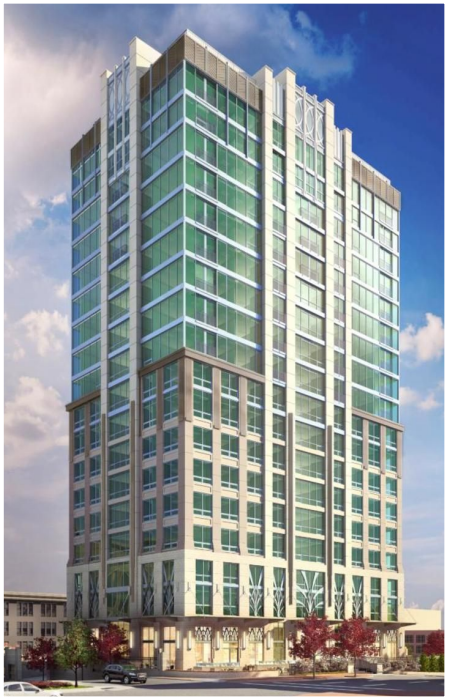
Hotel Development Standards

City Council Work Session







October 13, 2020

Todd Okolichany
Planning & Urban Design Director

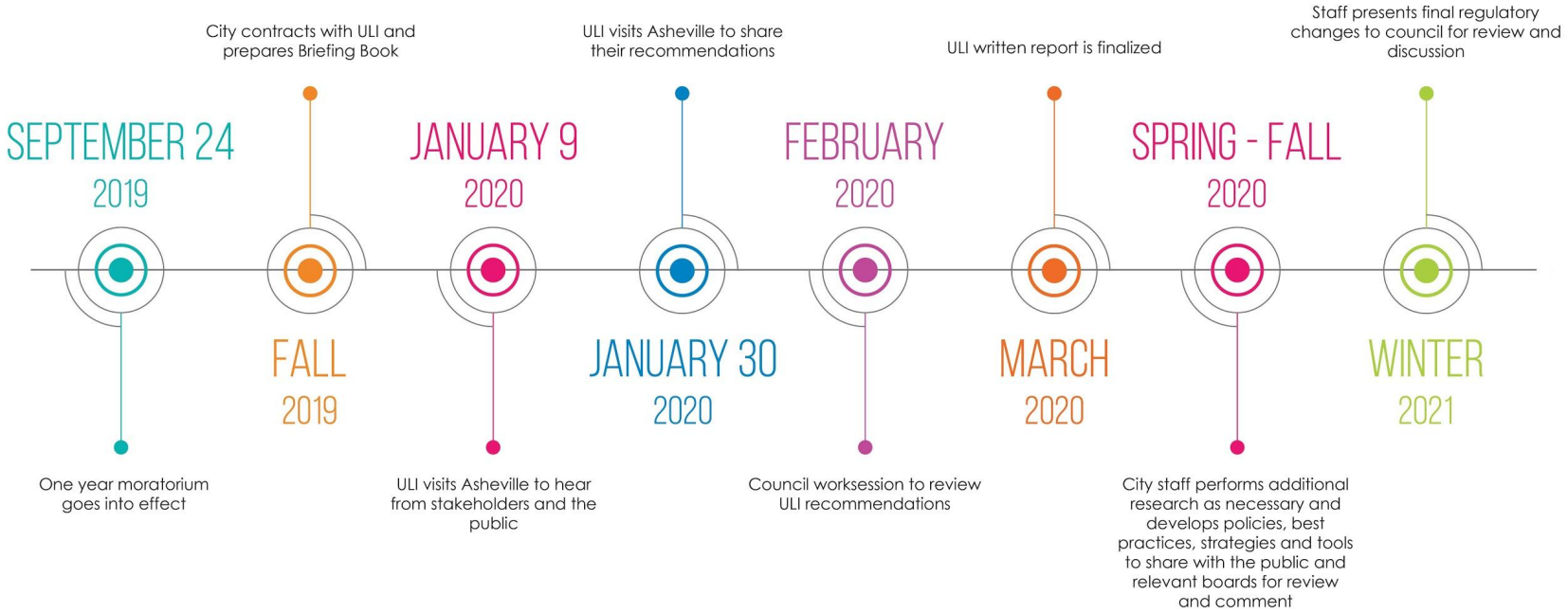
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Key Takeaways

- 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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Hotel Development Study Timeline



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Key Findings Identified by Urban Land Institute (ULI)

- Hotel development impacts are narrow and manageable
- Hotels are a proxy for other political and community concerns (e.g. affordable housing, wages, infrastructure needs, etc.)
- There is a lack of predictability and transparency with the hotel development review process
- Policy and regulatory tools can help manage hotel development approvals

ULI Policy and Design Recommendations

- Enhance predictability and transparency in the hotel review process
- Establish an accommodations (or hotel) overlay zone
- Enact Community Benefits Agreements (“public benefits”)
- Update design guidelines and create new oversight compliance mechanisms

City Council Direction From Hotel Work Session

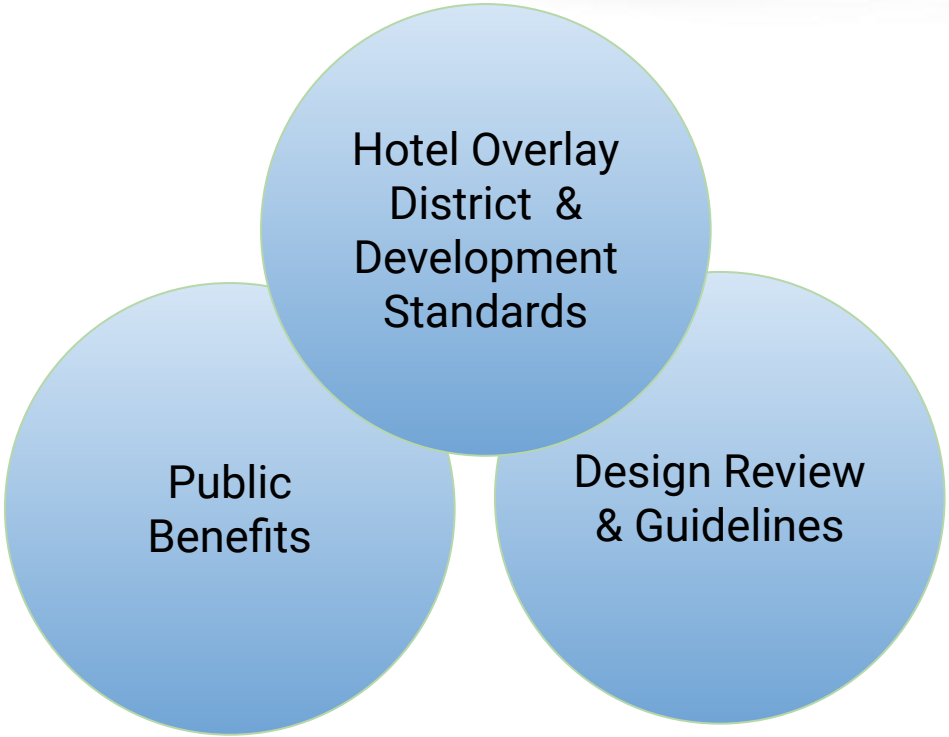
At the February 2020 City Council work session on hotels, Council directed staff to engage the public and study/draft policies for the following:

- Reestablishing hotels as a permitted use in select areas
- Developing new development review criteria and standards
- Incentivizing public benefits
- Improving hotel design



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Proposed Regulations - Key Elements



- Establishes a straightforward, transparent process
  - Administrative vs. City Council review as an incentive
- Leverages development to meet community needs
- Creates a framework that is a precedent for other types of development
- Manages development impacts
- Enhances design

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Proposed Development Review Process

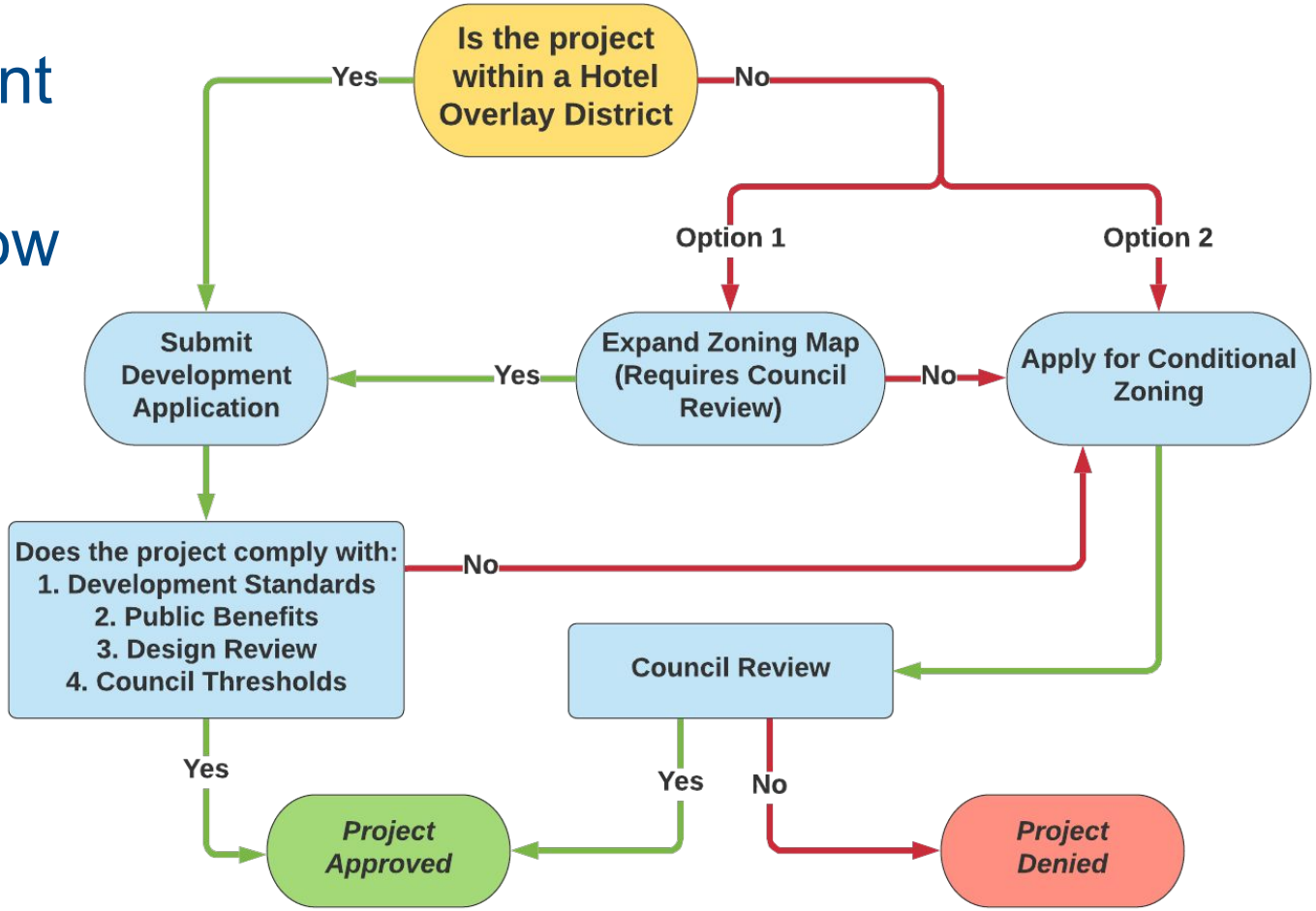
Staff Approval

versus

Conditional Zoning

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Development Review Process Flow



Thresholds for Council Review

- Hotels exceeding 100 feet in height
- Hotel projects that do not meet:
  - UDO development standards
  - Requisite public benefits
  - Design review approval
- Hotels proposed outside the overlay
- Other considerations:
  - Upper limit on number of hotel rooms
  - Maximum amount of hotels on any given block



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Revisions Based on Public Engagement

- Changed the definition of small hotels
- Reduced the extent of areas suitable for hotel development
  - Directed hotel development away from residential areas
  - Greater focus on protecting historic districts and viewshed corridors
- Adjusted public benefits table
- Revised design board membership criteria
- Additional regulations being considered



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Hotel Development Review Process

Council Discussion
and Questions

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Recommendation #1

Hotel Overlay District & Development Standards

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Hotel Overlay Zoning District Goals

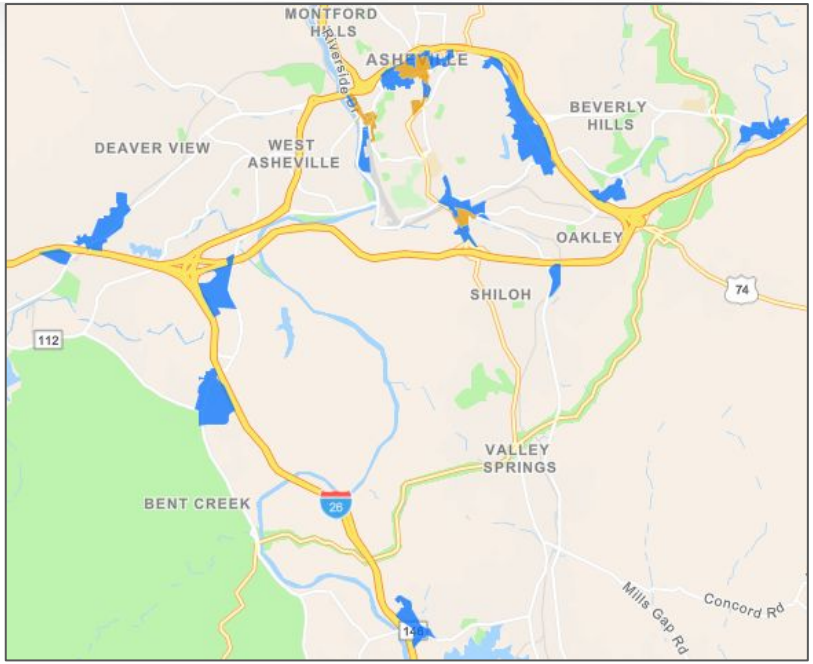
Create new Hotel Overlay zoning district

- Limit the geographic extent of hotels to appropriate locations based on:
  - Available infrastructure
  - Highway and transit access
  - Proximity to tourism destinations
  - Near existing hotel clusters
  - Consideration of Living Asheville Future Land Use Map
- Protect neighborhoods vulnerable to displacement
- Preserve neighborhood livability and quality of life
- Encourage historic preservation and adaptive reuse
- Protect viewshed corridors into the downtown area

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Hotel Overlay Zoning District Map

- Hotel Overlay district indicates where new hotels could be allowed
- The overlay district is mapped with two zones - “A” and “B”
- Zone “B” (orange) - only allows small hotels with 7-35 rooms
- Zone “A” (blue) - also allows large hotels with more than 35 rooms

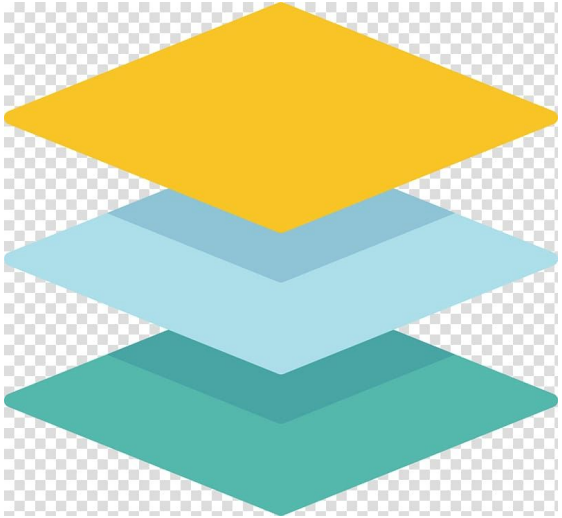


Hotel Districts Map

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Concept of the Hotel Overlay District

- Overlay applied in conjunction with underlying zoning
  - May modify or provide additional standards
  - When there is a conflict, overlay will control
- Exceptions:
  - Central Business District and River Arts District Form Code Standards
  - Biltmore Village Historic District



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Hotel Development Standards

- Building setbacks
- Location and design of parking
- Landscaping and buffering
- Minimum lot width
- Sidewalk requirements
- Guest drop-off areas and other operational standards
- Ground floor activation
- Building design (e.g. windows)
- Signage
- Lighting

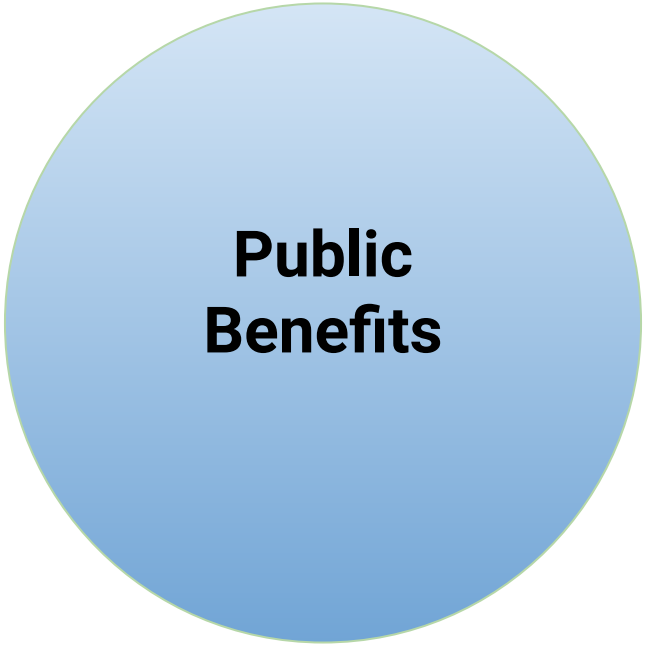
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Hotel Overlay District and Development Standards

Council Discussion
and Questions

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Recommendation #2



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Public Benefits Goals

Create an innovative points based system to incentivize public benefits

- Improve transparency and predictability
- Address community needs and help implement Council goals
  - Affordable housing
  - Living wages
  - Displacement
  - Sustainability, green buildings
  - Sidewalks, street trees
- Establish a straightforward, effective process
- Create a framework that could be applied to other uses

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Public Benefits Table

- Tiered system based on size and location of hotels
- Points are weighted based on the level or amount of public benefit
- Negative points for displacement

Public Benefits Example

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

Public Benefits/Impacts	Points	Selection
Affordable Housing (Option #1)	40	☐
Green Building (LEED Silver)	100	☑
Living Wages	90	☑
Public Art	20	☐
Adaptive Reuse of Historic Building	50	☐
Displacement Business/Housing	-20	☐
POINTS ACHIEVED	**190**	✓

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Public Benefits Example - Create Broadway
(72 Broadway, 138 rooms)

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

Public Benefits/Impacts	Points
Affordable Housing (Option #5)	120
Public Art	20
Demolition of Two Structures	-40
Displacement Six Businesses	-120
Points Achieved	**-20**



= Project requires Council review

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Public Benefits Example - Kimpton Hotel Arras
(7 Patton Ave, 138 rooms)

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

Public Benefits/Impacts	Points
Adaptive Reuse	50
Affordable Housing (Option #3)	80
Living Wages	90
Public Art	20
Neighborhood Improvement	20
Displacement of Businesses	-40
Points Achieved	**220**

= Council review not required



Public Benefits Example - Tru by Hilton
(1500 Tunnel Rd, 86 rooms)

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

Public Benefits/Impacts	Points
Transit Passes for Employees	10
Points Achieved	**10**

= Project requires Council review



Public Benefits Example - Residence Inn - FKA Extended Stay
(324 Biltmore Ave, 103 rooms)

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

Public Benefits/Impacts	Points
Affordable Housing (Option #4)	100
Transit Passes for Employees	10
Neighborhood Improvement	20
Points Achieved	**130**

= Council review not required



Public Benefits

Council Discussion
and Questions

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Recommendation #3



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Design Goals

- Elevate and improve the design of hotels
- Strengthen the design review process
- Establish Asheville Design Review Board for design review
  - ULI recommendation and Living Asheville strategy
  - Combines existing design review subcommittees
  - Allows existing commissions to focus on other priorities
  - Provides a resource to the city and the development community
  - Could help to prioritize updates to current design guidelines
  - Process applies to both administrative and Council review

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Design Review Process

Board/Commission	Type of Design Review
Asheville Design Review Board	All hotels citywide Larger developments in the CBD and riverfront area (incl. residential, office, etc.)
Historic Resources Commission	Projects located in local historic districts

Development Standards vs. Design Guidelines

Development Standard Examples **(Unified Development Ordinance)**	**Design Guideline Examples** **(Design manual)**
A minimum front setback of five feet **is required**	Buildings **should** be located on the site such that they are open to and relate to the river
The maximum allowable height **is** 145 feet	The height of structures **should** not eclipse or compete with distant views and/or historic structures
Fenestration (i.e. windows) **is required** along all building facades	Building materials **should** be of high quality and reflect the character defining structures located in the same neighborhood Prototypical architectural designs are **discouraged**

Design Review and Guidelines

Council Discussion
and Questions

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Tentative Project Schedule

- October 13: City Council Work Session
- November 4: P&Z Commission continued discussion and review
- December 2: P&Z Commission recommendation to Council
- January 12: City Council review of draft hotel development zoning regulations and map amendments
- January 26: City Council vote on zoning regulations and map amendments

Key Takeaways

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- Development impacts can be managed
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