Livable Regions and Communities in Appalachia
May 15, 2012

www.gro-wnc.org
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
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
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

Housing
Transportation
Energy
Jobs/Economic Development

Communications & Outreach
Land Use
Health & Wellness
Natural & Cultural Resources

Federal & State Partners
(3 Ex-Officio (non-voting) members, one from each NCDOC, NCDOT, NCDENR)
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 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

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. Won't you join us?

www.gro-wnc.org
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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
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!

www.gro-wnc.org
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JoinGroWNC: 🌐 📱
Questions?
THANK YOU!!!

Contact us
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www.gro-wnc.org