

Ferry Road Land Use Plan

A VISION FOR THE FUTURE

Asheville, NC

2021



INTRODUCTION

Vision

The site will be home to an inclusive and affordable live, work, and play community which is surrounded and inspired by nature, has thoughtful connectivity and equitable access to transportation, has diverse recreational opportunities for health and wellness, and is a contributor to a vibrant economy by supporting industries that pay living wages.

Goals

Host a diverse live-work-play and “aging in place” community.



Increase a well-paid, living wage, work force by hosting commercial or specialized manufacturing employers.



Be a hub and connector for diverse recreation opportunities.



Provide inclusive & affordable housing.



Provide equitable transportation access and prioritize pedestrians and bicyclists..



Be a model for sustainability & stewardship.



Inspire Opportunity for Partnerships



Metrics for Measuring Success

(Example for each goal)

Italicized & bold items indicate metrics that also meet different Buncombe County business plans for each of its departments.

Host a diverse live-work-play and “aging in place” community.



- Achieves balance of living, work, and play through land use types.
- Achieves balance of a mix of incomes.
- ***Recreation Services Business Plan: % of County residents within a 10-minute walk of full-service, age and ability inclusive recreation spaces to county residents.***
- ***Recreation Services Business Plan: % of County residents within a 10-minute drive of full-service, age and ability inclusive recreation spaces to county residents.***

Provide inclusive & affordable housing.



- Affordable housing options (measurement TBD)
- Percent of affordable home ownership opportunities.
- ***Planning Business Plan: % of major subdivisions and multi-family development projects approved under Community Oriented Development, Conservation Subdivision Development, Alternative Path Hillside Development regulations, or other alternative regulations (ex: Cottage Development).***
- ***Planning Business Plan: Number of households impacted by the Affordable Housing Services Program and Community Oriented Development option***



THE FERRY ROAD SITE

A 137-acre property

Closest transit route that connects into Asheville

New employment hub and training center in need of workforce housing

BENT CREEK

PISGAH NATIONAL FOREST

BILTMORE PARK

SHILOH

BILTMORE FOREST

191



Ferry Road Land Use Plan

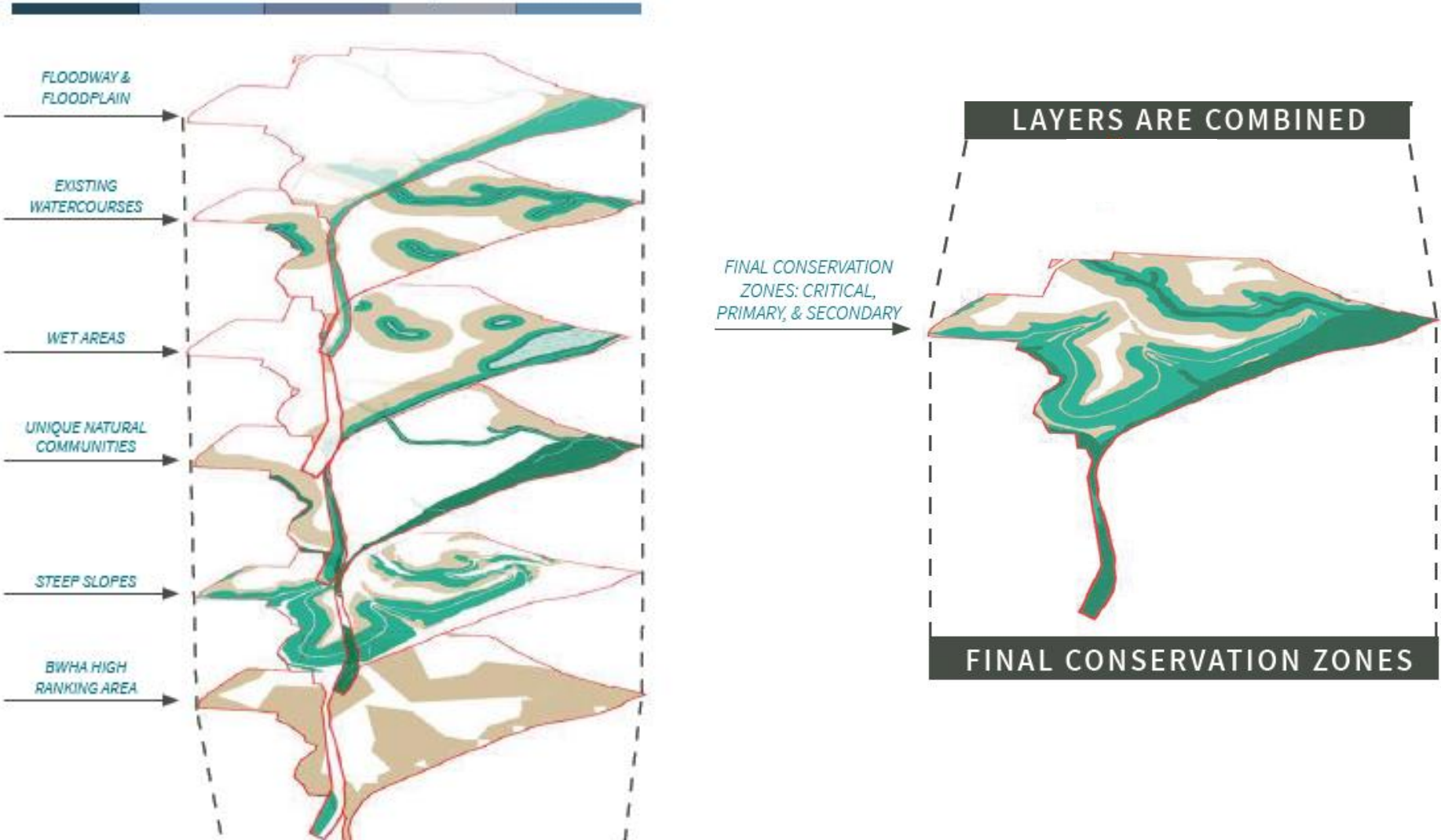
NATURAL RESOURCE ASSESSMENT



Ferry Road Land Use Plan

CONSERVATION ZONES

Summary of How the Conservation Zones Were Developed:



CONSERVATION ZONES

Critical: Critical conservation zones were developed to illustrate the areas on the property where there are the most critical natural resources, unique natural communities, and areas within close proximity to aquatic resources. Data layers included in this zone are as follows:

- **Existing watercourses (buffered by 30 feet)** [to protect water quality on-site and in the French Broad River; require permit to impact]
- **Wetlands previously delineated on-site and National Wetlands Inventory (NWI), buffered by 30 feet** [to enhance protection of these important features; require permit to impact]
- **Riparian natural communities & unique natural resources** (identified during Equinox fieldwork) [to protect State-ranked communities and pocket areas with potential rare species (bat & salamander) habitat]

Important Natural Communities



Swamp Forest-Bog Complex

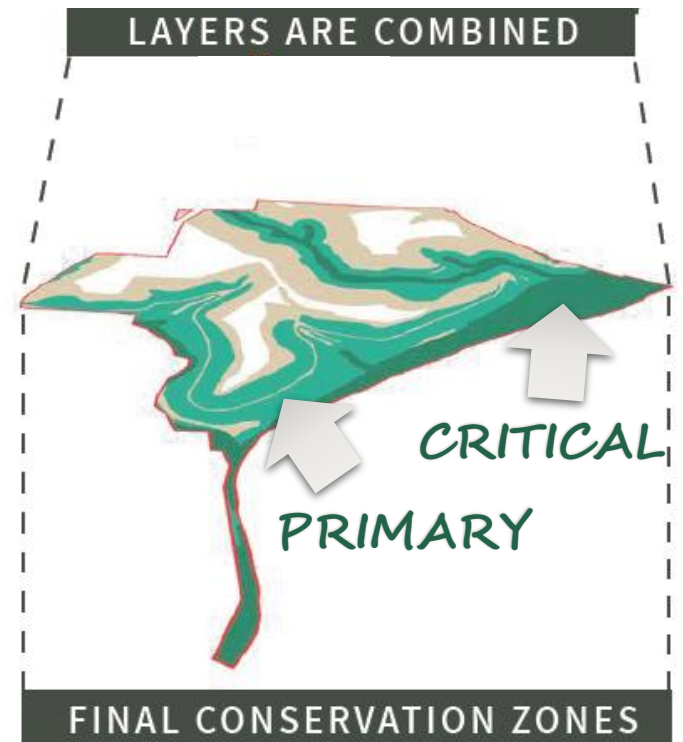


Rocky Bluffs

CONSERVATION ZONES

Primary: Primary conservation zones expand upon the critical zones and display where there are additional critical resources and challenging landscape features such that development or alteration of the land would create considerable impacts that could trigger environmental permitting. Data layers included in this zone are as follows:

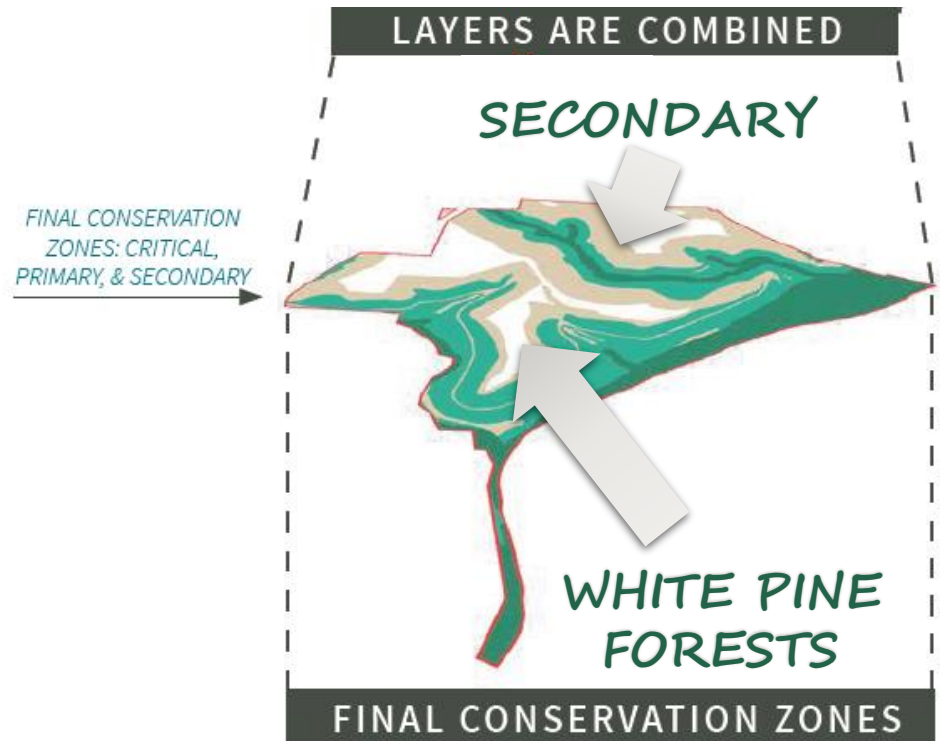
- **FEMA Floodway** [unbuildable]
- **Existing watercourses (buffered by 100 feet)** [to protect water quality on-site and in the French Broad River]
- **NWI Wetlands and others previously located on-site (buffered by 100 feet)** [to enhance protection of these important features]
- **Steep slopes (>25%)** [to protect from landsliding and impacts to land surface and French Broad River; permit required and expensive geotech work for stability]



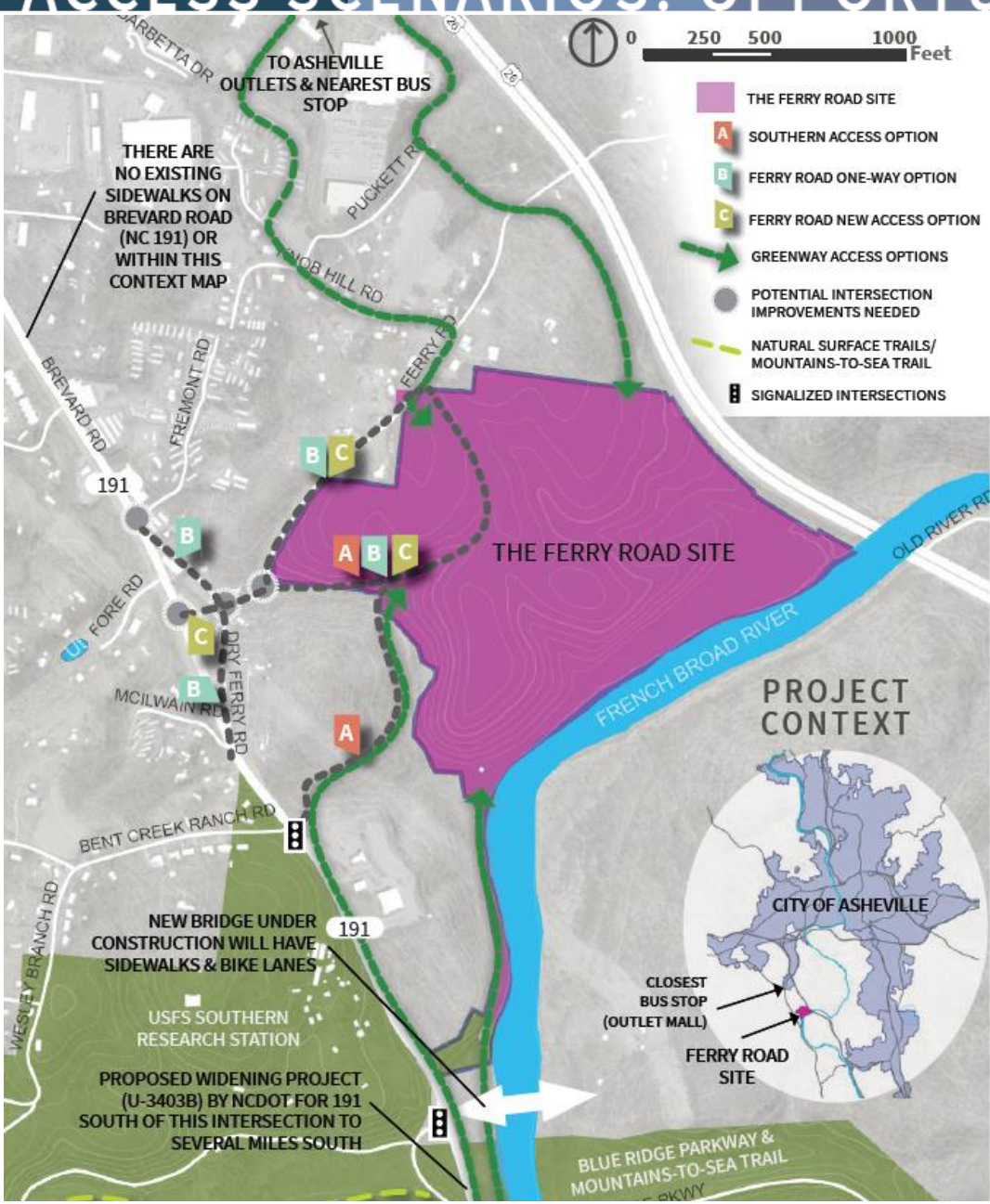
CONSERVATION ZONES

Secondary: The secondary conservation zones expand upon the primary zones and include other important, related conservation values that elevate the natural significance of the property but may or may not require agency consultation or permitting during future development. Data layers included in this zone are as follows:

- **FEMA 100-year Floodplain**
- **Existing watercourses** (buffered by 300 feet) *[increased buffer recognizes significance of drainageways relative to watercourses]*
- **NWI Wetlands and others previously located on-site** (buffered by 300 feet) *[same as above]*
- **Upland Natural Communities** (of moderate structure, intactness, and diversity) *[while not state/global significant, these are more intact than the remainder and reflect the natural history of the property]*
 - Dry Oak-Pine Forest
 - Oak-Hickory Forest
- **Moderate slopes** (15-20%)
- **NC Natural Heritage Program (NCNHP) Biodiversity & Wildlife Habitat Analysis (BWHA):** areas rated 7+ *[to protect landscape guild integrity and habitat]*



ACCESS SCENARIOS: OPPORTUNITIES & CONSTRAINTS

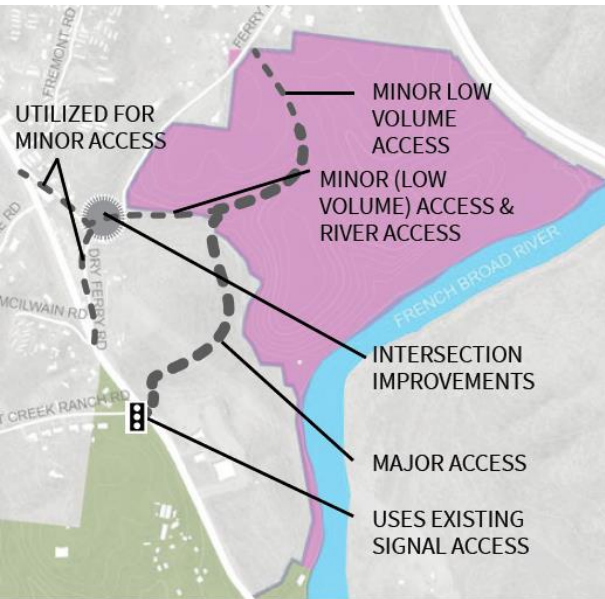


A SOUTHERN ACCESS OPTION

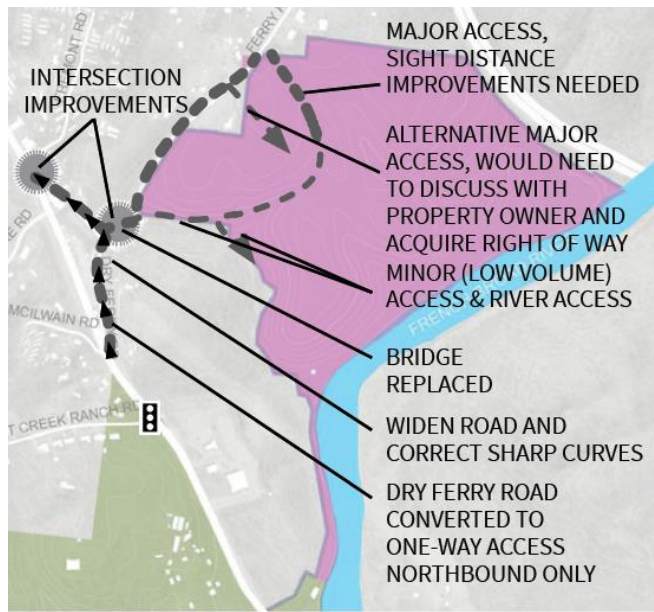
B FERRY ROAD ONE-WAY OPTION

C FERRY ROAD NEW ACCESS OPTION

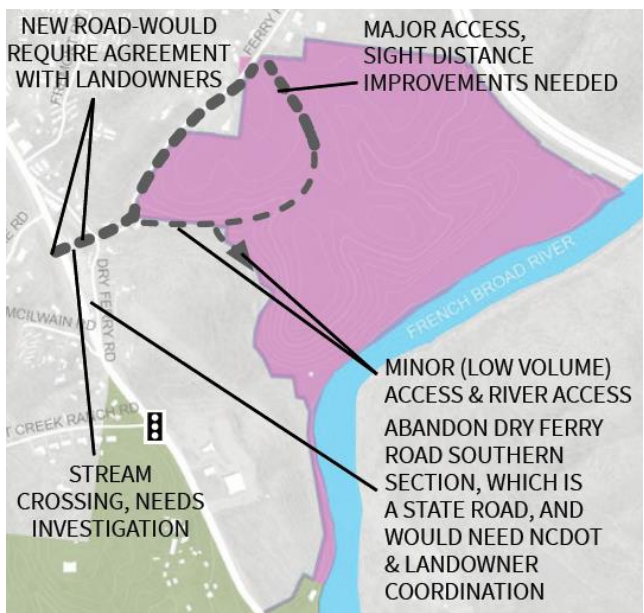
ACCESS SCENARIOS: OPPORTUNITIES & CONSTRAINTS



A SOUTHERN ACCESS OPTION



B FERRY ROAD ONE-WAY OPTION



C FERRY ROAD NEW ACCESS OPTION

Note: In all options coordination with NCDOT and some upgrades will be needed. Options are dependent on landowner support.

Defining Development Suitability on the Site



Protect High-Value Natural Resources Areas & Concentrate Impact in Lower-Value Areas

Avoiding the conservation zones as much as possible, as outlined in the previous chapter, is a major factor of site sustainability. Doing so will avoid major permitting costs and delays due to environmental impacts. Concentrate development in lower-value conservation areas, like the white pine forests on the ridge lines.



Avoid Steep Slopes & Concentrate Larger Building Footprints in Flatter Areas

Slopes above 25% should be avoided (due to cost and slope instability) and development on slopes from 15-25% should be designed in a way as to avoid mass grading.



Design Transportation Access with the Least Negative Impact Using Safe and Effective Multi-Modal Design

Transportation access to the site is a challenge, as the site does not sit on a major corridor, but just off Brevard Road (NC 19)1. Roads that lead to the site have a low carrying capacity, design speed, and line of sight. Improvements need to be made, but ideally are done with the support of adjacent landowners and with the least impact to the site. Suitability for multi-modal access (vehicle, transit, and pedestrian/bicycle) is a critical component of the suitability analysis.



Proximity to Utilities

Utilities can be accessed fairly easily on the north and west side of the site. Costs will increase the further utilities need to be extended into the site.

Other Adverse Conditions



Noise from Interstate 26 is considerable on the east side of the property. While development may occur in this area, it is slightly less suitable.

DEVELOPMENT & CONSERVATION SUITABILITY ANALYSIS



Ferry Road Land Use Plan

INTRO TO THE SCENARIOS



Ferry Road Land Use Plan

SUSTAINABILITY

What could sustainability look like at Ferry Road?



Conservation of existing ecosystems

Site assessment, natural resource inventories and cluster development limit impact on existing ecosystems.



Ecosystem and habitat enhancement

The use of native plantings to create habitat, such as pollinator meadows and restoration of degraded landscapes.



Stormwater control / Green infrastructure

Preserving the natural hydrology of the site through stormwater volume control and treatment for water quality.



Carbon reduction/ sequestration

Tree plantings to store carbon in their trunks as they grow. Other recycled materials can reduce carbon use during construction.



Riparian buffers/ Water quality protection

Vegetated buffers along riparian edges protect the waterways from pollution, banks from erosion, and provides wildlife habitat.



Minimize footprints/Use of impervious surfaces

Impervious surfaces can lead to heat island effect and increased stormwater runoff, which impacts our waterways.



Low Maintenance/ Water conscious landscaping

Landscaping with reduced water consumption.



Integration of alternative energies

Solar energy , electric vehicle charging stations, passive solar, geothermal, etc.

The Five Scenarios

THE FIVE SCENARIOS BEING CONSIDERED ARE:

LOWER DENSITY

CONCEPT A

Low Density
Community Scenario
with a Recreational
Emphasis



CONCEPT B

A Traditional Lower
Density Housing
Community



CONCEPT C

Small-scale
Live-Work-Play
Community



CONCEPT D

Large-scale
Live-Work-Play
Community



CONCEPT E

Small Commercial or
Business Park

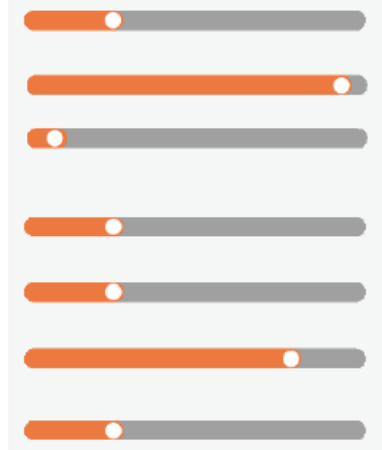


HIGHER DENSITY

Meeting the Vision & Goals

THERE WILL BE TRADE-OFFS FOR EACH SCENARIO & ALL GOALS AND METRICS MAY NOT BE ACHIEVABLE FOR EACH SCENARIO.

Each scenario will meet different goals and there will be trade-offs. For example a higher density scenario may make some of the sustainability metrics harder to achieve. The “sliding scale” shown to the right will indicate the level each scenario meets the goals.



THE METRICS
SLIDING SCALE

CONCEPT A



Ferry Road Land Use Plan

CONCEPT A

CONCEPT A

“ low density community scenario with a recreational emphasis ”

THEME

This scenario explores a community centered around nature and recreation. Recreational opportunities could include a greenway trail systems/connections, boardwalk, river access, natural surface trails, woodland style parks, fishing piers, arboretums, etc. This recreation hub would serve residents and the greater public, as much of the open space and trails could be dedicated for public use. This scenario would inspire significant opportunities for local and regional partnerships and be a resource for community members. Some housing units and jobs creation could be included but is not the primary focus.

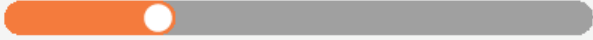






The primary benefit of this scenario is a community that celebrates the natural assets of the site.

FEATURES

- ACCESS = Moderate transportation access improvements required
- HOUSING
 - SINGLE FAMILY = **50-70 units** of small-lot detached homes and granny flats in a cluster styled development
 - MISSING MIDDLE = **70-80 units** of multiplexes and townhomes
 - URBAN MULTIFAMILY = **170-230 units** of higher density multifamily
- COMMERCIAL / RETAIL / OFFICE = **60,000-90,000 SQ FT** of recreational focused retail, commercial, or specialized light industrial
- AFFORDABLE HOUSING = **60-80 units** (policy & count to be refined)
- JOB CREATION = **150-225 jobs** created
- OPEN SPACE = Including a greenway, nature educational opportunities, high quality trail systems, public village access, and boardwalk
- SUSTAINABILITY = Large amount of open space protected, less impervious impact

CONCEPT A

GOALS

- Aging in place community 
- Affordable housing 
- Increased workforce 
- Model for sustainability 
- Diverse recreation opportunities 
- Equitable transportation access 
- Opportunity for partnerships 

CONCEPT A





CONCEPT A

LEGEND					
	PROPERTY LINE		SINGLE FAMILY Including small lots and granny flats		COMMERCIAL Including retail, restaurants, community services, etc.
	MAJOR ROADS		MISSING MIDDLE Including townhomes, duplexes, and quads		MIXED-USE Multifamily and commercial
	MINOR ROADS / ALLEYS		MULTIFAMILY		RECREATION BASED Commercial or Light Industrial
	BOARDWALK TRAIL		SPECIALIZED FLEX/ LIGHT INDUSTRIAL A Major / large scale		OPEN SPACE Including pocket parks, boulevards, etc.
	GREENWAY		SPECIALIZED FLEX/ LIGHT INDUSTRIAL B Minor / small scale		POINT OF INTEREST
	TRAILS				

Ferry Road Land Use Plan

CONCEPT B



Ferry Road Land Use Plan

CONCEPT B

CONCEPT B

“ traditional lower density community center ”

THEME

This scenario focuses on maximizing lower to mid-density housing opportunities including small-lot single family, accessory dwelling units, multiplexes, townhomes and walk-up apartments. A combination of ownership and rental properties would be provided, with a stronger emphasis on ownership. This neighborhood scenario would be accompanied by a small amount of stand-alone retail, distributed pocket parks, neighborhood-scaled amenities and trails, and a limited amount of destination recreation facilities. This scenario would not serve as a large regional destination, but rather a housing node focused primarily on neighborhood users.

The primary benefit of the Neighborhood Center is a relatively lower level of infrastructure and access investment.

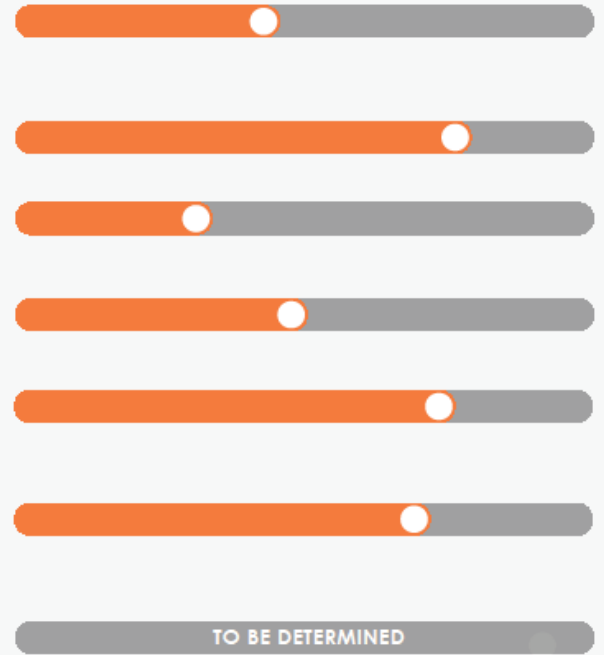
FEATURES

- ACCESS = limited transportation improvements required
- HOUSING
 - SINGLE FAMILY = 140-200 units of small-lot detached homes and accessory structures, cluster style development
 - MISSING MIDDLE = 140-180 units of multiplexes and townhomes
 - URBAN MULTIFAMILY = 0 units of higher density multifamily
- OWNERSHIP = Emphasis on property ownership with rental units available
- COMMERCIAL / RETAIL / OFFICE = 8,000-10,000 SQ FT of small stand-alone neighborhood serving retail
- AFFORDABLE HOUSING = 60- 80 units (policy & count to be refined)
- JOB CREATION = 30- 40 jobs created
- OPEN SPACE = Including small distributed pocket parks, limited river access, greenway, natural surface trails, land large swaths of open space remain due to cluster development
- SUSTAINABILITY = Includes residential integrated sustainability like rain barrels, rain gardens, pollinator meadows, etc.

CONCEPT B

GOALS

- Aging in place community
- Affordable housing
- Increased workforce
- Model for sustainability
- Diverse recreation opportunities
- Equitable transportation access
- Opportunity for partnerships



CONCEPT B



Ferry Road Land Use Plan

CONCEPT B



CONCEPT B



Ferry Road Land Use Plan

CONCEPT C



Ferry Road Land Use Plan

CONCEPT C

CONCEPT C

“ Small-scale, live-work-play community ”

THEME

This scenario would create a balanced development focused on establishing a smaller-scale mixed use community. The Village Center would include a variety of housing types including low, medium, and to a lesser degree higher-density, a moderate amount of storefront and mixed-use retail, boutique office space, and a centralized mid-sized town green.

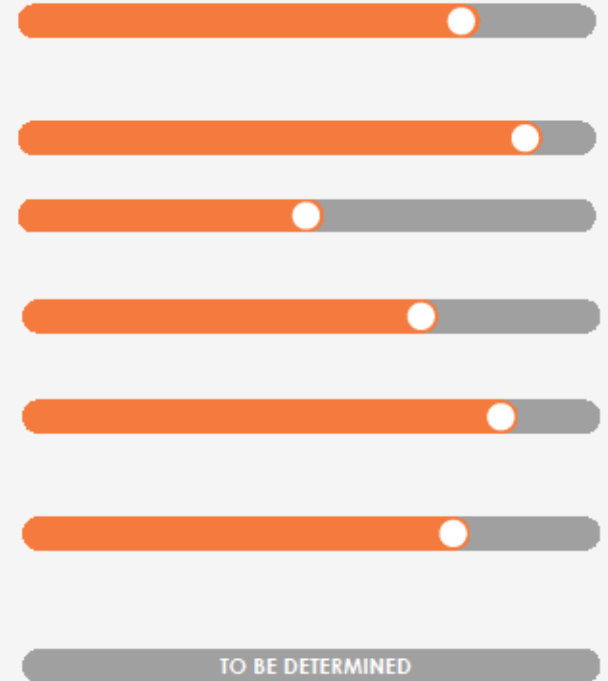
FEATURES

- ACCESS = Moderate to high transportation access improvements required
- HOUSING
 - SINGLE FAMILY = **100-130 units** of small-lot detached homes and granny flats
 - MISSING MIDDLE = **100-130 units** of duplexes and townhomes
 - URBAN MULTIFAMILY = **180-250 units** of medium density multifamily
- COMMERCIAL / RETAIL / OFFICE = **25,000- 40,000 SQ FT** of neighborhood-scaled retail
- AFFORDABLE HOUSING = **80-100 units** (policy & count to be refined)
- JOB CREATION = **100-160 jobs** created
- OPEN SPACE = Including pocket parks, small centralized town green, a greenway, small river access, and moderate trails
- SUSTAINABILITY = Green infrastructure, integrated as an amenity, more suitable for a transit-oriented development

CONCEPT C

GOALS

- Aging in place community
- Affordable housing
- Increased workforce
- Model for sustainability
- Diverse recreation opportunities
- Equitable transportation access
- Opportunity for partnerships



CONCEPT C



Ferry Road Land Use Plan

CONCEPT C



CONCEPT C



Ferry Road Land Use Plan

CONCEPT D



Ferry Road Land Use Plan

CONCEPT D

CONCEPT D

“ large scale, live-work-play community ”

THEME

This scenario would create a balanced development focused on establishing a larger-scale mixed-use community. The Town Center would include a variety of housing types with a primary focus of moderate to high-density. This scenario would promote mixed-use development including integrated mixed-use retail and regional office space, resulting in a moderate level of job creation. A large town green would serve as the anchor with smaller pocket parks distributed throughout.

FEATURES

- ACCESS = Significant transportation access improvements required; TOD
- HOUSING
 - SINGLE FAMILY = **0 units** of small-lot detached homes
 - MISSING MIDDLE = **110-140 units** of duplexes and townhomes
 - MULTIFAMILY = **700-900 units** of higher density multifamily
- COMMERCIAL/ RETAIL/ OFFICE = **60,000-90,000 SQ FT** of local and destination retail
- AFFORDABLE HOUSING = **160-200 units** (policy & count to be refined)
- JOB CREATION = **240-360 jobs** created
- OPEN SPACE = Including pocket parks, greenway, small river access
- SUSTAINABILITY = Green infrastructure (cisterns, green streets, etc) subsurface storage, more suitable for a transit-oriented development

CONCEPT D

GOALS

- Aging in place community
- Affordable housing
- Increased workforce
- Model for sustainability
- Diverse recreation opportunities
- Equitable transportation access
- Opportunity for partnerships



CONCEPT D



CONCEPT D



LEGEND					
	PROPERTY LINE		SINGLE FAMILY Including small lots and granny flats		COMMERCIAL Including retail, restaurants, community services, etc.
	MAJOR ROADS		MISSING MIDDLE Including townhomes, duplexes, and quads		MIXED-USE Multifamily and commercial
	MINOR ROADS / ALLEYS		MULTIFAMILY		RECREATION BASED Commercial or Light Industrial
	BOARDWALK TRAIL		SPECIALIZED FLEX/ LIGHT INDUSTRIAL A Major / large scale		OPEN SPACE Including pocket parks, boulevards, etc.
	GREENWAY		SPECIALIZED FLEX/ LIGHT INDUSTRIAL B Minor / small scale		POINT OF INTEREST
	TRAILS				

Ferry Road Land Use Plan

CONCEPT E



Ferry Road Land Use Plan

CONCEPT E

CONCEPT E

" small commercial or business park "

THEME

This scenario focuses on creating job opportunities including general office space and specialized light industry. Increased jobs opportunities would support medium to high-density apartments primarily focused on renting over ownership. This scenario would be supported by primarily external users requiring a higher level of site access improvements.

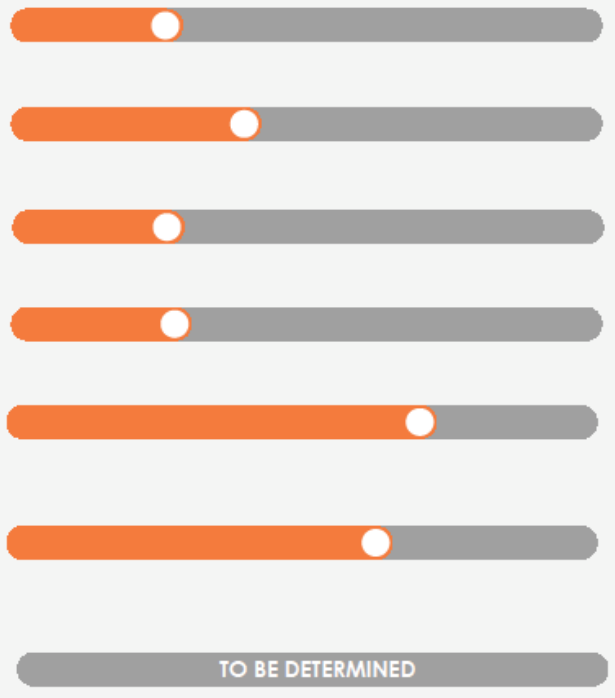
FEATURES

- ACCESS = Signification transportation access improvements required
- HOUSING
 - SINGLE FAMILY = **0 units** of small-lot detached home and accessory units
 - MISSING MIDDLE = **80-100 units** of multiplexes and townhomes
 - URBAN MULTIFAMILY = **0 units** of higher density multifamily
- COMMERCIAL / RETAIL / OFFICE = **12,000-15,000 SQ FT** of retail/commercial space
- SPECIALIZED INDUSTRIAL = **100-160K SQ FT** specialized flex/ light industrial major
 - 50-85K SQ FT** specialized flex/light industrial minor
- AFFORDABLE HOUSING = **15-20 units** (policy & count to be refined)
- JOB CREATION = **350-500 jobs** created
- OPEN SPACE = Including trails, a greenway, river access, and commercial/ office plazas

CONCEPT E

GOALS

- Aging in place community
- Affordable housing
- Increased workforce
- Model for sustainability
- Diverse recreation opportunities
- Equitable transportation access
- Opportunity for partnerships



CONCEPT E



Ferry Road Land Use Plan

CONCEPT E



Ferry Road Land Use Plan

SIDE BY SIDE COMPARISON

LAND USE	CONCEPT A	CONCEPT B	CONCEPT C	CONCEPT D	CONCEPT E
SINGLE FAMILY	50-70 UNITS	140-200 UNITS	100-130 UNITS	N / A	N / A
MISSING MIDDLE	70-80 UNITS	140-180 UNITS	100-130 UNITS	110-140 UNITS	80-100 UNITS
MULTI FAMILY	170-230 UNITS	N / A	180-250 UNITS	700-900 UNITS	N / A
RETAIL / COMMERCIAL	60,000-90,000 SQ FT REC BASED	8,000-10,000 SQ FT	25,000-40,000 SQ FT	60,000-90,000 SQ FT	12,000-15,000 SQ FT

SIDE BY SIDE COMPARISON

LAND USE	CONCEPT A	CONCEPT B	CONCEPT C	CONCEPT D	CONCEPT E
SPECIALIZED FLEX/LIGHT INDUSTRIAL	N / A	N / A	N / A	N / A	MAJOR 100-160K SQ FT MINOR 50-85K SQ FT
OPEN SPACE	2 ACRES	2 ACRES	2 ACRES	3 ACRES	1 ACRE
OPEN SPACE % OF TOTAL PROPERTY	65%	36%	40%	45%	47%
AFFORDABLE HOUSING	60-80 UNITS	60-80 UNITS	80-100 UNITS	160-220 UNITS	15-20 UNITS
JOB CREATION	150-225 JOBS	30-40 JOBS	100-160 JOBS	240-360 JOBS	350-500 JOBS

Questions?



Ferry Road Land Use Plan

Discussion & Next Steps...

What are your top three preferred scenarios?

What are your top three preferred scenarios?

Next Steps...

Phase 2: Site Development Scenarios

- Client & Key Stakeholder Work Sessions & Advocacy/Board Work Session
- Public Input/Launch of Project Web Page
- Site Development Scenarios
- Leadership Team and Key Stakeholder Work Session #2
- Community Input on Site Development Package
- Community Engagement-Involving the Community Summary

Phase 3: Plan Revisions

- Final Leadership Team Meeting
- Development of Final Plan