THE CITY OF ASHEVILLE

STAFF REPORT

Council Meeting Date: June 9, 2020

Subject: Conditional Zoning Amendment for 1500 Tunnel Road (TRU Hotel)

Staff Resource(s): Todd Okolichany, AICP, LEED AP ND, Planning & Urban Design Director
Sasha Vrtunski, Urban Planner II

Action Requested: Consider an amendment to conditional zoning Ordinance No. 4604 for free-standing signage

Project Location and Contacts:

- The project site consists of a 2.67 acres parcel located at 1500 Tunnel Road (PIN 9678.15-1933) that is owned by Commodore Holdings LLC.
- Petitioner and Contact: HP Patel.

Summary of Petition:

- The project was approved by City Council on July 25, 2017 (Ordinance No. 4604).
- The approved project was for a 86 room hotel in a 43,000 square foot building.
- The site was previously zoned Highway Business District.
- While the 2017 approved project included an image reference to a wall-mounted sign, it failed to provide specific size allowances and did not include any free-standing signage. The applicant is requesting an amendment to the B1 conditions for the project to clarify sign allowances.
- The conditions allow for some flexibility and provide for a free-standing sign not to exceed 60 square feet and 12 feet tall and attached building signage not to exceed 80 square feet. This will ensure flexibility for any changes to signage in the future and would be compatible with the surrounding area.

Comprehensive Plan Consistency:

- This proposal is consistent with the Living Asheville Comprehensive Plan in that “appropriate and contextual signage and articulation” is encouraged as a part of urban design.

Compatibility Analysis:

- The proposed signage would be less than what is allowed in the surrounding Highway Business District where free-standing identification signs are commonly used and relied upon.
- The proposed sign’s smaller and slimmer profile helps to avoid conflict with adjacent signage along the corridor.

Council Goal(s):

- A Well-Planned and Livable Community.

Committee(s):

- None.

Staff Recommendation:

- Staff finds that the request for signage is appropriate and supports the amendment of the ordinance and conditions.

Suggested Motion to Approve:

- Move to recommend approval of the conditional zoning amendment to Ordinance 4604 for 1500 Tunnel Road - Lodging Conditional Zone (LODG-CZ) for the revised condition related to signage and find that the request is reasonable, is in the public interest, and is consistent with the comprehensive plan in that: 1) the amendment does not substantially deviate from the project details previously approved other than the addition of signage; 2) signage will benefit visitors coming to the site; and, 3) the signage will be compatible with the surrounding area.

Attachment(s)

- Exhibit A Map - Existing Zoning
- Exhibit B.1 - Revised Conditions
- Exhibit D - Sign locations & details
- City Council Staff Report July 25, 2017
- Ordinance 4604 (adopted 2017)
- Ordinance