City Council Staff Report

Council Meeting Date

- September 8, 2026

Subject

- Contract with City Collective, LLC to develop a Master Plan for land in the Deaverview neighborhood owned by the City of Asheville and Housing Authority of the City of Asheville.

Staff Resource(s)

- Nikki Reid, Housing & Economic Development Department Director
- James Shelton, Community Development Division Manager

Action Requested

- Adoption of a resolution authorizing the City Manager to enter into a contract with City Collective, LLC in an amount not to exceed $399,800 to develop a Master Plan for land in the Deaverview neighborhood owned by the City of Asheville and Housing Authority of the City of Asheville.

Background

- The City of Asheville owns a 21-acre property located at 65 Ford Street and a 16-acre property located adjacent to Pisgah View Road. The Housing Authority of the City of Asheville (HACA) owns approximately 20 acres of property located at 275 Deaverview Road, which is currently home to Deaverview Apartments, a 160-unit public housing development.
- Deaverview Apartments were originally constructed in 1971 and HACA wishes to construct new housing units to replace the existing Deaverview Public Housing Community, and to do so in a manner that requires the residents of Deaverview to relocate only one time.
- The City's properties are located in close proximity to the current Deaverview Apartment site, which altogether encompasses over 50 acres.
- PEAK Academy wishes to develop a high-quality, community-centered public school on a suitable site that allows for an innovative, safe and accessible campus designed to serve Asheville's diverse students and families
- The City, HACA and PEAK (the Parties) have executed a Memorandum of Understanding that establishes the framework for a joint planning effort for the development of these properties that will serve to benefit the residents of the Deaverview Apartments and the greater Deaverview community.
- The Parties wish to develop a master plan that includes a mixed-income housing strategy (affordable and market rate/rental and homeownership), educational and recreational facilities, and wellness (community and supportive services).
- The implementation of the Master Plan, which may include property acquisition or disposition, infrastructure improvements, additional specific plans for construction and development (including the selection process for development and construction team for the City Property), and funding agreements, shall be subject to future City Council, HACA Board of Directors and PEAK Academy Board of Directors approval;
- The City of Asheville was awarded $225M in CDBG-DR funding following the

devastating effects of Tropical Storm Helene, of which a portion was set aside for Planning activities.
- Following a competitive internal project selection process, the development of a Deaverview Master Plan was selected to be supported with CDBG-DR Planning funds.
- 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.

Vendor Outreach Efforts:

- Staff performed outreach through solicitation processes in accordance with Federal procurement requirements, including a competitive Request for Proposals (RFP) process, proposal scoring, and interviews with the highest scoring firms.

Council Vision 2036 Focus Area(s):

- Connected and Engagement Community
- Well Planned and Livable Community

Council Priority Recovery Area(s):

- People
- Housing

Committee(s):

- Housing and Community Development Committee - April 7th, 2026 - Discussion of Award of CDBG-DR funds for Deaverview Master Planning and partnership with HACA and PEAK Academy

Fiscal Impact

- Fully funded with CDBG-DR Planning funds. No General Fund money will be used to fund this planning activity.

Suggested Motion

- Move to adopt a resolution authorizing the City Manager to enter into a contract with City Collective, LLC in an amount not to exceed $399,800 to develop a Master Plan for land in the Deaverview neighborhood owned by the City of Asheville and Housing Authority of the City of Asheville.

Attachment(s)

- Resolution

City of Asheville Resolution Number 26-____

Resolution authorizing the City Manager to enter into a contract with City Collective, LLC to develop a Master Plan for land in the Deaverview neighborhood owned by the City of Asheville and Housing Authority of the City of Asheville.

Whereas, pursuant to N.C.G.S. §160A-11, among its general corporate powers, the City is authorized to enter into contracts; and

Whereas, the City of Asheville owns a 21-acre property located at 65 Ford Street and a 16-acre property located adjacent to Pisgah View Road, and the Housing Authority of the City of Asheville (HACA) owns approximately 20 acres of property located at 275 Deaverview Road, which is currently home to Deaverview Apartments, a 160-unit public housing development; and

Whereas, Deaverview Apartments were originally constructed in 1971, and HACA wishes to construct new housing units to replace the existing Deaverview Public Housing Community, and to do so in a manner that requires the residents of Deaverview to relocate only one time; and

Whereas, the City's properties are located in close proximity to the current Deaverview Apartment site, which altogether encompasses over 50 acres; and

Whereas, PEAK Academy wishes to develop a high-quality, community-centered public school on a suitable site that allows for an innovative, safe and accessible campus designed to serve Asheville's diverse students and families; and

Whereas, the City, HACA and PEAK (the Parties) have executed a Memorandum of Understanding that establishes the framework for a joint planning effort for the development of these properties that will serve to benefit the residents of the Deaverview Apartments and the greater Deaverview community; and

Whereas, the Parties wish to develop a master plan that includes a mixed-income housing strategy (affordable and market rate/rental and homeownership), educational and recreational facilities, and wellness (community and supportive services); and

Whereas, the implementation of the Master Plan, which may include property acquisition or disposition, infrastructure improvements, additional specific plans for construction and development (including the selection process for development and construction team for the City Property), and funding agreements, shall be subject to future City Council, HACA Board of Directors and PEAK Academy Board of Directors approval; and

Whereas, 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; and

Now, therefore, be it resolved by the City Council of the City of Asheville that:

The City Manager is hereby authorized to execute a contract with City Collective, LLC in an amount not to exceed $399,800 to develop a Master Plan for land in the Deaverview neighborhood owned by the City of Asheville and Housing Authority of the City of Asheville.

Read, approved, and adopted this 8th day of September, 2026.

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Esther E. Manheimer, Mayor

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Brad Branham, City Attorney

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Magdalen Burleson, City Clerk