

Town of Weaverville

STRATEGIC PLAN

2026-2029

PURPOSE

The Town of Weaverville recognizes that the realization of a community vision is only achieved when the strategic goals of the community are in alignment with available and planned resources.

As such, the purpose of the strategic plan is to provide for a process that aligns resources with commitment from the Town organization leaders to bridge the gap between the assessed current conditions and the envisioned community of the future.

To this end, the Strategic Plan has been adopted and guides the development of the Town's budget for the next 3 years, through Fiscal Year 2028-2029. The plan is reviewed and re-prioritized routinely to ensure that the vision and staff implementation is consistent with resources allocated.



PROCESS

The Strategic Planning process was initiated at the February 2024 Planning Retreat and was restarted with the hiring of a new Town Manager in April 2025. The Town Manager first presented draft goals and priorities on August 25, 2025. Public input was gathered in person and through an on-line survey in September with the results presented to Town Council on September 22, 2025.

Town Council took action to adopt this Strategic Plan on October 27, 2025.



VISION STATEMENT *and* MISSION

Our vision is to be a resilient and forward-thinking community that thrives in the face of challenge and change. As we grow, we will build a strong foundation by prioritizing sustainability, preparedness, and economic vitality. Through thoughtful planning, collaboration, and a commitment to preserving our Town's unique character, we will create a plan where residents and businesses can flourish, no matter the challenges ahead.

The Town of Weaverville's mission is to guide our Town's growth with resilience, sustainability, and inclusivity at the forefront. We are committed to strengthening our infrastructure, protecting our natural and community resources, and fostering a thriving local economy. By embracing innovation and community-driven solutions, we aim to ensure that our Town remains a safe, vibrant, and adaptable place for current and future generations.

POLICY GOALS *in brief*

Policy goal areas are intentionally broad and are used to identify the most critical issues facing the community. Each policy goal has specific action initiatives that are intended to be annually prioritized to assist in the allocation of resources and staff time to ensure efficiency and effectiveness. The policy goal areas are identified to include the following:

GOAL 1: Sustainable Growth & Development
Ensure responsible urban planning to respond to increases in growth pressures

GOAL 2: Emergency Preparedness & Community Resilience
Plan for emergencies to ensure community resilience

GOAL 3: Downtown Vibrancy, Economic Growth, & Community Character
Promote economic vitality through a vibrant downtown, economic growth, and unique community character

GOAL 4: Public Safety & Neighborhood Resilience
Provide for a safe and secure community that nurtures livable and well-maintained neighborhoods that are family friendly

GOAL 5: Infrastructure & Environmental Resilience
Develop and maintain infrastructure and policies to support new growth, improve the quality of life for residents, and provide for a clean and green environment

GOAL 6: Parks, Recreation, Special Events, & Community Vitality
Establish facilities, special events, and programs that connect the community, promote healthy lifestyle opportunities, and engage citizen and visitors

GOAL 7: Organizational Culture
Build a professional and inclusive Town organization that is fiscally responsible and service oriented, seeks innovative practices, and values the development of staff

GOAL 8: Community Engagement and Communication
Increase community engagement through public outreach efforts and better communication

Key for Strategic Objectives and Initiatives for Goals 1-8 on remaining pages:

★ = ***Top Priority***

✓ = ***High Priority***

GOAL 1: Sustainable Growth & Development

Ensure responsible urban planning to respond to increases in growth pressures

Sustainable growth and development goal attainment occurs when the following is realized or conditions exist: (a) Infrastructure and service delivery capacity can handle current demand without significant impact to citizens and businesses; (b) land use planning policies are aligned with goals developed by Town leadership with citizen input





Strategic Objectives and Initiatives

★	**1. Identity existing and future growth areas and guide development in those areas to align with land use planning goals**
★	**2. Update and implement the Town's Comprehensive Land Use Plan to ensure sustainable growth, responsible land use regulation, and preservation of open space**
★	**3. Review intergovernmental agreements and discuss with Buncombe County their continued role in administering floodplain, stormwater, and sedimentation/erosion control regulation and building permits and inspections in the Town; develop transition plans as needed**
✓	**4. Expand water infrastructure and capacity to support the growth needs**
✓	**5. Work with Buncombe County and housing partners to ensure continued opportunities for housing affordability, diversity of housing types, and the services and transportation needed to support the housing**
	6. Prioritize green infrastructure and connectivity
	7. Incentivize mixed use development and development near transit lines, especially along main corridors, in areas with affordable housing, and near the new hospital
	8. Enhance planning efforts in floodplain areas to reduce local flood risks

GOAL 2: Emergency Preparedness & Community Resilience

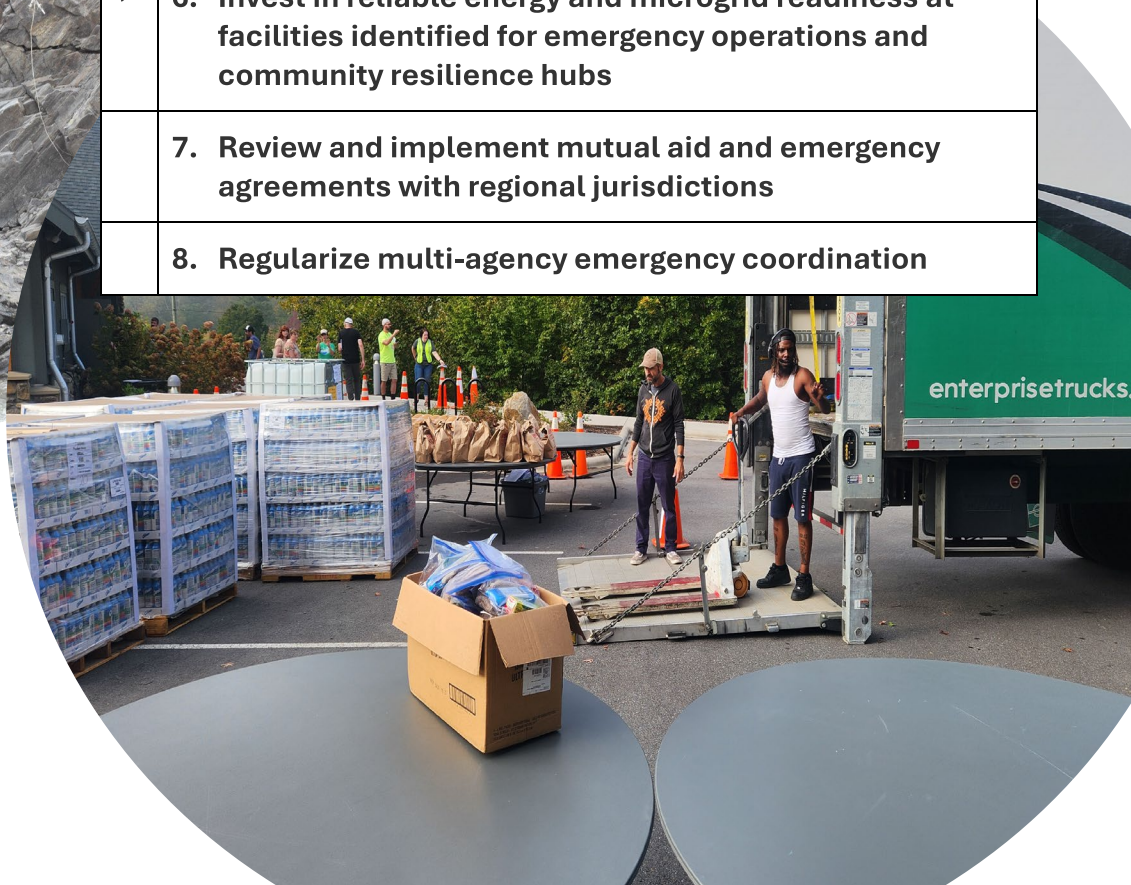
Plan for emergencies to ensure community resilience

Emergency preparedness and community resilience goal attainment occurs when the following is realized or conditions exist: (a) A comprehensive emergency operations plan, needed infrastructure, and regional agreements are in place to support the Town through a variety of foreseeable emergencies

Strategic Objectives and Initiatives

★	1. Develop and implement a comprehensive emergency operations plan
★	2. Enhance emergency coordination and communication
★	3. Bolster resiliency of critical municipal services by installing backup power generators at key municipal facilities (water treatment plant, raw water intake, and pumps, etc.)
✓	4. Expand emergency notification participation with citizens and businesses
✓	5. Improve digital access during emergencies
✓	6. Invest in reliable energy and microgrid readiness at facilities identified for emergency operations and community resilience hubs
	7. Review and implement mutual aid and emergency agreements with regional jurisdictions
	8. Regularize multi-agency emergency coordination







GOAL 3: Downtown Vibrancy, Economic Growth, & Community Character

Promote economic vitality through a vibrant downtown, economic growth, and unique community character

Downtown vibrancy, economic growth, and community character goal attainment occurs when the following is realized or conditions exist: (a) Downtown holds a vibrant mix of businesses that are centered on food and beverages, local retailers, art galleries and studios, and neighborhood services that attract area residents in coordination with sufficient parking, attractive public spaces, and regular events that foster a small town charm; (b) An appropriate mix of land uses including the development of commercial and office uses to enhance property values, create jobs for residents, and make opportunities available for shopping, services, and products desired by the community and region.

Strategic Objectives and Initiatives

★	**1. Seek opportunities around downtown to encourage in-fill development, redevelopment of vacant, dilapidated, and under-utilized properties with focus on mixed use development, local businesses, art studios/galleries**
★	**2. Identify areas for public restrooms & outdoor dining in the downtown area**
★	**3. Support the Weaverville Business Association and their events/programs**
✓	**4. Identify ways to enhance gateways to Town, update wayfinding signs, and provide aesthetic improvements to public spaces and medians in Town**
✓	**5. Study adequacy and accessibility of parking in the downtown area and explore public-private partnerships and property acquisition for expansion of parking if needed; explore paid parking opportunities**
	6. Encourage the activation of second floor uses in the downtown area
	7. Support downtown businesses with a micro-grant program to support storefront improvements and beautification
	8. Activate the downtown area with regular events
	9. Develop a downtown entrepreneur hub to support new businesses/initiatives
	10. Support and expand local art scene with quarterly studio tours
	11. Promote, encourage, and protect public art throughout the Town
	12. Install EV and green infrastructure in downtown area

GOAL 4: Public Safety & Neighborhood Resilience

Provide for a safe and secure community that nurtures livable and well-maintained neighborhoods that are family friendly

Public safety and neighborhood resilience goal attainment occurs when the following is realized or conditions exist: (a) Develop an environment for community-engaged policing and code enforcement that emphasizes maintaining safe, family-friendly neighborhoods, improving the public environment for accessibility, and encourage community ownership in improving private property

Strategic Objectives and Initiatives

★	**1. Identify and plan for the acquisition/implementation of neighborhood parks and open space in areas of Town that need additional access consistent with the Park & Recreation Master Plan**
★	**2. Evaluation options for a police sub-station to serve the new hospital and the north and west areas of Town**
★	**3. Evaluate options for a new fire station to serve the south and east areas of the Town**
✓	**4. Evaluate and implement growth in public safety staffing for service provision in our growing community**
✓	**5. Establish a robust community engagement program to encourage community awareness of public safety efforts to maintain a sense of safety in the community**
	6. Support expansion of medical services, pharmacies, and related services



GOAL 5: Infrastructure & Environmental Resilience

Develop and maintain infrastructure and policies to support new growth, improve the quality of life for residents, and provide for a clean and green environment

Infrastructure and environmental resilience goal attainment occurs when the following is realized or conditions exist: (a) Public utilities, infrastructure, and land holdings are designed, maintained and extended to provide for necessary water, stormwater, streets, sidewalks, bikeways, greenways, intersections, facilities, and debris removal for the existing and planned community; (b) environmental impacts and alternatives, energy efficiency, and climate resilience efforts are considered as part of Town operations and for all large projects in order to protect the Towns's natural resources when feasible and financially reasonable



Strategic Objectives and Initiatives

★	**1. Study and implement sidewalk expansions and improvements for greater connectivity and equity of services provisions through the Town including Safe Routes to Schools opportunities**
★	**2. With guidance from a certified arborist conduct a tree inventory and health assessment for trees on Town property to encourage a healthy tree canopy in conjunction with the a certified arborist and tree replacement program**
★	**3. Find additional funding and complete the stormwater rehabilitation and streambank stabilization project in the Main Street Nature Park**
✓	**4. Collaborate with NCDOT on options to provide a safe pedestrian crossing over Reems Creek on Merrimon Avenue**
✓	**5. Work with regional partners on feasibility of reestablishing a public transportation connection with City of Asheville**
	6. Encourage the use of alternative energy sources, composting, natural resource protection, and more efficient practices by the Town organization and encourage the same in the community
	7. Improve pedestrian and cyclist connectivity
	8. Complete key on- and off-street pedestrian and bike connections identified in the Active Weaverville ("Bike-Ped") Plan
	9. Collaborate on expansion of public utilities and infrastructure with regional partners



GOAL 6: Parks, Recreation, Special Events, & Community Vitality

Establish facilities, special events, and programs that connect the community, promote healthy lifestyle opportunities, and engage citizen and visitors

Parks, recreation, special events, and community vitality goal attainment occurs when the following is realized or conditions exist: (a) Provide recreation amenities and services to residents and visitors through quality facilities, diverse program offerings, varied parks and special events guided by community-driven input and focus on accessibility, connectivity, and healthy fun for all

Strategic Objectives and Initiatives

★	1. Update the Town's Parks & Recreation Master Plan to reflect a 10-year planning period
★	2. Develop or co-develop parks, trails, and greenways
★	3. Engage youth through school and community arts initiatives
✓	4. Evaluate opportunities for the expansion of programming for diverse and special populations and to improve inclusion and access to existing programs
✓	5. Activate historic venues with cultural and heritages events and performances
	6. Diversify community programming and event calendar so there is something for everyone
	7. Bring community together through regular downtown events



Strategic Objectives and Initiatives

★	**1. Complete a facility needs analysis to plan for necessary property and structural needs to maintain services for a growing community**
★	**2. Develop a plan to fund needed capital improvements and to grow organizational capacity to implement planned capital projects and programs**
★	**3. Support employee professional development and continuing education opportunities to establish succession planning and meet ever increasing skills needed for public service delivery to building a "training mindset" in the organization**
✓	**4. Modernize technology where needed to support effective and efficient operations**
✓	**5. Formalize an interagency coordination group to enable cohesive planning around shared infrastructure, land use, and emergency response**
	6. Organize wellness efforts for employees and promote public health awareness materials of partners to provide a positive environment for physical and mental health of the organization
	7. Enhance opportunities for cross-department interface through organization-wide programs and efforts
	8. Continue implementation of the ADA Transition Plan and related improvements needed to improve accessibility to Town facilities, programs, infrastructure, meetings, and communications for all persons

GOAL 7: Organizational Culture

Build a professional and inclusive Town organization that is fiscally responsible and service oriented, seeks innovative practices, and values the development of staff

Organization culture goal attainment occurs when the following opportunities are realized or conditions exist: (a) Build an organization committed to improving daily towards a goal of excellence in service to its citizens, businesses, visitors, and employees through responsible fiscal management, inclusive communication, innovative approaches and technologies, and professional development



GOAL 8: Community Engagement and Communication

Increase community engagement through public outreach and better communication

Community Engagement and Communication goal attainment occurs when the following opportunities are realized or conditions exist: (a) Community engagement opportunities and transparent communications

Strategic Objectives and Initiatives

★	**1. Enhance organization communication to support clear and consistent messaging to the public for the municipal services provided and achievements obtained through the implementation of established communication plans**
★	**2. Improve community outreach and communication**
★	**3. Standardize public comment submission methods**
✓	**4. Engage different community areas and groups by holding public meetings in those communities**
✓	**5. Publish monthly Town Council and committee recaps**
	6. Boost community engagement through Town Council meeting access and participation
	7. Develop a volunteer ambassador program to strengthen civil engagement





Mayor Patrick Fitzsimmons
Vice Mayor John Chase

Council Member Doug Jackson
Council Member Catherine Cordell
Council Member Michele Wood
Council Member Peter McGuire
Council Member Dee Lawrence

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