



**Eagle Market Streets
Development Corporation**

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The Block Gazette is a publication of the Eagle Market Streets Development Corporation (EMSDC).

Mission

EMSDC's mission is to bring community, economic and social empowerment to the minority community. EMSDC focuses on property development, minority-owned and operated businesses and corporate formation, and partnerships that deliver a continuum of economic development and human services.

Vision

Located on The Block, Eagle Market Streets Development Corporation acts in partnership with local, regional and national entities both public and private. EMSDC develops people, property and businesses, and envisions economic and social justice for all.

the BLOCK g a z e t t e

A Little Then and Now - For Old Time's Sake

Yes, February reminds us that it is Black History Month but mostly we want to remember this is **Our History — All Day, Every Day!**

Business has been on The Block for a long time. Only since the 1960's has the impact of development elsewhere in the downtown and the changes resulting from surrounding urban renewal efforts—new streets, relocations, new construction—so demonstrably affected the former African American Central Business District.

Many still remember, though, a different time when the area was truly vital to the community in much more than symbolic ways. Albeit, there are better historians than Eagle Market Streets to provide an in-depth, first-hand view of these times past. Eagle Market Streets has after all only been on the scene since 1994, and funded only since 1997.

Yet, even in this short span of time, much has changed. Businesses have come, and some have gone, but new ones have replaced them. The high numbers of minority interests remains a constant. What has changed behind the scenes is the ownership of the property.

At first, it seemed that the once African American owned area would become gentrified. Today, for the most part, businesses rent in the area from several landlords: Building Laboratory, Southeastern Development, John Cram, MZCD, Eagle Market Streets Development Corporation and the YMICC.

Two businesses are owned privately by African Americans: The Ritz Restaurant and Lounge and the Cab Stand and Parking Lot on South Market Street. The Mount Zion



Community Development owns the largest parcel on the highest point—three foundry buildings known as the Tallman, Boozer and Spruce Street properties.

MZCD is an African American organization with a Board of Directors who are leaders in the African American community. Indeed, MZ Missionary Baptist Church is the oldest African American congregation in continuous operation since 1897.

Similar in the respect of community based benefit, the Eagle Market Streets Development Corporation owns five properties. Its Board of Directors are by law 51% or more community representatives (it is presently 90.9%). By charter and mission, the proceeds of its projects are for community benefit.

Both MZCD and EMSDC have worked to ensure that the interests of the African American community would not be lost in the development of The Block. In the effort to ensure that outcome, several studies were conducted over the years to analyze the market for the South Pack Area.

On the next page you will revisit with us the findings of the 1998 study that set the course for redevelopment projects undertaken to date.

February 2007
*Serving the City Within...
A People Without*

All at 70 South Market Street

- ABIPA operates PACE Program
- WCCJ Opens Men's Program
- Just Folks.org conducts monthly Food Bank Days, and much more...

In 2006 and 2007, EMSDC welcomed several programs to the South Pack Square Community Center at 70 South Market Street. In future pages of *The Block Gazette* you will be introduced to each of these entities in their own words. However, we would like you to know where to find these services in the interim.

- ★ **The Asheville Buncombe Institute of Parity Achievement (ABIPA)** is an agency established to bring equality of access to all populations and especially African Americans in the areas of health, workforce and economic development and justice. ABIPA's PACE or Parity Achievement for Community Empowerment program is designed to bring the community leadership and participation into the initiative.
- ★ **Just Folks.org** is a group of volunteers who have made The Block their "homebase" for many years. In August 2005, during the Bele Chere festival, the group decided to establish an ongoing presence at the South Pack Square Community Center for the purpose of helping those less fortunate to have a gathering place, a welcoming environment and resources for good times and bad. In keeping with their goals they established several events (Jazz in The Park) and fund raisers, and have re-opened the food bank at 70 South Market Street since 2006.
- ★ In January 2007, **Western Carolinians for Criminal Justice (WCCJ)** opened an office at South Pack Square Community Center to launch the new Men's Program—alternative sentencing and re-entry support services for male criminal offenders.

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Eagle Market Streets Development Corporation gratefully acknowledges the generous support of its business incubation project, **BIZ INC PRO**, by the **Asheville Merchants Fund of the Western North Carolina Community Foundation**.

THE BLOCK Then And Now!

Take Another Look at the 1998 Area Market Analysis to See The Changes Since 1992

In early 2000, the most recent market analysis had been completed in April of 1998 through the North Carolina Institute of Minority Economic Development by Jonathan Harrison, Business Consultant.

Market conditions in the South Pack Square Redevelopment Plan Area are still varied but improving. Evaluation of market conditions included factors promoting development and impending development. Mr. Harrison noted the following:

Strengths were noted:

- * Growth of the retail corridor on Biltmore Avenue and the surrounding South Pack Square area support a bright future for retail development "bleed" into the Eagle and Market Street areas
- * Proximity to the governmental offices, City Hall and County Courthouse as well as Pack Square

Weaknesses included:

- * Lack of cohesion of property owners/tenants in the area
- * Lack of unified community and owner support
- * Perceived local reputation of the area as unsafe

Target Area Business Analysis

The historical perspective for the business district reveals that the immediate Eagle/Market Streets Area had not gone through substantial economic development from 1993-1998 (*cf.*, *Business occupancy chart in the Market Feasibility Study for Retail and Commercial Development. Prepared for Eagle Market Streets Development Corporation, pp. 33-35 of the Harrison study.*) However, substantial change had clearly occurred in the Biltmore Street area. (*cf.*, *pp. 33-35.*)

Eagle Street - See Chart A

During the year since the study was completed, one shop on the south side of Eagle Street was added, Essie's¹ (Essie Covington) Treasure Chest, A Hair Boutique. On the other side of the street, Smooth's, TLC Florist, and the NC Corrections Probation Department held space on the street.

The Wilson Building at 35 Eagle in 1998 remained in disrepair; the historical barber shop sign testified to earlier use. Since 1994 Pierre's Barber Shop and Communications Office leased at the end of Eagle Street in spaces owned by John Cram, also owner of Blue Spiral Gallery fronting on Biltmore Avenue and The New Moon Gallery in Biltmore Village.

Business Clustering in Area-Usage Analysis

As seen in these foregoing chronological comparisons, the overall area has become rehabilitated to appeal to the side-

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Chart A: Eagle Street

Location	1992	1997	1999-2003	2007
Eagle Street at Corner of Biltmore Avenue	Henry's Barber Shop	Pierre's Barber Shop Commplus Pagers Communications	JR's Barber Shop Soce's Hairbraiding	JR's Barber Shop Soce's Hairbraiding Mamadou's The Spot
Wilson Building	Barber Shop	Vacant	Vacant	Ophelia's and Limone's Restaurants, Urban News, etc.
Collette Building			Treasure Chest (relocated to Short Cox)	Vacant
Collette Building	Ebony Bar and Grill	The New Ebony Bar and Grill	The New Ebony Bar and Grill (relocated to storage)	Vacant
Collette Building			Soul Outreach Ministry	Soul Outreach Ministry Scheduled to Relocate
Landmark/Southeastern Dev. Parking Garage Shops			School of Massage Studios	Center for Massage Skinny Beats Gallery
Landmark/Southeastern Dev. Parking Garage Shops		Smooth's Do Drop In	Smooth's Do Drop In TLC Florist	Smooth's Barber Shop My Addiction Shoes
Landmark/Southeastern Dev. Parking Garage Shops			EMSDC Business Incubator (2000-2002)	Private Business Incubation
Landmark/Southeastern Dev. Parking Garage Shops		N.C. Dept. of Corrections Probation Offices	N.C. Dept. of Corrections Probation Offices	Reliable Nurse Staffing Attorneys Offices
YMICC Storefronts (Eagle Street)	Vacant	YMI Classroom	Vacant/Church Rental	Asheville Educational Coalition
YMICC Storefronts (Eagle Street)		EMSDC Offices	YMI Historical Drug Store	YMI Historical Drug Store
YMICC Storefronts (Eagle Street)	Boozer's Radiator Repair	Boozer's Radiator Repair	Boozer's Radiator Repair	Vacant
Mount Zion Missionary Baptist Church	Mount Zion Missionary Baptist Church	Mount Zion Missionary Baptist Church	Mount Zion Missionary Baptist Church	Mount Zion Missionary Baptist Church (Renovated)

Chart B: South Market Street

With the exception of the operation New Hope Community Health Center and the rental of Club Del Cardo by Mr. Alvin Kincaid, there had been little change on South Market Street over the 6 years 1992 to 1998.

Location	1992	1997	1999-2003	2007
8 South Market			Taylor for Congress Parking Deck Entrance COA Fire Department	Sister's McMullen Cafe Parking Deck Entrance COA Fire Department
38 Club Del Cardo	Club Del Cardo	Club Del Cardo	Club Del Cardo	Vacant
41 YMI Gallery, Meeting Space	41 YMI Gallery, Meeting Space	41 YMI Gallery, Meeting Space	41 YMI Gallery, Meeting Space	Stefanie's Hair and Beauty Design Studio
43 YMI Gallery, Meeting Space	43 YMI Gallery, Meeting Space	43 YMI Gallery, Meeting Space	43 YMI Gallery, Meeting Space	The Block (retail)
40 South Market	Vacant Land	Vacant Land	Vacant Land	Private Parking
42-44 South Market	Ritz Cafe	Ritz Cafe	Under renovation	Ritz Restaurant and Lounge, 3rd Fl. Renovated
46 South Market	Confidential Realty	New Hope Community Health Center	EMSDC Business Incubator; Pack N Post	EMSDC Business Incubator; The Kutt; Fresh Produce, The Boutique; and Shea Tree
48 South Market	Vacant	Vacant	Vacant	Under Renovation
Tallman Building (MZCD)	Vacant	Vacant	Vacant	Vacant
55 South Market	Jones Convenience Store and Cab Stand	Jones Convenience Store and Cab Stand	Jones Convenience Store and Cab Stand	Jones Parking and Cab Stand
Triangle Park	Public Park	Public Park	Decreasing Police Incidents in Park and Near Vicinity	Public Park; Site for Just Folks Summer Recreation; Concert Events, Goombay Events
70 South Market	Vacant	Vacant	Renovation Completed ²	South Pack Square Community Center ³

¹ Now located at 257 Short Cox Ave., Asheville, NC. 255-0340.

² South Pack Square Community Center and Asheville Police Department PACT; Elizabeth Grant Hill Campus of Learners opens 2001.

³ EMSDC Offices; ABIPA Headquarters; WCCJ Men's Program; Just Folks Food Bank; Elizabeth Grant Hill Campus of Learners; Living Waters Ministries; Times of Refreshing Ministries; Rites of Passage.



BUSINESS ON THE BLOCK

<< 46 S. Market Street, EMSDC business incubator.
Home to Shea Tree, The Kutt and Fresh Produce, the Boutique.



Soce's African Hairbraiding
(left), 3 Eagle Street, **JR's Barbershop**, 1 Eagle Street.



Center for Massage and Natural Health, 2 Eagle Street.



Skinny Beats, 4 Eagle Street.



Mamadou's The Spot, and **Out of Africa**, 7 Eagle Street.



Eagle's Market, 10 Eagle Street.



My Addiction Shoes, 12 Eagle Street.



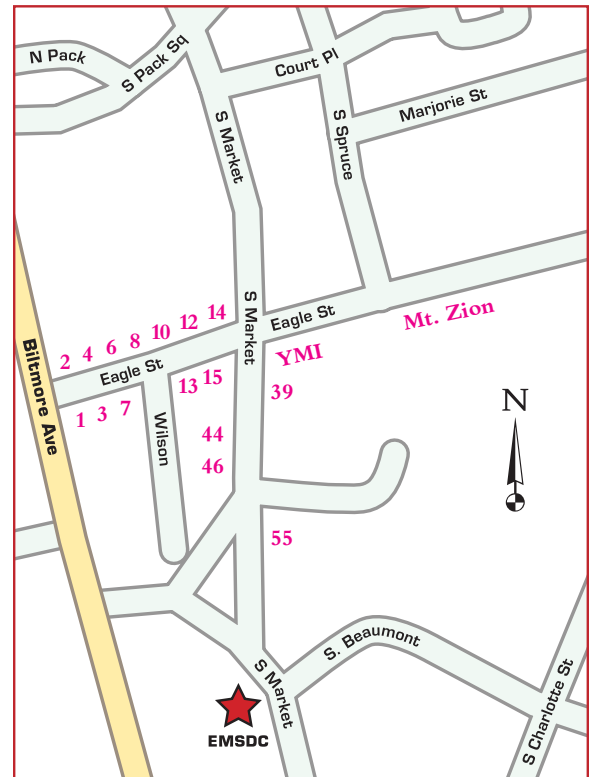
Limone's, 13 Eagle Street.



Ophelia's, 15 Eagle Street.



Al Kimble, The Block Retail Clothing, 39 S. Market Street.



Proud Sponsor of Business on the Block 2007

 **Reliable Nurse Staffing, Inc.**
a Division of Support Staff, Inc.
PHONE: (828) 255-0915
FAX: (828) 255-0917
email: reliablenurse@charterinternet.com

Reliable Nurse Staffing, 14 Eagle Street.



Stefanie's Hair & Beauty Design Studio, 39 S. Market Street.



Margie, manager of The Ritz, at 44 S. Market Street.



Vance Hamilton's The Kutt, 46 S. Market Street.



Jolly Taxi Service & Parking, 55 S. Market Street.

Other Businesses You Should Know About:

Smooth's Barber Shop
8 Eagle St. 285-0557

The Urban News
13 1/2 Eagle Street
Call 255-5583

The New Ebony Bar & Grill Catering
Call 281-1227

An Open Letter to the Merchants and Business Owners on THE BLOCK

On behalf of the Eagle Market Streets Development Corporation and The Shop The Block Campaign, we want to thank you for your generous contributions to the annual promotion of businesses of The Block. We were indeed thankful for your participation in the holiday events and also at the open houses conducted Saturday, December 16, 2006.

We look forward to the Spring season ahead. Several new and exciting developments are in the works to share with you for this hectic business season.

During the December holidays, store displays offered an impressive array of the products, talents and richness of the area's merchandise and services. We just want you to know how much we

appreciate your help. Last year, we declared that steadfast friends like you make the colossal behind-the-scenes efforts (you know, the one you do every day) more effective, satisfying and keep our energy levels where they need to be. We are certain that your work will benefit this community and want to thank you for your support.

Have a Happy, Prosperous and Healthy Year 2007!

Sincerely,
Darryl Hart

Darryl Hart
Chairman, Eagle Market Streets Development Corporation

70 So. Market Street,

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* Also in 2005, the **Living Waters Ministries** opened services for community under the leadership of Pastor Luella Whitmire. In 2007, Mattie Johnson joined in the outreach ministerial effort, adding classes and meetings through **Times of Refreshing Ministries**. These important outreach efforts have resulted in new connections with people who otherwise could only be counted out.



* Continuing Programs at South Pack Square CC include **EMSDC Redevelopment and Economic Support Services for Individuals and Families (EDSSIF)**, the MZCD Elizabeth Grant Hill Campus of Learners — a computer learning and internet access center in continuous operation since 2001; and the Rites of Passage Program.

Parking Spaces AVAILABLE

40 South Market Street

If you are interested in renting a surface parking space on South Market Street for \$45/month, please call (828) 281-1227 and ask to speak with Elizabeth Russell. There are a limited number of spaces available, so please call today!

Need a Postal Box?



>> 24 Hour Access <<

Convenient Pull-in Parking for Pick Up
Drop Off Monday Through Friday,
10am to 4pm

70 South Market Street

Right next to South Pack Square
Community Center and Asheville Buncombe
Institute of Parity Achievement (ABIPA)

**Call 281-1227
for more information**

COMING SOON

Beauty and The Block

A Off and personal care industry
showcase featuring a hair and fashion
show unlike any other — Spring 2007.

Music On The Block
...and much more!

Business Clustering in Area-Usage Analysis,

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walk shopper. In 1998, credit was given to Jim Samsel, John Cram, and Doug Beattie who had all done their part on Biltmore to cluster high end art galleries, wine, catering and fashions with restaurants that appeal to younger urban clientele.

The two most negative influences on the revitalized streetscape noted were the Pack Plaza Parking deck and its lease to the North Carolina Department of Corrections Probation offices. It was difficult to believe that this location is not contraindicated by the need to eliminate the blight from Eagle and Market Streets. In the years since the probation offices moved, Southeastern Development has done a great deal to enhance the community's opportunity to lease space in the storefronts on Eagle Street.

In 1998, the parking situation in Eagle Market Streets was described as problematic. Back in 2000, proposed traffic rerouting suggested in the CPTED (Community Policing Team) plan resulted in the 2005 change of traffic direction on Eagle Street between Biltmore Avenue and South Market Street being reversed. Real and workable solutions that serve the entire area well have yet to be determined. However, the continued use of area surface parking at Mount Zion Missionary Baptist Church, at the Jones Cab Stand, at 40 South Market and on street have helped the downtown in its ongoing demand for increased parking.

Developers often express that the access for pedestrians and cars off Biltmore Avenue would be enhanced by making the businesses along the south side of Eagle Street more attractive. There has been interest in developing Wilson Alley into an Arts Alley. The vast improvement in the facade of the Wilson Building, the first building viewed when turning the corner from Biltmore onto Eagle Street, has been very helpful as has the rerouting of traffic from Biltmore Avenue onto Eagle Street.

Dressing up the buildings that property owners have been asked to wait to refurbish is another step in meeting the needs of the existing merchants and landlords. In 2000, one writer proclaimed that "Even if the aesthetics did not take your breath away, the

stench from the portal of the Wilson Building would." Thanks to Building Laboratory LLC, the restaurateurs and other tenants, this has changed and had a very positive outcome for the street.

As suggested in the Harrison study, there is a strong sense among developers that the area needed a "contextual" change with a streetscape linking the Block to Biltmore Avenue. During the planning for Pack Square Renaissance (City/County plaza renovations now underway), those linkages have been suggested to include vistas onto The Block from The Plaza and compatible street lighting and amenities.

In 2000, Artsy World (closed in 2005) on the corner of the Biltmore Avenue and Eagle Street, was the first indication that there was an ethnically rich experience somewhere nearby. The CDC called for a gateway design to create that passageway into the showcase of culture, history and spirituality ahead on The Block.

The Eagle sculpture remains all but invisible in its present setting (then and now). Once the Eagle catches the shoppers' attention, better signage can entice them into the area. In 2000, the CDC gave kudos to Essie Covington for her new signage in black and gold. Hanging baskets of flowers and earth-toned banners could be used to encourage the journey. While Southeastern Development has done much to improve the appearance of the parking garage, much remains to enhance this entryway.

The YMI when interviewed in 1997 projected its future as an anchor in the target area and one with the political capacity to be a "spark plug" for development if it is properly engaged. The organization was then concentrating on social service mission of providing space for non-profit organizations for education and the cultural arts. It complements the development process by helping to return foot traffic to the area and by being a catalyst for the area.

The French Broad Food Coop in 1997 had 2000 members representing 1500 households. Early efforts to involve the Coop as a partner in the development effort have been untested in recent years.



One suggestion in NCIMED study was to a build staircase from South Market Street to connect the two communities. This coupled with the suggestions in the CPTED plan with respect to improved lighting in the area of Triangle Park are important in making the area more pedestrian-friendly.

That was the essence of the 1998 study. In 2007, much remains to be completed from those suggestions and recommendations. Two more important feasibility and marketing studies have been completed by area stakeholders since that time.

In the next edition of *The Block Gazette* we will discuss preparations for this year's Community Input Sessions scheduled for March 2007. Stay tuned. We hope to know the outcome of the City of Asheville Master Developer Search (*Request For Qualifications*). Then. Now, if you would like to continue this discussion in the interim, please contact Darryl Hart or Elizabeth Russell through Eagle Market Streets Development Corporation, 281-1227.

Thank you for your interest.

Good News

As a result of the IDA article that ran in the December issue of *The Urban News* on the Block Gazette pages, one of the businesses owners on South Market Street has opened an IDA savings account to expand his inventory. This is the well-known Al Kimble.

Mr. Kimble quickly discerned the advantage of saving \$1,000 over a ten month period and receiving a \$2,000 match from the Department of Labor's Assets For Independence Program administered by Eagle Market Streets Development Corporation to help independent business owners get ahead.

Congratulations to Mr. Kimble on taking this important step. If you are interested in this way to s-t-r-e-t-c-h your business start-up dollars, please call Stephanie Twitty, IDA Practitioner for EMSDC, at (828) 281-1227 and leave a message in mailbox #2.

Gratitude – Our Heroes (to mention just a few!)

Our Heroes (to mention just a few)! Thanks to the Asheville Merchants Fund for their support to business on the Block; to Deana Banks for working so hard and so long to keep her business dream alive; to Marilyn Bass for her dedication to the Shop The Block Campaign, Holidays 2006; to Doug Beatty for an array of support but especially the pizzas that fueled the open houses on Shop The Block and the many other times he, Patrick and staff assist EMSDC in welcoming volunteers and other non-profits to our cause; to Dr. Charles Blair (and the board and staff of the Asheville Buncombe Institute of Parity Achievement-ABIPA including Sharon West, James Geter, Joanne Smith, and Stephanie Twitty) for expanding the services in health and economic development, to Simone Bouyer for the excellence of her graphic services to EMSDC in this publication and in other promotions; to Marvin Chambers for his steadfast help with financial and organizational effectiveness; to Ellen Clarke for her support in making the WCCJ Men's Program accessible on The Block, to Johnnie Grant

for her Herculean effort to communicate with the multicultural community in ways so encouraging that we are endlessly indebted to her for *The Urban News*, to Darryl Hart for the many, many times he takes from his own business to improve the work of EMSDC, to JUST FOLKS.org for operating the food bank and making its services and celebrations more accessible to community, to Stephen Lee and Kevin Looney for their technical support, to Helen McInnis and the Rural Economic Development Center for years of operational support and wisdom; to MZCD for the support to the Elizabeth Grant Hill Campus of Learners, to Gregory Weaver for joining in the effort to make the day-to-day operation of the organization pleasant for all, to Luella Whitmire and Mattie Johnson for bringing the hard work of outreach ministries into the South Pack Square Community Center, and to all of you without whom we could not possibly achieve the important foundations for change in our community.