

Town of Blowing Rock
Planning Board
Thursday, February 20th, 2025
5:30 p.m.

Call to Order

Approval of Agenda

Approval of January 16th, 2025 Minutes

New Business

1. Conditional Zoning # 2024 – 05 Shoppes on the Parkway

Old Business

Committee Reports

Adjournment

Blowing Rock Planning Board

STAFF REPORT

Project: CZ 2024-05 Conditional Rezoning from GB to CZ-GB – Villages at Shoppes on the Parkway
Meeting Date: February 20, 2025
Applicant: Shoppes on the Parkway, LLC
Staff: Kevin Rothrock, Planning Director

REQUEST

Shoppes on the Parkway, LLC is requesting a conditional rezoning of the Shoppes on the Parkway property at 278 Shoppes on the Parkway Road from GB, General Business to Conditional Zoning – General Business (CZ-GB). The Applicant is requesting to redevelop the property from a single-level retail center to a mixed-use development with retail, restaurants, and residential units. The Applicant is seeking approval of Phase 1A which is an addition of 33 dwelling units in a 3 to 4 story building on the south end of the property along the Middle Fork New River. The Applicant is sharing the entire Master Plan with the community for future long-term expectations but anything beyond Phase 1A will require additional approval. The property is further identified by Watauga County PIN 2818-10-4788-000.

BACKGROUND

The Applicant purchased Shoppes on the Parkway in 2022 and have determined the property is underutilized. The Applicant proposes a community with residential, retail shops, restaurants, adequate parking, outdoor lawn and dining areas, all tied together within a walkable development with pedestrian connections to sidewalks and the future Middle Fork Greenway.

SITE PLAN

Setbacks

Some of the proposed buildings in the build out project will exceed 35 feet in height so an increased 40-foot street and 16-foot side/rear setback will be required. Although the current plans indicate a 20-foot street and 8-foot side/rear setback, the project meets all setback requirements.

Building Height

The majority of the proposed residential building will be 37 feet in height. However, the 5 mezzanine areas will have a maximum height of 53 feet measured at the primary building entrance. The Applicant is asking for this as a condition of approval.

Architectural Design

The residential building will have a combination of vertical wood siding with heavy timber beams and accents. There is substantial stucco/efis planned for the exterior walls. Staff has asked for a reduction in that type of siding material and requested wood lap siding, or feather edge wood siding if appropriate. The roofing will be a brown standing seam metal and natural rock will be used for columns, accents, and the proposed chimneys.

Since this is Phase 1A only, staff is asking that if the future phases do not happen that the Applicant be required to make some exterior upgrades to the existing retail shops that blend with and compliment the proposed residential building.

Parking

The current parking lot will be adjusted to accommodate the proposed residential building once the end of the retail building is removed. Parking for the residential building will be separated somewhat from the rest of the retail center with buffering.

The Applicant proposes 1 parking space for every 1 bedroom unit, and 2 parking spaces for every 2 or 3+ bedroom units plus 1 space for every 4 units in the residential building. The total proposed parking is 74 spaces and the Applicant is providing 77 spaces.

Storm Water

The proposed impervious areas are being reduced with Phase 1A and the overall build out of the project. The Applicant is proposing rain gardens and bio swales to treat storm water and provide water quality benefits.

Utilities

Public water and sewer currently serves the property but the Applicant will need to relocate some of the lines to accommodate the proposed building location.

All electrical services will be provided underground.

Garbage Collection

A new dumpster area will be provided and screened in the redesigned parking lot between the proposed residential building and the retail building.

Landscaping

With the removal of the south end units of the current retail building, the parking lot in front of the proposed residential building will be reorganized. There are additional parking lot shade trees and a line of buffer trees to separate the residential building from the retail building.

There is a gap on the southern edge of the property adjacent to the Chetola maintenance area where a buffer screening needs to be added. This buffer will be required in the final plan review.

The stream side of the building has an existing vegetated stream buffer that will remain and help to screen the proposed building from Hwy 321.

Applicant Proposed Conditions

1. Parking: 1 space for 1 bedroom units, 2 spaces for each unit with 2 or more bedrooms, and visitor spaces to remain at 1 space per 4 dwelling units.
2. That the maximum building height of the five (5) mezzanines to be no more than 53 feet measured from the primary entrance.

NEIGHBORHOOD MEETING

A neighborhood meeting was held at Town Hall on February 13, 2025 where the Applicant shared their immediate and future phased plans for the property.

ATTACHMENTS

1. Project Narrative
2. Phase 1 site, grading, utility, drainage, and landscape plans and long-term future project plans
3. Architectural elevations of the proposed residential building

SHOPPES ON THE PARKWAY REDEVELOPMENT

PROJECT NARRATIVE (Phase 1A)

December 2024

The new owners of Shoppes on the Parkway believe that the property is currently underutilized and plan to redevelop it in hopes to make it an economic benefit to the Town of Blowing Rock and surrounding communities, as well as an asset to the many visitors that drive the local economy.

The plan is to redevelop the property into a Village Community that has a mix of retail, restaurants and residential components. The Master Plan has a central green area surrounded by first story retail with residential on the upper floors. The goal is to create a community feel and provide a majority of needs for both the residents and visitors all in one location.

Parking: The project plans provide parking as needed rather than based on particular ratios. The new owners have several mixed-use developments and found this works well to reduce unnecessary parking. Many municipalities have gone to limiting parking rather than requiring a minimum number. They do realize that the residential component must provide sufficient parking for its residents and have provided what they feel is needed for the first phase, which is all residential. The amount provided matches closely with the amount required by the Town.

Landscaping: Since this is the first phase of many, the proposed landscaping shown is intended to provide a sufficient buffer for the proposed residential building while blending into the commercial areas and overall development. Also, an emphasis has been placed on providing landscaping that will not only provide appropriate buffering between uses but also will not be affected by the construction of the future phases.

Stormwater: Both Phase 1A and the overall Masterplan will have a reduction in impervious surface. Innovative stormwater solutions are proposed to handle the runoff, such as bioswales and rain gardens. These will not only provide detention but also help with water quality. The existing stormwater basin on the southern border will be replaced with the aforementioned measures along with any other as needed or required during the design development phase.

Utilities: Both a water and sewer main will need to be relocated in this phase. We have met with the Town's Public Utility Director and are working with him to meet both the Town and State's requirements.

Fire Protection: We have worked with the Town's Fire Department and have provided what they have requested in the way of access and clearances. The residential building will be sprinkled as required.

Masterplan: The layout shown is conceptual in nature and subject to change based on several factors as well as the success of early phases. It is included so that you can see what we are striving for when the redevelopment is complete.

MATERIALS



TYPE 6 VERTICAL SIDING
COLOR - KATMAI 1C
BRAND - RESAWN TIMBER
SIDING COLOR 1

OR

TYPE 6 VERTICAL SIDING
COLOR - RALEY 3C
BRAND - RESAWN TIMBER
SIDING COLOR 2



TYPE-STUCCO/BEEF
COLOR - CRISP LINEN
BRAND - DRYVIT



TYPE-STANDING SEAM METAL
COLOR - CHARCOAL GRAY



TYPE-HEAVY TIMBERS
COLOR - WEATHERED TEAK
BRAND - SHERVIN WILLIAMS



TYPE-REAL STONE VENEER
COLOR - QUEENSBURY - ELONGATED
BRAND - REAL STONE



SHOPPES ON PARKWAY

SITE

NEW DEVELOPMENT



APPROXIMATE VIEW FROM 321



RENDERING- 321 SIDE - SIDING COLOR 1



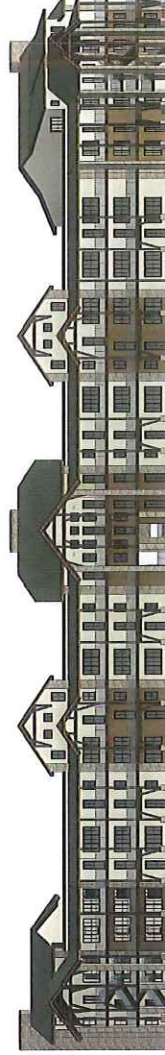
SOUTH SIDE - HIGHWAY

2 321

1" = 25'-0"



RENDERING- SHOPPES ON THE PARKWAY SIDE - SIDING COLOR 2



NORTH SIDE -

1 SHOPPES ON PARKWAY

1" = 25'-0"

AVERAGE HGT. OF BUILDINGS - 45'



APPALACHIAN
ARCHITECTURE, P.A.
BILL DIXON, NCARB
103 N KING ST.
BOONE, NC 28605
WWW.APPALACHIAN.COM

DATE: 12/6/24

NO.	REVISIONS



EXTERIOR ELEVATIONS
VILLAGES @ SHOPPES
BLOWING ROCK, N.C.

DRAWN BY:
CHECKED BY:
SHEET TITLE

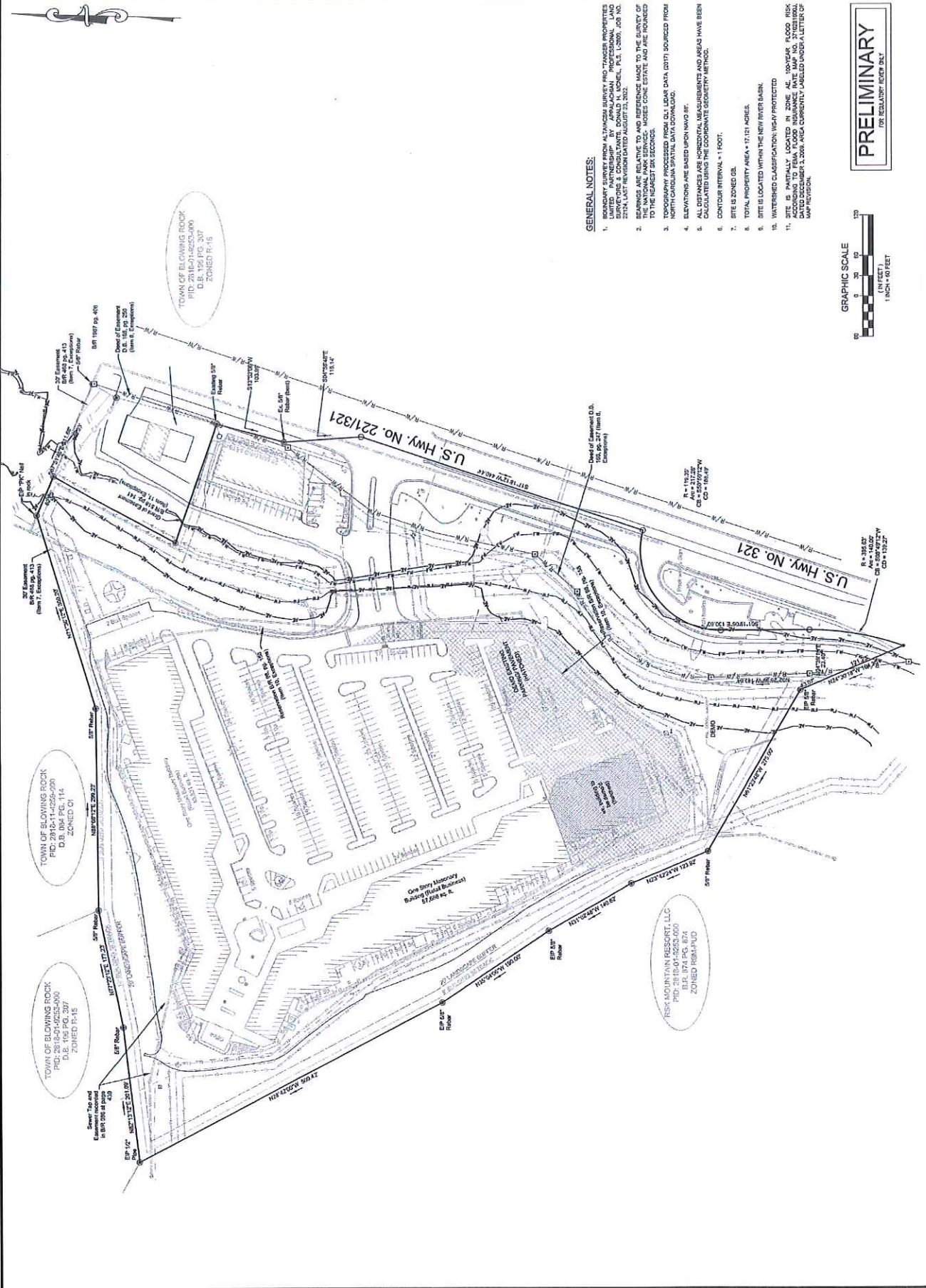
A-3





REDEVELOPMENT
SHOPS ON THE PARKWAY
PHASE 1A - CONDITIONAL ZONING PERMIT
BLOWING ROCK, NC

EXISTING SITE CONDITIONS	
NO. 1	NO. 2
NO. 3	NO. 4
NO. 5	NO. 6
NO. 7	NO. 8
NO. 9	NO. 10
NO. 11	NO. 12
NO. 13	NO. 14
NO. 15	NO. 16
NO. 17	NO. 18
NO. 19	NO. 20
NO. 21	NO. 22
NO. 23	NO. 24
NO. 25	NO. 26
NO. 27	NO. 28
NO. 29	NO. 30
NO. 31	NO. 32
NO. 33	NO. 34
NO. 35	NO. 36
NO. 37	NO. 38
NO. 39	NO. 40
NO. 41	NO. 42
NO. 43	NO. 44
NO. 45	NO. 46
NO. 47	NO. 48
NO. 49	NO. 50
NO. 51	NO. 52
NO. 53	NO. 54
NO. 55	NO. 56
NO. 57	NO. 58
NO. 59	NO. 60
NO. 61	NO. 62
NO. 63	NO. 64
NO. 65	NO. 66
NO. 67	NO. 68
NO. 69	NO. 70
NO. 71	NO. 72
NO. 73	NO. 74
NO. 75	NO. 76
NO. 77	NO. 78
NO. 79	NO. 80
NO. 81	NO. 82
NO. 83	NO. 84
NO. 85	NO. 86
NO. 87	NO. 88
NO. 89	NO. 90
NO. 91	NO. 92
NO. 93	NO. 94
NO. 95	NO. 96
NO. 97	NO. 98
NO. 99	NO. 100

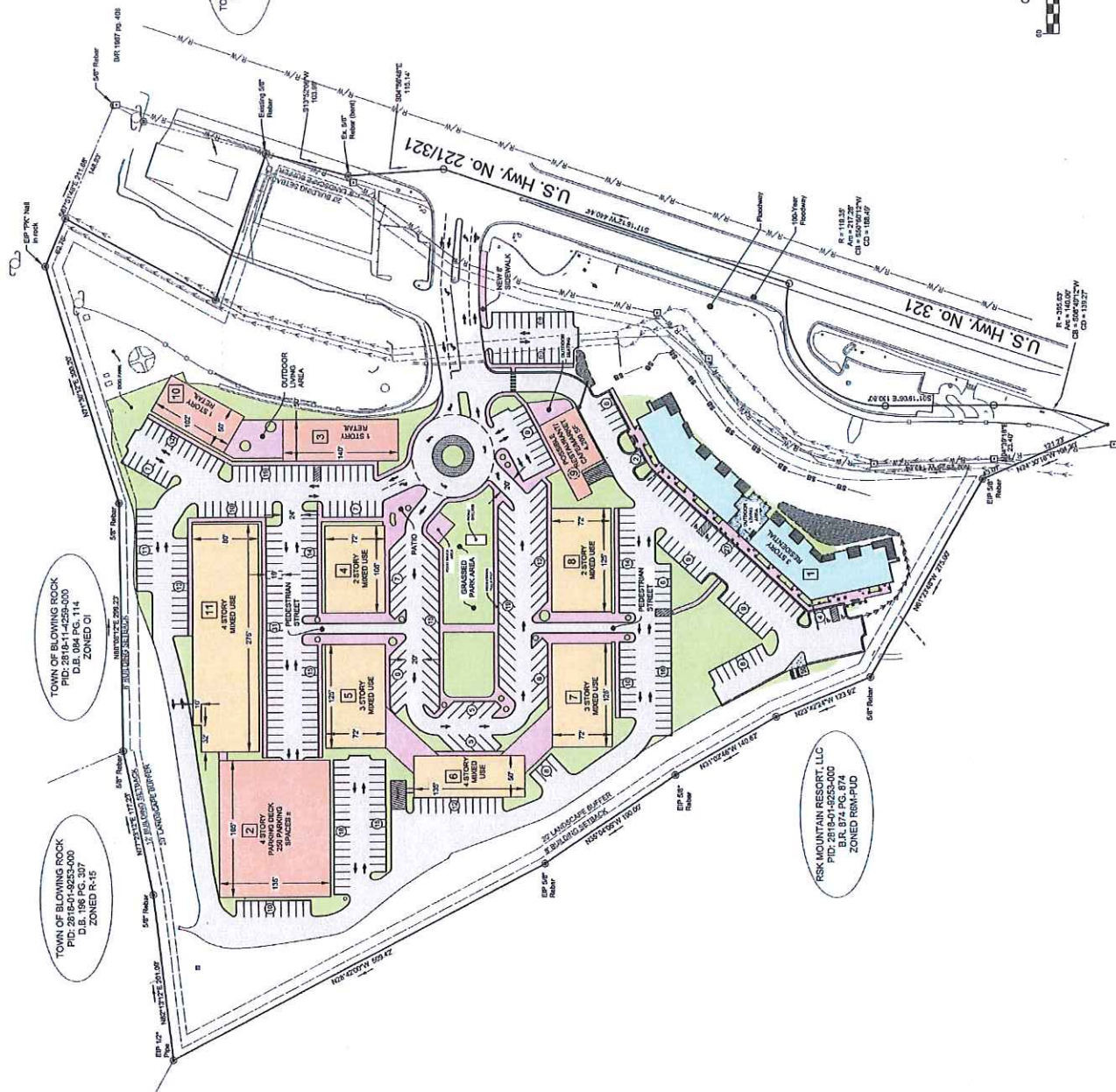


PRELIMINARY
FOR REGULATORY REVIEW ONLY

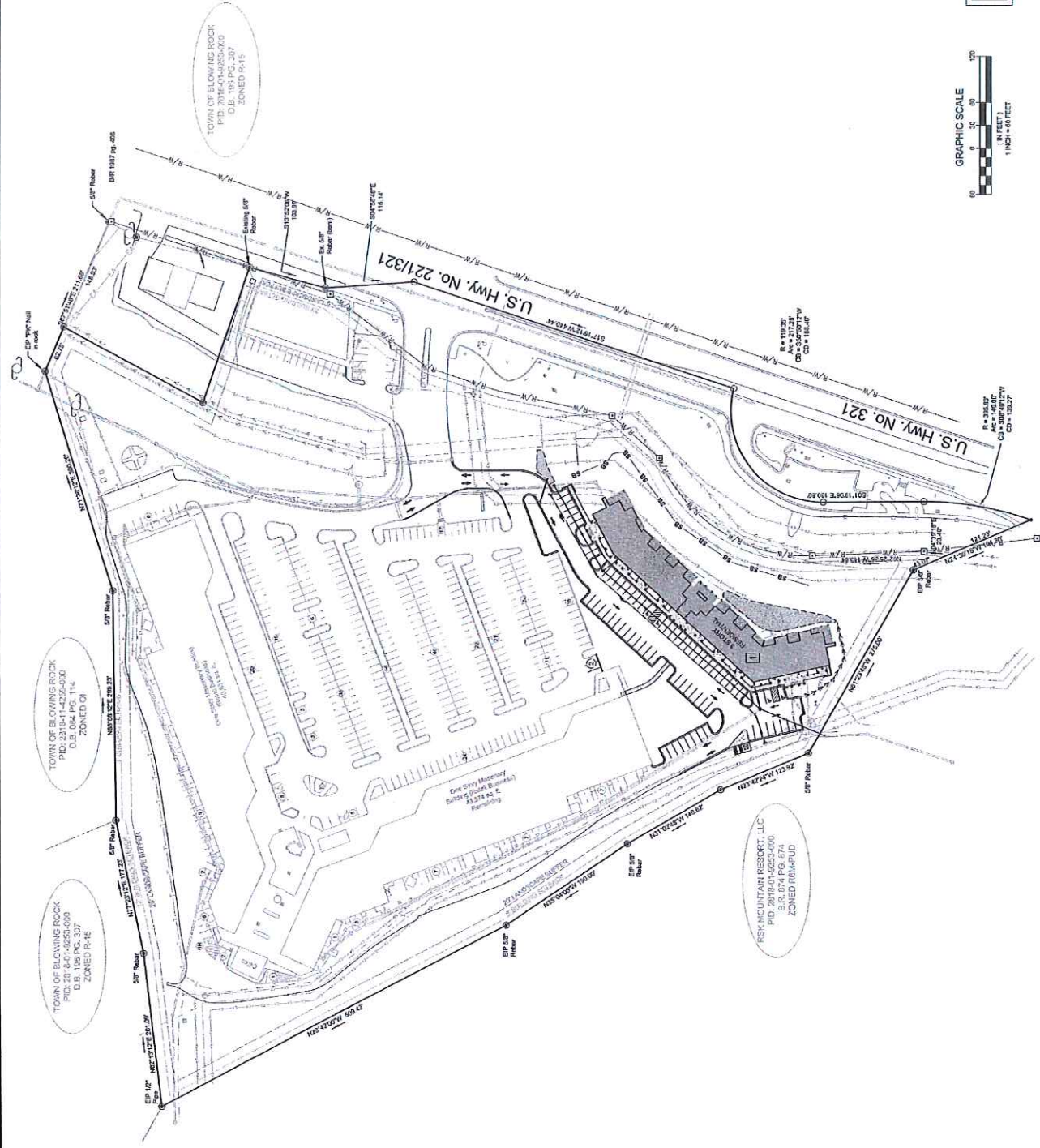
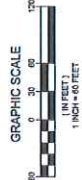
- GENERAL NOTES:**
- BOUNDARY SURVEY FROM ALTAIR SURVEY FID TANGER PROPERTIES (PD: 2018-01-0253-000, D.B. 084 PG. 114, ZONED C1) AND SURVEYORS & CONSULTANTS, DONALD A. SCHULZ, P.E., L.2000, JOB NO. 2214, LAST REVISION DATED AUGUST 21, 2023.
 - BEARINGS ARE RELATIVE TO AND REFERENCE MADE TO THE SURVEY OF THE TOWN OF BLOWING ROCK (PD: 2018-01-0253-000, D.B. 084 PG. 114, ZONED C1) TO THE NEAREST SIX SECONDS.
 - TOPOGRAPHY PROCESSED FROM OLD LEAD DATA (2017) SOURCED FROM NORTH CAROLINA SPATIAL DATA DOWNLOAD.
 - ELEVATIONS ARE BASED UPON NAVD 83.
 - ALL DISTANCES ARE HORIZONTAL MEASUREMENTS AND ARE BEING CALCULATED USING THE COORDINATE GEOMETRY METHOD.
 - CONTOUR INTERVAL = 1 FOOT.
 - SITE IS ZONED C1.
 - TOTAL PROPERTY AREA = 11.11 ACRES.
 - SITE IS LOCATED WITHIN THE NEW RIVER BASIN.
 - WATERSHED CLASSIFICATION: HIGHLY PROTECTED
 - SITE IS PARTIALLY LOCATED IN ZONE A2, 100-YEAR FLOOD RISK MAP, MAP NO. 15-000, AND CURRENTLY MAINTAINED UNDER A LETTER OF MAP REVISION.

GRAPHIC SCALE

(IN FEET)
1 INCH = 60 FEET



FOR REGULATORY REVIEW ONLY



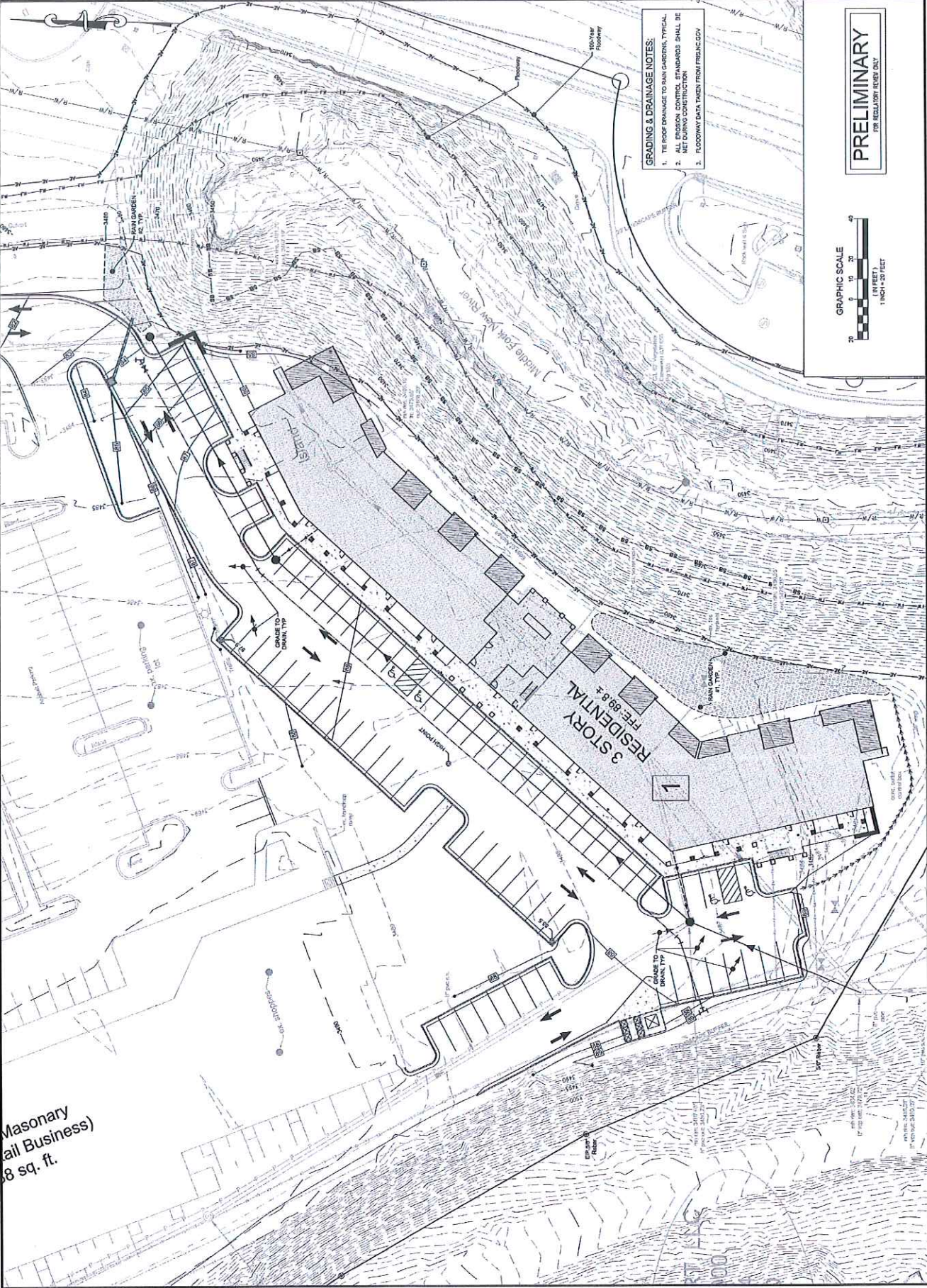




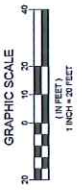
**REDEVELOPMENT
 SHOPS ON THE PARKWAY
 PHASE 1A - CONDITIONAL ZONING PERMIT
 BLOWING ROCK, NC**

PHASE 1 GRADING AND DRAINAGE PLAN			
DATE	BY	CHKD	APP'D
02-25-24	SSJ		
02-25-24	SSJ		
02-25-24	SSJ		

SCALE	1" = 20'
DATE	02-25-24
DRAWN BY	SSJ
CHECKED BY	SSJ
APPROVED BY	SSJ
PROJECT NO.	220316.1
SHEET NO.	6 OF 7

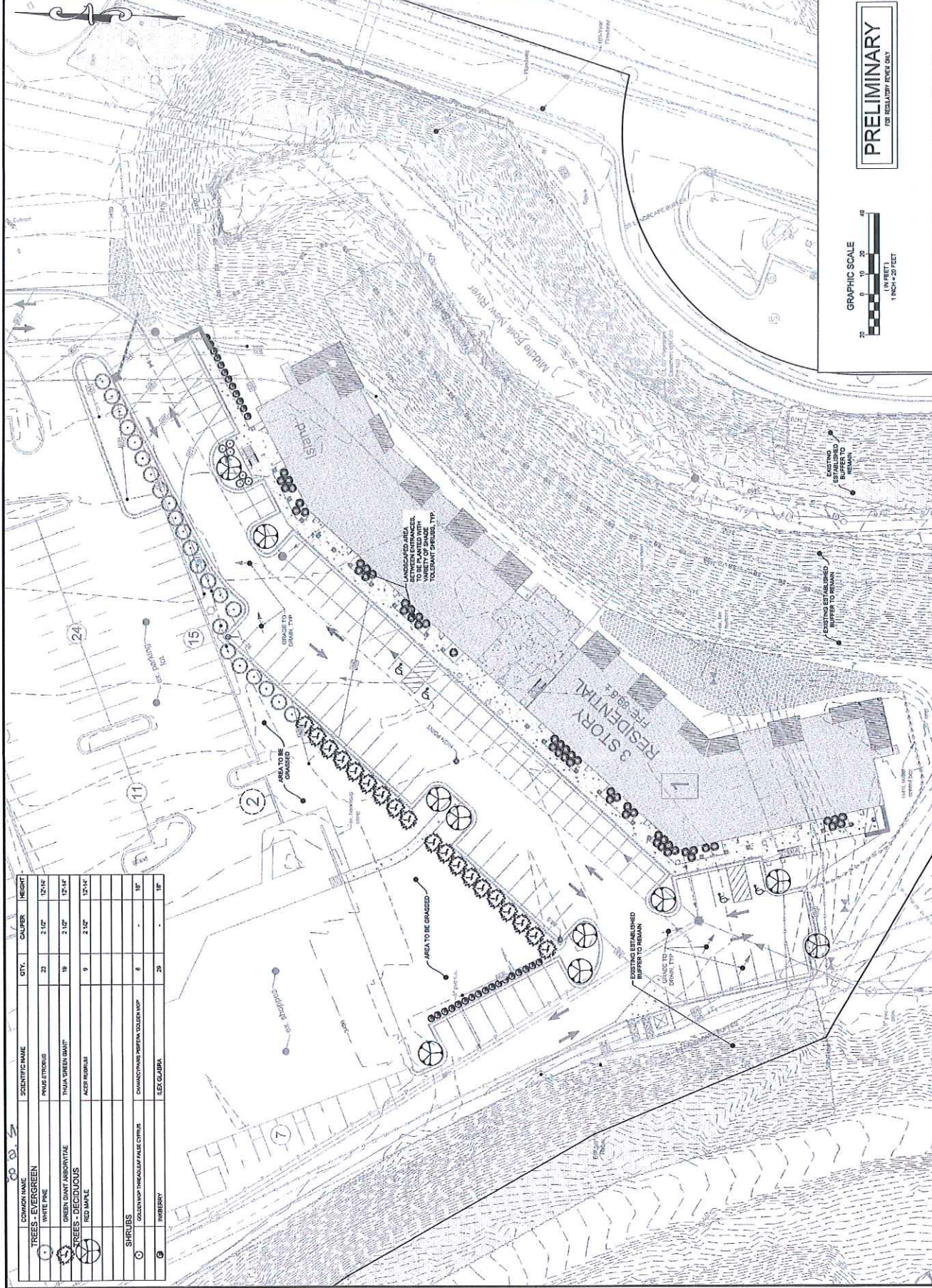


GRADING & DRAINAGE NOTES:
 1. THE PROPOSED GRADING IS BASED ON TYPICAL
 2. ALL EROSION CONTROL STANDARDS SHALL BE
 3. FLOODWAY DATA TAKEN FROM FIRM 15040-001



PRELIMINARY
 FOR REGULATORY REVIEW ONLY

Masonry
 Mail Business)
 8 sq. ft.



COMMON NAME	SCIENTIFIC NAME	QTY.	CAULUS	HEIGHT
TREES - EVERGREEN				
WHITE PINE	PRINCE STROBUS	25	2 1/2"	12'-14'
GREEN GIANT ARBOREAL	THUJA GREEN GIANT	18	2 1/2"	12'-14'
TREES - DECIDUOUS				
RED MAPLE	ACER RUBRA	9	2 1/2"	12'-14'
SHRUBS				
GOLDEN ROSE HEDERA	PARSONA GOLDEN ROSE	6	-	18"
INBERRY	LEX GLABRA	25	-	18"