



2035 ACTION PLAN



The 2035 Action Plan contains **specific, actionable steps** Waynesville can take to meet the goals and vision identified during this planning process. Each step will involve collaboration between local and regional stakeholders such as town staff, elected officials, appointed boards, residents, community leaders, businesses and non-governmental organizations.



The recommendations in Chapter 5 are distilled into discreet actionable items in this section. The proposed actions provide strategies to accomplish the community’s goals and vision. The 2035 Action Plan is designed as a tool for making decisions about land use, transportation, the investment of resources and use of public funds. The Town Aldermen, Planning Board, Town departments including Development Services, Public Services, and Parks and Recreation will consult the Plan, as will those in the development community, non-profits, and regional agencies.

The success of the Comprehensive Land Use Plan will be measured in part by the application and practice of the recommendations and actions. The Town should review the action plan periodically to see if priorities still align with the community goals. That review is a time to check actions off the list and shift priorities as necessary.

AGENCIES AND PARTNERS

The Comprehensive Land Use Plan is intended to be implemented over several years during which boards, commissions, and staff may change. It is important to identify the organization taking the lead on a specific action and list the partners needed to accomplish that task. The partners may not always be governmental organizations. Business groups, major employers, non-profits and others are needed to stay on task and assist with resources. A list of agencies and abbreviations is shown in the adjacent sidebar.

It is important to note that the goals and actions outlined on the matrix on the following pages are for consideration only, and do not constitute an obligation on any organization’s part to lead or even participate in any given activity.

TIME FRAME

The following action steps are assigned approximate time frames for implementation which may vary based on economic influences and other factors:

- » Ongoing: Tasks that may be implemented in a series of incremental steps or tasks that are ongoing, continuous efforts.
- » Quick Wins: Tasks that could be undertaken immediately and/or implemented within twelve months of the Plan’s adoption.
- » Short-Term Opportunities: Tasks that could be initiated within 0-3 years of the Plan’s adoption.
- » Medium-Term Opportunities: Tasks that are on a 2-5 years time-frame after the Plan’s adoption.
- » Long-Term Opportunities: Tasks that are on a 5+ years after the Plan’s adoption.

Primary Agencies	
BA	Board of Alderman
PB	Planning Board
ZBA	Zoning Board of Adjustment
CC	Chamber of Commerce
DS	Development Services
PS	Public Services
PR	Parks and Recreation
HPC	Historic Preservation Commission
AC	Arts Commission
HC	Haywood County
NCDOT	NC Department of Transportation
HEDC	Haywood Economic Development Council
WHA	Waynesville Housing Authority
DW	Downtown Waynesville Association
SC	Southwestern Commission
LS	Land of Sky Regional Council
FBRMPO	French Broad Regional Metropolitan Planning Organization
LNGO	Local Non-governmental Organization
SMHP	Smoky Mountain Housing Partnership
HCC	Haywood County Community College
TDA	Tourism Development Authority
SC	Southwestern Commission

Goals	Action	Lead Agency	Timetable
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Goal 1: Continue to promote smart growth</p>	<p>1. Update design requirements in the land development standards.</p> <ul style="list-style-type: none"> » Update commercial/mixed use design requirements to ensure: <ul style="list-style-type: none"> » High quality design regardless of major vs minor site plan » Adjust applicability of design guidelines for commercial, non-residential and multifamily structures and sites regardless of proximity to right of way » Designation of primary street (street that development is facing) and excluded limited access roads » Clarify transparency regulations to emphasize high degree of transparency on primary street-facing facade » Review design regulations for single family homes to ensure compliance with State statutes and equity among review types (subdivisions v individual home permits) 	<p>DS, PB, BA</p>	<p>Short-term</p>
	<p>2. Update land development standards to encourage infill and new housing opportunities within the Town limits.</p> <ul style="list-style-type: none"> » Provide flexibility in housing type and dimensional requirements to support infill development and conservation design » Study/implement a railroad overlay district to encourage redevelopment along the railroad corridor, especially in areas with access to existing/future greenway 	<p>DS, PB, BA</p>	<p>Short-term</p>
	<p>3. Consider updates to land development regulations and processes to promote collaboration between staff, elected officials, developers and citizens.</p> <ul style="list-style-type: none"> » Consider a legislative review process for Major Site Plans and Major Subdivisions that is not quasi-judicial. » Remove all references to Appearance Commission, and Protect Petitions. » Expand pre-submittal meeting to include the Technical Review Committee. » Require application completeness and prior to Planning Board and Alderman review. » Task ZBA with all quasi-judicial procedures: special use permits, variances, and appeals. » Update LDS to comply with statutory changes in G.S. Chapter 160D. 	<p>DS, PB, ZBA, BA</p>	<p>Short-term</p>



Goals	Action	Lead Agency	Timetable
<p>Goal 2: Create range of housing opportunities and choices.</p>	<p>1. Preserve and reinforce community character through updates to buffer standards and development design along gateways</p> <ul style="list-style-type: none"> » Create standards to require buffers or other acceptable site and building design along the Great Smoky Mountain Expressway to create a unified natural appearance and screen back of house functions of adjacent development, except in areas where building facades are possible » Develop context sensitive design standards for gateways that facilitate high quality development that is pedestrian-friendly, composed of high quality materials, and complimentary of the existing gateway and community character. 	DS, PB, BA	Short-term
	<p>2. Create a range of housing opportunities and choices</p> <ul style="list-style-type: none"> » Maintain a land supply database that identifies vacant and under-utilized properties in potential infill areas for mixed use and residential development. » Consider inclusionary zoning policies and incentives in all districts within the LDS. » Support the efforts of the Realtor community in the creation of a Housing Trust Fund. » Work with other Municipalities and Haywood County to implement the Haywood County Housing strategy and monitor housing goals. 	DS, HEDC, WHA, SMHP	Short-term
	<p>3. Create an Infill Action Plan that identifies key infill opportunities and may include:</p> <ul style="list-style-type: none"> » Conceptual design » Specific recommendations to ensure compatibility with existing development » Conversations with land owners and/or developers » Land acquisition strategies and potential partnerships to increase housing options » Begin study to determine potential uses of Town-owned properties. 	DS, HEDC	Short-term
	<p>4. Limit extension of utilities and town services to the extent of the revised Urban Services Boundary</p>	DS, PS	Ongoing

Goals	Action	Lead Agency	Timetable
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Goal 3: Protect and enhance natural resources</p>	<p>1. Revisit land development regulations to improve open space/civic requirements.</p> <ul style="list-style-type: none"> » Evaluate and update open space requirements and criteria » Consider the addition of a cluster or conservation option in the land development regulations » Update development regulations to encourage the preservation of key natural features along Secondary and Rural Gateways, and to expand the Town's Parks and Greenways system 	DS, PR	Short-term
	<p>2. Continue to inventory and map unique natural, cultural and historic resources.</p> <ul style="list-style-type: none"> » Evaluate and prioritize land for conservation. See conservation suitability map on page 121. » Include cultural assets in all planning initiatives. » Update the Historic Study List in coordination with the State Historic Preservation Office. 	DS, HPC	Ongoing
	<p>3. Maintain and improve access to parks</p> <ul style="list-style-type: none"> » Implement and update the Parks and Recreation Master Plan » Partner with Haywood County and other entities to acquire land for parks and open space » Update Pedestrian and Bicycle Plans to study where missing links in the pedestrian and greenway network can improve access » Continue neighborhood parks development (i.e. Chesnut Park, Calvary Craven Park, East Street Park, Sulphur Springs Park). 	DS, PR	Long-term
	<p>4. Continue efforts to improve water quality</p> <ul style="list-style-type: none"> » Implement a stormwater fee to create an on-going funding source for management practices » Identify opportunities for tree planting and stream and riparian area restoration » Provide LID guidance/best practices for industrial, commercial, and residential projects » Utilize partnership with Haywood Waterways to improve public awareness and implement projects 	DS, PS	Short-term & Medium-term



Goals	Action	Lead Agency	Timetable
Goal 4: Protect and promote cultural resources	1. Integrate historic and cultural resources into town planning and development regulations <ul style="list-style-type: none"> » Study/implement opportunities for public space improvements in mixed use areas and central business districts » Promote public art and historic information <ul style="list-style-type: none"> » Include art and history installations as an option to fulfill civic space requirements in new development » Incentivize the inclusion of art and historic markers in new development » Study potential role for public art in revitalization efforts 	DW, DS, PR	Medium-term
	2. Study/implement gateway improvements along major corridors (i.e. streetscape improvements, lighting, pedestrian enhancements, wayfinding and signage, public art, undergrounding utilities, etc.)	DW, DS, PR	Medium to Long-term
Goal 5: Create opportunities for a sustainable economy	1. Support Workforce Development and Educational programs <ul style="list-style-type: none"> » Partner with Haywood County Community College to promote the Community Health Foundation’s program to expand professional education in medical fields; and to expand HCC’s professional training, small business, and other programs. » Look for opportunities to expand Western Carolina University programs and classes in Waynesville. » Create internships and opportunities within the Town of Waynesville. 	CC, TDA, HEDC, HCC	Ongoing
	2. Support Growth of and recruitment of businesses in Waynesville by maintaining active participation in the Chamber of Commerce, Economic Development Committee, and the Tourism Development Authority.	CC, TDA, HEDC, HCC	Ongoing
	3. Support tourism and the maker economy <ul style="list-style-type: none"> » Provide continued support of and partnership with the Downtown Waynesville Association and support activities within the Town’s Central Business Districts. » Continue implementation of Special Events policies and coordination » Review the LDS to create opportunities within the Town of Waynesville’s industrial areas and along the railroad corridor. 	CC, TDA, HEDC, HCC	Ongoing

Goals	Action	Lead Agency	Timetable
<p>Goal 6: Create an attractive, safe and multi-modal transportation system</p>	<p>1. Implement the 2010 Comprehensive Pedestrian Plan and Greenway Study.</p> <ul style="list-style-type: none"> » Continue planning and development efforts of the Richland Creek Greenway. » Develop a long-term funding approach to break the project into manageable phases and eventually connect this project to Lake Junaluska and other regional trail projects. » Waynesville can lead through vocal advocacy, financial commitments, and working with local landowners on property easements. 	<p><i>PR, DS, NC-DOT, Haywood County, Property Owners, Haywood Greenways Council, Haywood Waterways Association.</i></p>	<p>On-going</p>
	<p>2. Support the Haywood Greenways Council</p> <ul style="list-style-type: none"> » Collaborate to develop a comprehensive greenway map for the county region » Participate in developing the Pigeon River Greenway, Hellbender Trail, and other broader regional connections. 	<p><i>PR, Towns of Waynesville, Clyde, Canton, Maggie Valley, and Lake Junaluska, Haywood County.</i></p>	<p>On-going</p>
	<p>3. Build local and regional multimodal transportation advocacy and planning capacity</p> <ul style="list-style-type: none"> » Consider enlisting a volunteer Bicycle & Pedestrian Coordinator or dedicated staff member to organize meetings in an effort to continue a dialogue about multimodal transportation » Meet with nearby towns in the region and share successes and opportunities » Support or begin bicycle and/or pedestrian counts at key locations <ul style="list-style-type: none"> » These could be led by consultants, regional agencies and/or NCDOT » Biannual volunteer counts could be considered 	<p><i>DS, Towns of Waynesville, Clyde, Canton, Maggie Valley, and Lake Junaluska, FBRMPO, HC</i></p>	<p>Medium-term</p>
	<p>4. Participate in regional transportation planning and NCDOT’s STIP Prioritization Process</p> <ul style="list-style-type: none"> » Participate in all NCDOT STIP prioritization meetings, French Broad River MPO TCC meetings, and any other regional corridor planning efforts to make sure Town officials and residents are aware of NCDOT’s roadway improvements in the area. » Advocate for multimodal infrastructure on all NCDOT projects and work to install gateway artwork or monuments in all roundabout designs. 	<p><i>DS, NCDOT, French Broad River MPO, Town of Waynesville, Haywood County.</i></p>	<p>Ongoing</p>

	Action	Lead Agency	Timetable
Goal 7: Create an attractive, safe and multi-modal transportation system	1. Adopt a Complete Streets Policy <ul style="list-style-type: none"> » Include policy and make decisions about bicycle, pedestrian, and transit oriented language in LDS. » Revise LDS street design guidelines. 	BA, DS, PW, NC-DOT.	Short-term (2021); Ongoing Review (every 2-4 years)
	2. Support Haywood County Transit <ul style="list-style-type: none"> » Demonstrate support for Haywood County's plan for a fixed-route bus system in the region. » Stay involved in the planning process and make sure that all bus stops will have access to a connected sidewalk system with ADA accessibility. » Coordinate with local property owners along the fixed route and host several public meetings to make sure that the bus system meets the needs of residents. » Help to fund bike racks at bus stop locations in town. 	BA, DS, PW, CC, FBRMPO, Haywood County, Mountain Projects	Short-term
	3. Improve safety and design of local streets <ul style="list-style-type: none"> » Develop a priority list of key intersections and corridors for short-term, low-cost, and scalable bicycle and pedestrian projects. » Work with community to design traffic and street improvements (protected bike lanes, bulb outs, midblock crossings, street trees, pocket parks, greenspace, etc.). 	BA, FBRMPO, NC-DOT	Short-term (2020-2021); Ongoing on an annual basis (i.e. one new project per year)
	4. Organize an Open Street Events <ul style="list-style-type: none"> » Allow non-motorized transportation to enjoy full use of a roadway segment. » Vehicular traffic can be rerouted effectively to allow Virginia Ave, Commerce St, Branner Ave, Montgomery St, or portions of Main Street to be locations for events. 	BA, FBRMPO, CC	Ongoing on an annual basis

Action		Lead Agency	Timetable
Goal 8: Create an attractive, safe and multi-modal transportation system	1. Prepare for Micro-Mobility and Autonomous Vehicles (AVs) <ul style="list-style-type: none"> » Investigate experiences with bikeshare and e-scooters among peer communities. » Draft preliminary permitting processes so the Town is not caught off-guard if a company offers to provide service. » Ensure Waynesville’s Public Services Department is equipped to update and maintain sufficient traffic control devices. » Monitor emerging AV policy examples and develop language regarding AVs to include in the Code of Ordinances. 	<i>DS, FBRMPO, Blue Ridge Bicycle Club.</i>	Ongoing review of current trends, FHWA guidelines, and NCDOT policies
	2. Rethink Parking in Waynesville <ul style="list-style-type: none"> » Study the potential for street retrofits to increase on-street parking and improve bicycle facilities » Strategically repurpose certain on-street parking spaces along key commercial corridors for streetscape improvements such as street trees, wayfinding, and bulb-outs. » Monitor and evaluate parking requirements. <ul style="list-style-type: none"> » Update Unified Development Ordinance » Conduct a downtown parking study » Create a streamlined process for businesses and property owners to install bike parking in the right-of-way (corrals on the street and single racks on the sidewalk). 	<i>BA, DS, PW, NCDOT.</i>	Medium-term