



**SUMMIT**

DESIGN AND ENGINEERING SERVICES

919.732.3883 [SUMMIT-ENGINEER.COM](http://SUMMIT-ENGINEER.COM)

504 Meadowland Drive, Hillsborough, NC 27278

March 24, 2015

Town of Chapel Hill  
Planning Department  
Town Hall, 3rd Floor  
405 Martin Luther King Jr Blvd  
Chapel Hill, NC 27514

Planning Department Staff:

We are pleased to present our Concept Plan application for a six story addition attached to the Siena Hotel along with one story added to the existing hotel located at 1505 East Franklin St. The existing Siena has been a great addition to this section of Chapel Hill and this addition will only add to the potential and functionality of the site. We look forward to beginning the planning process for this exciting project.

Please let me know if there are any questions or requests for additional information.

Respectfully,

David Cates

Project Engineer

Summit Design and Engineering Services

# CONCEPT PLAN APPLICATION



TOWN OF CHAPEL HILL  
Planning Department  
405 Martin Luther King Jr. Blvd  
phone (919) 968-2728 fax (919) 969-2014  
www.townofchapelhill.org

Parcel Identifier Number (PIN): 9789937400

Date: 3/24/2015

## Section A: Project Information

Project Name: Siena Hotel Expansion

Property Address: 1505 East Franklin St Zip Code: 27514

Existing Zoning District: CC-Community Commercial

Project Description: 1 story addition to existing 79 room - 4 story hotel with connected 6 story addition adding approximately 64,000 SF resulting in 140 total rooms

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

### Applicant Information (to whom correspondence will be mailed)

Name: Summit Design and Engineering (David Cates)

Address: 504 Meadowland Dr

City: Hillsborough State: NC Zip Code: 27278

Phone: (919) 732-3883 Email: david.cates@summitde.net

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: David E. Cates Date: 3/23/2015

### Owner/Contract Purchaser Information:

Owner

Contract Purchaser

Name: The Focus Properties (Prateek Chandak)

Address: 8315 Six Forks Rd., Suite 103

City: Raleigh State: NC Zip Code: 27615

Phone: (919) 977-5577 Email: pchandak@thefocusproperties.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: [Signature] Date: 3/23/15



**CONCEPT PLAN APPLICATION  
SUBMITTAL REQUIREMENTS  
TOWN OF CHAPEL HILL  
Planning Department**

**Section C: Project Information**

Project Size (acres)	2.47 acres	Square feet	107,593.2 SF
Floor Area (permitted)	46,158 SF	Proposal	approx. 130,000 SF
Proposed number of dwelling units	N/A	Units per Acre	N/A
Existing Impervious Surface	66,880 SF	Proposed Impervious Surface	67,583 SF

Please indicate which organization should receive this application for review

- Community Design Commission
  Historic District Commission
  Town Council

**Section D: Submittal Requirements**

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 Department (Planning) at (919)968-2728 or at [planning@townofchapelhill.org](mailto:planning@townofchapelhill.org). For detailed information, please refer to the Description of Detailed Information handout.

Yes	Application fee ( <u>refer to fee schedule</u> )	Amount Paid \$	\$360.00
3/17/15	Pre-Application meeting – with appropriate staff		
Yes	Digital Files - provide digital files of all plans and documents		
Yes	Mailing list of owners of property within 1,000 feet perimeter of subject property ( <u>see GIS notification tool</u> )		
Yes	Mailing fee for above mailing list	Amount Paid \$	\$135.52
Yes	Application Cover Sheet (8 copies) (on top of application)		
Yes	Statement of Compliance with Design Guidelines (8 copies)		
Yes	Statement of Compliance with Comprehensive Plan (8 copies)		
Yes	Digital Photographs of site and surrounding properties (8 copies)		
Yes	Developer's Program: A brief written statement of the development program, including developer's goals and objectives. The development program should be based on the constraints of the site as identified by the site analysis and include marketing objective of the developer. This preliminary development program will help evaluate the conceptual plan for the site, while also determining traffic impact and demand on community facilities and infrastructure.		
Yes	Reduced Site Plan Set (reduced to 8.5"x11")		



### Plan Sets (10 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
- Streams, RCD Boundary, Jordan Riparian Buffer Boundary, Floodplain, and Wetland Boundaries, where applicable

### Area Map

- a) Project name, applicant, contact information, location, PIN, & legend
- b) Dedicated open space, parks, and 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, vehicle parking areas, bicycle parking, handicapped parking, street names
- f) 1,000 foot 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) Existing topography at minimum 2-foot intervals and finished grade
- f) Natural drainage features & water bodies, floodways, floodplain, RCD, Jordan Buffers & Watershed boundaries

### Proposed Plan

- a) General location of proposed structures
- b) Parking areas
- c) Open spaces and landscaped areas
- d) Conceptual recreation areas
- e) Conceptual building masses
- f) Conceptual utility locations (optional)
- g) Conceptual grading plan (optional)



## The Siena Hotel Expansion Developer Program

### I. Site Overview

- i. The Hotel expansion will be located on The Siena Hotel's existing parcel of land situated between Sherwin Williams, Chapel Hill public library, and the Kangaroo gas station located on the corner of Estes Dr. and Franklin St.
- ii. The expansion will be located behind the Kangaroo gas station towards Estes Dr.

### II. Project Overview / Goals & Objective

- i. The proposed expansion will include 61-keys and will continue in the Siena's upscale theme of an Italian Villa. Hotel parking will be provided on-site with an additional valet parking located off-site at the corner of Franklin and Estes Dr. at the current Fast Med lower parking lot.
- ii. Over the past 25 years the Siena Hotel has created a very successful unique travel destination. Travelers on business and pleasure often extended their stay to enjoy the Siena's and Chapel Hill's warm heartfelt hospitality.
- iii. The Siena Hotel's unique product is in popular demand. We are turning away guests that want to specifically stay at the Siena, as we are sold out over 100 nights per year.
- iv. The Hotel will continue to serve business travelers, leisure visitors to Chapel Hill, parents visiting UNC, visiting University professionals, as well as the UNC Hospital system

### III. Community Benefits

- i. The Siena Hotel expansion provides a natural transition from our current building.
- ii. Significant financial impact to the Town of Chapel Hill and Orange County through increased property taxes and occupancy taxes
  - projected to produce over \$175,000 in property taxes annually
  - Occupancy Tax – The Town of Chapel Hill and Orange County are each projected to receive over \$185,000 in annual, recurring occupancy tax revenues
- vi. The hotel will continue to provide its guests with complimentary shuttle service throughout Chapel Hill to help ease the burden with traffic.
- vii. Job Creation – the Hotel will provide job opportunities for local residents and is anticipate to create over 50 construction jobs and 15-20 additional permanent jobs at the Hotel itself

## **Statement of Compliance with the Comprehensive Plan**

### **A Place for Everyone**

The Siena Hotel is located between the University/downtown area and Interstate 40 providing convenient access to everyone. The hotel is a destination for more than just accommodations offering a world-class restaurant, Il Palio, 4,000 square feet of meeting space for training seminars, birthday parties, and corporate events and is also a great location for weddings for the community.

### **Community Prosperity and Engagement**

Clearly the hotel is prospering exhibited by the need to expand. The hotel is a destination hotel bringing in patrons that might not otherwise frequent Chapel Hill which in turn helps to sustain the financial health of the community. This type of development is safe and attracts vibrant individuals. Existing and local businesses benefit as patrons of the hotel utilize the local gas stations, restaurants and shopping venues as well as retail establishments downtown and visitors to the University whether on business or pleasure.

### **Getting around**

The relative close proximity of the Siena to the surrounding community helps to make it easily accessible to pedestrians as well as the existence of sidewalks along both sides of East Franklin Street and nearby Estes Drive. The hotel is located adjacent East Franklin Street which has three bus routes (CL, D and F) utilizing this facility and a bus stop is within 600 feet of the site. The hotel is relatively close to the Interstate making it convenient to RDU airport. Additionally the Siena provides its guests complimentary shuttle service throughout Chapel Hill and Carrboro

### **Town and Gown Collaboration**

For over 25 years The Siena Hotel has provided great service to the town and University of North Carolina by providing a unique and creative hotel, dining and event space. The hotel is a great venue to entertain and host visitors to the University whether they are here for the many sporting events, academic pursuits or for medical reasons.

## **Statement of Compliance with the Design Guidelines**

### **Site Development**

#### **Preservation of natural drainage patterns and impact on existing plant and animal life**

The proposed development preserves natural drainage patterns by building up rather than out thereby reducing the need to encroach on nearby creeks. Because most of the addition will occur over existing impervious there will be a relatively small amount of additional impervious added to the site.

#### **Siting of Building**

The addition will be set back significantly from the street (approximately 179' from the right-of-way) as compared to the existing hotel (approximately 97') thereby reducing its impact on the existing hotel's street presence.

#### **Slope Design**

The majority of the site is fairly flat. 85.5% of the site is less than a 10% slope. 9% of the site is 10% to less than 15%. 3% of the site is 15% to less than 25% and only 2.5% of the site is at a slope of 25% or greater. There will be little harm to existing plant and animal life because of the limited amount of site disturbance.

#### **Traffic Patterns – Streets, parking and circulation, pedestrians, bicycles and transit**

The existing traffic patterns will not noticeably change because where the addition would have impacted the traffic flow around the building the addition will be two stories high essentially creating a bridge between the old and the new. There are no new entrances or exits proposed on the site unless required. Because of the increase in rooms the subsequent need for additional parking will be met by utilizing a valet service and parking the overflow in a leased parking area (730' away at the parking lot behind the FastMed building on Estes Drive). The Town of Chapel Hill Engineering Department has been contacted regarding developing the traffic impact analysis of the proposed project. There are existing sidewalks along both sides of E Franklin St and Estes Drive. It has been observed that a sidewalk may need to be constructed to facilitate pedestrian access from E Franklin St to the hotel site. There are existing bus stops on the hotel side of E. Franklin St east and west of the site with the closest being within 600'.

#### **Stormwater Management**

Due to the land disturbance being under the ½ acre and 20,000 SF thresholds there will be no Jordan nutrient requirements and no erosion control plans required respectively. However, 85% total suspended solids and mitigation of the 1, 2 and 25 year storms will have to be addressed for any new impervious areas added. All stormwater management will be managed onsite per Town of Chapel Hill guidelines. It has not be determined at this stage whether the stormwater controls will be above ground or below ground.

### **Architectural Character**

One of the distinctive elements of the Siena is its Tuscan Villa inspiration and the addition will be sensitive to this theme. Exterior building materials and details will match the existing building as much as possible. The addition is currently planned to be six stories and the existing 4 story hotel will have a 1 story addition (2 stories if structurally feasible and within zoning restrictions). As stated earlier the face of the new addition will be set back almost twice as far as the current building thereby reducing its impact at street level and not overpowering the existing hotel. The face of the existing hotel is approximately 193' and the exposed face of the addition is approximately 134' therefore from a massing perspective the addition will not appear larger than the existing building. One objective of the addition of one story to roof of the existing hotel is to give patrons a great view of the surrounding area which is not possible at four stories. Existing HVAC units which are located at ground level will be placed on the roof.

### **Landscape character**

Currently there exists a fence and substantial planted area along E. Franklin Street in front of the site and surrounding the site which helps to create the on-site ambiance. Similar levels of buffering, screening, planting and fencing are planned in keeping with the same theme, especially considering the adjacent use of a quickie mart/gas station to the west and paint store to the east. No changes to the entranceways are planned at this time and as little modification to the parking areas as possible. There will be a Type C 20' buffer between the western and northern property lines and the new addition.





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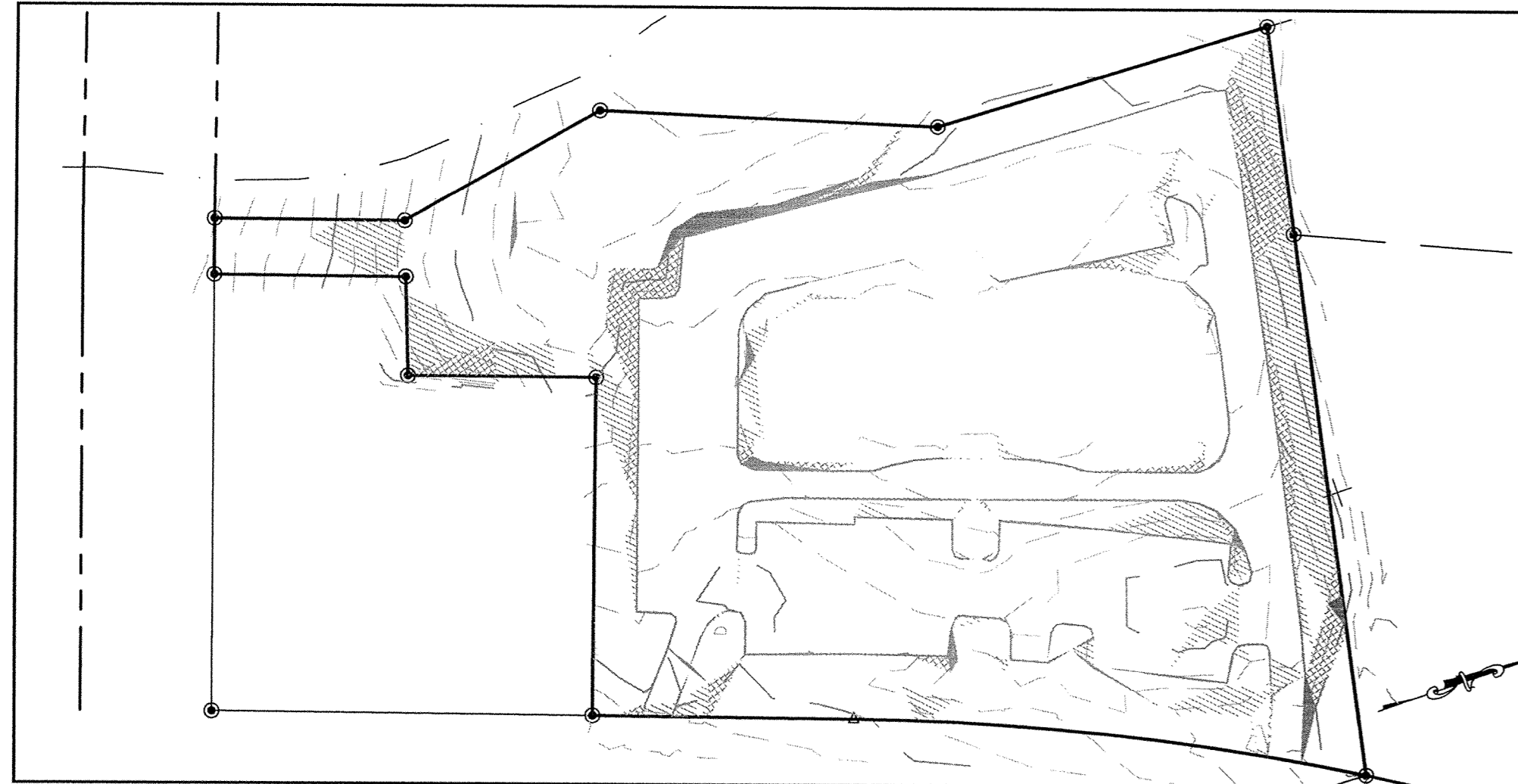


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Slopes Table				
Number	Minimum Slope	Maximum Slope	Color	Area
1	0.00%	10.00%		90753
2	10.00%	15.00%		8916
3	15.00%	25.00%		4373
4	25.00%	349.92%		2602

SLOPES ANALYSIS  
NOT TO SCALE

**SITE INFORMATION**

OWNER: AANIKA HOTELS  
PO BOX 99104  
RALEIGH, NC 27624  
9789937400

PIN: TOWN OF CHAPEL HILL  
CITY: CHAPEL HILL  
STATE: NORTH CAROLINA  
RIVER BASIN: CAPE FEAR  
WATERSHED: LITTLE CREEK  
REFERENCE: DB 4785 PG 324 PB 45/54

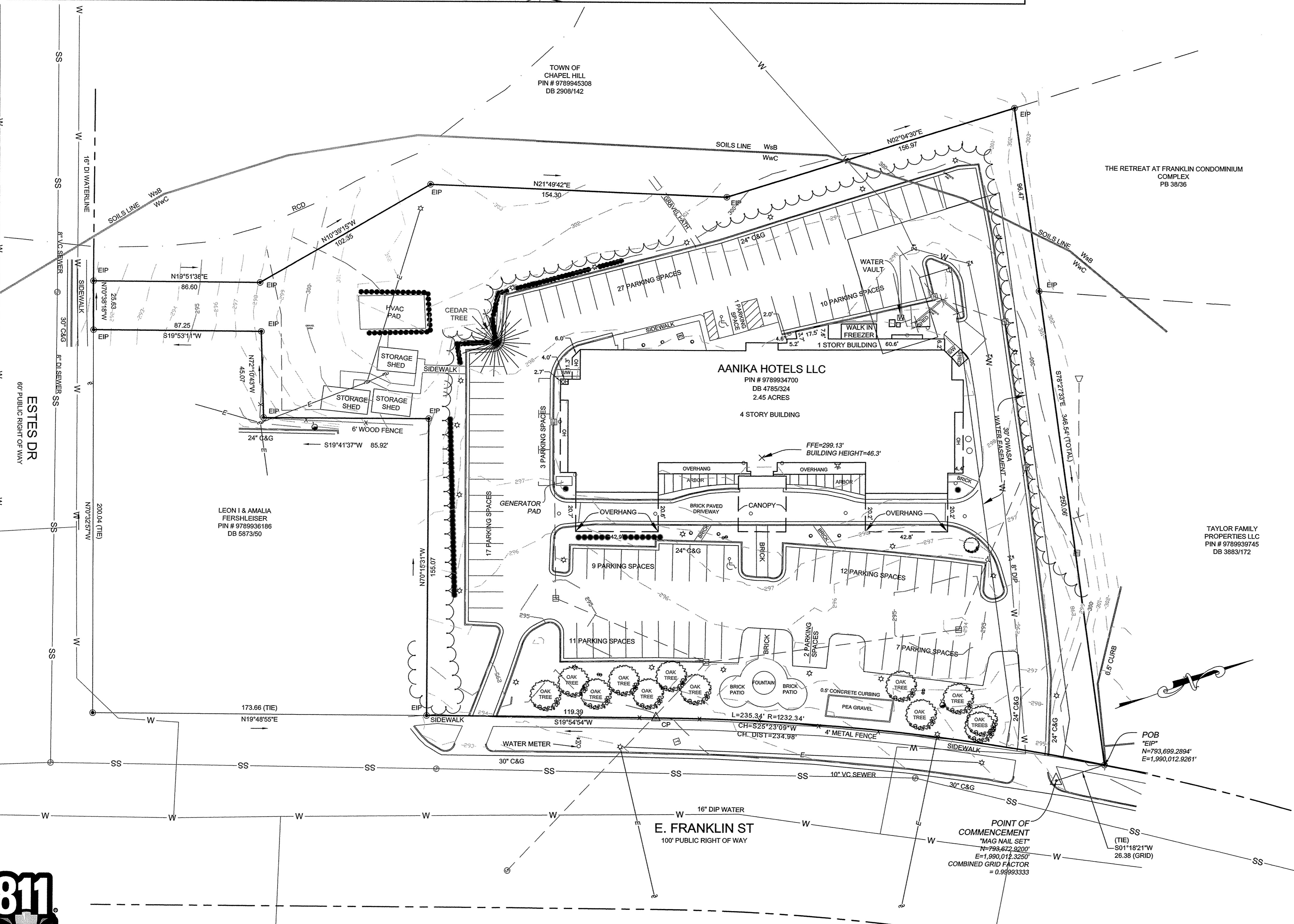
TOTAL AREA: 106,509 SF (2.445 AC)

EXISTING USE: COMMERCIAL (HOTEL)  
PROPOSED USE: COMMERCIAL (HOTEL)

EXISTING ZONING: CC (NEIGHBORHOOD COMMERCIAL)  
ADJACENT ZONING: R-1, R-5 & CC

SETBACKS  
MINIMUM STREET SETBACK: 22'  
MINIMUM INTERIOR SETBACK: 8'

**SOILS LEGEND**  
Wsb: WHITE STORE LOAM, 2 TO 6 PERCENT SLOPES  
Wwc: WHITE STORE-URBAN LAND COMPLEX, 2-8 PERCENT SLOPES



**LEGEND**

- TELEPHONE PEDESTAL
- CONTROLLER CABINET
- CURB INLET
- DROP INLET
- LIGHT POLE
- WATER METER
- WATER VALVE
- TRAFFIC SIGNAL BOX
- EXISTING SEWER MANHOLE
- CLEAN OUT
- FIRE HYDRANT
- POWERLIGHT POLE
- GUY WIRE
- EXISTING MONUMENT FOUND
- IRON ROD OR PIPE
- CONCRETE MONUMENT SET
- CONCRETE MONUMENT
- EXISTING PIPE/CULVERT
- EXISTING WATER LINE
- EXISTING SANITARY SEWER LINE
- EXISTING TELEPHONE
- EXISTING GAS LINE
- EXISTING OVERHEAD UTILITY
- EXISTING UNDERGROUND UTILITY
- EXISTING WOODS LINE
- LIMITS OF DISTURBANCE LINE

NO.	DATE	BY	REVISIONS
7			
6			
5			
4			
3			
2			
1			

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SUMMIT DESIGN AND ENGINEERING SERVICES  
DRAWING NUMBER: 15-0051  
PROJECT MANAGER: JDC  
PROJECT ENGINEER/ARCHITECT: JDC  
DRAWN BY: JDC  
SCALE: 1" = 30'

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www.summitnc.com

**CONCEPT PLAN**  
**THE SIENA HOTEL EXPANSION**  
1505 EAST FRANKLIN STREET  
CHAPEL HILL, NC

**EXISTING CONDITIONS PLAN**

PROJECT NO. 15-0051  
DRAWING NAME:  
SHEET NO. XC



Know what's below.  
Call before you dig.

**GRAPHIC SCALE**  
15 0 7.5 15 30 60  
(IN FEET)  
1 inch = 30 ft.



