

# **Concept Plan Application**

**For:**

## Link Apartments® Rosemary

101 E. Rosemary Street  
Chapel Hill, NC

PIN # 9788372791

**Applicant:**

Grubb Properties  
4601 Park Road, Suite 450  
Charlotte, NC 28209

**Planner/Civil Engineer:**



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Chapel Hill, NC 27514  
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## **Developer's Program**

Grubb Properties proposes to construct an apartment building under the company's Link Apartment® brand with approximately 140 units. The apartment building will be constructed on the site of the existing PNC Building located at 101 E. Rosemary Street. The 0.64-acre site is located in downtown Chapel Hill adjacent to the Town's planned municipal parking deck project at 125 E. Rosemary Street. Commercial buildings are located directly north of the site.

The apartment building will be designed to accommodate the existing grade from Rosemary Street to North Street with a building being height of 7 stories.

The property's current zoning designation Town Center 2 allows for several uses including multifamily. TC-2 zoning limits building height to 4 stories, which accommodates only 75 multifamily units. To achieve a higher density, Conditional Zoning for Town Center 3 zoning will be required. At 7 stories, the building can support 140 multifamily units.

In order to activate the street frontage on E. Rosemary, the plan includes a ground-floor Leasing Center and Cycle Center, with a Lounge & Fitness Center on the Courtyard. The plan includes no onsite parking. The property's parking would be served by Town's municipal parking deck project at 125 E. Rosemary Street.

Stormwater management for the project will be handled through a combination of reducing impervious cover from existing conditions and the use of permeable pavements and/or underground stormwater facilities.

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

The project will be built in compliance with the Town's Design Guidelines.

The apartment building will be architecturally integrated with E. Rosemary Street with the leasing office and cycle center activating the street front. The project does not include onsite parking therefore lessening the environmental impact while allowing for higher density.

Landscape buffers will be designed using the Town's design manual and will include year-round landscape plant material, site furnishings, and special lighting.

Stormwater management facilities, water, sewer, and other utilities will be provided in accordance with the applicable guidelines, standards, and regulations.

## Statement of Compliance with the Comprehensive Plan

This project will meet several goals themes and goals of the Comprehensive Plan as outlined below:

### Theme 1: A Place for Everyone

- Grubb Properties seeks to provide a modern design with a balance between simplicity and sophistication. Grubb Properties approaches Link Apartments® and urban living in a manner that creates and enhances connections to the community. Our residences are designed for first-time renters and urban professionals who appreciate and enjoy close proximity to major employment centers such as hospitals and universities as well as entertainment offerings.

### Theme 3: Getting Around

- Grubb Properties builds Link Apartments® in urban areas near employers, universities, retail, restaurants and greenways. We build active communities, emphasizing walkable design and connectivity, with easy access to alternative modes of transportation. Grubb Properties is a leader in transit-oriented design, seeking out locations near major transit hubs or greenways to limit the need for parking, and/or creating shared parking models between the residential and commercial components of developments. This allows for increased density with less environmental impact.

### Theme 4: Good Places, New Spaces

- Link Apartments® communities are also designed with an eye toward environmental stewardship. We seek to incorporate the use of sustainable materials wherever possible. Our efficient floorplans limit wasted space and allow for more compact mechanical, electrical, and plumbing systems. This decreases construction and maintenance costs and results in less wasted energy and lower utility bills. All Link Apartments® buildings are National Green Building Standard certified. We measure build energy, water, waste, and emissions within our control, and are identifying long-term reduction targets. This helps us create value for our residents by building a more affordable apartment product.

### Theme 6: Town and Gown Collaboration

- Grubb Properties designs our Link Apartments® brand based on the local character of each neighborhood in which we invest. We seek to cultivate authentic, healthy relationships with and between our residents, allowing them to create their own unique sense of community in each project we build. Our long-term resident program caps rent increases for residents of 5+ years. As of January 2021, 341 residents - more than 8% of our portfolio - were participating in the program. This helps foster and promote a feeling of ownership and camaraderie for our residents.