

Project Narrative For: Flow Honda/CDJR

Parcel Description: Parcel ID 04500-00-00-068D4

Pre-App Meeting Date: April 21, 2025 PARCEL ID	PREVIOUS ACREAGE	NEW ACREAGE	EXISTING ZONING	PROPOSED ZONING
04500-00-00- 068D4	6.14 AC	6.47 AC	Highway Commercial	SUP for outdoor storage, display, and sales in entrance corridor overlay

Location:

The property is located on 960 Hilton Heights Road in Albemarle County, Virginia (960 Hilton Heights Rd, Charlottesville, VA 22901).

Surrounding Uses:

The adjoining parcels to the property include a hotel, auto dealership, restaurant, and a warehouse chain. The proposed use of expansion of the existing auto dealership will not adversely affect the surrounding parcels.

Comprehensive Plan Designation:

The property is designated as “Commercial Mixed Use” in the Albemarle County Comprehensive Plan. The proposed use of expansion of the existing auto dealership matches the specifications of the Commercial Mixed Used category in the Albemarle County Comprehensive Plan, which is further described in Consistency with Comprehensive Plan.

Project Proposal:

Flow 960 Hilton LLC, the owner has acquired 0.34 acres of public right-of-way from the Virginia Department of Transportation (VDOT) per INST#202500006611 to expand its parking and display area for the existing auto dealership located on TMP 45-68D4. Currently, Flow Chrysler Dodge Jeep Ram is 405 spaces short per manufacturer requirements. This expansion would accommodate approximately 50 additional display spaces. As a result, this development would bring the car dealership closer to meeting manufacturer requirements by 10%. Additionally, the attached concept shows the landscaping exceeding the entrance corridor requirements.

The proposed expansion area has an overhead utility line, and easements for Dominion, Brightspeed, Segra, and MCI Metro Access Transmission Services of Virginia.

The owner is applying for a Special Use Permit for outdoor storage and display, which is an amendment to SP 2002-046. The property is located in the highway commercial zoning district and is subject to the entrance corridor overlay. Per Section 30.6.3.A-2-B, outdoor storage and display is allowed by special use permit.

Public Benefit:

The existing auto dealership creates many employment opportunities in Albemarle County. It will also continue to contribute to the local economy by generating real estate and business taxes. Currently, Flow employees 426 employees in the Charlottesville area and pays over \$500,000 in annual taxes. By providing additional display area, spaces that were previously used for display will now be available for customer parking. It will be significantly more attractive for customers to visit the dealership due to the availability of parking, thereby increasing the positive economic impact of the business.

Consistency with Comprehensive Plan:

The property is designated Urban Mixed Use in the Places 29 Master Plan. Table LU2 “Auto Commercial sales and Service” notes that when considering locating Auto Commercial Sales & Service within the Urban Mixed-Use Designation, “evidence must be provided that noise, odors, and other potential nuisances do not affect surrounding properties.” Being that the adjacent properties are the same use as what is proposed, there will be no impacts to adjacent parcels. Beyond those parcels directly adjacent to the property, there are primarily big-box retail stores in the vicinity of the property and those parcels will not be affected by this proposal as the nature of the uses along this commercial corridor are largely consistent with one another. There are no noises, odors, or potential nuisances that are expected from the property that are inconsistent with the character of adjacent and nearby parcels.

According to Comprehensive Plan of Albemarle County, the county aims to use its Growth Management Policy as the foundation for decisions on land use, capital expenditures, and service provision. Flow 960 Hilton's proposal to enhance its existing facilities within the Development Area fits within this framework, as it seeks to improve infrastructure (in this case, parking, and display facilities) to support existing business operations and meet manufacturer requirements.

This proposal is consistent with the adopted 2015 Comprehensive Plan in the following ways:

Economic Development

Strategy 2b: Continue to provide support to the business community and assistance for business retention and expansion.

The existing dealership has operated in Albemarle County for years. Allowing for additional display area will support its continued retention and expansion.

Objective 4: Ensure that there is sufficient land to accommodate future business and industrial growth, and plan for infrastructure to serve employment areas where these businesses are located.

There are a limited number of parcels in Albemarle County that are appropriately zoned and located along major arterial corridors to serve this proposed use. This parcel has sufficient visibility and is sufficiently sized to serve this proposed use.

Impacts on Public Facilities & Public Infrastructure:**Transportation:**

No anticipated traffic impact due to no intensification of use (no building expansion is proposed).

Water and Sewer:

The proposed property annex will have no impact on the existing water and sewer services. The site is located in the ACSA jurisdictional area.

Public Schools:

The use will have no impact on public schools.

Public Parks:

This proposal will have no impact on public parks.

Public Safety Facilities:

The existing auto-dealership does not need emergency services on a frequent or regular basis. However, in the event of an emergency on the property, the auto-dealership is served by Seminole Fire Station. The proposed additional display spaces will not add any additional impact to public safety facilities.

Impacts on Environmental Features:

Steep slopes (managed) are present on the property. Any disturbance of these slopes will comply with Sec.30.7.5 of the Zoning Ordinance.

Relevant Factors to be considered:

Pursuant to Sec. 33.8 of the Albemarle County Zoning Ordinance, the following relevant factors are to be considered by the Planning Commission and the Board of Supervisors when evaluating a special use permit request:

No Substantial Detriment:

No substantial detriment affecting the surrounding commercial uses are expected. The proposed use is directly consistent with the uses of the adjacent parcels.

Character of Zoning District to Remain Unchanged:

The surrounding area of the zoning district is designated highway commercial. Adjacent parcels to the property utilized current by-right use of an auto-dealership. Expanding the auto-dealership on the property will not alter the character of the zoning district.

Harmonious Special Use:

The special use permit allowing for outdoor sale, storage, and display on the property will be in harmony with the following:

Purpose and Intent of the Zoning Ordinance

The intent of the Highway Commercial district is to “permit the development of commercial establishments... on major highways within the urban area and communities in the comprehensive plan”. The existing auto-dealership is a by-right use within the Highway Commercial district on the major highway of US Route 29.

The Use Permitted by Right in the Zoning District

Permitting additional storage and display for the auto-dealership, consistent with the operations described in this project narrative and proposed site improvements shown on the concept plan provided with this special use permit application is harmonious with the uses permitted by right in the Highway Commercial district.

The Public Health, Safety and General Welfare

Expansion of the existing auto-dealership on the property will be harmonious with the public health, safety and general welfare as the auto-dealership follows the business principle of industry clusters by locating in close proximity to similar auto-dealerships.