



Concept Plans are intended to be an opportunity for the Town Council and some Boards and Commissions, and the community to review and consider major development proposals and their potential benefits and impacts. Applicants propose a Concept Plan with the expectation of receiving feedback on their development idea.

The following are questions that the Council may ask of an applicant during the discussion of a Concept Plan. The attached application addresses the topics below. Please contact our staff if you have any questions or if we can provide additional information (planning@townofchapelhill.org)

1. Would this project demonstrate compliance with the Comprehensive Plan?
 - a. Compliance with:
 - Small Area Plan
 - Overlay Zone / NCD
 - Study Area:
 - Land Use Plan
2. Would the proposed project comply with the Land Use map?
3. Would the proposed project require a rezoning?
4. What is the proposed zoning district?
5. Would the proposed project require modifications to the existing regulations?
6. If there is a residential component to the project, does the applicant propose to address affordable housing?
 - Has the applicant presented its Concept Plan to the Housing Advisory Board (this is a voluntary step in the process)?
 - Has the applicant met with appropriate Town staff to discuss affordable housing policy, expectations and options?
 - Is the project for ownership or rental?
7. Are there existing conditions that impact the site design (i.e. environmental features such as RCD, slopes, erosion and sedimentation, retention of trees and tree stands, stormwater drainage patterns, significant views into and out of the site)
8. Has the applicant addressed traffic impacts? Traffic and circulation issues?
9. How is the application compatible with the surrounding neighborhood and/or district?
10. Has the applicant discussed the project with adjacent neighbors?



CONCEPT PLAN APPLICATION

Parcel Identifier Number (PIN): 9788-37-2791 Date: 27 Apr 21

Section A: Project Information

Project Name: 101 E. Rosemary Street

Property Address: 101 E. Rosemary Street Zip Code: 27514

Use Groups (A, B, and/or C): A Existing Zoning District: TC - 2

Project Description: Demolition of existing 2 story brick building along with adjacent parking lots. Construction of new ±74,000 SF residential apartment building, 7 stories tall. Community green space at E. Rosemary St and Henderson St.

Section B: Applicant, Owner and/or Contract Purchaser Information

Applicant Information (to whom correspondence will be mailed)


Name: George J. Retschle - Ballentine Associates PA

Address: 221 Providence Road

City: Chapel Hill State: NC Zip Code: 27514

Phone: 919-929-0481 Email: georger@bapa.eng.pro

The undersigned applicant hereby certifies that, to the best of his knowledge and belief, all information supplied with this application is true and accurate.

Signature:  Date: 27 Apr 21

Owner/Contract Purchaser Information:

Owner Contract Purchaser

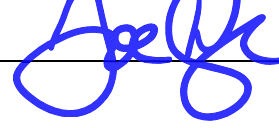
Name: Grubb Properties, LLC

Address: 117 Edinburgh South Drive Suite 110

City: Cary State: NC Zip Code: 27511

Phone: (919) 388-5774 Email: jdye@grubbproperties.com

The undersigned applicant hereby certifies that, to the best of his knowledge and belief, all information supplied with this application is true and accurate.

Signature:  Date: 27 Apr 21



Concept Plan Project Fact Sheet

Site Description	
Project Name	101 E Rosemary Redevelopment
Address	101 E Rosemary St
Property Description	Demolition of existing 2 story brick building along with adjacent parking lots. Construction of new ±140 unit residential apartment building, 7 stories tall.
Existing Land Use	Bank
Proposed Land Use	Residential apartments
Orange County Parcel Identifier Numbers	9788-37-2791
Existing Zoning	TC-2
Proposed Zoning	TC-3
Application Process	Conditional Zoning
Comprehensive Plan Elements	A Place for Everyone, Community Prosperity & Engagement, Good Places, New Spaces, Town and Gown Collaboration
Overlay Districts	

Topic	Requirement	Proposal	Status
Use/Density (Sec 3.7)	use allowed/density n/a	proposed as principal use	
Dimensional Standards (Sec. 3.8)	Lot size & density n/a, frontage 12', lot width 15', bldg ht setback 44', bldg ht core 120', setbacks 0, imperv n/a, FAR 4.00	frontage 139', lot width 139', bldg ht setback 0', bldg ht core 80', FAR 2.66	M bldg ht, setback
Floor area (Sec. 3.8)	FAR 4.00 max	2.49	
Modifications to Regulations (Sec. 4.5.6)	n/a	n/a	n/a
Adequate Public Schools (Sec. 5.16)	n/a	Will comply with regulations	
Inclusionary Zoning (Sec. 3.10)	n/a	Will comply with regulations	
Landscape			
Buffer – North (Sec. 5.6.2)	n/a	n/a	n/a
Buffer – East (Sec. 5.6.2)	n/a	n/a	n/a
Buffer – South (Sec. 5.6.2)	n/a	n/a	n/a
Buffer - West (Sec. 5.6.2)	n/a	n/a	n/a



Tree Canopy (Sec. 5.7)	n/a	n/a	n/a
Landscape Standards (Sec. 5.9.6)	n/a	Will comply with regulations	✓
Environment			
Resource Conservation District (Sec. 3.6)	n/a	n/a	n/a
Erosion Control (Sec. 5.3.1)	Will comply with regulations	Will comply with regulations	✓
Steep Slopes (Sec. 5.3.2)	n/a	n/a	n/a
Stormwater Management (Sec. 5.4)	Will comply with regulations	Will comply with regulations	✓
Land Disturbance	no limit	±30,000 sf (on and off-site)	✓
Impervious Surface (Sec. 3.8)	no limit	Will comply	✓
Solid Waste & Recycling	recycle demo materials	will recycle what can be recycled	✓
Jordan Riparian Buffer (Sec. 5.18)	n/a	n/a	n/a
Access and Circulation			
Road Improvements (Sec. 5.8)	n/a	n/a	n/a
Vehicular Access (Sec. 5.8)	Access to public street	adequate access	✓
Bicycle Improvements (Sec. 5.8)	n/a	Will comply with regulations	✓
Pedestrian Improvements (Sec. 5.8)	provide safe pedestrian access	safe pedestrian access will be provided	✓
Traffic Impact Analysis (Sec. 5.9)	pay Town's TIA fee	fee will be paid	✓
Vehicular Parking (Sec. 5.9)	Will comply with regulations	Will comply with regulations	✓
Transit (Sec. 5.8)	n/a	n/a	n/a
Bicycle Parking (Sec. 5.9)	Will comply with regulations	Will comply with regulations	✓
Parking Lot Standards (Sec. 5.9)	n/a	n/a	n/a
Technical			



Fire	dry standpipe, aerial apparatus access to one full side of structure	Will comply with regulations	
Site Improvements	n/a	n/a	n/a
Schools Adequate Public Facilities (Sec. 5.16)	provide CAPS cert	Will comply with regulations	
Recreation Area (Sec. 5.5)	n/a	n/a	n/a
Lighting Plan (Sec. 5.11)	shielded fixtures, limited off-site spill	Will comply with regulations	
Homeowners Association (Sec. 4.6)	n/a	n/a	n/a

Symbol	Meaning	Symbol	Meaning
	Meets Standard	M	Modification necessary
NA	Not Applicable	UNK	Not known at this time



Checklist

The following must accompany your application. Failure to do so will result in your application being considered incomplete. For assistance with this application, please contact the Chapel Hill Planning and Sustainability at (919)968-2728 or at planning@townofchapelhill.org.

X	Application fee (refer to fee schedule)	Amount Paid \$ <input type="text" value="380.00"/>
X	Pre-application meeting – with appropriate staff (pending)	
X	Digital Files - provide digital files of all plans and documents	
X	Concept Project Fact Sheet	
X	Statement of Compliance with Design Guidelines (1 copies)	
X	Statement of Compliance with Comprehensive Plan (1 copies)	
n/a	Affordable Housing Proposal, if applicable (Rezoning Policy or Inclusionary Ordinance)	
X	Mailing list of owners of property within 1,000 feet perimeter of subject property (see GIS notification tool)	
X	Mailing fee for above mailing list	Amount Paid \$ <input type="text" value="431.00"/>
X	Developer’s Program – brief written statement explaining how the existing conditions impact the site design. Including but not limited to:	
	<ul style="list-style-type: none"> • Natural features of site • Access, circulation, and mitigation of traffic impacts • Arrangement and orientation of buildings • Natural vegetation and landscaping • Impact on neighboring properties • Erosion, sedimentation, and stormwater 	
n/a	Resource Conservation District, Floodplain, & Jordan Buffers Determination - necessary for all submittals	
X	Reduced Site Plan Set (reduced to 8.5"x11")	

Plan Sets (1 copies to be submitted no larger than 24"x36")

Plans should be legible and clearly drawn. All plan sets sheets should include the following:

- Project Name
- Legend
- Labels
- North Arrow (North oriented toward top of page)
- Property Boundaries with bearing and distances
- Scale (Engineering), denoted graphically and numerically
- Setbacks and buffers
- Streams, RCD Boundary, Jordan Riparian Buffer Boundary, Floodplain, and Wetlands Boundary, where applicable



Area Map

- a) Project name, applicant, contact information, location, PIN, & legend
- b) Dedicated open space, parks, greenways
- c) Overlay Districts, if applicable
- d) Property lines, zoning district boundaries, land uses, project names of site and surrounding properties, significant buildings, corporate limit lines
- e) Existing roads (public & private), rights-of-way, sidewalks, driveways, vehicular parking areas, bicycle parking, handicapped parking, street names.
- f) 1,000' notification boundary

Existing Conditions Plan

- a) Slopes, soils, environmental constraints, existing vegetation, and any existing land features
- b) Location of all existing structures and uses
- c) Existing property line and right-of-way lines
- d) Existing utilities & easements including location & sizes of water, sewer, electrical, & drainage lines
- e) Nearest fire hydrants
- f) Nearest bus shelters and transit facilities
- g) Existing topography at minimum 2-foot intervals and finished grade
- h) Natural drainage features & water bodies, floodways, floodplain, RCD, Jordan Buffers & Watershed boundaries

Proposed Site Plan

- a) Existing building locations
- b) General location of proposed structures
- c) Parking areas
- d) Open spaces and landscaped areas
- e) Access points and circulation patterns for all modes of transportation
- f) Approximate locations of trails, pedestrian and bicycle connections, transit amenities, and parking areas
- g) Approximate location of major site elements including buildings, open areas, natural features including stream buffers, wetlands, tree stands, and steep slopes
- h) Proposed land uses and approximate location

Concept Plan Application

For:

Link Apartments® Rosemary

101 E. Rosemary Street
Chapel Hill, NC

PIN # 9788372791

Applicant:

Grubb Properties
4601 Park Road, Suite 450
Charlotte, NC 28209

Planner/Civil Engineer:



221 Providence Road
Chapel Hill, NC 27514
(919) 929-0481

Developer’s Program

Grubb Properties proposes to construct an apartment building under the company’s Link Apartment® brand with approximately 140 units. The apartment building will be constructed on the site of the existing PNC Building located at 101 E. Rosemary Street. The 0.64-acre site is located in downtown Chapel Hill adjacent to the Town’s planned municipal parking deck project at 125 E. Rosemary Street. Commercial buildings are located directly north of the site.

The apartment building will be designed to accommodate the existing grade from Rosemary Street to North Street with a building height of 7 stories.

The property’s current zoning designation Town Center 2 allows for several uses including multifamily. TC-2 zoning limits building height to 4 stories, which accommodates only 75 multifamily units. To achieve a higher density, Conditional Zoning for Town Center 3 zoning will be required. At 7 stories, the building can support 140 multifamily units.

In order to activate the street frontage on E. Rosemary, the plan includes a ground-floor Leasing Center and Cycle Center, with a Lounge & Fitness Center on the Courtyard. The plan includes no onsite parking. The property’s parking would be served by Town’s municipal parking deck project at 125 E. Rosemary Street.

Stormwater management for the project will be handled through a combination of reducing impervious cover from existing conditions and the use of permeable pavements and/or underground stormwater facilities.

Statement of Compliance with Town Design Guidelines

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

The apartment building will be architecturally integrated with E. Rosemary Street with the leasing office and cycle center activating the street front. The project does not include onsite parking therefore lessening the environmental impact while allowing for higher density.

Landscape buffers will be designed using the Town’s design manual and will include year-round landscape plant material, site furnishings, and special lighting.

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

This project will meet several goals themes and goals of the Comprehensive Plan as outlined below:

Theme 1: A Place for Everyone

- Grubb Properties seeks to provide a modern design with a balance between simplicity and sophistication. Grubb Properties approaches Link Apartments® and urban living in a manner that creates and enhances connections to the community. Our residences are designed for first-time renters and urban professionals who appreciate and enjoy close proximity to major employment centers such as hospitals and universities as well as entertainment offerings.

Theme 3: Getting Around

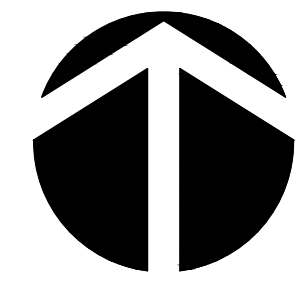
- Grubb Properties builds Link Apartments® in urban areas near employers, universities, retail, restaurants and greenways. We build active communities, emphasizing walkable design and connectivity, with easy access to alternative modes of transportation. Grubb Properties is a leader in transit-oriented design, seeking out locations near major transit hubs or greenways to limit the need for parking, and/or creating shared parking models between the residential and commercial components of developments. This allows for increased density with less environmental impact.

Theme 4: Good Places, New Spaces

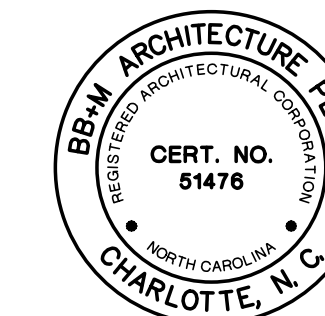
- Link Apartments® communities are also designed with an eye toward environmental stewardship. We seek to incorporate the use of sustainable materials wherever possible. Our efficient floorplans limit wasted space and allow for more compact mechanical, electrical, and plumbing systems. This decreases construction and maintenance costs and results in less wasted energy and lower utility bills. All Link Apartments® buildings are National Green Building Standard certified. We measure build energy, water, waste, and emissions within our control, and are identifying long-term reduction targets. This helps us create value for our residents by building a more affordable apartment product.

Theme 6: Town and Gown Collaboration

- Grubb Properties designs our Link Apartments® brand based on the local character of each neighborhood in which we invest. We seek to cultivate authentic, healthy relationships with and between our residents, allowing them to create their own unique sense of community in each project we build. Our long-term resident program caps rent increases for residents of 5+ years. As of January 2021, 341 residents - more than 8% of our portfolio - were participating in the program. This helps foster and promote a feeling of ownership and camaraderie for our residents.



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LOCATION / PROJECT LOCATION
PROJECT # / ####
DATE / 4.26.2021
DRAWN /

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SITE PLAN
101 E. ROSEMARY
CHAPEL HILL, NC

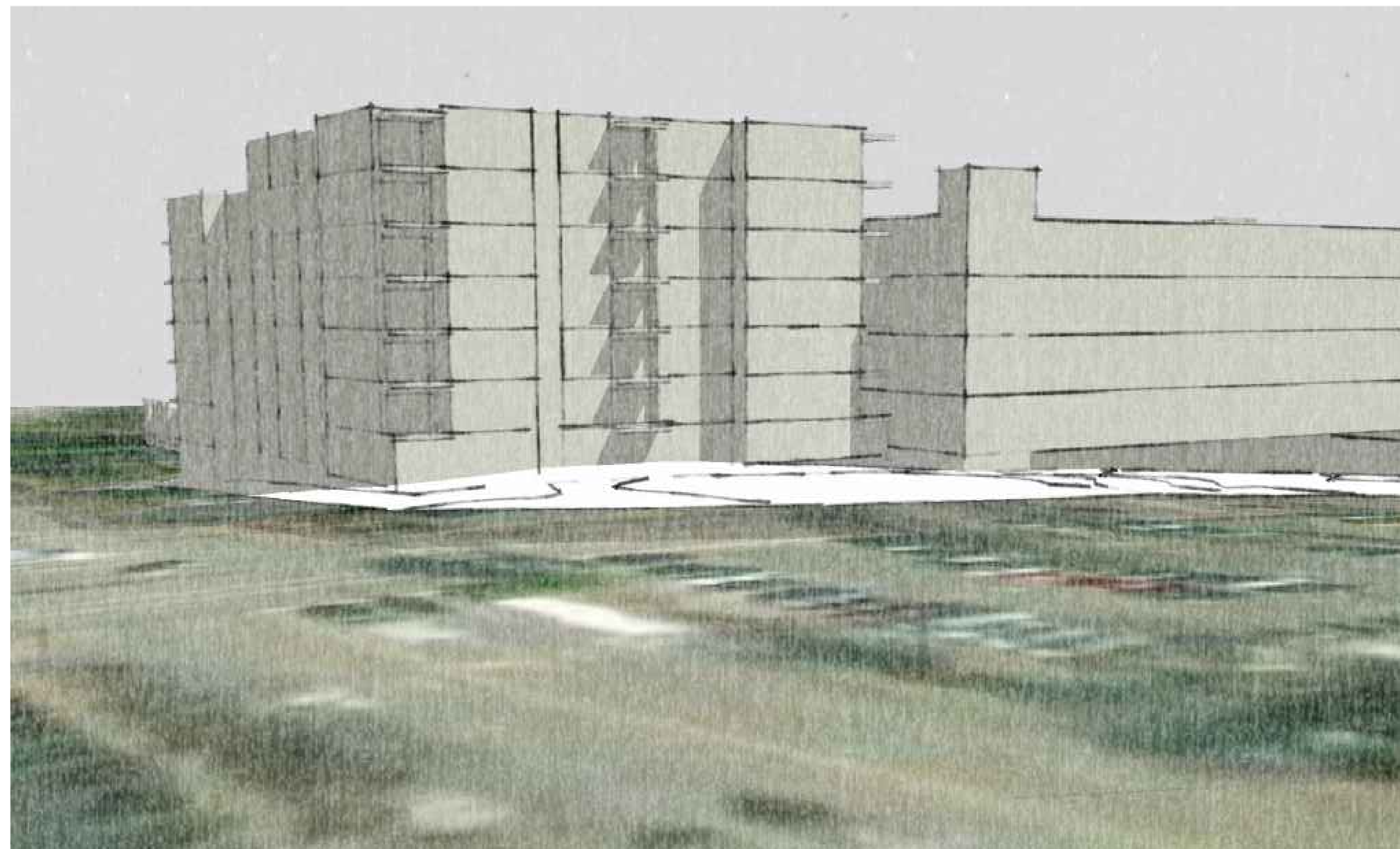
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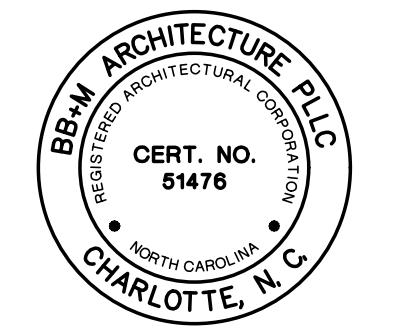
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1ST FL.
SCALE: 1/16"=1'-0"



AERIAL VIEW



FROM
COLUMBIA AND
ROSEMARY



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SITE PLAN
101 E. ROSEMARY
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