

Brownsville and Haywood County

Steering Committee Meeting #2

March 27, 2023



Introduction

Best Practice

From the AICP Code of Ethics and Professional Conduct

Section A: Principles to Which We Aspire (serve as basis to rules)

1.c. Have special concern for the long-range consequences of past and present actions.

1.d. Pay special attention to the interrelatedness of decisions and their unintended consequences

2.f. Educate and seek to empower the public about planning issues and their relevance to everyone's lives.

Introduction

Agenda

Steering Committee Meeting #2:

- Sub-Consultant Contract Update
- Stakeholder Meetings
- Draft Vision and Growth Principle Process
- Draft Ordinances - Resolution Package B
- Next Steps
- Wrap-Up Q&A

Subconsultant Contract Update



Sub-Consultant Scope of Work

- Phase 1 - Demand and Holding Capacity Forecasting
 - Stakeholder Interviews
- Phase 1 Deliverable
 - Technical Summary Document of Findings
- Phase 2 - Scenarios for Desired Growth

Stakeholder Meetings Overview

Group Stakeholder Meetings

- Dates (2 Proposed Sessions):
 - Wednesday, April 26th
 - Thursday, May 4th
- Define Composition of Stakeholder Groups, Individuals for Consideration
 - Need Participant Name, Email, and Location
 - Provide final list by **April 2nd**
 - **Send to beth@flanaganstrategies.com**
- Locations for Consideration
 - South Haywood
 - Brownsville High School or Similar
- Material Support

Stakeholder Meetings Example Groups

Group Stakeholder Meetings

- Examples of location-based Stakeholder Groups (7-15 per group):
 - Youth, Education, Recreation
 - Municipal, Services, Agencies
 - General Welfare, Culture
 - Diversity in Employers and Economic Activity
 - Diversity in Property Owners

Stakeholder Meetings Work Session Day Draft Agenda

Draft Schedule for Stakeholder Work Session Days

- 10-11am Session 1: *Property Owners*
- 11:30-12:30pm Session 2: *General Welfare/Culture*

Lunch Break
- 2-3pm Session 3: *Municipal/Utility*
- 3:30-4:30pm Session 4a: *Employers and Economic Activity*
Session 4b: *Youth/Education/Recreation*
- 5-7pm General Public Engagement

Stakeholder Meetings Work Session Draft Agenda

Agenda for a Stakeholder Work Session

- Purpose of Planning Process
- Existing Conditions
- Special Consideration for Each Group
- *DRAFT Vision and Growth Principles*
- Comments and Questions

Stakeholder Meetings Steering Committee and JECDB Expectations

Steering Committee Volunteers Needed

- Stakeholder Work Sessions (2-3 Volunteers minimum per stakeholder group)
- General Public Engagement
 - Wednesday April 26th - South Haywood
 - Thursday May 4th - North Haywood
 - Encourage All to Attend to Facilitate Public Engagement
- Volunteer Training
 - Tuesday April 18th, Steering Committee Meeting #3

Stakeholder Meetings Public Notice

Public Engagement Notice

- Begin Public Notice: Wednesday, April 10th
 - Newspaper Notice
 - Radio
 - Social Media
 - County Website
 - Word of Mouth

Vision and Growth Principles

IDDG Public Process

IDDG Public Process

The Vision and Goals outlined in the IDDG focus on general character, quality of change, and location at a high level. The Vision and Growth Principles will help define strategies and provide a benchmark for all aspects of community planning and decision making throughout the future land use planning process.



**Vision and Growth
Principles
Draft Goal
Statement
(Process)**

DRAFT Goal Statement (Process)

To create a shared vision for Haywood County that embraces a balanced approach to development, which enhances the qualities, values, and character of the community.

Vision and Growth Principles

Draft Growth Principles

DRAFT Growth Principles (Objectives)

1. Develop an achievable growth strategy that is impactful and visible to both current and new Haywood County residents and visitors.
2. Craft a development plan that enhances the small-town charm of Haywood County through supporting small businesses, providing high-quality recreation, and encouraging healthy living.
3. Guide growth into places which are respectful of preserving existing natural, agricultural, and historical amenities.
4. Celebrate the diversity of Haywood County by planning a variety of high-quality places for all lifestyles and ages, including spaces which foster personal growth and community development.
5. Empower public participation in all phases of implementation, from engaging with early-stage planning efforts to supporting new businesses and neighborhood amenities.

Vision and Growth Principles Draft Vision Statement

DRAFT Vision Statement

Haywood County will be a place where natural recreation and small-town character are celebrated; where everyone has a place to live, work, and play that complements their lifestyle and fosters personal well-being; where small businesses and community amenities can thrive; where all residents are welcomed to have a voice in community change; and where trust is harbored among residents, businesses, and civic leaders.

Vision and Growth Principles

Future Growth Principle Development

- Build and expand upon the Vision and Goals defined in the IDDG engagement process to a more detailed degree.
 - Close-Knit Community
 - Small-Town Character
 - Cherish the variety in Landscape and Place
 - Change should be Authentic to Haywood County

Example Growth Principles:

- “Support an economically balanced pattern of development between a variety of uses enabling a resilient and diversified economy”
- “Focus new development on and around existing communities”

Vision and Growth Principles

Approval Process

Approval Process

- Approval of the Vision and Growth Principles:
 - Steering Committee Approval?
 - Full JECDB?
 - Governing Bodies?

Branding Potential Names

Possible Names for Process / Land Use Report

- Haywood Tomorrow
 - Haywood Driven
 - Haywood Happening
 - Hail Haywood
 - Haywood Imagined
 - Haywood Harmony
 - Hark Haywood
 - Haywood Inspired
 - Haywood United
 - *Other Suggestions?*
- Please email suggestions or preferences by
Wednesday April 12th to beth@flanaganstrategies.com

Draft Ordinance Proposed Resolution B

Ordinance Proposal

- Resolutions B: Ordinance Revisions
 - Planned Development
 - Public Notice - Mail
 - Public Notice - Signage
 - Comments and Questions
 - Other Recommended Ordinances?
-
- Please send recommendations for Resolution Package B or the following package by **Friday March 31st**

Next Steps Homework

Stakeholder Meetings

- Final List of Stakeholders by April 3rd
- Locations, Material Support Contacts by April 10th
- Volunteers for Visioning Workshops by April 18th
- Contact beth@flanaganstrategies.com

Next Steering Committee Meeting

- Tuesday, April 18th at 5:30
 - Subconsultant Update
 - Prep for Stakeholder Meetings
 - Resolution Package C

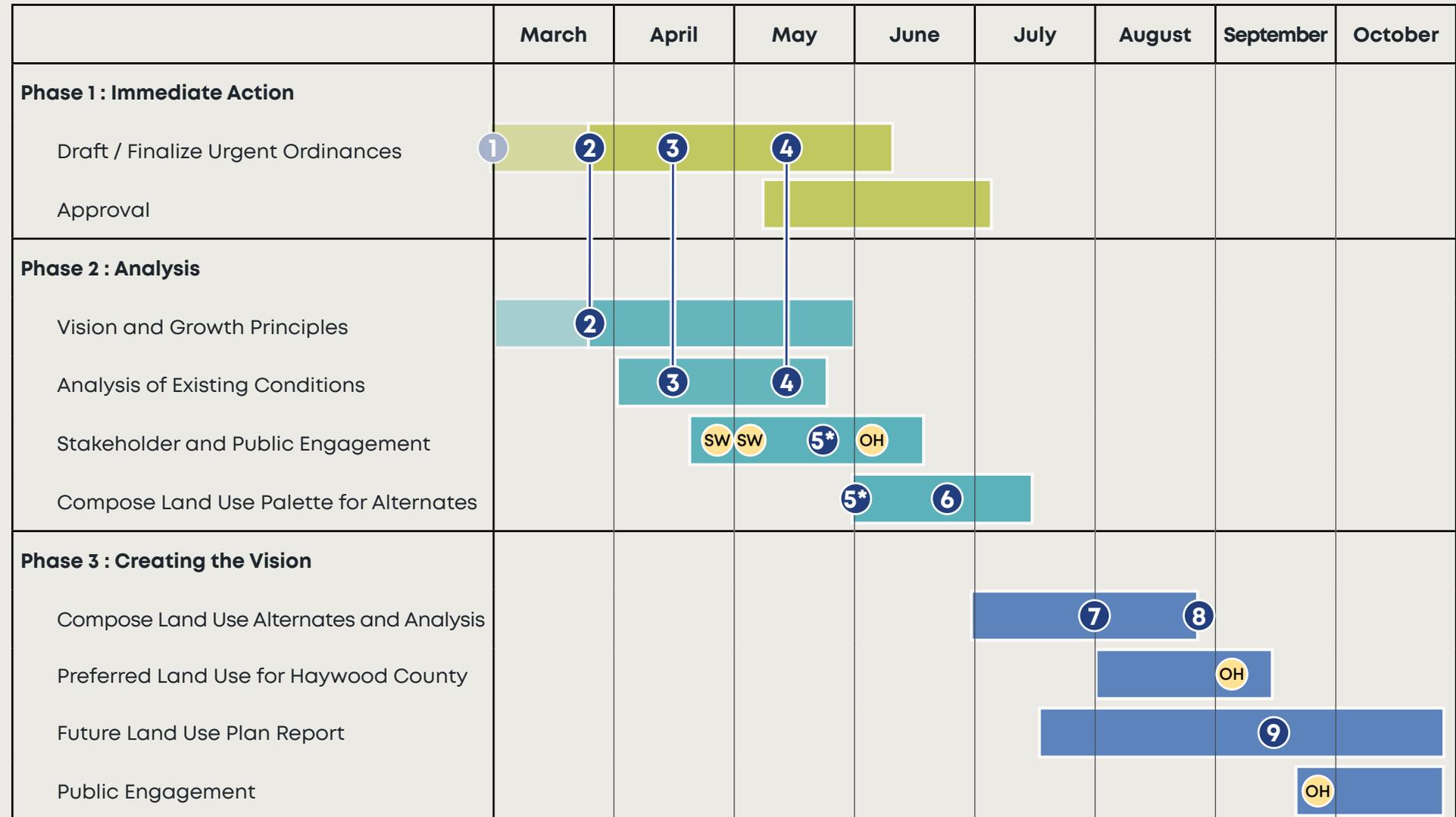
Schedule

April						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					31 Due - Ordinance Recommendations	1
2 Due - Stakeholder Groups and Participants to Beth Flanagan (beth@flanaganstrategies.com)	3 Due - Stakeholder Groups and Participants Confirmed	4 5 pm - Brownsville Utility Board	5	6	7	8
9	10 Due - Stakeholder Meeting Locations Begin Public Notice 5 pm - Haywood County Budget Committee	11 5:30 pm - Brownsville BMA	12 Due - Suggested or Preferred Names for Process / Land Use Plan Report	13 6 pm - Haywood County Planning Commission 6 pm - Haywood County School Board	14	15
16	17 6 pm - Haywood County Commission	18 5:30 to 7 pm - Steering Committee Meeting #3 Confirm Volunteers and Material Support	19	20 5 pm - Stanton Planning Commission	21	22
23	24	25 5 pm - Haywood County Board of Zoning Appeals	26 10 am to 7 pm - Stakeholder Workshop #1 (South Haywood)	27 4 pm - Brownsville Planning Board	28	29
30						

Schedule

May						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 5 pm - Brownsville Utility Board	3	4 10 am to 7 pm - Stakeholder Workshop #2 (North Haywood)	5	6
7	8 5 pm - Haywood County Budget Committee	9 5:30 pm - Brownsville BMA	10	11 6 pm - Haywood County Planning Commission 6 pm - Haywood County School Board	12	13
14	15 6 pm - Haywood County Commission	16 5:30 to 7 pm - JECDB 7 pm - Stanton BMA	17	18 5 pm - Stanton Planning Commission	19	20
21	22 5:30 to 7 pm - Steering Committee Meeting #3	23 5 pm - Haywood County Board of Zoning Appeals	24	25 4 pm - Brownsville Planning Board	26	27
28	29	30	31			

Project Schedule



- # Steering Committee Meeting
- * Option to combine meetings
- A Public Engagement

Questions?

Thank you

Send questions to:

Jonathan Flynt at jflynt@lrk.com

Rachel Helton at rhelton@lrk.com