



Eagle Market Place

A Proposal for a New Mixed Use and Residential Community on The Block



**A Collaboration of Eagle Market Streets Development Corporation
and Mountain Housing Opportunities**



Partner 1: Eagle Market Streets Development Corporation

EMSDC MISSION STATEMENT

Transforming Individuals into Assets:
Investing in Sustainable, Personal, Economic,
and Community Development.



EMSDC Board of Directors and Staff with Cindy Weeks
of Mountain Housing Opportunities, Inc.

EMISDC
eagle market development corporation



THE BLOCK
not for profit, but for community



Partner 2: Mountain Housing Opportunities

House, Apartment, Neighborhood, Community.
We'll Make it Home Together.™





Historic 1958 Photo of Eagle Street, Velvet Street, and Valley Street (now South Charlotte Street)





Historic photo of Eagle Street at the intersection of Valley Street



Photograph by Andrea Clark, Andrea Clark Collection, Pack Memorial Public Library





Historic photo of Dr. Collette Building, Eagle Street



Photograph by Andrea Clark, Andrea Clark Collection, Pack Memorial Public Library





Historic photo of ACE Billiards, 22 Eagle Street



Photograph by Andrea Clark, Andrea Clark Collection, Pack Memorial Public Library

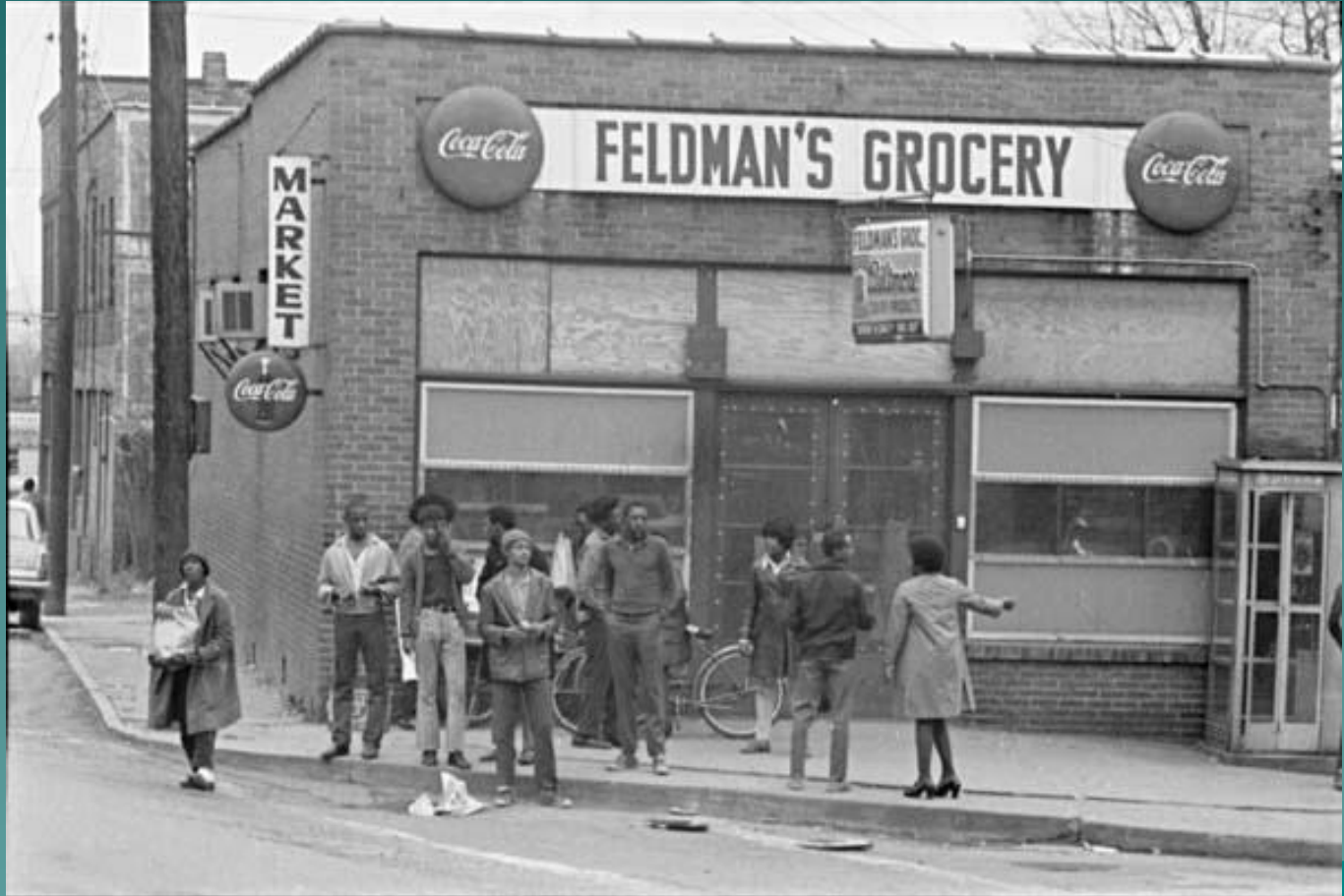
EMISDC
eagle market development corporation



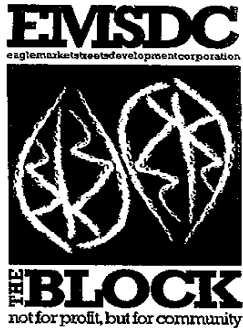
THE BLOCK
not for profit, but for community



Historic photo of Feldman's Grocery, 91 Eagle Street. Three men on left at edge of sidewalk are L to R: John Henry Clark, Monk Ware, and Vernon Smith. (March 1971)



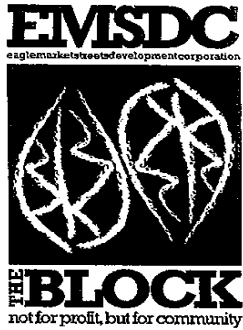
Photograph by Andrea Clark, Andrea Clark Collection, Pack Memorial Public Library



Historic photo of Crown Williams Service Station, Pic-N-Pay Grocery at the intersection of Valley and Eagle Streets



Photograph by Andrea Clark, Andrea Clark Collection, Pack Memorial Public Library



Buildings and land being considered for renovation and additional new construction



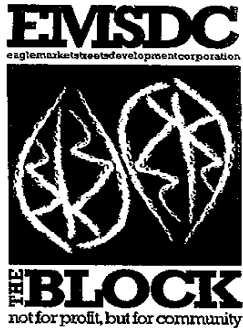
Del Cardo Building, corner of Eagle & Market Streets-This building will be renovated to historic standards



Buildings and land being considered for renovation and additional new construction



Dr. Collette Building, Eagle Street-This building will be renovated to historic standards



Buildings and land being considered for renovation and additional new construction



Parking Lot between Ritz & rear of Dr. Collette Building-A new residential building that ties into the existing buildings will be constructed on this parking lot

EMISDC
eagle market street development corporation



THE BLOCK
not for profit, but for community



Buildings and land being considered for renovation and additional new construction



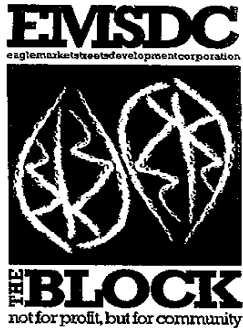
Ritz Building, 42 South Market Street-This building will be renovated to historic standards



Buildings and land being considered for renovation and additional new construction



Mr. C's, 46 South Market Street-This building will be demolished and replaced with new building



Buildings and land being considered for renovation and additional new construction



3 Wilson Alley-This condemned structure will be demolished and be replaced with the new residential building



Buildings and land being considered for renovation and additional new construction



West side (rear) of Ritz Building-This lot will be used for new residential building



EMISDC
eaglemarketdevelopmentcorporation



THE BLOCK
not for profit, but for community



Eagle Street from Baltimore Avenue



Asheville Vicinity Map



View of Del Cardo & Collette



View of the Ritz building



View of 46 south Market

Eagle Market Place - Existing Site Character
Asheville, NC



Mountain Housing
Opportunities





Eagle Market Place:

Restored Buildings on Street, New Residential Building Constructed behind Historic Buildings



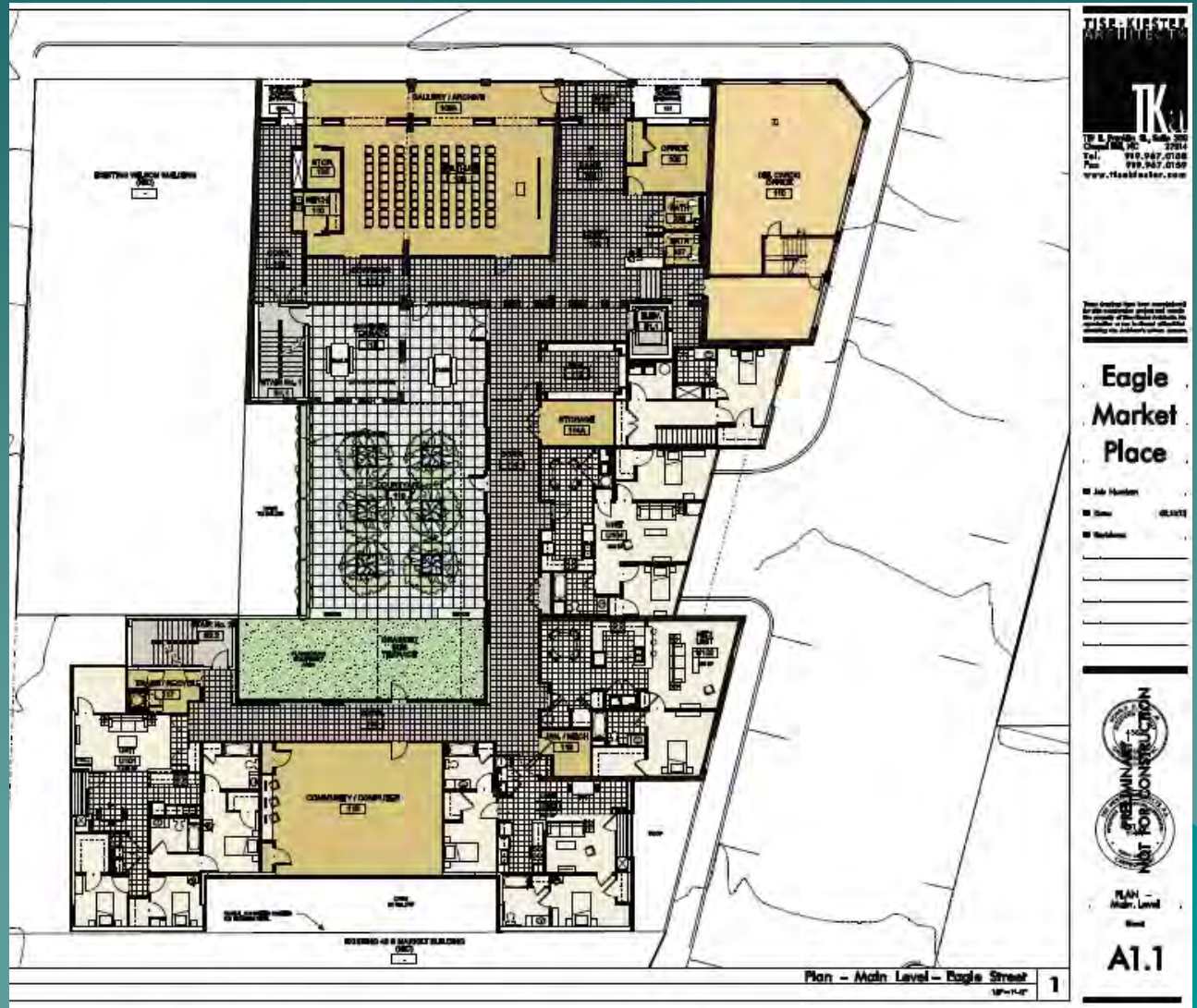
EMISDC
eaglemarketdevelopmentcorporation

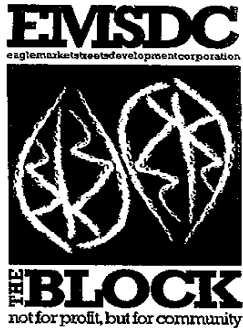


THE BLOCK
not for profit, but for community



Eagle Market Place: Ground Floor Plan –Interior Courtyard & Community Space





Eagle Market Place

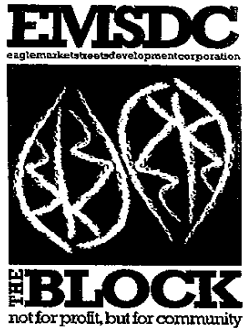
Who are the people that will be our residents?



“Both my mother and father died young. Neither went to college or owned a home. They had a vision for their family but didn’t live to see it come true. I’m going to be a homeowner...It won’t happen overnight. It’s a process and sometimes a struggle but I am determined that I will get there.

This young woman was an MHO renter and is now an MHO homeowner--She constructed her own home through MHO’s Self Help Housing Program!





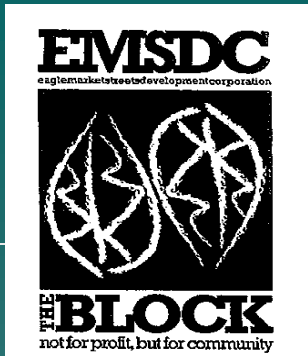
Eagle Market Place



Baker

"I have lived in Asheville all of my life. I work as a baker and I am attending AB Tech's culinary arts program. I hope to own a bakery and café someday, a place where people can come in and have a slice of cake and just relax."

Who are the people that will be our residents?

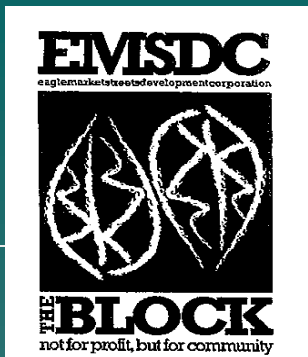


Eagle Market Place



**Who are the
people that
will be our
residents?**

City of Asheville
Police Officer



Eagle Market Place

**Who are the
people that will
be our residents?**



Retiree

**“I am a cancer survivor.
I worked in advertising
and PR and I am retired.
I thank God everyday for
Mountain Housing
Opportunities, Medicare,
and Mountain Mobility.”**



Eagle Market Place



Working Moms

**Who are the
people that
will be our
residents?**



Eagle Market Place



**Who are the
people that
will be our
residents?**

Certified Nursing Assistant

"I am 34 years old and have lived in Asheville all of my life. My child is a very sweet child. I work as a CNA."



Eagle Market Place

**Who are the
people that will
be our residents?**

“I am a social worker at a State women’s detention facility. Living in an MHO apartment has given me the chance to be part of a community. We are able to have friends here that we wouldn’t have had otherwise. My son loves the playground.”



Social Worker

EMISDC
eagle market development corporation



THE BLOCK
not for profit, but for community



Eagle Market Place



Residents of the Griffin at Birthday Party

**Who are the people that
will be our residents?**



Eagle Market Place: Development Approach



Example: Griffin Apartments, with rents geared for
downtown workers

Affordable rents





Eagle Market Place: Development Approach



Example: Glen Rock Apartments—Solar hot water heating for all residents

Energy efficiency





Eagle Market Place: Development Approach



Example: Glen Rock Apartments

Beautiful architecture

EMISDC
eagle market development corporation



THE BLOCK
not for profit, but for community



Eagle Market Place: Development Approach



Example: Historic Restoration + New Construction

Beautiful architecture



Eagle Market Place: Development Approach



Example: Clingman Lofts

Beautiful architecture



Eagle Market Place: Development Approach



Example: Glen
Rock Apartments

Beautiful architecture

EMISDC

eaglemarketdevelopmentcorporation



THE BLOCK

not for profit, but for community



Eagle Market Place: Development Approach



Example: Merritt Park

Beautiful architecture



Eagle Market Place: Development Approach

From Jobs-Workforce Housing Study:
Downtown Work Area Profile Report—

Workers Earning \$14,400 to \$40,800 per year
8,881 TOTAL WORKERS



“LOCATING AFFORDABLE HOUSING
NEAR JOBS: A CITY-WIDE STUDY OF
THE LOCATION OF LOWER INCOME
JOBS IN ASHEVILLE AND BUNCOMBE
COUNTY, NORTH CAROLINA”

--a study by Ellen Szedon, UNCA (2008)
for Mountain Housing Opportunities

Transit & Job oriented

EMISDC
eagle market development corporation



THE BLOCK
not for profit, but for community



Eagle Market Place: Development Approach



Example: Owens-Bell Park, paying tribute to local African American businessmen

Community revitalization



Eagle Market Place: Development Approach



Example: MHO hosted photo exhibits of urban renewal historic photos as part of our community outreach at Glen Rock



“City of Asheville and Mountain Housing Opportunities Donate Urban Renewal Files to UNC Asheville; Documents Record Dramatic Changes in Historic African American Neighborhoods”

<http://www2.unca.edu/news/releases/2007/renewal.html>



Community revitalization



Eagle Market Place: Development Approach



Example: Greenway at Glen Rock

Environmental restoration

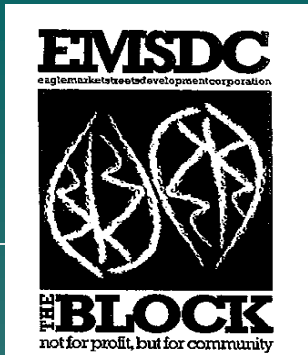


Eagle Market Place: Development Approach



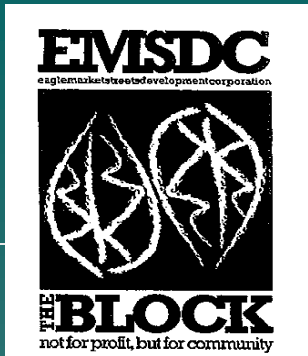
Example: WECAN Neighborhood

Local art



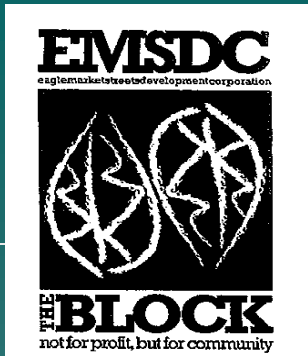
Eagle Market Place: Development Approach

- **Equity based approach to development, will invest \$12.6 million**
- **Renovate historic buildings**
- **Construct a new building for workforce apartments**
- **Provide EMISDC space for job development, minority business incubation and other activities identified as important to the African American community**



Eagle Market Place: Development Approach

- Honor history with permanent historical context—markers, placards, and street art
- Involve Asheville's young people, in particular African American youth
- Use art, music, dance, history, culture, and other creative elements
- Create partnerships, e.g. with Asheville Green Opportunities (GO) during construction

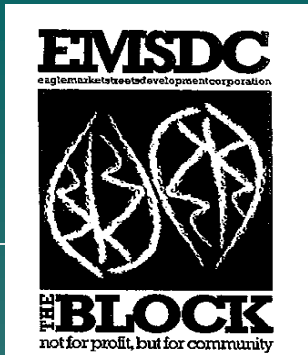


Eagle Market Place

Proposed Apartment Unit Mix & Rents

- **One Bedroom (\$200-570/mo.) 42 units**
- **Two Bedroom (\$300-670/mo.) 17 units**
- **Three Bedroom (\$650-780/mo.) 3 units**

TOTAL: 62 apartments



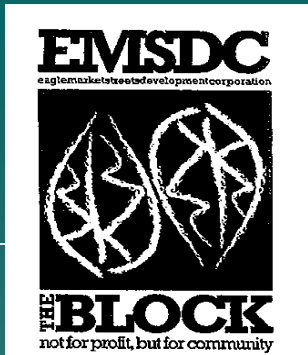
Eagle Market Place

Workforce Homes Near Jobs & Meeting Market Need

Income of residents: \$15,000-\$40,000/year

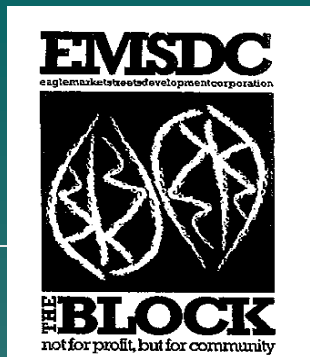
Job Study—transit corridor study showed over 8,000 jobs downtown that pay up to \$40,000 a year—retail, grocery, government, services, hospital, medical

Market need—our market study shows a need for over 2,000 apartments as planned at Eagle Market Place



Eagle Market Place

- **Eagle Market Place will be green-built and energy efficient**
- **Eagle Market Place will be privately owned and privately managed with on-site property manager**
- **Eagle Market Place will be a fully tax paying property and will contribute to the City and County's tax base**



Eagle Market Place-Next Steps

Waiting approval of tax credits,
decision expected 9/2012

- All City approvals are in place
- If financing is approved, construction will start in Spring, 2013



Eagle Market Place

Contact Information



Stephanie Swepson-Twitty
CEO and President, Eagle Market
Streets Development Corporation
828-281-1227
stephanie@eaglemarketsts.org



Cindy Visnich Weeks
Manager of Community Investments,
Mountain Housing Opportunities, Inc.
828-254-4030 ext. 111
cindy@mtnhousing.org

