THE CITY OF ASHEVILLE

STAFF REPORT

Council Meeting Date: December 14, 2021

Subject: Zoning Text Amendment - Updating and clarifying hotel development standards

Staff Resources: Todd Okolichany, Planning & Urban Design Director; Shannon Tuch, Principal Planner
Stacy Merten, Principal Planner

Action Requested: Adopt a zoning text amendment to the city's Unified Development Ordinance ("UDO") for the purpose of updating and clarifying certain hotel development standards.

Background:

- On February 23, 2021 the Asheville City Council adopted Ordinance No. 4855, "Ordinance Amending Chapter 7 of the Code of Ordinances of the City of Asheville to establish new standards for hotel development."
- The adoption of this ordinance marked the end of a 17 month long development moratorium on hotels.
- Upon adoption of Ordinance No. 4855, the Asheville City Council requested that staff return in approximately 6 months to provide an update.
- A report was presented on September 14, 2021 to the Asheville City Council providing an update on hotel development activity and observations regarding the review process and the application of the new hotel standards.
- A number of code clarifications were recommended as part of the staff report to Council.
- Council requested that staff return with a zoning text amendment addressing those clarifications.
- Recommended code revisions include:
    - revisions to definitions for large, small and extended stay hotels in order to define operational requirements and expectations for a hotel, as opposed to other forms of lodging; and to allow for more individualized regulation
    - clarification that off-street parking is required for hotels in the CBD
    - clarification of review thresholds for projects under 100,000 square feet
    - added flexibility for activated storefront dimensions.

Comprehensive Plan Consistency:

- As with the previous hotel amendment, this proposal aligns with a number of themes within the ***Living Asheville Comprehensive Plan*** including:
    - 'A Livable Built Environment' by encouraging responsible growth (p. 130) that promotes great architecture and urban design to enhance placemaking (p. 139) and
    - A 'Resilient Economy' by further implementing a comprehensive study of lodging facilities and their impact, and to develop new policies (pp. 178-9).

Council Goal(s):

- A Well-Planned & Livable Community

Committee(s):

- A report to the Asheville City Council was provided on September 14, 2021.
- This amendment was reviewed by the Planning & Zoning Commission on November 3, 2021 and was approved unanimously, 7:0.
- The Downtown Commission also discussed the proposed amendment at their November 12, 2021 and expressed support with the recommendation that the text amendment be revised to require off-street parking to be provided on-site (disallowing shared or remote parking options).

Pro(s):

- Clarifies standards to better reflect current practices.
- Further distinguishes hotel lodging uses for appropriate regulation that better offsets impacts.

Con(s):

- None identified.

Fiscal Impact:

- None

Suggested Motion:

- Motion to approve the proposed wording amendments to Chapter 7 of the UDO and find that the proposed amendments are reasonable, in the public interest, and consistent with the city's comprehensive plan in that they: 1) encourage responsible growth by developing clear and comprehensive development standards; 2) promote great architecture and urban design to enhance placemaking; and, 3) act on a comprehensive study of lodging facilities and their impact by developing new policies for hotel development.

Attachment(s)

- Ordinance
- September 14, 2021 6-month update to Council
- PZC Recommendation