

HAYWOOD ROAD VISION PLAN
DRAFT 12/31/13

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INTRODUCTION

Since 2000, Haywood Road has seen an upsurge in investment and renovation of many of the historic buildings along with new business startups by local residents. During this same period the neighborhoods in west Asheville also experienced an influx of younger families drawn by the high quality of life, a large stock of well-built and affordable housing and convenient access to city-wide services with many options to live, work and play close to home. This growth and change has also brought challenges along with the new opportunities.

In response to this resurgence, in 2002 the West Asheville Business Association hosted an initial meeting of local residents, business owners and City staff to discuss the successes of Haywood Road and also opportunities for improvement. This group formed the Haywood Road Corridor Committee, an informal group of residents, business and property owners and staff who met regularly from 2003 through 2007 and again since 2010 to develop a Vision Plan for Haywood Road. Some of the gaps in the process were the result of City staff being pulled away for other City related priorities.

This work has culminated in the creation of this planning document that covers a number of important issues facing Haywood Road and west Asheville namely the form and scale of new development, economic growth and enhancing and protecting the character of area. After looking at a range of opportunities it was settled that the Vision Plan would focus on the 2.5 mile section of roadway beginning at the French Broad River as it winds through West Asheville until it reaches its intersection with Patton Avenue.

West Asheville has always been primarily an area for small locally-owned businesses supported by strong and compact neighborhoods that foster an active lifestyle that is less auto-dependent because of that compactness. These characteristics are valued and supported by the many young people and families who are putting down roots in the community. The 2010 Census data supports these changes and reported that 34 is the median age for the 4 census tracts that make up the areas around Haywood Road, compared to the median age of 38 for the City as a whole.

Over the past decade these younger residents have started new businesses and restaurants that primarily served the local community. Artists have come to west Asheville from other parts of the city to open studio space where rents are more affordable. Fortunately, this growth in population has enabled many long term businesses to also remain strong, and many have found new customers for their services which include barber shops, retail stores and other neighborhood serving businesses.

Over this time period and through the large number of meetings, attendees began to discuss the potential for streetscape and pedestrian improvements along Haywood Road to strengthen the positive changes being experienced in the neigh-

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borhood. In addition, the existing zoning was studied to evaluate its relevance to the expectations for future development and vitality. At these meetings people often made comparisons between west Asheville and downtown Asheville with its successful growth and increasing vitality, new businesses, and renovated streetscapes in some areas. Understanding the goals of the community, challenges to redevelopment and new development while identifying the existing and potential pressures on neighborhoods are important considerations the plan sought to analyze and address.

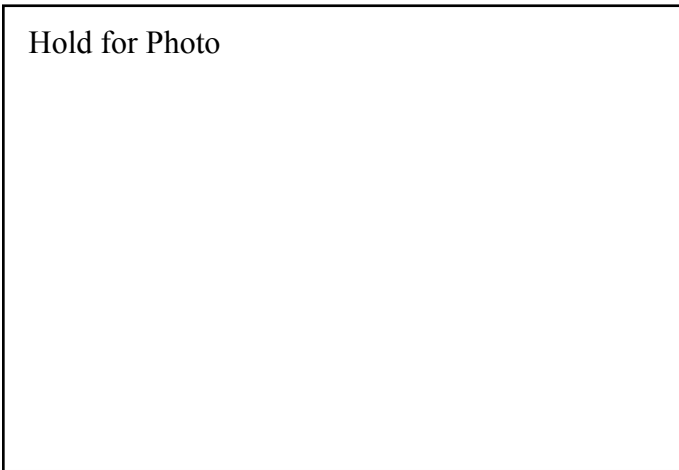
The plan might have been completed several years ago but after an increase in development review functions before the economic downturn and other priorities such as the Downtown Master Plan and the Merrimon Avenue Zoning Study beginning around 2007, staff time was diverted away from completing the Haywood Road process. The Downtown Master Plan was adopted in 2009 and the subsequent changes to the Unified Development Ordinance (UDO) were completed in 2010, which allowed planning for Haywood Road to begin again in earnest.

The zoning for downtown Asheville is the Central Business District (CBD) zone and that designation is shared in two areas of west Asheville covering about 60 parcels. The Downtown Master Plan changes resulted in a need for a distinction between the downtown CBD locations and the west Asheville CBD areas. (The scale of new construction in a downtown area should be larger than in a neighborhood setting like west Asheville but this difference was not reflected in the existing zoning). The Haywood Road study group began meeting again with staff in 2010, initially to discuss appropriate height and other development potential for the CBD areas. Eventually changes to the CBD zoning regulations were adopted in 2010 by City Council and this reenergized the discussion for the remainder of the corridor and for developing a more complete Vision Plan for Haywood Road.

This Vision Plan has focused on several subject areas that were identified starting with the initial community discussions and reaffirmed again in more recent planning sessions. Each subject received comment, research and where appropriate was included in the preference survey requested by the community and conducted in 2011. The preference survey was introduced to the community through a direct postcard mailer sent to each address on the corridor and properties 500 feet from the center line of Haywood Road on both sides. Information about the survey was sent to local news outlets and shared by email to individuals and groups associated with Haywood Road and were also available at the West Asheville Library. Interested persons were invited to complete the survey on a web site that hosted

and also tallied the survey results. By the close of the survey period, 600 individual responses were received. The questions in the survey were correlated to the same subject areas represented in the vision plan work. Each one of these subject areas will be a separate section in the Vision Plan and will have a list of action and implementation strategies for follow up. The list of subject areas are as follows:

- Transportation and Streetscape Issues
- Historic Preservation
- Zoning and Land Use Issues
- Economic Development Issues
- Safety Concerns
- Neighborhood Issues



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The form and scale of new development and related commercial growth and long term management issues connected to the Haywood Road Corridor have been the focus of this Vision Plan.

Sustainability Principle

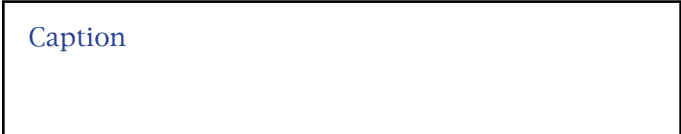
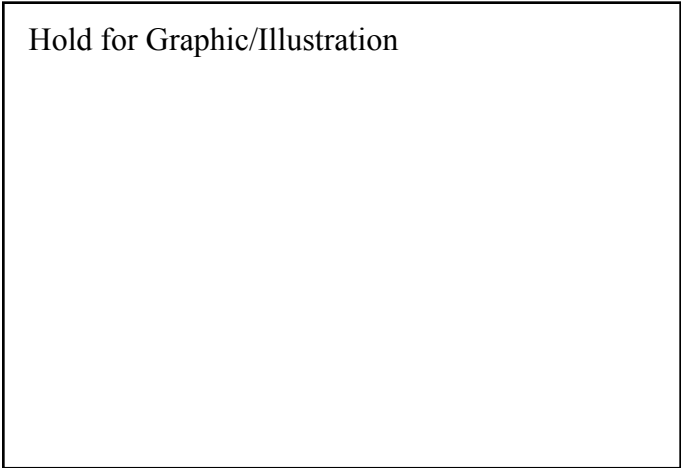
The community has established “sustainability” as a guiding principle of the Vision Plan. Sustainability and resilience are growing national trends that the City of Asheville has highlighted through a number of adopted plans and goals. The sustainability goals adopted city-wide by City Council have struck a popular chord in west Asheville.

This interest is mirrored in west Asheville through the attitudes and actions of residents in support of plans such as the Pedestrian Thoroughfare Plan (adopted 2007), the Bicycle Plan (adopted 2008), the Sustainability Plan (adopted 2004), the Parks, Recreation, Cultural Arts and Greenways Master Plan (adopted 2009), Transit Plan (adopted 2009) and the Complete Streets Policy (adopted 2012), among others. Time and again participants in community meetings have stated that a core community value going forward is sustainability and this goal should inform and direct all decisions being made for the corridor now and in the future.

Sustainability is often defined as managing and developing resources that meet the needs of the current population without compromising the ability of future generations to meet their own needs. A key principle of sustainability is that the status quo is changing from an energy and economic standpoint and that communities need to respond to the way development and consumerism is carried out by treating resources as finite and in need of conservation. Sustainability means many things depending on the particular topic. For example sustainability from the perspective of energy consumption means incorporating renewable energy sources and energy conservation as main-stream concepts. Sustainability from a land use and transportation approach means allowing for compact growth and greater residential density in corridor areas that includes a variety of residential units (condominiums, townhomes, apartments for example). This is related to planning for the transportation needs and energy consumption by the community.

Compact development patterns were the subject of a recent study that looked at household energy use based on home type, distance to destinations, green building practices and transit oriented development. This national study demonstrated that housing located close to corridors that offered a variety of transportation options and projects that are multi-family or attached townhomes use the least amount of energy on a yearly basis as compared to suburban single family counterparts. Compact development supports greater transportation options such as public transportation, biking and of course walking.

Sustainability also has a natural overlap with environmental issues. It can mean thinking of complete natural systems in a multi-dimensional way even in developed areas so that natural sys-



tems can not only be maintained but enhanced. This may include mimicking natural systems for water infiltration and pollution removal for storm water running through parking lots or planting trees and shrubs that provide habitat for animals or food for people. Sustainability is also part of the City's day to day operations such as street light conversions from traditional lighting sources to LED lighting to save energy and expansion of the residential recycling program with the successful City roll out of the "big blue" recycling containers.

West Asheville has the opportunity to be a neighborhood leader for sustainability in the city since the area is compact and meets many of the definitions of sustainability. Community Investment will be needed over time for things like streetscape improvements, multi-modal transportation facilities, and additional greenspace. It is with this overall goal, sustainability that discussions for each of the plan's subject areas were carried out.

Hold for Banner Graphic - West Asheville, Make Yourself at Home

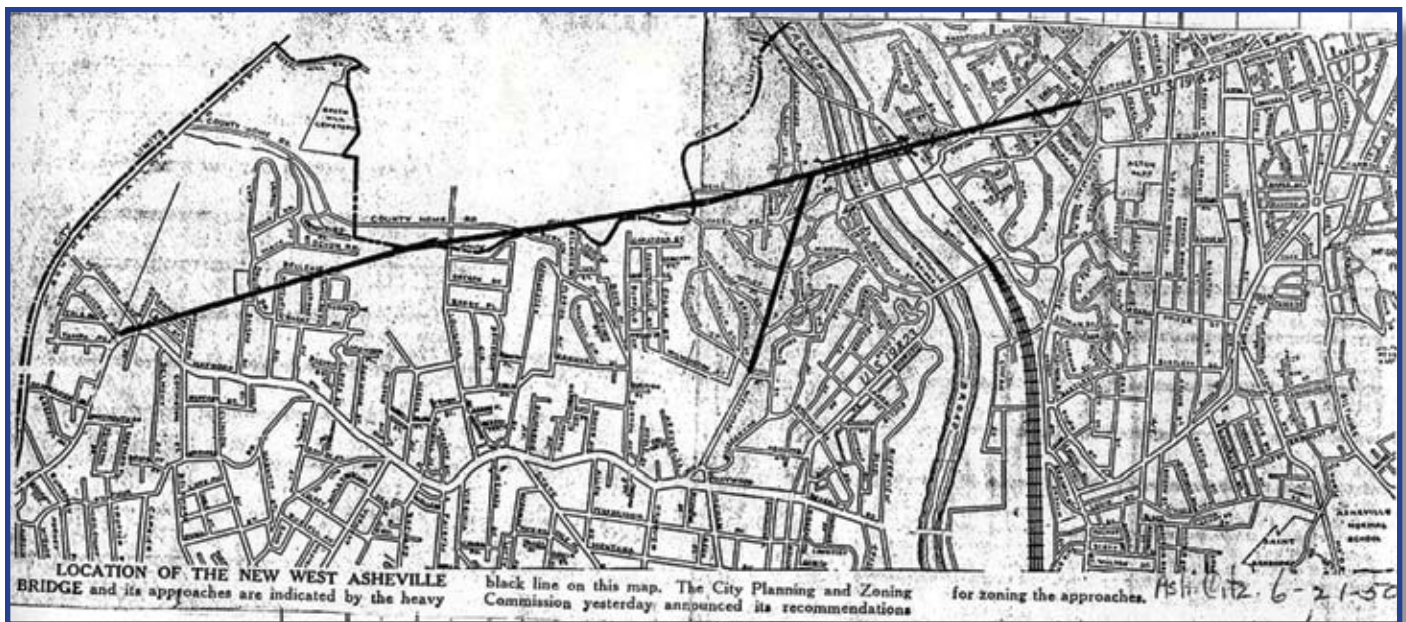
In 2004, banners promoting West Asheville went up along Haywood Road for about 2 years. Banner Design: Alice Io Oglesby, Lane Reid. Logo: Ann Anderson.

TRANSPORTATION and STREETScape ISSUES

Transportation

Haywood Road has always been a busy collector roadway that serves as a ‘main street’ for the West Asheville community. This is a role it has served for over a century and a half since the beginning of development on the west side of the French Broad River. In the early days the road was a trading path known as the Western Turnpike that linked Asheville with Waynesville in Haywood County. Over time it became a State Road (S.R.) 19 -23 and intersected with the road to Brevard in Transylvania County later known as S.R. 191.

Eventually the roadway was widened to carry an ever increasing number of vehicles. Sidewalks were added on both sides of the street for most of its length from the French Broad River to Patton Avenue. When the Smokey Park Bridge was built in the 1950’s, Patton Avenue was laid out along its current alignment becoming a new ‘bypass’ road (see the contemporary insert map from the Asheville Citizen, below). That change altered the development pressures and led to Patton Avenue becoming the dominant corridor for car-oriented businesses and later the large chain retail stores (box stores) that developed from the 1960’s onward. This evolution led some businesses to leave Haywood Road and locate along Patton Avenue because of the higher traffic volumes.



Original insert to the Asheville Citizen newspaper 6-21-1950 illustrating the proposed extension of Patton Avenue from downtown Asheville across the new Smokey Park Bridge into west Asheville. Note how Westwood Place originally connected directly to Patton Avenue before the 19-23 (I-240) interchange was constructed.

A different project, the expansion of 19-23, further divided and impacted west Asheville by severing it into two segments east and west. Some people now designate ‘east-west Asheville’ nearest the river, from the larger section of west Asheville, west of 19-23. These roadways, 19-23 and Patton Avenue and the French Broad River define the primary edges of the West Asheville community centered along

Haywood Road and provide part of its character.

In some ways the Patton Avenue 'bypass' construction saved Haywood Road from additional widening projects that were so common on many roads around Asheville and allowed the community to maintain its historic "walkable" character. Merrimon Avenue provides a good contrast to Haywood Road since it is a local roadway that has been widened over time to 4 lanes. The resulting larger scale and faster driving speeds along Merrimon have made it difficult to redesign and return it to the pedestrian-friendly format so valued on Haywood Road. Because Haywood Road has retained more of its original scale it has developed strong community support for strengthening its pedestrian-oriented mixed-use character. It is along this historic roadway that the community now thrives and seeks its future potential.

Recent Transportation Efforts

In the mid 2000's the City of Asheville along with the NC Department of Transportation, after conducting a number of community informational meetings, repaved and re-stripped Haywood Road, reduced travel speeds and designated many on-street parking spaces. In some areas there were informal but customary parking spaces that were striped, and in other areas new spaces were added. The number of lanes was generally reduced from four lanes to two lanes with a turning lane at key intersections. The speed limits along the road were also reduced to 20 miles per hour. The restriping project has worked well and it is generally acknowledged that the traffic moves more efficiently at the slower speeds while allowing for an increase in pedestrian activity and bicycle use. This type of project, known informally as a 'road diet', could also be considered for the section of Haywood Road between Michigan Avenue and Wellington Street. There the central turn lane is sometimes used as a parking area for large trucks making deliveries to area businesses. The corridor study group has expressed concern about this type of activity and the confusion it can cause for drivers passing through the area. Other sections of roadway especially towards the western end near Patton Avenue would benefit from slower travel speeds and a road diet by adding bike lanes and on-street parking spaces to benefit businesses operating in that area. Any changes to travel lanes will need to be coordinated with the NC Department of Transportation who has jurisdiction over this roadway.

The City of Asheville transit service, ART (Asheville Redefines Transit) has provided continuous route improvement and has been widely mentioned as a positive presence on the corridor. ART, beginning in May 2012, operates two routes every 30 minutes (W1 and W2) along Haywood Road and a third route, the Crosstown (C) provides a direct connection to Emma and east Asheville. In the 2009 Transit Master Plan (TMP), the Haywood Road corridor ridership was measured as the second busiest in the City with the intersection of Haywood around Brevard/ Louisiana/ State being the area with the fourth highest ridership city wide thus the Transit Master Plan identifies this area as a "Super Stop or Focal Point", meaning extensive passenger amenities are recommended.

Before the 2012 ART updates, two routes provided service for the Haywood Road area, Route 1 and Route 9. Route 1, the busiest route serving Haywood Road was measured as having the best Route Performance Ranking and highest ridership of any route when reviewed in May 2012. The number of riders on Route 1 and 9 grew for years such that between 2006 and 2011, for example, ridership increased by about 26% to 217,560 rides per year. If this growth trend continues in the long term, ART is seeking to provide service every 15 minutes and provide improved bus-shelter facilities along Haywood Road and Patton Avenue to increase ridership. The TMP also suggests other routing ideas that could impact transit service on Haywood Rd., including a Pisgah View to Hillcrest Apartment Circulator and a Malvern Hills/West Asheville Estates/Virginia Ave Shuttle.

Aligning with complete streets goals and efforts, bicycle ridership is also growing and facilities for bike riders have actively been requested (see pedestrian and bicycle counts for 2009-10, below). Improvements to more formally and consistently accommodate bike riders could require additional changes to the roadway lane layout and restriping. There has been some concern from community members that bike lanes are not consistent along the roadway and that in places the travel lanes and bike lanes are constrained. There has to be a balance between on-street parking needs and additional community facilities such as wider sidewalks, bike lanes and other pedestrian amenities.

Street 1	Street 2	Year	Time	Pedestrians	Bicycle
Haywood Road	Craven	2009	PM	14	27
Haywood Road	I-240	2010	PM	58	50
Haywood Road	Patton/Smoky Park Hwy	2009	PM	27	17
Haywood Road	Vermont (Weekday AM)	2009	AM	76	14
Haywood Road	Vermont	2009	PM	205	32
Haywood Road	Vermont (Sat. AM)	2009	Sat. AM	194	47

Streetscape and Community Character

The subject of the streetscape along Haywood Road has been an important item of discussion during the Vision Plan process. Streetscapes include travel lanes, sidewalk areas, crosswalks and placement of driveway curb cuts, street trees and sidewalk furniture that are placed for use and enjoyment by the public. In addition to the buildings that line the corridor, the streetscape details have the most potential to define community character in a positive way. The best streetscapes reflect the history and character of an area and also make it safe and comfortable for pedestrians to walk to their destination. The specific details of a streetscape plan usually include sidewalks of a specific minimum width, street trees at regular intervals and in high-use pedestrian areas, trash cans and benches. Public plaza spaces can also be a part of a streetscape at key locations. Overhead power lines have been identified as an impediment to pedestrian access in places and an eyesore for the neighborhood as a whole. In downtown some power lines were buried to improve the streetscape years ago so this may be a long term project in partnership between Duke Energy and the City. Bus shelters are a part of a streetscape as well and can enhance the character of the area. Special features such as banners, flowers and public art can also be considered. Streetscapes can be improved a little at a time as special projects when a site is redeveloped or be part of a major redevelopment and rehabilitation of an area. Asheville has been actively improving and creating new streetscapes in downtown for many years. Two major streetscape projects completed in the past 20 years are along Biltmore Avenue and North Lexington Avenue. Both projects were completed with City funds and over time the private sector responded with a large amount of investment by renovating structures and opening new businesses. A pilot streetscape project could be initiated along Haywood Road to inspire other improvements and investment along the corridor.

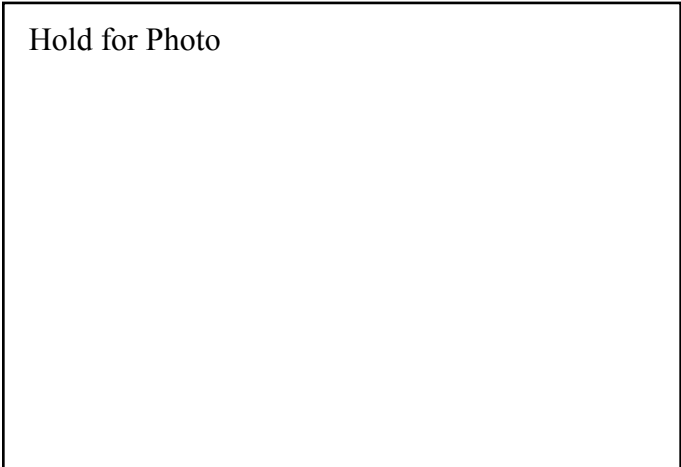
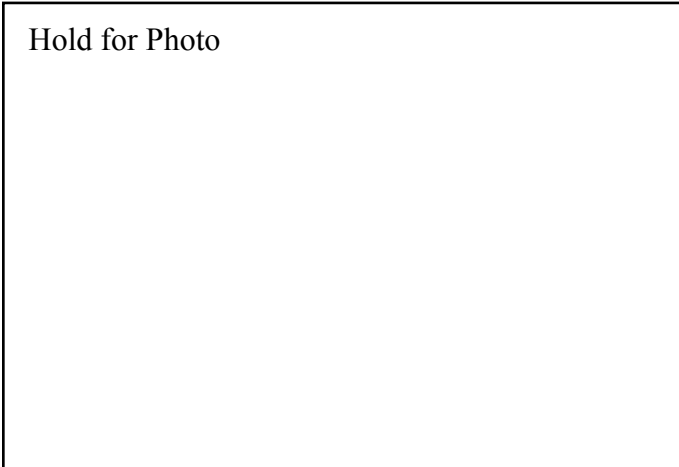
Concerns about Existing Driveway Curb Cuts

A particular challenge to the existing streetscape today is the large number and configuration of driveway curb-cuts. According to a recent study, 36% of the length of the Haywood Road corridor is broken up by driveway curb-cuts. Some parcels have continuous driveways along the street and these situations are particularly hazardous to pedestrians, bike users and even other drivers because orderly turning movements along the corridor are difficult to anticipate. Other contemporary streets in Asheville

have about 25% of the roadway length in driveways (sections of Charlotte Street and Merrimon Avenue were reviewed using aerial mapping). A comprehensive streetscape plan could address the widest driveways to improve the safety and functioning of the roadway by replacing non-standard driveways with narrower ones meeting City standards.

Complete Streets Policy

In the transportation and planning fields a new comprehensive planning process known as ‘Complete Streets’ has emerged on a national level. Complete Streets is largely an engineering policy that, according to the National Complete Streets Coalition website, “ensures that transportation planners and engineers consistently design and operate the entire roadway with all users in mind -- including bicyclists, public transportation vehicles and riders, and pedestrians of all ages and abilities.” During the growth of the Complete Streets concept, bicycle and transit use have both increased along Haywood Road and there has been more attention given to accommodating these growing modes of travel. Recently Asheville adopted a Complete Streets Policy (June 26, 2012), and prior to this, conversations with participants through the Vision Plan Process have included components of Complete Streets as part of planning for the future. Another positive aspect of the Complete Streets movement is recognition that street improvements need to be designed to respond to the context of the space that is available for renovation and the needs of the area. This practical approach is appropriate in Asheville where there are topographic challenges and limited rights-of-ways in place as compared to other cities. The North Carolina Department of Transportation has officially adopted a Complete Streets Policy (2009) and at least two other cities, Charlotte (2009) and Chapel Hill (2012) have followed suit.



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Recommendations and Strategies Related to Transportation and Streetscape Issues

1. Coordinating with the NC DOT, a sidewalk replacement and curb-cut closure project should be undertaken focusing on the longest curb-cuts first and continuing throughout the corridor. (A program to expand the width of sidewalks in places can be coordinated with this effort).
2. Continue strategic placement of bike lanes along the corridor by coordinating with neighboring businesses and bicycle stakeholders while balancing the needs for on-street parking spaces.
3. Stay involved and review plans for the redevelopment of the I-240 bridge and interchange to ensure multi-modal transportation safety.
4. Support efforts to implement a project using the Complete Streets Policy along Haywood Road.
5. Develop streetscape standard details and implement in one or two pilot locations based on the context of the surrounding area to provide a prototype for the corridor.
6. Create a list of crosswalks and pedestrian signals that are needed along the corridor with priorities and strategies for funding.
7. Bring to fruition the plans for a transit hub along Haywood Road to improve service along the corridor.
8. Research grants for opportunities that may fund streetscape improvements as a strategy to leverage private investment along the corridor.
9. Prepare for a public –private partnership with the community to enhance key junctions on the ART routes to include well designed shelters and appropriate landscaping to enhance their appearance.

Hold for Streets profile graphic illustrating complete streets policies/goals

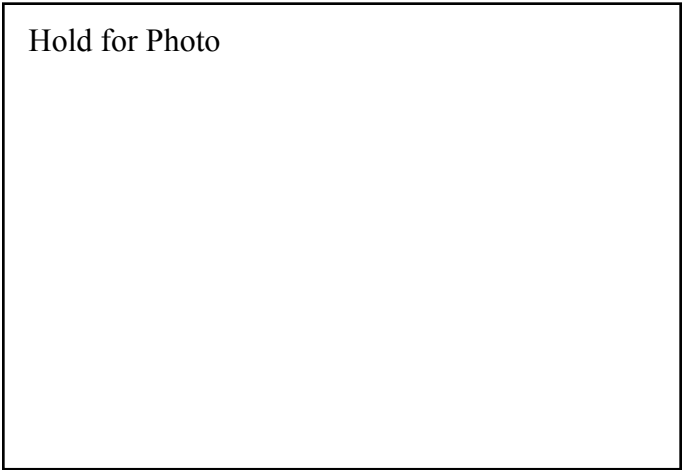
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Historic Preservation

West Asheville History

Preservation of the historic community fabric is an important goal for west Asheville residents and different strategies were identified to promote this.

West Asheville was originally a separate town chartered in the 1890's but soon after dissolved. It was re-chartered in 1913; but in 1917 the citizens voted to join the City of Asheville on the east side of the French Broad River. The area has an even earlier history as a resort area centered around the "Sulfur Springs" community. There are a number of good reference sources covering the history of west Asheville and the healthful Sulphur Springs. The first inn was built around it in the 1860's. Sulphur Springs became one of the early destinations that made Asheville a tourist stop and encouraged the nascent tourism industry that has expanded with time to be one of the important economic engines of the entire community.



A rectangular box with a black border, containing the text "Caption" in a blue, sans-serif font. The box is empty of any other content.

Haywood Road was always the connecting spine of West Asheville and its route includes parts of two historic trading routes. Initially the road was a dirt road trading-path that served points west after crossing the French Broad River at the old Smith Bridge (location of the Craven Street Bridge) and followed the route of Westwood Place after climbing a number of switchbacks that were needed to traverse the steep terrain. Later Haywood Road was rerouted to follow a new alignment along what is now Waynesville Avenue, which was an improvement over the steep grades of the original route.

Around 1920, Haywood was again realigned to meet a new bridge near the location of today's RiverLink Bridge. At that time it connected to the first street car line in the city that ran between Pack Square and the 600 block of Haywood Road. The street car line needed a straight evenly graded roadway allowing the street cars to make the 140 foot climb up to Beecham's Curve. From there it followed a new street section called Asheville Avenue until it tied in with the older sections of Haywood Road at Waynesville Avenue.

Haywood Road has served as the main commercial street for the community since those trading route days eventually evolving to serve the new residential neighborhoods that were developed along the roadway after the arrival of the streetcar. Because of that history, Haywood Road has a broad range of early 20th century commercial structures that served the community needs such as banking, churches, a post office (two locations) and retail shopping. Although new construction of commercial buildings has been limited on Haywood Road, a large number of existing buildings have been renovated for new uses. These historic structures are a part of the character that inspires many residents today and has anchored so much reinvestment in the community.

The residential neighborhoods surrounding Haywood Road have their own strong character defined by a large number of simple but classic bungalow houses. Beginning around the year 2000 these have been gradually augmented by new infill houses built on vacant or subdivided residential property. This trend of residential infill and renovation, coupled with some new construction of commercial buildings is expected to resume and expand as development interest picks up again and the economy strengthens in the coming years.

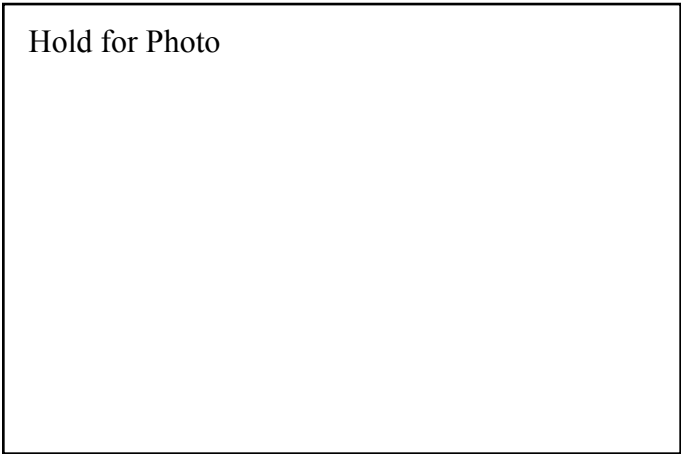
West Asheville has a wealth of historic structures many of which are encompassed by the two National Register Districts centered along Haywood Road; the Aycock School Historic District (at east-west Asheville) and the End of the Car Line Historic District (centered at the 600 block of Haywood Road). In addition to the two National Register Districts there are a number of other historic buildings including churches, residential buildings, and commercial structures that fall outside of these mapped boundaries.

The historic character of the area is important to residents living in west Asheville and during the preference survey in 2011 preservation of historic structures was rated as one of the top three community goals by the community (the other two being an enhanced pedestrian environment and other community green spaces) As a part of the community preference survey people were asked to prioritize a list of community goals that might be used to justify approval of larger-scaled or taller projects which include community-adopted or supported benefits; 62 percent of respondents selected 'Preservation and/or incorporation of historic structures if present on the property' which was a very close third behind, 'Enhanced pedestrian environment through building design and sidewalk enhancements (66%)' and 'Publicly accessible open/green space if included as a part of the project (65%)'. Survey respondents were allowed to select more than one option from an inclusive list of potential community goals.

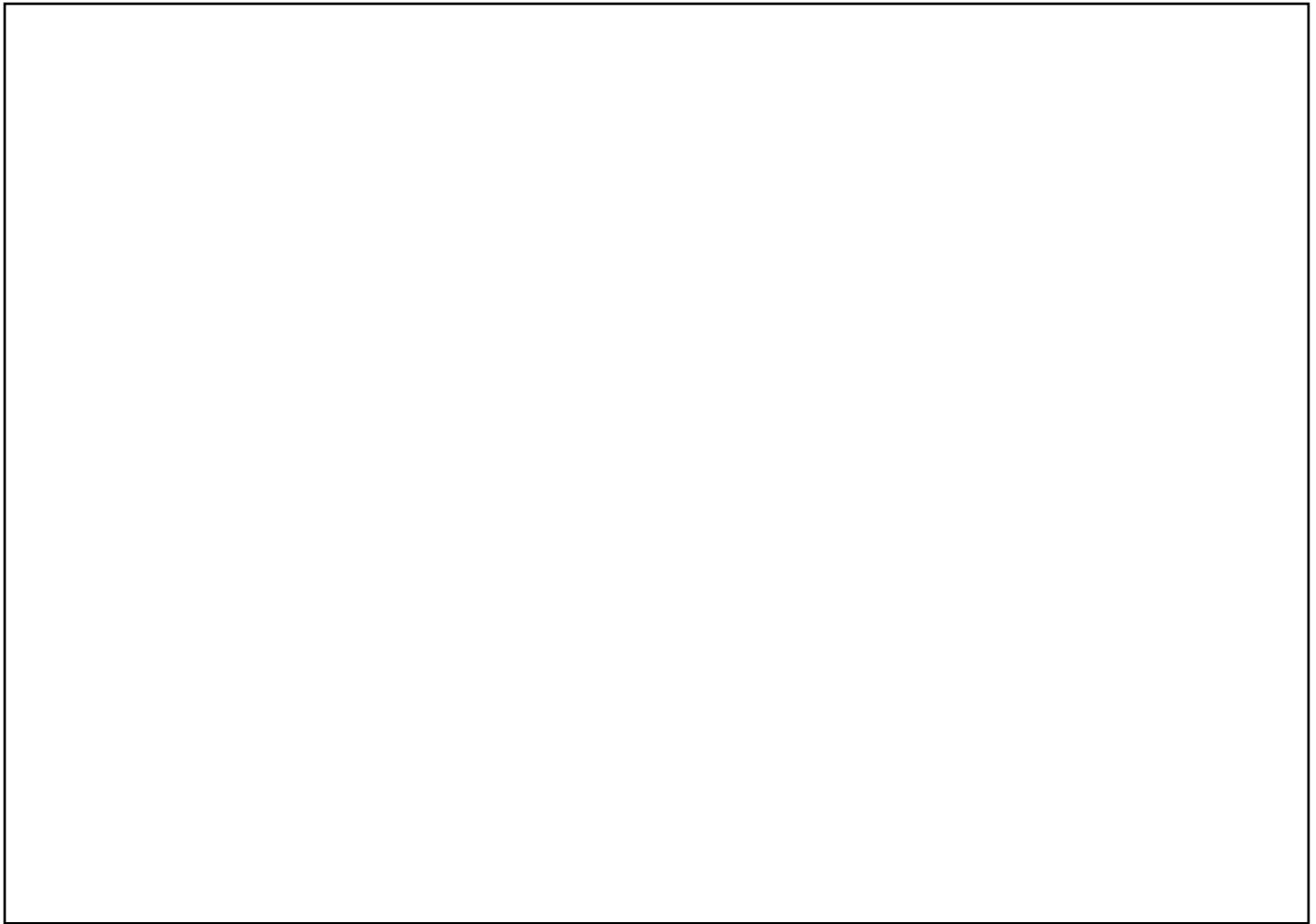
Based on a community meeting during the planning process additional ideas and goals were shared regarding historic preservation which follow this section as implementation strategies. The group discussed ways to encourage the renovation of older structures instead of replacing them which is also consistent with sustainability goals that guide the Vision Plan.

Details of National Register Districts

The buildings that are included in the National Register District areas are eligible to apply for tax credits for renovations when they meet Secretary of the Interior standards for renovation. This is an important incentive for preservation that has been very successful in inspiring renovations in downtown Asheville and Biltmore Village. While developers have no meetings to attend for their proposals a thorough application showing the types and extent of renovation plans must be submitted to the NC Preservation Office for review. Historic structures outside of these two districts do not receive a tax credit for their renovations. There are other historic properties that were not included in the original designation for either of the two national register historic districts for a variety of reasons: isolation from the other intact clusters of commercial buildings, major alterations to the original facades which decreased their historic relevance, or in some cases lack of interest by property owners in being included in the national register district application.



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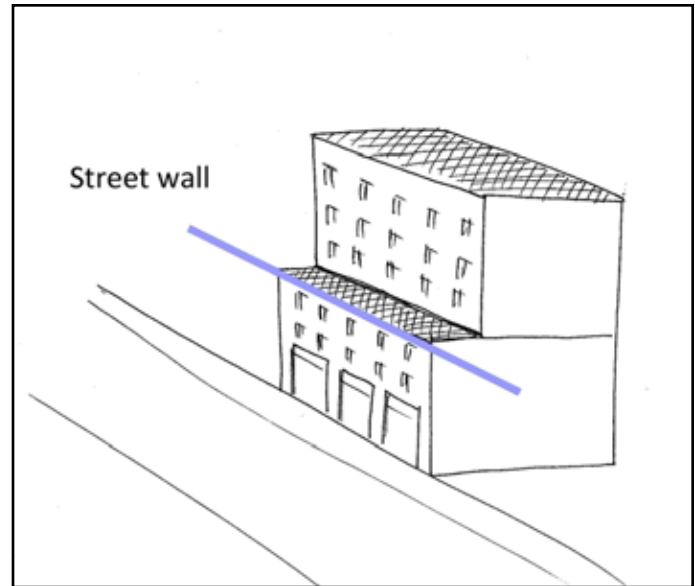
Map image of the two historic districts

Features of a Local Historic District

If areas along Haywood Road made a additional step and became part of a local historic district instead of only a national register district, it would operate like other local historic districts in Asheville such as Biltmore Village Historic District and Montford Area Historic District. Renovations and new construction would be reviewed and approved by the Historic Resources Commission of Asheville and Buncombe County. Owners of property receive a 40% NC State tax credit for qualifying renovations in addition to any federal credits that a project may qualify for under the national register program. Citizens involved in Vision Plan meetings observed that there is not a strong single building character among the buildings located in the national register districts as compared to Biltmore Village and Montford. A majority of the contributing structures in the two west Asheville districts were built between 1920 and 1950 and are fairly simple commercial structures compared to what may be found in other areas of the City. It was noted that there could be resistance by property owners to become part of a local historic district because owners would not want to have new buildings and renovations meet specific Haywood Road based design guidelines and be subject to a review body.

Form Codes to Support Historic Preservation

Form-based development rules for new construction may provide an incentive to renovate and incorporate historic buildings into new development projects. There are many successful examples of this approach which includes regulations to the form or scale of new construction to reinforce the existing character of the street. Currently the Central Business District zoning areas of west Asheville and downtown Asheville require a 'street wall' form as the base of a new building (the lower floors). The street wall will help new buildings maintain an appropriate scale with neighboring buildings by limiting the height experienced at the sidewalk edge. This requirement encourages new construction to maintain some consistency along the street to help make new buildings assimilate with nearby existing buildings. Single story and two-story existing structures can satisfy this street wall requirement which would encourage renovation instead of replacement. Haywood Road with its large stock of single and two story buildings could easily make use of a new street wall rule for renovations and new construction throughout the length of the corridor.

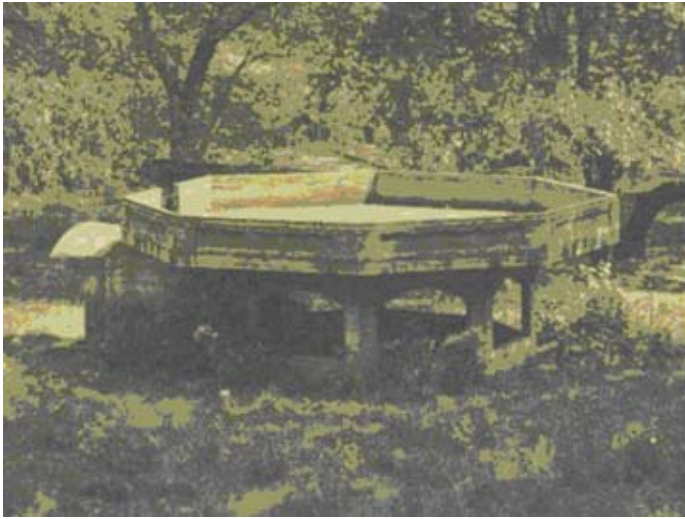


The streetwall concept included for Central Business District zoned areas ensures compatibility of scale for new buildings as experienced at the sidewalk edge. Existing structures typically match this requirement already so there is an incentive to renovate and not tear down and replace.

Limiting the front building setbacks will also help preserve historic buildings and is another form-based development standard. Generally new buildings would be placed at the edge of an expanded sidewalk zone to promote the pedestrian environment and eliminate parking lots in front of buildings. There could also be some special standards to the front setback rules to incorporate green spaces or small plazas as a part of the streetscape. The older commercial sections of Haywood Road were built with a minimal front setback with a primary entrance and shop-front display windows along the sidewalk. In pedestrian districts around Asheville there are similar requirements to construct a storefront using a specific percentage of windows and provide a pedestrian entrance directly from the sidewalk. This traditional style of building is called commercial style architecture. There has been a resurgence of commercial style architecture across the country because it supports what many communities are looking for when they are trying to strengthen their pedestrian oriented mixed-use shopping districts. Since many older buildings in west Asheville already have windows and doors facing the street, this will act as another incentive to renovate and add-on to existing buildings instead of replacing them. These types of standards along with a roof cap requirement for all buildings, improves the pedestrian experience along the street and will serve to protect historic resources.

Special effort to protect the Sulphur Springs Pavilion

An additional initiative attempting to preserve the old pavilion structure that was a part of the Sulphur Springs Hotel was discussed with some detail among the Vision Plan Steering Committee. Even though the Sulphur Springs are not located directly along the corridor it had an important impact on the historic development in west Asheville and brought visitors to the area to enjoy the healthful springs.



The structure of the Sulphur Springs Pavilion as it looked about 1920 and in its current condition, covered in vines and damaged but still standing in 2011 (Photo Credit: Steve Rasmussen, 2011)

This placed Asheville as a tourism destination and was one of the first local attractions for visitors from outside the area. The areas around the spring and Sulphur Springs Inn that was eventually built are completely altered now with a mid-century housing development replacing the resort's grounds. The old pavilion structure could be saved and restored to some extent and the area made into a small park. There is interest among west Asheville neighbors to link this site with new greenways along nearby stream corridors as well. Local residents have made efforts to meet with the owners of the property and sharing information to see if there is interest in protecting this historic resource.

Recommendations and Strategies for Historic Preservation

1. As zoning regulations are updated based on recommendations from the plan, incorporate historic preservation goals as a 'trade-off' for approval of a development proposal.
2. Consider local 'landmarking' of historic properties to preserve the stories and places of west Asheville.
3. Develop a west Asheville history trail similar to the urban trail in downtown Asheville
4. Support the efforts to create a web-based history portal to highlight the stories and places of west Asheville.
5. Create a database of historic properties that may be demolished due to lack of maintenance and neglect and develop strategies to stabilize / redevelop them.
6. Support the two local historic districts by using special signage designating the areas.
7. Pursue façade restoration initiatives to preserve historic buildings which may be through low-interest loans in a revolving loan program.
8. Provide a building inventory of the areas outside of the 2 listed historic districts to note other structures and housing stock emphasizing their importance. Historic plaques could be used to share notable events and dates of buildings, etc.
9. Ensure that any additional building standards and regulations allow and encourage the preservation of existing historic structures
10. Working with property owners to pursue the transfer and protection of the Sulphur Springs property and identify ways and funding to restore the site .

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ZONING and LAND USE ISSUES

Some of the most discussed topics during the vision plan process were land uses and appropriate scale of new buildings. This section covers: uses of land, existing zoning, building scale, development incentives to support community goals, height, and special design requirements for pedestrian districts. To gain a better understanding of community thought on these topics a community preference survey was completed in the Fall of 2011 which focused on preferences for development and land uses along the corridor. (The survey can be reviewed and compared with the survey that was completed in 2006 which asked similar questions. The full copies of both surveys and their results can be found in the appendix section of this report.)

Existing Characteristics

Haywood Road is a commercial corridor that has long served as the main street for west Asheville, beginning at the French Broad River and continuing for two and half miles to Patton Avenue. The commercial area is often just a single parcel deep and is surrounded by residential uses, commonly separated by a fenced back yard.

Haywood Road consistently has two travel lanes with a turning lane located at key intersections. In places there are alternating areas marked for on-street parking and bike lanes are striped in some areas. There are long stretches of sidewalk with access on both sides of the street in most locations. Historically the corridor had two areas (one in the “east” end and one toward the “west” end) with a high concentration of commercial buildings. Both are currently zoned CBD. The original firehouse, banks, mercantile buildings, and the post office are in these areas. Not all of the structures are two stories in these areas but these are the areas where they are concentrated.

The smaller eastern area is at the intersection of Waynesville Avenue and Richmond Avenue. Further west along the corridor, the second area is larger and located where Sand Hill Road, Vermont Avenue and Brevard Road meet. The area on the west side captures in many people’s mind the essential character of west Asheville.

The Bledsoe Building (photo below) was renovated around 2001 and is cited most often as the nexus of west Asheville redevelopment. It has often been mentioned as a positive model for future development and new construction in west Asheville.

In the 2011 preference survey, the Bledsoe Building was mentioned 58 times. Other structures frequently mentioned were the Haywood Village project, former site of the St. Joan of Arc Church, was mentioned 27 times, and the Universal Joint renovation was listed 23 times. The results of the 2006 survey were similar and the Bledsoe Building being noted or described 60 times and the West End Bakery and Sunny Point being listed for a close second and third. The two National Register Historic Districts noted earlier (‘Aycock School’ and

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[Hold for Photo of Bledsoe Building](#)

the ‘End of the Car Line’) also correspond with these two denser commercial nodes. Between these areas is a mix of commercial uses occupying older commercial structures, a number of churches, and residential structures. The other defining characteristic along Haywood Road is the large number of churches that line the street. These churches are generally the largest structures along the corridor considering the height and size of the church building complexes. Most of the existing residential structures are being used commercially or have been converted into apartments. There are still a few single family uses in the area closest to the French Broad River and the steep undeveloped parcels located in this section might best be retained for residential use since commercial projects will be difficult to develop.

Although commercial interest along Haywood Road has been strong in recent years, aside from renovations of existing buildings which are quite numerous, there have only been three new commercial structures built along Haywood Road in the last 10 years. Those are the Organic Mechanic, the first building of the Haywood Village project at 915 Haywood Road and a major expansion at 49 Haywood Road. An amended site plan was approved for the stalled Haywood Village project by the City Council in November 2013, that will complete the mixed-use buildings along Haywood Road and add long intended residential units at the back of the site. Other recent residential development close to Haywood Road has included a development of townhomes and condominiums at 15 State Street totaling 8 units; but few other multi-family developments have occurred in the vicinity. Also, since around 2000, a large number of single family homes have been built on existing, long vacant lots in the various west Asheville neighborhoods.

In spite of the limited new construction in the recent past, the expectation is that as the economy expands again, interest in commercial and multi-family construction will be strong along Haywood Road. At this time the scale and market pressures for new development are difficult to predict and for this reason the minimum and maximum development standards that are common to Form Based Zoning may be helpful to cover either scenario. Under-investment on a site can be as challenging to the community as over-building since it represents a missed economic opportunity to invest in the potential of the community and strengthen the tax base. After the Vision Plan study is complete, it is contemplated that changes to development requirements in the UDO will follow based on the direction provided by this plan.

Haywood Road Zoning Types

Zoning Type	Number of Parcels	Number of Acres
Community Business II (CBII)	203	76
Highway Business (HB)	28	22.4
Central Business District (CBD)	79	18.4
Institutional (INST)	13	13.6
Urban Place (UP)	1	3.5
Residential Multi Family Medium Density (RM-8)	3	2.4

Existing Zoning Districts

There are six existing zoning categories along the corridor. The most numerous one is the Community Business II zone totaling about 76 acres and made up of 203 parcels (see chart noting number and size of zoning categories following).

The descriptions for each existing zoning district follows:

Community Business II (CB II) -This is the most widely used zoning district in terms of area and number of parcels, with a total of 76 acres. The Community Business II zone is a widely used zoning district for corridors throughout Asheville. It supports a broad range of commercial, institutional and residential uses and is used so that negative impacts from commercial activity on the residential areas can be minimized. There are no specific building design standards except that parking may not occur between the building itself and the front of the lot. Parking is allowed only to the side or rear of the main structure. This has the positive effect of reducing the sidewalk curb cuts when new site plans are proposed and encouraging new buildings to take advantage of pedestrian traffic along the street by being adjacent to the sidewalk.

Along the corridor there are some non-conforming structures with parking in front of the main building but the majority of the properties comply with the standard. The CB II district has no specific requirements to provide windows, doors or other architectural details on the façade of new buildings which is one of its weaknesses since a pedestrian environment has emerged as a goal of the Vision Plan study.

Also of note is that there is not a two-story building requirement for new construction. A two-story minimum in many circumstances is a good idea because it encourages more development diversity on a parcel with space above the first floor that can be put to office or residential uses. During the zoning preferences survey that was completed 2011, 73% of respondents noted they support a two-story requirement for new construction and a similar result was obtained during the 2006 survey when 68% supported this requirement. The CB II district has a 45,000 square foot maximum size for new structures with height allowances of 40 feet (roughly 4 stories). Depending on the specific site constraints, more than a single building could be built on a parcel.

Central Business District (CBD) – There are two, geographically separated, CBD zoning areas totaling 18.4 acres; one on the east end of Haywood Road at Waynesville Avenue and the other larger area at Haywood Road and Sandhill-Brevard Roads. This zoning was most recently updated in 2010 in response to a community meeting process

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Hold for Photo CB II Zoning

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Hold for Photo CBD Zoning

that came with the adoption of the Downtown Master Plan (DMP).

The downtown area is zoned CBD and before the adoption of the DMP, all areas zoned CBD had identical development rules. Since the master plan for downtown was adopted, the development requirements of the west Asheville area CBDs were reviewed with community and stakeholder input. The current CBD zoning which was developed through community meetings has a well defined set of building and lot orientation requirements to ensure an urban style of development that encourages pedestrian orientation and design. There is generally a zero setback from the ROW line and specific requirements for pedestrian level windows and requirements to reflect the heights of neighboring buildings.

Two-story buildings are required in this district and this has been a CBD requirement for almost a decade. There is also a maximum building height which would allow a six or seven-story building such that the height may not exceed the threshold for 'highrise' structures set in the NC State Building Code. The height of the highest living space, the roof space and mechanical penthouse areas may not exceed 30 additional feet.

While there is no off-street parking requirements in the CBD, when parking is provided on site it is required to be at the side or rear of the main structure. There are 10 properties among the 79 CBD parcels that have non-conforming parking areas that are located in front of the building.

The CBD zoned areas along Haywood Road were some of the first areas to be renovated and now provide residential units and office space on the second floor. There has been a positive ripple effect to the other areas of the corridor since the first large-scale renovations of existing buildings occurred starting around the year 2000.

Institutional (INST) – This zoning is applied to about 13.6 acres in two locations along the corridor for uses that include a child enrichment center in a former school, churches, the library and a structure that includes the fire and police station and a recreation center located below the station.

The height of Institutional buildings is not limited unless it is within 100 feet of residentially zoned properties, where height is limited to 40 feet for the portions of the buildings within a 100' buffer area. Other than meeting building setbacks or height, there is no maximum size limit for buildings located in the Institutional District.

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Hold for Photo INST Zoning

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Because there is no private commercial property zoned Institutional there has been little focus on these properties. If at some time the properties were sold to private developers, a rezoning process would be needed to change the zoning classification to be consistent with prevailing mixed-use nature of the corridor.

Highway Business (HB) – This zoning is applied only near the intersection with Patton Avenue at the western end of Haywood Road, and totals about 22 acres. This district is characterized by the potential for large scale commercial development. The list of commercial uses allowed in HB is extensive because few impacts are expected since the placement of this district is usually along high traffic corridors.

Besides providing a location for a wide range and scale of commercial development, efficient functioning of the thoroughfare is intended through site design and limitations on the number and size of curbscuts. Because higher density multi-family residential uses are also allowed in this district it can function as a mixed-use district. Structures with a single tenant use are limited to 100,000 square feet. Multi-tenant developments are encouraged in this district and can exceed the size of single tenant structures.

Urban Place Conditional Zone (UP CZ) – This zoning is applied to a single parcel of land located along Haywood Road between Blue Ridge Avenue and Mitchell Avenue totaling 3.54 acres known as Haywood Village. Projects with the Urban Place designation are required to provide a high level of building articulation and a mix of uses encouraging pedestrian activity.

The property was rezoned to Urban Place in 2007 to allow mixed use buildings fronting on Haywood Road and single-family and multi-family residential structures toward the rear of the parcel. During the approval process the developer held a number of workshops to communicate with the neighborhood about the plans which were eventually approved by City Council. Although construction stalled with only one structure completed in 2011, the plan was amended and approved in 2013 with a reduction of commercial space and a greater emphasis on residential units.

Residential Multi-family Medium Density (RM-8) – This zone is used for a few parcels close to the French Broad River which are steeper than some of the surrounding commercial lots, and the total area is just over 2 acres. There are other parcels in the same area, some with frontage on two roads, that are commercially zoned which may be more suitable for residential uses since the lots are steeply sloping and in some cases have limited lot widths. The residential density for this zone is eight units per acre and limited non-residential uses are also allowed. All types of residential units are allowed in RS-8 (single family, townhouses, condominiums, apartments, etc.).

Development Related Issues of Concern

A number of questions related to scale and height of development and design related concerns which were included in the previously mentioned preference survey sent out to area residents in 2011 (included in the Appendix). Results came back from 600 residents, business and property owners about their preferences that relate to specific development regulations.

Some the specific design related items are already required in the CBD zoned areas and the form and design details of all new buildings outside of these zones could have similar standards such as: pedestrian level windows, doors and other openings directly on the street; a street wall defining the building height compared to neighboring buildings; defined building roof cap; a change of materials between the ground level and upper floors; enhancements to the streetscape, and outside dining spaces or pla-

zas directly at the sidewalk edge.

At the request of the Haywood Road Corridor Committee some amount of background was included with each survey question to try to bring more meaning to the results. The following section provides discussion on these areas of concern:

Building Scale - For many people in west Asheville, the size and scale of new buildings is an important issue and there are strong feelings that new construction should honor the existing character of the corridor. What is permitted “by right” in the existing zoning is, therefore, currently at odds with much prevailing sentiment of area residents regarding future development. Other than in the CBD areas already described, the current zoning has a “suburban” orientation, not an “urban neighborhood” orientation and thus the standards may not lead to new buildings meeting the size and scale of the existing character along the corridor.

By right development means that if someone follows the rules defined in the City ordinance they have a clear direct path for project approval. Therefore when it comes to new construction, what is allowed ‘by right’ becomes an important consideration. Sometimes larger projects are proposed that exceed the “by right” standards, and the developer may seek a special approval such a conditional rezoning or conditional use permit that includes a public hearing process. During these types of reviews, community identified goals are often included as a part of the proposal and are a factor in approval of the project (see chart below for a comparison of building scale for different key properties).

Scale of Existing Buildings along Haywood Road

Existing Building/Development	Scale of Building/Development
West Asheville Baptist	70,000 square feet, multiple structures
Builder’s First Source	63,000 square feet (under roof), multiple structures
Ingles Markets	34,000 square feet
Grace Baptist	34,000 square feet, several structures
Trinity Methodist	31,000 square feet, several structures
Bledsoe Building	27,000 square feet
River of Life Church	19,000 square feet
Old Ingles/former Rush	13,200 square feet
915 Haywood/Haywood Village (first building)	12,000 square feet
O’Reilly’s Auto Parts	10,100 square feet
Fortune Building	9,900 square feet
Family Dollar	9,700 square feet
Salvation Army	4,300 square feet

Sustainable Development

The conversation about sustainable development is a national trend that is strongly supported in west Asheville. The conversation Asheville has been having regarding sustainable development, since at least 2000, has strong support in this community.

A question was included in the 2011 survey that invited participants to consider the ‘big picture’ con-

cept of sustainability as it relates to mixed-use development and asked if that was something people felt was important for the west Asheville community moving forward. This concept is characterized by denser development patterns in mixed-use buildings which include housing options, and higher density development that is supportive of transit. These are concepts that many area residents understand and accept. The survey results provided a resounding level of support for these efficient land use patterns that will better support the tax base and provide community enhancements. Only 12 % of the survey takers felt that this was not their vision of sustainability.

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Building Heights- One of the more popular topics at Haywood Road meetings was appropriate heights for new construction. This topic generated a lot of comment about sustainable goals, density, ‘over’ building, capacity of the corridor and other corridor impacts as well.

A long question was included in the 2011 survey about different scenarios for possible building heights. The question pointed out that the two Central Business District areas already allow six stories “by right” meaning that no special Council permission is required for a six story structure in these two areas; and that CBD allowance was actually a reduction in height, from “no height limit” to seven stories. The survey results indicated moderate consensus to support four-story buildings if they are approved by City Council for specific strategic locations. Interestingly, 22% of survey takers felt that nothing over two-stories should be allowed and a smaller minority (11.4%) said that four-story buildings should not be allowed.

The existing zoning in place along most of the corridor today (outside of the CBD areas) allows three stories by right. Thus the sentiments expressed by the minority who feel that buildings should not be allowed over two-stories anywhere along Haywood Road seems to be out of step with the prevailing mixed-use and sustainable development thinking. It is recognized, however, that there may be situations or locations where projects over two stories will either not physically fit on the site or would have negative impacts on the neighborhood area.

Community Goals as a trade-off for additional development potential - When or if to allow larger structures has required careful consideration through the Vision Plan process. Throughout the City, at times projects are approved that may be larger than normally permitted ‘by right’ in a zoning district if the project provides community identified and supported goals as a component. This process can allow City Council to carefully review the proposal and approve it if they feel that the community character is protected or improved and city goals are promoted with the new development.

This question on the survey provided a chance for community members to state their preference for community identified goals (the list was developed as a part of the stakeholder meetings). These different goals essentially have a common thread in the way in which people interact with the building or the way the proposal supports the needs of the community. The different goals include things like green space, pedestrian enhancements, affordable housing, historic preservation, business incubation and sustainable building design.

These were the community goals grouped by preference:

- Green space, building enhancements supporting pedestrians and the streetscape, and historic preservation received the greatest amount of support;
- There is solid support for sustainable building design, mixed-use developments, and affordable housing;
- Higher density residential projects to enable and support public transit, local business and public safety and projects including business incubation space received a lesser degree of support.

In the recent past, the City approval process has incorporated affordable housing and projects meeting Leadership in Energy and Environmental Design (LEED) sustainability standards to justify additional development potential and project density on a site. These other important community goals may help direct new priorities for evaluating special projects in west Asheville and other parts of the City. Interestingly, almost 17% of respondents (the smallest percentage of the results) were not supportive of these community goals being used to approve a larger project.

Minimum Development Standards- The potential for requiring a two-story minimum for new construction has been a long standing conversation for west Asheville residents and participants in the Vision Plan process. This requirement is already required in some zoning districts in the City; resulting in more substantial building in areas where density is wanted. Currently, along Haywood Road, only the CBD zoned properties have this requirement.

Sustainability goals of the City also encourage denser commercial development along corridors to support multi-modal transportation and greater walkability. Since there is usually substantial resistance to larger developments within residential neighborhoods, commercial corridors like Haywood Road provide suitable locations for larger scale developments. It is also recognized that the tax base of the City is enhanced through taller mixed use structures with upper floors that provide spaces for office or residential uses that meet other business and community related needs.

A question about minimum height was added to the survey to be sure that the Corridor Committee's assumptions were on the right track with the community's wishes. The responses were strongly in favor of requiring new structures to be two-stories along Haywood Road by almost three quarters of survey participants. It is believed that a two-story standard would encourage greater investment in the limited commercial land along Haywood Road.

The commercial corridor is, however, only a single-parcel deep in most locations. The rear of the property is often separated by a backyard fence from a residential lot and home. Because encroachments from commercial developments will in many circumstances be unwelcome and out of character with the residential neighborhood, the development potential of the corridor is focused on parcels fronting along Haywood Road. In some limited circumstances, however, rezoning to allow slightly deeper mixed-use development may be warranted.

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Consideration for Development Standards- Haywood Road is becoming increasingly more pedestrian oriented and ensuring pedestrian-oriented development in new construction is crucial for this community. To evolve toward a more pedestrian orientation along this corridor will take a cooperative effort between the community, developers, the City, and the North Carolina Department of Transportation.

There are already requirements for the CBD zoned areas to provide specific building orientation and design features to encourage pedestrian access and interest along the street. This includes placing new buildings directly behind the sidewalk as a standard or providing a setback for specific uses such as plazas, outside dining space or a grassy green in the case of a church or residential building. Buildings in the CBD are also required to place windows, doors and other openings at pedestrian level along the front facade of the building to provide interest to the building and enhance the relationship to the sidewalk. Over time, with new development and City investment, sidewalk areas can be improved with street trees, benches, trash cans and bike racks to create a positive pedestrian environment.

Parking lots are already required, in most of the current zoning districts, to be placed to the side or rear of the primary structure and not between the street and the building. This is one of the simplest requirements that can be in place to improve the pedestrian environment. Poorly planned access to parking lots makes pedestrian movement confusing and even dangerous because of potential conflicts with cars coming and going to a property.

Managing automobile flow onto a site is an important consideration for all aspects of site development. On the survey, a question was included along these lines and almost all of the respondents were in support of design standards to enhance the pedestrian environment and walkability. Development standards can be put in place to help create a positive pedestrian experience when new development occurs.

Drive-through facilities - The appropriateness of drive-through facilities for uses along Haywood Road has been the object of much discussion. Drive-through facilities already exist on Haywood Road and are allowed currently in all of the commercial zoning districts found on the corridor. Although it is dependent on the layout, properties with drive-through lanes generally need wider driveway openings to manage the flow of traffic onto and off of the site. In addition more of the site is given over to travel lanes, drive-through lanes and bypass lanes so that in some cases the majority of the site may be covered by travel lanes.

Some people disapprove of them in any circumstance, but others are more supportive because of their convenience for certain uses. Support varies depending on the commercial use or related to design requirements to help minimize their impacts.

With the sensitivity surrounding this issue a question was included in the 2011 survey to gauge community thoughts about drive-through facilities. From the responses received, banks garnered more support than pharmacies or restaurant uses for drive-through facilities. Bank use received support from about half of the respondents and this may be because people have grown accustomed to convenient, safe access to money at any hour. A slightly larger percentage of survey takers preferred no drive-throughs at all. Although a pharmacy drive-through provides convenience, less than a third of the responses supported allowing this use.

Concerns can be mitigated through design requirements for drive-through facilities that minimize the negative impacts associated with them. Some of the requirements could specify the location of the drive-through, the number of lanes, speaker volumes and lighting. Most people were in favor of requirements to minimize the impacts of drive-through uses.

Allowed Uses – The 2011 survey indicated wide support among west Asheville residents for maintaining a wide range of commercial uses along Haywood Road. The roadway serves a broad neighborhood area and provides convenient access to services and local jobs. Some uses along the corridor are important to continue from a neighborhood standpoint, but because of particular customary modes of operation, do not lend themselves to mixed-use buildings or sites (gas stations or auto repair businesses were discussed for example). In these circumstances a special exception to building design standards may be warranted.

The list of preferred uses corresponds to general use categories that have already been described under the existing zoning. Only heavy Industrial and some light industrial uses are inappropriate along the corridor because of the size of the roadway and the close proximity to residential areas which could be negatively impacted by the effects of the industrial use. Other light manufacturing uses may be appropriate and welcome when smoke, fumes or noise can be abated.

Recommendations and Strategies

1. Develop an overlay for the corridor to focus development in ways that meet community desired and City-adopted strategic goals: pedestrian oriented development, development to leverage investment, support for the tax base; increase residential densities to support the transit system and economic goals of the corridor.
2. As zoning regulations are amended over time, ensure that development regulations remain in tandem with the community vision.
3. Provide development incentives based on community supported goals identified through the 2011 preference survey and identified by the Vision Plan.
4. Create design standards for development along Haywood Road that include pedestrian oriented development, fenestration along the street, street wall development, incentives to encourage historic preservation and multi-family housing.
5. Acknowledge the historic variety of building setbacks along the corridor by providing setback options that can be used to increase green areas and plaza space in new construction.
6. Provide limited opportunities for drive-through facilities for financial institutions and adopt specific design criteria to mitigate negative impacts to the corridor and the surrounding neighbors. This type of facility could be designated for City Council review and approval so that negative impacts can be carefully considered.
7. Adopt standards that mitigate development impacts on residential areas adjacent to commercial development along the corridor.
8. Encourage the creation of additional usable green space along Haywood Road such as plaza areas and parks as a trade-off for additional development potential.
9. Set a minimum standard for height but provide opportunities, with approval by City Council, to exceed the height for projects that include community supported goals.
10. Require new buildings to be built at two-stories to meet City adopted goals and encourage mixed-use development and leverage the investment along the corridor. Allow expansions and renovations of historic one-story structures as a tool to preserve historic buildings and community character.
11. Direct new development that is inconsistent to the identified goals of the Haywood Road Vision Plan to other area corridors that are more suitable for the particular style of development. (For example big-box development should be avoided to preserve the pedestrian character along Haywood Road.
12. Ensure appropriately sized buffers between commercial uses and residential neighbors, sized to correspond to the impacts of the use.

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ECONOMIC DEVELOPMENT ISSUES

Ideas to support business development and create a diversified local economy were primary discussion points during the Vision Plan meetings. Haywood Road has seen a number of new business start-ups during the past 10 years. Although some retail establishments have closed, a number of restaurants and new businesses have opened showing a general trend of recovery for the local economy. The growth in new restaurants, bars and nightclubs along Haywood Road has made it the center of dining and entertainment on the west side of the French Broad River. West Asheville has a long history of advocacy by the business community in the form of the West Asheville Business Association (WABA) which has been active in the community for over 50 years. WABA is in a position to act as a voice for developing the local economy in west Asheville. Members of WABA initiated the first community discussions in 2002 that led to the development of the Haywood Road Vision Plan.

The economy of Haywood Road is diverse with a wide array of businesses interests. There are at least 200 business concerns of varying sizes located along Haywood Road to Patton Avenue. Of these, there are at least 43 retail locations selling everything from groceries to fabric and furniture. For the most part, these retail businesses are locally owned and based on Haywood Road. This entrepreneurial spirit and 'can-do' attitude positively affects the quality of life in west Asheville. There are also at least 25 food and beverage establishments and in addition to that number, 5 taverns (as of 2011). The number of venues for food and beverages has expanded in the past decade and based on the 2011 community preference survey there is interest for additional restaurants especially for those serving ethnic cuisine. There are 33 different types of office-businesses along the corridor providing a wide range of services: insurance, designers, attorneys and accountants among many others. These offices range in size from one or two people to large offices. There are also a number of businesses that service automobiles (15), a variety construction contractors providing services in different trades (9) and commercial businesses that operate for the entire City with their business but are located along Haywood Road (15). These types of businesses are generally local start-ups and a number of them have a large number of employees. The corridor has a diverse and strong economy and all actions concerning the corridor need to consider the economic health of the corridor and remove barriers to growing the local economy.

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Survey questions regarding the local economy:

The 2011 preference survey asked this question: “What type of new business would you support along Haywood Road that is not currently located there.” The answers are interesting and give a glimpse of what people feel is missing on the corridor and provides ideas for business start-ups for entrepreneurs (see the full list of answers in the survey results located in the appendix of this report). The most requested business is hardware store which was mentioned 48 times by survey takers. The Ace Hardware Store on Merrimon Avenue has been mentioned as a model for the type of hardware store people are interested in; characterized as mid-scale with community access.

There is also interest in specialty retail that includes anything from specialty groceries, crafts and hobbies, clothing, books and a plant nursery and these types of businesses were mentioned over 150 times. Additional local pharmacies were also mentioned 19 times by survey takers. There were a large number of requests (88) for additional restaurants of all types, especially ethnic restaurants.

There is broad support for additional offerings for food and beverage along Haywood Road and most of the existing restaurants are locally owned facilities. This supports the Asheville Chamber of Commerce’ effort to promote Asheville’s ‘Foodtopia’ brand to the traveling public. Regarding specific ethnic cuisine, Japanese food was mentioned most frequently in the survey followed by Ethiopian, Indian, Asian, Thai and Middle-eastern cuisine. These night-time dining and entertainment uses are generating a large amount of overflow parking along Haywood Road which is spilling over into residential neighborhoods. The level of frustration and concern is growing and ideas for addressing this may be that new food and beverage establishments need to provide for their own parking needs in order to receive a development permit (see section addressing parking following).

There were a number of requests for businesses that could be characterized as local entertainment which includes movie theaters, music venues, community and teen centers a bowling alley and a live theater venue as well as additional park space. Finally, aside from a miscellaneous list of specific businesses another category that was mentioned is lodging facilities. One survey taker mentioned that they need a place for the in-laws to stay while they are visiting. Besides a single hostel, there are no other lodging facilities along Haywood Road.

One noticeable change along the corridor is the reduction of general practitioner medical care mainly because the Western North Carolina Community Health Services’ Minnie Jones Clinic moved from west Asheville to downtown Asheville into a building owned by Buncombe County. There are still a number of dentists and optometrists along the corridor as well as alternative medicine and acupuncture. An urgent care facility is located along Patton Avenue so that limited health care is still available to residents of west Asheville.

Parking Challenges along the corridor

During the discussions for the Vision Plan the lack of sufficient parking has been cited as a major limitation for further economic development along the corridor. Even while there appears to be a parking space shortage, there are a large number of private parking lots which are tied to specific uses along the corridor that with careful coordination could share their parking spaces during ‘off’ hours. The uses with the additional parking spaces include churches, daytime office uses and other daytime and week-day business activities. Strategies can be explored for the City or other entity to operate and manage the parking lots to provide the needed parking. The high costs of parking decks make them almost prohibitive as a practical alternative to existing surface lots which represent an available and underutilized

resource along Haywood Road.

There has been some discussion about removing the parking requirements for commercial properties along Haywood Road entirely, in a similar way that the two CBD sections along Haywood Road are now exempted from off-street parking requirements. The vision plan committee recognizes the benefit of reducing the barriers to investment and business expansion to the commercial health of the corridor but is concerned about a general parking exemption for all uses. Food and beverages establishments have been expanding lately and residents of the area have commented quite regularly that patrons of the corridor have been parking along the residential side streets surrounding the corridor. In some cases the residential streets are under-equipped to handle the additional parking and corridor patrons block driveways and travel lanes because they may be unfamiliar with the flow of the street. For these types of uses which generate a large volume of parking, they may be required to provide for their parking needs regardless of where they are located along the corridor. Other uses which have daytime needs or limited night-time parking requirements may be justified for a parking exemption.

Another option may be to reduce (but not provide an exemption) the number of parking spaces required for developments especially when only a very small number of off-street parking spaces are needed based on the scale of the development. As was mentioned the concern with a full or partial off-street parking exemption is that the residential side streets are now taking a share of the parking overflow.

Towing Along the Corridor- During the discussion about the need for shared parking an unexpected problem was mentioned: there is a growing problem with towing from private lots when patrons from other businesses park in “available” lots along Haywood Road. While there is a rightful need to reserve parking for the business’s patrons, there can be confusion for visitors in general about where to find legal parking. There is a special ordinance covering the downtown CBD area and Biltmore Village that requires signage on a parking lot if the owners intend to tow away non-business customers which includes information about fees and a number to call to retrieve towed vehicles. There are no signage notification requirements like this in west Asheville at this time. This was mentioned as a needed amendment to the City ordinance to cover this requirement.

The existing ordinance covering towing signage was written and passed in 2003 and at that time there were noted problems with predatory towing in the downtown CBD and Biltmore Village which was negatively affecting the reputations of these two areas as friendly places to visit. In some ways it also points to the growing popularity of the area with more businesses and a density of uses that is generating the shortage of parking spaces.

Recommendations and Strategies for Economic Development Related Issues

1. Initiate a parking lot sharing program along the corridor focusing initially on churches and eventually including businesses with excess capacity or daytime and weekday hours that would be willing to share their parking lots to support community businesses.
2. Consider ordinance changes that would reduce or eliminate the requirement for off-street parking spaces for some types of businesses to remove a hurdle to additional investment and encourage new businesses along Haywood Road. This could operate along with the shared parking program for the corridor. Maintain a requirement that food and beverage establishments provide for their parking need on-site to alleviate the pressure on the corridor and nearby residential areas.
3. Encourage business incubation spaces for start-up businesses at affordable rates; this may be a part of an incentive during the review of larger mixed-use projects that may be proposed for the corridor which had support in the 2011 community preference survey.
4. Expand the wayfinding signage program to additional areas surrounding west Asheville and improve the gateway features to the neighborhood.
5. Develop effective marketing programs for businesses along Haywood Road. This may be a program lead by WABA.
6. Streetscape improvements and burying the overhead power lines could positively influence the economic vitality of Haywood Road. This economic development strategy was successfully implemented in downtown Asheville on many streets.
7. Haywood Road community events should be developed to promote the area.
8. Allow for the growth in light manufacturing or light industrial uses along the corridor so long as the negative impacts may be mitigated for the neighboring area. Specific approval processes may be necessary to ensure compatibility with the corridor goals.
9. Enact a wording amendment to the City Code of Ordinances to require signage in parking lots where the owners will tow unauthorized vehicles using the lot; this will make it clear to patrons frequenting Haywood Road businesses.

SAFETY CONCERNS

Safety covers a wide range of concerns from apprehension about theft and violent crime to sufficient and consistent facilities along the corridor for pedestrians, bicyclists and automobiles. Crime concerns have gone down as a whole along the Haywood Road corridor. Compared to comments at community meetings from years past, the feeling of safety among individuals have increased. This can be attributed at least in part to additional 'eyes on the street' which has come about through business expansion along the corridor that is generating more pedestrian activity and general vitality to the corridor. A few years ago there was concern about a number of home break-ins in the neighborhoods of west Asheville and some frustration about communicating information about the problem and what was being done to pursue the criminals. Social media has played an active part in increasing communication among neighborhood residents. West Asheville Neighborhoods, a local website has over 1,500 (and constantly growing and evolving) people who have signed up for updates from neighbors and follow by facebook. At first, members of the group met in person to learn more about the break-in activity, but now most communication is from postings on the page about suspicious activity or the occasional lost pet. The use of social media has evolved to be a helpful and accessible tool to communicate effectively with neighbors and neighborhoods in a timely fashion about important topics.

Safety concerns for pedestrian and bicyclists along the corridor has risen as the area experiences growth in business activity, additional pedestrian business destinations and the expansion of bicycle commuting. As was noted in a study by Shannon Cappezelli and Philip Kleisler entitled Key Indicators for the Haywood Road Corridor, fully 36% of the length of the corridor is made up of drive-way curb-cuts. Some drive-way cuts are continuous and allow cars to pass into a parking lot from any location along the frontage area. This is a potentially dangerous situation for pedestrians, bicyclists and for other auto drivers because the movement into the parcel is not easy to anticipate when it is not managed at a single location. When access is allowed anywhere on the parcel, accidents or near misses with cars and other travelers is a possibility. Most other functioning streets have driveway curb-cuts at more modest amounts. For example the section of Charlotte Street from I-240 to Clyde Street has about 25% of the length in driveway curb cuts.

Also the section of Merrimon Avenue from I-240 to Hillside Street has about 24% of the roadway in curb-cuts. Both of these sections of roadway are in older commercial areas and more modern streets developed with proper driveway management should have a smaller percentage of curb-cuts. There are also a number of obstructions in the sidewalk especially from power line poles that make everyday travel challenging for people using wheelchairs and strollers.

Crosswalks and pedestrian signals occur in some areas of the corridor and are especially helpful navigating busy intersections. There are quite a number of needs in the sidewalk zone as was pointed in the 2011, Haywood Road Pedestrian and Safety Audit which was completed by bicycling enthusiasts and neighborhood volunteers.

Hold for Photo - crosswalk, signal, pedestrians

Caption

Recommendations and Strategies for Safety Related Issues

1. Consider the Haywood Road Pedestrian and Safety Audit and use it to identify and prioritize locations for pedestrian crosswalks and pedestrian signals. Better pedestrian facilities encourages walking and more people on the street makes the entire area safer.
2. Support for Haywood Road to be a case study for street and sidewalk improvements consistent with the Complete Streets Policy adopted by the City of Asheville in 2012.
3. Continue the efforts of social media sources to communicate to neighbors and neighborhoods when crimes occur or to report unusual neighborhood activity.
4. Promote the Asheville Police Department program for business and home owners where community resource officers can perform an on-site safety audit to identify crime targets to deter crime on parcels and against businesses.
5. Identify funding sources that focus on improving sidewalk sections and reducing the length and number of driveway curb-cuts to improve safety and traffic flow.
6. Continue efforts to reduce graffiti and make use of community service volunteers to remove it.

Neighborhood Related Topics

A number of characteristics of West Asheville mentioned in the Introduction to this document deserve to be highlighted here to bring the Neighborhood Topics section into focus. West Asheville is an area of younger families who have located to west Asheville because the quality of life is high and the homes are often more affordable than other parts of Asheville. As was noted before the median age of the population in west Asheville is 34 compared to 38 for the rest of the city. These younger families have safety concerns and represent a need (or an opportunity) to encourage more retail stores that support families and the maintenance of dwellings.

The compactness of traditional neighborhoods along the corridor encourages an active lifestyle and therefore by all accounts pedestrian activity and bicycle ridership are both up along Haywood Road. The compactness of the neighborhood also means that the residential uses are in close proximity to the commercial activity. The younger population coupled with a higher population density and the interface between neighborhoods and the business district has perhaps heightened an awareness of the interconnectedness of systems and life along the Corridor, thus helping to explain the overall ethic of sustainability that emerged as a priority (85.6% of respondents or 489 people) in the 2011 preference survey.

Also noted in the Introduction to this Vision Plan, is that West Asheville has developed an array of neighborhoods, all of which were designed with access mainly from Haywood Road. A list of these neighborhoods (roughly from west to east) includes Horney Heights, Falconhurst, Horneyhurst, Brucemont Circle, Virginia Avenue, Burton Street Community, Westwood Place, West Asheville Estates, Pisgah View, Hall Fletcher, & French Broad Terrace. These neighborhoods are demographically diverse in age, ethnic origin, race, and degrees of affluence, contributing to the distinctive character and richness of West Asheville.

Put another way, the varied characteristics of these West Asheville neighborhoods have to a large degree determined the Haywood Road Corridor brand in West Asheville. And it must be said that with 76.3% of those responding to the 2011 preference survey self-identifying as residents who live on or near Haywood Road, the results of this survey truly represent a grassroots community effort to further shape the corridor in ways that serve the neighborhoods.

Although there was no Haywood Road Vision Plan meeting devoted specifically to Neighborhood Topics, neighborhood issues regularly arose in meetings as they were related to other aspects of the Haywood Road Vision Plan and can be seen to grow directly out of the characteristics of these West Asheville neighborhoods and their patterns of growth. There is a powerful sense from west Asheville residents that there is a lot that they can do themselves even as they identify things that seem to be beyond their direct responsibility:

- The need for additional crosswalks and pedestrian signals along Haywood Road at important intersections (i.e., Patton, Brevard Road, Louisiana, the 5-points at State Street, where Haywood Road crosses I-240, Westwood, as highlighted from the 2011 survey about the need for better walkability in West Asheville: “Would you support design standards for new construction to enhance the pedestrian environment and walkability of the corridor?” 96.8% (513) of 2011 survey respondents said, “Yes, I would support some standards to support pedestrian districts.”
- Some need for additional open space and/or green space, judging by the 2011 survey result:

“Would you be supportive of allowing additional building size or building height if the proposal was assisting the community’s identified goals?” 64.8% (341): Publicly accessible open/green space if included in the project.

- The hope of seeing more retail stores of a practical nature such as a hardware store, grocery store and pharmacies to support families, reflected in the 2011 survey where 56.1% endorsed this as part of their vision for Haywood Road.
- Some need for places to assemble and to play and a community venue: Among the desired businesses (the last question in the 2011 survey), respondents mentioned these places:
 - Tutoring center; multipurpose center; incl. pool
 - Park space -- dog park; community gardens
 - Movie theatre – ‘Fine Arts’ scale; first or second run
 - Theatre space -- Family friendly; small facility; activities and parties; classes
 - Outdoor dining – including play area for kids ...
 - Bookstore -- Covers new and used; have readings; could include café
- The importance of preserving affordable housing and neighborhood diversity surfaced early in the initial working list of corridor topics.
- The desire to address issues that arise because of the close proximity between neighborhoods and businesses along Haywood Road. These include:
 - Cut-through traffic, parking shortages which results in parking along neighborhood side streets
 - Impacts of commercial uses on neighborhood areas such as buffers and screening plantings, light trespass, noise
 - Cut through movement for vehicles avoiding Haywood Road speeding in residential areas
- Neighborhood organizations could sponsor walks to the business corridor to reduce parking and traffic congestion.
- Hold local west Asheville history events: story-telling, photo exhibits, plaques on historic buildings and homes as a response to the idea that historic preservation is sustainable.
- Story telling sessions to capture the history of the community (make available on ‘youtube’ or the history portal being developed for Asheville and special district signage could bring the past to life for current residents.
- Identify special buildings – or building sites where no longer extant with a special historic plaque and the locations of particular historic homes -- in the neighborhoods.
- Home Occupation: Special zoning rules for home occupations limit the area of the home used to 25% and with smaller homes in the west Asheville, this may put additional burden on the use and limit small business incubation.
- Sustainability Bonus: This is the opportunity that may be afforded a developer who incorporates affordable housing and green building techniques within an 1/8 distance of the corridor to design for expanded density or enlarge the scale of building. The suggestion was made to offer that bonus on residential properties in close proximity to the corridor since they may be good candidates for higher density development and/or limited commercial uses. As a related comment, it was suggested that we consider requesting the expansion of the City adopted sustainability bonus from 1/8 of a mile to ¼ mile.
- Survey respondents noted that the presence of additional businesses (specifically the DeSoto Lounge & Blue Ribbon building, and also in the Dry Goods/Spagnola Studio building) as well as more people on the streets generally makes the corridor feel much safer. This is the definition of the ‘eyes on the street’ concept.
- There is strong support for entrepreneurial endeavors for west Asheville residents which includes considering additional uses and changes to the rules for home occupations already mentioned, and studying how churches along the corridor may be able to fill a niche for entrepreneurial efforts by

sharing their commercial kitchens, sharing office space or using classroom space for daycares or smaller schools such as a charter school.

- Neighborhoods have a stake in the ideas and implementation of the Vision Plan and neighborhood associations have valuable perspectives and will be able to partner to help implement the plan.
- Consider a west Asheville commission and / or encourage residents to apply for the Neighborhood Commission recently chartered by the City Council

Recommendations and Strategies Neighborhood Related Issues

1. Streetscape concerns are important for neighborhood access; 98% of survey takers support design standards that encourage pedestrian access and connectivity in building and site development
2. Special signage for different neighborhoods and the two historic districts could also encourage walking and enhance the experience of visitors. 'QR' codes could be linked to tell those stories.
3. History projects are important to capture the stories of the past and could include story-telling; photo projects, history walking 'trails'
4. Pursue efforts to partner with churches to share their parking lots to help the parking overflow problem that is happening along side streets in the neighborhoods
5. Buffer commercial impacts including noise, building height and setbacks, sound, etc into the residential areas. This may include rules for quiet hours for businesses along the corridor.
6. Maintain business diversity and expand services that include neighborhood and family services. Entertainment venues for families were popularly mentioned as 'needed' along the corridor. A local hardware store was the most commonly referenced specific business that is missing along the corridor.
7. Identify partners to grow local businesses (example, churches sometimes have underutilized buildings, office space and kitchens that could be shared for business uses)
8. Green space along Haywood Road is needed and could be a part of the important community trade-offs when development is proposed (68% said that this would be a community supported goal during the survey). Other green spaces may take the form of greenways that would link points along Haywood Road to other park areas.
9. Greenway sections may also be improved with connections to Haywood Road and become a part of specific developments. These segments include Hominy Creek and the Rhododendron Creek greenway segments and Waynesville Avenue and Vermont Avenue among others.
10. Speeding in residential areas needs to be monitored and traffic calming measures should be studied on a case by case basis.
11. A neighborhood coalition could be organized with a variety of duties such as safety watches, or 'welcome wagons' for new residents.
12. General cleanliness and unwanted vegetation in specific locations is a concern and as well as on-

going need for graffiti removal. Awareness and education for property owners may be needed.

APPENDIX

Meeting notes pertaining to transportation and streetscape issues:

1. What will traffic growth be like with additional development?
2. Bike lanes are planned for the roadway throughout the corridor but are currently not consistent
3. On-street parking is important but can be in conflict with bike lanes and bicyclists
4. Back alleys can be useful in providing access
5. Central parking facilities could be helpful;- park and walk to destinations (see economic development goals)
6. Need additional crosswalks and pedestrian lights at important intersections
7. Does the adopted greenway plan include a pathway along Haywood?
8. Time-table for I-26 needs to be better understood and monitored
9. Make sidewalks wider depending on context and surrounding uses
10. Bus transfer station along Haywood along with additional shelters will improve ridership
11. Existing buildings along the corridor have a variety of front setbacks some with small front yards. This pattern should be encouraged as a viable option along Haywood Road to maintain some open space and ease urban density.
12. With an improved streetscape design people would be willing to walk further to get to their destination which promotes health, small business, and less energy use.
13. Include opportunities for recycling along the corridor.
14. Expansion of bus service along Haywood Road is noted as a positive change to supporting sustainability.
15. Sidewalks are narrow and in places are obstructed by power poles, signage and curb cuts
16. Overhead powerlines result in visual clutter
17. Streetscape improvements are needed: trash cans, bike racks, trees in tree grates
18. Find places to add green plantings and green space to the corridor
19. Improve the streetscape based on the nearby and adjacent uses
20. Continuous curb cuts create safety concerns for pedestrians, bicyclists and motorists
21. Existing buildings along the corridor have a variety of front setbacks some with small front yards. This pattern should be encouraged as a viable option to maintain some open space and ease urban density.

Meeting Notes pertaining to zoning, building form and placement:

1. Buildings placed close to the street encourage pedestrian activity
2. Mixed-use buildings preferred; encourage residential uses on upper floors
3. Corridor has a lot of repair businesses for auto and machinery that should be retained
4. Maintain variety in building forms so it is not "cookie-cutter" from a design standpoint
5. Flexibility in front setbacks to encourage courtyard spaces
6. Side setbacks or rear setbacks may be places to gain and retain green space (could also affect streetscape character)
7. Taller buildings may have trade-offs for additional setbacks
8. Concern about light trespass from commercial to residential areas
9. Character around Beechams Curve down to the river is unlike the rest of the corridor
10. Recent CBD amendments provide some useful precedents for design concepts and buffers adjacent to residential parcels based on scale of development
11. Mixed-use and higher density development supports transit ridership

12. Encourage/ allow a range of business uses to be sure that every-day needs are met on the corridor.

Meeting notes pertaining to historic preservation:

Historic Structures-

1. Create an inventory for buildings in poor repair which might be threatened with demolition due to neglect and lack of maintenance
2. Pursue façade restoration initiatives which could include low interest loans or grants to renovate existing buildings
3. Provide an inventory of the areas outside of the 2 listed historic districts to note other structures and housing stock to emphasize their importance.
4. Identify all of the special buildings in the neighborhood.
5. Require that demolition permits be reviewed; they may be reviewed already with the approval of conditional zoning applications; identify other options to review proposed demolitions.
6. Encouraging renovation of older structures instead of replacing them and properly maintaining them to protect them from “demolition by neglect”.
7. Façade restoration initiatives to preserve historic buildings which could be through low interest loans in a revolving loan program.

Cultural Resource Development as a Tool for Historic Preservation

8. Story telling sessions to capture the history of the community (make available on ‘youtube’ or the ‘History Portal’ being developed for Asheville)
9. Create a Haywood Road history trail- featuring art, local stories; along Haywood and the old trading roads through w Asheville including Waynesville Avenue-Haywood-Sand Hill Roadway segments as the original community roads
10. Research if there is a historic west Asheville symbol- from old town days that could be used as a symbol for west Asheville history.
11. Initiate a neighborhood-wide program to encourage researching the origins of a home and posting the date on the porch
12. Provide small special signage noting the historic districts along Haywood Road
13. Consider cultural sustainability which includes the aspects of local history and preservation of buildings, sites and relics of the past.

Other Ideas-

14. Emphasize the link between sustainability and historic preservation in discussions, publications, etc.
15. Provide public information and notification of the NC State rehabilitation credits of 10% for any structures over 50 years old.
16. With new zoning rules, specify a minimum window requirement and forbid spandrel glass (non-transparent glass used in wall systems) as a new standard
17. Community Identification ‘Welcome’ sign on the west end of Haywood Road near Patton Avenue; placed on private property .

Economic development meeting notes:

1. Identify tools to encourage business ownership and business expansion
2. Maintain affordable commercial rental spaces
3. Centralized parking options are needed: park and walk at key locations
4. Identify locations and encourage business incubator spaces by creating small spaces for start-up businesses; this could be mandated in new construction especially in mixed-use buildings

5. Expand signage for wayfinding
6. Gateways should be made attractive where lacking
7. Sustainability Bonus for affordable housing and green building
8. Encourage/ allow a range of commercial uses to allow for the every-day needs of residents can be met on the corridor.
9. Consider zoning regulation changes to ensure a mix of uses even on a single site.
10. Home occupation rules which allow only a portion of the home (25% currently) to be used for a home-based business, consider expanding the % of the area in the home since west Asheville generally has smaller bungalows.
11. Maintain and expand the pedestrian components of the streetscape which supports small businesses, increases bus ridership and the overall viability of the corridor.
12. Make greater allowances for live-work units and residential units along the corridor

Meeting notes pertaining safety:

1. Positive effect of more eyes on the street with new businesses and more pedestrians
2. Less concern about physical or verbal harassment for pedestrians along the corridor
3. Pedestrian safety concern near 240 crossing, and Patton access points (incl. Louisiana Avenue)
4. Need additional crosswalks and pedestrian lights at important intersections
5. Reduce business curb-cuts along the corridor and construct sidewalks at the locations of the 'continuous' curb cuts to improve safety for pedestrians and motorists and the functionality of the roadway
6. Pedestrian and cyclist safety: Lack of pedestrian facilities especially crossing I-240; the large number of curb cuts which fail to define the pedestrian realm from the auto realm; limited street cross-walks at a number of intersections

