

SUP NARRATIVE FOR 1609 EAST FRANKLIN MIXED USE BUILDING

DECEMBER 29,2014

THE TRACTS OF LAND THAT ARE PART OF THIS PROPOSAL ARE CURRENTLY ZONED NC-C AND R1 AND HAVE A VALID SUP TO ALLOW FOR THE CONSTRUCTION OF (2) TWO-STORY SUBURBAN STYLE OFFICE BUILDINGS WITH APPROXIMATELY 18,000 SF OF SPACE. THIS APPROVAL WAS FIRST GRANTED IN 2009; HOWEVER DUE TO MARKET CONDITIONS, THEY HAVE NEVER BEEN BUILT. ASSUMING THE ZONING AMENDMENT IS APPROVED, THIS PROPOSAL WILL SERVE A NEED WITHIN TOWN LIMITS THAT IS NOT CURRENTLY BEING MET. THIS MIXED USE BUILDING, IF APPROVED, WILL BE A TIER B CHAIN MOTEL WITH LESSER RATE REQUIREMENTS ALONG WITH A CORPORATE APARTMENT COMPONENT THAT WILL BE FURNISHED AND MEET APARTMENT DEFINITIONS. THERE ARE NO SUCH UNITS CURRENTLY WITHIN TOWN LIMITS AND CLOSE TO THE CAMPUS.

AT THIS TIME, THERE IS NOT A SPECIFIC HOTEL CHAIN INVOLVED WITH THIS PLAN. THE OBJECT OF THIS SUBMITTAL TO OBTAIN A GENERIC APPROVAL WITH ENOUGH SPECIFICITY TO GUARANTEE COMPLIANCE WITH TOWN REGULATIONS AND GOALS WHILE ALLOWING FOR A CONTRACT PURCHASER TO FOLLOW BEHIND THIS PROCESS WITH VERY SITE SPECIFIC DESIGN ITEMS AS PART OF THE CONSTRUCTION DRAWING APPROVAL APPLICATION.

THE DEVELOPER OF THIS PROPOSAL COMPLETED THE CONCEPT PLAN APPROVAL PROCESS IN 2013. THEY HAVE TAKEN THAT INFORMATION ALONG WITH FURTHER DISCUSSIONS WITH STAFF AND SOME COUNCIL MEMBERS TO CRAFT THIS SUBMITTAL.

THIS APPLICATION IS FOR A 96 ROOM HOTEL ON EAST FRANKLIN STREET ALONG WITH 28 RESIDENTIAL RENTAL UNITS. THE LEVEL OF SERVICE AT THIS LOCATION WILL NOT BE IN DIRECT COMPETITION WITH THE CURRENT HOTELS IN THE TOWN. THE DESIGN ELEMENTS INCLUDED IN THIS APPLICATION ARE AS FOLLOWS:

1. THE TOTAL SEVEN STORY STRUCTURE WILL HAVE AT LEAST 120 PARKING SPACES. THE BUILDING WILL BE SET CLOSE TO FRANKLIN STREET, AS FAR AWAY AS POSSIBLE FROM THE REAR PROPERTY LINE THAT IT SHARES WITH THE HOMES ON VELMA ROAD. THE REAR OF THE BUILDING WILL NOT PAST THE FRONT FAÇADE OF THE BALLET SCHOOL TO THE WEST AND WILL BE OVER 100 FT AWAY FROM THE OFFICE BUILDING TO THE EAST.
2. THE SLOPE OF THE LAND ALLOWS FOR THE BUILDING TO BE RECESSED INTO THE GROUND. WHILE THE STREET ELEVATION FOR THE MAIN BUILDING WILL BE SEVEN STORIES, THE REAR OF THE BUILDING, FACING VELMA WILL BE ONLY SIX. THE EXISTING SLOPE ALSO ALLOWS FOR THE GRADING OF THE BUILDING DO BE WELL BELOW VELMA BEHIND A RETAINING WALL THAT IS AT ITS PEAK APPROXIMATELY 12' HIGH. ALSO BETWEEN THE TOP OF THE WALL AND THE VELMA RD. RIGHT OF WAY WILL BE A PLANTED EVERGREEN SCREEN AT LEAST 30' WIDE. EVERGREEN HEDGES IN THE AREA WILL HAVE PLANT MATERIAL AT LEAST 6 FT TALL AT THE TIME OF PLANTING.
3. THE HOTEL PORTION ON THE BUILDING WILL HAVE A RESTAURANT THAT SERVES ITS SPECIFIC OCCUPANTS. THERE WILL ALSO BE AN OPPORTUNITY FOR PROTECTED OUTDOOR DINING ON THE STREETScape SIDE OF FRANKLIN STREET. THIS WILL ALLOW THE GUEST TO NOT BE REQUIRED TO LEAVE THE PROPERTY FOR FOOD AND PROMOTE ACTIVITY OUTSIDE THE BUILDING. THERE WILL ALSO BE A SMALL MEETING SPACE AVAILABLE TO THE GUESTS. THE APARTMENT PORTION OF THE BUILDING WILL HAVE AN OPEN BALCONY AT THE FIFTH STORY OVERLOOKING FRANKLIN STREET. FINALLY, THERE WILL BE NO LARGE DESTINATION CONFERENCE SPACE IN THE BUILDING.
4. PUBLIC ART WILL CENTRAL TO THE MAIN ENTRANCE OF THE BUILDING. THERE WILL BE A FOUNTAIN WITH SEATING NEAR THE RIGHT OF WAY OF FRANKLIN TO ENHANCE THE PEDESTRIAN EXPERIENCE VISUAL INTEREST ALONG THE CORRIDOR.
5. NEAR THE MAIN ENTRANCE OF THE BUILDING THERE WILL BE RACKS FOR STORAGE OF VISITORS' BIKES TO THE COMPLEX.

6. THE BUILDING WILL HAVE A TWO-STORY COVERED ENTRANCE TO ALLOW GUESTS TO CHECK IN UNDER A PROTECTED AREA AND TO GIVE A PEDESTRIAN SCALE TO THE FRONT OF THE BUILDING. THE APARTMENTS WILL BE ACCESSED IN THE REAR OF THE BUILDING WITH A DEDICATED ELEVATOR THAT SERVE ONLY THE TOP TWO FLOORS.

7. ON THE EAST SIDE OF THE BUILDING THERE WILL BE A SMALL POOL AREA PROTECTED BY FENCING AND NEXT TO THE GROUND FLOOR WINDOW WALL FOR THE ENJOYMENT OF THE GUESTS. THIS IS ONE OF THE FEW AREAS SHARED WITH THE APARTMENT OCCUPANTS. THE OTHER IS THE INTERNAL WORKOUT FACILITIES IN THE HOTEL.

8. THE SERVICE ENTRANCE AND STORAGE WILL BE ON THE BACK OF THE BUILDING BEHIND A SOLID WALL AND LOCKED GATES. THIS AREA WILL BE EASILY ACCESSIBLE TO SUPPORT STAFF AND VEHICLES.

9. THE LANDSCAPE WILL EXCEED TOWN STANDARDS IN SEVERAL WAYS. THE MOST IMPORTANT OF WHICH IS IN A ATTEMPT TO MINIMIZE THE IMPACT TO OUR NEIGHBORS. WE PROPOSE TO INSTALL ALONG THE EAST PROPERTY LINE AN EVERGREEN HEDGE AS SOON AS ALLOWED BY ORDINANCE. IT IS OUR PROPOSAL TO INSTALL THIS HEDGE BEFORE CONSTRUCTION OF THE BUILDING BEGINS. THIS LANDSCAPE HEDGE WILL BE A LEAST 6 FT TALL AT THE TIME OF INSTALLATION. TO THE WEST, THE DEVELOPER WOULD DESIGN AND INSTALL A HEDGE THAT IS COMPLIMENTARY TO THIS PROPOSAL AND THE BALLET SCHOOL. TO THE REAR THE EVERGREEN PLANTING WILL BE DESIGNED AS DESCRIBED IN ITEM 2.