

Appendix A: Community postscript of built capital and tourism product update

2010-present

The following is a synopsis of events and activities that have taken place in the targeted communities since the completion of this study.

Mars Hill

Mars Hill has developed a number of projects in concert with the Downtown Historic District. This includes new signage to match the street lamps. A number of built capital projects are in progress or completed. For example, an old bank has been renovated for mixed use with upper levels as apartments and retail at the street level. A bookstore and three additional restaurants located centrally to downtown are also now in operation. Vacant buildings are on the market and expected to sell.

Chimney Rock

Most of Chimney Rock's recent changes have involved pedestrian and auto traffic improvements. An overlook was added to the western side of town. The community development organization and local destination management organization are working together to improve the entrance to a River Walk, which is an additional built capital project completed with HandMade. Community leaders are also working on a plan to connect a new amphitheater with Main Street for pedestrian traffic and have purchased land for additional parking.

Hayesville

This community has enjoyed exponential growth of restoration, retail, event, and cultural activities. The Clay County Communities Revitalization Association finished exterior restoration of the Historic Courthouse in 2017 and the interior renovation will be completed at the end of 2018. This was supported in part by the Stedman Incentive Grant (\$10,000) from Preservation North Carolina which supports preservation of the state's architectural heritage. In addition, exterior storefronts around the Courthouse Square have been improved with repair to existing awnings including many who chose “period appropriate” fabrics. The Historic Hayesville organization is pursuing funding for wayfinding signage and streetscape design. Promotional videos of the Courthouse, the square, and the activity surrounding these structures were made (https://www.youtube.com/watch?v=iuueEhJtnAw&feature=em-upload_owner).

New restaurants and retail stores have been added as well. By the end of summer 2018, a 3rd brewery will be in operation making a total of five restaurant/bars in town. A boutique gift shop opened in 2017 and a children's clothing shop in 2018. The Chamber of Commerce has moved onto the square; the county government offices will eventually vacate two spaces on the square, which will allow for more retail.

Friday night music events are bringing 350-700 patrons to the square. Several festivals have been developed by local organizations and supported by more than a dozen local, state, and national funding partners. In fall 2017, a sculpture highlighting Hayesville's traditional music heritage was installed. Historic Hayesville also initiated a quilt panel project for businesses. More than 50 orders were taken and over half have been installed, with each pattern chosen by

the business owner and hand painted by volunteers. As a result, panels are also appearing on several businesses outside the town limits.

West Jefferson and Barn Quilts

Parks, streetscape, and transportation-related activities have dominated West Jefferson improvements. Backstreet Park continues to be heavily used, with the summer concert series taking place Friday evenings during summer months. After the concerts, many stay to dine, shop, walk, and visit. A new offering, “Connie the Caboose,” is located next to Backstreet Park and serves as a wonderful tie-in to Virginia Creeper Railroad history.

New streetscape design work includes removal of all traffic signals and overhead wires, installation of Main Street bump-outs, decorative all-way stop signs, and beautiful plantings. It has expanded to Backstreet and Second Avenue as well. The catalyst for these changes was the charrette project completed several years ago. Having a *plan* and a design made all the difference when it came time to seek funding and support for the project.

This year marks the Ashe County Arts Council’s 40th Anniversary. Along with a new sculpture dedication in summer of 2018, Ashe County is holding *FORTY FEST*, a day of music, artist demonstrations, food trucks, and children’s activities in front of the Arts Center. Due to increased visitation, two new town parking lots have been installed within the last five years. This encourages people to park and walk through town. The Arts Council offers six driving loop trails throughout Ashe County, providing visitors an opportunity to experience the quilts and see the beautiful countryside. One full-time Barn Quilt business continues to thrive in West Jefferson.