SITE DESIGN STUDIO

Landscape Architecture
Planning
Project Management
Construction Observation

May 8, 2019

RE: JETTIE RAE'S - 144 RIVERSIDE DRIVE
TECHNICAL / DESIGN GUIDELINE NARRATIVE DESCRIPTION

The proposed Restaurant / Hospitality development, located on 1.29 acres along the French Broad River between the newly constructed Riverside Drive and Greenway across from Cotton Mill Studios, includes a 2-story, 5,500 SF restaurant with an approximate 2,750 footprint, a 620 SF Restroom / Storage Facility, 1,100 open air pavilion and two airstreams for additional food and beverage service. In addition, there are 36 proposed parking spaces, approximately 2,000 SF of at grade hardscape (including the SF underneath the pavilion) as well as a 5,000 SF open lawn area with access to the greenway.

Our Team has been closely coordinating this project with capital improvements related to the New Riverside Drive ROW (including access drive aprons, sidewalks, street trees, grading and utilities as well as improvements and connections within the greenway easement related to access and site furnishings. All ADA access routes have been shown on the plan including access to the public way, parking and handicap accessible spaces as well as the greenway.

Parking calculations reflect the requirements of the Form Based Code. Restaurants require 1 space per 250 sf. Our calculations include parking for all project square footage including restaurant, pavilion, restrooms, airstreams and storage. There is also a River Parking Reduction, but this project will not be requesting one as we are providing 6 more spaces than required.

Proposed landscape improvement plans meet and exceed requirements set forth in the City UDO for Building Impact, Vehicular Use and required Street Buffer. Additional landscaping has been added to the west side of the parking lot / river side outside of the Greenway easement. The existing riparian tree canopy to remain has been highlighted and shaded within the City's Greenway Easement.

Site lighting associated with the New Riverside Drive Streetscape as well as the Greenway are currently planned for, designed, funded and contracted as part of the RADTIP Capital Improvement Project. Ceiling fans and full cut off light fixtures are planned for in covered areas of the restaurant and in pavilion. Any additional site lighting beyond requirements for architecture will be approved string lights.

Building flood protection will be dry floodproofing for the kitchen and service areas and wet floodproofing for the other areas. Wet flood proofed buildings are designed for water to safely enter & exit through proposed flood vents. Materials must be water resistant below 2' above BFE. Building elements must be secured during a flood event. A flood emergency action plan will be developed with the city flood administrator to address preparation for a flood event. There are no break away elements as we will be sealing openings in the dry floodproofed buildings with flood gate panels. The boarding up of glass prior to a flood event will be a part of the flood action plan as well.

Flood vents will be 16" x 8" or 16" x 16" (similar to Smart Vent engineered flood vents) for wet flood proofed buildings only. Each vent covers 200 sf and 400 sf respectively.

Jettie Rae's contributes to and enhances the River District while adhering to the River District Design Guidelines in the following ways:

The design and massing of the building was inspired by regional vernacular with a sense of place to the French Broad River, its history, and imagining that the building has evolved and been expanded over time.

As the restaurant, pavilion and green space will be for recreation and entertainment, building forms and materials harken to the recreational buildings of the River's past. Architectural materials will be weathered wood, reclaimed metal siding, wood screening, local art imagery and signage, shipping container components, operable window walls and large sliding windows. These elements will be integrated into a welcoming composition for all to enjoy good food, the River Arts District and the French Broad.

The building and site design intentionally activate all four sides of the property with outdoor dining and spaces to relax and revel in the all that the River and Greenway have to offer. Because the building really has two front facades, one on Riverside and one on the French Broad, the design is mindful to have no back doors.

The street side façade has an entrance to the main level and an exposed stair leading to an upper level balcony and entrance adjacent to an operable window wall. The design activates both levels to welcome people from Riverside Drive. Bold and unique signage enhances the street side presence.

On the façade facing the river, the main level enclosed dining porch lined with sliding windows encourages the connection to the outdoor open space, greenway and river beyond. On the upper level, a covered deck running the length of the building extends the interior dining to enhance the relationship to the greenspace below. Operable window walls enrich the open-air ambiance.

The layout and design of the proposed development is efficient given the site constraints and has still allowed for an array of project programming desires within the requirements of the form based code. The project has been designed without any variances requests. When compared to the greater context of this section of the River Arts District, the compact footprint is surrounded by a vast corridor of open space, greenway and river frontage.

Narrative Description - Jettie Rae's Fish & Such

Jettie Rae's Fish & Such is a destination on the banks of the French Broad River conceived in honor to reflect the covenants put forth within the ***Wilma Dykeman River Way Plan*** as implemented through ***Riverlink's Mission****.* The project directly reflects the purpose behind the ***Riverside Drive Development Plan****,* sparking continued growth and economic redevelopment of the ***River Arts District***.

We honor the depth of the urban planning studies that guided us to this point in time including the City of Asheville's ***Comprehensive Plan*** as we seek to create a unique destination for everyone in Asheville; appealing to locals and visitors alike, while celebrating another opportunity to deliver a curated outdoor amenity with maintained access to recreational space on the French Broad River Greenway for the benefit of the surrounding neighborhoods and the River Arts District. We seek to improve the development potential of a small portion of 144 Riverside Drive that is adjacent and contiguous to the greenway as an evolution of the economic revitalization ushered through from the artist pioneers before us. We seek to curate a unique sense of place welcome to everyone. Our creative partnerships with local organizations will bring our community together on the banks of the French Broad River to celebrate our community's diversity. Jettie Rae's is a Coastal Seafood concept. Our vision is to share and celebrate the joy, heritage and abundance of coastal communities and their mixed cultures through their connections to the bounty of the sea.

Jettie Rae's is a Nonprofit/Private Collaborative working to create a sense of place where community can come together and connect while celebrating one of our most precious outdoor resources, our beloved French Broad River. We embody the spirit of public/private engagement through our ***Riverlink Promise*** to provide Riverlink a reoccurring revenue source and expand public awareness of Riverlink's Mission. We will accomplish this through various fund raising activities and annual events to benefit Riverlink and its efforts to continuously improve the French Broad River. Our location enables us to create both active and passive public spaces while maintaining the industrial and creative energy of the River Arts District consistent with the ***Wilma Dykeman River Way Plan***.

We are a welcoming stop after a day of Tubing or Kayaking on the French Broad, a destination for our local families to enjoy after biking on our newly created River Greenways, a place to meet friends for some local music, enjoy great food and drink and to relax by the river. The location is ideal for creating community and connectivity while maintaining the balance between walking, biking and vehicular travel. For example, we will encourage and entice the throngs of visitors of New Belgium to walk, bike or drive across the river to the RAD and to engage with the district as a whole thereby contributing to community interaction. Our goal is to curate a public space and offer amenities like "*Bike Share*" to encourage interaction as well as introduce more travelers to the RAD to engage with its studios and businesses along the riverfront.

Narrative Description - Jettie Rae's Fish & Such

I. **A River Runs Through It**

Karen Cragnolin, Riverlink's founder and executive director for 30 years, wrote the quote below in 1995:

"*The Asheville riverfront is where all the issues start to come together. The river is where economic development, land use planning and environmental concerns meet and marry. The urban riverfront now has several prime acres of developable real estate where the historic Cotton and Chesterfield Mills once stood. Developing these properties in a flood-prone area is not only possible it is very desirable with careful planning. Think of all the cities you have visited that are lucky enough to have a river. There's a special affinity that people have towards water. They like to walk, eat and shop near it. It's a natural attraction.*"

II. **Public/Private Partnership**

- Exceptional Design & Development Practices - Energy Efficient & Environmentally Sound
- Embrace Greenway with Full Public Bicycle & Pedestrian Access
- Family Oriented Event Venue for Riverlink
- Fully accessible amenity welcoming & accessible to all in a spirit of social equity
- Deliver & maintain public restrooms for all greenway patrons
- Seasonal Food & Beverage Festivals & Entertainment

III. **Riverlink Promise**

Revenue Source for RL from the following ongoing sources:

- Riverlink Donation "spare change" boxes located in public areas
- All current Riverlink Members receive a $25 Loyalty Card
- All new Riverlink Members receive $25 Loyalty Card
- Donate to Riverlink 10% of all proceeds from purchases by all active Riverlink Rewards Members
- 100% of Proceeds donated from Riverlink Fund Raisers twice a year
- Point of Sale Round-up Program allowing all patrons to give a little upon every transaction

IV. **Jettie Rae's Story**

- The Myth & Legend of Jettie Rae – from generations of the same stretch of water: she could be Gullah, or Cajun, and/or Native American; or French Creole, maybe Haitian? She knows about seafood in the waters from Maine to Mexico.
- The Mission – To share love, joy and a little good luck while celebrating global cultures' customs and connections to the Bounty of the Sea!

V. **Quote from Wilma Dykeman's Memoir "*Roots and Branches*"** She's talking about the most important rituals in her life, and in doing so she connected the French Broad River Watershed to the Mississippi River to the Gulf of Mexico and World Oceans – which could suggest why a seafood restaurant on the French Broad River is aligned with Riverlink's Mission:

Narrative Description - Jettie Rae's Fish & Such

"There was one final ritual. On a golden June morning following my fourteenth birthday, my father died abruptly of a heart attack.

Though one of my mentors had left, my mother's rooted heart still prevailed in the place she always called simply The Place.

The heritage Bonnie and Willard [her parents] gave me there might be best understood by a moment in my childhood beside our stream. As we stood watching the water splash over rocks, around boulders, beneath tall trees and clumps of rhododendron, they suddenly asked if I knew where the creek was born. Born? I didn't know a creek was born. Deep in the mountains around us, they said, where the water from rain gathered in webs of roots and earth and deep springs and was gradually released into the clear, bold flow we were watching and hearing.

Then, did I know where the stream went? It hadn't occurred to me to ask. Well, this stream went to Asheville where it joined the French Broad River which hurried through the mountains to join the Holston River from Virginia and form the mighty Tennessee. That River swept south and northwest and west to become part of the Ohio and finally join the mighty Mississippi where it was carried to mingle with the great waters of the world.

There was wonder in this whole ancient process. Water sucked up into the atmosphere and carried by clouds around the world fell to earth again as rain. And who could say? Some drops from this very creek might return here someday as rain! . . . It was my first lesson in globalization. I lived in a little mountain valley that might seem to strangers to be remote from the rest of the world but was, in fact, connected to all the world."