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City of Asheville Staff Report

Planning and Zoning Commission Meeting Date: July 1, 2026

Staff Resources: Will Palmquist, AICP, Principal Planner; Stephanie Monson Dahl, Planning and Urban Design Director; Chris Collins, AICP, Assistant Director

Action Requested: Amend a previously approved conditional zoning for the property located at 301 E. Chestnut St for the purpose of making changes to the project conditions.

Project Location and Contacts:

- 301 E. Chestnut St (PIN 9649-63-6041)
- Owner: RCG Furman LLC
- Applicant: Daniel Leslie

Summary of Petition:

- The applicant requests an amendment to an existing conditional zoning for the purposes of making changes to the project conditions.
- The project site at 301 E. Chestnut St is 0.59 acres and is the location of the Princess Anne Hotel.
- The site is zoned Institutional - Conditional Zone (INST-CZ). No change in the zoning district is requested.
- The subject property is designated “Neighborhood Centers” on the city’s Future Land Use (FLU) Map. A change to the FLU Map is not required.
- The existing conditional zoning ordinance on the site (Ord No. 4671), adopted on May 22, 2018, was an amendment to a prior conditional zoning ordinance (Ord. No. 3388) which permitted the use of the site for a 16-room hotel with a dining room and three apartments for staff. The existing conditional zoning on site allowed for the expansion of the size of the dining room and conversion into a full-scale restaurant open to the public.
- The applicant is requesting an amendment to the existing conditional zoning on the site to allow for additional uses in conjunction with the hotel and restaurant uses, including:
    - Retail sales
    - Eating/drinking establishments
    - Barber shops & beauty salons
- There are no planned additions or expansion of the existing structure. The request to amend the conditional zoning reflects the applicant’s plan to repurpose the existing staff apartments into different commercial uses that would operate separately from the existing hotel use.

- All other relevant conditions from the existing conditional zoning are included in the new project conditions, including those relating to off-street parking, sidewalks, and landscaping.

Staff Recommendation:

- Staff recommends approval of this conditional zoning amendment based on the reasons stated below.

Consistency with the Comprehensive Plan and Other Plans:

Living Asheville Comprehensive Plan (2018)

- The proposed rezoning supports a number of goals in the Living Asheville Comprehensive Plan, including:
    - **Increase Mixed-Use Development Along Transit Corridors** - by incentivizing redevelopment, especially mixed-use development that contains housing, within identified transit-supportive centers (p. 135).
    - **Promote Great Architecture and Urban Design to Enhance Placemaking** - by promoting adaptive reuse as a means of conserving materials, history, and embodied energy in buildings (p. 140).
    - **Celebrate the Unique Identity of Neighborhoods Through Creative Placemaking** - by encouraging planning strategies that support the development of locally-focused neighborhood amenities, including restaurants, pubs, and other neighborhood services.(p. 154).
- The proposed conditional zoning amendment is compatible with the Future Land Use designation of “Neighborhood Centers", which is proposed, in part, as “a small development or corner store within a neighborhood or along a corridor with nonresidential community focused commercial activity and, sometimes, limited residential uses as a component of the commercial development” (p. 340).

Compatibility Analysis:

- The proposed conditional zoning amendment is compatible with the surrounding land uses, including:
    - Commercial, office, and multi-family uses to the west of the site.
    - The larger surrounding residential neighborhood to the east and north of the site.

Council Vision 2036 Focus Area(s):

- This project is most closely aligned with the council goal of *A Well-Planned and Livable Community*.

Committee(s):

- N/A

Demographic Analysis:

Census Tract # 6

Race	*Tract*	*City of Asheville*
Total Population	*1,972*	*94,589*
White:	1,613 (81.8%)	71,669 (75.8%)
Black:	141 (7.2%)	9,938 (10.5)
Asian:	28 (1.4%)	1,512 (1.6%)
Native Hawaiian or Pacific Islander:	0 (0.0%)	268 (0.3%)
American Indian/Alaskan Native:	12 (0.6%)	357 (0.4%)
2+ Races:	129 (6.5%)	6,928 (7.3%)
Some Other Race:	49 (2.5%)	3,917 (4.1%)

Ethnicity	*Tract*	*City of Asheville*
Hispanic/Latino:	105 (6.2%)	7,657 (9.8%)
Not Hispanic/Latino:	1,592 (93.8%)	70,252 (90.2%)

Socioeconomic	*Tract*	*City of Asheville*
Educational Attainment (Bachelor's Degree or Higher)	66.0%	55.6%
Homeownership Rate	56.2%	52.85%
Median Household Income	$64,458	$66,032
Legacy Neighborhood Status	Not a Legacy Neighborhood	n/a

Climate Vulnerability Index Score

CVI Score: 17 out of 25* City of Asheville CVI Map	**17**
Climate Threats Overall Score	3
Individual threats relative to local risk (1-3)	
Flood Risk Score: 1	
Wildfire Risk Score: 1	
Landslide Risk Score: 2	
Heat Vulnerability Index	5
Energy Burden Score	5
CDC Vulnerability Score	2
* CVI score is calculated based on 5 factors each scaled 1-5 based on relative value within City of Asheville Census Block Groups.	

Suggested Motion to Approve:

- I move to recommend approval of the conditional zoning request for the property located at 301 E. Chestnut St, zoned Institutional - Conditional Zone (INST-CZ), and find that the request is reasonable, is in the public interest, is consistent with the city's comprehensive plan and meets the development needs of the community in that the request: 1) Incentivizes redevelopment, especially mixed-use development that contains housing, within identified transit-supportive centers; 2) Promotes adaptive reuse as a means of conserving materials, history, and embodied energy in buildings; and, 3) Encourages planning strategies that support the development of locally-focused neighborhood amenities, including restaurants, pubs, and other neighborhood services.

Attachment(s):

- This document contains the existing zoning map of 301 E. Chestnut St - Exhibit A
- This document contains the aerial imagery map of 301 E. Chestnut St - Exhibit B
- This document contains the existing future land use map of 301 E. Chestnut St - Exhibit C
- This document contains the site plan from the existing conditional zoning ordinance - Exhibit D
- This document contains the draft project conditions associated with the conditional zoning - Exhibit E
- This document contains the draft ordinance - Draft Ordinance
- This document contains the conditional zoning application - Conditional Zoning Application
- This document contains the existing conditional zoning ordinance - Ord. No. 4671
- This document contains the previous conditional zoning ordinance - Ord. No. 3388