

Town of Fletcher
Council Meeting
Minutes
February 3, 2020

Call the meeting to order at: 06:00 pm

The town clerk swore in Mayor Pro-Tem Bob Davy

Those who were in attendance are as follows:

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

Invocation: **Mayor Whiteside** asked for a moment of silence in memory of longtime resident Ron Schultz who passed away recently.

Pledge of Allegiance: **Mayor Whiteside**

Public Comment

None at this time

Approval of minutes-corrections, additions or deletions.
(1/6 & 1/13)

Mayor Rod Whiteside asked if there are any questions, comments on the minutes at this time and if not do I have a motion to accept those minutes as presented and it was so moved by Councilman Preston Blakely and seconded by Mayor Pro-Tem Bob Davy.

Motion carries all in favor.

Council Updates

Councilwoman Sheila Franklin: stated that she attended a recent water & sewer meeting and there was a lot of discussion on the upcoming capital projects and if anyone is interested in information from that meeting that she would be glad to provide them with that.

Mayor Pro-Tem Bob Davy mentioned the recent FBMPO meeting that he recently attended and the discussion on the Highland Lake road expansion. One person on the board supported a motion to kill project but the rest of the board supported to keep the project going.

Consent Agenda

Tax refunds/releases

Set Public Hearing for March 9, 2020 to consider CD Application # 2020-01 from Mr. Josh Youngblood an application to rezone PIN# 9652-69-7958 from C-1 (Commercial) to either R-2 or R-1 (Residential).

Approval of audit contract for audit year 2019/2020 with Lowdermilk & Church & Co.

Mayor Whiteside went over the consent agenda and asked council if they had questions or comments on the consent agenda. Since there were no comments he asked council if there was a motion to approve the consent agenda as presented and it was so moved by Councilman Eddie Henderson and seconded by Mayor Pro-Tem Bob Davy.

Motion carries all in favor.

Presentation of funding request from the Henderson County Partnership for Economic Development – Brittany Brady President.

President Brittany Brady gave a power point presentation on a funding request for the upcoming budget year. She also gave an update on the Continental Teves closing and the recent announcement today of Earth Fare closing as well.

Discussion Followed

Approval of lowest responsible bidder for street resurfacing projects-Ben Cathey McGill Associates.

Mayor Whiteside stated that this is for approval of our lowest responsible bidder for paving on Running Briar Road and replacing two drainage pipes on Wilkie Way. Are there any questions for Mr. Cathey related to our lowest bid from C & T paving which is \$ 177,035.00.

Discussion Followed:

Mr. Cathey stated that we are very pleased with this bid because actually our estimate for this project was just over \$245,000.00.

Mayor Whiteside asked for a motion to accept C& T paving as the lowest bidder and it was so moved by Mayor Pro-Tem Bob Davy and seconded by Councilman Eddie Henderson.

Motion carries all in favor.

Public Hearing on potential approval of annexation agreement with City of Asheville on property located on Bryan Blvd-Town Manager Mark Biberdorf.

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

Motion carries all in favor.

Mayor Whiteside asked for any comments from the public on this proposed annexation?

There were no comments made at this time.

Mayor Whiteside asked for a motion to close public hearing and it was so moved by Councilman Eddie Henderson and seconded by Councilman Preston Blakely and Councilwoman Sheila Franklin.

Motion carries all in favor.

Town Manager Mark Biberdorf stated that action is needed to approve the agreement and ordinance. Once this is passed it does not automatically annex the property into Asheville they will (owner of property) petition Asheville over that.

Mayor Whiteside asked for a motion to approve 0-20-01 in relation to annex this property into Asheville.

Councilwoman Sheila Franklin made a motion to approve ordinance 0-20-01 And it was seconded by Mayor Pro-Tem Bob Davy

Motion carries all in favor.

Presentation and approval of year-end tax collector's report and to advertise delinquent taxes per NCGS 105-369-Candy Broome, Tax Collector.

Tax Collector Candy Broome went over the tax collector's report for the tax year 2019. (see attached)

Discussion Followed:

Mayor Whiteside asked for a motion to approve the report and advertise the delinquencies and Councilman Eddie Henderson made the motion and it was seconded by Councilwoman Sheila Franklin and Mayor Pro-Tem Bob Davy.

Motion carries all in favor.

Proposal to the Board of Commissioners regarding the library project-Mark Biberdorf, Town Manager.

Town Manager Mark Biberdorf went over the meeting with Doug and Grace from the committee and also discussed the letter that the mayor received from the county commissioners concerning a library in Fletcher. (see attached letter)

Discussion Followed:

Designation of council appointee as ex-officio member for Henderson County Partnership for Economic Development Board-Mark Biberdorf, Town Manager.

Mayor Whiteside asked if we have a member of this body who is interested in this.

Councilman Eddie Henderson stated that he is interested in this

Councilwoman Sheila Franklin stated that she is interested in this as well.

Mayor Whiteside asked council to put their selection on a piece of paper and send

Councilwoman Sheila Franklin was approved by consensus for this position.

Approval of Resolution R-20-01 on financing for the acquisition of Highway 25 properties-Heather Taylor, Assistant Town Manager.

Assistant Town Manager Heather went over the Resolution and asked council to change/approve financing with BB&T on a 3.26% interest rate at a 15 yr. term. (This would replace the previous resolution on financing with Capital Bank.)

Mayor Pro-Tem Bob Davy made a motion to approve the Resolution as submitted and it was seconded by Councilman Eddie Henderson.

Motion carries all in favor.

Comments from the Town Manager-Mark Biberdorf.

Eric and I had on conference call on Friday with Kathleen Rose who has the draft done on the market analysis. There are some final edits that she is trying to get done. We are suggesting a special call meeting for February 26 at 6:00 pm.

Mayor Whiteside asked Councilwoman Sheila Franklin what was the earliest that she could be here on February 26th.

Councilwoman Sheila Franklin stated that she could be here as early as 3:30 or 4:00 on the 26th.

Mayor Whiteside suggested that we start the special call meeting at 4:00 on February 26th if that was agreeable with council.

Council is agreeable to 4:00 pm on February 26th for a Special Call meeting.

On the HWY 25 corridor project there are not a lot of updates remaining. The monuments will be lit up soon. The stamped asphalt crosswalks narrowing of outer lanes will be completed this spring. The ramps and curb cuts in front of good will are currently being worked on.

Discussion Followed:

On the Town center project property closings we are getting close and as of tomorrow we will have the Bennie Youngblood property closed. After that there is three remaining properties to close on. Kenneth Youngblood (Brum seed property), Bill Walter tire property and then the swiipe of the properties with the Lipe and Dan Gilbert property across Hwy 25.

Discussion Followed:

On the response from Chuck McGrady on contingency funding for a flashing light at the corner of Wildbriar Road and Hooper's Creek Road (The Cove in Livingston Farms) it looks like it will be approved just need to get the final confirmation.

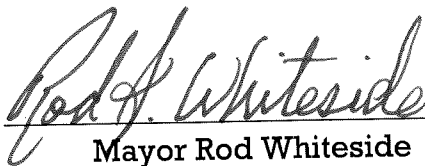
Reminder that the March meeting dates will be on Wednesday March 4 for the agenda review meeting and then on Monday March 9 for the regular meeting.

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

Adjourned: 07:17 pm

Approved:

3/9/2020
Date


Mayor Rod Whiteside

Town of Fletcher Tax Collector

300 Old Cane Creek Road
Fletcher, NC 28732
PH 687-3985
Fax 687-7133

Cynthia J. Broome
Tax Collector

February 3, 2020

To the Mayor and Fletcher Town Council:

In accordance with G.S. 105-369, Advertisements of Tax Liens on Real Property for Failure to Pay Taxes, I respectfully submit the following report:

| | <u>January 2020</u> |
|-----------------------------------|-------------------------|
| 2019 Total Tax Collector's Charge | \$4,263,171.91 |
| Discoveries | \$84,903.47 |
| Releases | \$(13,048.58) |
| 2019 Collections | <u>\$(4,235,047.51)</u> |
| Unpaid Taxes | \$ 99,979.29 |

Percentage collected through January, 2020- approximately 98 %

Advertisement of Tax Liens

Effective January 1, 1985, chap. 1013 (H 1676) amends G.S. 105-369 to provide that tax liens need to be advertised only once. A taxing unit may choose to advertise the liens more than one time, but it is not required to do so. The list must still be posted at the courthouse or city hall door and it must be advertised in one or more newspapers having a general circulation in the taxing unit. The advertising may be done at any time from March 1 through June 30.

It is my recommendation to the Fletcher Town Council that unpaid Tax Liens are advertised once on March 25, 2020 and that the advertising cost is set at \$5.00 this year.

Respectfully,

Cynthia J. Broome, Fletcher Tax Collector

HENDERSON COUNTY BOARD OF COMMISSIONERS

1 Historic Courthouse Square, Suite 1
Hendersonville, North Carolina 28792
Phone: 828-697-4808 • Fax: 828-692-9855
www.hendersoncountync.org

GRADY H. HAWKINS
Chairman
WILLIAM G. LAPSLEY
Vice-Chairman

CHARLES D. MESSER
J. MICHAEL EDNEY
REBECCA K. MCCALL

January 28, 2020

Mayor Rod A. Whiteside
300 Old Cane Creek Rd.
Fletcher, NC 28732

Dear Mayor Whiteside,


In regard to your proposal for the construction of a new library in Fletcher, I am providing the Henderson County Branch Library Extension Policy, which relates to the expansion of construction of libraries within incorporated areas with taxing authority. This policy has been adopted by both the Library Board of Trustees and the Board of Commissioners. To summarize the policy, the construction of any new facility rests squarely with the Town. This has been conveyed to your staff previously, and has not changed.

Given the Town's expressed interest in a new facility, perhaps the time has come for Fletcher to assume the full responsibility for library operations within the Town.

Furthermore, should the Town desire to place a bond referendum on the November ballot to allow Fletcher citizens the ability to authorize funding for the construction of a facility, the Board of Elections can facilitate that at your request.

Whatever method the Town chooses to finance the construction of a new library, the County is willing to continue operating the library upon the development and execution of a Memorandum of Agreement between the Town and the County. If this is your desire, County staff is available to craft the necessary document at the appropriate time.

Sincerely,


Grady Hawkins
Chairman, Henderson County Board of Commissioners

cc: Board of Commissioners
Library Board of Trustees
Steve Wyatt, County Manager

REQUEST FOR BOARD ACTION

HENDERSON COUNTY

BOARD OF COMMISSIONERS

MEETING DATE: July 20, 2016

SUBJECT: Branch Library Extension Policy

PRESENTER: Trina Rushing, Library Director

ATTACHMENTS: Yes

SUMMARY OF REQUEST:

The Branch Library Extension Policy provides guidance to the library system when determining levels of library service to residents of Henderson County. The original Branch Library Extension Policy was written in 1993 and amended to include the Mills River Library in 2007. Both the statistics used and the level of service described in that policy are no longer applicable to our library system.

The Policy was recently rewritten and was approved by the Library Board of Trustees in June 2016. It is the feeling of the Board that this policy more accurately reflects the levels of service that both currently and in the future will be provided by the County and reflects the most recent Public Library Standards.

BOARD ACTION REQUESTED:

The Board is requested to approve the Branch Library Extension Policy as presented.

SUGGESTED MOTION:

I move that the Board approves the rewritten Branch Library Extension Policy as presented.

BRANCH LIBRARY EXTENSION POLICY

It is the policy of the Henderson County Public Library to provide library services to all residents of Henderson County.

Tier I: Main Library

The Tier I library is the Main Library located in Hendersonville, North Carolina. This facility is owned by the County of Henderson and provides a full range of services and programs to all who wish to use them.

Tier II: Branch Library

A Tier II library may be provided in communities eight or more miles distance from the Tier I library and from other Tier II libraries. The County may build, own, or enter into long term lease to acquire Tier II libraries located within unincorporated areas of Henderson County. The County will not expand or build Tier II facilities located within incorporated areas with taxing authority. Expansion or addition of these facilities must be provided by the community in which they are located.

Tier III: Library Service Outlet

A Tier III library may be established in communities that are closer than eight miles to an established Tier I or Tier II library. The County will not build, own, or lease Tier III libraries. These facilities must be provided for and maintained by the communities in which they are located.

Service Levels:

Service levels for Tier I and Tier II libraries will be determined in relation to their levels of use, community needs, the library's service goals, and budgetary constraints. The County will make effort to align with the current recommended Public Library Standards:

| | |
|-------------------|---|
| Staff: | .5 FTE/1,200 population of service area |
| Facility Size: | 1.25 SF/capita |
| Print Collection: | 2 items/capita |

Tier III libraries, with approval of the Henderson County Board of Commissioners, may be provided furnishings, technology, and a print collection by the County in accordance with Public Library Standards. Should a Tier III library maintain an annual circulation level of 16,500 checkouts for two consecutive twelve months periods the Library Board may be petitioned to recommend the provision of staffing by the Henderson County Board of Commissioners.

It is required that no library be open with less than two staff, paid or volunteer, in attendance.

Implementation of this policy and extension of new service outlets is subject to the approval of the Henderson County Board of Commissioners. The Board reserves the right to approve or disapprove such requests as they may impact county resources and service priorities.

Approved by the Board of Trustees on June 6, 2016

Town of Fletcher
"Special Call Meeting"
Minutes
February 26, 2020

Note: Due primary elections being held in the council room this meeting was held in the multipurpose room and therefore was not recorded.

Call the meeting to order at: 04:00 pm

Those who were in attendance are as follows:

Mayor Rod Whiteside
Mayor Pro-Tem Bob Davy
Councilman Eddie Henderson
Councilman Preston Blakely
Town Manager Mark Biberdorf
Assistant Town Manager Heather Taylor
Planning & Zoning Director Eric Rufa
Parks & Recreation Director Greg Walker
Kathleen Rose of Rose & Associates

Councilwoman Sheila Franklin did not attend this meeting.

The purpose of this meeting was for Ms. Rose to present the Market Analysis study that she has recently completed. (see attached power point)

Discussion Followed:

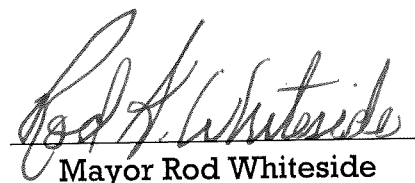
Town Manager Mark Biberdorf stated that he would have an RFP for services on the March agenda to move forward with this project.

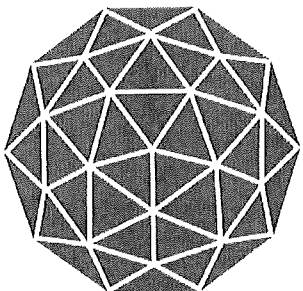
Mayor Whiteside asked for a motion to adjourn and it was so moved by Councilman Eddie Henderson and seconded by Mayor Pro-Tem Bob Davy.

Adjourned: 4:51 pm

Approved:

3-9-2020
Date


Mayor Rod Whiteside



ROSE
ASSOCIATES

Fletcher, NC

Market Analysis & Economic Development Plan A Strategic Community Assessment

Market Analysis

Economic Development

Land Planning

Implementation

- **Phase I - Market Analysis**

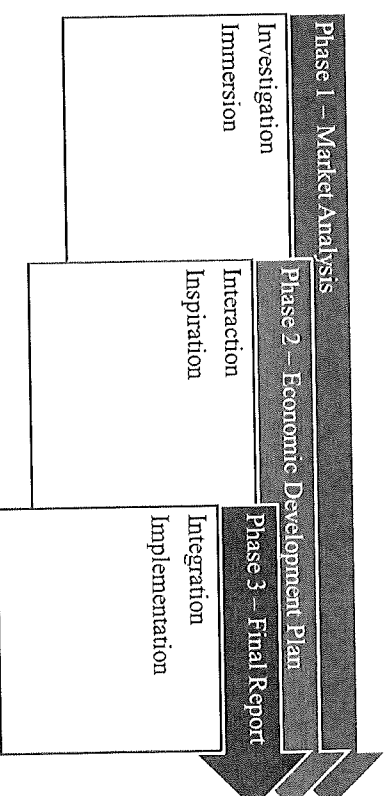
- Real Estate Inventory & Site Assessment
- Land Use – Small Areas for Economic Development
- Place-Making
- Market Data for Branding & Attraction

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

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

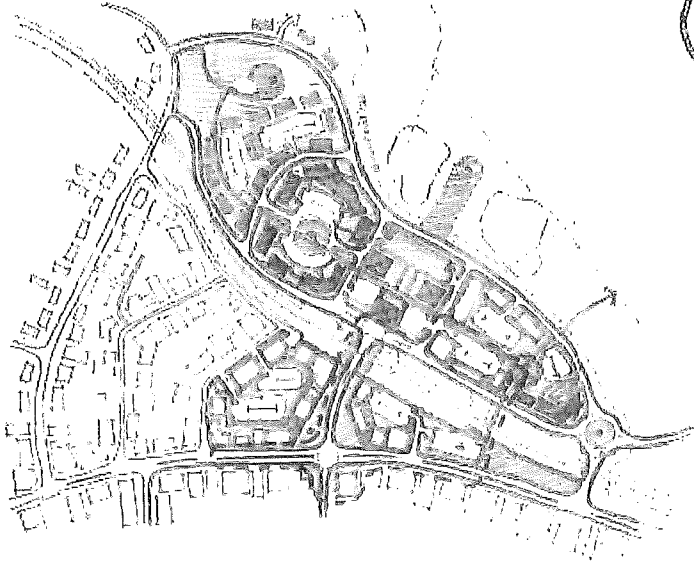
- **Phase III – Final Report Deliverable**

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

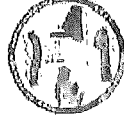


PROCESS

- 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



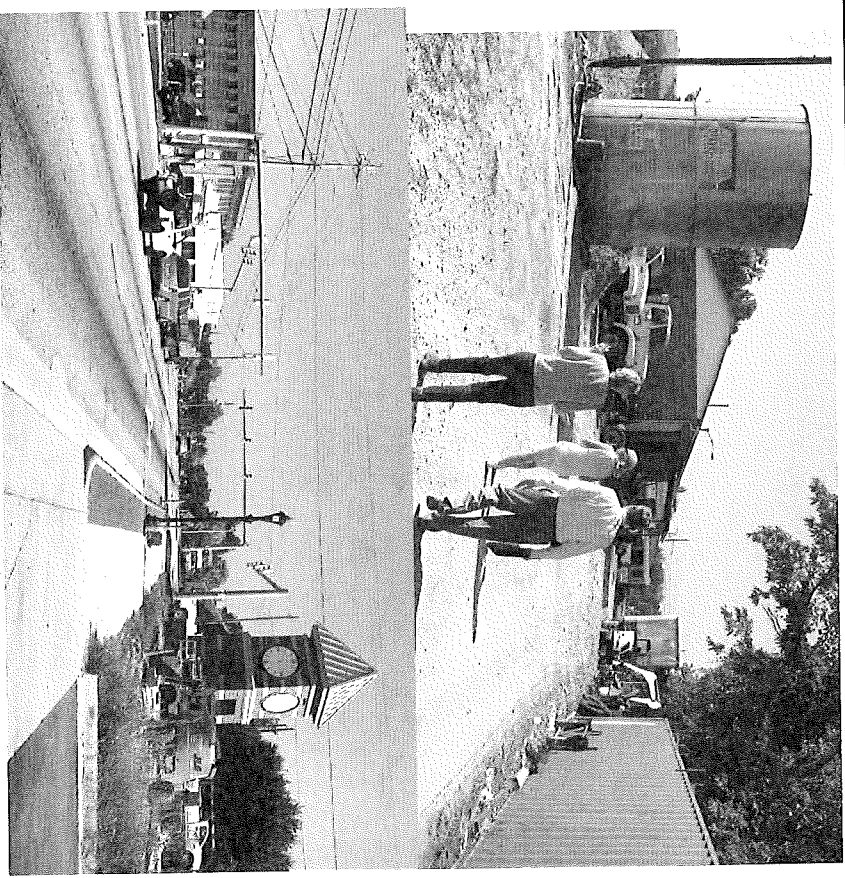
WALTER
ROBB
CALLAHAN
& PIERCE
ATTORNEYS AT LAW



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

Phase 1 – Data Collection

- Site/Community Tour
- Staff Interviews
- Elected Officials Interviews
- Stakeholder Interviews
 - Economic Development
 - Real Estate
 - Tourism
 - Local Business Organizations (FABA, Chamber)
- Public Survey – 439 Responses

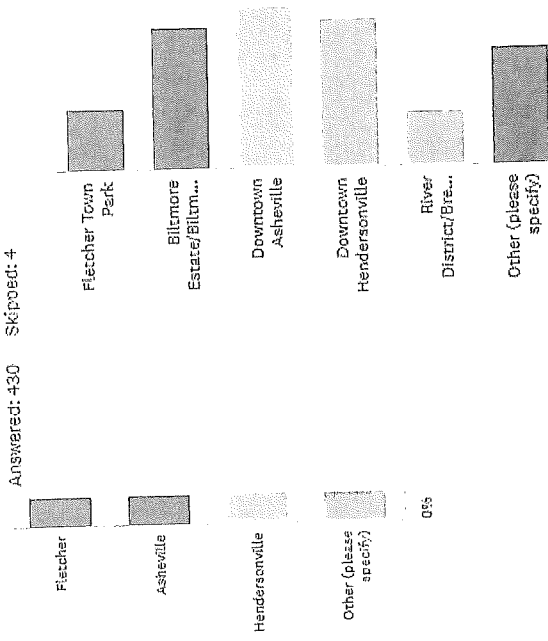


Phase I - Kickoff

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

Answered: 427 Skipped: 7

Answered: 430 Skipped: 4



0% 10% 20%

Pisgah Forest Her

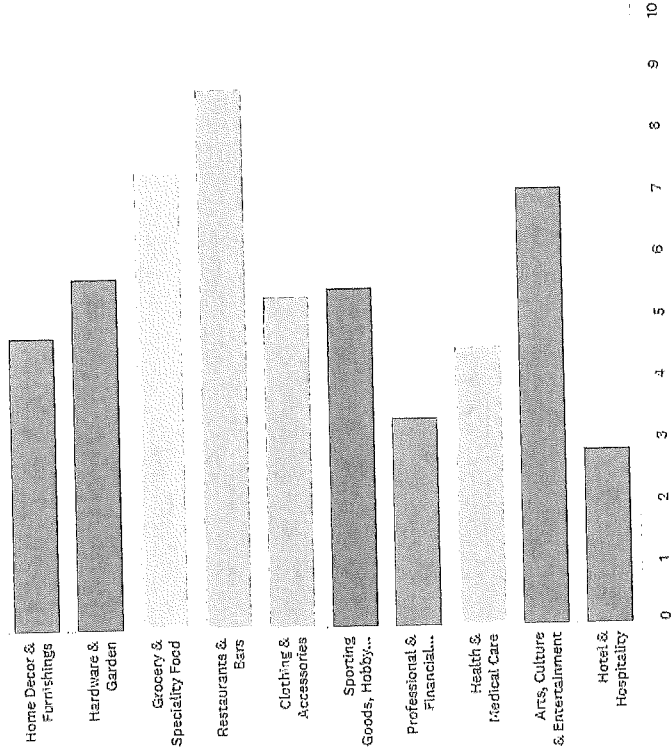
Biltmore Parl

Blue Ridge Par

Sierra Nevada Parkw

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

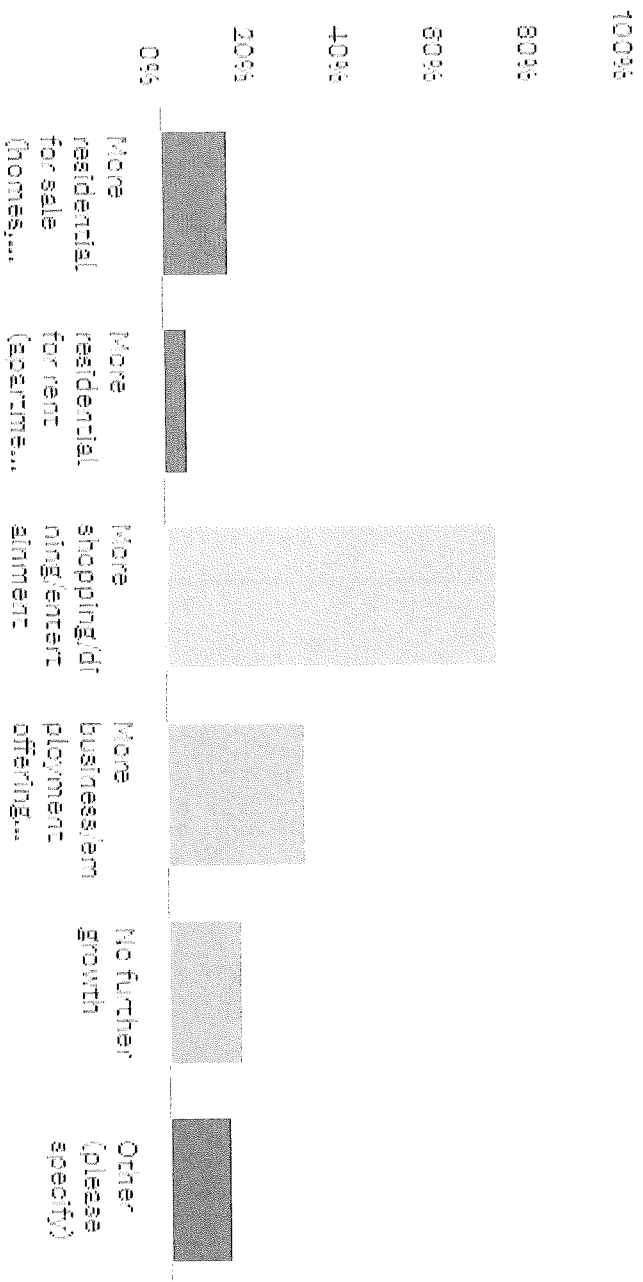
Answered: 427 Skipped: 7

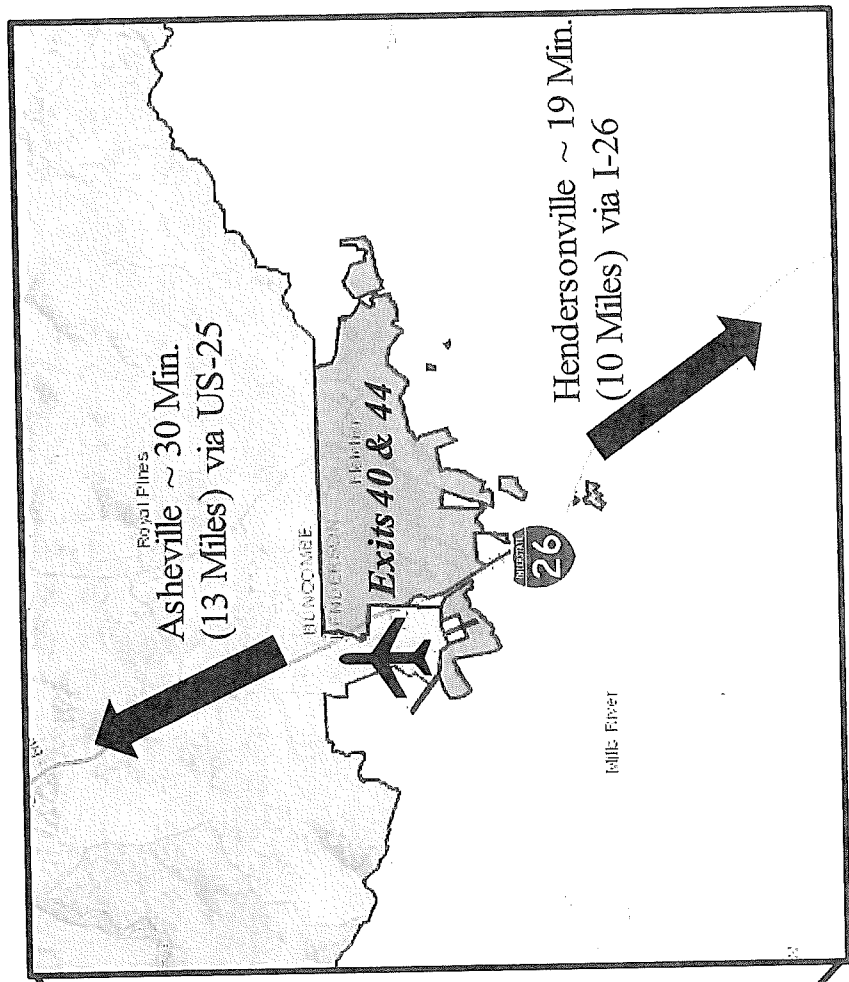
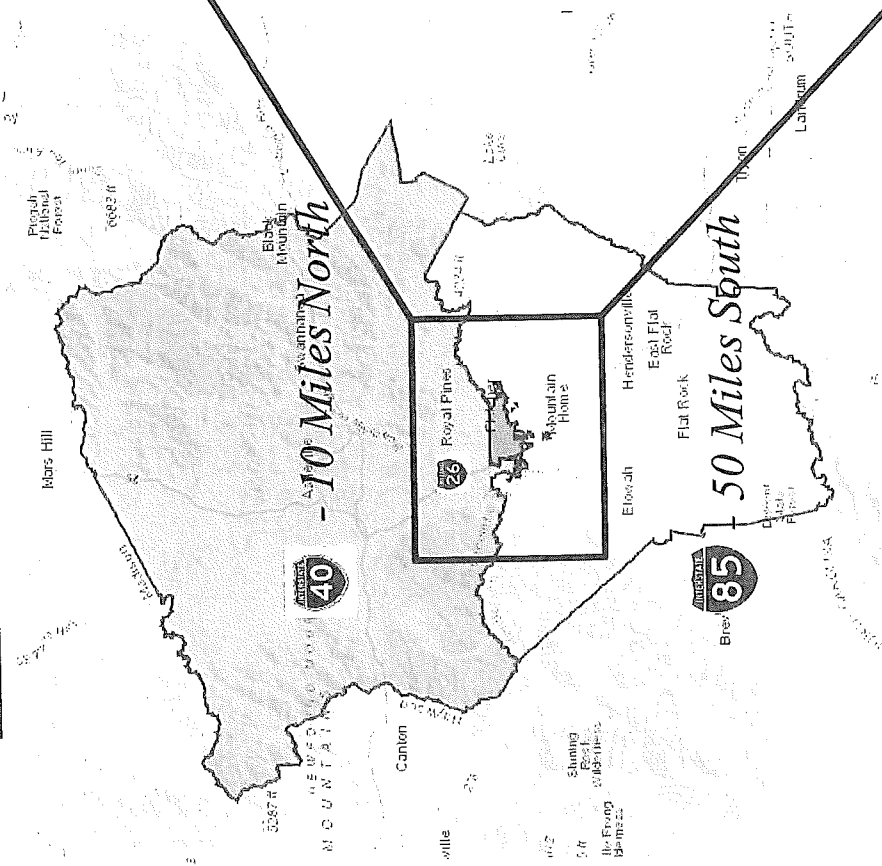


What we heard...

How should Fletcher grow?

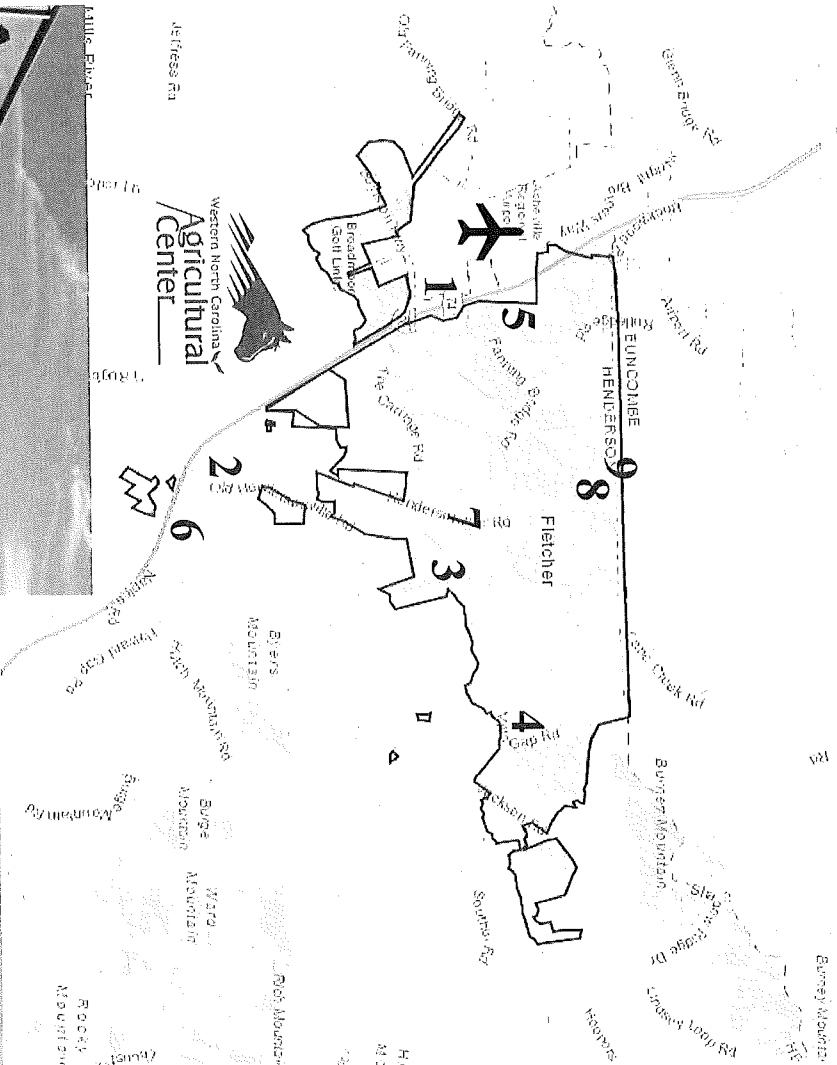
newerati 433 skipped: 1



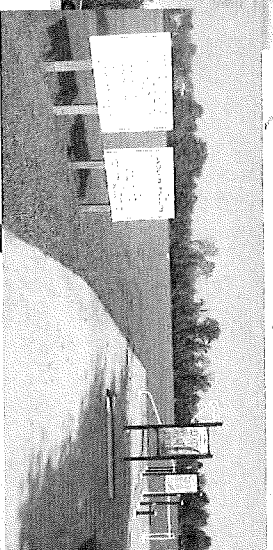
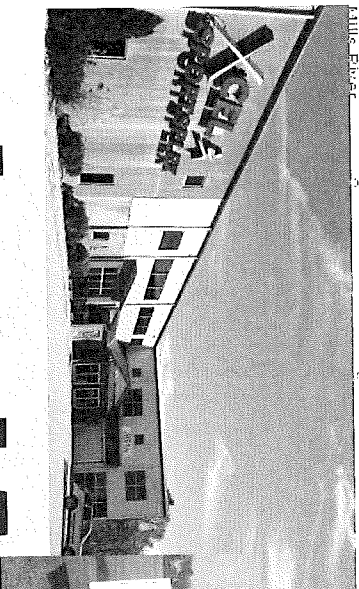


County Lines – Do they matter?

Location Analysis



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



Local Assets

Community Snapshot

Fletcher Town, NC

INCOME



\$31,008
Per Capita Income



\$58,701
Median Household Income



\$132,674
Median Net Worth

BUSINESS



400
Total Businesses



4,368
Total Employees

COMMUTERS



17%
Spend 7+ hours
commuting to and from
work per week



85.9%
Drove Alone to Work



EDUCATION

3%
No High School
Diploma



20%
High School Diploma

39%
Some College



36%
Bachelor's/Grad/Prof Degree

KEY FACTS

8,419
Population

42.0
Median Age

3,509
Households

\$49,091
Median Disposable
Income

EMPLOYMENT

73%
White Collar



19%
Blue Collar

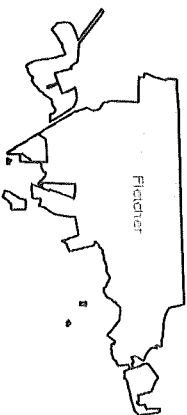
9%
Services

1.3%
Unemployment Rate

Demographic & Economic Analysis

POPULATION TRENDS AND KEY INDICATORS

Fletcher Town, NC



6 River

| | | | | | | | | |
|------------|------------|--------------------|------------|-------------------------|-------------------|---|-----------------------|--|
| 8,419 | 3,509 | 2.38 | 42.0 | \$58,701 | \$212,391 | 1.78% | 3,799 | 1.60% |
| Population | Households | Avg Size Household | Median Age | Median Household Income | Median Home Value | 2010-2019 Households Annual Growth Rate | 2024 Total Households | 2019-2024 Household Annual Growth Rate |

MORTGAGE INDICATORS



\$8,961

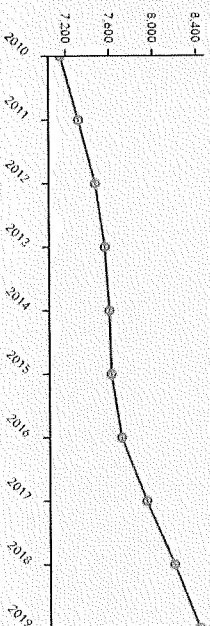
Avg Spent on Mortgage & Basics



17.7%

Percent of Income for Mortgage

Historical Trends: Population



POPULATION BY GENERATION



8.1%

Greatest Gen.
Born 1945 Earlier



23.2%

Baby Boomer
Born 1946 to 1964



23.2%

Generation X
Born 1965 to 1980



20.2%

Millennial
Born 1981 to 1998



22.0%

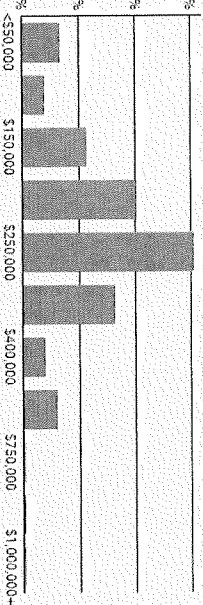
Generation Z
Born 1999 to 2016



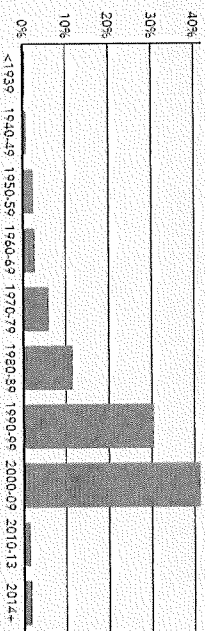
3.3%

Alpha Born
2017 to Present

Home Value

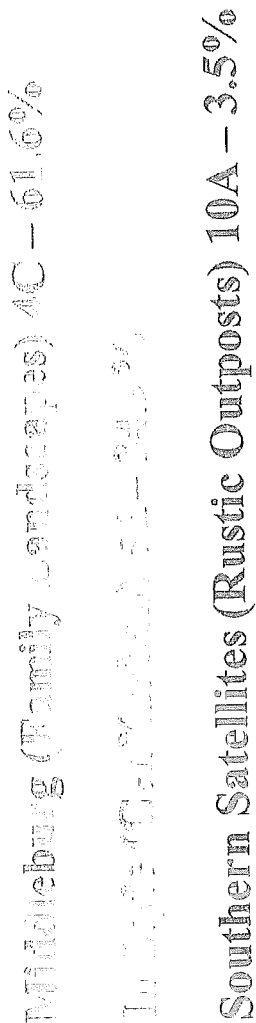


Housing: Year Built



U.S. Census Bureau, Gov forecasts for 2019 and 2024. Envirologix 2019 Time Series

Demographic & Economic Analysis



THESE THREE SEGMENTS MAKE UP 100% OF THE HOUSEHOLDS IN FLETCHER

Tapstry Segments

Fletcher Household Summary (2019)

| | |
|-------------------------------|-----------|
| Number of Households | 3,509 |
| Average Household Size | 2.38 |
| Median Age | 42 |
| Housing Unit Summary | |
| Housing Units | 3,630 |
| Owner Occupied Housing Units | 72.6% |
| Renter Occupied Housing Units | 24.0% |
| Vacant Housing Units | 3.3% |
| Median Household Income | \$58,701 |
| Average Home Value | \$215,766 |
| Households by Income of Owner | |
| Less than \$50,000 | 41.3% |
| \$50,000 - \$99,999 | 34.8% |
| \$100,000 - \$149,000 | 17.7% |
| \$150,000 or more | 6.1% |

Community Profile (ACS 2013-2017 Average)

Housing



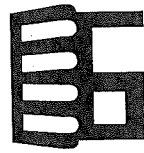
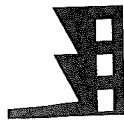
Basic Employment

Total Employment

Total Population

Total Income

Total Demand



Demand Drivers - Employment

Total Annual Average Employment: 32,160

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

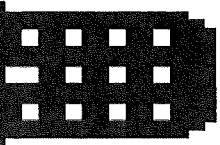
NOTE: This table excludes sectors and subsectors with an Employment Location Quotient below 1.00

Henderson County

| | | | |
|--|------|--------|----------------------|
| Construction (23) | - | - | - |
| Construction of buildings (236) | 1.28 | 1.60% | Industrial |
| Manufacturing (31-33) | 1.14 | 11.14% | Industrial |
| Beverage and tobacco product manufacturing (312) | 3.75 | 0.80% | Industrial |
| Textile mills (313) | 3.21 | 0.28% | Industrial |
| Textile product mills (314) | 1.37 | 0.12% | Industrial |
| Leather and allied product manufacturing (316) | 1.11 | 0.02% | Industrial |
| Printing and related support activities (323) | 2.02 | 0.67% | Industrial |
| Plastics and rubber manufacturing (326) | 2.82 | 1.59% | Industrial |
| Machinery manufacturing (333) | 1.15 | 0.99% | Industrial |
| Electrical equipment and appliance mfg. (335) | 8.18 | 2.51% | Industrial |
| Miscellaneous manufacturing (339) | 1.13 | 0.53% | Industrial |
| Retail trade (44-45) | 1.21 | 14.78% | Retail |
| Furniture and home furnishings stores (442) | 1.48 | 0.54% | Retail |
| Building material and garden supply stores (444) | 1.33 | 1.35% | Retail |
| Food and beverage stores (445) | 1.49 | 3.54% | Retail |
| Health and personal care stores (446) | 1.33 | 1.09% | Retail |
| Clothing and clothing accessories stores (448) | 1.36 | 1.43% | Retail |
| Sports, hobby, music instrument, book stores (451) | 1.86 | 0.83% | Retail |
| Miscellaneous store retailers (453) | 1.38 | 1.00% | Retail |
| Transportation and warehousing (48-49) | - | - | - |
| Warehousing and storage (493) | 1.38 | 1.22% | Industrial |
| Health care and social assistance (62) | 1.43 | 21.79% | Institutional/Office |
| Ambulatory health care services (621) | 1.66 | 9.58% | Office/Retail |
| Nursing and residential care facilities (623) | 1.31 | 3.40% | Institutional |
| Arts, entertainment, and recreation (71) | 1.67 | 3.05% | Retail |
| Accommodation & Food Services (72) | 1.43 | 15.31% | Retail |
| Accommodation (721) | 1.82 | 2.84% | Retail |
| Food services and drinking places (722) | 1.36 | 12.46% | Retail |
| Other services, except public administration (81) | 1.15 | 4.02% | Other |
| Personal and laundry services (812) | 1.10 | 1.27% | Retail |
| Membership associations and organizations (813) | 1.35 | 1.45% | Other |
| Private households (814) | 1.38 | 0.31% | Other |

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

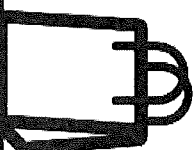
Buncombe County



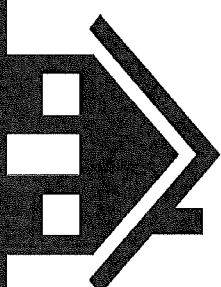
Office/Flex Space
1,630 s.f. / year



Industrial
27,294 s.f. / year



Retail/Entertainment
10,301 s.f. / year



Housing
61 - 145 units/ year

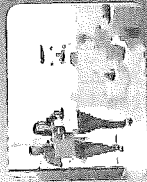
Real Estate Demand

| Workspace | Retail | Other |
|---|--|--|
| Flexible environments to include co-working space and incubators; | Focus on balance between national, regional and local retailers with smaller footprints to create an authentic Main Street experience; | Hospitality might include an inn, small boutique hotel, bed & breakfast or other local experience; |
| Medical office space to include outpatient facilities and smaller footprints; | Encourage entrepreneurship with food and/or boutique trucks and other small retail incubators; | Civic uses such as a library, educational center and other marquee attractions will enhance work and lifestyle components; |
| Connection to amenities such as food/beverage, health related activities and recreation (e.g. yoga, walking/biking paths) | Combine retail with event/activity programming in public/common areas. | Public uses such as a plaza, greenway connection to the park or even an amphitheater between them will attract visitors/customers and support retail uses. |

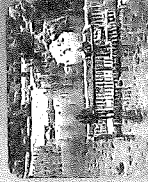
Real Estate Strategies



Economic Development



Residential Migration



Tourism

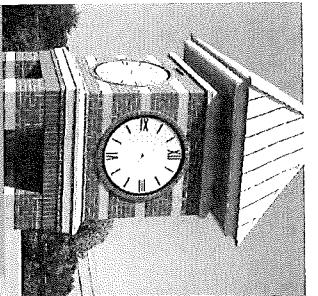


Community Capital



Imports/Exports

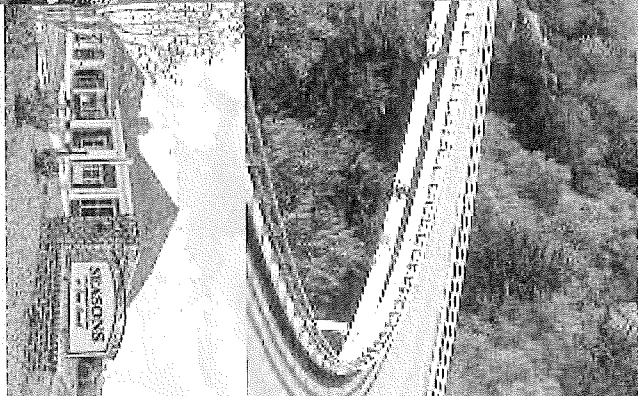
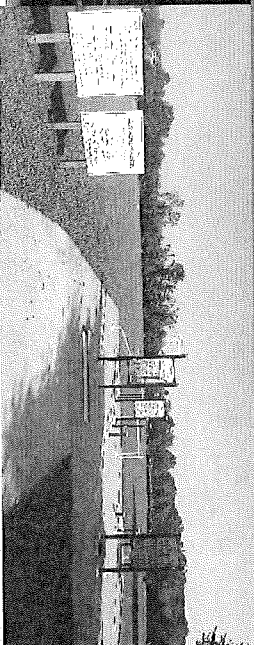
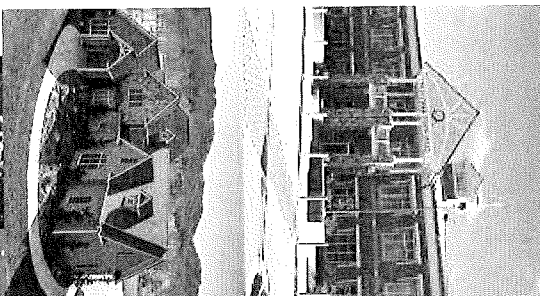
Community Wealth



WHAT DO YOU LOVE THE MOST ABOUT LIVING HERE?

sense of community wildlife
friendly people outdoor recreation
public health CLIMATE
scenery parks trails MOUNTAINS
natural resources natural environment
art & culture roads are beautiful rural
close to family quiet CHURCHES
NATIVE neighbors location diversity
rich history HOMESTEAD people know and
MY HOME I was born here help each other
weather
caring people

GROWING



Residential Migration

Henderson County

The Power of Travel

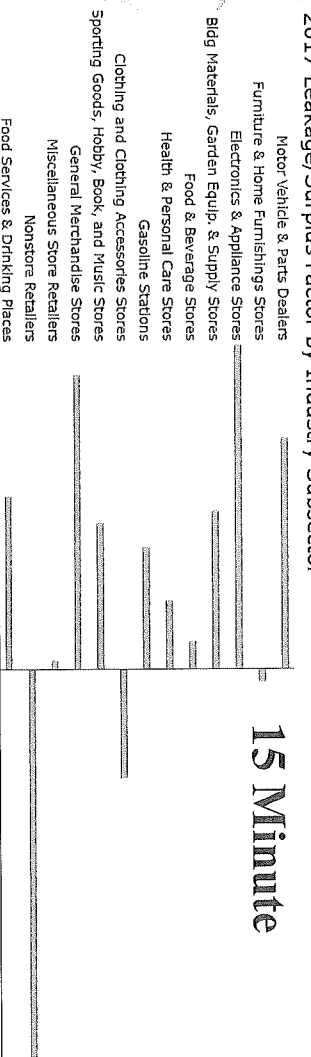
How Travel Dollars Support America

\$313.37 Million in Visitor Spending (2018)

Tourism

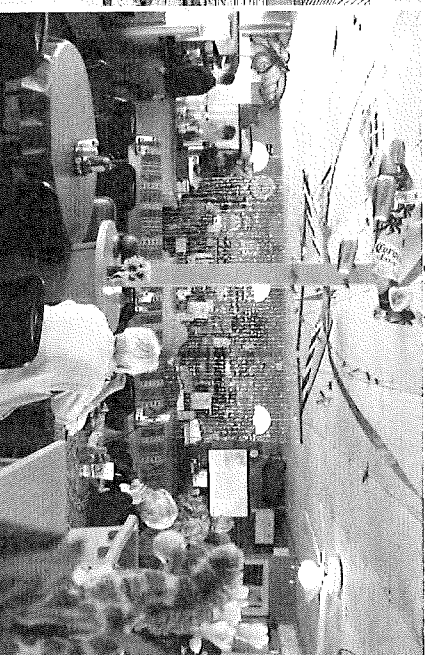
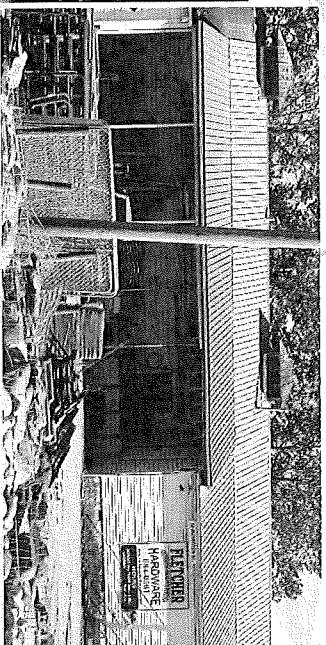
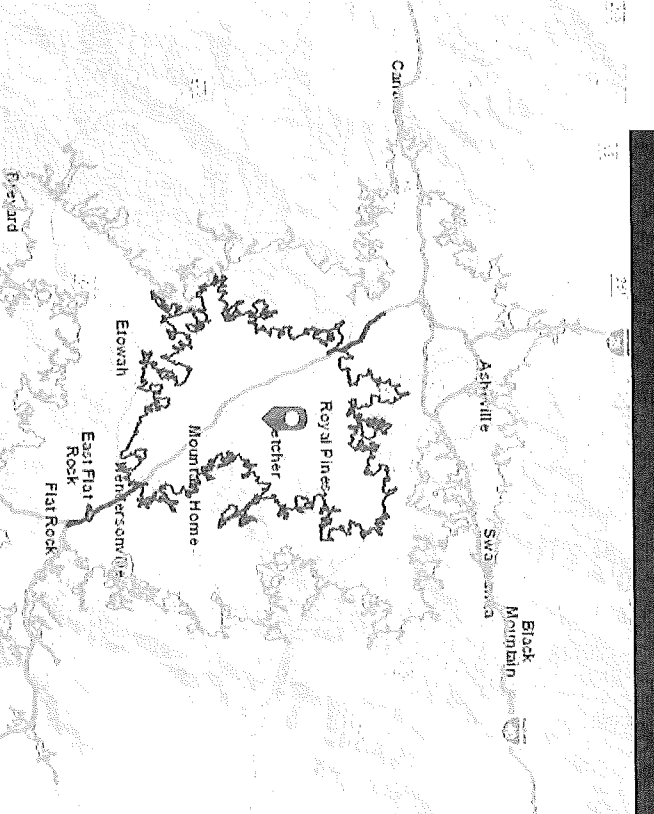
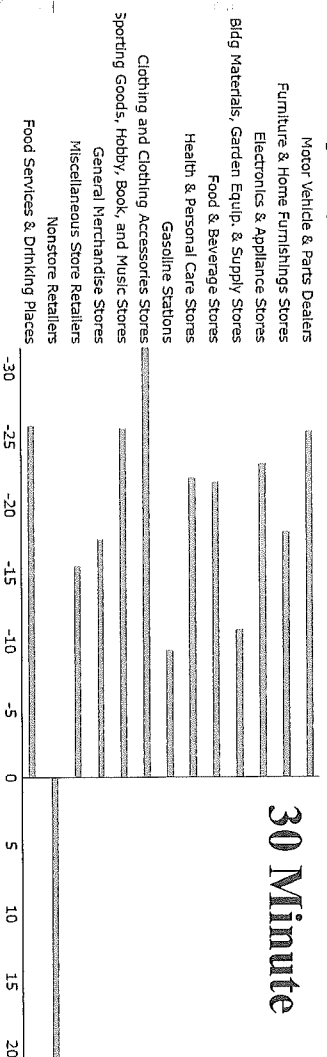
2017 Leakage/Surplus Factor by Industry Subsector

15 Minute



2017 Leakage/Surplus Factor by Industry Subsector

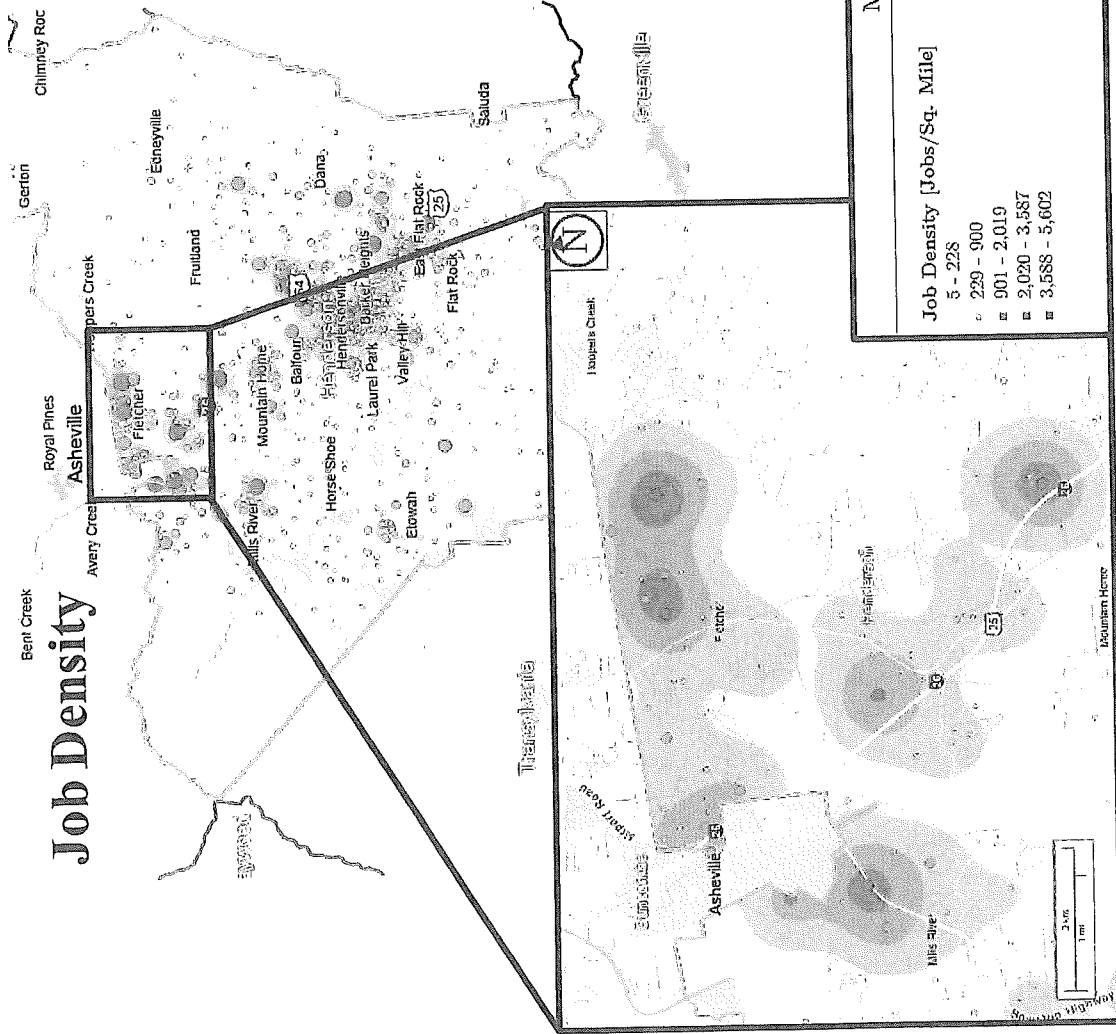
30 Minute



Community Capital

Bent Creek

Job Density



Source: US Census Bureau's OnTheMap



MERITOR

the Village Commerce Park

show homes

THE TRAINING POST

cc TRAINING

CLINTOOL

Idaph events

R & Z

show homes

Salient Labs

VBS

ppr Intville

Rolyn

TRIPLE

Fletcher Business Park

DIAMOND BRAND GEAR 100

RHA Health Services 250

MCN BRANDS 125

Country Malt 175

GAROLMA Furniture Concepts 300

CRQUEST 325

SSIS 375

Jacob Holm 400

450

Victory Packaging 500

Suite 550/551

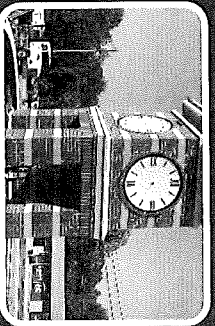
650

WILSONARI

UPM RAFLATAC

Fletcher Bus. Park-Office 600

Imports/Exports



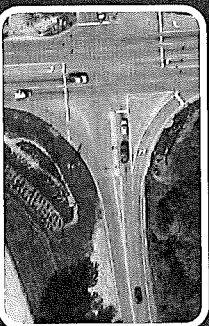
Fletcher Town/Village Center

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



Meritor Farm

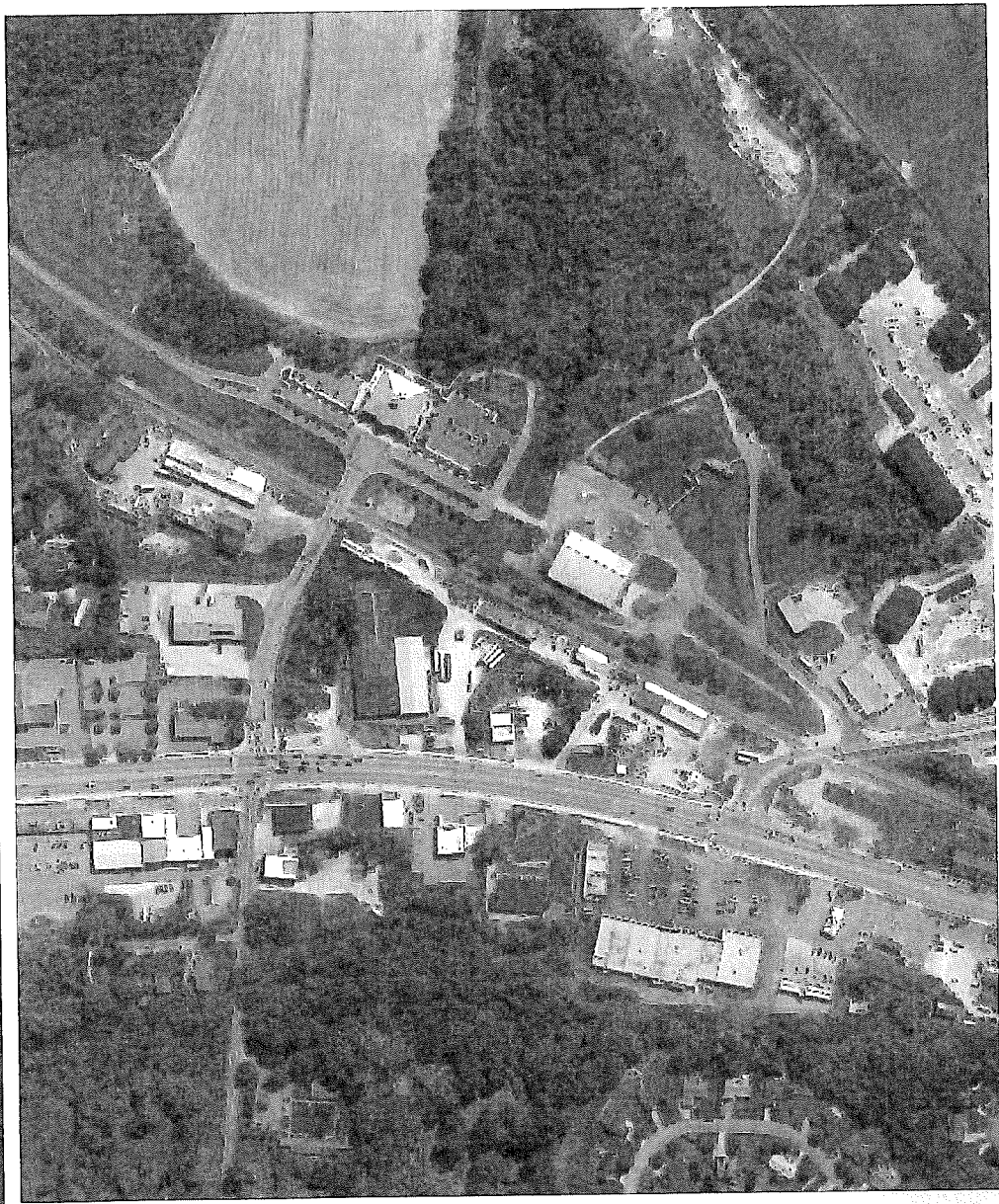
- Local & Agricultural Focus
- Experiential Farm & Incubator
- Public Works Relocation



Fanning Bridge Gateway

- Town Gateway Improvements
- Directional Signage

Key Sites



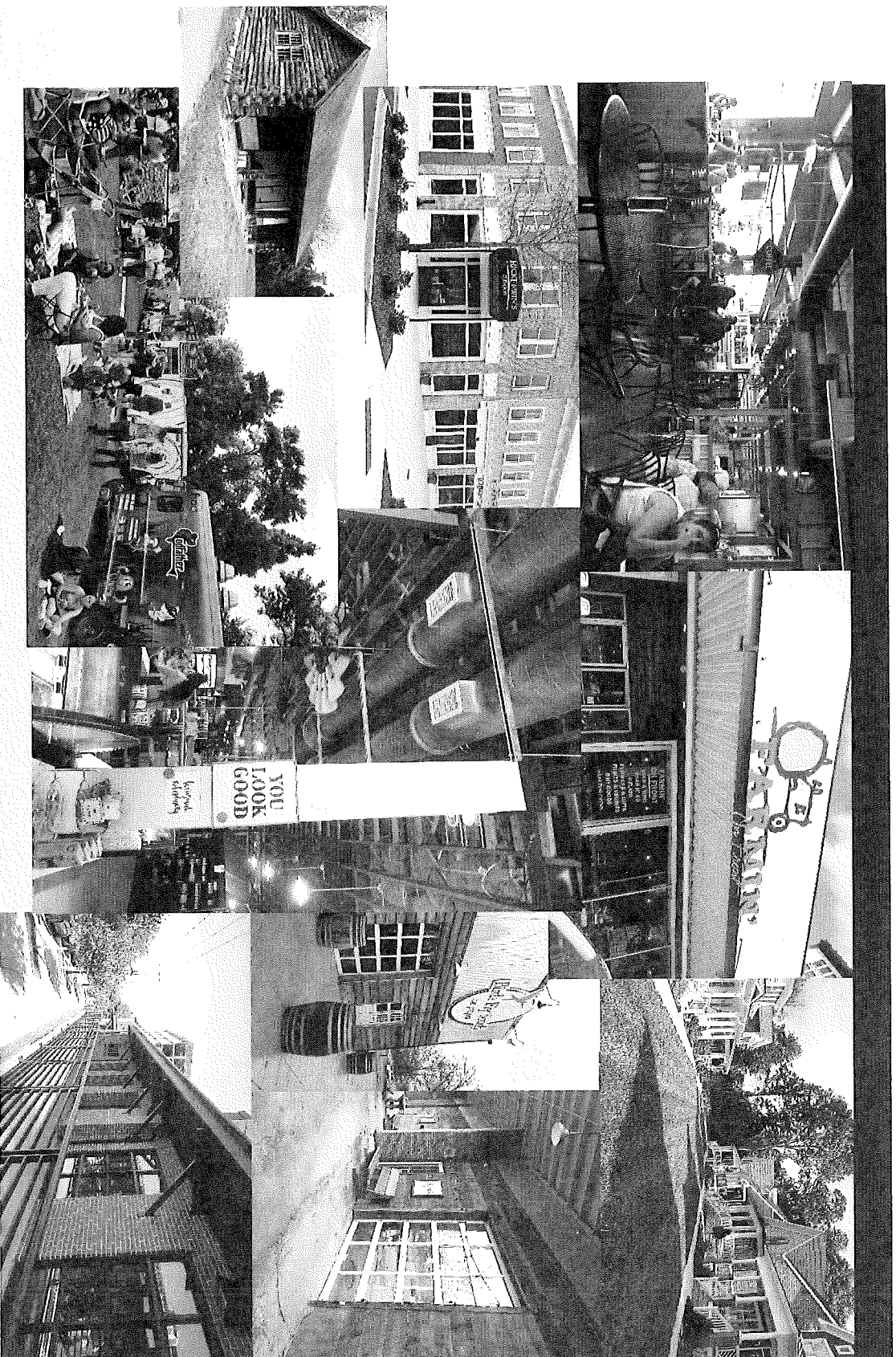
Fletcher Town Center

Real Estate

Economic Development

- | | |
|---|---|
| <ul style="list-style-type: none">• Retail<ul style="list-style-type: none">• Food/Beverage;• Tap/Distillery room;• Showcase locally made/grown.• Office<ul style="list-style-type: none">• Medical;• Education;• Services;• Incubator/Coworking.• Housing<ul style="list-style-type: none">• Attached/Detached (ownership)• Other<ul style="list-style-type: none">• Hotel/Inn• Library; Pop-Up Museum/Exhibits | <ul style="list-style-type: none">• Entrepreneurship<ul style="list-style-type: none">• Education/Programs/events• Incubator/coworking• Tourism<ul style="list-style-type: none">• Events• Hospitality• Experiential Placemaking• Beer Train!• Public & Event Space<ul style="list-style-type: none">• Connect Park & Town Center;• Truck Park - food & boutique trucks;• Town green/plaza• Bridge amphitheater; |
|---|---|

Fletcher Town Center



Fletcher Town Center



Meritor Farm Property



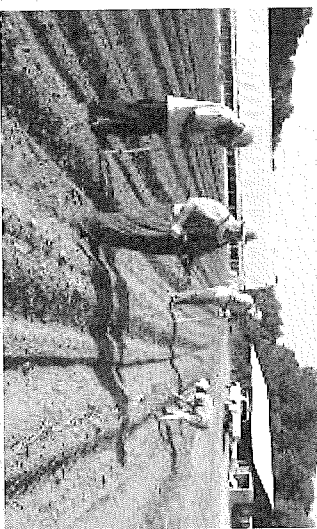
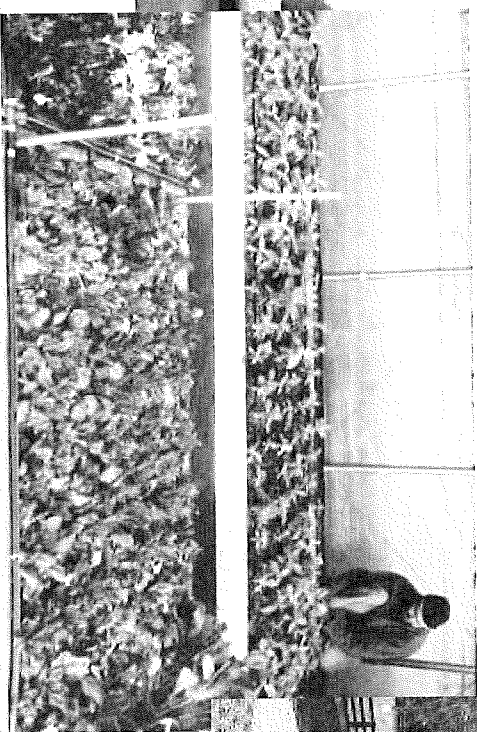
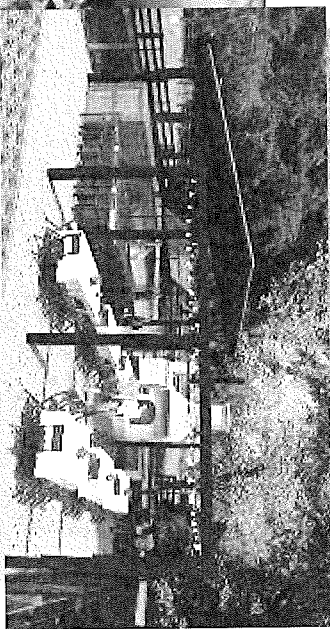
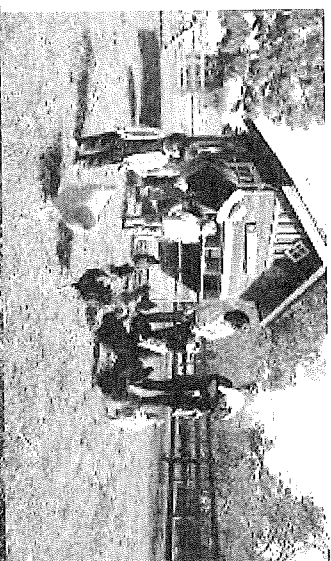
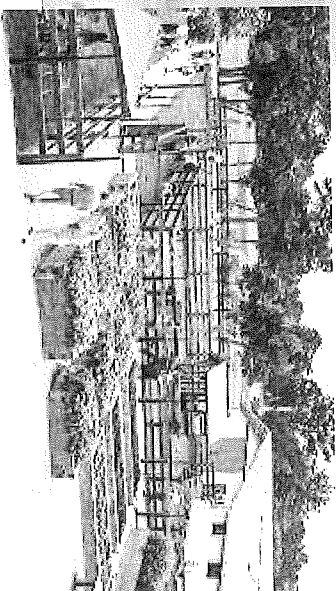
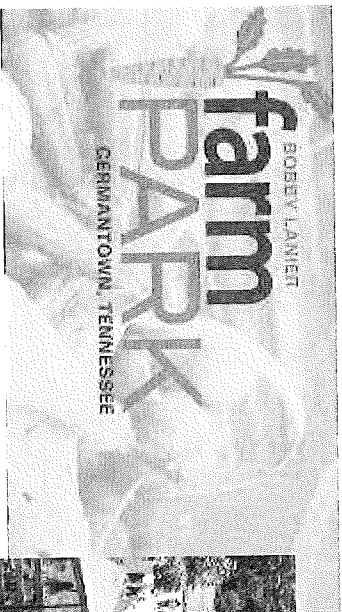
Real Estate

Economic Development

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

- Agri-Tourism

Meritor Farm Property



Meritor Farm Property

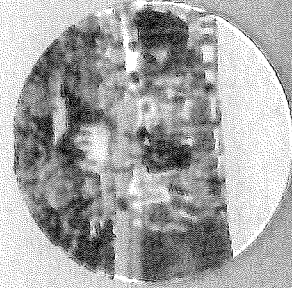
Real Estate

Economic Development

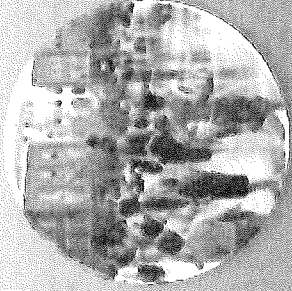
- TBD
- Wayfinding Signage
- Interstate Signage



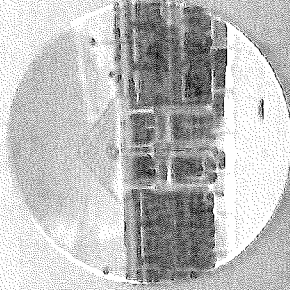
Fanning Bridge Gateway



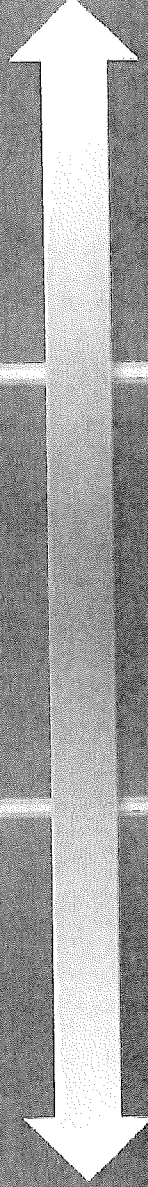
Build for the
Future



Create a
Vibrant
Town Center



Market to
Build the
Local
Economy



Key Themes

- Evaluate relocation of Parks & Recreation and Public Works facilities to the Meritor Site;
- Redevelop existing Parks & Recreation and Public Works facilities into civic and commercial uses;
- Evaluate adaptive reuse of the existing Fletcher Hardware store and other buildings along the rail line;
- Expand alternative housing types in and around the Town Center and connect by car, bike and pedestrians to greenways, the Town Center and local parks.

Build for the Future

- Plan retail and commercial uses (1-2 stories) along Highway 25 to maximize access and visibility;
- Plan hospitality/lodging use, subject to a hotel feasibility study, for a newer flagged concept hotel, a small boutique inn or a bed & breakfast to take advantage of the limitations imposed in neighboring Buncombe County;
- Expand the Town Center south of Town Hall and connect to Howard Gap road with expanded civic, institutional and commercial uses (2-4 stories);
- Expand alternative housing types in and around the Town Center and connect (by car, bike and pedestrians) to greenways, Town Center and parks;
- Expand public spaces with a town center plaza (hardscape) to include a splashpad (at town center versus at Meritor Park); and program for events, including food truck rallies, to incubate small retail and food/beverage businesses.

Create a Vibrant Town Center

- Develop a branding and marketing strategy for community development;
- Solicit NCDOT for signage on I-26;
- Design and implement gateway and wayfinding signage at Airport Exit/Fanning Bridge Rd.;
- Measure success by creating benchmarks and tracking progress.

Market to build the Local Economy

| Fletcher Metrics Table | | |
|------------------------------|---|------|
| Tax Year | | |
| Commercial Tax Base | % | |
| Commercial Permits New | | (#) |
| Commercial Permits New | | (\$) |
| Commercial Permits Renov | | (#) |
| Commercial Permits Renov | | (\$) |
| Retail Vacancy (submarket) | % | |
| Retail Lease Rates (average) | | \$ |
| Office Vacancy (submarket) | % | |
| Office Lease Rates (average) | | \$ |
| Hotel Occupancy | % | |
| Hotel Tax | | (\$) |
| Retail Sales Tax | | (\$) |
| Business Licenses | | (#) |
| Employment | | (#) |
| Unemployment | % | |
| Residential Permits | | (#) |
| Residential Values | | (\$) |

Monitoring Performance

- Key Theme
- Focus Area (Economic Development)
- Strategy
- Task
- Department
- P3 Partner
- Tools & Resources
- Benchmark/Metric
- Funding & Fiscal Year

WorkPlan
