

ALBEMARLE COUNTY PLANNING
STAFF REPORT SUMMARY

Project Name: SP2025-03: Flow Honda/CDJR Outdoor Storage, Display, and Sales Expansion	Staff: Khris Taggart, Senior Planner I
Planning Commission (PC) Hearing: October 28, 2025	Board of Supervisors (BOS) Hearing: TBD
Owner: Flow 960 Hilton LLC	Applicant: Julia Moore, Shimp Engineering
Acreage: Approximately 6.472 acres	Special Use Permit for: Outdoor storage, display and sales serving or associated with a permitted use in accordance with Section 30.6.3.a.2(b) of the Zoning Ordinance on approximately 6.472 acres. No dwelling units proposed.
Tax Map Parcel (TMP): 04500-00-00-068D4	Zoning/by-right use: Highway Commercial (HC) – commercial and service; residential by special use permit (15 units/acre), Entrance Corridor (EC) overlay
Magisterial District: Rio	Location: 960 Hilton Heights Rd.
School Districts: Agnor-Hurt – Elementary, Burnley – Middle, and Albemarle – High	Conditions: Yes
Development Area: Neighborhood 1 – Places 29	Requested # of Dwelling Units/Lots: N/A
Proposal(s): To expand the existing outdoor storage/display/sales area located in front of the Flow Honda/CDJR building	Comp. Plan Designation: Commercial mixed-use - commercial, retail, employment uses, with supporting residential (no maximum density), office, or institutional uses.
Character of Property: The property contains the Flow Subaru, Honda, Chrysler, Dodge, Jeep, and Ram automobile showroom buildings and associated outdoor displays.	Use of Surrounding Properties: This segment of Rt. 29 is primarily commercial. To the south of the Flow site, across Hilton Heights Rd., are Walmart and Malloy Chevrolet. Sam's Club is located to the west, and the Double Tree hotel is to the north. A mix of commercial buildings are located across Rt. 29 to the east.
Factors Favorable: 1. The proposed outdoor storage, display and sales use is consistent with the EC Design Guidelines if the ARB's recommended conditions are upheld.	Factors Unfavorable: 1. None.
Recommendation: Staff recommends approval of SP202500003 with conditions.	

STAFF CONTACT:
PLANNING COMMISSION:
BOARD OF SUPERVISORS:

Khris Taggart, Senior Planner I
October 28, 2025
TBD

CHARACTER OF THE AREA:

This parcel is situated on the west side of Route 29, just north of Hilton Heights Road. The property currently houses automobile dealerships with showroom buildings for Flow Subaru, Honda, Chrysler, Dodge, Jeep, and Ram, along with associated outdoor display areas. The surrounding area primarily consists of commercial uses.

PLANNING AND ZONING HISTORY:

Two Special Use Permits were approved for this site in 2003. SP-2002-46 was approved for outdoor vehicle display, and SP-2002-65 was approved for structured parking. The approved site development plan, SDP-2003-67, allowed the existing site improvements. On September 08, 2025, the ARB reviewed the Special Use Permit request for the expansion of outdoor display. The ARB had no objection to the request, with minor revisions to the concept plan and with recommended conditions. The staff report and action letter from the ARB meeting are included as Attachments 4 and 5 to this report.

COMMUNITY MEETING

Given that the proposed use is for the expansion of outdoor storage and display at an already developed site, a community meeting was not held for this special use permit.

DETAILS OF THE SPECIAL USE PERMIT PROPOSAL:

The applicant proposes to amend an existing Special Use Permit (SP2002-46) to expand the outdoor storage/display/sales area located in front of the Flow Honda/CDJR building at 960 Hilton Heights Rd. Expansion of the outdoor storage, display, and sales use requires a new Special Use Permit (SP). To accommodate this expansion of display parking, the property owner has recently acquired .34 acres of public right-of-way from VDOT. The proposed concept plan shows the expansion of the display parking area by approximately 8,355 square feet, adding a net of roughly 36 display parking spaces. This expansion will involve converting a portion of the existing landscaped area along the frontage into paved parking. The new configuration will include triple-stacked parking arrangements on both the northern and southern sides of the right-in entrance. North of the entrance, the proposed display area will extend towards the EC with two paved "bumpouts". The existing display spaces located north of the entrance will be repurposed as customer parking. To reduce the visual impact of the expanded outdoor display, the concept plan includes new landscaping between the frontage and the display area. This landscaping will consist of large shade trees, ornamental trees, and shrubs. (See Attachment 3 for the proposed concept plan.)

FLOW HONDA/CDJR
CONCEPT PLAN

Sheet 4 of 8

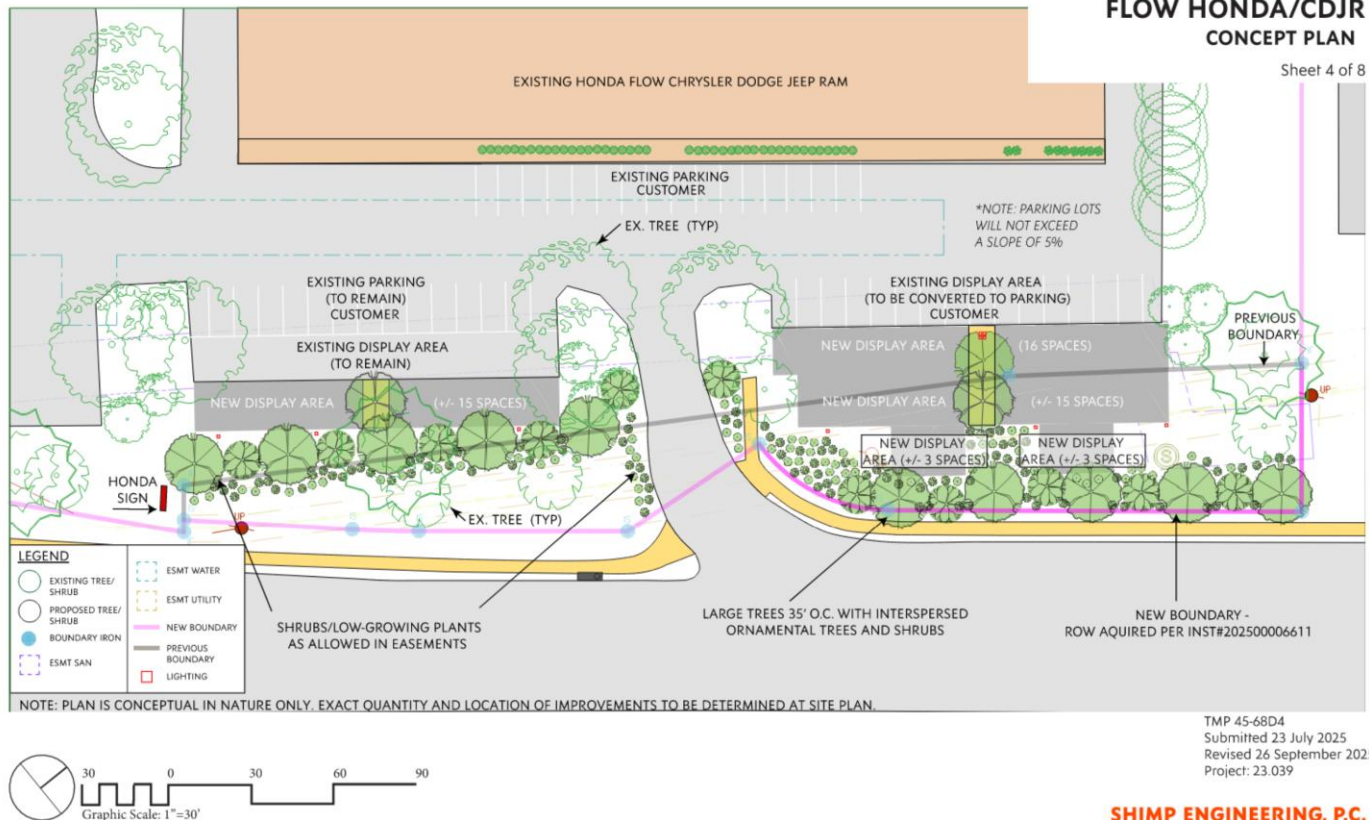


Fig. 1: Proposed concept plan identifying new vehicle display areas, existing display areas that are to be converted to parking, and existing parking that is to remain. (see Attachment 3).

ANALYSIS OF THE SPECIAL USE PERMIT REQUEST

Special Use Permits (SP) for outdoor storage, display and/or sales are reviewed under Sec. 30.6.3.a.2.b of the Zoning Ordinance and factors to be considered are limited to “determining whether the outdoor storage, display and/or sales is consistent with the applicable design guidelines”. The applicable design guidelines are the EC Design Guidelines (the Guidelines). The Architectural Review Board (ARB) applies those Guidelines in its review of development proposals within the County’s ECs. The ARB applied those Guidelines in its review of this request on September 8, 2025. Staff’s detailed analysis of the consistency of the proposal with the Guidelines is found in the ARB staff report (Attachment 4). The ARB considered the analysis in the staff report and voted unanimously to recommend no objection to the request with minor revisions to the concept plan and with recommended conditions of approval. The revisions to the concept plan included additional interior parking trees, revisions to the site section, and corrections to some of the notes. The conditions are standard for this type of request and are listed in the ARB action letter (Attachment 5) and at the end of this report. The ARB also provided recommendations on the site plan, which can be resolved during site plan review.

SUMMARY:

After review of this request, staff have identified the following factors of this proposal which are favorable and unfavorable:

Factors favorable to this request include:

1. The proposed outdoor storage, display and sales use is consistent with the EC Design Guidelines if the ARB's recommended conditions are upheld.

Factors unfavorable to this request include:

1. None.

RECOMMENDED ACTIONS:

Special Use Permit

Based on the findings described in this report and factors identified as favorable, **staff recommends approval of special use permit application SP20250003 with the following conditions.**

1. Use of this site must be in general accord with the Flow Honda/CDJR Concept Plan + Exhibits by Shimp Engineering dated September 26, 2025. To be in general accord, vehicles for sales, storage and/or display must be parked only in the spaces indicated for sales, storage and display on the Flow Honda/CDJR Concept Plan.
2. Vehicles must be parked in striped parking spaces.
3. Vehicles must not be elevated anywhere outside of a building on site.
4. Final site plan approval is subject to ARB approval of the landscape plan (submitted with the site plan). Landscaping shown on the plan may be required to be in excess of the minimum requirements of the ARB guidelines and/or the Zoning Ordinance to mitigate the visual impacts of the proposed use.
5. Final site plan approval is subject to ARB approval of the lighting plan (submitted with the site plan). Maximum light levels must not exceed 30 footcandles in the display lot and 20 footcandles in all other locations. The maximum height of pole lights must not exceed 20'. All fixtures must have lamps whose color temperature is between 2000 and 3000 Kelvin.

POSSIBLE PLANNING COMMISSION MOTIONS – SP202500003: Flow Honda/CDJR Outdoor Storage, Display, and Sales

- A. Should the Planning Commission choose to recommend approval of this special use permit:
I move to recommend approval of SP202500003: Flow Honda/CDJR Outdoor Storage, Display, and Sales with the conditions outlined in the staff report.
- B. Should the Planning Commission choose to recommend approval of this special use permit with revised conditions:
I move to recommend approval of SP202500003: Flow Honda/CDJR Outdoor Storage, Display, and Sales with the conditions outlined in the staff report, amended as follows (state amendments).
- C. Should the Planning Commission choose to recommend denial of this special use permit:
I move to recommend denial of SP202500003: Flow Honda/CDJR Outdoor Storage, Display, and Sales for (state reasons for denial).

ATTACHMENTS:

Attach 1 – Location Map

Attach 2 – Application Materials: Special Use Permit Project Narrative

Attach 3 – Application Materials: Concept Plan + Exhibits

Attach 4 – ARB Staff Report

Attach 5 – ARB Action Letter