Hotel Development Study

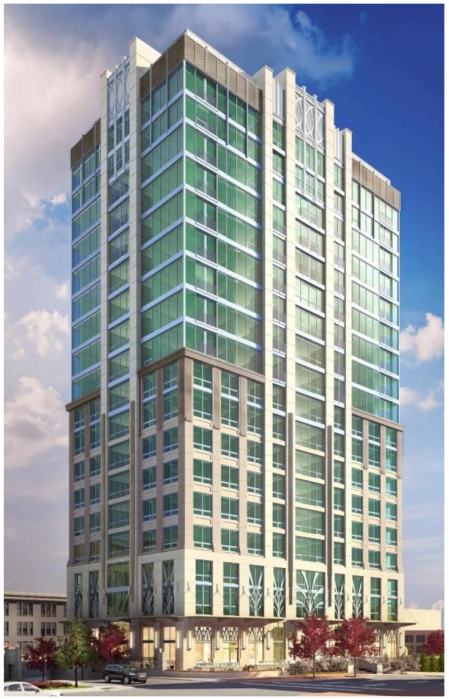
Project Update, Zoning Framework and Public Feedback

September 8, 2020

Todd Okolichany
Planning & Urban Design Director







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Hotel Development Moratorium

History:

- Since 2015, 1,344 hotel rooms have opened in the COA out of approximately 2,761 total rooms that have been approved, representing an annual growth of approximately 4%.
- Community members, staff and Asheville City Council have expressed concerns about the impact of hotels.
- City currently lacks concrete policies, strategies and tools to effectively manage the impacts of these uses.
- Lack of direction resulting in uncertainty for developers, staff and community members.
- **Asheville City Council adopted a temporary one-year moratorium on new hotel applications in September 2019.**

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Hotel Development Moratorium

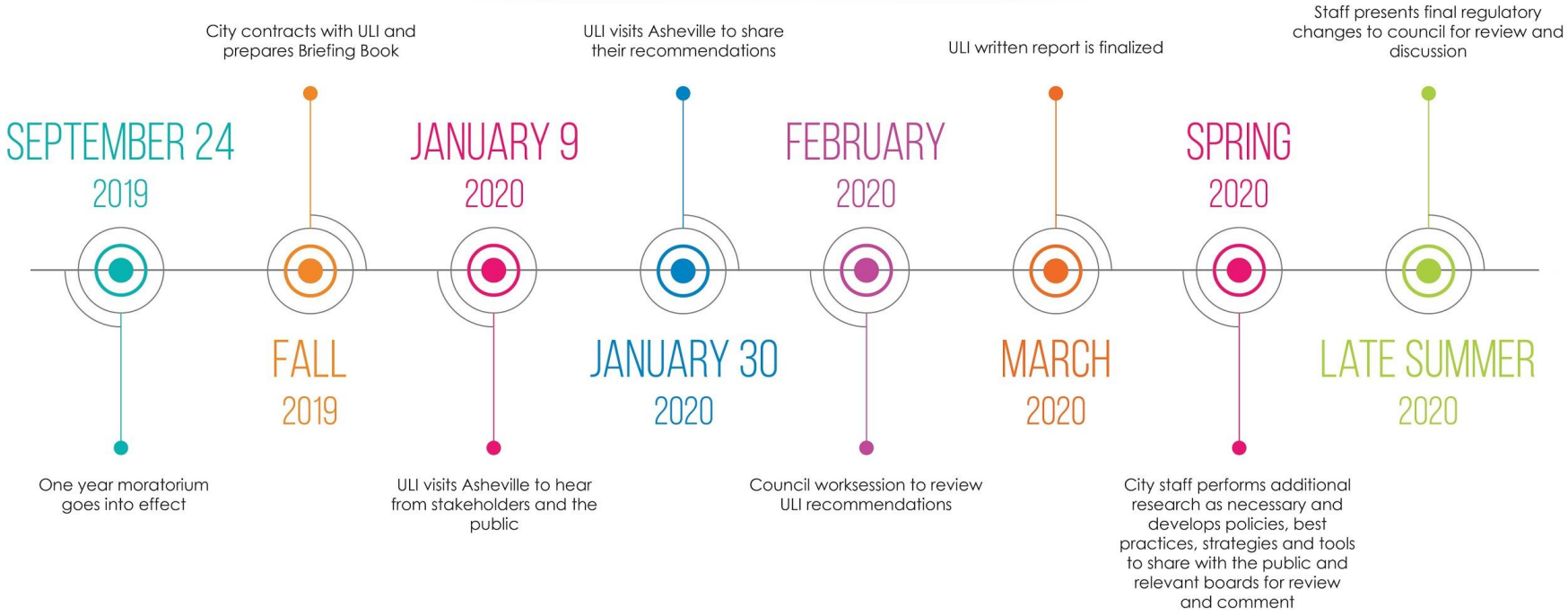
Need

- To effectively respond and provide some level of certainty and to determine acceptable hotel development proposals, City needs to enhance its land use policies, tools and strategies to better regulate this land use.

- Consideration of additional hotel development suspended to provide the time needed to determine impacts and remedies.

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Hotel Development Study Timeline



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Hotel Study Questions

Questions Answered Through the Urban Land Institute (ULI) Technical Assistance Panel (TAP) Process:

- What is the appropriate balance of hotels?
- How can Asheville leverage hotel development to meet city goals?
- Should the city consider special requirements for hotel development in certain areas?
- How can the city work with hoteliers and other stakeholders to reduce negative impacts and better integrate hotels into the community?

Issues Identified Through ULI TAP Process

- Need to balance the economic benefits of tourism and hotel development with other community needs
- The hotel development approval process needs more predictability and transparency
- The community is concerned about the impacts of hotel development on the character of the city and quality of life
- Policy and regulatory tools can help manage hotel development approvals

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ULI TAP Recommendations



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Council Direction To Staff

At the February 2020 City Council work session on hotels, Council directed staff to pursue the following recommendations during the hotel moratorium:

Revenue generating:

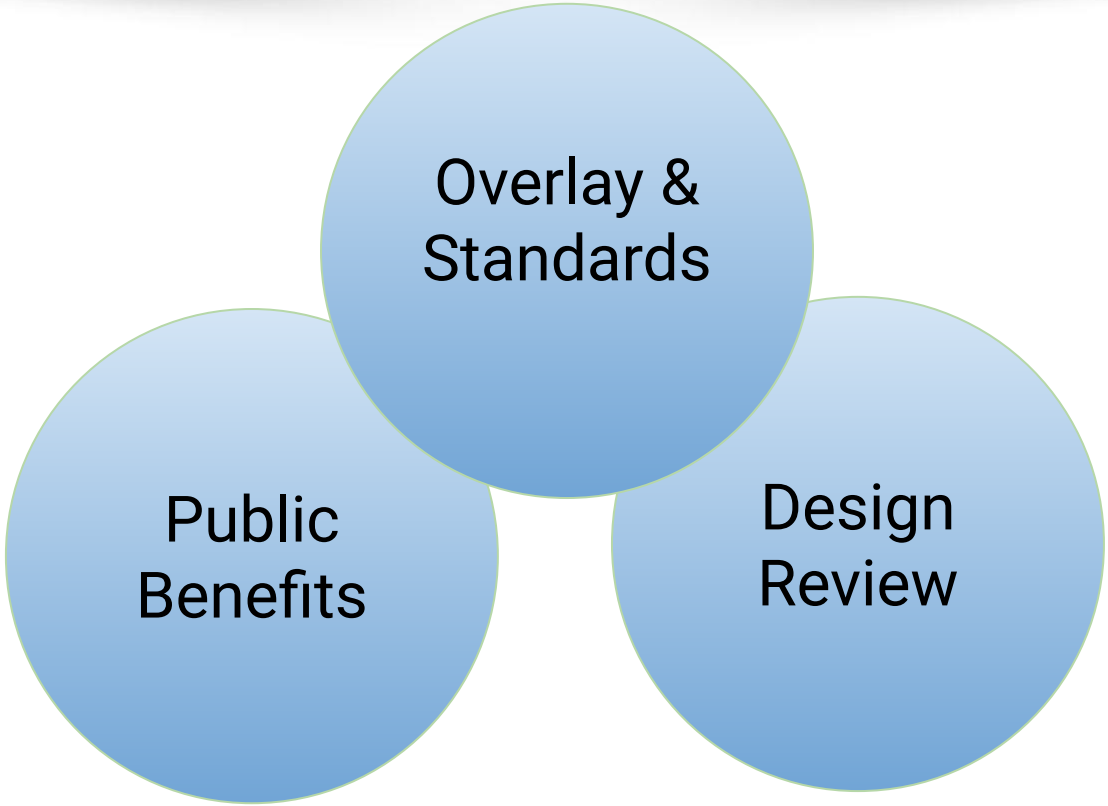
- Require license agreement for city right-of-way during hotel construction.

Regulatory:

- Re-establish hotels as a permitted use in select zoning districts and areas, including criteria and standards.
  - Incentivize public benefits.
  - Identify design improvements.
  - Evaluate traffic impact analysis threshold.
  - Develop valet parking standards.

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ULI TAP Recommendations - Incentive Based Approach



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Public Engagement

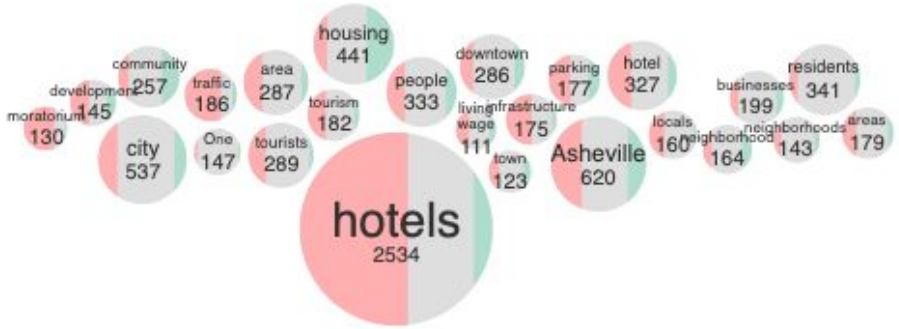
- Website, blog posts, FAQs
- Public input survey with educational video
- Focus groups
    - Neighborhoods
    - Hoteliers
    - Architects & designers
    - Tourism industry
    - Downtown
    - RAD
- Boards and commissions
    - Downtown
    - Riverfront
- Sustainability community partners



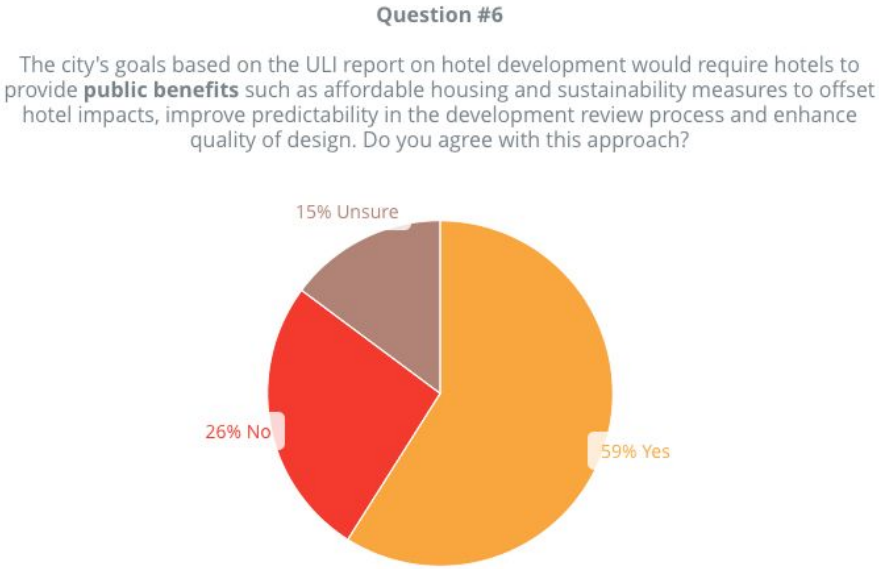
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Public Engagement: Online Survey

Participants: 1,256. Responses: 13,535. Comments: 3,286



Survey Word Cloud: Red=Negative Sentiment, Gray=Neutral Sentiment, Green=Positive Sentiment.



Link to complete [Survey Report]

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Revisions Based on Public Engagement

- Reduced the extent of areas suitable for hotel development
  - Direct development away from residential areas
  - Greater focus on protecting historic districts
  - Protect viewshed corridors
- Changed the definition of small hotels
- Made adjustments to Public Benefits Table



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Project Schedule

- September 2: Planning & Zoning Commission meeting for initial review of draft regulations and map amendments
- **September 8: City Council public hearing to extend hotel moratorium to November 24**
- September 22: City Council vote to extend hotel moratorium
- September 23: Planning & Zoning Commission review and recommendation on draft zoning regulations and map amendments
- October 13: City Council initial review of draft hotel development zoning regulations and map amendments
- October 27: City Council vote on zoning regulations and map amendments

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