THE CITY OF ASHEVILLE

STAFF REPORT

City Council Date: July 25, 2023

Subject: Conditional Zoning Amendment for 509 Biltmore Ave

Staff Resource(s): Ben Woody, Assistant City Manager; Will Palmquist, AICP, Principal Planner

Action Requested: Adoption of an ordinance to amend a previously approved conditional zoning ordinance (Ord. No. 3944) for property located at 509 Biltmore Ave for the purpose of allowing additional signage beyond the previous approved amount.

Project Location and Contacts:

- The project site totals 32.6 acres located at 509 Biltmore Ave (PINs 9648-43-7691, 9648-44-5476, 9648-43-3912, and 9648-53-0061).
- Owner: MH Mission Hospital LLLP

Summary of Petition:

Project Site

- The project site consists of four properties totalling 32.6 acres located at 509 Biltmore Ave and are identified in the Buncombe County land records as PINs 9648-43-7691, 9648-44-5476, 9648-43-3912, and 9648-53-0061.
- The project site is the location of Mission Hospital.
- The site is currently zoned Institutional - Conditional Zone (INST-CZ) and the existing signage is approved under Ord. No. 3944 adopted on January 25, 2011.
- The applicant is seeking an amendment to the conditional zoning in order to increase the number and square footage of signage that was approved under the original conditional use permit.
- The Living Asheville Comprehensive Plan designates the Future Land Use of the project site as “Employment / Anchor Institution”.
- A change in the FLU designation will not be required.

Overall Project Proposal

- The project is seeking approval for the installation of a total of 41 signs throughout the Mission Hospital campus.
- Of these 41 signs, 32 are existing and 9 are new proposed signs.
- The signs are a variety of types, including monument, wall, and directional signage.
- The total square footage of the signage is 1,380 s.f., with 973 s.f. of existing signage and 407 s.f. of new, proposed signage.
- The existing and proposed signage is summarized as follows:

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

Consistency with the Comprehensive Plan and Other Plans:
Living Asheville Comprehensive Plan (2018)

- The proposed amendment to the conditional zoning supports a number of goals in the Living Asheville Comprehensive Plan, including:
  - **Make Streets More Walkable, Comfortable and Connected** - by improving wayfinding signage for pedestrians and bicyclists (p. 148).
  - **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 (p. 188)
- The proposed amendment is compatible with the Future Land Use designation of "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" (p. 342).

Council Goal(s):

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

Committee(s):

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

Staff Recommendation:

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

Suggested Motion to Approve:

- Motion to approve the amendment to the conditional zoning amendment request for the property located at 509 Biltmore Ave, zoned Institutional - Conditional Zone (INST-CZ), for the allowance of additional signage beyond the previous approved amount, 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) improves wayfinding signage for pedestrians and bicyclists; and, 2) connects businesses and the workforce by working with local hospitals to deliver contextually-sensitive design and development decisions.

Attachment(s)

(1) Exhibit A - Existing Zoning Map
(2) Exhibit B - Aerial Imagery Map
(3) Exhibit C - Existing Future Land Use Map
(4) Exhibit D - Master Sign Plan
(5) Exhibit E - Project Conditions
(6) Ordinance
(7) PZC Recommendation
(8) PZC Draft Action Minutes (06/07/23)
(9) Ord. 3944