
DATE: THURSDAY JULY 24th 4:30 PM – 6:00 PM

TO: LAUREL PARK COMPREHENSIVE PLAN STEERING COMMITTEE

FROM: MARY RODERICK, PLANNING DIRECTOR LAND OF SKY REGIONAL COUNCIL

SUBJECT: TOWN ON THE MOUNTAIN COMPREHENSIVE PLAN UPDATE, MEETING 4

CC: LAUREL PARK PLANNING BOARD & LAUREL PARK TOWN COUNCIL

Agenda

1. **Welcome and SC Member Update**
 - a. New member Tim Culberson, replacing Averee Refshauge
 - b. FLP History Tour (August 9th or 16th 3 x daily)
2. **Minutes**
 - a. June 30th, 2025 4:30-6:00 PM
3. **Implementation Matrix** (Portions completed - additional revisions needed?)
 - a. Recreation & Cultural Resources
 - b. Natural & Ecological Resources
 - c. Public Facilities & Services
 - d. Transportation
4. **Implementation Matrix** (Portions remaining – continue review from last meeting)
 - a. Future Land Use
5. **Next Steps** (to be supported by new LOSRC planner)
 - a. Future Land Use Map Development
 - Technical Review Committee input on suitability factors and weighting
 - FLU map development
 - b. Public Engagement (Updated Plan and FLU map)
 - Survey distribution (electronic/mailed/newsletter)
 - In-person public engagement opportunities
6. **Data Update** (if time allows or as take home)
 - a. Population Change with comparison
 - b. Population Age Breakdown
 - c. Median Age with comparison
 - d. Population 60 years or older with comparison
 - e. Hispanic/Latino County vs. State
 - f. Racial Composition with comparison

TOWN ON THE MOUNTAIN IMPLEMENTATION MATRIX



Types of Strategies & Recommendations

Advocacy Investment: Investment of elected official resources to build relationships to influence policies and the Town's ability to reach its goals.

Community Engagement: A strategy/recommendation that calls for some type of community involvement or engagement before a new program, policy, or project is implemented.

Continuation: Recommendations that acknowledge Laurel Park's current efforts and ongoing commitment.

Empowerment Investment: Investment of staff or appointed board time to build relationships, identify resources, or develop plans, policies, or projects that accomplish town goals.

New Program/Policy/Project: A strategy/recommendation that results in a new town policy, program, or project.

- *Policy:* Something that identifies a new direction for the town. [Policy can combine with a rule or a norm]
- *Program:* Something that requires ongoing work.
- *Project:* Something that has a defined beginning and end.

Partnership: Strategies where community partners share in the investment.

Pre-Investment: Investment of upfront resources to build a foundation for a potentially greater and more beneficial investment later on.

Program/Service Expansion: Recommendations that expand on an existing program or service.

Resource Investment: Monetary investment from town resources, grants, or other funding sources. Develop clarity around all funding sources and their ongoing potential.

Time Frame

Ongoing: Work is currently in progress and will continue.

Short-Term: Years 1-3 of the Comprehensive Plan time horizon.

Mid-Term: Years 4-7 of the Comprehensive Plan time horizon.

Long-Term: Years 8-10 of the Comprehensive Plan time horizon.



Chapter Three: Recreation & Cultural Resources

Goal 3-1: Ecusta Trail is an economic driver in Laurel Park.

Strategy	Action(s)	Type	Time	Lead	Cost
Become a well known Ecusta Trail Town - plan like is going to happen.	Continue to lend town support to Henderson County as lead(e.g. letters of support, help with advertising, logistics planning, use of facilities) to build and maintain community momentum.	Continuation	Ongoing	Town Board & Staff	Staff Time
	Continue to lend town support to the non-profit organization (Friends of the Ecusta Trail) building local regional support for the Ecusta Trail.	Continuation	Ongoing	Town Board & Staff	Staff Time
	Continue to be an Ecusta Trail advocate through the FBRMPO planning and project prioritization process. (See Transportation Chapter).	Continuation	Ongoing	Town Board & Staff	Staff Time
	Empower the Laurel Park Parks & Greenways Advisory Board to become the Town's Trail Ambassadors. Ensure they receive Trail status updates, know how to talk about the Trail.	Empowerment	Ongoing	Parks & Greenway Advisory Board	Board Time
	Since Laurel Park has adopted the Mountainside Mixed-Use zoning district (see Chapter Seven), develop an information sheet to provide to adjoining trail corridor property owners who come to the Town for development permits. Use it as an opportunity to build trail support.	Continuation COMPLETED?	Ongoing - Term	Town Staff	Staff Time



Goal 3-2: Laurel Park's recreation resources are connected through story-telling and connections.

Strategy	Action(s)	Type	Time	Lead	Cost
Tell the Laurel Park story and connect with activities.	Continue to tell the Laurel Park story through the historic sign and site marker program by completing the full system of signs.	Continuation COMPLETED?	Ongoing	Parks & Greenways Advisory Board	\$2,000 - \$8,000
	Unify the historic signs and create an experience through a mapped driving or walking trail/ Path or scavenger hunt to tell the story.	Continuation COMPLETED?	Ongoing	Parks & Greenways Advisory Board	\$1,000 - \$1,500
Connect the Recreation and Cultural Resources.	Use Laurel Park's parks, pocket parks, bench locations, and historic markers sites as an opportunity to engage visitors. Task and support the Parks and Greenways Advisory Board with developing and a low-cost connecting activity such as a geocache and/or letterboxing trail, or a scavenger hunt.	Continuation COMPLETED?	Ongoing	Parks & Greenways Advisory Board	\$5,000 (or lower)
Maintain and upgrade existing while also developing and Identifying Additional Park and Cultural Resources.	Direct the Parks and Greenways Advisory Board to study the need for and possible locations of additional recreation resources to accommodate the growth areas depicted the Town of Laurel Park's Future Land Use Map.	New Policy	Mid-Term	Parks & Greenways Advisory Board	Board Time
	Continue to empower and lend support to the Parks & Greenways Advisory Board efforts to update and implement the Parks and Greenways Plan.	Empowerment	Ongoing	Parks & Greenways Advisory Board	Board Time
	Direct the Parks and Greenways Advisory Board	Empowerment	Empowerment	Parks & Greenways Advisory Board	Board Time

	to study the need for maintenance and possible upgrades of existing recreation resources. Ask Friends of Laurel Park for funding assistance.			Greenways Advisory Board	
--	--	--	--	--------------------------	--



Goal 3-3: Laurel Park has a distinct brand and identity.

Strategy	Action(s)	Type	Time	Lead	Cost
Conduct a community branding and marketing process.	Issue an RFP to receive assistance from a branding and marketing firm to develop a town brand and a how-to guide to integrate the brand in town materials and activities.	COMPLETED?	Mid-Term	Staff Assistance	\$8,000 & Staff Time

Chapter Four: Natural and Ecological Resources

Goal 4-1: Development Implements Environmentally Sound Practices

Strategy	Action(s)	Type	Time	Lead	Cost
Protect the community and its residents from the effects of development on unsuitable soils, flood plains, and steep slopes.	Provide the developers, the planning board, and the governing board with access to maps and data pertaining to sensitive areas.	Continuation	Ongoing	Planning Staff Assistance	Board Time & Planning Staff Time*
	Direct the Planning Board to research regulatory options for protecting environmentally sensitive areas. Examples include: mimicking Henderson County's slope development standards, minimum open space requirements, incentives for conservation.	New Policy, Resource Investment	Long-Term	Planning Board, Planning Staff Assistance	Board Time & Planning Staff Time*
	Evaluate whether UDO regulations are achieving stated goals.	Continuation	Ongoing	Planning Board, Planning Staff Assistance	Board Time & Planning Staff Time*

*Cost of staff assistance depends on the type of planning assistance the town selects (see Chapter Seven)



Goal 4-2: Laurel Park preserves and restores ecological systems.					
Strategy	Action(s)	Type	Time	Lead	Cost
Protect native wildlife and native plant species.	Preserve continuous tracts of open space for wildlife habitat using various methods including easements and conservation style development. Educate developers of the opportunity when reviewing development applications.	New Policy, Resource Investment	Long-Term	Planning Board & Parks and Greenways (PGAB) Advisory Board	Board Time & Planning Staff Time
	Continue to control invasive plant species through town work days and partnerships. Replant following invasive removal. Review Weaverville's Invasive Species Management Plan to determine if a formal plan will benefit Laurel Park.	Continuation, New Project	Mid-Term	Planning Board & PGAB	Board Time
	Incorporate a preferred native plant listing and invasive plant listing in the welcome packet and on the website.	New Policy	Short-Term	Planning Board & PGAB	Board Time
	Adopt a Laurel Park Native Plant Policy recommending the Town to use native plants in project the town is part of.	New Policy	Short-Term	Planning Board & PGAB	Board Time
Preserve and Enhance Laurel Park's Tree Canopy.	Direct the Planning Board to evaluate the tree protection ordinance that protects the existing tree canopy and also review development tree removal standards, development planting standards, and ongoing maintenance standards (e.g. trees and plantings that die in a required buffer must be replaced).	Continuation, Resource Investment COMPLETED?	Short-Term	Planning Board, PGAB & Planning Staff Assistance	Board Time & Planning Staff Time

	Have the Parks and Greenways Advisory Board serve as the Town's tree commission.	Continuation	Ongoing	PGAB	Board Time
--	--	--------------	---------	------	------------



Goal 4-3: Laurel Park has a natural character.					
Strategy	Action(s)	Type	Time	Lead	Cost
Integrate natural protection strategies with other town strategies and activities.	Identify contiguous tracts of open land as potential corridors for walking trails, but also as potential wildlife and wildfire mitigation corridors/fire breaks; including links between utility easements, and un-opened rights-of-way. Communicate the location of the corridors to developers during the development review process.	New Project	Mid-Term	Planning Board, Parks and Greenways Advisory Board	Board Time & Planning Staff Time

Chapter Five: Public Facilities & Services



Goal 5-1: Laurel Park citizens have access to high quality and sustainable public facilities and services.					
Strategy	Action(s)	Type	Time	Lead	Cost
Determine the best long-term option for public facilities and sustainability of services.	Continue to hold Hendersonville accountable for Water hydrants and pressure.	Continuation	Ongoing	Town Manager	Staff Time
	Upon completion of studies, engage in formal conversations with the City of Hendersonville to determine options for improved or coordinated services or possibly system mergers.	Advocacy Investment	Short-Term	Town Board	Board & Staff Time

**Goal 5-2: The US 64 Corridor has the infrastructure to support development.**

Strategy	Action(s)	Type	Time	Lead	Cost
Coordinate with the City of Hendersonville to construct new sewer lines.	Explore grant options and allocate funds to conduct a feasibility study that identifies the barriers to sewer line development, potential capacity, types of users needed, and other pertinent factors to determine the sewer line possibility.	Pre-Investment, Resource Investment	Short-Term	Town Manager	Staff Time \$15,000 for study
	Engage in regular conversations with the City of Hendersonville to develop sewer line extensions.	Advocacy Investment	Mid-Term	Town Board	Board Time
	Enforce sewer extension policy that requires voluntary annexation in exchange for sewer service.	Continuation	Ongoing	Town Board	Board Time, \$8,000 Consultant Assistance

Goal 5-3: Laurel Park Citizens are served by a fully functional police department.

Strategy	Action(s)	Type	Time	Lead	Cost
Identify long-term Police Department facility needs.	Devote resources for a Facility Space and Needs Study to determine the amount and type of facilities the town can develop and support, including the technological infrastructure needed to meet CJIS minimum standards.	New Project, Pre-Investment	Short-Term	Town Manager & Police Chief	\$15,000 for full study



Goal 5-4: Laurel Park Citizens are Served by a Fully Functional Town Hall					
Strategy	Action(s)	Type	Time	Lead	Cost
Identify long-term Town Hall facility needs.	Devote resources for a Facility Space and Needs Study to determine the amount and type of facilities the town can develop and support to meet the town's changing needs.	New Project, Pre-Investment	Short-Term	Town Manager	\$15,000 for full study
	Devote a portion of the Facility Space and Needs Study to determine restroom options for Laurel Green visitors during the times Town Hall is not open. Consider partnerships with area businesses.	New Project, Pre-Investment	Short-Term	Town Manager	\$15,000 for full study

Goal 5-5: Laurel Park provides brush collection at least two times each year.					
Strategy	Action(s)	Type	Time	Lead	Cost
Coordinate services or system merger for brush pick up and leaf collection.	Investigate options to share services with the City of Hendersonville.	Advocacy	Short-Term	Town Manager & Staff	Board Time, \$8,000 Consultant Assistance



Goal 5-6: Laurel Park residents have reliable broadband access.					
Strategy	Action(s)	Type	Time	Lead	Cost
Participate in regional broadband development activities.	Support the allocation of staff and elected official time to participate in Henderson County's efforts to replicate NC Next Generation Network (NCGC) broadband effort or other coordinated broadband efforts. Partner with Land of Sky Regional Council on West Next Generation Network (NGN) Broadband which is a regional initiative focused on stimulating the deployment of broadband networks in Western North Carolina.	Partnership	Short-Term	Town Staff, Town Appointee	Staff and Volunteer Time

Chapter Six: Transportation



Goal 6-1: Laurel Park has a well-maintained and safe roadway network for all users.					
Strategy	Action(s)	Type	Time	Lead	Cost
Systematically improve roads through repaving and repair.	Continue to update the five -year pavement maintenance and repair schedule ¹ and continue to allocate funds to support implementation.	Continuation	Ongoing	Town Maintenance Department, WGLA	Costs allocated through roadway improvement plan
Improve level of awareness and comfort of roadway users.	Provide a mechanism for users to submit roadway (and other) concerns (pictures and text), as well as to visualize this information. Use a variety of strategies (see Figure 6-3) to mitigate concerns.	New Project/ Program	Short-Term	Town Staff	Web Tool = \$5,000 to \$10,000 + annual maintenance
	Empower the police department to increase education and enforcement efforts to decrease speeding and user conflicts. Participate in NCDOT's WatchForMe roadway safety campaign.	Empowerment	Ongoing	Police Department	Staff Time

¹ At the time of the Comp Plan update, this process has been disrupted by the landslide and roadway impacts from Hurricane Helene. Will need to adjust schedule in light of repairs as they are completed.

Explore a variety of innovative traffic-calming measures and options to help change behaviors.	New Project, Pre-Investment	Short-Term	Town Staff	Staff Time
Implement traffic-calming measures where needed and appropriate.	New Project	Long-Term	Town Staff	Costs allocated through roadway improvement plan
Provide regular road condition updates, especially during severe weather.	New Project & Program	Ongoing	Town Staff	Staff Time



Goal 6-2: Laurel Park residents have multi-modal transportation choices.

Strategy	Action(s)	Type	Time	Lead	Cost
Coordinate with the Apple Country Public transit to serve additional Laurel Park riders.	Prioritize walking connections from points within Laurel Park to the transit stop(s)	Partnership, General Business	Short-Term	Town Staff	Staff Time
	ADD Action to expand the service, and utilize paratransit, expanding radius for pick-up				
	Develop simple promotional materials such as newsletter ads, social media postings, etc. to promote Apple Country Transit as a transportation choice.	Partnership, General Business	Short-Term	Town Staff	Staff Time
	Ensure that the Apple Country Transit stop(s) remains accessible.	Partnership, Project	Long-Term	Town Staff	Staff Time



Goal 6-2: Laurel Park residents have multi-modal transportation choices and have reduced car-dependency					
Strategy	Action(s)	Type	Time	Lead	Cost
Continue to be an active participant with the French Broad River MPO to build support for local and regional projects that further multi-modal goals.	Advocate for the NCDOT to implement the FBRMPO's Complete Streets option for the Brevard Road widening project.	Advocacy	Ongoing	MPO Rep.	MPO Rep. Time
	Work with the NCDOT to refine plans for White Pine Drive to ensure that pedestrian needs are met during Brevard Road construction. and to ensure that White Pine Drive becomes a key pedestrian/bicyclist street after the widening project is completed.	Advocacy	Ongoing	MPO Rep.	MPO Rep. Time
	Continue to be an advocate for Ecusta Trail funding.	Advocacy	Ongoing	Town Board, MPO Reps	Board & MPO Rep. Time
	(MOVED to Goal 6-1 as action)				

Encourage connectivity to support multi-modal access.	Evaluate the connectivity between parking, points of interest, sidewalks, trails, and roads to identify and prioritize gaps that need to be addressed.	New Project, Pre-investment	Short-term	Town Staff, Consultant	TBD
	Develop and implement strategies to address the connectivity gaps.	New Project	Long-term	Town Staff, Consultant	TBD

Chapter Seven: Future Land Use

Goal 7-1: Laurel Park is financially stable and has a diversity of funding sources for project investment.

Strategy	Action(s)	Type	Time	Lead	Cost
Build pool of alternative funding sources.	Seek out grant opportunities for projects.	Pre-Investment	Ongoing	Town Manager	Staff Time
	Continue to build relationships and share in project costs on projects that benefit Laurel Park and other local governments.	Advocacy, Partnership	Ongoing	Town Council	Board Time
	Invest in strategies that protect and enhance property values, including investments that don't have a quantifiable outcome.	Pre-Investment, Resource Investment	Ongoing	Town Council	Depends on Strategy
	Aim for a fund balance that is on par with cohort communities as defined in the AFIR.	Continuation	Ongoing	Town Council	



Goal 7-2: Build Political Support for the Future Land Use Plan (Henderson County, Hendersonville, State Elected Officials)					
Strategy	Action(s)	Type	Time	Lead	Cost
Develop and adopt a Laurel Park advocacy strategy	Write/Develop an annual advocacy agenda to guide Town Board's priorities.	Advocacy	Short-Term	Town Board	Town Board Time
Develop an Interlocal agreement with Hendersonville after water studies are complete		Advocacy, Policy	Mid-Term	Town Board & Town Manager	Town Board & Staff Time, Consultant Time, \$5,000



Goal 7-3: Laurel Park has the structure to implement the Future Land Use Plan.					
Strategy	Action(s)	Type	Time	Lead	Cost
Encourage the use of the UDO to implement the Comp Plan.		New Policy	Short-Term	Planning Board, Town Manager	Board & Staff Time, Planning Staff Time
		New Policy	Short-Term	Planning Board, Town Manager	Board & Staff Time, Planning Staff Time
	Implement an intentional community involvement strategy.	Community Engagement	Short-Term	Planning Board, Town Manager	Board & Staff Time, Planning Staff Time
	Engage key property owners in the Town Center and Neighborhood Activity Center districts.	Community Engagement	Short-Term	Planning Board, Town Manager	Board & Staff Time, Planning Staff Time
	Evaluate and update the UDO to ensure that it supports the Comp Plan goals.	New Program	Short-Term	Planning Board, Town Staff, Consultant	TBD
Increase the Town's Planning Capacity	Determine and fund the preferred strategy to increase the town's planning capacity by hiring a part-time planner or shared position, contracting with Hendersonville or Henderson County, or contracting with a private planning firm.	Service Expansion	Short-Term	Town Board	\$4,800 (4 hrs per month @\$100/hr) to \$15,000 for part time position.

Evaluate and adopt miscellaneous zoning recommendations	Incorporate the following items: -Home Occupations/Home Based Businesses -Emerging uses as appropriate -Accessory Dwelling Units -Vegetative buffer maintenance	New Policy	Short-Term	Planning Board & Town Manager	Board & Staff Time, Planning Staff Time
---	---	------------	------------	-------------------------------	---



Goal 7-3: Laurel Park has the structure to implement the Future Land Use Plan.					
Strategy	Action(s)	Type	Time	Lead	Cost
Amend zoning ordinance to allow commercial uses in the Watershed Overlay District	Re-write ordinance to allow for small-scale commercial development follow NC's Model Watershed Ordinance Standards.	New Policy	Short-Term	Planning Board & Town Manager	Board & Staff Time, Planning Staff Time



Chapter Eight: Implementation

Goal 8-1: Laurel Park maintains up-to-date information to monitor and plan for services that match development activity.

Strategy	Action(s)	Type	Time	Lead	Cost
Maintain adequate and current information on the costs of government services so that basic information for fiscal impact analyses is readily available.	Adopt a requirement for a full fiscal impact analysis for all major projects (and define major projects).	New Policy	Mid-Term	Town Board & Planning Board	Board & Staff Time
	Maintain adequate and current information on the costs of government services so that basic information for fiscal impact analyses is readily available.	New Policy	Short-Term	Town Manager	Staff Time
	Keep capital improvement plans current and include appropriate development projections.	New Program	Ongoing	Town Board & Town Manager	Board & Staff Time