



# 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**  
eaglemarketstreetdevelopmentcorporation



**THE BLOCK**  
not for profit, but for community



## **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.**

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# ***Partner 2: Mountain Housing Opportunities***

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



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



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## Historic photo of Eagle Street at the intersection of Valley Street



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

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# Historic photo of Dr. Collette Building, Eagle Street



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

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## Historic photo of ACE Billiards, 22 Eagle Street



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

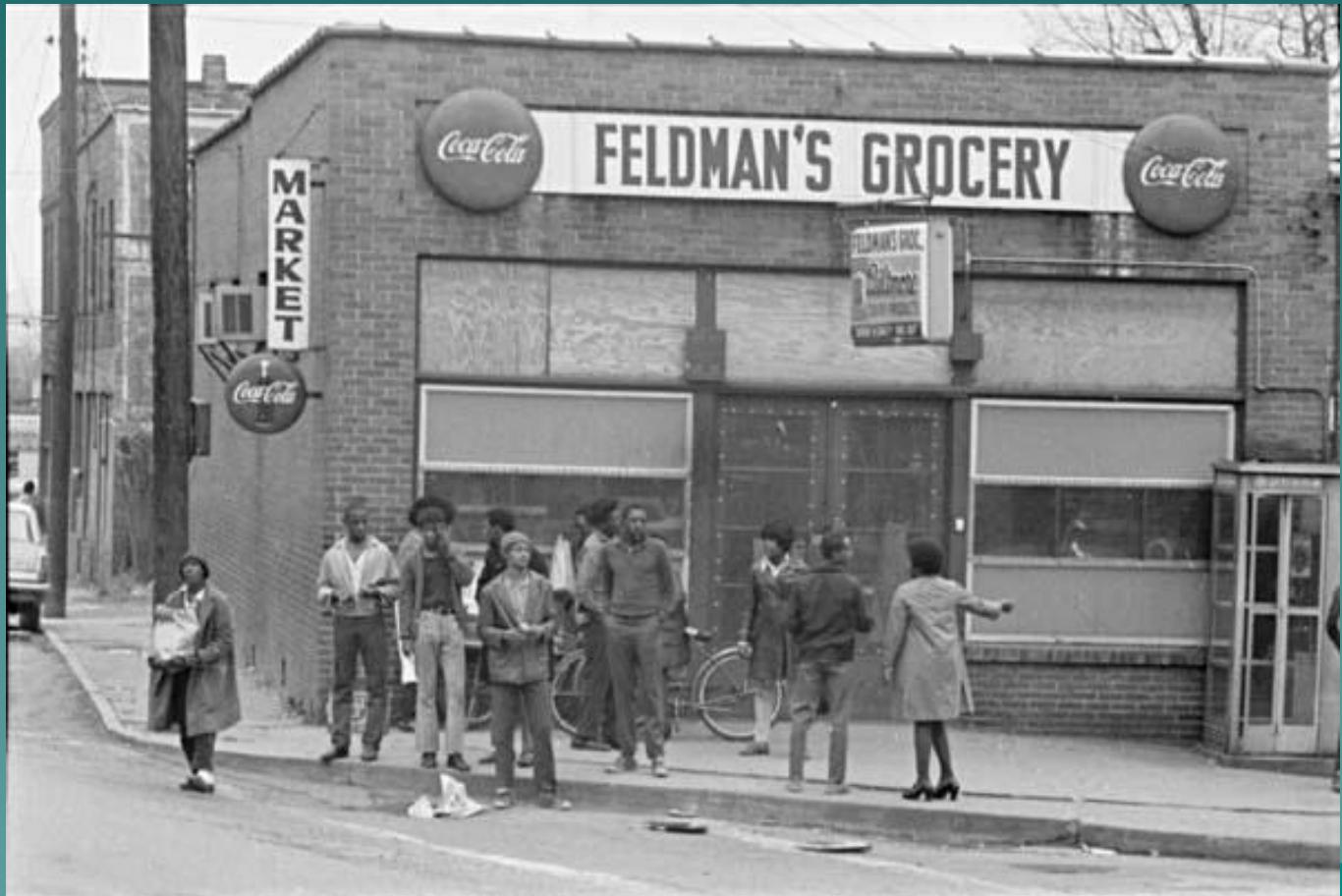
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**Historic photo of Feldman's Grocery, 91 Eagle Street. Three men on left at edge of sidewalk are L to R: John Henry Clark, Monk Ware, and Vernon Smith. (March 1971)**



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

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## 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

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## 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

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## Buildings and land being considered for renovation and additional new construction



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

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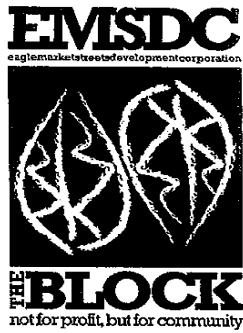
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## Buildings and land being considered for renovation and additional new construction



**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



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# Eagle Market Place: Existing Site Character

**Eagle Market Place - Existing Site Character**  
Asheville, NC

**MHO**  
Mountain Housing Opportunities

**INTERIOR**  
Tla

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# **Eagle Market Place:**

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



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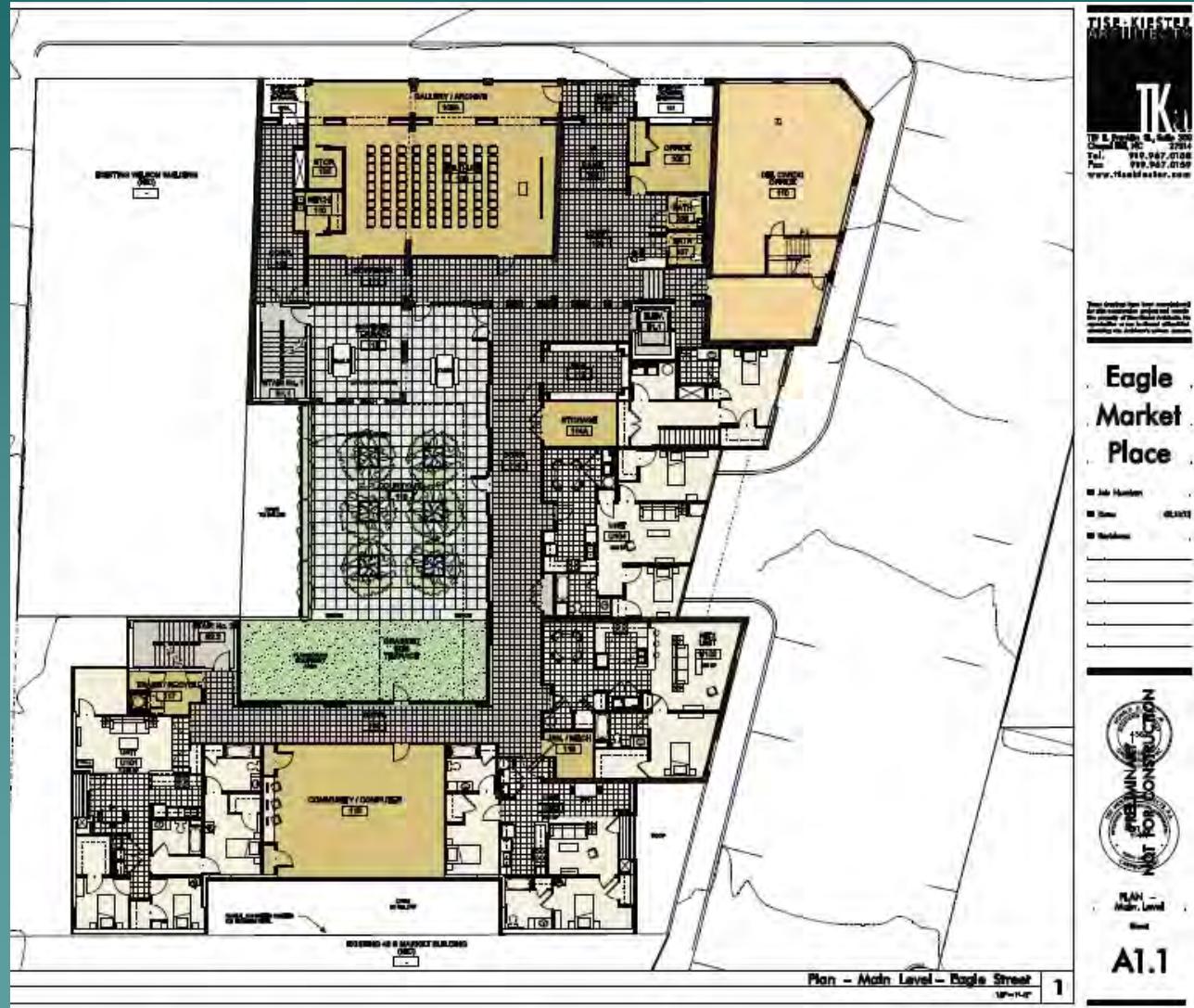


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# Eagle Market Place: Ground Floor Plan –Interior Courtyard & Community Space





# 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!**

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Baker

# Eagle Market Place

**"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

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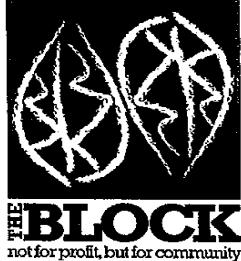
Retiree

# 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.”**

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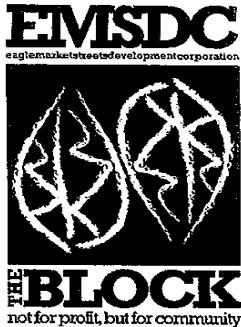


# Eagle Market Place



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

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# 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**



# 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—

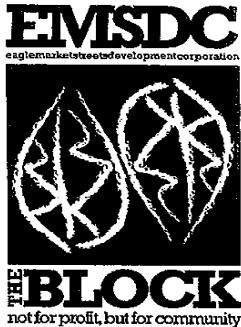
Workers Earning \$14,400 to \$40,800 per year  
**8,881 TOTAL WORKERS**



**“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**



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

# 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”**

<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 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**



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# 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

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# 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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