

# Plan on a Page

## Redwood Forest – East Asheville

1. **Neighborhood Description** - include items such as your neighborhood name, general character, relative location, and boundaries

Redwood Forest is an area in Asheville, Buncombe County, North Carolina with the zip code 28805. Using the zip code look up tool on [www.esri.com](http://www.esri.com), the below is an overview of the demographic and profiles of residents within the 28805 area, including Redwood Forest.

- Median income: \$44k
- Median age: 46.8 years
- Population density: 790

### **Tapestry Segmentation<sup>1</sup>:**

Tapestry segmentation provides an accurate, detailed description of America's neighborhoods—U.S. residential areas are divided into 67 distinctive segments based on their socioeconomic and demographic composition—then further classifies the segments into LifeMode and Urbanization Groups.<sup>2</sup> For 28805, all three LifeMode segments fall under the Metro Cities Urbanization group. The Urbanization summary follows the below LifeMode descriptions.

### **LifeMode Segment - 24% Old and Newcomers**

Our neighborhoods are in transition: most of us are singles on a budget and renting because we're either beginning our careers or we're retiring. The differences in our ages somewhat dictates our tastes: the younger residents are comfortable with technology, may still be in college, or would support environmental causes. Older residents may take adult education classes or prefer to keep their landline. We focus on convenience and economy. We're just as likely to bank online as in person. Some will go online to play games and visit dating sites; other

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<sup>1</sup> The 67 distinct markets of Tapestry detail the diversity of the American population. Grouping the segments can simplify these differences by summarizing markets that share similar traits. There are 14 LifeMode groups and 6 Urbanization groups. LifeMode groups represent markets that share a common experience—born in the same generation or immigration from another country—or a significant demographic trait, like affluence. Urbanization groups are those markets that share similar locales, from the urban canyons of the largest cities to the rural lanes of villages or farms.

<sup>2</sup> Summaries and characteristics of all segments can be found at: <http://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm>

entertainment includes watching movies at home, listening to country music, and reading newspapers. Food tends to be convenient, frozen meals and fast food.

**LifeMode Segment - 22% Retirement Communities:**

You can find us almost anywhere in the US. Many of us live alone in single-family houses, independently in apartments, in assisted living, or in continuous care nursing facilities. Most of us rent. We stay informed via newspapers and magazines instead of the computer. We subscribe to cable TV so we can watch QVC, the Golf Channel, CNN, and sports. We pride ourselves in being fiscally responsible. We stay active: we go to the theater and the opera, play golf, and take vacations in the US and overseas when our budgets permit. We play bingo, read hard cover books, join book clubs, and work crossword and Sudoku puzzles. Some still enjoy cooking; others have paid their dues in the kitchen and prefer to eat out. Even if we have to pay more, we stick to our favorite brands, including medications, but make up the difference with coupons. We donate to political campaigns and other groups.

**LifeMode Segment - 16% In Style:**

We're professional couples or singles with strong work ethics and no kids. We embrace our urbane lifestyles that support the arts, travel, and extensive reading. To reflect our style, we focus on home maintenance and improvement; we'll undertake remodeling projects ourselves or hire contractors. Always connected, we carry smartphones and use many of the features. Healthy investment income boosts our wages and net worth. Well-invested and well-insured, we're already preparing for our retirement. When shopping, we check for the best prices and redeem both regular and mobile coupons for even better deals. - See more at:  
[http://www.esri.com/data/esri\\_data/ziptapestry#sthash.DIFPIMjJ.dpuf](http://www.esri.com/data/esri_data/ziptapestry#sthash.DIFPIMjJ.dpuf)

**Urbanization Segment – Metro Cities**

- Affordable city life including smaller metropolitan cities or satellite cities that feature a mix of single-family and multiunit housing
- Single householders seeking affordable living in the city: usually multi-unit buildings that range from mid- to high-rise apartments; average monthly rents and home value below the U.S. average
- Consumers include college students, affluent Gen X couples, and retirement communities
- Student loans more common than mortgages; debit cards more popular than credit cards
- Residents share an interest in city life and its amenities, from dancing to museums and concerts
- Convenience and mobility favor cell phones over landlines

- Many residents rely upon the Internet for entertainment (download music, play online games) and as a useful resource (job searches)

2. **Neighborhood History** - include a brief history, describing when and how your neighborhood was developed, including the factors that have shaped it over time

Commercial developments on Tunnel Road and Swannanoa River Road have impacted Redwood Forest. Increased traffic, cut through traffic and non-resident foot traffic led to the need to implement hindrances to the traffic and speeding, including more signage, traffic circles, chicanes, speed bumps, stop bars and the reworking of our neighborhood entrance/exit from Swannanoa River Road.

The lack of sidewalks hinders neighborhood walkability. Residents and non-residents passing through from Tunnel Road to Swannanoa River Road are forced to walk in the street, causing more traffic issues and increasing the potential for serious accidents.

3. **Neighborhood Vision** - include the neighborhood's expectations and goals for what it will become over the next 10-20 years

- Redwood Forest would like to become a more integrated neighborhood; among ourselves, within the greater East Asheville community and Asheville as a whole. To that end, we would like to collaborate with the City of Asheville to facilitate:
- The development of sidewalks within Redwood Forest for greater and safer walkability within our neighborhood,
- The development of more sidewalks along the Tunnel Road Corridor to facilitate cross-neighborhood integration
- Better traffic control and more effective speed-reduction mechanisms
- A new and/or renovated East Asheville Library and community center

4. **Neighborhood Strengths** - identify up to three things that you like about your neighborhood, including things that are working now and that you would not want to change

- The size of Redwood Forest itself is ideal
- Intra-neighborhood relations are good; residents look out for one another

5. **Neighborhood Challenges** - identify up to three issues or challenges facing your neighborhood that community members feel need further study or attention

- Traffic issues due to cut through from Tunnel Road to Swannanoa River Rd. and Wal-Mart
- Crime in the neighborhood – burglary and auto theft
- Little adherence to speed limit and traffic signs, particularly at some of the most precarious intersections
- Further development of Tunnel Rd. Corridor and implications on Redwood Forest traffic and cut throughs
- Water piping and sewage system issues

6. **Neighborhood Responsibility** - based on your answer to item #5 above, identify the items for which the neighborhood is responsible or has influence over and can take care of itself, vs. items for which the City is responsible

**Redwood Forest:**

- Partially #2 – We could officially organize a Neighborhood Watch
  - a. Note: We'll ask Officer Justus for specific data about the times/days during which crime most often happens so we can develop a plan accordingly
- Partially #3 – We can all probably improve the consistency of our adherence to speed limit and traffic signs

**City of Asheville:**

Challenges 1, 2, 3, 4 and 5

7. **Alignment with Council Goals** - describe how the issues facing the neighborhood align with the goals identified in the City Council's Strategic Operating Plan

The City's 2036 plan is based on 8 main focus areas:

- A diverse community
- A well-planned and livable community
- A clean and healthy environment
- Quality, affordable housing
- Transportation and accessibility
- Thriving local economy
- Connected and engaged community
- Smart city

Of the neighborhood challenges identified by Redwood Forest, challenges 1 and 3 relate to focus areas 2, 3 and 5.

Neighborhood challenge 2 about crime is most closely related to focus area 7, though there is nothing in the City's 2036 focus areas specifically about safety.

Neighborhood challenge 4 about the Tunnel Road Corridor relates to focus areas 3 and 5. Neighborhood Challenge 5 about water and sewage (infrastructure) aligns in part with focus area 3.

8. **Alignment with Asheville City Development Plan 2025 Goals** (current comprehensive plan) - describe how the Plan on a Page corresponds to the major themes (such as affordable housing, land use, transportation, air and water quality and economic development) of the *Asheville City Development Plan 2025* Comprehensive Plan. Refer to the Plan Management and implementation Matrix #1 of the 2025 Plan for more information

The goals outlined in [Implementation Matrix #1](#) are not necessarily relevant to the challenges faced by Redwood Forest. The very foundation of a comprehensive development plan should include City goals that are in line with what the neighborhoods want, not vice versa.

Contact Marsha Stickford, Neighborhood Coordinator, at [mstickford@ashevillenc.gov](mailto:mstickford@ashevillenc.gov) with questions.