

The Siena Hotel Expansion Developer Program

I. Site Overview

- i. The Hotel expansion will be located on The Siena Hotel's existing parcel of land situated between Sherwin Williams, Chapel Hill public library, and the Kangaroo gas station located on the corner of Estes Dr. and Franklin St.
- ii. The expansion will be located behind the Kangaroo gas station towards Estes Dr.

II. Project Overview / Goals & Objective

- i. The proposed expansion will include 61-keys and will continue in the Siena's upscale theme of an Italian Villa. Hotel parking will be provided on-site with an additional valet parking located off-site at the corner of Franklin and Estes Dr. at the current Fast Med lower parking lot.
- ii. Over the past 25 years the Siena Hotel has created a very successful unique travel destination. Travelers on business and pleasure often extended their stay to enjoy the Siena's and Chapel Hill's warm heartfelt hospitality.
- iii. The Siena Hotel's unique product is in popular demand. We are turning away guests that want to specifically stay at the Siena, as we are sold out over 100 nights per year.
- iv. The Hotel will continue to serve business travelers, leisure visitors to Chapel Hill, parents visiting UNC, visiting University professionals, as well as the UNC Hospital system

III. Community Benefits

- i. The Siena Hotel expansion provides a natural transition from our current building.
- ii. Significant financial impact to the Town of Chapel Hill and Orange County through increased property taxes and occupancy taxes
 - projected to produce over \$175,000 in property taxes annually
 - Occupancy Tax – The Town of Chapel Hill and Orange County are each projected to receive over \$185,000 in annual, recurring occupancy tax revenues
- vi. The hotel will continue to provide its guests with complimentary shuttle service throughout Chapel Hill to help ease the burden with traffic.
- vii. Job Creation – the Hotel will provide job opportunities for local residents and is anticipate to create over 50 construction jobs and 15-20 additional permanent jobs at the Hotel itself

Statement of Compliance with the Comprehensive Plan

A Place for Everyone

The Siena Hotel is located between the University/downtown area and Interstate 40 providing convenient access to everyone. The hotel is a destination for more than just accommodations offering a world-class restaurant, Il Palio, 4,000 square feet of meeting space for training seminars, birthday parties, and corporate events and is also a great location for weddings for the community.

Community Prosperity and Engagement

Clearly the hotel is prospering exhibited by the need to expand. The hotel is a destination hotel bringing in patrons that might not otherwise frequent Chapel Hill which in turn helps to sustain the financial health of the community. This type of development is safe and attracts vibrant individuals. Existing and local businesses benefit as patrons of the hotel utilize the local gas stations, restaurants and shopping venues as well as retail establishments downtown and visitors to the University whether on business or pleasure.

Getting around

The relative close proximity of the Siena to the surrounding community helps to make it easily accessible to pedestrians as well as the existence of sidewalks along both sides of East Franklin Street and nearby Estes Drive. The hotel is located adjacent East Franklin Street which has three bus routes (CL, D and F) utilizing this facility and a bus stop is within 600 feet of the site. The hotel is relatively close to the Interstate making it convenient to RDU airport. Additionally the Siena provides its guests complimentary shuttle service throughout Chapel Hill and Carrboro

Town and Gown Collaboration

For over 25 years The Siena Hotel has provided great service to the town and University of North Carolina by providing a unique and creative hotel, dining and event space. The hotel is a great venue to entertain and host visitors to the University whether they are here for the many sporting events, academic pursuits or for medical reasons.

Statement of Compliance with the Design Guidelines

Site Development

Preservation of natural drainage patterns and impact on existing plant and animal life

The proposed development preserves natural drainage patterns by building up rather than out thereby reducing the need to encroach on nearby creeks. Because most of the addition will occur over existing impervious there will be a relatively small amount of additional impervious added to the site.

Siting of Building

The addition will be set back significantly from the street (approximately 179' from the right-of-way) as compared to the existing hotel (approximately 97') thereby reducing its impact on the existing hotel's street presence.

Slope Design

The majority of the site is fairly flat. 85.5% of the site is less than a 10% slope. 9% of the site is 10% to less than 15%. 3% of the site is 15% to less than 25% and only 2.5% of the site is at a slope of 25% or greater. There will be little harm to existing plant and animal life because of the limited amount of site disturbance.

Traffic Patterns – Streets, parking and circulation, pedestrians, bicycles and transit

The existing traffic patterns will not noticeably change because where the addition would have impacted the traffic flow around the building the addition will be two stories high essentially creating a bridge between the old and the new. There are no new entrances or exits proposed on the site unless required. Because of the increase in rooms the subsequent need for additional parking will be met by utilizing a valet service and parking the overflow in a leased parking area (730' away at the parking lot behind the FastMed building on Estes Drive). The Town of Chapel Hill Engineering Department has been contacted regarding developing the traffic impact analysis of the proposed project. There are existing sidewalks along both sides of E Franklin St and Estes Drive. It has been observed that a sidewalk may need to be constructed to facilitate pedestrian access from E Franklin St to the hotel site. There are existing bus stops on the hotel side of E. Franklin St east and west of the site with the closest being within 600'.

Stormwater Management

Due to the land disturbance being under the ½ acre and 20,000 SF thresholds there will be no Jordan nutrient requirements and no erosion control plans required respectively. However, 85% total suspended solids and mitigation of the 1, 2 and 25 year storms will have to be addressed for any new impervious areas added. All stormwater management will be managed onsite per Town of Chapel Hill guidelines. It has not be determined at this stage whether the stormwater controls will be above ground or below ground.

Architectural Character

One of the distinctive elements of the Siena is its Tuscan Villa inspiration and the addition will be sensitive to this theme. Exterior building materials and details will match the existing building as much as possible. The addition is currently planned to be six stories and the existing 4 story hotel will have a 1 story addition (2 stories if structurally feasible and within zoning restrictions). As stated earlier the face of the new addition will be set back almost twice as far as the current building thereby reducing its impact at street level and not overpowering the existing hotel. The face of the existing hotel is approximately 193' and the exposed face of the addition is approximately 134' therefore from a massing perspective the addition will not appear larger than the existing building. One objective of the addition of one story to roof of the existing hotel is to give patrons a great view of the surrounding area which is not possible at four stories. Existing HVAC units which are located at ground level will be placed on the roof.

Landscape character

Currently there exists a fence and substantial planted area along E. Franklin Street in front of the site and surrounding the site which helps to create the on-site ambiance. Similar levels of buffering, screening, planting and fencing are planned in keeping with the same theme, especially considering the adjacent use of a quickie mart/gas station to the west and paint store to the east. No changes to the entranceways are planned at this time and as little modification to the parking areas as possible. There will be a Type C 20' buffer between the western and northern property lines and the new addition.