

REQUEST FOR BOARD ACTION

HENDERSON COUNTY BOARD OF COMMISSIONERS

MEETING DATE: March 16, 2011

SUBJECT: Draft Dana Community Plan Overview

PRESENTER: Anthony W. Starr, AICP, Planning Director

ATTACHMENTS:

1. Staff Memorandum Summarizing Significant Goals and Objectives of the Draft Dana Community Plan
2. PowerPoint
3. Executive Summary of Draft Dana Community Plan

SUMMARY OF REQUEST:

The Dana Community Plan Advisory Committee, formed by the Board of Commissioners on May 4, 2009, was responsible for developing and recommending a community-specific comprehensive plan for the Dana, Tracy Grove and Upward communities. After over a year of monthly meetings, holding two public input sessions, and receiving information from County staff and relevant experts, the Committee completed the Draft Dana Community Plan.

On December 16, 2010, the Planning Board held a joint meeting with the Dana Community Plan Advisory Committee. On January 20, 2011 the Planning Board voted unanimously to send forth a favorable recommendation of the Dana Community Plan.

Staff will present a brief PowerPoint presentation highlighting the sections and recommendations of the Draft Plan. Copies of the Draft Plan were distributed to the Board of Commissioners in February. The Board may wish to schedule more detailed discussions, including a workshop, or adopt the plan. As with any plan, adoption does not obligate the County to implement every recommendation. Given that circumstances and needs change, the County may not move forward with all action items.

BOARD ACTION REQUESTED:

No action is needed other than to determine the Board's next step (continued discussion, workshop, or adoption). Two possible motions are provided

Suggested Motion: I move the Board adopt the Draft Dana Community Plan as presented. I further move that the goals and objectives be reviewed by Board appointed committees and boards for their implementation if deemed appropriate. Committees and boards should report back to this Board any items where it recommends an alternate approach or does not recommend implementation.

Alternative Motion: I move that the Board continue its discussion by scheduling a workshop regarding the Draft Dana Community Plan.

HENDERSON COUNTY
Planning Department

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Phone 828-697-4819 • Fax 828-697-4533

MEMORANDUM

TO: Board of Commissioners
Steve Wyatt, County Manager
Selena Coffey, Assistant County Manager
Russ Burrell, County Attorney

FROM: Anthony Starr, AICP, Planning Director
Matthew Cable, AICP, Planner

DATE: March 16, 2010

SUBJECT: Significant Goals and Objectives of the Draft Dana Community Plan

The Draft Dana Community Plan includes a number of goals and associated objectives. Those Draft Dana Plan goals which are most significant are highlighted below.

Section 3.4, Community Facilities and Public Services, contains goals and objectives intended to improve the recreational opportunities for citizens of the Planning Area. Goal CFPS2 (see pages 34-35) reflects the emphasis on parks and recreation improvements: “Redevelop the Dana Community Park, as depicted in the Conceptual Master Plan, to serve as a focal point for the community.

Section 3.8, Community Character and Design recommends preserving community character through design standards. Goal CCD1 (see pages 57-59) states: “Community character should be protected for the Dana Planning Area, with particular attention to the “Downtown Dana” area and Interstate-26 interchange at Upward Road.”

Other goals and objectives which may have significant impact are found throughout the plan and include the following:

- E1. The Upward Road interchange along Interstate 26 and surrounding area should be developed to draw businesses, tourists, County residents and the residents of the surrounding region (see page 46).
- T1.4. Provide an additional Interstate 26 interchange between the existing interchanges at Upward Road and US Highway 64 East (see page 40).
- N2.1 Consider standards, requirements, incentives or other methods to preserve Dana Planning Area mountain views (see page 18).
- N2.2. Consider expanding ridge top protection regulations (see page 18).

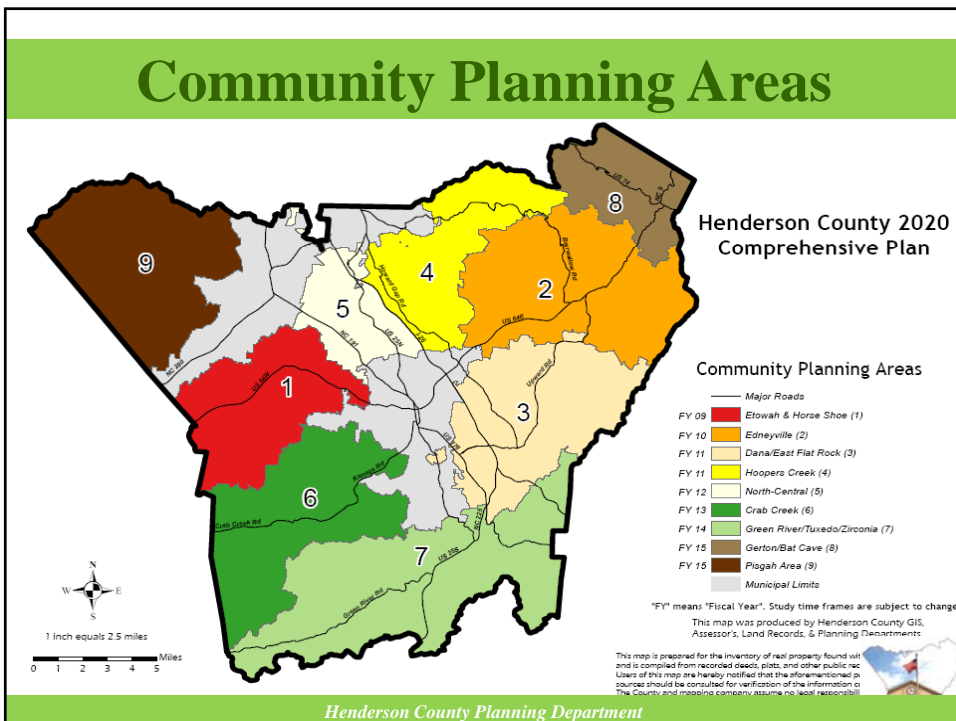
Dana Community Plan



Presented by: Anthony W. Starr, AICP, Planning Director
 Henderson County Board of Commissioners
 December 16, 2010

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Community Planning Areas



Community Planning Benefits

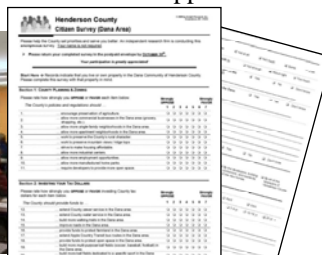
Community Plans...

1. Actively engage citizens in the governing process
2. Solicit community input and feedback
3. Result in cost avoidance by prioritizing community needs
4. Employ changes for the betterment of communities

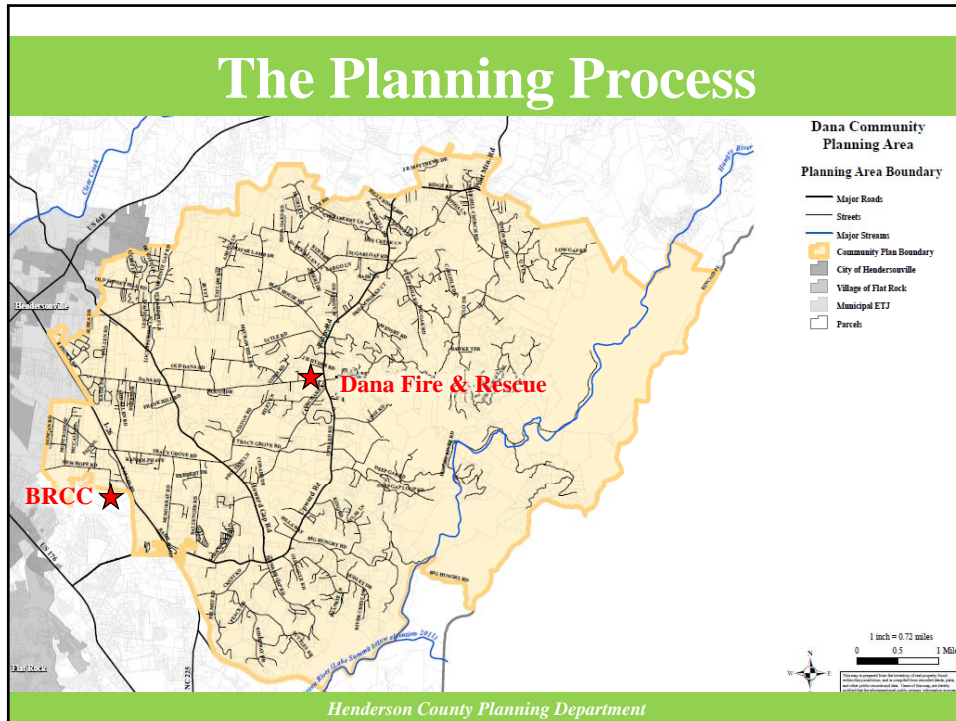
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The Planning Process

- May 4, 2009:** Community Plan Charter Adopted & Map Approved
- July 15, 2009:** Community Plan Advisory Committee Formed
- Sept. 22, 2009:** Committee holds first of 16 meetings
- Nov. 9, 2009:** 1st Public Input Meeting
- Nov. 8, 2010:** 2nd Public Input Meeting
- Nov. 15, 2010:** Committee Review of Additional Public Input
- Dec. 16, 2010:** Joint Meeting with Planning Board
- Jan. 20, 2011:** Planning Board Recommends Approval



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The Planning Process

Dana Community Plan Advisory Committee

Tommy Thompson, Chairman
Jeff Justus, Vice Chairman

Roger Byers
Harry Fozzard
Jim Gedwellas
Danny McConnell
Lee Roy Nicholson
Norma Pryor
James Revis

Henderson County Planning Board Liaison, Tommy Laughter
Blue Ridge Community College Representative, Matt Matteson
City of Hendersonville Representative, Tim Murphy

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Community Plan Organization

Section 1: Introduction to the Planning Area

Section 2: Demographics of the Planning Area

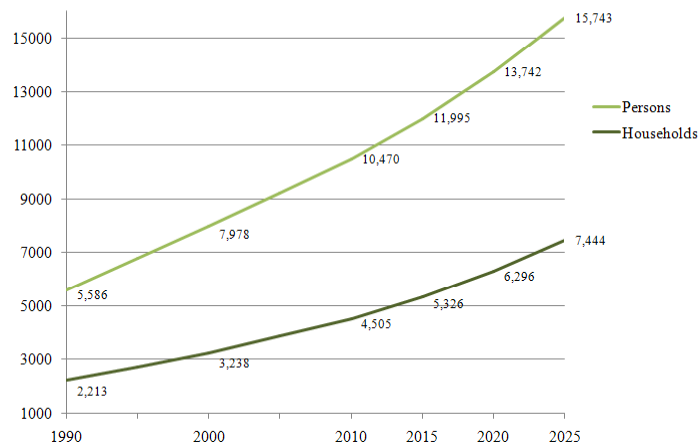
Section 3: Community Plan

- 3.1. Natural and Cultural Resources
- 3.2. Agriculture
- 3.3. Housing
- 3.4. Community Facilities and Public Services
- 3.5. Transportation
- 3.6. Economic Development
- 3.7. Land Use and Development
- 3.8. Community Character and Design

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Planning Area Demographics

Planning Area Population & Households



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Section 3: Dana Community Plan

- Section 3.1.** Natural and Cultural Resources
- Section 3.2.** Agriculture
- Section 3.3.** Housing
- Section 3.4.** Community Facilities and Public Services
- Section 3.5.** Transportation
- Section 3.6.** Economic Development
- Section 3.7.** Land Use and Development
- Section 3.8.** Community Character and Design

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Section 3.1. Natural and Cultural Resources



- Sensitive Water Resources
- Sensitive Land Resources and Protected Species
- Cultural and Historical Resources

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Section 3.1. Key Goals and Objectives



- Protect land quality within the Dana Planning Area...
 - Consider standards, requirements, incentives or other methods to preserve Dana Planning Area mountain views, and
 - Consider expanding ridge top protection regulations

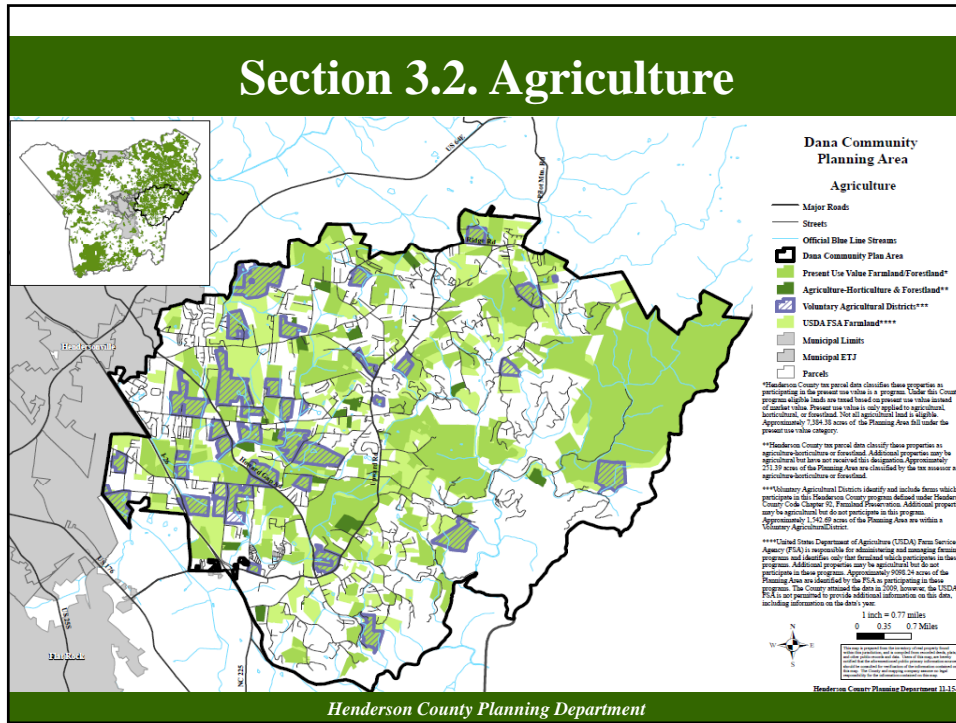
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Section 3.2. Agriculture



- 8.66% of the County's land is in the Planning Area
- 12.57% of the County's agricultural land is in the Planning Area
- 53% of the Planning Area is agricultural land

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Section 3.2. Key Goals and Objectives

- Provide public education as a means of supporting farmers and protecting farmland.
 - Expand and support the existing Agricultural District Signage Program, and
 - Encourage participation in NCDOT’s agritourism signage program.

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Section 3.3. Housing



- The Planning Area contains:
 - Over 3,200 permanent residential units
 - 21% of all manufactured homes within the County
- \$163,768 = Planning Area average assessed housing value (2010)
- Over 50% of Planning Area households (2010) cannot afford an average valued Planning Area home*

*Using HUD standards for affordability

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Section 3.3. Key Goals and Objectives



- Expand and diversify housing options.
 - The County should consider applying additional design standards for multifamily units in the Dana Planning Area to ensure continuity with the surrounding rural community.

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Section 3.4. Community Facilities & Public Services



- The Planning Area contains:
 - Schools: Dana, Sugarloaf, and Upward Elementary
 - Dana Park
 - Dana Volunteer Fire and Rescue Department
- The Planning Area is also served by:
 - Schools:
 - Edneyville and Hillendale Elementary,
 - Apple Valley and Flat Rock Middle, and
 - North Henderson and East Henderson High
 - Blue Ridge and Edneyville Fire and Rescue Stations
 - City of Hendersonville Water and Sewer (portions)
 - Henderson County Public Libraries (Main Branch)

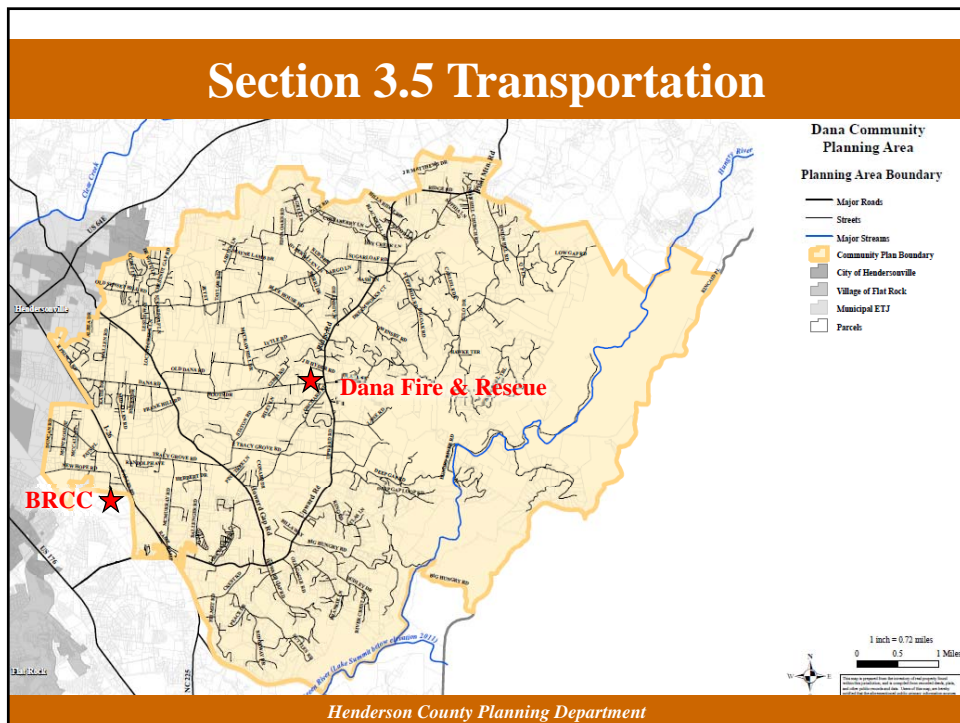
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Section 3.4. Key Goals and Objectives



- Redevelop the Dana Community Park, as depicted in the Conceptual Master Plan, to serve as a focal point for the community.
 - Upgrade the existing community building,
 - Vary recreational opportunities in defined areas of the park,
 - Improve user safety,
 - Integrate the Park with “Downtown Dana” through pedestrian access, and
 - Offer opportunities for gatherings and community events.

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Section 3.5 Key Goals and Objectives



- Improve the transportation network in the Dana Planning Area.
 - Provide an additional I-26 interchange between the existing interchanges as Upward Road and US Highway 64 East.

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Section 3.6. Economic Development




- Planning Area workforce:
 - Has been impacted by unemployment (9.1% in 2009)
- Planning Area advantages:
 - Connectivity
 - Existing commerce and industry
 - Workforce more responsive to industry change as is spread more evenly across more industries than elsewhere within the County

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Section 3.6. Key Goals and Objectives

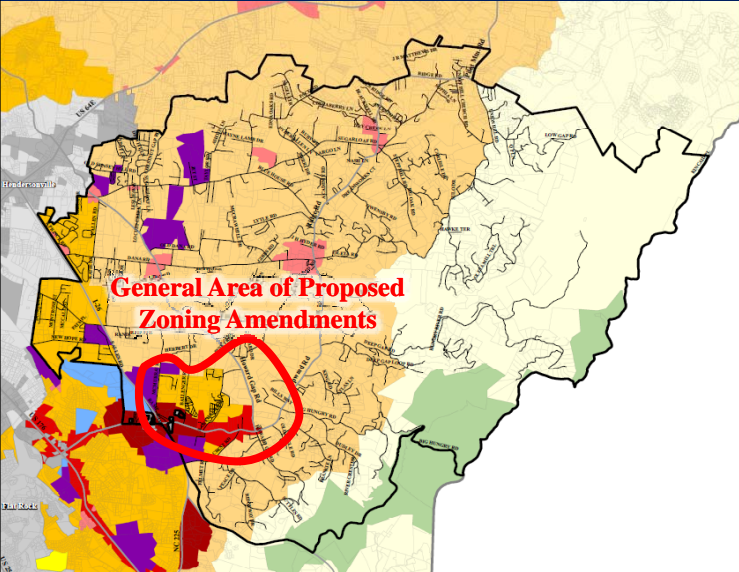


- The Upward Road interchange along I-26 should be recognized as a principal gateway into Henderson County, Dana, Hendersonville, and Flat Rock.
- Encourage higher density residential development in the areas near and mixed within nonresidential development at the interchange.



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Section 3.7 Land Use and Development



General Area of Proposed Zoning Amendments

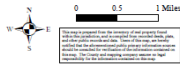
Dana Community Planning Area

Official Zoning

- Major Roads
- Streets
- ▭ Community Plan Boundary
- Zoning Districts:**
- Residential 4
- Residential 3
- Residential 2 - Rural
- Residential 2
- Residential 1
- K-40
- WR
- SW
- OK1
- Local Commercial
- Community Commercial
- Regional Commercial
- Industrial
- City of Hendersonville
- Village of Flat Rock
- Municipal ETJ
- ▭ Parcels

1 inch = 0.72 miles

0 0.5 1 Miles



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Section 3.8. Key Goals and Objectives



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Section 3.8. Key Goals and Objectives



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Section 3.8. Key Goals and Objectives



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Section 3.8. Key Goals and Objectives

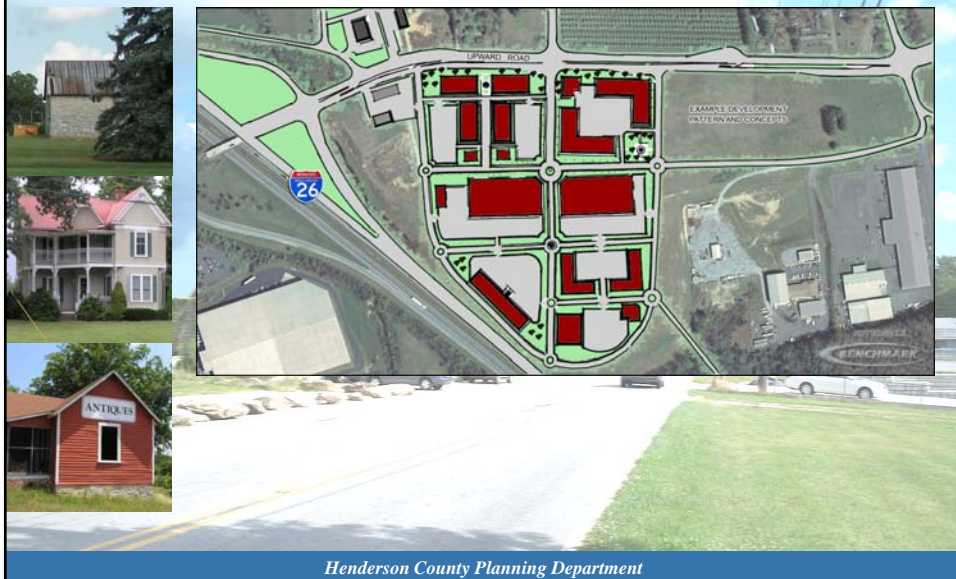


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Section 3.8. Key Goals and Objectives



Section 3.8. Key Goals and Objectives



Section 3.8. Key Goals and Objectives



- Community character should be protected for the Dana Planning Area, with particular attention to the “Downtown Dana” area and I-26 Interchange at Upward Road.
 - Building orientation,
 - Façade articulation,
 - Glazing,
 - Parking orientation,
 - Provision of pedestrian access,
 - Signage,
 - Architectural character,
 - View preservation, and
 - Interconnectivity/traffic management.

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Questions and Discussion



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EXECUTIVE SUMMARY

The Henderson County 2020 Comprehensive Plan (hereinafter “Comprehensive Plan”) was adopted on July 6, 2004 (as amended through April 7, 2008). The Comprehensive Plan identified the need to plan for individual communities within the County. The community planning areas were prioritized based on anticipated growth and relation to the Growth Management Strategy (established by the Comprehensive Plan).

The Dana Community Plan is a community-specific comprehensive plan outlining goals related to:

- Natural and Cultural Resources,
- Agriculture,
- Housing,
- Community Facilities and Public Services,
- Transportation,
- Economic Development,
- Land Use and Development, and
- Community Character and Design.

The process for developing the Dana Community Plan began with the adoption of a Community Plan Charter by the Board of Commissioners on May 4, 2009. On July 15, 2009, the Board of Commissioners appointed the Community Planning Committee. The Committee consisted of nine (9) community residents and three (3) ex-officio members representing the Henderson County Planning Board (serving as its liaison), Blue Ridge Community College and the City of Hendersonville. The Committee held meetings from September 2009 through November 2010 resulting in an estimated 34 meeting hours. During this period the Committee also gathered public input through two (2) public input sessions and online surveys.

The purposes of the Dana Community Plan Advisory Committee, as outlined by the charter, were to serve as an advisory role to the Board of Commissioners whereby it would recommend Planning Area specific policies. The Committee formed recommendations and action strategies for each element of the Plan based on input solicited from the public, County staff, and relevant experts. The following is a summary of the Plan’s recommendations and action strategies:

3.1: Natural and Cultural Resources (p. 11-20)

Protect Water Quality within the Dana Planning Area.

- Develop educational materials for development of property along or with streams.
- Official watershed designation for Lake Adger within Henderson County should not be supported by the County, unless the water supply would service Henderson County residents.
- Promote monitoring the effects of development and agriculture on the quality of water in the Hungry River and Mud Creek.

Protect Land Quality within the Dana Planning Area.

- Consider standards, requirements, incentives or other methods to preserve Dana Planning Area mountain views.
- Consider expanding ridge top protection regulations.
- Support and promote conservation easements within the Dana Planning Area to protect agricultural land and open space.

Create incentives/opportunities for preservation of historic and cultural sites within the Dana Planning Area.

- The Historic Resources Commission should encourage the preservation and care of Dana Planning Area historic sites through preservation grants and other identified means that both promote site accessibility and respect the rights and privacy of site owners.

3.2: Agricultural (p.19-22)

Expand and diversify agricultural markets.

- Consider establishing a tailgate market in the Dana Planning Area.

Provide public education as a means of supporting farmers and protecting farmland.

- Expand and support the existing Agricultural District Signage Program through the County Soil Conservation Office.
- Work with NCDOT to place road signs warning motorists of slow moving farm machinery.
- Encourage participation in NCDOT's agritourism signage program.
- Support, educate and retain agricultural workers in the Dana Planning Area.

Expand agricultural enterprises' access to economic development and promotion programs and support services.

- Consider establishing a County Agricultural Development Director Position.
- The County should work with the Henderson County Partnership for Economic Development and others to encourage agriculture-related industries to locate in the Dana Planning Area.
- Consider establishing a "Buy Henderson" local food campaign, similar to existing "Local Food" campaigns in the region.

3.3: Housing (p. 23-28)

Expand affordable housing in the Dana Planning Area.

- Consider offering incentives for affordable housing.

Expand and diversify housing options.

- The County should encourage—and regulations should permit—a mix of housing types (including multifamily units) in the Dana Planning Area.
- The County should consider applying additional design standards for multifamily units in the Dana Planning Area to ensure continuity with the surrounding rural community.

Support the continuance and expansion of the existing local program for abandoned/dilapidated manufactured home removal.

Encourage quality housing for migrant workers through continued enforcement of the minimum housing code and by encouraging additional affordable housing options to serve this population.

3.4: Community Facilities and Public Services (p.29-38)

School outdoor recreation facilities should be available for community use when not being used by students or otherwise by the school system.

Redevelop the Dana Community Park, as depicted in the Conceptual Master Plan, to serve as a focal point for the community.

Consider establishing a park on the grounds surrounding the Upward Community Center.

Consider providing sidewalks in commercially zoned areas within the Dana Planning Area.

Support extensions of public water and public sewer into certain areas within the Dana Planning Area.

3.5: Transportation (p. 37-40)**Improve the transportation network in the Dana Planning Area.**

- The County, through its involvement in the French Broad River MPO, should prioritize projects within the Dana Planning Area in accordance with Plan goals.
- Improve identified intersections based on recommended studies.
- Facilitate safer automobile movement and alleviate traffic stacking issues on Ridge Road, Academy Road, and Blue House Road during school peak hour traffic.
- Provide an additional Interstate 26 interchange between the existing interchanges at Upward Road and US Highway 64 East.
- The County, through its involvement in the French Broad River MPO, should prioritize bicycle projects within the Dana Planning Area in accordance with Plan goals.
- Review public transit periodically to identify service provision changes or increases.

3.6: Economic Development (p. 41-46)**The Upward Road interchange along Interstate 26 and surrounding area should be developed to draw businesses, tourists, County residents, and the residents of the surrounding region.**

- Economic development at a regional scale should be focused at the interchange and in the surrounding area.
- Aesthetic improvements to the interchange should be considered to encourage economic growth and promote a positive perception of the Dana Community, Henderson County, and nearby municipalities

Encourage higher density residential development in the areas near and mixed within nonresidential development at the interchange.**Promote high-tech and research and development operations in the Dana Planning Area in light of the Planning Area's adjacency to Blue Ridge Community College.****3.7: Land Use and Development (p.47-54)**

Industrial (I) Zoning District Map Amendment. Industrial (I) zoning should be applied to those properties bounded by McMurray Road and Ballenger Road and located between the existing Regional Commercial (RC) and Industrial (I) zoning districts (See Map 8, Land Use Recommendations (Pg. 67)).

Residential One (R1) Zoning District Map Amendment. Residential One (R1) zoning should be applied to those properties located along Howard Gap Road and South Orchard Road and between Upward Road and Orchard Road (See Map 8, Land Use Recommendations (Pg. 67)).

3.8: Community Character and Design (p. 55- 59)

Community character should be protected for the Dana Planning Area, with particular attention to the “Downtown Dana” area and Interstate-26 interchange at Upward Road. The County should consider providing guidelines, standards and regulations for nonresidential development in the Planning Area. The following should be addressed:

- Building orientation (fronting the street and located proximate to the street);
- Façade articulation (changing alignment and/or building material used);
- Glazing (preventing long facades without windows);
- Parking orientation (locate in the side or rear of the business);
- Provision of pedestrian access within and between developments; and
- Signage (in scale with building) and landscaping installation.

- Architectural character consistent with rural residential development of the area including: building materials (wood siding, stone, brick), porches and covered walks, and roofs (pitched roofs and metal roofs); and
- Preservation of the views of Refuge Baptist Church (addressing building height and setback to achieve visibility)
- Interconnectivity/traffic flow management (through the addition of street connections and roundabouts or other traffic calming measures).

DRAFT