

Town of Maggie Valley
Board of Aldermen Agenda Setting Meeting
June 6, 2023
MINUTES

Members Present:

Mayor Mike Eveland, Mayor Pro-Tem Jim Owens, Alderman John Hinton, Alderwoman Tammy Wight, Alderman Phillip Wight

Members Absent:

None

Staff Present:

Town Manager Vickie Best, Town Clerk Kathy Johnson, Interim Police Chief Matthew Boger, Public Works Director Mike Mehaffey, Finance Director Tasha Gubernath, Town Planner Kaitland Finkle, Assistant Planner Sam Cullen

Others Present:

Pete Dethlefs, Karen Mallow, Rick Helpers, Bill Sebastyn

Media Present:

Aarik Long, Waynesville Mountaineer

Before the meeting was called to order, Ms. Karen Mallow with WithersRavenel presented Board Members and Town staff with a quilt and the pattern resembled Ms. Maggie. She said the quilt was made by her husband's great-grandmother, Grant Smith, of Livingston, TN and the year was unknown. The Board thanked her for her donation to the Town.

MEETING CALL TO ORDER

Mayor Eveland called the Agenda Setting Meeting to order at 9:59 am on Tuesday June 6, 2023, in the Maggie Valley Town Hall Boardroom 3987 Soco Road, Maggie Valley, NC 28751.

CONDITIONAL ZONING FOR THE ROCK SHOP LOCATED AT 3984 SOCO ROAD

Mayor Eveland invited Planner Kaitland Finkle to begin her presentation. Ms. Finkle referenced the staff report:

The Public Works Director recommends the following:

- Apply existing RV Sewer Fees paid in 2015 to existing unpermitted RV/Toy Hauler
- Add water & sewer service taps for new building and pay appropriate fees
One time building capacity fee of 120 gallon per 1,000 sq. ft. = $2.4 \times 120 = 288 \times \$6.75 = \$1,944$
- If Board approves permitting a 2nd RV Site (for existing RV) add water & sewer connections at building and pay appropriate fees
One time RV capacity fee of \$810

She said the Planning Department recommends granting exceptions to design standards if they cannot be seen from the Public Right-of-Way to ensure the proposal does not create additional “aesthetic issues” as discussed in the Future Land Use Plan. For this reason, the Planning Department recommends the following:

- Exception to UDO design standards, particularly allowing a metal sided building
- Visual screen (buffering or fencing) ensuring the new structure cannot be seen from adjacent businesses and the Public Right-of-Way of Soco Road. This can be achieved through utilizing existing vegetation, new plantings, or installing fencing.
- Should PIN 7686-28-6655 move forward with development (specifically by receiving Zoning Permit approval), the “Gem Mine” Sign (adjacent to and facing the eastern boundary of the property shown above) shall be removed within 30 days.

Ms. Finkle explained there was nothing new added and it had been discussed in the last meeting as for allowing the metal sided building. Mayor Eveland confirmed with Ms. Finkle that any concerns have been taken care of. She stated the fees would be listed out on the permit and would need to be paid as part of the permitting.

Mayor Eveland asked if anyone would like to speak on behalf of the Conditional Zoning of the Rock Shop. There was no Public Comment. Ms. Finkle answered questions from the Board as they discussed the Conditional Zoning.

A motion was made by Alderman John Hinton to adopt Ordinance #1046 approving the Conditional Zoning for the Rock Shop located at 3984 Soco Road. The motion carried unanimously.

A motion was made by Alderman Jim Owens to adopt the Consistency and Reasonableness statement for Ordinance # 1046. The motion carried unanimously.

PUBLIC HEARING: MAGGIE VALLEY COMPREHENSIVE PLAN

Mayor Eveland opened the Public Hearing at 10:20 am for the Land Use Plan and asked Ms. Finkle to begin her presentation. Ms. Finkle said it has been a long process and she has been bringing it to the Board in pieces. Part three of the plan is the final piece and is being presented in this meeting. She invited Karen Mallow with WithersRavenel to begin her presentation. She went through a slide presentation. The highlights of the presentation:

Part one: Community context

- * Identification of Study Area
- * Analysis of Existing Zoning
- * Demographics including
 - Population, change and projections
 - Age, Race and Ethnicity
 - Education, Employment, and Income

- Housing
- Commuting
- * Community Facilities Inventory and Map
- * Narrative of planning items that are unique to Maggie Valley
 - Retiree population, Seasonal Influx/Tourism
 - Environmental Resources

Part 2: Creating Our Vision Together (Community Engagement Methods)

- * Logo/Branding
- * Community Survey (online and print)
- * Social Media (Facebook)
- * Town Website
- * Public Workshops/Community Events
- * Public Hearing

Community Survey: Eighty-seven of respondents over the age of 45. Most people want to see grocery stores and commercial uses developed. Too much growth was seen as the biggest concern. Other focus areas are environment, economic sustainability, tourism and outdoor recreation.

Vision Statement: Maggie Valley strives to establish a strong sense of place through the safeguarding of its natural beauty, sense of community, and simple way of life. As a small town nestled between the Blue Ridge and Great Smoky Mountains, we find that it is imperative to develop a further appreciation of our location within the landscape. Our prime position is ripe with opportunity for balanced economic growth with specific attention to outdoor recreation and environmental preservation. We aim to protect the slopes and rivers that constitute our mountains and valleys. We encourage inclusion and diversity to build a sustainable development and responsible planning measures, Maggie Valley will be a place where residents and visitors alike, are able to benefit from the natural beauty and quality of life that is essential to the fabric of our community.

Ms. Mallow reviewed the goals to continue to build community, encourage sustainable development, improve the Town's infrastructure and services, promote commercial development and redevelopment, protect environmental resources, protect diverse housing options and support pedestrian and recreational opportunity.

Part 3: Considerations and Recommendations









- * Considerations
 - Blue Ridge Parkway
 - Commercial Development
 - Entertainment
 - Housing Mix
 - Industry and Workforce
 - Internet/Cellular Service
 - Outdoor Recreation
 - Sewer and Water Availability
 - Short Term Rentals
 - Suitability of Slopes and Mountain Ridge Protection
 - Tourism
 - Town Services
 - Walkability

- Water Resources

Future Land Use Map:

- * Mountain Residential
- * Valley Residential
- * General Residential
- * Mixed-Use Core
- * Highway Mixed-Use
- * Institutional

Recommendation Matrix:

#	Action Item	Associated Goals	Time Frame
1 Blue Ridge Parkway (BRP)			
1-1	Partner with the Chamber of Commerce and the Blue Ridge Parkway Association to market Maggie Valley's amenities and opportunities on the association's webpage.		Short-Term
1-2	Identify key attractions to showcase as a part of the Maggie Valley exit on the Parkway		Short-Term
1-3	Wayfinding signage to and from BRP		Mid-Term
2 Commercial Development			
2-1	Partner with the Chamber of Commerce to market and incentivize future commercial potential along Soco Road.		Mid-Term
2-2	Partner with the Chamber of Commerce to connect with regional grocers to help identify residential needs and establish density goals to entice in a future grocery store.		Short-Term
2-3	Work with interested landowners to proactively rezone and/or annex parcels along Soco and Jonathan Creek Roads to be compatible with the Future Land Use Map and primed for "turnkey" commercial development.		Mid-Term
2-4	Update the Unified Development Ordinance and zoning map to change zoning district names (e.g., Dellwood Road) to be based on the intensity or uses permitted in the zone.		Short-Term
3 Entertainment			
3-1	Work with Chamber of Commerce and other partner organizations to expand recreation opportunities and attract entertainment providers into town.		Ongoing

Ms. Mallow said the Planning Board recommended approval of the plan as presented. Mayor Eveland opened the Public Hearing at 10:20 am and asked if anyone would like to speak.

Mr. Rick Helfers asked Ms. Finkle and Mr. Cullen if they could describe where slope analysis is right now and where it will be in the next year. Mr. Cullen said he along with Ms. Finkle sat down with the Town Planner in Woodfin to discuss their steep slope ordinance, which Maggie Valley will be modeling in their ordinance. After the adoption of this plan an ordinance will be drafted and brought before the Planning Board to discuss. Mr. Cullen said he predicts the Ordinance would be enacted in the code within the year.

Mr. Bill Sebastyn said he sits on the Planning Board and the Steering committee. He said when the process first started, the mentality was that “nobody will tell me what to do on my property”. He said it has been an extensive educational process. He said there has been a lot work to get the public involved and if anyone in the community does not know what is going on they have no one to blame but themselves because there was ample opportunity for them to be part of the process. He applauded the Planning Department for their work on the project.

Ms. Finkle spoke about the Land Use Plan process and said getting the plan adopted is an important step. She said the new Future Land Use Map is a lot different than the existing Future Land Use map and it more accurately reflects the future and the possible growth and development of Maggie Valley. She said the Plan should be updated every five years.

Mayor Eveland closed the public hearing at 10:45 am. He said the Board should commit to working on the Plan each year.

Alderman Jim Owens said he was really impressed with the outcome. He commended the Planning Department along with everyone that has been involved with the process for their excellent work.

There was much discussion as Ms. Finkle and Ms. Mallow answered questions from Board members.

Alderwoman Tammy Wight said she appreciated all the time and effort that has been put in the updated Plan. She said it backs up all the Zoning Ordinances that have been previously passed which she does not support because she is a strong advocate for people’s property rights within safety measures.

Alderman John Hinton spoke about the overwhelming response of the survey. Mayor Eveland stated the goal is to involve the citizens as much as possible.

Alderman Phillip Wight said he is opposed the UDO as it was presented but likes the Comprehensive Plan. Even though the Comprehensive Plan is supposed to go with the UDO. He said he can vote for the Comprehensive Plan and still be against the UDO.

A motion was made by Alderman Jim Owens to adopt Ordinance # 1047 Maggie Valley Comprehensive Plan. (4-1) Alderman John Hinton (yes), Alderwoman Tammy Wight (no), Alderman Phillip Wight (yes), Mayor Mike Eveland (yes).

BUDGET DISCUSSION FOR FY 2023/2024

Mayor Eveland said Alderman Phillip Wight had asked for the Ice Fest to be removed from the Budget for now. Manager Best said the cost of the Ice would be \$49,650. She said the Town

received \$37,238 from the TDA grant. Leaving a gap of \$12,000. Mayor Eveland said the discussion in July would need to be if the Town needs to be involved in doing festivals as a Town.

Ms. Best asked Interim Chief Matthew Boger to update the Board on the SRO officer. Mr. Boger said the Sheriff was in agreement for each municipality that has an elementary school in the jurisdiction have their own SRO. He said the Town would be adding another position to the PD for the SRO officer. The county would be funding the position for ten months and the Town would be responsible for funding two months. Mr. Boger said Sergeant Jeff Mackey is interested in the SRO position. He explained this is the early stages of the position and he would update the Board as he gets information.

Ms. Best said there has been some discussion on the three percent COLA that was presented in the budget. She asked Finance Director Tash Gubernath to review the different percentages of increases of COLA. Ms. Gubernath went through each calculation with the Board and spoke about how the different percentages would affect the Budget. There was much discussion between Board members and staff on the COLA, insurance and benefits.

CONSENT AGENDA ITEM: (SURPLUS POLICE DEPARTMENT) HP PROBOOK 450 G4 & A SHR 970 RIFLE SER # R17717 WITH LEUPOLD SCOPE

Ms. Best said the Police Department is requesting to surplus a Probook that the hard drive crashed and is worth \$0. She said Hazelwood Gun and Tactical has offered four hundred dollars and Craigs Firearms has offered two hundred dollars for the rifle with a scope. She said if the Board approves the surplus of the rifle, it will be sold to Hazelwood Gun and Tactical.

BUDGET AMENDMENTS

Manager Best said Budget Ordinance # 1045 is for attorney fees for the PD assessment.

Manager Best said last month the Board agreed on \$60,000.00 to do the new entrance to the Festival Ground. Public Works Director said he is requesting \$5700.00 to be added to that. He said they hit bad soil and had to put a base in to feel comfortable to pave on.

RESOLUTION 23-07: CHIEF OR INTERIM CHIEF MAY SIGN ABC PAPERWORK

Ms. Best said resolution 23-07 would need to be adopted so Mr. Boger can sign 2023 paperwork.

SET PUBLIC HEARING FOR CLOSING A RIGHT OF WAY

Manager Best asked Assistant Planner Sam Cullen to explain the closing of the right of way hearing request. Mr. Cullen said a property owner on Valley View Drive is requesting to close a right of way so he can build a house. Mr. Cullen said the neighboring property owner has also

requested the right of way be closed. He explained the hearing would need to be advertised for four consecutive weeks.

EVENT APPROVAL

Ms. Best said the Jeep Fest has requested June 7-8,2024.

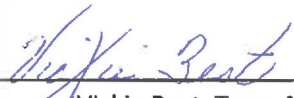
ADJOURNMENT

A motion was made by Alderwoman Tammy Wight to adjourn the meeting at 11:14 am. The motion carried unanimously.

Attest:



Mayor Mike Eveland



Vickie Best, Town Manager



Kathy Johnson, Town Clerk

