



VISION & GOALS



Folkmoot Center

The comprehensive planning process is a unique opportunity to reflect on the big picture. Updating the community's vision sets the direction of the plan and the goals establish a baseline for measuring success.

The vision expresses the collective desires of many for the future development, growth, conservation, and quality of life in town. The goals address a consistent theme that emerged through the process which is to be true to the character and history of the Town of Waynesville.

VISION STATEMENT

The 2020 Land Development Plan, its vision statement and its smart growth framework, has worked well for the Town. Many goals and objectives laid out have been accomplished, and the Land Use Map and Urban Services Boundary created the basis for effective policies. The purpose of this Plan is to build on that success and to continue to work towards social, environmental, and economic benefits as envisioned in 2002 when the original plan and vision statement (below) were adopted.

Waynesville: Our Heritage, Our Future, 2020 Land Development Plan

-Adopted April 23, 2002

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

However, the Steering Committee and staff felt that while the overall vision for the community had not fundamentally changed, the vision statement could be improved. There was consensus that the vision statement for the updated plan should encompass new needs and concerns looking forward, should be more concise and easier to understand, and should provide a fresh take on the good intentions of the original. There was also a desire to be "true to Waynesville" and who we are as a community, by keying on common values and what the community hopes to encompass through the plan's adoption.

Our Vision For The 2035 Waynesville Comprehensive Plan

Waynesville will enable the growth of a vibrant, healthy, and successful community - true to our history, small-town culture and heritage; responsive to the changing aspirations and needs of all our citizens; purposefully built on the principles of smart growth; mindful of the gift of our rivers and creeks, farmland and mountain vistas; and attentive to the opportunities presented in regional preservation, arts and education, economic development, and land use initiatives.

GOALS & OBJECTIVES

Six over-arching goals were developed from the previous plan, community input, and guidance from the Steering Committee and consultants. Objectives help to clarify the goals and provide a framework for policy recommendations, strategies and detailed action steps to implement the plan in Chapters 5 and 6.

Goal 1: Continue to promote smart growth principles in land use planning and zoning.

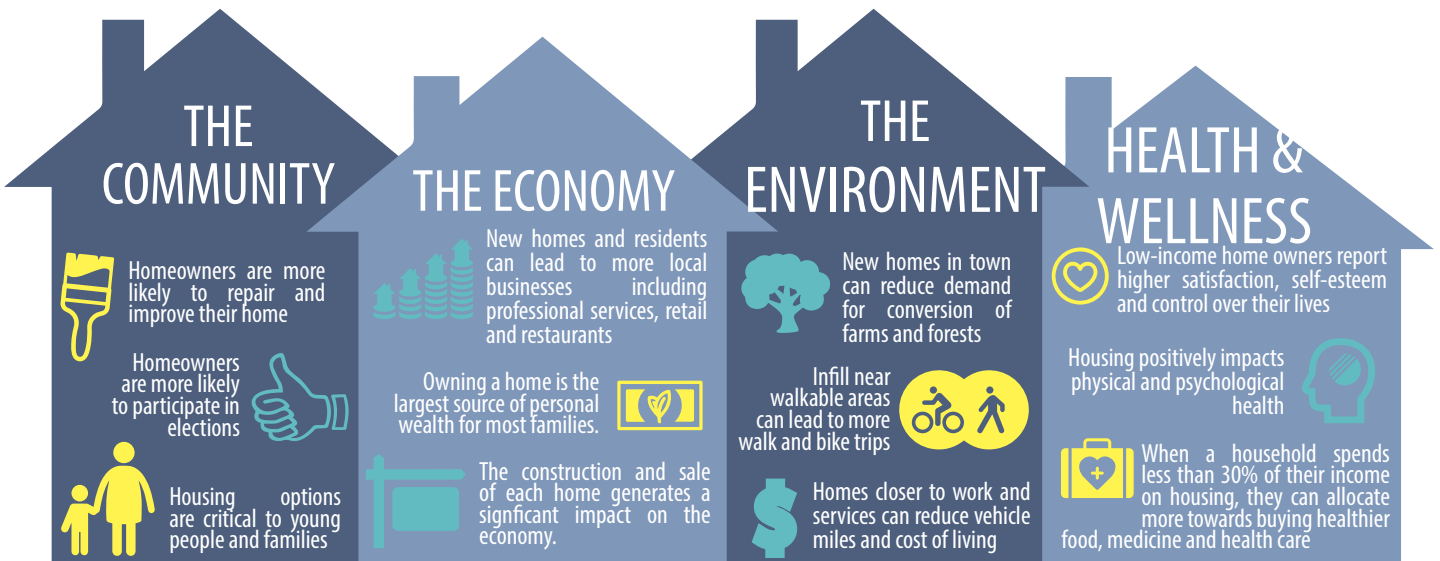
- » Create walkable and attractive neighborhoods and commercial centers.
- » Encourage infill, mixed-use and context-sensitive development.
- » Promote conservation design to preserve important natural resources.
- » Reinforce the unique character of Waynesville.

Smart growth is an approach to development that encourages a mix of building types and uses in walkable centers and prioritizes infill over urban sprawl that could have negative impacts on natural systems.

Goal 2: Create a range of housing opportunities and choices.

- » Encourage new housing inside Waynesville’s city limits and Extraterritorial Jurisdiction (ETJ)
- » Promote a diverse housing stock including market rate, workforce housing and affordable options that appeal to a variety of households

HOUSING IS KEY



The graphic above illustrates the importance of housing to the success of the Town of Waynesville and the myriad impacts that housing options and home ownership can have on the community, the economy, the environment and health.

Goal 3: Protect and enhance Waynesville's natural resources.

- » Conserve open space and farmland by promoting infill and encouraging development in the urbanized areas of town.
- » Protect and enhance water quality and forests.
- » Encourage park and greenway development to protect watersheds and improve access to open space.
- » Protect rural lands, iconic views and mountain vistas.
- » Continue to engage in and promote best management practices related to energy use, efficiency and waste management.

Goal 4: Protect and promote Waynesville's cultural resources.

- » Invest in preservation, restoration and promotion of Waynesville's history.
- » Integrate art within the Town's public realm.
- » Encourage collaboration among local cultural and heritage organizations and artists to enrich our community with events and education.

Goal 5: Create opportunities for a sustainable economy.

- » Strengthen Waynesville's current and future workforce through education and training.
- » Promote the growth of existing local businesses and Waynesville's "maker economy."
- » Promote Waynesville's downtown districts, inns, restaurants, and reputation as the "Gateway to the Smokies."



Historic Frog Level District



Greenhill Cemetery



Historic Shelton House

- » Encourage creatively designed, mixed-use, walkable centers and commercial districts that appeal to residents and visitors.
- » Support the Town's Parks and Recreation Master Plan and develop recreational facilities and a greenway system that appeals to neighborhood and regional users.
- » Work with local agencies to address the housing shortage, promote a "living wage," and increase Waynesville's medical, health and wellness resources that serve all ages.
- » Support 21st century technology and infrastructure by broadening the availability of high-speed internet, modernizing wireless communication facilities, and promoting green building and the use of solar and wind technologies.

Goal 6: Create an attractive, safe and multi-modal transportation system.

- » Provide an interconnected transportation network of roadways, greenways, freight mobility, bicycle routes, and sidewalks that improves safety and strategic access for all users.
- » Coordinate with NCDOT on roadway improvement projects, particularly those along South Main, North Main, Russ Avenue, Pigeon Road and Dellwood Road.
- » Work with regional and local businesses and planning agencies to develop public transit opportunities that connect users to local destinations, educational centers, and jobs.
- » Support development of the Richland Creek greenway and regional greenway connections between Waynesville, Asheville and other Haywood County and Western Carolina destinations.
- » Ensure citizenry has access to recreational, health and wellness, and medical services.