Draft Goals & Strategies

- Six Guiding Principles
- Four Urban Forest Goals
- Twelve Strategies

THE CITY OF ASHEVILLE

Urban Forest Master Plan

ASHEVILLE

People & Environment Recovery Board

August 3, 2026

Project Timeline

How we got here.

Project Launch - August 2024

- Project planning began
- Data collection began
  - Canopy Study- 2022 imagery
  - Tree inventory
  - Invasives survey

September 2024

- Hurricane Helene. Project paused.

Project Relaunch - October 2025

- Project planning refreshed

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DISCOVERY PHASE

January - July 2026

Collecting data:

1. Tree canopy study for 2025
2. Restart Tree inventory of street trees (15,000)

Review existing data, plans, policies, & operations

Learning from community:

- Public Meeting: Virtual Intro - Jan 28
- Stakeholder group meetings - Feb & Mar
- Public Workshop - March 21
- P&E Recovery Board
- One-on-One Interviews
- Community Focus Groups
- Survey (1,600 responses)
- UFMP Roadshow
- UFC June 25

Draft Guiding Principles

All plan implementation efforts are guided by six Guiding Principles

Community Involvement is Key.

Investment is Prioritized Where Needed Most.

Trees are Critical City Infrastructure.

Focus on Nature-Based Solutions.

Work is Grounded in Data & Science.

Conservation is our Baseline Strategy.

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Draft Goals

Asheville will steward the urban forest to:

- Reduce Impacts From Heat Island Effect
- Adapt to Climate Challenges
- Ensure All Residents Have Access to Ecosystem Benefits
- Preserve Asheville's Identity as a Green City

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Draft Strategies

The work to be done to reach goals- details nested here in action steps.

Strategy 1: Improve Partnerships & Collaboration

Strategy 2: Prioritize Preservation of Mature Trees

Strategy 3: Expand and Improve Canopy on Private Lands

Strategy 4: Expand and Improve Tree Planting

Strategy 5: Improve Canopy Quality

Strategy 6: Build and Maintain Spaces that will Support a Tree Long-Term

Strategy 7: Improvements to City Regulations

Strategy 8: Improve Communication & Community Education

Strategy 9: Refresh City Management

Strategy 10: Explore Funding Sources

Strategy 11: Pursue Data and Provide Access to All

Strategy 12: Incorporate into Broader Initiatives

Strategies Discussion

What's resonating?

What's missing?

Potential synergies we should be aware of?

General comments before we build out Action Steps?

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