

Dana Community Plan



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Henderson County Partnership for Economic Development
North Carolina Natural Heritage
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EXECUTIVE SUMMARY

The Henderson County 2020 Comprehensive Plan (hereinafter “Comprehensive Plan”) was adopted on July 6, 2004 (as amended through April 7, 2008). The Comprehensive Plan identified the need to plan for individual communities within the County. The community planning areas were prioritized based on anticipated growth and relation to the Growth Management Strategy (established by the Comprehensive Plan).

The Dana Community Plan is a community-specific comprehensive plan outlining goals related to:

- Natural and Cultural Resources,
- Agriculture,
- Housing,
- Community Facilities and Public Services,
- Transportation,
- Economic Development,
- Land Use and Development, and
- Community Character and Design.

The process for developing the Dana Community Plan began with the adoption of a Community Plan Charter by the Board of Commissioners on May 4, 2009. On July 15, 2009, the Board of Commissioners appointed the Community Planning Committee. The Committee consisted of nine (9) community residents and three (3) ex-officio members representing the Henderson County Planning Board (serving as its liaison), Blue Ridge Community College and the City of Hendersonville. The Committee held meetings from September 2009 through November 2010 resulting in an estimated 34 meeting hours. During this period the Committee also gathered public input through two (2) public input sessions and online surveys.

The purposes of the Dana Community Plan Advisory Committee, as outlined by the charter, were to serve as an advisory role to the Board of Commissioners whereby it would recommend Planning Area specific policies. The Committee formed recommendations and action strategies for each element of the Plan based on input solicited from the public, County staff, and relevant experts. The following is a summary of the Plan’s recommendations and action strategies:

3.1: Natural and Cultural Resources (p. 11-20)

Protect Water Quality within the Dana Planning Area.

- Develop educational materials for development of property along or with streams.
- Official watershed designation for Lake Adger within Henderson County should not be supported by the County, unless the water supply would service Henderson County residents.
- Promote monitoring the effects of development and agriculture on the quality of water in the Hungry River and Mud Creek.

Protect Land Quality within the Dana Planning Area.

- Consider standards, requirements, incentives or other methods to preserve Dana Planning Area mountain views.
- Consider expanding ridge top protection regulations.
- Support and promote conservation easements within the Dana Planning Area to protect agricultural land and open space.

Create incentives/opportunities for preservation of historic and cultural sites within the Dana Planning Area.

- The Historic Resources Commission should encourage the preservation and care of Dana Planning Area historic sites through preservation grants and other identified means that both promote site accessibility and respect the rights and privacy of site owners.

3.2: Agricultural (p.19-22)

Expand and diversify agricultural markets.

- Consider establishing a tailgate market in the Dana Planning Area.

Provide public education as a means of supporting farmers and protecting farmland.

- Expand and support the existing Agricultural District Signage Program through the County Soil Conservation Office.
- Work with NCDOT to place road signs warning motorists of slow moving farm machinery.
- Encourage participation in NCDOT’s agritourism signage program.
- Support, educate and retain agricultural workers in the Dana Planning Area.

Expand agricultural enterprises’ access to economic development and promotion programs and support services.

- Consider establishing a County Agricultural Development Director Position.
- The County should work with the Henderson County Partnership for Economic Development and others to encourage agriculture-related industries to locate in the Dana Planning Area.
- Consider establishing a “Buy Henderson” local food campaign, similar to existing “Local Food” campaigns in the region.

3.3: Housing (p. 23-28)

Expand affordable housing in the Dana Planning Area.

- Consider offering incentives for affordable housing.

Expand and diversify housing options.

- The County should encourage—and regulations should permit—a mix of housing types (including multifamily units) in the Dana Planning Area.
- The County should consider applying additional design standards for multifamily units in the Dana Planning Area to ensure continuity with the surrounding rural community.

Support the continuance and expansion of the existing local program for abandoned/dilapidated manufactured home removal.

Encourage quality housing for migrant workers through continued enforcement of the minimum housing code and by encouraging additional affordable housing options to serve this population.

3.4: Community Facilities and Public Services (p.29-38)

School outdoor recreation facilities should be available for community use when not being used by students or otherwise by the school system.

Redevelop the Dana Community Park, as depicted in the Conceptual Master Plan, to serve as a focal point for the community.

Consider establishing a park on the grounds surrounding the Upward Community Center.

Consider providing sidewalks in commercially zoned areas within the Dana Planning Area.

Support extensions of public water and public sewer into certain areas within the Dana Planning Area.

3.5: Transportation (p. 37-40)

Improve the transportation network in the Dana Planning Area.

- The County, through its involvement in the French Broad River MPO, should prioritize projects within the Dana Planning Area in accordance with Plan goals.
- Improve identified intersections based on recommended studies.
- Facilitate safer automobile movement and alleviate traffic stacking issues on Ridge Road, Academy Road, and Blue House Road during school peak hour traffic.
- Provide an additional Interstate 26 interchange between the existing interchanges at Upward Road and US Highway 64 East.
- The County, through its involvement in the French Broad River MPO, should prioritize bicycle projects within the Dana Planning Area in accordance with Plan goals.
- Review public transit periodically to identify service provision changes or increases.

3.6: Economic Development (p. 41-46)

The Upward Road interchange along Interstate 26 and surrounding area should be developed to draw businesses, tourists, County residents, and the residents of the surrounding region.

- Economic development at a regional scale should be focused at the interchange and in the surrounding area.
- Aesthetic improvements to the interchange should be considered to encourage economic growth and promote a positive perception of the Dana Community, Henderson County, and nearby municipalities

Encourage higher density residential development in the areas near and mixed within nonresidential development at the interchange.

Promote high-tech and research and development operations in the Dana Planning Area in light of the Planning Area’s adjacency to Blue Ridge Community College.

3.7: Land Use and Development (p.47-54)

Industrial (I) Zoning District Map Amendment. Industrial (I) zoning should be applied to those properties bounded by McMurray Road and Ballenger Road and located between the existing Regional Commercial (RC) and Industrial (I) zoning districts (See Map 8, Land Use Recommendations (Pg. 67)).

Residential One (R1) Zoning District Map Amendment. Residential One (R1) zoning should be applied to those properties located along Howard Gap Road and South Orchard Road and between Upward Road and Orchard Road (See Map 8, Land Use Recommendations (Pg. 67)).

3.8: Community Character and Design (p. 55- 59)

Community character should be protected for the Dana Planning Area, with particular attention to the “Downtown Dana” area and Interstate-26 interchange at Upward Road. The County should consider providing guidelines, standards and regulations for nonresidential development in the Planning Area. The following should be addressed:

- Building orientation (fronting the street and located proximate to the street);
- Façade articulation (changing alignment and/or building material used);
- Glazing (preventing long facades without windows);
- Parking orientation (locate in the side or rear of the business);
- Provision of pedestrian access within and between developments; and
- Signage (in scale with building) and landscaping installation.

- Architectural character consistent with rural residential development of the area including: building materials (wood siding, stone, brick), porches and covered walks, and roofs (pitched roofs and metal roofs); and
- Preservation of the views of Refuge Baptist Church (addressing building height and setback to achieve visibility)
- Interconnectivity/traffic flow management (through the addition of street connections and roundabouts or other traffic calming measures).

TABLE OF CONTENTS

<u>Section 1: Introduction to the Planning Area</u>		Pg.
Purpose	1	
Process	1	
Planning Area Boundary.....	1	
Historical Overview, Community Beginnings	2	
<u>Section 2: Demographics of the Planning Area</u>		
Demographic Trends	5	
Demographic Projections.....	12	
<u>Section 3: Dana Community Plan</u>		
3.1. Natural and Cultural Resources	11	
3.2. Agriculture	19	
3.3. Housing.....	23	
3.4. Community Facilities and Public Services	29	
3.5. Transportation.....	37	
3.6. Economic Development.....	41	
3.7. Land Use and Development.....	47	
3.8. Community Character and Design.....	55	
<u>Section 4: Planning Area Maps and Conceptual Plans</u>		
1. Planning Area Boundary.....	60	
2. Sensitive Natural Areas	61	
3. Agricultural.....	62	
4. Housing Stock 1930-2009	63	
5. Recreation and Multimodal Transportation.....	64	
6. NCDOT Comprehensive Transportation Plan.....	65	
7. Official Zoning	66	
8. Land Use Recommendations	67	
9. Dana Community Park Conceptual Master Plan	68	