Moab Planning Commission Agenda Item
Meeting Date: July 9, 2020

Title: Continues Discussion of Ordinance 2019-30, an ordinance amending the City of Moab Municipal Code, Section 17.31 RC Resort Commercial Zone to allow Hotels and Motels, subject to revised Development Standards.

Disposition: This is a discussion session only and will concentrate on mixed use/commercial incentives

Staff Presenter: Nora Shepard, Planning Director

Attachments:
Exhibit A: Minutes of joint work session held on April 14, 2020
Exhibit B: Minutes of Planning Commission on November 12, 2020 (Public Hearing on all of the proposed amendments).

Background/Summary:
PC/CC Direction
As the result of the adoption of Ordinance 2019-18, the City Staff and Planning Commission have been tasked with drafting of Development Standards so that the City can, one again, accept applications for new Overnight Accommodations (OAs) in the City. As discussed by the Planning Commission and City Council in a joint work session held on Tuesday, August 13, 2019, the Development Standards that need to be developed shall include:

▪ Energy Efficiency
▪ Density and Size
▪ Aesthetics
  ➢ Height, bulk and scale
  ➢ Façade Variation
  ➢ Color and Materials
  ➢ Viewshed
▪ Landscaping, buffering
▪ Mixed Use Requirements
▪ Water carrying capacity, existing infrastructure capacity
▪ Contribution to cumulative traffic, connectivity/contribution to non-motorized/micro vehicle transportation network

Expectations
This effort to modify the regulation of Overnight Accommodations is ambitious. The goal at this time is to be able to accept new applications in the RC Resort Commercial Zone for Hotels and Motels. There will be on-going work after the adoption of the Development Standards to include, but not be limited to:

1. PC Agenda Report 7.09.2020
• Development Standards for OAs in all commercial zones
• Development of Standards for Campgrounds/RV Parks
• Standards for redevelopment, remodels and expansions
• Refinement of Standards based on the initial roll-out
• Revised landscape and irrigation standards

Description of Revised Development Standards: (as of January 2020)
Below is a description of the latest draft of ALL of the OA Standards. This is included here as background information.

Energy
• It is unlikely that a motel/hotel can practically meet net zero for their project. Net Zero means that the project generates as much energy as it uses. The Net Zero standard has been modified so that 80% of the energy needs are produced on site. The balance of the energy shall be required to be provided by purchasing renewable energy credits, such as subscriber solar.
• Alternately, if a developer chooses to use an energy certification program such as Leeds or Community Building/Living Challenge, they would be able to do so.
• There has been significant discussion on whether 80% of the energy needs can be produced on site. Energy sustainability is valued in Moab, and a strict standard may be warranted.
• An additional standard has been included the require Electric Vehicle Charging Stations at a rate of 1 per 25 rooms.

Water
• A rainwater catchment system will be required and used on site for beneficial uses.
• Maximum of 10% sod or non-native grass
• All new developments will have to use water-wise landscaping and/or xeriscape. In the future, the landscaping requirements in the MMC should be updated.
• Bioretention and bio-infiltration required (if the soil condition will allow it).
• Greywater system for common facilities

Transportation
OA Developments shall incorporate into their subdivision plat or site plan the following transportation infrastructure:
• Space to accommodate a transit or shuttle stop
• Enclosed, lockable bike storage at a rate of 1 space per 2 lodging units
• Active transportation and non-motorized trail easements dedicated to the public when identified in the Grand County Non-motorized Trails Master Plan.
• OA developments over 40,000 sq ft will also be required to provide a narrative and transportation solutions that will reduce projected vehicle trips below the ITE Trip Generation Manual by 20%.
Mixed Use, Civic Space, and Open Space Standards

One of the primary issues that prompted the changes for OAs is that much of the development that has occurred recently in our Commercial Zones has been in the form of OAs and that many commercial uses that benefit the residents and visitors are not being provided currently in Moab. Requiring mixed use for “in-town” OAs would help this situation. In addition, Landmark Design is working on creating code that encourages “commercial nodes” in Moab. That work will move forward as soon as we complete the Development Standards for OAs.

As a minimum requirement, all hotels and motels will have to provide 5% of their gross floor area for outdoor civic or usable open space. An addition, 5% of the gross square footage of a Hotel or Motel must be provided for retail or community commercial uses.

In order to encourage mixed use in the RC zone, the standards include incentives in the form of additional square footage and building height in exchange for additional assured workforce housing or additional commercial on-site (but not necessarily in the same building).

New Hotels and Motels must provide minimum percentages of open space based on parcel size as follows:
- Under 2 acres – 10% contiguous open space
- 2-5 acres – 15%, minimum of 7500sq.ft of contiguous
- Over 5 acres – 25%, minimum or 7500 sq.ft of contiguous

Height
Projects in the RC Zone will have a maximum building height of 2 stories or 30 feet. Projects along Hwy 191 should be stepped so that the areas closest to the road be one-story with additional stories being stepped back. This is to avoid a “wall” along the highway. As proposed, OAs could achieve a third story with a maximum height of 40 feet if:

- Additional affordable/employee/workforce housing above and beyond the amount required for Assured Workforce Housing. Each additional unit would result in an increase in square footage of 10,000 sq ft. The maximum of 20,000 sq ft would be allowed with 2 additional workforce housing units. This would not replace the Assured Workforce Housing requirement but would be in addition to that.; or
- Dedication of land to the City or other qualified entity for the purposes of building affordable/employee/workforce housing; or
- As a part of a master plan for the site that includes the overnight accommodation use as well as at least 20,000 square feet of commercial uses that provide goods or services for the community and open to the public. Examples include Day Care Centers, Drug Stores and Pharmacies, Grocery Stores, Open Markets and similar uses. This would be above and beyond the requirement for Mixed Use, Civic Space, Open Space. The commercial uses will not be counted toward the maximum square footage allowable for the Overnight Accommodation uses and may be in a separate structure.
Maximum Building/Project Size
One of the issues that was raised during the initial public meetings on Overnight Accommodations had to do the size and scale of many of the new projects in Moab. In an effort to ensure that new overnight accommodations are compatible with the historic scale of Moab, the Planning Commission is recommending maximum building and project sizes. During this effort, the following research was done to compare sizes of existing and proposed development in Moab and Grand County:

<table>
<thead>
<tr>
<th>Project</th>
<th>Total Square Footage (approximately)</th>
<th># of rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hyatt</td>
<td>74,160 sf (main building)</td>
<td>110 rooms</td>
</tr>
<tr>
<td>Homewood Suites</td>
<td>77,500 sf</td>
<td>96 rooms</td>
</tr>
<tr>
<td>Hampton Inn</td>
<td>46,000 sf</td>
<td>79 rooms</td>
</tr>
<tr>
<td>Sleep Inn</td>
<td>50,700 sf</td>
<td>87 rooms</td>
</tr>
<tr>
<td>Wingate</td>
<td>58,000 sf</td>
<td>120 rooms</td>
</tr>
<tr>
<td>Moab My Place</td>
<td>29,000 sf</td>
<td>64 rooms</td>
</tr>
<tr>
<td>La Quinta</td>
<td></td>
<td>100 rooms</td>
</tr>
<tr>
<td>HooDoo Hotel</td>
<td></td>
<td>115 rooms</td>
</tr>
<tr>
<td>World Mark</td>
<td>270,000 sf</td>
<td>152 units</td>
</tr>
<tr>
<td>Moab Rustic</td>
<td>14,500 sf</td>
<td>35 rooms</td>
</tr>
<tr>
<td>Apache</td>
<td>15,500 sf</td>
<td>35 rooms</td>
</tr>
<tr>
<td>Bowen</td>
<td>16,350 sf</td>
<td>41 rooms</td>
</tr>
<tr>
<td>Aarchway Inn</td>
<td>60,000 sf</td>
<td>97 rooms</td>
</tr>
</tbody>
</table>

The proposed maximum building size for Overnight Accommodations shall be no more than 20,000sf with a maximum total project square footage 40,000 sf. Up to 20,000 sq ft of additional OA square footage could be achieved as described in building height section. Language has been added that requires a minimum parcel size of 2 acres. If there is an existing legal lot of record that is less than 2 acres, it can be considered for new Hotels or Motels.

Site Development and Architectural Standards
The proposed standards are common and are not generally difficult to achieve. The balance of getting good design vs cost must be considered. We want more aesthetically pleasing projects, but do not want to make the standards so onerous as to make it impossible for smaller businesses and local developers to move forward. The Planning Staff will be working on schematic representations of some of these standards.

Status of the Code Revisions:
On April 14, 2020, the City Council renewed their intent and interest in moving forward with Code Amendments to allow for new overnight accommodations. The minutes of that work session are attached as Exhibit A. Specifically, the City Council requested that the Planning Commission work on:
Discussion of Mixed Uses and Incentives to Include Commercial Uses in OAs
At this Planning Commission Meeting, we will begin discussions on requiring or incentivizing commercial uses in new OAs. The approach that has been proposed includes:

- Minimum required Commercial Space
- Incentives for additional Commercial Space that may include:
  - Additional Building Height
  - Additional Square Footage of OAs

We need to identify the types of Commercial Uses we want to require and/or incentivize. Below is the language relating to commercial use and incentives in the latest draft of the ordinance. Because the incentives for commercial use include additional Building Height and Square Footage, I have included those draft sections as well.

D. Mixed Use, Civic Space, and Open Space Amenities
1. All new overnight accommodations projects are required to provide an area of not less than 5% of the building square footage for Civic Space, and/or Usable Open Space.
2. All new overnight accommodations will be required to provide at least 5% of the building square footage for retail or community commercial uses.
3. Additional commercial uses, either within the hotel, or in a separate building, are encouraged. Additional square footage and building height are offered as an incentive as described in appropriate sections below. Additional commercial uses shall serve the public or the visitors in the north end of the City, and can include space for outdoor markets, community gardens, freestanding retail (such as a market), desired community uses such as day care, small retail spaces for lease to entrepreneurs, Pharmacies and Drug Stores, laundry facilities open to the public, restaurants open to the public, and similar uses.

F. Building Height
1. The maximum building height for Overnight accommodations shall be 2 stories and a maximum of 30 feet, except as provided below.
2. An additional story (3 stories and a maximum of 40 feet) of overnight accommodation uses may be allowed if the developer is willing to provide the following:
   a. Additional affordable/employee/workforce housing above and beyond the amount required for Assured Workforce Housing. Each additional unit would
result in an increase in square footage of 10,000 sq ft. The maximum of 20,00 sq ft would be allowed with 2 additional workforce housing units. This would not replace the Assured Workforce Housing requirement but would be in addition to that. The additional units could be placed anywhere on the site; or

b. Dedication of land to the City or other qualified entity for the purposes of building affordable/employee/workforce housing; or

c. Submit a master plan for the site that includes the overnight accommodation use as well as at least 20,000 square feet of commercial uses that provide goods or services for the community and open to the public. Examples include Day Care Centers, Drug Stores and Pharmacies, Grocery Stores, Open Markets and similar uses. This would be above and beyond the requirement for Civic or Open Space. The commercial uses will not be counted toward the maximum square footage allowable for the Overnight Accommodation uses and may be in a separate structure.

G. Maximum Building and Project Size

1. The maximum gross square footage of any building housing overnight accommodations shall be 20,000.

2. The maximum gross square footage of an overnight accommodation project shall be 40,000, except as

3. If the developer chooses to develop commercial uses (over 5% of gross floor area) within a building or project, that project size could be increased by the gross square footage of the commercial use, not to exceed a maximum of 20,000 square feet.

4. The minimum parcel size for a new hotel or motel shall be 2 acres. If there is an existing lot of record as of the date of adoption of this ordinance that is under this minimum, it will be allowed to proceed.

Discussion Questions:

1. Should the minimum required commercial space be increased from 5%?
2. Does the idea of incentives for additional commercial use make sense?
3. Do we want to look at allowing additional building height and OA square footage as incentives?
4. What types of commercial uses should be required as a minimum and what types would be allowed in order to gain the incentive density/height?

Exhibit B is the minutes of the November 21, 2020 Planning Commission meeting. This is the meeting where the public hearing was held on the amendments.