1: EXECUTIVE SUMMARY

STATEMENT OF VISION: BOONE 2030

The vision statement for the Boone 2030 Land Use Plan was crafted by the members of the Stakeholder committee. It accurately reflects the broader public input received during the plan process and the Town's Smart Growth aspirations:

1 We will have a vibrant, attractive, walkable, bikable and transit-friendly community that is financially, socially and environmentally sustainable.

2 Our high country heritage is honored through our attention to aesthetic beauty, promotion of our culture, and protection of our natural resources.

3 We are a community of strong (and economically) diverse neighborhoods, successful and beautiful commercial corridors, a vibrant downtown, and high quality educational institutions (all levels).

4 We are a regional center for commerce, health care, and education.

5 Our vibrant downtown and the University is surrounded by strong neighborhoods, successful and beautiful commercial corridors, and an easily accessible University campus.

A PROPOSED VIEW LOOKING WEST ON MAIN STREET WITH NEW INFILL BUILDINGS WITH VERNACULAR ▼ ARCHITECTURAL STYLE AND SENSITIVITY

SMART GROWTH PRINCIPLES

1. Mix land uses.
2. Take advantage of compact building design.
3. Create a range of housing opportunities and choices.
4. Create walkable communities.
5. Foster distinctive, attractive communities with a strong sense of place.
6. Preserve open space, farmland, natural beauty, and critical environmental areas.
7. Strengthen and direct development towards existing communities.
8. Provide a variety of transportation choices.
9. Make development decisions fair, predictable, and cost effective.
10. Encourage community and stakeholder collaboration in development decisions.

Smart Growth Network, www.smartgrowth.org

A PROPOSED VIEW ▶ LOOKING SOUTH AT INFILL ALONG US 321 IN THE KMART PARKING LOT

PLAN PURPOSE

The land use master plan works together with the Town's Comprehensive Plan and other plans and programs to provide for the Town of Boone's long range growth. The land use master plan is a three-dimensional framework for the comprehensive plan and will serve as the basis for all the facility and service needs of the town. It serves as the guiding vision and policy basis for determining the appropriateness of any development or redevelopment that is proposed for Boone. This plan is part of broader on-going comprehensive planning efforts that the Town has been engaged in over the last two decades.

MARKET ASSESSMENT

The plan includes a qualitative market assessment. Key findings of the assessment include:

- Boone's population has grown very little since the 2000 census compared to its neighbors, yet it is pressured by the rapid growth within the surrounding communities and at the University.

- Opportunities exist for Boone to expand its economic base beyond tourism, retail and education by recruiting additional jobs to the County's growing roster of white collar and knowledge-based companies. Targeted economic clusters for Boone might include health, technology and knowledge-based industries.

- Boone has the opportunity to maximize its quality of life and create a more sustainable future by diversifying its housing stock while balancing its tax base.

- Review of the data, current plan documents and the existing conditions suggest three priority areas of focus for future development: Downtown and the primary gateway corridors of US 421 and US 321. To a lesser extent, the NC 105 and NC 194 corridors will require attention as well.

- The estimated vacancy rate of 4.5% suggests a healthy/stable market for retail based upon space inventory.

- The estimated supply of office space suggests a two-year inventory currently in the market. The supply of industrial space suggests that there is a five-year inventory currently in the market.

- There is an opportunity in Boone to provide housing stock that is an alternative to either low cost apartments or high cost low density single family with new offerings such as patio homes, bungalows, lofts, townhomes and condominiums both for-lease and for-sale.

- The most important housing issues facing Boone and the region include: affording housing for working residents; affordable housing for low income residents & seniors; infill housing on vacant or underutilized sites; mixed-use buildings (residential over commercial).
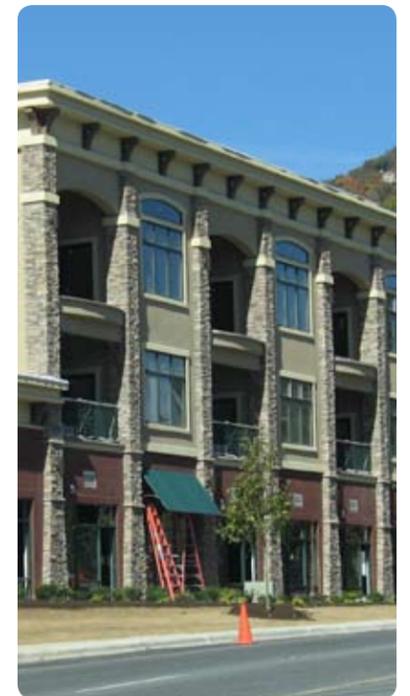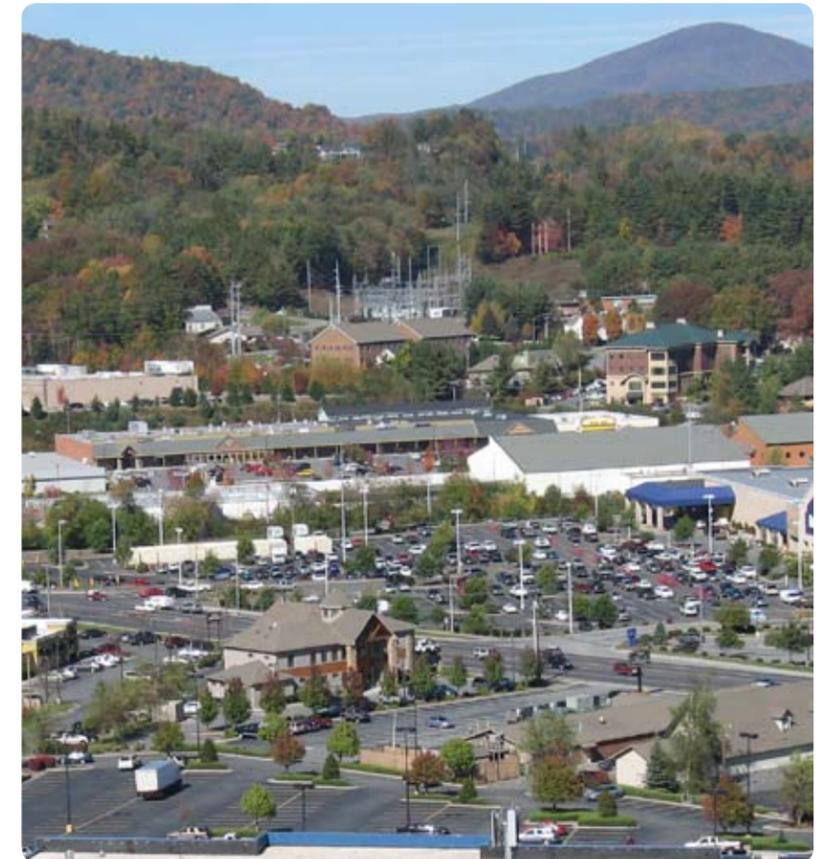
SUMMARY OF PUBLIC INPUT: COMMUNITY PRIORITIES

Beginning in the summer of 2008, the consultant team collaborated with staff, elected officials, citizens, and stakeholders to develop a vision for Boone's planning area. Public participation in the plan development included several key elements:

1. An advisory committee
2. A community-wide survey
3. A plan website
4. A five-day public planning and design workshop (also known as a "charrette") held in October, 2008.

All told, there were more than 1,000 individual citizen and stakeholder interactions throughout the plan process using these various input mediums.

The list below summarizes the major points made by the public during the plan process in the various venues for feedback: the kick-off meeting, the community survey, and the public workshop meetings. The list very much reinforces and corroborates the vision statement developed by the Advisory Committee. While almost all of these elements relate to growth and positive change in Boone, there were some comments that reflected a desire to keep things as they are.

1. Encourage growth/maintain small town atmosphere
2. Protect natural resources
3. Provide transportation choices; Make it practical for people to bicycle/walk
4. Relieve traffic congestion
5. Develop a vibrant downtown
6. Create attractive streetscapes and corridors
7. Encourage denser /pedestrian-friendly, mixed-use development
8. Facilitate infill/redevelopment
9. Promote economic development
10. Increase community interaction/cultural resources
11. Provide a broad range of housing opportunities
12. Cultivate bold, visionary leadership
13. Make the development approval process predictable
14. Foster cooperative Town/University development
15. Don't change a thing (except taxes)

▲
◄ **MEDIA APPLICATIONS & INPUT FORUMS**

The images above and at left portray the various media used during the charrette. They included project posters, community surveys, project website, powerpoint presentations, and video interviews. These various formats were used to raise awareness about the plan, keep the public posted on the latest ideas generated, and will serve as a multi-media record of the proceedings.

THE FRAMEWORK PLAN

The Framework Plan is a land use policy map intended to provide guidance to Boone's leaders as they make decisions on where and how the community should grow. It provides the overall structure for orchestrating appropriate patterns of growth and environmental conservation throughout the community. As such, it provides the framework for and is the cornerstone of the Land Use Plan. As a policy guide, the land use master plan is not a regulatory document but rather a reflection of the community's vision of its future self.

As land use and transportation are inextricably linked, the Framework Plan incorporates planned and existing roadway facilities. It also is informed by existing development trends and adopted land use policy, including the Town's existing zoning districts, viewshed protection areas, water supply watershed protection areas, and water/sewer service delivery areas. In addition to the methodology described below, the Framework Plan is also based on development concepts that the community articulated and prioritized during the plan process. Community land use priorities include: protecting natural resources; developing a vibrant downtown; encouraging pedestrian-friendly, mixed-use development; facilitating infill/redevelopment; and providing a broad range of housing opportunities.

The Framework Plan methodology divides land within the study area into six separate classifications or "sectors" (labeled as O-1 through G-4 and further described on the pages that follow). These range from the most natural (Preserved Lands) to the most urbanized areas (Downtown/Mixed-Use), with each sector reflecting the appropriate balance between environmental conservation and development intensity for the area.

The Framework Plan is a macro-level planning tool to properly organize the Boone community. While it is coded to the parcel level, it is not intended to replace the zoning map. Rather, it is an aggregation of a series of zoning categories that combine to form neighborhoods and sectors. Once adopted, the Framework Plan can more easily be adapted to the existing zoning categories in the town's zoning or serve as a basis for a full conversion to a form-based code in the future. The matrix which follows is a cross referencing tool to help guide individual zoning decisions.
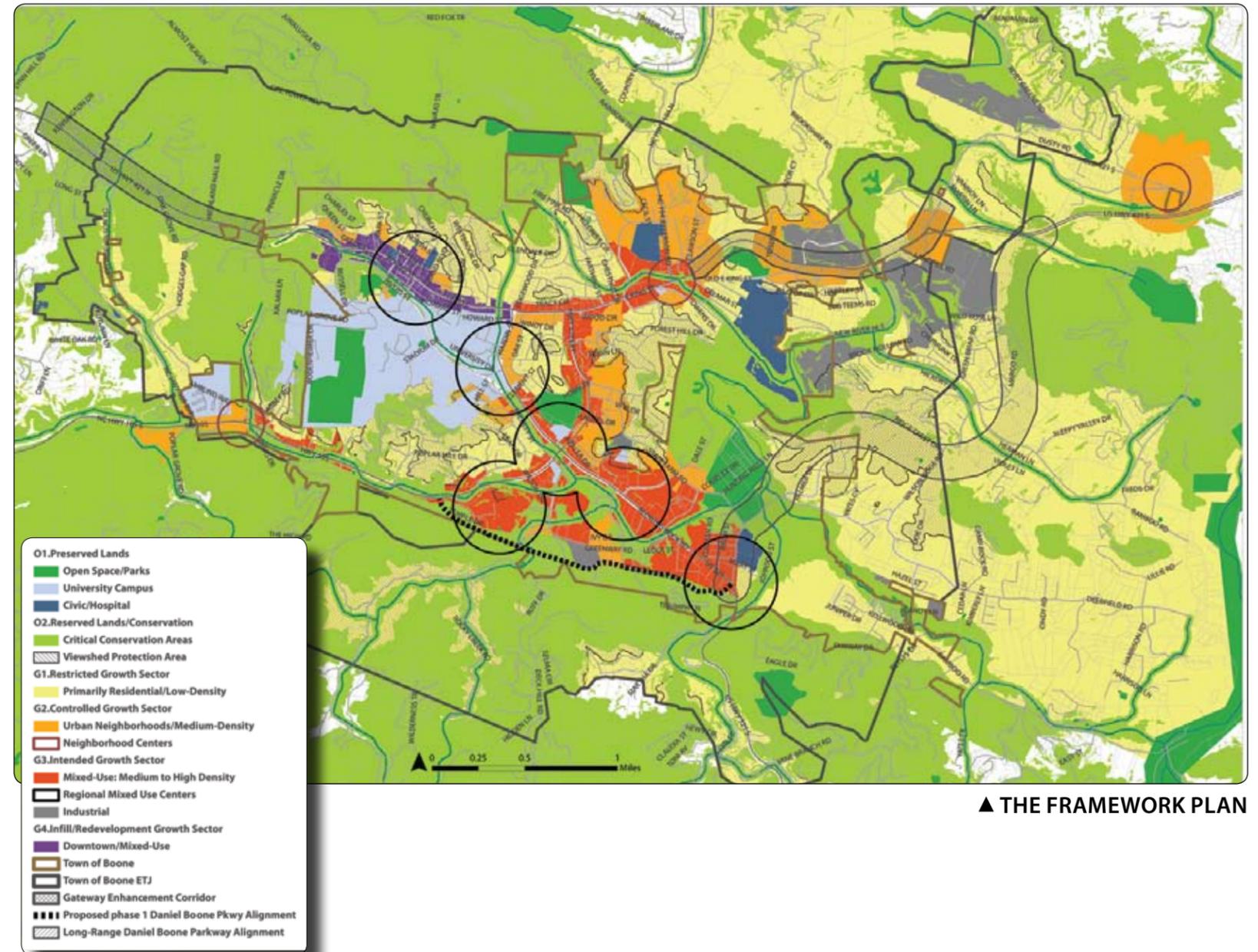
The Framework Plan is a land use policy map intended to provide guidance to Boone's leaders as they make decisions on where and how the community should grow. It provides the overall structure for orchestrating appropriate patterns of growth and environmental conservation throughout the community.

Legend:

O1.Preserved Lands
- Open Space/Parks
- University Campus
- Civic/Hospital

O2.Reserved Lands/Conservation
- Critical Conservation Areas
- Viewshed Protection Area

G1.Restricted Growth Sector
- Primarily Residential/Low-Density

G2.Controlled Growth Sector
- Urban Neighborhoods/Medium-Density
- Neighborhood Centers

G3.Intended Growth Sector
- Mixed-Use: Medium to High Density
- Regional Mixed Use Centers
- Industrial

G4.Infill/Redevelopment Growth Sector
- Downtown/Mixed-Use
- Town of Boone
- Town of Boone ETJ
- Gateway Enhancement Corridor
- Proposed phase 1 Daniel Boone Pkwy Alignment
- Long-Range Daniel Boone Parkway Alignment

▲ **THE FRAMEWORK PLAN**

IMPLEMENTATION RECOMMENDATIONS

The matrix that follows lists the major implementation recommendations in the report. They are categorized by project type and assigned an implementation time frame based on priority of completion. The matrix suggests the primary implementing agency for each initiative and other organizations/entities that each action step should be coordinated with. The matrix also includes a column indicating "Status" of implementation. This column has been left blank in hopes that it will be used over time to track progress on implementation of the various recommendations.

Page	Project/Task Type	Project/Task	Implementing Agency	Coordinate with (Agency, Organization)	2009-2010	2011-2014	2015-2019	On-going	Status
4: THE FRAMEWORK PLAN									
CH. 4	Policy & Ordinance Amendments	Adopt the framework plan and use it to guide land use decisions.	Town of Boone	Watauga County	X				
36	Policy & Ordinance Amendments	Subdivide regional sectors into transect zones and develop/apply new context-based development standards .	Town of Boone			X			
41	Studies & Plans	Complete a detailed small area plan for the Kellwood/Happy Valley area.	Town of Boone & Watauga County	Area landowners, businesses, NCDOT		X			
5: INFRASTRUCTURE & SUSTAINABILITY									
48	Studies & Plans	Develop a detailed open space/green infrastructure plan.	Town of Boone & Watauga County	ASU & other land owners, local conservancies, environmental organizations		X			
48	Policy & Ordinance Amendments	Enhance minimum open space requirements.	Town of Boone	Local advocacy organizations, developers		X			
48	Studies & Plans	Implement the recommendations of the urban forestry management plan.	Town of Boone	Local advocacy organizations, developers				X	
49	Policy & Ordinance Amendments	Investigate application of a TDR Program for preservation of sensitive environmental/agricultural lands.	Town of Boone & Watauga County	Landowners, local conservancies		X			
50	Policy & Ordinance Amendments	Encourage infill in developed areas with regulations and incentives.	Town of Boone	Landowners, developers	X	X			
51	Policy & Ordinance Amendments	Apply best management practices for water resources/smart growth.	Town of Boone	Environmental organizations & other advocacy orgs; developer groups	X	X	X	X	
51	Studies & Plans/Policy & Ordinance Amendments	Develop a comprehensive storm drainage and flood management plan.	Town of Boone			X			
52	Policy & Ordinance Amendments	Consider increasing minimum riparian buffer widths in certain areas.	Town of Boone	Environmental organizations & other advocacy orgs; developer groups		X			
52	Policy & Ordinance Amendments	Discourage development in the 100-year floodplain.	Town of Boone	Landowners including ASU					
53	Support, Assistance & Coordination	Continue to protect the water supply from encroachment with carefully managed development.	Town of Boone, landowner, developer					X	
53	Support, Assistance, Coordination	Advocate for water conservation techniques in construction practices.	Town of Boone	Town of Boone, ASU, state & local environmental organizations/agencies				X	
53	Studies & Plans	Develop a water and sewer master plan that accommodates the build-out envisioned in this plan.	Town of Boone	ASU		X			
54	Policy & Ordinance Amendments	Adopt the Site Resource Assessment (SRA) Tool for developments in sensitive and low density growth areas.	Town of Boone			X			
54	Support, Assistance, Coordination	Promote the use of the SRA through education, funding, incentives, and sharing of information.	Town of Boone	Local land development consultants, ASU students & faculty, CCCT		X			

Page	Project/Task Type	Project/Task	Implementing Agency	Coordinate with (Agency, Organization)	2009-2010	2011-2014	2015-2019	On-going	Status
56	Policy & Ordinance Amendments	Apply best practices for steep slope development.	Town of Boone			X			
57	Policy & Ordinance Amendments	Require and promote landslide protection recommendations.	Town of Boone			X			
58	Support, Assistance & Coordination	Provide leadership for sustainable building practices.	Town of Boone	ASU Sustainability Program				X	
58	Policy & Ordinance Amendments	Encourage green building standards for private development.	Developers	Town of Boone, ASU, developers		X	X	X	
59	Support, Assistance, Coordination	Establish an energy task force and develop a renewable energy plan.	Town of Boone, power company, ASU,	AIRE and related organizations	X	X			
59	Policy & Ordinance Amendments	Remove regulatory barriers to renewable energy and provide incentives for their use.	Town of Boone, power company, ASU,	AIRE and related organizations	X	X			
6: TRANSPORTATION									
66	Policy & Ordinance Amendments	Adopt and apply liveable transportation principles.	Town of Boone	NCDOT, ASU, High Country RPO	X	X	X	X	
69	Support, Assistance & Coordination	Advocate for the low build alternative to Daniel Boone Parkway.	Town of Boone	NCDOT, High Country RPO, Watauga County	X	X	X	X	
72	Capital Improvements	Consider capital improvements for downtown including: improved pedestrian and intersection safety; consider reverse angle parking, and consider a festival street section for Howard Street.	Town of Boone		X	X			
72	Studies & Plans; Support, Assistance & Coordination	Conduct a parking study for downtown.	Town of Boone	Watauga County, ASU	X	X			
73	Support, Assistance & Coordination	Implement planned pedestrian and bicycle improvements with the US 421 widening.	Town of Boone, High Country RPO	NCDOT	X	X			
75	Support, Assistance & Coordination	Consolidate driveways and develop cross-parcel connections along US 321.	Town of Boone, Land owners/developers	NCDOT	X	X	X		
75	Studies & Plans	Consider a plan for an urban boulevard for US 321.	Town of Boone, NCDOT	High Country RPO		X			
75	Capital Improvements	Implement pedestrian and bicycle improvements to US 321 corridor.	Town of Boone, NCDOT	High Country RPO, ASU	X	X	X		
76	Capital Improvements	Reallocate space on Rivers and Hardin Streets to other modes of transportation.	Town of Boone, ASU	NCDOT	X	X			
76	Capital Improvements	Provide additional roadway connections and safety upgrades.	NCDOT	Town of Boone, High Country RPO	X	X	X		
78	Capital Improvements	Continue to improve and expand AppalCART services, information, shelters, and bicycle racks.	AppalCART/High Country RPO	Town of Boone, ASU	X	X			
78	Support, Assistance & Coordination	Establish park-and-ride facilities to be introduced at community gateways.	AppalCART/High Country RPO	Town of Boone, ASU		X			
78	Support, Assistance & Coordination	Expand regional bus services to additional locations.	Piedmont Area Regional Transit (PART)	AppalCART, ASU, NCDOT, High Country RPO		X	X		
81	Studies & Plans	Complete a pedestrian master plan.	Town of Boone	ASU, RPO, NCDOT		X			
81	Policy & Ordinance Amendments	Make pedestrian accessibility changes to the unified development ordinance as recommended in the smart growth audit.	Town of Boone		X				
81	Capital Improvements	Prioritize sidewalk construction around identified nodes and key pedestrian routes. Improve pedestrian safety at intersections and crossings.	Town of Boone	NCDOT	X	X	X	X	

Page	Project/Task Type	Project/Task	Implementing Agency	Coordinate with (Agency, Organization)	2009-2010	2011-2014	2015-2019	On-going	Status
81	Capital Improvements	Develop bicycle facilities as part of proposed or planned roadway projects.	NCDOT, Town of Boone	High Country RPO, ASU	X	X	X	X	
81	Studies & Plans	Complete a bicycle master plan.	Town of Boone	ASU, RPO, NCDOT		X			
81	Capital Improvements	Develop and expand greenways.	Town of Boone	Watauga County		X	X	X	
7: DOWNTOWN BOONE									
89	Studies & Plans	Complete a "Comprehensive Downtown Master Plan".	Town of Boone	ASU, Watauga County		X			
89	Capital Improvements	Develop a new signage & wayfinding package.	Town of Boone	CAC, ASU, Watauga County		X			
89	Capital Improvements	Enhance streetscapes and introduce street furnishings.	Town of Boone	CAC, ASU, Watauga County		X	X		
89	Capital Improvements	Daylight the creek south of Howard Street and create a downtown park area.	Town of Boone, ASU	Land owners, developers, Environmental Organizations		X	X		
89	Capital Improvements	Consider extending Appalachian Street as a through street or path.	Town of Boone, ASU			X			
89	Capital Improvements	Develop shared parking structures in partnership with the University.	Town of Boone, ASU			X	X		
89	Capital Improvements	Create a green pedestrian alley/public space between King and Howard Streets.	Town of Boone			X			
92	Policy & Ordinance Amendments; Studies & Plans	Evaluate various strategies to help maximize the use of existing parking facilities and help promote continued infill development downtown.	Town of Boone, ASU	Watauga County	X	X			
93	Support, Assistance, Coordination	Promote mixed use infill along King Street.	Town of Boone	ASU	X	X	X	X	
93	Support, Assistance, Coordination	Continue conversations and cooperation with ASU and other stakeholders.	Town of Boone, ASU	Watauga County	X	X	X	X	
94	Support, Assistance, Coordination	Apply urban design & retailing principles in downtown.	Merchants, Property Owners, DBDA	Town of Boone	X	X	X	X	
8: FOCUS AREAS									
98	Support, Assistance, Coordination	Redevelopment of old high school site.	Watauga County	Town of Boone		X	X		
98-110	Support, Assistance, Coordination	Various development/redevelopment model sites which exemplify the principles of mixed-use, pedestrian-orientation, compact development/infill, and conservation subdivision.	Landowners, developers	Town of Boone	X	X	X	X	
104	Support, Assistance, Coordination	Establish, expand, enhance potential park-n-ride facility at ASU off-campus parking lot.	ASU	AppalCART, Town of Boone		X			
104	Capital Improvements	Consider a shared use public works facility between the University and the Town.	ASU, Town of Boone			X			
106	Support, Assistance & Coordination	Work with environmental organizations, ASU, and area property owners to implement the recommendations in this plan.	Town of Boone	ASU, state & local environmental organizations/agencies	X	X	X	X	
106	Support, Assistance & Coordination	Look for opportunities for demonstration projects in conjunction with development or redevelopment along creeks.	Environmental Organizations, landowners, developers	Town of Boone, ASU, state & local environmental organizations/agencies	X	X	X	X	
106	Policy & Ordinance Amendments	Incorporate creek restoration and stormwater BMPs into development requirements.	Town of Boone			X			
108	Support, Assistance & Coordination	Showcase redevelopment site along US 321 as a "green" park opportunity.	Town of Boone, landowner, developer	ASU, environmental organizations		X			

Page	Project/Task Type	Project/Task	Implementing Agency	Coordinate with (Agency, Organization)	2009-2010	2011-2014	2015-2019	On-going	Status
9: GENERAL RECOMMENDATIONS									
112	Policy & Ordinance Amendments	Establish location and design criteria for affordable/workforce housing.	Town of Boone	Area housing agencies	X				
113	Policy & Ordinance Amendments	Provide incentives and remove regulatory barriers for affordable/workforce housing.	Town of Boone	Developers, area housing agencies	X	X			
113	Policy & Ordinance Amendments	Work to provide sewer/water allocations and service to a proportional number of affordable housing units.	Town of Boone	Developers		X			
113	Support, Assistance, Coordination	Work with local employers to develop in-town housing options for employees.	Town of Boone	Housing agencies, local employers (Hospital, ASU, etc.)		X	X	X	
113	Support, Assistance, Coordination	Work with ASU to maximize on-campus housing options for students.	ASU	Town of Boone	X	X	X	X	
114	Support, Assistance, Coordination; Studies & Plans	Continue to support the Historic Preservation Commission in their efforts to inventory significant properties and develop a preservation plan.	Town of Boone	Historic Preservation Commission	X	X	X	X	
114	Policy & Ordinance Amendments	Identify High Country-specific historic architectural details and incorporate these into local design guidelines.	Town of Boone	Historic Preservation Commission, local builders, designers		X			
114	Policy & Ordinance Amendments	Work with private developers, property owners and public entities (e.g., ASU, etc.) to protect historic and culturally significant structures and sites as new developments are proposed. Provide incentives for protecting and preserving structures and significant sites.	Town of Boone	Local developers and property owners	X	X	X	X	
115	Policy & Ordinance Amendments	Develop design standards for all buildings.	Town of Boone	Local builders, designers		X			
116	Policy & Ordinance Amendments	Incorporate visitability and universal design standards into local guidelines and requirements.	Town of Boone			X	X		
117	Policy & Ordinance Amendments	Rewrite the UDO and revise the zoning map based on the Framework Plan.	Town of Boone	Developers, landowners, advocacy organizations	X	X			
117	Studies & Plans	Prepare small area plans for neighborhoods and districts.	Town of Boone	Neighborhood and district organizations		X	X	X	
117	Policy & Ordinance Amendments	Designate gateway enhancement corridors.	Town of Boone	Land owners, developers		X			
117	Studies & Plans	Create a capital improvement prioritization plan.	Town of Boone	NCDOT, High Country RPO, ASU, Watauga County	X	X			
117	Support, Assistance, Coordination	Establish a Boone Design Studio.	Town of Boone	ASU		X			
118	Support, Assistance, Coordination	Develop a public/private partnership program for redevelopment.	Town of Boone			X			