

**APPLICATION 2020-718 STAFF REPORT  
PREMIER HOLDINGS, CHANGE IN ZONING CONDITIONS**

Pre Public Hearing Staff Analysis • October 2020



## Location

9205 E. Independence Blvd

## Ownership/Applicant

Premier Holdings, LLC

## Zoning

Existing: BH (CD)      Proposed: BH (CD)

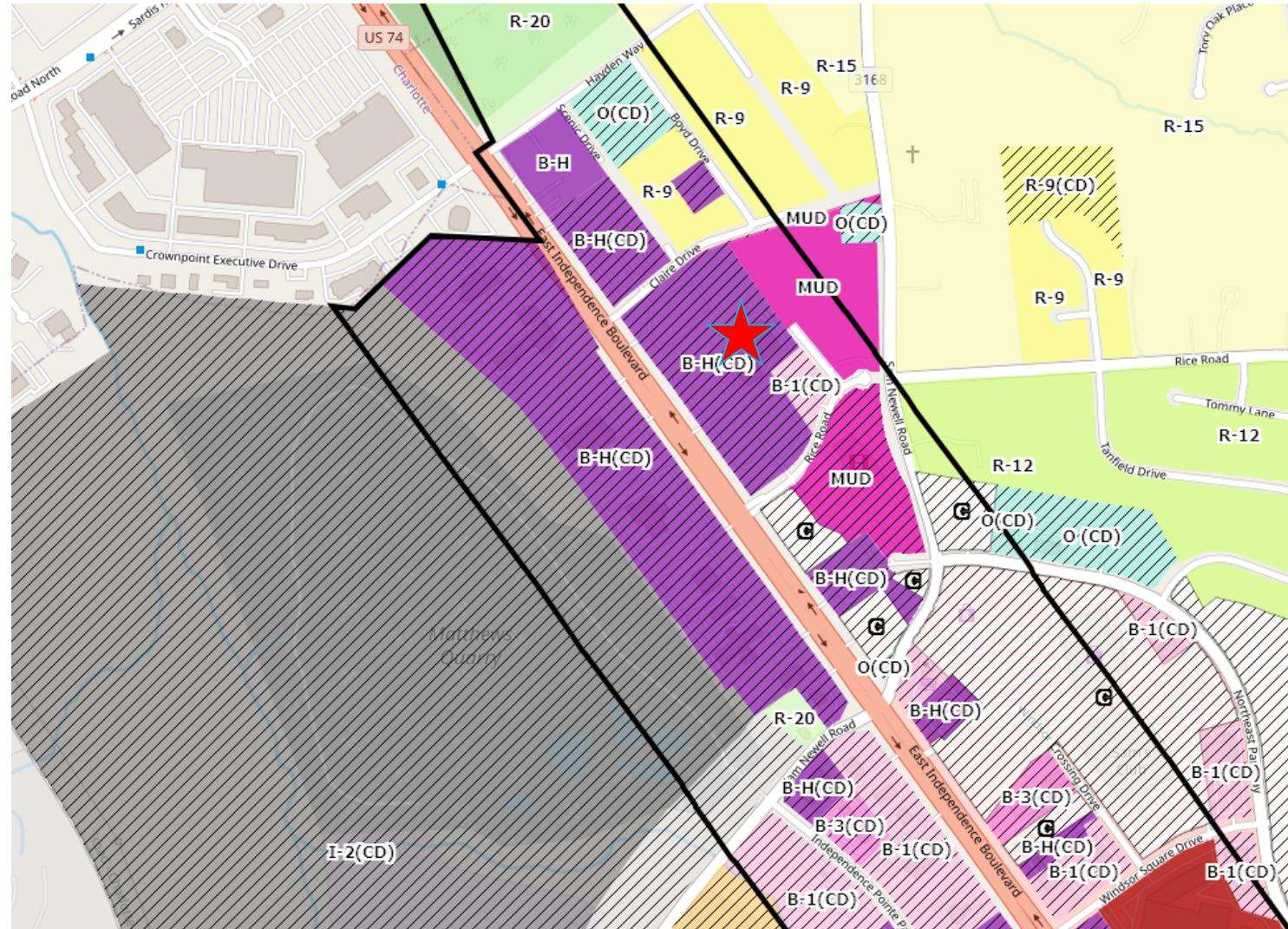
## Use

Existing: Harley Davidson Dealership

Proposed: No change in use

## Request Summary

The applicant proposes to change the façade of the main building, add a new sound stage, and a new covered exterior terrace.



# PROJECT AREA



# FRONT FAÇADE CHANGES



EXTERIOR RENDER  
SCALE: NTS



EXISTING FAÇADE  
SCALE: NTS

**fresh.**  
ARCHITECTURE

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CLIENT

**INDEPENDENCE**  
HARLEY-DAVIDSON  
COMMERCIAL

HARLEY-DAVIDSON  
9205 E. INDEPENDENCE BLVD,  
MATHESW, NC, 28105

CONSULTING ENGINEER

PROJECT NUMBER  
19 - 1711

ISSUES  
DATE: 08.28.20 REZONING APP

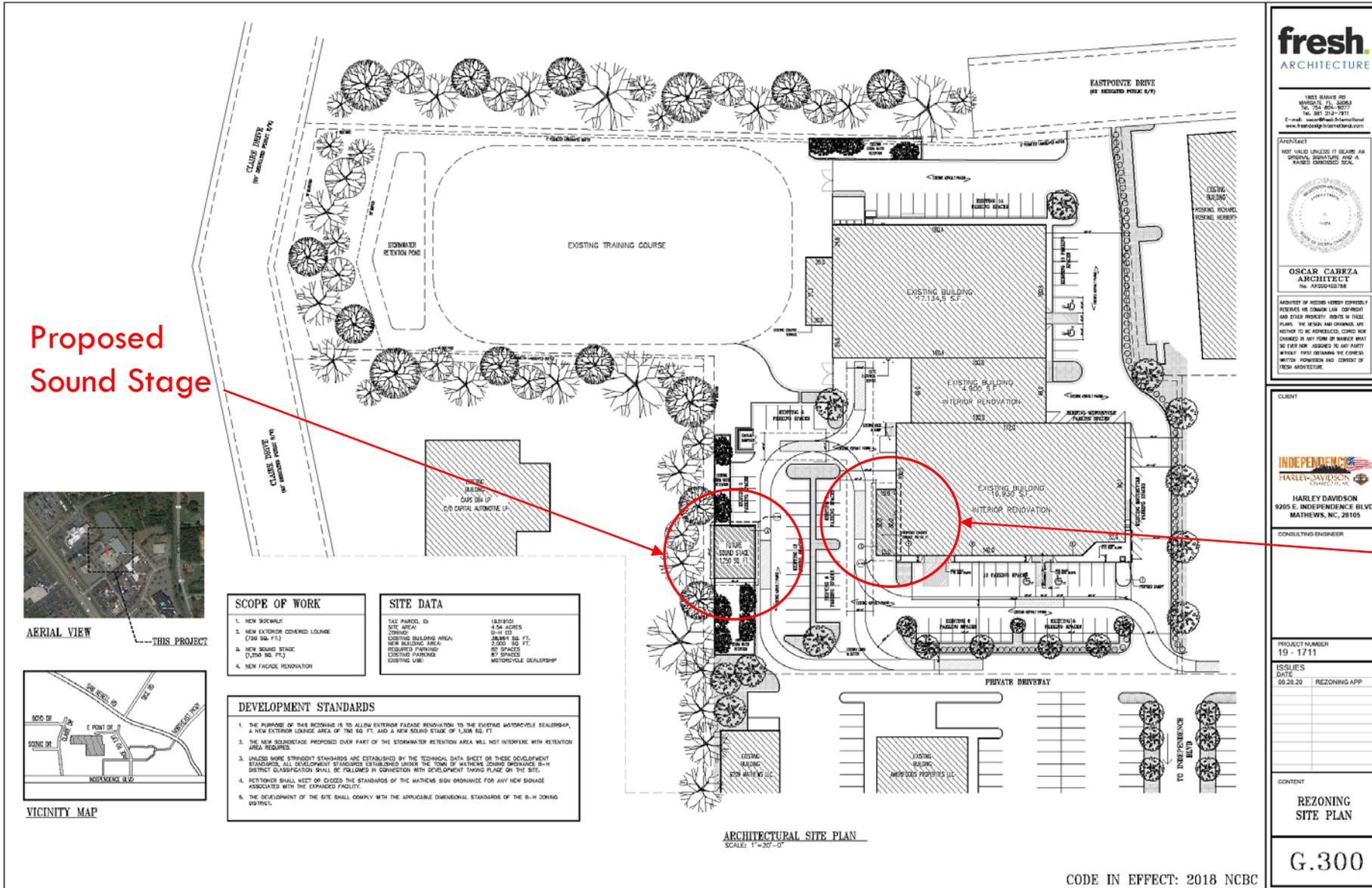
CONTENT

EXTERIOR  
RENDERS

G.200

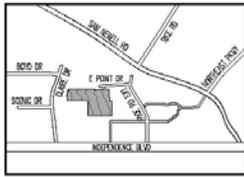
Proposed signage for illustrative purposes only

# SITE PLAN



Proposed Sound Stage

Proposed Covered Exterior Terrace



**SCOPE OF WORK**

1. NEW SIDEWALK
2. NEW EXTERIOR COVERED LOUNGE (750 SQ. FT.)
3. NEW SOUND STAGE (1,750 SQ. FT.)
4. NEW FACADE RENOVATION

**SITE DATA**

TAX PARCEL ID:	18339101
SITE AREA:	4.5M ACRES
ZONING:	B-H CD
EXISTING BUILDING AREA:	3,200 SQ. FT.
NEW BUILDING AREA:	3,200 SQ. FT.
REQUIRED PARKING:	87 SPACES
EXISTING PARKING:	87 SPACES
EXISTING USE:	MOTORCYCLE DEALERSHIP

**DEVELOPMENT STANDARDS**

1. THE PURPOSE OF THIS RESOLUTION IS TO ALLOW EXTERIOR FACADE RENOVATION TO THE EXISTING MOTORCYCLE DEALERSHIP, A NEW EXTERIOR LOUNGE AREA OF 750 SQ. FT. AND A NEW SOUND STAGE OF 1,750 SQ. FT.
2. THE NEW SOUNDSTAGE PROPOSED OVER PART OF THE STORMWATER RETENTION AREA WILL NOT INTERFERE WITH RETENTION AREA REQUIRED.
3. UNLESS MORE STRINGENT STANDARDS ARE ESTABLISHED BY THE TECHNICAL DATA SHEET OR THESE DEVELOPMENT STANDARDS, ALL DEVELOPMENT STANDARDS ESTABLISHED UNDER THE TOWN OF MATHEWS SOUND ORDINANCE B-H DISTRICT CLASSIFICATION SHALL BE FOLLOWED IN CONJUNCTION WITH DEVELOPMENT TRACING PLANS ON THE SITE.
4. PERMITTEE SHALL MEET OR EXCEED THE STANDARDS OF THE MATHEWS SIGN ORDINANCE FOR ANY NEW SIGNAGE ASSOCIATED WITH THE EXPANDED FACILITY.
5. THE DEVELOPMENT OF THE SITE SHALL COMPLY WITH THE APPLICABLE DIMENSIONAL STANDARDS OF THE B-H ZONING DISTRICT.

ARCHITECTURAL SITE PLAN  
SCALE: 1"=30'-0"

CODE IN EFFECT: 2018 NCBC

**fresh ARCHITECTURE**

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CONSULTING ENGINEER

PROJECT NUMBER  
15 - 1711

ISSUES

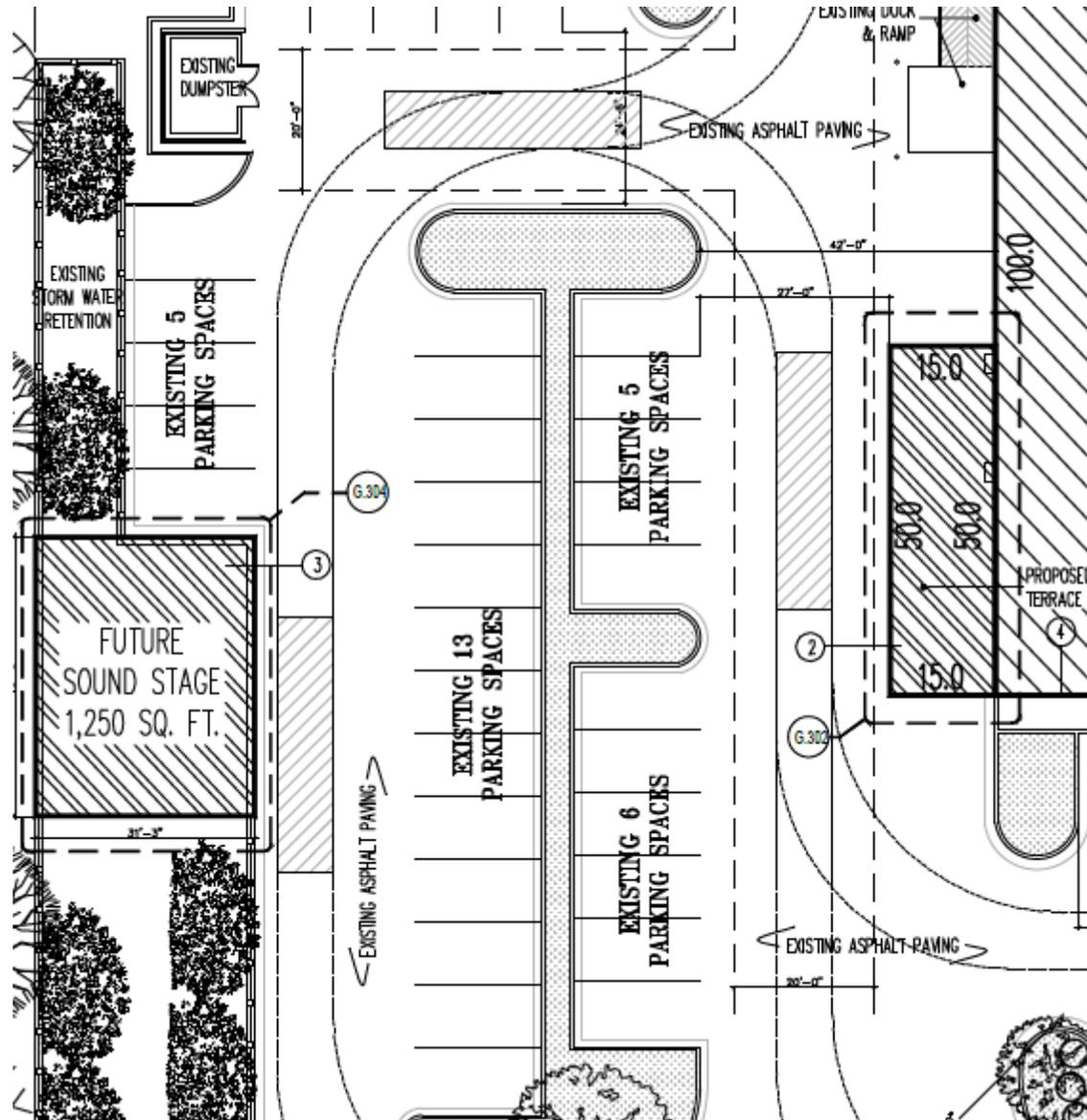
DATE	REZONING APP
08.28.20	

CONTENT

REZONING SITE PLAN

G.300

# PROPOSED SITE PLAN



- Proposed Covered Terrace to the side of the main building (750 sq. ft.)
- Future Sound Stage located over the stormwater retention area.

# SOUND STAGE PLAN

- Future Sound Stage located over the stormwater retention area.

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CONSULTING ENGINEER

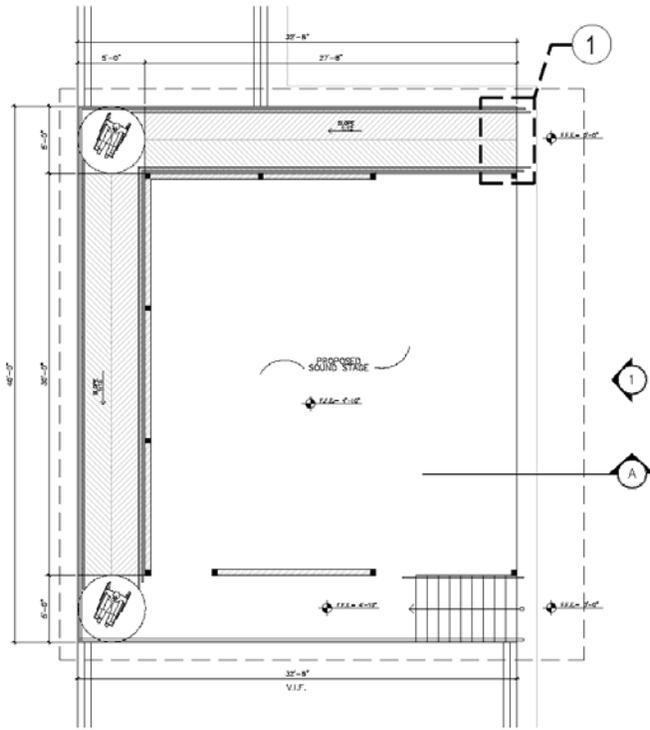
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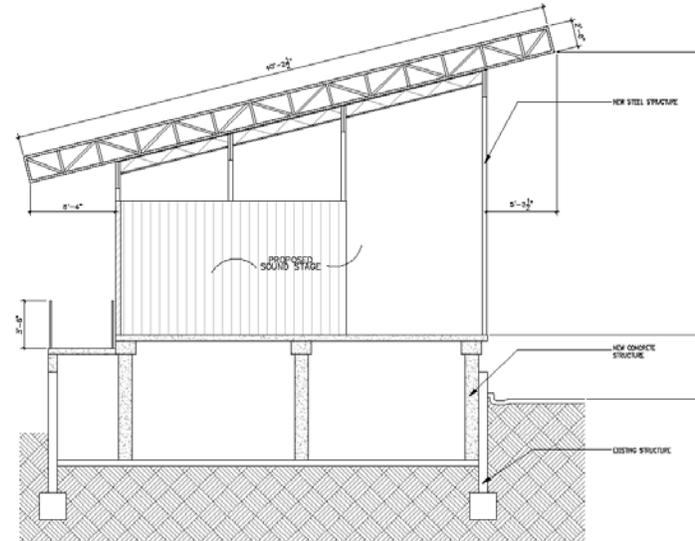
CONTENT

**SOUND STAGE DETAILS**

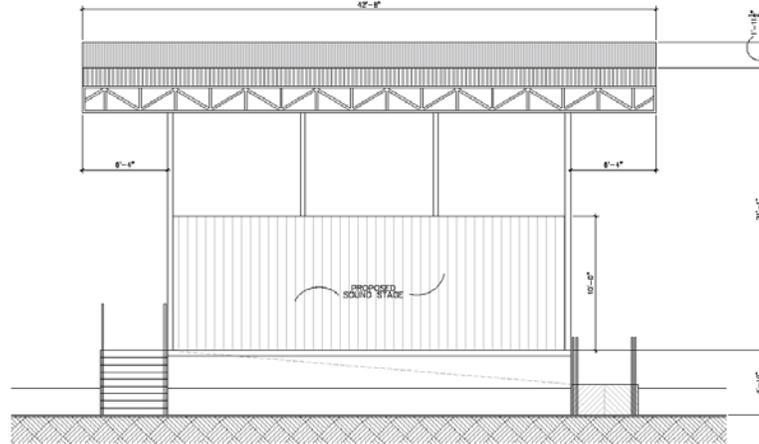
**G.304**



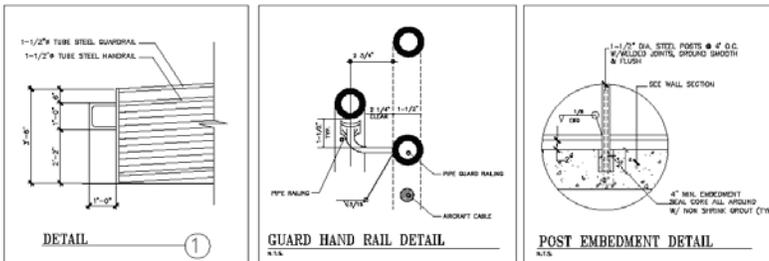
**SOUND STAGE FLOOR PLAN**  
SCALE: 1/4" = 1'-0"



**SOUND STAGE SECTION A**  
SCALE: 1/4" = 1'-0"



**SOUND STAGE ELEVATION 1**  
SCALE: 1/4" = 1'-0"



# SOUND STAGE PHOTO RENDERING



EXTERIOR RENDER



EXTERIOR RENDER

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CONTENT

SOUND STAGE  
DETAILS

G.305

- Future Sound Stage located over the stormwater retention area.

# STAFF COMMENTS AND OUTSTANDING ISSUES

## Planning Department

Continued operation and maintenance of the stormwater retention feature with the placement of the elevated sound stage

Recommend moving the stage location to outside of the stormwater retention area.

## Police

No Concerns

## Fire

No Concerns

## Public Works

Continued operation and maintenance of the stormwater retention feature with the placement of the elevated sound stage is a concern

## Parks and Rec

No Concerns