



Swannanoa Small Area & Recovery Plan

Presented by

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Board of Commissioners Briefing
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PURPOSE

- ✓ **Work with elected officials, residents and community partners to draft a Small Area & Recovery Plan for the Swannanoa corridor**

- ✓ Address the following:
 1. The unique needs, challenges, recovery, and growth demands of the area
 2. The changed landscapes and development challenges related to Helene
 3. Achieve the vision and goals outlined in the 2043 Comprehensive Plan



COMPARISON

COMPREHENSIVE PLAN

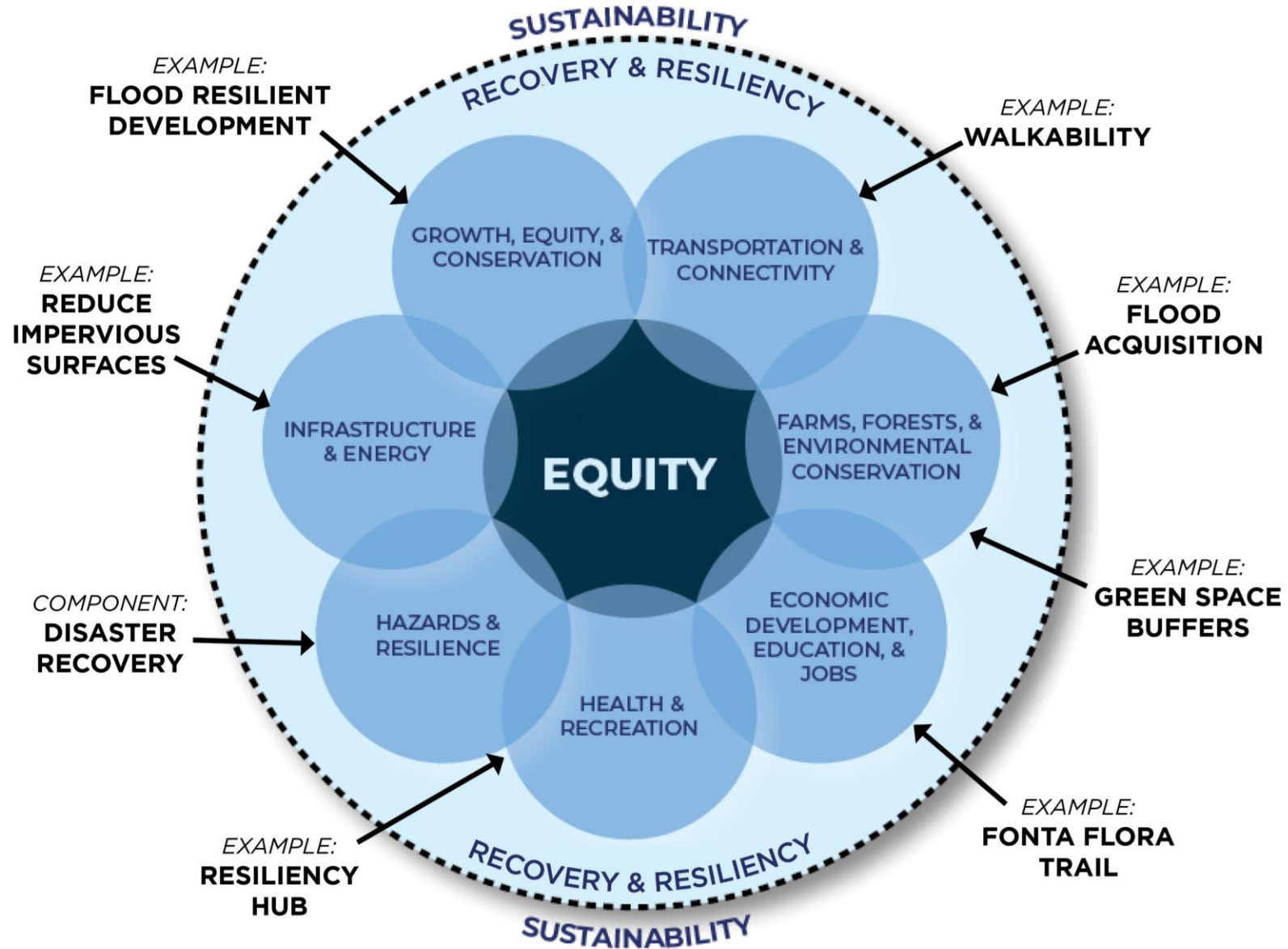
- Broad vision and goals
- Actions that apply to all areas
- County-wide focus

SMALL AREA PLAN

- Focused vision and goals
- Goals related to specific roads/parcels
- Single corridor or neighborhood

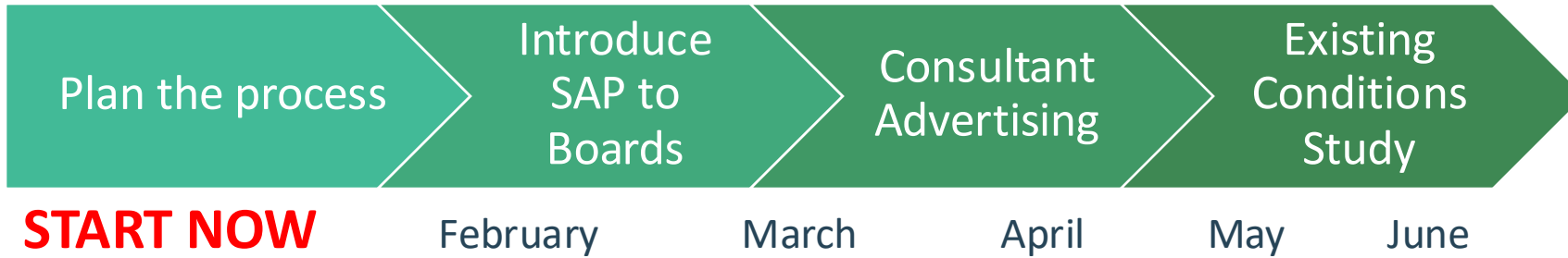


FOCUS AREAS



TENTATIVE TIMELINE

PHASE A: PRE-BUDGET



**1.5 to 2 year
process**

PHASE B: BUDGET ALLOCATED



PROPOSED MEETINGS

GROUP	# OF MEETINGS
BOARD OF COMMISSIONERS	6
PLANNING BOARD	7
STEERING COMMITTEE	7
TECHNICAL EXPERTISE COMMITTEE	7
COMMUNITY MEETINGS	6
<i>TOTAL</i>	33



COMMUNITY INPUT

COMMITTEE & BOARD MEETINGS

- 7 Planning Board
- 6 Board of Commissioner meetings
- 7 Resident Steering Committee meetings

SPECIAL PUBLIC MEETINGS

- Kickoff Meeting
- Community SWOT Analysis
- Vision & Goals drop-in
- Design Charette / Vision Map
- Policies & Actions drop-in
- Draft Plan review drop-in



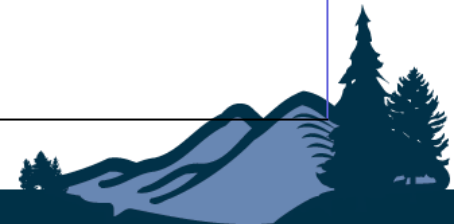
OTHER OUTREACH / INPUT

- Direct mailing to Swannanoa residents
- Social media campaign
- Press releases
- Posted signs in Swannanoa
- Engagement website
- Virtual input options
- Stakeholder-specific outreach
- Community markets (ex: Bounty & Soul)
- Coordination with community partners



PARTICIPATION

Residents & Stakeholders	<ul style="list-style-type: none">• Data and input throughout the process• Ongoing feedback to staff• <i>Note: Trauma-informed engagement is needed</i>
Resident Steering Committee	<ul style="list-style-type: none">• Guidance and feedback on process, public input, and Plan drafting
Technical Expertise Committee <i>(ex: NCDOT, MSD)</i>	<ul style="list-style-type: none">• Technical knowledge and feedback about existing conditions, data, and the feasibility of proposed recommendations
Planning Board	<ul style="list-style-type: none">• Oversight and feedback on process, public input, and Plan drafting• Develop recommendation to the Commissioners
Board of Commissioners	<ul style="list-style-type: none">• Authorize planning process and approve budgets and schedules• Approve consultants and steering committee members• Ongoing input and feedback to staff• Adopt the final Plan document



RESOURCES NEEDED

COUNTY STAFF:

- **Planning Dept., Long Range staff – Project Management**
- CAPE Dept. – Assist with communication and engagement
- Equity and Human Rights Office – Guidance on equity matters
- IT Dept. – GIS mapping services
- Legal Dept. – Guidance on land use legal matters
- Strategy & Innov. – Technical support

CONTRACTED SERVICES:

- Language translation and interpretation
- Planning consulting firm or technical experts
- Advertising, legal ads, marketing/outreach costs
- Printing costs (*Large format and large quantity jobs*)



BUDGET ESTIMATE

ADVERTISING	\$8,938
LANGUAGE SVC.	\$27,000
LEGAL ADS	\$800
CONSULTANT(S)	\$43,250
MEETINGS	\$3,502
PRINTING	\$2,020
<i>SUBTOTAL</i>	<i>\$85,510</i>
15% Contingency	\$12,826
TOTAL	\$98,336

Staff-Led process with specific, technical consultant support and community input

BUDGET SPENDING

FY 25: 0%

FY 26: 81%

FY 27: 19%



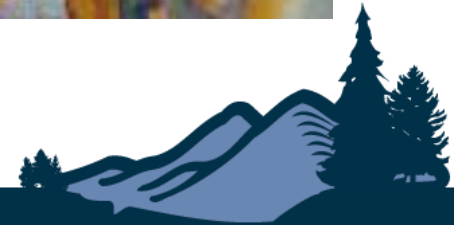
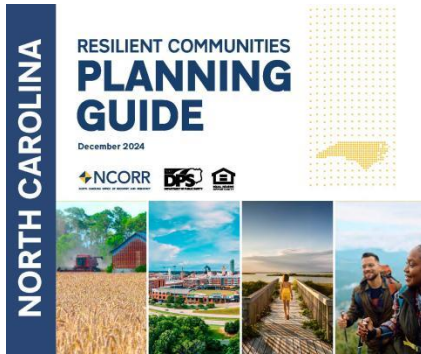
CHALLENGES

1. Grant funding may require specific topics or actions be included in the Plan (ex: A health-focused plan)
2. Grant funding increases administrative work for staff
3. Disaster related trauma = significant sensitivity with residents that staff may not understand or be trained for
4. Locating and engaging with displaced residents
5. Community buy-in for the process
6. Competing interests



GRANTS

- Staff are actively looking for grants to help fund the planning process
- Free technical assistance could help reduce consultant costs
- Philanthropic funding may be more realistic given the Federal funding landscape



QUESTIONS?

