

# DRAFT

## Haywood Road Vision Plan Summary of the Process

11/28/12

Over the past 10 years, city staff and a group of west Asheville residents, business owners and property owners (known as the Haywood Road Corridor Committee) have met to discuss planning and growth issues for Haywood Road between the French Broad River and Patton Avenue. Early on the group identified a number of priorities for discussion:

- improving pedestrian and multi-modal transportation options
- encouraging a mix of business uses along the corridor / within buildings and providing options for higher residential density for properties along the roadway
- support for streetscape improvements

In early 2006 a survey focused on growth related topics was mailed to 1,300 property owners and nearby residential neighbors along the corridor. Later that year a community meeting was held to share initial results of the survey and plans for a zoning change for Haywood Road. The Committee found that there was a lot of support for roadway improvements to increase pedestrian access, multi-modal transportation options and roadway changes to make the roadway safer while anticipating the I-26 construction process. The Committee also was supported in efforts to bring zoning changes to the corridor to ensure that new development coming to the corridor would enhance the pedestrian character and local charm.

Due to staff changes and efforts to develop the Downtown Master Plan, work for the corridor was temporarily suspended. In 2010, staff began to meet again with a Haywood Road Corridor Study Group (a subset of the larger group focused on studying the needs of the corridor) to discuss appropriate height and other development potential for the Central Business District (CBD) areas in west Asheville as this discussion was related to the downtown study. Eventually these amendments to the CBD zoned areas of west Asheville were adopted in 2010 by City Council and reenergized the discussion for the remainder of the corridor and for developing a more complete vision plan for Haywood Road. Since then the Study Group has focused on the following major topics that relate to Haywood Road and west Asheville:

1. Streetscape and Transportation
2. Zoning, Land Use and Community Character
3. Economic Development
4. Historic Preservation
5. Safety
6. Neighborhood Related Issues

A number of meetings were held in which public comment was garnered for the areas of interest. In 2011, a second community survey was mailed to corridor neighbors and business owners asking for additional comment on issues facing Haywood Road. The survey results reiterated the initial goals of the Haywood Road Corridor Committee. And all of the subject areas received feedback and action items. There was continued strong support for roadway and streetscape changes for pedestrian access and multi-modal transportation as well as general roadway safety improvements. There was also continued strong support for a broad mix of commercial activities that would support the local community and interest in zoning changes to assure that future development fits in with the character of the corridor.

The Haywood Road Corridor Study Group concluded its work in 2012 with a series of recommendations for each of the major topics researched as a part of a vision plan for the corridor. The Haywood Road Vision Plan is currently in draft form and being reviewed by City staff before presentation to council for adoption.