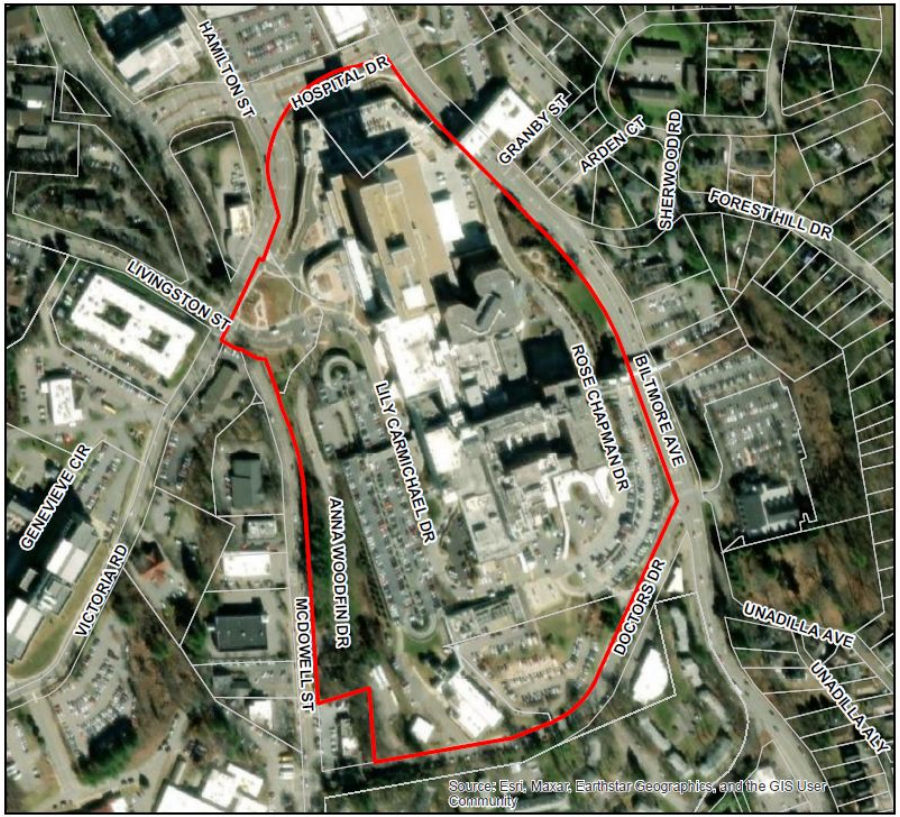
Mission Hospital Signage

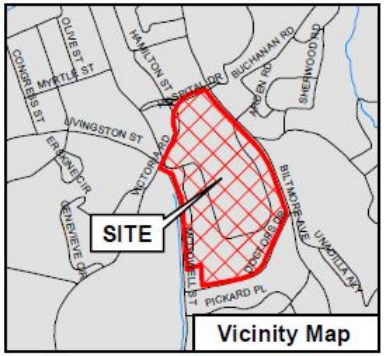
Conditional Zoning Amendment Petition

Planning & Zoning Commission
July 25, 2023

THE CITY OF ASHEVILLE

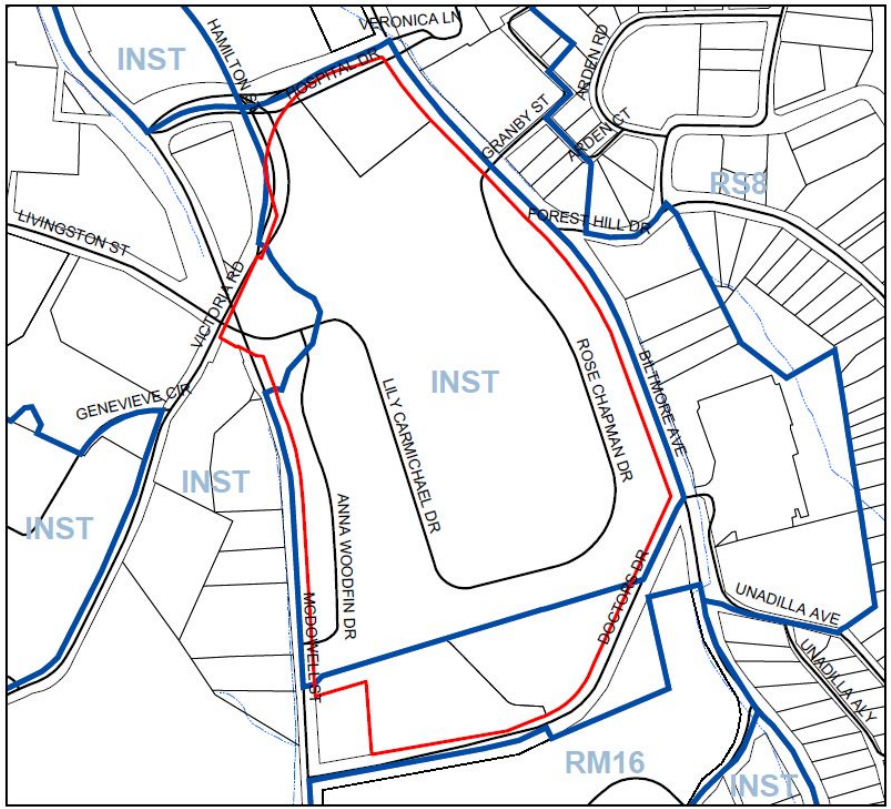
Exhibit B - Aerial Imagery



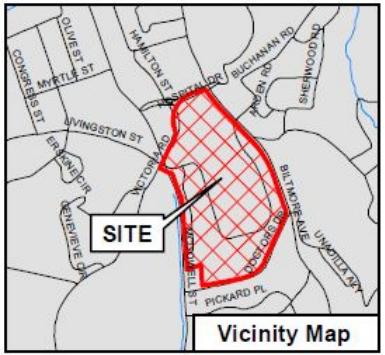


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Exhibit A - Existing Zoning

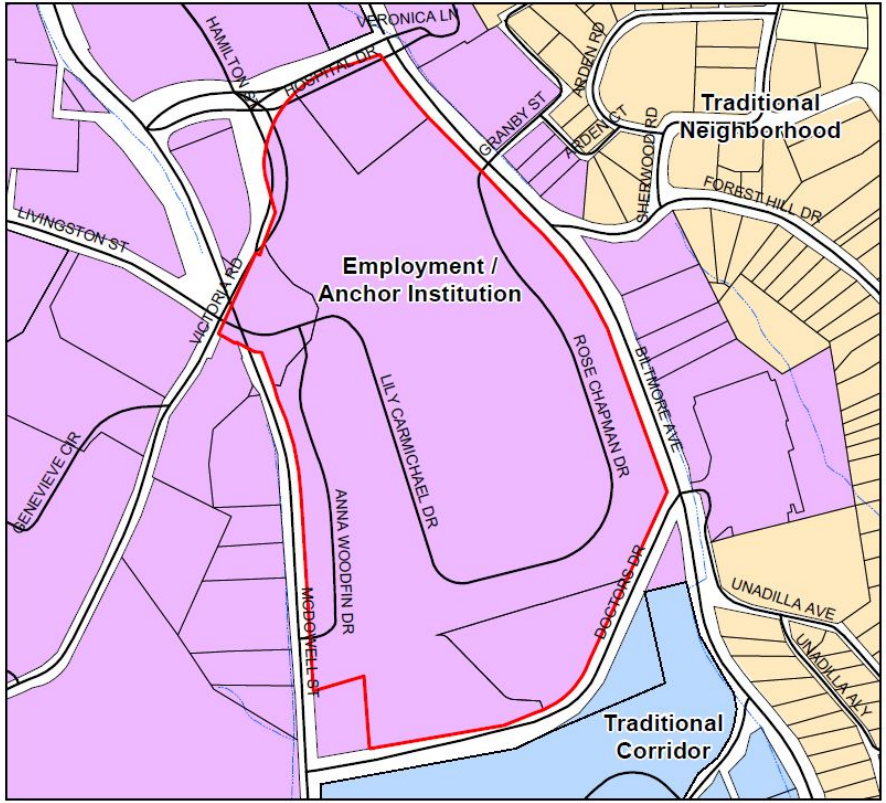


Current zoning: Institutional



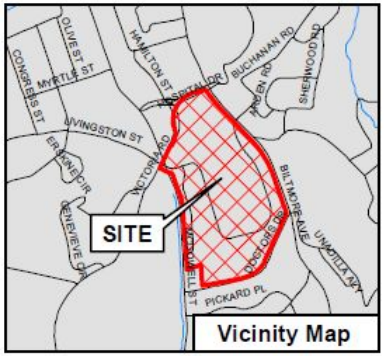
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Exhibit C - Existing Future Land Use



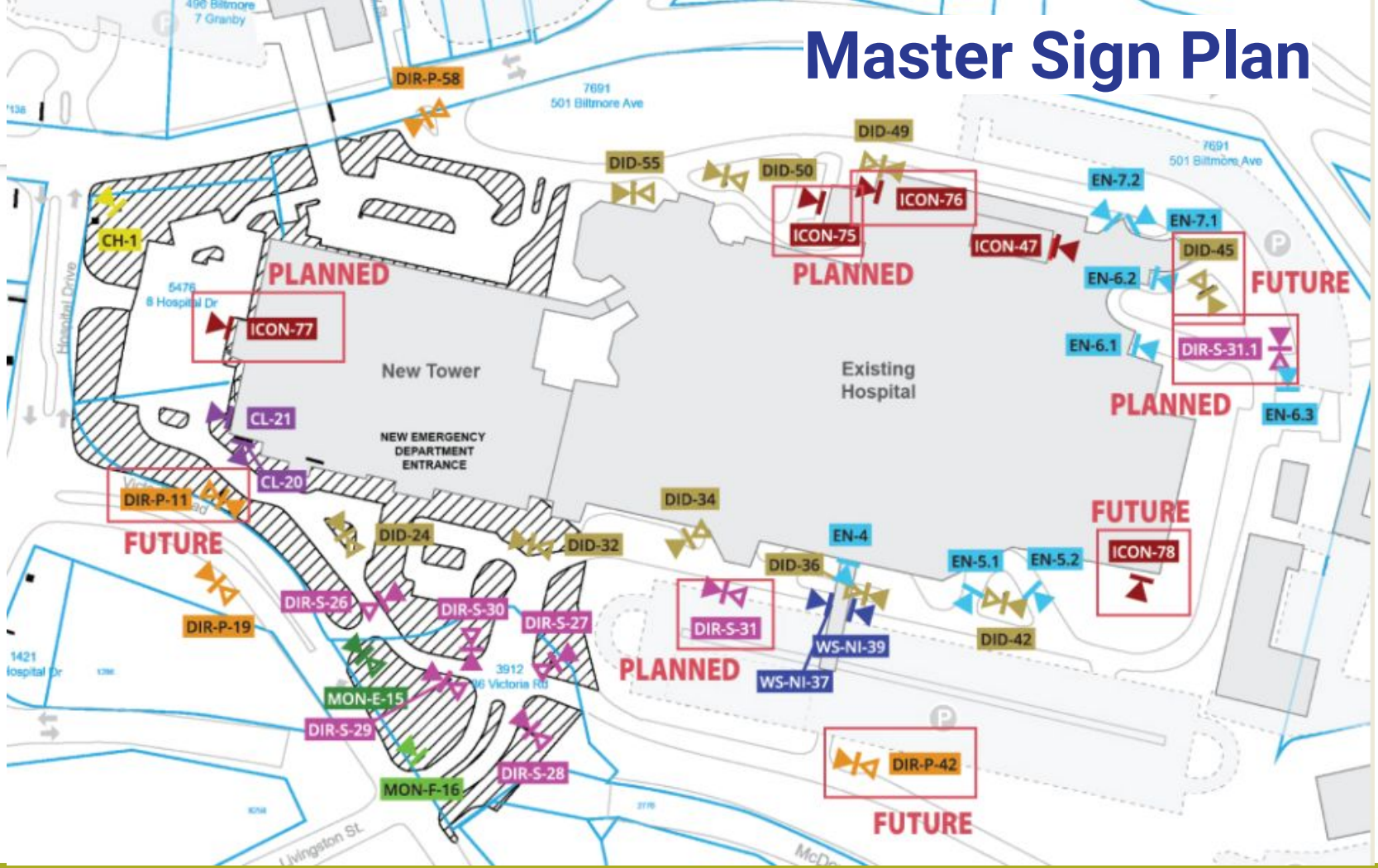
Ex. FLU designation: Employment / Anchor Institution

No change in the FLU designation is required.



THE CITY OF ASHEVILLE

Master Sign Plan



Master Sign Plan

Type	Message	Quantity	Status	Location	Total s.f.
Face Lit Logo / Letters	"Mission Hospital"	1	existing	CH-1	69
Illuminated Letters	"Emergency"	2	existing	CL-20, CL-21	166
Destination ID	Entrance Number	9	8 existing, 1 proposed	DID-24, 32, 34, 36, 42, 49, 50, 55,	140
Primary Directional	Directional Arrows	5	3 existing, 2 proposed	DIR-P-11, 17, 19, 42 58	152
Secondary Directional	Directional Arrows	7	5 existing, 2 proposed	DIR-S-26, 27, 28, 29, 30, 31, 31.1	154
Entrance Wall ID	Entrance Number	8	existing	EN-4, 5.1, 5.2, 6.1, 6.2, 6.3, 7.1, 7.2	152
Illuminated Icon	Various	5	1 existing, 4 proposed	ICON- 47, 75, 76, 77, 78	372
Monument Illument	"Emergency"	1	existing	MON-E-15	28
Monument Illument	"Mission Hospital"	1	existing	MON-F-16	66
Wall Sign	Directional Arrows	2	existing	WS-NI-37, 39	84

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Comprehensive plan goals

Living Asheville Comprehensive Plan

- Consistent with the Future Land Use map (“Employment / Anchor Institution”) which is proposed, in part, as “a type of campus district named for the often large land parcel areas with more or less a single cluster of uses and activities. These areas include the hospital/medical campus of Mission Health”;
- Supports a number of goals in the Plan:
    - Make streets more walkable, comfortable and connected by improving wayfinding signage for pedestrians and bicyclists;
    - Provide resources to connect businesses and workforce by working with colleges, institutions and local hospitals to deliver contextually-sensitive design and development decisions as those institutions expand.

Review Process

- Planning & Zoning Commission (PZC) - June 7, 2023 - Approved (Vote 5:0)

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Conditions

- The existing conditional use permit (Ord. No. 3339) shall remain in effect with the following additional provision:
  - Total signage for the site shall not exceed 41 individual signs
  - Total signage area not to exceed 1,500 s.f.
  - Sign design and location to substantially conform to the Master Signage Plan

Recommendation

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

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