

ARCHITECTURAL REVIEW BOARD STAFF REPORT

Project #/Name	SDP-2025-138: Flow Honda/CDJR Outdoor Storage, Display, and Sales Expansion
Review Type	Major Amendment
Parcel Identification	04500-00-00-068D4
Location	960 Hilton Heights Road
Zoned	Highway Commercial (HC) / Entrance Corridor (EC) / Airport Impact Area (AIA)
Owner/Applicant	Flow 960 Hilton LLC / Shimp Engineering (Chris Marshall)
Magisterial District	Rio
Proposal	A site plan amendment to expand the outdoor storage/display/sales area located in front of the Flow Honda/CDJR building at 960 Hilton Heights Road.
Context	The Flow Honda/CDJR site is located in the heavily developed Rt. 29 commercial corridor. The Honda/CDJR building is located just north of the Flow Subaru (previously Umansky) building. A Walmart is situated to the south across Hilton Heights Rd. Just beyond Walmart is the Malloy Chevrolet auto dealership. To the west is Sam’s Club, and a DoubleTree hotel is located to the north. A variety of commercial buildings stand on the opposite side of Rt. 29. (Fig. 1.)
Visibility	The outdoor display parking along the Rt. 29 Entrance Corridor will be readily visible.
ARB Meeting Date	January 20, 2026
Staff Contact	Khris Taggart

PROJECT HISTORY

- In 2003, two Special Use Permits (SP) were approved for this site: SP-2002-46 for outdoor vehicle display and SP-2002-65 for structured parking.
- On September 8, 2025, the Architectural Review Board (ARB) reviewed a third SP for the expanded outdoor display area and forwarded a recommendation of approval to the Board of Supervisors (BOS). The BOS will review this SP on January 14, 2026.
- To accommodate this expansion of display parking, the property owner acquired .34 acres of public right-of-way from VDOT.



Figure 1: Pictometry image showing the Flow auto dealership along the Rt. 29 Entrance Corridor.

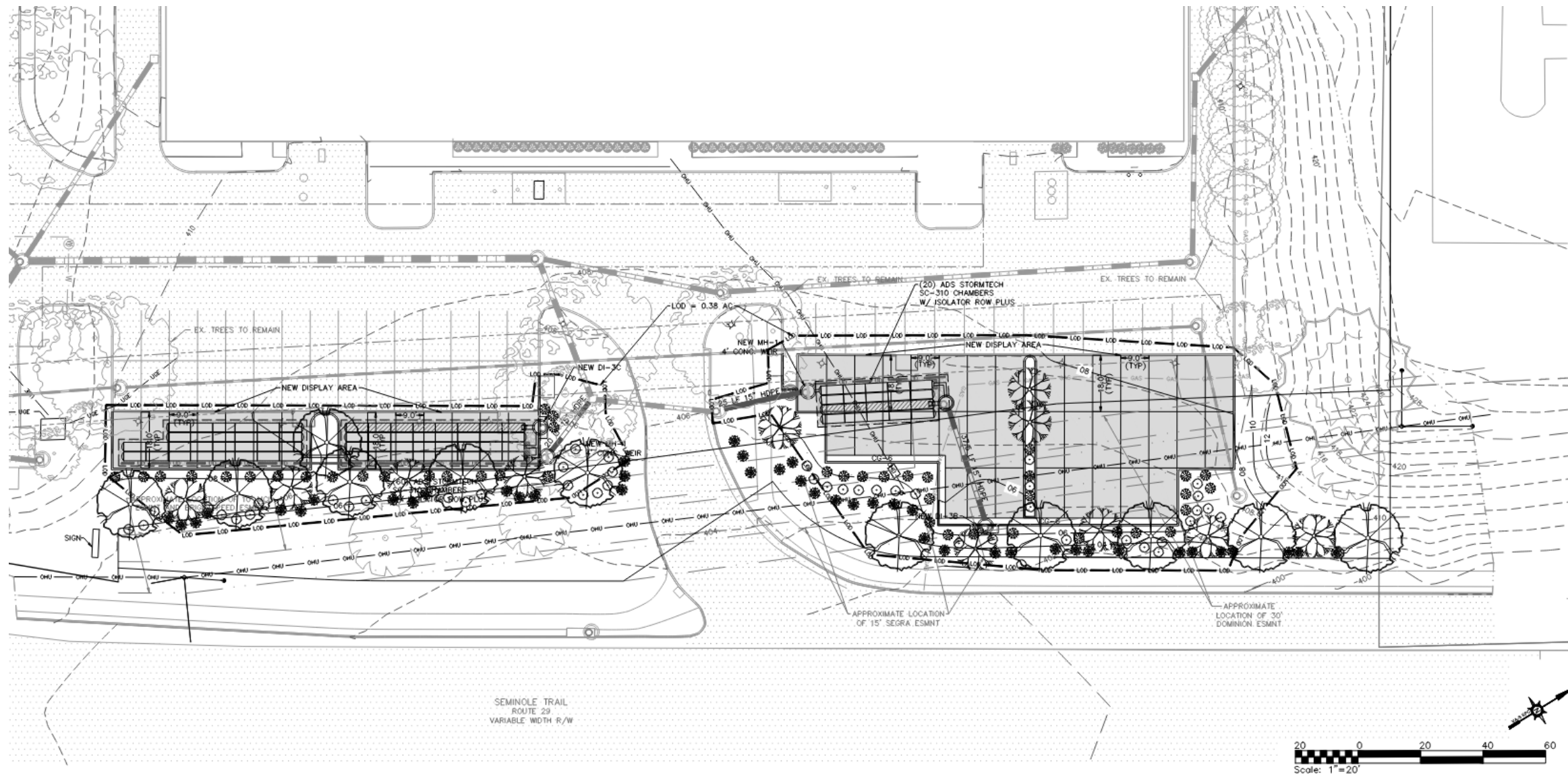


Figure 2: The proposed landscape plan showing new vehicle display areas with frontage and interior display area planting.

ANALYSIS

REF	GUIDELINE	ISSUE 1/20/2026	RECOMMENDATION 1/20/2026
1-5, 9-19, 21	Purpose, <i>Compatibility with significant historic sites, Compatibility with the Character of the Entrance Corridor, Structure Design, Accessory structures and equipment</i>	No changes to the existing architectural design are proposed with this application.	See lighting and landscaping recommendations, below.
	Lighting		
22	Light should be contained on the site and not spill over onto adjacent properties or streets;	The spillover does not exceed the maximum allowed by the ordinance.	None.
23	Light should be shielded, recessed, or flush-mounted to eliminate glare. All fixtures with lamps emitting 3000 lumens or more must be full cutoff fixtures.	The proposed fixtures are full cutoff.	None.
24	Light levels exceeding 30 footcandles are not appropriate for display lots in the Entrance Corridors. Lower light levels will apply to most other uses in the Entrance Corridors.	The maximum lighting levels are under the 30 footcandles allowed for display lots. However, the maximum noted in the calculations table (23.4 fc) differs from the one noted within the site (28.1 fc).	Revise the calculations table on the lighting plan to note the correct maximum footcandles.
28	In determining the appropriateness of lighting fixtures for the Entrance Corridors, the individual context of the site will be taken into consideration on a case-by-case basis.		
25	Light should have the appearance of white light with a warm soft glow; however, a consistent appearance throughout a site or development is required. Consequently, if existing lamps that emit non-white light are to remain, new lamps may be required to match them.	A note on the lighting plan states that the color temperature of the fixtures will be 3000K but the catalog number specifies fixtures with a color temperature of bright white (5000K), which exceeds the 3000K required by the SP conditions of approval.	Revise the color temperature specified in the catalog number of the proposed fixtures to 3000K.
26	Dark brown, dark bronze, or black are appropriate colors for free-standing pole-mounted light fixtures in the Entrance Corridors.	The lighting plan does not specify the proposed finish of the fixtures.	Revise the lighting plan to note the finish of the freestanding poles. The finish must match the existing poles on site.
27	The height and scale of freestanding, pole-mounted light fixtures should be compatible with the height and scale of the buildings and the sites they are illuminating, and with the use of the site. Typically, the height of freestanding pole-mounted light fixtures in the Entrance Corridors should not exceed 20 feet, including the base. Fixtures that exceed 20 feet in height will typically require additional screening to achieve an appropriate appearance from the Entrance Corridor.	A note has been added to the plan that the fixtures will be mounted at 20’ but this note does not specify if the 20’ includes the base.	Revise the note to confirm that the 20’ height includes the base.
29	The following note should be included on the lighting plan: “Each outdoor luminaire equipped with a lamp that emits 3,000 or more initial lumens shall be a full cutoff luminaire and shall be arranged or shielded to reflect light away from adjoining residential districts and away from adjacent roads. The spillover of lighting from luminaires onto public roads and property in residential or rural areas zoning districts shall not exceed one-half footcandle.”	The standard lighting note has been added to the lighting plan.	None.
30-31	<i>Guidelines for the Use of Decorative Landscape Lighting</i>	No decorative lighting is proposed.	None.
	Landscaping		
7	The requirements of the Guidelines regarding landscaping are intended to reflect the landscaping characteristic of many of the area’s significant historic sites which is characterized by large shade trees and lawns. Landscaping should promote visual order	The existing building is set back approximately 140’ from the EC. There is a planting area between the building and the EC, with a double row of parking south of the right-in entrance, and	None.

	within the Entrance Corridor and help to integrate buildings into the existing environment of the corridor.	single rows of parking north of the entrance and next to the showroom building. The current paved area measures between 71 and 76 feet from the edge of the Rt. 29 EC. The proposed site plan shows that the display parking area will be expanded by approximately 8,234 square feet. This will be done by converting a portion of the existing landscaped area along the frontage into paved parking, which will include triple-stacked parking arrangements on both the northern and southern sides of the right-in entrance. To the north of the entrance, there is a bump-out with 8 parking spaces that brings the display parking within 25 feet of the edge of the pavement. The existing display spaces north of the entrance will be converted to customer parking. The landscape plan shows large shade trees with ornamental trees and shrubs interspersed behind the overhead line south of the right-in entrance and in front of the overhead line north of this entrance. This layout is consistent with the concept plan, meets the frontage planting requirements, avoids conflicts with existing utilities, and is anticipated to reduce the visual impact of the expanded paved area on the EC. During the review of the SP request, staff noted a potential conflict between an existing large tree and a proposed large tree. The existing conditions sheet shows that this large tree will be removed and replaced with a new large tree.	
8	Continuity within the Entrance Corridor should be obtained by planting different types of plant materials that share similar characteristics. Such common elements allow for more flexibility in the design of structures because common landscape features will help to harmonize the appearance of development as seen from the street upon which the Corridor is centered.		
32	Landscaping along the frontage of Entrance Corridor streets should include the following: a. Large shade trees should be planted parallel to the Entrance Corridor Street. Such trees should be at least 3½ inches caliper (measured 6 inches above the ground) and should be of a plant species common to the area. Such trees should be located at least every 35 feet on center. b. Flowering ornamental trees of a species common to the area should be interspersed among the trees required by the preceding paragraph. The ornamental trees need not alternate one for one with the large shade trees. They may be planted among the large shade trees in a less regular spacing pattern. c. In situations where appropriate, a three or four-board fence or low stone wall, typical of the area, should align the frontage of the Entrance Corridor street. d. An area of sufficient width to accommodate the foregoing plantings and fencing should be reserved parallel to the Entrance Corridor street, and exclusive of road right-of-way and utility easements.		
33	Landscaping along interior roads: a. Large trees should be planted parallel to all interior roads. Such trees should be at least 2½ inches caliper (measured six inches above the ground) and should be of a plant species common to the area. Such trees should be located at least every 40 feet on center.		
35	Landscaping of parking areas: a. Large trees should align the perimeter of parking areas, located 40 feet on center. Trees should be planted in the interior of parking areas at the rate of one tree for every 10 parking spaces provided and should be evenly distributed throughout the interior of the parking area. b. Trees required by the preceding paragraph should measure 2½ inches caliper (measured six inches above the ground); should be evenly spaced; and should be of a species common to the area. Such trees should be planted in planters or medians sufficiently large to maintain the health of the tree and shall be protected by curbing. c. Shrubs should be provided as necessary to minimize the parking area's impact on Entrance Corridor streets. Shrubs should measure 24 inches in height.	There are no existing or proposed interior roads within this site. There are existing trees that are to remain along the northern perimeter of the site that meet the perimeter parking area requirements. The proposal does not meet the requirement for interior parking trees. Approximately 51 new parking spaces are proposed, requiring 5 large trees, but only one large tree and two ornamental trees have been added. However, as explained during the review of the SP request, the trees located north and south of the right-in entrance, as well as those along the northern perimeter of the site, compensate for the absence of large	None. None.

		interior trees in the expanded paved area. Additionally, the arrangement of trees and shrubs along the front of the site is expected to effectively filter the view of the additional display spaces, reducing the necessity for trees within the paved area itself.	
34	Landscaping along interior pedestrian ways: a. Medium trees should be planted parallel to all interior pedestrian ways. Such trees should be at least 2½ inches caliper (measured six inches above the ground) and should be of a species common to the area. Such trees should be located at least every 25 feet on center.	No changes are proposed to the existing interior pedestrian ways.	None.
36	Landscaping of buildings and other structures: a. Trees or other vegetation should be planted along the front of long buildings as necessary to soften the appearance of exterior walls. The spacing, size, and type of such trees or vegetation should be determined by the length, height, and blankness of such walls. b. Shrubs should be used to integrate the site, buildings, and other structures; dumpsters, accessory buildings and structures; “drive-thru” windows; service areas; and signs. Shrubs should measure at least 24 inches in height.	No changes to the existing building architecture are proposed with this application. The proposed arrangement of plantings along the frontage is expected to help integrate the showroom building into its surrounding context.	None.
37	Plant species: a. Plant species required should be as approved by the Staff based upon but not limited to the <i>Generic Landscape Plan Recommended Species List</i> and <i>Native Plants for Virginia Landscapes (Appendix D)</i> .	The proposed plantings are on the approved plant list.	None.
38	Plant health: The following note should be added to the landscape plan: “All site plantings of trees and shrubs shall be allowed to reach, and be maintained at, mature height; the topping of trees is prohibited. Shrubs and trees shall be pruned minimally and only to support the overall health of the plant.”	The standard plant health note is on the plan.	None.
	Development pattern		
	Site development and layout		
6	Site development should be sensitive to the existing natural landscape and should contribute to the creation of an organized development plan. This may be accomplished, to the extent practical, by preserving the trees and rolling terrain typical of the area; planting new trees along streets and pedestrian ways and choosing species that reflect native forest elements; ensuring that any grading will blend into the surrounding topography thereby creating a continuous landscape; preserving, to the extent practical, existing significant river and stream valleys which may be located on the site and integrating these features into the design of surrounding development; and limiting the building mass and height to a scale that does not overpower the natural settings of the site, or the Entrance Corridor.	No changes are proposed to the layout of the existing showroom building, travelway, and pedestrian and vehicular connections.	None.
39	The relationship of buildings and other structures to the Entrance Corridor street and to other development within the corridor should be as follows:		

	a. An organized pattern of roads, service lanes, bike paths, and pedestrian walks should guide the layout of the site. b. In general, buildings fronting the Entrance Corridor street should be parallel to the street. Building groupings should be arranged to parallel the Entrance Corridor street. c. Provisions should be made for connections to adjacent pedestrian and vehicular circulation systems. d. Open spaces should be tied into surrounding areas to provide continuity within the Entrance Corridor. e. If significant natural features exist on the site (including creek valleys, steep slopes, significant trees, or rock outcroppings), to the extent practical, then such natural features should be reflected in the site layout. If the provisions of Section 32.5.2.n of the <i>Albemarle County Zoning Ordinance</i> apply, then improvements required by that section should be located so as to maximize the use of existing features in screening such improvements from Entrance Corridor streets. f. The placement of structures on the site should respect existing views and vistas on and around the site.		
	Site Grading		
40	Site grading should maintain the basic relationship of the site to surrounding conditions by limiting the use of retaining walls and by shaping the terrain through the use of smooth, rounded landforms that blend with the existing terrain. Steep-cut or fill sections are generally unacceptable. Proposed contours on the grading plan shall be rounded with a ten-foot minimum radius where they meet the adjacent condition. Final grading should achieve a natural, rather than engineered, appearance. Retaining walls 6 feet in height and taller, when necessary, shall be terraced and planted to blend with the landscape.	There is a gentle change in topography between the showroom building and the EC. Grading is shown to establish the expanded display area; however, this grading is minimal and is not expected to have a negative visual impact on the EC.	None.
41	No grading, trenching, or tunneling should occur within the drip line of any trees or other existing features designated for preservation in the final Certificate of Appropriateness. Adequate tree protection fencing should be shown on, and coordinated throughout, the <u>grading, landscaping and erosion and sediment control plans</u> .	There are existing trees that are to remain, but no tree protection fencing has been shown.	Revise the site plan to include tree protection fencing around the trees that will remain throughout the site plan set.
42	Areas designated for preservation in the final Certificate of Appropriateness should be clearly delineated and protected on the site prior to any grading activity on the site. This protection should remain in place until completion of the development of the site.		
43	Preservation areas should be protected from storage or movement of heavy equipment within this area.		
20	Surface runoff structures and detention ponds should be designed to fit into the natural topography to avoid the need for screening. When visible from the Entrance Corridor street, these features must be fully integrated into the landscape. They should not have the appearance of engineered features.	Three new stormwater detention facilities are shown on the site plan. The facilities are underground and will not be visible from the EC.	None.
44	Natural drainage patterns (or to the extent required, new drainage patterns) should be incorporated into the finished site to the extent possible.		

SUMMARY OF RECOMMENDATIONS

Primary points of discussion:

- 1. The extent to which proposed landscaping mitigates the visual impacts of the storage, display and sales parking.
 - a. Interior parking lot trees: quantity and size.

Staff recommends approval of the major amendment with the following revisions:

- 1. Revise the calculations table on the lighting plan to note the correct maximum footcandles.
- 2. Revise the color temperature specified in the catalog number of the proposed fixtures to 3000K.
- 3. Revise the lighting plan to note the finish of the freestanding poles. The finish must match the existing poles on site.
- 4. Revise the note to confirm that the 20’ height includes the base.
- 5. Revise the site plan to include tree protection fencing around the trees that will remain throughout the site plan set.

ATTACHMENTS

- Attach. 1: [SDP-2025-00138: Flow Honda/CDJR Site Plan](#)