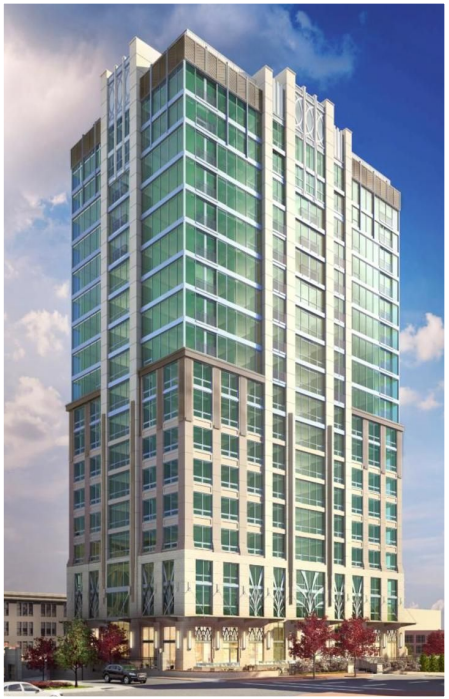
Hotel Development Standards

City Council Public Hearing







February 9, 2021

Todd Okolichany
Planning & Urban Design Director

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Key Takeaways

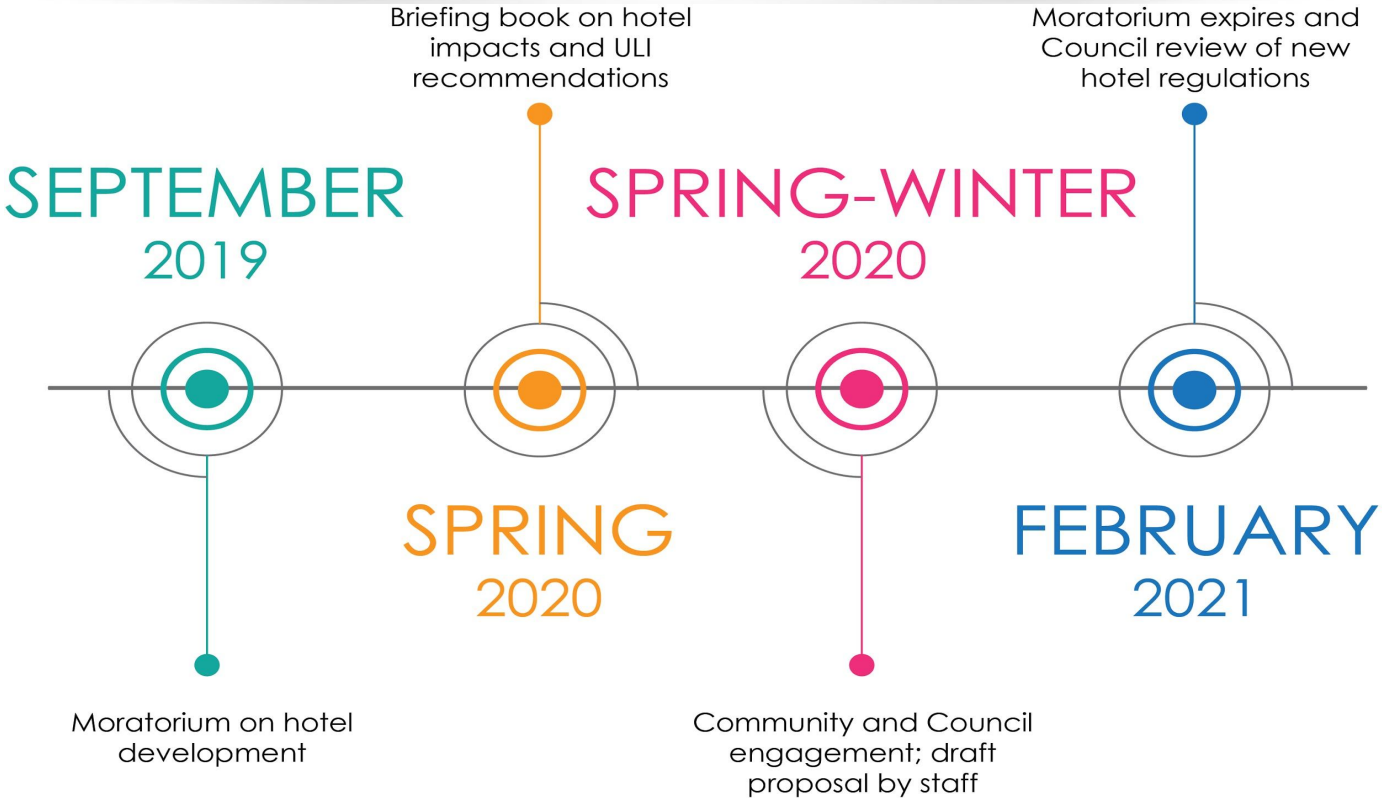
- Hotels can’t be “banned” out right
- Development impacts can be managed
- New innovative tools to regulate hotel development approvals:
  - Hotel Overlay District
  - Development and operational standards
  - Public benefits
  - Design review and design guidelines

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Project Goals

- Improve predictability and transparency in the hotel development review process (i.e. incentive-based process)
- Establish where hotels are appropriate in the City
- Leverage hotel development to achieve community benefits and limit impacts of new hotels
- Enhance the design of hotels

Hotel Development Study Timeline



What We Heard

- Hotel Overlay District and development regulations:
  - Overlay area too large
  - Consider urban renewal program areas
  - Concern about short-term vacation rentals
- Public benefits table:
  - Add options to build affordable housing, support MWBE and finance reparations
  - Prioritize Council and community priorities
- Design review process:
  - Need continued involvement from Downtown and Riverfront commissions

Revisions Based on Community Engagement

- Reduced the extent of areas suitable for hotel development
- Adjusted public benefits table, including more options
- Prioritized reparations, affordable housing and living wages
- Updated hotel definitions
- Revised design review process to ensure participation from Downtown and Riverfront commissions

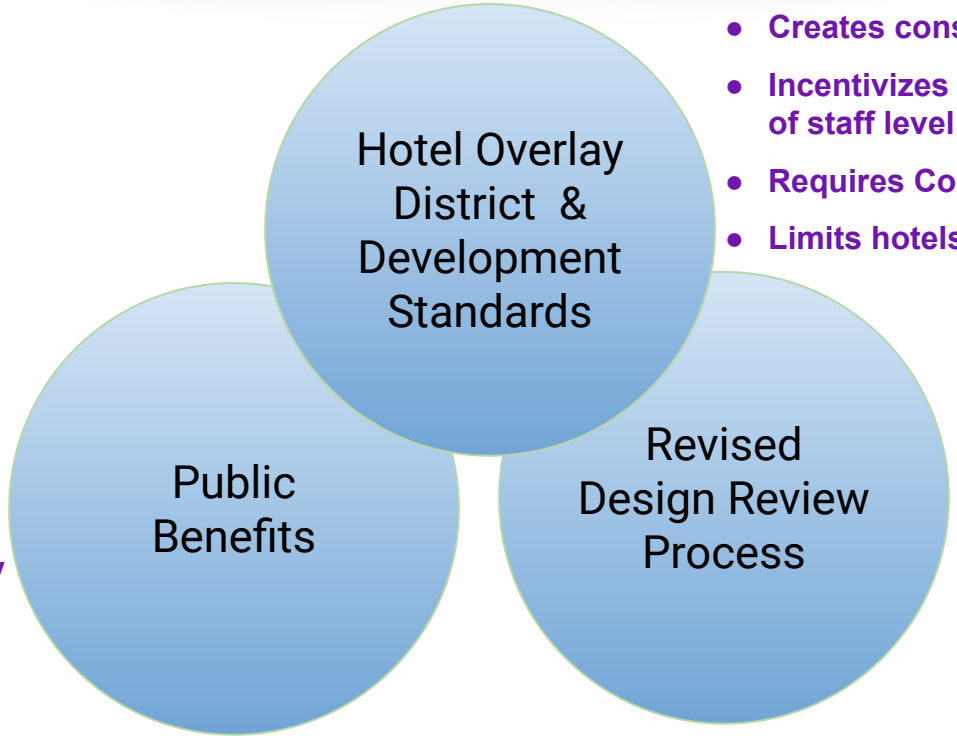


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Further Council Considerations

- Hotel Overlay District map:
  - Urban renewal program areas
- Public benefits table:
  - Does it capture Council and community priorities?
- Design review process:
  - Council vs. Commission appointees

Proposed Regulations - Key Elements



- **Creates consistent and transparent process**
- **Incentivizes community benefits with option of staff level review**
- **Requires Council review for larger projects**
- **Limits hotels to appropriate areas**

- **Mitigates development impacts**
- **Achieves Council and community goals**
- **Opportunity for City to receive more community benefits vs. current process**

- **Enhances hotel design**
- **Establishes more efficient process**

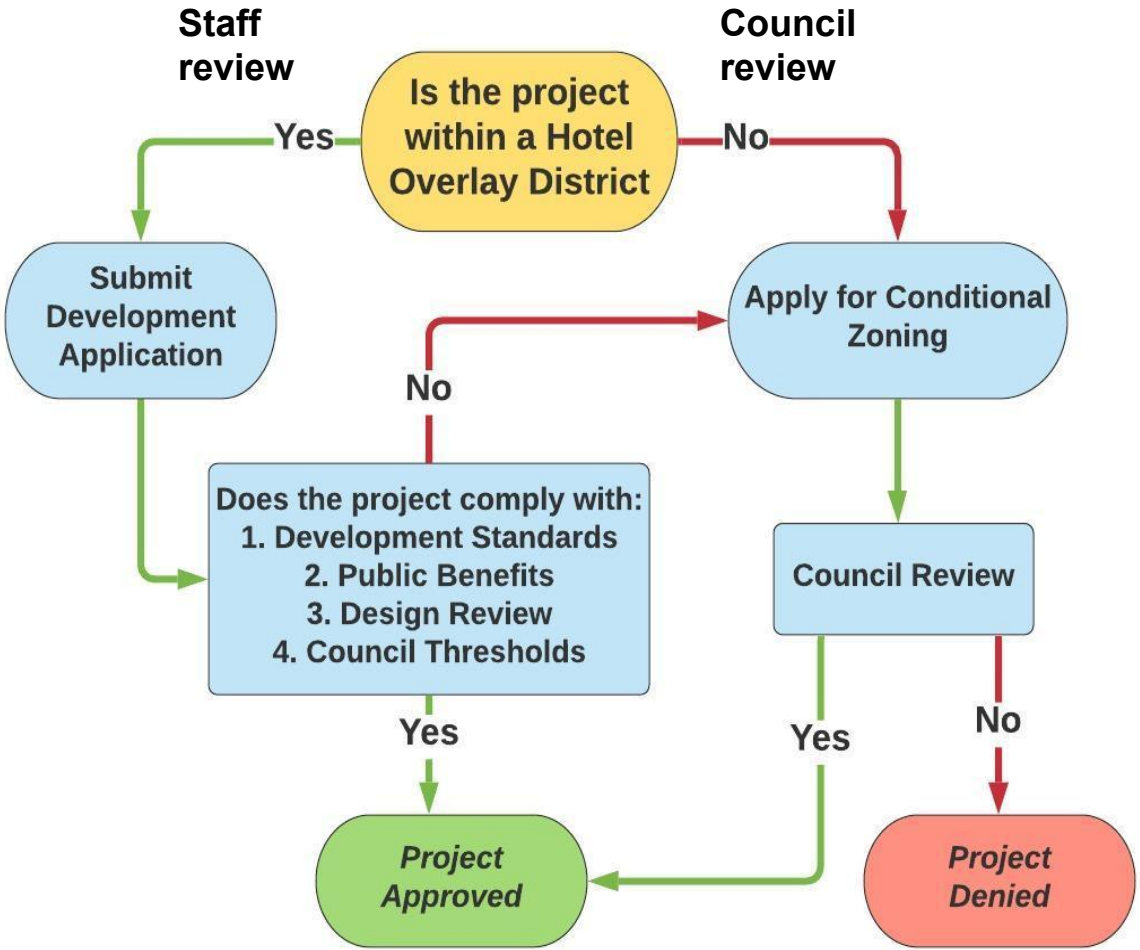
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Key Element #1

Hotel Overlay District & Development Standards

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Development Review Process Flow



Hotel Overlay District Goals

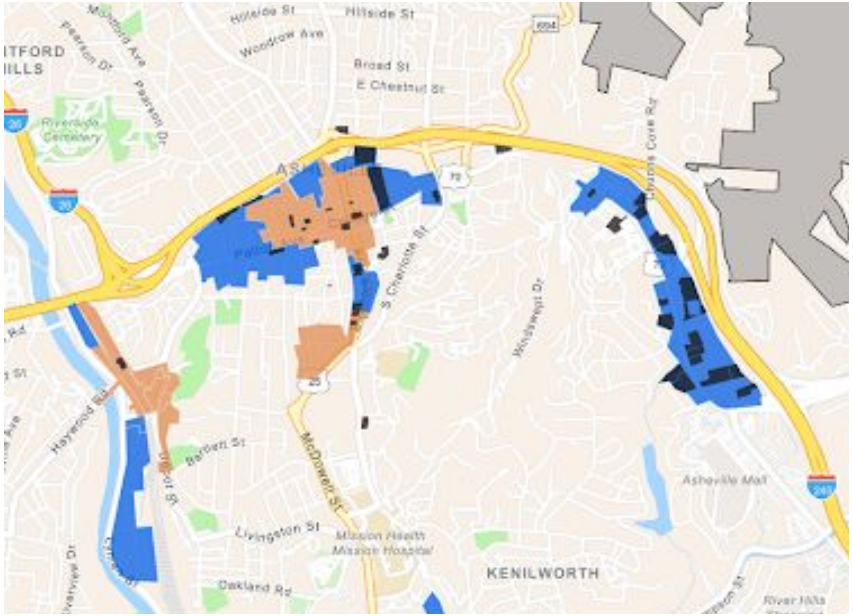
- Limit the geographic extent of hotels to **appropriate locations**
- **Protect neighborhoods** vulnerable to gentrification
- Preserve neighborhood livability and **quality of life**
- Encourage **historic preservation** and adaptive reuse
- Protect **viewshed corridors** into the Downtown

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Hotel Overlay District

The overlay district is mapped with two zoning districts - “A” and “B”

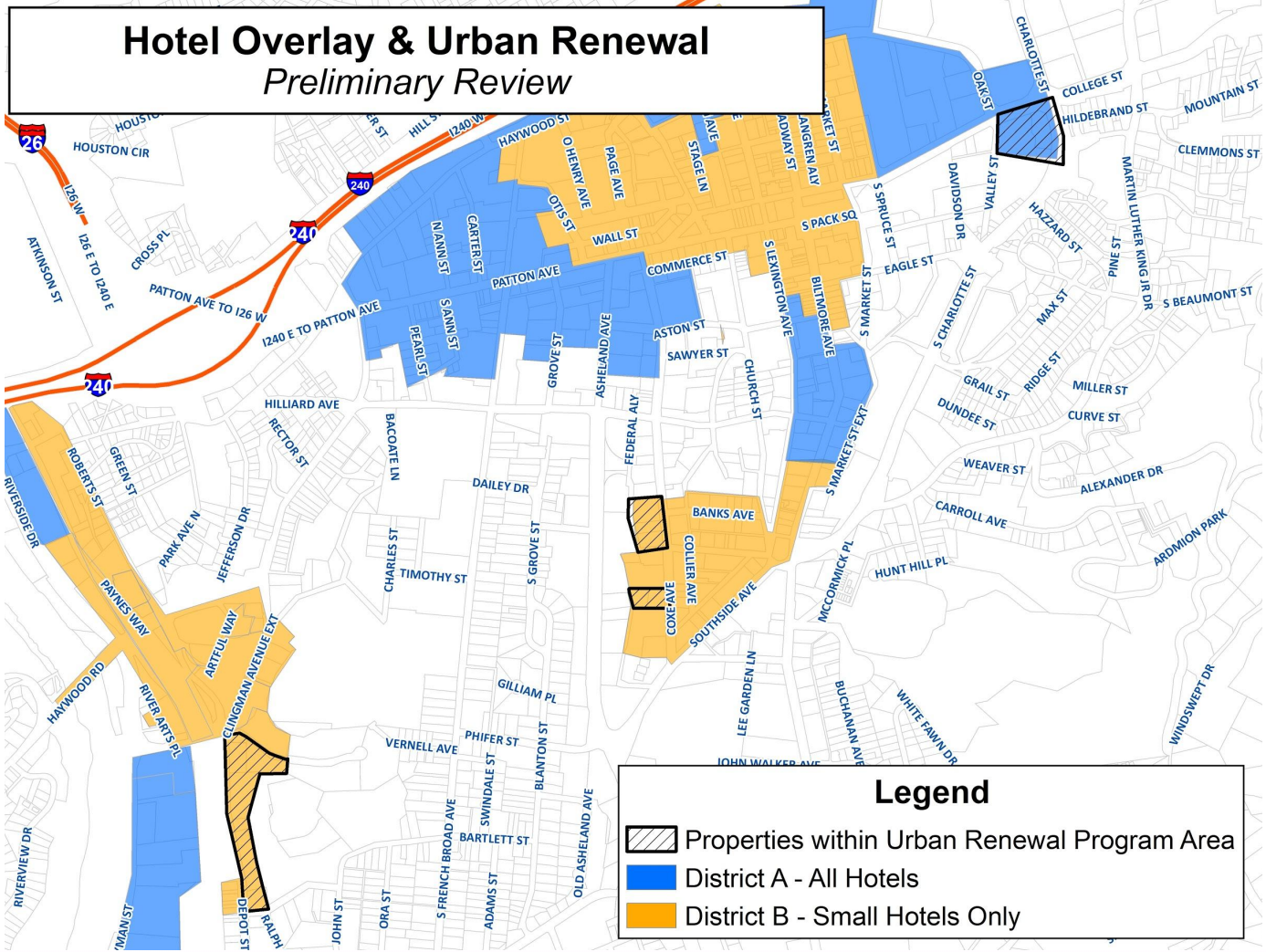
- District “A” (blue) - allows all hotels
- District “B” (orange) - allows only small hotels with 7-35 guest rooms
- **Hotel overlay represents less than 8% of total area of the City**



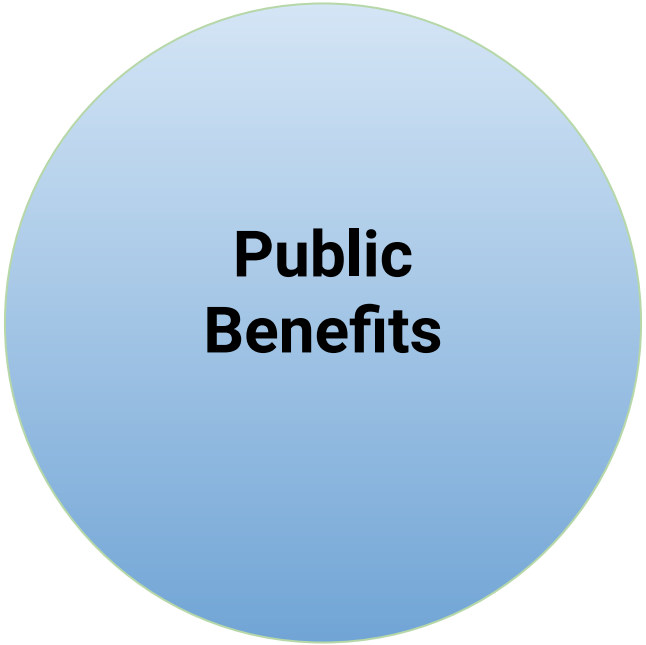
Hyperlink: Hotel Overlay District map

Hotel Overlay & Urban Renewal

Preliminary Review



Key Element #2



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Public Benefits Goals

- Improve **transparency and predictability** in the review process
- Address **community needs** and helps implement Council goals
  - Reparations
  - Affordable Housing
  - Living Wages
  - Displacement
  - Sustainability, green building
- **Mitigate** development impacts
- Create a straightforward, **effective process**

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Public Benefits Table

- Flexible, points based system
- Tiered based on size & location
  - CBD, River Arts District, Biltmore Village
  - Suburban areas
- New options for reparations and MWBE

PUBLIC BENEFIT EXAMPLE

Hotel Type	Points Required	
Small Hotel (7-35 rooms), CBD	100	☐
Large Hotels (36-80 rooms), CBD	140	☐
Large Hotels (81+ rooms), CBD	180	☑
Small Hotel (7-35 rooms), Suburban	40	☐
Large Hotels (36-80 rooms), Suburban	80	☐
Large Hotels (81+ rooms), Suburban	120	☐

Public Benefit Options	Points	Selection
Affordable Housing (Option #1)	60	☐
Reparations (Option #2)	100	☑
Living Wages	60	☑
Public Art	20	☑
Adaptive Reuse of Historic Building	50	☐
Displacement Business/Housing	-20	☐
	180	



Hyperlink: Public benefits matrix

Key Element #3



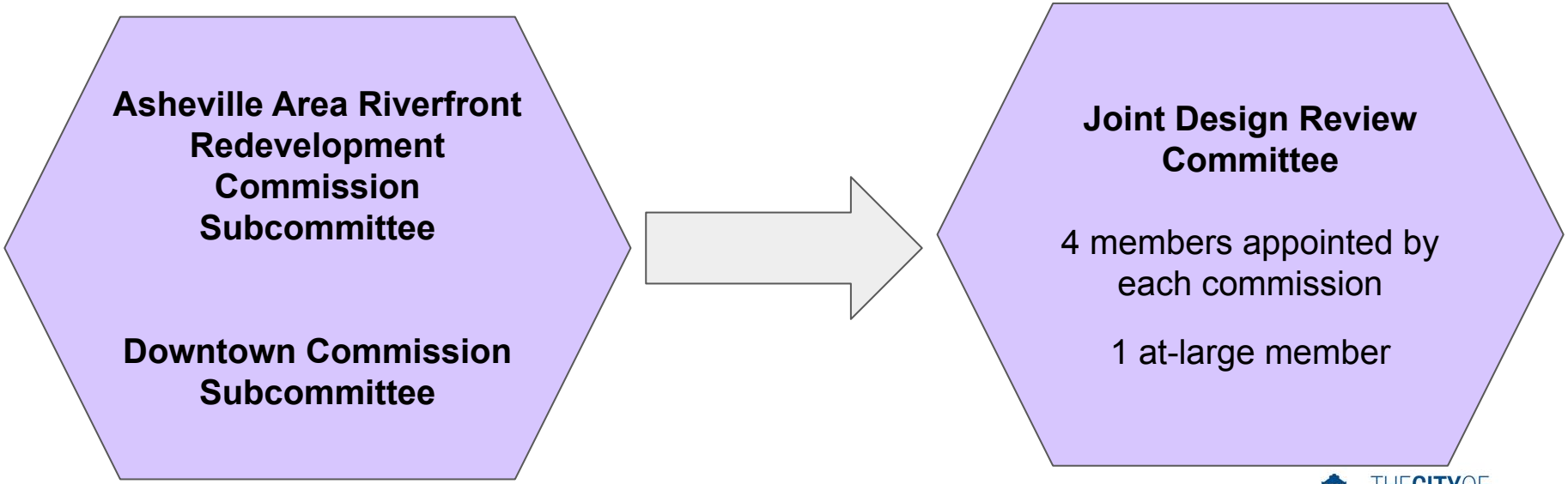
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Revised Design Review Process Goals

- Improve **building design** as recommended by ULI and Living Asheville
- **Strengthen, formalize and streamline** the design review process
- Build capacity for future updates to **design guidelines**
- **Diversify** design review committee membership
- Continue to support **Downtown and Riverfront Commission involvement**

Revised Design Review Process

Staff recommendation: Combine **two existing** design review committees into **one**



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Summary and Next Steps

- 2/5/21: Planning and Zoning Commission recommends approval of the hotel development regulations and Hotel Overlay District map
- 2/9/21: City Council public hearing
- 2/23/21: City Council vote on hotel development regulations and Hotel Overlay District map; expiration of hotel development moratorium