversity of low-impact light industry.

Objective C: Encourage beneficial, new economic investment for development and redevelopment.

Objective D: Execute the comprehensive economic development program.

Strategic Goal: #4

Provide, support and encourage a high quality of life for the Town of Weaverville.

Objective A: Promote and encourage community events.

Objective B: Maximize existing resources to maintain recreational facilities and encourage their use.

Objective C: Plan for future resources to accommodate regional programs.

Objective D: Plan for and maintain walkable community.

The Town of
Weaverville
NORTH CAROLINA

3

SECTION THREE: IMPLEMENTATION STRATEGIES

In support of the Town's overall vision and strategic goals, specific implementation strategies were developed as part of the land use plan update, providing clear direction on how to achieve objectives, implement strategic goals and ultimately fulfill the Town's vision. The land use plan implementation strategies are categorized into four primary areas as follows:

- Future Land Use Pattern
- Opportunity Sites
- Growth Management, Infrastructure, and Development Policies and Improvements
- Economic Development Opportunities

FUTURE LAND USE PATTERN

The future land use pattern, as expressed through the Future Land Use Map (Figure 3-6), establishes the aspirational spatial distribution of land uses throughout the Town and its extraterritorial jurisdiction (ETJ) as defined by the following broad categories:

- Downtown Core 
- Residential 
- Commercial 
- Industrial 
- Rural 

Each of these broad land use categories were assigned to the Future Land Use Map based on an analysis of existing development patterns, physical development constraints, an analysis of development opportunities, input from the Steering Committee and the public, and best land use practices based on the experience of the consulting team. These broad categories were established to provide general guidance to elected and appointed officials, Town staff, property owners and developers as they make decisions regarding future changes in zoning, development proposals and infrastructure investments. These categories should be seen as general in nature, and not purely exclusive of land uses that do not "fit" within the stated land use classification. For instance, while not "residential," a church or school is often appropriate for inclusion in a residentially designated area, while a convenience store

may be appropriate for a crossroads in a “rural” area. These land use classifications are intended to give the Town a broad outline of the general location and intensity of land use in the furtherance of its vision and goals, and because of the fluid nature of development, the map should be reviewed and updated periodically to ensure that changes in infrastructure capacity, community needs and other relevant factors are accounted for as time passes.

When reviewing the map, you will see that there are gaps between defined areas, and that the defined areas do not necessarily follow property boundaries. This is purposeful given the uncertainties that exist “on the ground” that cannot be accounted for, and in recognition of the need for flexibility. And so, the boundaries and gaps should be viewed as flexible rather than strict “lines in the sand”, and the final

decisions on transitional land use types in these areas should be left to the good judgment of the appointed and elected officials that are charged with establishing development policy and regulations in the Town.

The following are general descriptions of the five broad land use categories established above, that are shown on the Future Land Use Map.

Downtown Core

This land use classification represents the original core of the town, including the central business district and adjacent residential neighborhoods and transitional areas. This area is bisected by Main Street and is the physical manifestation of the town’s vision of its small town charm. A variety of businesses and uses exists within this area to serve the community, while at the same time drawing a larger audience, including a large number of tourists. In the downtown core, restaurants, retail establishments, service establishments, specialty stores, civic, and institutional uses are woven together - forming a charming fabric of historic buildings, active streets and a welcoming pedestrian atmosphere. This core commercial area is surrounded by the core residential areas that are the backbone of the Town’s historic small town neighborhood charm, with residential structures in this area representing a diverse mix of time periods and architectural types.

Residential

Surrounding the downtown core are primarily single family residential neighborhoods, that contain beautiful historic bungalows and arts



Figure 3-1: Downtown Weaverville / Main Street

and crafts style homes. Scattered within these areas are several historic churches and new residential construction that displays the inherent qualities of the historic building elements of the surrounding historic residences.. Moving outward from the core and the long-established residential neighborhoods, mid-century residential developments contain ranch style homes that were developed during the 1950s through the 1970s. Since the 1970s, apartments, condominiums and larger single family homes have been established throughout the Town's jurisdiction in new development areas. Other residential areas include the golf course development and more dense residential developments such as Hamburg Crossing and Creekside Village. Future residential areas are identified on the Future Land Use Map in areas that support and expand upon the existing residential areas

described above. The character of the residential areas, setbacks and building styles should be respected as new infill residential development is established in future years.

Commercial

This land use classification is intended to delineate and reinforce the existing general commercial land use patterns that exist in the Town's principal commercial areas. The Town's three primary commercial areas, in addition to the downtown area, are shown on the Future Land Use Map. These areas are East Weaver Boulevard, West Weaver Boulevard and North Main Street. East Weaver Boulevard contains a mix of legacy shopping centers, auto-oriented service uses (banks, fast food, gas stations etc.), as well as some newer commercial centers that



Figure 3-2: Neighborhood Residential Street



Figure 3-3: Weaver Village Development

have been developed more recently. West Weaver Boulevard is home to newer “big box” style commercial development, with regional retail establishments that are dependent on their proximity to an interstate exit for their customer base. The North Main Street commercial area, like East Weaver Boulevard, has a mix of older and newer commercial development, but at a much smaller scale. These three primary commercial areas in Town serve different roles in the community, with West Weaver Boulevard serving the regional retail role, East Weaver Boulevard serving a mix of local and, to a lesser extent regional retail role (with a focus on transient consumers), and the North Main Street area serving a primarily local retail role, with smaller scale commercial establishments that have a smaller, or specialized, customer base.

Industrial

Land designated for industrial land use is focused primarily on those areas that have already been developed for that purpose. As economic changes bring transition in the manufacturing economy, the Town should implement land use policies that are intended to strengthen and support the continued use of these areas for industrial

purposes. Large scale development sites such as these are scarce, and so these valuable assets need to be protected to ensure that they present viable opportunities for continued use as industrial sites. Given the lack of separation from adjacent development afforded by the designated industrial sites within the Town’s jurisdiction, the focus on future industrial development and redevelopment should be directed toward recruiting and retaining light industrial uses with few, if any, external environmental impacts.

Rural

Areas designated as rural on the Future Land Use Map are generally those areas that lie outside of the Town’s core, and which are typified by low to very-low density development at the present time. These



Figure 3-4: Balcrank Products located on Reems Creek Road



Figure 3-5: View from Stoney Knob Road

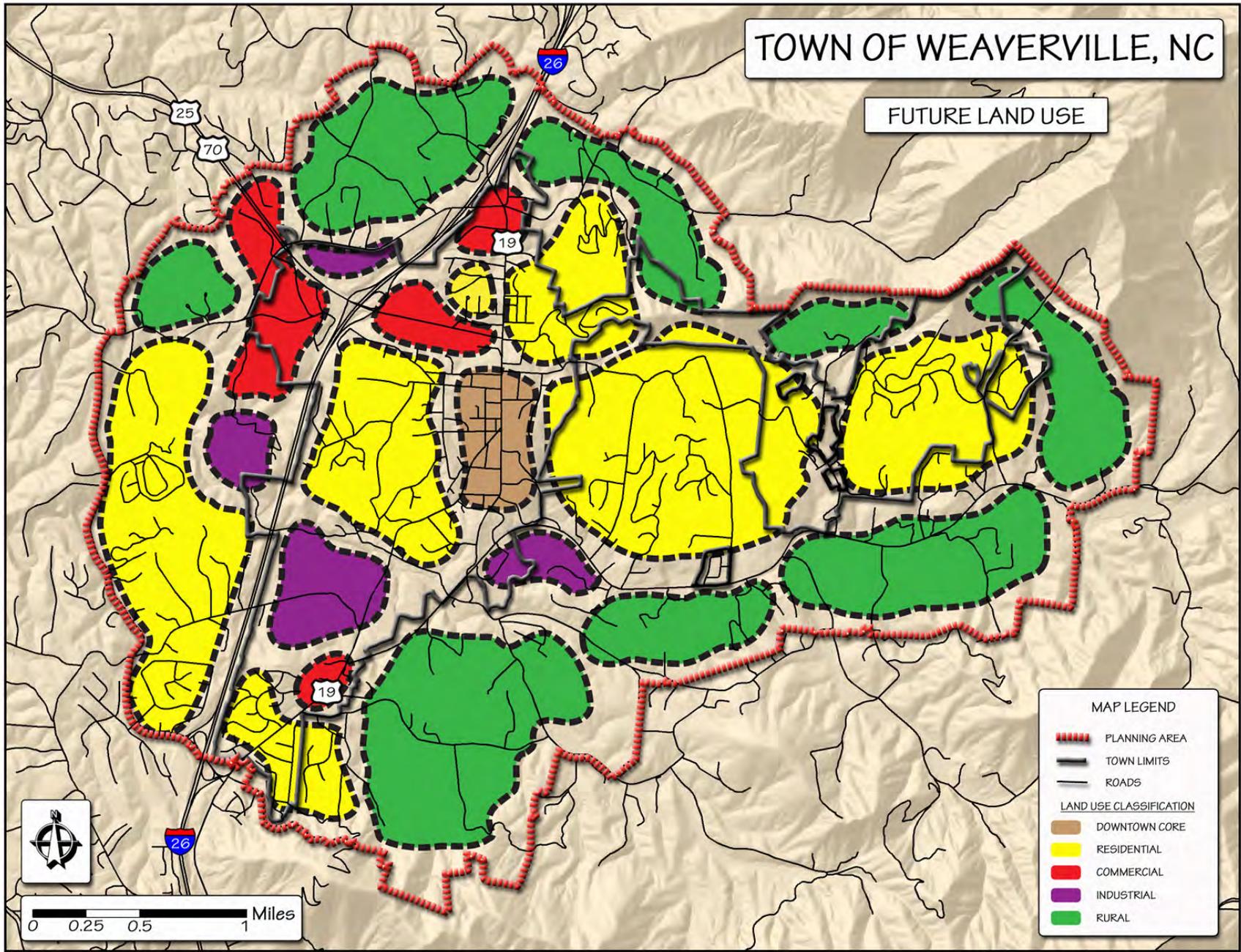


Figure 3-6: Future Land Use Map

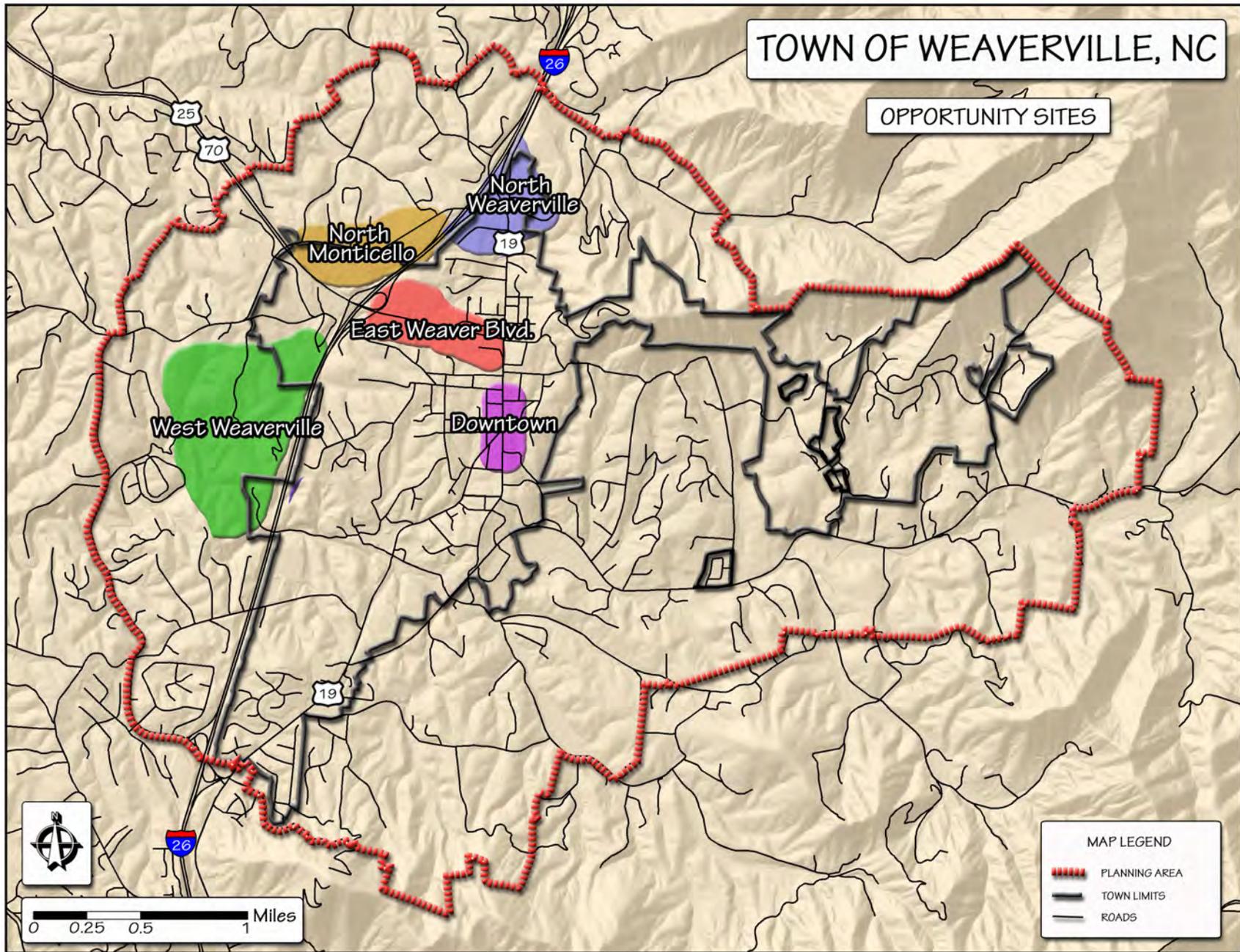


Figure 3-7: Opportunity Sites

areas do not generally have access to water and wastewater infrastructure, are located along transportation routes with limited capacity or connectivity to the rest of Town, are used for agricultural purposes or have other development constraints that would impede their development. By taking the development focus away from these “greenfield” sites, the Town can better encourage infill development in those areas that already have access to the necessary infrastructure, thereby strengthening the developed core of the Town while maintaining a rural transitional area at the edges of its jurisdiction.

OPPORTUNITY SITES

In addition to the broad future land use patterns, specific areas of opportunity (Figure 3-7) were identified during the planning process and public meetings. The areas included the following:

- Downtown
- East Weaver Boulevard
- North Weaverville

- West Weaverville
- North Monticello Road

Downtown

Downtown Weaverville is the heart of the Town, both literally and figuratively. Throughout the planning process, downtown was consistently identified as both a place to protect and enhance. Its unique architecture, thriving businesses, and small town character and charm are the primary contributing factors for Weaverville’s success as a tourist destination. As such, it deserves protection, especially given the irreplaceable nature of this asset. The recommendations for this area were designed to ensure that the best qualities of downtown are preserved and repeated as thematic elements as redevelopment and infill growth occur. By preserving what exists and building upon the strong foundation of the downtown core, the Town can experience responsible, compatible infill development and redevelopment that enhances existing assets, bringing additional commercial and tourism opportunities to this vital area.

As infill development occurs on vacant sites and incompatible structures are redeveloped, it will be important for the Town to ensure that what is proposed matches the basic architectural styles of the historic downtown buildings, including façade design, roof form, scale and rhythm. To demonstrate how compatible infill development could occur, a conceptual photo illustration of a proposed development on the Town-owned parking lot on Main Street was prepared (Figure 3-9). As the illustration demonstrates, appropriately scaled buildings that are reflective of the historic character of the structures on the west side of Main Street fit well within the context of downtown. This type of site design could be repeated on other vacant, underutilized or incompatibly developed sites throughout downtown. In order to help achieve this goal, the Town should commission a consulting firm to develop a pattern book for new commercial development and redevelopment in the downtown area. Adopting design guidelines will allow for an objective assessment of development proposals in this important area, while ensuring that wholly incompatible architectural styles and site designs are eliminated as possibilities.

This is a conceptual illustration of compatible infill development along Main Street. Design Guidelines can encourage new development that enhances existing characteristics downtown.



Figure 3-8: Existing Conditions - Main Street



Figure 3-9: Photo Illustration of Improvements

Downtown parking is always a contentious issue, and parking in downtown Weaverville is no exception to this rule. The need to provide adequate parking is vital to the success of downtown businesses, especially in tourism oriented destinations such as Weaverville. Among the solutions that have been identified through the planning process to enhance parking availability is the use of lower level, podium style parking for redevelopment and infill development sites along the east side of Main Street. The drop in grade from street level provides the opportunity to utilize the depth of the lot for structures with parking underneath, potentially solving the problem of surface parking lost to future development; possibly even expanding parking by utilizing land area that was previously occupied by



Figure 3-10: Public Library - Main Street

building footprints where parking is able to be tucked under the building envelope.

During the planning process, the need for additional public parking was identified in the vicinity of the public library and Town park near the intersection of Main Street and Pine Street. It is recommended that the Town and County jointly pursue a feasibility study of developing a new public parking lot in this area, which would provide much needed parking for the library and the park, both of which are key downtown assets that have the potential to generate heavy parking demand at certain times.

In addition to expanding the amount of parking infrastructure, another potential solution to the need to provide additional downtown parking would be to arrange for parking easements or other types of agreements for the use of the parking lots owned by downtown churches during the week and on Saturdays when activities at the churches don't regularly require heavy use of the lots. While the adequacy of parking supply is important, it is also necessary to ensure that the location of public parking



Figure 3-11: Downtown On-Street Parking

is easily identifiable, particularly for out of town visitors. Enhanced signage, including additional wayfinding signs should be added to ensure that tourists can easily navigate to public parking and identify it as such when they arrive there. A final recommendation on downtown parking is to better educate business owners and their employees on the importance of leaving on-street parking spaces and close-in off-street parking spaces available for customers and to not use them for employee parking. Better management of parking by downtown workers in public parking spaces, particularly on-street spaces, can sometimes greatly increase the available supply of parking. This is due to the often short term utilization of on-street spaces by

customers/visitors who may only be coming downtown to run an errand, buy a cup of coffee or have lunch. These short term visitors create a good deal of turnover for on-street spaces, allowing successive visitors to occupy them. If downtown workers occupy on-street spaces, the spaces will have very low rates of turnover, particularly if there are no time limits or if limits are not strictly enforced.

In addition to parking, traffic issues were frequently mentioned as needing attention

in the downtown area. Specifically, the lack of an alternative north-south route from Central Avenue to Weaver Boulevard, traffic congestion associated with schools in the afternoon, the difficulty of making turns to go northbound on Main Street when coming from areas west of downtown, and the confusing nature of the intersection of Merrimon Avenue and Central Avenue/Main Street were brought up as problems. While simple solutions, unfortunately, do not exist for all of these problems, two

recommendations were developed to help improve downtown traffic flow. The first of these solutions is the signalization of the intersection of Church Street and Main Street. The addition of a signal in this location that is timed with the intersections of Weaver Boulevard and Merrimon Avenue would greatly enhance the ability of northbound traffic to enter Main Street from the residential areas west of downtown. The addition of a signal in this location would also greatly enhance pedestrian safety at this



Figure 3-12: Infill Development Potential and Improved Connections with the Main Street Nature Park

intersection, which currently has a crosswalk, but no signal to protect crossings between the church and its parking lot. The second transportation related recommendation is for the Town to study the intersection of Merrimon Avenue and Main Street to evaluate any improvements that could be made to the intersection to increase safety and improve traffic flow at the intersection.

Another recommendation that was developed during the public input phase of the planning process is related to enhancing the visibility and usability of the Main Street Nature Park. One of the potential enhancements for the park is the construction of an elevated boardwalk along the rear of the business area on the east side of Main Street. By creating additional public space in this area, the park will become more visible, thereby enhancing safety, and will be more noticeable to visitors. A boardwalk would also provide a unique focal point for the community to market to visitors.

The final set of recommendations for the downtown area focus on enhancing the public realm with aesthetic and functional

improvements to the streetscape. The relocation or burying of overhead utilities, where feasible, should be one of the first public enhancements considered. Even if this were limited to the core blocks of downtown, the removal of overhead utilities would greatly enhance the appearance of the downtown streetscape. This should be coupled with the installation of decorative pedestrian scale lighting, enhanced street lighting and mast-arm traffic signals. The Town should also explore the potential for installing curb “bump-outs” at intersections to accommodate enhanced landscaping and possibly street trees in locations where they would not obstruct visibility or pedestrian traffic. The installation of curb bump-outs also enhances the functionality of pedestrian crossings by reducing the distance required to cross a street.

East Weaver Boulevard

The East Weaver Boulevard corridor, extending from the I-26 interchange to its intersection with North Main Street presents a number of

opportunities for redevelopment, improved transportation facilities and aesthetic improvements. This corridor currently consists of a mix of large strip shopping centers and independently developed auto-oriented service uses, such as fast food restaurants, gas stations and banks. New development closer to the core of the Town on the eastern end of Weaver Boulevard and the development of the regional retail hub on the west side of I-26 have begun to draw retailers and service businesses away from the legacy shopping centers along the central portion of the corridor, which has led to their decline. Other issues affecting this corridor are traffic management and congestion problems, including a lack of alternate routes from the interstate into the core of the town, the lack of a cohesive development theme, and a generally negative perception of the aesthetic quality of the streetscape. The importance of this area, which serves as the primary entrance into Town, cannot be understated. It is essentially Weaverville’s “front porch” and should be given a great deal of attention in coming years to ensure its viability in a changing economic climate.

The following recommendations for this corridor are intended to help the Town begin the process of spurring redevelopment, enhancing the aesthetic appeal of the area, and improving the functionality of the transportation network. Of the issues that confront this opportunity site, perhaps the most challenging is the need to reimagine both the form and the function of the legacy strip shopping centers that were developed along the corridor. As they currently exist,

the shopping centers along the corridor are typical of standard suburban shopping centers seen throughout the country, including the lack of a unique or unifying set of architectural styles or development themes. Instead, these shopping centers are unified through the prevailing development pattern along the corridor: deep setbacks, large amounts of parking and multiple access points, many with uncontrolled access to Weaver Boulevard. The smaller pad sites

developed adjacent to the roadway reinforce the current “Anywhere, USA” image of this part of Weaver Boulevard, which lessens its attractiveness for new development.

As development interest has shifted from the older portion of the corridor, both east toward Main Street and west across I-26, these legacy shopping centers have begun to decline, losing tenants and becoming viewed as a burden rather than economic benefit to the Town. What was once tolerable given their economic importance to the Town is now generally viewed as a negative asset. Despite the negative views that many residents have regarding the corridor’s current development pattern, there are still a number of assets in place that can make the reimagining and redevelopment of this area a future possibility and breathe new life into this now struggling area. The traffic volume is present to support interest from retailers, all of the necessary water and sewer infrastructure is in place, and as the primary gateway into town, there is significant public interest in seeing the area rebound and become a point of community pride.



Figure 3-13: East Weaver Boulevard Opportunity Area

While redevelopment will not be quick, it must begin somewhere. In order to illustrate how a legacy commercial center can be reimagined, a conceptual plan for the Roses shopping center on the north side of Weaver Boulevard near I-26 has been prepared that demonstrates how an alternative development pattern for the shopping center could create a more cohesive and functional commercial node, promoting additional development in the area.

This conceptual redevelopment plan builds upon the assets that are in place, improving upon the strengths that exist while seeking to eliminate the negative aspects of the current development pattern. Among the major changes that the conceptual plan shows are the improvement of the basic grid street network within the shopping center, transforming the internal circulation pattern from that of a suburban shopping center into a more “urban” network. To achieve this, the conceptual plan removes the central portion of the existing shopping center in order to extend the central street through the development. At the end of the central street, the reconfigured shopping center,

now in two separate sections would have a terminal vista anchored by new structures that frame the end of the street. Along the internal streets, new structures would be built to the edge of newly installed sidewalks, transforming the center into a commercial development that is more oriented toward pedestrians rather than automobiles. In keeping with the altered nature of the center, auto oriented commercial establishments on the pad sites along Weaver Boulevard would eventually transition to a development form and uses that are more compatible with the transformed nature of the shopping center.

In making these changes, a large part of the existing parking area could be preserved, albeit with a different access pattern into the main parking lots. By preserving the majority of the parking, national level retail tenants that demand high parking availability should still be able to be recruited to fill the larger tenant spaces.

With such a transformation comes the need to ensure that there is a consistent level of activity occurring during morning, afternoon and evening hours to attract and support new retail and service uses. To that end, this



Figure 3-14: Bird's Eye View of Conceptual Redevelopment Plan



Figure 3-15: Northeast View of Conceptual Redevelopment

site, with its good access to the interstate, could be a potential site for a new hotel. Having this type of use onsite would ensure that there was a consistent source of business for establishments within the development. This could be enhanced with the inclusion of upper story residential uses along the central street in the development, where multi-story structures would enhance the feel of the transformed center as a more urban destination. Given its proximity to an existing assisted living facility, consideration should also be given

to the potential for expanding this type of use in conjunction with the redevelopment of the site, which could benefit from the additional residential population. In turn these residents would have improved access to retail and service uses located on-site.

In response to such a transformation, a rational fear would certainly be for a successful redevelopment plan to begin to draw the focus away from the downtown area, the heart and soul of Weaverville.

Introducing this type of development pattern in outlying areas can have the effect of drawing attention away from a traditional downtown area. To counter any such effect, it is crucial that a transformed Weaver Boulevard offer a strong and inviting connection to the downtown core. To achieve that, a critical step in the transformation of this corridor is to implement aesthetic improvements that will draw visitors past the outlying commercial areas and into downtown. The current aesthetic form of the corridor does not present the most welcoming vision of the town, and is certainly not representative of the traditional look and feel of Weaverville. To remedy that, the town should undertake a process to develop an improvement plan for the corridor, focusing on the aesthetics of the streetscape. Among the improvements that can be made from the interchange to the intersection of North Main Street are the relocation or burying of above ground utilities, installation of street trees and other landscaping features, the installation of pedestrian scale lighting and enhanced street lighting, decorative mast arm style traffic signals, and enhanced directional and wayfinding signage. The extension of a cohesive set of aesthetic improvements will both enhance Weaver Boulevard's ability to draw visitors into the core of the town as well as make the area more attractive for new development.

In addition to the aesthetic improvements in the public realm, it is recommended that the Town engage a consultant to create a "pattern book" that establishes a cohesive set of architectural guidelines for the corridor. The point of such guidelines is not to enforce a strict one-size fits all aesthetic onto property owners, but rather to ensure that as new development, redevelopment and improvements to existing

structures takes place, that certain unifying architectural and other development characteristics are included in the plans.

The final set of recommendations for the corridor is to undertake a comprehensive access management planning program, with a goal of enhancing the safety and functionality of the corridor. As it is currently configured, the corridor between the interchange and Clinton Street provides a less than ideal environment for vehicular traffic. The large number of uncontrolled access points along the corridor creates both safety hazards and impedes the free flow of traffic along Weaver Boulevard. Potential access management measures that should be examined include the elimination of uncontrolled (not signaled) left turning movements along the corridor, the merging of access points (shared access), the elimination of closely offset access points, strategically placed medians, and traffic circles at intersections.

Taken together, the redevelopment concepts, aesthetic enhancements and access management improvements have the potential to have



Figure 3-16: Northwest View of Potential Redevelopment Site

a transformative effect on the corridor, breathing new life into this legacy commercial area. While it may take some time to realize a complete transformation of the corridor, each step should be initiated as quickly as possible to begin building momentum toward that transformation.

North Weaverville

Weaverville's northern gateway at Exit 18 on I-26 suffers from many of the same issues as East Weaver Boulevard. In addition to some of the basic issues, this area is greatly impacted by a confusing interstate interchange pattern and complicated "5-points" street intersection at North Main Street and Monticello Road. The complicated nature of the road network in this area has likely impacted its growth potential, although some new (although now stalled) development has taken place in the area in recent years. This area, also like East Weaver Boulevard, contains some legacy commercial development, although much smaller in scale. Many of the recommendations from the East Weaver Boulevard discussion can be applied



Figure 3-17: Current Configuration of "Five-Points" Intersection in North Weaverville.

to this area, with sensible modification for context and circumstance.

Since transportation is a primary driver of development, it is appropriate in this instance to first deal with the major transportation issues. Chief among these is the confusing interchange design at Exit 18. The current design of the interchange is a major deterrent

to growth in the area, with non-intuitive travel patterns that are obscured and inadequately signed. While a reworking of the design of the interchange may eventually come in conjunction with the upgrade of I-26, a shorter term solution to this problem would be to enhance directional signage for drivers both exiting and entering the interstate. Aside from that relatively minor improvement, there

do not appear to be many good solutions to this problem other than waiting for NCDOT to implement design changes with the I-26 upgrade.

The second major transportation issue in this area is the “5-points” intersection at North Main Street and Monticello Road. This confusing and dangerous intersection format is a second major deterrent to development in this area. Among the possibilities for redesigning the intersection is the installation of a traffic circle, which should present a less confusing and safer alternative to the current design. A traffic circle in this location could also serve as a gateway into town, especially if its aesthetic qualities are given as much attention as its functional design.

Like East Weaver Boulevard, North Main Street should undergo aesthetic improvements to help draw visitors into the core of the Town and provide a more unified appearance to the Town’s primary entrance corridors. Enhanced landscaping, street trees, pedestrian scale lighting, relocated or buried utilities and enhanced directional signage will help tie

the area together with the rest of Town and present a more appealing first appearance to visitors.

The general land use pattern in this area is fairly well established, and like along East Weaver Boulevard, there are some opportunities that exist to repurpose legacy commercial development. In addition to commercial development, this area is well suited for some additional light industrial growth, particularly in the area along Monticello Commons Drive next to I-26. Any new nonresidential development in this area should be limited to the areas north of the residential neighborhood along Wildwood Drive in order to prevent encroachment into the well-established residential areas between here and Weaver Boulevard.

West Weaverville

The West Weaverville opportunity site consists of a number of large, primarily undeveloped tracts of land located outside of the Town limits in the area west of I-26 and

south of Weaver Boulevard. The opportunity site extends south from the Northridge Commons commercial development to Aiken Road, and is bordered on the east by I-26 and on the west by residential neighborhoods along Newstock Road. The area contains approximately 280 acres of land, 22.5 acres of which is held in ownership by the Town of Weaverville. This area offers an opportunity for office/institutional, industrial and residential development, building upon the existing development patterns in the area. Given the limited amount of available land for greenfield development that has access to water, sewer and road infrastructure, this area provides the Town with perhaps the greatest potential for new large scale development opportunities in the future.

In order to demonstrate how new development could occur in this area, a conceptual site plan (shown on the following page) was prepared. This conceptual plan is intended to provide the Town with ideas for the future development of this area, and should be viewed as only a theoretical development scenario since the desires of property owners, market conditions,



Figure 3-18: West Weaverville Concept Plan

engineering assessments and other factors will influence the ultimate development plan for the area. While the specific form of any future development on this site will need to be worked out in the future, it is hoped that the major themes outlined in the conceptual plan can help the Town guide development of the area in a manner that will generate the most benefit for the Town and its residents.

The concept plan is divided into residential, office / institutional, and light industrial development areas. These areas have been delineated on the concept plan based upon an analysis of the site and the surrounding development patterns, development constraints and road capacity/connectivity. The following is an explanation of the location of the various land use types and the basic reasoning for assigning the land uses to these areas.

Beginning in the northern portion of the opportunity site, in the area located immediately south of the existing commercial development in Northridge Commons, the concept plan shows an area that could potentially be developed for either multi-family housing, office / institutional uses, or a combination of the two land use types. This change in land use intensity is intended to provide a transition from the regional commercial uses within the shopping center and establish a limit to the southern expansion of this more intensive, auto oriented commercial development. Immediately to the west of this multi-family or office development area is a conceptual layout for a moderate density single family residential development area that connects to Monticello Road. This serves as a transition between the higher intensity multi-family / office area and the lower

density residential development that exists along Monticello Road. The central portion of the opportunity site shows a potential light industrial / office development area. This part of the site is ideal for this type of land use given the natural separation that the stream network provides, essentially creating an island in the middle of the opportunity site. This portion of the site is also better suited for larger scale development based on the topography of the site and the large amount of interstate frontage in this area, which would be less desirable for lower intensity development, such as residential uses. The southern portion of the site is another potential single family residential development area, again serving as a moderate intensity residential transition from the more intensive light industrial area at the center of the site to the low density single family neighborhoods along Aiken Road.

An important element of the concept plan is the use of the stream network to provide a natural buffer and transitions between land use type of different intensities as displayed more in Figure 3-19. on the following page. Preserving a wide buffer strip along streams allows several goals to be achieved simultaneously. First, the primary goal of providing physical and visual separation between land uses is achieved. The preserved areas provide an opportunity to provide pedestrian and bicycle routes (discussed below). Water quality is protected by maintaining the natural vegetative filter along the streams. And, finally, by preserving these natural areas, corridors for wildlife will be maintained, potentially reducing the frequency and probability of negative interactions with animals moving between areas of town.



Figure 3-19: The illustration demonstrates how green corridors provide natural buffering for incompatible land uses.

Given the potential size and scope of new development in this area, transportation infrastructure is a key component of the conceptual plan. Connecting roads are shown throughout the concept plan, providing multiple connections to the exterior road network and between the areas within the opportunity site. Strong transportation links both within the area and to the outside road network will help to disperse vehicular traffic by providing multiple route options, thereby

lessening the impact on the existing collector and thoroughfare streets surrounding the site. A key feature of the road network shown on the conceptual plan is a “parkway” type road that would serve as a new north-south connector through the site, linking Aiken Road to Monticello Road, Northridge Commons and Weaver Boulevard. Accommodations for pedestrian and bicycle traffic are also key components of the concept plan. Sidewalks are necessary along all roads, and multi-use paths should be provided on the more heavily traveled roads that provide cross connections through the development.

As discussed previously, the preservation of large stream buffers along the creek network provide the opportunity for a greenway network in the area that will link existing and future development areas and provide both transportation and recreation opportunities. Another key opportunity is the potential for a new pedestrian connection to the eastern portion of the Town. This could be achieved by utilizing a greenway connection under I-26 as shown on the plan. This new linkage would join portions of the Town that are otherwise practically unreachable for pedestrians, such

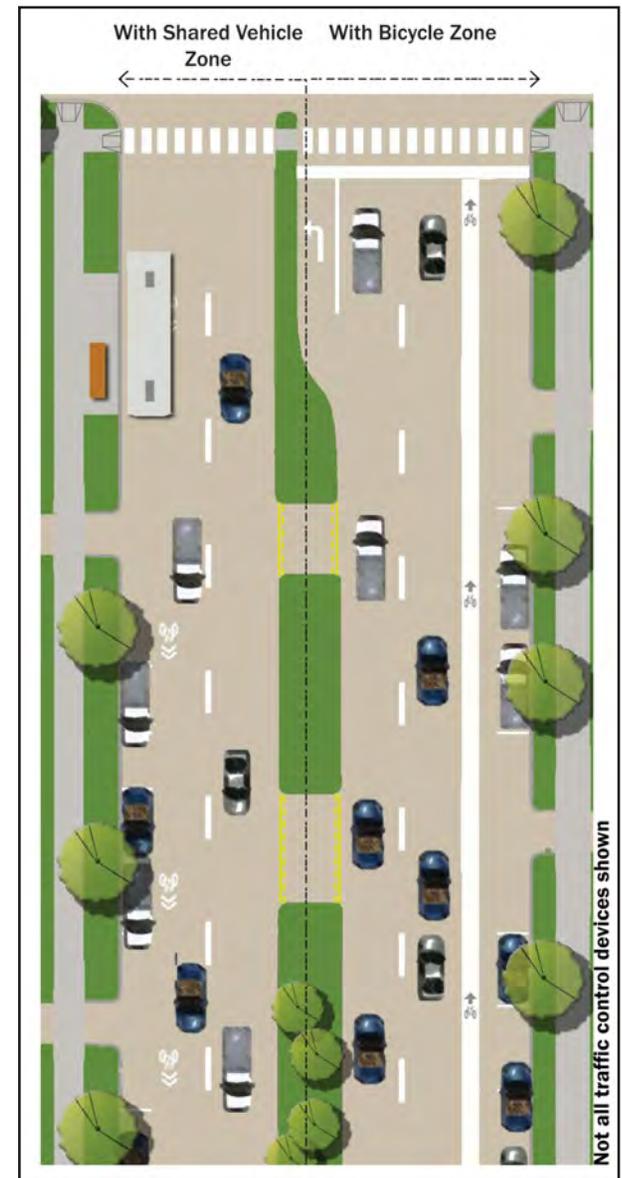


Figure 3-20: Suburban Parkway Concept (Source: NCDOT Complete Streets Guidelines)

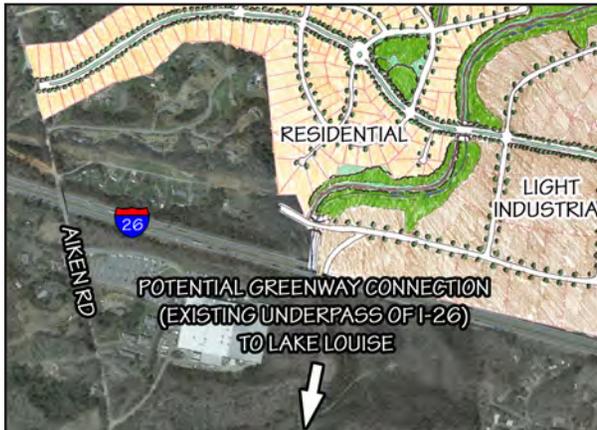


Figure 3-21: Potential greenway connection to Lake Louise under I-26.

as Lake Louise is for residents on the west side of I-26.

The conceptual plan for this opportunity site serves as a starting point for incorporating the broad themes that it establishes into more specific plans for the development of this part of the Town’s jurisdiction. As the largest remaining contiguous undeveloped area in the Town’s planning area, the development of this site will have significant impact on the Town’s future growth. By using this conceptual plan as a baseline, and beginning to work with property owners and other stakeholders in this area before development pressures emerge, the Town will be able to ensure that the residents of Weaverville

realize the maximum benefit from the future development of this important site.

North Monticello Road

The Monticello Road area located north of Weaver Boulevard and south of Exit 18 has been developed with industrial uses on its southern end, and contains a mixture of commercial uses on its northern end adjacent to the interstate, while it is primarily residential on the west side of the road. The northern

end of the area adjacent to the interstate provides an opportunity for redevelopment of the existing commercial properties for light industrial uses. Combined, there is potential redevelopment of approximately 12.5 acres adjoining the interstate. If assembled into a single property, this would provide sufficient area for marketing the site for industrial use. Transitioning to industrial use would maximize the value of the land in this particular area, especially given its limited suitability for retail uses due to the constraints of the existing road system, which provides less than ideal access for commercial traffic.



Figure 3-22: Aerial View of North Monticello Road Area

Monticello Road through this area should also be given consideration for an access management and road improvement plan to improve traffic flow and safety in the area. The large volume of truck traffic serving the existing industries in this area is not compatible with the existing configuration of the road, particularly with the number of residences that rely on Monticello Road for access. The current configuration of Exit 18 also presents an impediment to development in this area, and the improvement or realignment of this interchange should be given due consideration as any future development plans are carried out in the area.

GROWTH MANAGEMENT, INFRASTRUCTURE, AND DEVELOPMENT POLICIES AND IMPROVEMENTS

Annexation Policy

In response to recent changes in North Carolina's annexation laws, the Town of Weaverville should adopt an annexation policy whose goal is to vigorously pursue the voluntary incorporation of land within its planning jurisdiction as development occurs. At a minimum, such a policy should establish that the extension of any Town infrastructure or services to a proposed or existing development will require annexation prior to the provision of services. It should also establish that certain types of development, and therefore zoning regulations to accommodate them, are appropriate only within the corporate limits of the Town (such as intensive retail development, multi-family housing or more dense single family housing). The policy should also

establish standards for determining when annexation is inappropriate (such as noncontiguous annexations that are in remote areas that are unlikely to ever become part of the primary corporate limits). While it is a matter of legislative discretion on whether or not to follow through on annexation in response to a petition, the establishment of a firm policy will assist elected officials as they make these important decisions.

Concurrency of Infrastructure and Development

As the subdivision and development of land occurs, it is critical that the Town ensure that all necessary infrastructure is in place to support it. To that end, the Town should explore the development of an additional set of evaluation criteria to utilize during the subdivision review process and during the consideration of rezoning petitions. Such an evaluation should take into account the existing and planned capacity of the water, sewer and transportation infrastructure serving the development, the availability of emergency service resources (police, fire and EMS), school capacity, parks, and other necessary community services and infrastructure.

At a minimum, the use of such an evaluation tool would allow the Town to establish whether or not a proposed development have a significant impact on the community. Building on that basic level of review, the Town (and other agencies) could more accurately identify and plan for capital improvements to help ensure that adequate levels of service are maintained post development. Going a step beyond that, the Town could establish policies that would withhold approval of a subdivision or delay the consideration of a zoning map

amendment until such times that either the improvements were in place, or expansions to the deficient infrastructure or programs were budgeted for.

Design Standards

Promoting high quality architectural and site design standards has been identified throughout the planning process as an overarching concern of the residents of Weaverville. In recent years, the Town has sought to increase the quality of development through the use of conditional zoning. The lack of established standards for architectural design, however, has left the task of setting the standards for each development site to the discretion of the appointed and elected officials responsible for approving the development plans.

It is recommended that the Town initiate a process to develop and adopt design guidelines that can be incorporated into the Town's Zoning Ordinance. This will allow the community as a whole to be engaged in the process of establishing the aesthetic architectural

vision for the Town. Since different areas of Town are functionally and aesthetically different from each other, the process and eventual design standards (often called "pattern books") should be tailored to each area of the Town and adopted both as a set of written guidelines and as overlay zoning districts on the Town's official zoning map, where appropriate.

Complete Streets

The North Carolina Department of Transportation recently adopted a new set of planning and design guidelines for streets. These new guidelines are intended to ensure the provision of "complete streets", meaning that all forms of transportation are accommodated and the land use context of the new or improved street is fully considered in the planning and design process. These new guidelines provide a more progressive and holistic approach to transportation infrastructure planning than was previously mandated by NCDOT. In order to both reinforce NCDOT's new objectives and achieve the higher quality results that NCDOT is aiming for with the new policy, it is recommended that the Town adopt the NCDOT Complete Streets Planning and Design Guidelines and incorporate them into its development ordinances.

Bike/Pedestrian Infrastructure

The Town of Weaverville has been far ahead of many municipalities of its size in the Town's commitment to planning for and constructing pedestrian infrastructure. This commitment should be continued and reinforced with a new effort to improve, plan for, and construct new facilities for pedestrians and bicyclists. Though the Town has an



Figure 3-23: Design Guidelines Example (by: Hill Studio)

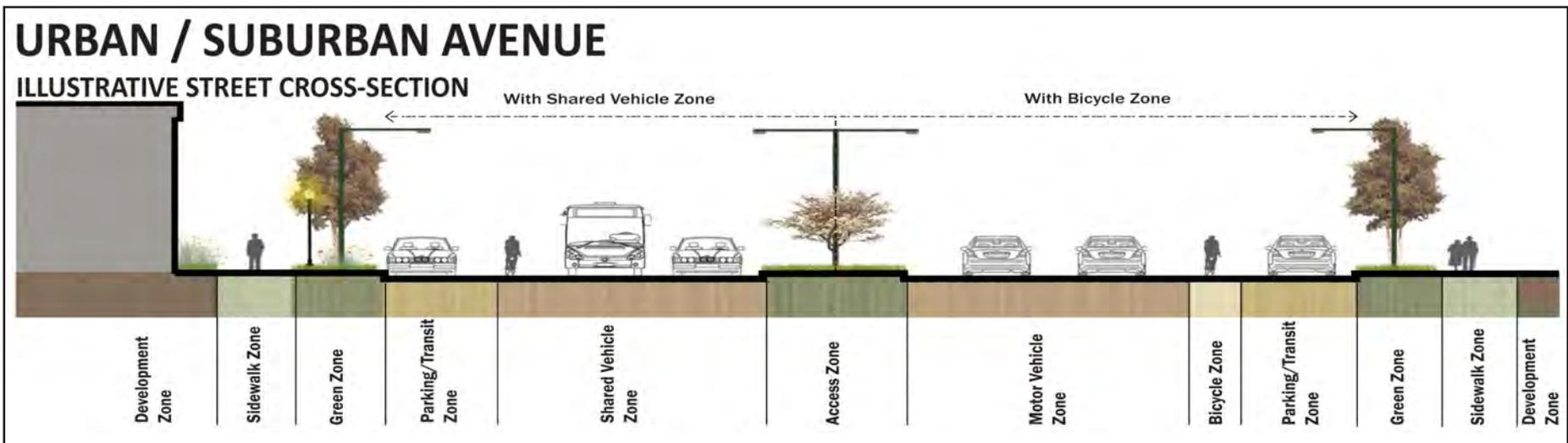


Figure 3-24: Complete Street Concept (Source: NCDOT Complete Streets Guidelines)

existing pedestrian plan, it is recommended that the Town undertake an effort to develop an updated pedestrian plan that takes into account the changes in land use, transportation and engineering advancements that have occurred since the adoption of the original plan. Accompanying this should be an effort to plan for and establish new bicycle facilities and routes in Town. In order to achieve these goals, it is recommended that the Town apply to the NCDOT Division of Bicycle and Pedestrian Transportation for grant funding to complete the plans. If awarded, these grants will pay the majority of the costs associated with the completion of the plans.

Protecting the Urban / Wildland Interface

Much of the rural and suburban development that has and will take place in the future in and around Weaverville will occur in what is known as the "Urban-Wildland Interface", meaning the confluence

of the natural environment (in this case forestland) with urban development. These areas are more prone to wildfire hazards than traditional urban development given the desire of property owners in these areas to live on lots that remain in a mostly natural state, the presence of adjacent forestland, and the often remote and/or inaccessible nature of the property (which limits access of firefighting personnel and equipment). Combined, these factors can greatly increase the potential for losses of both life and property during wildfire events.

Given the desirability of such development from the perspective of property owners who are seeking a home in a rural area and the competing interests of growth and the preservation of the natural landscape, preparing for such hazards can be difficult. In response to this, and in the interest of promoting public safety, many local



Figure 3-25: Sign Reminding Residents to Clear Around Homes

governments (as well as state and federal agencies throughout the country) have developed programs, policies and guidelines to assist homeowners with improving the defensibility of their property from the threat of wildfire. It is recommended that the Town work through its Fire Department to establish a set of voluntary fire mitigation guidelines and a program to implement them that will help property owners better understand the risks of wildfire and how to improve their property and structures to be more resistant to those risks.

Promoting Housing Options

The Town's vision statement makes a point of emphasizing the desirability of having a wide range of housing options at a variety of

prices. While achieving this goal is dependent on market forces, the Town can act to influence the market through both incentives and regulations. An example of an incentive based approach would be to provide a density bonus, producing a greater yield of housing units (or lots), if the proposed development included a specified number or percentage of units of the type that the Town wanted to encourage. An example of a regulatory based approach to achieving greater diversity in housing choice would be to mandate the inclusion of a certain percentage of lots or units of a certain type or size within new developments that met certain criteria. The Town could also proactively rezone property to a district that would accommodate the desired type(s) of housing, provide infrastructure based incentives (such as water, sewer, or road extensions), or expedite development review timelines to incentivize the construction of targeted types of housing.

Water Quality Regulations

The Town of Weaverville is subject to the state mandated Phase II stormwater program, which is an off-shoot of the federal Clean Water Act. This program requires that local governments in urban areas adopt rules requiring the management of post-construction stormwater runoff. Since Weaverville became subject to inclusion in the Phase II stormwater program, it has delegated the responsibility for the enforcement and administration of the regulatory portion of the program to Buncombe County.

While the county is certainly capable, from a technical perspective, of administering and enforcing such an ordinance, the delegation of the legislative responsibility for adopting and updating the underlying

regulations may ultimately lead to a situation in which the county ordinance does not meet the development goals of the Town. This situation is likely to emerge over time due to the difference in land use and environmental characteristics to which such an ordinance is intended. In this case, Buncombe County has adopted an ordinance that is intended for use over a large geographic area, that while having urban and suburban development patterns in certain areas, is also very rural in general. Weaverville, on the other hand, covers a small geographic area compared to the county as a whole, and is concerned primarily with the regulation of development, and thus stormwater management, in a more urban context. Such differences may make the adoption and enforcement of these regulations more appropriate for Weaverville to undertake locally. By revisiting this previous decision, the Town would have the opportunity to examine how the regulations have been implemented to date, and right-size the approaches taken to implementing and enforcing the regulations, if it chooses to do so locally.

Tree Preservation

The Town currently has ordinances related to the preservation and maintenance of trees on public property and within rights-of-way, as well as some incentive based approaches to tree preservation in the landscaping requirements in the Zoning Ordinance. Given the importance of the tree canopy to the aesthetic character of the Town, it is recommended that the Town explore options for both the enactment of additional regulatory approaches to tree preservation in its development standards, while enhancing the current incentive based approach, and exploring the possibility of receiving legislative

approval for the regulation of trees outside of the context of development. By enhancing its authority to regulate trees both within and outside of the context of development activity, the Town will be able to better ensure that its unique character is maintained. In implementing any enhanced regulations regarding tree preservation, it is also recommended that provisions prohibiting clear cutting outside of the context of forestry activity also be adopted to reinforce the viability of the regulations.

Development Ordinances

The Town's current development ordinances, such as the zoning and subdivision ordinances should be updated and revised to ensure that they are consistent with current best practices and reflect the policies that are included in the land use plan. Of particular importance during this process, the Town should look to incorporate design standards into the ordinances, update the use regulations, update the current approach to conditional zoning, and generally review the existing districts and development standards to ensure that they meet the goals of the plan. In revising the ordinances, the Town should also consider adopting a unified development ordinance that combines all of the development related ordinances into a single document. This would give the Town the benefit of both streamlining the various review processes for new development and give the Town an ordinance that eliminates inconsistencies between regulations.

Environmentally Sensitive Development

In order to promote development activity that is more compatible with the environment, in terms of energy and water usage, integration with

transportation alternatives, sustainable building practices and similar concerns, it is recommended that the Town explore an incentive based approach to fostering more environmentally sensitive. As an example, the Town could offer incentives in the form of additional density or height, relaxed parking restrictions, relaxation of strict design standards, faster development approval or other bonuses for development that meets certain established environmental standards. The US Green Building Council has established rating systems and standards for both residential and commercial development, including entire neighborhoods, that can be used to establish baselines for potential development incentives. These rating systems, collectively known as LEED (Leadership in Energy and Environmental Design), are widely used, and have become accepted industry practices in many areas of the country, particularly those where water and energy usage are major concerns.

ECONOMIC DEVELOPMENT OPPORTUNITIES

Branding

Towns and cities across the country are recognizing the importance of establishing a brand for their community. Branding has become a community's statement to others about its character, values and identity. This statement or brand is communicated through many different means that include, advertising, graphic identity, promotions and events. It is important that the brand be developed based upon

the existing fabric of the community, and blended with its vision of where it wants to be in the future. It is recommended that the Town consider working with a consultant to explore the history and current position of the town to help develop a meaningful brand identity. Once the brand is established, marketing strategies and actions can be developed and implemented.

Tourism Development

With a strong brand and marketing strategy in place, a tourism action plan can be established. The tourism plan would rely heavily on the background information that was utilized to establish the brand and the brand marketing and implementation strategy. Weaverville's location in the scenic western North Carolina mountain region greatly increases the number of opportunities for generating local and regional tourism visits. Weaverville is already a destination for many seeking a small town excursion while visiting Asheville and the surrounding region. Opportunities from this large base of visitors to the region to pull in tourism dollars related to eco-tourism, outdoor recreation, the arts and those seeking specialty shops and restaurants, such as those already located downtown, should continue to be a foundation of the local economy.

Downtown Development

Given the overall importance of a thriving downtown in fulfilling the Town's vision, additional recommendations were developed for maintaining and improving downtown Weaverville. A few of the key ingredients in a "recipe" to improve and maintain a strong downtown include long-term commitment, consistent leadership and hard work.

In the 1980s the National Trust for Historic Preservation created a pilot program and established the National Main Street Center to help downtowns across the nation. Six states and thirty communities were selected, including North Carolina. They discovered “four points” that were a common thread throughout the initial cities, which are now called the “Four Point” Approach. The Four Point Approach is utilized to organize the recommendations.

The four points include organization, promotion, design and economic restructuring as defined in more detail below.

- **Organization** establishes consensus and cooperation by building partnerships among the various groups that have a stake in downtown. This will allow the revitalization program to provide effective, ongoing management and advocacy of the downtown. Diverse groups from the public and private sectors (the city and county, local bankers, merchants, the chamber of commerce, property owners, community leaders and others) must work together to create and maintain a successful program.
- **Promotion** takes many forms, but the aim is to create a positive image of downtown in order to rekindle community pride in the Downtown. Promotion seeks to improve retail sales, events and festivals and to create a positive image of the downtown in order to attract investors, developers, and new businesses. Promotions also strive to educate the general public on what products and services downtown has available.

- **Design** takes advantage of the visual opportunities inherent in downtown by directing attention to all its physical elements: public and private buildings, storefronts, signs, public spaces, landscaping, merchandising, displays and promotional materials. Its aim is to stress the importance of design quality in all these areas, to educate people about design quality, to expedite design improvements in the downtown and seek to utilize the basic principles of good urban design.
- **Economic Restructuring** strengthens downtown’s existing economic assets while diversifying its economic base. Restructuring is accomplished by retaining and expanding existing businesses, recruiting new businesses to provide a balanced commercial mix, converting unused or underutilized space into productive property and sharpening the competitiveness and merchandising skills of downtown business people. The word “Restructuring” is an important term, as it accepts that a “new” downtown, while economically viable, will likely be different than what downtown once was.

NC Main Street Center and Small Town Main Street Program

In North Carolina, the Department of Commerce’s Office of Urban Development supports the NC Main Street and Small Town Main Street Programs. The N.C. Main Street Center works to stimulate economic development within the context of historic preservation, using a comprehensive approach to downtown revitalization developed by the National Trust for Historic Preservation and utilized by the National Trust Main Street Center to assist communities across the country.

Since completing the demonstration program described earlier, the National Trust Main Street Center has seen the Main Street network grow to include 46 states and more than 1,400 active communities nationally. Having “graduated” from the demonstration program, North Carolina has continued to offer the Main Street program to cities and towns throughout the state and now provides direct assistance to 61 Main Street communities and indirect assistance to countless others.

To expand services to more North Carolina towns, a Small Town Main Street program was initiated in 2003. This program targets towns with populations of less than 7,500, which are unlikely to pursue North Carolina Main Street designation.

This program, or a similar locally led effort, may help Weaverville move forward in a positive direction toward improving downtown with the technical assistance of the professional staff at the NC Main Street Center. Program applications are reviewed on a semi-annual basis and program staff is available in the Western North Carolina Field Office, located in Asheville, for on-site consultation.

In addition to the NC Main Street Center, other organizations are available that can assist with preparing for improvements downtown including HandMade in American, the North Carolina Downtown Development Association, the Rural Center, the Land-of-Sky Regional Council of Governments, Consultants, and the Community Planning Office of the Division of Community Assistance within the NC Department of Commerce.

Industrial Development Strategies

As the national and local industrial base continues to transition away from the manufacture of legacy industrial products, it will be important for the Town to develop strategies that allow it to maintain its viability and competitiveness in the industrial marketplace. These strategies should be focused on facilitating the adaptation of vacant and underutilized industrial buildings to accommodate new industrial uses, focusing incentives on industries that meet the Town’s goals of fostering a clean/high-tech industrial base, and identifying and recruiting complimentary, but diverse (in size and product), industrial ventures that will feed off of each other’s success.

To achieve this, it will be important to position the Town so that it can attract and readily accommodate new ventures. The Town needs to understand what type of spare capacity currently exists, in terms of the land resources, utilities and the suitability of vacant or underutilized industrial sites for alternative uses. Where existing industrial infrastructure exists, the Town should work with the owners of those sites to develop plans to make their properties more suitable for occupancy by new ventures. The Town should also work closely with local, regional and state level economic development officials to ensure that Weaverville is included in recruitment efforts for new industries. And, in order to raise the Town’s profile, a focused marketing and branding campaign should be undertaken to develop an identity for local industry that focuses on the desirability of Weaverville as a location for new business.

While recruiting new industrial development will be a key strategy to ensure the health of the Town's industrial base, retaining existing industries will also need to be part of the Town's economic development strategy. Fostering and maintaining close relationships with decision-makers at these companies and developing policies and programs to help them expand and transform as necessary should be a key component of the Town's industrial growth strategy. The Town should also reach out to smaller local startup industries in order to identify businesses with high growth potential, and direct them toward resources that can help facilitate their expansion.

When looking to recruit new industries, the Town should first look to established industries in the region that desire to expand or relocate. Among the key existing industries in the region are precision metal work companies and outdoor recreation/lifestyle products manufacturers, which have emerged in recent years as key components of the region's advanced manufacturing cluster. The large pool of skilled workers in the region already working in these industries eases the burden of expanding or relocating since they can draw labor from the existing workforce and rely on existing worker training programs to supplement their labor needs. As a growth cluster, the Town should consider focusing its efforts on recruiting new industrial ventures within these subsectors from outside of the region.

For other industrial growth opportunities, the Town should look toward emerging high-tech industries, particularly those focused on alternative energy technologies and other "green" oriented business,

such as sustainable building supply manufacturing, internet data centers and information technology related research and development ventures. These knowledge focused industries, which often have fewer employees than traditional industrial concerns, do bring the benefit of higher value equipment and machinery, property taxes from which can help to lessen the burden on residential property owners. They also bring the benefits associated with more highly educated and better compensated workers, who can more easily afford the higher cost of living in the Weaverville area, which will in turn help to support the residential real estate market and increase the appeal of the Town to higher-end retail businesses. The Town should also focus some of its industrial development efforts on attracting small industrial firms from throughout the region, looking toward those types of industries, particularly small high-tech and environmentally focused industries, that could be recruited to fill portions of larger underutilized industrial structures that have been retrofitted to accommodate a number of small businesses.

IMPLEMENTATION MATRIX

The table on the following pages contains the proposed implementation strategies included in the plan. These are arranged by broad category as outlined in the plan, such as Future Land Use and Economic Development. Each proposed strategy is summarized, given a priority ranking, and a relative cost for implementation (from \$ to \$\$\$). A suggested timeframe for implementation is also provided

in the table for each strategy, with short-term meaning 1-3 years, medium-term meaning 3-7 years and long-term meaning 7-15 years. Finally, each strategy has a cell in the table that identifies who will be responsible for the implementation of the strategy, including staff, and elected and appointed bodies.

While there are a number of short-term and high priority action items in the plan implementation matrix, the tasks outlined below have been identified as the most important steps to take in the immediate future to begin the process of implementing the plan. It is recommended that these steps be initiated immediately, as they will help to establish the necessary framework for the full implementation of the plan and/or are short-term tasks that have been identified as addressing a critical need that will have a high impact on the Town. To facilitate this, it is recommended that the Town establish an internal prioritization and tracking mechanism to assist in setting realistic annual goals for implementing the plan through the steps outlined in the matrix, and that the priority list be reviewed annually to ensure that they are consistent with the Town's needs and capacity for implementation.

The most important implementation steps include the following:

LU-1: Adopt the Comprehensive Land Use Plan update and Future Land Use Map as the policy guide for future growth and rezoning decisions.

LU-2: Review the Official Zoning Map and amend as necessary to align the zoning Map with the recommended future land use pattern.

D-1: Promote compatible infill development and redevelopment that builds upon the basic architectural styles, building design, façade design, roof form, scale and rhythm by adopting a “pattern book” or design guidelines for new commercial development and redevelopment in the downtown area.

D-4: Consider establishing new off-street parking facilities in critical areas, such as the area near the Buncombe County Library and the Main Street Nature Park on Pine Street.

G-3: Incorporate architectural design standards that achieve a consistent, high-quality, development vision for the Town as part of an update to the Zoning Ordinance.

G-5: Continue to develop bicycle and pedestrian infrastructure by applying to the NCDOT Division of Bicycle and Pedestrian Transportation for grant funding to complete bicycle and pedestrian plans.

G-11: Undertake a complete revision of all existing development ordinances (zoning, subdivision, etc.) to modernize the ordinances and incorporate policies that are recommended in the adopted land use plan.

ED-1: Work with a consultant to develop a branding program for the Town, and implement the program to help define Weaverville's unique identity.

Future Land Use Pattern

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsible Parties
LU-1	Adopt the Comprehensive Land Use Plan update and Future Land Use Map as the policy guide for future growth and rezoning decisions.	High	Policy	Short-term	Staff, Planning Board, and Town Council
LU-2	Review the Official Zoning Map and amend as necessary to align the Zoning Map with the recommended future land use pattern.	High	\$	Short-term / Ongoing	Staff, Planning Board, and Town Council
LU-3	Use the adopted Future Land Use Map and associated goals and development strategies to determine plan consistency for proposed zoning changes.	High	Policy	Short-term	Staff, Planning Board, and Town Council
LU-4	Review the Comprehensive Land Use Plan annually at the Planning Board and Council levels to evaluate the consistency of development with the plan.	High	Policy	On-going	Staff, Planning Board and Town Council
LU-5	Update the Comprehensive Land Use Plan and Future Land Use Map every five years.	Medium	\$\$	Mid-term	Staff, Consultant, Planning Board and Town Council

Opportunity Sites

Downtown Core

D-1	Promote compatible infill development and redevelopment that builds upon the basic architectural styles, building design, façade design, roof form, scale and rhythm by adopting a “pattern book” or design guidelines for new commercial development and redevelopment in the downtown area.	High	\$\$	Short-term	Staff, Consultant, Planning Board, and Town Council
D-2	Encourage new infill development along the east side of Main Street to consider the use of lower level, podium style, parking that takes advantage of the drop in grade from the street level.	Medium	Policy	Mid-term	Staff, Planning Board, and Town Council Property Owners
D-3	Enhance rear connections for parking areas throughout the downtown with an emphasis on properties along the east side of Main Street with potential access to the Main Street Nature Park.	Low	\$\$\$	Long-term	Staff, Town Council, Property Owners

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsible Parties
D-4	Consider establishing new off-street parking facilities in critical areas, such as the area near the Buncombe County Library and the Main Street Nature Park on Pine Street.	Medium	\$\$\$	Short-term	Staff, Town Council
D-5	Implement parking management programs, such as shared use agreements, public parking leases, additional directional signage, and on-street parking time limit enforcement to expand the availability of parking.	Medium	Policy / \$\$	Short-term	Staff, Town Council, Property Owners, Police Department
D-6	Study and implement traffic improvements at key downtown intersections (Church Street and Merrimon Avenue) to improve traffic flow, safety and access.	High	\$\$\$	Medium-term	Staff, Consultant, MPO, NCDOT, Town Council
D-7	Evaluate the existing physical "streetscape" for opportunities to introduce green elements, landscaping, trees and decorative "hardscape" elements such as unique pavers, public art, street/ pedestrian lighting and benches.	Low	\$\$	Short-term	Staff, Consultant, NCDOT, Town Council
D-8	Relocate or bury existing underground utilities to improve the visual appeal of the downtown streetscape.	Low	\$\$\$	Long-term	Staff, NCDOT, Utilities, Town Council
D-9	Improve the connection between the downtown commercial area and the Main Street Nature Park. Consider developing a boardwalk or similar feature along the edge of the park to enhance the connection and increase public use of the area.	Low	\$\$\$	Long-term	Staff, Property Owners, Town Council
North Weaverville					
NW-1	Develop and implement design guidelines, site requirements and policies to encourage the redevelopment of legacy commercial developments in the area.	Medium	\$\$	Long-term	Staff, Consultant, Planning Board, and Town Council
NW-2	Encourage light industrial development where infrastructure investments have been made, and surrounding land uses are compatible with this type of development.	High	Policy	Medium-term	Staff, Planning Board, Economic Developers, Property Owners, Town Council

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsible Parties
NW-3	Work closely with NCDOT in the design and development of improvements to the alignment of Exit 18 when I-26 is upgraded.	Medium	\$\$\$	Long-term	Staff, Planning Board, MPO, NCDOT, Town Council
NW-4	Work closely with NCDOT in the design and development of improvements to the “five-points” intersection at North Main Street and Monticello Road.	High	\$\$	Short-term	Staff, Planning Board, MPO, NCDOT, Town Council
NW-5	Design and implement streetscape enhancements to improve the aesthetic appearance of this important gateway and improve the visual connection of the area to the core of the Town.	Low	\$\$	Long-term	Staff, NCDOT, Consultant, Town Council
East Weaver Boulevard					
EW-1	Work with the owners of legacy commercial development in the area to prepare and implement redevelopment plans that build upon existing infrastructure and promote high quality commercial development.	High	\$\$	Medium-term	Staff, Consultant, Planning Board, and Town Council
EW-2	Prepare and implement an access management plan to improve traffic flow and safety along the corridor. Particular attention should be paid to reducing the number of conflict points and uncontrolled turning movements.	High	\$\$\$	Medium-term	Staff, Consultant, MPO, NCDOT, Property Owners, Town Council
EW-3	Prepare and implement a streetscape enhancement plan to improve the aesthetic quality of the corridor and tie this area to the core of the Town.	Medium	\$\$\$	Long-term	Staff, Consultant, NCDOT, Town Council
EW-4	Develop and adopt a “pattern book” to implement a cohesive set of design guidelines for new development and the redevelopment of properties along the corridor that achieves the Town’s aesthetic goal for the corridor.	High	\$	Short-term	Staff, Consultant, Planning Board, Town Council
West Weaverville					
WW-1	Work with property owners to develop a master plan for the future development of property in the area that provides property owners and the Town with a clear and cohesive vision for future development.	High	\$\$	Short-term	Staff, Consultant, Property Owners, Planning Board, Town Council

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsible Parties
WW-2	Require the preservation of green corridors along environmentally sensitive areas for bicycle and pedestrian facilities or greenways to develop connections through the area and across I-26 to connect the area to the eastern part of Town.	Medium	Policy / \$\$	Medium-term	Staff, Planning Board, Town Council
WW-3	Develop and implement a transportation plan for the area that establishes connectivity within the area, and provides for a north-south connection through the area.	High	\$\$	Medium-term	Staff, Consultant, Planning Board, Town Council
North Monticello Road					
NM-1	Work with property owners to prepare redevelopment plans for underutilized industrial properties along Monticello Road.	High	\$	Short-term	Staff, Property Owners, Planning Board, Town Council
NM-2	Work with NCDOT to develop plans for the realignment of Exit 18 that provides enhanced connectivity to the area from I-26.	Medium	\$\$\$	Long-term	Staff, MPO, NCDOT, Planning Board, Town Council
NM-3	Develop and implement an access management and road improvement plan for Monticello road north of Weaver Boulevard to enhance traffic flow and safety and improve industrial access.	Medium	\$\$\$	Long-term	Staff, MPO, NCDOT, Planning Board, Town Council
Growth Management, Infrastructure, and Development Policies and Improvements					
G-1	Adopt a strong annexation policy to pursue the voluntary incorporation of land within the planning jurisdiction as development occurs.	High	Policy	Short-term	Staff and Town Council
G-2	Develop a review system to evaluate development plans in order to ensure the concurrent provision of infrastructure and services that is necessary to support the proposed growth.	Medium	Policy	Short-term	Staff, Planning Board, Town Council
G-3	Incorporate architectural design standards that achieve a consistent, high-quality, development vision for the Town as part of an update to the Zoning Ordinance.	High	Policy / \$	Short-term	Staff, Consultant, Planning Board, Town Council
G-4	Adopt NCDOT's Complete Streets Planning and Design Guidelines to enhance the design of Town roads and provide local consistency with NCDOT projects.	Medium	Policy / \$	Short-term	Staff, NCDOT, Planning Board, Town Council

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsible Parties
G-5	Continue to develop bicycle and pedestrian infrastructure by applying to the NCDOT Division of Bicycle and Pedestrian Transportation for grant funding to complete bicycle and pedestrian plans.	Medium	\$	Short-term	Staff, NCDOT, Consultant, MPO, Planning Board, Town Council
G-6	Identify vulnerable properties within the urban/wildlife interface that are prone to wildfire hazards, and develop programs, policies and guidelines to assist homeowners with improving the defensibility of their property and homes from the threat of wildfire.	Low	Policy	Medium-term	Staff, Fire Department, Town Council
G-7	Study the adoption of an incentive based approach (such as density bonuses) to promote a mix of housing options in new residential developments.	Medium	Policy	Medium-term	Staff, Planning Board, Town Council
G-8	Study the potential to assume responsibility for stormwater management regulation at the local level and how local regulation would affect development versus leaving regulatory responsibility with Buncombe County.	Low	Policy / \$	Medium-term	Staff, Town Council
G-9	Study the possibility of seeking local legislation to grant the Town the authority to adopt tree preservation requirements for private property outside of the context of development.	Low	Policy	Long-term	Staff, Town Council, Legislature
G-10	Study the adoption of development incentives to promote the use of low-impact development and building techniques such as LEED or similar guidelines.	Medium	Policy	Short-term	Staff, Planning Board, Town Council
G-11	Undertake a complete revision of all existing development ordinances (zoning, subdivision, etc.) to modernize the ordinances and incorporate policies that are recommended in the adopted land use plan.	High	Policy/\$\$	Short-term	Staff, Consultant, Planning Board, Town Council
G-12	Prepare a greenway master plan to establish corridors for future greenway connections through Town and to connect to regional greenway corridors and trails. Require the preservation of identified corridors as part of the development approval process and use development incentives to encourage the construction of trails with new development.	High	Policy/\$\$\$	Short-term	Staff, Consultant, MPO Planning Board, Town Council

Economic Development

ID	Implementation Strategy	Priority	Resources	Timeframe	Responsible Parties
ED-1	Work with a consultant to develop a branding program for the Town, and implement the program to help define Weaverville's unique identity.	High	\$\$	Short-term	Staff, Consultant, Town Council
ED-2	Prepare a tourism development plan that builds awareness of the Town and emphasizes the existing assets that contribute to Weaverville being a desirable tourism destination, such as its historic downtown, annual festivals and proximity to Asheville and the Blue Ridge Parkway.	Medium	\$\$	Short-term	Staff, Consultant, Town Council
ED-3	Consider applying to the NC Small Town Main Street Program to leverage the resources of outside experts for assistance with downtown development, including design, promotions, organization building and economic restructuring.	Medium	\$	Medium-term	Staff, NC Main Street Center, Downtown Property / Business Owners, Town Council
ED-4	Work with industrial property owners and local, regional and state economic developers to plan for, improve and market underutilized industrial sites.	High	\$\$	Short-term	Staff, Property Owners, Economic Developers, Town Council
ED-5	Develop a marketing strategy that promotes the desirability of Weaverville as a destination for industrial development.	Medium	\$	Medium-term	Staff, Consultant, Economic Developers, Town Council
ED-6	Develop a program that provides support for existing industries and promotes their growth.	Medium	Policy	Short-term	Staff, Industry, Community College, Utilities, Town Council
ED-7	Develop a recruitment program focused on small regional industrial start-ups in key growth sectors that can draw upon existing pools of trained workers.	Medium	Policy	Medium-term	Staff, Economic Developers, Town Council
ED-8	Develop an industrial recruitment program to bring high value – low impact industries to Town in order to expand the Town's tax base and build a skilled / knowledge based industrial cluster.	High	Policy	Medium-term	Staff, Economic Developers, Town Council



A

APPENDIX A: BACKGROUND INFORMATION

Introduction

The information contained in this appendix was prepared to provide a base of knowledge for the consultant and the Steering Committee to utilize as they worked to prepare the plan. This information, combined with the data, policies and recommendations contained in other adopted plans and ordinances, and the input received from the public through the planning process established the base from which all of the land use and policy recommendations in this plan were developed. Included in this appendix are summaries of the demographic, economic and housing conditions in the Town and its planning jurisdiction according to the latest information from the US Census Bureau. This section also contains a summary of the spatial data (in the form of a map atlas) that was used to help develop the recommended general future land use pattern and recommendations for the opportunity sites outlined in the plan.

Demographic, Economic & Housing Profile

The following is a brief demographic, housing and economic profile of the Town of Weaverville and its planning jurisdiction. Data included in this profile was taken from the US Census Bureau's 2010 Decennial Census and American Community Survey 5-year estimates, along with information from ESRI Business Analyst, which collects data from the US Census Bureau and the NC Department of Revenue to develop economic projections. All data contained in this section is accurate as of 2010, which is the last year for which there are reliable figures. The Town of Weaverville has completed a significant annexation since that time, and so there will be some difference in some of the current (2012) statistics and what was collected in 2010.

Population Characteristics

Total Population

The population of the Town of Weaverville is currently 3,721 (State Demographer's Office - July 2011). In 2010, the population reported by the Census was 3,120. This large increase in population is due primarily to the annexation of the residential neighborhoods in the southern portion of the Town that became effective recently.

Growth Rate

Since the 1980 Census, the Town's population has grown by almost 250%, greatly exceeding the estimated 69% growth rate from 1980-2010 that was projected in the Town's 1991 Land Use Plan. Between 1980 and 1990, the growth rate was just over 30%. This slowed to 23% between 1990 and 2000, and picked back up to almost 30% between 2000 and 2010. This quick pace of growth has continued (through annexation rather than organic growth) since 2010, with the Town growing by almost 20% since the 2010 Census.

Town / ETJ Population Balance

In 2010, the population of the Town's entire planning jurisdiction was 7,920 (Town + ETJ). Assuming that the overall population has stayed relatively stable since 2010, the Town now accounts for approximately 47% of the population of the entire planning jurisdiction, up from 40% in 2010.

Population Density

Based on the 2010 data, the population density is approximately 693 people per square mile (just over 1 person per acre) throughout the entire planning area. The density is higher in Town, with 836 people per square mile (1.3 per acre) than the ETJ only with only 623 people per square mile (less than 1 per acre).

Median Age

In 2010 the median age of the Town's population, at 51.4 years of age, was significantly higher than that of the planning area as a whole (46.5 years of age) and that of Buncombe County (40.6 years of age). The current median age also represents a significant increase since 2000, when the Town's population had a median age of 45 years.

Age Distribution

The school age population (under 18 years of age) within the Town limits in 2010 was 17.4% of the total population of the Town. In the planning area as a whole, the percentage of the population in this age group was only slightly higher at just over 18%, which was slightly lower than the share of the school age population in Buncombe County as a whole (20.5%). There has been a steady decline in the share of the school age population in Town since the 1980s. The 1980 Census counted a school age population that was 28% of the total population of the Town. This declined to 24.5% in 1990 and 21% in 2000 as the Town grew to its current size.

As the percentage share of the school age population declined, the share of the Town's population in the retirement age group (over 65

years of age) has increased. The 1980 Census counted residents over the age of 65 as accounting for just over 12% of the Town's population. This increased to just over 15% in 1990, and had reached 23.5% by 2000. As of the 2010 Census, residents in this age group accounted for almost 28% of the Town's population. This is in contrast to residents in this age group comprising only 20% of the population of the entire planning area and only 16% of the population of Buncombe County in that year.

At just under 55% of the total population, the working age population (residents between the ages of 18 and 65), is a smaller share of the population in the Town limits than in the planning area as a whole (61.5%) or Buncombe County (63.5%). In 1980, approximately 60% of the population was in this age group. This group's share of the population in Town remained steady between 1980 and 1990, but declined to approximately its current level in 2000.

Households and Families

The average size of households (one or more individuals inhabiting a dwelling regardless of relationship) within the Town limits was measured at 2.13 people in 2010. This was the same both inside of the Town limits as well as the larger planning area, while Buncombe County's average household size was slightly higher at 2.3 people per household. The average household size in Town has declined since 2000, when it was 2.27 people per household. This is likely due to the aging population, which often creates a larger number of single person households.

The average family size (related persons residing together) in the Town limits has also seen a slight decline since 2000, going from 2.76 persons

per family household in 2000 to 2.66 persons per family household in 2010. The average family size is larger in Town than it is in the planning area (2.6) but both are smaller than the average family size in Buncombe County (2.86).

Economic Characteristics

Educational Attainment

Of the residents within the Town limits who are over the age of 25, over 17% held a graduate or professional degree in 2010, compared to only 13.4% in the larger planning area and 11.1% in Buncombe County. The share of residents in this age group inside of the Town limits holding a graduate or professional degree is much higher than in 2000, when only 12% held this level of educational attainment.

The 2010 Census found that over 26% of the residents of the Town who were over the age of 25 held a bachelor's degree, while around 23% of the residents of the planning area and 20% of the residents of Buncombe County had achieved this level of educational attainment. This is a significant change from the 2000 Census, which found very similar numbers of residents in the Town of Weaverville and Buncombe County with this level of educational attainment, with 16.8% in Weaverville compared to 16.3% in the county.

Altogether, the 2010 Census found that nearly 70% of the residents of the Town who were over the age of 25 had received at least some college level education. This was higher than what was found in the planning area (64%) and Buncombe County (60%) that year. In 2010 Weaverville also had a smaller percentage of residents over the age of 25 who held

only a high school diploma (22%) when compared to the planning area (25%) and Buncombe County (27%). The share of residents who had not graduated from high school in that age group was also lower in Weaverville (8.4%) than in the larger planning area (11.4%) and in Buncombe County (12.9%).

Occupation

The occupations held by the employed residents of the Town's planning jurisdiction in 2010 were distributed between 22 primary occupational categories. The occupation having the largest share of the workforce was in the Office and Administrative Support field, with slightly more than 15% of the employed workers in the planning area holding an occupation in this category. The fields of Sales (13.1%), Education (11.4%) and Management (10.8%) were the other occupational fields having a share of the population of greater than 10%, while Healthcare (6.4%), Production (5.9%) and Construction (5.3%) were the remaining occupational fields with a share of the population of greater than 5%. Together, these 7 occupational fields accounted for nearly 70% of the total workforce in 2010, while the remaining 30% spread among the 15 other occupational fields.

Industry

In 2010, the employed workforce in the Town's planning jurisdiction held occupations across 20 different industry categories. The primary industries employing residents of the Town were Health and Social Services (14.2%), Educational Services (14.1%), Food/Accommodation/General Services (11.2%) and the Retail Trade (10%). Other key industry sectors included Manufacturing, Construction, Public Administration

and Finance/Insurance/Real Estate, each with over 5% of the total share of the employed population in the planning area. Together these categories accounted for over 75% of the total employed workforce in the Planning area with the remaining 25% spread throughout the other industry sectors.

Income

According to the 2010 Census, the per capita income for residents within the Town limits was \$26,359. This was slightly lower than the per capita income that was found for the planning area as a whole (\$26,555), but slightly higher than the per-capita income in Buncombe County (\$26,209). Again, when looking at the planning area as a whole in 2010, it had both a higher median and mean household income, \$53,708 and \$64,933 respectively, than was found in the Town limits that year, \$47,391 and \$61,873 respectively. Both the Town and larger planning area were higher than the median and mean household incomes for Buncombe County in 2010, which were \$43,750 and \$60,715 respectively. Of the three levels of analysis, the Town's planning jurisdiction had the lowest rate of poverty that year, with only 7.7% of individuals living in poverty. Residents within the Town limits experienced a slightly higher rate of poverty at 9.4%, while residents of Buncombe County as a whole had a much higher poverty rate of 13.8% that year.

Housing Profile

Housing Stock

In 2010, there were 3,933 housing units in the Town's planning area, with 1,330 in the Town limits and the remaining 2,603 in the ETJ. This equates to a split of almost exactly 1/3 in Town and 2/3 in the ETJ.

Occupancy

The Town's planning area had an occupancy rate of approximately 90% in 2010. Inside of the Town limits, occupied housing accounted for over 93% of the housing stock, while 88.5% of the housing stock in the ETJ was occupied. Of the occupied housing units that year, approximately 66% were owner occupied and 34% were renter occupied in the planning area as a whole. Owner occupancy rates inside of the Town limits were much higher, with a rate of over 80%, while the renter occupancy rate inside of Town was much lower than the planning area, with only 19% of housing units occupied by renters in the Town limits.

Housing Type

The distribution of housing types that comprise the housing stock within the Town and the larger planning area are very similar. Approximately 80% of the houses within the planning area are single family dwellings, while inside of the Town limits these units comprise 81% of the housing stock. There is a bit more divergence between the larger planning area and the Town limits with regard to multi-family housing, with 14.3% of the units in the Town falling in this category, while they only comprise 11.6% of the housing stock in the larger planning area. The reverse is true for manufactured homes (mobile homes) with these units comprising only 4.7% of the housing stock in the Town limits, while they account for 8.5% of the housing stock in the entire planning area.

Age of Housing Stock

The area within the Town limits has a housing stock that is moderately older than the housing stock in the planning area as a whole. Inside of the Town limits, 10% of the housing stock was built prior to 1939, while

this accounts for only 5.3% of the housing stock in the larger planning area. Over half (52.5%) of the housing stock in the Town limits was built prior to 1980, while in the entire planning area, over 60% was built after 1980. Interestingly, while the larger planning area has a greater share of its housing stock that was constructed in the 1990s (27% to 17% in Town), the Town actually has more newer homes, with 20% of its housing stock constructed after 2000, compared to 17.5% of the housing stock in the planning area as a whole.

Housing Value and Rent

Dwellings within the Town limits of Weaverville had a slightly higher median value in 2010 (\$242,600) than the median found in the Town's planning area as a whole (\$234,397). Both of these median values were significantly higher than the median housing value in Buncombe County at that time of \$179,700. The opposite was true for rental properties with the County's median rent of \$711 per month being significantly higher than the median rent in both Weaverville (\$584/month) and its larger planning area (\$528/month).

Map Atlas

In addition to the general background information, maps were produced to provide a spatial overview of the Town. The maps produced included the following:

- Overview Map
- Jurisdiction Map
- Land Use Pattern
- Subdivision
- Zoning
- MSD Service
- Topography
- Slope
- Hydrology
- Flood Hazard
- Parks and Recreation

Map Atlas Disclaimer

The maps contained in this document are for illustrative purposes only. No degree of accuracy with regard to the position of any feature depicted in the included maps is expressed or implied by their publication. These maps contain a combination of layers prepared by local, state, and federal agencies, who should be consulted regarding the accuracy of their data sets.

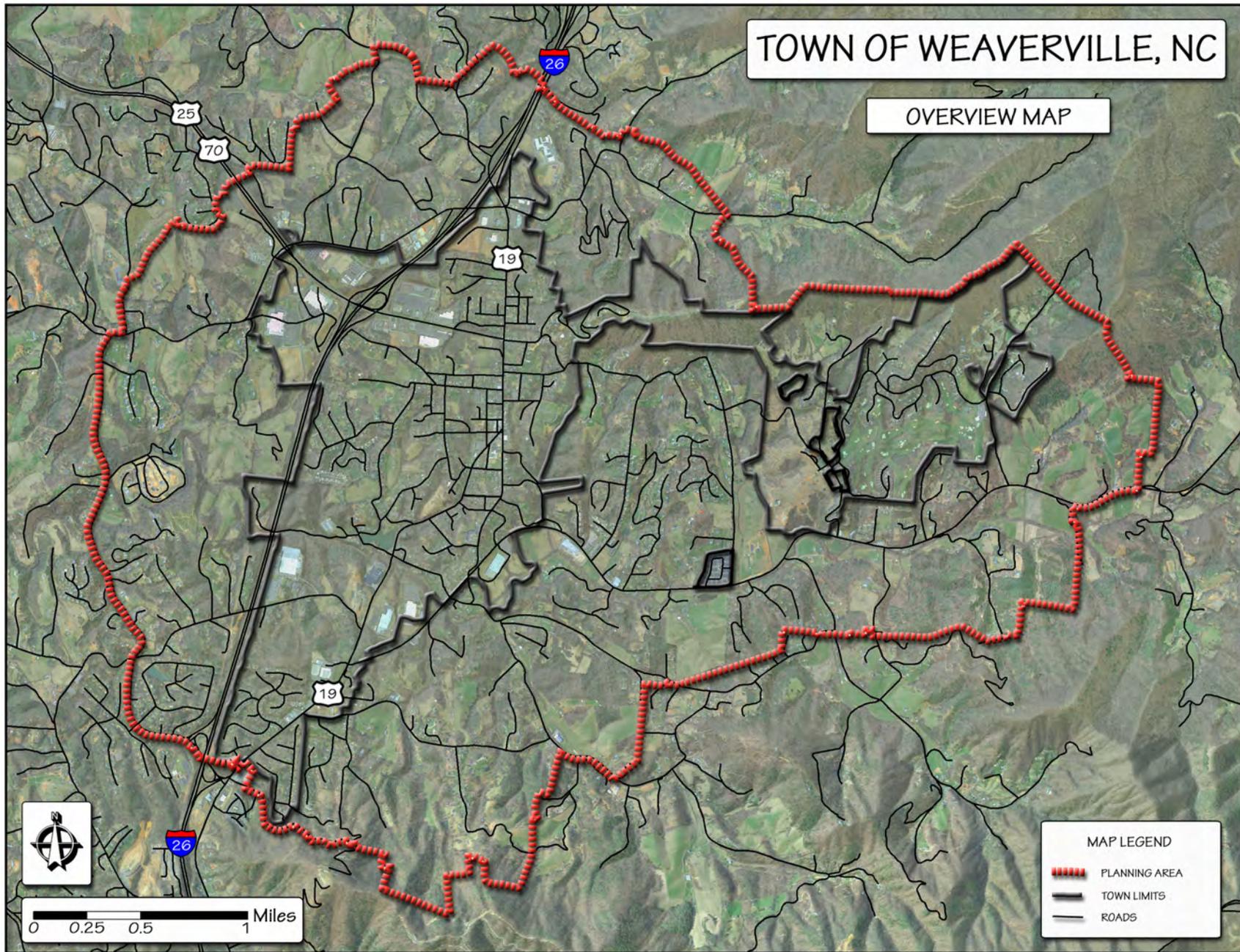


Figure A-1: Overview Map

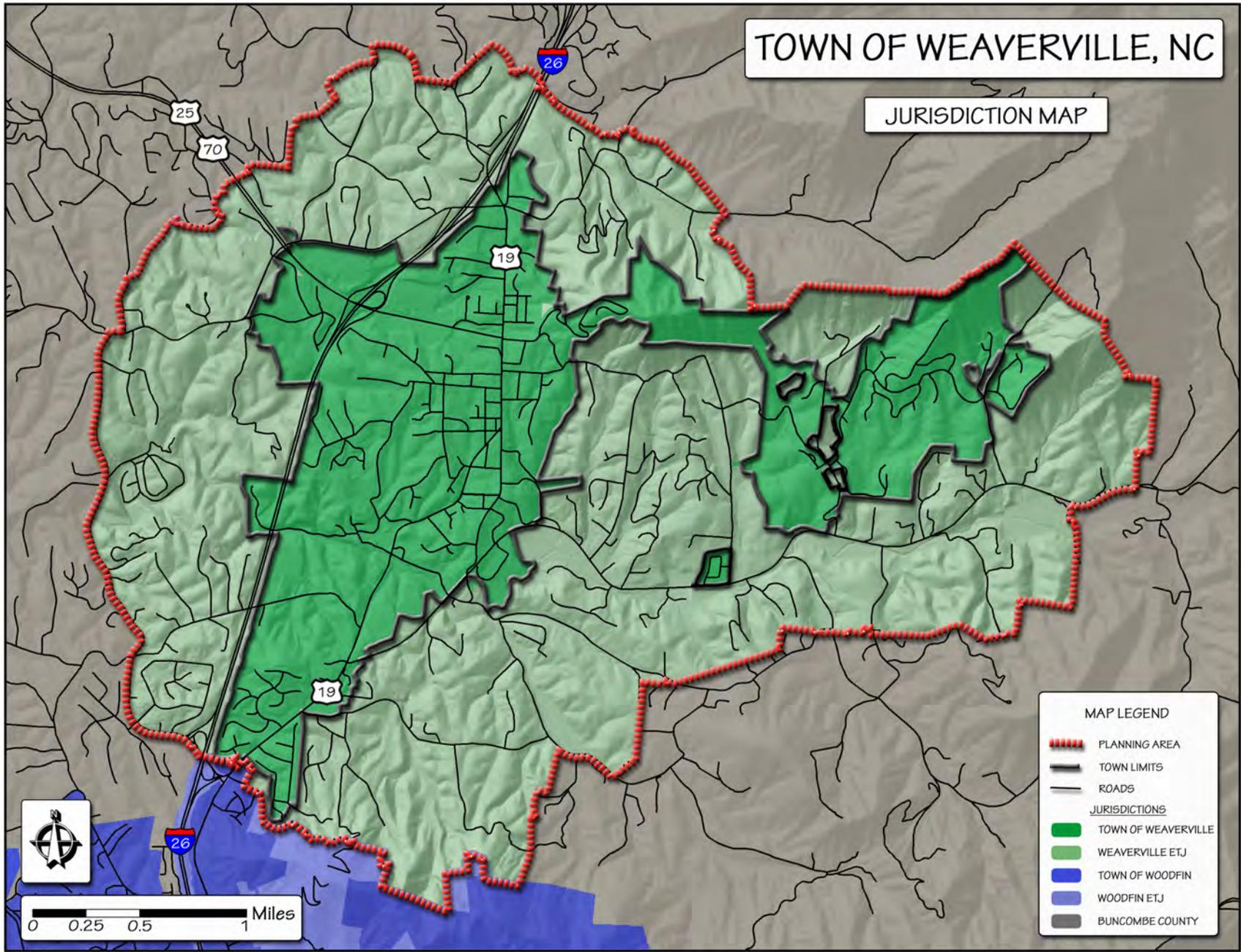


Figure A-2: Jurisdiction Map

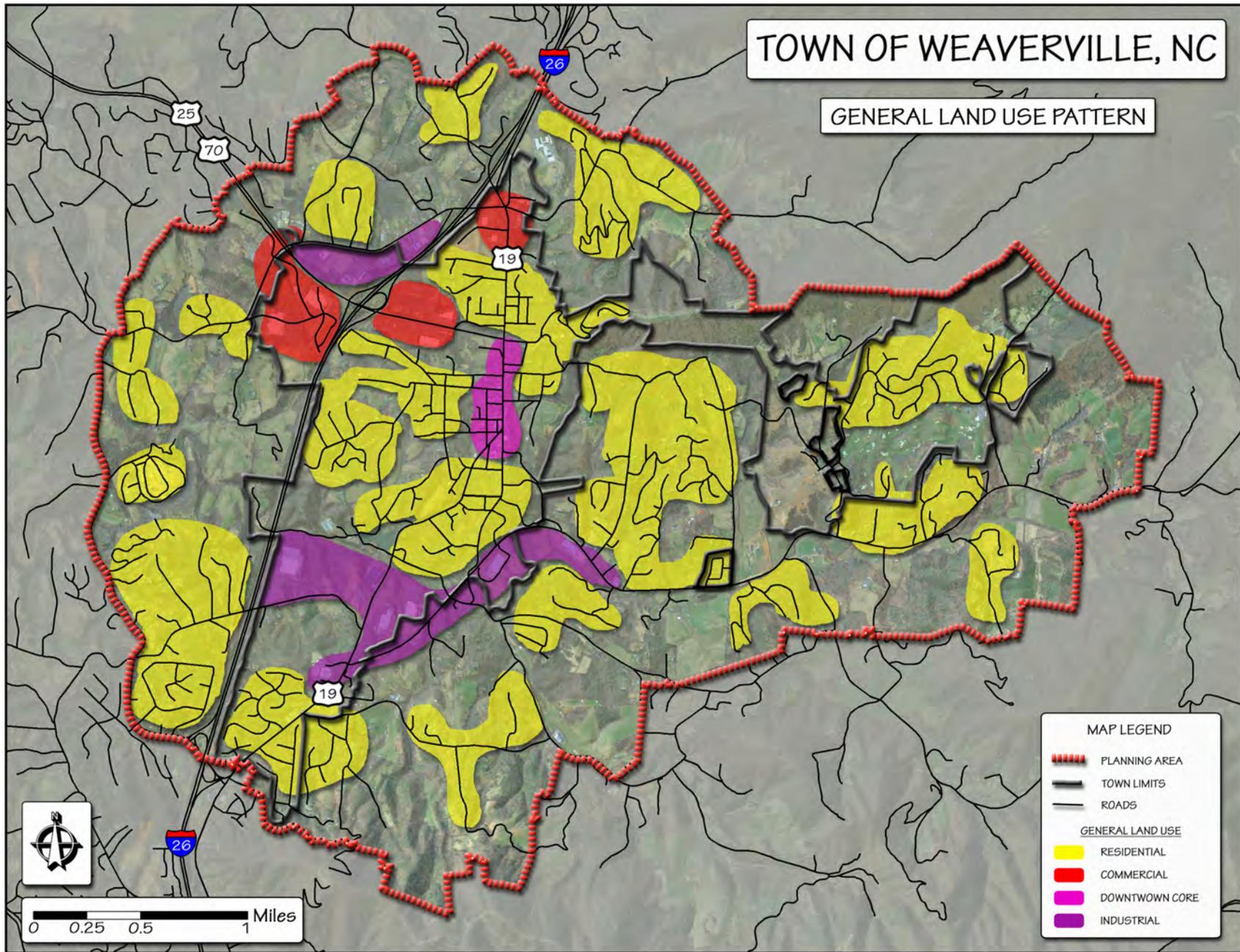


Figure A-3: General Land Use Pattern Map

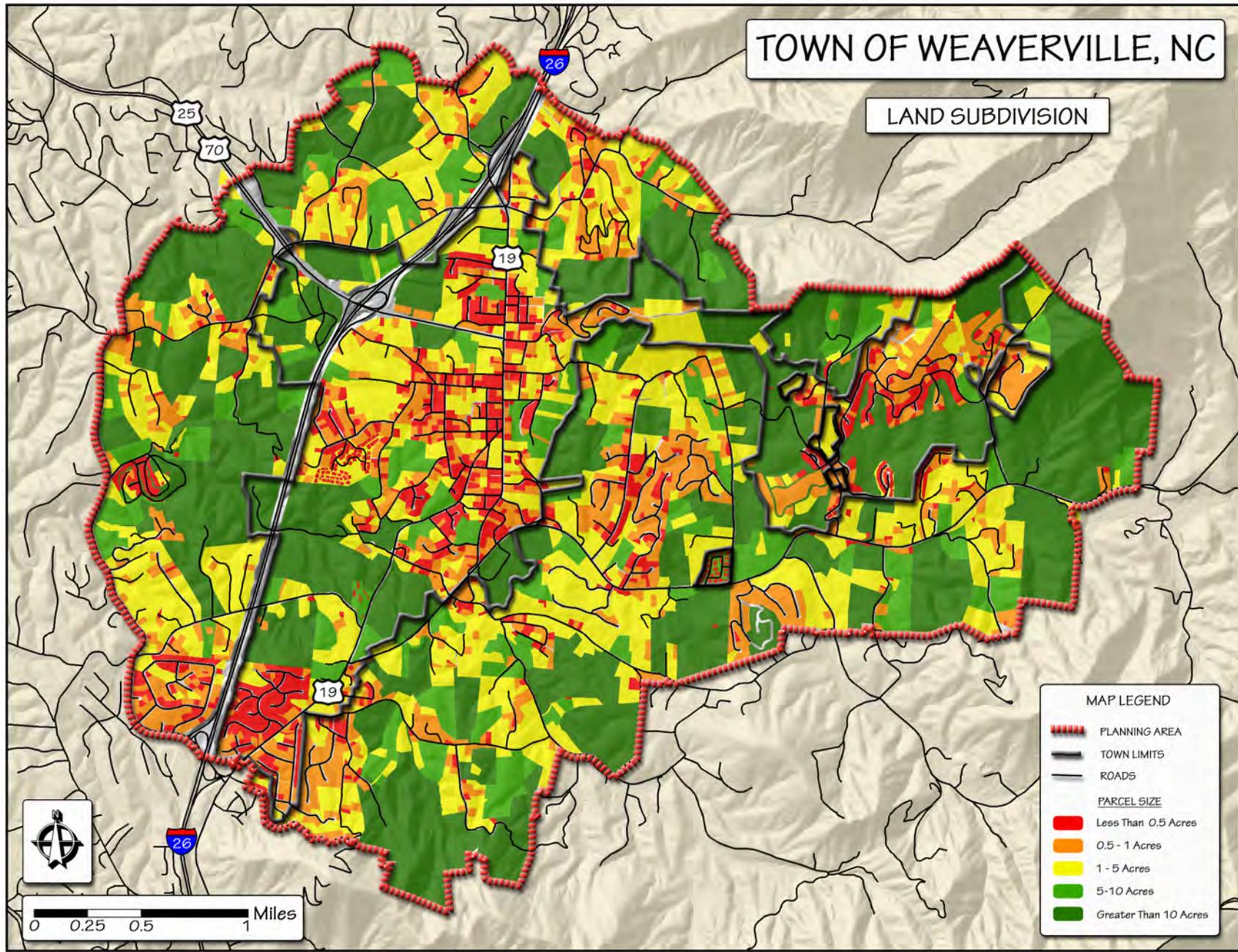


Figure A-4: Land Subdivision Map

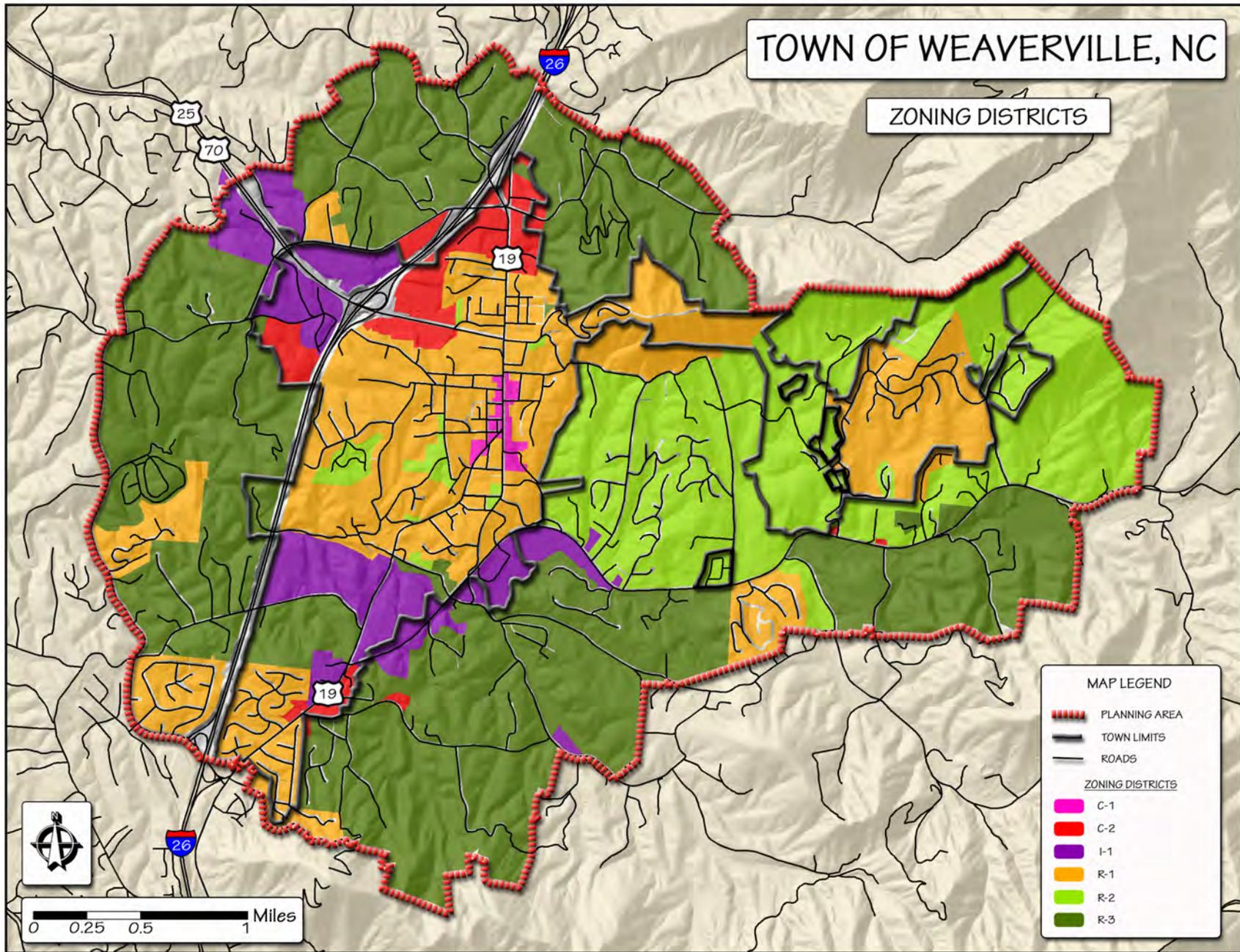


Figure A-5: Zoning Map

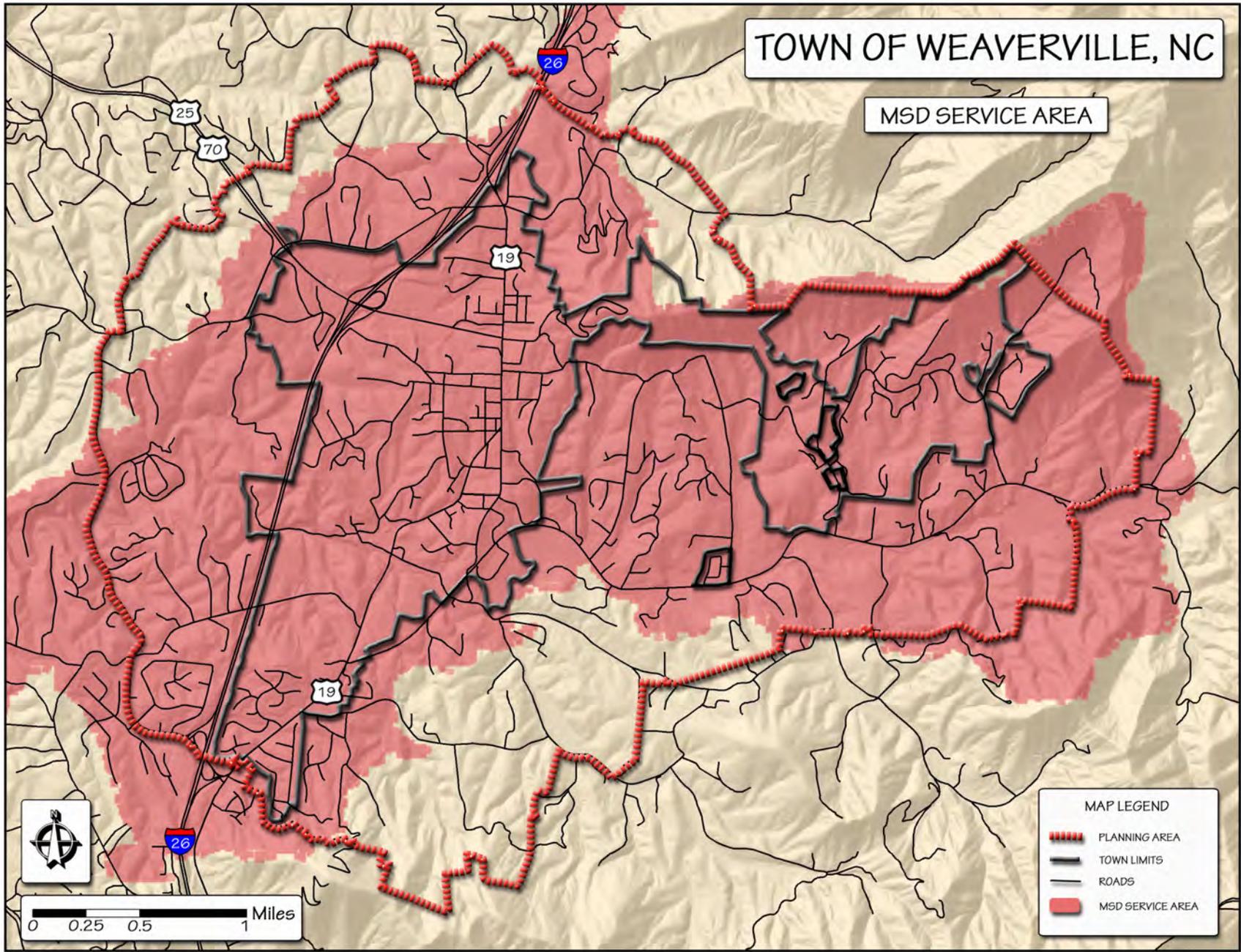


Figure A-6: MSD Service Map

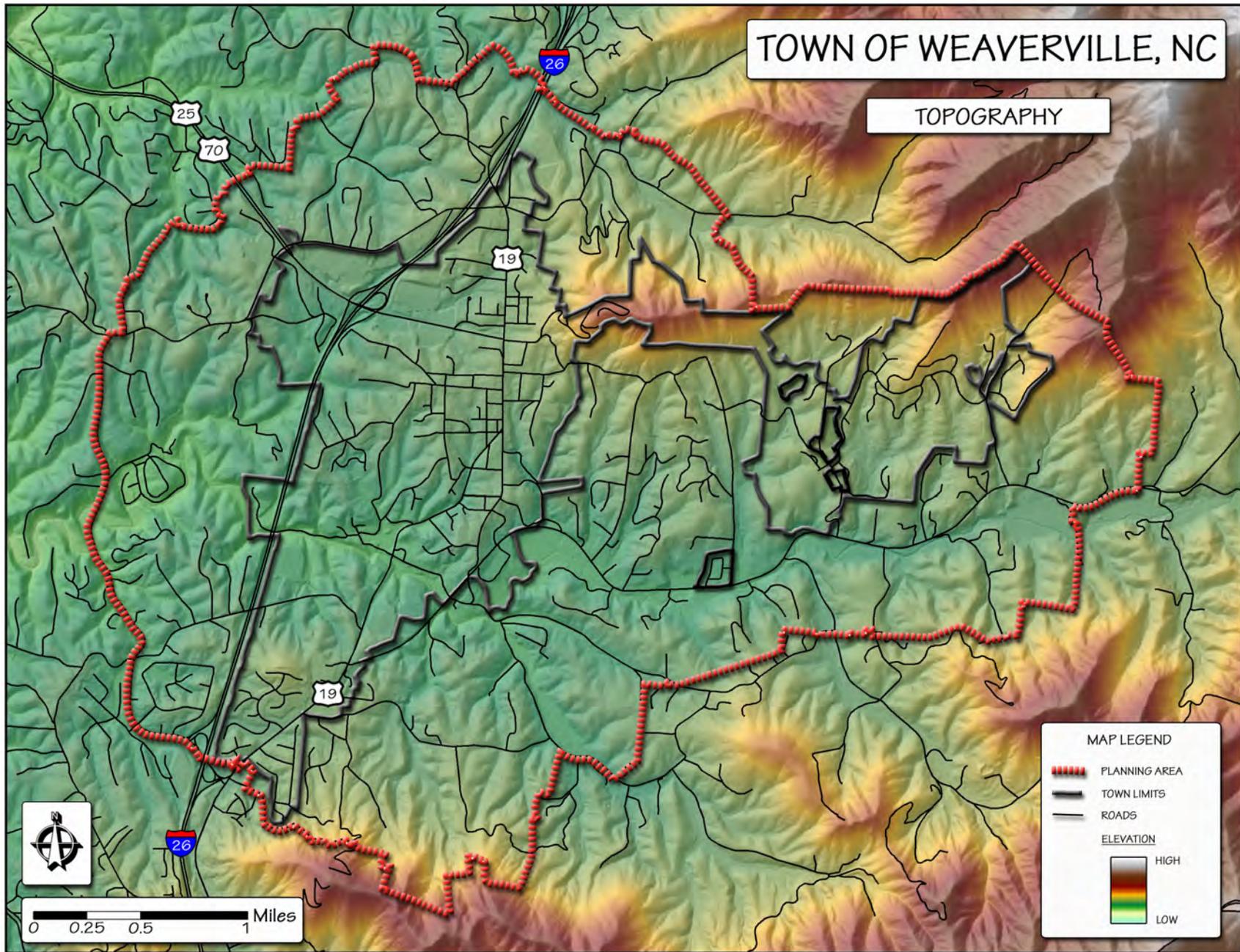


Figure A-7: Topographical Map

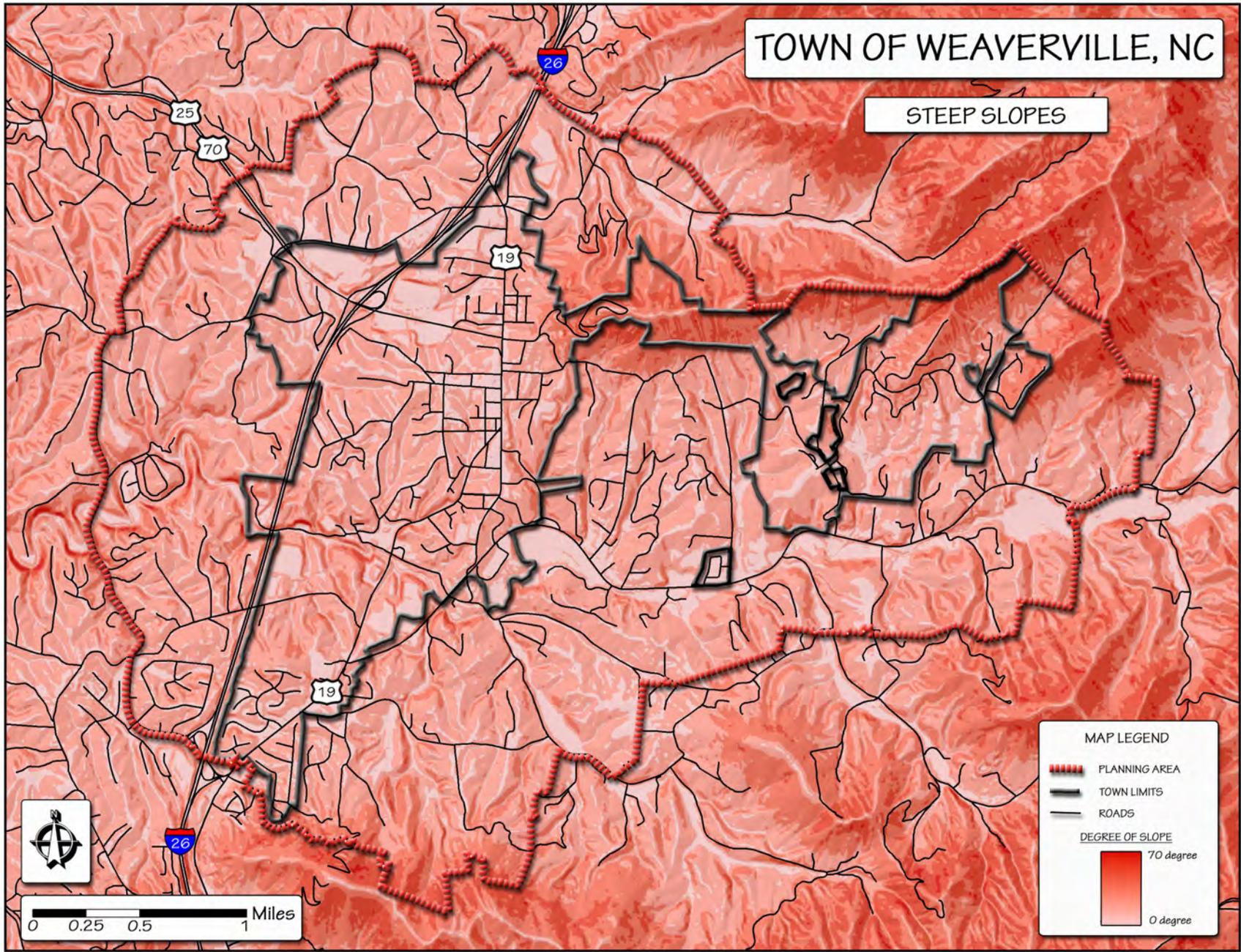


Figure A-8: Steep Slopes Map

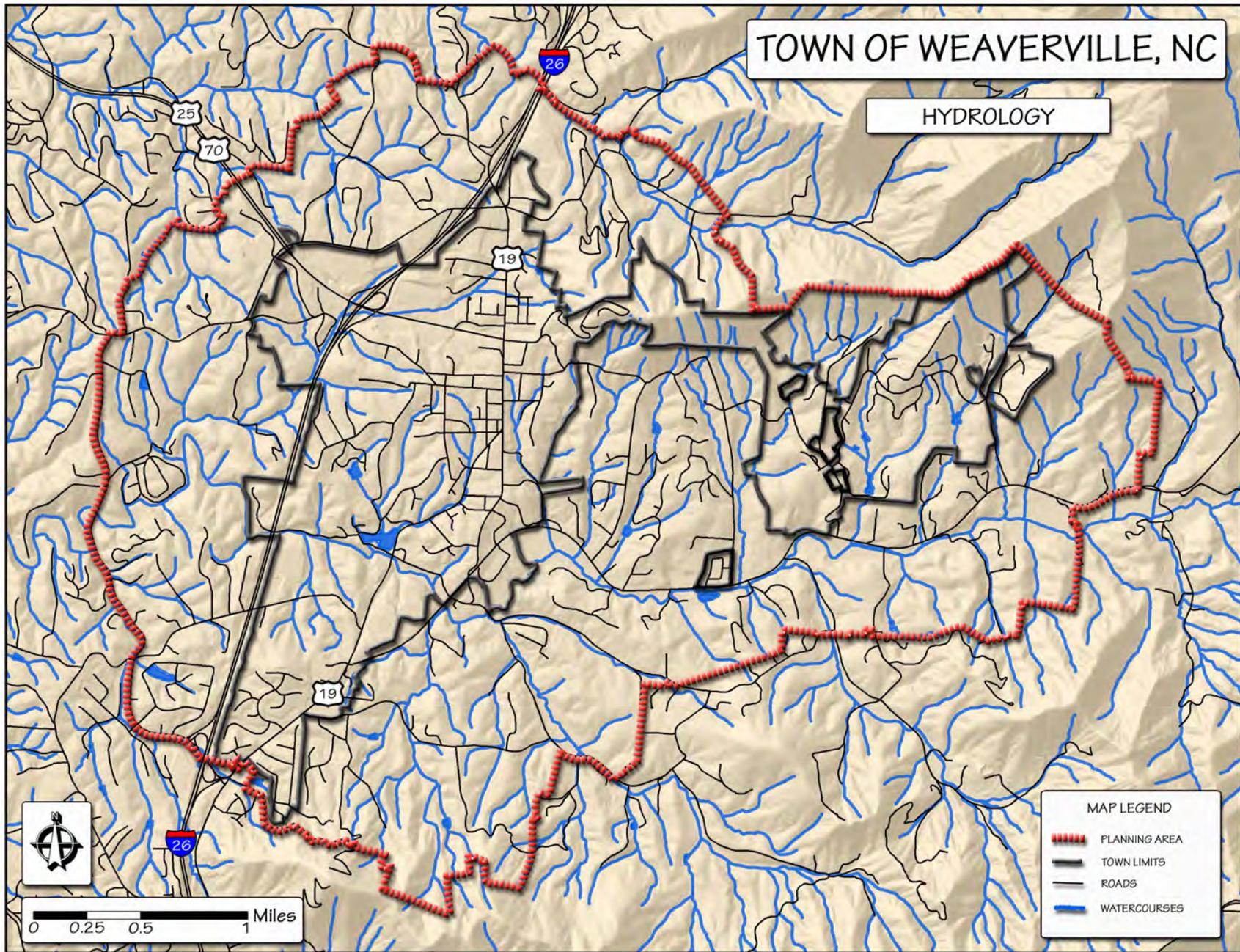


Figure A-9: Hydrological Map

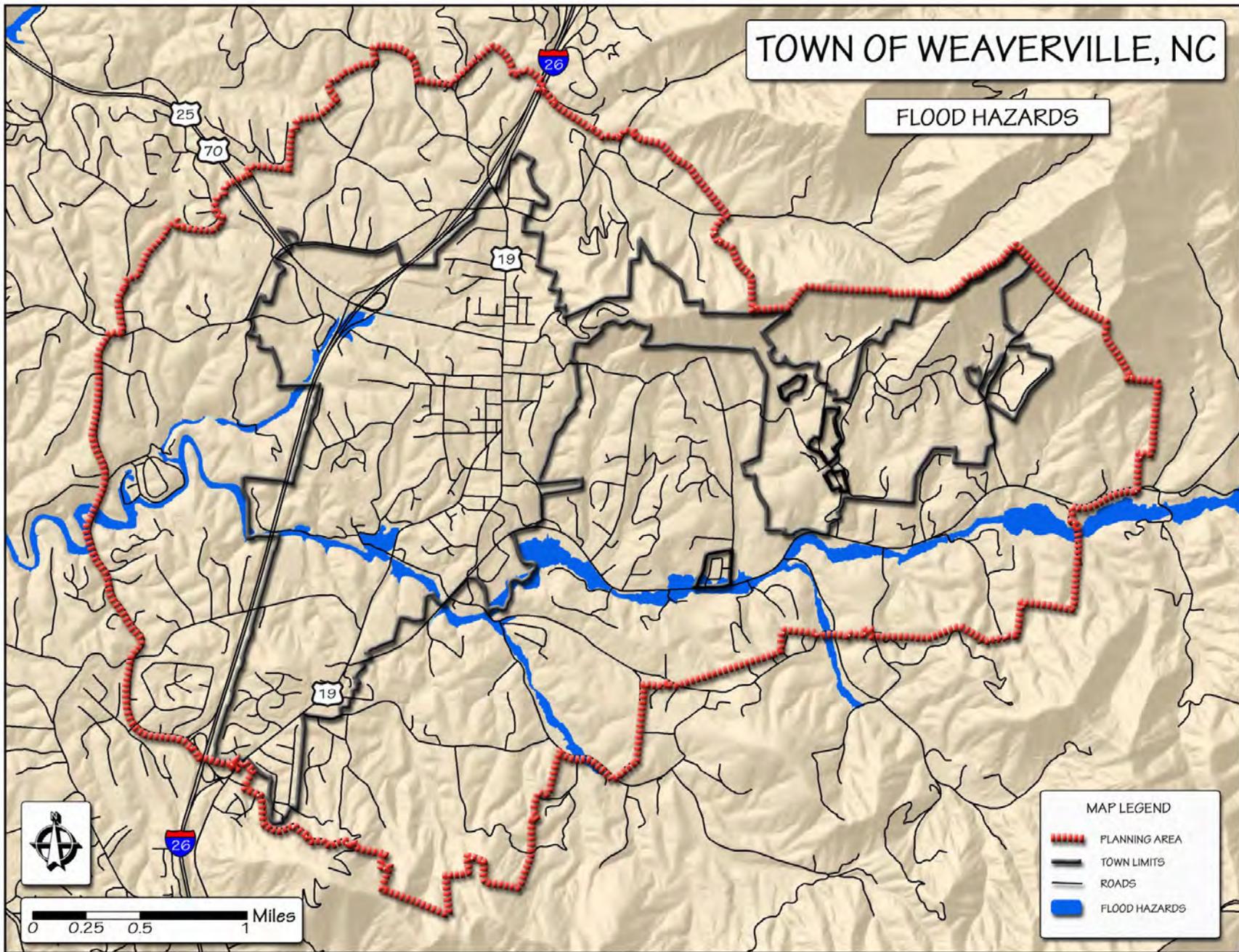


Figure A-10: Flood Harzards Map

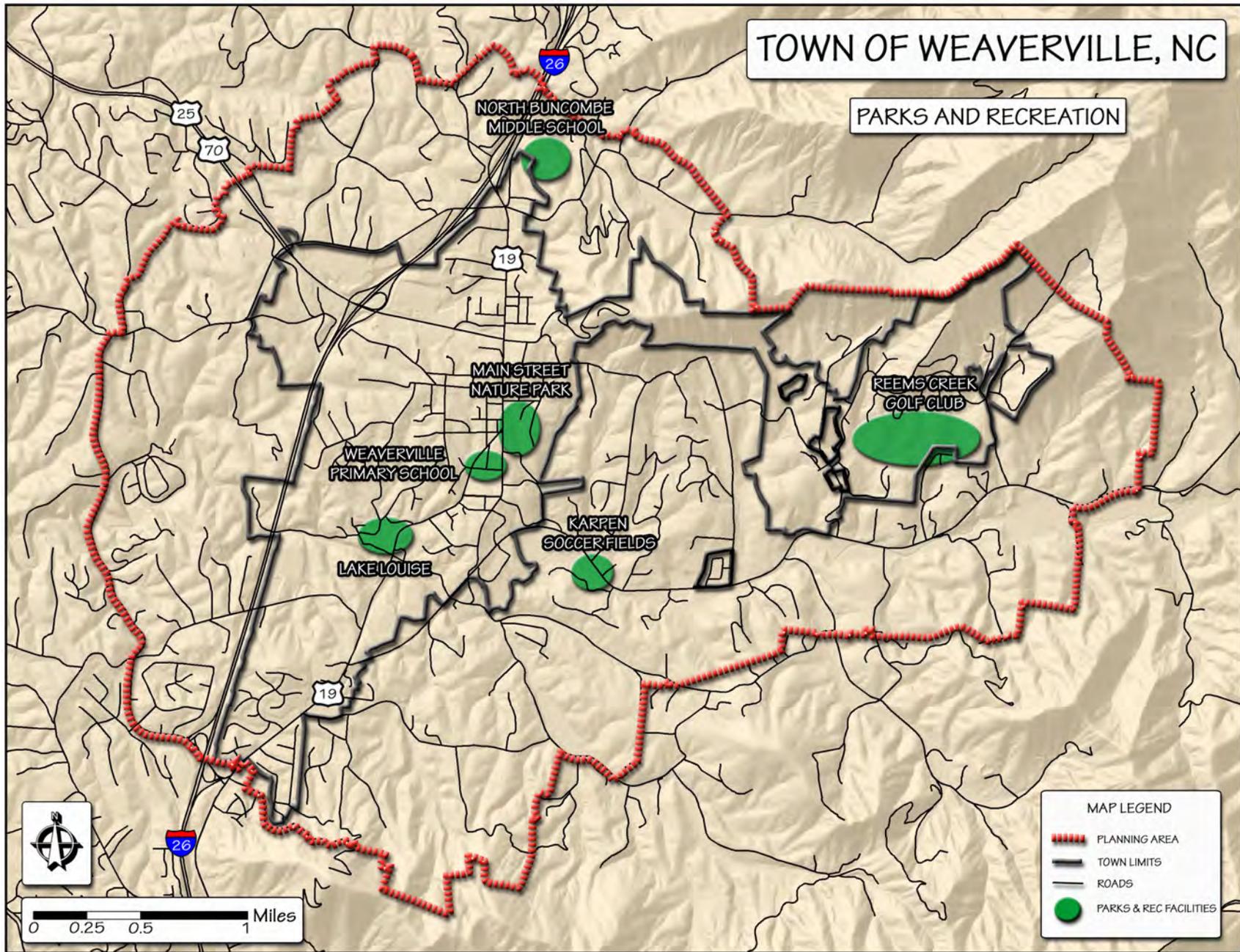


Figure A-11: Parks and Recreation Map

The Town of
Weaverville
NORTH CAROLINA

B

APPENDIX A: PUBLIC INPUT SUMMARY

Introduction

Throughout the planning process, the Land Use Plan Steering Committee made a number of efforts to gather public input, employing a variety of tactics to garner as much input as possible. The methods utilized were the establishment of an online presence through the use of an interactive project website and the holding of two public input workshops with approximately 35 residents attending each meeting. These forums for input were advertised through the print media, the Town's website, newsletters, as well as word of mouth advertising by steering committee members and Town Staff. The results of the public input are displayed below.

Land Use Project Website

An important communication tool utilized throughout the process was the "land use plan" project website hosted by the consulting team and linked in several places on the Town's website homepage. This website was specifically dedicated to the planning process and

receiving feedback from the Town's residents. The website included information regarding the project background, purpose, upcoming events, presentations and important contact information. The website received 1,204 unique visitors and a total of 2,034 page views during the process.



Land Use Project Survey

Residents of all ages were invited to complete the land use planning survey to provide input into helping make Weaverville a great place to live and work into the future. Fifty-four people participated in the survey. The survey covered eight questions and were utilized throughout the development of the plan recommendations. The detailed responses to each question are listed below as submitted by the survey respondents.

Question #1:

As Weaverville grows and changes, what are the most important characteristics to preserve or enhance?

- City owned facilities need to be retained and enhanced. Don't sell any assets.
- Maintain small town characteristics. Keep future big box stores across I-26, away from main center. No tall buildings, no glitzy bright lights on Main Street.
- The unique character of a small town central business district with businesses, shops, restaurants, services that will serve the local residents and draw tourists and seasonal visitors to our town. This has to include a balance between smart development of commercial building and keeping our viewsheds intact. People visit WNC to see the mountains and valleys and historic farms...not big box stores.
- most important characteristics: quaint, artsy, small-town, upscale, friendly, charming, caring police force
- A franchise-free downtown free of chain restaurants, big box stores, etc; The Nature Park and Lake Louise Park
- While growth is inevitable, I would like to keep the small town feel of Weaverville. Our Main Street shopping area should be locally owned and run businesses.
- The historic downtown area is like a throw back to the fifties. It is a treasure to protect. The new nature park and the area surrounding the lake are critical to the livability of wville. Sidewalks and a genuine town feel are necessary to preserve.
- Keep the down town small, charming and safe as it is, possibly by re-routing traffic around the town? Keep the town proper safe. Keep a good balance in the neighborhoods of old & young, working, professional and retired. Keep the spiritual life of the community alive by supporting the churches and other related organizations. Keep the green and the flowers!!
- Small town atmosphere in developing community keeping business, residences, manufacturing in prescribed areas
- Livability. Enhance public areas such as parks, walking and biking paths, swimming pools, and a walkable downtown.
- Preservation of the central business district and the ambience that's presently downtown. Perhaps underground utilities would add to this.
- Its history, quaintness, and old-fashioned charm
- Its charm, neighborliness and friendly small town atmosphere, attractive streets with trees,
- Do not allow over crowding No Increases to Tax Rate
- Preserve mountain views and locally owned/operated business.
- Preserve/enhance Main St. Promote positive commercial growth on Weaver Blvd. while maintaining a buffer (town owned land?) between Main & Weaver.
- Enhance commercial growth to keep tax rates low.
- Keep the character of Main St (downtown area) with the

franchises, box stores staying out by I-26. Explore possibilities of using some of the street parking areas as outdoor seating, dining, etc. much like Hendersonville did.

- Small town character. NO MORE BIG BOX STORES!
- I would like to see a continuation of the efforts to combat litter and preserve and enhance our existing natural beauty with flowers and trees.
- To retain the uniqueness the town currently has and not to become a cookie cutter interstate highway exit town.
- Do not allow the residential area to be encroached upon by commercial development. apply the zoning ordinances to all persons, developers, commercial groups and agencies equally - no exceptions
- Downtown on main st keeps the look it has now not a shiny new modern look ordinances as to height and look of new structures be put in place weaver bvd can have the modern look but not a mesh mash of building styles maintain our police and fire departments as they are now upgrade the grounds around lake louise
- I understand growth and we certainly need it, but I think we need to keep the small town feel that people like about Weaverville. NO BILLBOARDS IN THE CITY LIMITS. I really like the green area below the pharmacy.
- The small-town atmosphere.
- "Small Town" look & feel but with access to major stores & services
- Gas station must go on Main Street. Does not serve the public as the shops and business should. Extend shopping beyond the small number of business there now.
- Character of Main Street - green space within town limits
- A park for residents

- We were originally drawn to Weaverville for the small town charm, Lake Louise, and that there was an actual downtown, so I think that's important to maintain. Weaverville does not need to become Asheville.
- We must protect the small town feel by developing a planned growth strategy enabling a "connected" township. Isolated pockets of growth are very disruptive to a community's "feel" or culture. The challenge is to "connect" the households to main street and main street to the commercial growth areas. Traffic flow is the conduit for creating a congruent and close knit community.
- Small town ambiance Vibrant Main Street business community Residential character of the Town
- The small town feel and friendliness of main street; it's walkability; the music and art scene; the importance of nature to the community
- Unique businesses, intimacy, creativity
- The old town charm and the friendliness of the people.
- The charm and walkability of the downtown is Weaverville's key attraction. Need to fill in the "gaps" and make this a retail destination.
- Keeping the small town feel and charm with plenty of green areas
- Small town atmosphere is nice but the tradeoff is commercial stagnation within town allowing the business that have a foothold in town to dictate the only direction that it might grow. Open it up by extending the main street.
- Keep the small town charm of downtown Weaverville as it currently is. If it grows with knockdowns on Main Street and changes from existing residential to commercial, it will lose that charm. I've heard developers say many times, "the land

is too valuable to remain residential or leave a small business at that site when their big commercial project will generate more profit for owners and taxes for the city”.

- The feeling that this is a small town that is growing to include development of specialty businesses.
- Small town pedestrian friendly neighborhoods, protect residential areas from commercial encroachment, and maintain high quality services and outstanding great small town reputation.
- Preserve steep mountains in natural state. NO STEEP SLOPE BUILDING!!!!
- The small town feel.
- Hometown feel, green spaces
- Lower taxes Downtown “village” atmosphere Rural/open spaces
- Small town ambience
- Small town - keep current building height and size limits - signage controls - strict zoning - encourage local business
- The feel of community. We are a small community with unique features and beautiful surroundings.
- City services, e.g., fire department, police department, garbage and trash removal, water department and road maintenance. A business friendly environment with regulations and fees to make Weaverville a great place to keep or start up a new business.

Question #2:

As Weaverville grows and changes, which things would you like to change?

- Enhanced gateways to the town. Improved landscaping at Weaver Blvd exit. Widen lanes and include a bike lane on Merrimon at the south end city limits - enhanced landscaping as you enter the town limits.
- Don’t encourage population growth. Implement more active zoning restrictions, including retroactive enforcement.
- 1) More service-oriented businesses, like medical offices, be available. 2) Improved reliable mass transportation thru Woodfin to Asheville. 3) Zoning to contain commercial development close to infrastructure and protect additional thoughtless residential development.
- Less fast-food places
- Add a sidewalk along either side of Merrimon Ave. to the Lake; and protected pedestrian crossings across Merrimon to allow residents from either side of Merrimon to walk to the Lake.
- Since we only have ONE main Street through town, WHY do we keep blocking it for “festivals”? Surely there is some other location that can be used for these events.
- Limits put on the Weaver Blvd type of growth. Downtown is best suited to entrepreneurs and local business. More importantly, the spirit of any downtown development needs to be consistent with the vision of a traditional neighborhood - development. The McPhail property did not keep that mystic and would have been fatal if it had happened downtown.
- The traffic patterns need to be studied and changed. Highland Street needs traffic bumps, as do other streets. More street light access onto Main from side streets! The

lake needs to be studied as a community resource and made safer. I have seen crimes there in late afternoon, early evening. More patrol or cameras? I would like to see traffic tickets given out more. Ideally, I would love to see a traffic free downtown with public transportation from outlying parking lots. That is longterm, I realize.

- Managing traffic on Main St and Weaver Blvd. - it is increasing on both. encouraging business growth, but in a manage way. so far so good
- Lake Louise is great, however I feel that there is a lot that could be done with the building and large parking area uphill from the lake. I know the farmers market meets there. I think that the current parking lot could be turned into a wading pool. There are a number of typical swimming pools in Buncombe county but no wading pools. By wading pool I mean a shallow pool with play structure designed for kids to run and swim in but, not a typical lap pool. This would be the only water area like this in Buncombe and be a huge draw for families to recreate and further enhance the Lake Louise park area. A sidewalk on Merrimon connecting Lake Louise to downtown!! Keep downtown walkable, and enhance its walkability. Give pedestrians the major focus. If the current cattle pasture area by Reems Creek is ever for sale purchase it and make it a park to connect Lake Louise to the soccer field via the park and walking path. Seriously restrict any growth like what is happening on Weaver Blvd, from coming downtown,
- Large chain stores and fast food restaraunts would destroy the character of downtown. Disc golf baskets should be placed in the Nature Park to further enhance the parks use, Just one or two baskets.
- As above, underground utilities downtown. additional restrictions on development to control strip malls, sprawl,

etc.

- Fewer fast-food chains green landscapes retention of mountains
- Develop better barriers between commercial and residential. Required landscaping and other blocks of lights, traffic and noise.
- Set up Minimum acreage for new homes to control growth.
- Maintain small town status and reduce chain stores turning Weaverville into another "anywhere USA." which is what has happened in South Asheville.
- Fiscal policies of town council.
- Lack of commercial services, that require travel to other cities or towns to obtain.
- Narrowness of Hamburg Mountain road
- Rather than building new commercial/retail properties, reuse the Food Lion/CVS vacated store fronts.
- I would like to see stronger ordinances and enforcement of community eye-sores, personal property not maintained, litter and junk scattered around homes, etc. I also think our big-box stores and fast-food restaurants need to do a much better job about cleaning up their parking lots and surrounding areas.
- I cannot think of anything I would like to change except that the town council speak for the residents and not develops
- This may already being done but protect home owners from the few people who can bring unsightly construction, not taking care of the property and animals that create a nuisance
- I am not sure, I really like Weaverville. I would hope that the chain stores could be restricted from Main Street. Keep them on Weaverville Blvd.

- Wish Goodwill was not anchor on Boulevard.
- The appearances of some Main Street businesses detract from the overall appearance of the downtown area
- Parking downtown
- Keeping the items above in mind, I'd like improve the walkability of the town. Sidewalks along Merrimon so residents can walk to the lake or downtown would be a tremendous benefit.
- The household growth in Weaverville is occurring in the Reems Creek area, but the commercial growth is occurring along Weaver Boulevard and beyond. Hamburg Mountain Road nor Reems Creek Road are adequate "connectors" between the two growth areas today. This "traffic flow" issue will only intensify in the future. Citizens in the residential growth areas will be compelled to shop, eat, etc... in Asheville rather than Weaverville. Weaver Boulevard's commercial areas will serve customers from Madison County and Main Street will become disconnected from both areas if this is not addressed..
- Tacky development on Weaver Blvd Improve gateways to the Town\
- Fewer car lots or garages on Main St. A bike lane, Traffic lights that allow right turn on Red
- Some buildings need to be spruced up. A little less of the chain stores-really don't want them in the downtown.
- No more strip malls!
- I think for Weaverville to prosper, we need to have more local job opportunities for everyone alike. More sidewalks for the town of Weaverville. Need more restaurants, more places for the youth to hangout and stay out of trouble. Just things that can bring our community together better if possible.
- Keeping the small town feel....add more green area..... walking/biking areas. Large concern over crime increasing with the increase in business...especially businesses that might increase crime.
- The gas station in the middle of town must go. It provides a private service only, no gas is for sale. Better access to main street business is needed through better traffic circulation
- I have not seen any development that is of major concern. I think that change should move slowly and be widely publicized. There should be no back room dealings.
- There is a need for more public parking now and even more so in the future.
- Encourage more high quality commercial development, work to facilitate greenway development, higher utilization of water treatment plant capacity, review commercial zoning regs to encourage needed onvestment in hotels, larger upscale restaurants and entertzainment venues
- Keeping downtown in current "small town" state. Insure that high traffic elements are kept out of downtown, i.e. fast food, grocery, and other high customer turnover businesses.
- Lower taxes
- A dog park, places to walk dogs, more sidewalks, more openmindness on part of Town Council
- A few chain restaurants out by Walmart/Lowes, Weaver blvd
- Enforce zoning - control gambling - watch liquor licenses -
- The town needs more fine restaurants. The town closes at 9 PM
- Athletic park(s) designed for all ages of participation which would include walking, softball, soccer (field hockey) and the addition of a dog park. Strict enforcement of traffic and speed limit laws and ordinances.

Question #3:

How do you feel about the quality of development in Weaverville over the past ten years?

- 6.5% - The quality of development has remained the same
- 41.3% - The quality of development has improved
- 26.1% - The quality of development has declined
- 26.1% - Don't know / haven't been here long enough

Please cite an example in the Town that is representative of your answer:

- In the 8 years I have lived here, it appears the town is hesitant to do major upgrades such as to the Lake Louise park. The lake area could be a real draw for the town but, other than playground equipment, not much has improved on this very unique resource.
- Goodwill, Zaxbys, Autozone ! Should have been across I-26. Ther raped land should have been residential.
- The use of a major piece of land at the corner of Weaver Blvd & Main Street being used for what? A fast-food restaurant, another auto parts store, and a Goodwill? That corner could have anchored an extension of downtown.
- More sidewalks have been developed over the past 10 years than previously. Tailgate market is good.
- The re-purposing of the old fire station.
- Weaver Blvd
- Town council has done its best at zoning and preventing unwanted development. has maintained high quality services. smart annexation of area down Merrimon to Woodfin.
- Jack of Hearts downtown is a fantastic example of the type

of downtown development

- Jack of hearts
- Auto Zone, Goodwill, Zaxby's - original proposal for property included residential, office and retail, but neighbors squelched. Now we have another strip mall. We went backwards here.
- The latest development on Weaver Blvd.--Goodwill, Auto Zone, Zaxby's, and goodness knows what else. If the woods and hill had to be bulldozed down, a pretty residential development would have been nicer.
- The newest development on Weaver Blvd. is unattractive. Instead of a big box it is 3 smaller boxes that don't fit in with the existing architecture on Main Street as we were led to believe they would.
- Rather than using new property to build chain stores, I would prefer to see reuse/renovation of our many existing under utilized buildings as a requirement.
- Walmart across the highway.
- Additional commercial growth
- Walmart, Lowe's, Goodwill
- I feel the city has done a good job with the new Goodwill shopping area
- But there are too many unfished projects
- The development of the McPhail property
- Wal-Mart Lowes Resturants Etc.
- Weaver Village did not turn out as advertised. What happened to the "craftman-style" buildings?
- new diners
- Development along Main Street has continued despite significant commercial development along Weaver Blv. This

is a sign good balance in development.

- Conditional zoning of Weaver village; architectural controls & standards
- Walmart & Home Depot - suck life from small retailers
- Aside from the Walmart, traffic has become worse. Not enough to complain about, just noticeable due to the Walmart being open.
- We are seeing more chain stores with less thought to green space and curb appeal
- I think keeping commercial growth on Weaver Blvd and west of I-26 has been the proper place to allow it.
- The improvement of fronts of businesses on Main St.
- Old fire station renovation and ABC store
- Building of Walmart complex causing dislocation of low income housing.
- Housing has improved
- WALmart - Lowe's - ABC - all in one area - away from residences
- The quality of development has improved--Lowe's, Walmart, Zaxby's
- Continued new housing starts and growth in Reems Creek Golf Community, Fox Lair and Reems Creek Village. The addition of Northridge Commons and the new section now housing Goodwill and Zaxby's...The expansion of Ingles' grocery and the new fire station.

Question #4:

What will be the top three development issues in the Town of Weaverville over the next 10 years?

- Ridge line development needs to be managed, further improvements to business corridors including new businesses, regional marketing plan ultimately should be created to attract county-wide residents to visit businesses.
- Water (MSD take over). Illegal immigrant infestation. (no section 8 construction).
- Availability of clean water for all residents on the water system and using wells. Control of county expansion of building right outside our jurisdiction that may affect Weaverville Mass transportation connecting us to the huge growth in Woodfin and on into Asheville
- 1) shops to attract the wealthy or to attract the poor? 2) large store chains vs small quaint stores 3) lower cost housing near higher cost housing
- Intrusion of chain and big box developments into Downtown
- Traffic management and parking that is convenient to Main Street, keeping Main Street viable. Eventually it is going to be necessary to have off street parking. It is dangerous to have car doors opening into traffic, and people stepping out between parked cars. I don't know how the town can impact the price of residential property, but it is getting too expensive for average families to live here. Conversely, I would hope that the land values would increase enough to make the auto repair shop, and the used car lot move to some location off Main Street.
- Consistency of development quality keeping weaverville's character and charm
- 1. single family residential vs. commercial and/or multi-unit

zoning 2. water use and sewers 3. traffic planning.

- Unregulated growth around interstate exits. overburdening of Main St. (traffic, parking) annexation of Reems Creek Rd. areas.
- Filling out the Lowes/Walmart area with big box store, keeping downtown's current character, Weaver blvd development.
- Affordable efficient homes. Restaurants and hotels to support local tourism. Entertainment for our youth, such as a theater, arcade, or skate park
- Commercial and retail growth and how to provide a balance to allow growth, but retain the character of the community. Desire for additional recreational opportunities - greenways, bike trails, etc. sustaining economic development to provide adequately paying jobs.
- Commercial development Housing development
Automobile traffic
- Parking if the growth is "downtown"; maintaining the charm and small town feeling and still having revenue without raising taxes. Preserving what residential areas that exist near Main street
- 1) The first issue will be resisting the temptation to overdevelop our area with a more is better approach. More tax revenue also means more expenditures. 2) There is talk of maintaining our small town atmosphere while we are building chain stores as fast as we can and eating up new property on the edges of town. We need to require renovations of existing shopping areas such as Roses shopping center, Ace Hardware center, and (in town limits???) Poppy's restaurant Stoney Knob Mulch Yard area. 3) Difficult housing market makes it easy to mix lower-income housing in near areas of middle and upper income. It also promotes

approval of poor development plans such as those which utilize property for more units by having multiple driveways directly into streets rather than requiring parking exit plans which combine traffic flow from units into fewer driveways.

- ETJ, public services, annexation issues.
- Lack of moving toward I-26 being completed. Be more flexible in allowing changes to zoning to promote more growth. Increase appeal to major companies to move and build here.
- Keeping open space
- 1). The extent we allow more fast food type restaurants and box stores 2) Maintaining the overall beauty of our small town 3) Advocating for quality of life enhancers such as greenway and park developments
- Hotel sidewalks from Lake Louise to downtown on Merrimon Ave Expand and utilize community center
- 1. To preserve the downtown residential area and main street as a small hometown 2. to require developers/ commercial business to use existing commercial buildings that are vacant before approving new commercial developments 3. for developers to follow the ordinances - set back ordinances, noise ordinances, environmental guidelines, decrease light pollution, develop according to the lay of the land instead of leveling the land and building retaining walls, build according to their promises to the town
- Handling growth, crime and
- Keeping the small town feel. No billboards Keep Weaverville a place where small business can compete.
- Growing too fast. Multifamily developments that overwhelm the infrastructure. Keeping and enforcing adequate zoning.
- Tax Base - industrial & residential Available water/sewer

capacity - also eroding/aging infrastructure Road & Parking congestion - is O.K. now but could become a problem with increased growth

- 1. Motel 2. Major restaurant
- Hotel/Motel Industrial Park for small business More parking for Main Street
- Attracting the kinds of businesses that the town would likely prefer - actively promoting the town in "quality of life" terms - perhaps parking, although I don't think it's a problem now
- Remaining a "connected" community rather than "pockets" of incongruent growth separated by "dead" areas. - Protecting the tax base by avoiding housing value erosion. The single biggest threat to devaluation of property value is the ownership of Reems Creek Golf Course by Warrior Golf.
- Diverse light industry redevelopment & reinvestment Redevelopment of Roses Plaza Quality residential development
- Congestion on Weaver Blvd,
- Traffic congestion.
- Keep people coming to visit Weaverville. Keep it small and charming.
- We need a community gathering place Keeping a vibrant downtown retail district of unique shops Finding places for artist studios
- 1. More Jobs 2. More Jobs 3. Water purification / clarity
- Keeping weaverville picturesque, keeping crime low, traffic keeping a sense of community and not giving over to chains. Keeping a nice mix of arts, food, entertainment and shopping.
- Business access on main street. Need a longer main street. Get rid of old gas station/garage.
- 1) pressure to allow gambling machines of various types 2)

replacing aging infrastructure, including roads 3) additional schools to meet population growth

- Residential building, traffic, parking
- Maintaining quality small town character attracting desired development with limited town geographical boundaries Letting the businesses know why they should located here
- Slowing growth. Disallowing steep slope development. Keeping downtown small.
- Improving (more) businesses, Traffic, and repairs.
- Take care of the park areas we have and expand including a place for dogs, and cleaning up the area around Community Center and old swimming pool property (put it to good use), decent trail around the lake -manage traffic and parking -support Main Street retail area
- Tax base Business development of resident services
- Congestion - variance pressure on city - requests for cell tower construction
- Small town feel yet still services that are superior
- Water and sewer availability and maintenance, police and fire protection for a growing population, general infrastructure maintenance and needs.

Question #5:

What are the top three transportation issues in the Town of Weaverville?

- Please pay for a line of service to ART. The town is too close to AVL to skip this. Black Mtn has bus svc and is several miles farther out.
- Auto traffic. Need better public service. Keep trucks off of local roads in town.

- Connection to Woodfin & Asheville Congestion caused by thoughtless commercial development on roads not meant for high traffic Maintaining the rural nature of precious roadways connecting to other areas, (i.e. to the BRP, Beech community, North close to I-26)
- 1) buses to bring the elderly to shops, doctors, etc 2) buses from Weaverville to Asheville
- Sidewalks Bike lanes Parking
- We tried getting a bus line, and it did not have enough support. I don't know that there is any answer as far as mass transit goes. As I said in the previous question, Main Street is a real problem when schools let out in the afternoon. If there is no alternative to getting through town, we need to try to streamline the traffic patterns on Main Street.
- Having a plan for the biking corridor between Marshall and Asheville. keeping downtown pedestrian friendly Keeping cars off of the shoulders of roads, when that is the only place for a biker or walker to go.
- 1. resumption and expansion of Buncombe County public transport to and through the town and township 2. parking for downtown; 3) traffic safety within the town and township limits.
- Public transportation to Asheville - I know no one rode the previous bus, but it will re-emerge as an issue. Organized car-pooling?
- Walkability, bikability,
- Growing need for adequate public transportation, internally and linking to other parts of the county, especially downtown Asheville, UNCA, and other destinations congestion on Main Street and Weaver Blvd. Increasing need for bike lanes as more and more recreational cyclists use our roads.
- Transportation into Asheville and other areas other than by car Traffic flow through downtown Weaverville Bicycle lanes
- Increasing development creating traffic jams on Weaver Boulevard, Reems Creek Road, and New Stock Road Ingles area.
- Integration with A'ville; street maintenance; ??
- Traffic increases with narrow roads. Lack of public transport. Parking issues downtown.
- 1) Reems Creek Rd needs more traffic lights 2) Annexation and zoning issues 3) Sidewalks and greenway development
- Increased traffic from Asheville via Merrimon Ave
- If over development does not occur, then transportation issues will not be an issue. Red lights everywhere is not the answer! Do not allow large trucks to come through main street!
- Possible - mini bus service for elderly & poor?
- Same as previous question?
- Traffic flow throughout the community - Weaver Blv to Main Street to the town's residential areas.
- Duplicate question
- Keeping it alive
- Same as previous question
- See question #4 For the record, I am against permitting gambling devices in commercial establishments. It's a disease infecting a lot of people who can ill afford to spend their money on games of chance.
- I gave my answer in Question 4
- Same as #4
- Slowing growth. Disallowing steep slope development. Keeping downtown small.
- Increaseing tax base, annexation of more areas, increasing

the property values.

- Managing retail sprawl -maintaining green space
-maintaining hometown feel
- Same as #5
- Same as response given in question #4: Water and sewer availability and maintenance, police and fire protection for a growing population, general infrastructure maintenance and needs.

Question #6:

How do you perceive the Town of Weaverville's role in the regional economy?

- Very small but with great potential
- Population in general contributes significantly but most biz goes to Woodfin and AVL.
- Vital to be involved. We can't stick our heads in the sand anymore. Decisions are being made around us that we must be involved with. GroWNC, Land-of-Sky, regional water and sewer decisions...they all involve Weaverville.
- As upscale, artsy, stores and restaurants move in, the tourists will be attracted to this area more and more.
- It is an important hub for arts, culture, and tourism, plus has a good manufacturing base.
- We are becoming a fairly exclusive bedroom community. I think we could look at a satellite medical facility for the north end of the county. I also think a small hotel or Inn would be an asset.
- Thermo is awesome, find a few more like that and we are all good. Connect to burgeoning tourism industry of Asheville Support schools.
- Weaverville is becoming a suburb for Asheville. It must provide housing, schools, and facilities for young working families. It could also be a well-located site for health-related auxiliary services, such as assisted living homes, hospices, birthing units, etc. It could should also partner w/ other rural counties to keep developing computer-related businesses. No more cement plants, please!
- preserving and expanding the economic health of the north Buncombe area with managed development.
- Major driver for North Buncombe and one that can stand apart from Asheville.
- it is a major factor and will be central to growth and development in North Buncombe/South Madison
- I don't know much about this topic except that residents pay property taxes for Weaverville and Buncombe County. Also, Weaverville's tourism and the number of new homes seem to have increased. Not least are the manufacturers in the area.
- As long as it stays interesting and charming it will contribute to the overall tourist economy. Too much development will make it just like any other small town.
- The Town of Weaverville needs to promote it's role as one of temperance in development choices limiting permits to locally owned farms and businesses.
- Good bedroom community to A'ville; increased tourist draw while maintaining small town ambiance
- I would hope as a leader, showing major growth and reduced tax rate.
- I think the Town needs a stronger voice and a better marketing approach to encourage and welcome clean technology firms and any businesses that not only offer employment and provide services and products, but do

so in a responsible, environmentally-friendly manner that benefits our community. An example that comes to mind is the New Belgium Beer Distribution Center that will soon break ground in the River Arts District.

- Good but strive to be better
- To attract tourists that appreciate small town environment, crafts, continue to have events like 4th of July, craft events, the Christmas walk
- A unhurried place to live a mayberry to Asheville's twilight zone and closer than black mountain I love asheville but we all need some down yime
- Small player
- A hub for shoppers and business people, also residents who need not go into Asheville.
- Tourist and shopping destination that offers a contrast to both Asheville and areas to the north with fewer amenities - providing locations for commercial enterprises within a context that provides employees a great place to live
- Weaverville has the opportunity to replace Asheville as the primary destination of citizens from Madison and Yancey counties for shopping, dinning out, etc... while still maintaining the small town feel of Main Street.
- Weaverville is the economic hub of North Buncombe County and Madison County
- Competitive and synergistic
- Would like to see more involvement with local farmer's of both food and fiber.
- Weaverville is a bedroom community for Asheville, needs to develop its own distinct character. The Weaverville Art Safari and Art in Autumn events have established it as an arts town - Weaverville needs to find a way to offer some type of art

experience for people (both residents and visitors) every day...not just during special events.

- It could become the destination hub for retirees and Asheville business commuters. Out of towners from Marshall, Mars Hill and such will come here rather than hassel with Asheville big town confusion.
- I think Weaverville is in a good position in the region for employment opportunities, but we are small compared to Woodfin and Asheville. (I do not know the availability of vacant land to annex for factories or residential development.)
- Small
- Small and unappreciated
- Current status is good -- no more building due to traffic issues.
- No comment
- Critical
- Should improve as economy improves - major regional (first out of Tennessee) development
- Supportive.

Question #7:

Describe a vision that you believe embodies the future "look and feel" of the Town of Weaverville?

- Small town, educated population, good age distribution, Judeo-Christian ethics.
- Vibrant, bustling downtown area with adequate parking and good traffic control. Transportation that will allow people living in town to move freely between business and home with minimum use of a car, whether they work in Weaverville, Woodfin or Asheville. Additional development

along I-26 corridor including senior citizen housing, medical facilities, ABTech extension classrooms. Protection and promotion of historical buildings, farms, etc..Protection of mountains, ridges and water. Maintain and promote the uniqueness and history of Weaverville and its surrounding areas. Have regulations and laws in place to partner with future development rather than ignore that “it’s going to happen.”

- I see Weaverville as an upscale artsy, charming town with an arts movie theater, or a stage theater for the performing arts, or an arts building where all types of visual and performing arts are offered. This would be offered by the town. Also bringing in unique restaurants would make Weaverville stand out.
- The Central Business District continues as the heart of Weaverville. Large, big box and national franchise developments are kept away from downtown. Part of my vision is to connect the Nature Park to the adjacent businesses along Main Street. Decks over the parking lots behind the businesses, or some other way to allow patrons to overlook the Nature Park and go down into it from each business would draw patrons through the stores and restaurants toward the Park.
- I do not want us to become a boutique community. I would hope that we can promote inclusiveness, and that means making our ordinances as flexible as possible so that we do not unintentionally drive the costs of living here out of the reach of younger families.
- Take a look at pictures from the past, when people lived, walked, farmed and worked within a community. If it has McDonalds, Walgreen, and looks like everywhere else we would have failed in my vision.

- An old-fashioned, friendly little town with 21st century amenities.
- gradual, thoughtful expansion. maintain small town atmosphere in the old part of town. Green, clean businesses flock to area and provide employment.
- Family friendly.
- My vision does not include the land use of the latest commercial development (Goodwill, Auto Zone, etc.) on Weaver Boulevard. Nor does my vision include covering the mountainsides with houses and bordering residents’ backyards with an expressway.
- Salem, Oregon may have it right. They have managed to maintain rural properties around town while becoming a growing city. Their choices of land use years ago now has this area as a prime destination for tourism of wineries and has maintained farming.
- An open, welcoming feeling for visitors while keeping chain merchants at bay.
- Ready to grow and provide services to the citizens.
- I would like the small town charm to remain, with a thriving downtown of shops and restaurants. I would love to see a pedestrian area on the one-way road between Well-Bred Bakery and Shopes Furniture Store, with outdoor tables and containers full of flowers. I think many more greenway and bike lanes should be considered in general, and specifically for Reems Ck Road. Another park with a walking track, picnic areas, a dog park, etc. would be wonderful. I would also like to see the town encourage more developments such as Pinebrook Farms, and the building of nice, affordable apartments and upscale townhomes
- Don’t forget the past nor ignore the future
- Continue to have the small town feeling

- A downtown , at least in part, that gives you the same feeling you get when you walk into mast general store wish we had more space for the vision the way you compete with the big guy(asheville) is to offer something different
- Maintain the small-town atmosphere.
- More like Black Mtn. with the town atmosphere yet not held back by “leave it the same” attitude. Need hotel
- As a town where visitors and residents can enjoy a stroll in the Park, a glass of wine or beer, a range of restaurant styles, and the arts/crafts that the area has to offer. We certainly need to try and retain the small town ambiance, but at the same time recognize the excitement brought by the arts community and the contributions of human diversity to making this a vibrant community. We should build upon the Town’s designations as a Tree City and a certified Community Wildlife Habitat to create an image of a town that acknowledges the contributions of the natural world to a high quality of life for people.
- I see Weaverville as a quaint little town with active residents and community events. There are walkways connecting residential to recreation to downtown. Everyone feels safe and welcome...including visitors.
- A small town, “connected” community with the amenities of a much larger city.
- See Town Vision of Council January 2012
- More bicycles, walkers and joggers in areas separated from cars and trucks, more sidewalk eateries
- Quaint and artsy
- More activities at night and on the weekends, more music and celebrations.
- A small town which attracts creative people, interesting shops and wonderful restaurants where visitors and residents sit a spell and enjoy the mountain air.
- Small, eclectic and beautiful town that is family oriented and safe
- Continue the small town feel and allow further home development around town. Make main street more pedestrian friendly. More specialty shops. May need a ‘walk zone’ with small shops such as you find in Black Mountain.
- My vision is that Weaverville retains the present small town image and feel. I am concerned that economics will overrule that image and the courts or federal government will step in to tell Weaverville that it cannot continue its restrictions. Ex: force low cost housing to be included in any new development
- A fun place to come and stay for a few days that is close to many reginal activities.
- Balancing high quality of services and neighborhoods while attracting types of clean high tech industries that fits with our vision in annual budget
- Small town, small town, small town.
- A small town with a heart
- Small town feel with encouragement to controlled development - this will be difficult to maintain unless economy improves as the Town will be urged to lessen controls on development, zoning, etc
- Weaverville maintains its small town charm and accessibility while at the same time growing to meet the needs of the future in a sensible and responsible manner without undue regulations.

Question #8:

Please share any additional input that you think is important for consideration in developing the update to the Comprehensive Land Use Plan.

- As stated, Weaverville needs serious strong zoning. Ban trailers ! Ban multiple residential structures on single plot.
- This is a great 1st step! Keep Weaverville and the Reems Creek Valley moving in the right direction.
- I think a gym with a pool would be great. Also lots of walking trails
- I would like to see the town keep a good balance of manufacturing, local food production & sales, arts, crafts, unique local restaurants, other local businesses, with lots of green space and well-connected multimodal transportation options.
- There has to be a balance between keeping the town clean and attractive, and keeping it affordable. It is apparent that the old Roses Shopping center is nearing the end of its viability. We need to be thinking about what that land could be used for in the near future....Affordable apartments, perhaps?
- Keep me posted via newsletter, calls, web, etc. The government exists for the people
- Enhance and promote the qualities possible in Weaverville that cannot be done for Asheville; small town character, safe, walkable, bikeable, etc. This will set us apart in the county.
- I hope future new building will not place businesses and multi-family dwellings in single-family-home neighborhoods. Also, I hope new phone and electrical services will be installed underground.
- Please consider required buffers for any new development or construction near residential property. Also, there should be landscaping or a fence or something to hide eyesores on commercial property such as the parking lot that backs onto Alabama Ave.
- Full usage of ETJ powers
- Allow expansion of commercial areas
- I feel there is a lack of Town oversight regarding both litter control beyond Main Street and the landscaping of the box stores. Follow-up needs to be on-going, beyond the Grand Openings and permitting process. Walmart and Lowe's are a prime examples of the failure to secure trash can litter from blowing, to adequately remove dead shrubs, and mulch appropriately around trees (i.e., the landscapers pile mulch too high around the trunk),and allowing delivery trucks to run over curbs, etc. The town's Tree Cmte, if there is one, should offer suggestions to management of these stores.
- A dog park would be nice. Make the Lake Louise park pet-friendly. More parks.
- The future of Reems Creek Golf Course is a significant risk to the tax base of Weaverville. A risk mitigation plan should be developed by the town council.
- Need to establish best ways to buffer established commercial and residential zones or transition between them
- We need a sidewalk on Merrimon or a bike/pedestrian path paralleling Merrimon, at least from Main St to Lake Louise.
- I am not familiar with it.
- Where are the weavers in Weaverville?
- We need to have more entertainment venues so that people are not traveling out of town for things to do
- I may have more input after I see the information at the fire station.

-
- Residential building very well thought out.
 - Get input from current businesses as to what they also like or dislike about Weaverville and why they would expand or invest more in our town
 - “That government is best that governs least”!
 - Fix some of the side streets in Reems Creek Golf community
 - What is it that attracted residents to Weaverville that could be put in jeopardy by hasty changes to the LUP due to the slack economy.

The Town of
Weaverville
NORTH CAROLINA

LAND USE PLAN STEERING COMMITTEE

Doug Dearth, Town Council Member

Gene Knoefel, Town Council Member

Zane Cole, Planning & Zoning Board

Doug Theroux, Planning & Zoning Board

Andrew Nagle, Economic Development Commission

Michael Boaz, Town Manager

CITIZENS OF WEAVERVILLE

Thank you to all of the citizens that participated during the planning process. Your input was very important in the the development of the Comprehensive Land Use Plan.

The Town of
Weaverville
NORTH CAROLINA

COMPREHENSIVE LAND USE PLAN CONSULTANTS

Jason M. Epley, AICP, Executive Vice President

Vagn K. Hansen, AICP, Project Planner

Kris Krider, AICP, Assoc. AIA, LEED Green Assoc., Urban Designer



**Benchmark CMR, Inc.
118 South Main Street
Kannapolis, NC
800.650.3925
benchmarkplanning.com**