

BZAS18-0023

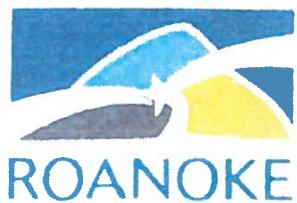
Special Exception Application

Planning Building and Development
Room 166, Noel C Taylor Municipal Building
215 Church Avenue SW
Roanoke, Virginia 24011
Phone (540) 853-1730

Application Checklist

- Application Form
- Written Narrative
- Development Plan
- Elevation
- Filing Fee

Date 06-29-2018



Property Information:

Street Address 3533 Franklin Road

Official Tax No(s) 5500103

Size of Property (acres or square feet) 479,349

Base Zoning District: CLS, Commercial-Large Site

Overlay Zoning District:

Request for a special exception as set forth in Section 36.2-³¹⁵ Zoning Code of the City of Roanoke (1979), as amended

To establish an indoor self storage building on the site.

Briefly describe the special exception request

Applicant Information:

Name Phoenix Partners, LLC

Phone Number +1 (540) 797-5200

Address PO Box 477 Troutville, VA 24175

E-Mail bpainter@painterproperties.com

Bland Painter, Jr. Manager
Applicant's Signature

Owner Information:

Name PARAMOUNT LOCATIONS, LLC

Phone Number 864-242-4483

Address P.O.Box 2567, GREENVILLE, SC

E-Mail jmccall@hughesdevelopment.
com

By: Jane McCall, VP
Owner's Signature

Application accepted as submitted in accordance with the provisions of Chapter 36.2 Zoning Code of the City of Roanoke (1979) as amended

Donna M. Payne
Secretary to the Board's Signature

July 12, 2018

Intake Date

August 8, 2018

Public Hearing Date

The former Kmart building at 3533 Franklin Rd. is an approximately 84,000 sf single-story building that Phoenix Partners, LLC is proposing to convert to indoor, climate controlled self-storage building use. The proposed exterior renovations and façade improvements will update the 1970's era architecture to create a modern, attractive building that will project vibrance in the immediate area. The building will be reoriented to appeal to Franklin Road and once completed will be sharply contrasted with the structure as it appears today, becoming an attractive contributor to the evolution of the Franklin Road corridor.

The property is zoned CLS (Commercial Large Site), which allows for self-storage building use with a special exception. The proposed facility would have access to storage units only from inside the building. No outside storage of any kind would be allowed. The building will be entered through well lit, covered loading areas with secure access. This access is controlled through a documenting security system, which for most users limits access from 6AM to 10PM. Self-storage is a very low impact land use with minimal parking requirements and traffic generation. Because of this, nearly 4 acres of existing asphalt parking lot can be reclaimed on the site for future development.

As detailed in the following line items, the proposed special exception permit request conforms to criteria in place and we feel will be an attribute to the Franklin Road/Colonial Neighborhood.

1- The use is compatible with the surrounding neighborhood. The building's size and location relative to public roads will not be changed. Its design and appearance will be improved through additional landscaping, increased glazing, and additional architectural interest. The parking required is significantly reduced, freeing land for other uses to further complement the character of the neighborhood.

2-The use will not create any additional demand on public water or sewer. In fact, a significant decrease in water/sewer capacity will be realized resulting from the change in use.

3- The use will generate significantly less traffic than the prior use. *ITE Trip Generation - 9th Edition* indicates an AM and PM peak hour traffic reduction of 97% and 94%, respectively.

4- The use does not increase flood potential in the surrounding neighborhood, nor is the site located in a flood plain.

5- The proposed use will utilize the existing structure, resulting in no change in dimensional development requirements. All improvements will conform to screening, shading, and other applicable requirements of the zoning ordinance as they pertain to the district in which the use is located.

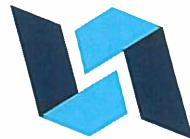
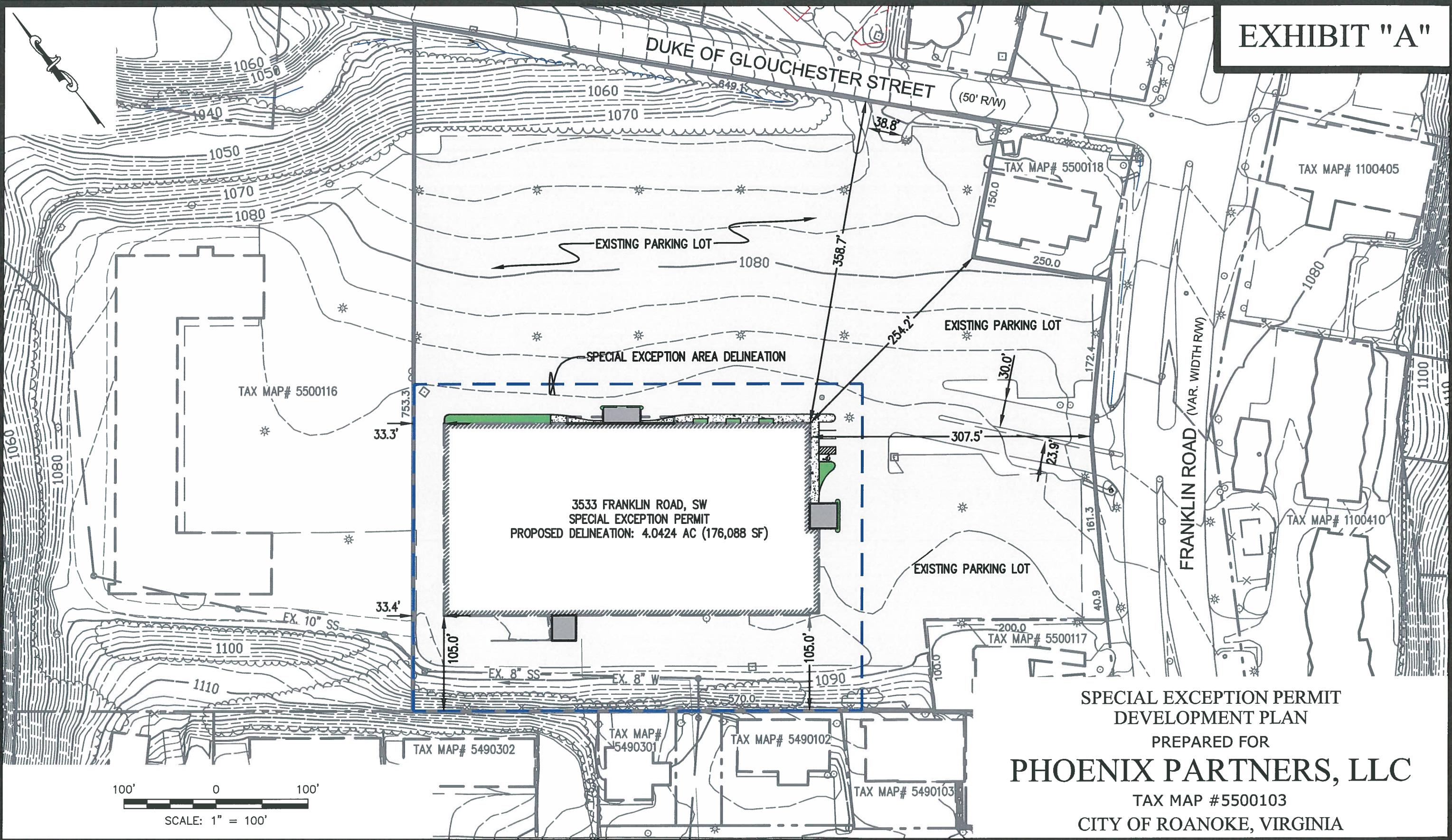
6- The comprehensive plan, *Vision 2001-2020*, suggests that big box adaptive reuse is a desirable land use by virtue of the example presented within Chapter 4 involving a former big box store (*REUSE OF OLDER COMMERCIAL CENTER*, Page 106). In this example, as with the subject property, the transition of an older big box retail center to a less parking intensive use creates potential for modern development within the center.

The *Franklin Road/Colonial Avenue Plan* adopted in 2004 designates the subject property as a "shopping center" future land use. At the time of this plan's adoption 14 years ago, planners and commissioners could not foresee the dramatic changes in consumer shopping patterns which now challenge the existence of big-box retailers. Nor could they anticipate the transition of the self-storage industry from a quasi-industrial land use to a retail-oriented service that, in 2018, is commonplace within neighborhood shopping centers. In 2017 the City made ordinance amendments that reflect this evolution.

Considering these two evolutions since the adoption of the Franklin Road/Colonial Avenue neighborhood plan, the applicant believes the proposed special exception permit request furthers the intent of the neighborhood land use plan and comprehensive plan. In addition, the subject property will reflect a high-quality retail structure that exemplifies the intent of the *Urban Design Manual*.



EXHIBIT "A"



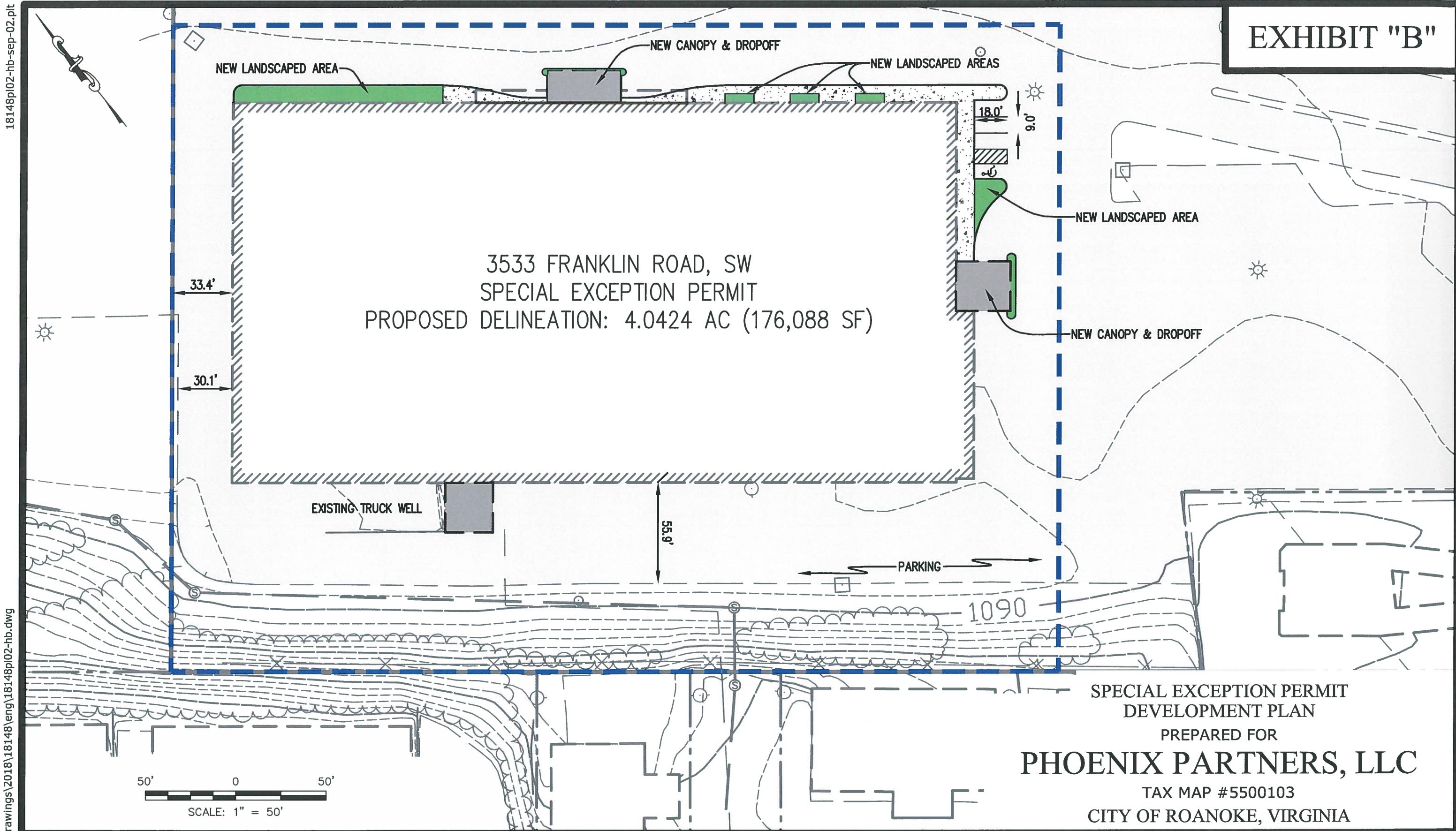
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ENGINEERS | SURVEYORS | PLANNERS

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FAX: (540) 772-9445
WWW.LUMSDENPC.COM

DATE:
COMM. NO.:
SCALE:

June 29, 2018
18-145
1" = 100'



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18-145
1" = 50'
SHEET 2 OF 2