

Economic Development Update

Ferry Road – Public Engagement Update

March 30, 2021



BUNCOMBE COUNTY



Background and Request

Background:

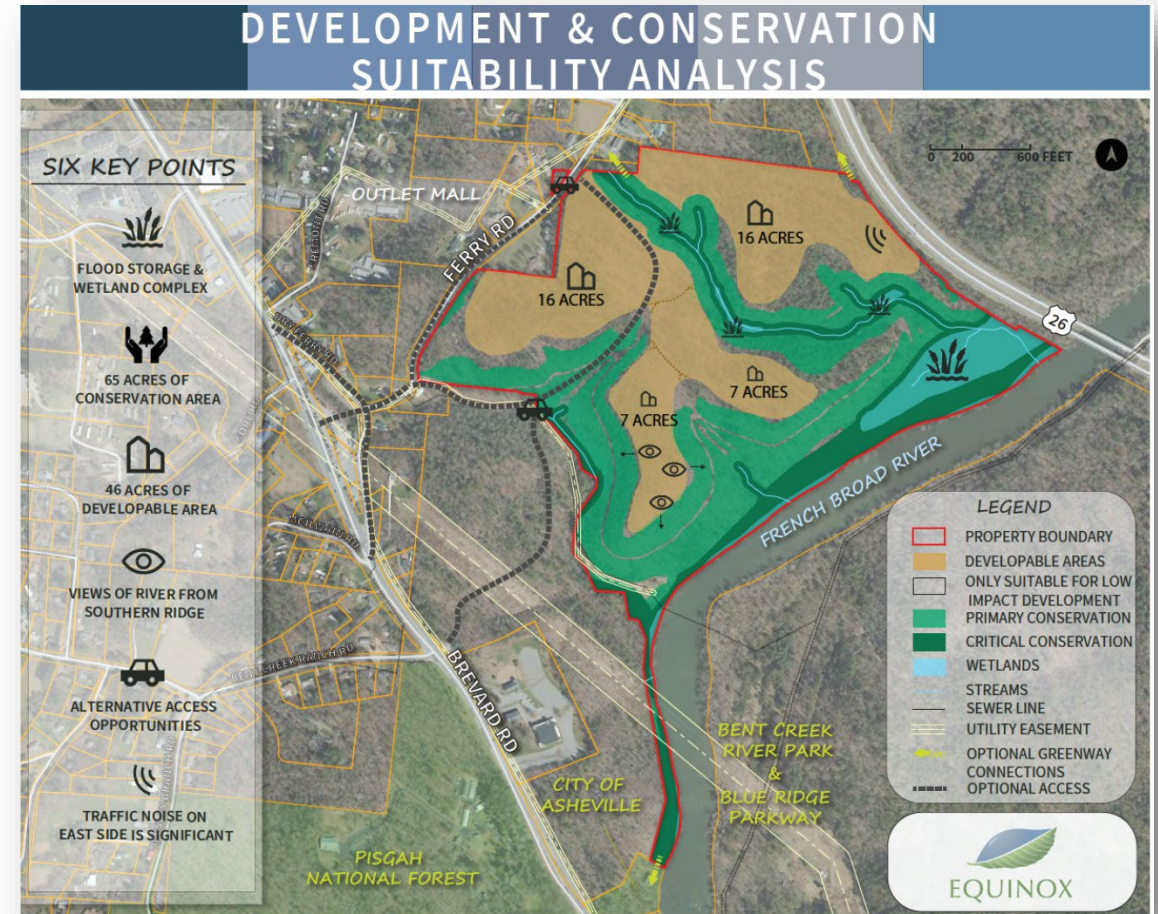
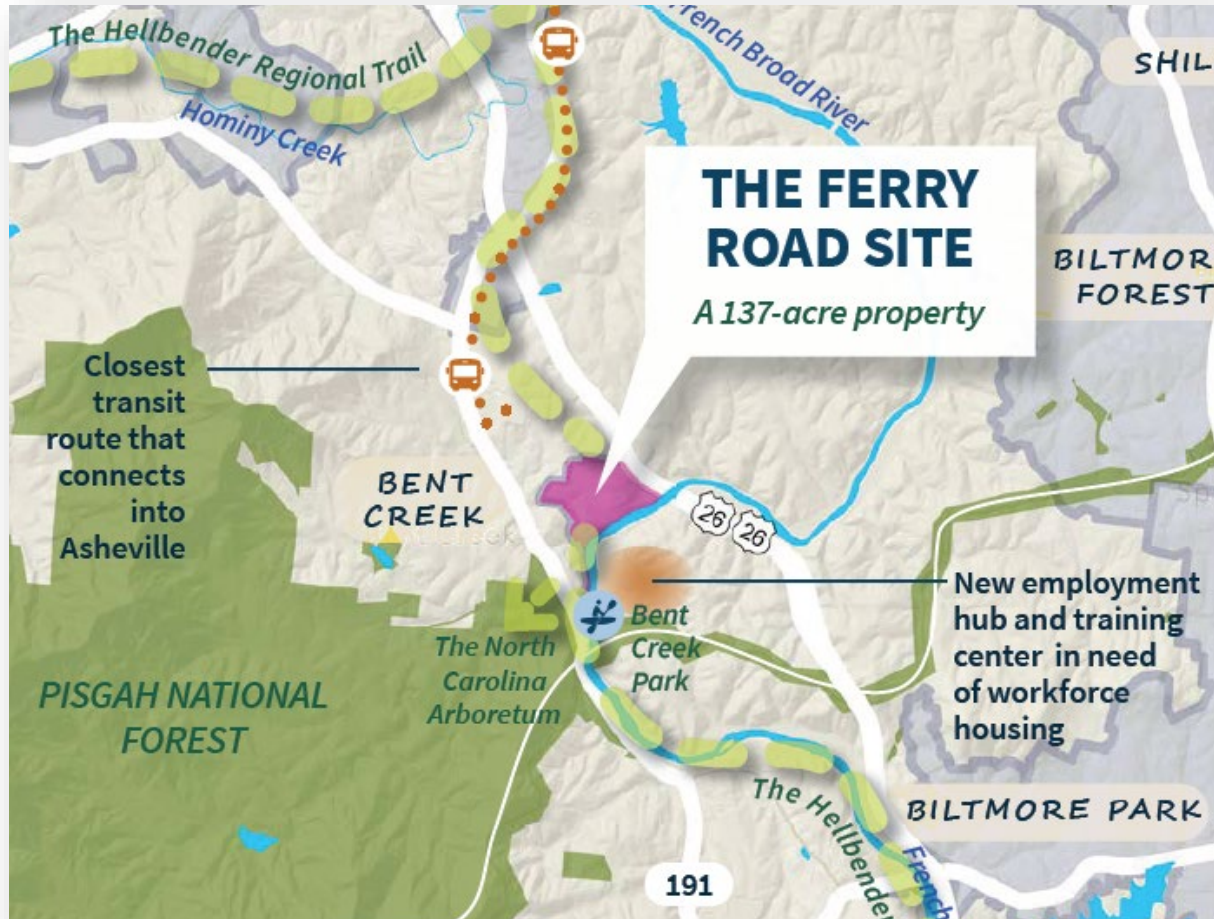
- In October 2021, Buncombe County began public engagement on the Ferry Road property.
- The purpose of the public engagement was to gather community, organization and neighborhood input on the project.
- Using this feedback, staff are requesting the Board select a single scenario for moving forward into deeper analysis

Request for Board Action (on April 19):

- Select a Ferry Road development concept.



Ferry Road Location and Site



Public Engagement Approach



Public Engagement Approach

- **Multi-Phased approach**

- Neighborhood Meeting (in-person)
 - Audience: directly impacted neighbors (100+ parcels)
- Stakeholder Organization Meeting (virtual)
 - Audience: organizations with housing, environmental, recreational, and/or economic development focus (20+ organizations)
- Community-wide Meeting (virtual)
 - Audience: public at-large (500+ views)
- Community-wide Survey
 - Audience: public at-large (200+ respondents)

- **Emphasis on:**

- Input from impacted residents
- Community interests/concerns for the property
- Continued engagement throughout the project



Public Engagement Tools

THE FERRY ROAD PROJECT
**A VISION FOR A
LIVE+WORK+PLAY COMMUNITY**

Overview: Buncombe County is currently envisioning (with the help of a consulting team) the future of a 137-acre parcel located along the French Broad River in the Asheville/Bent Creek area. This visioning will look at how the property can best benefit citizens of the county and integrate the County's Strategic Plan Goals through different land use scenarios for the

Goals FOR THE SITE

- Host a diverse live-work-play and "aging in place" community.
- Provide inclusive and affordable housing.

The Vision FOR THE SITE

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 by support

Process

PHASE 1: ANALYSIS

Analysis of Transportation: development that honors recommendations for connectivity. Transportation access options for neighbors is key to the success of the project.

Development of Six Sustainable Scenarios: different high-level land use scenarios that represent a level of affordable housing (the site) and will be driven by a lens for which all scenarios are evaluated.

Feedback Loop From Community: project will reflect the public input of Buncombe 2025, the County staff, leadership, and ultimately the community into the next phase.

PHASE 2 & 3: REFINING THE VISION

STAKEHOLDER FEEDBACK: If commissioners choose to move forward with the public and stakeholder feedback, the refinement of three preliminary concepts will be detailed at a deeper level.


FERRY ROAD LAND

QR CODE

SCAN ME

TAKE THE SURVEY

Engage Buncombe County > Ferry Road Public Engagement Plan



Ferry Road Public Engagement Plan

The overall goal is to create mixed-income housing and public recreation opportunities while preserving as much of the land as possible using sustainability principles. This aligns with the goals of the Buncombe County [2025 Strategic Plan](#) by emphasizing environmental stewardship, creation of recreational opportunities, and development of affordable housing. Each of the development concepts features preservation of acreage and the use of additional land tabbed for parks, trails, and other conservation measures. (See Ferry Road Land Phase 1 document below for development concepts.)

Sign up for notifications

☒ SHOW AGAIN

Email submitted

Metrics:

- Impressions: 20k+
- Engagements: 700+
- Clicks: 200+

<https://publicinput.com/H6653>



BUNCOMBE COUNTY



Community Survey



About the Process and This Survey (Please Read Before Proceeding)

You will have the chance to weigh in on several development scenarios that are proposed for the property. Preservation of natural space, parks, a greenway, and affordable housing is consistent through all scenarios.

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In addition to environmental stewardship and affordable housing, Commissioners have expressed interest in the potential for early childhood center, health care facilities, and other public-serving amenities that are beneficial for communities.

In the coming months, Buncombe County will work with neighboring homeowners, community organizations, and the general public to get more input on the desired development option and ways the project can reflect the community's needs.

For an overview of the project, take a look at this brochure:

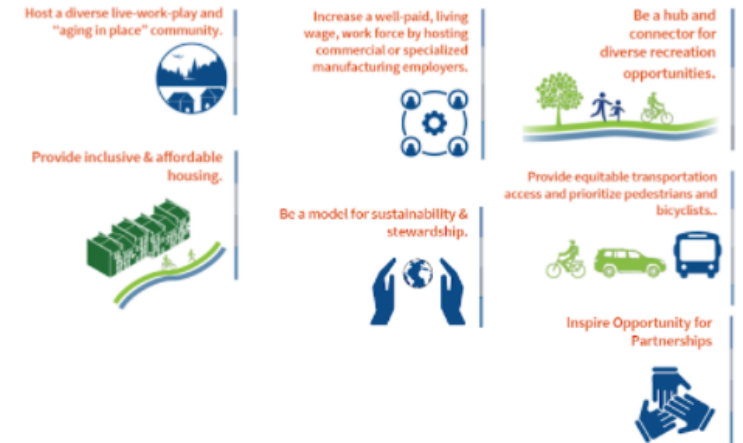
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Which TWO scenarios (shown above) do you prefer the most?

- ☐ 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

The following goals have been defined for the project. Please select the TOP THREE goals you deem most important.



- ☐ 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



Public Engagement Results



Key Themes (Neighborhood)

Audience	Key Themes
Neighborhood <i>(20+ participants)</i>	<p>General</p> <ul style="list-style-type: none">• Ensuring accountability to deliver on community needs/wants• Buffers/setbacks for existing residents <p>Infrastructure</p> <ul style="list-style-type: none">• New and existing infrastructure improvements (bridge, roads)• Density of development and impacts (e.g., traffic, environmental)• Assess stormwater management <p>Housing</p> <ul style="list-style-type: none">• Assess market conditions and pipeline (i.e., lots of density planned for this area) <p>Recreation</p> <ul style="list-style-type: none">• Maintenance and upkeep of public recreation• Use of lighting and activation of the greenways



Key Themes (Stakeholder Organizations)

Audience	Key Themes
<p>Stakeholder Organizations (20+ participants)</p> <p><i>Attendees: MHO, Habitat, Laurel Street, MBW, MPO, Chamber, Mountain True, RiverLink, Connect Buncombe, Asheville on Bikes, and more...</i></p>	<ul style="list-style-type: none"> • Housing <ul style="list-style-type: none"> • Mix of Housing Types (stock) and Affordability (mixed income) • Mix of rental and homeownership • Don't forget about parking needs • Long-term affordability • Recreation/Active Transportation <ul style="list-style-type: none"> • Develop with public parks, greenways and sidewalks in mind • Create connectivity to surrounding neighborhoods and amenities • Consider public transportation and car dependency • Sustainability <ul style="list-style-type: none"> • Water quality protection (French Broad and wetland) • Consider Net Zero goals for development • LEED, Green Building, Solar • Economic Development <ul style="list-style-type: none"> • Consider light industrial or hybrid (manufacturing + public facing) • Mixed use model is attractive for employers • Childcare and other complimentary uses



Key Themes (Public At-Large)

Audience	Key Themes
Public At-Large (200+ responses)	Site Goals <ul style="list-style-type: none">• Model for Sustainability (~60%)• Provide inclusive and affordable housing (~52%)• Hub and connector for diverse recreation opportunities / Provide Equitable Transportation (~40%) Preferred Scenarios <ul style="list-style-type: none">• Concept A (~60%)• Concept B/C (~40%) Preferred Land Uses <ul style="list-style-type: none">• Green Space: Natural Open Space (76%), Community Green/Pocket Parks (76%)• Housing: Single Family, Duplexes• Commercial: Small neighborhood Open (free form) Comments <ul style="list-style-type: none">• Consider neighborhood impact• Preservation of natural space / leave it as-is• Create as much housing as possible



Next Steps

Request for Board Action (on April 19):

- Select a Ferry Road development concept.



Public Interests and Concerns



Summary of: What are the public's most important desires and some concerns for the property? Results were compiled based on two questions:

"What is the #1 most important thing the County should consider in the development of this site?"

"Why do you prefer the development scenarios that you chose?" (the respondents preferred scenarios A, B, & C)



Scenario Recap

THE FIVE SCENARIOS BEING CONSIDERED ARE:



- Consideration of key elements for the project:
 - Appropriate mix of housing types (e.g., single family, multi-family)
 - Role of “anchor institutions” (e.g., education, employer)
 - Role of “neighborhood commercial services” (e.g., childcare, eldercare)
 - Role of natural space, conserved space, parks, and greenways



THE FIVE SCENARIOS BEING CONSIDERED ARE:

LOWER DENSITY

HIGHER 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



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HIGHER DENSITY



Appendix



Survey Demographics

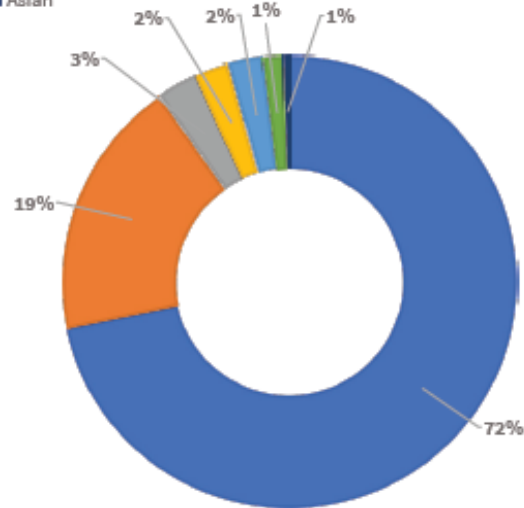
PUBLIC SURVEY RESPONDENT DEMOGRAPHICS

Respondent Gender

48% of respondents identify as Female
39% identify as Male
1% identify as Transgender
12% preferred not to answer

Respondent Race/Ethnicity

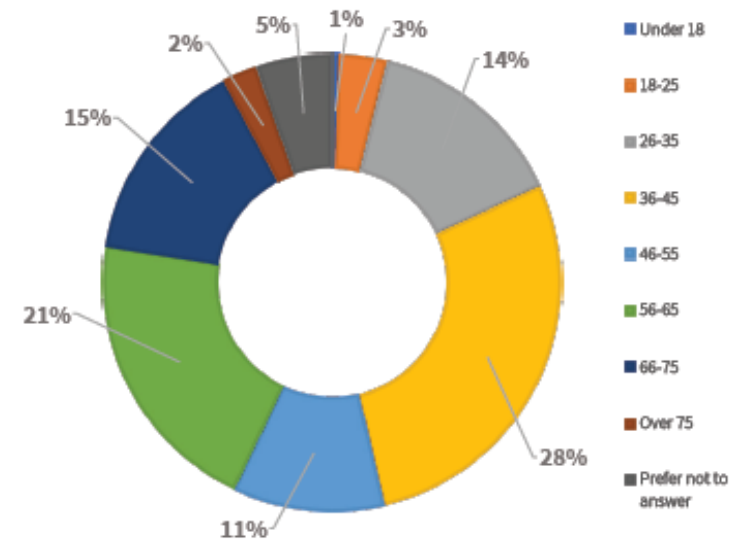
White
Hispanic, Latino, or Spanish
Black or African-American
Asian
Prefer not to answer
American Indian or Alaska Native
Other



Where Respondents Live

10% of respondents live within 1/4 mile from the site
18% live less than 2 miles from the site
28% live less than 5 miles from the site
41% live 5 miles or more from the site
2% live outside of Buncombe County
1% preferred not to answer

Respondent Age



Survey Results

Goals

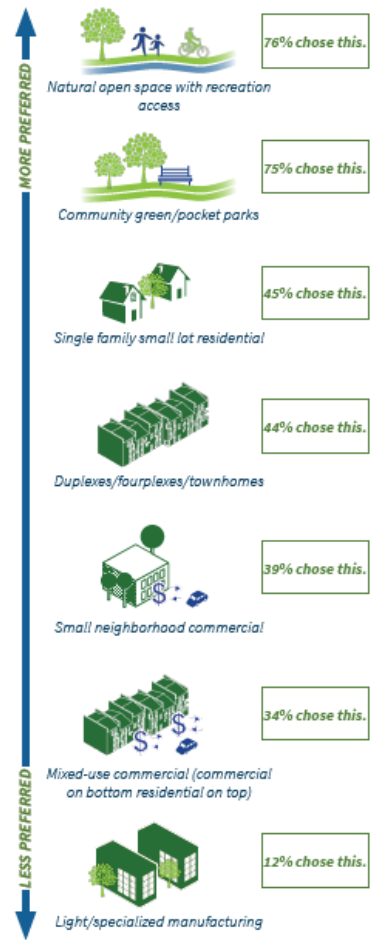
For the site prioritized by the public

Respondents chose the TOP THREE goals that they deem most important to the site. The percentage of all respondents who chose each land use as one of their three choices is shown below.



Preferred Land Uses

Respondents chose FOUR proposed land uses on the site that they prefer. The percentage of all respondents who chose each land use as one of their four choices is shown below.



The Public's Preferred Scenarios & Why

Each respondents chose the TWO scenarios that they prefer the most after reviewing FIVE potential scenarios. Concept A was most preferred and Concept B & C were a near tie, so these three are shown in this diagram. The blue boxes correspond to some of the reoccurring themes that highlight why the scenario(s) were chosen. The arrows connect the themes with one or more scenario.

