

# Economic Development Update

Ferry Road Update

April 19, 2022



# Background and Request

## Background:

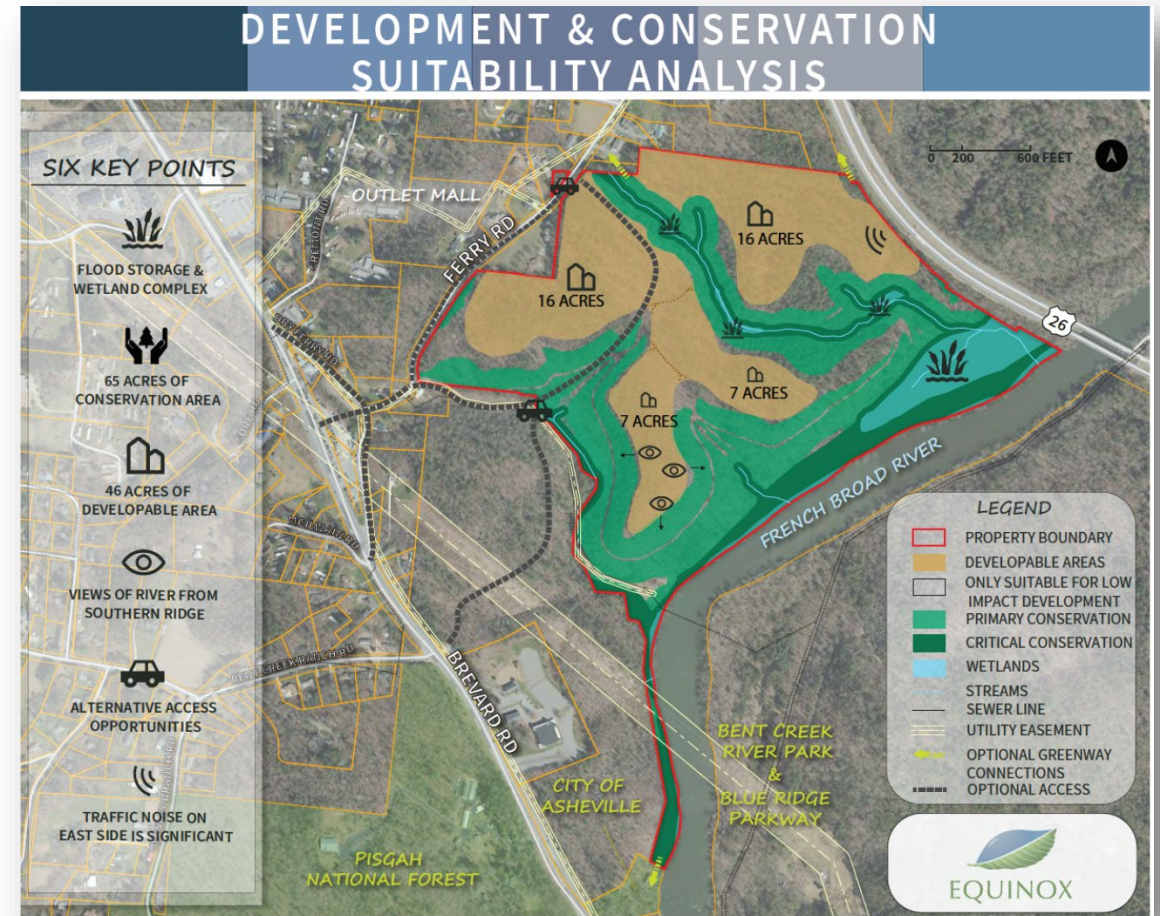
- In October 2021, Buncombe County began public engagement on the Ferry Road property.
- The purpose of the public engagement was to gather community, organization and neighborhood input on the project.
- Using this feedback, staff are requesting the Board select a single scenario for moving forward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

## Request for Board Action:

- Select a preferred Ferry Road development concept with key land use elements.



# Ferry Road Location and Site



# 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)



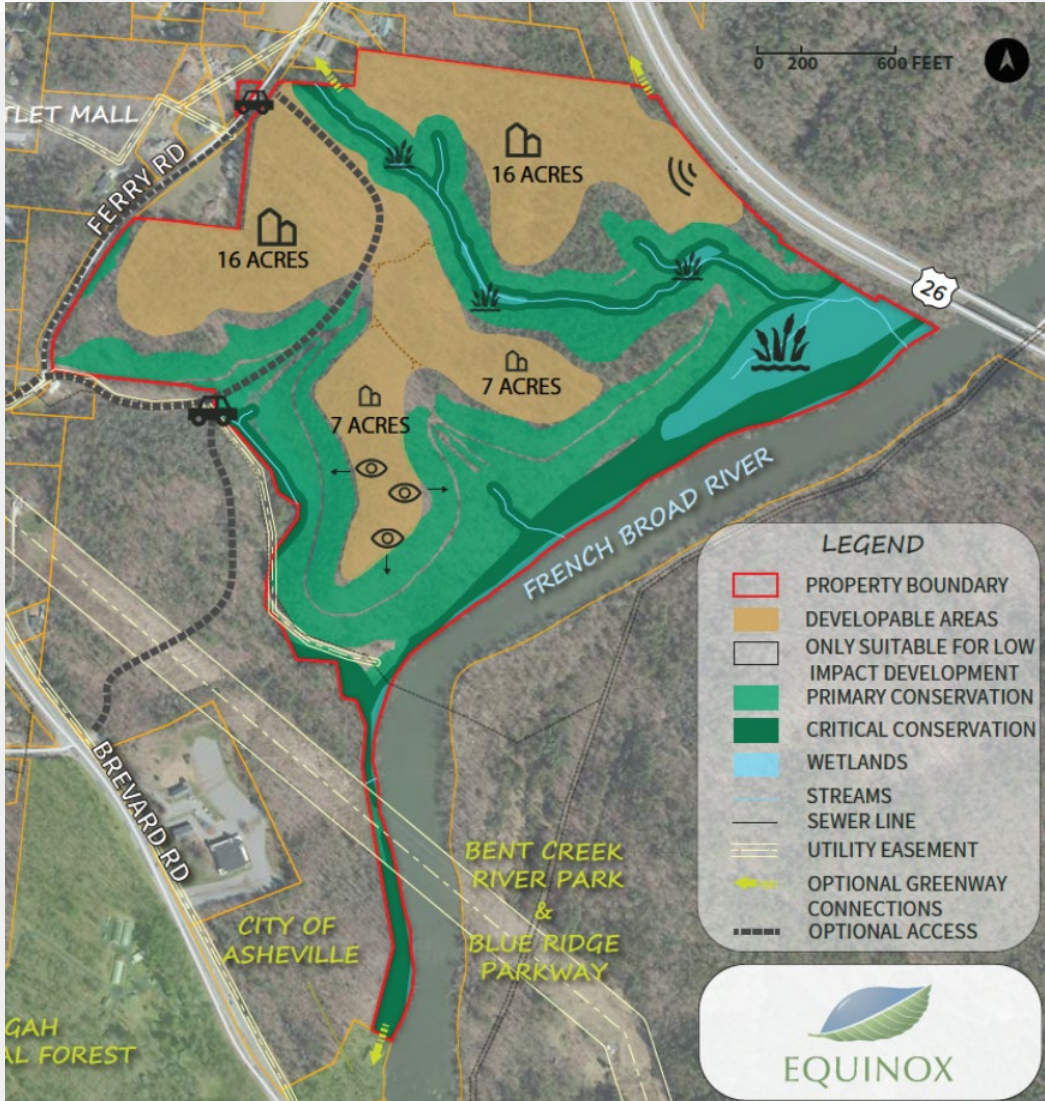
# Key Elements



- 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

## Request for Board Action:

- Select a preferred Ferry Road development concept with key land use elements.



# Scenario Recap



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



# 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:

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**CONCEPT E**

Small Commercial or  
Business Park



LEGEND					
	PROPERTY LINE		SINGLE FAMILY Including small lots and granny flats		COMMERCIAL Including retail, no services, etc.
	MAJOR ROADS		MISSING MIDDLE Including townhomes, duplexes, and quads		MIXED-USE Multifamily and Recreation
	MINOR ROADS / ALLEYS		MULTIFAMILY		
	BOARDWALK TRAIL				



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Small Commercial or  
Business Park



LEGEND					
	PROPERTY LINE		SINGLE FAMILY Including small lots and granny flats		COMMERCIAL Including retail, restaurants, or 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 Indust
	BOARDWALK TRAIL		SPECIALIZED FLEX/ LIGHT INDUSTRIAL A Major / large scale		OPEN SPACE Including pocket parks, bou
	GREENWAY		SPECIALIZED FLEX/ LIGHT INDUSTRIAL B Minor / small scale		POINT OF INTEREST
	TRAILS				



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# Appendix



# Key Themes (Neighborhood)

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



# Key Themes (Stakeholder Organizations)

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



# Key Themes (Public At-Large)

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



# 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

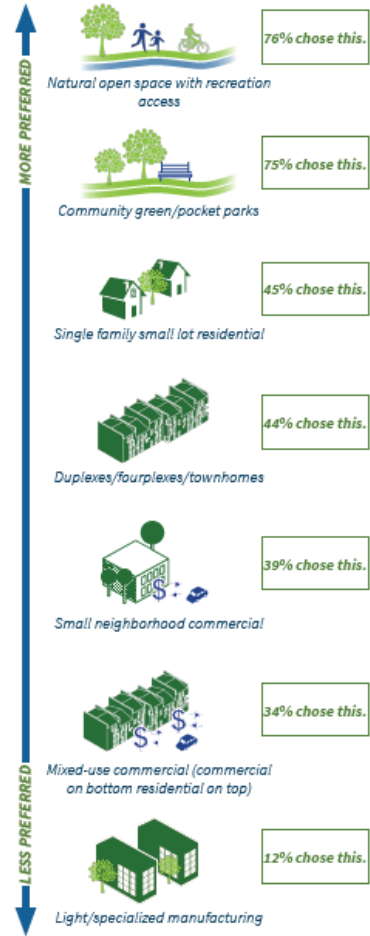
For the site prioritized by the public

Respondents chose the TOP 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.



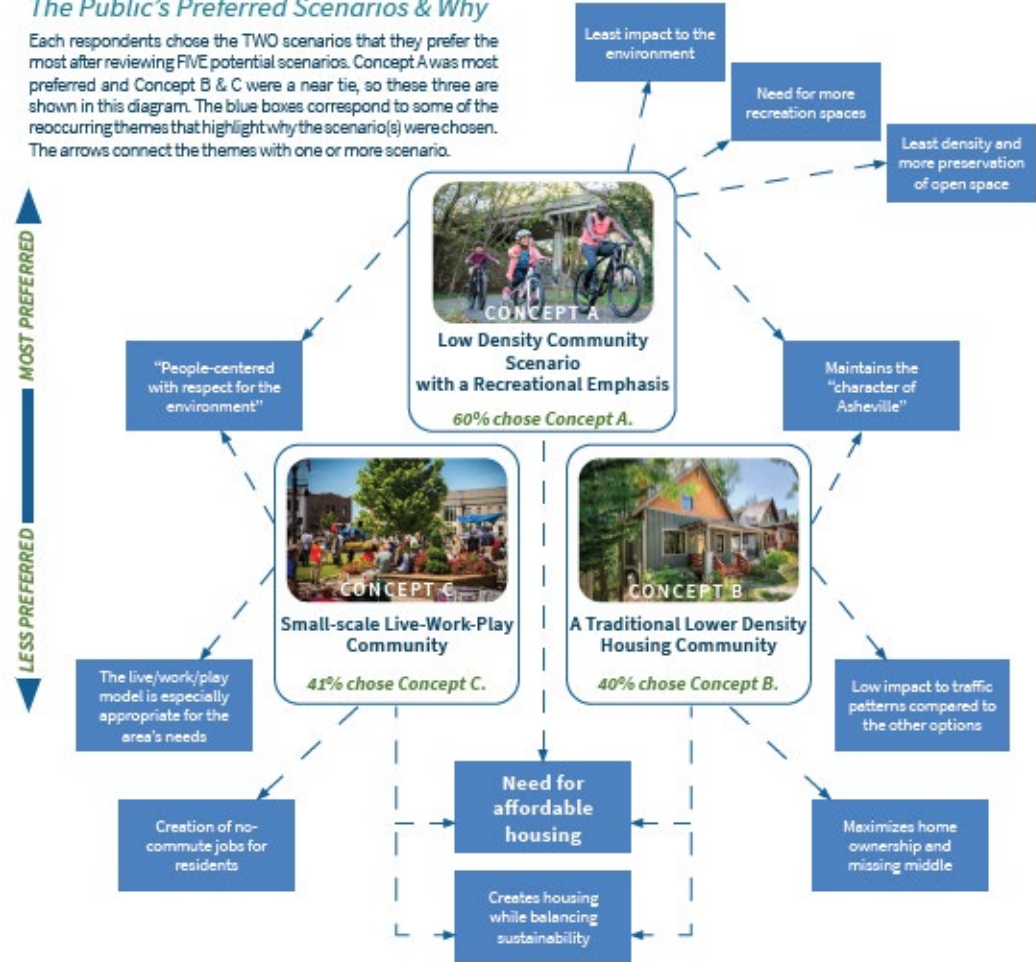
## Preferred Land Uses

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 recurring themes that highlight why the scenario(s) were chosen. The arrows connect the themes with one or more scenario.



# Survey Demographics

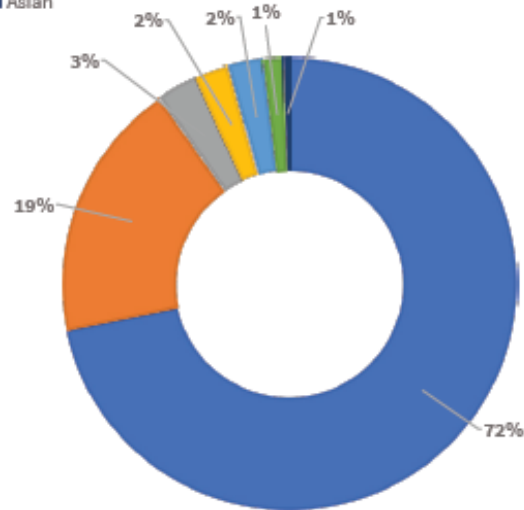
## PUBLIC SURVEY RESPONDENT DEMOGRAPHICS

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



### 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

