

Cashiers Planning Council Staff Report – February 2, 2022

Project: Cashiers East Village
Applicant: The Kessler Collection – Richard Kessler, Chairman and CEO
Location: Properties located in the southeast corner near the intersection of Highway 64 and Highway 107; PIN's: 7572-51-4656, 7572-51-8525, 7572-41-3354, 7572-41-3292, 7572-41-9317, 7572-41-6231 and 7572-41-5028; a total of 24.54 acres
District Zone: Village Center District, General Commercial District

Project Summary:

The applicant is proposing the construction of a multi-use development on 24.54 acres in two phases near the southeast corner of the intersection of Highway 64 and Highway 107. Phase 1 will include mixed-use commercial/residential, Cashiers Village Hall, restaurants, lodging (hotel, cottages, glamping sites), event pavilion/lawn and employee housing. Phase 2 will include mixed-use commercial/residential, residential (condominium/townhomes), restaurants, lodging (cottages, glamping sites) and employee housing. The ingress/egress for this property will be from Highway 107 South, Marigold Street, Monte Vista Road (indirectly from Highway 64 East); all of which are public roads and rights-of-way. The immediate surrounding properties are a mix of commercial, civic/community and residential uses, which are in both the Village and General Commercial Districts. The exterior materials for the proposed structures are shown to include a mix of stone, stucco, timber wood/fiber lap siding, board/batten siding and shingle siding. Roof types will include gables, hips, gambrel, saltbox, parapet screened flat roofs and the sheathing materials will be a mix of metal, wood shingles and composite shingles. This proposed development will have shared and remote parking on-site to support all uses, 390 parking stalls are required and the concept plan indicates 390 parking stalls are provided over the two phases. This project will require 20% open space over the entire 24.54 acres; the submitted concept plans indicate that 5.18 acres (21%) of open space area is provided. The overall property has an average slope of below 20% and the *Mountain and Hillside Development Ordinance* will not require a density standard for this project, however, other standards in that ordinance (stormwater, grading, etc.) will apply. Preliminary storm water management measures have been shown on the concept and perimeter and interior landscaping areas are identified; however, all will need to meet or exceed the Cashiers Development Ordinance regulations at time of final plan review. Preliminary utility data has been submitted for this review and sanitary sewer services for this overall project will be a potential mix of public and private systems provided by Tuckaseegee Water & Sewer Authority (public utility) and private, on-site treatment package systems. Potable water service will be provided by private, on-site well/pump systems. Both utility services will need to meet or exceed the standards and regulations set forth by the appropriate agency with jurisdiction (Health Department, State Health, TWSA). Fire protection will be provided by the Cashiers Fire Department and Planning Staff will coordinate with the local Fire Chief and Building officials concerning fire hydrant placement and any required storage tanks.

Summary of Project Phasing:

Cashiers East Village Phase 1:

Cashiers East Village - Phase 1 has a mixture of use types including commercial, retail, lodging (hotel, cottages, campsites), multi-family residential (employee housing) and event pavilion/lawn.

Proposed Use	Number of Structures	Approximate Number of Units	Approximate Square Feet
Commercial, Mixed Use, Civic			
Lodging - (hotel, spa, restaurant) – 3 story	1	90 bedrooms	90,000
Lodging - Glamping Cabins	6	6 bedrooms (total)	2,666
Lodging - Mountain Cottages – 1 story	6	6 bedrooms (total)	5,000
Restaurant and Retail - 1 story	2	2	3,500 – Restaurants, 15,300 - Retail
Restaurant - 2 story	1	1	8,000
Mixed Use – Retail and Residential - 2 story	2	2 – Retail; 6 - Bedrooms	4,400 Retail; 5,500 Residential
Mixed Use – Retail and Office - 2 story	2	2 - Retail; 2 - Office	4,000 Retail; 4,000 Office
Event Pavilion	1	1	3,200
Maintenance Building	1	1	2,400
Residential			
Multi-Family – Employee Housing – 3 story	1	25 Beds	15,000

Cashiers East Village Phase 2:

Cashiers East Village - Phase 2 has a mixture of use types including commercial, retail, lodging (cottages, campsites), multi-family residential (employee housing), and residential townhomes.

Proposed Use	Number of Structures	Approximate Number of Units	Approximate Square Feet
Commercial, Mixed Use, Civic			
Lodging – Glamping Cabins	12	12 bedrooms (total)	5,328
Lodging - Mountain Cottages – 2 story	6	12 bedrooms (total)	10,000
Restaurant - 1 story	1	1	3,000 – Restaurant
Mixed Use – Retail and Residential - 2 story	2	2 – Retail; 8 - Bedrooms	4,000 Retail; 5,000 Residential
Mixed Use – Retail and Office - 2 story	2	2 - Retail; 4 - Office	3,600 Retail; 4,500 Office
Residential			
Townhomes -2.5 story	4	32 bedrooms	28,000
Multi-Family – Employee Housing – 3 story	1	25 Beds	15,000

Jackson County Unified Development Ordinance

Article IX – Regulated District Standards

Section 9.3 – Cashiers Commercial Area

Section 9.3.5 – Site and Building Design Standards

Building Architecture:

(a) Building Architecture

- (i) Building design and architecture are critical components for quality development. Building and architecture design standards are intended to promote compatibility within a development and throughout the Cashiers Commercial Area, allow creativity and diversity of design, protect property values and neighborhood quality, and provide a safe and attractive environment for residents and visitors alike to uses in the community.

(b) Building Materials and Color

(i) Materials.

- 1) All buildings shall be constructed of stone, exposed timber, fiber cement siding, wood siding, shingle siding, or other high-quality material, as approved by the Design Review Committee. No building shall be covered with sheet or corrugated metal or with vinyl siding.
The proposed exterior siding material shown on the conceptual architectural renderings and supporting documents appear to show stone, stucco, timber, wood/hardi-board lap and board/batten siding. The siding materials will continue to a masonry foundation.
- 2) Exterior building materials shall be continued to finished grade of any elevation in accordance with minimum manufacture specifications.
The siding materials will continue to a masonry foundation/slab.
- 3) Cornices shall be constructed of brick, stone, wood, pre-cast concrete, or other high quality, long-lasting material.
The conceptual architectural renderings and supporting documents appear to show decorative cornices which would comply with this standard.
- 4) Architectural accent materials located above the roof line shall be constructed of brick, stone, wood, pre-cast concrete, architectural quality steel, fiber cement siding or other high quality, long-lasting material.
The conceptual architectural renderings and supporting documents show accent materials above the roof line which appear to comply with this standard.

(ii) Colors.

- 1) Color schemes used for buildings shall aesthetically integrate building elements together, relate separate (free-standing) buildings on the same lot or parcel to each other, and be used to enhance the architectural form of the building.
The applicant has stated that the exterior colors for the proposed structures will be traditional colors suggested such as historic whites, grays, browns or colors from a rustic color palette.

- 2) Exterior colors for new buildings and structures, including roofs, should be the predominant colors of the historic Cashiers Summer resort traditions, historic whites, grays, browns or colors from a rustic color palette are recommended, along with white or black pronounced trim colors.

Fluorescent colors shall be avoided.

The conceptual architectural renderings and supporting documents show that the exterior colors for the proposed structures will be traditional colors suggested such as historic whites, grays, browns or colors from a rustic color palette.

- 3) All building projections, including, but not limited to, chimneys, flues, vents, and gutters, shall match or complement in color the permanent color of the surface from which they project.

The conceptual architectural renderings and supporting documents show that the proposed structures and appurtenances will be traditional colors suggested such as historic whites, grays, browns or colors from a rustic color palette.

(c) Building Massing and Configuration

- (i) Building scale. Buildings shall be small in scale and shall not exceed 45 feet in height. Buildings located on steep areas shall conform to hillside topography by stepping or staggering the mass of the proposed structure up or down the slope.

This project will be located on moderately sloped property with an average slope of 16% over the 24.54 acres. Proposed buildings will be 1 to 2.5 stories in height and will range from 2,000 to 90,000 square feet. The final grading and building plans will need to comply with this standard which will be reviewed by Planning Staff prior to zoning permit approval and commencement of construction.

- (ii) Visibility. Buildings with visibility from the public right-of-way or public street or pedestrian walkway in the Cashiers Commercial District shall be designed with the following specific limitations:

- a) Building masses shall maintain a balance of scale and proportion using design components which are harmonious with natural landforms and landscaping.

The submitted concept plans appear to show the proposed structures arranged in a manner to take advantage of the existing contours of the property. This approach to site design would offer unification of structures to the natural landforms.

- b) Proposed structures shall not be sited atop peaks or silhouetted against the sky when viewed from any designated public right-of-way.

The submitted concept plans do not appear to show proposed structures on the existing "peak" of the overall project property. Due to the scope of this project, it is assumed that final grading of the property (contours) will be altered to create building envelopes and roadway corridors.

- c) Retaining walls visible from the valley floor shall not exceed ten feet in height as measured from grade at face to top of wall. Multiple "stepped" retaining walls whose total height exceeds ten feet must each be offset by at least six horizontal feet. Visible walls shall be colored and textured to complement the background land and vegetation.

The submitted concept plans show proposed retaining wall locations, however, this ordinance standard will be applied to the final site construction plan review and prior to issuance of zoning permits.

(d) Building Façade Character

- (i) Elements of articulation shall be employed on any building visible from the public right-of-way or public street or pedestrian walkway to reduce the apparent bulk and uniform appearance of large buildings, provide visual interest and variety, and reinforce local architecture.

The submitted concept plans appear to show the proposed structures to be uniform and varying in scale without the appearance of bulk.

- (ii) Building scale. At least four of the following elements must comprise 50 percent of front façade length and at least two of the following elements must comprise 30 percent of any façade length fronting a major public street and/or parking lot:

- (a) Trellises with vegetation.
- (b) Balconies.
- (c) Cornices.
- (d) Covered porches.
- (e) Roofline offsets.
- (f) Doors.
- (g) Window hoods.
- (h) Transoms.
- (i) Bulkheads.
- (j) Awnings or canopies.
- (k) Arcades.
- (l) Arches.
- (m) Outdoor patios.
- (n) Planters or wing walls that incorporate landscape areas or places for sitting
- (o) Ribs or columns.
- (p) Changes in texture or masonry.
- (q) Mansard Roofs or Parapet walls designed to meet the minimum requirements set forth of Section 9.3.5 (e) below.
- (r) Shutters

The conceptual architectural renderings and supporting documents show the required elements listed, however, this standard will be applied to all final building plans of structures that front the public right-of-way and prior to issuance of zoning permits.

- (iii) Windows. Front building façade must be comprised of a minimum of 30 percent window or glazed area.

The conceptual architectural renderings and supporting documents do not indicate that this requirement is met; however, this standard will be applied to all final building plans of structures that front the public right-of-way and prior to issuance of zoning permits.

- (iv) All sides of the building shall include articulation, materials, and design characteristics consistent with those on the primary front façade in terms of quality and detail, unless the public's view of a rear or side building elevation from a public right-of-way or private street or pedestrian walkway is blocked by intervening buildings, topography, a solid screen wall at least six feet high built using materials consistent with the building, or landscaping measuring at least 15 feet in height at maturity.

The conceptual architectural renderings and supporting documents appear to show this requirement; however, this standard will be applied to all final building plans of structures prior to issuance of zoning permits.

(e) Roof Form and Articulation

- (i) The roof of any building shall present a distinctive profile and add interest to larger buildings and complement the character of other buildings included on the same lot or parcel.

The conceptual architectural renderings and supporting documents appear to show this requirement; however, this standard will be applied to all final building plans of structures that front the public right-of-way and prior to issuance of zoning permits.

1) Flat roof buildings.

- a) The roof of any building with a flat roof shall include parapets to conceal the roof and roof-top equipment from public view. The average height of such parapets shall not exceed 15 percent of the height of the supporting wall, unless required for in Section 9.3.5 (f) Rooftop Equipment Screening, and such parapets shall not at any point exceed one-third of the height of the supporting wall.

The conceptual architectural renderings and supporting documents include flat roof types as an architectural feature; however, this standard will be reviewed at the time of final building plan review and prior to issuance of zoning permits.

- b) Parapets used to conceal the roof and roof-top equipment for any building shall not extend a constant height for more than 100 feet in length.

The conceptual architectural renderings and supporting documents include flat roof types as an architectural feature; however, this standard will be reviewed at the time of final building plan review and prior to issuance of zoning permits.

1) Slope roof buildings. The roof of any building with a slope roof shall include the following to maintain proportional building architecture:

- a) Overhanging eaves, extending no less than one foot past the supporting wall;
- b) Sloping roofs that do not exceed the average height of the supporting walls, with an average slope greater than or equal to 5/12 pitch (5 inches of horizontal rise, 12 inches horizontal run). This would not apply to shed roofs or covered walkways.

The conceptual architectural renderings and supporting documents include slope roof types as an architectural feature; however, this standard will be reviewed at the time of final building plan review and prior to issuance of zoning permits.

2) Additional requirements.

- a) Consistent roof treatments, whether flat or sloping, shall be provided on all sides of the building.

The conceptual architectural renderings and supporting documents indicate consistent roof treatments; however, this standard will be reviewed at the time of final building plan review and prior to issuance of zoning permits.

- b) The back side of all cornices, parapets, and rooflines that are visible from an adjacent public right-of-way shall be finished with materials consistent with the associated building.

The conceptual architectural renderings and supporting documents include flat roof types as an architectural feature; however, this standard will be reviewed at the time of final building plan review and prior to issuance of zoning permits.

(f) Rooftop Equipment Screening

- (i) Screen requirements. All rooftop mechanical equipment and vents greater than eight inches in diameter shall be:

- 1) Screened from the line of sight of public rights-of-way, private roads, parking lots, public sidewalks, greenways, and internal pedestrian ways except for instances where site topography precludes reasonable compliance with the minimum screening requirement;

The conceptual architectural renderings and supporting documents include flat roof types as an architectural feature and where outdoor/rooftop equipment would be installed; however, this standard will be reviewed at the time of final building plan review and prior to issuance of zoning permits.

- 2) Screened by either a parapet wall along the building edge or a freestanding screen wall on the roof of a material, color, and design architecturally compatible with the building, that is at least as high as the equipment and vents for which the screening is designed to hide.

The conceptual architectural renderings and supporting documents include flat roof types as an architectural feature and where outdoor/rooftop equipment would be installed; however, this standard will be reviewed at the time of final building plan review and prior to issuance of zoning permits.

(g) Franchise Architecture

- (i) To maintain the unique character of the Cashiers District, buildings shall not be constructed or renovated using franchise architecture. Franchise or national chains may be permitted in the Cashiers District but must follow the standards of this section to create a building that is compatible with the Cashiers District.

At the time of the concept plan review it was not known if franchise establishments would be included within the scope of this development. Planning Staff will apply this ordinance standard to any proposed structure where franchise architecture may be proposed and prior to issuance of zoning permits.

(h) Architectural Unity

- (i) All buildings within the same lot or parcel shall be architecturally unified. Architectural unity means that buildings shall be related and compatible in style, color, scheme, quality, and type of exterior building materials.

The conceptual architectural renderings and supporting documents show architectural unity throughout this development including quality, building materials and style. Planning Staff will apply this standard to final building plan review and prior to issuance of zoning permits.

Review Process:

The buildings for this proposed project will exceed the 1,500 square foot threshold for staff approval and must be reviewed by the Planning Council for a Special Use Permit. In order to issue the special use permit, the Planning Council must find that the proposed design complies with the design standards set forth in *Section 9.3.5 – Site and Building Design Standards (Cashiers Commercial Area Regulated District)* in the *Jackson County Unified Development Ordinance* and must make the following findings:

Jackson County Unified Development Ordinance

Article III – Permits and Procedures

Section 3.7.15 – Special Use Permit

Vi - Special Use Permit Review Standards (Regulated Districts).

- a) That the proposed use or development of the land will not materially endanger the public health or safety.
- b) That the proposed use or development of the land is reasonably compatible with significant natural and topographic features on the site and within the immediate vicinity of the site given the proposed site design and any mitigation techniques or measures proposed by the applicant.
- c) That the proposed use or development of the land will not substantially injure the value of adjoining or abutting properties.
- d) That the proposed use or development of the land will be in harmony with the scale, bulk, coverage, density, and character of the community.
- e) That the proposed use is appropriately located with respect to transportation facilities, water supply, fire and police protection, waste disposal, and similar facilities.
- f) That the proposed use will not cause undue traffic congestion or create a traffic hazard.

Staff Review – Cashiers Commercial Area Ordinance:

The submitted concept plans appear that the proposed uses and structures would meet the standards set forth in *Section 9.3.5 – Site and Building Design Standards* of the *Cashiers Commercial Area Regulated District*; approval of the design shown is recommended by Planning Staff with the following conditions to be considered by the Planning Council:

- The applicant shall work with the Planning Department staff for the final approval of architectural plans; site construction plans including stormwater, landscaping, parking schedules, open space, etc. and comply with the site construction requirements for the entire project including public/private utility design/construction, required NCDOT traffic mitigation, erosion control, protection of sensitive areas (wetlands, wells, creeks, open spaces).
- This project will require sidewalk construction fronting all public roadways including Highway 107, Marigold Street and Monte Vista Road. Final site construction plans must show this design standard and the applicant must coordinate permits with the NCDOT and Planning Staff.

- That the applicant constructs an interior sidewalk/pathway network which will be identified on the final site construction plans and connects to the required public sidewalk network.
- That the final traffic mitigation plan approved by the NCDOT be reviewed by Planning Staff to ensure that it does not constitute a substantial modification to the project plan/application request.

Application Completeness – Cashiers Commercial Area Ordinance:

The submitted application for the proposed Cashiers East Village project is complete based on the ordinance technical standards and ready for submission to the Cashiers Area Community Planning Council for review of the Special Use Permit standards. This application is hereby submitted to the *Cashiers Planning Council* for review of the Special Use Permit standards.