Background:
• On March 2, 2021, Buncombe County Commissioners approved the Ferry Road Property Analysis contract.
• This contract was awarded to Equinox and includes analysis of environmental impacts, transportation infrastructure and potential mixed-use development scenarios.
• As discussed, staff are bringing the results of Phase 1 of the study to the Board of Commissioners for input, as well as authorization to proceed with Phases 2 and 3.

Request for Board Action:
• Authorize staff and Equinox to proceed with Phases 2 and 3.
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.
- Be a model for sustainability & stewardship.
- Provide equitable transportation access and prioritize pedestrians and bicyclists.
- Inspire Opportunity for Partnerships.
Site Location and Context

Closest transit route that connects into Asheville

THE FERRY ROAD SITE
A 137-acre property

New employment hub and training center in need of workforce housing

BUNCOMBE COUNTY
Environmental Assessment

Summary of How the Conservation Zones Were Developed:

Flooding & Floodplain
Existing Watercourses
Wet Areas
Unique Natural Communities
Steep Slopes
BMP High Ranking Area

Layers are combined
Final Conservation Zones, Critical, Primary, & Secondary

Final Conservation Zones
Development/Conservation Suitability Analysis
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
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CONCEPT E
Small Commercial or Business Park
Commissioner Discussion

• Input from the Commissioner Briefing on 9/7:
  • Need for balance on the site.
  • Support for “missing middle” housing (e.g., duplexes, townhomes).
  • Make a significant contribution to the affordable housing crisis.
  • Create opportunities for affordable home ownership.

• Scenario Focus:
  • Open Discussion
Next Steps and Request

Next Steps:

• Phase 2 and 3:
  • **Price:** $90,000 (already budgeted)
  • **Key Deliverables:** Public input process and community engagement documentation, site development scenarios, final site assessment/planning documents.

Request for Board Action:

• Authorize staff and Equinox to proceed with Phases 2 and 3.
Appendix
Transportation Infrastructure

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

### What could sustainability look like at Ferry Road?

<table>
<thead>
<tr>
<th>Conservation of existing ecosystems</th>
<th>Site assessment, natural resource inventories and cluster development limit impact on existing ecosystems.</th>
</tr>
</thead>
<tbody>
<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>
PROJECT APPROACH:
PHASE 1 (2-3 MONTHS)

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

Area is most suitable for building due to gentle slopes, soils most suitable for septic, and close proximity to roads and utilities.

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

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 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