Ferry Road Land Use Plan
A VISION FOR THE FUTURE
Asheville, NC
2021

Buncombe County
People to Match Our Mountains
North Carolina

Equinox
Lord Aeck Sargent
Traffic Planning and Design, Inc.
Wood.
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.

Provide inclusive & affordable housing.

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

Be a model for sustainability & stewardship.

Be a hub and connector for diverse recreation opportunities.

Provide equitable transportation access and prioritize pedestrians and bicyclists.

Inspire Opportunity for Partnerships

Ferry Road Land Use Plan
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

Ferry Road Land Use Plan
Summary of How the Conservation Zones Were Developed:

- Floodway & Floodplain
- Existing Watercourses
- Wet Areas
- Unique Natural Communities
- Steep Slopes
- BWHA High Ranking Area

Layers are combined into Final Conservation Zones.
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]
**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]
**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 that 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
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). 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.
## What could sustainability look like at Ferry Road?

<table>
<thead>
<tr>
<th>Area</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservation of existing ecosystems</td>
<td>Site assessment, natural resource inventories and cluster development limit impact on existing ecosystems.</td>
</tr>
<tr>
<td>Stormwater control / Green infrastructure</td>
<td>Preserving the natural hydrology of the site through stormwater volume control and treatment for water quality.</td>
</tr>
<tr>
<td>Riparian buffers/ Water quality protection</td>
<td>Vegetated buffers along riparian edges protect the waterways from pollution, banks from erosion, and provides wildlife habitat.</td>
</tr>
<tr>
<td>Low Maintenance/ Water conscious landscaping</td>
<td>Landscaping with reduced water consumption.</td>
</tr>
<tr>
<td>Ecosystem and habitat enhancement</td>
<td>The use of native plantings to create habitat, such as pollinator meadows and restoration of degraded landscapes.</td>
</tr>
<tr>
<td>Carbon reduction/ sequestration</td>
<td>Tree plantings to store carbon in their trunks as they grow. Other recycled materials can reduce carbon use during construction.</td>
</tr>
<tr>
<td>Minimize footprints/Use of impervious surfaces</td>
<td>Impervious surfaces can lead to heat island effect and increased stormwater runoff, which impacts our waterways.</td>
</tr>
<tr>
<td>Integration of alternative energies</td>
<td>Solar energy, electric vehicle charging stations, passive solar, geothermal, etc.</td>
</tr>
</tbody>
</table>
The Five Scenarios

THE FIVE SCENARIOS BEING CONSIDERED ARE:

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

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.
CONCEPT A

“low density community scenario with a recreational emphasis”

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

Ferry Road Land Use Plan
## Concept A

### Goals

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

*TO BE DETERMINED*
CONCEPT B

Ferry Road Land Use Plan
CONCEPT B

"traditional lower density community center"

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.

- 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, and large swaths of open space remain due to cluster development
- SUSTAINABILITY = Includes residential integrated sustainability like rain barrels, rain gardens, pollinator meadows, etc.
GOALS

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

Ferry Road Land Use Plan
CONCEPT B

Ferry Road Land Use Plan
Ferry Road Land Use Plan
CONCEPT B

Ferry Road Land Use Plan
CONCEPT C

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

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

TO BE DETERMINED
CONCEPT C

Ferry Road Land Use Plan
Ferry Road Land Use Plan
CONCEPT D

“large scale, live-work-play community”

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

Ferry Road Land Use Plan
• Aging in place community
• Affordable housing
• Increased workforce
• Model for sustainability
• Diverse recreation opportunities
• Equitable transportation access
• Opportunity for partnerships

Ferry Road Land Use Plan
This scenario focuses on creating job opportunities including general office space and specialized light industry. Increased job 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.

- **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

Ferry Road Land Use Plan
CONCEPT E

GOALS

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

Ferry Road Land Use Plan
CONCEPT

Ferry Road Land Use Plan
Ferry Road Land Use Plan
## Side by Side Comparison

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Concept A</th>
<th>Concept B</th>
<th>Concept C</th>
<th>Concept D</th>
<th>Concept E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Family</td>
<td>50-70 Units</td>
<td>140-200 Units</td>
<td>100-130 Units</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Missing Middle</td>
<td>70-80 Units</td>
<td>140-180 Units</td>
<td>100-130 Units</td>
<td>110-140 Units</td>
<td>80-100 Units</td>
</tr>
<tr>
<td>Multi Family</td>
<td>170-230 Units</td>
<td>N/A</td>
<td>180-250 Units</td>
<td>700-900 Units</td>
<td>N/A</td>
</tr>
<tr>
<td>Retail / Commercial</td>
<td>60,000-90,000 SQ FT</td>
<td>8,000-10,000 SQ FT</td>
<td>25,000-40,000 SQ FT</td>
<td>60,000-90,000 SQ FT</td>
<td>12,000-15,000 SQ FT</td>
</tr>
</tbody>
</table>

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Ferry Road Land Use Plan
<table>
<thead>
<tr>
<th>LAND USE</th>
<th>CONCEPT A</th>
<th>CONCEPT B</th>
<th>CONCEPT C</th>
<th>CONCEPT D</th>
<th>CONCEPT E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specialized Flex/Light Industrial</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>Major 100-160K SQ FT</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Minor 50-85K SQ FT</td>
</tr>
<tr>
<td>Open Space</td>
<td>2 ACRES</td>
<td>2 ACRES</td>
<td>2 ACRES</td>
<td>3 ACRES</td>
<td>1 ACRE</td>
</tr>
<tr>
<td>% of Total Property</td>
<td>65%</td>
<td>36%</td>
<td>40%</td>
<td>45%</td>
<td>47%</td>
</tr>
<tr>
<td>Affordable Housing</td>
<td>60-80 Units</td>
<td>60-80 Units</td>
<td>80-100 Units</td>
<td>160-220 Units</td>
<td>15-20 Units</td>
</tr>
</tbody>
</table>
Questions?
What are your top three preferred scenarios?

What are your top three preferred scenarios?
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