Hotel Development Standards

City Council Work Session - Continuation







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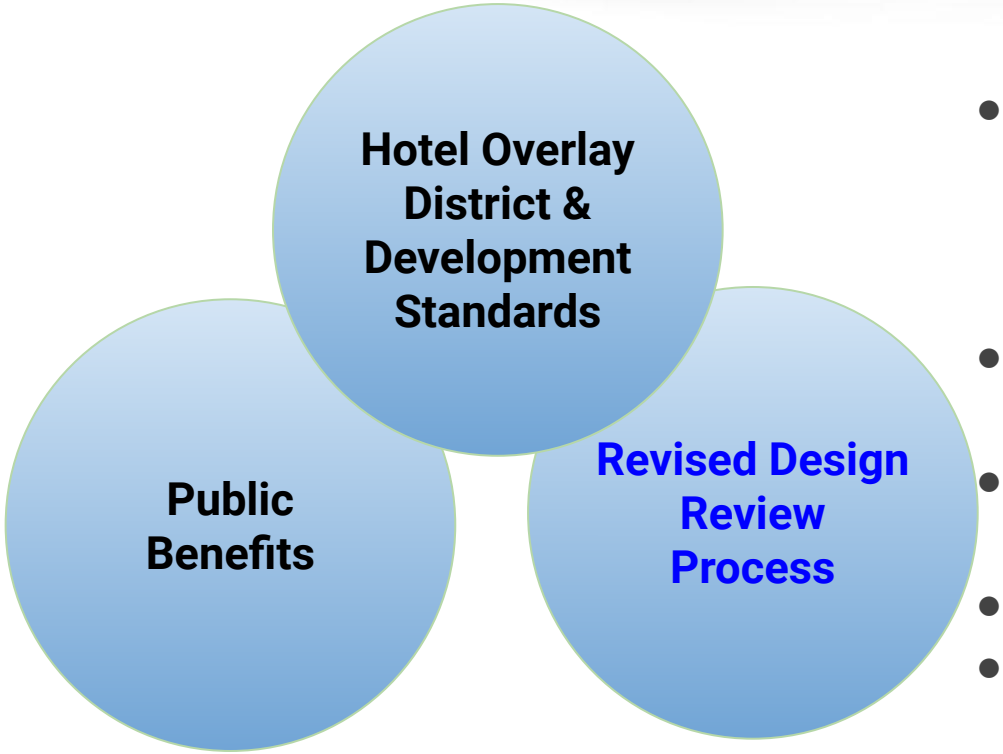
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Key Takeaways

- Hotels can’t be “banned” out right
- Development impacts can be managed
- Innovative tools to regulate hotel development approvals:
  - Hotel Overlay District with development and operational standards
  - Public benefits
  - Revised design review process

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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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Recommendation #3



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Revised Design Review Goals

Improve process as a means to encourage great architecture and design

- ULI recommendation and Living Asheville strategy
- Combine **existing** design review under a single design review board
  - Strengthens and streamlines the design review process
  - Allows existing commissions to focus on other priorities
  - Incentive to prioritize updates to current design guidelines
  - Provides a resource to the city and the development community
  - Process applies to both administrative and Council review

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 Board Membership

- 9 members who are residents of the City
- A majority of the members shall have a special interest, experience or training in architecture, historic preservation, building construction, landscape architecture, urban planning or related fields
- The Downtown and AARRC Commissions will each designate one qualified member to serve on the board, if possible
- Preference will be given to:
    - Persons with disabilities
    - Transit users
    - Seniors

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Proposed Design Review Board and Process

Existing	
Board/Commission	**Project Type**
Asheville Area Riverfront Redevelopment Commission Downtown Commission	Major works (larger) developments in the CBD and riverfront area (incl. residential, office, etc.)
Historic Resources Commission	Major works in local historic districts

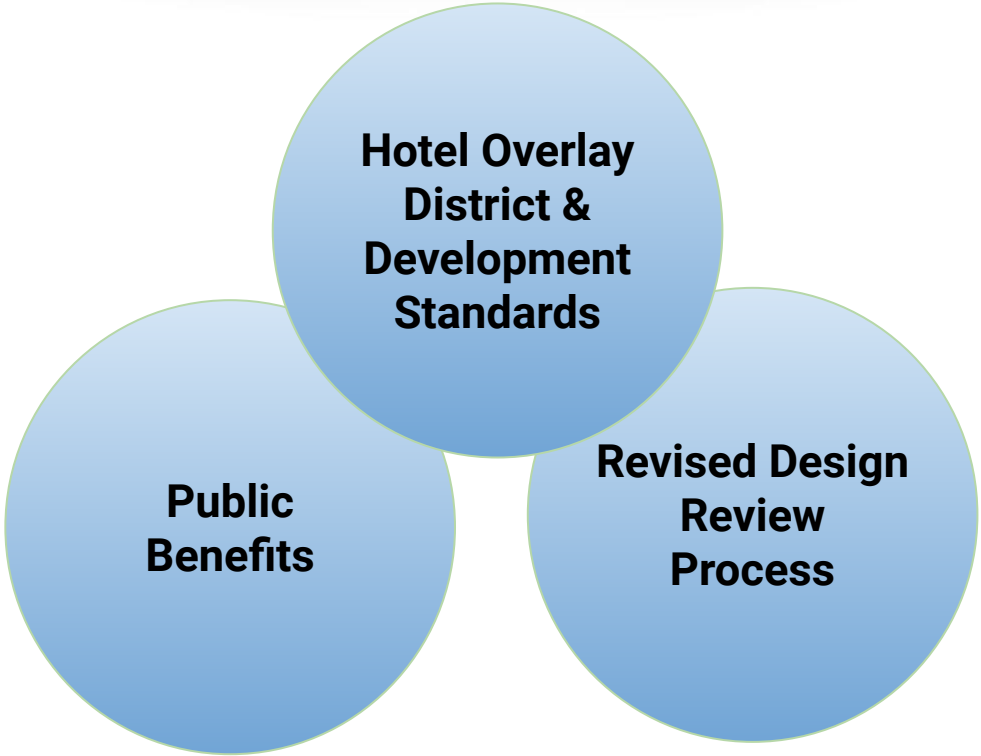
Proposed	
Board/Commission	**Project Type**
Asheville Design Review Board	Major works (larger) developments in the CBD and riverfront area (incl. residential, office, etc.) **All hotels citywide**
Historic Resources Commission	Major works in local historic districts

Revised Design Review Process

Council Discussion
and Questions

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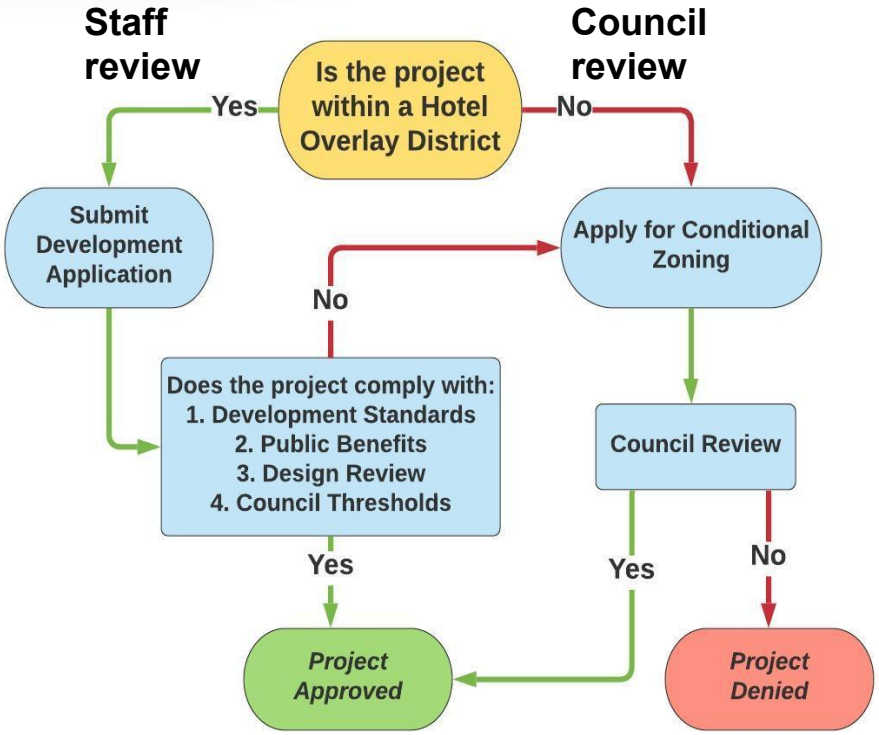
Further Discussion



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Development Review Process Concerns

- Council review of the expansion of Overlay District not efficient
- Difficult to review expansion request without reviewing the entire development proposal
- **Delete expansion of Overlay District from the process**



Development Review Process Concerns

- Council review threshold
  - Upper limit on number of hotel rooms

Number of rooms	Number of hotels in past 10 years	Number of hotels overall*
100 rooms+	16 hotels	41 hotels
115 rooms+	8 hotels	22 hotels
120 rooms+	5 hotels	17 hotels
135 rooms+	3 hotels	10 hotels

* Asheville has approximately 85 hotels overall

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Development Review Process

Council Discussion
and Questions

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Hotel Overlay District Map & Development Standards Concerns

- Hotel Overlay District map amendments
  - **Staff will evaluate the map for potential changes**

- Spacing limitations
  - Maximum amount of hotels on any given block

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Hotel Overlay District Map & Development Standards

Council Discussion
and Questions

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Public Benefits Concerns

- Public benefits table
  - Green building certifications
  - Affordability options
  - Contracting for Minority- and Women-Owned Business Enterprises
  - Consideration of removing public benefits with lower points
  - Reparations

Public Benefits

Council Discussion
and Questions

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Revised Design Review Process Concerns

- Membership of Design Review Board
  - All vs. majority design professionals/persons with special interest in design

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Revised Design Review Process

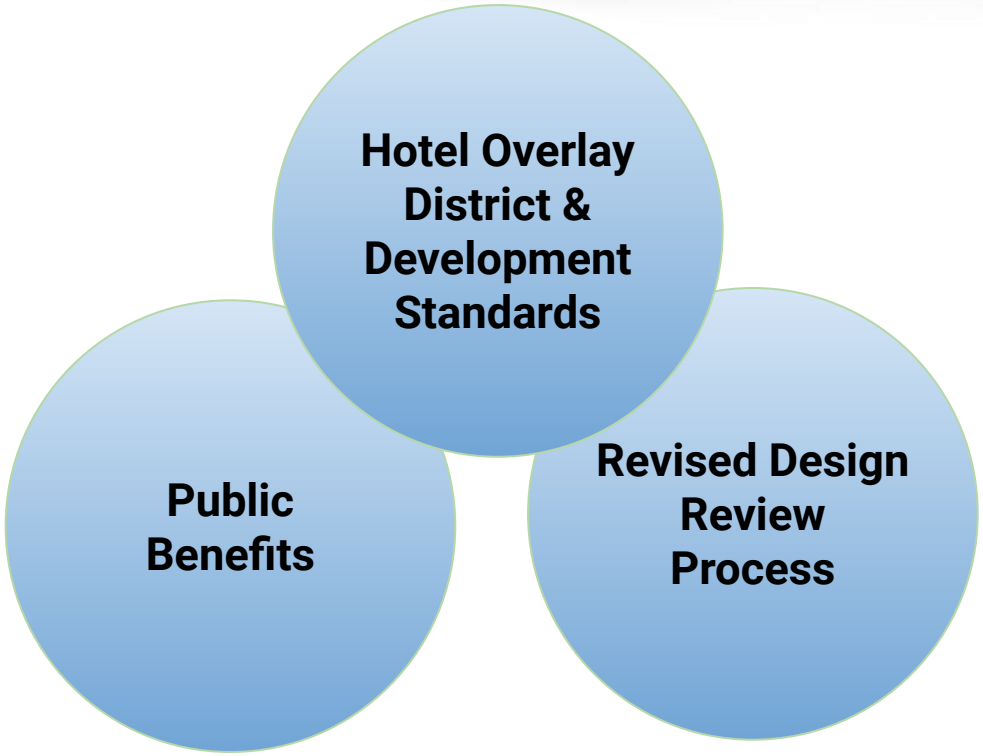
Council Discussion
and Questions

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Tentative Project Schedule

- November 4: P&Z Commission update on Council work session
- December 2: P&Z Commission continued discussion and review
- January 6: P&Z Commission vote on recommendation to Council
- January 26: City Council review of draft hotel development zoning regulations and map amendments
- February 9: City Council vote on zoning regulations and map amendments

Proposed Regulations - Key Elements



Thank you

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