

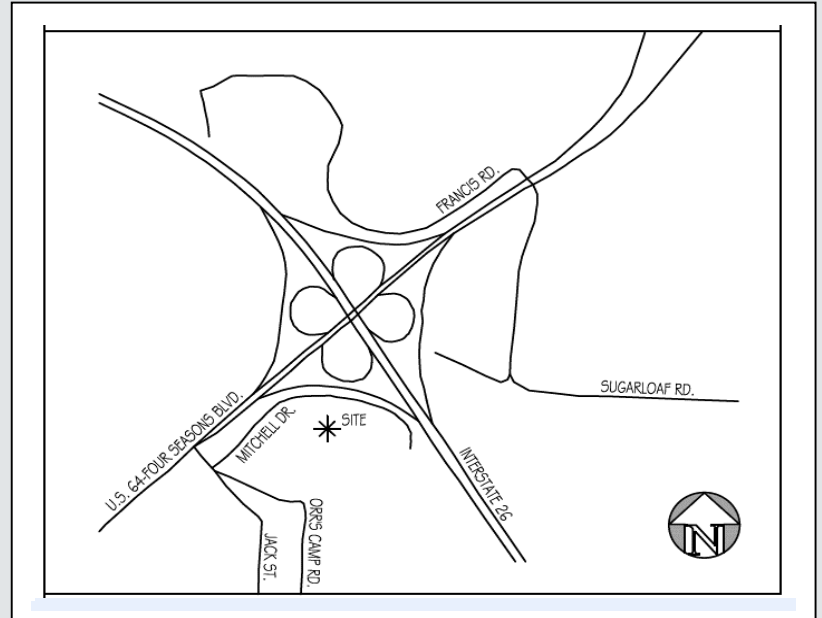
REZONING: CONDITIONAL REZONING- SCHROADER HONDA EXPANSION  
(P21-70-CZD)  
CITY OF HENDERSONVILLE - COMMUNITY DEVELOPMENT STAFF REPORT

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## PROJECT SUMMARY

- Project Name & Case #:
  - Schroader Honda Expansion
  - P21-70-CZD
- Applicant & Property Owner:
  - Casey Schroader [Applicant]
  - Leonard and Catherine Schroader [Owner]
- Property Address:
  - 220 Michelle Drive
- Project Acreage:
  - 4.007 Acres
- Parcel Identification (PIN):
  - 9579-45-0902
- Current Parcel Zoning:
  - C-3 Highway Business
- Future Land Use Designation:
  - Regional Activity Center
- Requested Zoning:
  - C-3 Highway Business Conditional Zoning District (C-3-CZD)
- Requested Uses:
  - Automobile sales & service establishments
  - Offices, business, professional and public
  - Retail stores
- Neighborhood Compatibility Meeting:
  - January 3rd, 2022



SITE VICINITY MAP

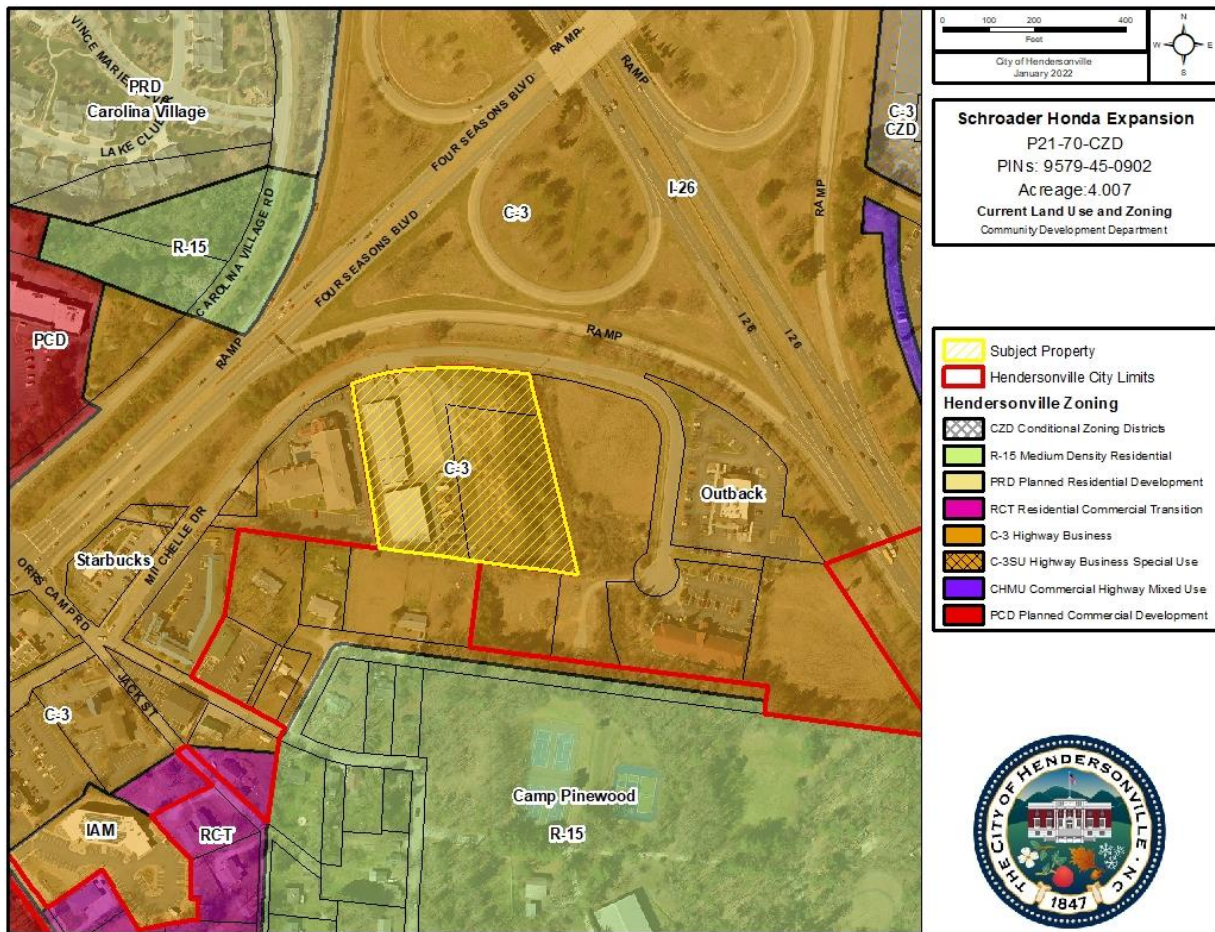
*The City of Hendersonville is in receipt of an application for a Conditional Zoning District from Casey Schroader of Schroader's Honda. The applicant is requesting to rezone the subject property, PIN 9579-45-0902, located at 220 Michelle Drive. The subject property was previously 2 separate parcels PINs 9579-35-8920 and 9579-45-0833. Since receiving the rezoning application, the property owners have combined the 2 parcels into 1 parcel to create PIN 9579-45-0902.*

*The site plan shows a two story 32,985 square foot expansion on the current Schroader Honda site. This expansion would include space for sales and office area.*

*The one-story 10,400 square foot building that Schroader Honda currently uses would remain as a warehouse and service area, as well as an existing one story 9,689 square foot metal warehouse building on the rear of the property.*

*In total the proposed development would be approximately 53,074. Due to the project involving more than 50,000 square feet of development and redevelopment, this project was required to undergo a conditional rezoning.*

## EXISTING ZONING & LAND USE



### City of Hendersonville Current Zoning & Land Use Map

The subject property is entirely abutted by parcels zoned C-3 Highway Business. The subject property has high visibility from Four Seasons Boulevard and the on ramp for I-26 east.

The surrounding area is predominantly C-3 Highway Business due to its proximity to Four Seasons Boulevard. The uses in this area include hotel, restaurant, gas station, bank, nonprofit, and funeral home. There is also a residential use that abuts the property which is zoned C-3 Highway Business and fronts on Sarasota Lane.

The area to the south of the subject property is designated as R-15 Medium Density Residential and contains Camp Pinewood a summer camp for children.

Other districts present in the general area include Planned Residential Development (Carolina Village), Planned Commercial Development, and Residential Commercial Transition.



## SITE IMAGES



*View of existing one story 9,689 square foot metal warehouse building at the rear of the property.*



*View of the one story 10,400 square foot building that Schroeder Honda currently uses as their main building and that would remain on site if approved.*

## SITE IMAGES



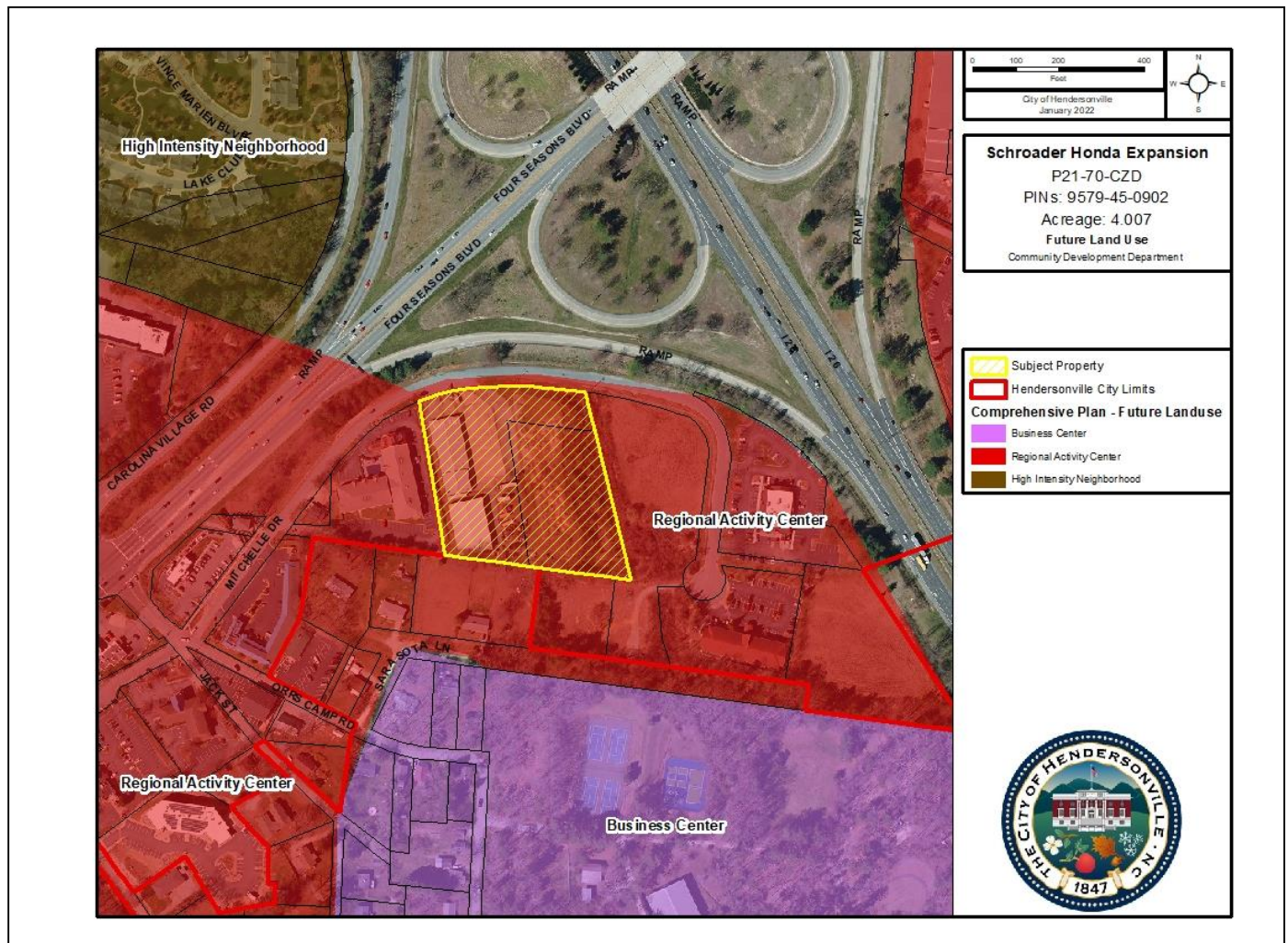
*View of existing drive entrance from east to west.*



*View of currently vacant property that is slated to be included in the redevelopment.*



## FUTURE LAND USE



City of Hendersonville Future Land Use Map

The site is designated as Regional Activity Center on the 2030 Comprehensive Plan's Future Land Use Map. All parcels abutting this parcel are also designated as Regional Activity Center. This designation reflects the commercial corridor along I-26 and US 64 (Four Seasons Boulevard).

The area to the south is designated as Business Center. This area is designated Business Center due to its size and frontage on I-26. The area to the northwest is designated as High Intensity Neighborhood due to Carolina Village.

All the parcels in this area have a high intensity future land use designation, whether it be residential, commercial or industrial.

COMPREHENSIVE PLAN CONSISTENCY	
Future Land Use	Goal LU-9. Regional Activity Center: Meet the large-scale retail needs of Hendersonville residents while encouraging mixed-use, walkable design through redevelopment and infill projects. [Consistent]
	Strategy LU-9.1. Locations: Commercial areas surrounding the US64/I-26 and Upward Road/I-26 interchanges [Consistent]
	Strategy LU-9.2 Primary recommended land uses: Community and regional retail sales and services [Consistent]
	Strategy LU-9.3. Secondary recommended land uses: Offices [Consistent]
	Strategy LU-9.4. Development Guidelines: Mitigation of bulk of large buildings through façade detailing and window coverage Hiding of large parking lots (more than one double-row deep) from thoroughfares with out lot structures Provision of pedestrian connections to parking and other buildings and properties
Land Use & Development	The subject property is identified as a “Priority Infill Area” in the Comprehensive Plan’s Map 8.3a: Growth Management [Consistent]  Priority Infill Areas: Areas that are considered a high priority for the City to encourage infill development on remaining vacant lots and redevelopment of underutilized or underdeveloped properties
	Goal LU-1. Encourage infill development that utilizes existing infrastructure in order to maximize public investment and revitalize existing neighborhoods. [Consistent]
	Strategy LU-1.1. Encourage infill development and redevelopment in areas planned for high-intensity development, as indicated by the “Priority Infill Areas” on Map 8.3a. [Consistent]
	A portion of the property is identified as a “development opportunity” in the Comprehensive Plan’s Map 8.2b: Development Framework. [Consistent]

COMPREHENSIVE PLAN CONSISTENCY	
Population & Housing	N/A- No Goals, Strategies or Actions are directly applicable to this project.
Natural & Environmental Resources	Strategy NR-1.4 Control development on steep slopes in order to protect life and property from erosion and landslides and preserve the natural appearance of hillsides
Cultural & Historic Resources	N/A- No Goals, Strategies or Actions are directly applicable to this project.
Community Facilities	N/A-- No Goals, Strategies or Actions are directly applicable to this project
Water Resources	WR-2.3 Enable and encourage Low-Impact Development practices in stormwater management.
Transportation & Circulation	Project did not trigger the requirement to provide a TIA.



GENERAL REZONING STANDARDS	
Compatibility	<b>Is the proposed rezoning compatible or incompatible with surrounding uses?</b>
	The surrounding land uses are commercial, vacant land zoned commercially, single family homes, and a camp to the south.
Changed Conditions	<b>Highlight any changed conditions, on surrounding property, etc. that suggest a rezoning is appropriate.</b>
	The proposal is to extend a business that is already operational on this site. The project that is being proposed is allowed by right under the current zoning if it had not exceeded 50,000 square feet in floor area.
Public Interest	<b>Are there public interests or benefits that would be derived for the greater population from the rezoning?</b>
	Schroader Honda is one of the few motorcycle retailers in Henderson County. This expansion will allow them to offer a wider retail selection and service.
Public Facilities	<b>Are there public facilities that can support the proposed rezoning, water, wastewater, fire and police, schools, and transportation?</b>
	The current use of the property would continue as it does today.
	The property is already served by water. Michelle Drive is an NCDOT maintained road.
Effect on Natural Environment	<b>Would the proposed amendment result in “significantly adverse impacts” on the natural environment?</b>
	The project is disturbing more than 1 acre. They will be required to install a City approved stormwater control measure.

The petition is found to be **consistent** with the City of Hendersonville 2030 Comprehensive Plan based on the information from the staff analysis and the public hearing, and because:

*The Regional Activity Center designation calls for community and regional retail sales and services as a primary recommended land use and offices as a secondary recommended land use under Strategy LU-9.2 and 9.3.*

We **[find/do not find]** this petition to be reasonable and in the public interest based on the information from the staff analysis and the public hearing, and because:

*DRAFT [Rationale for Approval]*

- *The development is an expansion of an existing use/business in this area.*
- *The subject property is classified as a priority infill area on Map 8.3a*
- *A portion of the property is identified as a development opportunity on Map 8.2b*

*DRAFT [Rational for Denial]*

-

## **COMMUNITY DEVELOPMENT DEPARTMENT**

The site plan accompanying this petition meets the standards established by the Zoning Ordinance for Planned Residential Development (5-14) and Site Plan Review (7-3).

The petition and site plan requests that the following uses be permitted within the condition zoning district:

- Automobile sales & service establishments
- Offices, business, professional and public
- Retail stores

The site plan requests the following optional provisions (developer proposed conditions):

- The uses associated with this project require that the developer provide 118 off street spaces for the project. The developer has proposed to provide 30 spaces. This would constitute a condition for the reduction of 88 spaces.

## **CITY ENGINEER**

- Show 6" thick concrete sidewalk continuation through driveways. [Addressed]
- Proposed retaining wall is shown within Mitchell Drive R/W. The wall should be shifted outside the R/W. [Addressed]

## **FIRE MARSHALL**

N/A

## **STORMWATER ADMINISTRATOR**

## **UTILITIES ENGINEER**

- Provide more detail on water service? Re-use existing 1-inch meter and add fire line? [Addressed]

## **TRANSPORTATION SUMMARY**

N/A: A TIA review was not trigger for this project. A driveway permit for this project will be required from NCDOT during final site plan review.



**OUTSTANDING ISSUES** (Compliance Required)

**Land Use & Development**

**Population & Housing**

**Natural & Environmental Resources**

**Cultural & Historic Resources**

**Community Facilities**

**Water Resources**

**Transportation**

## **REQUESTED TECHNICAL REVISIONS (Suggested Conditions)**

### **Land Use & Development**

### **Population & Housing**

### **Natural & Environmental Resources**

- Recommending natural vegetation be retained on slope outside the disturbance and appropriate native grasses and herbaceous plants be planted beyond the impermeable parking surface, and down to and around the retaining pond.
- Recommend replanting of trees, shrubs, grasses, and herbaceous plants in the slope area, to be disturbed, just north of retaining pond. This will provide a buffer and filter as well as decrease erosion and water runoff. It can provide a transition to abutting property as well as additional future cover. No turf grasses to be used.

### **Cultural & Historic Resources**

### **Community Facilities**

### **Water Resources**

### **Transportation**

- Make the western driveway an entrance only due to existing topography and possible site distance issues.