


Context


On March 8, 2016, Asheville City Council approved a "visioning" process -- not a "design" process -- for the long-vacant and controversial .75 acre City-owned site at 68-76 Haywood Street and 33-39 Page Avenue in downtown Asheville. Public rights-of-way (approximately 1.6 acres) adjacent to the site were included in the study area for the visioning process. This total 2.35 acres is surrounded and complemented by existing facilities and attractions that appeal to residents and visitors alike. These include:

- The Basilica of St. Lawrence (1905), individually listed in the National Register of Historic Places, a contributing structure in the Downtown Asheville National Register district as well a proposed National Historic Landmark;
- Battery Park Apartments (1922) individually listed in the National Register, and Vanderbilt Apartments, together offering over 200 units of affordable senior housing. Both are listed as contributing structures in downtown's National Register district. Residents use parts of the site as their front and back yards;
- Grove Arcade (1929), a restored mixed-use marketplace, listed individually in the National Register and a locally-designated historic structure;
- The U.S. Cellular Center (1974) Asheville's publicly-owned entertainment, sports and convention venue;
- Thomas Wolfe Auditorium, a major performing arts venue;
- Pack Memorial Library (1978) the main branch of the Buncombe County Public Libraries system and a contributing building in downtown's National Register district.

[INSERT: Study Area Map]

City Council's 2016 action charged a group of 18 volunteers (15 Council-approved constituencies that selected their own representative, plus three at-large members named by Council)¹ to conduct the "visioning" process as facilitated by the nonprofit Asheville Design Center². This group is called the Advisory Team.

¹ Please see page  for a list of Advisory Team members and their constituent organizations.

² Please see page  for reference to this contract.

Sense of Place

Impressions of the fully developed, worked out space. What we would like anyone to experience when arriving at the site.

We feel inspired. There's good energy here, mainly because everything we're looking at says Asheville in the most authentic ways. We sense a brilliantly worked out civic space in which we can slow down, breathe and relax, bring guests and friends or simply wander if we want to be alone, in a safe, vibrant and soulful spot. We feel the mountains here, as if they've come down to greet us. There's a sacred quality too ~ because of the enduring presence of the Basilica and because the color, design and juxtaposition of things reflect the history and character of the city. Whenever we walk into this space, changeable and fluid with the seasons, it's like a curtain rising on one of the city's most consequential and beautiful urban spaces. We sense community here, a community of many voices and faces, and we're glad to be a part of it."

Process Overview

Advisory Team

On March 8, 2016, City Council approved a contract with the Asheville Design Center to facilitate a visioning process for the Haywood & Page properties with an 18-member, Council-appointed Advisory Team (AT). Most AT members also designated an alternate to attend meetings in their stead, with the exception of the at-large members. Our first engagement with the AT and the public took place on May 19, 2016, when Project for Public Spaces (PPS) came to Asheville to conduct a training session for the AT, followed by a public presentation on successful placemaking. PPS is a nationally-recognized nonprofit organization based in New York City dedicated to creating and sustaining public places that build communities.

Beginning in June, 2016, the Advisory Team held 11 regular meetings, two alternate meetings (to accommodate members who could not attend the regularly scheduled meetings), and a four-hour visioning workshop on February 18, 2017. Buncombe County's representative bowed out of the process in November, citing the demanding time commitment. Overall, AT meetings enjoyed an attendance rate of over 90%.

The AT also elected to split into two subcommittees: one focusing on appropriate uses, the other studying the physical constraints and opportunities on the site. Each subcommittee met twice. The process was been dynamic, and at each stage ADC sought input from the team to guide our next steps.

Through the work of the subcommittees, the AT identified 17 benefits that the designers of site should consider:

- Local Identity;
- Fun;
- Intergenerational;
- Multi-Use Green Space;
- Mixed-Use;
- Economic Development;
- Historic Character;
- Respect Neighbors;
- Pedestrian/Vehicle Connectivity;
- Parking;
- Safety;
- Manage & Maintain;
- Active Edges;
- Emphasize Gateway;
- Enhance Views;
- Public Art;
- Celebrate Topography.

Public Input

The ADC began collecting public input re: the Haywood & Page properties in May, 2016, at the Project for Public Spaces presentation. Rather than providing participants with an either/or choice, or multiple choice, the volunteer team elected to ask respondents the open-ended question: *What would you like to do here?* This would allow for a better understanding of how the public wanted to use space, which in turn would inform the composition of the space. The open-ended question also allowed respondents to showcase their creativity, injecting many novel concepts into the mix of ideas. This approach was labor-intensive, but prompted participants to think about the experiences they desired in the space and allowed for authentic feedback.

Overall, we collected 573 pieces of input through this method. We received 75 comments at the PPS event in May, 2016. We received another 350 comments at two open house events ADC hosted at 1 West Pack Square in June, 2016. And we received an additional 148 comments at the LEAF Downtown Festival in July, 2016. Finally, we received 37 emails, and the full text of these emails was included for review in the database.

ADC constructed an online database to capture all public input verbatim. ADC then collaborated with a Lenoir-Rhyne University graduate class (*Visions for Sustainable Communities*) to code this input, documenting the uses and amenities, specific design elements and community benefits identified by the public. ADC further refined this coding system with input from the AT, ultimately identifying five categories of uses and

six types of amenities. This database was shared with the AT, and it would ultimately inform their recommendations to Council.

[INSERT: Uses Graph]
[INSERT: Amenities Graph]

ADC also collaborated with City of Asheville Department of Communications and Public Engagement to administer an online Activity Preference Survey (APS). The survey consisted of 20 images depicting activities that were commonly-referenced during the public input sessions. Participants were asked to describe the activity and deem it appropriate or inappropriate for the site. The survey attracted 1,433 visitors, 1,019 responses, including 537 registered respondents. The survey results were compiled by Open City Hall and were shared with the Advisory Team in November, 2016.

[INSERT: APS summary graphic]

Site Analyses & Considerations

A subcommittee of AT members held two additional meetings to develop a list of issues regarding the site. Their work was then presented to the entire AT. There was agreement among members of the AT that these items should be presented to City Council and, as appropriate, used as considerations in turning the AT's vision into actual design.

Axes

- For any on-site activities, there should be a principal north-south axis focusing on the main doors into the Basilica of St. Lawrence.
- There should be unobstructed sight lines through the site from the Grove Arcade to the Basilica of St. Lawrence.
- There should be an axial reference between the Battery Park Apartments and the Vanderbilt Apartments.
- There should be a principal east-west axis from Battle Square to Haywood Street.

Views

The following points apply to views by both pedestrians and passengers in vehicles.

There are notable views from the site in every direction:

- To the north, the roof-tops of Montford and the mountains beyond are framed by the Basilica of St. Lawrence and the U.S. Cellular Center, following Flint Street;
- To the east and between the Vanderbilt Apartments and Pack Memorial Library, there are views of Town Mountain and Beaucatcher Mountain;
- To the west, there are sunset views and mountains framed by the Basilica of St. Lawrence and Battery Park Apartments;
- In all directions, there are views of historic buildings and streetscapes, notably the Basilica of St. Lawrence, Vanderbilt Apartments, urban activity on Haywood Street, the Grove Arcade and Battery Park Apartments.

[INSERT: Site Map - Views]

Three negative views from the site were noted:

- The service area at the northeast corner of Battery Park Apartments;
- Any views from the site looking through the existing parking areas on Page Avenue and Haywood Street;

- Views looking south through the service alley and the private parking area behind the Haywood Street condominiums.

There are important views into the site:

- From the front steps of the Basilica due south across the site;
- From the north on Flint Street, the site suddenly reveals itself as a center of attention;
- From the east, the site is highly-visible from the U.S. Cellular Center (especially from the ground level forecourt and the 2nd level Banquet Hall), Vanderbilt Apartment's main entry and Pack Memorial Library;
- From the south, especially at the southeast corner of the site on Haywood Street, views into and through the site gradually reveal the facade of the Basilica and Battery Park Apartments;
- From the west, there are strong visual links from the Grove Arcade and Battery Park Apartments;
- Vehicles arriving from the I-240 ramp to the northwest encounter the site as a "gateway" arrival to downtown. It should be noted that many vehicles pass this site on the way to the Civic Center parking garage, especially during events at the U.S. Cellular Center.

Noise

The "white noise" from traffic on I-240 persists in the background and can be heard from all points on the site.

Pedestrian Circulation

In many respects, downtown Asheville is a pedestrian-friendly zone. This is especially true 1) on both sides of Haywood Street from College Street leading to the site and 2) along the west side of Page Avenue. It is assumed that once construction of Cambria Suites is completed, pedestrians will reclaim the east sidewalk on Page Avenue as well.

The AT has concerns that many pedestrians will avoid the sidewalks on the west side of Haywood Street, around the site and onto the Grove Arcade. Pedestrians continue on the east side of Haywood Street to Pack Memorial Library, the Vanderbilt Apartments and U.S. Cellular Center. Similarly, very few pedestrians follow Page Avenue beyond the Grove Arcade and Battle Square to make what should be a loop back to Haywood Street. The sidewalks around the site are uninviting to pedestrians, whether they are residents or visitors. Pedestrians were often observed stopping at

Haywood and Flint streets near U.S. Cellular Center to contemplate how to cross the streets to get to the Basilica.

Both the US Cellular Center and the Basilica have level forecourts that should extend visually and functionally into the site. There is a steep but serviceable (although not ADA-compliant) southern-most short cut through the site in the alleyway as quick access between Page Avenue and Haywood Street.

Merchants on Haywood have noted a slight up-tick in what are assumed to be visitors staying at Hotel Indigo and Hyatt Place as they cross the northern-most sidewalks around the site to reach Haywood Street and/or the Grove Arcade on Page Avenue.

On street and in the street, Vanderbilt Place (the alleyway connecting Haywood Street to the parking deck) sees some pedestrian traffic entering or leaving the parking deck. The weather-protected walkway from Haywood Street through Pack Memorial Library to the Civic Center garage has a similar number of pedestrians. This would seem to be the logical pedestrian connection to the site from parking available in the Civic Center garage. The interior walkway between Haywood Street and the Rankin parking deck could also provide pedestrian connections to the site from nearby parking structures.

Frequent large events at the U.S. Cellular Center create overflow crowds that usually spill into Haywood Street and sidewalks surrounding the site. Often, vendors are attracted to the area by these crowds, and set up on the site, or in nearby parking areas. Sometimes Flint Street has been closed for pedestrian activities, vending activities, busses carrying event attendees and the like.

Weddings, funerals or large seasonal masses at the Basilica also draw crowds that create pedestrian issues and need for more room to gather, drop-off, stage the event, etc.

O.Henry Street appears to be used by very few pedestrians. Also, very few pedestrians use "Battle Alley" for access to rear entries of buildings facing the east side of Page Avenue and the west side of Haywood Street.

[INSERT: Site Map - Circulation]

Vehicular Circulation

The most recent City of Asheville traffic counts show that roughly 7,000 vehicles use Haywood Street on an average day. The majority of vehicles cross Haywood Street at Page Avenue and continue west along Haywood Street. A smaller number continue from Haywood Street on to Flint Street and into Montford.

There are no vehicular traffic counts for Page Avenue (first, as a narrow two-way street to the west and then south between Haywood Street and Battle Square and, second, as a one-way south-bound street beyond Battle Square). But Page Avenue appears to see even less traffic than Flint Street. The future of one-way or two-way traffic on Page Avenue awaits City action upon completion of Cambria Suites. Anecdotally, it is interesting to note that North Carolina license plates account for the majority of traffic flow from O.Henry and Battle Square to Haywood Street and/or Flint Street. Out-of-state plates seem to circle the Grove Arcade in search of parking. It is unclear if the Page Avenue extension to Haywood Street is vital to vehicular movement downtown.

Vanderbilt Place is heavily used as vehicular access to the Civic Center garage, especially during U.S. Cellular Center events, and as access to limited parking behind Vanderbilt Apartments. It is important to note that Vanderbilt Place provides the only ADA-compliant access to elevators in the Vanderbilt Apartments.

The existing north to south alleyway (Battle Square Alley) that services the rear of Haywood Street and Page Avenue buildings bisects the site and may create design conflicts in addition to conflicts among users of the site, pedestrians around the site and vehicular access to the site. It is possible that Battery Park Alley is required for emergency vehicles and this should be investigated.

Patron drop-off areas, staging areas and possible transit service access at the U.S. Cellular Center should be considered.

Conflicts Between Pedestrian Circulation & Vehicular Traffic

The intersection of Haywood Street, Page Avenue and Flint Street may create the most pedestrian-vehicle conflicts in downtown Asheville.

- Crosswalk signals are absent at this important intersection.
- Pavement markings are confusing (and frequently ignored) by both pedestrians and drivers.
- Overhead signage is not clear.
- There are no straightforward indications of what are/are not proper pedestrian or vehicular access points to the Civic Center garage on Vanderbilt Place.
- There are no helpful "number of spaces available" or "full" automated signs (recently installed on Biltmore Avenue, College Street and Otis Street) on Haywood Street and Vanderbilt Place at the entry to the Civic Center garage.
- Freight loading and unloading, busses and other staging for Thomas Wolfe Auditorium can cause temporary back-ups in both directions on Haywood Street.
- Pre- and post-event crowds at the U.S. Cellular Center and Thomas Wolfe Auditorium invite chaotic and potentially dangerous conflicts between pedestrians and vehicles.

- Numerous vehicular movement options create pedestrian uncertainty, confusion and danger.

Realignment of Page Avenue and the possible extension of Battle Square to Haywood Street offer partial solutions to the above conflicts and should be explored.

Utilities

Very little analysis of utilities was undertaken, especially since some records are confusing, contradictory and out-of-date. Also, most utilities are underground. It is assumed that utilities are buried below Page Avenue and Haywood Street and should be diligently investigated as changes to street or sidewalk footprints are considered. The service alleyway (Battle Square Alley) running north-to-south bisecting the site also likely has buried utilities. This must be explored as the uses and re-uses of this alleyway are considered. This may also apply to the steep alleyway that runs as an extension of Battle Place, east-to-west, between Page Avenue and Haywood Street at the southern-most edge of the site.

Stormwater became an issue during demolition and temporary stabilization of the site. Run-off continues to be a problem and could impact any interim and permanent uses of the site.

There are rumors of a structure or vault under the steep alleyway between Battle Place and Haywood Street. This must be investigated.

Topography

There is an elevation change of approximately 20 feet from a high point at the northeast corner of the Grove Arcade to a low point on Haywood Street near Pack Memorial Library. The AT identified this topography to be “uniquely Asheville” and felt it should be celebrated.

- The steepness of the alley between the “pit” and Gentlemen’s Gallery is an opportunity to create a mid-block linkage into the site and the service alley, between the Civic Center parking deck and Grove Arcade.
- The “pit” generated the majority of comments:
 - The pit lacks continuity with the rest of the site;
 - It lacks views and air circulation;
 - It highlights the elevation change across the entire site;
 - It provides protection from winds coming predominantly from the west;
 - It is connected at grade to Haywood Street.

[INSERT: Site Map - Slopes]

Site Uses

A separate subcommittee of the Advisory Team held two additional meetings to develop a list of appropriate and compatible uses on the site. Similar to the Site Analyses & Considerations subcommittee, the Site Uses committee then presented their work to the entire AT. Once again, there was agreement among AT members that the findings should be presented to City Council and, if suitable, used as considerations in turning the AT's "vision" into actual "design."

There was initial agreement on both "active" -- implying the need for some type of programming and management -- and "passive" uses -- indicating spontaneous, unplanned uses. Similarly, "active" and "passive" uses were sub-divided into three categories each:

- Civic,
- Mixed,
- Other.

	Civic	Mixed	Other
Active	Community Gardening Farmers Market Performance Play Area Public Art	Local Food Local Retail Business Incubator Education Housing	Services & Utilities Offsite Public Gathering Safety & Security Traffic Calming
Passive	Shade Native Landscaping Seating Water Feature Urban Trail Station Information Kiosk	Public Rest Rooms	Trash & Recycling Lighting Views Neighborhood Identity

Active Civic Uses

- **Community Gardening** – Focus group meetings with Vanderbilt and Battery Park residents revealed a strong interest in establishing a community garden larger in scale than that now practiced by residents of the Vanderbilt Apartments (on the site itself) and Battery Park Apartments (on their roof). Consider raised ornamental and edible gardens for residents, civic clubs, university students, and the community at large. Enlist the area's garden clubs.

- **Farmers Market** – There were multiple requests for fresh, local produce, artisan crafts, flowers, seasonal events, etc., particularly from Battery Park and Vanderbilt residents. There are opportunities for a Monday market, the only weekday without a farmers market somewhere in the region. Consider pre-planned events with road closures to allow market to spread onto Haywood Street, Page Avenue, Flint Street and Hiawassee to Lexington Avenue.
- **Performance** – A stage area with flexible seating for both planned and impromptu music and entertainment events. A pedestal for buskers, poetry readings, book signings, etc. Sun sails and a tree canopy could frame the performance area. The Library and Malaprop's might be interested in conducting open air reading classes, book trades, book fairs, childrens' reading hours, etc.
- **Play Area** – There are few places parents can take their children downtown to play, especially when Splashville is not in operation. A play area would provide opportunities for multi-generational interactions.
- **Public Art** – This includes interactive sculptures, musical/acoustic installations, functional art, murals and other expressions of local art.

Passive Civic Green Space Uses

- **Shade** – This was a common request during public input sessions. The site contains few trees and surrounding buildings provide little shade during the warmest months. This could take the form of trees, of course, but there are other ways to provide shade before Ashevilleians enjoy the benefit of mature trees. In the short-run, consider a web of colorful sun sails made of local fabrics, "shade" sculptures designed and constructed by local wood-workers and metal smiths as an extension of the Urban Trail. In the long-run, enlist the North Carolina Botanical Gardens to partner with the City in an experimental, moderate to fast-growing tree canopy of native species; spread the challenge to create tree canopies all over downtown and into adjacent neighborhoods.
- **Native Landscaping** – Plant and grow the tree canopy with native species. Enlist the help of UNC-Asheville's Botanical Gardens for displays of native flora. Ask for assistance via graduate student teams from landscape architecture schools across North and South Carolina. Program and change the displays by season. Replant rare and endangered species, as well as pollinator-friendly vegetation. Hold Master Gardner classes with USDA Extension Services. Invite participation by garden clubs. Record plant and tree growth by photographs in all seasons.
- **Seating** – A common request was for comfortable outdoor seating, both fixed and moveable. Recruit local craftspeople to design, build and install fixed seating made from local materials. Encourage patrons to "buy-a-bench" and recognize them with a plaque on the seat backs, similar to what is done on the east porch at the Thomas Wolfe House.
- **Water Feature** – There were dozens of calls for some sort of water feature on the site. Several respondents called attention to a spring that once originated from the

site. If it exists, there is an opportunity to interpret the spring and Reed Creek on the site. AT members also cited the historic presence of a culvert that originated from the site, running north towards Reed Creek. Locating and day-lighting this historic culvert could provide another design opportunity.

- **Urban Trail Station** – Replace the missing Urban Trail Station dedicated to Raphael Guastavino, the designer and builder of the Basilica of St. Lawrence. Reference his work at the Biltmore Estate and his home in Black Mountain. Include a list of his other projects in North Carolina and across the country. Consider a demonstration of his structural tile system (for instance, a vaulted bus shelter). Let this site become the home base for the entire downtown Urban Trail network.
- **Information Kiosk** – Locate a traditional kiosk on the site for posting announcements, while also serving as a way-finding device. Consider incorporating new technologies: an app post; electronic displays; solar charging stations for personal devices; wireless ticketing and reservations; etc. This is probably best handled in association with tourism professionals who can help serve both residents and visitors.

Active Mixed-Uses

The AT has included recommendations for mixed use development that will compliment the civic spaces described above, while serving to activate the edges of the site and enliven the area throughout the day and evening.

- **Local Retail** – The AT supported the development of locally-owned retail outlets to help activate the edges of the site, while contributing to the local downtown economy. There was also a strong demand for open-air vendor stalls similar to those found on the south end of the Grove Arcade.
- **Local Food** – The AT supported the development of locally-owned food venues with sidewalk dining to help activate the edges of the site. The AT suggested kiosks supporting a rotation of locally-owned purveyors. Intermittent use by food trucks was also supported.
- **Business Incubator** – Members of the AT called for space devoted to local entrepreneurs: craftspeople; culinary arts; brewers; retail start-ups and pop-ups; busking, etc. Some specified co-location for non-profits with shared equipment, conference rooms and reception. A-B Tech and Mountain BizWorks were the most frequently-mentioned providers for small business assistance. UNC-Asheville, Lenoir-Rhyne University, Mars Hill University, and Haywood Community College were also cited, as was the Asheville Area Chamber of Commerce.
- **Education** – There are an estimated 15,000 college-age students at UNC-A, Lenoir-Rhyne University and A-B Tech. Yet they have little direct interaction with Asheville's downtown. The AT received suggestions for a joint-programming facility to be shared among these institutions. There were also several requests for on-site demonstration projects (gardening, energy efficiency, historic displays).

- **Housing** – AT members expressed support for affordable housing, work-force housing, and mixed-income housing to address the housing shortage downtown, serving to activate the site throughout the day while providing “eyes on the park” at night. By targeting younger generations, housing could contribute a demographic that is underrepresented downtown, while also providing for multi-generational interactions with the neighboring Vanderbilt and Battery Park residents.

Passive Mixed-Use

- **Public Rest Rooms** – Facilities near the Rankin Garage, in the Grove Arcade and in Pack Memorial Library are not well-advertised. Many do not know they are even available for public use. Highly-visible, clean and safe facilities located on-site would greatly serve this district of downtown.

Other Active Uses

- **Services & Utilities** – If the site is well-managed and maintained, there must be a place for storing cleaning supplies, securing extra seating when not in use, warehousing seasonal displays and decorations, energy monitors, central water services for people, pets and plants, gardening supplies, extra recycling and waste bins for large gatherings and the like. The closer to the site, the better. Depending on who (or what) manages and maintains the site, there should be some provision for access by service vehicles. Regardless, there must be access for fire-fighters, police and trash removal.
- **Safety & Security** – Almost everyone expects the site to be clean and safe. The AT recommends that whatever is done on site must be done in compliance with all rules and regulations stipulated by and requested by the City of Asheville and its fire and police personnel.
- **Lighting** – For both safety concerns and aesthetics, lighting should be carefully considered. The site should be well lit at night to create a welcoming, safe setting, but lighting must be directed so as not to disturb nearby Battery Park and Vanderbilt residents.
- **Traffic Calming** – This is a high priority for many respondents. Some items are outlined in the Site Analyses & Considerations above. It is vital that any vehicular traffic -- bikes, motorcycles, automobiles, busses, trucks -- moving around or through the site be aware that this site is a pedestrian-priority area. There are many examples all around Asheville -- Wall Street is an excellent case study -- where bollards, decorative chains, paving materials and patterns, raised or ground level planting beds, trees and tree grates, etc., help reinforce traffic calming.

Other Passive Uses

There were other public comments that did not fit neatly into categories outlined. Although implied in other narratives, they are specifically mentioned or repeated here.

- **Views** – To repeat, maintaining views from the site and into the site are considered to be very important. It is often stated that Battery Hill was once the highest point in downtown Asheville. The views toward the mountains to the north, east, and west remain favorites. The collection of historic buildings surrounding this site is treasured. Views into the site from these important structures offers the opportunity to create an amazing focal point for the downtown and all of Asheville.
- **Public Gathering** – Mentioned above but re-emphasized here, major public events occur often at the U.S. Cellular Center, Thomas Wolfe Auditorium, Pack Memorial Library and the Basilica of St. Lawrence. With some regularity, the Grove Arcade hosts major events and receptions. Pre- and post-events, there are hundreds of pedestrians vying for limited sidewalk and forecourt space immediately next to vehicles on Haywood Street and Page Avenue. The AT suggests that "spill-over" space be incorporated on this site to accommodate pedestrians and ease the chance of unfortunate interactions between pedestrians and vehicles.
- **Neighborhood Identity** – Throughout the gathering of public input -- beginning with the Project for Public Spaces presentation in May, 2016, continuing through to the final session in March, 2017, there were repeated calls to "respect the neighbors," "this already is a neighborhood," "make it local" and "keep it by and for Asheville." The AT sees the site development as an opportunity to better define the "Battery Hill" neighborhood's identity.

[INSERT: Bubble Diagram]

Advisory Team (AT) Members, and their Constituencies

Chair, Andrew Fletcher, Asheville Buskers Collective (ABC)

Co-Chair, Susan Andrew, At-Large

Co-Chair, Michael McDonough, City of Asheville's Downtown Commission

Rachael Bliss, Vanderbilt Apartments

Mike Donohue, Battery Park Apartments

Jay Fields, City of Asheville's Public Art & Cultural Commission

Jeremy Goldstein, Asheville Area Chamber of Commerce

Bud Hansbury, Basilica of St. Lawrence

Julie Nelson, Friends of St. Lawrence Green

David Nutter, At-Large

Report to Asheville City Council by the Haywood/Page Advisory Team

Page 14 of 17

March 28, 2017

Geronimo Owen, At-Large

Dean Pistor, City of Asheville's Recreation Board

Sue Robbins, Downtown Asheville Residential Neighbors (DARN)

Meghan Rogers, Asheville Downtown Association (ADA)

Brendan Ross, Historic Resources Commission of Asheville & Buncombe County

Joel Storrow, Civic Center Commission of Asheville & Buncombe County

Ruth Summers, Grove Arcade Foundation

Appendices

Contract for the Visioning Process

The contract between the City of Asheville and the Asheville Design Center is found in:

- Ordinance Number 16-50;
- Contract Number 916000267;
- Funding Number 11000410521001.

Additional Participants

The Advisory Team and the Asheville Design Center's staff and volunteers wish to thank the following for their contributions to this assignment:

- Clemson University (Clemson SC), School of Architecture, Professors Douglas Hecker and Ufuk Ersoy and 22 graduate and undergraduate students;
- Lenoir-Rhyne University (Asheville NC) Master's Class, *Visions of Sustainable Communities*, Dr. Keith McDade and Shannon Musselwhite and 12 graduate students;
- FrontWater Geo-planning & Design (Asheville, NC) Blake Esselstyn;
- Masters Gentry Architects (Asheville NC) Mark Masters and Aubrie Damron;
- McMillan Pazden Smith Architecture (Asheville NC) Carlton Collins and Aaron Ryba;
- Project for Public Spaces (New York NY) Ethan Kent and Philip Winn;
- Samsel Architects (Asheville NC) Jim Samsel and Duncan McPherson.

We also wish to thank the following:

- Grove Arcade Foundation for allowing our use of their conference room (aka, the Boiler Room) for most Advisory Team meetings from June, 2016, through March, 2017;
- Asheville Downtown Association, the Basilica of St. Lawrence - Laurentine Hall, Battery Park Apartments and the Grove Arcade Foundation for hosting Advisory Team sub-committee meetings in September, October and November, 2016;
- Battery Park Apartments and Vanderbilt Apartments for hosting focus group meetings of their residents in June and July, 2016;
- Center for Craft, Creativity & Design for hosting the kick-off meeting of the Advisory Team with Project for Public Spaces in May, 2016. CCCD also hosted our December supplemental Advisory Team meeting in addition to numerous meetings of ADC's team of volunteers;
- The City of Asheville's Fire and Police departments for hosting the entire Advisory Team in February, 2017;
- The Collider for hosting the Advisory Team's public meeting in February, 2017;
- McKibbin Hospitality for use of the former BB&T lobby space at 1 Pack Square West for numerous "open house" events for this "visioning" process in June, 2016;
- U.S. Cellular Center for hosting our public meetings in May, 2016 and March, 2017.

Principal City of Asheville Points-of-Contact

City Manager's Office

Cathy Ball, Assistant City Manager

Department of Planning & Urban Design

Todd Okolichany, Director

Alan Glines, Assistant Director

David Hazzard, Urban Designer II

Vaidila Satvika, Planner II

Department of Community & Economic Development

Dana Frankel, Downtown Specialist

Christiana Glenn Tugman, Community Development Analyst, Homelessness Lead

Brenda Mills, Economic Development Specialist

Nikki Reid, Real Estate Manager

Department of Communications & Public Engagement

Dawa Hitch, Director

Polly McDaniel, Communications Specialist

Department of Parks & Recreation

Roderick Simmons, Director

Debbie Ivester, Assistant Director

Al Kopf, Planning & Development Superintendent

Asheville Design Center Staff & Volunteers

Chris Joyell, Executive Director

Luly Abaira

Margot Ammidown Carlebach

Diana Davidson

Blake Esselstyn

Sam Fleming

Pierce Foster

Tom Gallaher AICP

Gardner Goodall

Cindy Gray

Reb Haizlip FAIA

Dave Johnson FAICP

Tania McCamy

Alan McGuinn FAIA

Haiz Oppenheimer

Guillo Rodriguez

Roxanne Snider