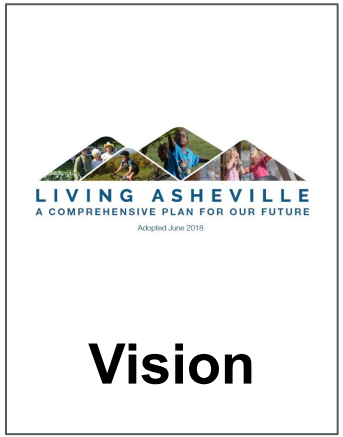
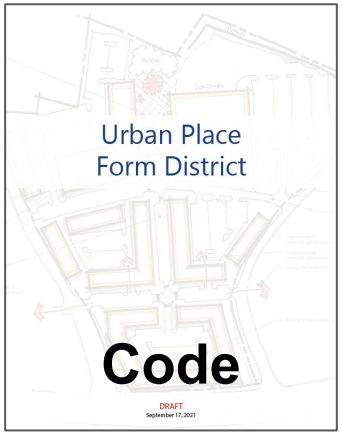
# Implementing the Comprehensive Plan's Vision for Urban Centers:

# The Urban Place Form District






September 28, 2021
Asheville City Council
Vaidila Satvika, AICP
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

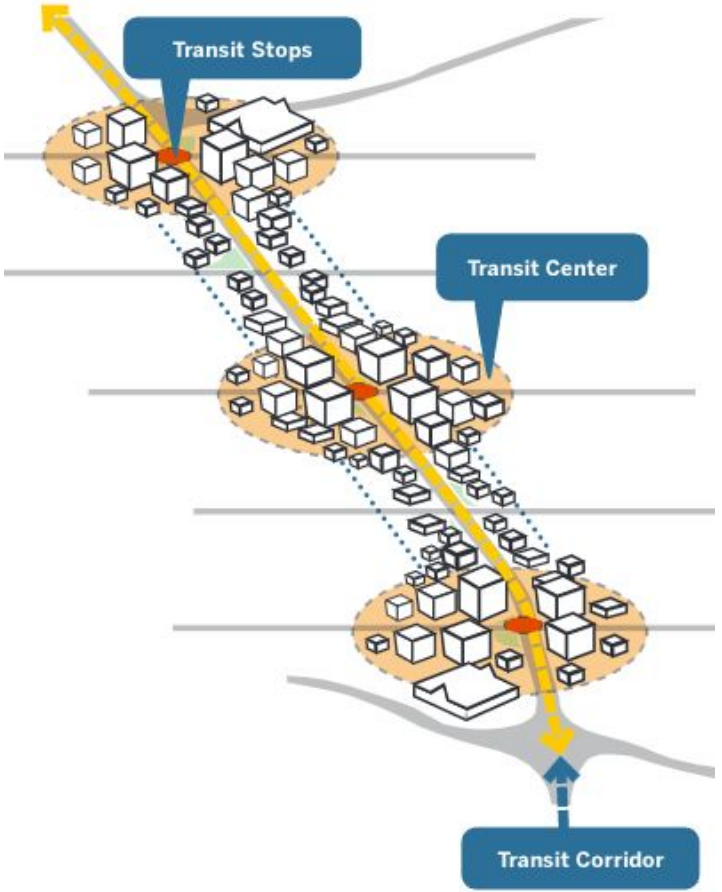
# Requested Action and Staff Recommendation

- Public hearing to consider city staff's proposal to:
  - **Amend the zoning text** for the existing Urban Place Zoning District and related code changes and to rename it to Urban Place Form District
  - **Rezone approximately 122 acres of property** (as part of Phase 1) identified in the Living Asheville Comprehensive Plan to the Urban Place Form District

# 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



# Urban Centers Goals

Less of this → More of this






Diagrams © Courtesy of DPZ CoDesign

# Benefits Of Urban Centers

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

## Citywide Transit Usage Increase:

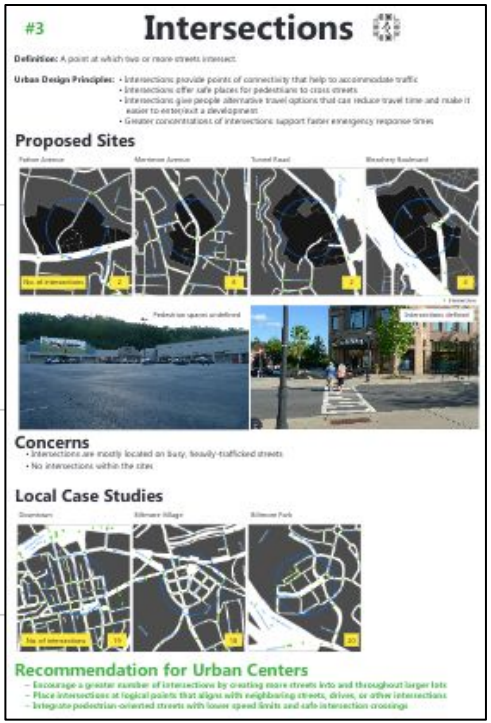
| 2028 | 2038 | 2068 |
|---|---|---|
| 18% | 39% | 105% |

## Greenhouse Gas Emissions Reduction:

62%

# Public Priorities



# Equity Toolkit Analysis

Consideration of racial equity in project development, including:

- Community-level goals
- Possible impacts
- Racial demographics
- Gentrification & displacement
- Related reports & research
- Review of data gaps
- Racial equity strategies
- Implementation plan
- Community engagement process & adjustments

# Proposed Text Amendments

# Asheville Precedents: Form-Based Codes

## River Arts District



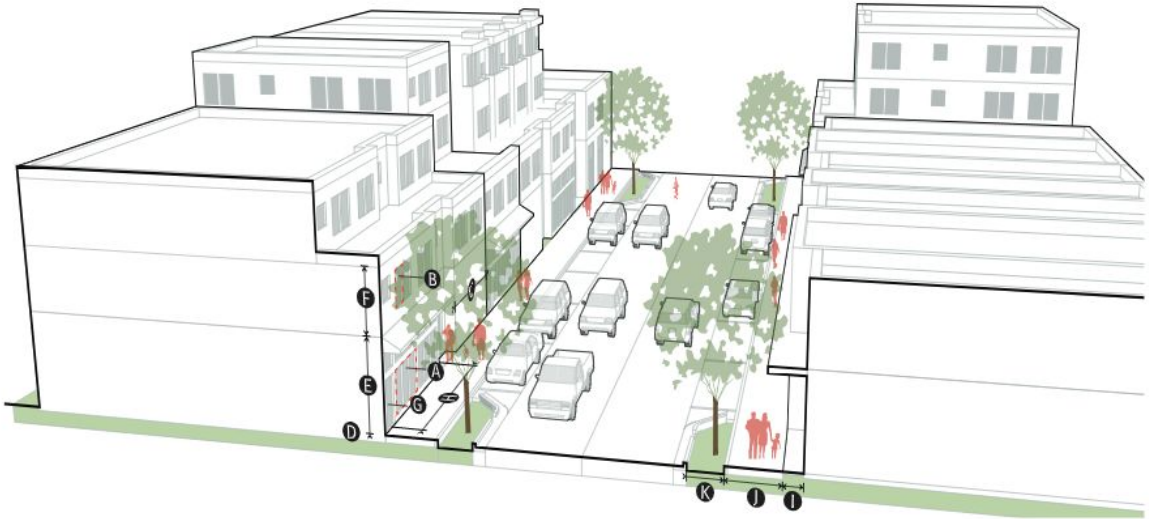




## Haywood Road








## A. Purpose and Intent

### 1. Form

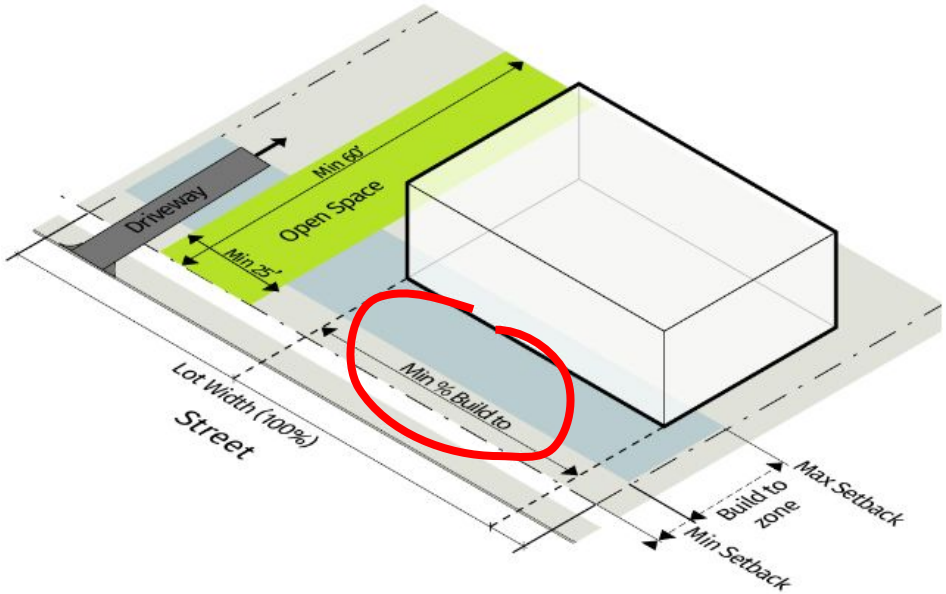
The Urban Place Form District is intended to accommodate the development of higher-density, mixed-use urban centers that are human scaled. A greater emphasis on interconnectivity and efficient land use highlights the pedestrian-oriented focus, where mixing residential units with commercial activity connects housing to jobs.

# Creating block structure by requiring buildings on streets

*Conceptual Schematic: New streets added over time to maximize use of large parcels*



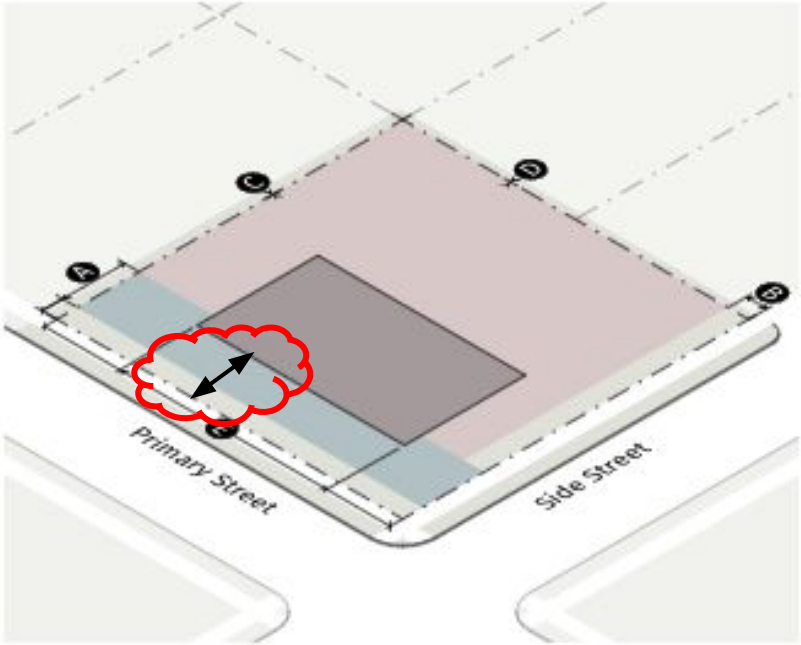
# A **Build-to-Zone** that provides flexibility




Build-To-Zone (BTZ):

- Area on the lot where a certain % of the building must be located
- For the primary street, 70% of the building facade required within the BTZ
- Exceptions for driveways and open space

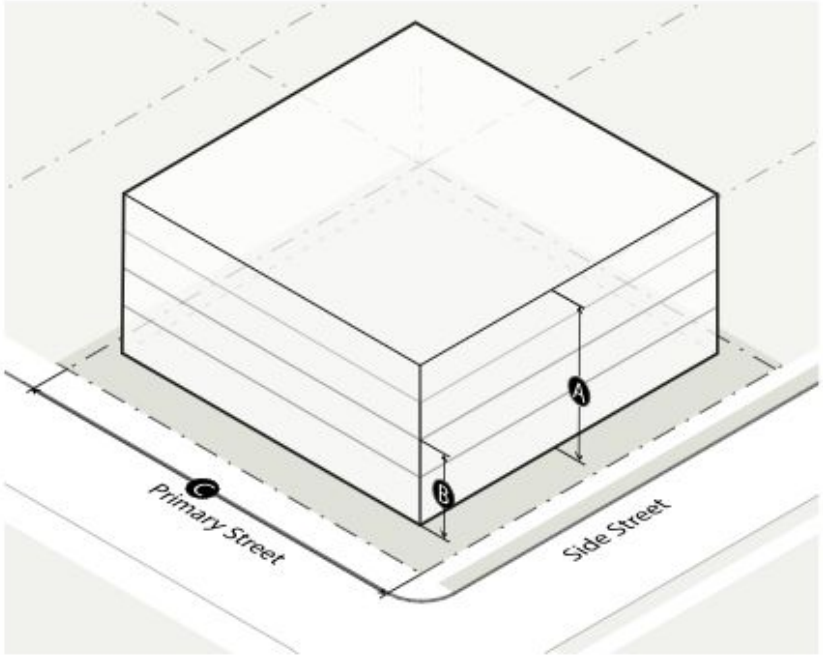
# **Setbacks** that prioritize pedestrians




Front Setbacks:

- 0 ft min. to 20 ft max.
- 40 ft. max allowed with pedestrian oriented design (e.g. outdoor seating)

# Heights of 4-6 stories that encourage affordable housing




Building Height:

- 4 stories/55 ft high max.
- Up to 6 stories/75 ft high with affordable housing

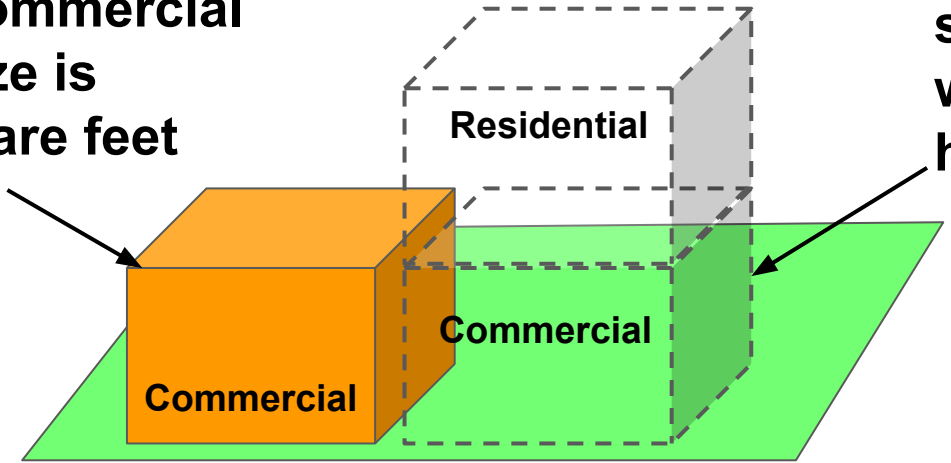
# Affordable Housing Incentives For Bonus Height

Two additional stories allowed with affordable housing:

- Either:
  - 20% units at 80% AMI or less; or,
  - 80% units at 100% AMI or less; and,
- 25% of **any** affordable units must accept Rental Assistance, such as Housing Choice Vouchers **(Council recommended change to 50%)**
- Housing Choice Vouchers serve those making **30% to 60% AMI**

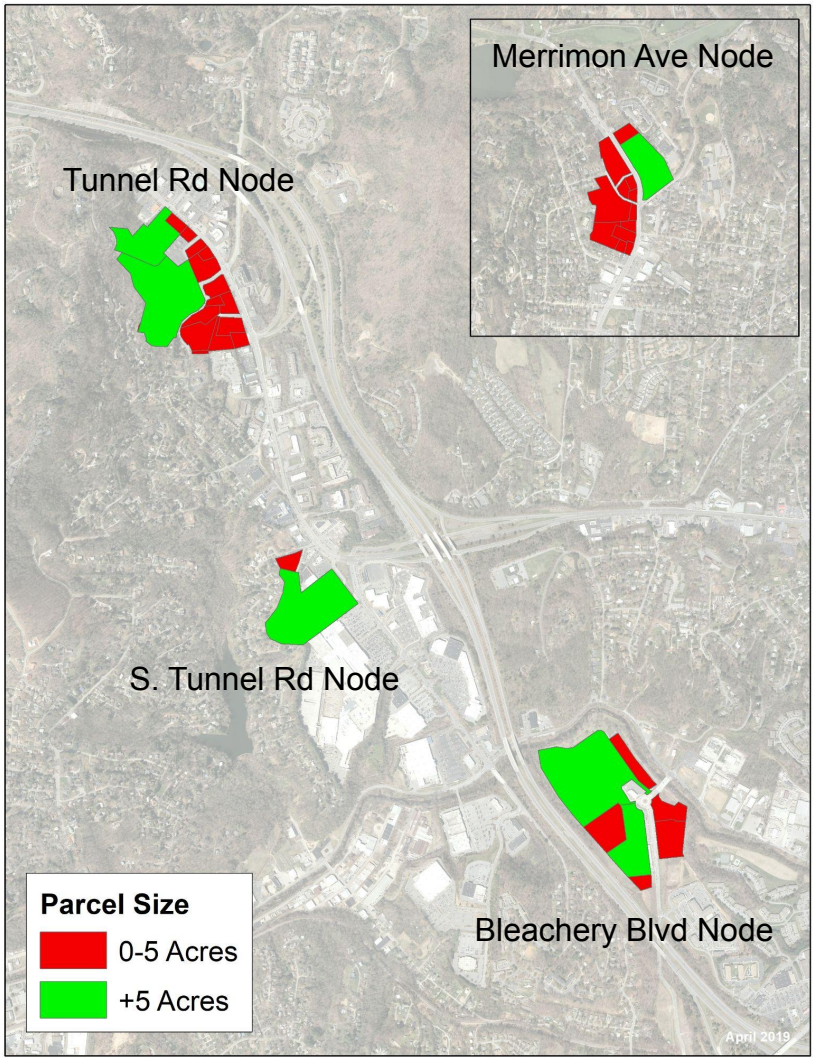
# Commercial development that incentivizes housing

On parcels > 5 acres, the max. commercial building size is 20,000 square feet




More commercial space is permitted with the provision of housing

Six properties are larger than five acres (shown in green), that would be bound by the housing incentive



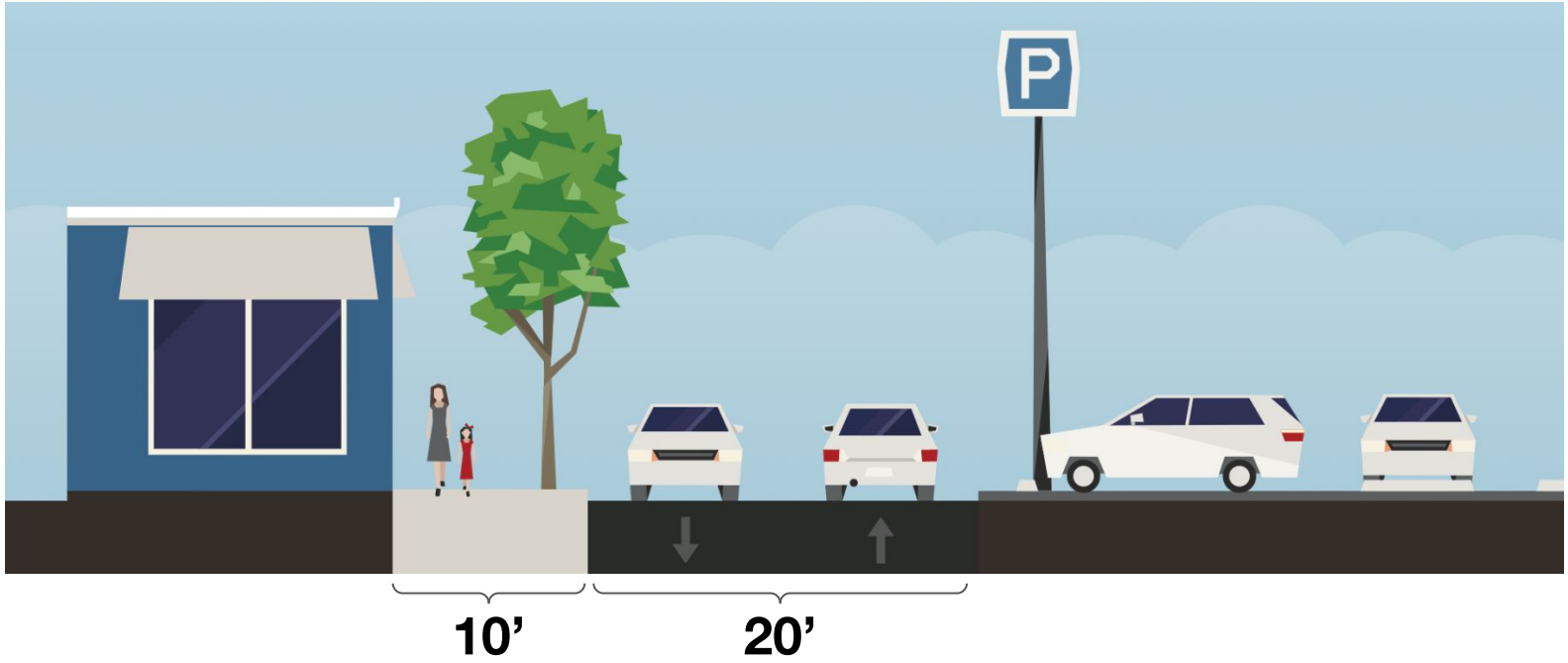
# Housing Incentives For Mixed Use

**Commercial uses and housing** - On parcels larger than five acres, the base maximum commercial permitted is 20,000 SF. More commercial is allowed as follows:

- 1,000 SF of additional commercial for every 1 market rate housing unit provided (e.g. 70,000 SF commercial provides 50 market rate units); or,
- 2,000 SF of additional commercial for every 1 affordable unit provided at 80% or less AMI (e.g. 70,000 SF commercial provides 25 affordable units)

**(Council recommended adding the 50% Housing Choice Voucher standard here as well for consistency)**

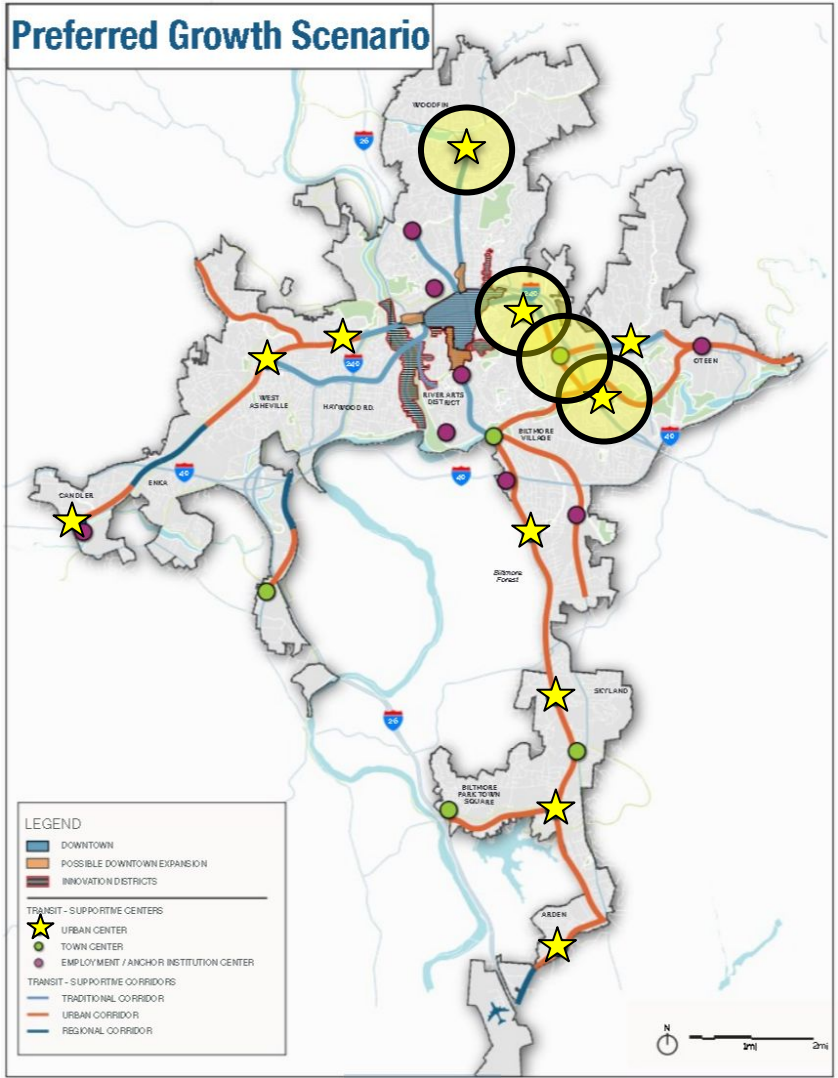
**Internal <u>street standards</u>** that include sidewalks and street trees with rights-of-way that range from 30-56 feet



# Proposed Zoning Map Amendments

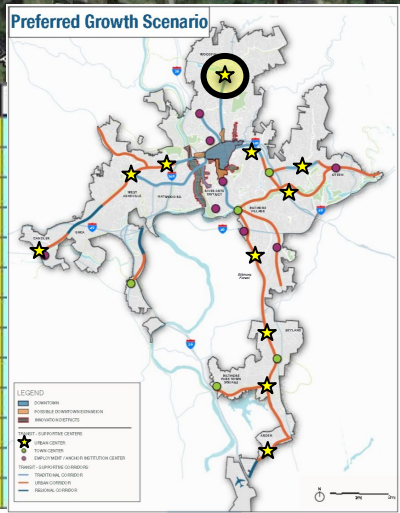
# Where are the Proposed Rezoning Sites?

- Urban Centers are identified with stars on the City's Preferred Growth Scenario map
- This first phase of the rezoning focuses on four nodes that support higher-frequency transit corridors (circled locations)

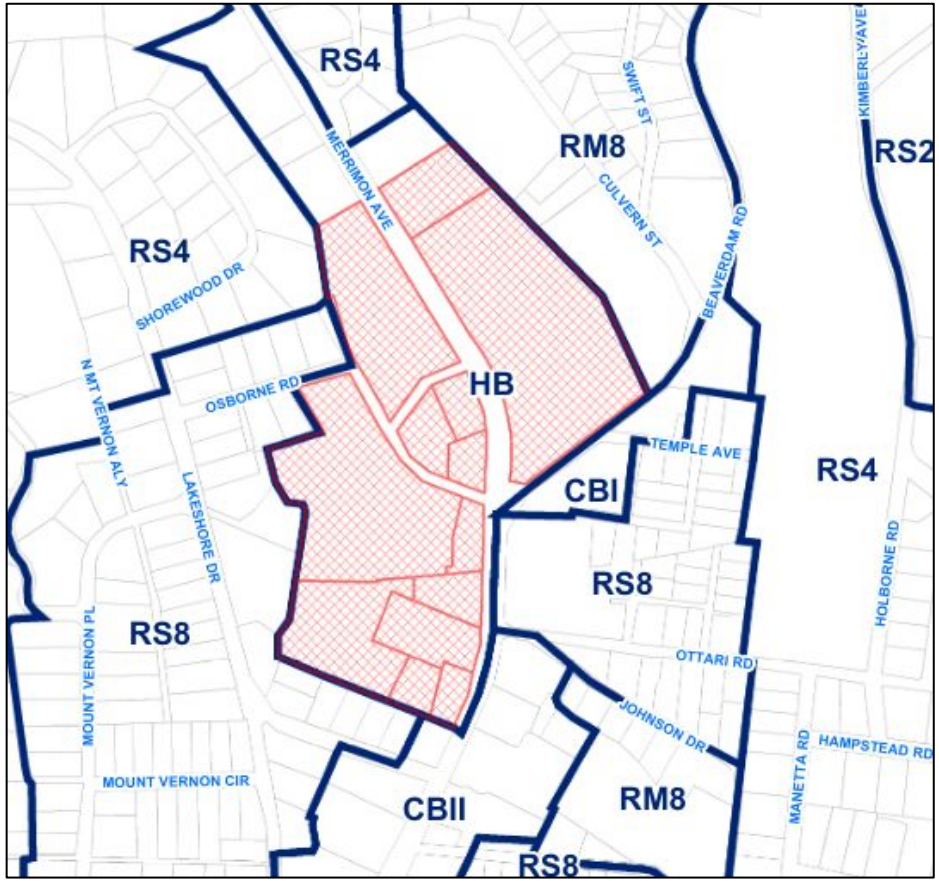


# Merrimon Ave Node: 21 Acres

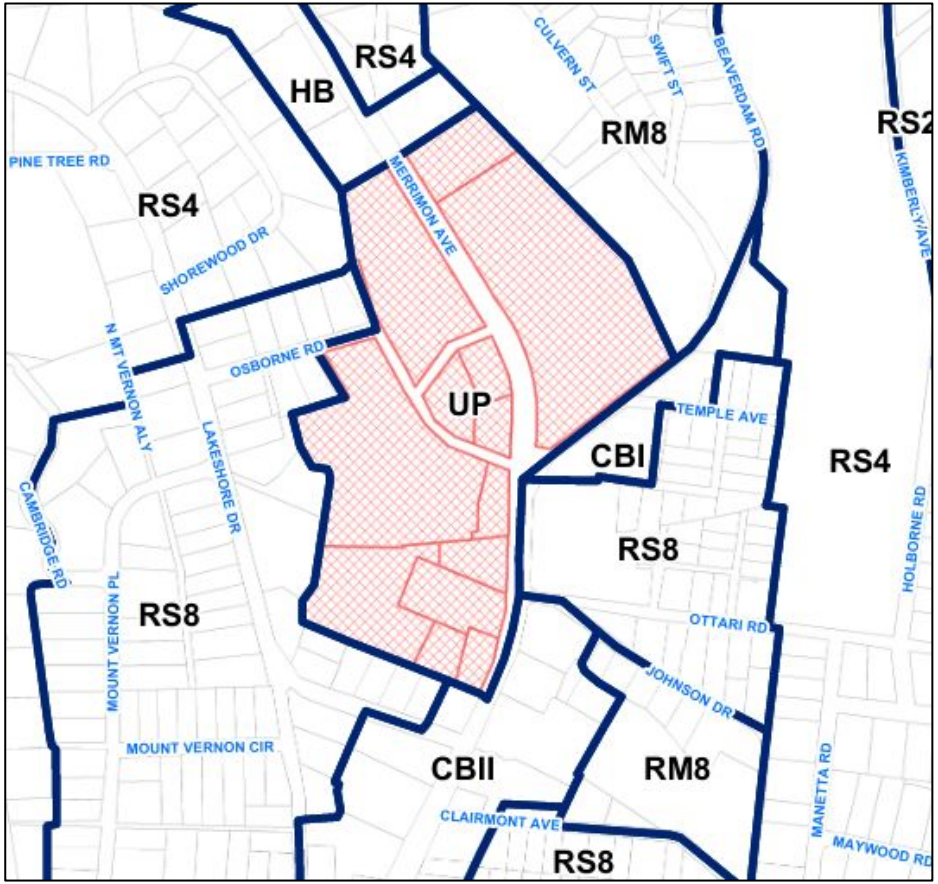
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## Current Zoning

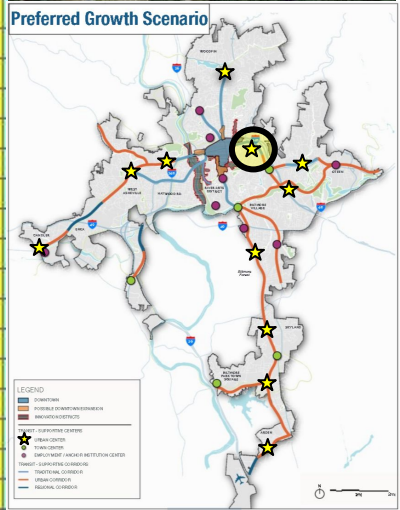



## Proposed Zoning

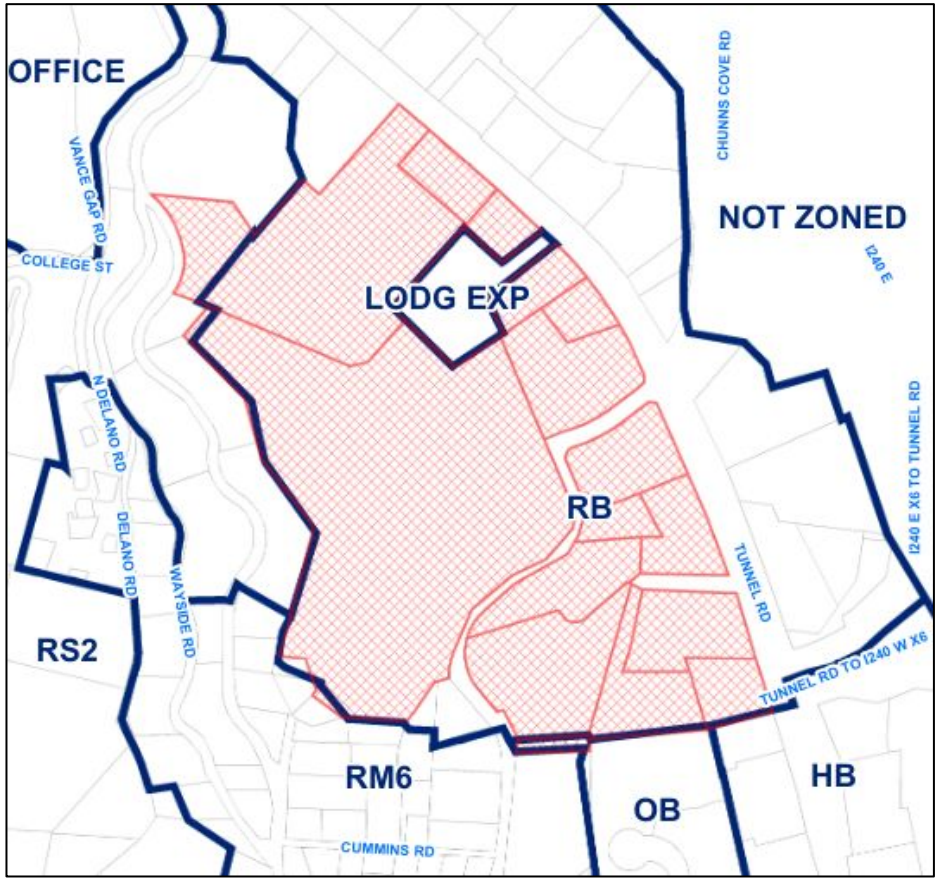


# Tunnel Rd Node: 40 Acres

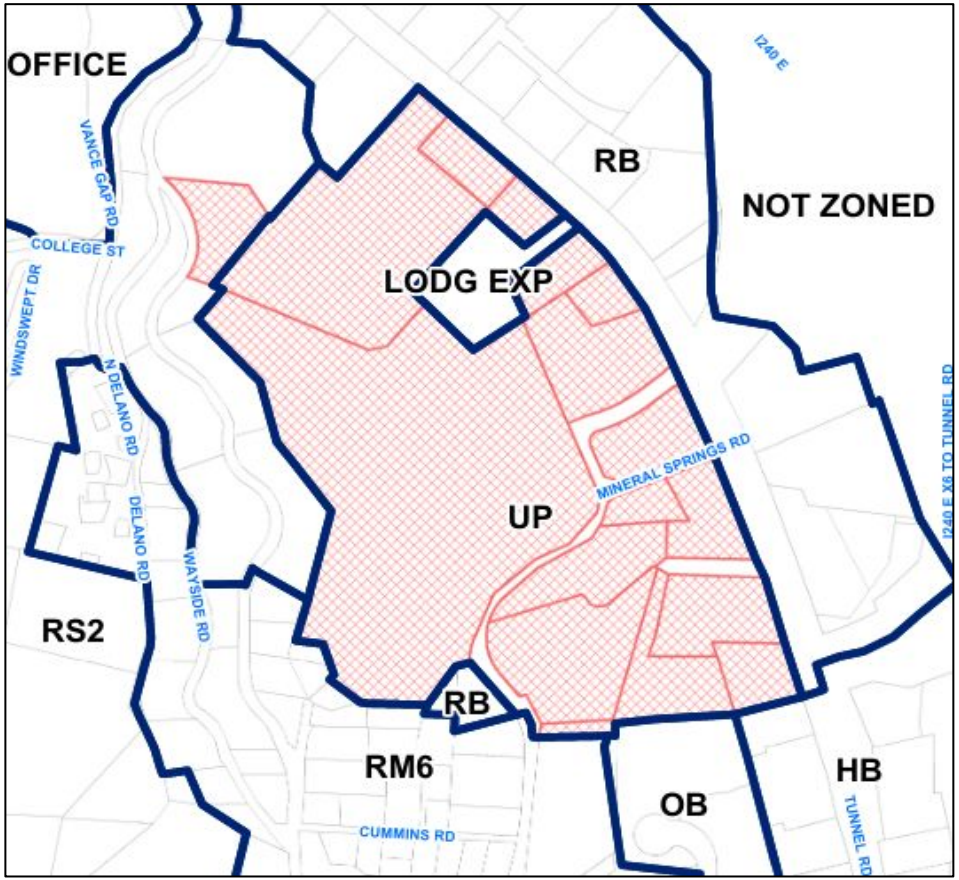
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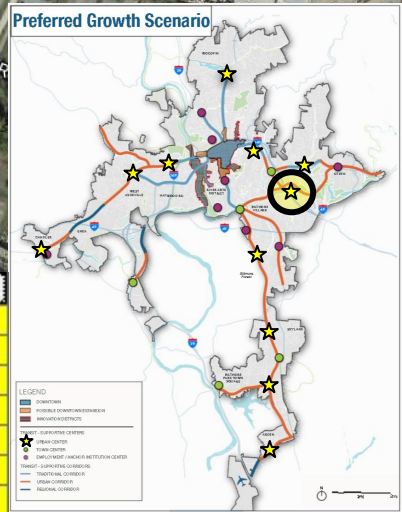
## Current Zoning




## Proposed Zoning

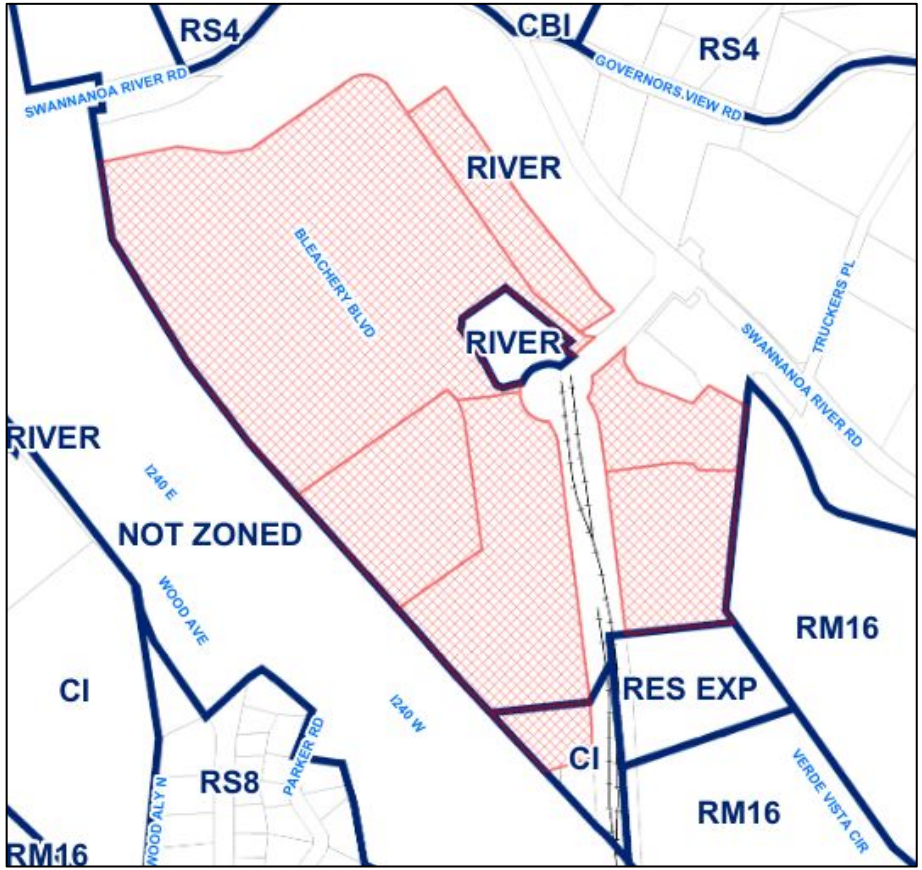


# Bleachery Blvd Node: 46 Acres

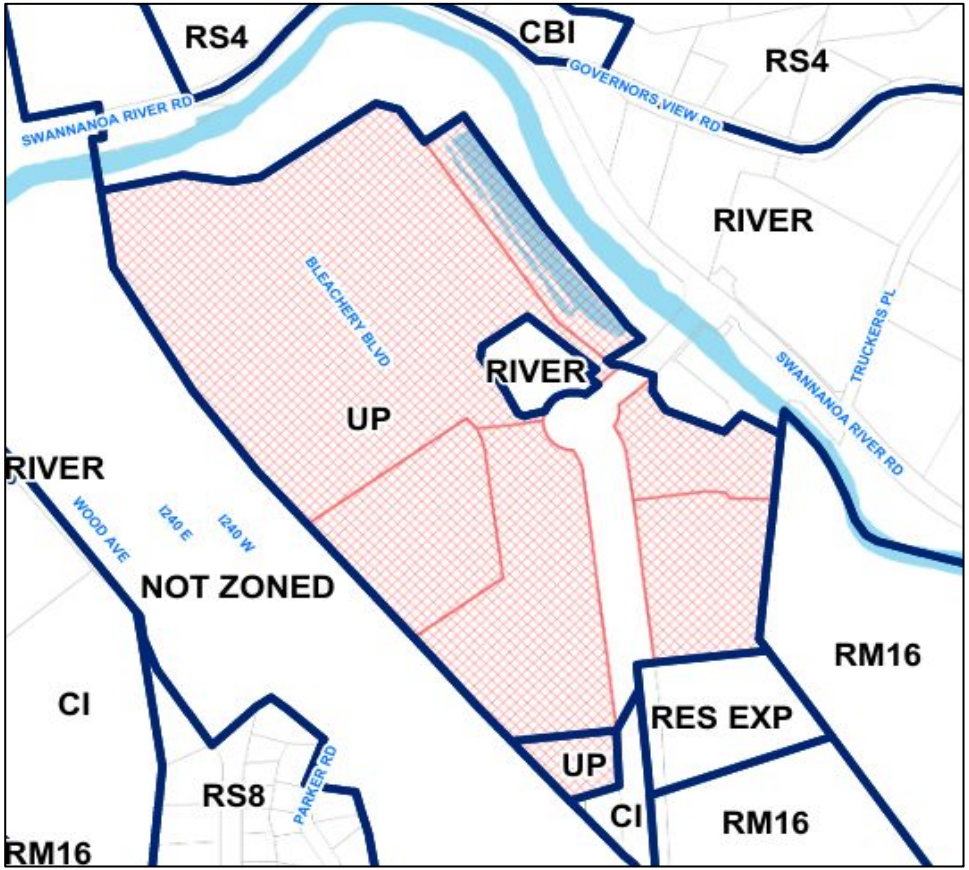



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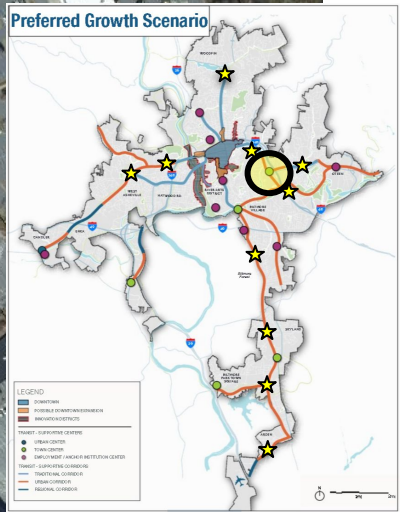
## Current Zoning



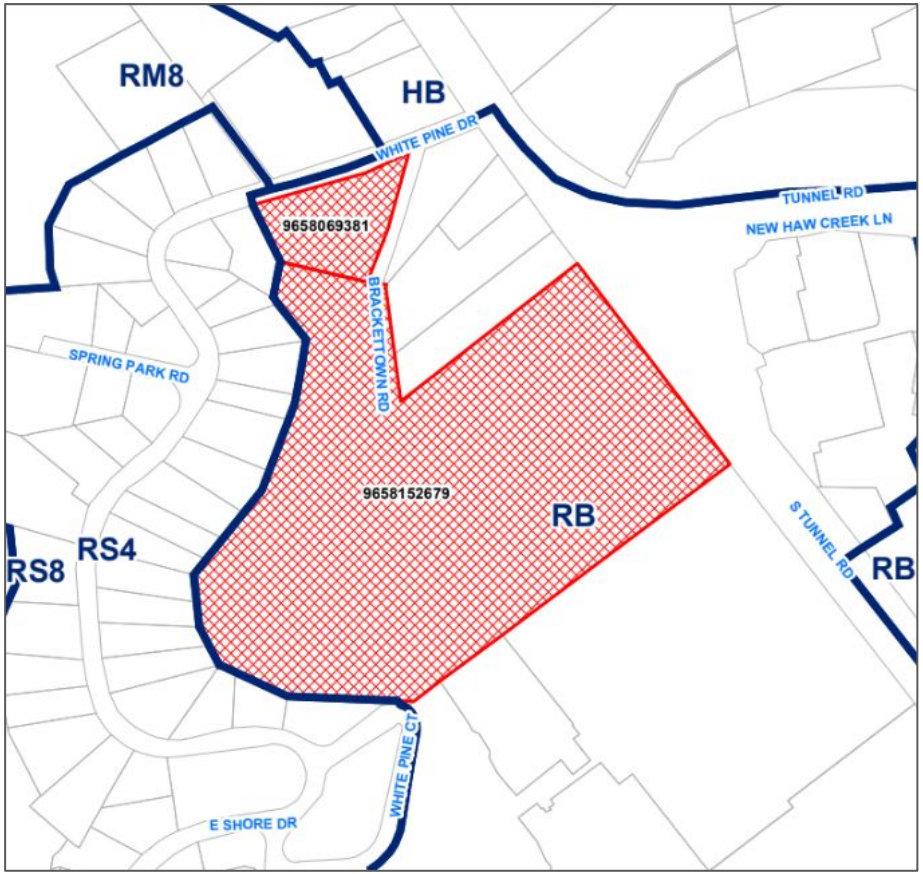

## Proposed Zoning



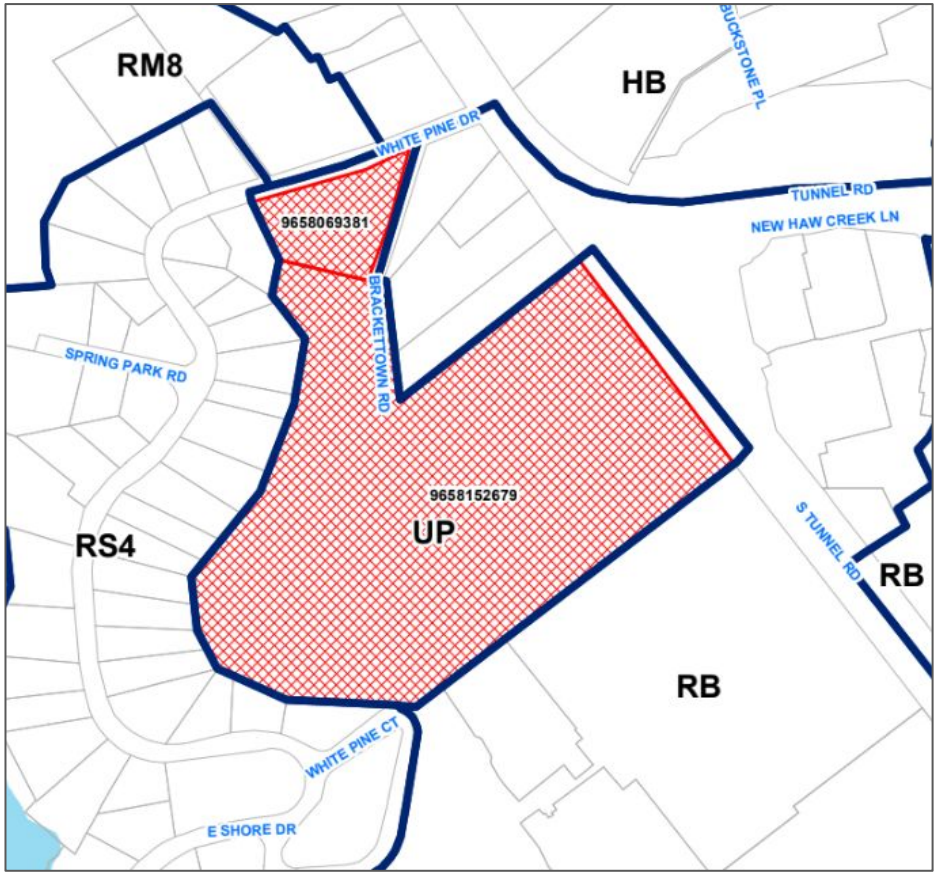
# Former Sears: 17 Acres



## Current Zoning




## Proposed Zoning



# Key Takeaways

- The Urban Place Form District is a zoning “tool” to help implement a **growth strategy** of 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

# Requested Action and Staff Recommendation

## Two separate actions:

- **Approve a text amendment** for the existing Urban Place Zoning District and related code changes and to rename it the Urban Place Form District
- **Approve a zoning map amendment** to rezone the following areas to Urban Place Form District:
  - Sav-Mor / Ingles area on Merrimon Ave
  - Innsbruck Mall area on Tunnel Rd
  - Former Sears property on S. Tunnel Rd
  - Walmart area on Bleachery Blvd