ADOPTION DRAFT

CASHIERS
SMALL AREA PLAN

ACKNOWLEDGMENTS

Thank you to all the stakeholders, residents, and property owners that attended meetings or the charrette to provide input in the Small Area Plan for Cashiers.

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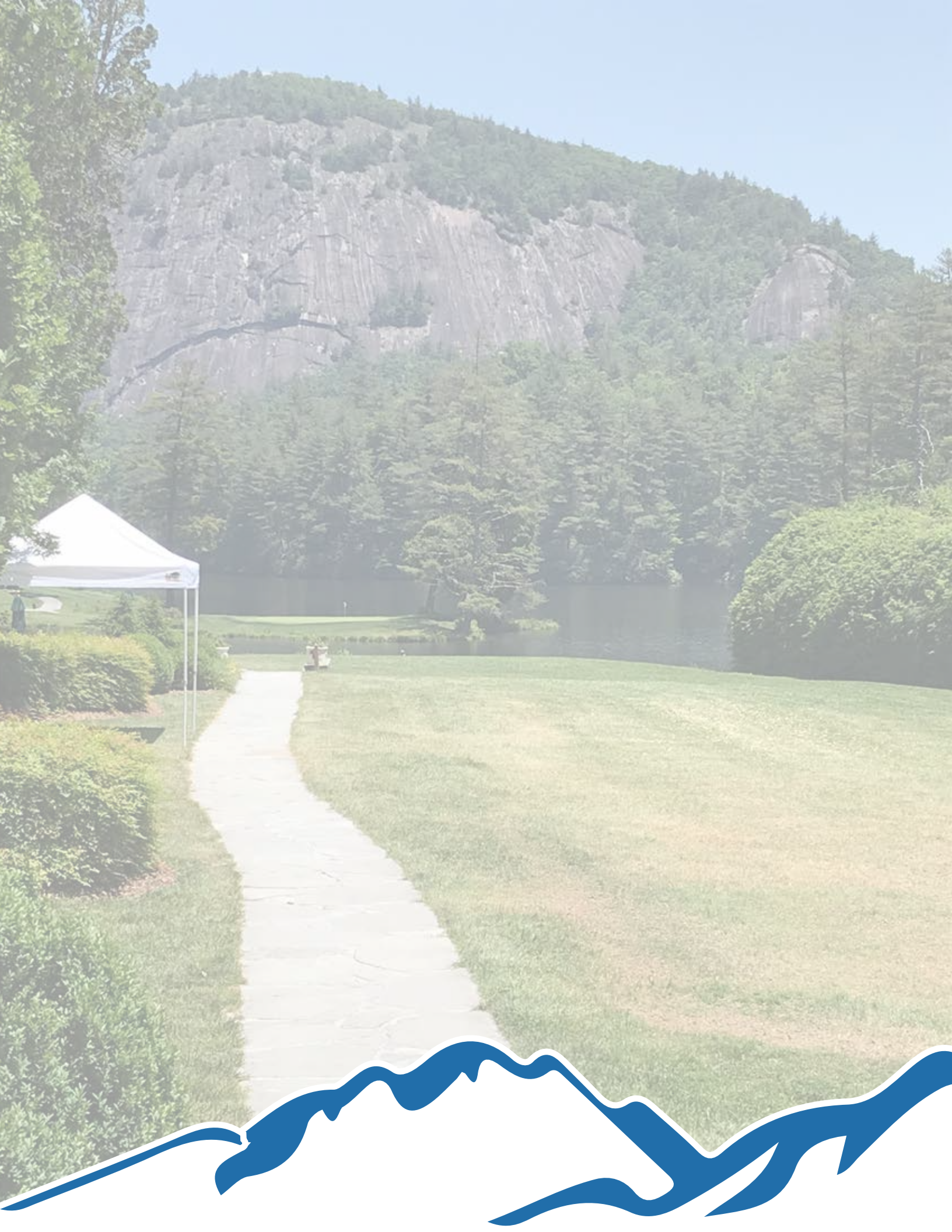


INTRODUCTION 1

"A small area plan for the Village of Cashiers would help to guide development in a way that would promote positive growth while maintaining the rich natural environment and strengthen the tourism economy."

- Jackson County Land Use Plan 2040

Cashiers has a long history of community planning.

During 2007 and 2008, many residents and business owners participated and provided input into the *2027 Cashiers Crossroads Plan*, a summary of which may be found in the *Southwest Commission's Region A Toolbox of the Mountain Landscapes Initiative*.

The realization that few of the 7 key elements and 22 recommendations had been accomplished in the last decade and that this was never a plan officially adopted by the County Commissioners, compelled Jackson County in 2017 to recommend in the *Jackson County Land Use Plan 2040* a **small area plan** specifically for Cashiers.

This Small Area Plan when adopted, will become County policy for growth and development in Cashiers. This Plan represents the vision of the seasonal and year-round residents, both new and generational, and includes business owners. It will be used to guide Jackson County decision makers in the use of County and regional resources for projects relevant to the community. The adopted plan will focus the efforts of County Departments and become a tool to reach out to regional and state agencies.

PURPOSE OF THE PLAN

The Village of Cashiers, located in the southern part of Jackson County, sprung from the crossroads of US 64 and NC 107. The location on a plateau in the Appalachian Mountains has made it a summer destination, resort and second home community for more than 100 years. Each year its charm and character continues to draw new permanent and seasonal residents.

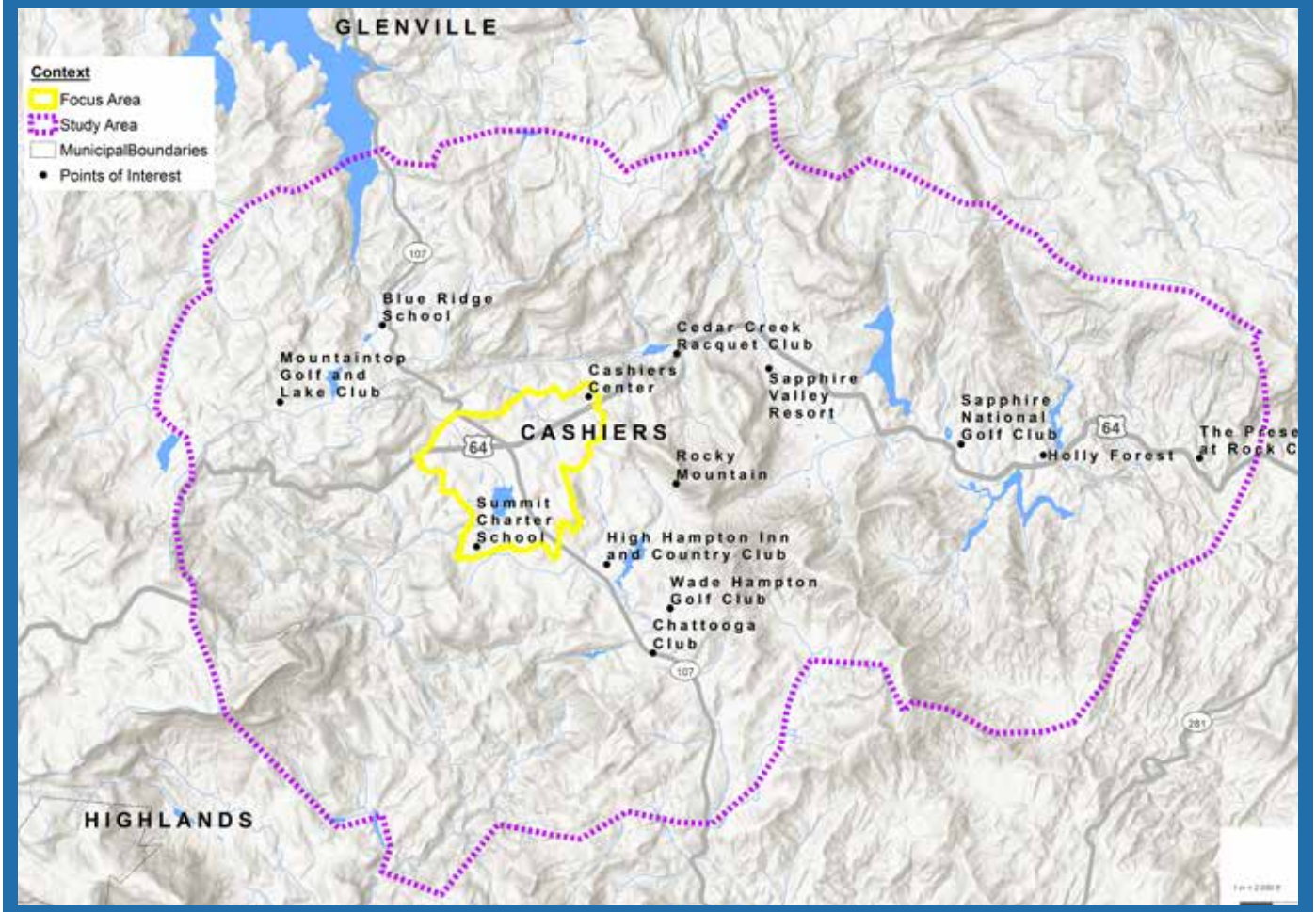
Growth that has been somewhat controlled by a lack of infrastructure capacity is becoming more intense as utilities are updated and extended. This challenge was addressed in the Mountain Landscapes Initiative, however that Plan was not adopted by Jackson County, resulting in no directive for the County to implement specific projects. The preparation of a small area plan for the Village of Cashiers will help to guide development in a way that promotes positive growth while maintaining the rich natural environment, and will ensure projects proposed in this implementation-focused small area plan will become objectives for the County as well.

" Small, quiet, friendly. Beautiful landscape, cool summers and lots of recreation opportunities."

- Survey response: What do you like best about Cashiers?

DEFINING THE CASHIERS AREA

As an unincorporated area, one challenge Cashiers faces is how it is defined: by the boundaries of its two zoning districts, by geographic features, by the trade area, by landmarks which provide the sense of Cashiers? Each of these factors was considered resulting in a custom geography with a "Focus area" surrounded by an "Study Area." The Focus Area is what "feels like Cashiers" for residents and business owners and will be the focus of recommendations in this plan. This is the area for which this plan's policies apply. The "Study Area" is the area which has been used for demographic data and statistics in the analysis section of this plan, unless noted otherwise.



Focus Area (yellow) and Study Area (purple) boundaries shown.

TYPICAL PLAN COMPONENTS

Small area plans typically address issues relevant to growth, development, and economic sustainability of a community. The following topics are important to consider during a comprehensive planning process regardless of the size of a community. Each is factored into the recommendations of this plan.

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

TIMELINE

Plan preparation began in late January. Early in the process, with input from the public and the Community Planning Council, the decision was made to halt the process for a couple of months in early spring, in order to be able to gather input from both year-round and seasonal residents. Public engagement began again in early June and adoption is planned for late 2018.

TASK	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Kick-off Meeting, Site Visits, Stakeholder Meetings	*											
Steering Committee Meetings	*		*			*	*					
County Staff Led Meeting		*										
Public Meetings												
3-Day Charette						*						
Inventory and Existing Conditions												
Plan Development & Design Concepts												
Final Draft to Steering Committee												
Final Draft / Official Adoption												*

RELEVANT PLANS AND POLICIES

PLAN	YEAR	SUMMARY
Jackson County Land Use Plan 2040	2017	The document presents how the county intends to grow and addresses policies regarding transportation and land use. Examples include conversion of NC 107/ US 64 intersection and existing two-lane road segment into a three-lane road roundabout. It also supports Conditional Zoning language to allow for more flexibility in the design and development.
Jackson County Comprehensive Transportation Plan	2017	Addresses multiple modes of transportation including vehicular, pedestrian and transit. It proposes amongst many elements, highway improvements to US 64 and NC 107 and the addition of new connector roads between US 64 and NC 107 in the northeast and southeast quadrants. A deviated-fixed transit route to serve Cashiers is proposed.
Cashiers Transportation Priority Plan	2012	This plan sets forth the following projects: • Roundabout at NC 64 and US 107 • Frank Allen Road with hard surface multiuse path 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.
Cashiers Commercial Area Land Development Ordinance	2009	Established two regulated districts - Village Commercial and General Commercial. Permits retail, office and residential uses at a density that preserves and enhances the Core. Provides development and design standards for landscape buffers, setbacks, building architecture, scale, and materials.
Jackson County Greenways Project Comprehensive Master Plan	2009	The Plan proposes a 5-mile multi-use greenway along the NC 107 South corridor beginning at the Crossroads, a new vehicle/ pedestrian connector from US 64 to Frank Allen Road, and sidewalk on US 64 from the Crossroads to Ingles Center.
Mountain Landscapes Initiative Tool Box	2008	Policy document that guides, but does not regulate future development. Cashiers character, circulation (roundabouts), gateway treatments and more addressed in Appendix 4. Recommendations included, but were not limited to, directing growth into the core, providing affordable housing for fulltime residents and seasonal workers, and constructing a layered pedestrian network that balances both safety and business vitality.

COMMUNITY PROFILE

DEMOGRAPHICS

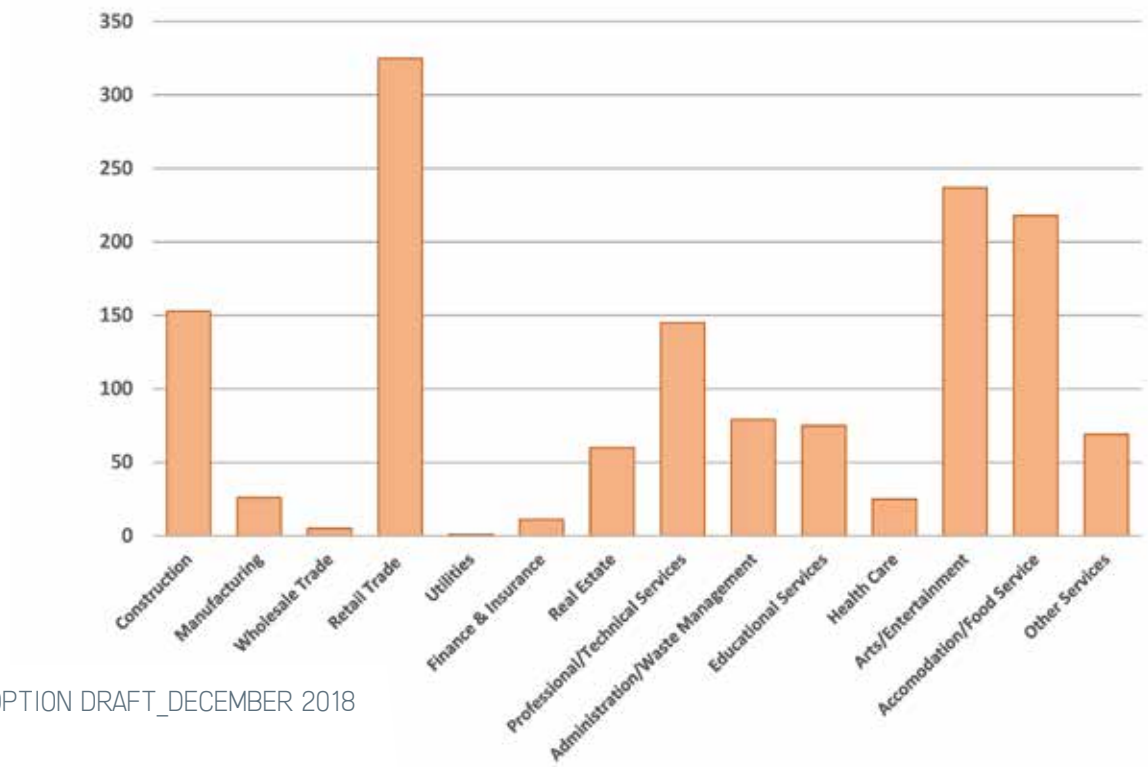
Obtaining typical demographics for population, housing, income, and other data specific to Cashiers presented a challenge due to the absence of jurisdictional boundaries. The information obtained from the Cashiers US Census Designated Place (CDP) did not coincide with or adequately represent what residents and business owners considered the village of Cashiers. The team created a **custom geography** as shown on page 7 that more closely represented the community. The data indicates that the Cashiers Study Area grew by 29% in the last 18 years compared to the State's rate of 7.7% between 2000 and 2017.

POPULATION

The year-round population in the Cashiers area has increased over 29% from 2000 to 2018.

JOBS

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



EMPLOYMENT

As expected for a vacation destination, many are employed in the Retail, Arts/ Entertainment and Accommodation and Food Service sectors. Collectively these industries employ over 780 people representing over 55 percent of the total workforce! Professional services and construction also make up a large percentage of the industries in which residents work.

It is difficult to recruit workers due to the high cost of living. The majority of workers in the study area commute to Cashiers from other towns and cities.

Spring 2018 Jobs Fair advertised at the Crossroads to recruit seasonal workers.

COMMUTE PATTERNS

**Inflow worker migration is in part due to a large number of service-related jobs and the relative high cost of housing. See page 13 for seasonal population estimates.*

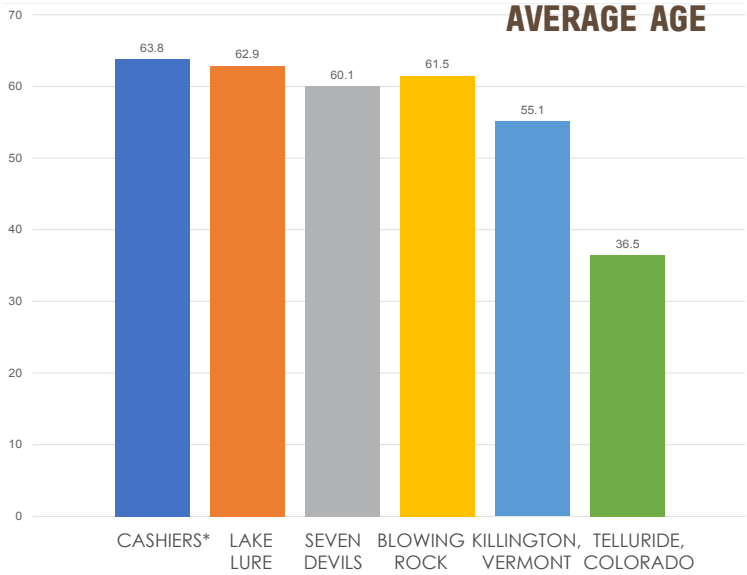
HEALTH AND WELLNESS

One of the measurements of quality of life in a community is the convenient access to comprehensive healthcare. With the high median age of permanent and seasonal residents also results in an increased need for primary care and emergency services. In addition, as residents continue to age, fewer people will be able to move about as they are accustomed. If aging in place (at home) is not an option, there are few assisted living or skilled nursing facilities in the area. The closest primary care facility is the Highlands-Cashiers Hospital, although Mission Healthcare Foundation owns land in Cashiers adjacent to US 64 that could become a health park complex in the future.

Many residents remain active through formal recreational opportunities at the Cashiers Glenville Recreation Center and numerous clubs, but there is overwhelming support for trails, sidewalks and bicycle path networks, which could provide access to the adjacent natural areas as well as the local businesses.

AGE AND INCOME

The median age for the Cashiers CDP is relatively high (63.8) years old compared to 56 for the Study Area, 37.1 for Jackson County, 38.4 for the state, and 37.7 for the US. Cashiers is similar in demographics to some mountain resort communities as shown in the graph at right. There are many retirees in Cashiers, and total employment for those that live in Cashiers and are of working age is relatively low. Many in the community want to attract a younger demographic to make the village more vibrant and to support businesses.



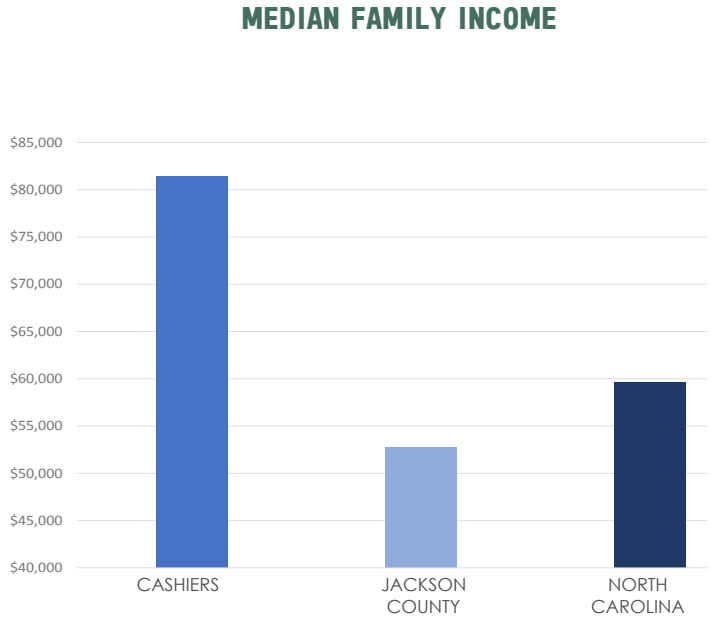
Source: 2012-2016 ACS Data for Cashiers CDP

INCOME

The median household income varies depending on the source, but the estimate for median family income in the Cashiers CDP is over $81,400 above the Jackson County median of $52,771 and that of North Carolina ($59,667).

$81,400
MEDIAN FAMILY INCOME

Source: 2012-2016 ACS Data for Cashiers CDP



Source: 2012-2016 ACS Data for Cashiers CDP, Jackson County and United States

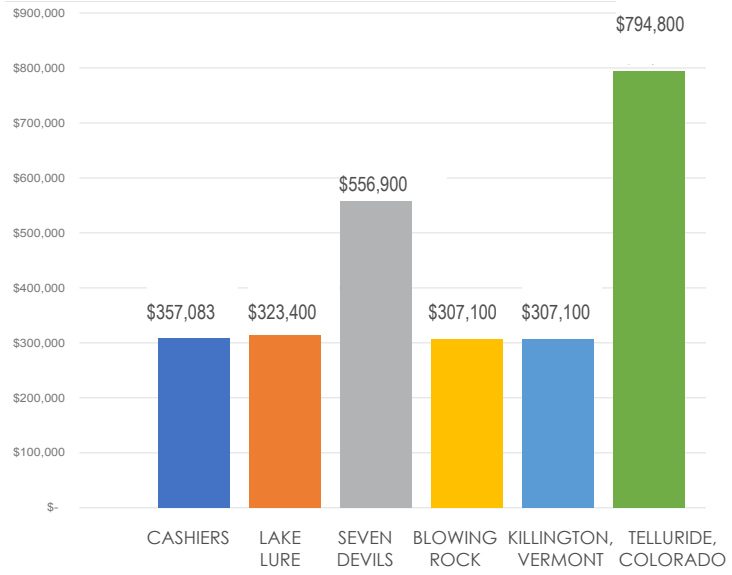
HOUSING

The real estate industry in Cashiers is an economic driver. Over the last three years, the median sales price of homes has increased, homes are on the market for a shorter length of time, and the supply of homes has decreased significantly.

Second homes and vacation rental units also are economic drivers in the region. According to data obtained from AirDNA.com, the 28717 zip code, which includes Cashiers has approximately 52 AirBnB rentals. Comparatively, the zip that includes Highlands, NC has 136.

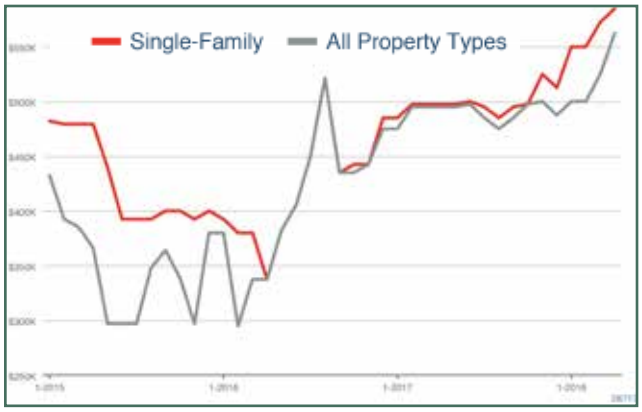
Over the last six months, the median list price for homes in Cashiers was **$675,000**

MEDIAN HOME VALUE

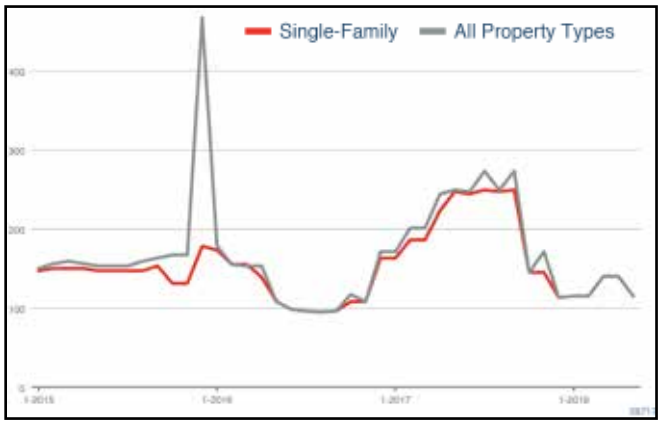


Source: 2018 ESRI Data for Cashiers Study Area

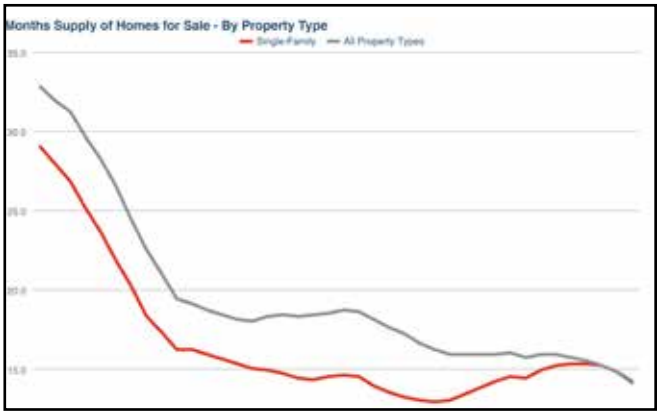
MEDIAN SALES PRICE



DAYS ON MARKET



SUPPLY OF HOMES FOR SALE (MONTHS)



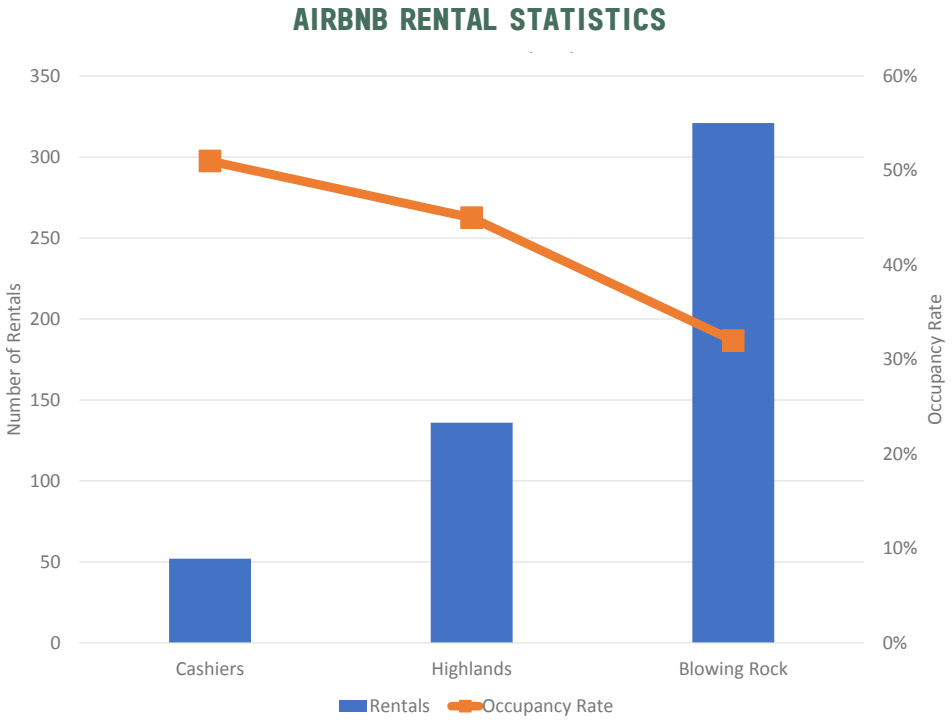
The graphics below depict AirBnB rentals, average daily rates, and occupancy rates in Cashiers and peer communities. The Average Daily Rate (ADR) for rentals in Cashiers is $252 dollars a night compared to Highlands at $258 and Blowing Rock at $321*. The data, from November of 2018, shows that Cashiers has fewer rental units, but the annual occupancy rates are higher than Highlands and Blowing Rock. This suggests the vacation rental market is strong and underserved.

The US Census Bureau tracks the number of housing units in a community through the American Community Survey (ACS). The ACS five-year seasonal unit estimate for Cashiers is 2,042. This does not include lodging figures, which would add to the total signficantly.

**Data is a point in time, meaning the reported statistics for AirBnBs based on data at AirDNA.co during November of 2018.*

Due to the large number of vacation homes, Cashiers' population swells to over 16,000 people in the summer months!

"Cashiers is a slice of small town Americana"
- Quote from online survey



Community AirBnB rentals and rates. Source: AirDNA.com

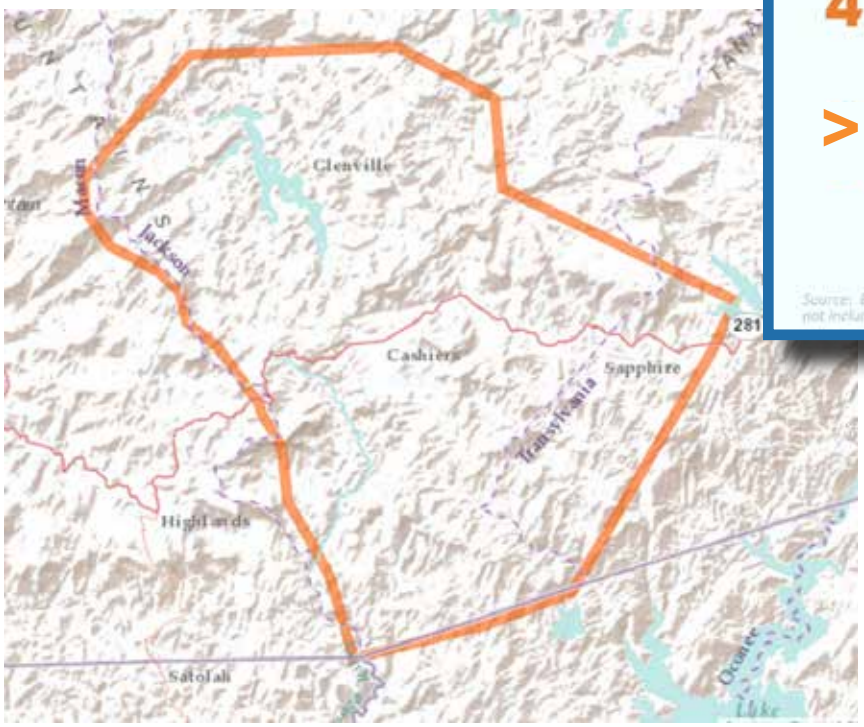
TRADE AREA

For a more accurate depiction of the Cashiers market, the team expanded the study area boundaries beyond the regulated districts (designated commercial areas) to form a Cashiers Trade Area. A trade area represents the geographic area from which a community generates the majority of its customers. The Ingles manager estimates that customers are drawn from an 11-15 mile radius (Highlands, and portions of Lake Toxaway. Population estimates in the trade area were determined to be a better representation of the year-round and seasonal residents.

As shown in the statistics below, Cashiers has a retail surplus, meaning it is a market where consumers are drawn from outside the trade area to spend. This is due to its large trade area, high seasonal population, and high tourism rates.

$78,863,444 TOTAL RETAIL SALES (2017)
$18,022,347 RETAIL SALES POTENTIAL (2017)
-62.8 TOTAL RETAIL LEAKAGE/SURPLUS

Source: Esri 2018



The Cashiers "Trade Area" was estimated to include Sapphire and Glenville and many rural parts of Jackson County. Cashiers functions as a regional center and is the nearest location for groceries, restaurants and services for many surrounding communities. This combined with seasonal population (estimated above right based on 2017 Esri Data) results in a retail surplus. Buck's Coffee, pictured above right serves as a social center for the area.

LAND USE

Much of Cashiers has the character of a wooded retreat. More than half the land area as defined by the boundaries on the map on page 17, is vacant (never developed or previously developed with no buildings or improvements). The remaining existing land use totals 37%, dominated by residential uses; only 3% is office, institutional,or commercial.

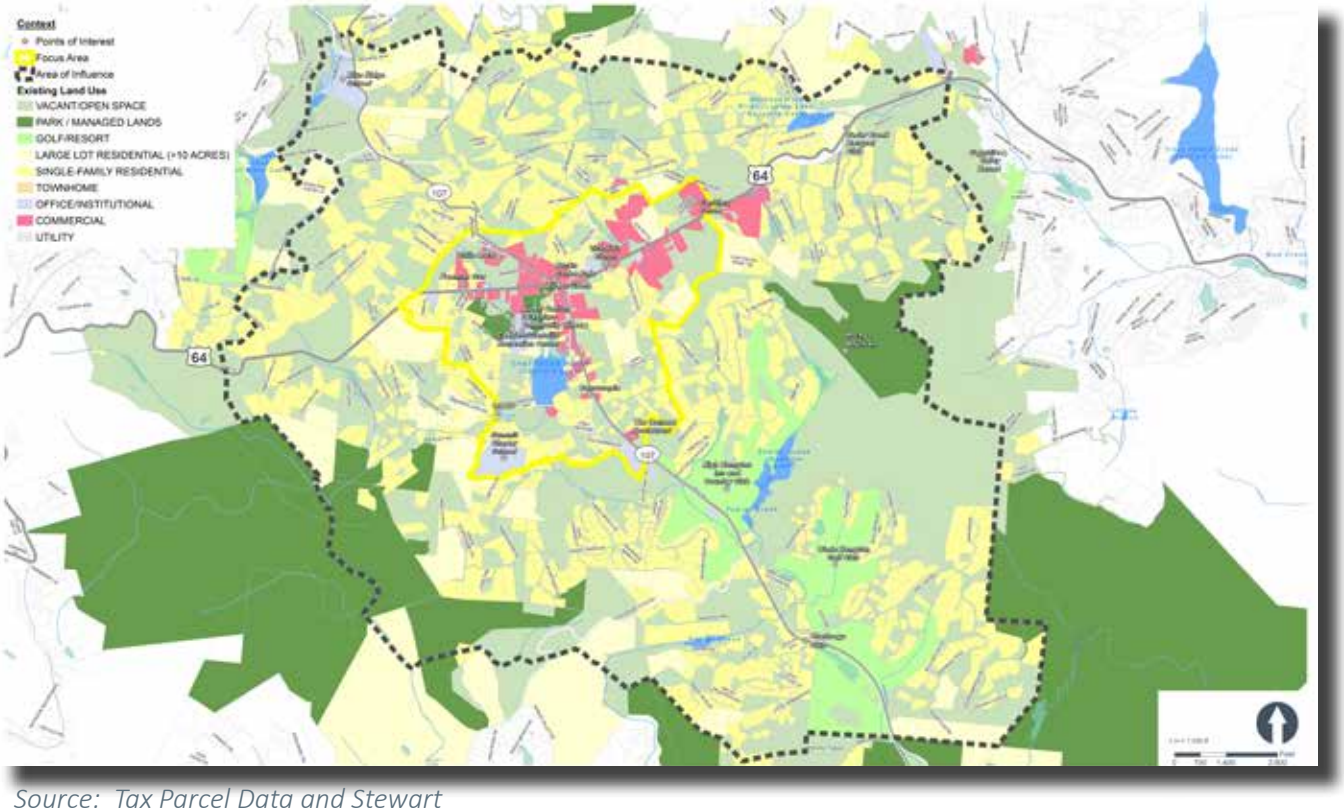
Most of the residential development is single-family located in clubs or subdivisions outside of the village core. Commercial and institutional uses occur in the core and along the US 64 and NC 107. There is very little vertical or horizontal mixing of uses.

Several land use related themes emerged during the preparation of the small area plan which will influence the recommendations and concepts in the plan.

Land Use Themes

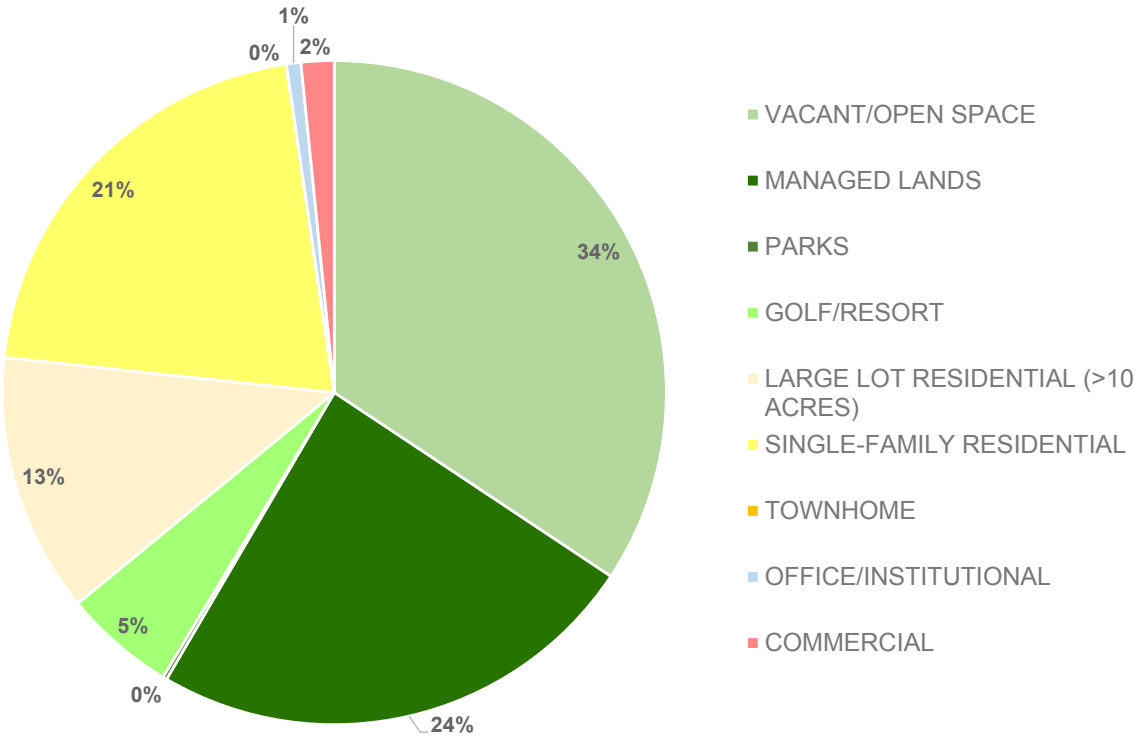
- Additional density desired in the village core
- Need for additional housing in the village
- Want a connected community
- Revised regulations that permit a greater variety of architectural styles
- Visual and/or physical connectivity to Cashiers Lake
- Address changes to current regulated districts to provide for residential use, development, and design standards

EXISTING LAND USE MAP



Source: Tax Parcel Data and Stewart

EXISTING LAND USE BY SECTOR



Existing land use is summarized above for tax parcels within the Area of Influence shown in the map at the top of the page.

NATURAL RESOURCES AND OUTDOOR RECREATION

Cashiers is located in the heart of the Blue Ridge Mountains and surrounded by mountain peaks that rise above 4,500 feet. The Village Core is steps away from the headwaters of the Chattooga River, which is one of the longest free-flowing mountain rivers in the Southeast. It serves as the gateway to 3 national forests, Gorges State Park, Panthertown Valley, and the Ellicott Rock Wilderness Area.

Within 5 miles of the village center there are thousands of acres of public land, 24 miles of trout waters and 21 designated natural heritage natural areas (areas that represent the rarest ecosystems and natural communities in the state and beyond). The natural environment brings people to this part of the state and safeguarding water quality and viewsheds while improving access to natural assets will be important to the economic success of the village and the quality of life of current and future residents and visitors.

PARKS AND NATURAL RESOURCE STATS

14,700 ACRES

OF PUBLIC LAND AND CONSERVATION AREAS*

*WITHIN 5 MILES OF CASHIERS

27

ACRES OF COUNTY AND PRIVATELY OWNED PARK LAND

24

MILES OF TROUT WATERS WITHIN 5 MILES

SIDEWALKS, GREENWAYS AND TRAILS

1.4 MILES OF COMPLETE SIDEWALKS AND TRAILS

DESIGNATED NATURAL HERITAGE NATURAL AREAS

21 WITHIN 5 MILES

NATURAL HERITAGE ELEMENT OCCURRENCES

86 NEAR THE STUDY AREA

Sources: Statewide Managed Areas Inventory, Conservation Planning Tool

STEEP SLOPE MAP

Sources: Jackson County GIS Data

NATURAL RESOURCE MAP

Sources: Conservation Planning Tool

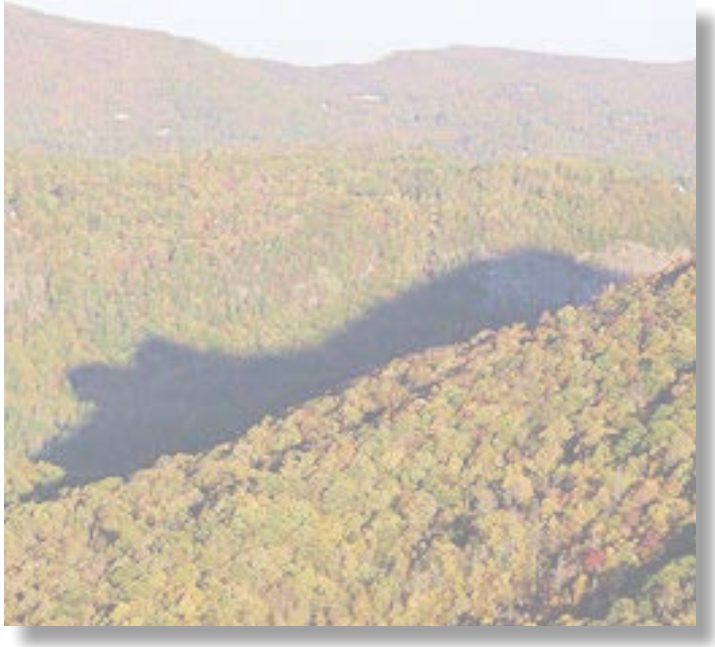
ECONOMIC IMPACT OF OUTDOOR RECREATION

Total payroll generated by the tourism industry in 2018 in Jackson County was $48.52 million by 1800+ employees. Total expenditures reached $195 million.

TOURISM INCREASES

- **2015 - $175 MILLION**
- **2018 - $195 MILLION**

Source: Jackson County Tourism Development Authority



The Shadow of the Bear east of Cashiers is a draw for tourists (Source: Jackson County Tourism Development Authority)

The public lands surrounding Cashiers are a destination for fly fisherman and are home to rainbow, brown and brook trout. Mountain trout fishing led to an estimated $383 million in direct spending in NC in 2014. (Image Source: Brookings Anglers, Statistical Source: Mountain Trout Fishing: Economic Impacts & Contributions, NC Wildlife, 2015)

INFRASTRUCTURE AND SERVICES

When infrastructure is considered, most think of wastewater and water utilities, but utilities and services that include trash collection, stormwater and drainage, green infrastructure, broadband, public safety (police, fire) schools and parks are part of the network that are hallmarks of a strong community. Still water and sewer are the two most important for a community to grow.

In April 2018, Tuckaseigee Water and Sewer (TWSA) was able to release an additional 20,000 gpd (gallons per day) of sewer capacity since the construction of a new treatment plant at Horse Pasture River would soon be online in 2020. The new release could serve approximately 80 new residential units, 30,000 sf of service (i.e. restaurants), or 100k sf of retail. Currently, Cashiers' water is supplied by wells. In September 2018, a Preliminary Engineering Report (PER) was released for a Cashiers Water System Consolidation. TWSA will continue to work with Jackson County to identify potential funding sources, service area, and more, as well as hold community meetings regarding developing a public water supply system.

Flooding issues pose a continuing problem on Frank Allen Road in the core of the village. A report prepared in 2015 identifies sedimentation at Cashiers Lake, poorly draining local soils, and lack of stormwater infrastructure as the causes. The report recommends dredging, culvert and road repairs and the use of stormwater control measures to reduce the incidents.

There is broadband along US 64 and NC107, however there are few connections to individual developments, which is more difficult if the utilities are underground. The slow speed or unavailability of high speed fiber/internet (broad band) may negatively impact seasonal home and job growth.

Public safety (robberies) has become an issue especially in the seasonal home communities. Residents desire enhanced deterrents and expanded crime prevention efforts.

TWSA WASTEWATER SERVICE AREA

PUBLIC ENGAGEMENT

LISTEN, ENGAGE, AND COLLABORATE

It was a goal of Jackson County Commissioners to prepare Cashiers Small Area Plan with community input at all levels to maximize transparency and ensure support for implementation. The seven-member Cashiers Planning Council served as the steering committee and met four times throughout the development of the plan to ensure the plan direction was meeting the goals. At times, there were more than 40 members of the public at the regular meeting of the Council to hear about the plan.

More than 400 people in the community had an opportunity to express their opinions as stakeholders, via an online survey, and during a 3-day charrette.

STAKEHOLDER INTERVIEWS

- 1-hour interviews with 5 groups including developers, residential and business owners, real estate professionals, Chamber of Commerce members, county staff, school representatives and economic development professionals
- Individual interviews with a club manager, school personnel, business owners, community leaders and more

Themes from Stakeholder Meetings

The planning process included interviews with a diverse group of stakeholders. Steering committee meetings and open planning council meetings also yielded input. Some of the themes of comments, concerns and ideas include the following:

- Second home buyers and visitors desire a place that has a "there"
- Need to attract younger people (full-time and seasonal residents)
- Don't want to live in a place like Gatlinburg with tourists walking up and down the street. Okay to have fine dining, retail, sidewalks, but do not want big box stores. Can get to those stores within 30 minutes
- Labor force is drawn from down the mountain – approximately 45 minute drive each way. Additional residential development within or near Cashiers could reduce travel times.
- Need to have things right around the center that are fairly dense residential that can support savvy retail. Will end up with mixed-use development at the Crossroads
- Cashiers doesn't need to be like Highlands. It can be a high-end village, beautiful green space and connectivity throughout
- Unique marriage between seasonal and year-round residents
- Current sewer/water infrastructure may limit development

SURVEY:

- 279 people took a 16-question survey available online
- 70% of the people identified themselves as Cashiers residents
- Survey respondents were split down the middle as living in Cashiers more than six months or less than six months per year
- The word cloud at the bottom of the page represents the most frequent responses to the survey question "What do you value most about Cashiers?"

279 respondents took the online survey in June 2018

CHARRETTE

- The County hosted a three-day charrette (intensive planning and design workshop) at the Cashiers-Glenville Recreation Center. The public was welcome to drop in during several open studio times, and during two open house format meetings from June 4-6. At the meetings, the project team listened to concerns and ideas, gathered input on visual preferences for community assets, and then were able to see a presentation of work in progress

The workshop provided an opportunity for attendees to indicate preference for visual images in six topic areas (page 25). The images shown on page 25 received the highest number of votes.

On the last day, proposed concept scenarios for Cashiers were presented to the Community Planning Council at an open meeting. Key themes heard during the stakeholder interviews, steering committee meetings, and at the charrette echoed those from the 2009 *Mountain Landscapes Initiative* and included:

- Desire for a connected community
- Additional density desired in the Village core
- Lack of housing options in the Village (workforce and market rate)
- Regulations that limit the variety of architectural styles
- Visual and/or physical connectivity to Cashiers Lake
- Residential development not addressed in the two Cashiers regulated Districts

When asked what do you value most about the Village, participants in the survey responded with the above answers.

char·rette
/SHə'ret/

noun NORTH AMERICAN

a meeting in which all stakeholders in a project attempt to resolve conflicts and map solutions.

"...public spaces should reflect the 'feel' of Cashiers"
- From Charrette discussion

CASHIERS
SMALL AREA PLAN
Design Charrette

What:
Community Planning & Design Workshop

Open to the public to provide input on what Cashiers should include in a small area plan

Where:
Cashiers/Glenville Recreation Department
355 Frank Allen Road
Cashiers, NC 28717

Contact Us:
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caroline@mondsi@jacksonnc.org
828.631.2283

Jackie Turner, Project Manager, Stewart
jturner@stewartinc.com
919.866.4719

JUNE 4-6, 2018

Charrette Schedule

June 4th 5pm-8pm Public Open House
June 5th 9am-3pm Open Studio
June 5th 5pm-8pm Public Open House
June 6th 9am-11am Open Studio

char·rette

What's Your Vision?

Jackson County is creating a Small Area Plan to guide future growth and development in the Village of Cashiers and to further enhance the quality of life.

Your input will shape the vision, goals, and recommend realistic steps for implementation. See it unfold before your eyes in this interactive experience.

For more information, visit the project website
https://www.planning.jacksonnc.org/cashiers-small-area-plan

Children welcome & light refreshments served!

STEWART

Charrette participation in "Keep, Toss, Create" activity.

A lot of discussion revolved around the crossroads and how to improve pedestrian safety and traffic flow

VISUAL PREFERENCE RESULTS

Community character and the aesthetics of existing and new development were themes repeated during stakeholder interviews and steering committee meetings. During the 3-day charrette, attendees were asked to participate in a visual preference activity by placing a dot next to their preferred image in each of six categories. The favored selections provided guidance for the concepts in Chapter 5 and will influence updates to the Cashiers Commercial Area Regulated Districts. The images to the right received the highest number of votes.

One of three boards for the visual preference activity.

Village Core Design

Signage

Transportation

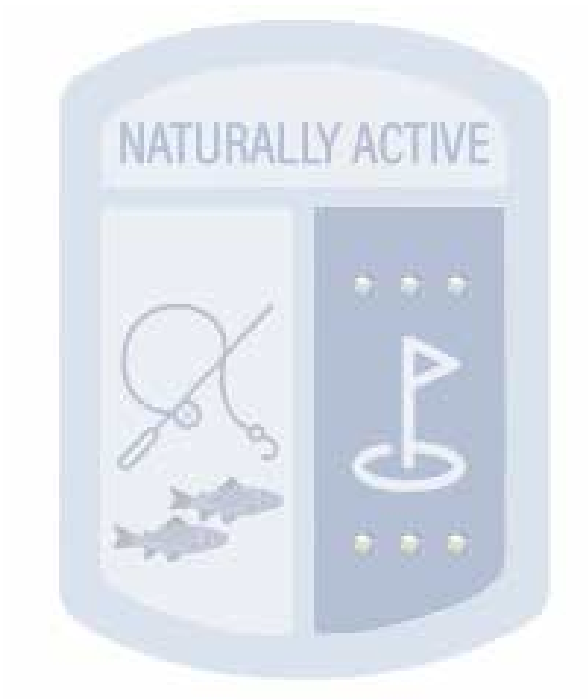
Workforce Housing

Public Art

Source Web: Visit SanAntonio.com

VISION & GOALS 2

The purpose of a vision is to inspire.
A goal without a plan is just a wish.



Typically, local government officials make informed land use and development decisions about a community's resources based on its vision and goals. Jackson County's Board of Commissioners will be guided by the goals and policies developed as a part of the Small Area Plan and incorporated into the County's Comprehensive Plan. The Cashiers Community Planning Council will be guided as leaders and stewards of the land for development and design.

"Make Cashiers into a year-round destination"

*- from "**A Cashiers Vision** A Year Round Destination"*

V

A VISION FOR CASHIERS

People who love Cashiers envision a vibrant year-round destination refreshed and connected, attracting a new generation of visitors to live, work, and play. The experience will be influenced by the mountain plateau's setting, heritage, and culture.

GOALS AND OBJECTIVES

1 BE TRUE TO PLACE. BY HONORING THE HISTORY, HERITAGE, AND AUTHENTICITY OF CASHIERS' VILLAGE CHARACTER.

- *Honor the history, heritage, and authenticity of Cashier' village character through design of the built environment*
- *Ensure scale and pace of growth are compatible with the character of Cashiers*

2 CREATE A YEAR-ROUND VIBRANT VILLAGE.

- *Create a destination by increasing activity, growth and density in key areas*
- *Encourage workforce development, commerce and industry that extends the shoulder season (time before Memorial Day and after Labor Day for seasonal residents) and contributes to the local economy.*
- *Increase housing diversity to appeal to a broader demographic including young families and older adults.*

3 PROMOTE AND ENHANCE THE AREA'S NATURAL RESOURCES.

- *Create a network of trails and open space*
- *New development should connect people to nature, the outdoors and respect the natural environment*
- *Take advantage of economic opportunities (branding and tourism)*
- *Embrace our location in the heart of the Blue Ridge and a gateway to wilderness and outdoor recreation in the broader region*

4 IMPROVE PHYSICAL AND SOCIAL CONNECTIVITY.

- *Improve transportation connectivity to benefit motorists, emergency response and support a healthy, active lifestyle*
- *Promote social connections through the design and programming of places*
- *Increase wellness options and access to healthcare services in Cashiers*
- *Enhance broadband infrastructure to support daily life*
- *Improve public safety through coordinated governmental and community-based efforts*

5 STRENGTHEN COLLABORATION BETWEEN GOVERNMENTAL, NON-PROFIT, AND CIVIC ORGANIZATIONS.

- *Coordinate efforts of community leaders (Community Planning Council, Chamber of Commerce, Leadership Forum, etc.) for implementation of priorities*
- *Leverage local and state resources to address key infrastructure, housing, and transportation improvements*

RELATIONSHIP TO PREVIOUS PLANS

Prior to developing goals for this Small Area Plan for Cashiers, goals and policies from relevant plans were evaluated and reconfirmed. Plans reviewed included:

- Mountain Landscapes Initiative Tool Box (2007-08)
- 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)

During the June 2018 charrette, attendees participated in an exercise placing dots to reconfirm the relevance and prioritize goals and policies from the *2027 Cashiers Crossroads Plan created in 2007-2008.*

Eight or the MLI initiatives received a significant percentage of the votes. Listed in order from highest number of votes:

- Establish a village council and “Mayor” to provide oversight and leadership
- Connect the various businesses and activities along the highways and future secondary streets
- Establish a community wide bicycle network that centers on the Crossroads and connects neighborhoods
- Encourage a range of affordable housing types for both full-time and seasonal worker
- Complete an expansion of the Village trail network
- Develop a comprehensive water and sewer plan for providing services to Cashiers
- Create a stormwater master plan
- Buildings should be oriented to the street or a pedestrian path to encourage walkability

VILLAGE FRAMEWORK

3

This chapter includes a land use framework plan, policies and recommendations by topic area that describe a potential future development pattern and key physical improvements that are meant to balance current and future needs.

Highlights from the framework plan recommendations include:

- A land use framework plan that builds on the vision of a year-round mixed-use village core and logical transitions
- Transportation recommendations that include key connections and the creation of an active transportation network
- Infrastructure strategies to address current needs and provide a solid foundation for the future
- Recommendations for increasing the diversity of housing types to accommodate the variety of lifestyles
- Parks and natural resource recommendations that protect unique assets and connect residents and visitors to landscape and place

LAND USE

LAND USE FRAMEWORK PLAN

The Land Use Framework Plan goes a step further than previous planning efforts and provides a guide for growth and redevelopment that extends beyond the current zoning districts that follow commercial corridors. The plan and associated policies acknowledge community input gathered during the planning process through stakeholder interviews, a three-day long charrette and public survey. The framework plan acknowledges a desire to maintain the character of Cashiers by promoting a traditional village form and maintaining the existing and unique charm of this mountain plateau community while accommodating growth and evolution. It also takes advantage of opportunities to expand activity centered around the congested crossroads to beyond the core to the gateways that provide a sense of arrival in Cashiers and to transition areas along corridors to improve visual consistency.

Seven districts, described below and illustrated in the conceptual diagram on the next page, have distinct characteristics that are reinforced with policies and recommendations later in this chapter and in Chapter 4.

CHARACTER AREAS

Village Core

This area is meant to be the heart of Cashiers. Small to medium-scale building footprints with active street fronts hold a variety of uses that include retail, restaurants, residential, lodging, and civic. Short block lengths, connected pedestrian paths and shared parking lots serve businesses. A mix of residential housing is framed by green space.

Gateways

Infill and redevelopment that preserves and reinforces the character of Cashiers is encouraged in the Gateway areas. Reduced setbacks, parking location, and design criteria create a sense of arrival. Larger buildings are more appropriate here than in the Village Core.

Lakeside

Integrating new development sensitively into the landscape while increasing activity and connecting to the Village Core on the northern part of the lake is a priority here. Improved visual and pedestrian connections to the lake and points south are also opportunities.

Transition

Transition areas occur between the Village Core, Gateways and Residential areas. They add visual consistency to the main corridors and have small to medium-size buildings that are compatible with adjacent development.

Residential

These areas are mostly residential in character and scale. Tree canopy and sensitive environmental features are preserved. Some resort and civic uses are appropriate.

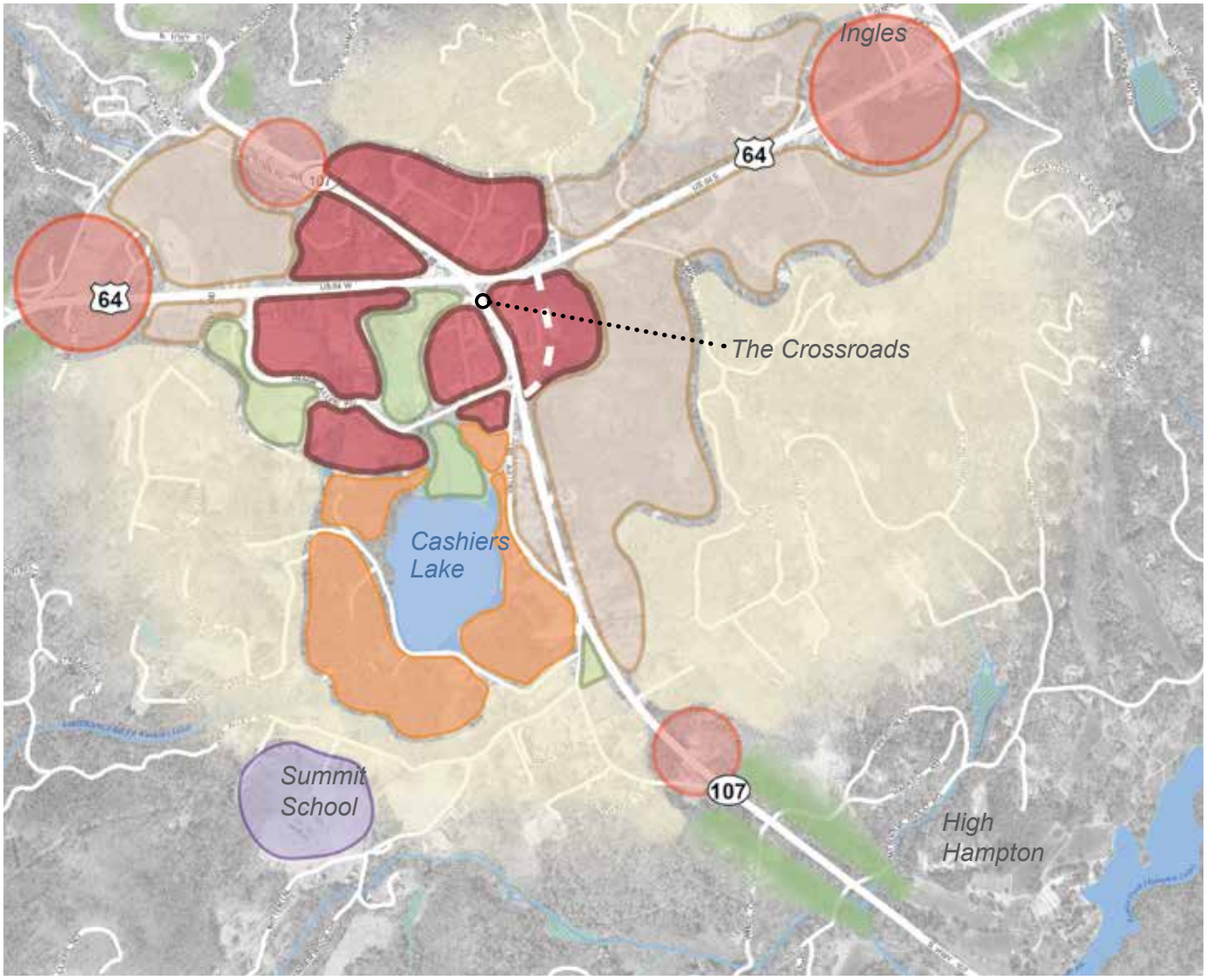
Parks and Open Space

The Village Green and the Cashier's Glenville Recreation Center make up the majority of this area. These uses and the wetlands on the northern part of Cashiers Lake offer green breaks in the village form.

Edges

The edges of a village are as important as the center. Improved aesthetic and open space requirements on key corridors outside of Cashiers are needed. Requiring tree protection along the perimeter, landscaping, and site design that create a defined edge and protect viewsheds help better define the village.

CASHIERS AREA LAND USE FRAMEWORK PLAN



Legend

- Village Core
- Gateway
- Lakeside
- Transition
- Residential
- Parks and Open Space
- Edge

RECOMMENDATIONS - LAND USE AND DEVELOPMENT

LU-1: Activate and expand the Village Core

- Allow for a broad range of activities and land uses to help create a vibrant center
- Extend activity west along NC 107 and to the east along the proposed connector street between NC 107 and US 64 by encouraging active uses fronting streets and consistent design guidelines
- Encourage businesses to partner and develop shared parking solutions
- Encourage new residential development in the Village Core that includes cottage homes, multi-story mixed use buildings with residential above active uses and townhomes and condos on well located sites

The future of the Village of Cashiers will be defined by its center. It is here that connections are made over a cup of coffee. Boutiques draw in visitors from the entire region. Events on the green and regular visits to the recreation center create memories and healthy habits. Embracing the need for Cashiers to function as an economic and social center for the greater region and creating opportunities for people to live, shop, and recreate in the center will be key.

LU-2: Encourage a compact form of development in the Village Core.

- Buffers and screening should be required only between dissimilar uses
- Encourage short blocks, small building footprints, and pedestrian pathways in new development
- Encourage multiple stories in new buildings

LU-3: Encourage pedestrian oriented design.

- Orient buildings to the street and pedestrian facilities

Current regulations limit building height to 30 feet which could limit the potential for the Village Core.

New development in the Village Core should emphasize multi-story buildings, landscaped pedestrian walks and active store fronts like the photo above from Downtown Aspen, Colorado. (Image Source: www.aspenrecreation.com)

- Allow limited parking in front of buildings facing public rights-of way
- Consider build-to lines (maximum setbacks) to activate the areas adjacent to streets
- Require pedestrian connections between compatible uses
- Consider modifications to road standards; private roads may be supportive of this strategy. Alleys, on-street parking and small curb radii contribute to pedestrian safety and comfort
- Consider reducing parking requirements. If implemented in tandem with shared parking solutions and pedestrian improvements, this could facilitate more “park once” visits

LU-4: Support village character with architectural design guidelines and/or standards

- Encourage transparency (windows) and variation for facades that face public rights of ways
- Emphasize natural materials and utilize common details found throughout the community
- Consider providing flexibility in color of buildings especially in the Village Core
- Encourage architectural styles that honor historic patterns (i.e. lap siding, white trim, timber frame construction, pitched roofs, stone, rafter tails, etc.)

LU-5: Create activity on the street and sidewalk level

- Encourage active uses on the ground floor of buildings including retail and restaurants, while encouraging offices and residential on second floors
- Encourage patio dining, plazas and common areas
- Consider opportunities for pedestrian scale art installations

LU-6: Encourage development design in gateways that creates or preserves a sense of arrival

- Eastern and Western Gateways:
  - Encourage infill development and redevelopment
  - Allow for multi-story mixed use and condo buildings
  - Incorporate elements of village character through the use of architectural detail, materials, and landscaping
  - Consider art installation within the right-of-way or as part of a plaza or amenity space in new development or redevelopment in the vicinity of the eastern gateway.
- Northern Southern Gateways:
  - Ensure compatibility with the scale and character of existing development (i.e. Cornucopia) and natural surroundings
  - Consider safety improvements in the vicinity of Cashiers School Road and NC 107
  - Partner to maintain and enhance McKinney Meadows
  - Continue removal of invasive plants

Cornucopia is close to the street and boasts deep green color with white trim and red door. Current regulations may discourage this type "village style" building design and layout.

and the addition of parking spaces and a trail could improve this area as a gateway feature

LU-7: Encourage development design in the Transition areas that adds visual consistency to the main corridors and provides a transition between the Village Core, Residential Areas and Gateways

- Allow for slightly larger setbacks than the Village Core, but discourage suburban-style setbacks with large parking lots in the front of buildings
- Standardize landscaping and/or tree preservation requirements
- Building footprint size, massing and height should be compatible with existing adjacent development

LU-8: Protect the edges

- Implement larger setbacks and/or tree buffer requirements
- Review open space requirements
- Specify priorities for open space reservation including: stream buffers, areas near designated Natural Heritage Natural Areas, steep slopes, rock outcroppings, mature stands of trees, terminal vistas and viewsheds

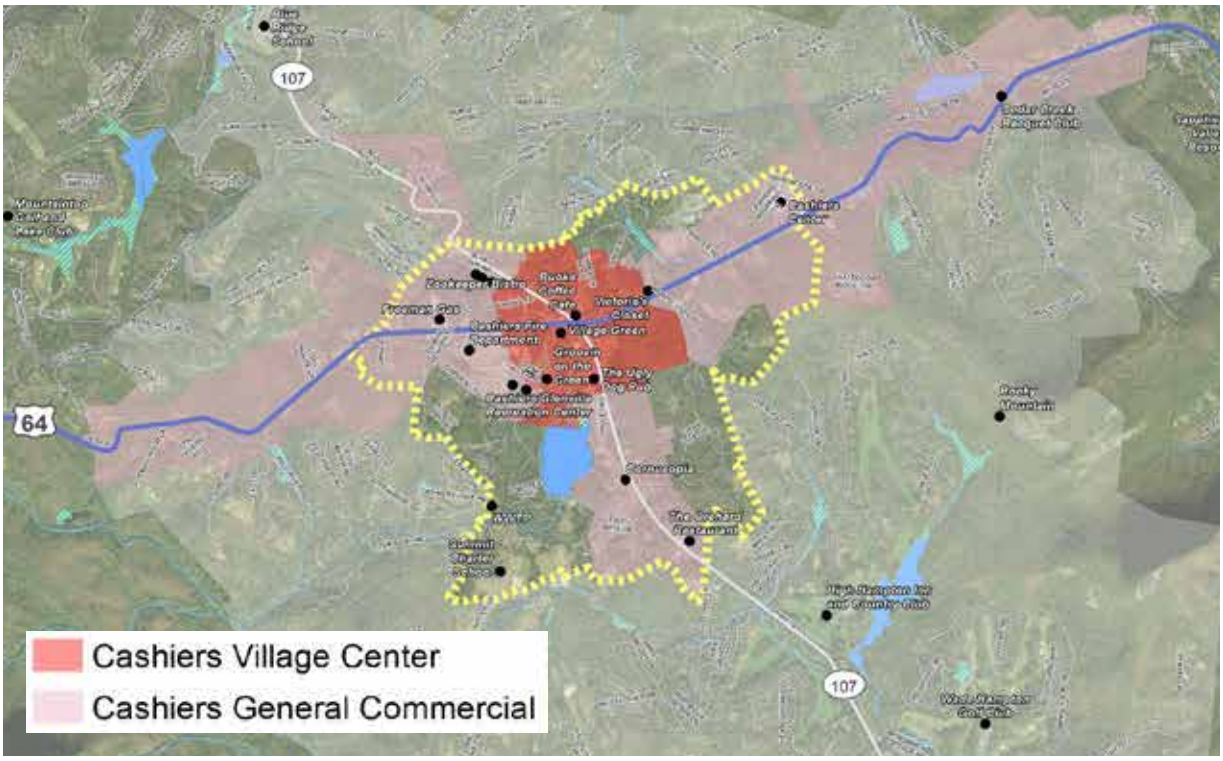
LU-9: Consider codifying form-based criteria to improve predictability in the development review process

- Current regulations require a special use permit for structures exceeding size limits set for each district. Increasing the size thresholds for this permit could help spur redevelopment.

LU-10: Continue strong enforcement of existing regulations

- Landscaping and stormwater requirements should be enforced in perpetuity to preserve the original intent of ordinances.

CASHIERS COMMERCIAL AREA REGULATED DISTRICTS



Existing zoning districts should be evaluated regularly to determine if updates are needed to encourage development design in-line with the vision for Cashiers.

CURRENT REGULATIONS

Land use regulations are used to shape development on the ground. At times, the language has unintended consequences and may constrain the village's desired vision.

In 2004, Jackson County created zoning regulations for the Cashiers area. The zoning applied only to commercial development and was designated the Cashiers Commercial Area Land Development Regulated District. The County created two districts, Village Center (VC) and General Commercial (GC) as shown in the figure below. Portions of the Regulated District were amended in 2009, and as recently as 2015.

Consensus during the small area planning process was that some current ordinance standards should be updated. An assessment of the Regulated District reveals several standards that better serve traditional suburban-style highway-oriented development. Updates to the existing zoning ordinance could be made to encourage a development pattern and design that is more supportive of the vision in this Plan.

RECOMMENDED REGULATED DISTRICT UDO UPDATES

- Create greater distinctions between the two commercial districts
- Permit horizontal and vertical mixed-use development that is consistent with desired village character
- For a proposed village form, eliminate bufferyard requirements in the VC District and reduce the requirement in the GC District
- Reduce or eliminate side and rear setbacks in the VC District
- This is most important near adjacent vacant lots that are appropriate for mixed use or commercial development
- Modifying the flexible standards option to allow for greater deviations on setbacks could also address this
- Establish a built-to line or maximum setback for Gateway areas.
- Current 20ft setback may result in suburban style development.
- Permit and establish standards for a variety of non-single family residential housing types in both the VC and GC districts
- Increase the maximum height from 30 feet to accommodate 3-4 story structures with steep gables in the Village Center and 3-4 story structures with stepbacks in Gateways
- Consider a maximum floor to area ratio (FAR) and/or revising maximum square footage thresholds for commercial and mixed use buildings. A FAR maxium of 1.5 or square footage maximum of 8,500 sqft could be implemented in tandem with other design controls to reinforce the Village Core.
- Encourage consolidation of points of access from main roads to reduce congestion caused by turning movements. The addition of new connectors may help provide alternative access and requiring cross-access easements may reduce the need for automobiles to go on to the highway to access a nearby business
- Require pedestrian facilities across the frontage and from the right-of-way to business entrances and require bicycle parking
- Consider prohibiting some uses currently permitted that do not further the goals of the district e.g. car wash, self-storage facility, drive-through facility
- Provide broader flexibility in color choice
- Required parking minimum ratios could be reduced and parking maximums added to minimize impervious surface
- The height and area of signs for individual or multi-tenant uses should be reduced

VILLAGE HOUSING

OVERVIEW

One measure of quality of life is where and how we live. The quality and diversity of housing and neighborhoods extends to the quality and diversity of residents. Housing in Cashiers is primarily single-family detached and owner-occupied and second homes represent a high proportion of the housing stock.

The village lacks many high quality, multifamily, apartment, condominium, townhome or loft-style housing options. Many of these options are known as the "missing middle". Missing Middle refers to development types on smaller lots or in attached forms, that may be clustered around greenspace or integrated into walkable neighborhoods. Alternatives to large lot single family homes may provide more modestly priced housing options for the Cashiers workforce, many of whom at present commute long distances for work in Cashiers. In addition these housing types may appeal to baby boomers and younger families looking for a low maintenance second home option.

The Village center is an ideal location to create these smaller scale housing alternatives. The development would increase density, walkability, and vibrancy by adding to the commercially dominated area. Missing middle housing is also appropriate for other areas of Cashiers not in the core. Though the scale may change, the form and principles of design remain. The challenge will be to amend the regulated districts to allow flexibility in housing types where it is appropriate.

RECOMMENDATIONS

VH-1: Encourage missing middle housing types in one or more regulated districts

- Allow multifamily uses greater than the currently permitted two units per parcel
- Consider second-story residential in mixed-use development, townhome, and bungalow court-style development in both districts
- Focus new regulations on ensuring compatibility with the existing development
- Minimum lot sizes in the GC zoning district are currently 50 ft which may be prohibitive. Alley-loaded bungalows or cottage homes oriented around a shared greenspace may be appropriate in some areas

VH-2: Make allowances for different housing types on varying lot sizes the approval of which could be contingent on property size or proposed site design

VH-3: Partner with existing entities or create a housing trust to increase housing choice within and/or surrounding Cashiers.

- Provide representation on the new Jackson County Housing Committee to identify sites for small-scale infill housing
- A housing trust or non-profit such as Mountain Projects can take the lead landbanking, creating a housing trust fund and other measures to bring affordable/workforce units online

Workforce housing can refer to any form of housing, including ownership of single or multi-family homes, as well as occupation of rental units. Workforce housing is generally understood to mean affordable housing for households with earned income that is insufficient to secure quality housing in reasonable proximity to the workplace. Source: Wikipedia

A pocket neighborhood in Langley, Washington includes cottage homes oriented around a shared green. This type of development could fit well into the existing character of Cashiers and also appeal to a broader demographic looking for low-maintenance seasonal homes or less expensive "missing middle" housing. (Image Source: Wikimedia Commons)

PARKS AND NATURAL RESOURCES

OVERVIEW

The natural environment has drawn people to Cashiers for generations. Cherokee and Creek Indians called the plateau home first. The first white settlers claimed space on the plateau in the 1800s. Vacationers began flocking to the area over a century ago for the clean air and hunting forays. Lodges and clubs provided a home away from home in rustic accommodations in a bucolic setting. It is a lot easier to get to Cashiers today than it was when the tradition of vacationing in the area began, but the reasons for visiting or living here remain similar. Clear blue skies are framed by ridgelines of fir trees and crystal clear waters teaming with trout descend from the mountain in every direction.

Cashiers is positioned in the heart of the Blue Ridge mountains and has the ability to capitalize on this location and be both a basecamp for tourists and a vital social and commercial center for the greater region. It also provides a quality of life for year-round and seasonal residents that draws from the unique village atmosphere. Within a few minutes walk from the crossroads you can find yourself walking along the Village Ramble, an informal trail, that loops through mature forest, retail areas and even traverses a highland bog near the Village Green.

Preserving the aspects of place that people hold dear is a priority for residents that attended meetings during the development of this plan. Recommendations in this section honor that priority and are meant to protect the visual and ecological integrity of the surrounding landscape and encourage site design that is respectful of natural assets.

RECOMMENDATIONS

OS-1: In Village Center and Gateways encourage outdoor amenity space in the form of plazas, patios and common greens.

- Places to experience the outdoors can soften the built environment and allow residents and visitors to enjoy the mountain setting.
- Consider a density bonus or increase in the threshold for a special use permit for public space or other amenities

OS-2: In Transition and Residential areas and on Edges encourage integrated open space as part of new development.

- Open space should be balanced between formal (improved) open space and passive (preserved) areas
- The percentage of active or formal open space should be larger in areas near the Village Core or other activity centers and the areas of passive open space (with minimal improvements except for trails and other minimally invasive features) should increase away from activity centers.

OS-3: Protect water quality, views and increase visual and/or physical connectivity to Cashiers Lake

- Protect water quality in the lake
- Preserve signature views from existing development while accommodating new growth
- Partner with land owners to increase access (physical and/or visual) to the lake and study the feasibility of a boardwalk on the northeast side

OS-4: Capitalize on and connect to existing parks and trails

- Orient open space and amenities toward the Village Ramble and Village Green and make pedestrian connections to these assets

OS-5: Protect views by regulating impacts of new development.

- Continue to require "Dark Sky" lighting
- Continue to balance aesthetics, development and safety. Limit development on steep slopes and protect secondary and primary ridgelines.
- Secondary ridgelines: New structures should not breach treeline
- Primary ridgelines: New structures should be well below treeline

OS-6: Partner to preserve land adjacent to Cashiers and improve public access opportunities.

- There are 14,700 acres of public land and conservation areas within 5 miles of Cashiers, but significant drives are necessary to access many of these assets. Creating new opportunities for hiking and other activities with minimal impact on existing conservation lands closer-in can add to the diversity of recreational opportunities and increase quality of life for residents and the attractiveness of Cashiers.
- There are 5,300 acres of vacant and underutilized land near the village, and a long-term goal could be to preserve 40% of the undeveloped land as open space through permanent protection or reservation for public or private open space in new development

OS-7: Market the greater Cashiers region

- Market the village of the Cashiers as a destination and the surrounding recreational destinations together

Cashiers Lake is a jewel of the plateau and is a defining feature in the landscape

CONNECTIVITY

ROAD & CROSSING TREATMENTS

- Existing Marked Crossing
- New Marked Crossing
- Improve Existing Marked Crossing

OFF-ROAD ACTIVE TRANSPORTATION TREATMENTS

- Village Ramble Path — A
- Summit Connector — B
- Cashiers Lake Traverse — C D
- High Hampton Connector — F

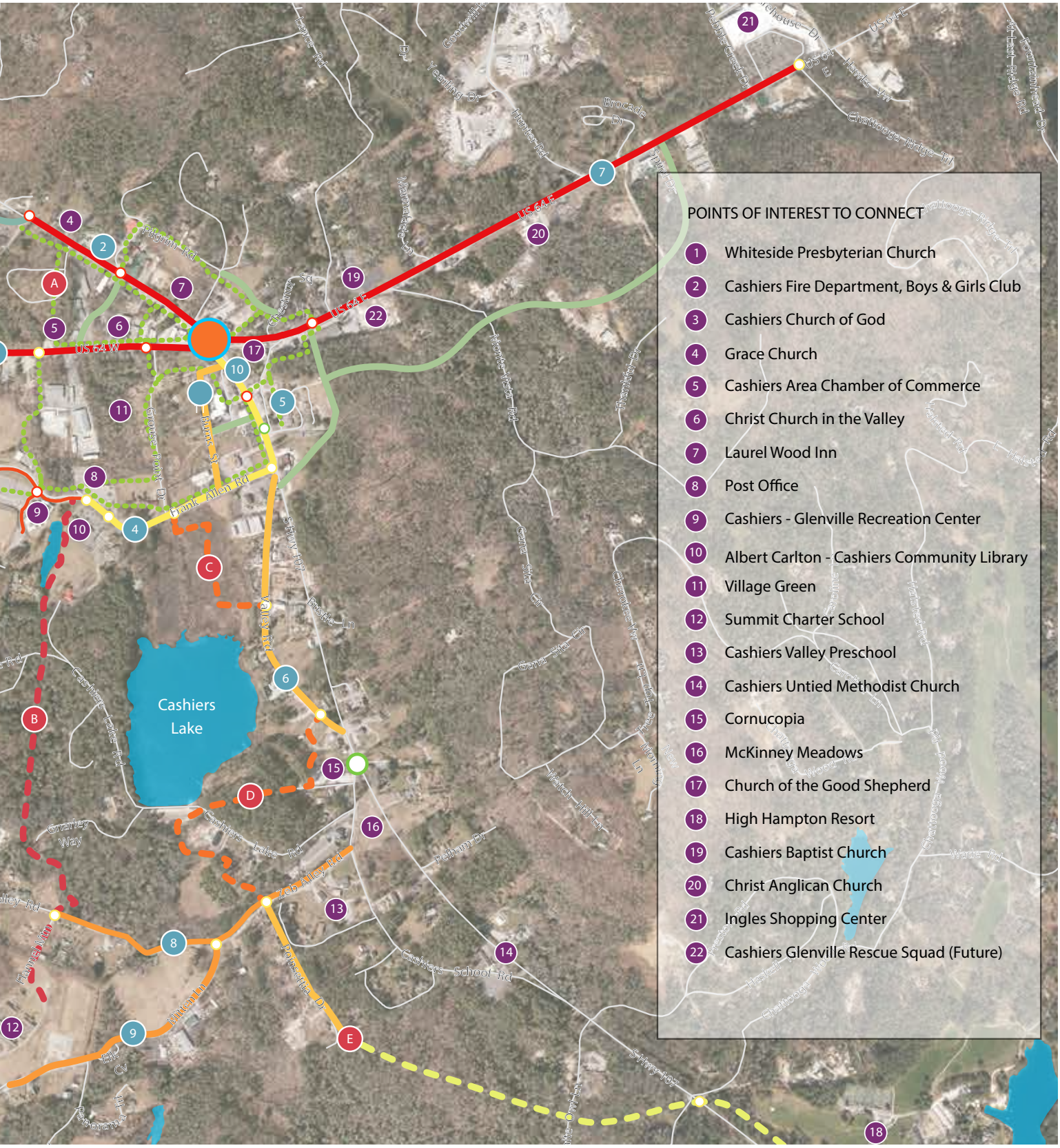
ON-ROAD ACTIVE TRANSPORTATION TREATMENTS

- Bicycle Lane — 1
- New Sidewalk — 4 10
- Separated Facility With Buffer — 2 3 7
- Yield Roadway / Shared Street — 5 6 1
- Sidepath Along Road — 8 9
- Existing Sidewalk

ROADWAY IMPROVEMENTS

- Cashiers Crossroads Improvement Project
- New Road With Private Development

TRANSPORTATION RECOMMENDATIONS


POINTS OF INTEREST TO CONNECT
1 Whiteside Presbyterian Church
2 Cashiers Fire Department, Boys & Girls Club
3 Cashiers Church of God
4 Grace Church
5 Cashiers Area Chamber of Commerce
6 Christ Church in the Valley
7 Laurel Wood Inn
8 Post Office
9 Cashiers - Glenville Recreation Center
10 Albert Carlton - Cashiers Community Library
11 Village Green
12 Summit Charter School
13 Cashiers Valley Preschool
14 Cashiers Untied Methodist Church
15 Cornucopia
16 McKinney Meadows
17 Church of the Good Shepherd
18 High Hampton Resort
19 Cashiers Baptist Church
20 Christ Anglican Church
21 Ingles Shopping Center
22 Cashiers Glenville Rescue Squad (Future)
Cashiers Lake
US 64 W
US 64 E
Frank Allen Rd
Valley Rd
Cashiers Lake Rd
Cashiers School Rd
Pilgrim Rd
Cashiers Square
Grouse Point Dr
Cashiers Lake Rd
Greenlee Way
Zeb Alley Rd
Pathway Dr
Powerline Dr
Stinkin Inn
Flynn Ave
Cashiers Valley Rd
Cherokee Ridge Rd
Harris Ave
Pebble Creek Dr
Brocade Dr
Yearling Dr
Hunter Rd
Marbrook Dr
Goodwin Rd
Bonny St
Pastie Ln
Gorge Side Dr
Chamberlain Dr
Thornbury Dr
Mt. Lake Ridge Rd
Foothill Rd
Wade Rd
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OVERVIEW

Throughout the Cashiers Small Area Planning Process, one consistent theme named by the community was the need for greater Village connectivity for motorists, pedestrians and bicyclists. Survey results and qualitative data consistently indicate a strong preference for improved pedestrian facilities and increased connections. People want to walk from place to place throughout the Village but often do not feel safe doing so.

In addition to the expressed need for an active transportation network, the community identified the Cashiers Crossroad Intersection Project (and possible alternatives), connectivity improvements, a small number of on-road improvement, new off-road connections and street crossing improvement projects that would improve one's ability to navigate through the Village.

What follows are a summary of recommendations to improve the overall network in Cashiers with an emphasis on improving the environment for pedestrians. For more in-depth contextual information, roadway characteristics and considerations for forming the recommendations, see the Appendix.

Lack of definition between driveways and roadway along this 477 foot long stretch of Hwy 107 S makes for an uncomfortable pedestrian environment.

CASHIERS CROSSROADS

The Cashiers Planning Council has voted that the Cashiers Crossroads Improvement Project (CCIP) continue to work its way through the NCDOT planning and funding process. The Village Planning Council, in close partnership with the Jackson County Board of Commissioners, should remain actively engaged in the NCDOT planning process that results in improvements that meet the community priorities. The result should be an improved intersection that prioritizes pedestrian safety, efficiency and aesthetic design.

NEW CONNECTOR ROADS

It is recommended that Cashiers continue increasing the connectivity of it's roadway network to improve mobility throughout the study area. Recommended new location connectors are shown in the map on page 43. This can be done through updates to the Unified Development ordinance that encourage property developers to partner with NCDOT to create or enhance "complete street" connector roads.

The concept of new roads is not without drawbacks and challenges. Most communities are able to construct or improve connecting roads because they are incorporated municipalities that own and manage a roadway network and have local tax dollars to fund projects. All public roadways in Cashiers are managed by NCDOT and therefore fall under NCDOT prioritization and funding; increased connectivity alone is not reason enough to score points to receive NCDOT project funding. Therefore, connecting roads will need to occur through a public/private partnership as property is developed or redeveloped.

INTERSECTION OF CASHIERS SCHOOL ROAD AND HIGHWAY 107 SOUTH

Improve the intersection to alleviate issues with sight distances from Cashiers School Road parking lot access to Cornucopia Restaurant, and the increased school traffic that will result when Summit Charter School increases its student enrollment in high school grade levels as planned between 2018 and 2022.

The resulting intersection improvements also have the potential to increase activation of McKinney Meadow, a small triangular park protected by the Village Conservancy. Enhanced access and parking would facilitate activation.

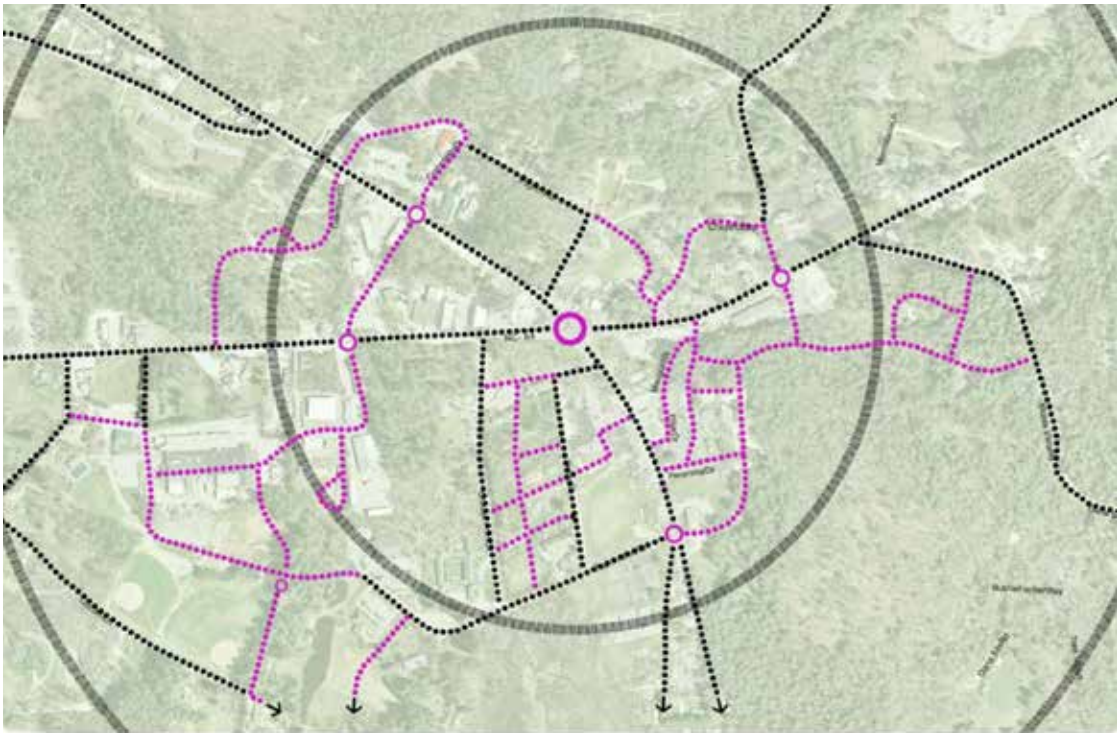
"A master plan needs to be drawn up and implemented that solves vehicular/pedestrian traffic"

- Quote from online survey

TOP PRIORITIES *for the Cashiers Crossroads Improvement Project are: (1) pedestrian safety, (2) efficiency for moving motor vehicles and (3) a design that adds to the character of the community.*

INCREASED CONNECTIVITY

The road connections shown on page 43 have been refined from recommendations in the Mountain Landscapes Initiative in 2008 (included to the right). These connectors can help alleviate traffic congestion at major intersections, improve vehicle distribution, improve emergency vehicle response time, and result in a safer and more attractive network for walking and biking.



ACTIVE TRANSPORTATION NETWORK

There is a need and desire to make travel safer and more active in Cashiers. The following recommendations are given as a means for Cashiers to support safe, comfortable, and active travel for people of all ages and abilities. They are divided into on-road improvements, off-road improvements such as greenways and sidepaths (p.47), and crossing improvements (p.48). For all improvements in the village, facilities should meet ADA compliance standards for accessibility.

OFF ROAD IMPROVEMENTS

A	VILLAGE RAMBLE	• Improve signage and wayfinding • Develop and install map kiosk • Develop and implement maintenance program, improve drainage • Explore formal easements to secure future of the Village Ramble • Improve ADA accessibility, aesthetics, and lighting
B	SUMMIT CHARTER CONNECTOR	• Greenway to link Summit Charter to the Jackson County Recreation Center • Secure greenway easements with redevelopment
C	CASHIERS LAKE TRAVERSE (Section 1)	• Greenway to link Frank Allen Rd to Valley Rd (portion of Valley Rd is recommended as slow street)
D	CASHIERS LAKE TRAVERSE (Section 2)	• Greenway to link Valley Rd to Zeb Alley (portion of Valley Rd is recommended as slow street)

ON-ROAD IMPROVEMENTS

1	SLAB TOWN RD	• Bicycle Lanes on both sides for the entire length • Sidewalks constructed with development • Lower speed limit to 20 mph
2	US HWY 107 N	• Off-street shared use path (sidepath)
3	US 64 W	• Off-street shared use path (sidepath) • Reduce speed limit to 35 mph from Slab Town Rd to Smoky's Den Rd
4	FRANK ALLEN RD	• Complete sidewalk from library to intersection with US Hwy 107 S • Install 'bicyclist may use full lane' signage and shared lane markings
5	VALLEY RD	• Implement yield roadway / slow street design elements
6	MARIGOLD ST	• Short-term: Implement yield roadway / slow street design elements and lower speed limit to 20 mph • Long-term: Close roadway once connector road is built to the south and east
7	US 64 E	• Off-street shared use path (sidepath) from Cashiers Crossroads to Ingles Shopping Center
8	MITTEN LN	• Off-street shared use path (sidepath) from Summit Charter to Zeb Alley Rd • School zone with signs and pavement markings
9	ZEB ALLEY RD	• Off-street shared use path (sidepath) from Cashiers School Rd to proposed Summit Charter Greenway • School zone with signs and pavement markings
10	US HWY 107 S	• Sidewalk with vegetative buffer and defined driveways • Pedestrian crosswalks between businesses on both sides of roadway
11	BURNS ST	• Implement yield roadway / slow street design elements, lower speed limit to 20 mph

RECOMMENDED FACILITY TYPES

YIELD ROADWAY / SLOW STREET

A yield roadway is designed to serve pedestrians, bicyclists, and motor vehicle traffic in the same slow-speed travel area. Yield roadways serve bidirectional motor vehicle traffic without lane markings in the roadway travel area.

SIDEWALKS WITH BUFFER

Sidewalks provide dedicated space intended for use by pedestrians that is safe, comfortable, and accessible to all. Sidewalks are physically separated from the roadway by a curb or unpaved buffer space.

SIDEPATH

A sidepath is a bidirectional shared use path located immediately adjacent and parallel to a roadway. Sidepaths can offer a high-quality experience for users of all ages and abilities as compared to on-roadway facilities in heavy traffic environments, allow for reduced roadway crossing distances, and maintain rural and small town community character.

BIKE LANES

Bike lanes designate an exclusive space for bicyclists through the use of pavement markings and optional signs. A bike lane is located adjacent to motor vehicle travel lanes and follows the same direction as motor vehicle traffic.

GREENWAY / SHARED USE PATH

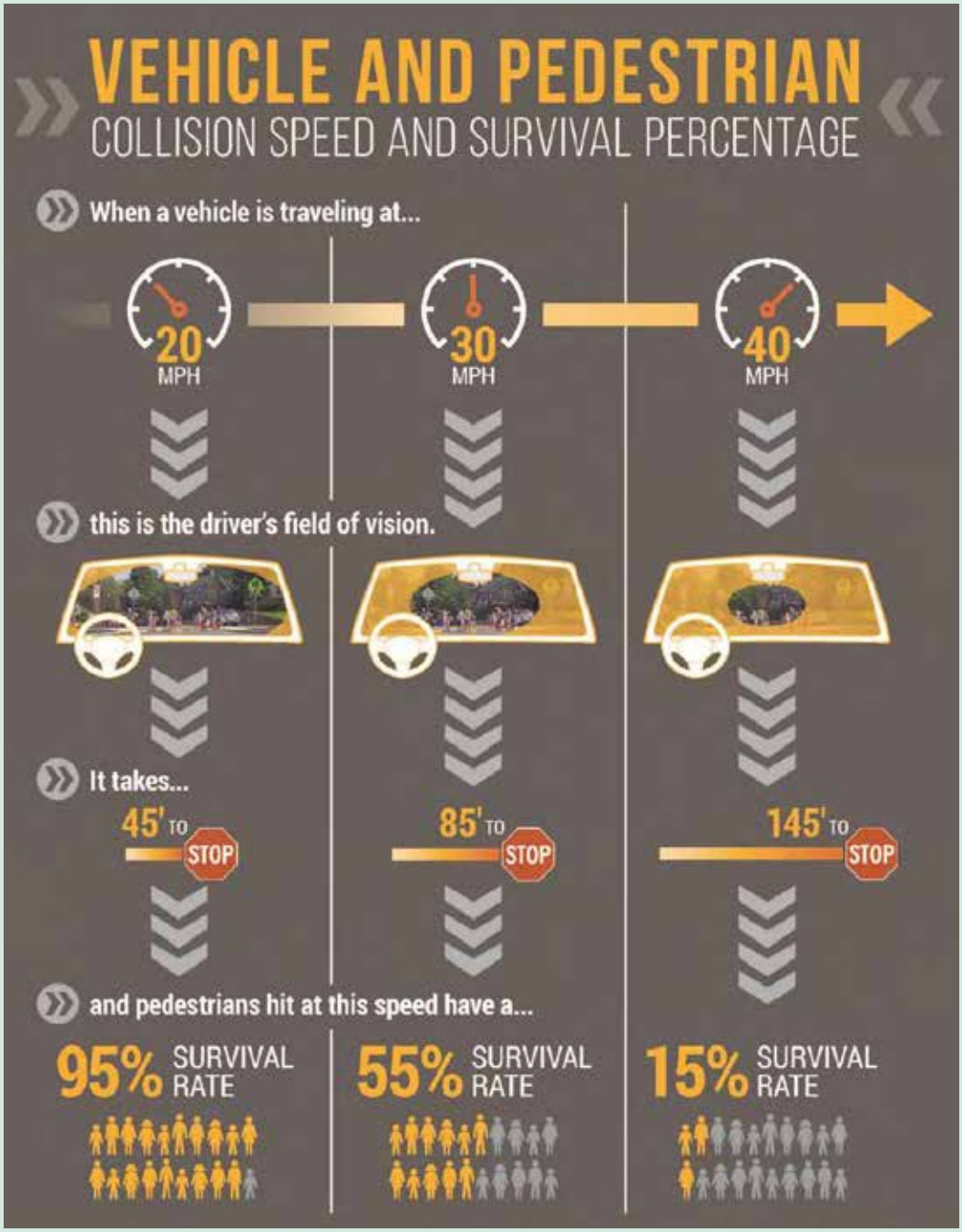
A shared use path provides a travel area separate from motorized traffic for bicyclists, pedestrians, skaters, wheelchair users, joggers, and other users. Shared use paths can provide a low-stress experience for a variety of users using the network for transportation or recreation.

SOURCE: SMALL TOWN AND RURAL DESIGN GUIDE, Facilities for Walking and Biking - http://ruraldesignguide.com/

CROSSING IMPROVEMENTS	
US 64	• Quick Fix: Repaint existing crosswalk across US 64 near the Shoppes on the Green • Near Term: New Crossing at US 64 W to connect the north and south portions of the Village Ramble to the Cashiers Area Chamber of Commerce • Long Term: New High Visibility Crosswalk with Signage at Slab Town Road and US 64 W when Slab Town Road is improved • Long Term: New High Visibility Crosswalks and Signage at the Ingles Shopping Center on US 64 East. Work with NCDOT to explore the feasibility of a Rapid Rectangular Flashing Beacon (RRFB)
HWY 107	• Quick Fix: Upgrade existing crosswalk to a high visibility crosswalk where the Village Ramble crosses • Long Term: Add new high visibility crosswalk with pedestrian signage at Slab Town Road when improved • Long Term: Improve crossing of the Village Ramble that connects trail users between east and west portions across Hwy 107 S during the Cashiers Crossroads Improvement Project • Long Term: Install a high visibility crossing treatment where the High Hampton Connector will cross HWY 107 S • Long Term: Improve the intersection at Cashiers School Road and HWY 107 S
FRANK ALLEN RD	• Quick Fix: Repaint and add a refuge island to shorten the crossing distance at the Fire Department / community pool along Frank Allen Road • Quick Fix: Install standard crosswalks across all access points along Frank Allen Road (e.g., entry points of the library parking lot) • Near Term: New high visibility crosswalk across Frank Allen Road at the intersection with US 64 W • Near Term: Install a trail crossing where the Cashiers Lake Traverse will join the Village Ramble near Grouse Point Drive • Long term: Shortening crossing distance resulting from the angle at which Valley Rd. intersects with Frank Allen Road where HWY 107 S, Frank Allen Road, and Valley Road come together
VALLEY RD	• Long Term: Clearly sign and mark Cashiers Lake Traverse access points on Valley Road
ZEB ALLEY RD AND MITTEN LN	• Long Term: Install high visibility crosswalks to facilitate greenway crossings at Zeb Alley and the Summit Charter Connector and Zeb Alley and the High Hampton Connector • Long Term: Install a standard crosswalk at the intersection of Mitten Lane and Zeb Alley Road

WHY REDUCE SPEEDS?

As motor vehicle speeds increase, the risk of serious injury or fatality for a pedestrian also increases. Likewise, what motorists can see is reduced as speed increases. By their purpose and function, US 64 and NC Highway 107 are not "village" or "town" roads designed for slow speeds. Speed limits throughout Cashiers are inconsistent, and some roadway segments have speeds above the limit that is safe for pedestrians (e.g. 45 MPH from Slab Town Road toward the Crossroads). Jackson County and Village leadership should engage with NCDOT to implement low (20-30 MPH) speed limits beginning at each gateway into the Village to ensure greater pedestrian safety. FHWA's Traffic Calming on Main Roads Through Rural publication provides guidance on how to slow travelers through roadway design and other strategies.



https://www.fhwa.dot.gov/publications/research/safety/08067/08067.pdf

Image Source: Toole Design Group PowerPoint Presentation

Speed Data Source: Impact Speed and a Pedestrian's Risk of Severe Injury or Death (AARP, September 2011)

WHAT IS TRAFFIC CALMING?

As traffic congestion and travel speeds increase on a roadway, there can be negative impacts to the surrounding community. Traffic calming is a tool to manage the negative impacts of traffic on streets through physical design and other measures. The following Traffic Calming definition was developed by the Federal Highway Administration (FHWA) and the Institute of Transportation Engineers (ITE) in their "Traffic Calming ePrimer" document (https://safety.fhwa.dot.gov/speedmgt):

"The primary purpose of traffic calming is to support the livability and vitality of residential and commercial areas through improvements in non-motorist safety, mobility, and comfort. These objectives are typically achieved by reducing vehicle speeds or volumes on a single street or a street network. Traffic calming measures consist of horizontal, vertical, lane narrowing, roadside, and other features that use self-enforcing physical or psychoperception means to produce desired effects." - FHWA and ITE "Traffic Calming ePrimer"

TRAFFIC CALMING CATEGORIES

HORIZONTAL DEFLECTION

There are two large groupings of traffic calming treatments that fall within the intent of vehicle "deflection". The first is to deflect vehicles horizontally, requiring a person driving a car to navigate around a feature (rather than driving over a feature, which is vertical deflection). Horizontal deflection treatments slow vehicles by requiring reduced speeds to navigate these physical treatments; it is challenging to drive around such features at high speeds. Horizontal features include sidewalk extensions (a.k.a. curb extensions or "bumpouts") or median crossing islands. A lateral shift is a type of horizontal deflection that modifies a roadway design; this design treatment eliminates straight unimpeded sections of roadway that encourage higher speeds. A lateral shift can be done on small scale as a "chicane" or a larger scale as a new roadway designed for a lower speed. Depending on the final design, the Cashiers Crossroads project may serve the function of a lateral shift.

Rendering example of horizontal deflection where sidewalks are extended into the street and medians are constructed to calm traffic. Source: NACTO Urban Street Design Guide

VERTICAL DEFLECTION

The second commonly-referenced group of deflection elements are those that require vertical movement of vehicles over a feature. These include raised crosswalks and speed humps/bumps, where these features are raised vertically in the roadway to encourage people driving to slow their speed. Another example of vertical deflection is raised intersections (including crosswalks).

STREET WIDTH REDUCTION

Traffic calming can also be achieved by rethinking about the alignment of the street. The street can be narrowed by repurposing vehicle travel lanes or parking lanes for other modes or for other directions of vehicle travel. For instance, a travel lane or parking lane can be repurposed as a bicycle lane; or an additional travel lane may be repurposed as a right-turn lane and median. Additional space can be acquired by narrowing travel lanes where appropriate. Median islands and bump-outs can also be considered as street width treatments.

Rendering example of vertical deflection where raised crosswalks are implemented to calm traffic. Source: NACTO Urban Street Design Guide

Other traffic calming options include:

- Routing restrictions (a less likely option for Cashiers)
- Roundabouts (an option for Cashiers)
- Road diet (a less likely option for Cashiers)

RECOMMENDATIONS

Before requesting or implementing any traffic calming measure, a traffic study is likely merited as the community will have to seek solutions that balance the Village atmosphere with the functional classification and purpose of US 64 and NC 107.

As the Cashiers Crossroads is redesigned by NCDOT, the community should work with NCDOT to identify appropriate measures to calm traffic beginning at Village gateways and through in the Village Center.

The urban form development recommendations in this plan will serve as a type of traffic calming in that the form of the community will signal to drivers that they are entering a place where they should slow down and expect people.

INFRASTRUCTURE AND SERVICES

OVERVIEW

Smart, context-sensitive planned growth needs to be supported with infrastructure and services that address current and future needs of residents and businesses.

IS-1: Address stormwater issues in the Village Core

- Address flooding issues along Frank Allen Road
- Consider recommendations from previous studies
- Study potentially raising Frank Allen Road for a span of approximately 120ft, excavating a swale/ditch section, replacing or repairing the existing culvert and adding a new culvert to the east
- Create a stormwater master plan that addresses existing and future issues
- Identify opportunities for detention and green stormwater infrastructure that can serve infill and redevelopment in the Village Core and the Lakeside Districts

IS-2: Promote public safety

- Work with the County to increase number of patrols as community grows especially in the off season
- Establish Neighborhood Watch Patrols

IS-3: Increase options for health and wellness

- Consider the development of a health park on the 7-acre site off US 64 in the Village Core

Poor drainage along Frank Allen Road results in a perpetual flow of ground and stormwater. This issue presents a safety hazard and is a significant barrier to walking

- Consider infill of professional medical offices and services in the edge or transition areas.

IS-4: Support lifelong learning

- Support access to quality education at all Cashiers schools
- Improve physical and social connections to schools by providing safe walking, biking options

IS-5 Broadband

- Coordinate efforts with the County task force and continue to expand coverage
- Implement high speed Internet access in the village core (US64 & NC107)
- Discuss feasibility of broadband provision with utility providers
- Consider participating in a pilot project to serve at least one development

IS-6: Water and Sewer

- Continue to prioritize sewer system expansion and distribution to targeted areas
- The County and TWSA will engage the community to discuss public water supply system needs. Factors considered include economic development non-residential, health and safety and location
- Investigate potential funding sources, applicable laws for service areas, and potential parnterships for emergent water needs - mutual aid contingency

Year round and seasonal residents of Cashiers lack access to quality medical facilities. The nearest hospital and clinics are in Highlands.

Robin's Nest
DISTINCTIVE SHOPPING

DISTRICT CONCEPTS

4

"The area needs to grow in order to provide more services and business development while at the same time preserving its natural beauty and serene environment. I know this presents a challenge, but I feel confident it can be done."

- Feedback from online survey

This chapter describes four key character areas of the Village of Cashiers. The recommendations convey priorities for new development in these areas. The illustrations provided are conceptual in nature and meant to convey design features such as building scale and orientation and road connections.

4-KEY CHARACTER SECTIONS

Village Core
Gateway
Lakeside
Edge

DISTRICTS CONCEPTS

OVERVIEW

The Cashiers Small Area Plan contributes to an ongoing dialogue that residents, businesses and landowners are having about the future of the area. The Framework Plan and recommendations in Chapter 3 explain differences in the development pattern that is appropriate in different parts of Cashiers. This chapter is meant to provide more detail on the intended character of development in a few key locations. Descriptions of these locations are included below.

VILLAGE CENTER

The heart of the village and the greater Cashiers area. This area could include infill and redevelopment with variety of uses designed at a walkable, pedestrian scale.

GATEWAY DISTRICT

Gateway areas provide a sense of arrival and serve as secondary activity centers. New development should be designed to complement existing character and improve the visual appeal of developed areas.

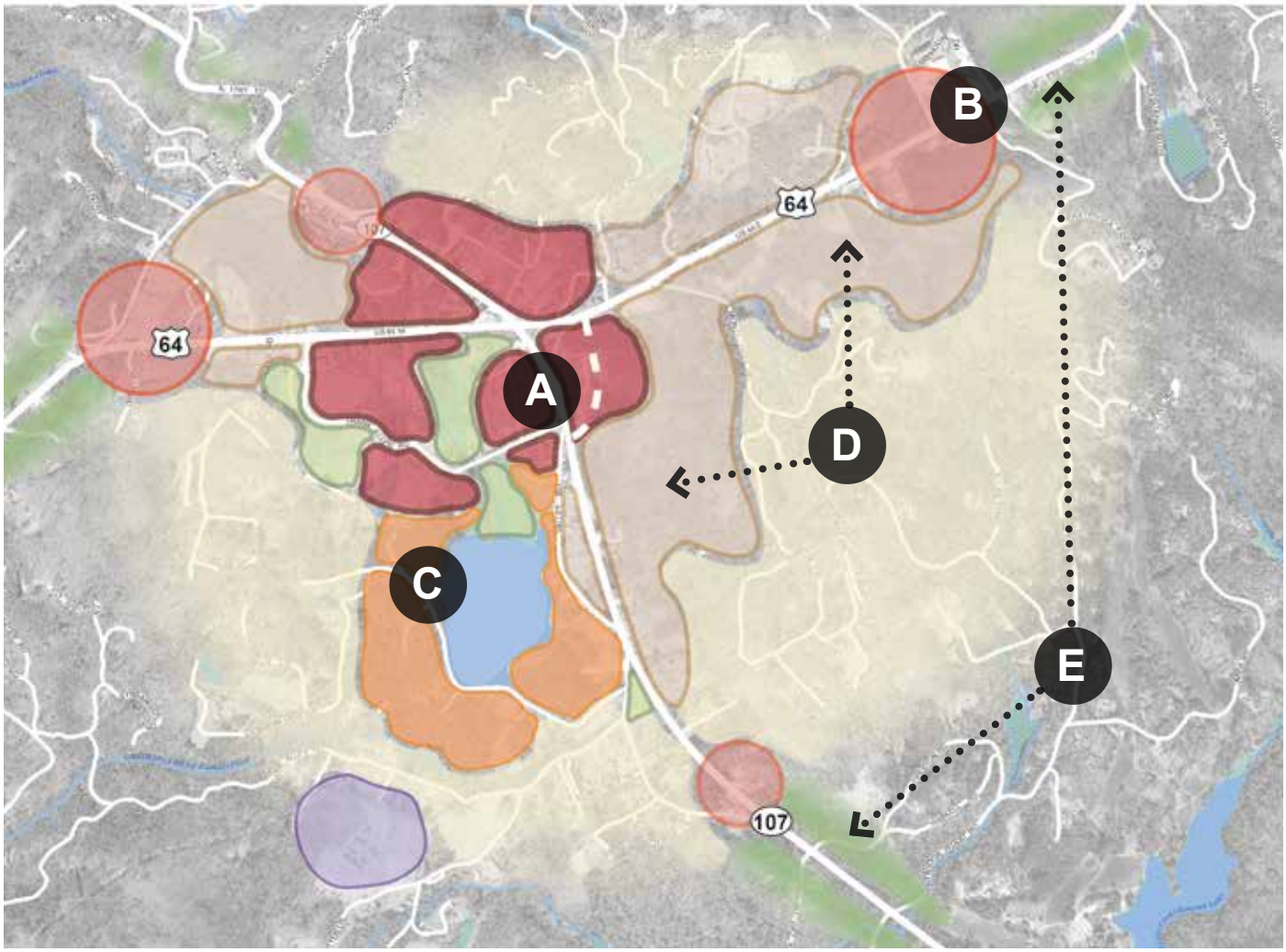
LAKESIDE DISTRICT

Areas around Cashiers Lake provide an opportunity to connect to the activity in the Village Center while sensitively integrating new development into the natural landscape.

TRANSITIONAL AND EDGE/ENTRANCE CORRIDORS

Creating a more consistent development pattern along major routes is the focus of the Transitional District. Protecting the edge of Cashiers is important to preserving scenic views and distinguishing the village from adjacent rural highway corridors.

CONCEPT LOCATIONS



A *VILLAGE CENTER*

B *GATEWAY DISTRICT*

C *LAKESIDE DISTRICT*

D *TRANSITIONAL DISTRICT*

E *EDGE / ENTRANCE CORRIDORS*

VILLAGE CENTER

EXISTING CONDITIONS

PRECEDENTS

RECOMMENDATIONS

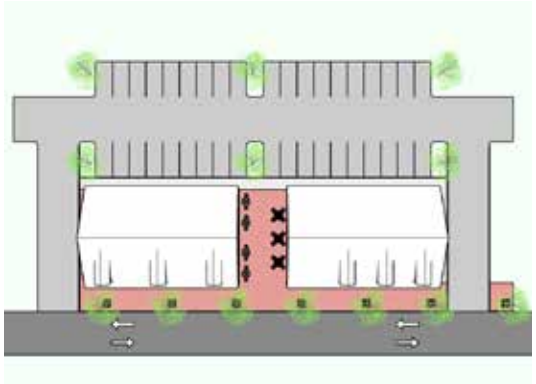
The goal of the Village Center is to function as a true center for the village and the greater Cashiers area. A successful Village Center will include:

- Mix of uses: residential, commercial, civic
- Walkable design and scale
- Integrated formal public space
- Ability to function as a "third place"
- A variety of residential types

Key recommendations for reinforcing the Village Center include:

- Allow multiple stories in new buildings that frame streets with active uses on the ground floor and residential or office above.
- Limit parking in front of buildings and bring new buildings close to the street
- Encourage outdoor dining, plazas and greenspace
- Require buffers and screening only between dissimilar uses
- A variety of residential types are encouraged including second-story residential in mixed-use development, townhomes, bungalow court-style homes, and accessory apartments
- Require street trees
- Consider formalized parallel parking on some streets
- Create a sense of Arrival utilizing signage, art, etc.
- Create a walkable town center through a series of safe walkable streets, slower traffic speeds, and visible crosswalks.
- Provide adequate parking through shared parking or town lots
- Develop a series of design guidelines with supporting standards for the design of the village
- Modify development standards for setbacks, buffers, stormwater management, transportation, uses, and building heights to reinforce the Village Center

VILLAGE CENTER CONCEPT



Illustrations above and right of preferred building/site layout to create village form

GATEWAY DISTRICT

EXISTING CONDITIONS

PRECEDENTS

RECOMMENDATIONS

The goal of the Gateways are to welcome people as they enter the community. The inclusion of sidewalks along the roadway communicates that this is a place with pedestrians and activity, although access is generally from the parking lot. Street trees become more formally spaced, and higher quality landscaping is required. Buildings are closer to the street, but not on it, leading to the perception that the structures are taller, and thus naturally slowing traffic. Larger building envelopes allow flexibility for larger businesses that might serve a regional market. Shared parking areas and cross-access are encouraged where appropriate.

Key recommendations for these areas include:

» Create a sense of arrival into Cashier's "'ETJ" by providing gateway monument signage establishing the Cashiers community brand

» Develop the Ingles commercial center into a village destination by establishing a set of design guidelines and standards for Cashier's Gateway Districts

» Provide guidelines and management standards defining the Gateway District corridors to create a more desired streetscape entering Cashiers

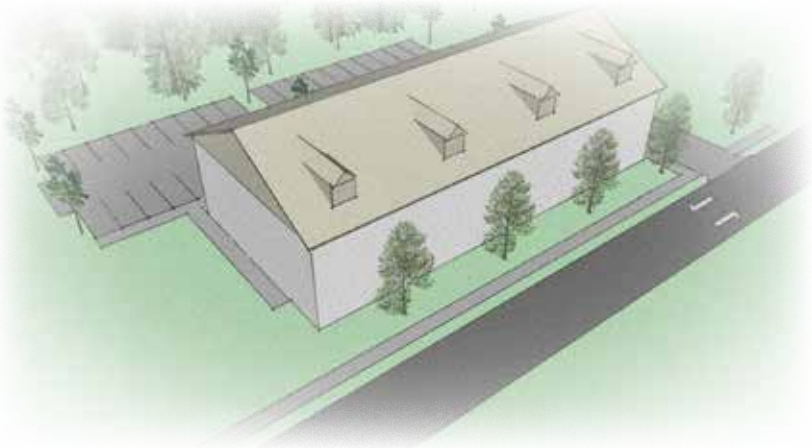
» Provide guidelines for signage, color, and materials to be used throughout the district

DESIGN DETAILS

» Encourage infill and redevelopment consistent with the character of Cashiers at the edges or in the core

» Consider reduced setbacks and minimize fields of parking

» Continue defined edges and corridor management (viewsheds and frontage buffers) beyond gateways as shown in the graphic below



LAKESIDE DISTRICT

EXISTING CONDITIONS

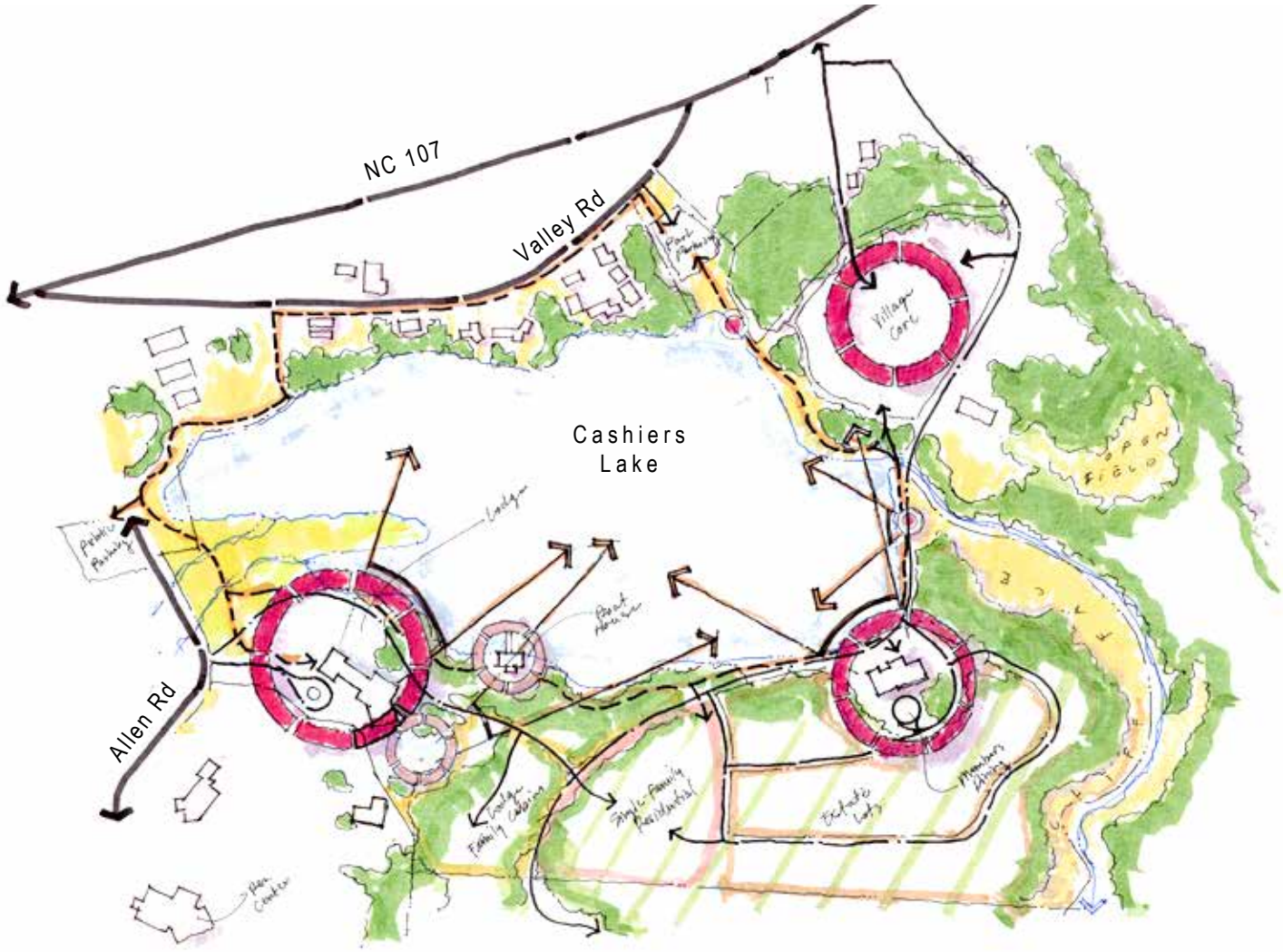
PRECEDENTS

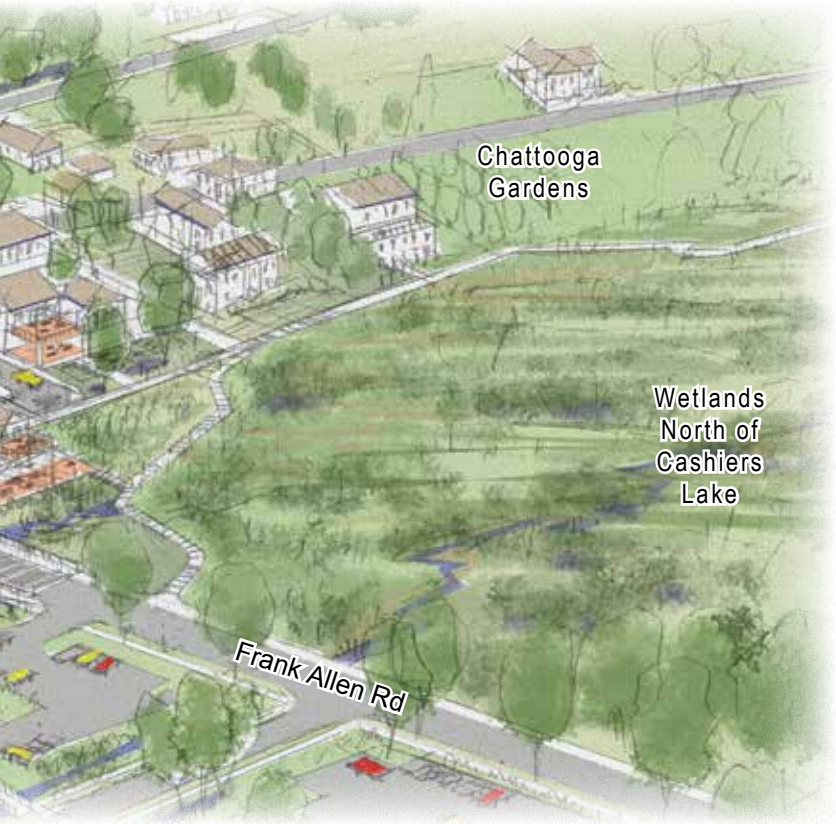
RECOMMENDATIONS

- Establish natural and recreational shorelines for the lake to create an environment to be enjoyed in perpetuity
- Develop use guidelines and design guidelines with a set of standards for both the built and natural edges
- Create viewshed guidelines and buffer requirements for development around the lake
- Develop Best Management Practices (BMPs) for water quality and stormwater management for the benefit of the lake ecology and it's recreational use
- Improve walkable connections along streets, boardwalks, and trails to the Village Center and other community destinations around the lake

DESIGN DETAILS

- Increase activity on south side of the village center, especially on northwest corner of lake
- Improve visual and pedestrian connections to the lake and points south
- Integrate new development sensitively into the landscape


NC 107
Valley Rd
Cashiers
Lake
Allen Rd

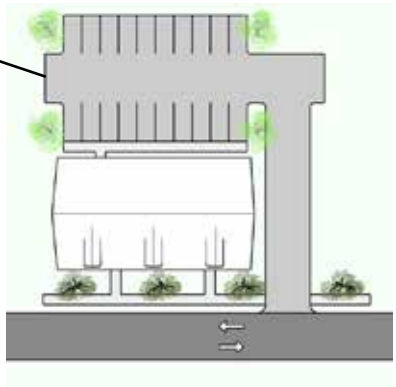

Chattooga
Gardens
Wetlands
North of
Cashiers
Lake
Frank Allen Rd

TRANSITIONAL DISTRICT

RECOMMENDATIONS

The Transition District maintains pedestrian connectivity with sidewalks or a multi-use path, but also allows a little more flexibility with a greater setback. This district fills in the spaces between Gateways and the Village Center. It is more compact and community-oriented than the Edge District.

- Buildings are closer to the street than the Edge District, but there is still room for street trees and sidewalks behind the ditch or curb.
- Entrances to buildings are on the street side, with parking on the rear or side, similar to the older and characteristic sites in the area.
- Cross-access between sites should be required as it helps reduce traffic on the highway.



DESIGN DETAILS

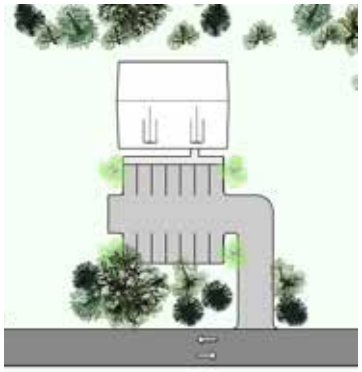
- No parking in front of buildings
- Formal street plantings
- Cross-access and minimal driveway cuts

THE EDGE/ ENTRANCE CORRIDORS

RECOMMENDATIONS

Edge districts are the very outermost parts of the village, and maintain the rural character of the area prior to entering the community.

- A deep, natural landscaping buffer separates parking areas and buildings from the roadway.
- Buildings appear residential in character and blend into the landscape in scale, color and textures.
- Sidewalks are not part of this district, as these sites are often separated and pedestrian traffic is sparse at best.
- Site flexibility allows parking between the building and the road, which is different from the other districts.
- Cross-access is encouraged, but may be unachievable depending on topography, proximity of neighbors, and other site restraints.



DESIGN DETAILS

- Tree preservation or deep landscaped buffer between road and buildings or parking
- Smaller scale buildings that fit into the landscape

Protected Multi-Use Paths
Concrete Plant Noise
Stop Light
Indel's facade to reflect the character of the area not stand OUT!
Sidewalks for shopping
ADA Access-ibility
Fix water drop @ Frank Alex

ACTION PLAN 5

"Sidewalks will transform our business district into a thriving and successful village. They are imperative to the future of our businesses and shops!"
- Survey feedback

IMPLEMENTATION STRATEGIES

This Small Area Plan provides a general consensus on the goals shared by many that live and work in Cashiers. The Plan is primarily a tool used by the County Commissioners, County Planning Board, Community Planning Council, but also by those in the development community, non-profits, and those making decisions about the investment of resources in land use, transportation, and education and business.

The success of the Plan will be measured in part by the application and practice of the goals and recommendations. These prioritized recommendations should be assessed at least annually deleting what has been accomplished and re-shifting priorities as necessary.

LEADERSHIP

Successful Implementation of the recommended actions and projects in Chapter 5 of this plan will only occur with clear leadership to ensure all parties are rowing in the same direction. There is no shortage of passion, vision,and ideas in Cashiers, but to date, it has been difficult to bring projects to fruition. It will be important that partners including the Chamber of Commerce, Leadership Forum, Club Owners, major employers, and institutions, work with Jackson County, through the Community Planning Council, within the framework provided by the plan. This cooperation will indicate functional partnerships and perhaps provide favorable responses when seeking grants or prioritization and funding from state and federal agencies.

The residents, business owners, and committed citizens of Cashiers have taken the lead on several projects to benefit the community. Some of the following projects are underway and with continued support will be accomplished. Others may be poised to follow the adoption of this plan.

Next steps in the Crossroads could include:

- Extension of the Village Ramble
- Leverage connections to be made by High Hampton
- Regulated District development ordinance update
- Concept scenario planning with local developers for targeted areas based on the impending availability of sewer capacity
- Reinforcing community branding begun by the Chamber of Commerce
- Expansion of sewer capacity with the opening of the Horse Pasture River plant

AGENCIES AND PARTNERS

The Small Area Plan is intended to be implemented over several years during which councils, boards and commissions may change. It is important to identify which organization is taking the lead in a particular task (shown in bold in the "Responsible Parties" column). These organizations may not always be part of local, state or government, but other community partners.

A list of agencies and abbreviations is shown in the adjacent sidebar. It is important to note that the goals and recommendations outlined in this matrix are for consideration only, and do not constitute an obligation on any organization's part to lead or even participate in any given activity; this matrix simply identifies recommended activities and potential partners in furthering goals.

TIME FRAME

The following action steps are assigned approximate time frames for implementation which may vary based on economic influences and other factors:

- Quick Wins: Tasks that could be undertaken immediately and/or implemented within twelve months of the Plan's adoption.
- Mid-Term Opportunities: Tasks that could be initiated within 1-5 years of the Plan's adoption.
- Long-Term Opportunities: Tasks that are on a 6-10 year or greater timeframe after the Plan's adoption.
- Ongoing Opportunities: Tasks that may be implemented in a series of incremental steps involving numerous agencies or departments or tasks that are ongoing, continuous efforts.

ABBREVIATIONS

BCC Board of County Commissioners

CC Chamber of Commerce

CPC Community Planning Council

NCDEQ NC Department of Environmental Quality

JCPB Planning Board

JCPD Planning Department

NCDOT NC Department of Transportation

LBE Local Businesses & Employers

RA Southwestern Commission,Region A

CO Community Organizations

TWSA Tuckaseegee Water and Sewer

Notes:

Connectivity recommendations may be found on pages 42-49.

The recommendations will be refined into discreet action steps based on initial review.

GOALS

1 BE TRUE TO PLACE BY HONORING THE HISTORY, HERITAGE, AND AUTHENTICITY OF CASHIERS' VILLAGE CHARACTER

» Honor the history, heritage, and authenticity of Cashier' village character through design

» Ensure scale and pace of growth in keeping with the character of Cashiers

2 CREATE A YEAR-ROUND VIBRANT VILLAGE

» Create a destination by increasing activity, growth and density in key areas

» Encourage workforce development, commerce and industry that extends the shoulder season (time before Memorial Day and after Labor Day for seasonal residents) and contributes to the local economy.

» Increase housing diversity to appeal to a broader demographic including (young families, older adults, and the Cashiers workforce).

3 PROMOTE AND ENHANCE THE AREA'S NATURAL RESOURCES

» Create a network of trails and open space

» New development should connect people to nature, the outdoors and respect the natural environment

» Take advantage of economic opportunities (branding and tourism)

» Embrace our location in the heart of the Blue Ridge and a gateway to wilderness and outdoor recreation in the broader region.

4 IMPROVE PHYSICAL AND SOCIAL CONNECTIVITY

» Improve transportation connectivity to benefit motorists, emergency response and support a healthy, active lifestyle

» Promote social connections through the design and programming of places

» Increase connections to healthcare services and broadband infrastructure to support daily life

5 STRENGTHEN COLLABORATION BETWEEN GOVERNMENTAL, NON-PROFIT, AND CIVIC ORGANIZATIONS

» Coordinate efforts of community leaders (community planning council, Chamber of Commerce, Founders, etc.) for implementation of priorities

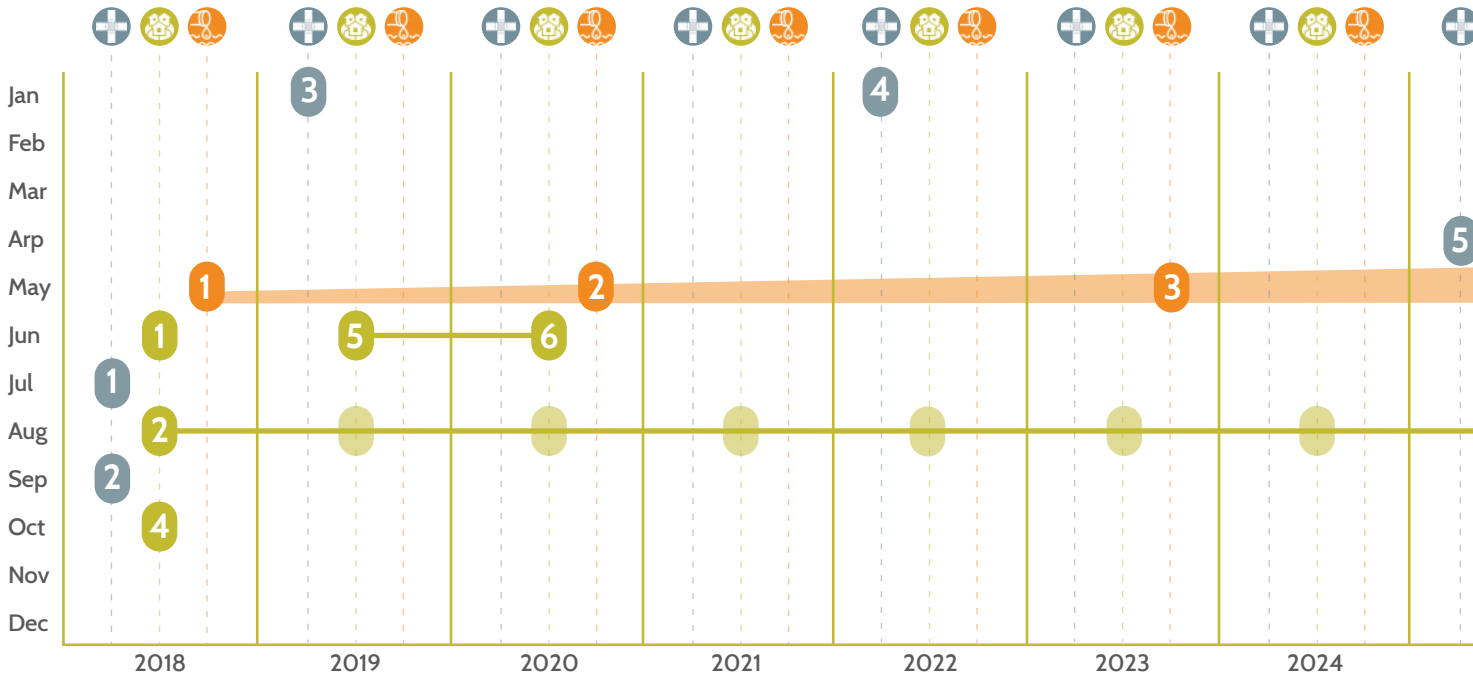
» Leverage local and state resources to address key infrastructure and transportation improvements

GOAL REFERENCE	ACTION STEP	PARTNERS	TIMELINE
1,2 Expand the "Core" district	Encourage the completion of a new connector road east of the Village Center as property is developed or redeveloped	BCC, NCDOT, CO	Long
1,2 Update the Cashiers Commercial Regulated Disricts to implement plan goals	Codifying form-based criteria to improve predictability in the development review process. Emphasize design criteria such as: • Short blocks, small footprint multistory buildings oriented to the street • Active uses on the ground floor of buildings including retail and restaurants, offices and residential on second floors • Limited parking in front of buildings facing public rights of way and build-to lines (maximum setbacks)	JCPD, JCPB, CPC, CC	Quick Win
	Continue to require natural materials and architectural styles that honor historic patterns, but consider broader flexibility in color choice in the Village Core		
	Require landscape buffers only in transitional areas between dissimilar uses. Eliminate bufferyard requirements in the VC District and reduce the requirement in the GC District, reduce or eliminate side and rear setbacks in the VC District		
	Reduce parking requirements and develop partnerships for shared parking solutions		
	Consider prohibiting some uses currently permitted that do not further the goals of the districts		
	Increase the maximum height from 30 feet to accommodate 2-3 story structures with steep gables in the Village Center		
1,4 Provide gateway treatments that create a sense of arrival into Cashiers	East and West Gateways: Permit multi-story mixed-use and residential development buildings. Increase the maximum height in Gateways to allow for 3-4 story structures with stepbacks	JCPD, JCPB, CPC, CC	Medium
	Ensure Cashiers village character persists in architectural detail at gateways and the edges		On-going
	Southern Gateway: Match scale and character of existing development		Medium
	Strive for visual consistency on the main highway from the Village Core, through the residential areas, to the gateways	BCC, NCDOT	On-going
	Reduce the required setbacks for new buildings and discourage large parking fields between the structures and the street	JCPD, JCPB, CPC	Quick Win
	Require landscaping including trees between new development and the street		Quick Win
	Conduct a study to determine future right-of-way needs and alignment of pedestrian improvements along US 64	BCC, NCDOT	Quick Win

2 Encourage missing middle housing types in one or more regulated districts	Allow multifamily with greater than two units, second-story residential in mixed-use development, townhomes, and bungalow court-style, and cottage home development in the Village Core, Transition and Gateway Areas	JCPD, JCPB, CPC	Quick Win
	Reduce minimum lot sizes in the General Commercial zoning district for residential alley-loaded bungalows or cottage homes developments		Quick Win
	Partner with existing entities or create a housing trust to increase the availability of workforce housing units.A housing trust or non-profit such as Mountain Projects can take the lead landbanking, creating a housing trust fund and other measures to bring affordable/workforce units online	BCC, LBE, RA, CO	Medium
3 Preserve, enhance and create new open spaces	Codify requirements for active and passive open space in zoning regulations	JCPD, JCPB	Medium
	Review regulated district and county open space requirements for protection of stream buffers, near Natural Heritage Natural Areas, steep slopes, rock outcroppings, mature stands of trees, terminal vistas and viewsheds		On-going
	Require new development to orient open space and amenities toward the Village Ramble and Village Green and make pedestrian connections to these assets		Medium
	Partner with Cashiers Lake owners to increase access (physical and/or visual) to the lake, Study the feasibility of a boardwalk on the northeast side of the lake	BCC, LBE	Medium
	Partner to maintain and enhance McKinney Meadows; Continued removal of invasive plants and the addition of parking spaces and a trail could improve this area as a gateway feature		On-going
	Consider implementing tree save buffers along major highways outside of the Cashiers Regulated Districts	JCPD, NCDOT	Medium
	Partner with private landowners, land trusts, state and federal agencies to create new opportunities for hiking, fishing and other activities to increase diversity of recreational opportunities nearby	CC, LBE, CO	On-going
	Develop marketing materials and events that showcase the recreational opportunities within the greater Cashiers region		On-going

4 Public Infrastructure and Services	Create a stormwater master plan that addresses existing and future issues	TWAS, BCC	Medium
	Address flooding issues along Frank Allen Road; Study potentially raising Allen Road for a span of approximately 120ft, excavating a swale/ditch section, replacing or repairing the existing culvert and adding a new culvert to the east	BCC, LBE, NCDOT	Medium to Long
	Identify opportunities for detention and green stormwater infrastructure that can serve infill and redevelopment in the Village Core and the Lakeside Districts	JCPD, CC, LBE	On-going
	Prioritize water and sewer expansion and distribution to targeted areas and consider incentives to encourage the location of and form of development in keeping with the recommendations of this plan and the character of Cashiers	TWAS, BCC, CPC	Medium
	Investigate and discuss potential funding sources for the water system	TWAS, BCC	Quick Win
	Establish Neighborhood Watch Patrols	CPC, CO, BOC, Sheriff	Quick Win
	Increase number of patrols as community grows especially in the off season		Medium
	Study the feasiblity of locating a health-centered professional medical complex in the village, edge or transition areas	CC, CPC, LBE, CO	Medium
	Implement high speed Internet access in the village core (US64 & NC107)	BCC, CC	Medium
	Discuss feasibility of broadband provision with utility providers and consider participating in a pilot project		Quick Win
4 Physical Connectivity	Consider modifications to road standards to encourage alleys, on-street parking and small curb radii to contribute to pedestrian safety and comfort	NCDOT, PB, BCC	Medium
	Southern Gateway: Consider safety improvements in the vicinity of Cashiers School Road and NC 107		Medium
	Improve physical and social connections to schools by providing safe walking, biking options	CPC, CO, NCDOT, BCC	Medium
	Cashiers Lake: Study the feasibility of a boardwalk on the northeast side of the lake	CPC, CO, LBE	Long
	Study feasibility of improving and extending the Village Ramble	CC, CPC, LBE, CO, JCPD	Medium
	Improve wayfinding near the Village Core and along the Village Ramble		Quick Win
5 Assemble Decision Makers	Provide representation on the new Jackson County Housing Committee to identify sites for small-scale infill housing	CPC, BCC	On-going
	Partner to preserve land adjacent to Cashiers and improve public access opportunities.	CPC, BCC, NCDEQ	Medium
	Quarterly convene a joint implementation committee	ALL	Quick Win
	Coordinate efforts with the County task force and continue to expand broadband coverage	BCC, CC	Medium

VILLAGE OF CASHIERS
TIME LINE OF KEY COMMUNITY DEVELOPMENT ACTIVITIES

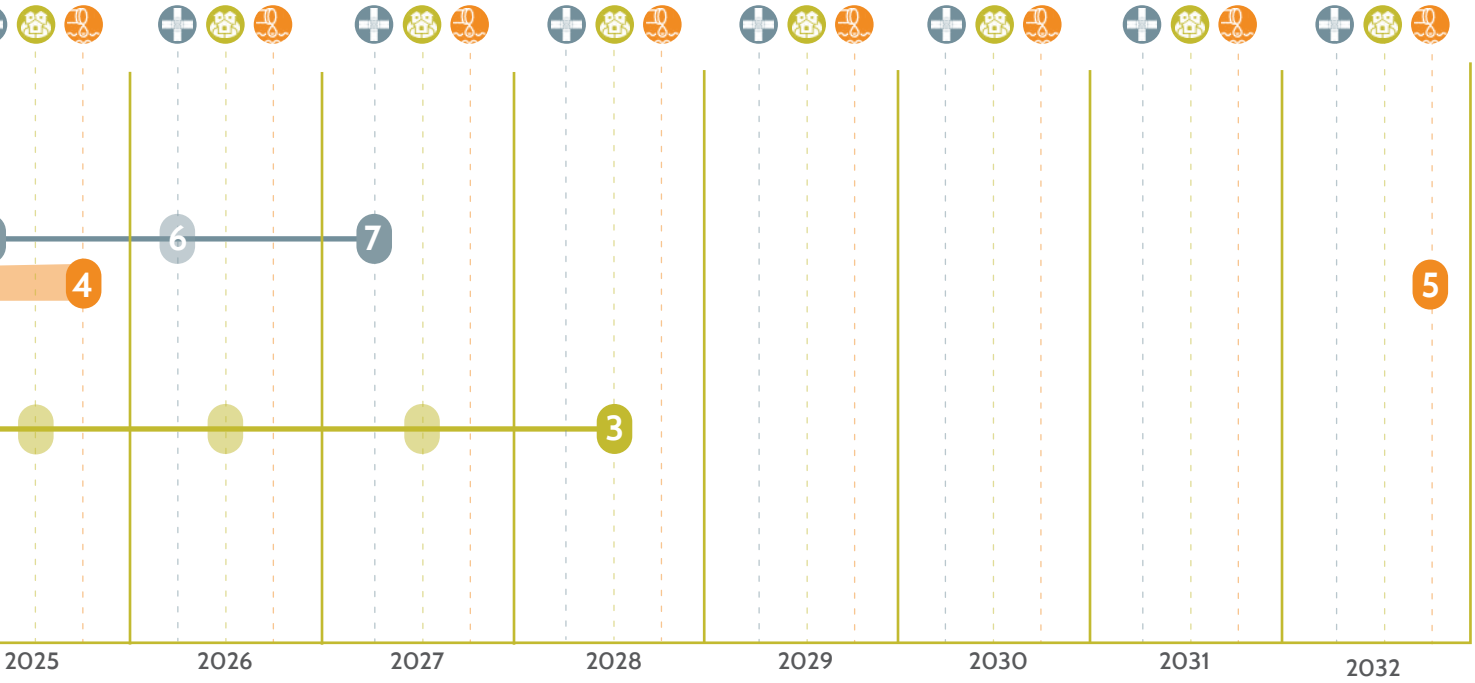


ROADWAY

1. Submit Projects for Southwestern Rural Planning Organization / NCDOT Prioritization
2. NCDOT Division Project Ranking
3. 2020-2029 NCDOT State Transportation Improvement Plan (STIP) Released
5. - 7. Intersection Project Begins: Right of Way Acquisition (5.), Construction (6.), Completion (7.)

PLANNING

1. Cashiers Pla
2. - 3. Adopt
Implement
4. Adopt Jack
5. - 6. Begin t
District Reg

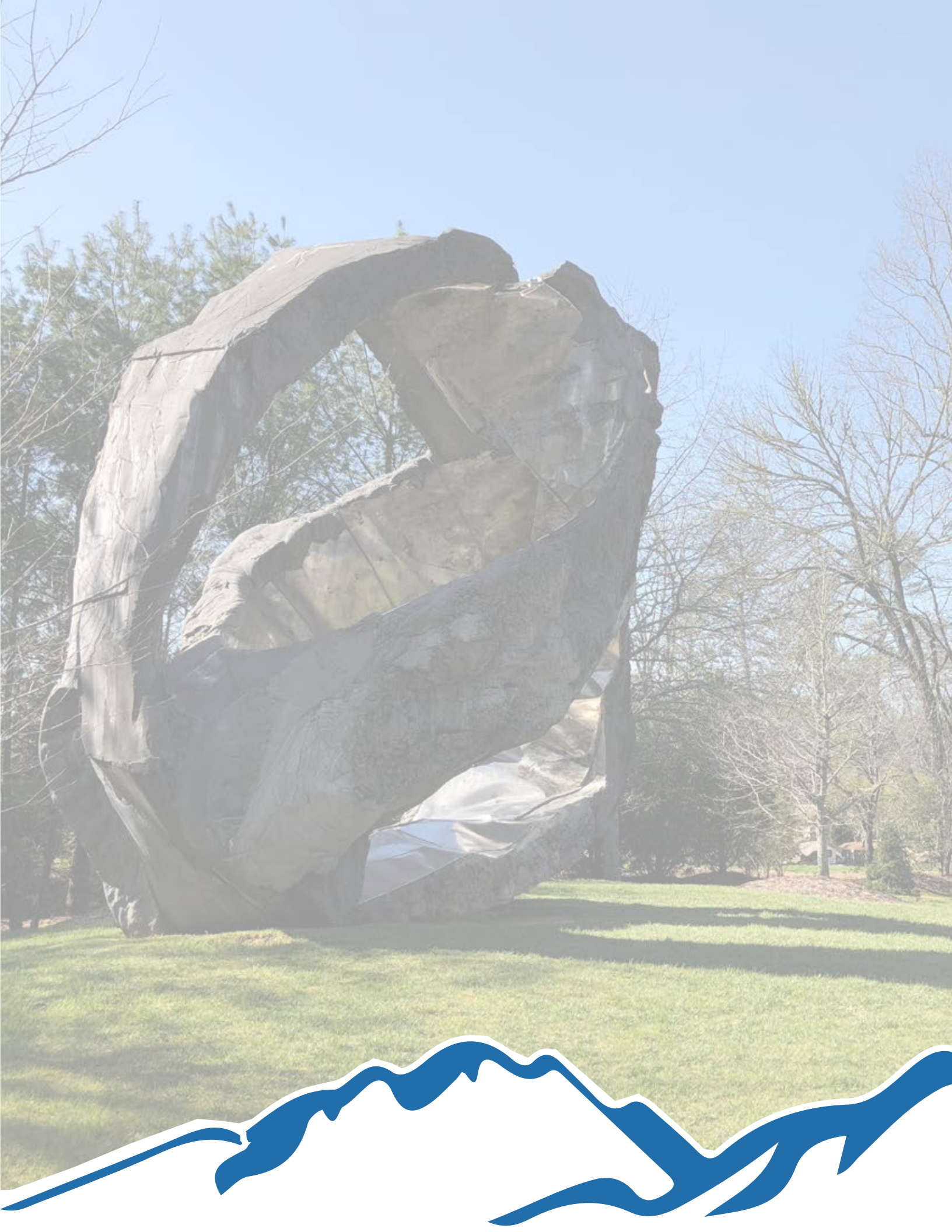


G

anning Charette
Cashiers Small Area Plan (2.),
t and Monitor Plan and Update as Needed
son County Unified Development Ordinance
o Update Cashier Planning
gulations (5.), Adopt New Regulations (6.)

WATER & WASTEWATER

1. TWSA Existing Released Capacity
2. - 4. TWSA Horsepasture River Wastewater Treatment Facility Incremental Capacity Increase
5. Projected Water Capacity Increase to Begin



APPENDIX 6

Coming together is a beginning.
Keeping together is progress.
Working together is success.
- Henry Ford

CONTENTS

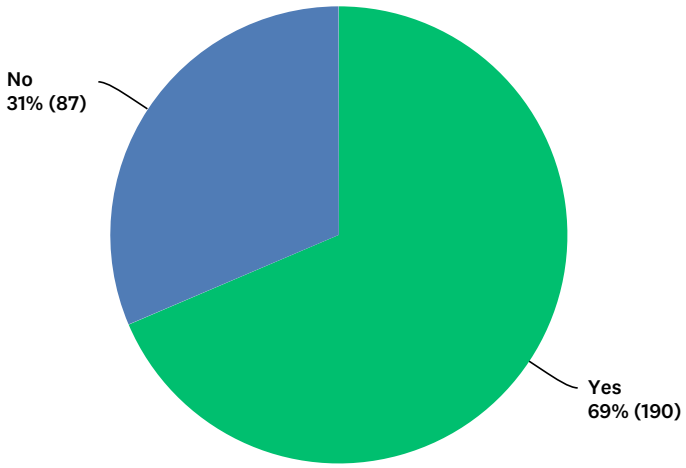
Community Survey Results 78

SURVEY

Survey results compiled for all questions with the exception of questions 7 and 14 which were open-ended are below.

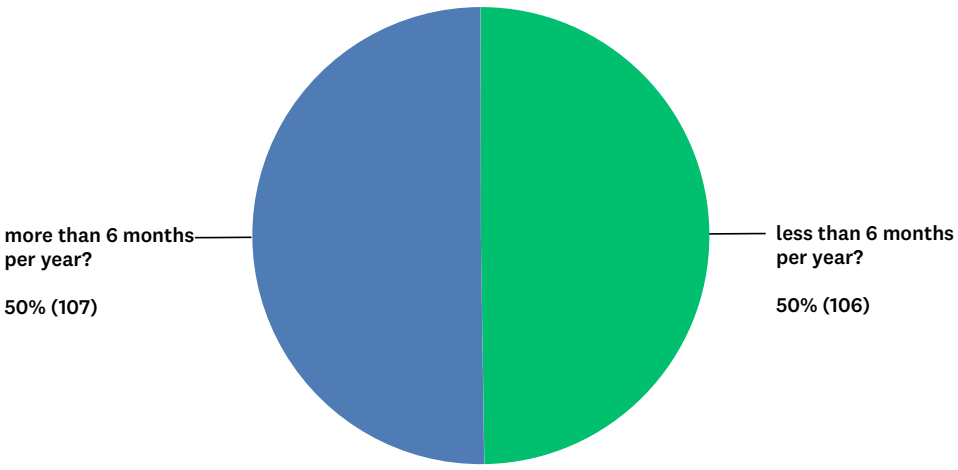
Q1 Are you a Cashiers resident? Refer to map to see if you fall within the area shown.

Answered: 277 Skipped: 2



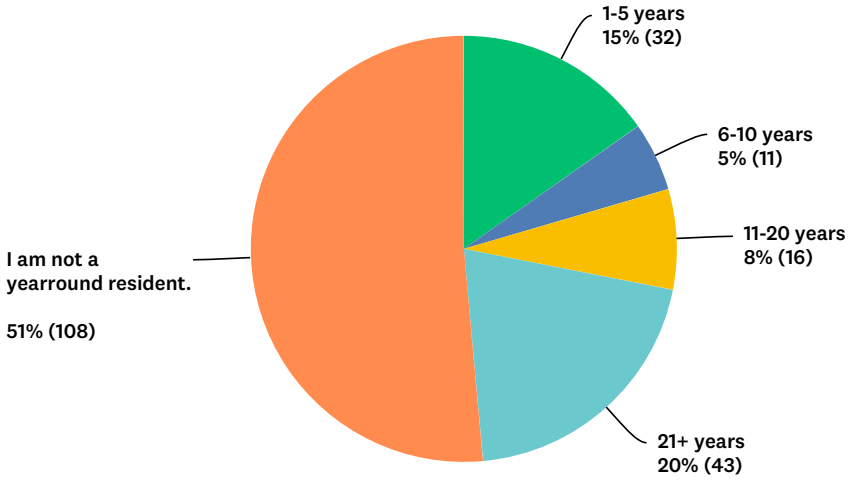
Q2 If a resident, do you live in Cashiers or the general area

Answered: 213 Skipped: 66



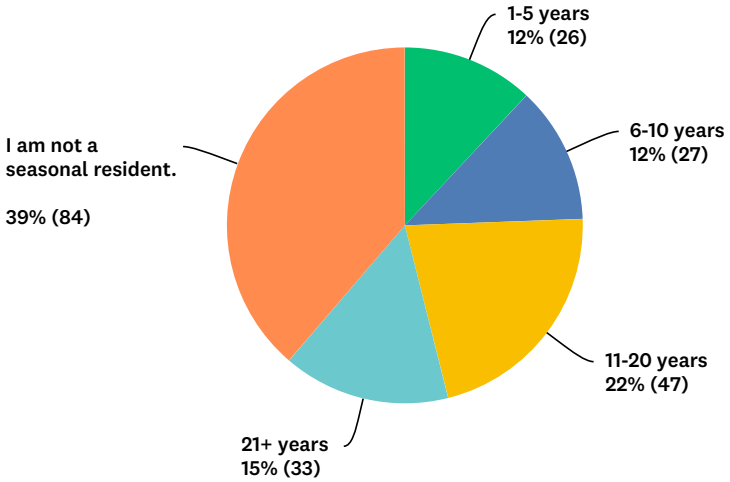
Q3 I have been a year-round resident for:

Answered: 210 Skipped: 69



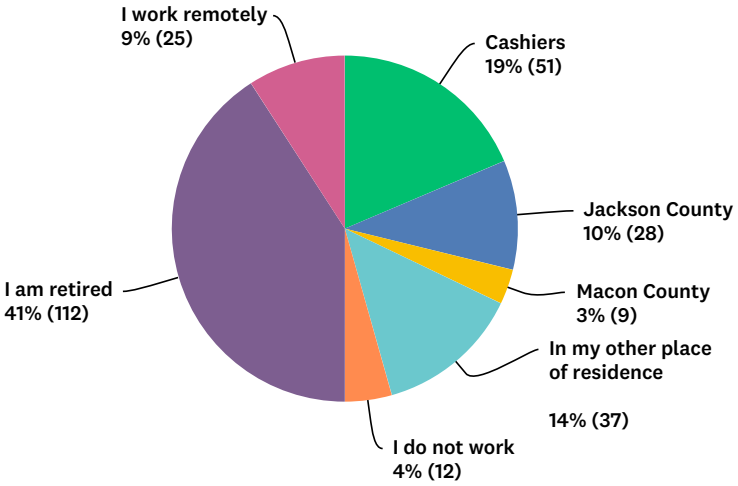
Q4 I have been a seasonal (less than 6 months/year) resident for:

Answered: 217 Skipped: 62



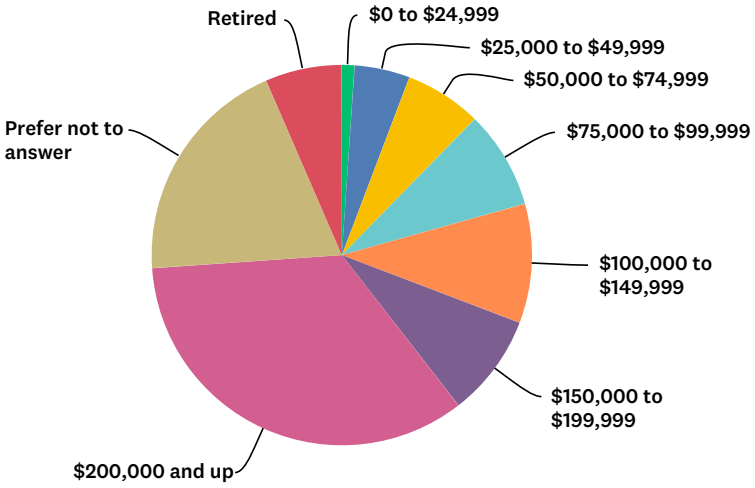
Q5 Where do you work?

Answered: 274 Skipped: 5



Q6 What is your annual household income?

Answered: 276 Skipped: 3



Q7 What do you value most about the Village of Cashiers?

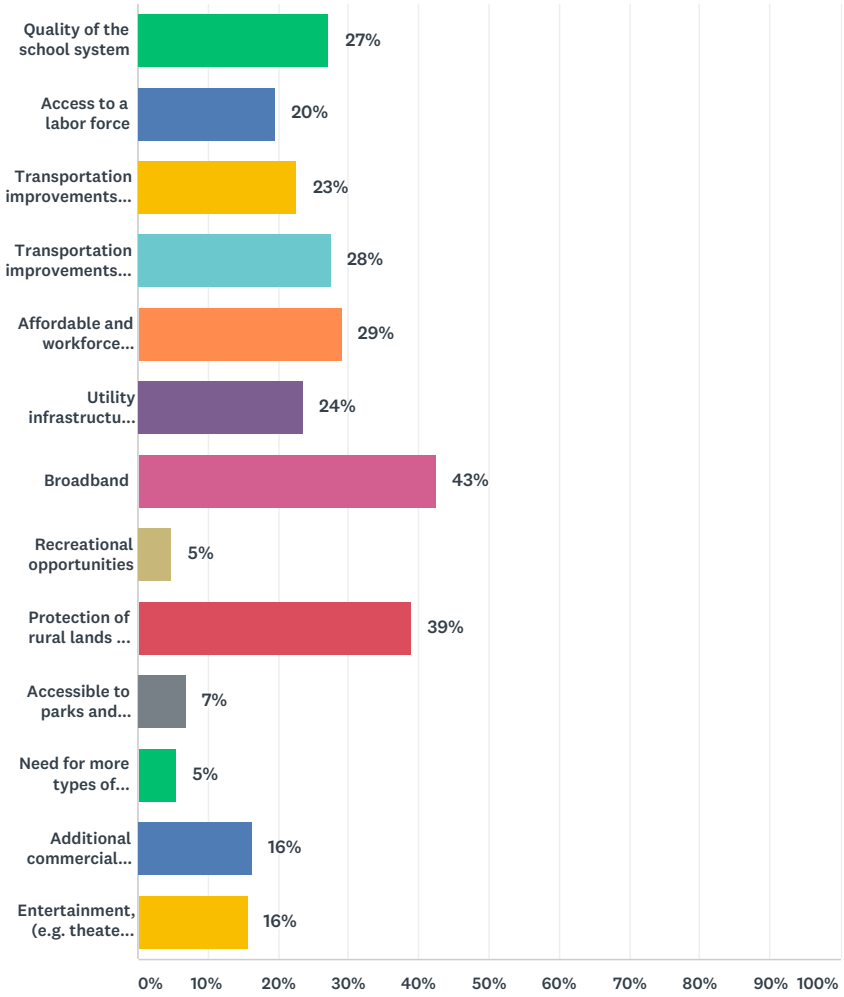
Answered: 259 Skipped: 20

SELECT RESPONSES

- Simply, the mountain atmosphere
- It is critical to keep the rustic nature of Cashiers intact. We need more green space. Too much development and too many billboards will destroy our precious town. We would love more nature paths and walking paths, but NOT more stores. Over development would destroy the town's quaint (non-touristy) charm. We feel Highlands has gotten TOO developed over time.
- Its small town / village feel, the proximity to mountain streams, and the friendly, welcoming people.
- Restaurants, Concerts, Craft/Art Shows
- The Green and its programs as well as the small village feel
- It is quiet, safe, friendly, not too many people and very little traffic. Plus great food, shopping and clubs.
- What I used to value was that you knew everyone in town.
- Intown area, quaint village with the green, like the live work and walk concept. In town areas have much potential
- Low key, the Village Green, few franchise businesses, easy access to medical offices, great golf opportunities, unspoiled natural areas....
- The variety of shops including the Farmer's Market and having a hometown hardware (if Zoeller's is considered to be within the "Village" of Cashiers).
- The serenity and beauty of the area, events in Cashiers & Highlands and proximity to metropolitan areas
- The people!! The beauty of the village!! The available sports activities
- The quaintness. The lack of any high rise buildings. The presence of the Village Green anchoring the center of the town.
- It offers all that I need in a small area....church, farmers market, interesting independent shops, golfing, green space (Village Green), restaurants.
- Hidden escape from the hustle and bustle of the rest of the world!
- It’s uniqueness, Cashiers is a village not a growing area for the big guys to be making a profit and turning into a tourist destination.
- Quality of the locals.
- Cashiers is a slice of Small town Americana. We were good with just one traffic light and now we have two. We understand the need for growth but growth without standards will be bad. We do not think a hotel with 100 rooms on cashiers lake is a good idea. A boutique hotel with maybe 20 rooms max would be more appropriate. Kind of like an old Edwards
- Wonderful place to bring family and friends. Starting to feel very crowded but progress brings that and parking for events is difficult.
- Everything!

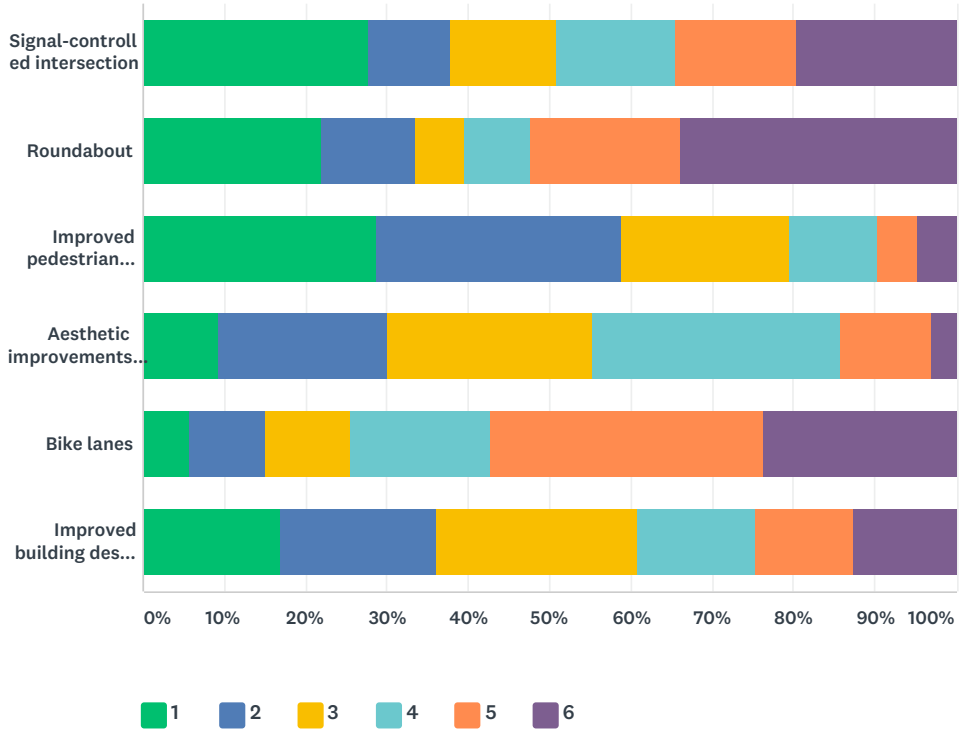
Q8 The most pressing issue facing Cashiers is: (Select up to three)

Answered: 275 Skipped: 4



Q9 The crossroads at SR 107 and US 64 is a hub for the village. Rank the importance of considered improvements to the intersection.

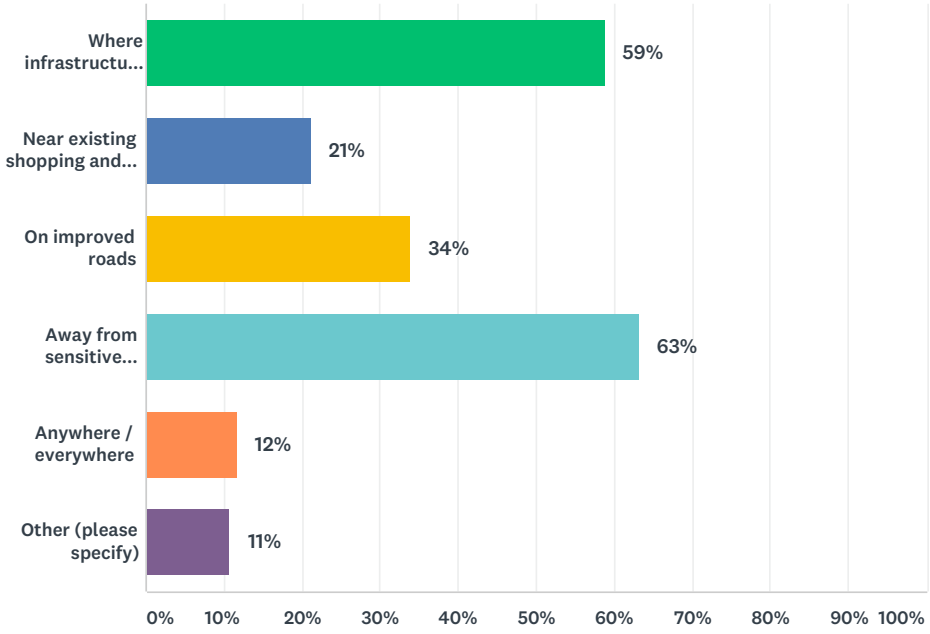
Answered: 276 Skipped: 3



	1	2	3	4	5	6	TOTAL	SCORE
Signal-controlled intersection	28% 66	10% 24	13% 31	15% 35	15% 35	20% 47	238	3.62
Roundabout	22% 51	12% 27	6% 14	8% 19	18% 43	34% 79	233	3.09
Improved pedestrian facilities (sidewalk, multi-use path)	29% 71	30% 75	21% 51	11% 27	5% 12	5% 12	248	4.52
Aesthetic improvements (e.g. plantings,wayfinding signs or gateway feature)	9% 22	21% 50	25% 60	31% 73	11% 27	3% 7	239	3.77
Bike lanes	6% 13	9% 22	10% 24	17% 40	34% 78	24% 55	232	2.65
Improved building design standards to reflect village character	17% 44	19% 50	25% 64	15% 38	12% 31	13% 33	260	3.77

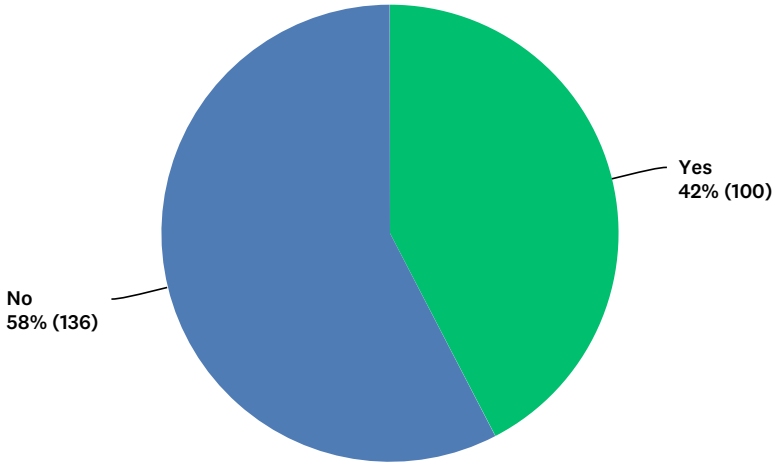
Q10 Residential growth should be focused/encouraged in the following locations (check all that apply):

Answered: 274 Skipped: 5



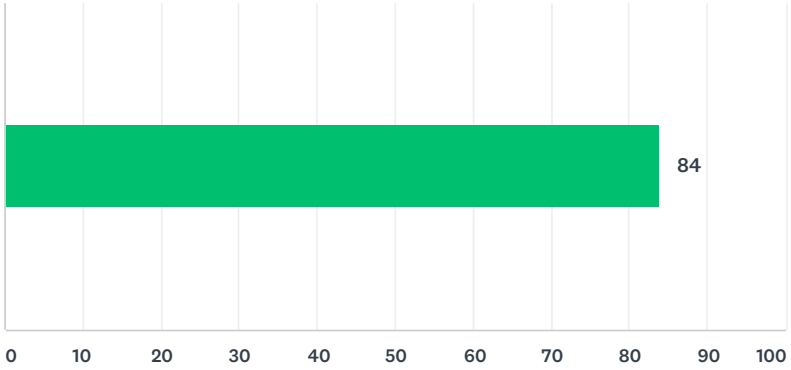
Q11 Do you feel the Cashiers Commercial Area District regulations and design standards are effective in desired development character?

Answered: 236 Skipped: 43



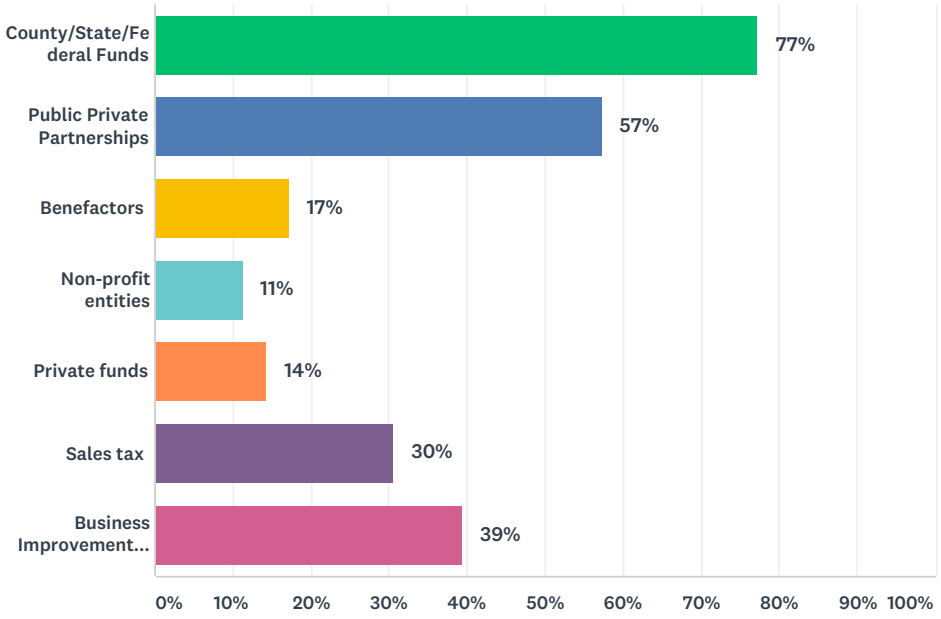
Q12 Sensitive natural areas should be protected from development.

Answered: 273 Skipped: 6



Q13 Improvements and recommendations that may appear in the Cashiers Small Area Plan should be funded through (check up to 3):

Answered: 246 Skipped: 33



STEWART