

CONCEPT PLAN COMMENTS  
101 E Rosemary St  
COMMUNITY DESIGN COMMISSION

June 14<sup>th</sup>, 2021

The Community Design Commission conducted a Concept Plan review for 101 East Rosemary at a meeting on June 14<sup>th</sup>, 2021. The project proposes a mid-rise residential building w/ associated amenities.

*\*Key points made by members of the Commission about the Concept Plan are listed below.*

- Multiple commissioners expressed concern that the building design was not specific to Chapel Hill and the historic adjacent buildings and structures.
- Multiple commissioners expressed concerns about parking and back of house being kept out of the public view.
- Multiple commissioners expressed desire for street activation be for pedestrians not just residents of the building.
- Multiple commissioners agreed that this site should be viewed as a gateway site.
- Multiple commissioners expressed concern about the added density without an affordable housing component.
- Multiple commissioners expressed thoughts that a modern design could work in a historic setting if done well.
- One commissioner expressed support to review a shared parking agreement.
- One commissioner expressed concern that the project does not fit w/ the FLUM specifically related to building heights.
- One commissioner questioned if the applicant could consider saving portions of the existing building.
- One commissioner questioned if the 'turtle' mural could be saved.
- Multiple commissioners expressed belief the site is a destination, not a gateway.
- One commissioner expressed the belief that this site should not be residential. Suggested active commercial.
- One commissioner expressed support of the proposed height and using the slope in an interesting way.
- One commissioner noted this could be the location for something unique, not historic.
- One commissioner expressed desire for the Town to not give exclusive use for parking to the residents, so market adjustments can be made.

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- One commissioner noted that something 'special' be done w/ the first floor and the ground floor use needs work.

DRAFT

**HOUSING ADVISORY BOARD  
SUMMARY OF A CONCEPT PLAN REVIEW:  
101 E. ROSEMARY ST**

**June 8, 2021**

Key points made by members of the Housing Advisory Board during its review of the concept plan include:

- Encourage applicant to consider including units that would be affordable to households below 80% of the Area Median income (AMI), including households below 50% or 60% of the AMI.
- Given that the Town is paying for the construction of the adjacent parking deck that the project will use for parking, would like applicant to consider contributing that savings to affordable housing.
- Encourage applicant to accept rental subsidies in the development.
- Inquired about how the applicant would keep the project from being filled by students, given its close proximity to UNC's campus.

Two members of the public spoke on the concept plan. Feedback included targeting units at 60% and below AMI to better meet the need for rental units at that price level, asking the applicant to consider accepting housing subsidies, and dedicating 15% of the units as affordable for at least 30 years.

Submitted by: Sue Hunter, Chair

Drafted by: Emily Holt, Staff Liaison