

**TOWN OF YADKINVILLE
LONG-RANGE PLANNING COMMITTEE
MEETING MINUTES
DECEMBER 20, 2016
12:00 P.M.
TOWN HALL – COMMISSIONERS CHAMBERS
213 VAN BUREN STREET, YADKINVILLE NC 27055**

**COMMITTEE MEMBERS
(PRESENT/ABSENT):**

Monta Davis-Oliver – Chair
Leonard Brown - ABSENT
Virgil Dodson
Chris Matthews
Scott Winebarger

TOWN OFFICIALS

PRESENT:

Perry Williams – Town Manager
Shelia Weathers – Town Clerk
Richard Smith – Planning Advisor
Will Linville – Planning Advisor
Erin Burris – Benchmark Planning
Amy Jo Denton – Benchmark Planning

A quorum was declared to conduct Long Range Planning business.

1. MEETING CALLED TO ORDER

Chair Monta Davis-Oliver called the meeting to order at 12:05 p.m.

2. APPROVAL OF MINUTES

Mrs. Chris Matthews made a motion to approve the October 18, 2016 minutes. Mr. Virgil Dodson seconded the motion and passed unanimously.

Vote: 4/0

3. PUBLIC COMMENTS

No one signed up for public comments.

4. NEW BUSINESS

Chair Monta Davis-Oliver turned the meeting over to Mrs. Burris.

• **Comprehensive Plan Public Input Report: (Attachment #1)**

Mrs. Burris provided the Long-Range Planning Committee with a review on the Comprehensive Plan Public Input Report. She also discussed the vision for the Town.

PUBLIC INPUT

Yadkinville's residents participated in several public activities that included:

Survey (focusing on current and future growth of the Town):

- In October 2016, over 1,500 survey copies were mailed to utility customers, and a link was provided to the Interactive Survey located on the Town’s website and Facebook Page. Over 300 responses were noted.
- November 15, 2016, A Public Input Workshop was conducted as a drop-in format allowing the Town’s citizens to prioritize goals and choose strategies that mean the most for the Town’s prosperity. The voting utilized five (5) poker chips per person.

A. PUBLIC SURVEY – QUESTIONS 1-4: WHO RESPONDED?

Approximately 300 citizens responded:

1. 86% were residents (a tenth were property owners, but not residents and tenth were business owners).
2. 56% were female and 44% male.
3. 25% were under the age of 40; 50% were between 40 and 65, and 25% were over the age of 65.
4. 29% respondents were retired.
5. Most employed respondents worked in Yadkinville while a fifth of the respondents commuted to Winston-Salem.

B. PUBLIC SURVEY – QUESTION 5 – What do you like about the Town of Yadkinville?

The Town of Yadkinville most important attributes:

1. Location.
2. Sense of Community.
3. Schools.
4. Yadkin Cultural Arts Center – most common positive attribute in the “Other” category.

C. PUBLIC SURVEY – QUESTION 6 – Please rank the top three (3) items of importance as they relate to the Town of Yadkinville’s future.

Ranking of the top three (3) items in terms of the Town’s future:

1. Commercial Development.
2. Community Appearance.
3. Emergency Services.

D. PUBLIC SURVEY – QUESTION 7 – Every community has it shortcomings.

Which of the following do you think apply to the Town of Yadkinville?

1. Lack of employment opportunities (*Note: that Yadkinville has a relatively low unemployment rate for the County*).
2. Lack of commercial development .
3. Lack of entertainment.
4. “Other” noted concerns on the downtown appearance.

E. PUBLIC SURVEY – QUESTION 8 – How do you feel about the pace of growth and development in Yadkinville over the past ten (10) years?

1. Three-fourths felt that growth has occurred too slowly.
2. Twenty-three percent (23%) that pace of growth has been good.

3. Less than two percent (2%) felt that growth has occurred too quickly.

F. PUBLIC SURVEY – QUESTION 9 – In the future, what types of development should the Town encouraged?

1. Sit-Down Restaurants – most preferred.
2. Retail Establishments.
3. Medical Facilities.
4. Industrial Facilities and Single-Family Residents – be encouraged.

G. PUBLIC SURVEY – QUESTION 10 – In the future, what types of development should the Town discouraged?

1. Fast Food Restaurants – least preferred
2. Apartment, townhome and condominium development (*Note: the number of respondents that discouraged townhome and condominium development does not exceed the number of respondents wanting to encourage this type of development in Question 9*)

H. PUBLIC SURVEY – QUESTION 11 – Are you satisfied with the appearance of Downtown Yadkinville?

1. Six Percent (6%) were very satisfied.
2. More than a third were somewhat satisfied.
3. Another third were either somewhat or very dissatisfied.
4. A quarter were neutral.

I. PUBLIC SURVEY – QUESTION 12 – What do you like most about Downtown Yadkinville?

1. Sidewalks.
2. Parking Availability.
3. “Other” noted that the Yadkinville Cultural Arts Center was the Town’s most valuable asset.
4. Several responded they liked nothing about downtown.

J. PUBLIC SURVEY – QUESTION 13 – What do you like least about Downtown Yadkinville?

1. Lack of landscaping.
2. Building appearance.
3. Businesses.
4. “Other” overall appearance of the downtown was noted most frequently.

K. PUBLIC SURVEY – QUESTION 14 – What uses do you think are crucial for a successful downtown?

1. Restaurants
 2. Retail
 3. Entertainment
- (*Note: Automotive services or downtown living were not primary components for a successful downtown*)

L. PUBLIC SURVEY – QUESTION 15 – What features do you think are crucial for a successful downtown?

1. Well-Maintained Buildings
2. Occupied Storefronts
3. Street Lighting
4. Sidewalks

M. PUBLIC SURVEY – QUESTION 16 – Describe a vision that you feel embodies the future “look and feel” of the Town of Yadkinville planning area or list physical attributes that you want to see.

1. Appearance of the Town (properly maintain and update buildings to adding more landscaping throughout the Town.
2. Retaining small-town charm while attracting additional retail, restaurants, and entertainment.
3. Vibrant downtown that focuses on health with recreation, pedestrian and bike amenities, and a good hospital.

N. PUBLIC SURVEY – QUESTION 17 – Please share any additional input that you think is important to the future of the Town of Yadkinville.

1. Beautification of the Town.
2. Attracting new businesses in the form of industry, retail, restaurants, arts, tourism, and entertainment.
3. Importance of workforce development to support industry and business growth in Town.
4. Anchor the community’s small-town charm, but also embrace growth and change to appeal to the younger generation.
5. Focus on health and safety of the community by supporting emergency services and reopening the hospital.

O. PUBLIC WORKSHOP – COMMUNITY APPEARANCE

Rank strategies regarding and Community Appearance:

1. Adopt building maintenance regulations and allocate funding for proactive code enforcement and zoning enforcement.
2. Improve landscaping, signage, and building design standards for new and expanding development to enhance and be compatible with surrounding development.
3. Provide attractive landscaped signage at the Town’s gateways and wayfinding signage for the Town’s attractions. (tie)
4. Host additional festivals to encourage tourism throughout the year. (tie)

P. PUBLIC WORKSHOP – COMMUNITY IDENTITY AND CHARACTER

Workshop participants completed the phrase “I love Yadkinville because…”and/or the phrase “In the future, I want Yadkinville to be…”.

1. A vibrant downtown.
2. A great place to grow old.
3. The wonderful people.

4. All the improvements since the early 90's.
5. Small town charm.

Q. PUBLIC WORKSHOP – LAND USE AND GROWTH MANAGEMENT

Rank four (4) Land Use & Growth Management strategies:

1. Focus new development, redevelopment, and infill development in areas with existing infrastructure instead of fringe areas.
2. Encourage a mix of housing types within the community to accommodate residents in different stages of life.
3. Encourage the revitalization and reuse of currently unused or underutilized structures and sites.
4. Direct development away from environmentally sensitive areas and encourage conservation development that preserves natural features on a development site.

R. PUBLIC WORKSHOP – ECONOMIC DEVELOPMENT

Economic Development Category received the highest combined score among all categories at the workshop. The highest ranked economic development strategy was also the second highest ranked strategy overall. Participants felt that it is of great importance to conduct a market study to focus recruitment of retail businesses:

1. Conduct a market study to identify and recruit retail sectors that would be successful in Yadkinville.
2. Work with the Yadkin Center of Surry Community College and local high schools to provide small business, vocational, and trade education and training to attract industry and encourage entrepreneurship.
3. Diversify the economic base through heritage and cultural tourism opportunities, while continuing to promote the Yadkin Cultural Arts Center.
4. Conduct a branding and marketing initiative to promote the Town of Yadkinville, including logo, motto, website, and social media strategy.

S. PUBLIC WORKSHOP – TRANSPORTATION

Rank strategies regarding Transportation:

1. Invest additional money in sidewalk construction to help implement the adopted Pedestrian Plan.
2. Work with the Yadkin Center of Surry Community College and local high schools to provide small business, vocational, and trade education and training to attract industry and encourage entrepreneurship.
3. Diversify the economic base through heritage and cultural tourism opportunities, while continuing to promote the Yadkin Cultural Arts Center.
4. Conduct a branding and marketing initiative to promote the Town of Yadkinville, including logo, motto, website, and social media strategy.

T. PUBLIC WORKSHOP – SERVICES AND INFRASTRUCTURE

Workshop attendees emphasized the importance of encouraging new industry and businesses to locate in areas already served by adequate infrastructure while

continuing to plan for infrastructure improvements to attract new industry and businesses. Rank strategies regarding Transportation:

1. Encourage new industry and businesses to locate in areas already served by adequate infrastructure and continue to plan for improvements to actively recruit industry and businesses.
2. Only provide utilities infrastructure to properties within the Town limits or those that annex into the Town limits.
3. Update existing utilities infrastructure rather than expanding utilities infrastructure.
4. Develop a Capital Improvements Program dedicating money annually to priority infrastructure projects.

U. PUBLIC WORKSHOP – PARKS AND RECREATION

Rank strategies of Parks and Recreation:

1. Construct park extension from Yadkin Arts Council Plaza.
2. Construct the Yadkinville Multi-Use Trail.
3. Construct pocket park at intersection of Main Street and State Street.
4. Provide additional recreational amenities in the existing Town Park and elsewhere in Town.

V. PUBLIC WORKSHOP – DOWNTOWN

Rank four (4) Downtown strategies:

1. Adopt ordinances and policies to improve the appearance of downtown including infill building design standards, building maintenance codes, active storefront requirements, and façade grants.
2. Provide streetscape enhancements including improved sidewalks, crosswalks, and street trees as shown in the Downtown Conceptual Master Plan.
3. Implement the one-way street system as shown in the Downtown Master Conceptual Plan.
4. Explore a National Register Historic District to provide federal and state tax credit opportunities for downtown building rehabilitation.

Participant rankings of importance on categories at the Public Workshop:

1. Economic Development
2. Downtown
3. Services and Infrastructure
4. Land Use and Growth Management
5. Parks and Recreation
6. Transportation
7. Community Appearance

Mrs. Burris concluded and asked for suggestions on the Town’s Vision Statement. She noted the statement would set the tone for all the goals for each of the categories. Mr. Dodson commented on improvements to the courthouse and changing the overall appearance of the downtown. Mrs. Burris stated that she met with the County Manager, and she was very open to making aesthetic changes to the courthouse and agreed to let the Town provide recommendations. Mrs. Burris noted that a “draft” Vision Statement and Goals would be submitted for the Committee’s review and to address at the next meeting.

Mrs. Burris introduced Ms. Amy Jo Denton from Benchmark Planning to the committee. Ms. Denton's expertise is in the field of comprehensive planning, urban design, strategic planning and economic development. She advised that Ms. Denton and she would be visiting the downtown area to focus on the aesthetics and render a drawing of a building or two with suggestions on façade improvements. Subtle changes make all the difference.

Planning Advisor Richard Smith praised the Town on how the citizens responded and the informative input they supplied for the survey and workshop.

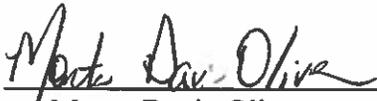
5. OTHER BUSINESS

The Committee did not have any other business to discuss.

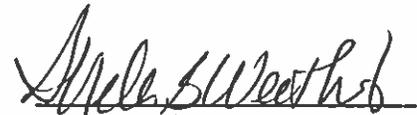
6. ADJOURNMENT

With no further business to discuss, Mr. Virgil Dodson made a motion to adjourn at 1:00 p.m. Mr. Scott Winebarger seconded the motion and approved unanimously.

Vote: 4/0



Monta Davis-Oliver
Chair



Shelia B. Weathers
Town Clerk