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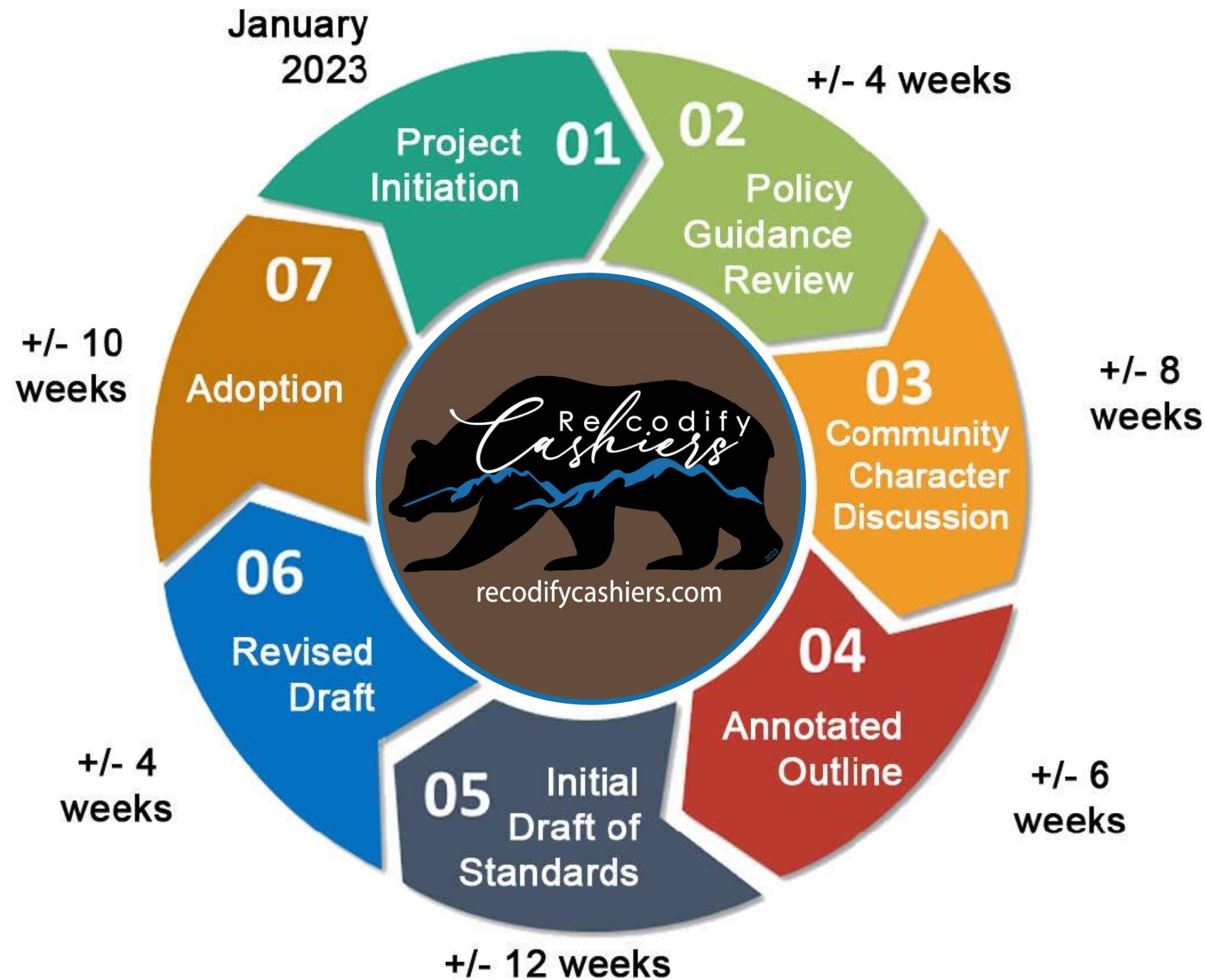
Cashiers Community Character Analysis Overview with CPC  
12.18.23

# OVERVIEW

- 1 Background on Character Analysis
- 2 How will we use the Analysis?
- 3 Analysis Findings
- 4 Key Topics for Discussion
- 5 Next Steps



# Community Character Analysis



- Attempt to describe, via text and photos, the existing community character
- Identify aspirational desires for the future not current part of community character
- Convert these findings into standards

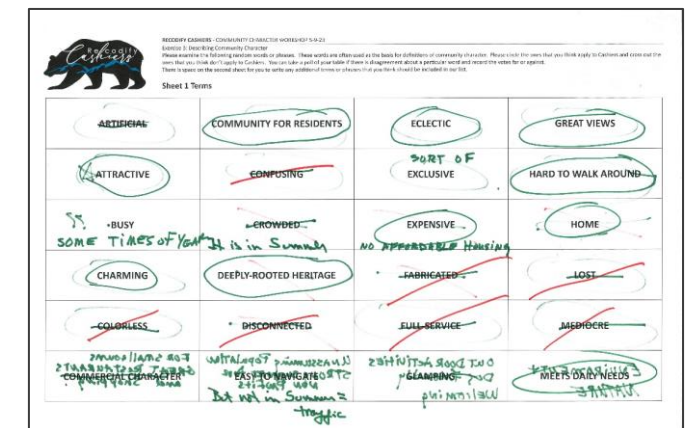
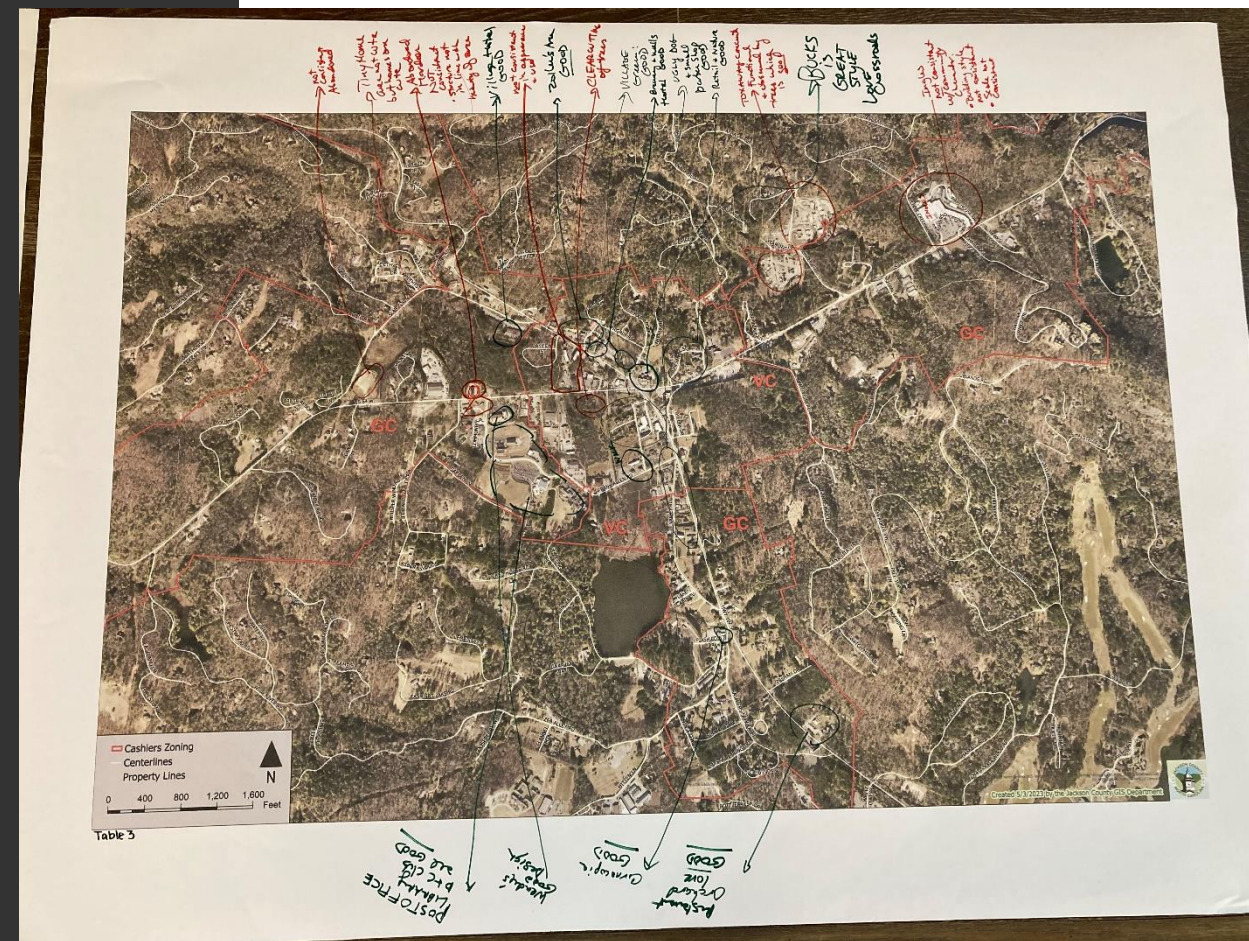


# Community Character Analysis

- Determined with community input, photo inventory, and detailed conversations



- Initial character aspects discussed with the CPC in May, 2023





## RECODIFY CASHIERS

Community Character Analysis (public review draft)  
11-30-23



This Community Character Analysis is organized into seven main sections or categories. These categories were identified and discussed during the presentations in Task 3 conducted in May and June of 2023. These seven sections focus on a particular aspect or element of community character and include details about the current conditions as well as information about aspirational goals, where relevant. Each category also includes a series of short character statements and/or annotated imagery that describes how new development can best be configured to emulate and promote established community character.

The seven sections in this Community Character Analysis include:

1. General Character;
2. Land Use;
3. Lotting Patterns (how lots are configured);
4. Street Design;
5. Open Space;
6. Buildings; and
7. Site Features (parking, landscaping, signage).

The ideas in this Analysis will be the subject of further community discussion, and following further refinement, will be incorporated into new Section 9.3 of the Jackson County UDO as purpose and intent statements and review criteria for new development applications in Cashiers.

One important aspect to remember is that while there are some basic themes and commonalities to development in Cashiers, not all development is the same, and some degree of variation is desirable. Not all new development should match existing development. At the same time, new development should follow the principles outlined in this Analysis in order to maintain consistent with established community character.



Crossroads of Highway 64 and Highway 107 in Cashiers (looking southwest)

# Community Character Analysis

Zoning  
Land Use  
Lotting Patterns  
Street Design  
Open Space  
Buildings  
Site Features





# General Statements

## Land Use Character Statements

1. Commercial, industrial, and institutional uses that serve both residents and visitors are welcome in Cashiers, provided they comply with the established community character requirements.
2. Mixed-use development is the desired form of land use within the “crossroads”, “core”, or mixed-use designated area of Cashiers; single-use commercial development is discouraged in this area.
3. All forms of residential development are desired and permitted in the crossroads and corridor areas, provided they are consistent with community character requirements.
4. New in-line multi-tenant commercial shopping centers with three or more commercial tenants of one story in height should be discouraged, but campus-style shopping centers with detached or semi-detached buildings and two-story hybrid in-line centers are acceptable.
5. Larger developments with a gross square footage beyond 20,000 square feet, whether single-use or mixed-use, may only be established on lots bearing a conditional zoning district designation approved via the pending conditional rezoning process.
6. All use types, except the establishment of an individual single-family detached home on its own lot, shall be required to set aside a minimum percentage of the lot as private common open space in one or more of the required formats.
7. Village Commercial and General Commercial district designations will be redefined as mixed use, non-residential, and residential zoning designations, along with the creation of the conditional zoning district option, which may only be applied through a rezoning.

# Community Character Analysis

- A** Entryway faces street fronting the building
- B** Roof feature identifies primary entryway
- C** Gathering area proximate to entryway
- D** Change in exterior material/color to signify entrance
- E** Entry access cue
- F** Weather protection for pedestrians
- G** Outdoor display
- H** Entryway does not face the street (*inconsistent*)

Primary entryway features in Cashiers

Aspirations



Mixed-Use Development



Live/Work Units



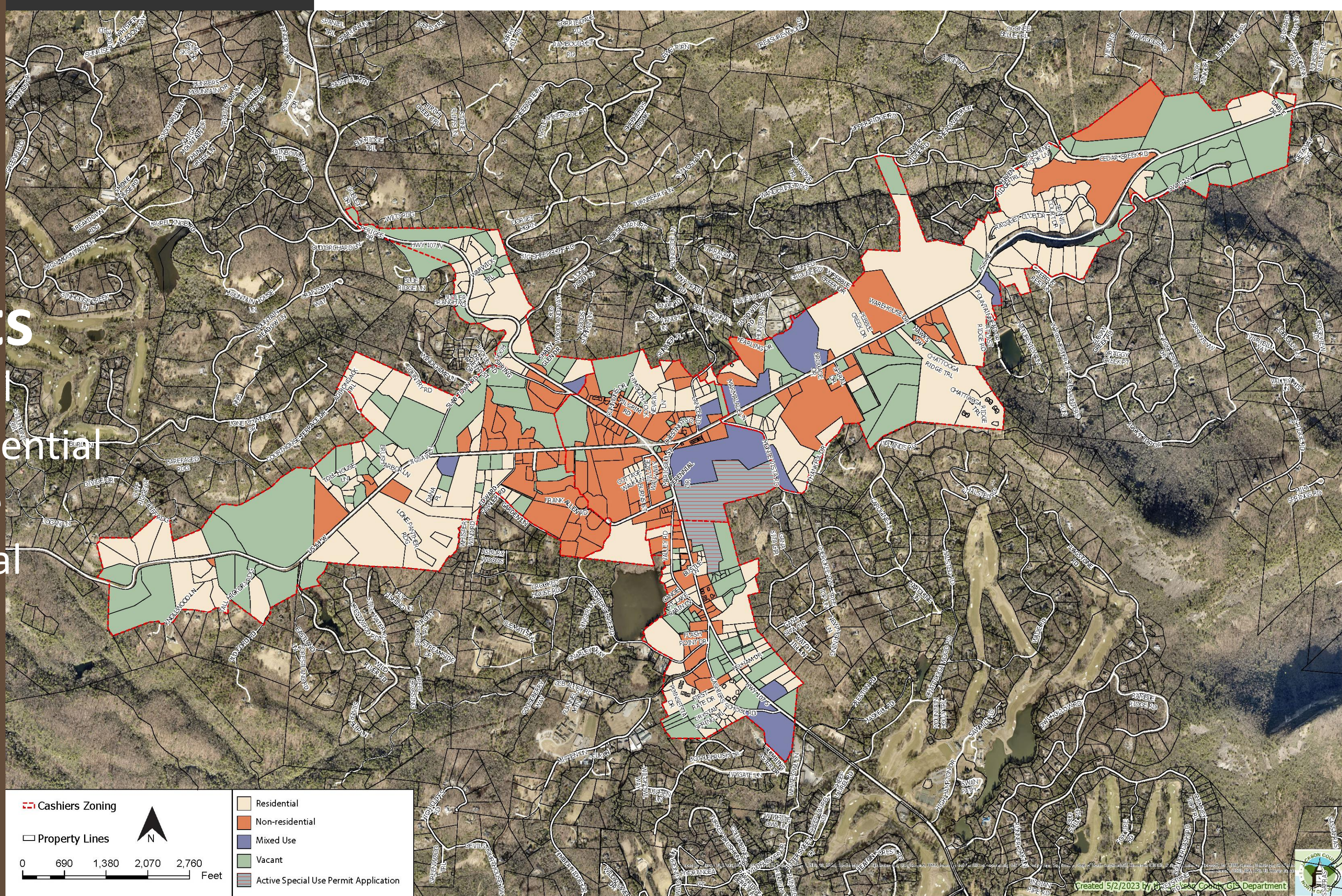
Attached Residential

## Images of Consistency/ Inconsistency



# Zoning Districts

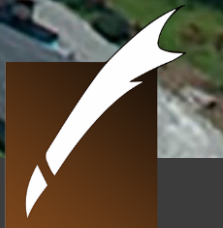
- Residential
- Non-Residential
- Mixed-use
- Conditional





# General Character

- Community for residents, that welcomes visitors
- Strong ethos of environmental stewardship
- A place of human habitation
- A wooded retreat
- A place of “smaller, more informal” development
- Work with mountain conditions instead of altering them





# Land Use

- 2 zoning districts (with little distinction between them)
- A wide range of use types, but no mixed-uses yet (9 lots)
- Commercial concentrated in core and along corridors – desire for more mixed-use in the core
- 33% of lots in the district are vacant
- Largest vacant lots concentrated in western portion



Mixed-Use Development

Live/Work Units

Attached Residential

- Commercial shopping centers of more than 3 in-line tenants should be discouraged
- Developments with more than 20,000 square feet should only be established via conditional zoning
- More live/work units, more ADUs, wider range of residential uses
- All uses (except single-family detached) required to provide open space



# Lotting Patterns

- 800 lots in the district
- 48% of the lots in the Commercial District are smaller than 40,000 square feet
- Lots small in core, larger along corridor
- Building setbacks have created irregular development template
- Parking in front of buildings
- Conservation subdivision lot issues

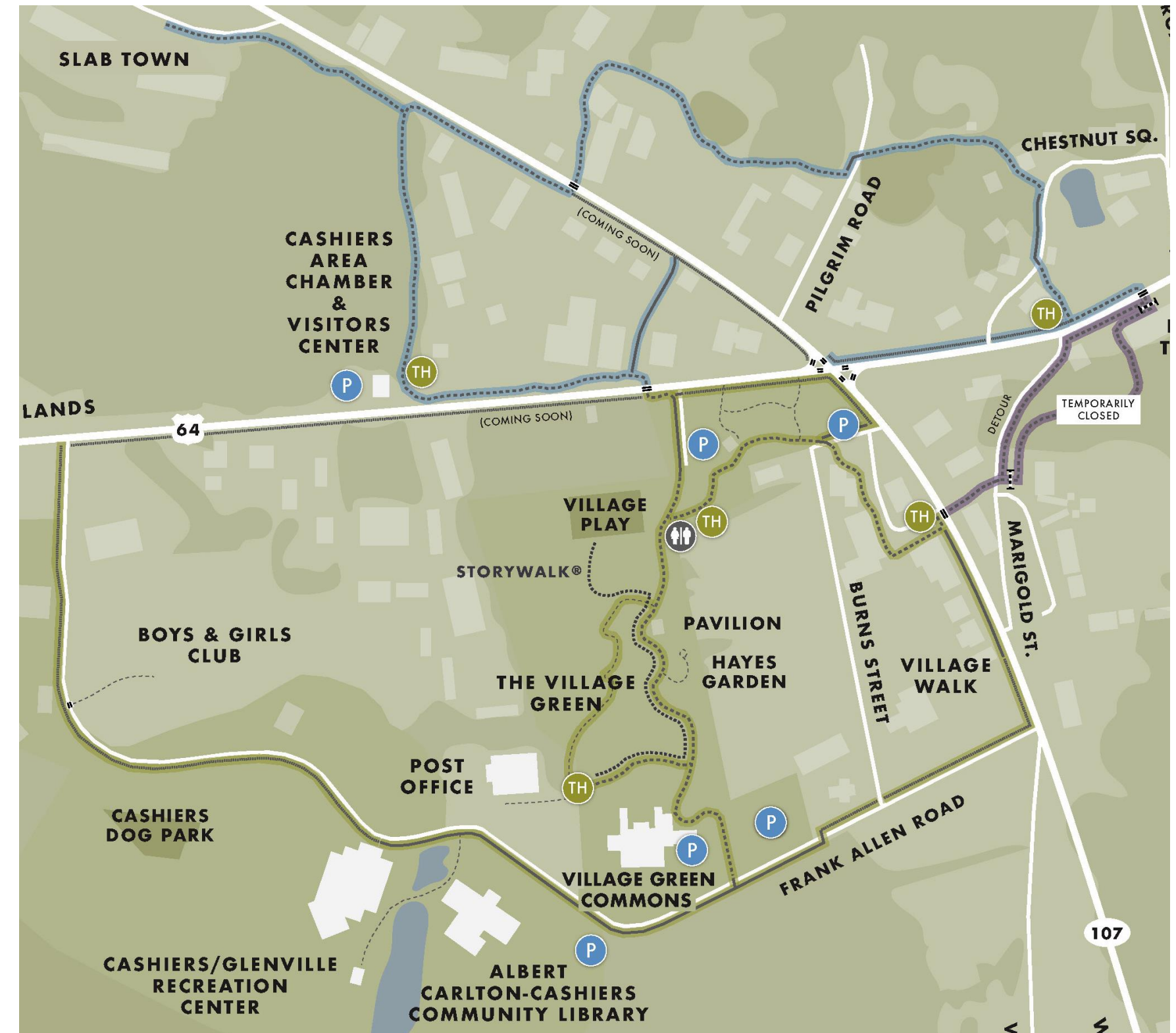
LOT SIZE RANGES IN THE CASHIERS COMMERCIAL DISTRICT		
Lot Size Range	Number of Lots	% of Total
Less than 20,000 square feet in size	242	30%
20,000 square feet to 39,999 square feet in size	145	18%
40,000 square feet to 80,000 square feet in size	153	19%
More than 80,000 square feet in size	259	32%

DIMENSIONAL REQUIREMENTS FOR LOTS WITHIN THE CASHIERS COMMERCIAL DISTRICT		
Type of Dimensional Requirement	Lots in the VC Sub-district	Lots in the GC Sub-district
Minimum Lot Size (square feet)	None	None
Minimum Lot Width (feet)	None	50
Maximum Lot Coverage (% of lot area)	70	70
Front Setback (feet)	Min. 10; Max. 20	Min. 15; Max. 25
Side Setback (interior lot line) (feet)	None	None
Side Setback (corner lot line)	Min. 10; Max. 20	Min. 15; Max. 25
Rear Setback	None	None



# Street Design

- Slow-speed “village feel”
- Lack of street connections/options contributes to congestion
- New rules for connecting/continuing private streets
- New rules for short block lengths
- New rules for street connectivity
- Address missing pedestrian connections
- Public sidewalks along NCDOT streets
- Private sidewalks along private streets or where NCDOT does not permit sidewalks





# Open Space



Active Open Space



Passive Open Space



Gathering Area

- 10%-20% open space required
- Sidewalks credited towards open space
- Require all forms of non-residential (5%), mixed-use (7%), and multi-family development (10%) to provide open space
- 3 types of open space: active, passive, gathering
- Active required for multi-family
- Passive required everywhere else based on priority order
- Gathering spaces credited towards passive





1. Bucks Coffee Cafe



- A Local Business
- B Gathering Area
- C Residential-Scale
- D Storefront Windows
- E Pitched Roof
- F Earth Tone Color
- G Clapboards
- H Vertical Stone Accent

2. 107 South Corridor (Cornucopia, Fiddleheads, Vivace, & Highland Hiker)



- A Residential Scale
- B Pitched Roof
- C Earth Tone Colors
- D Wooden Siding
- E Gathering Spaces
- F Close to Street
- G 1-2 Story Height
- H Informal Parking
- I Storefront Windows
- J Sequential Additions

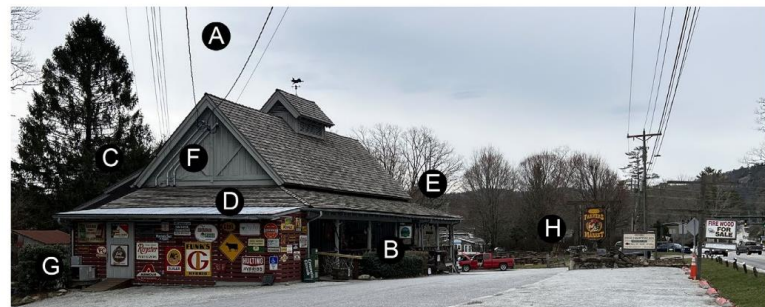
3. Village Green



- A Institutional Use
- B Gathering Area
- C Residential Architecture
- D Sequential Additions
- E Pitched Roof
- F Earth Tone Colors
- G Shakes
- H Rafter Tails

4. Farmers' Market

- A Institutional Use
- B Gathering Area
- C Residential Architecture
- D Sequential Additions
- E Multi-Pitch Roof
- F Earth Tone Colors
- G Adornment
- H Large Signage



5. Wells Hotel



- A Local Business
- B Gathering Area
- C Residential-Scale
- D Wooden Accents
- E Pitched Roof
- F 2 Story Height
- G Clapboards
- H Stone Accents
- I Large Sign

# BUILDINGS

- Size
- Height
- Roof Form/Pitch
- Placement
- Spacing
- Multi-building development
- Entryways
- Glazing
- Exterior Materials
- Colors



# Buildings – Generally Consistent

## PLACES OF CONSISTENCY

### 1. Bucks Coffee Cafe



- A Local Business
- B Gathering Area
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- D Storefront Windows
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### 2. 107 South Corridor (Cornucopia, Fiddleheads, Vivace, & Highland Hiker)



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### 3. Village Green

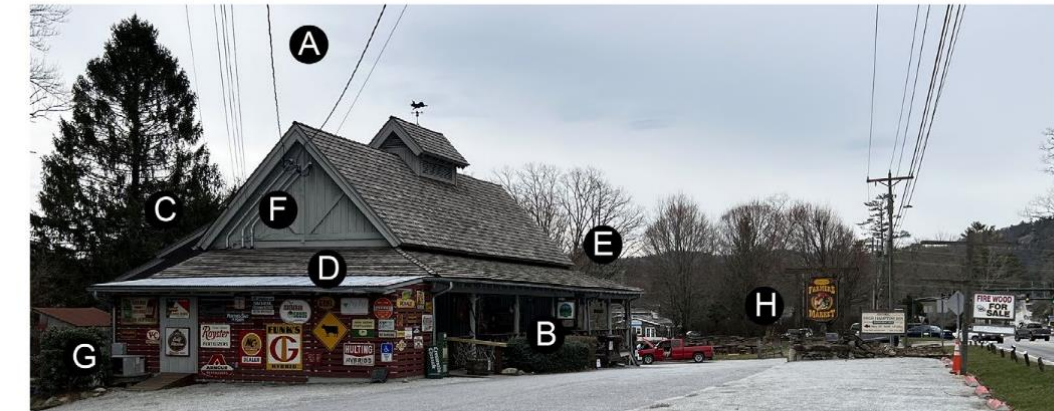


- A Institutional Use
- B Gathering Area
- C Residential Architecture
- D Sequential Additions
- E Pitched Roof
- F Earth Tone Colors
- G Shakes
- H Rafter Tails

## PLACES OF CONSISTENCY

### 4. Farmers' Market

- A Institutional Use
- B Gathering Area
- C Residential Architecture
- D Sequential Additions
- E Multi-Pitch Roof
- F Earth Tone Colors
- G Adornment
- H Large Signage



### 5. Wells Hotel



- A Local Business
- B Gathering Area
- C Residential-Scale
- D Wooden Accents
- E Pitched Roof
- F 2 Story Height
- G Clapboards
- H Stone Accents
- I Large Sign





# Buildings – Generally Inconsistent

## PLACES OF INCONSISTENCY

### 1. Toxaway Concrete



- A Heavy Industrial Use
- B Noise and Vibration
- C Outdoor Storage of Raw Materials
- D Potential for Silica Dust
- E Heavy Truck Traffic

(Despite inconsistencies, this use is important to the community, it pre-dates many other uses, and is well-screened)

### 2. Cashiers Center (Ingles)



- D No Interior Parking Lot Landscaping
- E Most Parking in Front
- F Monolithic Building Appearance
- G Uniform Flat Roof (except Ingles)

- A In-Line Center
- B Deep Front Setback
- C Expansive Parking Lot
- H Drive-Through in Front of Building
- I Visible Rooftop Equipment
- J EIFS on Ingles Facade
- K Tall Parking Lot Lights

### 3. Wilson Electric Building



- A Deep Setback
- B Most Parking In Front
- C Mansard Roof
- D EIFS on Parapet
- E Heavy Material (EIFS) above Lighter Material (Siding)
- F Stone Veneer
- G No Entry Features

## PLACES OF INCONSISTENCY

### 4. Spinx Stations (Highway 64 locations)



- A Canopy in Front
- B No Architectural Relationship between Canopy and Building
- C Scale of Canopy
- D Flat Roof
- E Limited Glazing (windows)
- F Service Areas not Screened



- A Canopy in Front
- B No Architectural Relationship between Canopy and Building
- C Scale of Canopy
- G Deep Front Setback
- H Corporate Signage

### 5. Designer Cottages (display on Highway 64)



- A Modern Architecture
- B Monopitch Roof
- C Building Width
- D Scale
- E Foundation Obscured





# Building Size

SELECTED BUILDING SIZES IN THE CASHIERS COMMERCIAL DISTRICT	
Building Name or Location	Total Building Size by Development (in square feet)
Chamber of Commerce Building	1,044
Subway Building (ground floor)	2,705
Cashiers Farmer's Market	3,233
Cornucopia	5,771
United Community Bank (including drive through)	6,139
Post Office (including covered areas)	9,340
Shoppes on the Green	11,268
Cashiers Library	14,019
Cashiers Recreation Center	22,750
Cashiers Center (Ingles Shopping Center)	124,037

County staff has assembled an inventory of building and lot size characteristics within the Cashiers Commercial District from Jackson County tax card data. The inventory includes 166 sites that contain approximately 192 separate buildings (including a few single-family structures). Approximately 39 of the sites in the inventory have no buildings (though some of these sites may have other built features like parking lots). The 119 sites in the inventory with buildings include a total of 873,466 square feet of building floor area. The table below provides a summary of building size ranges for the 192 buildings in the inventory.

BUILDING SIZE RANGES FROM SELECT SITES IN THE CASHIERS COMMERCIAL DISTRICT				
Building Size (in square feet)	# of Developments with Total Building Size in Range	Total Building Square Footage	Average Building Size	Median Building Size
Less than 2,000	22	873,466	4,646 square feet	2,384 square feet
2,000 – 4,999	47			
5,000 – 9,999	24			
10,000 – 19,999	19			
20,000 or more	7			
<b>TOTAL</b>	<b>119</b>			
There are a total of 190 buildings in the inventory on 119 sites.				

- Wide range of building sizes
- 69 developments with buildings below 5,000 sf
- 41 development with buildings from 5,000 to less than 20,000 sf
- Average building sf: 4,646





# Building Height



Creekside Shopping Center  
Two-story Retail Building (consistent)



Cornucopia  
Two-story Addition (consistent)



Vivace/Objet D'Art  
Blended Building Height (consistent)



Wendys  
Additional Height added (consistent)



J Gabriel  
Buildings On Sloping Sites (consistent)



Highland Hiker  
Flat Facade/Pitched Roof (consistent)



Village Green  
Appears as 3-Story but tiered (consistent)



Cashiers Community Center  
3-Story Building (inconsistent)



Spinix Station (Hwy 64)  
Accessory Structure Taller than Principal Building (inconsistent)

- Up to 2 stories = consistent
- Could be more than 2 stories on sloping sites
- Beyond 2 stories on flat sites could require conditional rezoning
- Accessory structures should not exceed principal building height



# Roof Form/Pitch

Gable Roof  
(consistent)



Hip Roof  
(consistent)



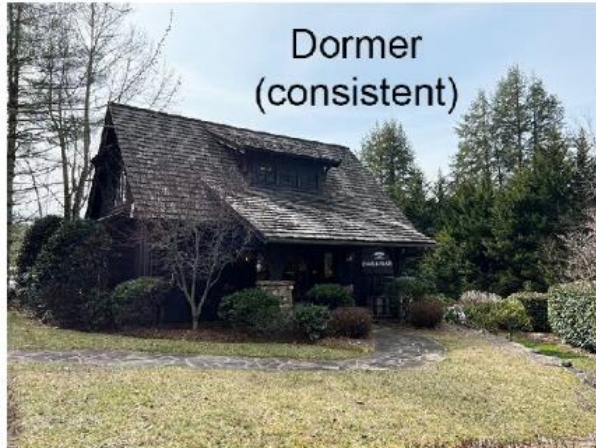
Gambrel Roof  
(consistent)



Compound Pitch  
(consistent)



Dormer  
(consistent)



Compound Gable  
(consistent)



Flat Roof  
(inconsistent)



Mansard Roof  
(inconsistent)



Monopitch ("shed")  
(inconsistent)

- Pitched roofs = consistent
- Flat roof = inconsistent
- Mansard/monopitch = inconsistent





# Placement



- Random placement
- Shallow front setbacks with buildings close to the street
- Deep front setback = inconsistent
- Buildings not parallel to the street they face
- Variable side setbacks





# Massing



Simple Building Form



Simple Building Form



Simple Building Form



Residential Appearance



Residential Appearance



Residential Appearance



Residential Appearance



Residential Appearance



Residential Appearance



Visible Framing



Visible Framing



Visible Framing



Sequential Additions



Sequential Additions



Sequential Additions

- Simple form
- Residential appearance
- Visible framing
- Sequential additions



# Multi-Building Development

Rustiks Shopping Center  
Campus-Style  
(consistent)



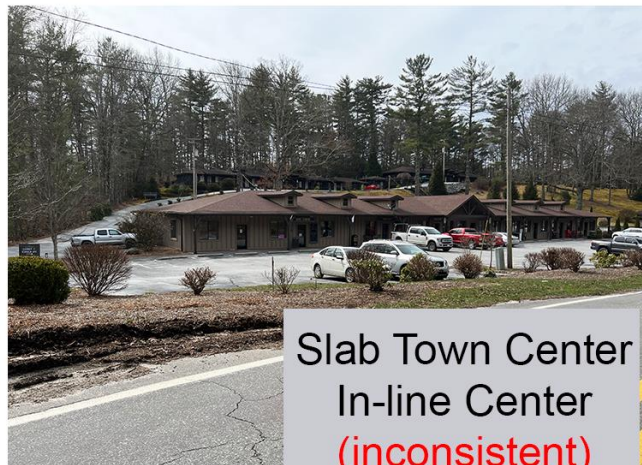
Cashiers Commons  
Campus-Style  
(consistent)



Old Cashiers Square  
(Office Park)  
Campus-Style  
(consistent)



Cashiers Center  
In-Line Center  
(inconsistent)



Slab Town Center  
In-line Center  
(inconsistent)



Hearthstone Center  
In-Line Center  
(inconsistent)



Creekside  
Hybrid (two-story/  
semi-detached building)  
(consistent)



Village Walk  
Hybrid (two-story/  
detached buildings)  
(consistent)



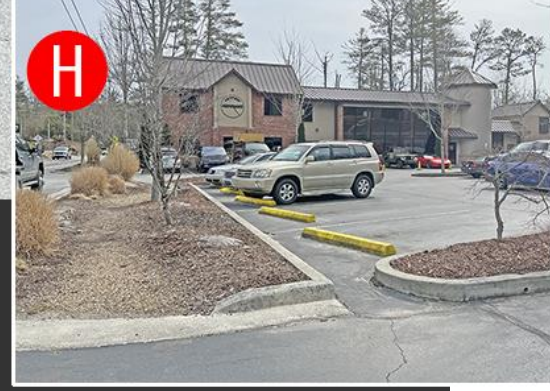
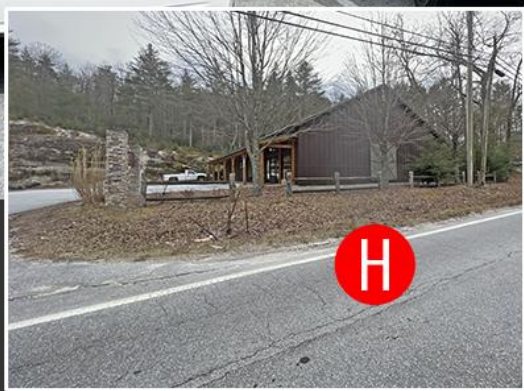
Laurel Terrace  
Hybrid (two-story)  
(consistent)

- Campus-style = consistent
- In-line shopping center (over 3 tenants) = inconsistent
- Hybrid = consistent (detached, semi-detached, 2-story)



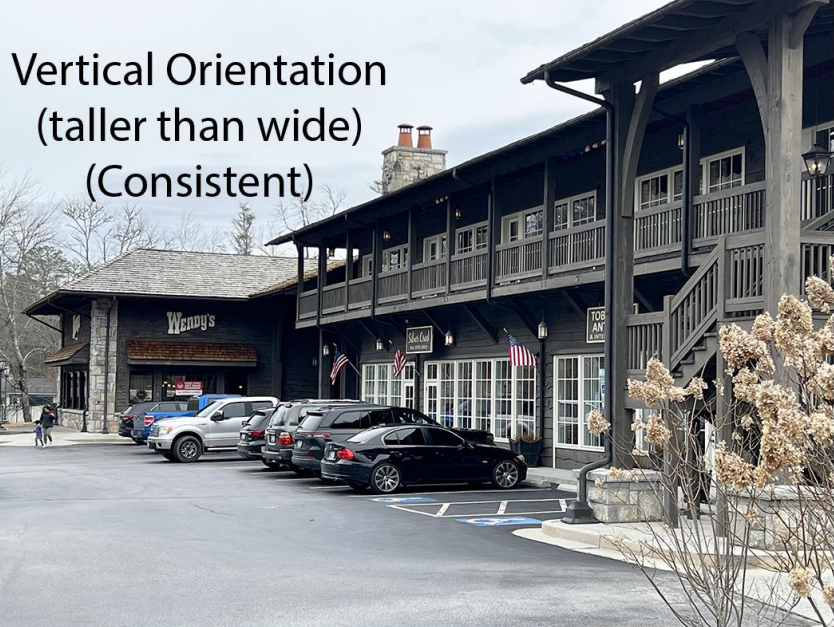
# Entryways

- Faces the street
- Roof identifies entry location
- Material/appearance change
- Weather protection
- Entry way does not face primary street = inconsistent





# Glazing (transparency)



- Vertical orientation
- Divided light
- Glass wall = inconsistent
- Horizontal band of glass = inconsistent
- More than 50% glazed = inconsistent



# Exterior Materials



Clapboard (Consistent)



Board and Batten (Consistent)



Rough-Hewn (Consistent)



Multi-directional Clapboard (Consistent)



Asphalt Shingles (Consistent)



Standing Seam Metal (Consistent)



Cedar Shake (Consistent)

- Natural materials
- Wood, metal, stone



# Exterior Materials

There is a strong precedent for use of “natural” material, such as wood, stone, and metal. In some cases, these materials are configured in ways to promote a “rustic mountain lodge” appearance.



Non-residential buildings in Cashiers configured to portray a rustic mountain lodge character

Stone, while occasionally used as a primary exterior material (such as on Wells Fargo or the Boys and Girls Club buildings), is more often used as a vertical accent (such as columns or chimneys). It is important to note that stone veneer configured as a narrow stone band mimicking a stone foundation is not a typical part of the established Cashiers community character.



Veneer stone foundation  
**(Inconsistent)**

Stone as a vertical accent  
**(Consistent)**

Veneer stone foundation  
**(Inconsistent)**

Synthetic Stucco  
**(Inconsistent)**



Smooth-faced  
Cinderblock  
**(Inconsistent)**



Sheet Metal  
**(Inconsistent)**



Wooden Sheathing  
(TS-111)  
**(Inconsistent)**



Masonite  
(or comparable)  
**(Inconsistent)**



Brick  
**(Inconsistent)**



Concrete Masonry  
Unit (CMU)  
**(Inconsistent)**



# Color



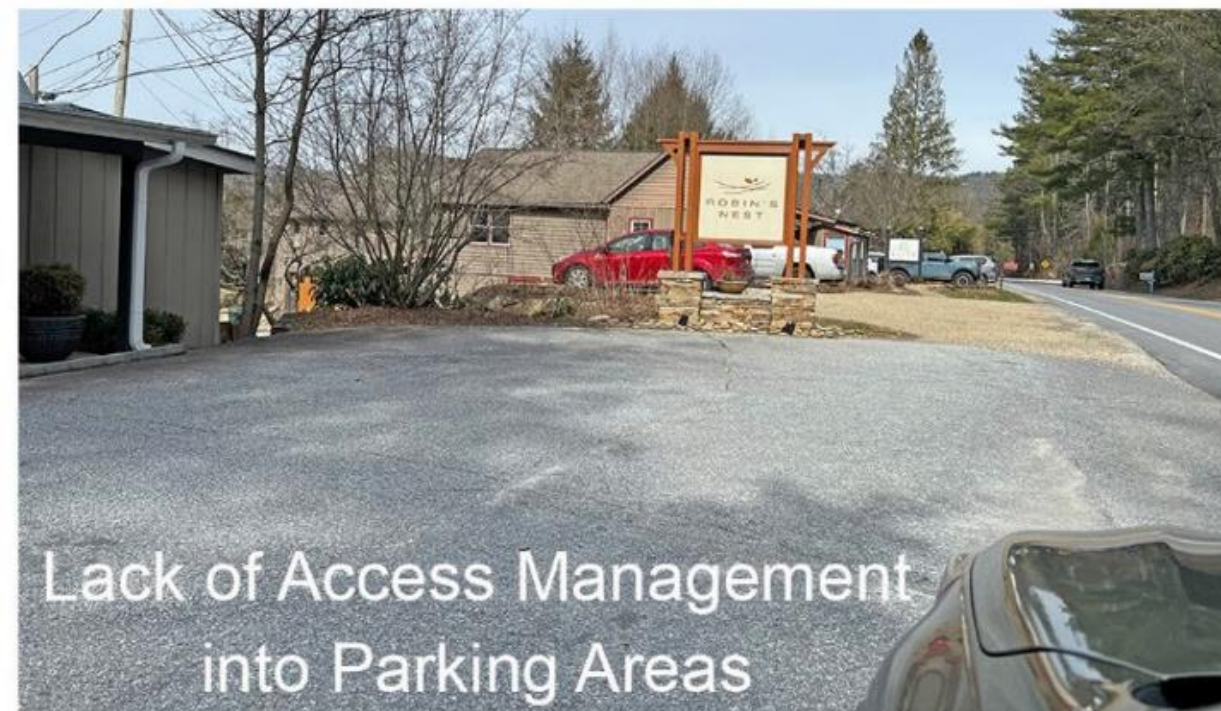
- Earth Tones
- Muted, Dim
- Accent colors





# Site Features - Parking

- Parking lots are small
- Parking in front
- Little parking landscaping
- Access management issues





# Site Features - Landscaping

- Little streetscape landscaping
- Few perimeter landscaping buffers
- Fence screening
- Little landscaping lot parking





# Site Features - Signage



Directory Sign  
(Consistent)



Awning Sign  
(Consistent)



Monument Sign  
(Consistent)



Architectural  
Detail  
(Consistent)



Wall Sign  
(Consistent)



Roof Sign  
(Inconsistent)



Internally Illuminated  
(Inconsistent)



Billboard  
(Inconsistent)



Pole Sign  
(Inconsistent)





# Discussion

1

Residential Development

2

Rezoning Requests

3

Open Space – active/passive

4

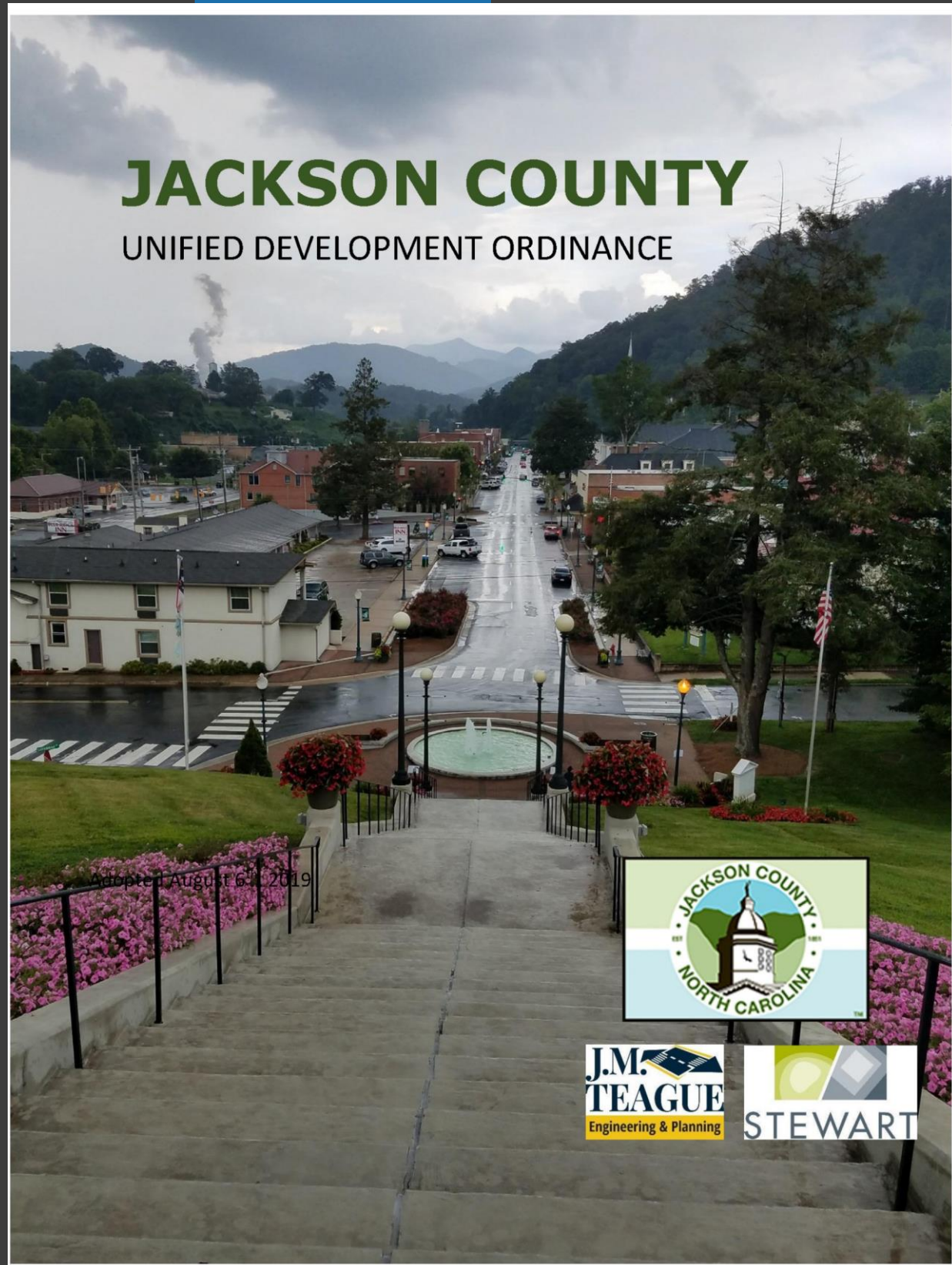
Fee-in-Lieu for OSS, sidewalks

5

Signs - illumination, pole signs







# How will we use the Community Character Analysis?

It informs the revisions to UDO Section 9.3:

- Purpose and intent
- District dimensional standards
- Allowable uses by zoning district
  - Development standards
  - Building design standards





## NEXT STEPS...

- Annotated Outline Discussion  
CPC Meeting Tuesday, 12.19.23 @ 5P
- Drafting commences Jan 2024







Code Wright  
P L A N N E R S

