

TO: Maggie Burleson ([mburleson@ashevillenc.gov](mailto:mburleson@ashevillenc.gov))  
FROM: Jeremy H. Goldstein  
RE: Planning and Zoning Commission Questions  
DATE: August 1, 2011

1. What is your vision for growth and development in Asheville?
  - I would like Asheville to continue to grow and evolve.
  - A thriving, living city will grow and change; a stagnant, dying city will shrink and deteriorate.
  - I have no predetermined bias for the nature of our growth, other than to let the market dictate, and if our growth stagnates, to prioritize and encourage investment in our downtown, along our existing commercial corridors, and in our infrastructure.
2. Do you believe Asheville has taken an approach that is too “pro-growth” or “anti-growth” over the past 5-6 years? Please share your reasons.
  - Overall, I would say anti-growth.
  - We should encourage and welcome major investments within our community and appreciate the substantial risks associated therewith.
  - Some of our most cherished buildings were likely considered to be out of character or out of scale at the time of their conception and completion. Who can say with certainty what will or won't be the next Jackson Building of our time?
  - For example, in the last 5-6 years there has been a strong negative reaction to perceived versus actual downtown growth. How many of the *high-rise* buildings approved or announced under CBD zoning prior to implementation of the revised development standards in the Downtown Master Plan were actually built in the last 15 years? Two or three? The market ultimately dictates what is built. Additional layers of regulations and restrictions will simply discourage additional investment in our community.
3. How strictly should interpretation and application of the UDO be applied?
  - Rules and regulations should always be strictly applied.
  - If interpretation of a particular fact pattern is not clearly addressed in the UDO, then 1.) equitably apply common sense to the situation and 2.) amend the rules to prevent a recurrence
  - The UDO was adopted in 1997 and has continuously been amended since then.
4. Name one Planning & Zoning Commission decision in the last 18 months you've agreed with and one you've disagreed with or would have struggled with. Explain your rationale for each.
  - Agreed: Caledonia Road apartments. Projects should be approved or disapproved based on the requirements under existing zoning guidelines—this is equitable.
  - Disagreed/Struggled: To my knowledge, I have not disagreed with any Commission decisions. I would have wrestled somewhat with the initial Sustainability Bonus – UDO Amendment proposal. While I favor the intent to encourage higher density development in certain areas/corridors, I thought the initial proposal was too broad and could cause harm.
5. What are some of the positive or negative effects of Asheville's zoning regulations?
  - Positives: Reduce conflicts, improve quality of life, provide safety, protect community resources
  - Negatives: Regulations are not necessarily definitive, all encompassing, and all-inclusive.