



216 East Rosemary Street – Concept Plan

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Town Council Meeting Date: April 23, 2025

Project Overview

- Krittenbrink Architecture asks for feedback on a Concept Plan for an addition to the Pi Kappa Phi Fraternity House that will expand living accommodations, create a multipurpose area, and bring the building into full ADA compliance.
- The site is a 0.33 acre parcel on East Rosemary Street.
- The project proposes 4,639 sq. ft. increase of floor area.
- The project decreases on-site parking spaces from 13 to 3. The applicant is pursuing several options for off-site parking agreements.

Summary of Comprehensive Plan Considerations

Below is a preliminary evaluation of the Concept Plan site using the holistic lens of the Complete Community Strategy .	
Chapel Hill will direct growth to greenways, transit corridors, large infill sites with existing infrastructure, and smaller infill sites.	
<ul style="list-style-type: none"> • The site is located just outside the Downtown Focus Area and in the Franklin-Rosemary Historic District. 	
Goal 1: Plan for the Future Strategically	Associated Comp. Plan Elements: <ul style="list-style-type: none"> • Future Land Use Map • Shaping Our Future
<ul style="list-style-type: none"> • The Future Land Use Map shows this site outside of the Focus Areas. • The land use designation for the site is High Residential and Traditional University Supportive Uses. 	
Goal 2: Expand and Deliver New Greenways for Everyday Life	Associated Comp. Plan Elements: <ul style="list-style-type: none"> • Mobility & Connectivity Plan • Connected Roads Plan
<ul style="list-style-type: none"> • The site is served by several bus routes and is within ¼ mile of the proposed North-South Bus Rapid Transit. • There are existing sidewalks lanes along the site’s frontage. 	
Goal 3: Be Green and Provide Housing	Associated Comp. Plan Elements: <ul style="list-style-type: none"> • Climate Action & Response Plan
<ul style="list-style-type: none"> • Development at this location could contribute to dense, walkable development patterns as called for in the Climate Action and Response Plan. 	
Goal 4: Plan for Excellence in the Public Realm and Placemaking	
<ul style="list-style-type: none"> • The change to site layout would be a building addition in place of existing parking. The formal development application that follows this Concept Plan will be reviewed by the Town’s Urban Designer. 	

Project Location

