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**PERFORMANCE AUTOMALL**  
Special Use Permit Modification  
BMW Site Renovation and Expansion

**SITE ANALYSIS AND STATEMENT  
OF JUSTIFICATION**

Town of Chapel Hill  
Orange County, NC

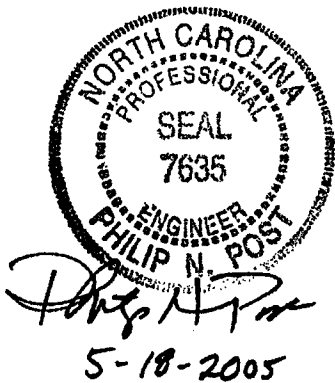
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PERFORMANCE AUTOMALL  
BMW SITE RENOVATIONS AND EXPANSION  
CHAPEL HILL, NORTH CAROLINA

**SITE ANALYSIS AND STATEMENT OF JUSTIFICATION  
SPECIAL USE PERMIT MODIFICATION**

**A. Executive Summary**

This modification to an existing Special Use Permit will accomplish the following:

- Increase the boundaries of the Special Use Permit by 1.295 acres, increasing from 12.954 acres to 14.249 acres, an increase of 10% in campus land area.
- In Phase One, add three (3) buildings to the approved SUP, increasing from four buildings to seven buildings on the site. The old NCNB branch bank building and drive-thru, and the old Harris-Connors car repair bays will be demolished.

• Existing Floor Area

Chevrolet/Suburban	32,840 SF
“Saturn”	6,040 SF
Acura	14,400 SF
“NCNB” Bank	<u>2,100 SF</u>
Total	55,380 SF

• Floor Area Proposed for Demolition

Chevy Repair Bay	13,000 SF
“NCNB” Bank	<u>2,100 SF</u>
Total	15,100 SF

• Floor Area remaining after Demolition: 40,280 SF

• Phase 1 Proposed Floor Area  
(Construction start within 3 years)

BMW Sales and Service	38,050 SF
PDI Buildings (2 buildings)	<u>5,960 SF</u>
Total	44,010 SF

• Phase 2 Proposed Floor Area  
(Construction start within 5 years)

Expand Chevy/Suburban Showroom	2,500 SF
Expand “Saturn” Showroom	1,000 SF
Expand Acura Showroom	2,800 SF
Expand Carwash	<u>700 SF</u>
Total	7,000 SF

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• Phase 3 Proposed Floor Area  
(Construction start within 10 years)

Enclose Acura Service Drop Off Area	2,400 SF
Enclose Chevy Service Drop Off Area	4,500 SF
Enclose BMW Service Drop Off Area	2,000 SF
Expand BMW Building	<u>1,200 SF</u>
Total	10,100 SF

• Total Proposed Floor Area, Phases 1 – 3	61,110 SF
Post-Demolition Existing Floor Area	<u>40,280 SF</u>
Total Floor Area Proposed with this SUP Modification	101,390 SF

- Therefore, over the next ten years, the total campus will expand from 55,380 SF (40,280 SF after demolition) to 101,390 SF.
- Add 95 customer and employee parking spaces, increasing from 155 public parking spaces to 250 public parking spaces. Car display and car storage parking areas will be reduced. Add 30 bicycle parking spaces.
- Reduce impervious surface for the purposes of stormwater control on the campus by 2.16%, and at the same time accomplish a wide range of state-of-the-art environmental controls and energy conservation features including sophisticated oil/lubricant controls, Cisterns for rainwater re-use for car washing and irrigation, energy conservation in new buildings and lighting, complete runoff controls to result in less storm runoff than from the existing campus.
- Accomplish a variety of handicap, pedestrian and access improvements to improve traffic conditions on and near the site; increase access to walking and biking; make pedestrian movements safer than ever.
- Improve Chapel Hill's entrance vistas with a state-of-the-art BMW building that has been well received by the Community design review process.

B. Context of the Project

1) Surrounding Neighborhood is a mixture of high-intensity restaurant, commercial and office uses, smaller businesses, attached housing, duplex housing, rental housing and single family uses. It is a true, mixed-use neighborhood, where housing coexists with intensive business and office uses. The closest comparison is in the Town Center area of Chapel Hill where all types of residential and attached-residential uses coexist in close proximity to restaurants, office and commercial uses.

Neighborhood Infrastructure: All roads are paved and most have curb and gutter. All properties are served by OWASA water and sewer. The site is not located within the watershed nor the RCD districts.

Specific Criteria:

1. Slopes: are very gentle and modest by Chapel Hill standards, relatively flat.
2. Soils: White Store Loam. Excellent agricultural soil
3. Environmental Constraints- None
4. Existing Vegetation: There will be no disturbance to the existing trees all along the western boundary of the SUP site next to Hardees. The same is true for the Blue Cross/Blue Shield boundary. Several pine trees will be removed along the western and southern boundaries of the employee parking lot. The completed project will be heavily planted in order to comply with buffer standards along Fordham Boulevard and Old Durham Road, and a tentative landscaping plan is included in the SUP submission.
5. Vistas: Important entry vistas, particularly along Fordham Boulevard, will be enhanced especially by the buffer plantings and the bold, but very compatible design, of the BMW building. We believe the vistas along and across this site will be preserved and enhanced. The existing buffer near Hardees will remain undisturbed. The alternative buffer in front of the new BMW structure is variable in width but will actually provide more available square footage for plant material than the "nominal" buffer width.

A three foot high pierced brick wall, interspersed with evergreen plants and matching the "Cooper Square" brick wall, will be constructed along the Old Durham south frontage. We believe this wall will provided immediate and attractive screening from the lot to the street and will tie nicely to the vocabulary of the existing streetscape along this segment of Old Durham Road.

6. Drainage: Old Durham Chapel Hill Road is the ridge line between the Dry Branch and the Booker Creek drainageways. The main part of the Performance SUP site drains north to Dry Branch; the employee parking lot will drain south to Booker Creek.

The stormwater management program will be characterized by three main components:

- 1) Water Reuse, with roof water cisterns.
- 2) Exceed LUMO Requirements for Detention and Volume Control.
- 3) Extensive use of porous paving.

On the main campus between Fordham and Old Durham, the new roof areas will discharge to a water reuse cistern system. The cistern water will be used for car washing (this same water may be reused 3 or 4 times) and used for irrigation of buffer plantings. Porous pavement will be used, to the extent possible, to recharge groundwater instead of direct runoff. Any small discharge from the porous paving will be piped to the reuse system.

On the employee parking lot, the applicant proposes to extend and expand the existing, highly successful, underground detention system coupled with extensive use of porous paving. The existing detention system was installed in 1999 and has completely eliminated the runoff problems that had occurred when this land was used in 1998 for a single family dwelling. We hope to continue and expand this highly successful solution and we can look forward to the same result as in 1998/99, that is, existing runoff from residential property will be completely managed and controlled by the new system that Performance Automall will install.

Access and Circulation and Traffic Impact The only change in access and circulation will be a vast improvement: Performance will eliminate the unsafe driveway connection into the rear of NCNB, which conflicts with the high use driveway into Hardees. Three existing driveway entrances will be widened slightly to offer better access to emergency vehicles.

Performance, as suggested in the traffic study, will also make offsite improvements to the Old Durham/ Sage/ Fordham intersection, even though (as the traffic study correctly notes) the proposed Performance Automall traffic does not change or degrade the level of service at any of the study intersections. Performance is undertaking these intersection improvements near Hardees in order to be able to accurately state that the project will have no adverse impact, but instead, will actually improve access and circulation on the surrounding streets.

Parking

A large, modern automobile dealership, such as Performance, is made up of three main components:

- New and Used Car Sales
- Support functions such as management, parts, finance, leasing, training, community outreach, accounting, facilities maintenance, and customer waiting area.
- Car and truck service, car washing, collision center, pre-delivery.

Performance currently has 180 employees, and that employee census will rise to 250 during the build-out of this SUP Modification. In addition to employees, Performance must also provide parking for customers who are buying and picking up cars, for parts customers, for service customers, for vendors and for subcontractors. To meet this demand for parking, Performance will provide spaces for 103 percent of the Town parking minimum.

The Town of Chapel Hill minimum parking regulations specify the following limits as they apply to the Performance operations:

- New/Used Car Sales: 1 space per 500 SF of enclosed exhibit area.
- Support Functions: Business, Office Type: 1 space per 400 SF of floor area.
- Repair/Servicing: Business, General: 1 space per 400 SF of floor area.

This Special Use Permit Modification proposes a total Performance Campus of 101,390 SF, consisting of the following elements:

1. Sales Exhibit Area	22,480 SF
2. Support/Repair/Servicing	<u>78,810 SF</u>
Total	101,390 SF

(Note: Exhibit areas will be made up of : BMW 6,240 SF; Chevy 8,025 SF; "Saturn" 2,490 SF; Acura 5,725 SF)

Therefore, the Town required minimum parking is:

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|--|----------------------|
| 1. Exhibit = 22,480 SF / 500 =               | 44.96 spaces         |
| 2. Support, Repair, Service = 78,810 / 400 = | <u>197.03 spaces</u> |
| Minimum =                                    | 241.99 spaces        |

Round to 242 spaces, minimum.

Performance proposes to add 95 spaces to the existing 155 spaces, for a total of 250 spaces as part of this SUP Modification. Performance believes this parking proposal meets the letter and spirit of LUMO.

In addition, Performance will construct 30 bicycle parking spaces throughout the campus. Five of the 30 bike spaces will be inside, in the heated/cooled space. There are shower facilities throughout the campus for use of employees. All the bicycle and parking facilities will be built as part of Phase One construction. Performance is very proud that the parking proposals for this SUP Modification will meet or exceed Town requirements.

#### STATEMENT OF JUSTIFICATION

Performance Motors is an extremely successful business citizen of Chapel Hill. The dealership on 15-501 is considered a "model" automobile dealership development, not only in North Carolina but across the nation. Performance has a long list of community activities which it supports with time, talent and dollars. These sponsorships vary from medical and Cancer research and the United Way to support of high schools, literacy, recreation, Habitat, the Arts, Special Olympics and other worthy community projects.

Business is booming at Performance Automall.

The automobile product lines offered at Performance have been extremely well received by the public, but more importantly, customers value and trust the service and the expertise they find at Performance. There is no secret why Performance attracts repeat and new customers from Orange County and from all over the piedmont North Carolina: they provide wonderful customer service.

Performance Automall is the premier organization for the sales and servicing of automobiles and light trucks in the Chapel Hill market. Performance represents the Acura, BMW, Chevrolet, Porsche, Saturn and Subaru brands. As a manufacturer authorized service facility, Performance's factory trained technicians serve customers with complete repair, maintenance and warranty/recall service.

Performance Automall is a recognized leader in both sales and customer service, and in supporting local community initiatives. The complex employs 180 individuals with an annual payroll exceeding \$6,000,000. Annual revenue for Performance Automall is over \$16 million, with 65% coming from parts and service and 35% from the sale of new and used vehicles. The

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proposed SUP Modification will enable Performance to gradually expand its business and its employee base from 180 up to about 250 individuals, making it one of the largest private employers in southern Orange County.

## REQUIRED FINDINGS

### FINDING #1

"That the use or development is located, designed and proposed to be operated so as to maintain or promote the public health, safety and general welfare".

This Special Use Permit Modification will maintain and enhance the general health, safety and welfare.

In spite of the fact that the project will have no adverse traffic impact, Performance has volunteered to make offsite roadway improvements west of Hardees, at the Sage/Old Durham/Fordham intersection.

The dangerous and awkward existing NCNB driveway, that conflicts with the heavily used Hardees driveway, will be completely removed, thereby resulting in traffic safety improvements. Likewise, the NCNB drive-thru facility will be eliminated.

Environmental and energy conservation improvements will reduce runoff and provide a state-of-the-art example for rainwater collection and re-use as well as to meet stringent energy conservation goals.

Proposed handicap and pedestrian improvements will enhance pedestrian circulation and bicycle access throughout the campus.

The proposed BMW facility will enhance the entryway vistas into Chapel Hill. The Community Design Commission went so far as to say they "loved" the building design because of its striking, but very appropriate, scale and design. We believe the building, to be accented by buffer landscaping, will enhance the entry experience along Fordham and along Old Durham Road.

All of the above will be achieved with a 2.16% decrease in impervious surface for stormwater. Performance believes that insuring the economic vitality of its business is fully compatible with all aspects of the Town's Comprehensive Plan and LUMO. This SUP modification will meet the twin goals of preserving the economic vitality of Performance and enhancing the general safety and welfare of Chapel Hill.

### FINDING #2

"That the use or development complies with all required regulations and standards of this chapter, including all applicable provisions of Articles 3 and 5 and the applicable specific standards contained in Article 6 and with all other applicable regulations".

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The project has been designed to comply with the letter and spirit of LUMO. There are no modifications or exceptions being requested, except for the continuation of alternative buffer widths that have been successful on this campus since 1987. The employee parking lot is located on NC zoned land, whereas the main campus of Performance is zoned CC. Town Council, has in the past, made the finding that employee parking is an acceptable auxiliary use in the NC zone, being associated with the approved automobile use in the CC zone.

Performance respectfully asks Council to continue to make the same findings with this SUP Modification.

### **FINDING #3**

“That the use or development is located, designed and proposed to be operated so as to maintain or enhance the value of contiguous property, or the use or development is a public necessity.”

This SUP Modification will maintain the value of contiguous property.

Performance began meetings and dialogue with its neighbors well before any application was submitted to the Town. Residents have generally been very supportive of these plans. They, like Performance, want to maintain the streetscape along Old Durham and Cooper Street. They, like Performance, want to improve the storm runoff that used to occur from the old residential uses along Old Durham. They are very supportive of the landscaping, buffering and pedestrian improvements that will improve the quality of life for nearby residences, and they are especially supportive of the proposed storm management controls that will improve runoff from currently undeveloped lands.

Performance believes, and is further convinced by the neighborhood comments it has received, that these plans will maintain and enhance the value of contiguous property.

### **FINDING #4**

“That the use or development conforms with the general plans for the physical development of the Town as embodied in this Chapter and in the Comprehensive Plan”.

The applicant believes that this Modification comports with the letter and the spirit of the Town’s Comprehensive Plan and with the Town Land Use Management Ordinance, that it will improve and enhance public safety, and will maintain contiguous property values and will insure the long-term economic vitality of Performance Automall, a valued commercial citizen of Chapel Hill.