



RECOMMENDATIONS



Purposeful land use planning is required for a successful, well managed community. This land use plan includes policies and recommendations for town-wide land use, development, utilities, transportation, and conservation.



FUTURE LAND USE MAP

The Future Land Use Map (FLUM) and recommendations that follow envision a Waynesville that continues to maintain its character, environmental protections, sustainable growth, and diversity. The Future Land Use plan is the result of considering all the factors facing a town including housing, the natural environment, economic health and sustainability, cultural and historic resources, recreation, wellness, multi-modal mobility, and more.

Adoption of the 2020 Land Development Plan, committed the Town to

- » Planned “Smart Growth”
- » Redefinition/reexamination of transportation planning as it has been handled in the past
- » Controlled infrastructure expansion
- » Encouragement of the mixing of uses where appropriate
- » Protection of the community’s valuable natural resources

This plan reiterates the Smart Grown Principles in its policies and recommendations, refining them to reflect current times.

The 2002 Future Land Use Map categorized land use into eight designations. The updated FLUM on page 25 adds two additional designations to better reflect the community goals. The designations are broad brush, not parcel specific as in the Zoning map. A character description of each designation and accompanying image are shown on pages 26-27.

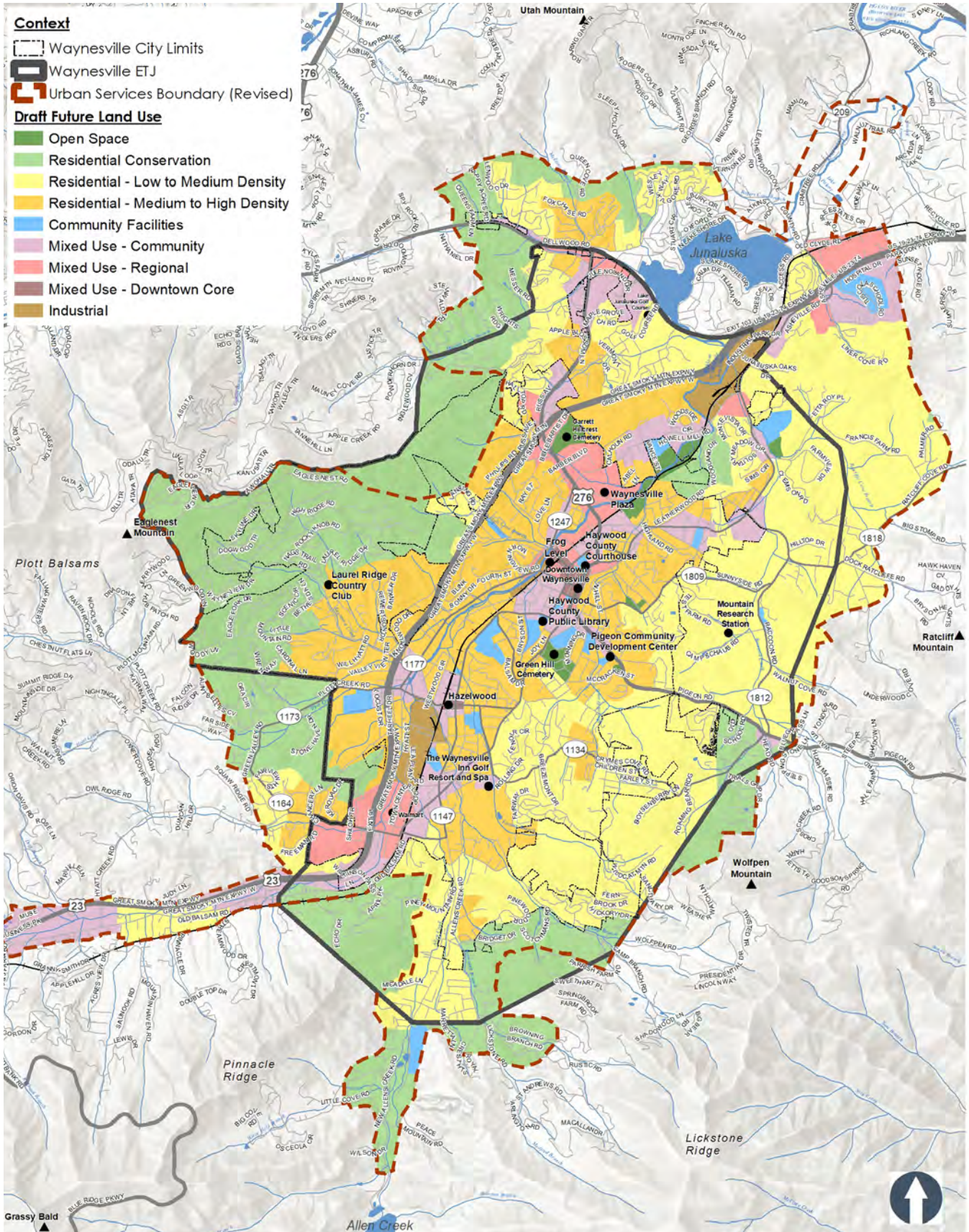
This plan adds two new future land use designations: Residential Conservation which encourages cluster development in areas with steep slopes, woodlands, or sensitive water resources, and Downtown Core Mixed-Use which describes a combination of urban residential and business district mixed-use areas with a predominance of early and mid 20th century construction (e.g. Main Street, Hazelwood and Frog Level).

Additional updates include changing Low to Medium Mixed Use to Community Mixed Use and Medium to High Density Mixed Use to Regional Mixed Use.

- Smart Growth**
1. Mix land uses
 2. Take advantage of compact building design
 3. Create a range of housing opportunities and choices
 4. Create walkable neighborhoods
 5. Foster distinctive, attractive communities with a strong sense of place
 6. Preserve open space, farmland, natural beauty, and critical environmental areas
 7. Strengthen and direct development towards existing communities
 8. Provide a variety of transportation choices
 9. Make development decisions predictable, fair, and cost effective
 10. Encourage community and stakeholder collaboration in development decisions

The Future Land Use Plan is a representation of the intended growth pattern based on the community’s collective vision balanced with the availability of infrastructure and conservation of the natural environment.

Draft Future Land Use Map



FUTURE LAND USE DESIGNATIONS



Open Space

This designation is best suited for environmentally sensitive (floodplain, steep slopes) or preserved lands or passive recreational uses. In most instances, such land is to be preserved in its natural state or minimally developed for an intended recreational use. These areas should be well-connected to schools and neighborhoods. Passive use neighborhood and community parks, greenways, trails, community centers and cemeteries are found here.



Residential Conservation

Best suited for low density residential development that is clustered or of a conservation design. Generally these areas contain steep slopes and / or working agricultural lands. These areas may have narrow streets and may or may not to be connected to water and sewer utilities. Low Impact Development (LID) techniques should be encouraged to reduce stormwater runoff and development should be clustered away from resources.



Residential - Low to Medium Density

This designation should be located within the urban service boundary. The roadway network is not likely to accommodate higher density development. Types of development include:

- Single family uses at average densities of 3-4 units/acre, occasional small-scale attached housing types
- Compatible development such as educational, civic, and faith-based uses, as well as parks, etc.



Residential - Medium to High Density

Located on lands suitable for higher density residential development that are readily accessible and where utilities are available. Uses are the same as those in the low/medium category above but with increased densities generally five to ten units per acre (5-10 units /acre) with some higher density in the Urban Residential zoning district and/or with Special Use Permits. Development should provide sidewalks or multi-use paths and connect to parks, schools, and commercial areas. Types of development include:

- Patio homes
- Townhomes
- Bungalow courts
- Multifamily

Mixed Use - Downtown Core

The Downtown Core mixed use designation encompasses the central business districts and is characterized by pedestrian-oriented commercial uses that may be mixed vertically or horizontally with office and residential and is surrounded by traditional residential pattern neighborhoods of single-family and small multifamily structures. These areas are connected to municipal utilities, typically on grid street network with access to transit, parks, and civic uses. Site redevelopment and infill is encouraged on underutilized parcels.



Mixed Use - Community

This designation is intended for nodes of activity areas on major streets and thoroughfares incorporating commercial retail and office, light industrial, employment centers and institutional uses to serve the community. Residential single and multifamily development of medium densities may be vertically or horizontally integrated with the commercial. These areas will likely have access to municipal utilities and development should be connected to transit and pedestrian ways. Scale of these areas should vary based on context.



Mixed Use - Regional

Major nodes of activity located on major thoroughfares or adjacent to highways include commercial, lodging, entertainment, manufacturing, warehousing, tech-flex, research and development, health care facilities and light industrial uses. Uses draw visitors from the town and adjacent communities. They typically require high visibility, high traffic counts, connectivity to the region, and are sited on larger parcels. Being visible, new development should consider architectural style, building materials, and screen landscaping. Medium to high density multifamily residential may be appropriate. Connection to utilities and access management is a priority.



Community Facilities

Community facilities are institutional-type land uses operated by a public or semi-public organization which serve the community as a whole. Depending on the intensity, these uses may appropriately be incorporated into the higher density residential and mixed use districts. Types of development include:

- Government centers
- Educational institutions
- Hospitals and medical centers
- Cultural centers (e.g. Faith-based uses, Folkmoot)



Industrial

This encompasses lands with access to strong roadway and/or rail networks located on large lots with room for expansion. Reuse of existing facilities is encouraged. The impact of noise, dust, vibration, odor, should be minimized with screening and fencing when adjacent to dissimilar uses. These areas are located in the southwestern Hazelwood area and north in the vicinity of Exit 103. Giles Chemical has a presence in Frog Level. Types of development encouraged include research and development, clean manufacturing, tech-flex, warehousing and distribution centers, microbreweries, and makerspaces.



LAND USE & DEVELOPMENT

By implementing the 2020 Land Use Plan through the Land Development Standards (“LDS”), Waynesville has grown in an orderly manner within the established urban services boundary (USB) for two decades. Looking toward 2035, the Town continues its commitment to compact and smart growth, an urban services boundary, and directing more intense development away from steep slopes and outlying agricultural lands towards existing developed areas and roadway corridors. The urban suitability map illustrates which areas are most suitable for development and those which are not.

This land use approach provides a more efficient return on investment for infrastructure, but will require re-investment into existing developed areas. Three concepts are provided to re-vision existing commercial areas with mixed-uses, infill design, and greenway and roadway connectivity. These were identified during the planning process and are provided below with recommendations supporting goals for land use and development.

LU-1: Limit sprawl and promote a sustainable land development pattern.

A. Create walkable and attractive neighborhoods and commercial centers.

- *Encourage walkable, mixed-use developments along major thoroughfares and within central business and regional center districts. Policies and codes should promote urban form, context, and an attractive public realm (block size, minimal setbacks, active frontages, streetscape). Development “nodes” should promote public interaction, transportation accessibility, and use of existing infrastructure.*
- *Allow small-scale restaurants, retail and services within planned developments.*
- *Encourage personal, professional services, restaurants and neighborhood retail within designated mixed-use areas and corridors.*
- *Strive for nodal development around intersections as opposed to linear strips adjacent to roadways. New commercial should connect to residential areas whenever possible with pedestrian and bicycle facilities and should be accompanied by road and site design that supports traffic safety (such as turning lanes, access management, parking).*
 - » Candidate intersections for mixed-use nodes and/or gateway treatments designed to their context, include:
 - US 23 (Asheville Highway) and Ratcliff Cove;
 - Raccoon Road and US276;
 - Dellwood Road and Russ Avenue (US276);
 - The Great Smoky Mountains Expressway (“GSME” 23/74) and Russ Avenue;
 - The GSME and Eagle’s Nest Road/Elysinia;
 - The GSME and Plott Creek Road;
 - The GSME and Hyatt Creek Road;
 - Howell Mill Road and Vance Street;
 - Howell Mill Road and Russ Avenue; and
 - Brown Avenue, Allen’s Creek Road, and South Main
 - Hazelwood and Elysinia Avenues
- *New development or redevelopment, including commercial buildings, within,*

or adjacent to, residential areas should mimic the scale, and design of residential patterns.

B. Restrict development intensity in rural areas and areas with important natural resources.

- Encourage only low density or cluster/conservation development in areas with sensitive natural resources.

C. Direct medium to high density and mixed-use development to within the revised urban service boundary and major thoroughfares.

- Update LDS and zoning map to permit residential development that is consistent with the future land use map.

D. Limit Town water and sewer services to within the urban services boundary (USB).

- Only allow extension of utilities beyond the established USB under specific circumstances (see detail about USB policies).



Potential for new development in the vicinity of Old Balsam Road south of the Smoky Mountain Expressway

LU-2 Encourage infill and context-sensitive development

A. Promote infill with more flexible zoning along the Great Smoky Mountain Expressway and existing Regional Center Districts.

- Update LDS to allow designs that are sensitive to existing context and protect views from major roads.
- Ensure flexibility in zoning for small-scale manufacturing and flex-tenant uses in certain areas. Since opportunities for large-scale industrial development are limited, re-use of former manufacturing space for other uses is important and supports local entrepreneurs, crafts people and industries.

B. Promote redevelopment along the railroad and planned greenway corridor.

- Preserve industrial uses along the railroad corridor.
- Create an overlay district or policy for track-adjacent or greenway-adjacent development to allow more housing and mixing of uses (including industrial along the railroad).
- New sites for multifamily, duplexes, accessory dwellings along the railroad corridor should meet the following criteria (map included in the Appendix):
 - » Located within 500 ft of railroad track
 - » Minimal visual and traffic impacts on existing single family development
 - » Re-use of under-utilized industrial or commercial properties

C. Create a range of housing opportunities and choices.

RECOMMENDATIONS

- Promote mixed density and product types in new residential Development.
- Strengthen multi-family design standards and buffer requirements to ensure compatibility with adjacent residential. Attention to site layout, access, setbacks, scale, design and materials should complement adjacent development.

LU-3 Promote conservation design in new residential developments

A. Allow conservation or cluster development design as an alternative to large lot subdivisions or other development in areas designated Residential Conservation.

- Conservation design should reduce cut and fill slopes, follow the natural contours of the land, apply low-impact stormwater design. and preserve open space or sensitive habitats (e.g., water features, woodland stands, meadows).
- Update the LDS to provide flexibility in density, setbacks and unit types to preserve views and agricultural lands on the edges of town. This approach should allow new development to meet current low density designations while creating open space by clustering of structures.

LU-4 Reinforce the unique character of Main Street, Frog Level, and Hazelwood Central Business Districts

A. Provide access to a variety of amenities and services for current and future residents, visitors and workers including retail, employment, and recreation.

B. Maintain the “Downtown Character” that distinguishes these areas from other commercial areas.

- Require compatibility in siting, scale, massing, materials and detail, and enforcement of design standards within historic districts (this does not imply that all new development should replicate historic structures).
- Update Historic Guidelines for store frontages and commercial buildings.
- Update the LDS’ Table of Permitted Uses to extend select CBD uses into other activity nodes and reinforce neighborhood character.
- Encourage uses that generate commerce focused on arts, crafts, food /brew specialties, supporting “the maker economy,” in addition to retail.

C. Connect downtown Waynesville, Frog Level, and Hazelwood with surrounding neighborhoods, schools, trails and parks.

- Enhance the pedestrian environment by reducing curb cuts from main thoroughfares (access from side streets or alleys), and providing visible, safe crosswalks.
- Enhance urban gateways through redevelopment, landscaping, outdoor seating where feasible, signage and improved pedestrian facilities.
- Install directional wayfinding signs to central business districts, to public parking options, and to greenway and parks connections.
- Implement streetscape improvements to visually connect Frog Level with Main Street and promote visitor activity between the two areas along Depot, Miller, Commerce and Welch Streets.

- Improve visual and physical connection to Richland Creek, including opportunities with private development to create connections through alleys and structures to sidewalks and greenways, and consider additional trail spurs along the street to increase visibility and use

D. Support development of mixed uses and mixed use buildings that incorporate shopping, dining, lodging, residential, small industries, offices, and studios.

- Expand Business Districts at their edges by continuing their form and scale, applying mixed-use zoning to transition into adjacent residential districts.
- Define entrances into CBDs through Wayfinding, gateway treatments, crosswalk enhancements, decorative lights, and other streetscape elements.
- Continue small-scale placemaking in public places, including public art and historical markers reflecting the Town's heritage and culture.
- Promote mixed-use of buildings, including housing opportunities in upper stories within CBDs. Encourage adaptive reuse of structures to suit new needs such as housing and office space. Permit public uses of rooftop spaces.

E. Build on recent public realm improvements (parking lot, public art) in Hazelwood.

- *Expand the character of Hazelwood westward toward the expressway with streetscape improvements from the expressway to the railroad, including street trees, sidewalks, and gateway features.*
- *Allow for mixed-use along Elysinia and Hazelwood Avenue between the railroad and expressway.*
- *Redevelopment should employ village-style, form-based characteristics including building orientation, pedestrian facilities, screening of parking and loading areas, and signage.*
- *Encourage mix of uses including retail, residential, office, manufacturing and small industry.*

F. Encourage the redevelopment of Waynesville Plaza to a walkable mixed-use center incorporating retail, office, multifamily, and open space.

- *Redevelopment at the intersection of Howell Mill Road and Russ Avenue should be oriented to the street with parking behind, and a streetscape that creates a defined entry into Waynesville.*
- *Improve access to and from Russ Avenue and create a new connection to Howell-Mill Road and West Marshall Street, enhancing connectivity and providing an internal street system.*
- *Support opportunities to "green" the floodplain by replacing impervious surfaces with greenspace along the Richland Creek as an amenity and stormwater management practice.*

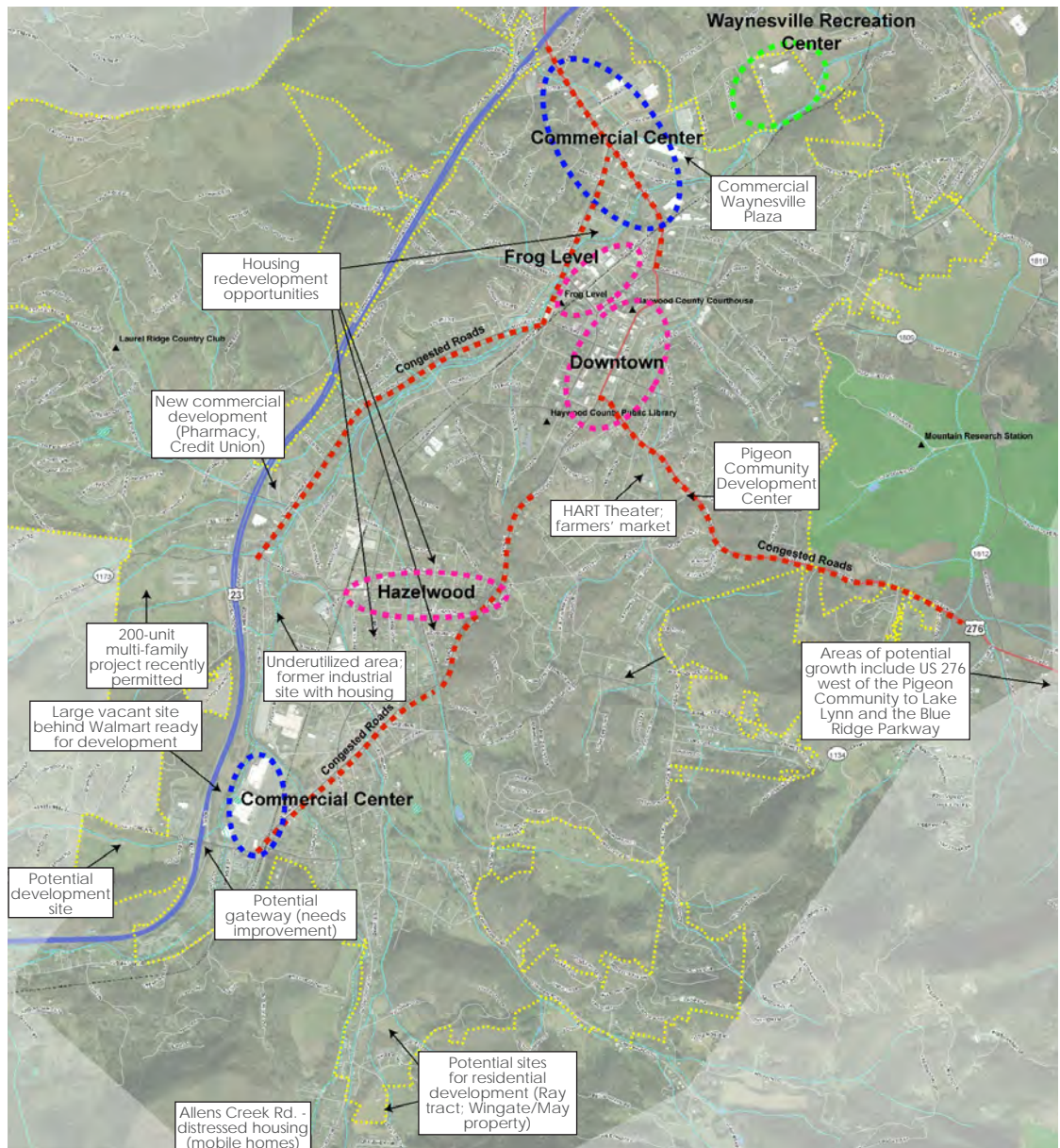
G. Encourage community and stakeholder collaboration in land use decisions.

- *Consider updates to LDS processes to promote collaboration between staff, elected officials, developers, and citizens..*

INFILL DEVELOPMENT & REDEVELOPMENT CONCEPTS

One of the goals that emerged during the planning process is the desire to expand on the success of Main Street by envisioning redevelopment potential in other areas. Target areas have the potential for new investment, infill and growth:

- Waynesville Plaza (Russ Avenue) is a high-occupancy commercial center with steady business, national and local retailers, and a theater.
- Frog Level is within walking distance of Main Street, bisected by the railroad, and has an industrial heritage and historic structures. This business district presents an opportunity for mixed-use development and attractive storefronts.

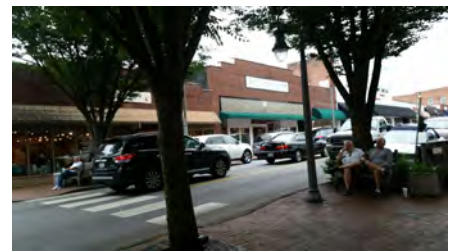


Consolidated results map from steering committee exercise

- Hazelwood, once the downtown for a unique Town, is now the southern gateway to Waynesville. It is surrounded by traditional, affordable neighborhoods, and contains under-utilized industrial and commercial space.

Proposed concepts leverage each area's strengths and increase housing and job opportunities. The scenarios reflect recommendations for compact /infill development, mixed uses, increased density, housing options and connectivity for all modes. Note that the illustrations are conceptual and not intended to be a representation of any proposed development or specific plan.

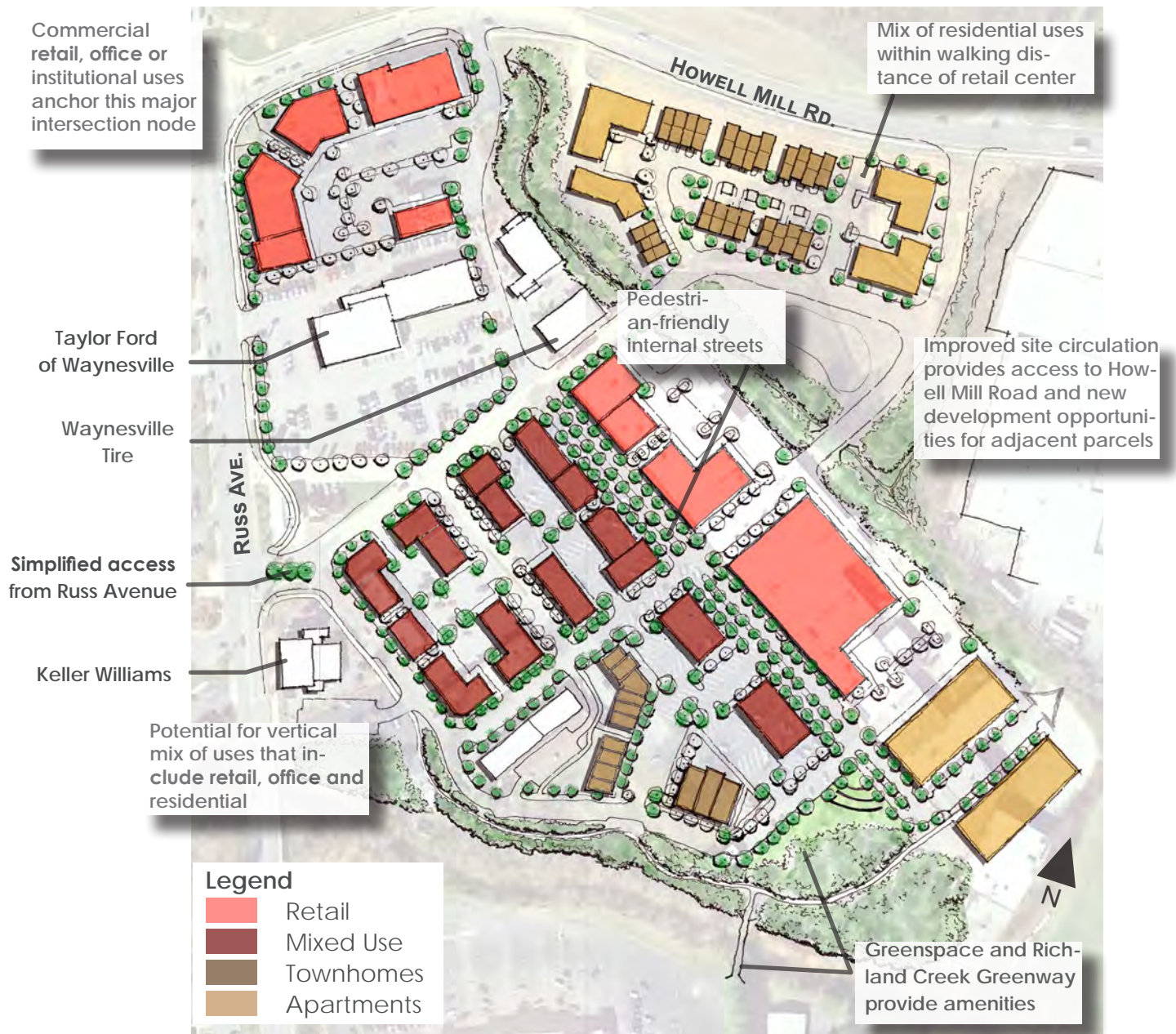
Main street provides the example for amenities with attention to design desired in the target areas, including: interaction of storefronts with a sidewalk, landscaping and shade trees, screened and strategic parking, and a mixture of large and small retail, restaurants, galleries, and residential uses.



Scenes from Main Street

WAYNESVILLE PLAZA

Directly north of downtown, Waynesville Plaza is an auto-oriented shopping center of two individual ownerships. The Plaza is adjacent to Richland Creek and proximate to Howell Mill Road, but is only connected by Russ Avenue. The proposed concept calls for reconfiguring retail, adding mixed use and residential options, and creating new community spaces. Circulation is improved with new connections to Howell Mill Road and West Marshall Street (with a greenway link). Concept also recommends that parking areas are more pedestrian-friendly (e.g. trees, sidewalks, and accessibility), the creation of greenway connections, and implementation of cohesive architectural and signage design.



Note: The diagram above is conceptual in nature, meant to illustrate potential building massing, scale use mix amenities and/or public realm improvements.. This is one of many potential futures for the property in question but is subject to significant change and contingent upon private development and property owner decisions.



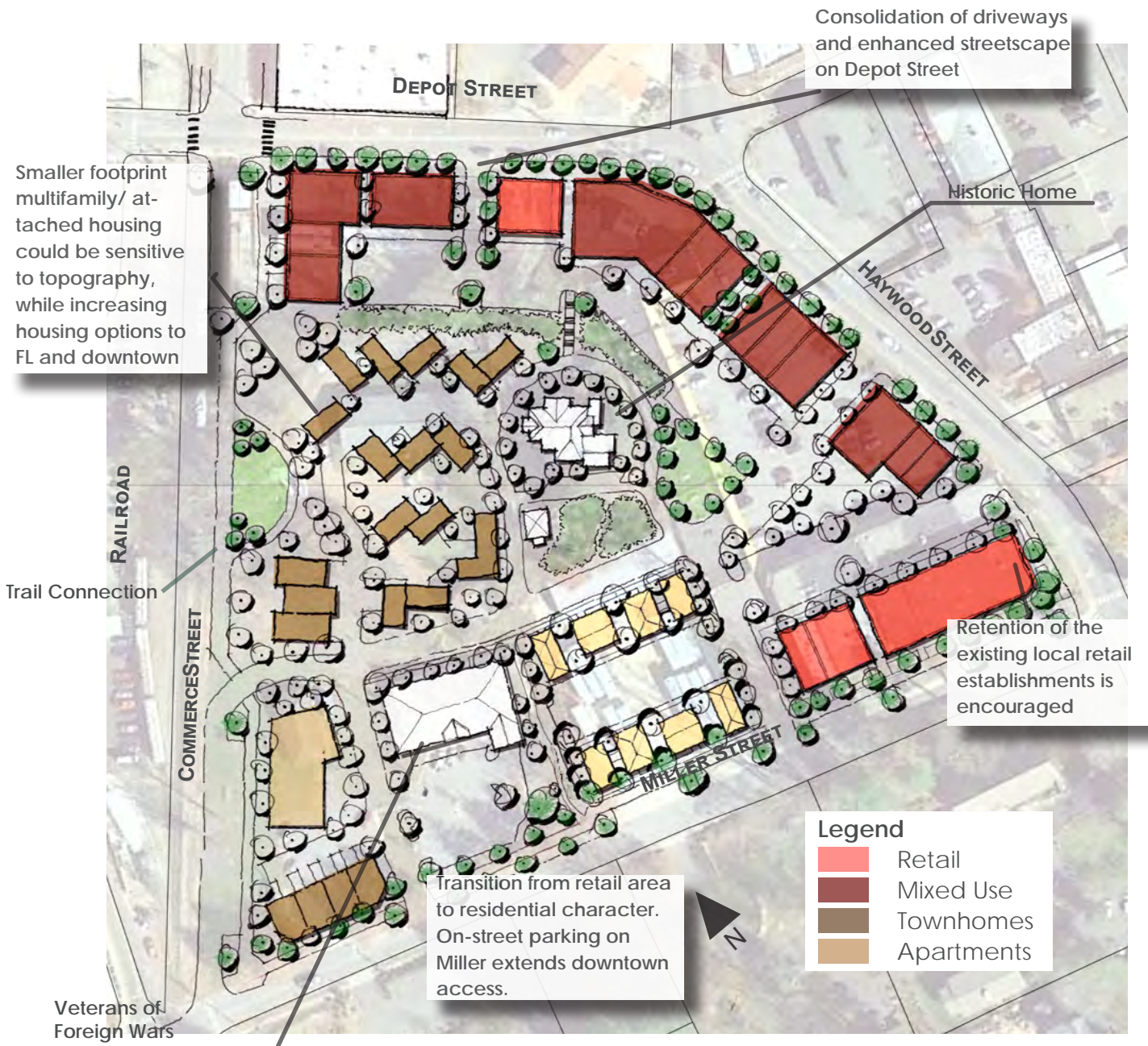
Above: The large impervious surface provides opportunities for infill development at Waynesville Plaza main shopping center to create additional commercial and residential spaces. Infill could create a Main Street feel similar to Waynesville's historic downtown.



Above: Main Street Waynesville draws citizens and visitors with its welcoming, pedestrian-scale design. The inviting storefronts create a prime location for festivals and gatherings.

FROG LEVEL DISTRICT

Frog Level is the low-lying area of Depot and Commerce Street developed around the railroad and is an historic district recognized on the National Register. The rail is still active. Current development includes a number of historic structures housing commercial, industrial, institutional, and residential. The proposed design utilizes strategic infill development and streetscape improvements as well as a more cohesive transition to nearby residential neighborhoods. It includes railroad track adjacent development and the compatible integration of diverse and multiple uses in an urban mixed-use form.



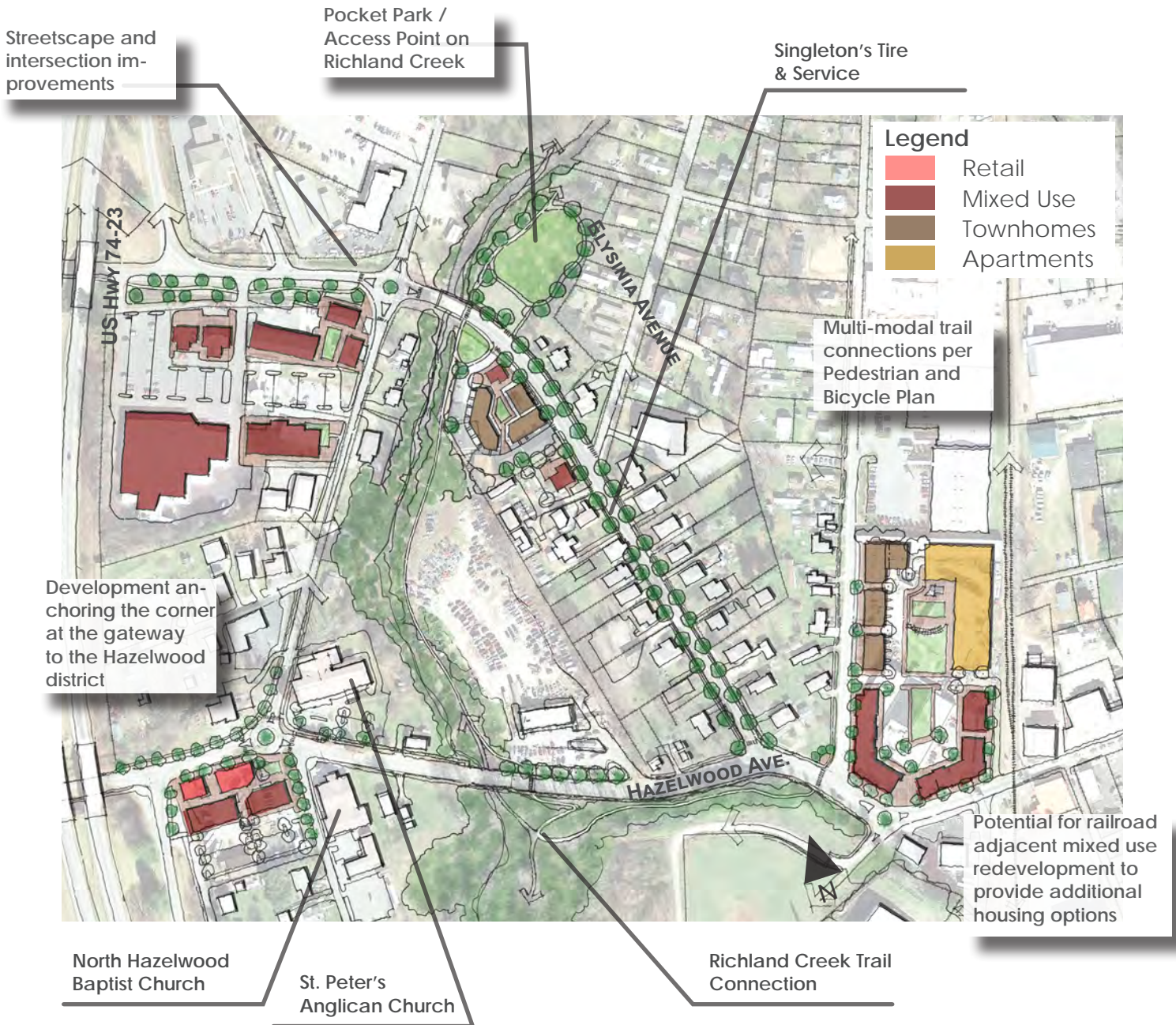
Note: The diagram above is conceptual in nature, meant to illustrate potential building massing, scale use mix amenities and/or public realm improvements.. This is one of many potential futures for the property in question but is subject to significant change and contingent upon private development and property owner decisions.



Shops on Miller Street between Frog Level and Downtown

HAZELWOOD GATEWAY

Exit 100 from US Highway 74/23 serves as one of the primary access routes to downtown Waynesville. However, the Hazelwood Avenue corridor does little to convey a sense of arrival to visitors and lacks connection to Browning Branch or Richland Creeks. This proposed concept plan formalizes the Hazelwood Gateway through streetscape improvements including two new roundabouts, vegetative screening of high-intensity uses, and connections to the creeks. A new, mixed use area with residences on the western side of the rail road contributes to place-making along the corridor and creates new commercial opportunity.



Note: The diagram above is conceptual in nature, meant to illustrate potential building massing, scale use mix, amenities and/or public realm improvements. This is one of many potential futures for the property in question but is subject to significant change and contingent upon private development and property owner decisions.



A mix of use types in Hazelwood.



HOUSING & NEIGHBORHOODS

As Waynesville and the western North Carolina region continue to grow, particularly in an environment where cost of living out-paces wages, the need for quality housing choices for all persists. This Plan focuses attention and prioritizes resources for options at all levels. Investment in housing can yield social and economic returns that strengthen the Town of Waynesville as a desirable place to live for all.

HN-1 Increase the availability of affordable and workforce housing

A. Support safe, affordable housing to rent and own at median price points.

- Partner with Haywood County, Habitat for Humanity, Mountain Projects, Inc., Waynesville Housing Authority and other housing providers to provide safe, affordable housing to rent or own.
- Maintain and participate in the Haywood County affordable housing assessment and rental market study, and housing strategy.
 - » Quantify cost-burdened households
 - » Estimate current and future demand for affordable and workforce housing
 - » Examine the impact of short-term housing rentals on housing availability

B. Provide Town infrastructure incentive grants for affordable and workforce housing.

C. Support the creation of a housing trust fund and public incentive grants for infrastructure to create affordable or workforce housing.

KEY TERMS

“Workforce housing” refers to housing that is affordable to workers and close to employment centers. Often the term refers to employees considered essential to communities such as public servants, police and fire personnel, teachers, and those in the service industry.

“Affordable housing” is the term used to describe housing that a household can obtain for 30% or less of its income.

“Housing choice vouchers (HCV)” are administered locally, but are funded through United States Department of Housing and Urban Development (HUD). The HCV is the federal government’s major program for assisting low-income individuals, the elderly, and the disabled to afford decent, safe, and sanitary housing in the private market.

“Public housing” is housing managed by local housing agencies such as the Waynesville Housing Authority (WHA) for low-income residents.

“Living wages” provide for basic necessities such as food and housing expenses as well as economic mobility.

D. Partner with Mountain Projects and other nonprofit organizations to support low-income residents.

- Educate residents regarding affordable, workforce and subsidized housing opportunities

HN-2 Increase the availability of multifamily and mixed-income housing

A. Focus higher-density, mixed-use development, including residential development where there is walkable access to services, shopping, and other amenities.

- Candidate locations include the redeveloping districts of Frog Level, Hazelwood, Waynesville Plaza and in the vicinity of Main Street. Encourage flexibility, including higher density housing types in other mixed use and commercial areas.
- Create cohesive and architecturally distinctive multifamily residential being mindful of the size, scale, and context of the surrounding neighborhood.
- Redevelopment of government-owned property, such as the Historic Haywood hospital site, that is vacant or underutilized through public/private partnerships.
- Encourage the reuse / repurposing of well-located, properties for affordable or mixed-income housing.
- Consider updates to the LDS to allow, by-right, mixed-income housing with accompanying special requirements and ensure code allows multi-family and single-family attached housing with appropriate accompanying densities.
- Consider adopting inclusionary zoning practices that encourage the construction of affordable and workforce housing through incentives and density bonuses for projects that include the construction of affordable and/or workforce housing.

Currently, 63% of housing is single-family detached units¹.

This lack of diversity coupled with low rental vacancy rates (1.6%), and very little new housing stock since the Great Recession (1%) has created a need to actively work toward increasing availability of both market-rate and affordable housing.

¹2016 ACS

HN- 3 Evaluate impact of short-term rentals on housing affordability and neighborhoods.

A. Consider LDS updates that define and manage how and where short-term rentals are allowed. Consider cottage development options within the LDS to allow small footprint or "tiny-home," development.

B. Allow accessory dwelling units (i.e. garage apartments and "granny flats") in all districts.

ECONOMIC DEVELOPMENT

Jobs and economic growth were identified as the most pressing issues that Waynesville faces today. Waynesville and the former Town of Hazelwood have a history of successful industry and tourism which allowed for sustained economic growth and employment. As larger scale manufacturing decreased, and the impacts of the 2008 recession carried forward, the Waynesville housing, retail and manufacturing sectors stagnated. In 2015, the Town's economy began rebounding, particularly in the area of tourism. However, the planning process revealed that the public recognizes that Waynesville's economy must grow in a balanced way that creates multiple opportunities for job growth beyond just services related to tourism and retail.

Several areas of opportunity for economic growth were identified in stakeholder discussions. Healthcare needs are growing as Waynesville and Haywood County's population grows and as the "baby boom" generation retires to the area or is aging in place. Additionally, entrepreneurship is growing as a new generation of creative business people are starting brewing, soda-making, restaurants, olive oils, soaps, and other goods and services which have tremendous potential to expand

ED-1 Strengthen Waynesville's existing and future workforce

- A. Coordinate closely with Haywood County Board of Education, Haywood Community College, and Western Carolina University to match job needs from employers with job training programs.
- B. Work in partnership with local agencies to increase housing options and increase substance abuse and mental health treatment and counseling opportunities.
- C. Promote and increase Waynesville's medical, health and wellness resources that serve all ages.

ED-2 Support the growth of local businesses

- A. Support existing, and recruit additional, industry and business types that are projected to grow in the region and pay higher wages.
- B. Work with regional efforts to enhance broadband services to expand on-line marketing and business potential.
- C. Support local farmers markets and special events that both connect local farmers and crafts people to markets, while providing attractions for visitors.
- D. Broaden the availability of high speed internet and modernize wireless communication facilities by participating in regional planning efforts and public/private partnerships.

AVERAGE EARNINGS BY INDUSTRY

Industry Title	2014 Employee Estimate	2024 Employee Estimate	Net Change	% Change	Annualized Growth Rate	Haywood 2017 Avg. Weekly Earning
Leisure and Hospitality	9,363	10,973	1,610	17.2	1.6	\$312.97
Accommodation and Food Services	7,914	9,411	1,497	18.9	1.7	\$377.22
Food Services and Drinking Places	6,484	7,859	1,375	21.2	1.9	\$293.50
Professional and Business Services	4,707	5,624	917	19.5	1.8	\$886.56
Trade, Transport., and Utilities	10,592	11,420	828	7.8	0.8	\$922.48
Construction	3,208	3,902	694	21.6	2.0	\$771.06
Health Care and Social Assistance	8,990	9,673	683	7.6	0.7	\$833.68
Educational Services	7,002	7,527	525	7.5	0.7	\$647.89
Professional, Scientific, and Technical Services	2,525	3,029	504	20.0	1.8	\$886.56

The table above shows average earnings by industry and projected growth (Source: NC Department of Commerce). Industries with higher projected growth rates and wages should be the focus of recruitment programs.

ED-3 Focus new business recruitment strategies

A. Continue to work closely with the Haywood County Chamber of Commerce, Asheville Chamber of Commerce, Haywood County Tourism Development Authority, and other regional partners

- Promote a healthy, open dialogue with this partnership to make sure Waynesville continues to be a player for new, expanding, or relocating businesses
- Encourage a "Responsible Regionalism" approach to economic development by coordinating with the greater region
- Provide information to enable updates to the Haywood Economic Development Council website to highlight available sites and buildings in Waynesville

ED-4 Support the continued growth of tourism in Waynesville

A. Encourage creatively designed, mixed-use, walkable centers.

- *Design for walkable commercial districts and pedestrian infrastructure that appeals to residents and visitors.*
- *Implement updates to streetscapes along and around Main Street.*

B. Promote Waynesville as a destination through the Tourism Development Authority, highlighting its downtown districts, historic bed and breakfasts inns, restaurants, and local reputation for hospitality as the “gateway to the Great Smoky Mountain Park” in support of our growing tourism industry.

C. Promote festivals, programs and events organized by historical and cultural organizations.

D. Support the Town’s Parks and Recreation Master Plan and Greenway Feasibility Study to develop recreational facilities that appeal to regional and neighborhood users.



Informal seating and planters in downtown Waynesville are examples of furnishings that should be common in pedestrian areas to invite visitors to linger.

ED-5 Promote small and independent businesses, entrepreneurship, and the maker economy

A. Support Waynesville’s “maker economy” of craft, art, brewing, furniture making, and other small, local manufacturing.

- *Leverage the low vacancy rate (2%) in downtown to create business opportunities in Frog Level and Hazelwood.*
- *Promote the construction of a dedicated makerspace within Waynesville to assist small businesses owners and entrepreneurs.*
- *Actively educate residents on the tools available through Haywood Community College’s Small Business Center and the Chamber of Commerce’s Business Incubator*
- *Support events that celebrate local and regional makers and artists, such as Farmer’s Markets, Craft Fairs, Art Walks and the Folkmoot International Festival.*

B. Support the year-round growth of Folkmoot as the cultural arts center of WNC.

WHAT'S A MAKER SPACE?

"Makers' Spaces emerged across the world in the last decade born out of a Do-it-Yourself (DIY) philosophy coupled by innovative technologies. These spaces located in communities, large and small, foster creative, sharing of products, services and ideas. Some maker communities are partnered with established education or business organizations and help drive the start ups and encourage entrepreneurship. The Frog Level and Hazelwood districts are perfect locations to grow this movement. There is an abundance of underutilized commercial and industrial structures that can be repurposed (adaptive reuse) to accommodate these studios, workshops and live-work spaces if the costs are competitive in these sometimes not fully finished spaces.

The maker movement contribution to Frog Level and Hazelwood could serve to further catalyze revitalization and extend the experience of visitors to Main Street. The spaces must be developed with the principles for a walkable, cohesive mixed-use district and as suggested in the concepts on previous pages.

TRANSPORTATION & CONNECTIVITY

Planning of multimodal transportation requires a coordinated effort involving local, regional, state, federal and other entities. Multi-modal transportation includes automobiles, transit and freight vehicles, pedestrians, cyclists, and other types of transportation (such as wheelchairs, segues, scooters, etc.) that move people and/or goods. The impact of transportation infrastructure on land use, economic development, recreation, and employment should be considered in all contexts.

STREETS

Planners and engineers must consider the need and purpose of a transportation project and how it may equally address safety, mobility, and the preservation of scenic, aesthetic, historic, environmental, and other community values. This requires a purposeful effort by the Town to work collaboratively with other agencies, citizens and property owners as part of the design process. Goal of roadway planning should be the safe, efficient movement of people (regardless of mode of travel), safety, and overall improvement of public space.

TC-1 Use roadway projects for community development – Improvements in streets should improve adjacent land values and aesthetics, and create economic opportunities.

A. Prioritize the design of each street to complement surrounding neighborhood land use and tailored to fit the environment for which it is being built.

- Monitor NCDOT projects and leverage funding for local goals through the French Broad River Metropolitan Planning Organization (FBRMPO).
- Ensure that NCDOT understands Town plans for adjacent land use along thoroughfares such as Russ Avenue, North and South Main Street.
- Continue to facilitate discussions between NCDOT and the public to address concerns related to project impacts and develop links to, or a page of, information on local transportation projects.
- Partner with NCDOT for new gateway elements, especially planned roundabouts to foster a sense of place for residents and visitors as they travel into Waynesville.
- Develop external street connections at Waynesville Plaza and work with business owners to make parking areas more pedestrian-friendly.
- Provide residents with mobility options by making sure neighborhoods are walkable and connected by transportation corridors. Encourage connectivity and include sidewalks and/or greenways as part of new commercial and major residential development.

B. Use data-driven analysis (traffic, pedestrian and/or bicycle studies) to manage transportation decisions. Consider lowering the LDS threshold for Traffic Impact Studies.

C. Conduct a sign inventory along Waynesville streets to identify areas that lack

Manual of Uniform Traffic Control Devices standard compliance and determine whether new signs are needed. Coordinate existing signage with regional wayfinding signage.

D. Implement short-term, low cost demonstration projects to highlight the feasibility of transportation infrastructure improvements and gain support for more permanent measures.

TC-2 Improve the local street network

A. Continue to allocate Town funding and/or Powell Bill funds for small scale community-supported transportation improvements.

B. Re-evaluate roadway design standards in the LDS to accomplish multi-modal goals while being sensitive and realistic within Waynesville's mountain topography.

- *Evaluate roadway standards to reduce impacts on the natural environment and improve conditions for pedestrians and bicyclists, allowing for alternative street standards for areas with steep topography.*
- *Evaluate narrower lane widths to deter unsafe behavior. New or redesigned streets with speeds under 45 miles per hour could have a default lane width of 10 feet; this can be flexible (e.g. increasing the lane width for high bus or freight traffic, or for emergency vehicle accessibility).*

C. Develop a "Smart Roads" framework, a metric for roadway network planning by modes, using Level of Service (LOS) evaluations to decide which roads should prioritize different travel modes (such as transit, bicycle, pedestrians, freight, cars) and update the Town's street classification system accordingly.

D. Implement a proactive approach to stormwater management using available rights-of-way to expand vegetated areas to capture and filter excess rainwater as part of the Town's stormwater utility function.

GREENWAYS

Greenways can increase a community's physical activity, improve water quality in streams, shorten commute times, and boost real estate value and business investment. The Town has demonstrated a commitment to adding miles to the greenway network, with plans in place for a continuation of the Richland Creek Greenway that will ultimately traverse the entire length of Waynesville.

TC-3 Implement the 2010 Comprehensive Pedestrian Plan in designated greenway corridors.

A. Continue to design and implement shared use pathways according to the NCDOT Bicycle Facilities Planning and Design Guidelines, with equal or more progressive designs to accommodate both pedestrians and cyclists.

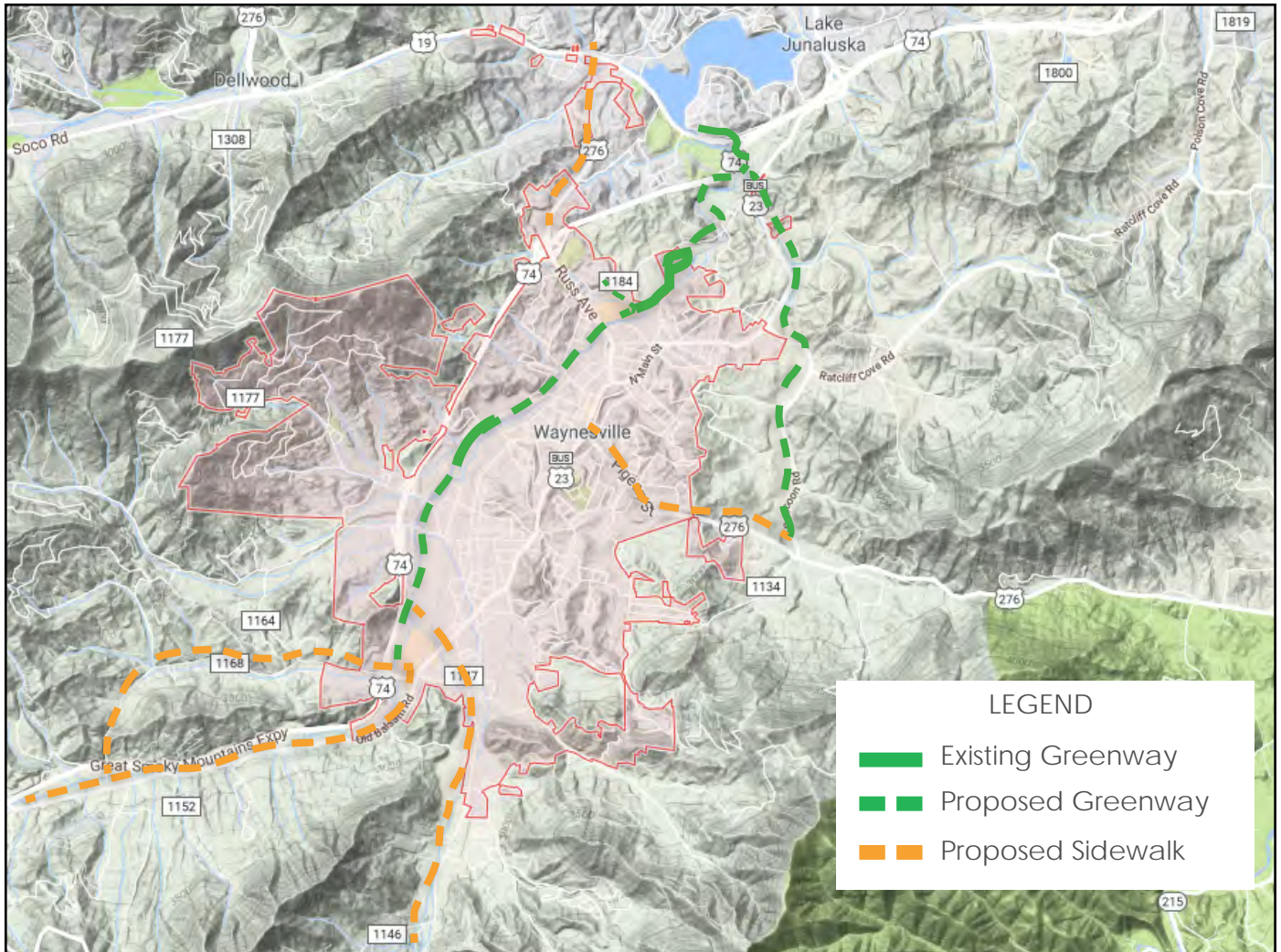
- *Update the Town's LDS to state that trails shall be 8-14 ft wide (instead of 6-14); 8 ft wide can be allowed in short, constrained sections, 10 ft wide is standard, but 12 ft or 14 ft wide pathways are preferred in high volume areas or near parks and schools.*
- *Ensure all roadway crossings along greenway routes are properly marked and designed with current pavement marking and signage standards to ensure safety, comfort, and effectiveness of this network*
- *Ensure that all cost estimates include pavement marking and signage costs and maintain an up-to-date cost estimation tool for multimodal design*
- *Require all greenway easement agreements on private property to specify adequate room for both the construction and maintenance of the trail.*
- *Use available easements as a preliminary trajectory for greenways such as unopened, platted rights of way, utility and sewer easements for cost-effective routing in accordance with the Greenway Feasibility study.*

B. Continue to fund the planning, design, and construction of the Richland Creek Greenway.

- *Pursue funding for new feasibility studies for greenways along Raccoon Creek, Allen's Creek, and connecting the Recreation Center, the Town's new property along Woodland Drive, and the Waynesville Industrial Park.*
- *Consider connecting Waynesville Plaza, the Richland Creek Greenway, and West Marshall Street with the construction of a new pedestrian bridge.*
- *Coordinate greenway and greenway connection planning with redevelopment such as the Mountain Creek Plaza, improvements to the Waynesville Plaza, and Russ Avenue or South Main.*

C. Conduct a feasibility study on the Raccoon Creek Greenway that will service Junaluska Elementary School and help with water quality efforts.

Greenway & Sidewalks (Proposed)



Excerpt from the 2010 Waynesville Pedestrian Plan

3 RECOMMENDATIONS

BICYCLES & PEDESTRIANS

As the region plans for and develops greenways, it is important to also invest in a network of on-road bicycle and pedestrian infrastructure to enable safe access to and from off-road facilities. Waynesville should continue its commitment to bicycling and walking as a commonplace form of transportation as well as an enjoyable recreational activity. While not everyone rides a bicycle, everyone is a pedestrian. Pedestrian safety should be an early consideration in every transportation and development decision, whether it is parking, landscaping, speed limits, or roadway design.

TC-4 Support bicycling and walking as a viable modes of transportation

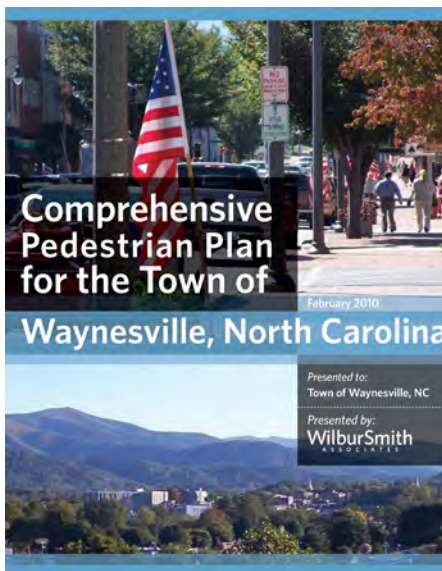
A. Maintain own policies in support of bicycling infrastructure, such as the provision of bicycle parking by the Town and as part of new development.

B. Invest in Bicycling infrastructure as part of new NCDOT and local projects, including connections to greenways, bikelanes, and shared lane markings (sharrows).

C. Prioritize pedestrian safety, connectivity and accessibility through LDS standards for sidewalks, accessibility, street trees and vegetation.

- *Conduct a comprehensive sidewalk condition survey to prioritize infrastructure improvements and adhere to ADA accessibility standards and the Town's ADA Transition Plan.*
- *Where opportunities arise in the roadway design process, ensure pedestrian refuge islands, bulb-outs, and reduced curb radii are programmed and installed on improvement and repaving projects to improve pedestrian safety*
- *Consider lowering speed limits where pedestrian activity is high.*

D. Update the Comprehensive Bicycle and Pedestrian Plan as a combined plan which includes updated roadway, greenway and other infrastructure information.



The Waynesville Comprehensive Pedestrian Plan and the Haywood County Comprehensive Bicycle Plan were adopted in 2010 and 2011, respectively.

TRANSIT, EMERGING TECHNOLOGIES, & PARKING

The French Broad River Metropolitan Planning Organization (MPO) and Land of Sky Rural Planning Organization (RPO) allocate substantial funding for improvements to rural and small-town transit service. Haywood County established a fixed-route bus system in 2019. Land-of-Sky Regional Council Transportation Demand Management works to promote information and opportunities for transit access and regional connections including ride-sharing. Bus-stops, park and ride areas, and education are needed to support these efforts. Additionally, new technology may bring autonomous vehicles (AVs) and micro-mobility options like electric scooters and bikeshare programs that should be addressed for their infrastructure needs, potential, and impacts.

TC-5 Support Haywood County Transit

- A. Prioritize the addition of fixed-route bus service both within Waynesville and regionally by advocating for its funding and implementation.**
- B. Prioritize pedestrian infrastructure along designated bus routes and insure adequate facilities, including signage and seating, at transit stops.**

TC-6 Prepare for micro-mobility and autonomous vehicles (AVs)

- A. Draft a preliminary permitting process for bicycle and e-scooter rentals so that the Town is prepared if a pilot program is launched.**
 - *Research existing data and case studies to weigh pros and cons from cities and towns that have implemented micro-mobility programs*
- B. Monitor advances in autonomous vehicles and planning resources in preparation for the potential impacts of AVs.**
 - Ensure that Public Services can maintain and update traffic control devices (signage and striping), which influences AVs' ability to communicate and respond to the built environment.
 - Develop specific curbside AV pickup and drop-off policies in different places.

TC-7 Rethink parking in Waynesville

- A. Identify sensible yet innovative approaches to parking policy, infrastructure, pricing, and enforcement for all vehicular types.**
 - *Conduct a parking study to evaluate and monitor parking demand, particularly around the Central Business Districts, and revisit parking requirements within the LDS. Modify as needed*
 - » Re-evaluate minimum requirements may to accommodate visitor and shared parking needs in new residential developments over a certain threshold.
 - » Evaluate driveway spacing standards for residential uses and consider requiring alley loaded lots and on-street parking in certain circumstances.
 - *Evaluate and improve wayfinding signage and/or education to encourage utilization of existing public parking.*

RECREATION, CULTURAL & NATURAL RESOURCES

The location, geography, and other physical characteristics within and around Waynesville have drawn people to the Town for generations. The heart of the Town sits in a valley along Richland Creek between the Plott Balsams to the west and the Great Balsam Mountains to the east. Views from town extend up the forested mountain sides to peaks that exceed 5,000 feet. As the Gateway to the Smokies, Waynesville is the social, commercial and historic center for the area, and is the largest municipality west of Asheville.

Preserving vistas and access to the out-of-doors is a priority for the residents and stakeholders that participated in public input for this plan. The following recommendations conserve and protect the visual and ecological integrity of the landscape and encourage development and site design that respect natural assets.

REC-1: Provide adequate access to parks and open space

A. Maintain and enhance existing parks and improve access to open space through implementation of the Parks and Recreation Master Plan and LDS Standards.

- *Partner with public and private entities to provide public open space in underserved areas of town. Neighborhood Parks such as those being developed at Chestnut Park and Calvary/Craven provide important public greenspace that enhance surrounding areas.*
- *Prioritize sidewalk and greenway projects that improve access to parks.*

B. Continue to require open space reservation in new development and revisit LDS regulations to ensure open spaces are contextually adequate, consistent with community goals, and easy to understand and apply as part of development approvals.

- *Areas with unique natural features on the urban rural fringe may need a higher amount of passive open space to fit into the surrounding environment or as part of Conservation Subdivision Design.*
- *Clarify civic space vs. open space requirements in new developments.*



Improving access to multiple types of open spaces and amenities can improve the quality of life enjoyed by existing and future residents of Waynesville.

C. Allow public art and historic markers as an option to fulfill civic space requirements as part of new development in industrial districts, along the railroad corridor, and designated gateways.

D. Develop neighborhood parks to provide convenient greenspace and recreational opportunities in residential areas.

REC-2: Be stewards of the natural environment through land use planning and site design

A. Conserve open space and farmland by promoting infill and encouraging development in the urbanized areas of town.

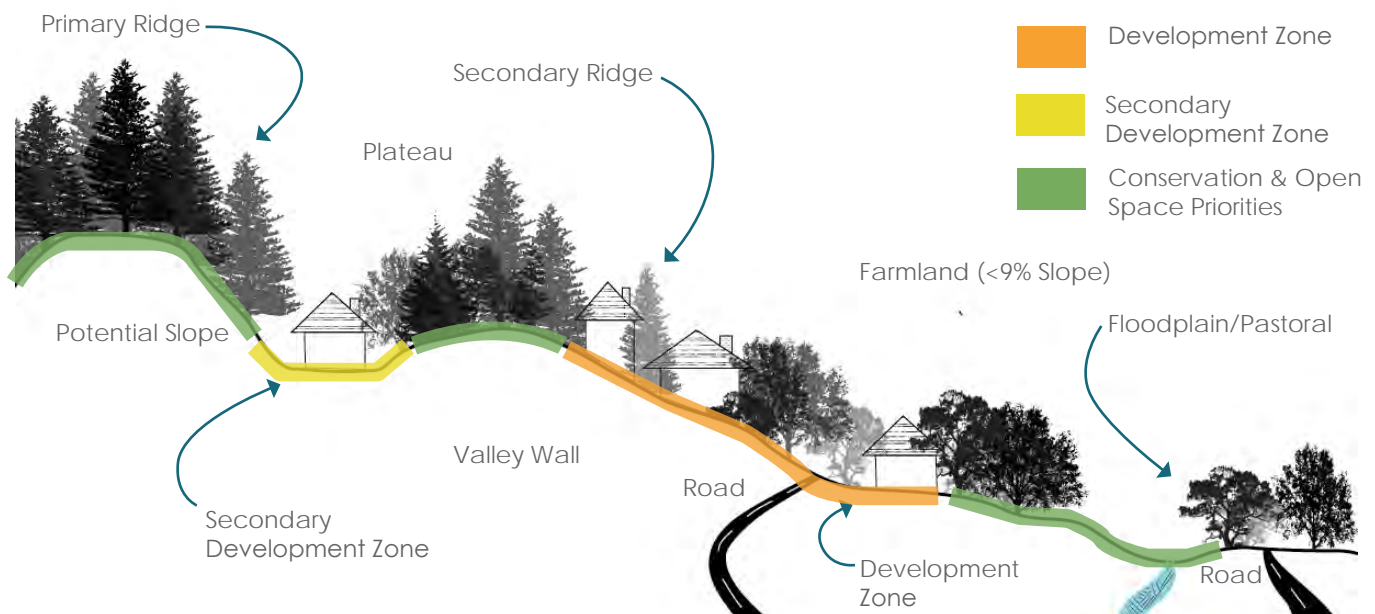
- Promote the re-use and redevelopment of existing commercial and residential areas through zoning tools such as flexible standards, conditional districts, and special use permits.
- Discourage utility extension outside of the defined Urban Services Boundary (USB)

B. Limit disturbance and protect ridgelines and slope areas over 2,900 feet in elevation with continued enforcement of hillside development and steep slope standards.

- Discourage clear cutting and mass grading, especially on slopes visible from public rights-of-way, and design residential streets and neighborhoods with the contours of the land to reduce cut and fill on slopes.

C. Promote the use of natural species in all landscape and buffer requirements, and in public parks, greenways, streetscapes, and municipal facilities.

VALLEY & RIDGE CLUSTER DEVELOPMENT



On the edges of Waynesville, valleys extend into the mountains with views of agricultural lands along floodplains. In these areas development should be clustered near the valley wall near a existing or newly planted tree-line. Pasture lands on the valley floor could be preserved as open space in the foreground. Steeper slopes and primary and secondary ridges should be preserved to avoid landslides and impacts to views.

C. Encourage conservation design for areas on the urban fringe with high value natural resources such as steep slopes, views and vistas, agricultural lands and/or important habitat.

- *Utilize the conditional zoning option to allow for creative design appropriate for Residential Conservation areas.*
- *Amend the LDS to allow for cluster or conservation option in the Residential Conservation and Low to Medium Density areas on the Future Land Use Map and associated zoning districts. This option could allow for narrower lot widths and lower minimum lot sizes, and flexibility in roadway and parking standards, in exchange for higher amounts of open space.*
 - » *Prioritize reservation of primary conservation areas such as steep slopes (greater than 25%), view sheds, vistas, floodplain, stream corridors and buffers, mature forest, areas adjacent to Natural Heritage Natural Areas (NHNA), wetlands, and unique habitats, etc.*

D. Protect and enhance the Town's forests.

- *Encourage/ require tree preservation along road frontages and streams through enforcement of landscaping and buffer requirements.*
- *Develop the Town arboretum and continue local forestry practices within public areas and parks to preserve and enhance our urban forest, with an emphasis on native species.*

REC-3: Protect and connect unique features, parks and trails

A. Protect rural lands, iconic views and mountain vistas.

- *Work with local Land Trusts and conservation programs using land conservation and agricultural easements and other tools.*

B. Think of greenways, parks and open space as a system of green infrastructure that protects environmentally sensitive areas, that provides stormwater and flood management, and promotes urban forestry.

- *Encourage interconnected open space preservation with new subdivisions to facilitate safe passage for wildlife and enjoyment for residents.*
- *Identify and inventory outstanding scenic landscapes, areas, views, heritage trees and other features which define the character of the Waynesville area and work to conserve areas identified as natural assets, including:*
 - » *Plott Creek Valley, Eagles Nest Mountain (especially at elevations over 3,000 ft), land adjacent to and connections to public lands and the Pinnacle Ridge Natural Heritage Natural Area (NHNA) on the south side of Town, the Richland Creek floodplain and important wildlife corridors.*

C. Manage and green the floodplain.

- *Revisit the Town's Flood Hazard Mitigation Ordinance to discourage fill in the 100 year floodplain, require a minimum structural elevation, flood proofing and*

mitigation projects, and monitor areas within the 500 year floodplain projections on the Flood Insurance Rate Map.

REC-4: Protect and enhance gateway features

A. Pursue targeted public art, beautification projects, landscape plantings and streetscape improvements in the rights-of-way of major gateways to town.

- *Specific Recommendations for Major Gateways include:*

- » US23 / Great Smoky Mountains Expressway: Evergreen plantings and stonework could be located on the south side of the expressway and define the approach into Waynesville. Trees in these areas could increase the canopy in the riparian area of Richland Creek, which would have benefits related to capturing and storing stormwater upstream of town.
- » Russ Avenue: Street improvements should improve conditions for pedestrians. New development should be oriented towards the street and buildings brought close to intersections. Street trees should provide shade to pedestrians and buildings should have architectural details, depth and transparent facades.
- » US276 (Main Street and Pigeon Street): Pedestrian scale lighting and crossing improvements should be implemented at key locations. Opportunities for public art including sculpture and murals should be evaluated. New development should mimic the urban form of Downtown with multi-story buildings, architectural details and parking located behind buildings.
- » South Main/Hyatt Creek Road and North Main: tie gateway features into roundabouts and streetscape elements in conjunction with NCDOT roadway improvements. Encourage extension of sidewalks, thru connections between new developments, street trees and plantings, buildings brought close to the street, and screening of parking lots and storage areas.

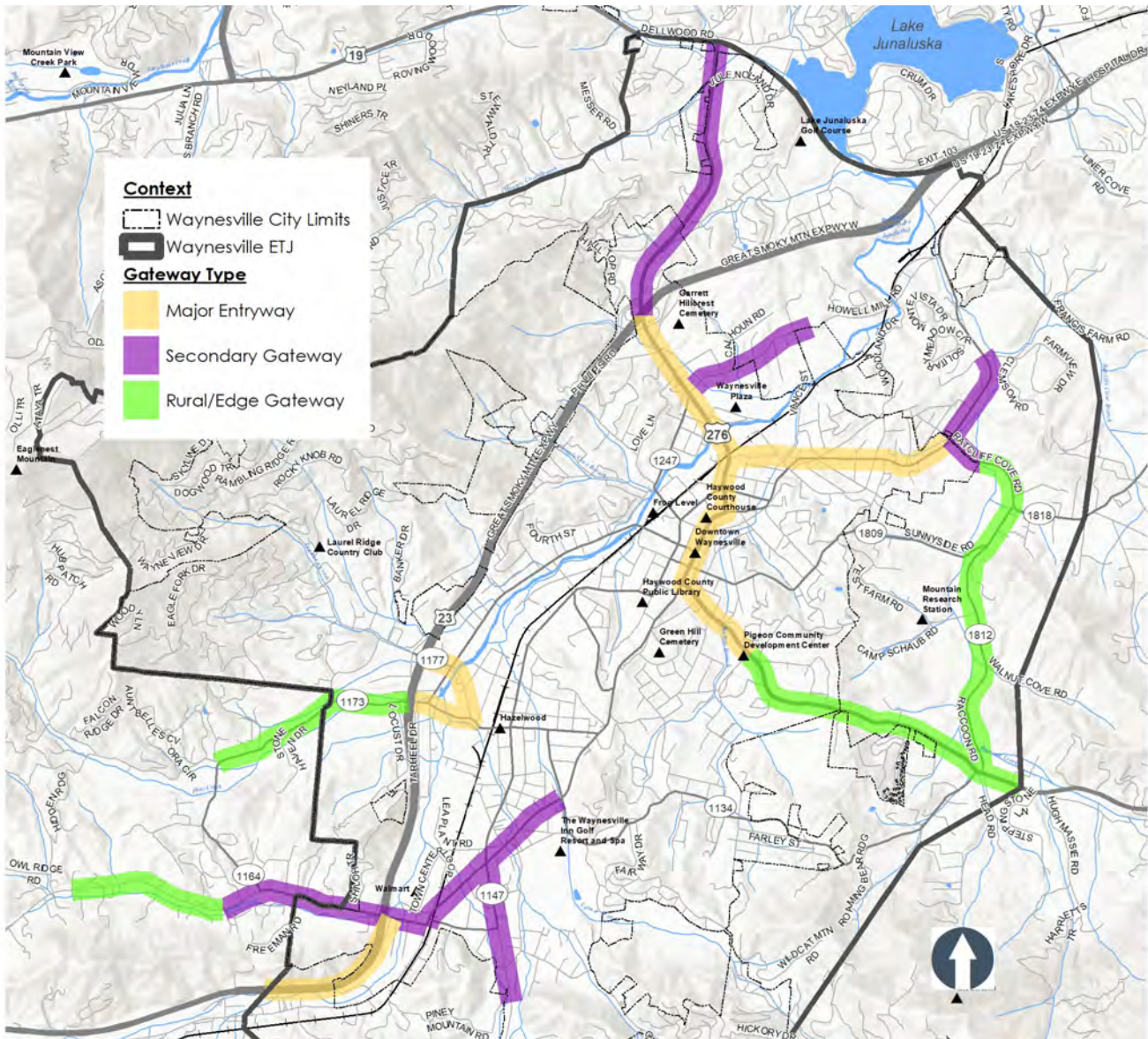
B. Encourage preservation of mature forests and foreground meadows as open space along secondary gateways and in developing areas. In areas of redevelopment, encourage new pedestrian facilities, street trees, consolidation of driveways and screening of parking lots and storage areas.

- *Specific Recommendations for Secondary Gateways include:*

- » Allens Creek Road: New development should mimic the small-scale, residential form of this corridor. The existing sidewalk should be repaired and extended toward the Town boundary.
- » Howell Mill Road: New development should be sensitive to the existing residential in the area and respect topography. New residential development should be designed to limit impacts on views from Howell Mill Road. Heritage trees should be preserved, particularly along property lines and steep slopes. Agricultural fields should be preserved as open space, a community garden or commons. New homes should front open space where possible.
- » Asheville Highway / Ratcliff Cove Road Area: Building masses should be concentrated near intersection. Parking and service areas should be located in

3

RECOMMENDATIONS



The map above shows important gateways into Waynesville. Types of gateways and recommendations are outlined below.

- Major Gateway:** These corridors are primary entrances into Waynesville along major corridors. Targeted public art, beautification projects, landscape plantings and streetscape improvements within the rights-of-way should be considered for these corridors. New development should be oriented to the street, buildings should have architectural details, transparent facades with depth. Buildings should be brought close to intersections and parking should be located behind buildings. Street trees, improved pedestrian crossings and pedestrian scaled lighting should be part of roadway improvements and/or new development.
- Secondary Gateways:** These corridors are located along areas prime for new development or redevelopment. In areas of new development encourage preservation of heritage trees, mature forests and foreground meadows as open space. In areas of redevelopment encourage new pedestrian facilities, street trees, consolidation of driveways and screening of parking lots and outdoor storage areas.
- Rural/Edge Gateways:** These gateways mark the transition from urbanized areas to agricultural and natural areas surrounding Town. These corridors' development intensity should be limited using conservation design that preserves viewsheds and sensitive natural areas by clustering development away from natural resources.

rear of buildings and/or screened. Setbacks and landscaping should increase along Ratcliff Cove Rd farther away from Asheville Highway.

- » Russ Avenue (North of GSM Expressway): New development should improve the standardization of the streetscape and include sidewalks and street trees. Development should be scaled to manage topography and minimize mass grading of hillsides.

C. Limit intensity of development and encourage cluster or conservation design along rural gateways.

- *Specific Recommendations for Rural Gateways include:*

- » Raccoon Road, east Pigeon Street, Hyatt Creek Road and Plott Creek Road west of GSM: Preserve viewsheds and valuable natural resources as amenities by clustering development away from these features. Locate and design buildings and employ landscape plantings to minimize visibility from public roads. Cluster mixed uses at key intersections or close to the GSM.

REC-5: Protect and improve water quality through managing stormwater, encouraging Low-Impact Development (LID) techniques and targeted restoration activities.

A. Protect the Richland Creek Watershed through park and greenway development, the enforcement of buffers, stormwater and land disturbance regulations.

- *Monitor and regulate stormwater and implement best management practices and education according to the Town's Phase II Stormwater Plan.*
- *Consider implementing a stormwater fee to help mitigate water quality and flooding impacts of impervious surfaces and to assist with implementation of the Plan, including activities such as storm drain maintenance, street sweeping, urban forestry, stream bank restoration, development of rain gardens and*

WATERSHED RESTORATION ACTIVITIES

Planting vegetation in riparian areas can help stabilize stream banks, reduce stream temperatures and improve water quality. The Haywood Waterways Association has partnered with the Town and landowners to conduct restoration activities, including riparian plantings, livestock exclusion fencing and installation stormwater collection devices in the Richland Creek and Hyatt Creek watersheds.

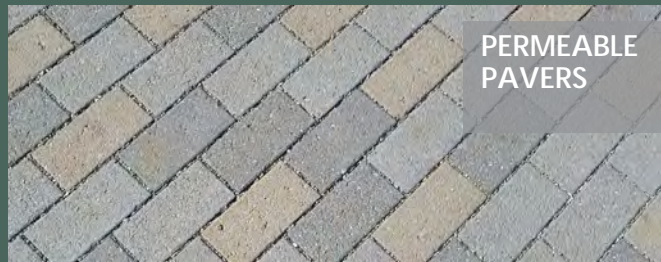


Why use LID?



WHAT IS LOW-IMPACT DEVELOPMENT?

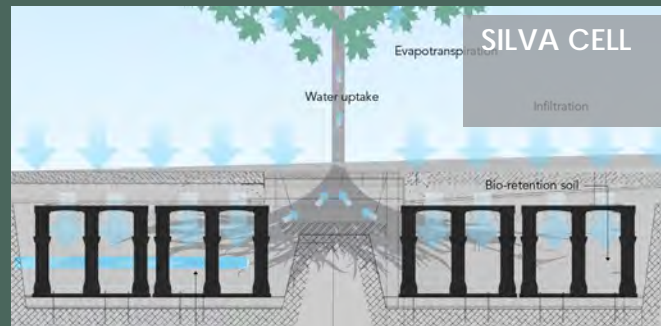
Low impact development (LID) is an innovative stormwater approach with a basic principle that is modeled after nature. LID's goal is to mimic a site's pre-development hydrology by using techniques to infiltrate, filter, store, and evaporate runoff close to its source. LID is viewed as a more environmentally sound technology and a more economically sustainable approach to addressing urbanization.



PERMEABLE PAVERS



BIORETENTION



SILVA CELL



GREEN STREETS

Source: lid-stormwater.net

swales, and preservation of greenspace within Town parks, greenways, and other rights-of-way.

B. Continue partnership with Haywood Waterways Association and other entities to monitor and improve water quality.

- *Identify opportunities for tree planting on public lands, rights-of-ways and in coordination with large land owners.*
- *Identify opportunities for stream and riparian area restoration along Richland Creek and its tributaries.*
- *Partner to preserve land along Richland Creek for greenways, neighborhood parks and fishing access.*

C. Encourage the utilization of Low-Impact Development techniques to the maximum extent possible.

- *Where possible, avoid development of steep slopes (i.e. >25%) to reduce erosion and potential land slides.*
- *Encourage incorporation of low impact development techniques such as pervious pavements, silva cells, bioretention areas and green roofs in new development and redevelopment.*
- *Provide Low Impact Development guidance/best practices for industrial, commercial, and residential projects and allow for alternative street design for very low-density residential areas.*

REC-6: Promote best management practices in energy efficiency and waste management.

A. Continue to engage in and promote best management practices related to clean vehicles and fleet management, energy efficiency, collection and processing of solid waste, recycling, and vegetation debris, and the elimination of blight and litter.

B. Promote green buildings and the use of solar and wind technologies.

- *Consider green building certification for new town-owned buildings and promote educational opportunities for builders to improve energy efficiency of buildings during major retrofits or new construction.*
- *Continue alternative fuel vehicles as part of fleet updates and participation in the Clean Air Campaign.*
- *Study cost/benefit and feasibility of solar and wind energy installations on town-owned buildings and sites.*

REC-7: Protect and promote Waynesville's historic and cultural resources

A. Seek opportunities for public space improvements within historic districts.

- *Implement streetscape improvements and updates along Main Street and in*

Frog Level.

B. Continue to invest in Historic Preservation

- *Maintain an active Historic Preservation Commission and promote applications to the National Register and Local Landmark programs, educational events that promote Waynesville's history and encourage private property owner participation in historic preservation.*
- *Seek state and federal grants/funds and target projects that enhance historic resources, such as:*
 - » Update the Waynesville Study List
 - » Conduct study and application for National Register designation for the Love Lane Neighborhood.
 - » Pursue additional research on Dix Hill Cemetery
 - » Restoration of the Spring House gazebo at Sulphur Springs Park
 - » Other projects identified by the Historic Preservation Commission
 - » Update the Town of Waynesville Design Review Guidelines for Historic properties and districts and the process for certificates of appropriateness.

C. Support collaboration between local cultural institutions, artists and organizations to educate Waynesville residents about our unique heritage





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INFRASTRUCTURE & SERVICES

The Town of Waynesville provides a variety of infrastructure and services to support development within the town including water and sewer, waste management, electrical power, and stormwater control. Maintaining adequate services to support the desired growth pattern is the principle focus of the recommendations in this chapter.

IS-1 Continue to carefully plan for water and sewer utility needs.

A. Limit extension of urban services beyond the revised Urban Services Boundary (USB).

- *Prioritize system expansion to sustain existing development and direct growth to targeted areas and away from sensitive habitats.*
- *Consider exceptions to the USB on a case-by-case basis for:*
 - » Civic uses
 - » Economic development
 - » Conservation subdivisions
 - » Improving resiliency of utility system (e.g. water loops)
 - » Special situations including (NCDOT needs)
 - » Environmental, health and safety concerns

B. Promote an efficient wastewater collection system by discouraging pump stations in new development.

C. Execute plans for upgrades to the sewer plant.

D. Use the USB to exercise context sensitive planning and zoning compliance in the extraterritorial jurisdiction (ETJ).

E. Encourage only very low density development (cluster-type or large-lot single family) in rural areas and/or areas outside of the USB.

IS-2 Improve public safety coverage.

A. Focus police, fire and emergency service improvements within the USB.

IS-3 Improve broadband and wireless availability

A. Coordinate with regional internet infrastructure providers of to enhance high speed internet to areas outside of the core of downtown.

B. Continue policies of co-location and permitting of wireless facilities and towers.

The Urban Services Boundary (USB) is a growth management tool that limits the extent to which the Town will extend water and sewer services. This limits the intensity of development in rural area surrounding the town and helps to preserve agriculture, sensitive habitats and mountain views and vistas.

The USB was established in 2002 with the adoption of the 2020 Land Use Plan and is meant to be re-evaluated periodically. During this planning process the USB was updated.

The revised USB has been brought in near areas where steep slopes and ridges exist and development would impact these resources. It was also extended in some areas. Two major areas where the USB has been extended are along Mauney Cove Road and along the GSM Expressway. Much of these areas is still included in the Rural land use classification.

Overall the USB has increased by 10%. From 19.5 square miles to 21.6 square miles.

Urban Services Boundary - Updated

