3 S. Tunnel Rd

Rezoning Petition

Vaidila Satvika, AICP

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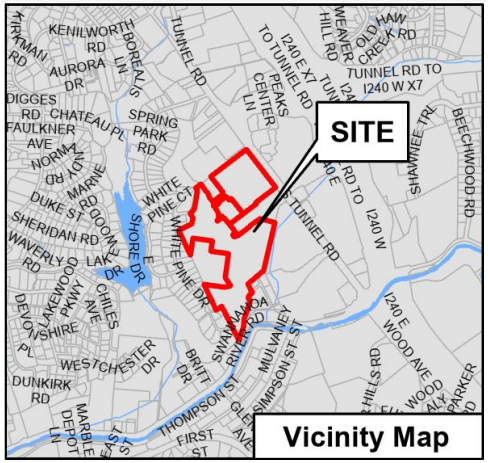
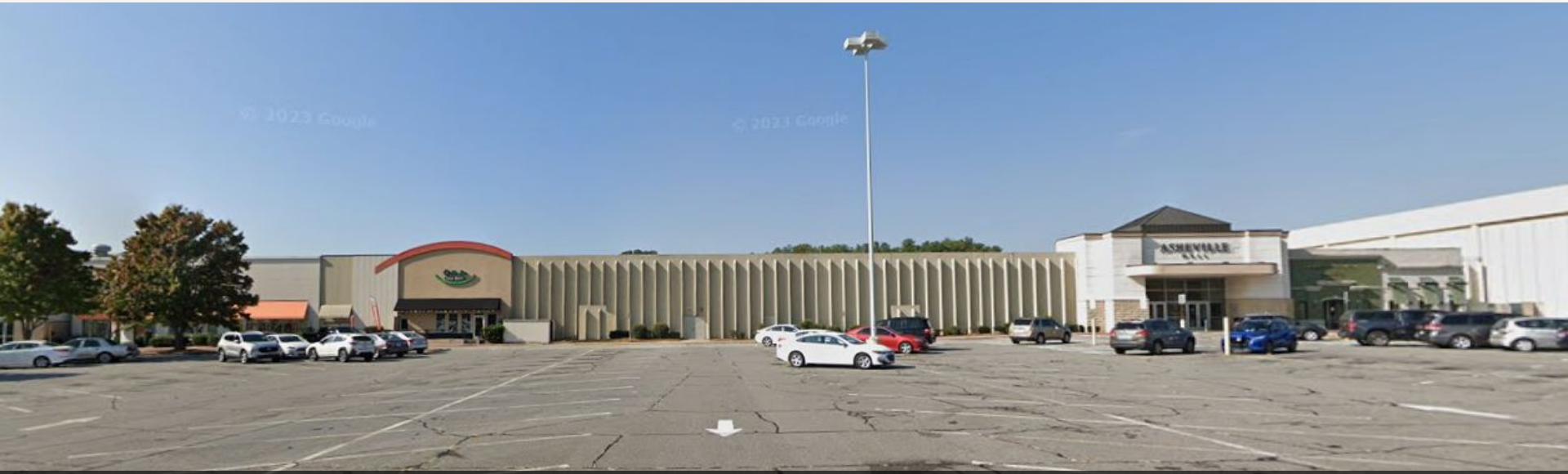
Exhibit B - Aerial Imagery



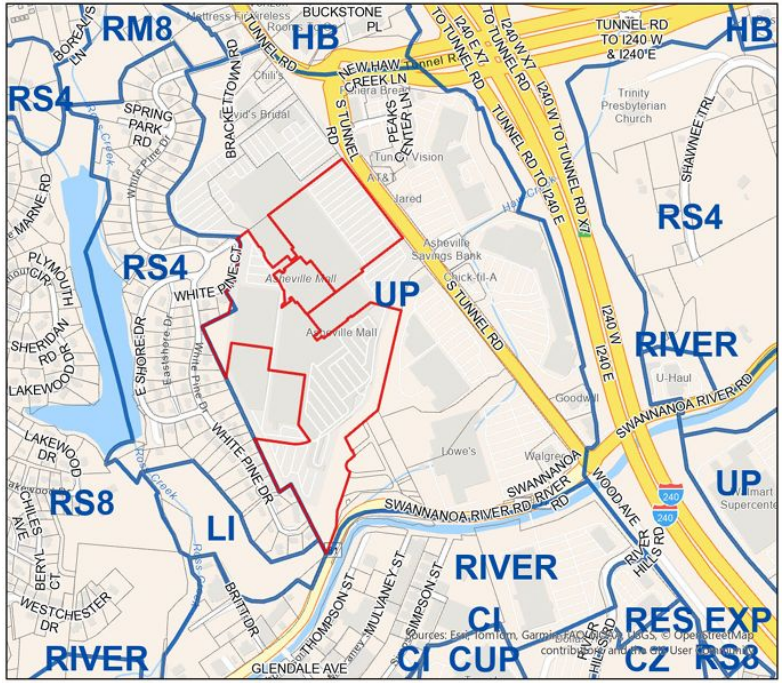


3 S. Tunnel Rd - Street View

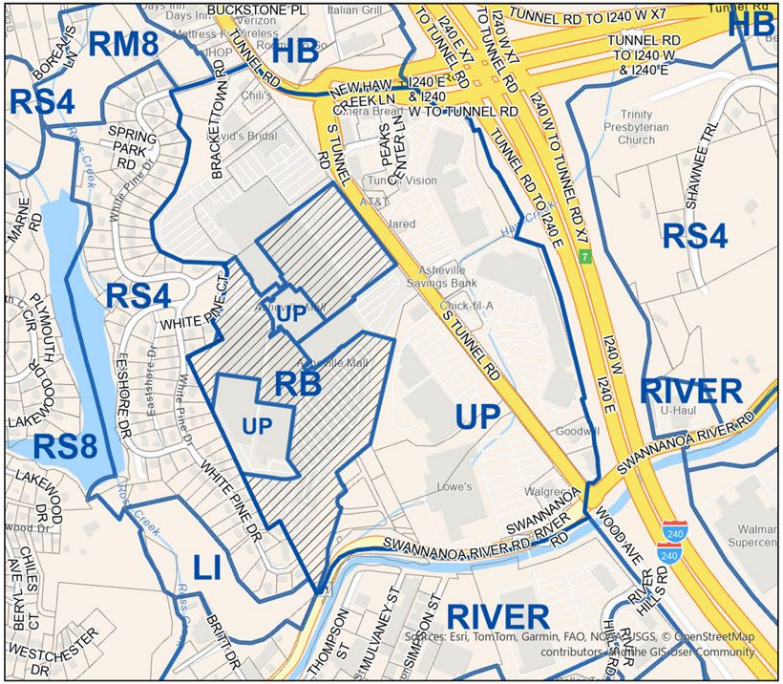


- **Location**: 3 S. Tunnel Road (PIN 9658-13-5696); **Parcel Size**: 40.88 acres
- **Description**: A one-story mall structure and parking built in 1973 (Class C Commercial), totalling approximately 198,000 square feet (4.5 acres), and valued by tax assessment at approximately $91M
- **Owner**: Asheville Mall Capital Holding LLC; **Applicant**: Jesse M. Swords, Allen Stahl & Kilbourne

Exhibit A & A1 - Exist. & Prop. Zoning



Current: UP



Proposed: RB

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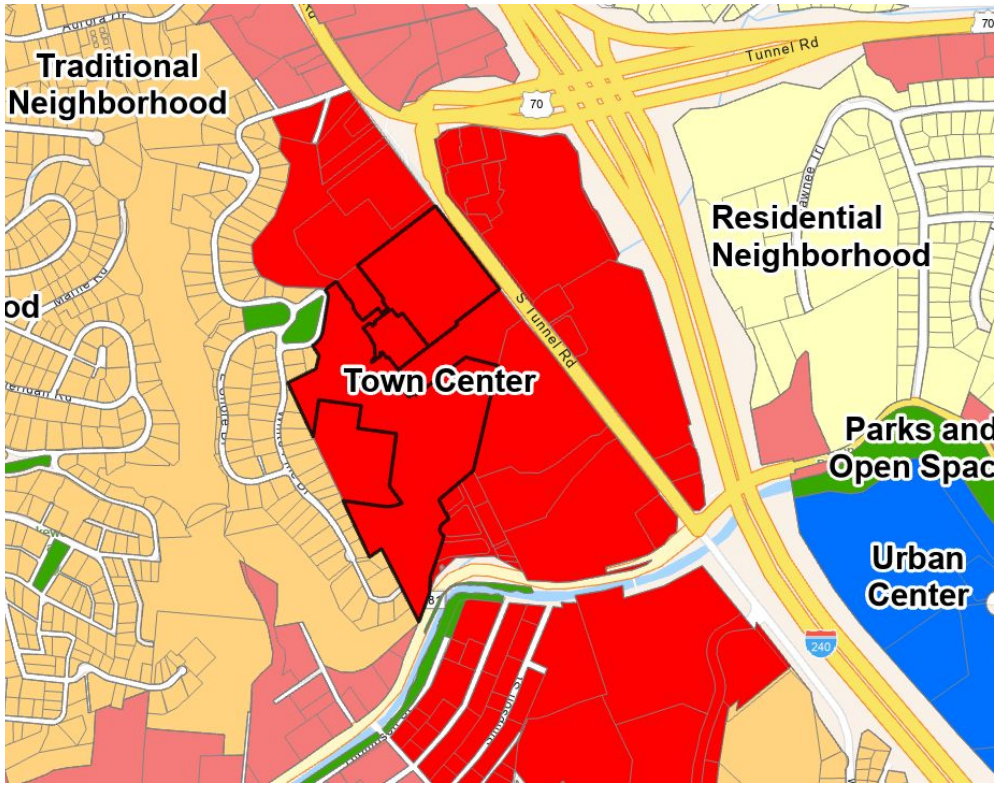
Exhibit C - Existing Future Land Use



Future Land Use designation: Town Center is described, in part, as "areas that are able to support strong growth as Asheville's population continues to increase in the future…" and " These areas include commercial areas with large surface parking fields, such as Asheville Mall and the Asheville Outlets. In these areas, residential uses are currently not a common component but should be a focus of future redevelopment in order to create vibrant town centers with various housing types and options…" (p. 340).

Review Process

Planning & Zoning Commission (PZC) - June 3, 2026: Disapproval (Vote 4:3)

Zoning District Comparison

UDO Provision	Urban Place Form District (UP) - *Existing*	Regional Business (RB) - *Proposed*
Allowed uses:	• Multi-Family • **Limited public, institutional, and recreational uses** • Office • Retail • **Limited/restricted heavy equipment, motor vehicle, industrial uses**	• Multi-Family • Single-Family Detached • Limited public, institutional, and recreational uses • Office • Retail • Heavy equipment, motor vehicle, some industrial uses
Lot Size Minimum:	Min. 5,000 s.f.	None
Lot Width Minimum:	Min. 50’	Min. 100’
Building Height:	Max. 55-75’	Max. 80’
Building Setbacks:	Front: 0’, Side: 5’ min, Rear: 0’ min	Front: 35’, Side: None, Rear: 10’ min
Parking	Min: None Max: Various, dependent on use	Min: None Max: Various, dependent on use
Drive Thrus	Limited to one lane behind building	Permitted/unrestricted
Form Standards	Block dimensions, Build-to zone, Street-facing building length, Blank wall maximum distance, Interior sidewalks with trees, etc.	None.

Use examples not permitted in UP





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Pros & Cons

Pro(s)

- It could be argued that any rezonings leading to property investment may be good for the city, at least in the short term, due to added tax revenue and the provision of updated goods and services.

Con(s)

- The proposed rezoning is inconsistent with Comprehensive Plan goals and the aims of the Urban Place Form District (UP).
- Development not aligned with city plans would diminish the potential for realization of goals especially concerning given the site's scale and strategic location.
- The rezoning would remove the mixed-use requirement, potentially leading more inefficient development without the provision of housing along a transit corridor.
- Eliminating UP requirements would perpetuate the negative impacts of suburban sprawl, such as reducing walkability and increasing the urban heat island effect.

Compatibility Analysis

The purpose of the Urban Place Form District (UP) district is, “to implement **transit-supportive land use recommendations** as proposed in Living Asheville, the city's comprehensive plan.” (UDO Sec. 7-8-26).

The proposed rezoning is incompatible with both the 2021 zoning map updates and the Comprehensive Plan’s vision for Town Centers. Specifically, it fails to advance the goal of transforming these larger, underutilized lots into higher-density, mixed-use centers.

By not supporting the intended secondary downtown model—which emphasizes increased housing variety, human-scaled design, transit support, and an interconnected, gridded street network—the proposal conflicts with the City’s established growth plan.

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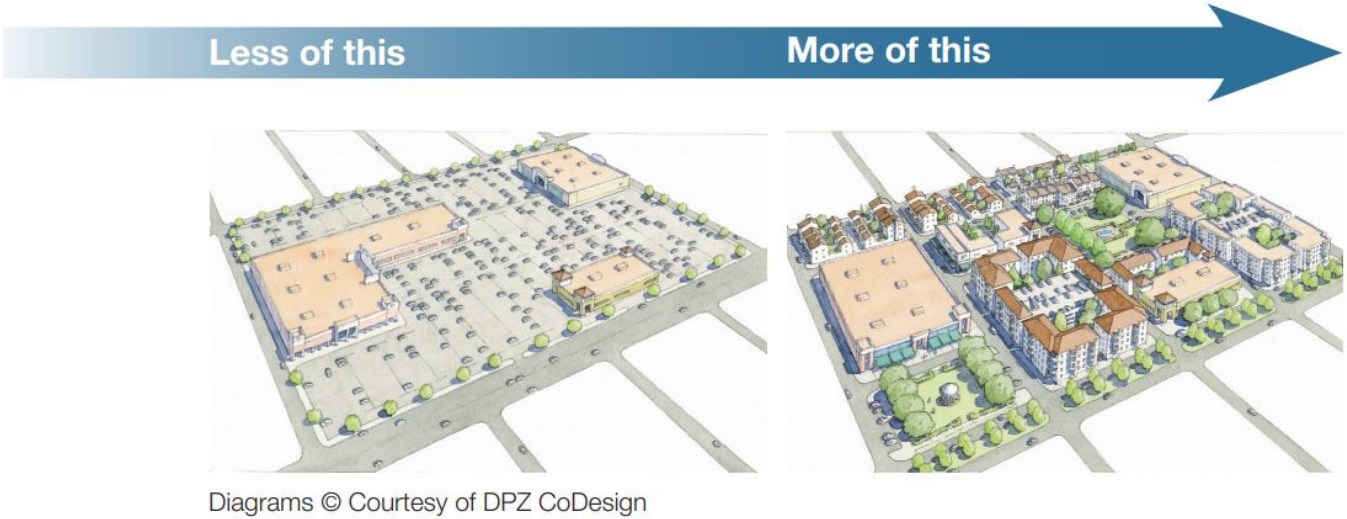
Comprehensive Plan Goals

The proposed rezoning *conflicts* with the following goals in the Living Asheville Comprehensive Plan (2018). The proposed project does not:

- **Encourage Responsible Growth** (p. 131).
- **Increase Mixed Use Development Along Transit Corridors** (p. 135).
- **Promote Great Architecture and Urban Design to Enhance Placemaking** (p. 139).
- **Make Streets More Walkable, Comfortable and Connected** (p. 147).



Diagrams © Courtesy of DPZ CoDesign

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Recommendation

- Staff concurs with the Planning & Zoning Commission and recommends disapproval of the proposed rezoning.