



TOWN OF CHAPEL HILL  
 Planning & Sustainability

Planning: 919-969-5066 [planning@townofchapelhill.org](mailto:planning@townofchapelhill.org)

**Ephesus/Fordham Certificate of Appropriateness Application**

A Certificate of Appropriateness must be approved prior to the issuance of a Form District Permit, Zoning Compliance Permit or any other permit granted for the purposes of constructing or altering buildings or structures. No exterior portions of any building or other structures, or any above-ground utility structure, may be erected, altered, restored, or moved within the Ephesus-Fordham Form District as defined in LUMO 3.11.2., until a Certificate of Appropriateness has been issued per LUMO 3.11.4.7.D.1 A Certificate of Appropriateness is not required for ordinary maintenance, repair, or any change certified by the Building Inspector or similar official as required for public safety per LUMO 3.11.4.7.D.2.

A Certificate of Appropriateness must be issued within 60 calendar days of acceptance of a complete application, either, issue, issue with conditions, deny the Certificate of Appropriateness, or applicant must request a time extension per LUMO 3.11.4.2.D.4. For additional information, please contact the Planning Department at (919) 969-5066 or at [planning@townofchapelhill.org](mailto:planning@townofchapelhill.org). Information on the form based code, including the adopted code itself, can be found at [www.townofchapelhill.org/ephesusfordham](http://www.townofchapelhill.org/ephesusfordham)

OFFICE USE:	Project Number:		
Submission Date		Meeting Date:	
Accepted Date:		Decision Deadline:	

**Section A: Project Information**

Project Name:	Tarheel Lodging Redevelopment		
Property Owner:	Atma Hotel Group	Parcel Identifier Number (PIN)(s):	O.C. PIN #'s 9799460556, 9799368876, 9799461879
Project Address:	1742 & 1740 Fordham Blvd		
Project Description:	Phase-I: Demolition of Hong Kong restaurant and development of TRU Hotel by Hilton (97 +/- Rooms) Phase-II: Demolition of the Quality Inn and construction of a commercial office building (3-story) and multi-family residential housing 234+/-du		

**Section B: Contact Information**

Name:	Scott Murray				
Address:	1450 Environ Way				
City:	Chapel Hill	State:	NC	Zip Code:	27517
Phone Number:	252-213-9501	E-Mail:	smurray@stmlandplan.com		

The undersigned applicant hereby certifies that, to the best of his knowledge and belief, all information supplied with this application is true and accurate and hereby authorizes on-site review by staff.

Applicant Signature: Scott T. Murray Date: 7-20-2018

Property Owner Signature: [Signature] Date: 7-20-2018

## Ephesus-Fordham Certificate of Appropriateness Application

### C. Procedures for Review

1. When considering a Certificate of Appropriateness, the Community Design Commission shall consider and make a determination by majority vote as to the completeness of application materials.
2. An application determined to be complete will be considered at the same meeting. During the same meeting the Community Design Commission may approve, approve with conditions, deny, or table the application.
3. An application determined to be incomplete by staff will not be heard at that same meeting. The applicant shall be notified in writing as to the deficiencies and shall be permitted to amend the application to provide a complete application.

### D. Submittal Requirements

A complete application includes the items listed below. Their absence will result in your application being considered incomplete. For assistance with this application, please contact the Chapel Hill Planning Department (Planning) at (919) 969-5066 or at [planning@townofchapelhill.org](mailto:planning@townofchapelhill.org). For detailed information, please refer to the Description of Detailed Information handout.

<input checked="" type="checkbox"/>	<b>Application fee</b> ( <a href="#">refer to fee schedule</a> )	Amount Paid \$	<input type="text" value="400.00 paid previously"/>
<input checked="" type="checkbox"/>	<b>Digital Files</b> - provide digital files of all plans and documents		
<input checked="" type="checkbox"/>	<b>Mailing list of owners of property within 100 feet perimeter of subject property</b> ( <a href="#">see GIS notification tool</a> )		
<input checked="" type="checkbox"/>	<b>Mailing fee for above mailing list</b>	Amount Paid \$	<input type="text" value="8.00"/>
<input checked="" type="checkbox"/>	<b>Written Narrative describing the proposal</b> — See below		
<input checked="" type="checkbox"/>	<b>Plan Set</b> — see below		
<input checked="" type="checkbox"/>	<b>Reduced Site Plan Set (reduced to 8.5"x11")</b>		

### 1. Written Narrative

This section of the application allows the Commission to see the current state of the property, to visualize the proposed changes, and to assess the impact in the context of the Code. Describe all proposed changes to the property, list all materials to be used, and address the criteria (listed below) that the Commission uses to determine appropriateness. Presenting your proposal with these criteria in mind will provide a clear basis for the Commission's deliberations.

- a) The exterior construction materials, including textures and patterns;
- b) The architectural detailing such as lintels, cornices, brick bond, and foundation materials;
- c) The proportion, shape, location, pattern, and size of any elements of fenestration (windows, doors);
- d) The accessory fixtures and other features (including masonry walls, fences, light fixtures, steps and pavement)
- e) Elevations and dimensions
- f) Interior floor plan

Provide photographs of existing property and elevation drawings of the proposed changes. Depict changes in as much detail as possible, paying special attention to those features which the Commission uses to determine appropriateness. The visual description must include dimensions.

## Ephesus-Fordham Certificate of Appropriateness Application

### 2. Plan Sets (10 copies to be submitted no larger than 24"x36")

Plans should be legible and clearly drawn. All plan sets 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
- Revision dates and professional seals and signatures, as applicable

#### 2.A Cover Sheet

- a) Include Project Name, Project fact information, PIN, Design team

#### 2.B Area Map

- a) Project name, applicant, contact information, location, PIN, & legend
- b) Dedicated public amenity space and recreation space,
- c) Zoning district boundaries
- d) Property lines, project names of site and surrounding properties, significant buildings
- e) Existing roads (public & private), rights-of-way, sidewalks, driveways, street names

#### 2.C Detailed Site Plan

- a) Existing and proposed building locations
- b) Roads, topography, features, existing vegetation, vistas (on & off-site)
- c) Location, arrangement & dimension of vehicular parking, number of spaces, typical pavement sections & surface type
- d) Lighting fixtures
- e) Landscaping pertaining to building elements, and construction trailer location

#### 2.D Detailed Exterior Building Elevations

- a) Detailed Building Elevations
  - A detailed list including all materials, textures, and colors for each building. If all buildings are the same, a combined list of materials, texture, and colors is acceptable. All windows, doors, light fixtures, and other appurtenant features must indicate type, style, and color.
  - A straight-on, one-dimensional view of each street-facing building façade.
  - Color renderings, sketches, or perspective drawings.
  - Do not include signage
- b) Cross-Sections: Provide simple, typical cross-section(s) indicating how the buildings are placed on the site in relationship to topography, public access, existing vegetation, or other significant site features.
- c) Above ground utility structures. Show how these units will be screened from the view of any relevant public rights-of-way.

# Blue Hill Certificate of Appropriateness Application

## Part 1. Written Narrative

### Tarheel Lodging Redevelopment

July 20, 2018

The Tarheel Lodging Redevelopment is a “community” of related buildings of disparate functions, heights and sizes: Hotel / Office/ Multifamily. As such, the exterior expression of these varying building functions manifests in a variety of massing, articulations, fenestrations and heights. A central design challenge was to find common aesthetic language that would allow building individual expression while also unifying them. We accomplished this through the use of common building materials and organizational massing strategies.

**Hotel:** The hotel is a four story structure at the “entry” to the development at the corner of the Service Road and Novus Lane. It has brick at the first story with the exception of common areas that are full height storefront glass. The brick is one of three brick colors used throughout the development. The brick base supports three upper stories of colored EIFS panels organized in patterns. (*For use of EIFS as a Primary Building material, see Design Alternate 13*) Like the brick, colors within the EIFS palette are used throughout the development. The scale of the building mass is reduced by horizontal and vertical projections of the building plan as well as vertical changes in color. A metal coping projects at selected parapet locations, providing a strongly articulated “lid” to the architectural composition.

**Office Building:** The office building (Building Two) is a three story structure that “wraps” the corner of Novus Lane and Street 1. The L-Shaped configuration of the structure visually shields the office and hotel parking (including a tabletop deck), from public view. The elevation is organized with a two story brick base supporting an upper story of an integrally colored cementitious panel system. Broad glazed openings on each level reflect the multi-tenant shell function of the building while providing order to the façade. Projected metal sunscreen elements over the extent of each opening serve to complete the “base / middle / top” organization of the elevation that is pervasive within the development.

**Multifamily:** Multifamily is the largest component of the development and is configured accordingly as three separate structures. Building Three and Four are five story structures served by a five story, precast concrete parking deck. The buildings screen the deck from public view. Building Five, at the corner of Legion Road and Novus Lane, is a three story structure over a basement parking level.

Architecturally, each building is organized and articulated in a similar fashion. Each has a brick base of a minimum of two stories supporting upper levels of either painted lap siding, wood gain flush siding or hard coat stucco. Three brick colors and shifts in siding and stucco color are utilized to provide interest and differentiation between buildings.

Throughout, individual living units are articulated to provide a more residential scale within the large structures. Each unit is expressed by either a projected box bay window or an open balcony. All grade level units fronting public ways have elevated stoops. Consistent with the hotel and office structures, projected parapet copings create strong termination/ shadow lines at each façade.

Building Three, the largest of the multifamily structures, encloses an outdoor amenity/ pool courtyard. Bldg Three also houses an approximately 10,000 sf clubhouse/ fitness center. It opens to the courtyard but also to Street 1 where it is expressed through alternately articulated storefront glazing patterns. We consider the corner of Bldg Three at Novus Lane and Street 1 the center of gravity of the development. It is an open public amenity space at the ground level punctuated with a colorful wall mural. This public space accesses stepped terraces leading to the main entry. Vertically, the corner architecture transitions in character to support the importance of this intersection.

Importantly, the multifamily structures are each subtly different: in color, material and detail. Building Three, the largest of the three structures, shifts aesthetically on an inside corner at a significant curve in Novus Lane. Brick, colors, materials, textures and architectural expression change. However, the scale and massing remain consistent.

## **Blue Hill Certificate of Appropriateness Application**

### **Part 2. Written Narrative**

## **Tarheel Lodging Redevelopment**

July 20, 2018

Redevelopment of the Quality Inn/Hong Kong Buffet properties as proposed will preserve the availability of affordable room rates within the Blue Hill District of Chapel Hill. Affordable accommodations are often jeopardized by the rising costs of urban redevelopment and ultimately limit opportunities for those with more limited financial means. Currently, a limited supply of affordable rooms in Chapel Hill frequently force visitors and visiting family members to journey across the Durham County line for nightly accommodations. The replacement of the existing Quality Inn rooms with those of the proposed TRU will provide for overnight accommodations in an exciting urban form at rates that are considered very reasonable in the current market. Achievement of this goal is essential to the success and sustainability of the Blue Hill District goals and objectives.

The proposed redevelopment of the Tarheel Lodging site encompasses three adjoining parcels involving multiple land uses and multiple phases. The three parcels include the existing Hong Kong Restaurant, the Quality Inn and a vacant parcel between Jiffy Lube and the Quality Inn. Contractual obligations require that the existing Quality Inn remain in operation during the construction of the TRU Hotel and other Phase-I improvements.

Following the opening of the TRU Hotel, the Developer intends to begin construction of Phase-II which includes the construction of a 3-story office building, redevelopment of the existing Quality Inn site for multi-family housing and the development of two parking structures.

The site is characterized by an extraordinarily awkward parcel configuration and severe topographic challenges. Specifically the opportunity to create smaller block sizes and a meaningful street pattern is constrained by severe slopes along the Europa Center boundary, existing driveway alignment alongside Jiffy Lube and future Novus Lane connection points that are acceptable to the Town and NCDOT.

These attributes offer many opportunities to further the goals and objectives of the Blue Hill District while at the same time imposing severe limitations on acceptable layout and design. The site plan proposed, is the product of extended analysis of multiple options by the Developer, Town Staff, NCDOT and Town of Chapel Hill Fire Department. The alignment of the new streets dictates the forms presented that in turn precipitates the need for requests of several minor Design Alternatives.

The street network maximizes functional connectivity that will occur with the Phase-II development rather than future stubs that may or may not materialize for many years to come. Pedestrian connectivity follows normal street patterns and links the open space area along the northern façade of the Europa Center drive. Connections along the proposed tree lined streets provides ease of access to destination points on adjacent properties via outdoor amenity spaces while limiting conflicts with service areas.

Outdoor Amenity Space Areas have been strategically located along these pedestrian routes. They are designed to provide for a diversity of uses ranging from (1) passive seating areas, (2) children's play areas, (3) active and passive forecourts for residences and (4) active patio spaces for casual outdoor

gathering by transient visitors. These spaces are distributed uniformly throughout the proposed development to enhance accessibility and to compliment the adjacent Hillstone Outdoor Amenity Spaces.

The smaller of the two parking decks serving the future office building is proposed as optional subject to the Town Manager’s approval of a parking study. We believe that the principally nighttime use pattern of the adjacent residential deck and the hotel parking combine to provide ample parking to support the office during daytime hours without the 2-story deck. Should this alternative prove feasible the entrance drive may be able to shift towards the Jiffy Lube providing a more conventional office footprint.

An alternate design for the two Type-A2 streets is proposed at the request of the Council and CDC in order to incorporate needed on-street parking and a more intimate streetscape character by utilizing The Type-A3 6’ sidewalks in-lieu of the 10’ sidewalks required.

The Design Alternatives presented are described below and in each case a statement of mitigating factors is included. Each Design Alternative proposed seeks to balance the highest level goals of walkability, streetscape activity and form with site constraints and generally minor conflicts with the Form Based Code requirements.

## **Design Alternatives Proposed**

### ***DESIGN ALTERNATE-1 | Increase Maximum Block Length to 550'***

#### ***FBC Requirement:***

#### ***Sect. 3.11.2.4 Block Parameters***

Maximum Block Length 450'

(495' with 10% Admin. Adjustment)

#### ***Site Constraints:***

- i - Existing Vegetated Buffer
- ii - Steep Slopes
- iii - Unusual Site Configuration with Limited Opportunities for Connections to Adjacent Parcel to the East; Adjoining Parcel Use and Permanence/Intensity

#### **Design Alternative-1:**

Increase Block Length to 550' to allow for a Future Connection to Align with North Facade of Europa Center

#### **Mitigating Factors:**

1. Maximize Future Connection Opportunities,
2. Minimize Slope of Street for Future Connection,
3. Minimize Impact to Steep Slopes and Existing Tree Buffer

**Narrative: The proposed location of the south parking deck makes maximum use of the grade differential and existing retaining wall to conceal required parking and service areas. Its proposed location is adjacent to the Europa Center parking deck which avoids conflicts between living and**

service areas. The proposed block size and alignment for a future street optimizes future connection opportunities along the northern façade of the Europa Center offices and occurs in a location where slopes are minimal. A maximum block perimeter of 1,865' could be provided by a future connection to the existing drive from the proposed connection point and extending along the western façade of the Europa Center offices.

***DESIGN ALTERNATE-2 | Increase Maximum Pass-Thru Spacing to 517'***

***FBC Requirement:***

*Sect. 3.11.2.4 Lot Parameters-D*

Maximum Pass-Through Spacing 330' (346.5' with 5% Admin. Adjustment)

***Site Constraints:***

- i - Existing Vegetated Buffer
- ii - Steep Slopes
- iii - Unusual Site Configuration with Limited Opportunities for Connections to Adjacent Parcel to the East; Adjoining Parcel Use and Permanence/Intensity

**Design Alternative-2:**

Increase Pass-Through Spacing to 517' Align with Future Street

**Mitigating Factors:**

1. Maximize Future Connection Opportunities,
2. Avoid Unsafe and Uninviting Service Area,
3. Provide Pedestrian Access at Grade and Open-Air,
4. Minimize Impact to Steep Slopes and Existing Tree Buffer

**Narrative:** The proposed Pass-Thru to the adjoining property is strategically located where opportunities for future street and pedestrian connections are maximized. Slopes in this location are minimal allowing for inviting pedestrian connectivity to attractive pedestrian spaces along the northern façade of the Europa Center offices and pond feature.

***DESIGN ALTERNATE-3a | Increase in the Build-to-Zone depth along Fordham Service Dr. from 10' to 17' for 60' of the Type-A1 Wrap***

***FBC Requirement:***

*Sect. 3.11.2.1.D.5 Districts and Frontages*

Where a corner lot has two different assigned frontages, the more restrictive frontage requirement shall apply to the assigned frontage, and must be continued for a minimum of 75'

***Site Constraints:***

- i - Primary Building Facade is positioned 10'-17' from proposed ROW to accommodate vertical articulation of facade and maintain a diversity of room sizes.
- ii - Shifting towards ROW at corner creates conflicts with FBC Sect 3.11.2.4.3.C Building Stepback.
- iii - Custom modification of building floorplan compromises affordability of lodging proposed.



**Design Alternative-3a Proposed:**

An increase in the Build-to-Zone depth by 7' (from 10' to 17' x 60') along Fordham Service Street-Novus Lane Type-A1 wrap. Overall Building Facade Frontage within the BTZ for is exceeded and is characteristic of a Type-A2 frontage.

**Mitigating Factors:**

1. Enhanced Vertical Architectural Articulation and Diversity of Room Sizes and Prices.
2. Overall Building Facade within 0'-20' for the Type-B frontage is 92%, greatly exceeding the typical requirement for even a Type-A2 frontage of 60%.

**Narrative: The floor plan of the hotel proposed provides for a specific mix of room sizes and pricing structures. The facade is characterized by increased vertical articulation and an efficient, optimum use of floor area. The façade is stepped back in this and while visually interesting and engaging it does not comply with the specific requirements of Section 3.11.2.1D.5. The modifications of the building plans to meet this criteria are untenable given the desire to maintain affordable lodging rates.**

***DESIGN ALTERNATE-3b | Block-1 Open Space as a Maximum Percentage of Required Frontages (Type-A1 Wrap & Type-A2)***

***FBC Requirement:***

Sect. 3.11.2.7.F.4 - Outdoor Amenity Space (d)

Outdoor amenity space may be counted to meet up to one-half (½) of the frontage distance of the build-to-zone percentage requirements

***Site Constraints:***

- i - Unusual Site Configuration and Adjoining Intersection Spacing Requirements and Circulation
- ii - No Other Means of Ingress/Egress to Structured Parking Level-2 Constrains Building Placement
- iii - Recommended findings of Urban Design Analysis to Locate Outdoor Amenity Space on Corner at Type-A1 wrap

**Design Alternative-3b Proposed:** An increase from 50% to 60% overall (100% for Type-A1 wrap) in the allowable OAS maximum as a percentage of the Required Build-to-Zone Frontage required along Street-1 (north side). Increase to 100% for Type-A1 wrap.

**Mitigating Factors:**

1. Provide External Level-2 Parking Ramp Designed to Serve as an Architectural Backdrop to Adjacent Outdoor Amenity Space.
2. Provide Prominent/High-Visibility OAS at Street Intersection to Animate Street Activity.
3. Increase Diversity of OAS and Provide for Active Children's Play Area.

**Narrative: The total amenity space and building frontage proposed (86%) exceeds the minimum requirement of 60%. Structured parking is strategically located to serve the uses within Block-1. A highly visible and prominent Amenity Space-2 is provided at the new street intersection as recommended during the Urban Design Session. The juxtaposition of the parking ramp with its masonry façade will serve as a high-quality architectural backdrop to Amenity Space-3. Amenity**

Space-3 is a large, important outdoor space strategically located to serve the pedestrian pass-thru to future Advance Auto redevelopment as well as the future multi-family residents.

***DESIGN ALTERNATE-3c | a 5' Increase in the Build-to-Zone depth along Novus Ln. - from 10' to 15'.***

***FBC Requirement:***

***Sect. 3.11.2.4 Walkable Mixed-Use (WX-5 and WX-7) Building Setbacks***

***A- Front - Type A-1 frontage (min/max) 0'/10'***

**Site Constraints:**

- i - Novus Lane designed and approved for Hillstone with tight radius to conform to awkward parcel configuration at narrowest point of property
- ii - Slope of street and FBC requirements to maintain FFE at 2'-4' interior dictates interior grade changes to floor plan that defines exterior facade
- iii - Principal Entry at this frontage further constrains interior space configuration contributing to exterior facade location

**Design Alternative-3c Proposed:**

An increase in the Build-to-Zone depth by 5' (from 10' to 15') along Novus Lane Block-2.

**Mitigating Factors:**

1. Enhanced Vertical Architectural Articulation and Diversity of Room Sizes and Price Points.
2. Overall Building Facade within BTZ along Novus Lane Is 87% with DA-3c (83% for Block-2).

**Narrative: The total building frontage along Novus lane within 10' of the ROW is 64% due to (a) design constraints imposed by a tight curvature in the road alignment precipitated by the irregular configuration of the parcels and (b) road grades forcing internal floor plan stepping to conform to the 2'-4' FFE requirements. This percentage rises to 87% with a minor 5' increase in the depth of the Build-to-Zone.**

***Design Alternate 4 | A reduction from 60% to a 41% Overall Build-to-Zone Frontage***

***FBC Requirements:***

***Sect. 3.11.2.4 Build-to-Zone Type-A2 Street***

***Build-to-Frontage on Type-A2 Streets = 60%***

***Site Constraints:***

- i - Existing Vegetated Buffer
- ii - Steep Slopes
- iii - Unusual Site Configuration and Adjoining Intersection Spacing and Circulation - Street Alignment Restricted Due to Intersection Offset with Hillstone Dr.
- iv - No Other Means of Ingress/Egress to Garage for Fire Access

**Design Alternative-4: Allow a reduction from 60% to a 41% Overall Build-to-Zone Frontage along Street-2 (north side).**

**Mitigating Factors:**

1. Align Street to Accommodate Novus Ln. Intersection Offset,
2. Maximize Opportunity for Future Connection to Europa Drive and Offset Parking Garage Entrance,
3. Minimize Impact to Existing Vegetated Buffer and Steep Slopes,
4. Provide for Essential Fire Access to Garage Parking and Turnaround Requirements.

**Narrative: The proposed Street-2 alignment was dictated by the required offset to the Hillstone driveway connections and required NCDOT Legion Rd. protected stem length. This alignment provides minimum street slope for a future connection to the Europa Center drive aisle maximizing opportunities for the connection. Abnormal street frontage length is created by R.O.W. extension to the acute property line. The proposed R.O.W. could be reconfigured to reduce the total frontage and lower the required frontage but doing so would limit flexibility for the future street connection.**

***Design Alternate-5 | Reduced setback for the proposed parking deck from the proposed R.O.W. (north side).***

***FBC Requirement:***

***Sect. 3.11.2.5 Frontages - Parking Location***

Structured parking: 30' minimum behind front building facade for all floors

***Site Constraints:***

- i - Steep Slopes
- ii - Unusual Site Configuration and Circulation Limits Structured Parking Deck Placement and Ramping Opportunities
- iii - Adjacent Parcel Use and Circulation Dictate Future Connection Alignment

**Design Alternative-5: Allow a reduced setback from 30' to 10' for the proposed parking deck from the proposed R.O.W. (north side).**

**Mitigating Factors:**

1. Align Street to Maximize Opportunity for Future Connection to Europa Drive, Provide Best Visibility and Minimize Slope of Future Connection
2. Minimize Impact to Steep Slopes,
3. Accommodate Needed Fire Access to Garage Parking and Turnaround Requirements
4. Position Parking Facilities and Circulation in Close Juxtaposition to Other Parking Structures

**Narrative: The proposed parking deck is located in a way that positions it adjacent to similar Europa Center parking facilities which provide zero setback to the drive. Screening of the lower parking level make use of the grade differential that exists between the two sites. Additional evergreen landscape screening is proposed to help screen the parking structure. This alignment of Street-2, the accommodation of essential fire access, additional screening and the nature of the adjoining property uses (parking) combine to mitigate a reduced parking deck setback in this location.**

***Design Alternative-6 | A reduction from 60% to a 50% Overall Build-to-Zone Frontage***

***FBC Requirement:***

Sect. 3.11.2.4 Build-to-Zone Type-A2 Street  
Build-to-Frontage on Type-A2 Streets = 60%

**Site Constraints:**

- i - Existing Vegetated Buffer
- ii - Steep Slopes
- iii - Unusual Site Configuration and Adjoining Intersection Spacing and Circulation - Street Alignment Restricted Due to Intersection Offset with Novus Ln.
- iv - No Other Means of Ingress/Egress to Parking Deck for Fire or Garage Access to Proposed Residential Building

**Design Alternative-6: Allow a reduction from 60% to a 50% Overall Build-to-Zone Frontage along Street-2 (south side).**

**Mitigating Factors:**

1. Align Street to Accommodate Novus Ln. Intersection Offset,
2. Maximize Opportunity for Future Connection to Europa Service Drive,
3. Minimize Impact to Existing Vegetated Buffer and Steep Slopes,
4. Accommodate Essential Fire Access to Garage Parking and Turnaround Requirements

**Narrative: The current configuration provides necessary fire access to the proposed structured parking and access to garage parking concealed below the proposed building facing Legion Rd. This accommodation coupled with the nature of the adjoining property uses to the east (parking deck) combine to mitigate the impact of a reduced building frontage along Street-2 in exchange for maximum building frontage along the adjacent Hillstone St.**

***Design Alternative-7: Sect. 3.11.2.4 Walkable Mixed Use (Building Height)***

**A request to approve alternate building step back requirements along the Fordham Street (North) façade.**

**Reasons for Request:** As this façade lies within 20-feet of the setback as required by the fire code for fire access, providing building step backs above the 2<sup>nd</sup> or 3<sup>rd</sup> floor will not be possible while maintaining the affordable room rates for this proposed property due to the natural stacking nature of the project type.

**Mitigating Factors:** The current configuration provides building articulation along the horizontal plane of the proposed project, stepping back portions of the project creating a variation in the building plane along each side of the proposed structure. This along with the use of strong horizontal expression lines and the overall height of the proposed structure being minimally 4-stories and the intent to provide an alternate per-night price point which the structural requirements to provide step-backs would mitigate, reduce the impact of the lack of building step backs.

***Design Alternative-8: Sect. 3.11.2.4 Walkable Mixed Use (Building Height)***

**A request to approve alternate building step back requirements along the Hillstone Street (West) façade.**

**Reasons for Request:** As this façade lies partially at the required 10-foot setback, providing building step backs above the 2<sup>nd</sup> or 3<sup>rd</sup> floor will not be possible as this area is being utilized at vertical stair shaft and offsets in the façade plane would compromise the integrity of the protection shaft system.

**Mitigating Factors:** The current configuration provides building articulation along the horizontal plane of the proposed project, stepping back portions of the facade creating a variation in the building plane along each side of the proposed structure. This along with the use of strong horizontal expression lines and the overall height of the proposed structure being minimally 4-stories and the intent to provide an alternate per-night price point which the structural requirements to provide step-backs would mitigate, reduce the impact of the lack of building step backs.

***Design Alternative-9: Sect. 3.11.2.4 Walkable Mixed Use (Form)***

**A request to approve a 7% ground story transparency along the West building elevation.**

**Reasons for Request:** In order to provide the necessary egress facilities along with required mechanical and back of house areas for a project of this type, meeting the 20% ground story transparency is not practical.

**Mitigating Factors:** The current configuration provides 60.5% ground story transparency along the south elevation and 66.5% ground story transparency along the north (Fordham Boulevard) elevation, above the required 60%. This along with the material changes within these areas and the canopy articulation works to mitigate the lack of glazing on the short facades of the proposed project.

***Design Alternative-10: Sect. 3.11.2.4 Walkable Mixed Use (Form)***

**A request to approve a 4% upper story transparency along the West building elevation.**

**Reasons for Request:** In order to provide the necessary egress facilities along with required mechanical and back of house areas and unit layouts for a project of this type, meeting the 20% upper story transparency is not practical.

**Mitigating Factors:** The current configuration provides 54.3% upper story transparency along the south elevation and 60.2% upper story transparency along the north (Fordham Boulevard) elevation, well above the required 20%. This along with the material changes within these areas and the canopy articulation works to mitigate the lack of glazing on the short facades of the proposed project.

***Design Alternative-11: Sect. 3.11.2.4 Walkable Mixed Use (Form)***

**A request to approve an alternate to the principal entrance location requirement.**

**Reasons for Request:** In order to provide the main entrance accompanied with a vehicle drop off and adjacent to guest parking facilities, locating the principal building entrance facing a street is not feasible within the proposed project.

**Mitigating Factors:** The current configuration provides two secondary principal entrances along the Fordham Boulevard service road and a secondary entrance adjacent to Hillstone Street. Accompanied

with articulated entrance canopies and outdoor patio amenity areas, these work to mitigate the internal location of the principal building entrance along the south façade.

***Design Alternative-13: Sect. 3.11.2.7(8) Measurements and Exceptions (Building Materials)***

**A request to approve E.I.F.S as a primary material.**

**Reasons for Request:** In order to provide an affordable room rate option in Chapel Hill, primary building materials must align to match construction costs to per-night room rates. All primary materials listed as approved for 75% of the exterior façade would work to place this per-night rate above the desired affordable range.

**Mitigating Factors:** The current configuration provides portions of the exterior façade with areas of both brick masonry, glass and cementitious siding in limited amounts. Additionally, the EFIS system being proposed is detailed to align more with a cementitious panel look with sharp transitions of depth and character to further mitigate the use and look of a full EIFS project.

***DESIGN ALTERNATIVE- 14: Exception to Ground Floor Elevation Requirement***

***FBC Requirement:***

*Sect. 3.11.2.4.3.H Ground Floor Elevation for non-residential uses shall be a minimum of 0 ft and a maximum of 2 ft above the sidewalk elevation.*

***Site Constraints:***

- i – Grade elevations vary substantially across the site - Twenty feet (20 ft in both north/ south and east/ west site sections.
- ii –Significant roadway elevation changes at Novus Lane between Legion Road and the Service Road create sloped roadway elevations on Street 1 and Street 2.

**Reason for Request:** To maintain uniformly consistent and functional ground floor elevations in non-residential spaces in Bldg. 2 and Bldg. 3.

**Narrative and Mitigating Factors:** In an effort to mitigate the disparity in floor and sidewalk elevations in areas of Bldg. 2 and Bldg. 3, pedestrian friendly Brick Landscape Planters, seat walls are provided along the full length of the elevated foundation of Bldg. 2 frontage on Novus Lane / a combination of Brick Landscape Planters and Enhanced Landscape wrap the elevated foundation wrapping the corner of Bldg. 3 at Novus Lane and Street 1. A unique and exciting Outdoor Amenity Space is provided at the corner of Novus and the new Type-A2 street.

End