



**CONCEPT PLAN REVIEW: 101 EAST ROSEMARY STREET**

**SUMMARY REPORT**

TOWN OF CHAPEL HILL PLANNING DEPARTMENT  
 Colleen Willger, Director  
 Judy Johnson, Assistant Director  
 Adam Nicholson, Senior Planner

<b>PROPERTY ADDRESS</b> 101 East Rosemary Street	<b>MEETING DATE</b> May 25, 2021	<b>APPLICANT</b> George Retschle-Ballentine Associates, PA, on behalf of Grubb Properties, LLC
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**STAFF RECOMMENDATION**  
 That the Community Design Commission transmit comments to the applicant regarding the proposed development.

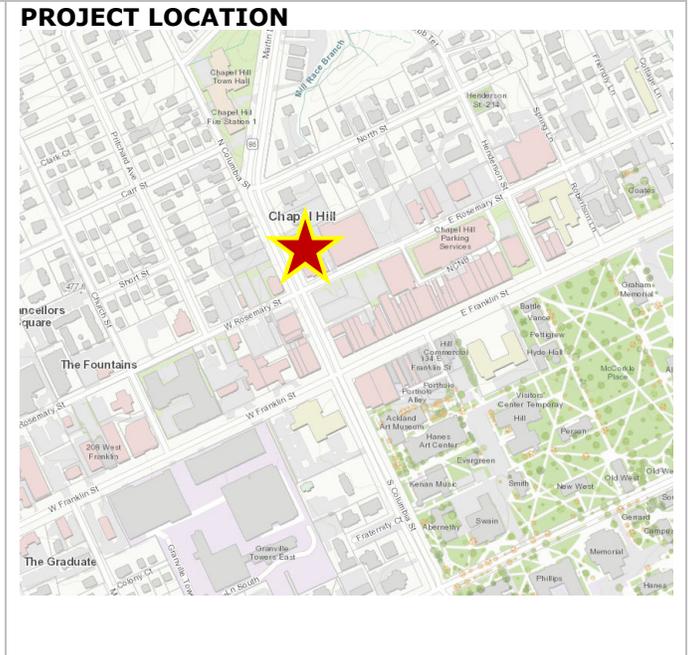
- PROCESS**
- The Community Design Commission has the opportunity tonight to hear the applicant’s presentation, hear public comments, and offer suggestions to the applicant.
  - The project does not meet the thresholds for Town Council review based on the land area, floor area, and number of dwelling units proposed.

- DECISION POINTS**
- Site and downtown context related to recently proposed developments.
  - Building placement, design and articulation related to multiple street frontages and pedestrian experiences.

**PROJECT OVERVIEW**

Applicant proposes the demolition of the existing 2-story brick building as well as the adjacent surface parking. New construction will include approx. 74,000sf of residential apartment space, 7-stories tall w/ a community green space.

This 0.64ac site is zoned Town Center-2 (TC-2).



<b>ATTACHMENTS</b>	<ol style="list-style-type: none"> <li>1. Concept Plan Report</li> <li>2. Draft Staff Presentation</li> <li>3. Resolution</li> <li>4. Applicant Materials</li> </ol>
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**LONG-RANGE PLANS EVALUATION**  
**101 EAST ROSEMARY STREET**

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

<b>PROPERTY ADDRESS</b> 101 East Rosemary Street	<b>APPLICANT</b> George Retschle-Ballentine Associates, PA, on behalf of Grubb Properties, LLC	<b>CURRENT ZONING DISTRICT</b> Town Center-2 (T)
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<b>EXISTING LAND USE</b> Commercial	<b>PROPOSED LAND USE</b> Multifamily Residential
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**SURROUNDING PROPERTIES – EXISTING LAND USES**  
 Vacant (North, proposed parking garage), Historic (West), Vacant Lot (South), Commercial (SW)

<b>FUTURE LAND USE MAP (FLUM) FOCUS AREA</b> Downtown Future Focus Area	<b>FLUM SUB-AREA</b> Not applicable
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<b>OTHER APPLICABLE ADOPTED PLANS</b>	
<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 type="checkbox"/> West Rosemary Street Development Guide
<input checked="" type="checkbox"/> Chapel Hill Bike Plan	<input type="checkbox"/> Central West Small Area Plan

**SUMMARY OF PLAN CONSIDERATIONS AFFECTING MURRAY HILL SITE**  
 Map excerpts on following pages demonstrate the Plan Considerations listed below. The location of 101 East Rosemary Street is marked with the  symbol.

**Future Land Use Map (FLUM)**

The Future Land Use Map was adopted on December 9, 2020. It supersedes the 2020 Land Use Plan.

- The project is contained in the ‘Downtown’ Future Focus Area of CH 2020.

**Mobility and Connectivity Plan**

- The site is located long East Rosemary Street and MLK. Both roads have existing sidewalks.
- A future *Bus Rapid Transit station* is located with ¼ mile of the site. The applicant should **coordinate with Chapel Hill Transit** for the latest information on BRT design, station locations and any potential connections.

**Parks Comprehensive Plan**

- The site falls within Neighborhood Park areas for Umstead and Hargraves Park.
- No additional Neighborhood Parks or Community Parks are proposed in this area.

**Greenways Master Plan**

- The site does not fall within any planned greenway locations.
- Potential pedestrian bike and pedestrian connections have been noted.
- The applicant should **coordinate with Chapel Hill Parks & Recreation** for the latest information on trail alignment, design, and construction timing.

### **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.

### **Cultural Arts Plan**

- The Cultural Arts Plan identifies locations that are opportunities for integrating public art, multiple nodes are shown on the plans. The applicant should **coordinate with Chapel Hill Community Arts & Culture** for more information on appropriate landscape and artistic treatments for these entry corridors.

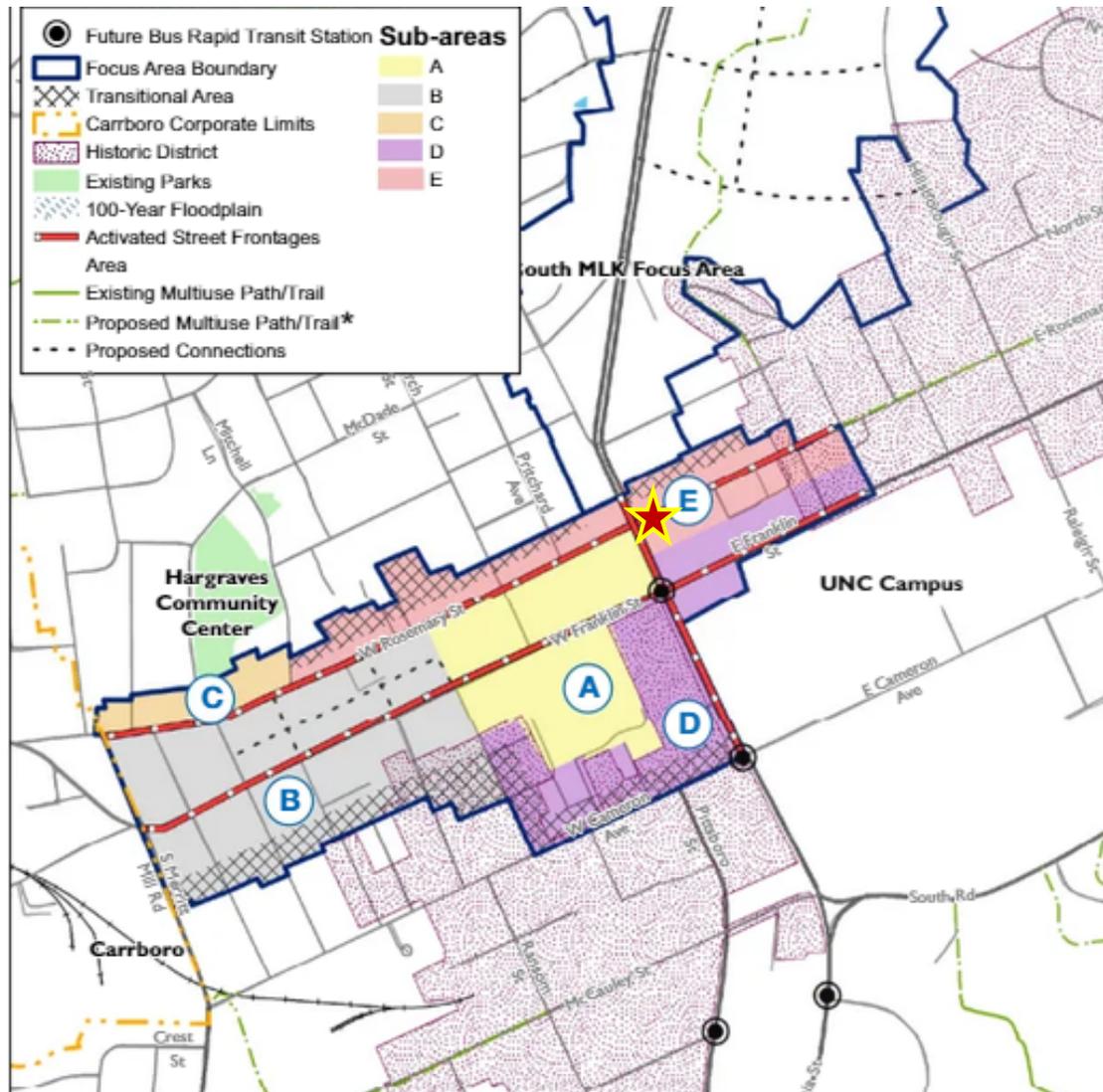
### **Stormwater Management Master Plan**

- The site is located in the Middle Bolin Street Subwatershed (BL4). The applicant should **coordinate with Chapel Hill's Stormwater Management Division** to understand relevant stormwater considerations.

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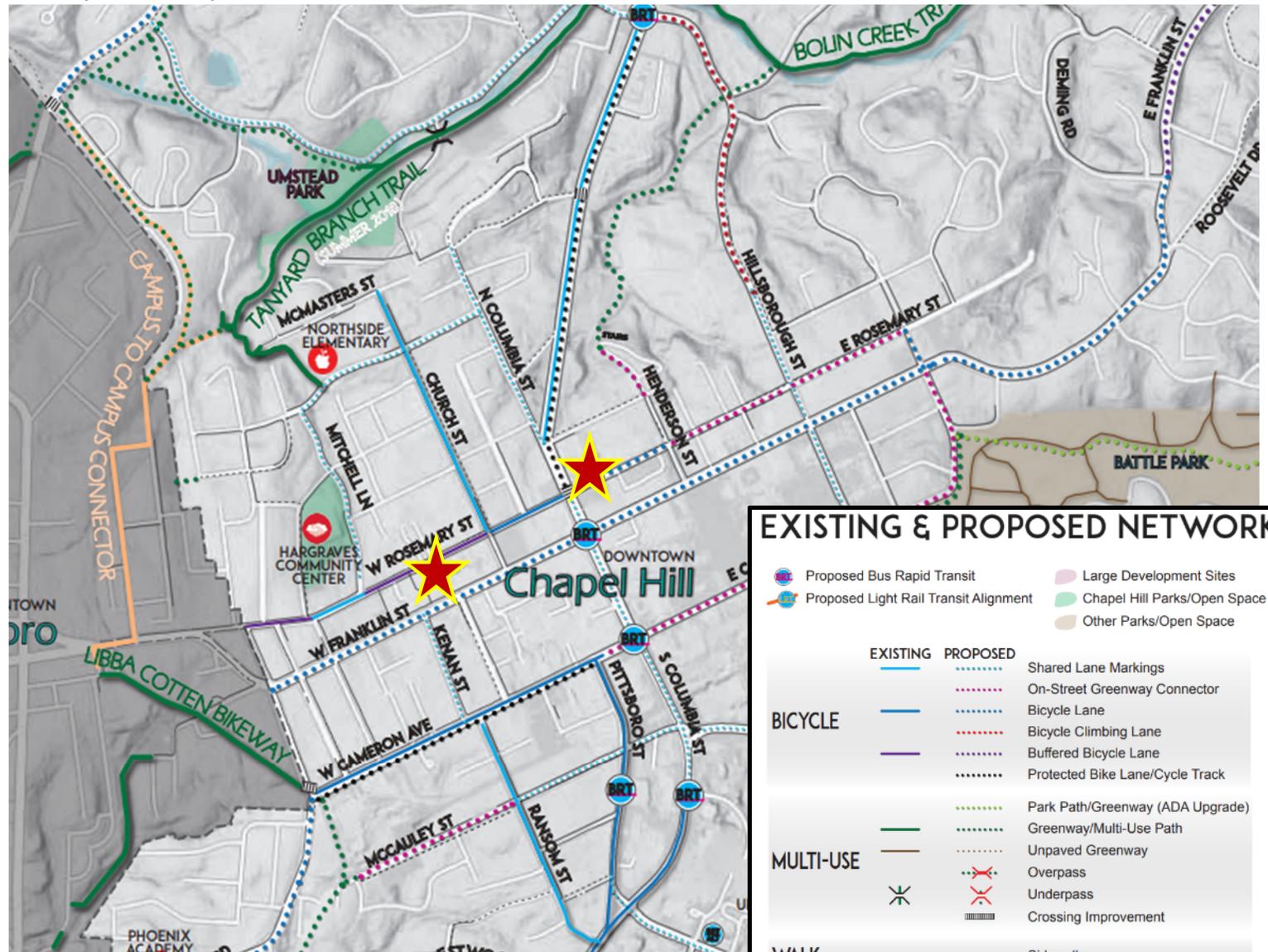
## Future Land Use Map (Excerpt)



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101 East Rosemary Street

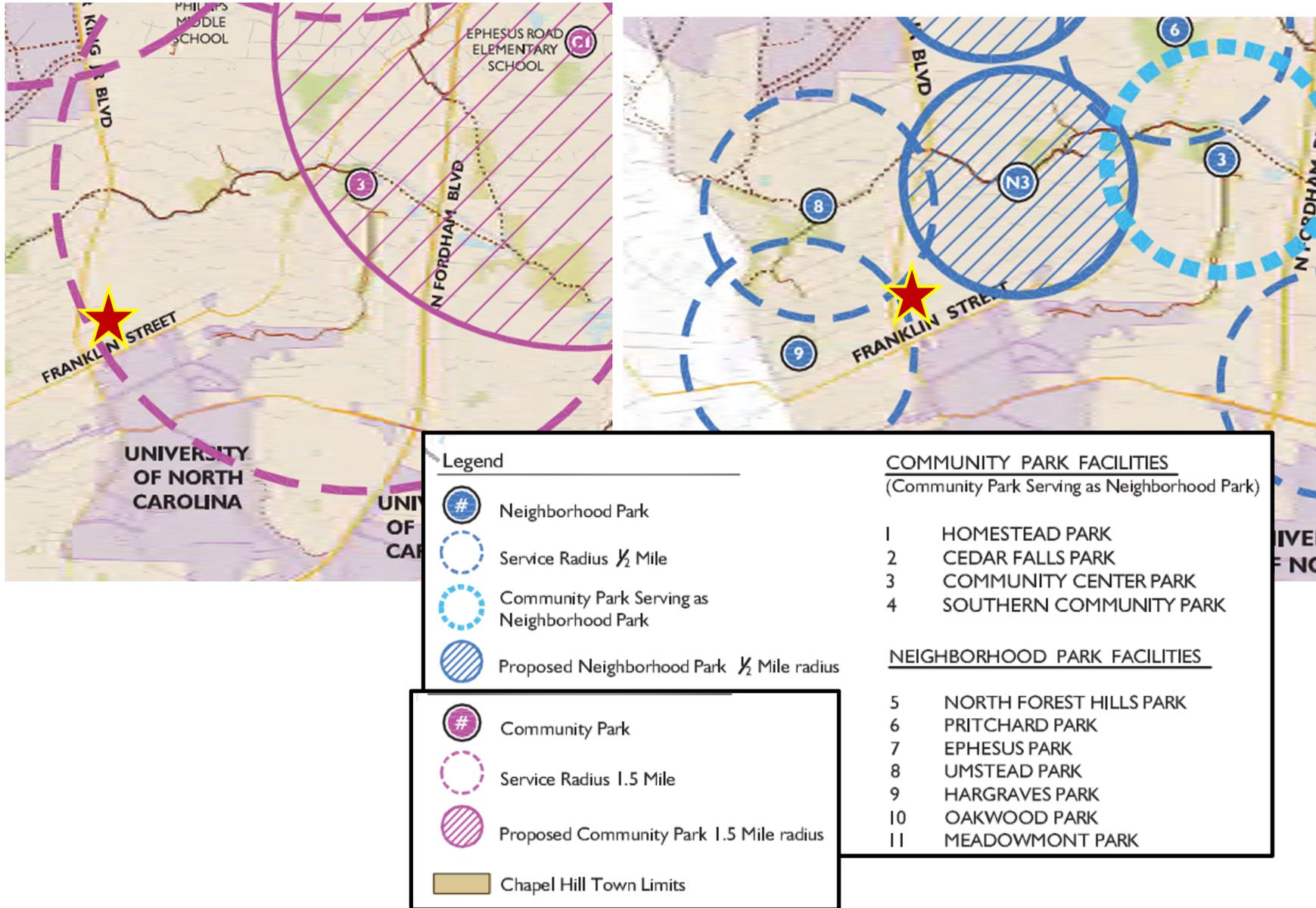
## Mobility Plan (Excerpt)



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101 East Rosemary Street

## Parks Comprehensive Plan (Excerpt)

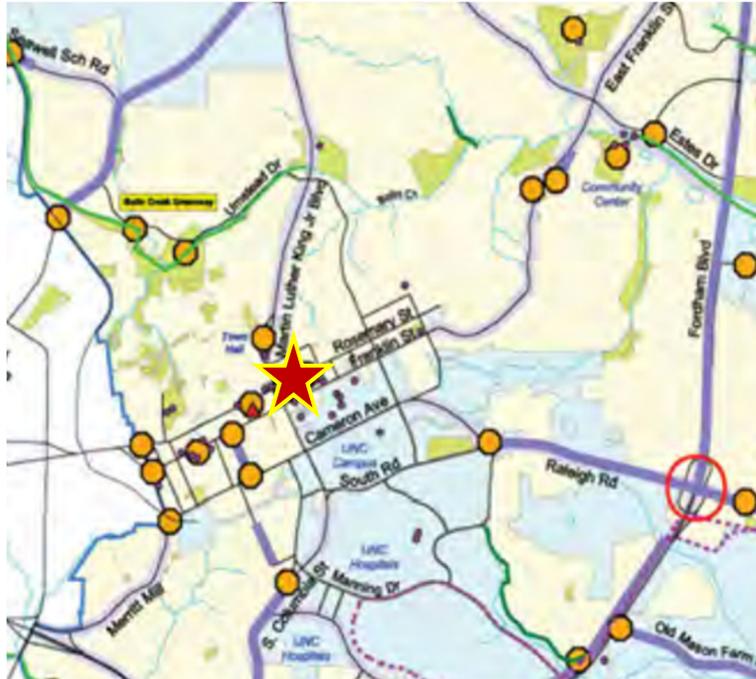




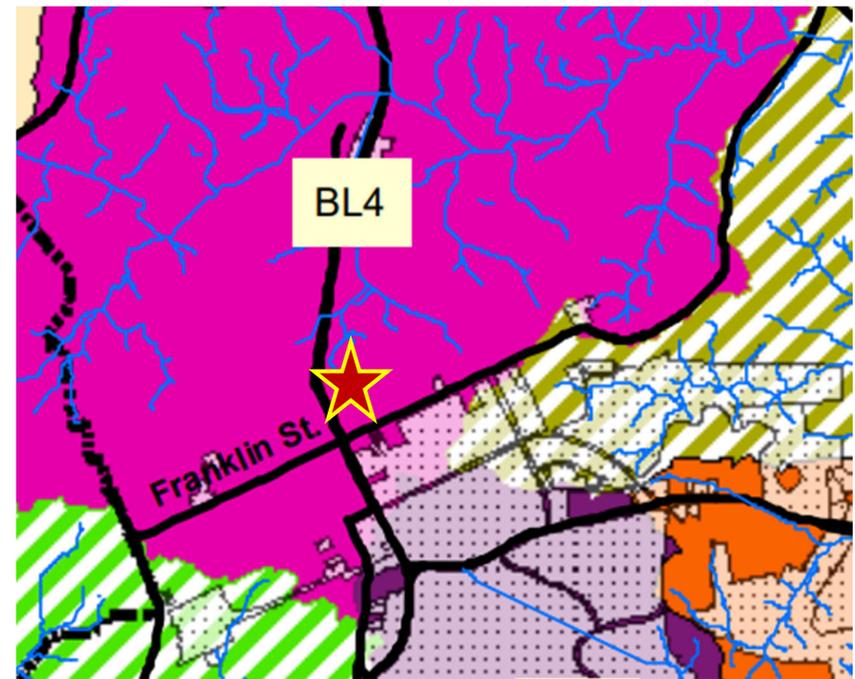
# CONCEPT PLAN REPORT

101 East Rosemary Street

## Cultural Arts Plan (Excerpt)



## Stormwater Management Master Plan (Excerpt)



### Legend

#### Opportunities for Intergrating Public Art into Town Master Plans & Action Plans

- Gateway
- Node of Intersecting Plans
- Shared Improvement Corridor
- Entranceway or Major Cross-Connector

#### Future Non-Street Pedestrian and Transit Facilities

- Future Nature Trail
- Proposed Paved Greenway
- TTA Rail Corridor (Adapted 9-14-05)

#### Town Public Art: Existing or Funded

- Existing Public Art
- Funded & Planned Public Art

#### Public Lands & Town Boundaries

- Town Owned Land
- UNC Owned Land
- Chapel Hill Town Limits
- Chapel Hill Urban Services Boundary

