



Town of Maggie Valley

The Mountains to Valleys

Comprehensive Plan

Board of Alderman Meeting
June 6, 2023



Agenda

- Purpose
- Planning Process
- Plan Contents
- Section Summaries
- Adoption Process



Purpose

- **Required to Enforce Zoning**
 - N.C.G.S. Chapter 160D
 - Must be adopted by July 1st, 2022
 - Completed Update to Land Use Plan
- **Used by Administration as Decision Making Tool**
 - Zoning changes require Consistency Statement with Future Land Use Map
- **Recommends Action Items to Achieve Goals and Vision of the Town**





Planning Process



Completed Land Use Plan Update in 2022 and Started Comprehensive Planning Process

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

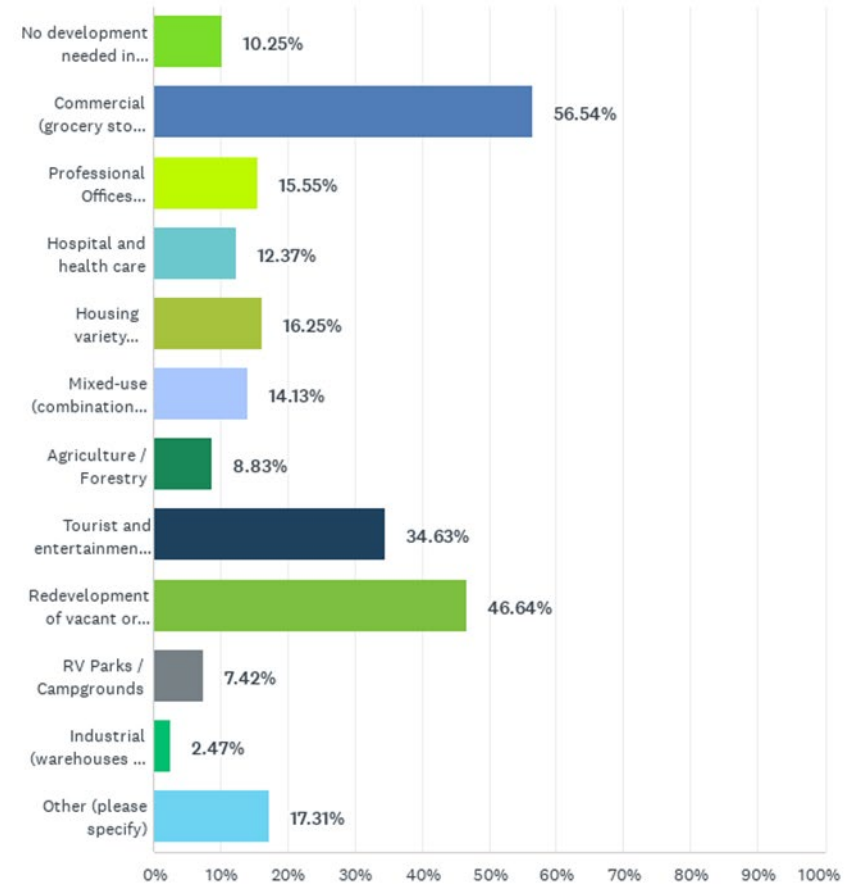


Community Survey



Q12 What kind of development do you see as needed for Maggie Valley's future?

- 87% of respondents over 45
- Most people want to see grocery stores and commercial uses developed
- Too much growth seen as biggest concern
- Other focus areas:
 - Environment
 - Economic sustainability
 - Tourism / 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 resident base of all ages and abilities. Through sustainable development and responsible planning measures, Maggie Valley will remain the desirable destination it is today. We 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.

Goals



Continue to Build Community

Encourage participation in Town activities and events and provide opportunities for volunteerism. Continue to support a diverse population, which includes retirees and an emerging youth cohort while attracting families and an active work force. Encourage community gathering spaces, connectivity between neighborhoods, and a mix of uses that encourage walkability and interaction of citizens.



Encourage Sustainable Development

Encourage development in areas of the Town where utilities and services are available and environmental resources do not constrain development. Promote infill and adaptive reuse while encouraging attractive, well-planned, new growth areas. Plan and provide for safe and efficient mobility throughout the Valley.



Improve the Town's Infrastructure and Services

Address the necessities of a growing community through the expansion of modern and reliable infrastructure. Plan, identify, and fund the short- and long-range needs of the Town, through cooperation with outside agencies. Provide for the health, safety, and welfare of the residents in a fiscally-responsible manner.



Promote Commercial Development and Redevelopment

Support existing and new commercial endeavors which provide retail and service opportunities. Promote the adaptive and creative reuse of existing, underutilized facilities and structures while being cognizant of development constraints. Promote architectural styles and developments that build upon and uphold the mountain character and natural setting. Encourage services, housing, and training to retain an active workforce. Implement strong economic development efforts to maintain the Valley as a destination.



Protect Environmental Resources

Protect resources and encourage appropriate, well-designed development that is sensitive to the natural beauty of Maggie Valley. Safeguard the integrity of steep slopes, floodplain, trout streams and tributaries, and watershed areas.



Provide Diverse Housing Options

Ensure Maggie Valley has a variety of housing choices, living arrangements, and building styles available. Plan and design housing to meet the needs of residents of all ages, abilities, income levels, and stages of life. Promote design which preserves and enhances the natural environment, aesthetic integrity, and unique character in Town.



Support Pedestrian and Recreational Opportunities

Provide planning, advocacy, and funding for an inter-connected network of open spaces, parks and greenway corridors that support the recreational needs of the residents and visitors of Maggie Valley. Encourage multi-modal options in future transportation and recreation efforts.

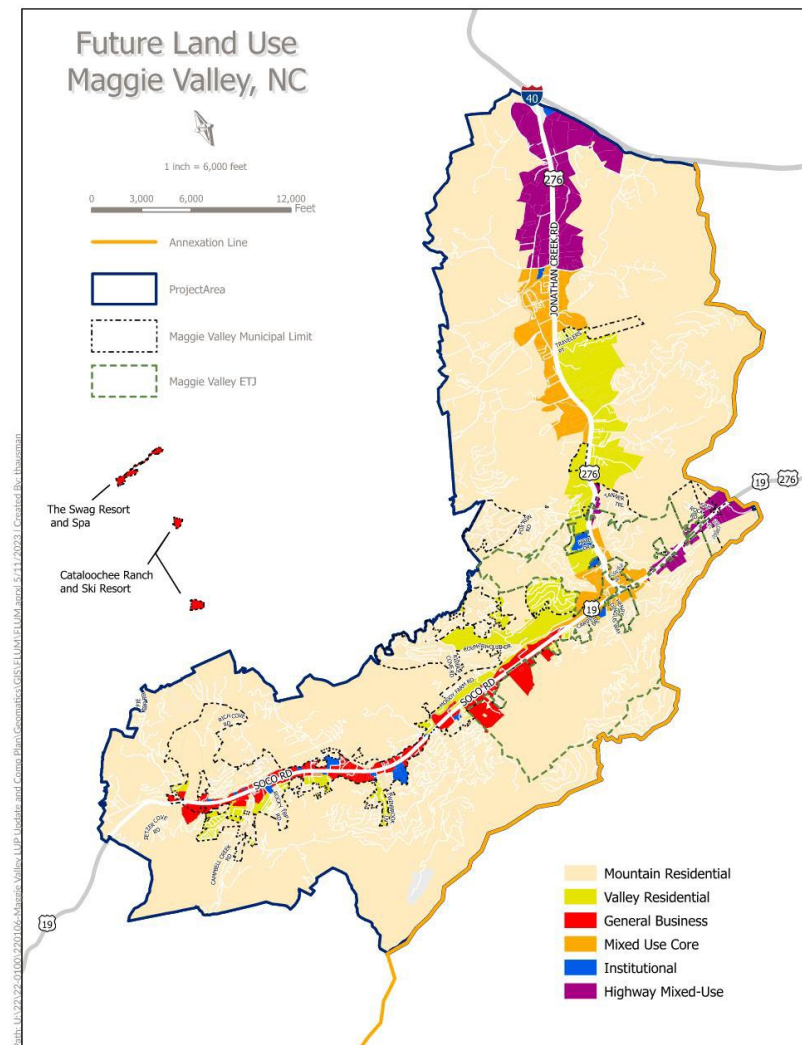
Part 3: Considerations and Recommendations

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 Business
- Mixed-Use Core
- Highway Mixed-Use
- Institutional



Recommendation Matrix

- Recommendations are grouped under each of the planning considerations
- Each action item is associated with one or more goals
- Time frames for each goal are included
- Partner agencies and potential funding sources are identified in the introduction

#	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

Adoption Process

- Planning Board recommended approval of the Plan as presented.
- Public Hearing this evening
- Board of Alderman will discuss and vote.
- Adoption
- WR to revise, if needed, based on vote. Finalize Executive Summary and summary of final community input from Public Hearing.



Thank you!



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