Swannanoa Small Area Plan Update

Presented by

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Planning & Development Department

October 20, 2025

Planning Board Meeting

AGENDA

1. Update on Partner Roles
2. Planning Timeline
3. Engagement Status and Gaps
4. Boundary Poll Results
5. Policy Map Concept
6. SWOT Poll Results
7. Vision Statement Creation
8. Steering Committee Timeline

PARTNER ROLES

LAND OF SKY REGIONAL COUNCIL

- Planning consulting firm for Swannanoa Plan
- Focus: Assist with research, data analysis, and identifying vision, policies, and action options.

NC WILDLIFE RESOURCES COMMISSION

- $10,000 and 80 hours of technical assistance
- Focus: Conservation-based land use planning with focus on wildlife habitat

APPALACHIAN DESIGN CENTER

Collaborating on public engagement and data sharing

PLANNING TIMELINE



ENGAGEMENT SO FAR

19 in-person engagement events

76+ staff hours at events

273 subscribers to the e-newsletter

How many people took a poll?

103 - Boundary poll

397 - SWOT poll

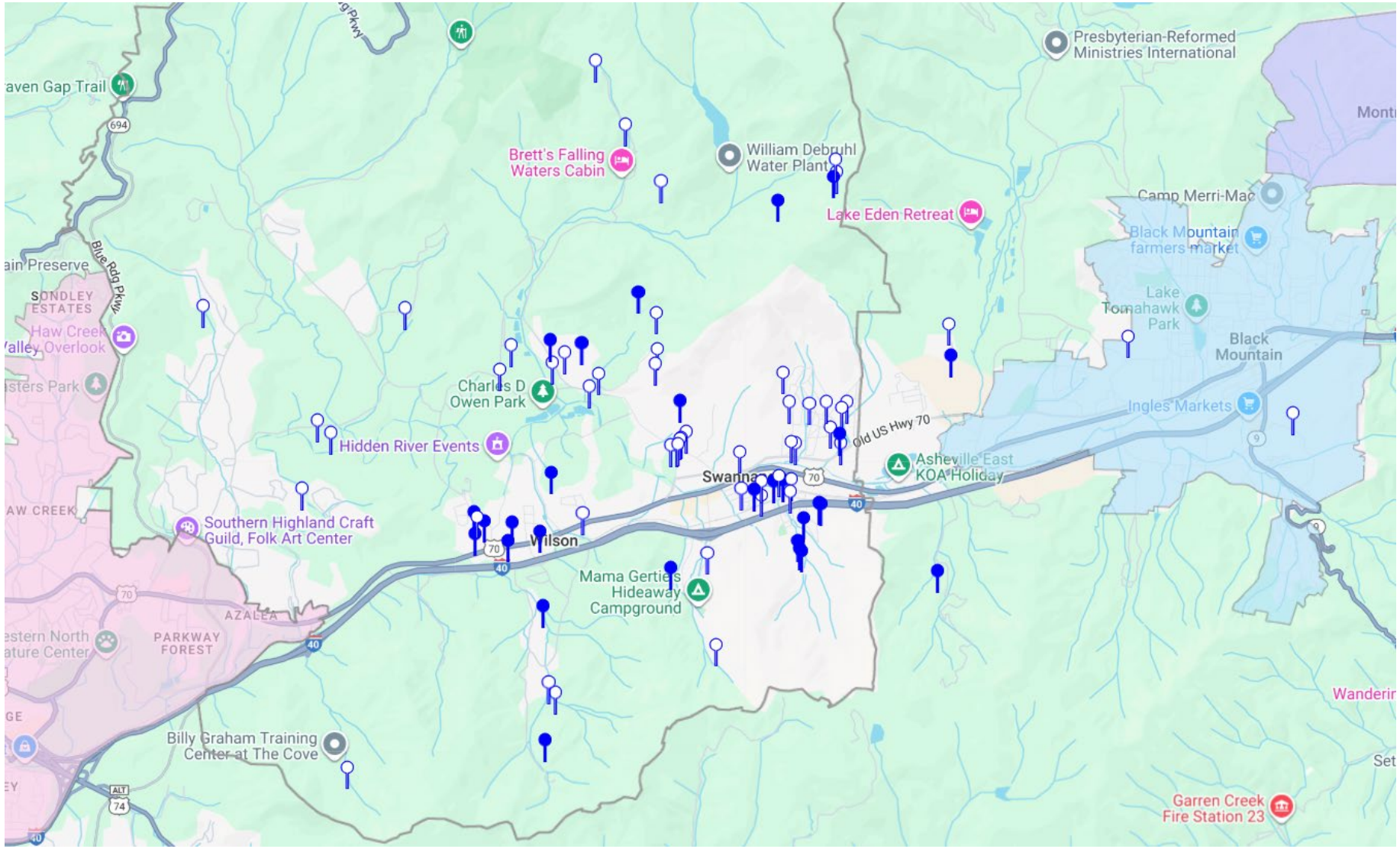
4/28/25 CAPE Public meeting
5/20/25 Swannanoa Grassroots Alliance
6/7/25 Family Fest at Grovemont
7/7/25 Community Engagement Market
7/10/25 Swannanoa Library – Storytime
7/14/25 Blunt Pretzel Community Market
7/14/25 Swannanoa Communities Together
7/21/25 Community Meal at Valley Hope Church
7/22/25 Pizza with a Planner – Good Co. Pizza
7/23/25 Bounty & Soul Market
7/24/25 Swannanoa Business After Hours
7/28/25 Swannanoa Grassroots Alliance, Terra Nova
7/30/25 Coffee with a Planner – Short Sleeves Coffee
8/4/25 Community Market – AVL Christian Academy
8/5/25 Taco Tuesday – La Bamba Burrito Express
8/5/25 Groovin on Grovemont
8/6/25 MountainTrue Event - Villas at Swannanoa
8/12/25 MountainTrue Event – ArtSpace Charter
8/23/25 Swannanoa Farmers Market

ENGAGEMENT GAPS

1. Spanish-speaking people that did the boundary poll in-person are not reflected in the demographic results.
2. 80% of the Boundary poll-takers, and 43% of the SWOT poll takers did NOT answer the demographic questions.
3. 26% of poll-takers did not disclose their relationship to Swannanoa (live/work/travel through, etc.)
4. Individuals under the age of 26 are not represented.

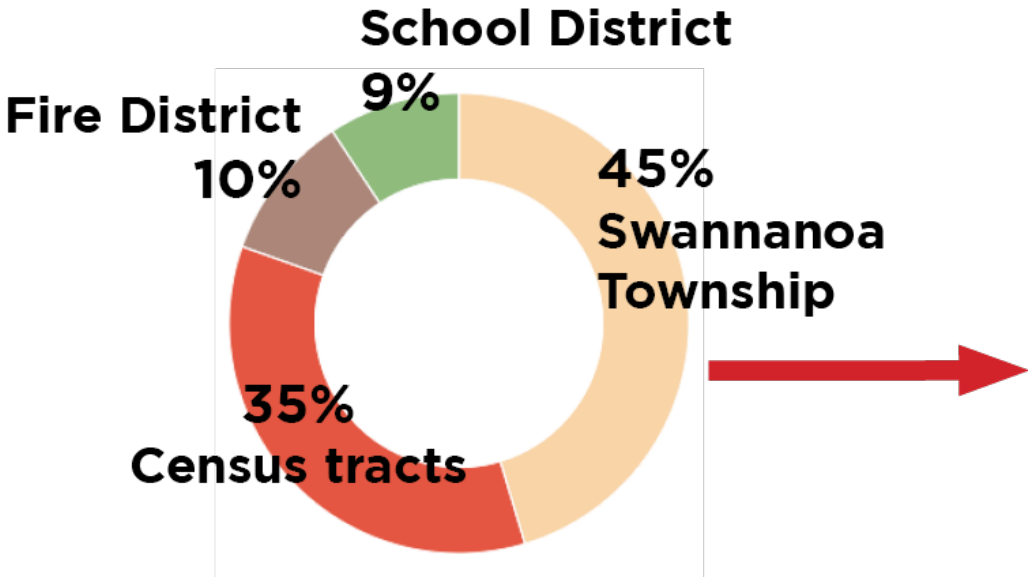
ENGAGEMENT GAPS

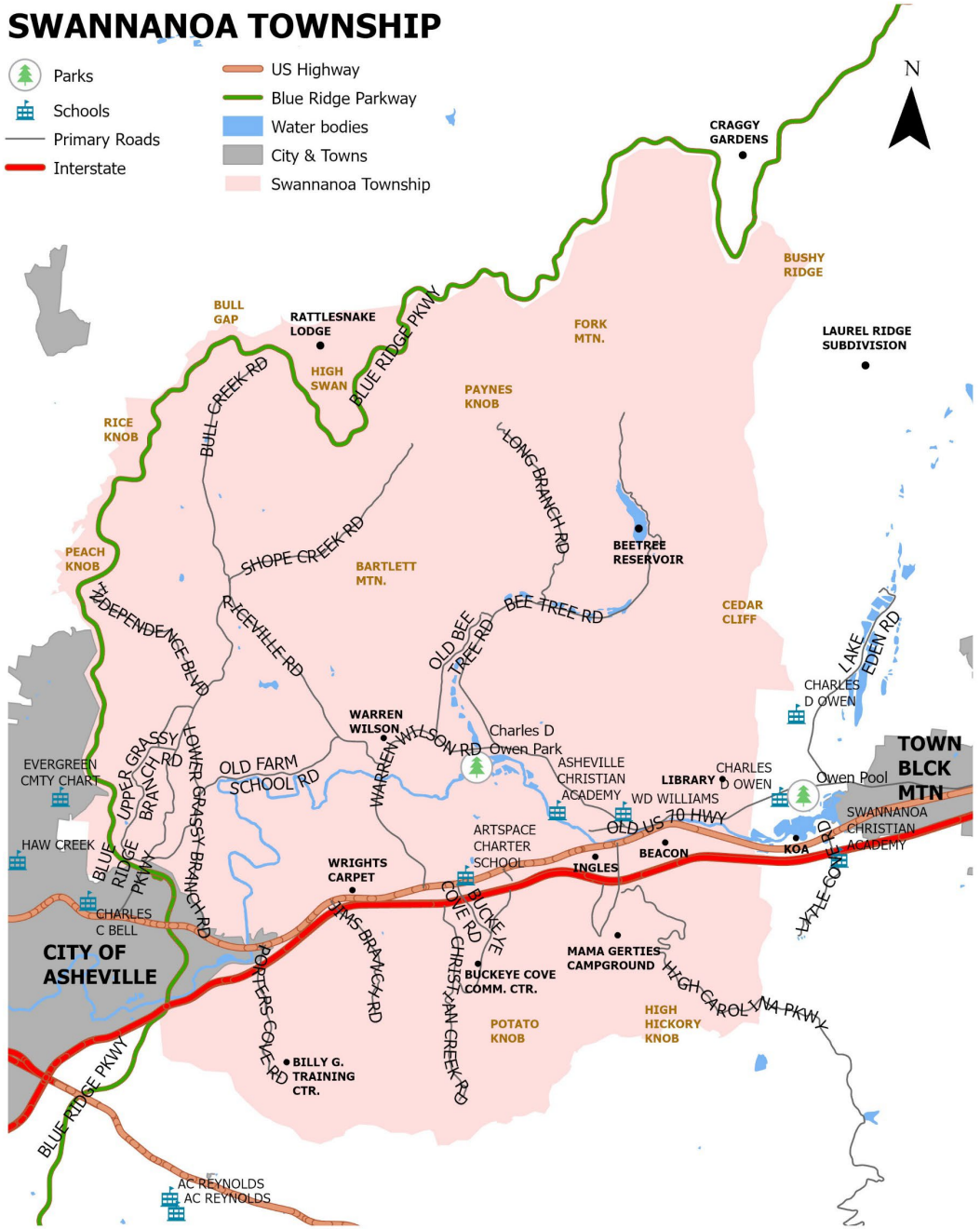
5. More representation is needed from other areas of Swannanoa



BOUNDARY POLL

- Poll Open: May 8 – July 25, 2025
- Public asked which map option best represented the boundaries of Swannanoa.
- Map used to create an existing conditions study



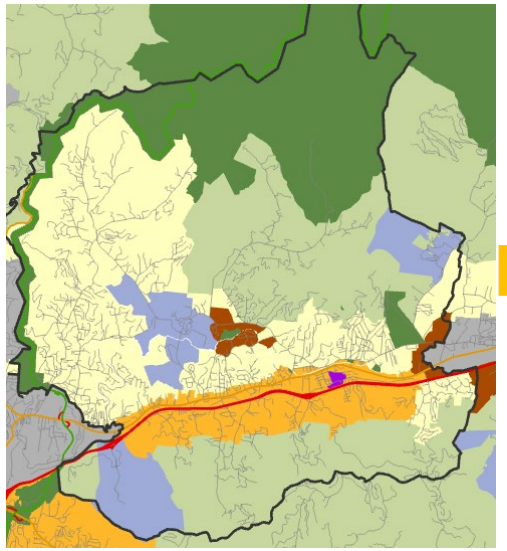


POLICY MAP CONCEPT

Overview:

Comprehensive Plan

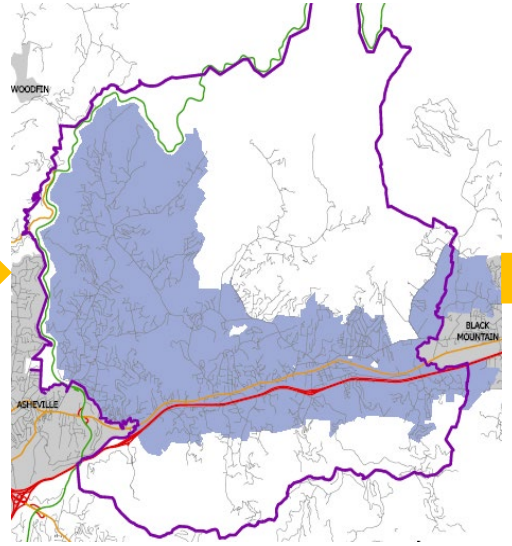
G.E.C Map



Concept:

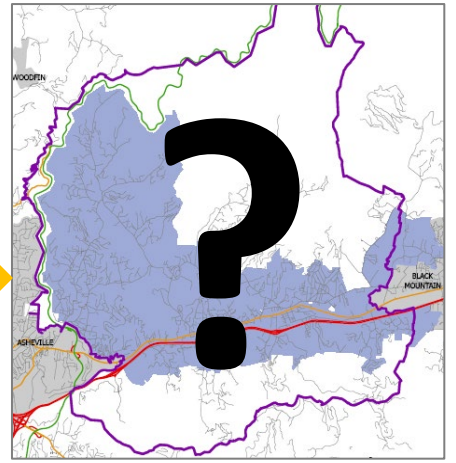
Resilience Boundaries vs.

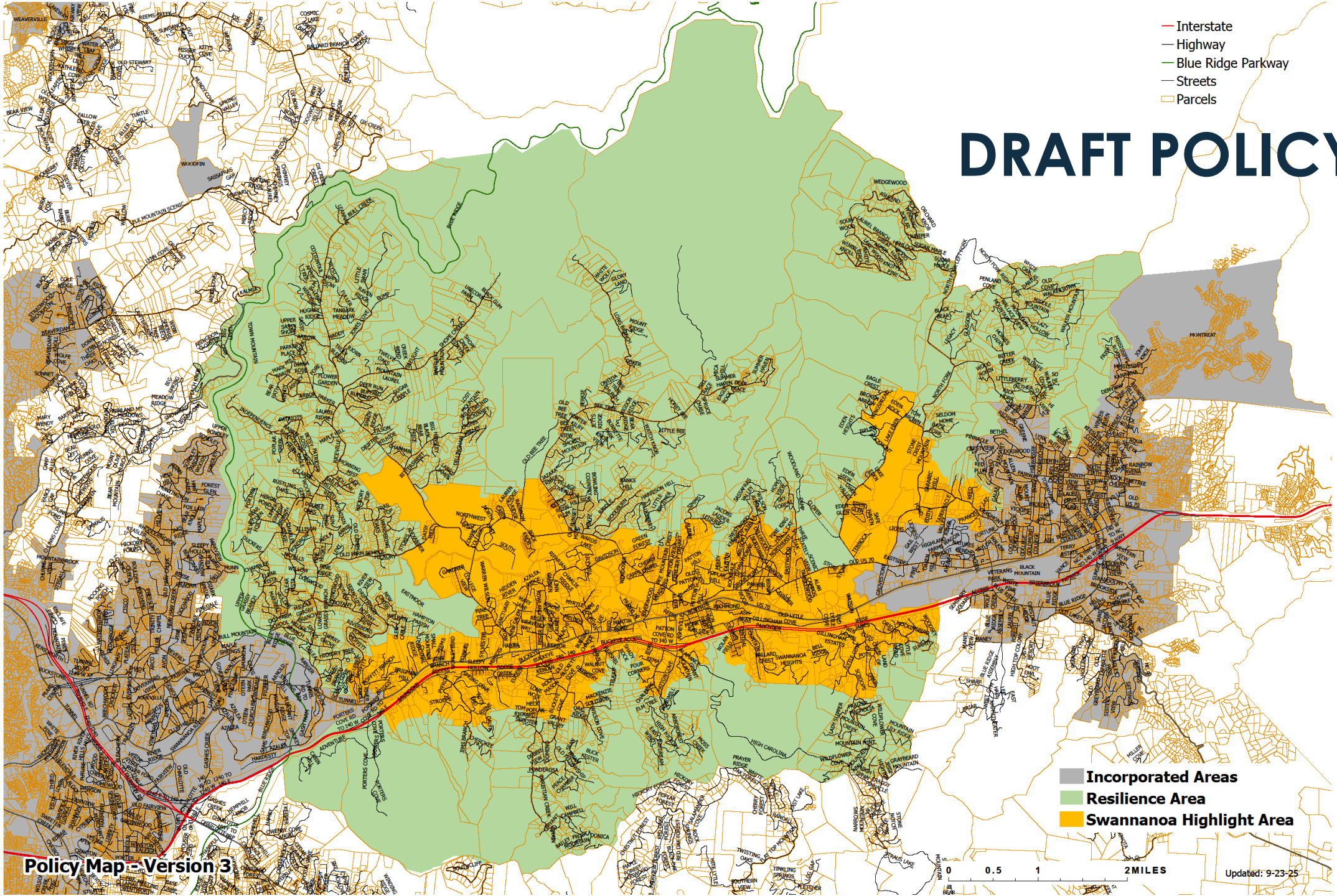
Swannanoa Highlight Area



Steering Committee Changes

Finalize Policy Map to take to public




Interstate
Highway
Blue Ridge Parkway
Streets
Parcels
DRAFT POLICY MAP
Incorporated Areas
Resilience Area
Swannanoa Highlight Area
0
0.5
1
2 MILES
Updated: 9-23-25
Policy Map - Version 3

SWOT Analysis Poll Results

397 people took the poll

72% said they want the County to make major changes to prepare for future disasters

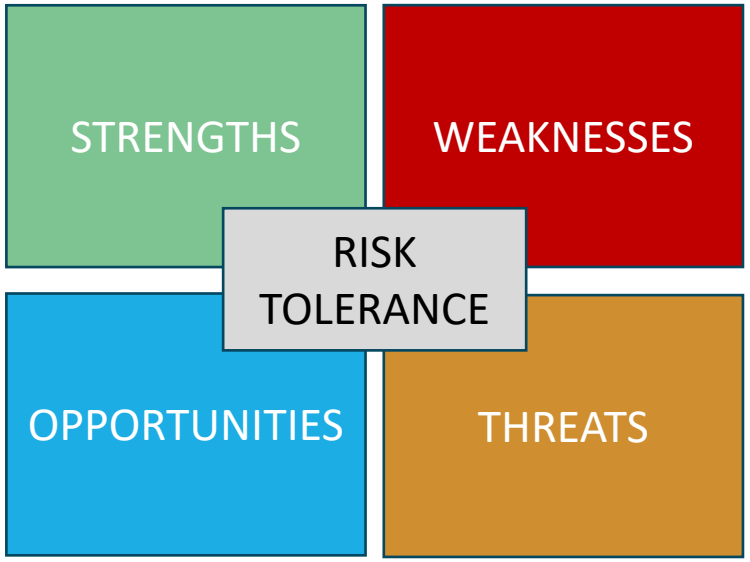


Top 5 things to build resilience over 5-20 years:

- **52%** - Create early warning systems, evacuation plans, & disaster resources
- **47%** - Build more parks and recreation
- **40%** - Create safer roads, bridges, utilities, etc.
- **39%** - Protect wetlands, rivers, and streams
- **39%** - Strengthen stormwater rules to reduce flooding

Vision Statement Creation

SWOT ANALYSIS



1. **Analyze Poll results**
2. **Identify Themes**
3. **Evaluate risk tolerance**
4. **Study Comprehensive Plan Vision Themes**

Steering Committee brainstorms Vision Statement options

3 options taken to the public in a poll

STEERING COMMITTEE TIMELINE

Sept. 8	Intro meeting / Boundary Poll review
Sept. 22	Review of SWOT Analysis results & Policy map
Oct. 20	Develop Vision statement
Oct. 27	Review Existing Conditions Study & Hazard analysis
Nov. 10	Prepare for design workshops
Dec. 15	TBD