

2024 Weaverville Town Council Strategic Planning Retreat
February 24, 2024 at 9:00 AM
Location: Town Hall, 30 S. Main Street, Weaverville, NC 287

Facilitated by Erica Anderson, Land of Sky Regional Council

- | | |
|----------------------------|--|
| 9:00 AM | Welcome/Agenda Overview (Mayor) |
| 9:15 AM – 9:45 AM | Strategic Plan Report Out & Updates <ol style="list-style-type: none">1. Introduce Items from last Strategic Plan and Progress Made (Selena) PG. 22. Overview of Growth Areas – Highlighting Work Already Completed; Comp Plan Adoption Highlighting Map (James) PG 8 |
| 9:45 AM – 11:45 AM | Discussion of Town Focus Areas (Erica) <ol style="list-style-type: none">1. Introduction of Current Challenges/Opportunities for the Town2. Discuss Focus Areas Identified on Worksheet Before Meeting (Mayor/Town Council)3. Activity Selecting Top Focus Areas for the Town<ol style="list-style-type: none">a. Use dots (green/yellow/red) to select ranked prioritiesb. Focus on where there are shared priorities4. Discussion of What Success Would Look Like to Council for Top 3 Focus Areas<ol style="list-style-type: none">a. What each item means/entails <p style="text-align: center;">Action Items – Staff Direction for FY 2024-2025</p> |
| 11:45 AM – 12:15 PM | Lunch |
| 12:15 PM - Until | Next Steps and Adjournment |

ATTACHMENTS:

- 1) 2018 – 2021 Strategic Plan Final Report, PGS. 2-7
- 2) Growth Areas Resolution and Map, PGS. 8-12
- 3) Mayor Fitzsimmon’s Tally of Town Council Worksheet Responses, PG. 13
- 4) Individual Town Council Worksheet Responses, PGS. 14-26

Goal 1: To provide town services to meet the needs of the community.

Objectives (followed by Action Steps)	Status
A. Develop consensus on water and annexation growth and develop policies consistent with that consensus.	<ul style="list-style-type: none"> Town Council reached consensus on 11/13/18 and 1/8/19 to make decisions on a case by case basis as opposed to adopting a firm policy in this regard.
1) <i>Develop policy or procedures to guide Town Council in approving water allocations outside of Town limits.</i>	<ul style="list-style-type: none"> See above.
2) <i>Consider the development of a formal voluntary annexation program.</i>	<ul style="list-style-type: none"> See above.
B. Reexamine Asheville Redefines Transit to consider re-establishment of bus route given new residential development within the Town.	<ul style="list-style-type: none"> Town Manager has met with Asheville City Manager and Buncombe County Transportation Planners regarding the possibility of adding Weaverville to their routes. Unfortunately, continued conversations in this regard have been prevented due the COVID-19 crisis.
C. Enhance the Town's outreach to educate the public about the Town's services.	<ul style="list-style-type: none"> Staff implemented an overhaul of the Town's website in 2019 and then again in 2023. The Town's e-Focus, which is distributed monthly and on special occasions, currently has 996 subscribers and staff continues to make efforts to increase subscribers. Town staff updates Facebook and Instagram on a regular basis. <i>Staff implemented CODERed in 2023 for emergency notifications.</i>
1) <i>Continue the Citizens Academy.</i>	<ul style="list-style-type: none"> Town staff has continued the Citizens Academy annually since 2016 except for calendar years 2019-2020, when only one Academy was held due to the pandemic. From 2016-2023, 133 graduated from the Academy, <i>not including the 2024 class, which is currently underway.</i>
2) <i>Continue fire prevention programs and participation in school events such as field days and career days.</i>	<ul style="list-style-type: none"> Weaverville Fire Department regularly participates in school functions upon request.

2018-2021 Strategic Plan Final Report

3) <i>Continue community-oriented policing programs, Cops for Kids, school programs, crime prevention program, etc.</i>	<ul style="list-style-type: none"> Weaverville Police Department, upon hiring the new School Resource Officers, has been significantly more involved in school programs.
4) <i>Continue public education regarding services provided by the Public Works Department.</i>	<ul style="list-style-type: none"> The Town's Public Works Department provides a public service announcement or article promoting their services for each month's e-newsletter.
D. Recognize the needs of each Town department in serving an ever-changing and growing population.	<ul style="list-style-type: none"> Addressed with adoption of budgets; Ongoing.
1) <i>Budget adequately to meet service demands (i.e. personnel, equipment, etc.)</i>	<ul style="list-style-type: none"> Addressed with adoption of budgets; Ongoing.
2) <i>Maintain and update the capital improvements plan.</i>	<ul style="list-style-type: none"> Addressed with adoption of budgets; Ongoing.
3) <i>Maintain Town facilities and equipment.</i>	<ul style="list-style-type: none"> Addressed with adoption of budgets; Ongoing

Goal 2: To improve regional collaboration.

Objectives (followed by Action Steps)	Status
A. Strengthen relationship with the Asheville-Buncombe Economic Development Coalition and other economic development organizations.	<ul style="list-style-type: none"> Town Manager continues meeting with Economic Development Coalition (EDC) Director as needs arise. Town Manager participated in EDC's upcoming site analysis study in 2020-2021 task force, although no sites were identified within Weaverville's corporate limits.
B. Recognize water as a regional resource and identify regional jurisdictions that wish to partner in water production, sale and distribution.	<ul style="list-style-type: none"> Objectives accomplished with the adoption of June 2022 resolution to collaborate with neighboring jurisdictions on mutual provision of emergency water.
C. Consistent involvement and collaboration with neighboring and regional jurisdictions in functional areas, such as police, fire, water resources, etc.	<ul style="list-style-type: none"> Town Manager meets monthly with managers from Buncombe County, City of Asheville, and Towns of Woodfin, Black Mountain, and Biltmore Forest. Town Manager maintains regular open lines of communication with managers of Mars Hill and Marshall.

2018-2021 Strategic Plan Final Report

1) <i>Updates from department heads quarterly regarding regional efforts impacting the Town.</i>	<ul style="list-style-type: none"> • Department heads continue to provide quarterly reports during Town Council meetings addressing regional efforts or collaborations with neighboring jurisdictions.
2) <i>Updates from the manager subsequent to manager meetings regarding regional efforts with potential impacts on the Town.</i>	<ul style="list-style-type: none"> • Town Manager updates Town Council on issues involving neighboring jurisdictions as needed and via the Town Manager's monthly reports.
3) <i>Updates from the Mayor regarding regional efforts.</i>	<ul style="list-style-type: none"> • Updates provided as appropriate.
D. Distribute information regarding regional programs, services and resources available to Town citizens.	<ul style="list-style-type: none"> • Ongoing activities and services included within the Town's outreach activities.

Goal 3: To maximize benefit to the Town in land use planning efforts.

Objectives (followed by Action Steps)		Status
A. Development of tools to encourage balanced residential economic development.	<ul style="list-style-type: none"> • Staff presented information on this topic on 11/13/18 and 1/8/19. This was a high priority coming out of Town Council's Land Use Workshop on 5/14/22 • Town Council dropped this as a priority within the CLUP in 11/23. 	
1) <i>Revise Subdivision Ordinance to establish criteria and streamline subdivision approval process.</i>	<ul style="list-style-type: none"> • Implemented in July, 2021 	
2) <i>Update economic development goals for the Town.</i>	<ul style="list-style-type: none"> • Shown as a #1 priority on the Comprehensive Land Use Plan. Responsible party shown as Town Council working in conjunction with WEDAC. 	
B. Update the Town's Comprehensive Land Use Plan (CLUP).	<ul style="list-style-type: none"> • Town Council initially adopted the CLUP in 2019 and annual updates last occurring in November, 2023 . 	
1) <i>Determine whether plan will be updated internally or externally.</i>	<ul style="list-style-type: none"> • Completed in August, 2019. 	

2018-2021 Strategic Plan Final Report

2) <i>Complete update of the plan.</i>	<ul style="list-style-type: none"> Town Council adoption achieved.
3) <i>Implement plan.</i>	<ul style="list-style-type: none"> Staff continues to work toward the stated goals of the CLUP based upon priority grades given in conjunction with the Planning and Zoning Board.
C. Investigate options for a geographic information system.	<ul style="list-style-type: none"> Staff has implemented GIS software for municipal usage. Zoning, ADA, and Stormwater layers are in place while work on mapping the water system is approximately 50% complete
1) <i>Coordinate with Buncombe County to add the Town layer to County GIS.</i>	<ul style="list-style-type: none"> Staff has provided the town's zoning layer to Buncombe County GIS.
2) <i>Assess previous mapping efforts, software and equipment.</i>	<ul style="list-style-type: none"> Previous mapping effort were found inadequate and a new software license with ARCGIS has been established. A new handheld GIS unit has been purchased.

Goal 4: To promote a successful downtown.

Objectives (followed by Action Steps)	Responsibility	Timeframe	Status
A. Consider a zoning district to serve as a transition between residential and commercial districts.	<ul style="list-style-type: none"> Staff work complete with ordinance adopted to allow for mixed used development within certain zoning districts on May 20, 2020. 		
B. Develop a mechanism to expand business opportunities along the central business district.	<ul style="list-style-type: none"> Mixed use development was added to the C-1 District on 5/24/21 to allow a greater use of the businesses in the downtown area, particularly second floors. WEDAC studied the issue and Town Council adopted their recommendations (see below). With amendments adopted on 10/24/22 businesses over 5,000 sq ft within C-1 now require conditional district approval by TC which is believed to encourage more local and smaller businesses in the C-1 district. 		
C. Consider mixed-use development regulation as a means of expanding development in areas with geographic limitations.	<ul style="list-style-type: none"> Staff work complete with ordinance adopted to allow for mixed used development within certain zoning districts in May, 2020. 		
D. Provide information resources marketing downtown and its walkability.	<ul style="list-style-type: none"> Walkability map completed in 2019. 		

2018-2021 Strategic Plan Final Report

1) <i>Development of and distribution of Town walkability (sidewalks) and parks map.</i>	<ul style="list-style-type: none"> • Walkability map completed in 2019.
2) <i>Collaborate with the Weaverville Business Association (WBA) in marketing downtown restaurants, retail businesses, art studios, breweries and recreation amenities.</i>	<ul style="list-style-type: none"> • Ongoing
E. Research grant opportunities for all Town operations and projects, as well as for downtown efforts.	<ul style="list-style-type: none"> • Police Department applied for and received \$3,000 grant for protective vests via NCLM public safety grant program in 2019. • Public Works received grants totaling \$30,000 grant to purchase recycling carts in 2021. • Police Department applied for and received \$33,880 from the Governor's Crime Commission for body cameras in 2020. • The Town applied for and received \$42,000 in grant funding from the Land of Sky Regional Council for public WiFi in 2021. • Although outside of this Strategic Plan timeline, the Town has also received \$5,000 for the Police Department barricade system, \$44,647 for school resource officers, and \$18,000 for EV charging stations; The Fire Department has applied for additional grant that were not awarded.
F. Act as a liaison between downtown churches and businesses to identify available parking downtown	<ul style="list-style-type: none"> • Complete in 2019 by collaborating with downtown churches to identify 45 additional parking spaces for business owners' employees, which will free up space for downtown visitors' parking.
1) <i>Work with leaders from downtown churches to identify potential parking for business employees and visitors.</i>	<ul style="list-style-type: none"> • Completed in 2019.
2) <i>Create and distribute maps showing parking options in downtown Weaverville.</i>	<ul style="list-style-type: none"> • Completed in 2019.

2018-2021 Strategic Plan Final Report

Goal 5: To increase legislative outreach.

Objectives (followed by Action Steps)	Status
<p>A. Engage legislative representatives regarding the Town's needs.</p>	<ul style="list-style-type: none"> • Staff recommends that Town Council schedule a workshop to develop legislative goals in 2020. • Workshop on this topic not held • Lobbyist approved by TC and successful in securing \$15 million in WTP Expansion funding
<p>1) <i>Host meetings with legislative representatives periodically (especially before legislative sessions) to learn legislative priorities and to educate legislators on Town needs.</i></p>	<ul style="list-style-type: none"> • Objective not achieved as stated.
<p>2) <i>Discuss need for collaborative development along the Town's corporate limits to ease land use conflicts and encourage regional use of resources.</i></p>	<ul style="list-style-type: none"> • Legislative interest in reestablishing an ETJ waned over the previous year's and the November, 2023 update of the CLUP saw this goal dropped from consideration. A resolution concerning development in identified growth areas along the town's municipal borders was adopted in December, 2022 and amended and restated in October, 2023
<p>B. Consider opportunities for potential special legislation as Town needs dictate.</p>	<ul style="list-style-type: none"> • Staff believes that the re-establishment of the ETJ through legislative action is critical for proper land use development along the Town's corporate borders. • Special legislation consistent with legislative goals should be considered and discussed with local legislators; • Legislative climate in recently years shows that supportive of reestablishment of the ETJ is unlikely. • TC dropped this item from the list of goals/priorities within the CLUP in 11/23.

**TOWN OF WEAVERVILLE
AMENDED AND RESTATED RESOLUTION REGARDING
DEVELOPMENT WITHIN IDENTIFIED GROWTH AREAS**

WHEREAS, on December 13, 2022, Town Council adopted a resolution concerning identified growth areas, and, in a review of said resolution it was noted that the compatible uses within the growth areas did not include R-2, and that was an oversight;

WHEREAS, municipal growth through annexation is essential to sound urban development and continued economic stability in the Town of Weaverville; and

WHEREAS, managing growth by extending municipal services makes sense and annexation of properties ensures that new development is built to Town of Weaverville standards;

WHEREAS, influencing where and what commercial development occurs within the Weaverville area and providing balanced residential development is desirable to the Town of Weaverville;

WHEREAS, the Town of Weaverville would like to see growth that is well-designed and that complements the development that is already within the Town;

WHEREAS, the Town of Weaverville has identified certain properties along its municipal borders as having a high likelihood of development due to the presence of public water and sewer and has identified them as growth areas as described below;

WHEREAS, the Town wishes to indicate its willingness to consider the voluntary annexation of the properties included within these growth areas and to inform the public of the types of development that the Town believes is consistent with its Comprehensive Land Use Plan and reasonable when considering the surrounding area;

WHEREAS, Town Council now wishes to amend and restated such resolution;

NOW, THEREFORE, BE IT RESOLVED, the Weaverville Town Council hereby declares and resolves as follows:

1. The Town has identified the following growth areas which are now shown on the Town's GIS map, a copy of which is attached hereto:
 - a. Growth Area 1 – Gill Branch Valley Area
 - b. Growth Area 2 – Monticello Road West Area
 - c. Growth Area 3 – Ollie Weaver Road Area
 - d. Growth Area 4 – I-26 Corridor
 - e. Growth Area 5 – Reems Creek Road Area
2. The Town is likely to favorably consider voluntary annexation petitions received for the properties shown within these growth areas. It is noted, however, that some development, especially in Growth Area 3, may best proceed without annexation as the provision of municipal services may be difficult in certain locations and some areas may be ineligible for annexation

by the Town of Weaverville due to legal requirements regarding satellite annexation.

3. The following is valued, and as proposed development is considered on these properties, the Town would like to see an emphasis on:
 - a. Great streets and gathering places, where the pedestrian is prioritized;
 - b. Connections between adjoining developments and to gathering places;
 - c. Walkability through the installation of sidewalks, greenways, and other multi-modal trails, especially those that will connect to the existing or planned pedestrian network within Weaverville;
 - d. Preservation of natural spaces for public use;
 - e. Establishment of open spaces that provides recreational opportunities in the form of greenways, playing fields and/or playgrounds;
 - f. Protection of streams and creeks;
 - g. Preservation of mature trees and planting of street trees;
 - h. Landscape buffering and screening to protect views;
 - i. Reduction of stormwater runoff which threatens our water quality;
 - j. Energy conservation measures, such as EV charging stations and solar;
 - k. Inclusion of commercial uses that support compatible development.
4. Consistent with Town Council's prior discussions and consensus, the following uses of land are found to be compatible with the Town's adopted Comprehensive Land Use Plan and its Future Land Use Map, and may be desirable within **Growth Area 1 [Gill Branch Valley Area]**:
 - a. mixed use development;
 - b. single family residential development;
 - c. duplexes;
 - d. townhouses;
 - e. multifamily development;
 - f. commercial development (especially those supporting residential neighborhoods such as small general retail, restaurants, professional services).

These uses are most consistent with the following zoning districts: R-1, R-2, R-3, R-12, C-2, and conditional district zoning.

5. Consistent with Town Council's prior discussions and consensus, the following uses of land are found to be compatible with the Town's adopted Comprehensive Land Use Plan and Future Land Use Map, and may be desirable within **Growth Area 2 [Monticello Road West Area]**:
 - a. mixed use development;
 - b. single family residential development;
 - c. duplexes;
 - d. townhouses;

- e. commercial development (especially those supporting residential neighborhoods such as small general retail, restaurants, professional services).

These uses are consistent with the following zoning districts: R-1, R-2, R-3, C-2, and conditional district zoning.

- 6. The following uses of land are found to be compatible with the Town's adopted Comprehensive Land Use Plan and its Future Land Use Map, and may be desirable within **Growth Area 3 [Ollie Weaver Road Area]:**

- a. single family residential development;
- b. duplexes;
- c. commercial development (especially those supporting residential neighborhoods).

These uses are consistent with the following zoning districts: R-1, R-2, R-3, C-2, and conditional district zoning.

- 7. The following uses of land are found to be compatible with the Town's adopted Comprehensive Land Use Plan and its Future Land Use Map, and may be desirable within **Growth Area 4 [I-26 Corridor]:**

- a. commercial development (especially medical services such as healthcare facilities and medical offices, small general retail, restaurants, hotels).

These uses are most consistent with the following zoning districts: C-2, and conditional district zoning.

- 8. The following uses of land are found to be compatible with the Town's adopted Comprehensive Land Use Plan and its Future Land Use Map, and may be desirable within **Growth Area 5 [Reems Creek Road Area]:**

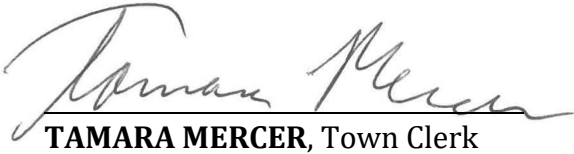
- a. mixed use development;
- b. single family residential development;
- c. duplexes;
- d. townhouses;
- e. multifamily development;
- f. commercial development (especially those supporting residential neighborhoods such as small general retail, restaurants, professional services).

These uses are most consistent with the following zoning districts: R-1, R-2, R-3, R-12, C-2, and conditional district zoning.

- 9. The Town is willing to support compatible development within these growth areas by considering approval of public water requests for such development if current or anticipated capacity is available and such approval is in the best interest of the Town and/or its water system.

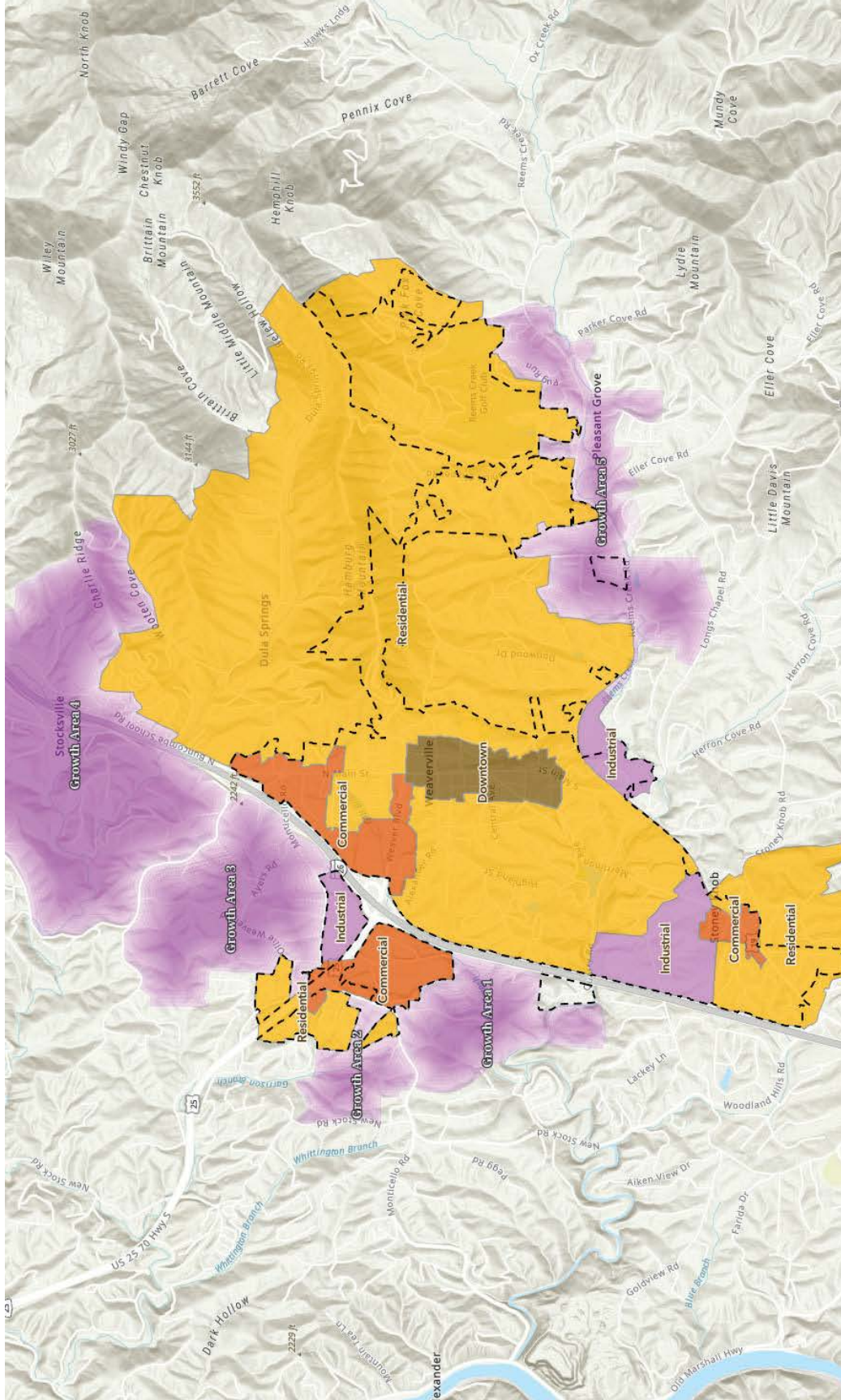
10. Town Council's recommended procedure for approvals is for property owners to present voluntary annexation petitions either prior to or simultaneously with a water request and zoning request. Some deviations from this recommendation are anticipated in situations where a property is ineligible for municipal annexation or where provision of municipal services will prove difficult.
11. Nothing herein is binding on the Town of Weaverville and the review and approval of all annexation petitions, land use applications, and water extension or commitment requests will be made in Town Council's discretion following procedures as required by North Carolina law and local ordinance.

ADOPTED this the 23rd day of October, 2023.


TAMARA MERCER, Town Clerk


PATRICK FITZSIMMONS, Mayor





FUTURE LAND USE MAP WITH GROWTH AREAS

PRIORITIES IDENTIFIED BY COUNCIL MEMBERS IN STRATEGIC PLAN

EXERCISE Weaverville Strategic Planning 2024

Produced by Mayor Fitzsimmons

SMART MANAGEMENT OF GROWTH AND DEVELOPMENT (5)

GREENWAY (4)

RECRUIT MEDICAL OFFICES/FACILITIES (3)

IMPLEMENT ACTIVE WEAVERVILLE PLAN (3)

COLLABORATE MORE EFFECTIVELY WITH OTHER TOWNS/GOVERNMENTS (3)

EXPAND/ENHANCE DOWNTOWN COMMERCIAL DISTRICT (3)

HIRE LONG RANGE PLANNING PROFESSIONAL (3)

STR REGULATION (3)

ATTRACT MORE DIVERSE AND YOUNGER FAMILIES (3)

MAINTAIN INFRASTRUCTURE AND SERVICES QUALITY (3)

EXPAND/ENHANCE RELATIONSHIPS WITH WBA AND TOWN BUSINESSES (2)

PRESERVE OLD GROWTH TREES, CONSERVATION MEASURES (2)

REDESIGN DOWNTOWN PARKING/PUBLIC USE AREAS (2)

KEEP CRIME RATE LOW (1)

COMPLETE WATER PLANT EXPANSION (1)

ANNEX WHEN POSSIBLE BUT MAINTAIN STANDARDS (1)

MINIMIZE TAX INCREASES (1)

PATRICK FITZIMMONS

Weaverville Assessment**Please complete and return to Town Manager by January 1, 2024***This is a basic framework for an analysis of the Town from the perspective of Council members and Staff.*What are the **top 5-10 priorities** of the Town?

1	Attract medical offices/facilities
2	Implement recommendations in Active Weaverville plan
3	Bring greenway project to fruition
4	Create innovative methods to reduce staff growth + retention
5	Create plans to capitalize on positive tourism growth
6	Collaborate w/ neighboring towns on infrastructure projects
7	Expand central commercial district to enhance small biz growth
8	Make conservation & fossil fuel use reduction part ^{of all} decisions
9	
10	

What are the **top 3-5 strengths** of the Town?

1	Great geographical location
2	Well educated, well financed, citizenry
3	Enviably city services
4	Strong, viable tax base based on residential wealth
5	

What are the **top 3-5 challenges** facing the Town?

1	Fast paced growth + development
2	Inadequated, dated infrastructure
3	Overly homogenous population (older, white, monied)
4	
5	

Please complete back/2nd page as well.

What are the **top opportunities** for the Town?

1	Recent collaborative relationships developed w/ ^{neighbor} towns
2	Water plant expansion
3	New Council members
4	
5	

Has the Town developed any specific strategies to **take advantage of these opportunities**?

1	Have deepened connections w/ towns & state electeds in 2020 ^{past} year.
2	Water plant expansion approved + funded in past year.
3	2 new elected 1 re-elected
4	
5	

Weaverville Assessment

Please complete and return to Town Manager by January 1, 2024

This is a basic framework for an analysis of the Town from the perspective of Council members and Staff.

What are the **top 5-10 priorities** of the Town?

1	Water access and expansion of water treatment plant
2	Excellent fire department Weaverville and North Buncombe region
3	Low crime rate, safety, visible police force
4	Maintain Weaverville identity, not become what citizens refer to as Asheville
5	Expand relationship with WBA, visitweaverville.com
6	How to keep Street Events Safe and maintain peace
7	Annexation strategy that is consistent with standards
8	Determine who is responsible for these Goals and Objectives
9	Safe Streets for All. Pedestrian traffic,
10	Education about Tree City, why preserve old growth or grow new trees

What are the **top 3-5 strengths** of the Town?

1	Excellent services, great employees, Police, Fire, Public works, staff, support staff
2	Small-town charm, family-friendly
3	Walkable, 6 miles of public sidewalks
4	Recreation amenities, community center, parks
5	Town Council that cares

What are the **top 3-5 challenges** facing the Town?

1	Rapid growth
2	Annexation strategy and consistency
3	Communication
4	Traffic speed and traffic noise

5	How best to allow infill building and development in R1 district
---	--

Please complete back as well.

What are the **top opportunities** for the Town?

1	Greenway development and support
2	Safe walkways for pedestrian safety
3	Safe speed limit one-mile radius, all streets in town, and DOT streets within
4	How to use zoning as a tool for development
5	Seek and apply for various grant money projects

Has the Town developed any specific strategies to **take advantage of these opportunities**?

1	Adopt Active Weaverville plan
2	Apply and received Grant money for water plant expansion
3	Looking at Eller Cove water shed as possible park
4	Looking at Town owned land behind PW for trail extension and connection
5	

CATHERINE CORDELL

From: John Chase
Sent: Friday, December 29, 2023 8:51 AM
To: Selena Coffey
Subject: Re: Strategic Planning homework

Good Morning Selena,
I'm traveling and am sending this list which is likely not as convenient as your using your nice PDF you set up for us.
Hopefully this works.

Top 5-10 priorities

1. Greenways and public space, secure/purchase land
2. Reducing development find a way to say this (increased buffers)
3. Hiring a town planner (more on this)
4. Moving forward with making a change on the STRs, research what other towns are doing
5. Develop relationships with League of Municipalities
- 6.

Top 3-5 strengths

1. Small town atmosphere with mom and pop stores and neighborly feel
2. Strong financial position...
3. Collaborative town council
4. Supportive merchants association and Main Street reps
- 5.

Top 3-5 challenges

1. Losing small town atmosphere with development, less mom and pops, more STRs
2. Surrounding development pressures outside of our jurisdiction
3. Short term rentals and pressures on community atmosphere, limited housing
4. Infrastructure improvements (DOT/roads and water)
5. traffic

Top opportunities (five)

1. Trying to get the piece of land between Moore and WT Weaver
2. Hiring a town planner (more on this)
3. Work on traffic calming (reach out to DOT to see if we can plan workshops with their assistance)
4. Be proactive on voluntary annexation?
5. Grant monies for green space?
6. Public relations and community involvement
7. Use League of Municipalities resources

Has the town developed any specific strategies to take advantage of the opportunities?

1. Yes, with moving forward with treatment plant and securing the funding through the resourceful use of a lobbyist.
2. Updating planning and zoning/comprehensive land use plan

Thank you. John

1.

Sent from my iPhone

On Dec 10, 2023, at 9:02 PM, Selena Coffey <scoffey@weavervillenc.org> wrote:

DOUG JACKSON

Weaverville Assessment

Please complete and return to Town Manager by January 1, 2024

This is a basic framework for an analysis of the Town from the perspective of Council members and Staff.

What are the top 5-10 priorities of the Town?

1	MANAGING GROWTH WITH INFRASTRUCTURE
2	WORK TO FACILITATE MORE YOUNG FAMILY GROWTH TO LOWER
3	DEMOGRAPHIC AGE NOT JUST ADTS. FOR RETIREES & SINGLES
4	DO MORE LONG RANGE PLANNING
5	MINIMIZE TAX INCREASES FOR AFFORDABILITY
6	EXPLORE REGIONAL ISSUES WITH NEIGHBORING TOWNS
7	MAINTAIN GOOD FINANCIAL CONDITION
8	WORK WITH MSD TO EXPAND SERVICE TO NORTH
9	
10	

What are the top 3-5 strengths of the Town?

1	GOOD AND SOLID FINANCIAL BASE
2	GREAT STAFF AND DEPT HEADS
3	GOOD RELATIONSHIP BETWEEN COUNCIL AND ADMINISTRATION
4	RELATIVELY LOW CRIME RATE
5	RELATIVE LOW TURNOVER OF EMPLOYEES

What are the top 3-5 challenges facing the Town?

1	RAPID GROWTH MANAGEMENT
2	SPILL OVER PROBLEMS LIKE CRIME FROM ASHEVILLE
3	MAINTAIN SMALL TOWN ATMOSPHERE
4	
5	

Please complete back/2nd page as well.

DOUG JACKSON

What are the top opportunities for the Town?

1	USE OUR HIGHER EDUCATED CITIZEN BASE TO BECOME MORE
2	INVOLVED IN TOWN ACTIVITIES & BOARDS
3	DO NOT PERSUE MORE GRANT OPPORTUNITIES
4	BE SELECTIVE IN GROWTH WITH WATER EXPANSION
5	FOCUS ON REGIONAL ISSUES THAN CAN HELP TOWN

Has the Town developed any specific strategies to take advantage of these opportunities?

1	CITIZENS ACADEMY
2	Hired CONSULTANT FOR WATER EXPANSION GROWTH FOR GRANT
3	WORKED WITH TOWNS ON WATER EXPANSION & GROWTH
4	INCREASED STAFF
5	

DEE LAWRENCE

Weaverville Assessment

Please complete and return to Town Manager by January 1, 2024

This is a basic framework for an analysis of the Town from the perspective of Council members and Staff.

What are the **top 5-10 priorities** of the Town?

1	PLANNING FUTURE GROWTH
2	MANAGING FUTURE GROWTH
3	STR'S VISAS VIS HOUSING AVAILABILITY
4	MAINTAINING EXISTING INFRASTRUCTURE
5	COMMUNITY OUTREACH (COMMUNITY AWARENESS / CHALLENGES)
6	
7	
8	
9	
10	

What are the **top 3-5 strengths** of the Town?

1	AVAILABLE ACTIVITIES
2	TOWN MANAGEMENT (ALL TIERS)
3	BUSINESS OPPORTUNITIES
4	
5	

What are the **top 3-5 challenges** facing the Town?

1	FINDING QUALIFIED EMPLOYEES (RETAINING TOO.)
2	REVENUE GROWTH
3	AGING POPULATION
4	ANNEXTATION
5	TRAFFIC

DEE LAWRENCE

Please complete back as well.

What are the **top opportunities** for the Town?

1	DOWNTOWN IMPROVEMENTS
2	MAINTAINING QUALITY OF SERVICES
3	
4	
5	

Has the Town developed any specific strategies to **take advantage of these opportunities**?

1	LISTENING SESSIONS!
2	PUBLIC HEARINGS.
3	
4	
5	

PETER McGUIRE

PBM

Weaverville Assessment

Please complete and return to Town Manager by January 1, 2024

This is a basic framework for an analysis of the Town from the perspective of Council members and Staff.

What are the **top 5-10 priorities** of the Town?

1	Managing growth and annexation; development
2	Proper staffing of town and emergency personnel
3	Infrastructure needs in relation to growth
4	Above includes, water, sewer, roads
5	Robust economy in downtown area
6	Attraction of professionals and work force in light of changes in
7	Technology and vocational structures
8	Ample recreational opportunities,
9	Health-happiness quotient of citizens
10	Mindful budgeting

What are the **top 3-5 strengths** of the Town?

1	Citizens are generally educated and employed
2	Citizens are enthusiastic and involved in town activities
3	Robust downtown business district
4	Boast wonderful recreational opportunities
5	Have the resources to support the inevitable growth that is of concern

What are the **top 3-5 challenges** facing the Town?

1	Development and growth at too fast a rate
2	Developing infrastructure in response to need
3	Zoning regulation (esp. re: STR)
4	
5	

PETER McGUIRE

Please complete back as well.

What are the **top opportunities** for the Town?

1	Recreational opportunities; esp. prospective greenway
2	Measured growth and development
3	Business development
4	Robust and professional work force
5	

Has the Town developed any specific strategies to **take advantage of these opportunities**?

1	Water plant expansion
2	Strategic Plan re: land use
3	Construction of rec center, total overhaul of Lake Louise experience, nature park
4	
5	

MICHELE WOOD

Weaverville Assessment

Please complete and return to Town Manager by January 1, 2024

This is a basic framework for an analysis of the Town from the perspective of Council members and Staff.

What are the **top 5-10 priorities** of the Town?

1	Promote & support local businesses, events, recreation, tailgate market.
2	Healthcare access, medical facility, elder care.
3	Walkable bike-able town, sidewalks, safe walking access to Lake Louise.
4	Reliable high-speed WiFi access at the Community Center!
5	Protect rural landscape to preserve open spaces, natural beauty, conservation.
6	Consider hiring an Urban Developer to plan open spaces, preserve natural areas, walkable community.
7	Historic preservation – protect what we love about Weaverville – historic buildings and homes, character of the town.
8	Address parking issues with urban design in mind. Open up Florida Ave by Shope Bldg to Main St. Some towns allow parking on one side of Main St only for less congestion or curbside dining.
9	
10	

What are the **top 3-5 strengths** of the Town?

1	Wealth. Town employees. Low crime rate. Branch library on Main Street!
2	Clean, safe, good drinking water. Friendly, healthy place to live.
3	Community Center. Fresh local farm-fresh produce at Tailgate Market.
4	Events – Art in Autumn, Music on Main, Music in the Park, parades, Candlelight Stroll.
5	Variety of good, local-owned restaurants on Main Street.

What are the **top 3-5 challenges** facing the Town?

1	Town Hall space as town services grow and additional hiring is necessary.
2	Traffic on Weaver Blvd, Main St, Monticello, new entrances to Northridge Farms.
3	Manage the impact growth & development has on our changing demographic.
4	Enough affordable housing for all (owned & rent homes), less whole-house short-term rentals.
5	Climate change & potential impact on future air and water quality. Renewable energy.

What are the **top opportunities** for the Town?

1	Encourage or require developers to include walkable mixed-use housing and green spaces.
2	Continue to collaborate & build relationships with Buncombe County and neighboring towns.
3	Continue to develop regional water sharing & collaboration with neighboring communities.
4	Make housing more accessible with greater variety of housing choices and options.
5	Consider public transportation to reduce traffic congestion & potential future air pollution.

Has the Town developed any specific strategies to **take advantage of these opportunities**?

1	We are near completing water sharing & emergency back-up plans with Woodfin and Mars Hill.
2	Continue to encourage workforce housing. Reconsider housing densities to better suit needs.
3	Our future land use map with 5 growth areas for future development is a well thought out document.
4	Continue to look for ways to move forward with Greenway projects, hiking & biking trails, stormwater management proposal.
5	Be open to not always doing things the way they've always been done.