

What is a Comprehensive Plan

and Why Do We Need One?

The Comprehensive Plan

- Adopted by the Board of County Commissioners
- Is a vision for the future
- Provides policy guidance for growth and development
- Does not mandate, only recommends
- Provides a framework to assure future development and redevelopment is consistent with the character of Jackson County
- Serves as a guide to attain the community's vision for the future



Preparation of the Comprehensive Plan

- Develop a vision for the County's future
 - Steering committee role
 - Involve citizens
- Identify long term issues
 - Issues resulting from past development
 - Issues affecting future development
- Establish goals based on the community vision
 - Relate goals to the vision and to identified issues
 - Goals can be inspirational but based on reality
- Collect data and assess trends
 - Population projections
 - Areas of growth – type and location
 - Acknowledge challenges

Preparation of the Comprehensive Plan

- Incorporate citizen comment and input
 - Some community meetings
 - Use of social media and the internet
 - Citizen support is critical to implementation of recommendations
- Identify challenges and opportunities
 - Realistic and objective
- Evaluate alternatives
 - Alternatives can include projects and policy changes
 - Identify opportunities for collaboration and cooperation
- Create implementation strategy
 - Identify responsible persons, agencies, organizations
 - Develop a schedule – short range, medium range, and long range
- Adopt the plan
 - Buy in by the governing boards

Why Prepare a Comprehensive Plan?



Is Jackson County growing?

We have plenty of room and resources to accommodate growth.

We don't need a plan that tries to tell us what to do.

Jackson County Historic Growth

Table 2 Growth Trend in Jackson County 1900-2010

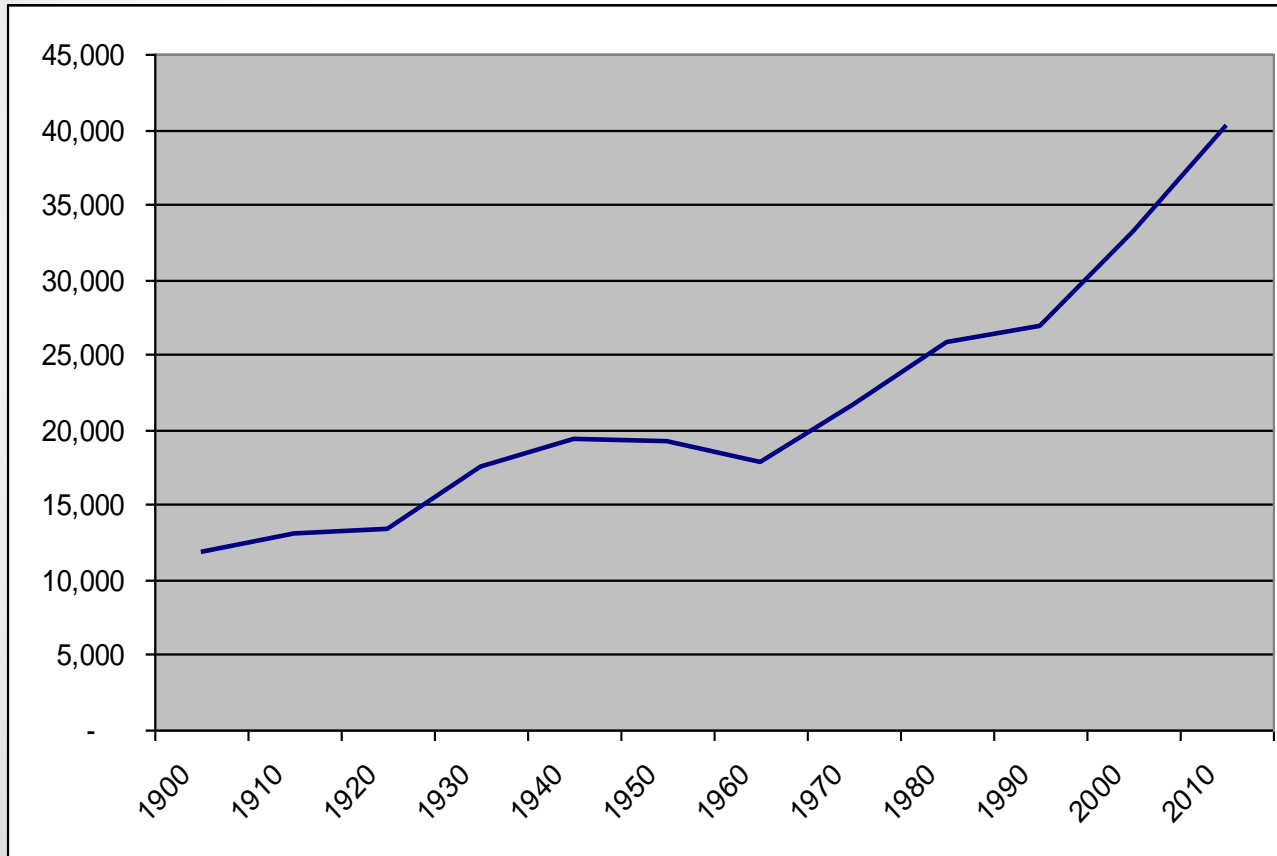
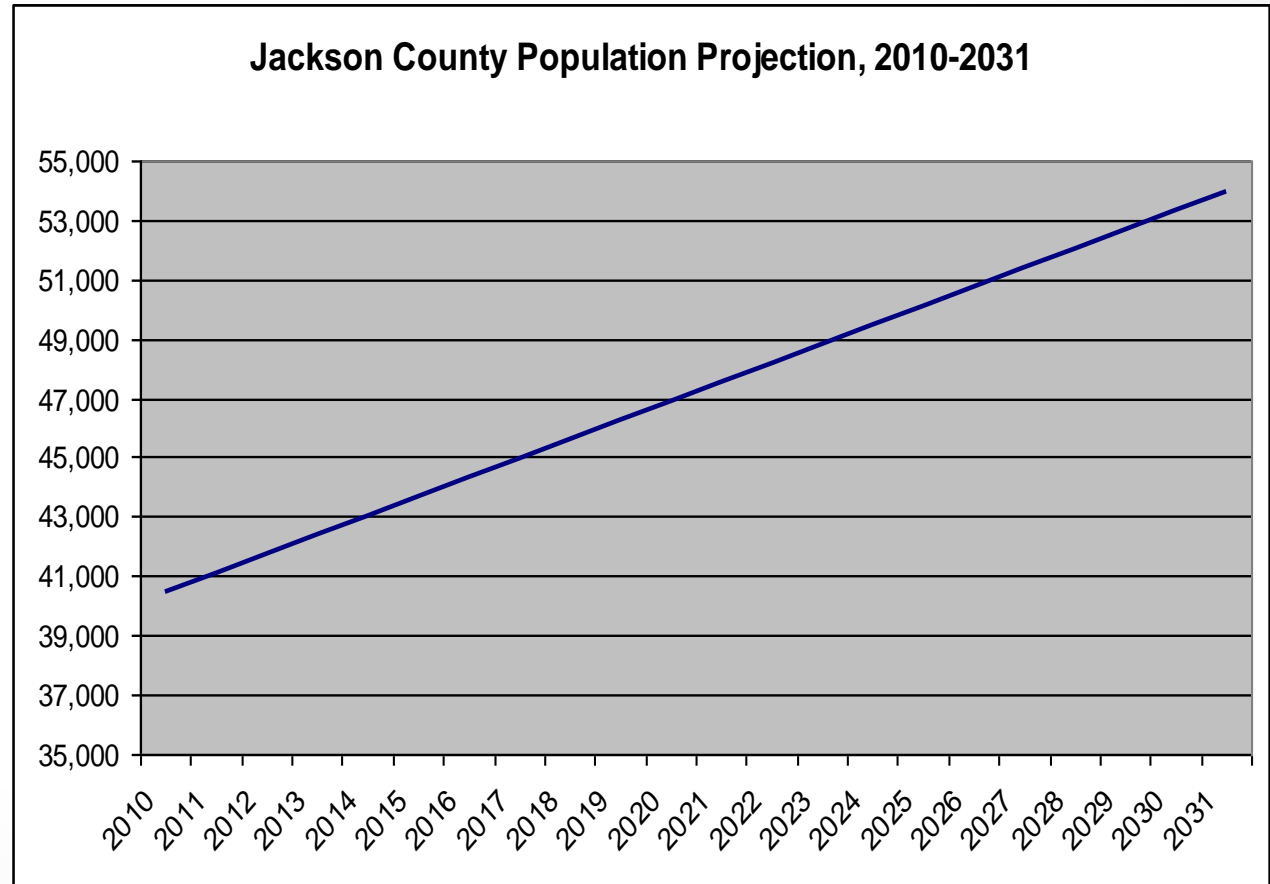


Table 1 Historical Growth 1900 - 2010

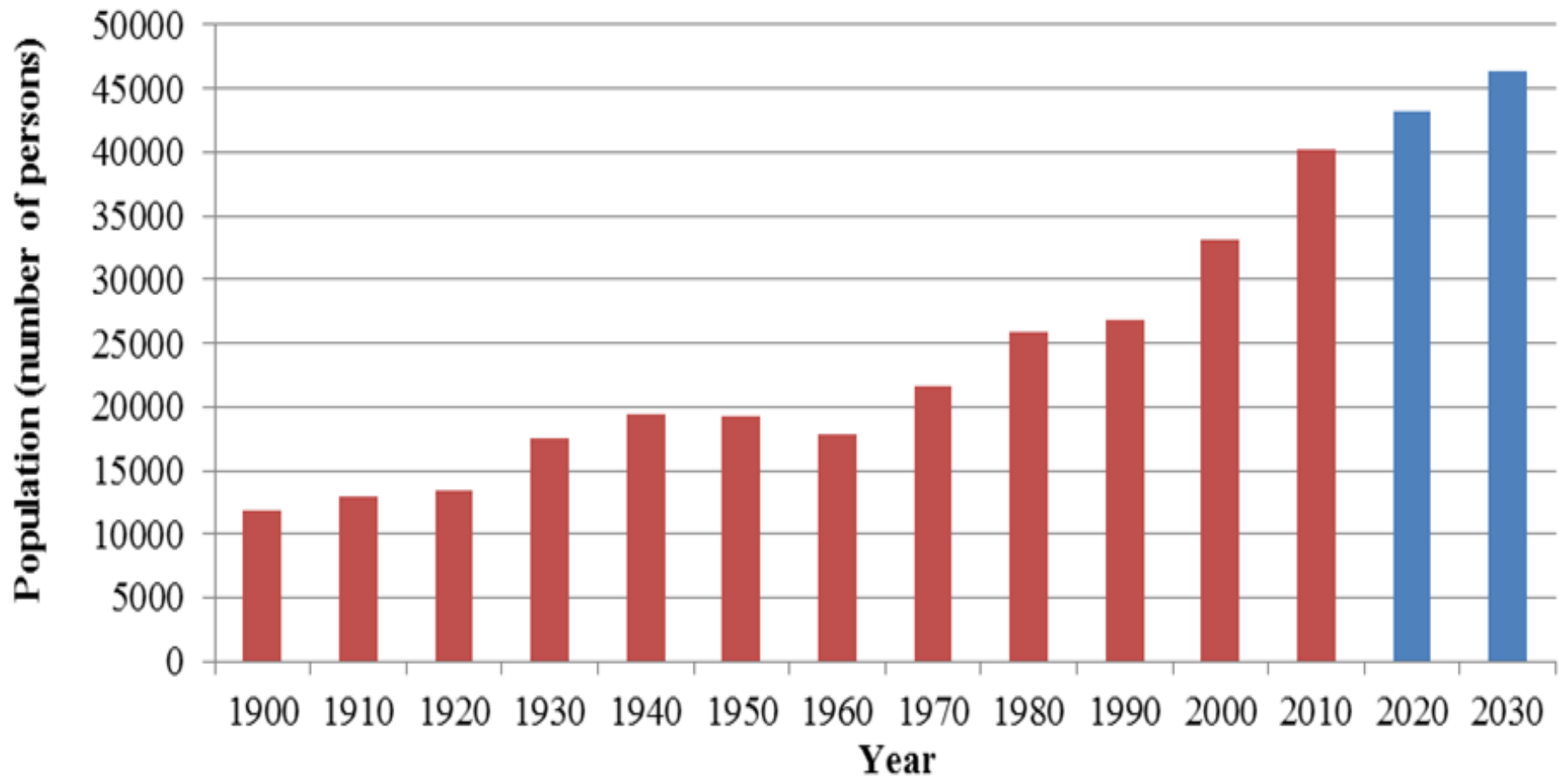
Year	Population	Percent Increase
1900	11,853	
1910	12,998	9.66%
1920	13,396	3.06%
1930	17,519	30.78%
1940	19,366	10.54%
1950	19,261	-0.54%
1960	17,780	-7.69%
1970	21,593	21.45%
1980	25,811	19.53%
1990	26,846	4.01%
2000	33,121	23.37%
2010	40,271	21.59%

Jackson County Projected Growth

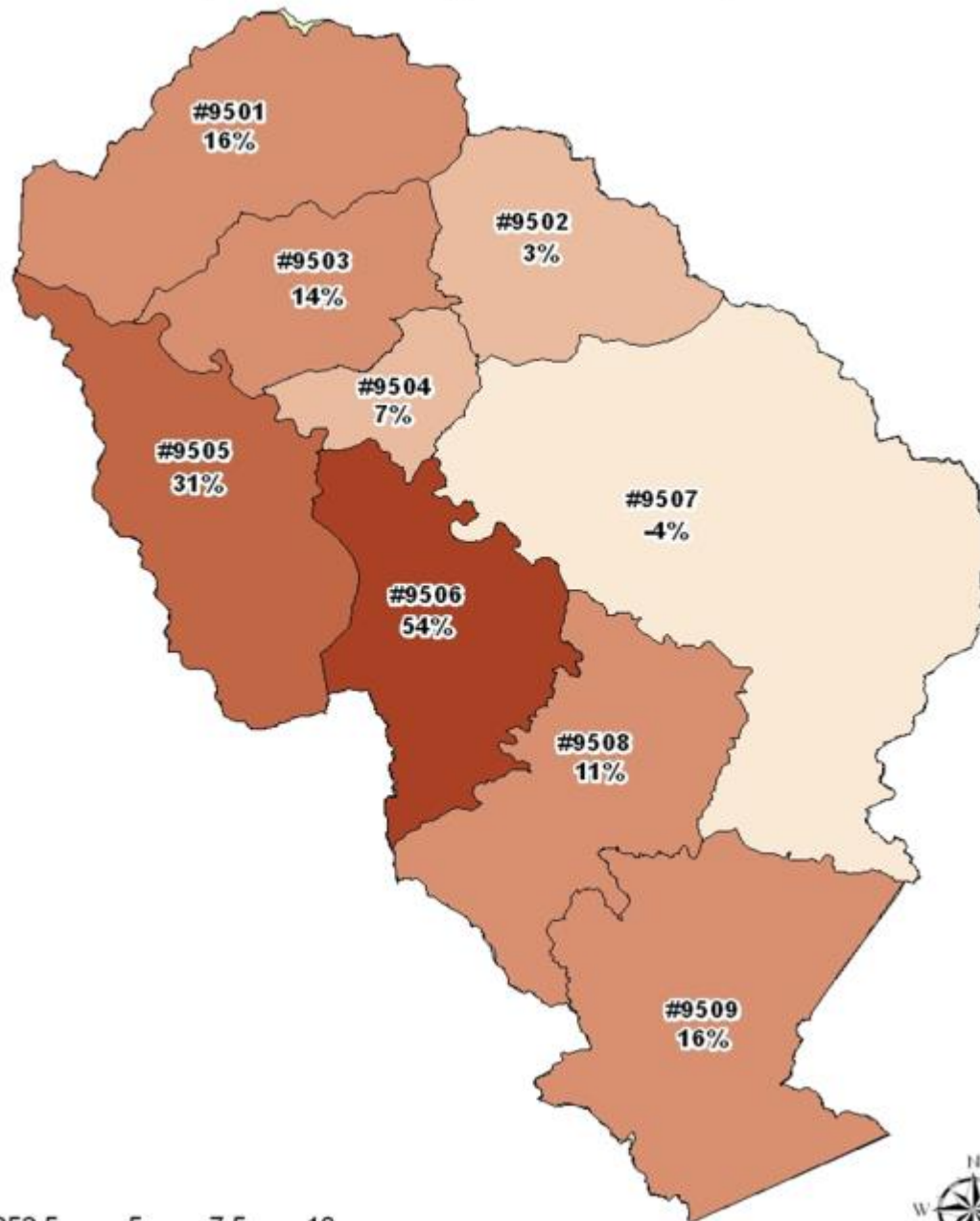
Year*	Projection
2010	40,480
2011	41,123
2012	41,767
2013	42,408
2014	43,054
2015	43,697
2016	44,340
2017	44,985
2018	45,626
2019	46,271
2020	46,915
2021	47,555
2022	48,200
2023	48,844
2024	49,486
2025	50,129
2026	50,773
2027	51,417
2028	52,061
2029	52,704
2030	53,347
2031	53,991



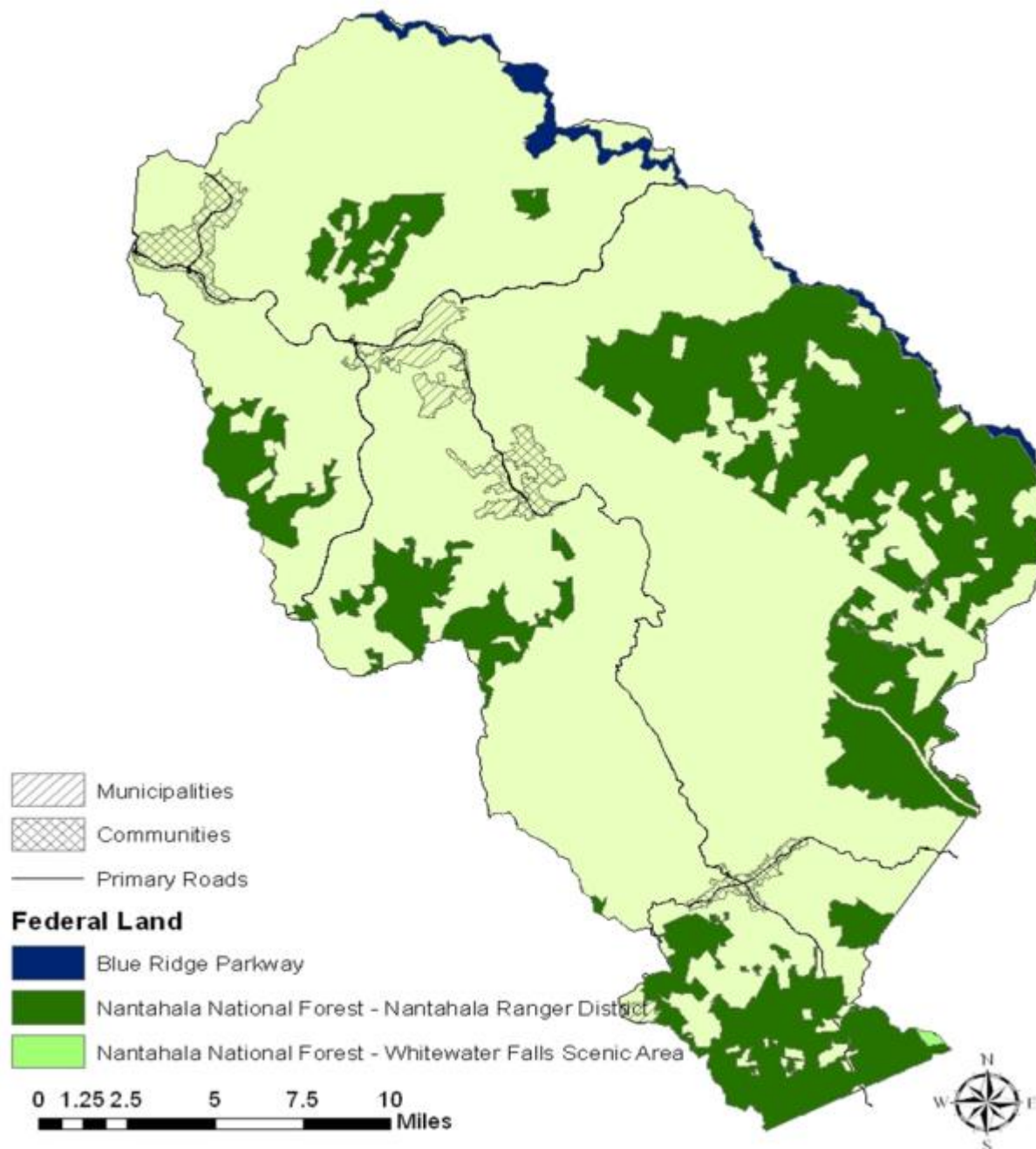
Jackson County Historical and Projected Growth



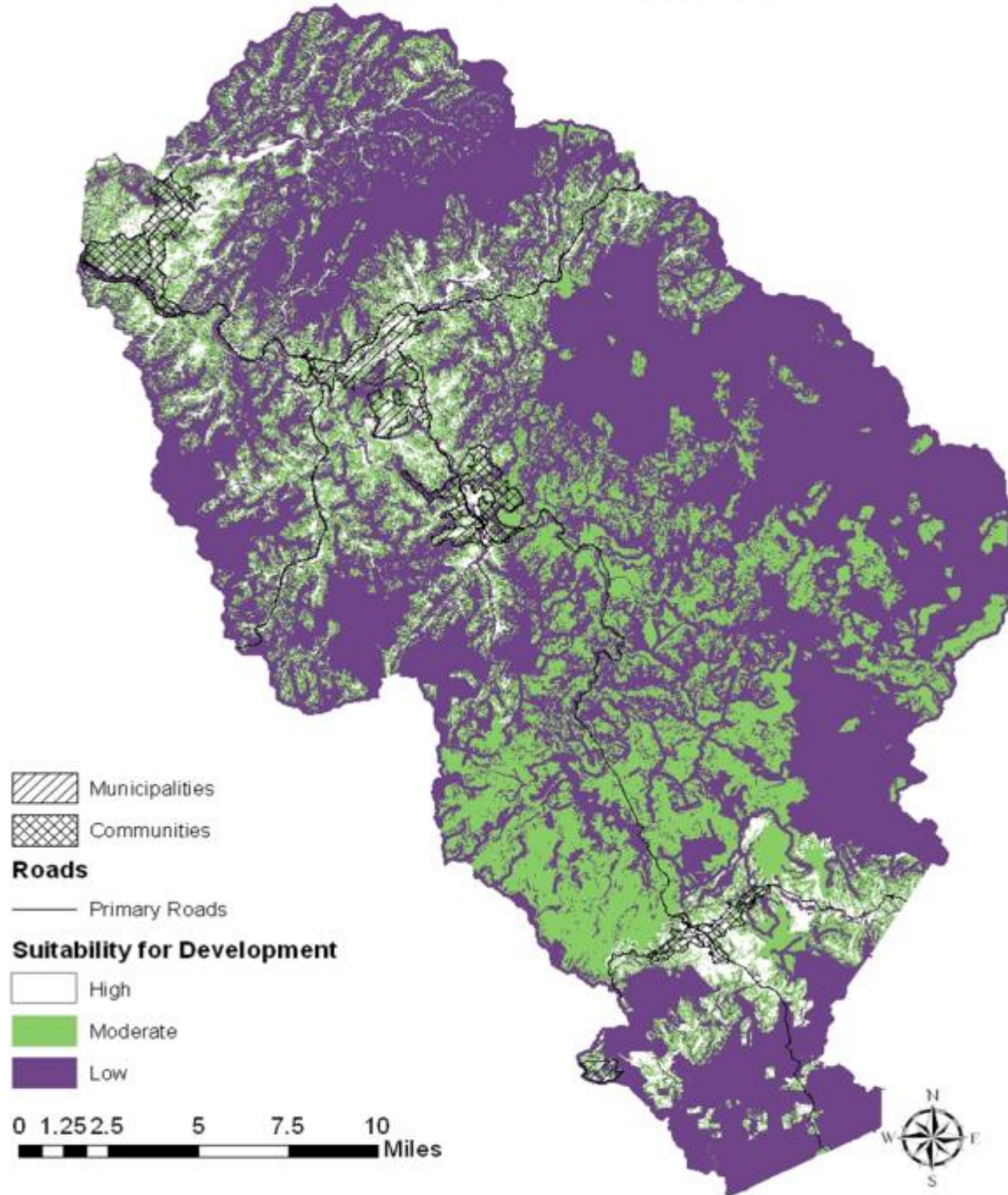
Percent Population Change 2000-2010 by Census Tract



Federal Land in Jackson County



Suitability of Land For Development



Proposed Comp Plan Elements

- Introduction and Background
- County overview and history
- Development trends
- Demographics – past growth trends and projections
- Land use
- Transportation
- Economic development
- Infrastructure – water, wastewater, and broadband
- Education
- Recreation
- Public health and health care
- Community services
- Housing
- WCU Role and Impact
- Land conservation/farmland preservation
- Communities – Cashiers, Cullowhee, Whittier
- Municipalities
- Implementation matrix

Role of the Steering Committee

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Why am I here and what do I do?

Your Mission

- Serve as a liaison to your agency/organization
 - Provide a conduit for information
- Identify needs and issues to be addressed in plan
- Assure that the plan includes issues of importance to the community and to your agency/organization
 - Municipal representatives should assure municipal needs and goals are included in plan
 - Address plans and needs of agencies/organizations
- Review all material and provide comments
- Identify opportunities for collaboration to achieve goals
- Assist with public outreach and community input
 - Share the plan with colleagues
- Endorse/approve the final plan

Questions to be Answered

- Where is growth and development occurring?
- Where do we want growth and development?
- What form do we want growth and development to take?
- What is needed to encourage the development we want?
- Do we have the infrastructure (roads, water, wastewater treatment, broadband, schools, healthcare) to accommodate new development?
- Where will current and new residents live and work?
- How can we support development and maintain our quality of life and the environment?



**If you don't know where you
are going, any road will take
you there.**