

THE COMPREHENSIVE PLAN FOR MAGGIE VALLEY

*ADOPTED JUNE 6, 2023
Updated August 13, 2024*



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Acknowledgements

The Board of Aldermen

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

Planning Board

Eric C. Helpers, Chairman
James Heffron, Vice-Chairman
Jeff Lee
Dr. Janet Banks
Bill Sebastyn
Joshua Hoogerwerf

Steering Committee

Bill Sebastyn	Joseph Franklyn McElroy
Dr. Janet Banks	Reverend Cole Altizer
Teresa Smith	Jason Ball
David Carriker	David Williamson
Patsy Davis	Eve Barrett
Travis Bramlett	Randy Fisher
Rose Beck	Tinker Moody

Staff

Kaitland Finkle, Town Planner
Sam Cullen, Assistant Town Planner

Community Participants

A special thank you to those who participated in one of the Town's engagement sessions, completed the community survey, provided feedback, or voiced their opinion. We appreciate the time you took to provide the Town with the valuable input essential to the completion of this Comprehensive Plan.

Special Acknowledgements

We would like to thank the generous photographers at Blue Ridge Mountain Life for the use of their stunning landscape pictures of Maggie Valley and the surrounding area.

Sincere appreciation to the late Mrs. Ernestine Upchurch for the historical photographs and narrative provided herein and her dedication to the Maggie Valley community during her lifetime.

Consultant





Executive Summary

Maggie Valley, North Carolina is a small-town community nestled in the Blue Ridge and Great Smoky Mountains. Poised with acres of vacant parcels, proximity to the Blue Ridge Parkway and Asheville, reliable utilities and services, and an abundance of natural beauty, Maggie Valley has proactively planned for inevitable growth. With comprehensive and land use planning efforts dating back to at least 2004, when the population was just over 600 people, the Town has been able to identify areas of concern and actively address them. The Mountains to Valleys Plan continues this rich tradition of community planning.

Desiring to take a broader look at the community and involve the community in the Plan development, the Town started The Mountains to Valley Plan in 2022, after the Town updated their current Land Use Plan and adopted their Unified Development Ordinance. The process started with the identification of Plan name and logo creation, development and distribution of a community survey, identification of a study area, and a Steering Committee and Board of Alderman SWOT analysis. Demographic data was collected and analyzed, and community workshops were held by members of the Planning Staff. Mapping was developed and planning topics were identified through analysis of the collected data.

The Town Steering Committee, Planning Board, and Board of Alderman collaboratively worked to develop a Community Vision statement using foundational phrases and words submitted through the community survey. From there the Town identified seven goals that would be key for the implementation of their Vision. These include:

- Continue to Build Community**
- Encourage Sustainable Development**
- Improve the Town's Infrastructure and Services**
- Promote Commercial Development and Redevelopment**
- Protect Environmental Resources**
- Provide Diverse Housing Options**
- Support Pedestrian and Recreational Opportunities**

A Future Land Use Plan was developed by elaborating on the topics that were identified and unique to Maggie Valley. This formed the narrative of the plan and ultimately became the basis for the action items that are included in the recommendations matrix. The Town is committed to addressing these short- through long-term actions and revisiting them every two to five years to ensure the vision of Maggie Valley is achievable in the next decade and beyond.



Glossary of Planning Terms

The following is list of planning terms which are found in this document:

ACTIVE RECREATION

Leisure time activities of a more structured nature often requiring equipment and taking place at prescribed places, sites or fields where the focus is relaxation, health and wellbeing and/or enjoyment with the primary activity requiring physical exertion and human activity.

HOUSING

Affordable:

In the case of dwelling units for sale, housing that is affordable means housing in which mortgage, amortization, taxes, insurance, and condominium or association fees, if any, constitute no more than 28 percent of such gross annual household income for a household of the size which may occupy the unit in question. In the case of dwelling units for rent, housing that is affordable means housing for which the rent and utilities constitute no more than 30 percent of such gross annual income for a household of the size that may occupy the unit in question.

Workforce:

Housing units affordable to households earning between 60 and 120 percent of area median income (AMI).

INFILL

The construction of buildings or other facilities on previously unused or underutilized land withing within an existing developed area.

PASSIVE RECREATION

Activities that take place without the requirement of intense facility development, such as ball fields, courts, pools, or buildings. Activities are typically non-consumptive uses such as wildlife observation, walking, biking, and canoeing.

RIPARIAN BUFFER

An uncultivated area surrounding streams, creeks, or other waterways containing tree, shrubs, or perennial plants that filter soil and pollutants from water flowing over the soil surface with the overall goal of improving the water quality of the4 adjacent water body and wildlife habitats.

SHORT-TERM RENTAL

Dwelling units available for rent for a period of time generally ranging between one night and six months, which might include a single room to an entire house, a camper, or accessory apartment, where the owner may or may not be present on-site. Short-term rentals offer an alternative to traditional lodging for trips of lesser duration, typically less than 30 days.

TENURE (OWNER VS RENTER OCCUPIED)

A measure of homeownership, which has served as an indicator of the nation's economy for decades. A housing unit is owner-occupied if the owner or co-owner lives in the unit, even if it is mortgaged or not fully paid for or if the land on which the unit exists is owned by someone else. All occupied housing units which are not owner-occupied, whether they are rented or occupied without payment of rent, are classified as renter-occupied and can include units in a continuing care facility.



THE COMPREHENSIVE PLAN FOR MAGGIE VALLEY

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PART 1

COMMUNITY CONTEXT



Photo courtesy of Blue Ridge Mountain Life

The Town of Maggie Valley is an idyllic location in the valley of the foothills of the Blue Ridge and Great Smoky Mountains. Poised with acres of vacant parcels, proximity to the Blue Ridge Parkway and Asheville, reliable utilities and services, and an abundance of natural beauty, Maggie Valley is proactively planning for inevitable growth. With comprehensive and land use planning efforts dating back to at least 2004, when the population was just over 600 people, the Town has been able to identify areas of concern and actively address them. The Mountains to Valleys Plan continues this rich tradition of community planning and Part 1 of this comprehensive plan provides an extensive analysis of existing conditions, previous planning efforts, a community inventory, and environmental overview to provide the current context for Maggie Valley.

Background

Located in Haywood County, amid the foothills of the Blue Ridge and Great Smoky Mountains, lies the picturesque town of Maggie Valley. Founded in 1974, the natural beauty of the trees, trails, and streams, has made Maggie Valley a tourist destination. Over the last 30 years, Maggie Valley has seen a tremendous increase in development and tourism, especially as the demand for second and retirement homes have grown in western North Carolina. The 2023 Mountains to Valleys Comprehensive Plan aims to provide a framework for the growth and preservation of Maggie Valley as future developers, homeowners, and generations discover her wonders.



Comprehensive Plan

The Comprehensive Plan is being developed to protect the idyllic conditions of Maggie Valley mentioned above. It is aimed at preserving the way of life that residents and visitors have come to enjoy yet securing a sustainable future and economy.

The project began with the legislatively required update to the Land Use Plan and the Comprehensive Plan is being developed over a full year, complete with research, data collection, community engagement, and goal development.

The process steps below mimic the Sections presented in the Comprehensive Plan.



History

Esteemed American memoirist Maya Angelou once said, “If you don’t know where you’ve come from, you don’t know where you’re going.” This sentiment rings true in comprehensive planning; exercising a respectful evaluation of a place’s past can provide insight into its future. The following narrative gives a valuable timeline and perspective of the history of Maggie Valley.

Many thanks to Ernestine Upchurch who provided much of the narrative for this history of Maggie Valley.

Early Settlers

The first settlers in the valley were Cherokee Indians who had separated from the Iroquois tribe and migrated south. The Cherokee Indian Nation included agricultural communities located within the geographical area of what is now the Smoky Mountains.

European explorers and traders passed through the area in the 1500s and 1600s. By the late 1700s large numbers of Europeans (primarily Scots Irish, English, Dutch, and Germans) began to settle in the area. They came from Pennsylvania and Virginia and used roads along the river valleys called the Great Wagon Road, Upper Pennsylvania, and the Old Warriors' Trail; they also came from Charleston by way of Flat Rock; and they came from east Tennessee. In 1785, following the Revolutionary War, a frontiersman by the name of David Nelson settled near the fork of Hemphill and Jonathan Creek, leveraging the valley’s fertile soils to grow corn.



Amos Plott and his bear-hunting dogs, named the Plott Hound. The Plotts were the original breeders.

Some family names of early settlers were Allison, Boyd, Bradley, Bradshaw, Buff, Caldwell, Campbell, Carpenter, Chamber, Conard, Davidson, Evans, Ferguson, Fie, Garrett, Gibson, Hargrove, Henry, Howell, Hyatt, Ketner, Killian, Leatherwood, Love, Medford, Mehaffey, Messer, Moody, Nelson, Osborne, Plott, Queen, Rich, Setzer, Sutton, and White. The names of many roads, creeks, and mountains today reflect these family names.

Twenty years later, an officer of the war and a future congressman named Felix Walker would establish a homestead near Jonathan Creek. In 1809 the state formed Haywood County from part of Buncombe County. Jonathan Creek was one of seven original county precincts.

President Andrew Jackson signed the Indian Removal Act in 1830. Although the Cherokee Indian Nation challenged this act before the US Supreme Court and won, President Jackson ignored the ruling and ordered General Winfield Scott in 1837 to begin the relocation of several Indian tribes – including the Cherokees – to the Oklahoma Territory. The movement was known as the Trail of Tears. A small group of Cherokees evaded the movement and remained in western North Carolina. As a result, in 1889 the federal government established the present-day Cherokee Reservation.



Photo of Maggie Seltzer, for whom Maggie Valley is named.

Almost 100 years later in 1904 a man named John Sidney Setzer petitioned the United States Postmaster General to open a post office in what is now the Town. Part of this request included the submittal of names for the office. John submitted four names to the Postmaster General, Jonathan for the creek, and the names of his three daughters, Cora, Mettie, and of course Maggie.

Transportation

Access has always been a key factor relating to growth and change. The Cherokees – and other travelers – used the old Cataloochee Trail and would pass through the Jonathan Creek area as they traveled to and from Waynesville. US 19 today includes portions of the old trail alignment. This major transportation arterial was paved in 1932, and road improvements continue today.

Beginning in the late 1800s the railroad helped to transform the entire region. Waynesville was the closest rail terminal facility to Jonathan Creek.

The Civilian Conservation Corps was active in the area during the Great Depression years of 1933-38. They improved trails and camping facilities in the Great Smoky Mountain National Park and also began work on the Blue Ridge Parkway in 1935.

The completion of Interstate 40 – and the construction of US 276 – occurred in the late 1960s. These roads provided Maggie Valley with a gateway to the multi-state region.

Local Government

Public services for town residents began long before incorporation.

- One of the earliest records of a public school and church was in the 1860s
- The Works Progress Administration (WPA) built the Maggie Elementary School in 1930, and this building became the local government and community center in 1994

- The Kiwanis Club helped to establish a volunteer fire department – funded by contributions – in 1959, and the department today has a volunteer staff, ladies' auxiliary, and a medical response team
- Volunteer efforts in 1967 resulted in the establishment of a public water system that the Maggie Valley Sanitary District operates today
- Volunteer contributions and labor erected the first streetlight and constructed the first sidewalks in town



The Maggie Valley Volunteer Fire Department that was housed in a garage bay at the local Esso Service Center.

1974 would witness the incorporation of Maggie Valley as a Town.

Economics

Significant economic change has taken place over the past 200 years. The economy of the early 1800s was largely agrarian (crops and livestock). Augusta, GA, and Charleston, SC were primary markets, and it would take 10-12 days to make the one-way journey to these markets.

The railroad helped to develop large-scale logging operations (an early export industry) in the early 1900s, and many farmers at that time went to work for logging companies. By the mid-1920s, however, much of the old-growth forest had been removed.

Instances of overlogging contributed to the conservation movement that developed nationally during this time period. As part of the conservation movement, the federal government established the Great Smoky Mountains National Park.

Tourism was another industry that began with the railroad. In the late 1800s advertisements appeared marketing Waynesville as a tourist destination, and since that time a variety of tourist activities have developed in and around Maggie Valley.

- Cataloochee Ranch was originally a farm that the owners in 1939 transformed into a mountain resort on top of Fie Top Mountain
- The first motel in Maggie Valley opened in 1946
- The Indian drama *Unto these Hills* began in 1951
- Maggie Playhouse opened in 1953 (and featured square dancing)
- Soco Gardens and Zoo opened in 1953



Cataloochee Ski Area opened in 1961 with four snowmaking machines, becoming the first ski resort in North Carolina.

- Ghost Town in the Sky theme park opened in 1961 on Buck Mountain
- Snow-making capability at Cataloochee Ranch (beginning in the 1960s) allowed for year-round tourism

From the 1950s onward, multiple enterprises were established to accommodate travelers and visitors in the region. Motels, restaurants, ski facilities, and a golf course were developed quickly through the '60s, with an amusement park, dance hall, opry house, motorcycle museum, and iconic fairgrounds being constructed into the 2000s.

One of the first real estate booms in western North Carolina began in the 1920s. Developers brought in trainloads of prospective buyers. Although this early real estate boom fizzled out during the Great Depression, the trend to acquire land for second-home development and resorts continues today.

Historical Structures



The Maggie Valley School was built in 1930. It had four rooms to replace several one-room schoolhouses

A few existing structures in the area still relate to the history of Maggie Valley. The most important structures are the WPA-built Maggie Valley elementary school, the A. Plott Log House, the Robert Plat House, Camp Hemlock, the Carpenter House, the Cataloochee Ranch, and the Crockett-Campbell homestead, including the Wilburn Campbell house, the Verlin Campbell House, and the Robert Campbell House

Social and Cultural

Barn raisings, corn-shucking socials, and quilting bees were common in the 1800s. Hoe-downs took place after crops had been harvested. These activities combined work with play. Banjo pickers, guitarists, and mandolin players provided music for square dancing and clogging (the dance for which western North Carolina became famous). Variations of these cultural traditions continue today.



Raymond Fairchild, World Champion Banjo player, opened the Maggie Valley Opry House in 1983.

Regional Context

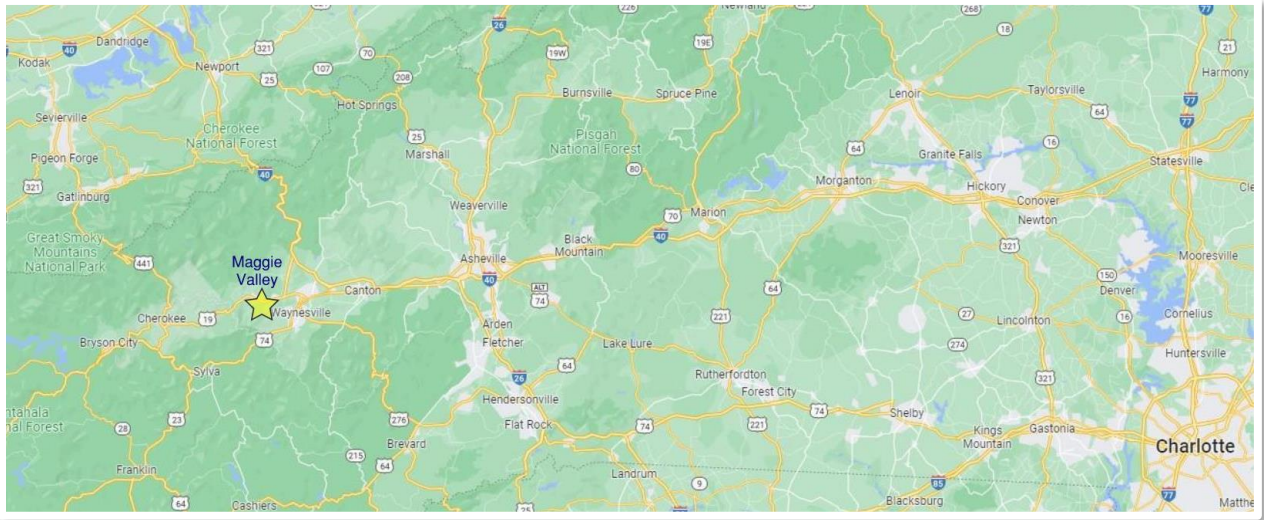
The southwestern portion of the State of North Carolina is filled with the peaks and valleys of the Blue Ridge and Great Smoky Mountains, part of the Appalachian chain. Maggie Valley is located along US Route 19, just south of Interstate 40 with proximity to Asheville, NC, and Gatlinburg, TN. Maggie Valley is nestled in a picturesque valley in Haywood County and has become a growing destination area with a desirable quality of life for its short- and long-term residents. The Town plays an important role in the growth and development of the area as it is ripe for development with the availability of necessary utilities.

Regional Value

Maggie Valley is the third largest municipality in Haywood County behind Waynesville and Canton. Its valley floor sits at approximately 3,200 feet above sea level with mountain peaks rising to about 5,000 feet. The Town enjoys proximity to the Great Smoky Mountains National Park and the Blue Ridge Parkway. The very nature of the Town’s footprint flanking US-19 establishes it as a western gateway across the state as an alternative to US-74. Local amenities such as the Maggie Valley Mountain Heritage Trout Waters and the Cataloochee Ski Area offer expanded outdoor recreation options for residents and visitors. Additionally, the urban amenities in Asheville are only about a half-hour drive east of the Town, and the Harrah’s Cherokee Casino Resort lies about 20-minute drive west of Town. The Town has historically capitalized on its regional location and identity by providing entertainment, dining, and lodging options adjoining US-19.

Regional Location of Maggie Valley

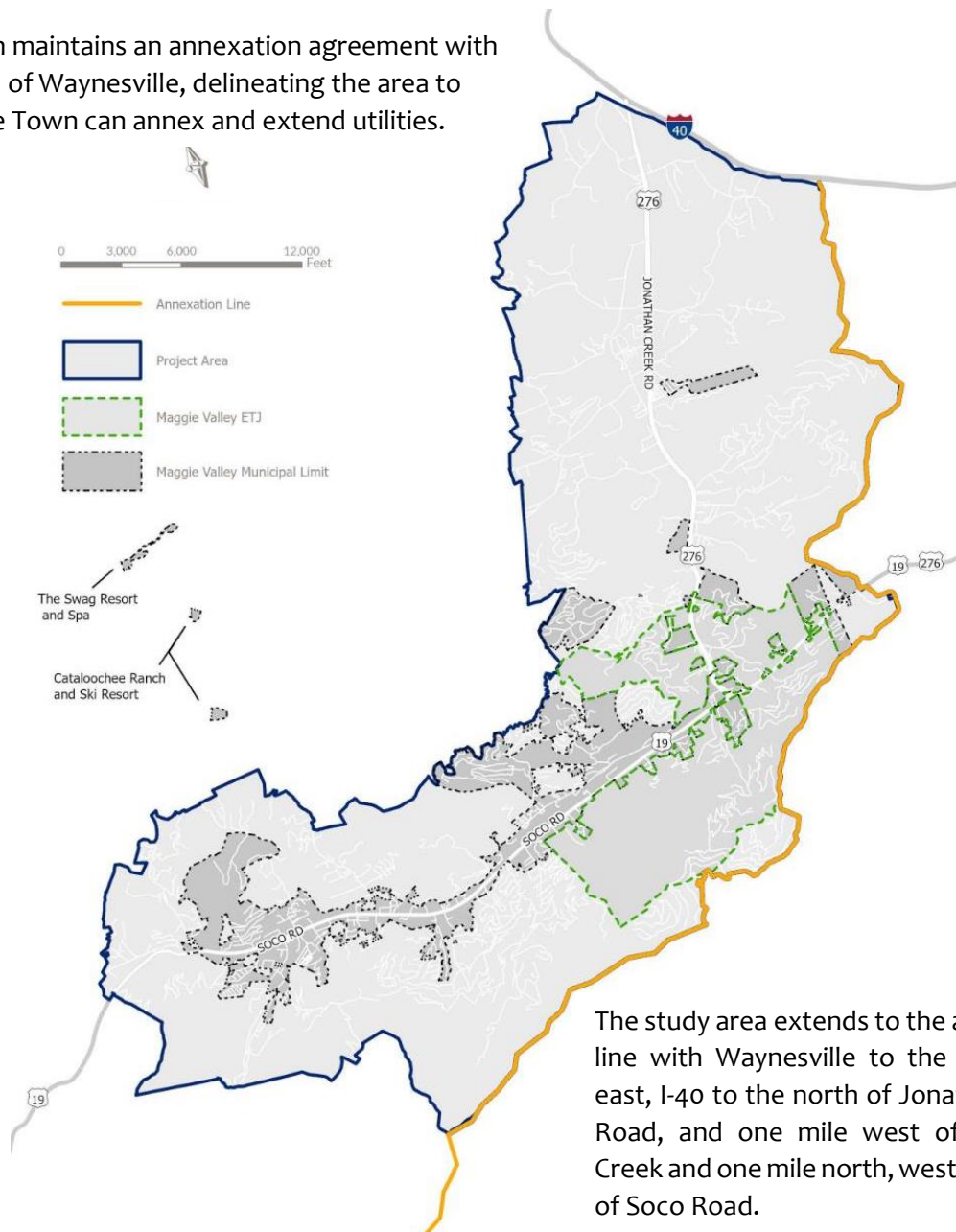
Source: Google Maps



Study Area

The Mountains to Valleys Comprehensive Plan focuses on the amenities and services in the Town of Maggie Valley but the study area of the plan extends beyond the municipal limits to include property with the Town’s Extraterritorial Jurisdiction (ETJ) and land within Haywood County along Jonathan Creek Road. With the availability of Town utilities, such as water and sewer in Jonathan Creek Road and the potential for development in this area, the Town is proactively planning for the potential development and annexation of property outside of Maggie Valley.

The Town maintains an annexation agreement with the Town of Waynesville, delineating the area to which the Town can annex and extend utilities.



Existing Land Use

The Town of Maggie Valley provides a quiet and tranquil way of life for the residents and visitors to the area as commercial development is concentrated along Soco Road and residential areas flank either side of the valley corridor. However, the location of utilities, specifically water and sewer, provide Jonathan Creek Road, Route 276, with the potential for expansive growth. The existing land uses patterns of both the Town and the Jonathan Creek Road corridor are discussed below.

Evaluation of existing land uses can identify patterns in the built environment, highlight areas underserved by Town facilities, and identify areas that are ripe for future growth. Haywood County land use data is an unreliable source of mapped information. With input from the Town staff, land uses in the project area have been generalized and are summarized below.

Vacant/Woodland/Steep Slopes:

Properties that are undeveloped are considered vacant, unless used for recreation or agriculture. Woodlands are uncleared, forested lands. Steep slopes include those areas more than 25% slope that are not built upon.

Agriculture:

Includes land that is actively being used to produce crops, livestock, and other farming-related activities.

Institutional:

These are properties that are owned by the Town and other public or semi-public entities to provide services for Town residents. Includes facilities such as parks and recreational uses, emergency services, water, and public works.

Residential:

This includes all land dedicated to subdivisions of single-family attached and detached homes, multifamily uses such as apartments and condos, and permanent manufactured housing parks.

Commercial/Industrial:

These are uses that are considered businesses. Commercial uses are typically retail and service, and include office, lodging, and a mix of these uses. Industrial uses are those that manufacture or process materials and generally require large, heavy machinery and equipment. Examples of this use category include restaurants, medical offices, hair salons, auto repair, grocery stores, pharmacies, storage, manufacturing, etc.

An analysis of land uses indicates the primary thoroughfare, Soco Road, provides access to most commercial and industrial uses in Town. Residential uses are located behind the commercial frontage, filling the valley floor, and climbing the mountainside. Vacant and environmental parcels are sprinkled along the Soco Road corridor and steep slopes and woodlands throughout the Maggie Valley study area. Jonathan Creek Road / Route 276 is particularly noted as having a concentration of agricultural uses close to I-40 and light industrial and commercial uses close to the Town boundary.

Zoning

Maggie Valley's zoning map and regulations are responsible for guiding future development within the Town. There are currently twelve (12) zoning designations in Maggie Valley ranging from Rural Residential to Commercial Gateway. Each designation requires specific building and lot dimensional requirements in addition to indicating what uses are permitted. A brief description of each zoning designation is provided below in addition to the most recent version of the Town's zoning map.

R0 - Rural Residential: The Rural Residential District (R0) is established in order to protect the areas of steep slopes, scenic view sheds, natural woodlands, and agricultural uses.

R1 - Low-Density Residential: The Low-Density Residential District (R1) is established for the principal use of land as low-density, single-family residential.

R2 - Medium Density Residential: The Medium Density Residential District (R2) is established for the principal use of land as medium-density single-family and multi-family residential.

R3 - High-Density Residential: The High-Density Residential District (R3) is established for the principal use of land as high-density single-family and multi-family residential.

R4 - Seasonal Short Term Residential: The Seasonal and Short Term Residential District (R4) is established for the principal use of land as seasonal and short-term residential uses, such as RV parks and campgrounds as well as vacation communities which include cottages and cabins.

MU1 - Soco Road Mixed Use: The Soco Road Mixed Use District (MU1) is established to serve as a support node by allowing for a mixture of dense commercial and residential development.

MU2 - Moody Farm Road Mixed Use: The Moody Farm Road Mixed Use District (MU2) is established to protect the existing neighborhood characteristics and uses of the district, while also promoting higher-density construction on the larger more developable parcels throughout the corridor.

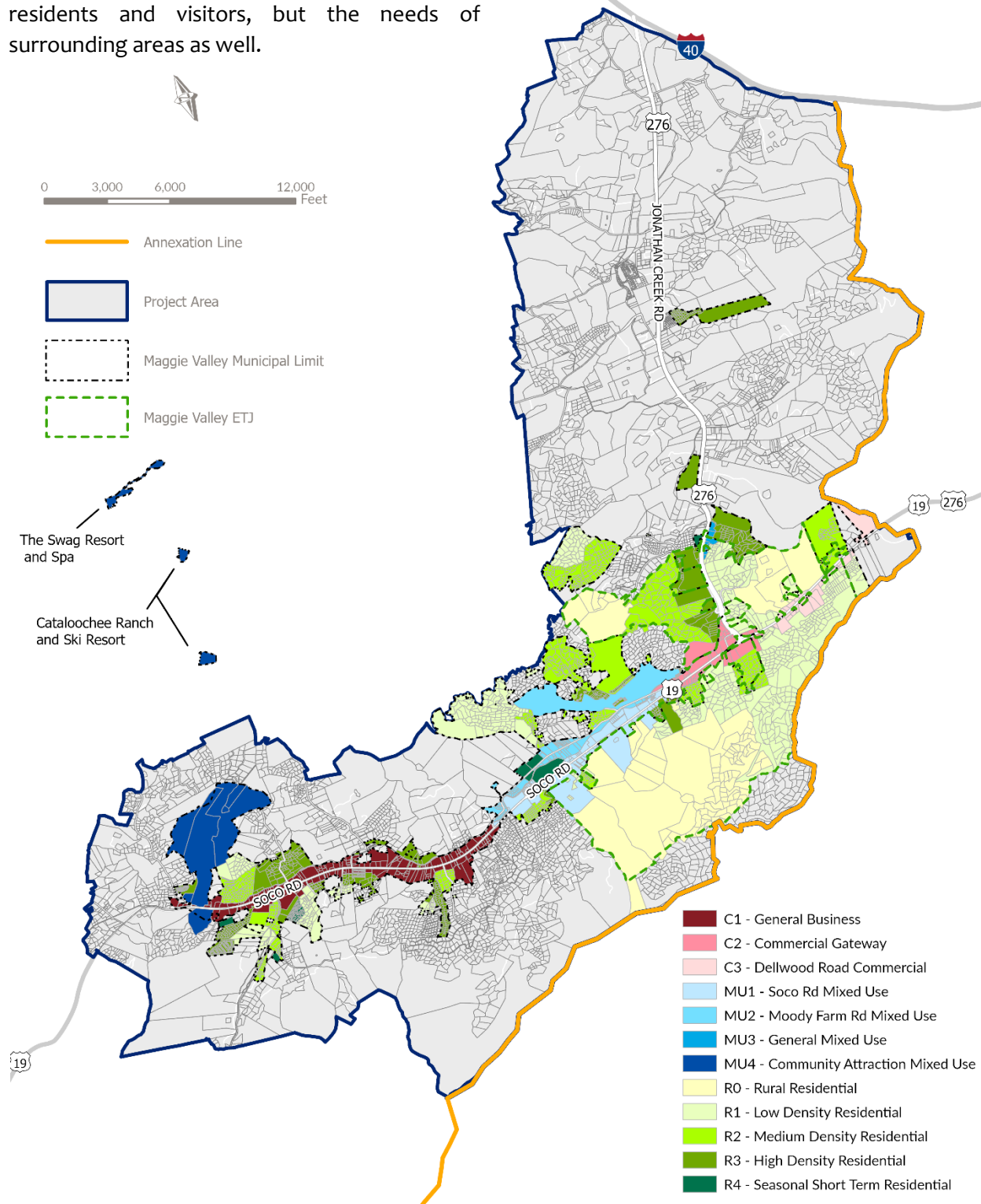
MU3 - General Mixed Use: The General Mixed Use District (MU3) is established to promote higher-density construction on larger more developable parcels.

MU4 - Community Attraction Mixed Use: The Community Attraction Mixed Use District (MU4) is established to promote economic development on and around traditionally large attraction areas within the Town.

C1 - Central Business: The Central Business District (C1) is established to promote tourism and family-oriented establishments and attractions, while preserving the traditional civic and cultural centers already established within the district.

C2 - Commercial Gateway: The Commercial Gateway District (C2) is established to form a zoning district that will serve as the gateway into the community by promoting dense commercial development that will serve not only town residents and visitors, but the needs of surrounding areas as well.

C3 - Dellwood Road Commercial: The Dellwood Road Commercial District (C3) is established to allow for uses along Dellwood City Road that are of a more intense nature and those that operate out of doors.



Demographics

Maggie Valley is growing amid new and emerging trends, such as the development of mixed uses, remote working, online schools and universities, and new housing and travel options, such as tiny houses and short-term rentals. The best method to navigate these changes facing the Town is an analysis of historic demographic and population data used to identify future trends. The following demographic data were sourced from the American Community Survey and the Decennial Census, two products of the United States Census Bureau. Although this data is static in nature, an analysis will allow the Town to make informed decisions based on trends that may impact the delivery of services over the next ten to fifteen years.

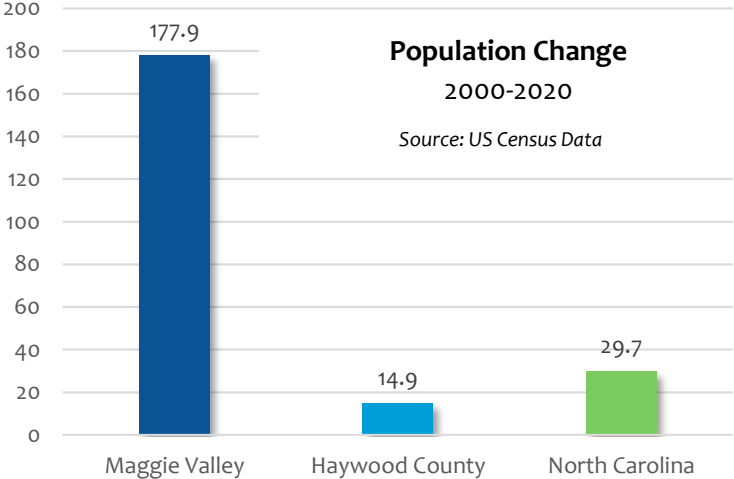
Population Change

Maggie Valley was incorporated in 1974 and has experienced continued growth since its founding. In 1970 it had a population of 159 but 1980 was the first official Census as an incorporated Town and the population had grown to 202 people. In 1990, the Census did not account for the entirety of the Maggie Valley population. However, by 2000, the population of Maggie Valley was 607 people, roughly 26 years after its incorporation. In 2010, the population grew to 1,150. According to the 2020 U.S. Census Data, the population of Maggie Valley has reached 1,687 people: an increase of 735% from 1980 and a 177.9% increase from 2000.

The population growth in Maggie Valley far exceeds that of Haywood County and North Carolina as a whole, with percentage growth from 2000 to 2020 respectively at 14.9% and 29.7%

735%

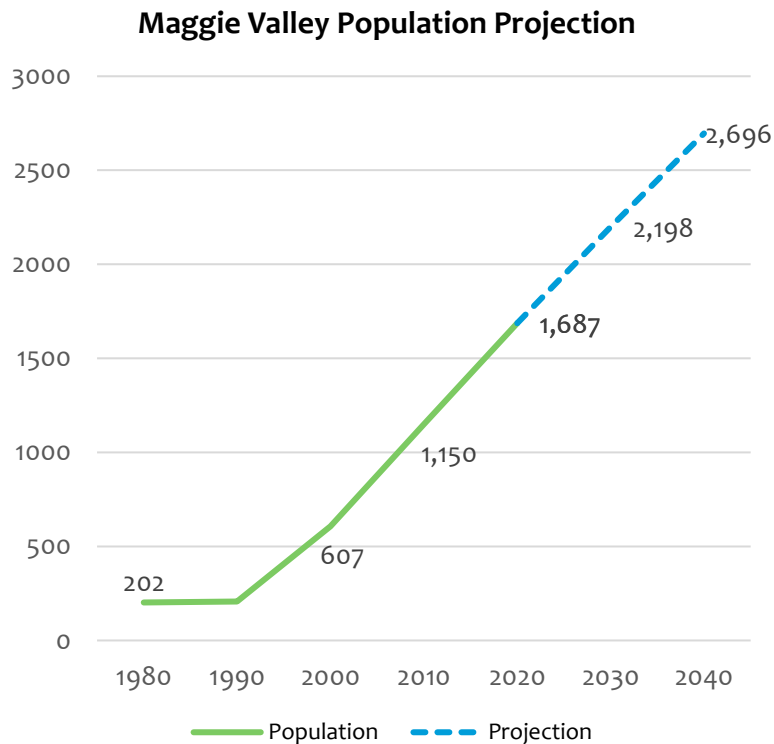
Increase in population in Maggie Valley from 1980-2020



NOTE: The US Census Bureau defines population as, “All people, male and female, child and adult, living in a given geographic area”. In Maggie Valley, the population varies within the Town during the shoulder, peak, and slow tourist seasons that cannot be accurately reflected by the American Community Survey or U.S. Census data, which is taken at one specific point in time.

Future Population Projection

The Town’s population has grown significantly in the past 30 years even with a decreasing growth rate each decade. In addition to this growth, the seasonal residents can dramatically shift the population from month to month. Population projection is not a perfect science, but it can provide insight into the future needs of Maggie Valley.



The Town of Maggie Valley is projected to add 511 residents between 2020 and 2030 and another 498 residents between 2030 and 2040.

Seasonal Considerations

Considerations must be made for seasonal residents. As mentioned in the Housing Section, approximately 760 residential units are considered vacant and used for seasonal or rental uses. Maggie Valley’s average household size was 2.12 residents. Assuming this average, it can be projected that Maggie Valley’s current population can fluctuate by around 1,600 persons depending on the season. This nearly doubles Maggie Valley’s current population and current rental trends show that seasonal units continue to rise.

How Projections are Calculated

To estimate the Town’s future population, the project team employed the use of the Modified Exponential Model. This model is best used for locations that experienced a large population increase with later years depicting a slowing growth rate.

Two basic equations are utilized in the Modified Exponential Model:

$$V = 1/m \sum (K - P_t) / (K - P_{t-1})$$

m = number of historical intervals

P = population

-and-

$$P_{t+n} = K - [(K - P_t)(V)^n]$$

K = upper limit of capacity

An assumption must be made for “K” to estimate the capacity of Maggie Valley. The project team assessed the zoning designation of parcels within the Town to determine future development capacity. However, it should be noted that the vast availability of vacant and undeveloped land is currently outside the Town boundaries. While this and other factors will affect ultimate development, assessing projected density can be an efficient way to capture residential capacity within Maggie Valley.

Age

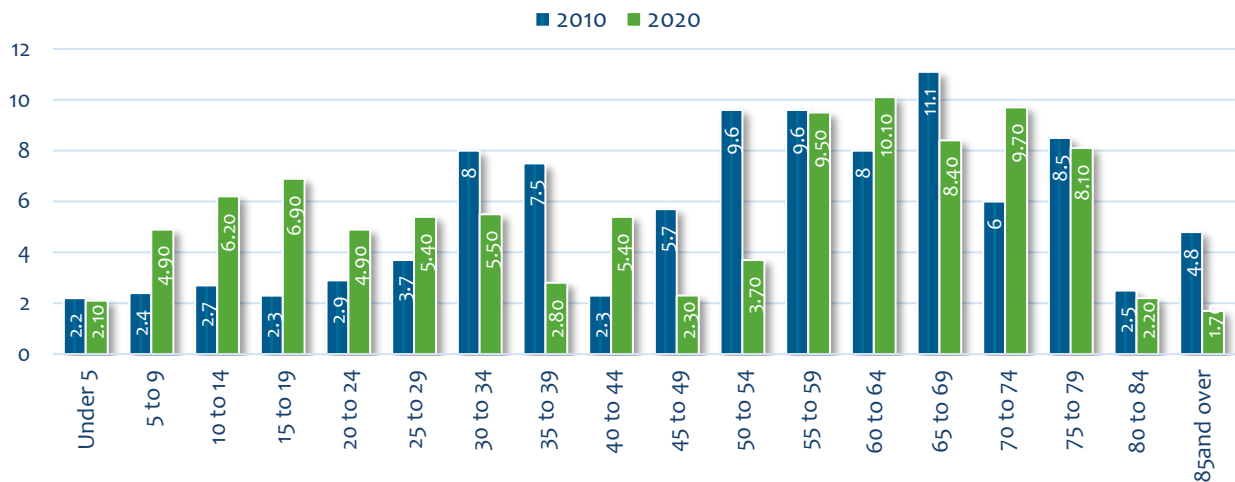
The population of Maggie Valley is getting slightly younger, although the majority of the population remains over the age of 50. The median age in 2010 was 56.6 and in 2020 it was 54.9. The largest age cohort from the 2010 U.S. Census Data was the 65- to 69-year-old age consisting of 11.1 percent of the total population, however, the largest cohort in 2020 was the 60-64-year-old cohort. All ages cohorts between the ages of 5 and 30 saw an increase in the percentage of the population in 2020. The data reveals an emerging youth population in Maggie Valley with a steady, albeit slightly decreasing retired community.

54.9

2020 Median Age

Percent of Population by Age

Source: US Census Bureau

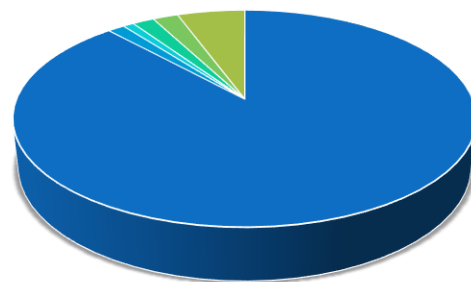


Race & Ethnicity

The 2020 Decennial Census data reveals that Maggie Valley has a homogeneous population. In 2010, only about seven percent of the Town’s population identified as a race other than White. 2020 census data reveals that the Town has diversified slightly, with over 88 percent of the population identified as White which is similar to the overall population makeup of Haywood County.

Race & Ethnicity

Source: 2020 US Census Bureau



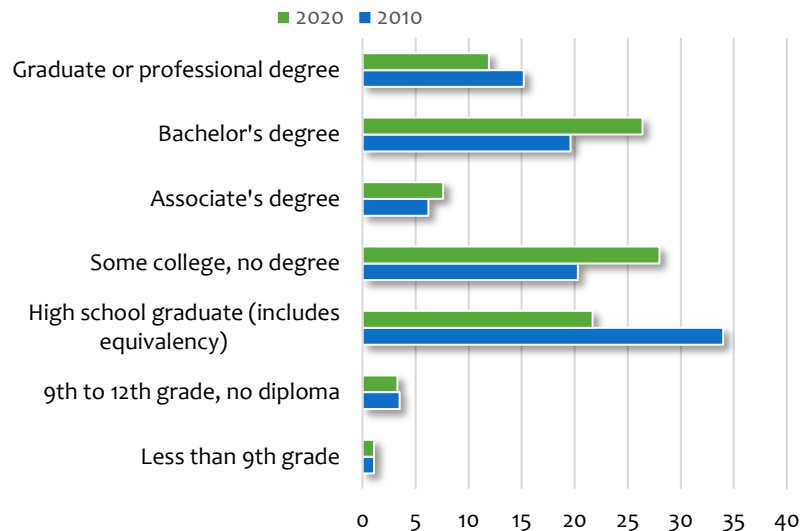
- White alone (88.3%)
- Black or African American alone (1.4%)
- American Indian and Alaska Native alone (0.9%)
- Asian alone (1.8%)
- Some Other Race alone (2.1%)
- Two or more races (5.6%)

Education

The U.S. Bureau of Labor Statistics has conducted several studies and published several scholarly articles regarding the correlation between educational attainment and income. It has been proven over time that “the more you learn, the more you earn.” There has been a general increase in the educational attainment of the Maggie Valley population. In 2010, the highest educational level of the majority of the population was a high school degree. In 2020, the majority had some college education. The Town also saw an increase in the percentage of residents with Associate and Bachelor’s degrees in 2020.

Educational Attainment for Population Over 25 Years Old

Source: US Census Bureau



95.6%

Residents aged 25+ with High School Diplomas or Higher

Employment

The Town’s current Labor Force Participation Rate (civilian population 16 years and over) is 47.8%. This compares to The Town’s Prime-Age Labor Force Participation Rate (civilian population aged 25-54) is 82.8%. This data demonstrates that most of the labor force is aged 25-54, with 17.2% of the labor force being aged 16-24 and 54+. This alludes further to the sizeable retiree population, with many older residents notably not being active in the labor force of Maggie Valley.

The Town’s largest industry is Accommodation and Food Services (37.0%) employing 302 workers. The following industry by size is Retail and Trade (18.2%), and Health Care and Social Assistance (12.2%). According to economic development forecasts based on the quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, the Town is set to see a growth of 1.4% across all industries, with the largest growths observed within the Arts, Entertainment, and Recreation (3.3%) and Accommodation and Food Services (2.5%). This signals that the economy of Maggie Valley should expect modest economic growth, particularly in economic activities related to tourism and other recreational practices.

Accommodation & Food Services is Maggie Valley’s primary industry.

Income

The median household income has seen a minimal decrease between 2010 and 2020 from \$52,933 to \$52,836. The 2020 figure is higher than Haywood County's but lower than the State's. The average (mean) income for Maggie Valley is \$61,953, which is lower than both Haywood County (\$67,701) and the State (\$75,923).

Notable is the sharp decline in the average (mean) income in Maggie Valley from 2010 \$80,956 to \$61,953 in 2020.

Wages and Cost of Living

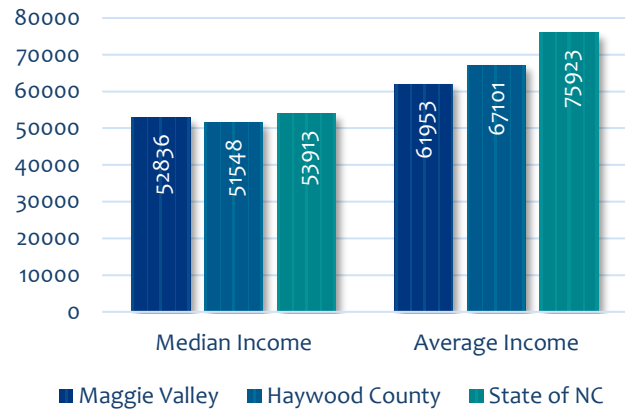
The average worker in The Town of Maggie Valley earns an annual wage of \$40,632. In comparison to North Carolina at large, the average wages were \$65,055. Analyzing this data with the cost-of-living index, the annual wage can be understood in terms of a resident of Maggie Valley's purchasing power. The Town of Maggie Valley bears a cost of living of 2.4% higher than the US average, 8.9% higher than the State of North Carolina, and equal to Haywood County. This information illustrates that the cost of living for Haywood County, Maggie Valley included, is notably higher than the rest of North Carolina while wages are notably lower.

\$52,836

2020 Median Household Income

2020 Income Comparison

Source: US Census Bureau



\$28,928

2020 Per Capita Income

6.6% of people in Maggie Valley live below the poverty line

The Coronavirus Pandemic had historic and monumental effects on the world economy. The US Census Bureau data does not specifically address the effects of the pandemic on the local economy but some surprising trends may be attributed to the volatile times. For example, the lockdowns and changes in social behaviors dramatically affected tourism not only in Maggie Valley and North Carolina but around the world. These effects cannot be ignored and while they may not be readily apparent in the numbers herein, the effects may be very apparent in future trends. In consideration, a Plan goal should be directed toward exploring other industries to diversify the economy of the region.

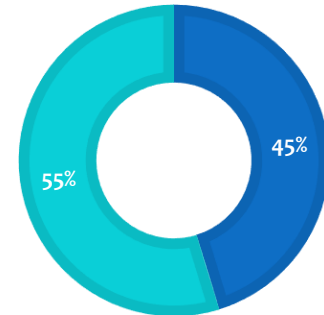
Housing

According to the 2020 Decennial Census, Maggie Valley has 1,709 housing units. This is an increase of 61 units from 2010, the same time period in which there was an increase of 537 people. Despite the increase in the number of units, the Town has approximately a 54.7% vacancy rate. This is drastically different from Haywood County which has 22.1% of its housing stock vacant and the State average of 11.6% vacancy in 2019. While this may be alarming, this is indicative of the Town's resort and vacation destination status. Further, the relatively small increase in the number of units as compared to the increase in the number of residents indicates an aging housing market, which can be seen in the data under housing stock.

Occupied vs Vacant Housing Maggie Valley, 2020

Source: US Census Bureau

■ Occupied ■ Vacant



The extremely high rate of vacancy observed in Maggie Valley can likely be attributed to seasonal tourism which render the units unoccupied for a period in the off-season. Short-term rental data from www.airdna.co shows Maggie Valley having approximately 765 rental units in Q3 of 2022. This number coincides with American Community Survey data which shows that 751 of the vacant housing units in Maggie Valley were “For seasonal, recreational, or occasional use.” These findings indicate that over 40% of residential units in Maggie Valley are seasonal/rental properties.

Over 40%

Residential units in Maggie Valley that are seasonal / rental properties

Housing Occupancy

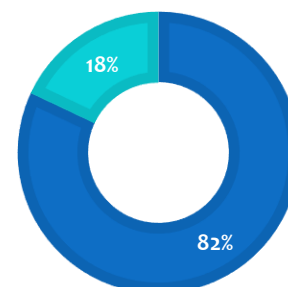
Considering the housing that is occupied (aka “not vacant”), in 2010, 77.9% was owner-occupied and 22.1% was renter-occupied. However, 2020 saw a change in the balance of owner-occupied and renter-occupied housing with owner-occupied rates increasing to 82% and renter-occupied rates decreasing to 18%.

In 2020, comparatively, the State had an owner-occupancy of 66% and renter occupancy of 34%. The County had an owner-occupancy of 73% and a renter-occupancy of 27%. Maggie Valley's rates of owner-occupancy are much higher than those of the County and State. This is most likely because many of the vacant housing units (not considered in this metric) are seasonal or rentals and most of the occupied units are permanent, year-long residents.

Ownership and Occupancy Maggie Valley, 2020

Source: US Census Bureau

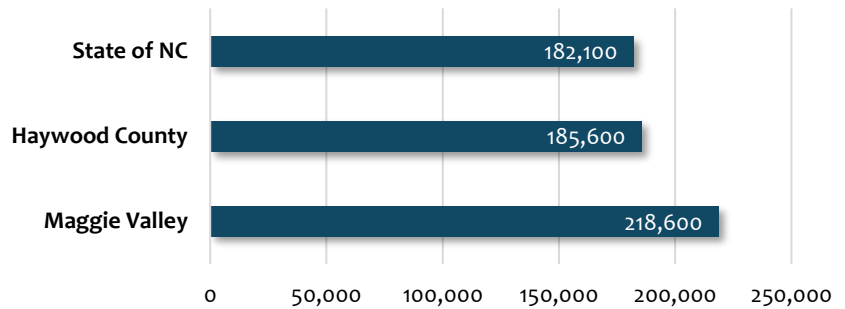
■ Owner Occupied ■ Renter Occupied



Home Value

In 2020, the median home value of owner-occupied units in Maggie Valley was \$218,600 which was approximately \$31,000 more than the median home value of owner-occupied units in Haywood County (\$185,600) and \$36,500 more than the State median value (\$182,100).

Median Value of Owner Occupied Units

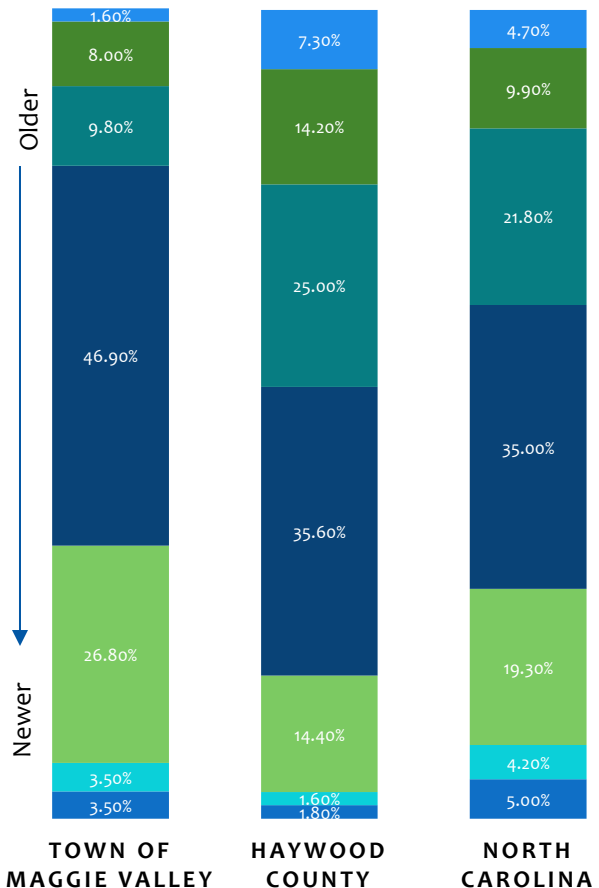


Age and Type of Housing Stock

2020 American Community Survey data revealed that the majority of homes in the Town, nearly 50%, were constructed during the twenty-year period extending from 1980 to 1999. The ten-year period from 2000-2009 provides 26.8% of the housing units. On average, the Town's housing stock is younger than that of Haywood County and North Carolina. However, the State is seeing a greater percentage of new construction since 2013.

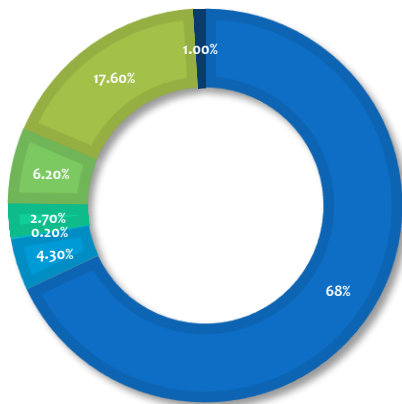
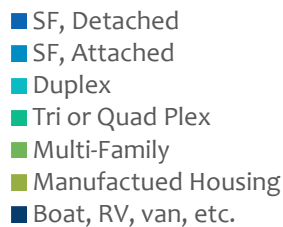
HOUSING AGE: YEAR CONSTRUCTED

Source: US Census Bureau



TYPE OF HOUSING UNITS

Source: US Census Bureau



Commuting

Ninety-eight percent (98%) of residents in Maggie Valley own a vehicle. However, according to the most recent data available, it does not appear that Maggie Valley residents commute via public transportation services with any regularity to be assessed by data collection. According to the American Communities Survey (ACS), it is estimated that 74% of people drive alone to work and 10% carpool. Approximately 6% of commuters walked to work and nearly 10% work from home.

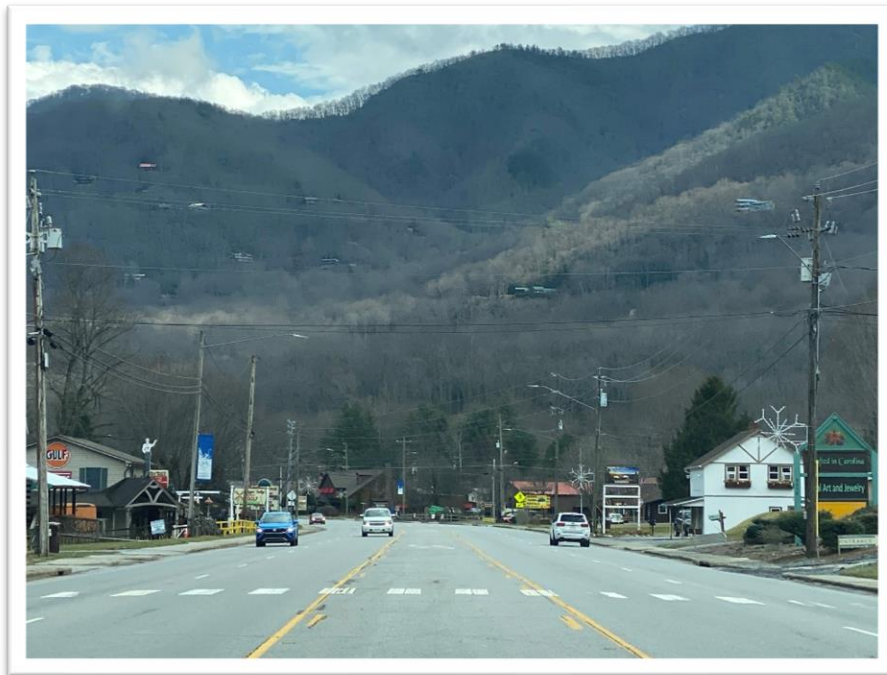
The ACS also provides data on the place of work and estimates that 29.1% of workers (those 16 years of age and older) work and live in Maggie Valley but 70.9% of workers live in Maggie Valley and work elsewhere.

Another interesting statistic is that 74.3% of workers from Maggie Valley work within Haywood County (including Maggie Valley) and 24.6% work outside Haywood County, and 1.1% work outside the state.

The average commute time for residents, for those that travel to and from jobs, was found to be 25.6 minutes, further supporting the fact that most residents travel out of the area for work. Haywood County's average commute time is 22.7 minutes, and North Carolina's is 24.8. This demonstrates that, while slightly above The State and County averages, Maggie Valley residents experience relatively normal commute times. However, if the Town wishes to become a "live-work-play" community, the Town needs to focus efforts on creating and retaining jobs within Maggie Valley.

25.6

**Average Commute Time
in Minutes**



Previous Planning Efforts

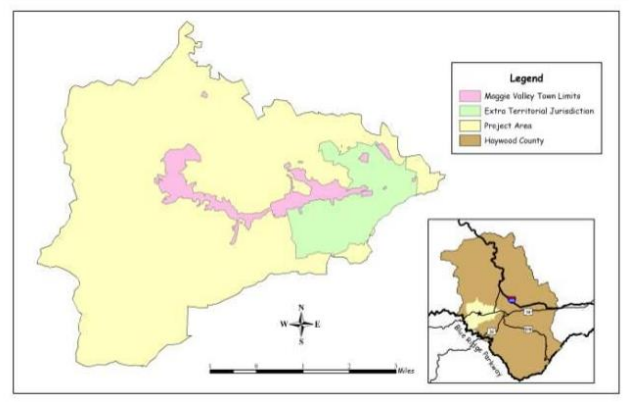
Comprehensive planning is an ongoing and ever-evolving municipal process. Much like demographic analysis, previous planning efforts conducted by the Town, County, and other parties can provide a snapshot of Maggie Valley's current situation. Previous studies and reports provide insight into why the Town is the way it is now but also identify current and future needs. Maggie Valley is fortunate to have had previous land use analyses and studies. This section contains an overview of past plans that are relevant to this current comprehensive planning effort.

Driving Miss Maggie: A Comprehensive Plan (2004)

Summary

Driving Miss Maggie is one of the first overall planning efforts undertaken by the Town. Many of the elements of this Plan, including the Community and Vision and Conceptual Elements, are still pertinent today. The plan breaks down root problems and identifies keys to community character, and solutions for a variety of elements, such as the physical environment and commercial activities. The takeaways from the plans are important and summarized:

1. Lack of a town center
2. Tourist magnet, such as an outlet mall
3. Jonathan Creek greenway/linear park
4. Redevelop entrances to US19
5. Traffic Circle at US 19/US 276
6. Soco Road streetscape and pedestrian/bike facilities
7. Grocery store and pharmacy
8. Construction of a recreation complex
9. Open space network
10. Exercise land use controls
11. Greater leadership in shaping the growth
12. Bottom-up participation
13. Reevaluate the design and use of roads
14. Expanding and diversifying employment
15. Technically trained staff



Importance to Planning Effort

Despite being written eighteen years ago, many of the concepts of the plan still remain as stated. Items like the Town Center, a roundabout at Soco Road, and Jonathan Creek Road, and the need for a grocery store remain important and have been addressed in varying degrees. It is important to take those concepts that remain true and apply them to the goals and objectives developed as a portion of this plan.

Maggie Valley Land Use Plan (2007, updated 2022)

Summary

Originally produced in 2007 and updated in 2022 to meet state regulatory requirements, the Land Use Plan continues the previous planning efforts. Changes made as part of the 2022 update involved updating demographic datasets and evaluation of text relevancy. The original 2007 text outlined nine key community issues facing the Town. As of the 2022 update only one original issue, the lack of buildable/vacant land, is no longer considered a concern. The remaining issues include:

- Accelerated development of property on steep slopes
- Poorly planned development
- Aesthetic issues
- Lack of affordable housing
- Lack of economic diversity
- Lack of public access to the creek and other natural areas
- Traffic/transportation problems
- Lack of a “Town Center”

The document contained a recommendation matrix, which notably outlined Town goals identified in the initial planning effort. As part of the 2022 update, Town staff reassessed this matrix to note items that had been completed, were near completion, are no longer applicable, or have not yet been completed. The remaining items are included in Appendix A herein.

Importance to Planning Effort

While much of the original data and information needed to be revised during the plan update, many of the concepts of the plan still remain as stated. The recommendations made in this plan, including the 2022 updated considerations, are important to the current planning effort as they provide a point of context for consideration of future implementation items.

Maggie Valley Revitalization Plan (2012)

Summary

This plan was funded by the Town and written in partnership with Craig Madison & Associates. The purpose of the plan was to reassess the economic development of Maggie Valley and identify strategic implementation items to remain competitive in the regional markets. Recommendations in the plan were based on community input and a SWOT analysis conducted in January 2013. The key plan premises were to establish consistent hours and opportunities (“Mall Mentality”), leverage multi-modal travel (bicycles, motorcycles, & cars), and enhance the curbside appeal. Action items in this plan stressed the importance of local partnerships and skills-based education.

Importance to Planning Effort

The Revitalization Plan posits several, varied economic development recommendations that remain applicable to this planning endeavor. In particular, the plan makes note of strategic partnership opportunities between Town entities. Implementation of comprehensive plan recommendations will require strong champions and partnerships to ensure that the plan is actually executed rather than stagnant.

Maggie Valley Pedestrian Safety Action Plan (2016)

Summary

The Maggie Valley Pedestrian Safety Action Plan is a stand-alone plan that was developed in consideration of a Town Center location. Town leadership recognized that multi-modal safety efforts would be required in the Town's future to ensure that Soco Road continued to be usable for cyclists and pedestrians. The plan specifically noted that only one-third of crosswalks in Town contained a pedestrian island. Much of the plan explores alternative pedestrian and bicycle designs including lighted crosswalks and shared bicycle lanes. Cost estimates are provided for design elements for planning purposes.

Importance to Planning Effort

Many of the pedestrian crossing designs made in this plan have been incorporated into the roadway project EB-5926 (see Transportation Improvements). Townwide bicycle improvements are limited, and Town leadership have expressed continued concern with shared bicycle lanes. For bicycle infrastructure to be viable in the Town's future, the comprehensive planning effort must explore alternative bicycle options.

Smoky Mountain Regional Hazard Mitigation Plan (2022)

Summary

The recent update to the 2012 version of the plan, the 2022 Smoky Mountain Regional Hazard Mitigation Plan, provides a quantitative analysis of hazards and inclement weather occurrences in the Smoky Mountain region since 1973. The report conducts an inventory of physical and improved assets, specifically buildings, which are within areas vulnerable to hurricane winds, flooding, wildfires, and other natural hazards. The most common and costly hazard has been thunderstorm wind events which have resulted in \$50,000 worth of property damage. The plan also notes the number of residential structures vulnerable to a hazard given their location. For each municipality within the region, the plan provides a list of recommended mitigation action items. The plan notes that critical facilities within Maggie Valley include three Fire/EMS stations and one law enforcement facility.

Importance to Planning Effort

The Smokey Mountain Hazard Mitigation Plan notes twenty-one (21) items within the Town of Maggie Valley. These action items should be completed at varying deadlines with the most recent being 2022 and the latest being 2030. At the time of this planning effort, the Town has not yet acted upon any action items. The comprehensive planning effort should address known hazards and utilize the action plan to further build a resilient Town. The plan should also consider the need for additional critical facilities as the population increases and ensure that the future land use map provides ideal locations for these facilities.

Haywood County Greenway Plan (2022)

Summary

Throughout the time of this planning effort, the Haywood County Greenway Plan has been developed and adopted. The plan is a joint effort of Haywood County and the French Broad River Metropolitan Planning Organization. This partnership evaluated the county-wide potential for multi-modal connections. The plan makes recommendations for greenway facilities, some specific to Maggie Valley, however, many of the initial recommendations for development of greenway connections in the greater Maggie Valley area were not included in the final version of the plan. The recommendations for Maggie Valley center around the Jonathan Creek District and intend to connect to existing trails and greenways, as well as improvements in the area of Dellwood and Soco Roads. See Appendix for specific Maggie Valley recommendations.

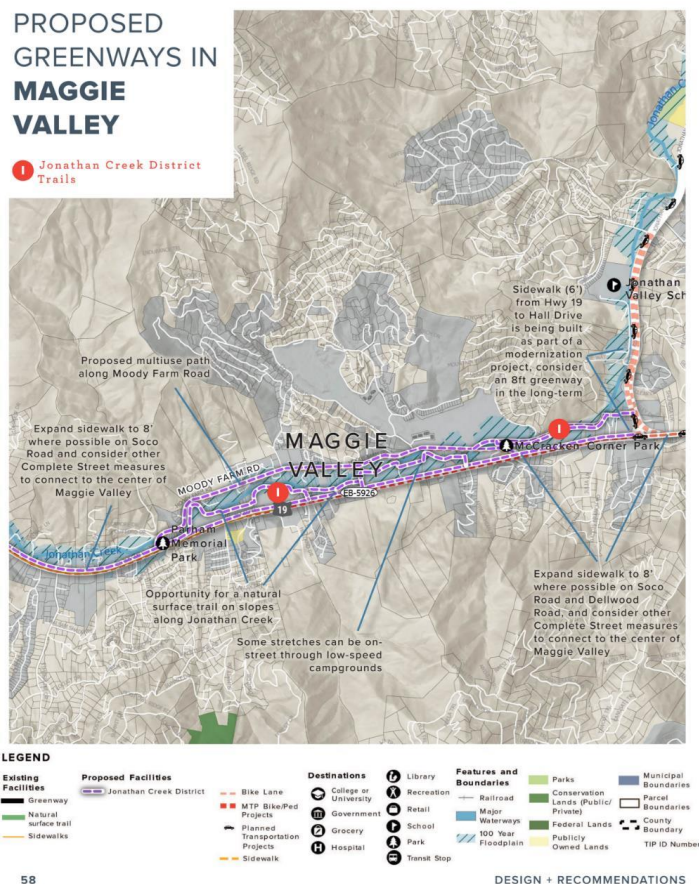
Importance to Planning Effort

The Haywood County Greenway Plan reveals a unified intent to interconnect the region with multi-modal infrastructure and emphasize the region’s natural amenities. The Plan was adopted by the Haywood County Board of Commissioners with support from the Town during the public engagement efforts. Potential partnerships identified in the plan may also prove to have additional overlap with comprehensive planning goals and action items.

Project Vision

The Haywood County Greenway Plan will:

- provide people of **all ages and abilities** with safe and comfortable options for transportation and recreation;
- connect to **local and regional destinations**; and,
- improve the **quality of life** in the County through positive health, economic, and environmental outcomes.



Community Facilities Inventory

The Town of Maggie Valley enjoys a variety of community assets and services that must be considered in the planning process. By highlighting the availability and location of such facilities, the Plan can physically identify areas where services are lacking or where services may be grouped for ease of access or use. It also shows where facilities can be connected by roads, greenspaces, or pedestrian walkways. The following section outlines the existing public and quasi-public services, facilities, buildings, infrastructure, and utilities that support Maggie Valley.

Municipal Facilities and Services

Town Hall

1 Maggie Valley’s Town Hall is where most of the day-to-day administrative duties of the Town are conducted. The facility is located on Soco Road and includes the offices for the Town staff (Town Manager, Town Clerk, Planning and Development Services, and Finance.) The Board of Alderman Chambers, a community gathering space, a branch of the Haywood County Library, the Veteran’s Memorial, and an outdoor playground and pavilion are also a portion of the facility. Currently, there are six (6) employees.



Public Works

2 The Public Works department handles a variety of maintenance and repair work for Town facilities. In addition to maintaining public facilities and grounds, the department of only five (5) employees also oversees and coordinates solid waste disposal, recycling, yard waste disposal, electronic waste disposal, and white goods collection (large home appliances such as refrigerators).



This department is also responsible for maintaining Town-owned streets, of which there are currently 36 constituting approximately 6.82 miles of roadway.

The department also operates a repair and maintenance facility behind the Police station.



Wastewater Treatment Facility

3 The Public Works department is also responsible for the operation and oversight of the Town’s Wastewater Treatment Facility (WWTF) and associated lines and equipment that treat the Town’s sewage waste. The facility staffs an additional three employees. The extended aeration secondary treatment plant underwent a major expansion in 2006 and has the capacity to process up to one million gallons per day. The Town services approximately 2,000 separate sewer customers with a combined customer population of approximately 4,600. In 2020, the facility treated an average daily flow of 407,000 gallons per day.



The plant consists of a step bar screen with a shaftless screw conveyor for preliminary treatment and two (2) first-stage and two (2) second-stage aeration basins along with a rectangular clarifier for secondary treatment. Disinfection is done by injecting chlorine into the effluent and dechlorination is achieved with sulfur dioxide gas injection. Residuals are held in two 60,000-gallon aerobic digesters until dewatering is completed by a one-meter belt filter press. Dewatered sludge is then stabilized by using the N-VIRO Alkaline Stabilization Process. Part of the sludge is land-filled. The WWTF produced approximately 200 tons of Dewatered sludge in 2020.

The Maggie Valley Festival Grounds

4 The Maggie Valley Festival Grounds is an event venue, owned and operated by the Town of Maggie Valley. The grounds are leased to coordinators who host events and festivals that draw residents and visitors year-round. Located on Soco Road, these grounds are equipped with ADA-accessible bathrooms, concessions stand, a ticket office, a lighted stage, water, electric, Wi-Fi, river access, and parking both on and off-site (Overflow). This unique amenity encourages economic development and recreational opportunities for Town residents and visitors.



Source: <https://maggievalleyfestivalgrounds.com>

Recreational Facilities

Elevated Creek Park

5 Elevated Creek Park is a newly re-opened and revitalized space that runs along Jonathan Creek. The park is home to a picnic pavilion, a creekside trail, educational opportunities, and new stormwater controls all of which cultivate public activity and enjoyment alongside Jonathan Creek.



Jonathan Valley Elementary Creek Entrance

6 Jonathan Valley Elementary Creek Entrance was created with the intention of serving as an additional access point further north on Johnathan Creek as well as facilitating outdoor educational opportunities in the natural environment for students at Jonathan Valley Elementary.



Moody Farm Road Sidewalk

7 Moody Farm Road Sidewalk offers a well-maintained oasis for walkers, runners, or those looking to enjoy a casual stroll. Moody Farm Road Sidewalk originates at one end of Parham Park and runs the length of Moody Farm Road until arriving at Soco Road.



Mary Rathbone Rich Park

8 Mary Rathbone Rich Park demonstrates the connection historic families have to The Town of Maggie Valley, with the namesake family reaching back 200 years. The park possesses a newly constructed sensory garden, rain garden, wheelchair-accessible ramps, picnic pavilion, walking trail, educational opportunities, and creek side benches.



McCracken Corner Park

9 McCracken Corner Park exists at the intersection of Moody Farm Road and Soco Road. The park serves as a useful access point for those traveling by car to utilize Maggie Valley's walkways and Mountain View Greenway. The park also contains tables, grills, and pergolas.



Town Hall Park

10 Located beside Maggie Valley's Town Hall, this park is the oldest public park in The Town. It contains a picnic pavilion, walking path, playground, basketball court, and horseshoe pits. The playground has been recently renovated, now fitted with slides, swings, climbing walls, and other fun activities.



Parham Park

11 Connected to the Moody Farm Road Sidewalk, and easily accessible from Soco Road, Parham Park is an additional and valuable amenity for residents of Maggie Valley. Adjacent to the creek with clear waters, notable for trout, the fishing pier at the park is available to all. The park boasts a walking trail and creek-side benches.



Mountain View Creek Park

12 Mountain View Creek Park is located on Mountain View Drive near the Maggie Valley Club. The park provides a unique opportunity to picnic and relax. The park contains ADA-accessible picnic tables with grills, entry points to Jonathan Creek, and educational opportunities to learn about the ecosystem present in the creek and other nearby bodies of water. The gravel walkway is host to a creek side view and idyllic views.



Emergency Services

Town of Maggie Valley Police Department

13 The Police Department is located on Summit Drive. The force currently consists of twelve (12) employees in the Maggie Valley Police Department. This includes the Police Chief, one captain, one lieutenant, one detective, two sergeants, four patrol officers, and two admin/evidence technicians. The police have a community-oriented approach and provide crime prevention and law enforcement.



Maggie Valley Fire and Rescue

14 Maggie Valley Fire and Rescue is located at 2925 Soco Road. In addition to providing emergency response to fires and medical emergencies, the Maggie Valley Fire & Rescue Department is also responsible for the rescue, hazardous material assistance, and issuing burn permits. The department is supported by approximately thirty-one (31) volunteer firefighters and eight (8) non-firefighting volunteers. They are classified as a 24-hour, volunteer fire department and carry a 4/5 ISO fire insurance rating.



Jonathan Creek Fire and Rescue

15 Although not located within the Town limits, the Jonathan Creek Volunteer Fire Department, Station 23, services residents of Maggie Valley, Waynesville, and Haywood County. Founded in 1982 and located on Joe Carver Road, the volunteer force consists of over 45 firefighters and first responders. They have responded to approximately 834 calls between January 2022 and March of 2023



Source: www.google.com (Henry D.)

Haywood County Rescue Squad

Emergency medical assistance is provided by Haywood County Rescue Squad, which is not located within the Maggie Valley study area. The nearest medical facilities are located in Waynesville.

Other Public and Quasi-Public Services and Facilities

Haywood County Library: Maggie Valley Branch

16 The Town's library branch is in the same building as Town Hall. The library is currently only open on Tuesdays and Thursdays, but residents can check out books from the Haywood County Library and its regional partners and participate in other services offered, such as book clubs and story hours.



Post Office

17 The U.S. Post Office for Maggie Valley (Zip Code 28751) is located at 4280 Soco Road and facilitates mailing and delivery needs as well as additional services such as money orders, burial flags, PO boxes, bulk mail, etc.



Maggie Valley Sanitary District

18 The Maggie Valley Sanitary District provides water service to the residents and businesses of Maggie Valley and the surrounding areas. They provide an annual drinking water quality report and encourage water conservation methods. Maggie Valley is one of the very few communities in the Country that provides drinking water all from local sources.



Source: <https://maggiewater.myruralwater.com>

Jonathan Valley Elementary School

19 Jonathan Valley is a part of Haywood County Schools and is the local elementary for grades Kindergarten through Fifth Grade in Maggie Valley and the surrounding area. The school is located on the western side of Jonathan Creek Road, just north of its intersection with Soco Road. In addition to standard education services, the school offers after-school care and summer camp options for additional supervision and enrichment opportunities.



Maggie Valley Chamber of Commerce

20 The Chamber of Commerce is currently located in Eagle Plaza in Maggie Valley and consists of a network of businesses working together to support events, facilitate employee training programs and otherwise connect with a member of the community. The organization’s principal duties are to:



- “To Market Maggie Valley and Haywood County as a year-round vacation destination and promote visitor services in order to enhance the economic growth and development of the area; and
- Advance and safeguard travel and tourism, the civic and cultural community, and the commercial, governmental, industrial, and agricultural interests of Maggie Valley; and
- Play a major role in developing a program to make Maggie Valley a better place in which to live and succeed.”

The Chamber is directed by the Chamber Board and publishes the Maggie Valley Visitor’s Guide.

Visit NC Smokies – The Haywood County Visitor Center

21 Primarily a resource for out-of-town guests, the Visitors Center, located on Soco Road, is the go-to location for maps and brochures of regional attractions. Operated by the Haywood County Tourism Development Authority (TDA), the facility is open Monday – Saturday and public restrooms are also provided.



Source: <https://visitncsmokies.com>

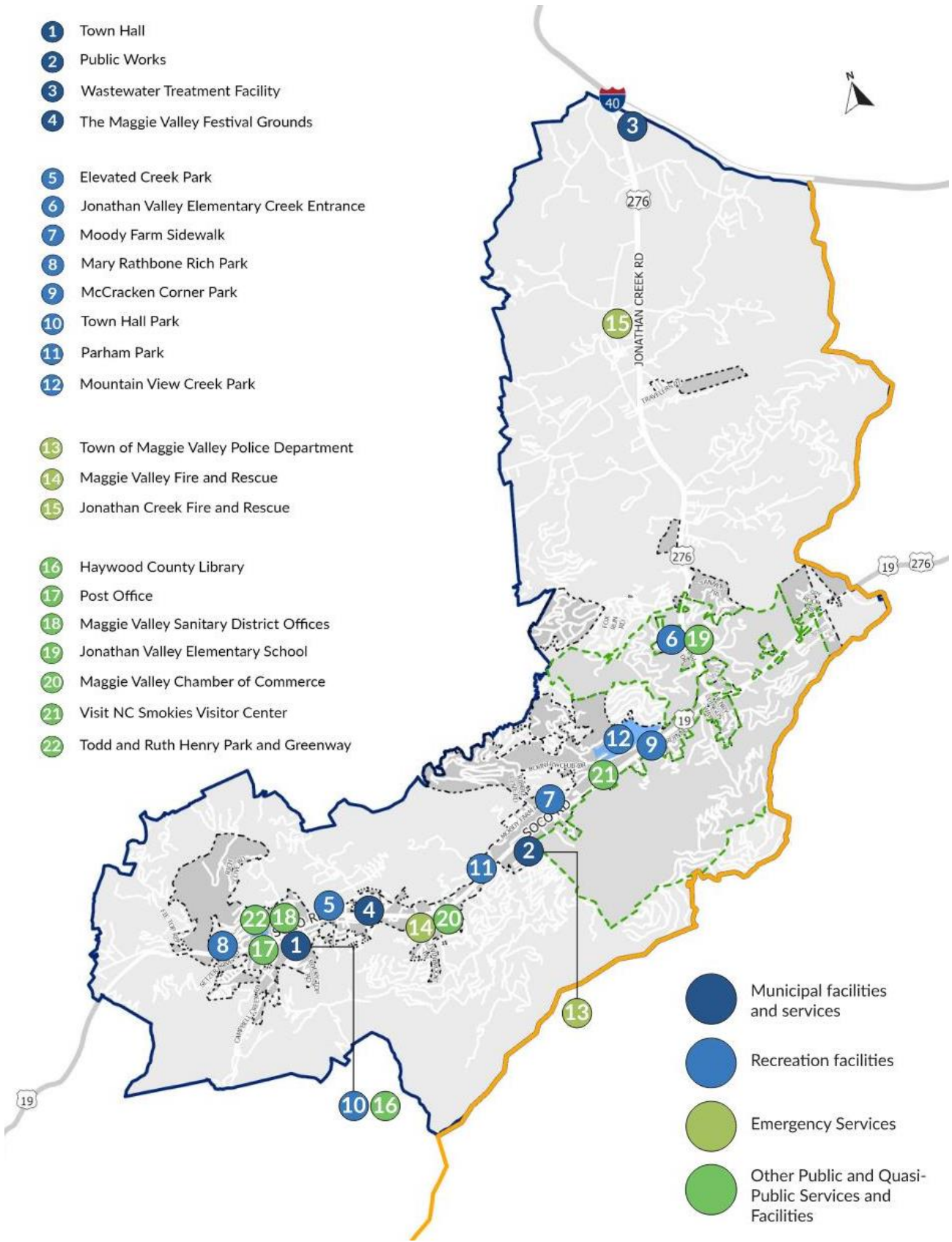
Todd & Ruth Henry Park and Greenway

22 Todd & Ruth Henry Park and Greenway are perhaps best known for their revitalizing peace and quiet. The land is owned by The Maggie Valley United Methodist Church and was donated by Todd and Ruth Henry to Maggie Valley UMC. The park boasts a walking trail, a picnic pavilion, a historic barn, an open field for activities, a community garden, and most of all the park serves as an essential relaxing sanctuary.



Source: <https://maggieumc.org/>

- 1 Town Hall
- 2 Public Works
- 3 Wastewater Treatment Facility
- 4 The Maggie Valley Festival Grounds
- 5 Elevated Creek Park
- 6 Jonathan Valley Elementary Creek Entrance
- 7 Moody Farm Sidewalk
- 8 Mary Rathbone Rich Park
- 9 McCracken Corner Park
- 10 Town Hall Park
- 11 Parham Park
- 12 Mountain View Creek Park
- 13 Town of Maggie Valley Police Department
- 14 Maggie Valley Fire and Rescue
- 15 Jonathan Creek Fire and Rescue
- 16 Haywood County Library
- 17 Post Office
- 18 Maggie Valley Sanitary District Offices
- 19 Jonathan Valley Elementary School
- 20 Maggie Valley Chamber of Commerce
- 21 Visit NC Smokies Visitor Center
- 22 Todd and Ruth Henry Park and Greenway



Utilities

Water and Sewer

Utilities are an essential service and a modern convenience. All households in Maggie Valley are provided with plumbing and kitchen facilities. As mentioned previously, water in Maggie Valley is provided by the Maggie Valley Sanitary District and sewer is provided by the Town’s Wastewater Treatment facility. For homes not hooked to public water and/or sewer, wells and/or septic tanks are generally utilized.

Telephone

Telephone service is provided to nearly all households, although landlines are being replaced by cell phones. Landline service is generally provided by AT&T or Spectrum.

Heating, Electric, and Gas

Nearly all households in Maggie Valley have heating services. The make-up of house heating sources is electricity (72.7%) followed by gas (18.6%). Electricity is primarily provided by Duke Energy Progress and Haywood Electric Membership Corporation (EMC). Natural gas is not provided within the limits of Maggie Valley. Propane gas is generally provided by Blossman Gas and Mountain Energy Gas although other sources are also available to residents. The remaining sources consist of fuel oil, utility gas, and other fuels for heating homes.

Internet

Only 88.2% of Maggie Valley Households maintain access to an internet subscription of some sort, including broadband, satellite, or cellular data plans (provided primarily through AT&T and Spectrum). This leaves 11.8% of Maggie Valley residents without consistent or any access to internet services. Additionally, some users have noted issues of quality/consistency of the existing internet services.

As a result of contemporary economic, social, cultural, and political norms, a lack of quality internet is a significant disadvantage to those households in Maggie Valley without sufficient availability. However, in comparison with the State and surrounding communities, Maggie Valley has a greater percentage of the population with internet service. The chart provided indicates that Haywood County only has 73.6% of residents with internet access. Despite this fact, the town should focus efforts that will promote the increased availability, reliability, and affordability of internet subscription services, to best benefit the well-being and productivity of its residents.

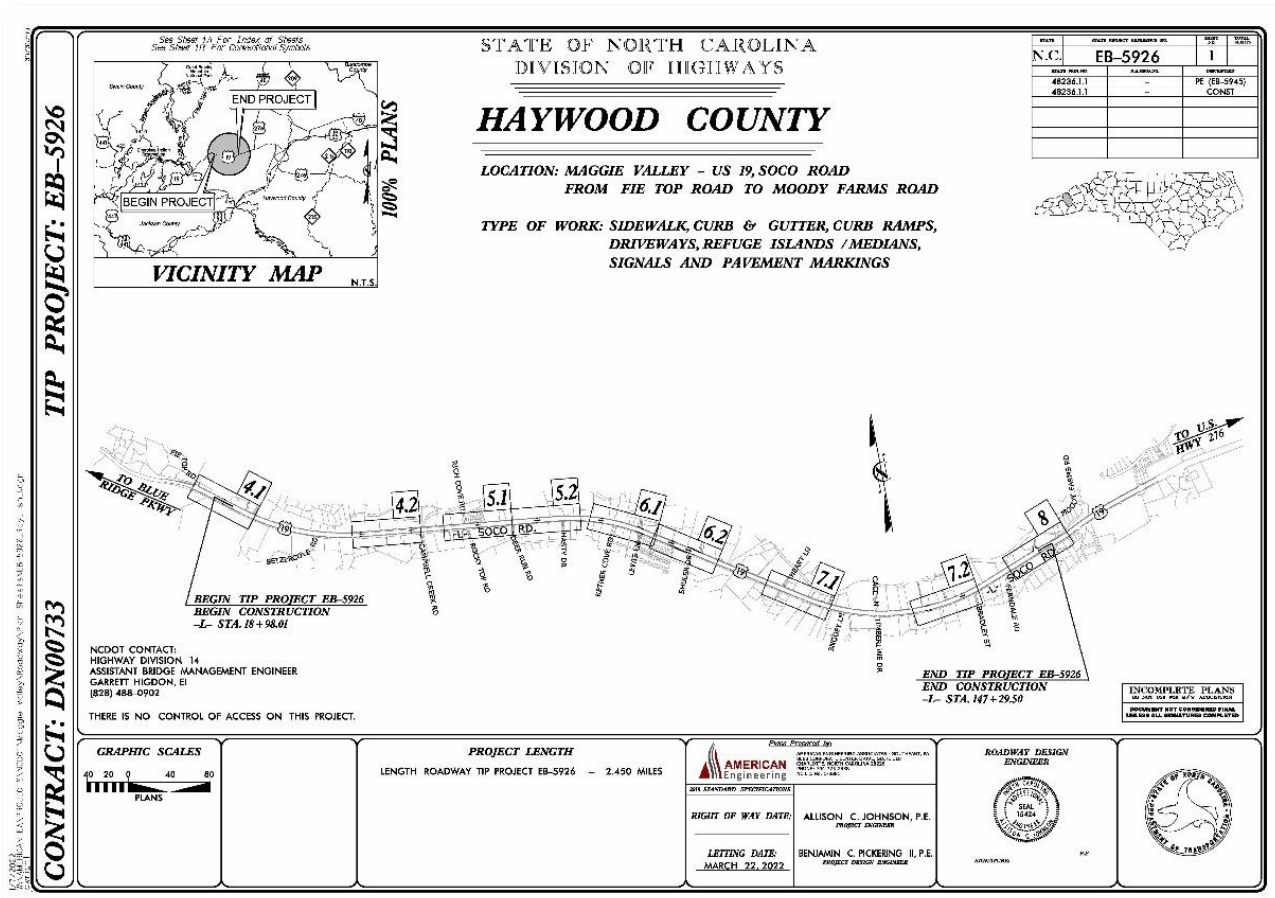
Geography	% with Internet
Maggie Valley	88.2%
Clyde	73.5%
Canton	69.2%
Waynesville	71.9%
Haywood County	73.6%
North Carolina	83.7%

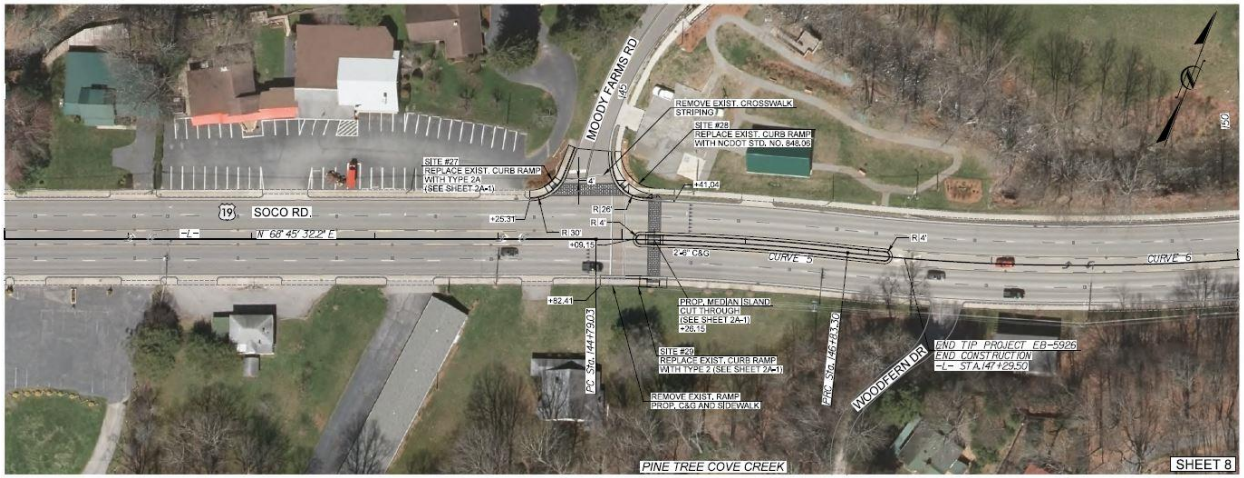
Transportation Improvements

Maggie Valley is intrinsically tied to US-19 (Soco Road) and US-276 (Jonathan Creek Road). The Town limits of the original incorporation were based on the location of and distance from Soco Road. Jurisdictional limits still follow the two roadways, and state-driven enhancements to the corridor greatly affect the Town’s mobility. North Carolina Department of Transportation (NCDOT) is currently in the design stages for two large-scale improvements to Soco Road and Jonathan Creek Road that will positively impact the Town’s accessibility and mobility.

Soco Road Improvements (EB-5926)

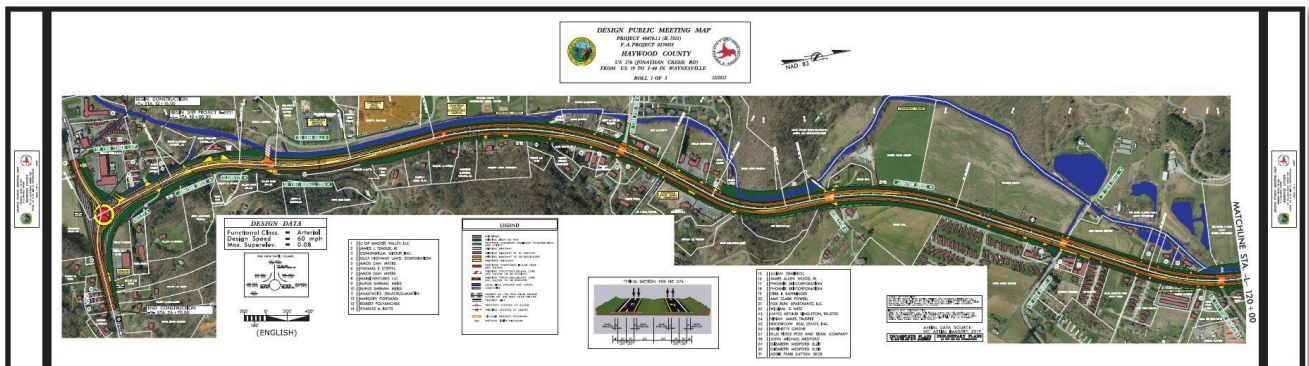
EB-5926 represents a roadway project extending from Fie Top Road on the western limits of the Town to Moody Farm Road. Improvements cited in this project include multiple mid-block pedestrian crossings, pedestrian crossing islands, curb ramp enhancements, and proximate sidewalk improvements along Soco Road. This improvement is important to the Town because it would expand Maggie Valley’s existing pedestrian infrastructure and make north/south crossings much safer. Residents and visitors will be able to leverage the Town’s already impressive sidewalk infrastructure with the proposed crossings to reduce internal automobile trips.





Jonathan Creek Road Improvements (R-5921)

R-5921 represents improvements spanning from the intersection of Jonathan Creek Road with Soco Road towards the intersection of Jonathan Creek Road with I-40 with the purpose of modernizing the existing infrastructure. Improvements along the corridor include paved shoulders, various turning lanes, U-turns, median openings, and a roundabout at the intersection of Soco Road with Jonathan Creek Road. Roadway enhancements and turning improvements will greatly impact the usability of lands adjoining Jonathan Creek Road by allowing for more navigational opportunities and easing the northern expansion of Town limits along the corridor.



Uniquely Maggie Valley

This section of the plan addresses the topics that are at the forefront of discussion with the Town leadership and combined, are uniquely Maggie Valley. They are addressed here in the Community Context section as these topics are directly related to particular demographic trends and the development of land uses and zoning. These topics are important to the sustainability of Maggie Valley in numerous ways: Retiree Influx is related to the sustainability of population, vacation rental housing is related to the sustainability of neighborhoods and small-town feel, and environmental preservation is related to the sustainability of the ecosystem and natural environment, all of which are quintessential to Maggie Valley.

Retiree Population

Although the most recent data reflects an emerging younger population, the majority of the community remains over 50 years old. The Town is an ideal location for retirees due to its location to regional amenities, proximity to medical facilities in Waynesville, and overall affordability. Somewhat conversely, the recreational and seasonal nature of the Town can strain existing support services for this age cohort. Simply shopping for groceries still requires the use of an automobile and average mobility, conditions less common in older populations. Standard medical checkups and pharmacy prescriptions also require the same level of mobility since the Town only has limited services. Additionally, age-restricted housing is scarce within the Town. The Maggie Valley Nursing and Rehabilitation is the only senior-oriented housing facility in Town. For a retiree population to grow and thrive in Maggie Valley, the development of senior-friendly housing and support services will be required.

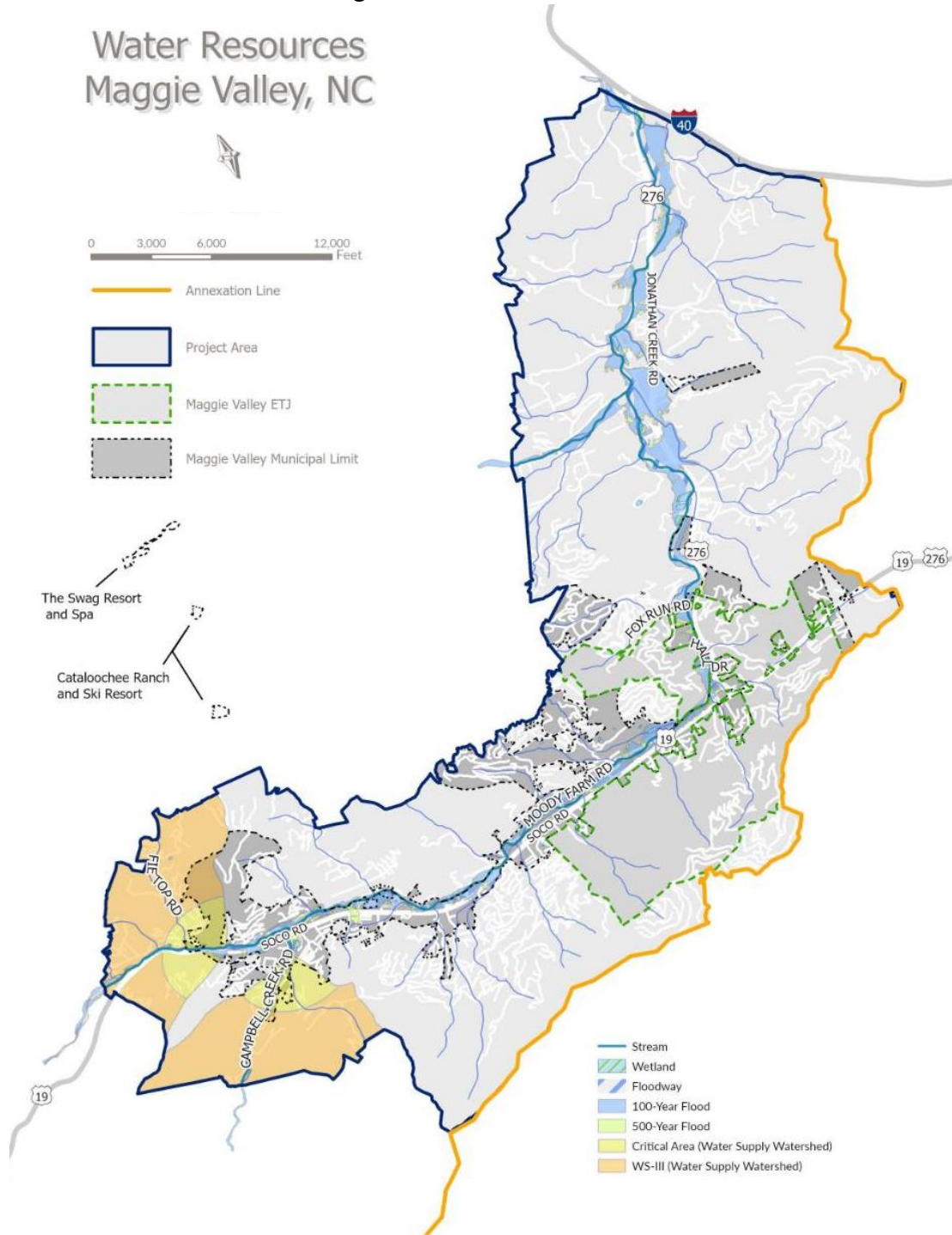
Seasonal Influx, Housing and Tourism

Provided that relatively linear population growth is projected between 2020 and 2040, seasonal population changes represent the largest consideration for the future of Maggie Valley. Planning efforts must focus on proactively addressing future land uses and zoning codes so that a healthy balance of permanent and seasonal units is established. Tracking seasonal population changes will be important to understand infrastructure and service needs throughout the year. This will allow Town staff to make strategic investments and staffing decisions to maintain efficient, cost-effective services.

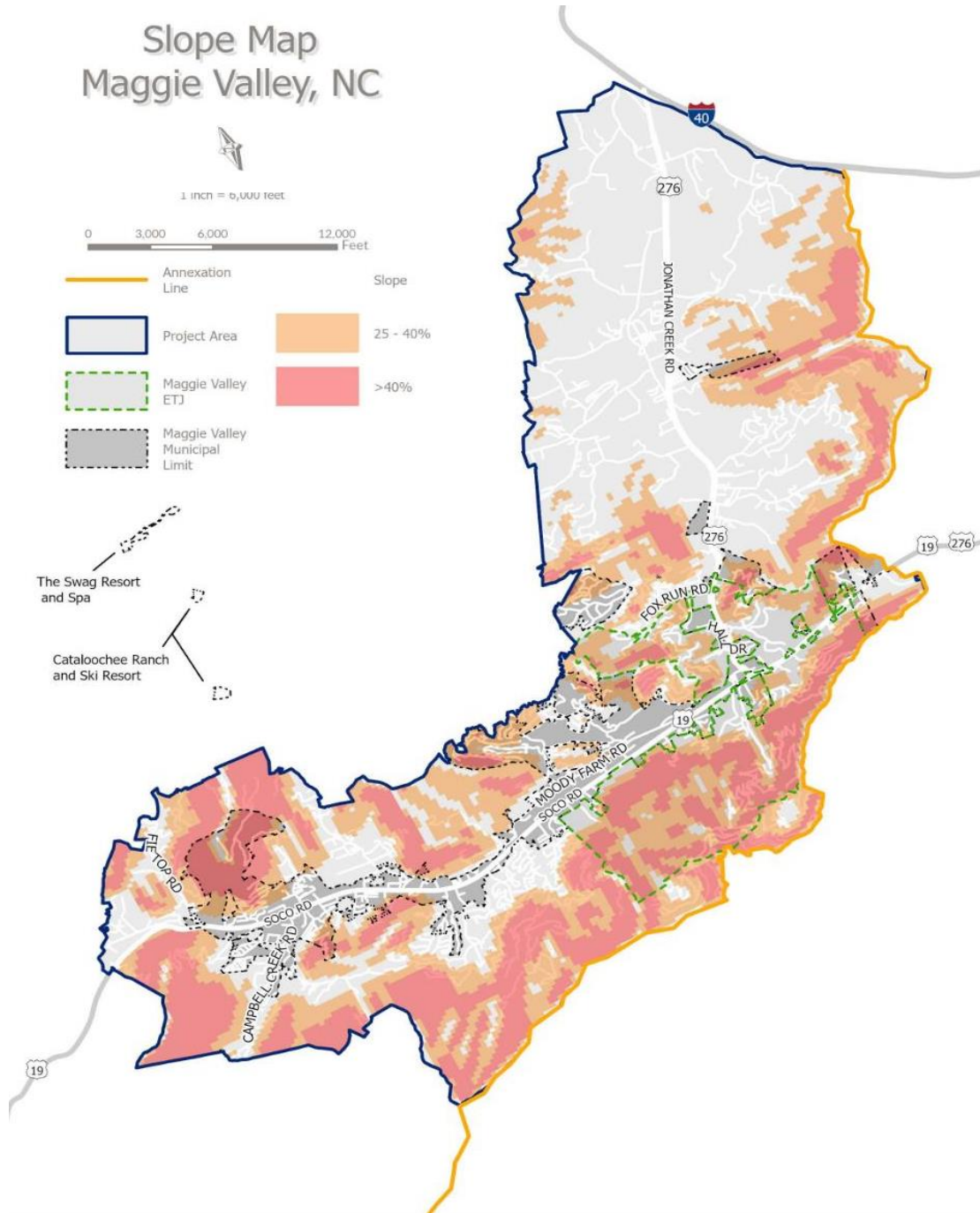
The rental market in Maggie Valley has already illustrated impacts on the overall housing stock in Town as well as population fluctuations. Businesses such as Airbnb and VRBO allow homeowners to use an occupiable home for commercial use rather than residential. This further disincentivizes Town businesses from operating consistently year-round and can also encourage further conversion of residential homes to temporary lodging as owners try to capture tourism dollars. This in turn can lead to a much more transient population, reduced community buy-in and participation, and a future Town without invested stewards. A balance must be found for temporary lodging opportunities in Maggie Valley so that residents can generate additional revenue, but the Town retains its small-town culture.

Environmental Resources

The topography of Maggie Valley is not always ideal for construction. The valley base of the Town, Maggie Valley's flattest terrain, is dominated by a floodplain on either side of Jonathan Creek. The North Carolina Flood Risk Information System identifies much of the lands surrounding Jonathan Creek as areas of moderate to high flood risk.



Mountainside development conducted outside of the floodplain limits is often on steep slopes placing structures at risk for landslides and erosion. Historically Town development has largely disregarded these considerations, leading to existing infrastructure in high-risk locations for environmental and structural damage. The Town now recognizes the importance of preserving the mountainsides and ridgetops.



As reflected in the map above the Town has many areas within, and just outside, of the municipal limit exceeding 25% in grade.

PART 2

CREATING OUR VISION TOGETHER



The Mountains to Valleys Plan was designed to involve the Community so that the Plan is a true collaboration between the Town staff and boards, residents, business owners, employees, and visitors. From the initial development of a logo and theme to the detailed questions of the community survey and the community meetings and workshops, the Town emphasized the desire to create a noticeable process that collected and analyzed the numerous contributions of our community members. Part 2 of this document highlights the efforts undertaken, the Community Vision that developed as a result, and the emerging goals that will shape Maggie Valley for the next twenty to thirty years.

Engagement Efforts

Community outreach was an essential component of the development of the Comprehensive Plan. Starting with a tagline and logo as an identifying visual for the planning process, through the development of a Public Engagement Plan with the Town staff, and the execution of a community survey and numerous work sessions, the Town has given stakeholders in Maggie Valley an opportunity to voice their thoughts and ideas on the current status and future of the Town. Local groups, business owners, visitors, and residents have been invited and encouraged to share in the future of Maggie Valley and the development of this Plan.

Plan Branding

Early in the project, the project team met and identified a slogan that would be used in the development of, and in conjunction with, a newly designed logo. The Town wanted to use the tagline and logo together to create an identifiable visual for all community outreach efforts related to the Plan. This included neighborhood meetings, workshops, community surveys, and social media posts.

The team considered the following tag lines/slogans:

- Made in Maggie Valley
- Mountains to Valleys
- Let’s Go Maggie Valley
- MOVE Maggie Valley



The Town stakeholders selected **Mountains to Valleys** and worked with the consultant to develop a unique color palette and logo that incorporated a spectrum of blues and greens, characterized by the environmental attributes of the area and best represented Maggie Valley’s planning efforts.

Public Engagement Plan

Together with the Town staff, the project team created a Public Engagement Plan which outlined the major engagement efforts (described in this section) and the associated timeline for the lifetime of the Plan project.

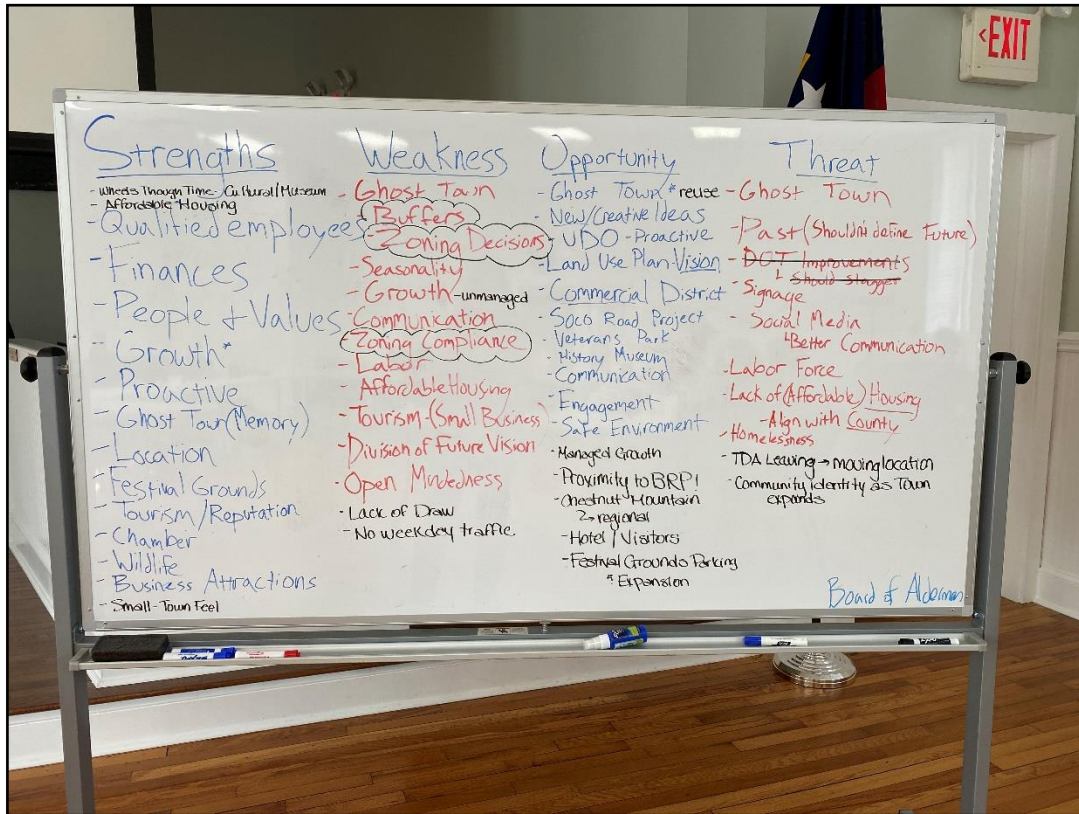
Board Work Sessions and SWOT Analysis

Prior to public engagement efforts, the project team worked with Town leadership and staff to identify preliminary needs. These conversations were primarily based on local expertise, findings of previous reports/plans, and initial land use analysis. To further those discussions, the project team led an exercise called a SWOT analysis. SWOT analysis stands for Strengths, Weaknesses, Opportunities, and Threats. It was used to quickly assess the pulse of the community and gain a fundamental understanding of the possibilities and challenges facing Maggie Valley.

An initial SWOT analysis took place with the Town Board of Aldermen and the Planning Board during Phase 1 of this project, the Land Use Plan update. At a work session meeting in November of 2022 for the Comprehensive Plan, the project team met with the Town leadership – both the Board of Alderman, to revisit the responses from the first meeting, and with the project Steering Committee to undergo a similar exercise. The following is the summary and combination of those SWOT analyses:

STRENGTHS	
Qualified employees	Chamber of Commerce
Town finances	Businesses attractions
People and values	Small-town feel
Growth	Wheels Through Time Museum
Proactive	Affordable housing
Location	The weather
Festival Grounds	The Smoky Mountains
Tourism / Reputation	The Blue Ridge Parkway
Wildlife	Water supply
Ghost Town	Close-knit community
WEAKNESSES	
Seasonality (no community commitment)	Limited green space
Labor (staffing issues, aging work force)	No grocery store
Zoning Compliance and Enforcement	Ghost Town
Speeding on Soco Road	Accessibility, safety, walkability
Limited internet and 5G cell service	Limited evening activities
Division of future vision	Unmanaged growth
Lack of draw / No weekday traffic or visitors	Communication
Limited creek access	Lack of affordable housing
OPPORTUNITIES	
Reuse of Ghost Town	Proximity to Blue Ridge Parkway
New/Creative ideas	Chestnut Mountain as regional attraction
Proactive UDO	Hotels / Visitors
Land Use Plan vision	Festival Grounds - parking / additional use of space
Commercial District	Seasonal visitors – volunteers, investment in area
Soco Road transportation project	Greenways
Veterans Park	Cattaloochee ski resort
History Museum	Outdoor recreation (mountain biking, ropes course)
Communication and Engagement	Reimagine / redevelopment of underutilized spaces
Safe environment	Managed Growth
	Ghost Town
THREATS	
Past shouldn't define future	Homelessness
Lack of affordable housing	Labor Shortage / Aging labor force
Curb Cuts/Driveways	Land Availability & Slope Construction
Signage	Ghost Town
Bicycle Safety	TDA leaving – moving out of Town limits
Seasonality – no draw, limited visitors (Jan-Apr)	Community identity as Town expands
Underutilization	Tourism
Internet	Elk
	Communication / Lack of Social Media

The SWOT analysis exercises indicate that Maggie Valley benefits from an ideal location, preexisting infrastructure, natural amenities, and a community of invested stewards. Primary concerns with the Town are rooted in the seasonal nature of Town businesses and residences as well as the underutilization of businesses and facilities. Large population fluctuations cause challenges in business operations and recruitment of new commercial enterprises. Proactive planning, primarily concerning land regulation and utility development has been identified as one of the most important exercises the Town can practice. Future risks, if not mitigated, center around unregulated growth. Housing costs, multi-modal safety, and labor shortages threaten the Town’s future if unchecked.



This picture shows the SWOT analysis completed by the Board of Aldermen during the Land Use plan and marked with the revision and additions from their reevaluation as a portion of the Comprehensive Plan.

Steering Committee

Throughout the planning process and Plan development, the project team was advised by a Steering Committee. This committee, comprised of local leaders and stakeholders, met on a regular basis and was led by Town staff. The Committee brought a variety of ideas and perspectives to the Plan. The Committee participated in a SWOT analysis, reviewed the survey questions prior to the survey being distributed, and provided comments on the draft plan contents, as well as the community vision, goals, and implementation strategies.

Community Survey

Surveys can offer a fast and cost-effective method to collect and sort public opinion in the planning process. Maggie Valley utilized both an electronic and physical version, allowing the project team to reach 330 stakeholders in the Maggie Valley planning process. The survey response period extended from September through November 2022 and was advertised by the project team through the Town of Maggie Valley's website, local press, flyers, QR codes, meeting announcements, and word of mouth.

While a full copy of the community survey results can be found in the appendix of this Plan, a detailed summary of the questions and survey results can be found in the next Section, Community Survey. Results have also been included in the narrative of the Community Needs Assessment, as well, which paints a broader picture of the needs of Maggie Valley stakeholders. All of these summaries and findings, collectively, have been used in the development of the goals, objectives, and recommendations matrix of the Plan.

Community Group and Public Input Sessions

In-person meetings and public input sessions were also key components to the development of the plan. Small community group meetings were held at various churches, homeowner's associations, and groups, such as the Chamber of Commerce, to present the Plan and the process. Some meetings provided greater feedback from participants than others and where the dialog was forthcoming, takeaways were noted and have been included below.

09.13.22 Kick Off with Town Officials (Board of Aldermen and Project Steering Committee)

TAKE AWAY: Forced Annexation is not allowed. Petition for annexation required for sewer service.

09.29.22 Dellwood Baptist Church members and Project Steering Committee

TAKE AWAY: Need for more public education to combat misinformation.

10.04.22 and 11.01.22 Chamber of Commerce Rise and Shine

TAKE AWAY: Need for more interaction between Town and local businesses.

10.06.22 Brannon Forest HOA Meeting

TAKE AWAY: Need for businesses and amenities aimed at locals; need broadband desperately.

10.14.22 The Knolls HOA Meeting

TAKE AWAY: Need opportunities for input from Maggie Valley area residents outside of Town limits.

10.11.22 Chamber of Commerce Board of Directors

TAKE AWAY: The Plan needs to focus on Existing Businesses in the historic core of downtown.

11.01.22 Board of Alderman and Steering Committee Project Update

TAKE AWAY: Survey responses need to represent the variety of constituents which make up Maggie Valley.

Public Workshops

Larger workshop events allowed members of the general public to interact directly with the planning team and other Town stakeholders. Through these events, local expert knowledge informed plan direction and illuminated additional items for consideration in the planning process.

The first Public Workshop was held on Thursday, April 27th from 4:00 PM to 6:00 PM. The future land use map and other elements of the DRAFT plan were provided to the public for feedback and comment.

The second public workshop was held on Tuesday, May 30th from 3:00-5:00 PM. The goals, Planning Considerations, and Recommendations were presented prior to the Planning Board meeting where the Board recommended adoption of the Plan.

The Public Hearing, held before the Board of Alderman, on June 6th, was the final opportunity for the area residents to comment on the plan.

Social Media

The Town utilized social media to promote the Comprehensive Plan. At the beginning of the project, posts were used to announce the Community Survey and various public input sessions. Starting in February of 2023, upon the completion of the background data and formation of overriding goals, weekly posts including demographics facts, the Plan logo, educational materials, and easy ways to get involved, were placed on the Town's official Facebook page.



Community Survey

The Town of Maggie Valley sought to understand the wants and desires of its community members, including not only residents but local business owners and visitors. The survey produced was hosted on Survey Monkey.com, allowing people to access the survey from their homes or wherever internet access was available. A QR code was provided on business cards and flyers, linked to the survey, and paper copies were made available to anyone preferring to respond on a hard copy. Three hundred thirty individuals responded. 79% of people who started the survey completed the survey.

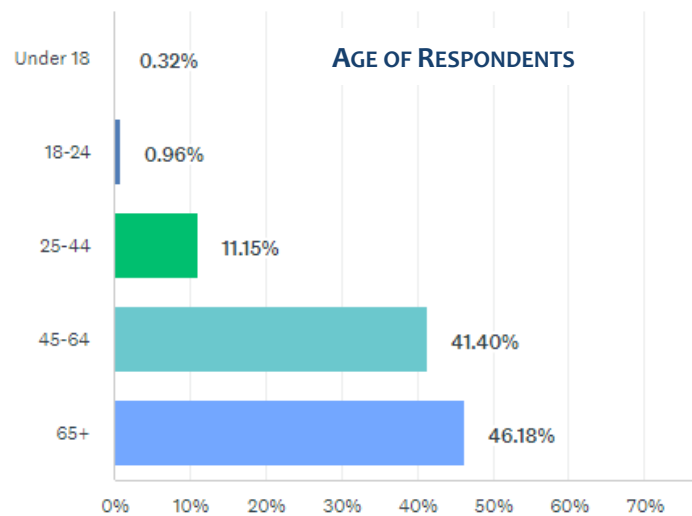
Who responded?

The first four questions of the survey were related to the demographics of the survey respondents. Nearly half (48.8%) of the survey respondents are full-time residents of Maggie Valley and approximately fourteen percent (14%) are part-time residents, living in Maggie Valley between four and nine months of the year. Twenty-one (21) respondents are business owners in Maggie Valley and twenty-five (25) respondents own property in Town but live elsewhere.

Forty-six percent (46%) of respondents are sixty-five (65) years or older and forty-one percent (41%) are ages forty-five (45) to sixty-four (64).

Of the respondents who are residents of Maggie Valley, 72% of them live in the Soco Road area and nearly 17% live near Jonathan Creek Road.

Of the respondents who own businesses, the majority are in the accommodations industry.



Primary reason for living in Maggie Valley

When asked what's your primary reason for living in, working in, and /or visiting Maggie Valley, the answers varied, but the overwhelming response was the small-town feel, with nearly forty-one percent (41%) of people giving that as their number one reason. Even of the twenty percent (20%) of respondents who gave an answer as "other", many of them mentioned the small-town feel. Proximity to other regional assets was selected by twenty-three percent (23%) of the respondents.

The question provided options for pre-generated responses but also allowed an open-ended response. The included word cloud on the right, shows the themes included in those responses. The larger the word in size, the more often it was mentioned.

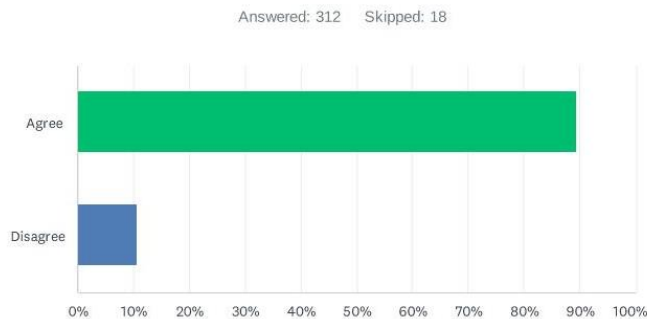


Needs and Services

There were two primary questions aimed at the services provided in Maggie Valley – those by the Town government, such as police and administration, and those by other entities, such as doctors, pharmacies, and grocery stores. Eight percent (80%) of the respondents feel that the Town-provided services meet their needs. Of the twenty percent (20%) that felt their needs were not met identified police presence, road maintenance and safety, and parks and recreation facilities as areas of improvement.

Of the basic needs and services being met in Maggie Valley, ninety percent (90%) of respondents felt they had access to basic needs and services. Of the ten percent (10%), who indicated their needs were not met, about half of them mentioned that needed services were not local.

Q8 Please state if you agree or disagree with the following statement, “I have access to basic needs and services.”



Others mentioned no public transit, lack of accessibility for those with disabilities, lack of broadband, and that emergency medical facilities are not close enough to residents in Maggie Valley.

If respondents answered that services were not provided locally, they were then asked specifically what services were not provided locally, the following responses were given:

- Grocery Stores
- Shopping
- Food / Restaurants
- Recreation Areas
- Water/Sewer, Trash Pick-up
- Library
- Internet
- Walking / Hiking Trails
- Urgent Care, Pharmacy, and other medical facilities

Concerns

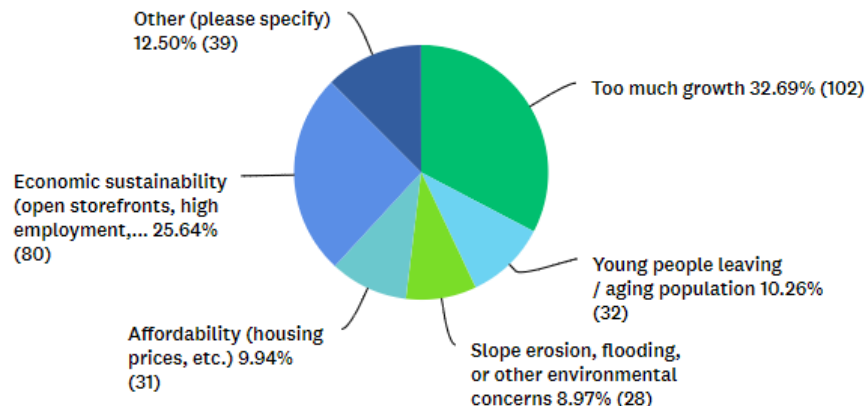
While many of the stakeholders in Maggie Valley speak highly of their small, close-knit community, there are many concerns for the future that resonate among the community members. Survey respondents were asked, “What is your largest concern for Maggie Valley’s future?” Prescribed answers included:

- Young people leaving/aging population
- Slope erosion, flooding, and/or other environmental concerns
- Affordability (housing, prices, etc.)
- Economic sustainability (open storefronts, high employment rate)
- Too much growth
- Other

Of the prompts given, “Too much growth” was chosen by thirty-three (33%) of respondents and “Economic Sustainability” was chosen by nearly twenty-six percent (26%).

What is your largest concern for Maggie Valley’s future:

Answered: 312 Skipped: 18



Of the twelve and a half percent (12.5%) of the respondents that answered, “Other” the following comments illuminate some of the additional concerns of stakeholders in Maggie Valley.

- Not enough economic growth (restaurants, shopping)
- Proliferation of new RV Parks
- A consistent theme for businesses along SOCO; is the lack of a “storefront feel”
- Lack of enforcement allows a “run-down” image
- Lack of entertainment

Short-Term Rentals

As short-term rentals have gained popularity as an alternative to long-term leases or extended hotel stays, Maggie Valley has experienced an increase in the number of available short-term rentals, and with them, mixed opinions from residents on their impacts. 42.76% indicated that short-term rentals are a welcomed alternative to overnight lodging. 36.04% stated that short-term rentals provide additional income for property owners. Yet on the other hand, 31.10% mentioned that short-term rentals remove vital housing stock and 28.98% indicate that these uses create nuisances. When given the opportunity to provide another opinion to the question, the following are a sample of the responses:

- “Too many of them. Must be limited. No housing for employees of our local shops so difficult to find people to work.”
- “Affordable permanent housing should be a priority over short-term rentals. Workers need affordable places to live.”
- “They give tourists the opportunity to experience life in the mountains.”

Future Growth

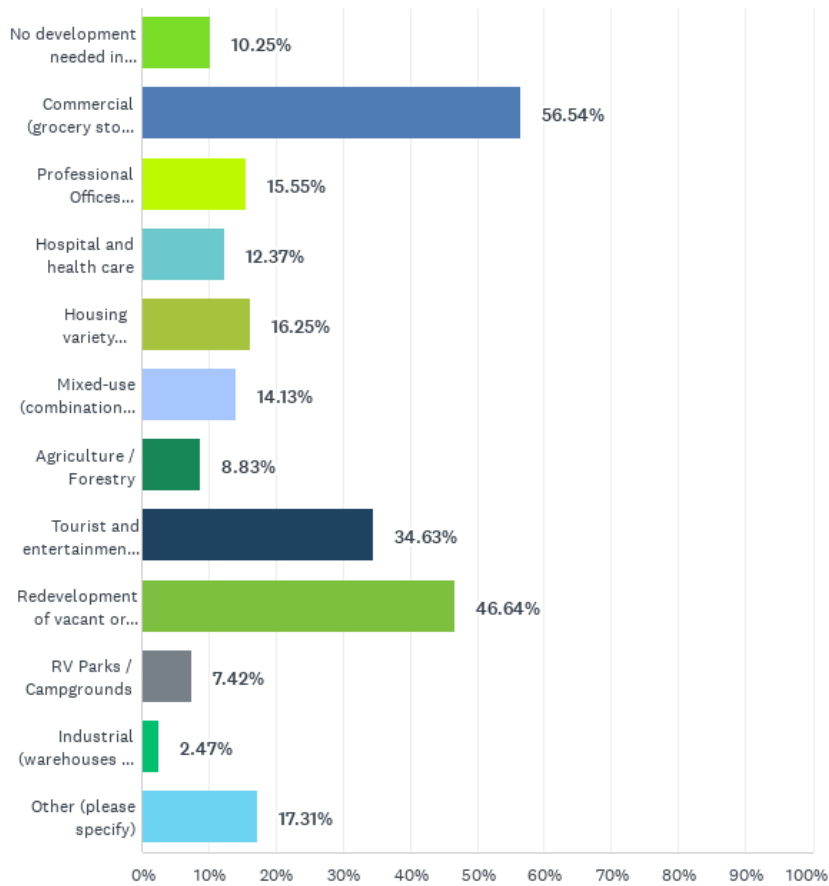
Maggie Valley has had fairly consistent growth since its founding and as such, can expect to experience additional development over the next 20-30 years to handle the growing permanent and seasonal populations. Due to the availability of water and sewer and fewer environmental constraints in the Jonathan Creek area, it is expected that new development in this area will happen at a greater rate than what has typically been seen in the Town limits of Maggie Valley.

Survey respondents were asked two questions related to growth: “What kind of development do you see as needed for Maggie Valley’s future?” and “Keeping in mind the types of development in the previous question, the Jonathan Creek area (along Route 276) has the potential to accommodate many types of uses because utilities are available and land is abundant. What are the top three types of development you would like to see in the Jonathan Creek corridor”.

The results for the overall growth in Maggie Valley can be seen on the next page, but nearly fifty-seven percent (57%) would like to see commercial growth, such as a grocery store, bank, retail, and restaurants. Forty-seven percent (47%) would like to see the redevelopment of vacant or underutilized parcels. Thirty-five percent (35%) would prefer to see tourist and entertainment uses. Of those that chose “Other”, the following are a few examples of suggested uses:

- Sports / Park Facilities
- Transportation
- Greenways, Trails, Bike Paths, and Open Spaces
- Utilities, specifically fiber optic

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



ANSWER CHOICES	RESPONSES
▼ No development needed in Maggie Valley, located in surrounding communities	10.25% 29
▼ Commercial (grocery store, bank, retail, restaurants)	56.54% 160
▼ Professional Offices (doctors, lawyers, accountants, etc)	15.55% 44
▼ Hospital and health care	12.37% 38
▼ Housing variety (age-restricted, townhomes, condos)	16.25% 46
▼ Mixed-use (combination of housing and commercial/office in same building)	14.13% 40
▼ Agriculture / Forestry	8.83% 26
▼ Tourist and entertainment use	34.63% 98
▼ Redevelopment of vacant or underutilized properties	46.64% 132
▼ RV Parks / Campgrounds	7.42% 21
▼ Industrial (warehouses and factories)	2.47% 7
▼ Other (please specify)	Responses 17.31% 49
Total Respondents: 283	

Looking specifically to Jonathan Creek, the recommended development specified along Route 276 by survey participants included:



Vision

In developing the Vision Statement for the Town of Maggie Valley, it was important to understand what the community felt about their Town and what words they would use to describe it. The last question on the survey asked respondents to use three words to describe Maggie Valley’s future. It was intended to be separate, stand-alone words but some respondents provided three-word sentences. Regardless, the following word cloud provided the project team and Town leadership with a foundation of terms utilized in the Town vision. It paints the picture of Maggie Valley.



Needs Assessment

The Community Needs Assessment summarizes the community engagement efforts and the data collected through those processes to provide a report to the Town leadership and ultimately, identify the general needs and wants of the residents and stakeholders in Maggie Valley. The engagement efforts, outlined in greater detail in the previous sections, focused on neighborhood and citizen group meetings, a community survey, and feedback from the Comprehensive Plan’s Steering Committee. The Needs Assessment has been valuable in understanding the desires of the community and in the creation of the Community Vision and plan goals.

Engagements Methods Used

The Town held several in-person meetings from September through December. The community survey collected responses from September through November of 2022. The Steering Committee met throughout the project’s lifetime. Project workshops were held to present the draft plan to the public.

Project Partners Involved

The findings are the result of a collaborative effort amongst the Board of Aldermen, the Town staff, the project consultant, steering committee members, the Chamber of Commerce, religious partners, a few Homeowners’ Associations of residential neighborhoods in Maggie Valley, visitors, employees, residents, and business owners.

Participation

Attendance varied at the in-person meetings but there was a great dialog between staff and meeting attendees. The survey had 330 participants, with sixty-two percent 62% of the respondents living in Maggie Valley at least four months out of the year. There were approximately 65 people in attendance at the various workshops held throughout the planning process.

Possible Limitations of the Assessment

The online survey appears to have been a success with participants, representing approximately about twenty percent (20% of the Town’s population. A common theme of meeting attendees (Brannon Forest) and the survey responses noted that internet/broadband is an issue. Assuming that access to quality internet is a barrier, it may have limited the number of people who responded to the online survey. Although paper copies were readily available at Town Hall, those with limited internet may not have been aware of the survey at all.

Initial Observations

In reviewing the data received from the online survey and engagement meetings, there were several recurring themes within the responses. Of the survey respondents, 41.8% of the responses noted that the “small town feel” was their top priority when coming to or staying in Maggie Valley. The focus on the “small town feel” and the “natural beauty” of Maggie Valley has resounded throughout the entire

process, including the SWOT analysis completed by the Town leaders. Ultimately it was these two items that respondents felt could be threatened by growth and development. These themes are now present in the town vision and are carried through to the goals and action items.

Key Findings

The following are some of the key takeaways from the community engagement efforts and serve as a piggyback from the previous section of this Plan where the overall survey results were summarized.

Community

- The stakeholders in Maggie Valley value the small-town feel and want to preserve the friendly community they have come to love
- The location within the region and proximity to the Blue Ridge Parkway is ideal
- Want to see diversity in population to include a mix of families and working-age residents

Services

- The services provided by the Town meet the needs of the residents
- Code enforcement is needed to clean up residential and commercial areas
- Transportation should include safe pedestrian and biking facilities
- High-speed internet, either through 5G cellular service or fiber optics/cable is strongly desired

Economic Development

- Want to support the tourist industry and provide a variety of services and attractions.
- Grocery store, bank, restaurant, and healthcare seems to be the most desired commercial services for the area
- Capitalize and encourage outdoor recreational opportunities
- Growth is desired and needed but should be slow and controlled
- Redevelopment along Soco Road is desired

Environment

- Preservation of mountain views, wooded landscapes, and waterways is important
- Protect steep slopes and water quality
- Provide hiking trails and access to mountain areas

Housing

- Affordable and workforce housing options need to be made available
- Senior and family housing is needed to support the tourist industry
- Short-term rentals provide opportunities but also are seen as a threat to neighborhoods and affordable housing
- The Town has reached maximum development of RV Parks and campgrounds
- Different types of housing should be provided, especially apartments and other rental units.

Conclusions

The Comprehensive Plan planning efforts allow the Town of Maggie Valley staff, steering committee, and community members the opportunity to visualize and define their vision of their small town. The studies of demographics and land use planning can be used to preserve green and agricultural spaces, set aside land for economic development and recreational development, as well as provide a step-by-step plan for expanding much-needed services like infrastructure and broadband. This initial assessment is the beginning of the conversation and collaborative effort to plan for Maggie Valley's future. It is recommended that this Needs Assessment and Comprehensive Plan be updated and revisited often so that it is a constant reflection of Maggie Valley's needs and therefore, serves as a guide to future policies and improvements.

Vision Statement

To summarize a community's broad, long-range vision in a short paragraph is no small feat. However, the stakeholders in Maggie Valley, early in the engagement process, identified unique traits that were quintessential in Maggie Valley. With these ideal concepts, the Town leadership incorporated tried-and-true traits and aspirational desires of the community to create a statement that is the future visualization of Maggie Valley. This vision statement is the foundation of this Plan - from the Mountains to the Valley.

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

While the Vision Statement is the narrative that paints the picture of Maggie Valley in the future, the implementable aspiration for the community is provided by the Goals. These planning efforts identify very broad actions that the Town will take in the next twenty to thirty years. They are a direct translation of the community engagement and input received from the residents, visitors, elected and appointed officials, staff, and business owners in Maggie Valley. The Goals are provided in alphabetical order and are considered equal in importance.



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.

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PART 3

CONSIDERATIONS AND RECOMMENDATIONS



Photo courtesy of Blue Ridge Mountain Life

The Town of Maggie Valley has many unique characteristics that make life here desirable to many. Capitalizing on the strengths and opportunities of this community will allow Maggie Valley to continue to grow over the next thirty years at a sustainable and manageable pace. This Plan aims to address this balanced growth by recommending policy and direction for the coming years. This final Chapter of this Plan is a policy guide for Town leaders that will identify focus areas of concern and opportunity specific to Maggie Valley, recommend future land uses, and outline a number of implementation actions related to the goals identified previously in this Plan.

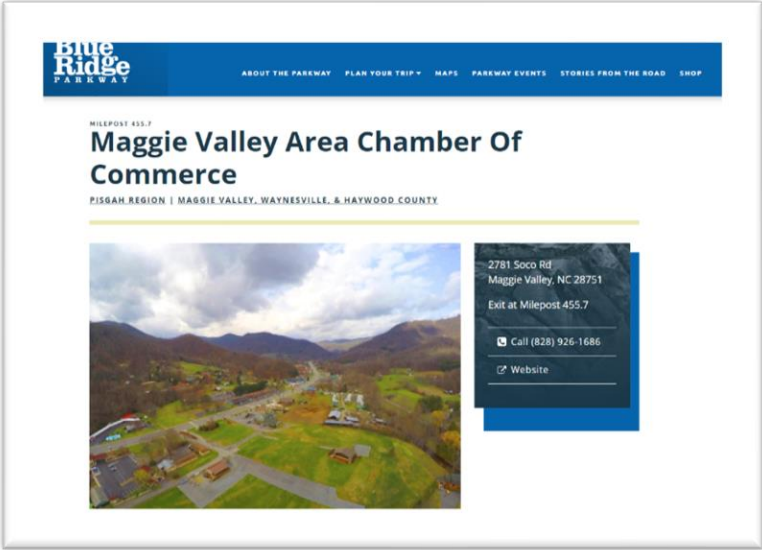
Planning Considerations

The following Planning Considerations are the fundamental components of plan narrative, identified throughout the planning process – demographics, research, workshops, survey, focus groups, etc. The considerations are intended to summarize the concerns and opportunities that were woven throughout the previous sections of the plan and provide recommendations. Each one of these considerations will further be represented in recommended implementation actions. The considerations are not listed in any particular order.

Blue Ridge Parkway

One of the most mentioned opportunities during the plan’s development was the proximity and connection to the Blue Ridge Parkway. The Blue Ridge Parkway is a destination that attracts over a million visitors per year and provides access to small communities and recreational opportunities throughout the western part of the state. Maggie Valley can be found in the Pisgah regional of the Blue Ridge Parkway which extends from mile post 339.5 till the end in Cherokee, mile post 469. Maggie Valley is located at Mile Post 455.7.

The Blue Ridge Parkway Association (BRPA) does the marketing for the National Park Service who owns and operates the Parkway. Maggie Valley Chamber of Commerce is the local organization which provides local information to be displayed on the BRPA website. Having Maggie Valley on the “map” is helpful but the Town is hoping to grow commercial, recreational, and travel service opportunities in attempt to have travelers stay and play in Maggie Valley. It is recommended that the Chamber continue to work with BRPA to increase visibility on the website and publications.



Source: Blue Ridge Parkway Association Website

Commercial Development

The existing retail and service commercial development in the Town exists along the frontage of Soco Road. Much of the commercial development is in lodging, tourist-themed development, restaurants,

and Recreational Vehicle (RV) parks. Most of the service commercial uses, including medical, office, and big-box retailers are offered in adjacent Waynesville or in Asheville. A reoccurring theme throughout the Plan was the desire for additional commercial development and services in Maggie Valley, primarily a grocery store, bank, and health services. However, with the limited rooftops (aka, number of residential units), many of the typical retailers will not locate simply based on the numbers. Further hindering development is the location of environmental resources including slopes and floodplain. The Town will need to work actively with its partner organizations to market Maggie Valley as a destination and incentivize commercial development in the Town or along the Jonathan Creek Road corridor where large parcel development potential exists.

Entertainment

Engagement efforts for the plan yielded a consistent theme of the lack of local entertainment options in Maggie Valley. A few participants mentioned that there are no evening activities and mentioned that most of the Valley shuts down after 9:00 PM, if not earlier. Residents and visitors alike would expect to have consistent, year-round options to stay and “play” in Maggie Valley. In years past, entertainment options including the dinner theater at the current distillery building and the concert venue at the current Calvary Baptist Church have shuttered. The Town should continue to research and expand recreation offerings both in facilities and programming and work with partner organizations to attract and retain additional entertainment offerings such as a distillery/winery, community theater, or bowling.

Housing Mix

When looking at the sustainability and affordability of a community, housing is at the forefront of the discussion. Maggie Valley is no different. The demographics of Maggie Valley indicate there is a steady older population although since 2010, there has been an increase in people under the age of 18, a clear sign of new families. A mix of housing must be provided to offer alternative layouts, price points, and financial arrangements for the various stages of life. Maggie Valley has mostly for-purchase dwelling units with few rental options other than motel lodging and vacation rentals. To provide for “missing middle” and workforce housing, the Town should consider zoning regulations and development incentives for higher density, and/or rental housing. Also, cognizant of the retirement populations, encourage cottage and one-story homes. Strong design standards will ensure communities are provided with basic amenities such as sidewalks, street trees, and open space, yet flexible enough to provide housing at reasonable costs for the new and existing citizens of Maggie Valley.

Industry and Workforce

Maggie Valley does not have a major industry that provides an abundant number of jobs. The majority of the workforce in Maggie Valley is dependent on other communities in Haywood County and beyond for work. The top three employers in Haywood County include Haywood County Schools, Evergreen Packaging, and Haywood Regional Medical Center. It should be noted, however, that Maggie Valley is not a major generator of workforce employees. “Workforce” is considered ages 16-65. The Town’s current Labor Force Participation Rate (civilian population 16 years and over) is only 47.8%. With a large percentage of retirees, the Town will need to encourage young adults, families, and other workforce-aged individuals to the area with housing options, entertainment, and shopping, commonly referred

to as “live-work-play’. Further, incentives for industry or other enterprises that bring jobs to Town is recommended. Job training and job fairs are also services the Town can provide through collaborative efforts with other community agencies. A stable workforce provides sustainability for the community.

NOTE: As of the publishing date of this Plan, Evergreen Packaging in Canton has closed its doors after nearly 100+ years in operation. This closure is expected to eliminate over 1000 jobs at a loss of nearly \$150 million in compensation and 1.1 billion in sales for the region.

Internet / Cellular Service

Residents in Maggie Valley have varying levels and access to internet and cellular service. Internet access is fundamental for communication today. If Maggie Valley wants to expand as a destination, internet access needs to be readily and consistently available for visitors and residents alike. The Town should work with service providers to ensure access is available for all areas within the Town boundary.

Outdoor Recreation

Western North Carolina is abuzz with the increasing popularity of outdoor recreational opportunities such as hiking, mountain biking, bird watching, water sports, and fishing that are provided throughout the region. Both active and passive recreation activities are creating destination hot spots such as Chestnut Mountain Park in Canton for mountain biking or Cherokee for bird watching. Maggie Valley has pristine waterways and beautiful mountain areas that boast recreational opportunities such as the Heritage Trout Waters, but the Town has not realized its full recreational potential. The parks and recreational activities and areas for residents are plentiful and the Town is considering the provision of greenways and trails for connectivity with regional planning efforts. It is recommended that the Town complete additional studies on the feasibility and potential locations of greenways in Town, building upon the efforts of the recent County study. This could include working with local landowners to provide right-of-way easements where needed and ordinances requiring new development to connect to the greenway if adjacent. It also includes collaborative efforts with partner agencies to identify opportunities, marketing, and funding.

Sewer and Water Availability

The Town is well situated with the provision of municipal utilities, specifically water and wastewater (sewer). The majority of the valley within the Town limits is provided with these facilities. The Town’s wastewater treatment facility is located north of the Town, at the intersection with Interstate 40, thus providing sewer availability along Jonathan Creek Road to the municipal boundary. This provides a very unique opportunity for the Town in that this land is ripe for development. While the majority of the service area on Jonathan Creek Road is currently outside the Town limits, there is a voluntary annexation agreement that is required with the provision of Town services. While Maggie Valley currently services 410,000 gallons of wastewater daily, the Town has the capacity to handle up to one million gallons of wastewater per day. The Town is poised for significant development in this corridor. The availability of water and sewer along Soco Road also provides continued opportunities for infill development. To continue the provision of quality services, it is recommended that the Town continue to map service areas, monitor inventory with new developments or changes in use, and allocate funding for maintenance and improvements as needed.

Short-Term Rentals

Short-term rentals offer an alternative to traditional lodging for trips of lesser duration or to a long-term rental lease. While these units provide passive income for owners and options for travelers, they also remove housing stock from inventory, which can inadvertently drive up the cost of housing in a community. Maggie Valley has a significant number of dwelling units dedicated to short term rentals, marketed under platforms such as AirBnB and VRBO. As of March 2023, there were 621 units located in the Maggie Valley area listed on those two websites. While the community was mixed in their opinion of short-term rentals in the survey results, the Town should keep an active watch on the trends and operations of these units. Recent lawsuits in both Asheville and Wilmington have limited municipalities control over the regulation of short-term rental. For now, Town may control short-term rentals as a use and designate in which zoning districts they are permitted. As housing demands in Maggie Valley increase, the Town should consider implementation of use regulations over short-term rentals to ensure housing stock is available to full-time residents.

Suitability of Slopes and Mountain Ridge Protection

With the beauty of the mountains comes the reality that development on the mountainside and even steep slopes in the foothills is difficult and expensive. Accessibility, slope stability, fire hazards, and utility provision are also considerations. Development on steep slopes increases water run-off as important soils and vegetation are removed for the placement of buildings and roads. This development reduces the infiltration (absorption) of storm water and melting snow, increasing the amount of water flowing into the valley increasing the potential for flooding downstream. There needs to be careful consideration in the future development of these areas in Maggie Valley. As development up slope continues the hazards in the valley increase. It is recommended that these natural features be protected not only for wildlife and environmental concerns but for the future and sustainability of Maggie Valley's beauty, safety, and valley development.

Tourism

Maggie Valley is considered a sprawling resort community and has grown over the years with assistance from entertainment and tourism-based venues such as Cataloochee Ranch and Ghost Town in the Sky theme park. The development along US- 19 has a mix of tourism based commercial with souvenir shops, mini golf, and specialty retail. However, one of the weaknesses identified in the planning process indicated that tourism is seasonal and that service levels are unpredictable. The Covid19 pandemic limited indoor activities during 2020 and 2021 and businesses were impacted. For business to thrive and tourism to thrive in Maggie Valley, there needs to be consistent traffic and draw to the area. The Town should continue to utilize the Fairgrounds for year-round events and consider expansion to indoor event space for additional capacity and winter month events. Work with partner agencies, such as the Maggie Valley Chamber of Commerce and the Haywood County Tourism Development Authority to continue to grow business in Maggie Valley and bring visitors to the area throughout the year.

Town Services

The Town of Maggie Valley provides quality municipal services to its residents. As the Town's population grows, the need for additional services also grows. The Town currently needs additional capacity for certain facilities, including storage for the public service department. The Town should complete a detailed facilities plan to identify the need, potential location, and funding for new public facilities, recreation / park space, and services over the next 20-30 years.

Walkability

Maggie Valley has developed as a natural corridor on either side of Soco Road and is fortunate to have sidewalk along much of its frontage. Moody Farm Road has also been provided with sidewalks along its entirety length from Parham Park to the intersection with Soco Road. While sidewalk conditions and access to the walkways vary, the Town has made an active effort to promote walkability throughout the Town. In 2016 a Pedestrian Safety plan was completed and subsequently the Department of Transportation has completed plans for the provision of crosswalks and other safety improvements along Soco Road. However, some of the planning effort revolved around the provision of a Town Center. With those concepts on hold, the Town should focus its efforts on the creation of place and destinations for pedestrian nodes, asking the questions "Where do people want to go?" and "Can they walk there?" With the DOT improvements pending, the Town should continue its efforts to advocate for and fund pedestrian linkages, connectivity with trails and other recreational accessways, safety, and maintenance.

Water Resources

Maggie Valley is blessed with an abundant, quality water supply in Jonathan Creek. The creek lines the Valley and runs along both Jonathan Creek and Soco Roads. The waters of the creek are stocked with trout as a portion of the Mountain Heritage Trout Water program through the N.C. Wildlife Resources Commission. The Creek provides recreational and educational opportunities while being an important feature for wildlife in the area.

However, despite the inherent benefits of a Town-wide stream, Jonathan creek is at risk as development in Maggie Valley continues. Based on historic development patterns along Soco Road, a large percentage of the developed and vacant land in the corridor is found within the floodplain of Jonathan Creek. As development spreads to Jonathan Creek Road, the same issue is present. Development in the floodplain is at sever risk of flooding and damage due to storm waters. Further, development in the floodplain can harm the quality of the water as the development is immediately adjacent to the waterway itself without riparian or other natural buffers to filtrate the water. Where Creek waters are immediately adjacent to lawns and agricultural areas without vegetation as a buffer, fertilizers, pesticides, and waste flow directly into the water during a storm. It is recommended that the Town adopt and enforce floodplain regulations to curb development in the floodplain and look for funding options to assist in the relocation of existing businesses and facilities in the floodplain. It is also recommended that water quality measures, such as a riparian buffer ordinance be studied for feasibility and implementation.

Future Land Use Plan

The Future Land Use Plan is the graphical representation of the plan, taking into consideration the existing land use patterns of the Town, the location of utilities, and the goals and objectives of the community. The Plan then outlines a vision for how land will be maintained and develop as Maggie Valley grows. It was created with an understanding of the community’s desire to have economic viability, expanded housing options, yet protect natural resources. The Plan identifies six distinct future land use designations with the Maggie Valley study area in the text and on the Future Land Use Map, included herein.

Mountain Residential

Goals:

Provide quality large-lot, single-family, residential units that respect the environmental concern of steep slopes. Allow for minor agricultural uses and open spaces in a rural environment that honors the mountains and foothills of Maggie Valley’s landscape.

Recommended Uses:

Environmentally Sensitive Areas
Detached, Single-Family Homes
Home Occupations
Crop Agriculture
Municipal Services
Parks / Open Space

Development Considerations:

- Utilize lot sizes that allow for sufficient buildable area while still preserving steep slopes and other environmental features.
- Building heights should not impede vistas and views.

Valley Residential

Goals:

Encourage the development of residential neighborhoods that complement and provide walkability to commercial areas in major corridors. Ensure connectivity, access to parks and greenways. Identify opportunities for infill development and varied housing products.

Recommended Uses:

Attached and Detached Single-Family Homes
Townhouses, Apartments, Quads, Cottages
Home Occupations
Recreation Facilities / Golf Courses
Municipal Services

Development considerations:

- Identify opportunities for accessory dwelling units.
- Ensure future infill development is compatible with surrounding residential.
- Encourage housing diversity and residential options to accommodate seasonal visitors.
- Protect neighborhood character.

General Business

Goals:

Capitalize on the Town's existing development along US-19 and provide entertainment, service and retail commercial opportunities for residents and travelers. Incorporate tourist destinations and associated traveler respites.

Recommended Uses:

Retail
Lodging
Office
Restaurants
Municipal Services
Recreational Facilities
Entertainment

Development Considerations:

- Development of design guidelines to provide a uniform and distinct character of the Town.
- Require sidewalk infrastructure development to build out sidewalk network along US-19.
- Promote street trees and other landscaping in corridor.

Mixed-Use Core

Goals:

Develop a central space for Town residents and visitors alike, providing both shopping and living opportunities. Create an exciting mixture of residential, commercial, and municipal uses. Support a series of public open spaces, greenways and bicycle/ pedestrian connections that leverage the existing infrastructure.

Recommended Uses:

Attached and Detached Single-Family Homes
Townhouses, Apartments, Quads, Cottages
Mixed-Use in same structure (*apartments or office over retail, apartments over commercial*)
Retail
Restaurants
Municipal Services
Public spaces and greenways

Development Considerations:

- Design guidelines promote consistent aesthetics within the Town.
- Consideration of parking and public spaces should be prioritized to ensure that development is provided with quality amenities.
- Connectivity among developments through pedestrian walks and shared driveways.

Highway Mixed-Use

Goal:

Create opportunities for larger, more intense development in appropriate areas on the edges of Town where access to transportation corridors and utilities is available.

Recommended Uses:

Big-box Retail
Drive-thru Restaurants
Commercial
Light Industrial
High Density Housing
Utilities
Agriculture

Development Considerations:

- Infrastructure needs are paramount as is accessibility by truck and car.
- Allow for sufficient areas for loading and unloading as well as parking.
- Landscaping and open space should be provided to offset impacts of high impervious surface and intensity of uses.

Institutional

Goal:

Provide space for public and quasi-public community services. Ensuring that public services can grow with the Town and can adequately serve Maggie Valley's population.

Recommended Uses:

Municipal Services
Emergency Services
Parks Facilities
Places of Worship





Development Considerations:

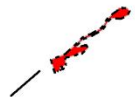

- Balance institutional growth with the ever-growing commercial and residential components of the Town
- Future needs of Town may require reservation of land when available.
- Recreation and emergency services should be provided near and adjacent to residential areas they serve.

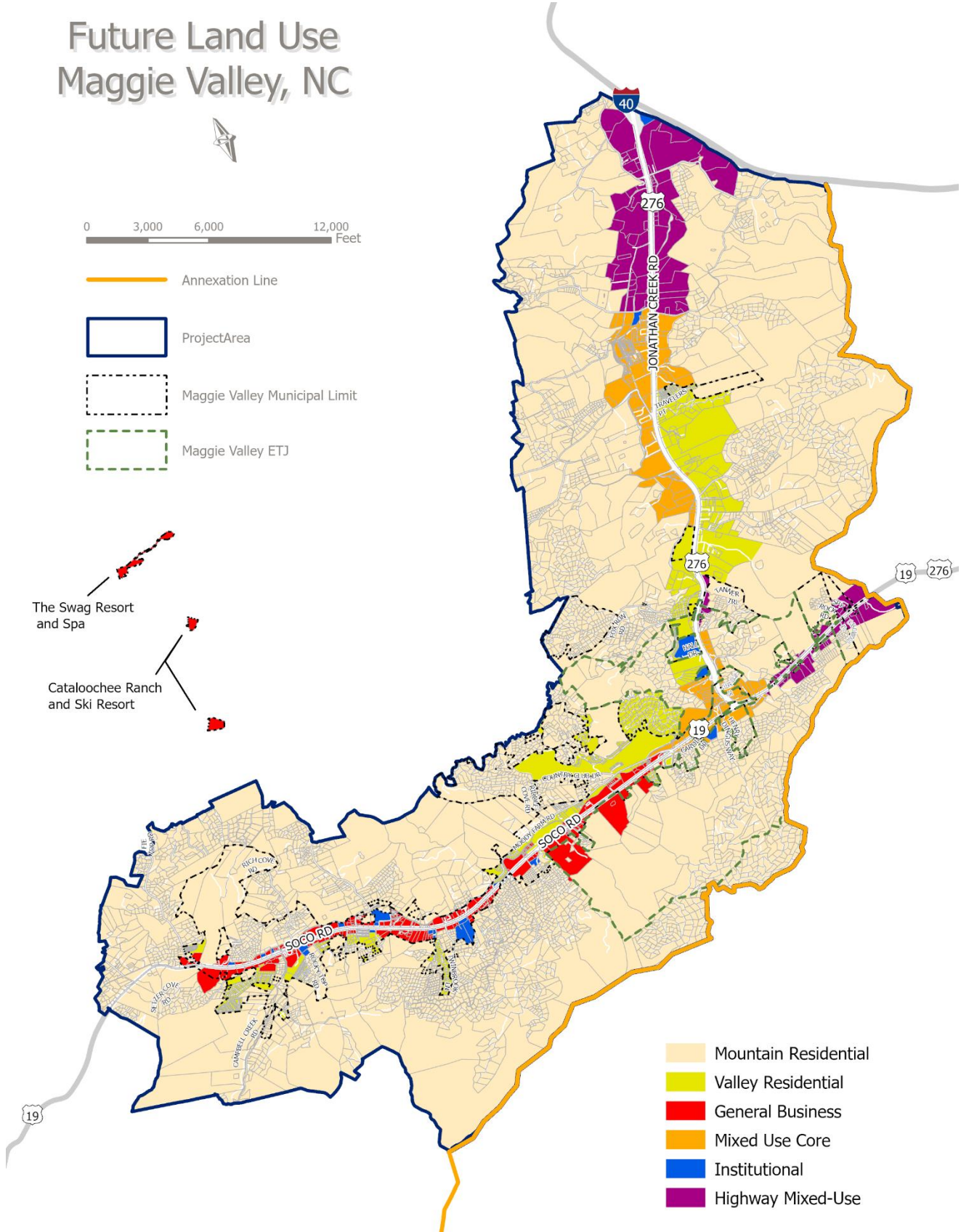
Future Land Use Maggie Valley, NC



0 3,000 6,000 12,000 Feet

-  Annexation Line
-  Project Area
-  Maggie Valley Municipal Limit
-  Maggie Valley ETJ

-  The Swag Resort and Spa
-  Cataloochee Ranch and Ski Resort



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

Recommendation Matrix

The following section outlines the recommendations of the plan. The matrix includes the specific action items, the goals associated with each recommendation, and the anticipated timeline for each action. The next steps, partners, and funding all are integral parts of the plan's implementation. The Mountains to Valleys Comprehensive Plan is the tool for planning the future of Maggie Valley and the Recommendations Matrix is the implementation tool.

Note: Several recommendations from the Smokey Mountain Regional Hazard Mitigation Plan and the County Greenway Plan are also included in the Matrix as many of these directly relate to the Goals of this Plan.

Next Steps

The Comprehensive Plan is intended to be a dynamic document; read and referenced frequently and changing with the needs and desires of the community. The recommendations contained in this section will be the action plan needed to implement the current Community Vision and Goals. However, within the next five to ten years the following steps should be taken to ensure the plan remains relevant as a resource:

- Review the Mountains to Valley Comprehensive Plan with the current Town leadership to reaffirm or update goals.
- Update the Unified Development Ordinance based on the recommendations of this Plan but also as development, policies, and planning efforts change and expand.
- Continue the outreach and engagement efforts of the plan to encourage participation and volunteerism. Utilize the Plan logo in social media and printed materials.
- Complete a “checks and balance” review of the plan to ensure goals are being met and matrix is implemented.
- Explore and expand partnerships and funding (listed below) to implement the plan recommendations.

Partnerships & Funding Sources

Maggie Valley is fortunate to have many partnership organizations both in and outside of the Town. It is recommended that the Town leverage these relationships for mutual benefit and to ultimately implement the vision of the plan. Many of these organizations also have grants and other funding opportunities. These organizations include:

- Maggie Valley Chamber of Commerce
- Haywood County Tourism Development Authority (TDA)
- Blue Ridge Parkway Association
- National Park Service
- The Great Trails State Coalition
- Economic Development Partnership of North Carolina
- NC Department of Natural and Cultural Resources
- French Broad River Metropolitan Planning Organization
- Haywood County
- North Carolina Department of Transportation
- North Carolina Department of Commerce
- North Carolina Department of Environmental Quality

Recommendation Matrix

Goals Legend:



Continue to Build Community



Encourage Sustainable Development



Improve the Town's Infrastructure and Services



Promote Commercial Development and Redevelopment



Protect Environmental Resources



Provide Diverse Housing Options























































Support Pedestrian and Recreational Opportunities
































Time Frame Legend:









Ongoing = Current; **Short-Term**=Less than 2 Years; **Mid-Term**=Two to Five Years; **Long-Term**=Over five years

#	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

#	Action Item	Associated Goals	Time Frame
4 Housing Mix			
4-1	Review Unified Development Ordinance for opportunities to incentive higher-density developments.	   	Short-Term
4-2	Consider including alternative residential options such as cottage courts and senior housing in the Unified Development Ordinance to increase residential diversity and opportunity.	  	Short-Term
4-3	Work with local developers and resident organizations to develop a responsible balance of required residential amenities, such as open space and sidewalks.	    	Mid-Term
4-4	Continue work with the County and other partner organizations to identify affordable and workforce housing options within development projects.	  	Ongoing
4-5	Complete an Affordable Housing Study to ensure housing in Maggie Valley meets the growing demands of the community	  	Mid-Term
5 Industry and Workforce			
5-1	Encourage a balance of live/work/play development within Town through diversified housing options, employers, and recreation opportunities.	   	Ongoing
5-2	Work with regional partners such as the Chamber of Commerce and partner organizations to develop and implement municipal incentives for commercial/industrial employers.	 	Short-Term
5-3	Work with partner organizations to provide job training and job fairs for workers of all ages	  	Ongoing
6 Internet / Cellular Service			
6-1	Work with regional partners and internet providers to identify future actions or investments needed to enhance service quality.		Short-Term
6-2	Identify areas in public spaces (library, Town Hall), to provide short-term but quality wi-fi opportunities for those who require reliable internet connection.	 	Short-Term
7 Outdoor Recreation			
7-1	Conduct a Greenway Master Plan to identify opportunities to interconnect local parks and amenities, establish greenway standards, and identify regional partnership opportunities.	   	Mid-Term
7-2	Work with landowners identified by the Greenway Master Plan to secure easements.	   	Long-Term

#	Action Item	Associated Goals	Time Frame
8 Sewer and Water Availability			
8-1	Continue monitoring and mapping of water/wastewater infrastructure to keep capacity data up to date.		Ongoing
8-2	Enhance utility service along Soco Road as needed to support infill development.		
9 Short-Term Rentals			
9-1	Continue review of short-term rental legislation and court findings to identify effective and usable regulation language.		Ongoing
9-2	Update Unified Development Ordinance Use Table to control where short-term housing uses are permitted.		Short-Term
10 Suitability of Slopes and Mountain Ridge Protection			
10-1	Conduct a slope and mountain ridge protection study. Identification of prime protection areas.		Mid-Term
10-2	Work with a consultant or the COG to amend the UDO and zoning map to create a Steep Slope Ordinance and Overlay District.		Short-Term
11 Tourism			
11-1	Work with local partner organizations to study the feasibility of enhancing and expanding the Fairgrounds. Evaluate use of indoor convention space for additional off-season capacity.		Short-Term
11-2	Work with partner organizations for the active reuse / redevelopment of the Ghost Town properties		Ongoing
12 Town Services			
12-1	Hire a Zoning Enforcement Officer to address zoning violations and general maintenance issues throughout Town		Short-Term
12-2	Consider use of Capital Predictor software to monitor and project infrastructure needs for future investments and budgeting.		Long-Term
12-3	Undertake Facilities Plan to identify municipal and infrastructure needs as Maggie Valley grows over the next 20-30 years.		Mid-Term
12-4	Work with partner agencies to complete a transit study to understand travel patterns of residents to destination points in and outside of the Town and the feasibility of expanded transit services.		Mid-Term
13 Walkability			
13-1	Amend the Unified Development Ordinance to require the development of greenway infrastructure where identified by the Greenway Master Plan.		Mid-Term
13-2	Identify pedestrian nodes within the Town and evaluate accessibility to/from nodes. Prioritize		Ongoing

#	Action Item	Associated Goals	Time Frame
	pedestrian enhancements and links where required.		
13-3	Undertake an Accessibility Study along Soco Road to identify curb cuts and where the use of shared driveway can be implemented.	 	Long-Term
13-4	Update the UDO to allow for the provision of shared driveways, frontage roads, and other land use methods for reducing curb cuts.	  	Mid-Term
14	Water Resources		
14-1	Evaluate water quality measures, such as the use of riparian buffers, for feasibility and implementation within Town limits.	 	Short-Term
14-2	Develop, adopt, and enforce floodplain regulations.	 	Mid-Term
14-3	Work with State departments to identify funding resources to relocate existing businesses and facilities out of the floodplain.	  	Ongoing
14-4	Undertake a Creek Access Study to identify potential public access points along Jonathan Creek	  	Long-Term
15	Land Use Plan		
15-1	Update the Unified Development Ordinance and associated Zoning Map based on the recommendations on the Future Land Use Map	  	Short-Term
15-2	Complete an in-depth land use analysis of existing parcels to identify key properties for infill, development, or redevelopment with focus on environmental resources and sustainability	  	Mid-Term
16	Hazard Mitigation – from the Smoky Mountain Regional Hazard Mitigation Plan		
16-1	Continue coordination of efforts with NCDOT to erect landslide barriers along roadways identified in high-risk landslide areas. (P-1)		Ongoing
16-2	Conduct a comprehensive review of existing emergency response plans to continuously update and revise response plans. (P-2)	 	Short-Term
16-4	Continue to review and revise soil erosion and sedimentation control ordinance. (P-4)		Ongoing
16-5	Protect water treatment plant from flooding. (PP-2)	 	Ongoing
16-6	Seek grant funding for mitigation opportunities eligible under the most current version of the UHMA Guidance and Public Assistance 406 Mitigation Guidance. (PP-3)	 	Short-Term
16-7	Install generator or generator hook-ups for critical facilities as budget allows. (PP-4)		Mid-Term
16-8	Develop emergency notification system in coordination with existing natural hazard emergency notification systems. (ES-1)		Mid-Term

#	Action Item	Associated Goals	Time Frame
16-9	Develop public emergency action plans to address flood events; identifying areas where sandbags could be placed. (ES-2)	 	Mid-term
16-10	Development of educational materials / brochures to educate residents on wildfire prevention, earthquakes, flooding, landslides, tornadoes, hailstorms, winter storm events, and any other hazardous weather events. (multiple)	  	Short-Term
16-11	Coordinate with Haywood County to provide hazard mitigation information to citizens via website and/or social networking sites. (PEA-9)	  	Short-Term

APPENDIX



The following appendix contains supplemental data to support the conclusions made within the Mountains to Valleys Comprehensive Plan. The following can be found in this Appendix:

Previous Recommendations

Haywood County Greenway Plan – Jonathan Creek Recommendations

Community Survey – Full Results

Previous Recommendations

The following table is a portion of the recommendations that were found in the 2007 Land Use Plan. The Plan was updated in 2022 and the following items are those that remained on the list of recommendations and action items. It is important to include these in the current Comprehensive plan to provide transition and continuity in the planning efforts already undertaken by the community. Further, these action items have been reviewed by the Town leadership, giving them the ability to reassess the objectives and suggest any changes that are reflected in the current implementation matrix.

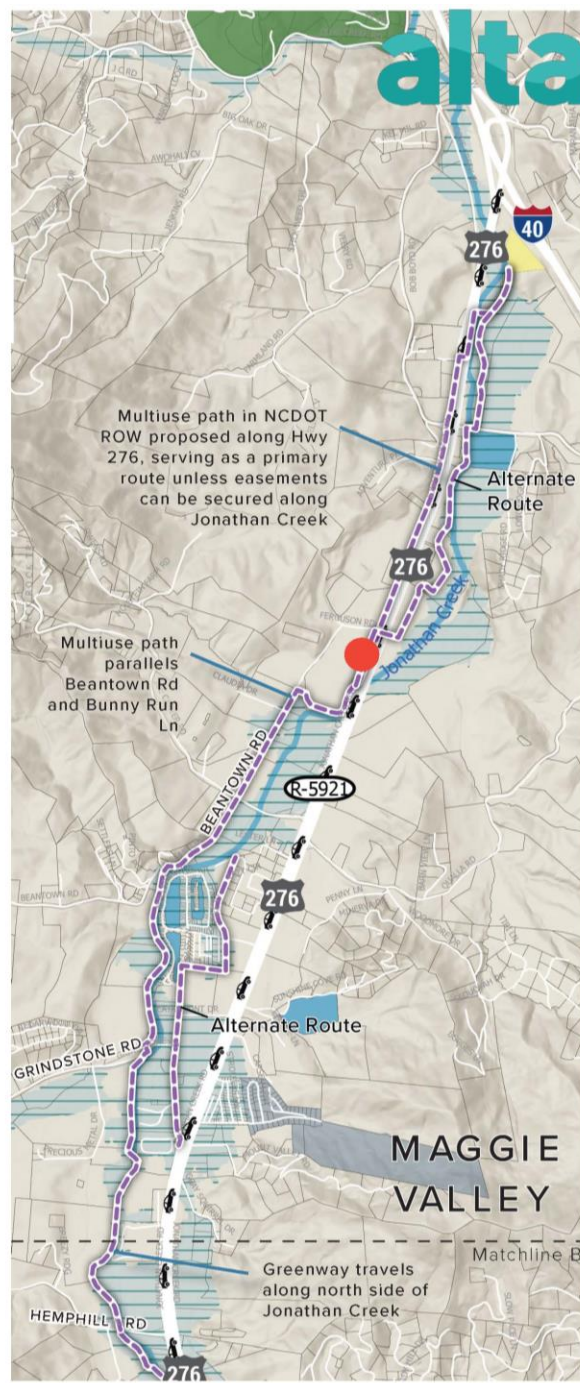
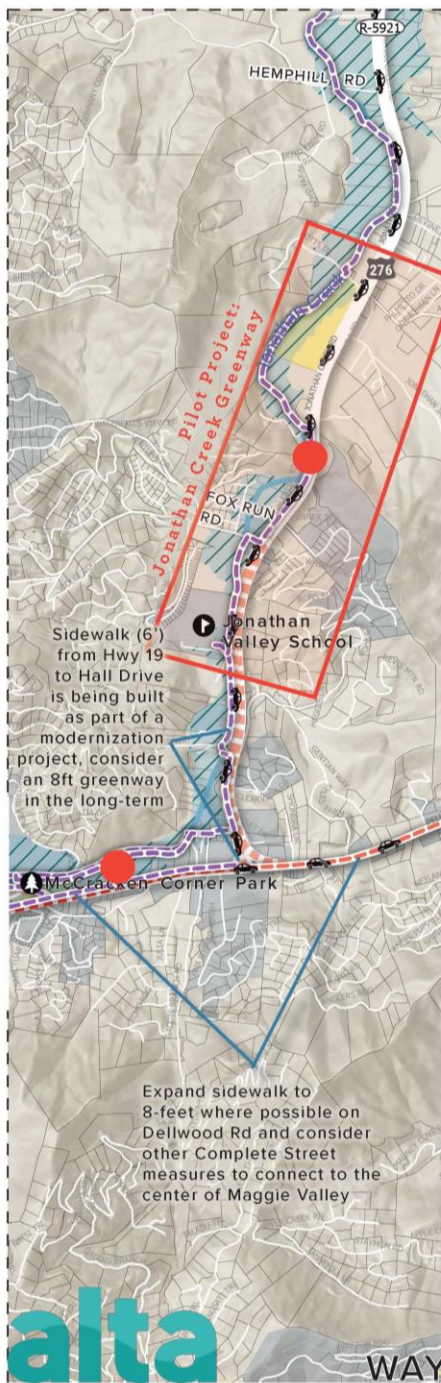
Recommendation	Action Item
Zoning	
Rezone key vacant tracts before they are developed with uses that may not fit into the recommendations of this plan.	Amend the zoning map.
Address housing affordability by either giving incentives for its creation, or by mandating that it occur.	Research the legally available methods for this recommendation. Determine the goals of the town in this regard.
Develop standards that will limit new curb cuts on Soco Road.	Amend the zoning ordinance. Work with NCDOT and RPO to determine suitable distances.
Consider implementing a Roadway Protection Overlay (RPO) District to help control growth along Soco Road.	Determine which attributes to protect. Amend the zoning ordinance and zoning map.
Traffic/Transportation	
Limit the number of new curb cuts on Soco Road and utilize the non-conforming section of the Zoning Ordinance to deal with changes to existing uses that do not currently meet the standards.	Amend the zoning ordinance. Work with NCDOT and RPO to determine suitable distances.
Require connectivity between adjacent uses where possible to discourage short automobile trips that would utilize Soco Road.	Work with the developer on an individual site basis.
Encourage alternative entrances and side street connections where possible.	Work with the developer on an individual site basis.
Examine the possibility of providing and/or requiring shuttle services between overnight lodging establishments, Ghost Town, and other attractions.	The town should also encourage and promote shuttle discussions between Ghost Town and the owners of lodging establishments and other attractions.
Require developers to dedicate easements to the Town when building on parcels adjacent to the greenway.	Amend development ordinance.

Recommendation	Action Item
Require developers to install sidewalks along Soco Road and Moody Farm Road during new construction.	Amend development ordinance.
Slope Development	
Utilize the USGS data concerning landslides when considering future subdivision requests.	<i>Provide help to NCDENR when needed to complete landslide hazard maps for Haywood County (also help maintain maps).</i>
Add steep slopes to a list of environmental features that should be protected to the greatest extent possible in new development.	Amend development ordinance to require protection.
Town Center	
Establish a Town Center.	<i>Determine what residents would like to see included in the town center. Work with developers to have them include as many of these elements as possible in their development plans.</i>

*Orange Cell: Comprehensive Planning Effort

Haywood County Greenway Plan Recommendations

The following mapping details the Plan's recommendations along Jonathan Creek Road.

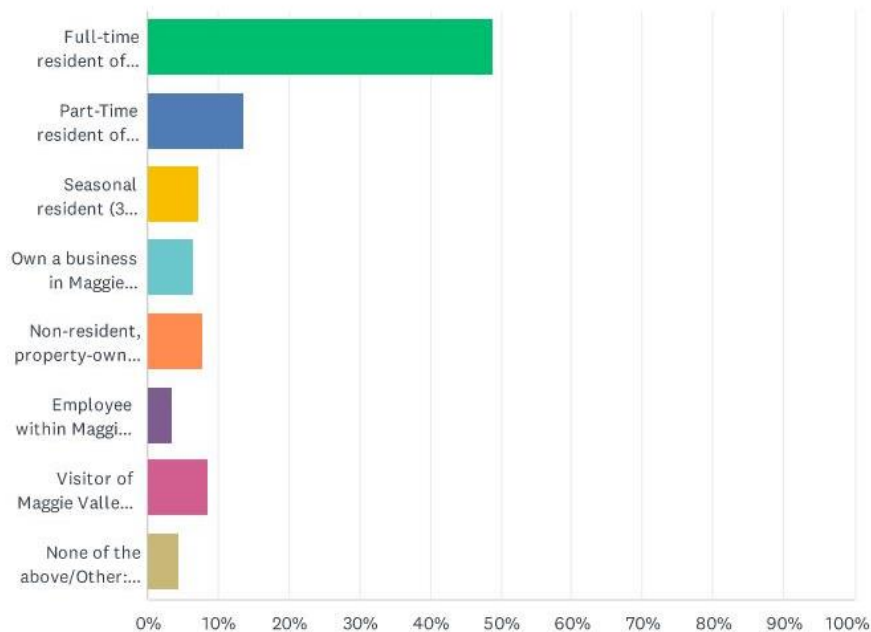


Community Survey Full Results

Summarized survey data was provided in the text of the plan. However, the following is the full response data from the Community Survey. Inappropriate comments have been edited or removed.

Q1 Please identify your relationship to the Town of Maggie Valley:

Answered: 330 Skipped: 0



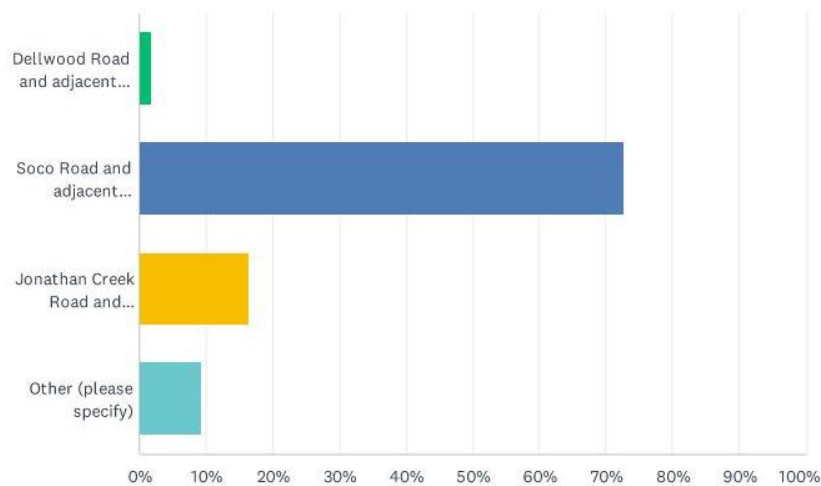
ANSWER CHOICES	RESPONSES	
Full-time resident of Maggie Valley (10 months or more)	48.79%	161
Part-Time resident of Maggie Valley (Between 4-9 months)	13.64%	45
Seasonal resident (3 months or less)	7.27%	24
Own a business in Maggie Valley	6.36%	21
Non-resident, property-owner in Maggie Valley	7.58%	25
Employee within Maggie Valley (live elsewhere)	3.33%	11
Visitor of Maggie Valley (live elsewhere)	8.48%	28
None of the above/Other:	4.55%	15
TOTAL		330

OTHER responses:

- Former resident
- Maggie Valley is on the other side of my property line.
- Full-time resident in Haywood County
- Full-time resident AND Business owner.
- Have a MV address but not in the city.
- Live in JCreek (sic)
- Live just outside town limits, full time
- Full time resident of Lake Junaluska. Previous 18-year part time resident of Maggie Valley.
- Full time resident abutting Maggie Valley
- Live within ETJ
- Full-time resident business owner
- Resident in Johnathan Creek
- Resident of Waynesville
- business owner and resident in Waynesville
- Full time near MV

Q2 You indicated that you live in Maggie Valley. Please select the area in which you live.

Answered: 231 Skipped: 99



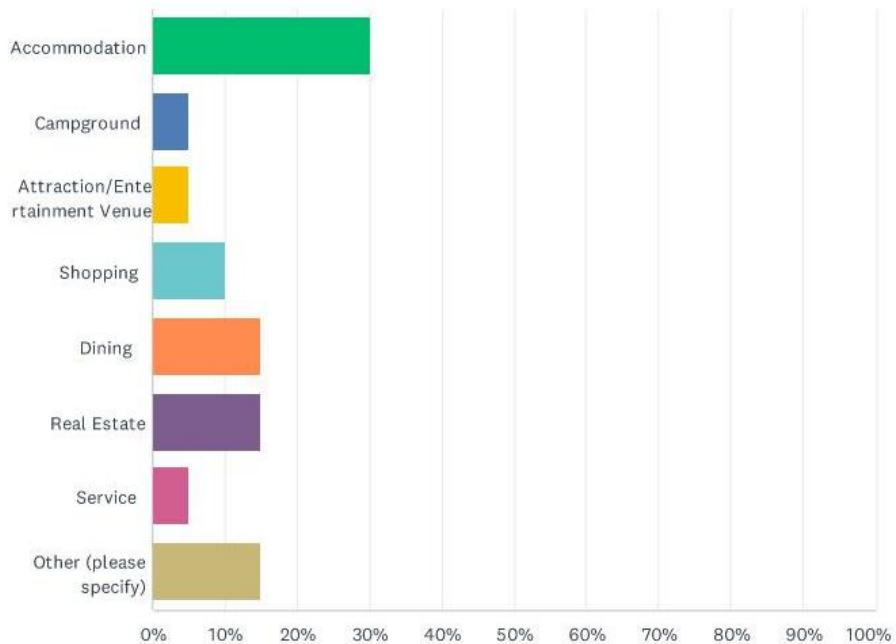
ANSWER CHOICES	RESPONSES	
Dellwood Road and adjacent residential areas	1.73%	4
Soco Road and adjacent residential areas	72.73%	168
Jonathan Creek Road and adjacent residential areas	16.45%	38
Other (please specify)	9.09%	21
TOTAL		231

OTHER responses:

- Greenview Dr
- Moody Farm Road and Adjacent residential Areas
- Campbell Creek Road area
- Crockett's Meadow
- Campbell creek
- Stoney Ridge
- Black Camp Gap Rd
- Moody Farm Rd area
- Opposite of Dellwood Baptist Church
- The Knolls
- Campbell Creek
- Evans Cove Road
- Fie Top Rd
- Campbell Creek
- Stony ridge
- Maggie Valley Club
- Timberline Dr.
- Ivy Hill area
- Flint Lane
- Stoney Ridge
- Stoney Ridge

Q3 You indicated that you own a business within Maggie Valley. Please categorize the nature of your business.

Answered: 20 Skipped: 310



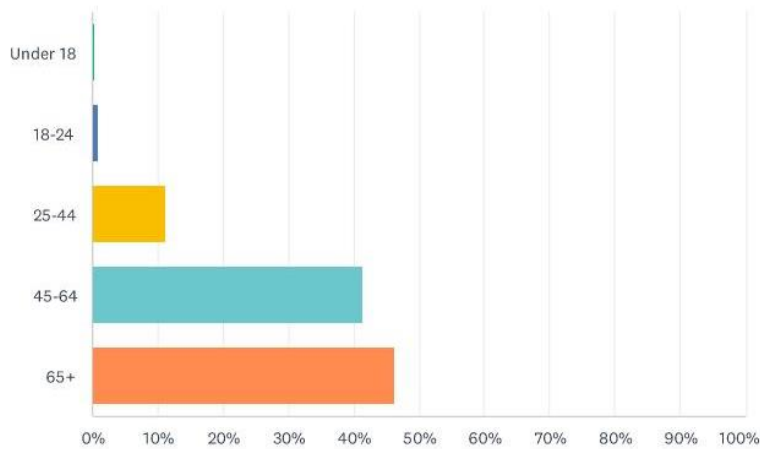
ANSWER CHOICES	RESPONSES	
Accommodation	30.00%	6
Campground	5.00%	1
Attraction/Entertainment Venue	5.00%	1
Shopping	10.00%	2
Dining	15.00%	3
Real Estate	15.00%	3
Service	5.00%	1
Other (please specify)	15.00%	3
TOTAL		20

OTHER responses:

- Attraction/entertainment venue, shopping, service
- Photography (Service) & Accommodations
- Dining, shopping, campground

Q4 Please indicate your age:

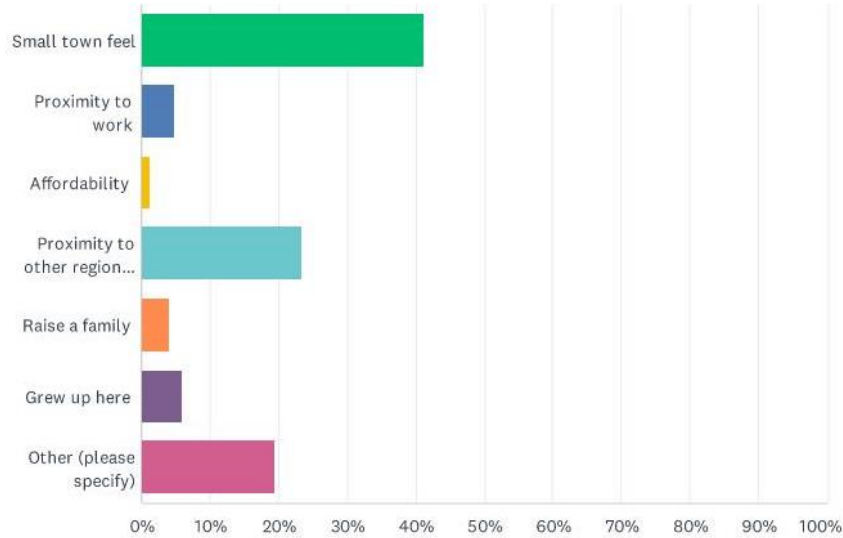
Answered: 314 Skipped: 16



ANSWER CHOICES	RESPONSES	
Under 18	0.32%	1
18-24	0.96%	3
25-44	11.15%	35
45-64	41.40%	130
65+	46.18%	145
TOTAL		314

Q5 What is your primary reason for living in, working in, and/or visiting Maggie Valley:

Answered: 314 Skipped: 16



ANSWER CHOICES	RESPONSES	
Small town feel	41.08%	129
Proximity to work	4.78%	15
Affordability	1.27%	4
Proximity to other regional assets (mountains, proximate cities, etc.)	23.25%	73
Raise a family	4.14%	13
Grew up here	6.05%	19
Other (please specify)	19.43%	61
TOTAL		314

OTHER Responses:

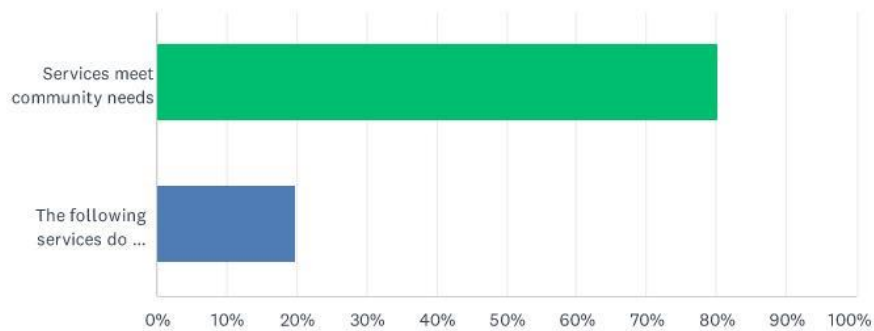
- Parent needed us
- Visited many times when young. Love it here.
- Lived in Haywood County since 1975 ...mostly in MV.
- good place to retire because of small town feel.
- I love the Maggie Valley area and the people there.
- The beauty of the mountains, and the small-town feel
- Lived in MV for 30 years. Moved away but still have clients in MV. Travel to MV 2-4 times month.
- Summer vacation
- Mountains, Smoky Mount. Nat. Park

- Potential commercial real estate investment
- Proximity to restaurants, shop, businesses
- Always visited Maggie as a child and am excited to now own a home there.
- Retirement
- Beautiful retirement location.
- The town, businesses, people
- Operating a Business
- Love the area.
- Just love the atmosphere
- Retired and enjoy the climate.
- scenery, quiet
- Small town feel, proximity to work, proximity to other regional assets.
- Retired
- Proximity, the surroundings and the seasonal liveliness
- We have a short-term rental here, but really we just love the character of the town. It's so beautiful but not overrun with tourists.
- Originally because ghost town was reopening. We Opened small business here.
- A Setzer by marriage. Many family and friends ..My Happy Place
- Have friends here.
- Weather
- Nature
- Beauty/weather
- Ran outdoor program here.
- the beautiful scenery, escape from the heat and 50+ years of memories visiting this area
- Retired
- The beauty of the mountains and small-town feel.
- Climate
- Natural beauty
- Natural beauty
- Great Tourism
- Live in ETJ.
- Beautiful
- I live in Haywood County and go to Maggie for dining and events.
- Retired and starting over.
- Retired and moved here.
- Outdoor activities and beauty
- Beauty of the mountains
- Mountain beauty
- Climate
- Family nearby
- Family Home inheritance
- Enjoyment

- Family settled the valley in the late 1700s early 1800.
- Maggie Valley is the weirdest town in the west so i fit right in
- Climate
- My wife has elderly family here.
- Business owner
- The beauty, the creek, and the people
- touristy
- Skiing, restaurants
- Bought a business but sold and still live here.
- Old family home 37+ years
- A combination of closeness to nature, cost a living (at the time 7 years ago), access to city amenities if needed.

Q6 Do any existing Town services (administration, police, public works, etc.) appear strained or do not meet community needs?

Answered: 304 Skipped: 26



ANSWER CHOICES	RESPONSES	
Services meet community needs	80.26%	244
The following services do not meet community needs:	19.74%	60
TOTAL		304

OTHER Responses:

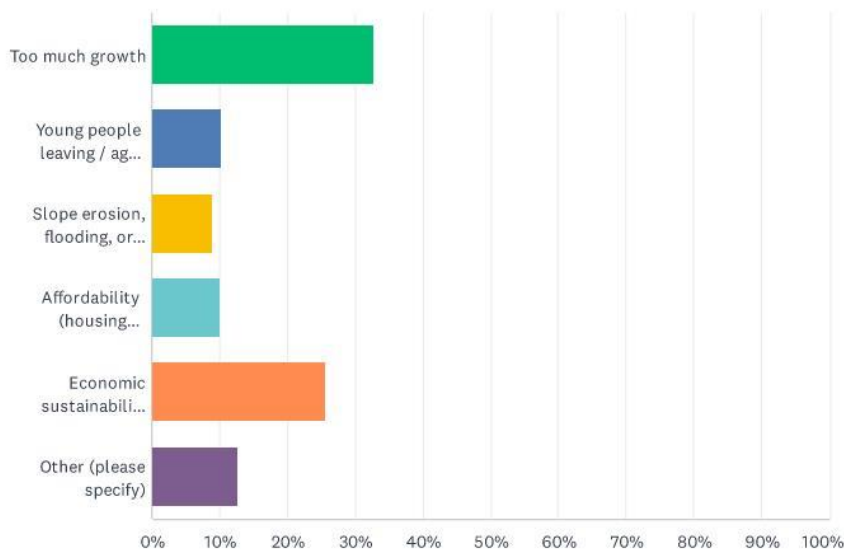
- Police, public works
- During festivals at the festival grounds, we need better traffic management for local traffic.
- Parks and Recreation facilities
- Non primary road maintenance
- Not sure
- There is little to no accessibility or aids for people who are blind or visually impaired.
- Police need to strictly control speeding.

- Infrastructure - growth is out of control. Residents are unhappy and not considered. Natural beauty is being sacrificed.
- Road maintenance
- Blight code enforcement
- Wish there were most safety on high attendance days at the Festival Grounds
- Trash
- Need more access Mte roads and Wi-Fi.
- Code Enforcement
- Public Works is strained.
- We have little or no in-woods hiking, mountain-biking, rock-climbing, outdoor recreation amenities to attract young-adult visitors year-round even though we're in the middle of the mountains!
- Traffic speeds
- More police presence to stop speeders. Especially from the post office headed up the hill toward the casino. We've seen people trying to cross Soco Rd, even in crosswalks, nearly picked off
- If you set you cruise control to 40mph - you will be run over
- One lane roads do not have garbage pickup, use smaller pickup truck to meet with the garbage truck like parts of myrtle beach.
- Need more police presence.
- Police should not always stop the same person when not causing problems.
- All services need to be responsive to community needs- get ideological politics out of the process
- Do not have Town Services
- Police
- Roads, sidewalks, general state of buildings/ properties.
- Crosswalks need state of art lighting & Signage, Sewer & Water needs expanded.
- The local Administration doesn't seem to be most focused on making Maggie Valley a retirement community rather than focusing on tourism.
- Law enforcement officers need raises. Keeping their pay competitive will assure top quality officers.
- Police, current Mayor
- Police
- Water/Sewer
- Police and speeders
- Walking safety
- Police regarding Soco road speed and pedestrian traffic.
- Public water pressure in Campbell Crest Villas is inconsistent throughout day and evening.
- Schools need better funding.
- Garbage service: infrastructure needs such as updated roads, sewer/water systems.
- Policing
- Traffic control on Moody Farm Road

- Controlled speed on Moody Farm
- Broad band
- Wildlife services are needed.
- Police, public works and recreation
- Not in town limits to have the services.
- We pay a lot of taxes to then have to maintain our community roads and bridges.
- Water line breaks
- Internet
- Not sure
- Police
- No, the police department is strained when event is in the valley and need full time fire department
- Police-no need for it with a sheriff's office available
- I do not know as I do not live in Maggie.
- Administration
- The mayor, 2 Alderman are against everything this town needs.
- More work could be done in creating a desirable ski town to visit.
- Bicycle paths, slow health department approvals, better crosswalks and more maintenance of flags, better cellular service
- Administration
- Recycling
- Administration

Q7 What is your largest concern for Maggie Valley's future:

Answered: 312 Skipped: 18



ANSWER CHOICES	RESPONSES	
Too much growth	32.69%	102
Young people leaving / aging population	10.26%	32
Slope erosion, flooding, or other environmental concerns	8.97%	28
Affordability (housing prices, etc.)	9.94%	31
Economic sustainability (open storefronts, high employment, etc.)	25.64%	80
Other (please specify)	12.50%	39
TOTAL		312

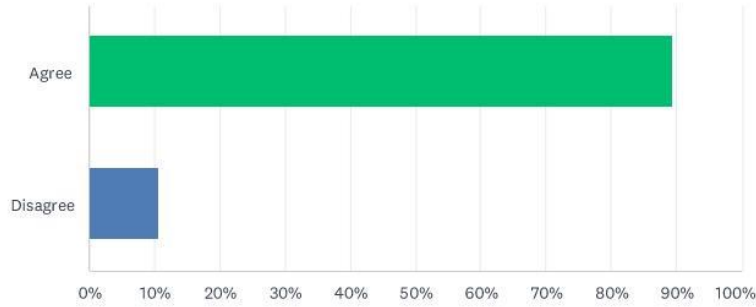
OTHER responses:

- Manage growth.
- Proliferation of new RV parks
- Old buildings abandoned.
- No appearance of guidance for how growth is to proceed.
- That it will give in to overdevelopment for money. I would hate to see MV become a Pidgeon Forge.
- Too much tackiness- we don't want Gatlinburg.
- Poor land planning & no enforcement of the sign ordinance, which gives the Town a very negative image.
- The right growth with the right balance with our natural assets
- Not enough stores and attractions
- Restaurants, the ones we have, you never know when open and some fast food restaurants. would help to fill in and for later hours. We usually have to go to Waynesville. We are a retirement community and do not want to cook all the time.
- Appearance of shops along soco road
- All of these
- These are all problems for Maggie Valley
- Most all of the stores are run down or closed.
- Not enough businesses and no growth
- Lack of entertainment
- Outsiders changing Maggie to be the way they want it "for profit" because they live in Town. limits with no regard to locals who make up majority of valley & live outside Town limits.
- Bullies on the town board. The mayor is a misogynistic bully who like to hear his own voice.
- Too many Air B and B's/ vacation rentals, nowhere to live
- Updating the towns store fronts w/paint and foliage. Driving through Maggie Valley looks run down.
- Poor codes or enforcement, run down look, don't want a lot of manufactured homes, don't want any more campgrounds right off Soco; a consistent theme for businesses along Soco would improve community look.
- Lack of community storefront feel. Feel that I have to show visitors Waynesville Main Street to give that unique cohesive small-town feel. Don't know how restaurants sustain as there isn't anything to encourage them to come to 'stroll' Maggie Valley and shop and eat.

- Over reliance on a tourist economy to the neglect of full-time local populace
- All the Above
- Additional RV Parks
- Managed change. Low density growth. Preserved Greenway, parks and quaintness if Maggie Valley.
- Maggie Valley is something of a rag-tag collection of businesses along the Soco corridor. While that has its charm, it is also quite unsightly. It has been my experience the town tries to work with landowners in attempt to do what is good for that landowner rather than what is good for the town collectively. Don't like the zoning? Just petition the town and they'll change it. The frustrating thing about that is, why have a plan if you're not "really" going to use it? Second, if I invest in a property or business based on the presence of zoning or land use restrictions, then the guy next door simply petitions for a change inconsistent with the zoning under which I chose to invest, doesn't that leave me holding the bag? Doesn't that open the town to liability? Isn't it simply ethically wrong at the very least? I love the idea of growth. I love the idea of sustainability. I love the idea of protecting area's natural beauty. Those things, along with many other priorities do not need to be in conflict. There needs to be a plan, a vision, (which the land use plan may be a starting point) and it needs to be adhered to. It almost doesn't matter what it is, only that it is consistently applied. Yes, I know you can't just go and tell Cozy Corner to clean up your act or we're going to raze your building. But #####, it sure would be nice if we could attract businesses who actually care about their image and invest in accordance with a plan. Get one or two to do it, others will follow suit. Property values increase. Folks sell their dumps to broader thinking investors. Etc. Heck, ##### and ##### want to sell their place at a huge premium. They've missed the market for selling at a premium. There is a dump as are so many who simply don't know how to provide a compelling product. I pick on them only because there is both a voice on town council and owners of a non-compelling business.
- Managed growth maintaining the personality of the Valley. A lower density that maintains the uniqueness of the Valley!
- Moving Maggie Valley forward into the future without compromising its' natural beauty and history
- Lack of support for progressive ideas
- None
- Needs underground, high-speed internet.
- Concerned about potential expansion.
- Lack of economic growth and very high housing
- No progress allowed for MV to grow with changing needs. The mayor is not progressive. Too repressive.
- Not enough growth
- There seems to be a political polarization in Maggie Valley recently. It is not a good look.
- Improper growth with a focus on wrong priorities
- Not enough growth

Q8 Please state if you agree or disagree with the following statement, “I have access to basic needs and services.”

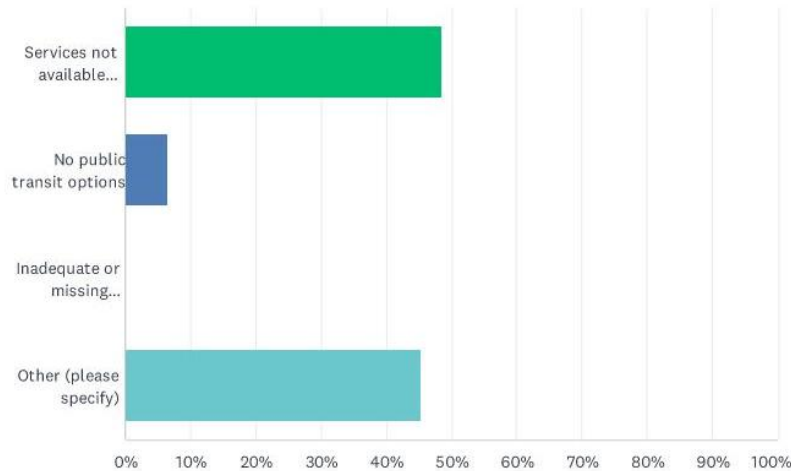
Answered: 312 Skipped: 18



ANSWER CHOICES	RESPONSES	
Agree	89.42%	279
Disagree	10.58%	33
TOTAL		312

Q9 You indicated that you do not have access to basic needs and services. Please state the barriers preventing you from accessing basics needs and services.

Answered: 31 Skipped: 299



ANSWER CHOICES	RESPONSES	
Services not available locally	48.39%	15
No public transit options	6.45%	2
Inadequate or missing sidewalks/crosswalks	0.00%	0
Other (please specify)	45.16%	14
TOTAL		31

OTHER responses:

- Grocery store
- Lack of accessible aids for people who are blind or have low vision. (audible crosswalk signals, inconsistency in marking side streets/driveways & public spaces with audible or tactile aids.)
- Internet in Ivy Township
- Need for a grocery store
- Grocery store not available locally and no public transit options
- Services are not available locally: Bank and grocery store
- Proximity to basic needs: grocery, car repairs
- Must go into Waynesville for main groceries, drug stores, Dr., misc shopping.
- Bad road, public transit , delivery services complain
- No personal shopping such as groceries
- Cell service is bad
- Broadband and internet access
- Internet
- Need high-speed internet for those who work from home

Q10 You indicated that services are not available locally. Please state which services are not currently provided.

Answered: 14 Skipped: 316

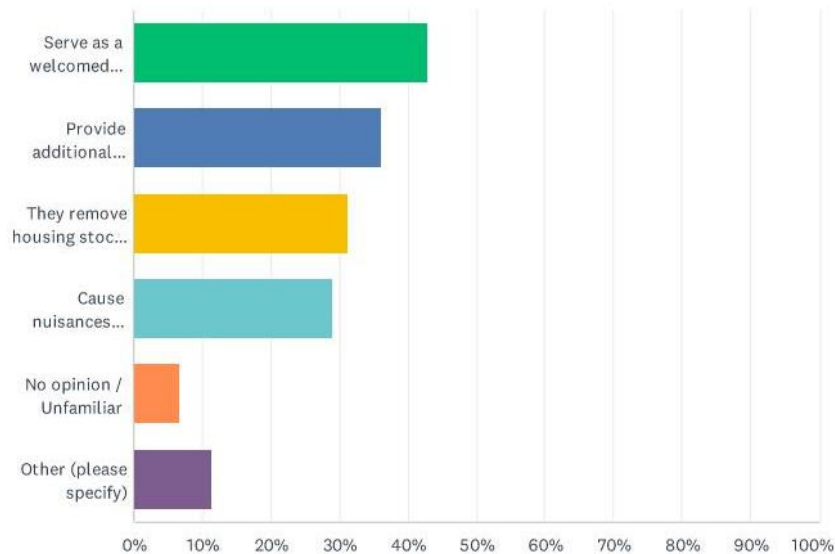
OTHER Responses:

- Grocery stores
- Urgent care and other medical services. Shopping, that is not tourist type stores.
- Food
- Needs grocery store that is neat.
- Grocery store, doctors, restaurants open every day
- We are not in city limits and do not want to be
- An Aldi supermarket would be good. It's not very large. Please no more churches that do not pay taxes
- Grocer, fast food, emergency care

- Doctors, urgent care, groceries, pharmacies, adequate library, walking parks, recreation areas.
- Enough police to patrol the area, water/sewer needs, trash pick up, fire patrol
- Grocery store / general merchandise
- Safe walking spaces and lack of healthy food choices.
- Grocery store. More than 1 pharmacy, restaurants open daily
- High speed internet

Q11 How do you feel about Short-term rentals such as AirBNB and VRBO? Select all that apply:

Answered: 283 Skipped: 47



ANSWER CHOICES	RESPONSES	
Serve as a welcomed alternative to typical overnight lodging	42.76%	121
Provide additional income for property owners	36.04%	102
They remove housing stock from communities in which they are located	31.10%	88
Cause nuisances (noise, traffic, parking concerns)	28.98%	82
No opinion / Unfamiliar	6.71%	19
Other (please specify)	11.31%	32
Total Respondents: 283		

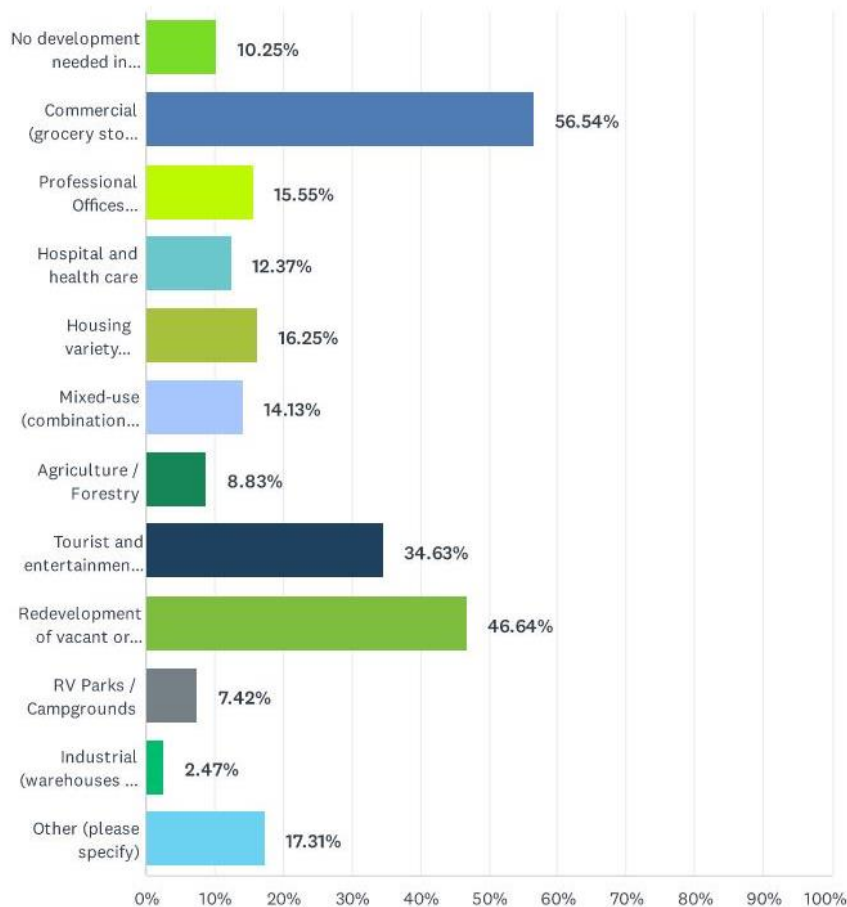
OTHER Responses:

- We have two and we can't stand them, up and down, up and down, constant.
- You never know what kind of people will occupy.
- Rentals should be a minimum of 1 week, no overnights.
- Provide extra income for restaurants, etc.
- Affordable permanent housing should be a priority over short-term rentals. Workers need affordable places to live.
- Allows ownership possibilities which increases tax base. Brings in \$\$\$ to local businesses.
- Important but areas need the ability to limit. Not a wholesale stop or elimination but a throttling
- Destroys community.
- Each HOA should be notified of manager of property.
- Need to apply "best practices" approach to regulate + tax this opportunity.
- Neighboring property dwellers asked to solve problems for renters when they cannot reach landlords
- They have their place, just don't get too many then your hotels/ motels will suffer.
- Offers great alternative to larger families that want to stay together.
- People should have rights to do what they wish with their property if not prohibited in their development rules, yes noise & traffic are concerns, sometimes hotels don't meet the need, so houses do.
- They give tourist the opportunity to experience life in the mountains.
- Maggie Valley needs a cap on how many are allowed.
- May take away from the motel owners in Maggie.
- Undermine the small-town attractiveness and community.
- Should have better rules for these in neighborhoods.
- Creates neighborhoods with unknown people to full time residents.
- require good owner oversight to prevent noise/obstruction to full-time residents.
- They are driving up housing costs so that no one who works in Maggie can afford to purchase a home here on typical wages.
- Noise, traffic races day and night, parties and loud music and trespassers onto private property
- Heavy motorcycle and ATV use too
- Noise, traffic, parking concerns? Let's get real here. How many short-term rentals are within the town of Maggie vs. near the town of Maggie beyond MV land use control? You can only control those in the town right? Yet, simply by virtue of the Smokys, the noise, traffic, and parking concerns are here regardless of short-term vacation rentals inside town jurisdiction. Are you really going to try blaming that on short-term rentals? COVID made short-term rentals explode. Why? People wanted to control who they were exposing themselves to. Is that a problem? Is Maggie looking to favor the motel owner vs. the homeowner? Whether a family stays in a short-term rental or a motel, they are still a tourist, a guest. Is tourism not what drives MV? Do short-term rentals remove housing stock? YES. Of course, they do. Is Haywood County too densely populated? Housing stock in the town limits is relatively limited regardless. What are the politics driving this question?

- Not conducive to the neighborhood
- Rental period depends on neighborhood.
- Agree for existing properties. Not for new building development. Do not over saturate the area.
- Absent owners not plugged into environmental concerns. Only financially driven!
- Too many of them. Must be limited. No housing for employees of our local shops so difficult to find people to work.
- Should be taxed as other vacation rentals.
- Circumvent or attempt to circumvent land use and public issues of safety and health.
- Sick to death of it

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

Answered: 283 Skipped: 47



ANSWER CHOICES	RESPONSES	
No development needed in Maggie Valley, located in surrounding communities	10.25%	29
Commercial (grocery store, bank, retail, restaurants)	56.54%	160
Professional Offices (doctors, lawyers, accountants, etc)	15.55%	44
Hospital and health care	12.37%	35
Housing variety (age-restricted, townhomes, condos)	16.25%	46
Mixed-use (combination of housing and commercial/office in same building)	14.13%	40
Agriculture / Forestry	8.83%	25
Tourist and entertainment use	34.63%	98
Redevelopment of vacant or underutilized properties	46.64%	132
RV Parks / Campgrounds	7.42%	21
Industrial (warehouses and factories)	2.47%	7
Other (please specify)	17.31%	49
Total Respondents: 283		

OTHER Responses:

- Housing for seasonal residents
- A road to bypass Maggie Valley between 276 and Soco Road past Bear Waters
- Sports facility
- Water park
- Recreational/park facilities
- Careful planning and restricted growth is necessary to retain the value of why everyone wants to be in MV, the close proximity to beautiful natural habitat & landscape.
- A small country market would be welcome.
- It is and will be a tourist town. Professional services 15 minutes away so no need to duplicate.
- Preservation of greenway areas and careful development of a variety of housing types, No RV Parks!!
- More outdoor recreation options. Brand MV as a quaint mountain town with great recreation options and great food / events. Take over development of Ghost Town area already; private businesses can't seem to do it.
- Green space. Parks.
- Franchise restaurants, like Applebee's, Chinese buffet, etc.
- Don't be so weak and get our waterfall back
- Beautification of Soco Road
- Our mountains will start caving
- Ghost town redevelopment needs to be allowed to proceed without the political greed motivated roadblocks
- Need less RV parks
- Need to update or repair what is already there. The quaintness is what is attractive. Don't be

another Gatlinburg.

- I'd like to see a Publix or high end grocery store. Just one.
- Hiking & bicycling
- Greenways that connect Park areas, preserve green space
- Lets fix up at the store front on Maggie Valley Hwy 19. Needs a new face lift.
- New construction needs to carefully consider traffic, water and other uses. Better planning than in distant past. NEED Fiber Optic Cable in mountains.
- Improve visibility on commercial and residential lots. Eye sores.
- Dissolve charter, unincorporate
- Recreational - Bike trails, hiking/walking trails, utilize Jonathan Creek. Growth in historical significance for education and maintaining heritage.
- Recreation - bike, walking trails.
- Decent grocery store and urgent care services
- Park/Nature Trails
- No RV parks or campgrounds
- To my way of thinking, development is not about what (as specified by this question) but how. No, I don't want a bar next to my house. But I'm fine with a bar in the business district. I don't care (within reason) what kinds of development occur; I care more about how that development plays into the long term plan. Do we want an aesthetically pleasing community? Yes. So do we really care whether that aesthetically pleasing building is a hotel or condo, a Dr's office or a cheese shop, an entertainment venue or a rehab facility?
- No more RV parks please
- Upgrade of existing restaurant exteriors/interiors and healthier restaurants
- Ecotourism-hiking trails in Maggie valley, more parks, a greenway on j creek, disc gold course, wading places on j creek
- Grocery store & pharmacy
- Over Development
- Clean up run down empty retail and commercial buildings.
- Something that keeps visitors in Maggie. Too many restaurants and hotels right now
- Sport fields for kids - soccer, baseball, football, etc.
- Recreation, eco-tourism, greenways, hiking and biking trails
- better traffic control on Soco Road, create a town center, more golf access, bicycle lanes.
- too many old shabby looking RV parks campgrounds in town limits need attention.
- Business friendly
- A slow and well-planned progression concerning new development with strong attention to our surrounding nature and resources such as water, Recreation facilities.
- It doesn't matter how many restaurants we have if they all close on the Same days.
- Center lane turned into a greenway to slow traffic and improve pedestrian safety.
- Stop ruining our small town with all your "development."

Q13 Keeping in mind the types of development in the previous question, the Jonathan Creek area (along Route 276) has the potential to accommodate many types of uses because utilities are available and land is abundant. What are the top three types of development you would like to see in the Jonathan Creek corridor:

Answered: 258 Skipped: 72

ANSWER CHOICES	RESPONSES	
#1	100.00%	258
#2	86.43%	223
#3	69.77%	180

#1 Responses:

- grocery
- Medical facility / urgent care
- Various commercial uses depending on demand.
- Retail
- A full-service grocery store
- Private development, not government
- Sports facility
- Single Family Homes
- Agriculture
- agriculture
- Affordable housing
- Grocery Store
- Grocery Store
- airport
- Big box development
- Restaurant
- Variety of affordable housing opportunities
- Trader joes
- Affordable housing
- Senior housing
- grocery store
- Residential
- Low income / elderly housing
- Commercial
- Housing - Not manufactured homes - More SFR Limited Multi family.
- Retail
- Affordable Housing
- Grocery
- Commercial
- None
- commercial
- Affordable housing
- Affordable housing
- More parks/preservation
- Professional offices
- Commercial
- Market
- None
- Restaurants
- Attractive properties
- Restaurants
- Town center
- Commercial
- Residential
- Hospital and Medical care
- housing
- other areas like Brannon Forest where I live
- Restaurants

- Affordable housing (no RV parks)
- vegan / vegetarian / ethnic restaurants
- Affordable housing
- Grocery store
- Affordable housing
- Commercial restaurants
- Mixed use commercial & residential
- Residential
- Restaurants
- housing
- Apartments
- development of vacant and run down properties
- Grocery Store
- Commercial
- Commercial
- grocery store
- Leave as is
- grocery store
- Grocery Store
- Affordable Housing
- Grocery stores
- Medical
- Entertainment
- large park with amenities
- None! If anything, private homes only.
- Green space
- no opinion
- Single family homes
- Park with baseball + soccer field, etc.
- Protected open area for elk and other wildlife viewing.
- Mixed Use
- Grocery Store - supermarket
- Housing
- Commercial
- RV parks
- Grocery Store
- Good restaurant cafeteria style
- Adequate space for a "Town Center", multi-generational development
- Housing Variety
- Health care
- None
- Recreation space like walking trails, etc.
- A park for people to picnic with bathrooms 
- Grocery store
- Grocery
- Grocery store
- Business that enhances the road but tired of Rv & mobile homes but need to hide unsightly
- buildings
- Housing
- Grocery shopping
- None
- RV park
- Entertainment
- Agriculture and forestry
- Restaurants
- Grocery store
- None
- Housing
- Theme Park like ghost town
- None
- Quality housing apartments, homes, etc.
- Housing
- Grocery store
- I don't have an opinion on this
- Grocery store
- You can't annex beyond your town limits unless the property owner asks to be an
- Affordable housing like apartments or townhomes
- Entertainment
- Motels
- Restaurants
- Indoor arcade/golf cart track
- Assisted living for elderly.
- More reasonable campgrounds

- Grocery store
- Agriculture
- Agriculture
- Grocery stores
- Grocery Store
- Housing
- Affordable Housing
- Retail grocery
- Low impact development
- None
- Affordable housing
- Retail stores complex buildings, Franchise business / hotel & restaurants
- no opinion
- Commercial
- Commercial Retail (restaurants, grocery, drug, unique artisan shops)
- Trees
- Grocery store
- Residential
- Hiking/Walking Trails
- Single family affordable homes
- Commercial
- Recreation - bicycling, hiking trails
- Public housing that is affordable
- motels
- Preserve the creek and greenways
- Housing
- Low density
- agriculture/forestry
- Restaurants
- Grocery store
- Strip mall of non-souvenir shops to relieve congestion in town.
- Chain restaurants
- Grocery store
- Professional
- Golf Course
- Agriculture
- Cracker Barrel at 1-40 exit
- Residential
- None, already too much traffic
- agricultural
- R1&2
- More affordable housing
- Controlled housing development
- Agriculture
- Low density subdivisions
- Is the J-Creek corridor subject to MV Planning?
- Private homes
- Residential Housing - Year round
- Restaurant's non seasonal
- Recreation/walking-hiking trails, horseback riding
- grocery store
- Target, grocery store
- None!!
- Upscale retail
- Single Family Residential
- Mid range housing
- Housing
- individual homes, townhomes, condos
- Certainly NOT high density living quarters
- None
- Parks and recreation.
- A greenway along the creek
- housing
- Public use parks
- Grocery store
- family entertainment
- Grocery store
- Grocery stores
- Agriculture farming
- Small zoo like there used to be.
- Housing variety
- I enjoy the rural feel, I don't want any development.
- none
- New housing
- Grocery store

- Finish the original plan of the competition baseball fields
- Continued agriculture and Agritourism
- Restaurant
- Restaurant
- Quality Commercial
- limited residential
- Agriculture
- None
- bank branches
- None
- home
- Family entertainment park
- Retail
- Grocery store
- Grocery
- Affordable housing
- not sure
- Health care
- None
- Commercial retail
- Retail
- Nothing
- RV park
- Restaurants
- More businesses that are year-round
- Grocery store
- Grocery and retail
- Recreational Areas
- Nothing, I like the farm land
- Restaurants
- Grocery Store
- Grocery
- Affordable housing
- Quaint shops
- Grocery store
- community type housing
- None! Keep it rural.
- Commercial - grocery or restaurants
- Recreation
- Large-scale affordable housing projects
- Industrial
- Affordable dwellings
- Residential
- Shopping
- Tourist activity (zip lines, trail rides, etc)
- Apartments
- housing variety
- Grocery store
- grocery store
- Affordable housing
- Tourism
- Nature/Recreation Trails
- I like Jonathan Valley as it is.
- Entertainment / Tourism Destination
- community sport complex emphasis on kids/teams with POOL
- housing
- Agriculture Forestry
- Housing
- Non-permanent RV/camping
- Grocery Store/Pharmacy
- Affordable housing
- Nothing!
- housing

#2 Responses:

- urgent care
- Grocery Store
- Restaurants
- Bank
- Lower income single family homes
- Grocery stores
- Mixed development
- Movie Theater
- hotels
- Affordable housing
- Entertainment

- Agriculture/forestry (keep some green space)
- High end gift shop
- Parks
- Recreation center
- affordable housing
- Restaurant and Retail
- Eateries - Non-Chain
- Professional
- Commercial - Restaurants, Shops
- Affordable housing, not government rentals
- Music/Entertainment Venues
- Restaurants
- Professional Offices
- None
- affordable housing
- High end housing
- Grocery stores
- Retail
- Redevelopment of underutilized properties
- Winery/wine tasting room.
- Stay rural.
- Small shops
- Some commercial venues / Russ Ave is busy enough.
- Food stores
- Retail
- Restaurants
- Commercial
- Breweries
- art studios / gallery
- Nonpolluting industry
- Commercial
- Housing
- Apartments
- Professional Offices
- RV Lots
- businesses
- Affordable housing
- mixed use-commercial residential
- Entertainment
- Health care
- Entertainment
- bank
- Leave as is
- restaurant
- Restaurant
- New Commercial
- Variety of restaurants (preferably not big fast-food chains; something more health-minded or fun that)
- Shopping
- Goods
- small housing development
- No short-term rentals please. Terrible for our neighborhood. Not paying hotel taxes...Parties, noise, traffic and in with large trailers and motorcycles--tearing up our gravel roads!
- Parks
- No more trailer parks
- More open land for elk to graze.
- Restaurants
- Agriculture
- Bank
- Retail/shopping
- Agriculture
- Place for shopping
- An arts, crafts, shopping entertainment complex
- Agriculture
- Bank
- Keep Maggie Valley in Maggie Valley.
- Grocery
- Town homes
- Dr
- Need classy looking development.
- Apartment
- Clothing
- More Cabins
- Retail
- Grocery store

- Grocery store
- Affordable housing
- Grocery
- Better restaurants
- No more development
- Businesses to support the community with jobs & services.
- Commercial
- Retail shopping
- Bank
- Shopping center
- Boutiques
- Grocery stores
- Retail
- Indoor putt putt
- Skilled Nursing facility
- Steak house
- Playground/kids; dog park: outdoor activity
- Affordable housing for full-time residents
- Farm
- Medical offices
- Hospital
- Tourism
- New Commercial
- Bank
- Preserve green space connected by urban trails
- Apartments & condos
- o opinion
- Resident
- Tourist/entertainment use
- No decisions for the ETJ without fair representation of residents
- Greenway
- Light commercial
- Mountain Bike trails
- Condo/Townhouse affordable housing
- Professional offices
- Agritourism
- recreational, public pool
- gas station
- No more RV parks and campgrounds
- Commercial
- Preserve natural resource - Jonathan Creek
- housing variety - small complexes, not massive/cookie cutter
- Shopping
- Walkway along creek
- Manufacturing
- Commercial
- Retail such as grocery store or pharmacy
- Agriculture
- No more RV parks!
- Commercial
- None
- Farming
- Condominium complex
- More business opportunities
- Neighbors agree with proposals.
- Seasonal vegetable and fruit stands
- Entertainment
- It would be lovely to see it done with forethought, planning and aesthetic consideration.
- Grocery store
- Commercial
- Urgent Care Facility
- Small residential enclaves, nice restaurants, grocery store
- retail
- restaurant-bar
- High end development--minimum lot size of 2 acres
- Professional services
- Grocer
- Recreational
- Restaurants
- Please, NO traffic circles
- Single family home subdivisions.
- A greenway thru the valley

- recreation
- Pharmacy (cvs or Walgreens)
- restaurants
- doctors
- Shopping mall
- Hospitality tourism
- love seeing agriculture - adds to the small town feel
- Mixed use
- single unit housing
- Retail and restaurants
- Hardware store
- Sports complex
- Recreation, eco-tourism, biking and hiking trails
- Townhomes
- Quality Residential
- Limited commercial.
- Professional/medical
- None
- small but adequate grocery stores
- park
- Outdoor entertainment venue
- Restaurants
- Restaurants
- Tourism development
- Grocery and pharmacy
- Undecided
- Grocery
- Affordable housing
- Industrial
- Nothing
- Entertainment
- Keep the agriculture.
- Kid-friendly venues
- Professional offices
- Residential
- Retail
- Health Care
- Retail
- Grocery store
- Large recreation area picnic tables, walking trails,
- Urgent care
- No more RV Parks!
- Agricultural
- Large-scale affordable housing projects
- Manufacturing
- Agriculture
- Healthcare
- Entertainment
- Housing
- Affordable housing
- tourism related
- Entertainment venue
- large resort
- RV campground
- Entertainment
- Entertainment
- I don't think business should be promoted or discouraged in J Creek.
- Health Care
- action oriented commercial venues not just shopping
- job producing industries.
- Commercial Banks, Grocery, Retail
- Stores
- Affordable housing
- Chain restaurants with drive -thru
- Housing in general
- Leave our farmland alone!
- commercial

#3 Responses:

- Pickleball facility
- Grocery store
- forestry
- Restaurants
- Target
- Homes

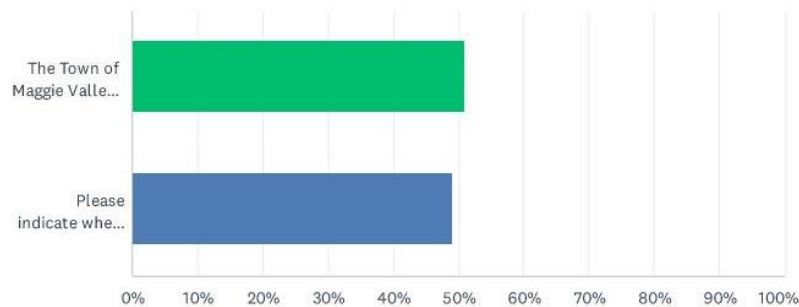
- shopping
- Agri - tourism
- Liquor stores
- Professional office space
- Krispy cream donuts
- Brewery
- Family entertainment
- Mixed-Use
- Urgent Care
- Bank
- None
- tourist attractions
- Commercial and mixed-use development
- Banks/credit unions
- 55+ community
- Professional
- Vet clinic
- Agriculture
- Parks and biking trails
- Professional
- Small commercial enterprises
- Professional offices
- Live music
- bowling alley / billiards room
- Mixed use
- Businesses
- Single family homes integrated with some condos.
- Small businesses
- Restaurant
- Commercial business
- Mixed use
- Detached homes.
- agriculture
- Leave as is
- residential subdivision
- Entertainment options (movie theatre, bowling, ninja gym for adults, trampoline park, laser tag, zip line, rock climbing, etc.)
- Activity
- Housing
- Protected wildlife areas
- Family restaurant
- Adventure Park
- Light Industry
- Housing Variety
- Some to remain agriculture.
- Tourist
- Ice cream (soft) stand
- Park land must be included in any development
- Commercial
- Grocery store
- Agricultural
- Restaurants
- Pharmacy
- Family residences
- Auto repair
- More Shows and Restaurants!
- Restaurant
- RV parks and campgrounds
- Doctor offices
- Tourist
- More dedicated fishing spots
- Leave Maggie Valley alone, your running out the born raised locals
- Youth sports areas, hiking, biking trails connecting areas.
- Recreation
- Sit down restaurants.
- Restaurant
- Amusement
- Restaurants
- Greenspace/parks
- Bowling
- Single family residential
- Cracker Barrel
- Nothing else
- No development
- Restaurants
- No more houses, apts, RV parks
- Commercial

- Single family homes
- Bass Pro Shop
- not familiar with JC corridor
- Medical
- Professional Offices
- No ##### development of any kind whatsoever
- Park with picnic and play equipment.
- Recreation Use
- Apartments
- RV Parks and campgrounds
- park and new larger post office
- amusement area
- Housing variety
- Creek stability
- No more campgrounds
- professional - again, nothing massive
- Health care
- Professional business buildings
- Single family housing
- Tourism
- Fast food. Chain restaurants
- Agriculture
- Shopping by 1-40
- Lodging
- None
- Retail
- Climate control under supervision
- Some Commercial- managed, buffered
- Dining establishments
- RV Parks - no more in current corporate limits of Maggie
- Garden Center
- Not trailer parks or "Dollar store" type stores!
- recreation
- music venue
- Fast food
- Commercial
- grocery store
- Bike path, park, level-ish walking trail, outdoor recreation
- None. Leave as is.
- Bike paths and sidewalks
- housing
- shops
- Bowling alley
- Shopping and restaurants
- love to see more tourist destinations.
- Agriculture
- Outdoor activities
- Entertainment venue
- Residential housing
- Professional services
- Greenway/walking path
- Outdoor Recreational
- continued farm use
- Live/work
- None
- restaurants open throughout the week
- retail store
- Healthcare offices
- Bank
- Health care
- A real park
- no answer
- Restaurant
- Maintain some farm land
- Tourist attractions
- Housing
- Nothing
- Shopping
- RV or park model parks
- Dog park
- Housing for locals- no short-term rentals
- Campgrounds
- Restaurants
- Restaurants
- Welcome center
- small parks for children and adult enjoyment
- Professional offices

- Large-scale affordable housing projects
- Apartments/condos/townhouses
- Affordable long-term rentals
- Fishing
- Industrial
- Recreational area/ parks
- Townhouses
- Outdoor activity center
- banks
- Bank
- RV Parks & Campgrounds
- Housing
- Parks and Recreation
- tourist farms
- Professional Offices
- Dr offices
- Grocery store
- Attractions/Things to do.
- No tourist traps.
- Go back where you came from if you feel the need to develop here!
- Pro. office

Q14 A Town Center development is typically a mix of uses and may consist of residential, commercial, institutional, and park facilities. If a Town Center would benefit Maggie Valley, where would you like to see it located?

Answered: 269 Skipped: 61



ANSWER CHOICES	RESPONSES	
The Town of Maggie Valley does not need a Town Center	50.93%	137
Please indicate where a Town Center should be located:	49.07%	132
TOTAL		269

Town Center Location:

- Off the Main Road (Soco Road), maybe a square behind town hall or where there is space.
- Across from Festival Grounds; town square
- Vacant lot next to Gem Mine to be tied to Town Hall across the street
- Moody Farm Road
- Near festival grounds

- Near the Festival Grounds
- Just as you go into Maggie
- Where the tacky towel place is across from legends
- J creek
- An infill town center could be created between comfort inn and salty dogs - a greenfield town center could be constructed on moody farm road or intersection of 19/276
- near the existing Town Hall
- Near festival grounds
- West end of town
- Along Soco Road seems to be ideal currently, but I have concerns about the walkability. Not sure if a Town Center would work for the Town of Maggie Valley, but I like the concept.
- Jonathan Creek area or in one of the large fields along Soco Rd. closer in to Maggie Valley.
- On 276 close to Hwy 19
- Between town hall and festival grounds
- Somewhere along Soco Maybe near the festival grounds
- 276
- Near festival grounds
- Also my Soco Road
- J creek 276
- Near fairgrounds
- Gosttown parking lot area with some surrounding empty commercial properties.
- **Anywhere** with easy access
- in city limits
- Heart of Maggie
- Festival Grounds
- Soco road
- Between city hall and festival grounds OR by visitor center
- Anywhere
- don't we have a town center (i.e., near city hall)? that area needs more
- Moody Farm Road
- Close to Fairgrounds
- Good idea, but not sure best location considering traffic and noise it would generate.
- Soco road
- Festival grounds could be a great shopping area
- Along 276, the Jonathan Creek Area
- Within 1 mile of Town Hall
- City Hall
- Soco Road
- I thought we had this beside town hall
- Don't matter
- Outside of Jonathan Creek and keep municipal functions where they are
- Near I-40 Interchange

- At the old Maggie school.
- Jonathan Creek
- Where the festival grounds are now instead of always having motorcycles there
- Middle of town
- I don't know
- Down Town
- J creek
- Soco Rd
- The center of town
- Market Square
- Near center of the Valley
- Bottom of Ghost Town
- By town hall
- In the area of the festival grounds and market square..accessible from both sides from Cherokee, Asheville, Sylva, etc.
- In the heart of Maggie
- The field between the gym and Jo Pinters visitor center
- The empty lot past the welcome center.
- Where town hall is now
- J creek area— not too close to soco road
- Area between Town Hall and Stomping Grounds
- Replace Stompin Grounds
- Across from festival grounds
- Redevelop a group of abandoned buildings
- By the festival grounds. Towns property.
- Soco Road corridor that folks have to drive through to go to Smokies
- The Town of Maggie Valley is a corridor. I would love to see a WELCOME TO MAGGIE VALLEY sign that goes over the road at the "entrance" to the corridor at Moody Farm
- Road/Parham that and at the Ghost Town/Tube World location. A retro/vintage looking sign.
- Ghost Town parking lot area
- Downtown, add sidewalks, drop back to 3 lanes with either parking face in on both sides, or parking in middle lane
- not sure
- Along route 276
- Jonathan Creek area
- Jonathan Creek area
- not sure
- Ghost Town
- Near Town Hall
- 'Near the event center
- Inclusive of Town Hall & Pavilion
- Somewhere between the post office and Maggie Mountaineer

- Rt 276 Jonathan Creek Corridor
- The current area adjacent to Town Hall
- near the festival grounds or mv creek park?
- J creek
- Jonathan Creek road area
- We need to upgrade and clean up the current downtown are (Soco Road)
- J Creek corridor
- Anywhere there is land available and property owners agree to develop in this manner - there could be more than one
- Festival grounds could be upgraded to a town center due to location on Soco Rd.
- Maybe on J Creek? But, is it necessary given our proximity to Waynesville?
- Centrally located on/off Soco Rd.
- By city hall.
- Need a map showing potential sites to make a decision
- On Soco road.
- Jonathan Creek or Maggie area/closer to Waynesville side of town
- Around Town Hall, redevelopment of flea market area, historic area
- Festival grounds/city hall
- Near Festival Grounds on Soco Rd.
- between Fie Top Road and the Festival Grounds
- by the festival grounds
- Section of Soco near existing town offices
- JC area
- Jonathan Creek highway 276
- Soco Rd
- Near the town hall
- Somewhere in Soco Rd
- Moody Farm Road
- A town center would be great. Not sure of where it should be located.
- Central to all.
- Soco Road
- Property between the visitors center and campground/gym
- Festival Grounds
- Near Festival Grounds
- Bulldoze the Cavalry Road Baptist Church
- Along Soco Rd there are plenty of spaces that are NOT already businesses and could be developed/repurposed/rebuilt
- J Creek or Soco rd
- Close to the Waynesville side. A good place would be near where moody farm splits off. There is a large empty property with the standing barn not sure who owns it.
- near motorcycle museum
- Near festival grounds market square

- Perhaps where the distillery was
- Between Clarion Motel and Stonebridge Campground
- Jonathan Creek area
- Ghost town parking lot.
- Route 276
- near 2878 Soco Road
- Ghost Town area of town
- Soco Rd
- Somewhere in the Heart of Maggie
- Soco Rd near Moody farm Rd

Q15 In three words, please describe your vision of Maggie Valley's future.

Answered: 254 Skipped: 76

ANSWER CHOICES	RESPONSES	
#1	100.00%	254
#2	92.91%	236
#3	87.80%	223

#1 Responses:

- left alone
- Small
- Place to Walk
- Gateway to Mountains
- Year-round tourist
- Growth drawing tourism with natural parks
- Open storefronts
- Stay as small town
- No more RV parks!
- Addition of grocery
- Growth
- Greenway
- bright
- Livable community
- Historic
- planned development
- Less junk stores
- Outdoor recreation
- quiet
- Walkable
- Quaintness
- Small-Town
- Family Friendly
- inclusive
- Peaceful
- Unchanged
- Expanded restaurant days and hours
- Excitement
- Slow controlled growth
- Controlled growth and development
- Available grocery stores
- Keep small town feel
- Tourism
- Accessible to many outdoor activities
- Quiet

- Outdoor
- More restaurants
- Remain a friendly small town
- Stagnant
- Continued small town feel
- Growth
- Adequate services for residents
- Thoughtful
- Relaxing
- more affordable housing
- very uplifting, good
- Higher quality restaurants
- Small town feel
- progressive
- Vibrant tourist town based on proximity to Blue Ridge Parkway and elk
- Mountain community
- Retain small town feel
- Smart
- Keep that welcoming “small town” feel
- growing
- More restaurants
- responsible growth to increase property values
- Clean
- No RV parks, we have enough now
- More things for families to do
- pastoral
- Pristine
- Charming
- Golf Cart Friendly
- Controlled Growth
- Nature
- Family
- Slow growth
- tourism
- Maintain ambiance as a small mountain community with hotels that pay taxes not the rampant
- short term rental scams (airbnb and vrbo, etc.) going on!
- Small
- Stopping commercial development
- Protect beauty
- Growth
- Tourist
- Smart
- Same
- Peaceful
- Sustainable
- Quaint
- Bleak
- Planned
- Need to update what's there.
- Safe
- Slow growth
- Need to listen to native people
- Beauty
- Grocery store
- More entertainment to draw visitors
- Stay small
- Tourist
- Going be Great!
- Year round sustainability
- Ghost town reopening
- Open ghost town
- WELCOMING TO TOURISTS YEAR ROUND
- Clean up some of the older buildings
- Diversity
- Historical
- Quiet
- Maintain Quaintness of Maggie
- Functional
- Beauty
- Attractions, restaurants and retail that draws visitors to the area
- I would love to see tourism boosted, but not in an overblown way. It would be

- see it turn into something like Gatlinburg, but, of course, more tourism would
- support local business and keep the Valley alive!
- Don't
- Thriving entertainment venues
- Dying
- Thriving businesses along Soco rd
- Community
- Economy
- Prosperous
- Growth
- Entertainment
- Home town feel
- Keep it the way it is!!
- Peaceful
- Less emphasis on tourism
- Tourist town
- No
- Year-round
- Entertaining
- Walkable downtown area
- Green
- Keep small town feel
- Clean
- New face lift.
- coordinated architectural look - use of stone, log, brick
- Great
- Shopping
- Dismal
- Upgrade old businesses
- Travel
- Smart, Steady, Managed growth
- Housing
- Upgrade the buildings on Soco Road
- Charming
- Less growth
- Maintain integrity of small town
- Growing
- No campgrounds/RV Parks in town limits
- ghost town
- Quiet
- Better building codes for residential
- Stepping into the future with technology
- Hopeful
- Scenic
- Tourism
- improve appearance of buildings along soco road.
- All properties on Soco to look like log exteriors for the mountain feel
- Natural beauty
- Peaceful
- non-commercialized
- Clean
- More entertainment venue's (musical)
- Friendly environment with few changes
- Refurbishing of Some structures along soco Road.
- Low density managed
- Consistent
- Keeping the MV vibe
- Managed growth - not growth for the sake of growth - maintain the integrity of the Valley
- Safety
- Planned out development of the town - not sold to the highest bidder
- better retail - grocery
- Friendly
- Dismal
- Investment
- It's a tourist area
- Housing
- Mountains
- Improved housing developments with restrictions.
- Less noise pollution, clean and safe

- Affordability
- Upscale
- Ecotourism
- nothing town
- Family tourist destination for all seasons .
- growth
- Peaceful
- Gross
- Quaint
- small town
- keeping small town feel
- Keep locale business going
- hopefully a clean looking town
- Receptive
- Young people things to do
- Growth
- Where families can live, work and play
- Smart growth
- Cozy
- Vibrant
- Senior Friendly
- Relaxed
- Stay the same
- maintain the draw of tourists
- A walkable town center
- develop
- Peace
- Continue small town feel
- Tourism
- Alive
- Doomed
- clean it up
- Staying small
- Remain the same
- More tourists attractions
- Quiet
- Heritage and historical friendly
- Leave
- Affordable
- Entertainment for all ages
- Let Family owners that have owned property for more than 100 years do what they want
- Moderate growth
- Small town feel
- Entertainment
- Small
- Prosperous
- Sustaining
- Nature
- Welcoming
- Sustainable
- Beautiful
- small town feel
- Quiet
- Redevelopment of dilapidated buildings before new development
- Eclectic
- It's dying on the vine
- Growth
- Keep the small town feel
- Gradual dignified growth
- Destination
- Next generation growth
- revitalized
- Hub (perfect location to everything)
- need to beautify and update
- Progressive
- Walkable “downtown”
- growth for tourism
- More attractions
- Green
- Destination place with a mid century modern vibe
- Tourism
- infrastructure
- heritage tourism
- Friendly
- Growth
- Tourists!
- Keeping the hometown feel
- Updated vacant lots

- Peaceful
- Sustainable growth

- Leave
- tourist

#2 Responses:

- Natural
- To Get Coffee
- Place of Calm
- More family activity
- Small Businesses to Flourish
- Update buildings from 1960s
- Some lower income housing for locals only
- Less development
- Cleanup existing properties particularly along 19
- Beautiful
- Beautify
- better shopping for locals
- Enhanced public green spaces
- Entertaining
- forward thinking
- Less camp grounds
- Small town charm
- blue
- Mixed retail
- Peacefulness
- Family and Fun!
- Mountain Appeal
- diverse
- Fun
- Small
- Stay the same
- affordable
- Give up Ghost Town and move on to more appropriate tourist venues while keeping controlled
- growth in mind.
- More areas of interests for seniors
- Growth without becoming Gatlinburg
- Family
- Family friendly
- Quaint
- Recreation
- No more campgrounds
- Entice entertainment to appear
- Empty
- More annual residents
- Recreation
- Maintaining small mountain town charm
- Controlled
- Balance of nature and entertainment
- Less RV Parks
- inclusive
- No large entertainment venue, should push beauty and proximity to Smoky Mountains, el
- Blue Ridge parkway
- Freshened up
- Sustainable
- Cater to tourists via outdoor activities and Mom & Pop stores
- new businesses
- Needs to look nicer
- residential (NOT RV or Mobile home parks)
- blight control of abandoned buildings
- More chain restaurants
- More year round income opportunities
- mountain
- Mountain
- Picturesque
- Clean up falling down structures
- Tourism
- healthy
- Fun
- Entertainment
- retirement
- Clean
- Increasing tourism

- Reasonable traffic flow
- Business
- Welcoming
- Growth
- As
- welcoming
- Clean
- Undesirable
- Coordinated
- Don't get too big
- Traffic
- Remove eyesores like old buildings and Ghost Town
- Need to modernize what is here now
- Environment protection
- Bank with atm
- More restaurants
- But have fun activities & food
- Ghost Town
- Affordable housing
- Kid friendly things to do
- Open ghost town
- Planned growth
- Welcoming
- Nostalgic
- Non-Commercial
- Keep it affordable for the locals
- Stable
- Homes
- Grocery option other than Dollar General that is never open
- Change
- Ghost town (let the mayor get annoyed idk)
- Without
- More housing options for rentals/buyers
- Education
- Business expansion
- Welcoming
- Entertainment
- Health care
- Friendly people
- NO MOBILE HOME OR RECREATIONAL PARK
- Community
- More emphasis on residents
- Remain quaint
- More
- Attractions
- Controlled
- Clean up commercial areas
- Beautiful
- No large companies
- Friendly
- More entertainment.
- no more metal buildings
- Great
- Entertainment
- Inflated
- Fresh visitor experiences
- Destination
- Focused on outdoor recreation/bike rentals/bike trails/hiking and walking trails for all to use (handicap accessible options)
- Retail
- Upgrade landscaping on Soco Road
- Outdoors
- small town feel
- Controlled growth cleaning up Soco Rd
- Update commercial
- Rejuvenate Soco Rd
- slow growth
- Less motorcycles
- A safe place to live
- Safe place to live
- Possible
- Country
- Part time retirees
- Keep the small town feel and natural beauty
- Tradition

- Appealing
- welcoming
- Limited traffic
- More entertainment for children and young adults
- Control of mobile home parks, we have enough
- Peaceful
- Light commercial managed
- Aesthetically-pleasing (like that hyphen? Cheating? I could have said beautiful)
- No amusement park ie: Ghost Town
- Clean up Soco Rd
- Friendly
- A nice mixture of amenities that serve long term residents and tourists
- continue being friendly
- slow and easy
- Traffic nightmare
- Appreciation
- Shopping facilities
- Outdoor
- Recreational trails, activities
- Planned housing development -we don't need more RV parks or similar
- Scenic
- Green
- Hiking/walking/biking trails and connecting paths
- transients live there
- entertainment
- Convenient
- Tourism
- Rustic
- unique shops, events
- Continue to grow but keep natural surroundings and history in tact
- Try to limit urban sprawl
- limited growth (good luck)
- Revitalize
- Outdoor shops. ie: mountain bike/ hiking store
- Family
- Protect our mountains and valleys
- Clean up via code enforcement
- Quiet
- Comfortable
- mixed use
- Uncluttered
- Stay the same
- update look of Maggie Valley especially the Mom and Pop hotels
- Safer main road with built in speed regulation or cameras
- country fair
- Serenity
- Crack down on drug abuse
- Jobs
- Bustling
- Must diversify economy
- Maintain the nature and untouched land
- Peaceful
- Activities like hiking biking etc. and amusements for families of all ages
- it
- Traditional
- Nature tours
- New restaurants with zoning requirements that are unreasonable and not comparable.
- to Waynesville, Clyde in Canton
- Updated internet
- No more short term rentals
- Parks
- Quaint
- Small-town
- Adequate
- Peaceful
- Elk
- Community
- Family

- nucleus for travel
- Less dumpy
- Gateway to the Smokies natural areas and public parks
- Throwback
- Too many outsiders influencing elected officials
- Family
- More tourist attractions
- Tourism
- Live work enjoy
- attractive
- Family
- zoning
- Family Fun
- Lots of lights and beauty during ski season

- More shops and restaurants
- Music venues
- Inclusive
- Reclaim mountain feel.
- Local Entertainment
- then
- road life tourism
- Vibrant
- Attitude change
- Families
- Continue to help Ma and Pop Business
- More curbside appeal/trees landscape
- Animal Sanctuary
- Access to outdoor recreation
- It
- affordability

#3 Responses:

- Peaceful
- More Parks and recreations
- Outdoors-focused
- More improvement of existing properties
- Very controlled future growth
- Tasteful
- Retail
- bank
- A town whose built environment rivals the beauty of its natural environment
- Safe
- Nice gift shops
- Small businesses
- accepting
- Restaurant
- Relaxing
- Mountains! (Preserve Natural Beauty)
- Year Round
- nurturing
- Safe
- Relaxed
- No change

- Welcoming
- Capitalize on the natural beauty of the area by making it the focus, not growth.
- More police presence
- Affordable!!!
- Picturesque
- Unsophisticated yet classy
- Friendly
- Small
- Something done with Ghost Town
- Keep up the draw of auto shows, motorcycles and craft fairs
- Small
- Announcement of community events
- Internet
- Adequate activities for visitors - especially children
- Multi projects
- Less cheap tourist shops
- More entertainment
- environmentally responsible

- Act as a gateway to preserve the beauty and small town feel
- Things to do
- Growth
- Join with neighboring communities for reciprocal events and offerings
- more permanent housing
- Grocery store
- Commercial (restaurants, businesses)
- Diversification
- Banks and such
- Affordable housing for service providers
- village
- Valley
- Bustling
- Grocery and Drug Store
- innovative
- Relax
- Goods
- small
- Green
- Should be more family oriented
- Avoid becoming Pigeon Forge
- Tourism
- Safe
- Progress
- now
- progressive
- Friendly
- Florida
- Unifying
- Focus on beauty of the land
- Grocery
- More places to stay ; motels, air b&b's
- Stop catering to tourism
- Preserve the wildlife
- Water slide
- Later hours
- Stay clean and quiet
- Senior center
- Cleaning up certain establishments
- Open ghost town
- Planned infrastructure growth
- Prosperous
- Perfect the way it is
- Scenic
- Stop overdeveloping everything
- Enjoyable
- Creeks
- Affordable housing option ie. apartments to support people who work in these type jobs and draw a younger population to MV.
- Anything
- grow
- Changes
- Preservation and celebration of the areas natural beauty
- Family
- Entertainment
- Versatile
- Family activities
- Goodwill
- Motorcycle friendly
- Locals. No out of state developers
- Small-town
- Restrictions on short term rentals
- More things for tourists
- Development
- Neighborhoods
- Fun
- Host more events at festival grounds
- Friendly
- No commercial
- Uncrowded
- Biking trails.
- no more campgrounds, trailer parks or manufactured housing facing Soco Rd
- Great
- Walkable
- Money pit
- Music

- A focus on maintaining and growing our town for history and heritage.
- Year-round
- More cultural events besides motorcycle, car events
- Inclusive
- quiet
- No more RV or campgrounds
- Clean up soco rd
- Preserve natural beauty - greenways, etc.
- retro
- Less RV campers
- No more RV parks
- Better control of what is allowed on residential property
- Needed
- Welcoming
- Gateway to the National Park
- Just an Aldis supermarket for us
- Uncongested
- Unique
- quiet
- Access to grocery chai
- Strong leadership
- Relaxation
- No more RV parks or campgrounds
- Appalachian
- More music festivals
- No RV Parks in current Town Limits
- Wildlife
- A place that I will continue to love to live in
- Less touristy more live able - prettier sidewalk access-wider
- Well kept
- Tourist trap
- Upgrading
- Urgent care
- Tasteful
- Facelift to Soco Road, landscaping. Encourage cleanup around businesses.
- Enjoyable events offered at our lovely and well thought out Festival Grounds
- Low development
- uncluttered
- A bike path and sidewalk connecting Maggie to J Creek, Waynesville, and Clyde
- Biggest losers
- family oriented
- friendly
- Night life.
- Country
- beautiful
- Adding professional services, grocery store, etc
- Festivals
- Grocery store
- Activities
- Beauty is our greatest asset
- Accessible broadband
- Beauty
- Friendly
- protect mountains
- Tourism
- Stay the same
- capitalize on the history and environment - starting with saving the first post office or other
- buildings of historic valley
- Better food options
- terrorism
- Rejuvenate
- Clean up the roads leading into MV
- Multi-generational
- Theme park
- Upgrade access to communications
- Small
- Expanded park and water parks free for kids
- Alone
- Fun
- Bluegrass music

- More business friendly
- Welcoming some expansion
- No more RV parks
- Year-round activities
- Friendly
- Safe
- Attractive
- Self sustainable
- Tourism
- Leadership
- God's country
- natural oasis
- Thoughtful Zoning
- No more RV parks
- Legal weed
- Bleak
- Community
- Diverse food choices
- Activities
- Keep the history
- user friendly
- Craft
- limit junk
- Entertainment
- Walking/bike path along the creek
- Buffet Restaurant
- Equitable
- Seek anchor stores.
- Outdoor Activities / Festivals
- growth
- good quality of life for residents with food and health services
- Community-Oriented
- Friendliness
- Fun
- Allowing food trucks in town on certain days the local restaurants are not open especially in the winter months
- More attractions for visitors, attract a younger audience. Stop relying on Ghost Town as the savior for Maggie.
- Classy not honky tonk
- Access for community to basic housing needs
- Alone!
- sustainable

Q16 If you would like to be contacted by Town staff in the future regarding involvement in plan updates or implementation, please provided your contact information below:

Answered: 110 Skipped: 220

ANSWER CHOICES	RESPONSES	
Name	97.27%	107
Company	0.00%	0
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	95.45%	105
Phone Number	89.09%	98

Q17 Below, please add any additional comments/concerns regarding the Town of Maggie Valley's Comprehensive Plan. Thank you.

Answered: 126 Skipped: 204

Responses:

- I would like to see more open land for the Elk. The area off of Campbell Creek behind the Nursing Home should have been preserved for the Elk instead of more housing. The Elk are what draws folks to Maggie.
- Key is managing short-term rentals. There is a balance that will determine long-term success of Town. Tourists are good, but not at the expense of neighborhoods and families
- Would love to see Maggie have smart growth beautiful area just needs updated
- I believe MV is a very nice area , just to much noise from Bikes and more shopping for locals..Grocery Store
- Let’s find investors to re-open Ghost Town
- Maggie Valley does not need any more RV parks. Soco Road is full of them. Vacant lots should be used for other types of development, including affordable permanent housing. Development should be planned to improve the lives of full- time residents and not just attract visitors sometimes ignoring the needs of full-time residents. MV needs to consider whether it has access to enough water before approving high-density development.
- Maggie Valley needs to accommodate full time residents and families. We need parks and

outdoor recreation. Services like doctors, grocery store, dentist, hardware store, etc. We need small businesses to keep the small town charm. Stop catering to part time residents. Campgrounds are ugly. Fix up vacant/unmaintained properties. Use the same blueprint as surrounding small towns like Bryson City, Sylva, and Waynesville.

- No additional comments
- Do not fall for #####'s smoke & mirrors
- Thank you for all your work on this!
- I would like to see the town more accessible for people who are blind, or have low vision.
- Maggie Valley needs to remain a small town true to its roots. People move here because of its relaxed friendly atmosphere where folks say good morning and mean it.
- I hope we can see a fun but not overdeveloped town that has been planned with care regarding existing residents and tourists.
- Limit additional camper and trailer facilities
- Once the mountains are stripped and leveled, you can never get them back. Be careful. Proceed with caution.
- More events during Thanksgiving weekend and through December. Christmas tree lighting!
- Love the parades, the low riders, the jeeps, all of those things that make living in a small town so special. I came from a very large city - Dallas and much prefer the friendly and slower pace of MV.
- Clean up blight
- Waynesville seems to be getting a lot of things right by becoming a destination for entertainment, food, beverage, and shopping while trying to manage growth. I would look to replicate their blueprint while leveraging the natural assets within Maggie.
- It would be nice to have easy access to quiet, wooded walking trails. Walking bridges might unite the two sides of Soco Road and lend a cozier, more walkable feel to the strip.
- Glad you are always looking forward. I do not think a revival of a Ghost Town type venue is worth the money or the negative aspects of large crowds
- Needs Progression
- A town that is not growing is dying. Responsible growth is a must. The new J-Creek dev (homes and townhomes) is great. Similar on Soco would be great Existing vacant restaurants should be populated but they need residents to be customers.
- Would like for Maggie Valley leaders to be more receptive to business owners and not give impression the town leaders are opposed to development or growth
- No RV parks in current residential communities. Roads are already crowded.
- Again, blight code enforcement
- Do not try to make us into something that we are not. that has happened too much in the last 45 years. the town is necessary, but not to the point of trying to be a City. Since the closure of Ghost Town, most people come here to visit and stay because of the beauty of the area, not the "City". Maggie Valley needs to stay a small town USA.
- I love the valley and the people here.
- I'm very glad you've keeping the community involved in the initiative.
- Bring back roadside stands and Local resident acknowledgement and history. Ignore those that are offended for Maggie's heritage.

- Love the small town feel but to keep attracting new people we need to slowly grow towards the new future
- Commercial zones need to be cleaned up. Trashy, messy parcels need to be removed / improved. More parks and green areas. Do more for residents and less for the tourists. Limit bars/hotels. This should be a tiny, peaceful mountain town without bikers and truck rallies. It is embarrassing sometimes.
- Kindly work toward reigning in the short term rental scam. We now have one next door and one across our little, little gravel street. Have contacted the Police re: reporting noise issues and fast vehicles on gravel roads. Thanks!
- Encourage redevelopment of run down looking property. Create , promote and maintain architectural development standards for new and significant redevelopment.
- We do not need a roundabout at Dellwood Road red light. This will cause far too many accidents
- the proposed rotary intersection at Soco + 276 is the cheap + poorest solution. Rotary will likely cause more dangerous situations for emergency services + large semi trucks. This must be reviewed!
- I am very opposed to the rotary planned for Soco Road/ Jonathan Valley Intersection, will create danger for drivers
- There is no need for a roundabout at the Jonathan Creek + Soco red light.
- Maggie Valley should focus on what's inside city limits and stay out of rural communities. People come because of country feel and move in drive up prices and remove the country in the process. Towns just want more and bigger tax base.
- Please consider a unifying plan of how and what will combine tourism and sustainability
- No Greenway
- Need to beautify the area and get rid of or hide poor development decisions.
- More support of local businesses and franchises
- Beautiful place to take a Vacation!!
- We love Maggie. Grew up there and now my children are getting up there every chance we get.
- Please keep it largely unchanged. Maybe update some of the rooms in Maggie and add a nice park with a water park or splash pad for the kids.
- Focus on the natural beauty that brings people to this area. Jonathan Creek, hiking, mountain views, etc.
- Please keep Maggie Valley small. It is getting too overpopulated and the housing prices are too high for locals. I was born and raised in Maggie and my family roots run all the way back to Cataloochee, it is sad to see what is happening in Maggie. People visit for the quiet peaceful town not some place that is like myrtle beach. Please consider the locals before tending to the tourist!!
- People living in the Town limits should not be making all of the decisions for the Valley which impact a much larger group of non-Town people who actually live here & grew up here.
- In the 15 years that I have lived in J. Creek and work/visited MV and visited 10 years prior to that it has always made me sad to see how small businesses can not sustain themselves for long. So many great businesses have left for better locations or just closed. As much as

locals don't want to see this little piece of heaven disturbed it is the way to sustainability. We live in the most beautiful place in America and people want to come and get a taste of it. we have a responsibility to share it while being good stewards.

- As someone with short term rental properties in the area, obviously I have an incentive to see a boost in tourism. However, I love the valley for what it is and would hate to see it overdeveloped. I'm sure it's a delicate tightrope, but if I had to sum up my personal vision for the Valley, it would be to build up tourism in a consciousness, tasteful way, with people (developers and businesses) who genuinely care for the valley and its community.
- Bicycle paths
- We need to have a more progressive administration, more open minded pro tourism, pro business minded. More fair voting on town discussion
- We need commercial growth especially restaurants, but we want it to stay family friendly. No more "Bates Motels" with homeless and low income housing. No dense housing near downtown, there are plenty of places for homes away from main street. Tasteful RV parks and campgrounds with trees, plants, barriers ok with me. The worst thing I see are homeless people and low income housing in our motels. They should be filled with vacationers that feel safe!
- We are a tourist town.
- I want to keep OUT the shysters who want to come in and change everything for their sake of making a quick buck. I only want the type of changes that would benefit our small town and keep it mostly the way it is.
- Overgrowth. Over-emphasis on tourists at the expense of full-time local residents. Do not undercut what has made Maggie Valley attractive to live and visit.
- Don't change what makes Maggie great.
- Native of NC. Would like for Maggie Valley to keep its mountain feel. No more destruction of OUR Mountains and Trees!
- Something needs to be done to slow traffic down and make it more pedestrian friendly.
- Leave it alone and stop trying to make it bigger. Don't let these big corporations do this bad enough what you are doing with ghost town
- First, I appreciate the survey. Feels like a first step to improvement. Maggie has a trashy, rundown look in the midst of beautiful nature. We pay a lot of taxes for the size of the city; should spend some on making the main strip look better - remove the falling down buildings, create a consistent architectural look to give the town a cohesive & attractive look. Encourage restaurants to make sure something is open for lunch, especially in the winter. Do this first before trying to add a hospital or beg a grocery store to move in. Make it nice & people & businesses will come. Getting "real" cable - real high-speed, fiber optic internet everywhere is a high priority. People can't work well without it; limits visitors as well as homeowners. An earlier proposal for a 4-way traffic circle near its entrance was/IS a BAD idea. They're confusing & people understand regular traffic lights. A "real" grocery store would be great, but the population probably can't support it. An urgent clinic might work. A Truist bank branch would be nice. Reopening some kind of tourist attraction would be good, but I think we've lost hope in Ghost Town - it needs developers w/sufficient capital to develop & market, and people may still not come. Nostalgia only goes so far. Plan entertainment venues need to match the

existing community - shooting range, trout fishing, clay pigeon shooting, hiking trails, petting zoos, gem farms, horseback riding, summer camps –things people associate with WNC. Good restaurants and bars that appeal to adults and our motorcycle rider visitors, too. Make sure the infrastructure can accommodate growth without straining existing roads and structures. NO parking on Soco Road. Some of the ideas floated in the recent past are really bad! And prioritize safety - since 2015, 2 fires threatened my home and the city issued no warnings. Do a text system like Haywood County has. Its system did not alert to the fires. Facebook was the source. If we have food banks, make them well lit, accessible and visible so people can donate and receive from them easily. And have organizations/people apply to city before opening to ensure they have the space, facility and access to operate. And clean up the Section 8 housing or move it off the main road. Gives poor first impression.

- I feel for businesses here in Maggie Valley as there isn't a 'draw' like Waynesville Main Street has to bring folks into their businesses and restaurants here in MV. When we talk to the business owners it is a struggle for help as the business has to thrive in order to support hiring. Maggie Valley needs to get a Town Center that reviles Waynesville and get people into MV so folks spend their monies here. Certainly don't need anymore hotel/motels.
- Everyone in the ETJ is egregiously regulated without representation or input into the decision-making process. We did not choose to buy homes in Maggie Valley for a reason, and its over-reaching encroachment of our county liberties is a gross violation of citizens' rights.
- The JCreek corridor—we would absolutely dread seeing high density housing all along 276 as is being planned. Useful, reasonable development in keeping with mindful preservation of this beautiful rural area is perfectly fine and often healthy for invigorating and supporting the needs of older towns. But we moved from a high density area on purpose—how we would hate to see this happen again!!!
- Thank you for considering our comments.
- Shops and restaurants will continue to have to be closed or offer limited hours until there is
- affordable housing in Maggie Valley. Employees are not going to commute to Maggie for work when they can find comparable or better jobs in Waynesville or Canton. Air BNB's and RV parks bring in consumers but don't supply employees. Families should not have to live in motel rooms to be able to stay here.
- The locals that I have talked with do not agree with any more growth, the only ones that do, seem to all be non locals, or locals that have something to gain, more money in their pockets
- Thanks for allowing me to comment on Maggie's future
- No more camp grounds along soco or moody farm rd
- We like the current pace of life in Maggie. Controlled growth to preserve this pace. please don't destroy the peacefulness as that is what draws most people.
- Stricter zoning and planning should become a priority. Obviously people can build whatever they want wherever they want thus affecting property values if development is not controlled
- No more campgrounds or RV parks. Maybe affordable log home developments to add to our natural beauty
- Think the town is doing a great job r
- Beware of unscrupulous developers. Know who you are dealing with.
- Preserve quaintness of Maggie Valley. Like the current pace of life

- We love living next to Maggie Valley! Make us part of the town!
- The UDO was a huge first step. The same open dialogue that was used to create the UDO needs to be followed to develop the more comprehensive plan. Kudos to the addition of conditional zoning in the UDO to maintain integrity of the valley. No more RV parks in current corp limits. Preserve Greenways and Parks and use of buffers to preserve integrity of the Valley. You're definitely headed in the right direction.
- Upper Soco road former business, residences and parcel of land must be improved... It's currently a eye sore !!
- I think it is wonderful that you are doing this!!
- Would like street lights and sidewalk in Brannon Forest
- All future development should be approved based on maximizing tax revenue for town. No low end/low value development of any type.
- There is also land 'behind' the Soco Road corridor (both sides of the road) that has potential for development... but no sewer access at this time
- I appreciate all you/we are going to manage this growth period. I've lived in other locations where it wasn't done and it became miserable for residents, new and old. Organized growth is key.
- I often tell people that MV is the Myrtle Beach of the mountains, and that's not a positive picture of our town. We have too many RV parks and mobile home parks, too many strip shopping centers with tourist shops and not enough useful businesses like doctors offices, grocery stores, pharmacies, higher end retail stores. We live in such a beautiful, green place in the mountains, but MV doesn't reflect that beauty. I would like to see the town develop so it fits in with the landscape- green, mountainous, creeks. Right now, we're more like one long strip shopping center.
- I haven't seen the plan, but our most important asset is our beautiful mountains-we need to preserve our mountaintops from development, and incorporate lots of greenspace, trees, parks, and paths to make. A walkable, beautiful town is a place people want to stay.
- Get your own house in order
- Vet your developers. If they don't live here they don't have any interest in the towns future.
- Major concern is overdevelopment
- Thank you for allowing community members to be a part of the comprehensive plan
- I think the city is being well run, much better now than in the past.
- Please be willing to hear new ideas and do thing differently
- If we continue to let hotels and campgrounds into Maggie I think as the new generation comes in they will find a town like Bryson city. Way more family activities.
- Good luck! The town is at a crossroads. Build on our natural beauty, protect our natural assets, and provide a welcoming community to young and older.
- I'm glad we have one! No more RV parks. I think affordable housing would help this situation.
- Congratulations on moving forward with the new Comprehensive Land Use Plan for our community!
- equal, fair, consistent decision making
- Thoughtful growth that keeps historical context.
- Please don't turn us into another Asheville!!!

- In my opinion, You cannot continue to build houses and condominiums Without building some activities for people to do first. Amusement Park or some sort of attraction. Taking away what Maggie offered (peace and beauty) takes away what people come there for. To renew and reconnect and reset.
- Please do something to stop HOAs from bullying homeowners who rent out their homes to guests part-time.
- Maggie looks the same now as it did 20 years ago. Growth is needed.
- Electronics infrastructure must be brought into the 21st century. "Quaint" is not sustainable.
- too many places on the main road need fixing up/cleaning up. Our town doesn't look very inviting to visitors and or new residents. Many of the older RV parks are shabby and run down.
- Do not allow ANY R3 development! R1 is ideal . Do not develop wildlife refuge areas where elk reside. Keep small town feel. We come/live here for quiet, small town feel. Please...keep Maggie Valley Peaceful and moral and law abiding! Never like Ashville. Do not destroy our views! Support local restaurants, small businesses. Keep our Churches. Respect our Flag and kneel fir His Cross! Never as liberal Ashville!!!!
- I love Maggie Valley / Waynesville and want to support the growth but also preserve the beautiful small town character & charm.
- Leave it alone!
- Business friendly to those families that have been in the valleys for generations not the flyby nighters that come in and make a mess of stuff.
- Maggie Valley is a great place, and I have been visiting for decades. I hope it doesn't change and succumb to big developers. The town may need a little updating, but it does not need big development. I wish you all the best of luck.
- Love the small town feel, promote small business and keep it a small town
- We do not need high density housing! IF gt or other entertainment venues come there will be housing in adjacent areas as there was in earlier, busy years.
- No
- I am concerned that any new developments should have its own access roads. Eliminate obvious potential dangers.
- No more new RV parks, please! It would also be nice to see some zoning that would not allow for someone with two campers to set up basically a junk yard, like is the case on Timberline Drive on the right side as you head up the hill. Allowing this to go one is not only an eyesore, but also impacts property values.
- We still need a tunnel from Joey's Pancake House to the Waynesville Walmart!!!!!!1!
- We need places for families with children to visit. We places where the people that work in Maggie can live that are not disgusting. We need to get old, dilapidated structures cleaned-up or removed.
- I feel that Maggie now is doing well with the fairgrounds. However, when there is no event there is little to do that will keep tourist from leaving. Plenty book rooms or stay, only they travel elsewhere (Cherokee, Asheville, etc) to find activities.
- Town administration and new residents need to remember what Maggie Valley has been and meant to visitors for the last 75 years. Growth is possible without being overwhelming.
- I would like to see the mayor and aldermen-alderwomen more visible and interactive with

businesses. Many business owners don't live in Maggie and feel they don't have a voice. Example: \$25,000 town grant to help businesses improve their properties-elected officials needed to make personal visits to businesses that needed improvement; encourage participation: let them know the town leaders know about and support their business.

- It is not safe to cross the street in Maggie. Those cheap flags are a joke! Why can't we have raised cross walks with lights? That would also help to slow the speeders down.
- I would like to see more open-minded voices heard, not just a select few when things are voted on, when it comes to Maggie Valley
- The Plan should include ALL aspects of Maggie Valley, not just the interests of a small number of the community. Keeping young professionals local is vital. Welcoming tourism is vital. Embracing all the residents and businesses is vital. The town needs to go from half of the buildings closed down and empty to being a town where there are very few if any sitting vacant. The economy needs the tourism, they won't come to an empty stretch of Has Been. In that process we can still be a community-oriented small town, as long as the entire community is included and the local events appeal to the residents as well as the businesses. Bringing the people together is the key, in fun events, in The Plan, in every way possible.
- I do not believe the Town leaders should put extreme limitations on the use of land unless the Town owns it.
- With Maggie Valley's location to the Blue Ridge Parkway and Smoky Mountains national park has the potential to become an outdoors paradise. it doesn't make sense that there aren't any outdoors shops where people can pick up hiking gear. Maggie Valley needs to strive to clean up abandoned lots and be more visually appealing to attract businesses to the area. Maggie Valley needs to shift its focus to attract young businesses. Having a Chamber that is more focused on business development would be a great start. There is already a county wide tourism office that does a great job in promoting Maggie Valley, why do we need another entity duplicating efforts?
- Look at places like Hilton Head Island for zoning, especially signs, restrictions. Ghost Town had its day. Elk are the big calling card now.
- If you moved in here and are trying to change it and have growth, go back where you came from! We were doing just fine without you and you are the reason our valley is being ruined!