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
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.
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
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
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
Eagle Market Place:
Existing Site Character

Eagle Market Place - Existing Site Character
Asheville, NC
Eagle Market Place: 
Restored Buildings on Street, New Residential Building Constructed behind Historic Buildings
Eagle Market Place

Who are the people that will be our residents?

“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!

“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.
Eagle Market Place

Who are the people that will be our residents?

“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.”

Baker

Who are the people that will be our residents?
Eagle Market Place

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City of Asheville Police Officer
Eagle Market Place

Who are the people that will be our residents?

“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.”

Retiree
Who are the people that will be our residents?

Working Moms
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.”
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
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

Energy efficiency

Example: Glen Rock Apartments—Solar hot water heating for all residents
Eagle Market Place: Development Approach

Example: Glen Rock Apartments

Beautiful architecture
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
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
Eagle Market Place: Development Approach

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

Community revitalization
Eagle Market Place: Development Approach

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


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

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** EMSDC 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

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