



Livable Regions and Communities in
Appalachia

May 15, 2012

www.gro-wnc.org



Project Overview

www.gro-wnc.org

Overview

What:

- The creation of a regional vision and strategies for **economic prosperity, quality growth, sustainable development.**

How:

- Build on **existing plans and strategies** and ensure **extensive public involvement**
- Recognize the inter-relatedness of **land use, energy, natural & cultural resources, health, housing** and **transportation** choices.

Who:

- A **Consortium** of local governments, economic development entities, non-profits, businesses, and other organizations will guide the process

Where:

- The five county region of Western NC that includes **Buncombe, Haywood, Henderson, Madison & Transylvania** counties.

Why:

- So that **Together, We Create Our Future.**



Focus Areas

**Jobs/Economic
Development**



Housing



Transportation



Land Use



Energy



**Natural and
Cultural
Resources**



Health



Project Goals

- Gather **widespread, unprecedented community input** on future scenarios and existing, combined plans/strategies
- Develop future scenarios and alternatives
- Ensure that planning for **transportation, housing, jobs, energy, land use, health, and cultural and natural resources** is **integrated**
- Seek **implementation opportunities** throughout the process
- Ensure that the Regional Plan is a **“living document”**

Project Outcomes

- A regional plan that is a **platform for elevating local strategies and needs to a regional level**
- A coordinated regional vision for economic prosperity, quality growth, and sustainability that **allows the region to achieve more by working together** than can be accomplished separately
- Coordination of needs/planning across various subject areas so that **limited resources can be used more effectively**
- Positions the region well for **future funding opportunities** (through Preferred Sustainability Status, by qualifying for funds contingent upon completion of this process, and other opportunities this plan will support)

GroWNC Products

- Modeling, scenario planning, and other analyses
- Extensive regional mapping and data collection
- A Consortium of partners working towards common regional goals
- Communications Toolbox
- Impediments to Fair Housing Analysis (report)
- **A set of regional and local strategies for economic prosperity, quality growth, and sustainable development**



Project Team

www.gro-wnc.org

Consultant Team

- **LandDesign**, Lead Consultant
- **Allison Development Group**, Public Engagement & Outreach
- **UNC Asheville's National Environmental Modeling & Analysis Center**, Scenario Modeling & Outreach
- **The Little John Group**, Housing
- **BBP**, Economic Development & Job Growth
- **Martin Alexiou Bryson**, Multimodal Transportation
- **ERM**, Energy & Natural Resources



Land-of-Sky Team

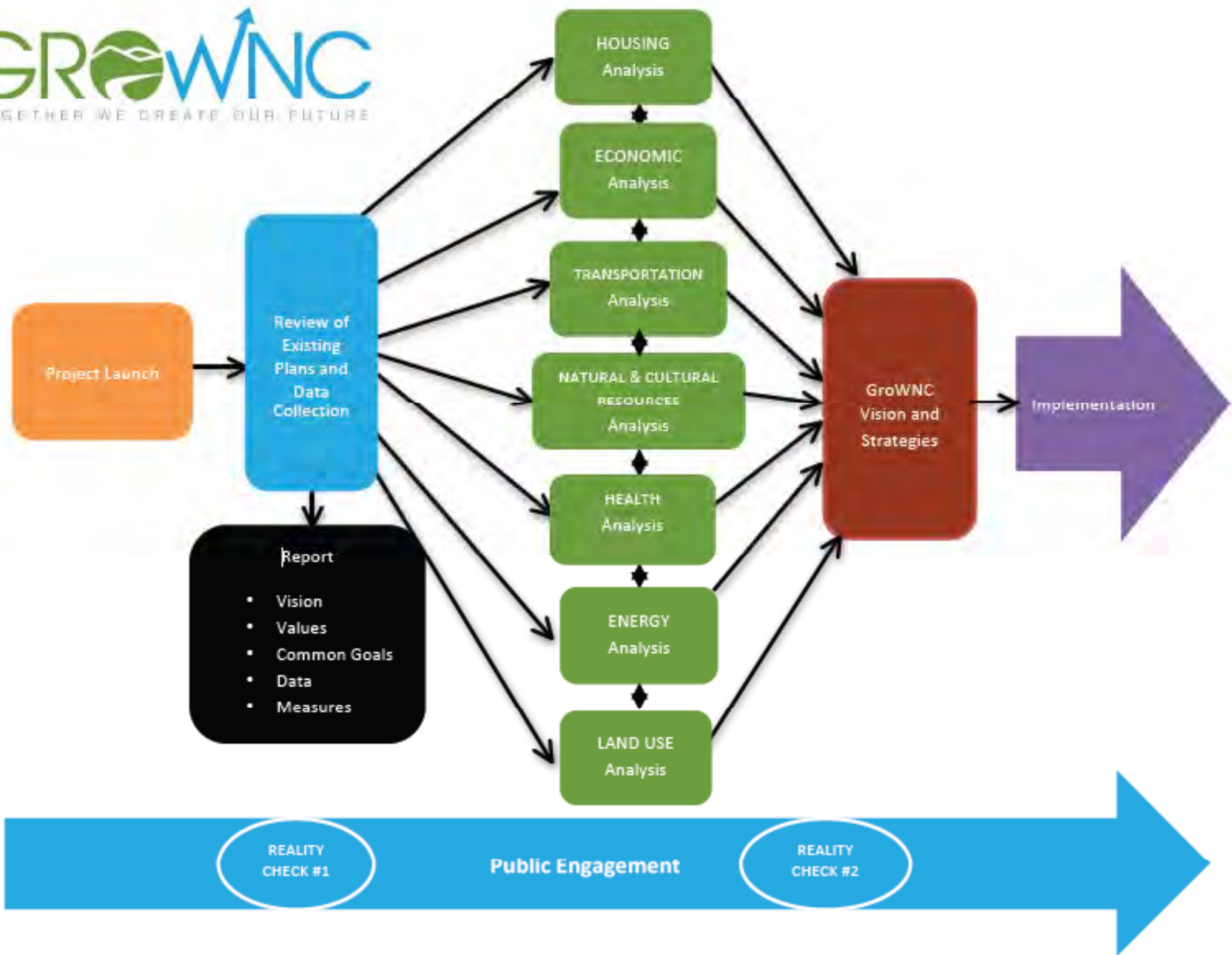
- **Joe McKinney**, Executive Director
- **Ron Townley**, Director of Local Government Services
- **Carrie Runser-Turner**, Senior Planner - GroWNC Project Manager
- **Linda Giltz**, Senior Planner - Land Use & Growth Management
- **Karen Kiehna**, Senior Planner - Community Development





Project Process

www.gro-wnc.org





Consortium

www.gro-wnc.org

Consortium Overview

- A Consortium of local governments, businesses, non-profits, economic development entities, and others will work together to guide the project
- Entities interested in joining the Consortium will sign a Consortium Agreement (found on our website)
- Consortium members will participate in Workgroups and will help form the Steering Committee



Benefits to Consortium Members

- **Shape** the regional plan
- Gain access to **tools, models, data**, and best practices
- Assist with ensuring that a **broad spectrum** of communities and organizations are involved
- Identify **funding opportunities** and opportunities for implementation of identified projects
- Receive **Preferred Sustainability Status** on selected federal grant applications

Responsibilities of Consortium Members

- Participate in the Consortium
- Share information
- Assist with Plan Implementation

Implementation of identified projects and strategies is *not* a requirement of participation.

GroWNC Governance Structure

Consortium

Steering Committee
(14 Voting Members, 3 Ex-Officio (Non-Voting) Members)

LOSRC staff support



Consultants

5

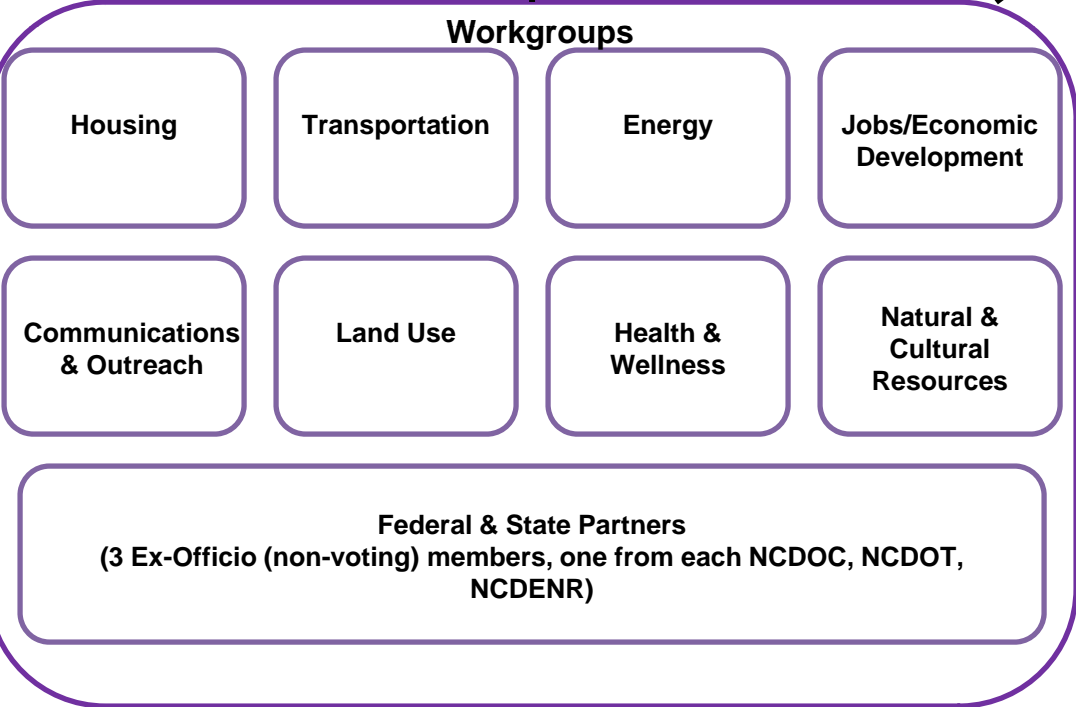
Local Governments

1

City of Asheville

1 representative per workgroup

Workgroups



Steering Committee



Economic Development – Mark Burrows, Transylvania County Planning and Economic Development Commission



Energy – Jon Snover, Director, GIST, AB Tech



Health – Robert Ford, Executive Director, Hot Springs Health Program



Housing – Sheryl Fortune, Housing Director, WCCA



Land Use – Sue Anderson, Planning Director, City of Hendersonville

Steering Committee



Natural Resources – Lang Hornthal, Private Business Owner, Appalachian Designs

Cultural Resources – Angie Chandler, Executive Director, Blue Ridge National Heritage Area



Transportation – Michael Sorrells, Haywood County Commissioner, RPO/MPO member



Communications – Tracy Kunkler, Sims and Steele Consulting

At-Large – Stephanie Swepson-Twitty, President and CEO, Eagle Market Streets Development Corporation

At-Large – Gwynne Rukenbrod, Executive Director, Handmade in America

At-Large – Gibbie Harris, Health Director, Buncombe County

Steering Committee



Local Government Appointees:

Transylvania County – Jason Chappell, County Commissioner

Buncombe County – Jon Creighton, Director, Department of Planning and Development

Henderson County – To be determined

Madison County – Steve Garrison, County Manager

Haywood County – To be appointed by the County Commissioners

City of Asheville – Shannon Tuch, Assistant Department Director, City of Asheville Planning Department



Workgroups

www.gro-wnc.org

Workgroups Overview

- Form partnerships
- Help identify issues that are **common across the region**
- Identify opportunities and challenges
- Help to synthesize information and work across disciplines to find **interconnected solutions**
- Develop strategies
- Seek implementation opportunities





Stay Connected

www.gro-wnc.org

Stay Connected

GROWNC
TOGETHER WE CREATE OUR FUTURE

Home | FAQ | Share Stories | Workgroups | Get Involved

About GroWNC

- Project Overview
- FAQ
- Project Timeline
- Contact Us

Get Involved

- Get Updates
- Events
- Join the Consortium
- Volunteer
- Host a Meeting
- Share Stories
- Complete a Survey

Welcome to GroWNC!

GroWNC is a listening and planning process to develop regional and local strategies for economic prosperity, quality growth, and sustainable development. Working in the five county region of Buncombe, Haywood, Henderson, Madison, and Transylvania counties, the [GroWNC project team](#) will work with a [Consortium](#) of local governments, non-profit organizations, and businesses to seek significant input from residents of the region, gather existing and historical data, and synthesize it to create a vision of the future.

Together we will draw on existing plans and strategies to develop a plan to foster economic prosperity through a regional vision that identifies implementable projects and actions. [Want you join us?](#)



www.gro-wnc.org

Stay Connected



www.facebook.com/JoinGroWNC



[@JoinGroWNC](https://twitter.com/JoinGroWNC)



Get Involved

www.gro-wnc.org

Get Involved in GroWNC

- Get Updates
- Join the Consortium
- Participate on a Workgroup
- Participate in upcoming Community Road Trips
- Host a Meeting
- Share your story
- Find information about all of this and more at

www.gro-wnc.org

GroWNC

on the horizon

Join us on a **Community Road Trip** to explore what makes our region so special and what we can do together to keep it that way.

This **1st round** of community meetings will:

- be **FUN and Interactive**
- spotlight what makes our communities great
- take a few **draft goals and objectives** around the block for a spin
- and most importantly, **hear what YOU think about it all!**

Dates and Locations: All events are 4 - 7 pm
May 10th - Madison County - Madison High School Media Center
May 15th - Hendersonville - City Operations Center
May 16th - Haywood County - Haywood Community College
May 17th - Buncombe County - Dr. Wesley Grant Sr. Southside Center
May 30th - Transylvania County - Transylvania County Public Library

Enjoy local food and music while you take a spin around the future of our region. Children are welcome - organized activities available. You might even win one of the fun, local door-prizes.

Can't make it to the Community Meeting in person? We've got a Community Road Trip on our website you can take on your own (by yourself, or with friends) - just visit www.gro-wnc.org from more information.

Together, we create our future!

GroWNC

www.gro-wnc.org

339 New Leicester Hwy, Suite 140
Asheville, NC 28806 828.251.6622

JoinGroWNC:  



Questions?





THANK YOU!!!

Contact us
grownc@landofsky.org
www.gro-wnc.org