



**LONG-RANGE PLANS EVALUATION**  
**Chapel Hill Life Sciences Center**

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

<b>PROPERTY ADDRESS</b> 306 W. Franklin Street	<b>APPLICANT</b> McAdams on behalf on Longfellow Real Estate Partners	<b>CURRENT ZONING DISTRICT</b> Town Center-2 (TC-2)
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<b>EXISTING LAND USE</b> Retail	<b>PROPOSED LAND USE</b> Retail, Life sciences research
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**SURROUNDING PROPERTIES – EXISTING LAND USES**

**North:** Multifamily (Warehouse Apartments and Amity Station)

**South:** Retail (Panera, Chipotle, Dead Mule Club); Hotel (Graduate Chapel Hill)

**East:** Retail (Fifth Third Bank, Bicycle Chain)


**West:** Retail (Key Food Mart); Civic (Chapel Hill & Orange County Welcome Center)

<b>FUTURE LAND USE MAP (FLUM) FOCUS AREA</b> Downtown	<b>FLUM SUB-AREA</b> Primarily <b>B</b> , with portions of the proposed parking garage in <b>A</b>
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**OTHER APPLICABLE ADOPTED PLANS**

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|--|--|
| <input checked="" type="checkbox"/> Mobility and Connectivity Plan | <input checked="" type="checkbox"/> Cultural Arts Plan                     |
| <input checked="" 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 type="checkbox"/> Chapel Hill Bike Plan                     | <input checked="" 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 Chapel Hill Life Sciences Center is marked with the  symbol.

**Future Land Use Map (FLUM)**

- The FLUM states that “Preserving and enhancing the heart of Chapel Hill while attracting year-round residents and additional office and commercial uses are core components of this Focus Area”.
- *Primary (predominate) Uses* for the Sub-areas include Multifamily/Shops/Offices, Commercial/Office, and Parks/Gathering Spaces.
- *Secondary Uses* for the Sub-area (allowed, but not predominate) include Multifamily residential and Institutional/University/Civic.
- Typical building heights guidance is up to 3-4 stories at the setback and up to 8 stories at the core.
- The frontages along Franklin Street and Rosemary Street are designated as *Activated Street Frontages*. Development should, therefore, allow for “active visual engagement between those in the street and those on the ground floors of buildings or in civic spaces.”

## **West Rosemary Street Development Guide**

The West Rosemary Street Development Guide includes a variety of considerations for both building and site design.

- Community Benefits
  - Ensure locally and minority-owned businesses are welcome and encouraged
  - Include affordable housing in all new developments
  - Ensure affordable homeownership within the community
  - Ensure the preservation of the Northside neighborhood/Potter's Field identity
- Development Framework
  - The Guide calls for an enhanced pedestrian connection on the project site between Franklin St and Rosemary St.
  - Portions of the project site (excluding the main existing retail building) are identified as development opportunities.
- Public Realm – Elements of the project site that are within or impact the public realm should achieve the following:
  - Provide sufficient space for pedestrians
  - Include street tree plantings
  - Provide sufficient amenities
  - Add welcoming and safe lighting
  - Screen infrastructure
  - Hide or screen parking
  - Manage deliveries and loading areas
  - Reduce the size and number of curb cuts
- Building Design – Buildings on the project site should incorporate the following:
  - A horizontal datum line
  - Minor setbacks above the datum line
  - Entries off streets or public spaces
  - Entries spaced no more than 75 feet apart
  - Ground-floor retail with clear glass on at least 60% of the façade
  - Canopies to define ground-floor retail
  - Pedestrian-scale signage and amenities
  - Clear distinction between public and private spaces
  - Minimal use of tinted windows
  - Visual breaks in the façade
  - Accentuated visible corners
  - Parking to the rear/interior/below buildings
  - Screened building services

## **Mobility and Connectivity Plan**

- The Mobility and Connectivity Plan recommended construction of bike lanes along the property's Franklin Street frontage. These bike lanes were installed as part of the Franklin Street lane reallocation project.
- There are also existing bike lanes along Rosemary Street.
- The site is in or near several bicycle/pedestrian priority corridors:
  - Timberlyne
  - Cross Cities Connector
  - Eastern Connector

## **Parks Comprehensive Plan**

- The site is within the Neighborhood Park service area of the Hargraves Park.

- The site is not within the service area of any proposed parks.

### **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**

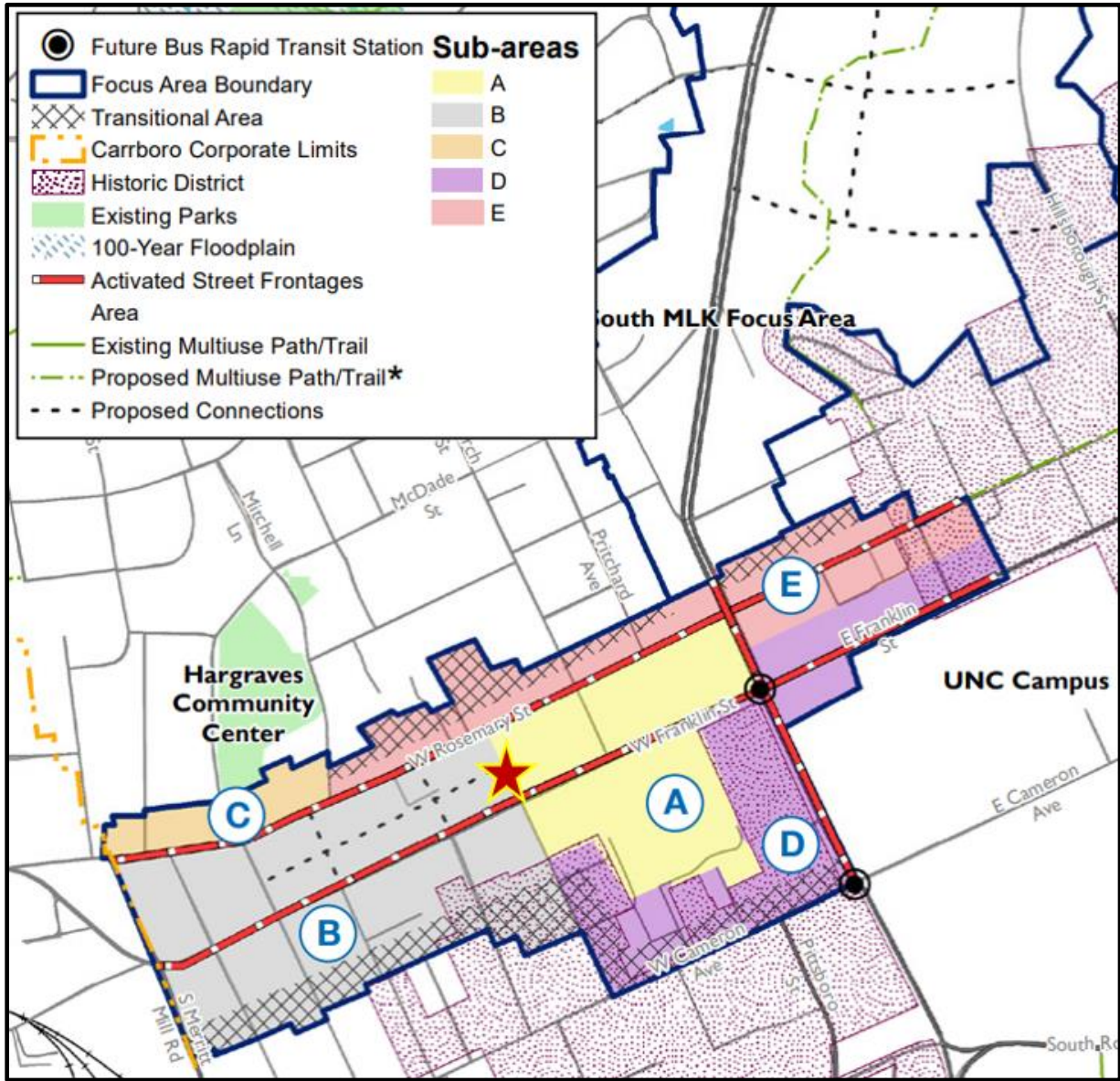
*(Note: no map excerpt provided, as the Plan is generally text-based)*

- 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

Chapel Hill Life Sciences Center

## Future Land Use Map (Excerpt)

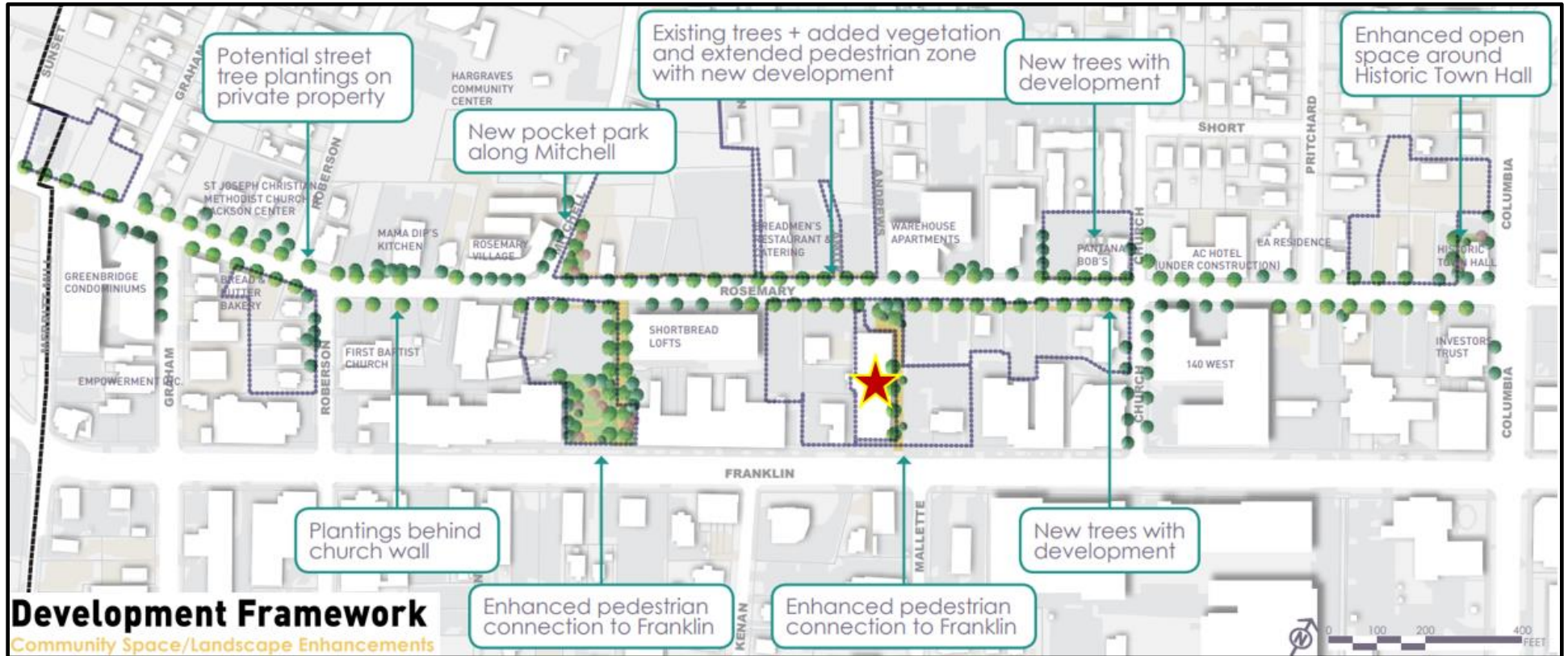


	Sub-Area A	Sub-Area B
Multifamily, Shops & Offices	●	●
Multifamily Residential	○	○
Commercial/Office	●	●
Parks and Green/Gathering Spaces	●	●
Townhouses & Residences	⊖	⊖
Institutional/University/Civic	○	○
<b>Typical Height:</b> (Adjacent to lower scale residential uses, step backs or other transitional methods are necessary to ensure harmonious transitions.)	Setback height of to 4 stories, with a core height of up to 8 stories allowed	Setback height of up to 3 stories with a core height of up to 8 stories allowed. No more than approximately 4 stories allowed in the transitional area
	● Primary (predominant land uses)	○ Secondary (appropriate, but not predominant)

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Chapel Hill Life Sciences Center

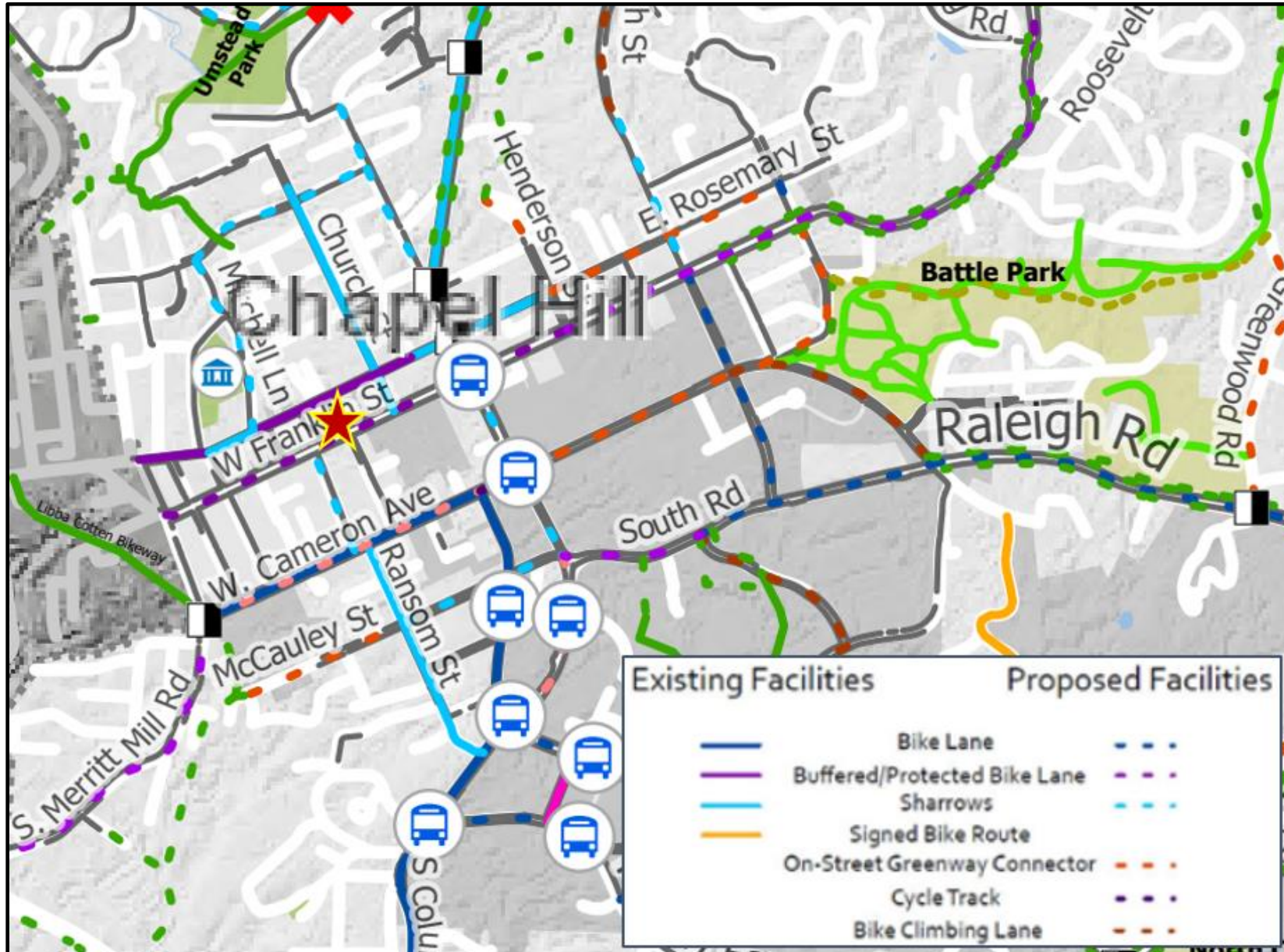
## West Rosemary Street Development Guide



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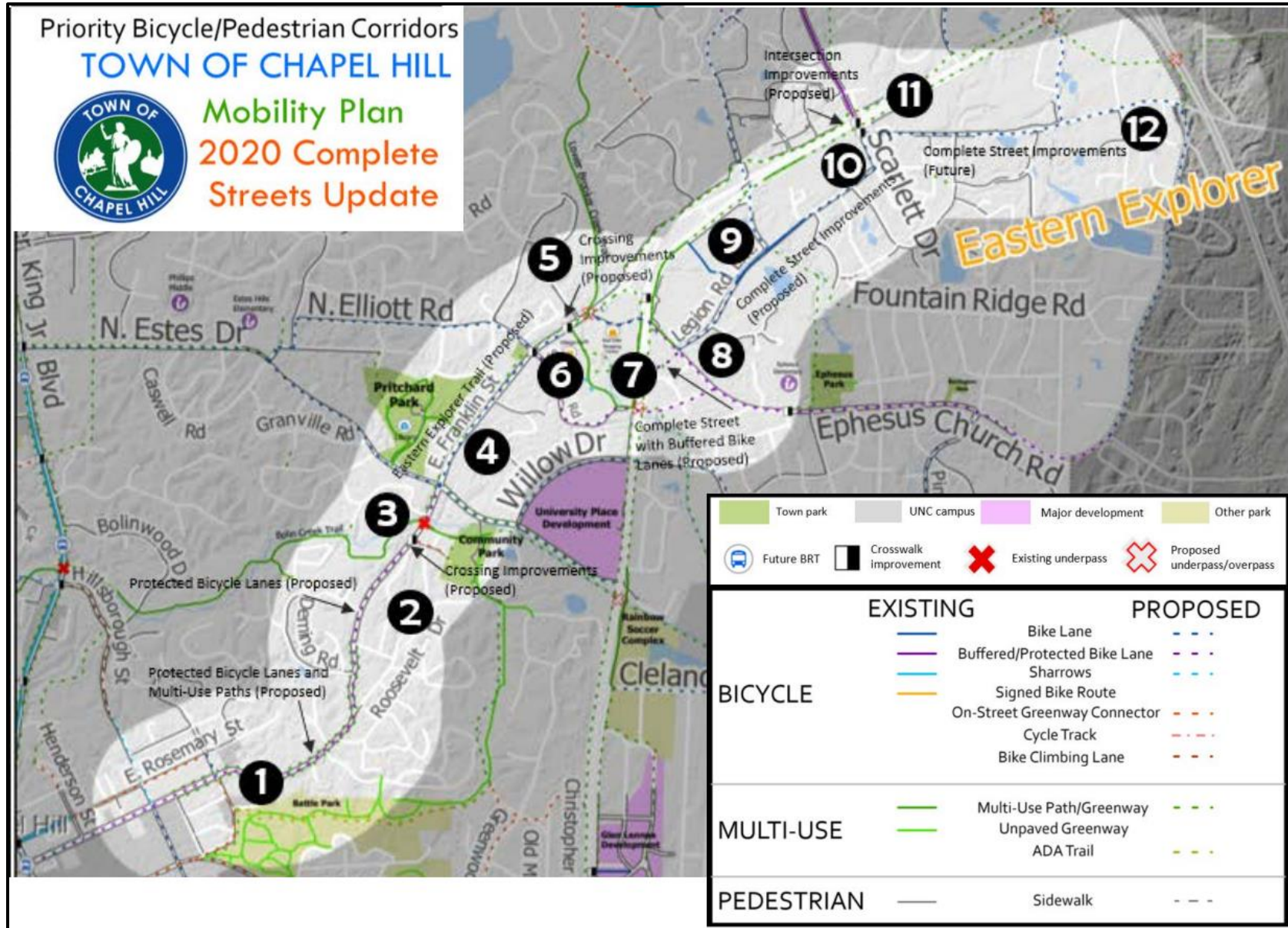
## Mobility and Connectivity Plan (Excerpt)



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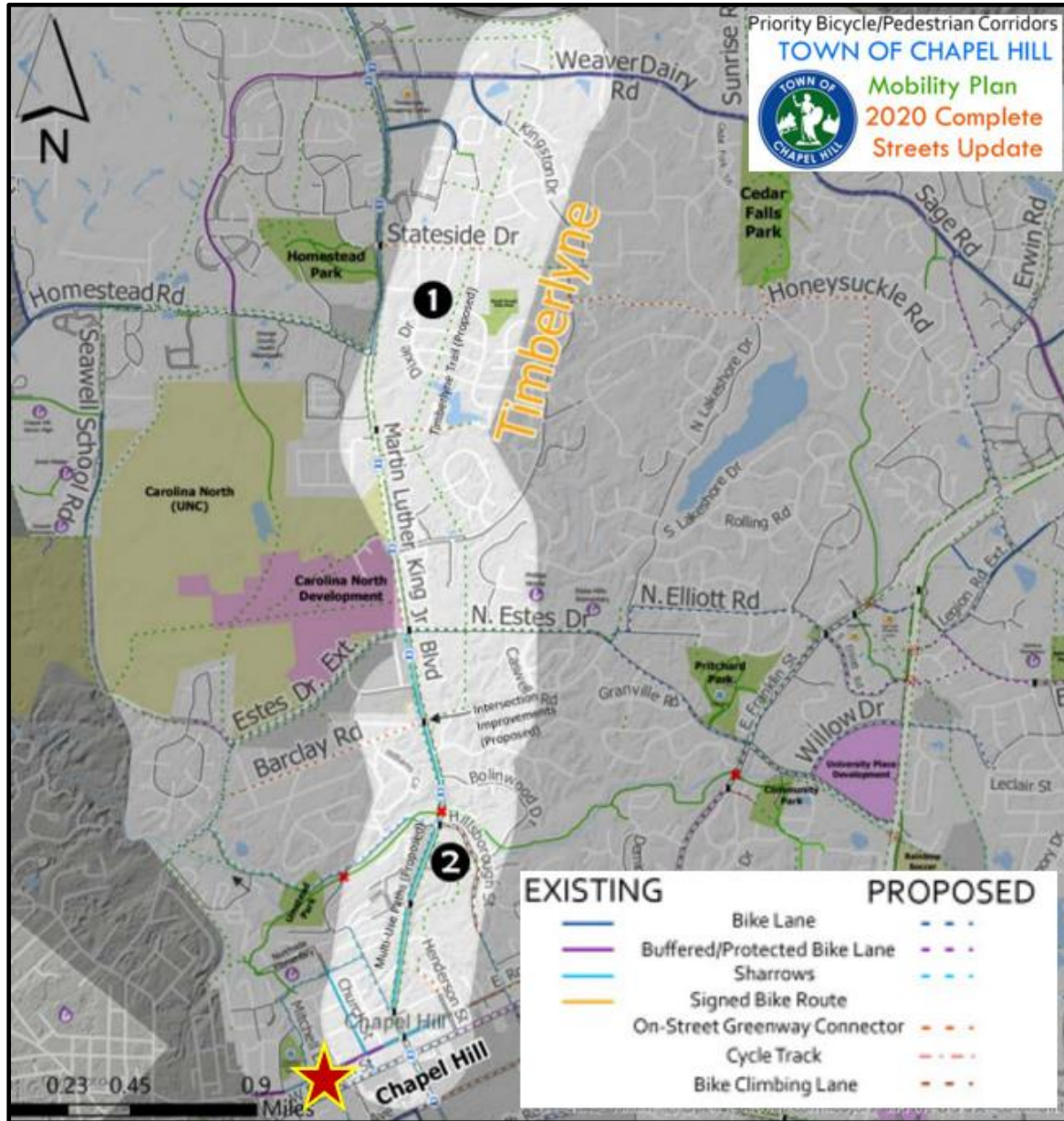
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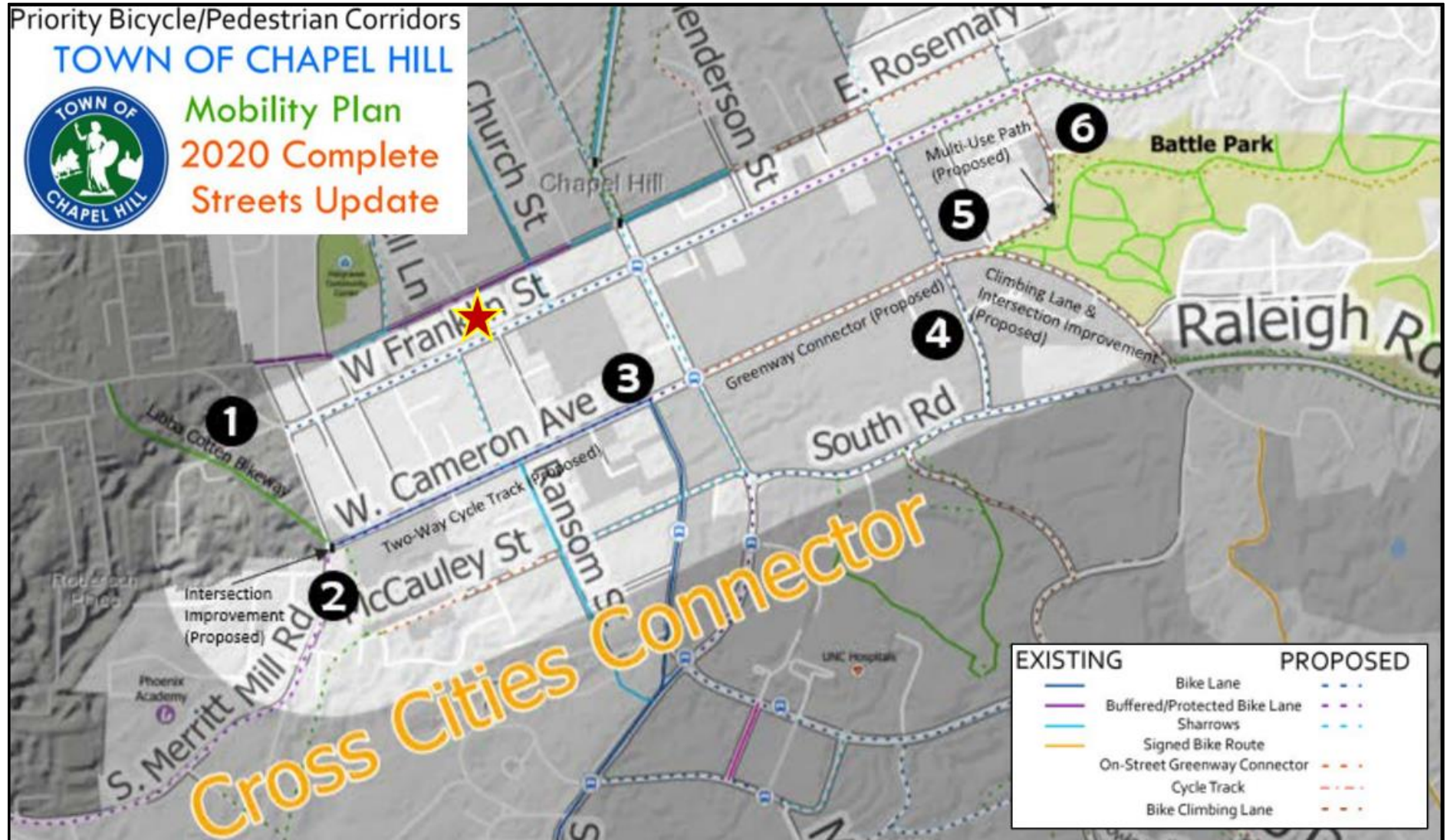
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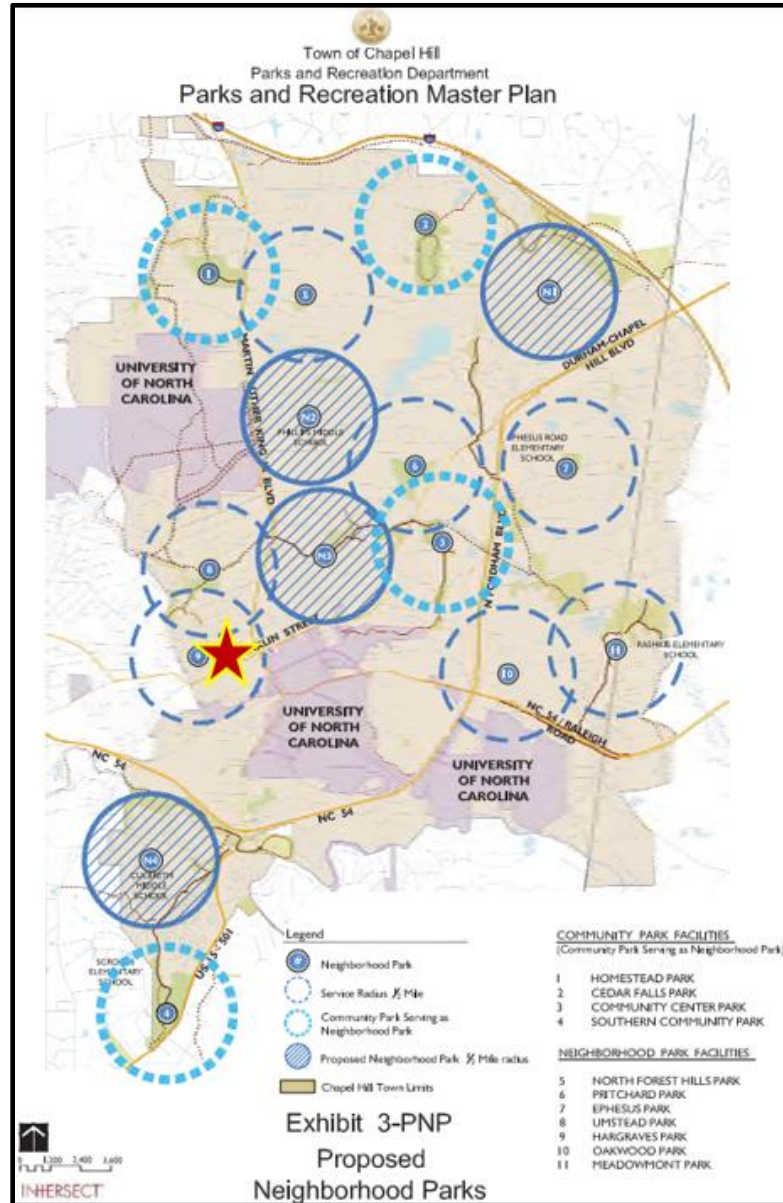
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# CONCEPT PLAN REPORT

Chapel Hill Life Sciences Center

## Parks Comprehensive Plan (Excerpt)



# CONCEPT PLAN REPORT

Chapel Hill Life Sciences Center

## Stormwater Management Master Plan (Excerpt)

