

PRELIMINARY SITE PLAN AND BUILDING DESIGN REVIEW-TRU HOTEL
(A23-12-SPR)

CITY OF HENDERSONVILLE - COMMUNITY DEVELOPMENT STAFF REPORT

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PROJECT SUMMARY

- Project Name & Case #:
 - Tru Hotel Project
 - A23-12-SPR
- Applicant & Property Owner:
 - Upward Road Hospitality, LLC [Applicant]
 - Upward Road Hospitality, LLC [Owner]
- Property Address:
 - No Address Assigned
- Project Acreage:
 - 1.5 Acres
- Parcel Identification (PIN):
 - 9588-21-9113
- Parcel Zoning:
 - CHMU, Commercial Highway Mixed Use
- Future Land Use Designation:
 - Regional Activity Center
- Requested Uses:
 - Hotels & motels
- Type of Review:
 - **Administrative**- Decisions made in the implementation, administration, or enforcement of the Zoning Ordinance that involve the determination of facts and the application of objective standards set forth in the Zoning Ordinance.



SITE VICINITY MAP

The City of Hendersonville is in receipt of an application for preliminary site plan review and building design review from Satis Patel of Upward Road Hospitality, LLC. The applicant is proposing to construct a 45,797 square foot, 95 room hotel on the subject property.

The project received preliminary site plan approval from the Planning Board at the June 8th meeting. The applicant did not provide a preliminary building design to be reviewed alongside the preliminary site plan. It was decided during that meeting that the project would follow section 18-3-1.1 Site plan review only. The applicant would then be required to go through the building design review process during the final site plan review stage in accordance with section 18-3-2.1 Compliant final plan review.

However, staff was recently notified that the applicant could not meet all design standards in the CHMU zoning district and would be proposing an alternative design. Since the applicant's final plans are not to a level where they can be approved, the project could not follow section 18-3-2.2 Alternative final plan review. Due to this, the applicant will be going back through the preliminary site plan and building design review process in accordance with section 18-3-1.2 Joint site plan and design review.

PRELIMINARY SITE PLAN AND BUILDING DESIGN REVIEW GUIDELINES

Review of Preliminary Site Plans

The Planning Board reviewed and approved the proposed preliminary site Plan at their June 8th meeting. The Planning Board applied the following conditions to that approval:

1. The 12x40 loading/unloading space needs to meet the required 14' of overhead clearance.
2. Parking calculations need to be updated to take into account any “public meeting area and restaurant area” into the required parking calculations. Any areas meeting these criteria need to be included in the required parking calculation and reflected on the plans.
3. Sidewalks that are shown to the northern property line that states it will be “by others” will be the responsibility of this property owner and developer to ensure that these sidewalks are built in accordance with this project and that the requirement for these sidewalks are a requirement of this project.
4. To symbolize areas meeting the open space and common open space requirements. These areas must meet the criteria outlined in the ordinance.
5. Provide clarification and notes concerning 5-27-4.1.4 Common space standards including.
 - a. Add a note stating all service connections shall be underground.
 - b. Showing and calling out areas meeting requirements outlined in section d) seating and e) amenities.

Since the project did not provide building design plans during the previous preliminary site plan review and due to them not meeting the requirements of CHMU, they are required to go back through the preliminary site plan and building design review in accordance with 18-3-1.2 Joint site plan and design review. The Planning Board will be reaffirming their decision on the preliminary site plan. All previous conditions and aspects from the previous site plan approval will remain.

Review of CHMU Building Design Standards

This project is located within the Commercial Highway Mixed Use Zoning District which does have design standards for any project within this district (minus single and two family homes). Article 18 “Mixed Use Zoning” outlines the process that all projects located within a mixed-use zoning district shall undergo. Mixed use zoning districts require special attention to design because of the intermixing of land uses in close proximity. Applications for development authorization for projects located within one of the mixed-use zoning districts shall, in addition to site layout, address building and site design, as well as the functional integration of residential and commercial uses. In addition to meeting the requirements for site plan review contained in section 7-3, applications for development authorization within a mixed-use zoning district shall also demonstrate that the design of the project meets the goals and intent of the mixed-use zoning district classifications.

Staff received an initial renderings and elevation for the proposed Tru Hotel during the first preliminary site plan review process (June 8th Planning Board review). Staff provided comments on the items needed in order to bring the building design into compliance with the ordinance; staff did not receive these updated elevations during the first preliminary site plan review stage. The applicant chose to have their preliminary review of the site plan only and not include the design review. This` is allowed by ordinance in section 18-3-1.1 Site plan review only.

If a project does site plan review only during the preliminary plan review stage, then they have two paths forward during the final site plan stage which are:

1. 18-3-2.1 Compliant final plan review. The reviewing authority for compliant final plan review is the planning director.
2. 18-3-2.2 Alternative final plan review. The reviewing authority for alternative final plan review

is the planning board.

If the final design plans for a project deviate from the design standards contained in section 18-6, the applicant shall undergo alternative final plan review. The final site plan and final design plan shall be reviewed by the alternative design committee at one or more meetings at which the applicant is entitled to be present.

The alternative design committee (current planning committee) shall make a recommendation to the planning board as to whether the final design plan meets the requirements of article 18.

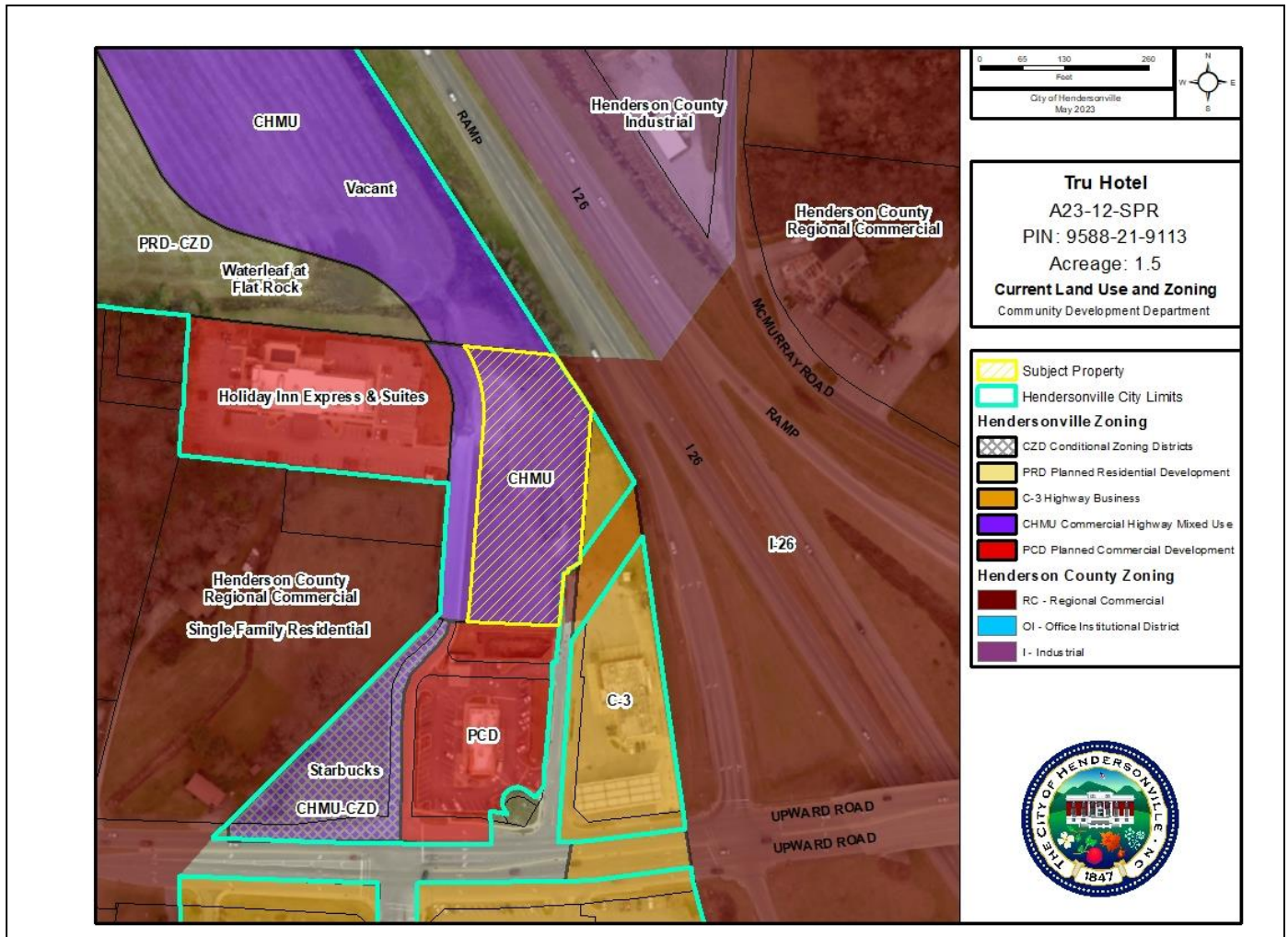
If the planning board determines the final plans demonstrate compliance with approved preliminary plans and with all other provisions of the zoning ordinance, including the design requirements contained in this article, it shall order that a zoning compliance permit be issued to the applicant.

Since this project is not ready to obtain their zoning compliance permit or be granted final site plan approval. Staff has decided to send the project as a whole back through the preliminary site plan and building design review process in accordance with section 18-3-1.2 Joint site plan and design review. The Planning Board will reaffirm their decision concerning the site plan review approval from the June 8th meeting and spend this meeting focusing on the building design plan.

The applicant is proposing several deviations from the standards within CHMU. Alternative designs are permitted within our ordinance. It is the intention of alternative design to provide a means for creative design approaches to development within the mixed-use corridors so long as the design of a project advances the goals of this article. Applicants who choose not to comply with the design standards for any mixed use zoning district classification are free to develop their projects in an alternative fashion so long as the proposed design of the project meets the general design consideration contained in section 18-6, and will result in a project design which is as good as, or better than, that resulting from the design standards.

The alternative design committee (current planning committee) will review the proposed alternative design proposed and give a recommendation to the Planning Board for approval or denial. The alternative design committee and Planning Board shall review the project to determine if the design meets the general design considerations of section 18-6.

EXISTING ZONING & LAND USE



City of Hendersonville Current Zoning & Land Use Map

The subject property is zoned CHMU Commercial Highway Mixed Use and was originally platted as part of the Planned Commercial Development along Upward Crossing Drive. City Council rezoned the subject property from PCD to CHMU on April 12th, 2023. The property fronts on Upward Crossing Drive which is a privately maintained paved road that has access from Upward Road. There are various zoning districts and uses surrounding the subject property. Parcels to the east are zoned C-3 Highway Business and Henderson County Regional Commercial and contain a gas station and I-26. Parcels to the south are zoned PCD, CHMU-CZD and C-3. This area contains a Bojangles, Starbucks and other interstate commercial uses. Parcels to the west are zoned PCD and Henderson County Regional Commercial. This area contains a Holiday Inn Express and single-family residential units. Parcels to the north are zoned CHMU and PRD-CZD and contain vacant farmland and the Waterleaf at Flat Rock Apartments. This area is seeing a lot of growth currently that will likely continue in the future due to its close proximity to I-26 and the road upgrades to Upward Road.

SITE IMAGES



*Access to the site along Upward Crossing Dr. Facing south
towards Upward Rd*



*Access to the site along Upward Crossing Dr. Facing north
towards future connection/access to Waterleaf Apartments*

SITE IMAGES



View of I-26 / Upward Rd from eastern edge of boundary



View of site facing west towards Upward Crossing. Existing Holiday Inn Express in background.

PROPOSED DEVELOPMENT DETAILS

- **Proposed Use: Hotel**
 - 95 rooms
 - 45,797 Square feet
 - Proposed Height 53' 10" (4 Stories)
- **Site:**
 - 1.5 Acres
 - No floodplain is present on the site.
 - No steep slopes are on the site.
 - It appears that the site has been previously graded.
 - No trees are currently present on the site.
- **Streets/ Access**
 - The site has two proposed access points.
 - Both points would be accessed off of the privately maintained Upward Crossing Drive.
 - The northern access point is shown as tying into the proposed new road construction project by the Waterleaf at Flat Rock Apartment project developers. The southern access point is tying into the existing Upward Crossing Drive roadway.
- **Parking**
 - Hotels & Motels: 1 per guest room plus 1 per 600 square feet of public meeting area and restaurant area
 - Required: 95 spaces plus 1 per 600 square feet of public meeting area and restaurant area
 - Currently proposed: 95 spaces plus 4 handicap spaces.
- **Sidewalks**
 - Sidewalks exist along most of the property frontage. The developer is showing new sidewalks in areas that are not currently served by sidewalks.
 - The sidewalks are shown as "done by others", however this developer will be responsible for putting in the sidewalks along their frontage as an aspect of this project.
 - The plans show sidewalks connecting the street sidewalks to the building entrance.
- **Stormwater Management**
 - The project will be required to install post construction stormwater measures. These plans will be reviewed as an aspect of the final site plan review.
- **Public Utilities**
 - The site will be served by City of Hendersonville Water and Sewer.

Applicant Proposed Deviations:

- **Requirement: 5-27-4.1.6 Building façades.** Front, rear and side façades of buildings shall contain at least two building materials which shall contrast in color and texture. At least 15 percent of the façade, exclusive of windows, doors and trim, shall consist of stone, brick, decorative concrete or decorative block.
- **Design Response:** TRU BY HILTON REQUIREMENTS DO NOT ALLOW MATERIAL CHANGES. WE BELIEVE WE ARE MEETING THIS CRITERIA AS MUCH AS POSSIBLE. THIS COLOR (DRYVIT SYSTEMS: PANTONE 7C BLACK) WILL BE APPLIED USING DEMANDIT SMOOTH FINISH. (They are proposing several different colors and textures as outlined in the attached elevations)
- **Requirement: 5-27-4.1.8 Building scale.** The scale of a building is a function of the size of the individual pieces of a building and their relationship to each other. The scale of a building is important in order to contribute to the overall diversity of building types, to give visual interest, and to maintain compatibility between buildings. These design standards regulate scale by means of offsets, that is, protrusions or breaks in the plane of façades.
 - a) Scale, buildings containing nonresidential uses. The following requirements apply to any building containing nonresidential uses, regardless whether the building also contains residential uses:
 - 1) The distance between required offsets is related to the height of the building wall on a two-to-one basis. A building façade which is less than or equal to the height of the building shall not require an offset.
 - 2) The height of any particular façade shall be measured from the average ground level to the mean height level between the eaves and ridge of a gable, hip or gambrel roof, or for flat roofs, to the top of the parapet.
 - 3) The depth or projection of the offset shall be 1/10th the length of the longest adjacent wall panel; provided, however, the minimum offset depth shall be one foot. By means of illustration, a building with a 20-foot wall panel shall have a two-foot offset adjacent to such wall panel.
 - 4) Each façade of a building visible from a street or common space shall comply with the offset requirements contained herein.
- **Design Response:** The MAJORITY OF OUR DESIGN CURRENTLY MEETS THE 2-TO-1 RATIO REQUIRED. WE WOULD LIKE A VARIANCE GRANTED FOR ANY ITEMS THAT FALL SHORT OF THE DIMENSION REQUIRED AS THE TRU BY HILTON DESIGN IS VERY PARTICULAR w/ THERE BUILDING LAYOUT. IT WOULD BE VERY DIFFICULT FOR US TO TRY AND CHANGE THE BUILDING FOOTPRINT NOW.

- **Requirement: 5-27-4.1.10 Building materials-** Building materials shall be used consistently on the exterior of the building and shall comply with the lists of prohibited materials contained herein.
- Prohibited building materials. Unless authorized through alternative design compliance, the following building materials shall be prohibited within the CHMU Commercial Highway Mixed Use Zoning District Classification: plain concrete block (with or without paint); corrugated or ribbed metal siding; reflective glass; more than 50 percent glass on any façade; roll roofing; roll siding; plain unfinished concrete (painting does not constitute a finish); **aluminum**; unpainted metal; exposed plain pipe columns; metal wall siding; and any other materials not customarily used in conventional construction.
- **Design Response:** WE HAVE REPLACED THE CLEAR ANODIZED ALUMINIUM WINDOWS w/ DARK BRONZE FINISH.
- **Requirement: 5-27-4.3.4 Roofs.** Parapets and decorative cornices are required for buildings with a flat roof. Eaves shall be provided with a pitched roof.
- **Design Response:** TRU BY HILTON REQUIREMENTS DO NOT ALLOW CORNICE CHANGES. WE HAVE PARAPETS FOR THE ENTIRE ROOF... THE DESIGN OF THEM MUST STAY SPECIFIC TO HILTON REQS.

PLANNING BOARD'S ROLE

Preliminary Site Plan Review:

The Planning Board will reaffirm their previous decision from the June 8th meeting concerning the preliminary site plan. This will reaffirm the approval and ensure that all previous conditions are still placed on the approval.

Preliminary Building Design Review:

The Planning Board will be tasked with reviewing the proposed alternative design plan provided by the applicant to ensure that it meets the intent of section 18-6 of the zoning ordinance. The Planning Board shall review the recommendation from the Alternative design committee (Current Planning Committee) prior to providing a decision. The applicants are entitled to be present to discuss their alternative design request and provide further clarification if needed.

If approved, joint preliminary site plan and design approval shall entitle the applicant to final approval to develop the property in accordance with the approved preliminary site plan so long as final plans, including the final design concept, do not deviate substantially therefrom.