



# Town of Blowing Rock

**Date:** Tuesday, January 14, 2020

**Time:** 6:00 p.m.

**Location:** Town Hall, 1036 Main Street,  
Blowing Rock, NC 28605

## Agenda

<i>Item</i>		<i>Present &amp; Participants</i>
<b>I.</b>	<b>CALL TO ORDER</b>	Mayor Charles Sellers
<b>II.</b>	<b>PLEDGE OF ALLEGIANCE</b>	Mayor Charles Sellers
<b>III.</b>	<b>REGULAR AGENDA ADOPTION</b> 1. December 10, 2019 – Regular Meeting Minutes	Mayor & Council
<b>IV.</b>	<b>PUBLIC COMMENTS...</b> <i>comments shall be limited to three (3) minutes</i>	Public
<b>V.</b>	<b>PRESENTATIONS:</b> 1. 2020 Retreat Recap 2. Ad Hoc – 321 Visioning Process	Manager Shane Fox Planning Director Kevin Rothrock
<b>VI.</b>	<b>OFFICIALS REPORTS &amp; COMMENTS:</b> a. Mayor b. Council Members c. Town Attorney d. Town Manager	Mayor Charlie Sellers Council Members Alan Mosley Shane Fox
<b>VII.</b>	<b>CLOSED SESSION...</b> <i>NCGS 143-318.11. (6) – to consider the qualifications, competence, character, fitness, conditions of appointment, or conditions of initial public officer or employee or prospective public officer or employee.</i>	Mayor & Council
<b>IX.</b>	<b>ADJOURNMENT/RECESS...</b> <i>Mayor Charles Sellers entertains a motion and second to adjourn or recess the meeting.</i>	

**DRAFT**  
**MINUTES**  
**Town of Blowing Rock**  
**Town Council Meeting**  
**December 10, 2019**

The Town of Blowing Rock Town Council met in regular session on Tuesday, December 10, 2019, at 6:00 p.m. The meeting took place at Town Hall located at 1036 Main Street, Blowing Rock, N.C. Present were Mayor Charlie Sellers, Mayor Pro-Tem Sue Sweeting and Council Members David Harwood, Albert Yount, Doug Matheson and Virginia Powell. (Outgoing Council Member Jim Steele was also in attendance). Others in attendance were Town Manager Shane Fox, Town Attorney Allen Moseley, Town Engineer Doug Chapman from McGill Associates, Public Works and Utilities Director Matt Blackburn, Police Chief Aaron Miller, Planning Director Kevin Rothrock, Building Inspector John Warren, Fire Chief Kent Graham, Parks and Recreation Director Jennifer Brown, Finance Officer Nicole Norman and Town Clerk Hilari Hubner who recorded the minutes.

**CALL TO ORDER**

Mayor Sellers called the meeting to order at 6:00 p.m. and welcomed everyone.

**THE PLEDGE OF ALLEGIANCE**

**MINUTE APPROVAL**

Council Member Steele made a motion to approve the minutes from the November 12, 2019 Regular Council Meeting open session, seconded by Council Member Matheson. Unanimously approved.

Council Member Powell made a motion to approve the minutes from the November 12, 2019 Closed Session Meeting, seconded by Council Member Sweeting. Unanimously approved.

**SPECIAL RECOGNITION**

Mayor Sellers recognized outgoing Council Member Steele for eight (8) years of service and presented him with a plaque.

**OATH OF OFFICE**

Town Clerk Hilari Hubner administered the oath of office to incumbent Mayor Sellers and newly elected Council Member David Harwood.

Greta Wilson, Attorney at law, administered the oath of office to incumbent Council Member Albert Yount.

**SELECTION OF MAYOR PRO-TEM**

Mayor Sellers opened the floor for nominations for Mayor Pro-Tem. Council Member Powell nominated Council Member Sweeting. Council Member Harwood nominated Council Member Yount. Council Member Yount stated "he nominated a man of

impeccable character and ethics”, Council Member Harwood. Council Member Harwood advised he respectfully declined the nomination. Mayor Sellers called for a vote. Council Members Matheson, Powell and Sweeting voted for Council Member Sweeting. Council Members Harwood and Yount voted for Council Member Yount. Council Member Sweeting was voted to Mayor Pro-Tem by three (3) to two (2).

Mayor Sellers thanked Council Member Yount for his years of service as Mayor Pro-Tem.

### **REGULAR AGENDA ADOPTION**

Council Member Sweeting made a motion to approve as presented, seconded by Council Member Powell. Unanimously approved.

### **CONSENT AGENDA**

Request from the Blue Ridge Conservancy to hold their annual Blowing Rock Mayview Madness 5K/Fun Run road race on Saturday, September 26, 2020.

Council Member Sweeting made a motion to approve the Mayview Madness, seconded by Council Member Powell. Unanimously approved.

Budget Amendment Ordinance to Account for various items. **Budget Amendment #2019-17 – Attachment A**

Council Member Matheson made a motion to approve, Seconded by Council Member Sweeting. Unanimously approved.

### **SPEAKERS FROM THE FLOOR**

Tim Gupton, 235 Meadow Lane, read a letter on behalf of the Civic Association:

*Honorable Mayor Sellers, Council Members Harwood, Matheson, Powell, Sweeting and Yount, and Town Manager Fox,*

*2019 is ending on a much more positive note than the beginning of the year!*

*After two divisive public hearings in the beginning of the year, we have focused on building community consensus among stakeholders and encouraged by the open lines of communication representing all stakeholders.*

*We have a fresh start for 2020 after hiring a new Town Manager and experiencing a very positive campaign cycle by our candidates resulting in adding a new Council Member. We wish to welcome Mr. Harwood to the Council and express our appreciation to Mr. Steele for his many years of dedicated service to our community.*

*Everyone seems to be focused on addressing the long-term needs of preserving and growing our community, so how we move forward in 2020 will be important to our future. Let's keep in mind that Shared Vision documented in the 2014 Comprehensive Plan –*

*“Embrace change while remaining vigilant to ensure that the Town’s unique character and quality of life is not compromised.”*

*To that end we would like to recommend 10 Top Priorities for the Council to consider and incorporate in your Winter Retreat and work plan for 2020.*

- 1. Complete Valley Boulevard Vision Process, evaluate recommendations and update the Land Use Code as appropriate*
- 2. Approve a similar process including a professional advisor to update the 2014 Comprehensive Plan during the 2020 summer to maximize community input.*
- 3. Update Land Use Codes for West Main Street as recommended in the 2017 Comprehensive Plan (Page 3-3) to preserve existing setbacks and greenspace*
- 4. Adopt Conditional Zoning Permit and eliminate Conditional Use Permits to allow citizen input for Council consideration.*
- 5. Update the Land Use Code to clarify existing code and unwritten interpretations including definitions for hotel & residential STR, 75% greenspace in front setback and vested downtown parking rights.*
- 6. Addressing the Downtown Congestion problem by preparing and implementing a comprehensive Parking and Traffic Management Plan using a professional advisor.*
- 7. Acquire land to expand and complete the park*
- 8. Set expectations for Sustainable Tourism and ask the TDA to prepare a Tourism Management Plan with community input*
- 9. Prepare a Long-Term Capital Improvement and Funding Plan with a priority on the W&S Improvement Plan*
- 10. Implement local EMS coverage to adequately manage our risks – Adopt 90+9 National Standard for our citizens.*

Mr. Gupton thanked Council for listening to their concerns.

## **PRESENTATIONS:**

### **1. FY 18-19 Audit Presentation**

Ms. Paula Hodges from Martin Starnes & Associates presented via PowerPoint the FY 18-19 Financial Audit. Ms. Hodges noted that the Town’s available fund balance was 56% at June 30, 2019. She further noted that the Town was in a very healthy place financially. **FY 18-19 Audit PowerPoint – Attachment B**

### **2. The Community Initiative for Memorial Park**

Citizens Sam Hess and Sam Glover presented via PowerPoint their initiative to work with Council, Staff and if need be committee to come up with a plan to replace the deteriorating playground equipment in Memorial Park.

Mayor Sellers thanked Mr. Hess and Mr. Glover for their input. Council briefly discussed and the consensus was to table to request and discuss in detail at the upcoming January Retreat.

## **PUBLIC HEARING**

### **1. CZ 2019-03 Conditional Rezoning for CB to CZ-CB – Blue Ridge Hotel #2019-03**

Planning Director Kevin Rothrock advised John Winkler is requesting a conditional rezoning from Central Business to Conditional Zoning – Central Business (CZ-CB). The .44-acre property is located on Main Street. The Applicant is proposing the construction of a 12-unit hotel on the property.

The Applicant is seeking the conditional rezoning to construct a 12-room hotel on the former Blue Ridge Motel property.

The setback on Main Street is fifteen (15) feet from back of the road. The side setbacks on the property are Five (5) feet. The proposed hotel meets all setback requirements as of the building is shown at fifty-four (54) feet from the back of the sidewalk to the closest point of the building.

All building materials as proposed on the hotel appear to meet the commercial design standards. The overall height of the building is thirty-six (36) feet ten (10) inches from the grade at the primary entrance. The overall height includes a parapet to screen HVAC equipment. The building is limited to thirty-seven (37) feet in height.

Access to the site will be a revised and relocated driveway entrance off Main Street. The previous driveway was through the middle of the site and the new access will be moved slightly west and to the left of the property frontage. No access will be provided to Sunflower Lane.

The proposed hotel requires twelve (12) spaces and fifteen (15) spaces are shown on the site plan.

The storm water runoff from the site will be conveyed to an onsite detention system under the parking area and released to the storm drainage system on Main Street, consistent with the Land Use Ordinance.

Garbage collection will be picked up the owner or a private service.

A landscape plan shows some large shade trees to be planted and will meet the screening requirements. The buffer on the northwest corner of the site needs to be increased from four (4) to eight (8) feet but there is sufficient room to accommodate. There are two (2) or three (3) large

Mr. Rothrock advised the applicant had no proposed conditions.

At their regular meeting on November 21, 2019, the Planning Board made a recommendation to approve the conditional rezoning as submitted.

Council Member Powell asked if the required parking is one per unit and they have three (3) extra. She advised she asked because the Town is losing a lot of greenspace and wanted to know if that was discussed at Planning Board. Mr. Rothrock advised that was not discussed. She further asked Mr. Rothrock to explain the 75% green space rule. Mr. Rothrock advised that requirement is not applicable for this particular site.

Council Member Matheson advised there use to be an old service line that came down through the property and asked if it was still there. Mr. Rothrock advised that service line was no longer there.

Mayor Pro-Tem Sweeting stated in reading the Planning Board minutes, they asked some very good questions and one question asked she would like to re-ask: "what is the definition of a hotel in our code." She explained she felt these were individual units as they didn't have a front desk staff on sight to for example "call down to get a pillow."

Council discussed the concept of hotel vs. condo.

Mayor Pro-Tem Sweeting explained her thinking was its Council's responsibility to protect the health, safety and welfare of tourist and that is why she wanted clarification. Mayor Pro-Tem Sweeting advised when she called the Health Department, they advised this was considered a condo and they would not inspect it. She advised it was a unique concept, but just didn't think it needs to be approved for a hotel if it's really a condo.

Council Member Powell advised she wants it to be approved as a hotel if that means there are more safety requirements with it being a hotel.

Mr. Rothrock advised it is a hotel and that is how it will be built by building code. He explained the applicant applied to build it as a hotel and therefore it is restricted to hotel use in the ordinance.

Council Member Harwood stated a condo is a form of ownership, not necessarily a building type. He further stated the building code standards are going to be more straight for a hotel than a short-term rental.

Mayor Pro-Tem Sweeting advised in the Planning Board minutes she read that the ones whom presented the project to Planning Board said it would be rented through Air B&B.

Council Member Matheson made a motion to open the Public Hearing, seconded by Council Member Powell.

The applicant's daughter, Ms. Amber Winkler, advised she was at the Planning Board meeting and didn't recall Air B&B or VRBO being specifically mentioned. She explained she was asked if the hotel would be booked online and she stated they would explore all the platforms other hotels use but did not have a specific platform in mind yet.

Mr. Rothrock read the definition of a hotel from the Town Code.

Mr. John Winkler, Applicant for the project, advised his intent is to run this as a hotel and he was very excited about this project. He further advised he owns several buildings in Boone and has a maintenance staff that is very knowledgeable and will be responsible for this building as well.

Mayor Pro-Tem Sweeting complimented Mr. Winkler on the work he does and knew this project would be equally as good. She asked if DOT had made the request of Mr. Winkler to do a "right in" "right out" concept for the driveway. Mr. Winkler advised nothing had been said, but he would find out from DOT.

With no further question from Council, Mayor Sellers opened up for public comment.

Steve Irace, 9239 Valley Blvd., owner of the Green Park Inn spoke in favor of the project. He advised there had been some continuous hearings, and this Board has approved over one hundred (100) STR hotel type units within the last year. He advised out of all those he had only spoke critically of one. He advised the reason he was in favor of this project vs. the one he was opposed to is because of the density of that one project.

Tim Gupton, 235 Meadow Lane, advised the civic association did an analysis of this project and they have a lot of respect for Mr. Winkler and his track record. He advised the goal of the Civic Association is not to support or oppose a project, but to look at the facts. He advised from the Planning Board meeting two observations made one was the concern about the definition of hotel vs. short term rental and two was the recommendation that the approval be restricted to hotel use only. He explained this is an example of where there are inaccurate in the code that need to be clarified. Mr. Gupton advised Planning Board was very receptive and discussed all the points and the civic association was satisfied with the outcome. He felt all those points have been addressed, but he wanted to set the record straight from a technical point.

Mayor Sellers thanked the citizens for their input.

Council Member Matheson made a motion to close the public hearing, seconded by Council Member Powell.

Council Member Matheson made a motion to approve the project as presented, seconded by Mayor Pro-Tem Sweeting. Unanimously approved.

## **BUSINESS MATTERS:**

### **1. Retreat Discussion – Date and Location**

Council discussed holding the Retreat January 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup>. Mayor Pro-Tem Sweeting advised the Ad Hoc meeting was scheduled for Monday, January 6<sup>th</sup> and asked if Council could consider adjourning early for that meeting to be held as scheduled.

Council Member Yount asked if that meeting could be rescheduled, he didn't think that meeting should pre-empt the Retreat. Council Member Matheson stated he agreed with Council Member Yount that the focus should be on Retreat and not have another meeting that would distract from that. Mayor Pro-Tem Sweeting advised she would try to reschedule the Ad Hoc meeting.

Council Member Harwood asked if the dates January 6, 7 and 8, 2020 were good with Town Staff. Manager Fox advised those dates were fine.

Mayor Sellers advised with the dates selected Council needed to decide where to hold the Retreat.

Council Member Yount advised he thought it had already been decided to be held in Asheville. Mayor Sellers advised it had not.

Council Member Powell advised she would like to have the Retreat in Blowing Rock this year.

Council Member Yount advised he would not.

Council Member Powell made a motion to hold the Retreat in Blowing Rock, seconded by Council Member Harwood. For the motion: Council Member Powell, Harwood and Mayor Pro-Tem Sweeting. Against the motion: Council Members Yount and Matheson. Motion passed to hold the Retreat in Blowing Rock.

Mayor Sellers advised the location for the Retreat would be BRAHM. Manager Fox advised in preparation staff secured several locations in Blowing Rock as well in Asheville for the upcoming Retreat. BRAHM is located off sight and will hold more people.

Council Member Matheson advised January 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> seemed to work for all and Mayor Pro-Tem Sweeting added she would change the Ad Hoc meeting to another date.

Council Member Yount advised he wanted to know "where this BRAHM thing got started". He further advised he distinctly remembered discussion of "this Council" that it was good to get away and wanted to know if that has just gone away.

Mayor Sellers advised what he had heard from everyone is that some had a preference for Asheville and some for Blowing Rock. He further advised that nothing had been discussed or decided by a quorum on where the Retreat would be held. Council Member Powell stated last year and the year before Council put the location to a vote just like is being done now.

Council Member Yount advised "this doesn't pass my smell test".

Council Member Powell advised last year the vote was 3 to 2 for Retreat to be held in Asheville.

Council discussed a little further. Council Member Powell's motion stood to hold the Retreat in Blowing Rock. For the motion: Council Member Powell, Harwood and Mayor Pro-Tem Sweeting. Against the motion: Council Members Yount and Matheson. Motion approved to hold the Retreat January 6, 7 and 8, 2020 in Blowing Rock.

## **2. TDA Board Appointment**

Council Member Matheson nominated Council Member Powell to replace outgoing Council Member Steele's seat on the TDA Board, seconded by Mayor Pro-Tem Yount. Unanimously approved.

## **3. RTAC Board Appointment**

Mayor Pro-Tem Sweeting advised she had sat on the Board for four (4) years and ask if any other members were interested. Council Member Yount advised he was interested and asked for a little more information about the Board. After brief discussion Mayor Pro-Tem Sweeting nominated Council Member Yount to be the RTAC Board member, seconded by Council Member Matheson. Unanimously approved.

## **4. Monthly Financial Report**

Finance Officer Nicole Norman gave the monthly Financial Report.

## **OTHER BUSINESS**

- Mayor Sellers – Thanked the citizens for attending all the meetings and congratulated Council Members Yount and Harwood.
- Council Member Yount – Stated “democracy depends on the consent of the losers”
- Council Member Harwood – Advised it was a real honor to serve on Council and he was so appreciative for the opportunity to do so. He further advised he looked forward to working with Council and Staff.
- Mayor Pro-Tem Sweeting – Thanked staff for all the hard work to make the Thanksgiving weekend a great event. She further thanked Staff for a wonderful Town Christmas Party.
- Council Member Matheson- Thanked staff as well for the hard work for the Thanksgiving weekend festivities as well as the Christmas Party. He further advised he and Manager Fox have a meeting scheduled on the 17<sup>th</sup> with AppalCart to discuss the shuttle going forward for the next season.
- Council Member Powell – Asked Manager Fox to let Council know if he needed anything to help prepare for the upcoming January Retreat.
- Manager Fox – Updated the following:
  - Will be sending Council a List of Retreat items and Council can give him feedback.
  - Sunset Project – waiting on the weather to incorporate for a few final “punch list” items. Final walk through is scheduled for next week. He advised this project is five (5) years in the making and thanked the residents and business owners for their patients.

**EXECUTIVE SESSION**

None

**ADJOURNMENT**

There being no further business to discuss, Mayor Pro-Tem Sweeting made a motion to adjourn at 7:50 p.m., seconded by Council Member Matheson. Unanimously approved.

**MAYOR** \_\_\_\_\_  
**Charlie Sellers**

**ATTEST** \_\_\_\_\_  
**Hilari Hubner, Town Clerk**

**ATTACHMENTS**

**Budget Amendment #2019-17 – Attachment A**  
**FY 18-19 Audit PowerPoint – Attachment B**

TO: Mayor Charlie Sellers and the Blowing Rock Town Council

FROM: Kevin Rothrock, Planning Director

SUBJECT: Ad Hoc Committee – 321 Visioning Process  
Final Draft Recommendations

DATE: January 9, 2020

The Land Use Ad Hoc Committee has completed its study of Hwy 321/Valley Blvd with the assistance of Benchmark Planning Consultants and is presenting the attached final report and implementation strategies for creating a vision for the corridor. Town Council has the opportunity to review the recommendations and provide further direction to the Ad Hoc Committee and/or provide direction to the Planning Board for further action.

Jason Epley with Benchmark will be available at the January Council meeting for a brief summary presentation and to answer questions.

The timeline listed below provided by Benchmark summarizes the work activity of the Ad Hoc Committee and Benchmark, the public participation process, and the 321 Visioning summary report.

### **Land Use Ad Hoc Committee Meeting Summaries**

#### **September 30, 2019 – Meeting with Benchmark**

- Reviewed background information with consulting team
- Discussed format of the public meeting presentations
- Set Public Meeting dates for October 15 and 29, 7:00 pm at Town Hall.

#### **October 15 and 29, 2019 – Public Meetings**

- Review of existing development on Valley Boulevard with meeting participants
- Opportunity for meeting participants to respond and provide input
- Information gathered for use by the Land Use Ad Hoc Committee
- Approximately 100 people attended in total

#### **November 27, 2019 – First Draft**

- Benchmark distributed the first draft of recommendations and implementation for consideration by the Committee

#### **December 2, 2019 – Meeting with Benchmark**

- Reviewed information gathered from the public on October 15 and 29
- Reviewed the first draft of recommendations and implementation steps

- Committee discussed height regulations, permitted building colors, exterior cladding materials for buildings, roof pitch, parking, flexibility for setbacks, additional greenway improvements and environmental best practices
- The Committee asked consultant team to review recommendations for:
  - Add options for the Planning Board to consider for addressing height and scale concerns through a sliding scale system or reducing the maximum height for the entire boulevard
  - Ensure recommendations include language to require preservation of land for the greenway once a plan is developed
  - Add options to encourage an architectural element point system
  - Remove recommendation for an appearance/architectural committee
  - Add a recommendation discourage video/skills arcades, tattoo parlors, palm readers, and similar uses that are not aligned with the vision for the corridor
  - Add language for the Planning Board to consider a list of approved equivalent materials to brick and stone
  - Amend front setback requirement for better use of lots on east side of Valley Boulevard consider having different setbacks based on the sides of the street

December 20, 2019 – Second Draft

- Benchmark delivered the second draft for review by the Committee

January 3, 2020 – Meeting with Benchmark

- Page 3: Clarify the side of the street the greenway is on (both east and west).
- Page 5: Sunset Boulevard should be Sunset Drive.
- Page 5: Add rain gardens to the list of recommended stormwater improvements.
- Page 31: Would like clarification on who takes the lead role with the implementation steps.
- Page 31 and 32: Expand Implementation Step 3 to strengthen the emphasis on storm water quality improvements and/or add a separate recommendation for improving water quality standards in the existing stormwater management regulations.

Appendix (Page 43): The slides presented at public meetings did not transfer correctly in the final adobe document.



Town of

# BLOWING ROCK

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## Valley Boulevard Study

Prepared for  
Town of Blowing Rock

Prepared by  
Benchmark Planning

Date prepared:  
January 2020



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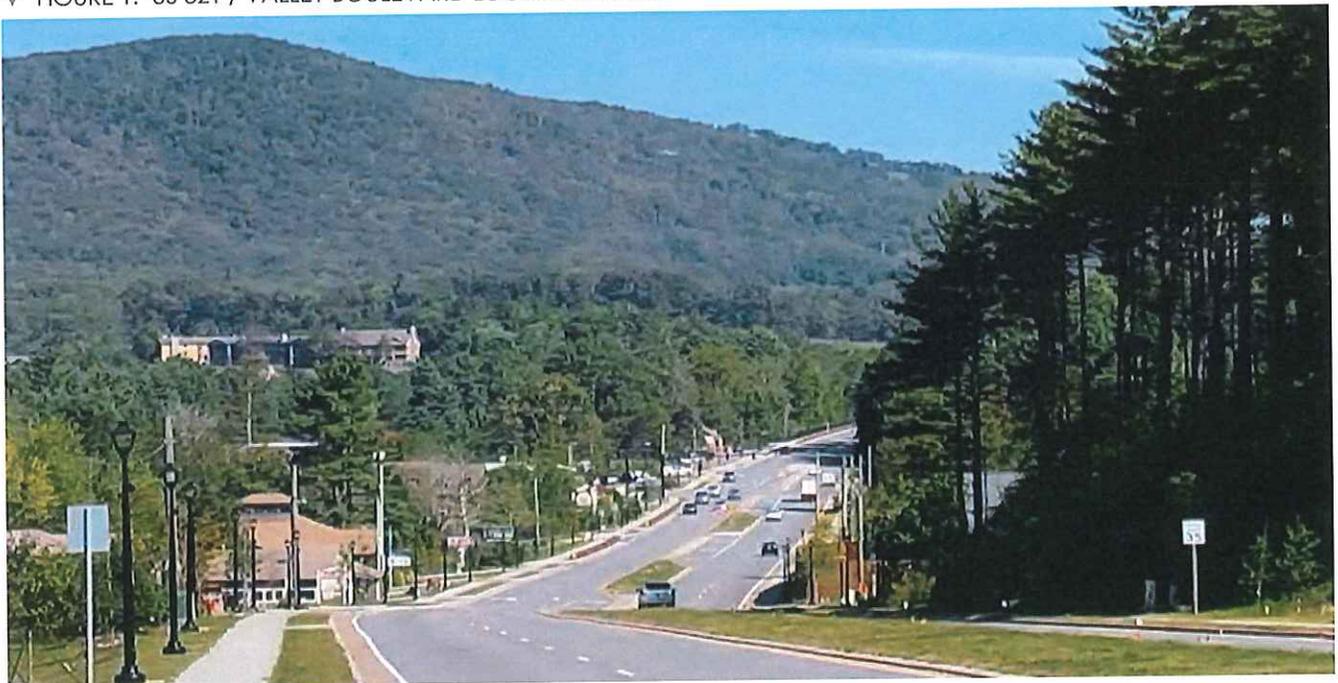
# 1 INTRODUCTION

In the Spring of 2019, the Town of Blowing Rock formed a Land Use Ad Hoc Committee to study the US 321 / Valley Boulevard corridor. The Town engaged Benchmark Planning to assist with the study, helping the Land Use Ad Hoc Committee create a vision for the corridor. The study area extends approximately 2.5 miles along Valley Boulevard from Main Street on the south end to Blowing Rock Lodge on the north end, which is primarily characterized as the general business zoning district. The study area is displayed on the following page.

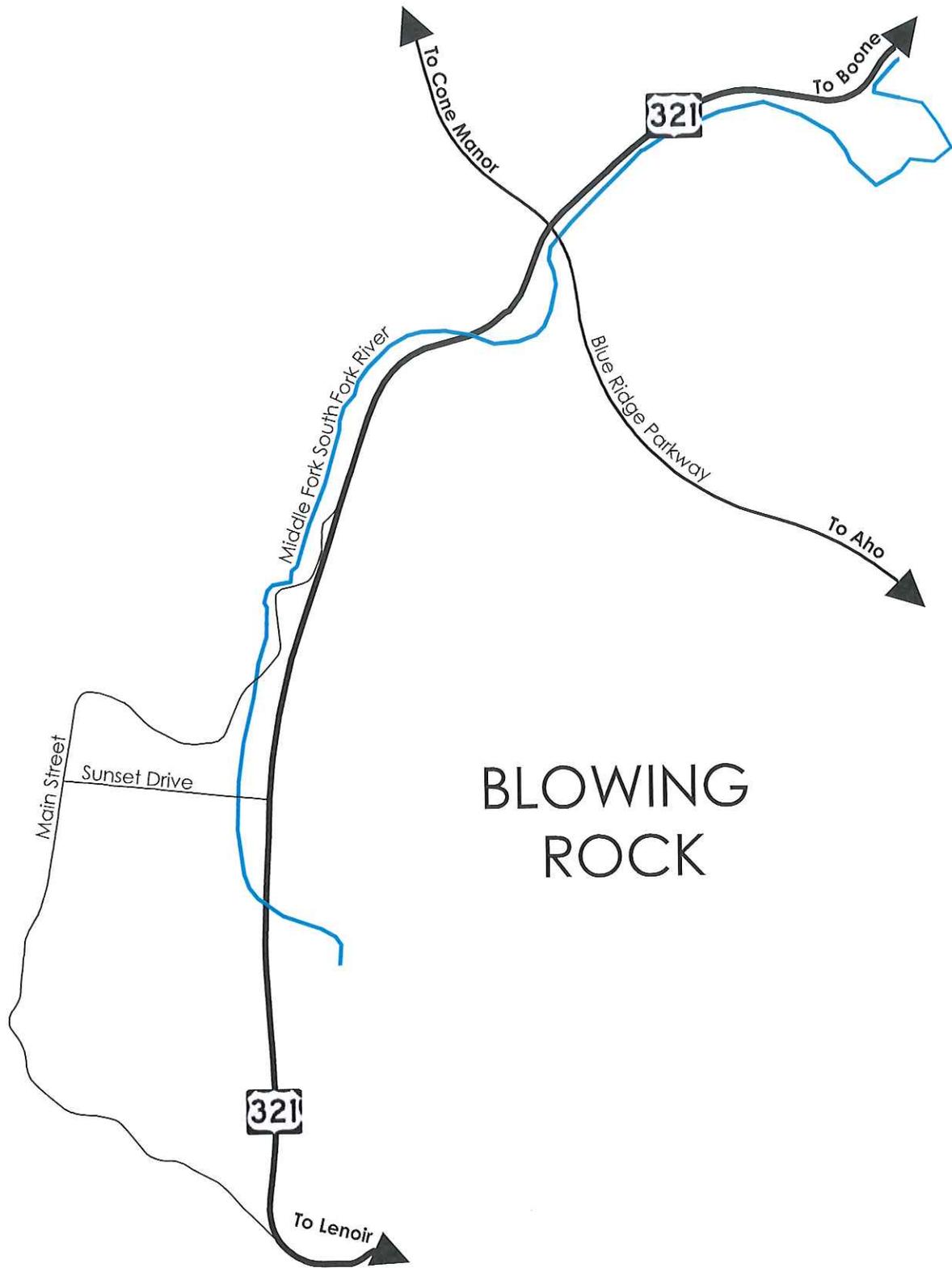
The project was carried out in three phases: 1) background assessment; 2) community visioning; and 3) vision and implementation strategies. The first phase consisted of reviewing the existing Land Use Code, as well as existing plans that influence the development of the corridor. The second phase included two public meetings in the month of October (2019). The information gathered during the first two phases was used by the committee in phase three to evaluate how effective the existing plans and ordinances have been in achieving the Town's vision, to better define the vision for Valley Boulevard, and develop implementation recommendations to realize that vision.

The following report summarizes the findings, recommendations and implementation strategies developed by the Land Use Ad Hoc Committee that should be considered by the Town moving forward. Specifically, the intent of this study report is to provide information and direction to the Town Council and Planning Board as they work through potential updates to the Town's Land Use Code regarding future development along US 321 / Valley Boulevard.

▼ FIGURE 1: US 321 / VALLEY BOULEVARD LOOKING NORTH



▼ MAP 1: STUDY AREA



— 321 / Valley Boulevard

— Primary Roads

— Rivers / Streams

▶ Direction



1/2 Mile

## 2 BACKGROUND ANALYSIS

The first phase of the study involved an assessment of existing plans and documents that were related to the future development of the corridor. The following section outlines the plans that were reviewed and the key findings. This includes the Town of Blowing Rock Comprehensive Plan, the Middle Fork Greenway Master Plan, the Middle Fork Watershed Management Plan, and the Town of Blowing Rock Land Use Code. Additionally, this section reviews existing character, land use, zoning and transportation. The character of the corridor was analyzed primarily through observations of the built environment and the physical features of the corridor, as well as development trends and constraints.

### ***Town of Blowing Rock Comprehensive Plan***

The Comprehensive Plan, which was last updated by the Town in 2014, outlines the anticipated and desired growth pattern. The Plan is highlighted by a vision for the Town that is focused on Blowing Rock's enduring identity as a vibrant, mountain resort community, recognized for its authenticity and unique sense of place. The plan also identifies Valley Boulevard as a focus area for future development. Key components of the vision for Valley Boulevard include preventing "franchise" type architecture, strictly adhering to the Town's design standards for new development, refocusing some development on the future Middle Fork Greenway, and enhancing the corridor through focused public improvements. Some of the Comprehensive Plan recommendations related to Valley Boulevard which have yet to be implemented are further considered in the Vision and Recommendations section of this report.

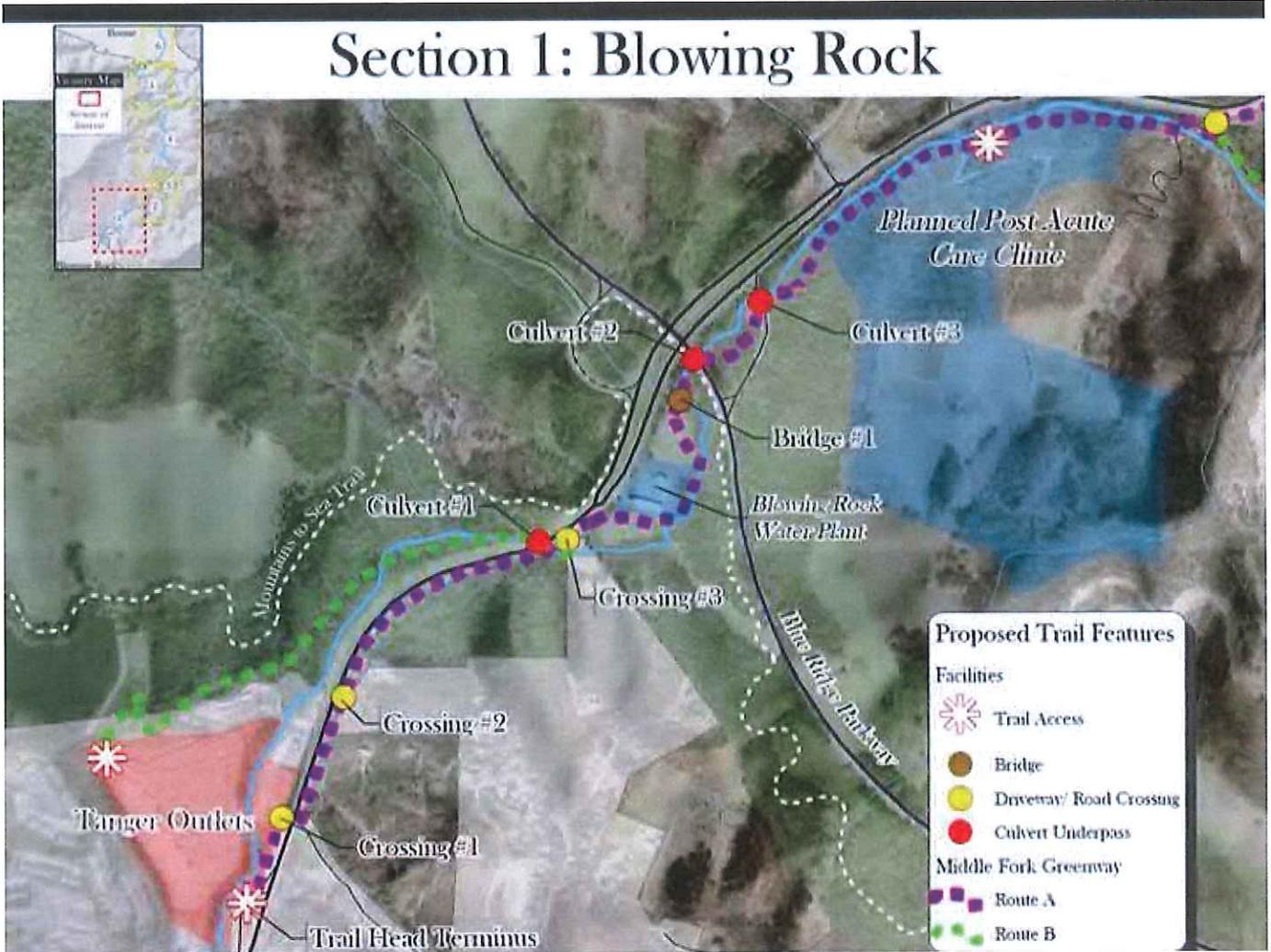
### ***Middle Fork Greenway Master Plan***

In 2013, the Middle Fork Greenway Master Plan was drafted to establish a multiuse path connecting Blowing Rock to Boone by following the route of the Middle Fork River. When adopted, the plan identified two potential routes through the study area - with a route that stays closest to US 321/Valley Boulevard eventually being selected. The southern trailhead terminus on the west side of Valley Boulevard just south of Blowing Rock Highway is nearing completion. The route is planned to extend northward beyond the Tanger Outlets where it will cross Valley Boulevard and continue northward along the east side of the corridor. This eventual connection between Blowing Rock and Boone is anticipated to be a major tourist draw and significantly enhance the quality of life and recreational opportunities for residents of Blowing Rock.

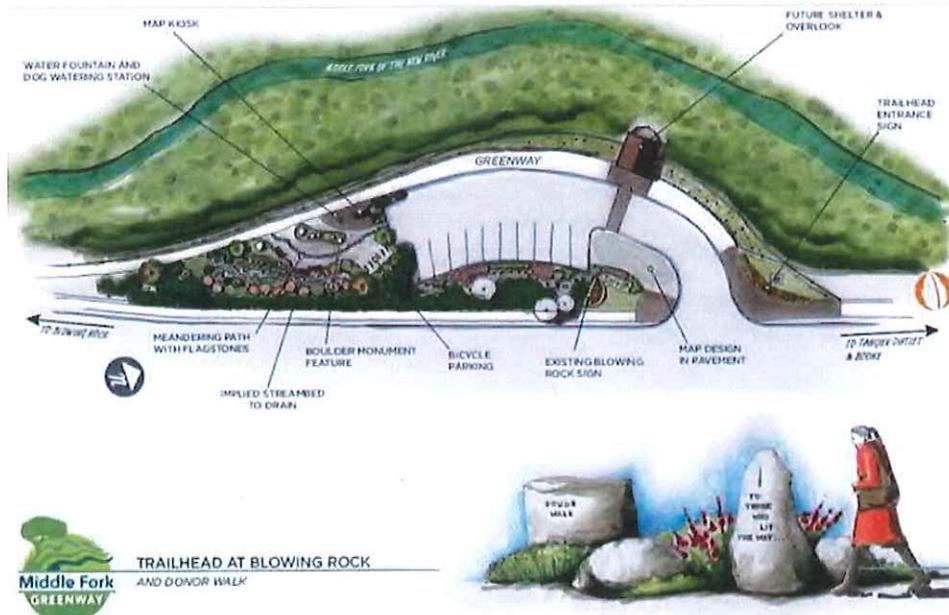
### ***Middle Fork Watershed Management Plan***

The portion of the Middle Fork River which runs along US 321 in Blowing Rock is considered impaired by the North Carolina Department of Environmental Quality Division of Water

▼ FIGURE 2: PLANNED MIDDLE FORK GREENWAY  
 Source: Middle Fork Greenway Master Plan, 2013



▼ FIGURE 3: TRAIL HEAD ON HWY 321 (UNDER CONSTRUCTION)  
 Source: Middle Fork Greenway Master Plan, 2013



Resources (NCDEQ-DWR). Impaired waters are too polluted or degraded to meet water quality standards outlined in Section 303(d) of the Clean Water Act. Of particular concern are a large amount of impervious surface area that increases runoff during storms, as well as a wide range of pollutants that have been identified in the waterway. The survey also noted concern over the lack of vegetated buffers along the banks of the Middle Fork River and its tributaries in Blowing Rock. The Middle Fork Watershed Management Plan outlines best practices and recommended improvements that, if implemented, may impact development along Valley Boulevard. These recommendations include installing a rain garden on Sunset Drive, implementing riparian buffers along the stream, and enhancing stormwater management practices through improvements such as bioswales, rain gardens, and re-vegetation of cut-over areas. A number of these recommendations have applicability to, and correspond with, the recommendations that were developed as part of the current process.

## **Land Use & Zoning**

Map 2 illustrates the existing land uses throughout the entire Town and Map 3 displays land uses along the Valley Boulevard corridor. While the existing land uses along the corridor vary broadly, approximately 36% of the corridor is considered to be vacant. Commercial land uses account for 16%, while residential land uses account for 15% of the study area. The General Business Zoning District allows a wide range of permitted uses, which greatly influences the diverse mix of existing land uses along the corridor. A break down of all land uses along the corridor is provided in Table 1. A full list of permitted uses in the GB zoning district is displayed in the Appendix of this report.

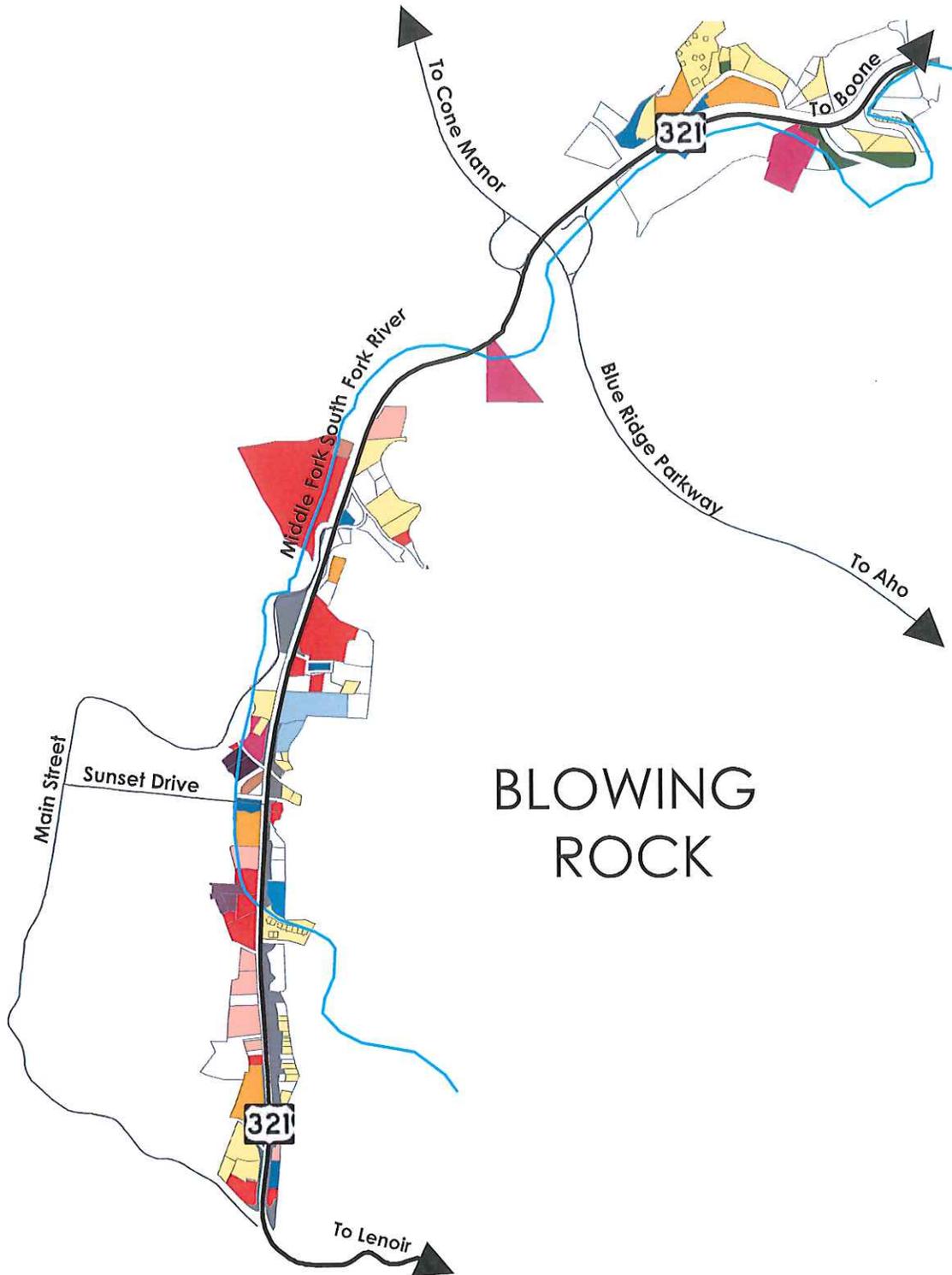
As shown in Map 4, the Study Area mostly coincides with the General Business (GB) Zoning District. The GB district is intended to accommodate the widest range of commercial activities permitted in the Town and tends to cater toward those uses which are automobile oriented.

Specifically related to this study, in 1997, the Town adopted commercial design standards for new construction and renovations that apply to the General Business Zoning and all commercially zoned properties in the Town's zoning jurisdiction. Article 21 of the Land Use Code sets forth an architectural vision based on five primary design criteria: livability; visual impact; vegetation; mobility; and views. Overall, the intent of the regulation is to preserve and protect the "quality and character" of the community. The regulations require a minimum setback of 20 feet; maximum height of 50 feet (on US 321); select building materials and colors; 30% windows and doors; and roof pitch of 6:12 (flat roofs are allowed in downtown Blowing Rock in certain circumstances).

▼ MAP 2: LAND USE



▼ MAP 3: LAND USE ALONG CORRIDOR



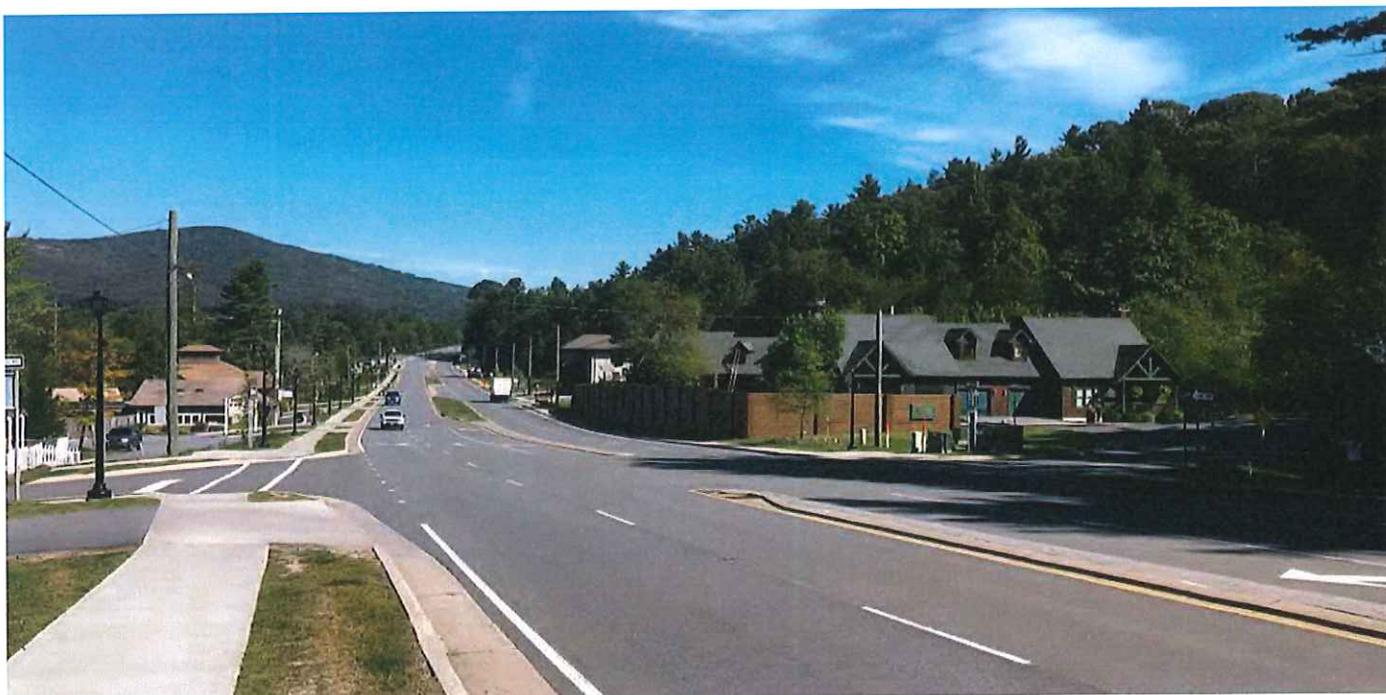
# BLOWING ROCK

- |   |  |  |
|---|--|--|
| <span style="display: inline-block; width: 15px; height: 15px; background-color: red; border: 1px solid black;"></span> Commercial    | <span style="display: inline-block; width: 15px; height: 15px; background-color: darkgreen; border: 1px solid black;"></span> Open Space     | <span style="display: inline-block; width: 15px; height: 15px; border: 1px solid black; background-color: white;"></span> Vacant         |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: brown; border: 1px solid black;"></span> Gas Station | <span style="display: inline-block; width: 15px; height: 15px; background-color: lightblue; border: 1px solid black;"></span> Religious      | <span style="display: inline-block; width: 15px; height: 15px; background-color: darkpurple; border: 1px solid black;"></span> Warehouse |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: blue; border: 1px solid black;"></span> Government   | <span style="display: inline-block; width: 15px; height: 15px; background-color: yellow; border: 1px solid black;"></span> Residential       | <span style="display: inline-block; width: 15px; height: 15px; border-bottom: 2px solid black;"></span> 321 / Valley Boulevard           |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: orange; border: 1px solid black;"></span> Hotel      | <span style="display: inline-block; width: 15px; height: 15px; background-color: pink; border: 1px solid black;"></span> Restaurant          | <span style="display: inline-block; width: 15px; height: 15px; border-bottom: 1px solid black;"></span> Primary Roads                    |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: magenta; border: 1px solid black;"></span> Mixed Use | <span style="display: inline-block; width: 15px; height: 15px; background-color: grey; border: 1px solid black;"></span> Right of Way/ NCDOT | <span style="display: inline-block; width: 15px; height: 15px; border-bottom: 2px solid blue;"></span> Rivers / Streams                  |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: darkblue; border: 1px solid black;"></span> Office   | <span style="display: inline-block; width: 15px; height: 15px; background-color: purple; border: 1px solid black;"></span> Storage           |  |

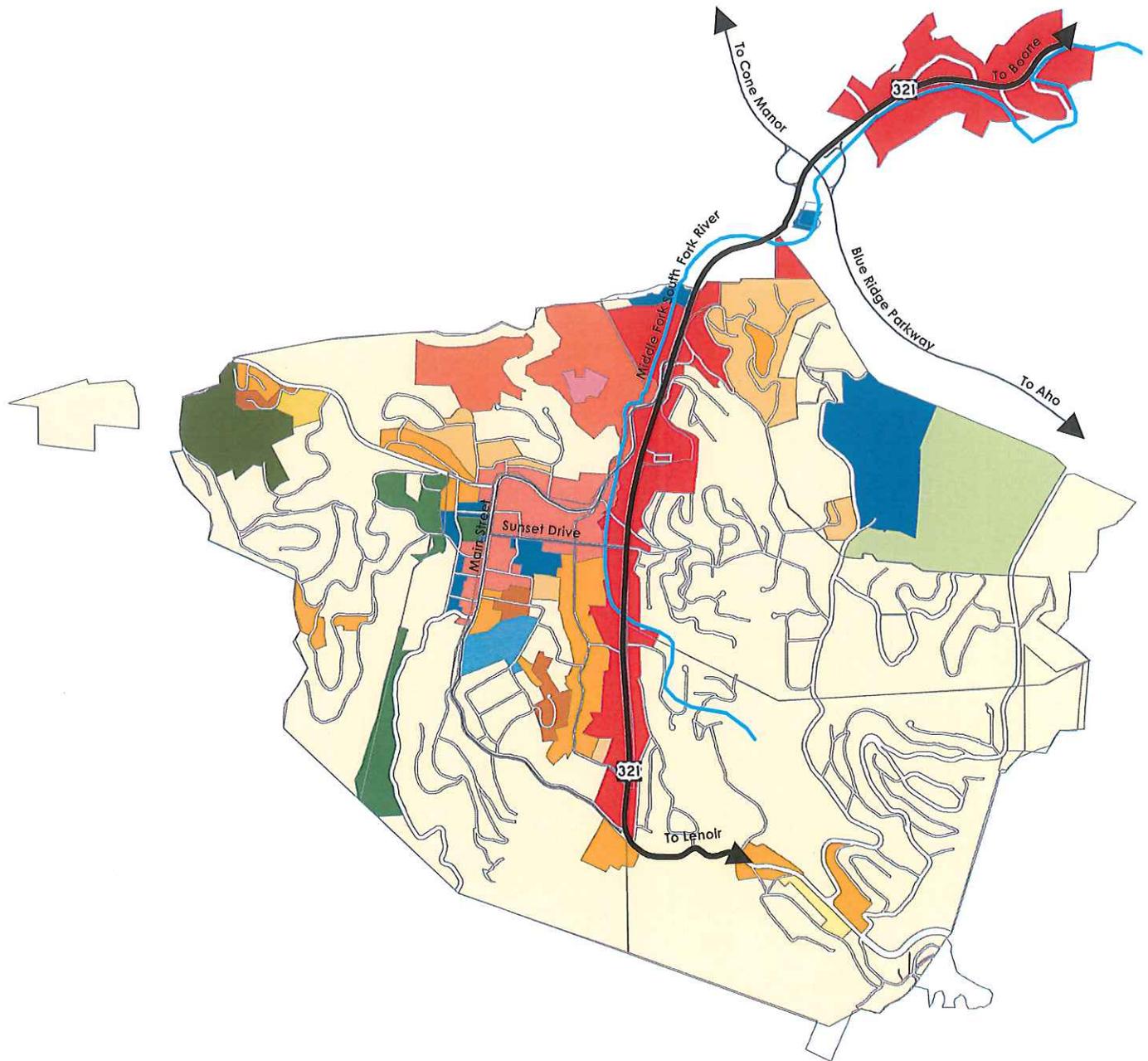
▼ TABLE 1: EXISTING LAND USES ALONG US 321 / VALLEY BOULEVARD

LAND USE	NUMBER OF PARCELS	ACREAGE	PERCENT OF AREA
COMMERCIAL	15	29.5	16%
GAS STATION	2	1.2	<1%
GOVERNMENT	3	1.6	<1%
HOTEL	5	11.3	6%
MIXED USE	3	10.5	6%
OFFICE SPACE	6	3.8	2%
OPEN SPACE	2	4.5	2%
RELIGIOUS	2	5.1	3%
RESIDENTIAL	61	29.0	15%
RESTAURANT	7	8.2	4%
RIGHT OF WAY / NCDOT LAND	16	12.6	7%
STORAGE	2	1.6	<1%
VACANT	54	67.4	36%
WAREHOUSE	2	1.5	<1%
<b>TOTAL</b>	<b>180</b>	<b>187.8</b>	

▼ FIGURE 4: RESIDENTIAL AND COMMERCIAL LAND USES ALONG THE CORRIDOR



▼ MAP 4: ZONING DISTRICTS



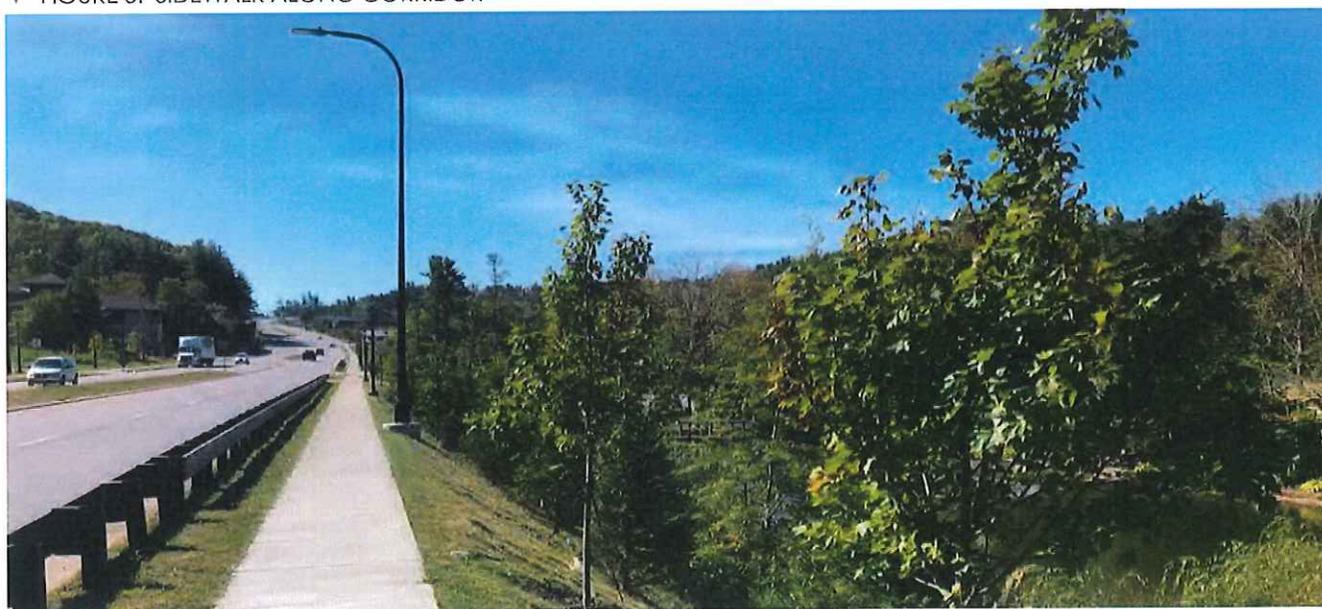
- |  |   |  |
|--|---|--|
|  R - 15   |  General Business          |  321 / Valley Boulevard |
|  R - 10 D |  Central Business          |  Primary Roads          |
|  R - 10 M |  Hospital / Medical Center |  Rivers / Streams       |
|  R - 10 S |  Horse Show Grounds        |  |
|  R - 6 M  |  Office / Institutional    |  |
|  R - 6 S  |  Parks / Green Spaces      |  |
|  R - A    |  PUD - CB                  |  |
|  R - MH   |  PUD - R6M                 |  |

In addition to the architectural standards, new and renovated commercial properties must also consider site design standards. The site design standards, in general, require buildings to be oriented to the street; parking to the side or rear of buildings; street landscaping; tree preservation; screening of utility, mechanical, loading and solid waste areas; a prohibition against mass grading; outdoor lighting standards; and underground utilities.

### **Transportation and Mobility**

Valley Boulevard is predominantly automobile-oriented. However, the recent US 321 widening project included the construction of sidewalks along both sides of the corridor, which has provided more opportunities for people to walk in Blowing Rock as part of their daily routine. As mentioned earlier, with the development of the Middle Fork Greenway in the future, residents and visitors alike will have realistic multi-modal transportation alternatives connecting them by foot and bike to destinations throughout town and along Valley Boulevard.

▼ FIGURE 5: SIDEWALK ALONG CORRIDOR



### **Existing Development Context**

As part of the study process, the Committee reviewed a range of physical attributes that contribute to the context and character of Valley Boulevard. This report highlights new construction and renovation projects since 1997 as identified on Map 5, and general context areas that are identified on Map 7. Map 8 illustrates how the existing development corresponds to the context along the corridor. Map 9 further defines how the lot depth will influence future development and redevelopment along the corridor.

As described above, Map 5 displays the locations of new construction projects and renovation projects since the commercial design guidelines were adopted in 1997. A total of eight projects were considered new construction since the adoption of the guidelines,

while a total of 22 properties that were renovated during the same time frame. Each new construction project and renovation project is listed below.

### *New Construction Projects Since 1997*

- Blowing Rock Furniture
- Outback
- New River Falls Condos
- United Community Bank
- Blowing Rock Fire Station
- Samaritan's Purse Training Center
- Tanawha Realty
- App Ski Visitor's Center

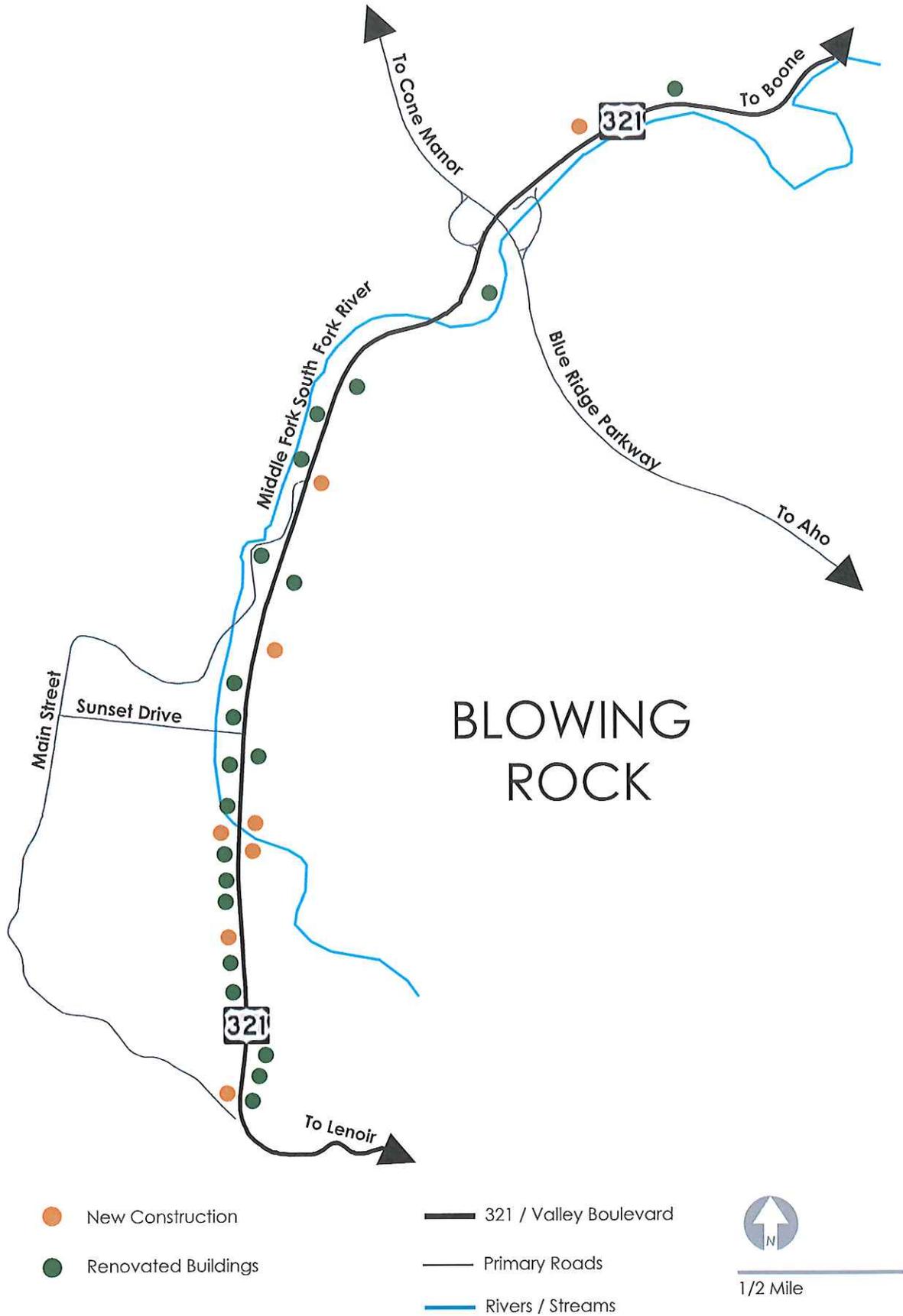
### *Renovation Projects Since 1997*

- Holiday Inn
- Woodlands
- Foggy Rock
- Sunny Rock
- Papa Joe's
- Allen Tate Real Estate
- Blowing Rock Lodge (paint)
- ABC Store
- Village Inn
- Glenwood Condos (roofing)
- Citgo (paint)
- Arete
- Shoppes on Parkway
- Speedway (paint/roof)
- A-1 Pest (paint)
- Blowing Rock Urgent Care
- Subway
- Food Lion (paint/materials)
- My Mountain Home
- Moon Restaurant (materials)
- Water Plant (paint)
- Former Tanner Clothing (materials)

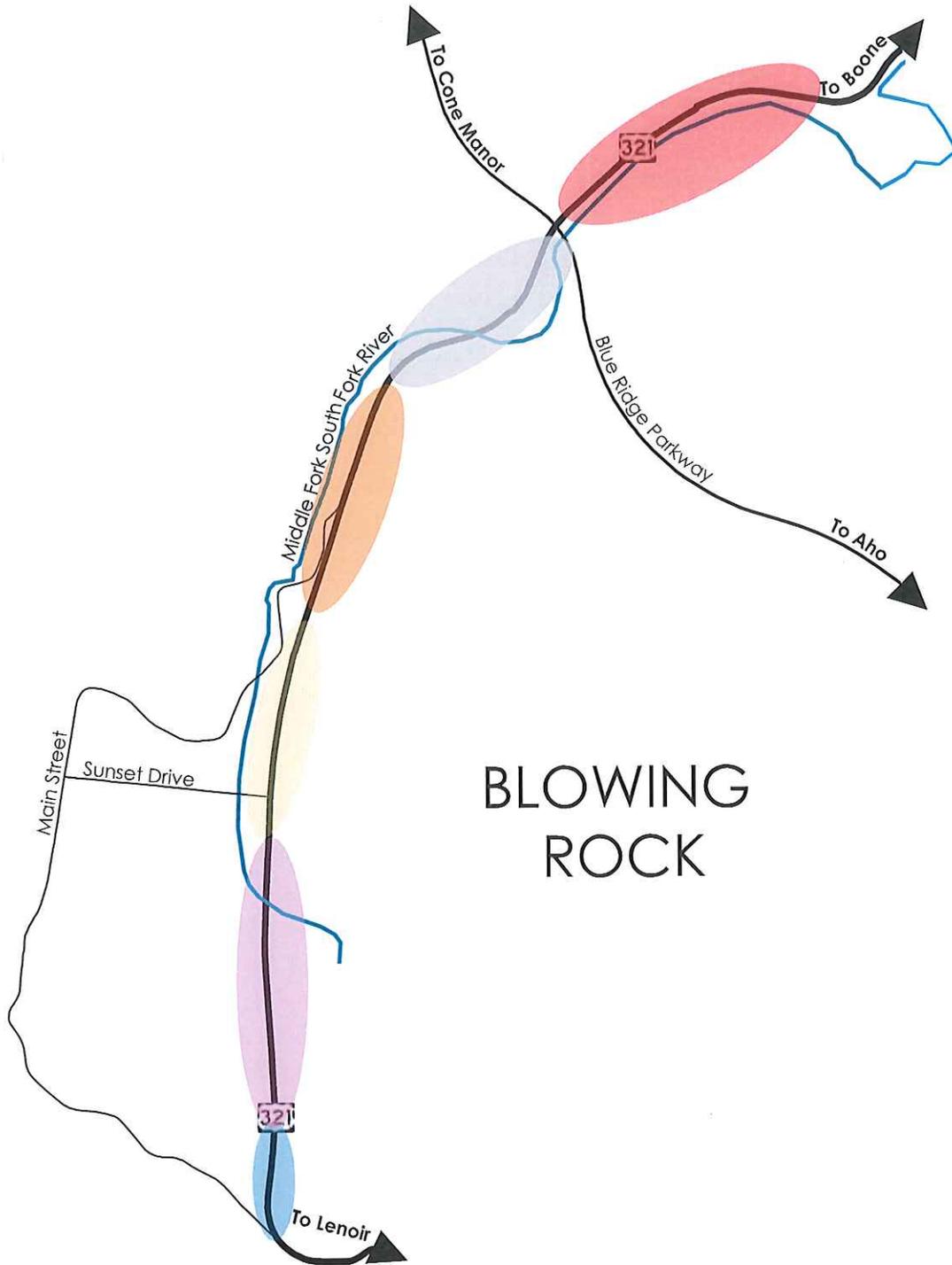
Map 6 details "context areas" which were based on characteristics of the corridor as you progress from south to north. Beginning at the intersection at Main Street to the south and traveling north, the corridor has a downward sloping grade, and is identified as "the descent." Area 2 is labeled "below grade," due to the number of buildings on the west side of Valley Boulevard with their base below the grade of the road (such as the Holiday Inn). The next area, is described as "the ascent" where the roadway begins to slope upward again. Following the ascent is "the outlets / center" area, which is the approximate geographical center of the Study Area and is most aptly defined as the outlets. North of the outlets is described as "sparse development," as much of the land is undeveloped or conserved - this area includes views of Chetola from Valley Boulevard. The last context area is "north of Blue Ridge Parkway," which only includes a few buildings. Map 7 takes these context areas a step further by also including the location of new construction and renovated buildings to provide a more comprehensive graphic of how these elements help define the context of the corridor.

The final map, Map 8, illustrates the vast range in lot depths along the corridor. A large number of the lots on the east side of Valley Boulevard have depths of less than 150 feet. This reduced lot depth is extremely limiting to future development. Along the western side of the roadway, the parcels have a greater lot depth for future development. In addition, many properties north of Blowing Rock Highway have deeper lots; however, the development potential is lower due to the lack of access to urban infrastructure and the large amount of protected land that is part of the Blue Ridge Parkway and National Parks Service properties.

▼ MAP 5: LOCATION OF NEW CONSTRUCTION AND RENOVATION PROJECTS SINCE 1997



▼ MAP 6: CONTEXT AREAS



# BLOWING ROCK

- Context Area 1: The Descent
- Context Area 2: Below Grade
- Context Area 3: The Ascent
- Context Area 4: The Outlets / Center
- Context Area 5: Sparse Development
- Context Area 6: North of the Parkway

- 321 / Valley Boulevard
- Primary Roads
- Rivers / Streams



1/2 Mile

MAP 7: DIAGRAM OF CHARACTERISTICS

DEVELOPMENT TRENDS

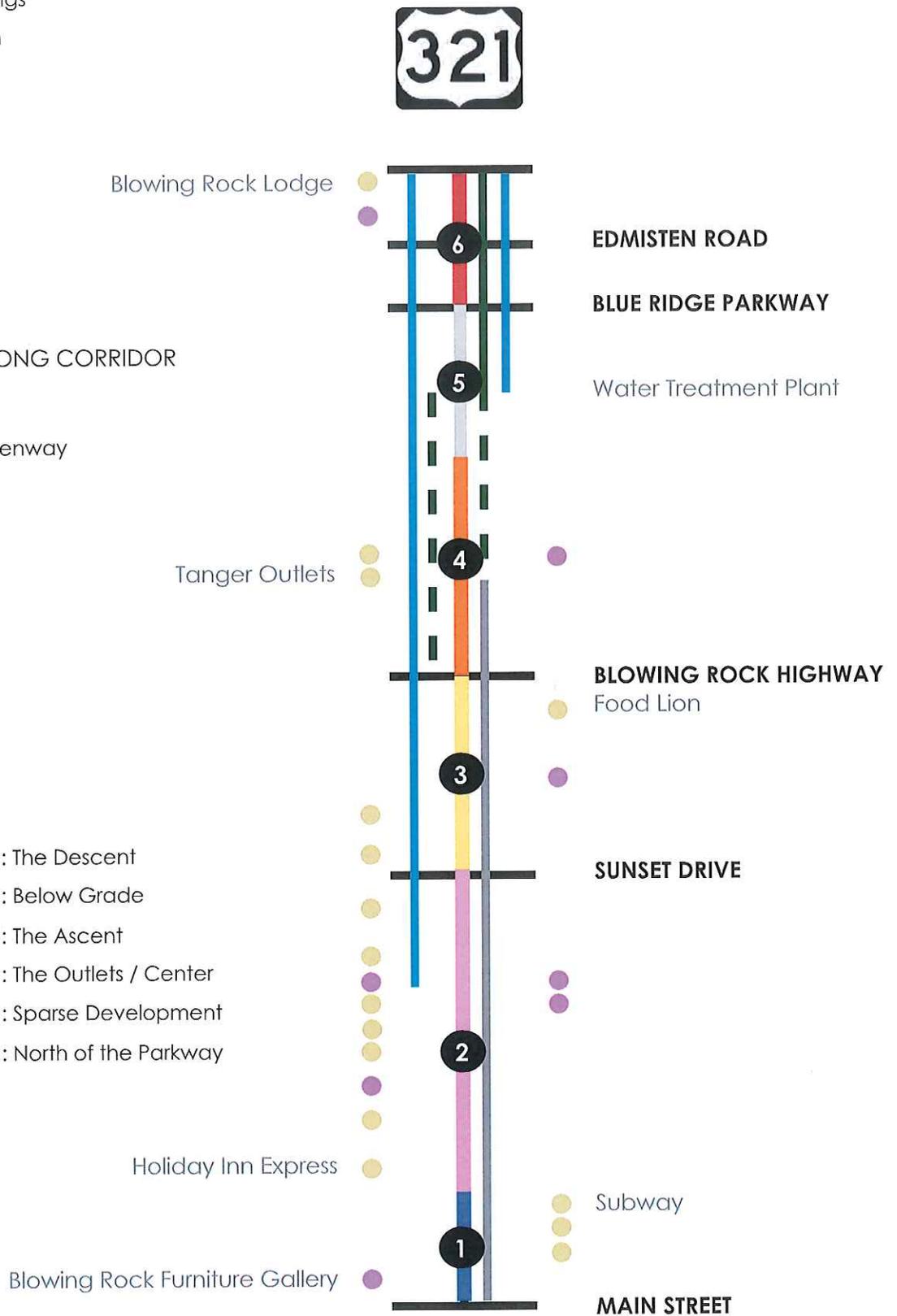
- Renovated Buildings
- New Construction

INFRASTRUCTURE ALONG CORRIDOR

- Roads
- Middle Fork Greenway
- River / Stream
- Sewer System

CONTEXT AREAS

- Context Area 1 : The Descent
- Context Area 2 : Below Grade
- Context Area 3 : The Ascent
- Context Area 4 : The Outlets / Center
- Context Area 5 : Sparse Development
- Context Area 6 : North of the Parkway

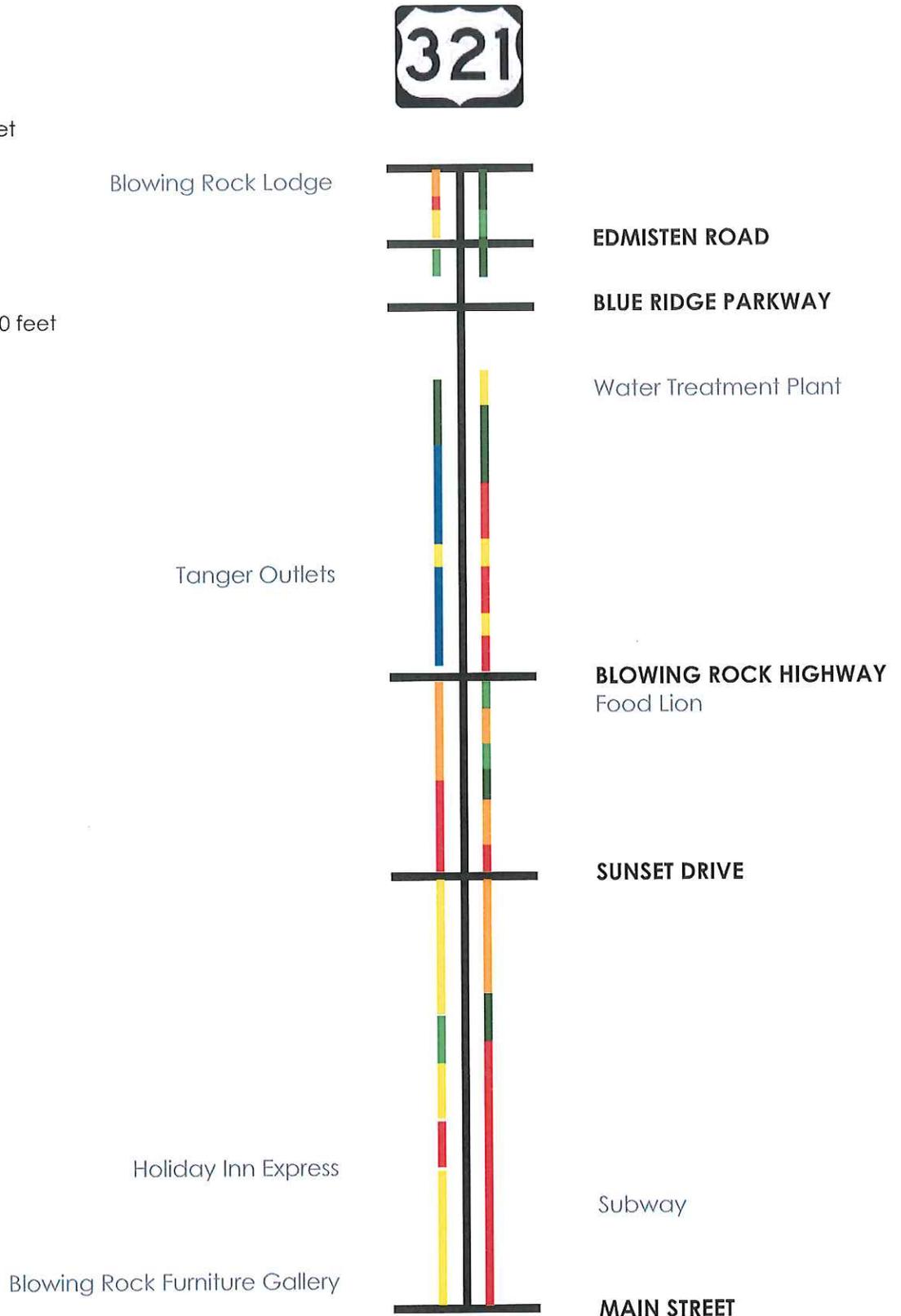


▼ MAP 8: LOT DEPTH ALONG CORRIDOR

— Roads

LOT DEPTH

- Less than 150 feet
- 150 - 250 feet
- 250 - 350 feet
- 350 - 500 feet
- 500 - 600 feet
- Greater than 600 feet





# 3 COMMUNITY VISIONING

During the month of October, two public workshops were held in order to receive input on how well the Town's development vision is being achieved along the corridor specifically related to building design, permitted uses, site design, landscaping, and public improvements. On October 15 and October 29, 2019, Benchmark Planning led interactive community meetings that focused on the review and evaluation of newly constructed and renovated building projects along Valley Boulevard since the adoption of the commercial design guidelines. The presentation also included examples of development types from other communities, and both planned and conceptual improvements along the corridor. Approximately 100 people attended the meetings to share their thoughts and ideas. The presentation slides are displayed in the appendix of this study.

## ***New Construction and Building Renovation Review & Response***

As mentioned above, meeting participants were provided an opportunity to review and provide feedback on the new construction projects and renovation projects permitted since the adoption of the commercial design guidelines. All of the new construction projects were individually displayed during the presentation. The audience was provided an opportunity to observe an image of each project and provide feedback on how consistent the development was with the Town's vision. Using live polling devices, the audience was able to give their opinion on how consistent the project was with their vision and the design guidelines.

After each polling response to the 8 new construction projects, meeting participants engaged in a facilitated discussion to express why they believed each development was either consistent or inconsistent with the vision. At the conclusion of the new construction slides, meeting participants were asked to consider all of the eight projects and respond if the Town's vision is being achieved on Valley Boulevard. A sum of the responses from the two meetings revealed that 84% of the meeting attendees believed that the Town's vision was being achieved through the current design guidelines. Once the review of each new construction project was completed, the meeting participants were provided an opportunity to respond in the same manner for a select group of 6 of the 22 renovation projects since 1997. The results of this process are displayed on the following pages.

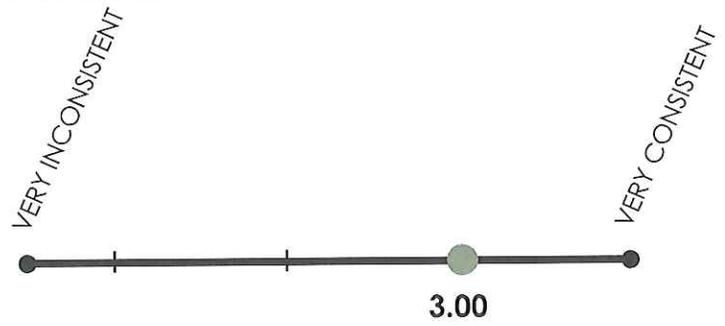
In addition to the live polling responses on specific buildings along Valley Boulevard, the consulting team engaged residents and business owners in discussions about other issues and concerns related to Valley Boulevard. Meeting participants provided input and feedback on building materials, colors, roof pitch, scale and signage. Those in attendance also provided feedback on landscaping, general aesthetics, permitted uses, lighting, stormwater and other concerns.

▼ TABLE 2: COMMUNITY VISIONING RESULTS

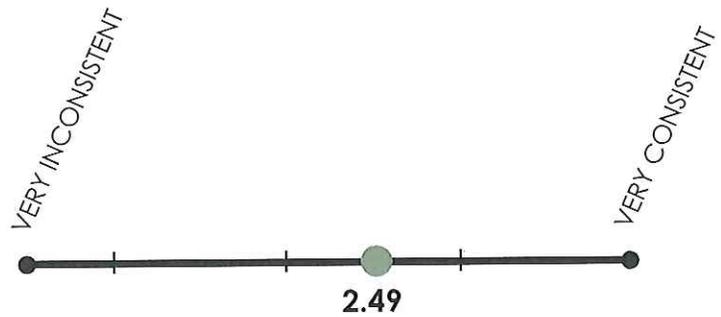
<b>BUILDING</b>	<b>VERY CONSISTENT (%)</b>	<b>CONSISTENT (%)</b>	<b>INCONSISTENT (%)</b>	<b>VERY INCONSISTENT (%)</b>
<b>NEW CONSTRUCTION</b>				
BLOWING ROCK FURNITURE GALLERY	24%	56%	14%	6%
OUTBACK STEAKHOUSE	3%	52%	36%	9%
NEW RIVER FALLS CONDOS	19%	58%	22%	0%
UNITED COMMUNITY BANK	47%	49%	3%	2%
FIRE STATION	30%	45%	22%	3%
SAMARITAN'S PURSE	26%	55%	15%	4%
TANAWHA REALTY	42%	51%	7%	0%
APP SKI VISITOR'S CENTER	20%	45%	21%	15%
	<b>YES</b>		<b>NO</b>	
DO YOU FEEL THE VISION IS BEING ACHIEVED BY NEW CONSTRUCTION	84%		16%	
<b>BUILDING RENOVATIONS</b>				
A-1 PEST CONTROL	6%	30%	43%	22%
BLOWING ROCK URGENT CARE	14%	68%	17%	1%
SUBWAY	6%	61%	30%	2%
SUNNY ROCK	38%	59%	3%	0%
MY MOUNTAIN HOME	34%	54%	9%	3%
ALLEN TATE REAL ESTATE	30%	61%	6%	3%

# NEW CONSTRUCTION POLLING RESPONSES

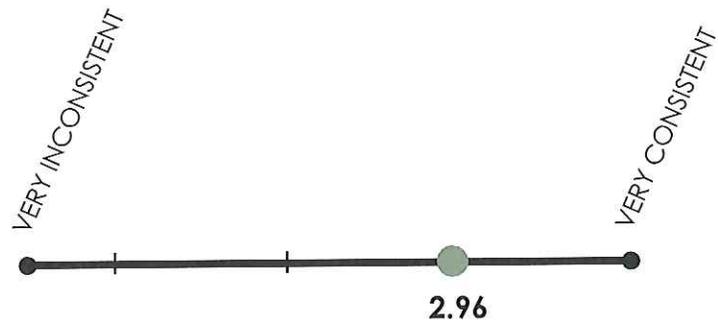
▼ FIGURE 6: BLOWING ROCK FURNITURE GALLERY



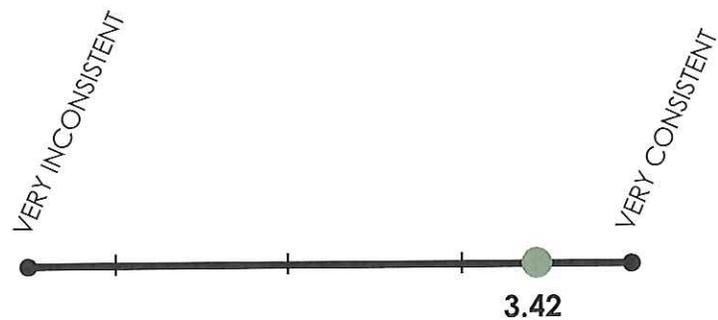
▼ FIGURE 7: OUTBACK STEAKHOUSE



▼ FIGURE 8: NEW RIVER FALLS CONDOS

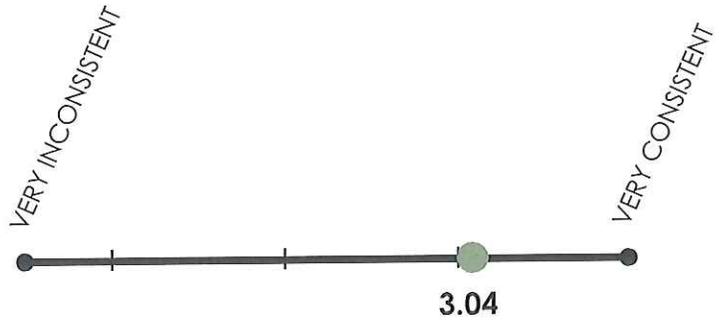


▼ FIGURE 9: UNITED COMMUNITY BANK

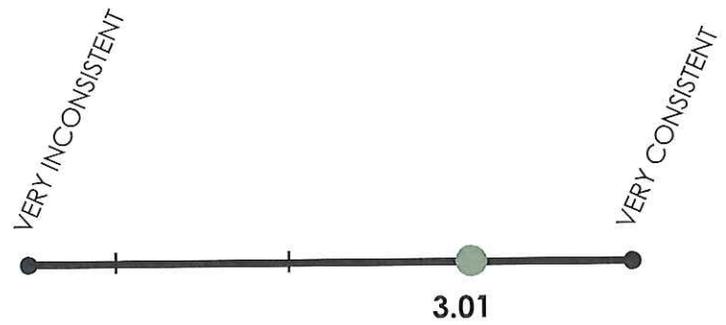


# NEW CONSTRUCTION POLLING RESPONSES

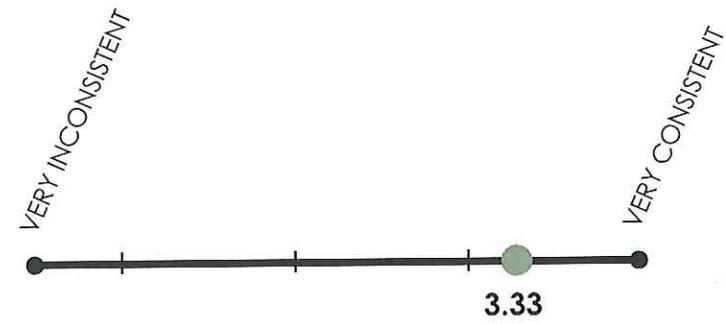
▼ FIGURE 10: FIRE STATION



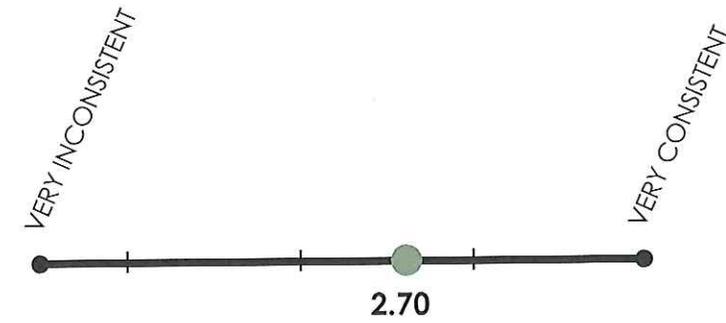
▼ FIGURE 11: SAMARITAN'S PURSE



▼ FIGURE 12: TANAWHA REALTY

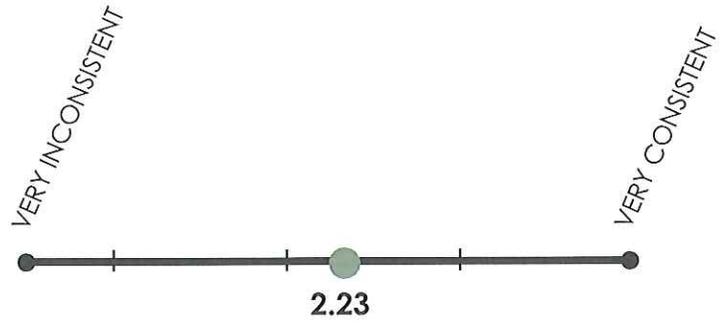


▼ FIGURE 13: APP SKI VISITOR'S CENTER

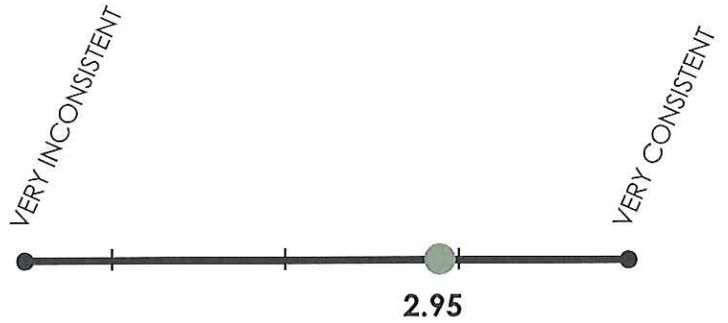


# RENOVATION POLLING RESPONSES

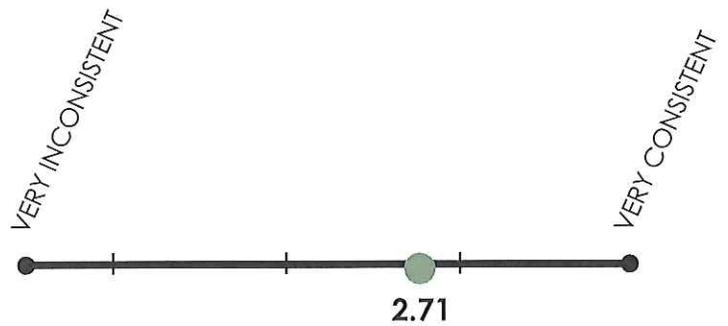
▼ FIGURE 14: A-1 PEST CONTROL



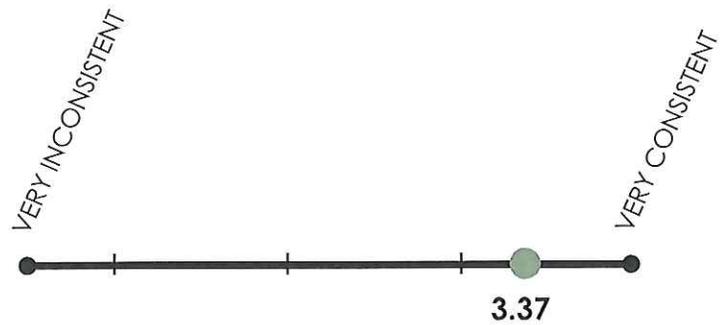
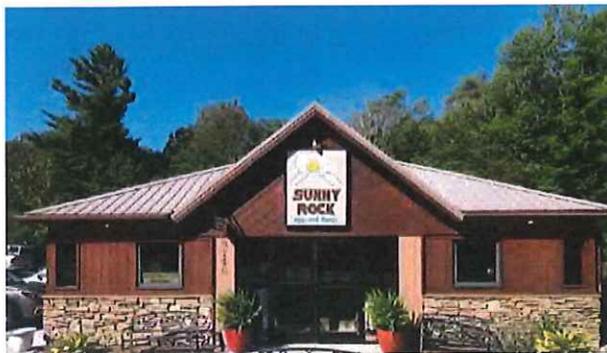
▼ FIGURE 15: BLOWING ROCK URGENT CARE



▼ FIGURE 16: SUBWAY

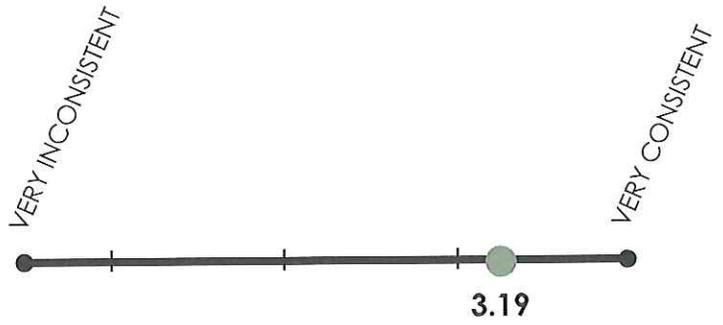


▼ FIGURE 17: SUNNY ROCK

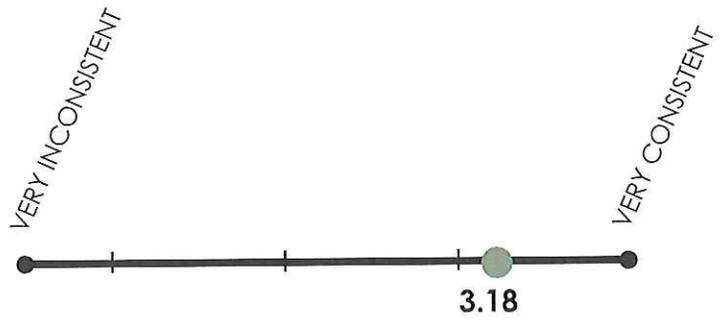
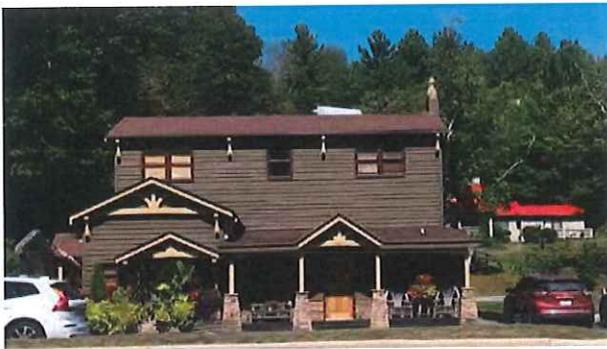


# RENOVATION POLLING RESPONSES

▼ FIGURE 18: MY MOUNTAIN HOME



▼ FIGURE 19: ALLEN TATE REAL ESTATE



▼ FIGURE 20: OCTOBER 29, 2019 PUBLIC MEETING (PHOTO BY THOMAS SHERRILL, WATAUGA DEMOCRAT)



# 4 VISION AND RECOMMENDATIONS

The Land Use Ad Hoc Committee considered the overall input received from the public meetings and the research reviewed during its meetings with Benchmark to develop the vision and recommendations as part of the study report. In general, the public responded positively that the Town was achieving its vision along US 321 / Valley Boulevard. While the overall opinion was positive, with 84% expressing the Town was achieving its vision, additional discussion and responses from the public identified several areas that needed to be improved.

Some of the main issues identified during the process included:

- Consider reducing the permitted maximum height and bulk of buildings
- Consider refining the range of permitted building colors
- Consider limiting the permitted exterior cladding materials
- Continue to prohibit flat roofs
- Continue to require parking on the side and/or rear of buildings
- Consider flexibility in the minimum setback for narrow depth lots
- Consider additional greenway improvements
- Consider additional environmental best practices

## **The Vision**

Valley Boulevard serves as the primary gateway into Blowing Rock, greeting visitors with rustic authenticity and expansive mountain views. The architectural character of the corridor is defined by its setting - with stone and wood clad buildings topped with peaked roofs inspired by the surrounding mountains and the historic architectural vernacular of the town. The Middle Fork Greenway winds along the west side of the corridor, connecting it to other key destinations in town, serving as an amenity for the businesses that front it, and providing natural buffers along streambanks to filter stormwater runoff and improve water quality. Valley Boulevard itself is flanked by a verdant native landscape and well-designed public spaces that evoke its presence in a mountain environment, and complement its rustic architecture, while stacked rock walls are strategically woven into the landscape - emulating those features that are an integral part of the town's historic built environment.

## **The Recommendations**

The committee developed 19 recommendations during the study to address the identified issues and concerns. Specifically, the committee developed Land Use Code recommendations focused on design, procedures and permitted uses. A total of 11 recommendations were developed for the design requirements, 7 recommendations for procedural issues and 1 recommendation for the permitted uses.

## *Design Requirements Modifications*

**1. CREATE STANDALONE DESIGN REQUIREMENTS FOR VALLEY BOULEVARD.** Consider making a more explicit distinction in the Land Use Code between Valley Boulevard, Downtown and other areas by creating a separate set of design criteria for Valley Boulevard. Currently, the design regulations pertain to all commercial buildings, regardless of their location (with some minor distinctions). This approach will allow for a more tailored approach to design issues along Valley Boulevard that are not relevant to downtown.

**2. NARROW SCOPE OF THE COLOR PALETTE.** Amend the Town's Color Palette to limit the range of permitted colors to a more narrow set that is more consistent with the subdued/earth tones desired by the community. For example, specific colors that may conflict with the Blowing Rock vision include P (2103-50), T (1233), T (2098-60), A (194), A (2090-30), and P (925). Examples of colors that align with the Blowing Rock vision include T (1540), P (1530), A (1468), and T (1028). In addition to these examples, all colors should be reviewed prior to draft Land Use Code amendments. See the Appendix for the Town's current Color Palette.  
***Refers to Section 16-21.5.1.***

**3. LIMIT EXTERIOR BUILDING MATERIALS.** Amend the Land Use Code to limit the permitted primary cladding materials to wood and stone and further limit secondary materials. Based on public responses and evaluation by the committee, materials such as brick and stucco are not preferred along Valley Boulevard. Currently, the Land Use Code permits "natural stone found in the area, brick of a color and texture as manufactured in the southeast United States, natural wood siding, or other equivalent materials that are specifically approved by the Planning Board." The committee recommends removing the allowance of brick and "other equivalent materials." In addition, a well defined list of "equivalent materials" should be established. Further limiting the use of secondary materials will assist in achieving the aesthetic vision. ***Refers to Section 16-21.4.***

**4. REDUCE MAXIMUM BUILDING HEIGHT.** Amend the Land Use Code to create a maximum building height and associated setbacks to better align building height with the vision for the corridor. Currently, buildings in the GB Zoning District may not exceed 50 feet and eave heights shall not to exceed 35 feet. Based on the public response and committee evaluation, there is a preference for smaller scale buildings on Valley Boulevard. The committee recommends the consideration of two options to implement this recommendation in the Land Use Code; 1) develop a sliding scale that establishes a maximum height based on the building setback - permitting taller buildings when setbacks from the street are increased; or 2) reduce the maximum building height of all structures to 35 feet (as measured from finished grade at the front of the building to the top of the roof). ***Refers to Section 16-12.6.7.***

**5. REDUCE THE REQUIRED FRONT SETBACKS.** Amend the front setback requirement to permit better use of lots on the east side of Valley Boulevard and eliminate excess front open space to permit better utilization of rear lot areas along the west side. A reduction along the eastern side of the road will better facilitate redevelopment while also maintaining the desired character of the Town. **Refer to Section 16-12.4.**

**6. EXTEND THE GREENWAY.** Develop a plan to extend the greenway along the western side of Valley Boulevard. Once the plan is developed, amend the Land Use Code to require the preservation of the adopted greenway corridor. In order to ensure that the future greenway becomes integrated into the design and activity on Valley Boulevard, it should be preserved through easements and related regulations similar to right-of-way requirements for roadways.

▼ FIGURE 21: MIDDLE FORK GREENWAY EXTENSION CONCEPT

Source: Blowing Rock Comprehensive Plan



*Middle Fork Greenway Extension Concept from Sunset Drive South*

**7. ACTIVATE THE GREENWAY.** Develop amendments to the Land Use Code that will require buildings be designed with "active" orientation (customer facing elements) along the greenway. As shown in Figure 21, requiring new buildings to front the greenway will help increase activity, and thus safety, on the path while also providing economic advantages to those businesses located along the greenway.

**8. INTEGRATE STONE WALLS INTO THE LANDSCAPE.** Consider requiring stacked stone walls along street frontages and in landscaped areas to better integrate the corridor with the established character of Blowing Rock' built environment. Such walls could, for instance, be used to help screen parking and utility areas, help to define the public and private realms, and help to break the monotony of planted landscaped areas. The stone wall requirements should be coordinated with revisions to the landscaping requirements. **Refer to Section 16-21.10, Section 16-21.13, Section 16-21.14, Section 16-21.15, and Section 16-22.2.**

**9. CLARIFY NATURAL LANDSCAPING DESIGN.** Better define "natural" landscaping in the Land Use Code. This may include better defining the use of native landscaping materials, requiring planting patterns that mimic natural / forested landscapes, or similar requirements that will improve the visual appearance of planted areas. The current landscaping on Valley Boulevard varies greatly in appearance and a number of sites have designs which may not be defined as "natural." **Section 16-21.9.**

**10. LIMIT ROOF MOUNTED MECHANICAL EQUIPMENT.** Eliminate options for placing mechanical equipment on rooftops or above eaves / roof lines. Allowing mechanical equipment to be located above the roof lines / eaves of buildings distracts from the intent of the sloped roof requirement, by permitting penetrations and additions to sloped roofs, which are integral to the architectural style and aesthetic that is desired. In those situations where a variance is appropriate, such equipment should be designed, located, and integrated into the roof structure in such a manner that causes the minimum amount of disruption to the integrity of the sloped roof requirement. **Section 16-21.5.2**

**11. REQUIRE ADDITIONAL ARCHITECTURAL ELEMENTS.** Consider developing a point based system to require the inclusion of specific architectural elements on buildings. This would include establishing a minimum number of points required to be met by each site plan / architectural plan in order to be approved. Such a system is intended to give both flexibility to designers, while also encouraging the inclusion of desirable architectural features on new buildings and, where practical, existing buildings when renovated. For example, if the town identified a list of 10 elements (such as covered porches, exposed wooden beams, stone chimneys, slate roofs, etc.) it could then assign a number of points to each element, based on their desirability, difficulty and cost of inclusion. A developer would then be required to meet some point threshold by selecting and including some number of these elements in their building design. **Section 16-21.4.3.**

▼ FIGURE 22: EXISTING LANDSCAPING IN FRONT OF OUTBACK



▼ FIGURE 23: POTENTIAL STONE KNEE WALL LANDSCAPING

Source: Benchmark Planning



## *Procedural Modifications*

**1. REMOVE PERMISSION FOR SUBJECTIVE MODIFICATIONS.** Amend the Ordinance to remove permission for alteration or deviation from design standards by the Town Council or Planning Board. Statements within the code which permit deviations from these regulations, such as **Section 16-12.8 and Section 16-21.18**, reduce the overall effect of the design standards by allowing development which does not meet the Town's Vision.

**2. ELIMINATE NONRESTRICTIVE LANGUAGE.** Eliminate subjective / permissive / non-mandatory language from the Ordinance. Similar to Procedural Modification 1, removing permissive language, such as that found in **Section 16-21.9 and Section 16-21.10**, will force better adherence to the design standards and improve the overall view of the corridor.

## *Permitted Use Modifications*

**DISCOURAGE CERTAIN PERMITTED USES.** Consider amending the table of permitted uses to specifically state that uses such as video / skills arcades, tattoo parlors, palm readers, and similar uses that are incongruent with the vision of the corridor are not permitted in the GB district.

## *Supplementary Recommendations*

**1. IMPLEMENT WAYFINDING.** Implement a unified wayfinding signage plan and implement the installation of the gateway improvements and signage at strategic points along the corridor. Establishing a cohesive aesthetic element throughout Valley Boulevard will help define the roadway as a key entrance to Blowing Rock.

**2. ACQUIRE REMNANT PARCELS.** Work with NCDOT to identify and acquire remnant parcels that may be suitable for public uses and implement plans to improve them as public parks, places for art, or similar attractions. As mentioned by the public and the Land Use Ad Hoc Committee, a number of the remnant parcels from NCDOT's widening of US 321 are undevelopable. While a few may serve maintenance purposes for NCDOT, the others should be used to assist in beautifying the corridor and benefiting the public.

**3. BEAUTIFY VALLEY BOULEVARD.** Install additional landscaping and complementary features such as steep slope stabilization landscaping and stacked rock knee walls along the corridor. Similar to Supplementary Recommendation 2, these improvements should be done on undevelopable properties or portions of properties which are difficult to construct buildings. These projects, similar to those shown in Figures 24, 25 and 26, should be low

maintenance solutions to areas that may not currently meet the Town's intended vision for the appearance of the corridor.

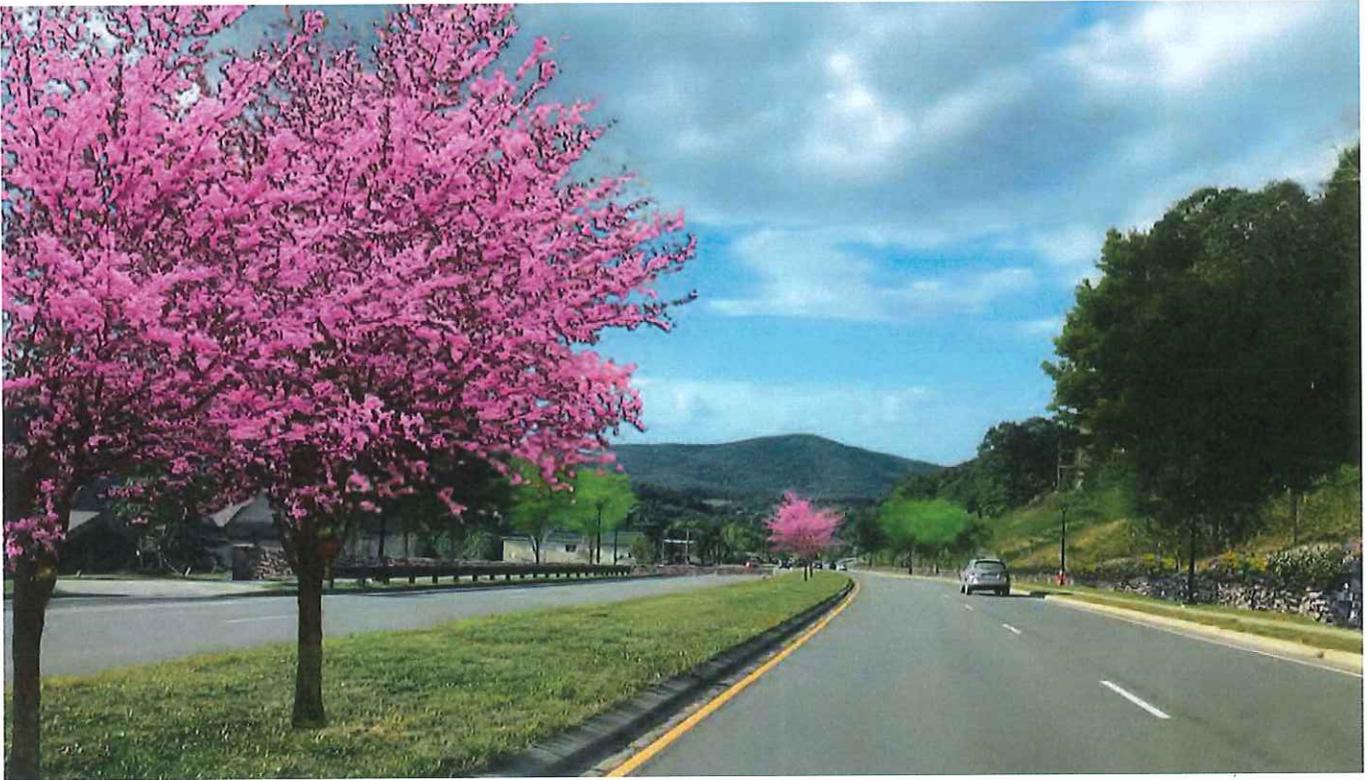
**4. PURSUE PRIVATE BEAUTIFICATION EFFORTS.** Pursue additional private beautification efforts through programs such as landscaping grants, building facade grants, and partnerships with a non-profit for administration. As only a small portion of the area along the corridor will be within the public right of way or acquired by the Town, pursuing beautification efforts on public land will only impact a small portion of views. To further strengthen Supplementary Recommendation 3, the Town should make an active effort to assist private land owners in implementing similar improvements on properties on Valley Boulevard.

**5. PARTNER FOR STORMWATER MANAGEMENT.** The Town should identify opportunities to partner with property owners to install stormwater best management practices consistent with the watershed management plan. This may include depressed grassed swales with landscape plants to filter surface runoff (rain gardens), infiltration trenches and level spreaders, vegetated filter strips (riparian buffers), practices that capture upstream drainage at specific locations, or a combination of all best management practices. These practices would aim to reduce the erosion of stream banks, limit the impact of flooding events, and improve water quality. These best management practices can also be incorporated into the Town's existing stormwater regulations.

▼ FIGURE 24: POTENTIAL SLOPE ALONG CORRIDOR  
Source: Benchmark Planning



▼ FIGURE 25: POTENTIAL CORRIDOR VIEW DURING SPRING WITH THE ADDITION OF STACKED STONE WALLS  
Source: Benchmark Planning; NCDOT Landscaping Plans



▼ FIGURE 26: POTENTIAL CORRIDOR VIEW DURING FALL WITH THE ADDITION OF STACKED STONE WALLS  
Source: Benchmark Planning; NCDOT Landscaping Plans



# 5 IMPLEMENTATION

## *Implementation Strategies*

In order to implement the results of this study, the implementation strategies outlined below contain the most important next steps for the Town to consider. Each of the steps below will help implement the vision and recommendations that resulted from the Land Use Ad Hoc Committee's work, their review of background data and consideration of public input.

### **1. The Planning Board should utilize the results of this study to assist in the development of proposed amendments to the Land Use Code for consideration by the Town Council.**

#### ***LEAD ROLE: PLANNING BOARD***

The Land Use Ad Hoc Committee was formed to study the corridor and provide guidance to the Planning Board as it considers amendments to the Town's Land Use Code related to US 321 / Valley Boulevard. This study provides insight into the development history and input expressed by the public from the meetings held in October. The Committee intends for this study to provide important information for the Town Council and Planning Board to consider while preparing amendments to the Land Use Code.

### **2. Engage NCDOT to discuss additional public space and beautification opportunities.**

#### ***LEAD ROLE: TOWN STAFF AND TOWN COUNCIL***

During the right-of-way acquisition and construction process for the widening of US 321, some properties acquired by NCDOT that remained have been sold, while some other ancillary or left over portions of properties have not yet been sold. The Town should work with NCDOT to identify those parcel remnants and inquire about the potential acquisition of those additional properties for public purposes, specifically beautification opportunities. The Town should also explore a plan for adding landscaping to the steep slopes, particularly along the eastern side of the roadway, through an agreement or other mechanism such as a landscaping easement with NCDOT to beautify the slopes. This enhancement process should also include a plan for the use of stacked rock walls along both sides of the corridor that could also serve a practical function for terracing landscaped areas along the steep slopes of the eastern side of the boulevard.

### **3. Prepare a feasibility study to extend the Middle Fork Greenway.**

#### ***LEAD ROLE: TOWN STAFF***

The extension of Middle Fork Greenway from its current planned terminus on Valley Boulevard presents many opportunities for the Town to improve the quality of life for its

residents, increase tourism amenities, and to improve water quality. The first step should be to prepare Phase I environmental and preliminary engineering studies that will assess the constraints, greenway route options and the overall requirements associated with extending the greenway, including potential costs. The plan should also examine ways to enhance stormwater management and water quality through improvements such as re-establishing the stream bank, increasing vegetative / riparian buffers, and other refinement programs (rain gardens, bioswales, etc). Once a plan is finalized, the Town can work with adjacent property owners, potential funding agencies, non-profits, and others to begin implementing the plan to extend the greenway.

**4. Improve water quality standards in the existing stormwater management regulations.**

***LEAD ROLE: TOWN STAFF AND PLANNING BOARD***

In addition to the water quality improvements incorporated in the Middle Fork Greenway Plan, the Town should consider amendments to its existing stormwater management regulations through the development of enhanced water quality regulations. It is recommended that the Planning Board review potential opportunities to require water quality improvements, such as those listed in the Watershed Management Plan and noted throughout this report, either through an incentive program or as an additional requirement to the stormwater management regulations.

**5. Develop a program to encourage improvements to legacy sites / buildings.**

***LEAD ROLE: TOWN COUNCIL AND TOWN STAFF***

During the process, a common thread of discussion concerned the appearance of existing buildings and properties. The committee and meeting participants inquired about ways to encourage private property owners to enhance the appearance of their properties on Valley Boulevard. In many communities, non-profit business organizations, such as a downtown development association, create site improvement or facade improvement grant programs to help private property owners improve their properties for a public purpose. The Town can explore ways that it can partner with an existing or newly created non-profit organization to administer a building and site improvement grant program targeted for businesses along Valley Boulevard. For example, many places have established matching grant programs to assist with these aesthetic improvements. The grant programs are typically a dollar for dollar match and are capped at a reasonable threshold that reflects the needs and available resources of each individual community.

# APPENDIX

# USES PERMITTED IN THE GENERAL BUSINESS DISTRICT

Z: Use is permissible with a Zoning Permit  
 C: Conditional Use Permit must be obtained  
 ZC: Zoning Permit if less than 1 acre, CUP if greater  
 Blank: Not permitted

USE DESCRIPTION	Z	C	ZC
<b>RESIDENTIAL</b>			
<b>1.100 SINGLE-FAMILY RESIDENCES</b>			
1.110 OTHER THAN MOBILE HOMES			
1.120 MOBILE HOMES			
1.130 SINGLE FAMILY RESIDENCES WITH ACCESSORY APARTMENT			
<b>1.200 TWO-FAMILY RESIDENCES</b>			
1.210 DUPLEX			
1.220 TWO-FAMILY CONVERSION			
1.230 TOWNHOUSES			
<b>1.300 MULTI-FAMILY RESIDENCES</b>			
1.310 OTHER THAN MOBILE HOME PARKS			
1.320 MOBILE HOME PARKS			
1.330 MULTI-FAMILY CONVERSION			
<b>1.400 HOMES EMPHASIZING SPECIAL SERVICES, TREATMENT, OR SUPERVISION</b>			
4.410 HOMES FOR HANDICAPPED OR INFIRM			
1.420 NURSING CARE, INTERMEDIATE			
1.430 CHILD CARE HOMES			
1.440 HALFWAY HOUSES			
1.450 FACILITIES DESIGNED TO PROVIDE A CONTINUUM OF CARE			
<b>1.500 MISCELLANEOUS LONG-TERM ROOMS FOR RENT SITUATIONS</b>			
1.510 ROOMING HOUSES, BOARDING HOUSES			
1.520 FRATERNITIES, SORORITIES, AND SIMILAR HOUSES WITH TEN BEDS OR LESS			
1.530 DORMITORIES, FRATERNITIES, AND SORORITIES WITH MORE THAN TEN BEDS			
<b>1.600 TEMPORARY RESIDENCES</b>			
1.610 TEMPORARY EMERGENCY CONSTRUCTION AND REPAIR RESIDENCES			
1.620 SHORT-TERM RENTAL OF A RESIDENTIAL DWELLING UNIT			
1.630 HOTELS, MOTELS, AND SIMILAR PROVIDING OVERNIGHT ACCOMMODATIONS			
1.640 BED AND BREAKFAST ESTABLISHMENTS			
1.700 HOME OCCUPATIONS			

**USE DESCRIPTION**

**Z C ZC**

USE DESCRIPTION	Z	C	ZC
<b>2.000 SALES AND RENTAL OF GOODS, MERCHANDISE, AND EQUIPMENT</b>			
<b>2.100 COMMERCIAL ACTIVITIES WITHIN A BUILDING</b>			
2.110 HIGH VOLUME TRAFFIC GENERATION			
2.111 MISCELLANEOUS			
2.112 ABC STORES			
2.113 CONVENIENCE STORES			
2.120 LOW VOLUME TRAFFIC GENERATION			
2.130 WHOLESALE SIGNS			
<b>3.000 OFFICE, CLERICAL, RESEARCH, AND SERVICES NOT PRIMARILY RELATED TO GOODS AND MERCHANDISE</b>			
<b>3.100 ALL OPERATIONS CONDUCTED WITHIN A BUILDING</b>			
3.110 OFFICE OF ATTORNEYS, PHYSICIANS, OTHER PROFESSIONS, GOVERNMENTS, ETC.			
3.120 OPERATIONS ATTRACT LITTLE/NO CUSTOMER/CLIENT TRAFFIC, EXCEPT EMPLOYEES			
3.130 OFFICE OR CLINICS OF PHYSICIANS OR DENTISTS			
<b>3.200 OPERATIONS CONDUCTED WITHIN OR OUTSIDE FULLY ENCLOSED BUILDING</b>			
3.210 ATTRACT AND SERVE CUSTOMERS OR CLIENTS ON THE PREMISES			
3.220 ATTRACT LITTLE OR NO CUSTOMER OR CLIENT TRAFFIC - EXCEPT FOR EMPLOYEES			
3.230 BANKS WITH DRIVE-IN WINDOWS			
<b>4.000 MANUFACTURING, PROCESSING, CREATING, REPAIRING, PAINTING, CLEANING, ASSEMBLING</b>			
<b>4.100 ALL OPERATIONS CONDUCTED WITHIN FULLY ENCLOSED BUILDING</b>			
4.110 MAJORITY OF DOLLAR VOLUME BUSINESS DONE IN WALK-IN TRADE			
4.120 MAJORITY OF DOLLAR VOLUME BUSINESS NOT DONE IN WALK-IN TRADE			
<b>4.200 OPERATIONS CONDUCTED WITHIN OR OUTSIDE FULLY ENCLOSED BUILDING</b>			
<b>5.000 EDUCATIONAL, CULTURAL, RELIGIOUS, PHILANTHROPIC, SOCIAL, FRATERNAL USES</b>			
<b>5.100 SCHOOLS</b>			
5.110 ELEMENTARY AND SECONDARY SCHOOLS			
5.120 TRADE OR VOCATIONAL SCHOOLS			
5.130 COLLEGES, UNIVERSITIES, COMMUNITY COLLEGES			
<b>5.200 CHURCHES, SYNAGOGUES, AND TEMPLES</b>			
<b>5.300 LIBRARIES, MUSEUMS, ART GALLERIES, ART CENTERS, AND SIMILAR USES</b>			
5.310 LOCATED WITHIN A BUILDING NOT IN EXCESS OF 3,500 SQUARE FEET			
5.320 LOCATED WITHIN ANY PERMISSIBLE STRUCTURES			
<b>5.4000 SOCIAL, FRATERNAL CLUBS AND LODGES, UNION HALLS, AND SIMILAR USES</b>			

USE DESCRIPTION	Z	C	ZC
5.410 FEATURING LIVE ENTERTAINMENT OR DANCING AT LEAST FOUR DAYS PER MONTH			
5.420 NOT FEATURING LIVE ENTERTAINMENT/DANCING AT LEAST FOUR DAYS PER MONTH			
<b>6.000 RECREATION, AMUSEMENT, ENTERTAINMENT</b>			
<b>6.100 ACTIVITY CONDUCTED WITHIN BUILDING OR SUBSTANTIAL SURFACE</b>			
6.110 BOWLING ALLEYS, RINKS, POOL HALLS, INDOOR ATHLETIC/EXERCISE, SIMILAR			
<b>6.120 MOVIE THEATERS</b>			
6.121 SEATING CAPACITY NOT MORE THAN 300			
6.122 UNLIMITED SEATING CAPACITY			
6.130 COLISEUMS, STADIUMS, OTHER FACILITIES DESIGNED FOR MORE THAN 1,000 PEOPLE			
6.140 ESTABLISHMENT WHERE THREE OR MORE VIDEO GAMES ARE AVAILABLE TO PUBLIC			
<b>6.200 ACTIVITY CONDUCTED PRIMARILY OUTSIDE ENCLOSED BUILDING OR STRUCTURES</b>			
6.210 PRIVATE OWNED OUTDOOR RECREATIONAL FACILITY (GOLF, COUNTRY CLUB, ETC.)			
6.220 PUBLIC OUTDOOR RECREATION FACILITIES (GOLF, TENNIS, SWIMMING, PARKS, ETC.)			
6.230 GOLF DRIVING RANGES NOT ACCESSORY TO GOLF COURSES, ETC.			
6.240 HORSEBACK AND RIDING STABLES			
6.250 AUTOMOBILE AND MOTORCYCLE RACING TRACKS			
6.260 DRIVE-IN MOVIE THEATERS			
<b>6.300 ADULT BUSINESS ESTABLISHMENTS</b>			
<b>7.000 INSTITUTIONAL RESIDENCES OR CONFINEMENT FACILITIES</b>			
7.100 HOSPITALS, CLINICS, MEDICAL TREATMENT FACILITIES IN EXCESS OF 10,000 SF			
7.200 NURSING CARE INSTITUTIONS, INTERMEDIATE CARE INSTITUTIONS, ETC.			
7.250 FACILITIES DESIGNED TO PROVIDE A CONTINUUM OF CARE			
<b>7.300 INSTITUTIONS (NOT HALFWAY HOUSES) WHERE MENTALLY ILL ARE CONFINED</b>			
<b>7.400 PENAL AND CORRECTIONAL FACILITIES</b>			
<b>8.000 RESTAURANTS, BARS, NIGHT CLUBS</b>			
8.100 NO SUBSTANTIAL CARRY OUT, DELIVERY, DRIVE-IN, OUTSIDE CONSUMPTION			
8.200 NO SUBSTANTIAL CARRY OUT, DELIVERY, DRIVE-IN, OUTSIDE CONSUMPTION NOT ALLOWED AFTER 10 PM LOCAL TIME			
8.300 CARRY OUT, DELIVERY, DRIVE-IN, OUTSIDE CONSUMPTION NOT AFTER 10 PM			
8.400 CARRY OUT, DELIVERY, DRIVE-IN, OUTSIDE CONSUMPTION ALLOWED			
8.600 ANY OF ABOVE, PROCEEDS FROM FOOD LESS THAN PROCEEDS FROM ALCOHOL			
<b>9.000 MOTOR VEHICLE-RELATED SALES AND SERVICE OPERATIONS</b>			
9.100 MOTOR VEHICLES SALES OR RENTAL, MOBILE HOME SALES			

USE DESCRIPTION	Z	C	ZC
9.200 SALES WITH INSTALLATION OF MOTOR VEHICLE PARTS OR ACCESSORIES			
9.300 MOTOR VEHICLE REPAIR AND MAINTENANCE, NOT SUBSTANTIAL BODY WORK			
9.400 MOTOR VEHICLE PAINTING AND BODY WORK			
9.500 GAS SALES			
9.600 CAR WASH			
<b>10.000 STORAGE AND PARKING</b>			
10.100 AUTOMOBILE PARKING GARAGES OR LOTS			
10.200 GOODS STORAGE NOT RELATED TO SALE OR USE OF THOSE GOODS ON SAME LOT			
10.210 ALL STORAGE WITHIN COMPLETELY ENCLOSED STRUCTURES			
10.300 PARKING VEHICLES OR STORAGE OF EQUIPMENT OUTSIDE ENCLOSED STRUCTURES			
<b>11.000 SCRAP MATERIALS, SALVAGE YARDS, JUNKYARDS, AUTOMOTIVE GRAVEYARDS</b>			
<b>12.000 SERVICES AND ENTERPRISES RELATED TO ANIMALS</b>			
12.100 VETERINARIAN			
12.200 KENNEL			
<b>13.000 EMERGENCY SERVICE</b>			
13.100 POLICE STATIONS			
13.200 FIRE STATION			
13.300 RESCUE SQUAD, AMBULANCE SERVICE			
13.400 CIVIL DEFENSE OPERATION			
<b>14.000 AGRICULTURAL, SILVICULTURAL, MINING, QUARRYING OPERATIONS</b>			
14.100 AGRICULTURAL OPERATIONS, FARMING			
14.110 AGRICULTURAL OPERATIONS EXCLUDING LIVESTOCK			
14.120 AGRICULTURAL OPERATIONS INCLUDING LIVESTOCK, EXCLUDING COMMERCIAL...			
14.130 SOD FARMING			
14.200 SILVICULTURAL OPERATIONS			
14.300 MINING OR QUARRYING OPERATIONS			
14.400 RECLAMATION LANDFILL			
<b>15.000 MISCELLANEOUS PUBLIC AND SEMI-PUBLIC FACILITIES</b>			
15.100 POST OFFICE			
15.150 PUBLIC MAINTENANCE BUILDING			
15.200 AIRPORT			
15.300 SANITARY LANDFILL			
15.400 MILITARY RESERVE, NATIONAL GUARD CENTERS			

USE DESCRIPTION	Z	C	ZC
<b>16.000 DRY CLEANER, LAUNDROMAT</b>			
<b>17.00 UTILITY FACILITIES</b>			
17.100 NEIGHBORHOOD			
17.200 COMMUNITY OR REGIONAL			
<b>18.000 TOWERS AND RELATED STRUCTURES</b>			
18.100 ANTENNAS NOT PART OF COMMERCIAL TELECOMMUNICATIONS SYSTEM DISTRIBUTION			
18.200 TOWERS FOR NON-COMMERCIAL, INDIVIDUAL USE, 20 FEET IN HEIGHT OR LESS			
18.300 TOWERS FOR NON-COMMERCIAL USE, OVER 20 FEET IN HEIGHT			
18.400 TELECOMMUNICATION TOWERS			
18.500 ALTERNATIVE TOWER STRUCTURES			
18.550 COMMERCIAL WIRELESS TELECOMMUNICATION ANTENNAS			
<b>19.000 OPEN AIR MARKETS AND HORTICULTURAL SALES</b>			
19.100 OPEN AIR MARKETS (FARM AND CRAFT MARKETS, PRODUCE MARKETS)			
19.200 HORTICULTURAL SALES WITH OUTDOOR DISPLAY			
19.300 TEMPORARY SALE OF GOODS, WARES, OR MERCHANDISE WITHIN ROW...			
19.400 TEMPORARY SALE OF FARM OR NURSERY PRODUCTS...			
<b>20.000 FUNERAL HOME</b>			
<b>21.000 CEMETERY AND CREMATORIUM</b>			
21.100 CEMETERY			
21.200 CREMATORIUM			
22.000 NURSERY SCHOOLS, DAY CARE CENTERS			
<b>23.000 TEMPORARY STRUCTURES USED IN CONNECTION WITH CONSTRUCTION OF A PERMANENT BUILDING OR NON-RECURRING PURPOSE</b>			
<b>24.000 BUS STATION</b>			
<b>25.000 COMMERCIAL GREENHOUSE OPERATIONS</b>			
25.100 NO ON-PREMISES SALES			
25.200 ON-PREMISES SALES PERMITTED			
<b>26.000 SPECIAL EVENTS</b>			
<b>27.000 OFF PREMISES SIGNS</b>			
<b>28.000 SUBDIVISIONS</b>			
28.100 MAJOR			
28.200 MINOR			
<b>29.000 COMBINATION USES</b>			

# TOWN OF BLOWING ROCK COLOR PALETTE

P (1488)	P (1501)	P (1530)	P (1521)	T (1546)	T (1540)	A (1491)
P (2138-40)	P (1553)	P (1502)	P (2141-50)	T (1483)	T (1574)	A (1547)
P (2122-20)	P (1579)	P (1571)	P (1556)	T (1483)	T (1582)	A (2135-10)
P (1588)	P (2122-30)	P (1577)	P (Cliffside Gray)	T (1568)	T (1589)	A (2122-10)
P (HC-164)	P (1482)	P (HC-169)	P (1472)	T (HC-163)	T (1568)	A (1617)
P (1587)	P (1613)	P (1607)	P (1608)	A (2118-10)	P (HC-168)	P (HC-169)
P (1472)	P (1478)	T (2112-40)	T (1560)	A (1617)	P (BRIARWOOD)	P (PLATINUM GRAY)
P (1551)	P (1555)	T (1546)	T (1477)	A (1547)	P (1552)	P (997)
P (1005)	P (859)	T (978)	T (1477)	A (2134-10)	P (HC-86)	P (HC-77)
P (985)	P (998)	T (979)	T (1554)	A (2114-10)	P (978)	P (979)

# TOWN OF BLOWING ROCK COLOR PALETTE

P (HC-91)	P (HC-82)	P (HC-45)	P (1037)	T (244)	T (994)	A (2112-20)
P (HC-77)	P (1523)	P (973)	P (HC-78)	T (978)	T (1538)	A (1488)
P (1054)	P (1039)	P (HC-39)	P (235)	P (HC-82)	P (1037)	P (HC-77)
P (1027)	P (1026)	P (1025)	T (1024)	T (1028)	T (1015)	A (2111-10)
P (1077)	P (1033)	P (1032)	P (1031)	T (1036)	T (1022)	A (1001)
P (1013)	P (1234)	P (2103-50)	T (1233)	T (2098-60)	T (1237)	A (2111-10)
P (1027)	P (1159)	T (1226)	T (2096-60)	T (1224)	T (2098-20)	A (2105-10)
P (1113)	P (1069)	P (1110)	P (HC-78)	T (1084)	T (1043)	A (1127)
P (HC-43)	P (HC-44)	P (HC-92)	P (1074)	T (1040)	A (1073)	A (1085)
P (244)	P (HC-44)	P (247)	P (HC-19)	P (HC-94)	P (1516)	P (1078)

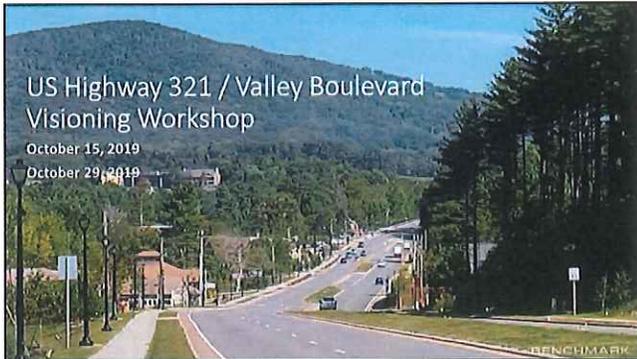
# TOWN OF BLOWING ROCK COLOR PALETTE



# TOWN OF BLOWING ROCK COLOR PALETTE

P (1567)	P (1571)	P (1570)	T (1553)	T (1580)	T (1581)	A (1582)
P (HC-142)	P (HC-143)	T (2123-40)	T (692)	T (644)	A (2136-30)	P (699)
T (703)	T (702)	P (719)	T (HC-149)	T (1634)	T (HC-142)	T (HC-141)
P (1649)	P (1621)	P (1634)	T (2131-60)	T (HC-159)	T (1637)	A (2136-20)
A (833)	A (2126-30)	A (1629)	P (2124-30)	P (2133-50)	P (2124-40)	P (2124-50)
T (2126-30)	T (1671)	A (1442)	A (2116-10)	A (2085-10)	A (1183)	A (2102-10)
A (2005-10)	A (1218)	A (2090-30)				
P (974)	P (NAVAJO WHITE)	P (953)	P (1079)	P (1037)	P (SAILCLOTH)	P (906)
P (246)	P (LINEN WHITE)	P (925)	P (BONE WHITE)	P (857)	P (1507)	P (1499)
P (1457)						

# PUBLIC PRESENTATION FROM OCTOBER 2019



1

### Overview

- Ad Hoc Committee formed to study the US Highway 321 Corridor (Spring 2019)
- Consultant recently hired to assist the Ad Hoc committee with the study
- Evaluate existing uses and regulations
- Develop a vision for the corridor
- Prepare recommendations

2

### Tonight's Meeting Focus

- Gather input on the following for the corridor:
  - Building Design and Uses
  - Site Design and Landscaping
  - Public Improvements
- Input will help create a future vision for the corridor

3

### Context

4

### Blowing Rock Town Vision

- Vibrant, mountain resort community
- Authenticity and unique sense of place
- Abundant opportunities

### Valley Boulevard Vision

- Maintain character of the Town
- Limited "franchise" architecture
- Public improvement opportunities (parking, open space, landscaping, wayfinding)

5

### Architectural Vision

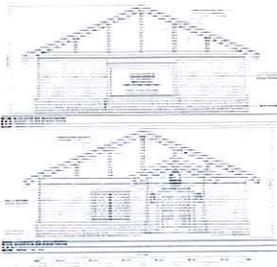
- Established in, and regulated by, Article 21 of the Land Use Code
- Five Primary Design Criteria
  - Livability
  - Visual Impact
  - Vegetation
  - Mobility
  - Views
- Limited visual examples provided in Appendix F
- Overall intent is to preserve and protect "quality and character" of the community

6

# PUBLIC PRESENTATION FROM OCTOBER 2019

### What is currently required?

- Minimum Setback: 20 feet
- Maximum Height: 50 feet
- Select Building Materials and Colors
- No more than 2 primary materials; and no more than 3 colors
- At least 30% Windows and Doors
- Roof Pitch 6:12
- Downtown vs. Valley Boulevard



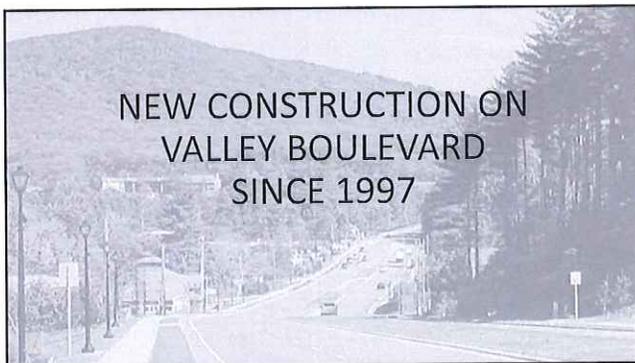
7

### Development Activity

- Commercial Design Standards since 1997
- 8 new construction projects since '97
- 22 renovation projects since '97
- 10 properties remain vacant



8



9

### New Construction

- Blowing Rock Furniture
- Outback
- New River Falls Condos
- United Community Bank
- Blowing Rock Fire Station
- Samaritan's Purse Training Center
- Tanawha Realty
- App Ski Visitor's Center



10

### Blowing Rock Furniture Gallery




11

### Do you feel the development is consistent with the Town's vision?



25%	1. <b>Very Consistent</b>
25%	2. <b>Consistent</b>
25%	3. <b>Inconsistent</b>
25%	4. <b>Very Inconsistent</b>



12

# PUBLIC PRESENTATION FROM OCTOBER 2019

Outback Steakhouse




13

Do you feel the development is consistent with the Town's vision?



25% 1. **Very Consistent**  
 25% 2. **Consistent**  
 25% 3. **Inconsistent**  
 25% 4. **Very Inconsistent**



14

New River Falls Condos




15

Do you feel the development is consistent with the Town's vision?



25% 1. **Very Consistent**  
 25% 2. **Consistent**  
 25% 3. **Inconsistent**  
 25% 4. **Very Inconsistent**



16

United Community Bank




17

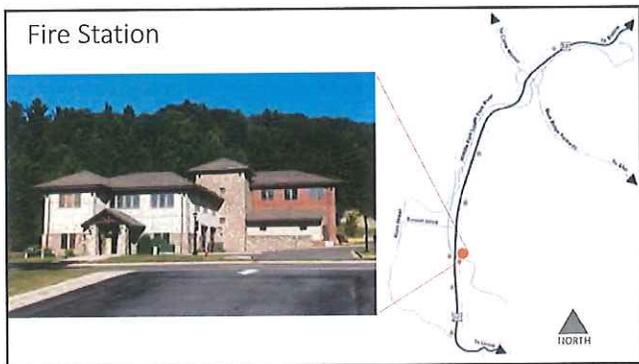
Do you feel the development is consistent with the Town's vision?



25% 1. **Very Consistent**  
 25% 2. **Consistent**  
 25% 3. **Inconsistent**  
 25% 4. **Very Inconsistent**



18

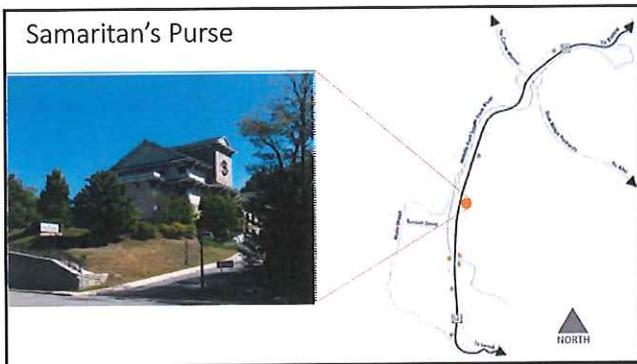


19

Do you feel the development is consistent with the Town's vision?

25% 1. **Very Consistent**  
 25% 2. **Consistent**  
 25% 3. **Inconsistent**  
 25% 4. **Very Inconsistent**

20

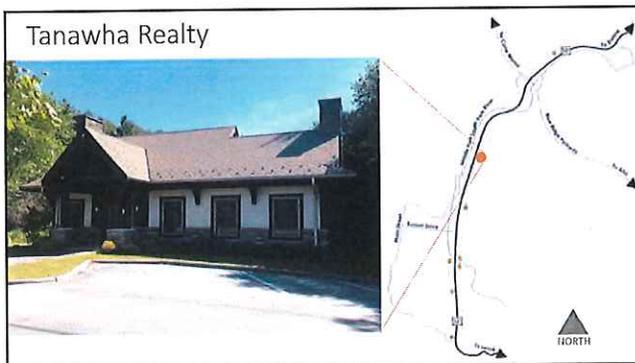


21

Do you feel the development is consistent with the Town's vision?

25% 1. **Very Consistent**  
 25% 2. **Consistent**  
 25% 3. **Inconsistent**  
 25% 4. **Very Inconsistent**

22



23

Do you feel the development is consistent with the Town's vision?

25% 1. **Very Consistent**  
 25% 2. **Consistent**  
 25% 3. **Inconsistent**  
 25% 4. **Very Inconsistent**

24

### App Ski Visitor's Center




NORTH

25

Do you feel the development is consistent with the Town's vision?



25%	1. Very Consistent
25%	2. Consistent
25%	3. Inconsistent
25%	4. Very Inconsistent



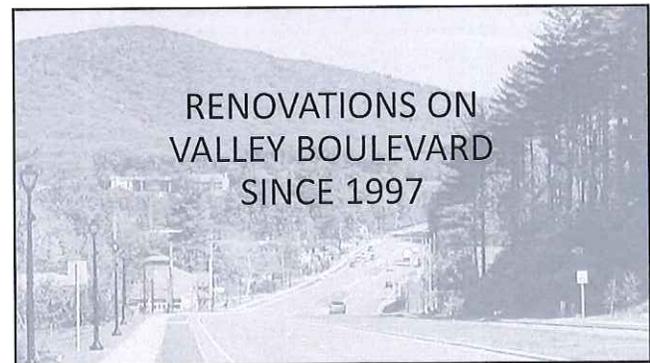
26

Considering the new construction that has taken place since 1997, is the Town's vision being achieved on Valley Boulevard?

50%	1. Yes
50%	2. No



27



28

### Renovations

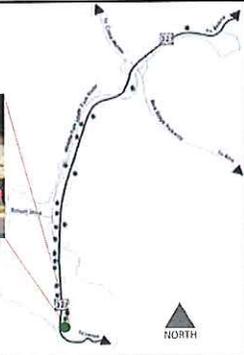
<ul style="list-style-type: none"> <li>Holiday Inn</li> <li>Woodlands</li> <li>Foggy Rock</li> <li>Sunny Rock</li> <li>Papa Joe's</li> <li>Allen Tate Real Estate</li> <li>Blowing Rock Lodge (paint)</li> <li>ABC Store</li> <li>Village Inn</li> <li>Glenwood Condos (roofing)</li> <li>Citgo (paint)</li> <li>Arete</li> </ul>	<ul style="list-style-type: none"> <li>Shoppes on Parkway</li> <li>Speedway (paint/roof)</li> <li>A-1 Pest (paint)</li> <li>Blowing Rock Urgent Care</li> <li>Subway</li> <li>Food Lion (paint/materials)</li> <li>My Mountain Home</li> <li>Moon Restaurant (materials)</li> <li>Water Plant (paint)</li> <li>Former Tanner Clothing (materials)</li> </ul>
---	--



NORTH

29

### A-1 Pest Control

NORTH

30

# PUBLIC PRESENTATION FROM OCTOBER 2019

Do you feel the renovation is consistent with the Town's vision?

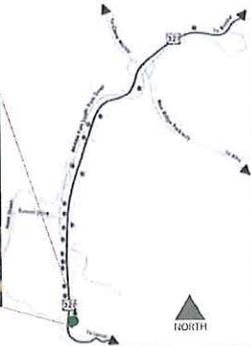


25% 1. **Very Consistent**  
 25% 2. **Consistent**  
 25% 3. **Inconsistent**  
 25% 4. **Very Inconsistent**



31

Blowing Rock Urgent Care


32

Do you feel the renovation is consistent with the Town's vision?

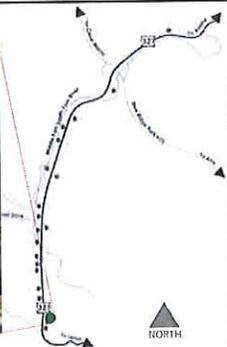


25% 1. **Very Consistent**  
 25% 2. **Consistent**  
 25% 3. **Inconsistent**  
 25% 4. **Very Inconsistent**



33

Subway


34

Do you feel the renovation is consistent with the Town's vision?



25% 1. **Very Consistent**  
 25% 2. **Consistent**  
 25% 3. **Inconsistent**  
 25% 4. **Very Inconsistent**



35

Sunny Rock





36

# PUBLIC PRESENTATION FROM OCTOBER 2019

Do you feel the renovation is consistent with the Town's vision?



25% 1. **Very Consistent**  
 25% 2. **Consistent**  
 25% 3. **Inconsistent**  
 25% 4. **Very Inconsistent**



37

My Mountain Home





38

Do you feel the renovation is consistent with the Town's vision?



25% 1. **Very Consistent**  
 25% 2. **Consistent**  
 25% 3. **Inconsistent**  
 25% 4. **Very Inconsistent**



39

Allen Tate Real Estate





40

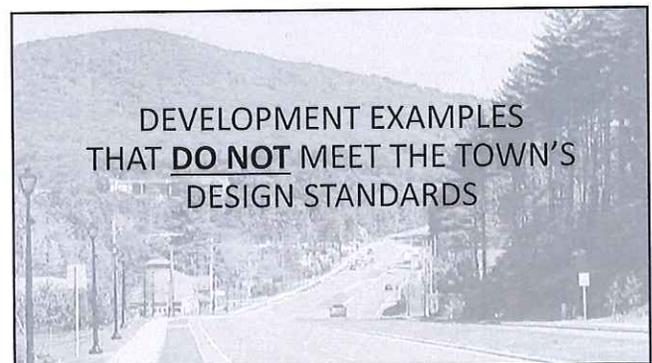
Do you feel the renovation is consistent with the Town's vision?



25% 1. **Very Consistent**  
 25% 2. **Consistent**  
 25% 3. **Inconsistent**  
 25% 4. **Very Inconsistent**



41



42

# PUBLIC PRESENTATION FROM OCTOBER 2019



43



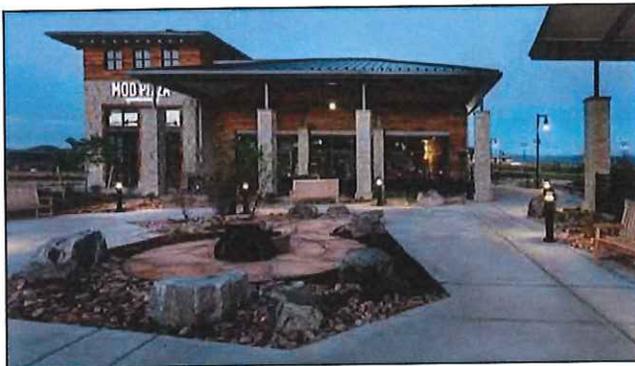
44



45



46



47



48

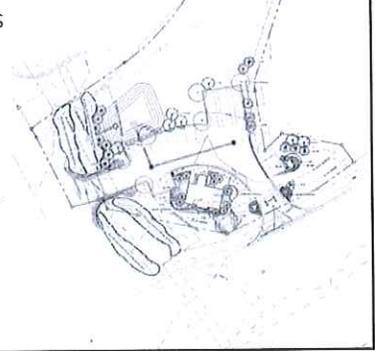
# PUBLIC PRESENTATION FROM OCTOBER 2019



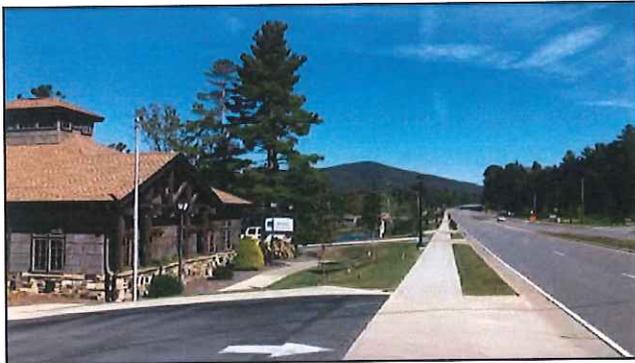
49

### Site Design Standards

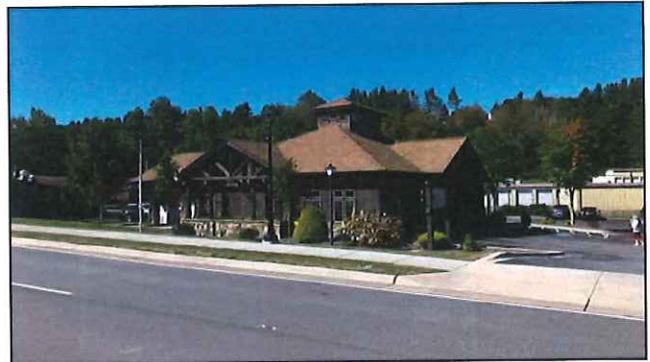
- Buildings Oriented to Street
- Parking - Side or Rear
- Street Landscaping
- Tree Preservation
- Screening of Utility, Mechanical, Loading, and Solid Waste Areas
- Mass Grading Prohibited
- Outdoor Lighting Standards
- Underground Utilities



50



51



52



53



54

# PUBLIC PRESENTATION FROM OCTOBER 2019



55



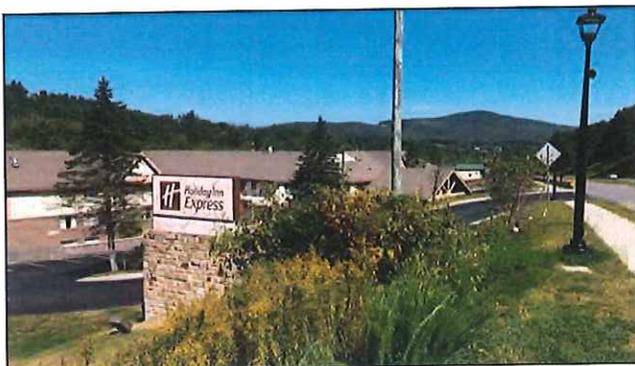
56



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58



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# PUBLIC PRESENTATION FROM OCTOBER 2019



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# PUBLIC PRESENTATION FROM OCTOBER 2019



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71

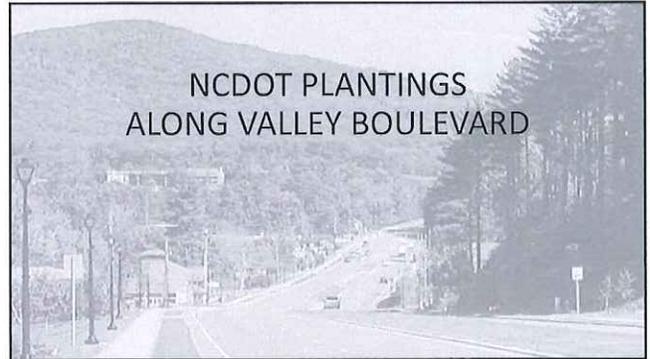


72

# PUBLIC PRESENTATION FROM OCTOBER 2019



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74



75



76



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78

# PUBLIC PRESENTATION FROM OCTOBER 2019



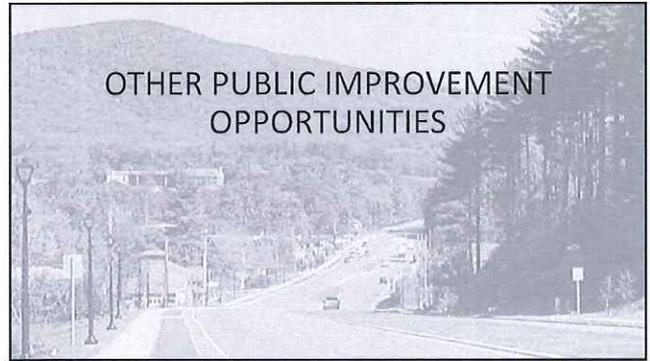
79



80



81



82



83



84

# PUBLIC PRESENTATION FROM OCTOBER 2019



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86



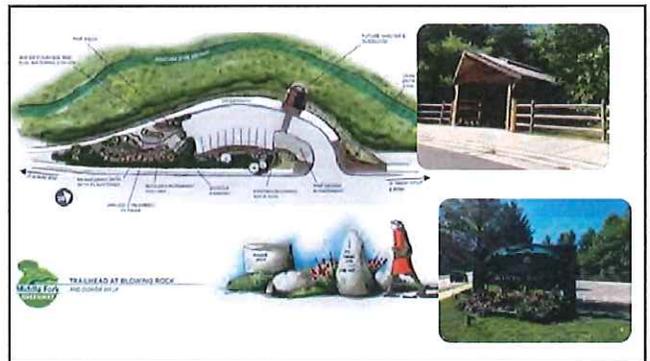
87



88



89



90

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