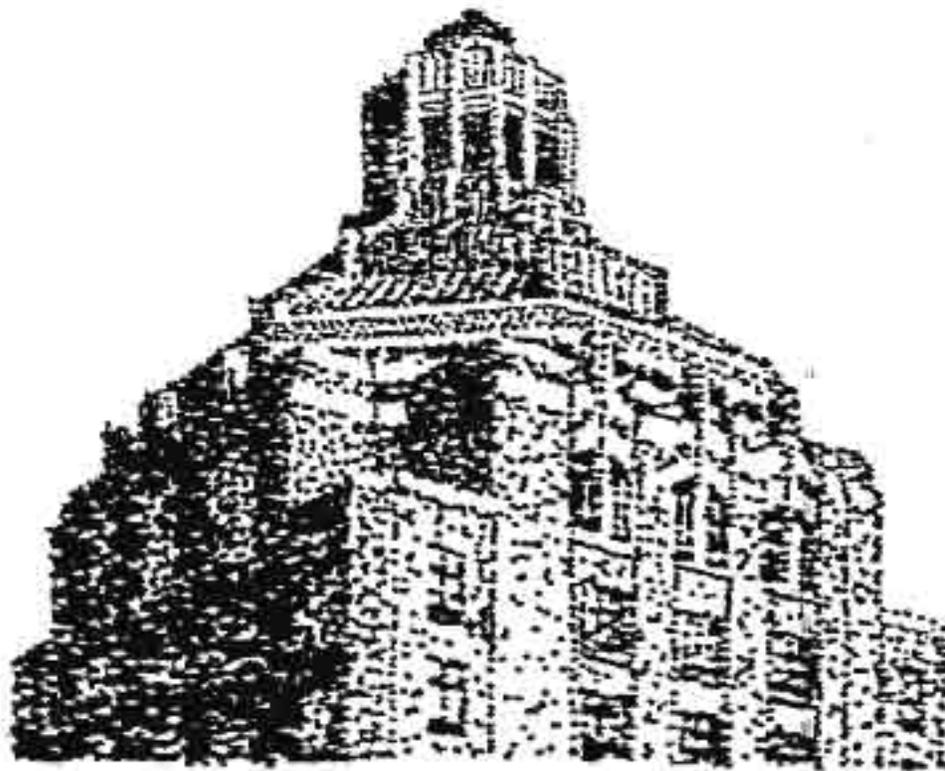

ASHEVILLE

CITY PLAN

2010

*HAYWOOD ROAD
CORRIDOR PLAN*



ASHEVILLE CITY PLAN 2010 HAYWOOD ROAD CORRIDOR PLAN

2010 ASHEVILLE CITY PLAN

HAYWOOD ROAD CORRIDOR PLAN Asheville, North Carolina

May 25, 1999

Proposed By The Citizens of Asheville
Prepared By The Asheville Planning and Development

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Haywood Road Corridor Plan

INTRODUCTION

Similar to the Hendersonville Road Corridor Plan adopted in March of 1993 and the Charlotte Street Small Area Plan adopted in March of 1999, the Haywood Road Corridor Plan will serve as a guide for future development and improvements along Haywood Road.

The purpose of this plan is to provide a detailed view of future land use and growth patterns in the corridor study area. Community input meetings examined previously compiled information and existing plans to reach a consensus within the community to determine the direction future development should take. The participation of the business community, neighborhood associations, and churches throughout the planning process was a clear statement of the concern about the future of the corridor. The assumption used in preparing this plan was that community involvement and support is essential. Involving community and business representatives and other stakeholders before the plan is drafted strengthens the support and implementation of the recommendations.

Neighborhoods support businesses that serve the local needs through improved pedestrian and bicycle access. Communities will support land use policies that allow businesses to continue and prosper. Neighborhood integrity and lack of commercial intrusion into established neighborhoods is a strong concern on both sides of Haywood Road. Quality landscaping and retaining the old building facades and signage is in keeping with the historic nature and future vision of the area. Amenities with a common theme, landscaping, recreational facilities, and easy pedestrian access will serve to continue to

keep this community together. A substantial effort will be made from year to year to move the existing utilities underground.

Community cohesion and consistent character is desired along Haywood Road and between the neighborhoods that adjoin it. The key to business retention and community cohesion is improved and adequately maintained infrastructure.

Landscaping, shared access, shared parking, and uniform buffering can work together to unify the business areas and avoid the strip commercial development that exists on other corridors. Loading areas and waste disposal areas should be buffered to eliminate negative impacts on the overall image of the corridor and the adjacent neighborhoods. Pedestrian scale street lighting and street signs should blend with and be compatible with the existing designs of the area.

Upon adoption by City Council, the Haywood Road Corridor Plan will become part of the *Asheville City Plan: 2010*. As such, the plan will be used by the community and city staff in making decisions related to the future of Haywood Road and land development of adjacent properties and neighborhoods. (*see location map*)

PLANNING PROCESS

In July 1998, the Asheville City Council directed the Planning and Development Department to develop a small area plan or corridor study for Haywood Road in West Asheville from Patton Avenue to the French Broad River.

The first step in the process was a brainstorming session held by the Planning staff to determine how the process should be conducted. The staff agreed that an advisory committee composed of liaisons from the various boards and commissions, City Council, West Asheville

Business Association, West Asheville Neighborhoods, and the area's church population should be formed to assist the staff in the development of this plan.

In August 1998, the City Council endorsed the composition of the advisory committee. The role of this advisory committee would be to assist in outlining the purpose of study, validate the issues, provide additional information, give their perspective of the proposed plan, and be the conduit between the advisory committee and the group each member represented.

Staff began the task of gathering background information about the historical development and existing conditions of the area. Comments and information from the 1995 community meetings (*see Appendix A*) were incorporated in the material gathered and used as resource data.

Staff looked at issues concerning zoning, land use, signs, parking, vehicular and pedestrian flow, the widening of I-240 and its impact on the corridor, parking, sidewalks, building facades, landscaping, utilities, historic resources, possible obstacles to future development, and current accomplishments from the list of community priorities outlined in 1995.

Other City plans that were reviewed for information that could be incorporated into the Haywood Road Corridor Plan included the John Nolen Plan, the 2010 Plan, the Parks and Recreation Master Plan, the Greenways Master Plan (preliminary draft), the West End / Clingman Avenue Neighborhood Plan, the River District Guidelines, the Hendersonville Road Corridor Plan, the Charlotte Street Corridor Plan (preliminary draft) and the Comprehensive Parking Study (draft) being compiled for 3 areas of the City including Haywood Road. Also, the Haywood Road Streetscape Plan which was prepared in 1997 by Anne Valentine, a landscape architect student at North Carolina State Uni-

versity, as a thesis paper supporting her interest in the Haywood Road streetscape corridor design.

During this information gathering stage, the Planning staff held the initial Advisory Committee meeting which was attended by 20 interested individuals. The Committee's focus on the planning process, community input, and the projected outcome of the plan was anticipated to be positive. Staff outlined to the Committee their role and responsibility and explained what the planning process should entail. The Advisory Committee provided several suggestions regarding the process and expected the community to be receptive in providing input that would enhance the overall planning process and the final plan. The purpose of the community meeting was to focus on the likes and dislikes of the Haywood Road area and set priorities. These priorities would be compared to the ones outlined in 1995.

Advisory Committee Member.

It was the responsibility of the Advisory Committee to assist in outlining the purpose of study, validate the issues, provide additional information, give their perspective of the proposed plan, and be the conduit between the committee and the group each represented. They looked at issues dealing with land use (and zoning), vehicle and pedestrian circulation, streetscape and landscape, and building facades. After the community meeting, the Committee indicated the need to include economic and community development in the list of issues to review. The initial meeting was held on September 17, 1998 in the old library building on Haywood Road. Those present for the initial meeting were:

Frank Richardson, church representative
Headlee Howard, church representative
Richard Nantelle, W Ashe Business Assoc.
Tommy Sellers, City Council
Marge Turcot, neighborhood representative

Jan Wiegman, church representative
 Sara Graham, neighborhood representative
 Barbara Bryne, neighborhood representative
 Brian Peterson, neighborhood representative
 Jan Davis, Planning and Zoning Commission
 Eldon Moore, West Asheville Business Association
 Shirley Early, Historic Resources Commission
 Dennis Campbell, neighborhood representative
 Harry Weiss, Preservation Society
 Susan Paul, neighborhood representative
 Angie Cullen, City Development
 Mike Goodwin, Police Department
 Jonah Goldwag, small business owner
 Nancy Kuykendall, neighborhood representative
 Mary Silva, neighborhood representative
 Gerald Green, Planner
 Carl Ownbey, Planner
 Linda Glitz, LOS Regional Council (provided written technical support)

These attendees showed representation from neighborhoods, businesses, churches, city staff and board liaisons.

Study Area Boundaries

The corridor study area for the Haywood Road Plan contains an area of West Asheville from Patton Avenue to the French Broad River and 600 feet on either side of the centerline of Haywood Road. This area incorporates various businesses, residences, and institutional uses such as churches and schools. The length of this corridor is approximately 2.5 miles. This corridor area also encompasses portions of four established neighborhood associations (Falconhurst, Burton Street, Westwood, and West Asheville Estates). The Committee reviewed and accepted the area boundaries as a feasible area of study. (*see study area boundary map*)(*see neighborhood boundary map*)

Community Meeting

The initial community meeting that was held on October 15, 1998 at Calvary Baptist Church. The purpose of the meeting was to receive pub-

lic input and list the specific needs of the area and particularly the Haywood Road corridor. Approximately 80 people, including city staff and the Advisory Committee attended the meeting and outlined several concerns and observations about Haywood Road and the surrounding neighborhoods. The list of the participants' concerns and comments are outlined as they were written down at the public meeting (the staff and Advisory Committee placed them into the specific categories). These concerns and comments included:

"Land Use"

- do not allow churches to buy affordable housing stock and turn into parking areas
- have permanent moratorium on rezoning residential property to commercial
- provide regulations on uniformity for commercial signs
- remove "junkyard" image
- provide new noise ordinance
- eliminate appliances from sidewalks
- create parks at usable areas
- cleanup of alleyways behind stores
- provide mixed use development on street fronts

"Vehicle and Pedestrian Circulation"

- need left turn lanes, better traffic flow
- indicate left and right turn lanes more than 10 feet ahead of intersection
- take away all parking on Haywood Road
- keep on-street parking, slows down speeding traffic
- if on-street parking is eliminated, more parking lots are required
- parking lots at regular intervals to support off-street parking needs
- no on-street parking during rush hours
- widen sidewalks and create bicycle lanes
- improve pedestrian walkway over I-240 (make safer)
- mark and enforce speed limits
- stop all traffic during pedestrian crossings

at Brevard Road

- intersection more bus stops and shelters, expand service hours
- clearly mark all crosswalks at all intersections
- narrow Haywood Rd east of I-240 by widening sidewalk, add tree lawns, bike lanes
- add traffic signal (or traffic circle) at Beecham's Curve
- strong pedestrian emphasis with crosswalks, benches, bike racks, green areas
- create parks at usable areas
- traffic signals at Fairfax and Virginia

"Landscape and Streetscape"

- need underground utilities
- remove "junkyard" image
- prevent widening of Haywood Road
- make Haywood Road like Main Street in Waynesville ("think Jimmy Stewart")
- eliminate appliances from sidewalks
- narrow Haywood Rd east of I-240 by widening sidewalk, add tree lawns, bike lanes
- strong pedestrian emphasis with crosswalks, benches, bike racks, green areas
- keep well-lighted and safe atmosphere
- add trees and landscape planters
- create parks at usable areas
- cleanup of alleyways
- historic sign at Patton Avenue

"Building Facades"

- guidelines for building facade upkeep
- preserve W. Asheville, reflect heritage, maintain old bldgs, revitalize historic bldgs
- main street concept

"Economic and Community Development"

- cultivate community oriented businesses to support and promote local residents
- combine main street and small area planning concept
- encourage small neighborhood business which meets local resident's needs
- remove "street people", eliminate panhandling areas

- preserve W. Asheville, reflect heritage, maintain old bldgs, revitalize historic bldgs
- develop Haywood Road as destination area, not pass-through streets street
- festivals (seasonal)
- lasting values, historical context, revitalization

HISTORICAL DEVELOPMENT

In 1889 the North Carolina Legislature incorporated ' a turnpike road from Salisbury, west to the county of Cherokee and the line of the state of Georgia.' By another act, Asheville was made the eastern terminus and the Tennessee line, at or near Ducktown, the western terminus of the 'Western Turnpike'. This road was built through Buncombe County about 1855 or 1856. It ran from Asheville across the French Broad River on Smith's Bridge, and, running a little way up the river valley, passed to the top of the ridge where it joined the former road and ran with this old road through what is West Asheville. ¹

West Asheville was incorporated as the West Asheville Improvement Company in 1889 and consisted of 506 acres. The officers of the West Asheville Improvement Company included E.G. Carrier, President, J.P. Gaston, Treasurer, J.D. Carrier, Secretary, D.C. Waddell, J.G. Martin, Burt Denison, F.J. Meriwether; Directors. West Asheville "is opposite the City of Asheville and lies on the west side of the French Broad River. It fronts the river east and south and has a water front of four miles".² Today, West Asheville is also bounded by Leicester Highway to the north and Brevard Road to the South. The area defined as West Asheville today consists of approximately xxx acres.

West Asheville has been its own municipality twice, from 1889 to 1897 and from 1913 to 1917 when it was annexed by the City of Asheville. The final annexation of West Asheville in 1917 was decided by a majority vote of 8 in West Asheville and 157 in Asheville,

adding 5000 people to greater Asheville. The members of West Asheville's last Board of Alderman included Mayor J.D. Dermid, C.M. Johnson, H.E. Hames, Dr. J.G. Anderson and F.B. Ingle.³

Though West Asheville has been incorporated as part of Asheville proper since 1917, it still maintains the character of an independent town, and Haywood Road has historically been the hub of commercial and religious life in West Asheville. Twenty-five years prior to the incorporation of the West Asheville Improvement Company Haywood Road was built as part of the east - west highway called the Western Turnpike which connected Salisbury, North Carolina with the Tennessee line. Many Western North Carolina tourists and travelers used the Old Western Turnpike to reach Sulphur Springs which lay just one-quarter mile north of the area now called Haywood Road.

Sulphur Springs was the first area of West Asheville to be developed, compliments of the West Asheville Improvement Company. A marketing brochure for the company claimed that it was Sulphur Springs "whose fame for curative powers date back far into the oldest history of Buncombe County bringing to the knowledge of the whites all the force of aboriginal reputation".

Rediscovered by Robert Henry and his slave in 1827, this natural mineral spring, four miles west of downtown Asheville, became popular among Charleston tourists. According to one article:

In
February, 1827
Colonel Robert
Henry . . . and
his Negro slave,
Sam, discovered
Sulphur Springs,
which soon

became one of
the most noted
resort spots in
the South. In
1830 Colonel
Reuben Deaver
constructed a
250 room
wooden hotel . .
.. The first hotel
burned down in
1862 When
Mr. And Mrs.
Ernest Moore
excavated for
their home at 27
Crandford Road,
where the dining
room had stood,
many pieces of
silverware and a
Staffordshire
china cream
pitcher were
unearthed

In 1887
the wealthy
Philadelphia
Carrier family
acquired the
property and
constructed a
deluxe three-
story hotel
called the
Belmont; offer-
ing the first
electric elevator
in a hotel in the
South This
structure, like its
predecessor,
was destroyed
by fire and the
property grew

up into wilderness, but for many years the Sulphur Springs remained a popular place for picnics, carriage and tallyho trips.⁴

In the early 1900s many residential developments began to take shape in West Asheville. An article from the early part of the century claims "West Asheville is characterized by civic leaders as a 'twelve-month-a-year residential section'. It came into being as the site for homes of a contented 'wage earning' class".⁵ Some of those many developments included the area near Sulphur Springs including both Horney Heights and Horneyhurst which were designed by Julius T. "J.T." Horney, between 1921 and 1926. Today Horney Heights is commonly referred to as Malvern Hills although the subdivision of Malvern Hills is actually to the South and West of Horney Heights. Horney Heights covered approximately 100 acres south of Haywood Road and extended two miles west of the French Broad River. Horneyhurst today is known as Brucemont.⁶

West Asheville Estates was developed by the Zachary Development Company in 1916 at the "end of the line," meaning where the Trolley line terminated. Today a marker commemorates that historic spot. The center of the West Asheville Estates neighborhood is Vermont Avenue.⁷

Lucerene Park was developed by J.T. Bledsoe and N.T. Robinson. Bledsoe was a major figure in West Asheville in the 1920s. Among his many commercial endeavors he owned a service station at the corner of Mildred Ave and Haywood Road as well as the well known Bledsoe Building at 771-783 Haywood Road.⁸

One of the last neighborhoods to be developed in West Asheville before the depression lies along Ridgelawn Road. The area was originally developed around the Hall Fletcher school. More modern developments include Burton Street which lies directly west of the current I-240.

Since West Asheville is physically separated from downtown Asheville by the French Broad River, it is not surprising that it would develop its own commercial corridor, Haywood Road. In 1929 an article written by Robert McKee claimed that "West Asheville has seven churches, six apartment houses, five schools, a fire station and several branches of local wholesale firms."⁹

In the 1950s another article boasted that West Asheville offered "the many convenient shopping facilities of a large town, plus the friendly services of a village." The 1952 article "Did You Know That" from the Asheville Citizen-Times goes on to name the many services you would find in the commercial corridor. "A beauty parlor, barber shop, department store, doctor, dentist, lumber yard, hardware store, restaurant, dry cleaner, feed and seed store, grocery or supermarket, real estate, drug store, furniture store, repair shop, fabric shop, florist, printers, appliance store, service station and bank . . . and you will find plenty of parking space."¹⁰

Haywood Road is also well known for the number of churches that line the corridor. According to Paul Harvey and a recent Mountain Express article, there are more churches of different denominations on Haywood Road than any thoroughfare in North Carolina.

West Asheville can also claim a number of firsts in the region and Southeast. Of some interest is the fact that the first golf course and country



club in Asheville was built contiguous with Sand Hill Road. Of perhaps more importance is the fact that the first hot dogs made in the South were produced on the site of the old Asheville Packing Company. And to rival the hot dog for important firsts is the building of the first hydroelectric plant in Western North Carolina which was located in Hominy Creek and powered the Belmont Hotel at Sulphur Springs.¹¹

Much of the early prosperity of the corridor as well as the attempts at renewing that prosperity can be credited to the enduring contributions of the West Asheville Business Association, which is hundreds of members strong. The WABA has been an integral part of the development of the corridor and the revitalization efforts of the last few years. The WABA initiated the idea and design for an historic sign which resulted in the 1998 construction of the "Welcome To Historic West Asheville" sign at Craven Street. Currently the West Asheville library is putting together a West Asheville History Collection. Fortunately, since its prime, Haywood Road has remained well preserved in many sections. One can still marvel at the diversity of building styles and the sheer artistry exhibited by several buildings. The former Bank of West Asheville, the former West Asheville Fire Station, the Isis Theater, The Bledsoe Building, two former Pure Oil Stations, the former Post Office, Rainbow Mountain School, and the Aycock School are all visual reminders of West Asheville's prime.

LAND USE

The Haywood Road Corridor Study Area is home to many diverse land uses from the small business owner to the large commercial retail chain store; from the single family residential home to small multi-family uses; from the mixed use development in the older buildings to the new library and renovations to many existing

churches.

There are various pockets of land uses; some new developments like the offices at the beginning of the corridor on Patton Avenue, other areas contain the historic structures at the intersections of Brevard Road with Haywood Road and Westwood Avenue with Haywood Road. These areas are being studied for placement on the national historic register. The corridor contains two schools, a new library, a community resource center, and the offices of the Salvation Army. (*see land use map*)

Along the corridor lie many noticeable land uses (or landmarks) from the community center and library on the west end to the Salvation Army offices in the middle to Aycock School and the Community Resource Center near the east end. These particular landmarks, including a number of the churches, are shown on the "landmarks" map. (*see landmarks map*)

The existing land use chart (*see Appendix B*) outlines block-by-block the number and type of structures that currently exist along the 2.5 miles of the Haywood Road Corridor.

ZONING DISTRICTS

A variety of zoning is found along Haywood Road, indicative of the variety of land uses and development types found along the street. The goal of the current zoning of property along Haywood Road is to preserve the variety and scale of development present on the street. Land uses along Haywood Road provide a variety of services to the surrounding residential areas and, for the most part, are in scale with the neighboring residential uses. Current zoning designations were applied as part of the adoption of the Unified Development Ordinance (UDO) and a new citywide zoning map in May 1997. Land uses along the street were carefully reviewed as part of this effort to assure

that the appropriate zoning was applied. Prior to the adoption of the UDO, the corridor had only two zoning designations. The limited designations had the effect of limiting the type of development which could occur along the corridor. The current zoning designations permit development of a variety of uses, while helping to assure that the scale of new development is compatible with existing development in the area.

Along the French Broad River on the east end of the Haywood Road corridor, a small amount of River District zoning is present. This zoning district permits a wide variety of land uses with a goal of revitalizing Asheville's urban waterfront. Development standards in the River District are designed to protect the quality of water and to provide access to the river. The small amount of property designated as River District limits the amount of development which will occur under these standards.

Most of the Haywood Road Corridor is zoned CB II (Community Business II). This district provides areas for medium to high density business and service uses serving several neighborhoods. Land uses in this district should be sensitive to a significant pedestrian population but also provide for adequate and safe vehicular access. The application of the CB II district along much of the corridor recognizes the numerous adjacent neighborhoods and is meant to encourage pedestrian traffic from them while also accommodating the significant vehicular traffic on Haywood Road. A maximum gross floor area of 45,000 square feet is permitted for structures in this district.

Two areas along the corridor are zoned CBD (Central Business District) in recognition of the role these areas play as the "downtown" of West Asheville. A wide mixture of business, office, and institutional uses, as well as multi-family residential, are permitted in this district. The

CBD encourages a strong retail center along with high density residential development which will complement other downtown uses and surrounding neighborhoods. A balanced transportation system, which recognizes the importance of pedestrian, bicycle, transit, and vehicular traffic, is recognized as a key to support the mixture of uses permitted in this district. Development standards permit dense development with structures permitted cover the entire lot and no off street parking required. Structures must be at least 20 feet tall and incorporate windows, doors, or other openings on the first floor to complement pedestrian activity.

A section near the western end of the corridor is zoned Institutional in recognition of the types of uses found there. Major uses here include St. Joan of Arc Catholic Church, the West Asheville Community Center, and the new library. This zoning designation accommodates educational, medical, and public service developments. There is no limit on the size of structures permitted in this district, although structures located within 100 feet of residentially zoned areas are subject to the height limits in the least restrictive adjacent residential district.

The western end of the corridor near Patton Avenue is zoned HB (Highway Business) in recognition of the automobile oriented businesses found at this end of the corridor. A wide range of commercial uses are permitted in this district, with a maximum structure size of 200,000 sq. ft. for multiple tenant developments and 75,000 sq. ft. for single tenant developments. Preservation of the traffic capacity of the thoroughfares is a major objective of the development standards in the HB District. Development standards in this district minimize the number of access points, encourage zero lot line development, and promote shared access and parking between adjacent developments.

The variety of zoning designations found along

width of streets was conservative because of the construction difficulties given the topography in the area.

In the *Asheville City Plan: 2010*, prepared by the City of Asheville in 1987, a few improvements were recommended for the West Asheville area; one being the widening of Leicester Highway (high priority) and improvements and widening of Haywood Road (low priority). One of the recommendations for improvements to Haywood Road was for construction and/or upgrade of the sidewalks along the roadway. The North Carolina Department of Transportation provides a planning process that permits Metropolitan Planning Areas the opportunity to develop a "priority needs list" for state roadway (also bridge, railway, aviation, and public transportation) improvements that they would need to develop an effective transportation system for their area.

Public Transportation

(the past - trolleys and buses)

On November 1, 1886, the board of Alderman of the City of Asheville issued an ordinance permitting the Asheville Railway Company to make, construct, maintain, and use a single track railway for transportation of passengers and goods along the streets of Asheville. This railway company was the second system in the United States preceded only by a trolley system in Richmond, Virginia. For some 45 years the street cars served the citizens of Asheville and West Asheville. However, on September 1, 1934, some 500 people boarded the trolleys at Pritchard Park for their final trip through the streets of Asheville.

Later, gasoline driven passenger buses took over and even through years of financial ups and downs, continued to provide public transportation service until 1968 when the private provider went bankrupt and the system was taken

over by the City of Asheville.

On September 16, 1998, the West Asheville Business Association erected and dedicated the marble monument at 700 Haywood Road indicating the "end of the line" for the trolleys cars that ran Haywood Road and other parts of West Asheville for many years.

(the present - buses)

The Asheville Transit Authority provides fixed route, hourly service from 6am to 7pm to the main area of the Haywood Road corridor with service along Sulphur Springs Road and service to Pisgah View Apartments. The bus leaves the downtown transit center on the hour providing service to the West Asheville area with over 80 bus stop locations. A shelter is located at the corner of Haywood Road and Louisiana Avenue (in front of Ingles). Service is provided as far west along this route as the Department of Motor Vehicles office on Patton Avenue. (*see bus shelter and bus stop map*)

Traffic Patterns (block by block)

To determine the feasibility to any re-stripping program for the Haywood Road corridor to improve traffic flow and determine areas in which to designate on-street parking, the following measurements were taken:

<u>block to block</u>	<u># of lanes</u>	<u>width (in feet)</u>
Patton to Clinton	2	38
Clinton to Sulphur Springs	2	32
Sulphur Springs to Vermont	2	38
Vermont to Virginia	3	40
Virginia to State	4	43
State to Allen	3	47
Allen to I-240	3	40
across bridge	4	43
I-240 to Argyle	3	40
Argyle to Michigan	2	48
Michigan to Wellington	3	47



Haywood Road
Bridge Cross-Section

in meters

1.5 meter sidewalk (raised)	.6 meter gutter	4.2 meter outside lane	3.6 meter inside lane	3.6 meter inside lane	1.2 meter median (raised)	3.6 meter inside lane dual left turn lanes	3.6 meter inside lane	3.6 meter inside lane	3.6 meter inside lane	4.2 meter outside lane	.6 meter gutter	1.5 meter sidewalk (raised)
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in feet

5 feet sidewalk (raised)	2 feet gutter	14 feet outside lane	12 feet inside lane	12 feet inside lane	4 feet median (raised)	12 feet inside lane dual left turn lanes	12 feet inside lane	12 feet inside lane	12 feet inside lane	14 feet outside lane	2 feet gutter	5 feet sidewalk (raised)
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WEST ASHEVILLE PARKING STUDY

for the

HAYWOOD ROAD CORRIDOR

1998

This is a brief outline of the comments and observations by the consultant on the existing parking facilities along the Haywood Road Corridor.

WEST ASHEVILLE PARKING STUDY

Parking Issues

analysis

- not well-defined parking areas/spaces
- supply exceeds demand
- valuable on-street parking maybe sacrificed for increased traffic movement

available parking

- minimal on-street spaces marked
- minimal signage indicating parking availability
- store owners constituted most of all-day parkers
- travel lanes not well-defined
- parking meters not recommended
- signage for parking areas should be uniform

Traffic and Transportation

analysis

- on-street parking marked in some areas and informally used in others
- vehicles parked in far right travel lane from I-240 to Balm Grove
- analysis of traffic volumes

improvements

- sign roadway segments that have limited width "no parking"
- uniform striping for traffic flow, left turn lanes at intersections,
and parking designated in congested areas
- all segments along roadway should be marked "parking" or "no parking"
- speed limits should be posted and enforced
- minimize cut curbs and eliminate long areas of "no curb" to better define
access points
- specify loading zones with time limits
- examine intersection of Burton and Haywood for possible signal
- stripe two travel lanes eastbound from Burton to I-240

Wellington to Beverly	4	59
Beverly to Craven	2	32

Also, average daily traffic counts were taken in 1993 and 1996 by NCDOT at the following intersections along Haywood Road:

<u>Location</u>	<u>1993</u>	<u>1996</u>
Belmont	10,800	11,000
Lanvale	10,900	11,300
Vermont	11,600	15,100
Herron	13,000	13,400
Brevard	16,300	13,200
Virginia	15,200	15,200
Nevada	12,300	12,300
State	10,400	12,500
Burton	11,500	13,000
Hanover	11,100	11,800
Elkin	7,000	7,600
Riverview	6,700	7,400

(see traffic count map)

The enclosed diagram details the proposed cross-section of how the new Haywood Road bridge will be constructed with the widening of I-240.

PEDESTRIAN ISSUES

Being an older section of Asheville and an incorporated town in the 1890's and again in the 1910's, West Asheville and Haywood Road embody old style, downtown development with store fronts adjacent to the streets and sidewalks and parking behind the buildings or on the street. Both sides of the entire length of the corridor (except for a short section near the river) are lined with sidewalks that provide pedestrian access to the commercial and institutional activities in the area. However, two major obstacles exist along many sections of this network of sidewalks. These obstacles include ever present utility poles and even more dangerous

continuous driveway curbcuts. These impediments produce an unsafe pedestrian environment. The historic nature of the street remains evident in the design of many of the buildings. The historic character of the street demonstrates pedestrian scale activity but increased use of the automobile has put many of the historic designs and development in danger.

Sidewalks

Currently, sidewalks exist along both sides of Haywood Road except for a small area along the west side near the river. There are two fully signalized pedestrian crosswalk locations at Hanover Street and Haywood Road and Brevard Road and Haywood Road. Most pedestrian travel along the sidewalks is obstructed with utility poles which brings to the foreground the community's desire to place the utilities underground. Most of the sidewalks are in good condition; however, there are areas that are considered to be continuous curb cuts that the community wishes to convert to a permanent sidewalk and promote safer pedestrian movement and minimize vehicular access and conflict. Mid-block crosswalks are also possible where lengthy blocks cause jaywalkers. These crosswalks may require signalization and safe visibility to be effective pedestrian access points across this busy street.

Parks and Open Space

In the City of Asheville's Parks and Recreation 2015 Comprehensive Master Plan, there are two mini-parks proposed for the West Asheville area which will be selected from these five locations: Burton Street, Haywood Road (near Patton Avenue), Deaverview Apartments, Pisgah View Apartments, or Woodridge Apartments. Only the Burton Street area and the Haywood Road area locations are within or near the study area boundary.

Greenways

Haywood Road is proposed in the Asheville

Greenways Master Plan as an on-road greenway that would provide an important east-west route through West Asheville. There are areas along the corridor that need sidewalk improvements to provide for those pedestrians that are already walking along the corridor. Proposed bikeways as well as sidewalks are recommended to provide alternative transportation links between the commercial area, neighborhoods, and recreational areas along Haywood Road. The proposed greenways will link the residents of Haywood Road with the downtown and the French Broad River greenway. Improvements to the network of sidewalks can enhance the pedestrian environment with the placement of streetscape / landscape and pedestrian scale lighting.

River District

Guidelines have been established for the development of the Riverfront east of the French Broad River. These guidelines have a possible impact in the development of the properties along the west side of the French Broad River within the corridor area.

As development and/or redevelopment for the properties along the west side of the French Broad River within the corridor area occurs; consideration should be given to any infrastructure improvements that could tie into the West End / Clingman Avenue Neighborhood Plan or the Greenways Master Plan or Riverfront Development Plan.

¹ A History of Buncombe County North Carolina, F.A. Sondley, pg. 624

² Compliments of The West Asheville Improvement Company

³ Asheville Citizen Times

⁴ George Pennell,
"Traipsin' in Historic
West Asheville." Part
2

⁵ West Asheville File, Historic Resources Commission

⁶ Liz Claude

⁷ Ibid

⁸ Ibid

⁹ West Asheville Fast Coming into its own: Industry proves foundation in growth, From Pack Library Newspaper clipping

¹⁰ WABA, citizen times, Pack Library Newspaper Clippings

¹¹ Citizen Times, Traipsin in West Asheville, George Pennell

HAYWOOD ROAD CORRIDOR

Goals and Recommendations

1999

This is a list of the goals and recommendations compiled by the planning staff in response to the public comments gathered at the community meetings.

HAYWOOD ROAD CORRIDOR

Goals and Recommendations

Land Use

Goal #1: Enhance the existing balanced mix of uses on Haywood Road among commercial, residential, institutional, open space, and small parks

1. Encourage compatible mixed use development along the entire corridor including store fronts and vacant second floors. Encourage mixed use development on vacant lots that is compatible with existing land uses.
2. Enhance pedestrian activity by creating small parks at suitable locations along the corridor.
3. Create a clean atmosphere throughout the corridor by cleaning up alleyways behind stores to increase the viability of the mixed use development.
4. Eliminate sidewalk obstacles including but not limited to merchandise, inoperable vehicles and utility poles to increase the accessibility to the area and the existing activities.

Goal #2: Encourage compatible new development that serves adjacent neighborhoods and helps create an economically vibrant pedestrian environment

1. Encourage development along the corridor that will preserve the affordable housing stock and not create large parking areas.
2. Establish requirements on commercial signs to provide uniformity of design and character.
3. Improve the image of the corridor by eliminating elements that detract from the historic character and overall viability of the area.
4. Enhance the peacefulness of the area through an improved noise ordinance.

Vehicle and Pedestrian Circulation

Goal #1: Improve the safety and efficiency of all modes of transportation within the Haywood Road Corridor

1. Establish uniform striping of all traffic lanes along the entire corridor to create block connectivity.
2. Establish left turn lanes at key intersections to provide better traffic flow. Include appropriate signage in advance of each intersection.
3. Minimize the number of access points by deleting continuous curbcuts and providing sidewalks for pedestrian use.
4. Uniformly mark and enforce speed limits along the entire corridor.
5. Provide adequate on-street parking in appropriate locations to control traffic flow and provide adequate off-street parking in areas of high activity.
6. Install traffic signals and/or traffic circles at intersections with high volumes of vehicle activity. Include pedestrian actuated crosswalks.
7. Create an atmosphere that indicates the "Haywood Road Corridor" is a "friendly destination".

Goal #2: Promote increased pedestrian activity as well as alternate means of transportation within the Haywood Road Corridor

1. Increase emphasis on pedestrian activities by improving (clearly marking) crosswalks, installing benches, providing bike racks, and developing green or open areas.
2. Increase pedestrian flow by widening sidewalks in appropriate areas, adding landscaping and create bicycle lanes.
3. Improve the pedestrian walkway over I-240 by adequately separating the pedestrian and bicyclist from the motor vehicles.
4. Provide pedestrian actuated crosswalks at key intersections.
5. Install more bus stops, passenger benches and bus shelters at needed locations. Expand transit service hours to the area.
6. Create small parks and open space at appropriate locations to enhance the friendliness of the area.
7. Provide ADA accessibility at all intersections and crosswalks and enhance accessibility to parks and open spaces

Landscape and Streetscape

Goal #1: Improve the appearance of Haywood Road and create a unique and unifying image of the corridor

1. Increase pedestrian activities by improving (clearly marking) crosswalks, installing benches, providing bike racks, and developing green or open areas.
2. Increase pedestrian flow by widening sidewalks (in appropriate areas), adding landscaping and creating bicycle lanes.
3. Improve the image of the corridor by eliminating elements that detract from the historic character and overall viability of the area.
4. Eliminate sidewalk obstacles including but not limited to merchandise, inoperable vehicles and utility poles to increase the accessibility to the area and the existing activities.
5. Create a clean atmosphere throughout the corridor by cleaning up alleyways behind stores to increase the viability of the mixed use development.
6. Enhance pedestrian activity by creating small parks at suitable locations along the corridor.
7. Provide a streetscape plan for the entire corridor. Include pedestrian scale lighting and promote a safe atmosphere.
8. Develop and implement a program to place utilities underground along Haywood Road.
9. Erect a "Welcome to Historic West Asheville" sign at the intersection of Haywood Road and Patton Avenue.

MANAGEMENT AND IMPLEMENTATION PLAN

In order for this plan to be implemented, the commitment and efforts of a large number of groups, individuals, and other participants will be needed. The City of Asheville, the West Asheville Business Association, the Preservation Society of Asheville and Buncombe County, property owners, churches, adjacent neighborhoods, non-profit groups, and developers have an interest in the implementation of the recommendations. Improved traffic flow, increased pedestrian activity, increase in new development, and improved area appearance will not only benefit the immediate area and upgrade its image, but will improve the overall viability of the surrounding neighborhoods and the City.

Cooperation among these various groups, coupled with opportunities to provide incentives to property owners, can be a positive key in the realization of the goals and the implementation of the plan recommendations.

The following implementation table outlines the goals and recommendations of the plan. It sets forth a proposed timetable for each recommendation and the parties responsible for implementation.

The Asheville Planning and Development Department will periodically monitor the progress of the implementation schedule and hold community meetings as needed if conditions change that alter the progress of plan implementation.

IMPLEMENTATION TABLE
Goals and Recommendations

Land Use

Goal #1: Enhance the existing balanced mix of uses on Haywood Road among commercial, residential, institutional, open space, and small parks.

1. Encourage compatible mixed use development along the entire corridor including store fronts and vacant second floors. Encourage mixed use development on vacant lots that is compatible with existing land uses.

Time Frame: ongoing

Responsibility: Planning and Development

2. Enhance pedestrian activity by creating small parks at suitable locations along the corridor.

Time Frame: 1-3 years

Responsibility: Planning and Development
Parks and Recreation
Public Works
WABA
Neighborhood Groups

Vehicle and Pedestrian Circulation**Goal #1: Improve the safety and efficiency of all modes of transportation within the Haywood Road Corridor.**

1. Establish uniform striping of all traffic lanes along the entire corridor to create block connectivity.

Time Frame: 1-3 years

Responsibility: Planning and Development
Engineering
Public Works
NCDOT

2. Establish left turn lanes at key intersections to provide better traffic flow. Include appropriate signage in advance of each intersection.

Time Frame: 1-3 years

Responsibility: Planning and Development
Engineering
Public Works
NCDOT

3. Minimize the number of access points by deleting continuous curbcuts and providing sidewalks for pedestrian use.

Time Frame: 1-3 years

Responsibility: Planning and Development
Engineering
Public Works
NCDOT
WABA

4. Uniformly mark and enforce speed limits along the entire corridor.

Time Frame: 1-3 years

Responsibility: Engineering
Public Works
Police Department
NCDOT

5. Provide adequate on-street parking in appropriate locations to control traffic flow and provide adequate off-street parking in areas of high activity. Include uniform signage.

Time Frame: 1-3 years

Responsibility: Planning and Development
Engineering
Public Works
NCDOT
WABA

4. Provide pedestrian actuated crosswalks at key intersections.

Time Frame: 1-3 years

Responsibility: Engineering
Public Works
NCDOT

5. Install more bus stops, passenger benches and bus shelters at needed locations. Expand transit service hours to the area.

Time Frame: 1-3 years

Responsibility: Planning and Development
City Council
Asheville Transit Authority

6. Create small parks and open space at appropriate locations to enhance the friendliness of the area.

Time Frame: 1-3 years

Responsibility: Planning and Development
Engineering
Public Works
Parks & Recreation
WABA
Neighborhood Groups
Business & Property Owners

7. Provide ADA accessibility at all intersections and crosswalks and enhance accessibility to parks and open spaces

Time Frame: 1-3 years

Responsibility: Engineering
Public Works

Landscape and Streetscape

Goal #1: Improve the appearance of Haywood Road and create a unique and unifying image of the corridor.

1. Increase pedestrian activities by improving (clearly marking) crosswalks, installing benches; providing bike racks, and developing green or open areas.

Time Frame: 1-3 years

Responsibility: Planning and Development
Engineering
Public Works
NCDOT
WABA
Neighborhood Groups
Business & Property Owners

2. Increase pedestrian flow by widening sidewalks (in appropriate areas), adding landscaping and creating bicycle lanes.

Time Frame: 1-3 years

Responsibility: Engineering
Public Works
NCDOT
Quality Forward
WABA
Business & Property Owners

3. Improve the image of the corridor by eliminating elements that detract from the historic character and overall viability of the area.

Time Frame: ongoing

Responsibility: Planning and Development
Engineering
Historic Resources Commission
WABA
Preservation Society
Business & Property Owners

4. Eliminate sidewalk obstacles including but not limited to merchandise, inoperable vehicles and utility poles to increase the accessibility to the area and the existing activities.

Time Frame: ongoing

Responsibility: Planning and Development
Engineering
Public Works
WABA
CP&L
Business & Property Owners

5. Create a clean atmosphere throughout the corridor by cleaning up alleyways behind stores to increase the viability of the mixed use development.

Time Frame: ongoing

Responsibility: Planning and Development
Engineering
Quality Forward
WABA
Neighborhood Groups

6. Enhance pedestrian activity by creating small parks at suitable locations along the corridor.

Time Frame: 1-3 years

Responsibility: Planning and Development
Public Works
Parks and Recreation
WABA
Business & Property Owners

7. Provide a streetscape plan for the entire corridor. Include pedestrian scale lighting and promote a safe atmosphere.

Time Frame: 1-3 years

Responsibility: Planning and Development
Engineering
Public Works
WABA

8. Develop and implement a program to place utilities underground along Haywood Road.

Time Frame: 1-3 years

Responsibility: Planning and Development
Engineering
Public Works
NCDOT
WABA
CP&L
Business & Property Owners

9. Erect a "Welcome to Historic West Asheville" sign at the intersection of Haywood Road and Patton Avenue.

Time Frame: 1-3 years

Responsibility: Public Works
WABA
NCDOT

Building Facades

Goal #1: Preserve the heritage of West Asheville by protecting, preserving, and revitalizing historic structures.

1. Develop guidelines to encourage the upkeep of existing building facades and direct new development toward compatible designs.

Time Frame: ongoing

Responsibility: Planning and Development
Historic Resources Commission
City Development
WABA

2. Develop the "Main Street" concept for Haywood Road (using NC Main Street guidelines).

Time Frame: ongoing

Responsibility: Planning and Development
Historic Resources Commission
City Development
WABA
Business & Property Owners

3. Establish a "Facade Loan Program" through the Preservation Society of Asheville and Buncombe County and include financial institutions.

Time Frame: 1-3 years

Responsibility: Planning and Development
 Historic Resources Commission
 City Development
 WABA
 Preservation Society
 Financial Institutions

Economic and Community Development

Goal #1: Establish community oriented businesses to support and serve local residents

1. Encourage small neighborhood businesses that meet the needs of local residents.

Time Frame: ongoing

Responsibility: Planning and Development
 Historic Resources Commission
 City Development
 WABA

2. Preserve the character and heritage of West Asheville/Haywood Road by maintaining existing buildings and revitalizing historic buildings.

Time Frame: ongoing

Responsibility: Planning and Development
 Historic Resources Commission
 City Development
 Preservation Society
 Business & Property Owners

3. Develop Haywood Road as a friendly destination area and not just a pass-through to downtown.

Time Frame: ongoing

Responsibility: Planning and Development
 Historic Resources Commission
 City Development
 WABA
 Business & Property Owners

4. Establish seasonal street festivals.

Time Frame: ongoing

Responsibility: Historic Resources Commission
 City Development
 WABA
 Neighborhood Groups

5. Develop a program that will promote lasting values, enhance historical context, and encourage revitalization of the area.

Time Frame: ongoing

Responsibility: Historic Resources Commission
City Development
WABA
Neighborhood Groups
Business & Property Owners

6. Encourage future mixed use development to be compatible with the historic nature of the street.

Time Frame: ongoing

Responsibility: Planning and Development
Historic Resources Commission
City Development
WABA

7. Develop methods to eliminate "panhandling".

Time Frame: ongoing

Responsibility: City Development
WABA
Police Department

HAYWOOD ROAD CORRIDOR

Article from the
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PUTTING A GOOD FACE ON IT

West Asheville residents take steps to boost community pride

BY MARGARET WILLIAMS

Just below the surface of west Asheville's worn exterior lies a rich vein of history that a group of determined community leaders wants to revive.

Stroll down Haywood Road and you'll see turn-of-the-century architecture, like the whimsical white arches and big white circles set in red brick at the old west Asheville fire station (which now houses A Touch of Glass). Next door, bricked archways once led to one of the three old-fashioned theaters that graced the neighborhood, years ago. The sidewalk in front of one still boasts its black-and-white tile, now strewn with dust and dirt and fallen leaves.

Asheville Council member **Tommy Sellers** once lived a few doors down, on the second floor over a row of thriving businesses. His mother still putters around at Sellers Coin and Stamp Shop, but the old apartments — like the upper floors of many buildings on Haywood Road — now stand vacant. And one of those old storefronts is now the West Asheville Resource Center — the first such community center in Asheville and a statewide model for giving residents a convenient place to talk with police and obtain city-related information.

Stroll on down the road, and you'll pass more churches than you'll find on just about any other thoroughfare in North Carolina — or so radio commentator **Paul Harvey** pointed out last year, in a national broadcast — Sellers tells me one morning, as we tour the neighborhood. Many of those sanctuaries, with their massive Romanesque columns, were built in the early 1920s — not long after west Asheville residents relinquished their township status, voting to become part of the big city across the river.

Continuing his trip down memory lane, Sellers points out an old-time barber shop. "I had my first real, paying job [there], shining shoes for \$1 a day," he recalls.

West Asheville, says Sellers, was an old working-class community, the place where men like his father — who worked in the cabinet business in the 1940s — brought their families to live and shop and go to school. Many residents worked at the old American Enka plant in Candler (now BASF), Sellers notes. He sighs, remembering the community's thriving grocery stores, cafés, locally owned drugstores and shops — most of them now gone, overtaken by the big chains, or replaced by other

small businesses catering to west Asheville's changing demographics. The old Mays Market — known for its meats and local sausage — has become a Hispanic grocery.

"I guess you can't go back," murmurs Sellers, adding, "Things change."

A lot of those old storefronts now stand empty. But Sellers feels there's real potential here, and he wants to see it revived. Several years ago, as a rookie City Council member, he urged the city to sponsor a Christmas-decoration project for Haywood Road and the West Asheville Resource Center. This year, he pushed for a Haywood Road Corridor Plan — a small-area study, driven by residents, business owners, church leaders and city staff. "Let's do what downtown has done in its revitalization," urges Sellers.

Richard Nantelle, president of the West Asheville Business Association, is one of a core group supporting the corridor plan. West Asheville's venerable commercial hub, he says, could be revamped: the metal facades removed, to highlight the 1920s architecture; the sidewalks repaired, landscaped and set with benches; on- and off-street parking better marked; the lanes down Haywood made more consistent; and old upstairs apartments brought up to city code, to help meet Asheville's housing shortage.

"It's all coming together at the same time," he says, strolling down the busy street on a breezy December day. Earlier this year, west Ashevilleans dedicated a granite marker, denoting the days when the city trolley labored up the hill from Clingman Avenue to Haywood, carrying passengers all the way to Brevard Road. In November, the West Asheville Branch Library kicked off a pilot project to gather and preserve the community's oral, photographic and written history. And city staff recently began drafting the corridor plan, after soliciting input from people like Nantelle and Sellers.

There's even a little controversy mixed in — namely, residents' concerns about Interstate 26 being routed through west Asheville, along the existing I-240 corridor — "Just to add fuel to the fire," jokes Nantelle, adding, "But that's good."

This latest revitalization effort picks up where the last one left off in 1995, when, Nantelle speculates, the last push languished after the resignation of then-



A change of art. This block of west Asheville buildings once housed a firehouse and a theater.

Community Development Director **Leslie Anderson** — who had tried to spark a downtown-like revival in west Asheville — and in the face of a seeming lack of community interest. The new drive focuses on three major concerns:

- Recover, record and restore west Asheville's past. "This was once a thriving business district — far more than it is now," says Nantelle. "Residents didn't have to go [down]town for anything."
- Preserve what's good about west Asheville, and restructure what residents and business owners don't want — like working out a way to get half-repaired cars off the street and old appliances off public sidewalks, while being sensitive to the needs of local business owners.
- Plan ahead to accommodate future needs, such as working with the North Carolina Department of Transportation to minimize the I-26 project's disruptive impact on the community.

"These seem like separate concerns, but they're dependent on one another," Nantelle observes. "Our success in this venture depends on whether we can accommodate these three priorities." He reflects a moment on the challenge of reviving the momentum lost after 1995, noting a decline in public participation after the initial corridor-plan meeting last fall. Says Nantelle, "It takes time to rustle up the support. For a person who's always been as impatient as I am, working on this project has caused me to grow some patience."

Luckily for Nantelle, though, things do seem to be coming together.

Saving history

"The timing just seemed right," says west Asheville Librarian **Millie Jones** about the history project. Jones, who has lived in the community for at least 40 years, attended an oral-history conference in Lenoir this past May, accompanied by fellow Librarian **Karen Loughmiller**. There, they learned,

Jones says, that "whatever you gather is something that's not lost."

Inspired, the two returned to Asheville determined to implement a west Asheville history project geared toward recording oral histories from the community's elderly residents, such as 91-year-old **Glen Starnes**. His father, who was in the real-estate business, settled in west Asheville in the late 1800s, building one of the first houses along Haywood Road. It burned down in the 1940s, and the lot is now the site of the American Legion office, notes Jones. And Starnes tells of Haywood's days as a dirt road, when heavy rains would wash out the thoroughfare in front of Calvary Baptist, making a hole so deep, folks erected a "no fishing" sign.

Starnes recalls "wild trolley rides," when you had to have a strong constitution to put up with the incessant rocking back and forth during the trip to town. And a neighbor down the road used to have his little boy lead the family cattle through west Asheville each morning, en route to pasture, Loughmiller relates.

"The library has — and has to have — an interest in the history," says Jones, arguing that libraries make logical repositories for historical documents and information. What's more, those residents who still remember the turn of the century are now dying off. Just this fall, she points out, the WABA lost its longtime secretary, **Bonnie Hickey**, who had compiled an extensive history scrapbook.

And, adds Special Collections Librarian **Ann Wright**, until now, most of the library system's history files have focused on Asheville, not its outlying communities. "Our information has been based on Asheville newspaper articles, and they're all about Asheville."

But since the project kickoff in early November, information has been streaming in. Like children excited about a new toy, the women pore over a small pile of recently donated clippings and pictures docu-

menting former west Asheville schools, such as Hall Fletcher High School and Junior High — and an old, sepia-toned photo of Aycock School's former building. "This is the first photo we've had of that," says Special Collections Librarian Zoe Rhine, sifting through pictures of smiling Fletcher High cheerleaders and a group of helmeted football players wearing their tough-guy game faces.

"One thing that has surprised us is the scope of material we've received since starting the project," says Loughmiller. One west Asheville resident brought to the library "some old stuff" he had bought at an auction. The collection includes letters from a son to a mother during World War II.

"He was trying to figure out how to keep the family house," notes Rhine. In another series of letters, a father warns his daughter about a polio epidemic in west Asheville.

This year, project volunteers will begin actively seeking more oral histories like Mr. Starnes', to complement what librarians pull together from donated letters, pictures and old newspaper clippings, Jones explains. One of her neighbors has already brought in a collection of Bruceemont Circle yearbooks — handmade and hand-decorated mementos of one venerable west Asheville neighborhood. "We're hoping that these collections and the oral histories will illuminate the 20th century in west Asheville," says Jones.

From the past to the new millennium

That rich history may be fascinating, but what's it have to do with west Asheville's future?

Pride in the community, Sellers maintains. At the first corridor meeting, he heard from a young woman — recently moved to west Asheville — who had already heard it termed "worst Asheville." Sellers recounts, "I heard that, too, when I was growing up. The river has divided west Asheville from Asheville, and it still does."

He'd like to see that wrong-side-of-the-river label washed away for good.

Sellers mentions a loan program, available through the Preservation Society of Asheville-Buncombe, offering low-interest loans to help property owners restore the facades and other features of their west Asheville buildings, he explains. But, though instituted several years ago, the program has sparked little interest in the business community. Speaking of some longtime, old-fashioned west Asheville business owners, Sellers comments, "How do you go and approach someone to fix up their place? You've got to be sensitive."

But getting the facade program going could give Haywood Road the facelift it needs — and make the corridor as attractive to visitors, residents and businesses as other revitalized main streets in western North Carolina, such as those

in Waynesville and Hendersonville. Sellers insists.

"It needs a pilot project — someone willing to step forward and try it," Nantelle observes. Recognizing that the burden of paying for such improvements falls on the property owners, he continues, "It's going to be a slow go, but once a few take it on, others will follow suit. We have a lot of old-timers in business still, but nostalgia will catch up with them."

A few small steps already in the works may also help trigger bigger things. Nantelle expects benches to be installed along the sidewalks on Haywood Road sometime this year. And City Council has recently approved its new parking plan for downtown, Biltmore Village and Haywood Road. It calls for staff to work with the North Carolina Department of Transportation on restriping Haywood (to make lanes more consistent), improving parking and pedestrian access along the corridor, and cracking down on illegal parking.

Says Council member Earl Cobb, who has lived in west Asheville since 1954 (except for a three-year stint in Atlanta), "If we had better parking here, businesses could really thrive." The recently completed parking study, he mentions, reported that much of Haywood Road's on-street parking is not marked. And some spots — along blind curves — may actually pose a hazard to drivers on the busy thoroughfare.

Available off-street parking must also be better marked, so visitors and customers can find it, Cobb continues. "We've been promising west Asheville such stuff for years. They feel like they're the last ones to get anything from the city," says Cobb, pointing out that 60 percent of the registered voters in Asheville live on his side of the river — even though many of them don't vote.

The number-one thing they want, according to the results of a fall community meeting led by city Planning staff, is a "strong pedestrian emphasis [on Haywood], with crosswalks, benches, bike racks [and] green areas," says City Planner Carl Ownbey. Nearly 100 people participated in the first two meetings held on the corridor plan. Other top priorities



"It's all coming together." says Richard Nantelle, who's helping west Asheville keep a grip on its past.

include shedding west Asheville's junkyard image, preventing the widening of Haywood, encouraging small businesses that meet residents' needs, and relocating I-26.

"We downplayed the I-26 issue a bit, because it doesn't directly affect the entire corridor," says Ownbey. "From my perspective, the traffic flow and pedestrian activity is maybe the primary thing, along with better streetscapes and landscaping."

Like Nantelle, however, he'd like to see more interest and participation in moving the proposed improvements along. Since the first few community meetings, attendance has fallen off, and Ownbey says he's not getting many phone calls on it. "But maybe that's a good thing," he adds

with a laugh: Ownbey is involved with another, more thorny issue — the Trinity Baptist controversy — and a fellow staff member was responsible for shepherding the hotly contested Charlotte Street Corridor Plan through to completion, Ownbey notes.

In any case, he has started drafting the plan, which he hopes to present to the Planning and Zoning Commission next March, and then to City Council in April.

But to bring new life to this historic community, says Nantelle, "People are going to have to do it for themselves." Revitalizing west Asheville in general, and the Haywood Road corridor in particular, he insists, "is really dependent on the people." Publicly owned green space, for instance, is limited along the busy road, so property owners will have to be the ones to step up and do something. It's the same with off-street parking: Many of Haywood's churches have managed to meet their needs by buying adjacent, vacant residential properties and building parking lots.

Nantelle adds that nonprofit groups have also offered to help: Quality Forward volunteers are willing to install decorative planters along the street, just as they have downtown.

Reflecting on Asheville's success in revitalizing downtown and Biltmore Village, Sellers concludes, "We're reaching for the stars. But that's OK — we've done it before."

For more information about the Haywood Road Corridor Plan, call Carl Ownbey at 259-5830.

HAYWOOD ROAD CORRIDOR

APPENDIX A

West Asheville / Haywood Road Priorities - 1995

1. Sidewalk obstruction enforcement
2. Improved Christmas decorations
3. Improved building facades
4. Cleanup of alleyways along Haywood Road corridor
5. Install traffic control measures for parking - signs/off-street parking
6. Small neighborhood parks and green areas
7. Safe pedestrian access - sidewalks - crosswalks - bicycling
8. Improve security along roadway - neighborhood watch
9. Landscaping - streetscape along Haywood Road
10. Remove pedestrian bridge over I-240
11. Develop theme for corridor
12. More cooperation and support from everyone in area
13. Uniform road design along Haywood Road
14. Stop light at a) Fairfax and Haywood & b) Virginia and Haywood
15. Mixed use development on street front
16. Church supported projects instead of taxes - give to community
17. Underground utilities
18. Historic sign
19. Larger library
20. Yearly parade
21. Synchronize traffic lights - set safe speed limit
22. Center for "downtown development"
23. Extend historic preservation to residential neighborhoods

HAYWOOD ROAD CORRIDOR

APPENDIX B

Number / Type of Structures

beginning at Patton Avenue on north side	commercial	residential	institutional	vacant
to intersection of Greenbriar	9	0	0	0
to intersection of Parkwood	0	0	0	1
to intersection of Balsam	2	0	0	0
to intersection of Mitchell	2	1	0	1
to intersection of Blue Ridge	0	0	1	0
to intersection of Cloyes	4	2	0	0
to intersection of Oakwood	2	0	1	1
to intersection of Mildred	6	0	0	0
to intersection of Herron	2	0	0	0
to intersection of Dunwell	5	0	0	0
to intersection of Jarrett	8	0	0	0
to intersection of Louisiana	2	0	0	0
to intersection of Majestic	5	0	1	0
to intersection of Dorchester	2	0	0	0
to intersection of Balm Grove	2	0	0	0
to intersection of Martin	1	0	1	0
to intersection of Baker	4	1	0	0
to intersection of Burton	3	0	1	0
to intersection of I-240	1	0	0	0
to intersection of Argyle	0	0	1	0
to intersection of Westwood	2	0	0	0
to intersection of Michigan	2	0	0	0
to intersection of Beechum's Curve	9	9	0	0
to intersection of Howard	1	4	0	0
to intersection of Brownwood	5	0	0	0
to intersection of Craven	5	3	0	0

Totals 84 20 6 3

beginning at French Broad on south side	commercial	residential	institutional	vacant
to intersection of Wamboldt	1 lot	0	0	0
to intersection of Brownwood	1	1	0	0
to intersection of Elkin	4	1	0	0
to intersection of Beverly	1	2	0	0
to intersection of Ridgelawn	1	0	0	0
to intersection of Wellington	2	0	0	0
to intersection of Swannanoa	1	0	1	0
to intersection of Michigan	3	0	0	0
to intersection of Richmond	3	0	0	0
to intersection of Hanover	6	0	1	0
to intersection of I-240	1 lot	0	0	0
to intersection of Brookshire	1	0	0	0
to intersection of Parkman	2	0	0	0
to intersection of Allen	4	0	0	0
to intersection of State	6	2	1	0
to intersection of Nevada	1	1	0	1

Number / Type of Structures

beginning at French Broad on south side	commercial	residential	institutional	vacant
to intersection of Virginia	3	0	0	0
to intersection of Fairfax	1	0	1	0
to intersection of Brevard	1	0	1	0
to intersection of Vermont	3	0	2	0
to intersection of Sand Hill	1	0	0	0
to intersection of Lanvale	5	8	1	2
to intersection of Sulpher Springs	1	0	0	0
to intersection of Lyndale	1	0	2	0
to intersection of Clinton	0	0	2	0
to intersection of Covington	3	2	0	0
to intersection of Belmont	2	1	0	0
to intersection of Patton	2	0	0	0
Totals	59	8	12	3

HAYWOOD ROAD CORRIDOR

MAPS

Location Map
Study Area
Neighborhoods
Land Use
Landmarks
Zoning
Bus Routes
Traffic Counts