

Town of Fletcher  
Agenda Review Meeting  
Minutes  
October 9, 2019  
"Wednesday"

Call the meeting to order: 06:01 pm

Those who were in attendance are as follows:

Mayor Rod Whiteside  
Mayor Pro-Tem Eddie Henderson  
Councilman Bob Davy  
Councilman Hugh Clark  
Councilwoman Sheila Franklin  
Planning & Zoning Director Eric Rufa  
Town Manager Mark Biberdorf

Invocation:

Pledge of Allegiance:

\*\*\*Public Comment\*\*\*

**Chris Lance 232 Alliance Page Road Fletcher** commented on the proposed new burning ordinance asking council to consider people who have large parcels of land that burning be grandfathered in because it would be really hard to get all the brush to the curb.

Approval of minutes-corrections, additions or deletions.  
(9/3, 9/9)

No comments were made at this time on the minutes.

**Council Updates**

None at this time

**Consent Agenda**

Tax refunds/releases

Approval of Resolution R-19-09 on financing terms and documents for the Economic Development Property Acquisition project.

Approval of Grace Deal to serve another 3yr term on the Planning & Zoning Board which would expire in 11/22.

Approval of Resolution R-19-10 to authorize and direct the town manager to engage outside counsel in certain Quasi-Judicial actions.

**Town Manager Mark Biberdorf** went over the Resolution for financing from bond council on the 15 yr. term loan with First Bank for the Economic Development project.

**Town Manager Mark Biberdorf** spoke on Resolution R-19-10 for him to get outside council for advising the ZBA board on the hearing. (Electronic gaming machines)

**Public Hearing to consider Rezoning # 2019-01 PIN# 9643-94-9427 from R-2 (residential) to C-2 (commercial)-Eric Rufa, Planning & Zoning Director.**

**Planning & Zoning Director Eric Rufa** stated that this is the rezoning hearing concerning the property on Rutledge Road that has been previously delayed several times. It had been under contract several times but has fallen through so the owner has the intent of going through with the hearing next week. Whatever the outcome of the hearing next week this may not be the end of us hearing about this property. There has been interest in this property that could surface with a conditional use application in the near future.

**Mayor Whiteside** asked was there anymore from council on this item at this time?

Council had no other comments/questions at this time.

**Consideration of amending Ordinances 0-05-03 regulating open burning in the town limits-Mark Biberdorf, Town Manager.**

**Town Manager Mark Biberdorf** stated you have in your packet two things in follow up on our discussion of regulating open burning and issuing burn permits. This came about and after doing some research and discovering that NC Administrative code prohibits municipalities from providing burn permits for yard debris where they provide brush collection. I talked about bringing an ordinance back that formalizes this. I modeled this one after Apex and it basically states that open burning is not allowed but it does give exceptions for example like outdoor cooking

or a campfire. Basically we would stop issuing burn permits if you pass this ordinance.

Discussion Followed:

**Councilwoman Sheila Franklin** commented on the issue with multiple acres and fallen trees on the property and not being able to get it to the curb. She mentioned possibly some verbage or special use for someone who has the need. Maybe special permission for once a year if you have that need.

Discussion Followed:

**Town Manager Mark Biberdorf** stated that he would be willing to call the forestry service to see what the issue is when people have multiple acres and bring this information back next week.

#### **Update on legislative goals list for 2019-2020-Mark Biberdorf, Town Manager.**

**Town Manager Mark Biberdorf** stated that he has the list from last year with a couple of revisions and I reviewed this against the League of Municipalities list. Item #6 seeking legislation for enhanced local revenue resources. A suggestion for a local option of sales tax or occupancy tax. Impact for fees for transportation is another option. Item # 9 efforts to allow broadband more flexibility for local governments if they want to get into the business of leasing fiber back to private industries.

Discussion Followed:

#### **Comments from the Town Manager Mark Biberdorf.**

The Recycling carts were delivered today for distribution and public works will be loading them up for delivery to residents soon. We have had 80 or so that are not going to take the carts because they simply do not have the space in their garage. (Stafford Crossing, Townes of Bagwell Mills and Townes of Connor Creek).

On the Continental Automotive Closing, Brittney Brady and the staff from the Partnership did everything they could to try and convince them to change their mind.

This has been going on for about 18 months now. They are doing some restructuring of the company. They are working on incentives to try and keep employees until they close the plant. They plan on closing in 2022. This will be a big hit to the tax base. The positive side to this is that we do not have a lot of buildings in the area and this is a good site for a potential new manufacturer.

#### Discussion Followed:

We are doing traffic studies due to some complaints from residents in South Chase on speeding and cut through traffic in their neighborhood. I don't know if we want to get into regulating no through traffic in neighborhoods. What we are going to do right now is some traffic monitoring in the neighborhood with the equipment that Public Works has and see what we get. Also there has been some complaints on Pressley Hill Road and a resident requesting speed bumps. We are going to put the monitoring equipment on Pressley Hill Road first and then move it to South Chase Road afterwards.

I got a call from Chuck McGrady's office today concerning the contingency funding assistance for the flashing light at Hooper's Creek and Wildbriar Road he is going to meet with me on Friday morning and we are going to go out there and take a look at it.

The Henderson County Partnership for Economic Development Dinner is on October 17, from 5:00 to 8:00 at Berkley Park.

On the Hwy 25 corridor project the change order has been issued for curb cuts and brick loses around the light posts. Then the stamped asphalt crosswalk and the lane narrowing will then be done.

#### Discussion Followed:

On the Town Center project all of our contracts are done and Ken Youngblood signed his contract as well. We will close next week on bank financing. Everything is tied up about 5 acres and Eric and I have a meeting set up to see if we can use rail road right of way. Joe (town attorney) is doing title searches on the properties. We had a really good meeting with company that does retail development and they are working up some sight plans.

On the Marketing analysis, Kathleen Rose and her suggestions, results of survey and our next steps will be on October 24 at 4:30 for a special call meeting.



**Mayor Whiteside** asked for a motion to adjourn and it was so moved by Mayor Pro-Tem Eddie Henderson and seconded by Councilman Bob Davy.

Adjourned: 07:17 pm

Approved:

11-12-19  
Date

Rod A. Whiteside  
Mayor Rod Whiteside

Town of Fletcher  
Council Meeting  
Minutes  
October 14, 2019

Call the meeting to order at: 07:00 pm

Those who were in attendance are as follows:

Mayor Rod Whiteside  
Mayor Pro-Tem Eddie Henderson  
Councilwoman Sheila Franklin  
Councilman Hugh Clark  
Councilman Bob Davy  
Town Manager Mark Biberdorf  
Assistant Town Manager Heather Taylor  
Planning & Zoning Director Eric Rufa  
Police Chief Erik Summey  
Parks & Recreation Director Greg Walker  
Public Works Director Jabbo Pressley

Invocation: Mayor Pro-Tem Eddie Henderson  
Pledge of Allegiance: Mayor Rod Whiteside

\*\*\*Public Comment\*\*\*

**Donnie Grindstaff of 197 Roberta Street Marion** spoke on kids with brain tumors and on the motorcycle "Ride for Kids" and all money raised goes for brain tumor research and care. The rally will be on November 2 at 302 Ridgefield Court Asheville.

**Martin O'Dell of 150 Valley Cove Road Waynesville** he stated that he is on task force for the fund raiser and also invited council to the kickoff meeting.

Approval of minutes-corrections, additions or deletions.  
(9/3, 9/9)

**Mayor Whiteside** asked if there were any corrections, additions or deletions to the minutes

**Councilman Hugh Clark** made a motion to approve the minutes as written and it was seconded by Mayor Pro-Tem Eddie Henderson and Councilman Bob Davy.

**Motion carries all in favor.**

**Council Updates**

**Councilwoman Sheila Franklin** stated that there is a water sewer advisory meeting at the end of the month and if you have any questions or concerns please let me know.

**Consent Agenda**

Tax refunds/releases.

Approval of Resolution R-19-09 on financing terms and documents for the Economic Development Property Acquisition project.

Approval of Grace Deal to serve another 3 yr. term on the Planning & Zoning Board which would expire in 11/22.

Approval of Resolution R-19-10 to authorize and direct the town manager to engage outside counsel in certain Quasi-Judicial actions.

**Mayor Whiteside** asked were there any comments or questions on the Consent Agenda. If not do I have a motion to accept the Consent Agenda as presented?

**Mayor Pro-Tem Eddie Henderson** made a motion to approve the Consent Agenda and it was seconded by Councilman Bob Davy.

**Motion carries all in favor.**

**Public hearing to consider Rezoning #2019-01 PIN# 9643-94-9427 from R-2 (residential) to C-2 (commercial) –Eric Rufa, Planning & Zoning Director.**

**Councilman Hugh Clark** made a motion to go into Public Hearing and it was seconded by Mayor Pro-Tem Eddie Henderson.

**Motion carries all in favor.**

**Planning & Zoning Director Eric Rufa** went over the request from Mr. Lance to have his property rezoned.

**Mr. Robert Lance** spoke on his request to have his property rezoned. He stated that he has had more commercial interest in the property versus having any residential interest in his property.

Discussion Followed:

**Planning & Zoning Director Eric Rufa** answered questions that council had on this request.

**Councilman Hugh Clark** made a motion to close public hearing and it was seconded by Mayor Pro-Tem Eddie Henderson.

**Motion carries all in favor.**

**Mayor Rod Whiteside** asked for a motion to honor this request for a rezoning on this property.

**There was no motion from council to change the zoning district on this property therefore this proposal dies.**

**Discussion on termination of Incentive Agreement with Continental Teves-Mark Biberdorf, Town Manager.**

**Town Manager Mark Biberdorf:** stated as we look at our incentive agreement which will end after they close/cease operation as a plant you can take action to terminate the 2013 agreement. Since they gave us official notification that they are closing in 2022 in paragraph 9 of the agreement this gives you the authority to terminate our contract with them.

Discussion Followed:

**Town Manager Mark Biberdorf** recommends to council to vote on terminating the 2013 agreement and then the town will send a letter to continental stating that the agreement has been terminated.

**Mayor Rod Whiteside** asked is there a motion on this item?

**Councilman Bob Davy** made a motion to terminate the incentive agreement with Continental Teves and it was seconded by Mayor Pro-Tem Eddie Henderson.

**Motion carries all in favor.**

**Consideration of amending Ordinance 0-05-03 regarding open burning in the town limits-Mark Biberdorf, Town Manager.**

**Mayor Rod Whiteside** stated that last week the Town Manager was directed to contact Apex and Apex indicated that they have no exceptions (for large acreage) written in their ordinance. The Town Manager also contacted the NC Forest Service and they indicated that the only exceptions they possibly were aware of were with Waynesville and when he contacted Waynesville they have no exceptions in their ordinance but they do address some exceptions on a case by case basis. We have also been presented with an alternative ordinance which allows an exception for tracts of land 5 acres or greater.

Discussion Followed:

**Town Manager Mark Biberdorf** stated of the recent amendment that he sent to council was for 5 acres or more. He stated that he has not talked to Chief Garland yet but his intention is to ask for his help with enforcement.

**Councilwoman Sheila Franklin** stated that she checked with the Town Manager from Mills River and they do not have a no burn ordinance. She also said that he is from Brevard and they have a no burn in the town proper however they did have an exception if someone needed to burn they just had to get a permit. I also checked with Black Mountain and I don't think that they have a no burn policy. She stated that she would prefer to have an exception made on a case by case basis on 2 acres or greater given the fact that in my district alone you have a small strip on Jackson road and then right next store all the way down you can burn. I have never known there to be an issue so I am kind of at odds as to where this came from.

Discussion Followed:

**Councilman Hugh Clark** stated that he thinks the potential for an allowance may be needed but we have not defined exactly what that would be at this point and time. I would recommend passing the ordinance as is and then come up with something at a later date defining what the exceptions would be.

**Mayor Whiteside** asked Councilman Hugh Clark are you offering to make a motion at this point.

**Councilman Hugh Clark** stated I do.

**Mayor Whiteside** stated that a motion has been made to accept the ordinance without the revision that was presented today is there a second?

**Councilwoman Sheila Franklin** stated that she would like to know when would that decision be made?

**Mayor Whiteside** well we have to get through this first. Is there a second on the motion that was before us?

**Councilman Bob Davy** Second

**Motion carries all in favor.**

**Update on legislative goals list for 2019-2020-Mark Biberdorf, Town Manager.**

**Mayor Rod Whiteside** asked the town manager if there were any updates from what we discussed last week.

**Town Manager Mark Biberdorf** stated that no other updates and the only changes were Item #6 including for fees to use for transportation for a local option for revenue source and the other one was revising legislative authority about e fairness (sales tax). Support for local authority for installation of broadband infrastructure.

**Comments from the Town Manager Mark Biberdorf.**

We have started recycling cart distribution 800 carts already. Tuesday is done and they are working on the Wednesday route and hoping by middle of next week to get that done. They are making good progress.

We are doing a traffic study (data gathering) on Presley Hill road and on Wood Hill road in South Chase. So once I have the information I will share that with you.

I had a meeting with Chuck McGrady on the intersection of Hooper's Creek and Wildbriar road on the existing development and he agreed that sight distance is difficult. He will bring this back to the General Assembly and this is contingency funding he did not make any promises.

The Partnership Annual dinner is this Thursday and is outside so bundle up.

On the Hwy 25 corridor project they are working on the area around clock tower and to get power to the clock. On the curb cuts and the ramps it looks like the are going to be covering all or most of the cost on it.

On the Town Center project it will be the middle to end of November to do closings on all these properties. There will be no continuation on the lease with the house just because it is in such bad shape.

Discussion Followed:

On the Market Analysis that Rose Associates is doing they have finished the first phase and will go over that during the special call meeting on Thursday October 24<sup>th</sup> at 4:30 pm.

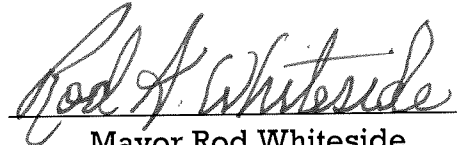
LGCCA is tomorrow at 3:00 pm.

**Mayor Whiteside** asked for a motion to adjourn and it was so moved by Mayor Pro-Tem Eddie Henderson and seconded by Councilman Hugh Clark.

Adjourned: 07:41 pm

Approved:

11-12-19  
Date

  
Mayor Rod Whiteside

Special Call Meeting  
Minutes  
October 24, 2019

**Note: The Town Clerk was on vacation therefore did not attend this meeting**

Call the meeting to order at: 4:30 pm

Those who were in attendance are as follows:

Mayor Rod Whiteside  
Mayor Pro-Tem Eddie Henderson  
Councilman Hugh Clark  
Councilman Bob Davy  
Councilwoman Sheila Franklin  
Town Manager Mark Biberdorf  
Planning & Zoning Director Eric Rufa

**Kathleen Rose of Rose & Associates** gave a PowerPoint presentation on her Market Analysis and Economic Development plan. (See attached)

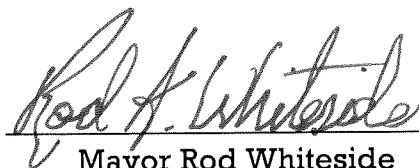
Discussion Followed:

**Mayor Whiteside** asked for a motion to adjourn and it was so moved by Mayor Pro-Tem Eddie Henderson and seconded by Councilman Hugh Clark

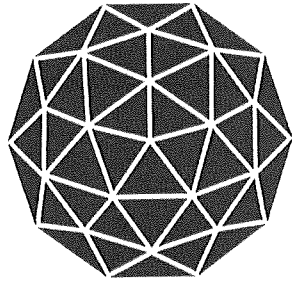
Adjourned: 5:20 pm

Approved:

11-12-17  
Date

  
Mayor Rod Whiteside





**ROSE**  
ASSOCIATES

# Fletcher, NC

Market Analysis & Economic Development Plan

A strategic community assessment

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Market Analysis

Economic Development

Land Planning

Implementation

- **Phase I - Market Analysis**

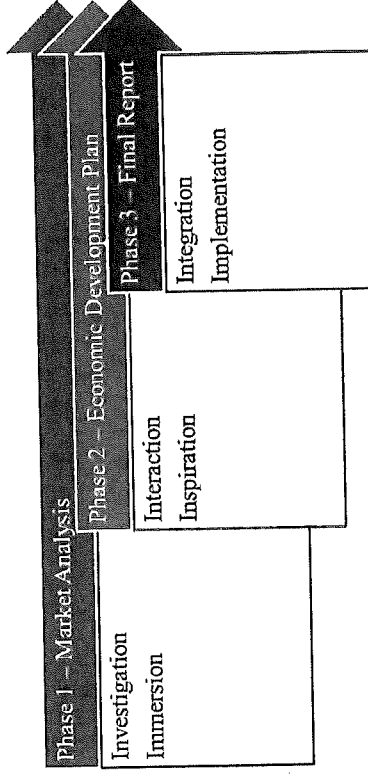
- Real Estate Inventory & Site Assessment
- Land Use – Small Areas for Economic Development
- Place-Making
- Market Data for Branding & Attraction

- **Phase II - Economic Development Strategic Plan**

- Product Development
- Attraction
- Retention (BRE)
- Small Business/Entrepreneurship (SBE)
- Tourism – Experiential Place-Making
- Public-Private Partnerships

- **Phase III – Final Report Deliverable**

- Binder
- Real Estate
- Economic Development Strategic Plan
- Implementation Matrix
- Performance Metrics

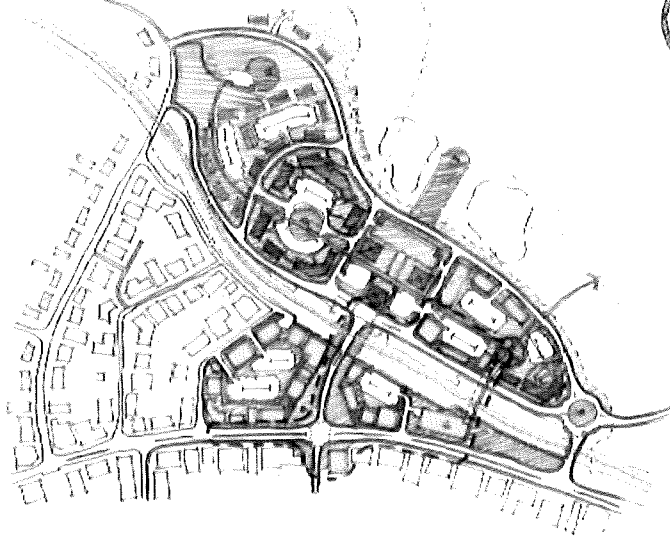


# PROCESS



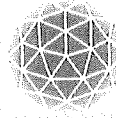
ROSE

- Heart of Fletcher – Master Plan
- Land Use Plan – Town of Fletcher
- Land of Sky Economic Development Strategy
- Demographic Data
- Economic Data
- Real Estate Data
- Planning Information
- Town Website



2015 - 2019 Comprehensive Economic Development Strategy,  
Buncombe, Haywood, Henderson, Madison, and Transylvania Counties  
Sponsored by EDA

# Phase 1 – Data Collection



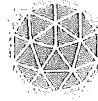
ROSE

- Site/Community Tour
- Staff Interviews
- Elected Officials Interviews
- Stakeholder Interviews
  - Economic Development
  - Real Estate
  - Tourism
  - Local Business Organizations (FABA, Chamber)



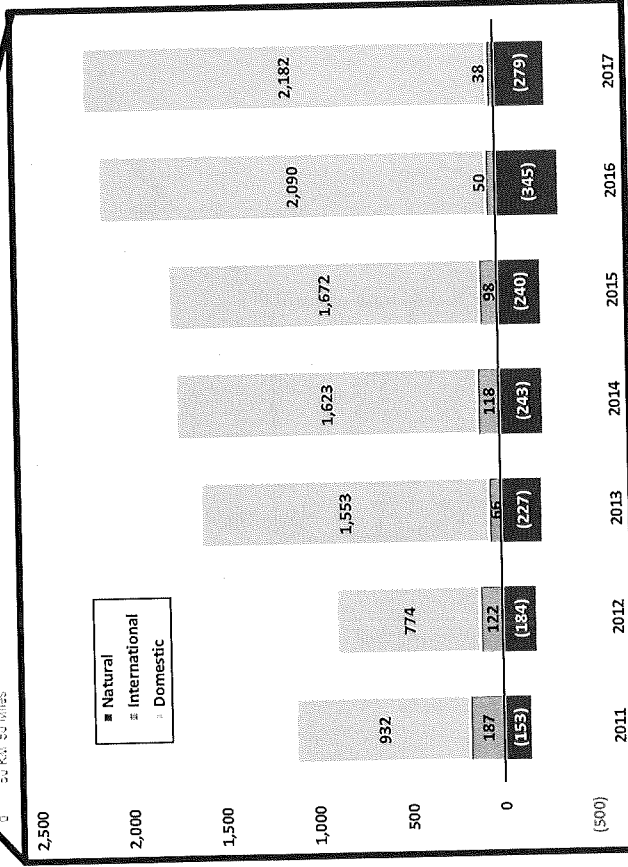
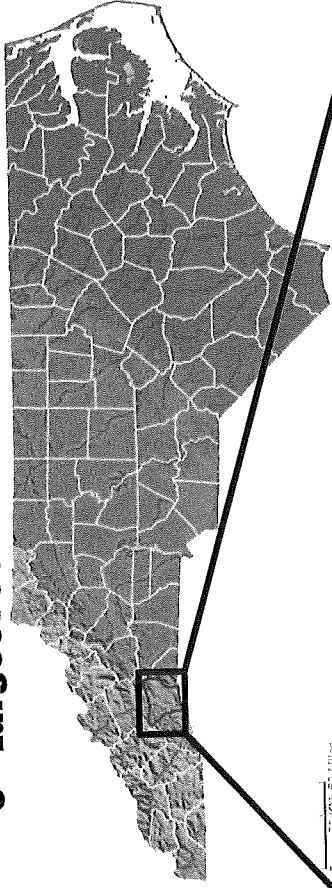
# Phase I - Kickoff

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Fletcher  
NC

## North Carolina Population: 10.2 Million; 9th Largest US State



Source: Syneva Economics

## Henderson County Growth Source

“Movers to and from the South make up the largest domestic migration flows at the regional level.”

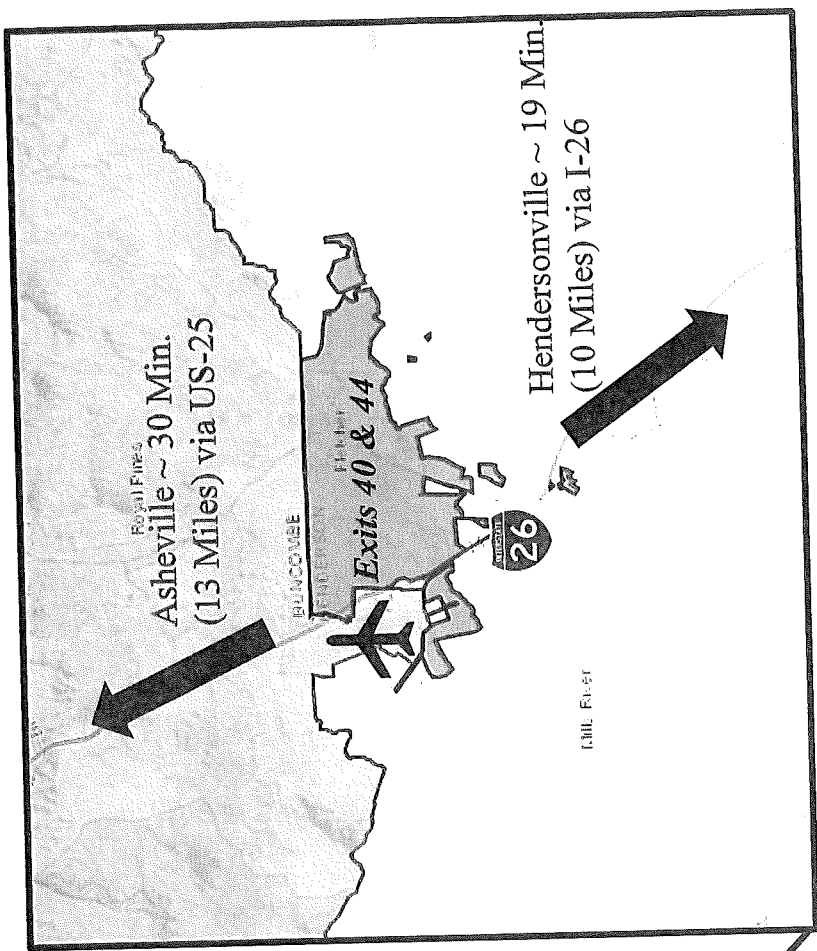
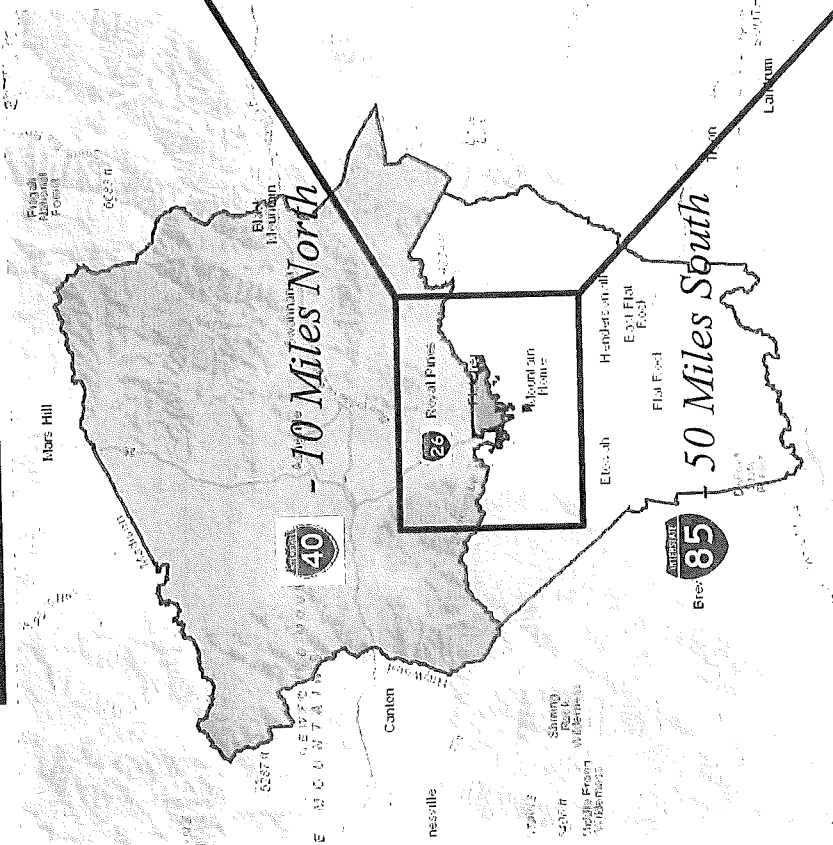
*In 2018, 1.2 +/- million people moved to the South from another region, while only about 714,000 moved from the South to another region. This resulted in a net gain of about 512,000 people. If movers from abroad are included, the net gain from migration to the South is approximately 959,000 people.*

~ US Census

# Regional Growth



ROSE

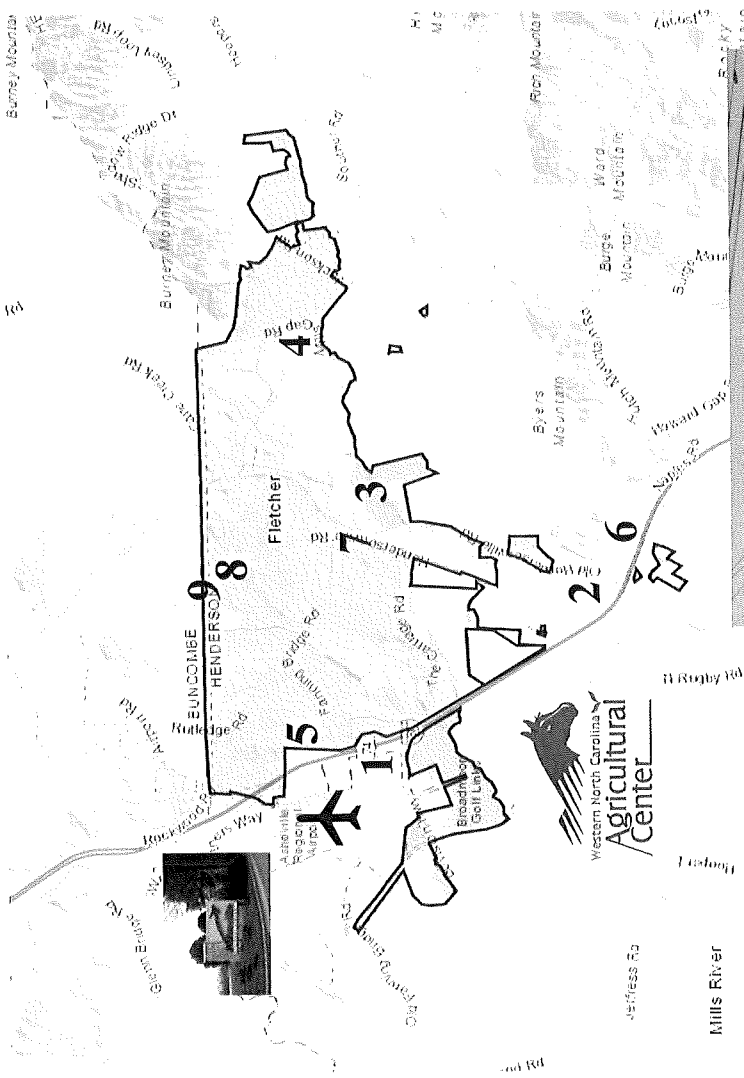


*County Lines – Do they matter?*

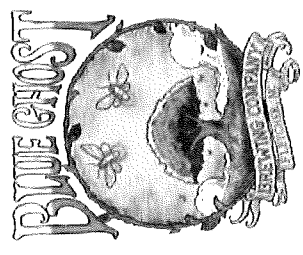
# Location Analysis







- ✈ Asheville Regional Airport
- 1. WNC Agricultural Center
- 2. Xcel Sportsplex
- 3. Bill Moore Community Park
- 4. Cane Creek & Fletcher Industrial Parks
- 5. Blue Ghost Brewery
- 6. Leila Patterson Fitness & Aquatic Center
- 7. Feed & Seed Church/Venue
- 8. YMCA
- 9. Pardee Medical Complex

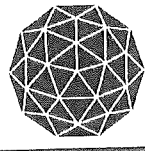


# Local Assets



## DEMOGRAPHIC SUMMARY

Fletcher Town, NC



**ROSE**  
ASSOCIATES

### KEY FACTS

8,419

Population



3,509

Households

42.0

Median Age

\$49,091

Median Disposable Income

### EDUCATION

3%

No High School Diploma



22%

High School Graduate



39%

Some College



36%

Bachelor's/Grad/Prof Degree

### INCOME



\$58,701

Median Household Income



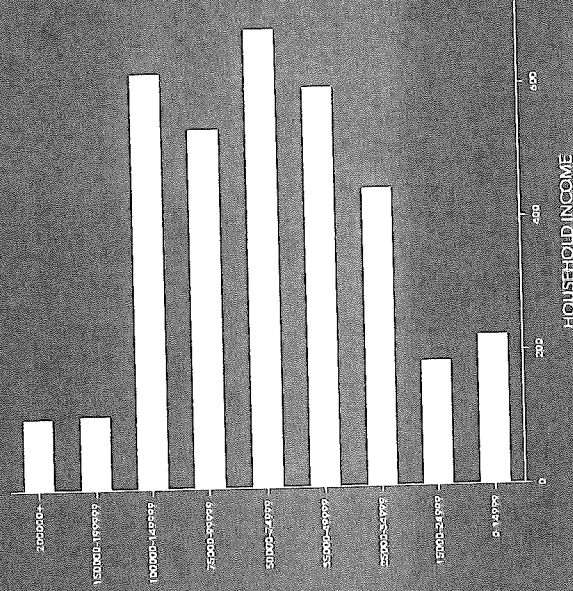
\$31,008

Per Capita Income



\$132,674

Median Net Worth



HOUSEHOLD INCOME

Royal Pines

Fletcher

Millie Porter

### EMPLOYMENT



White Collar



Blue Collar



Services



White Collar



Blue Collar



Services

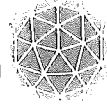
73%

19%

9%

1.3%

Unemployment Rate

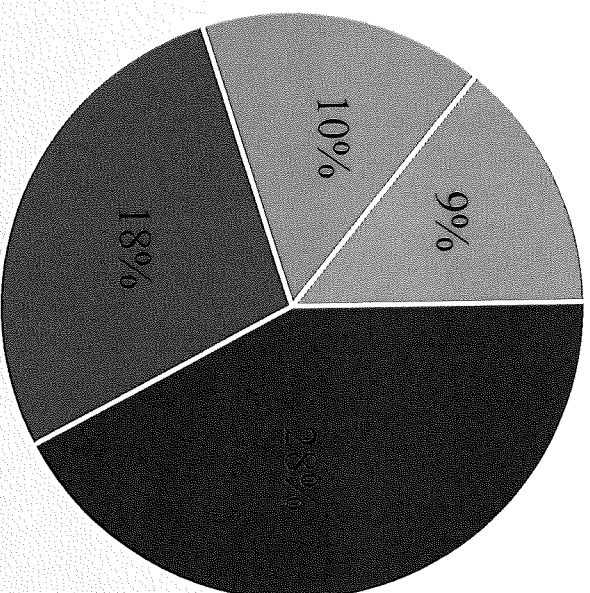


ROSE

# Demographic & Economic Analysis



Top % of Employment in Fletcher



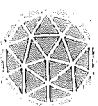
- Manufacturing
- Retail Trade
- Accommodation & Food
- Health Care & Social Assistance

# Fletcher Businesses

## TAXES

Henderson County	0.561¢ per \$100 of assessed valuation
City of Hendersonville	0.49¢ per \$100 of assessed valuation, + County rate = 1.051¢
Hendersonville Main St.	0.26¢ per \$100 of assessed valuation + City & County = \$1.311
Hendersonville 7th Ave.	0.17¢ per \$100 of assessed valuation + City & County = \$1.221
Town of Laurel Park	0.435¢ per \$100 of assessed valuation + County rate = 0.996¢
Town of Fletcher	0.34¢ per \$100 of assessed valuation + County rate = 0.901¢
Town of Mills River	0.19¢ per \$100 of assessed valuation + County rate = 0.751¢
Village of Flat Rock	0.13¢ per \$100 of assessed valuation + County rate = 0.691¢
North Carolina Sales Tax	6.75% (4.75% State + applicable local rate)
NC Corporate Income Tax	2.5%

# Tax Base Comparison



ROSE

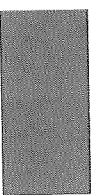
# Where do you work?

Answered: 427    Skipped: 7

Fletcher



Astreville



Hendersonville



Other (please specify)



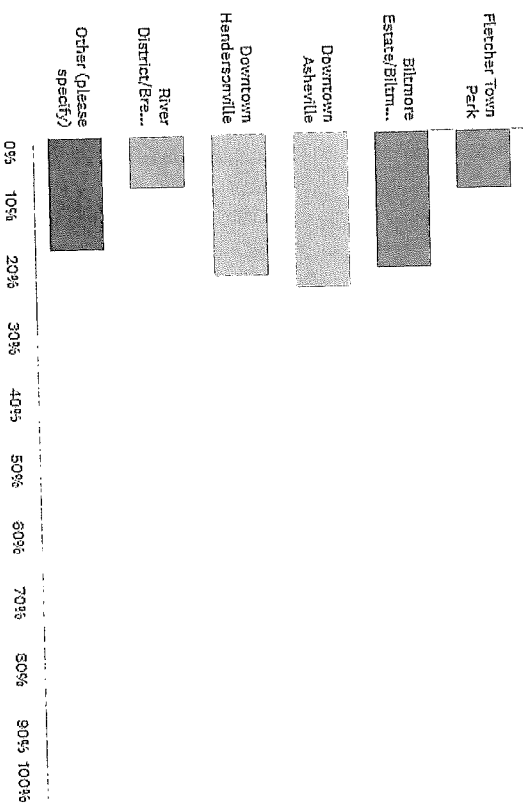
0% 10% 20% 30% 40% 50% 60%

Retired	143	64.41%
Arden	26	11.71%
Home	7	3.15%
Mills River	4	1.80%
County	3	1.35%
Brevard	3	1.35%
Henderson County	3	1.35%
Work home	3	1.35%
Unemployed	3	1.35%

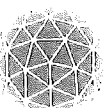
## What we heard... 434 Survey Responses

Where do you most frequently bring out of town guests/family to showcase the region?

Answered: 430 Skipped: 4



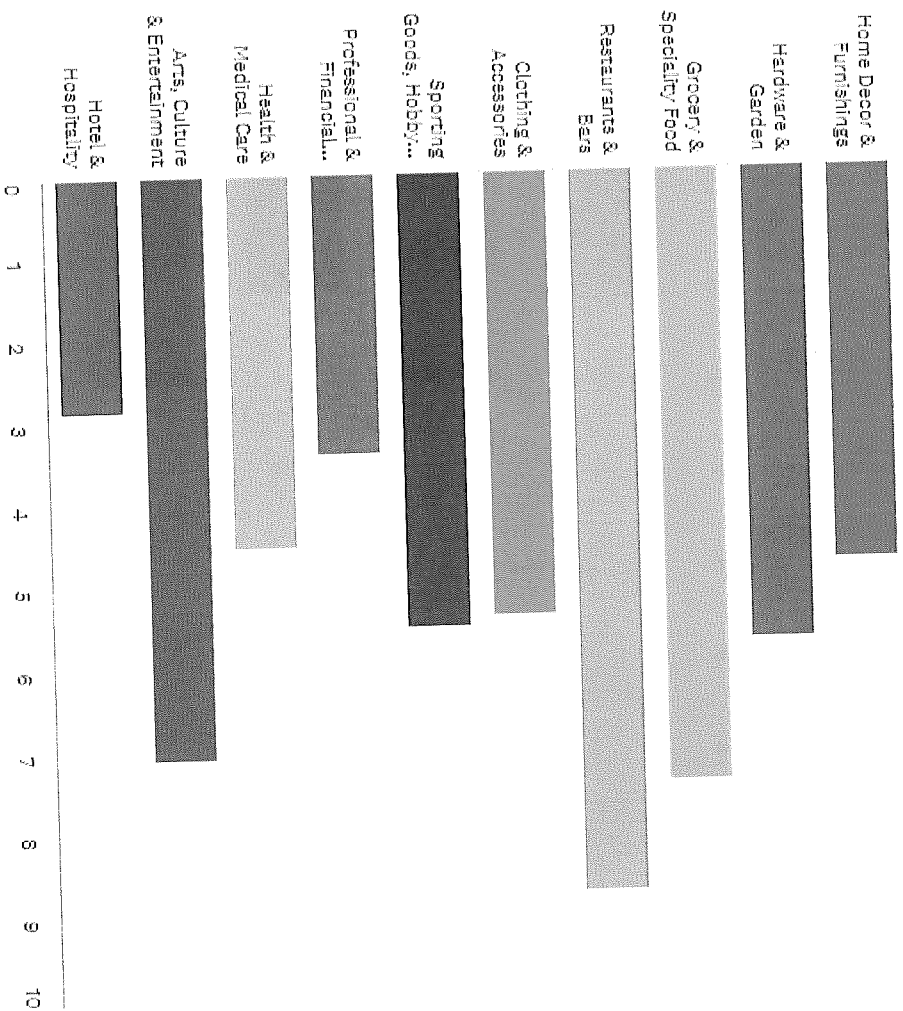
Pisgah Forest Hendersonville Asheville Waterfalls  
 Biltmore Park breweries area Mountains  
 Blue Ridge Parkway Pisgah National Forest Park  
 Sierra Nevada Parkway South Asheville Fletcher trails



ROSE

What uses or services would you like to see at the Town Center (rank 1-10 with 1 being the top priority)

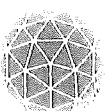
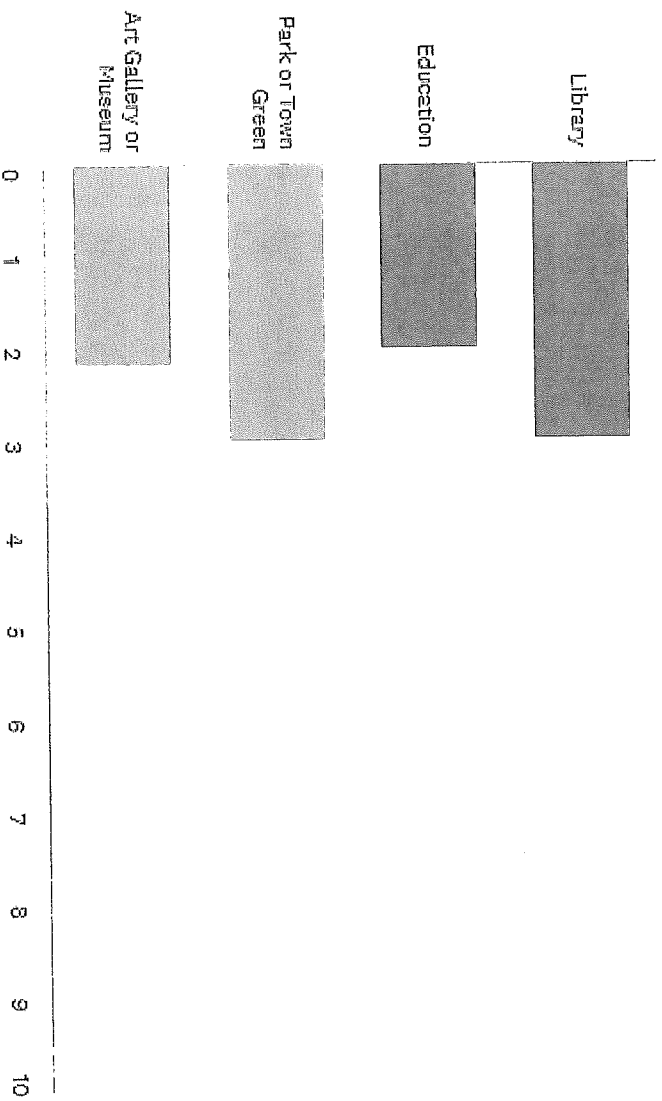
Answered: 427 Skipped: 7





What social or civic uses would you like to see at the Town Center (rank 1-4)?

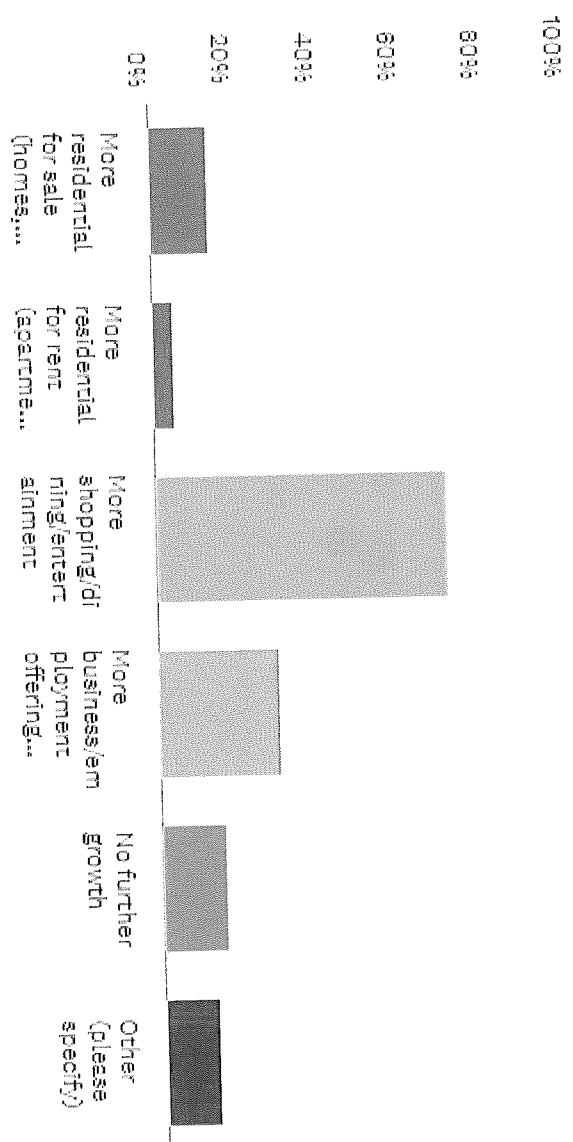
Answered: 428    Skipped: 6



ROSE

# How should Fletcher grow?

Answered: 433    Skipped: 1

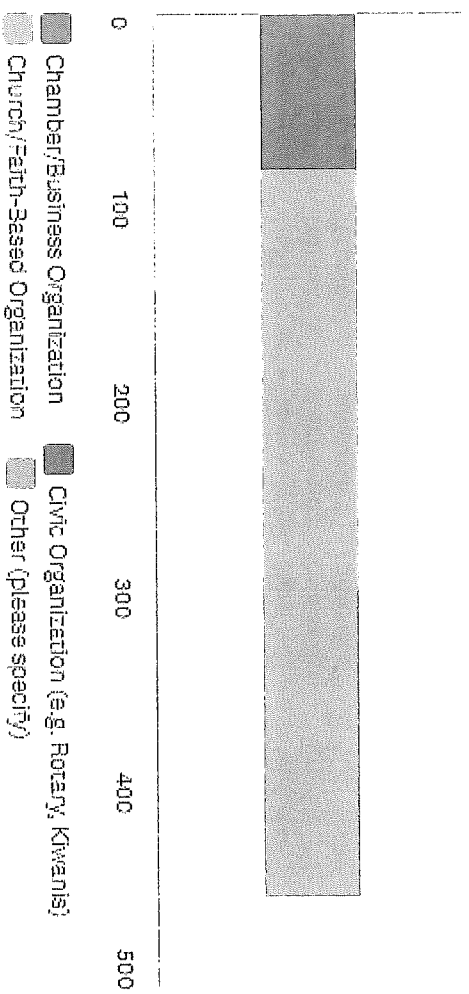






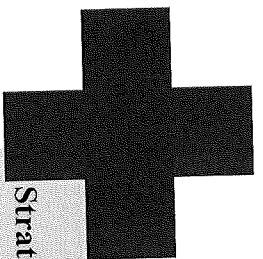
# What social or civic organizations do you belong to?

Answered: 368      Skipped: 46



ROSE

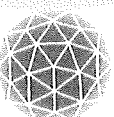




Strategically located;  
Major tourism assets;  
Agricultural advantage;  
Parks & Rec popularity;  
Engaged & active small business community;  
Industrial powerhouse;  
Investment in streetscape improvements;  
Fiscally strong;  
Transportation accessibility.

Lack of place/presence;  
Retail Leakage;  
Bill Moore Park access primarily by car;  
Limited interaction between larger corporations and community;  
Missed opportunities due to political/geographic county structure;  
Limited geography for growth; flood plains & infrastructure limitations.

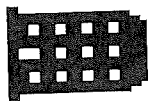
# SWOT Analysis



ROSE



Basic Employment



Total Employment



Total Population

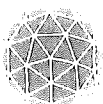


Total Income



Total Demand

# Demand Drivers - Employment



ROSE

**Economic Base Industry Key Sectors (NAICS)**  
**Henderson County**      **2018**

**LQ**

**%Employment**

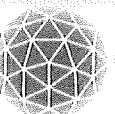
**Product Type**

**Total Annual Average Employment: 32,160**

<b>Agriculture, forestry, fishing and hunting (11)</b> Crop production (111) Agriculture and forestry support activities (115)	-	-	-
	2.56	1.16%	Industrial
	6.12	1.95%	Industrial
<b>Construction (23)</b>	1.05	6.27%	Industrial
<b>Manufacturing (31-33)</b> Beverage and tobacco product manufacturing (312) Textile mills (313) Textile product mills (314) Paper manufacturing (322) Plastics and rubber products manufacturing (326) Nonmetallic mineral product manufacturing (327) Transportation equipment manufacturing (336)	<b>1.73</b>	<b>18.08%</b>	Industrial
	6.98	1.59%	Industrial
	17.73	1.62%	Industrial
	3.19	0.30%	Industrial
	5.34	1.60%	Industrial
	1.66	0.99%	Industrial
	2.17	0.74%	Industrial
	3.25	4.56%	Industrial
<b>Wholesale trade (42)</b> Merchant wholesalers, nondurable goods (424)	-	-	-
	1.11	1.97%	Industrial
<b>Retail Trade (44-45)</b> Motor vehicle & parts dealers (441) Building material & garden supply stores (444) Food and beverage stores (445) Health & personal care stores (446) General merchandise stores (452) Miscellaneous store retailers (453)	<b>1.30</b>	<b>16.93%</b>	Retail
	2.01	3.34%	Retail
	1.73	1.86%	Retail
	1.93	4.89%	Retail
	1.32	1.15%	Retail
	1.01	2.59%	Retail
	1.23	0.85%	Retail
<b>Health Care &amp; Social Assistance (62)</b> Nursing & residential care facilities (623)	1.02	<b>16.61%</b>	Institutional/Office Institutional
	1.71	4.73%	
<b>Accommodation &amp; Food Services (72)</b> Accommodation (721) Food services & drinking places (722)	1.11	12.91%	Retail
	1.40	2.32%	Retail
	1.07	10.40%	Retail
<b>Other services, except public administration (81)</b>	1.04	3.86%	Office/Retail

NOTE: This table excludes sectors and subsectors with an Employment Location Quotient below 1.00

Source: Bureau of Labor & Statistics



ROSE

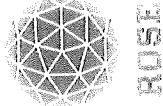
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Source: Bureau of Labor & Statistics



1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26



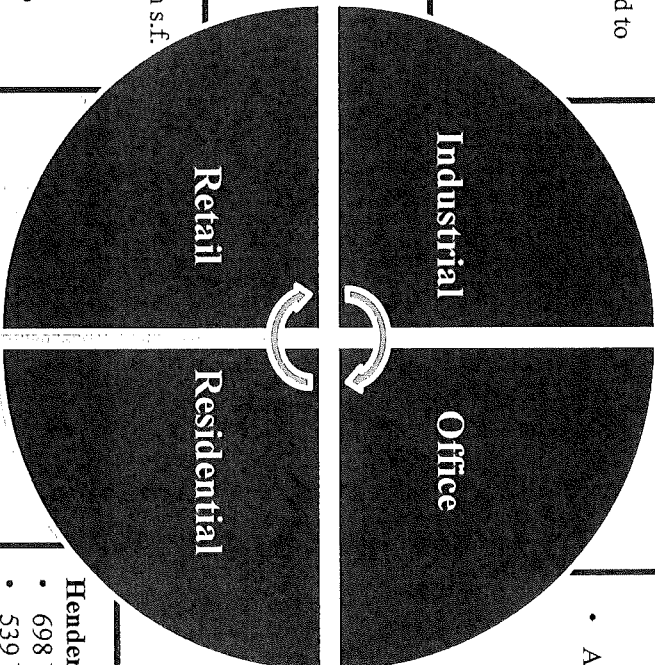
Source: US Census Bureau's OnTheMap

- Asheville Market (2Q19):
  - 89,967 s.f. Leased
  - 2.7% Vacancy (Up 0.2% from 2Q18)
  - Rental Rates: \$6.11/s.f. (Down \$0.36 from 2Q18)
  - Net Absorption: (47,935) (Compared to +199,380 in 2Q18)

Source: Costar; Whitney CRE

- Asheville Market (August '18-'19): 31 Million s.f.
  - Henderson County Submarket: 5.5 Million s.f. (17.7%)
- Asheville Market: 2.3% Vacancy Rate
  - Henderson County Submarket: 2.9% Vacancy Rate (162,694 s.f.)
- Asheville Market: \$15.50/s.f. Average Rental Rate
  - Henderson County Submarket: 0.4% Rate increase from August 2018 -19

Source: Costar



- Asheville Market (August '18-'19): 13 Million s.f.
  - Henderson County Submarket: 2.0 Million s.f. (15.4%)
- Asheville Market: 2.4% Vacancy Rate
  - Henderson County Submarket: 2.2% Vacancy Rate (44,000 s.f.)
- Asheville Market: \$20.00/s.f. Average Rental Rate
  - Henderson County Submarket: \$18.35/s.f. (0% increase from August 2018 -19)

Source: Costar

- Henderson County (2Q19):
  - 698 Units for Sale
  - 539 Units Sold
  - \$275,500 Median Sale Price

Source: Beverly-Hanks

# Real Estate



HOSE

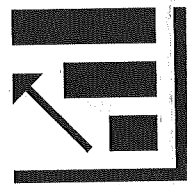
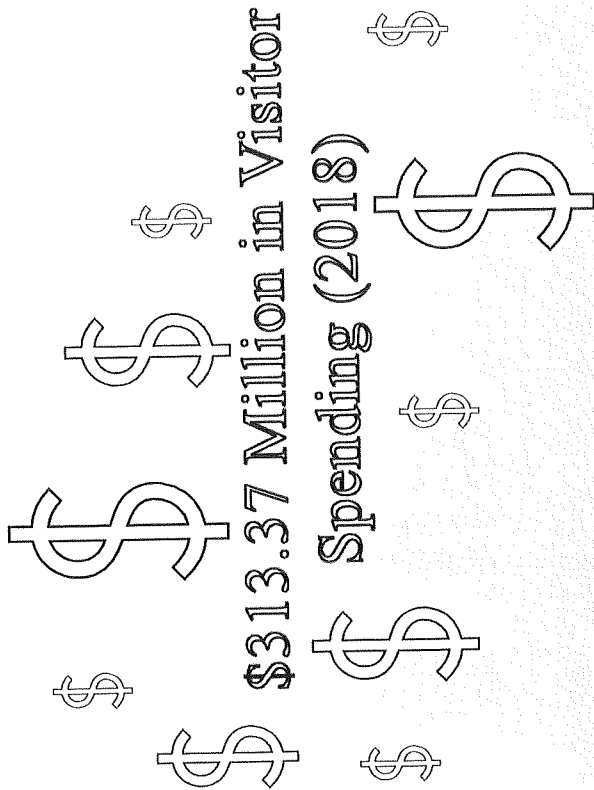


# #14 Henderson County 2018 Tourism Ranking

The region's long history of clogging, bluegrass, pottery and crafting has developed into an industry that **today generates millions** in annual economic impact in Western North Carolina.

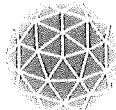
These traditions continue to draw the creative class, entrepreneurs and artists to the mountains. In addition to attracting new residents, cultural tourism has grown tremendously in the past years as people travel to experience the arts, heritage and unique regional character.

Source: Land of Sky CEDS 2015-2019

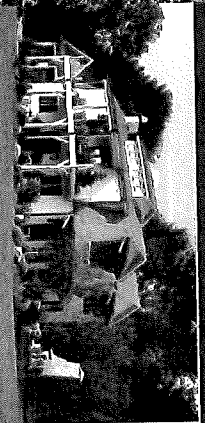
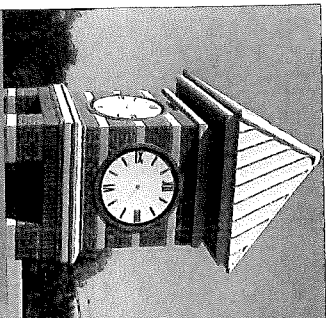


6.9% County Tourism  
Employment Growth (2018)

## Demand Drivers - Visitors



HCEA



WHAT DO YOU LOVE THE MOST ABOUT LIVING HERE?

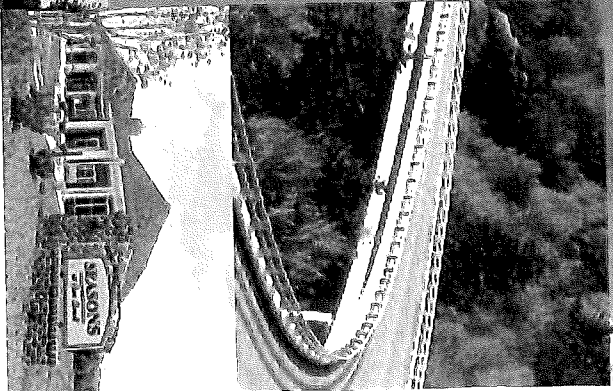
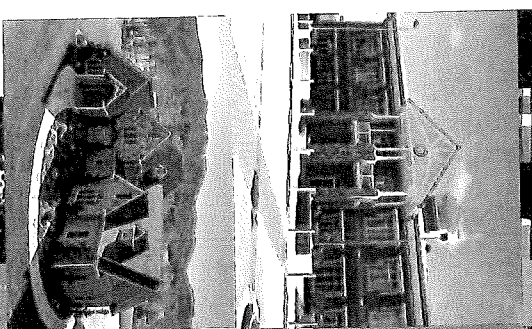
sense of community wildlife  
friendly people CLIMATE outdoor recreation

scenery parks trails  
natural resources natural environment

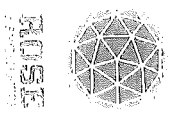
close to family quiet  
NATIVE neighbors CHURCHES  
rich history HOMESTEAD location diversity  
MY HOME I was born here weather people know and help each other

caring people

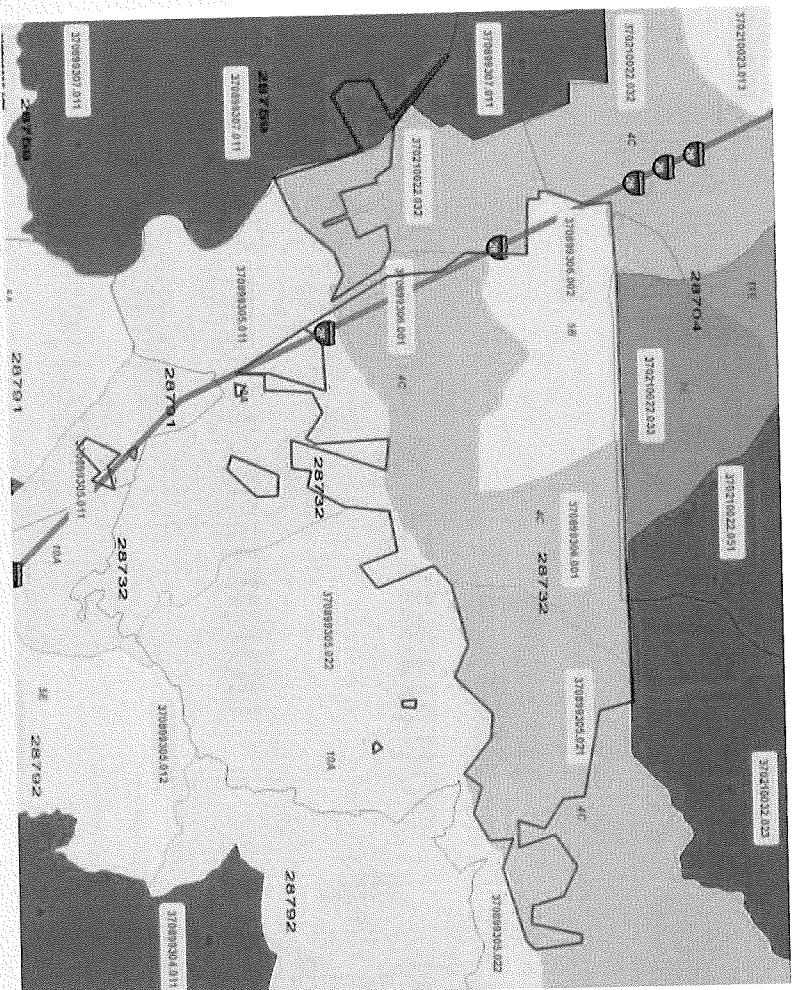
GROWING



# Demand Drivers - Lifestyle







**#1: Middleburg**  
(61.6% of HH)



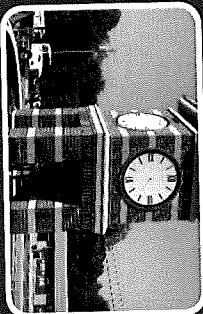
**#2: In Style**  
(34.9% of HH)



**#3: Southern Satellites**  
(3.5% of HH)

# Lifestyle Data





### Fletcher Town/Village Center

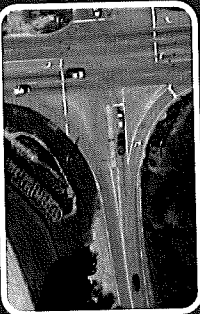
- Regional Destination Focus
- Food/Beverage/Agricultural Heritage
- Entrepreneurship



**MERITOR**

### Meritor Farm

- Local & Agricultural Focus
- Experiential Farm & Incubator
- Public Works relocation?



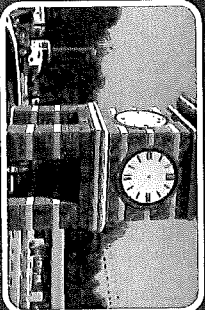
### Fanning Bridge Gateway

- Town Gateway Improvements
- Directional Signage

# Key Sites & Themes







### Fletcher Town/Village Center

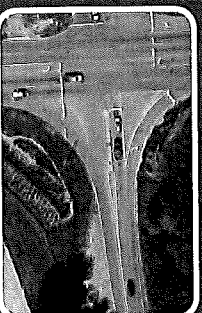
- Regional Destination Focus
- Food/Beverage/Agricultural Heritage
- Entrepreneurship



**TERITO**

### Meritor Farm

- Local & Agricultural Focus
- Experiential Farm & Incubator
- Public Works relocation?



### Fanning Bridge Gateway

- Town Gateway Improvements
- Directional Signage

# Key Sites & Themes



ROSE  
HILL

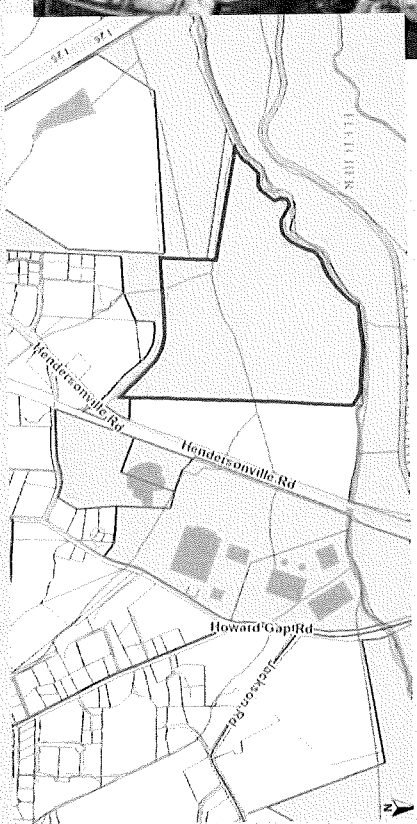








**MERITOR®**



# Meritor Farm Property



ROSE



## **Real Estate**

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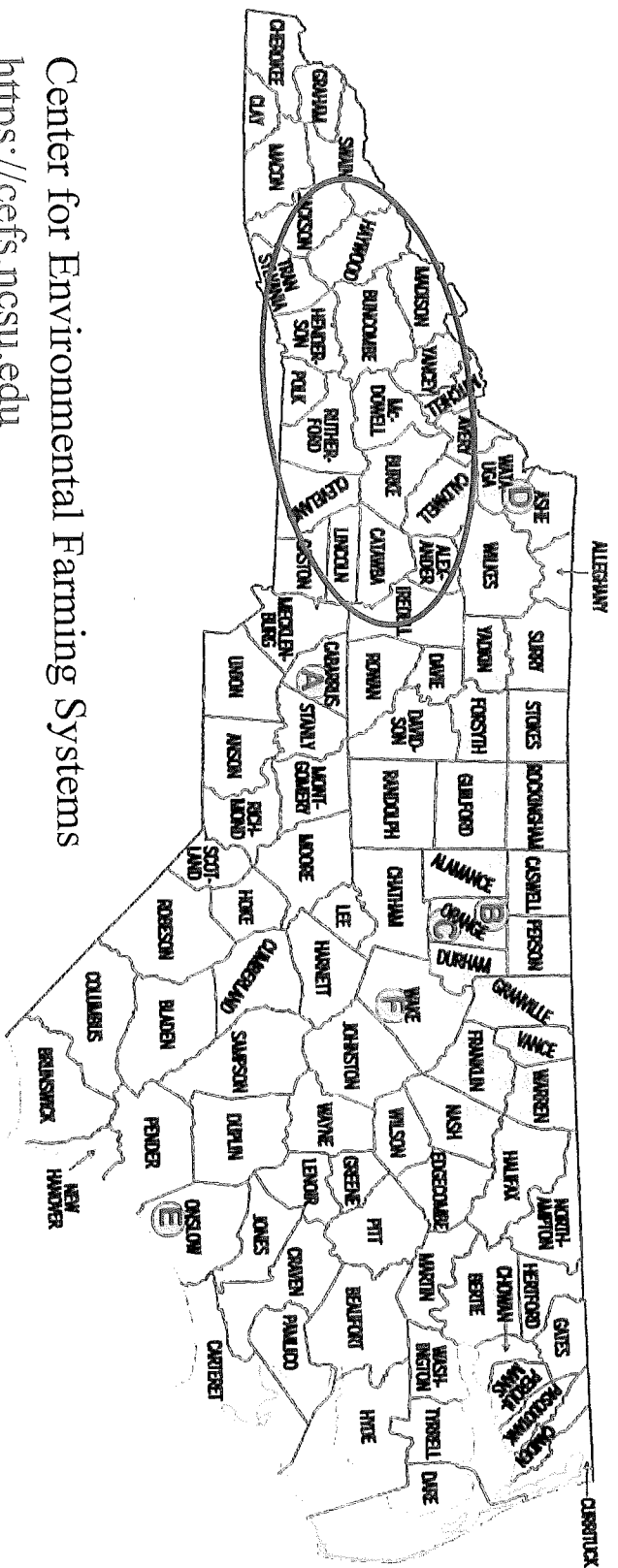
## **Economic Development**

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- Agricultural
- Experiential Farm/Co-op
- Farm Camp
- Farm Incubator
- Industrial/Warehouse
- Public Works relocation
- Agri-Tourism

# **Meritor Farm Property**





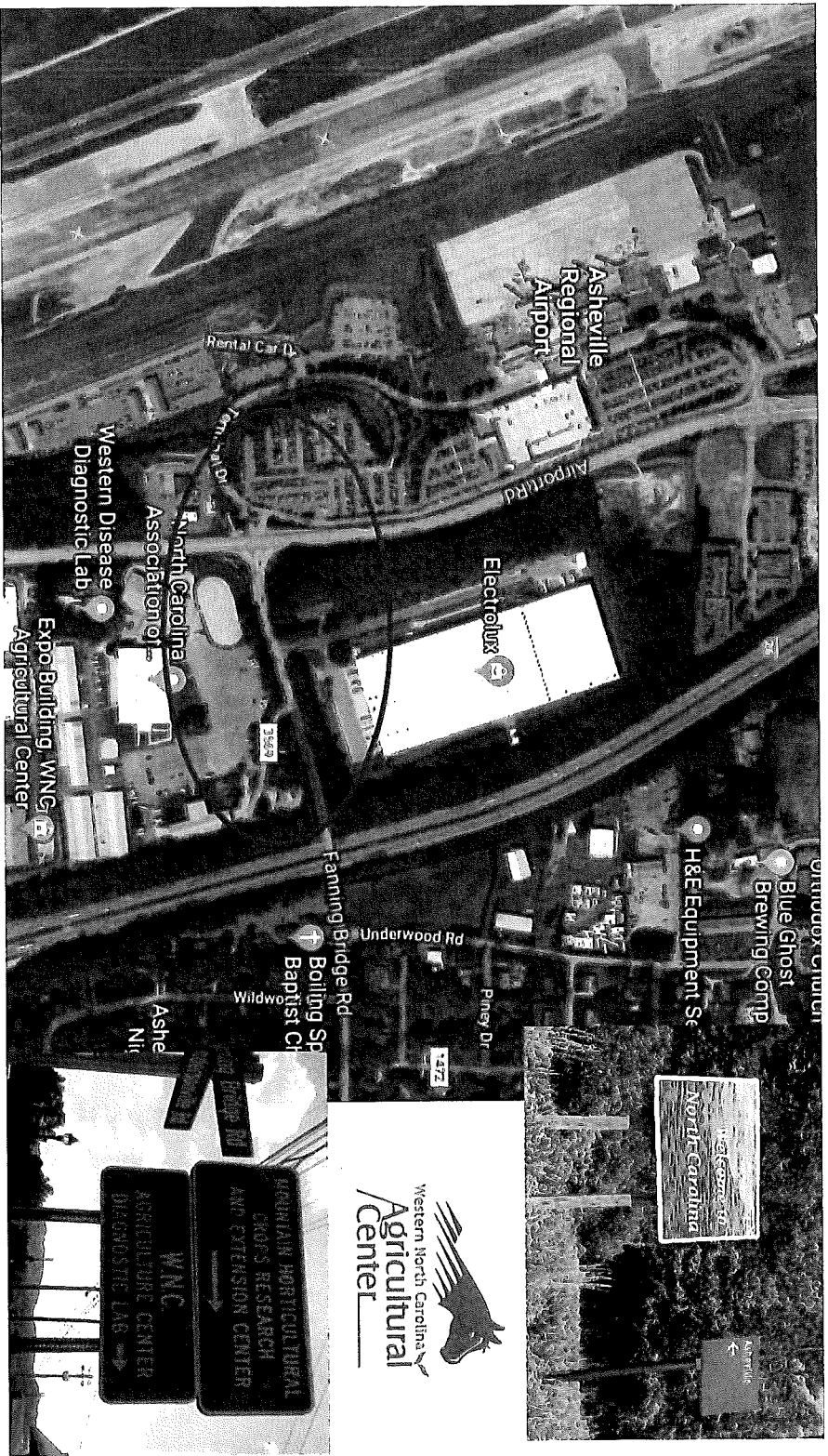
Center for Environmental Farming Systems  
<https://cefs.ncsu.edu>

# NC Incubator Farms

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# Fanning Bridge Gateway



FOSE

## Real Estate

- ??

## Economic Development

- Wayfinding Signage
- Interstate Signage



## Fanning Bridge Gateway

- **Phase I - HABU**
  - Estimated Demand (s.f./units)
  - Housing
  - Evaluate Town Center buildings for Adaptive Reuse
- **Phase II - Economic Development Strategic Plan**
  - Economic Development Areas of Focus
  - Short & Long-Term Strategies

## **FINAL REPORT**

# **Next Steps**

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