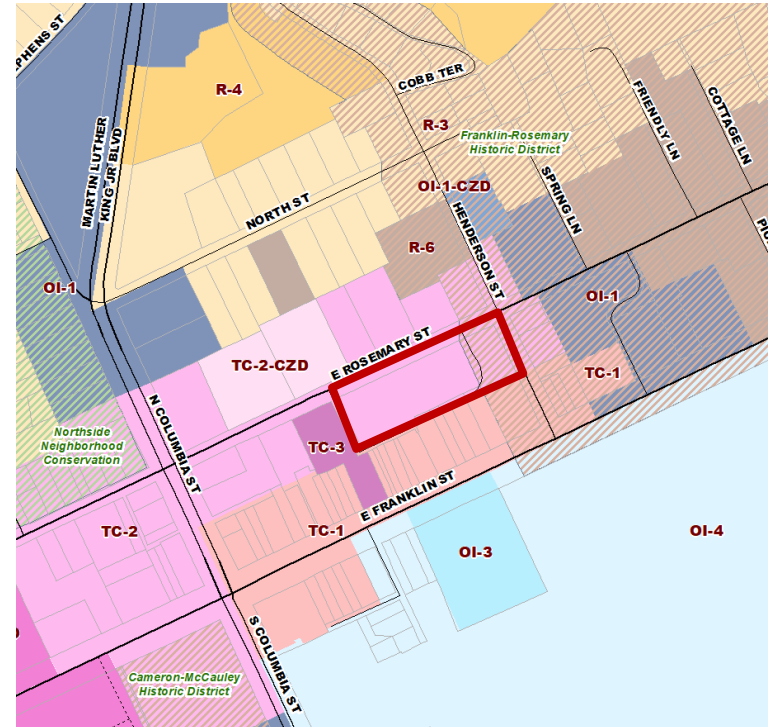
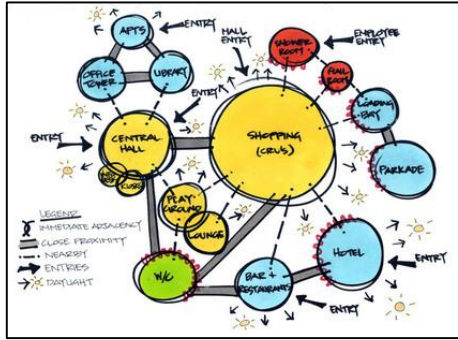




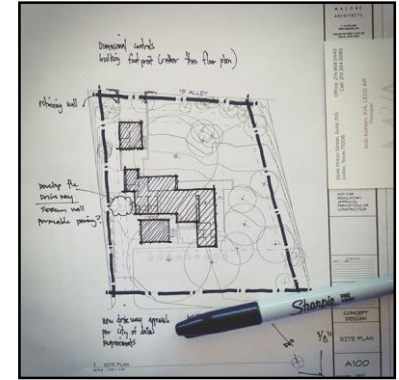
# 150 E Rosemary St Concept Plan

Town Council  
January 13, 2021



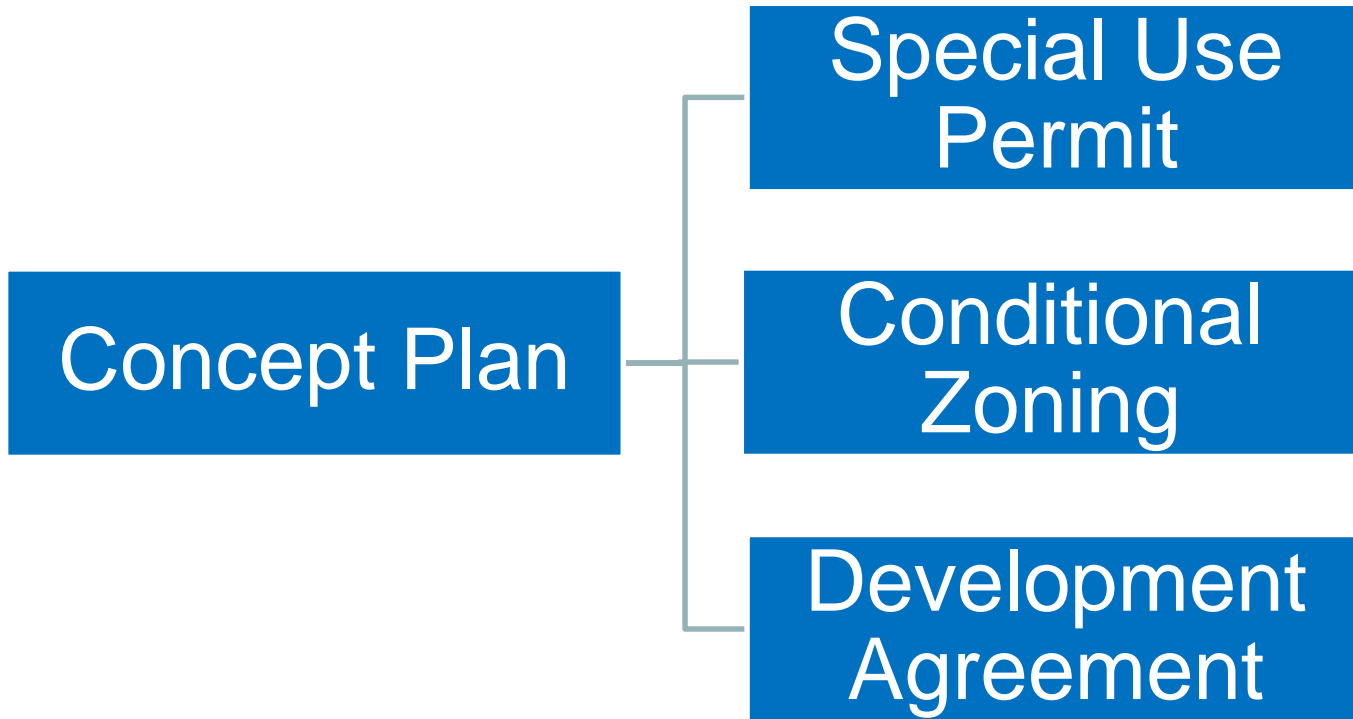


## Concept Plans



- **No Decision; Feedback Only**
  - Applicant presents rough initial sketch
  - Staff does not conduct formal review of concept
  - Instead forwards sketch for preliminary feedback

# Next Step in Process: Submit Formal Development Application

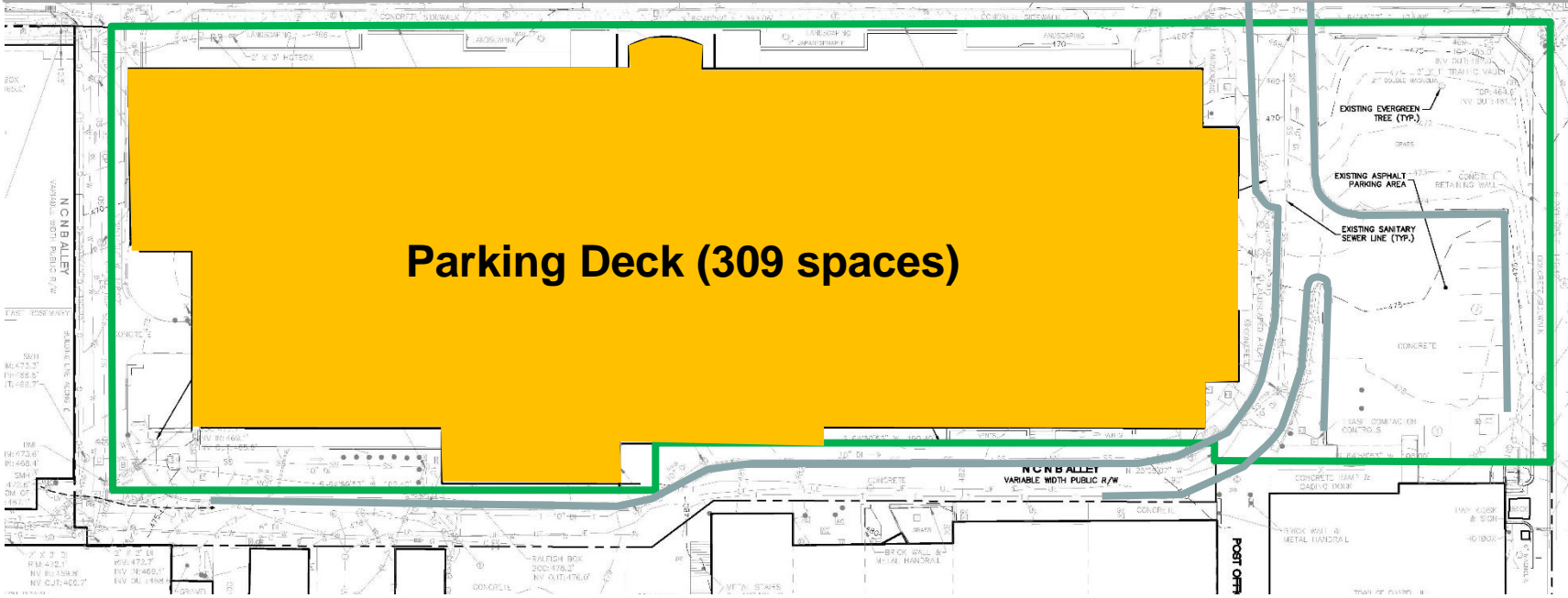


- Adopt a resolution transmitting comments to the Applicant regarding the proposed development (*R-7*)



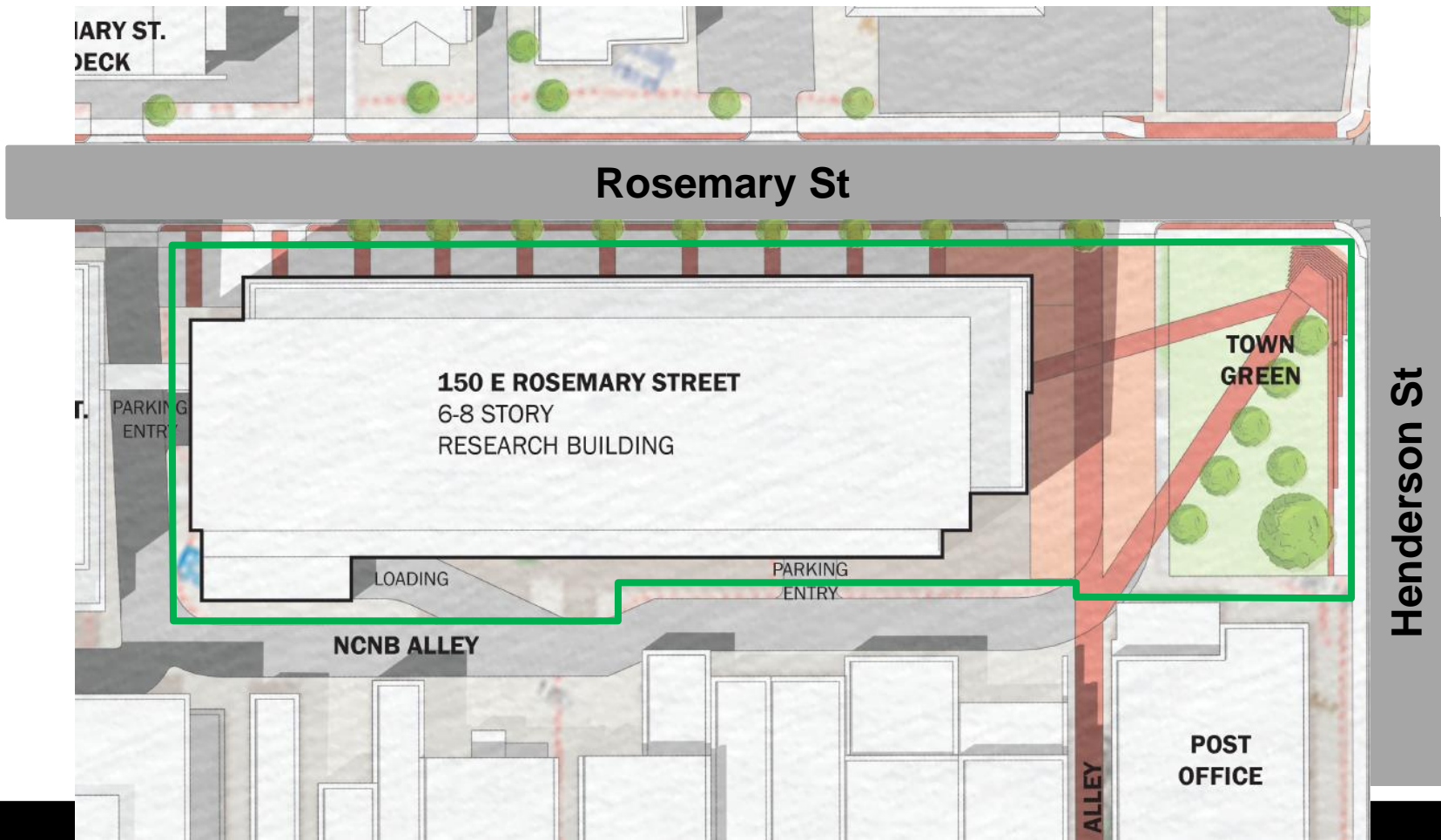
# 150 E. Rosemary St – Existing Conditions

Rosemary St



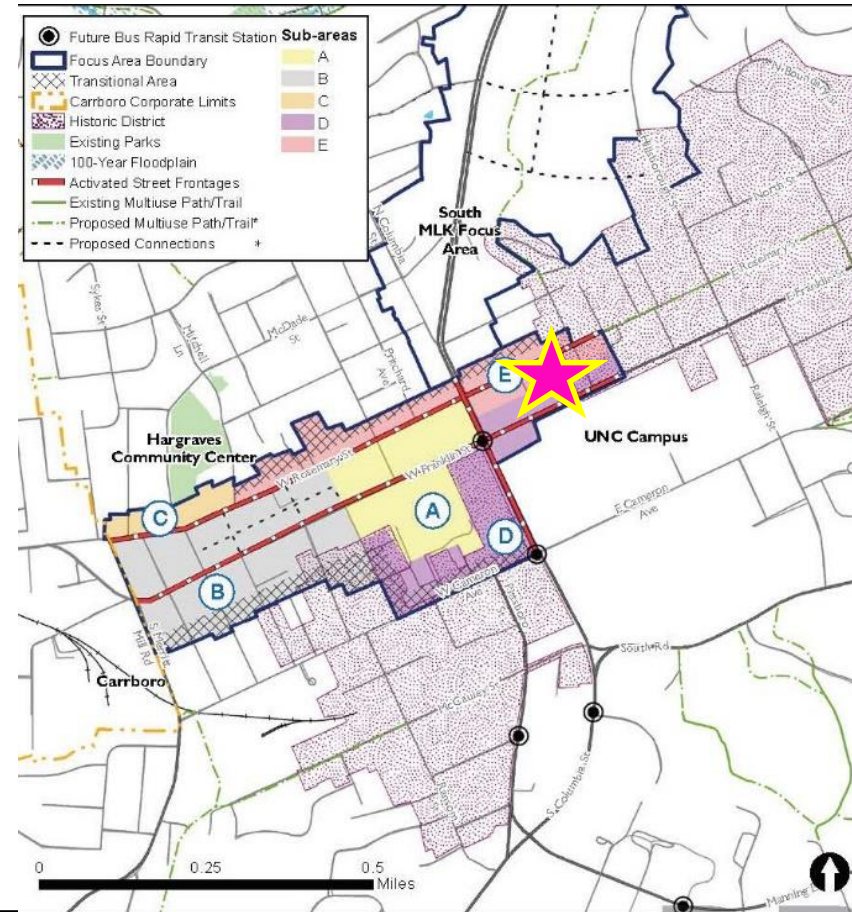
Henderson St

# 150 E. Rosemary St – Concept Plan



- Future Land Use Map

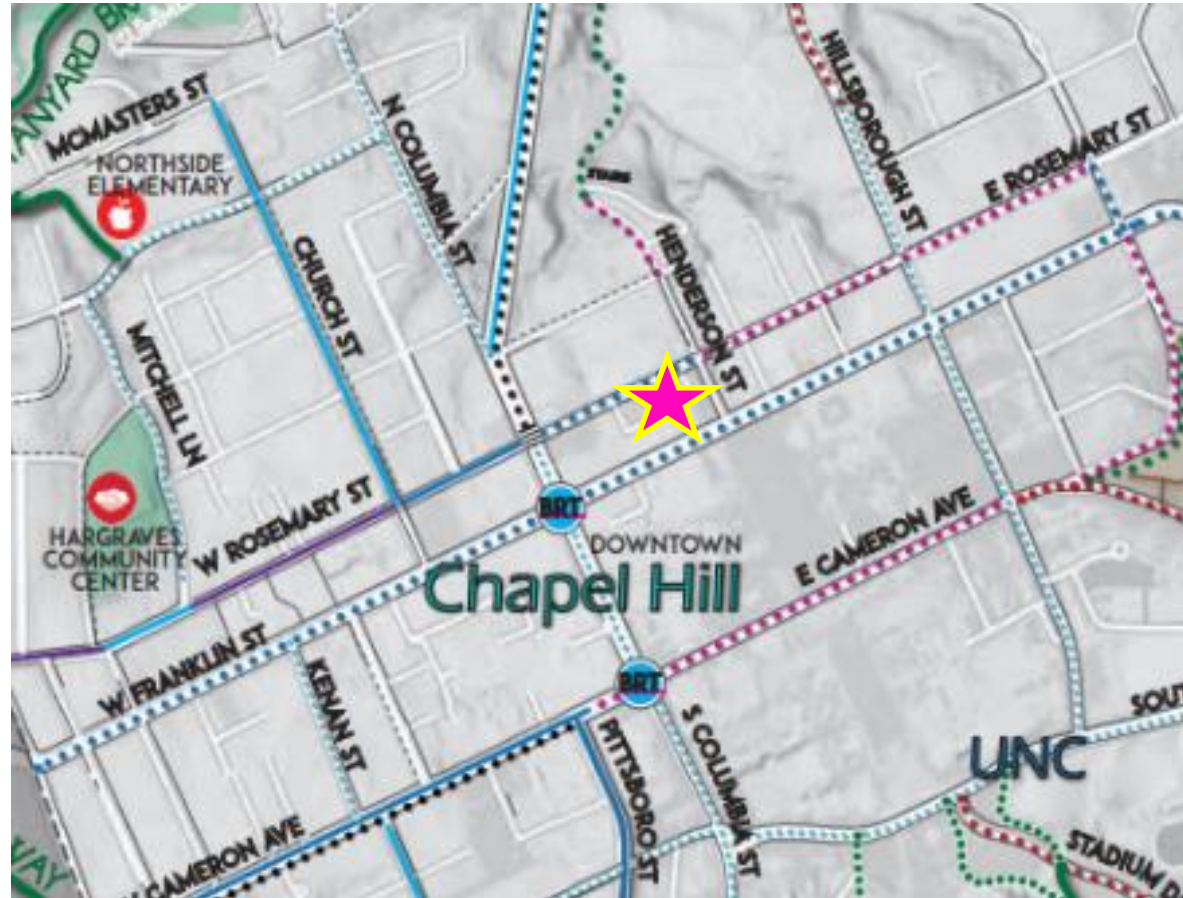
- Downtown Focus Area, Sub-Area E
- Primary Uses include Commercial/Office
- Typical Height: 4 stories at street, up to 8 stories at core
- Activated Street Frontage along Rosemary St





# 150 E. Rosemary – Staff Evaluation

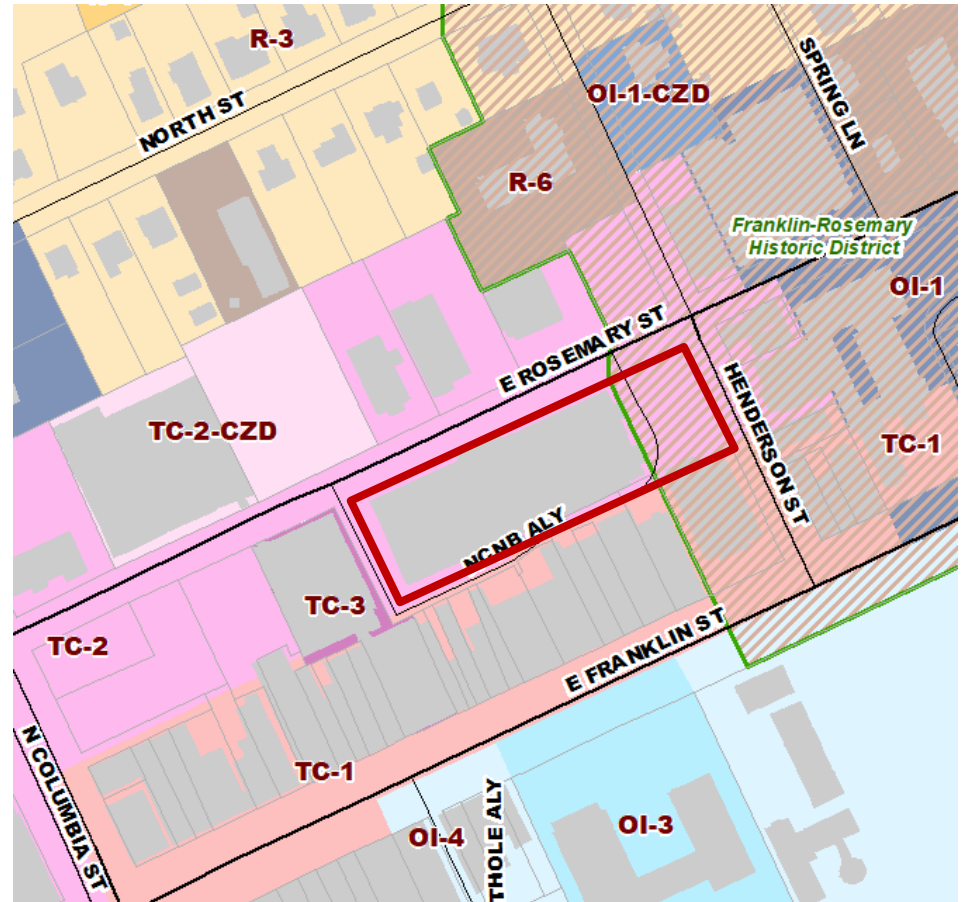
- Mobility & Connectivity Plan
  - BRT station within ¼ mile
  - Bike lanes proposed along Rosemary St
  - Existing sidewalks



- Greenways Master Plan
  - No greenway facilities proposed in the area
- Parks Comprehensive Plan
  - No new parks proposed in this area
- Cultural Arts Plan
  - Site is a potential opportunity for integrating public art

- **Historic District Commission** – December 8, 2020
- **Community Design Commission** – January 4, 2021

*Agenda Packet pages 113-119*



## 150 E. Rosemary St – Advisory Board Reviews

- General preference for 6 to 7 stories instead of 8
- Break up massing with materials and other techniques – horizontally and vertically
- Fit in with historic context of surrounding buildings including the Post Office
- Pedestrian-friendly ground floor elements
- Strong building entry experience
- Rear alley as pedestrian link
- Town Green – mixed opinions on lowering to street grade vs preserving magnolia tree

# 150 E. Rosemary St – Recommendation

- Adopt a resolution transmitting comments to the Applicant regarding the proposed development (R-7)

