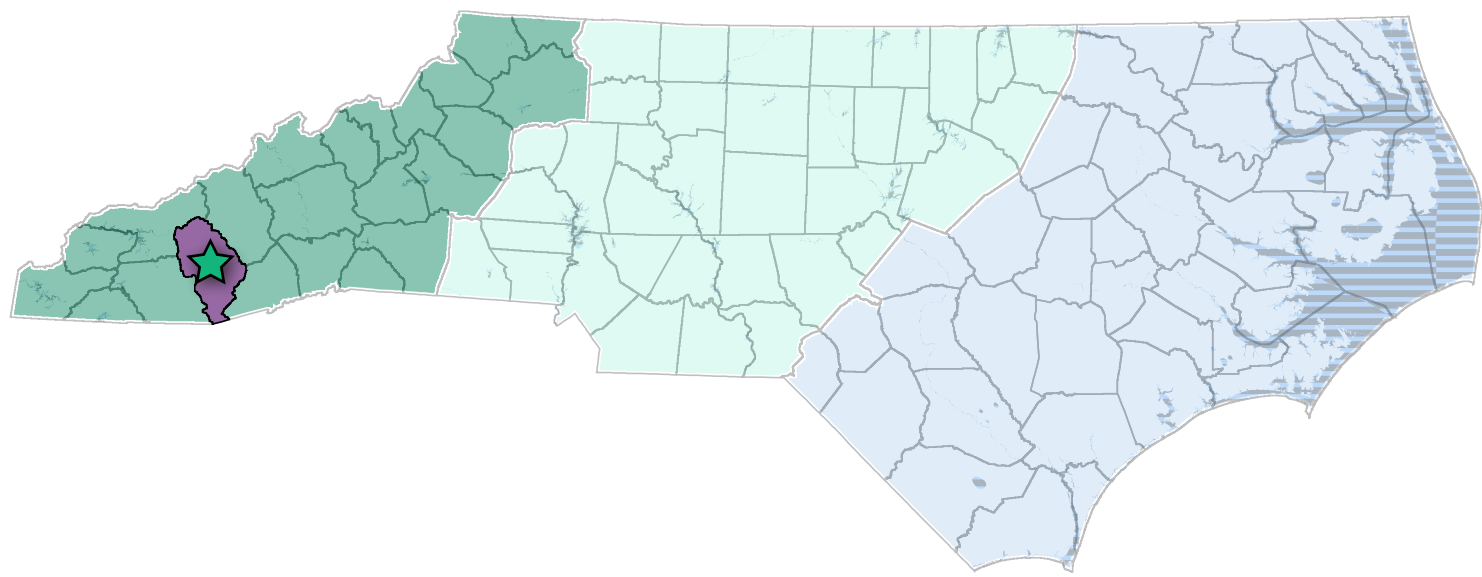
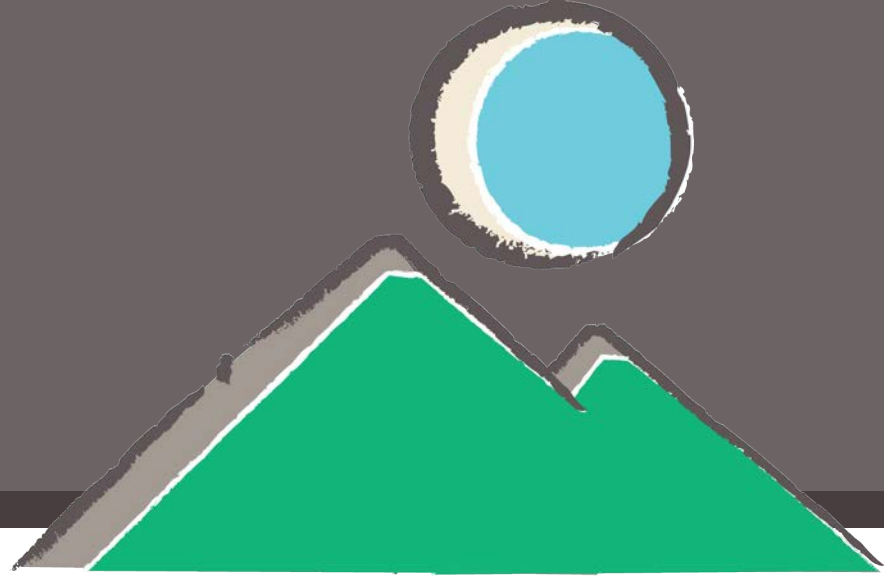


Cullowhee SMALL AREA PLAN



project overview

ABOUT THE PROJECT

Jackson County is working with the Cullowhee Community to develop a Small Area Plan for the Cullowhee Community Planning Area and surrounding area. The Jackson County Land Use Plan 2040 adopted in 2017 recommended that Cullowhee prepare a plan that would guide future growth and development. This Small Area Plan, with participation by the community, will reflect the vision and unique identity of the mountain community. The Plan will establish goals and create strategies relevant to land use, economic development, utilities, transportation, natural resources and more.

WE NEED YOUR INPUT!

Attend a public meeting!

- Monday, April 22nd: 6:00-8:00 - Visioning Workshop @ Jackson County Rec Center (88 Cullowhee Mountain Road)
- Tuesday, April 23rd, 5:30 – 6:30 - Framework Plan Presentation @ WCU Ramsey Center Hospitality Room
- Wednesday, April 24th, 1:00-2:30 - Coffee Talk on the Future of Cullowhee @ Hillside Grind (594 Centennial Dr) - FREE COFFEE!

Take the Survey!

www.surveymonkey.com/r/Cullowhee



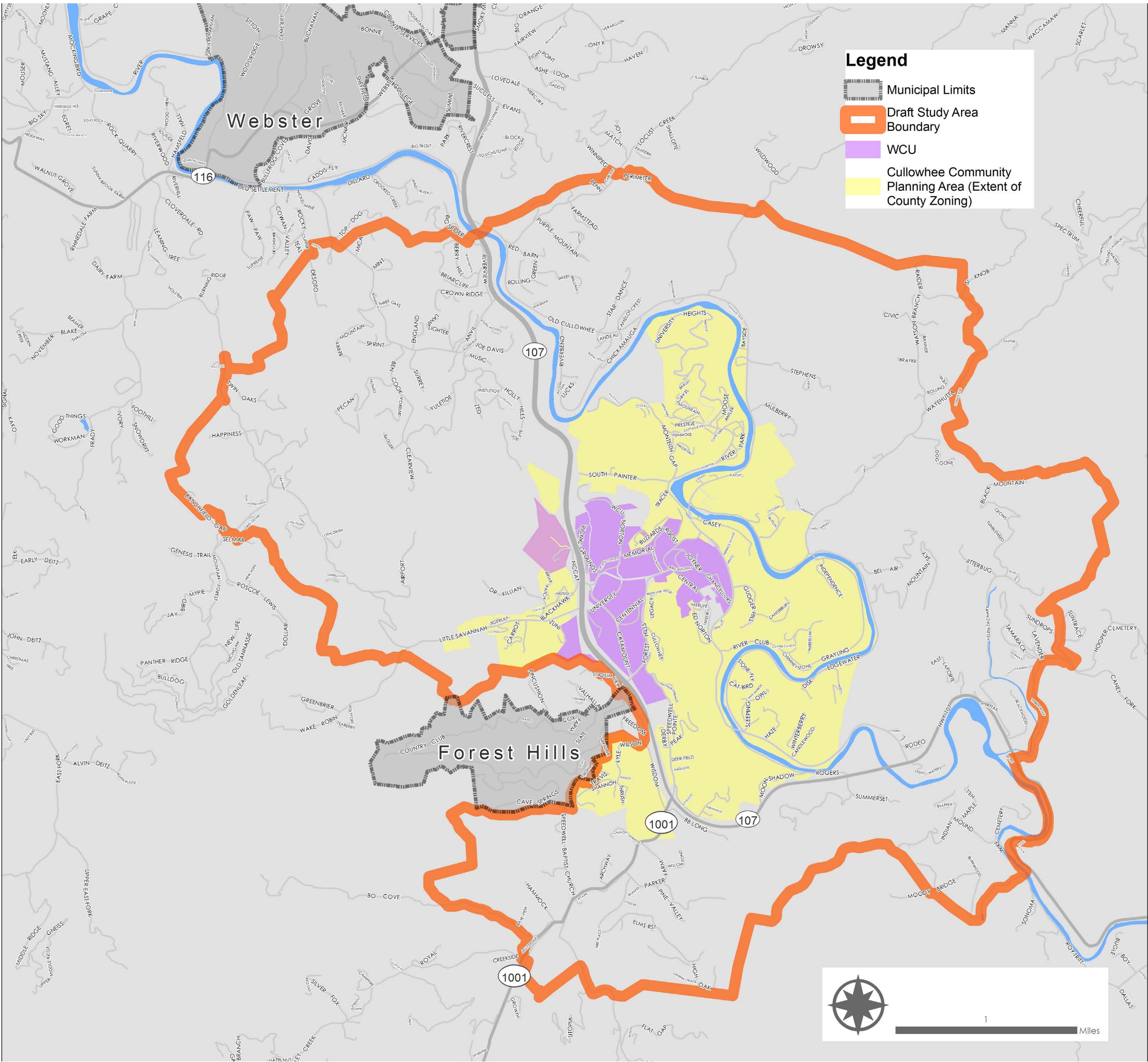
Enter link above or scan QR Code

SCHEDULE

2019										
TASK	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
1 - Initiation & Analysis										
Plan Assessment/Data Gathering										
Kickoff Meeting, Stakeholder Interviews										
Mapping & Analysis										
Community & Infrastructure Assessment										
2 - Engagement & Visioning										
Prep Materials for Meetings										
Visioning Workshop or Charrette										
Community Survey										
3 - Plan Development										
Policy Recommendations										
Draft Land Use Plan										
4 - Implementation/Adoption										
Implementation Strategies										
Plan Document										
Plan Adoption										

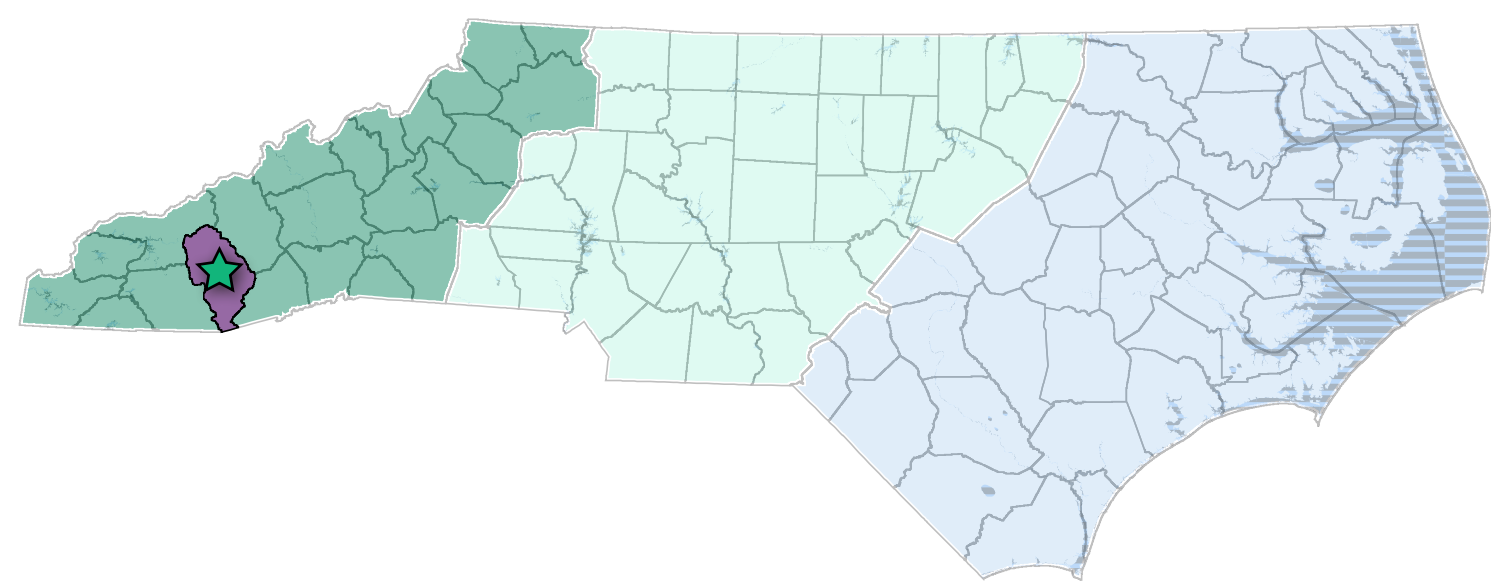
- Task
- Subtask
- Steering Committee
- Public Meeting

DRAFT STUDY AREA



The study area is subject to chance based on input. Recommendations may not be for all of the study area, depending on input recieved and further analysis of issues.

Cullowhee SMALL AREA PLAN



economy

MEDIAN INCOME

Cullowhee has a Lower Median Income **\$26,694** than Jackson County **\$45,078** and the State of North Carolina **\$50,320**

SOURCE: 2016 AMERICAN COMMUNITY SURVEY

The median household income as well as other demographic and economic factors are driven by the presence of Western Carolina University.

More than 4,500 of WCU's students live on campus in Cullowhee* representing over half of the residents in the study area.

*SOURCE: WCU FAST FACTS (ACCESSED 4/2019)

TOP 3 INDUSTRIES



EMPLOYMENT BY INDUSTRY (RESIDENTS OF THE CULLOWHEE CDP)

Industry Sector	Total	Percent
Educational Services	848	23.0%
Arts, entertainment, and recreation, and accommodation and food services	820	22.2%
Retail Trade	513	13.9%
Health Care	294	8.0%
Construction	293	7.9%
Professional, scientific, management, administrative & waste management	245	6.6%
Finance and insurance, and real estate and rental and leasing	188	5.1%
Public administration	128	3.5%
Agriculture, forestry, fishing and hunting, and mining	123	3.3%
Other services, except public administration	117	3.2%
Transportation and warehousing, and utilities	52	1.4%
Manufacturing	48	1.3%
Wholesale Trade	14	0.4%
Information	7	0.2%

SOURCE: 2016 AMERICAN COMMUNITY SURVEY

COMMUTING

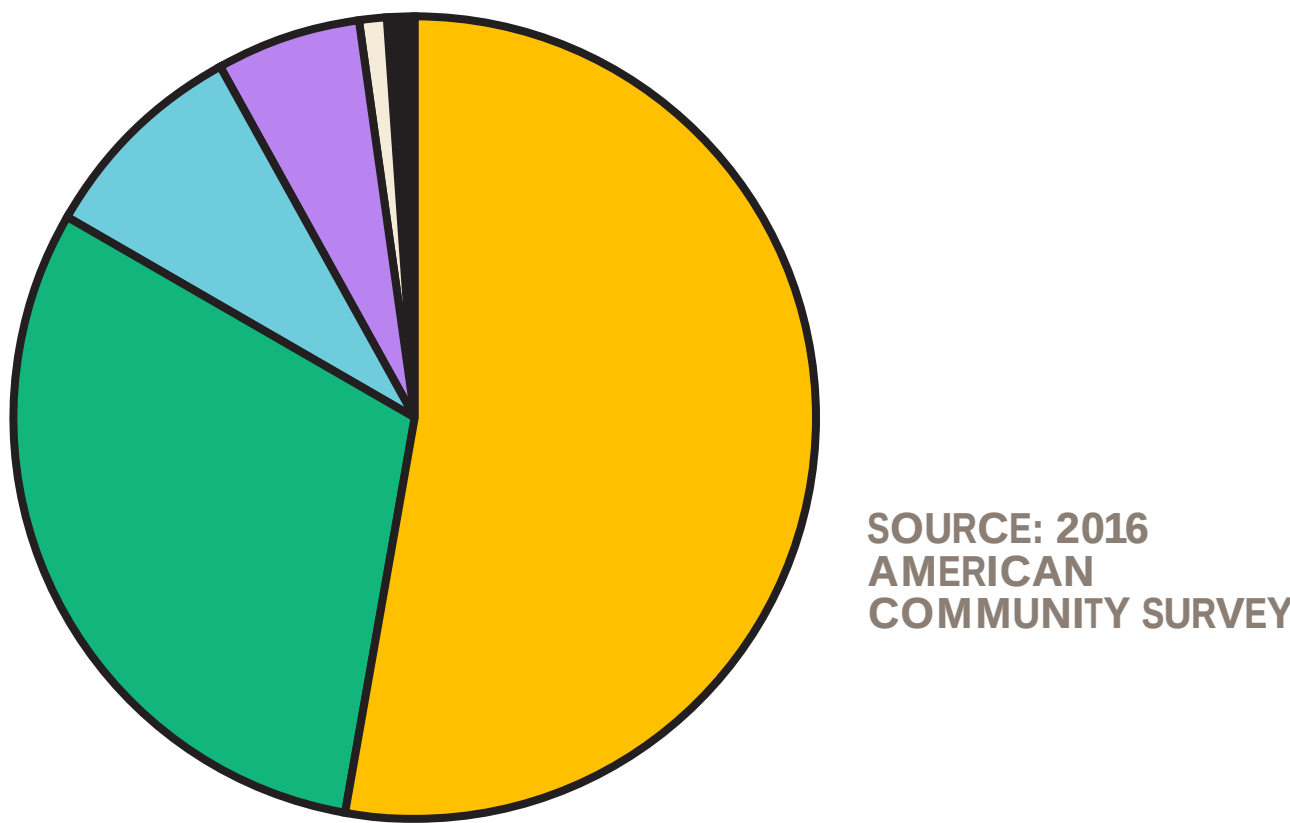


WESTERN CAROLINA UNIVERSITY WORKFORCE

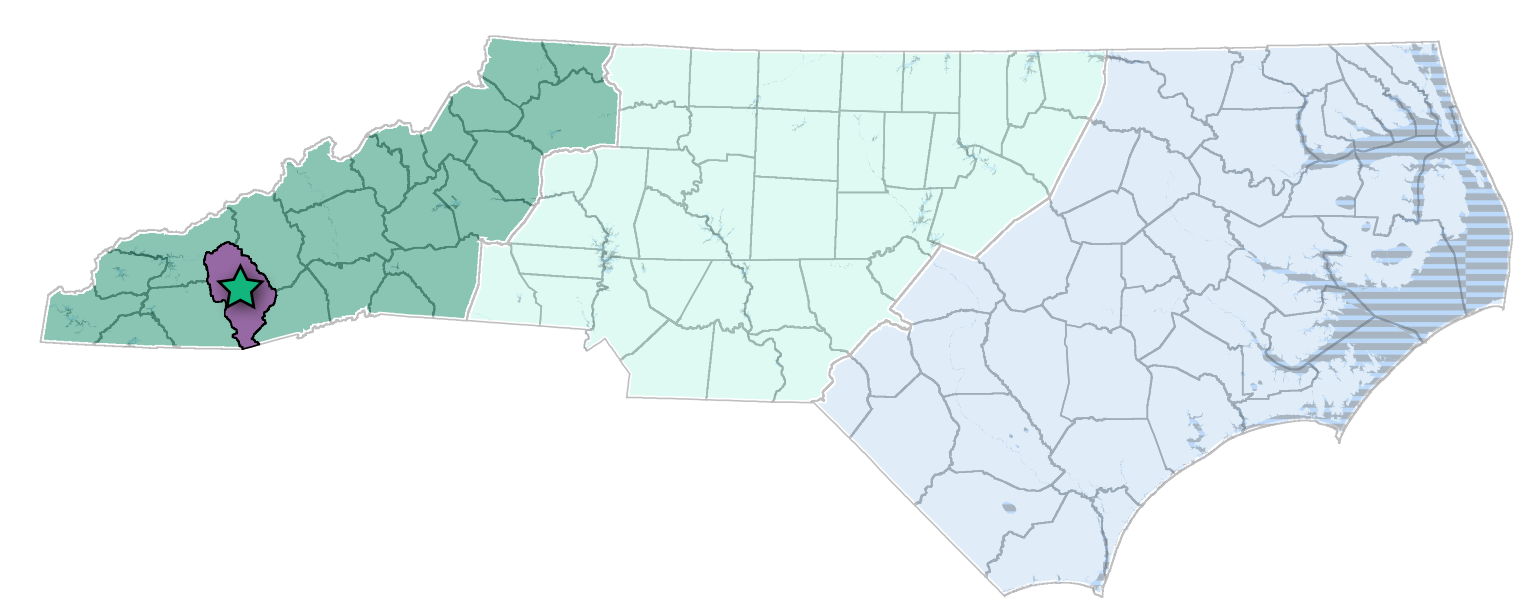
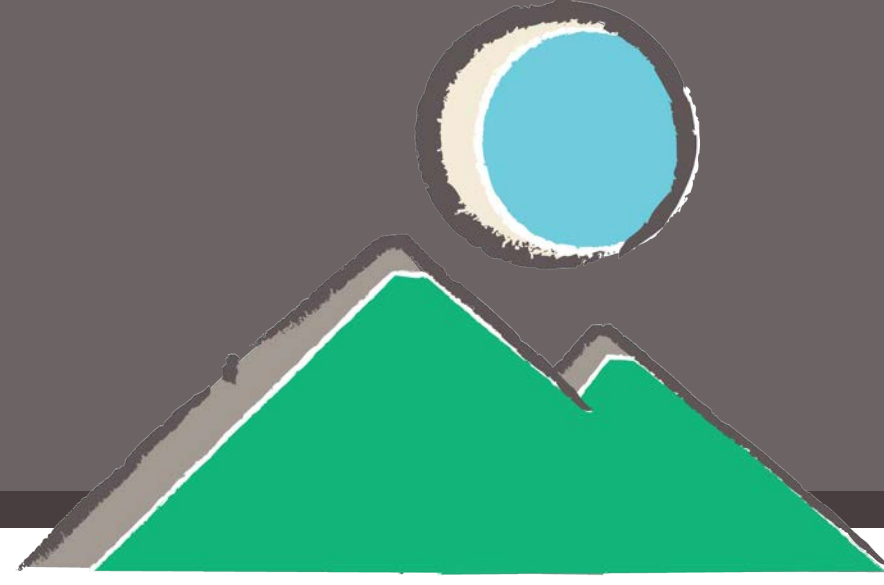


JOURNEY TO WORK (CULLOWHEE CDP)

DROVE ALONE **53%** WORKED AT HOME **6%**
CARPOOLED **8.5%** PUBLIC TRANSPORT **1%**
WALKED **30%** OTHER MEANS **1%**

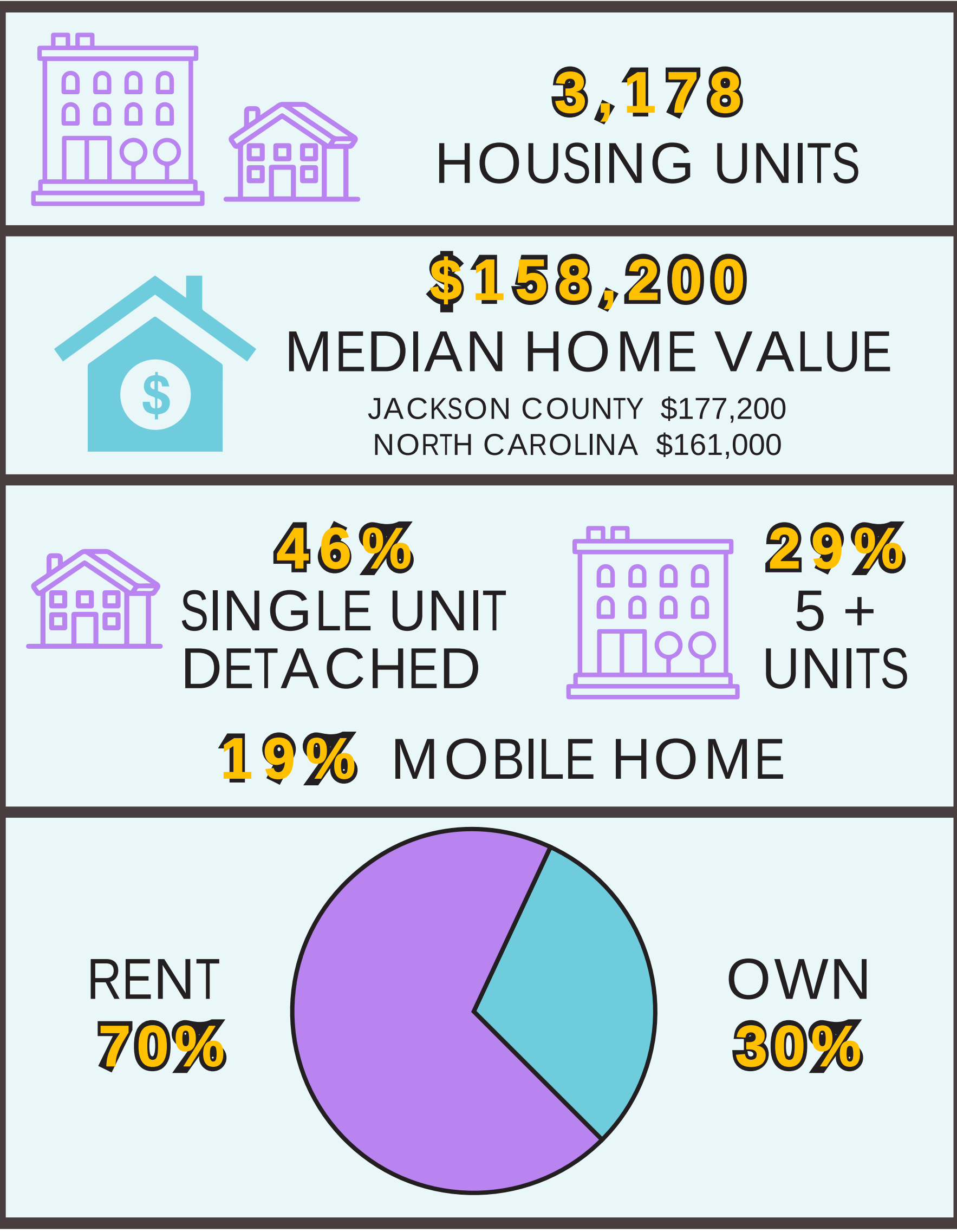


Cullowhee SMALL AREA PLAN



population & housing

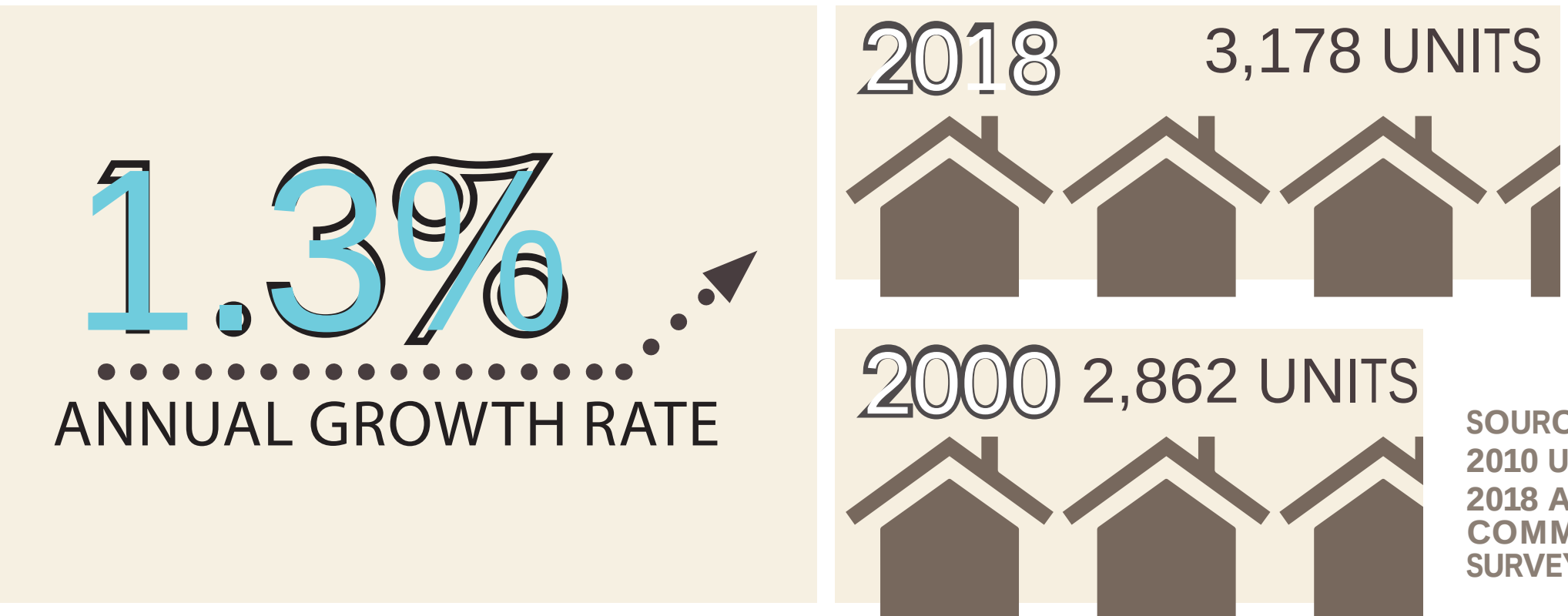
HOUSING UNITS (STUDY AREA)



SOURCE: 2016, 2018 AMERICAN COMMUNITY SURVEY

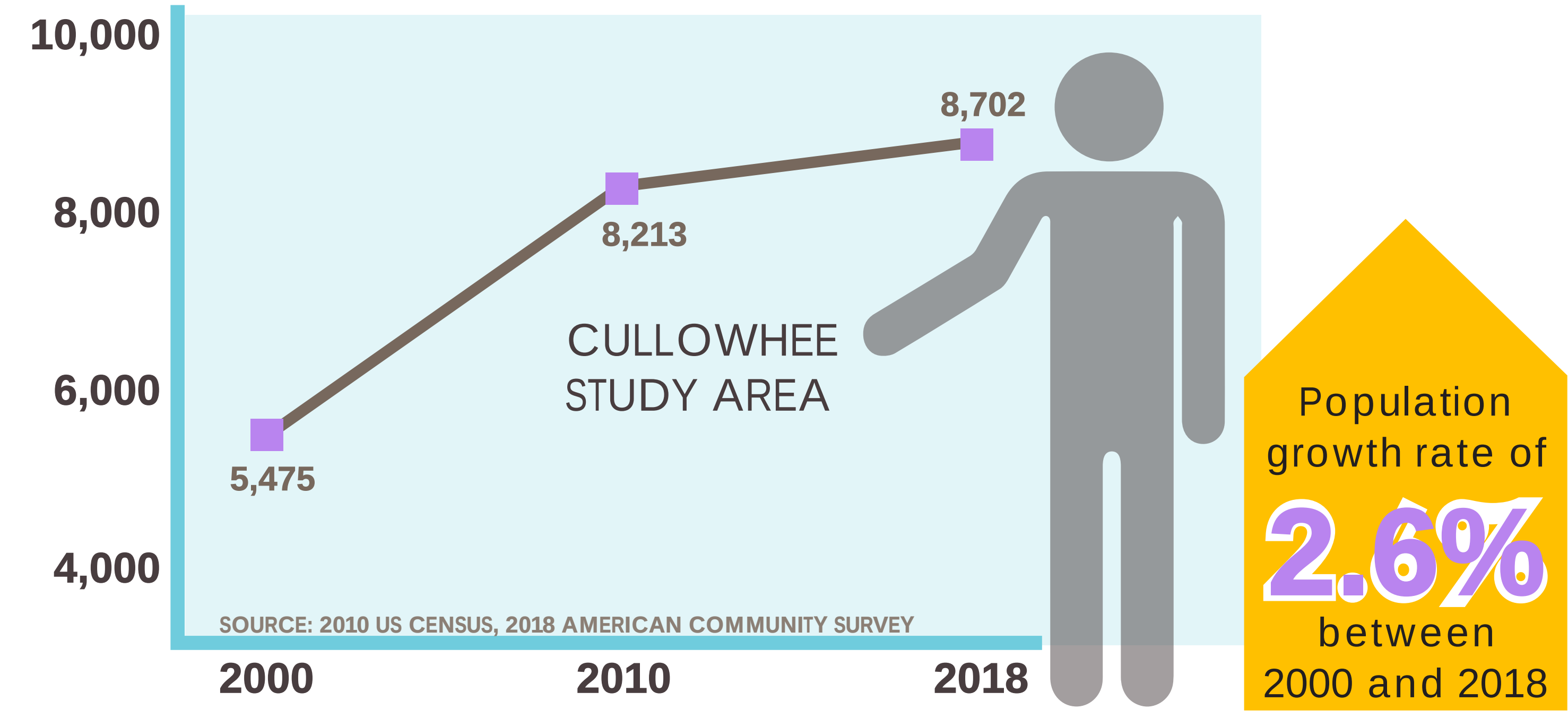


HOUSING GROWTH



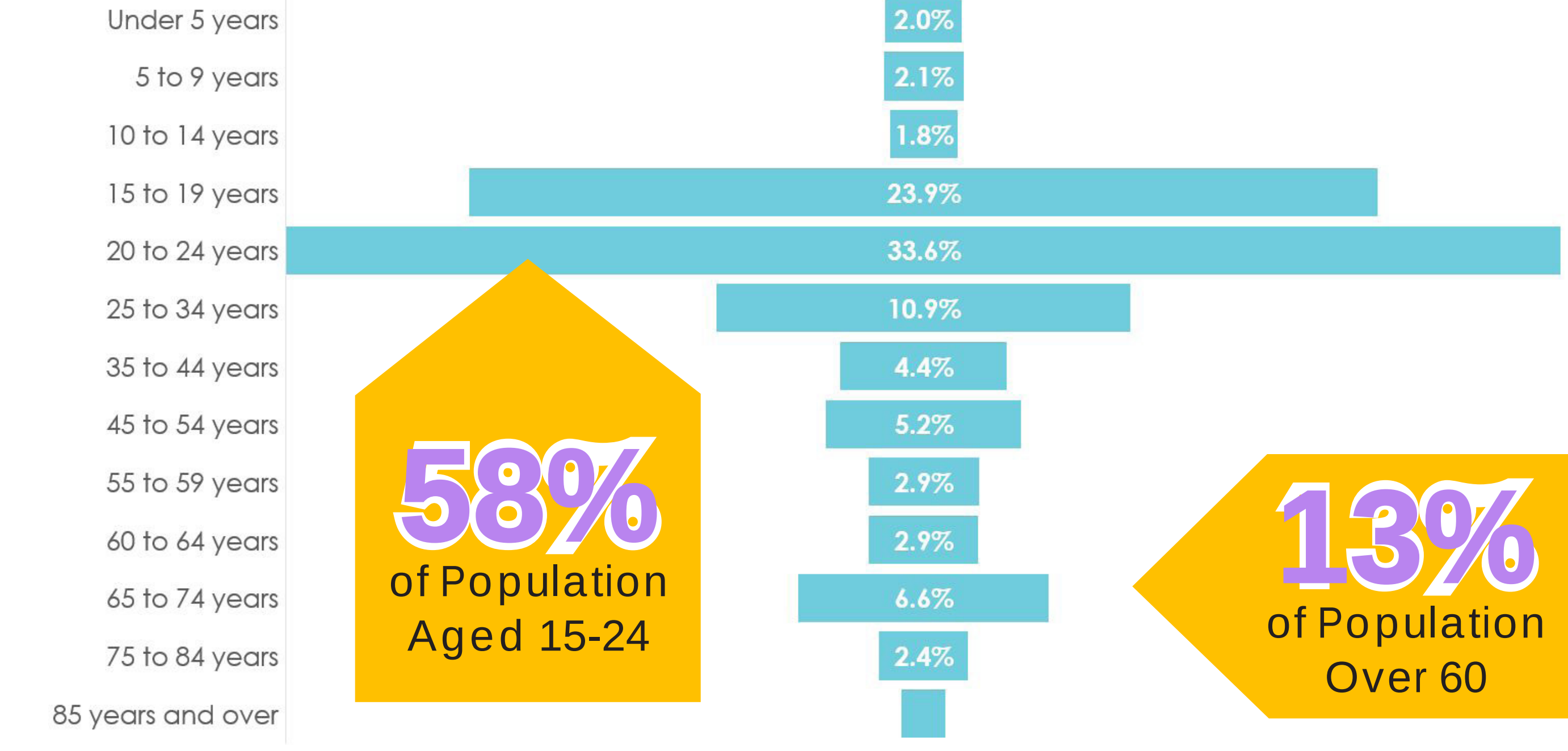
SOURCE: 2010 US CENSUS, 2018 AMERICAN COMMUNITY SURVEY

POPULATION GROWTH



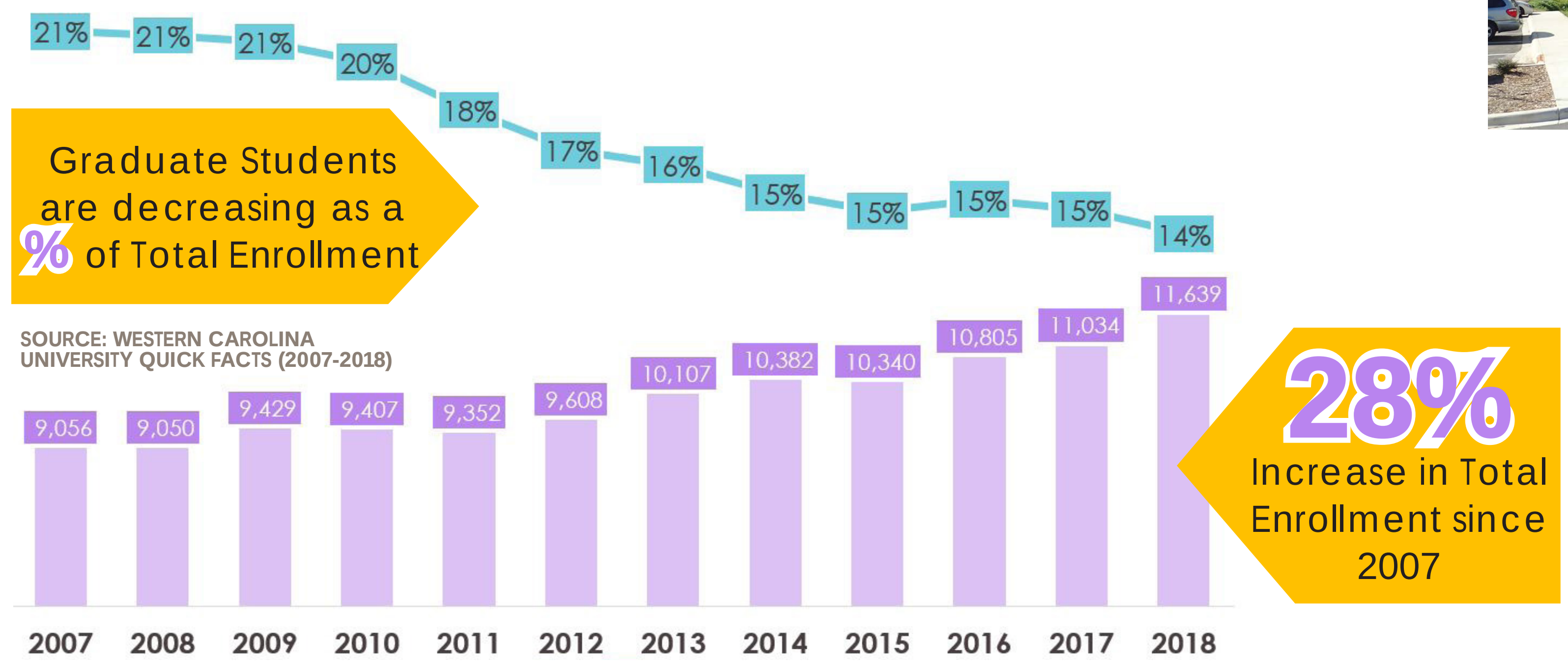
SOURCE: 2010 US CENSUS, 2018 AMERICAN COMMUNITY SURVEY

AGE DISTRIBUTION



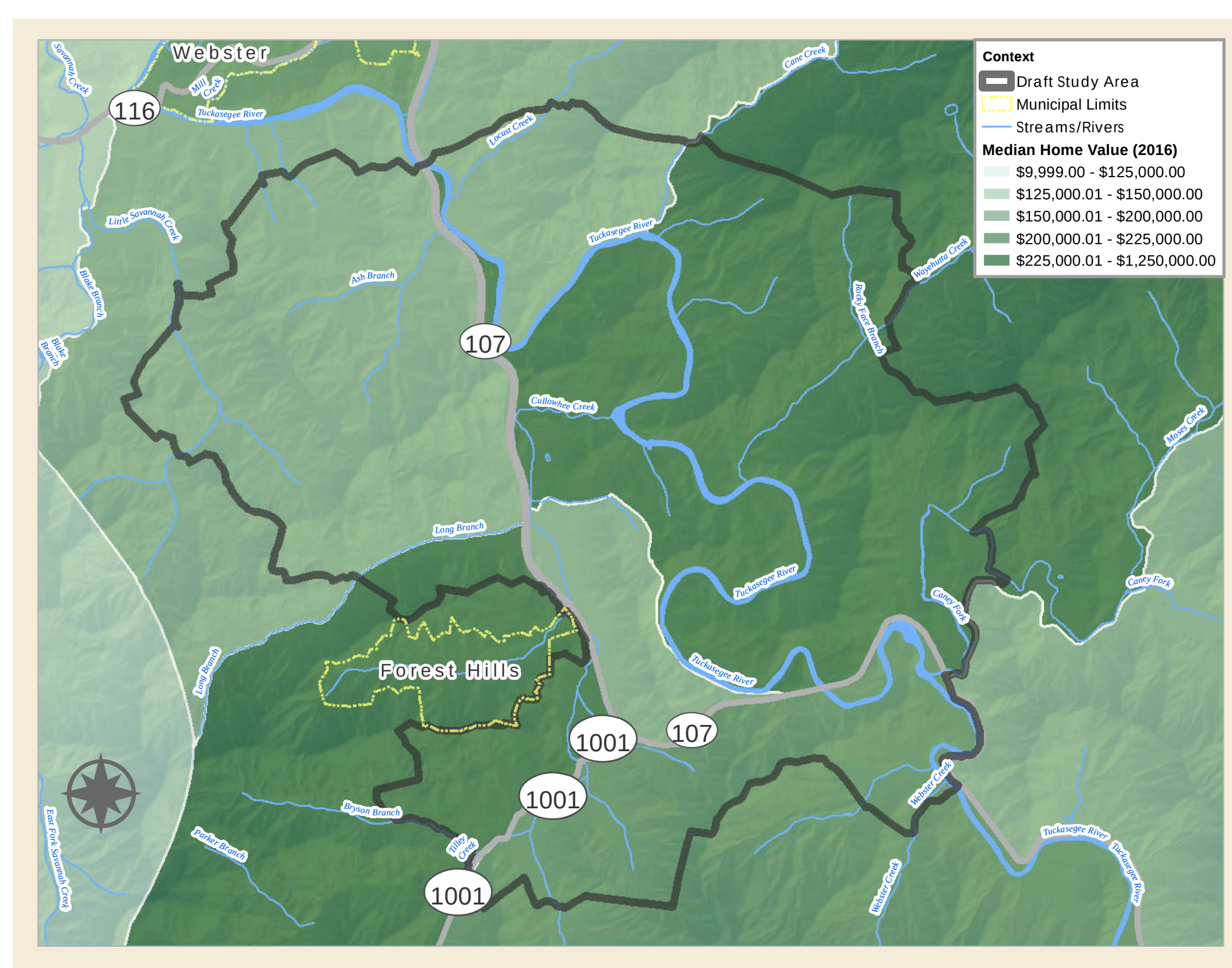
SOURCE: 2018 AMERICAN COMMUNITY SURVEY

WESTERN CAROLINA UNIVERSITY ENROLLMENT



SOURCE: WESTERN CAROLINA UNIVERSITY QUICK FACTS (2007-2018)

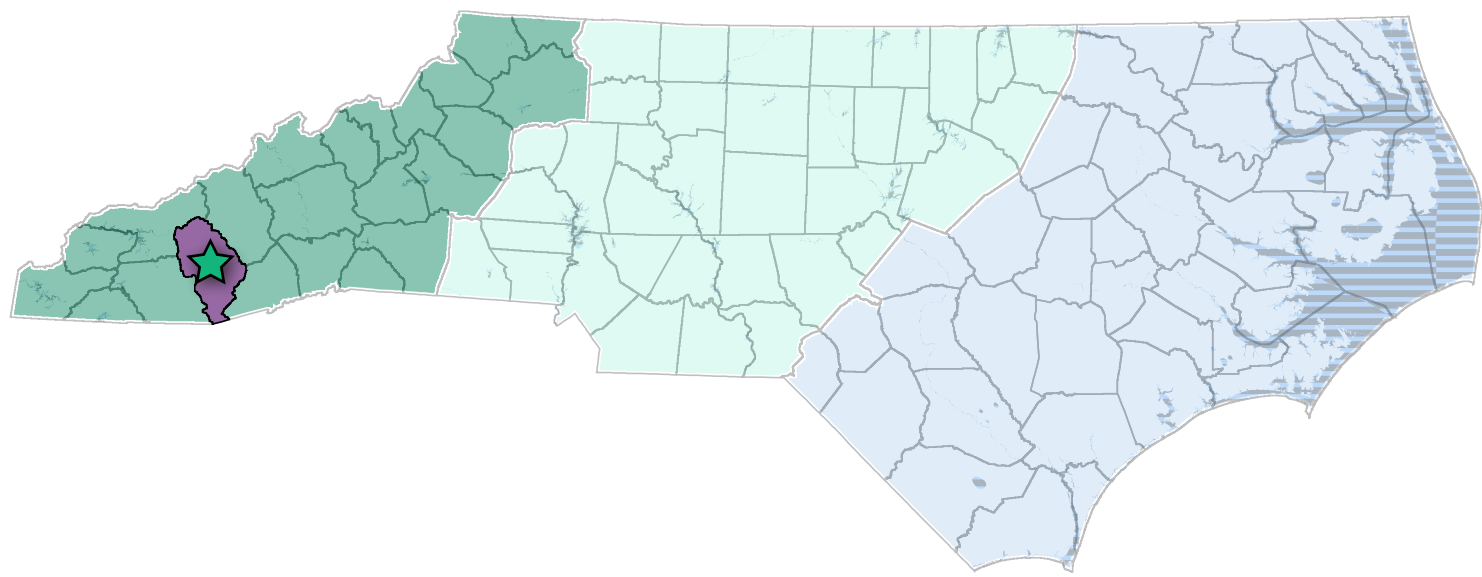
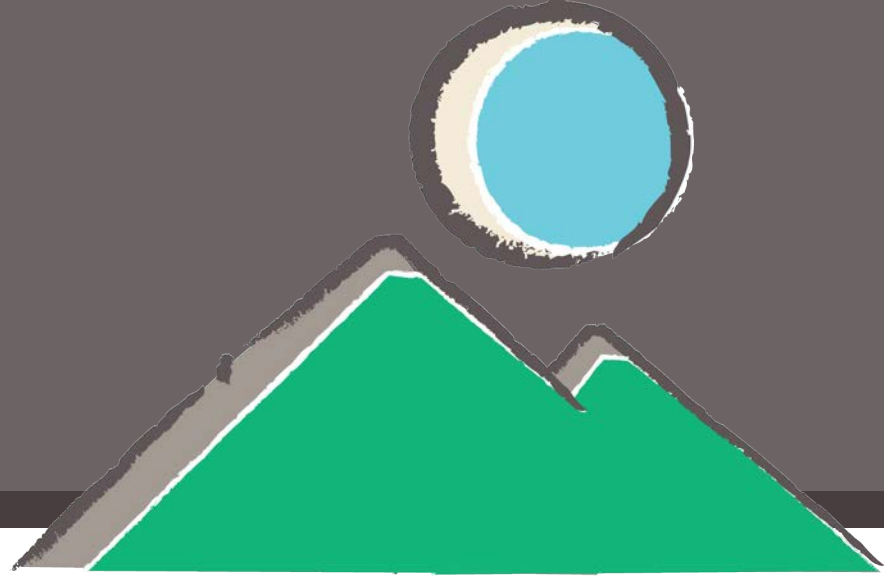
MEDIAN HOME VALUE



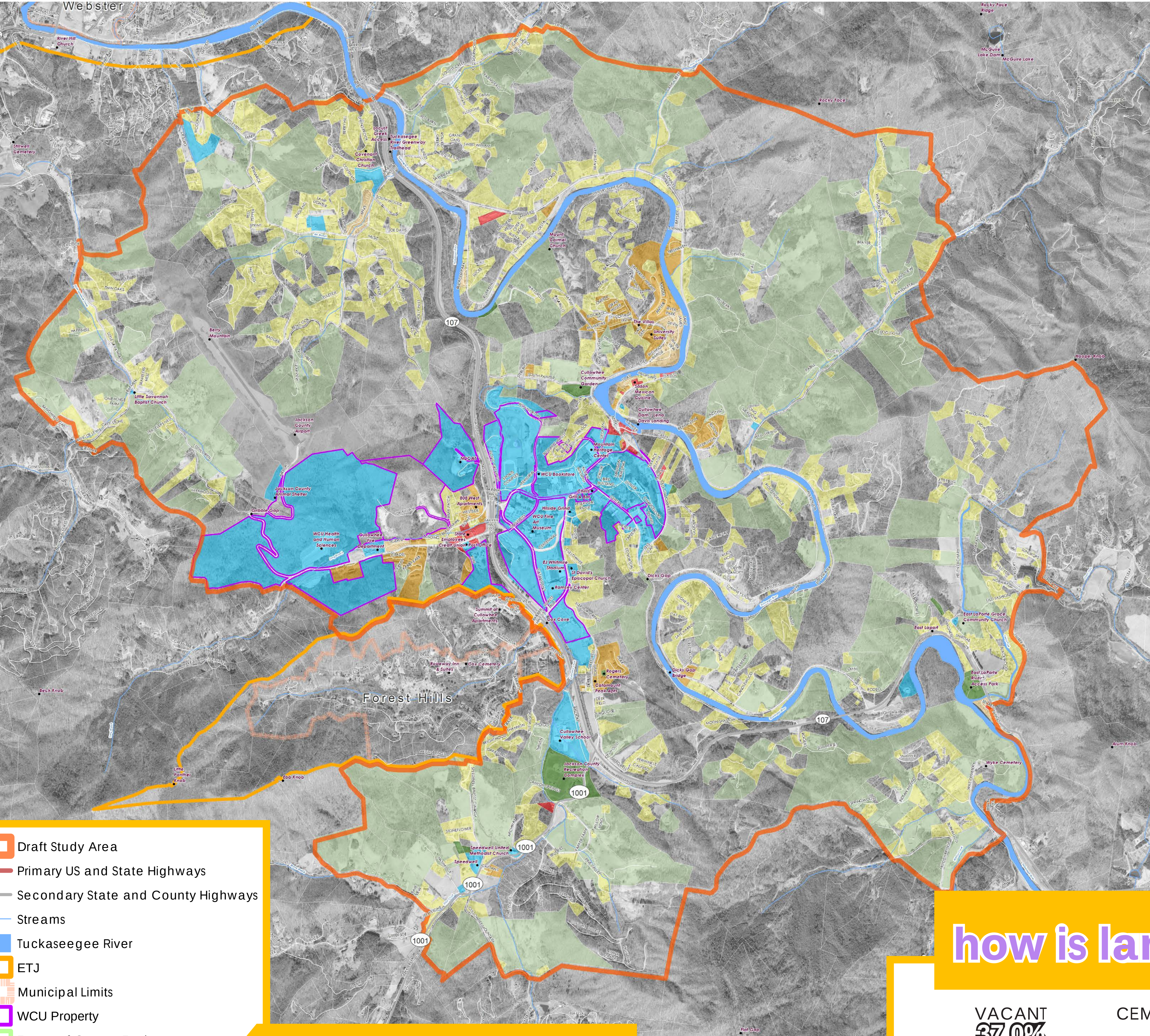
1.87 Average Household Size



Cullowhee SMALL AREA PLAN

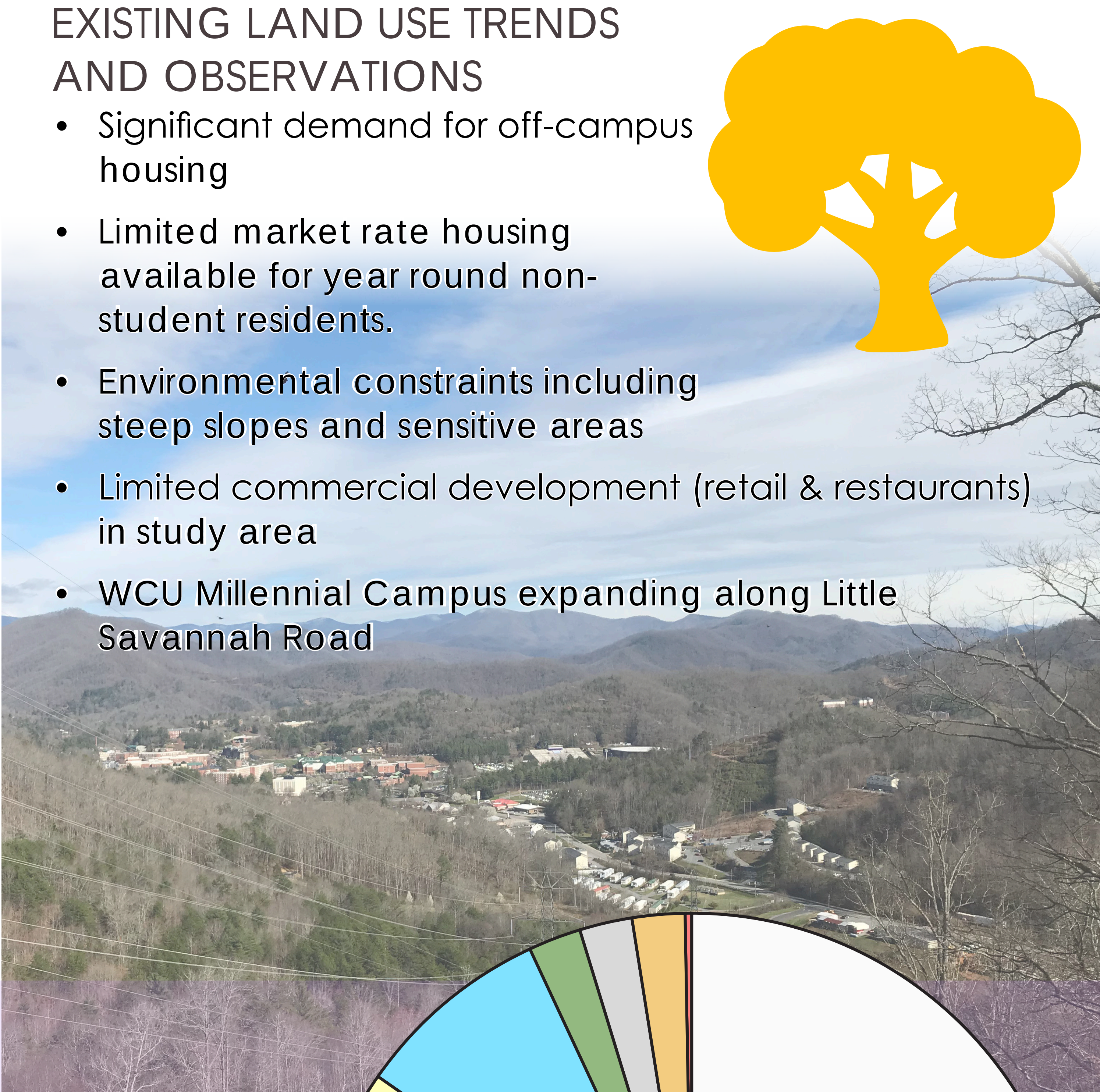


existing land use



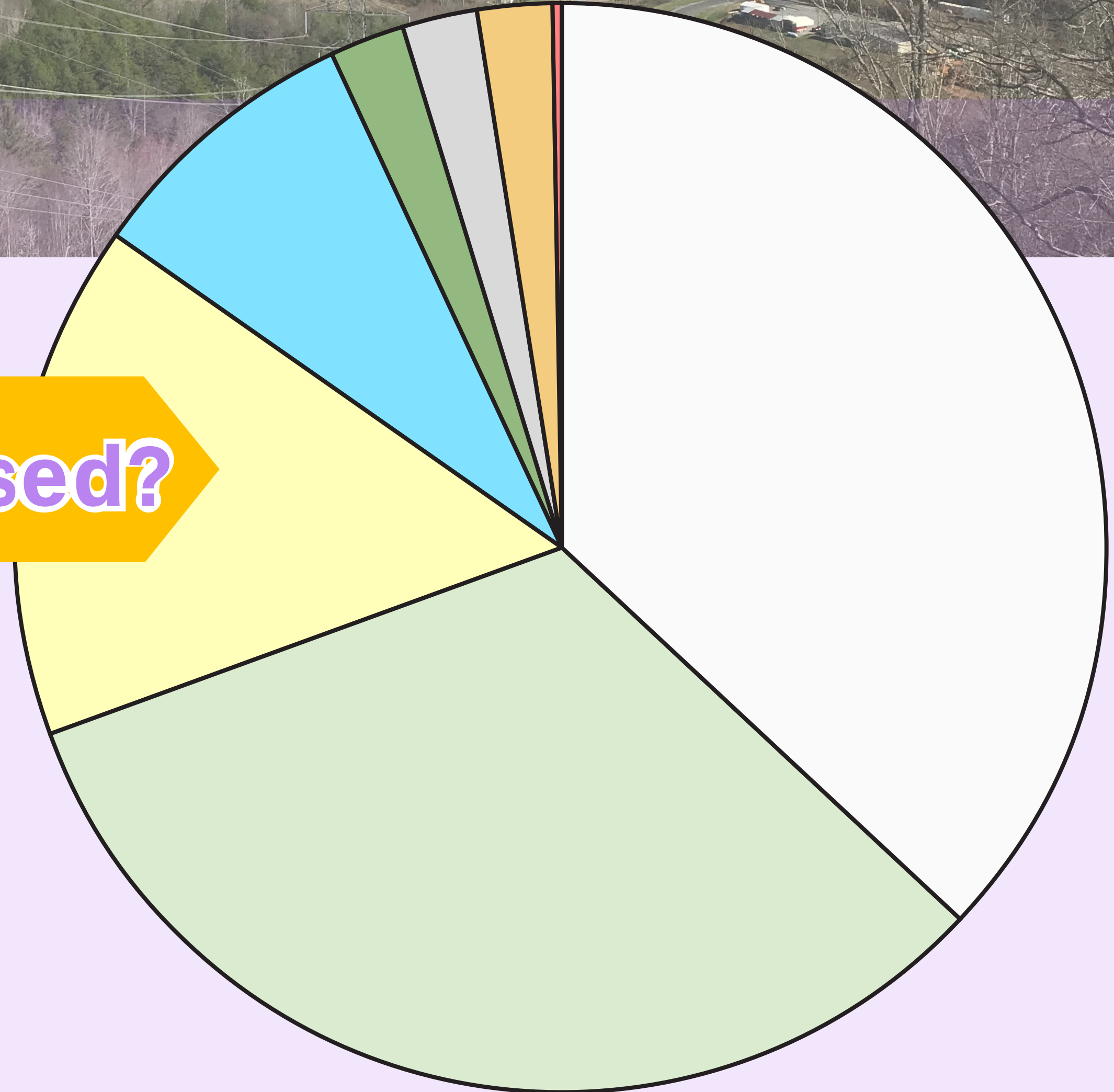
EXISTING LAND USE TRENDS AND OBSERVATIONS

- Significant demand for off-campus housing
- Limited market rate housing available for year round non-student residents.
- Environmental constraints including steep slopes and sensitive areas
- Limited commercial development (retail & restaurants) in study area
- WCU Millennial Campus expanding along Little Savannah Road

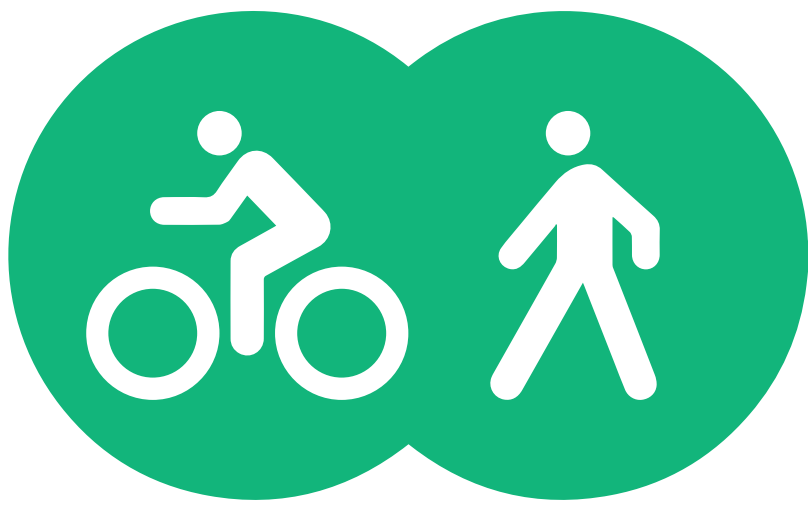
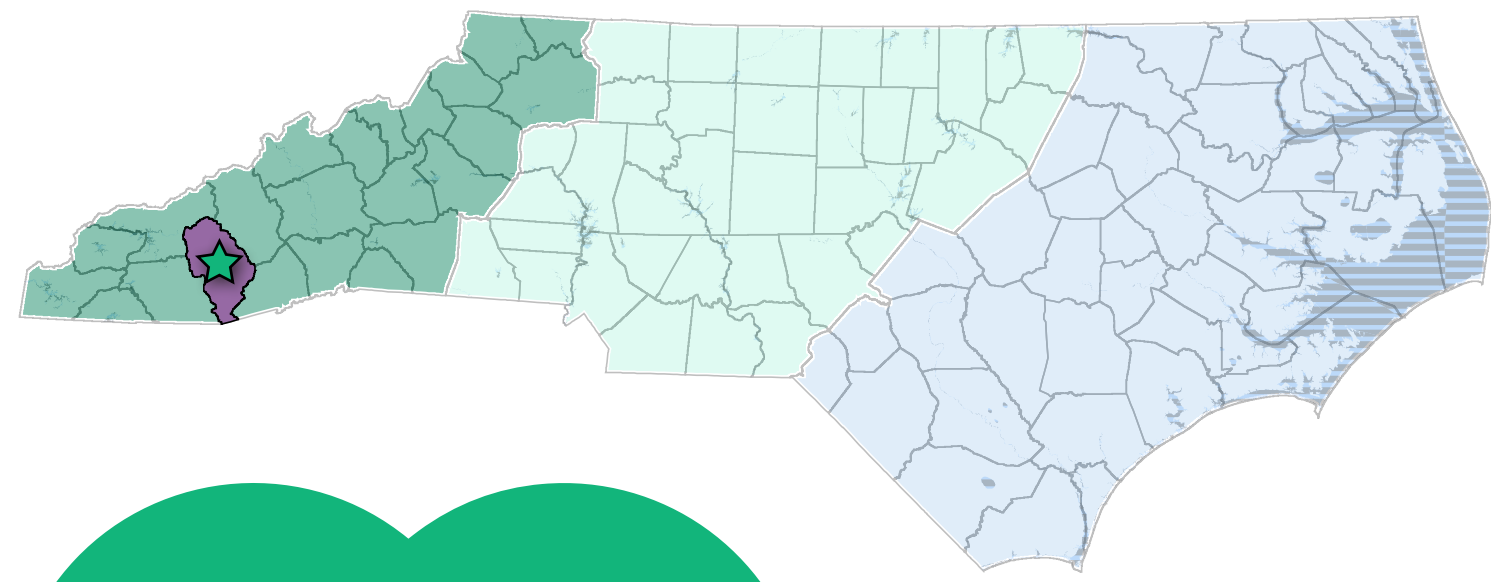
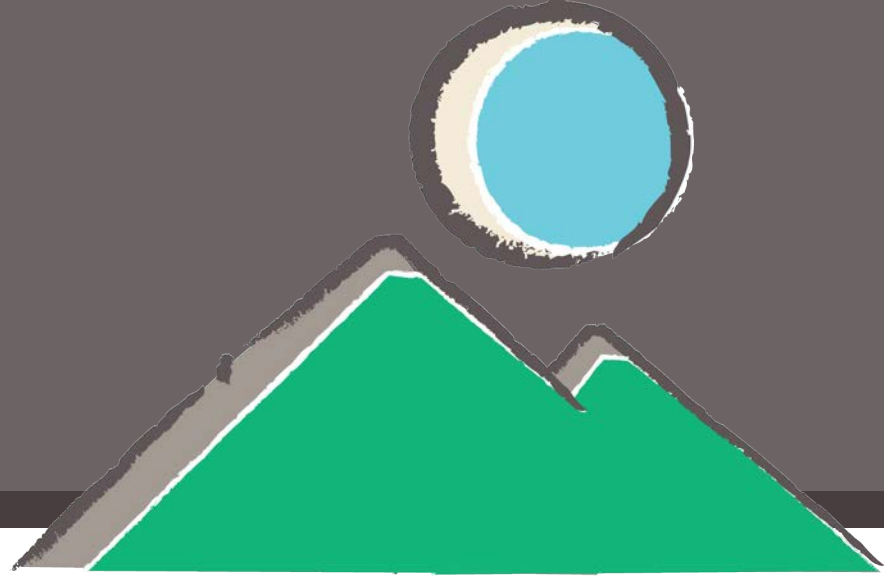


how is land being used?

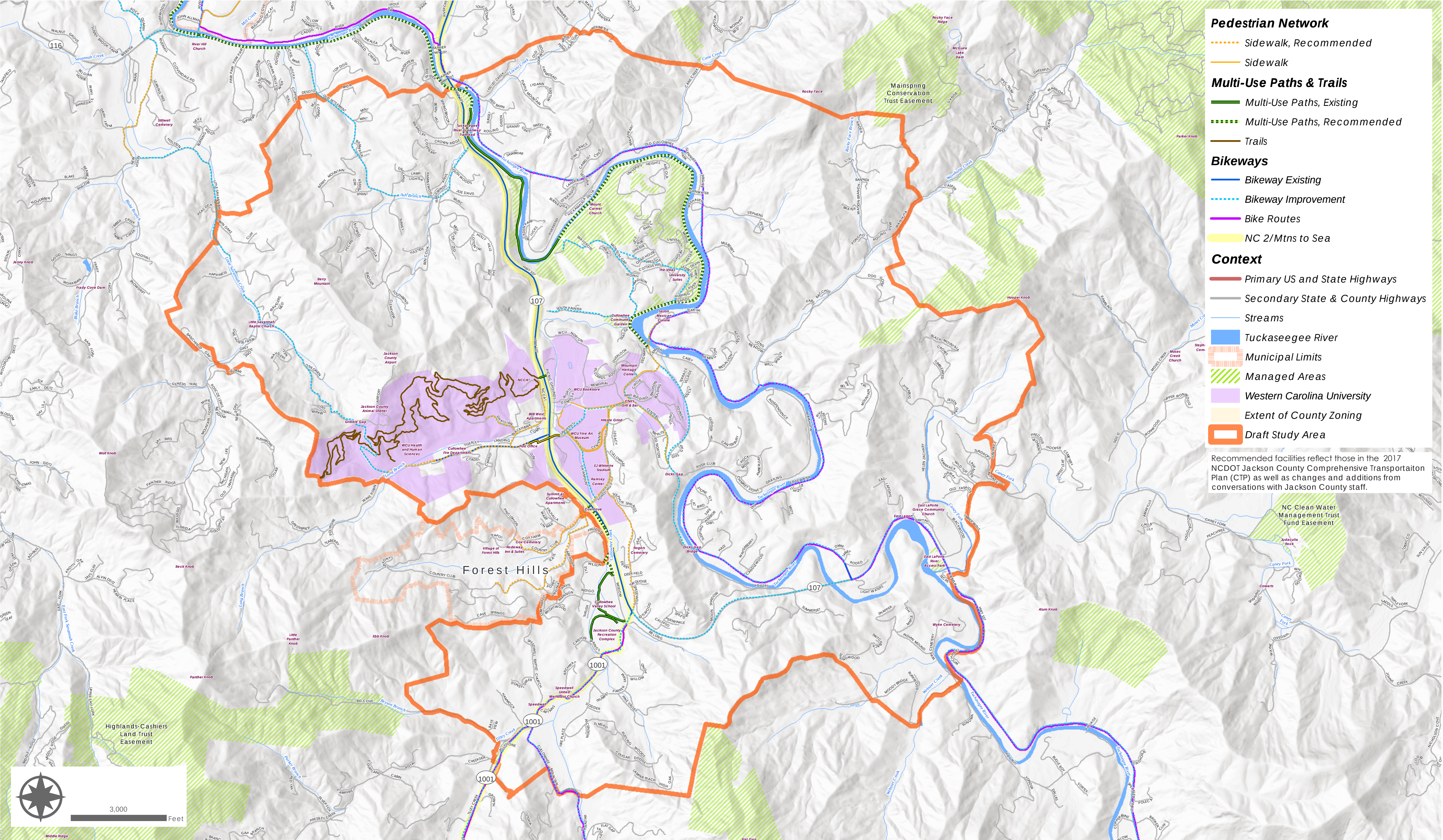
VACANT	CEMETERY/PARK/WATER
37.0%	2.3%
LARGE TRACTS W/ HOMES	PARKING/UTILITIES/AIRPORT
32.4%	2.3%
SINGLE FAMILY RESIDENTIAL	MULTI-FAMILY/MOBILE HOME
13.5%	2.1%
INSTITUTIONAL	COMMERCIAL
8.1%	0.2%



Cullowhee SMALL AREA PLAN



active transportation



SIDEWALKS

In the study area:

3.5 miles of existing sidewalk (mapped)

5.2 miles of proposed sidewalk

Key Gaps: Old Cullowhee Rd, Speedwell Rd, Blackhawk Rd, N Country Club Dr and Central Dr



MULTI-USE PATHS / GREENWAYS

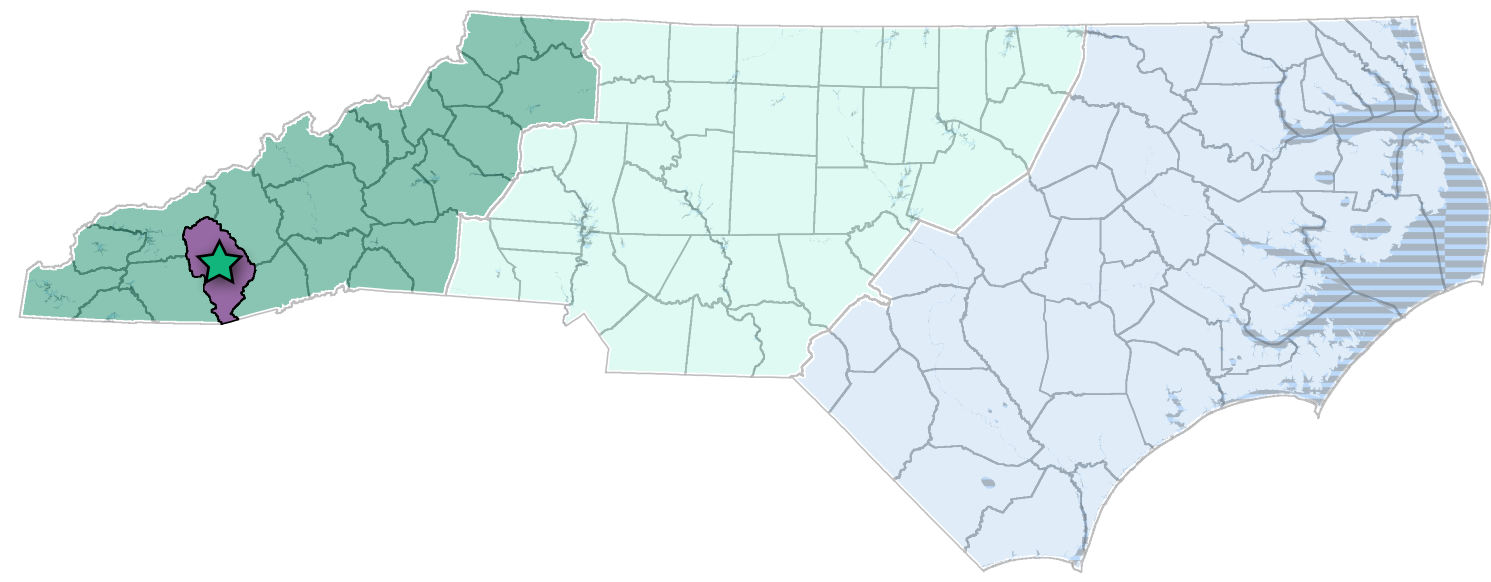
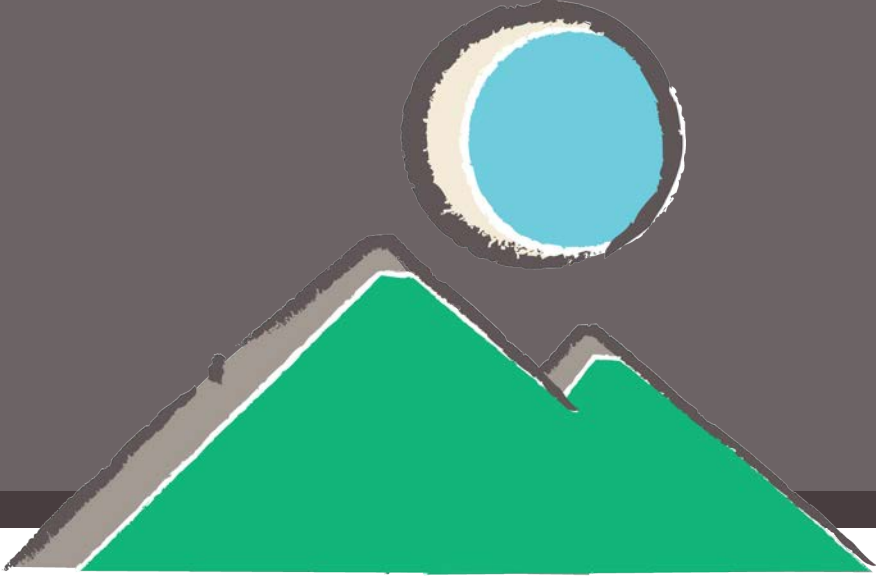
In the study area:

2.3 miles of existing Greenway / Multi-Use Path (includes overpasses & underpasses of Hwy 107 and paved trails at Cullowhee Valley School)

11.2 miles of proposed Greenway/ Multi-Use Path

Key Gaps: Hwy 107, Tuckasegee River Greenway, Cullowhee Valley School Connector

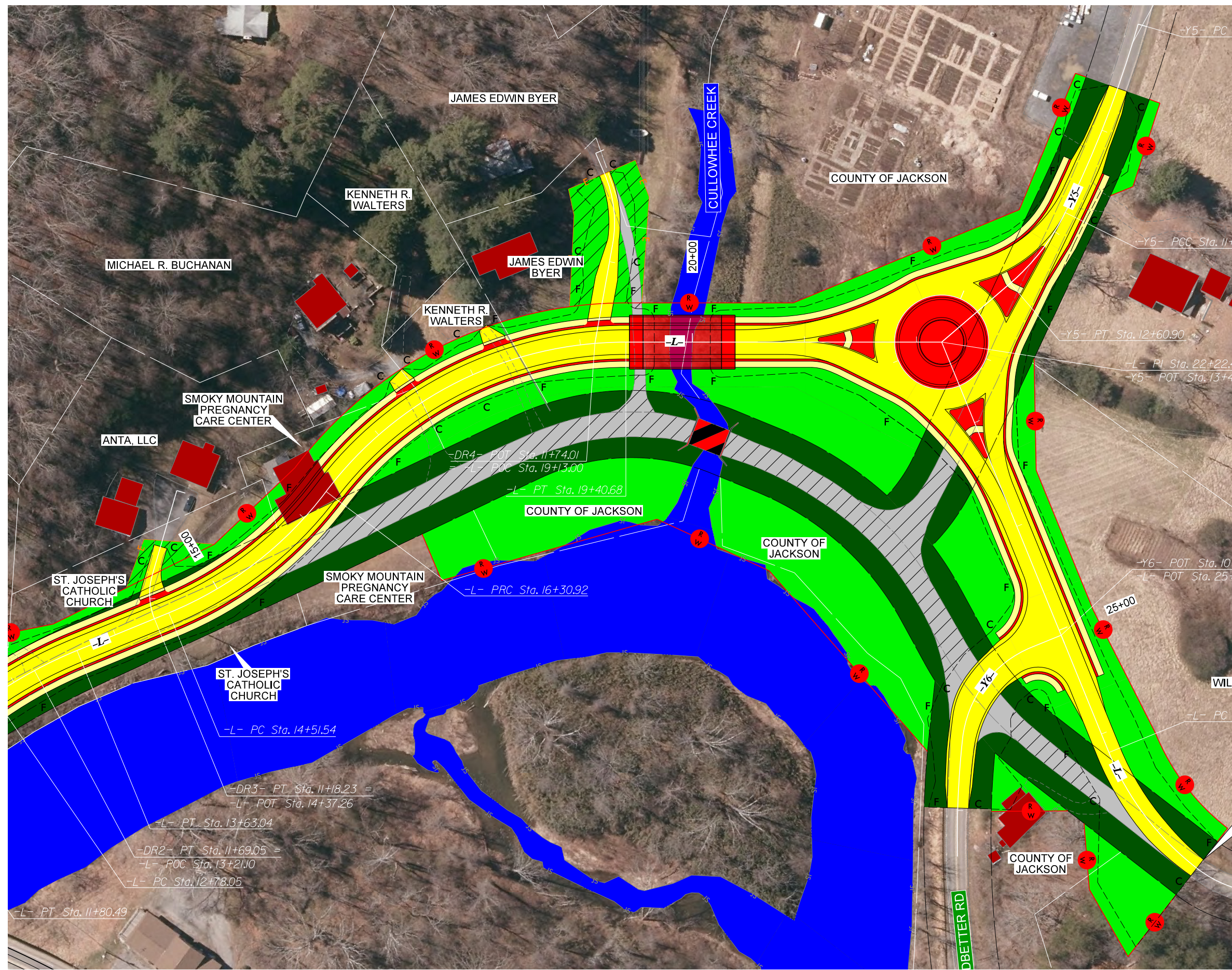
Cullowhee SMALL AREA PLAN



roadways & transit



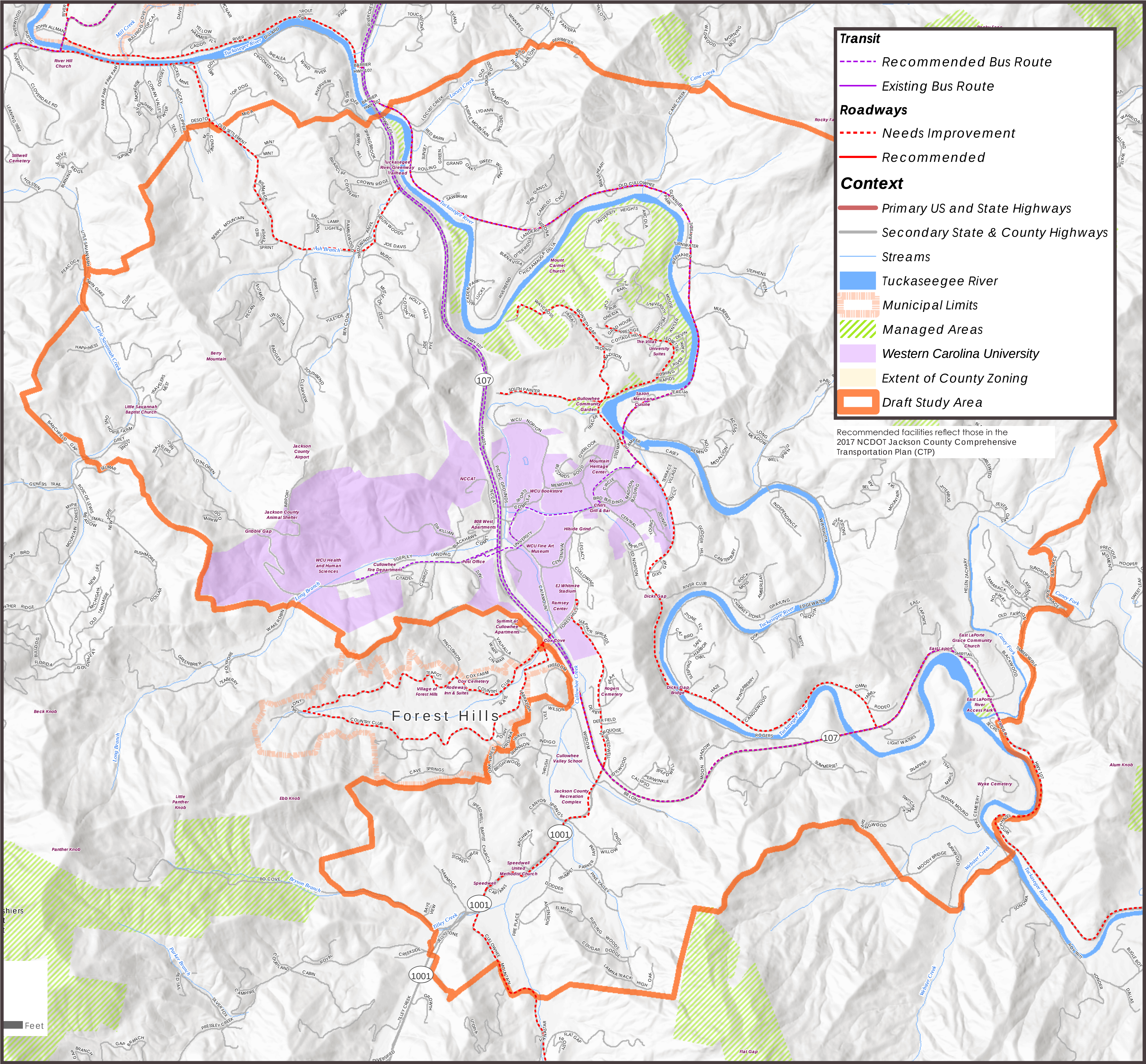
Roadways away from campus are typically narrow with limited shoulders, turn lanes and no pedestrian facilities. Improvements to these roads may be necessary to accomodate future resi-dential growth.



Improvements are planned for Ledbetter Road that include a new bridge and a roundabout.



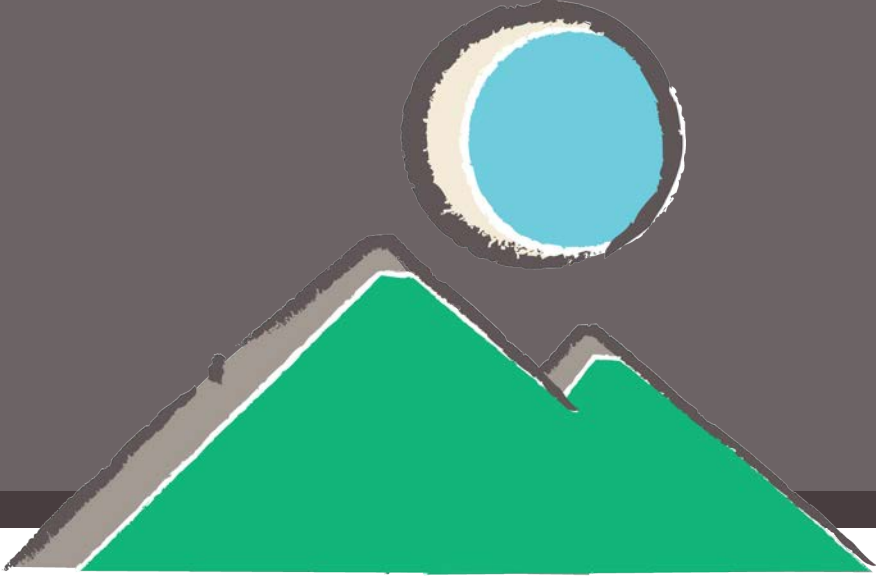
WCU runs a student-supported transit service to on-campus stops. Extension of this service or expanded Jackson County Transit service could help provide transportation options in the area.



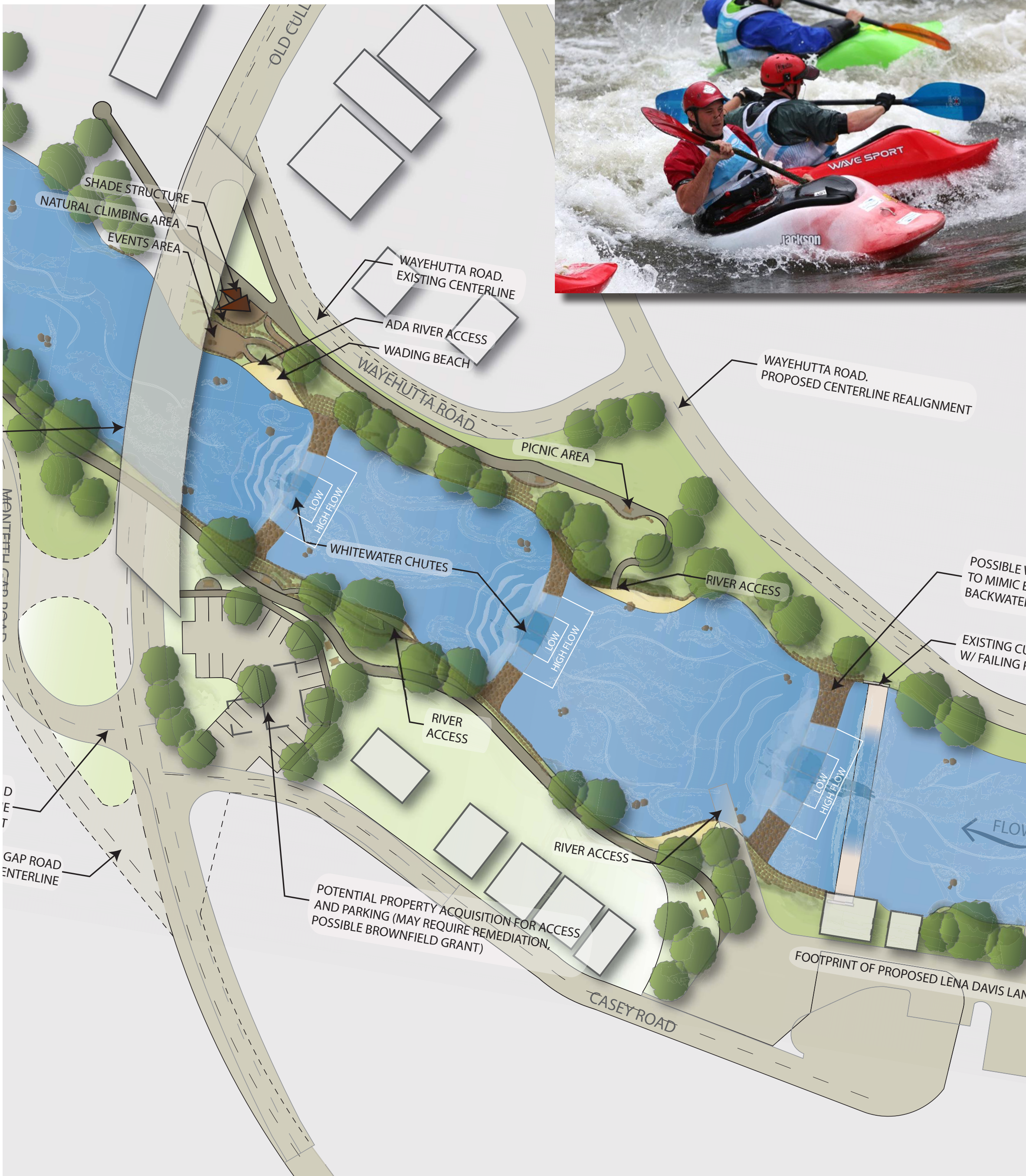
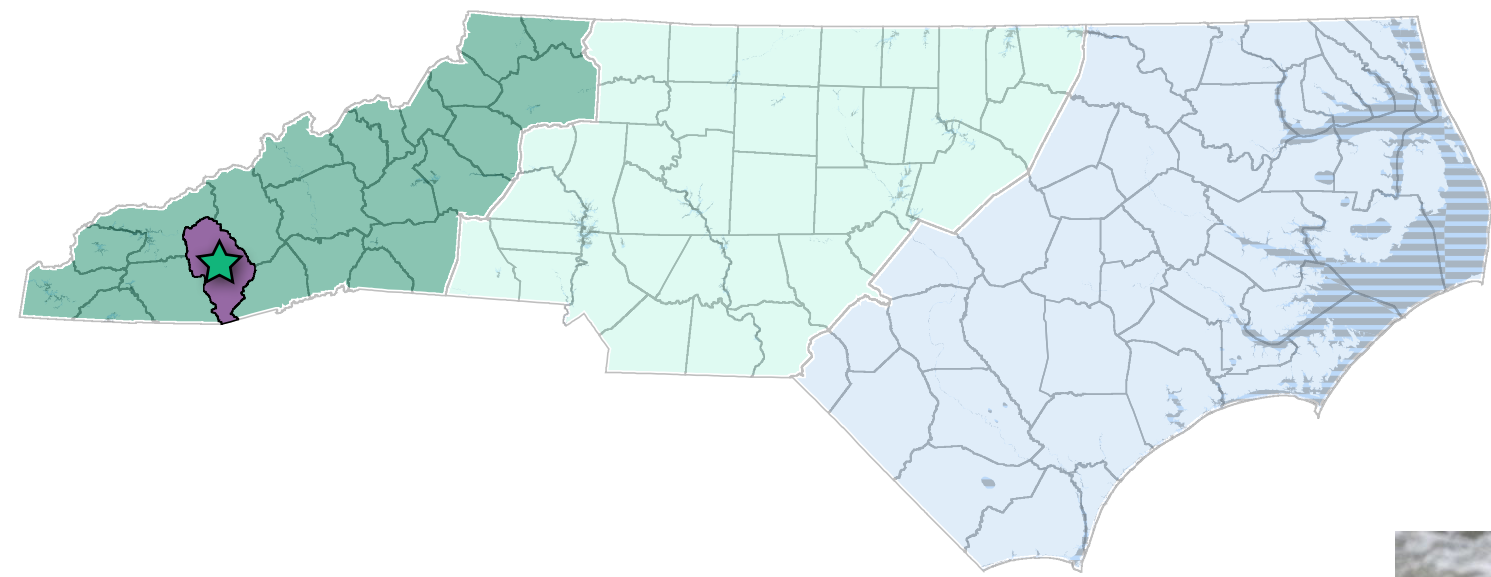
ROADWAY AND TRANSIT RECOMMENDATIONS

The recommendations on the map above are from the Jackson County Comprehensive Transportation Plan (CTP). Projects and priorities may be revised as part of the Cullowhee Small Area Plan.

Cullowhee SMALL AREA PLAN



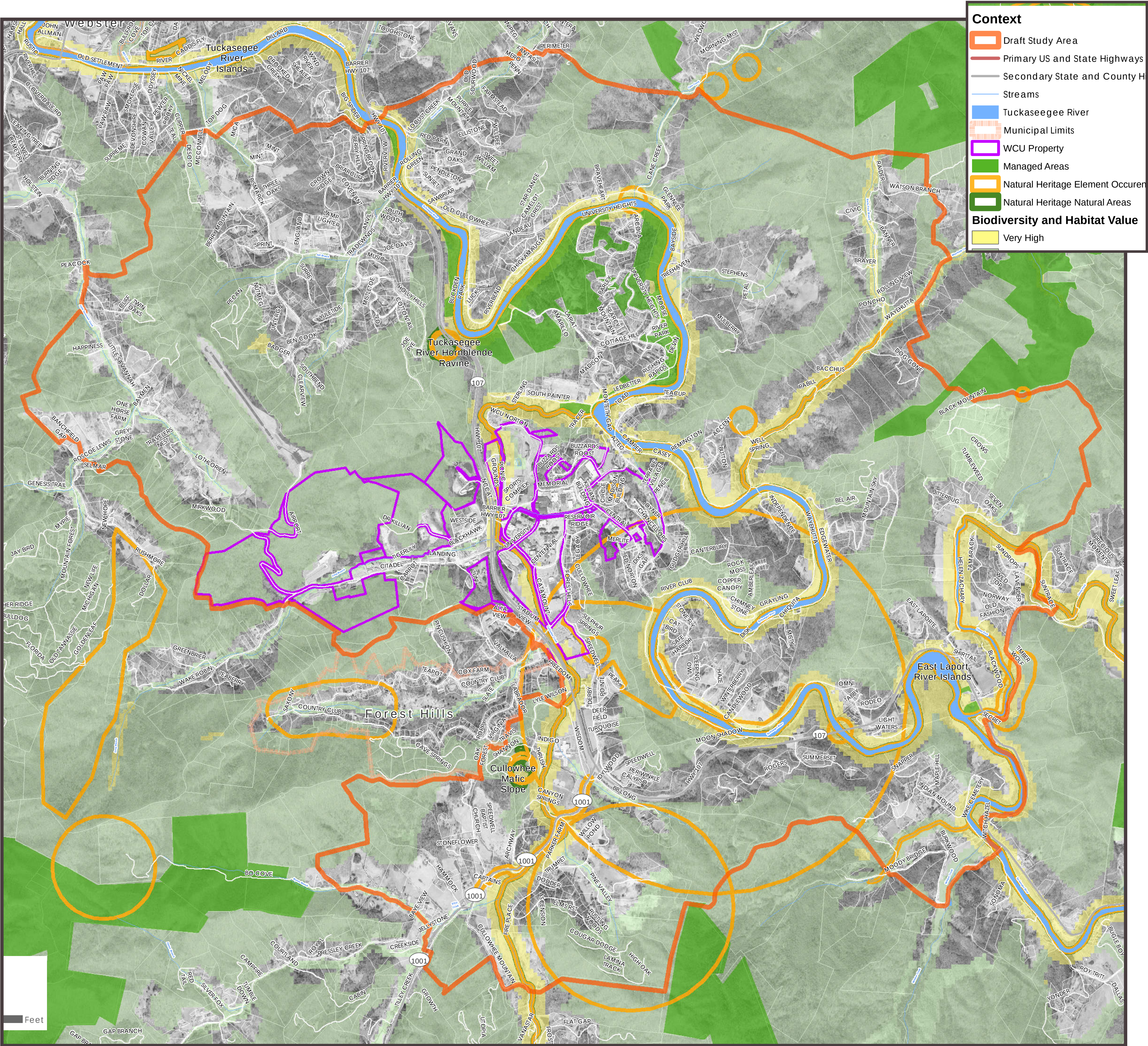
natural and cultural resources



An in-stream whitewater park has been proposed by the Cullowhee Revitalization Endeavor (CuRvE) for the Tuck near the dam.



Judaculla Rock lies just south east of the study area. The best sites for development have not change in the area in thousands of years. Valley bottoms in Cullowhee are likely home to more archeological sites.



NATURAL RESOURCES MAP
There are 7 designated Natural Heritage Natural Areas within 1 mile of the study area. The majority of lands are considered high value for biodiversity and wildlife by the NC Department of Natural and Cultural Resources.