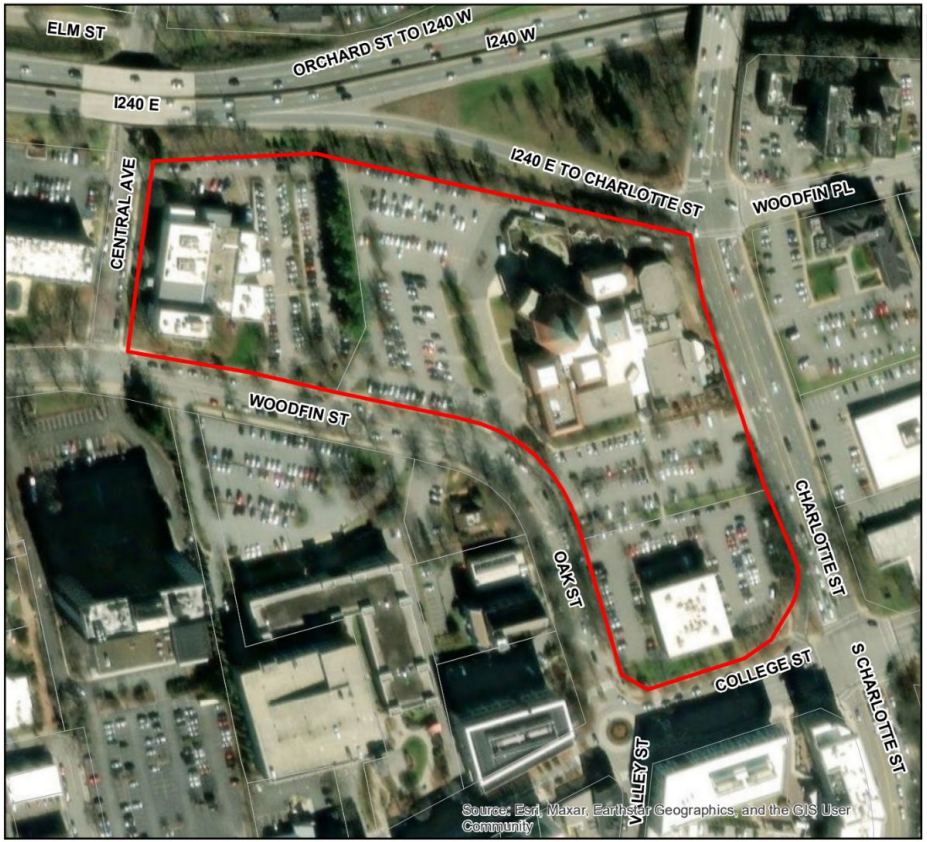
Project Aspire

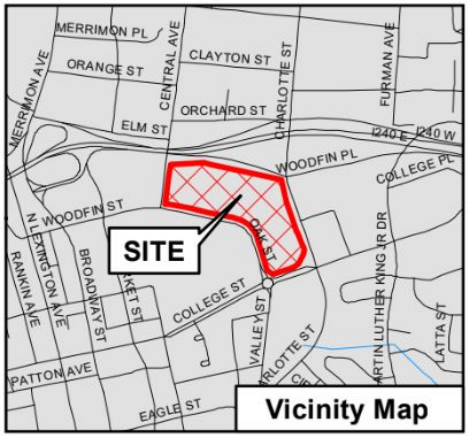
Conditional Zoning Petition

Asheville City Council
September 26, 2023

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Exhibit B - Aerial Imagery

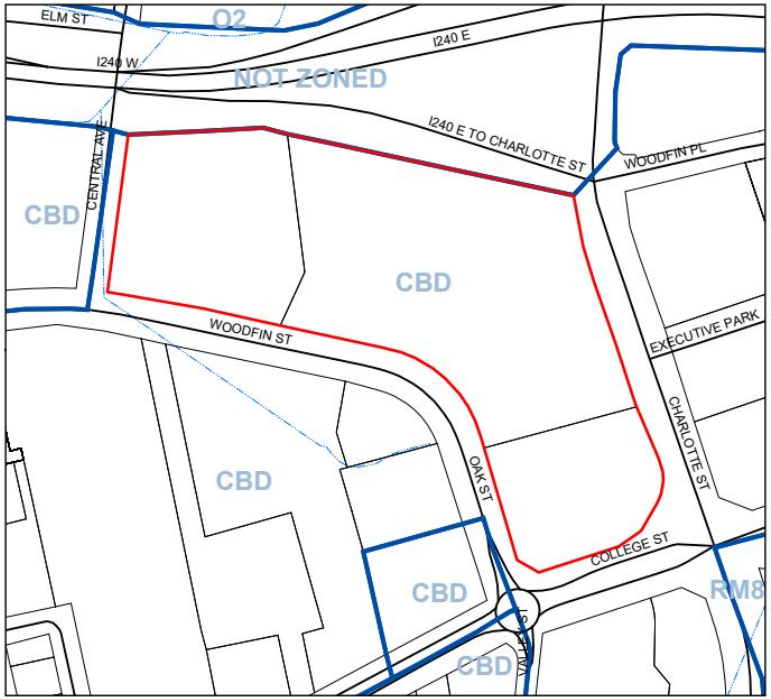




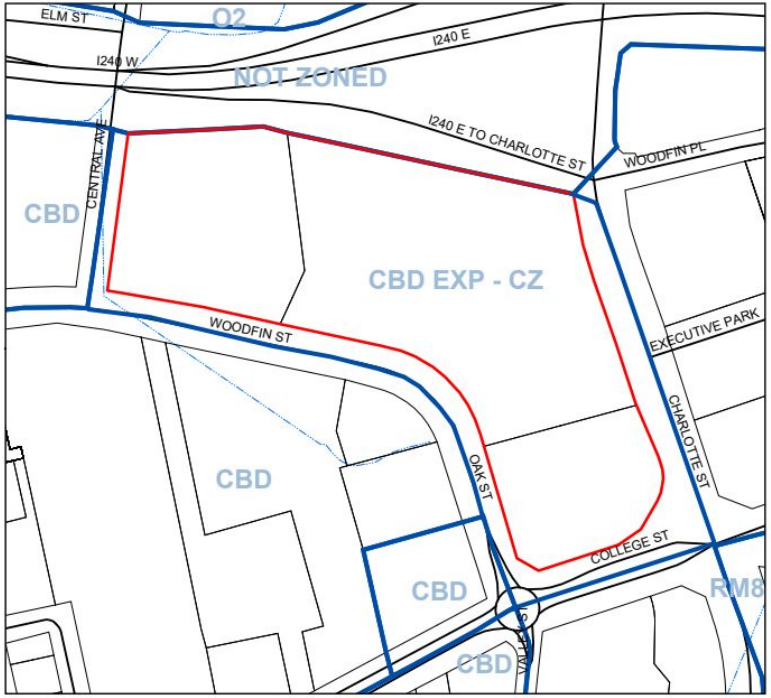
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YMCA

Exhibit A & A1 - Existing and Proposed Zoning



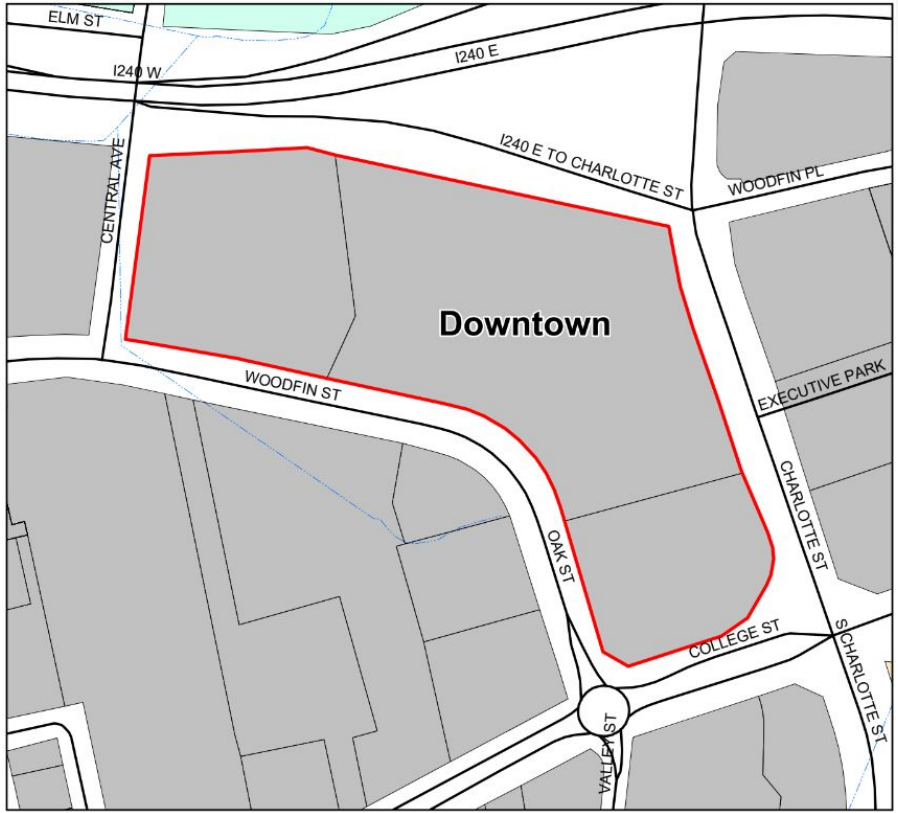
Current zoning: CBD



Proposed zoning: CBD EXP - CZ

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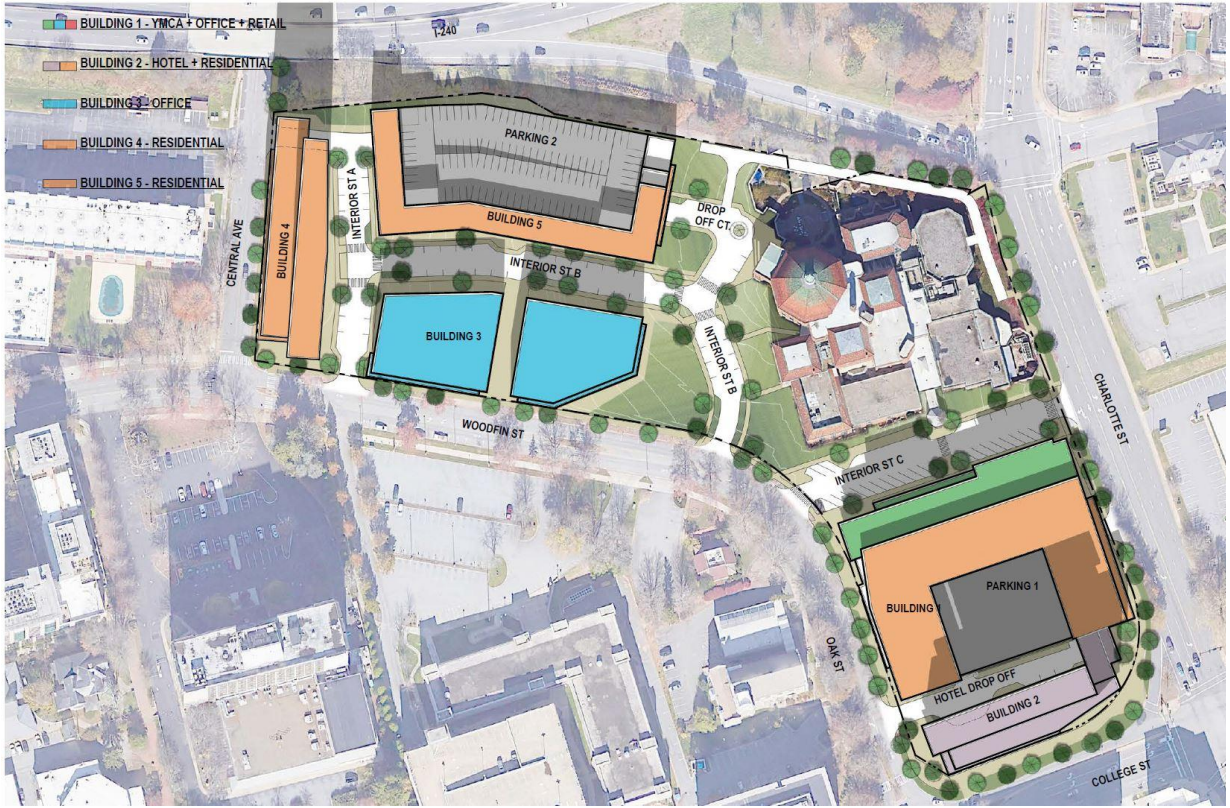
Exhibit C - Future Land Use



Existing FLU designation: Downtown

No change in the FLU designation is required.

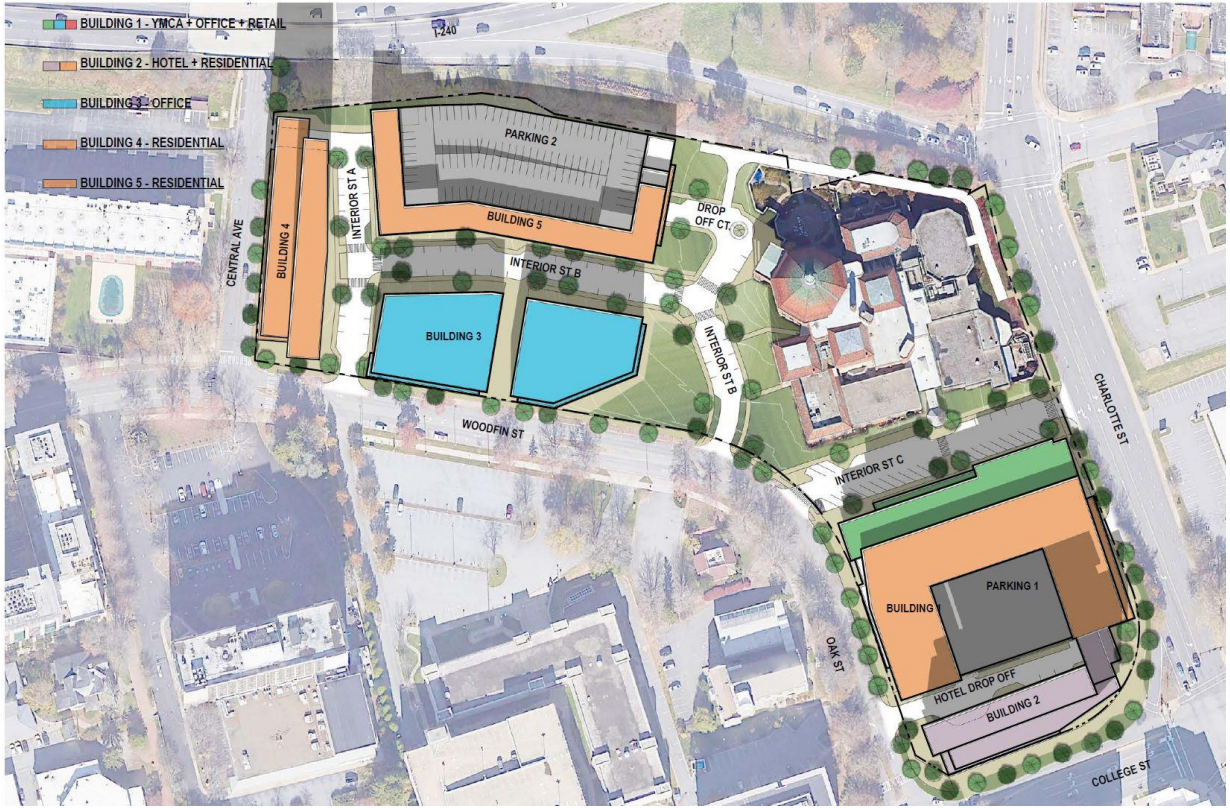
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Concept Plan

- Approx. 1.1M s.f.
- Residential: 400 - 650 units
- Community/Recreational: 60,000 - 75,000 s.f.
- Office: 133,000 - 250,000 s.f.
- Commercial: 75,000 - 120,000 s.f.
- Hotel: 165 - 300 guestrooms

- Parking: Maximum 1,800 spaces



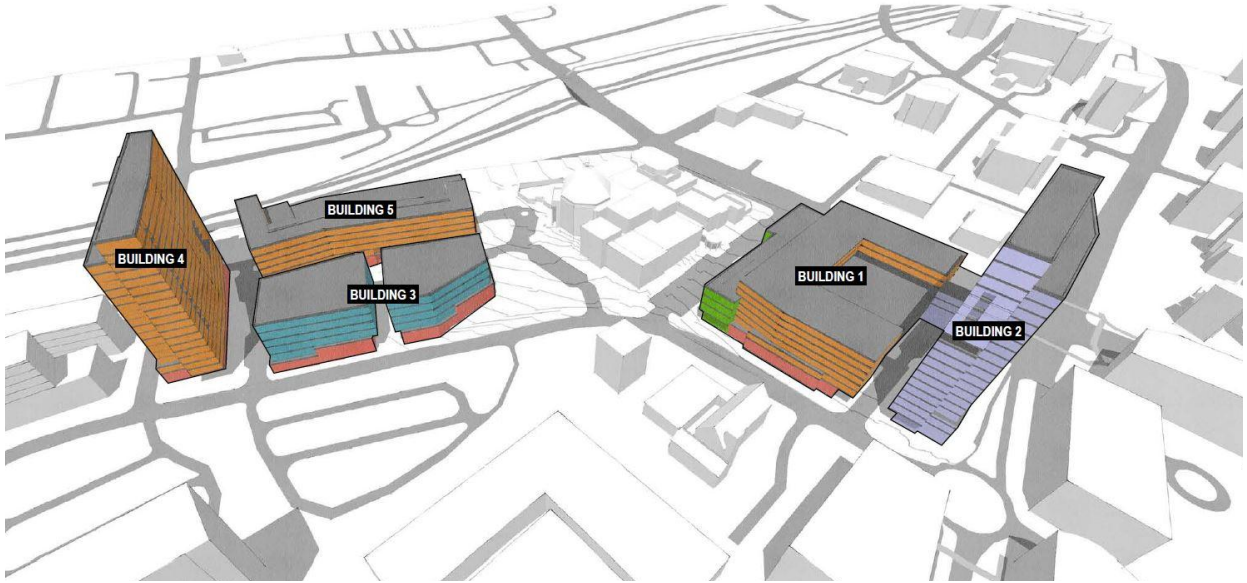
Concept Plan

Phase 1

- Residential: 100 - 200 units
- Commercial: 6,000 - 14,000 s.f.
- Hotel: 165 - 300 guestrooms
- Community/Recreational: 60,000 - 75,000 s.f.

Phase 2

- Residential: 300 - 450 units
- Office: 125,000 - 225,000 s.f.
- Commercial: 30,000 - 90,000 s.f.



Concept Plan

- Approx. 1.1M s.f.
- Residential: 400 - 650 units
- Community/Recreational: 60,000 - 75,000 s.f.
- Office: 133,000 - 250,000 s.f.
- Commercial: 75,000 - 120,000 s.f.
- Hotel: 165 - 300 guestrooms

- Parking: Maximum 1,800 spaces

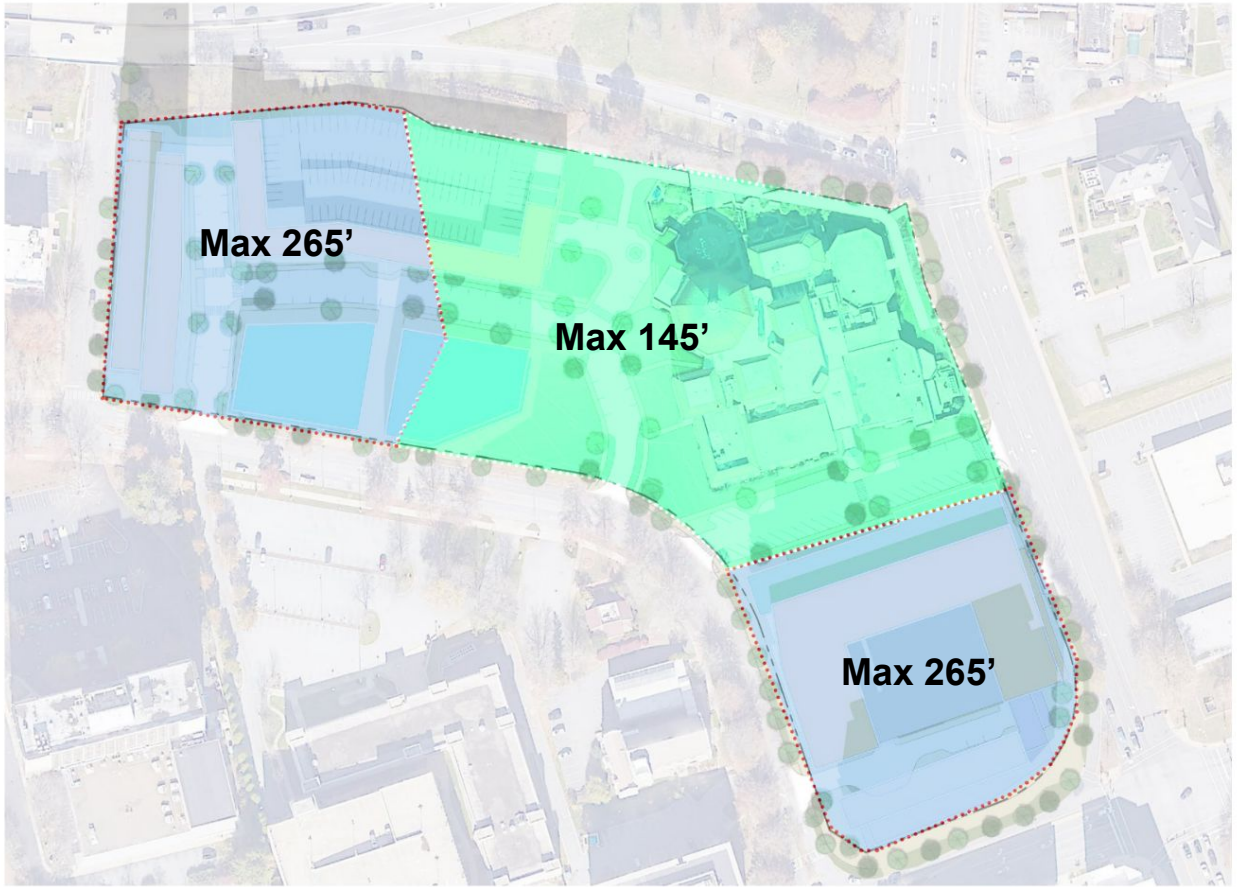
- Building 1: 6 stories tall with YMCA space, residential, and retail.
- Building 2: 20 stories tall with hotel/lodging.
- Building 3: 6 stories tall with office and commercial.
- Building 4: 19 stories tall with residential and commercial.
- Building 5: 6 stories tall with residential and commercial.

Height Zone Map

CURRENT CODE HEIGHT ZONES

- TALLEST HEIGHT ZONE @ 265'
- INTERMEDIATE HEIGHT ZONE @ 145'
- CHURCH DOME HEIGHT ZONE
- BUFFER ZONE

NOTE: HEIGHT MEASURED TO THE HIGHEST OCCUPIED FLOOR PER CODE



Buncombe County Courthouse - 17 stories, 230' tall
Arras Hotel - 19 stories, 220' tall, 208' in height*
Battery Park Hotel - 14 stories, approx. 155' tall
Hotel Indigo - 13 stories, 165' tall, 144' in height*

*Height is the vertical distance measured from a single point beginning at the primary pedestrian entrance to the surface level of the highest occupied floor.

Review Process

- The project will be reviewed as a conceptual master plan and follow the typical conditional zoning process for projects located in the CBD, as prescribed in UDO Sec. 7-5-9.1.
- Specific design details, building heights, number of residential units, and square footage of other uses are not required for this phase of review, but are defined as an appropriate range of uses to allow for appropriate review by approving bodies.
- Following the adoption of the conditional zoning, which will define the general parameters of the development and its programming, the project will be reviewed in multiple phases through Final TRC Review.
- Each project phase would not need to return to City Council for a conditional zoning amendment as long as the plans meet the zoning parameters established in the prior conceptual master plan entitlement process.
- Each project phase would require review and approval by the Design Review Committee, as well as ministerial site plan review and approval by the Planning & Zoning Commission.
- DRC review, as proposed, would be limited to design and appearance and would not: “not reduce the height, square footage, or mass of any structure, or materially affect any requirements, specifications, building stepback, setbacks, density or siting within the overall context established by the conditional zoning ordinance, without the consent of the developer.”

Transportation

- Sidewalks exist with varying widths along all street frontages of the site. New sidewalks are proposed along all street frontages at widths wider than the required 10’-wide minimum:
    - Charlotte St: 11’-wide sidewalk with tree grates
    - College St: 14’-wide sidewalk with tree grates, 8’-wide bus stop
    - Oak/Woodfin St: 15’-wide sidewalk with 7’-wide planting strip
    - Central Ave: 20’-wide sidewalk with tree grates
- Sidewalks internal to the Project and not within the public right of way shall be a minimum of 10’ in width.
- Off-street bike facilities (“cycletracks”) are proposed at a minimum width of 5’-wide (6’-wide typical) along Charlotte and College Streets
- Charlotte and College Streets are served by bus transit. There is a bus stop on College St near the corner of Oak St with a minimal bus shelter, as well as a bus stop on Charlotte St near the corner of the I-240 east off ramp with no shelter.
    - The project proposes to improve both of these transit stops into bus shelters, to be designed based on standard City specifications.

Project Conditions

- A minimum of 20% of residential units in both Phase 1 and Phase 2 to be designated affordable to those earning at or below 80% AMI.
    - 50% of all affordable housing units will be reserved HACA Housing Choice Vouchers.
- The project proposes ground-floor commercial/retail uses in substantial conformance with that demonstrated on the site plan drawings, including a minimum of 50-75% (excluding vehicular access areas) on the public street-facing, ground-floor facade for each building.
- The project will preserve trees identified for preservation on the master site plan drawings that are deemed healthy by the City arborist and shall protect trees during construction as per UDO Sec. 7-11-3(c)(2). If any designated trees are damaged or lost as a result of construction activities associated with the Project, the Project will replace them with the same or similar species in the same place, or other location within the Project area determined by the City arborist.
- The Project shall meet stormwater requirements found in Sec. 7-12-2(f). The maximum pre-development runoff coefficient value/curve number to be applied shall be calculated according to existing survey conditions at the time of Conditional Zoning adoption. Project shall utilize green stormwater infrastructure devices including rain gardens, green roofs, bioswales, pervious surfaces, underground detention equipment, etc. to manage stormwater quality treatment for a minimum of 20% of the Project's requirements.

Project Conditions (New)

- 50% of all affordable housing units will be reserved HACA Housing Choice Vouchers.
- In the event that the minimum required affordable housing is not provided in Phases 1 and 2 of the development, the Project will contribute $6,000 per constructed hotel guestroom to the Affordable Housing Trust Fund, the Reparations Fund, or the Community Land Trust.
- The Project will not include any short-term vacation rentals, unless the regulation of such use is prohibited by NC State law, or unless such use is allowed by the City of Asheville.
- The Project will not use any gates or other barriers that permanently restrict access, unless as needed for access to parking garages.
- Given the nature of a phased development proposal, the developer shall maintain an ongoing dialogue and collaboration with the surrounding community throughout the development process including the process and agreements made to date with the East End neighborhood.
- The Project will foster diversity and inclusion by creating meaningful connections to include hosting a Minority and Women-Owned Business Enterprise (MWBE) outreach program for connection with MWBE Vendors, connecting prime contractors with subcontractors, and providing project information to qualified MWBE participants in advance to help align opportunities.
- 1,800 maximum off-street parking spaces.
- The Project will provide electric vehicle charging stations in the proposed parking garages.

Housing Choice Vouchers- Updated Project Condition

- 50% of these affordable housing units will be reserved for HACA Housing Choice Vouchers, and voucher holders will receive priority as to the leasing of said units. To this end, developer will notify HACA of the actual or pending availability of eligible units on a monthly basis. If no voucher holder is able to commence tenancy when an eligible unit becomes available, that unit may be leased as an affordable unit, and the next available unit shall be reserved and marketed to a voucher holder under the same terms and conditions.

Technical Modifications - CBD Form Code

- Front yard building setbacks greater than 0’ to allow for an enhanced public realm and streetscape.
- No building stepback at the streetwall height along Central Ave where a 10’ stepback across two-thirds of the facade would otherwise be required.
- Maximum horizontal wall dimensions in excess of the standard maximum linear distance of 145’ for floors above 75’ in height, but not to exceed the following:
    - Building 1: 250'
    - Building 2: 240'
    - Building 3: 260'
    - Building 4: 280'
    - Building 5: 240'
- No side stepbacks for the facade above 75 feet, instead of the required side stepback equal to one-half of the facade width.
- The Project will not have to comply with the minimum building coverage of 80% along the frontage line for the primary Key Pedestrian Street frontage of Oak/Woodfin St.

Technical Modifications - Hotel Overlay

- No separate storefronts for the hotel building, where 50% of the street-facing facades would be required to be a separate, occupiable storefront with a separate entrance, and have a minimum depth of 15’ and average minimum depth of 20’.
- No full habitable story and use along the street-side facade for the parking garage fronting on Charlotte St and associated with the hotel use, where this would otherwise be required at a minimum depth of 20’.

Comprehensive plan goals

Living Asheville Comprehensive Plan

- Consistent with the Future Land Use designation of “Downtown”:
  - “Downtown continues to expand with new development and revitalization opportunities along the edges of the downtown core and via infill development.”
  - “Downtown is also an important residential area and it benefits from having year-round full time residents. Opportunities for growing this sector of the downtown population through new development is important for the future including market rate and affordable residential housing.“
  - “Downtown represents a version of Asheville’s sustainable and resilient future as a place to live, work, relax and visit among a vibrant and engaging urban environment. With its rising popularity and recognition, management of its public spaces is paramount to ensure the downtown continues to be a desirable place for those that live in and visit Asheville.”
  - Downtown is also the hub of the city transit system and in support of this, pedestrian and bicycle facilities should be a priority for getting into and around the downtown area. Toward this end, further enhancement of traditional and green infrastructure, such as sidewalks, stormwater, tree canopy, public spaces, broadband and multimodal connectivity should be prioritized and supported by sound urban design and placemaking principles.” (p. 339)

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Comprehensive plan goals

Living Asheville Comprehensive Plan

- Supports a number of goals in the Plan:
  - **Encourage Responsible Growth** - by providing infill development in targeted growth areas.
  - **Increase and Diversify the Housing Supply** - by increasing the supply of housing, including affordable housing proximity to schools, transit and parks.
  - **Increase Access to Safe Bicycling** - by expanding bicycle facilities and removing gaps in the city's bicycle network.

Review Process

- Technical Review Committee (TRC) - March 6, 2023: Approved with conditions
- Design Review Committee (DRC) - March 23, 2023: Informal Review
- Multimodal Transportation Commission (MMTC) - April 26, 2023: Informal Review
- Downtown Commission (DTC) - May 12, 2023: Informal Review
- Design Review Committee (DRC) - May 18, 2023: Approved with conditions
- Planning & Zoning Commission (PZC) - July 19, 2023: Continued - August 2, 2023: Approved with conditions
- City Council - September 12, 2023: Continued to September 26, 2023.

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Recommendation

- Staff concurs with the Planning & Zoning Commission and recommends **approval** of the proposed conditional zoning.

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