

**Town of Blowing Rock**

**Planning Board**

**Thursday, February 20<sup>th</sup>, 2025**

**5:30 p.m.**

**Call to Order**

**Approval of Agenda**

**Approval of January 16<sup>th</sup>, 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 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.

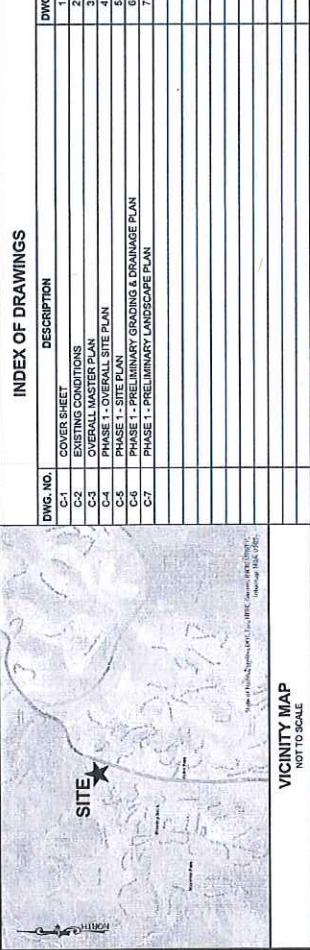
**Fire Protection:** We have worked with the Town's Fire Department and have provided what they have requested in the way of access and clearances. The residential building will be sprinkled as required.

**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.

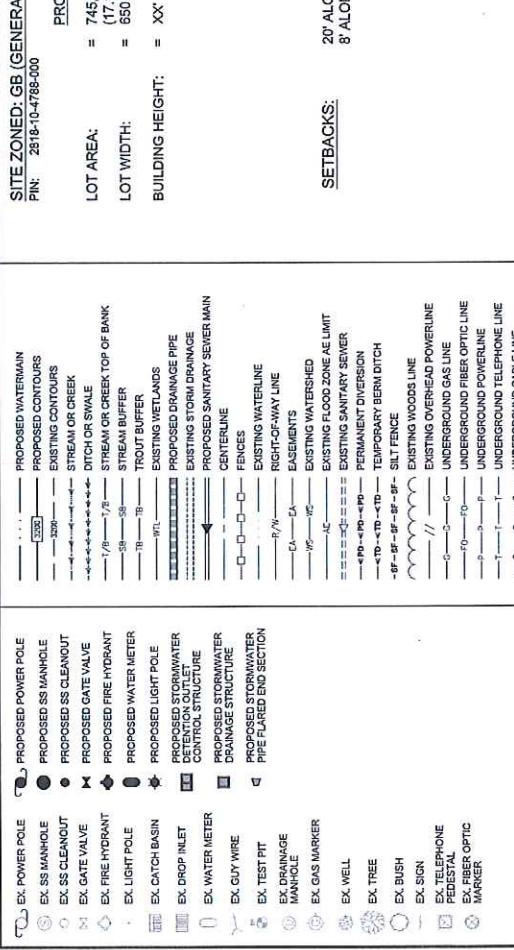
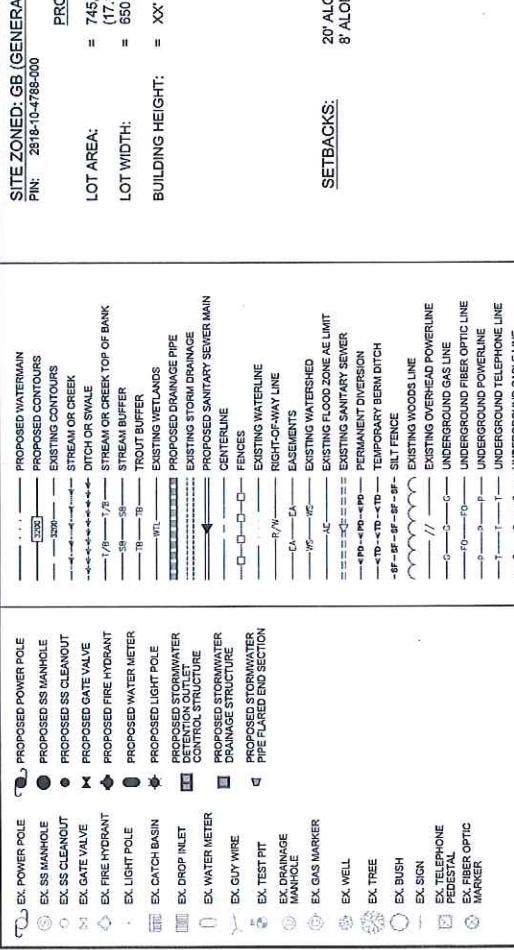


INDEX OF DRAWINGS		DWG. NO.		DESCRIPTION		DWG. NO.	
C-1. COVER SHEET		C-1		EXISTING CONDITIONS		C-1	
C-2. OVERALL MASTER PLAN		C-2		OVERALL SITE PLAN		C-2	
C-3. PHASE 1 - OVERALL SITE PLAN		C-3		PHASE 1 - SITE PLAN		C-3	
C-4. PHASE 1 - PRELIMINARY GRAZING & DRAINAGE PLAN		C-4		PHASE 1 - PRELIMINARY GRAZING & DRAINAGE PLAN		C-4	
C-5. PHASE 1 - PRELIMINARY LANDSCAPE PLAN		C-5		PHASE 1 - PRELIMINARY LANDSCAPE PLAN		C-5	
C-6. PHASE 1 - PRELIMINARY LANDSCAPE PLAN		C-6		PHASE 1 - PRELIMINARY LANDSCAPE PLAN		C-6	
C-7. PHASE 1 - PRELIMINARY LANDSCAPE PLAN		C-7		PHASE 1 - PRELIMINARY LANDSCAPE PLAN		C-7	

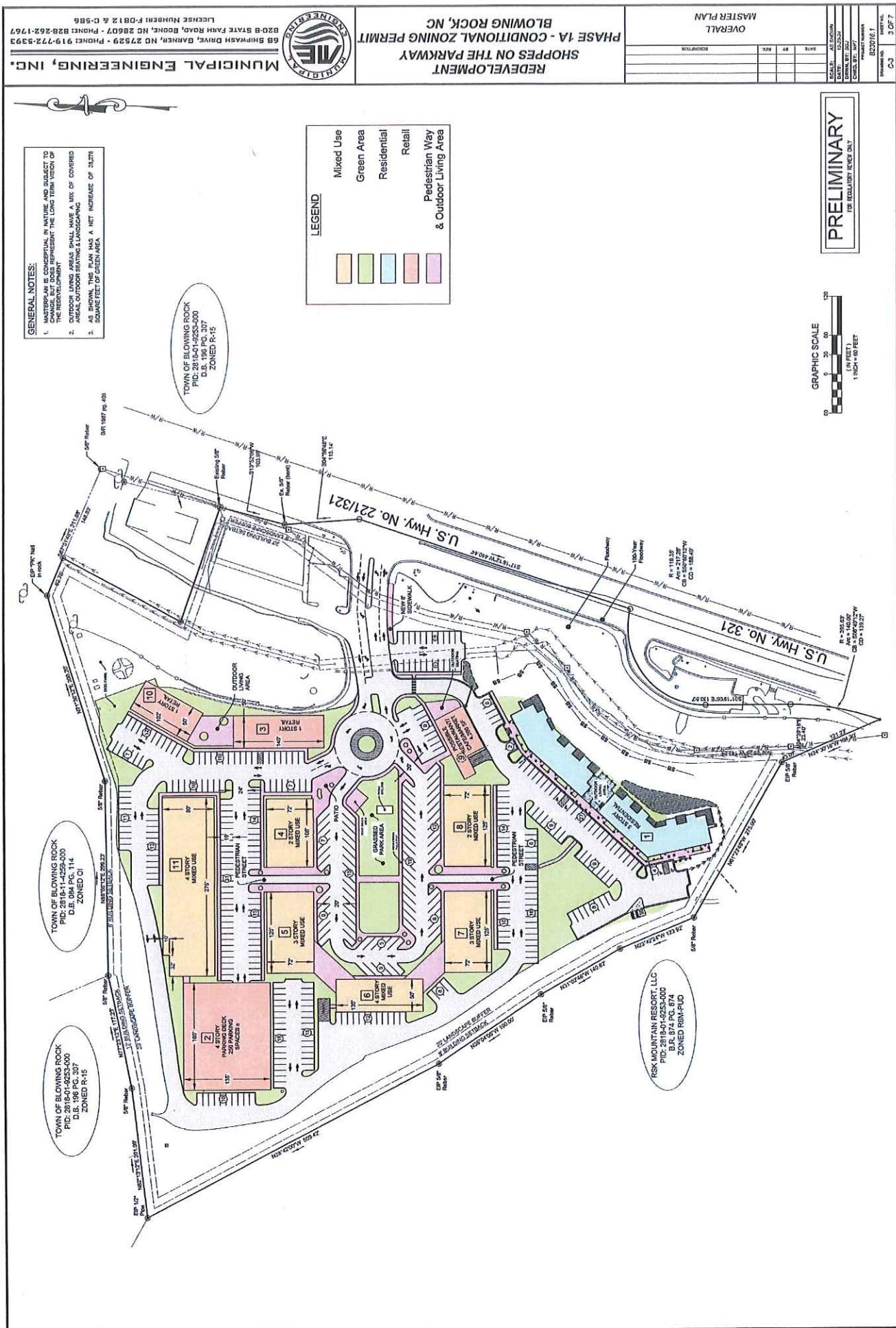
  

VICINITY MAP		NOT TO SCALE	
			

LEGEND		LINE TYPES		LAND USE REQUIREMENTS/ CONDITIONS		STORMWATER MANAGEMENT/ WATERSHED	
				SITE ZONED: GB (GENERAL BUSINESS) FIN: 2818-10-4788-000 PROVIDED:  ALLOWED:  > = NO MIN.  > = NO MIN.  > = 30'-50'  MAX  NET IMPERVIOUS PHASE 1A = 7,692 FT <sup>2</sup>		1. NEW DEVELOPMENT WILL PROVIDE STORMWATER DETENTION IN ACCORDANCE WITH THE TOWNS ORDINANCE & REPLACE ANY EXISTING DISPLACED BY NEW CONSTRUCTION.  2. THE PROPERTY IS WITHIN A WS IV-P WATERSHED. (NO ADDITIONAL IMPERVIOUS IS PROPOSED)	
		<b>PROJECT NO. B20016.1</b>		<b>PRELIMINARY</b> <small>FOR REGULATORY REVIEW ONLY</small>		<b>COVER SHEET</b> <small>DESIGNATION</small> 1. PRELIMINARY 2. APPROVED 3. ISSUED 4. REVOKED 5. CANCELLED 6. EXPIRED 7. OTHER	
<b>REDEVELOPMENT</b> <b>SHOPPES ON THE PARKWAY</b> <b>PHASE 1A - CONDITIONAL ZONING PERMIT</b> <b>BLOWING ROCK, NORTH CAROLINA</b>				<b>REDEVELOPMENT</b> <b>SHOPS ON THE PARKWAY</b> <b>PHASE 1A - CONDITIONAL ZONING PERMIT</b> <b>BLOWING ROCK, NC</b>		<b>REDEVELOPMENT</b> <b>SHOPS ON THE PARKWAY</b> <b>PHASE 1A - CONDITIONAL ZONING PERMIT</b> <b>BLOWING ROCK, NC</b>	
<b>VICINITY MAP</b> <small>NOT TO SCALE</small>				<b>PRELIMINARY</b> <small>FOR REGULATORY REVIEW ONLY</small>		<b>CONDITIONS OF APPROVAL</b>	
				1. PARKING (SEE PROJECT NARRATIVE)  2. LANDSCAPING (SEE PROJECT NARRATIVE)  3. MASTERPLAN - CONCEPTUAL AND SUBJECT TO CHANGE (SEE PROJECT NARRATIVE)			













MUNICIPAL ENGINEERING, INC.

PHASE 1A - CONDITONAL ZONING PERMIT  
REDVELOPMENT  
SHOPPES ON THE PARKWAY  
BLOWING ROCK, NC

## LANDSCAPE PLAN

PRELIMINARY

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