

# Concept Plan Narrative

For:

## 157 E Rosemary Street

150 E. Rosemary St  
Chapel Hill, NC

PIN # 9788379926

Applicant:

T J Capital II LLC  
4006 Abbey Park Way  
Raleigh, NC 27612  
(919) 740-2487

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Planner/Civil Engineer



**Ballentine**  
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Architect:

TISE • KLESTER  
ARCHITECTS



## Developer's Program

T J Capital desires to construct a 11-story residential condominium building at 157 E Rosemary Street in Downtown Chapel Hill featuring approximately 50 dwelling units, approximately 3,000 sf of ground floor retail, and one level of parking beneath the building.

The site is approximately 1/3 of an acre in size and is located on the north side of E. Rosemary Street, just west of Henderson Street. The site lies within the TC-2 zoning district and does not lie within any of the Town's zoning overlay districts. A rezoning to TC-3 CZD will be requested to accommodate the additional floor area and height necessary to ensure the success of the project. The site is bordered on the North and East by the Franklin-Rosemary Historic District.

There is currently a 2-story commercial building, asphalt parking areas, and a concrete outdoor patio area on the site, all of which would be demolished as part of the proposed redevelopment. The site's existing ground cover consists almost entirely of impervious surfaces, which is consistent with nearby downtown sites.

The proposed building will include approximately 75,000 sf of floor area and will have one level of parking beneath the building with a total of approximately 23 parking spaces. The developer intends to work with the Town to secure a long-term lease on a block of parking spaces within the Town's new parking deck, which is just 300 feet west of the proposed building. These parking spaces would be made available to the residents of the proposed building. The project will remove one of the site's two existing driveways from E Rosemary Street.

Stormwater management requirements will be met by reducing the amount of impervious cover on the site and/or with the implementation of a green roof system.

## Statement of Compliance with Town Design Guidelines

The project will be built in compliance with the Town's Design Guidelines.

The building's architecture will be carefully designed to provide a strong and meaningful presence on E. Rosemary St. and to provide a thoughtful transition between the historic district to the North and East and the vibrant redevelopment on the remainder of the 100 block of E. Rosemary St. to the West and South. As noted above, parking will be provided in an efficient, compact footprint beneath the building.

The streetscape improvements that were made by the Town along the site's E. Rosemary St. frontage will be maintained and enhanced as part of the project's efforts to provide a vibrant, activated street frontage adjacent to the proposed ground-level retail.

Stormwater management facilities, water, sewer, and other utilities will be provided in accordance with the applicable guidelines, standards, and regulations.

## Statement of Compliance with the Comprehensive Plan

Below is a brief outline expressing several ways in which 157 E Rosemary Street will conform to the ideas and themes driving the Comprehensive Plan:

### A Place for Everyone

The project will provide high quality housing and will meet or exceed the requirements of the Town's Inclusionary Zoning Ordinance.

### Community Prosperity and Engagement

The project will help support the financial health of the community by providing unique and high-quality housing for year-round residents who will support downtown businesses. The project will also include ground-level retail and an activated street frontage to help enhance the vibrancy of the E. Rosemary Street corridor.

### Facilitate Getting Around

The future residents of this building will have very convenient access to the downtown bicycle and pedestrian network, including an extensive network of sidewalks, Post Office Alley, Varsity Alley, shared bike lanes along E. Rosemary Street, transit facilities on Columbia and Franklin Streets, and the future BRT station just around the corner at Franklin and N. Columbia Streets.

### Good Places, New Spaces

This project will redevelop a dated and under-utilized site with a high density, mixed-use building that will provide an iconic bookend to the transformational redevelopment that is currently happening on the 100 Block of East Rosemary Street. The iconic building design, ground-level retail, activated street frontage and well-designed residential spaces and amenities will

## Consistency with Future Land Use Map (FLUM)

The site lies within Sub-Area E of the Downtown Focus Area of the Town of Chapel Hill Future Land Use Map, an excerpt of which is shown below. The approximate site boundaries are highlighted in yellow. The FLUM identifies the multi-family residential and ground floor retail proposed as part of this project as primary uses in this subarea.

