The GroWNC Product Suite

The GroWNC project team has created the following tools to help decision makers and citizens explore the issues facing our region as it grows over the next several decades. These tools are provided through an interconnected group of websites and web applications.

GroWNC website

www.gro-wnc.org

Complementing the project's public outreach, the GroWNC website is a resource created for residents and stakeholders in the region to be able to participate in the process without having to be physically present at events. The site provides a variety of tools, including surveys, virtual meeting materials, project background information, contact information, and other resources. The GroWNC Regional Plan and its Executive Summary are also available for viewing or download, along with a large collection of regional maps and posters used in the GroWNC process.

Strategy Toolkit

www.strategies.gro-wnc.org

The Strategy Toolkit was created to provide access to the action strategies resulting from the three-year public participation effort of the GroWNC process. They are now available in this comprehensive, searchable, online resource.

Nearly 300 strategies are organized into eight themes to best identify the challenges facing the region's communities:

- Accessibility & Connectivity
- Business Support & Entrepreneurship
- Education & Awareness
- Energy Innovation
- Healthy Communities
- Housing Choices
- Land Use Policies
- Resource Conservation

These themes allow for greater connections between topic areas, bridging the various aspects of our diverse community.

MapViewer

www.mapviewer.gro-wnc.org

The MapViewer is an online, interactive geographic information system (GIS) tool that allows users to explore, visualize, and easily share custom user-created maps to help investigate and compare the qualities of the region. With this tool, users can examine the relationships among the many available data layers and the region's underlying geography. The map layers are categorized under Natural, Human, Built, and Economic environments, as well as Growth Scenarios and Models, and reflects the data requested through feedback from the GroWNC public workshops.
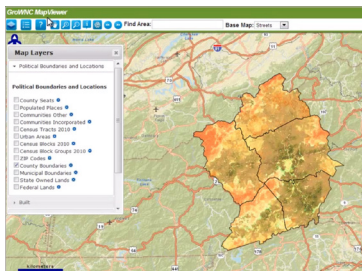
For more information, a video tutorial on how to use the MapViewer is accessible through the Strategy Toolkit homepage.

Regional Plan: Final Report
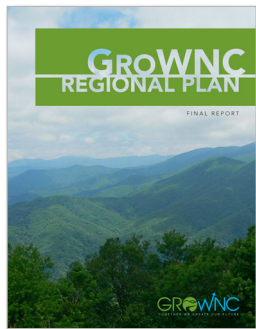
Want to learn more about GroWNC's origins and the processes that guided it? The Regional Plan Final Report and an accompanying Executive Summary are available to view online or to download at gro-wnc.org/regionalplan. The Regional Plan includes:

- *Where we live*—Describes the key characteristics of our region from economic, environmental, and cultural perspectives.

- *What we want for the future*—Highlights of the public participation and community engagement process, the goals developed by the workgroups, and the scenario planning process that developed the vision of the future.

- *How we can get there*—Recommendations and initiatives that support the vision of the future to help move from ideas to action, and the case studies that highlight the efforts already in place.

Accessible Resources

Each of these resources can be accessed from your smartphone, tablet, or personal computer. The data is also summarized in the GroWNC Regional Plan Final Report, which is available in PDF form to download or print.

Share Your Ideas

www.strategies.gro-wnc.org/feedback

We want you to help us continue to improve the GroWNC tools, add strategies and case studies, or make connections between groups working on the tasks identified in the GroWNC process. Please, let us know what else is happening in the area! Easily provide comments or suggestions via the Feedback page, located in the Strategy Toolkit and easily accessible from the green navigation box at the top of each web page.

STAY INVOLVED. BE INFORMED.

GroWNC

TOGETHER WE CREATE OUR FUTURE

LAND of SKY REGIONAL COUNCIL

www.gro-wnc.org

What is GroWNC?

GroWNC is a three-year project to develop a framework of voluntary, locally-implemented, market-based solutions and strategies in a five-county area of Western North Carolina—Buncombe, Haywood, Henderson, Madison, and Transylvania Counties—to ensure that as the region continues to grow, the effects of this growth have a positive impact on the region and communities.
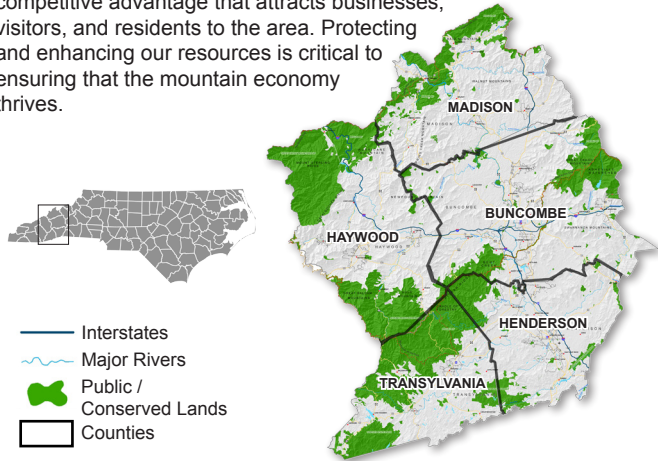
Through GroWNC, the region has a clearly-defined framework and set of implementation strategies to develop the policies and investments necessary to sustain and enhance the economy and quality of life in our mountain communities.

This is the first time information has been synthesized at the five-county level to develop a set of implementable recommendations and strategies that connect the region's vision with the policies, programs, projects, and plans needed at local and state levels to achieve that future.

The GroWNC region is one of the most diverse and beautiful areas in the country. The clear waters and rich landscapes are part of a critical system of unparalleled natural resources. These assets, from an economic, environmental, and cultural perspective, are the competitive advantage that attracts businesses, visitors, and residents to the area. Protecting and enhancing our resources is critical to ensuring that the mountain economy thrives.

MADISON

BUNCOMBE

HAYWOOD

HENDERSON

TRANSYLVANIA

— Interstates
∼ Major Rivers
Public / Conserved Lands
Counties

Case Study: Industrial Lands Analysis

In order to ensure that a quality supply of development-ready sites throughout the region is identified, AdvantageWest is producing a detailed study of selected potential sites. A land use modeling exercise that began during the GroWNC process helped identify available suitable parcels throughout the region. This information can be used by economic developers as they work with business and industry to identify potential sites for development. More information can be found in Recommendation BE1 of the Strategy Toolkit.

Photo courtesy of Sierra Nevada Brewing Co.

Core Topic Areas

One way to provide context to the GroWNC process is through topic area. Community participants organized workgroups around the following topic areas to identify the challenges and resources of the region and to reach consensus on a variety of issues.

Economic Development

From entrepreneurs to agribusiness operations and high-tech manufacturers, the region's strength lies in the ability to support knowledge-based businesses of any size and sector.

Energy

The energy needs of the five-county GroWNC region continue to evolve as the population grows and new businesses are attracted to the region.

Health

The health of the GroWNC population is relatively consistent with the health of the U.S. and North Carolina populations, with a few exceptions.

Housing

By 2040, the GroWNC region will be home to over 630,000 people—nearly 40 percent more people than live in the area today. This translates to a need for almost 75,000 additional housing units dispersed throughout the five counties.

Land Use

During the last 30 years the landscape of Western North Carolina has changed from a largely rural, agricultural area to a growing network of urban centers, suburban developments, and small towns.

Cultural Resources

For generations the mountains isolated residents of the five counties from other communities. From this isolation grew a unique and thriving culture.

Natural Resources

Imposing mountain ranges, high elevation balds, forested ridges, crystal clear waters, and large tracts of national park and national forest land provide a backdrop to life in the region.

Transportation

The transportation system serving the GroWNC study area has been (and will continue to be) greatly influenced by the region's geographic features/topography, especially the mountainous terrain.

Case Study: WNC AgriVentures

WNC AgriVentures is a GroWNC implementation project centered on the agricultural and nature-based sectors to promote opportunities for accelerated job creation and community and economic development in rural regions through regional collaboration in numerous high-potential industry clusters. The objectives are to provide resources to support the development of clusters and to assist distressed rural communities in accelerating job creation by leveraging local assets, building stronger economies, and creating regional linkages. More information can be found in Recommendation RC2 of the Strategy Toolkit.

Photo courtesy of Land of Sky Regional Council