

Rosemary/Columbia Hotel

Conditional Zoning Application

3 March 2021

03.03.2021 REVISED

STATEMENT OF JUSTIFICATION

The project site is an irregular group of 7 parcels adding up to a little over 1 acre with frontage on both W Rosemary Street and S Columbia Street. The site is located at the central north part of downtown Chapel Hill, and wraps around the Historic Town Hall site. The parcel development will be affected by the West Rosemary Development Guide, by the Northside Neighborhood Conservation District document, and by the Town's overall design guidelines as defined in the Design Manual.

The rezoning is warranted due to changing conditions in this area. The small commercial buildings and surface gravel parking lots are a remnant of decades past where the majority of downtown development happened on Franklin Street. But the development in the past decade of multi-use projects, and the influx of residential uses in the downtown have created an environment where Rosemary Street is an extension of the Franklin Street corridor.

We believe the proposed development is consistent with the goals outlined for the area in the 2020 Comprehensive Plan.

West Rosemary Development Guide

The West Rosemary Development Guide was adopted by the Town in May 2017. The project meets the intent of this plan.

Northside Neighborhood Conservation District

The Northside NCD plan was adopted by the Chapel Hill Town Council in early 2004, with amendments in early 2012. It is a set of land use regulations applied to the development of properties within the district. The proposed development parcel is located at the southeast corner of this district which in this area is bounded by Rosemary Street and South Columbia Street. The proposed hotel project aims to provide an edge to the downtown zone by eliminating off-street vehicular connections into the neighborhood and by improving the pedestrian experience on both West Rosemary and South Columbia streets. The proposed hotel project will not create public amenity space adjacent to the residential neighborhood and will not be targeting the student population. The project

locates service elements like dumpsters into the building and off the street. The project will utilize under building parking and shared parking agreement with the Town and commercial property neighbors to mitigate overflow parking within the neighborhood. Further, the project proposes to remove large surface parking lots from the neighborhood and replace them with green space in the form of a pocket park.