

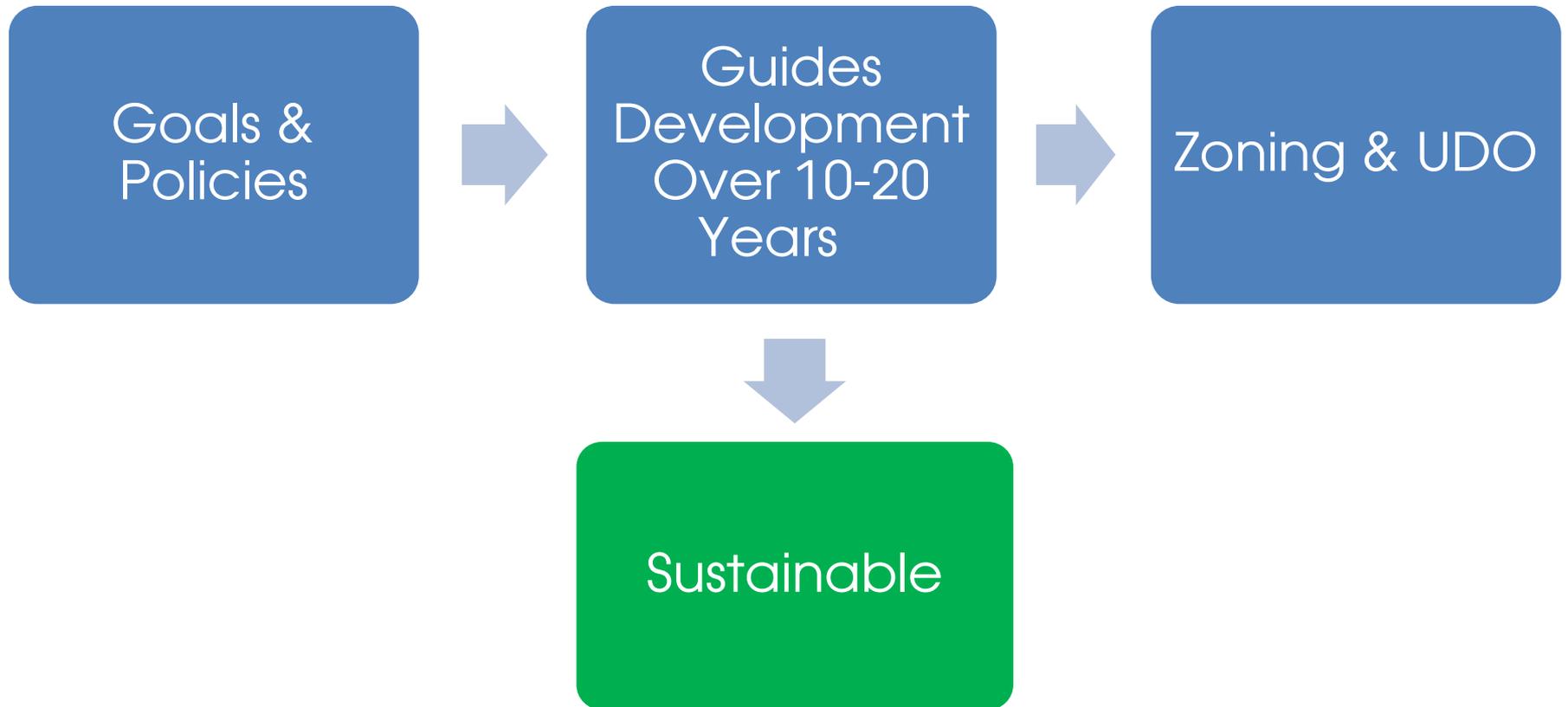
# Neighborhoods & Planning

November 7, 2015

Department of Planning & Urban Design



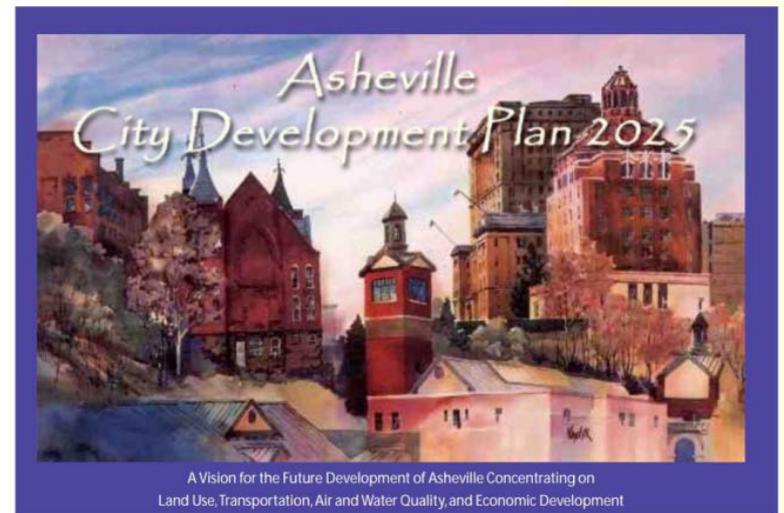
# What is a Comprehensive Plan?



# Asheville City Development Plan 2025

## City's current Plan focuses on:

- Redevelopment in areas with sufficient infrastructure
- Strategies to encourage mixed-use development
- Multimodal transportation
- Recommendations for affordable housing
- Fostering economic growth
- Continued investment in Downtown and other special districts



Current Asheville Comprehensive Plan adopted in 2003

# Since the Last Plan (2003)



College Street improvements



New Belgium Brewery

**Demographics:** population of about 89,000 (+ 22%)

**Employment:** The city has attracted significant employers

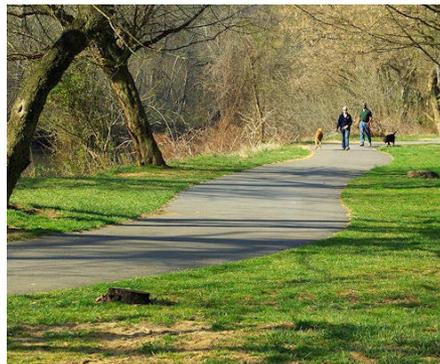
**Zoning:** revitalization efforts and new zoning for Haywood Road, River Arts District, Downtown and Biltmore Village

**Transportation:** multimodal approach to transportation with City investments in sidewalks, transit and greenways

# Focus of Next Comprehensive Plan

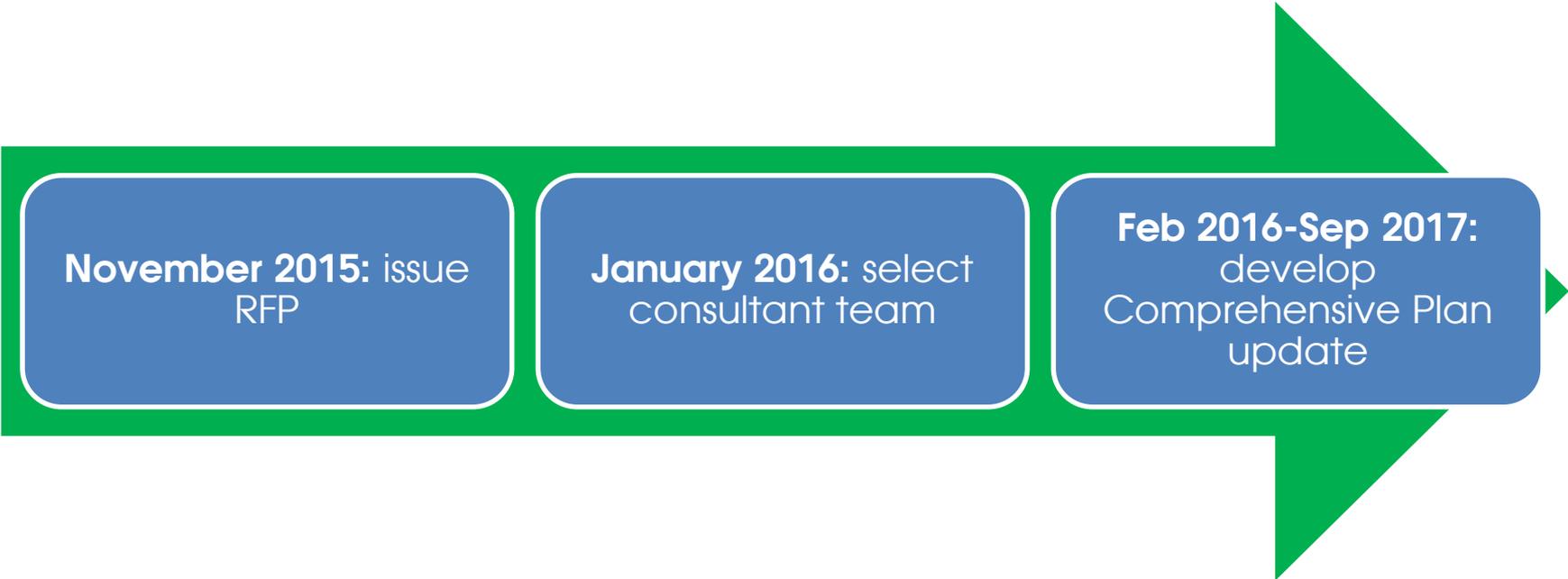
## Six Facets of Sustainability:

1. Connect land use planning with multimodal transportation
2. Mitigate impacts of climate change
3. Maintain a resilient and diversified economy
4. Promote community and housing equity
5. Encourage healthy communities
6. Enhance local and regional partnerships



# Timeline

Consultant services expected to begin in early 2016, for an approximate 18-month work plan.



**November 2015:** issue  
RFP

**January 2016:** select  
consultant team

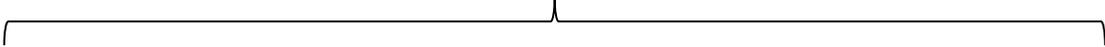
**Feb 2016-Sep 2017:**  
develop  
Comprehensive Plan  
update

# Public Process

- Public forums
- Web based input
- Traditional meetings
- Surveys
- Plan on a Page
- Other suggestions?

The screenshot shows the Open Town Hall website. At the top left is the logo with the text "OPEN TOWN HALL Building Public Trust in Government". To the right are navigation links: "How it works", "About Us", "Blog", "Contact Us", and social media icons for Facebook and Twitter. The main content area features a large banner with a dome illustration. The banner text reads: "Constituents want to participate in civil online forums", "Government leaders need online forums that build public trust in government", and "OPEN TOWN HALL provides both". Below the banner, it states "The most widely used online public comment platform for government". Two statistics are displayed: "2,455 FORUMS" and "342,311 CONSTITUENTS". On the left, there is a preview of a forum page titled "Open City Hall" with a dog image. On the right, a testimonial bubble says "First time to use. Very easy and clear." and is attributed to "Open Town Hall Constituent, Palo Alto, California - December 17, 2014".

# Plan Types



## Comprehensive

1. Wide geographic scope
2. Required policy need to develop city ordinances
3. Broad scope
4. Mandatory public process
5. Usually developed with consultant support

## Neighborhood

1. Local geographic scope
2. Supplemental policy to develop neighborhood consensus
3. Scope limited to local issues
4. Public participation essential but locally focused
5. Sometimes developed with nonprofits

# Plan on a Page

- Tool for neighborhoods to organize and build consensus around priorities
- Designed to help neighborhoods prepare for involvement in the comprehensive planning process



# Plan on a Page

- **Suggested Format**

- Description
- History
- Vision
- Strengths
- Challenges
- Responsibility
- Alignment with Council Goals
- Alignment with *Asheville City Development Plan 2025 Goals*

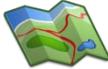


# After Plan on a Page

## Plan on a Page

Our Neighborhood:

Description -  
History -  
Vision -  
Strengths -  
Challenges -  
Responsibility -  
Alignment with  
Council Goals -  
Alignment with  
*Asheville City  
Development  
Plan 2025 Goals*



Informs

**Asheville  
Comp Plan**

Supports

## Neighborhood Plan

1. Many meetings
2. Detailed neighborhood info and strategies
3. Plan on a Page becomes a Neighborhood Plan!

# Neighborhood Planning Role?

**YES:** Develop neighborhood consensus on general issues that affect the City as a whole to influence City policy

**NO:** Develop recommendations for particular streets, intersections, or issues faced by the community

# Next Steps

- January 2016: City selects consultant
- March 2016: neighborhoods submit Plan on a Page to City
- April 2016: consultant team utilizes Plan on a Page to inform the Comprehensive Plan update

City contact information: Stacy Merten,  
[smerten@ashevillenc.gov](mailto:smerten@ashevillenc.gov)

Department of Planning &  
Urban Design



Questions?

