

Implementing the Comprehensive Plan's Vision
for Urban Centers:

Urban Place Form District Rezoning: Asheville Mall Area

January 11, 2022
City Council
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Department of Planning & Urban Design

Key Takeaways

- ★ The Urban Place Form District is a zoning “tool” to help implement a **growth strategy** in the Living Asheville Comprehensive Plan
- ★ With a population of almost 95,000, Asheville continues to grow and we need to better **align new development with our transit system** and other city infrastructure
- ★ This alignment will further **increase transit access and reduce carbon emissions**
- ★ Housing, including **affordable housing**, is an important element of this proposal
- ★ This is the **second phase** of the Urban Place Form District initiative (Council approved Phase 1 in September 2021)

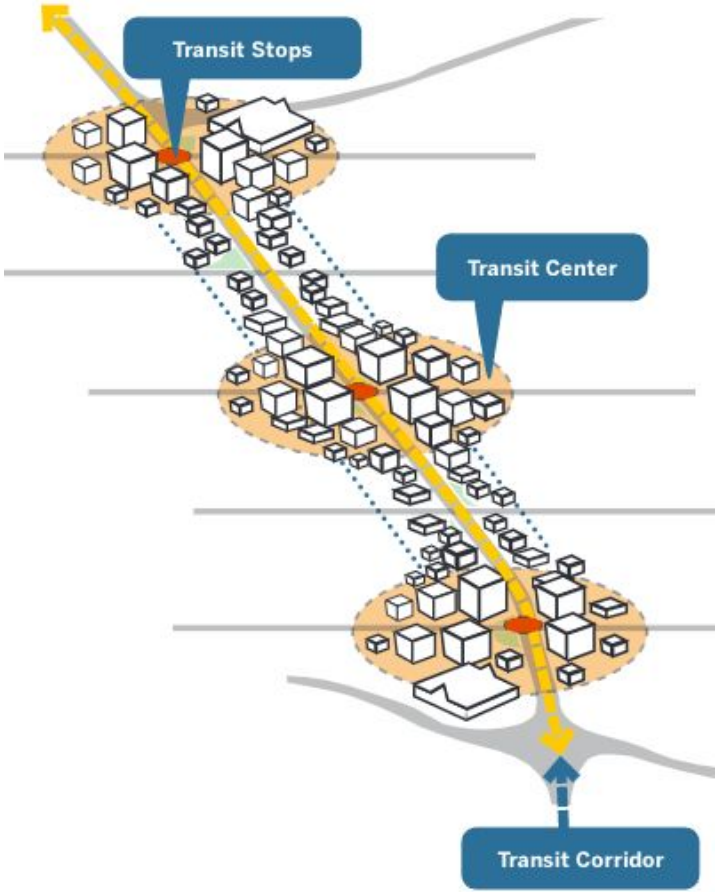
Requested Action and Staff Recommendation

- ★ Public hearing to consider city staff's proposal to:
  - **Rezone approximately 128 acres of property** within the vicinity of and including the Asheville Mall to the Urban Place Form District, as identified in the Living Asheville Comprehensive Plan

Urban Centers Goals

Living Asheville recommends strengthening urban transit corridors and centers to:

- Accommodate a growing population and support job growth
- Integrate affordable housing closer to jobs
- Improve connectivity with walkability that supports transit
- Support a healthy environment with quality urban design that improves tree canopy and urban open spaces



Benefits Of Urban Centers

The following are potential benefits of the comprehensive plan growth strategy, which includes Urban Centers:

Citywide Transit Usage Increase:

2028	2038	2068
18%	39%	105%

Greenhouse Gas Emissions Reduction:

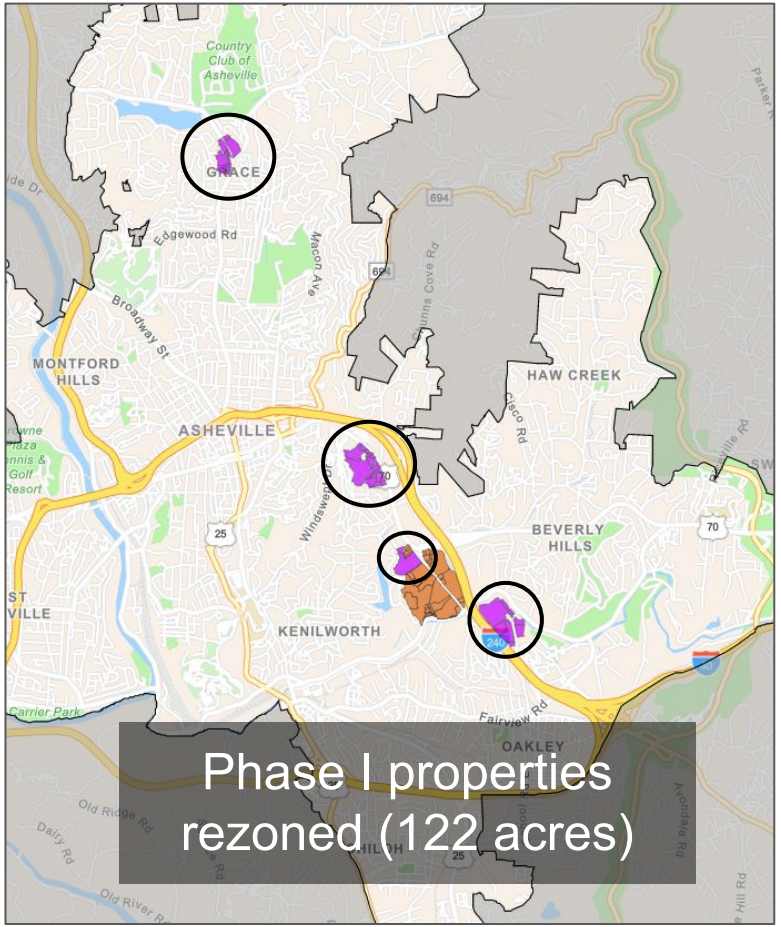
62%

UDO Text Amendment

Urban Place
Form District

ADOPTED
September 28, 2021 ✓

Map Amendments

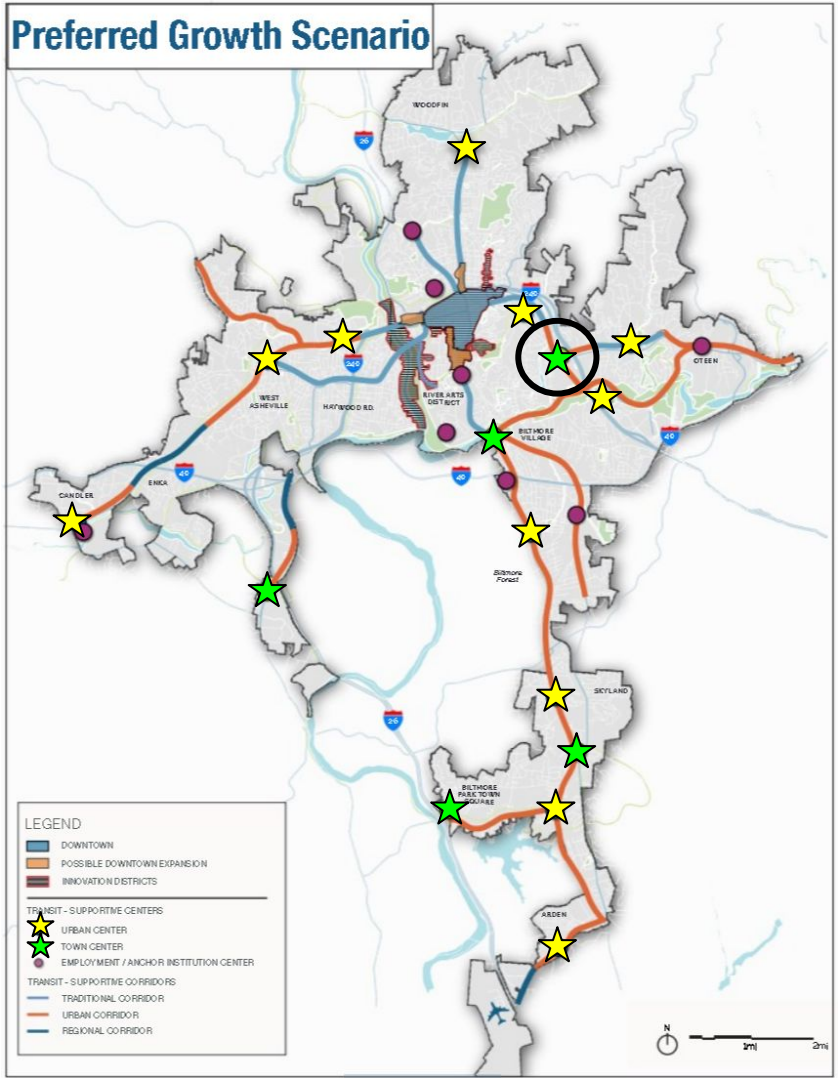


✓

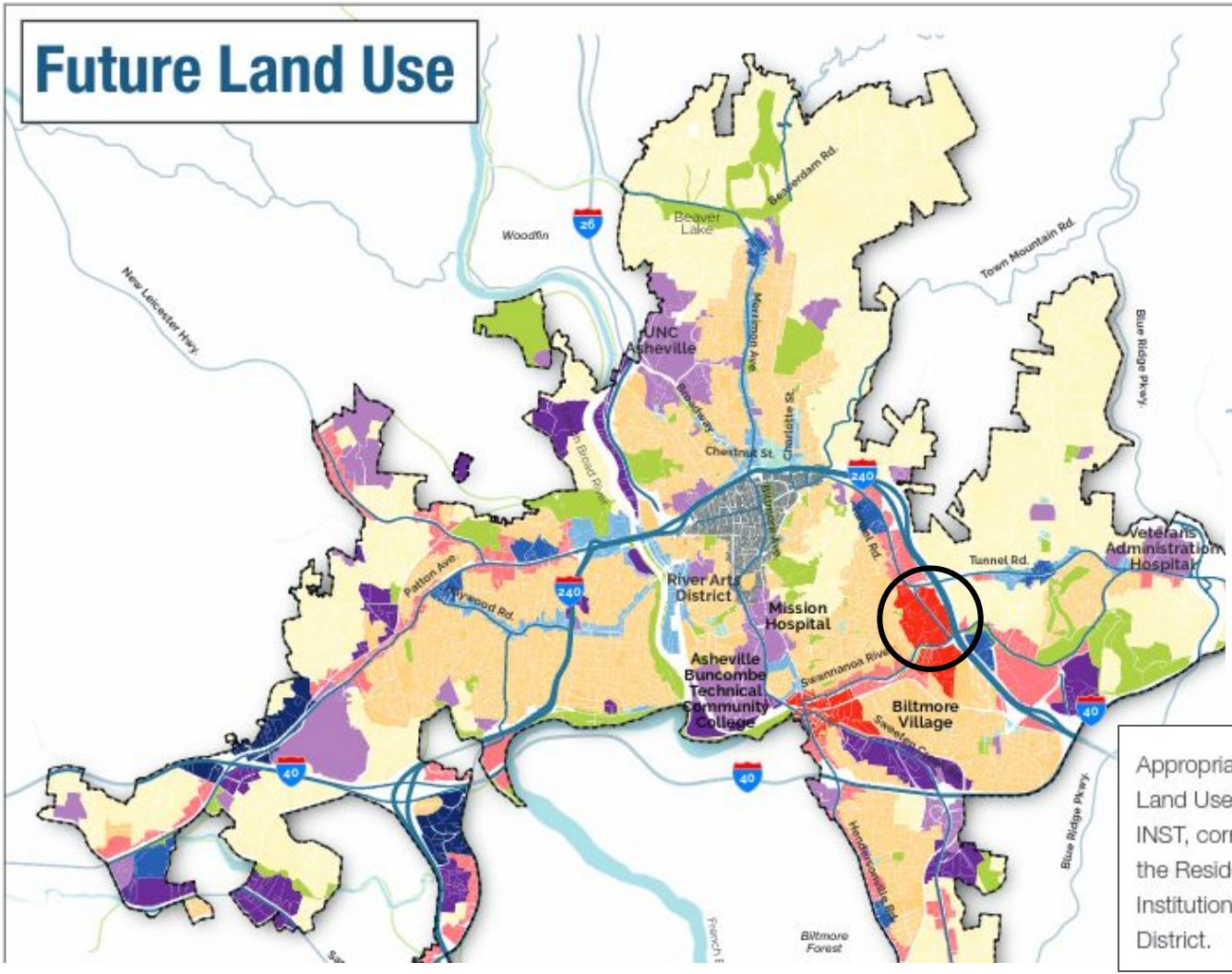
Where are the appropriate areas for Urban Centers in Asheville?

There are 11 proposed Urban Centers on the City's Preferred Growth Scenario map (identified with yellow stars) and five Town Centers (identified with green stars).

The current rezoning focuses on one area that is composed of **128 acres of property around the Asheville Mall**.



Future Land Use

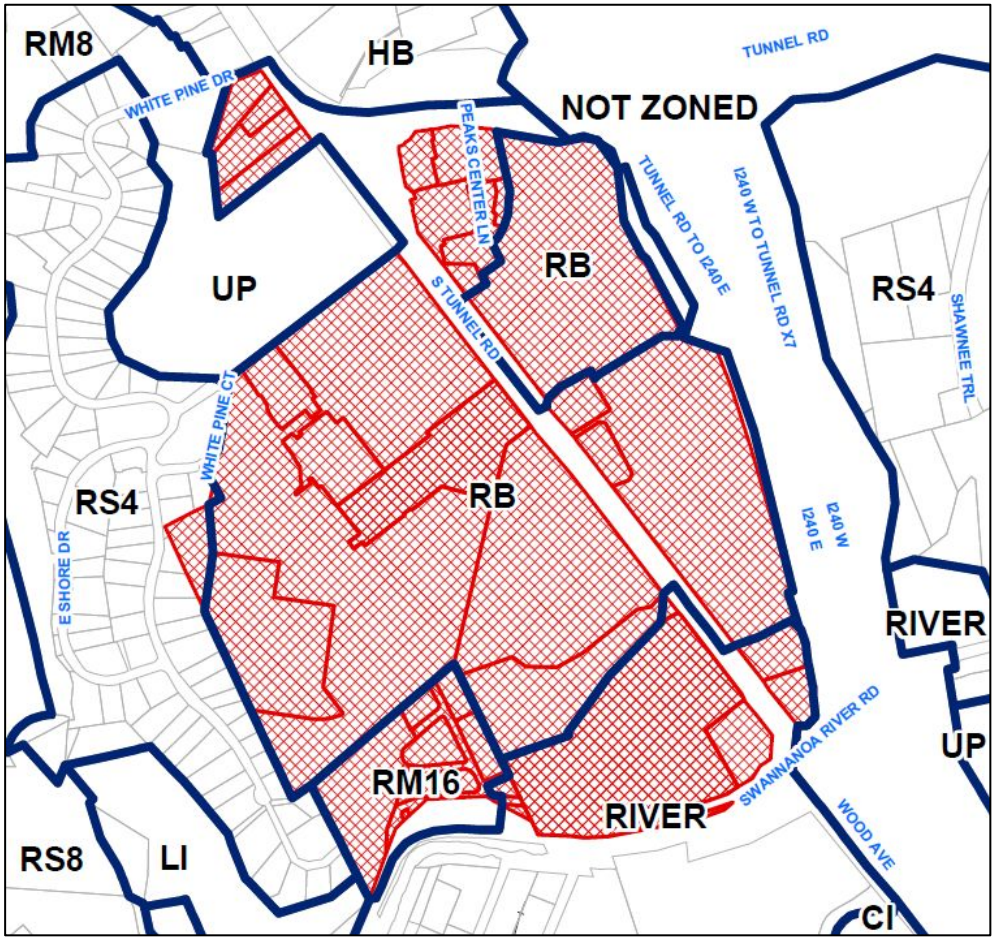


LEGEND

- HIGHWAYS AND MAJOR ROADS
- CITY BOUNDARIES
- WATERWAYS
- DOWNTOWN
- NEIGHBORHOOD CENTER
- URBAN CENTER
- TOWN CENTER
- EMPLOYMENT / ANCHOR INSTITUTION CENTER
- TRADITIONAL CORRIDOR
- URBAN CORRIDOR
- REGIONAL CORRIDOR
- INDUSTRIAL / MANUFACTURING
- TRADITIONAL NEIGHBORHOOD
- RESIDENTIAL NEIGHBORHOOD
- PARKS / OPEN SPACE

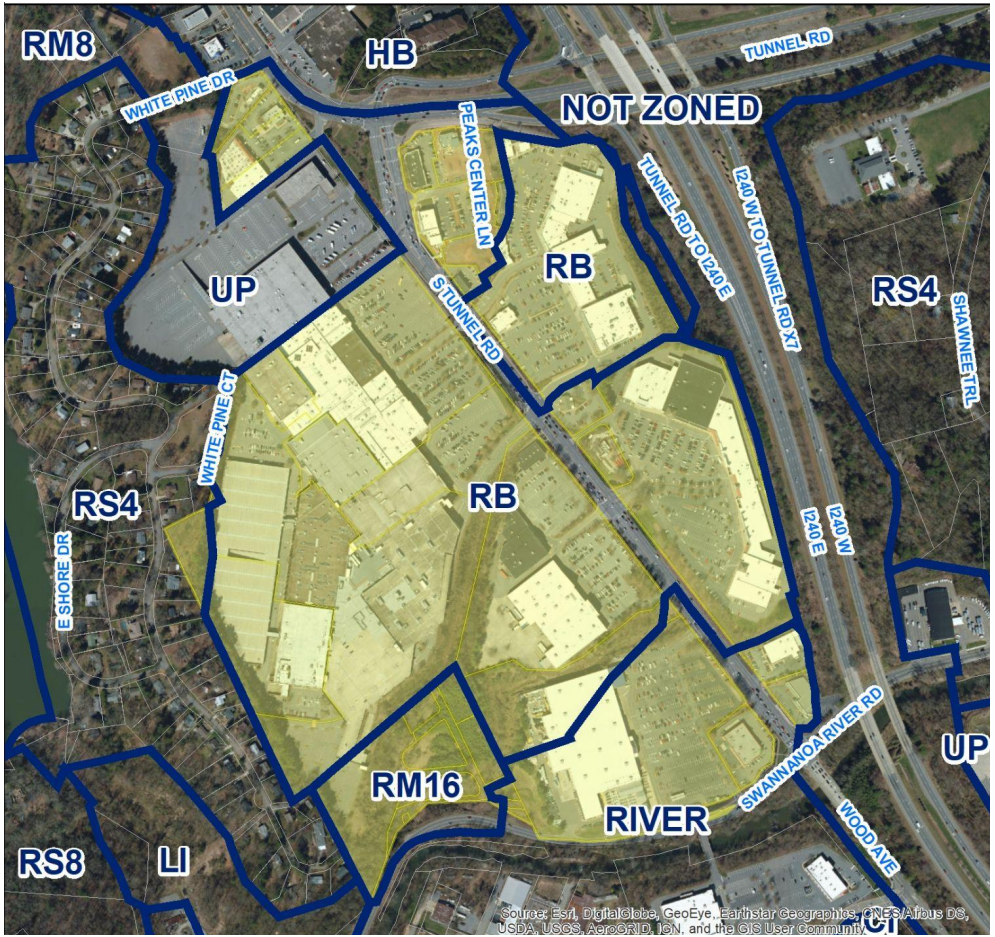
Appropriate zoning districts within the Town Center Future Land Use Category may include: OB, CB1, CB2, UP, UV, INST, corresponding conditional zoning (CZ) districts, the Residential, Lodging, Mixed-use, Commercial and Institutional Expansion Districts, and the future Town Center District.

Current Zoning & Parcels Affected



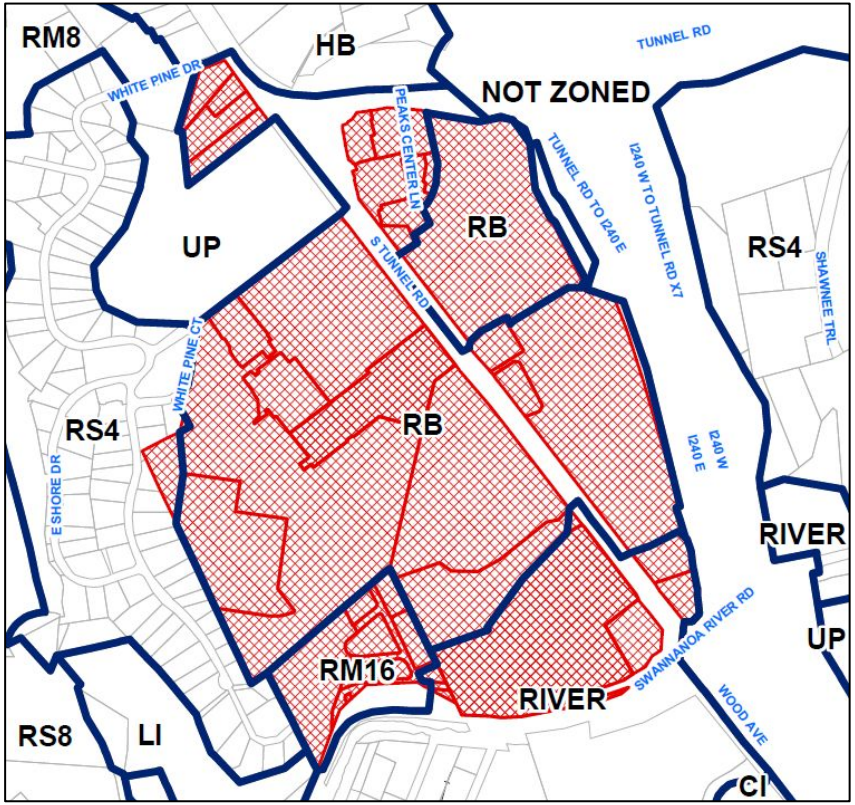
Zoning District	Acres	Percent
RB	99.5	78%
RIV	20	16%
RM16	7.5	6%
RS4	1	1%
	128	100%

Current Zoning & Parcels Affected

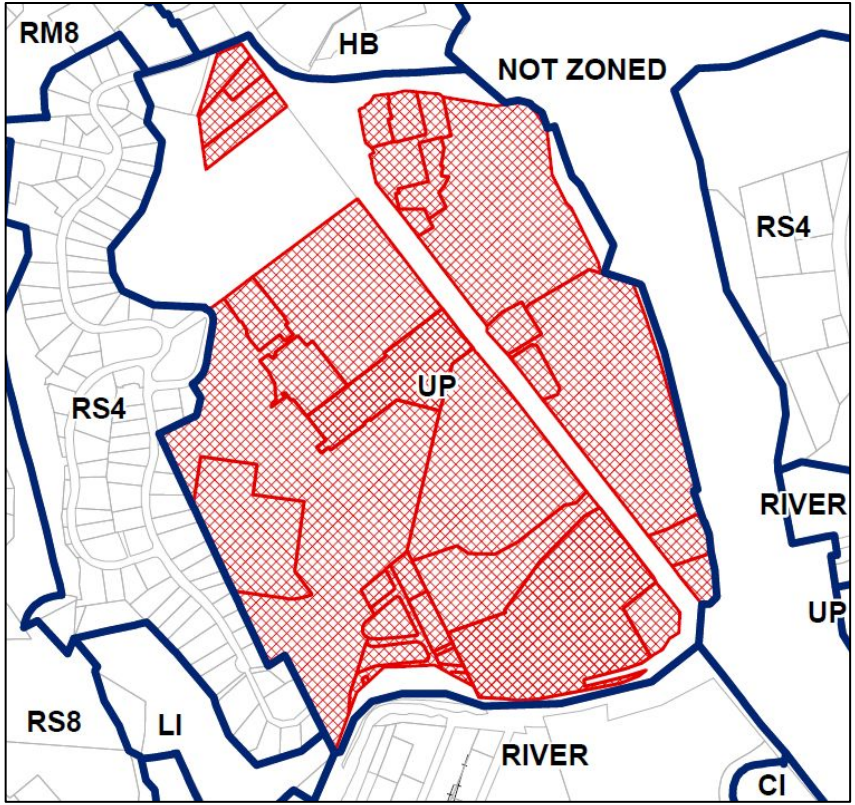


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Existing Zoning



Proposed Zoning



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Requested Action and Staff Recommendation

★ **Approve a zoning map amendment** to rezone approximately 128 acres of property in the Asheville Mall area to Urban Place Form District.

Staff recommends approval of this rezoning request because we believe that it to be reasonable, in the public interest, consistent with the City's comprehensive plan and aligned with the development needs of the community in that the rezoning will: 1) encourage responsible growth; 2) increase mixed-use development along transit corridors; 3) improve urban design; 4) make streets more walkable, comfortable and connected; 5) increase housing supply and encourage the development of affordable housing; and, 5) facilitate development that maximizes public benefit