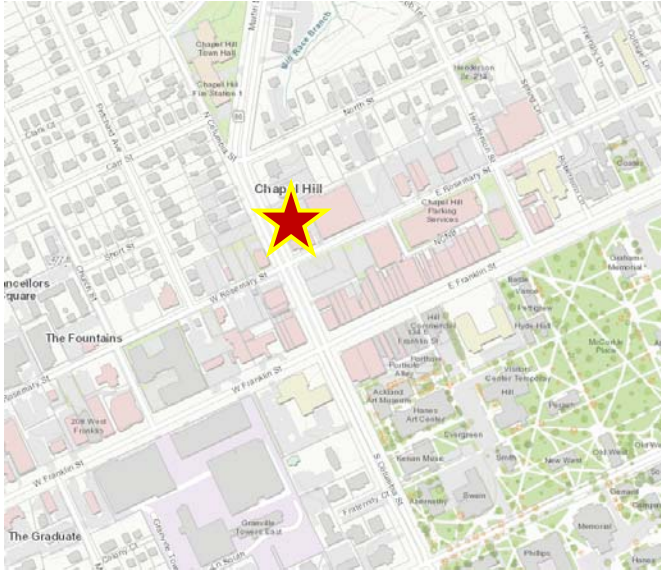




# CONCEPT PLAN REVIEW: 101 EAST ROSEMARY STREET (PROJECT #21-030)

## SUMMARY REPORT

TOWN OF CHAPEL HILL PLANNING DEPARTMENT  
Colleen Willger, Director  
Judy Johnson, Assistant Director

<b>PROPERTY ADDRESS</b> 101 East Rosemary Street	<b>MEETING DATE</b> June 8, 2021	<b>APPLICANT</b> George Retschle-Ballentine Associates, PA, on behalf of Grubb Properties, LLC
<b>STAFF RECOMMENDATION</b> That the Housing Advisory Board transmit comments to the applicant regarding the proposed development.		
<b>PROCESS</b> <ul style="list-style-type: none"> <li>The Housing Advisory Board has the opportunity tonight to hear the applicant's presentation, hear public comments, and offer suggestions to the applicant.</li> <li>Town Council will also hear the project and consider the comments from each advisory board</li> </ul>		<b>DECISION POINTS</b> <ul style="list-style-type: none"> <li>The site is located in downtown, adjacent to the E Rosemary Street redevelopment area.</li> <li>Consideration of building placement, design and articulation related to multiple street frontages and pedestrian experiences.</li> </ul>
<b>PROJECT OVERVIEW</b>  This 0.64 acre site is located at the corner of North Columbia Street and E Rosemary Street, and is zoned Town Center-2 (TC-2).  The applicant proposes to demolish the existing two-story brick building as well as the adjacent surface parking, in order to construct a new seven-story building with approximately 74,000 sf of residential apartment space and a community green space.		<b>PROJECT LOCATION</b> 
<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. Applicant Materials</li> </ol>	



## 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 (TC-2)
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<b>EXISTING LAND USE</b> Commercial	<b>PROPOSED LAND USE</b> Multifamily Residential
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#### SURROUNDING PROPERTIES – EXISTING LAND USES


Vacant (North, proposed parking garage), Historic (West), Vacant Lot (South), Commercial (SW)

<b>FUTURE LAND USE MAP (FLUM) FOCUS AREA</b> Downtown Future Focus Area	<b>FLUM SUB-AREA</b> Sub Area E
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#### OTHER APPLICABLE ADOPTED PLANS

- |  |   |
|--|---|
| <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                 |

#### SUMMARY OF PLAN CONSIDERATIONS AFFECTING MURRAY HILL SITE

Map excerpts on following pages demonstrate the Plan Considerations listed below. The location of 101 East Rosemary Street is marked with the  symbol.

##### Future Land Use Map (FLUM)

The Future Land Use Map was adopted on December 9, 2020. It supersedes the 2020 Land Use Plan.

- The project is contained in the 'Downtown' Future Focus Area of CH 2020, which includes Multifamily Residential as a primary land use, with building heights up to 4 stories at the setback and up to 6 stories for the core height on the north side of E Rosemary.

##### Mobility and Connectivity Plan

- The site is located long East Rosemary Street and MLK. Both roads have existing sidewalks.
- A future *Bus Rapid Transit station* is located with ¼ mile of the site. The applicant should **coordinate with Chapel Hill Transit** for the latest information on BRT design, station locations and any potential connections.

##### Parks Comprehensive Plan

- The site falls within Neighborhood Park areas for Umstead and Hargraves Park.
- No additional Neighborhood Parks or Community Parks are proposed in this area.

##### Greenways Master Plan

- The site does not fall within any planned greenway locations.
- Potential pedestrian bike and pedestrian connections have been noted.
- The applicant should **coordinate with Chapel Hill Parks & Recreation** for the latest information on trail alignment, design, and construction timing.

### **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:**

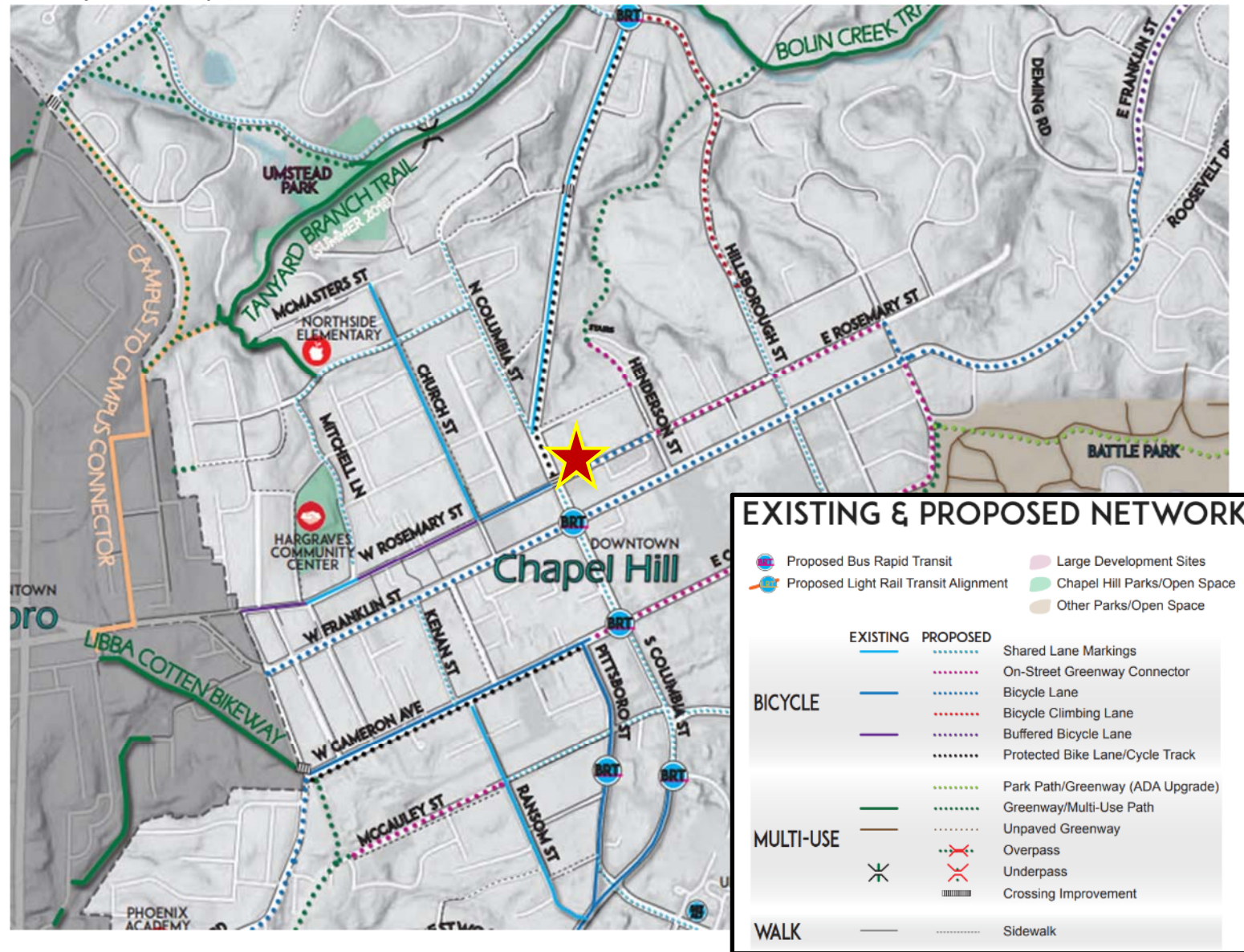
- South MLK Focus Area
- Hargraves Community Center
- Carrboro
- UNC Campus
- Streets: Mitchell Ln, McDade St, Peachard Ave, W Rosemary St, W Franklin St, W Cameron Ave, S Main St, E Cameron Ave, Raleigh St, South Rd, E Franklin St, E Rosemary St, E Main St, E 1st St, E 2nd St, E 3rd St, E 4th St, E 5th St, E 6th St, E 7th St, E 8th St, E 9th St, E 10th St, E 11th St, E 12th St, E 13th St, E 14th St, E 15th St, E 16th St, E 17th St, E 18th St, E 19th St, E 20th St, E 21st St, E 22nd St, E 23rd St, E 24th St, E 25th St, E 26th St, E 27th St, E 28th St, E 29th St, E 30th St, E 31st St, E 32nd St, E 33rd St, E 34th St, E 35th St, E 36th St, E 37th St, E 38th St, E 39th St, E 40th St, E 41st St, E 42nd St, E 43rd St, E 44th St, E 45th St, E 46th St, E 47th St, E 48th St, E 49th St, E 50th St, E 51st St, E 52nd St, E 53rd St, E 54th St, E 55th St, E 56th St, E 57th St, E 58th St, E 59th St, E 60th St, E 61st St, E 62nd St, E 63rd St, E 64th St, E 65th St, E 66th St, E 67th St, E 68th St, E 69th St, E 70th St, E 71st St, E 72nd St, E 73rd St, E 74th St, E 75th St, E 76th St, E 77th St, E 78th St, E 79th St, E 80th St, E 81st St, E 82nd St, E 83rd St, E 84th St, E 85th St, E 86th St, E 87th St, E 88th St, E 89th St, E 90th St, E 91st St, E 92nd St, E 93rd St, E 94th St, E 95th St, E 96th St, E 97th St, E 98th St, E 99th St, E 100th St



# CONCEPT PLAN REPORT

101 East Rosemary Street

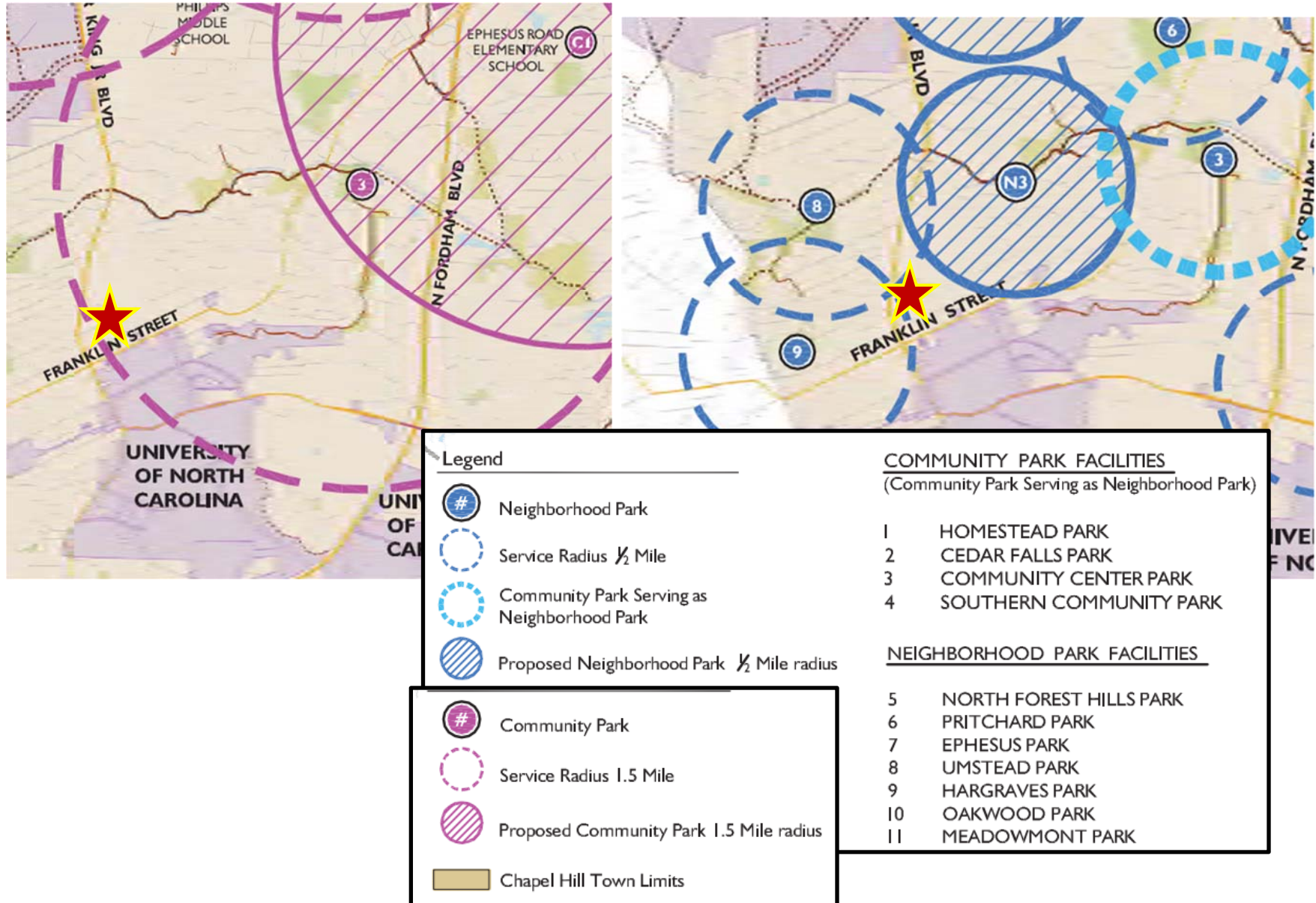
## Mobility Plan (Excerpt)



# CONCEPT PLAN REPORT

101 East Rosemary Street

## Parks Comprehensive Plan (Excerpt)

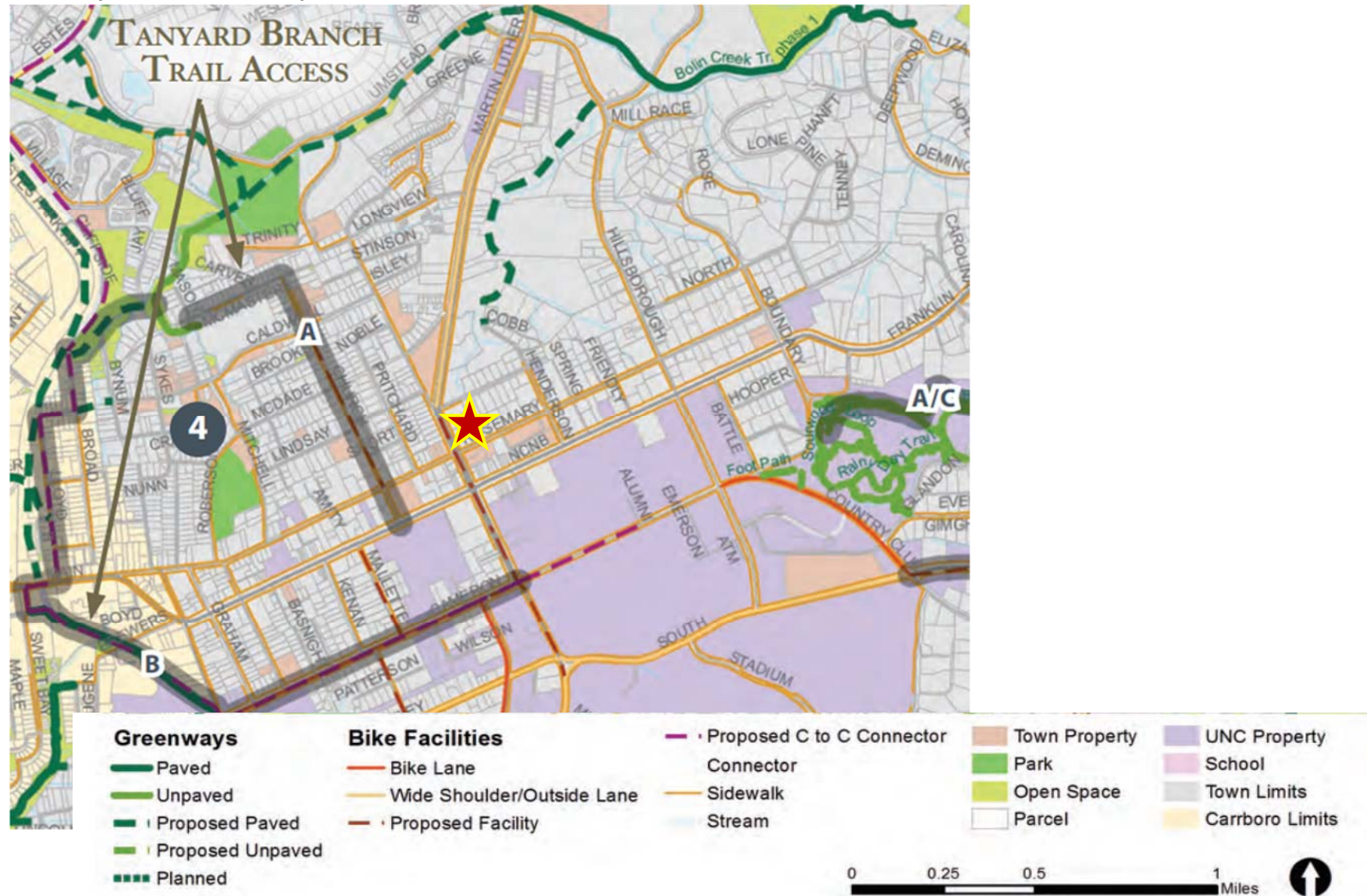




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101 East Rosemary Street

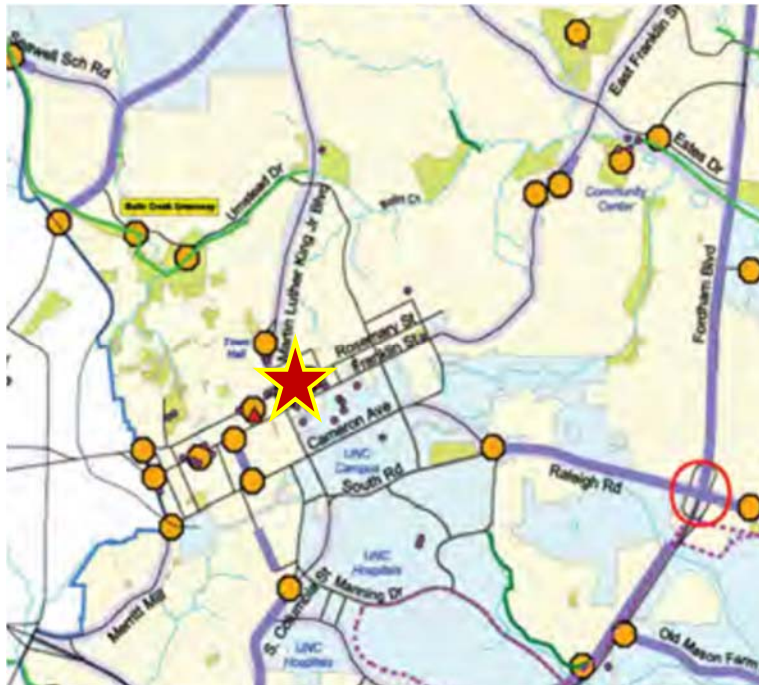
## Greenways Master Plan (Excerpt)



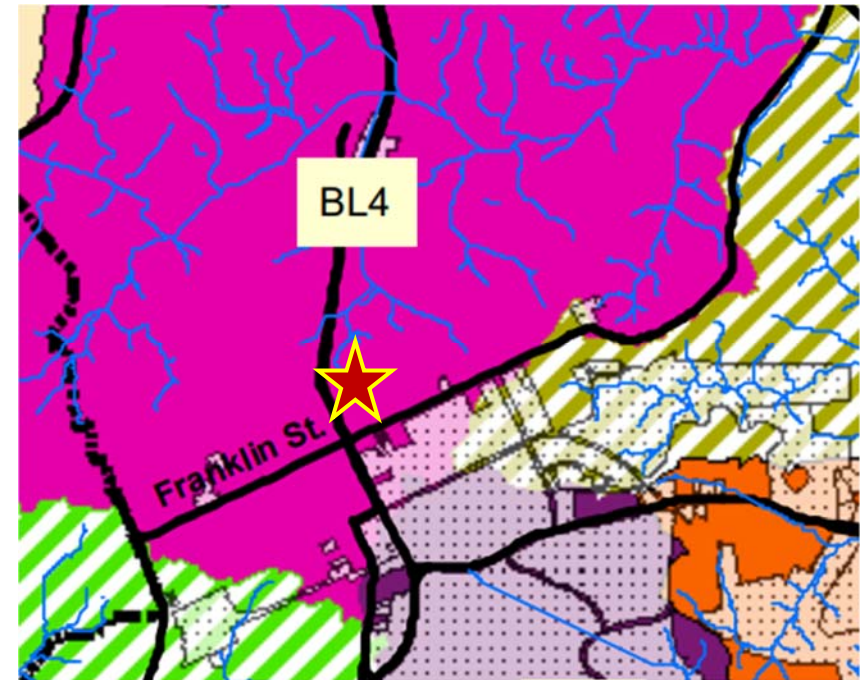
# CONCEPT PLAN REPORT

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

