

## GroWNC Theme Meetings

Use this document to help find where you fit it! Each Theme below lists the icons for the Workgroups that are incorporated, as well as some example recommendations. You're welcome to participate wherever you see yourself fitting in to the Themes listed here.



**Housing**



**Land Use**



**Transportation**



**Natural Resources**



**Energy**



**Cultural Resources**



**Health**



**Economic Development**

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### ACCESSIBILITY & CONNECTIVITY

*A highly accessible and well-connected network of jobs, housing, and community assets.*



*Example Recommendations (including, but not limited to):*

- Expand or initiate requirements for ped/bike amenities in new developments.
  - Provide incentives for owners of commercial centers to incorporate safe pedestrian facilities within existing commercial development.
  - Create a regional, coordinated system of greenways.
  - Consider a regionally coordinated system of transit options to improve access to existing and emerging employment centers.
  - Provide enhancement of workforce development options within rural areas by developing the wireless telecommunications infrastructure within rural areas (i.e. high-speed internet).
  - Implement a variety of transportation solutions that move the region away from fossil fuels and provide incentives to develop in preferred corridors.
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## BUSINESS SUPPORT & ENTREPRENEURSHIP

*An economically prosperous region where businesses and workers thrive.*



*Example Recommendations (including, but not limited to):*

- Protect prime industrial lands in order to recruit companies that bring quality, high wage jobs.
- Create living wage jobs by exploring incentives offered by other regions and encouraging local green energy production (e.g., Local production of solar panels and wind turbines).
- Create demand driven workforce development programs.
- Develop inter-related business opportunities that will create additional local production, distribution and retail opportunities (e.g., Brewery, can/bottle/keg manufacturing, hops production).
- Identify priority investment areas for targeted infrastructure improvements to attract new businesses.
- Establish industry-specific incubators and models focused on green technologies, creative culture, and target industries.
- Identify programs to help legacy manufacturers repurpose assets and adopt advanced technologies

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## EDUCATION & AWARENESS

*An educated and aware population that values and advocates for the region's resources and opportunities.*



*Example Recommendations (including, but not limited to):*

- Establish a local government innovation award through quarterly breakfasts with rotating topics: storm water management, energy conservation, infrastructure (water and sewer), transportation, land use - grayfield and brownfield reuse.
  - Create a mentor program between local governments across the region.
  - Educate political bodies about funding opportunities to include bonds, local sales taxes, grants, etc. to construct new bicycle lanes and sidewalks.
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## ENERGY INNOVATION

*A population that values energy conservation and a region with a capacity for local energy production.*



*Example recommendations (included but not limited to):*

- Adopt incentive programs providing streamlined approval and/or density bonuses for LEED-certified buildings.
- Offer preferred parking spaces and/or discounted parking rates for LE/EE vehicles at county- and city-owned parking lots and garages.
- Work with local governments to encourage the use of energy-efficient and/or alternative fuel vehicles and reduce the total vehicle fleet where possible by retiring older, less efficient vehicles.
- Establish an economic development and recruitment policy focused on local energy resources, local companies, entrepreneurship, diverse sources of energy production, and engaging the public.
- Develop locally-oriented educational materials (fact sheets, pamphlets) and offer seminars or workshops on key energy concepts and the benefits of renewable energy, energy conservation, and energy efficiency.

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## HEALTHY COMMUNITIES

*A region that supports a healthy, productive and self-reliant population.*



*Example recommendations (included but not limited to):*

- Encourage the use of home health services which allows residents to remain in their homes while receiving needed care through participating healthcare providers, skilled nurses, etc.
  - Develop a recruitment strategy that promotes the quality of life in the region to prospective medical professionals and target employers.
  - Conduct Health Impacts Assessments (HIAs) for publicly-funded initiatives and investments to evaluate the potential community health benefits.
  - Allow farmers markets, produce stands and other outlets for fresh, local foods in convenient locations throughout the region.
  - Form partnerships with private sector organizations to encourage and reward physical activity and promote worksite wellness.
  - Work with transportation providers to increase access to healthcare, especially in rural areas.
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## HOUSING CHOICES

*Affordable, safe and energy efficient housing choices for the region's residents.*



*Example recommendations (included but not limited to):*

- Identify opportunities to create mixed housing (multi-generational, mixed-age) neighborhoods, and support the incorporation of various housing types into existing and new neighborhoods.
- Collect and offer pre-designed plans for denser, affordable housing including co-housing communities, "dorms", cottage-style homes and townhomes that help preserve the quality of housing in the area.
- Increase the availability of capital by providing pre-development and acquisition financing to affordable home builders.
- Streamline the permitting process for the addition of exterior and interior accessibility features (e.g., ramps, railings/bars, etc.), and for housing developments with an affordable component.
- Facilitate the reuse of abandoned, vacant and tax-delinquent properties for affordable housing.
- Consider tax abatements and exemption policies that limit real estate tax liability in targeted areas in order to stimulate construction and rehabilitation of housing stock.

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## RESOURCE CONSERVATION & ENHANCEMENT

*A productive system of agricultural, natural and cultural assets.*



*Example recommendations (included but not limited to):*

- Improve advocacy for cultural resources to ensure that community leaders and decision-makers value and support cultural resources as a key industry cluster.
  - Partner with NGOs to permanently protect properties in the region's headwaters.
  - Encourage Wildlife-Friendly Developments and other forms of conservation subdivisions.
  - Adopt ordinances that allow and encourage the use of innovative stormwater management techniques including pervious pavements, green roofs, and rain gardens.
  - Develop programs and materials to ensure that residents (including students) know more about the arts, culture, and history of the region and have an appreciation for the unique assets of this region.
  - Conduct a Community Food Assessment to analyze local supply and demand, and develop list of opportunities by crop/product.
  - Conduct additional studies to determine viewsheds of regional significance (i.e. views from scenic byways, overlooks and high volume land and water based recreational trails).
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## ZONING & LAND USE POLICY

*A built environment that respects existing communities and encourages development with a “sense of place”*



*Example recommendations (included but not limited to):*

- Focus growth in areas where transportation and utility infrastructure exists
  - Encourage denser development through infill and adaptive reuse of vacant and underutilized properties
  - Adopt policies for new development and redevelopment regarding the incorporation of sidewalks, bike paths/lanes, parks, greenways, and a variety of recreational facilities in neighborhoods and commercial centers.
  - Pass zoning ordinances and land use plans that allow for a variety of housing options where appropriate (e.g., cluster/cottage-style homes, townhomes, co-housing)
  - Through economic development initiatives, promote lands that have been identified as suitable for target industries.
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