



**CONCEPT PLAN REVIEW: 157 E. ROSEMARY STREET (Project #CP-22-4)
SUMMARY REPORT**

TOWN OF CHAPEL HILL PLANNING DEPARTMENT
Colleen Willger, Director
Judy Johnson, Assistant Director
Corey Liles, Planning Manager

<p>PROPERTY ADDRESS</p> <p>157 E. Rosemary St.</p>	<p>MEETING DATE</p> <p>October 12, 2022</p>	<p>APPLICANT</p> <p>Ballentine Associates on behalf of T J Capital II LLC</p>
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STAFF RECOMMENDATION

That the Council adopt the attached resolution transmitting comments to the applicant regarding the proposed development.

PROCESS

Council hears from the applicant, receives comments from the Community Design Commission and Housing Advisory Board, hears public comments, and offers suggestions to the applicant.

Because this review is a Concept Plan submittal, statements by individual Council members this evening do not represent an official position or commitment on the part of a Council member with respect to the position he or she may take when and if the Council considers a formal application.

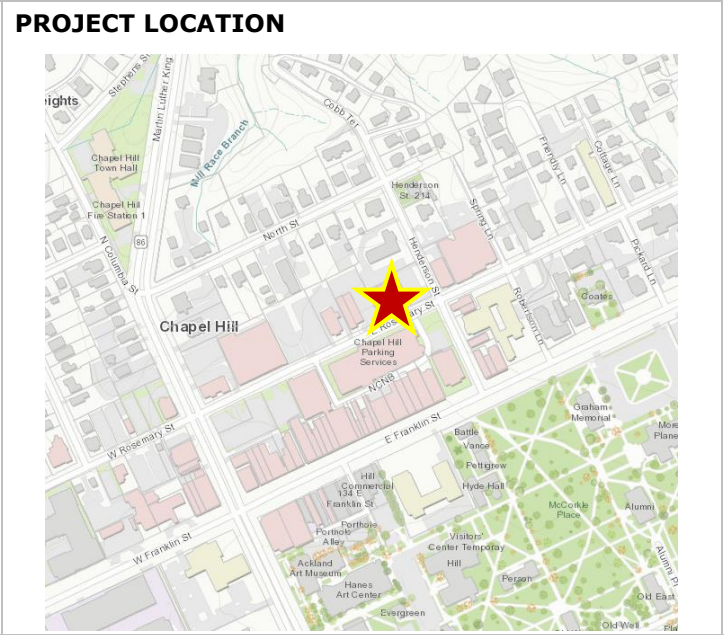
DECISION POINTS

A Conditional Zoning review is typically required for the formal application.

PROJECT OVERVIEW

The approximately 0.3-acre site is located across from the approved 150 E. Rosemary St. Office/Lab project, and to the east of the new Town Parking Deck. The site is currently zoned Town Center-2 (TC-2).

The proposal includes approximately 50 dwelling units, approximately 3,000 SF of ground floor retail, and 23 underground parking spaces, all within a building 11 stories and approximately 149 ft in height. The proposal would require a rezoning.



<p>ATTACHMENTS</p>	<ul style="list-style-type: none"> • Long-Range Plans Evaluation • Draft Staff Presentation • Resolution A, Transmitting Council Comments • Advisory Board Comments (<i>Housing Advisory Board to be added</i>) • Urban Designer Comments • Applicant Materials • Applicant Draft Presentation (<i>to be added</i>)
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LONG-RANGE PLANS EVALUATION

157 E. ROSEMARY STREET

The following report provides an evaluation of the Concept Plan site, based on long-range planning considerations.

EXISTING LAND USE Commercial	PROPOSED LAND USE Multifamily Residential and Retail		
SURROUNDING PROPERTIES – EXISTING LAND USES Sorority house (North), Parking lot (East), Parking deck / future Office/Lab project (South), Commercial (West)			
APPLICABLE ADOPTED PLANS <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <input checked="" type="checkbox"/> Future Land Use Map (FLUM) <input checked="" type="checkbox"/> Mobility and Connectivity Plan <input checked="" type="checkbox"/> Parks Comprehensive Plan <input checked="" type="checkbox"/> Greenways Master Plan <input checked="" type="checkbox"/> Chapel Hill Bike Plan </td> <td style="width: 50%; vertical-align: top;"> <input checked="" type="checkbox"/> Cultural Arts Plan <input checked="" type="checkbox"/> Stormwater Management Master Plan <input checked="" type="checkbox"/> Climate Action & Response Plan <input type="checkbox"/> West Rosemary Street Development Guide <input type="checkbox"/> Central West Small Area Plan </td> </tr> </table>		<input checked="" type="checkbox"/> Future Land Use Map (FLUM) <input checked="" type="checkbox"/> Mobility and Connectivity Plan <input checked="" type="checkbox"/> Parks Comprehensive Plan <input checked="" type="checkbox"/> Greenways Master Plan <input checked="" type="checkbox"/> Chapel Hill Bike Plan	<input checked="" type="checkbox"/> Cultural Arts Plan <input checked="" type="checkbox"/> Stormwater Management Master Plan <input checked="" type="checkbox"/> Climate Action & Response Plan <input type="checkbox"/> West Rosemary Street Development Guide <input type="checkbox"/> Central West Small Area Plan
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SUMMARY OF PLAN CONSIDERATIONS AFFECTING SITE <p><u>Future Land Use Map (FLUM) – Downtown Focus Area, Sub-Area E</u></p> <ul style="list-style-type: none"> • Multifamily Residential; Multifamily, Shops & Offices; Commercial/Office; and Parks/Green spaces are listed as <i>Primary (predominate) Uses</i>. • Institutional/University/Civic facilities are listed as <i>Secondary Uses</i> (allowed, but not predominate). • Height guidance for the Sub-Area is up to <i>4 stories</i> at the front setback and up to <i>6 stories</i> interior to the site. The FLUM assumes 12 ft as the approximate height of each story. • The site’s frontage on E. Rosemary St. is defined as an <i>Activated Street Frontage</i>. This means that buildings and civic space should engage with the street, with no off-street parking located in between. <p><u>Mobility and Connectivity Plan</u></p> <ul style="list-style-type: none"> • The site is located along E. Rosemary St., which has existing sidewalks. • Bike lanes are proposed in the Mobility Plan along the site’s frontage. • A future <i>Bus Rapid Transit station</i> is located within ¼ mile of the site. The applicant should coordinate with Chapel Hill Transit for the latest information on BRT design, station locations and any potential connections. <p><u>Parks Comprehensive Plan</u></p> <ul style="list-style-type: none"> • The site falls within the Community Park Service Area for the Community Center Park. The site does not fall within a Neighborhood Park Service Area. • No additional Neighborhood Parks or Community Parks are proposed in the vicinity of the site. <p><u>Greenways Master Plan</u></p> <ul style="list-style-type: none"> • No opportunities for greenways are identified at locations that impact the site. <p><u>Chapel Hill Bike Plan</u></p> <ul style="list-style-type: none"> • Mapping of future bike facilities in the Bike Plan is superseded by the Mobility and Connectivity Plan. The Bike Plan provides some additional detail on facility design. 			

Cultural Arts Plan

- The Cultural Arts Plan identifies the general area as an opportunity for integrating public art. The applicant should **coordinate with Chapel Hill Community Arts & Culture** for more information on appropriate landscape and artistic treatments.

Stormwater Management Master Plan

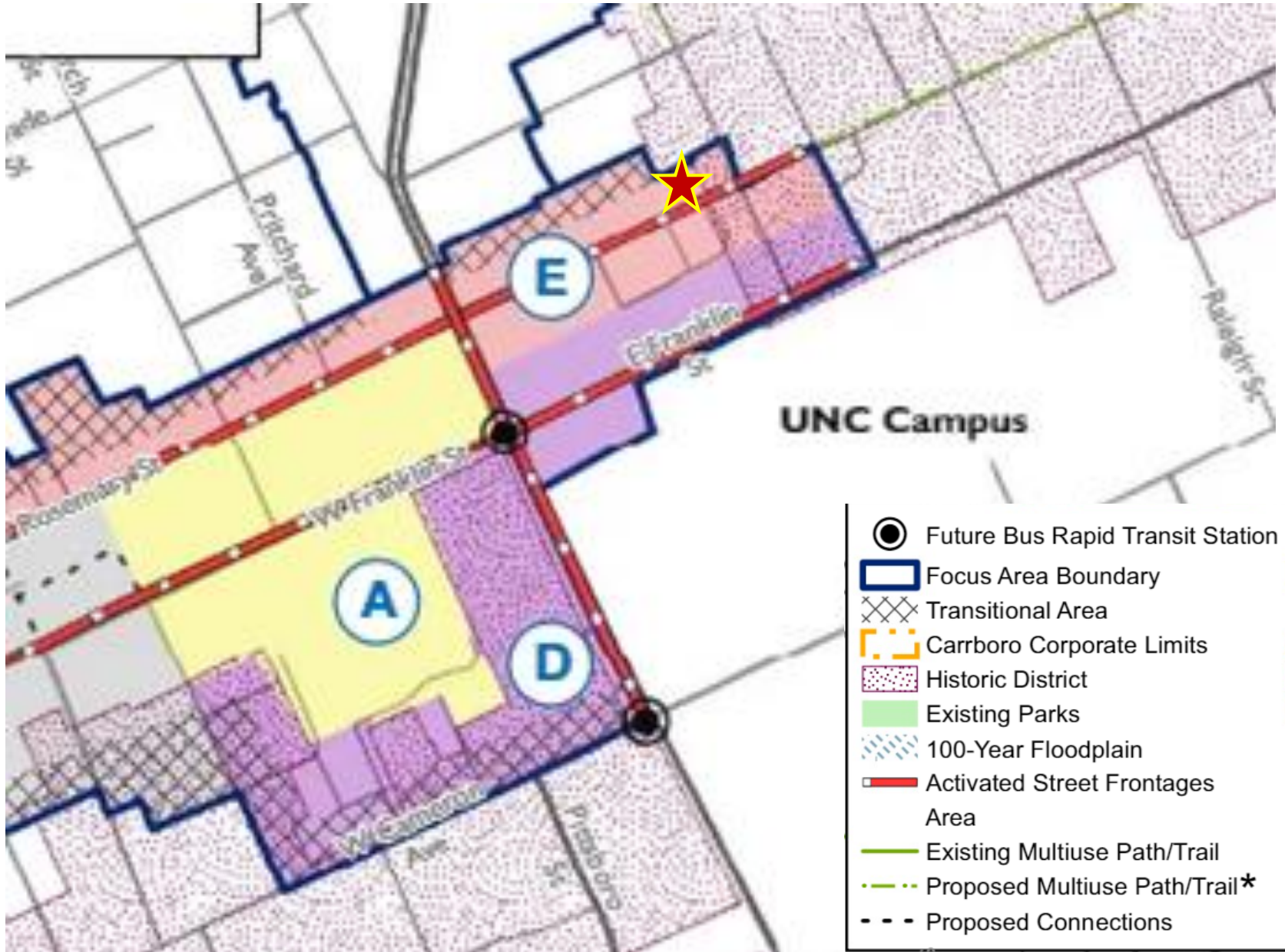
- The site is located in the Middle Bolin Creek Subwatershed (BL4). The applicant should **coordinate with Chapel Hill's Stormwater Management Division** to understand relevant stormwater considerations.

Climate Action and Response Plan

- Developing the site in accordance with the Future Land Use Map and Mobility Plan would contribute to the following Plan actions:
 - Create walkable, bikeable, transit-served neighborhoods
 - Increase bicycling, walking, and transit use
- Conditions for development could contribute to the other actions in the plan such as:
 - Net-zero emissions for new construction
 - Create a town-wide EV charging station network
 - Protect water quality, natural, and agricultural resources
 - Enhance green infrastructure

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Future Land Use Map (Excerpt)



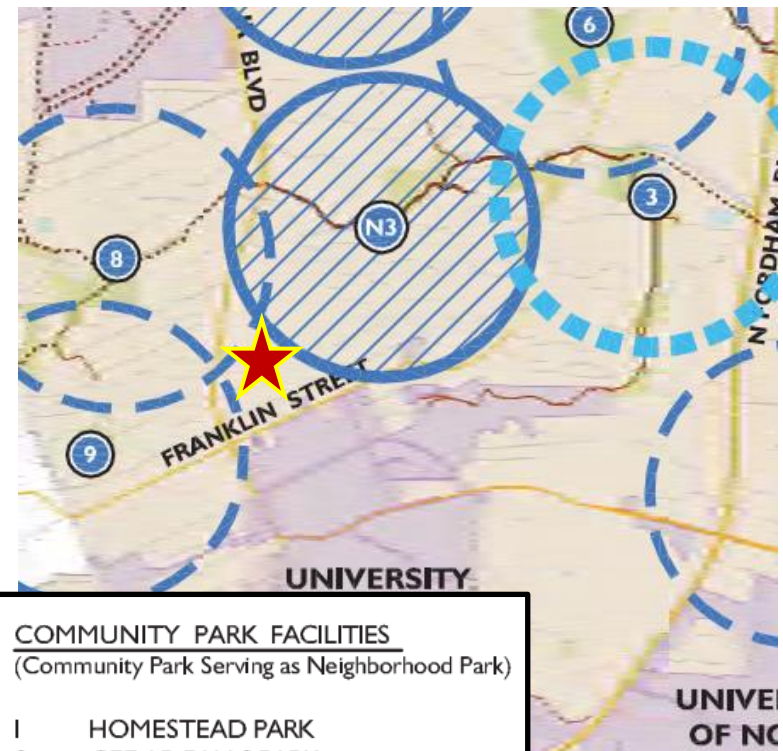
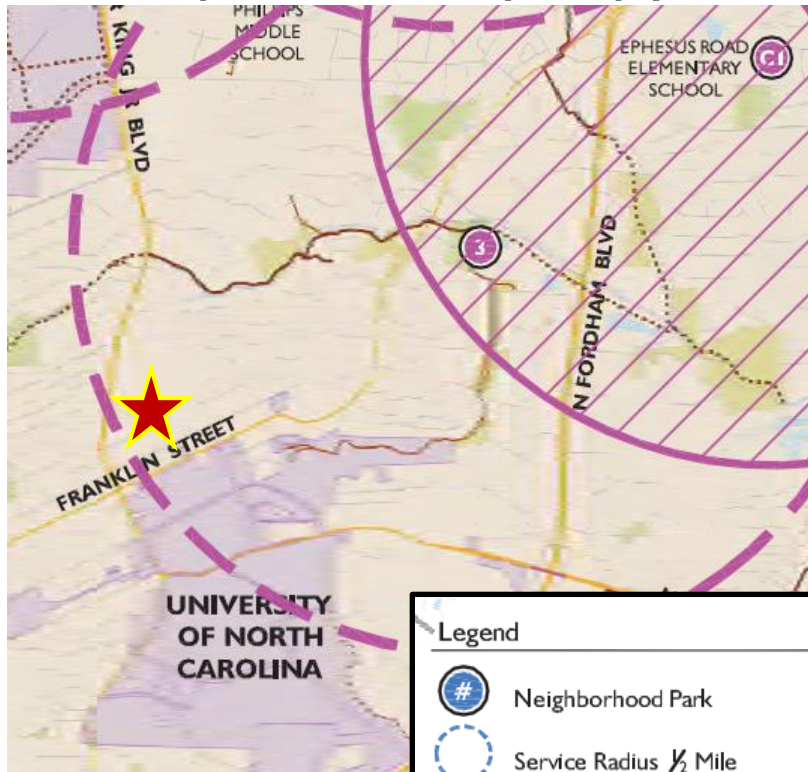
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Mobility and Connectivity Plan (Excerpt)



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Parks Comprehensive Plan (Excerpt)



Legend

- Neighborhood Park
- Service Radius 1/2 Mile
- Community Park Serving as Neighborhood Park
- Proposed Neighborhood Park 1/2 Mile radius
- Community Park
- Service Radius 1.5 Mile
- Proposed Community Park 1.5 Mile radius
- Chapel Hill Town Limits

COMMUNITY PARK FACILITIES
(Community Park Serving as Neighborhood Park)

- 1 HOMESTEAD PARK
- 2 CEDAR FALLS PARK
- 3 COMMUNITY CENTER PARK
- 4 SOUTHERN COMMUNITY PARK

NEIGHBORHOOD PARK FACILITIES

- 5 NORTH FOREST HILLS PARK
- 6 PRITCHARD PARK
- 7 EPHESUS PARK
- 8 UMSTEAD PARK
- 9 HARGRAVES PARK
- 10 OAKWOOD PARK
- 11 MEADOWMONT PARK

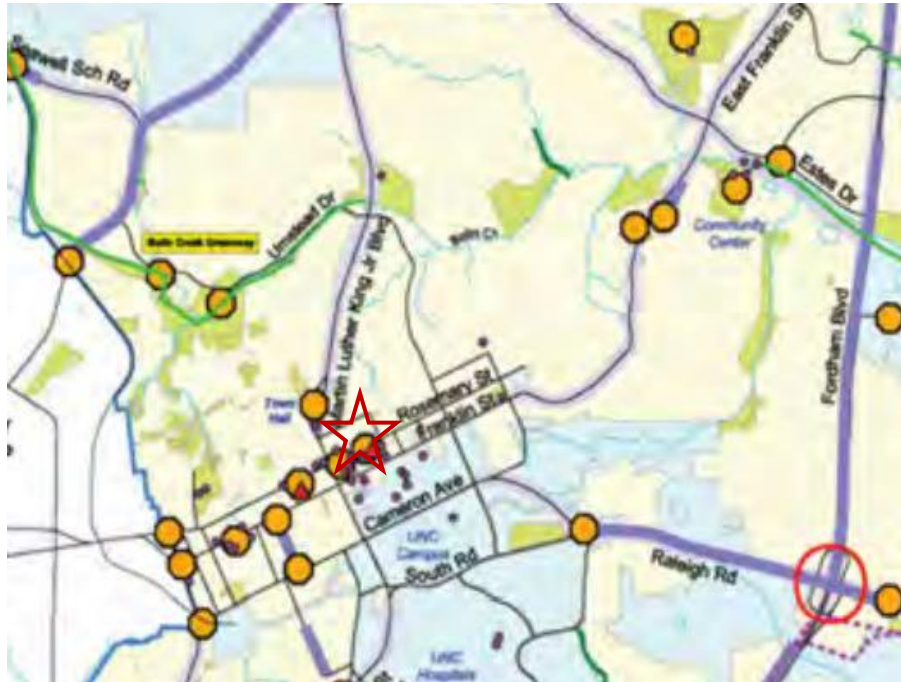
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Greenways Master Plan (Excerpt)



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Cultural Arts Plan (Excerpt)



Stormwater Management Master Plan (Excerpt)

