McCormick Field

Conditional Zoning Petition

Asheville City Council
April 14, 2026

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Exhibit B - Aerial Imagery



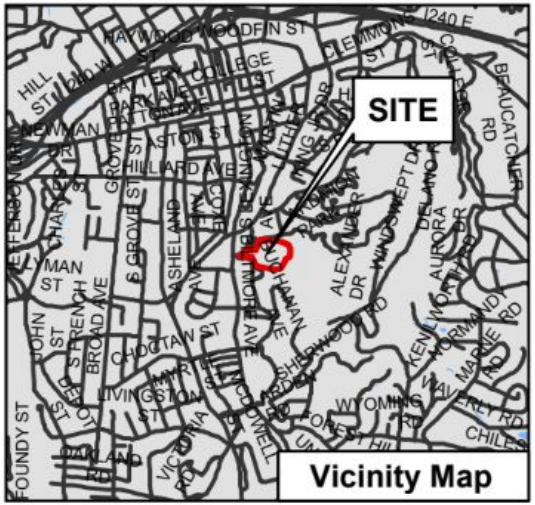

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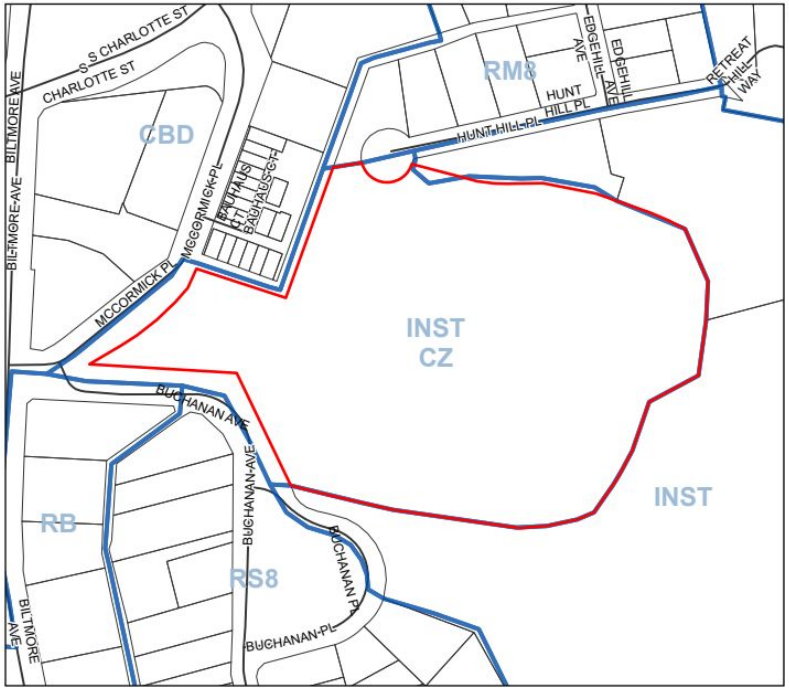
Exhibit A - Existing Zoning



Current zoning: Institutional - Conditional Zone (INST-CZ)

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Exhibit C - Existing Future Land Use



Ex. FLU designation: Parks and Open Space

No change in the FLU designation is required.

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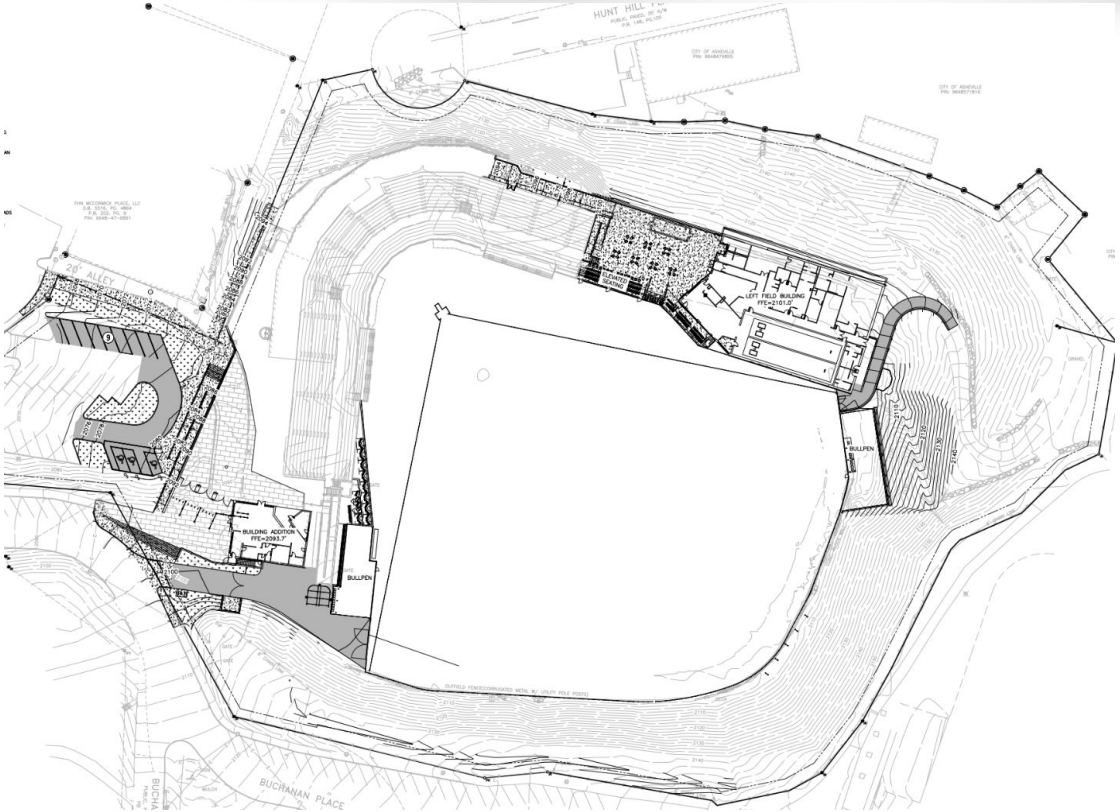
McCormick Field Improvements



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Proposed Signage



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Project Conditions

- In addition to technical modifications approved by Ord. No. 5046 & 5180, the project is seeking one additional technical modification to development standards through the conditional zoning process including:
  - Maximum number and square footage of on-premise signage above the maximum allowance, to include three on-premise signs totaling 292 SF, consisting of:
    - a) One internally illuminated sign located on top of the ticket entry area with a maximum square footage of 64 SF.
    - b) One internally illuminated sign located above the right field grandstand with a maximum square footage of 100 SF.
    - c) One mural sign located on the pavilion wall with a maximum square footage of 128 SF.

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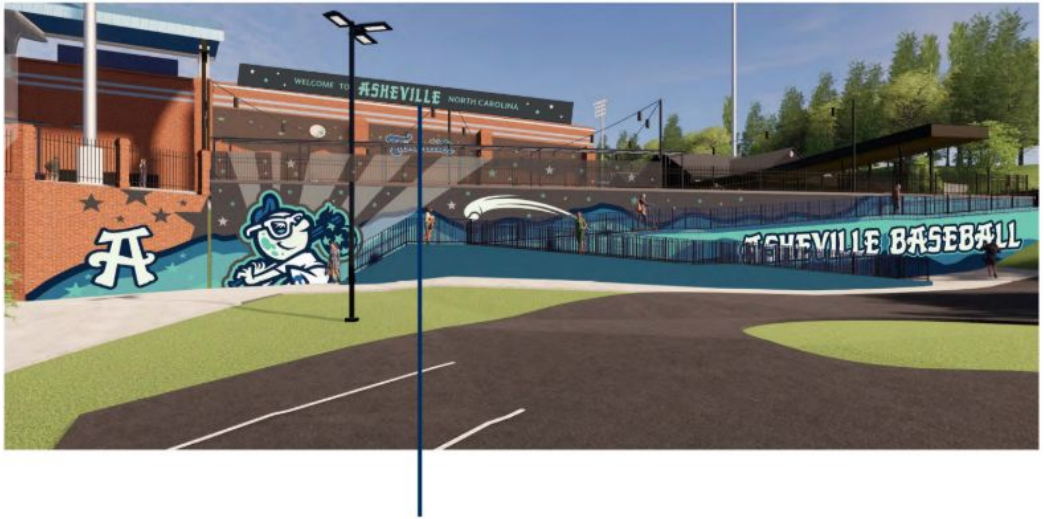
Proposed Signage





SIGN WILL BE INTERNALLY ILLUMINATED



ALL LETTERING ON BANNER IS 100 SQUARE FEET

Review Process

- Planning & Zoning Commission (PZC) - April 1, 2026: Approved (Vote 7:0)

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Comprehensive plan goals

Living Asheville Comprehensive Plan

- Consistent with the Future Land Use designation of "Parks and Open Space", which is proposed, in part, that it “includes a wide variety of different park facilities, active and passive open space, and greenways. Parks and open space are a community need and new parks, including park maintenance, will be required to serve areas of the community in an equitable fashion” (p. 346).
- Supports a number of goals in the Plan:
    - Promote Access to Well-Maintained Parks and Open Space for All - by dedicating adequate resources to meet the maintenance demands of existing parks, including sufficient capital and operational funding consistent with best management practices and community standards for high level of service (p. 213).
    - Enhance and Celebrate Asheville’s Unique Places and Destinations - by continuing to create accessible urban places throughout the city and ensure that downtown services, amenities, and resources are designed to serve residents as well as visitors (p. 291).

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Recommendation

- Staff concurs with the Planning & Zoning Commission and recommends approval of the proposed conditional zoning amendment.

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