

TOWN OF MAGGIE VALLEY
REGULARLY SCHEDULED PLANNING BOARD MEETING

MAY 12, 2010

MINUTES

Members Present: Chairman Billy Brede, Tom Benoit, John Schreiber, and Dorene Pauley

Staff Present: Manager Tim Barth, Planning Director Nathan Clark, and Town Clerk Vickie Best

Chairman Brede opened the meeting with prayer at 5:32 p.m. in the Town Hall Boardroom. The Town Clerk administered the oath of office to Ms. Pauley.

1) Approval of Minutes: 3/4/10, 4/1/10, 4/7/10

**MR. BENOIT MADE A MOTION TO APPROVE THE MINUTES AS PRESENTED
FOR MARCH 4, APRIL 1, AND APRIL 7.**

MS. PAULEY SECONDED THE MOTION.

MOTION CARRIED UNANIMOUSLY.

2) Aesthetic Standard & Design Review: Jim Blyth

Mr. Blyth stated that he recognizes that Maggie Valley has problems due to the vacant properties lining Soco Road. Mr. Blyth stated that he has 40 years experience being on a town board. It will take Maggie Valley's leadership to motivate people to come to Maggie Valley. "Leaders are dealers in hope. Put good people in those positions, and then don't meddle." There needs to be a public-private partnership.

Again Mr. Blyth discussed his extensive experience in bringing in businesses. He has been talking with Burger King about coming to Maggie Valley.

Mr. Blyth suggested using the Town's website to market vacant land that is available for purchase. Sign an agreement to get the owner/developer to buy into the mountain vernacular theme. Provide concepts that can be floated to the bigger corporations. Mr. Blyth felt that the newly installed traffic counters will be very beneficial in providing demographics. "Without data, you cannot attract major talent." The town should use tax incentives to lure businesses.

Mr. Blyth suggested the Planning Board go out collectively and visit towns that are similar to Maggie Valley to bring new ideas back. Maggie Valley Leaders needs to think outside the box. Simple things can be done such as putting out picnic tables for people to use. Mr. Blyth has set up picnic tables on his vacant property on Soco Road. "Hand out the carrot, rather than the

Town of Maggie Valley

Regularly Scheduled Planning Board Meeting

May 12, 2010 MINUTES

stick.” The Planning Board has good intentions, but it is unbelievable that it takes so long to get through the approval process in Maggie Valley. If it is too difficult to “get into” Maggie Valley, then those folks will move on to Waynesville or another area. There would have been a Home Depot in Waynesville if they had not dragged those folks along. The approval process needs to move quickly.

Mr. Blyth stated that he would like to work with the Planning Board to help this process.

3) Planning Board Review of April 22 ASDR

Ms. Pauley felt that input was good although she does agree that the process should be completed in a timelier manner. Getting approval on colors should be quicker.

Chairman Brede felt that there was positive feedback from the meeting; but also agreed that the process should be streamlined. Simple changes should come before the planner for approval. There will be a time when the planning board will take a more active role in the detail reviews. It will be difficult to have a separate architectural review committee. The Planning Board is always willing to call special meetings to meet the needs of developers, residents, etc.

Mr. Benoit stated that the goal is to make Maggie Valley and doing business in Maggie Valley more welcoming. Simplicity and consistency will make Maggie Valley pleasant to visit.

Mr. Schreiber felt that Maggie Valley is a drive-through town due to the five lanes and the 40 mph speed limit.

Maggie Valley needs a town center, a gathering place for people to mingle. Running a trolley system is another option to get people out of their cars and walking and visiting the businesses.

Due to Soco Road being a federally funded roadway, parallel parking or large bike lanes are not options.

There must be activities and entertainment for visitors.

Mr. Schreiber suggested opening Cataloochee to mountain bikes. Mr. Blyth stated that Maggie Valley needs a fun center like the one in the Town of Franklin. Also Maggie Valley needs a doctor, pharmacy, and a grocery store. The local people need to be motivated to shop in Maggie Valley.

Mr. Benoit added that Asheville’s “Shindig on the Green” is well attended and it is free and the bands play free. There are food vendors that sale to the visitors. The business community stays open later into the night to take advantage of the activities.

Town of Maggie Valley

Regularly Scheduled Planning Board Meeting

May 12, 2010 MINUTES

Ms. Pauley agreed the motel owners need to be aware of what is going on within the town so they may promote activities. "We must promote ourselves and each other." If Maggie Valley could get a small grocery store that carried the staples and had a meat cutter and a bakery, it would become a community draw.

4) Other Business

Director Clark explained that the appearance board, by General Statute, must be separate from the planning board. During Director Clark's class in Chapel Hill, the appearance standards were discussed. The consensus was that the appearance standards proposed for Maggie Valley are flexible. There may be some complications due to the standards being so flexible. It was suggested that Maggie Valley start with a smaller color palette. The appeal process should be more like a formal conditional use permit.

The EDC/ Council joint meeting went well. The workshop consists of discussions of the Town providing tax incentives for business owners making improvements to their properties. Director Clark will be working on a tax incentive document and will keep the planning board abreast of any new developments. The incentives would be for new and existing businesses.

It was discussed hiring a professional to offer help to the business community that would be free to the business owner and a nominal expense to the Town.

5) Public Comment

There were no comments.

6) Adjournment

**ON MOTION OF MR. SCHREIBER, SECONDED BY MR. BENOIT, WITH ALL
IN FAVOR THE MEETING ADJOURNED AT 6:45 P.M.**

Chairman Billy Brede

Vickie Best, Town Clerk, CMC