

Economic Development Policy for the Town of Weaverville, NC
(adopted September 28, 2026)

The Town of Weaverville recognizes the most valuable assets to the region are its people, natural resources, small-town values and unique communities. By encouraging people to visit, live in and work in our community, the Town of Weaverville strives to create a vibrant, inclusive and resilient economy that supports innovation, embraces diversity, preserves affordability, and attracts a broad range of residents and businesses.

Intentional Tourism	• Identify unique experiences to the area. • Promote our arts and crafts scene, community center, downtown, dog-friendly places, events, farms, forests, golf course, history, lodging, outdoor recreation, parks, etc.
Diverse and Affordable Housing	• Attract a broad range of residents and diverse workforce. • Encourage low-impact, sustainable, energy efficient and walkable/bikeable development.
Safe Streets and Healthy Neighborhoods	• Implement the Active Weaverville Pedestrian & Bicycle Plan. • Utilize safer designs for sidewalks and bike lanes. • Reduce vehicle speeds and dependence. • Support healthy active lifestyles for people of all ages.
Community Amenities and Infrastructure	• Help improve school ratings, safety and surroundings. • Enhance the aesthetics, enjoyment, safety and signage for our parks, community center and Main Street corridor. • Be a better Tree City and promote values of tree preservation. • Develop and maintain a parking master plan for downtown. • Provide pathways between neighborhoods and amenities. • Champion infrastructure between towns (greenways, etc). • Address traffic congestion and ways to mitigate it.
Planning, Policies and Resources	• Have a comprehensive vision and plan for our future. • Ensure our existing zoning and ordinances are supportive. • Strengthen policies to preserve desirable aesthetics, historic character, natural beauty, clean air/water and quality of life. • Leverage Town resources to foster regional collaboration, public-private partnerships and awareness of incentives.
Small and Medium Size Businesses	• Attract, develop and support stable and growing business sectors that increase local wealth and create employment. • Capitalize on remote working trend by supporting co-working spaces and the reinvigoration of under-utilized assets. • Encourage expansion and better access to critical services, such as childcare, youth programs, healthcare and broadband. • Provide resources to retain and expand local businesses. • Support a business incubator/learning series to provide mentorship, education and encouragement to entrepreneurs.