



**CONCEPT PLAN REVIEW: 101 EAST ROSEMARY STREET
(PROJECT #21-030)**

SUMMARY REPORT

TOWN OF CHAPEL HILL PLANNING DEPARTMENT
Colleen Willger, Director
Judy Johnson, Assistant Director

PROPERTY ADDRESS 101 East Rosemary Street	MEETING DATE June 21, 2021	APPLICANT George Retschle-Ballentine Associates, PA, on behalf of Grubb Properties, LLC
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STAFF RECOMMENDATION

That the Council adopt the resolution transmitting comments to the applicant regarding the proposed development.

PROCESS

- The Council will hear the applicant’s presentation, receive comments from the Community Design Commission and Housing Advisory Board, hear public comments, and offer suggestions to the applicant.
- Because this review is a Concept Plan submittal, statements by individual Council members this evening do not represent an official position or commitment on the part of a Council member with respect to the position he or she may take when and if the Council considers a formal application.
- The Community Design Commission reviewed a concept plan for this site on June 14, 2021.
- The Housing Advisory Board reviewed a concept plan for this site on June 8, 2021.

DECISION POINTS

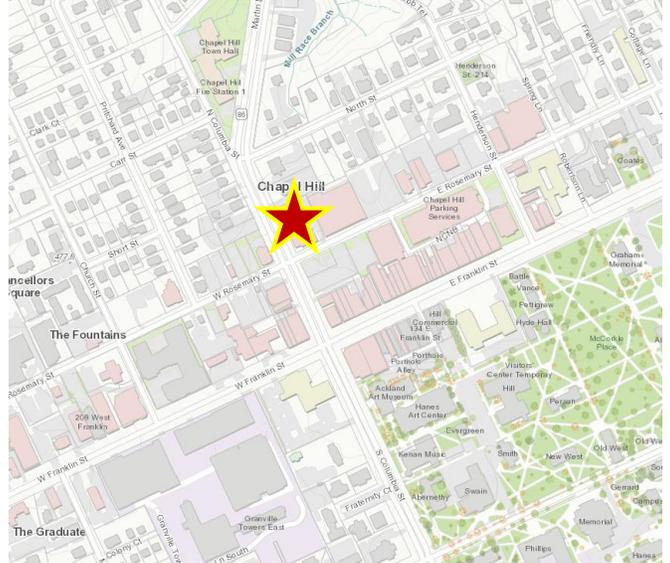
- Consideration of building placement, design and articulation related to multiple street frontages and pedestrian experiences, as the site is in downtown, adjacent to the East Rosemary Street redevelopment area.

PROJECT OVERVIEW

This 0.64-acre site is located at the corner of North Columbia Street and East Rosemary Street. It is zoned Town Center-2 (TC-2).

The applicant proposes to demolish the existing two-story brick building as well as the adjacent surface parking, in order to construct a new seven-story building with approximately 74,000 sf of residential apartment space and a community green space.

PROJECT LOCATION



ATTACHMENTS

1. Concept Plan Report
2. Draft Staff Presentation
3. Resolution
4. Advisory Board comments
5. Applicant Materials



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.

PROPERTY ADDRESS 101 East Rosemary Street	APPLICANT George Retschle-Ballentine Associates, PA, on behalf of Grubb Properties, LLC	CURRENT ZONING DISTRICT Town Center-2 (TC-2)
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EXISTING LAND USE Commercial	PROPOSED LAND USE Multifamily Residential
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SURROUNDING PROPERTIES – EXISTING LAND USES Parking Lot (North), Parking Garage (West), Parking Lot (South), Commercial (East)
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FUTURE LAND USE MAP (FLUM) FOCUS AREA Downtown Future Focus Area	FLUM SUB-AREA Sub Area E
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OTHER APPLICABLE ADOPTED PLANS	
<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 101 E. ROSEMARY ST. 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 Chapel Hill 2020, which includes Multifamily Residential as a primary land use, with building heights up to 4 stories at the setback and up to 6 stories for the core height on the north side of E Rosemary.

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.

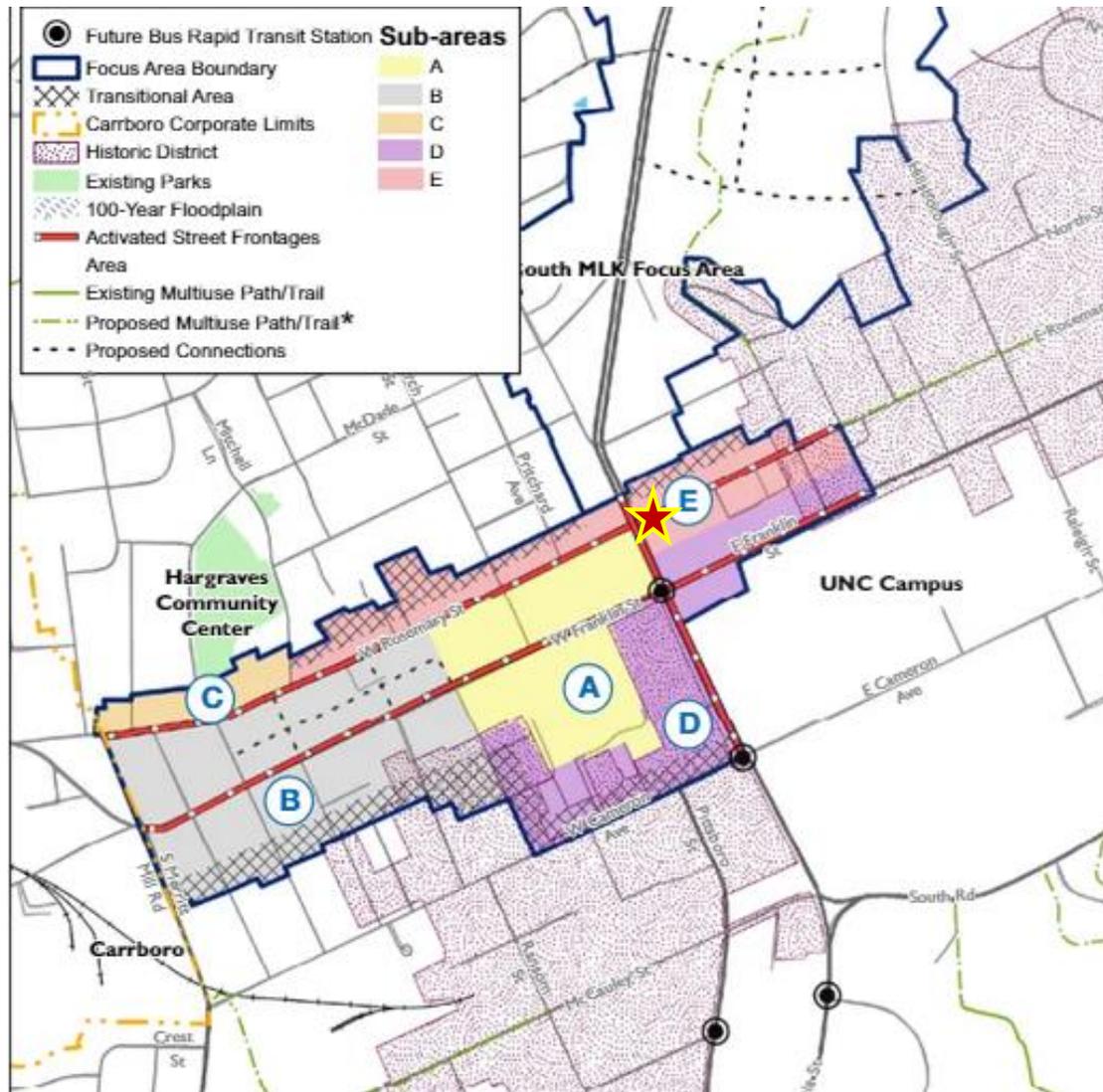
Stormwater Management Master Plan

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

CONCEPT PLAN REPORT

101 East Rosemary Street

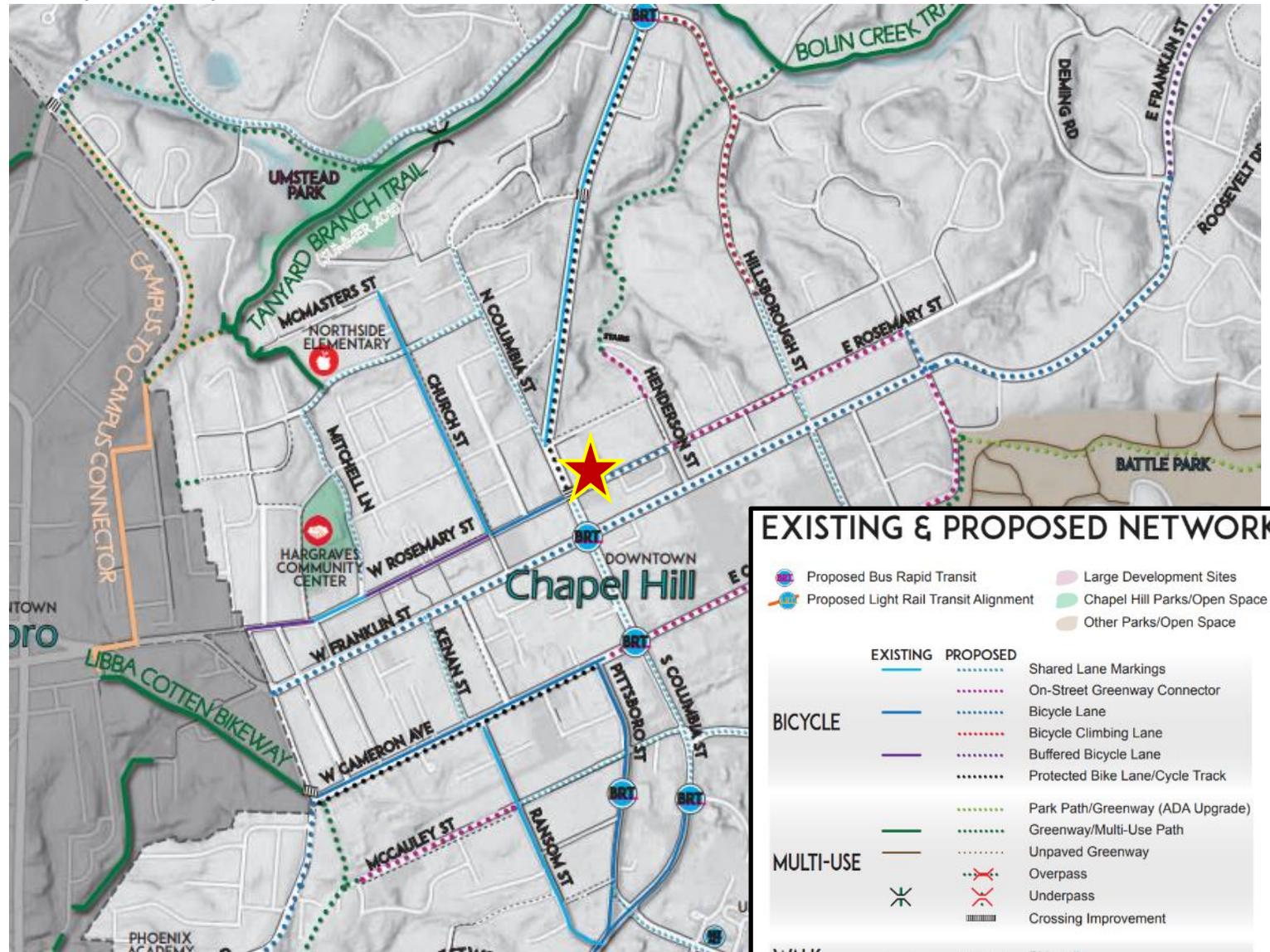
Future Land Use Map (Excerpt)



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101 East Rosemary Street

Mobility Plan (Excerpt)



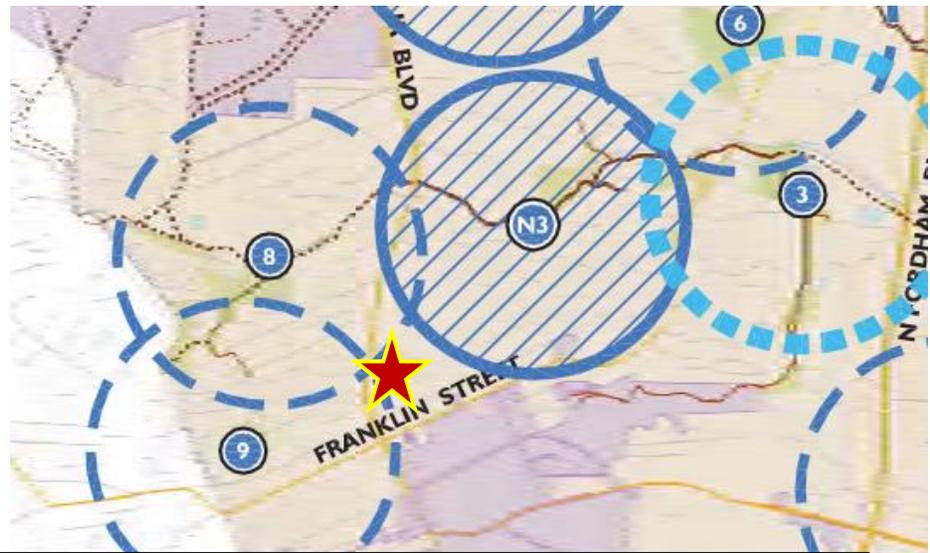
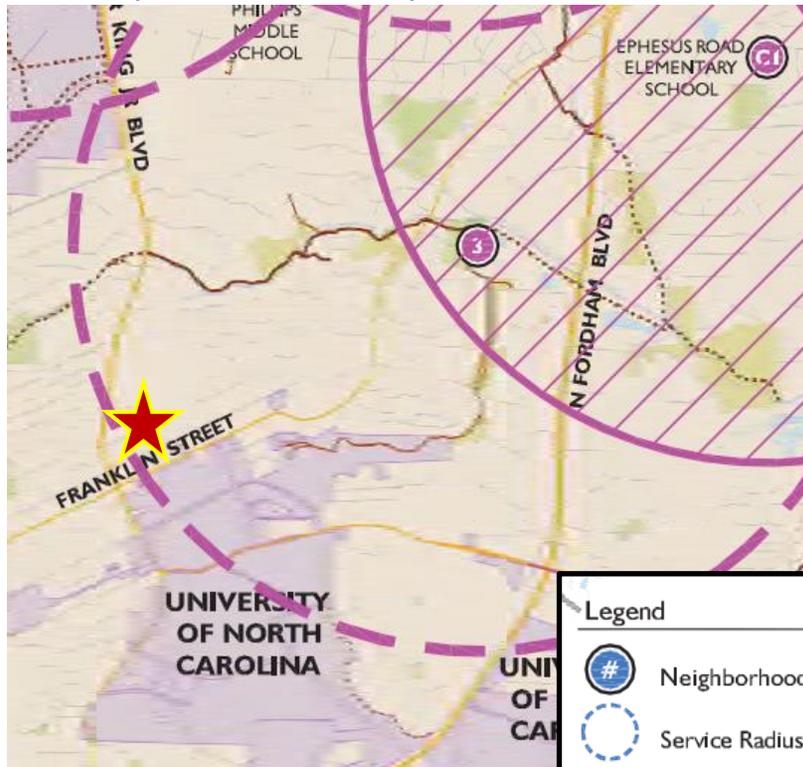
EXISTING & PROPOSED NETWORK

	Proposed Bus Rapid Transit		Large Development Sites
	Proposed Light Rail Transit Alignment		Chapel Hill Parks/Open Space
			Other Parks/Open Space
EXISTING	PROPOSED		
		Shared Lane Markings	
		On-Street Greenway Connector	
		Bicycle Lane	
		Bicycle Climbing Lane	
		Buffered Bicycle Lane	
		Protected Bike Lane/Cycle Track	
		Park Path/Greenway (ADA Upgrade)	
		Greenway/Multi-Use Path	
		Unpaved Greenway	
		Overpass	
		Underpass	
		Crossing Improvement	
WALK			Sidewalk

CONCEPT PLAN REPORT

101 East Rosemary Street

Parks Comprehensive Plan (Excerpt)

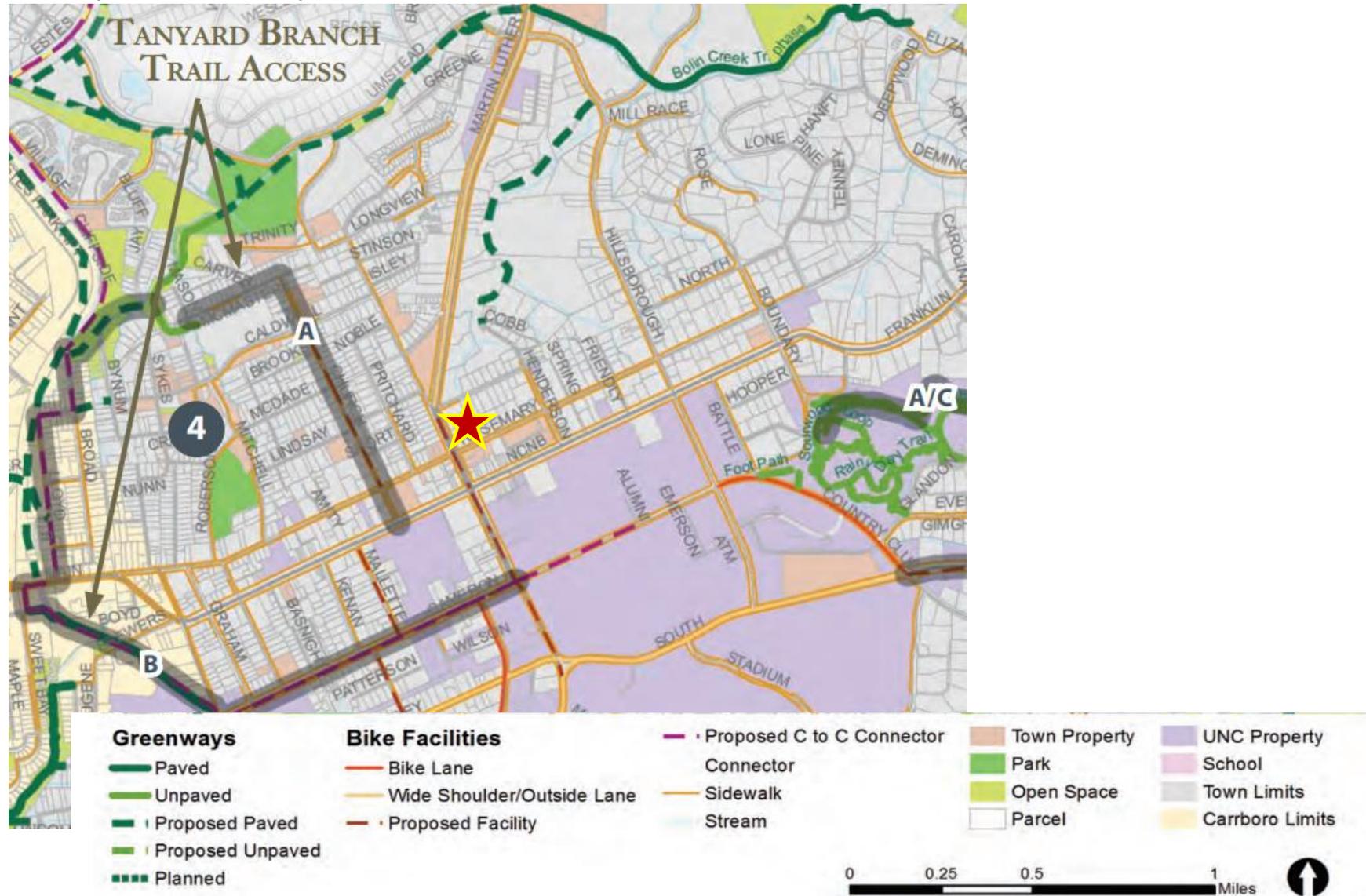


Legend		COMMUNITY PARK FACILITIES (Community Park Serving as Neighborhood Park)	
	Neighborhood Park	1	HOMESTEAD PARK
	Service Radius 1/2 Mile	2	CEDAR FALLS PARK
	Community Park Serving as Neighborhood Park	3	COMMUNITY CENTER PARK
	Proposed Neighborhood Park 1/2 Mile radius	4	SOUTHERN COMMUNITY PARK
	Community Park	NEIGHBORHOOD PARK FACILITIES	
	Service Radius 1.5 Mile	5	NORTH FOREST HILLS PARK
	Proposed Community Park 1.5 Mile radius	6	PRITCHARD PARK
	Chapel Hill Town Limits	7	EPHESUS PARK
		8	UMSTEAD PARK
		9	HARGRAVES PARK
		10	OAKWOOD PARK
		11	MEADOWMONT PARK

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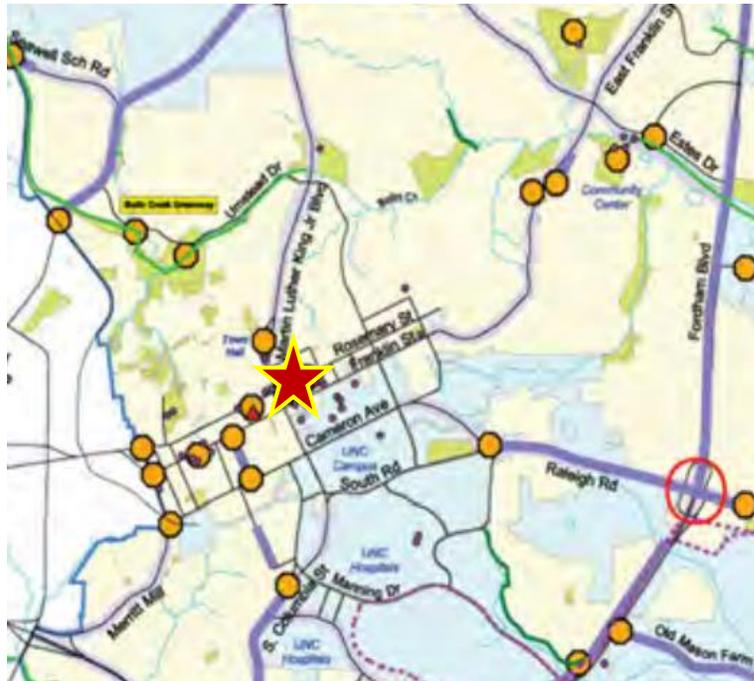
Greenways Master Plan (Excerpt)



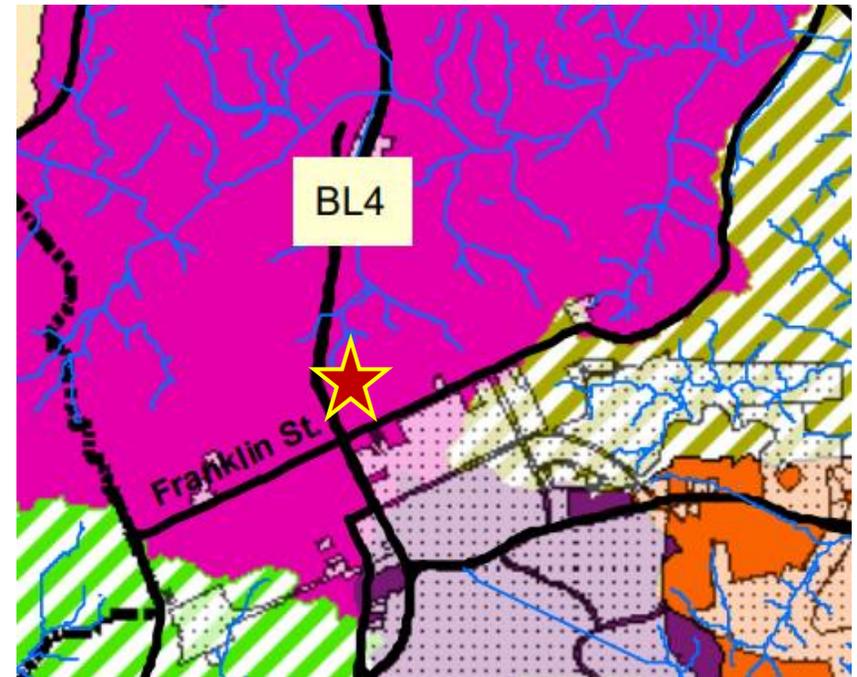
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Cultural Arts Plan (Excerpt)



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

