W. Rosemary St. Hotel Project

W. Rosemary St. and N. Columbia St, Chapel Hill, NC.

September 24, 2019

SMART

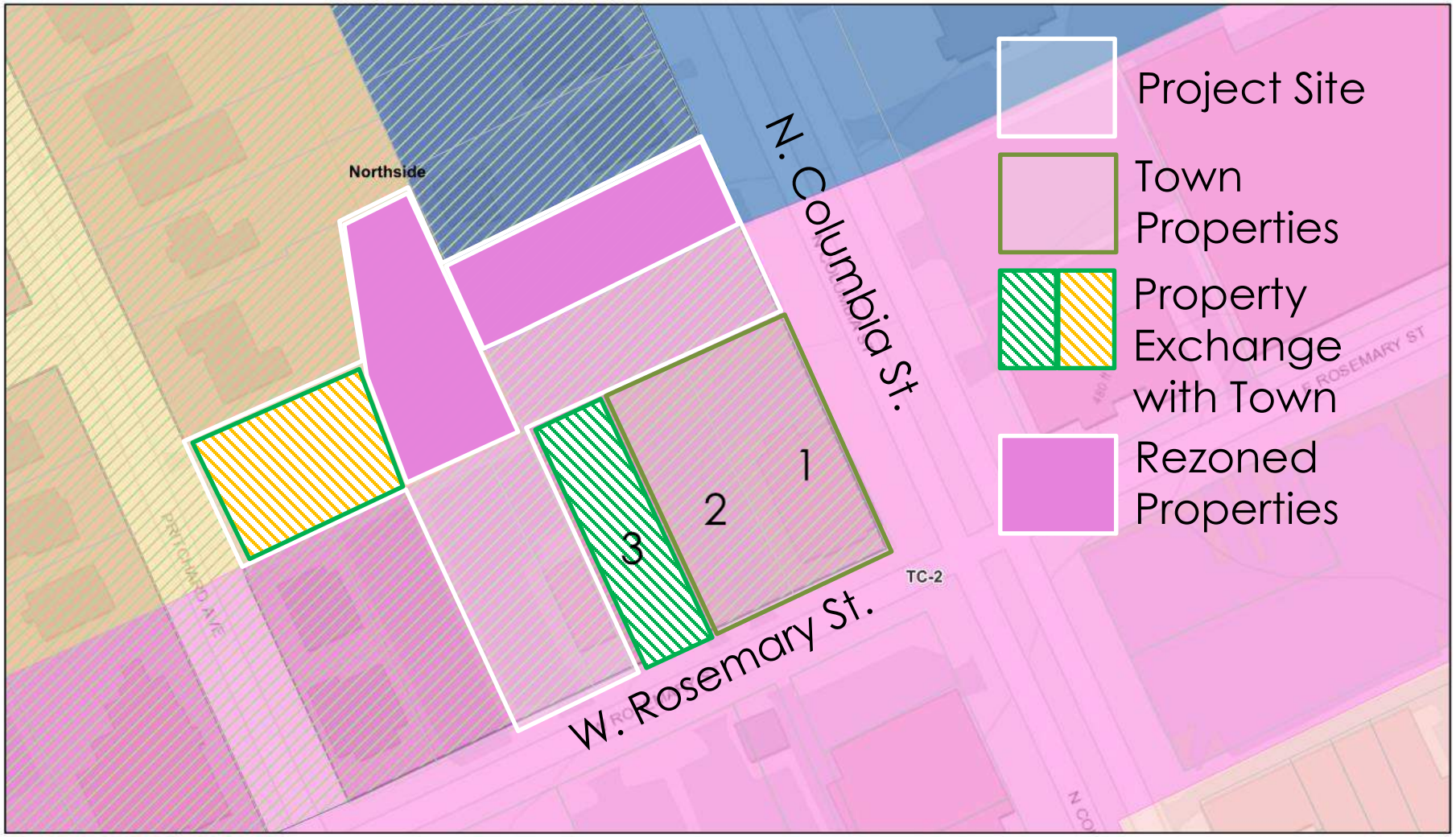
THE OLYMPIA COMPANIES

Coulter | Jewell | Thames

MHAworks

Aerial of Project Site

ArcGIS Web Map



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Neighborhoods
Chapel Hill Jurisdictional Limits
Chapel Hill Urban Service Area
Chapel Hill Corporate Limits
Orange County Parcel Data

Zoning Overlay Districts
Neighborhood Conservation

Zoning Districts
R-3 - Medium Density Residential, 7 units/acre
OI-1 - Office and Institutional 1
TC-1 - Town Center 1

1:1,128

0 0.01 0.01 0.03 mi

0 0.01 0.02 0.04 km

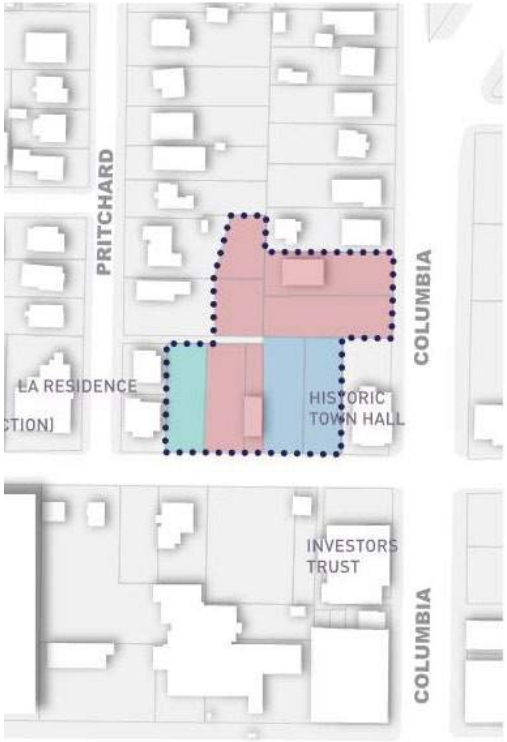
Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), (c) OpenStreetMap contributors, and the GIS User Community, North Carolina Flood Risk Information System

Web AppBuilder for ArcGIS

UNC, Town of Cary, Town of Chapel Hill, Orange County, NC, State of North Carolina DOT, Esri, HERE, Garmin, INCREMENT P, USGS, EPA, USDA | State of North Carolina | Town of Chapel Hill GIS and Analytics Division, Offie of Planning and Sustainability. | Town of Chapel Hill | North

West Rosemary Guide Notes

- Town-owned Properties
  - Designated for potential development



- Market Analysis
  - Market demand for the project site
    - Rosemary Corner Lot:
      - HOTEL; 4-8 stories

DOLTR Presentation December 7, 2018

CHAPEL HILL OPEN2.BIZ

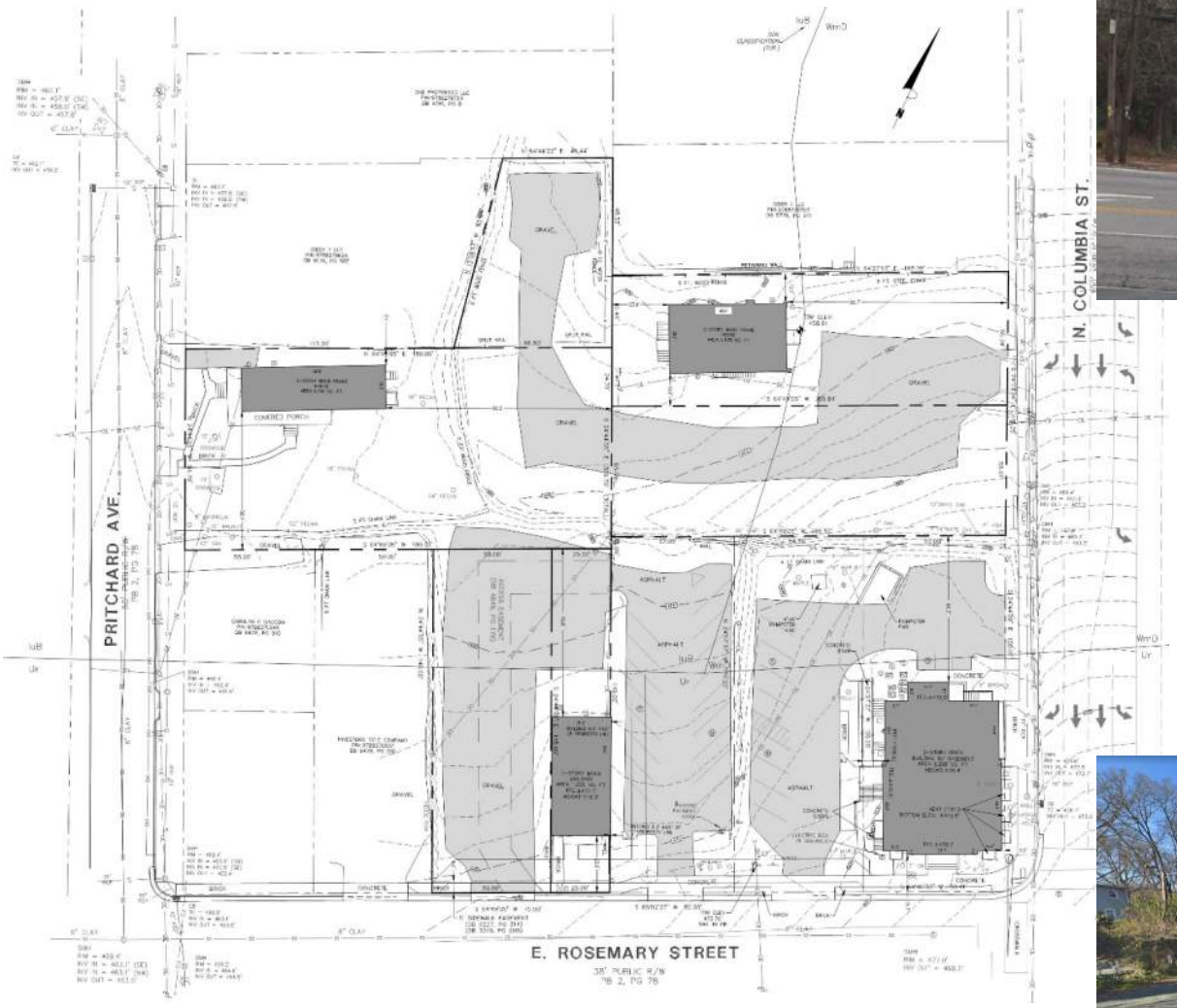
- New Hotel Development

- Amenities
  - Approximately 140 keys (Hotel Rooms)
  - Approximately 80 on site Parking Spaces
  - Lobby facing Rosemary St.
  - Rooftop terrace amenity facing Rosemary St.
  - Meeting rooms at ground level

- Site Orientation
  - Primary pedestrian & vehicle entrance off Rosemary St.
  - Secondary vehicle access off Columbia St.

- Place-Making Improvements
  - Historic Town Hall site improvements
  - New public pocket park

Existing Site Conditions



Courtesy Conversation Key Considerations – August 27, 2019

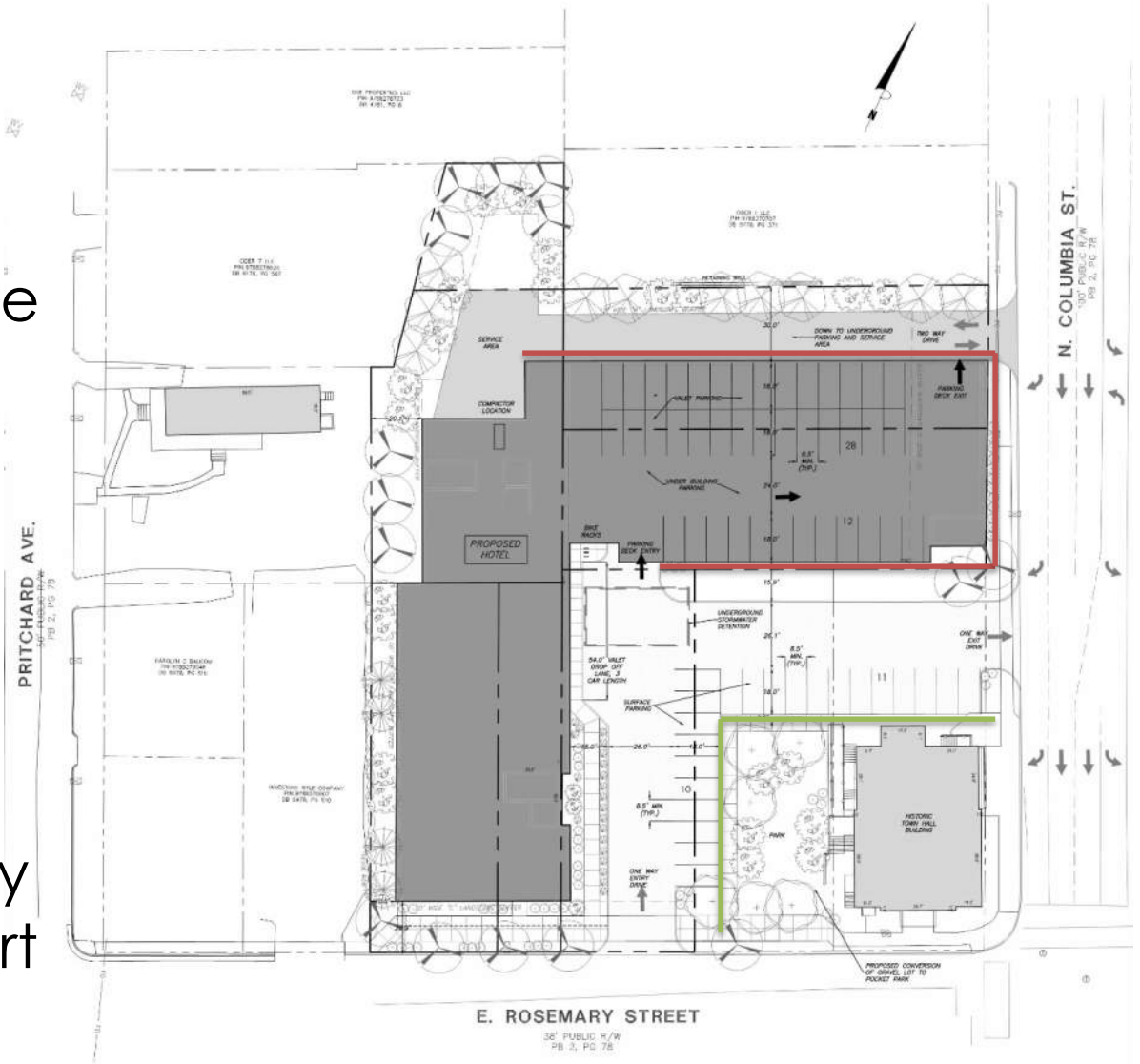
- Height
  - Differentiate Rosemary and Columbia building sections
  - Consider variable heights with tallest section at center
- Massing – Transition to neighborhood
  - Step back development at north
  - Step down height at north
  - Use landscaping for screening and transition
- Reduce at-grade and visibly dominant parking.
- Place-making improvements around Historic Town Hall.
  - Place walls at park perimeter
  - Consider bringing face of building to park perimeter

Concept Plan Project Goals

- Replace non-descript site dominated by surface parking with:
  - Public gathering spaces
  - New Hotel:
    - Rosemary St lobby, Rooftop terrace, Meeting spaces
- Add vitality to Downtown and support retail
- Place-making improvements around Historic Town Hall
- Shared parking opportunities
- Proposed property exchange with Town
  - ~8,000 SF each; "Historic Pritchard Home"

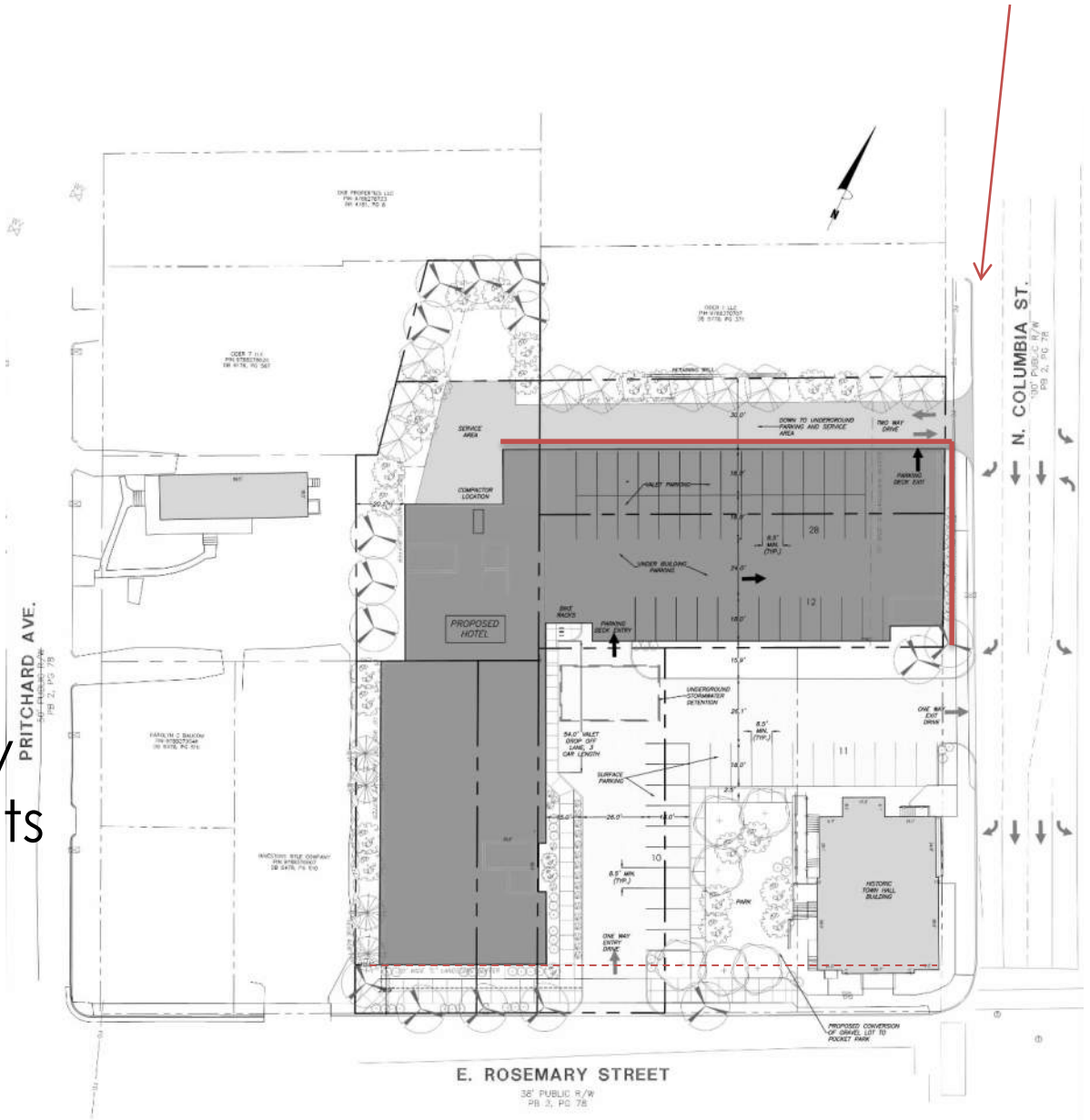
Concept Plan

- Structured parking for Hotel
- Refined vehicle passage through site
  - Valet parking
  - One way in
  - Service drive
- Separation of park from parking and traffic with wall
  - Town opportunity for History and Art



Concept Plan

- Provides a 20’ set back at Rosemary
- Landscape buffers
- At grade parking
  - Town
  - Shared
- Columbia Gateway
  - Reduce curb-cuts
  - Engage public right-of-way
  - Opportunity for public art



Courtesy Concept – August 27, 2019

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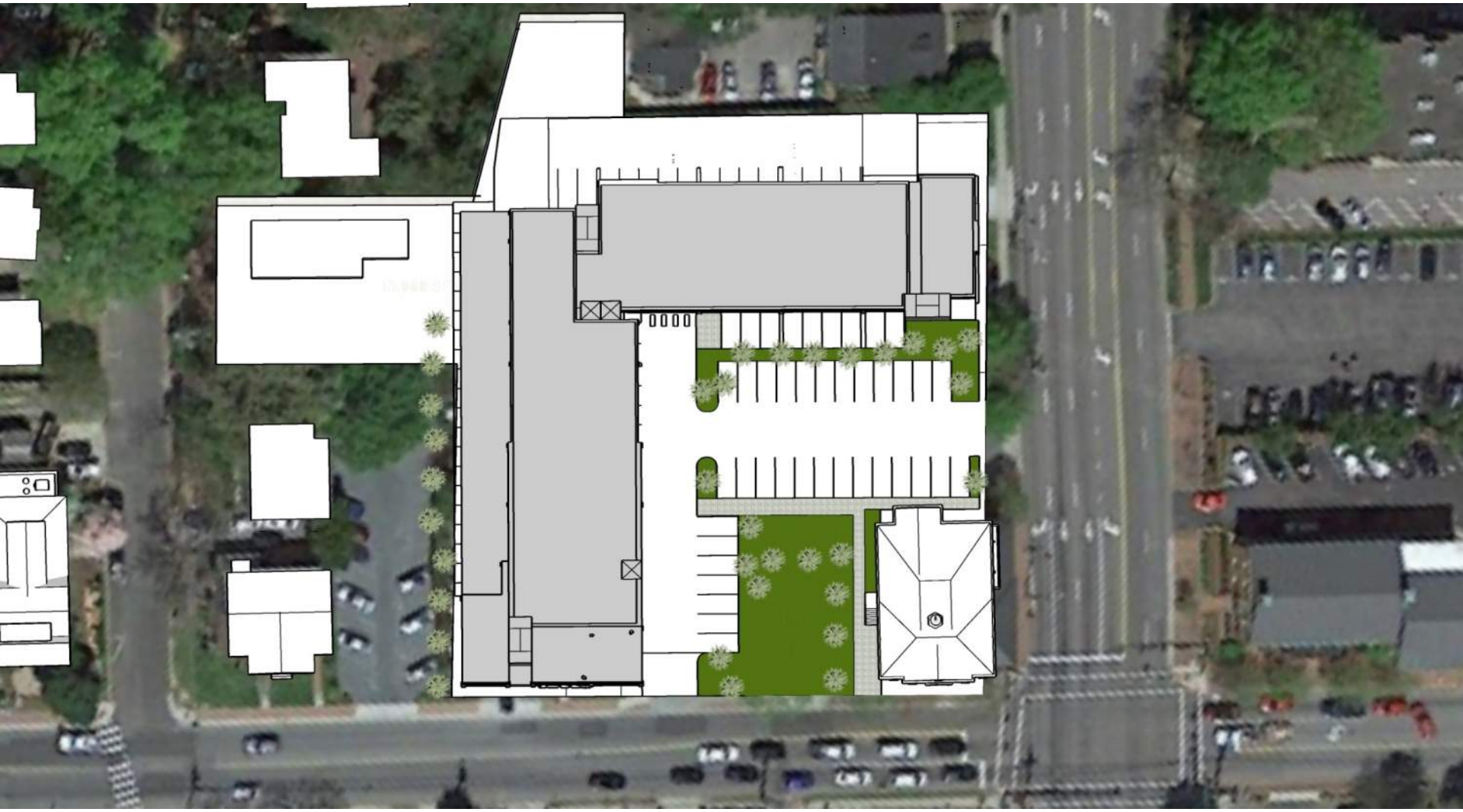

Concept Plan -
Height and Massing

Option A

- 6 stories on Rosemary St; 7 stories max height on Rosemary wing
- 3 stories on Columbia St; 4 stories max height on Columbia wing
- Building massing 25’ from northern property line on Columbia.
- Reduces mass at internal residential property.
  - 23’ distance up to Level 4.
- Further reduces massing at Levels 5, 6 and 7.
  - Step back of massing and height 38’ (Level 5) and 52’ (Level 6/7) from nearest internal residential neighbor property.

Concept Plan - Option A
Height and Massing

Concept Plan - Option A
Height and Massing

Concept Plan - Option A
Height and Massing

Concept Plan -
Height and Massing

Option B

- 4 stories on Rosemary St; with multiple step backs to 7 stories max height on Rosemary wing
  - 4 stories to 2 stories to 1 story

- 4 stories on Columbia St with no step back

- Building Hotel massing 52’ from northern property line on Columbia

- Reduces mass at internal residential property
  - 23’ up to Level 7.

Concept Plan - Option B
Height and Massing

Concept Plan - Option B
Height and Massing

Concept Plan - Option B
Height and Massing

Concept Plan - Height and Massing

2 Options

A

B

Concept Plan - Height and Massing

2 Options

A

B

Concept Plan - Height and Massing

2 Options

A

B

Concept Plan -
Views from Rosemary St.

A

B

Concept Plan -
Views from Columbia St.

A

B

Concept Plan -
Views from Pritchard Ave.

A

B

CDC Concept Plan Key Considerations

- Site Design

- Building Massing
  - Option A
  - Option B