

**TOWN OF BOONE
COMMUNITY APPEARANCE COMMISSION
TUESDAY, JUNE 26, 2018
5:30 P.M.**

COMMISSION MEMBERS PRESENT: Chairperson Brian Williams, Daniel Johnson, Jason Selong and Karyn Reid

COUNCIL LIASIONS MEMBERS PRESENT: Rennie Brantz and Sam Furguele

STAFF MEMBERS PRESENT: Brian Johnson, Urban Design Specialist and Marlene Crosby-Board Secretary

CALL TO ORDER

Chairperson Williams called to order the meeting of the Boone Community Appearance Commission, held in the Planning and Inspections Department – Upstairs Conference Room located at 680 W. King Street at 5:34 p.m.

ADOPTION OF THE AGENDA

Chairperson Williams made a motion, seconded by Member Johnson to accept the agenda as written.

VOTE:

Aye – All
Nay – None

The motion passed.

APPROVAL OF MINUTES

Chairperson Williams made a motion, seconded by Member Johnson to accept the April 24, 2018 meeting minutes as written.

VOTE:

Aye – All
Nay – None

The motion passed.

DISCUSSION OF THE DOWNTOWN DESIGN GUIDELINES

Mr. Johnson explained that at the Council, Community Appearance Commission and Historic Preservation Commission joint meeting in October of 2016, it was suggested by the CAC to separate Downtown design standards and Council granted permission to proceed with the idea of creating two areas called the historic Core and Interface Area which would contain differing design guidelines (appearance standards).

Mr. Johnson said at the Council, CAC and HPC joint meeting in December of 2017 the Warehouse District was proposed and accepted.

Mr. Johnson said at the March 2018 Council, Community Appearance Commission and Historic Preservation Commission meeting, it was agreed upon to move all of the B-1 Central Business Standards into their own Article 18 in the UDO.

Mr. Johnson said that Article 18 of the Town of Boone Unified Development Ordinance was reserved to combine all of the regulations of the B-1 Central Business District Standards into one article. He said that Ms. Jane Shook, Director of Planning and Inspections has worked on some preliminary layout of Article 18 which included some revising of the Table of Permissible Uses (permanently attached).

Mr. Johnson said the Planning Staff's research found that other Towns are moving toward having one location in the UDO for the development requirements for certain districts.

Discussion ensued on the proposed topics in UDO Article 18. The CAC reviewed the information in Article 18 Central Business District Standards 18.01 Applicability through Article 18.02.02 C.2 Exterior Materials.

Chairperson Williams said the CAC had previously discussed that they did not want to see information repeated in the separate sections of the UDO, if possible. Mr. Johnson said the location of information is up for discussion depending on the differences in the districts.

Mr. Johnson said discussion is needed on parking, landscaping and streets to see if they need to be broken out into the districts.

Mr. Johnson said there may need to be future discussion on Article 18 on building height, signs, parking lots, landscaping and streets.

Mr. Johnson explained that other Towns are using sub-districts in their ordinance. Mr. stated that the Boone Planning Staff laid out the Warehouse district and Interface area into sub-districts in Article 18.

Member Furguele said that it is easier for developers and others to look up information on what applies to one district, it is easier and causes less confusion if information is contained in one section without having to cross reference the information. He also said if the information is located in one section, it is easier to amend the text when changes are needed.

Discussion ensued on parking requirements. Mr. Johnson mentioned that parking requirements could be a larger topic for discussion at a future meeting, if Council feels a need for this discussion.

Chairperson Williams talked about the potential for different parking standards in the Downtown area versus larger parking areas like Earthfare.

Chairperson Williams talked about the difference in windows and doors in the three districts. He suggested putting the differences like these in the three different sections.

Mr. Johnson suggested since we have the three districts, there could be an appearance district standard that would apply to all three districts and break out the differences in each one of the three districts, if there could be a set standard that would apply to all three districts.

Chairperson Williams explained that the district as a whole is supposed to be a cohesive district with the ability to expand. He said if the differences are split up, it will no longer be a unified or coherent district.

Discussion ensued on the Warehouse district. Member Furgiuele talked about the amendment process and the expanding of the district. Chairperson Williams said it has been his goal to help create the capability to help expand the Downtown area and see the Downtown properties re-developed or renovated. Mr. Johnson said that there will be differences in the Warehouse district that are not in the Historic Core. Mr. Johnson said it has been established that there is not going to be a lot of differences in the Historic Core but the Warehouse district will have more differences. Mr. Johnson suggested switching the Warehouse district and the Interface Area on the map. Then he suggested including the Interface Area in the Historic Core.

Member Furgiuele talked about possibly having special provisions for the amendment process. He suggested making it a requirement in the ordinance that before any appearance standard can be applied to one of the sub-districts, that the proposed appearance standard go through the public hearing and Planning Commission process.

Discussion ensued on the Table of Permissible Uses. Member Furgiuele suggested having the information on the districts in the table and in Article 18 but it creates a housekeeping issue. Member Furgiuele asked Mr. Johnson if the Planning Staff had discussed maybe prescribing different uses for the different sub-districts. Mr. Johnson said he would need to ask Ms. Shook about it. Member Furgiuele said he could see merit in having different uses in the sub-districts. Mr. Johnson said there could be future discussion on possible uses in the sub-districts.

Member Furgiuele suggested possibly having different zoning districts called, for example B1-C, B1-I and B1-W. He said the separation of the districts allows you to tweak the uses more easily.

Mr. Johnson showed pictures from the 1920 to 1960 time period of the proposed Warehouse district on the following website www.digitalwatauga.org. The building materials were native stone, brick and concrete block. The buildings tended to have flat roofs and sloped parapets. Some of the buildings had one to two stories in height.

Mr. Johnson said that the Town encourages the long building Warehouse look for the buildings in the proposed Warehouse district. He showed photos old Warehouse type buildings in Phoenix, Arizona.

Member Brantz said can the Warehouse district be labeled historical, if the warehouse buildings are removed. Mr. Johnson said there could be a different form of building in this district that could identify with the history of it.

Chairperson Williams said he has been struggling with the proposed Warehouse district and thinking that maybe more of it should be in the Historic Core or in the Interface Area.

Chairperson Williams talked about the width and scale of buildings that could be built in the Warehouse district today with garage doors on bottom floors for the possibility of restaurants and possible condos on the top floors. He said these types of things were not in the historic warehouses. He said that this type of idea does not fit in the proposed Warehouse district because we are trying to turn the Warehouse district into something that was not originally there.

Discussion ensued on moving the proposed Warehouse district into the Historic Core or Interface Area. Member Selong said a decision would need to be made, if the buildings should look like the Historic Core or like the Interface Area. Chairperson Williams said the buildings should look like the buildings in the Interface Area. Member Furguele said he thought the proposed Warehouse district should look like the Historic Core. Chairperson Williams agreed with Member Furguele on some of the proposed Warehouse district looking like the Historic Core but not the Poplar Grove Road area.

Discussion ensued on the SHPO and state law regulations for buildings on Howard Street between Water Street and Appalachian Street. Chairperson Williams said he talked to Historic Preservation Commission Chairperson Eric Plaag about what type of buildings that SHPO would accept in a historic district. Chairperson Williams said he thinks there was a question on whether or not that SHPO would accept the Wilcox building beside the Local Restaurant on Howard Street.

Member Brantz noted this is the reason that the proposed Warehouse district idea came about because the buildings on Howard Street did not fit into the proposed Historic Core.

Member Furguele said there could be a moratorium to tear down a building in the Historic Core that you could not have in a non-historic district even if the appearance standards are the same.

Discussion ensued on a City of Boulder building photo. Chairperson Williams said that this type of building in the photo is a three-story row-type building that would fit into the Interface Area. He said it requires the same materials and patterns and it is sympathetic to the historic core but not a re-creation of a historic building.

Mr. Johnson asked if the lines on the map need to be changed to revise the Historic Core.

Chairperson Williams said that he felt the proposed Warehouse district does not fit into Downtown Boone. He said it might fit if there were four or five older brick Warehouse buildings already there but there are not any there.

Discussion ensued on expanding the Historic Core. Chairperson Williams said that in a previous discussion the CAC did not want a Historic Core that differs from the Historic Core that differs from

the SHPO Historic district. It was noted that you could have a block of buildings and there was discussion on what makes up a block.

It was the consensus of the CAC members to remove the proposed Warehouse district. Mr. Johnson said he could talk with HPC Chairperson Plaag about including the north side of Howard Street from Appalachian Street to Water Street into the Historic Core. Member Furgiuele said that if this could happen, he would support turning the rest of the proposed Warehouse district into the Interface Area. Mr. Johnson said he would update the proposed text to be reviewed at the July 2018 CAC meeting.

COMMITTEE REVIEW

Mr. Johnson explained that the Council has asked the CAC to answer some questions related to the Review of Council Liaison Positions on Town Boards and Committees see below:

*What are the committees' major accomplishments in the last year? **The CAC has worked on and are continuing to work on the B-1 Central Business Design Guidelines. The CAC worked on the draft language for the recently adopted interim Downtown design standards.***

*What are the projects the CAC is currently working on? **Drafting design guidelines for the B-1 Central Business District.***

*Are there activities of the Committee which could be handled by Town Staff alone? **The CAC felt the Staff could draft language more easily than they could.***

*What role do Town Council members on this Committee serve? **The CAC felt it is valuable to have the Council Members on this Commission because they bring history and experience to the discussion, they provide insight on what the Council might be willing to accept as change on the agenda items and the Council helps the CAC to understand how they work with other boards and Commissions.***

*Do Town Council members of this Committee receive special deference because they are on the Town Council? **The CAC felt that having the Council Members present does not change the CAC's discussion or their decision making and they are not intimidated by them. However the CAC does see that discussion could be steered by a Council Member on the Board.***

OTHER MATTERS BY BOARD MEMBERS OR STAFF

Discussion ensued on the next steps in the process of moving forward with the CAC recommendations to Council. Chairperson Williams talked about having a public hearing and the CAC discussing the feedback from the hearing.

Mr. Johnson noted that he has updated the Downtown Boone Development Association on B-1 Central Business District Downtown Design Guidelines and the CAC suggested to continue to update them. He said that the Staff would send out the three documents to the CAC members for their review.

ADJOURNMENT

Chairperson Williams made a motion, seconded by Member Johnson to adjourn the meeting at 7:16 p.m.

VOTE:

Aye – All

Nay – None

The motion passed.

Chairperson, Brian Williams

Marlene Crosby, Board Secretary



STAFF REPORT

PUBLIC HEARING-APRIL 23, 2018

CASE PL01390-032818 B1 CENTRAL BUSINESS APPEARANCE MODIFICATIONS UDO TEXT AMENDMENT

Request

The Community Appearance Commission (CAC) has been authorized by Council since July 2010 to work on Community Appearance Standards. In August 2010, the CAC recommended separate downtown design standards. The CAC met with Council in October 2016 and presented and were granted permission to proceed with the idea of creating two areas, a "Historic Core" and an "Interface Area" which would contain differing design guidelines (appearance standards). Subsequent to this direction, Town Council, CAC and HPC met in December 2017 where a third district, the "Warehouse District" in the Howard Street area was proposed and accepted (See Exhibit 2 for map of boundaries). In summary, the Historic Core, would aim to preserve the historic nature (building design & built environment) of the downtown areas, the Warehouse District would aim to preserve the historic nature (building design and built environment) of the Howard Street area and the Interface Area would be similar to the Historic Core and the Warehouse District but would allow more contemporary features and materials to compliment the other districts. The CAC anticipates completing their recommendations to Council by Fall 2018.

The Historic Preservation Commission (HPC) has also been authorized by Council in July 2015 to undertake a historic survey of the Municipal Service District (MSD), downtown, along with some additional properties outside of the MSD. According to the HPC Chair, Eric Plaag the survey is close to being completed. HPC Chair Plaag has indicated there may be enough evidence to create a local Historic District. The HPC anticipates completing their recommendations by Fall 2018.

During the last joint meeting with Council, the Community Appearance Commission, and the Historic Preservation Commission in March 2018, it was agreed upon that Staff would draft new appearance guidelines that would serve as a further "stop-gap" for development in the B1 Central Business District that would prevent building development which would take away from the historic nature of the downtown area. The stop-gap language is expected to be superseded by the final recommendations of the CAC and HPC in Fall 2018.

At the March meeting, it was suggested Staff use the Secretary of Interior Design Guidelines for historic properties as a basis for the stop-gap. After research, including conversations with the State Historic Preservation Office, Staff has used the guidelines for the rehabilitation for the basis of the stop-gap language.

Also agreed upon, was to move all B1 Central Business Standards to their own Article in the UDO. The newly draft appearance standards are the first step to making this happen.

ANALYSIS

The text in blue underline on the next page is the new text for consideration and the text in ~~red strikethrough~~ is text proposed to be deleted.

Article 18 Central Business District Standards

18.01 Applicability

18.01.01 Development in the B1 Central Business District shall meet the standards set forth in this Article and, except as provided herein, the standards set forth elsewhere in UDO; *provided, however*, that this Article does not apply to any dwelling regulated under the North Carolina Residential Code for One and Two Family Dwellings unless the dwelling has been designated as a local, state, or national historic landmark or is located within a local historic district.

18.02 Design Standards

18.02.01 Purpose: For purposes of this Section the term “historic” shall mean any building, building material, or feature fifty years or older as of May 1, 2018.

18.02.02 Exterior Facades

A. Relationship to UDO Article 25 Community Appearance Standards

1. Exterior facades in the B1 Central Business District are exempt from meeting the following requirements of UDO Article 25:
 - a. UDO Subsection 25.02.01 Pedestrian Orientation; and
 - b. UDO Subsection 25.02.02 Exterior Walls; and
 - c. UDO Subsection 25.02.03 Roofs; and
 - d. UDO Subsection 25.02.04 Materials.

B. Design Standards for Renovation of Existing Buildings

1. **General Considerations:** A building may need renovation for a number of reasons. A building may be in poor condition, or may have been insensitively remodeled in the past. Similarly, certain changes may be desired in order to add either modern conveniences to a building or to bring the building up to current building code standards. Renovations to existing historic buildings shall be consistent with the following guidelines:
 - a. Distinctive or historic materials, features, finishes, construction techniques or examples of building craftsmanship of a building shall be retained and preserved. The removal of distinctive materials or alteration of features, spaces and spatial relationships that characterize a property shall be avoided.
 - i. Applicants shall identify, retain and preserve masonry features that are important in defining the overall historic character of the building (such as walls, brackets, railings, cornices, window and door surrounds, steps and columns) and decorative ornament and other details, such as tooling and bonding patterns, coatings and color.
 - ii. Applicants shall identify, retain and preserve wood features that are important in defining the overall historic character of the building (such as siding, cornices, brackets, window and door surrounds, and steps) and their paints, finishes and colors.
 - iii. Applicants shall identify, retain and preserve storefronts and their functional and decorative features that are important in defining the overall historic character of the building. The storefront materials (including wood, masonry, metals, ceramic tile, clear glass, and pigmented structural glass) and the configuration of the storefront are significant, as are features, such as display windows, base panels, bulkheads, signs, doors, transoms, kick

plates, corner posts, piers, and entablatures. The removal of inappropriate, non-historic cladding, false mansard roofs, and other more recent, non-historic or insignificant alterations can help reveal the historic character of the storefront.

- b. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinct feature, the new feature will match the old in design, color, texture, and where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.

2. Exterior Building Materials:

- a. Acceptable Building Materials: A historic material found on the existing building used for the same purpose or location will be found to be acceptable. Where necessary or desirable due to lack of historic materials, equivalency of alternative materials, or other reasons demonstrated to the satisfaction of the Administrator, applicants may use a compatible substitute material that reproduces the overall appearance and aesthetic of the historic material.
3. Non-historic buildings (building built less than fifty years ago) in the B1 shall be renovated in accordance with the standards set forth in Subsection 18.02.02(C).

C. Design Standards for Additions and New Construction: The standards below apply to the primary and secondary facades and to other portions of an addition or new construction project that are publicly visible as defined in UDO Subsection 25.01.01.

1. General Considerations:

- a. Orientation: Orientation refers to the direction in which the primary façade and the main building entry faces the public street.
 - i. In order to maintain the rhythm and balance established by the orientation of existing buildings, new construction should be consistent with the historic pattern of building orientation established by adjacent and/or nearby buildings (in the block or across the street) within the district.
 - ii. For buildings on interior lots, the facade of a new building shall be oriented to the street onto which the lot faces.
 - iii. Buildings on corner lots shall be oriented and designed to give architectural emphasis to the façade oriented to the primary public way or, if more than one facade face significant public ways, to architecturally emphasize all such as primary facades.
- b. Rhythm and Proportion. Because rhythm and proportion are critical elements in an architectural composition, it is vital that applicants understand and employ these principles when planning and designing additions and new construction. By following these principles, a project is more likely to achieve compatibility with the historic context of the downtown area. The principles of rhythm and proportion—which may refer to an individual building on one lot or several buildings that comprise a streetscape—are important to ensuring that additions and new construction projects are compatible with the surrounding neighborhood.

- i. Rhythm refers to the regular, or rhythmic, occurrence of building elements such as windows and doors across a facade. Rhythm also refers to the pattern of buildings along a street.
 - a. The rhythm and placement of window and door openings shall be designed to be similar or compatible with those of nearby facades in same block or the block across the street in the district.
 - b. Window and door openings shall be sized and proportioned to be similar to or compatible with those on nearby facades (same block or block across the street). Commercial storefronts will often have more horizontal elements and a higher ratio of window-to-wall than the upper stories of the same building.
- ii. Proportion refers to a relationship between building elements with respect to size and/or quantity. Proportion also refers to the height of a building in relation to its width and the dimensions of the structure in relation to the dimension of nearby buildings (same block or block across the street).
 - a. Buildings shall be designed with proportions that are similar to nearby buildings (same block or block across the street) in the district.
- c. New construction should be compatible with the dominant architectural characteristics of nearby buildings (same block or block across the street) in the district.
- d. Additions shall not destroy historic materials, features, and spatial relationships that characterize the property. Additions will be differentiated from any historic building and compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.
- e. Larger buildings shall be designed to create an overall design that is consistent with the proportions and rhythm of nearby buildings. Often new buildings are proposed for construction on sites much larger than the traditionally smaller sized lots in downtown. These new structures can translate into buildings whose mass and scale overwhelm neighboring existing buildings. Therefore, new construction must employ design techniques to reduce its visual presence with respect to the existing buildings in the immediate context. Varied façade wall planes, differing materials, stepped-back upper levels and irregular or additive massing help mitigate the impact of larger buildings on the existing area. The foregoing and/or the following design techniques shall be employed to create an overall building design that is consistent with the proportions and rhythm of nearby buildings:
 - i. Varying the surface planes of large buildings is a way to make the structure more consistent with the design of smaller-scaled historic structures in the surrounding area. In order to successfully mitigate the impact of a larger building the difference between the surface planes may be a little as one foot or greater than ten feet.
 - ii. Breaking up the roofline of a large building into smaller components may help the perceived mass of large buildings.
 - iii. Where necessary and appropriate, creating bay divisions on the façades of large buildings allows the building to reflect the massing of smaller-scaled historic structures.

2. **Exterior Materials.** Materials shall be highly durable and easily maintained, especially at the pedestrian level.

a. **Acceptable Building Materials:**

- i. Acceptable building materials are historic materials found on one or more historic building on the same block or block across the street. Applicants may use a compatible substitute material that can reproduce the overall appearance and aesthetic of the historic material.
- ii. Real brick consistent in color, size, texture, and mortar with historic brick buildings in the B1 Central Business District.
- iii. Real stone consistent in color, size, and mortar with historic stone buildings in the B1 Central Business District.
- iv. Stucco finishes are not allowed on primary or secondary facades but are allowed on other façades so long as the stucco reflects historic examples found in the B1 Central Business District and is not the primary building material.

b. **Prohibited Building Materials:** The following exterior building materials are prohibited:

- i. Fiber-cement, metal, wood or vinyl siding
- ii. FRC, PVC composites
- iii. Glass Curtain Walls
- iv. Concrete Blocks
- v. Mirrored Glass
- vi. Concrete simulated brick or stone (cultured stone)
- vii. Stacked stone with no mortar
- viii. Thin-stacked stone

c. **Exceptions for prohibited materials:** An otherwise prohibited material may be used in an addition if the applicant demonstrates that the same material was a historic material used for the existing building.

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Article 25 Community Appearance Standards

§ 25.01 APPLICABILITY.

25.01.01 This article is applicable to the publicly visible portions of building facades, as defined herein.

A. A building façade shall be deemed publicly visible when ~~any of the following conditions are met:~~

~~m~~More than thirty percent (30%) of ~~a building~~the facade ~~occurs above adjacent grade and~~ is visible from any street ~~adjacent to the property;~~

~~More than thirty percent (30%) of a building façade is visible from an~~or adjacent residentially zoned property.

~~1. More than thirty percent (30%) of a building façade is taller than the vegetative buffer at the time of planting.~~

- B. Each building façade shall be evaluated independently for public visibility.
- C. If a building facade is not publicly visible at the time of construction due to existing site features (e.g., earthen berms, heavily wooded areas, vegetative buffer, existing buildings to remain), then these existing site features must remain indefinitely. If they are altered at any time to allow greater visibility, then the facade made visible must comply with the standard.
- D. The following uses are exempted from the requirements in this Article: 1.01 Single Family Dwelling, 1.02 & 1.03 Manufactured Home, 1.06 Duplex, 2.01 Family Care Home, A-1 Secondary Suite, A-2 Home Occupation, A-3 Accessory Dwelling Unit, all Temporary Uses.

(Ord. passed 12-16-2013)

CONFORMITY TO ADOPTED PLANS

COMPREHENSIVE PLAN UPDATE

1.1 Overall Objectives for the Boone Comprehensive Plan (p. 15): The following objectives, which have not been listed in any particular order of importance, are deliberately broad in scope and less specific than either a policy statement or an implementation action.

Economic Development: Acknowledge the area's natural beauty, university, and medical center presence as the Town's greatest assets for economic development and jobs creation. Treat them accordingly.

Community Appearance and Community Character: Blend the built environment with the natural, scenic, and historic character of a High Country small town. Especially discourage commercial strip development, cluttered signage, and "cheap" apartment buildings.

Open Space: Integrate open space and greenways into the urban fabric of the Town. Preserve the countryside by discouraging suburban sprawl. Avoid development in floodplains, on ridgetops, and on steep slopes.

Environmental Quality: Address and monitor growth factors and activities that contribute to water, air, light, and noise pollution.

Trees: Conserve existing trees and plant new trees, especially hardwoods.

Automobile Transportation: Maximize the efficiency of existing facilities, but not at the expense town and neighborhood character and livability. Build or expand transportation facilities and parking areas as needed, but with care. Work to reduce auto dependency, use, and congestion.

Bikeways: Implement the planned system of bikeways as a legitimate transportation alternative. Unify with greenways and other pedestrian facilities where possible.

Mass Transit: Enhance and support the mass transit system as an effective alternative to the congestion created by the individual automobile.

Pedestrian Movement: Encourage a system of sidewalks, paths, crosswalks and compact development patterns which make it easy to get around Boone on foot.

Infrastructure: Engage in long range planning for water and sewer systems, stormwater runoff, natural gas, and other utility systems. Place overhead utilities underground whenever feasible.

Public Safety: Maintain a high level of policing and fire protection and plan the expansion of public safety services to coincide with projected population increases and identified needs.

Energy and Waste: Reduce waste generation, and the consumption of energy and water. Develop area recycling programs to the fullest. Encourage an anti-litter consciousness among residents and visitors.

University: Emphasize cooperative planning among the Town, County, and University.

Downtown: Support and enhance the cultural and historic significance of downtown Boone, and affirm its appealing, pedestrian orientation.

Recreation: Strive for additional public recreation facilities, especially sports fields, greenways and indoor recreation centers.

Neighborhoods: Ensure the livability of neighborhoods, especially through land use and traffic planning.

Public Involvement: Encourage active public involvement and volunteerism to expand the effectiveness of community planning and action.

Comprehensive Plan Policies: Staff has reviewed land use and comprehensive plan policies, and listed those policies which in staff's opinion have a bearing on the request. The Commission and Council should review these policies carefully. Each member may make his or her own interpretation as to the relevance of each and which carry the most weight thereby shaping their overall recommendation.

COMPREHENSIVE PLAN POLICIES

2.1 THE ECONOMY

2.1.1 Economic Development

- A. The Town shall protect and enhance a high quality of life, image, cultural amenities, and natural beauty as the most effective, long term component of an economic development strategy. *****
- B. New and expanding industries and businesses shall be encouraged which: 1) diversify the local economy, 2) train and use a skilled labor force and 3) increase area residents' incomes.
- C. The Town shall encourage the development of a well-balanced tourism trade as a primary element of the area's economic future. Investments in services, facilities, and proper growth management shall be employed in furtherance of this objective.
- D. Economic development efforts shall encourage the revitalization and reuse of currently unused or underutilized structures, sites and infrastructure in appropriately located areas.
- E. The Town shall encourage a public service and regulatory environment conducive to business recruitment and expansion, while at the same time enhancing the area's physical and human resources.
- F. New firms and expanding businesses that complement the natural resources and beauty of the region shall be especially recruited and encouraged.
- G. The Town shall support the development of new business parks.
- H. The Town shall promote coordination of economic development resources with the appropriate institutions and agencies. Regional coordination and interaction among areas with a shared economic interest shall be encouraged.

- I. Small business start-ups, expansions and spin-offs shall be encouraged. The presence of ASU and Caldwell Community College and Technical Institute shall be recognized as a necessary and important resource for area businesses.
- J. Appropriate educational and training programs shall be encouraged to help local residents, especially those unemployed and underemployed, take advantage of business expansion and to develop new skills.
- K. Boone shall identify and provide services consistent with the needs of the area's growing retiree population.

2.1.2 Commercial Development

- A. Uncontrolled strip development along the areas through streets shall be prohibited. The undesirable effects of existing strip development shall be reduced and/or reconfigured when redevelopment opportunities permit. New strip development on isolated single lots along through streets shall be discouraged. *****
- B. Commercial and Office Development shall be encouraged to locate in planned shopping centers, office parks and mixed use developments to stop the proliferation of strip development.
- C. Community/Commercial Centers shall be located adjacent to a major street and contain or be adjacent to other appropriate community facilities.
- D. Automobile Orientated Neighborhood and Convenience Commercial Centers shall be encouraged to locate on a collector street or secondary street at its intersection with a major street.
- E. Residentially scaled and designed neighborhood businesses may be a planned element of newly developed or redeveloped neighborhoods. They should be near other compatible facilities such as elementary schools and neighborhood parks.
- F. Commercial uses may be encouraged to develop by consolidation and expansion of existing commercially zoned property, only when such consolidation and expansion does not encroach upon a viable residential area.
- G. Effective buffering and/or landscaping shall be provided where a large scale or automobile-orientated commercial or office use adjoins an existing or planned residential use.
- H. Encroachment of incompatibly scaled and designed commercial or office uses into viable existing or planned residential areas shall be prohibited.
- I. Office and institutional development may be encouraged as a transitional land use between residential areas and higher intensity commercial activities.
- J. Highway Oriented Commercial uses shall be clustered along segments of major streets and contain land uses which are mutually compatible and reinforcing in use and design. Businesses shall be encouraged to coordinate their site designs with other nearby businesses. Design factors shall include, at a minimum, shared parking and street access, convenient pedestrian and vehicular movement, and consistent sign standards.

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2.1.5 Downtown

- A. A compatible design character for the downtown area, drawing upon the locality's original High Country small town features, shall be identified, reinforced and supported to put forth a quality image and sense of place. ****
- B. The Town, in concert with the downtown property owners and merchants, shall encourage public and private efforts to develop and publicize adequate and appropriately designed off-street parking lots in the downtown area.
- C. A variety of mutually compatible and supportive mixed uses shall be encouraged in the downtown area.
- D. Public and private developments shall be encouraged to incorporate local artistry into public and semi-public spaces downtown.
- E. Public and private development decisions in the downtown area shall exhibit a special concern for maintaining the intensive, pedestrian oriented character of the district.
- F. The maintenance and revitalization of downtown Boone, as well as planning for its future development, will reflect the realities and qualities befitting its geographical setting and function as a center of (1) commercial and service activities, (2) educational and cultural activities, events and (3) public services.

2.3 THE COMMUNITY

- A. Urban type development within the Urban Growth Area shall meet appropriate Town standards.
- B. Properly planned, mixed use developments that promote efficient provision of public services shall be encouraged within the Urban Growth Area.
- C. Funding for outside agencies and organizations serving the citizens of Boone shall continue to receive support consistent with area service needs and Town budget constraints.
- D. Coordinated inter-governmental and university-town planning for urban area land use and development, transportation, utilities, recycling, environmental management, law enforcement, education, recreation, tourism and economic development shall be encouraged.

2.3.1 Community Appearance

- A. Measures to improve the effectiveness of grading, landscaping and buffering standards for new and existing developments shall be encouraged.
- B. The significance of street trees in providing visual relief, summer cooling, improved air quality and livability shall be recognized through public policies and actions to encourage their planting and maintenance.
- C. The significance of major roadway entrances into Boone as measures of community image and quality shall be recognized through building placement, landscape, signage and other visual improvements. The Town, along with private property owners and developers, shall work to jointly improve the appearance and design of major street corridors.
- D. Sign policies and standards shall be periodically updated to enhance community identity and create a high quality business image.
- E. The Town shall encourage public, private, and utility company efforts to place utility wires underground whenever feasible.

2.3.2 Community Character

- A. The identification, restoration and active use of structures, buildings, monuments, and neighborhoods of

historic or architectural significance shall be encouraged as a means of enhancing their economic and cultural value to the planning area.

- B. Multiple and appropriate adaptive reuse of historic resources shall be encouraged.
- C. Wise development of the tourism potential of the area's architectural, historic, scenic, and natural resources shall be encouraged.
- D. The destruction of significant architectural, historic, scenic, natural and archaeological resources in the planning area shall be discouraged.
- E. New development, redevelopment and rehabilitation of structures and sites shall occur in a manner which is consistent with the neighborhood and architectural context of the immediate area, and supportive, whenever possible, of Boone's original community character as a High Country small town.

2.3.3 Housing & Neighborhoods

- A. The protection and rehabilitation of viable neighborhoods shall be encouraged to insure their continued existence as a major housing source and as a reflection of the area's image as an attractive, highly livable community. *****
- B. Street system designs which discourage through traffic on purely local streets while allowing for free circulation within the neighborhood shall be encouraged.
- C. Proposed residential development which would expose residents to harmful effects of incompatible development or to environmental hazards shall be prohibited.
- D. Innovative and flexible land planning and development practices shall be encouraged to create livable developments which better safeguard land, water, energy and historic resources.
- E. Factors in determining preferred locations for high density residential development shall include: close proximity to the university, employment or shopping centers; access to major thoroughfares and the transit system; the availability of public services and facilities; and compatibility with adjacent land uses.
- F. The affordable housing needs of area residents, particularly elderly and low to moderate income residents, shall be recognized in Town policies and actions regarding residential development.
- G. Compact, full service neighborhoods, offering opportunities for living, working, shopping, and gathering places, shall be encouraged in newly planned developments, as well as for redeveloping areas.
- H. The overall housing unit density for proposed infill residential development or redevelopment should be compatible with the average density of existing areas.

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PLANNING BOARD REPORT/RECOMMENDATIONS

Per NCGS 160A-387, all proposed amendments to the zoning ordinance or zoning map shall have a written report provided from the Planning Board to the Town Council within 30 days of referral of the amendment to the Planning Board, or the Town Council may proceed in its consideration of the amendment without the Planning Board report. Furthermore, in no case is the Town Council bound by the recommendations, if any, of the Planning Board.

Per NCGS 160A-383, the Planning Board shall advise and comment on whether the proposed zoning amendment is consistent with all applicable officially adopted plans, and provide a written recommendation to the Town Council that addresses plan consistency and other matters as deemed appropriate by the Planning Board, but a comment by the Planning Board that a proposed amendment is inconsistent with the