



COMMUNITY PROFILE



Demographic data including age, income, housing, the economy, and other information provide a quantitative understanding of trends in Waynesville and the surrounding area.

Analysis of the data augments community feedback, and reveals key themes that support the Town's goals and **influence the plan's policies and recommendations.**

POPULATION & HOUSING

Population

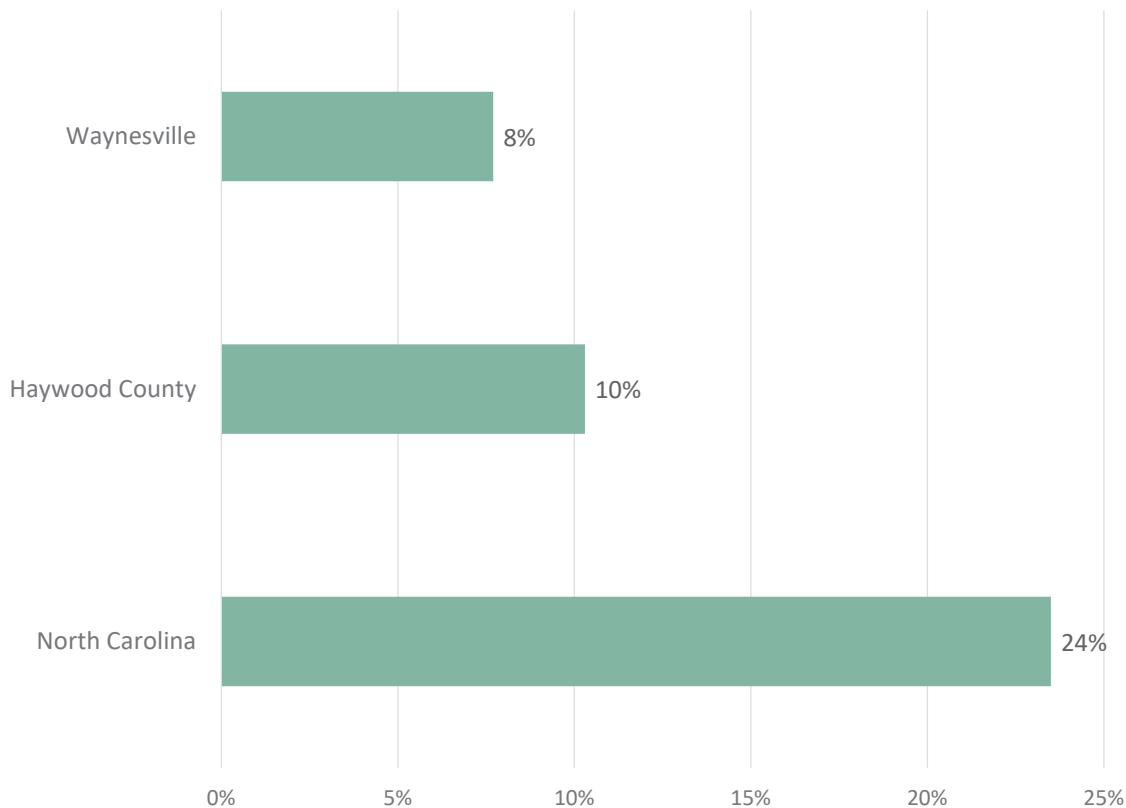
Western North Carolina continues to be a desirable place to live, work, and play, and Waynesville is no exception. Between 2000-2016, Waynesville's population has grown approximately 8 percent to 10,065 and Haywood County 10 percent to 59,577.

In 2016, the largest age group was 60+ years, suggesting that people stay (or move to Waynesville) when they retire. The next largest groups were age 15 or less and the 25-34 year age cohort, respectively.

According to 2016 American Community Survey (ACS) data, the median age in Waynesville was 48.3 years, slightly higher than Haywood County (47.2) and around 25% higher than North Carolina (38.3).

The median age in Waynesville is **48.3 years**, slightly higher than Haywood County (47.2), and 25% higher than NC (38.3).

POPULATION GROWTH COMPARISON 2000-2016



Source: US Census Bureau (2016 ACS)

Housing

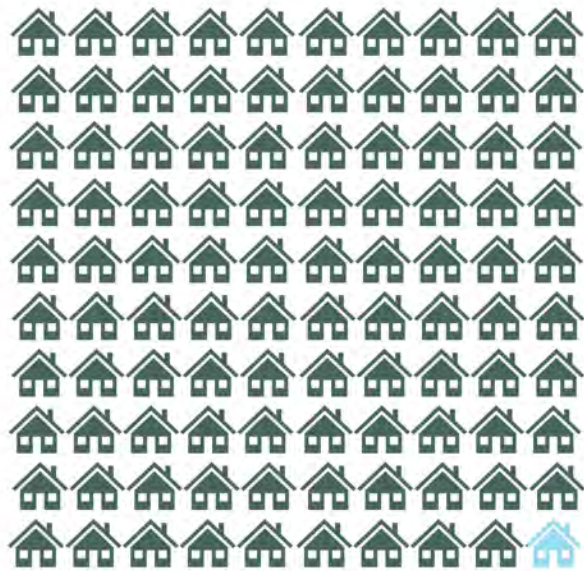
The number of housing units in Waynesville has grown nearly 25 percent between 2000 and 2016, representing an increase of approximately 1,155 units. However, of that total, only 1 percent were built since 2010.

The lack of new housing stock has caused rental rates and real estate prices to rise significantly, resulting in a need for workforce and affordable housing. The ACS data from 2016 reveals median rent to be approximately \$725 dollars per month. Anecdotally, in 2019, it is not uncommon to hear of manufactured homes or single-bedroom apartments renting for \$800- \$1000 dollars per month.

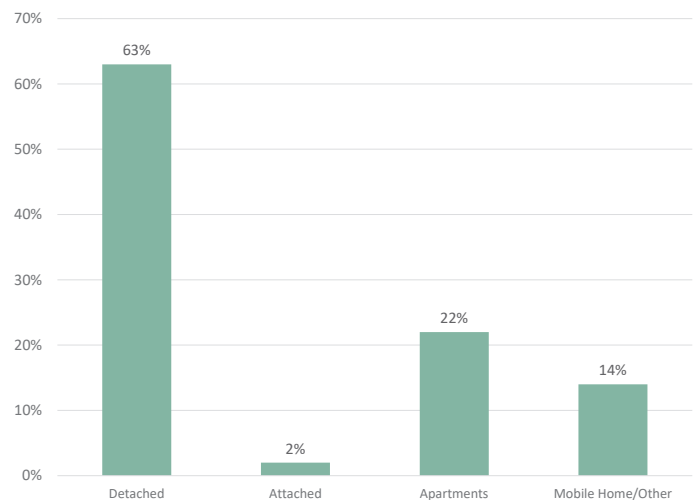
More of concern is that 40 percent of individuals paying rent are paying 35 percent or more of their annual household income on housing. Twenty-three percent of single-family home owners are paying more than 35 percent of their annual household income on housing. When a family pays more than 30% of household income toward housing, they are considered "cost burdened." Among single-family home owners, 23.2% are paying more than 35% of their annual household income on housing.

HOUSING GROWTH

Out of a total of 5,900 housing units, only 1 percent have been built since 2010.



HOUSING BY TYPE



Source: US Census (2016 ACS)

What is Affordable Housing?

Federal guidelines classify a household as “low-income” if it makes less than 80 percent of the median income in the local area. The federal Department of Housing and Urban Development (HUD) defines an affordable dwelling as one that a household can obtain for 30 percent or less of its income. HUD considers families who pay more than 30 percent of their income for housing “cost burdened” and recognizes these families “may have difficulty affording necessities such as food, clothing, transportation and medical care.” So, a dwelling is considered “affordable” for low-income families if it costs less than 24 percent

Housing Value

After the 2007-2008 recession, the median home value in Waynesville dropped by \$15,000, but has been growing steadily since 2013. Increases in housing value are due to a variety of factors but includes limited new housing product and the fact that Waynesville serves as a center for housing for the greater region. Demand for seasonal homes in Waynesville and Haywood County as a whole has also led to increases in housing value and concerns over availability of affordable housing for a wide range of income levels.

\$211,250

Median home
value in the Town

Source: MLS, February, 2019

Housing Preference

In 2016, over 60 percent of Waynesville residents lived in single-family detached homes. Apartments were the second-most common type of housing units, followed by mobile homes and attached single-family homes (townhomes, etc.).

Visioning workshop attendees who represented an older population expressed a preference for single-family attached and detached housing over multi-family housing. For the low-to-moderate income housing visual preference exercise, attendees selected two-story detached single-unit dwellings as their preferred style with two-story attached single-unit dwellings as the next preferred style of residential development. Denser, multi-family apartment complexes received almost no votes as the preferred style of low to moderate income housing.

For town center/infill housing, attendees overwhelmingly preferred small, craftsman-style bungalow visuals over more suburban style single-family dwellings. Single-story “bungalow



Images preferred by visioning workshop participants included homes with front porches and craftsman style.

court” style apartments were second-most popular based on visual preference.

The median household income in Waynesville (\$37,612) is lower than that of the county, state, and nation. Unemployment is low, but the Town’s poverty rate (23.1%) is relatively high compared to North Carolina.

MEDIAN HOUSEHOLD INCOME



Source: US Census Bureau (2016 ACS)

EMPLOYMENT

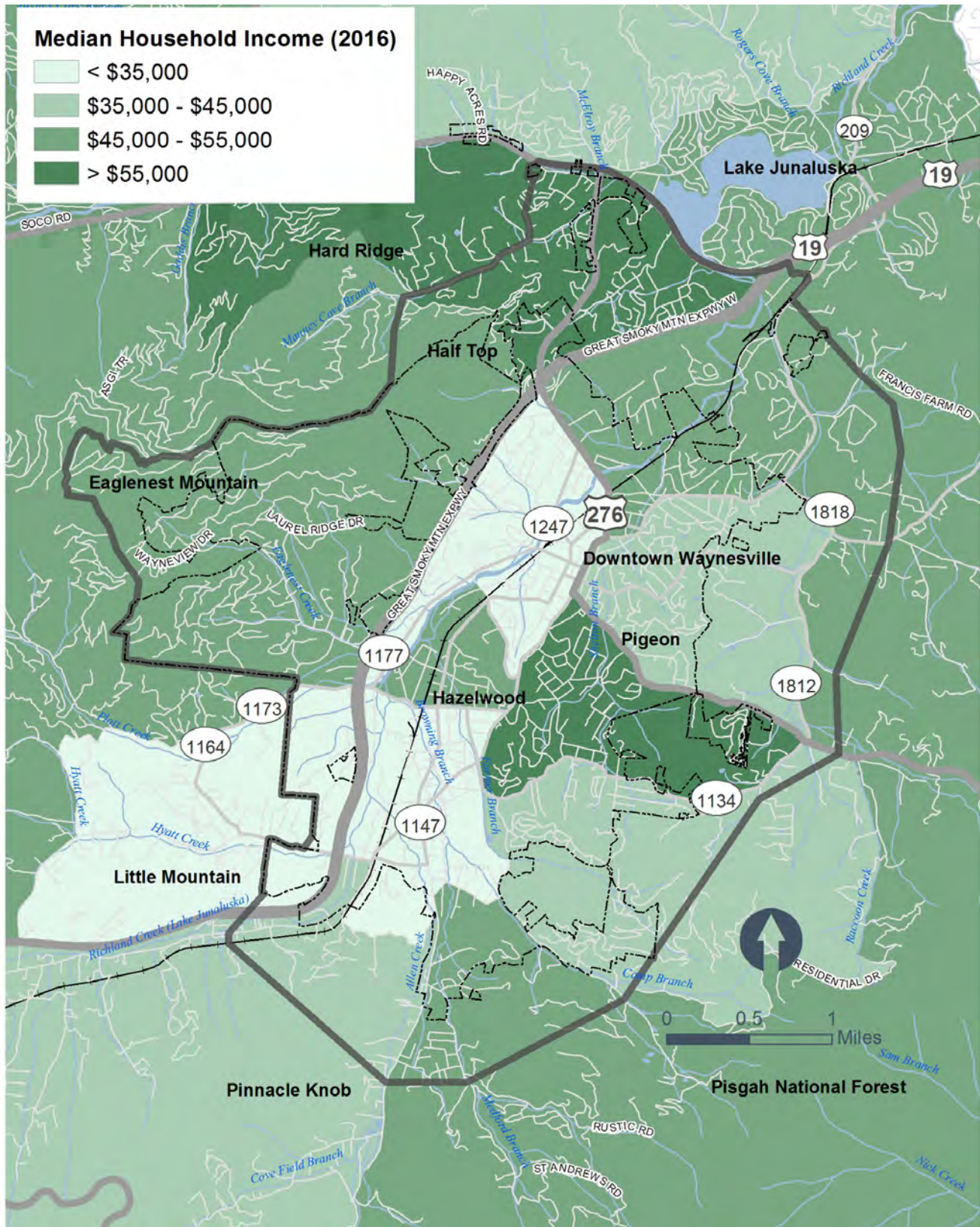
According to the ACS survey, the largest employment sectors in Waynesville in 2016 were Education, Healthcare, and Social Assistance Services, followed closely by Retail Trade.

The top 5 employers in the Waynesville area are:

- » Haywood County School System
- » Ingles Markets
- » Haywood Vocation Opportunities, Inc.

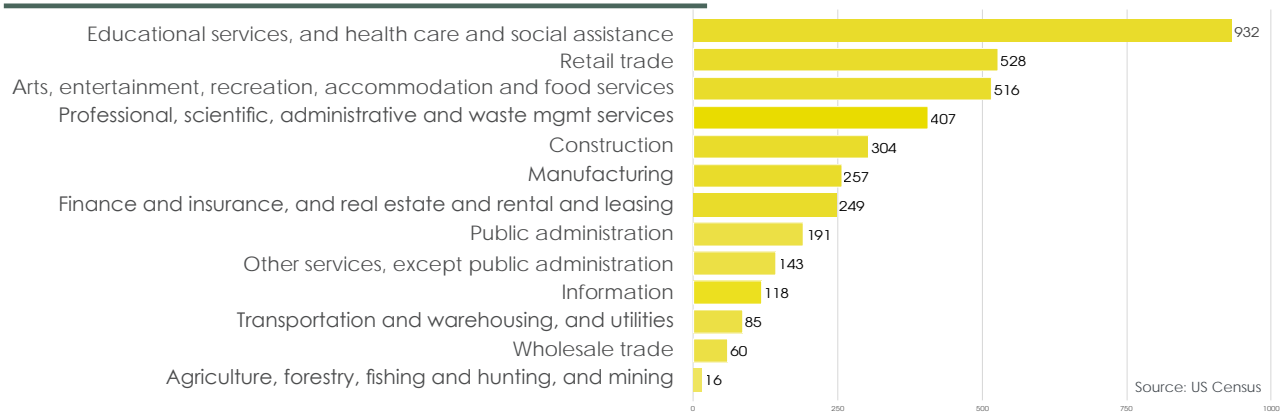
TOP 3 INDUSTRIES

	Educational Services, Health Care and Social Assistance
	Retail Trade
	Accommodation and Food Services

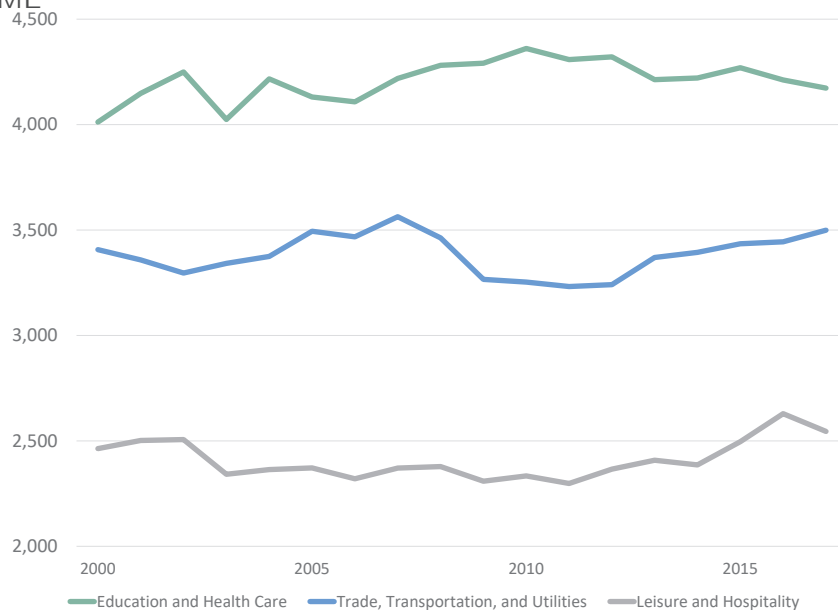


Employment projections for the region show that industry types projected to grow the most include leisure and hospitality; accommodation and food services, construction, and professional, scientific, and technical services. Weekly wages for some of those growth areas however, are low. Industries with average weekly wages over \$700/week in Haywood County include education and health services, local government, health care and social assistance, professional and business services, and professional, scientific, and technical services.

EMPLOYMENT BY SECTOR IN 2016



EMPLOYMENT TRENDS OVER TIME



Waynesville's unemployment rate is lower than the State (5.1%) and Nation (4.7%).

Source: NC Commerce LEAD, 2016

INDUSTRIES EXPECTED TO GROW IN THE REGION

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

Commute Patterns

More people “in-commute” to Waynesville than “out-commute” and remain in Waynesville for work. The high rate of in-commuting could be due to relatively high housing values and rents inside Waynesville compared to other locations.

In 2015, the top places people who live in Waynesville travel for work are:

1. Waynesville (24%)
2. Asheville (11%)
3. Canton (4%)
4. Sylva (4%)
5. Maggie Valley (2%)

WORKFLOW PATTERNS



A few examples of other locations to where workers out-commute from Waynesville include Hendersonville, Lake Junaluska, Knoxville, TN, Cherokee, Woodfin, Cullowhee, Weaverville, and

ECONOMIC DEVELOPMENT

The Haywood Economic Development Council and the Haywood Chamber of Commerce work together to promote and attract local businesses. In 2018, they contracted with the City of Asheville Chamber of Commerce to market industrial sites and commercial properties. This new relationship is intended to broaden Waynesville and Haywood County's outreach.

..."Mayor Brown said that economic incentives wouldn't transform the town overnight. When companies look to locate, first and foremost they look for a good workforce, a cheap and steady power supply and convenient transportation."

Source: Smoky Mountain News, October 2017

Waynesville and Hazelwood have a history of manufacturing and lost many jobs as manufacturing shrunk nationally. Hazelwood in particular was known for its industrial strength and was home to the "Junaluska Leather Co., Unagusta Manufacturing Co., and the Waynesville Furniture Company when it incorporated in 1905. The Dayton Rubber Company, which became Dayco, was vital to the war effort, and other industries such as Wellco, UnAugusta and Lea Furniture, were situated to take advantage of the railroad and a skilled industrial work force. By 1995, when Hazelwood merged with Waynesville, most of the industries had closed, leaving behind industrial properties and warehouse space served by valuable infrastructure: water, sewer, power, railroad, and road networks.

Today, Giles Chemical is the leading manufacturer of epsom salts in the United States and has expanded to take advantage of under-utilized industrial space to build a new headquarters, and locate needed warehousing in Waynesville. Similarly, Southern Concrete is also expanding operations, re-using property adjacent to the railroad corridor. The Dayco site was redeveloped with the EPA Brownfield program as a regional shopping destination that hosts Wal-Mart, Best-Buy, and other major retailers. Smaller

manufacturing such as the Sunburst Trout Company, the Hazelwood Soap Company, Boojum Brewing, and the Waynesville Soda Jerks represent new and creative companies that are carrying on the community's legacy of manufacturing, and are marketing directly to consumers. While the Town has seen a loss in the industrial sector from what it used to be, industrial and commercial properties, particularly along the railroad corridor, are creating new opportunities and are a valuable economic resource for the future generation of manufacturing.

Additionally, Waynesville is still known as a source for fine furniture, crafts, and the arts. The central business districts of Main Street, Frog Level and Hazelwood provide venues for consumers and tourists to interact with artists, craftsmen, restaurants and retail. These areas are vital for tourism and are themselves economic generators by attracting visitors from outside of Waynesville. These downtown districts offer studio and retail space for "makers" that draws in business regionally and nationally,









bringing dollars into the Waynesville economy.

Critical to a successful economy is support for local citizenry of all ages by providing a high quality of life. "Quality of life" that is "true to Waynesville" includes good schools, work force training opportunities, parks and recreation facilities, healthcare resources, and strong neighborhoods with a variety of housing options that support a workforce. The Plan update team used ArcGIS ESRI Business Analyst to gather data that depicts "geodemographic segmentation." This is a statistical classification technique to identify consumer traits of a population and to identify markets. Results of this analysis is found in Appendix B.

MARKET ANALYSIS

A retail market analysis was completed to identify the types of businesses that could be most successful in the area. In this assessment, **leakage** happens when residents spend money outside of their community. **Surplus** occurs when more money is spent inside of town (by both residents and visitors). As a popular tourist destination and shopping destination, Waynesville has a large surplus of some types of retail. However, the community is losing money in that people go outside of Waynesville for clothing, accessories, building and garden materials and other supplies.

TOWN-WIDE RETAIL SURPLUS AND LEAKAGE

 <p>\$77.1 million General Merchandise Stores</p>	 <p>\$9.2 million Furniture and Home Stores</p>	 <p>\$30.9 million Food services and drinking places (including restaurants, breweries)</p>
 <p>\$341,000 Clothing and accessories</p>	 <p>\$68.3 million Food and beverage stores (including grocery)</p>	 <p>\$2.2 million Building materials, garden equipment, and supply</p>

Waynesville has a surplus in some types of retail and leakage in clothing and accessories and building materials. Surpluses are likely due to the high number of tourists and residents of surrounding areas that visit town for shopping and restaurants.

Two focus areas which could address this leakage and which represent opportunities for redevelopment, are Russ Avenue and the Waynesville Plaza, and the commercial areas of Hazelwood.



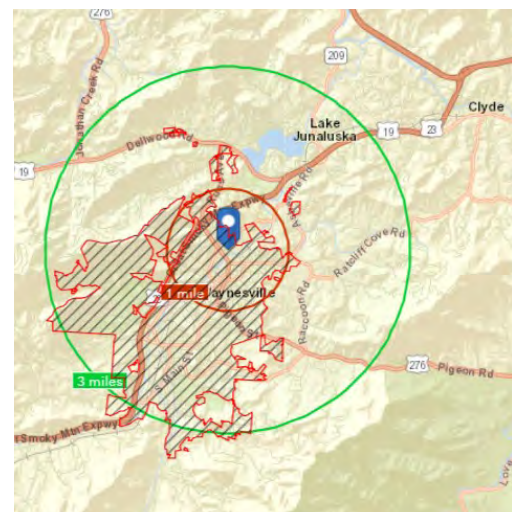
Waynesville Plaza

Russ Avenue Trade Area (Waynesville Plaza vicinity)

Waynesville Plaza and the Russ Avenue corridor south of the Great Smoky Mountains Expressway have long been a commercial retail, office and entertainment center, as well as a “gateway” into Waynesville for travelers on the Expressway. New developments such as Ingles, Publix, Chick-Fil-A, and Starbucks reflect the desirability and visibility of Russ Avenue as a commercial corridor. NCDOT is planning an upgrade to Russ Avenue that will improve safety, install sidewalks, crosswalks, and landscaping, and which will promote better access points into adjacent properties. Adjacent property owners can take advantage of the roadway project to make decisions regarding future development and redevelopment, and could maximize the use of property with infill, driveway and parking lot connections among property owners and to the roadway network, coordinated sidewalks, landscaping, signage and other design features.

In the Primary Trade Area (PTA) for Waynesville Plaza (1-mile radius), there is a total population of 3,570 residents, with a per capita median income of \$34,123. The Secondary Trade Area (STA) (3-mile radius) has a total population of 16,012 residents, with a per capita median income of \$30,634. The gap in clothing and accessories syncs with public input about the challenges of finding sporting goods and outdoor clothing.

RETAIL SURPLUS AND LEAKAGE- RUSS AVENUE		
General Merchandise Stores: PTA: \$5.02 million STA: \$69 million	Furniture and Home Stores PTA: \$7.99 million STA: \$9.7 million	Food Services and Drinking Places PTA: \$21.4 million STA: \$27 million
Clothing and Accessories: PTA: \$3.5 million STA: \$1 million	Food and Beverage stores (inc. Grocery) PTA: \$47 million STA: \$74 million	Building materials, garden equipment, and supply PTA: \$3.5 million STA: \$10 million



Waynesville Plaza Trade Area

Hazelwood Trade Area

Hazelwood's history as a company town for major industry influenced the type of housing and commercial development, and created a mixed-use development pattern in which industry, commercial and residential properties were close together. It also is close to the Great Smoky Mountains Expressway and a "gateway" area. However, Hazelwood is not as visible from the Expressway and has divided expressway access between two exits which can be confusing for visitors. It does have an added advantage in that the Folkmoot Center, Hazelwood Elementary School and two golf courses are accessed from these exits.

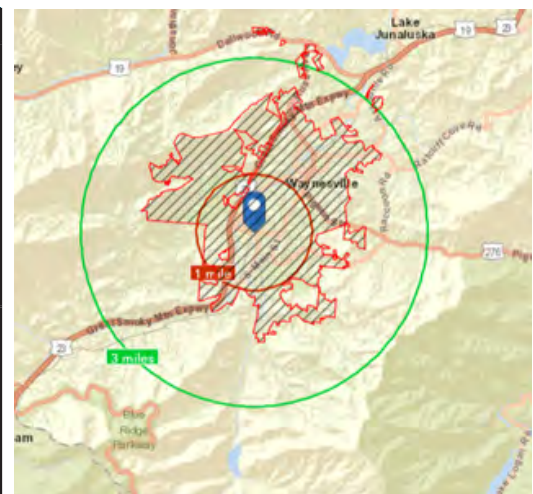
Additionally, the Folkmoot Center is beginning year round programming to provide cultural arts and entertainment activities to serve locals and visitors. The Hazelwood Trade area could improve market opportunities through wayfinding signage to/from the Expressway, improved streetscape and sidewalks, and re-investment in the Hazelwood business district to expand retail, restaurant and other commercial space within existing commercial properties and corridors.

In the Primary Trade Area (PTA) for Hazelwood (1-mile radius), there is a total population of 4,119 residents, with a per capita median income of \$26,188. The Secondary Trade Area (STA) (3-mile radius) there is a total population of residents, with a per capita median income of \$30,634.



Hazelwood Avenue businesses

RETAIL SURPLUS AND LEAKAGE- HAZELWOOD		
General Merchandise Stores: PTA: \$69.9 million STA: \$62.7 million	Furniture and Home Stores PTA: \$1.7 million STA: \$6.3 million	Food Services and Drinking Places PTA: \$9.1 million STA: \$24.7 million
Clothing and Accessories: PTA: \$104,598 STA: \$2.6 million	Food and Beverage stores (inc. Grocery) PTA: \$18.8 million STA: \$54.5 million	Building materials, garden equipment, and supply PTA: \$3.1 million STA: \$5.4 million



Hazelwood Trade Area

Estimated Day Population and Tourism

It has been estimated that the daytime population in Haywood County increases from 56,603 people in January to over 60,053 in July due to an influx in day visitors and overnight visitors (Source: SYNEVA Economics). It is estimated that tourism revenues in 2017 reached \$182.27 million for Haywood County (Source: Visit North Carolina).

ESTIMATED DAYTIME POPULATION

	July (max)	January (min)
Resident Workers	48,808	48,808
In-Commuters	5,606	5,606
Overnight Visitors	3,669	1,424
Day Visitors	1,970	765
Total	60,053	56,603

Source: SYNEVA Economics based on annual residents, employment and in-commuters: U.S. Census Bureau, 2017-population and 2015-commuting; Overnight visitors: Monthly rooms sold from STR Destination Report, Haywood County TDA 2017 and 2017 North Carolina Regional Travel Summary, Mountain Region, Economic Development Partnership of North Carolina; Day visitors: Extrapolation from North Carolina Regional Travel Summary, Mountain Region, Economic Development Partnership of North Carolina

Second Home Ownership

Second home ownership rates in Haywood County and Waynesville are significant. Of 22,871 single-family parcels in Haywood County, 21.8 percent or 4,995 units qualify as belonging to a second-home owner¹. For comparison, Florida is the state with the highest number of second-home owners, representing 10.1 percent of the total or 2,316 parcels. Similar trends exist for the Town and the ETJ. Twelve percent of single-family parcels in the Town of Waynesville and in the Town's ETJ qualify as belonging to a second-home owner. Florida is also the leading location of owners' primary addresses in these areas followed by North Carolina and South Carolina.

ESTIMATED DAYTIME POPULATION

	Number of Parcels	Percent of Total
Total parcels (single-family dwelling, building value >\$10K)	22,871	100%
Owner address in Haywood County	17,173	75.1%
Owner address within 40-mile radius (to limit rentals)	703	3.1%
Owner address outside Haywood County and 40-mile radius	4,995	21.8%

Parcel Source: Haywood County Land Records/GIS Department, August 2018

¹ A single-family parcel must have a single-family dwelling with a building value greater than \$10,000. For a parcel to qualify as belonging to a second-home owner, the parcel owner's primary address must be outside Haywood County and beyond a 40-mile radius from the county.

STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS

Engaging participants in a series of exercises to identify the strengths, weaknesses, opportunities and threats facing Waynesville in 2018, was a key part of the process to update the Comprehensive Land Use Plan. Many of the strengths are familiar from the 2020 Plan, but due to changes in the economy, politics, and other internal and external pressures, new weaknesses and threats have emerged that need to be addressed. The opportunities for the Town are bright and recommendations incorporated in this Plan are meant to take advantage.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • historic neighborhoods and architecture • iconic views, geographic and natural features • Folkmoot, Hart Theater and the Arts community • control of municipal utilities • greenway system and parks • land development ordinance supports quality development and design • partnership with Asheville Area Chamber of Commerce and Haywood County • mixed-use corridors and Regional Center Districts • Main Street, Frog Level, and Hazelwood Business Districts 	<ul style="list-style-type: none"> • limited assisted living and nursing facilities for an aging population • poverty and a growing homeless population • lack of housing options for all income levels and lifestyles • lack of resources to address opioid crisis and substance abuse • gaps in pedestrian facilities • broadband not always available • workforce preparedness, technical training opportunities could be expanded
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • strong retail growth • numerous redevelopment and infill sites • build differently on flood prone/floodplain sites • low impact development to manage stormwater • emerging market for specialty agriculture, including farm to table industry and new crops (i.e. herbs, hemp, etc.) • increase density (multifamily housing) to maximize use of sites • consider railroad corridor for development potential • NCDOT improvements along Russ St., S. Main St., N. Main St. and Pigeon St. • proximity to the Blue Ridge Parkway, Great Smoky Mountains National Park, and Interstate • proximity to Western Carolina University and Haywood Community College • regional trail planning initiatives 	<ul style="list-style-type: none"> • many areas ripe for redevelopment are located in floodplain • potential for loss of land for industrial development due to other types of development pressure • desire to develop on steep slopes • costs to update sewer plant • speculative land and housing sales that drive prices up • growth in short-term rentals that could diminish housing inventory

PLAN ASSESSMENT

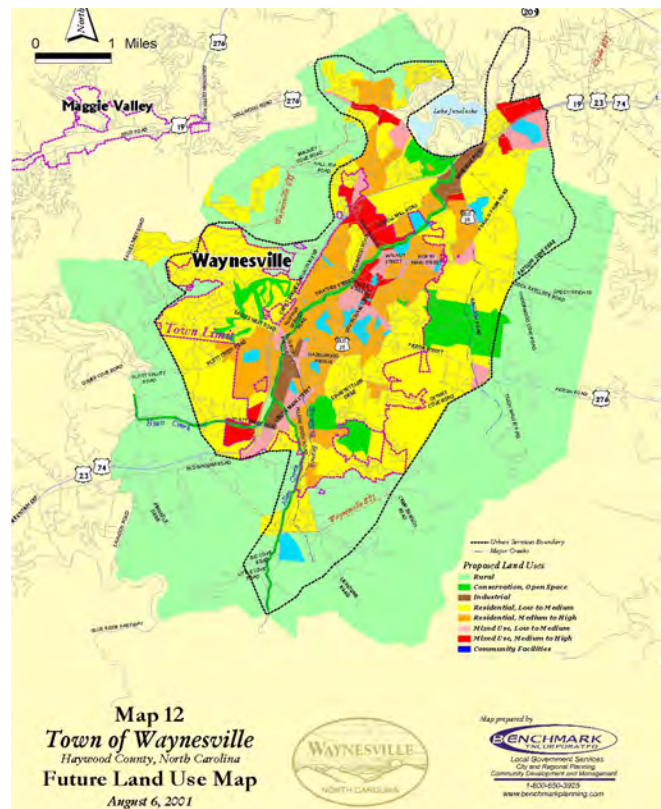
There are several adopted plans and studies prepared by the Town of Waynesville and other governmental agencies that inform the Comprehensive Land Use Plan. Each contains goals, policies, and recommendations related on topics including but not limited to land use, transportation, and economic development.

These plans will work in tandem with, the recommendations and implementation strategies in the *Waynesville 2035: Planning with Purpose* comprehensive planning document.

Waynesville: Our Heritage, Our Future 2020 Land Development Plan (2002)

The Comprehensive Land Use Plan was intended to guide the Town of Waynesville through the year 2020 and community decision makers have used the plan to support land use decisions. Of the numerous action steps, key successes included:

- » Informed revisions to the zoning ordinance, development ordinances, and zoning map to include steep slope protections, and, higher density residential, and other proposed changes.
- » Establish standards to encourage mixed-use and infill development and retirement communities.
- » Concentrate commercial and industrial development in nodes and along transportation corridors.
- » Adopt an Urban Services Area and develop policies limiting water/sewer expansion outside it.
- » Improve the transportation infrastructure to improve mobility, connectivity, safety, and aesthetics.



2020 Land Development Plan Work Program /Score Sheet

Chapter 5 of the previous Land Development Plan contained a twenty-year Work Program that set forth a schedule of actions to achieve the goals, objectives, and vision which the

community had established for itself. A similar implementation matrix for Waynesville 2035 can be found in Chapter 5.

Waynesville Land Development Standards

Included in the 2020 Land Development Plan Work Program were multiple recommendations on implementing the Goals of the 2020 Plan through revisions to development regulations. After the 2020 Plan was adopted, the Town updated its zoning ordinances, subdivision regulations and design guidelines in accordance with the goals and recommendations of the Plan. The Land Development Standards now provides a unified ordinance that regulates how land is developed within Waynesville and its Extra Territorial Jurisdiction. It was first adopted in 2003, was updated in 2009 and 2011, and is found in the Municipal Code of Ordinances as Appendix A (<http://www.waynesvillenc.gov/code-of-ordinances>).

The Land Development Standards divide the community into neighborhood districts, each with its own “purpose and goal” statement that is tailored to neighborhood characteristics and desired development pattern. Each of the neighborhood districts is then grouped into zoning categories, with each zoning category having density, lot standards, and a proscribed set of allowable uses. The purpose of this approach is to protect and sustain neighborhood character and to identify areas for higher or lower density. In keeping with Smart Growth Principles, residential uses are allowed in all of the Town’s commercial districts except for the Commercial-Industrial district.

The Land Development Standards also include “overlay districts” which provide additional regulations to particular areas. The designated floodplains, shown on the 2012 Flood Insurance Rate Maps, provide additional construction requirements and limitations within Special Flood Hazard areas. Three historic overlay districts - Main Street, Frog Level, and Spread Out - which are listed on the National Register, have historic guidelines that must be followed for new development and redevelopment. Nine mixed-use overlay districts allow select commercial uses along transportation corridors within residential districts. These create transitional areas between residential neighborhoods and commercial districts:

- **Dellwood Residential Medium Density MXO** – A 1,000-foot wide corridor centered on Russ Avenue from U.S. Highway 23/74 to Jules Noland Drive and Dayton Drive.
- **Francis Cove Residential Low Density MXO** – A corridor of adjacent properties along Pigeon Road from Old School Road to Bluegrass Lane.
- **Hazelwood Urban Residential MXO** – A corridor consisting of properties located on the west side of South Main Street from Virginia Avenue to Mississippi Avenue.
- **Love Lane Neighborhood Residential MXO** – Most of the properties fronting Dellwood City Road from Chestnut Park Drive to Arnold Heights plus three properties north of Paralee Lane.
- **Main Street Neighborhood Residential MXO** – Two properties at corner of Richland and

Goodyear Streets.

- **Ninevah Neighborhood Residential MXO** – A corridor of properties at the corner of Country Club Drive/Crymes Cove Road and Oakdale Road.
- **Raccoon Creek Neighborhood Residential MXO** – A corridor consisting of the properties north of Asheville Highway from Piccadilly Drive to Hillside Terrace.
- **South Waynesville Residential Medium Density MXO** – A corridor of properties along Old Balsam Road from 120 Old Balsam Road to Skyland Road (the westernmost portion of the town's jurisdiction) and a property located on the Great Smoky Mountains Expressway.
- **Walnut Street Neighborhood Residential MXO** – Properties along streets of Walnut, West Marshall, North Main, and Wall Streets and along Nelson Park Drive and Woolsey Heights.
- **East Waynesville Neighborhood Residential MXO** – Properties along Broadview between North Main and Overbrook.

This neighborhood based approach is the foundation for the Town's land development regulations and has proven successful for the Town. The future land use map in this revised

RESIDENTIAL ZONING DISTRICTS

District Category	District Name
Residential- Low Density (RL)	Country Club Residential - Low Density (CC-RL) Eagles Nest Residential - Low Density (EN-RL) Francis Cove Residential - Low Density (FC-RL) Hall Top Residential - Low Density (HT-RL)
Residential- Medium Density (RM)	Chestnut Park Residential - Medium Density (CP-RM) Dellwood Residential - Medium Density (D-RM) Howell Mill Residential - Medium Density (HM-RM) South Waynesville Residential - Medium Density (SW-RM)
Neighborhood Residential (NR)	Allens Creek Neighborhood (AC-NR) Love Lane Neighborhood (LL-NR) Main Street Neighborhood (MS-NR) Ninevah Neighborhood (N-NR) Pigeon Street Neighborhood (PS-NR) Plott Creek Neighborhood (PC-NR) Raccoon Creek Neighborhood (RC-NR) Sulphur Springs Neighborhood (SS-NR) Walnut Street Neighborhood (WS-NR)

NON-RESIDENTIAL AND MIXED USE ZONING DISTRICTS

District Category	District Name
Urban Residential (UR)	East Waynesville Neighborhood (EW-UR) Hazelwood Neighborhood (H-UR) Howell Mill Road (HM-UR)
Neighborhood Center (NC)	North Main Street Neighborhood Center (NM-NC) Pigeon Street Neighborhood Center (PS-NC) Raccoon Creek Neighborhood Center (RC-NC)
Business District (BD)	Central Business District (CBD) Hazelwood Business District (H-BD) South Main Street Business District (SM-BD)
Regional Center (RC)	Dellwood/Junaluska Regional Center (DJ-RC) Hyatt Creek Regional Center (HC-RC) Russ Avenue Regional Center (RA-RC)
Commercial Industrial (CI)	Commercial-Industrial (CI)

plan carries on that neighborhood framework but identifies those areas where density could be amended (increased or decreased) in order to be consistent with existing land use, realistic in development goals, better protect slopes and mountain vistas, and to increase density and housing opportunities in neighborhoods closer in to the Town's business districts and commercial areas.

Haywood County Affordable Housing Assessment

In 2016 Haywood County created a task force to examine affordable housing issues. The Affordable Housing Assessment provided a baseline evaluation of the need for and availability of affordable housing in Haywood County. Key findings included:

- **Need for Housing Diversity:** Haywood County's population growth is dependent on immigration and a supply of housing, in a range of income categories, and will be needed to attract new residents, including young families. Single family homes constitute the majority of the county's housing supply (72.6%); followed by mobile homes (18.3%). Only 7.4% of housing units are in multifamily units.
- **Aging Population:** By 2030 29% of the county's population will be age 65 or older. These households, especially those on fixed incomes, may face issues with housing affordability and accessibility.
- **Poverty and Low Income Renters:** An estimated 15.8% of the county's population lives below the poverty level (approximately 9,210 persons). Nearly 1/3 (27.2%) of children under the age of 18 and 7.7% of those over the age of 65, live below the poverty level. Nearly

half of renters (46.3%) have household incomes below \$25,000.

- **Housing Cost Burden:** Housing is said to be “affordable” when housing costs are 30% or less of household income. Households that pay 30% or more of their household income in rent are said to have a “housing cost burden”. Over half of all renters report paying 30% or more of their household income in rent. In Haywood County over half of all renters, and 35% of homeowners, are “housing cost burdened”.
- **Home Values and Home Prices Increasing:** The median home value for the county is expected to rise 25% between 2015 and 2020. The median sale price of a home in the county rose 17% between April 2015 and 2016.
- **Strong Residential Market and Shrinking Supply:** Rental vacancy rates are very low and prices are high, with two bedroom units averaging \$964/month in the Asheville metropolitan region. The supply of homes for sale in Haywood County has decreased in recent years and houses below \$200,000 are in short supply.
- **Seasonal Housing Impacts Affordability:** In 2010 there were 9,391 vacant units in Haywood County (26.9%) of the total. The number of vacant units exceeds the total number of rental units in the county. The majority of vacant units (60.5%) are seasonal homes.

Transportation Plans

NCDOT State Transportation Improvement Program (STIP)

The 2018-2027 NCDOT State Transportation Improvement Program, or STIP, is NCDOT’s data-driven, multi-year schedule for its transportation projects. Projects in the STIP include highway, bridge, public transit, bike, pedestrian, railroad, and other improvements.

The NCDOT projects for Haywood County include bridge replacements, I-40 maintenance, and a few roadway improvements in Waynesville. Russ Avenue and South Main Street will see major construction in 2022 and beyond, while Brown Avenue will see school safety improvements. Several new roundabouts are planned for both North and South Main Street, and Hazelwood will see pedestrian safety improvements near the elementary school. For more information on TIP projects in Waynesville, see the Appendix.

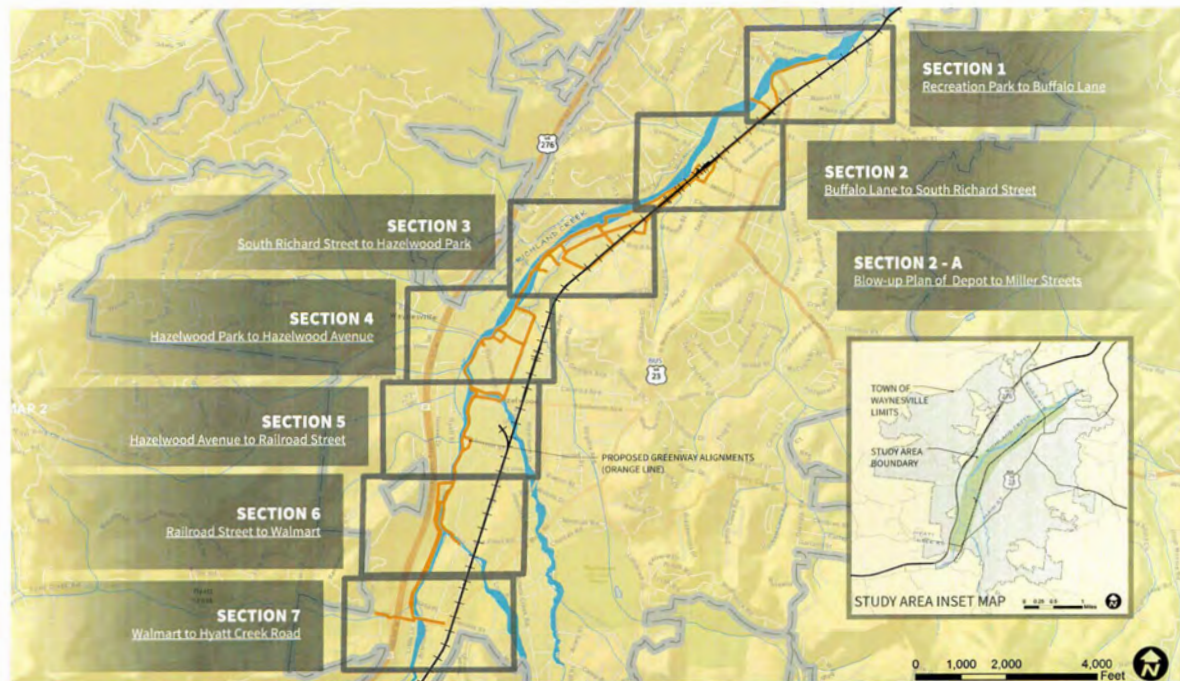
Corridor Studies and Long Range Transportation Plans

Corridor studies have been conducted for Russ Avenue, South Main Street and North Main Street. Other improvements and needs were identified in the Comprehensive Pedestrian Plan and County Bike Plan. Many of the recommendations in these plans include improvements to gateways and the construction of new pedestrian and bicycle facilities.

The French Broad River MPO is the planning organization in charge of transportation planning in a five-county region that includes the Town of Waynesville. A Metropolitan Transportation Plan (MTP) is a fiscally constrained plan that identifies how multi-modal transportation will be managed and operated, and recommends projects for the STIP. Often, projects included in the MTP are pulled from supporting plans like the Pedestrian Plan. Projects are prioritized, and

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money is programmed for plans such as transit, roadway improvements, greenways, multi-use paths, sidewalks, and other upgrades and amenities. For more information on transportation plans, see the Appendix.



The greenway feasibility study from 2017 recommended a route for a greenway and connections through the heart of Waynesville utilizing the Richland Creek corridor and on-street multi-use paths.

Greenway Feasibility Study (2017)

The Greenway Feasibility Study examined opportunities and constraints within the study area to determine the most feasible and preferred alignment for a greenway trail along Richland Creek. The study area included Richland Creek, Frog Level Historic District, Waynesville Middle School, and Hazelwood Park and is approximately 3.25 linear miles. Preferred routes were chosen based on project goals, existing conditions, opportunities and constraints. The plan calls for a connected greenway from just south of Lake Junaluska to Hyatt Creek Road.

Other Plans

See the Appendix for more information on additional plans including the GroWNC Regional Plan, Opt-In Regional Vision, Waynesville Systemwide Parks Master Plan 2017-2026, Bikes in Beds, Blue Ridge Bike Plan, the Haywood County Comprehensive Bicycle Plan, MountainWise Health Impact Assessment for Western North Carolina, and the Waynesville Comprehensive Pedestrian Plan.

These plans influence the Land Development Standards and current and future projects by: