



Action Plan

September 2019

PURPOSE

Vision – Blowing Rock Civic Association is strong voice for the homeowners of Blowing Rock to protect, preserve, inform, engage and unite our community.

Mission – Blowing Rock Civic Association is dedicated to protecting and improving the quality of life in Blowing Rock by evaluating civic issues, educating and engaging residents on key issues, working with the local government and business community and encouraging citizens to be involved and vote.

Community Roadmap – The purpose of this document is to communicate our strategic priorities, goals, desired results and action steps.

2014 COMPREHENSIVE PLAN

SHARED VISION

The shared vision for the future of Town of Blowing Rock is one of a vibrant mountain resort community that welcomes all with its charming authenticity and unique sense of place. As the premier destination for visitors to North Carolina's High Country, Blowing Rock will provide abundant opportunities for outdoor recreation, shopping, dining, lodging and entertainment in a memorable setting that cannot be replicated elsewhere. With a focus on maintaining its rustic authenticity, the community will continue to exemplify the western North Carolina vernacular through its architecture, its culture and by preserving and protecting the natural beauty of the mountain landscape. As a full service community, residents and visitors will continue to enjoy high-quality services and amenities that make the Town a desirable place to live or visit year-round. **Moving toward this vision, the community will embrace change while remaining vigilant to ensure that the Town's unique character and quality of life is not compromised.**

PRINCIPLES & PRIORITIES

Driving Principles

1. Homeowners are the cornerstone of the economy
2. Homeowners fund most of the Town budgets
3. Homeowners desire to retain our historic village
4. Homeowners should have a strong voice

Key Strategic Priorities

1. Protect our Vibrant Village
2. Protect our Residential Economy
3. Protect our Neighborhoods

STRUCTURE OF PLAN

➤ **STRATEGIC PRIORITY**

➤ ***Goals***

➤ **Desired Result**

➤ **Action Steps**

✓ **Tactics**

PROTECT OUR VIBRANT VILLAGE

Goal - Maintain the Norman Rockwell look and feel of our historic mountain village

Desired Result – Historic Mountain Village with Compatible Re-development - Land Use Code

Action Steps – Town Council, Planning Board & Community

- Update the 2014 Comprehensive Master Plan and Land Use Code to retain village atmosphere and encourage compatible re-development
- Focus
 - ✓ **Division in community over protecting the village, primarily West Main Street and Sunset Drive**
 - ✓ Need for community consensus for re-development of the Town Center, Central & Valley Blvd business districts
 - ✓ Advice of urban planning professional to guide the process
 - ✓ Tailored recommendations for the unique sub-districts – West Main, East Main, Sunset Drive, Central Business, East Valley Blvd and West Valley Blvd

PROTECT OUR VIBRANT VILLAGE

Goal - Maintain the Norman Rockwell look and feel of our historic mountain village

Desired Result – Historic Mountain Village with Compatible Re-development – Town Center (Main & Sunset) Land Use Code

Action Steps – Town Council, Planning Board & Community – Town Center Land Use Code

- Update the 2014 Comprehensive Master Plan and Land Use Code to retain village atmosphere and encourage compatible re-development
- Focus
 - ✓ West Main is “Ground Zero”
 - ✓ Preservation of older structures, retain setbacks, maximize greenspace and retain trees
 - ✓ Conditional Zoning Permit approval process
 - ✓ Parking plan to include paid parking on Main Street
 - ✓ Codification of the “Creditable Parking” rule.

PROTECT OUR VIBRANT VILLAGE

Goal - Maintain the Norman Rockwell look and feel of our historic mountain village

Desired Result – Historical Mountain Village with Compatible Re-development - Central Business District Land Use Code

Action Steps – Town Council, Planning Board & Community

- Update the 2014 Comprehensive Master Plan and Land Use Code to retain village atmosphere and encourage compatible re-development
- Focus
 - ✓ Best area for more flexible height and set back rules
 - ✓ Profitable re-development
 - ✓ Larger tracks available
 - ✓ Multi-use, hotel, condo and apartment sites
 - ✓ Architectural standards to compliment village
 - ✓ Special transition rules for projects next to neighborhoods

PROTECT OUR VIBRANT VILLAGE

Goal - Maintain the Norman Rockwell look and feel of our historic mountain village

Desired Result – Valley Boulevard that complements and feeds our Historical Downtown Mountain Village – Valley Blvd Land Use Code

Action Steps – Town Council, Planning Board & Community

- Use Ad Hoc Committee work to guide updating the Land Use Code
- Focus
 - ✓ Pedestrian access to Downtown and Middle Fork Greenway
 - ✓ Architectural standards to complement village
 - ✓ Difference between West & East Valley Blvd
 - ✓ Substantial lawns and trees in front set-backs
 - ✓ Parking lots to rear or sides of buildings, not street side
 - ✓ Standardized low signage
 - ✓ Public art along corridor

PROTECT OUR RESIDENTIAL ECONOMY

Goal - Re-balanced the economic development equation used by leaders to promote and fund our residential, business & tourist economies

Desired Result – Attract Affluent Homeowners & Tourists – Economic Development Strategy

Action Steps – Chamber & TDA

- Encourage Chamber to embrace Homeownership as one of three economic development drivers together with Tourism and Business Ownership
- Encourage Civic Association directors and members to serve on advisory boards
- Assign Civic Association directors to monitor Planning Board and TDA meetings
- Solve Downtown parking with paid parking on Main Street, remote parking lots and garages, drop off spots on Main Street, valet parking and Appplecart service
- Improve downtown parks by purchasing the missing links between Broyhill Park and Davant Park and funding the Broyhill-Cannon Connector

PROTECT OUR RESIDENTIAL ECONOMY

Goal - Re-balanced the economic development equation used by leaders to promote and fund our residential, business & tourist economies

Desired Result – Fair allocation of Town Budget and Controls on Spending – Town Budget

Action Steps – Town Manager & Town Council

- Prioritize growth of property tax revenue based on growth of the tax base, not tax rate since Homeowners fund 85% of property taxes and 60% of all Town revenue
- Adopt a policy requiring the Town Manager evaluate the cost benefit of outsourcing compared to costly permanent staffing
- Evaluate cost benefit for all events that use Town resources, implement a sunset clause and bill for services
- Prioritize taxpayer use of parks to set Park & Rec budget priorities
- Purchase additional property to serve the long term needs of the Town and allow re-development of the Fire House property

PROTECT OUR NEIGHBORHOODS

Goal - Empower Neighborhood Identity and Pride

Desired Result - Attractive Residential Neighborhoods – Neighborhoods

Action Steps – Town Council & Community

- Establish a Neighborhood Advisory Commission
 - ✓ Establish a Charter reporting to Town Council
 - ✓ Establish guidelines to insure geographic representation
 - ✓ Advise Town Council for improving and maintain neighborhoods
- Encourage creation of neighborhood homeowner associations like Mayview Park and Laurel Park
- Continue restrictions on short-term rentals in neighborhoods
- Relocate & Restore Cone Road Site
- Restore Legacy Trails
- Improve drainage, pavement and lines

PROTECT OUR NEIGHBORHOODS

Goal – Improve Neighborhoods

Desired Result – Quality Neighborhood Infrastructure – W&S Upgrade

Action Steps -Town Manager & Town Council

- Update the 2010 Water & Sewer Plan to prioritize neighborhoods
 - ✓ Engage a qualified professional to guide the process
 - ✓ Prepare and implement Improvement Plans by Neighborhood
 - ✓ Implement a public tracking process to promote accountability
- Catch up on deferred maintenance – 3 years
- Upgrade plants as needed
- Fill sewer gaps to encourage development and improve revenue

BOARD BIOGRAPHIES

Chairman of the Board – George T. Wilcox –CEO and Owner of Wilcox & Co. financial consulting, life and health insurance and investments. Former manager Merck & Co. Former member of the Board of Blowing Rock Hospital, former member of the Board Blowing Rock Country Club, member of BRAHM, member of BR Chamber of Commerce, member BR Methodist Church, member BR Historical Society, member Blue Ridge Conservancy, member Conservation Trust of N.C.

President - Tim C. Gupton –Retired partner with KPMG and then from his own firm Hughes, Pittman and Gupton, LLP. He remains an active partner with HPG Wealthcare Advisors, LLC. Tim was also a founder and general partner of Research Triangle Ventures and was an executive, board member, and co-founder of several successful startup biopharmaceutical companies. He currently is a board member of Blue Ridge Conservancy, Village Foundation and Mayview Park Homeowners Association and a member of BRAHM and Chamber of Commerce.

Vice President – William H. Carter – CEO and Owner of Carter Land Co. commercial real estate sales, development, investment and management. Longtime Blowing Rock resident and property owner and a member of various BR organizations.

Secretary/Treasurer – Betsy C. Wilcox – Manager and agent Wilcox & Co. financial consulting, life and health insurance and investments. Graduate of UNC Greensboro, N.C. Member of BRAHM, BR Chamber of Commerce, BR Methodist Church, BR Historical Society, Blue Ridge Conservancy and Conservation Trust of N.C.

Brian Beaty – Computer networking consultant and former Mayor Pro Tem of the Town of Marvin, N.C. , one of America’s fastest growing towns.

Dr. Barry Miller Buxton – Former president of Lees McRae College. Barry is a native of Blowing Rock and the definitive historian of our great town. He is the author of “A Village Tapestry” that includes photos of our late friend and legendary editor of the “The Blowing Rocket”, Jerry Burns. He gained national renown for his extensive work on science and history museums around the world and such notable individuals as former president, George H.W. Bush and former first lady Barbara Bush. Barry has served community organizations in Savannah and other cities and is a recipient of the North Carolina “Order of the Long Leaf Pine”.

BOARD BIOGRAPHIES

Karyn K. Herterich – Karyn and her husband Dieter own SouthMarke Shopping Mall in downtown BR. Karyn also owns and manages one of SouthMarke’s outstanding shops Serves You Right. She has had extensive involvement in the BR Chamber and other BR organizations. Through her Kennedy Herterich Foundation Karyn has been a very charitable benefactor of many Blowing Rock and High Country organizations and endeavors. Karyn is the North Carolina member on the Board of the Kennedy Center in Washington, D.C.

Jean Kitchin – Owner , CEO and President of a company that includes three pharmacies for 16 years. Former Vice Chair of the Board of Trustees of UNC Chapel Hill, Former Chair of the UNC Chapel Hill Alumni Association, recipient of the Distinguished Alumni Award from UNC Chapel Hill, Former Chair of the UNC Lineberger Cancer Center Board of Visitors, Former Chair of the Nash County Rocky Mount Board of Education, has hosted and produced television programs for a number of state stations and continues to host and produce programs for WHIG TV. Jean is an active member of various BR organizations.

Dan J. McLamb – Dan, a law graduate of UNC Chapel Hill where he also received his undergraduate degree is a founding partner in the Raleigh law firm Yates, McLamb, and Weyher, L.L.P. Dan is recognized as one of the best litigators in North Carolina. Dan has received numerous professional awards and extensive professional recognition. His clients include some of the state’s most outstanding institutions and companies. Dan, a BR homeowner, is an active member of various BR organizations.

BOARD BIOGRAPHIES

Blake Pace – Blake who received both undergraduate and graduate degrees from the University of Maryland College Park is General Manager of Affordable High Country Housing, a company that buys, repairs, manages and sells homes. Blake is also a very talented musical producer and performer, having performed at a number of events for President Ronald Reagan. Blake serves as President of Ensemble Stage Company, one of the state’s most outstanding theatrical organizations. Blake has also been active in the BR Chamber and various other BR and high Country organizations.

Senator Tony Rand – Senator Rand, who received both undergraduate and law degrees from UNC Chapel Hill, is a practicing attorney. He served for a number of years in the N.C. Senate including eight years as Senate Majority Leader. He later served as head of the state Post-Release and Parole Commission. Senator Rand who has owned homes in BR for years is active in a number of BR organizations including serving as a board member of the BR Chamber and on the board of the BR Country Club. Senator Rand is also a member of the N.C. Lottery Commission.

James M. Scott – Jim had an extensive military career as an officer and an engineer. After retiring from the military Jim pursued a career as an engineer in the private sector. Jim who has been involved in Blowing Rock for years served as Chairman of the Blowing Rock Planning Board for several years. Jim also obtained a real estate license for his business activities. Jim is an active member of various BR organizations.

Marshall Sealey – Marshall is an engineering graduate of N.C. State and has more than years of engineering and construction experience with major international companies on projects in states and countries. He was a manager of quality control engineering project conformance to industry standards. He prepared, reviewed and approved product specifications and managed construction inspections and testing.

BOARD BIOGRAPHIES

Julian R. West, Jr. – Julian, a graduate of East Carolina University, was an owner and executive of PS West Construction Co. in Statesville, N.C. After retiring from the company Julian has continued in commercial real estate development and management. Julian also serves as a director of a regional bank. Julian was a member of the Statesville Planning and Zoning Board and of the Statesville Board of Adjustments. He was also Chairman of the Statesville Chamber of Commerce. He is a Charter member of The Greater Statesville Rotary Club and he has served on a number of other civic and church boards. Julian has a home and other investment properties in Blowing Rock. He is an active member of various BR organizations.