



**CONCEPT PLAN REVIEW: 150 EAST ROSEMARY STREET (Project #20-086)**

**SUMMARY REPORT**

TOWN OF CHAPEL HILL PLANNING AND DEVELOPMENT SERVICES  
 Colleen Willger, Director  
 Judy Johnson, Assistant Director  
 Corey Liles, Principal Planner

<b>PROPERTY ADDRESS</b> 150 East Rosemary Street	<b>MEETING DATE</b> January 13, 2021	<b>APPLICANT</b> Dillon Smith, Ballentine Associates, on behalf of Grubb Management, LLC
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**STAFF RECOMMENDATION**  
 That the Council adopt the attached resolution transmitting comments to the applicant for future development of 150 East Rosemary Street.

**PROCESS**

- The Council has the opportunity tonight to hear this applicant’s presentation, receive a set of comments from the Community Design Commission and Historic District Commission, hear public comments, and offer suggestions to the applicant.
- Because this review is a Concept Plan submittal, statements by individual Council members this evening are not representing 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 January 4, 2021.
- The Historic District Commission conducted a courtesy review of the concept plan for this site on December 8, 2020.

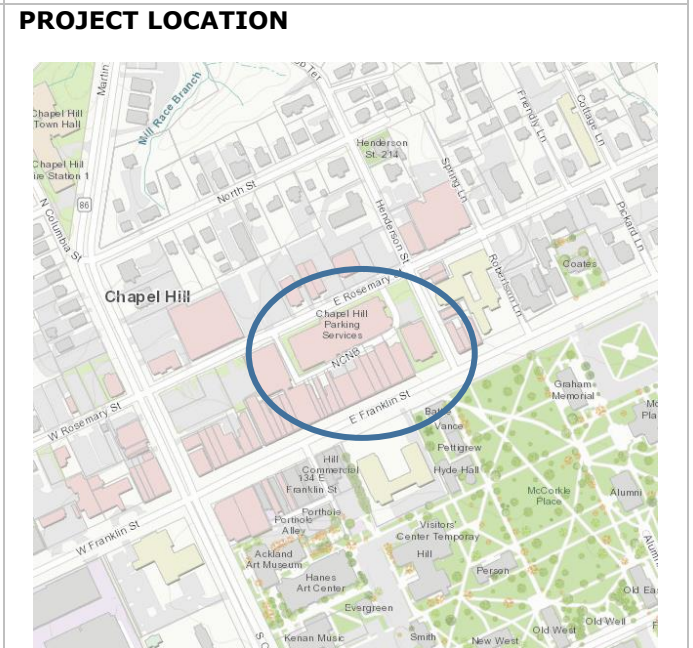
**DECISION POINTS**

- A Special Use Permit (SUP) or Conditional Zoning application will typically be required with the submission of a formal application. Alternatively, the applicant could request a Development Agreement.
- The applicant has been advised to discuss their preferred process with Council tonight.

**PROJECT OVERVIEW**

The project includes demolition of the existing 309-space Wallace parking deck and construction of approximately 250,000 sq. ft. of office/lab space. The building is proposed to be six to eight stories tall with up to two levels of parking structure at or below street grade. A community green space is proposed at the southwest corner of East Rosemary and Henderson Streets.

The property is zoned Town Center-2 (TC-2) and is approximately 1.5 acres. The existing parking garage was built over 25 years ago. A property exchange between the property owner and the Town of Chapel Hill is underway.




<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. Advisory Board Summary Comments</li> <li>5. Applicant Materials</li> </ol>
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# CONCEPT PLAN REPORT



## 150 East Rosemary Street Redevelopment

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

<b>PROPERTY ADDRESS</b> 150 East Rosemary Street	<b>CURRENT ZONING DISTRICT</b> Town Center 2 (TC-2)								
<b>EXISTING LAND USE</b> Parking Deck	<b>PROPOSED LAND USE</b> Business, Office-Type / Research Activities								
<b>SURROUNDING PROPERTIES – EXISTING LAND USES</b> Mix of Commercial, Office, and Institutional uses surrounding all sides of property									
<b>FUTURE LAND USE MAP (FLUM) FOCUS AREA</b> Downtown	<b>FLUM SUB-AREA</b> Sub-Area E								
<b>OTHER APPLICABLE ADOPTED PLANS</b> <table border="0" style="width: 100%;"> <tr> <td><input checked="" type="checkbox"/> Mobility and Connectivity Plan</td> <td><input checked="" type="checkbox"/> Cultural Arts Plan</td> </tr> <tr> <td><input checked="" type="checkbox"/> Parks Comprehensive Plan</td> <td><input checked="" type="checkbox"/> Stormwater Management Master Plan</td> </tr> <tr> <td><input checked="" type="checkbox"/> Greenways Master Plan</td> <td><input type="checkbox"/> West Rosemary Street Development Guide</td> </tr> <tr> <td><input checked="" type="checkbox"/> Chapel Hill Bike Plan</td> <td><input type="checkbox"/> Central West Small Area Plan</td> </tr> </table>		<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
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<b>SUMMARY OF PLAN CONSIDERATIONS AFFECTING 150 EAST ROSEMARY REDEVELOPMENT SITE</b> See map excerpts demonstrating the Plan Considerations listed below. The 150 E. Rosemary Street Redevelopment location is marked with the  symbol.									
<p><b><u>Future Land Use Map (FLUM)</u></b></p> <p>The Future Land Use Map was adopted on December 9, 2020. It supersedes the 2020 Land Use Plan.</p> <ul style="list-style-type: none"> <li>Commercial/Office is listed as one of the <i>Primary (predominate) Uses</i> for Sub-Area E of Downtown. Other <i>Primary Uses</i> include Multifamily Residential, Mixed Use projects (Multifamily, Shops &amp; Offices), and Parks and Green/Gathering Spaces. Institutional/Civil facilities are listed as a <i>Secondary Use</i> (allowed, but not predominate).</li> <li>Appropriate Height in Sub-Area E is <i>Up to 4 stories</i> at the front setback with an <i>8 story Core Height</i> allowed along the south side of East Rosemary Street.</li> <li>The site's frontage on East Rosemary Street is defined as an <i>Activated Street Frontage</i>. This definition means that buildings and civic space should engage with the street, with no off-street parking located in between.</li> </ul> <p><b><u>Mobility and Connectivity Plan</u></b></p> <ul style="list-style-type: none"> <li>The site is located along East Rosemary Street between North Columbia Street and Henderson Street. These roads have existing sidewalks.</li> <li>The Mobility Plan proposes bike lanes along this section of East Rosemary Street.</li> <li>A future <i>Bus Rapid Transit (BRT)</i> station is located within ¼ mile of the site. The applicant should <b>coordinate with Chapel Hill Transit</b> for the latest information on BRT design, station locations and any potential connections.</li> </ul> <p><b><u>Parks Comprehensive Plan</u></b></p> <ul style="list-style-type: none"> <li>The site falls in the Community Park Service Radius of the Community Center Park.</li> <li>No additional Neighborhood Parks or Community Parks are proposed in this area.</li> </ul>									

### **Greenways Master Plan**

- There are no proposed greenway facilities impacting this site.

### **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 design of facilities such as the proposed bike lanes.

### **Cultural Arts Plan**

- The Cultural Arts Plan identifies locations that are opportunities for integrating public art. The site location is identified as a *Node of Intersecting Plans*. Nearby are other identified public art opportunities as well as existing public art.
- The applicant should **coordinate with Chapel Hill Community Arts & Culture** for more information on appropriate landscape and artistic treatments in this location.

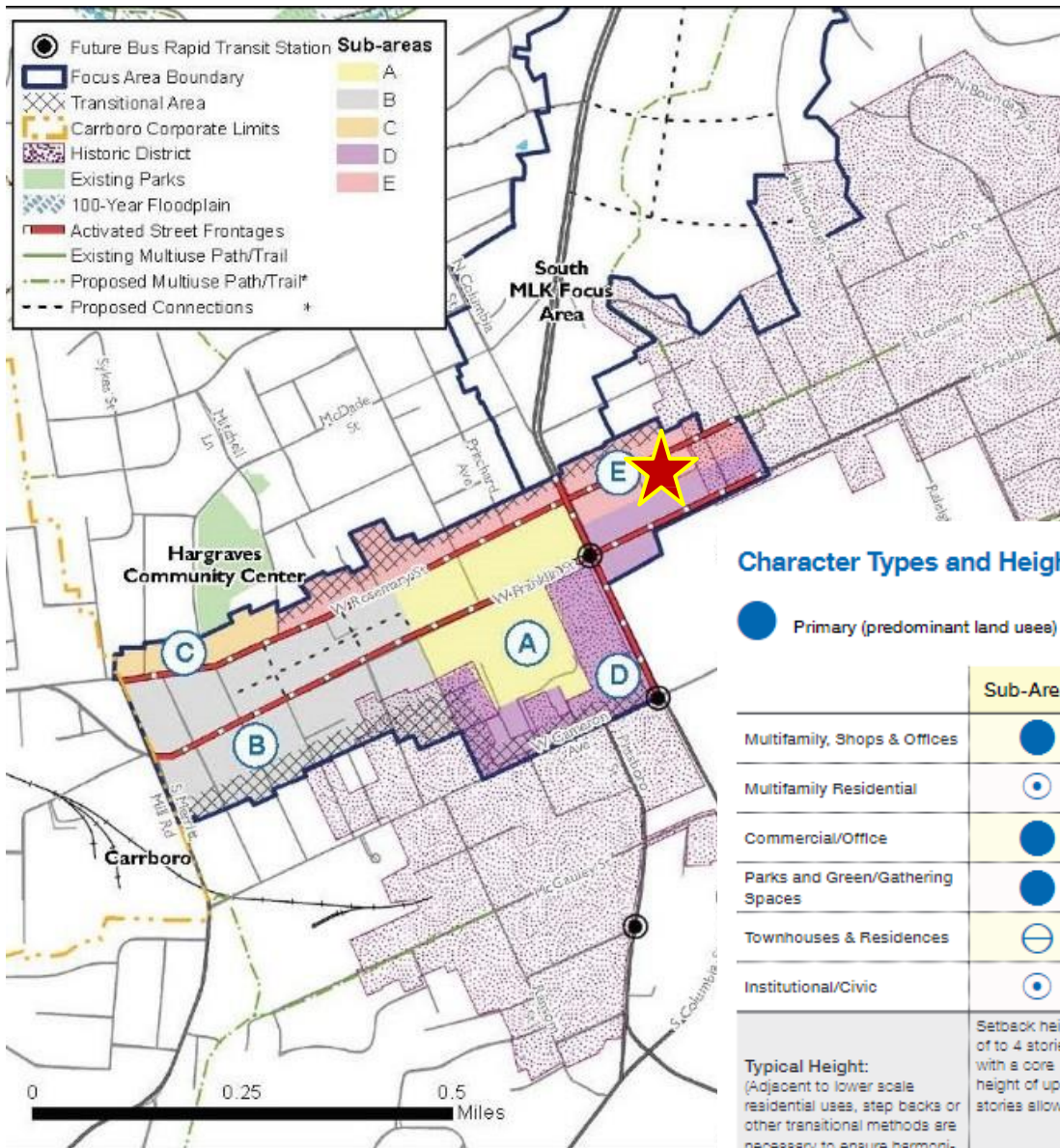
### **Stormwater Management Master Plan**

- 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

## 150 East Rosemary Redevelopment

### Future Land Use Map Focus Area (Excerpt)



### Character Types and Height in 2050: Downtown

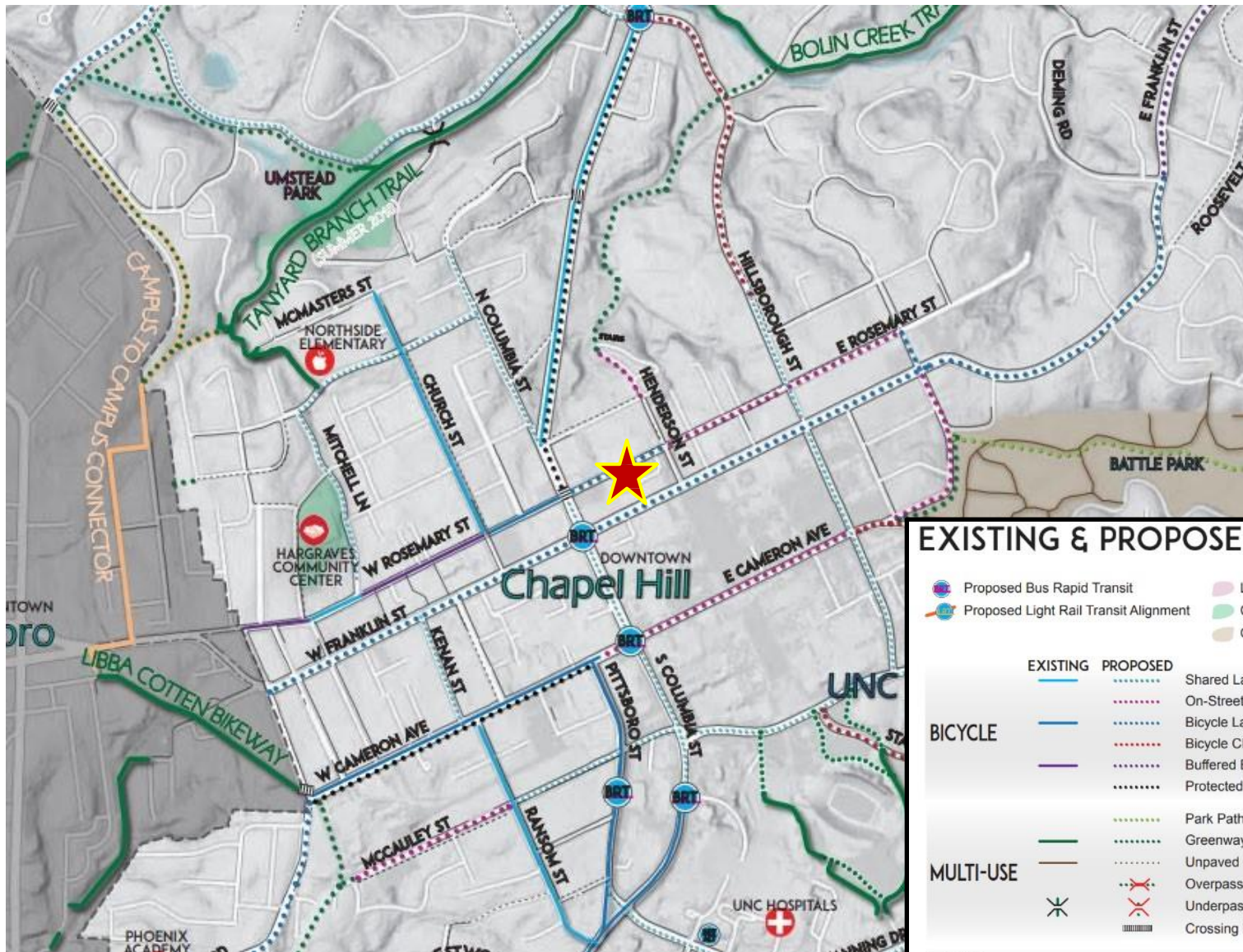
● Primary (predominant land uses) 
 ○ Secondary (appropriate, but not predominant) 
 ⊖ Discouraged

	Sub-Area A	Sub-Area B	Sub-Area C	Sub-Area D	Sub-Area E
Multifamily, Shops & Offices	●	●	●	●	●
Multifamily Residential	○	○	●	○	●
Commercial/Office	●	●	○	●	●
Parks and Green/Gathering Spaces	●	●	●	●	●
Townhouses & Residences	⊖	⊖	⊖	○	⊖
Institutional/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	No more than 4 stories	Core height of up to 6 stories, with a setback height of 3 stories. No more than 4 stories allowed in the transitional area	Up to 4 stories at the front setback. Core height of 8 stories allowed on the south side of E Rosemary and 6 stories on the north side of E Rosemary and along West Rosemary. No more than approximately 4 stories allowed in the transitional area.

# CONCEPT PLAN REPORT

## 150 East Rosemary Redevelopment

### Mobility Plan (Excerpt)



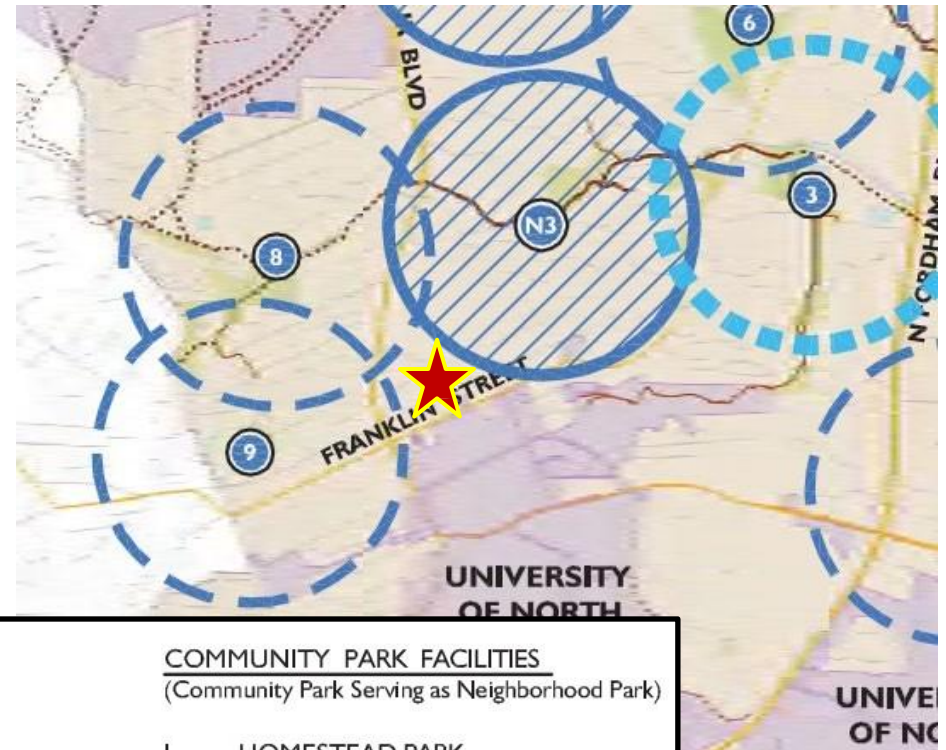
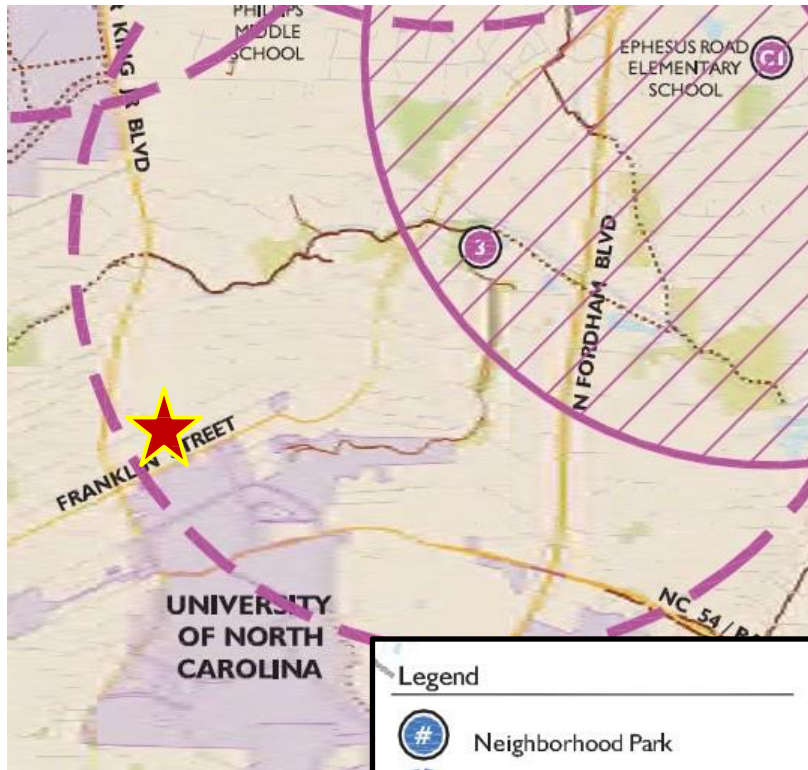
### EXISTING & PROPOSED NETWORK

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

# CONCEPT PLAN REPORT

## 150 East Rosemary Redevelopment

### Parks Comprehensive Plan (Excerpts –Community and Neighborhood Parks)

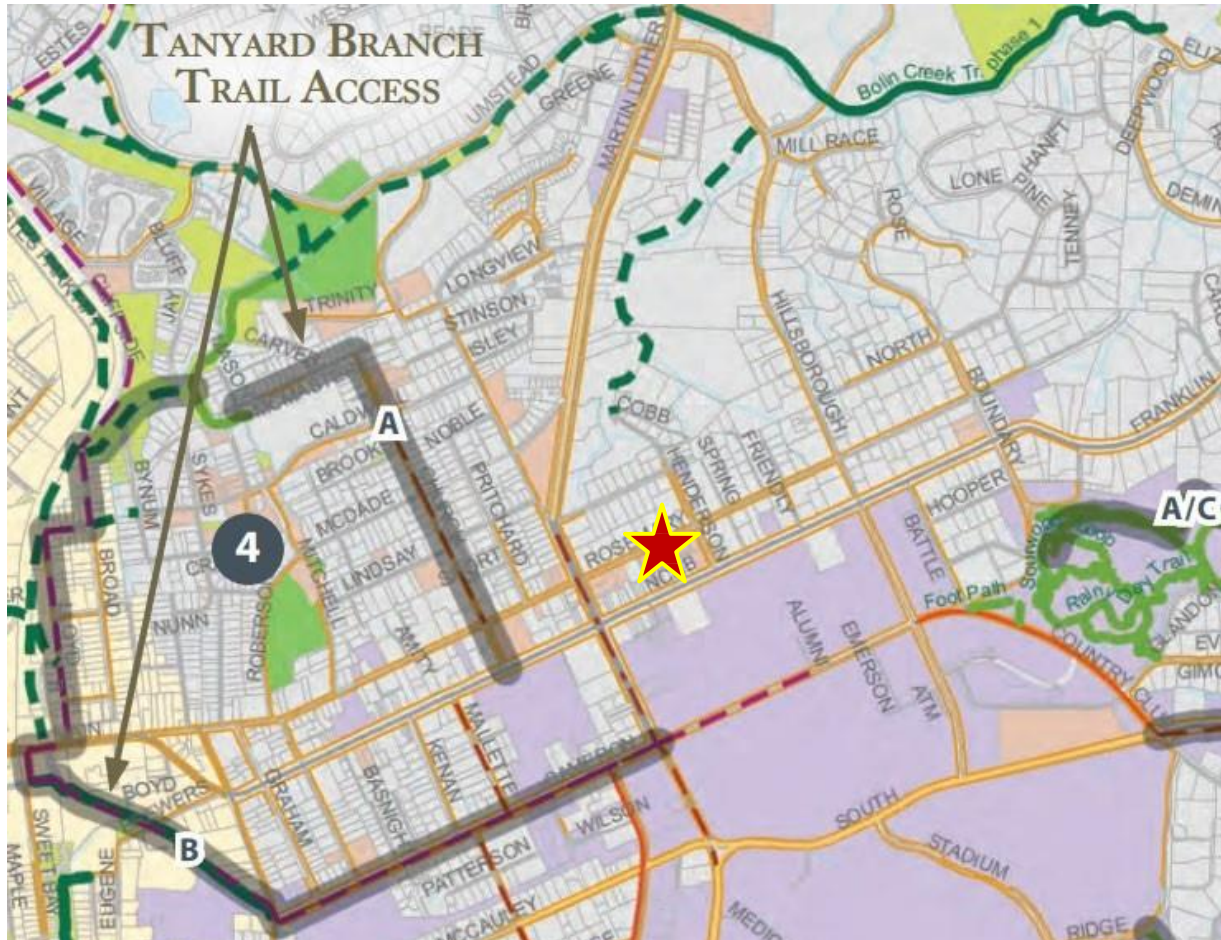


Legend		COMMUNITY PARK FACILITIES (Community Park Serving as Neighborhood Park)	
	Neighborhood Park	1	HOMESTEAD PARK
	Service Radius 1/2 Mile	2	CEDAR FALLS PARK
	Community Park Serving as Neighborhood Park	3	COMMUNITY CENTER PARK
	Proposed Neighborhood Park 1/2 Mile radius	4	SOUTHERN COMMUNITY PARK
	Community Park	<u>NEIGHBORHOOD PARK FACILITIES</u>	
	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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## 150 East Rosemary Redevelopment

### Greenways Master Plan (Excerpt)



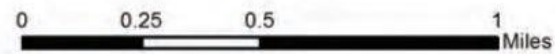
#### Greenways

- Paved
- Unpaved
- - - Proposed Paved
- - - Proposed Unpaved
- - - - - Planned

#### Bike Facilities

- Bike Lane
- Wide Shoulder/Outside Lane
- Proposed Facility
- Proposed C to C Connector
- Connector
- Sidewalk
- Stream

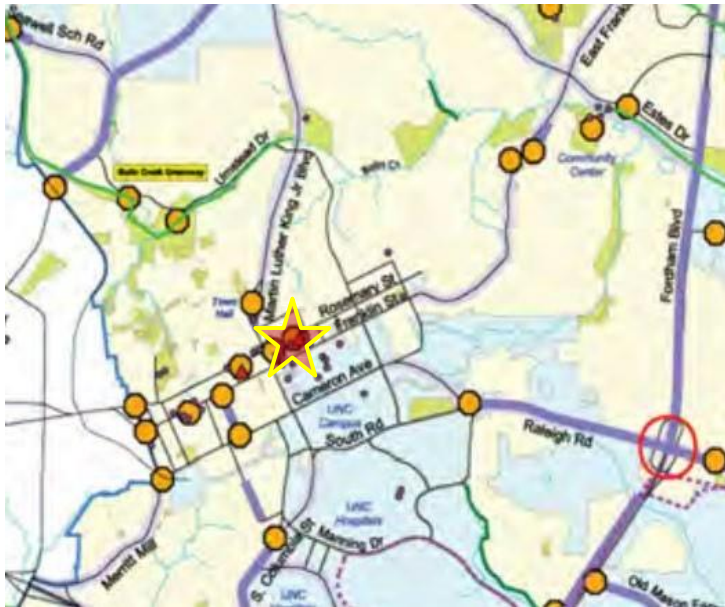
- Town Property
- Park
- Open Space
- Parcel
- UNC Property
- School
- Town Limits
- Carrboro Limits



# CONCEPT PLAN REPORT

## 150 East Rosemary Redevelopment

### Cultural Arts Plan (Excerpt)



### Stormwater Management Master Plan (Excerpt)

