

## MEMORANDUM

TO: Chapel Hill Historic District Commission

FROM: Britany Waddell, Planning Director  
Anya Grahn-Federmack, Principal Planner  
Charnika Harrell, Planner II

SUBJECT: 307 E. Franklin Street, Concept Plan  
(PIN 9788-58-0133, CP-23-5)

FILING DATE: September 11, 2023

DATE: October 10, 2023

### CONCEPT PLAN SUMMARY

Amy Hebbeler, Manley Burke, on behalf of Delta Delta, LLC (Sigma Sigma Sigma) requests the Historic District Commission's (HDC) feedback on a concept plan. The applicant proposes to use the existing fraternity/sorority house as both a fraternity/sorority as well as offices for their national headquarters with up to 9 temporary overnight lodging units. No changes are proposed at this time to the exterior of the building that would trigger the HDC's review of a Certificate of Appropriateness (COA) application.

### PROCESS

- The HDC has the opportunity tonight to hear this applicant's presentation, hear public comments, and offer suggestions to the applicant.
- Because this is a Concept Plan submittal, statements by individual Commissioners this evening do not represent a commitment on an official position if the HDC considers a formal Certificate of Appropriateness (COA) application later.

### DECISION POINTS

- Concept Plan applications are required for all Special Use Permit (SUP) and Conditional Zoning Applications.
- A Conditional Zoning application will be submitted for this development.
- Concept Plans are typically reviewed by the Community Design Commission; however, the HDC exercises all the powers and duties of the Chapel Hill Community Design Commission within the Historic District.

### NOTE

The [Chapel Hill Historic Districts Design Principles and Standards](https://townhall.townofchapelhill.org/large_docs/historic_district/CH%20HD%20Design%20Principles%20and%20Standards.pdf)<sup>1</sup> are incorporated into the record by reference.

### ATTACHMENTS

1. Attachment 1 – Long Range Analysis
2. [Special Character Essay – Franklin-Rosemary Historic District \(pages 25-30\)](https://townhall.townofchapelhill.org/large_docs/historic_district/CH%20HD%20Design%20Principles%20and%20Standards.pdf)<sup>2</sup>
3. Application Materials

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<sup>1</sup>[https://townhall.townofchapelhill.org/large\\_docs/historic\\_district/CH%20HD%20Design%20Principles%20and%20Standards.pdf](https://townhall.townofchapelhill.org/large_docs/historic_district/CH%20HD%20Design%20Principles%20and%20Standards.pdf)

<sup>2</sup>[https://townhall.townofchapelhill.org/large\\_docs/historic\\_district/CH%20HD%20Design%20Principles%20and%20Standards.pdf](https://townhall.townofchapelhill.org/large_docs/historic_district/CH%20HD%20Design%20Principles%20and%20Standards.pdf)



## LONG-RANGE PLANS EVALUATION

### Sigma Sigma Sigma

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

|                         |   |                                |
|-------------------------|---|--------------------------------|
| <b>PROPERTY ADDRESS</b> | <b>APPLICANT</b>  | <b>CURRENT ZONING DISTRICT</b> |
| 307 E. Franklin Street  | Amy Hebbeler, Manley Burke, on behalf of Delta Delta, LLC | Residential-6 (R-6)            |

|                          |  |
|--------------------------|--|
| <b>EXISTING LAND USE</b> | <b>PROPOSED LAND USE</b>                   |
| Fraternity/Sorority      | Office; Lodging Units; Fraternity/Sorority |

#### SURROUNDING PROPERTIES – EXISTING LAND USES

North: Place of Worship (Holy Trinity Evangelical)

South: Place of Worship (Chapel of the Cross) and University

East: Fraternity/Sorority


West: Fraternity/Sorority

|  |                      |
|--|----------------------|
| <b>FUTURE LAND USE MAP (FLUM) FOCUS AREA</b> | <b>FLUM SUB-AREA</b> |
| Downtown                                     | D                    |

#### OTHER APPLICABLE ADOPTED PLANS

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Mobility and Connectivity Plan | <input type="checkbox"/> Cultural Arts Plan                           |
| <input type="checkbox"/> Parks Comprehensive Plan                  | <input checked="" type="checkbox"/> Stormwater Management Master Plan |
| <input checked="" type="checkbox"/> Greenways Master Plan          | <input checked="" type="checkbox"/> Climate Action and Response Plan  |
| <input checked="" type="checkbox"/> Chapel Hill Bike Plan          | <input type="checkbox"/> West Rosemary Street Development Guide       |
| <input type="checkbox"/> Central West Small Area Plan              |   |

#### SUMMARY OF PLAN CONSIDERATIONS AFFECTING THE SITE

Map excerpts on following pages demonstrate the Plan Considerations listed below. The location of the Concept Plan site is marked with the  symbol.

#### Chapel Hill 2020 Comprehensive Plan

- This site is part of the Downtown focus area and calls for greater mobility and connectivity, infill and redevelopment, and green space improvements that support a vibrant economy downtown.
- The plan recognizes the need for new retail, office, housing, and civil facilities downtown.
- The Comprehensive Plan also recognizes the importance of preserving the historic/small-town character of downtown and its relationship to campus.
- The site is adjacent to the Downtown Focus area of the 2020 Charting our Future Plan. Sites within the Downtown Focus area opportunities to enhance the urban design and functionality of Franklin and Rosemary Streets through redevelopment that encourages greater connectivity and mobility, rethinks parking strategies, and improve streetscape design to created activated frontages.

### **Mobility and Connectivity Plan**

- The Mobility and Connectivity Plan recommends protected bike lanes for the site's frontage along Elliott Road.

### **Greenways Master Plan**

- The site is in close proximity to the Battle Branch Trail connecting Battle Park and the Chapel Hill Community Center. The Plan does not identify any other greenway opportunities impacting this location.

### **Chapel Hill Bike Plan**

- 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.

### **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.

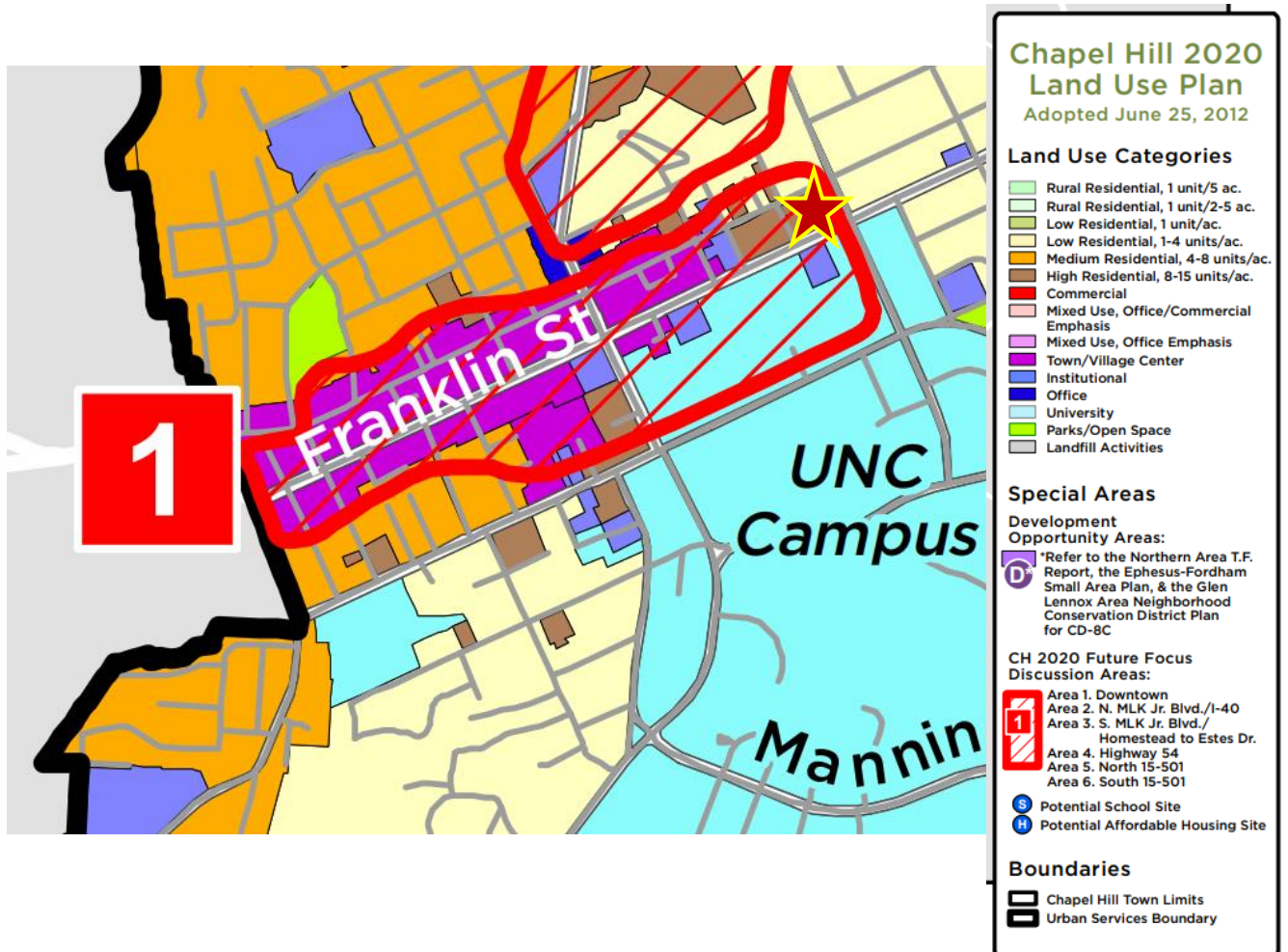
### **Climate Action and Response Plan**

*(Note: no map excerpt provided, as the Plan is generally text-based)*

- 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:
  - Increase transit ridership and implement Bus Rapid Transit
  - Net-zero emissions for new construction
  - Create a town-wide EV charging station network
  - Protect water quality, natural, and agricultural resources
  - Enhance green infrastructure

# CONCEPT PLAN REPORT

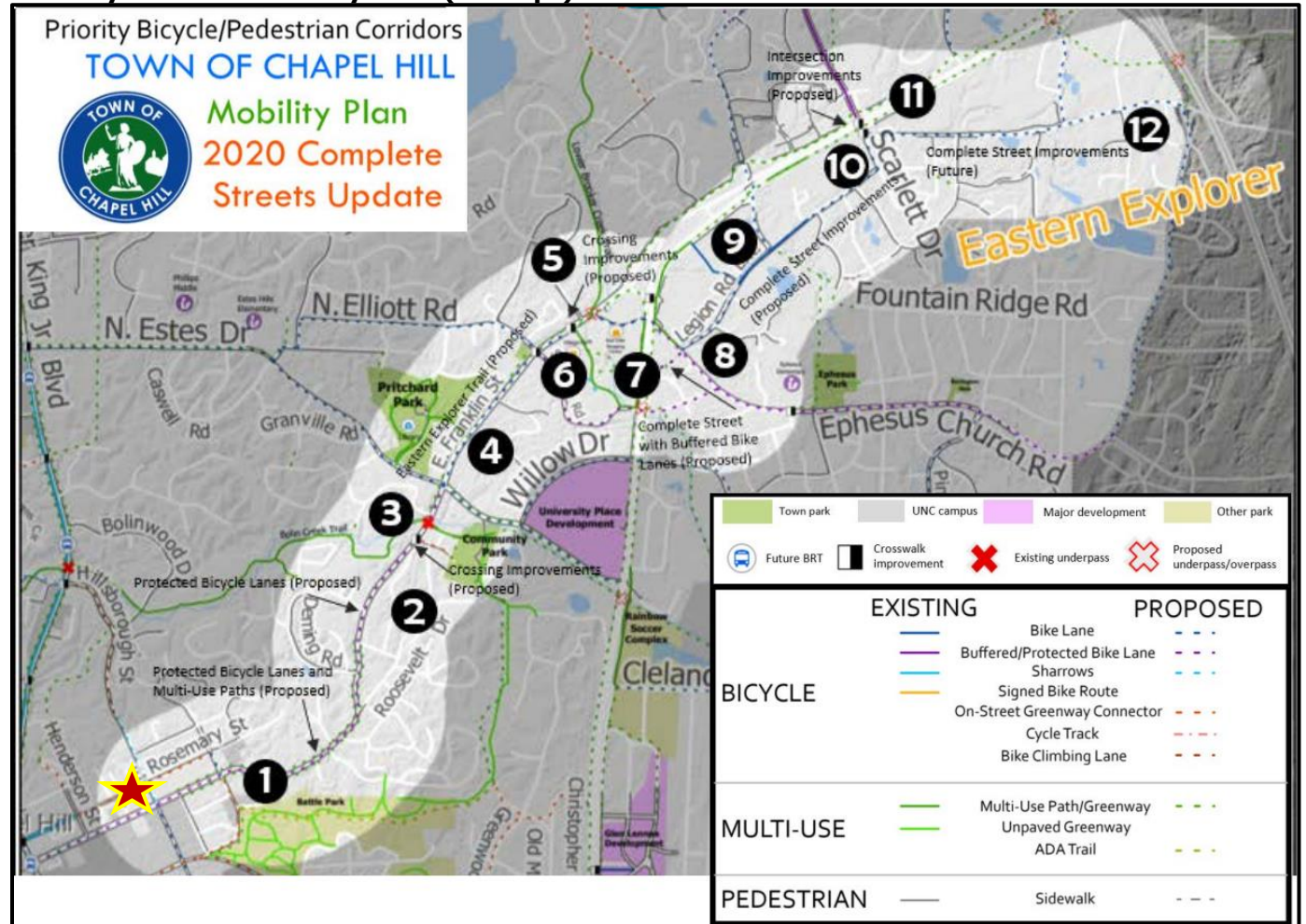
## Future Land Use Map (Excerpt)



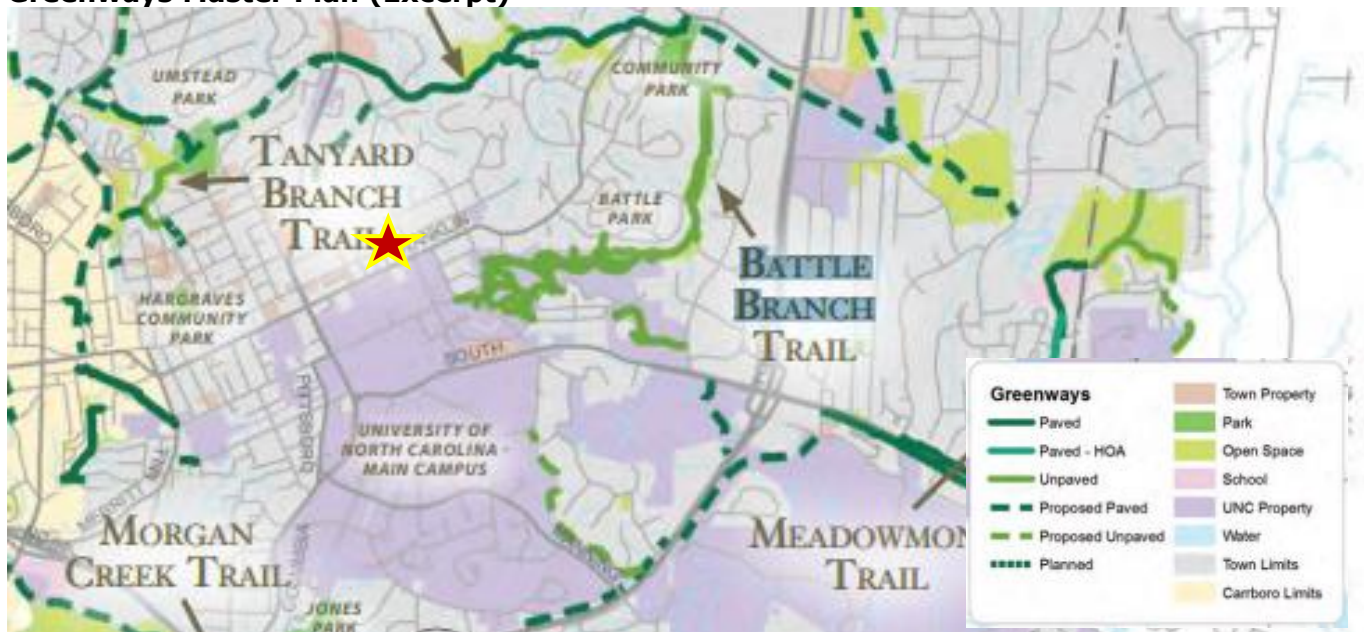
## Mobility and Connectivity Plan (Excerpt)



## Mobility and Connectivity Plan (Excerpt)



## Greenways Master Plan (Excerpt)



## Stormwater Management Master Plan (Excerpt)

