

APPLICATION 2016-659 STAFF REPORT ACADEMY SPORTS AT MATTHEWS CORNERS

Pre Public Hearing Staff Analysis • March 2017



SUMMARY

Location

2308 Matthews Township Parkway, tax id 19331104

Ownership/Applicant

Viking Partners Matthews Corners LLC

Zoning

Existing: B-1SCD Proposed: B-1SCD Change of Conditions

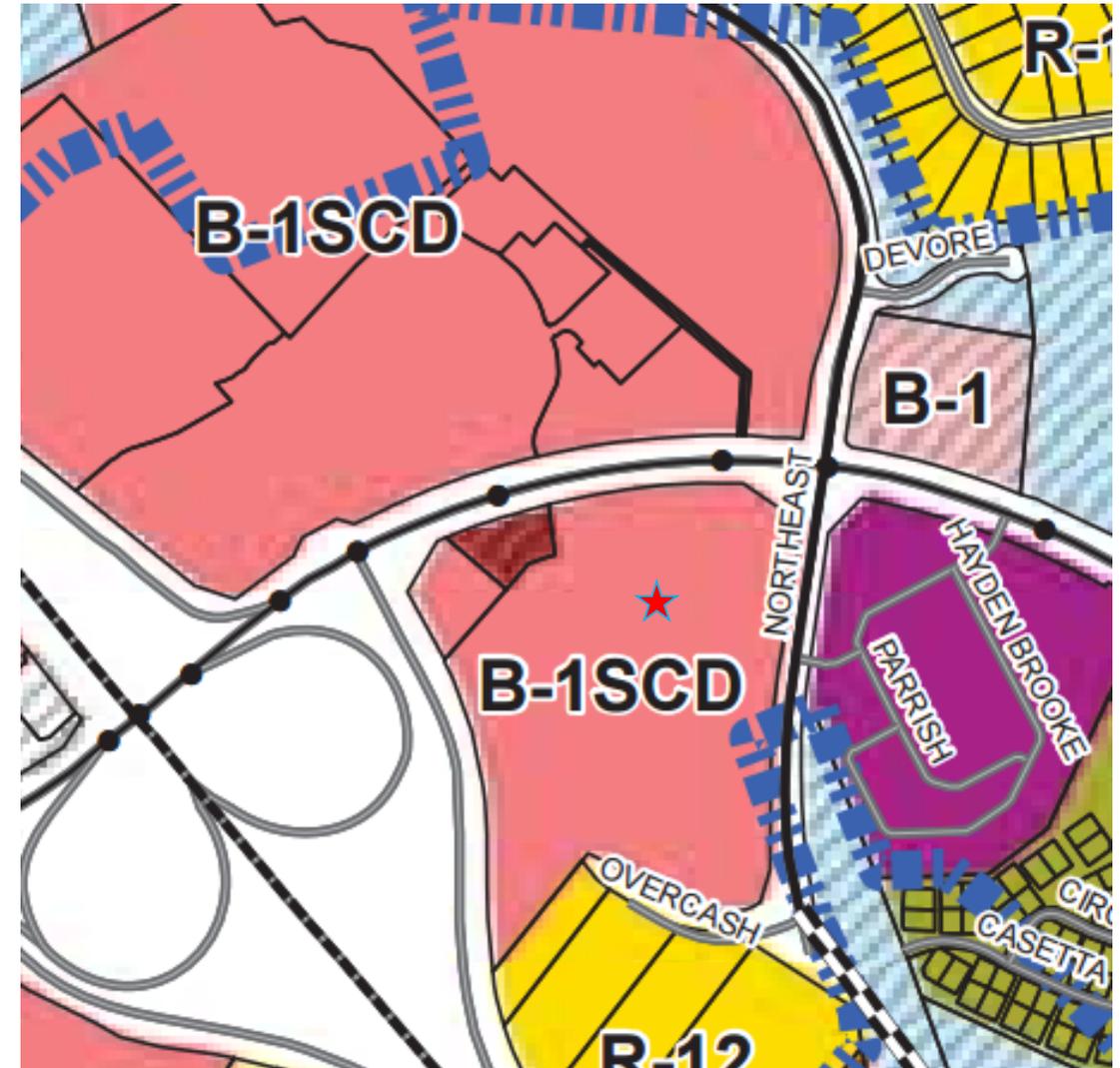
Use

Existing: Retail Shopping Center

Proposed: Same

Request Summary

The applicant proposes to raze and rebuilt a portion of the existing strip center and construct a new 10,000 sq ft outparcel building.



PROJECT AREA



SITE INFORMATION AND BACKGROUND

Site Summary

The site consists of just under 20 acres of land area with two individual strip retail buildings. The Burger King and Verizon buildings are separate outparcels that are not part of the rezoning request.

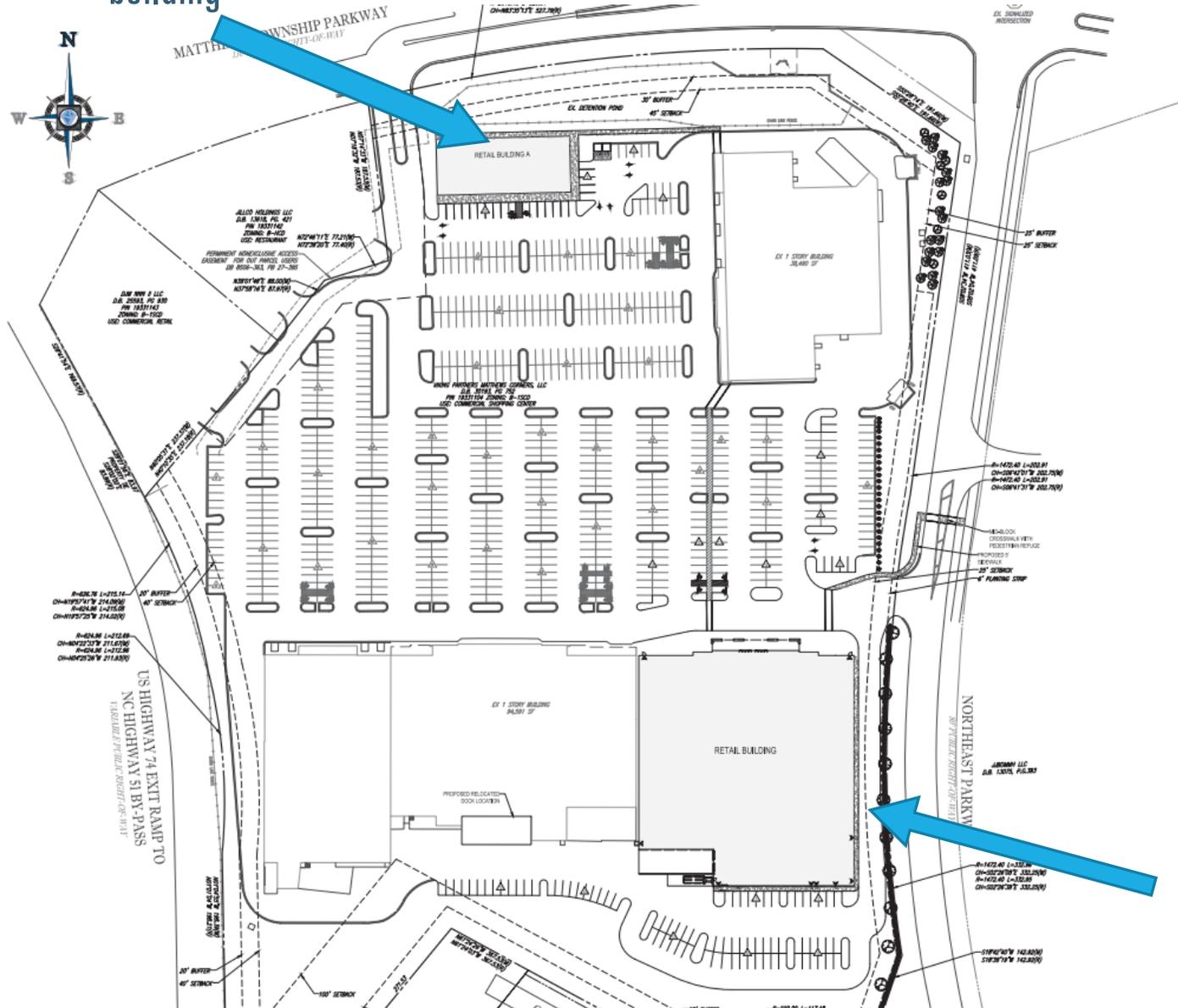
Previous Zoning Actions

The property was rezoned in the early 1990's and was constructed in 1996.



PROPOSED SITE PLAN

New 10,000 sq ft retail building



LOCATION MAP
COPYRIGHT 2003
DELONCE STREET ATLAS 2004 PLUS USA
SCALE: 1"=200'

CONCEPT PLAN GENERAL NOTES

1. THIS PLAN IS BASED ON SURVEY INFORMATION PROVIDED BY JAMES MAUNEY & ASSOCIATES, P.A., GATED 2021'S PROJECT NO. 20101458404.
2. THE CONCEPT REPRESENTED HEREIN IDENTIFIES A DESIGN CONCEPT RESULTING FROM LAYOUT PREFERENCES IDENTIFIED BY OWNER COUPLED WITH A PRELIMINARY REVIEW OF ZONING AND LAND DEVELOPMENT REQUIREMENTS AND ISSUES. THE FEASIBILITY WITH RESPECT TO OBTAINING LOCAL, COUNTY, STATE, AND OTHER APPLICABLE APPROVALS IS NOT WARRANTED AND CAN ONLY BE ASSESSED AFTER FURTHER EXAMINATION AND VERIFICATION OF SAME REQUIREMENTS AND PROCUREMENT OF JURISDICTIONAL APPROVALS.
3. THE CONCEPTUAL PLAN IS PREPARED FOR CONCEPTUAL PRESENTATION PURPOSES ONLY AND IS NOT INTENDED FOR UTILIZATION AS A ZONING AND/OR CONSTRUCTION DOCUMENT. THE EXISTING CONDITIONS SHOWN HEREIN ARE BASED UPON INFORMATION THAT WAS SUPPLIED TO BOLDER ENGINEERING AT THE TIME OF PLAN PREPARATION AND MAY BE SUBJECT TO CHANGE UPON AVAILABILITY OF ADDITIONAL INFORMATION.

PRELIMINARY INFORMATION

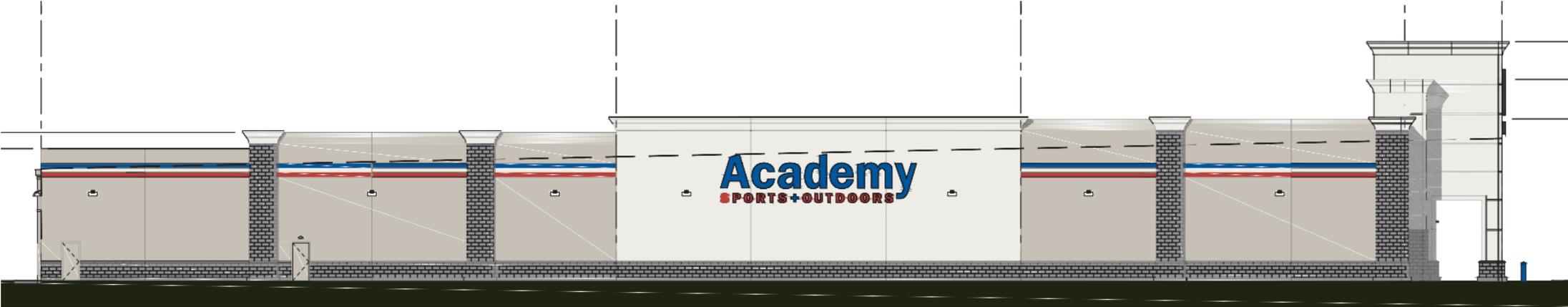
PARCEL	
EXISTING PARCEL	19.85 AC
PARKING DATA	
EXISTING	816 SPACES (84M/100) (81Y SPACES)
REQUIRED	1 SPACE / 200 SF (207,081 SF) = 828 SPACES
PROVIDED	828 SPACES (828M/100) (81Y SPACES)
JURISDICTIONAL	
EXISTING/PROPOSED ZONING	R-1 800 - SHOPPING CENTER DISTRICT (CONCEPTUAL ZONING)

New Academy Sports store

PROPOSED ELEVATIONS

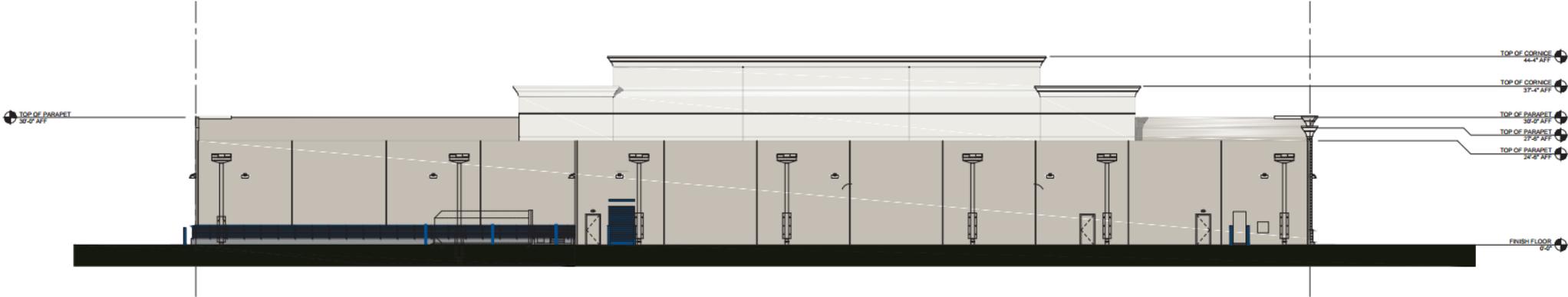


Parking Lot Elevation

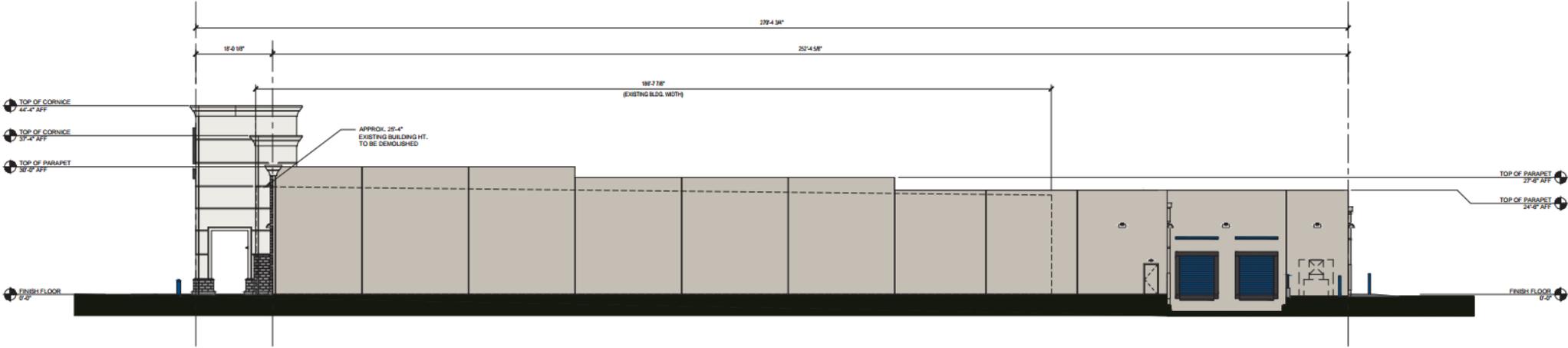


Northeast Parkway Elevation

PROPOSED ELEVATIONS



REAR ELEVATION - FACING SOUTH
3/32" = 1'-0"



PROPOSED ELEVATIONS



PROPOSED ELEVATIONS



PROPOSED ELEVATIONS



SUMMARY OF PROPOSED CONDITIONS

Conditions

1. Up to 207,081 square feet of floor area allowed.
2. No convenience stores was gas sales allowed.
3. Commitment to construct northbound left turn lane on Northeast Parkway via restriping at the time that the road is extended to Matthews Mint Hill.
4. Construction of a mid block pedestrian crossing and some sidewalk along Northeast
5. New Highway Overlay Buffer screening behind the Marshalls building to replace missing plant material.
6. New parking lot trees (All trees are missing in parking lot)
7. Future Board of Commissioners approval of proposed new retail building along Matthews Township Parkway



TRAFFIC IMPACT AND ACCESS

Access

Access points will remain unchanged with a directional cross over along Township Parkway and a full movement onto Northeast Parkway.

Daily Peak AM/PM Trips

Existing and Proposed AM peak hour trips: 182/237

Existing and Proposed PM peak hour trips: 708/947

Increase of 55 AM peak hour trips and 239 peak hour PM trips

Total New Trips

The site generates 7,987 trips daily today and would generate 10,589 trips as proposed for a total of 2,508 new daily trips before passby reductions

Proposed Road Improvements

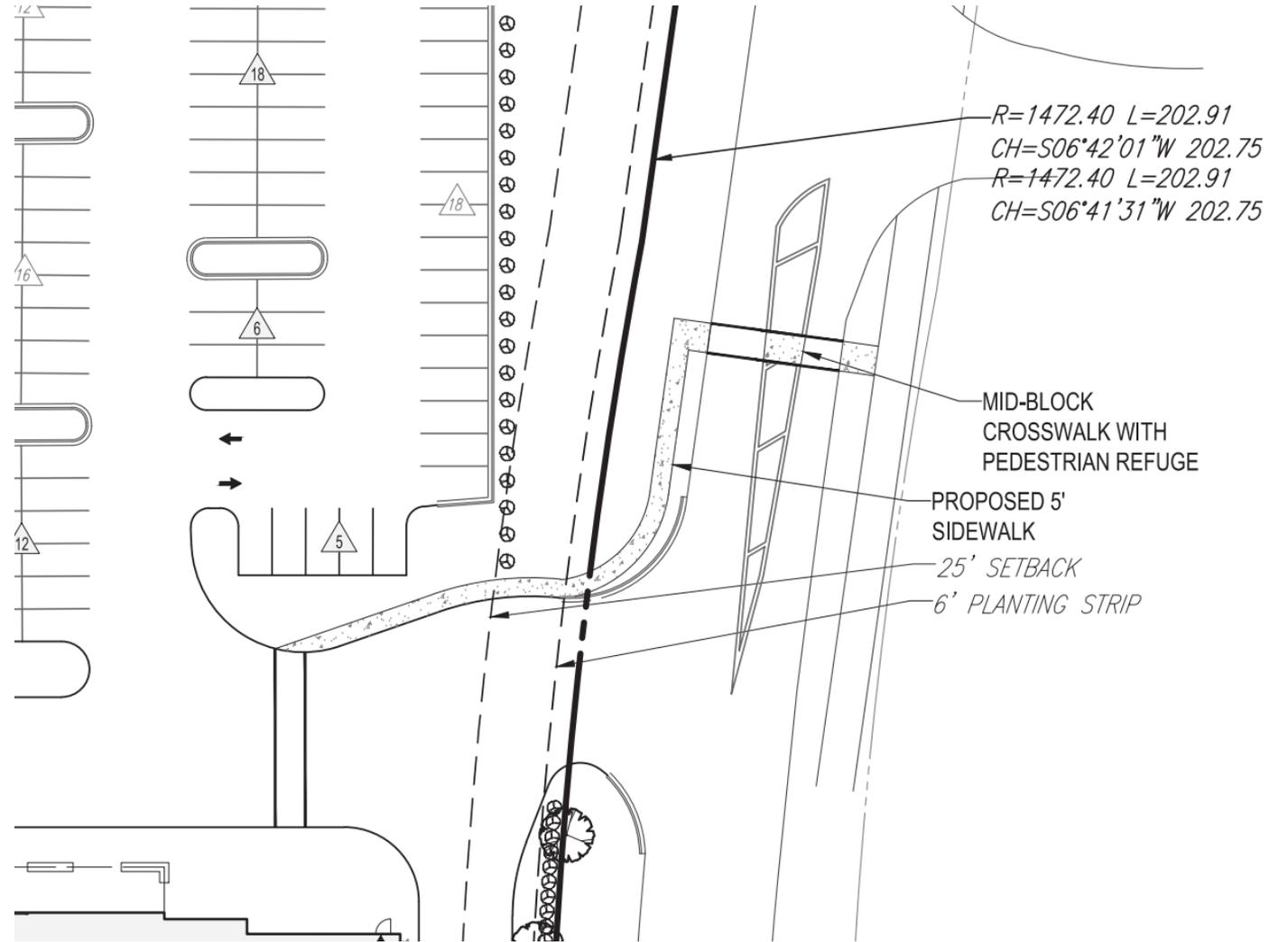
Future left turn lane striping on Northeast Parkway



PEDESTRIAN & BIKE ACOMMODATIONS

Sidewalk Improvements

The applicant proposes to construct a midblock crossing that would connect to the 10' multiuse path across the street at adjacent to the Fountains Matthews Apartments.



TREES, VEGETATION AND STORMWATER

Tree Save

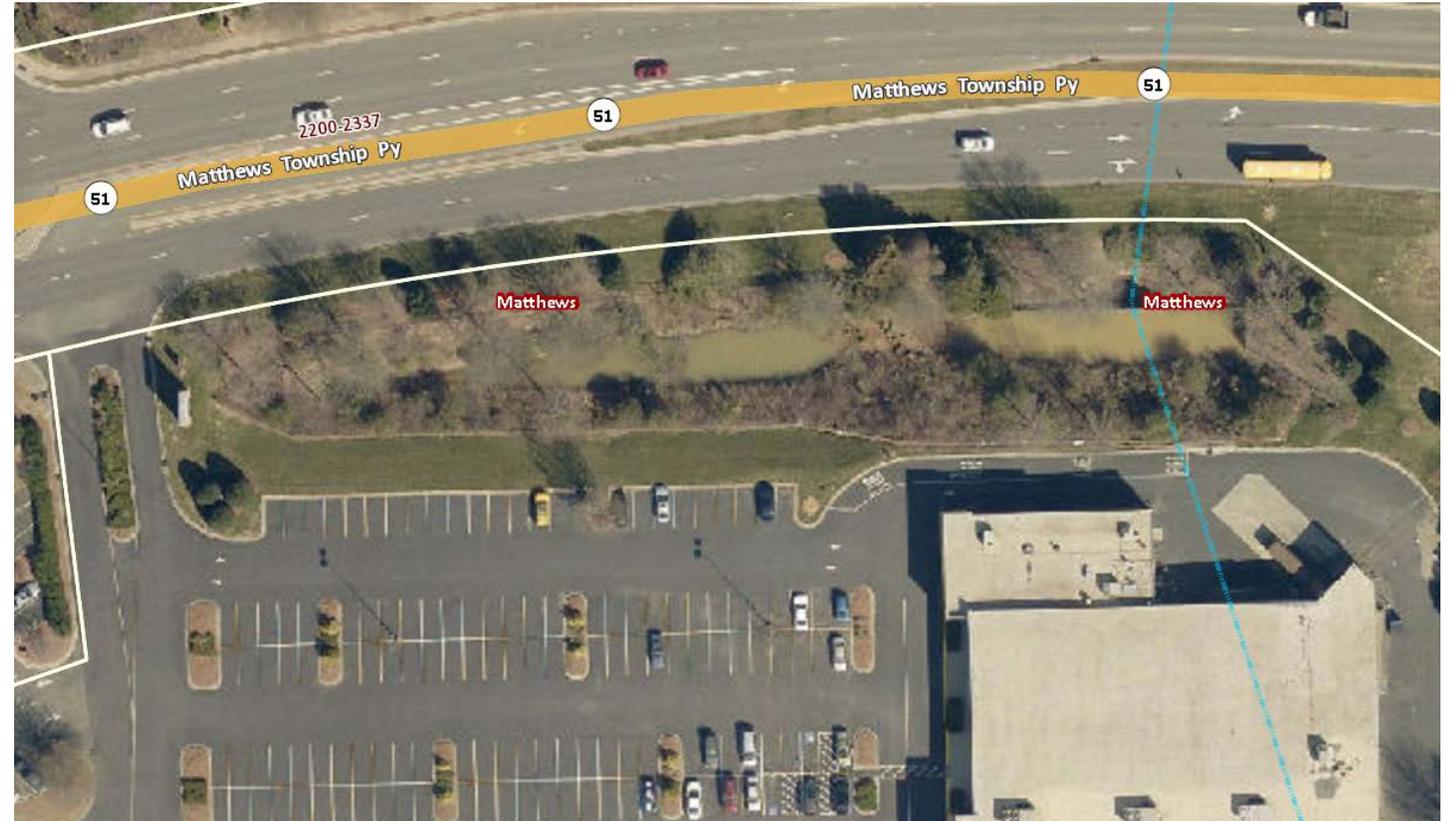
No changes to the tree canopy at the site are proposed

Stormwater Management and PCO

Some modification of the existing detention facility will be required.

Buffers

The applicant is aware that the Highway Overlay Buffer will prohibited any clearing for visibility purposes for the proposed building on Township Parkway.



LAND USE PLAN AND ADOPTED POLICIES

Land Use Plan

The use of the site as a retail center has been established for 20 years. The Land Use Plan calls for limitations on parking in front of buildings and placing loading behind buildings. The proposed plan would eliminate parking along Northeast between the new Academy Sports building and the road and leave only a drive aisle to the loading area that would be screened.

Consistency

The proposed retail expansion is consistent with the Land Use Plan and similar development already established along the corridor.

FINANCIAL IMPACT ANALYSIS

Services Impact

Matthews does not provide waste pickup retail centers. The primary impact to the Town lies in the incremental increase of providing essential services (Police, Fire & EMS, Parks).

Current Tax Revenue and Per Acre Valuation

In 2016, Matthews tax revenue from the property was \$51,617, or about \$2,600 per acre.

Forecasted Tax Revenue and Per Acre Valuation

Based on the value per square foot of the existing center and the expected increase of square footage of newer buildings, the tax value of the site should increase by \$4,000,000 using data from the 2011 revaluation. This would result in total tax revenue of \$68,000, or about \$3,500 per acre.

STAFF COMMENTS AND OUTSTANDING ISSUES

Planning Department

1. Some additional screening still needed behind Marshalls anchored building on Northeast Parkway.
2. Loading areas for new Academy store still appear to be visible from Northeast Parkway.
3. Is the big box store designed for future adaptive reuse into smaller storefronts?
4. A building materials percentage should be provided for the new Academy Sports building

Police

No Concerns

Fire

Drive aisle beside building designed to accommodate fire access

Public Works

TBD

Parks and Rec

No concerns