



The Heart of the
Blue Ridge Mountains

VILLAGE OF CASHIERS COMMERCIAL AREA SMALL AREA PLAN

Steering
Committee #1
1/22/18



STEWART

Agenda

- Project Overview
- Schedule
- Community Profile
- Preliminary Analysis & Observations
- Plan Assessments Highlights
- Work Session
- Next Steps



Consultant Team

- **Cindy Szwarczkop** (PIC)
- **Jackie Turner** (Public Involvement and Implementation)
- **Jake Petrosky** (Land Use Planning & Modeling)
- **Kristy Carter** (Community Engagement & Active Transportation)



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Technical Team

Jackson County Planning & Zoning

- Caroline Edmonds, Project Manager, Planner
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- Michael Poston, Planning Director
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Project Overview

- Joint effort to prepare a **small area plan** for the Village of Cashiers Commercial Development District
- **Existing Conditions**, Plan Assessments, Inventory & Analysis
- **Listen, Engage, and Collaborate** -Community Tour, Stakeholder Interviews, Steering Committee, Public Meetings, & 3-Day Charrette
- **Plan Development** & Implementation

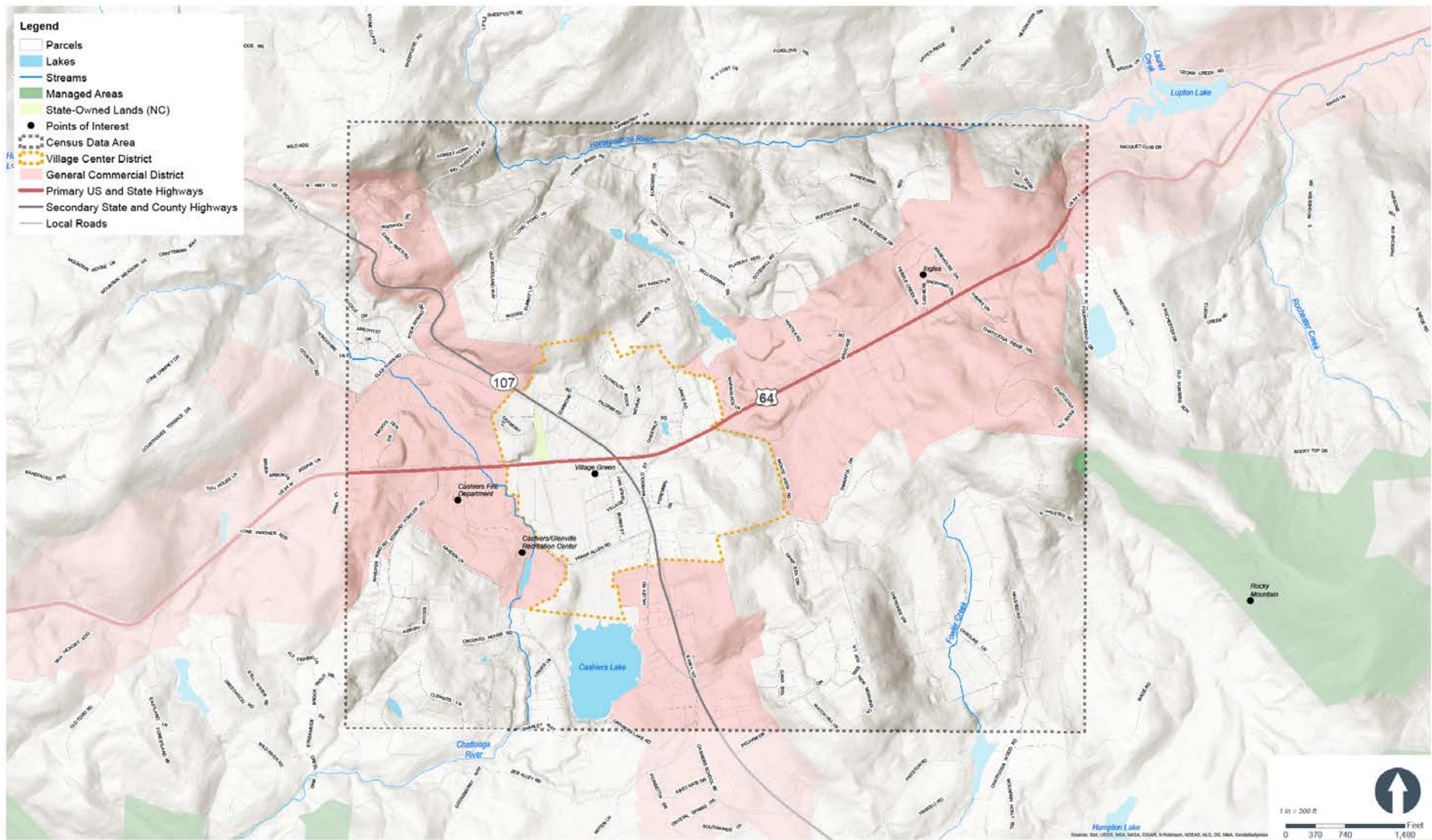


Inventory and Analysis

The following topic areas will be studied:

- Current Development Conditions
- Land Use & Transportation
- Economic Development and Tourism
- Public Utilities & Infrastructure
- Natural & Cultural Resources
- Parks & Recreation





CASHIERS SMALL AREA PLAN - GREATER CASHIERS AREA -



Date: 1/19/2018

Schedule

CASHIERS DRAFT SCHEDULE

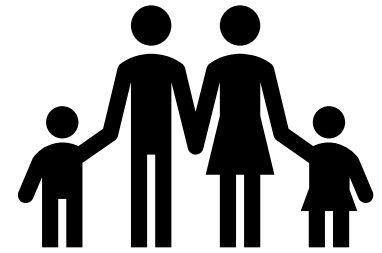
	2018						
TASK	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY
Kick-off Meeting, Site Visits, Gather Data	●						
Steering Committee Meetings	●	▽	●	●		●	
Public Meetings				●●			
3-Day Charrette				●			
Inventory and Existing Conditions							
Plan Development & Design Concepts							
Final Draft to Steering Committee							
Final Draft/Official Adoption							



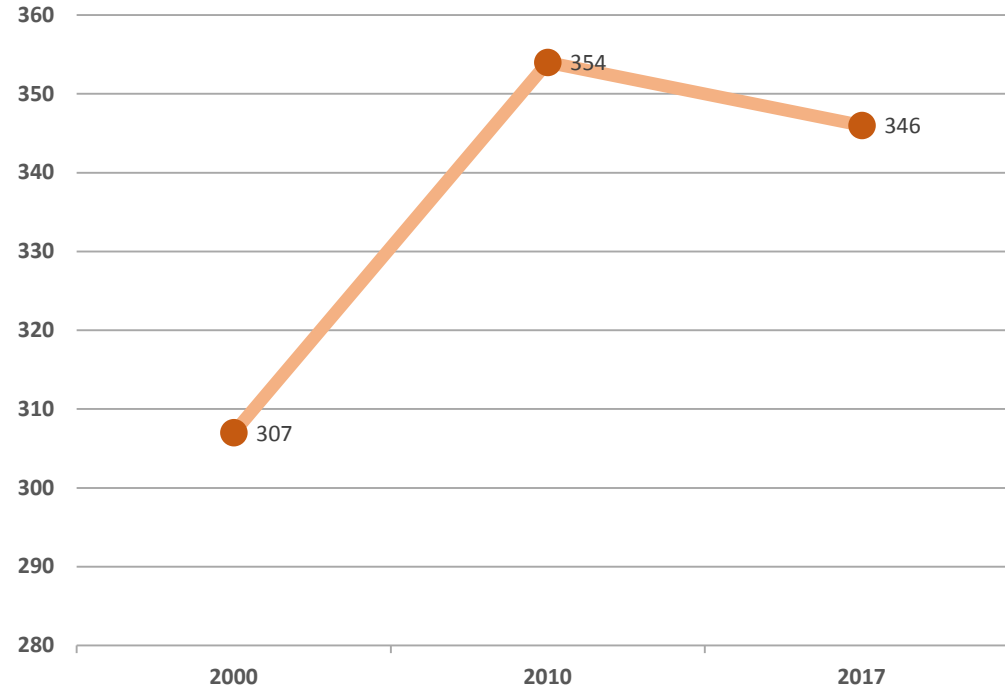


Community Profile

Population



The year-round population in the Cashiers area has increased over 11% from 2000 to 2017.



* The entire village population is around 1700. Population within the core is approximately 350.

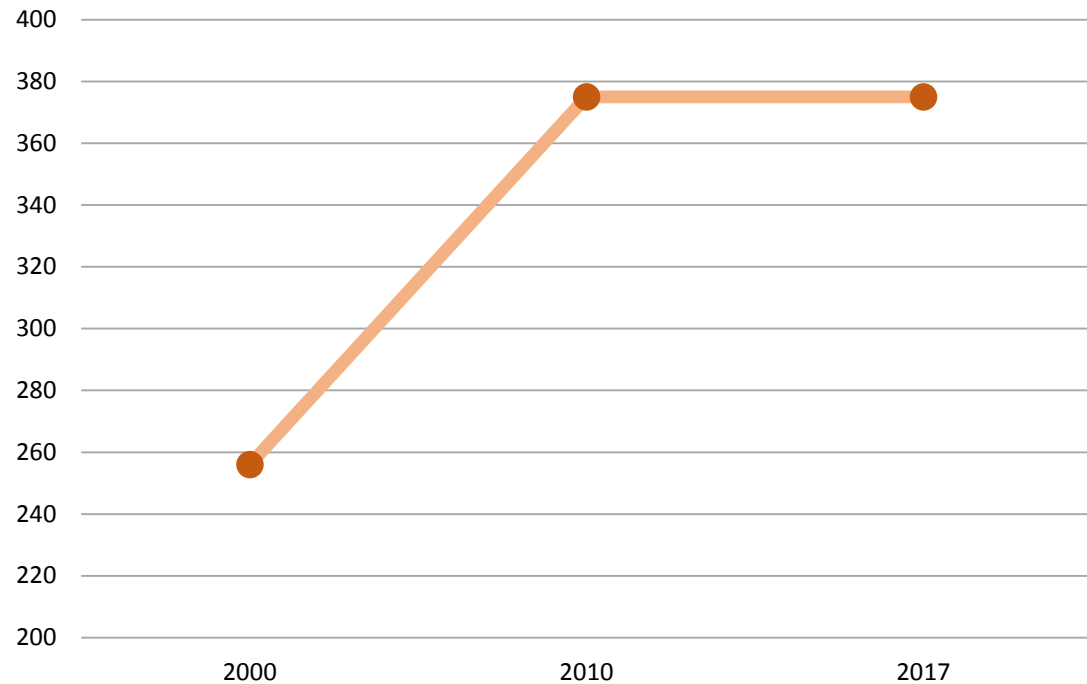


Seasonal population swells to over 10,000 persons each summer!

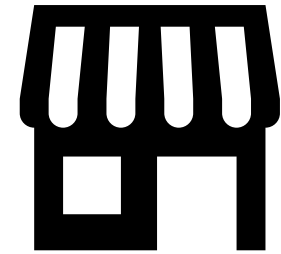
Housing Growth



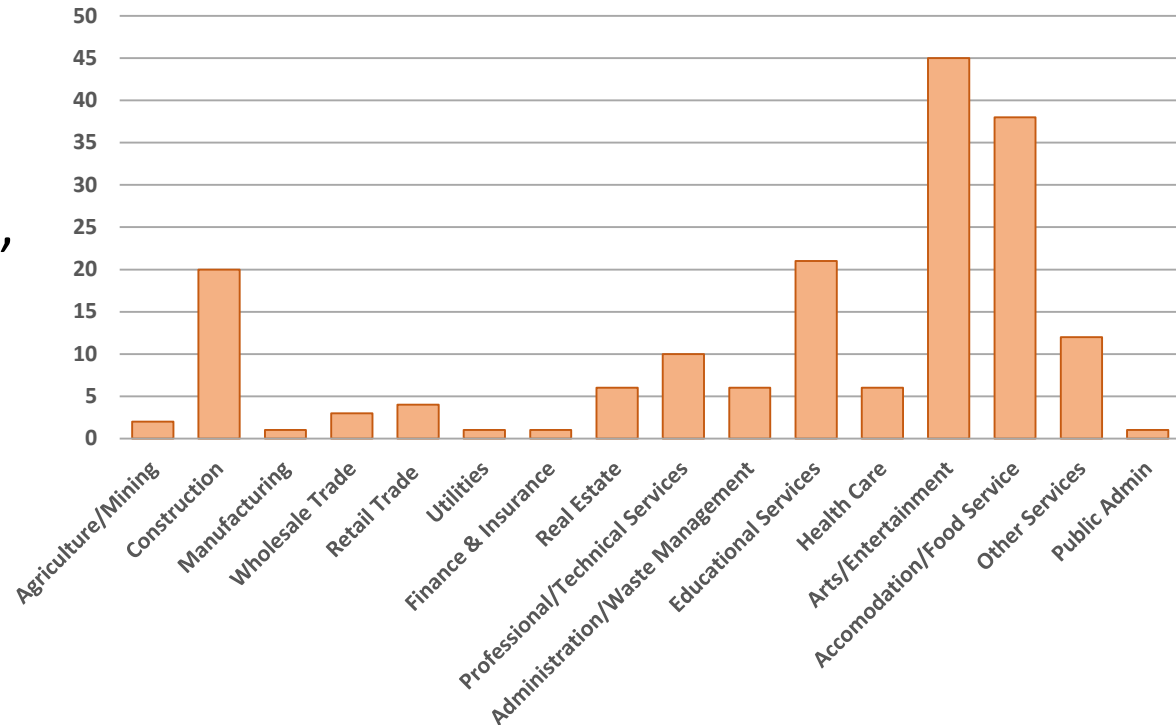
Since 2010, the number of housing units has remained constant.



Jobs



The majority of work is in accommodations, food service, and entertainment.



Observations



Community Tour Observations

January 22

- Jumble at the crossroads
- Pedestrian walking on US 64 roadside
- TWASA plans for facility expansion
- Higher percentage of residential development anticipated outside the district
- Lack of public pedestrian connection to just about everywhere
- Heavy on the “mountain lodge” aesthetic
- Core commercial district issues —
 - Preservation of residential
 - Mixed-use



Plan Assessments

- *Mountain Landscapes Initiative Tool Box (2007-08)*
prepared, not adopted
- *Cashiers Commercial Area Land Development Ordinance (2009)*
- *Jackson County Land Use Plan 2040 (2017)*
- *Jackson County Greenways Project – Comprehensive Master Plan (2009)*
- *Jackson County Comprehensive Transportation Plan (2017)*
- *Cashiers Transportation Priority Plan (2012)*



Mountain Landscapes Initiative

ISSUES

- Incompatible mix of historically significant structures, strip centers, and contemporary infill
- Inconsistency in design, streetscape and building placement
- Incomplete utility system
- Lack of affordable housing options for full-time residents and seasonal workers
- Several large undeveloped parcels
- Regulations/guidelines needed to guide future development



RECOMMENDATIONS

- Provide choices and lessen congestion in the Crossroads area
- Construct a layered pedestrian network – balance issues of safety and business vitality
- Direct growth into the core
- Provide affordable housing for full-time residents and seasonal workers
- Encourage the development of economically and environmentally sustainable buildings that are sensitive to the community aesthetic
- Institutionalize a coordinated decision-making process



Cashiers Commercial Area Land Development Ordinance

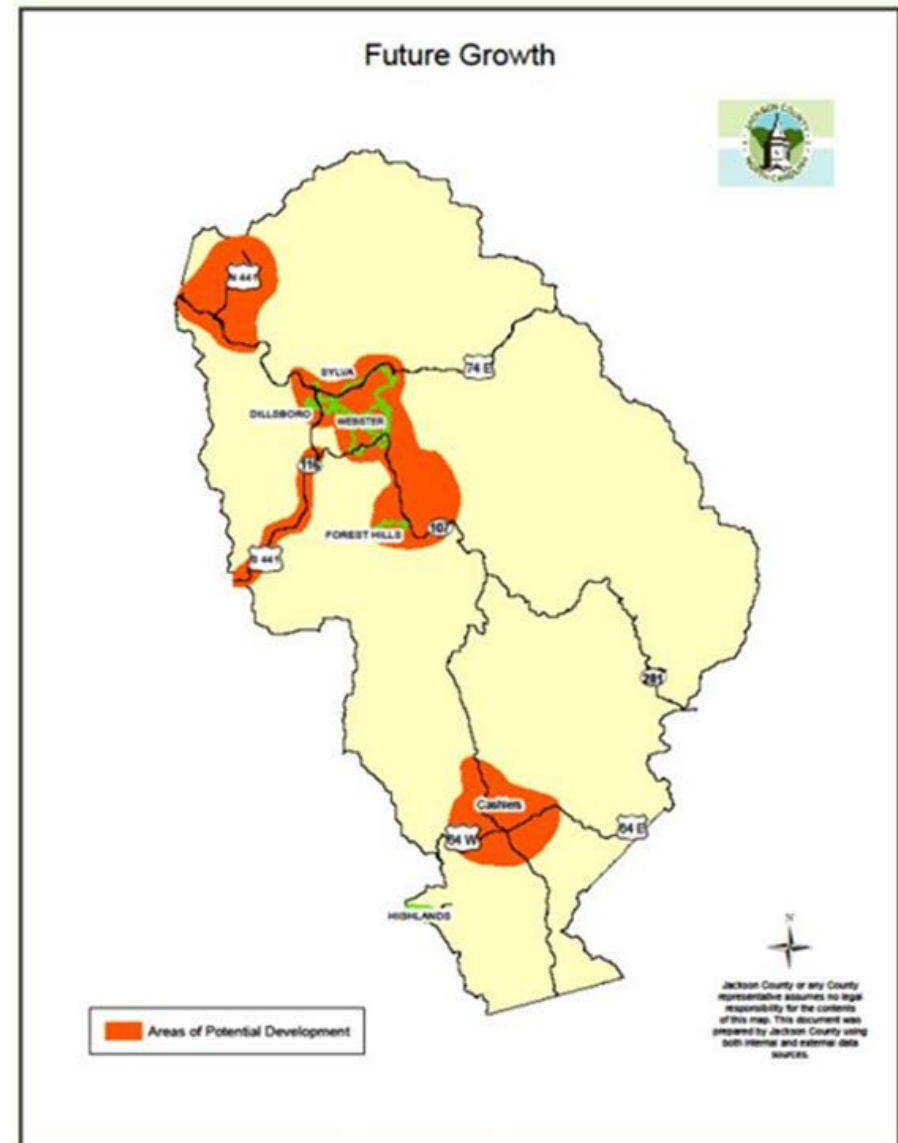
MOUNTAIN LANDSCAPES INITIATIVE RECOMMENDATIONS	ADDRESSED
Construct a layered pedestrian network	Standards in the Village Center District are intended to ease the access to businesses and accommodate pedestrians.
Direct growth into the core	Establishment of the Village Center Zoning District - a variety of retail, office, and residential uses are permitted at a density that will preserve and enhance the central commercial area (Sec 7-1)
Encourage the development of economically and environmentally sustainable buildings that are sensitive to the community aesthetic	Development and design standards developed to address landscaping, buffering, setbacks, environmental standards, access points and building architecture, materials, scale, and rooflines (Sec 9-1 – 9-10).
Institutionalize a coordinated decision-making process	Developed the Cashiers Area Community Planning Council (Sec 3-2).



Jackson County Land Use Plan

RECOMMENDATIONS

- Convert the NC 107/ US 64 intersection and the existing two-lane road segment leading up to the intersection into a three-lane road, and replace the signalized intersection with a roundabout.
- Include Conditional Zoning language in the Cashiers development ordinances to allow for more flexibility in the design and development of projects in those districts.
- Develop a Cashiers Small Area Plan



Jackson County Greenways Project – Master Plan

RECOMMENDATIONS

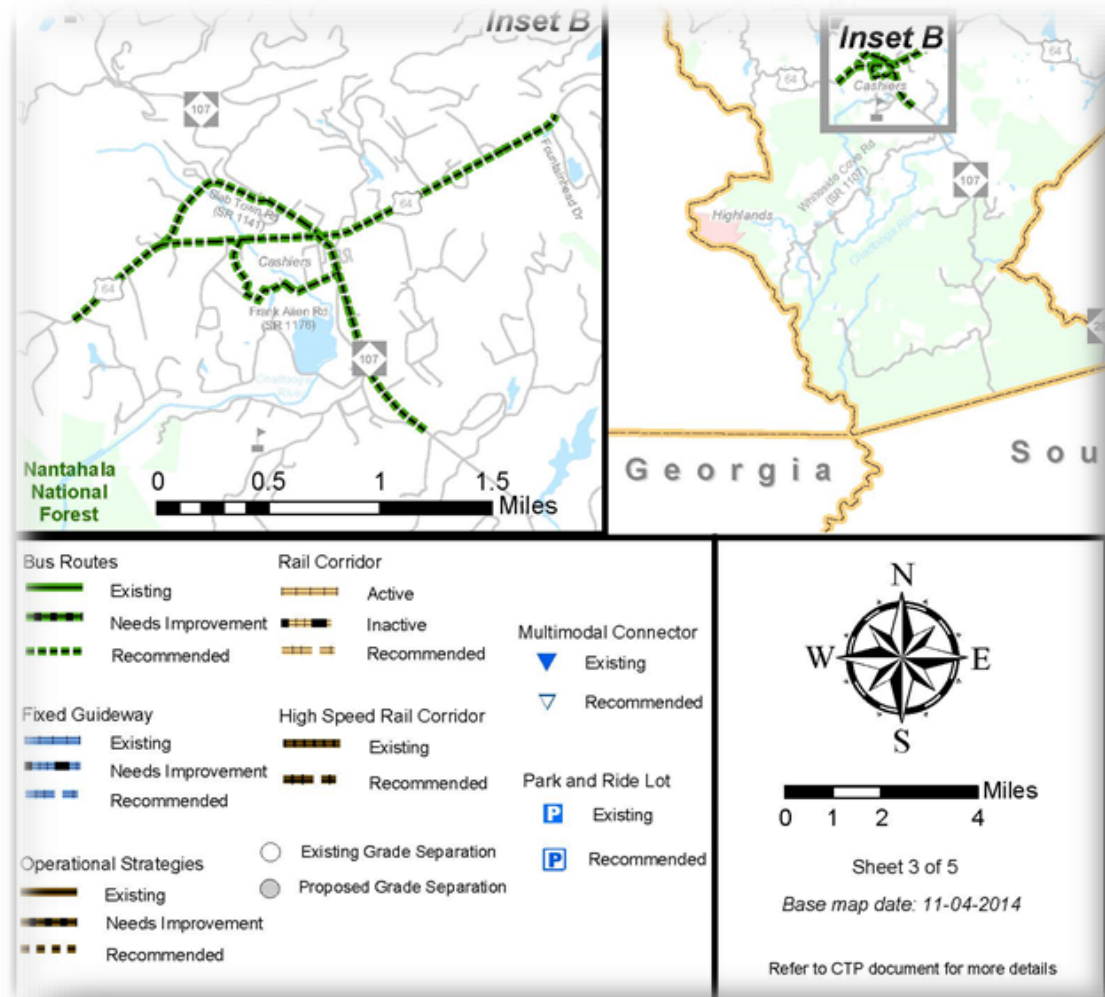
- 5-mile multi-use greenway along the NC 107 South corridor beginning at the Crossroads
- New vehicle/pedestrian connector from US 64 to Frank Allen Road
- Sidewalk from US 64 from Crossroads to Ingles Center



Jackson County Comprehensive Transportation Plan

RECOMMENDATIONS

- Highway - Improvements to US 64 and NC 107 through Cashiers and the addition of new connector roads between US 64 and NC 107 in the northeast and southeast areas
- Public Transportation - A proposed deviated-fixed transit route to serve Cashiers.



Cashiers Transportation Priority Plan

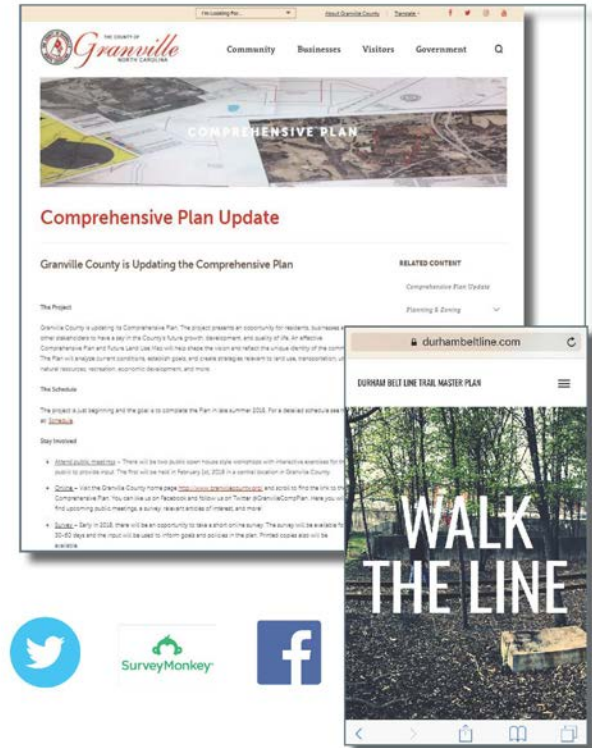


RECOMMENDATIONS

- Roundabout at NC 64 and US 107
- Frank Allen Road with 5-foot hard surface pathway on both sides, innovative stormwater facilities such as rain gardens address drainage, enhanced pedestrian crossings, on street parallel parking, consistent streetscape treatments including plantings and furnishings

Public Engagement

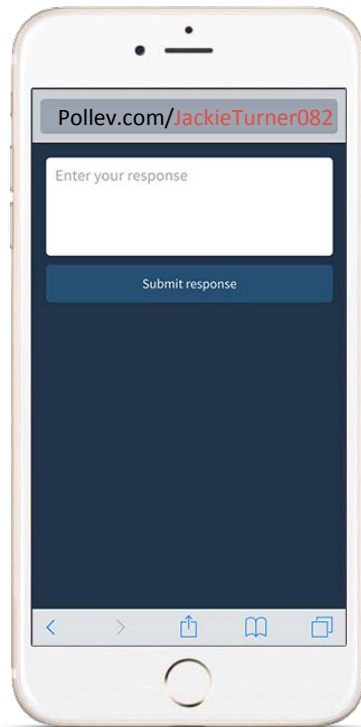
- Stakeholder Interviews
- 1-on-1 meetings
- Online engagement
- Charrette/Design-oriented workshop
- Realtime text polling



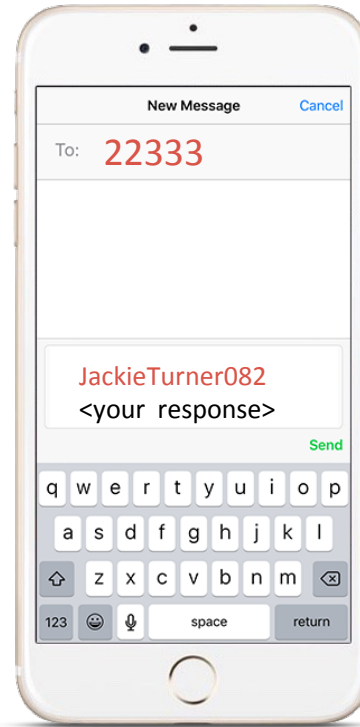
COMMUNITY ENGAGEMENT



Poll Everywhere - Test



Web voting



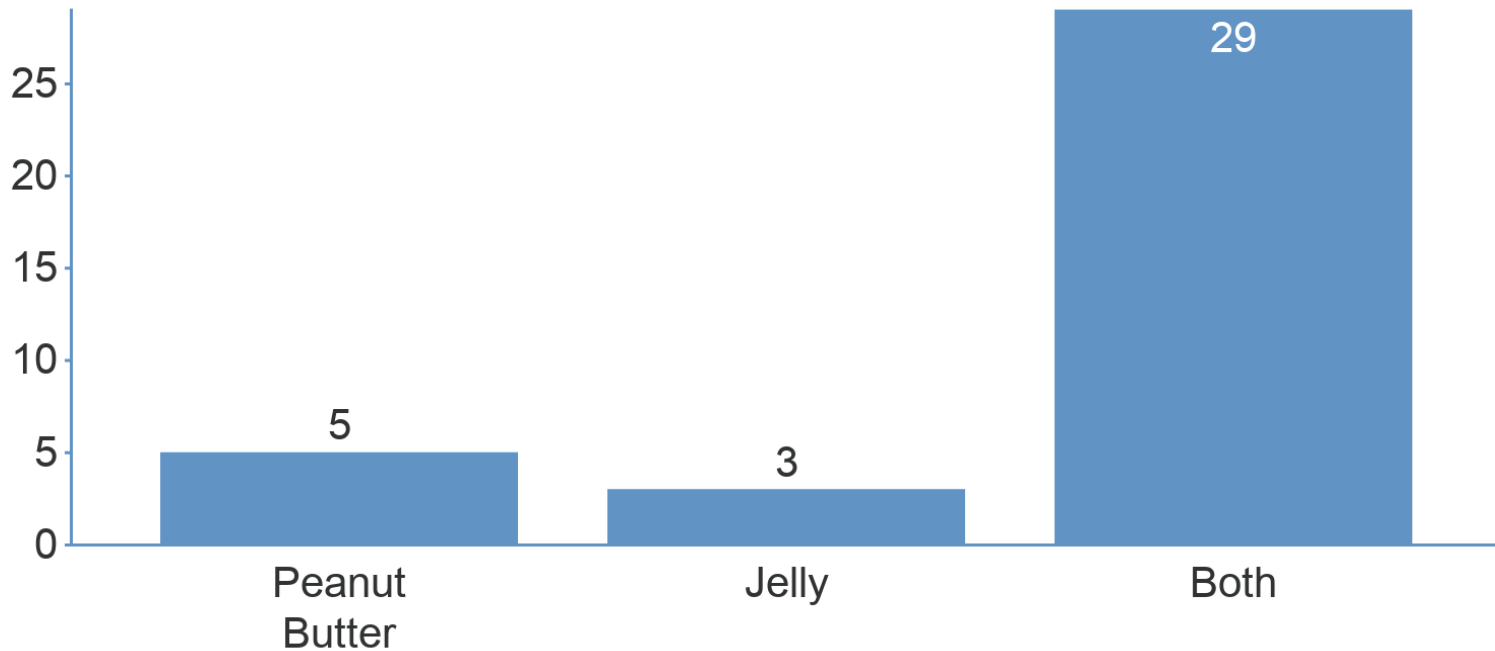
Text voting

Test Question #1

Peanut Butter or Jelly?

When poll is active, respond at PollEv.com/jackieturner082

Text **JACKIETURNER082** to **22333** once to join

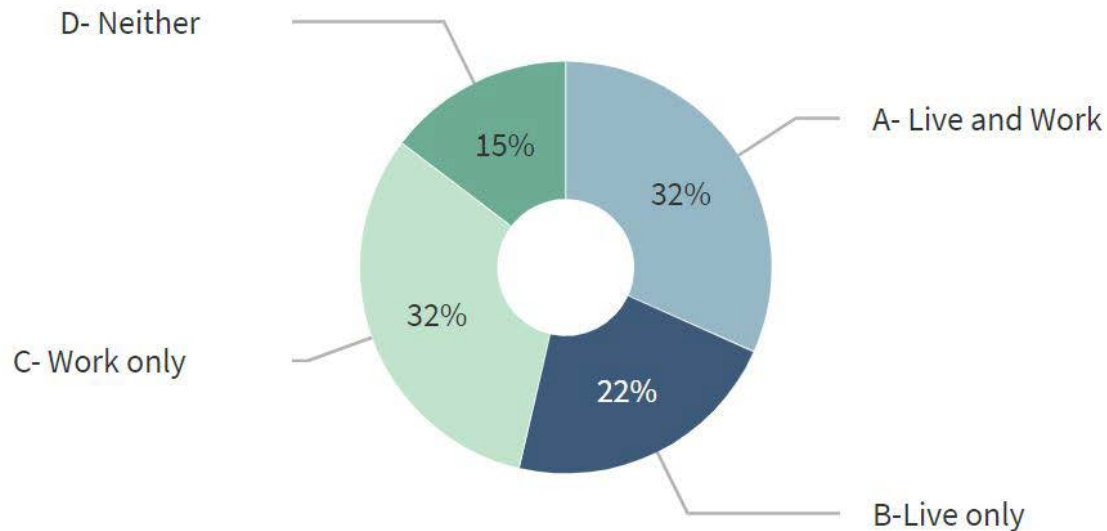


Test Question #2

Do you live and work in Cashiers?

 **Poll locked.** Responses not accepted.

 A- Live and Work **A**  B- Live only **B**  C- Work only **C**  D- Neither **D**



Work Session

Issue Identification

- Best thing or best place in Cashiers
- One item you would change

Mapping – Understanding the “place”

- Village Core, getting around - shortcuts, uses, “third places”, passive and active recreation



Study Area Boundary Discussion

- Expand the Study Area Beyond the Regulated District “Commercial Development Area” Boundary?
- Other?



CASHIERS SMALL AREA PLAN

- VILLAGE CENTER DISTRICT -

Next Steps

- Stakeholder Meetings – Tuesday, January 23
- Next Committee Meeting – February 26 (facilitated by staff)