



New Belgium Neighborhood/Business Association Meeting
hosted by New Belgium
November 29, 2012 8:30-10:00 a.m. at FLS Energy Boardroom (thank you!)

Next meeting: in the New Year (likely mid-January)

Purpose: To connect with neighborhood and business associations' boards (stakeholders) who are adjacent to the stockyard site on Craven Street

Goal: To work together to create streamlined and accessible channels of communication for those who will be impacted by stockyard site construction, as well as to distribute job and community information on behalf of New Belgium

SITE CONSTRUCTION DATES: We will begin work on our West Asheville site in early 2013

- Deconstruction begins January 2013
- Site work begins around April 2013
- Construction begins September 2013

COMMUNICATION CHANNELS

- **Main Contact:** First point of contact for question or concern about construction on the site:
 - McCray Coates, City of Asheville, 828-259-5966 OR Marsha Stickford, City of Asheville, 828-259-5506
- **City's Data Alert** lets you know if you will be affected by power outages, street closures, etc. Please sign up in preparation for Craven Street improvements. Here is where to sign up for these alerts: City of Asheville website <http://tinyurl.com/d5rpnvy> (web address simplified)
- **New Belgium Asheville Website** www.NewBelgium.com/ashevillebrewery
- **Posters** available online for printing: <http://www.newbelgium.com/Community/ashevillebrewery/faq.aspx>
- **Detailed Notes** from all Neighborhood + Business Association meetings: <http://www.newbelgium.com/Community/ashevillebrewery/comments-questions.aspx>
- City of Asheville's **Craven Street improvement Project Website:**
- <http://www.ashevilenc.gov/Departments/CommunityRelations/ProjectsandInitiativesInformation/CravenStreetImprovementProject.aspx>
- Forthcoming **Construction Communication Plan** will include multiple communication outlets
- **Neighborhood organizations** are sending out on their websites, Facebook pages and emails to members.

AGENDA (with Summaries)

- **Draft Construction Communications Plan Review**
 - Suggestion: Add a phone number with recording for people to call for construction updates
 - Suggestion: Consider sending something out every Monday
 - Suggestion: Group offered more recommendations for specific websites, locations for posters and outreach channels
- **Primary Truck Route + state of Traffic Impact Assessment (TIA)**
 - **Haywood Road Corridor Plan (Alice Oglesby, WABA)**

The Haywood Rd. Corridor Plan is a Haywood Rd. Vision plan that includes two extensive development surveys (done in 2006 and 2011) with input from more than 500 Haywood Rd. business owners and residents (within a certain distance from Haywood Rd.) from the last 10 years. In reference specifically to New Belgium: bus shelters were indicated as a priority, and light industrial was indicated as something those surveyed would like to see continue to be a part of the area, bike/pedestrian and overall safety are also indicated as priorities. West-

Asheville.com has the current version of the plan with pieces of the survey. <http://west-asheville.com/haywood-road-corridor-committee/> Details of survey collection in the minutes.

- **Traffic Impact Assessment (TIA or TIS) Scope/Details (Gabe Quisenberry, Mattern + Craig)**

The Traffic Impact Analysis (TIA) will be completed and available to the public in late December/early January. This data will inform the City's recommendations of the best routes for trucks coming to and from the brewery. Both New Belgium and the City's goal are to utilize the results from the TIA to determine how to best **diversify truck routes in order to minimize impacts to any single area of Asheville**. The TIA will incorporate infrastructure improvement plans in West Asheville and the River Arts District which have been in the works long before New Belgium's arrival.

- **Alternative Route Update**—the alternative Norfolk Southern Trestle Route is not feasible for a number of reasons. Cathy Ball talked with EWANA group at November meeting to clarify why. They City is using the TIA to determine how to diversify truck routes to vary impact. Other options regarding the trestle are being considered.
- **Roberts Street** – visitor traffic to the brewery will likely impact Roberts Street. There is concern for safety along Roberts Street due to speed of traffic. Cathy Ball explains how street improvements are determined, details in minutes.

- **Bus Shelter**

- Neighborhood groups have given blessing and the project is moving forward
- There is a possibility for two bus shelters, one on either side of Haywood at Craven, but initially one will be built (still determining which side is most useful)
- Asheville Design Center will lead this process

- **Deconstruction Plan**

- Coordinating with Bradley Barrett, Old Wood Architecture, and Green Opportunities to determine Deconstruction plan and making materials available to the community.
- Deconstruction will begin in early 2013

- **Updates from Organizations**

- **Announcement from Pattiy Torno:**

- Public Talk: What impacts property value?**

IN4M December 5, 2012 5:30-7 p.m. at Asheville Area Arts Council—Property Tax Valuation with Gary Roberts, Buncombe County Tax Assessor, and Stephanie Monson, City of Asheville Economic Development

- **Announcement from Marsha Stickford:**

- City's Data alert lets you know if you will be affected by power outage, etc. Please sign up in preparation for Craven Street improvements.**

Here is where to sign up for these alerts: City of Asheville website <http://tinyurl.com/d5rpnvy> (web address simplified)

QUICK REVIEW OF AGENDA + ADDITIONS, QUICK NOTES

- No additions

COMMUNICATIONS PLAN REVIEW

Additions to current draft plan:

Most Impact:

Tubing people—reach with Asheville Adventure Rentals + Asheville Outdoor Center

Cyclists (already on list)—reach with Asheville on Bikes + Bike and Pedestrian Task Force, Blue Ridge Bike Club

Methods:

Post posters in Burton Street Community Center and other community centers

External web-based Outreach Channels:

West-Asheville.com

OnHaywood.com

AshevilleRAD.com

WECAN News

- New Belgium will send out to this group and would ask that this group post to relevant channels, such as those mentioned above.

Recommendations:

- **City's Data alert lets you know if you will be affected by power outage, etc. Please sign up in preparation for Craven Street improvements.** Here is where to sign up for these alerts: City of Asheville website <http://tinyurl.com/d5rpnvy> (web address simplified). Or, call 2-1-1 and ask to be added to the City of Asheville Delta Alert
- Possible to update every Monday morning, on a 2-3 week rolling schedule, to educate neighbors and lessen the stress of their daily lives.
- Encourage people in neighborhoods to checking in at a central, common place.
- Provide people a phone number with a recorded message for community members that do not get their information via the internet, as an alternative way of keeping everyone in the loop.
- Provide clarity on who to contact there is a concern or question. First point of contact will be the City of Asheville: Marsha Stickford or McCray Coates, and their contact information will be listed in materials.

PRIMARY TRUCK ROUTE AND STATE OF TIA

Haywood Road Corridor Plan Summary (WABA/Alice Oglesby)

- Currently in large draft form, City staff is honing and will then go City Council to provide guidance for decisions on zoning, development, and what the community would like to see in exchange, etc.
- A Committee formed 10 years ago to identify multiple priorities for Haywood Rd.
- Extensively surveyed the community
 - In 2006: WABA mailed about 1300 surveys and received 402 responses but by return survey and by online response (on-line was an option noted on the hardcopy survey and on press releases, etc). We were impressed with the results.
 - In 2011 : WABA mailed out about 1500 postcards directing folks to go on-line and fill out the survey along with press releases and social media encouraging participation; folks had the option to fill out a hardcopy survey handled at the W.A. library and we received only 3 surveys this way. In total 600 surveys were submitted in 2011.
We were happy with this result too!
- 2011 survey reinforced 2006 recommendations
- www.West-Asheville.com -- find the current version of the plan with pieces of the survey as well as a draft summary of the results
 - Bus shelter has already been identified as a priority by this group
 - Including a variety of businesses, including light industrial is indicated in the plan
 - More ped/bike friendly corridor + provides methods for implementing
- City has a committed investment in the Corridor Plan which will inform developers' decisions, and will really have an impact on the process of development on Haywood Rd.
- Recommendation to have Alice O. send summary of the Haywood Road Corridor Plan to the group.

There is a bike & pedestrian task force with the City that does pedestrian counts, in-depth look at bike/ped experience, with the intent to channel into planning for bike/ped safety. Their focus has been on Haywood Rd. for a number of years. <http://www.abptaskforce.org/>

Feedback of Haywood Road Corridor Plan and Haywood Rd. being a DOT responsibility.

- **LIGHT INDUSTRIAL ON HAYWOOD COORIDOR**—Thank you for doing all of this work. EWANA recently created a committee to gather information from the neighborhood & generate a vision plan for their community (Scott Workman is head of that committee and has been involved with Haywood Road). Industrial use of Haywood Road does not seem to be an item in this plan, as West Asheville is more of a mixed use commercial & residential area—can you address that (specifically regarding truck traffic)?
- **Alice Ogelsby**—there is a note about including a variety of businesses in the corridor; the surveys indicated that people would like to continue to have light industrial on the corridor. Looking at overall safety is something that is also considered in the plan.

If Haywood is a DOT road, how do we work with street scaping desires within a development plan?

- **DOT + CITY ON HAYWOOD:** DOT maintains the paved portion of Haywood and anything beyond the curb is the City's responsibility but the City needs DOT permission to do this work. Sunny Point and the UJ are great examples private property landscaped along Haywood.
- **CLINGMAN AVE EXAMPLE:** Clingman Street improvement was the result of a collaboration: Mountain Housing Opportunities worked with Alan Glines and went after \$400,000 DOT grant, started neighborhood stakeholders committee, hired design consultants, and then City Transportation put money in their budget (this happened in 2004-2008, so economy is different now). If EWANA wanted to work on the section from the bridge to Beachum's Curve, look for DOT enhancement grants.
 - Local businesses have been invested (financially) in maintaining the streetscape along Clingman Ave because it is the gateway to the RAD; there are public/private partnerships that make this all happen.

Crosswalks are already a safety concern. How will trucks be able to stop at the crosswalks? Will they be inadequate by the time we have added traffic to West Asheville?

- **WHY NEIGHBORHOOD VISION PLANS?** There are recommendations for crosswalks in Haywood Rd. Corridor plan. The City is aware of the concerns on Haywood (as there is constant growth) & re-evaluating past installations & projects. Concerns voiced by community groups & traffic studies are valuable to City. The City would like to build a shared vision for where things need to be and will continue to monitor (with DOT) to keep the streets safe for everybody. The City is committed to making decisions based on the Haywood Corridor Plan.
- **TIME + COLLABORATION**—it's important and difficult to remember that these types of infrastructure processes take time, thus patience, which is a challenge for the City and for neighborhoods (i.e. crosswalks can take years from proposal stage to installation). It is important to approach plans incrementally; biting off digestible pieces that are high priority (we can't do it all at once—we must chip away at positive development)
- **COMMUNITY FEEDBACK AT START**—community feedback needs to happen at the beginning of planning stages; if you wait until it's designed, it's too late
- **COMMUNITY CONCERN**—really appreciates the willingness of the City to meet with EWANA; trusts the sincerity of this group; it's a reality that there are business and residents that are concerned about the truck traffic, so I want to make sure to communicate that there is discontent about the route.
- **CONCERNS ARE HEARD**—Neighborhood community concerns are being heard and conversations are happening to address concerns. With the results of the TIA, the City is working to diversify truck routes.

Traffic Impact Assessment (TIA or TIS) Scope/Details (Gabe Quisenberry, Mattern + Craig)

TIA UPDATE—The Traffic Impact Analysis (TIA) is data gathering and forecasting and will be completed and available to the public in late December/early January. This data will inform the City’s recommendations of the best routes for trucks coming to and from the brewery. Both New Belgium and the City’s goal are to utilize the results from the TIA to determine how to best **diversify truck routes in order to minimize impacts to any single area of Asheville**. The TIA will incorporate infrastructure improvement plans in West Asheville and the River Arts District which have been in the works long before New Belgium’s arrival.

- We are looking at long-term growth in this area. City completed data collection just before Thanksgiving
- TIA—two-phased study:
 - 1st Piece: applying NBB traffic to the existing infrastructure (incremental increase in traffic)
 - 2nd Piece: Community-led TIA; addressing comments from the community, as well as the growth of the area; growth of traffic, primary routes of residential and commercial traffic and align the growth of this area from a traffic standpoint, as well as integrating existing projects (like RADTIP)
- TIA will show what the numbers look like—traditional growth rates for traffic for these areas.
- Will address both vehicles and multi-modal transportation.
- There are going to be things happening at different increments and this study will give us a side-by-side look at what happens when.
- Late December, there will be a summary, so we will have some of this information at the next meeting.
- GROWTH OF EWANA has been incredible in the last 10 years. Is there a way to take a snap shot from 10 years ago to show growth that has happened, not just the growth that is coming?
- ALTERNATIVE ROUTE CONCLUSION—the alternative Norfolk Southern Trestle Route is not feasible for a number of reasons. Cathy Ball shared with EWANA group in early November that the Norfolk Southern Trestle Alternative Route (reference: <http://www.ashvegas.com/new-belgium-in-asheville-city-of-asheville-dept-of-public-works-responds-to-festus-bypass-proposal>) is not feasible due to access and safety.
 - Harriet Winner, owner of blue warehouse across from White Duck Taco on West Haywood St. is not willing to sell the property, a necessity for the alternative to work.
 - Norfolk Southern line that would need to be used for truck route is used once a day to service Silverline Plastics.
 - Measurement—the constructability is not feasible due to design safety standards; there is only 6 feet of distance between the stone wall and RR track so it’s not a safe alternative.
 - We would like to look at diversifying the routes and coming up with other options; want to make sure to not be missing out on other opportunities to diversify traffic.
 - The City is using the TIA to determine how to diversify truck routes to vary impact. Other options regarding the trestle are being considered.

Feedback/Discussion

Why is the traffic not coming down Amboy and up Riverside Drive, which are established industrial routes? This is a possible route if NBB traffic is coming from the South and going to the South, especially if the distribution center is located in that direction.

- AMBOY RD.—There is an issue with limited interstate interchange at Amboy and 240. Trucks can only go South. Ultimately the best plan is going to be to disperse the traffic as much as possible so it’s not a burden on any one area or neighborhood. We still don’t know exactly how that’s going to work because we’re waiting for TIA. Finding a balance between the positive and negative impacts of NBB is a priority.
- RADTIP—the ability to go lower underneath the RR overpass is being considered, so that Riverside to Hill Street is an option—there are some hurdles to overcome in terms of turning radius at Craven and Riverside, but this is being reviewed as part of a larger analysis.
- HAYWOOD/240 TURNING RADIUS—The turn at Haywood off 240 is already a problematic intersection; if you can split traffic in half then it takes pressure off of Haywood. DOT is widening radius at Haywood and 240, will move stop bars back

Roberts Street – visitor traffic to the brewery will likely impact Roberts Street. There is concern for pedestrian safety along Roberts Street due to speed of traffic.

- CITY IMPROVEMENT PRIORITIES We have capital improvement monies. We deal with emergencies first (needed repairs: streets that are falling in, etc.). Then we ask: What can we put the rest of this money into to get a return on the investment? We are studying underutilized properties and trying to take other portions of the money and invest in these properties so that we get a return on them (thinking like a business). Then we have higher property taxes coming in and then we can do more with that increase in capital improvement monies. We don't want to ignore citizens that have been paying property taxes but we are trying to find the sweet spot.
- NEW BELGIUM TRAFFIC on ROBERTS The tasting room is more convenient to the bridge (it's entrance is closer to Haywood bridge than Craven bridge), not the Craven Street entrance. So, signage is going to be key to keep traffic flowing over the bridge to a more direct route to the tasting room.
- SIDEWALK KEEPS BUSINESSES THRIVING we still need the sidewalk, keeps people visiting studios and businesses as they are in the area. RADBA is in favor of the sidewalk.
- BENEFITS TO LOCAL BUSINESSES (Alice O. WABA) there is a concern for the neighborhood, as you know. For many businesses, additional visitors are a benefit. If visitor traffic does not go down Haywood, the West Asheville businesses miss the opportunities. Please consider not detouring people around the small businesses.
- BROWNFIELD SITE the stockyard has been a bad looking site for a while. This is going to greatly improve it. As NBB and other businesses come it, it allows us to do what we've been privileged to do what the Cecil's have done over the last 100 years. Coming from a conservative perspective: people are excited about it, it's vastly improving an area of Asheville that needed to get done. No one was willing to do business there until NBB came along, so it's a good thing. Where the County owns property on Craven, it's become a dumping zone. This is not appealing for Emma, so that area being cleaned up is awesome.
- SOME WINE/ROSES, SOME CHALLENGE NBB coming to that site is not going to be all wine and roses for local neighborhoods. But, they are providing benefits too: greenway, stream mitigation. Let's keep the whole picture in mind.

BUS SHELTER at HAYWOOD RD & CRAVEN ST

PROPOSING & PLANNING Asheville Design Center only works where they are invited. Chris Joyell and Susanne Hackett have talked with neighborhood groups to get blessing for the project.

- Where it's going to be exactly, we are not sure, but the idea is to eventually have both an inbound and an outbound. NBB has committed to one shelter. This process will take about a year to complete.
- The installation timing will depend on Craven Street improvements, which are in the works.
- Bus shelter will be more than just a bus shelter—it will illuminate the history and collected stories of the area
- This project will employ GO labor. It will include reused materials from the NBB site.
- Proposed designs will be featured online to allow for public vote; the final plan will then have a prototype created with City approval so that we can repeat in other areas

DECONSTRUCTION PLAN

DEMOLITION AND DECONSTRUCTION will take place in January through March, 2013. Site work is planned to begin in April.

- Recommendation to start communications outreach during this time.

- Bradley Barrett, of Old World Architecture, may be responsible for material handling and storage with at least 60% of reclaimed materials to be used in NBB tasting room, mostly steel and hardwood. The bus shelter project will also use materials, and after that remaining materials will be available to the community.
- Bradley is also interested in collaborating with Green Opportunities for training & hiring.
- A local but internationally recognized mural artist, Dustin Spagnola, has contributed a mural to the site.
<http://www.dustinspagnola.com/>

UPDATES FROM ORGANIZATIONS

Open talk: What impacts property value?

IN4M December 5, 2012 5:30-7 p.m. at Asheville Area Arts Council—Property Tax Valuation with Gary Roberts and Stephanie Monson

City's Data alert lets you know if you will be affected by power outage, etc. Please sign up in preparation for Craven Street improvements.

Here is where to sign up for these alerts: City of Asheville website <http://tinyurl.com/d5rpnvy> (web address simplified). Or, call 2-1-1 and ask to be added to the City of Asheville Delta Alert

WECAN monthly meeting is Dec. 6 6:30 @ 64 Clingman Ave. (Mountain Housing Opportunities)
Electing new board members; reviewing master plan, all are welcome

RESULTS OF PAST MEETINGS: WORKING TOGETHER

NEW BELGIUM

TRAFFIC IMPACT ASSESSMENT: City and New Belgium have initiated a traffic impact analysis. They envision having a conversation closer to January to talk about the study and community issues. The city doubled the scope of the analysis due to community input. Will share scope with this group.

- City and New Belgium hired Mattern + Craig to do an extensive, expanded scope Traffic Impact Analysis (TIA)
- TIA will be available for review by mid-January

CONSTRUCTION HIRING: Please hire local. New Belgium is doing all they can to connect their contractor with local subcontractors and local labor (Green Opportunities).

- Contractor held meeting with Green Opportunities
- Adolfson & Peterson <http://www.a-p.com/> (New Belgium contractor) held a Subcontractor + Supplier Local Open House (Oct. 30) had about 220 companies represented at The Lift Studios.
- Subcontractor requirements are here <http://www.a-p.com/subcontractor-center/>

EDUCATION: There is a level of qualifications for subcontractors that needs to be in place to get hired on this project. New Belgium and A+P will be holding a number of trainings for OSHA pre-qualifications for those local subcontractors that do not yet have those qualifications. This enables those who haven't yet gone through this process able to participate. . First round is December 10 & 11.

CONSTRUCTION MITIGATION: New Belgium is working with the City and Adolfson + Peterson to develop a construction mitigation plan (working hours, dust control, storm water control), then they will share it for feedback with this group

CONSTRUCTION COMMUNICATION: Building near a residential neighborhood, we recognize the importance of creating clear and accessible communication channels with our neighbors. Our goal with this Plan is to be proactive in communicating construction impacts for those living near the site and who use the area for transportation needs, while maintaining our commitment to building our Asheville brewery on schedule.

- New Belgium developed a plan and the plan was reviewed with Neighborhood + Business Association leaders on November 29, 2012 and will be finalized and shared with group in Winter 2013.

OUTREACH TO THOSE NOT ON WEB: Request Printable Poster to post around town for those who are not on the internet. Next poster will be available and posted in December 2012.

VISITOR VEHICLE ROUTING to SITE: New Belgium/City will work on changing Google address so that GPS and Google map traffic does not route people down residential streets to the brewery

- Jenn is working on this. There are some complications about changing the address of the site right now. There are close to 12 addresses on that site that can't be changed until the utilities are changed. This will happen before they open.

LOGISTICS OF MEETING: host meetings at a building that does not lock door.

- Moved November meeting to FLS Energy Boardroom –special thank you to FLS for sharing their meeting space with the community. We are grateful to FLS Energy for allowing us use of their space.

NEIGHBORHOOD + BUSINESS GROUPS

COMMUNITY OUTREACH: Associations will help get the word out about these conversations as well as updates to the larger community. Associations will offer feedback and hear responses and feasibility at bi-monthly meetings, bring concerns and communicate information back to the community.

- Sharing information with associations through websites and by posting posters
- Concerns are being brought to proper people – October 10 Community meeting hosted by EWANA
- Alternative Truck Route proposed to City of Asheville

NEIGHBORHOOD MASTER PLANS: Marsha Stickford suggested that all the neighborhoods to do master plan process, similar to WeCan (long-term commitment here)

CITY OF ASHEVILLE

TRUCKS: The East West Asheville neighborhood is concerned about the impact of truck traffic on Haywood Road.

- City and New Belgium hired Mattern + Craig to do an extensive, expanded scope Traffic Impact Analysis. They envision having a conversation closer to January to talk about the study and community issues. Doubled the scope of the analysis due to community input.
- They City plans to diversify truck routes based on the TIA conclusions to have the best impact on the community.

OUTREACH: City plans to use off-line communication methods as well (kiosk, phone, leaflets, signs, phone alerts)

- City collaborated with EWANA to host community meeting about traffic on Haywood Rd. on October 10
- City responded to Alternative Truck Route

PROJECT MANAGER: City plans to hire a project manager for Craven Street Project.

- McCray Coates has been recently hired as Project Manager to the Craven Street Project. Site concerns, please contact McCray.

McCray Coates
Project Manager

828-259-5966

mcoates@ashevilenc.gov

IN ATTENDANCE

River Arts District Business Association- <http://www.radba.org>
Trip Howell, Tim Schaller

West Asheville Business Association- <http://west-asheville.com/>
Alice Oglesby

Green Opportunities- <http://greenopportunities.org/>

Torin Kexel

East West Asheville Neighborhood Association

Joshua Martin, Richard Cray

WeCan- http://ashevillerad.com/business/community_non_profits/wecan

Luke Perry, Joe Ficcola, Annabeth Hardcastle

Asheville Riverfront Redevelopment Coalition-

<http://www.ashevillenc.gov/Departments/CityClerk/BoardsCommissions/AshevilleAreaRiverfrontRedevelopmentCommission.aspx>

Pattiy Torno

Emma Neighborhood Representative

Stuart Greene

Asheville Design Center-guest of New Belgium

Chris Joyell

City of Asheville-

<http://www.ashevillenc.gov/Departments/CommunityRelations/ProjectsandInitiativesInformation/CravenStreetImprovementProject.aspx>

Cathy Ball, McCray Coates, Marsha Stickford, Stephanie Monson

New Belgium - <http://www.newbelgium.com>

Jenn Vervier, Community Relations

Pollinate Collaborations- <http://www.pollinatecollaborations.com/>

Susanne Hackett, New Belgium Brewery Community Liaison + RADBA Secretary

Micah Pulleyn

Mattern and Craig- City Engineer on New Belgium site <http://www.matternandcraig.com>

Gabe Quesinberry

River Arts District Artists <http://www.riverartsdistrict.com/>

Eileen Black

Invited but not in attendance:

Hall Fletcher Neighborhood Group

Livingston Neighborhood

HACA Residents Council

Asheville on Bikes— <http://ashevilleonbikes.com/>

NC DOT - <http://www.ncdot.gov/>

Southside Community Advisory Board