

# 2022 Advocacy Plan

# PURPOSE

**Vision** – Blowing Rock Civic Association is strong voice for the homeowners of Blowing Rock to promote, preserve, inform, engage and unite our community.

**Mission** – Blowing Rock Civic Association is dedicated to promoting and improving the quality of life in Blowing Rock by evaluating civic issues, educating and engaging residents on key issues, working with the local government and business community and encouraging citizens to be involved and vote.

**Community Roadmap** – The purpose of this document is to communicate our strategic priorities, goals, desired results and action steps.

# 2014 COMPREHENSIVE PLAN

## SHARED VISION

The shared vision for the future of Town of Blowing Rock is one of a vibrant mountain resort community that welcomes all with its charming authenticity and unique sense of place. As the premier destination for visitors to North Carolina's High Country, Blowing Rock will provide abundant opportunities for outdoor recreation, shopping, dining, lodging and entertainment in a memorable setting that cannot be replicated elsewhere. With a focus on maintaining its rustic **authenticity**, the community will continue to exemplify the western North Carolina vernacular through its architecture, its culture and by preserving and protecting the natural beauty of the mountain landscape. As a full service community, residents and visitors will continue to enjoy high-quality services and amenities that make the Town a desirable place to live or visit year-round. **Moving toward this vision, the community will embrace change while remaining vigilant to ensure that the Town's unique character and quality of life is not compromised.**

# PRINCIPLES & PRIORITIES

## Driving Principles

1. Homeowners are the cornerstone of the economy
2. Homeowners fund most of the Town budgets
3. Homeowners desire to retain our historic village
4. Homeowners should have a strong voice

## Key Strategic Priorities

1. Promote our Vibrant Village
2. Promote our Residential Economy
3. Promote our Neighborhoods

# STRUCTURE OF PLAN

➤ **STRATEGIC PRIORITY**

➤ ***Goals***

➤ **Desired Result**

➤ **Action Steps**

✓ **Tactics**

# PROMOTE OUR VIBRANT VILLAGE

*Goal - Maintain the authentic look and feel of our historic mountain village*

**Desired Result – Historic Mountain Village with Compatible Re-development by updating the Land Use Code for Downtown Districts**

**Action Steps – Town Council, Planning Board & Community**

- Update the Land Use Code to retain village atmosphere and encourage compatible re-development compatible with the 2014 Comprehensive Plan
- Focus
  - ✓ ***Eliminate Conditional Use Permit***
  - ✓ Build community vision for re-development of “Downtown”
  - ✓ ***Preserve West Main Street***
  - ✓ Consider using the skills of an professional planner to guide the process
  - ✓ Tailor recommendations for the unique sub-districts – West Main, East Main, Sunset Drive, Central Business east of Main Street to Valley Boulevard and North Main Street from 221 to Valley Boulevard

# PROMOTE OUR VIBRANT VILLAGE

*Goal - Maintain the authentic look and feel of our historic mountain village*

**Desired Result – Historic Mountain Village with Compatible Re-development by updating the Land Use Code for West Main Street**

**Action Steps – Town Council, Planning Board & Community**

- Update the Land Use Code to retain village atmosphere and encourage re-development compatible with the 2014 Comprehensive Plan
  - Focus
    - ✓ **West Main is “Ground Zero”**
    - ✓ Preservation of older structures, **retain setbacks, maximize greenspace and retain trees**
    - ✓ Special Zoning Permit approval process
    - ✓ Parking & Traffic Management Plan to include paid parking on Main Street and remote parking with shuttles
    - ✓ Codification of the “Creditable Parking” rule.

# PROMOTE OUR VIBRANT VILLAGE

*Goal - Maintain the authentic look and feel of our historic mountain village*

**Desired Result – Historical Mountain Village with Compatible Re-development by updating the Land Use Code for Business District east of Main Street**

**Action Steps – Town Council, Planning Board & Community**

- Update Land Use Code to retain village atmosphere and encourage re-development compatible with the 2014 Comprehensive Plan
- Focus
  - ✓ Best area for more flexible height and set back rules
  - ✓ Profitable re-development
  - ✓ Larger tracks available
  - ✓ Multi-use, hotel, condo and apartment sites
  - ✓ Architectural standards to compliment village
  - ✓ Special transition rules for projects next to neighborhoods

# PROMOTE OUR VIBRANT VILLAGE

*Goal - Maintain the authentic look and feel of our historic mountain village*

**Desired Result – Develop Valley Boulevard as our “Front Door” that complements and feeds our Historical Downtown Mountain Village by updating the Land Use Code for Valley Boulevard**

**Action Steps – Town Council, Planning Board & Community**

- **Implement the two remaining recommendations from the **Valley Boulevard Benchmark Report** and develop a plan for Remote Parking**
- **Focus**
  - ✓ ***Town Council address water quality management by approving Overlay District for West Valley Blvd***
  - ✓ ***Town Council to approve Pedestrian access to Downtown from Middle Fork Greenway Trail to proposed Middle Fork Walking Trail from Main to Sunset***
  - ✓ ***Town Council with community input to develop a plan to build remote parking on Valley Boulevard with proper pedestrian access and shuttle service to Downtown***

# PROMOTE OUR VIBRANT VILLAGE

*Goal – PROMOTE the health and safety of our residents and tourists*

**Desired Result – 24/7 transport ambulance service based in Fire House #1**

**Action Steps – Town Council, Planning Board & Community**

- Town Manager and Town Council to **negotiate** with County Manager and County Commissioners to solve the problem
  - Consider subsidy with phase out
  - Funding to include Blowing Rock Fire District and County

# PROMOTE OUR RESIDENTIAL ECONOMY

*Goal - Re-balanced the economic development equation used by leaders to promote and fund our residential, business & tourist economies*

**Desired Result – Economic Development Strategy to Attract Affluent Homeowners & Tourists and balance Quality of Life**

## **Action Steps – Community**

- ***Complete & Implement Sustainable Tourism Management Plan***
- ***Solve Downtown Congestion & Parking*** with paid parking on Main Street, remote parking lots and garages, drop off spots on Main Street, valet parking, signage and consistent shuttle service
- Encourage ***Town Council & Chamber to embrace Homeownership*** as one of three economic development drivers together with Tourism and Business Ownership
- Encourage homeowners to serve on advisory boards
- Assign Civic Association directors to monitor Advisory Board Meetings.
- ***Improve downtown parks by purchasing the missing links*** between Broyhill Park and Davant Park and funding the Broyhill-Cannon Connector

# PROMOTE OUR RESIDENTIAL ECONOMY

*Goal - Re-balanced the economic development equation used by leaders to promote and fund our residential, business & tourist economies*

**Desired Result – Adequate Town Budget funding for Tourism Expenses**

## **Action Steps – Town Manager & Town Council**

- Determine expenses to serve the Downtown tourist economy and identify alternate sources to balance revenues to expenses
- Modify TDA funding formula to allocate excess revenue to fund “Support” expenses while providing adequate revenue to fund “Promotions” expenses
- Implement Downtown Business Improvement Tax District to improvements and direct support expenses

# PROMOTE OUR RESIDENTIAL ECONOMY

*Goal – Balance all voices to include more homeowner voters*

**Desired Result – Increased number of registered voters and homeowner involvement**

## **Action Steps – BRCA**

- Educate homeowners on key issues
- Promote voter registration
- Recruit homeowners to serve on Advisory Boards
- Recruit homeowners to run for Town Council

# PROMOTE OUR NEIGHBORHOODS

*Goal - Empower Neighborhood Identity and Pride*

**Desired Result - Attractive Residential Neighborhoods**

**Action Steps – Town Council, Civic Association and Community**

- Encourage **creation of neighborhood homeowner associations** like Mayview Park and Laurel Park to include Chestnut, Green Hill, Green Park, Gideon Ridge, Heather Ridge, Morningside, Norwood Circle
- **Enforce short-term rental restrictions** in neighborhoods
- Improve opaque barrier for **Cone Road Site** with improved landscaping, proper gate and relocation of rock bins
- Mitigate **impact of speeding** with additional signage, electronic speed monitoring alert signs, visible striping and rumble strips
- Preserve greenspace throughout the community