



CITY OF HENDERSONVILLE
AGENDA ITEM SUMMARY
PLANNING DIVISION

SUBMITTER: Matthew Manley

MEETING DATE: November 13, 2025

AGENDA SECTION: New Business

DEPARTMENT: Community
Development

TITLE OF ITEM: Site Plan Review: Alternative Design Review – 407 7th Ave Retail Center (25-74-SPR) – *Matthew Manley, AICP | Long-Range Planning Manager*

SUGGESTED MOTION(S):

For Approval:

I move that the Current Planning Committee acting as the Alternative Design Review Committee recommend approval of the proposed alternative design having determined that the alternative design proposal advance the goals of Article 18 and is as good as, or better than, the ordinance design standards. This approval shall allow alternative design measures to be implemented by the applicant as shown in the Locust St Streetscape Plans including the slight modifications as detailed in the staff report

[or as further agreed upon in the meeting to include the following

- 1.
- 2.
- 3....]:

Furthermore, the following deviations from the Zoning Standards shall be permitted.

1. **5-19-3.2 Dimensional Requirements** – setback along Locust St to be reduced from 12' to 10' from the back of the curb
2. **5-19-3.3 d) Street Trees** – the number of street trees required to be reduced from 4-5 to 2.

[DISCUSS & VOTE]

For Denial:

I move that the Current Planning Committee, acting as the Alternative Design Review Committee, recommend denial of the proposed alternative design having determined that the alternative design proposal does not advance the goals of Article 18 and is not as good as, nor better than, the ordinance design standards.

[DISCUSS & VOTE]

SUMMARY:

The City of Hendersonville is in receipt of an application for preliminary site plan review and alternative design review from Lyle Chariff of 407 NC Holdings, LLC. The applicant is proposing to construct a 5,982 square foot, 5-unit retail shopping center at the corner of Locust St & 7th Ave.

The project qualifies for Final Site Plan administrative staff review due to its size. However, after initial review of the site plan, staff notified the applicant that the proposed design did not meet all the standards in the CMU zoning district and therefore would need to be revised or pursue alternative design approval.

There are two primary deficiencies. Staff has recommended that in lieu of 1) meeting the minimum 12' setback from the back of curb on Locust St and in lieu of 2) providing all of the required Street Tree plantings (due to utility/space constraints), that the applicant be responsible for installing the Locust St Streetscape Design that was established as part of the 7th Ave Streetscape project but was not fully installed. The 7th Ave Streetscape project was completed along this property's frontage on 7th Ave and half of its frontage on Locust St. These existing improvements are proposed to be credited towards the developer meeting the zoning district requirements.

PROJECT/PETITIONER NUMBER:	(25-74-SPR)
PETITIONER NAME:	407 NC Holdings, LLC. [Applicant/Owner]
ATTACHMENTS:	1. Staff Report 2. Preliminary Site Plan 3. Preliminary Building Design Plan 4. Locust St Streetscape Plan