



**TOWN OF YADKINVILLE
LONG-RANGE PLANNING COMMITTEE
MEETING MINUTES
FEBRUARY 21, 2017
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
Virgil Dodson
R.J. Speaks – Late
Chip Thomas
Scott Winebarger – Absent

TOWN OFFICIALS

PRESENT:

Perry Williams – Town Manager
Shelia Weathers – Town Clerk
Richard Smith – Planning Advisor
Will Linville – Planning Advisor
Erin Burris – 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 12:03 p.m.

2. APPROVAL OF MINUTES

Mr. Leonard Brown made a motion to approve the December 20, 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. Mr. R. J. Speaks arrived at 12:07 p.m.

- **Town of Yadkinville Comprehensive Plan Working Draft (February 13, 2017):
(Attachment #1)**

Mrs. Burris provided the Long-Range Planning Committee with a review of Comprehensive Plan Draft Vision, Goals, Strategies and Future Land Use Map. The Vision, Goals, and Strategies Section will be the primary body of the plan. The final plan document will include the following sections:

1. Introduction and Background
2. Public Input
3. Vision, Goals and Strategies
4. Implementation
5. Appendices-to include public input comments and resources.

VISION

Goal Summary:

The vision established in this Comprehensive Plan is an expression of the desired future of the Town of Yadkinville and based on public input surveys and meetings with guidance from the Long-Range Planning Committee. The vision includes:

1. Updating and maintaining an attractive safe community
2. Attracting and retaining a variety of businesses and industry to provide for the employment and needs of the community
3. Embracing small-town charm
4. Supporting steady, managed growth
5. Revitalizing downtown
6. Encouraging additional residential development
7. Restoring a reliable hospital and healthcare network for residents

The Vision Statement reads, “The Town of Yadkinville has small-town charm with big-city benefits. The vibrant downtown awakens the senses with arts, entertainment, events, fine dining, and wine tasting. The Town excels at supporting steady, managed growth with a solid, diverse economy and an ample supply of quality housing and health care services for its residents. The quality of life in Yadkinville is second to none for small towns in the region and is a comfortable place to live for the young, old and everyone in between.”

The Long-Range Planning Committee liked and agreed with the vision statement Mrs. Burris presented.

COMMUNITY CHARACTER AND IDENTITY

Goal Summary:

The Town of Yadkinville wishes to retain its small-town character, while utilizing its location in the Yadkin Valley American Viticultural Area (AVA) and the unique character and activities of the Yadkin Cultural Arts Center as desirable assets and key factors in attracting and retaining business, industry, residents and tourism. The Town desires revitalization and an attractive built environment enhanced by quality development and attractive streetscapes. The five (5) strategies include:

1. Market Yadkinville as a place that stimulates the senses and allows visitors to experience visual and performing arts and the products of a robust viticultural and agricultural region with all the charms of small-town life. (*Suggestions to use the Town's website, Facebook page, press release, signage and water bill as a catalyst*).
2. Enhance the appearance of the Town through different methods.

3. Provide attractive landscaped signage at the Town's gateways and wayfinding signage for the Town's attractions. *(Suggestion of Committee to erect landscape signage to appeal to visitors and direct them to Downtown and possibly modernize the bridge at the overpass of 601 Highway).*
4. Work with existing developments to update and retrofit outdated buildings and sites with improved facades and landscaping.
5. Host additional community festivals in keeping with Yadkinville's branding related to art, music, agriculture and viticulture.

LAND USE AND GROWTH MANAGEMENT

Goal Summary:

Yadkinville desires to place high priority on promoting development and redevelopment within areas of Town that have existing infrastructure. This will maximize the return on infrastructure investment. As properties are developed and redeveloped, the design and layout of any new growth should reflect the existing character of the Town, building on the existing street grid, wherever possible and be context sensitive to the immediate surroundings and environmental constraints. In order to encourage a mixture of compatible uses, land development should be categorized based on intensity rather than a strict separation of uses. Strong site and building design standards will help to promote compatible development and mitigate the impacts of different land use intensities. The six (6) strategies include:

1. Utilize the Future Land Use Map to encourage development that is compatible with surrounding development and available infrastructure and services while discouraging the over development of environmentally sensitive areas.
2. Focus new development, redevelopment and infill development in areas with existing infrastructure instead of fringe areas.
3. Promote additional infill residential development to support existing and future commercial development.
4. Encourage a mix of housing types within the community to accommodate residents in different stages of life.
5. Encourage the revitalization and reuse of currently unused or underutilized structures and sites.
6. Establish open space requirements for new residential developments, placing emphasis on the preservation of primary and secondary conservation areas, and allow conservation development as an option to cluster residential units to encourage the preservation of open space.

DOWNTOWN

Goal Summary:

The Town of Yadkinville desires that Downtown serves as the central hub of activity, drawing visitors to the Town, and setting the tone for its overall character. The Downtown already has an artsy vibe with the Yadkin Cultural Arts Center. Building on this theme is key to the revitalization of Downtown. The building that once held the Allison Oaks Vineyards Tasting Room, that will now house the Creative Place for the Arts Center, sets an example for how other buildings in downtown can be renovated. Most of the strategies to achieve the Downtown goal are derived from the Downtown Conceptual Master Plan adopted in 2007. Highlights of the strategies include streetscape

improvements, changes in traffic flow, redevelopment of targeted areas, and façade improvements. As the County seat, the downtown is also the hub of county services, making Yadkin County the largest property owner in downtown. This will necessitate the Town working closely with the County to make aesthetic improvements to County facilities as a catalyst for revitalization. The Town bears a similar responsibility for aesthetic improvements to its properties in Downtown. The nine (9) strategies include:

1. Adopt building maintenance codes and active storefront requirements to help improve the upkeep and appearance of Downtown. *(The Committee agreed that the storefronts must be kept attractive even though the building is vacant).*
2. Adopt infill building design standards for new or expanding downtown buildings to complement the scale, rhythm, and materials of exemplary existing buildings.
3. Implement a façade grant program to provide design and financial assistance to property owners making specified improvements to Downtown buildings that meet adopted building design standards. *(The Committee noted that no building should stick out like a sore thumb).*
4. Work with Yadkin County to improve the façade aesthetics of the Courthouse, install surrounding streetscape improvements, and upgrade the pocket park as shown in the Downtown Conceptual Master Plan.
5. Work with Yadkin County to complete a facilities study and enhance the appearance of other County facilities as revitalization catalysts and help solidify a downtown aesthetic.
6. Consider the creation of a Municipal Service District and implement an MSD tax program to help fund Downtown infrastructure improvements and a Downtown development corporation to promote the revitalization and activities of Downtown Yadkinville. *(Mrs. Burris noted that the Town should maintain an open door for grants to pay for revitalization and the possibility of raising the tax rate to offset the costs).*
7. Implement the one-way street system and provide streetscape enhancements including improved sidewalks, crosswalks, and street trees as shown in the Downtown Conceptual Master Plan. *(It was the consensus of the Long-Range Planning Committee to eliminate the implementation of one-way street system).*
8. Modify the Arts Council Plaza park extension in the Downtown Conceptual Master Plan to allow the potential for a future parking deck to accommodate courthouse parking and downtown visitors. Install the park extension and surface parking area, and when enough parking demand is generated, work jointly with Yadkin County to construct a parking deck. *(300 space parking deck-not to be incorporated immediately but in long-term plans potentially. The Committee was reluctant to endorse).*
9. Work with property owners of the large property immediately to the south of downtown to create an events venue and base of operations for vineyards tours utilizing the existing historic farmhouse and buildings. Facilitate the property's future potential for a larger scale events/convention center, overnight accommodations, and related uses *(The Committee discussed the Mackie property located on 601 Highway).*

ECONOMIC DEVELOPMENT

Goal Summary:

The Town of Yadkinville seeks to broaden and diversify its economic and employment base by providing additional tourism opportunities and attracting new industries through available infrastructure and a well-trained workforce. The Town recognizes that in order to attract employers the Town has to be attractive for employees, providing excellent workforce training, a variety of housing, and a high quality of life. The future economy of Yadkinville is well-rounded, robust, and provides ample employment opportunities for its residents. The five (5) strategies include:

1. Conduct a more detailed market study to identify and recruit retail sectors that would be successful in Yadkinville. *(Suggestion to consult with a retail coach company-retail economic development to conduct a retail analysis to supply data to attract businesses and poll current businesses).*
2. Work with the Yadkin Tourism and Development Authority to diversify the economic base through heritage, cultural, viticultural, and agricultural tourism opportunities, while actively recruiting additional businesses that provide overnight accommodations to encourage multi-day visits to the area. *(Extract information from the Economic Plan).*
3. 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.
4. Conduct a branding and marketing initiative to promote the Town of Yadkinville, including logo, motto, website, and social media strategy.
5. Work with Yadkin County EDC to maintain an up-to-date online inventory of available properties for large-scale employment, economic development, and adaptive reuse and work to ensure proper zoning designations in place to accommodate such uses. *(Discussed the Town potentially hiring an individual to focus on the Town's economic development).*

TRANSPORTATION

Goal Summary:

The Town of Yadkinville worked with the North Carolina Department of Transportation to complete a Comprehensive Transportation Plan in 2011 setting forth transportation improvement priorities on state-maintained roads. The Town also completed a Comprehensive Pedestrian Master Plan with financial assistance from NCDOT in 2010, identifying needed pedestrian improvements. There are also additional transportation-related recommendations in the Downtown Conceptual Master Plan. The primary objective of this goal is to implement these adopted plans and maintain and enhance the Town's existing transportation network. The six (6) strategies include:

1. Budget for sidewalk construction funding annually to help implement the adopted Pedestrian Plan.
2. Work with NCDOT and the Rural Planning Organization to implement the adopted Comprehensive Transportation Plan.
3. Implement the transportation improvements in the adopted Downtown Conceptual Master Plan.

4. Continue to evaluate town-maintained streets for immediate repair needs, scoring them based on condition, and place them on a rotating paving schedule to ensure on-going maintenance.
5. Pursue access management and aesthetic improvements through reduced curb cuts, streetyard landscaping requirements, and connectivity requirements between adjacent developments, while utilizing the NCDOT Aesthetic Guidance Pattern Book. *(Discussion to include median landscape).*
6. Look for opportunities to increase connectivity and continue the Town's street grid through infill development.

SERVICES & INFRASTRUCTURE

Goal Summary:

The Town desires to ensure the safe, effective, and efficient delivery of services to enhance the quality-of-life for all citizens while supporting economic development. This can be achieved by continuing to provide well-maintained infrastructure and supporting emergency services personnel, facilities, and equipment. Parks and recreation facilities also provide a vital component for the Town's quality-of-life. The Town of Yadkinville provides the following services: Police, water and sewer utilities, town street maintenance, waste removal, planning and zoning, Yadkinville Community Park, downtown parking lots, and public building maintenance. The seven (7) strategies include:

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. Adopt a policy to only provide utilities infrastructure to properties within the Town limits or those that annex into the Town limits in order to solidify the Town's tax base and ability to provide services.
3. Place emphasis on updating existing utilities infrastructure rather than expanding utilities infrastructure, wherever possible.
4. Develop a Capital Improvements Program dedicating funds annually to priority infrastructure projects.
5. Continue to support emergency services with adequate facilities, equipment, and technology to keep response times low and ensure the safety of the Town's citizens, businesses and visitors.
6. Work with Yadkin County to provide additional recreational amenities and programs in the existing Town Park, the Yadkin County Park, and nearby Yadkin Memorial Park/Lake Hampton.
7. Review tax rates and be mindful of the County's revaluation schedule and forecasts to ensure optimum use of taxpayer funds to provide an adequate level of service to the Town's residents and businesses while maintaining infrastructure and enhancing property values. The current tax rates for properties within the town limits are as follows: Yadkinville \$0.42 per \$100 of valuation and Yadkin County \$0.66 per \$100 of valuation.

IMPLEMENTATION

Upon review and general consensus by the Long Range Planning Committee, the strategies outlined in this draft will be compiled into an implementation matrix to be used

as a quick and easy reference for the community to review priorities and to allow the Town to monitor the progress on implementing the plan. The matrix will assign priorities, resources, timeframes and responsible parties to each action item, to help stakeholders understand the most effective approach to implementing the strategies.

Note: Contents of the Comprehensive Plan taken from material penned by Mrs. Erin Burris.

Mrs. Burris concluded with a map denoting the downtown, employment centers, high intensity, medium intensity, low intensity and open space areas.

5. OTHER BUSINESS

The Committee did not have any other business to discuss.

6. ADJOURNMENT

With no further business to discuss, Mr. R. J. Speaks made a motion to adjourn at 1:23 p.m. Mr. Leonard Brown seconded the motion and approved unanimously.

Vote: 5/0


Monta Davis-Oliver
Chair


Shelia B. Weathers
Town Clerk