

ASHEVILLE DESIGN CENTER

EXPANDED SITE ANALYSIS
& DISTRICT DESIGN

CONSIDERATIONS

FEBRUARY 2017

THE BLOCK

DOWNTOWN'S EAGLE/MARKET DISTRICT
& SURROUNDING AREAS



Table of Contents

What is the Block?	4	Site Analysis	20	ADC Design Considerations	56
Geographic location; project reference map; study area boundary; brief description of area.		A core component of background report, based on research, fieldwork and community input. A variety of physical aspects of the district are considered:		Design ideas for your consideration produced by ADC design team. These are based on professional knowledge, community input, existing site conditions, development potential, and the ADC's 10 Principles of Livable communities. These are presented in three scales:	
Executive Summary	5	Movement and Access	20	District-Wide	56
Purpose and process overview; ADC's role; summary diagrams; key objective; district design opportunities; coordinated development process diagram; ADC project goals; elements of the report; continuing the process..		Parking	26	Gateways	58
Project Introduction	7	Land Use and Activity	27	Core Areas	62
Context of the project; why this study is needed; what this document is about; guiding questions; what is the Asheville Design Center?		Views and Landmarks	28		
Public Outreach	8	Gateways, Nodes, Edges	29	UNCC / D+SRC Master of Urban Design Student Work	
Community design; why the ADC is involved; community outreach goals and process; timeline of public events; workshop results and comments; community-based design considerations; messages from development leaders; next steps and further input.		Parks and Open Space	30	Conceptual Guideline Studies	66
History and Culture	12	Topography, Hydrology, MSD Lines	32	Student urban design project for The Block has generated a variety of great ideas.	
Historic photos and narrative; early history; the Great Depression; recent history; development pattern overlays with Sanborn and Urban Renewal maps		Related Plans and Guidelines	34	Appendix / Resources	72
Key Places	16	Extensive investigation of plans, guidelines reports and other documents that affect The Block and its surroundings. Findings are presented in two scales:		A resource of community members, developers and others containing background documents, plans, web pages, property information, and a variety of other useful items referenced in the report.	
Variety of select key places with images and reference map.		Part 1: Large-Scale Plans	34		
		Part 2: Moderate-Scale Plans	42		
		Design Opportunities and Development Plans	46		
		District-wide development opportunities based on site analysis; planned revitalization phases through coordinated development efforts; development plans in detail: The Performance Center, Mt. Zion properteis, Eagle-Market Streets Development Corporation, Asheville Art Museum, and future ADC initiatives.			



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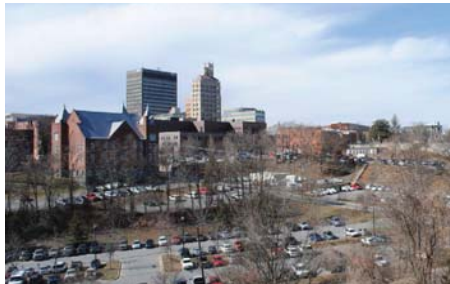
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This project was made possible by a grant from CJMW Architecture and The Performance Center, along with numerous hours of local volunteer and student work.



Project Location

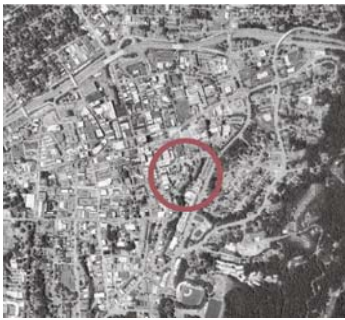
What is The Block?

The Eagle-Market District of downtown Asheville, known to locals as “The Block,” is centrally located and remains a hidden treasure with a strong underlying character. Although the area is largely composed of vacant sites and empty historic brick buildings, The Block is also home to a thriving cultural center, an historic church, an underused triangle park, and a few small art galleries and restaurants. Asheville’s East End had been a vibrant

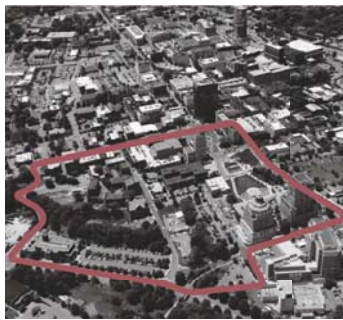
African-American neighborhood since the 1880’s, with The Block serving as the community’s commercial center.

Asheville was one of many cities across the United States that participated in Urban Renewal, part of a national effort during the 1950’s through the 1970’s to improve so-called “blighted” areas of cities. The East End/Valley Street neighborhood was one such neighborhood targeted during this

period, devastating a thriving community and leaving scars that remain today. Taken together, the Performance Center and other development projects present an opportunity to take a closer look at The Block and envision a future where coordinated, compatible development will serve to catalyze reinvestment and development in the Eagle-Market District.



The Block is located in the heart of Downtown Asheville.



For the purposes of this project, The Block is considered to be bound by Pack Square Park, Charlotte Street, Beaumont Street and Biltmore Avenue.



What is “The Block”? Where are its boundaries? There are numerous ideas on where The Block’s boundaries lie (yellow dashed line).

- ★ Community Assets
- Parks and Open Space
- Trees
- Existing Buildings
- Key Community Structures
- Local Business / Office Units
- Study Area Boundary

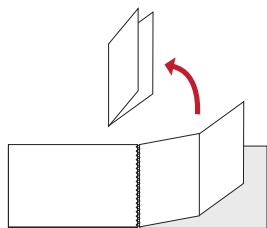




Executive Summary Booklet

This page and the next are designed to be a stand-alone document. Simply remove the page and fold it over along the dotted line as shown in the diagram.

To print the Executive Summary, simply print pages 4 and 5, front and back (both sides) on 11x17 paper (also called "Tabloid"). Then fold as shown on the diagram.



Elements of the Report

History and Culture

An in depth review of the neighborhood history and cultural institutions

-Ensure that the existing, historic and cultural integrity of the neighborhood and ecologically significant landscapes are restored.

Key Places

An in depth review of the key social and physical locations that contribute to the neighborhood aesthetic

-Recognize key places that have historical, cultural and aesthetic values and strive to preserve them for a lasting foundation of redevelopment.

Site Analysis

An in depth review of circulation, land use and activity, topography and hydrology, natural features and infrastructure, important view sheds and structures

-Research current physical and social conditions to establish a framework from which successful design considerations can be made.

Continuing the Process

This report is provided as a resource for the community, developers and decision-makers. This "living document" will be continually shaped through public dialogue and community demands. This report intends to provide a comprehensive framework to inform decision-making and ensure that all new projects meet the main objective – a balance of development, history, culture and ecology.

Creation of district-wide design coordination for revitalization

A comprehensive strategy is proposed to begin thinking of how The Block can be revitalized. This report establishes a framework from which The Performance Center, Asheville Art Museum, Eagle Market Street Development Corporation, Mountain Housing Opportunities, Mt. Zion Development and other stakeholders can use for future development.

-All proposed district development must account for the neighborhood and its users and strive to preserve the integrity of The Block.

ADC District Design Considerations

District-wide design considerations that account for The Block and East End neighborhoods and development stakeholders.

-The culmination of a thorough opportunities and constraints analysis will lead to design considerations that reflect a sound understanding of initial community goals, and suitable approaches to revitalizing The Block.

THE BLOCK Expanded Site Analysis and District Design Considerations

Executive Summary

*Full Report available on ADC project website: www.ashevilledesigncenter.org/the-block

Purpose and Process

In response to a request by the Performance Center and CJMW Architecture to conduct a comprehensive site analysis, the Asheville Design Center (ADC) has drafted The Block: Expanded Site Analysis and District Design Considerations. ADC, a local non-profit community planning and urban design agency, conducted an expanded site study of an area surrounding the Performance Center site. The study area lies within the Eagle-Market District of Downtown Asheville, locally and historically referred to as "The Block." The intent of this analysis is to explore opportunities to integrate the Performance Center facilities and services with the surrounding neighborhood and with potential future development. This site study provides an overview of the site as well as an outline for growth and neighborhood revitalization.

Upon initial inquiries into the state of the neighborhood to be influenced by the Performance Center, ADC quickly discovered the importance of looking beyond the boundaries of The Block for an appropriate understanding of the area. As a community-based organization, it is important to note that there is an obligation for ADC to provide quality analysis and design considerations for the Asheville community as a whole and not for the sole benefit to the Performance Center.

Given the recent adoption of the Downtown Master Plan, ADC felt compelled to enter into a substantial public process in order to understand the "truth" behind The Block and the Eagle-Market District. Many public and private partners were involved in preparation of the report and with the extensive public process we are able to build consensus for the proposed initiatives and recommendations. ADC conducted a series of public input meetings to gain the valuable knowledge in this report. This public process also provides a means to integrate the facilities and services provided by the Performance Center with future neighborhood development. The Downtown Master Plan in part has sparked community interest in downtown neighborhoods, and the public process was vital in determining how The Block can be rejuvenated and reconnected to the surrounding neighborhoods.

In addition to a thorough public process, ADC was fortunate to work with Master of Urban Design students from University of North Carolina at Charlotte Design + Society Research Center. As part of a studio project, students provided ADC with design ideas on improving the urban fabric of The Block. The students sought to develop specific ideas that could help to form the basis for neighborhood design considerations. Student proposals included sustainable urban design strategies coupled with opportunities for enhancing the cultural identity of the district.



Area affected by Urban Renewal.



There is a need to reconnect The Block to the East End Neighborhood and Downtown.



Development sites are an opportunity to revitalize the district and make infrastructure improvements.



District Design Opportunities



A Key Objective

In review of redevelopment efforts in communities with similar neighborhood characteristics, it has been determined that the most successful efforts balanced the demands of the users while preserving the community's historic legacy and sustaining their cultural and ecological identity. Thus the primary objective of this report's design considerations became balancing development, history, culture and ecology within The Block.

District Design Opportunities

Over the course of several months, the ADC design team conducted extensive fieldwork and research to determine the existing conditions of the area. From this a variety of site analysis maps and diagrams were generated. This particular map uses the design team's knowledge of existing and potential opportunities based on urban form, development potential, and community goals.



Coordinated Development

These diagrams summarize what is already there, what is planned or proposed by the major developers, and what improvements are possible if these developments occur. In addition to the re-introduction of affordable housing, a mix of uses, and urban vitality through a single coordinated development effort, there is great potential to bring back Velvet Street, add a retail-wrapped parking deck and make better connections to the East End. These opportunities will not be possible without meaningful financial investment in the area.

Goals of the Project

The goals of *The Block: Expanded Site Analysis and District Design Considerations* are simple and straightforward. This is not a plan; it is a tool for planning. It is hoped that these goals will foster a "total" neighborhood experience that addresses the cultural, natural, educational and development opportunities that great communities can provide.

ADC Project Goals

1. Gain a thorough understanding of the district's site conditions so that future development can respond and respect the area's context.
2. Promote urban development that addresses and accounts for community grievances, mostly caused by years of disinvestment, neglect and urban renewal.
3. Coordinate urban development projects through dialogue among developers and community stakeholders to foster a vital urban district, one that reflects the strong underlying history and character of The Block.
4. Encourage a conversation that will empower residents and business owners in the decision-making process concerning future development; foster a neighborhood identity.
5. Explore and maximize opportunities to attract investment, effectively leveraging private and public investment to improve the community.
6. Discover ways to reconnect The Block to Downtown, the East End Neighborhood and other parts of the City for all transportation modes: walking, cycling, public transportation and vehicular movement.
7. Offer a wide range of inspiring design possibilities for The Block and surrounding areas, developed by volunteer planning and design professionals.
8. Assist in implementation of the Downtown Master Plan.
9. Promote the idea of community-based, district-specific and inclusive design considerations for The Block.

1 Section One

Project Introduction

It's no secret what attracts residents and visitors to Downtown Asheville: walkable streets, public gathering places and a diverse community. To maintain and expand these qualities, there are many efforts to continuously improve and revitalize all of Downtown's neighborhoods. With the creation and adoption of the Downtown Master Plan in 2009, the recent focus on the East End neighborhood through the "Twilight of a Neighborhood" project and the announcement of upcoming re-development projects, there is a convergence of community interest and investment in Eagle-Market neighborhood, commonly known as The Block, and how it can be revitalized and reconnected to the surrounding neighborhoods.

Taken together with the neighboring Pack Square, Asheville Art Museum and the Diane Wortham Theater, The Block will play a central role in the development of The Performance Center in Asheville. In this extended site study, the Asheville Design Center (ADC) proposes to consider a project area beyond the limits of The Performance Center site to the surrounding community. The goal of this expanded site study is to explore opportunities that integrate the facilities and services provided on The Performance Center's site with future nearby development.

Why is this study needed?

For years, the community and local organizations have worked to re-develop areas of The Block. Unfortunately a number of factors have prevented rehabilitation and infill development from occurring. Asheville's Downtown Master Plan fully recommends The Performance Center, noting its role and impact on the downtown cultural arts district and future Eagle-Market District redevelopment initiatives. The plan also paints a vision for a re-developed "Valley Street" that re-connects The Block to the East End Neighborhood. The plan stresses the importance of coordinating master planning efforts among all of the key organizations in The Block.

As properties are largely owned by a few individual entities eager to redevelop, it is essential that their intentions be well coordinated in order to achieve a vital urban realm with appropriate scale, character and sense of place. Today, there are several developments being pursued: Mt. Zion is working to rehabilitate their beautiful warehouse buildings, Eagle Market Streets Development Corporation (EMSDC) is working with Mountain Housing Opportunities to bring affordable housing and mixed use spaces to their buildings, the Asheville Art Museum is working to expand its facilities and the Performance Center is working to fit a performance hall and associated facilities in the parking lot next to the City Building.

Each of these projects has gone through years, if not decades, of consideration. Both Mt. Zion and EMSDC have worked for years to make their visions a reality. The Performance Center organization has evaluated 16 sites in the downtown area over the past 10 years. More importantly, there is an unprecedented level of coordination in the district. The success of each project will support the success of the others.

What is this document about?

ADC was asked by The Performance Center and CJMW Architecture to conduct an "expanded site study" of the area surrounding The Performance Center's selected development site (currently a parking lot for city employees on Marjorie Street). In this extended site study, ADC proposes to explore opportunities that potentially integrate the facilities and services provided on The Performance Center site with future nearby development. Some guiding questions that the team has used are:

- How does the larger Eagle-Market District inform the design of The Performance Center?
- How can The Performance Center be an asset to the district in terms of design, accessibility and connectivity?
- What opportunities are there to improve connections between key places within the district?
- What opportunities are there to re-knit the district to the surrounding neighborhoods (both in downtown and East End) and through development attempt to repair some of the damage done by Urban Renewal?



What is the Asheville Design Center?

The Asheville Design Center is an independent nonprofit organization that engages Western North Carolina in creative design that promotes thriving, equitable and healthy communities. ADC offers a multi-disciplinary team of volunteer design professionals, including: architects, planners, landscape architects, engineers, urban designers and health experts. ADC is located in downtown Asheville with a public storefront at 8 College Street.

www.ashevilledesigncenter.org

2 Section Two Public Outreach

Community Design: Why ADC is Involved

As a community-based design organization, ADC is committed to conducting this study for the benefit of The Block and the greater Asheville community. Although we were recruited to this effort by The Performance Center, it was with the understanding that we carry out this work with the community's interests at heart.

This study creates a foundation of information and analysis by designers that can guide current projects and be used over the coming years as a reference document. Most importantly, it is intended to set the stage for citizen input – especially those who are historically connected to The Block. What would you like to see happen? What are the most important elements as development proceeds?

Design is the expression of a community's vision for change. Our design process encourages community groups to set goals and work together to achieve them. By celebrating small victories along the way, community members are empowered to become stakeholders and to pursue larger long-term goals.

To come up with holistic design ideas for The Block that honor its history and importance in Asheville, ADC engaged property owners, city staff, area designers and the general community in an examination and analysis of the district as a whole. We actively communicated with a number of community-based organizations in the area to build understanding of our mutual goals and to discuss how we can work together to coordinate our planning.

To help coordinate the project's design and development strategies with accompanying development projects and community desires for revitalization of The Block, ADC set goals for community outreach:

- to educate surrounding community members (including those from the East End Neighborhood), organizations, designers, city officials and others about the many development projects happening in The Block,
- to gather community input on The Performance Center as well as the other development projects,
- to allow for coordination among the other development projects' outreach efforts and community input sessions, and
- to use combined community input for all development projects to inform a set of coordinated design ideas for The Block.

To accomplish these goals, ADC created a task force, which included volunteer architects, landscape architects and planners, as well as representatives from each development project, community organizations within The Block, the City of Asheville, and other community members. This task force worked with the design ideas of The Performance Center, Eagle Market Streets Development Corporation, Mt. Zion Missionary Baptist Church and the Asheville Art Museum to come up with coordinated design plans for The Block.

ADC also coordinated several community workshops during which the task force gathered input about The Block's revitalization strategies from local residents and business owners. Throughout the fall of 2010, ADC hosted several community workshops. These workshops were held with the specific goal of educating the public about The Performance Center project, in addition to the other project that will contribute to the revitalization of The Block. In each meeting ADC acted as a liaison between community members and the project management team.

Workshops were held with the East End community, The Block community members and business owners, Asheville City officials, and the general public. Meetings were hosted at the Grove Arcade, the East End/Valley Street Neighborhood Association, Asheville Design Center, and YMI Cultural Center. The final meeting, held at the YMI Cultural Center, invited the entire Asheville community to a public input session concerning all projects within The Block, including those of Eagle Market Streets Development Corporation, Mt. Zion Missionary Baptist Church, the Asheville Art Museum, and the Performance Center in Asheville.



Timeline of Public Outreach Events

September 9

Meeting with East End Community

ADC draft presentation at East End neighborhood meeting
Location: St. Matthias Church
1 Dundee Street east of South Charlotte

September 21

Meeting with General Public at ADC

ADC raft review
Location: Asheville Design Center, 8 College Street

September 30

Meeting with the Block and surrounding community at YMI

ADC draft/PAC draft materials presentation
Location: YMI, 39. S. Market St. (first floor drug store)

October 7

Meeting with City Officials, etc.

Performance Center Program Review Session
Location: Asheville Design Center, 8 College Street

October 21

Finale meeting at YMI

Community event with EMSD, Mt. Zion, PAC & ADC
Location: YMI, 39. S. Market St. (Ray Auditorium)

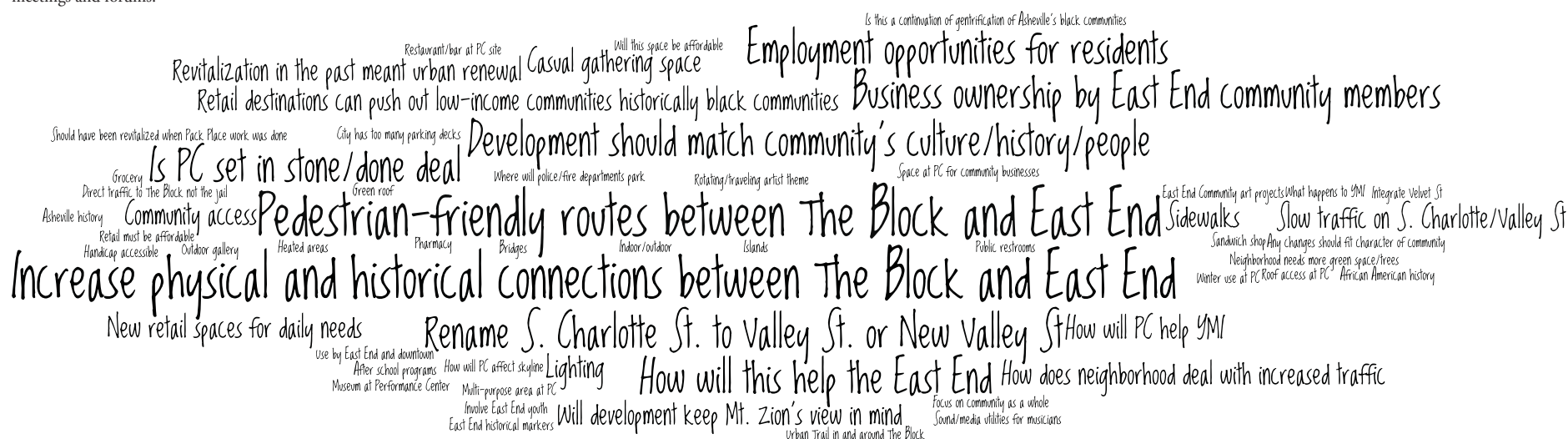
ADC would like to sincerely thank the East End Neighborhood Association and the YMI Cultural Center for hosting community outreach events.

Workshop Results

There are many reasons to hold workshops with community members. Many times it is to educate the public, gather information from local stakeholders or increase enthusiasm about upcoming community projects. The community workshops held around the revitalization of The Block proved to be educational on all fronts. They successfully spread the word about the projects proposed within the district and they allowed the community to provide feedback. The communities of The Block and the East End neighborhoods expressed the need for all projects to honor and preserve the deep history of the once-united communities. They also came up with many new ideas about ways The Performance Center could help honor that history and serve as a tool to link the two communities once again. Internally, the workshops allowed for increased coordination among all the projects in the way they responded to the community's questions and ideas. The community workshops successfully opened communication between the community and project developers, setting the stage for future meetings and forums.

Wordle

Wordle is an online tool for generating "word clouds" from text. The Wordle cloud gives greater prominence to words that appear more frequently in the text. For purposes of this report, we provided Wordle with the comments taken from all the community workshops and public outreach meetings held by ADC concerning revitalization of The Block. Wordle created this word cloud, which includes all the comments, but also demonstrates which comments were heard the most throughout the meetings. This is a useful tool to demonstrate what questions or challenges are most prominent in the minds of the community. You may find out more about Wordle at www.wordle.net.



Community Design Considerations

Comments and ideas collected over the summer public outreach meetings involve direct physical improvements on the urban landscape. The ADC design team has attached these comments to a plan-view diagram to show how this collection of community-based ideas can result in the foundation of a coordinated urban design effort. Comments are categorized in two sections: those specifically relevant to individual development sites, chiefly the Performance Center, and those of a more general, district-wide relevance.

Site-Specific

EMSDC

- Like the idea of the playground across the street.
- Like the Del Cardo is being restored; Glad that you will treat Del Cardo as historic property.
- Can you include more commercial?
- Like the idea of the townhomes on Market Street.

PAC

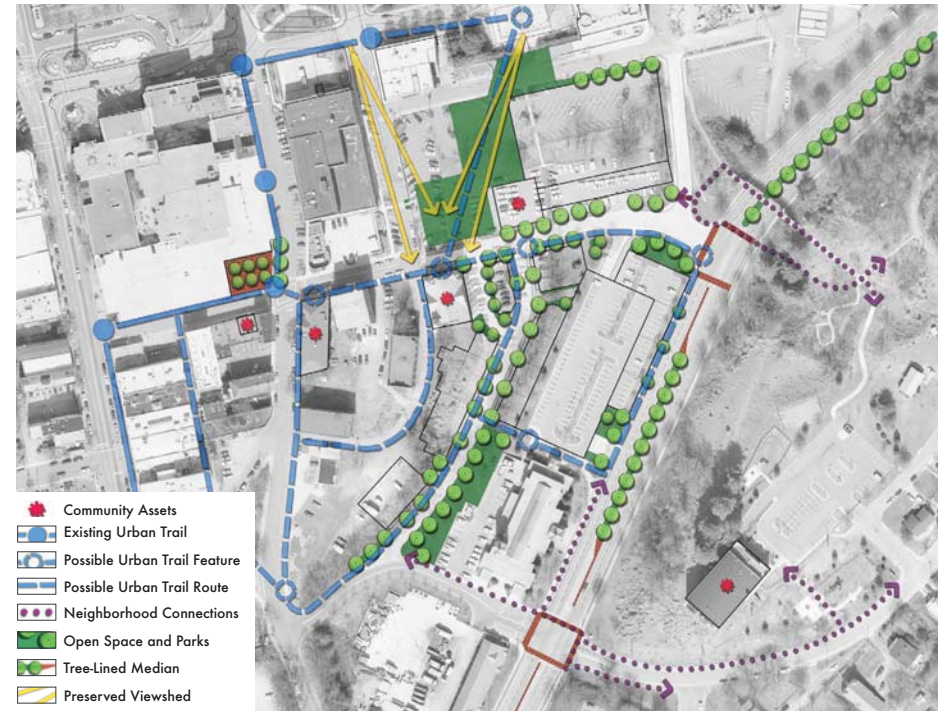
- Orientation of the theater and lobby is very good, as it doesn't have its back to the Block or the Pack Square Park.
- Possible outdoor gallery space/ Public restrooms
- Bridges – high bridge designs to link the Block over/ through PAC to Pack Square Park.
- Exterior Massing of PAC stage portion. What will this look like? How High (to mid section of City Hall?).
- Roof access on top of PAC? Green Roof? Area for restaurant/bar usage?
- Multi-Purpose portion of building. Community access for this area? Casual gathering space with sound/media utilities for bands and musicians. Music could attract people to this area.
- Winter use? Both indoor and outdoor? Heated areas?
- The park above the parking structure connected to both Eagle Street and the big park to the north is good, especially with its access to the multipurpose space and the big theater lobby.

Mt. Zion

- Will the development keep Mt. Zion's view in mind when planning the spaces in front of and surrounding the church?
- Would like to see Spruce Street reopened to the neighborhood.
- Glad you are planning to save the historic buildings on the Mt. Zion property.

District-Wide

- Create pedestrian connections to the East End.
- Change Charlotte Street name back to Valley.
- History is important. Look carefully at neighborhood precedents.
- Music venue concept for Velvet Street is strong; re-opening Velvet Street is good idea.
- Like the idea of lots of community space
- Development of more detailed, organized "Urban Trail" tied into The Block and surrounding area that would be well mapped, and connecting different and dynamic areas of downtown
- Pedestrian friendly routes in the Block area, connecting to East End neighborhood.
- Historical placards in the East End neighborhood as a means to reclaim the history of area damaged by Urban Renewal.
- Pedestrian friendly access from East End to the Block: build islands, crosswalks, bridges, etc... along Valley St. to slow traffic
- Improve existing bridge by tying new spur to direct people to the Block rather than the back of the jail. Handicap accessible. Lights for evening pedestrians.
- Retail space should include uses such as grocery, pharmacy, sandwich shops, and other daily needs establishments that could be owned, employed, and utilized by the East End neighborhood as well as downtown
- Where will the City police/fire Departments park?
- Our neighborhood has real need for more green space, trees!



Community-Based Diagram

The map shows how current design and development schemes address these comments and ideas given directly from the community. It also shows more opportunities to bring these comments and ideas to life. These include:

- Protecting views of Mt. Zion Church
- Extending the Urban Trail from downtown into The Block and connecting to the East End. (A variety of pedestrian pathways and come sites for historic markers are identified. More are possible and should be explored with the community.)
- Providing ample parking for the area, with opportunities for more local businesses, in the form of a moderate scaled parking deck lined with retail.
- Create pedestrian friendly connections across Charlotte Street, specifically at the Beaumont and Eagle Street intersections. (This map shows a tree-lined median to improve safety and pedestrian comfort).
- The addition of more indoor and outdoor community space in the Performance Center site.
- Bringing back Velvet Street, with housing, retail and entertainment
- Provision of more green spaces, walkways and trees.

Messages from Project Leaders

Eagle Market Streets Development Corporation:

We want the community to know that we have met with most of the adjacent property owners, and we have signed a Memorandum of Agreement with them, pledging our commitment along with Mountain Housing Opportunities, Inc. toward revitalization of the Eagle Market Streets District/The Block. We have plans in the very near future to meet with the East End/Valley Street Neighborhood Association to discuss EMSDC's project. We also want the public to know that a schedule for public outreach has been created and we plan to continue communication with the community over the lifetime of the project.

Stephanie Twitty,
President & CEO
Eagle Market Streets Development Corporation
70 South Market Street
Asheville, NC 28801
828-281-1227
stephanie@eaglemarketsts.net
www.eaglemarketsts.net

The Performance Center in Asheville:

Reaching out to all who are interested in participating in the design process is key to the success of The Performance Center. The project's focus in this period is on program verification: giving both design team members and community participants time to analyze the site, addressing key program needs and planning the center as a dynamic mixed-use development. Ongoing community outreach is recognized as integral to success and that includes both community meetings and informal dialogue. As the project moves forward emphasis will remain on future development of The Block area and the opportunities for connection of Eagle Street south of the property to Pack Square Park at the north. The end result will lead both to successful community building and to significant growth in the region's creative economy.

James Baudoin
Executive Director and Project Manager
The Performance Center in Asheville
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Asheville Art Museum:

As the proposed revitalization of The Block will bring new vision and prosperity to the Eagle/Market Street area, the Museum's expansion will anchor the Downtown cultural district and support for profit and non-profit partners in the city and the region. It will be a celebration of the human creative spirit, creating an art filled center for life-long learning and a gathering place for the community. The new facilities will host world-class exhibitions and public programs and include additional collection, education and exhibition spaces. The new Asheville Art Museum will be a place of inspiration that creates opportunities for deeper engagement with residents and visitors of all ages.

Ms. Pamela Myers
Asheville Art Museum
828-253-3227
mailbox@ashevilleart.org
www.ashevilleart.org

Mt. Zion Missionary Baptist Church:

Throughout the years of its outreach process, Mt. Zion has addressed lots of the community's concerns and desires and plan to address these issues in several ways. They specifically address the questions about what will happen to the African American community by making sure that the ownership of all Mt. Zion's properties will stay within the ownership of the church. The rental lofts will be affordable and will help to mix the incomes of the community. The programming the new development structures will be directed to the existing and surrounding (E. End) community to attract minorities and promote diverse uses. For example, they are including a wellness center for community use, a church classroom space that will also be used for other/existing Mt. Zion programs. They are also including space for the HUB Academy ("Historically Underutilized Businesses"), which will train local/minority business owners in the construction fields to be competitive with established business so that they can actually help build the projects and developments in the Block. These things are important to note in that they are much different than the original ideas. Today, the plans are to keep ownership by the church and reflect much community feedback.

Dr. John Grant,
Mt. Zion Missionary Baptist Church
jobeko@bellsouth.net



Next Steps / Further Input

Over the next several months the many organizations will be in contact about the progress of each development project. Future community workshops may be planned to encourage the public to comment on new ideas or progress in design and development. In the meantime, however, we invite you to contact the project team leaders with any questions or comments you may have. The Asheville Design Center is also available to answer questions or take comments. Please contact:



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3

Section Three History + Culture



The YMI, unknown date.



Check Out the Appendix on Page 72

Historic and Cultural Resources

Links to research, Andrea Clark's photos, Sanborn maps, Urban Renewal records and other useful resources to learn more about the rich history and culture of the Block and the East End Neighborhood.

The Block is a culturally, emotionally and historically rich area in downtown Asheville. The African-American heritage of this district offers an empowering message of rising from the restraints of enslavement to become one of the most economically viable African-American communities in the entire country. It will do so again. The dynamic history of the area has created a valuable and rewarding experience for those who remember, and those who visit now.

Early History

The history of Asheville itself is tightly interwoven with The Block. In 1800, a village on what is now known as Pack Square was home to 38 white settlers and 13 enslaved African Americans. The construction of the railroad opened this once remote village to the rest of the country, as visitors flocked to the mountains for "health treatments." This influx of activity in the region created a need for service work—a need met primarily by African-American laborers.

Prior to the Civil War, the Eagle Hotel, located on what is now Biltmore Avenue, relied on slave labor to serve those housed in quarters located within The Block. During the same period, slave houses for "The Henrietta," a large estate on Biltmore Avenue, were located on the former Velvet Street. In 1886, those homes were bought by Isaac Dickson, an African American businessman and educator elected to Asheville's first school board, who then rented the homes to individuals within the community. Dickson was among a number of African-American leaders responsible for engendering a community and culture that was deeply rooted in the churches, schools, businesses, and homes of the city's African-American population.

In 1891, a group of local prominent African-Americans sought to create a community space in the model of a YMCA – a first for Asheville and the nation. One of the men, Edward S. Stephens, established a relationship with George Vanderbilt and approached him with a business proposal. Vanderbilt was convinced by the idea and in 1893 invested \$32,000 in what came to be known as the Young Men's Institute, a cornerstone of culture and self-sufficiency in the community. YMI offered retail space in its ground floor space that housed doctors, a drug store, and educational facilities – a kindergarten, night school, and reading room.



Isaac Dickson (left) and nephew, James Wilson (right) standing in front of Mr. Dickson's home on 133 Valley Street in the late 1800's.



The Guardian Angel, Scribner's Magazine, 1887.

At the turn of the century, the area was bustling with activity. The neighborhood, like the YMI, was a self-sufficient community due to the close-knit web of businesses and homes. Not only was economic activity flourishing, there were also many cultural projects that empowered the community: hospitals were started; newspapers were founded; new schools were opened; a community was built. All of these ventures were initiated by individuals and groups within the neighborhood.

The Great Depression

The Great Depression, which began in 1929 and lasted into the 1930's, severely impacted Asheville and The Block because of its service-based economy. Even during these trying times, the resiliency of the community solidified as residents became even more self-sufficient, growing their own food and helping one another with basic needs.

From an outsider's point of view, the neighborhood never entirely recovered from those hard economic times. Housing had been degraded, but the people and their community ties had grown stronger through the trials. During the late 1930's and into the 1950's, The Block continued to be a beacon of community activity and liveliness. Juke Joints were popular and the area became a hot spot for locals. People flocked from all over to see big names such as Louis Armstrong and James Brown.



Catholic Hill Street Building, 1902, housed the African American elementary school.



Candy Land was an African American owned business located at 51 Eagle Street. This picture was taken around 1930.

1960-Present

The 1960's was a turbulent time for all Americans, and Asheville's African American community was no exception. The Block had been an inward looking community, based on self-sufficiency, and in many ways sheltered from the brutality of racism in everyday life. Neighborhood residents received quality services and education through their own initiative. Businesses and churches supported the community and, in turn, the community supported them.

With integration, however, the community found itself unprepared for the cultural transition. African-American high school students from Stephens-Lee were integrated into the white high school, but no attempts were made to retain any of their history or culture. The African-Americans were now able to shop at previously white-only establishments, but merchants on The Block had difficulty attracting new business from white shoppers.

At the same time, Asheville was one of many cities across the United States that participated in Urban Renewal, part of a national effort during the 1950's through the 1970's to improve so-called "blighted" areas of cities. The East End/Valley Street neighborhood was one such neighborhood targeted during this period, devastating a thriving community and leaving scars that remain today. Connections between The Block and the surrounding communities were severed and the once-vibrant sense of community that defined The Block was lost.



View of "Dixon Town" and city from St. Matthias Episcopal Church, date unknown.

The 1980's signaled more hard times for most of Downtown Asheville as suburbanization took hold and retail activity moved to the malls. Many buildings were boarded up and The Block fared no better. The YMI, once the cornerstone of the community, had fallen into such disrepair that it was closed for much of that decade. Starting in the early 1990's, revitalization efforts sparked new investment in the Downtown area, as Asheville reclaimed its reputation as a tourist destination. Almost every district has experienced resurgence in the past two decades, yet The Block remains relatively untouched by this new investment in Asheville's Downtown.

Currently, The Block represents a convergence of history, opportunity, and future growth. Signs of the District's historic self-sufficiency are re-emerging: a reenergized YMI Cultural Center; the revitalization plans of Mt. Zion and Eagle Market Streets Development Corporation, the proposed Performance Center. Taken together, these initiatives and future development projects present an opportunity to revisit The Block and envision a future where coordinated, compatible development will serve to catalyze reinvestment and development in the Eagle-Market District.

Development of The Block - Historic Timeline

- 1800 – The Block is a Village with 38 white settlers, 13 African-American slaves
- Pre Civil War – Eagle Hotel built near Biltmore Ave, using African-Americans who lived nearby in the Block
- Mid 1800s – Homes built in The Block for African Americans building "The Henrietta" estate
- 1880 – Mt. Zion Missionary Baptist Church founded
- 1886 – Block homes purchased by Isaac Dickson and were rented to surrounding community members
- 1893 – George Vanderbilt invested \$32,000 for the Young Men's Institute (YMI), offering retail space and educational facilities. YMI became the cornerstone of culture and the community's self-sufficiency.
- 1919 – Mt. Zion Missionary Baptist Church constructed on Eagle St.
- 1930s – Great Depression brought hard economic times to Asheville and The Block
- 1930s-1950s – Despite hard times, The Block continued to develop and exist as a beacon of community
- 1960s – Urban Renewal removed "blight" and largely destroyed The Block and East End Community (once connected, now separated); Valley Street was changed to South Charlotte Street and Velvet Street was removed
- 1980 – YMI takes on role as a cultural center
- Today – The Block is a monument of history and is re-energized with development activities from YMI Cultural Center, Mt. Zion Missionary Baptist Church, Eagle Market Street Development Corporation, and other local business leaders.



1901 Development Pattern

In the early 1900's the YMI building and Mt. Zion Church were surrounded by sparse development, mostly homes. Biltmore Avenue was well established. Clusters of homes existed near Sycamore and Market as well as the eastern end of Eagle.

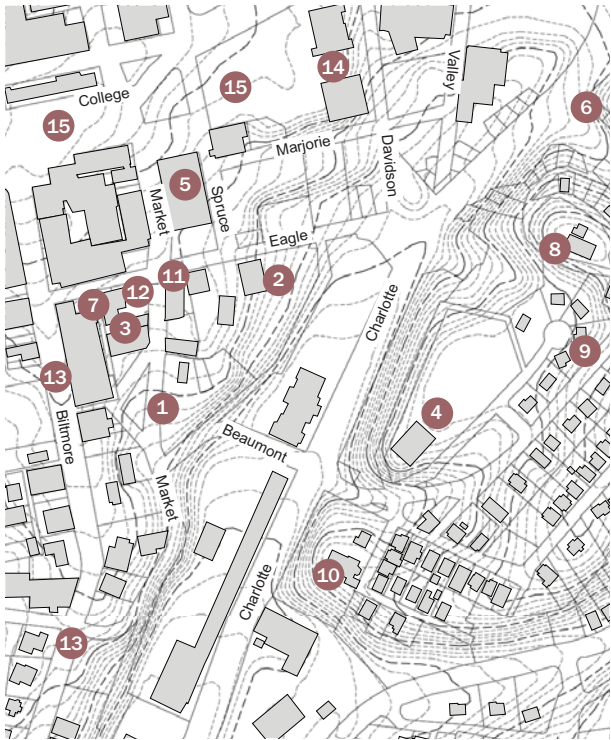


1913 Development Pattern

In this era an open stream ran between Valley and Market streets. Clusters of small homes existed and the street pattern was significantly different.

4 Section Four Key Places

There are a number of “key places” within the East End and The Block. These places range from social centers and architectural gems to parks and roads. These key places serve as visual, social and cultural connections to the neighborhood. They also contribute to the sense of place within the neighborhood. Some of these places are old and compose the traditional backbone of the neighborhood while others are new. Though not typically associated with The Block, these new structures significantly impact the historic nature of the neighborhood as well as its future progression.



1 Triangle Park

Triangle Park, located at the intersection of Sycamore Street, South Market Street and Spruce Street extension, is the only designated park within The Block. It is the closest public park to Pack Square Park. The space, triangular in nature, is walled on two sides with little vegetation. Triangle Park has been a major gathering spot for years and, with a majority of the space out of view from adjacent buildings and pedestrians, it frequently plays host to illicit activities within the neighborhood.

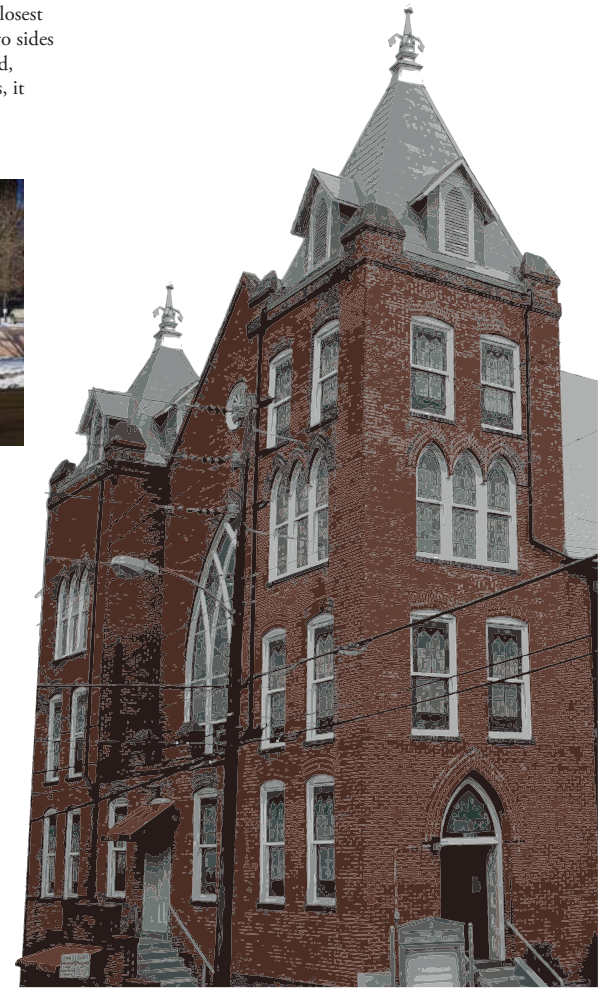


Triangle Park in winter. View looking west.

2 Mt. Zion Missionary Baptist Church

Mt. Zion Church has been the cornerstone of The Block, serving as both a religious and social landmark for the neighborhood. Mt. Zion is still a very active church. Located directly behind the fire station, the Victorian Gothic church is a prominent visual landmark as its steeple is seen throughout the East End neighborhood.

Mt. Zion Church is a significant district landmark and community gathering place.





3 African-American Masonic Temple

The earliest of brick buildings situated in the mid-block of South Market Street has always stood as a major social center within The Block. In recent years it has been renovated to operate as a restaurant. This building's rehabilitation alone has become a catalyst for further redevelopment within the neighborhood.



4 Stephens-Lee Recreation Center

Formally the largest and only school for African Americans in the Western North Carolina, the campus moved during years of integration and has since served as a recreation center. The building is located on a large knoll within the East End and is considered an important social institution of the neighborhood.



5 Asheville Fire and Police Station

Built in 1925 the AFD/APD station sits on S. Market Street and fronts Pack Square Park. The station turns its back to the YMI building and remaining portions of The Block. The building serves much of the downtown core and has constant vehicular traffic.



6 Martin Luther King Ball Park

Martin Luther King Ball Park provides the only public ballpark in the East End neighborhood. This field supports local sporting events and numerous popular festivals.



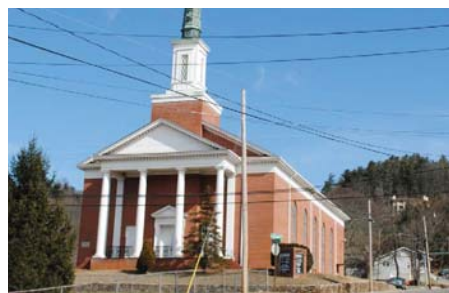
7 Wilson Building

Built in 1924, the Wilson Building has long been a landmark on Eagle Street. It recently has been converted into two popular restaurants that help draw visitors into the neighborhood.



8 Calvary Presbyterian Church

Calvary Presbyterian Church is a center for religious activities in the East End neighborhood. The church is located on Circle Street and serves as a community hub of the neighborhood.



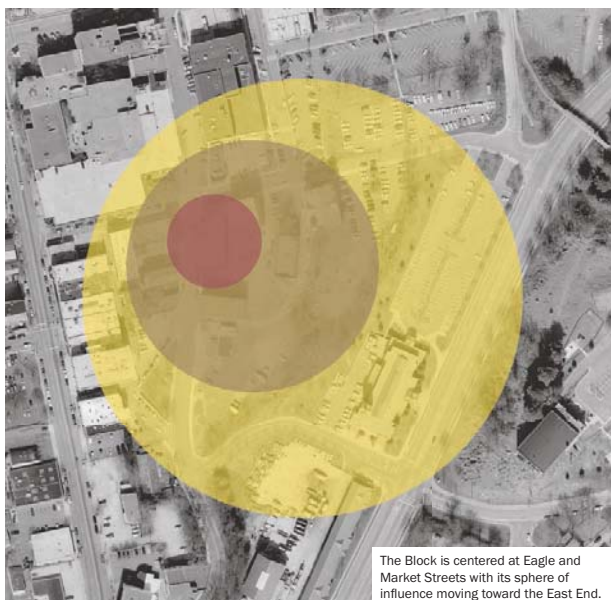
9 Nazareth First Baptist Church

Nazareth First Baptist Church is another major place for religious activities in the East End neighborhood. The church is located on MLK Boulevard and has long served as a community center of the neighborhood.



10 St. Matthias Church

Built in 1894, St. Matthias has served the community as an Episcopal Church. The church is located on one of the highest points in the East End and overlooks downtown from the south.



Check Out the Appendix on Page 72

Property Information Inventory

Learn more about some of the key places described here. Ownership and historic information is listed in one place with a handy reference map.



11 YMI Cultural Center

Located on the southeast corner of Eagle Street and South Market Street, the YMI Center (Young Men's Institute) was built just prior to the turn of the Century and was commissioned by George W. Vanderbilt. In the past, the facility served as a social center for African-Americans workers of the Biltmore Estate. Today the YMI is the cultural center for The Block and East End neighborhood. Its architecture was designed by Richard Sharp Smith and resembles the architecture throughout historic Biltmore Village.



12 Del Cardo Building

Together with the YMI Center, the Del Cardo Building defines the intersection of Eagle Street and South Market Street. It is one of the first buildings seen when traveling down South Market Street. It has very distinct architecture and once served as a major commercial site in the neighborhood.





13 Biltmore Avenue

Biltmore Avenue is a major commercial street that flanks the west side of The Block. Buildings that front the east side of Biltmore Avenue have their service entrances facing out onto Wilson Alley and South Market Street. Due to the elevation change, the backsides of these buildings end up framing The Block with three-story walls, fire escapes and dumpsters.



14 Asheville Municipal Buildings

The Buncombe County Courthouse and City Hall anchor Pack Square Park and overlook The Block. These buildings are major architectural icons of the city and are important landmarks in the center of downtown.



15 Pack Square Park

Pack Square has always served as the central commercial district of Asheville. The park extends from Biltmore Avenue to the City Hall and County Courthouse, crossing S. Market Street and Spruce Streets (major entrance streets to The Block) and is bordered by College Street and South Pack Square. In 2010, Pack Square was reopened after a significant infrastructure and layout rehabilitation. The park consists of water features, greater pedestrian routes and performance spaces.



Renderings courtesy of Pack Square Conservancy.

KEY PLACES

5 Section Five Site Analysis

The site analysis is the core of this document. Without a thorough understanding of the existing conditions in The Block and surrounding areas, no single development can be designed to appropriately fit its surrounding context. In this case, the Performance Center site, and others, must take into consideration numerous aspects of the community in which it is located.

In our expanded site analysis, we investigate the following aspects of the built environment:

- Movement and access: how automobiles, pedestrians, bikes and other transportation modes move around the area, as well as how the area allows them to move
- The general amount and types of parking available
- Land use and activity areas: what are the sites currently used for and where does street life exist now
- Views and landmarks: scenes to be preserved that provide a sense of place and unique features that attract people and activity
- Gateways, nodes and edges: design features of an area that define its urban form
- Parks and open space patterns, especially Pack Square Park and Triangle Park
- Topography, hydrology and MSD lines: important natural features and infrastructure

A. Movement and Access

Streets

The Block is enveloped by three primary streets, Biltmore Avenue, S. Charlotte Street and College Avenue. S. Market Street cuts through the site terminating at Biltmore Avenue. S. Market Street is a main pedestrian connection to Pack Square Park, it is one way for emergency vehicle purposes. The most recognized pedestrian access into The Block is via Eagle Street. This narrow street with significant grade change connects busy Biltmore Avenue with S. Charlotte Street and intersects with S. Market Street. Off Eagle Street there are a few alleyways that receive little vehicular traffic.

Pedestrian Infrastructure

Much of The Block has a continuous sidewalk system. The sidewalks generally are in good condition yet many are narrow, which makes the steep slope areas difficult to traverse. The sidewalks on Eagle Street and around the Triangle Park area are likely the most traveled. Spruce Street and S. Market Street are the main pedestrian access routes to Pack Square Park.

Bicycle Routes According To Master Plan

Biltmore Avenue is the most popular bicycle route and has shared lane markers. S. Charlotte Street has a dedicated bicycle lane. All streets connecting them are shared roadways that are on steeper street sections.

Transit Service

Transit service is available only along Biltmore Avenue and around Pack Square Park and College Avenue. There is limited transit service linking the East End Neighborhood to downtown. There are few bus stops around The Block, forcing pedestrians to travel up steep sidewalks in many cases.

Emergency Routes

The Asheville Fire Department and Police Department headquarters are located on S. Pack Square/Court Plaza extension, between Market Street and Spruce Street. Emergency vehicles travel on the primary streets a majority of the time. There is however one major route for emergency vehicles that extends through The Block on S. Market Street. Though this route cuts through the heart of The Block it is seldom used by the larger emergency vehicles during an emergency response.

Freight Travel Patterns

Due to the commercial core of Biltmore Avenue, much of the freight and loading areas are located nearer or on this street. There is a significant section of loading zones at the intersection of S. Pack Square and Biltmore Avenue. Given the primary street characteristics of S. Charlotte Street, there is also significant freight travel on this road. There are no loading zones along this street.

The Downtown Master Plan: Street Hierarchy, Bicycle Network, and Priority Pedestrian Streets Diagrams



Street Hierarchy



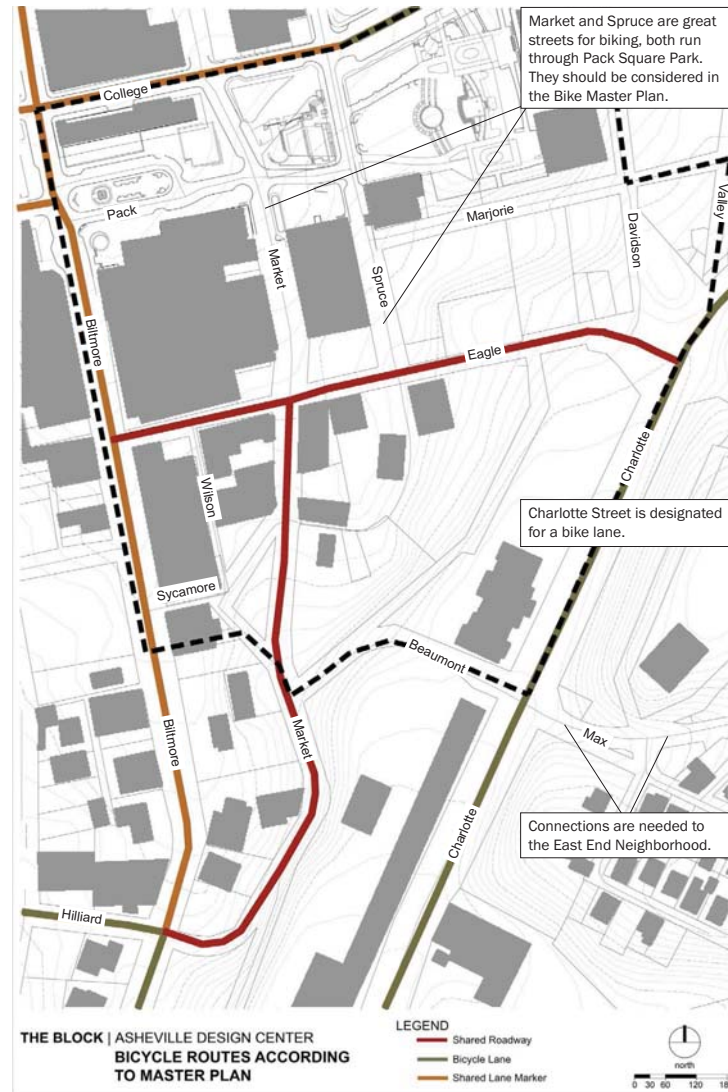
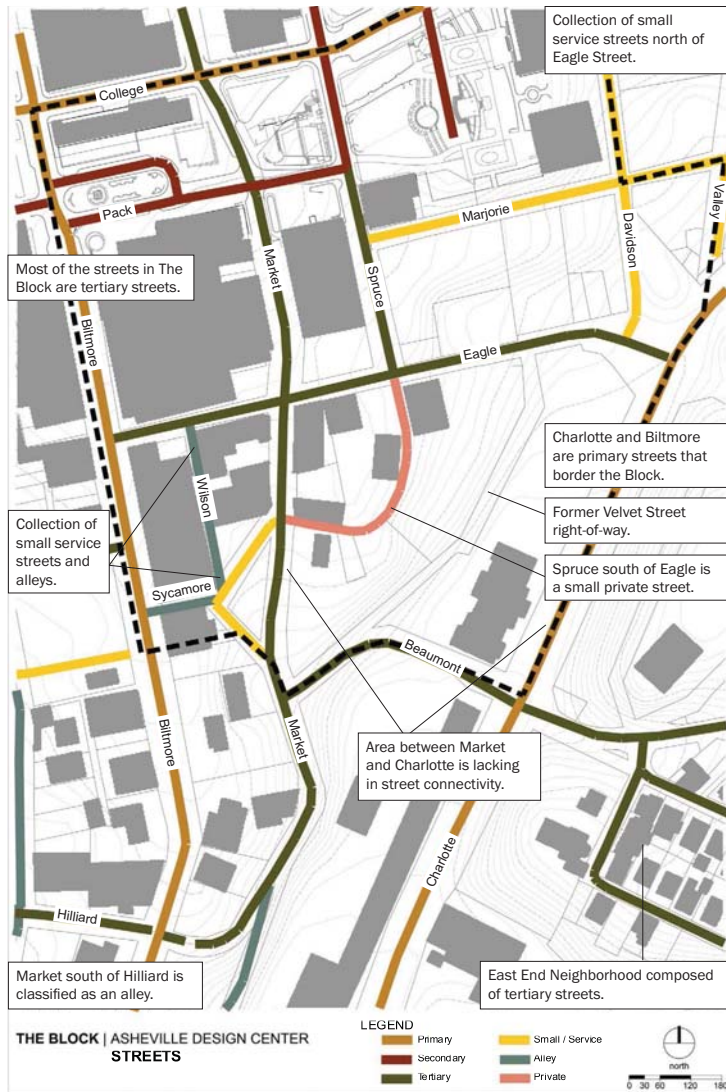
Bicycle Network



Pedestrian Priority

These diagrams illustrate the need to facilitate access choices in Downtown Asheville. According to the DMP, the Street Hierarchy "classifies Downtown streets so that Gateway Corridor and Primary streets may be enhanced with the most pedestrian—and visitor—friendly furniture" and "service streets are intended to accommodate heavier traffic, pulling such traffic from pedestrian oriented streets." ADC feels that this assessment and approach are inaccurate and misguided. We believe that "service streets" in The Block, such as Wilson Alley and Marjorie, should NOT facilitate additional automobile traffic. Furthermore, some streets in The Block are inappropriately designated as "secondary streets," such as Sycamore Alley and Spruce Street running through Mt. Zion Church. For these reasons, a closer analysis of streets in The Block is needed in lieu of the DMP.

The Bicycle Network diagram to the left illustrates the City of Asheville's 2008 Bicycle Master Plan. As with the Street Hierarchy, ADC believes that a closer analysis would better serve the district. Finally, the Priority Pedestrian Streets diagram "expands the existing [pedestrian] network to link emerging neighborhoods within Downtown." This calls for pedestrian infrastructure on Market St., Charlotte St., Beaumont St. and, most importantly, Eagle Street.



Biltmore Avenue is a busy street for cars and pedestrians.



Eagle Street is one way with sidewalks and on-street parking.



Spruce is a good street for biking.

SITE ANALYSIS



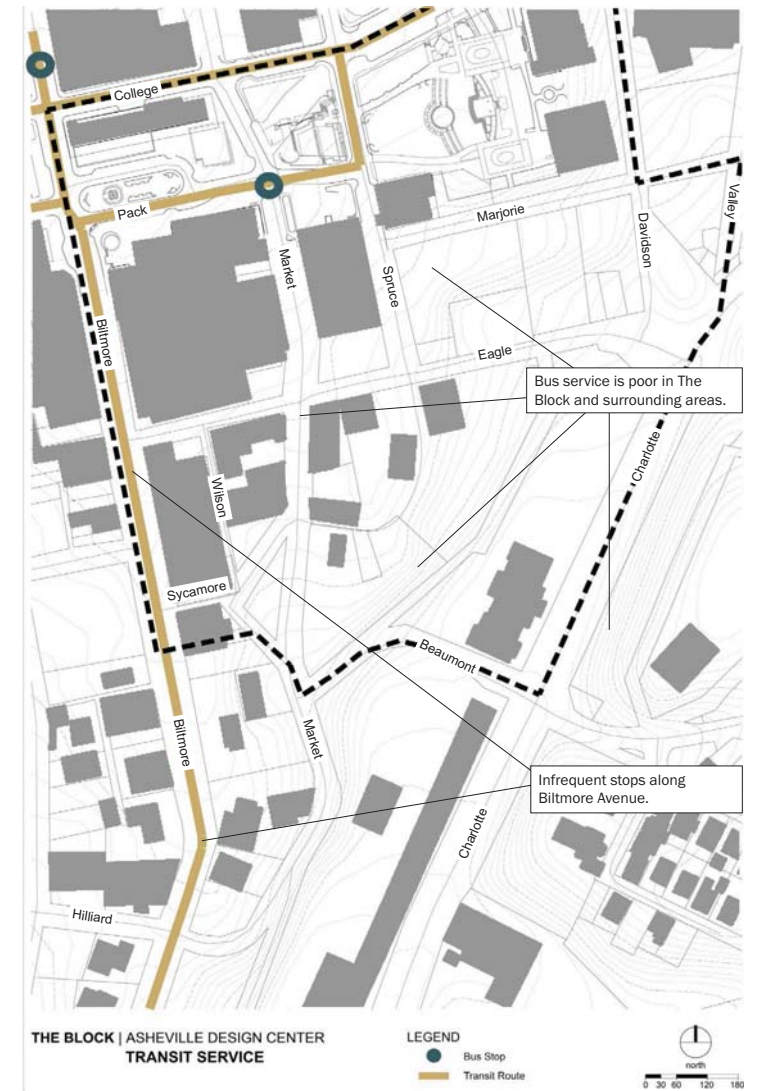
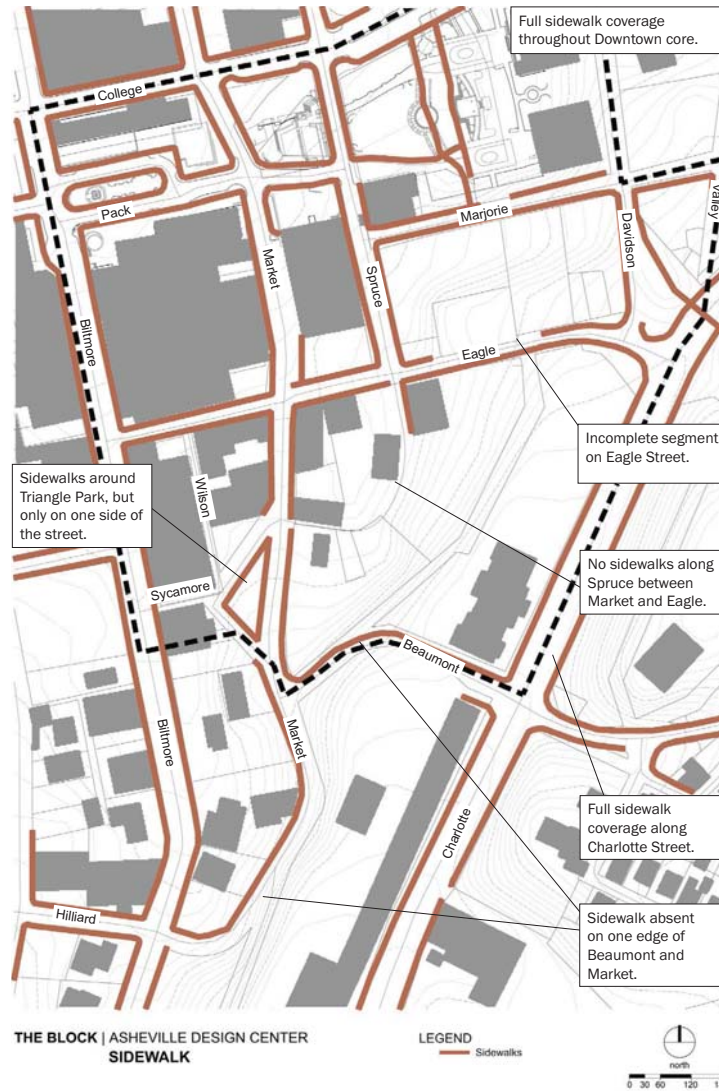
Triangle Park is surrounded by sidewalks and walkable streets (many people choose to walk in slow traffic streets like Sycamore).

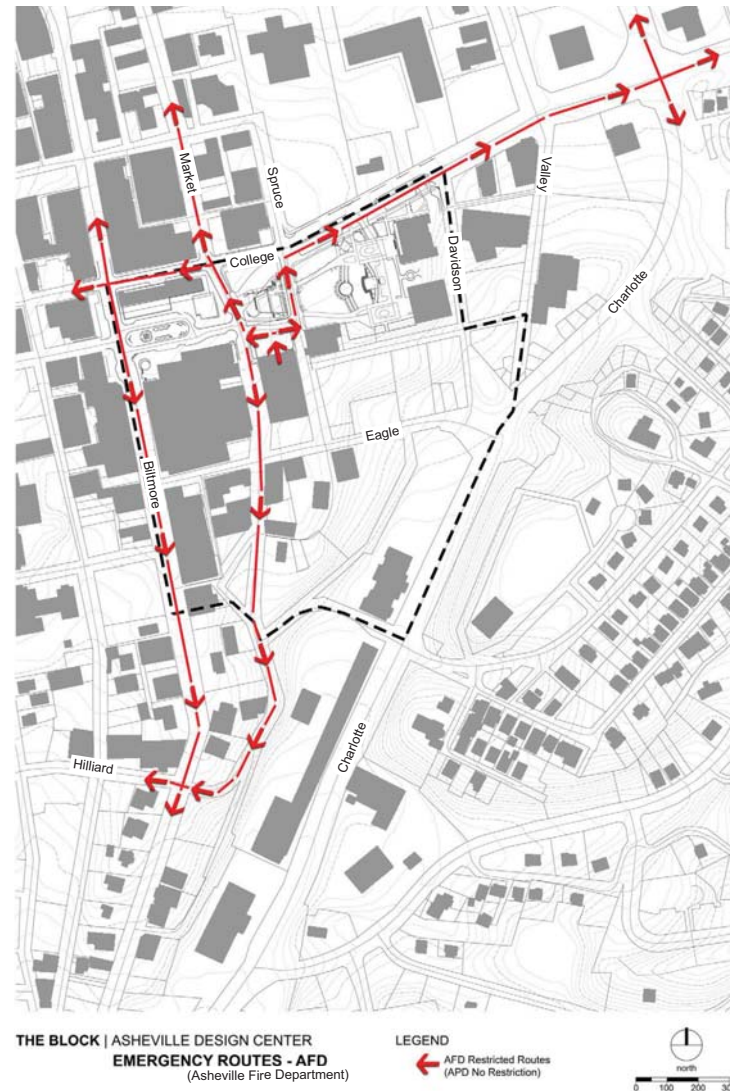
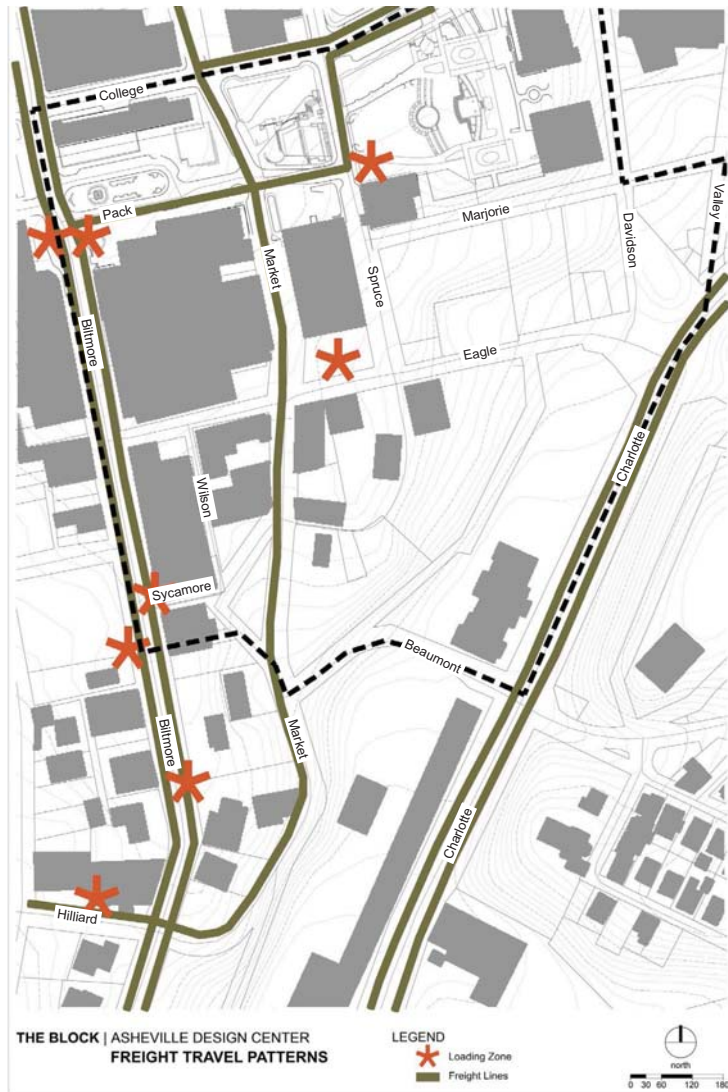


Many sidewalks are obstructed by features like this (facilities behind Fire/Police Station along Eagle Street).



Wilson Alley provides a cut-through to Triangle Park.

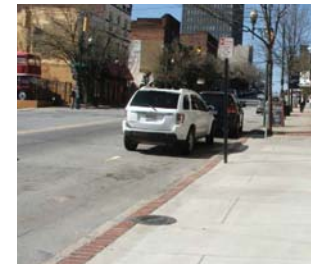




Emergency vehicles (fire and police) must move efficiently through The Block.



Market Street is wide enough for emergency vehicle movement. Most of the parking on this segment is for the Fire and Police Departments.



On-street loading zone on Biltmore. These are common in Downtown.

SITE ANALYSIS

Existing Street Cross Sections

These diagrams illustrate the variety of street types found in The Block (see map pg. 21). The sections report on the widths of travel lanes, parking lanes and sidewalks in the street right-of-way. The configuration of these elements reflects the use and design possibilities of the city's public realm.

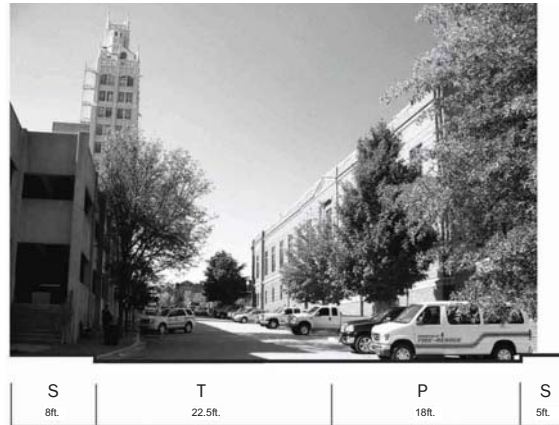
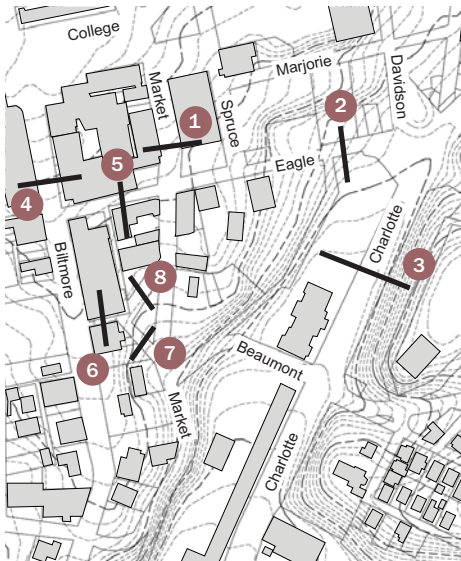
These diagrams are NOT TO SCALE.

S = Sidewalk

T = Travel Lane

P = Parking

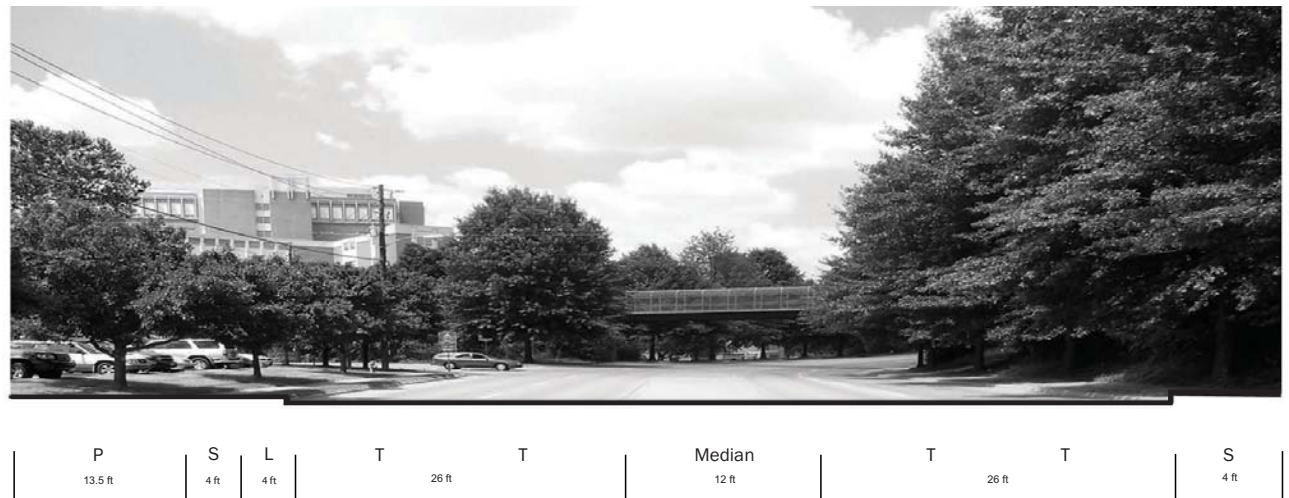
L = Landscaping Strip



1 Market Street at Eagle Street



2 Eagle Street near Davidson Street



3 Charlotte Street



S 9.5 ft	P 7 ft	T 7 ft	T 7 ft	T 12 ft	P 6 ft	S 12 ft
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4 Biltmore Avenue at Eagle Street



S 6 ft.	T 14.5 ft.	P 8 ft.	S 7 ft.	1.5	S 7 ft.
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Post

5 Eagle Street at Wilson Alley



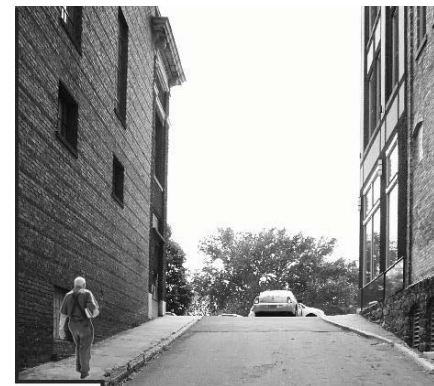
T 18 ft.	P 7 ft.	S 5 ft.
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6 Sycamore at Triangle Park



S 5 ft.	P 7.5 ft.	T 19 ft.	P gravel lot
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7 Spruce Street at Triangle Park



S 5 ft	T 20 ft
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8 Sycamore Alley at Biltmore Avenue

B. Parking

In general, Downtown Asheville has a shortage of parking spaces. The Block, on the other hand, dedicates a great deal of under-developed land to surface parking lots. The only parking deck south of Patton Ave. and Pack Square is located in The Block between Biltmore Ave. and S. Market Street. There are a number of municipal parking lots that serve the police, fire and development services departments. These include two surface lots near the bottom of Eagle St. and a large surface lot for development services on S. Charlotte St. Mt. Zion Church has two leased surface lots. There are three privately owned surface lots flanking Triangle Park. There is generous on street parking located throughout The Block, however a majority of spaces are reserved for Asheville police and fire departments.



Surface parking at Mt. Zion Church.



Vacant lot used for parking.



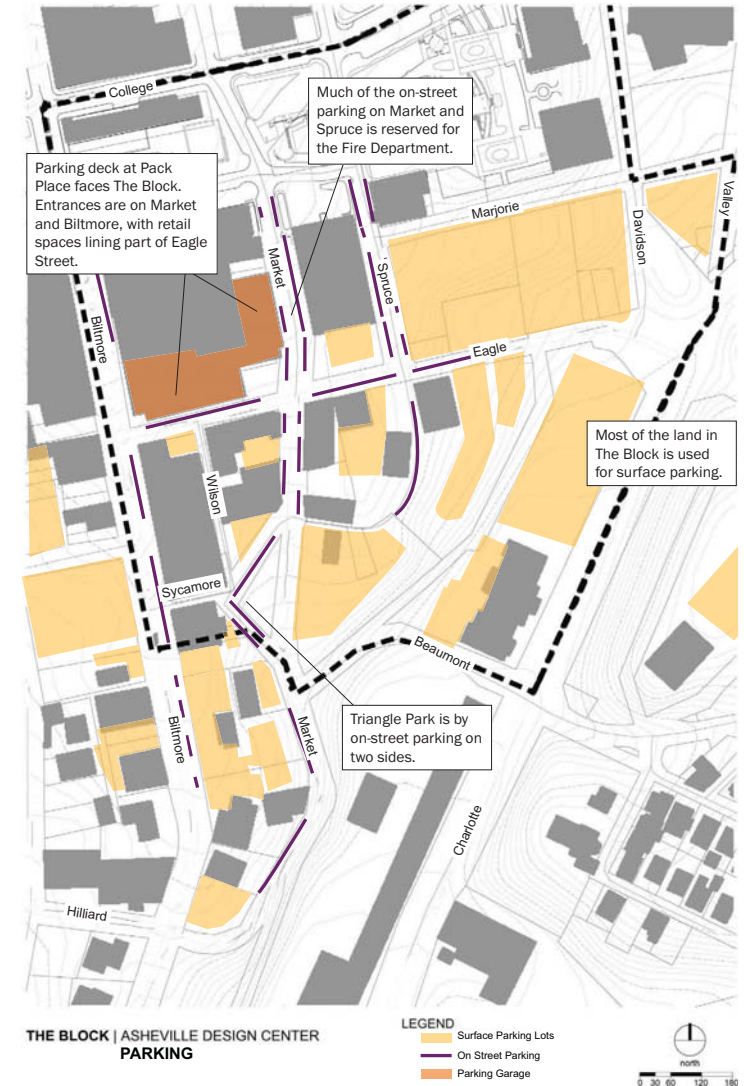
Surface parking along Eagle Street.



Surface parking lot at Public Works.



Parking garage entrance along Market.



Check Out the Appendix
on Page 72

Downtown Parking Study

The Appendix to the Downtown Master Plan provides an excellent parking study of the entire downtown area. The study was conducted by Kimley-Horn and Associates.

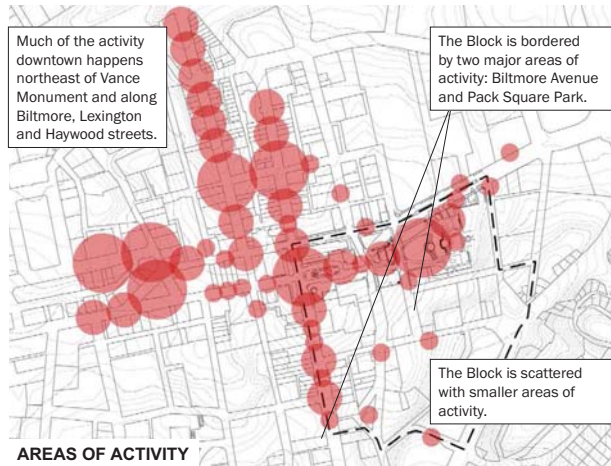


C. Land Uses

The Block is located within the Central Business District. In the map to the far right, S. Charlotte Street is dedicated to municipal entities and major public works facilities (red). The religious facilities within The Block also tend to be located nearer these municipal locations. Much of the land use character along Biltmore Avenue is commercial (brown). Mix-use parcels are organized along Biltmore Avenue and within The Block along Eagle Street. There are a few parking lots (gray) within the neighborhood, one being a parking deck and the other dedicated to City of Asheville services. There are no dedicated residential areas located specifically within The Block (yellow). A majority of residential use occurs east of The Block in the East End Neighborhood. Pack Square Park is a major public open space (olive) at the northern edge of The Block. Triangle Park on Market Street provides a smaller open space within The Block. Stephens-Lee Park in the East End neighborhood is the next closest open space.

D. Downtown Activity Areas

This is a qualitative study on local areas where there tends to be more pedestrian traffic and commercial activity. Many of the activity zones located near The Block occur along Biltmore Avenue and in Pack Square Park.



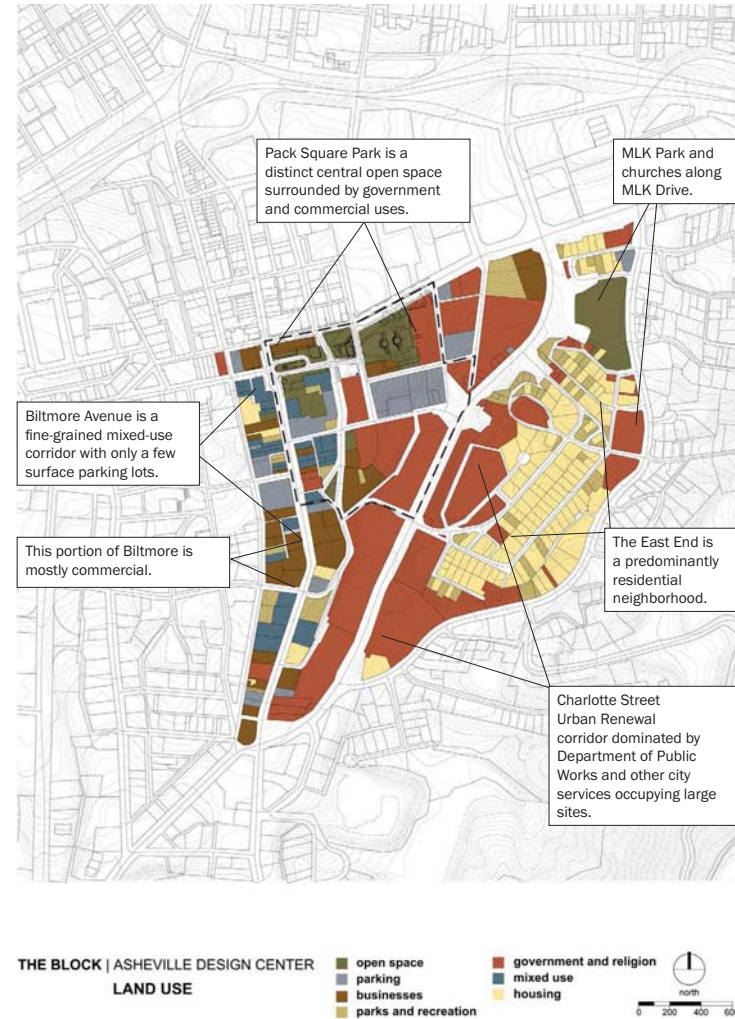
Government uses along Eagle Street.



Mixed-use along Biltmore Avenue.



Goobay Festival is a very popular event in The Block.



E. Views and Landmarks

Our region is composed of beautiful mountainous landscapes that can still be seen while in the city. Capturing and preserving these views is critical if architecture is to create meaningful urban places. Views can be framed by buildings and observed from special outdoor places. These vistas also provide economic value, for example, by promoting real estate with postcard-worthy vistas.

Landmarks are usually historically or architecturally significant features, and are most often buildings and monuments that exhibit a special aesthetic quality. A feature does not have to be listed by any organization to be a locally significant landmark.

Landmarks are scattered throughout and around The Block (these relate to the Key Places described on pp. 16-19). Some landmarks noted on this map include:

- The Del Cardo Building
- Mt. Zion Church (and its surrounding structures)
- YMI Cultural Center
- Masonic Temple
- Vance Monument
- Stephens-Lee Recreation Center
- The City and County Buildings
- The Jackson Building



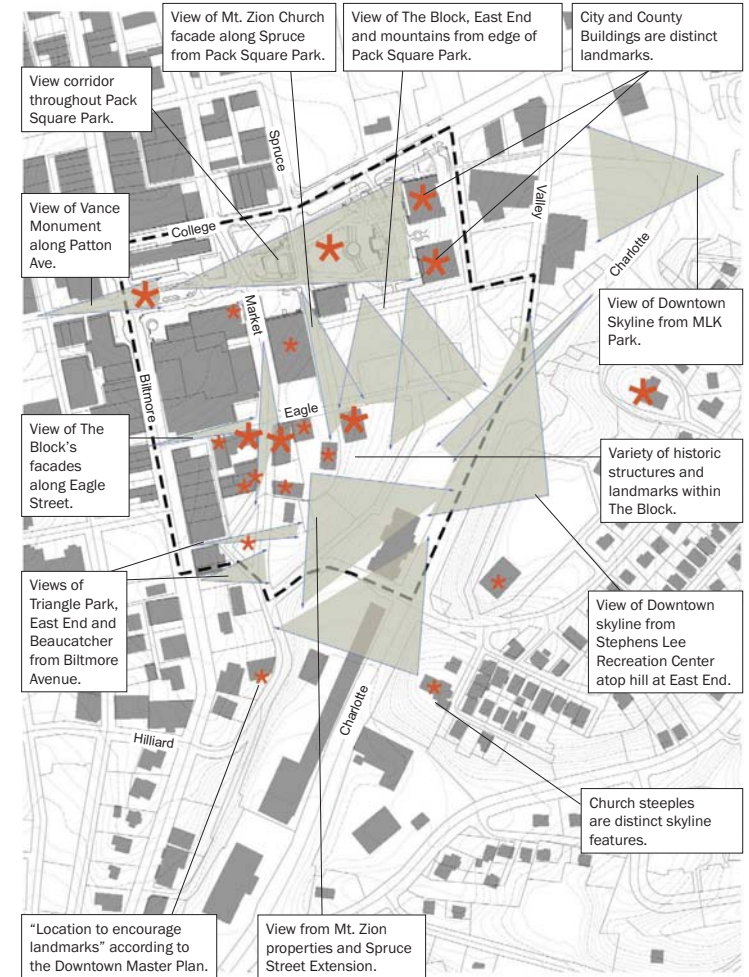
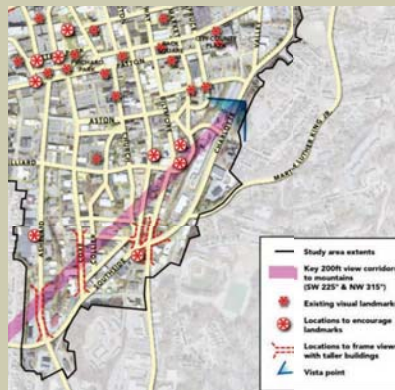
Mt. Zion Church is a key district landmark.



Framed view of East End and Triangle Park from Biltmore Avenue.

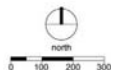
The Downtown Master Plan: View Corridors

The view corridors diagram from the Downtown Master Plan reveals Mt. Zion Church and the YMI as existing visual landmarks. Of course, the City and County buildings are noted as visual landmarks as well. There are two locations to encourage landmarks along Biltmore Avenue between Market Street and Spruce Street, which may have view implications for development in the Block. Most interesting from this diagram is the vista point from Stephens-Lee Recreation Center in the East End Neighborhood. From this vista the DMP describes a "key 200 ft. view corridor to mountains," which highlights this striking view across the southern edge of The Block, particularly the Department of Public Works site, is worth preserving.



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VIEWS & LANDMARKS

★ landmarks
▲ views



F. Gateways, Nodes, Edges

These are urban design terms that help to define the physical characteristics of a place. They provide an additional layer of understanding about the boundaries, important areas, key features and overall character of The Block.

Gateways

Gateways are of the utmost importance in civic design because they mark the transition from one place into another, giving the area a very distinct identity. They are good for organizing the district and establishing its boundaries. The gateways of The Block are generally key intersections with a sense of arrival. For example, turning the corner at the intersection of Eagle and Biltmore to walk into The Block provides visual cues that you have entered a place that is different than where you were.

Nodes

A node can be a place of intense activity and/or special physical character. These are often intersections of primary streets. For example, the intersection of Eagle and Market Streets is marked by the Del Cardo and YMI buildings and is a place of significant activity.

Edges

Edges can be defined as perceived boundaries such as walls, buildings, and steep hillsides. In the case of The Block, most edges are the result of abrupt changes in topography that serve to contain the district. These linear features run north-south and tend to prevent efficient movement through the area.



Segment of Market Street is a small node.



Variety of nodes along Biltmore Avenue.



Gateway at intersection of Eagle and Charlotte Streets is marked by the pedestrian bridge.



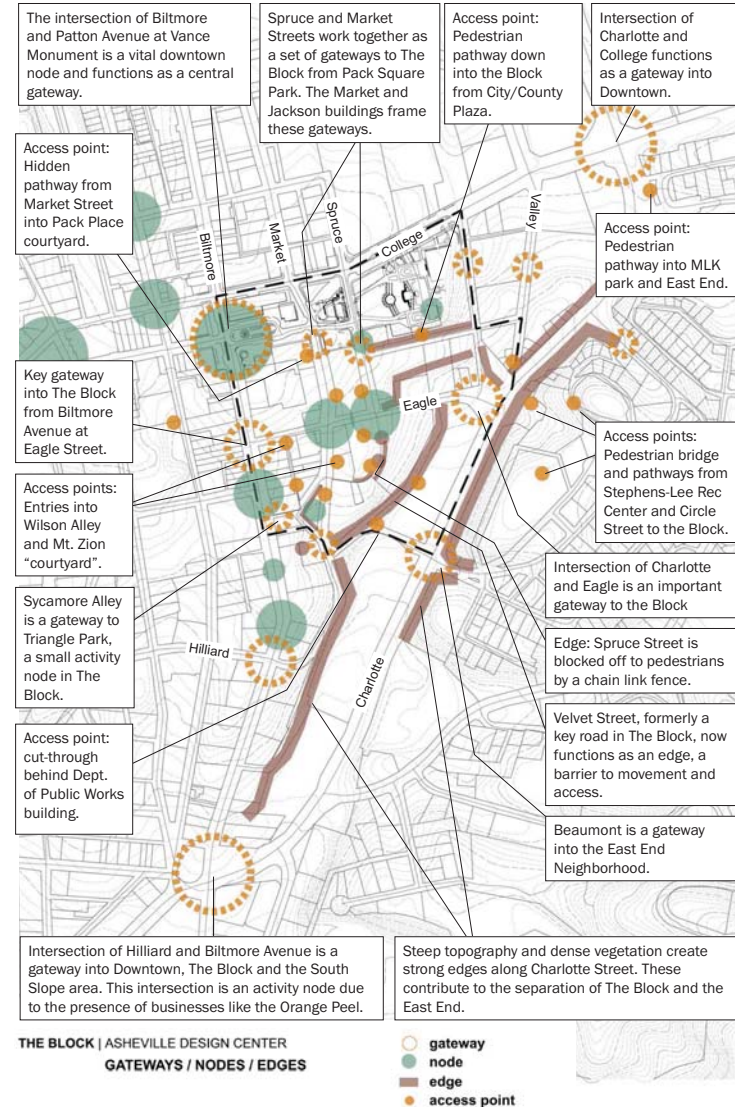
Green edge along Charlotte Street.



Access point to Pack Square Park along the edge of Marjorie Street.



Green edge along Charlotte Street.



G. Parks, Natural Areas and Open Space

Parks and informal open spaces (undeveloped areas not designated as parks) are well represented throughout the study area. The area boasts a large community ball field, three densely forested corridors, Asheville's signature park, a few pocket parks, and an urban agriculture project. Many of these spaces, however, are in need of improvement.



Pack Square Park is Asheville's signature park.



Nature corridor: Market Street south of Hilliard.



Triangle Park is a small urban park.

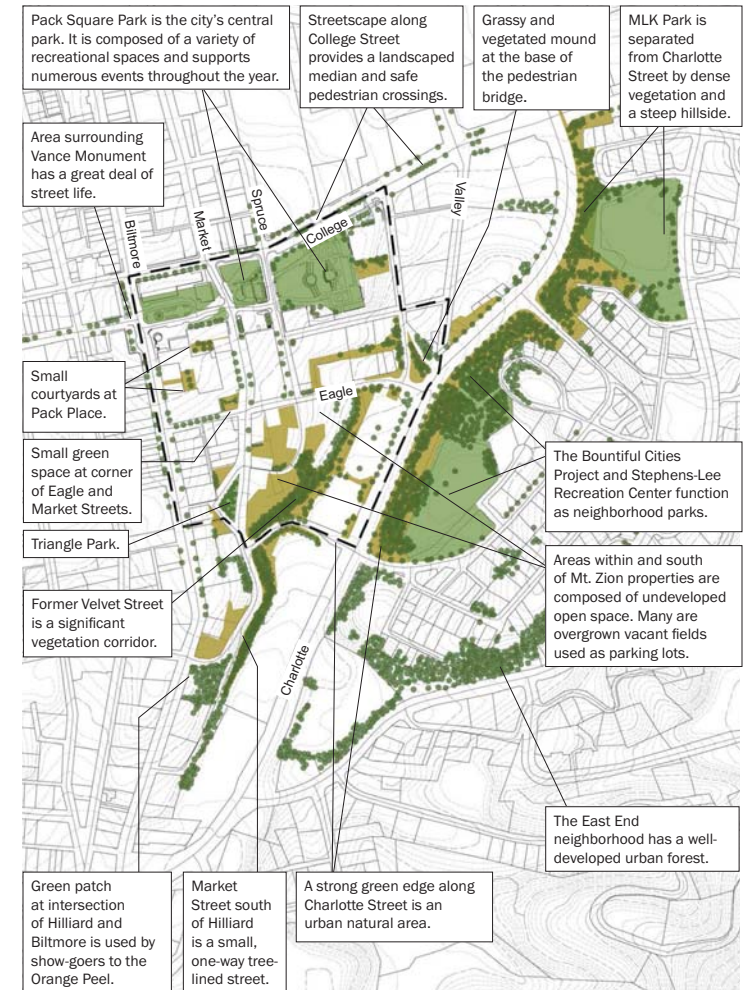


Forest-like area along former Velvet Street.



Downtown Master Plan: Parks and Greenways Diagram

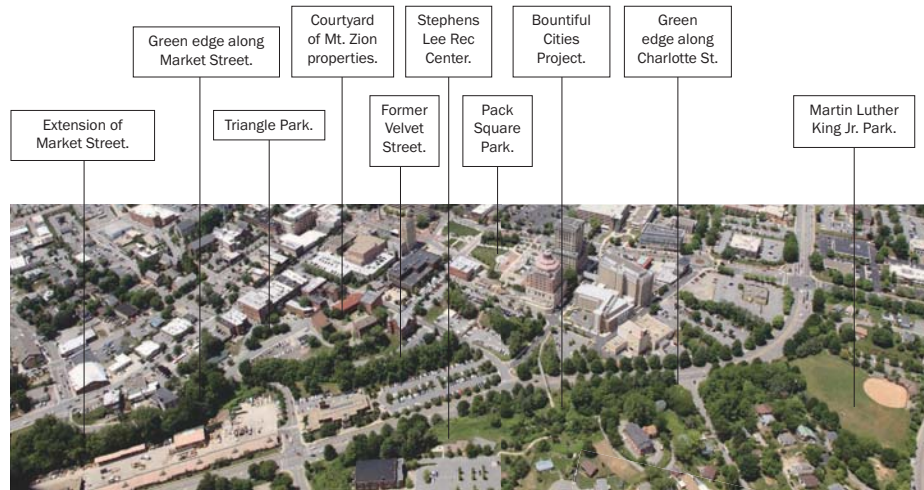
This diagram calls for off-street paths or greenways at three locations relevant to The Block: 1) pathway from the intersection of Charlotte and Eagle Streets through Stephens-Lee Recreation Center and though to Beaumont St. (in an arc pattern), 2) pathway running along Davidson St. from the City Building to Eagle Street, and 3) pathway running through MLK Park "to ridgetop parks." The DMP calls for an on-street pathway or greenway running along Eagle Street from Spruce St. to Charlotte St. Also noteworthy is the recommendation of Triangle Park as an official park and the Department of Public Works parking lot (at the corner of Eagle St. and Charlotte St.) identified as having potential for a future park.



THE BLOCK | ASHEVILLE DESIGN CENTER PARKS / OPEN SPACE

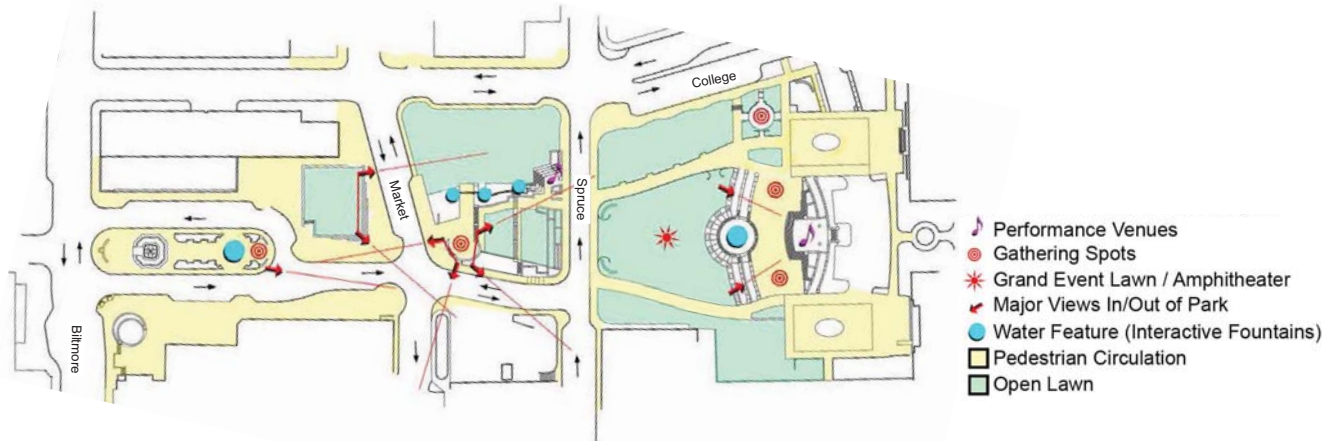
- tree canopy
- open/vacant space
- parks

Parks and Open Spaces in The Block



Pack Square Park Analysis

Pack Square Park was completed in 2010 as the Downtown's signature park. It has many user amenities including an interactive play fountain and performance stage. Pack Square Park spans three blocks and is surrounded on all sides by significant commercial use. The Buncombe County Courthouse and City Hall anchor the east end of the park, with a series of terraces helping to frame the main stage. There are a number of gathering spots within the park, some of which can be dedicated to performances. Water features visually link the park across the blocks. The park has a number of open lawn spaces for passive and active use. There is a large grand event lawn located in front of the stage behind amphitheater seat walls.



Triangle Park Analysis

Triangle Park is bound on all sides by roads. The park is walled on two sides and has little commercial and pedestrian activity surrounding the space. But for a few benches and canopy trees, the park is sparsely appointed. The park provides good views of the East End Neighborhood. No buildings front the park space, which directly affects the sense of safety and welfare for users.

H. Topography, Hydrology and MSD Lines

Topography dictates where water flows, as well as where large-scale sewer infrastructure is located. Asheville is known for its steep topography, and the slopes found within the Block pose both challenges and opportunities for future development.

Metropolitan Sewerage District Infrastructure

There are significant underground utilities in and around The Block. This existing infrastructure is valuable for future development and connections.

Hydrology (Map on page 33)

The surface hydrology of The Block and East End relate directly to the topography of the neighborhood. Pack Square Park is located at the highest point in the Downtown area causing all surface flow southwest through The Block to S. Charlotte Street.

Slope Analysis (Map on page 33)

The Block is located on a southeast-facing slope. The East End Neighborhood faces northwest. Between each of these neighborhoods is a significant grade change down to S. Charlotte Street. Some of the slopes along S. Charlotte Street are in excess of 40% grade.



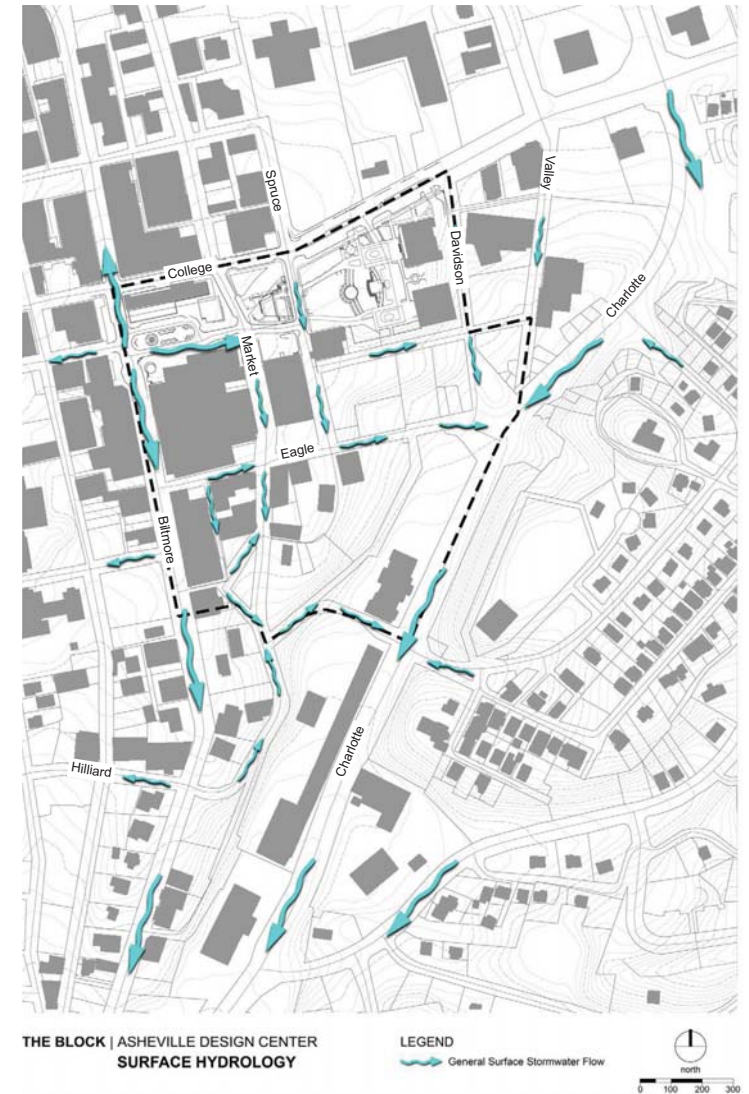
Water moves down from a surface parking lot along a pathway. Retaining wall to slow erosion.

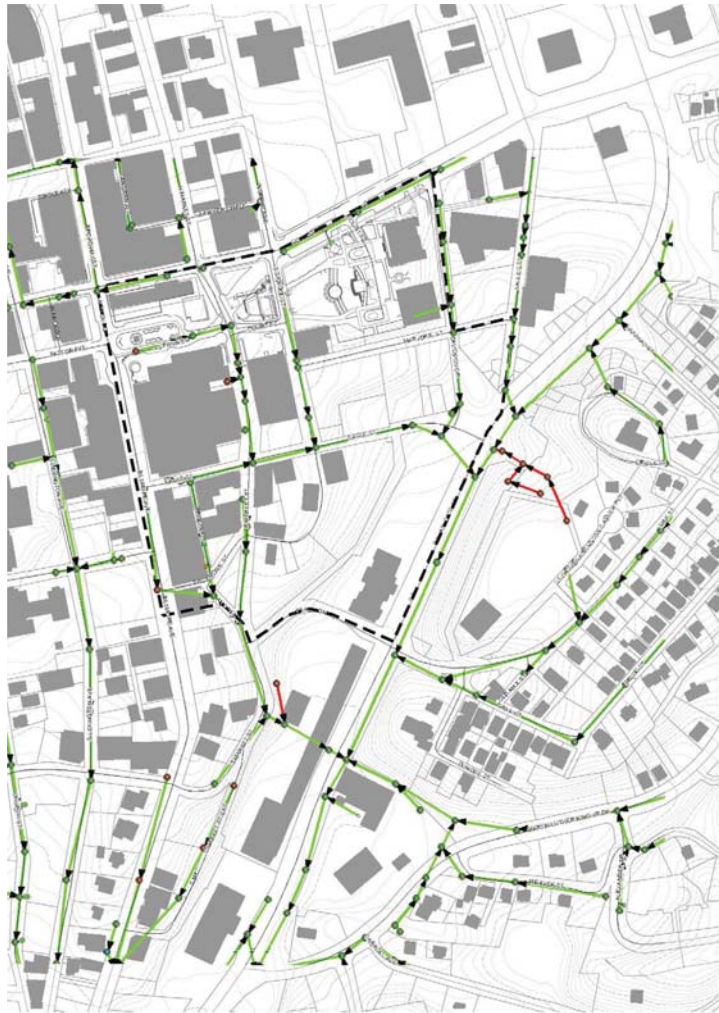


Water moves quickly along paved surfaces. Retaining wall braces a steep slope.

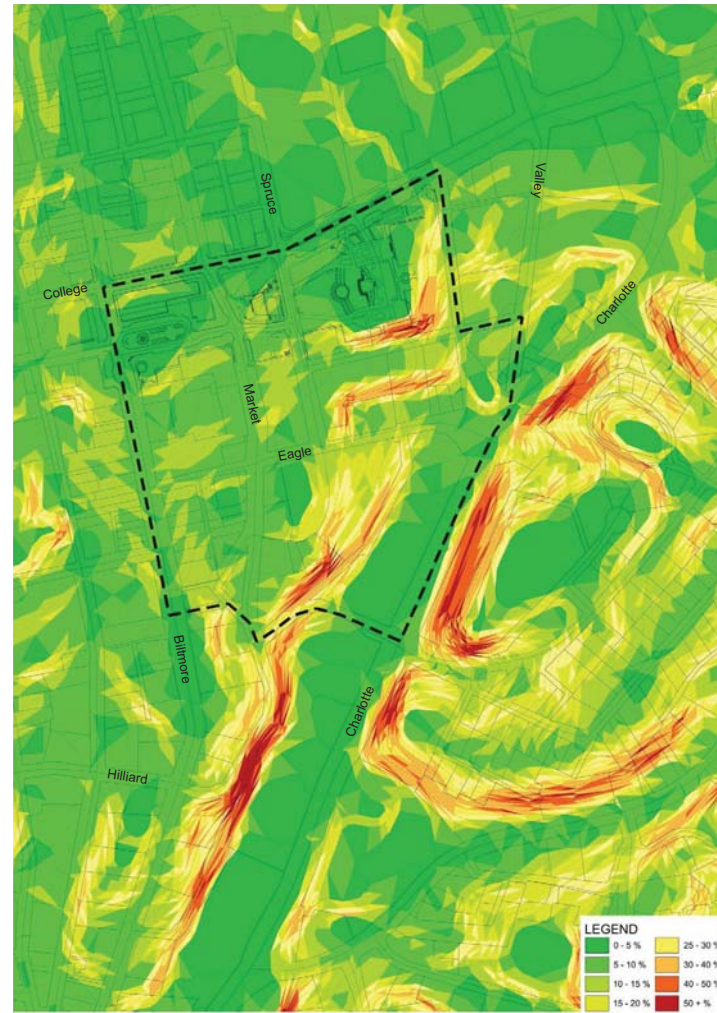


Water pushes debris to the lowest point of a surface parking lot.





THE BLOCK | ASHEVILLE DESIGN CENTER
METROPOLITAN SEWERAGE
DISTRICT INFRASTRUCTURE



THE BLOCK | ASHEVILLE DESIGN CENTER
SLOPE ANALYSIS



Steep grade changes within the Performance Center site (currently a parking lot).



Charlotte Street is the lowest point of the site and has steep edges along it.



Mt. Zion Church site has sloped lawn.

SITE ANALYSIS

6

Section Six Related Plans & Guidelines

This chapter presents a summary of the wide variety of City plans, guidelines and other documents that guide urban development. It is essential to understand all of the layers of policy involved with how The Block will take shape. This chapter is divided in two parts. Part 1: Large-Scale Plans and Guidelines provides detailed summaries of the Asheville 2025 Plan, the Downtown Master Plan, the Downtown Asheville National Register District and the City's Unified Development Ordinance. Part 2: Various Relevant Plans reports on the variety of smaller-scale plans that affect The Block and its surrounding areas



**Check Out the Appendix
on Page 72**

Related Plans, Guidelines and Studies

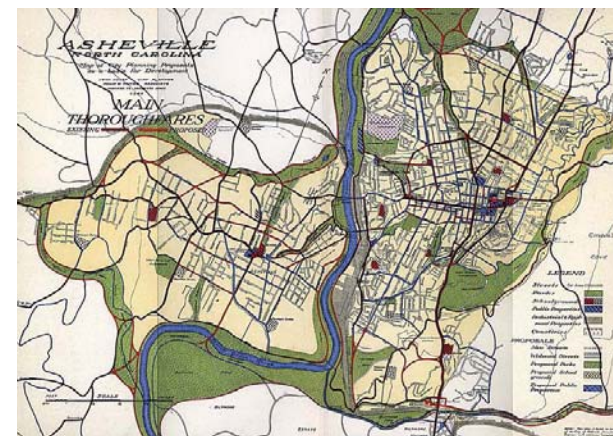
Learn more by reading the plans in their entirety. Each plan described in this chapter is available for download from various sources. We've provided web links to all of them in one place. (Including some that were not previously available in digital format.)

Part 1 Large-Scale Plans and Guidelines

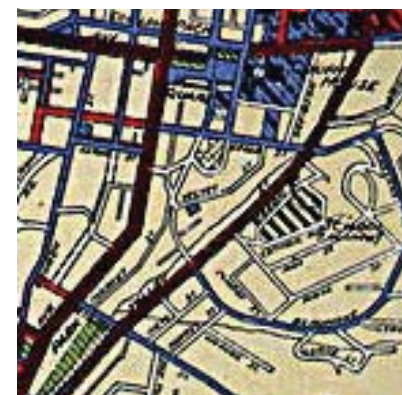
The City of Asheville has defined goals for the development and redevelopment of the City. These goals are addressed in a series of plans reflecting the evolving nature of urban growth and planning theory. The first was the 1922 Asheville City Plan, prepared by the renowned landscape architect and city planner John Nolen. Nolen's plan was followed by the 2010 Plan, the Asheville City Development Plan 2025, the City Center Plan in 2002, and the recently completed Downtown Master Plan. Each plan aims to optimize the City's functionality while promoting Asheville's historic and aesthetic character. The City of Asheville Sustainability Management Plan also confirms Asheville's commitment to high quality and sustainable development.

The plans directly affecting Downtown Asheville have expressed common values first laid out as guiding principles by Nolen in his progressive "City Beautiful" plan. Nolen envisioned Asheville, the center of Western North Carolina, as situated in a park-like setting protecting and featuring the surrounding natural resources; there would be an urban core of stately (now historic) commercial buildings centered on Pack Square, as well as zoned districts connected by landscaped boulevards linking neighborhoods and urban green spaces. Subsequent plans have expanded on ways to achieve these goals while also allowing Asheville to grow.

Each of the master plans examined herein include recommendations for The Block. In addition, the South Pack Square Redevelopment Plan addresses neighborhood-specific recommendations for future improvements. Other plans that impact The Block and Pack Square include the Comprehensive Bicycle Plan, Downtown Parking Action Plan, the Parks, Recreation & Cultural Arts Master Plan, the Pedestrian Thoroughfare Plan, the Transit Master Plan and the Affordable Housing Plan. Pack Square and the Eagle/Market Street District are also within the boundaries of the Downtown Asheville Historic District and listed on the National Register of Historic Places, the U.S. Department of the Interior's official list of the nation's most important historic buildings. Downtown Asheville's appeal to residents and tourists alike, and therefore its economic success, is inextricably rooted in the historic character, its tradition of fostering culture and arts, and its mountain setting.



1922 Asheville City Plan prepared by John Nolen



Inset of The Block and East End.

Asheville City Development Plan 2025 (2025 Plan)

Asheville's City Council adopted Smart Growth land use policies in 2000, as presented in the City's 2025 Plan. The Smart Growth initiative subscribes to the following principles and goals:

1. Mixed-use developments and buildings should be encouraged;
2. Compatible, higher density commercial and residential infill development should be encouraged;
3. New development should promote a sustainable land development pattern;
4. Traditional neighborhood development patterns should be recognized and encouraged;
5. Discretionary block grant and local funding for affordable housing and economic development should be used to support a Smart Growth development pattern;
6. Areas with steep slopes and other environmentally sensitive areas should be identified and preserved while allowing alternatives to development that protect private property rights;
7. Existing neighborhoods near Downtown Asheville should be strengthened through infill development, housing rehabilitation, proactive enforcement of zoning and building standards, and housing code enforcement.

The 2025 Plan vision, consistent with the ideals of Smart Growth, advocates mixed-use density in the City's core. It also advocates increased diversity in urban housing styles and income levels. Historic suburban neighborhoods close to the urban core, which preceded gated communities and speculative housing, allowed for a greater diversity of housing options. This translated into a greater economic diversity of residents, in contrast to newer suburbs, particularly gated communities, that self-select by economic class and architectural style. The City's core is best served by bringing all cultural, racial and economic groups close to jobs, services and cultural activities where they can enrich one another and the City as a whole. Reinvestment in historic areas revitalizes and revalues both the public and private sector within and around it.

To encourage revitalization, the 2025 plan strives "to preserve architectural diversity and to protect neighborhood viability" by promoting "adaptive reuse of vacant or underutilized structures, while ensuring that neighborhood compatibility and public safety goals are met." The 2025

Plan also recommends that the City "actively promote infill development through property owner education and market-based regulatory solutions in order to address the tax equity, tax base enhancement, and Smart Growth development goals of the City."

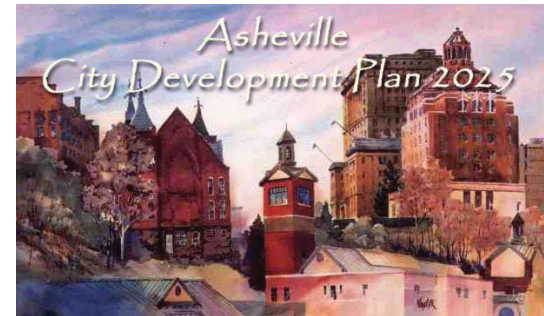
The primary Land Use policy identified in the plan is as follows:

Goal I. The City should pursue compatible adaptive reuse, redevelopment and infill development, while insuring that sufficient infrastructure capacity exists or will be provided to accommodate this development.

The 2025 Plan also outlines affordable housing goals and strategies to promote sustainable housing in accordance with Smart Growth principles. It recommends accomplishing this by implementing "inclusionary zoning practices in the local regulatory process and the more effective use of existing zoning tools to implement measures designed to increase both the supply of affordable housing and the compatibility of such housing with existing neighborhoods." The City should "insure that zoning incentives for the construction of affordable housing are balanced by careful attention to good design and neighborhood compatibility." The City took an important step towards accomplishing this strategy for the Eagle/Market Street district when it created the South Pack Square Redevelopment Plan and the accompanying Eagle/Market Street Design Guidelines. These rehabilitation guidelines derived from historic preservation standards.

The primary goal regarding affordable housing in the plan is as follows:

Goal II. Continue to implement the goals and strategies of the Consolidated Housing and Community Development Plan 2000-2005 and its updates.



The Asheville City Development Plan 2025.

The City's sustainable neighborhood planning effort aims to optimize site design and layout related to building use, orientation and interrelationships. The City also wants to advance opportunities for walking and biking and reduce the unnecessary expansion of utility systems by encouraging infill development and multi-modal transportation networks. The primary goal of the transportation strategy reads as follows:

Goal III. The design of streets and highways should be consistent with the economic goals of the City of Asheville and should be compatible with the physical character of the community.

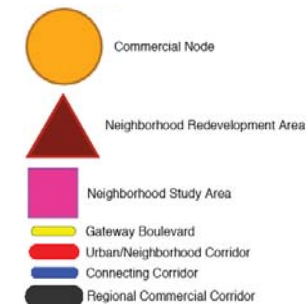
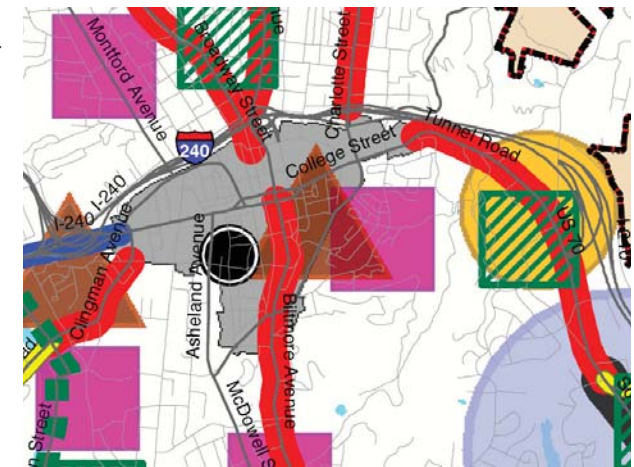
The 2025 Plan proposes a hierarchical delineation of roadways within the City's jurisdiction to improve and maintain mobility while also promoting appropriate development and maintaining or enhancing property values. The plan identifies the main thoroughfares that connect out-lying suburban neighborhoods to Downtown as having "a premium on property access at the expense of mobility." Corridor congestion brought about by poor road connectivity and feeder roads lined with large lot commercial development make Downtown shopping and entertainment venues less accessible or appealing to suburban dwellers.

To address this, the plan identifies several primary feeder roads to Downtown, including Patton Avenue and East Tunnel Road, as potential "Gateway Boulevards." A "Gateway Boulevard" typically includes a raised landscaped median, coordinated access points at select locations, wide outside lanes for bicyclists and other features such as an off-road greenway. Adjacent development may occur on larger parcels with few access points in the form of residential subdivisions, apartment complexes, office parks, or concentrated commercial developments.

For instance, East Tunnel Road and College Street connect to South Charlotte Street to create a "Gateway Boulevard" that the 2025 Plan identifies as a potential "Urban/Neighborhood Corridor."

An "Urban/Neighborhood Corridor" typically connects neighborhoods with employment centers, institutional uses, and other major thoroughfares. Mixed-use structures, typically two to four stories in height, contain retail, office and residential spaces that serve (and are complemented by) adjacent neighborhoods. Sidewalks, streetscapes and building designs provide a safe environment for pedestrian users of the Urban/Neighborhood Corridor. An Urban/Neighborhood Corridor may be two, three, or four lanes and might include a landscaped median or a continuous center turn lane, sometimes with on-street parking.

When City residents were asked what the future should hold for Asheville, they expressed a desire for more efficient use of resources, infill land development, wiser use of existing buildings, and protection of historic buildings. Smart Growth planning is ideal for implementing infill and efficient use of resources. However, Smart Growth plans are ideally applied countywide, with roads that radiate from dense urban core(s) or nodes to suburban, industrial, and rural uses.



The Future Land Use and Transportation Plan map from the 2025 Plan, a regional diagram, shows The Block as a Neighborhood Redevelopment Area. The East End is marked as a Neighborhood Study Area. Biltmore Avenue is marked as an Urban/Neighborhood Corridor.

The Asheville Downtown Master Plan (DMP)

From an urban design perspective, the DMP (endorsed by the Asheville City Council in 2009) strives to create a framework to identify and codify Downtown's sense of place and community while encouraging appropriate infill, adaptive reuse and new development, all with greater density. It conceptually divides the Central Business District (CBD) into five distinct neighborhoods and advocates enhancing and sustaining the unique character of each. The plan recognizes that the most livable urban cores are comprised of neighborhoods distinctive in their architectural character, scale and use. The plan also notes that the recent real estate boom increased demand and cost of Downtown property to a level that was beginning to "exclude some of the people and creative enterprises that help generate Downtown's enviable ambience."

The primary concerns of Downtown stakeholders as expressed in public meetings with the DMP planning team were:

- Maintain Downtown's eclectic mix
- Build on the arts of the community
- Maintain a diversity of races and income levels
- Develop affordable housing
- Provide public programs for public spaces
- Identify Downtown as a series of residential neighborhoods
- Protect landmark buildings, walkability, and views
- Create attractive gateways

Building on John Nolen's original 1922 plan, the 2025 Plan and the 2002 City Central Plan, the DMP formulates the following guiding principles for developing the CBD and creating a connected urban fabric:

- Cultivate the character of distinct downtown places
- Recognize adjacent neighborhoods and corridors
- Facilitate access choices
- Provide places for public parks
- Preserve signature view corridors

The DMP also suggests the following growth management policies:

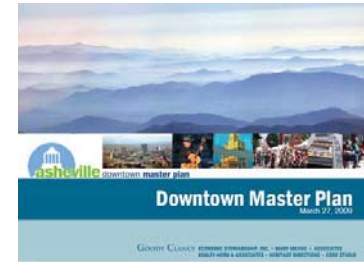
- Steer growth to areas appropriate for change and away from areas needing protection.
- Distinguish distinct focus areas for preservation and focus areas for change.
- Encourage developers and landowners to develop strategic sites in ways that benefit whole neighborhoods and districts.
- Coordinate plans for adjacent and overlapping areas.
- Encourage developers and landowners to develop strategic sites in ways that benefit whole neighborhoods and districts.
- Implement and update the streetscape improvement goals.
- Expand the network of priority pedestrian streets.

There are seven primary strategies identified in the DMP:

- Enhance the Downtown Asheville experience by cultivating its creative, cultural, and historic character.
- Expand convenient choices for Downtown access and mobility.
- Inaugurate an urban design framework to extend Downtown's sense of place and community.
- Shape building form to promote quality of place.
- Update Downtown design guidelines to be current, to be clear, and to promote sustainable development.
- Make Downtown project review transparent, predictable, and inclusive of community input.
- Nurture a sustainable and resilient economy through active management of Downtown.

Strategy III identifies five distinct CBD neighborhoods and outlines a development framework for each. These five neighborhoods include:

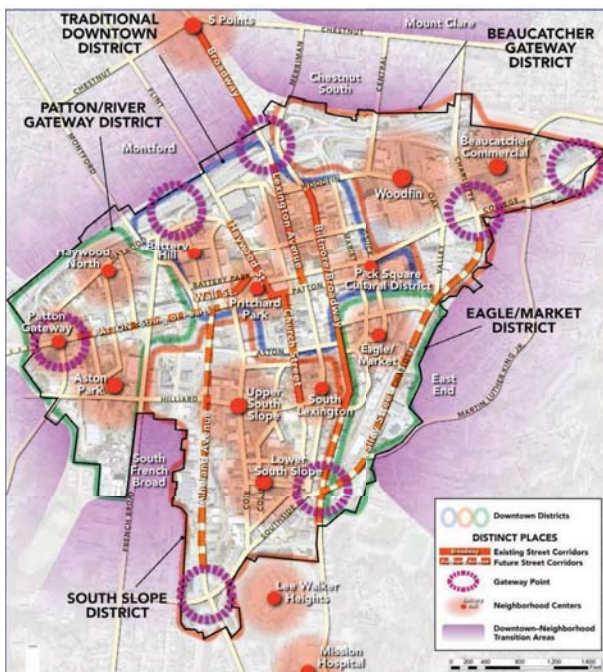
- Traditional Downtown District
- Eagle/Market Street District
- South Slope District
- Beaucatcher Gateway District
- Patton River Gateway District



The 2009 Downtown Master Plan.

Directly relevant to this study area are the Traditional Downtown District (including Pack Square) and the Eagle/Market Street District (including South Charlotte/Valley Street). The DMP recognizes the Eagle/Market Street neighborhood as the historical center of Asheville's African-American community. The physical, social, and economic isolation in this neighborhood must be remedied. The DMP calls for reconnecting Eagle/Market District and the East End to the rest of Downtown. This effort presents the opportunity to highlight African-American heritage and culture through the district's historic architecture and important religious and civic institutions like the Mount Zion Baptist Church and the YMI. There is also the prospect of saving other important buildings and adding affordable and middle-income housing with the on-going projects of the Eagle/Market Streets Development Corporation and the Mount Zion Community Development Corporation.

Each of the seven strategies in the DMP contain a series of action steps for the development of each district that accomplish the above listed goals and objectives.



Distinct Places diagram in the The 2009 Downtown Master Plan. The Block is called Eagle/Market District and contains a neighborhood center and a transition area to the East End.

Strategy IV identifies action steps vital to maintaining the neighborhood and historic character of Downtown:

- Encourage gradual scale transitions between Downtown and adjacent neighborhoods.
- Establish maximum height zones across Downtown.
- Limit shadow impacts on public parks, plaza spaces, and locally designated landmark buildings with sun-dependent features.
- Step back upper floors above a defined streetwall for daylight and pedestrian scale.
- Keep taller buildings slender to preserve view corridors and daylight between them.
- Require developers to demonstrate how buildings will enhance the Downtown skyline.

Specific recommendations for the **Traditional Downtown District** based on the strategies in the DMP include the following items.

Land use:

- All Downtown uses are appropriate.
- Combining compatible uses in single buildings is encouraged.
- Priority area should be identified for uses creating jobs, whether emerging HUB-related enterprises or independent small businesses.
- New, mixed-income housing is appropriate and important, as is reinforcing existing housing.

Building height and density:

- Substantial height and density are a traditional hallmark of Downtown streets and should continue to be encouraged to support property value, intensity of activity and urban design character.
- The intermediate 145 ft. height threshold applies to much of the district to reinforce the prevailing scale of tall traditional buildings (such as the Jackson Building) and to reduce shadow impacts on narrow streets.
- The taller 265 ft. height threshold applies to Battery Hill and the previously redeveloped area between Woodfin, College and Spruce Streets, to bring additional value and activity to these areas and augment the skyline at high points in Downtown.

Gateways and connections:

- New buildings and streetscape improvements should define the edge of College Street as it approaches Downtown, framing the view of Downtown from the direction of Tunnel Road and creating an unbroken link of dignified architecture and inviting sidewalks leading to the traditional core.

Specific recommendations for the **Eagle/Market Street District** based on the strategies in the DMP are as follows:

Land use:

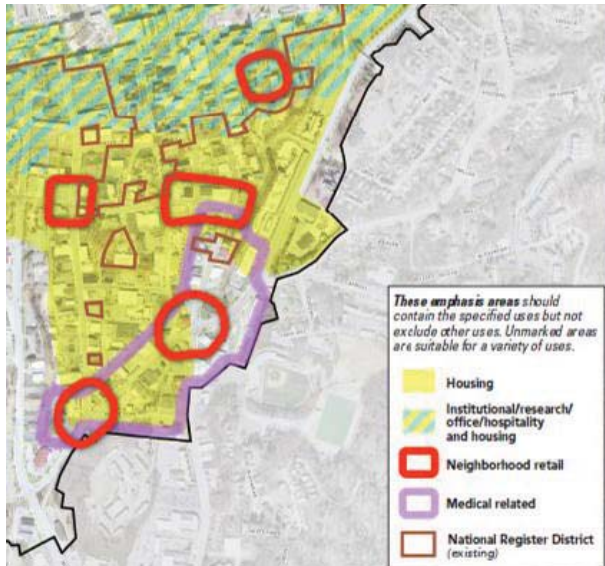
- All Downtown uses are appropriate.
- Added housing could be especially effective in linking the East End and Downtown through a continuous series of residential blocks.
- Commercial uses are also appropriate in leveraging good street access (as long as these uses do not further separate the East End from Downtown).
- The proposed Performing Arts Center on Eagle Street should be programmed and designed with special emphasis on welcoming the Eagle/Market and East End communities, as well as the larger city and region.

Building height and density:

- The intermediate 145 ft. height applies to nearly the entire district, supporting desirable redevelopment while also precluding taller buildings that could negatively impact important surrounding neighborhoods and public spaces.
- The taller 265 ft. height is permitted for redevelopment of the southernmost Department of Public Works parcel on South Charlotte Street/Valley Street, offering the potential for a landmark on the Biltmore approach to Downtown (because the low elevation here would diminish overall height in relation to the surrounding buildings).



Charlotte Street as envisioned in the The 2009 Downtown Master Plan.



Land Use Emphasis diagram in the The 2009 Downtown Master Plan. The Block includes housing, institutional, office, and neighborhood retail uses.

Gateways and connections:

- Strong emphasis should be placed on transforming S. Charlotte St. – and the City owned land along it – from a barrier to a connective seam to the East End.
- The best opportunities for improved pedestrian crossing occur at the Beaumont/Grail intersection and the pedestrian bridge at Eagle Street.

It is worth noting that both the 2025 Plan and the new DMP recommend similar approaches to redeveloping S. Charlotte St., though each plan approaches the issue from a different perspective. The 2025 Plan considers S. Charlotte St. an important urban corridor between feeder corridors. The DMP examines S. Charlotte St. as a connection between potential gateways and an opportunity to reconnect Eagle/Market and the East End neighborhood. Both discuss the need to make the transportation corridor more pedestrian-friendly.

Historic Preservation in The Eagle/Market District

The Traditional Downtown exemplifies the public image of Downtown Asheville with stately, mid-sized historic architecture. The relatively small area of Eagle/Market Street holds a special place in Downtown due to its important role in the African-American history of Asheville and its significant smaller-scale historic buildings. The DMP states:

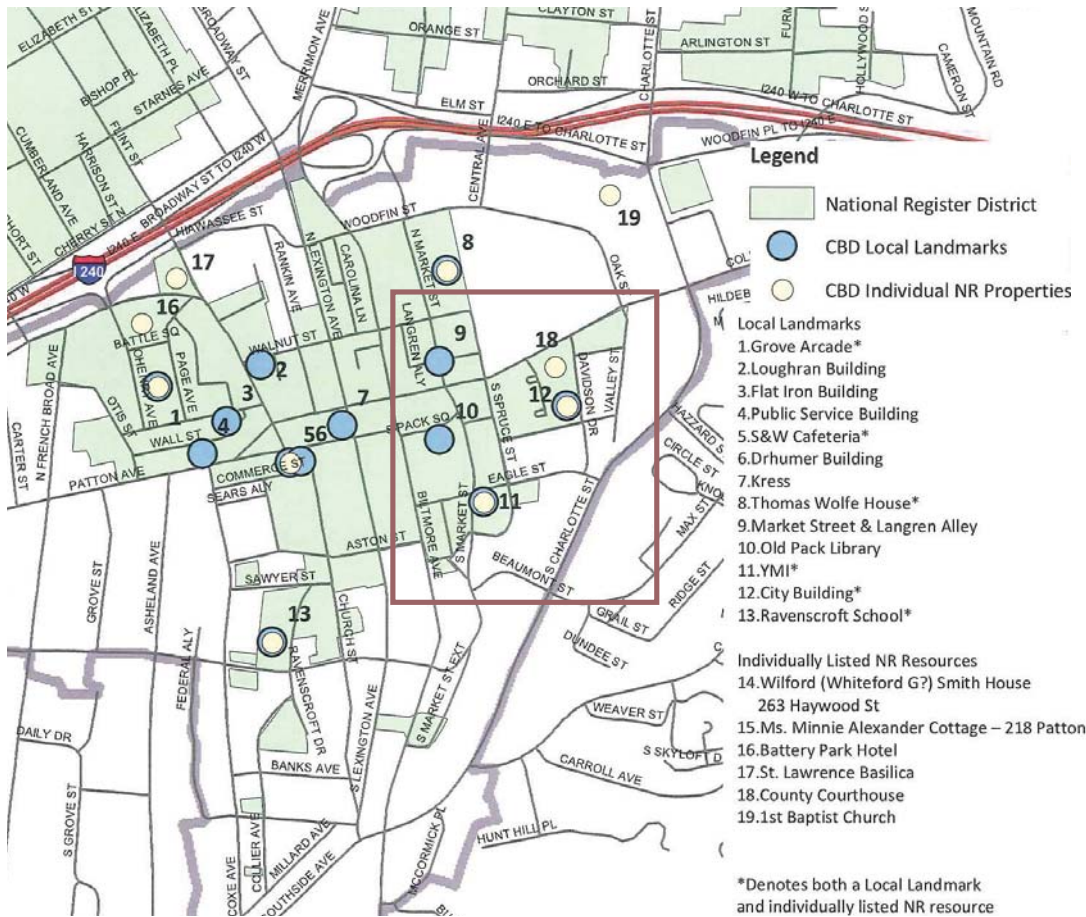
While business enterprises, housing and institutions predominantly serving or operated by African-Americans are no longer confined to Eagle/Market, the district remains literally and symbolically an important place in the local community. Residential institutions have invested considerable time and effort in creating redevelopment proposals for the district, and these should proceed promptly to assist its revitalization. In the longer future, potential development of the Performing Arts Center and redevelopment in the South Charlotte Street (formerly Valley Street) corridor should further contribute to the identity and vitality of Eagle/Market.

The Eagle/Market and Traditional Downtown districts largely coincide with the National Register Historic District. With significant historic architecture, eclectic mix of uses, and a pedestrian-friendly quality, these districts are fundamental to the appeal and economic vitality of the entire Downtown. “Historic” does not mean static and as the DMP points out:

...thoughtfully designed new buildings are highly appropriate in this district on vacant sites, replacing non-historic structures, or surmounting historic structures. Such opportunity for continued investment in existing and new buildings and businesses is necessary for the Traditional Downtown District to continue to thrive.

Strategy I of the DMP outlines the following Historic Preservation goals:

- Update the existing Downtown Asheville National Register Historic District.
- Increase awareness, support and (most importantly) use of existing incentives to spur preservation of more of Asheville’s historic fabric.
- Develop new incentive programs.
- Focus preservation attention on smaller buildings and strategic infill projects within the National Register Historic District.
- Enable sensitive renovations and expansions to historic structures so they may maintain competitive economic value and thus evade pressure for demolition and replacement with higher-value uses.



Downtown National Register Historic District

The Downtown Asheville National Register Historic District is a federally designated district within the CBD that has been called “the finest collection of late 19th- and early 20th-century urban architecture in North Carolina.” Asheville also boasts an exemplary collection of Art Deco buildings. The National Register is maintained by the National Park Service, a division of the U.S. Department of the Interior. National Register Districts are subject to the provisions of the National Historic Preservation Act of 1966. This act does not mandate the protection of National Register (NR) historic districts or buildings on a local level. Privately owned historic buildings within NR districts are not protected from demolition or insensitive renovations. Locally declared districts afford such protection, as the local governing body can specifically prohibit demolition. The Asheville-Buncombe Historic Commission does not have the authority to prohibit demolition of historic buildings. It does, however, have the powers to designate properties and review alterations to historic properties or other properties in historic districts. There are no locally declared historic districts within the study area, although there are a number of individually designated historic buildings.

In certain circumstances alterations to historic buildings and new construction in NR districts are subject to § 106 of the National Historic Preservation Act (available on-line at the National Park Service website). § 106 requires a review of proposed projects for compliance with the Secretary of the Interior Standards for Historic Properties (also available on-line) or for exemption from them under the following circumstances:

- If the buildings are federally or state owned;
- If private owners/developers seek historic preservation tax credits;
- If private owners/developers use federal or state funding (such as Community Development Block Grants, Department of Housing and Urban Development, etc.) or any type of federal or state financing for development projects that impact historic buildings.

The federal government offers a 20% rehabilitation tax credit for appropriate renovations to eligible buildings in NR districts. Also, the State of North Carolina offers an additional 20-30% rehabilitation tax credit. Together, these create a substantial incentive for restoring or rehabilitating historic buildings. § 106 reviews are carried out by the North Carolina State Historic Preservation Office (SHPO), in the NC Department of Cultural Resources. The Western North Carolina regional office is located in Biltmore Village. The NC SHPO, in conjunction with the National Register Advisory Council, also offers technical assistance.

Unified Development Ordinance (UDO)

Asheville's master plans are essentially vision plans that recommend strategies or actions to affect proposals. Chapter 7 of the UDO in the Asheville Code of Ordinances specifically regulates building form and placement. The UDO was adopted on May 27th, 1997 and is regularly updated and amended. The recently completed Asheville Downtown Master Plan (DMP) recommends substantial changes to the UDO affecting the Central Business District (CBD).

Articles in the UDO define the administrative, advisory, and decision-making powers a required to implement the City's development policies. Regulatory boards and commissions charged with enforcing the provisions of Asheville's UDO are:

- Asheville City Council
- Asheville Planning and Zoning Commission
- Board of Adjustment
- Historic Resources Commission
- Technical Review Committee
- Specifications Review Committee
- Tree Commission
- Asheville Downtown Commission
- Asheville Planning and Development Department
- River District Design Review Committee.

The CBD, governed under § 7-8-18 of the UDO, is the focus of the proposed amendments derived from the 2009 DMP.

Sec. 7-8-18. Central Business District.

(a) Purpose. It shall be the purpose of the Central Business District to reinforce the Downtown as the urban center of Asheville and Western North Carolina, encouraging private and public investment which will preserve the Central Business District as the primary retail, office, hotel, institutional, cultural and entertainment center of our community. It is further the purpose of this district to encourage a strong supportive retail center along with high density residential development which will complement other Downtown uses and surrounding neighborhoods. A high priority is placed on design, integrating new uses into and with existing architecture in a respectful and cohesive manner. Design review guidelines in place for the Downtown area remain as a companion document for

urban design decisions. Development within this district should facilitate the circulation patterns and needs of individuals and business alike. A well-balanced transportation system for this district must recognize the importance of all forms of movements, be it pedestrian, bicycling, transit, automobile, or truck in nature.

Amendments to the Downtown Design Overlay District based on the DMP are yet to be formulated. The exact boundaries of the Overlay District are defined in § 7-9-3 (b):

§ 7-9-3. Downtown Design Review Overlay District.

(a) Purpose. Downtown design review assists in protecting the Downtown local architectural heritage and in the preservation of the considerable economic investments that have occurred over the years. The Downtown design review process seeks to encourage renovation and new development in a manner that will promote visual harmony, enhance the historical integrity, and develop creative design solutions. While the design guidelines will not dictate architectural styles, they will suggest a variety of design options for achieving compatibility within the designated boundaries.

The UDO provides for the creation of Historic Preservation Overlay Districts in § 7-9-2, "to affect rehabilitation or restoration of valued individual older buildings." However, there are currently no locally designated historic districts in the Eagle/Market area.

The Adaptive Reuse Overlay District provision also aides in the preservation of valued older buildings:

§ 7-9-11. Adaptive Reuse Overlay District.

(a) General description. The Adaptive Reuse Overlay District is created to implement several infill development, community compatibility, and economic development goals and strategies of the comprehensive plan through an overlay district that allows and provides incentives for adaptively reusing valuable existing buildings. Asheville has a stock of fine older buildings that greatly contribute to the city's quality of life and urban character. Due to design, location, and/or condition, these buildings may become physically or functionally obsolete for use under their current

zoning. The application of an Adaptive Reuse Overlay District to properties containing these buildings permits a wider range of land uses to be available to these existing buildings for the purpose of extending their useful life.

The Charlotte Street Corridor Plan relates only to N. Charlotte Street. However, overlay districts provide another tool to implement specific design proposals within the DMP, particularly along S. Charlotte St.

§ 7-9-10. Charlotte Street Transition Overlay District.

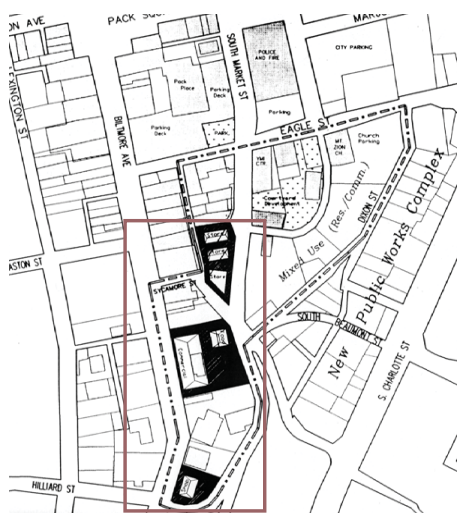
(a) General description. The Charlotte Street Transition Overlay District is established to assist in the advancement and implementation of the Charlotte Street Corridor Plan (the "Plan"). The district provides for and encourages a mixture of uses, including medium density business and service uses serving several residential neighborhoods, and medium to high density residential uses. Additionally, the district encourages development which is compatible with its surroundings and provides incentives for property owners to develop property in a manner that is consistent with the goals and recommendations of the plan. This district may serve as a workplace and/or residence for many individuals and should be sensitive to a significant pedestrian population, but also provide for adequate and safe vehicular access.

§ 7-11-1 of the UDO contains additional design and development standards pertaining to parking, loading, access, landscape and buffering, open space, and traffic impact analysis. The City's historic preservation code is contained in Chapter 8 of the Asheville City Ordinances.

Part 2 Moderate-Scale Plans and Guidelines

1 South Pack Square Redevelopment Plan (1993, 1996)

This redevelopment plan addresses the needs of the South Pack Square Redevelopment area that encompasses Eagle/Market Streets. The plan is designed not only to create a facelift for the area, but to establish a framework for economic development as well. Although the plan was initiated in the early 1990's many of the themes of the plan still need to be addressed today.



Proposed Site Plan shows new construction at intersection of Hilliard and Market, through Triangle Park, and in the block between Biltmore and Market Streets.



Street and sidewalk improvements call for Dixon Street (formerly Velvet Street) to become a new street, as well as a comprehensive sidewalk network throughout the district.

2 Pack Square Cultural District

The Block lie within the border of the Pack Square Cultural District, a space that encompasses a concentration of arts-related destinations that are vital to the economy and vitality of The Block and greater Downtown Asheville.

By tapping into its roots as a regional jazz venue, The Block can capitalize on the surrounding district's assets while distinguishing itself for its unique offerings.

3 Asheville Hub Initiative <http://www.ashevillehub.com>

The HUB plan is a regional economic initiative that focuses on developing Asheville's existing assets through community development that extends into social, environmental and cultural domains.

One of the main "clusters" HUB focuses on is creativity. The Block is perfectly situated within the cultural arts district to develop this asset.

4 Asheville Affordable Housing Plan

The Asheville Affordable Housing Plan is a guide for the City of Asheville in its affordable housing related ordinances, policies, plans and actions for the next 20 years. The plan documents trends in the local housing market, population, and incomes, and offers recommendations from the Affordable Housing Task Force to remedy the affordable housing crisis.

5 Parks, Recreation, & Cultural Arts Master Plan

The Asheville Parks, Recreation, Cultural Arts and Greenways Master Plan is intended to help meet the needs of current and future residents by building upon the community's existing recreational cultural assets while identifying new opportunities. This plan seeks to enhance the City's ability to maintain Asheville as an arts destination. The citizen-driven plan establishes a clear direction to guide the City staff, advisory committees, and elected officials in their efforts to enhance the community's parks, recreation and cultural arts programs, services and facilities.

The plan intends to increase the urban network of parks and greenways in the downtown area. Due to the amount of undeveloped area, The Block is one of the last places that can be used as a connection to open spaces.

The plan also identifies MLK Park in the East End as a high priority for a formal site master plan and new playground equipment.



These guidelines call for infill development adjacent to Mt. Zion Church. The form, or build-out, of this structure completes the street edge and preserves views of the church along the street.

6 E-M District Design Guidelines

These design guidelines were created in response to the South Pack Square Redevelopment Plan. Their purpose is to stimulate rehabilitation of individual buildings and coordinate efforts throughout the community. The guidebook contains photographs of each streetscape followed by a perspective drawing depicting the streetscape improvements and infill opportunities.



The vacant property located behind Barley's Taproom just north of Triangle Park was once seen as an infill development opportunity before the construction of Triangle Park.

7 Pedestrian Thoroughfare Plan

The goals of the plan are to promote pedestrian activity as a viable alternative to automobile use, enhance the pedestrian environment and increase opportunities to choose walking as a mode of transportation to help improve the health of the citizens of Asheville, and develop standards that enhance livability, economic opportunity, safety, and quality of life.

8 Ten Year Plan to End Homelessness

This plan was a collaborative effort on the part of homeless service providers, government, housing developers, community leaders, and homeless people. The plan seeks to end long term homelessness by treating the problem holistically. By tending to the needs of the chronic homeless by treating what created the pattern, more services are available to those who are in emergency situations, particularly families with children.

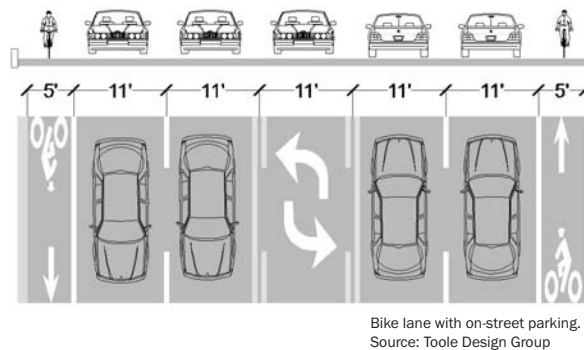
9 Downtown Parking Action Plan

Downtown is not only the heart of Asheville, but also the economic hub of Western North Carolina. A recent study projected that existing parking in downtown Asheville will be insufficient by 2011. Future growth and economic vitality of Downtown will be limited by the amount of available parking. As a result, City Council has approved a Parking Action Plan to ensure that parking limitations do not prevent Downtown Asheville from developing and prospering.

10 Comprehensive Bicycle Plan (2008)

This Plan builds on Asheville's existing assets, including a vibrant and engaged bicycle community, diverse array of users, existing bicycle facilities and an emerging greenway network. It attempts to address common cycling challenges, such as access, connectivity and safety. It strives to improve bicycle conditions on all roads, including large commercial arterial roads. The plan also addresses issues such education and awareness, driver behavior, and maintenance of bicycle facilities.

Short-term recommendations include providing bicycle lanes on many downtown streets including South Charlotte Street. Medium-term recommendations include providing a bicycle lane on Martin Luther King, Jr. Drive.



11 Sustainability Management Plan

The Sustainability Management Plan focuses on energy and greenhouse gas emission reduction solutions, best practices, and institutional/policy recommendations to improve sustainable government operations. The outcome of this plan is a consensus-based set of sustainability goals, a comprehensive list of action items, and an implementation plan for moving forward. It describes several strategies for how to pursue sustainable and healthy growth within the City. The land use principles are summarized as follows:

- The City and developers actively pursue infill development.
- Public and private sectors work together to redevelop underused urban properties in the most sustainable manner.
- The City encourages dense development patterns.
- Greater density makes transit options more viable.
- New development provides options for non-automobile transportation.
- The regulatory process encourages sustainable development.
- Mixed-use development promotes efficient land use and transportation.
- Sustainability is economical and can help provide workforce housing, when considering total life-cycle cost.
- There are mechanisms to achieve both historic preservation and sustainability simultaneously.
- The City's storm water management and land use planning are integrated to minimize environmental impacts.
- The City's land use decisions address changes in climate and the environment.
- Developers and managers design individual sites that incorporate green building principles, such as those included in the LEED rating systems.
- Asheville maintains a reputation as a sustainable city in the region and nation
- Transit Master Plan.

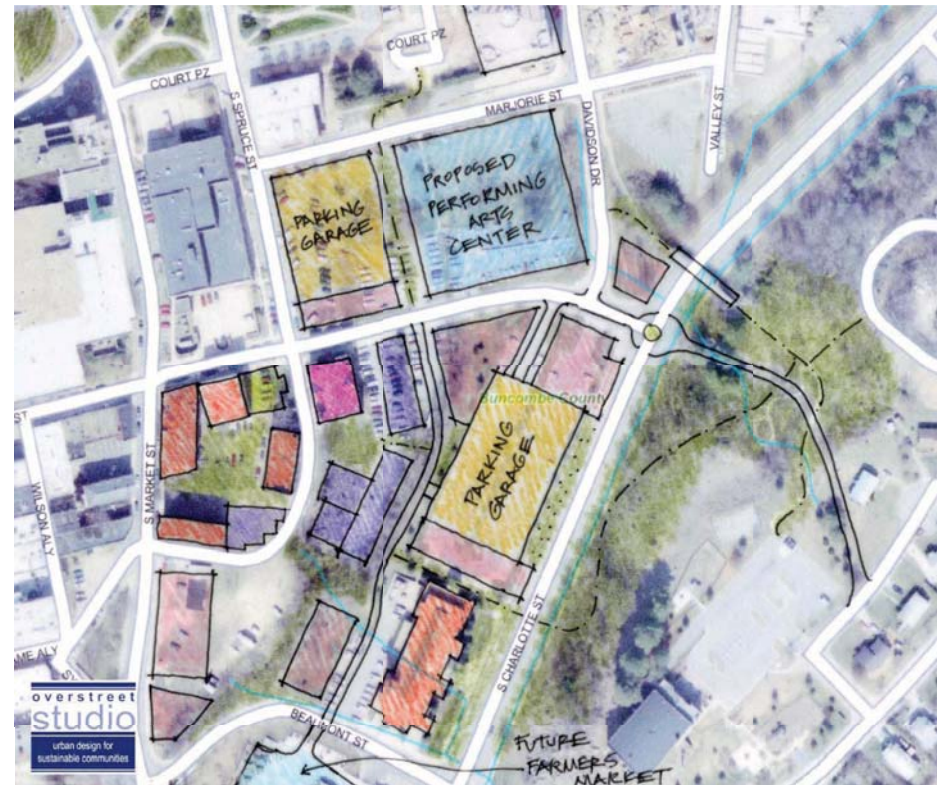
12 Transit Master Plan

The Transit Master Plan analyzes the current public transportation in Asheville and neighboring areas of Buncombe County. The overall goals for the Transit Master Plan include: providing more frequent service on the main travel corridors, marketing to choice riders, improving service for captive riders, increasing environmental consciousness, targeting the tourism market, emphasizing health and welfare aspects, and making transit part of the community lifestyle. To accomplish these goals, the plan evaluates existing demographic and transit conditions, establishes an overall vision for transit services, and creates implementation and vision plans.

The Transit Master Plan proposes combining existing bus routes 5 and 11 to create route 7, which would connect South Side, East End, Downtown, and North Asheville.

13 Overstreet Studio - Preliminary District Concept

Overstreet Studios, in their planning for Mt. Zion properties, has envisioned the long-term urban growth of the district. They identify the proposed performing arts center, two parking decks surrounded by mixed use, the extension of Eagle Street into the East End and the re-introduction of Velvet Street (a currently underused city right-of-way that was once a street). A coordinated district-wide urban design plan would look much like this, but would include a greater portion of The Block and would be driven by community input.



Long-term development diagram created by Overstreet Studios.

7 Section Seven

Design Opportunities and Development Plans

This chapter highlights the three major development plans in The Block. In the current economy, these developments present a unique opportunity to revitalize the area and make much needed infrastructure improvements.

District Design Opportunities

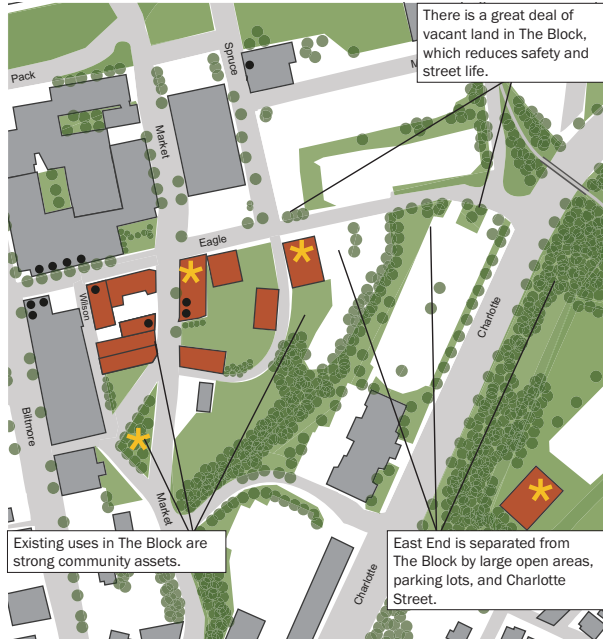
There are many opportunities for redevelopment and infrastructure improvements in The Block. Surface parking lots can give way to mixed-use buildings that improve street life, provide affordable housing, and tie the Block back to the East End. Many of these opportunities involve making new connections to places (such as the re-introduction of Velvet Street, the active design and programming of Wilson Alley, and the improvements to crossing S. Charlotte St.).

These opportunities correlate to the physical attributes of the area, where site analysis and design vision have been used to highlight feasible future improvements. Many of these opportunities could catalyze new investment in the district. For example, the creation of a new street or park would set the stage for the construction of new buildings.

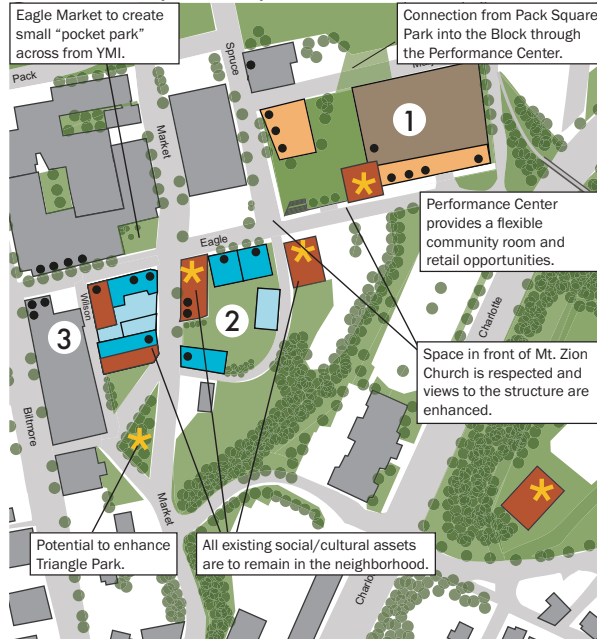
When viewing the map, infill development sites are areas that have the potential to be something better than they are now. A “placemaking” opportunity exists when an area has a particular design potential to become something unique or iconic, or an urban place where people might gather or find interesting. A “green connection” is a secondary circulation pathway (perhaps a small street or a greenway), which would most likely feature landscaping, urban agriculture and other ecological elements. Think of a “green connection” as a linear parkway that may or may not carry automobiles. Pedestrian pathways can serve as “green connections” in that they are predominant thoroughfares for walking and biking that are safe from heavy automobile traffic, but are more urban in character. General connections concern the movement of all transportation modes in and out of the district. These are generally where activity could be “pulled” in a particular direction and would thus benefit from various infrastructure improvements. For example, we might want to “pull” pedestrians into The Block from Pack Square Park and Biltmore Avenue, or create better connections between The Block and the East End across Charlotte Street.



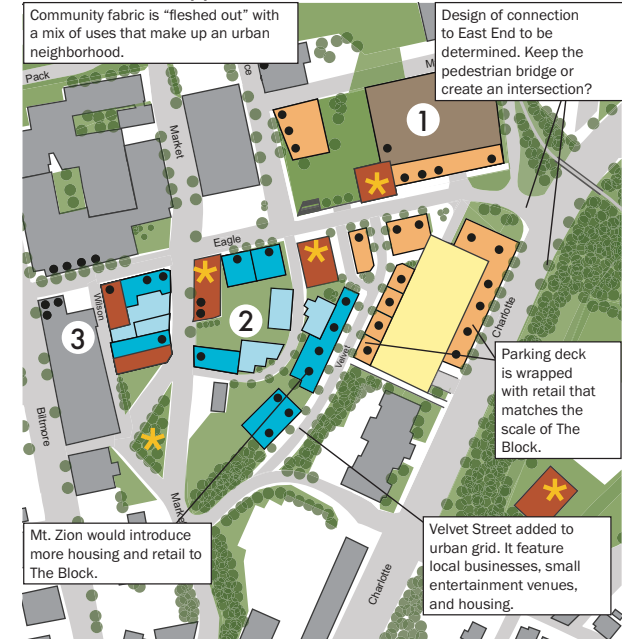
Existing Conditions



Current Development Proposals (Phase 1)



Possible Future Opportunities (Phase 2)



District Revitalization through Coordinated Development

A unique opportunity currently exists to create a district-wide urban design, with the three proposed developments serving as the foundation (the Performance Center, Mt. Zion Church and Eagle Market Place). These projects are in the early stages of planning and have the potential to revitalize the district in a relatively short timeframe. Together these developments will bring housing, retail, entertainment and community services to the Block.

A coordinated urban design effort is important to ensure that the development of individual sites occurs in a cohesive manner to create a livable and accessible urban district. Based on its land availability, a strong underlying character and cultural identity, several existing community landmarks and other assets, and a prime Downtown location, there is no doubt that The Block and its surroundings have vast potential for change. The rehabilitation of old buildings and the development of new ones must be coordinated to capitalize on this opportunity.

THREE PRIMARY DEVELOPMENTS		
1	2	3
Performance Center	Mt. Zion Properties	Eagle-Market Streets Development Corporation
<ul style="list-style-type: none"> Entertainment Office Retail Community Space Open Greenspace Parking 	<ul style="list-style-type: none"> Church Offices Mixed Income Housing Open Space Community Services (After school care, health and wellness clinic, construction training, and more) 	<ul style="list-style-type: none"> Workforce Housing Offices Community Resource Center

MAP LEGEND

- Community Assets
- Parks and Open Space
- Trees
- Existing Buildings
- Key Community Structures
- Local Business / Office Units
- Performance Center
- Retail / Office
- Housing + Office or Retail
- Housing
- Parking Structure

Development Plans In Detail

This section describes development plans in more detail. For now, there are four major developments planned or proposed for The Block, each with their own set of goals. It is important to remember that these plans are not set in stone; they are open to additional investigation, dialogue and improvement. For example, The Performance Center is conducting a “site-fit study” where they are currently exploring how their site can be developed to best meet their goals as well as the goals of the community.

Four major developments are explored, as well as the Asheville Design Center’s future initiatives in the Block.



Development sites are an opportunity to revitalize the district.

- 1 The Performance Center
- 2 Mt. Zion Church
- 3 Eagle-Market Streets
- 4 Asheville Art Museum
- 5 Future Community Projects



Check Out the Appendix on Page 72

Development Plans

Full documents containing development concepts, goals and preliminary plans for the Performance Center, Mt. Zion, Eagle-Market Street, Asheville Art Museum and Triangle Park.

1 The Performance Center

Asheville lacks a modern performing arts facility. Community leaders and public officials recognize this need and are coming together behind a shared mission:

To build a state-of-the-art Performance Center to serve all of Western North Carolina in order to enhance the unique culture and quality of life of our community.

The new Performance Center will bring a wider range of entertainment options to area families, as well as the region’s important tourist audiences, including Broadway touring shows. A center will help local groups and individual artists take their work to the next level of excellence while attracting performers from around the globe to Asheville. By incorporating the latest technology, the center will also create new business opportunities to support TV, film and multi-media productions.

It is too soon to know exactly what The Performance Center will look like. Already, project leaders have secured an optimal site in downtown Asheville, recruited a highly qualified team of architects and designers, and captured the interest of enthusiastic supporters across the region. Together, they will create a plan that responds to their audiences and artists, respects the surrounding architecture, supports local economic development objectives, and minimizes environmental impacts.



Performance Center site location.



Performance Center site today.

The Site

The Performance Center has selected a 2.4 acre site located south of City Hall. The site is preferred by the Performance Center for several reasons:

- The property is just a few blocks east of Asheville’s lively Biltmore Avenue, home to locally owned shops and restaurants.
- The adjacent, newly renovated Pack Square Park offers outdoor performing spaces that will not need duplication.
- The proximity to nearby Pack Place—along with the Asheville Art Museum, Diana Wortham Theater and YMI Cultural Center—creates an expanded cultural district.
- The site offers easy vehicular access to S. Charlotte St. to the east and ready pedestrian access through the Park and all other sides of Asheville’s walkable downtown area.

Project Scope

The project includes the planning, design and construction of:

- The Performance Center building.
- Mixed-use development facilities with ample parking. The Performance Center will issue an RFP for commercial developers to partner in this aspect of the project later in 2010.
- A connection of the entire site to Pack Square Park to the north and The Block to the south.

Asheville’s Downtown Master Plan, adopted in 2009, fully recommends The Performance Center, noting its role and impact on the Downtown cultural district and the future redevelopment initiatives in The Block. The DMP stresses the importance of coordinating master planning efforts for new developments in the district.



Performance Center site fit concept.
Red arrows indicate movement pathways.

Performance Center Project Goals

URBAN DESIGN

Connection to Pack Square Park:

- Create civic presence on Pack Square Park.

Engage Eagle Street Retail Development:

- Connect to revitalization of Eagle Street retail edge.

Sense of Place:

- Engage cultural sensibilities of historic Eagle-Market community.

Incorporate Community-based Program:

- Provide spaces for local community cultural events, indoor & outdoor.

ARCHITECTURE

Timeless Architectural Quality:

- Respect character of surrounding buildings.

Innovative Model for Sustainable Design:

- Commit to green building practices and ecological responsibility.

PROGRAM

Mixed Use Capacity on Site:

- Integrate commercial opportunities with Performing Arts Center.

Excellence for the Arts:

- Support wide range of orchestral, choral, theatre, opera, and dance events.

Technological Flexibility:

- Provide infrastructure and ability to incorporate new technologies.

Embrace Long-Term Vision:

- Anticipate phasing of arts, commercial, parking, and exterior program.

BROADER CONNECTION

Engage Western North Carolina Community Resources:

- Include design professionals, college students, contractors, & suppliers.

Support Goals of the Downtown Master Plan:

- Take a leadership role in establishing area site standards.

Program Elements

PERFORMING ARTS PROGRAM

- Upper Lobby connecting to Pack Square Park (Elev. 95')
- Orchestra Lobby connecting to Plaza (Elev. 70')
- Lower lobby connecting to Eagle Street (Elev. 40')
- Open Plaza/Green connecting to Eagle Street
- Loading along Marjorie Street (Elev. 61')
- Fly Tower in line with City Hall

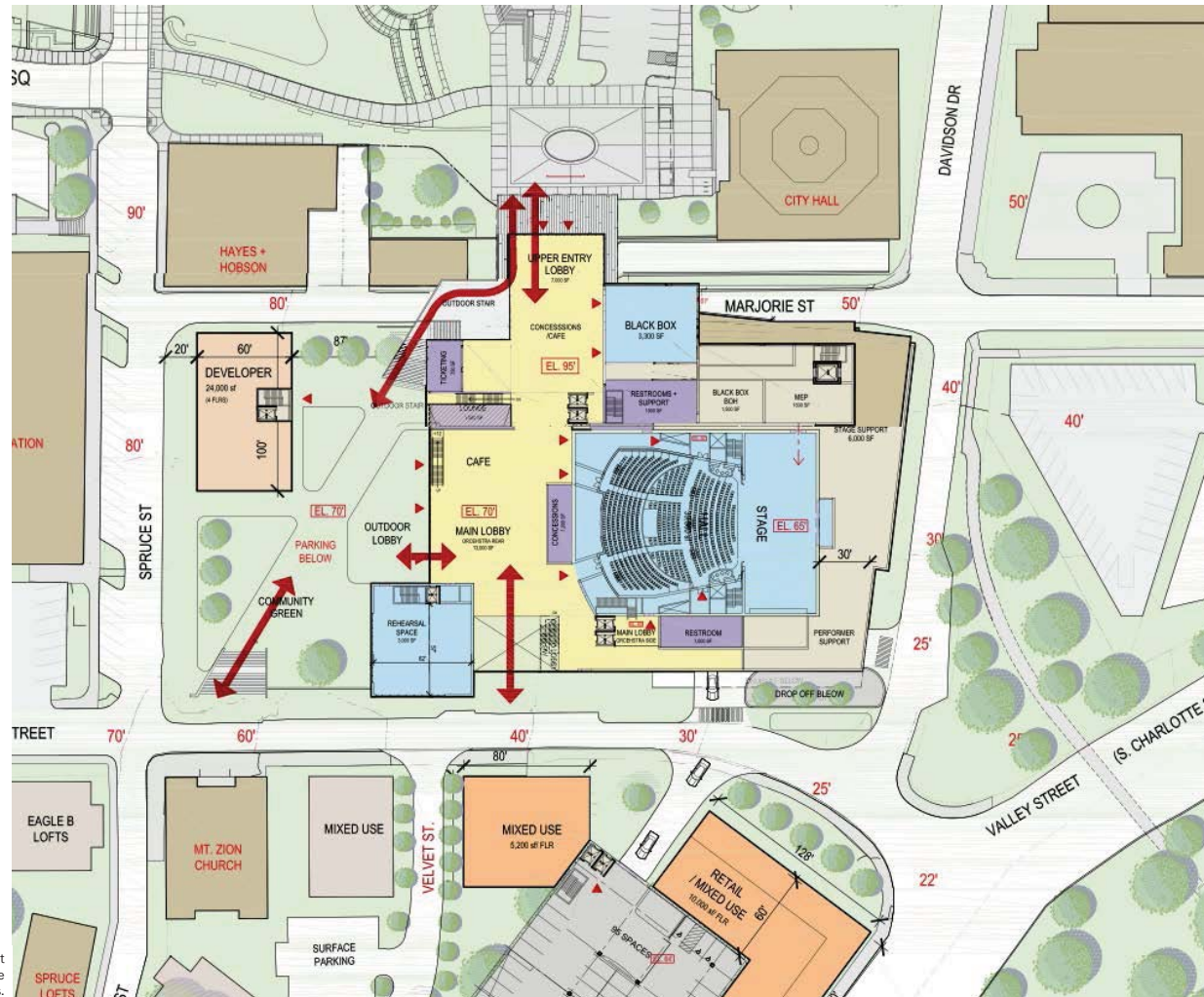
RETAIL AND MIXED USE PROGRAM

- Retail Space activating Eagle Street on PAC site (9,500 SF).
- Mixed Use Footprint at Eagle Street (15,000 SF per floor).
- Attached to Garage on corner of Valley St (Charlotte Street).
- Developer Site on Valley Street (6,000 SF per floor).
- Developer Site on Spruce Street Plaza (+/- 24,000 SF — 6,000 SF per floor).

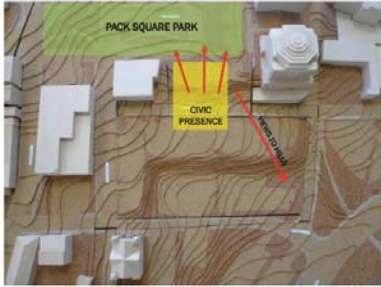
PARKING PROGRAM

- 210-car Garage Under Plaza - 3 Decks.
- 475-car Garage on Valley St. (Charlotte Street) - 5 Decks.

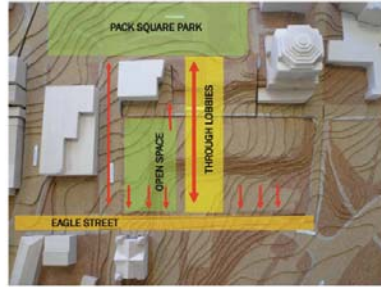
Performance Center site fit concept. Red arrows indicate movement pathways.



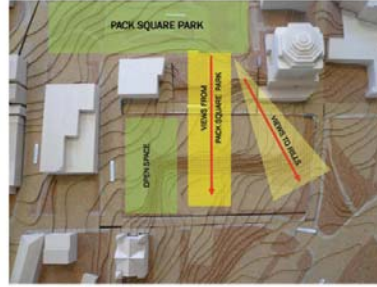
6 Generating Ideas for Site Planning



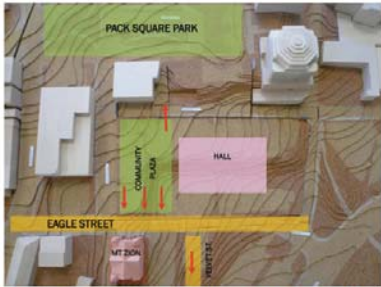
CIVIC PRESENCE ON PACK SQUARE PARK



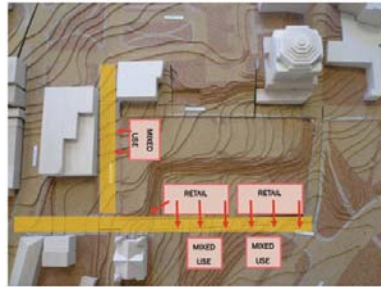
CONNECTIONS TO AN ACTIVE EAGLE STREET



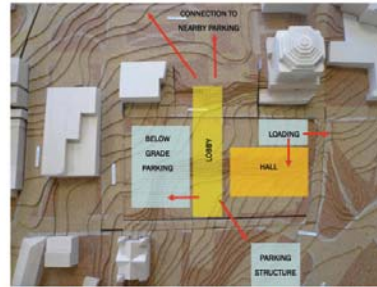
OPEN SPACES AND VIEWS OVER SITE



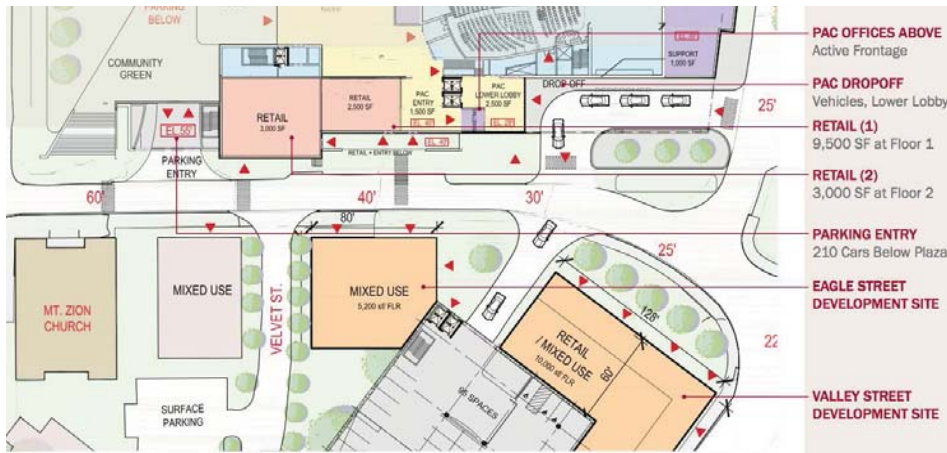
EXTERIOR SPACES CONNECTING TO THE BLOCK



MIXED USE DEVELOPMENT ACTIVATING STREETS



ACCESS TO PARKING/ LOADING ON MARJORIE



THE BLOCK Expanded Site Analysis + District Design Considerations

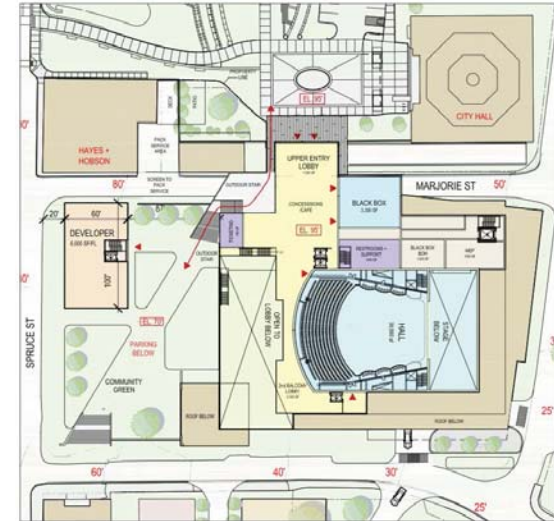
Addressing Eagle Street

New development could complete the rhythm of Eagle Street between Mt. Zion Church and Charlotte Street. Small red arrows indicate potential retail storefronts and other entrances/exits.

Connection Study

Two options currently under consideration for connecting Pack Square Park with the Performance Center Open Space and Eagle Street. One involves going around an adjacent property, the other involves a direct connection and property negotiations.

Pack Square Park Connection Study



OPTION 1-RESPECT EXISTING PROPERTY LINE



OPTION 2-TRAVERSE ADJACENT PROPERTY

2 Mt. Zion Master Plan

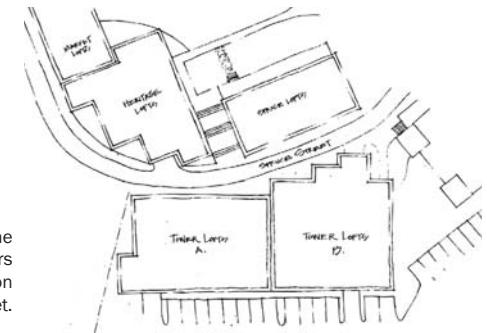
The Mount Zion Church Neighborhood Master Plan is the development of Mount Zion Community Development, Inc. This plan focuses on the Mt. Zion Church property and has developed the following criteria:

- Create financial benefit for the church.
- Retain ownership of the property.
- Benefit the community.
- Provide a diversity of homes.
- Offer economic and environmental sustainability.
- Provide a model for stewardship.

This plan has a goal of maximizing its potential for Historic Tax credits on both levels of government: Federal and State. The plan calls for community and wellness initiatives, career development initiatives, affordable housing and green building technologies. The plan includes the proposed Performance Center, parking garages wrapped with ground story retail, green spaces and community gardens. Overstreet Studio created the plan.



Concept master plan Phase 1 includes community gardens, pathways, infill development along Eagle Street, and some additional parking. Structures will house 49 rental lofts, a wellness center and church offices.



Concept master plan Phase 2 would involve the introduction of heritage lofts and loft towers behind Mt. Zion Church, both having frontage on Spruce Street.

3 Eagle-Market Streets Development Corporation

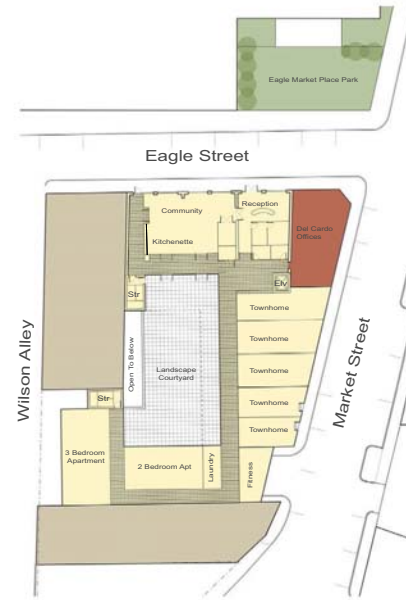
In collaboration with Mountain Housing Opportunities (MHO), Eagle Market Streets Development Corporation (EMSDC) is developing a 70-unit workforce housing development complex that will include community space and commercial space. The “placeholder name” at this writing is Eagle Market Place. Eagle Market Place will leverage over \$10 million of housing tax credits and other state and federal sources as equity for the total project costs of approximately \$12.6 million.

The redevelopment plan for Eagle Market Place conforms to the original South Pack Square Redevelopment Plan written by the City of Asheville in 1993. Eagle Market Place will incorporate multiple parcels in a mixed-use revitalization effort that will highlight the cultural heritage district for visitors and locals alike. Current plans for Eagle Market Place envision a historically accurate rehabilitation of the Del Cardo building and a façade restoration of the Dr. Collette and Ritz buildings with substantial renovations and reconstruction of the interiors. A new building will be constructed into the existing parking lot located between the Del Cardo, Dr. Collette, and Ritz buildings. One level of structured parking will be constructed within the new building.

An important component of the development approach to Eagle Market Place will be to honor the history of the business district and neighborhood with permanent historical context—markers, placards, and street art, for example. Also, EMSDC and MHO plan to involve Asheville’s young people, in particular African-American youth through art, music, dance, history, culture, and other creative elements. Eagle Market Place will also create a collaborative partnership with Green Opportunities and other locally based organizations for both construction and cultural activities during the course of the development process.



Lower Level - Parking



Main Level - Offices & Townhomes



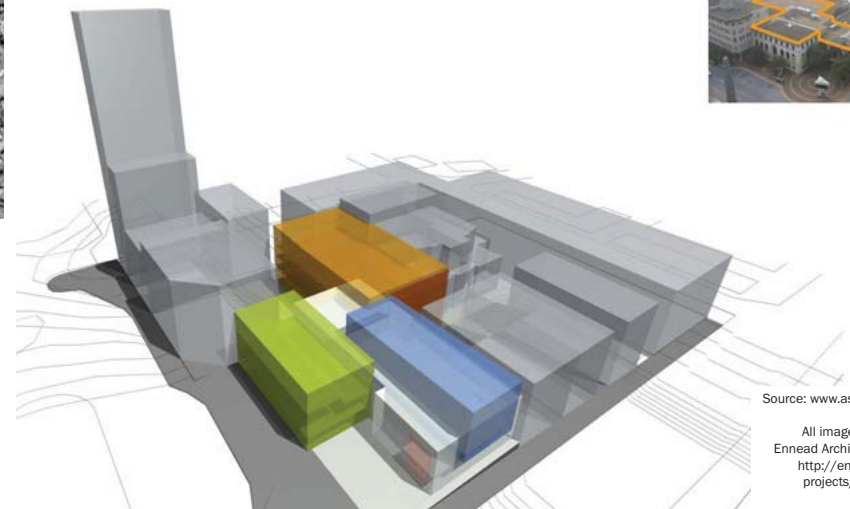
DEVELOPMENT PLANS

4 Asheville Art Museum

The Asheville Art Museum has served the region for more than 60 years and has been the cultural cornerstone of Pack Square and downtown Asheville for more than 18 years. The Museum not only houses the largest selection of art in the region but is the visual arts community center and cultural concierge for Western North Carolina at large. Central to the mission of the Museum is the enrichment of community through dynamic art experiences in American art of the 20th and 21st century.

The Museum has a planned expansion that will anchor the new projects planned for The Block. As the proposed revitalization of The Block will bring new vision and prosperity to the Eagle-Market District, the Museum's expansion will be a celebration of the human creative spirit, creating a center for life-long learning and a gathering place for the community. The facility will be the central arts destination for the region and add to the economic prosperity of the area while supporting downtown galleries, businesses and cultural tourism. The new facilities will host world-class exhibitions. Additional exhibition and library space will allow for a deeper engagement with the local community and enhance the Museum's role as a community and visitor center for the region.

Architecturally this expansion will add to the rich mixture of downtown buildings and will expand on the sense of place created with the renovated Pack Square Park, as well as the new developments on the Block. The 50,000 square-foot addition will anchor to Pack Square Park and all of downtown. The original 1926 Pack Library building will be preserved and a new 21st century architectural landmark three-story glass addition will be a welcoming beacon for the community and visitors. When lit at night the building will be a beacon illuminating Pack Square Park and the Downtown center. Ennead Architects of New York, formerly Polshek Partnership Architects, designed the new Asheville Art Museum expansion with local partners Rogers/Chenevert Architects and Beverly-Grant General Contractors.



Source: www.ashevilleart.org

All images above from
Ennead Architects website:
[http://ennead.com/#/
projects/asheville-art-
museum](http://ennead.com/#/projects/asheville-art-museum)

5 Future Community Initiatives

Alongside community members and stakeholders, ADC is working to encourage economic revitalization in The Block by tracking public feedback of proposed development projects, fostering improvements to public spaces, and enhancing the district's rich cultural history. In particular, two new projects have emerged from ADC's engagement with residents, businesses and stakeholders in The Block and East End.



Source: Rebecca Harmon, YWCA FutureVision

A Triangle Park Mural Project

ADC is coordinating the installation of a public mural in Triangle Park, the small pocket part in the heart of The Block. Enhancements to Triangle Park will assist ongoing revitalization efforts by contributing to the quality of life for new residents, while increasing foot traffic for businesses that relocate to The Block. ADC's Mural Project proposal received unanimous approval from the City of Asheville Art Board in 2010. City staff has also given their approval, clearing the way for the public engagement phase of the project.

Including art in Triangle Park will enhance several aspects of The Block and surrounding East End neighborhood. Culturally, Triangle Park is a hub to the local community and a living reminder of the legacy of African-American presence in Asheville. Logistically, the park is a vital artery to the larger urban fabric of the city, connecting Biltmore Ave., Charlotte Street, and Pack Square. Overall, Triangle Park is a well-used and deeply cared about public space, and it is imperative that plans for the park's future take its community importance into consideration.

The ADC Mural Team is multidisciplinary, made up of local artists, East End community members, planners and landscape architects. This team will evaluate existing conditions of the wall and adjacent park space, identifying additional design considerations including landscaping, accessibility, and visibility. The team will facilitate and document community discussion for both the content of the mural and any structural changes to the space. The physical analysis coupled with oral histories from community feedback sessions will shape the design process and ultimately inform the Team in the development of the final mural project.



Source: Namoi Johnson Photography

B Site and Access Plan - Asheville City Market

Appalachian Sustainable Agriculture Project (ASAP), which operates City Market on Saturdays in the Public Works parking lot, is concerned about their short- and long-term future, given the development proposals within in The Block. ASAP has requested ADC to develop a Site and Access Plan for the market, and recommend ways to increase access for underserved communities.

City Market is Asheville's most popular producer-only market, which features local food from local farmers including farm-fresh produce, eggs, meats, fish, breads, cheeses, and more. Located in the heart of Downtown, City Market boasts the highest amount of EBT/SNAP sales of any participating farmers market in the Southeast.

As a community-based design organization, ADC will rely heavily on community input for the development of the Site & Access Plan. While our volunteer designers may be experts in their respective disciplines (architecture, landscape architecture, planning and urban design), we are not experts in The Block, the East End or the South Slope neighborhoods. In order to most accurately reflect the sentiment of the community, we will conduct a thorough public outreach effort to inform our designs.

8 Section Eight

ADC Design Considerations

The Asheville Design Center (ADC) engages Western North Carolina in creative design that promotes healthy, thriving and equitable communities. The ADC Block Task Force is composed of volunteer architects, landscape architects, city planners, urban designers and community members who volunteer their professional services.

During the course of ADC's work on this project, the task force conducted numerous field visits, developed an expanded site analysis, and explored various public and private development plans. Because of this, ADC recognizes the abundance of urban design and development opportunities within The Block and its surrounding areas.

As a result, the task force has developed a collection of design ideas for the district to be considered by the community, stakeholders and future developers. These design considerations are intended as advice or potential solutions from a group of local volunteer design professionals.

The following design considerations are organized into three categories:

- 1 DISTRICT-WIDE
- 2 GATEWAYS
- 3 CORE AREAS



Please Note:

These are not plans, they are simply design ideas.

1 DISTRICT-WIDE

- Install a series of meaningful and artistic historic-cultural markers (possibly part of a walking tour, such as the Asheville Urban Trail). Use standard downtown way finding system.
- Encourage many more mixed-income, mixed-use housing opportunities within and near the Block, especially housing that is affordable.
- Improve streets for bicycle traffic, adding shared-lane arrows and bike lanes where needed.
- Ensure that new development is architecturally compatible with the existing scale and character of The Block.
- Increase bus service to The Block and East End Neighborhood
- Development should be at an urban density that naturally extends the Downtown, producing compact neighborhoods that foster a variety of activities.
- Expand the presence of City, County, State and Federal office space within and near The Block as appropriate investment and joint-venture opportunities.
- Rename Charlotte Street back to the original Valley Street.
- Explore opportunities for the support and enhancement of the rich existing and historic culture of the area.
- Develop a system of entertainment and activity nodes throughout the district (from the Orange Peel to Pack Square Park).
- Incorporate incubators for employment and career skill building.
- Provide modest-scale affordable office and retail space for start-ups and small firms.
- Identify and develop opportunities for urban agriculture and local food production; accommodate City Market in various places throughout the district.
- Encourage sustainable urban development: LEED certified buildings, alternative transportation options, and green infrastructure.

Have you considered...?



Schematic master site plan. Ideas for improvements in the whole district.

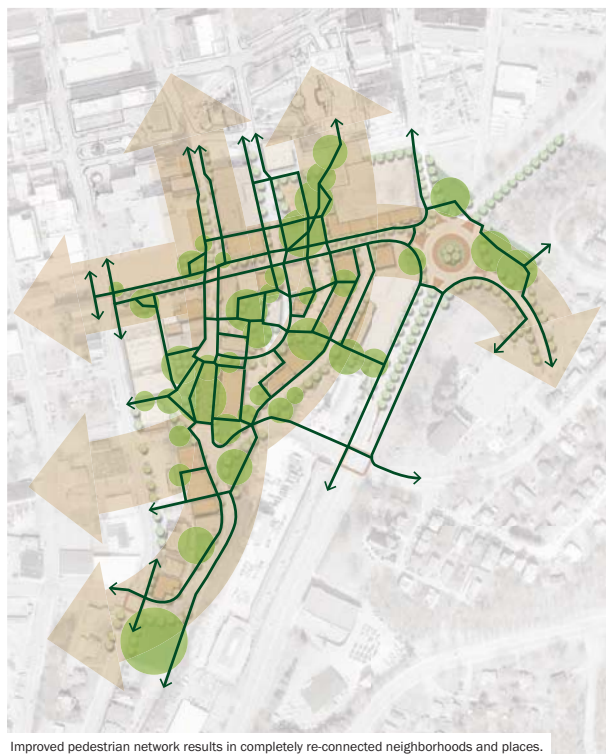
Have you considered...?

Create a Network of Pedestrian Pathways Throughout the District.

- Increase pedestrian presence throughout the district. Explore the possibility of converting service streets and alleys into a network of “walkable streets”, where cars drive very slowly and people can walk in the street.
- Link East End, The Block and Downtown through the Urban Trail or other cultural trail.
- Consider a network of pedestrian pathways and plazas throughout The Block to effectively connect it to all surrounding neighborhoods, destinations, streets and parking.
- Incorporate ideas for safety, comfort and visual interest along the network. Involve the community in design, construction and maintenance.
- Feature a variety of interpretive moments along the network through signage, frames of key views and open space programming.
- Ensure that sidewalks are complete and connected on both sides of the streets.

Specific Segments for Consideration:

- Enhance Wilson Alley as a pedestrian-only walkway programmed with arts, entertainment and features that enhance safety.
- Install a proper sidewalk along Market Street from Beaumont Street to Hilliard Street.
- Open Spruce Street as a small green street, where pedestrians and bikes dominate; treat Spruce Street as a speed-controlled driveway, open from Mt. Zion Church to Triangle Park; plan for additional development that mirrors the scale of Mt. Zion’s structures.
- Connect Market Street to Biltmore Avenue through mid-block links south of Triangle Park.
- Reintroduce Velvet Street to the district, connecting it to Spruce and Charlotte Streets in various places.
- Consider other ways to enable safe and comfortable pedestrian movement from the East End to the Block.



Possibility of extending the Urban Trail further into The Block and onward to East End. Above: Urban Trail map, Eagle-Market sidewalk maker, #29 “The Block” bronze sculpture, and the Civil War Trail marker in DPW parking lot.



Spruce Street through Mt. Zion properties, existing condition.



Spruce Street improved to walkable street with retail and automobile access.



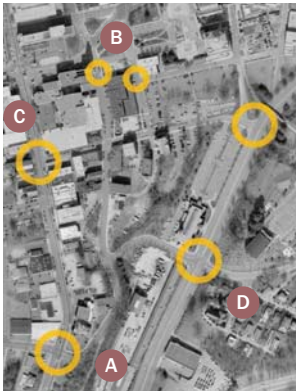
Wall Street is a walkable street with retail.

2 GATEWAYS

The Block has five major gateways as revealed in the site analysis. Considering the design of these key areas is very important in fostering district identity, increasing access and creating an inviting atmosphere for commerce.

Here we consider some urban design possibilities of four of The Block's gateways:

- A** The intersection of Biltmore Avenue and Market Street
- B** Spruce and Market Streets at Pack Square Park
- C** Eagle Street at Biltmore Avenue
- D** The intersection of Charlotte, Davidson, and Eagle Streets



A Biltmore Avenue and Market/Hilliard Street

- Preserve concrete/iron railings overlooking Charlotte Street and the East End.
- Create infill development of iconic landmark stature along the view corridor from the East End, as recommended by the Downtown Master Plan.
- Create signage to direct northbound traffic into the Block along Hilliard/Market Street.
- Encourage development to respond to the entertainment node fostered by the Orange Peel, as well as the intersection's function as a Downtown Gateway.
- Preserve green edge along Market Street as well as the character produced by BMW repair shop.
- Use the lot on corner as a green space until developed; add sidewalks on both sides of Hilliard/Market; improve street crossings.
- Consider how Market Street south of Hilliard, currently a small tree-lined service street, can be used to enhance pedestrian and bike connections.

Have you considered...?



Development concept for the intersection of Biltmore and Hilliard/Market, the Block's southern gateway.



Existing condition.



Infill development on vacant corner lot; park space at southeast corner (short-term).



Existing character-giving elements should be preserved and incorporated into new infrastructure.

Have you considered...?

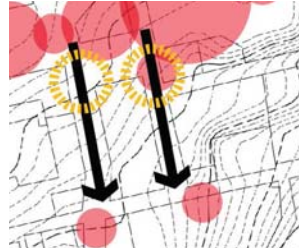
B

Market and Spruce Streets

- Preserve and enhance both view and access corridors along Market and Spruce Streets, pulling activity from Pack Square Park into The Block.
- Consider insertion of more active pedestrian uses along all streets, perhaps including widened sidewalks and additional retail (15'-20' deep) into the parking deck along Market Street. Note: There is room for this since traffic currently moves one way south and given the fact that there are no public parking spaces along that side of the street (there are 2 bus parking spots and 5 fire department spots, and a fire lane).
- Remove street tree at the northeast corner of Eagle and Market Streets to reveal view of YMI from Pack Square.
- Protect view of Mt. Zion Church along Spruce Street from Pack Square Park.

Investigate Future Uses and Forms for the Market Building—the Fire and Police Stations.

- Reintroduce this building as a public market. Public markets are popular in Asheville and this was the original use of the building.
- Infill of parking lot behind the Market Building with frontage and scale that appropriately addresses Eagle Street and the YMI. This would fill a void and replace a poorly designed series of walls that fail to acknowledge The Block. Infill may consider maintaining an alley in-between new and existing structures for access and services.
- Consider relocating the Fire Department to a more ideal location, allowing expansion of the Police Department and inclusion of other uses (especially uses that activate the building frontages at street level along Market and Spruce Streets).



Need to pull activity from Pack Square Park into The Block using Spruce and Market Streets.



View of Mt. Zion Church from Pack Square Park along Spruce Street.



View of YMI from Pack Square Park along Market Street is blocked by a tree.



Schematic site plan showing Market and Spruce as enhanced gateways.



Market Street walkway: an widened sidewalk with retail and office spaces inserted into the parking deck.



Market Street existing condition.

C

Eagle Street and Biltmore Avenue

- Develop streetscape enhancements that invites commerce into The Block from Biltmore Avenue (additional street trees, completion of brick sidewalks, appropriate signage).
- Enhance area containing eagle sculpture in front of parking garage, perhaps as a hardscape plaza with sculpture in center.
- Consider a mural on wall of small building next to Fine Arts Theatre (on same wall as Soce's salon).
- Install a crosswalk across Biltmore Avenue where it intersects Biltmore Avenue and Eagle Street.
- Remove parking along Eagle Street at entrance to district to allow for traffic flow in both directions along the entire length of Eagle Street.
- Consider the future development of small parking area at intersection of Eagle and Wilson Alley. This could be an infill development site with more storefronts along Eagle, or a plaza that would enhance the entrance to Wilson Alley.
- Consider how redevelopment plans will enhance Eagle Street and restore existing facades.

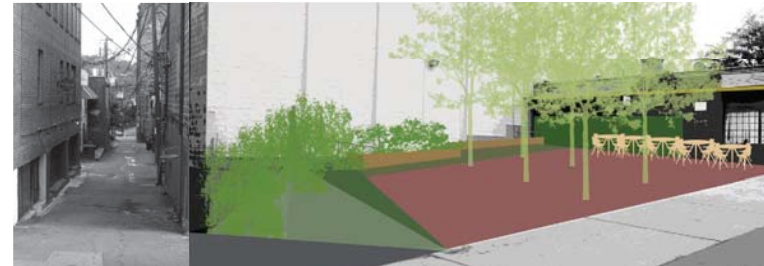
Have you considered...?



Infill development at corner of Eagle Street and Wilson Alley.



Mural drawing attention towards the Block.



Concept of a plaza at corner of Eagle Street and Wilson Alley.



Schematic site plan showing intersection of Eagle and Biltmore enhanced as a gateway. Various improvements along Eagle Street.



Plaza at corner of Eagle and Wilson would provide a sense of entry into Wilson Alley.



Infill development above shops and street trees along Eagle Street.



Eagle is one way between Biltmore and Market.



Removing parking would enable two-way traffic along entire length of Eagle Street.



Current development plans may call for infill development along Eagle and Market Streets.

Have you considered...?

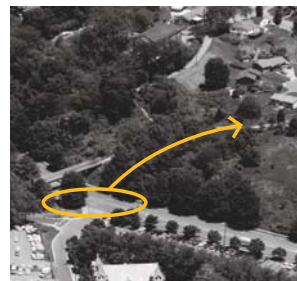
D

Eagle/Charlotte

- Introduce a two-lane roundabout at the intersection of Charlotte, Davidson, and Eagle Streets to serve as the primary gateway to the City of Asheville Development Services Center, the proposed Performance Center as well as the redevelopment within The Block.
- Take advantage of the multi-lane roundabout concept to slow traffic along Charlotte, allow safe at-grade pedestrian crossings (thus eliminating the existing pedestrian bridge crossing) and increase aesthetics of the intersection.
- Continue Eagle Street through improved intersection, across Charlotte and up to the East End, following city right-of-way, connecting to George Washington Carver Avenue. New intersection and street extension would improve both vehicle and pedestrian access to the Block from the East End as well as access to various parks and open spaces: Stephens Lee, Circle Street, and the Bountiful Cities Project.
- Sidewalk on both sides of Eagle Street; crosswalks on all intersecting streets.
- Department of Public Works parking lot could be developed to include a parking garage for the entire district. The parking garage should be wrapped with storefronts and façade improvements.
- The intersection is a great site for a public transit shelter and plaza if service expands along Charlotte Street.
- Use of tree-lined median to enable safe crossing of Charlotte Street (center median is underused due to infrequent intersections).



Schematic site plan showing multi-lane roundabout at Eagle and Charlotte Street, as well as the extension of Eagle Street into the East End.



Concept of roundabout and extension of Eagle Street. Pedestrian access (violet) is greatly improved.



Charlotte Street is vast; center lane is under-used.



Improved crossing of Charlotte Street from East End to the Block.



Davidson leading to county jail, isolated patch of grass and pedestrian bridge over Charlotte street.



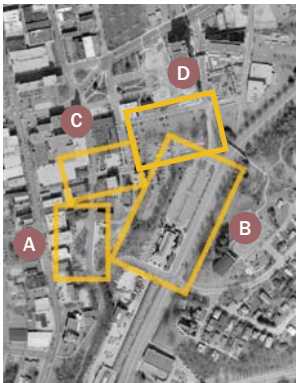
A multi-lane roundabout.

3 CORE AREAS

ADC divided the district into four general areas in order to better focus on the numerous design possibilities scattered within.

These core areas are:

- A Triangle Park and its surrounding areas**
- B The Department of Public Works property and surrounding areas**
- C The intersection of Eagle and Market Streets**
- D Performance Center Site and surroundings**



Have you considered...?

A

Triangle Park and Surrounding Areas

Enhance Triangle Park through Placemaking, Increased Pedestrian Access and Promotion of Appropriate Neighboring Development

- Consider redevelopment of the triangular lot north of Triangle Park as either an extension of Triangle Park or buildings consistent with the scale and character of all surrounding structures.
- This lot can also serve as an entrance for the programmed Wilson Alley concept and can accentuate redevelopment in the form of a public realm.
- Articulate development across Market Street from the Park so as to not cast shadows onto the park, in keeping with the scale and character of the Block (particularly the street rhythm produced by the YMI and the Foundry building).
- Consider treatment of streets surrounding Triangle Park to preserve very slow automobile speeds and enhance pedestrian movement. This might include the replacement of pavement with textured pavers.
- Various enhancements to Triangle Park itself: consider the construction of stairs to move from upper-level streets down into the park and create a community mural on the park wall.
- Infill development south of the park along Market Street to be mirrored by green edge.

Wilson Alley Concept

- Conversion of Wilson Alley into a programmed walkway with small storefronts, creative public spaces and entertainment venues. This would continue the pattern started by Castell Photography gallery.
- Provide a safe, attractive and engaging pathway from Eagle Street to Triangle Park.
- Entrances on both ends of the alley would feature inviting public plaza and have an open and inviting feel.
- Use of overhead festival-type lighting and textured paving.
- Alley could possibly be gated as to prevent access late at night.



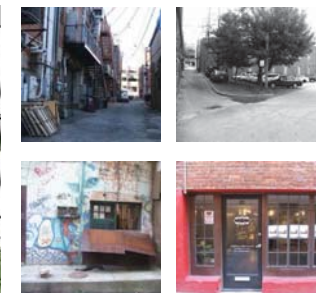
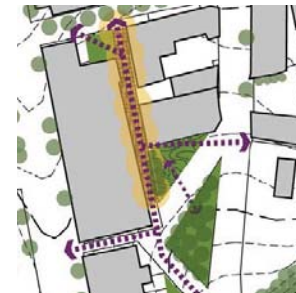
Schematic site plan showing infill and improvements around Triangle Park.



The wall along Triangle Park is a great place for a mural.



Creation of a pocket park at Wilson Alley entrance just north of Triangle Park.



Enhancements to Wilson Alley would foster pedestrian connectivity, creativity and business activity.

Have you considered...?

B

Velvet Street / Department of Public Works Site and Surrounding Areas

Reintroduce Velvet Street to the Urban Grid

- As a small service street, greenway or full service street with strong pedestrian infrastructure (Wall Street in downtown Asheville provides an excellent example of how this street can be configured).
- Create and enhance mid-block parking between Spruce and Velvet Streets.
- Development of ground-floor storefronts along Velvet and Spruce Streets creating space for neighborhood retail and services while activating the streets.
- Could serve parking garage at rear of redeveloped Public Works parking lot (see below).
- Follows existing city right-of-way and historic precedent (was once a full service street) and creates numerous opportunities for a comprehensive pedestrian network.
- Entire area could have a strong emphasis on housing to re-create a vital urban neighborhood close to downtown.

Develop the City's Public Works Site on South Charlotte Street in Accord with the Vision Expressed in the 2009 Downtown Master Plan.

- Rename South Charlotte Street to Valley Street.
- Include a parking deck to service all users: the Performance Center, the City, the County, and especially the community. Line public parking structure with housing and mixed-uses in key areas along Charlotte, Eagle and Velvet Streets.
- Design all parking deck entrances and exits so they do not negatively impact street life and pedestrian comfort along Eagle Street, either by locating them on service streets or designing them to fit an urban context. Driveways and curb cuts can hamper citizens' comfort levels when they use sidewalks.
- Preserve the boulevard character of South Charlotte Street; consider a tree-lined center median.
- Preserve Department of Public Works operations and recognize its role in the area.



Schematic site plan showing Velvet Street, a parking garage, and various new development concepts.



Current Velvet Street concept.



Wall Street is a model for Velvet Street.



Velvet Street with pedestrian pathways and nodes.

C

Eagle and Market Streets Core

- Infill of parking lot behind the Market Building with frontage and scale that appropriately addresses Eagle Street and the YMI. This would fill a void and replace a poorly designed series of walls that fail to acknowledge The Block. Infill may consider maintaining an alley in-between new and existing structures for access and services.
- Restore the Del Cardo building, a defining architectural, cultural and historic landmark.
- Infill should continue the building pattern along Eagle Street.
- Improve crossings at the key intersection using textured paving to highlight its importance and increase pedestrian comfort.
- Support Mt. Zion proposal for infill development between the church and YMI.

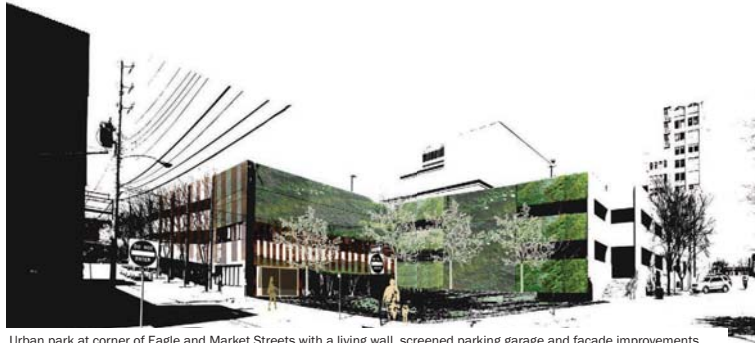
Urban Park at the Northwest Corner of Eagle and Market Streets

- Place sculpture or directional markers at the corner of Eagle/Market in green open space at parking garage.
- Relocate HVAC units to open up more space.
- Create a public square with historic and cultural interpretation; encourage active use of the space.
- Mask the parking deck with a living wall or murals to hide the functional aesthetic.
- Consider pulling back entrance of office space to match the retail masking the parking deck along Eagle.

Have you considered...?



Green patch at corner of Eagle and Market Streets is currently not used.



Urban park at corner of Eagle and Market Streets with a living wall, screened parking garage and facade improvements.



The Del Cardo Building is a district icon that must be restored.



Parking lot behind Market Building negatively affects the Block's sense of place.



Schematic site plan for the Eagle-Market core area showing infill development and improvements.



Infill development behind Market Building would greatly improve the intersection of Eagle and Market Streets.

Have you considered...?

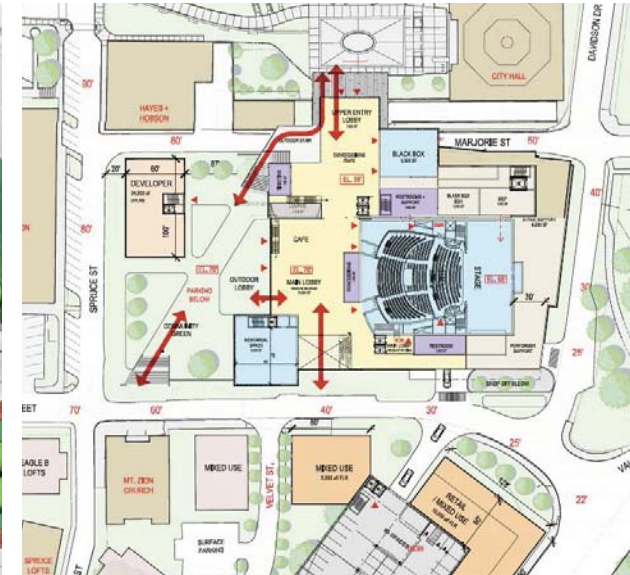
D

Performance Center Site and Surrounding Areas

- Consider creating access through center of site from City/County Plaza to beginning of proposed Velvet Street.
- Wall of retail along southern edge to respond to scale/character of Eagle/Market district and result in an active street life with local commerce.
- Consider preserving the view of Mt. Zion Church from Pack Square Park by increasing setback along Spruce Street. Doing so would enhance the streetscape, pull activity into The Block, and create an interesting site configuration using an angled setback.
- Placemaking at corner of Davidson/Charlotte provides an opportunity for iconic architecture and vital street life.
- Incorporation of community space and accessible open space throughout the site.
- Connection from corner of Spruce/Eagle through the site connecting to City/County Plaza, retail and the entrance to the Performance Center.
- Façade facing East End should respect the view corridor of that neighborhood to The Block and Downtown.
- Service locations along on Davidson and Marjorie Streets.



Schematic site plan showing Performance Center site and surrounding areas.



Site fit study for Performance Center (Option D, currently preferred alternative).



View corridor from Pack Square Park to Mt. Zion Church along Spruce Street should be preserved.



Street view from Spruce along Eagle. New development could create a building edge that would enhance movement from the East End into the Block. Green space leading into Performance Center site.



What could the Performance Center look like from Pack Square Park?

9 Section Nine

UNCC / D+SRC

Conceptual Guideline Studies

University of North Carolina at Charlotte/
Design + Society Research Center



Master of Urban Design - Sustainable Urbanism Studio

Goal: To provide ADC with a set compelling ideas to help jumpstart conversations about how the urban fabric of The Block might provide a guiding framework for future development.

Students were asked to focus on developing specific ideas that could form the basis for design guidelines as ADC was beginning its work. The first of these ideas, which is shared across all proposals, is that sustainable urban design strategies should guide all potential design projects in the area. This would specifically affect infrastructural upgrades such as bio-swale systems that could be integrated into pedestrian areas, parking areas, and surface streets in anticipation of specific development projects that may follow.

Each student was also asked to develop an idea that builds upon existing characteristics and opportunities in the area that may foster a specific cultural identity for the district. In many exhibits, sustainable strategies are coupled with art-based interventions that may foster a set of unique and locally driven design characteristics for the area.



Check Out the Appendix on Page 72

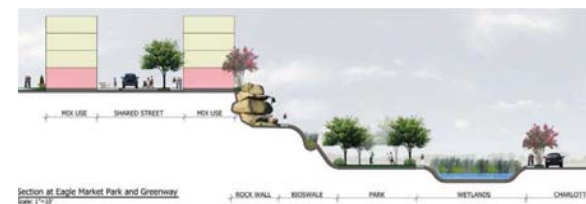
UNCC / D+SRC Student Work

Full project boards, with in-depth explanations from each student, are available for download.



1 Green Loop (Patricia Williams)

- PAC site is opened in the center to reveal direct movement corridor from Pack Square Park / Municipal Plaza through to south, ending in an entrance to a greenway. Uses a large staircase with "moments" along it. The new Performing Center would face onto this new public stair and gathering space.
- Large placemaking at intersection of Spruce and Eagle (traffic circle).
- Large scale redevelopment of Public Works parking lot at corner of Charlotte and Eagle.
- Street texture and crossing enhancements across Market to Triangle Park.
- Infill development in triangular space north of Triangle Park.
- New public open space serves as a water management element and as a demonstration site for sustainable urban practices.



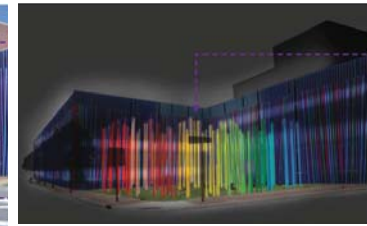
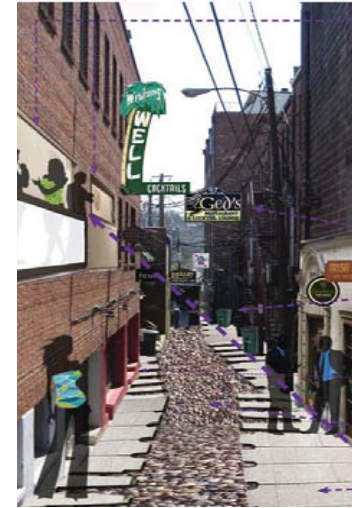
2 Eagle Market Community and Neighborhood Park (Chad Carter)

- Extensive greenway/park system from Triangle Park to PAC, which promotes active urban lifestyles through the introduction of jogging trails and rock climbing areas as well as ornamental walkways, bio-swales and gardens.
- Creation of Velvet street as a second small street to Spruce.
- New development along Spruce Extension with connections to parks and open space.
- Pond at base of hill along Beaumont behind Public Works.
- Elimination of pedestrian bridge over Charlotte, extension of Eagle into East End.
- PAC structure is pulled back to reveal Mt. Zion along Spruce, resulting in a triangular open space and pedestrian access to greenway entrance.



3 Urban Remedy (Martin Holland)

- Charlotte Street as a major gash in the urban fabric.
- Enhance infrastructure along Eagle and Beaumont Street
- Removal of on street parking along Eagle near Biltmore (create a 2-lane).
- Realignment of South Beaumont street through Triangle Park.
- Activation and definition of Sycamore and Wilson Alleys using overhead elements.
- Placemaking at intersection of Eagle and Charlotte (plaza in front of new development).
- Celebration of African-American history and culture through the use of mural near Triangle Park.
- Pedestrian enhancements at Beaumont and Eagle along Charlotte
- Large block redevelopment of Public Works site.
- Small block infill opportunity behind Market Building.
- Infill development at current pedestrian bridge landing site.
- Replacement of existing surface parking lot north of Pack Square Park with new development.
- Improvements to Market Street sidewalks to promote pedestrian movement.
- Enhance existing green space at corner of Eagle/Market parking garage.
- Introduction of Velvet Street.
- Tree-lined median along Charlotte street.
- Expand existing edible garden near East End neighborhood; this includes new community gardens and recreation spaces focused upon sustainable practices.



4 Hidden Heartbeat (Chris Muryn)

- Façade screening of parking garage at corner of Eagle/Market.
- Programming of Wilson Alley with an entertainment focus: texture paving, addition of small pubs and galleries.
- New development at corner of Eagle/Charlotte.
- New plaza space created within the Mt. Zion complex, which will connect to pedestrian paths.
- Extension of City/County Plaza over Marjorie to meet PAC site at grade, underground parking and services along Marjorie; this extends the public open spaces of Pack Square Park and transitions into a series of terraced public green spaces, which connect to a new urban green space. These new green spaces will also serve to capture rainfall and water run-off and, thus, serve as a sustainable urban infrastructure element.



5 Eagle/Market Street District Vision Plan (Aleksandra Borisenko)

- Unique treatment of bridge over Marjorie to PAC site, running down center to a greenway at Velvet as well as terminating on the roof of corner building at Eagle/Spruce. PAC site has three distinct masses, with the highest along Spruce and Davidson. Vertical development should be emphasized here, which would encourage residential or major hotel development.
- Contextually scaled development across from Triangle Park and beside Mt. Zion, with smaller-scaled row houses along Spruce behind Mt. Zion (row houses have parking access off Spruce and back to greenway).
- Infill development of Market Building back, triangle lot north of Triangle Park, Public Works building on Charlotte (parking deck below), and parking lot at corner of Davidson/Marjorie.
- Enhancement of existing pedestrian bridge across Charlotte with



additional landings, one at PAC site and the other at open area where Public Works parking lot is today. Architecturally unique, serve as a gateway and landmark.

- Setback of PAC buildings along Spruce to be 15-30 feet to preserve views of Mt. Zion church.
- Activate public plaza at Eagle/Market with retail frontage (build into parking deck).
- Screen parking deck and bring retail to street edge on ground level along Eagle Street.
- Activate Wilson Alley with semi-public and intimate plazas that may serve as outdoor cafes.
- Low lying areas would be developed as urban open spaces that will provide urban recreation (walking trails) and water management infrastructure (these landscaped areas would serve to capture water run-off in the area) through the introduction of bio-swales and water retention areas).



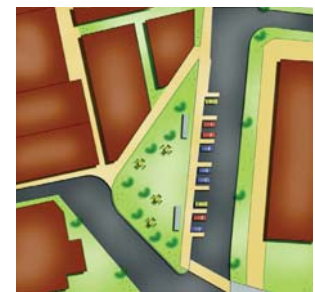
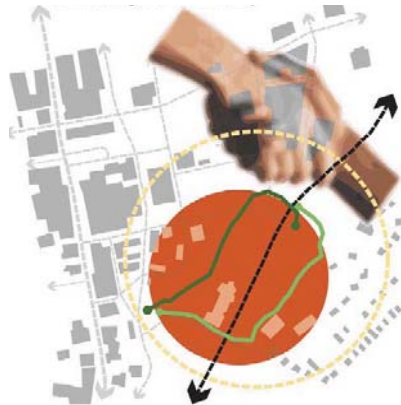
6 In With the Old, In With the New (Taylor Bishnal)

- Opportunity to blend new construction with old street facades by emphasizing the preservation of existing structures and the vertical development of new residential above. This maximizes existing developed footprints and allows for a generous amount of new public open space, which will include public art.
- New development directly across from Triangle Park, zero setbacks and full scale continuous with Market Street.
- Introduction of bio-swales in existing open spaces, vertical gardens and urban agriculture.



7 The Patch: Asheville's Reconnected Eagle Market District (Taylor Smith)

- Infill development and enhancements should be introduced along Biltmore Avenue to reinforce a "main street" connector to the district.
- Eagle Street would serve as the "front of house" for the district itself.
- Traffic calming enhancements should be introduced along Charlotte Street to better connect Downtown with the East End neighborhood; this would help heal the "scar" that this major auto thoroughfare has introduced.
- An urban park could be developed to flank Charlotte Street on both sides: this urban park would serve as both a productive (urban agriculture) and a recreational landscape for the city. This new public green space would also serve to capture water run-off that might be caused by new development and, thus, help to minimize the impacts of new construction.



8 Connecting Arts to the Parks (Kemena Brooks)

- Spruce/Eagle as central activity node, central to three connected parks (two existing and one proposed behind Public Works). Pedestrian routes would connect these parks, particularly using an extension of Spruce into a greenway behind Mt. Zion
- Preserve view of Mt. Zion looking down Spruce
- Infill sites: large development across from Triangle Park, triangular parcel north of Triangle Park, parking lot at Eagle/Charlotte featuring large parking deck screened with mixed use, Mt. Zion parking lot, areas behind Mt. Zion along Spruce, tall structure at corner of Spruce/Eagle at Mt. Zion site, infill behind Market Building.
- Greenway with linear sculpture park along former Velvet St. right-of-way.
- Triangle Park is expanded and enhanced to accommodate larger gatherings and events; sustainable design strategies enable the park and other open spaces to serve as water management systems.



9 Amplify Asheville (Thomas McCarthy)

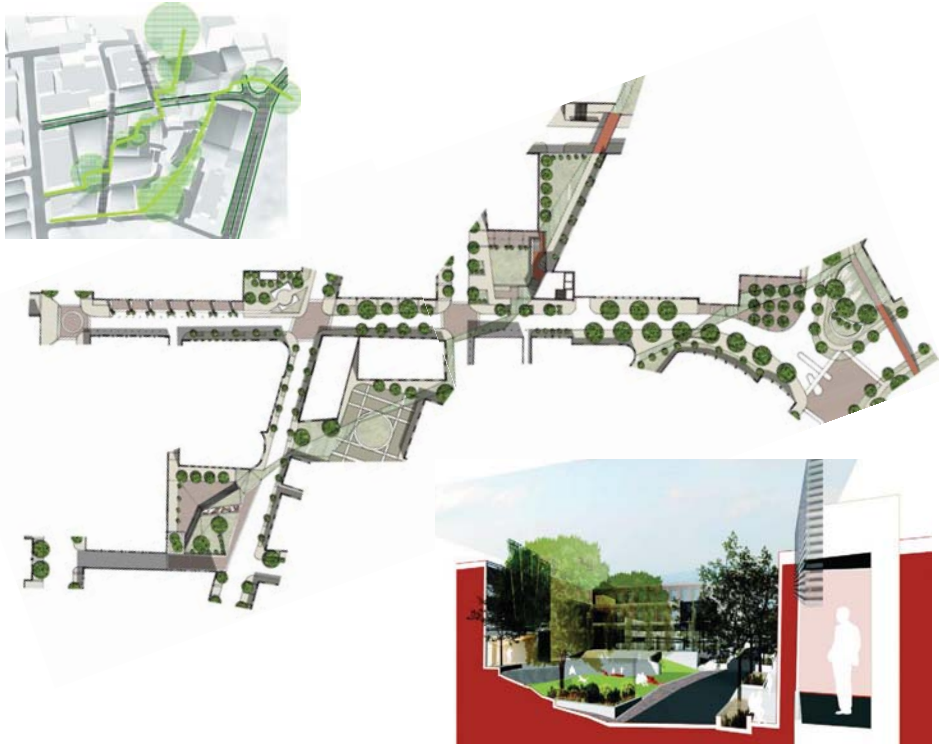
- Injection of new street from Biltmore to Beaumont, roundabout intersection at Beaumont/Market.
- Mixed-use structures at corners of Beaumont/Market.
- Extension of Triangle Park to Biltmore along new street.
- Extension of Wilson Alley south to new street.
- Extension of City/County Plaza across Marjorie to PAC site, through the center of PAC site, and onward to greenway along former Velvet.
- PAC to have rotunda and increased height at corner of Davidson/Eagle.
- Large-scale corner development (mixed housing focus) at corner of Charlotte/Eagle. Would have parking deck with at-grade courtyard in back (parking entry from Charlotte, courtyard access from Velvet greenway).
- Infill development behind Market Building
- Sustainable development techniques would be emphasized including green roofs, edible gardens, water reclamation, compact development and land reclamation.



10 The Performing Arts District (Nick Bushon)

- Reconfiguration of open space at corner of Eagle/Market.
- Conversion of former Velvet ROW into new street with development along it.
- Large-scale development at corner of Eagle/Charlotte with parking garage wrapped mixed-use.
- Sky bridge connecting City/County Plaza to PAC across Marjorie, green strip through center of PAC site at sky bridge landing connecting Marjorie to Eagle.
- Street frontage retail with living units above at PAC site along Spruce and Eagle, primary PAC on eastern portion of site (monumental scale that continues rhythm of City and County buildings).
- Infill development at Davidson/Marjorie, preserving and enhancing the pedestrian bridge across Charlotte.
- Use and enhancement of existing alleys that will connect to new pedestrian pathways with programming and street life.
- Greenway replacing parking next to Mt. Zion and extending to Triangle Park with numerous connections to streets along it: Spruce and Velvet, Beaumont, etc. The greenway will provide a series of nature trails along bio-swales, which will help mitigate water management issues and promote sustainable conservation of open spaces.





11 Eagle Park District (Lindsey Trogon)

- Strong analysis of view corridors.
- Contemporary pedestrian bridge from PAC site to Pack Square Park (pattern mimics stage of park). Angled path from Park through PAC site to plaza at corner of Spruce and Eagle.
- Textured intersection enhancement throughout.
- Velvet street as off-street pathway.
- Access to Mt. Zion parking from Spruce behind church.
- Improvements to existing pedestrian bridge over Charlotte (similar pattern to other bridges).
- Medians at intersection of Eagle/Charlotte.
- West frontage of PAC site is drawn back to reveal Mt. Zion from Pack Square Park.
- Direct extension of Beaumont to Biltmore (different than above, this preserves more of Triangle Park in order to create a new public square).
- Spruce Extension is extended further south to align with Triangle Park.
- Infill development behind Market Building.
- Emphasis on sustainable urban infrastructure such as rain gardens and pervious surface treatments in streets and pedestrian spaces; this will help mitigate storm water run-off and the heat island effect often associated with urban development. Additionally, environmental assets such as ridges and mature tree canopies should be preserved.



12 Eagle Market District (Ashley Moore)

- Affordable housing would bring life to the new urban node; community gardens would be developed as a part of the new residential fabric.
- New mixed-use infill development along Eagle Street.
- Interior courtyard of Mt. Zion behind YMI recognized as an important viewpoint. System of pathways within courtyard.
- Sky bridge connects Pack Square Park to PAC and to existing pedestrian bridge over Charlotte.
- Improved crossings of Charlotte at Eagle and Beaumont.
- Tree-lined median along Charlotte and new infill development along the west side of Charlotte.
- Large-block redevelopment of public works site. Mixed-use wrapped around two large parking decks.
- Expansion of Triangle Park to Spruce alley and triangular space to north by incorporating a new "green alley".
- Facades placed on backs of buildings along Biltmore to front on the park. Stairway from top of Triangle Park to lower level.
- Development directly across from Triangle Park and crossing enhancements at Beaumont.

10

Section Ten

"Living" Appendix - References and Resources

The idea of a "living" appendix is one that would serve as an interactive resource for the community, developers, and anyone interested in learning more about the information in this document. Here you can find web links to download a variety of relevant documents, including research sources, city plans, development proposals and other items. Our goal is that all of the information we've collected will be easy for you to find.

If you're reading this document electronically, then simply click on the item to begin downloading it from the internet. (If a link doesn't work, check the ADC website below.)

ADC Block Report - by Section

- [Cover](#)
- [Table of Contents, Contributors and Partners, What is The Block?](#)
- [Executive Summary Booklet](#)
- [Section 1: Project Introduction](#)
- [Section 2: Public Outreach](#)
- [Section 3: History + Culture](#)
- [Section 4: Key Places](#)
- [Section 5: Site Analysis](#)
- [Section 6: Related Plans](#)
- [Section 7: Development Plans](#)
- [Section 8: ADC Design Considerations](#)
- [Section 9: UNCC Student Work](#)

Partner Websites

- The Performance Center in Asheville
www.theperformancecenter.org
- CJMW Architecture
www.cjmw.com
- William Rawn Architects
www.rawnarch.com
- Eagle Market Streets Redevelopment Corporation
eaglemarketstreets.org
- Mountain Housing Opportunities
www.mtnhousing.org
- Asheville Art Museum
www.ashevilleart.org
- Overstreet Studio
- Tise Kiester Architects
www.tisekiester.com
- University of North Carolina Charlotte
www.dsrconline.org
www.coaa.uncc.edu

Public Outreach

- [Public Outreach Summary and Comments](#)
- [Public Workshop Poster](#)

ADC Maps and Workshop Boards

- [The Block in Time - Development Timeline](#)
- [District Revitalization \(Three Phases\)](#)
- [District Design Opportunities Map](#)
- [Site Analysis Poster 1 / Poster 2](#)

Historic and Cultural Resources

- [Sanborn Maps](#)
- [Urban Renewal Project Map: "Aquisitions"](#)
- [Urban Renewal Project Map: "Improvements"](#)
- [North Carolina State Historic Preservation Office](#)
- [Historic Property Survey Summaries from the NC State Historic Preservation Office](#)
- [Asheville Historic District Map](#)
- [The Andrea Clark Photograph Collection at Pack Memorial Library - Twilight of a Neighborhood: Asheville's East End - c.1970](#)
- [Property Information Inventory](#)
- [Crossroads: Twilight of a Neighborhood. Judson, Sarah M. North Carolina Conversations - Publication of NC Humanities Council.](#)
- [Housing Authority of the City of Asheville Urban Renewal Records](#)
- ["Rise, Fall, and Rebirth of The Block's Ritz". Asheville Citizen-Times. Burgess, Joel. October, 2006.](#)



Not reading this electronically?
Visit ADC's Project Website:

www.ashevilledesigncenter.org/the-block

Our project page contains links to the documents listed above, current events concerning The Block, and other important information.

Related Plans, Guidelines and Studies

- [Asheville 2025 Plan](#)
- [Unified Development Ordinance](#)
- [Downtown Master Plan](#)
- [Downtown Master Plan Appendix](#)
- [Center City Plan](#)
- [Transit Master Plan](#)
- [Sustainability Management Plan](#)
- [Affordable Housing Plan](#)
- [Parks, Recreation, Cultural Arts and Greenways Master Plan](#)
- [Pack Square Park Site Plan](#)
- [Eagle/Market Facade Design Guidebook](#)
- [South Pack Square Redevelopment Plan](#)
- [Comprehensive Bicycle Plan](#)
- [Ten Year Plan to End Homelessness](#)
- [Pedestrian Thoroughfare Plan](#)
- [Downtown Parking Action Plan](#)

Development Plans

- The Performance Center in Asheville
[Site Analysis Presentation](#)
[Public Meeting Boards \(Aug 10, 2010\)](#)
[Site Fit Study - Schemes A-G](#)
[Scheme D2 - Currently Preferred](#)
[Park Connection Study](#)
- Eagle Market Streets Redevelopment Corporation
[Existing Site Layout](#) / [Proposed Site Layout](#)
- Mt. Zion Church – [Current Plans Presentation](#)
- Asheville Art Museum – [Current Plans](#)
- Asheville Design Center
[Triangle Park Mural Project Proposal](#)

ADC Design Considerations

- [Site Master Plan](#)
- [Connections and Pathways Diagram](#)

UNCC / D+SRC Student Work

- Patricia Williams
[Project Board 1](#) / [Project Board 2](#)
- Chad Carter
[Project Board](#)
- Martin Holland
[Project Board 1](#) / [Board 2](#) / [Project Booklet](#)
- Chris Muryn
[Project Board](#) / [Project Booklet](#)
- Aleksandra Borisenko
[Project Board](#) / [Project Booklet](#)
- Taylor Bishnal
[Project Board](#) / [Project Booklet](#)
- Taylor Smith
[Project Board](#) / [Project Booklet](#)
- Kemena Brooks
[Project Board](#) / [Project Booklet](#)
- Thomas McCarthy
[Project Board](#) / [Project Booklet](#)
- Nicholas Bushon
[Project Board](#) / [Project Booklet](#)
- Lindsey Trogdon
[Project Board](#) / [Project Booklet](#)
- Ashley Moore
[Project Board](#) / [Project Booklet](#)