Deaverview Master Planning

Selection of Planning Partner - City Collective

September 3, 2026

James Shelton
Community Development Division Manager

THE CITY OF ASHEVILLE

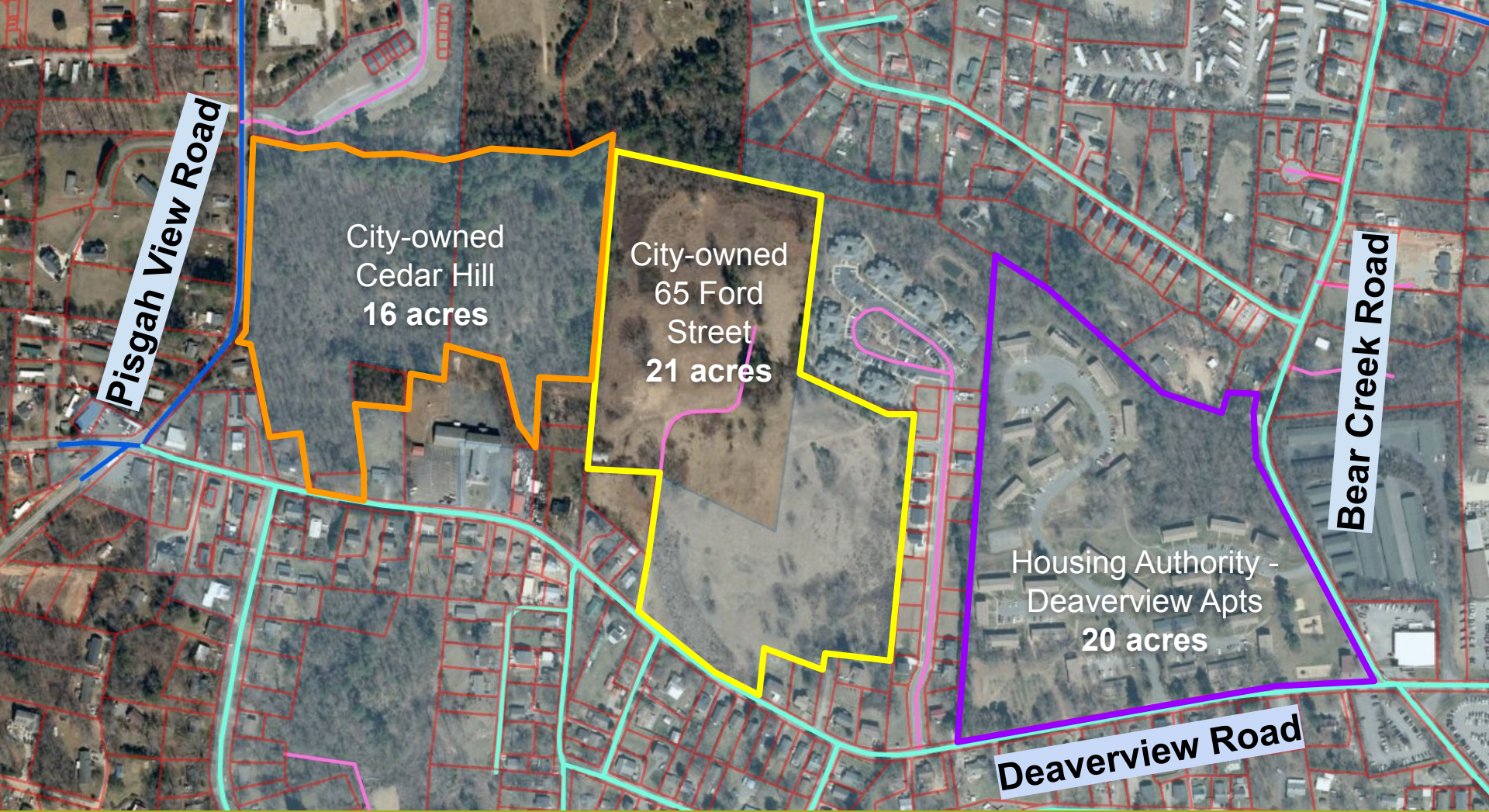


Key Takeaways

- The City of Asheville is engaged in a joint planning process with the Housing Authority of the City of Asheville (HACA) and the Asheville PEAK Academy for approximately 60 acres in the Deaverview community.
    - The partners have entered into a memorandum of understanding (MOU) that defines the partnership principles and sets forth the shared objectives for the joint visioning process.
- The MOU does not bind the City to land exchanges or funding commitments. All future property transactions, developer agreements for construction, and other capital or programmatic investments remain subject to subsequent City Council approval.
- Council approved the allocation of $475,500 from the CDBG-DR Planning program to support the development of a Master Plan for the 60 acre site.
- The Community Development Division has undertaken a competitive Request for Proposals process to identify a master planning partner and has selected City Collective, LLC

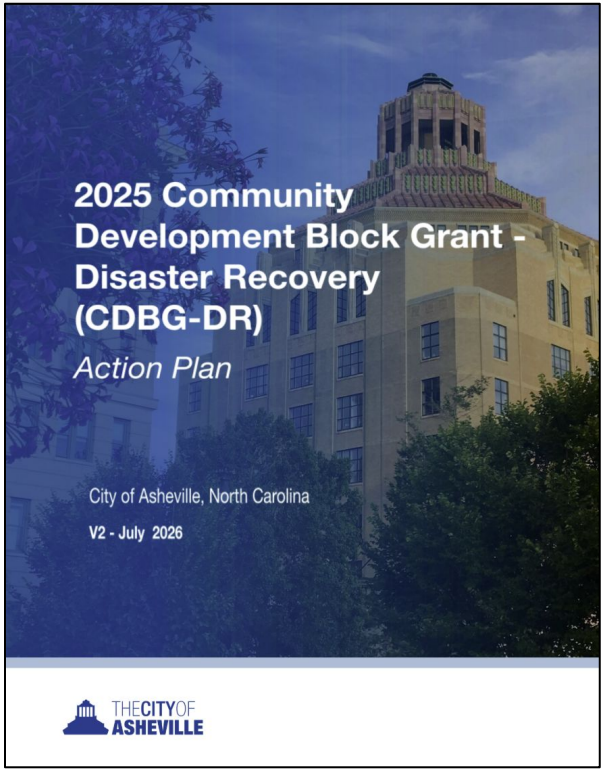
City and HACA-Owned Properties

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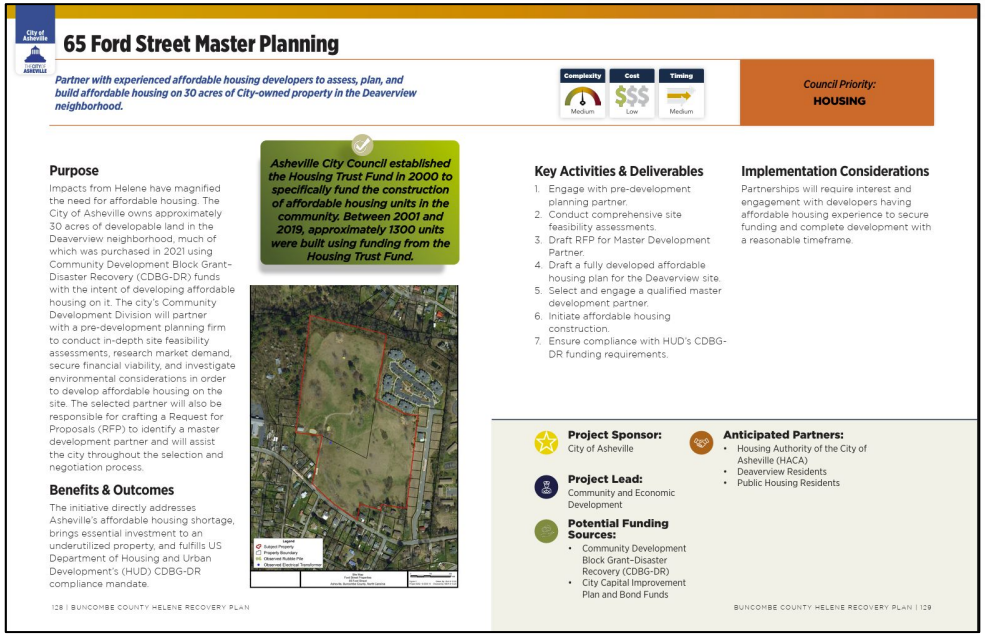

Pisgah View Road
City-owned
Cedar Hill
16 acres
City-owned
65 Ford
Street
21 acres
Housing Authority -
Deaverview Apts
20 acres
Bear Creek Road
Deaverview Road

Background

- In February 2020, City Council authorized the purchase of 65 Ford Street to build mixed- income housing, a cradle-to-college pipeline (potential childcare center and high-performing school) and onsite community wellness, in partnership with the Housing Authority.
- January 2021 - City Council Affordable Housing Work Session, discussed Deaverview Purpose Built in the pipeline of future projects.
- Spring 2022 - City Council approves projects & funding on HACA property. HACA secured Conditional Zoning approval for Deaverview Infill Apartments on HACA property, which includes 82 units in 3 buildings. Council also approved zoning and funding requests for the project ($1.465M in City Bond Funds).
- October 2024 - Council re-allocates funding from the project to Helene-related Home Repair.
- The City was awarded $225M in CDBG-DR funds following Tropical Storm Helene, of which $3.7M was allocated for Planning purposes with the Deaverview Planning activity specifically being listed as a potential project



Background



65 Ford Street Master Planning

Partner with experienced affordable housing developers to assess, plan, and build affordable housing on 30 acres of City-owned property in the Deaverview neighborhood.

Complexity: Medium | Cost: $$$ Low | Timing: Medium

Council Priority: **HOUSING**

Purpose

Impacts from Helene have magnified the need for affordable housing. The City of Asheville owns approximately 30 acres of developable land in the Deaverview neighborhood, much of which was purchased in 2021 using Community Development Block Grant-Disaster Recovery (CDBG-DR) funds with the intent of developing affordable housing on it. The city's Community Development Division will partner with a pre-development planning firm to conduct in-depth site feasibility assessments, research market demand, secure financial viability, and investigate environmental considerations in order to develop affordable housing on the site. The selected partner will also be responsible for crafting a Request for Proposals (RFP) to identify a master development partner and will assist the city throughout the selection and negotiation process.

Asheville City Council established the Housing Trust Fund in 2000 to specifically fund the construction of affordable housing units in the community. Between 2001 and 2019, approximately 1300 units were built using funding from the Housing Trust Fund.

Benefits & Outcomes

The initiative directly addresses Asheville's affordable housing shortage, brings essential investment to an underutilized property, and fulfills US Department of Housing and Urban Development's (HUD) CDBG-DR compliance mandate.

Key Activities & Deliverables

1. Engage with pre-development planning partner.
2. Conduct comprehensive site feasibility assessments.
3. Draft RFP for Master Development Partner.
4. Draft a fully developed affordable housing plan for the Deaverview site.
5. Select and engage a qualified master development partner.
6. Initiate affordable housing construction.
7. Ensure compliance with HUD's CDBG-DR funding requirements.

Implementation Considerations

Partnerships will require interest and engagement with developers having affordable housing experience to secure funding and complete development with a reasonable timeframe.

Project Sponsor: City of Asheville

Project Lead: Community and Economic Development

Potential Funding Sources:
- Community Development Block Grant-Disaster Recovery (CDBG-DR)
- City Capital Improvement Plan and Bond Funds

Anticipated Partners:
- Housing Authority of the City of Asheville (HACA)
- Deaverview Residents
- Public Housing Residents

- The City submitted 65 Ford Street Master Planning as a recovery project for the Buncombe County Helene Recovery Plan. The purpose of that project is to undertake a comprehensive planning process to lay the groundwork for the development of affordable housing.
- The City, HACA, and PEAK Academy have executed a Memorandum of Understanding to engage as planning partners for the collective site.
- This collaboration is defined by the shared goals of affordable housing, educational facilities, community recreation, and greenspace amenities.
- The Master Plan will include other elements that result from a community engagement process that align with the stated values and vision.

Planning Process: Objectives

- **Build on the Community & Stakeholder Engagement** of the previous efforts and incorporate what we have heard and will hear into the process.
- In partnership with the Asheville Housing Authority, **expand affordable and mixed-income housing options** to include a minimum of 340 high-quality homes (with potential to include both rental and homeownership options).
- Create a permanent, 4-acre modern educational campus for **Asheville PEAK Academy** to serve the students and families that will serve as a key institutional anchor for the community.
- Integrate new **public parks**, green spaces, and recreational options for the entire community, developed and maintained by the Asheville Parks and Recreation Department.
- **Improve infrastructure,** with multimodal transportation options, streetscapes, and utility improvements onsite**.**

Planning Process: Intended Outcomes

- The Master Plan will deliver the following key outcomes:
  - Outline the physical development characteristics for the collective site and illustrate the proposed buildings, landscape improvements and other features that represent the development objectives;
  - Outline the public benefits gained by developing the site;
  - Outline the financial feasibility and needs for constructing and maintaining the site, especially the public spaces;
  - Identify conceptual streetscape, multimodal transportation and utility improvements required;
  - Provide the HACA, PEAK and the City with a basis for the development of resources including funding, partnership and land exchanges required for next steps;
  - Guide the development of construction drawings.
- The final plan will be presented for acceptance and endorsement from Asheville City Council, HACA Board of Directors and PEAK Academy Board of Directors.

Request for Proposals

- Following a competitive internal project selection process, the development of a Deaverview Master Plan was selected to be supported with CDBG-DR Planning funds. Council approved a Memorandum of Agreement (MOA) to allocate $475,500 to the Community Development Division for this activity.
- A competitive Request for Proposals (RFP) process was undertaken in which proposals were received from June 16, 2026 to July 16, 2026 and a total of 10 proposals were received.
- Following a scoring process of the proposals received and interviews with the highest scoring firms, City Collective, LLC was selected as the most qualified firm to develop the Deaverview Master Plan.
- Once a contract is executed, it is expected that the planning process will be undertaken in phases over the next 18 months, including meeting with stakeholders and community members early and throughout the entire planning process. The contract will be funded with a portion of the $475,500.

Master Planning Partner - City Collective

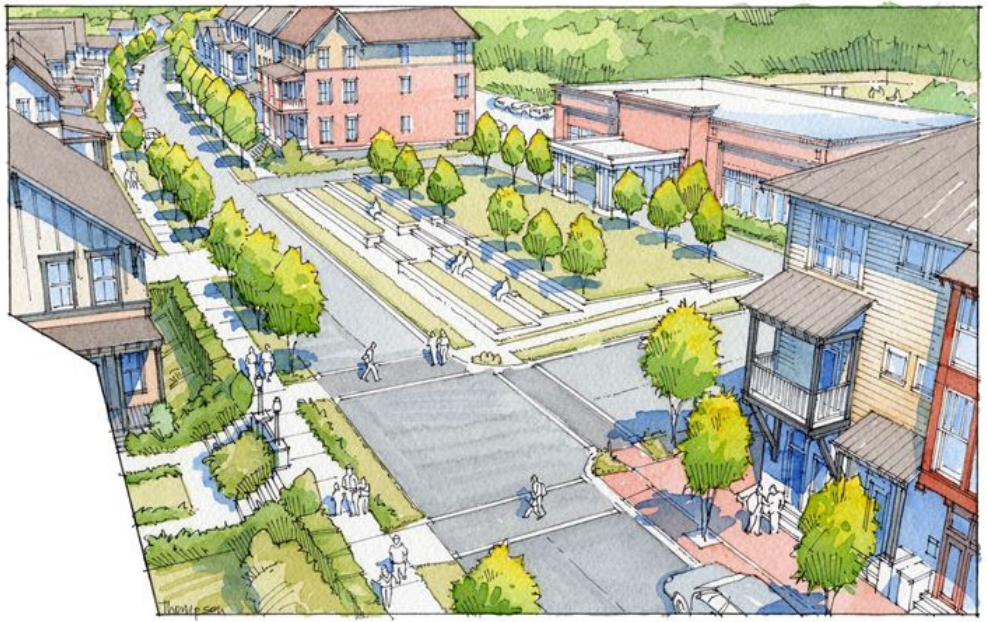
City Collective

City Collective has assembled a multidisciplinary team of leaders in urban design, architecture, landscape architecture, engineering, community engagement, housing strategy, cost estimating, and transportation planning, providing us with the confidence that every aspect of the project has been thoughtfully considered.



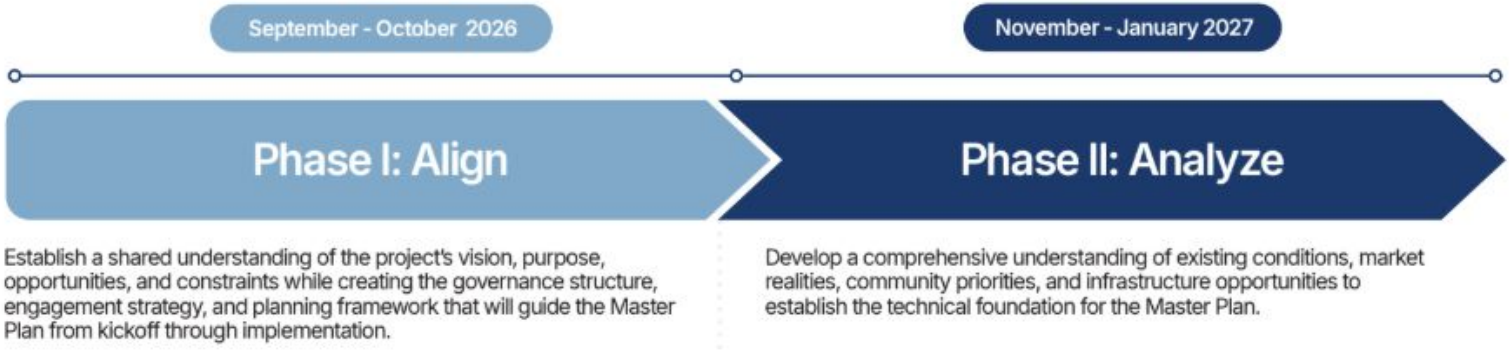
Next Steps

- With Council's approval of the selection of City Collective, staff will work to finalize and execute a contract
- The planning process will be undertaken in phases over the next 18 months
  - Including meeting with stakeholders and community members early and throughout the entire planning process.
- Council will have the opportunity to engage and review throughout the process, and "optioneer" the final Master Plan



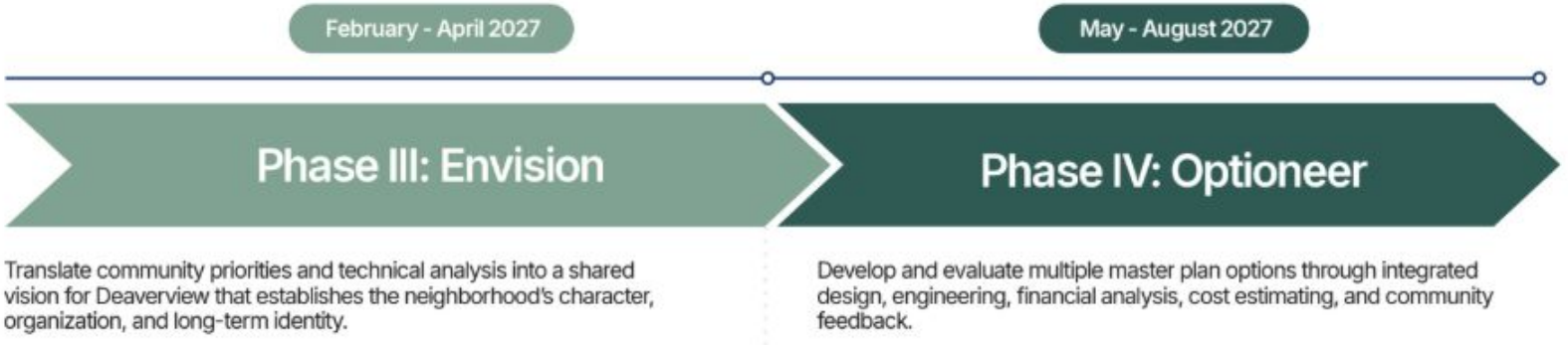
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Proposed Timeline



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