



Town Council

November 17, 2021

Rosemary-Columbia Street Hotel

108, 110, and 114 W. Rosemary St., 205 & 207 N. Columbia St, and 208 Pritchard Ave.





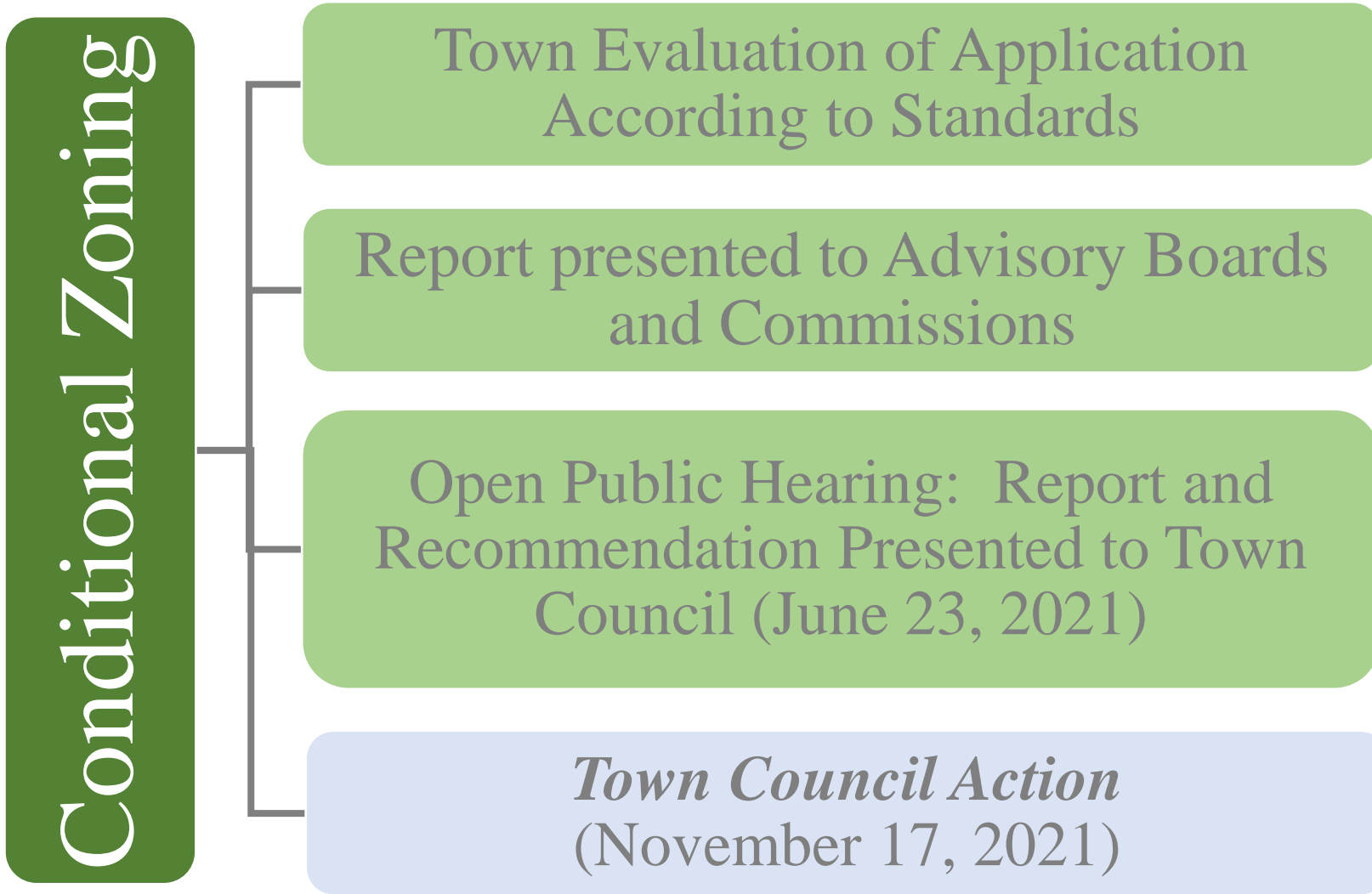
RECOMMENDATION

- Close Legislative Hearing
- Adopt the Resolution of Consistency
- Enact Ordinance A, approving the Conditional Zoning Atlas Amendment



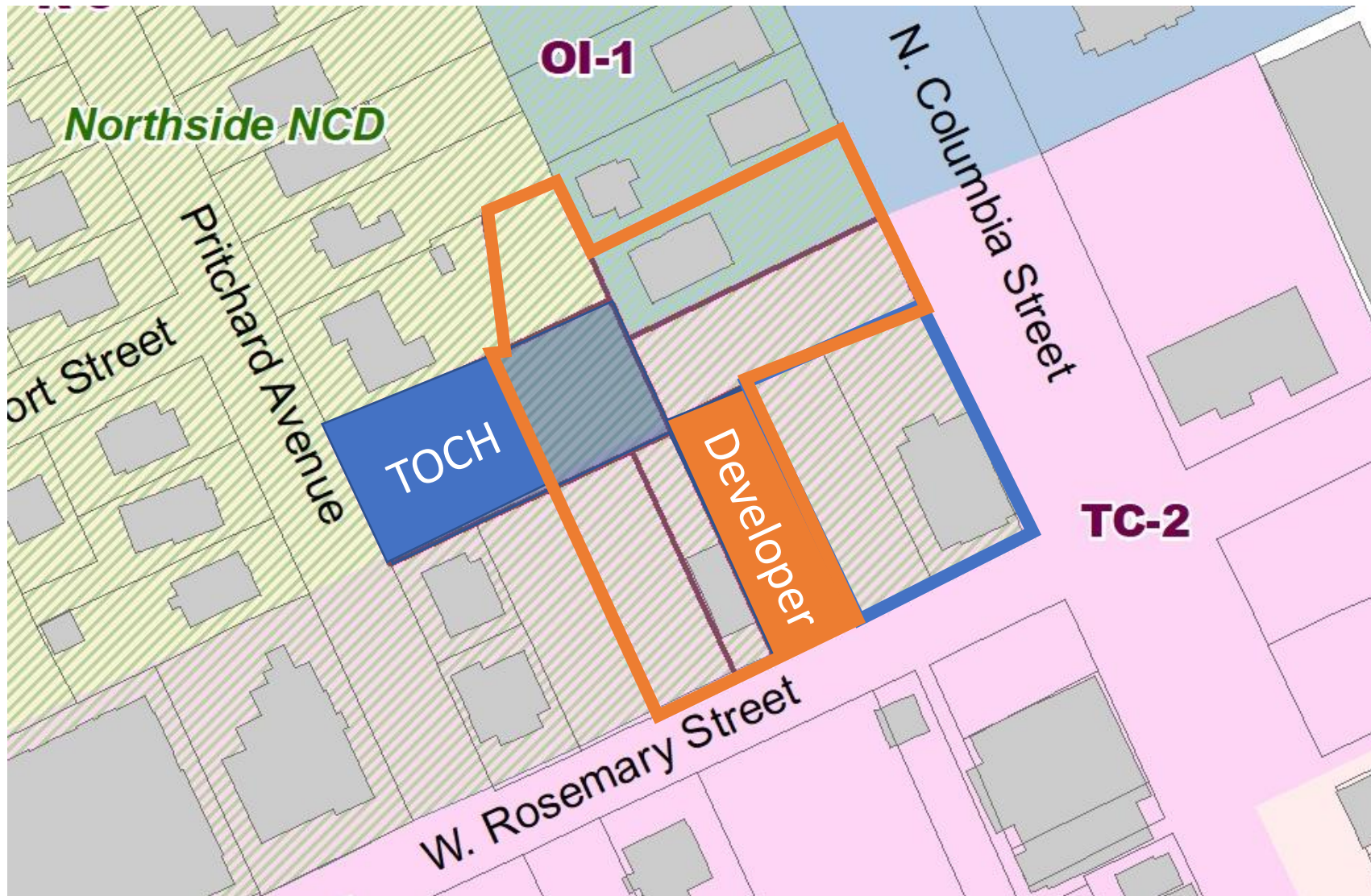


PROCESS OVERVIEW





SITE LOCATION & LAND SWAP





PROJECT SUMMARY

- 1.31-acre site
 - 48,111 SF Hotel Lot
 - 8,887 SF Park
- Conditional Zoning
 - Currently TC-2, OI-1, R-3
 - Proposing TC-2-CZD
- Demolish 4 surface parking lots, small brick building, and wood structure
- 130-135 room hotel + parking garage





UPDATES

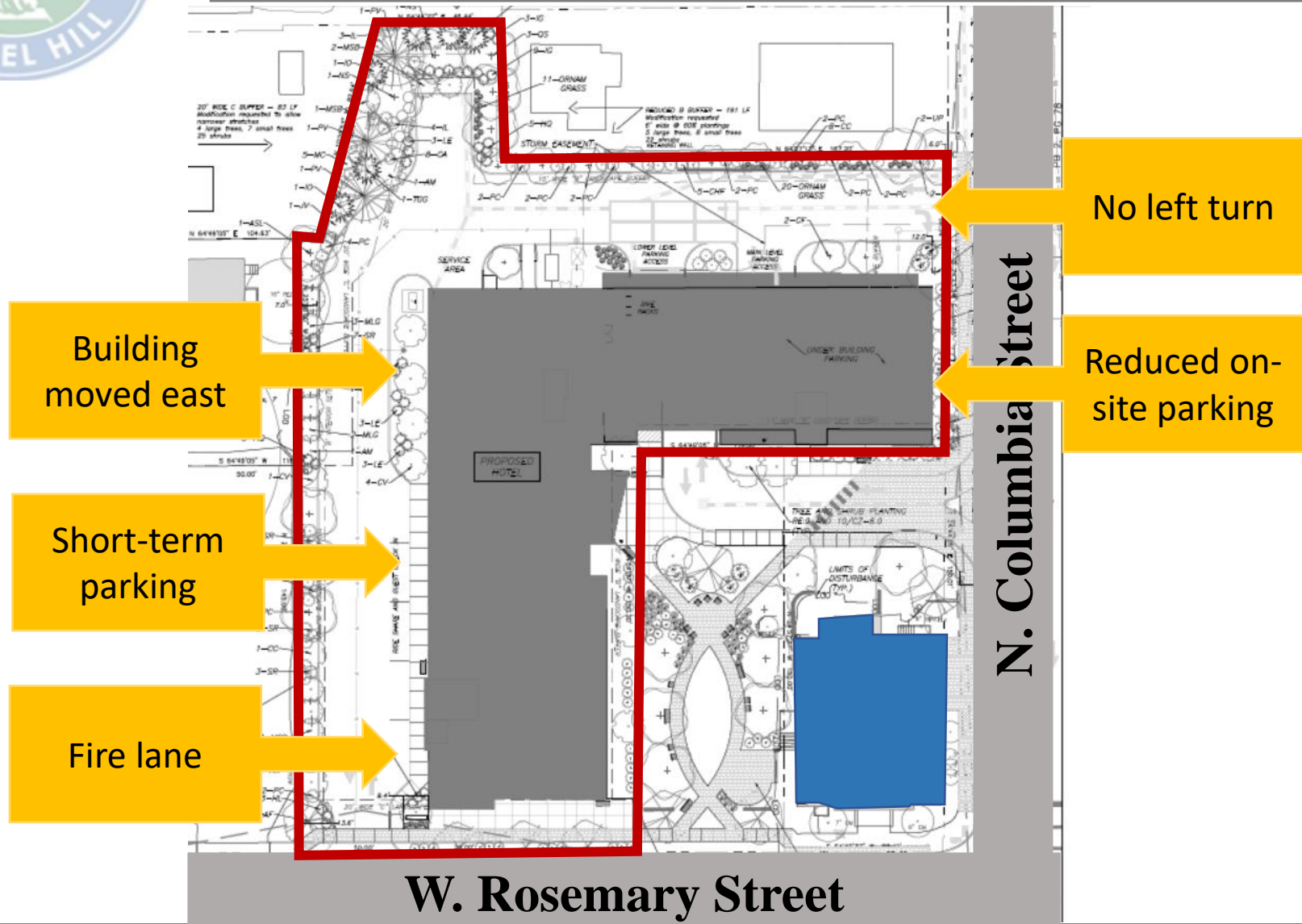
Since June 23, 2021, Council Legislative Hearing:

- ❑ Collaboration with Town's Urban Designer to modify building design
- ❑ November 10th- Town Council review of revised plans
 - Bikeshare
 - Accessible Parking
- ❑ Community Benefits

Stipulation #21. Employing Local Residents: The Developer will continue to meet with local agencies that promote employment including Empowerment, Inc, the Jackson Center, and El Centro to provide outreach to local residents such as neighborhood list serves, virtual and physical job boards and hosting job fairs for local citizens at locations such as the Jackson Center, Midway Business Center and Hargraves Center for the purpose of identifying potential employees during the construction of the hotel as well as permanent hotel employees.



UPDATED PLANS

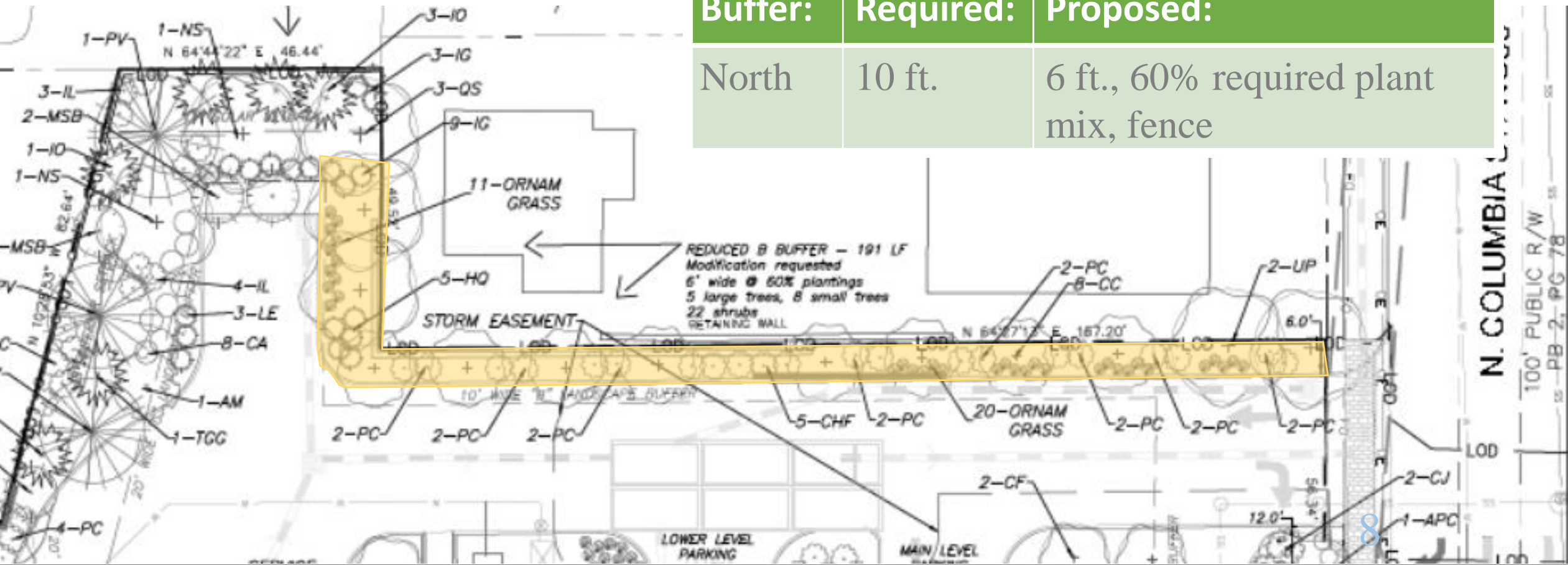




MODIFICATION TO REGULATIONS

Section 5.6.6 Schedule of Required Buffers

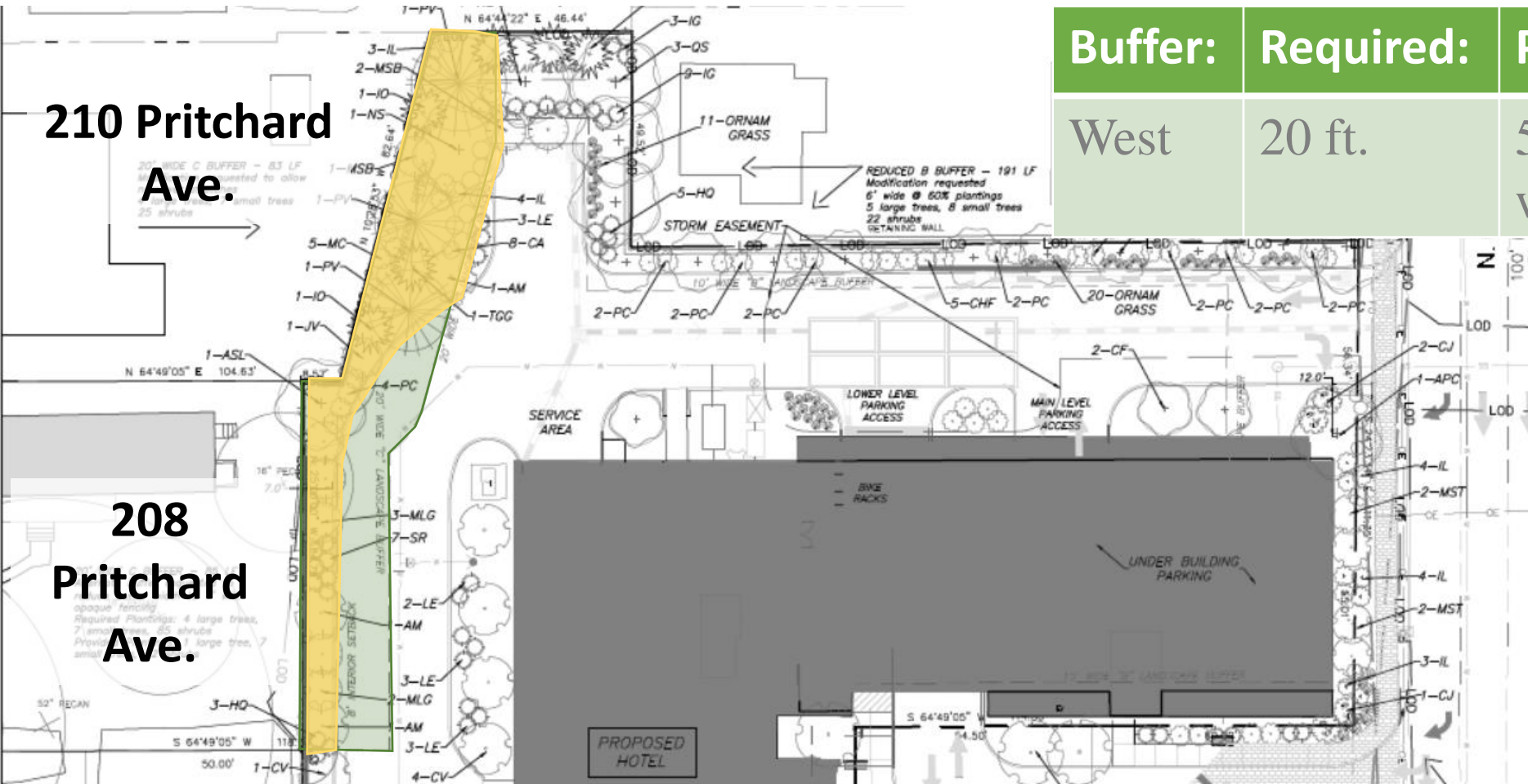
Buffer:	Required:	Proposed:
North	10 ft.	6 ft., 60% required plant mix, fence





MODIFICATION TO REGULATIONS

Section 5.6.6 Schedule of Required Buffers

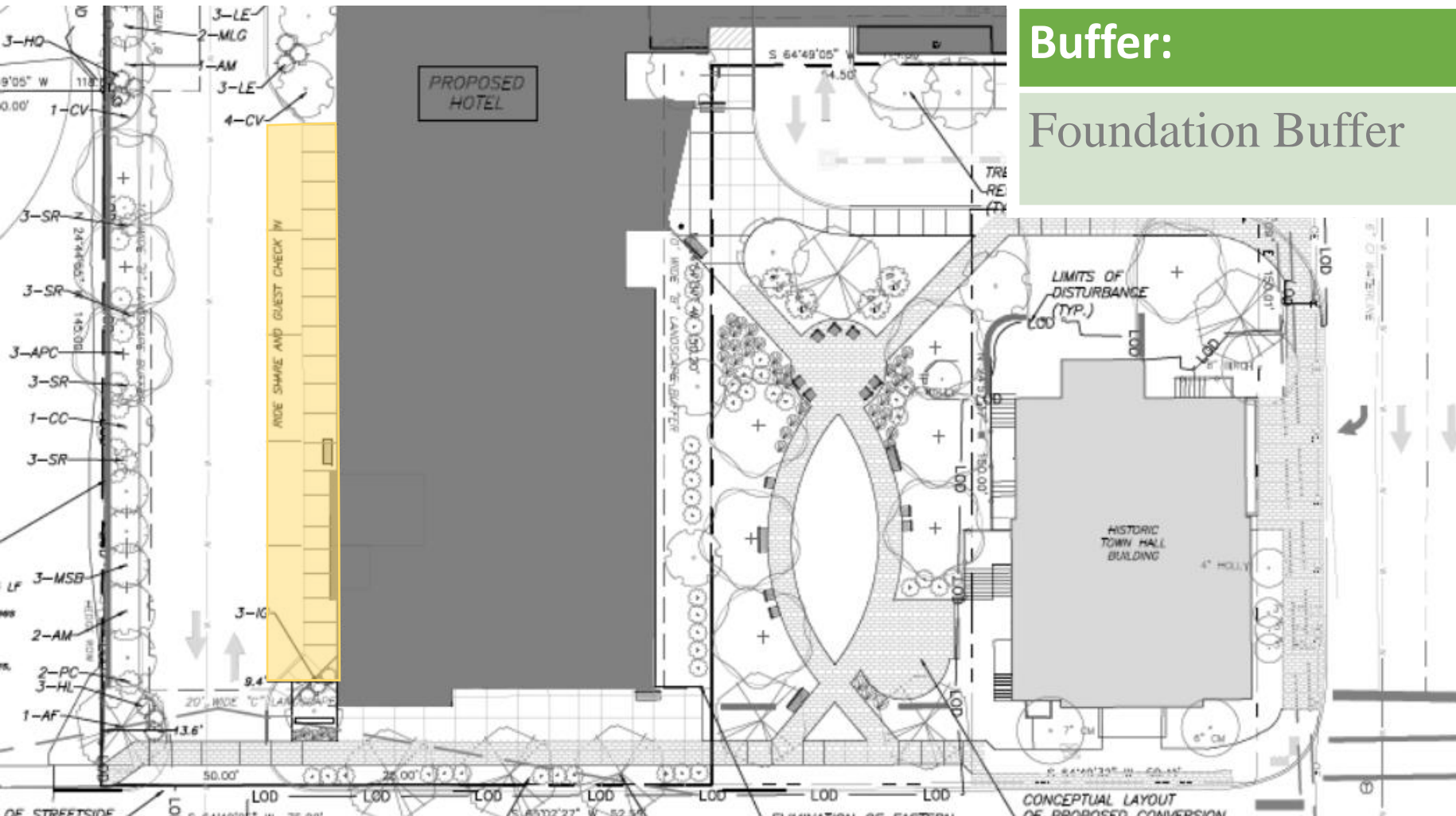


Buffer:	Required:	Proposed:
West	20 ft.	5-7 ft. Alternate buffer with fence



MODIFICATION TO REGULATIONS

Section 5.9.6 Parking Landscaping Standards

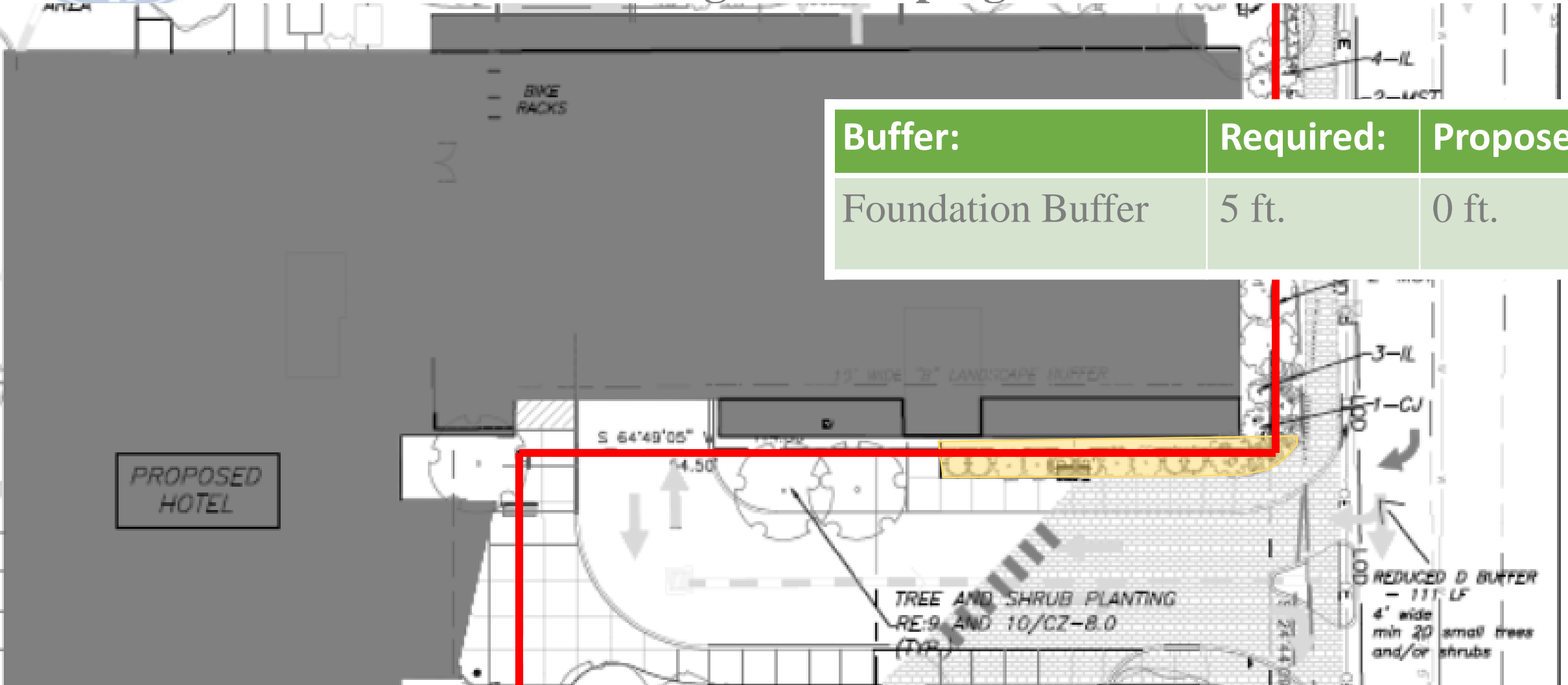


Buffer:	Required:	Proposed:
Foundation Buffer	5 ft.	0 ft.



MODIFICATION TO REGULATIONS

Section 5.9.6 Parking Landscaping Standards



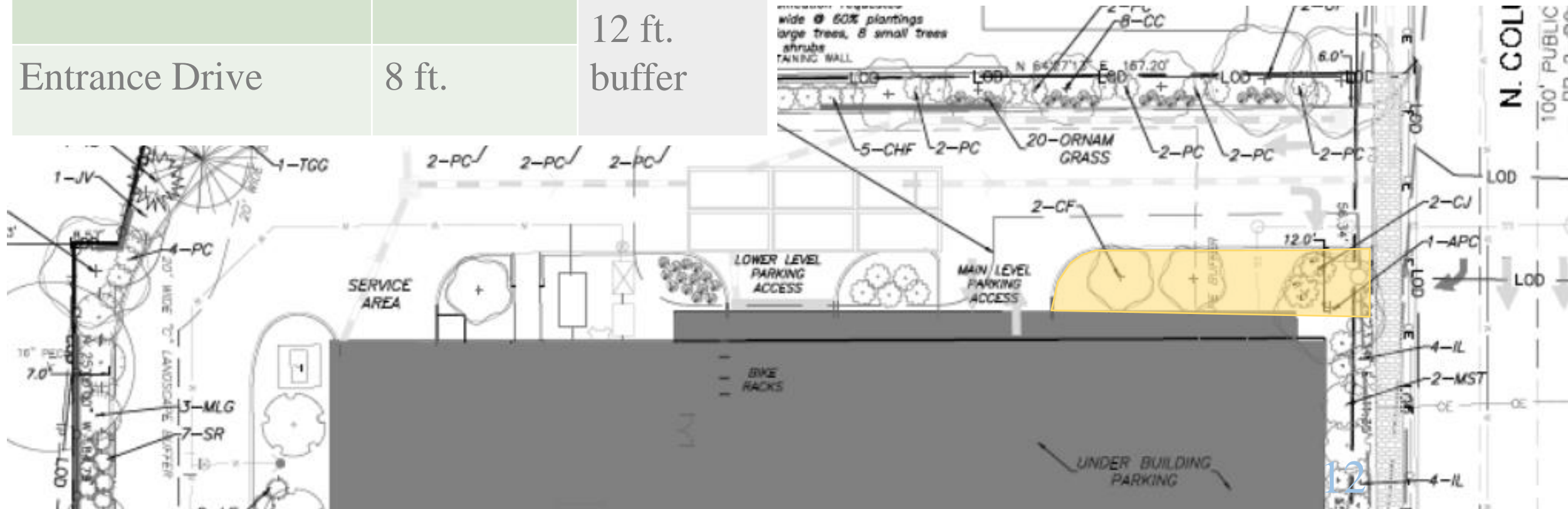
Buffer:	Required:	Proposed:
Foundation Buffer	5 ft.	0 ft.



MODIFICATION TO REGULATIONS

Section 5.9.6 Parking Landscaping Standards

Buffer:	Required:	Proposed:
Foundation Buffer	5 ft.	Combined 12 ft.
Entrance Drive	8 ft.	buffer





MODIFICATION TO REGULATIONS

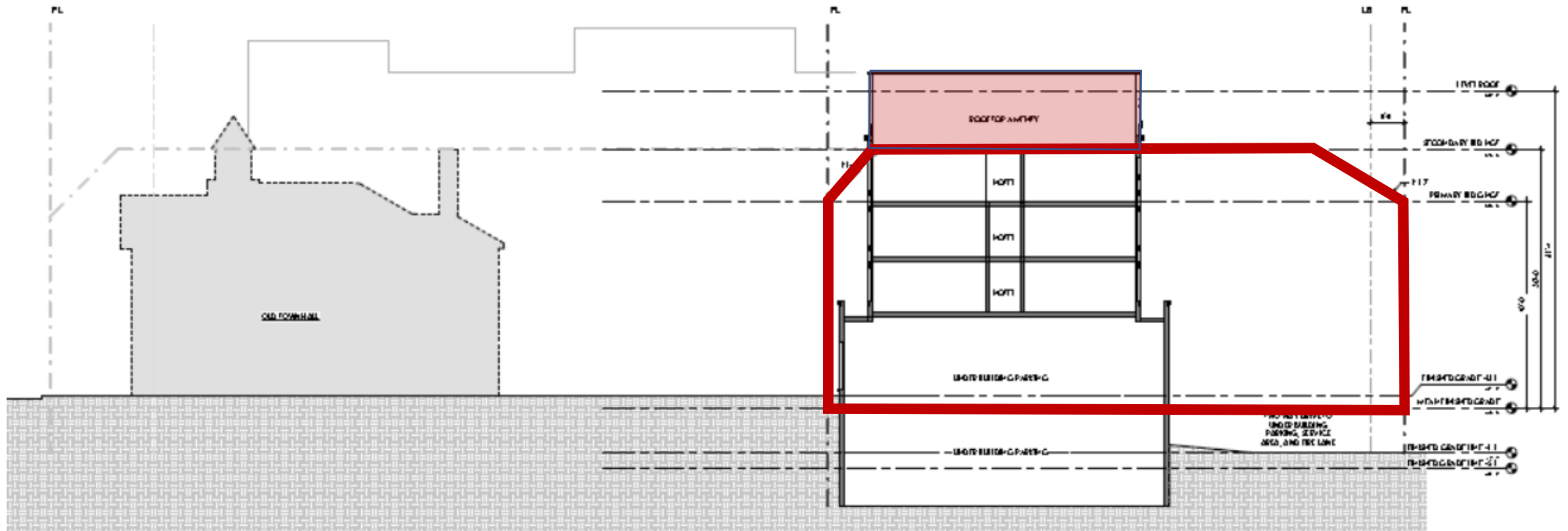
Appendix B, Section 1.4 Building Height (Northside)

Required Heights:	Proposed:
<ul style="list-style-type: none">• 40 ft. primary building height, 30 ft. if adjacent to residential zones• 50 ft. secondary building height	<ul style="list-style-type: none">• 42 ft. and 53 ft. primary building height• 65 ft. secondary building height



MODIFICATION TO REGULATIONS

Appendix B, Section 1.4 Building Height (Northside)

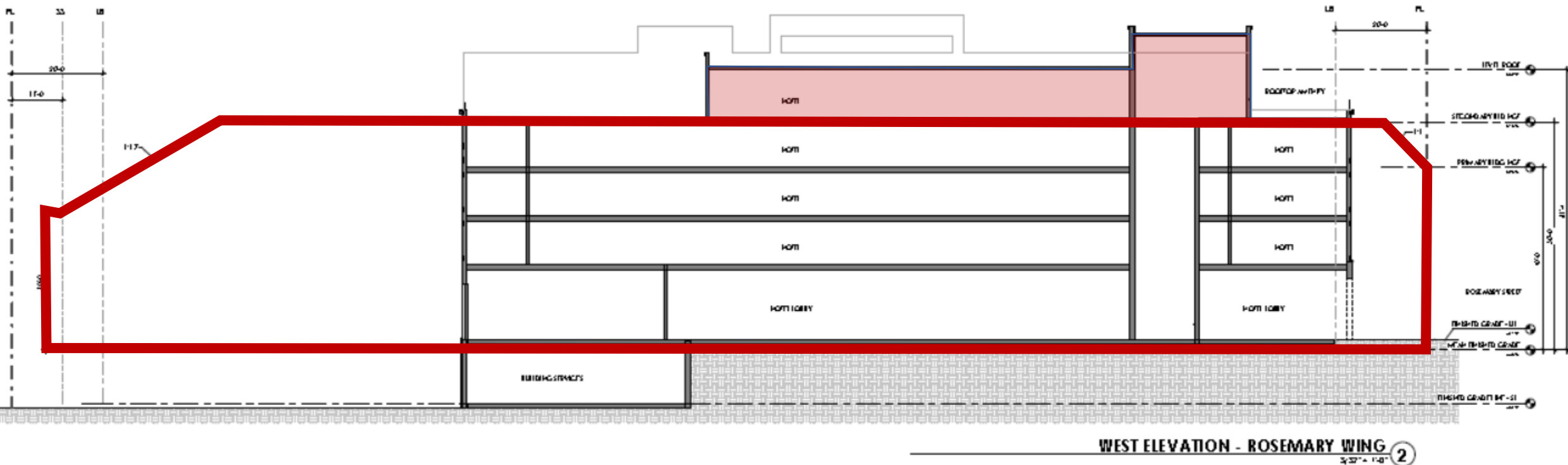


EAST ELEVATION - COLUMBIA WING ②
3'-0" x 1'-0"



MODIFICATION TO REGULATIONS

Appendix B, Section 1.4 Building Height (Northside)





ADVISORY BOARDS

Advisory Boards/Commissions	Recommendations
Environmental Stewardship Advisory Board	<ul style="list-style-type: none">• Compliance with Climate Action & Response Plan
Community Design Commission	<ul style="list-style-type: none">• Approval Authority
Transportation and Connectivity Advisory Board	<ul style="list-style-type: none">• Removal of left turn lane onto Columbia St.• Bikeshare
Planning Commission	<ul style="list-style-type: none">• Additional tree canopy• Soften transition with Northside Neighborhood• Community Benefit Agreement



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