



Haywood Road

Vision Plan Update

Current Zoning Maps: East



Current Zoning Maps: Central



Current Zoning Maps: West



Current Zoning: Patton End



Existing Zoning

Highway Business

- 100,000 sf floor area; greater for multi-tenant development
- 60 foot height limit
- One-story buildings dominate
- Parking all around the building
- Drive-throughs OK
- No design standards

Existing Zoning

Community Business-II

- 45,000 sf floor area
- 40 foot height limit
- One-story buildings dominate
- Parking behind or to side of main building
- Drive-throughs OK
- No design standards

Existing Zoning

Institutional District

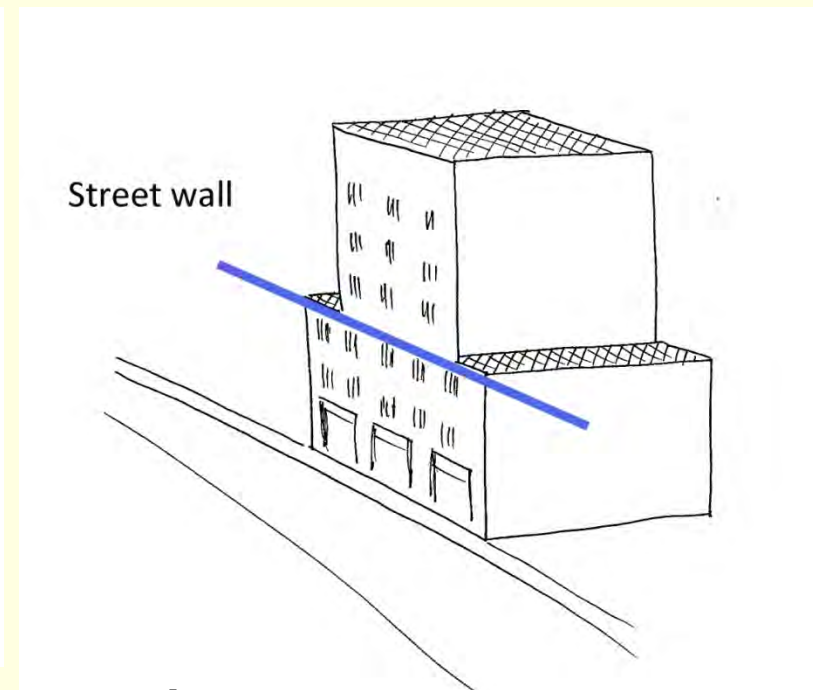
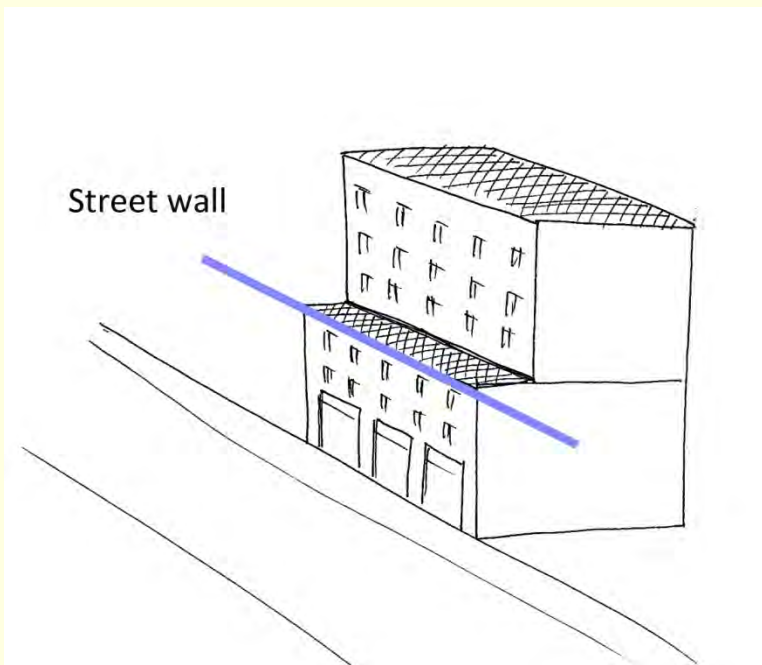
- Size of structure unlimited
- Single story allowed
- Height unlimited except within 100' of residentially zoned property then 40'
- Parking can be located anywhere on the lot
- No design standards

Existing Zoning and Recent Efforts:

West area Central Business District

- Downtown Master Plan overlap
- Height capped at seven stories
- Form code to place building at the edge of the sidewalk and window and other operational standards adopted supports pedestrian oriented development
- Two-story minimum in place
- Street wall concept for compatibility

Haywood Corridor CBD



Code specifies a 'street wall' to blend the scale of the new building to the rest of the block

Survey Fall 2011

- Mailed postcard to all property owners and tenants advertising the survey link, etc
- Included all corridor properties plus 500 feet from the centerline of the road on both sides
- Over 1,500 postcards mailed
- People were invited to send survey-link to their contacts and on-line groups etc, and paper copies available at library
- 600 people responded to the survey

Survey Question 1

- **Haywood Road has many stakeholders who care about the growth and management of the street. To understand better who is sharing their opinion for this survey, please check all that apply. I am:**
- An owner of property along Haywood Road 11.7% 70
- A resident who lives on or near Haywood Road 76.3% 457
- A business owner along Haywood Road 8.5% 51
- A worker in a business on or near Haywood Road 11.5% 69
- A person interested in the development of Haywood Road 41.4% 248

- *answered question 599, skipped question 1*

Survey Question 2

- **What is your vision for future land uses along Haywood Road? Please select all that apply.**
- Specialty and locally owned businesses and shops 92.7% 534
- Neighborhood retail such as grocery, drug and discount stores 56.1% 323
- Large-scale commercial big box stores 1.4% 8
- Professional services such as doctors, dentists, designers, engineers 50.0% 288
- Multi-family residential including apartments or condominiums 27.4% 158
- Mixed-use development projects combining commercial, office, and/or residential uses 65.1% 375
- ***answered question 576, skipped question 24***

Survey Question 3

Sustainably built commercial areas provide a more efficient form of land use that conserves energy, improves walkability, strengthens the tax base, allows more efficient delivery of city services and efficient use of existing community infrastructure compared to lower density single-family housing areas in the city. If Haywood Road was developed using a more sustainable development pattern with a mix of businesses and housing (also known as mixed-use development) this would provide many of these benefits and in addition could strengthen community bonds, provide residential growth to support transit use and create pedestrian-friendly destinations. Question: Would you support sustainable development along Haywood Road in order to improve the tax base and provide other community enhancements?

Yes, I support sustainable development. **85.6%** 489

No, I do not support sustainable development. **1.6%** 9

This is not my vision for sustainable development. **12.8%** 73

answered question 571, skipped question 29

Survey Question 4

Some people are concerned about building heights sometimes because of compatibility concerns with the surrounding neighborhood. Please note that the two areas of Central Business District (CBD) zoning already allow 6-story buildings by ordinance and all other commercial districts on the corridor permit 3-story buildings. Please select the following preferences for new buildings along Haywood Road outside of the CBD sections (you may check more than one):

- Nothing over two stories should be allowed **21.5%** 115
- Four-story buildings should be permitted along the corridor **21.3%** 114
- Four-story buildings should be permitted but only with City Council approval **29.6%** 158
- Four-story buildings should not be allowed **11.4%** 61
- Buildings taller than four stories should be permitted. **4.7%** 25
- Buildings taller than four stories should be permitted but only with City Council approval. **13.1%** 70
- Buildings taller than four stores should not be allowed. **30.0%** 160
- Taller buildings should be allowed but only at strategic locations. **24.2%** 129

answered question 534, skipped question 66

Survey Question 5

- In the past considerations by the community, three-story buildings were generally accepted as compatible along Haywood Road. In some circumstances, larger structures and additional height may be approved as a trade-off for projects implementing community identified goals from adopted plans. Question: Would you be supportive of allowing additional building size or building height if the proposal was assisting the community's identified goals? Check all that apply.
- **Providing affordable housing 42.6% 224**
- **Meeting sustainable building goals such as LEED 54.2% 285**
- **Publicly accessible open/green space if included in the project. 64.8% 341**
- **Enhanced ped. Enviro.: building design & sidewalk enhance/. 66.0% 347**
- **Preservation and/or incorporation of historic structures on the property. 62.5% 329**
- **Higher residential density to support the public transit system, small businesses, and public safety. 36.5% 192**
- **Mixed-use development included in the proposal. 43.2% 227**
- **Business incubation space included in the proposal. 23.8% 125**
- **None of these community goals should be used to approve 16.7% 88**
- Other community goals should be considered such as: 56 people responded
- answered question 526, skipped question 74

Survey Question 6

- **Central Business District zoned areas of the corridor have the 'two-story minimum' requirement when new buildings are constructed. (Zoning maps showing existing zoning districts can be found at www.ashevillenc.gov/progress and clicking on the Haywood Road Vision Plan link.) Except for specific situations, would it be a good idea to require newly constructed buildings along Haywood Road to be two stories tall as a minimum? This would provide space above the ground floor for office, residential and other uses and supports sustainable development goals and benefits.**
- A two-story minimum is a good idea. 73.5% 380
- A two-story minimum is not a good idea. 26.5% 137
- *answered question 517, skipped question 83*

Survey Question 7

- Successful pedestrian districts have design characteristics that set them apart from more suburban districts such as: • buildings placed directly behind a wider sidewalk with benches, street trees, bike racks, trash cans, etc; • building features such as store front windows and front door access directly from the sidewalk; • building requirements that match portions of new buildings with nearby structures; • parking lots located to the side or rear of the building with managed driveway curb cuts; • quality open space such as pocket parks, plazas and outside dining areas; • bus stops and bike facilities supporting transportation options Question: Would you support design standards for new construction to enhance the pedestrian environment and walkability of the corridor?
- Yes, I would support some standards to support pedestrian districts. **96.8%** 513
- No, I would not support standards to support pedestrian dists. **3.2%** 17
- *answered question 530, skipped question 70*

Survey Question 8

- **Drive-through windows can provide convenience to business patrons but can create problems for neighboring residents and pedestrians using the street. Question: What type of businesses if any, should be allowed to provide drive-through bays on Haywood Road? Check all that apply.**
- Banking 50.8% 270
- Prescription drug pick-up 27.3% 145
- Restaurant service 10.7% 57
- Commercial uses 5.5% 29
- Prefer no drive-throughs 51.4% 273

- *answered question 531, skipped question 69*

Survey Question 9

- **If drive-through bays are allowed for businesses along Haywood Road, should certain design considerations be included to minimize their impacts? (Existing drive-through facilities would be exempt from any new regulations if adopted.) Please select design standards if any for drive-through bays.**
- Placement of drive-through bay to the side or rear of the main structure. 76.9% 389
- Limit the number of drive-through bays. 69.2% 350
- Limit the maximum volume of speakers and control light impacts on neighboring uses. 61.5% 311
- No to special design guidelines or requirements. 11.3% 57
- ***answered question 506, skipped question 94***

Final Survey Questions

- **10- Please note one building or development project in the Asheville area that you consider to be a positive model for future development along Haywood Road. Give an explanation for your answer. *attachment***
- **11- What type of new business would you support along Haywood Road that is not currently located there? *attachment***

Land Uses Topics *summary*

- Meeting to discuss land uses:
- Seek to maintain business diversity
- Encourage smaller independent business and small manufacturing
- Allow artists studios and workshops on corr.
- Add Business incubator as a use
- Uses with outdoor storage: opaque fence for screening; auto repairs inside or screened
- Existing use survey that needs updating

Transportation Topics *summary*

- Encourage Complete Streets policy
- Fund: Excessive curb-cut replacement
- Program for add'l crosswalks and signal heads
- Bus-transit priorities in West Asheville
- Beecham's Curve needs reworking
- Program for sidewalk enhancements for pedestrian flow with lighting and trees, etc
- Bike lanes / growing mode of transportation
- Stormwater facilities- green them up

Historic Preservation *summary*

- Make adaptive reuse of existing buildings a priority over teardown and replacement
- Make new structures fit in with existing character of the roadway
- NC tax credits for rehab of most historic structures
- Signage for historic districts and other historic sites
- West Asheville historic trail map and markers
- Encourage and support the On-line History Portal
- Special programs to encourage research and identification, story telling, dates of houses
- Historic gateway signage at Patton Avenue

Overall focus for Plan: Sustainability

- Neighborhood of the future
- Preservation and understanding of the past
- Pursue complete streets policy
- Encourage transit and multimodal facilities
- Design new buildings to encourage a strong pedestrian environment and relationship, walking
- Encourage mixed-use buildings and a wide mix of business activities for vitality; share parking lots
- Safety issues better now with more people
- Plan for green buildings, solar access and green, park and plaza spaces

Overall focus for Plan: Sustainability, Cont.

- Plant for stormwater and habitat improvement not just for single purposes; pervious paving in lots
- Residential along the corridor with a mix of housing types: rental and ownership
- Affordability a big concern
- Encourage small and home business opportunities
- Sustain citizen activation, communication, WABA
- Consider a West Asheville Commission by COA

Next Steps *January- June 2012*

- We didn't have an economic and safety forum
- We need to set/ and decide on action steps priorities
- Wider community meeting with the 200 people who signed up at the end of survey and others
- Writers for chapters of the plan using the meeting notes as a starter
- Add'l map and census analysis

Haywood Road Survey

Completed November, 2011

Open Ended Question 10. *Please note one building or development project in the Asheville area that you consider to be a positive model for future development along Haywood Road. Give an explanation for your answer.*

Development	Number of responses	Other comments
West Asheville locations:		
Bledsoe Building	58	Vibrant, mixed-use; historic renovation; parking behind ; could be taller
Village on Haywood at former St. Joan of Arc Church	27	Pedestrian friendly design; great use for vacant properties; good design; The planning charette was particularly useful; concern about completion of this project
Universal Joint renovation	23	Welcoming place for the community; great renovation; nice landscaping
Sunny Point Cafe	15	Historic renovation, environmentally responsibility landscape; green space; permeable paving
West End Bakery	10	Shared space parking with good landscaping; community
City Homes on State Street	4	Good location for density
Harvest Records	2	Mixed use
The Hop	2	
The Admiral	2	Great reuse of an old building; bring community together
Standard Pizza	2	Existing building and site
Hops and Vines Building	2	Local business and fits the neighborhood
Organic Mechanic	2	
Second Gear	2	
W.A. History Project	1	Create a historic district
Bari Center	1	
DeSoto and Blue Ribbon Building	1	This area much safer now with addition of business
B&B Pharmacy	1	
Shared Parking owned by Trinity United Methodist Church	1	Use for businesses too

Short Street Cakes	1	
Asheville Chiropractic and Wellness Center	1	Solar panels added
Red Hickey's	1	Attractive exterior and kept a landmark name
Dry Goods/Spagnola Studio building	1	This area much safer now with addition of business
Fortune Building	1	
The Burger Bar	1	iconic local establishment
Battlecat Coffee House	1	
Viva Deli	1	Community owned; parking in rear
Nona Mia /Retrovo	1	
Isis Theater	1	Existing historic structure
Downtown locations:		
Pioneer Building on Broadway	11	Good scale; nice detail; mixed-use; pedestrian friendly; the scale is large next to houses; bike friendly, outside space
Grove Arcade	4	Historic renovation and a mix of uses
Pack Square Park redevelopment	3	Green space; fountains; community interaction
Lexington Station mixed-use development	2	Small business; residential
Green Sage downtown	2	Solar panels on roof
College Street downtown with buried power lines	2	Reduce clutter; improve the pedestrian environment
Location of the new Asheville Yoga Center	1	
N. Lexington Avenue Downtown	1	Redevelopment of existing buildings into thriving shops and restaurants
60 Haywood Street downtown	1	
Rice White Building downtown	1	Renovation of existing building
Biltmore Avenue Downtown	1	Co-op, Barleys and Fine Arts
Pritchard Park	1	Green space needed along Haywood Road
51 Biltmore project downtown	1	The new hotel/parking garage because it has workforce housing, structured parking and City participation

Moog Music renovation	1	
Charlotte Street downtown	1	This area is the scale and type I would support along Haywood.
River Arts District:		
372 Depot Street	17	Good scale/ no larger; affordable housing needed; green building; good mix for a small space;
River Arts District Area	11	Community of engaged workers serving the community; 'river arts district is looking fly'; nice renov buildings
White Duck Taco Shop/ Hatchery Studios	3	
Round-about along Clingman by Phil Mechanic Building	3	Could help several intersections on Haywood:Sand Hill and Sulpher Springs
Clingman Lofts	3	
Clingman Avenue project	3	Sidewalks and multi-modal
Pink Dog Creative- in the River Arts District	3	a nondescript building has been made lively by the addition of raised porch/stair areas, colorful paint and the frequency of events
Carrier Park	2	Accessable community green space
Phil Mechanic Building	1	
Habitat for Humanity	1	Enjoy the use of an existing space
The Wedge Building	1	community feeling due to the close buisnesses, art spaces and the creative social space of the brewery.
Other Districts:		
Ruth's Chris steakhouse	1	Good design incorporating a themed design in to the

		neighborhood
Wells Fargo Bank	1	Neat, good landscaping
Biltmore Park Town Center	1	Mixed-use

Haywood Road Survey
2011 Haywood Road Survey

Completed November,
Completed November, 2011

Open Ended Question 11. *What type of new business would you support along Haywood Road that is not currently located there?*

Question 11 (all entries represent individual comments)

Business	Number of Responses	Any Comments
Retail- general	7	Simple local retail
Hardware Store	48	Locally owned; Ace hardware a good model
Clothing	19	Incl. dry goods; upscale; thrift; incl. shoes
Office Supply	4	Copying services
Craft Store/ art	8	yarn
Specialty	15	Mast-type; 'general' electronics; computer sales and repair; spa; family
Grocery specialty	29	Trader Joe; affordable; either end of the corridor; co-op; health food; east end; butcher, fish
Garden shop, nursery	7	
Pharmacy, local	19	Incl. drug store; longer hours; closer to 'my' end; Patton
Book store	29	Covers new and used; have readings; could include cafe
Toy	4	
Art Gallery	13	Type like 'woolworth walk'; artisan wares; high end
Bakery	2	
Chocolate	2	
Antique	2	
Outdoor	2	gear
Jewelry	1	
Home decor	2	
Pet	7	Pets and supplies
Gaming shop	3	Card comic shop; teen
Bike shop rental	1	
Mail services	1	
Produce	2	
Indoor flea / art market	1	Like the Downtown Market
Photography	1	
Wine	1	
Thrift Store		

Dry Cleaner	2	Environmentally friendly
Restaurants-general	29	More local; interesting; late night; diversity; family friendly
Ethnic general	4	
Japanese	11	Incl. sushi
Indian	4	
Ethiopian	6	
Chinese	1	
Asian	4	
Thai	4	
Middle-eastern	3	Greek
Vietnamese	1	
Chocolate	2	'West Asheville Chocolate Lounge'
Diner	2	
Coffee/ cafe	9	24 hour; internet; on ends of the corridor; tea house; desserts
Bagel	2	
Vegetarian	3	
Space for Food trucks	1	
Drive-thru	2	
Outdoor dining	7	Play area for kids; maintain curb appeal; incl. rooftop dining
Theatre Venue	18	Family friendly; small facility; activities and parties; classes
Live music Venue	11	Like Orange Peel, dancing; club
Theater, movie small facility	31	Fine Arts scale; first or second run
Gym facility	4	
Bowling Alley	1	
Community/ Teen Center	10	Tutoring center; multi-purpose center; incl. pool
Medical	4	
Family Doctor	3	
Dentist	3	
Pediatrician	1	
Veterinarian	3	
Professional Services	6	Engineers;
Brewery	3	
Bar	9	Incl pool hall; karaoke

Bar- wine bar	3	
Bank-local or credit union	6	
Lodging facility	7	Hotel or B&B; 4-story hotel; boutique; hostel; for my family visiting
Business Incubator	2	Small spaces operated by COA or WABA; collaboration; increase manufacturing in town
Kitchen commissary	2	For hire
School:		
Trades	1	
Art	1	
Post office	1	
Studio space for artists	6	
Office building	4	Shared facilities; jobs!
Park space	9	Urban; dog park; community gardens
Residential	4	Mixed-use; affordable
Government services	1	
Manufacturing, small	2	
Gas station	1	
Public parking garage	1	
Mechanics	1	
Social service	1	
		‘Businesses that enhance Asheville’s reputation as the Athens of the South’
		‘No more churches, banks or bars’

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