

Rosemary/Columbia Hotel

Conditional Zoning Application

24 September 2020

09.24.2020

STATEMENT OF CONSISTENCY WITH COMPREHENSIVE PLAN

2020 PLAN

The proposed Rosemary/Columbia Hotel project is being designed to comply with the Town's 2020 Comprehensive Plan. We believe the development will meet the 6 goals identified.

- **A Place for Everyone**

The proposed hotel project will provide hotel rooms and public gathering amenities in a site that has the potential to serve as a Gateway to downtown Chapel Hill. It will provide full time and part time employment opportunities, and will complement and support business, retail and dining uses already existing downtown. The project will include enhancement of Rosemary Street and Columbia Street for pedestrians, and will also include enhancement of the space around the historic Town Hall building by creating a public gathering space. At the interior of the ground floor, meeting room space will be provided for public use. (PFE.5)

- **Community Prosperity and Engagement**

The Rosemary/Columbia Hotel development will propose 125-140 rooms and will operate with a staff of approximately 30 FTE employees. The project will increase revenues for the town by creating employment opportunities, increasing the real estate tax valuation, and by bringing visitors who will support local businesses and the university. Further, it will provide hotel accommodations, meeting spaces for downtown businesses and their neighborhood groups, a rooftop terrace for public gathering, and a public pocket park. (CPE.1, CPE.2)

- **Getting Around**

The hotel project will be located within walking distance of all the downtown businesses, and also within walking distance to the UNC campus. It is located at a principal intersection that serves as an entryway into downtown, and resides on multiple bus lines so that many non-car transportation alternatives are available. (GA.1, GA.6) Bicycle parking will be available on site for employees and guests.

The project proposes to improve the pedestrian experience on W Rosemary Street and S Columbia Street by the improvement of the sidewalk, reduction of driveway curb cuts to one on W Rosemary and two on S Columbia, addition of street plantings, and the creation of a public gathering space adjacent to the historic Town Hall building. (GA.2)

- **Good Places, New Spaces**

The proposed hotel project will provide a pedestrian friendly vibrant space for visitors and residents. It will provide a space for people to work and socialize. (GPNS.2) It will be an infill project in the downtown area, located where underutilized commercial and surface parking infrastructure currently exists, and will provide active interior and exterior spaces. (GPNS.1, GPNS.8) The project will improve the pedestrian experience on W Rosemary street by enlarging the sidewalk, reducing curb cuts in this area from three to one, and adding street-side plantings.

- **Nurturing Our Community**

The proposed hotel project will redevelop land that is currently mostly surface gravel parking lot. The project will be designed to reflect local architecture that supports the historic Town Hall building, and the addition of public gathering amenities including a rooftop terrace and a pocket park adjacent to the historic Town Hall will enhance the opportunities to repurpose that local historic structure.

The West Rosemary Hotel project is being developed by Smart Olympia Carolina LLC, Clarendon Properties LLC, and Chapel Hill Ventures LLC, which share a commitment to support local business and to develop and operate in an environmentally responsible way. (NOC.1) The project will efficiently use the site by incorporating parking under the multi-story building (minimizing visibility from the public right-of-way), thereby reducing the impervious footprint. The developer will also enter into agreements to utilize offsite shared parking opportunities with the Town, privately owned parking facilities, or both. The project will meet Town standards in the treatment of stormwater runoff. (NOC.2)

- **Town and Gown Collaboration**

The project will provide a hotel with local flavor located within walking distance of downtown Chapel Hill and the UNC campus. All public and common spaces will incorporate custom-designed elements that authentically reflect the hotel's downtown Chapel Hill location. The hotel will provide employment opportunities and will also provide short-term accommodation for university related visits. Smart Olympia Carolina LLC specializes in projects that serve both campus and community. (TGC.6)

WEST ROSEMARY DEVELOPMENT GUIDE

The West Rosemary Development Guide was adopted by the Town May 2017.

The proposed project may not strictly meet all guidelines but clearly meets the intent of the guidelines in the following ways:

- The building height transitions from the street frontages down toward the residential uses to the north. The building height is greater on W Rosemary Street where other taller buildings already exist, and lower on S Columbia Street. The building steps up from public right-of-way at both Rosemary and Columbia Streets.
- The building architectural design and materials will reflect local spirit
- The non-residential uses increase daytime activity
- The project provides public green spaces and meeting spaces
- The project improves the pedestrian experience and increases pedestrian safety along the street frontage
- The project includes enhancement of the historic Town Hall building setting
- The project incorporates many of the sustainability recommendations such as a higher density and more efficient use of the land, non-surface parking, and promotion of alternative forms of transit.
- The project provides sufficient space and improved and continuous sidewalks for pedestrians along Rosemary and Columbia Streets.
- The project's utility infrastructure refuse and parking will be screened or located below the building to minimize visibility from the public right-of-way.
- The project proposes pedestrian scale massing at the sidewalks, variety in the upper cornice heights, and visual breaks in the façade.

Additionally, the project does not encourage negative intrusion into the Northside neighborhood:

- The use is not geared toward student housing
- The project does not increase pedestrian access from W Rosemary Street into the residential neighborhood
- The project directs vehicular traffic toward W Rosemary and S Columbia Streets and not toward the smaller residential streets.