

# CONCEPT PLAN PROPOSAL

(16)

**Applicant Information**

Name: Philip Post and Associates  
 Address: 401 Providence Road  
 City: Chapel Hill State: NC Zip: 27514  
 Phone (Work): 929-1173 FAX: 493-6548 E-Mail: tsmith@ppaengineering.com

**Property Owner Information (included as attachment if more than one owner)**

Name: Hendrick Automotive Group Phone 969-2205  
 Address: 1810 Durham-Chapel Hill Blvd.  
 City: Chapel Hill State: NC Zip: 27514

**Development Information**

Name of Development: Performance BMW  
 Tax Map: 27 Block: C Lot(s): 2 & 3 Parcel ID #: \_\_\_\_\_  
                   27A                  C                  9 & 10  
 Address/Location: 1810 Durham-Chapel Hill Blvd.  
 Existing Zoning: CC & NC New Zoning District if Rezoning Proposed CC (A11)  
 Proposed Size of Development (Acres / Square Feet): 14.2493 ac. / 620,700 SF  
 Permitted / Proposed Floor Area (Square Feet): 266,280 / 120,900  
 Minimum # Parking Spaces Required: 340 #Proposed 344  
 Proposed Number of Dwelling Units: N/A # Units per Acre N/A  
 Existing / Proposed Impervious Surface Area (Square Feet): 423,128 / 441,438  
 Is this Concept Plan subject to additional review by Town Council? Yes

The undersigned applicant hereby certifies that: a) the property owner authorizes the filing of this proposal b) authorizes on-site review by authorized staff; and c) to the best of his/her knowledge and belief, all information supplied with this proposal is true and accurate.

Signature: Tim Smith Date: 10/30/03

Please submit **20 sets** of all materials, or **35 sets of all materials including reduced (8 1/2" by 11") copies of all plans if the Concept Plan is subject to additional review by the Town Council**, no later than the first day of the month. Materials must be collated and folded to fit into a 12" x 15" envelope.

The Community Design Commission meets regularly on the third Wednesday of each month. Meetings with the Town Council will be scheduled after the Community Design Commission meeting. For confirmation of a meeting dates and the placement of your request on the agenda, please call the Planning Department at (919) 968-2728.

#53109B  
Performance Automall  
Site Improvements  
Fordham Boulevard and Old Durham Road  
October 2, 2003

Applicant's Statement of Compliance

This Modification of an existing Special Use Permit, will consist of the following specific actions:

1. Increase the boundaries of the Special Use Permit from 12.9539 ac o 14.2493 acres, by incorporating the Bank of America site and the property at 132 Old Chapel Hill Road. Zoning of 1322 Old Chapel Hill would be changed from "NC" to "CC".
2. Demolish 17,530 SF of current building, including the bank, the house at 132 Old Chapel Hill Road and the original Connor's Chevrolet Service bay area.
3. Construct 67,620 SF of new building area for a total campus of 120,900 SF. The campus will consist of 49,725 SF for service and 71,175 SF for showroom and sales.
4. Construct site improvements to widen and buffer Old Chapel Hill Road widen the Fordham Boulevard service Road, and demolish several existing drive connections, as well as build public and private pedestrian, traffic and stormwater quality control systems.
5. Landscape and buffer improvements, handicap accessibility improvements and better access for pedestrians, transit and signage upgradess.
6. Variances will be requested to maintain the existing landscape buffer with Hardees, the buffers along Old Chapel Hill Road.

Synopsis of the Proposed Improvements

Hendrick Automotive Group is making application to modify their Special Use Permit, issued by the Town of Chapel Hill. The special use permit applies to operations at Performance Automall, 1810 Durham-Chapel Hill Boulevard.

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 permit local residents to complete repair, maintenance, and warranty/recall campaign work to their automobiles in a convenient manner.

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

The marketplace has proven successful for the manufacturers represented at Performance Auto Mall. Land acquisitions will expand the Performance campus from its present 12.56 acres to a new total of 14.2493 acres. These include the 1.24 acre former Bank of America parcel and structure on Fordham Boulevard, and the 0.45 acre parcel and structure at 132 Old Durham Road.

In summary, the proposed modifications are as follows. These are also illustrated visually on the attached exhibit.

**Acura facility:**

- ◆ Showroom expansion within existing canopy area to north with display plaza renovation and customer vehicle delivery addition to east including one-way exit drive to alleviate traffic on public frontage road (3400 SF).
- ◆ Addition to enclose existing service customer reception canopy area to west (2500 SF).

**Saturn facility:**

- ◆ Replace existing Saturn delivery module on north side with new construction to match adjacent building façade to east (1250 SF). This improvement will enhance the visual continuity of the campus from the main route into town.

**East Inventory Lot area:**

- ◆ Construct covered facility for the preparation and pre-delivery inspection of vehicles at west side of lot.
- ◆ Construct additional automated car wash connected to existing car wash.
- ◆ Rework existing parking and drive configuration to maximize capacity.

**Chevrolet, Subaru, and Porsche facility:**

- ◆ Showroom expansion within existing canopy area with display plaza renovation on north side of main building (3125 SF).
- ◆ Addition to enclose existing service customer reception canopy area between main building and service building to south (6250 SF).
- ◆ State of the art vehicle service facility addition to the east side of existing south building (8125 SF).
- ◆ Demolition of existing service facility west of the main building.
- ◆ Rework existing parking and drive configuration to maximize capacity.
- ◆ Addition of one waste management dumpster at south of lot.

**BMW Sales and Service facility:**

- ◆ Demolition of the existing Bank of America branch structure.
- ◆ Construct new two-story BMW sales and service facility at west side of property, which may include the MINI vehicle brand if approved by manufacturer (58,750 SF).
- ◆ Construct additional automated car wash in south lot area.
- ◆ Abandon driveway to Old Chapel Hill Road at southwest entry to Bank parcel.
- ◆ Relocate driveway to Fordham Road at northwest entry to Bank parcel.

In addition to the above, Performance anticipates staffing growth to approximately 250 individuals, and desires to demolish the existing structure at 132 Old Chapel Hill Road, and construct 69 additional employee parking spaces onto the existing employee lot adjacent. The additional parking would be served by the one existing driveway.

Public improvements will include:

- ◆ curb and gutter and buffer improvements along the Fordham Boulevard service road and along Old Chapel Hill Road.
- ◆ The awkward drive entrance to Bank of America, right next to Hardees' entrance off Old Chapel Hill, will be demolished.
- ◆ The entire face of the dealership along Fordham Boulevard will be unified and renovated.
- ◆ New bus stop facilities and state of the art pedestrian crossing facilities will be installed across Old Chapel Hill Road.
- ◆ Other traffic control features, as specified by the Town Traffic Engineer, will be built or funded.
- ◆ A unified sign plan, in accordance with Town signage ordinances, will be developed for the entire campus.
- ◆ New, sophisticated stormwater controls will be installed throughout the campus.
- ◆ The opaque evergreen hedge along Old Chapel Hill Road will be extended across the length of the former Bank of America site.
- ◆ Stringent runoff controls, even above what is required under LUMO, will be expanded to control stormwater in the Cooper Street neighborhood.
- ◆ Hendrick Automotive is particularly concerned about enhancing the views and the vegetative buffering of their prominent position along the major entry corridor to Chapel Hill, and their strong neighborly relations with Blue Cross and Blue Shield, Hardees' and residents along Old Chapel Hill Road and Cooper Street. Therefore, street trees will be planted along public street frontages. Beds of Crepe Myrtles, to compliment those along Fordham Boulevard, will be added.
- ◆ The two most visible changes will be the replacement of Bank of America with a state-of-the-art BMW facility and the expanded employee parking lot.
- ◆ Other proposed changes are completely internal to the campus and involve expansion of buildings on top of existing pavement. Visitors to the campus will see little changed, except for the complete renewal and updating of all facilities.

### Community Participation by Performance Automall

Performance Automall has been a strong corporate citizen of Chapel Hill for 20 years. Their remarkable success and citizenship has resulted in strong local support and customer loyalty. As a responsible and vital member of the Orange County community, Performance Automall frequently sponsors and participates in community-oriented projects. Listed below are our most recent community projects.

1. Pedal for Pediatrics: Fundraiser for N.C. Children's Hospital; Performance is title sponsor.
2. Radiothon: Fundraiser for N.C. Children's Hospital; Performance raffling off BMW lease to raise money.
3. Susan G. Komen Breast Cancer Foundation: Fundraiser for breast cancer research.
4. Habitat for Humanity of Orange County.
5. Friends of Chapel Hill Parks and Recreation: Performance marketing manager is board member.
6. Triangle United Way: Employee driven campaign raised more than \$11,000 in 2002; Marketing manager is vice-chair of Orange County cabinet.
7. Apple Chill: Sponsorship for Chapel Hill downtown street festival.
8. Chapel Hill Fourth of July Celebration: Sponsorship of fireworks.
9. Citizen of the Day award: Daily award announced on WCHL of a community-focused Chapel Hill resident.
10. High School sports: Sponsor high school sports highlights on WCHL.
11. Carrboro Arts Center: Performance underwrites printing of arts calendars.
12. Duke Community Care Hospice: Volunteerism and financial support; Marketing manager is committee member.
13. Chapel Hill – Carrboro Chamber of Commerce: Consistent sponsorship support; General manager is incoming board member.
14. Festival of the Autumn Moon: Performance was major sponsor.
15. Chapel Hill High School Homecoming: Performance provides convertibles.
16. Special Olympics: Performance annually sponsors golf tournament organized by Chapel Hill Police Department.
17. Public School Foundation: Financial support through sponsorship.
18. Orange County Literacy: Volunteerism and financial support through sponsorship.

### Summary

Performance needs to renovate and modernize to keep serving their customers well into the 21<sup>st</sup> century. Because of the public improvements proposed under this project for streets, traffic control, pedestrians, bus access, entry landscape buffers, stormwater quality and detention, Performance believes they can meet or exceed all of the objectives of the Town of Chapel Hill Comprehensive Plan, and still maintain a vital, growing automobile business that will be a bright example of good stewardship for successful business relationship in Chapel Hill.

(21)

To: Community Design Commission  
Town of Chapel Hill

From: Paulette Pridgen  
106 New Cooper Square

Re: Concept Plan Proposal  
Performance BMW/Hendrick Automotive Group (File 27.C.2)

Date: November 19, 2003

As a property owner who lives off Cooper Street, Chapel Hill, directly behind the Performance Chevrolet parking lot on Old Chapel Hill – Durham Road, I have several concerns regarding this new plan and modification of a Special Use Permit granted in 1997.

Specifically, I would want any plan considered by the Community Design Commission and presented to the Town Council, to address:

- 1) Storm drainage and runoff. I understand that Performance Chevrolet plans to demolish this building and increase parking area. Currently, water POURS off the gravel lot behind the brick building facing Old Chapel Hill – Durham Road. This water flows down the decline behind the lot (the entire lot slopes) and floods the Cooper Square condominiums which face Cooper Street and are directly below the two parking lots which Performance Chevrolet owns. While we have storm drains on our properties, Performance Chevrolet has not addressed the damage its parking lot(s) does to our properties. I would like the issue of storm runoff addressed efficiently in any plan which the Town Council considers. Furthermore, it appears that there is only one storm drain on the paved parking lot. I'd like to know where the outlet for this storm drain is, i.e., where the water entering it exits.

Of further concern to the above, is the contamination by fluids which may be dripping from the cars and trucks stored on these lots (eg. oil, transmission fluid, fuel, etc.). I'd like some assurance that these materials will NOT end up on the condominium property where we have children and animals playing.

- 2) Rezoning for Performance from Neighborhood Commercial (NC) to Community Commercial (CC). I would like to know specifically the reason for this rezoning request and what its impact, if granted, would likely be on the property immediately adjacent to this area.