Economic Development Update

Ferry Road Update
April 19, 2022
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:
• Select a preferred Ferry Road development concept with key land use elements.
Ferry Road Location and Site

THE FERRY ROAD SITE
A 137-acre property

New employment hub and training center in need of workforce housing

Closest transit route that connects into Asheville

PISGAH NATIONAL FOREST

BUNCOMBE COUNTY
Public Engagement Overview

• Multi-Phased approach
  • Neighborhood Meeting (in-person)
  • Stakeholder Organization Meeting (virtual)
  • Community-wide Meeting (virtual)
  • Community-wide Survey

• Key Themes
  • **Infrastructure**: improve current roadways, develop new infrastructure to handle new development
  • **Housing**: increase the amount of housing, types of housing, mix of incomes
  • **Open Space**: preserve open space, develop with conservation in mind
  • **Density**: consider impacts of density to neighbors, traffic, environment
  • **Concepts**: public preference for A, B and C
Key Elements

- Appropriate mix of housing types (e.g., single family, multi-family)
- Placement of density
- Role of natural space, conserved space, parks, and greenways
- Role of “commercial”
  - “anchor institutions” (e.g., education, employer)
  - “neighborhood commercial services” (e.g., childcare, eldercare)
Key Elements

- Appropriate mix of housing types (e.g., single family, multi-family)
  - Single Family
    - Least dense
    - Homeownership
  - Missing Middle
    - Increased density with similar footprint
    - Homeownership
  - Multi-family
    - Increased units supports additional affordability
    - Increased density impacts infrastructure needs (e.g., parking, roads)
Key Elements

- Placement of density
  - Topography
    - Grading will impact costs
  - Adjacent Development
    - Current fabric of adjacent development
- Environmental
  - Impact to conservation areas
- Interstate
  - Impact of traffic noise
Key Elements

- Role of natural / conserved space, parks, and greenways
  - Natural / Conserved Space
    - 36-60% in current scenarios
  - Parks
    - Pocket parks
    - Recreational amenities
  - Greenway / Active Transportation
    - External connectivity
    - Internal connectivity
Key Elements

• Role of “commercial”
  • “anchor institutions”
    • Employer
    • Health Care
    • Educational
  • “neighborhood commercial services”
    • Retail
    • Childcare
    • Other
Request for Board Action:

• Select a preferred Ferry Road development concept with key land use elements.
Scenario Recap
Key Elements

- Appropriate mix of housing types (e.g., single family, multi-family)
- Placement of density
- Balance of development and protection of natural environment
- Role of natural space, conserved space, parks, and greenways
- Role of “anchor institutions” (e.g., education, employer)
- Role of “neighborhood commercial services” (e.g., childcare, eldercare)
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
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
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
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
Appendix
# Key Themes (Neighborhood)

<table>
<thead>
<tr>
<th>Audience</th>
<th>Key Themes</th>
</tr>
</thead>
</table>
| Neighborhood (20+ participants) | General  
  - Ensuring accountability to deliver on community needs/wants  
  - Buffers/setbacks for existing residents |
|                           | Infrastructure  
  - New and existing infrastructure improvements (bridge, roads)  
  - Density of development and impacts (e.g., traffic, environmental)  
  - Assess stormwater management |
|                           | Housing  
  - Assess market conditions and pipeline (i.e., lots of density planned for this area) |
|                           | Recreation  
  - Maintenance and upkeep of public recreation  
  - Use of lighting and activation of the greenways |
## Key Themes (Stakeholder Organizations)

<table>
<thead>
<tr>
<th>Audience</th>
<th>Key Themes</th>
</tr>
</thead>
</table>
| **Stakeholder Organizations**<br>(20+ participants) | **Housing**<br>• Mix of Housing Types (stock) and Affordability (mixed income)<br>• Mix of rental and homeownership<br>• Don’t forget about parking needs<br>• Long-term affordability  
**Recreation/Active Transportation**<br>• Develop with public parks, greenways and sidewalks in mind<br>• Create connectivity to surrounding neighborhoods and amenities<br>• Consider public transportation and car dependency  
**Sustainability**<br>• Water quality protection (French Broad and wetland)<br>• Consider Net Zero goals for development<br>• LEED, Green Building, Solar  
**Economic Development**<br>• Consider light industrial or hybrid (manufacturing + public facing)<br>• Mixed use model is attractive for employers<br>• Childcare and other complimentary uses |
### Key Themes (Public At-Large)

<table>
<thead>
<tr>
<th>Audience</th>
<th>Key Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public At-Large (200+ responses)</td>
<td><strong>Site Goals</strong>&lt;br&gt;• Model for Sustainability (~60%)&lt;br&gt;• Provide inclusive and affordable housing (~52%)&lt;br&gt;• Hub and connector for diverse recreation opportunities / Provide Equitable Transportation (~40%)&lt;br&gt;<strong>Preferred Scenarios</strong>&lt;br&gt;• Concept A (~60%)&lt;br&gt;• Concept B/C (~40%)&lt;br&gt;<strong>Preferred Land Uses</strong>&lt;br&gt;• Green Space: Natural Open Space (76%), Community Green/Pocket Parks (76%)&lt;br&gt;• Housing: Single Family, Duplexes&lt;br&gt;• Commercial: Small neighborhood&lt;br&gt;<strong>Open (free form) Comments</strong>&lt;br&gt;• Consider neighborhood impact&lt;br&gt;• Preservation of natural space / leave it as-is&lt;br&gt;• Create as much housing as possible</td>
</tr>
</tbody>
</table>
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)
Survey Results

Goals
For the site prioritized by the public

Respondents chose the TOP 3 goals that they claim most important to the site. The percentage of all respondents who chose each land use as one of their three choices is shown below.

- Be a model for sustainability and stewardship: 41.7% chose this.
- Provide inclusive and affordable housing: 37.1% chose this.
- Meet a diverse live-work-play and “aging in place” community: 37.8% chose this.
- Inspire opportunity for partnerships: 24.7% chose this.
- Increase a well-paid, living wage, work force by hosting commercial or specialized manufacturing employers: 22.8% chose this.

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 among their four choices is shown below.

- Natural open spaces with recreation areas: 29.4% chose this.
- Community green/amenity parks: 19.6% chose this.
- Single family small lot residential: 19.4% chose this.
- Duplexes/duo-villa/lowrise townhomes: 46.9% chose this.
- Small neighborhood commercial: 10.1% chose this.
- Need access commercial (commercial or bottom residential on top): 22.7% chose this.
- Light/partially manufactured: 20.5% chose this.

The Public’s Preferred Scenarios & Why
Each respondent chose the TWO scenarios that they prefer the most after reviewing the potential scenarios. Concept A was most preferred and Concept B, C & D were a near tie, so these three are shown in this diagram. The blue boxes correspond to some of the recouping themes that highlight why the scenarios were chosen. The arrows connect the themes with one or more scenarios.

- "People centered with respect for the environment" - Need for more recreation spaces
- Low impact to the environment
- Need for more recreation spaces
- Low density and encourage creation of open space
- Maintains the "character of Asheville"

Concept A
- Low Density Community Scenario with a Recreational Emphasis: 60% chose Concept A.

Concept B
- Low Density Community Scenario: Need for more affordable housing

Concept C
- Small scale Live-Work-Play Community: Creation of nontechno jobs for residents

Concept D
- A Traditional Lower Density Housing Community: Mechanism for homeowners and missing middle
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

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>29%</td>
</tr>
<tr>
<td>Hispanic, Latino, or Spanish</td>
<td>21%</td>
</tr>
<tr>
<td>Black or African-American</td>
<td>11%</td>
</tr>
<tr>
<td>Asian</td>
<td>1%</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>7%</td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td>2%</td>
</tr>
</tbody>
</table>

Where Respondents Live
10% of respondents live within 1/4 mile from the site
18% live less than 2 miles from the site
23% 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

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>14%</td>
</tr>
<tr>
<td>18-25</td>
<td>28%</td>
</tr>
<tr>
<td>26-35</td>
<td>14%</td>
</tr>
<tr>
<td>36-45</td>
<td>11%</td>
</tr>
<tr>
<td>46-55</td>
<td>15%</td>
</tr>
<tr>
<td>56-65</td>
<td>14%</td>
</tr>
<tr>
<td>66-75</td>
<td>15%</td>
</tr>
<tr>
<td>Over 75</td>
<td>11%</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>2%</td>
</tr>
</tbody>
</table>