

Economic Development Update

Ferry Road – Property Analysis

March 2, 2021



Background and Request

Background:

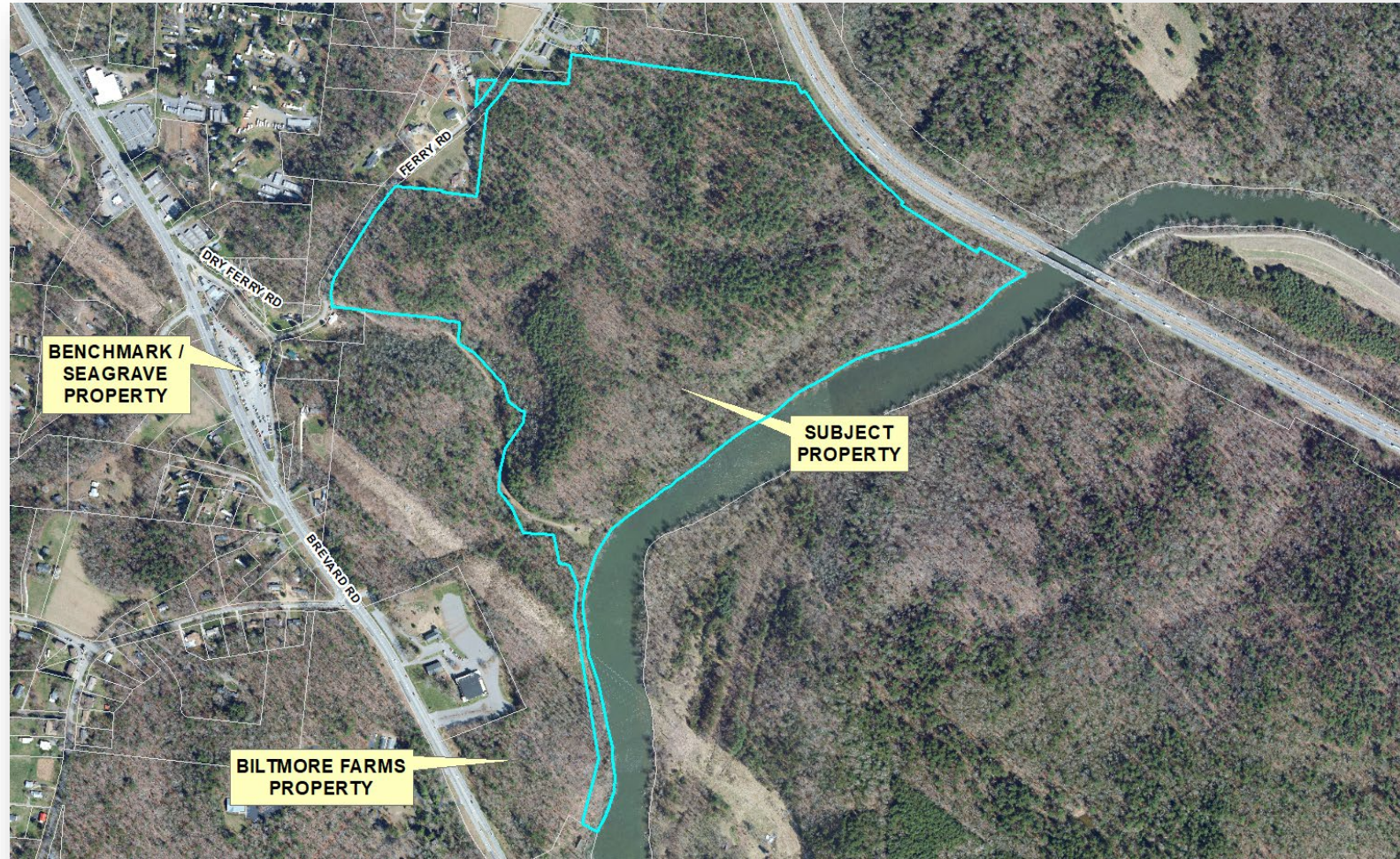
- On October 30, 2020, Buncombe County released an RFQ for Property Analysis and Site Planning Services.
- The evaluation team selected Equinox from seven proposals.
- Equinox will:
 - Analyze the Ferry Road property for potential multi-functional usage, and
 - Provide development scenarios for Board consideration in alignment with Buncombe 2025 Strategic Plan Goals (e.g., affordable housing, environmental stewardship, recreational).

Request for Board Action:

- Authorize the County Manager to contract with Equinox.



Site Location



Scope of Services

- Phased approach with decision points and optional tasks
- Emphasis on:
 - Environmental and natural resource assessment
 - Transportation and access assessment
 - Mixed use development with Strategic Plan alignment (e.g., affordable housing, recreational opportunities, environmental stewardship)
- Community and public input throughout the phases.



PROJECT APPROACH: PHASE 1 (2-3 MONTHS)

PROJECT TEAM



PHASE 1 BACKGROUND & BASELINE SITE ASSESSMENT

KICK OFF MEETING W/ LEADERSHIP TEAM

Early vision and goal setting

SITE ANALYSIS & NATURAL RESOURCE ASSESSMENT

Areas to conserve & enhance

TRANSPORTATION ACCESS ASSESSMENT

Options for transportation access to the site

SUITABILITY PLAN

Opportunities & constraints for conservation, development, & recreation

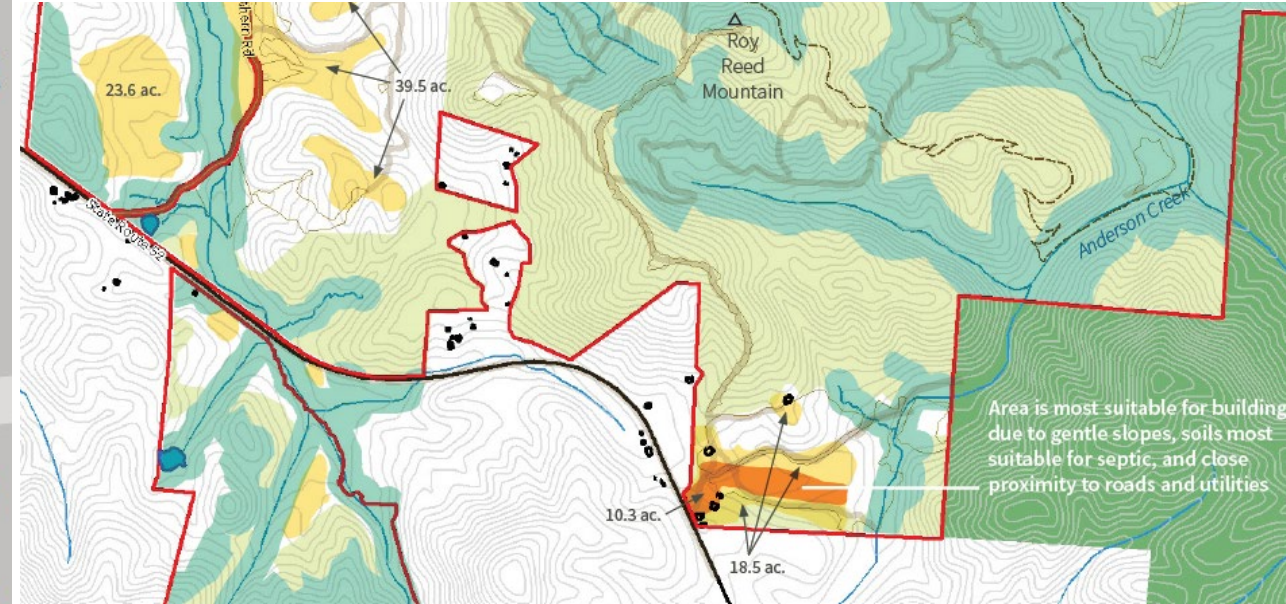
DEVELOPMENT & SUSTAINABILITY FRAMEWORK DIAGRAMS

4-6 high-level concept sketches that convey overall land use (housing, commercial, etc), open space and recreation, conservation, transportation, etc.

INFORMATION PACKAGE FOR COUNTY COMMISSIONER'S WORK SESSION/ MANAGER'S ADVISORY GROUP

Presentation of Phase 1 findings and the Development & Sustainability Framework Diagrams, input on preferred 3 frameworks

**MAJOR CHECKPOINT: DECISION TO
MOVE FORWARD**



(Suitability Plan Example)

Buildable Areas

- Most Suitable for Buildings/Development
- Suitable for Buildings/Development
- Areas with Lower Conservation Value, but More Difficult to Develop

Conservation Zones

- Primary Zone
- Secondary Zone



BUNCOMBE COUNTY



PROJECT APPROACH: PHASE 1

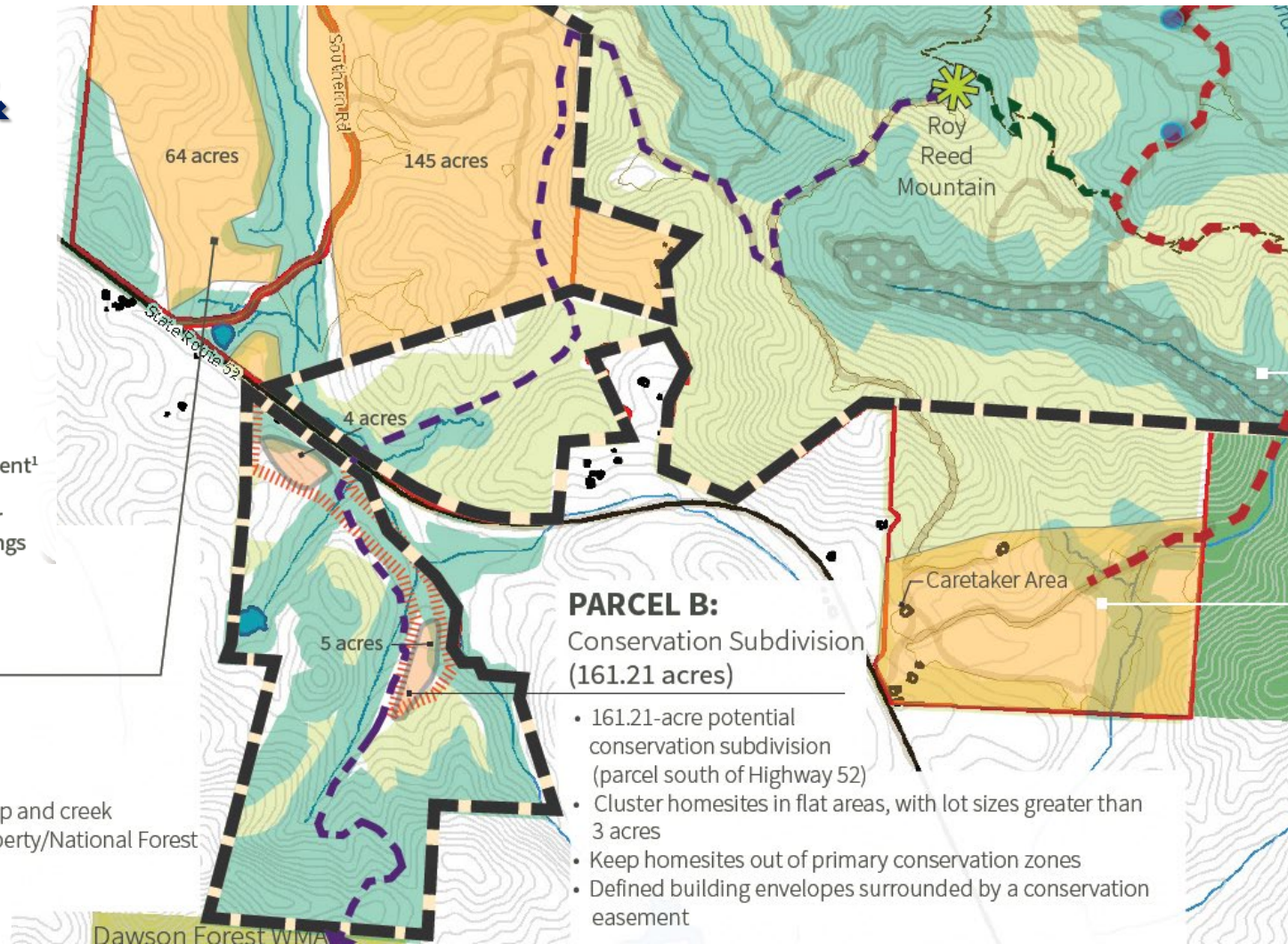
Analysis/ Development & Sustainability Framework Diagrams

- Anderson Creek Heritage Trail
- Dawson Forest Trail Connector
- Best Areas for Low Density Development¹
- ▨ Areas Within Easement That Allow for Increased Impervious Surface/Buildings

PARCEL A: Low Density Development (273.28 acres)

Suitability Factors:

- Close proximity to Highway 52
- Some septic suitability
- Gentle slopes for building
- Conservation values limited to ridge top and creek
- Fewer options to connect into the property/National Forest
- Close to electric utilities
- Best visual connection to Highway



PARCEL B: Conservation Subdivision (161.21 acres)

- 161.21-acre potential conservation subdivision (parcel south of Highway 52)
- Cluster homesites in flat areas, with lot sizes greater than 3 acres
- Keep homesites out of primary conservation zones
- Defined building envelopes surrounded by a conservation easement



PHASE 2 SITE DEVELOPMENT SCENARIOS

LEADERSHIP TEAM & STAKEHOLDER WORKSHOPS

Vetting vision and goals, review Phase 1 findings, input on Development & Sustainability Framework Diagrams, input on preferred 3 frameworks

*-Leadership Team and Key Stakeholder Virtual Work Session-
-Advocacy & Board Virtual Work Session-*

PUBLIC SURVEY & INFO ON DEVELOPMENT & SUSTAINABILITY FRAMEWORK DIAGRAMS LAUNCHED

SITE DEVELOPMENT SCENARIOS

Top three frameworks decided on based on all input and feedback given up to this stage. Development Scenarios will include:

3 Conceptual Site Development Options-low, medium, & high intensity development scenarios

All scenarios are assumed to include some component of affordable housing, open space/recreation, and sustainability principles

- Conceptual illustrative site plans
- Massing & scale diagrams
- Development program (types of uses, mix of use, and density calculations)
- Comparison matrix showing relative strengths and weakness of each scenario

LEADERSHIP TEAM INPUT SESSION

-REVISIONS AS NEEDED-

PUBLIC INPUT

PHASE 1: PROJECT WEBPAGE

Early info hosted on county's website, (scope, schedule, ways for public to engage etc.)

PHASE 2: PUBLIC INPUT (SURVEY & WEBSITE UPDATE)

Larger project page launched, information provided on Framework Diagrams, survey launched for public input on diagrams

PHASE 2: PUBLIC INPUT ON DEVELOPMENT SCENARIOS

Short video explaining scenarios developed, small informational package for download, survey for input and comments on scenarios, info on next steps

PROJECT APPROACH: PHASES 2 & 3 (3-4 MONTHS)

PHASE 3 PLAN REVISIONS

FINAL LEADERSHIP TEAM MEETING

Decisions and discussion on implementation recommendations, phasing, public/private investment, potential range of cost

PRESENTATION TO COUNTY COMMISSIONERS

FINAL PLAN DEVELOPED, FEEDBACK INCORPORATED

Final plan posted on public project page



PROJECT APPROACH: PHASES 2 & 3

Site Development Scenarios Examples



Contract Details

- **Phase 1:**
 - **Price:** \$60,000
 - **Key Deliverables:** Natural resource inventory, suitability plan, transportation assessment and network proposal, and online project page.
 - **Decision Point:** Board of Commissioners can opt out after completion of Phase 1 deliverables.
- **Phase 2 and 3:**
 - **Price:** \$90,000
 - **Key Deliverables:** Public input process and community engagement documentation, site development scenarios, final site assessment/planning documents.



Request

Request for Board Action:

- Authorize the County Manager to contract with Equinox.



Appendix

