



## CONCEPT PLAN REVIEW: 101 EAST ROSEMARY STREET

### SUMMARY REPORT

TOWN OF CHAPEL HILL PLANNING DEPARTMENT  
Colleen Willger, Director  
Judy Johnson, Assistant Director  
Adam Nicholson, Senior Planner

<b>PROPERTY ADDRESS</b> 101 East Rosemary Street	<b>MEETING DATE</b> May 25, 2021	<b>APPLICANT</b> George Retschle-Ballentine Associates, PA, on behalf of Grubb Properties, LLC
<b>STAFF RECOMMENDATION</b> That the Community Design Commission transmit comments to the applicant regarding the proposed development.		
<b>PROCESS</b> <ul style="list-style-type: none"><li>• The Community Design Commission has the opportunity tonight to hear the applicant’s presentation, hear public comments, and offer suggestions to the applicant.</li><li>• The project does not meet the thresholds for Town Council review based on the land area, floor area, and number of dwelling units proposed.</li></ul>	<b>DECISION POINTS</b> <ul style="list-style-type: none"><li>• Site and downtown context related to recently proposed developments.</li><li>• Building placement, design and articulation related to multiple street frontages and pedestrian experiences.</li></ul>	
<b>PROJECT OVERVIEW</b> <p>Applicant proposes the demolition of the existing 2-story brick building as well as the adjacent surface parking. New construction will include approx. 74,000sf of residential apartment space, 7-stories tall w/ a community green space.</p> <p>This 0.64ac site is zoned Town Center-2 (TC-2).</p>	<b>PROJECT LOCATION</b>	



## LONG-RANGE PLANS EVALUATION

### 101 EAST ROSEMARY STREET

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


<b>PROPERTY ADDRESS</b> 101 East Rosemary Street	<b>APPLICANT</b> George Retschle-Ballentine Associates, PA, on behalf of Grubb Properties, LLC	<b>CURRENT ZONING DISTRICT</b> Town Center-2 (T)
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<b>EXISTING LAND USE</b> Commercial	<b>PROPOSED LAND USE</b> Multifamily Residential
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<b>SURROUNDING PROPERTIES – EXISTING LAND USES</b> Vacant (North, proposed parking garage), Historic (West), Vacant Lot (South), Commercial (SW)	
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<b>FUTURE LAND USE MAP (FLUM) FOCUS AREA</b> Downtown Future Focus Area	<b>FLUM SUB-AREA</b> Not applicable
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<b>OTHER APPLICABLE ADOPTED PLANS</b>	
<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

<b>SUMMARY OF PLAN CONSIDERATIONS AFFECTING MURRAY HILL SITE</b>	
Map excerpts on following pages demonstrate the Plan Considerations listed below. The location of 101 East Rosemary Street is marked with the  symbol.	
<b><u>Future Land Use Map (FLUM)</u></b>	
The Future Land Use Map was adopted on December 9, 2020. It supersedes the 2020 Land Use Plan.	
<ul style="list-style-type: none"><li>The project is contained in the 'Downtown' Future Focus Area of CH 2020.</li></ul>	
<b><u>Mobility and Connectivity Plan</u></b>	
<ul style="list-style-type: none"><li>The site is located long East Rosemary Street and MLK. Both roads have existing sidewalks.</li><li>A future <i>Bus Rapid Transit station</i> is located with 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>	
<b><u>Parks Comprehensive Plan</u></b>	
<ul style="list-style-type: none"><li>The site falls within Neighborhood Park areas for Umstead and Hargraves Park.</li><li>No additional Neighborhood Parks or Community Parks are proposed in this area.</li></ul>	
<b><u>Greenways Master Plan</u></b>	
<ul style="list-style-type: none"><li>The site does not fall within any planned greenway locations.</li><li>Potential pedestrian bike and pedestrian connections have been noted.</li><li>The applicant should <b>coordinate with Chapel Hill Parks &amp; Recreation</b> for the latest information on trail alignment, design, and construction timing.</li></ul>	

### **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 facility design.

### **Cultural Arts Plan**

- The Cultural Arts Plan identifies locations that are opportunities for integrating public art, multiple nodes are shown on the plans. The applicant should **coordinate with Chapel Hill Community Arts & Culture** for more information on appropriate landscape and artistic treatments for these entry corridors.

### **Stormwater Management Master Plan**

- The site is located in the Middle Bolin Street Subwatershed (BL4). The applicant should **coordinate with Chapel Hill's Stormwater Management Division** to understand relevant stormwater considerations.

**101 East Rosemary Street**

**Legend:**

- Future Bus Rapid Transit Station
- Focus Area Boundary
- Transitional Area
- Carrboro Corporate Limits
- Historic District
- Existing Parks
- 100-Year Floodplain
- Activated Street Frontages Area
- Existing Multiuse Path/Trail
- Proposed Multiuse Path/Trail\*
- Proposed Connections

**Sub-areas**

- A
- B
- C
- D
- E

**Map Labels:**

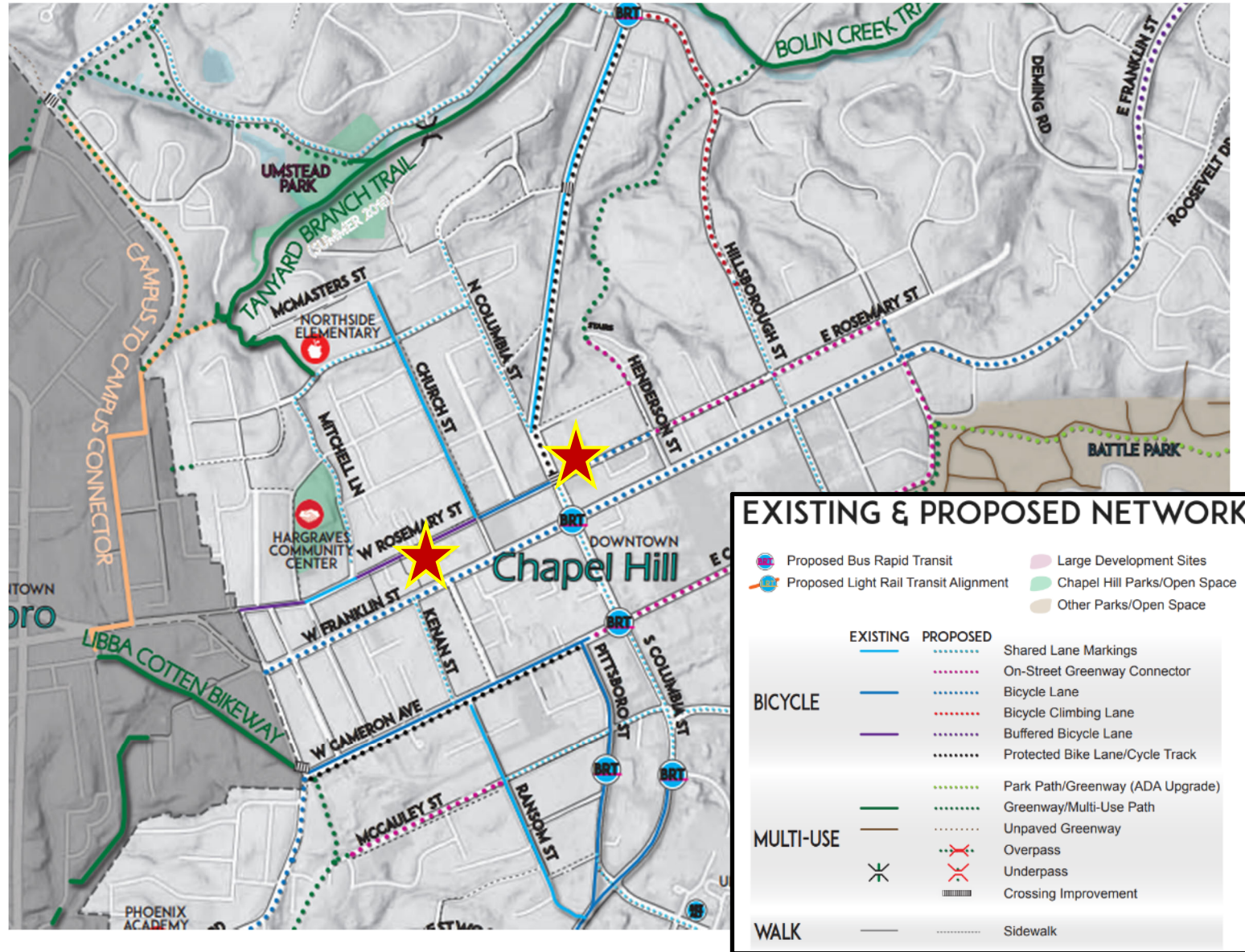
- South MLK Focus Area
- Hargraves Community Center
- Carrboro
- UNC Campus
- Streets: Mitchell Ln, McDade St, Peachard Ave, W Rosemary St, W Franklin St, W Cameron Ave, S Main St, E Cameron Ave, Raleigh St, South Rd, E Franklin St, E Rosemary St, W Cauley St, Crest St.



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101 East Rosemary Street

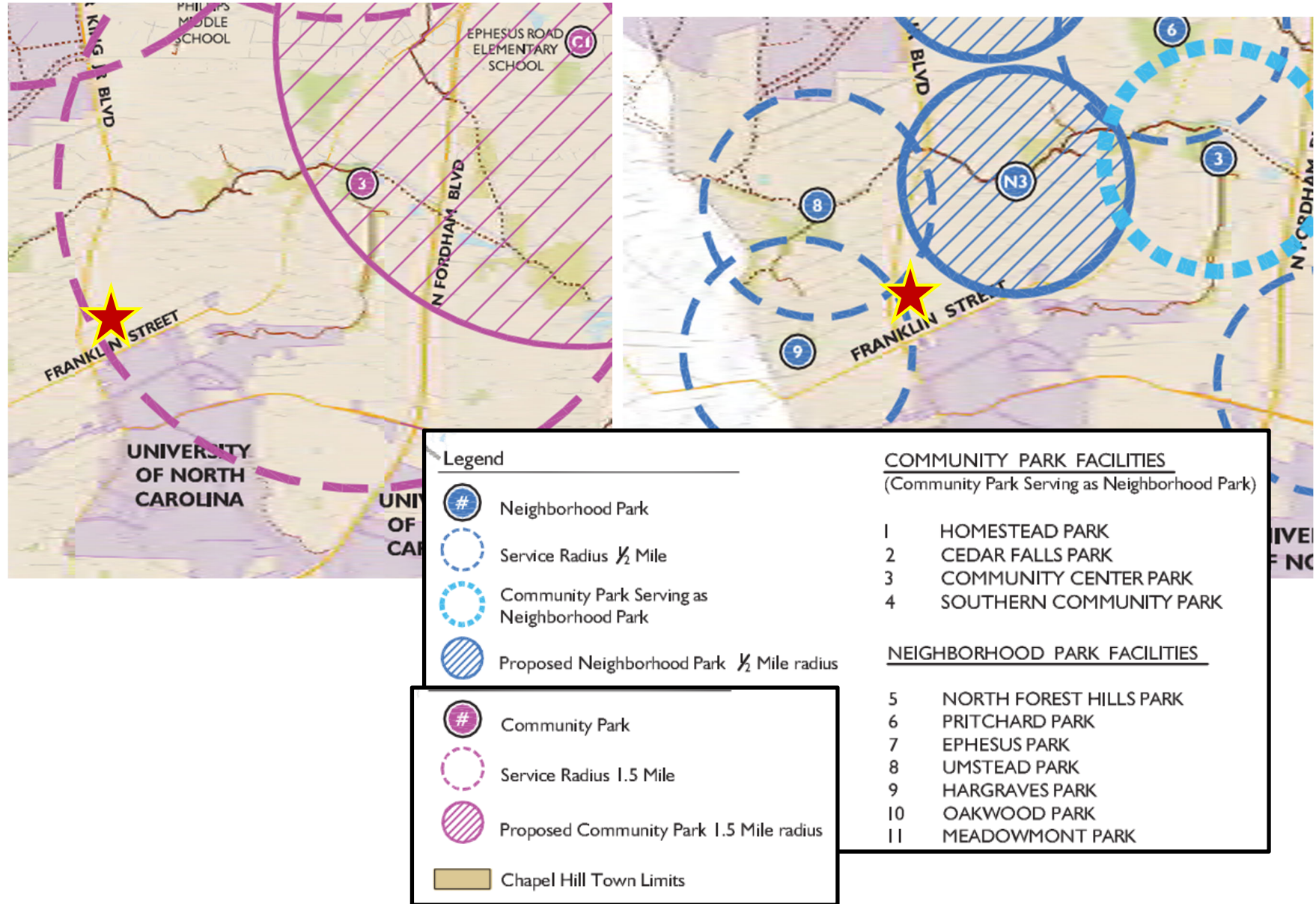
## Mobility Plan (Excerpt)



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101 East Rosemary Street

## Parks Comprehensive Plan (Excerpt)

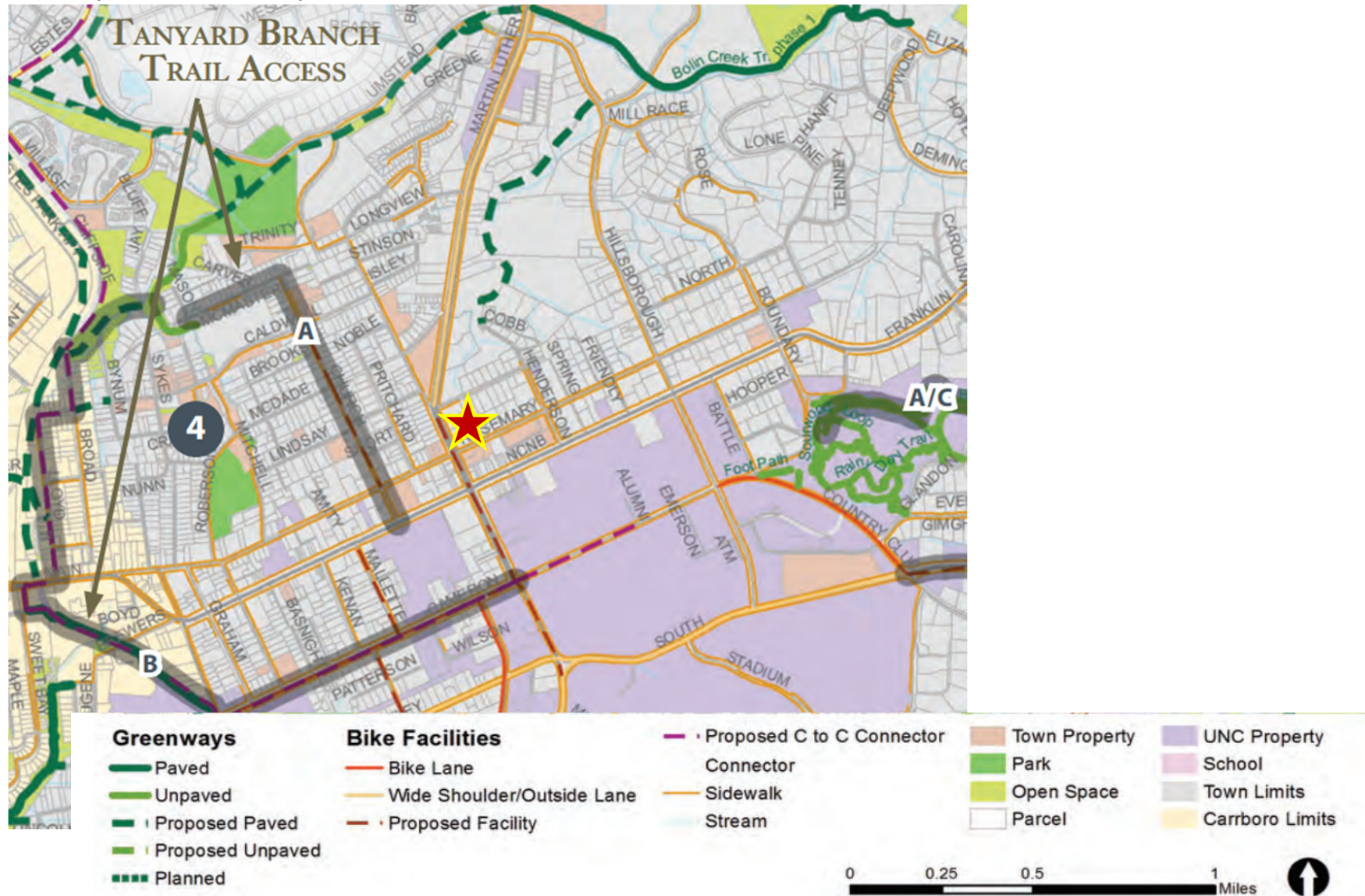




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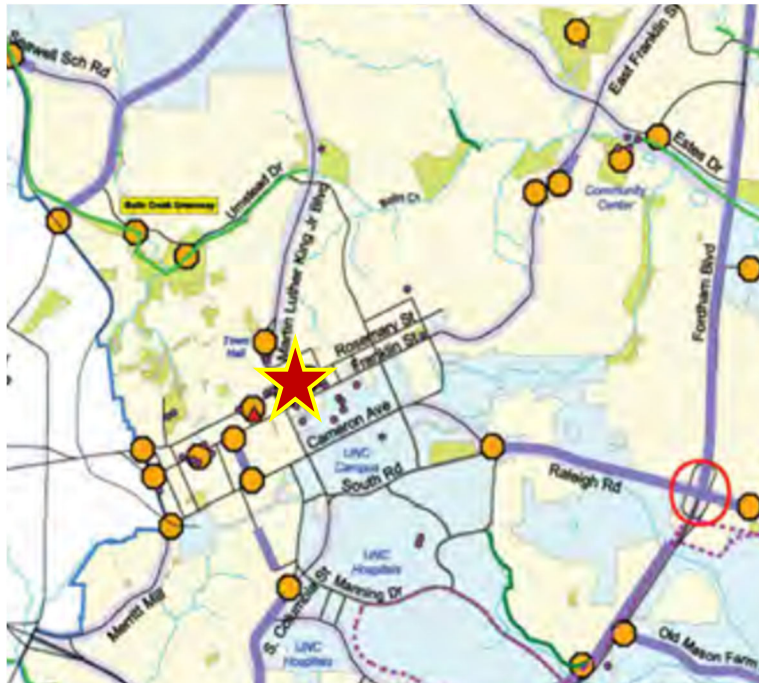
## Greenways Master Plan (Excerpt)



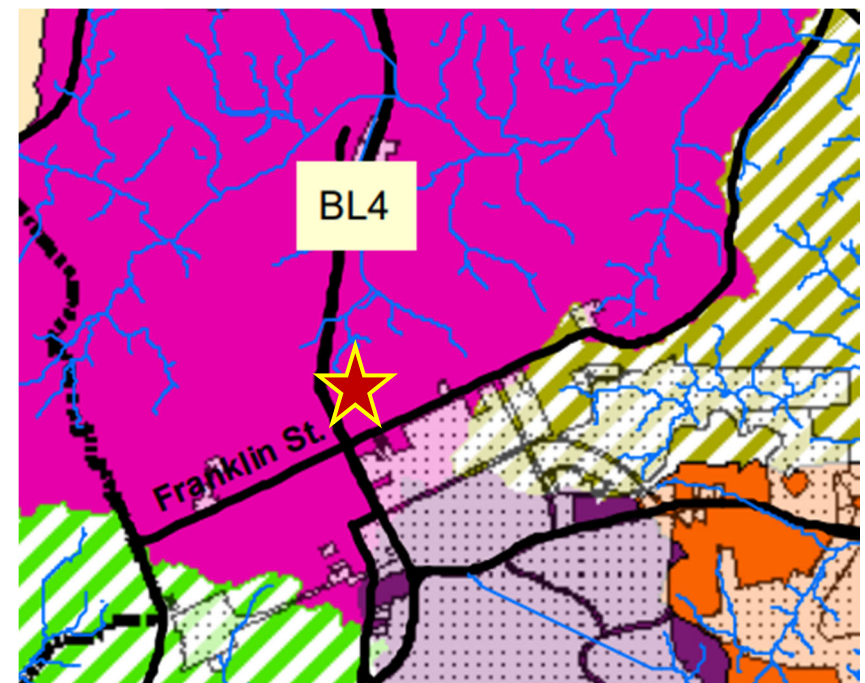
# CONCEPT PLAN REPORT

101 East Rosemary Street

## Cultural Arts Plan (Excerpt)



## Stormwater Management Master Plan (Excerpt)



## Legend

### Opportunities for Integrating Public Art into Town Master Plans & Action Plans

- Gateway
- Node of Intersecting Plans
- Shared Improvement Corridor
- Entranceway or Major Cross-Connector

### Future Non-Street Pedestrian and Transit Facilities

- Future Nature Trail
- Proposed Paved Greenway
- TTA Rail Corridor (Adopted 9-14-05)

### Town Public Art: Existing or Funded

- Existing Public Art
- Funded & Planned Public Art

### Public Lands & Town Boundaries

- Town Owned Land
- UNC Owned Land
- Chapel Hill Town Limits
- Chapel Hill Urban Services Boundary

