THE CITY OF ASHEVILLE

Asheville Urban Forest Master Plan

People & Environment Recovery Board Meeting #2

February 9, 2026

5:30 pm

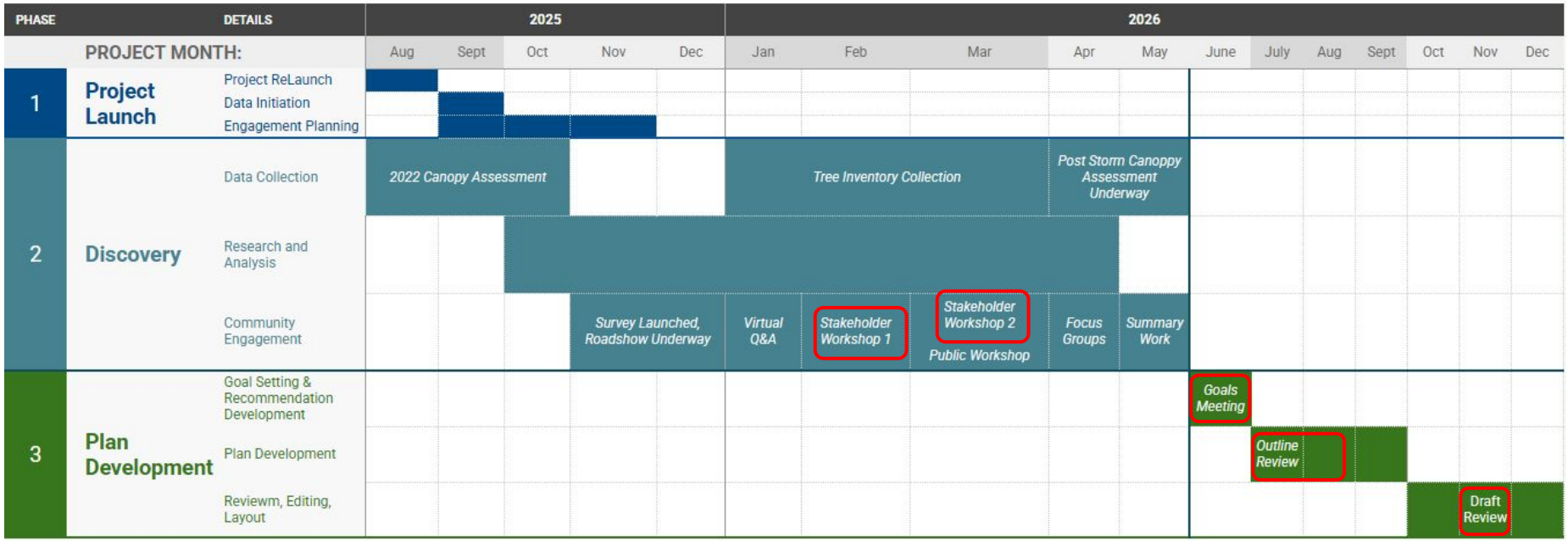
www.Ashevillenc.gov/trees

Urban Forest Master Plan
ASHEVILLE

- Public Engagement
- Board Engagement
- About Urban Canopy Works
- Questions

ASHEVILLE UFMP PROJECT TIMELINE

PERB Participation Needed



At this point, when the Discovery Phase closes, findings will be available that may aid in other ongoing city initiatives, including guidance for a Fee In Lieu spending policy, insight for the UDO effort, and more.

Urban Forest Master Plan
ASHEVILLE

UFMP Process

Three Phases

Phase I: Project Launch

Phase II: Discovery

Phase III: Plan Development

Urban Forest Master Plan
ASHEVILLE

Stakeholder Engagement

People & Environment Recovery Board

- Meeting 1: Project Intro, Dec 1, 2025
- Meeting 2: Project Update, Feb 2, 2026
- Meeting 3: Engagement Update, April 2026
- Meeting 4: Goals Discussion, June 2026
- Draft Plan Outline & Draft Plan Review

Community Partners Meeting

Conversation with select stakeholders - Jan 31, 2026

UFMP Stakeholder Workshops

- Workshop 1: 2/20, 1-3:30 pm
- Workshop 2: 3/20, 1-3:30 pm

Focus Groups

Space being made for additional conversations with "missing" perspectives in April 2026.

One on One Interviews

15+ interviews planned

Broader Public Engagement

FOUR WAYS TO ENGAGE:

Invite Us Over. We will come to you!

We'll come to your group or club meeting.

Virtual Introduction to UFMP

January 28, 2026

An opportunity to hear about the plan, ask questions, and tell us your priorities.

UFMP Public Workshop - 3/21, time & location TBD

Take the Survey!

www.Ashevillenc.gov/trees

UFMP Process

Three Phases

Phase I: Project Launch

Phase II: Discovery

Phase III: Plan Development

Urban Forest Master Plan
ASHEVILLE

UFMP Survey: What we're hearing so far...



Q: Most Important Role of Trees?

Heat Reduction

Water Quality, Wildlife Habitat, Air Quality

Q: Barriers to Planting Trees?

None, I plant everywhere I can!

Space, cost, lack of knowledge

Q: Biggest Challenges?

Lack of Knowledge - Planting

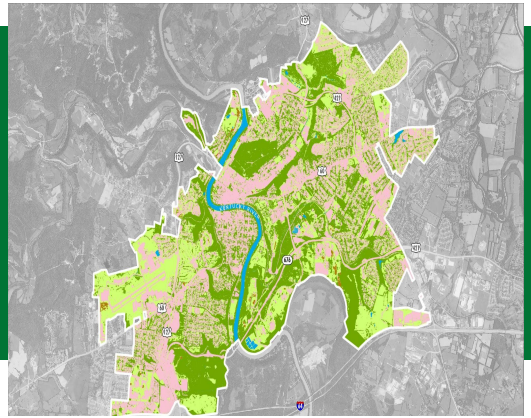
Fear of damage, cost, lack of knowledge - care

Q: Priorities After Helene?

Prevent healthy, mature tree removal

Protect trees during development, Plant More Trees

Our Work at Urban Canopy Works



Urban Forest Planning

Canopy assessments, existing conditions analysis, public engagement, existing policy/plan/code reviews, urban forest master and management planning



Municipal Services

City arborist services
Code/regulation reviews
Operations analysis
Urban Tree Canopy (UTC) assessments
Special Projects (tree planting contract management, planting plan design, inventories, more)



Additional Consulting

Appraisal / Assessment Services
Expert witness (legal) services
Appraisals for insurance losses (post hurricanes and other storms)
Risk assessment (realtors, campuses, other grounds)
Development/Construction Services
Special projects as they arise…

urbancanopy works, LLC

THE CITY OF ASHEVILLE

Questions/Discussion

Urban Forest Master Plan
ASHEVILLE



			
	Tallahassee 98 square miles, 55% canopy Number of public trees is unknown	**Boston** 89 square miles, 27% canopy 43,000 street trees (parks - ?)	**Charlotte** 312 square miles, 47% canopy 190,000+ street trees
Pre-UFMP	Hurricane Hermine Limited knowledge Fast growing Underutilized urban core	Under-resourced Infill development pressure Multiple NGOs active	Under-resourced Limited knowledge Growing fast Aging canopy City initiated NGO
Post-UFMP	Understand Storm Impact Clear goals Dedicated funding Progress is measurable	Equity first Commitment to community UF leadership role Staff up to work w/NGOs UF leadership role	Funding for data, care Large tree assistance program pilot *https://youtu.be/Qmd-152uzws* Tree canopy policy prominent in citywide comprehensive plan Updated development ordinance Looking at role of NGO and City