

Strategy 1 appendix

Cultivating essential cultural and historic resources.

CONTENTS

- *Figure 1*– Diagram of downtown places for arts and entertainment
- *Figure 2*– Currently recognized historic district and properties
- *Figure 3*– Currently recognized historic district and properties, plus community-designated priorities for preservation and change

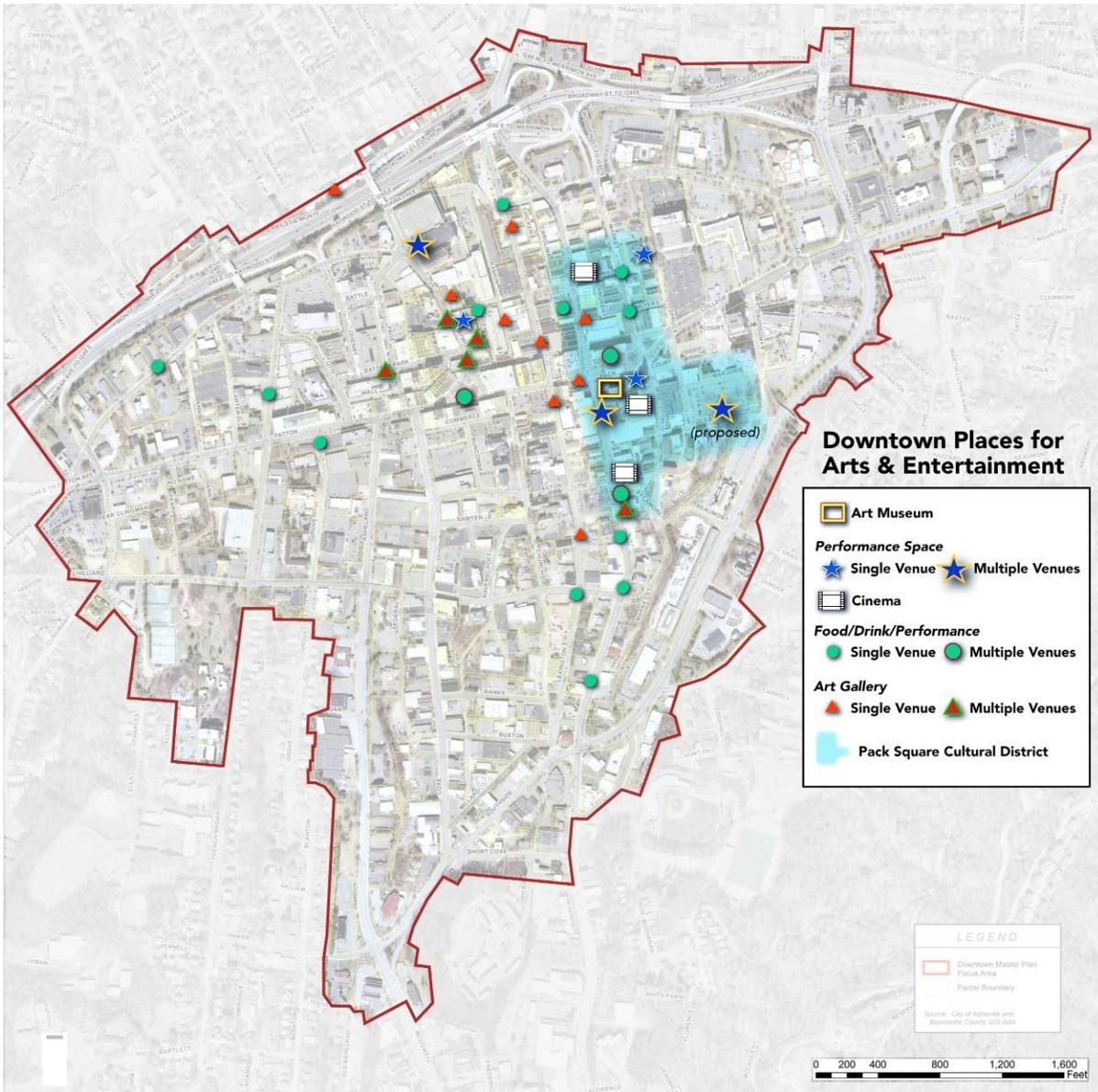


Figure 1 The great concentration, variety, and quality of arts-related destinations downtown – be they venerable institutions, small businesses or impromptu music and art in public space – are central to its vitality, economy and identity, now and in the future.

HISTORIC DESIGNATION

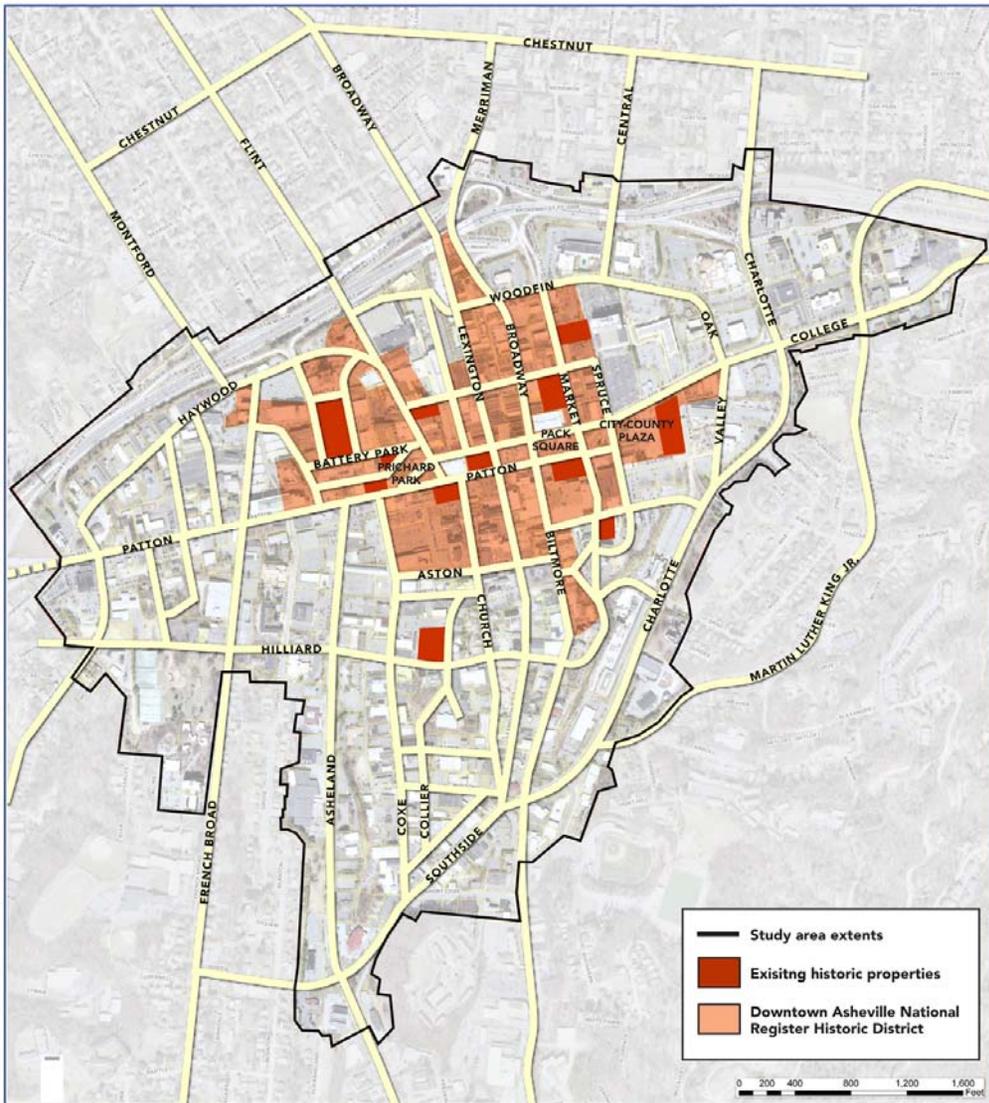


Figure 2 Currently recognized historic district and properties

TARGETING PRESERVATION AND CHANGE

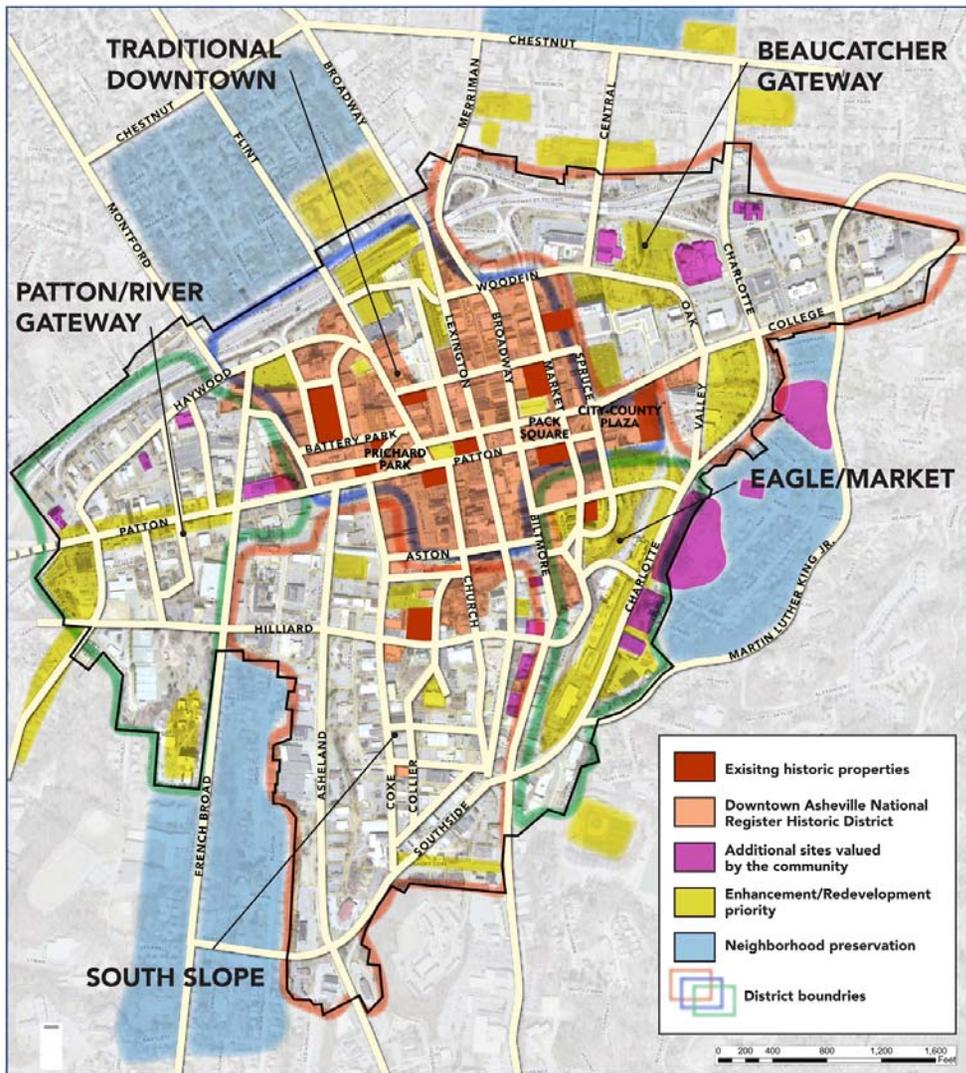


Figure 3 Currently recognized historic district and properties, plus community-designated priorities for preservation and change

Strategy 2 appendix

Expand convenient choices for downtown access and mobility to enhance the experience of downtown Asheville

CONTENTS

- *Figure 1*– Diagram of conceptual downtown shuttle routes
- City of Asheville Comprehensive Parking Study
 - *Figure 2* – Weekday Afternoon Occupancy Diagram
 - *Figure 3*– Existing Parking Facilities Diagram
 - *Figure 4*– Weekend Evening Occupancy Diagram

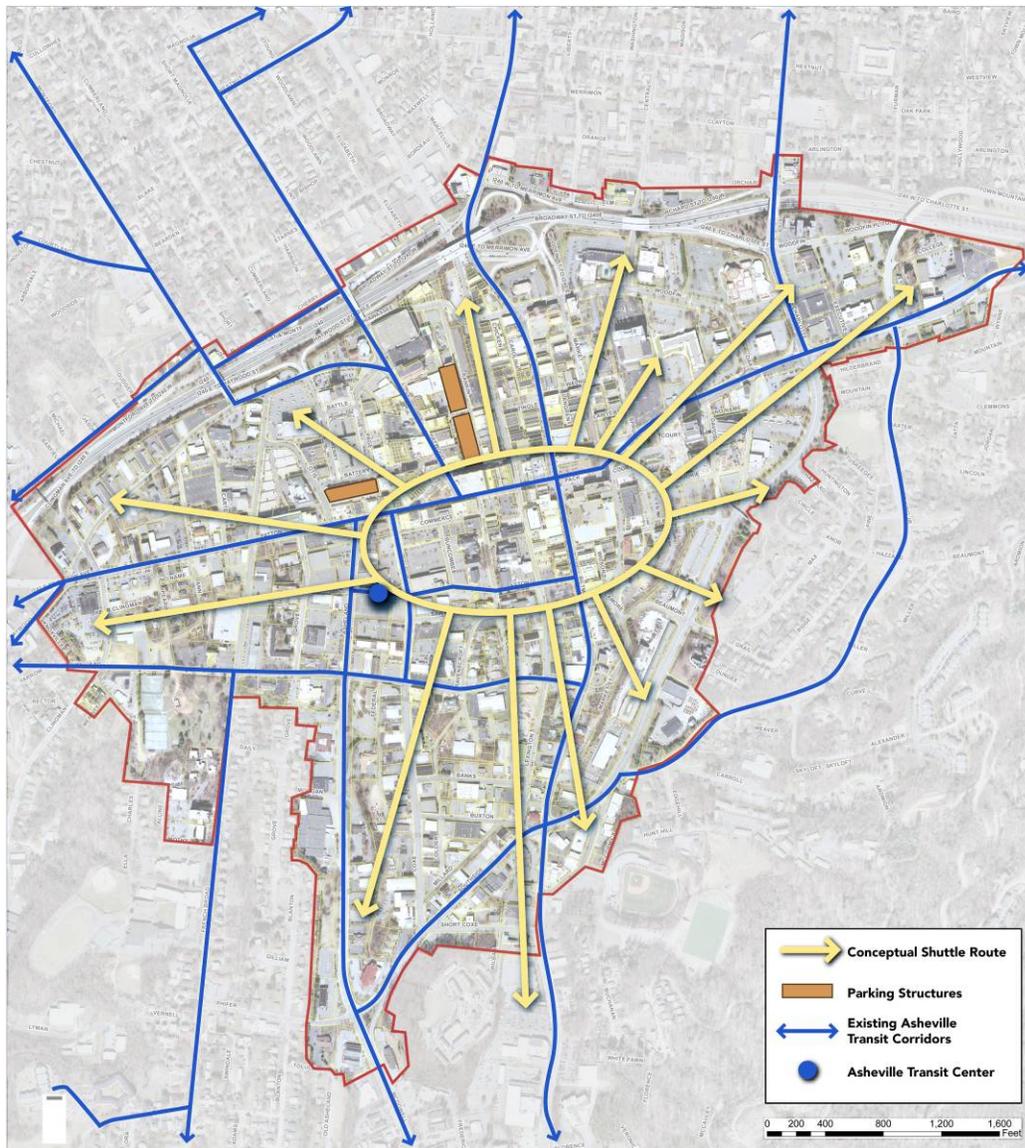
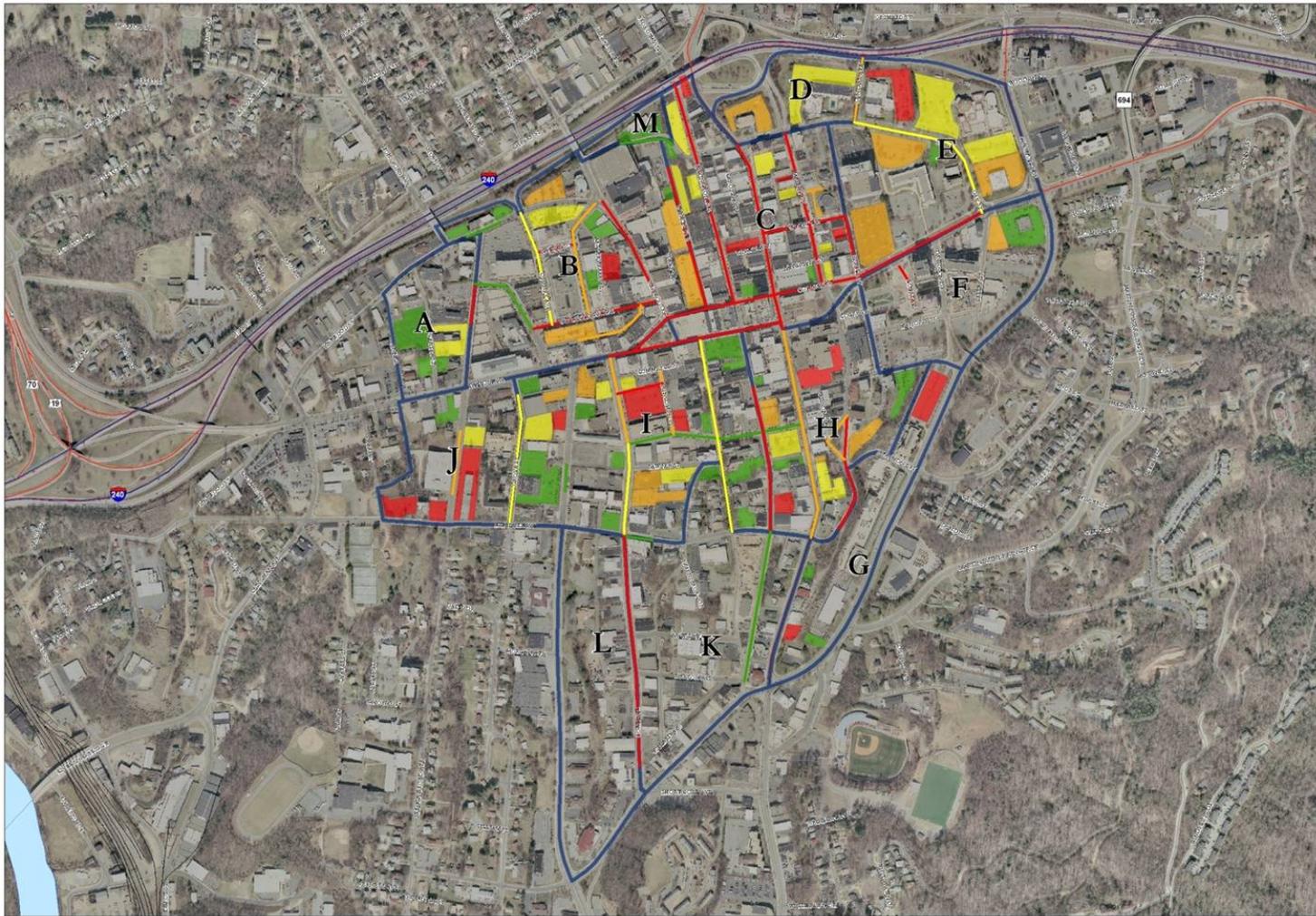


Figure 1 A downtown shuttle— as conceptually shown in the diagram to the left— should serve both as a circulator and as a shuttle for downtown employees. Ideally, the shuttle route should connect existing transit amenities such as the Asheville Transit Center, with parking garages, large employment centers, and other possible points of activity throughout the downtown. The City intends to undertake a separate study of the shuttle system in order to recommend routes, estimate ridership and estimate capital and operating costs for such a system.



**City of Asheville Comprehensive Parking Study
Weekday PM (Noon - 7pm) Occupancy**

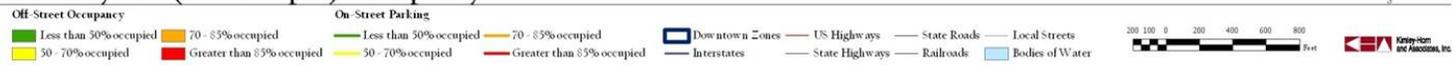
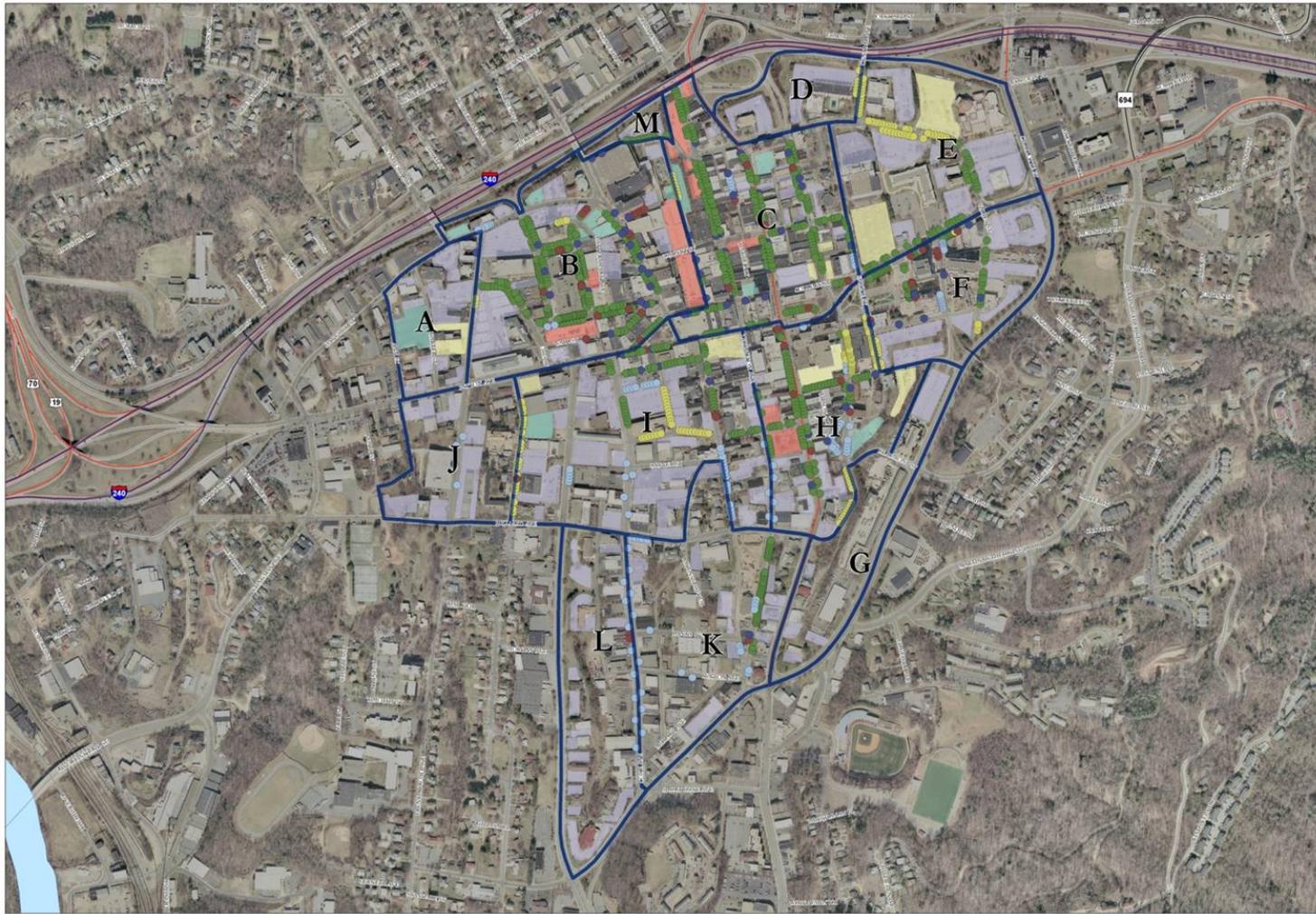


Figure 2



City of Asheville Comprehensive Parking Study
Existing Parking Facilities

- | On-Street Parking | | | Off-Street Parking | | | | | |
|-------------------|-----------|---------|--------------------|-----------|---------------|------------------|-----------------|-----------------------|
| ● Handicap | ● Metered | ● Other | ■ Public | ■ Monthly | — Interstates | — State Highways | — Local Streets | ■ Bodies of Water |
| ● Loading Zone | ● Permit | | ■ Shared | ■ Private | — US Highways | — Railroads | □ Parcels | □ Downtown Study Area |

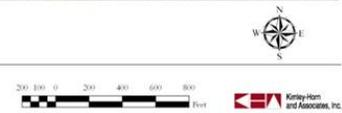
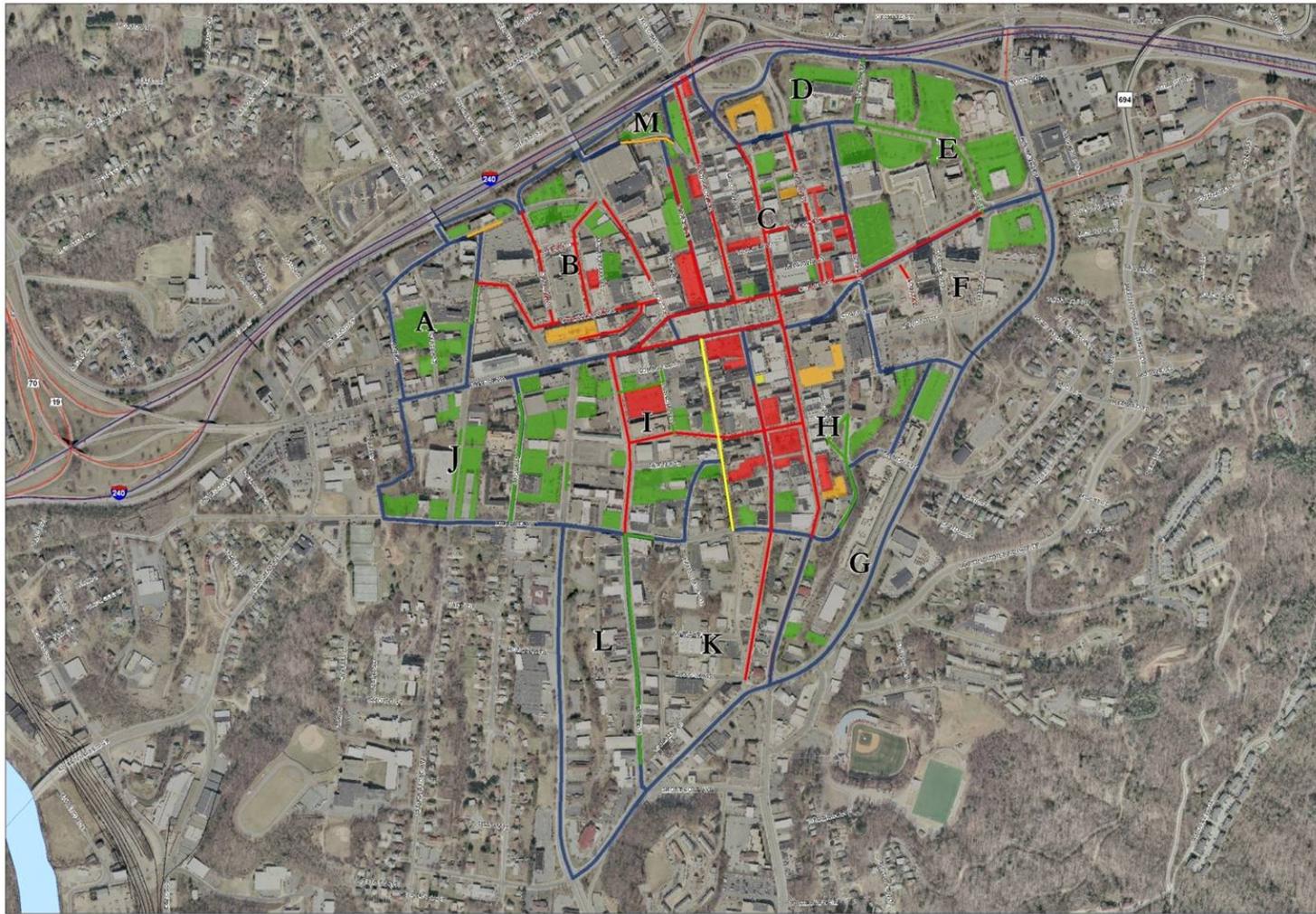


Figure 3



City of Asheville Comprehensive Parking Study
Weekend PM (5pm - 11pm) Occupancy

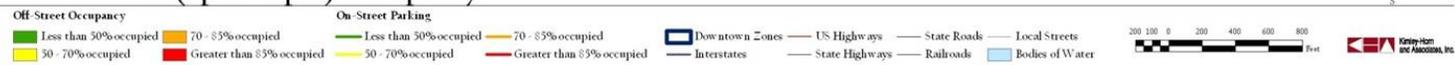


Figure 4

Strategy 3 appendix

Inaugurate an urban design framework to extend downtown's sense of place and community

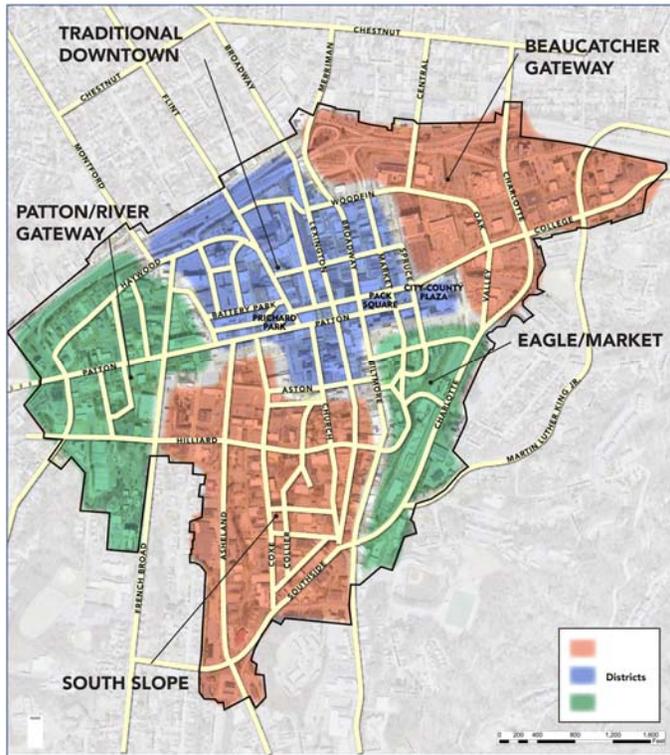
CONTENTS

- Added detail on characteristics of downtown districts
- Urban design framework diagrams
- Renderings suggesting potential character at selected locations in the five downtown districts

Downtown Districts

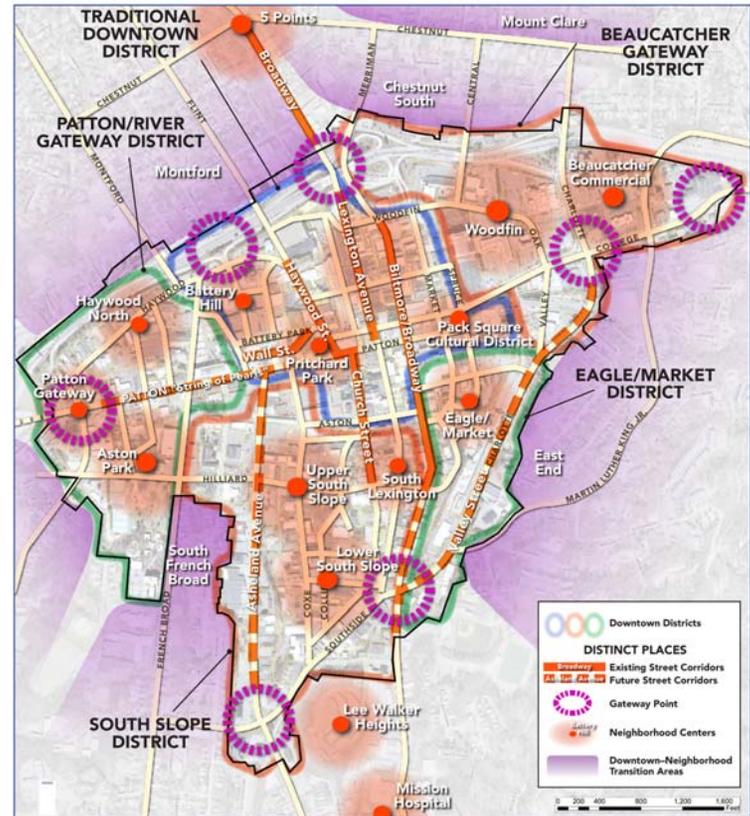
Cultivate the character of distinct downtown places. Recognize five districts within the downtown planning area made unique by their history, location and opportunities, as well as distinct smaller neighborhoods, corridors and nodes within them.

DOWNTOWN DISTRICTS



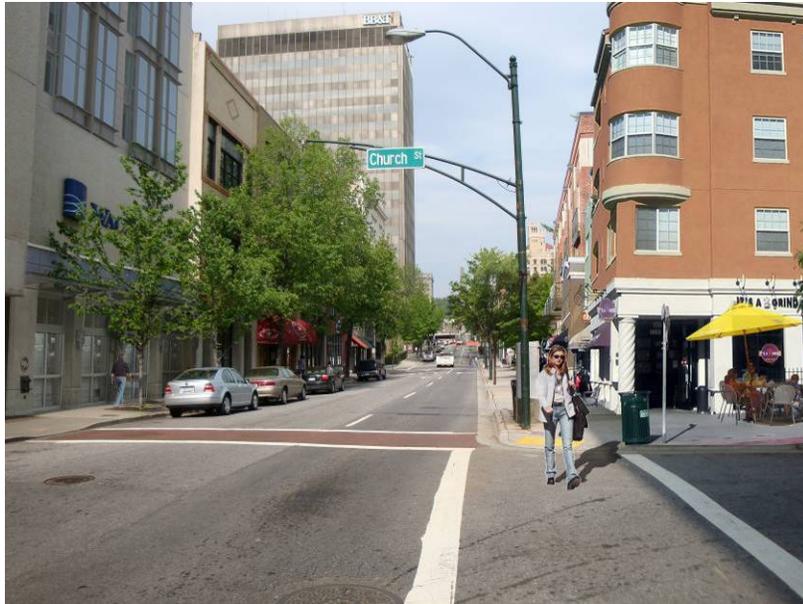
In addition to the Traditional Core District, downtown includes the Eagle/Market, Beaucatcher Gateway, South Slope and Patton/River Gateway districts.

DOWNTOWN PLACES



Traditional Downtown District The traditional downtown exemplifies what most people *think* of as downtown. It largely coincides with the extents of the National Register Historic District and of the area most amenable to walking. The significant historic architecture, eclectic mix of uses, and generally pedestrian-friendly quality of the Traditional Downtown are fundamental to its appeal, and thus must be maintained. As long as they respect this,

thoughtfully designed new buildings are highly appropriate in this district on vacant sites, replacing non-historic structures, or surmounting historic structures. Such opportunity for continued investment in existing and new buildings and businesses is necessary for the Traditional Downtown District to continue to thrive.



(Patton) Pedestrian-oriented infill development on parking lots like this one would bring more continuous spatial quality and vitality to downtown.



(Haywood) Adding appropriate new development can help existing properties – whether historic or not – gain the value they need to contribute more to downtown.

- **Land use:**
 - All downtown uses are appropriate
 - Combining compatible uses in single buildings is encouraged
 - Priority area for uses creating jobs, whether emerging HUB-related enterprises or independent small business enterprises
 - Housing is also appropriate, reinforcing its existing presence.

- **Building height and density:**
 - Substantial height and density are a traditional hallmark of downtown streets and should continue to be encouraged to support property value, intensity of activity and urban design character.
 - The intermediate 145' height threshold applies to much of the district to reinforce the prevailing scale of tall traditional buildings like the Jackson Building, and to reduce shadow impacts on narrow streets.
 - The taller 265' height threshold applies to Battery Hill and previously redeveloped area between Woodfin, ~~and~~ College, ~~and~~ Spruce, to bring additional value and activity to these areas and augment the skyline at high points in downtown.
- **Gateways and connections:** The district has significant gateways and connections in need of improvement along its northern edge.
 - Where Montford and Flint Streets cross I-240, emphasize pedestrian improvements and new gateway landmarks through use of buildings, landscape and/or public art. While a proposed park deck over I-240 here would be desirable, its cost may be prohibitive in the foreseeable future. As an alternative consider a modest widening of one or both bridges to accommo-

date landscape buffers from the highway below (see photo).

- Where Haywood Street intersects O'Henry Street and the ramp exit from I-240, enhance sense of entrance with improved landscape, wayfinding signage and infill development. Any development on the AT&T parking lot, including a proposed public parking structure, should include an occupied building edge facing Haywood and O'Henry. Strongly encourage screening of surface parking on the Basi-



High-quality sidewalk materials and a tiered landscape edge diminish impact of the highway below this bridge in Atlanta – an example to follow where Montford and Flint Streets cross I-240.

lica of St. Lawrence and Battery Park Apartments sites, preferably by replacing it below or behind new buildings, otherwise by landscape plantings.

- Where Broadway, North Lexington and Merri-
mon pass beneath I-240, a new mural adds
important elements of identity, color and scale
to the underpass. Planned wayfinding signage
will further mark this gateway. Building on this
progress, pedestrian improvements (especial-
ly to highway ramp crosswalks) and infill de-
velopment on vacant or underdeveloped par-
cels in the area should be encouraged to fur-
ther reduce dominance of the highway.

○ **Additional opportunities and priorities:**

- The blocks between Rankin and North Lexing-
ton Streets north of Walnut have been con-
sidered for redevelopment with public parking
and new housing. This or other redevelopment
concepts here should be encouraged so long
as North Lexington is continuously faced with
occupied buildings containing housing and/or
other active uses.
- College Street blocks between Haywood and
Market Streets suffer from a series of build-
ings with blank facades that detract from this
important east-west pedestrian corridor. Sev-
eral redevelopment or rehabilitation efforts

should be encouraged to make this an inviting
walking street:

- 1) Redeveloping the BB&T parking structure
with a significant residential building of suffi-
cient value to pay for new below-grade parking
serving BB&T and the residential building at
different peak hours;
 - 2) Replacing and/or screening the BB&T load-
ing docks and surface parking with occupied
building space having an active street edge;
 - 3) Rehabilitating or redeveloping the former
CVS store at Haywood with active ground-floor
uses facing both College and Haywood; and
 - 4) Rehabilitating or redeveloping the Wacho-
via Bank building with active ground-floor lob-
by, retail or other use facing College as well as
Haywood and Patton.
- The parking lot at Patton and South Lexington
Streets should be redeveloped with active
ground-floor uses along Patton to create a
continuously inviting walking environment be-
tween Pritchard Park and Pack Square.
 - Bring more active ground floor uses to the
east and south sides of Pritchard Park. Poten-
tial methods include façade renovations,
creating an artist incubator space on the park,
and more significant redevelopment of non-
historic buildings.

- Beaucatcher Gateway District** This district contains a number of significant commercial sites important to the downtown economy. At the same time, its redevelopment during the period of urban renewal has left it needing streets and buildings that make it truly *urban* again and connected to the Traditional Core. Commercial uses should continue to be emphasized in the district, particularly new and emerging ones. Densification of existing commercial sites through use of structured parking and/or expanded transit/shuttle service is encouraged. Any renovations or new construction should enhance area streets as inviting walking streets, as well as create memorable gateway landmarks to the Traditional Downtown District. Residential uses should also be considered to the extent they are market-supported, are proximate to existing residential downtown or in adjacent neighborhoods, and do not displace priority commercial uses.

- Land use:**

- Target area for commercial uses and high-value sectors of the HUB initiative
 - Hospitality, leveraging excellent road access
 - Increase extent of active ground floor uses that improve the pedestrian environment
 - Housing is appropriate to the extent it does not displace important job centers
 - Underused sites may be appropriate in near-term for satellite parking served by downtown shuttle



Beaucatcher Gateway is an important commercial area downtown, and could become still more important with gradual addition of still higher-value commercial development that ties into the Traditional Core.

- Building height and density:**

- The intermediate 145' height applies to much of the district as a place whose proximity to the Traditional Core and transportation, and relatively large parcels, should be tapped to create further value
 - The taller 265' height applies to sites flanking Central Street at Woodfin – to reinforce the corridor – and northeast of College and Char-

lotte, where tall buildings won't dominate City/County Plaza.

○ **Gateways and connections:**

- New buildings and streetscape improvements should edge College Street as it approaches downtown, framing the view of downtown for those coming from Tunnel Road, and creating an unbroken link of dignified architecture and inviting sidewalks leading to the Traditional Core.
- Welcome people approaching downtown from I-240 with wayfinding signage, higher-value development and streetscape improvements along Charlotte.
- Use new development to reinforce Central Street as an important pedestrian connection past I-240; avoid solely auto-oriented uses.

○ **Additional opportunities and priorities:**

- All commercial parcels lining I-240 have potential for higher-value redevelopment or renovations taking advantage of excellent highway visibility and access to the north, and opportunity for new pedestrian- and street-oriented connections to downtown on the south.
- Potential improvements on the YMCA site could contribute significantly as amenities to

the downtown community and as support for improved walkability and streetscape along Woodfin and Central.

- **Eagle/Market District** Eagle/Market holds a special place in downtown due to its important role in the African-American history of Asheville. While business enterprises, housing and institutions predominantly serving or operated by African-Americans are no longer confined to Eagle/Market, the district remains literally and symbolically an important place in the local community. Resident institutions have invested considerable time and effort in creating redevelopment proposals for the district, and these should proceed promptly to assist its revitalization. In the longer future, potential development of the Performing Arts Center and redevelopment in the South Charlotte Street (formerly Valley Street) corridor should further contribute to the identity and vitality of Eagle/Market.

○ **Land use:**

- All downtown uses are appropriate
- Added housing could be especially effective in linking the East End and downtown through a continuous series of residential blocks
- Commercial uses could also be appropriate, leveraging good street access, so long as they do not further separate the East End from downtown
- The proposed Performing Arts Center on Eagle Street should be programmed and designed with special emphasis on welcoming the

Eagle/Market and East End community, as well as the larger city and region

- **Building height and density:**
 - The intermediate 145' height applies to nearly the entire district, offering development value to support desirable redevelopment while also precluding taller buildings that could negatively impact important surrounding neighborhoods and public spaces.
 - The taller 265' height is permitted for redevelopment of the southernmost DPW parcel area, offering potential of a landmark on the Biltmore Avenue approach to downtown and because the site's low elevation would diminish overall height.
- **Gateways and connections:**
 - Strong emphasis should be placed on transforming South Charlotte – and the city owned land along it – from a barrier to a connective seam to the East End.
 - The best opportunities for improved pedestrian crossing occur at the Beaumont/Grail intersection and the pedestrian bridge at Eagle Street.
- **Additional opportunities and priorities:**
 - Any redevelopment planning, particularly on city-owned sites, should proactively involve the

African American community of Eagle/Market and the East End to help restore and enfranchise a community heavily impacted by past urban renewal efforts.

- Redevelopment initiatives planned by the Eagle/Market Streets Development Corporation and Mount Zion Church should be encouraged to proceed now that supportive funding is available. These will have strong positive impacts on the traditional heart of the



Asheville has the very important opportunity to redevelop portions of the Department of Public Works sites used for parking and storage with housing or other uses that reconnect downtown with the East End and transform South Charlotte back into a true city street.

district.

- The Performing Arts Center should be programmed and designed to help link the East End and downtown. It could significantly improve appeal and usefulness of the pedestrian bridge over South Charlotte.
- The district lies adjacent to important park resources serving not only itself and the East End but, increasingly, all downtown. Improve east-west pedestrian connections between downtown and MLK Park, The Stephens-Lee Recreational Center, McCormick Field, Memorial Stadium and the emerging park network ascending to the top of Beaucatcher Mountain.

- **South Slope District** With significant land area and a number of commercial and light-industrial properties poised to undergo transitions to higher-value uses, this area contains some of the most extensive opportunities for downtown redevelopment. The topographic variation of the district from east to west, most visible along Hilliard Street as it crosses a series of ridges and valleys, naturally breaks the large area up into corridors having an intimacy that can help foster redevelopment by intensifying sense of place. Housing, already emerging here in significant quantities, is highly appropriate because the area's size and topography supports its emergence as a residential area, and because of its proximity to downtown jobs and services. Much of the district is also an appropriate location for relatively tall new buildings. Of-

rice, and retail uses are also appropriate here if they are compatible with housing, especially if they reinforce the Mission Hospital medical area, provide neighborhood-oriented retail and/or concentrate toward Asheland Avenue, Southside Street or the Traditional Downtown. Redevelopment and streetscape improvements should aim to create a dignified entrance to downtown from the south.



Coxe has high potential to become the heart of a new residential neighborhood with its comfortable walking scale, direct link to downtown and new housing underway.



The intersection of Biltmore and Southside is an important gateway to downtown from Biltmore Village and other points south. It should be marked with high value uses that could include housing, medical uses related to the nearby Mission Hospital, or a combination of these.

○ **Land use:**

- All downtown land uses are appropriate
- The district is especially appropriate from one or more distinct new residential neighborhoods.
- Commercial uses are also appropriate, especially along the Asheland, Southside and Biltmore corridors. However, the existing predominance of auto-oriented uses should give over to commercial uses and buildings that are mainly pedestrian-oriented

- Medical-related uses would be especially appropriate where shown, due to proximity to the Mission Hospital campus. These uses could range from doctors' offices to satellite hospital facilities to workforce housing for hospital staff (such housing would be appropriate throughout the district).
 - Relatively lower-value sites could be appropriate near-term locations for commuter parking served by the downtown shuttle
- **Building height and density:**
- A majority of the South Slope District is appropriate for taller 265' heights. This stems from the presence of relatively few sensitive sites or buildings compared to the Traditional Core; the slope itself, which helps reduce shadow impacts and absolute height of tall buildings; the presence of some larger parcels that could accommodate significant development; and the desirability of high-value development to spur significant residential population and public realm investment in the area.
 - The intermediate 145' height range is appropriate in other areas close to more sensitive public spaces, historic buildings or established neighborhoods.