

# CONDITIONAL ZONING APPLICATION



**TOWN OF CHAPEL HILL**  
Planning Department  
405 Martin Luther King Jr. Blvd.  
(919) 968-2728 fax (919) 969-2014  
www.townofchapelhill.org

Parcel Identifier Number (PIN): 9788-27-9700/9667,9788-37-0647/0721/0680/0549 Date: 5-20-2021 REVISED

## Section A: Project Information

Project Name: Rosemary/Columbia Hotel

Property Address: 110 West Rosemary Street Zip Code: 27514

Use Groups (A, B, and/or C): B Existing Zoning District: OI and R-3

Project Description: 125-140 room hotel with +/- 70 parking spaces on site

## Section B: Applicant, Owner, and/or Contract Purchaser Information

### Applicant Information (to whom correspondence will be mailed):

Name: Chapel Hill Ventures LLC, a Florida Limited Liability Company Attn: John Sandlin and Ed Small

Address: c/o Clarendon Properties, 107 Stokley Drive, Suite 100

City: Wilmington State: NC Zip Code: 28403

Phone: 910-256-4841 Email: esmall@smarthotelsgroup.com / jsandlin@clarendonnc.com

The undersigned applicant hereby certifies that, to the best of their knowledge and belief, all information supplied with this application and accurate.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Owner/Contract Purchaser Information:

Owner  Contract Purchaser

Name: Chapel Hill Ventures LLC, a Florida Limited Liability Company

Address: c/o Clarendon Properties 107 Stockley Drive, Suite 100

City: Wilmington State: NC Zip Code: 28403

Phone: 910-256-4841 Email: esmall@smarthotelsgroup.com / jsandlin@clarendonnc.com

The undersigned applicant hereby certifies that, to the best of their knowledge and belief, all information supplied with this application and accurate.

Signature: *Ed Small, Co-President* Date: 5/20/21

Click [here](#) for application submittal instructions.



## CONDITIONAL ZONING

TOWN OF CHAPEL HILL  
Planning Department

Conditional Rezoning applications are reviewed by staff, Planning Commission, and Town Council. The application is part of an open public process that enables Town Council to discuss and decide on the key issues of a rezoning proposal. If a rezoning is approved, the applicant may then submit a detailed final plan application to staff for compliance review with the technical development standards and with the Council rezoning approval.

The establishment of a Conditional Zoning District shall be consistent with the Land Use Plan in the Comprehensive Plan. A proposed Conditional Zoning District is deemed consistent if the proposed District will be located in conformance with an adopted small area plan and/or in one of the following Land Use Categories:

- Medium Residential
- High Residential
- Commercial
- Mixed Use, Office/Commercial Emphasis
- Mixed Use, Office Emphasis
- Town/Village Center
- Institutional
- Office
- University
- Development Opportunity Area
- Light Industrial Opportunity Area

If the proposed conditional zoning districts is located in a Low Residential or a Rural Residential Land Use Category, the Town Council must approve a Land Use Plan amendment prior to proceeding.

**SIGNED CONDITIONS:** All conditions shall be in writing, prepared by the owner of the property or an attorney and must be signed by all property owners and contract purchasers, if applicable. The Town Attorney may require additional signatures if necessary and will determine whether or not the conditions statement is legally sufficient. Within thirty (30) days after receipt of the conditions the Planning Division Manager will notify the applicant of any deficiencies in the conditions statement or if any additional information is needed. The applicant may make changes to the written conditions statement provided it is submitted at least thirty (30) prior to Planning Commission meeting or thirty (30) days prior to Town Council public hearing.

**RECORDATION OF CONDITIONS:** After a rezoning has been approved by the Town Council, the conditions statement shall be recorded with the Register of Deeds Office. After a rezoning has been approved by Town Council and recorded by the Register of Deeds Office, the conditions may not be amended except through a new rezoning application.



**Section A: Project Information**

**Use Type:** (check/list all that apply)

- Office/Institutional     Residential     Mixed-Use     Other: \_\_\_\_\_

**Overlay District:** (check all that apply)

- Historic District     Neighborhood Conservation District     Airport Hazard Zone

**Section B: Land Area**

Net Land Area (NLA): Area within zoning lot boundaries		NLA=	48,110.70	sq. ft.
Choose one, or both, of the following (a or b), not to exceed 10% of NLA	a) Credited Street Area (total adjacent frontage) x ½ width of public right-of-way	CSA=	4,811.07	sq. ft.
	b) Credited Permanent Open Space (total adjacent frontage) x ½ public or dedicated open space	COS=		sq. ft.
TOTAL: NLA + CSA and/or COS = Gross Land Area (not to exceed NLA + 10%)		GLA=	52,921.77	sq. ft.

**Section C: Special Protection Areas, Land Disturbance, and Impervious Area**

**Special Protection Areas:** (check all those that apply)

- Jordan Buffer     Resource Conservation District     100 Year Floodplain     Watershed Protection District

Land Disturbance	Total (sq. ft.)
Area of Land Disturbance (Includes: Footprint of proposed activity plus work area envelope, staging area for materials, access/equipment paths, and all grading, including off-site clearing)	62,350 sf
Area of Land Disturbance within RCD	0
Area of Land Disturbance within Jordan Buffer	0

Impervious Areas	Existing (sq. ft.)	Demolition (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)
Impervious Surface Area (ISA)	PROJECT AREA 50,164 sf	42,981 sf	46,544 sf	53,727 sf
Impervious Surface Ratio: Percent Impervious Surface Area of Gross Land Area (ISA/GLA)%	74%			75%
If located in Watershed Protection District, % of impervious surface on 7/1/1993	n/a	n/a	n/a	n/a



**PROJECT FACT SHEET**  
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**Section D: Dimensions**

Dimensional Unit (sq. ft.)	Existing (sq. ft.)	Demolition (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)
Number of Buildings	2 demo, 1 new	2,939 sf	95,000 sf	95,000 sf
Number of Floors	1-2		4-5	
Recreational Space	n/a			

**Residential Space**

Dimensional Unit (sq. ft.)	Existing (sq. ft.)	Demolition (sq. ft.)	Proposed (sq. ft.)	Total (sq. ft.)
Floor Area (all floors – heated and unheated)				
Total Square Footage of All Units				
Total Square Footage of Affordable Units				
Total Residential Density				
Number of Dwelling Units				
Number of Affordable Dwelling Units				
Number of Single Bedroom Units				
Number of Two Bedroom Units				
Number of Three Bedroom Units				

**Non-Residential Space (Gross Floor Area in Square Feet)**

Use Type	Existing	Proposed	Uses	Existing	Proposed
Commercial					
Restaurant			# of Seats		
Government					
Institutional					
Medical					
Office					
Hotel	0	95,000	# of Rooms	0	up to 140
Industrial					
Place of Worship			# of Seats		
Other					

Dimensional Requirements		Required by Ordinance	Existing	Proposed
<b>Setbacks (minimum)</b>	Street	0	n/a	4'
	Interior (neighboring property lines)	8'	n/a	12'
	Solar (northern property line)	11'	n/a	29'
<b>Height (maximum)</b>	Primary	40'	n/a	53' Rose, 42' Col
	Secondary	50'	n/a	65'
<b>Streets</b>	Frontages	12'	25'-56.34'	127.55'/111.35'
	Widths	15'	25'-56.34'	127.55'/111.35'



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**Section F: Adjoining or Connecting Streets and Sidewalks**

*Note: For approval of proposed street names, contact the Engineering Department.*

Street Name	Right-of-Way Width	Pavement Width	Number of Lanes	Existing Sidewalk*	Existing Curb/Gutter
West Rosemary	38'	38'	2	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes
North Columbia	100'	64'	5	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes

List Proposed Points of Access (Ex: Number, Street Name):

\*If existing sidewalks do not exist and the applicant is adding sidewalks, please provide the following information:

Sidewalk Information			
Street Names	Dimensions	Surface	Handicapped Ramps
W Rosemary replacement	5'-16' var	concrete and brick pavers	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
S Columbia partial replacement	5'	concrete and brick pavers	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A

**Section G: Parking Information**

Parking Spaces	Minimum	Maximum	Proposed
Regular Spaces	0	121	68
Handicap Spaces	0	5	3
Total Spaces	0	126	71
Loading Spaces			2 car loading
Bicycle Spaces	9.33	n/a	10
Surface Type	asphalt and concrete		

**Section H: Landscape Buffers**

Location (North, South, Street, Etc.)	Minimum Width	Proposed Width	Alternate Buffer	Modify Buffer
West	10'(south) - 20'(north)	10' (south) - 20'(north)	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes
North	10'	6'	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes
East (N Columbia Street)	20'	4'	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes
South (W Rosemary Street)	20'	0'	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes



**Section I: Land Use Intensity**

Existing Zoning District:  
 Proposed Zoning Change (if any):

Zoning – Area – Ratio			Impervious Surface Thresholds			Minimum and Maximum Limitations	
Zoning District(s)	Floor Area Ratio (FAR)	Recreation Space Ratio (RSR)	Low Density Residential (0.24)	High Density Residential (0.50)	Non-Residential (0.70)	Maximum Floor Area (MFA) = FAR x GLA	Minimum Recreation Space (MSR) = RSR x GLA
TC-2	1.97					104,256 sf	
<b>TOTAL</b>							
RCD Streamside	n/a	0.01					
RCD Managed	n/a	0.019					
RCD Upland	n/a						

**Section J: Utility Service**

Check all that apply:

<b>Water</b>	<input checked="" type="checkbox"/> OWASA	<input type="checkbox"/> Individual Well	<input type="checkbox"/> Community Well	<input type="checkbox"/> Other
<b>Sewer</b>	<input checked="" type="checkbox"/> OWASA	<input type="checkbox"/> Individual Septic Tank	<input type="checkbox"/> Community Package Plant	<input type="checkbox"/> Other
<b>Electrical</b>	<input checked="" type="checkbox"/> Underground	<input type="checkbox"/> Above Ground		
<b>Telephone</b>	<input checked="" type="checkbox"/> Underground	<input type="checkbox"/> Above Ground		
<b>Solid Waste</b>	<input type="checkbox"/> Town	<input checked="" type="checkbox"/> Private		



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SUBMITTAL REQUIREMENTS**  
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Planning Department

The following must accompany your application. Failure to do so will result in your application being considered incomplete. For assistance with this application, please contact the Chapel Hill Planning Department (Planning) at (919) 968-2728 or at [planning@townofchapelhill.org](mailto:planning@townofchapelhill.org).

	<b>Application fee</b> ( <a href="#">including Engineering Review fee</a> ) ( <a href="#">refer to fee schedule</a> )	Amount Paid \$	<input type="text"/>
X	<b>Pre-application meeting</b> –with appropriate staff		
X	<b>Digital Files</b> – provide digital files of all plans and documents		
X	<b>Recorded Plat or Deed of Property</b>		
X	<b>Project Fact Sheet</b>		
yes	<b>Traffic Impact Statement</b> – completed by Town’s consultant (or exemption)		
	<b>Description of Public Art Proposal</b> , if applicable		
X	<b>Statement of Justification</b>		
X	<b>Response to Community Design Commission and Town Council Concept Plan comments</b> , if applicable		
n/a	<b>Affordable Housing Proposal</b> , if applicable		
X	<b>Statement of Consistency with Comprehensive Plan or request to amend Comprehensive Plan</b>		
X	<b>Mailing list of owners of property within 1,000 feet perimeter of subject property</b> ( <a href="#">see GIS notification tool</a> )		
	<b>Mailing fee for above mailing list</b> (mailing fee is double due to 2 mailings)	Amount Paid \$	<input type="text"/>
X	<b>Written Narrative describing the proposal, including proposed land uses and proposed conditions</b>		
n/a	<b>Resource Conservation District, Floodplain, &amp; Jordan Buffers Determination</b> – necessary for all submittals		
n/a	<b>Jurisdictional Wetland Determination</b> – if applicable		
n/a	<b>Resource Conservation District Encroachment Exemption or Variance</b> (determined by Planning)		
n/a	<b>Jordan Buffer Authorization Certificate or Mitigation Plan Approval</b> (determined by Planning)		
n/a	<b>Reduced Site Plan Set</b> (reduced to 8.5” x 11”)		

**Stormwater Impact Statement (1 copy to be submitted)**

- a) Written narrative describing existing & proposed conditions, anticipated stormwater impacts and management structures and strategies to mitigate impacts
- b) Description of land uses and area (in square footage)
- c) Existing and proposed impervious surface area in square feet for all subareas and project area
- d) Ground cover and uses information
- e) Soil information (classification, infiltration rates, depth to groundwater and bedrock)
- f) Time of concentration calculations and assumptions
- g) Topography (2-foot contours)
- h) Pertinent on-site and off-site drainage conditions
- i) Upstream and/or downstream volumes
- j) Discharges and velocities
- k) Backwater elevations and effects on existing drainage conveyance facilities
- l) Location of jurisdictional wetlands and regulatory FEMA Special Flood Hazard Areas
- m) Water quality volume calculations
- n) Drainage areas and sub-areas delineated
- o) Peak discharge calculations and rates (1, 2, and 25-year storms)
- p) Hydrographs for pre- & post-development without mitigation, post-development with mitigation
- q) Volume calculations and documentation of retention for 2-year storm



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- r) 85% TSS removal for post-development stormwater runoff
- s) Nutrient loading calculations
- t) BMP sizing calculations
- u) Pipe sizing calculations and schedule (include HGL & EGL calculations and profiles)

**Plan Sets (10 copies to be submitted no larger than 24" x 36")**

Plans should be legible and clearly drawn. All plan set sheets should include the following:

- Project Name
- Legend
- Labels
- North Arrow (North oriented toward top of page)
- Property boundaries with bearing and distances
- Scale (Engineering), denoted graphically and numerically
- Setbacks
- Streams, RCD Boundary, Jordan Riparian Buffer Boundary, Floodplain, and Wetlands Boundary, where applicable
- Revision dates and professional seals and signatures, as applicable

**Cover Sheet**

- a) Include Project Name, Project fact information, PIN, and Design Team

**Area Map**

- a) Project name, applicant, contact information, location, PIN, & legend
- b) Dedicated open space, parks, greenways
- c) Overlay Districts, if applicable
- d) Property lines, zoning district boundaries, land uses, project names of site and surrounding properties, significant buildings, corporate limit lines
- e) Existing roads (public & private), rights-of-way, sidewalks, driveways, vehicular parking areas, bicycle parking, handicapped parking, street names
- f) 1,000' notification boundary

**Existing Conditions Plan**

- a) Slopes, soils, environmental constraints, existing vegetation, and any existing land features
- b) Location of all existing structures and uses
- c) Existing property line and right-of-way lines
- d) Existing utilities & easements including location & sizes of water, sewer, electrical, & drainage lines
- e) Nearest fire hydrants
- f) Nearest bus shelters and transit facilities
- g) Existing topography at minimum 2-foot intervals and finished grade
- h) Natural drainage features & water bodies, floodways, floodplain, RCD, Jordan Buffers & Watershed boundaries





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### Detailed Site Plan

- a) Existing and proposed building locations
- b) Description & analysis of adjacent land uses, roads, topography, soils, drainage patterns, environmental constraints, features, existing vegetation, vistas (on and off-site)
- c) Location, arrangement, & dimension of vehicular parking, width of aisles and bays, angle of parking, number of spaces, handicapped parking, bicycle parking. Typical pavement sections & surface type.
- d) Location of existing and proposed fire hydrants
- e) Location and dimension of all vehicle entrances, exits, and drives
- f) Dimensioned street cross-sections and rights-of-way widths
- g) Pavement and curb & gutter construction details
- h) Dimensioned sidewalk and tree lawn cross sections
- i) Proposed transit improvements including bus pull-off and/or bus shelter
- j) Required landscape buffers (or proposed alternate/modified buffers)
- k) Required recreation area/space (including written statement of recreation plans)
- l) Refuse collection facilities (existing and proposed) or shared dumpster agreement
- m) Construction parking, staging, storage area, and construction trailer location
- n) Sight distance triangles at intersections
- o) Proposed location of street lights and underground utility lines and/or conduit lines to be installed
- p) Easements
- q) Clearing and construction limits
- r) Traffic Calming Plan – detailed construction designs of devices proposed & associated sign & marking plan

### Stormwater Management Plan

- a) Topography (2-foot contours)
- b) Existing drainage conditions
- c) RCD and Jordan Riparian Buffer delineation and boundary (perennial & intermittent streams; note ephemeral streams on site)
- d) Proposed drainage and stormwater conditions
- e) Drainage conveyance system (piping)
- f) Roof drains
- g) Easements
- h) BMP plans, dimensions, details, and cross-sections
- i) Planting and stabilization plans and specifications

### Landscape Protection Plan

- a) Rare, specimen, and significant tree survey within 50 feet of construction area
- b) Rare and specimen tree critical root zones
- c) Rare and specimen trees proposed to be removed
- d) Certified arborist tree evaluation, if applicable
- e) Significant tree stand survey
- f) Clearing limit line
- g) Proposed tree protection/silt fence location
- h) Pre-construction/demolition conference note
- i) Landscape protection supervisor note
- j) Existing and proposed tree canopy calculations, if applicable



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**Planting Plan**

- a) Dimensioned and labeled perimeter buffers
- b) Off-site buffer easement, if applicable
- c) Landscape buffer and parking lot planting plan (including planting strip between parking and building, entryway planting, and 35% shading requirement)

**Steep Slope Plan**

- a) Classify and quantify slopes 0-10%, 10-15%, 15-25%, and 25% and greater
- b) Show and quantify areas of disturbance in each slope category
- c) Provide/show specialized site design and construction techniques

**Grading and Erosion Control Plan**

- a) Topography (2-foot contours)
- b) Limits of Disturbance
- c) Pertinent off-site drainage features
- d) Existing and proposed impervious surface tallies

**Streetscape Plan, if applicable**

- a) Public right-of-way existing conditions plan
- b) Streetscape demolition plan
- c) Streetscape proposed improvement plan
- d) Streetscape proposed utility plan and details
- e) Streetscape proposed pavement/sidewalk details
- f) Streetscape proposed furnishing details
- g) Streetscape proposed lighting detail

**Solid Waste Plan**

- a) Preliminary Solid Waste Management Plan
- b) Existing and proposed dumpster pads
- c) Proposed dumpster pad layout design
- d) Proposed heavy duty pavement locations and pavement construction detail
- e) Preliminary shared dumpster agreement, if applicable



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**Construction Management Plan**

- a) Construction trailer location
- b) Location of construction personnel parking and construction equipment parking
- c) Location and size of staging and materials storage area
- d) Description of emergency vehicle access to and around project site during construction
- e) Delivery truck routes shown or noted on plan sheets

**Energy Management Plan**

- a) Description of how project will be 20% more energy efficient than ASHRAE standards
- b) Description of utilization of sustainable forms of energy (Solar, Wind, Hydroelectric, and Biofuels)
- c) Participation in NC GreenPower program
- d) Description of how project will ensure indoor air quality, adequate access to natural lighting, and allow for proposed utilization of sustainable energy
- e) Description of how project will maintain commitment to energy efficiency and reduced carbon footprint over time
- f) Description of how the project's Transportation Management Plan will support efforts to reduce energy consumption as it affects the community

**Exterior Elevations**

- a) An outline of each elevation of the building, including the finished grade line along the foundation (height of building measured from mean natural grade)



# Rosemary / Columbia Hotel

110 W Rosemary Street

Conditional Zoning Application

1 June 2021

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## PROJECT NARRATIVE

This is a request for review of a Conditional Zoning application by the Town of Chapel Hill.

### Introduction

The proposed Rosemary / Columbia Hotel project will redevelop a site currently dominated by surface parking and non-descript single story commercial buildings, and redevelop it with a high quality, custom-designed hotel in downtown Chapel Hill. The project involves the redevelopment of 7 contiguous parcels in a generally L-shaped configuration: 3 parcels on the north side of West Rosemary, 2 on North Columbia, 1 on Pritchard Avenue, and 1 landlocked parcel with no street address. The project will involve removal of 4 surface parking lots, a small brick building, and a 2-story wood structure. The parcels will be recombined, then subdivided to accommodate a land swap between the developer and the Town. The final address is expected to be 110 West Rosemary Street, and the main drive entry and lobby area and public space entries will all be accessible from that frontage.

The project will be a 140-room, 5-story hotel with approximately 70 on-site parking spaces. Most will be under the building in an under-building deck space, but there will be 11 surface spaces on the lower level behind the building, and a few surface parking spaces will be accommodated along the entry drive for short term parking and loading, and one space will be constructed on the Town's property for use by Town service vehicles. The hotel will be targeted to extended stay visitors to Chapel Hill, and the facilities are proposed to include public spaces and a rooftop bar. Additional guest common areas will include a business center, guest dining area, meeting rooms, fitness center, and an outdoor recreational area. The hotel's public spaces and common areas will incorporate custom-designed elements that authentically reflect the hotel's downtown Chapel Hill location.

The proposal includes a land swap with the Town of Chapel Hill to provide a single parcel with a usable building envelope. The land currently owned by the Town is a 7,847 sf narrow parcel at 110 W Rosemary with a 16 space gravel parking lot. The trade would include that narrow parcel becoming part of the hotel project, and an approximately 8,887 sf portion of land fronting Pritchard Avenue and containing a 2-story wood frame house to be deeded to the Town. The project would also include improvements to the driveway behind the Historic Town Hall building and preparation of the lot beside that building to be used as a Town green space or pocket park.

The intent is to end up with an L-shaped parcel zoned TC-2-CZD for the hotel development, and significant enhancement of the Town-owned site around the Historic Town Hall building for the

Town to program. It would also result in the retention of the house on Pritchard which would be owned by the Town.

The project was submitted as a Concept Plan and reviewed by Town staff, the Community Design Commission, and Town Council in September and October 2019. Applicant responses to comments made at those meetings are attached to this application.

### **Site Description**

The site consists of 6 parcels, totaling 49,151 sf. A seventh parcel fronting W Rosemary is currently owned by the Town and will be part of a land swap with a subdivided parcel fronting Pritchard Avenue, for a total of 56,998 sf. The project assumes and requires a parcel exchange with the Town in order to develop the hotel while including an appropriate buffer to the adjacent neighborhood to the north, and enhancing the space around the historic Town Hall building with improvements including a pocket park. In the parcel exchange process, the Town would convey the surface parking lot located at 110 W Rosemary Street to the Developer, and the Developer would convey to the Town a parcel of comparable size comprising the majority portion of the 208 Pritchard Avenue parcel, including a house of historic construction. Post-land swap, the hotel parcel will total 48,111 sf, and the Town-owned homesite on Pritchard will be 8,887 sf. The 8,180 sf pocket park parcel is owned by the Town and will continue to be owned by the Town. The hotel developer intends to develop that site as a small park, and once constructed the park would be maintained and programmed by the Town.

The site is completely developed in small commercial buildings and gravel parking lots. All existing improvements will be removed, except for the home and associated site improvements on the Pritchard property.

The project site located at the edge of the Northside neighborhood, and is bounded by West Rosemary Street to the south, the Historic Town Hall to the southeast, North Columbia Street to the east, a law office to the north, and residential rental properties to the northwest.

The site is fairly flat on the south half, but slopes down approximately 10' along the parcel spur toward N Columbia. The project will take advantage of this grade change to provide access along the northern property line to a lower level under building parking and service areas.

### **Site Access and Circulation**

The site is currently accessed via three driveways on W Rosemary and two driveways on N Columbia. The proposed configuration will be a single access point on W Rosemary, with a one-way circulation pattern toward an exit-only restricted access driveway onto N Columbia, and toward the interior parking spaces. That exit drive near the Historic Town Hall building will be used for emergency access and Town service. The northernmost driveway access to N Columbia will be 2-way allowing access to the lower level of the parking deck and to the lower level service area. This will result in the reduction of access points on W Rosemary and provide for a safer pedestrian experience along that frontage.

Per the Town of Chapel Hill LUMO, there is no required parking in the TC zone, but this use will require parking spaces. The parking deck and surface parking on the service drive can accommodate approximately 67 parking spaces, plus three surface spaces on the main entry drive, and overflow will be arranged at nearby parking decks via negotiations with the Town and adjacent property owners.

The project is within walking distance of downtown amenities and the UNC campus. The sidewalk in front of the hotel project will be improved with areas between building and back of curb designed to meet the West Rosemary design guidelines, and there will be ample pedestrian circulation routing within the site.

### **Building Orientation and Site Layout**

The proposed L-shaped hotel will have a public presence on W Rosemary Street, which will have access to the hotel lobby and the public spaces. On the top floor of the Rosemary-facing wing will be a rooftop terrace inviting visitors and residents to enjoy the downtown view. The south wing will contain all the public spaces as well as hotel rooms. The FLUM calls for 4 stories at the street on this section of W Rosemary, allowing heights up to 6 stories within the site. This wing is 4 stories facing Rosemary Street, with an outdoor rooftop bar over the 4<sup>th</sup> story. The building transitions to 5 stories behind that public bar area.

The Columbia-facing wing will contain hotel rooms in 4 stories over the main level parking deck. There will also be a rooftop terrace on the eastern end of this wing for the use of hotel guests. That terrace will face north, east, and south, and will actually step back twice, so that the height on S Columbia is only 3 stories with a rooftop amenity space for guests. It steps back to 4 stories, then steps back again to the full 5 story height.

### **Environmental and Landscaping**

The 1.1 acre site contains few trees and is mostly impervious. The redevelopment will include a small amount of additional impervious, and therefore a small underground stormwater mitigation facility is proposed. There will be new landscaping in the buffers and within the site. There are no stream buffer or RCD zones on the site.

### **Stormwater**

The existing site currently does not have any stormwater treatment. The proposed redevelopment will comply with the current stormwater quality and quantity regulations and because of some increased impervious, a small mitigation facility is proposed under the service drive at the northwest corner of the hotel. The project will comply with all sedimentation and erosion control requirements utilizing on- and offsite protection measures during construction.

### **Utilities**

The project site is currently served by OWASA water and sewer services. The new hotel facility will utilize existing water and sewer mains on N Columbia Street. Additional fire hydrants will be installed as necessary. Existing overhead electric services on site will be removed and relocated underground.

## Outline of Modifications requested

The following is list of Modifications to the LUMO that are being requested as part of this Conditional Zoning Application:

1. *Per LUMO section 5.6, landscape buffers would be required on the western, northern, and street frontages of the project.*

There are 9 property lines/landscape buffers required on this project. A Modification to regulations is requested to allow reduction of landscape buffers as follows:

- a) The required northeastern landscape buffer is a 10' width. This project is requesting a modification to reduce that to 6', including elimination of canopy trees and reduction of the understory and shrub requirements prorated to 60% of the total requirement.

*Justification:* The property to the north is also a commercial use, and we propose to install a fence and smaller maturing landscaping at the property line to help screen these two non-residential uses from each other.

- b) The required street buffer on Columbia Street is 20', and we are asking to have this buffer removed. We are proposing to build approximately 4' off the right of way line, leaving approximately 17' from back of curb to building façade to accommodate a sidewalk and small planting area.

*Justification:* Small trees and flowering shrubs will be planted on that frontage as allowed by NC DOT to enhance the pedestrian experience, but it will have an urban character and will not be a dense vegetative screen. We are also proposing public artwork on that façade to give the street space an urban identity benefitting the entry experience of the Columbia Street view. The applicant has been working with the Town's Urban Designer to incorporate this space into the larger pedestrian experience along this portion of Columbia Street. The developer has also started conversations with the Town's Cultural Arts Commission to develop a public art installation in that space.

- c) The required street buffer on W Rosemary Street is 20', and we are asking to have this buffer removed.

*Justification:* The West Rosemary Development Guide recommends a more urban approach with plazas and street trees and space for pedestrian circulation. The proposed design accommodates this with a 10-14' wide plaza and street tree plantings. The narrower portion of the plaza includes a 25' wide entry feature which will pull people into a streetside secondary lobby which will provide elevator access to the rooftop bar. That jut-out also acts as the beginning of an expanding view toward the park and Historic Town Hall building. As pedestrians move eastward along W Rosemary Street, the view will open up as the building articulation steps back from the street opening the viewport to the pocket park and historic building on the adjacent Town owned properties.

- d) The required buffer at the south side of the parking deck wing is 10'. We are requesting elimination of this buffer.



*Justification:* An equally sized landscape area will be provided south of the parking deck wing on the Town parcel. It will be planted with understory trees and shrubs consistent with fire code along this fire lane.

- e) The required buffer between the hotel and the pocket park is 10' and we are asking to have this buffer removed.

*Justification:* The pocket park area will be constructed by the hotel developer as part of the project. This provides a 40' wide landscaped park between the hotel use and the historic Town Hall building.

These buffer reductions are requested on this urban parcel in order to give the site an urban identity. The landscape buffers along the east property line and in the north-west corner of the site near the residential uses will be installed to fully meet code.

- 2. *Per LUMO section 5.9.6(c), entrance drives shall be bordered by an 8' wide landscape strip and a 5' wide landscape strip is required between the exterior wall of the building and any parking area.*

A Modification to regulations is requested to allow reduction of these entry and parking lot landscape strips as follows:

- a) Along the entry drive from W Rosemary Street, we are requesting to combine the two requirements in a 12' wide landscape area to be located between the building and the sidewalk.

*Justification:* This will provide a wider space to allow for various plant types including small trees, shrubs, and ornamental grasses for a layered effect giving more depth to the planting pallet. There would be no landscape strip in the vicinity of the guest drop off zone in front of the lobby.

- b) Along the entry drive from S Columbia Street, we are requesting a 6' wide strip on one side of the drive, and in lieu of the planting strip between the building and the parking area, a series of small landscape areas to support vines and green walls.

*Justification:* This is a narrow zone which provides access to the service areas and includes access in two locations to the under-building parking spaces as well as stormwater piping and water and sewer service. There isn't room in this very urban site for 13'-16' of landscaping along the driveways which will also be heavily shaded by the hotel building. We are proposing a fence to help screen this area with a 6' wide landscape strip on the north side of the drive.

Additionally there will be vines and trellises added to create a green wall on the south side of the drive between the parking and the building.

- 3. *Per LUMO Appendix B section 1.4, Maximum primary building height in the TC-2 zone of the NCD is 40', and maximum secondary building height is 50'.*

A modification to regulations is requested to allow a secondary height of 65' as the project is on the edge of the NCD zone and across from similarly sized buildings. The project proposes to encroach beyond the secondary building height and solar setbacks of the LUMO for properties within the Northside Conservation District.

More specifically, the top floor of the building along portions of both the Rosemary and Columbia wings would encroach beyond this height limit.

*Justification:* The TC zone on adjacent blocks allows for heights up to 90'. The hotel is 65' at the street, but does consider the residential uses to the north and northwest by notching out the top floor in that corner to create a transition zone between the residential use and the TC zone across Rosemary which will allow for much taller development. The method specified in the ordinance to calculate building height measures the base from the mean ground elevation, meaning that along Rosemary Street the building elevation is measured from 6' below grade, meaning that the pedestrian impression of height in this area is a 4-story building on the Rosemary frontage, with a rooftop bar at the street, and a building that rises to 5 stories as it steps back from the street. Again, on Columbia, that wing is lower at the street frontage and steps back twice to 4 stories and 5 stories with rooftop use. In this way the building design is following the intent of the West Rosemary guidelines.

# Rosemary/Columbia Hotel

Conditional Zoning Application

1 June 2021

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06.01.2021 REVISED

## STATEMENT OF JUSTIFICATION

The project site is an irregular group of 7 parcels adding up to a little over 1 acre with frontage on both W Rosemary Street and S Columbia Street. The site is located at the central north part of downtown Chapel Hill and wraps around the Historic Town Hall site. The parcel development will be affected by the West Rosemary Development Guide, by the Northside Neighborhood Conservation District document, the Land Use Management Ordinance, and by the Town's overall design guidelines as defined in the Design Manual.

The rezoning is warranted due to changing conditions in this area. The small commercial buildings and surface gravel parking lots are a remnant of decades past where the majority of downtown development happened on Franklin Street. But the development in the past decade of multi-use projects, and the influx of residential uses in the downtown have created an environment where Rosemary Street is an extension of the Franklin Street corridor.

We believe the proposed development is consistent with the goals outlined for the area in the 2020 Comprehensive Plan.

### **West Rosemary Development Guide**

The West Rosemary Development Guide was adopted by the Town in May 2017. The project meets the intent of this plan.

### **Northside Neighborhood Conservation District**

The Northside NCD plan was adopted by the Chapel Hill Town Council in early 2004, with amendments in early 2012. It is a set of land use regulations applied to the development of properties within the district. The proposed development parcel is located at the southeast corner of this district which in this area is bounded by Rosemary Street and South Columbia Street. The proposed hotel project aims to provide an edge to the downtown zone by eliminating the opportunity for off-street vehicular connections into the neighborhood and by improving the pedestrian experience on both West Rosemary and South Columbia streets. The proposed hotel project will not create public amenity space adjacent to the residential neighborhood and will not be targeting the student

population. The project locates service elements like dumpsters into the building and off the street. The project will utilize under building parking and shared parking agreement with the Town and commercial property neighbors to mitigate overflow parking within the neighborhood. Further, the project proposes to remove large surface parking lots from the neighborhood and replace them with green space in the form of a pocket park accessible from both W Rosemary Street and via a short sidewalk, from Columbia Street.

# Rosemary/Columbia Hotel

Conditional Zoning Application

1 June 2021

---

09.24.2020 REV 06.01.2021

## STATEMENT OF CONSISTENCY WITH COMPREHENSIVE PLAN

### 2020 PLAN

The proposed Rosemary/Columbia Hotel project is being designed to comply with the Town's 2020 Comprehensive Plan. We believe the development will meet the 6 goals identified.

- **A Place for Everyone**

The proposed hotel project will provide hotel rooms and public gathering amenities in a site that has the potential to serve as a Gateway to downtown Chapel Hill. It will provide full time and part time employment opportunities, and will complement and support business, retail and dining uses already existing downtown. The project will include enhancement of Rosemary Street and Columbia Street for pedestrians, and will also include enhancement of the space around the historic Town Hall building by creating a public gathering space. At the interior of the ground floor, meeting room space will be provided for public use. (PFE.5)

- **Community Prosperity and Engagement**

The Rosemary/Columbia Hotel development will propose 125-140 rooms and will operate with a staff of approximately 30 FTE employees. The project will increase revenues for the town by creating employment opportunities, increasing the real estate tax valuation, and by bringing visitors who will support local businesses and the university. Further, it will provide hotel accommodations, meeting spaces for downtown businesses and their neighborhood groups, a rooftop terrace for public gathering, and a public pocket park. (CPE.1, CPE.2)

- **Getting Around**

The hotel project will be located within walking distance of all the downtown businesses, and also within walking distance to the UNC campus. It is located at a principal intersection that serves as an entryway into downtown, and resides on multiple bus lines so that many non-car transportation alternatives are available. (GA.1, GA.6) Bicycle parking will be available on site for employees and guests.

The project proposes to improve the pedestrian experience on W Rosemary Street and S Columbia Street by the improvement of the sidewalk, reduction of driveway curb cuts to one on W Rosemary and two on S Columbia, addition of street plantings, and the creation of a public gathering space adjacent to the historic Town Hall building. (GA.2)

- **Good Places, New Spaces**

The proposed hotel project will provide a pedestrian friendly vibrant space for visitors and residents. It will provide a space for people to work and socialize. (GPNS.2) It will be an infill project in the downtown area, located where underutilized commercial and surface parking infrastructure currently exists, and will provide active interior and exterior spaces. (GPNS.1, GPNS.8) The project will improve the pedestrian experience on W Rosemary street by enlarging the sidewalk, reducing curb cuts in this area from three to one, and adding street-side plantings.

- **Nurturing Our Community**

The proposed hotel project will redevelop land that is currently mostly surface gravel parking lot. The project will be designed to reflect local architecture that supports the historic Town Hall building, and the addition of public gathering amenities including a rooftop terrace and a pocket park adjacent to the historic Town Hall will enhance the opportunities to repurpose that local historic structure.

The West Rosemary Hotel project is being developed by Smart Olympia Carolina LLC, Clarendon Properties LLC, and Chapel Hill Ventures LLC, which share a commitment to support local business and to develop and operate in an environmentally responsible way. (NOC.1) The project will efficiently use the site by incorporating parking under the multi-story building (minimizing visibility from the public right-of-way), thereby reducing the impervious footprint. The developer will also enter into agreements to utilize offsite shared parking opportunities with the Town, privately owned parking facilities, or both. The project will meet Town standards in the treatment of stormwater runoff. (NOC.2)

- **Town and Gown Collaboration**

The project will provide a hotel with local flavor located within walking distance of downtown Chapel Hill and the UNC campus. All public and common spaces will incorporate custom-designed elements that authentically reflect the hotel's downtown Chapel Hill location. The hotel will provide employment opportunities and will also provide short-term accommodation for university related visits. Chapel Hill Ventures LLC specializes in projects that serve both campus and community. (TGC.6)

## *WEST ROSEMARY DEVELOPMENT GUIDE*

The West Rosemary Development Guide was adopted by the Town May 2017.

The proposed project may not strictly meet all guidelines but clearly meets the intent of the guidelines in the following ways:

- The building height transitions from the street frontages down toward the residential uses to the north.
- The massing at the northwest corner has been articulated and reduced to reduce the visual massing nearest the residential uses.
- The northwest corner of the site which juts north into the neighborhood, will not have any vertical development, thereby retaining an open area between the neighborhood homes and the hotel building.
- The building steps up from public right-of-way at both Rosemary and Columbia Streets.
- The building architectural design and materials will reflect local spirit
- The non-residential uses increase daytime activity
- The project provides public green spaces and meeting spaces
- The project improves the pedestrian experience and increases pedestrian safety along the street frontage
- The project includes enhancement of the historic Town Hall building setting
- The project incorporates many of the sustainability recommendations such as a higher density and more efficient use of the land, non-surface parking, and promotion of alternative forms of transit.
- The project provides sufficient space and improved and continuous sidewalks for pedestrians along Rosemary and Columbia Streets.
- The project's utility infrastructure refuse and parking will be screened or located below the building to minimize visibility from the public right-of-way.
- The project proposes pedestrian scale massing at the sidewalks, variety in the upper cornice heights, and visual breaks in the façade.

Additionally, the project does not encourage negative intrusion into the Northside neighborhood:

- The use is not geared toward student housing
- The project does not increase pedestrian access from W Rosemary Street into the residential neighborhood
- The project directs vehicular traffic toward W Rosemary and S Columbia Streets and not toward the smaller residential streets.

# WEST ROSEMARY STREET HOTEL

## TRANSPORTATION IMPACT ANALYSIS

### EXECUTIVE SUMMARY



**Prepared for:**

The Town of Chapel Hill  
Public Works Department - Engineering

**Prepared by:**

***HNTB North Carolina, PC***

*343 East Six Forks Road  
Suite 200  
Raleigh, NC 27609*

*NCBELS License #: C-1554*

May 2021





# WEST ROSEMARY STREET HOTEL

## TRANSPORTATION IMPACT ANALYSIS

### EXECUTIVE SUMMARY



#### Prepared for:

The Town of Chapel Hill  
Public Works Department - Engineering

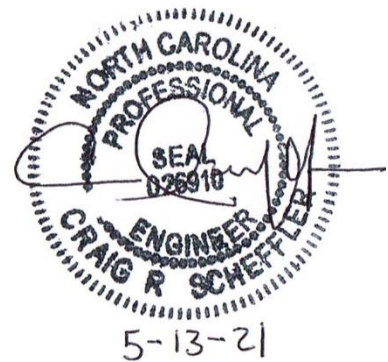
#### Prepared by:

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Suite 200  
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*NCBELS License #: C-1554*

May 2021





## EXECUTIVE SUMMARY

### **Project Overview**

A commercial redevelopment known as the West Rosemary Street Hotel, located near the intersection of W. Rosemary Street and NC 86 (N. Columbia Street), is being proposed in Chapel Hill. The project proposes to construct a new four to five story extended-stay hotel featuring up to 145 rooms on several existing parcels along the north side of W. Rosemary Street and west side of NC 86. **Figure ES-1** shows the general location of the site. The project is anticipated to be fully complete by late 2022. This report analyzes the full build-out scenario for the year 2023 (one year after anticipated completion), the no-build scenario for 2023, as well as 2020 existing year traffic conditions. The impacts of the proposed site at the study area intersections will be evaluated during the AM, noon, and PM peak hours of an average weekday.

The proposed site concept plan shows three vehicular access points. An “enter-only” driveway will be located on W. Rosemary Street, serving the main floor/lobby area and short-term parking. This driveway would also serve some surface parking spaces in front of the hotel that may be used by activities by tenants of the adjacent historic Town Hall building. A connecting “exit-only” driveway would provide access to NC 86 (N. Columbia Street). A third driveway along NC 86 would primarily be used as a service access driveway and an access connection to the lower level of the proposed hotel parking deck. **Figure ES-2** displays the preliminary concept plan of the West Rosemary Street Hotel and nearby land uses and roadways. The project is expected to provide 82 parking spaces in the on-site underground parking garage and surface lot area.

### **Study Area Summary**

This report analyzes and presents the transportation impacts that the West Rosemary Street Hotel will have on the following intersections in the project study area:

- NC 86 (Martin Luther King Jr. Boulevard) and North Street / N. Columbia Street
- NC 86 (N. Columbia Street) and Rosemary Street
- NC 86 (Columbia Street) and Franklin Street
- N. Church Street and W. Rosemary Street
- W. Rosemary Street and Proposed Site Driveway #1 (Enter Only)
- NC 86 (N. Columbia Street) and Proposed Site Driveway #2 (parking garage access)
- NC 86 (N. Columbia Street) and Proposed Site Driveway #3 (Exit Only)

The site is located in downtown Chapel Hill along W. Rosemary Street in the northwest quadrant of its intersection with NC 86. The study area contains three signalized intersections along W. Rosemary Street and NC 86. NC 86 and Franklin Street are major arterial facilities providing connectivity between the UNC Main Campus/downtown area, Carrboro, and the region. Remaining study area network roadways are either collector streets or local neighborhood access streets. The existing study area transportation network features numerous bus routes and connected sidewalks and bicycle facilities.

### **Site Traffic Generation**

With the addition of new “net” peak hour trips during the weekday AM, noon, and PM peak hours, there are potential site traffic impacts to the study area intersections. **Table ES-1** shows the site trip generation details, with generation rates and methodologies taken from the *Institute of Transportation Engineers (ITE) Trip Generation Manual, Version 10* and adjusted, as appropriate, for the estimated existing traffic volumes from the existing surface parking lot facilities that the hotel will replace, as well as the effects of transit/pedestrians/bicycles.



**Table ES-1. Weekday Vehicle Trip Generation Summary**

Trip Generation Statistic	Daily			AM Peak Hour			Noon Peak Hour*			PM Peak Hour		
	Enter	Exit	Total	Enter	Exit	Total	Enter	Exit	Total	Enter	Exit	Total
New Site Raw Totals	575	575	1,150	37	27	64	28	25	53	40	39	79
Existing Parking Lot Traffic Volumes	127	127	254	20	1	20	8	4	11	4	20	24
<b>Net Site Traffic Added to the Study Area</b>	<b>448</b>	<b>448</b>	<b>896</b>	<b>17</b>	<b>26</b>	<b>44</b>	<b>20</b>	<b>21</b>	<b>42</b>	<b>36</b>	<b>19</b>	<b>55</b>

\* - No ITE Data Available, Assumed Average of AM/PM Peak Hour Data

**Background Traffic**

Background traffic growth for the 2023 analysis year is expected to come from two sources - ambient regional traffic growth and specific development-related traffic growth. Based on existing information, two Town-approved development projects (Union Chapel Hill Apartments, E. Rosemary Street Parking Deck and Office Building) in or near the project study area are expected to background traffic growth by the 2023 analysis year. All remaining estimated traffic growth in the area is assumed to occur due to overall region-wide ambient growth. To account for this, an ambient area-wide traffic growth percentage of 1.0 percent per year was applied to existing traffic volumes based on information from the historic daily traffic growth patterns in the project study (NCDOT and Town daily traffic information) and consistent with recent traffic impact studies completed near the project study area.

**Impact Analysis**

**Peak Hour Intersection Level-of-Service (LOS)**

Study results indicate existing traffic operations at all study area intersections are acceptable during the AM and noon weekday peak hours but drop to a LOS F for one study area intersection in the 2020 PM peak hour. 2023 build-out year+1 background traffic growth impacts are mitigated by Town of Chapel Hill planned and committed transportation improvement projects throughout the project study area. One intersection, NC 86 and Franklin Street, is expected to operate at/over capacity (LOS E) in the 2023 PM peak hour. The addition of peak hour site-generated trips to the projected 2023 background traffic volumes, do not cause any additional study area intersections to experience deficient traffic operations in any peak hour. A summary of the traffic operations for each intersection, related to vehicular delays (intersection average as a whole if signalized, critical movement if stop-controlled) and the corresponding Level-of-Service (LOS) is shown in **Table ES-2**.

**Access Analysis**

Vehicular site access is to be accommodated via three proposed site driveway connections to adjacent roadway facilities. Driveway throat lengths as shown on the proposed site concept plans (25 feet or less) may impede vehicular operations in the immediate vicinity of the driveway connection with the external street system – most notably along W. Rosemary Street. At the other driveway locations, the short driveway stem length would only affect internal parking operations.

Driveway distances from the signalized intersection at W. Rosemary Street and NC 86 (N. Columbia Street) are acceptable (100 and 125 feet, respectively), based on recommendations of 100 foot minimum corner clearance as set forth in the 2003 *NCDOT Policy on Street and Driveway Access to North Carolina Highways* and 100 foot minimum along collector streets (for the driveway along W. Rosemary Street) as required in the 2017 *Town of Chapel Hill Public Works Engineering Design Manual*. The exit-only driveway along NC 86 would not meet the Town spacing requirement for arterial facilities (150 feet minimum). Individual driveway spacing between each driveway and adjacent driveways meets the 50 foot minimum driveway spacing requirement in the Town Design Manual.



Access for pedestrians is currently excellent, with continuous sidewalk on both sides of all study area roadways and crosswalk/pedestrian signalization at all signalized study area intersections. Bicycle access is available to and from the site via bicycle and sharrow lanes along W. Rosemary Street.

**Table ES-2. LOS and Delay (Seconds/Vehicle) Summary**

Intersections	Peak Hour	2020 Existing		2023 No-Build		2023 Build		2023 Mitigated	
		LOS	Delay	LOS	Delay	LOS	Delay	LOS	Delay
W. Rosemary Street & N. Church Street	AM	B	11.5	A	10.0	B	10.0	N/A	N/A
	NOON	A	9.8	A	9.9	A	9.9	N/A	N/A
	PM	B	16.5	B	14.4	B	14.6	N/A	N/A
NC 86 (Martin Luther King, Jr. Blvd) & N. Columbia Street / North Street	AM	C*	15.1*	B	11.0	B	11.0	N/A	N/A
	NOON	B*	14.6*	B	16.5	B	16.5	N/A	N/A
	PM	<b>F*</b>	<b>85.5*</b>	B	18.7	B	18.7	N/A	N/A
W. Rosemary Street & NC 86 (N. Columbia Street)	AM	C	26.5	C	25.6	C	25.7	N/A	N/A
	NOON	C	31.5	C	32.0	C	32.1	N/A	N/A
	PM	C	34.3	D	37.8	D	39.2	N/A	N/A
Franklin Street & NC 86 (N. Columbia Street)	AM	D	36.0	C	30.8	C	30.8	N/A	N/A
	NOON	D	44.4	D	41.2	D	41.4	N/A	N/A
	PM	D	53.0	<b>E</b>	<b>60.0</b>	<b>E</b>	<b>61.3</b>	N/A	N/A
W. Rosemary Street & Site Driveway 1 (Enter Only)	AM	N/A	N/A	N/A	N/A	A*	0.1	N/A	N/A
	NOON	N/A	N/A	N/A	N/A	A*	0.0	N/A	N/A
	PM	N/A	N/A	N/A	N/A	A*	0.1	N/A	N/A
NC 86 (N. Columbia Street) & Site Driveway 2 (Service)	AM	N/A	N/A	N/A	N/A	C*	16.5	C*	18.9
	NOON	N/A	N/A	N/A	N/A	B*	13.9	C*	15.3
	PM	N/A	N/A	N/A	N/A	C*	18.3	C*	20.9
NC 86 (N. Columbia Street) & Site Driveway 3 (Exit-Only)	AM	N/A	N/A	N/A	N/A	C*	15.8	B*	13.4
	NOON	N/A	N/A	N/A	N/A	B*	13.5	B*	12.0
	PM	N/A	N/A	N/A	N/A	C*	18.3	B*	13.7

N/A – Not Applicable or No Improvements Necessary

**BOLD/ITALICS** – Critical Movement or Overall Intersection Requires Mitigation Per Town TIS Guidelines

\* - Worst-Case LOS/Delay for Unsignalized/Stop-Controlled Critical Movement

### Crash Analysis

Data from the NCDOT Traffic Safety Unit TEAAS software database was compiled for the recent five-year period for existing major study area intersections and the NC 86 and Rosemary Street corridors. Crash rates for the NC 86 and Rosemary Street corridors indicates that the frequency of crashes for both facilities are higher than North Carolina statewide average for similar facilities. Crashes are generally clustered at the high volume signalized intersections.

### Other Transportation-Related Analyses

Other transportation-related analyses relevant to the 2001 Town of Chapel Hill Guidelines for the preparation of Traffic Impact Studies were completed as appropriate. The following topics listed in **Table ES-3** are germane to the scope of this study.



**Table ES-3. Other Transportation-Related Analyses**

Analysis	Comment
Long-Range Daily Volume-Capacity Analysis	Since the proposed site will add less than 900 new “net” daily trips to the study area network, no long-range planning-level analyses of daily traffic impacts were conducted for this study.
Turn Lane Storage Requirements	Storage bay lengths at study area intersections were analyzed using Synchro and HCM 95 <sup>th</sup> percentile (max) queue length estimates for the 2023 Build Scenario. In most cases, existing storage for turn lanes is adequate in the project study area and can be managed with signal timing adjustments. Several existing or future auxiliary turn lane lengths may not provide enough storage to accommodate future estimated maximum peak hour queue estimates – a condition that occurs regardless of the W. Rosemary Street Hotel project. In these cases, signal timings need to be monitored and adjusted as necessary to mitigate queue spillback.
Appropriateness of Acceleration/Deceleration Lanes	Given the existing location and configuration of site driveways, and the lane geometrics, traffic patterns and posted speeds on W. Rosemary Street and NC 86, no special acceleration or deceleration lanes are required due to the proposed W. Rosemary Street Hotel redevelopment.
Pedestrian and Bicycle Analysis	Existing pedestrian access and connectivity is excellent through the study area. Continuous sidewalk and intersections with crosswalks/pedestrian signals are present throughout the downtown Chapel Hill area. Designated bicycle lanes and sharrows are present on W. Rosemary Street along the site frontage.
Public Transportation Analysis	Public transportation service to the site is excellent, with an on-street bus stops located less than 200 feet away from the site and multiple routes serving the study area.

**Mitigation Measures/Recommendations**

**Planned Improvements**

The Town of Chapel Hill *W. Franklin Street Lane Reallocation* project will change current laneage on W. Franklin Street between NC 86 and Carrboro town limits to provide two vehicular travel lanes and auxiliary turning lanes at select intersections. It will also provide dedicated bicycle lanes and reallocate on-street parking in certain locations. The proposed changes also affect the intersection of NC 86 and Franklin Street by repurposing the westbound travel lanes for a single through lane and a right-turn “drop” lane. This change will also affect signal operations at the intersection by allowing a potential westbound right-turn “overlap” signal phase. This project (as shown in **Figure ES-3**) is assumed to be complete by 2023. It will also require retiming/re-optimization of downtown traffic signals.

The Town *North-South Corridor Bus Rapid Transit (NSBRT)* project includes additional transit amenities for the NC 86 corridor through the study area, as well as potential cross-section widening and reallocation for dedicated transit lanes. Since final design details are not complete, the changes associated with this project were not explicitly considered to be complete for the purposes of this study.

There are no NCDOT improvement projects for study area roadway facilities within the analysis year time frame of 2020-2023.

**Background Committed Improvements**

The *E. Rosemary Street Parking Deck and Office Building Transportation Impact Analysis* (HNTB, October 2020) lists the following as necessary improvements for that study which have specific impacts on study area intersections (details on page 32, and Appendix A – Figures 16 & 16A):



- Due to potential peak hour queuing issues for the westbound left-turn and through travel lanes at the E. Rosemary Street intersection with NC 86 (N. Columbia Street), reoptimize the traffic signal timings to allow adequate green time to reduce westbound queuing for this movement in all peak hours.
- At the NC 86 intersection with North Street/N. Columbia Street - to reduce projected queues along North Street westbound that would include parking deck egress traffic, provide a right-turn bay (making the westbound approach a stop-controlled shared left-turn/through lane and right-turn lane) with at least 50 feet of vehicle storage is recommended to reduce overall approach delays and queues at this location. The currently skewed minor street intersection approaches for North Street and N. Columbia Street should be realigned to better align through movements. Monitor the intersection for signalization if operational or safety issues result from the additional traffic produced by the parking deck/office building.

These committed improvements are shown on **Figure ES-3**. There are no other known background committed improvements at study area intersections from any of the other background traffic generators analyzed in this report.

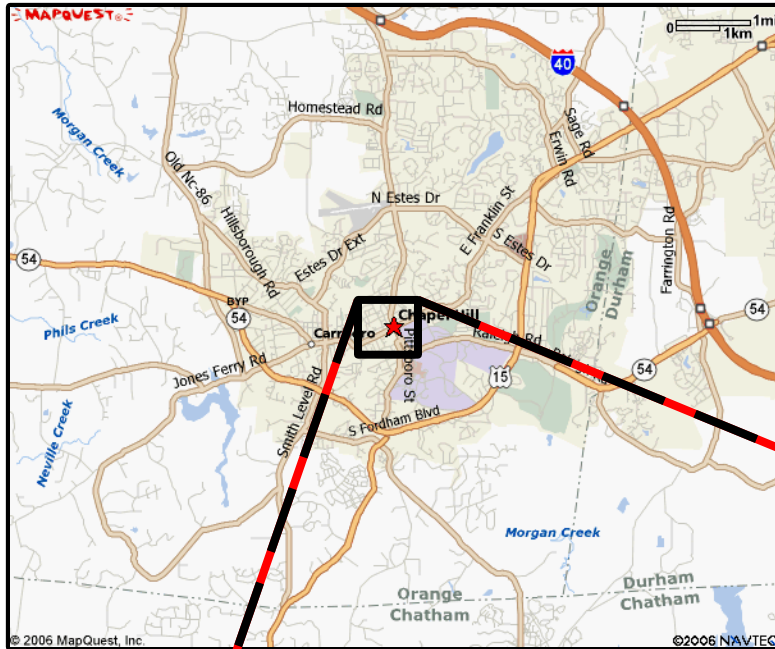
### **Applicant Committed Improvements**

Based on the preliminary site concept plans and supporting development information provided, there are no external transportation-related improvements proposed adjacent to the West Rosemary Street Hotel – other than the reconfiguration of existing access driveways along the W. Rosemary Street and NC 86 frontage.




### **Necessary Improvements**

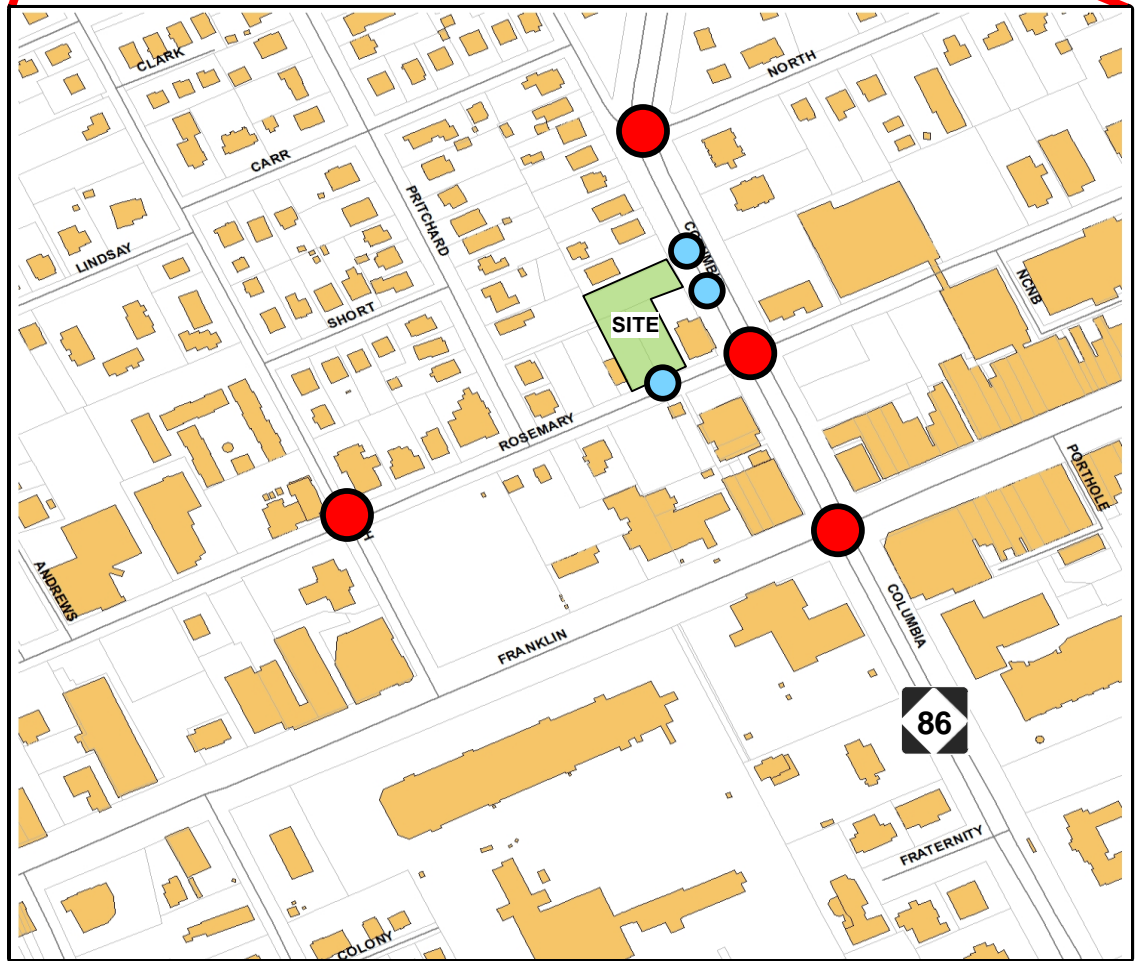
Based on the 2023 design year peak hour intersection capacity analyses, only one study area intersection is expected to be over capacity (overall LOS E or F) in any of the three weekday peak hours studied in this report. The intersection of NC 86 (Columbia Street) and Franklin Street is expected to operate at an overall LOS E in the PM peak hour – with or without site-related traffic due to the W. Rosemary Street Hotel project. Due to right-of-way limitations in providing additional capacity improvements at this location, traffic signal operations will need to be monitored to mitigate queuing issues at this location regardless of whether or not the W. Rosemary Street Hotel project is constructed.

- One recommended improvement, unrelated to intersection capacity analyses, is to allow only right-turns out at the proposed exit-only site driveway nearest to the NC 86 (N. Columbia Street) intersection with Rosemary Street. Allowing left-turns to exit at this location may introduce conflicts with queued traffic along NC 86 southbound. In addition, exit lane channelization and signage as part of the design of the exiting driveway is necessary to prevent site traffic from mistakenly entering this driveway access point.
- Internal driveway signage and pavement markings for the internal circulating driveways will also be necessary to allow upper level parking to access the proposed exit-only driveway, as well as direct site-related traffic to the lower parking garage area for any traffic seeking to make a left-turn exit onto northbound NC 86.
- A final recommendation, related to driveway internal throat stem lengths, is to restrict any surface parking stalls that are closer than 50 feet to the driveway curb cut location to prevent parking maneuvers that block inbound driveway access. Based on the site concept plan reviewed for this analysis, this applies to the W. Rosemary Street enter-only driveway.



**LEGEND**

-  = Existing Study Area Intersections
-  = Proposed Site Driveway
-  = Existing Building Footprints



Source: Town of Chapel Hill GIS Files



**West Rosemary Street Hotel  
Transportation Impact Analysis**

**SITE LOCATION MAP**

DATE: May 2021

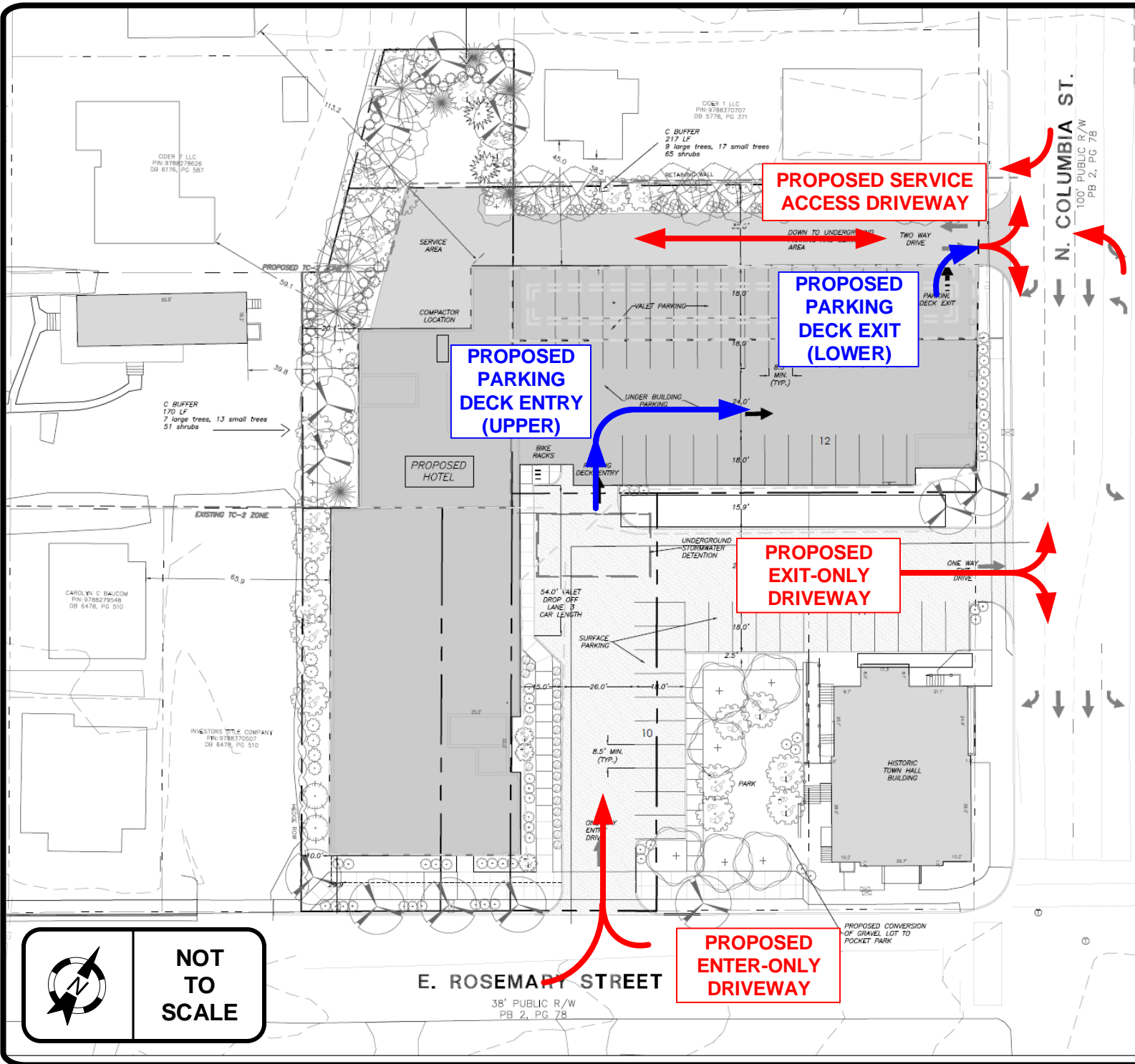
**FIGURE ES-1**

West Rosemary Street Hotel  
Transportation Impact Analysis

PRELIMINARY SITE PLAN

DATE: May 2021




FIGURE ES-2



NOT TO SCALE

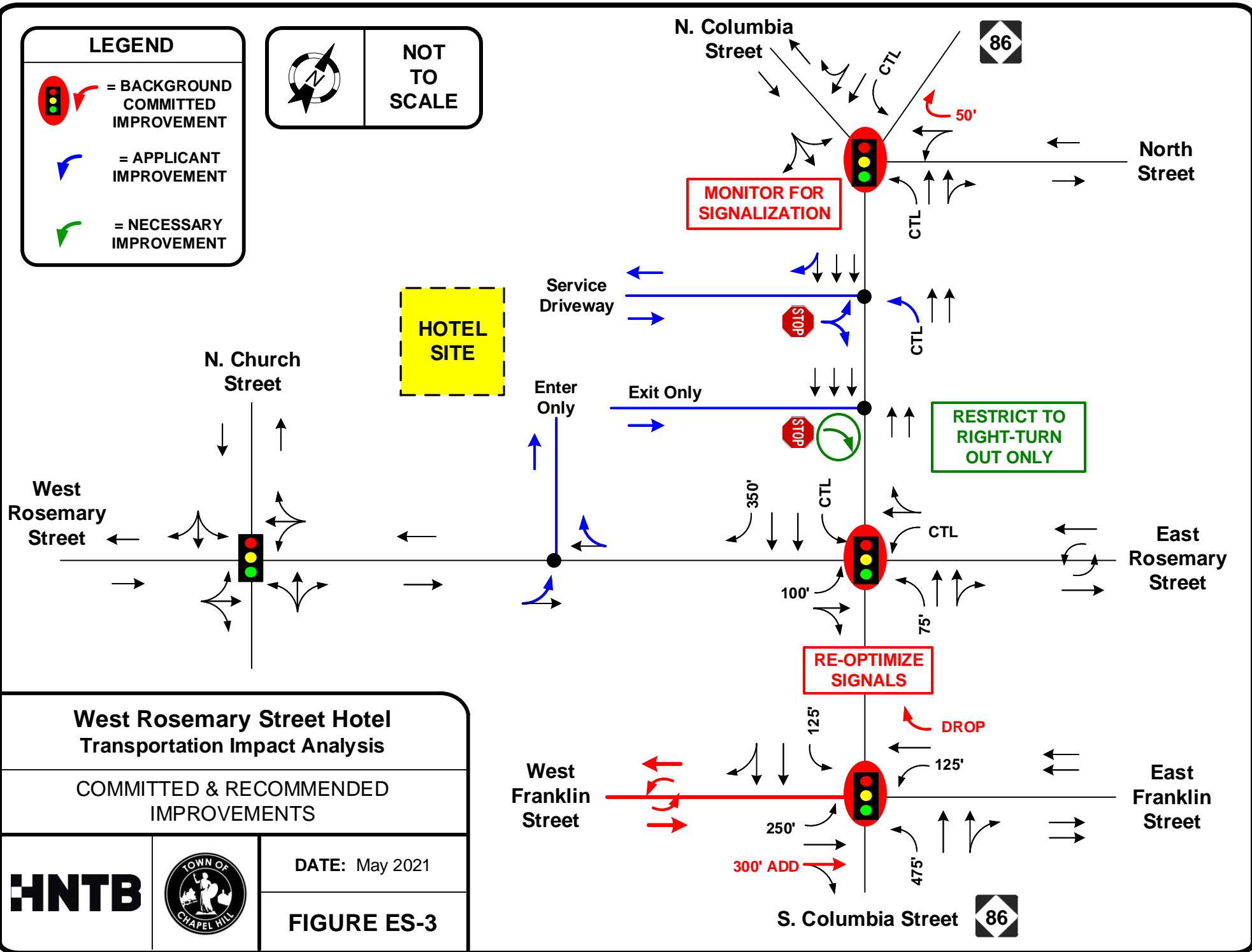


**LEGEND**

-  = BACKGROUND COMMITTED IMPROVEMENT
-  = APPLICANT IMPROVEMENT
-  = NECESSARY IMPROVEMENT



**NOT  
TO  
SCALE**



**West Rosemary Street Hotel  
Transportation Impact Analysis**

COMMITTED & RECOMMENDED  
IMPROVEMENTS

		DATE: May 2021
		<b>FIGURE ES-3</b>

# Rosemary/Columbia Hotel

Conditional Zoning Application

1 June 2021

09.24.2020, REV 06.01.2021

## RESPONSE TO COMMENTS FROM COMMUNITY DESIGN COMMISSION

The concept plan was originally presented to the COMMUNITY DESIGN COMMISSION for a courtesy review on AUGUST 27, 2019. The formal presentation was made on OCTOBER 22, 2019.

Present were CDC Board Members Chris Berndt, Sue Lyons, Polly Van der Velde, Susana Dancy, Ted Hoskins, Megan Patnaik, John Weis.

Ed Small, the developer's representative, started the presentation and made introductions. Jared Martinson, the architect, went over the program, the Concepts and the key questions

The project was presented as approximately 140 rooms and 80 parking spaces in a 4-5 story building fronting West Rosemary Street. Primary vehicular entry would be from W Rosemary Street with secondary access from S Columbia Street. The project would include a green space adjacent to the Historic Town Hall fronting West Rosemary Street.

Jared specifically asked the board to comment on these four elements:

1. Hotel use
2. Rezoning to allow the proposed FAR and hotel use
3. Height of 5 stories
4. Property exchange.

Questions from board:

Ted Hoskins - wanted to clarify that the property swap is needed to make the project feasible. Ed Small - yes, and the Town gets additional benefits such as the pocket park.

How does the extra height get allowed? Jared Martinson - through a rezoning to TC-2. The west wing has a larger penetration out of the allowed building envelope - why not make the Columbia St wing larger?

Susana Dancy - Who is your typical customer? Ed S - Parents coming in, researchers, med center collaboration, etc. Because it's so close to UNC campus, they would expect the most obvious mode of transportation for guests to be walking. An average

stay would be 3 to 5 days, but some transient and some longer stays up to a month would be expected.

Sue Lyons - Asked if Smart Hotels is a brand. Ed S - No, they develop hotels with a local flavor and are not a specific brand.

Asked of Smart hotels does student housing - Ed S - no.

Asked about the raised portion of the roof on S Columbia. Ed Smart - it is public space for the hotel guests. The rooftop restaurant-bar overlooking W Rosemary is a public space, but the guests would have more private outdoor common space on the S Columbia wing.

Megan Patnaik - Asked if the TIA was done. Jared M - Not yet.

Why did the hotel get bigger between August and October? - Jared M - A level was removed from the Columbia Street wing to reduce the perceived height and mass of the building from that viewpoint.

Would the hotel still be economically viable if the building stayed within the allowed envelope? Jared M - unknown

Polly Van der Velde - Have we spoken with the Northside neighbors? Jared M - we're working to schedule a meeting with them in early December. *Note: We had this meeting on Dec 19.*

Response from board:

Ted Hoskins

-Feels extended stay hotel is the most complementary fit to the other hotels nearby which are more of an average 1-2 night stay.

-Likes what he sees

-Would support a taller wing on S Columbia Street to get the massing away from the Northside neighborhood

*RESPONSE: The hotel program proposes to be extended stay and the current project design proposes height along a portion of the Columbia Street wing equal to the Rosemary Street wing, with building setbacks from both streets.*

Susana Dancy

-The hotel has a residential feel. Could the hotel be 2 or 3 buildings? The current layout feels like a motor inn.

-Would put the taller element at the street and shorter at the neighborhood. Can the height be articulated? Maybe up to 8 stories in some places? Or put the parking deck in the center and have the hotel wings come out from that central block.

-Parking is too dominant, and surface parking seems inappropriate, particularly at the center of town

-Would a brick wall or gates around the park help create the edge to help define the historic spot

-The Columbia wing will be a terminated vista as you are walking and driving south, so it needs to be really special. Feels that wing could be larger to reduce the massing near the Pritchard side.

-Can the parking structure on S Columbia be turned into a space with pedestrian uses on the street? Concerned about activating this frontage.

*RESPONSE: The size of the site does not allow for multiple buildings, but the surface parking at the front has been nearly removed, and plaza / park areas enlarged to give the space a more urban feel. Building code requirements for egress and access inform the location of massing at the top floors, and the central elevator shaft (located at the center of the building) needs to reach all floors which wouldn't be possible if the central portion was fewer stories or if the building massing was varied. The northwest corner has been articulated though to reduce the massing adjacent to the residential uses.*

*The design team and developer have been working with the Town's Urban Designer, Brian Peterson. The pocket park will include some low Chapel Hill stone walls to define the space and tie into the older town design elements.*

Chris Berndt

-Note that NCD regulations apply.

-Would like to see north and west views

-Would like to see the building step down to the neighborhood behind

-Not sure about rezoning R3 to TC 2

-208 Pritchard is very historic. What will happen to it?

-What are Town's long range plans for old Town Hall

-There were formerly some plans for MLK right of way. Where do those stand?

-Would like to see the under-building parking lowered completely underground

*RESPONSE: Building elevations illustrating massing, heights, and solar setbacks are included with the Conditional Zoning submittal and include north and west views. The building does not step down into the neighborhood for reasons noted in previous responses, but there is some articulation at the northwest corner to reduce the visual massing seen from the residential neighborhood.*

*The 208 Pritchard house will be deeded to the Town. There are no plans for alterations to that house in the hotel project.*

*The lowest level of interior parking is completely underground as far as views from the street.*

Sue Lyons

-Likes the roof garden at the AC Hotel and would like to see something similar here.

-Likes the pocket park.

-Supportive of 4-5 stories. But would prefer the west wing remain under 5 stories.

-Supportive of the property exchange so that the Pritchard house will remain and be owned by the Town.

-She lives across from the project and she and her neighbors are excited about the possibility of improvement at that corner

-Doesn't like the access behind the Historic Town Hall building and would prefer it be completely surrounded by green space.

-Appreciates the larger setback on W Rosemary between August and October.

*RESPONSE: The hotel will include rooftop common space for guests on the eastern end of the Columbia wing. The access drive between the Historic Town Hall building and the hotel is required for fire and emergency access, but the parking off this drive aisle has been removed to increase the green space against the Historic Town Hall.*

Megan Patnaik

-There is an important opportunity for placemaking around the Historic Town Hall. Appreciates the pocket park and how a green space will set off that historic building.

-Does not like the parking lot next to the pocket park. Would like all the parking to go underground.

-Would like to create more building facade and less parking on both Columbia and Rosemary to make it feel “cozier” and provide a better street façade

-Concerned about the 52” pecan tree on the Pritchard Street parcel.

-All 4 sides need to be “architecturally superior”.

-The Northside NCD was well thought out and hard-fought so she would like to see a response to that in the Rosemary wing, while still keeping an urban edge.

*RESPONSE: The surface parking on site has been almost entirely removed. The few remaining spaces are parallel to the property line so are not as prominent. Parking in the area between the Historic Town Hall and the hotel has been removed so that the amount of parking near the new park will be minimal.*

*Hotel construction and land disturbance will remain outside of the root protection zone for the indicated pecan tree.*

Polly Van der Velde

-Likes the proposal to improve grounds at the Historic Town Hall

-Looking for sustainable components like the green roof at the AC Hotel

-She does not like the architecture of the Durham Hotel.

-Would prefer a more elegant building with fewer / more expensive rooms

*RESPONSE: The improvements to the grounds around the Historic Town Hall remain in the project.*

*This hotel façade will be custom designed to complement its Chapel Hill location and will not be a reproduction of any other hotels, though the hotel branding elements will be included at the lobby entry area.*

John Weis

-Likes the look of their Hilton Garden Inn in Durham

-Feels redevelopment of this space presents a tremendous opportunity and likes what’s being proposed in this project.

-Likes how the project sets off but celebrates the Historic Town Hall and feels the green space helps reinforce this

-There is a cupola on top of the old Town Hall building. Can the new building frame that element?

-Feels the two 5-story wings nicely frame the historic Town Hall building, but would like the hotel wings to have larger setbacks so the cupola is visible.

-This use is better than the existing public surface parking, but advocates for under building parking

-Would like to see the building/surface area be more of an urban streetscape

-Feels the 5 story option for the hotel is a better fit with the Northside Community than the taller 7-story option.

*RESPONSE: Except for a few unloading spaces and 3 surface spaces, all parking has been moved into the parking deck which is located beneath the building. The remaining area is green space and pedestrian plaza.*

The Chair, Susanna Dancy, noted that these comments are not an endorsement or discouragement of the project but a summary of their comments.

# Rosemary/Columbia Hotel

Conditional Zoning Application

1 June 2021

REVISED 06.01.2021

## RESPONSE TO COMMENTS FROM COUNCIL

The concept plan was presented to the TOWN COUNCIL for a courtesy review on NOVEMBER 13, 2019.

Present were Mayor Pam Hemminger, Nancy Oates, Allen Buansi, Karen Stegman, Hongbin Gu, Michael Parker, Rachel Shaevitz

The project was presented as approximately 140 rooms and 80 parking spaces in a 4-5 story building fronting West Rosemary Street. Primary vehicular entry would be from W Rosemary Street with secondary access from S Columbia Street. The project would include a green space adjacent to the Historic Town Hall fronting West Rosemary Street.

The architect Jared Martinson specifically asked the board to comment on these four elements:

1. Hotel use
2. Rezoning to allow the proposed FAR and hotel use
3. Height of 5 stories
4. Property exchange.

Questions and comments from Council members:

Nancy Oates

-Questions about parking and access routes. Would the Town be able to recover these lost parking spaces (from demolished surface gravel lots) elsewhere? Is there enough parking for the hotel use?

-Would like to see retail space on S Columbia

-Likes the idea of a mural on the S Columbia wing

-Would like an option with more park area

-Questioned if there is enough parking

-Appreciates the concealed structured parking.

-Asked what the Town would do with the house on Pritchard. Would consider demolition.

-Would support the land swap.

*RESPONSE: The hotel program includes a one-way driveway entering from W Rosemary and exiting onto S Columbia or into the parking deck. The parking*

*alongside the proposed pocket park has been reduced. The hotel anticipates sharing other parking facilities in the downtown.*

*Commercial programming along Columbia is not included in the project scope. The project team, the Town urban designer, and the Executive Director of Chape Hill Downtown Partnership do not believe commercial uses can be successful at this location given the lack of adjacent commercial spaces (island effect) and the width of Columbia Street. Further, the applicant is committed to enhancing this façade and the entry experience along Columbia Street via other solutions.*

*Though the Town will not recover the lost parking spaces on site, there is a proposed parking deck being constructed a half block east which will be available to the public.*

Allen Buansi

- Asked about the local jobs strategy
- Likes the pocket park feature
- Appreciates the sensitivity of height and the step back design
- Would encourage engagement with the Northside neighbors
- Likes the idea of a mural on the S Columbia wing
- Would support the land swap.

*RESPONSE: The hotel has a policy of promoting employment to nearby residents. The development team has started conversations with the Town's Public Art group to begin a process of attracting proposals for public art in front of the S Columbia wing. It may be a mural or may be another type of installation.*

Karen Stegman

- Asked about parking demands on site and shared parking opportunities with other nearby developments. Would like the developer to explore shared parking.
- Would like more park and less parking.
- Likes the idea of a mural on the S Columbia wing
- Would like to see views from the Historic Town Hall viewpoint.
- Consider including the Northside community in the mural and park
- Can the Pritchard house be converted to affordable housing?
- Would support the land swap.

*RESPONSE: The hotel anticipates using other downtown parking decks for overflow parking and anticipates participating in the Town's proposed new program for sharing parking in Town-owned decks. The current design has removed most of the surface parking spaces accessed from W Rosemary and has put all the dedicated hotel parking under and behind the building.*

Hongbin Gu

- Asked about parking entrances and vehicular access
- Asked about the use and function of the Columbia wing
- A blank wall will not activate the Columbia Street frontage but likes the mural idea here. Would like to get public input here.
- Would like an evaluation of the property swap



*RESPONSE: The hotel program includes a one-way driveway entering from W Rosemary and exiting onto S Columbia or into the parking deck. The Columbia wing will be guest rooms as well as the underground parking. The surface drive behind the Historic Town Hall building will be limited use, for emergency and authorized vehicles only, and exiting in a right-out only fashion onto Columbia Street.*

Michael Parker

- Asked about room count and expressed serious concerns about traffic flow at Columbia Street and the already congested Columbia/Rosemary intersection. Asked if a turn lane into the project may be necessary.
- Likes the overall design
- Likes the relationship to the Historic Town Hall
- Noted if the Historic Town Hall becomes a museum or visitor center that handicap parking would be needed.
- Columbia frontage mural would not activate that street.
- He likes the mural idea but would like to see a way to make that wall more permeable.
- Would support the land swap.

*RESPONSE: A few parking spaces have been retained along the entry drive to allow for handicap parking and unloading. A TIA has been completed and supports the proposed circulation without any off-site street improvements. A turn lane into the new project was not required or recommended. The space on Columbia Street between the sidewalk and the building will be semi park-like though narrow. It is anticipated that this is the location where public art will be installed, and there will be plantings to the extent allowed by NC DOT.*

Rachel Shaevitz

- Asked about cost of rooms per night
- Recommended we get staff input from the new Urban designer on staff, Brian Peterson
- Likes mural on Columbia façade
- Likes massing and stepdown, and the view from the Historic Town Hall and park
- Would like more park and less parking. Not concerned about parking in this day of Uber and Lyft
- Would support the land swap.

*RESPONSE: The design team and developer have had multiple conversations with the Town Urban Designer, Brian Peterson, and will continue to work with him on strategies to make this project a true asset to the Town's goals for development.*

Mayor Hemminger

- Has concerns about vehicle access and would prefer the entrance on Columbia vs Rosemary St
- Asked about SF and information about the Pritchard house - sees that house as an affordable housing opportunity. The Town should evaluate that house and property.
- Asked if the developer would be willing to demolish the existing house.

Ed Small - yes.

- Likes the masonry facade example shown
- Like mural idea. Can we make it an "All Are Welcome Here" gateway mural?
- Add greenspace to Columbia façade
- Like the minimal curb cuts
- Likes the park and that the developer would provide this space.
- Would support keeping the parking just north of that park to act as loading and ADA parking. Would support keeping 5 or so spaces in this area.
- Likes the rooftop experience facing downtown
- Likes that the redevelopment would provide opportunities for the Historic Town Hall
- Would like to review traffic flow, but feels the hotel creates vibrancy and less traffic than some other uses would
- Would support a property swap

*RESPONSE: The hotel program includes a one-way driveway entering from W Rosemary and exiting onto S Columbia (limited traffic allowed) or into the parking deck. Three parking spaces have been retained along the entry drive to allow for handicap parking and public use, two spaces in front of the hotel for guest arrivals, plus one space along the exit drive which will be specifically signed for Town service vehicles.*

Public Comment:

Matt Gladdek

- There is currently no green space downtown.
- Likes enhancement of opportunities for the Historic Town Hall.
- Would like more park, less parking.

Mr Mallett - 209 Pritchard

- Thinks the house on Pritchard needs to be demolished, as well as the building on the corner.
- Thinks there should be a turn lane into the driveway.
- Thinks parking at the project is inadequate.