

Rosemary / Columbia Hotel

110 W Rosemary Street

Zoning Compliance Permit Application

9 May 2022

PROJECT NARRATIVE

This is a request for review of a Zoning Compliance Permit application by the Town of Chapel Hill.

The proposed Rosemary / Columbia Hotel project will redevelop a site currently dominated by surface parking and non-descript single story commercial buildings, and redevelop it with a high quality, extended stay hotel in downtown Chapel Hill. The project involves the redevelopment of 7 contiguous parcels in a generally L-shaped configuration: 3 parcels on the north side of West Rosemary, 2 on North Columbia, 1 on Pritchard Avenue, and 1 landlocked parcel with no street address. The project will involve removal of 4 surface parking lots, a small brick building, and a 2-story wood structure. The parcels will be recombined, then subdivided to accommodate a land swap between the developer and the Town. The final address will be 110 West Rosemary Street. The main drive entry and lobby area and public space entries will all be accessible from that frontage as well as from N Columbia Street.

The 88,862 sf building will be a 132-room, 5-story hotel with 38 on-site parking spaces plus two spaces behind the Historic Town Hall building. Five spaces are surface on the west side of the building for short term parking - pickup, check in and loading. The remainder of the spaces are structured in an under-building deck space. The two spaces behind Old Town Hall are on Town owned property and include a van accessible ADA space plus a space to be used for a service vehicle.

The hotel will be targeted to extended stay visitors to Chapel Hill, and the facilities are proposed to include public spaces and a rooftop bar. Additional guest common areas will include a business center, guest dining area, meeting rooms, fitness center, and an outdoor recreational area. The hotel's public spaces and common areas will incorporate custom-designed elements that authentically reflect the hotel's downtown Chapel Hill location. These spaces will be accessible from W Rosemary Street.

The post-development parcel will total 48,110.70 sf. The project includes improvements to the driveway behind the Historic Town Hall building and development of the lot beside that building to be owned by the Town and used as a small park.

The project was approved for Conditional Rezoning by Council at their November 22, 2021 meeting. The project as presented in the Zoning Compliance application conforms to the stipulations imposed as part of that approval. The development team continues to work with the Town's Urban Designer and with the Town's Arts committee to detail the development of the park site being built as part of this project.