



2043 COMPREHENSIVE PLAN STEERING COMMITTEE MEETING #2

Presented by

Comprehensive Planning Team

Oct. 12, 2021
Virtual via zoom



Meeting Agenda

1. Introductions and Ice Breaker 6:00-6:15pm
2. Project Status Update 6:15-6:20pm
3. Brainstorming Long-Range Opportunities & Objectives (Full group) 6:20-7:00pm
4. Defining Public Engagement Objectives 7:00-7:25pm
5. Next Steps/Questions 7:25-7:30pm



1: Introductions



A scenic landscape of rolling hills and mountains under a hazy sky. The foreground is a grassy field, the middle ground shows a line of trees, and the background features several layers of misty mountains. The sky is a pale, hazy blue with some light clouds.

INTRODUCTIONS

- **Your Name**
- **Affiliations/Employment**
- **What two aspects of Buncombe County are the top reasons you continue to live here?**

Consultant team

CLARION



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SPANISH TRANSLATION
AND INTERPRETATION
SERVICES

RUSSIAN TRANSLATION
AND INTERPRETATION
SERVICES



KRISTY CARTER, AICP
TRANSPORTATION PLANNING &
COMMUNITY OUTREACH



DAVID BECHER
TOURISM MARKET ANALYSIS LEAD



NATHAN SLAUGHTER, AICP, CFM
HAZARD MITIGATION LEAD



2: Project Status Update



Progress on Phase 1: Project Launch

- Project newsletters, youth activity, publicity collateral materials
- Completed interviews with all seven County Commissioners (Sept.7-8)
- Staff Kickoff Meetings
 - Multi-departmental, included partner agencies (Land of Sky, DOT, MSD, etc.)
 - Overview of project and process and roles for staff
 - Context mapping exercise
 - Reconnaissance Tour
 - Discussing Coordination of Public Engagement with CAPE
- Stakeholder Interviews (in-person and survey)
- Developing project branding & Public Engagement Plan



Staff Kickoff Meeting



3: Brainstorm Long-Range Opportunities



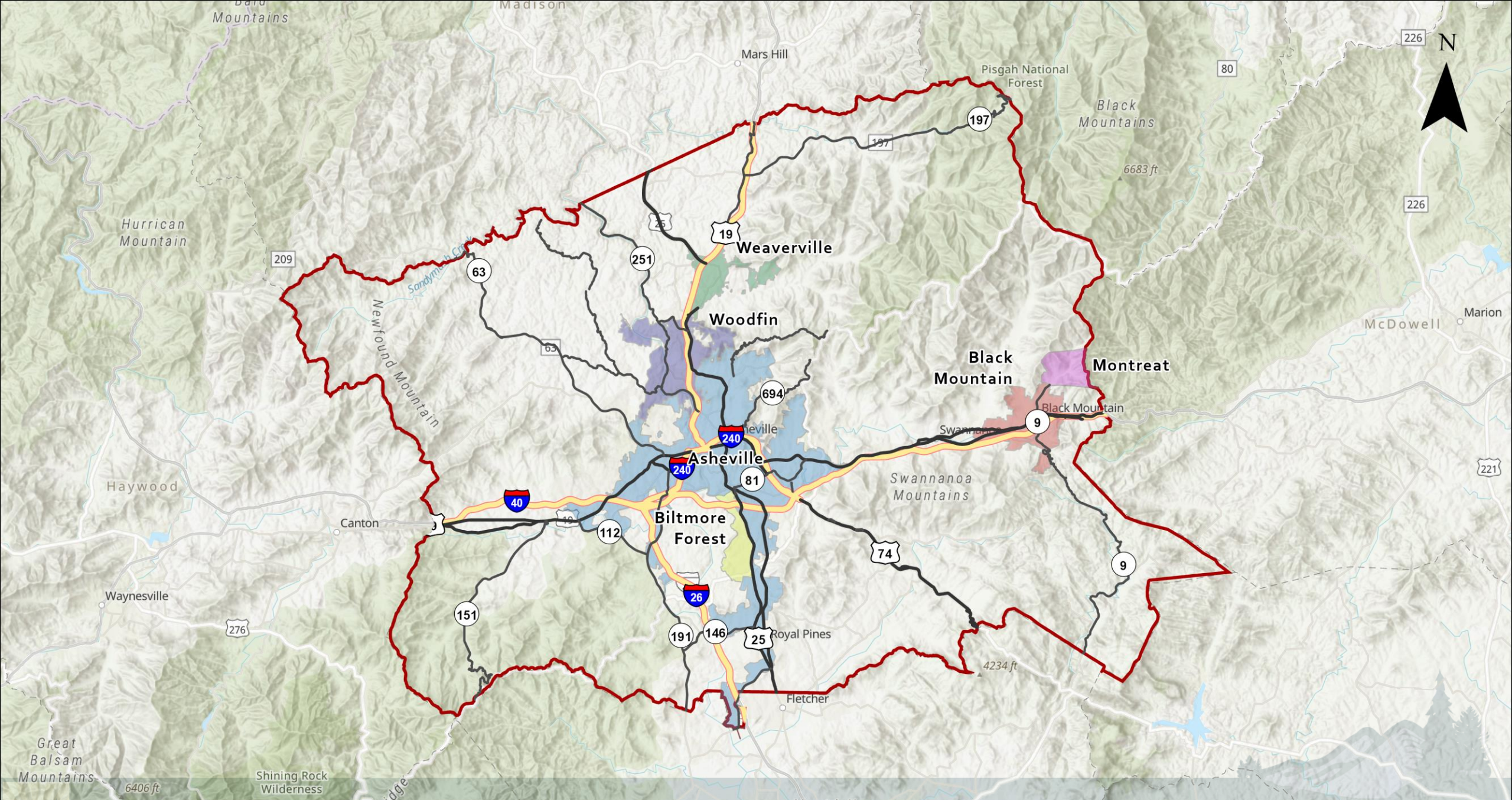
Focus Areas for 2043 Buncombe County Comprehensive Plan



Long-Range Opportunities

- How can Buncombe County be advancing these policy topics?
- What are the critical opportunities that the County should be highlighting and supporting through this planning effort?
- What are the projects or initiatives to be leveraging through plan implementation?
- Are there other major planning topics that should be included?





Blue Mountains

Mars Hill

Pisgah National Forest

Black Mountains

6683 ft

Hurricane Mountain

209

Weaverville

Woodfin

Black Mountain

Montreat

Black Mountain

Haywood

Canton

Asheville

Biltmore Forest

Swannanoa Mountains

Waynesville

276

Great Balsam Mountains

6406 ft

Shining Rock Wilderness

Royal Pines

Fletcher

4234 ft

226



226

Marion

McDowell

221

9

81

694

63

251

19

197

197

65

40

112

191

146

25

74

151

80

BUNCOMBE COUNTY

4: Defining Public Engagement Objectives



Public Engagement



Public Engagement Objectives

- Articulate the outcomes we want to achieve in public engagement
- Provide guidance for how we measure success with respect to engagement
- Can be used to inform develop of specific activities and ways we engage the community
- Will be used during and after each community engagement window to evaluate how successful community engagement efforts were



Example Public Engagement Objectives

1. Community members will be given the choice and access to engage in the planning process through multiple activities.
2. Educational opportunities will advance the community's understanding of critical planning issues.
3. Public engagement efforts will seek to engage a diversity of residents that is representative of the community.
4. Participants' opinions will be respected, well documented, and will help inform policy direction in the Plan.
5. Public engagement efforts will seek to inspire trust and continued interest and involvement in the process.
6. Clear documentation, project publicity, and engagement activities will articulate how public inputs have been used to help inform policy direction throughout the process.
7. Community engagement will be record breaking and surpass statistics of past planning efforts.



Small Group Work Sessions

- What do you think of these example objectives?
- Are there objectives you would like to amend?
- Objectives you would like to add?



5: Next Steps



Next Steps

- Steering Committee Meeting #3 – November 9th
- Complete Project Launch (branding & public engagement plan)
- Initiate work on Phase 2
 - Existing conditions and future planning influences analysis
 - Community Engagement Window #1 (Dec. 2021)
- TAG guidance and review on Phase 2 analysis work





What is a Comprehensive Plan?

- 20-year VISION for the County's future
- Built from inclusive public engagement
- Addresses community needs/wants
- Guides growth and coordinates investment
- Connects County's operations and investments through physical planning



Key Components of the Plan

- **Vision** – that articulates the big ideas and objectives of the plan
- **Goals & Performance Metrics** – that articulate the intended outcomes and how to measure success
- **Policies** – that guide decision-making
- **Strategies & Actions** – to implement the plan’s vision and goals

Actual Plan Framework to be Developed Midway Through Process and May Use Different Terms



Project Process





Project Process and Schedule



- Project Management
- Public Engagement Strategy, Development, and Facilitation
- Future Land Use Planning & Coordination with Intersecting Topics
- Facilities and Services Planning
- Plan Document Drafting and Design
- Assisting with Public Adoption Process



Sustainability

**Parks/
Recreation & Greenways**

**Natural Environment &
Working Lands**
(Including Farmland Conservation)



Resiliency and Hazard Mitigation

- Land of Sky Regional Council Regional Climate Resilience Assessment (2017-2020)
- Three primary climate hazards
- Assessed vulnerability and risk to community assets:
 - Residential
 - Commercial
 - Critical Facilities & Gov-Owned
 - Natural
 - Roads



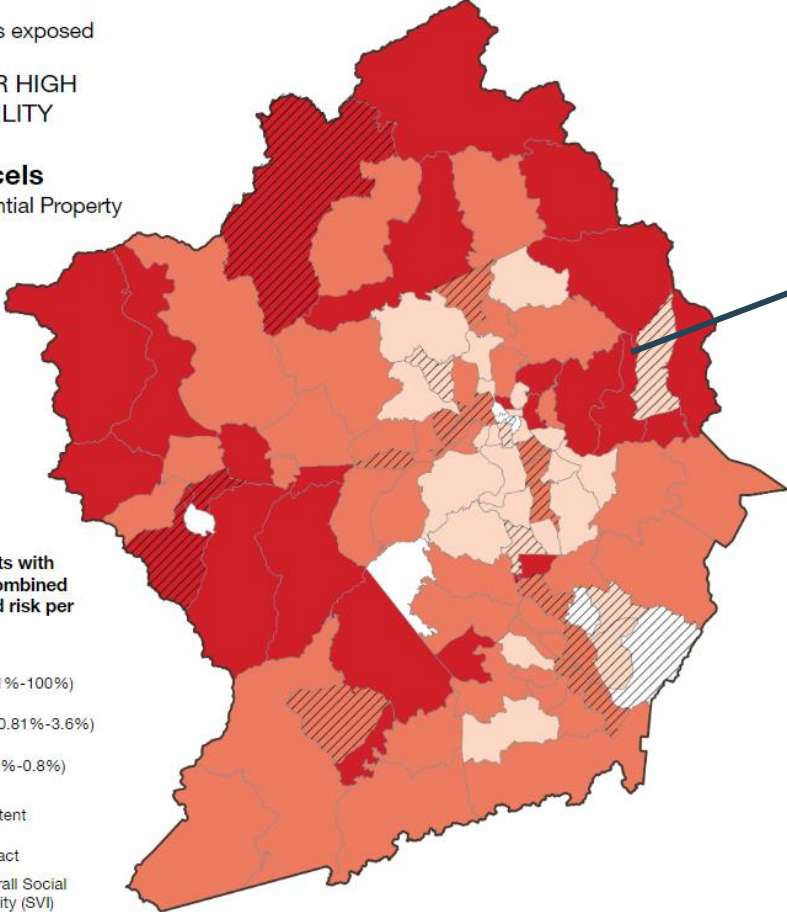
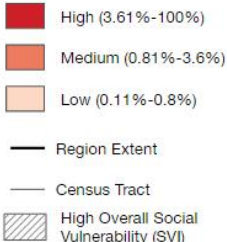
Characterizing Vulnerability and Risk

Example Residential Property & Flooding:

EXPOSED:
13,502 parcels exposed

MEDIUM OR HIGH
VULNERABILITY
AND RISK:
5,519 parcels
3% of Residential Property

Percent of assets with
medium-high combined
vulnerability and risk per
census tract



Properties constructed pre-FIRM



Developing strategies to target key vulnerabilities

1. Tailored to community planning areas
2. Includes policies, strategies, and actions that can reduce vulnerability to climate related hazards
3. Considers future growth within each element of the Comprehensive Plan



Integrating hazard mitigation strategies

- Opportunities to integrate components of the regional hazard mitigation plan
- Safe Growth Audit (from American Planning Association)
- Questions focused on
 - Land use
 - Transportation
 - Environmental Management
 - Public Safety

COMPREHENSIVE PLAN

Land Use

- Does the future land-use map clearly identify natural hazard areas?
- Do the land-use policies discourage development or redevelopment within natural hazard areas?
- Does the plan provide adequate space for expected future growth in areas located outside natural hazard areas?

Transportation

- Does the transportation plan limit access to hazard areas?
- Is transportation policy used to guide growth to safe locations?
- Are movement systems designed to function under disaster conditions (e.g., evacuation)?

Environmental Management

- Are environmental systems that protect development from hazards identified and mapped?
- Do environmental policies maintain and restore protective ecosystems?
- Do environmental policies provide incentives to development that is located outside protective ecosystems?

Public Safety

- Are the goals and policies of the comprehensive plan related to those of the FEMA Local Hazard Mitigation Plan?
- Is safety explicitly included in the plan's growth and development policies?
- Does the monitoring and implementation section of the plan cover safe growth objectives?



Traffic Planning & Design (TPD)



- Transportation Planning
- Transportation Policy
- Transportation & Land Use Integration
- Community Engagement



Why it Matters: Patton Ave Near Goodwill



Why it Matters: Whitson Rd at Tunnel Road

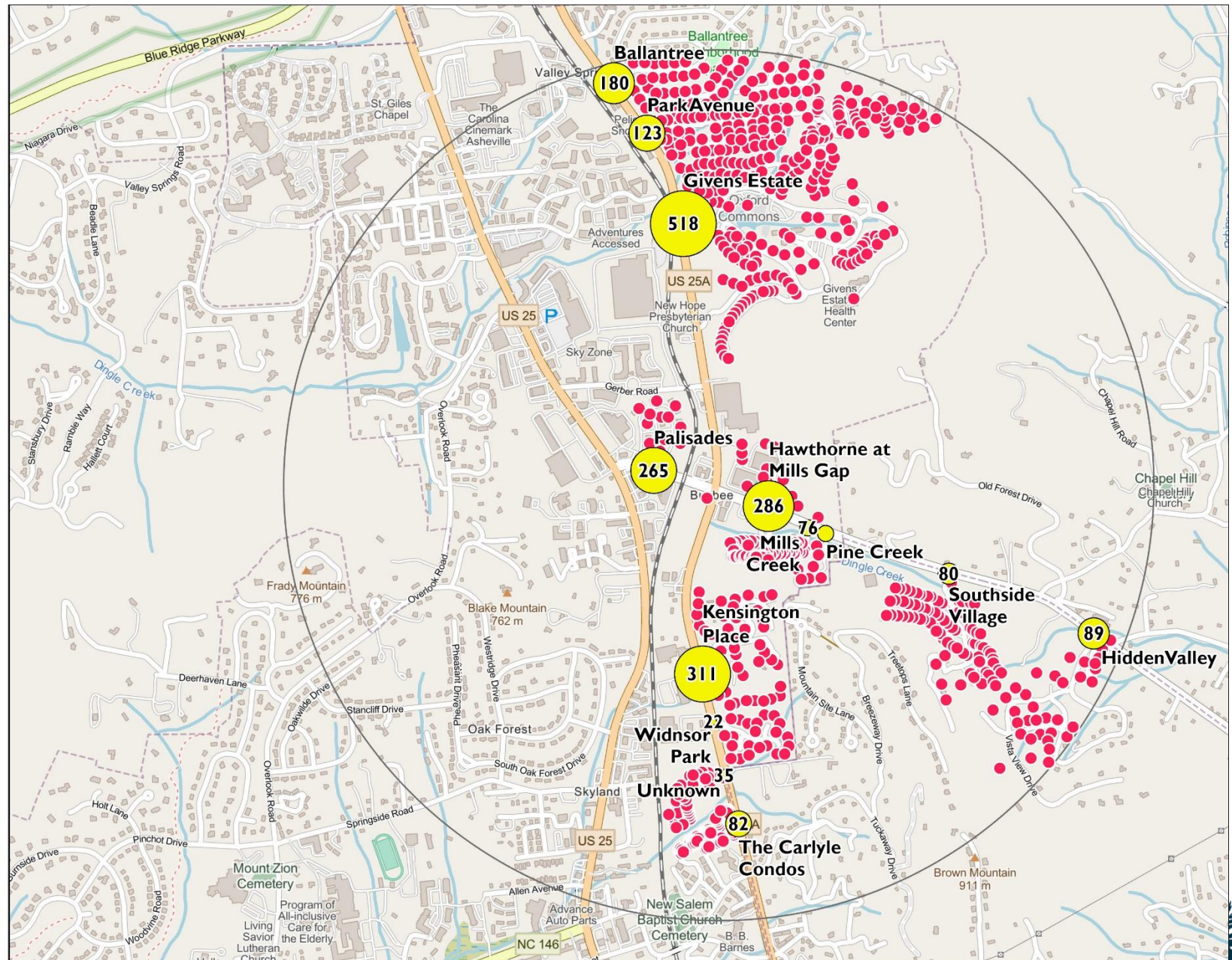


Why it Matters:

Sweeten Creek & Mills Gap Intersection

Within One Mile

- 13 One-way in / One-way out subdivisions
- ~2,060 units



Tourism



DAVID BECHER
TOURISM MARKET ANALYSIS LEAD



CARL RIBAUDO
MARKETING & ORGANIZATION
STRATEGIST

Phase 1: Project Launch

- Stakeholder interviews: Tourism Development Authority & Greater AVL Chamber

Phase 2: Establish the Vision and Goals

- Factbook: Tourism market opportunities and challenges
- Case studies: Land use & zoning approaches to support the tourism economy while:
 - Maintaining a sense of place and rural & historic character
 - Providing workforce housing
 - Creating livable environments for visitors and residents
- Draft Plan Framework, Vision & Goals: Relationship to tourism development

Phase 3: Develop Policies and Strategies

- Develop Plan Policies & Actions: Assess tourism-related implications of policies & actions
- Develop Draft Plan: Help prepare plan elements relating to tourism

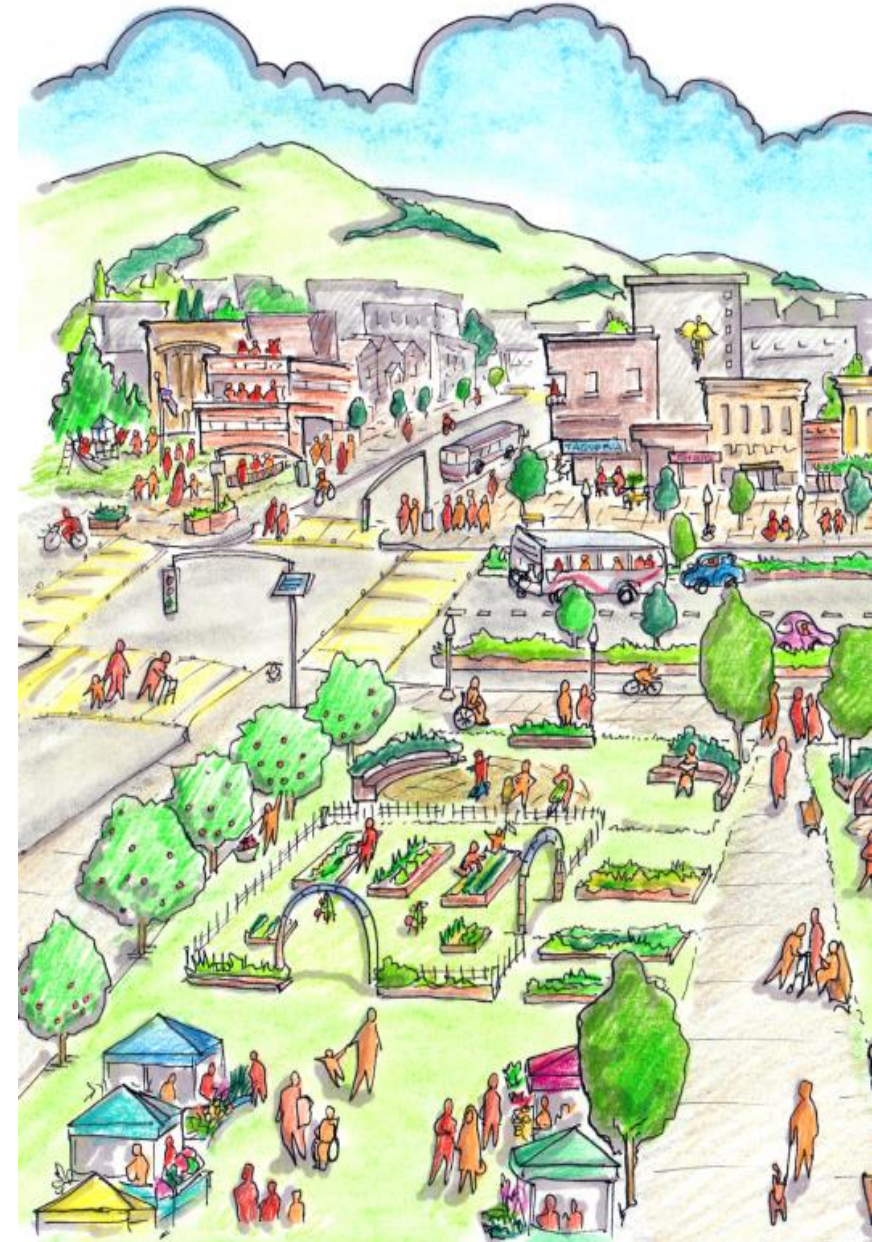
Phase 4: Adopt Plan

- Assist on production of final plan



Steering Committee

- Representative, geographically diverse group of county residents
- Selected for knowledge of community, expertise in a focus area, or interest in County's future
- Role:
 - **Act as a sounding board for public input from residents**
 - Provide perspective/insight on information
 - Networking and advocacy for the Plan



Technical Advisory Group

- Assist with collection of data and reports to support analysis of existing conditions and future planning influences
- Review interim work products and share feedback during the process
- Review panel for draft plan with particular focus on policy direction and action plan on topics of relevance to individual departments
- Serve as ambassador for process and encourage participation in community engagement windows (3)

