

Buncombe County

LIFT Update and Discussion

November 21, 2023



LIFT Overview

- Effective July 1, 2022, changes to the occupancy tax legislation created the Legacy Investment from Tourism (LIFT) Fund.
- LIFT supports the following:
 - Construction of a new location or relocation
 - Expansion of an existing location
 - Restoration or rehabilitation of an existing location
 - *Maintenance of a tourism-related capital project*
 - *Design of a tourism-related capital project*
 - *Project administration of a tourism-related capital project*
 - *Enhancement of natural resources*
 - *Expansion of necessary infrastructure*



Upcoming LIFT Cycle

Date	Milestone
October 31, 2023	Phase I Application Opens
December 1, 2023, 5:00pm ET	Phase I Application Closes
December 18, 2023	Phase I Applicants Notified (Invite to Phase II)
February 28, 2024	Phase II Application Closes
Week of March 25, 2024	Phase II Project Presentations
Week of April 1, 2024	Phase II Project Site Visits by LIFT Committee
April 24, 2024	Committee Funding Recommendations presented to BCTDA



Previously Proposed Projects (TPDF)

Project Name	Description	Estimated Total Cost	Status
Affordable Housing Development	Recurring contribution to affordable housing development in Buncombe County. Housing will be utilized by residents that are likely to be employed in the service, hospitality and other industries.	\$2M/annual	TBD
Ferry Road Destination (Greenway, Trails, and River Access)	Greenway (~2 miles), trail (~2 miles) and river access park at the Buncombe County-owned Ferry Road site. These recreation assets will connect the Ferry Road site to Bent Creek River Park, the Blue Ridge Parkway and Arboretum. The site is anticipated to be utilized for mixed income housing, recreation, light commercial/industrial and conservations purposes.	\$6M	TBD
BCSP Recreation Destination – Phase 2	<i>Add turf and lights for ~3 additional fields at Buncombe County Sports Park. This will bring the total turfed fields to 6 out of 9. Turf and lights will increase playable hours.</i>	~\$6-7M	<i>TDA Funded</i>
McCormick Field Improvements	<i>Improvements to the City-owned McCormick Field.</i>	~\$30M	<i>TDA Funded</i>
Woodfin Greenway and Blueway	<i>Complete Woodfin Recreation destination amenities including, but not limited to, ‘the wave’ and Riverside Park.</i>	~\$6M	<i>TDA Funded</i>



Ferry Road Community- Key Features



- **Affordability**
 - 645 units (55% affordable)
- **Conserved Lands**
 - 72 conserved acres (approximately 60% of property)
- **Protected Waterways and Buffers**
 - 5k LF of FBR tributaries and frontage, 1 ecologically-significant floodplain wetland
- **Parks**
 - 1 Community Green, 5 pocket parks
- **Recreation**
 - 1.9 greenway miles and 1.7 trail miles
 - 3 trailheads with estimated 20 parking spaces
- **Community Services**
 - 22,000 SF for community services (e.g., childcare, health clinic)
- **Equitable Development**
 - Key features designed and collocated with housing for low/moderate income individuals



Potential Cost of Development

Est. Public-Private Investment	\$210 M
<i>Potential Net County Investment</i>	<i>\$34 M</i>
% Public Investment	16%
% Affordable (<100% AMI)*	54%

Total Residential Units	645
Other	22,000 SF <i>Service-oriented space</i>
Conserved Land	72 acres with est.1.9 miles of greenway



Proposed Application

- **Project:**
 - Ferry Road Community: Affordable Housing, Conservation and Public Recreation
- **LIFT Alignment:**
 - Project includes the *construction and design of a new tourism-related capital project that enhances natural resources and expands upon necessary infrastructure.*
- **Key Features:**
 - mixed income housing, conserved acreage, public trails and greenways
- **Amount:**
 - \$6M



Discussion / Next Steps

- **Commissioner Discussion**
- **Next Steps**
 - Submit Phase 1 Application: December 1
 - Continue City of Asheville Re-zoning Process
 - TRC: January 2024
 - P&Z: February 2024
 - City Council: March 2024
 - Release Developer Solicitation: spring 2024



Appendix

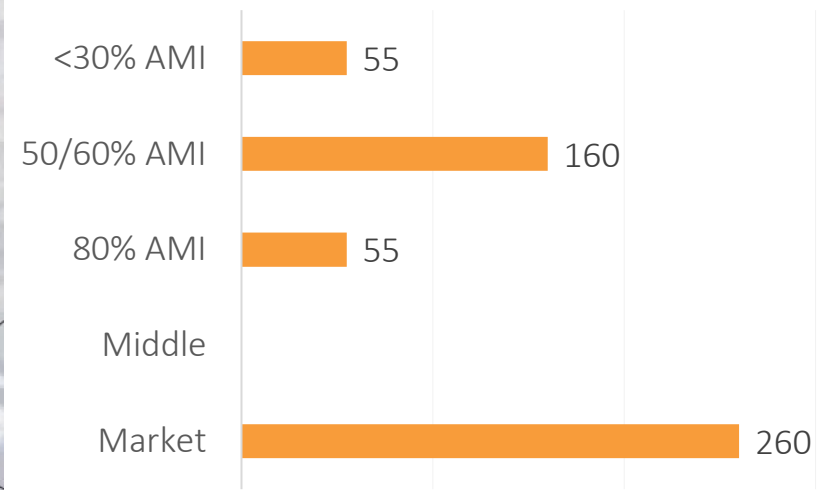


645 Total Units

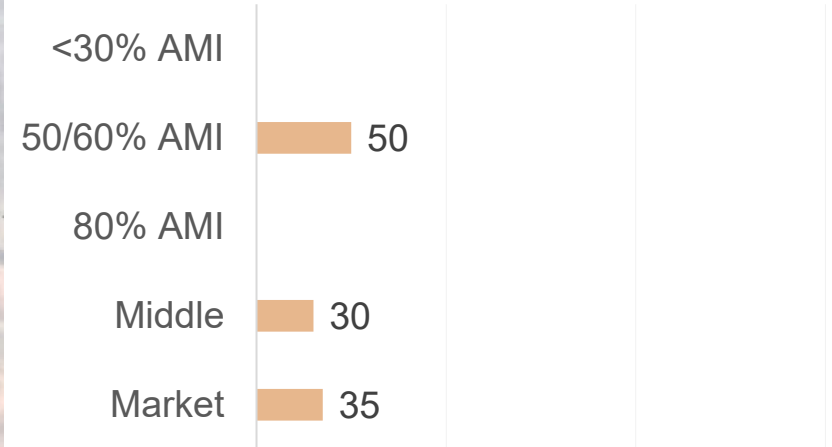
54% affordable (<100% AMI)



530 Rental Units



115 Homeownership Units





FERRY ROAD

I-26

Est. 72 conserved acres

WETLAND

FRENCH BROAD RIVER

Est. 1.9 miles of greenway connecting to Bent Creek trail system

BREVARD ROAD

22,000 SF of service-oriented space for childcare center and health clinic



Projects for Discussion (continued)

Project Name	Description	Estimated Total Cost	Priority
Farm Heritage Trail Phase 2	Farm Heritage Trail phase 2 in East Buncombe County	\$500K	TBD
UNCA Track	Improve the UNCA track which is used by the University and community	\$5M	TBD
I-26 Aesthetics	Improvements to I-26 improvements in Buncombe County. The total aesthetics improvement cost is included and includes improvements to Bowen Bridge, Patton Avenue, and Amboy Road. The total cost does not reflect contributions from local governments including the City of Asheville.	\$10M	TBD
Black Mountain Site Plan	Improvements in the Town of Black Mountain including, but not limited to, ADA River Access, Cragmont Park improvements, and Mountain Bike Park	\$5M	TBD
Weaverville Site Plan	Improvements in the Town of Weaverville including, but not limited to, Reems Creek Greenway and Recreational and multi-use field space	TBD	TBD
Swannanoa Site Plan	Improvements to the Beacon site for the Mountain Sports Complex	TBD	TBD
Montreat Site Plan	Greenway connectivity between Montreat and Black Mountain	\$1M	TBD

