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
INTRODUCTIONS

• Your Name
• Affiliations/Employment
• What two aspects of Buncombe County are the top reasons you continue to live here?
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
3: Brainstorm Long-Range Opportunities
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?
4: Defining Public Engagement Objectives
Public Engagement

**Phase 1: Launch Project**
- Project Kickoff
- Branding/Website
- Project Management & Engagement Plans

**Phase 2: Establish the Vision and Goals**
- Assess Existing Conditions
- Identify Future Planning Influences
- Develop Plan Framework, Vision, and Goals

**Phase 3: Develop Policies and Strategies**
- Assess Future Growth Alternatives
- Develop Land Use & Character Framework
- Draft Policies, Strategies, and Actions

**Phase 4: Adopt Plan**
- Prepare Public Hearing Draft of Plan
- Finalize Adopted Plan
- Evaluate Zoning to Implement Plan

- Project Kickoff Meetings
- County & Stakeholder Interviews
- Community Engagement Window #1 – Establish the Vision and Goals
  - Steering Committee Meetings #2-3
- Community Engagement Window #2 – Develop Policy Direction and Priorities
  - Steering Committee Meetings #4-5
- Community Engagement Window #3 – Affirm the Plan
  - Steering Committee Meetings #6-7
- Public Adoption Meetings and Hearings (5)
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 development 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

PHASE 1
Launch Project
- Project Kickoff
- Branding/Website
- Project Management & Engagement Plans

PHASE 2
Establish the Vision and Goals
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BUNCOMBE COUNTY
Vision

Policies

Goals

Strategies

issues

needs

wants

COMPREHENSIVE PLAN

LAND USE, STRATEGIC, & OTHER PLANS

GRANT/OTHER FUNDING PRIORITIES

COUNTY POLICIES

ORDINANCES REGULATIONS

BOARD FOCUS GUIDES

BUDGET DECISIONS
Project Process and Schedule

PHASE 1
Launch Project
- Project Kickoff
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- Project Management & Engagement Plans

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- Public Adoption Meetings and Hearings (5)
CLARION

BUNCOMBE COUNTY COMPREHENSIVE PLAN

AREAS & TOPICS CLARION WILL LEAD...

- 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:

Properties constructed pre-FIRM

Percent of assets with medium-high combined vulnerability and risk per census tract:
- High (3.61%-100%)
- Medium (0.81%-3.0%)
- Low (0.11%-0.8%)
- Region Extent
- Census Tract
- High Overall Social Vulnerability (60%)

EXPOSED:
13,502 parcels exposed

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

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)