

18 January 08



Mr. Alan Glines
Urban Designer
City of Asheville - Downtown Commission (DTC)
29 Haywood Street
Asheville, NC

Re: ParkSide Condominium
Formal Submittal Package for 08 February 08 DTC Meeting

Dear Alan,

Enclosed please find fourteen (14) sets of half-sized drawings along with a like number of copies of my memo to you and the DTC Commissioners. These exhibits include the re-design of the building to fit within our current property and some re-design along the Spruce Street frontage. The memo includes detailed responses to comments that DTC staff have made on the previous submittals. Please distribute both the drawings sets and the memos to the Commissioners as soon as possible.

As we have done in the past, we fully intend to present a fairly extensive amount of information (including 3-D computer imagery) to the Commission at the February 8th meeting. We have excerpted key pieces of that presentation and included them with the above referenced half-sized drawings. Please note that the perspective rendering on Sheet SK5 has not been updated to reflect the changes note above; however, we have included it in this package as it does effectively illustrate the major building design concepts.

I do have one change in the "game plan" that I need to request. As you may recall, on January 3rd I sent you an e-mail requesting that the landscaping and exterior signage portions of our submittal be allowed to be deferred for a separate submittal at a later date. You responded soon thereafter indicating that this was acceptable. Thanks so much for the prompt response.

We still need the exterior signage to be deferred. However, the landscaping aspect of the project has taken an interesting turn. As you may recall, we were asking for our deferral due to our desire to hire Mr. Fred Bonci – the designer of the adjacent Pack Square Park renovation – to work with us on the landscaping / streetscape aspects of our site. For reasons that I do not understand, the Pack Square Park Conservancy has asked Mr. Bonci not to work with us until after we have received our Conditional Use Permit approval from City Council. This unusual request effectively prevents us from working with Mr. Bonci at all.

As such, we have prepared a design ourselves that we feel is very compatible with the adjacent Park. To aid us with this process, we obtained from Mr. Bonci the most recent Park layout and landscaping plans, along with cut sheets of street "furniture" (such as bike racks) that will be utilized in the Park. I sincerely believe that the design we have developed works in harmony with and compliments Mr. Bonci's proposed design of the Park.

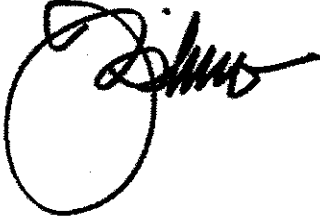
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Based upon all of these events, we would respectfully request that the landscaping aspect of the project be included in this review and not deferred.

Sincerely,
FMK Architects

A handwritten signature in black ink, appearing to read 'Mark A. Fishero', written over a large, hand-drawn oval shape.

Mark A. Fishero, AIA
Managing Principal


to Downtown Commission

Date: January 23, 2008
To: Downtown Commission
From: Alan Glines, Urban Planner
RE: Parkside Condominium Formal Review February 8, 2008

This memo serves to summarize the various reviewing documents for the Parkside Condominium project. During an informal meeting of the design subcommittee in December 2007, committee members asked staff to review the Parkside proposal and provide a short summary on the following review tools: Downtown Design guidelines, Compliance with the UDO, Comment regarding the Landmark guidelines; Pack Square Guidelines; and finally report on the Pack Square Conservancy review .

The project site is located at 20 Spruce Street is the current site of the Hayes-Hobson Building. The Hayes Hobson building (two structures) were originally built for W.H. Westall's building supply company (now Westall-Chandley on Thompson Street). The building to the north dates from about 1905 and the second structure dates from the 1920's. The buildings appear to be little altered since their construction. These buildings will be removed to construct the Parkside Condominiums. The second area of the site is land adjoining City County Plaza and has a small structure along Marjorie Street which will also be removed in the current proposal. This building was not noted in the historic study of downtown buildings completed in 1979 but is thought to be a portion of the Old Jail.

The current plan submittal was reviewed for the **Downtown Design Review Guidelines**. The design has been revised to respond to comments that were made during the informal design review with the Downtown Commission design subcommittee. The proposal will be requesting four (4) modification for UDO items from the Downtown Commission.

- On key pedestrian streets, new buildings must be constructed along a minimum of 80% of the lot frontage. The design team set the building back to improve the view shed from the Vance Monument to City Hall which competes with the UDO goal for frontage.
- On key pedestrian streets, the building façade shall be detailed and glazed as storefronts for a minimum 70 % ground level. The design team notes the steep grades along Spruce Street and below grade parking on the basement levels create a difficult challenge to this UDO requirement. The development team also feels that this issue is mitigated by the creation of a strong pedestrian façade on the new Court Plaza extension that faces the park.
- Landscape modification for street trees along Marjorie Street. The design team notes that the proposed sidewalk will not be wide enough for street trees but that the new sidewalk will be wider than the existing sidewalk by at least 3 feet

making it more usable. There won't be enough space for the trees. The design team shifted the building back from the north property line (on the park) to protect the views in the park which also explains the need for a narrower sidewalk on Marjorie Street.

- On key pedestrian streets, parking garages must be screened with a habitable use with a min. depth of 20 feet or comply with design and operational standards for openings. The design team notes the steep slope, access to the parking level near the corner and building façade focus along the park edge make this requirement difficult to meet.

Downtown Asheville Design Guidelines: Landmark Status

The project is a landmark because of its prominent site along the main public space in downtown. It is not a landmark because of its height. The traditional design offered through this proposal is a suitable solution for this prominent location. The elements of the design with base middle and cap and traditional storefront layout along the park side are also recommended in the design guidelines. The materials proposed are durable urban materials. The area of concern is compliance with the Pack Square Design Guidelines for 'compatibility with the surrounding context' because of height primarily. As a note of reminder, a project does not need to nor can it meet every one of the guidelines for landmark designation.

Pack Square Design Guidelines (PSDG):

The project has been reviewed along with the Pack Square Design guidelines which as we have discussed is a companion document to the Downtown Asheville Design Guidelines. This was reviewed with the Downtown Commission last fall, but the PSDG guidelines apply to private property in a mandatory review-voluntary compliance context. The PSDG covers Site B in its review (behind this Parkside proposal site) and does not address directly the Hayes Hobson Building private property (then as now). Parkside Condominiums is located in front of Site B but the guidelines can offer insight into the evaluation of the proposal

The project meets the following Pack Square Design Guidelines:

- The building provides a primary façade on the square
- The building includes a base middle and cap
- Belt courses, cornices and changes of material reduce the scale of the building and improve compatibility with neighboring buildings
- Artistic elements are encouraged as part of the façade design- not sure how to evaluate this one but it shouldn't count against the project
- Ground floor along the park are pedestrian oriented and use storefronts
- Awnings or other elements are encouraged to reduce the scale of the building and protect from rain
- Building frontages shall be articulated with upper floor setbacks, balconies, bay window and terraces to reduce the apparent mass and harmonize with the scale of the building
- Massing that allows maximum sunlight onto public spaces is strongly encouraged: could be argued either way and building does provide some variety in massing

- Roof articulation shall reflect surrounding rooflines. Finishing the tops of buildings helps define and animate the wall that surround Pack Square.
- Primary entryways to all buildings and significant uses shall be prominent and clearly visible from the square and street.
- Principle materials for all buildings shall be masonry and glass.
- A regular rhythm of windows and bays shall be established over building facades
- The building should be articulated with tiering and stepping to scale building massing so that it is compatible with neighboring buildings
- Parking should be screened from view

The building does not meet the Pack Square Guideline regarding height of the building because it exceeds the first vertical setback of the Buncombe County Courthouse, although a penthouse setback is permitted above the first setback line. The design team notes that the proposed building does not challenge or compete with the importance of City Hall and the County Court House. The Downtown Commission will have to decide how important this item is.

The following PCDG guideline and the proposed Parkside design will be debated: A view corridor with a minimum of at least 100' should be maintained between the Site B and City Hall. The proposal materials note a distance of 135' between City Hall and the proposed structure. The view shed through to the mountains is affected even though the development team has provided adjustment to the design to mitigate the view shed issue by stepping back a corner of the building. Staff notes that this guideline would be difficult for any development proposal to meet because the reality of the Hayes-Hobson building was not taken into account when this guideline was developed. With the current adjustments to the structure, there will be some views to Beaucatcher Mountain.

Pack Square Conservancy (PSC) review:

The PSC reviewed the Parkside Condominium project for compliance with their guidelines (memo dated November 7, 2007). By resolution of the board the PSC has determined that the Parkside Condominium project design fails to comply with the PSDG because it exceeds the height limitation and because the project encroaches upon the view corridor from the Vance Monument to City Hall and to the mountains beyond. The PSC also will ask for additional information regarding: access and amenities for both the east and west elevations, building material samples, lighting plan, traffic / parking information, landscape plan, further information for the park façade retail space, residential entrances, and balcony details.

Staff Recommendation:

Except for the issue of height, the project appears to meet the goals and intent of the two design guideline documents that provide guidance for review of this project. The Downtown Commission may wish to consider the importance of the proposed height and discuss with the development team. In an earlier resolution to City Council last November, the Downtown Commission requested evaluation of Site B as a more suitable location for development. However, that aside, the Downtown Commission is asked to consider the current site located on private property and this specific design for

compliance. Staff feels that the proposed building will activate the edge of Pack Square / City County Plaza. The design of the building follows classic design principles and blends elements from several buildings in the one block area surrounding the subject site. After completion of this review the only outstanding issue for staff is the question of height. Staff also supports the 4 requested UDO modifications.

Possible motion:

A possible motion regarding this project may be to approve the proposed design and UDO modifications requested and that the landscape/ park plan and signage plan come back to the DTC for review at a later date.

Attachments:

Downtown Asheville Design Review Guidelines updated for 2/8/08 formal review

Pack Square Conservancy Guidelines

Pack Square Conservancy board report (November 7, 2007)

Old postcard Hayes Hobson

Site plans and elevations for pick-up at Office of Economic Development, 29 Haywood Street

Memorandum.....

To: Summer Casiano, Asheville Citizen-Times Classified Ad Department
From: Rita Baidas, City of Asheville-Planning Department (259-5847)
Downtown Commission legal ad – (Account #528 773)
Re: Please publish the Downtown Commission legal ad on Tuesday, January 29, 2008
Date: Tuesday, January 22, 2008

Sent Via Email

NOTICE TO PUBLIC

Notice is hereby given that the Asheville Downtown Commission will meet on Friday, February 8, 2008, at 8:30 am in the Economic Development Office at 29 Haywood Street.

Consideration for review of a major work: a proposed Level III Conditional Use mixed-use structure to be located at the corner of Spruce and Marjorie Streets in the Central Business District. The applicant may be requesting variances to modify design and operational standards and parking garage requirements pursuant to section 7-8-18 of the UDO. PINs are 9649.18-40-9331 and 9649.19-50-0341.

Maps and plans are available in the Planning and Development Department on the 5th Floor of the Asheville City Building. Information may be obtained by calling the Planning and Development Department at 259-5830.

Shannon Tuch
Interim Director of Planning and Development
City of Asheville

All persons with disabilities that need auxiliary aid should contact the ADA coordinator at 259-5800, TTY number 259-5548, at least 72 hours prior to the public hearing.

Publish in the legal ad: Tuesday, January 29, 2008
Please send an Affidavit of Publication. Thank you.