

Rosemary Columbia Hotel

Town of Chapel Hill
Council

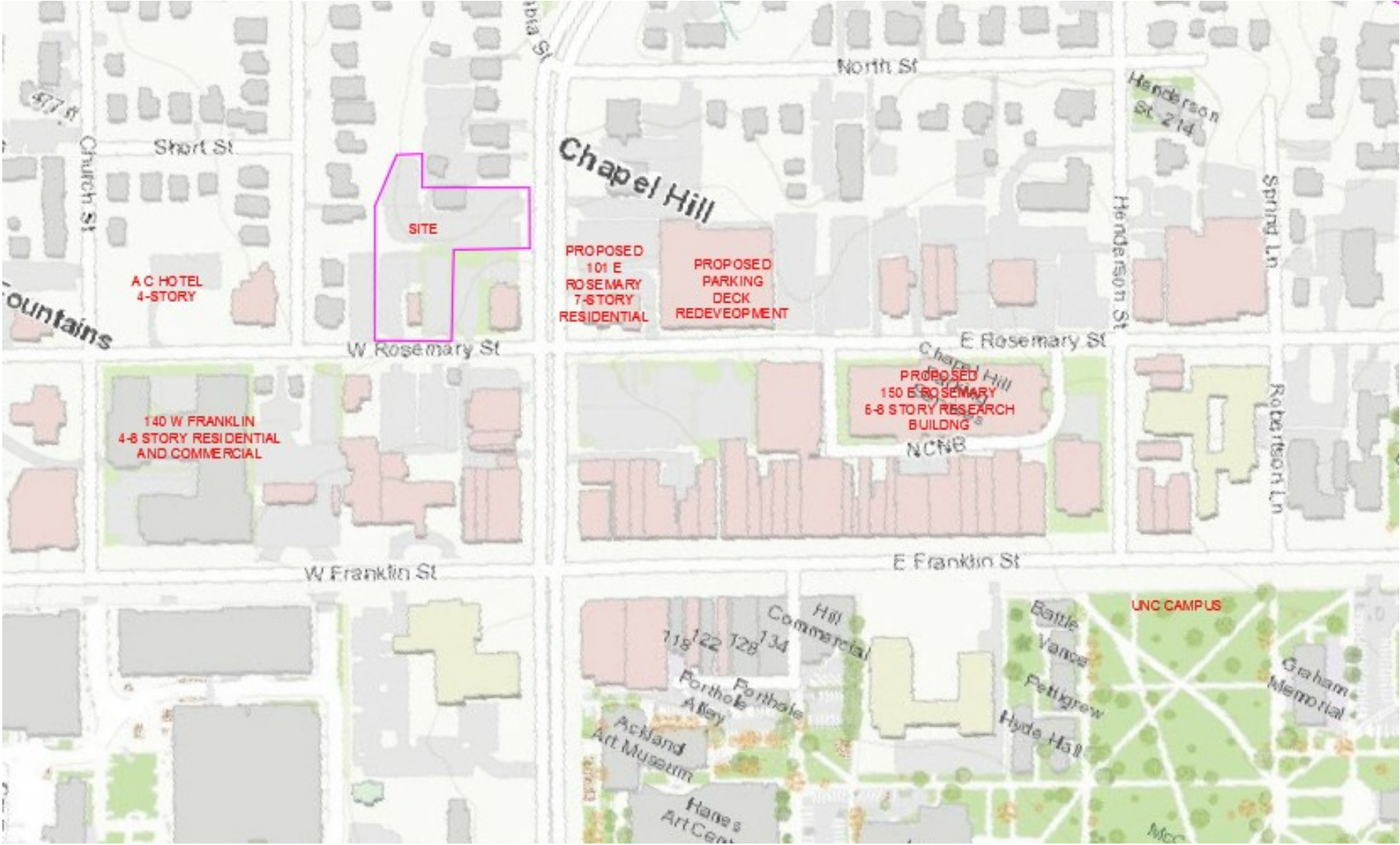
Project Update

10 November 2021



Rosemary Columbia Hotel

LOCATION



Rosemary Columbia Hotel

PROJECT PARCELS



PROCESS

- Fall 2019
 - Concept Plan Review
- Dec 2019
 - First Presentation to Northside Neighbors
- Fall 2020
 - Conditional Zoning Application
- April/May 2021
 - Advisory Board Reviews
- June 2021
 - Council Presentation and Public Hearing
- Summer – Fall 2021
 - Discussions with Northside neighbors and neighborhood groups
 - Discussions with Town Urban Designer

Rosemary Columbia Hotel

JUNE 2021 PRESENTATION

- TOO MUCH DRIVEWAY OFF ROSEMARY AND BETWEEN HOTEL AND PARK
- TOO MUCH HOTEL BUILDING MASSING CLOSE TO THE PROPERTY LINE
- TOO MUCH PARKING IN FRONT OF HOTEL
- CONCERN ABOUT LEFT TURNS ONTO COLUMBIA STREET
- EXPLORE ALTERNATE OPTION FOR COLUMBIA FAÇADE
- CONSIDER BUILDING MATERIAL OPTIONS



Rosemary Columbia Hotel

NOVEMBER 2021 SITE CHANGES

- REMOVAL OF ROSEMARY STREET DRIVEWAY BETWEEN HOTEL AND PARK
- ENLARGEMENT OF PARK
- HOTEL BUILDING SHIFTED EAST 30' GIVING MORE SEPARATION FROM THE ADJACENT RESIDENTIAL USES
BUILDING IS NOW 48' FROM PROPERTY LINE
- ENLARGED SETBACK AT NORTHWEST CORNER
- BUILDING FOOTPRINT IS REDUCED
- REMOVAL OF MOST SURFACE PARKING
- REDUCTION OF ON-SITE PARKING TO +/- 40 SPACES
- ELIMINATION OF ALL LEFT TURNS ONTO COLUMBIA STREET



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NOVEMBER 2021 BUILDING CHANGES

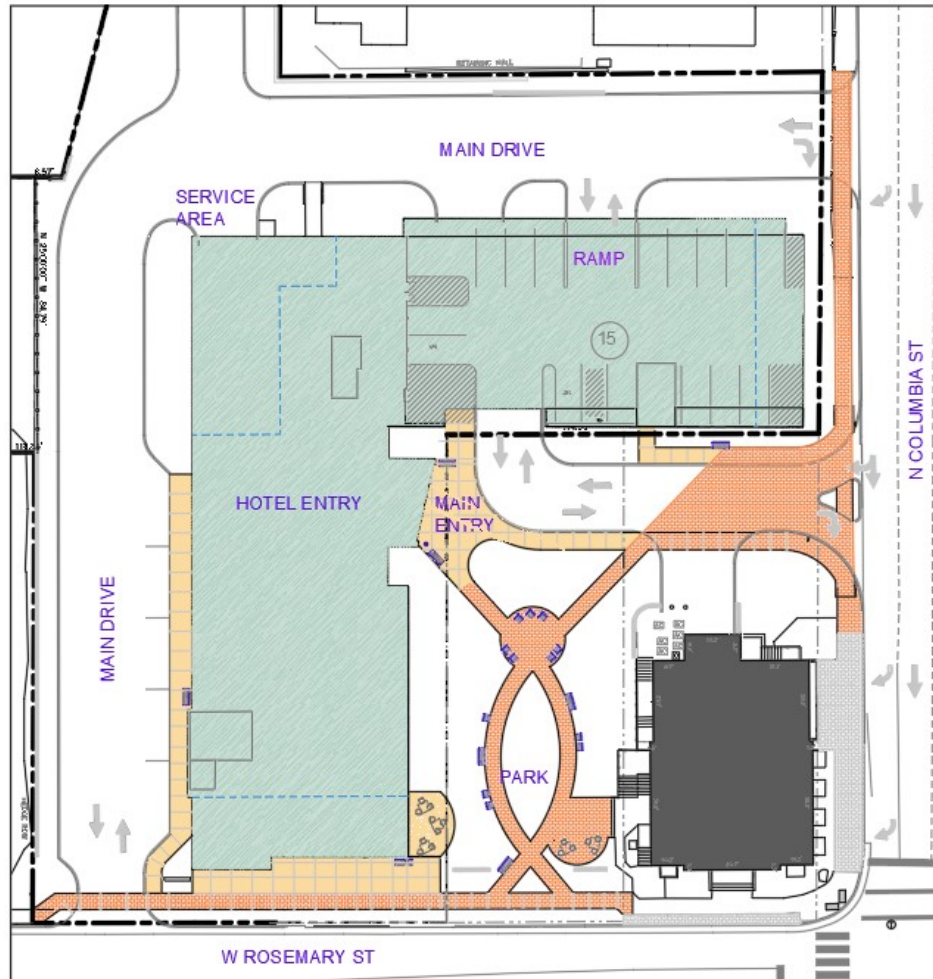
- MODIFIED BUILDING MATERIALS TO REFLECT A STRONGER URBAN CONTEXT
- BUILDING AND PARK MORE ENGAGED WITH EACH OTHER
- SHIFTED BUILDING EAST AND REDUCED BUILDING FOOTPRINT
- REDUCTION OF GUEST ROOM COUNT



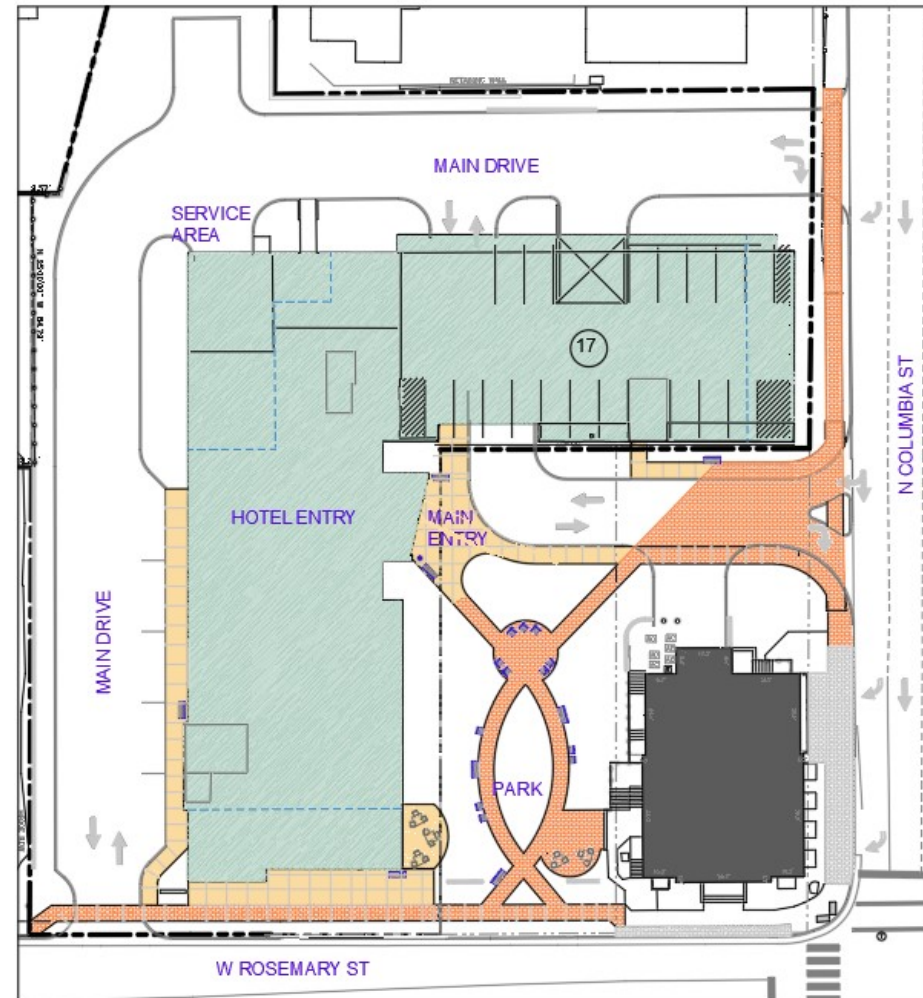
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VEHICULAR CIRCULATION

- TWO-WAY DRIVEWAYS
- 5 SURFACE SPACES WEST OF THE HOTEL FOR CAR SERVICE/ GUEST CHECK IN
- SPACES AT BOTH ENTRIES FOR GUEST CHECK IN
- NO LEFT TURN ONTO COLUMBIA STREET



UPPER LEVEL PARKING



LOWER LEVEL PARKING

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POSITIVE ELEMENTS THAT REMAIN

- EXTENDED STAY HOTEL
- ROOF FOOD & BEVERAGE ON W ROSEMARY FRONTAGE
- 4 STORY HEIGHT AT STREET FRONTAGES, STEPPING UP TO 5
- REDUCED HEIGHT AT THE NORTHWEST CORNER
- SERVICE AREAS UNDER BUILDING
- CONSTRUCTION OF POCKET PARK ON TOWN LAND

