

# PROPOSED HOTEL PROJECT

505 WEST FRANKLIN ST  
CHAPEL HILL, NC 27516



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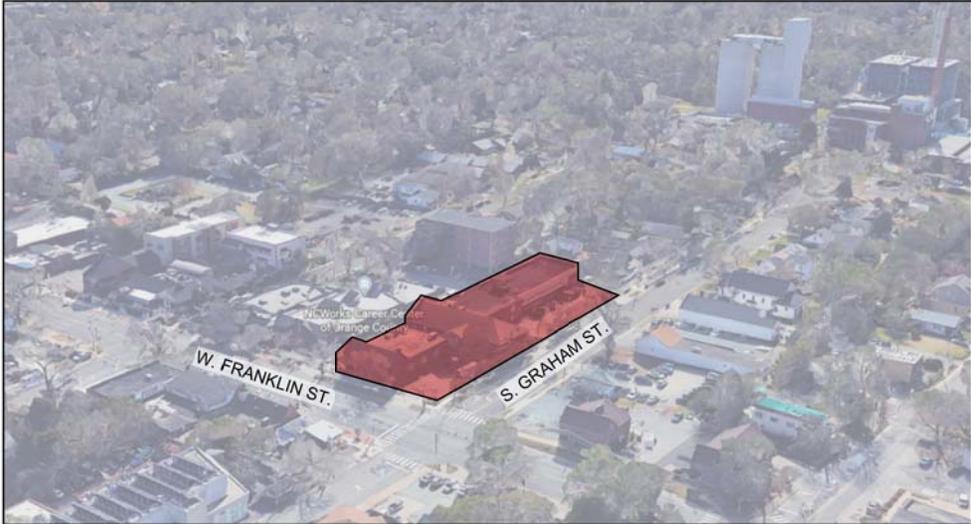
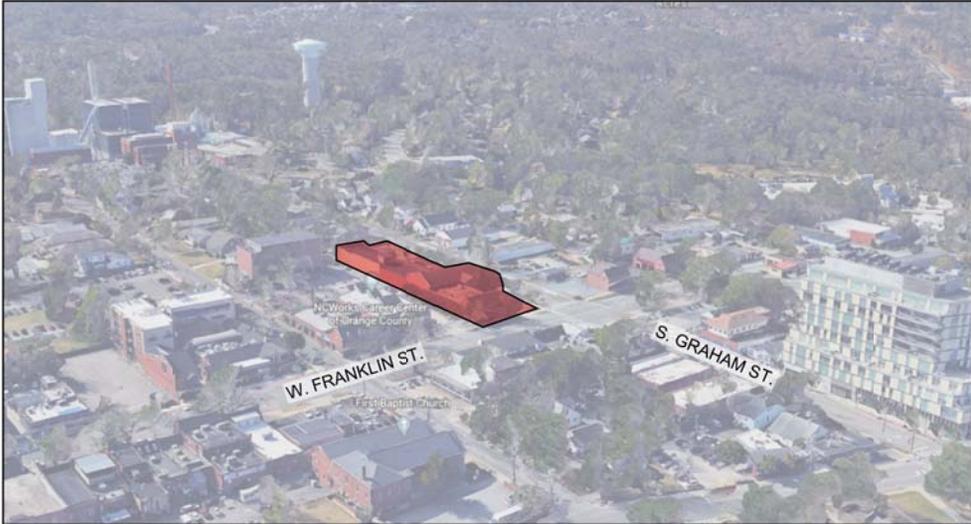
## TABLE OF CONTENTS:

1. COVER SHEET
2. PROJECT LOCATION
3. EXISTING CONDITIONS PLAN
4. SITE PHOTOS
5. SURROUNDING PHOTOS
6. ZONING CODE ANALYSIS
7. NOTIFICATION BOUNDARY MAP
8. DEVELOPER'S STATEMENT
9. DEVELOPER'S STATEMENT
10. EXISTING SITE PLAN
11. SITE PLAN
12. BUILDING SECTIONS



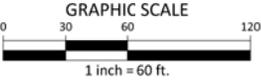
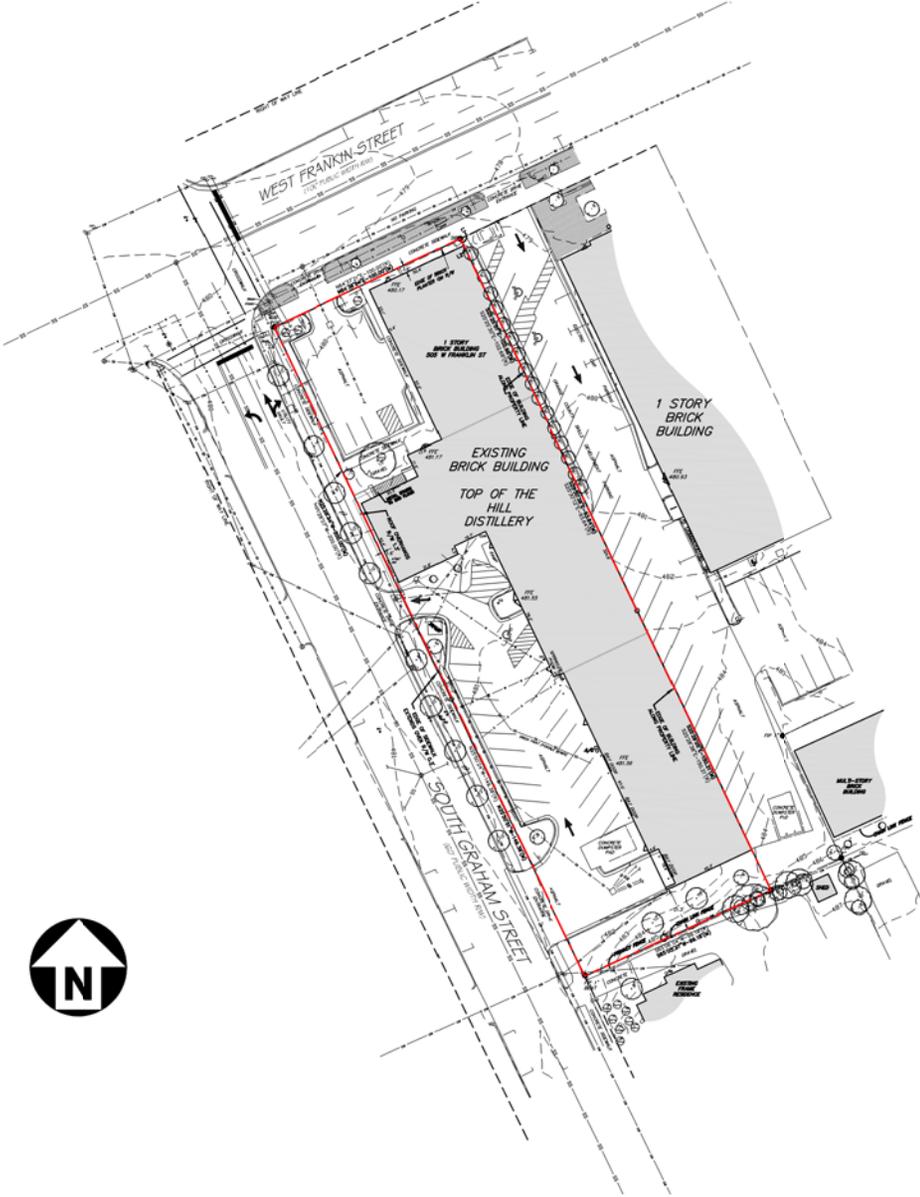
Proposed Hotel  
505 West Franklin St.  
Chapel Hill, North Carolina

# PROJECT LOCATION



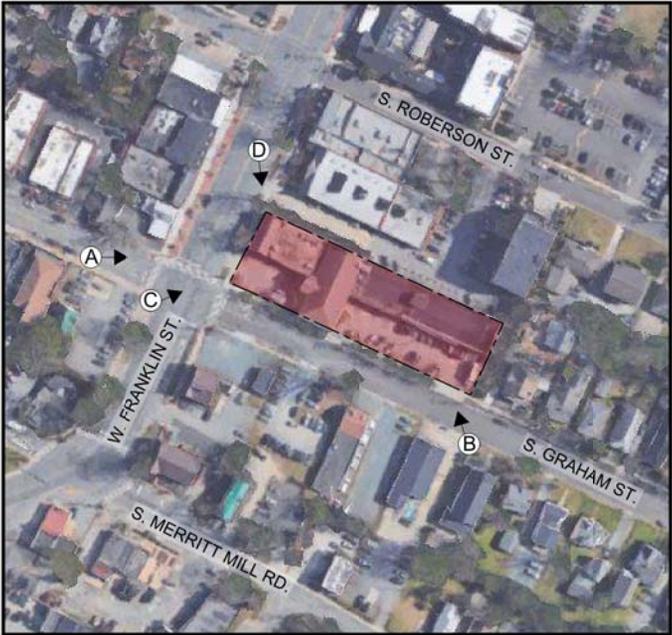
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# EXISTING CONDITIONS PLAN



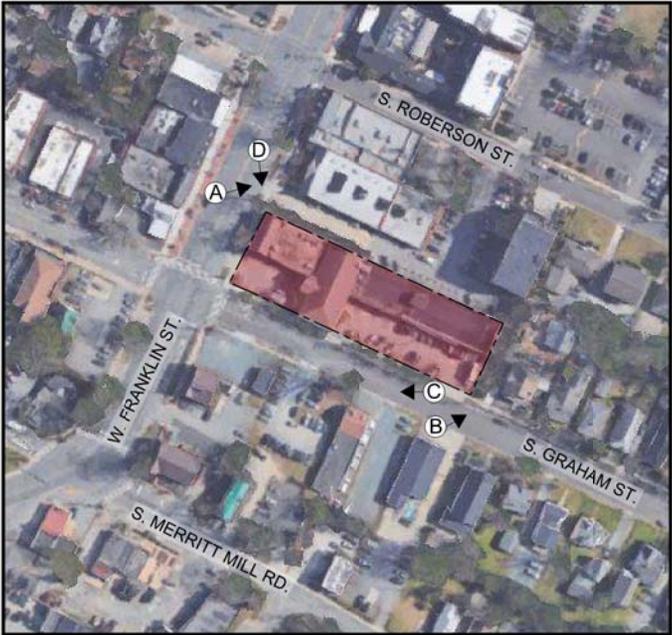
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505 West Franklin St.  
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# SITE PHOTOS



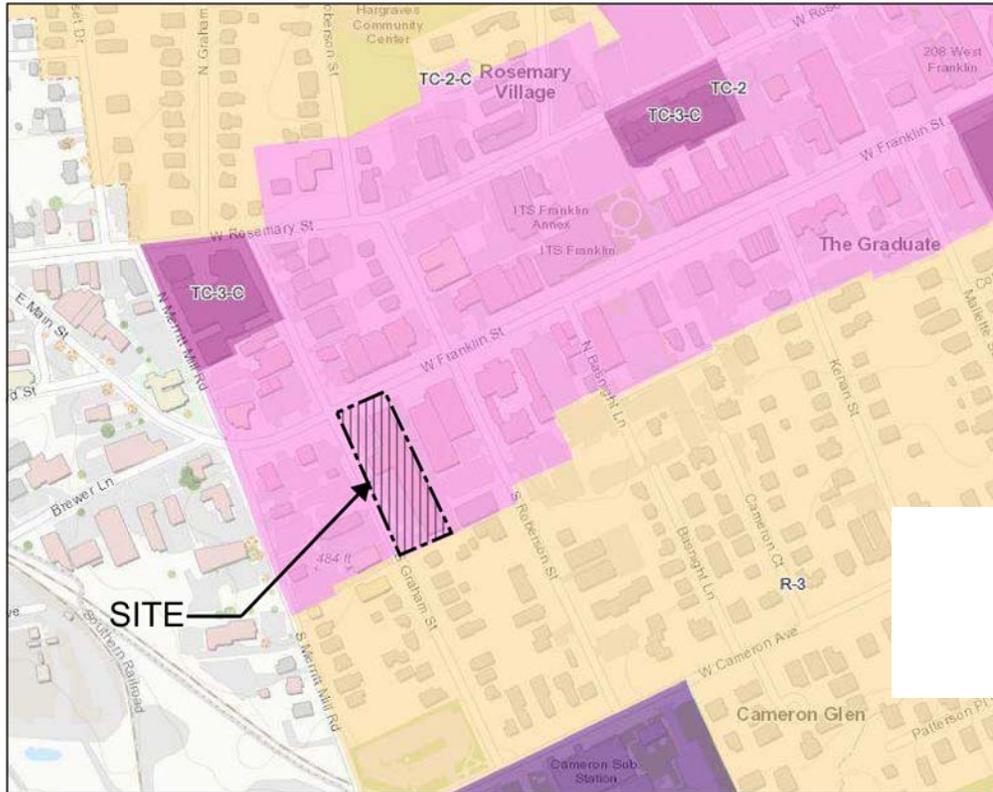
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# SURROUNDING PHOTOS

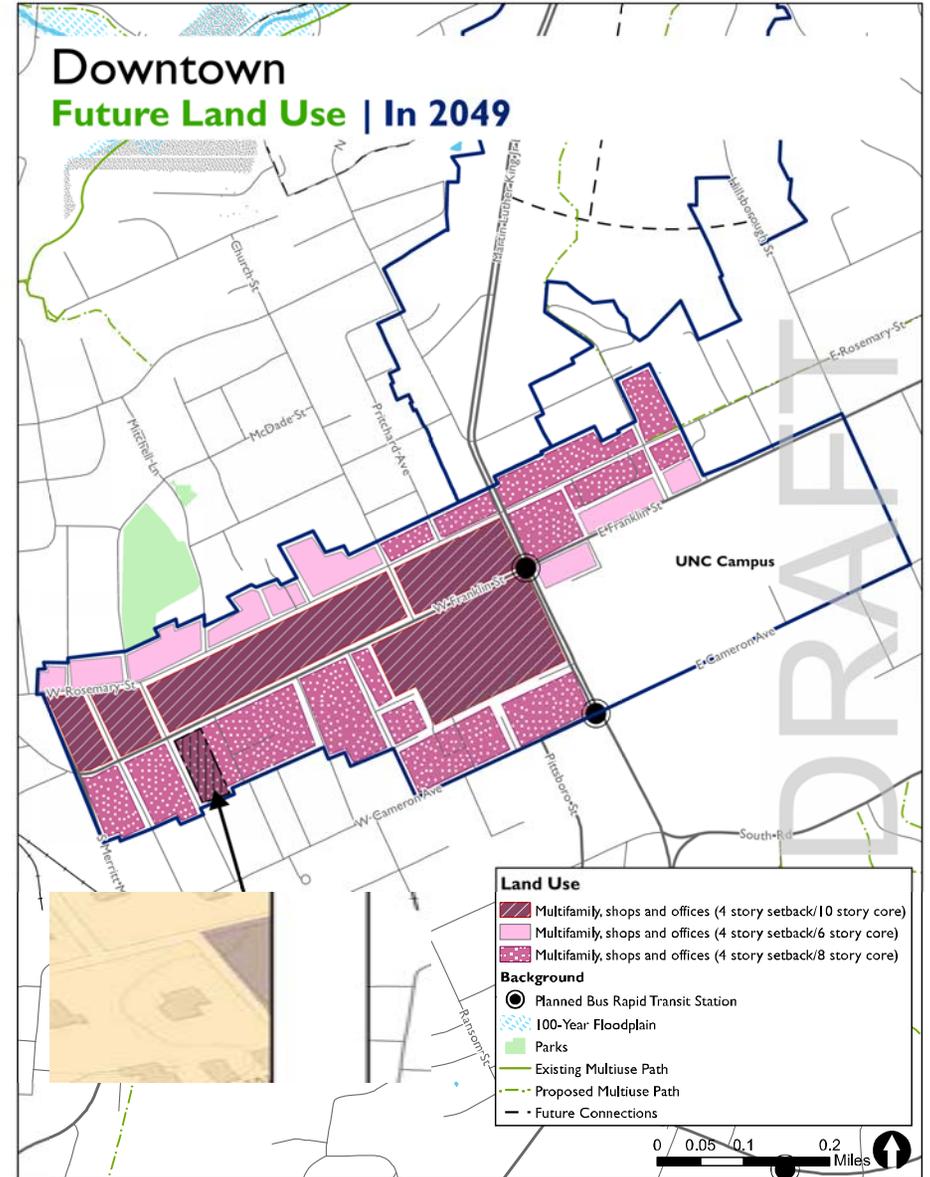


# ZONING CODE ANALYSIS

## TC-2 (TOWN CENTER 2)



CURRENT ZONING PLAN



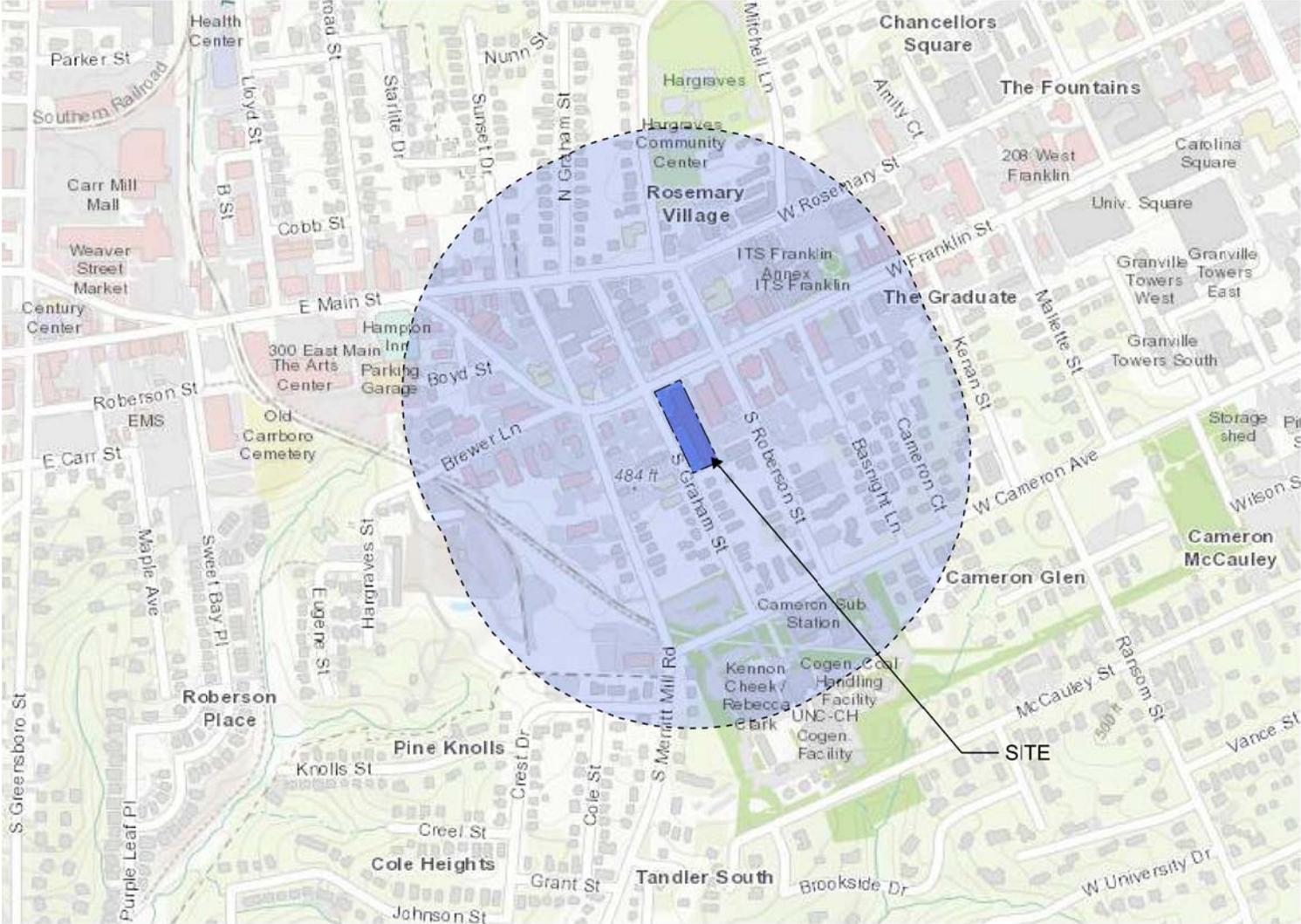
PROPOSED LAND USE PLAN



Proposed Hotel  
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# NOTIFICATION BOUNDARY MAP

1,000 foot radius



# DEVELOPER'S STATEMENT

505 W Franklin Street is a proposed hotel development at the southeast corner of West Franklin Street and South Graham Street. The development encompasses an 0.8-acre parcel with 100 feet of frontage along Franklin and approximately 350 feet of frontage along Graham. The site is in the Town Center – 2 (TC-2) zoning district with TC-2 district also to the east, west, and north. To the south the site abuts Residential – 3 (RC-3) district. 505 W Franklin Street is not located in an overlay zoning district. Please refer to the maps included in this package for additional context.

The existing site includes two separate surface parking lots which provide parking for the current office and manufacturing uses. The existing structure is a combination of two buildings constructed at different times that were connected later. The site includes three curb cuts, two along South Graham Street and one along West Franklin Street. The site's current use is an underutilization of a parcel located along Chapel Hill's most recognized commercial street and provides a great opportunity for redevelopment.

505 West Franklin Street's proposed development program:

- Six to Eight story building
- 140-180 hotel rooms
- Activated ground level space along Franklin Street and most of Graham Street
- Internal parking or other creative solutions

The hotel will front on Franklin Street and provide for pedestrian access. Vehicular access will be provided further south of Graham Street. The design will provide an internal drop off area for vehicular arrival either from taxi/rideshare service or customers checking in before parking their car on an above level. Discussions with the Town of Chapel Hill about how to program and manage parking may determine the ratio of parking on-site or what can be accommodated nearby.

The goals of 505 W Franklin Street are as follows:

- Create exciting pedestrian experience along Franklin Street
  - o The photographs included document the existing condition of the sidewalks and streetscape. The proposed development will setback a generous distance off the back of the Franklin Street curb to provide an inviting and pedestrian friendly walkway. In addition, the development will include active use along Franklin Street and most of Graham Street with storefront and outdoor patios and terraces to promote a secure and activated streetscape.
  - o The development will eliminate the existing curb cut on West Franklin Street to further promote the pedestrian experience and reduce traffic conflicts.
  - o Promote a "park once" or rideshare arrival to allow hotel guests the opportunity to walk to leisure and business interests in the community while removing cars from the downtown streets.
- Develop a high-quality hotel
  - o The hotel will be designed to fit with the aesthetic of the downtown and its surroundings while utilizing quality materials. The goal is for the hotel to fit the fabric of downtown Chapel Hill while providing a timeless new look.

- o The building mass will vary in height and stay below 90' as allowed in TC-2. To limit the impact to the residential to the south, the building is setback off the property line with an additional setback above level three to provide relief. Additionally, the hotel is significantly setback from Franklin Street with a generous 3<sup>rd</sup> level setback.
- Meet the downtown Chapel Hill growing market demand for urban, walkable hotels
  - o According to Smith Travel Research, demand for hotel rooms in downtown Chapel Hill has grown on average 5.5% over the past 5 years and is up 8% at year-end 2019 versus year end 2018.
  - o Travelers are looking for unique lodging experiences that speak to the local environment in which they live. This site provides the location travelers are seeking with its immediate access to the vitality of the shops, food, and entertainment options that Franklin Street provides. The hotel will be constructed to accentuate its location and provide guests in Chapel Hill the walkable experience they are seeking.

Raymond Management Company (RMC) is a family owned hotel developer, operator and owner based in Madison, Wisconsin. We own or manage 35 hotels across the country and have a reputation for developing excellent hotels and delivering exceptional service. RMC develops hotels with a long-term ownership approach focusing on guest experience so the operations of the hotel can excel from a thoughtfully programed hotel in a high-quality location. This approach has led to multiple award-winning hotels.

We look forward to feedback on our Concept Plan from the Community Design Council.

## Statement of Compliance with "The Big Ideas" in the Chapel Hill 2020 Comprehensive Plan

The project is consistent with the guidelines set forth in the Chapel Hill 2020 Comprehensive Plan, the Downtown Chapel Hill Small Area Plan, and the Chapel Hill 2020 Land Use Plan.

- **Implement a bikeable, walkable, green communities plan by 2020:**  
The redevelopment of 505 West Franklin Street to a hotel use will bring visitors to downtown, adding vitality and increasing pedestrian activity. The location acts as an entryway to the west end of Franklin Street and is within walking distance of the existing downtown businesses, limiting the need for guests to use a vehicle. The hotel is also nearby multiple bus lines, making alternative transportation methods available. Bicycle parking will be available on-site for hotel guests and employees. The streetscape design enhances and expands the sidewalk area along Franklin Street, creating a public gathering space, improving walkability and strengthening pedestrian connections to nearby businesses.
- **Create an entrepreneurial enterprise hub in the Rosemary Street corridor:**  
N/A
- **Create entertainment/dining/arts hubs to capitalize on Chapel Hill's strengths as a recreational destination:**

# DEVELOPER'S STATEMENT

Adding a hotel to the downtown area in proximity to various restaurants, retail and cultural venues will add energy to the Town, providing a vibrant space for visitors and residents. Existing and future businesses will benefit from increased demand brought on by hotel guests. A hotel on the west end of Franklin Street complements nearby businesses rather than competing with them.

- **Increase the ratio of workforce housing by 2020 and develop a plan for student housing in the community:**

The proposed hotel will not displace existing residential uses and will provide a new accommodation option for visitors to the downtown community and the UNC campus.

- **Establish a structure to support community and neighborhood engagement in a proactive manner:**

Raymond Management Company, Inc. intends to actively engage the community throughout the development process by meeting with the Chapel Hill Downtown Partnership and other interested stakeholders. We intend to operate the hotel long-term and are committed to creating local employment opportunities and supporting local businesses. The hotel will also increase revenues for the Town by contributing to the commercial tax base (property tax and transient occupancy tax).

## Statement of Compliance with the Downtown Small Area Plan

- **Franklin Street is the center of Chapel Hill's historic downtown:**

The development will engage Franklin Street as the main focal point of activity. Exterior patios and streetscape will accentuate the iconic street. The hotel's location along Franklin Street provides opportunity to bring density to the west end of the street and bring activity to the center of downtown.

- **Parking continues to be important:**

The hotel will provide parking to match code with the potential to partner with the Town on nearby off-site parking.

- **The University of North Carolina at Chapel Hill campus and Franklin Street converge at the McCorkle Place quadrangle:**

N/A

- **Downtown contains opportunity areas for development as identified in the Draft Downtown Development Framework and Action Plan (2010):**

The redevelopment of the property will contribute to the existing downtown character as the design will incorporate attractive, exterior features that will appeal to the local community and compliment the "Williamsburg-style" architecture nearby. The hotel will comply with the future land use plan which calls for redevelopment of the property to an 8-story core height.

- **Connections to downtown, improved circulation and new amenities to support a vibrant economy downtown will require focused attention:**

The hotel location is walkable to all downtown businesses, limiting impacts on vehicular traffic, promoting pedestrian connectivity, and bringing visitors who will support local businesses.

## Statement of Compliance with the Future Land Use Plan

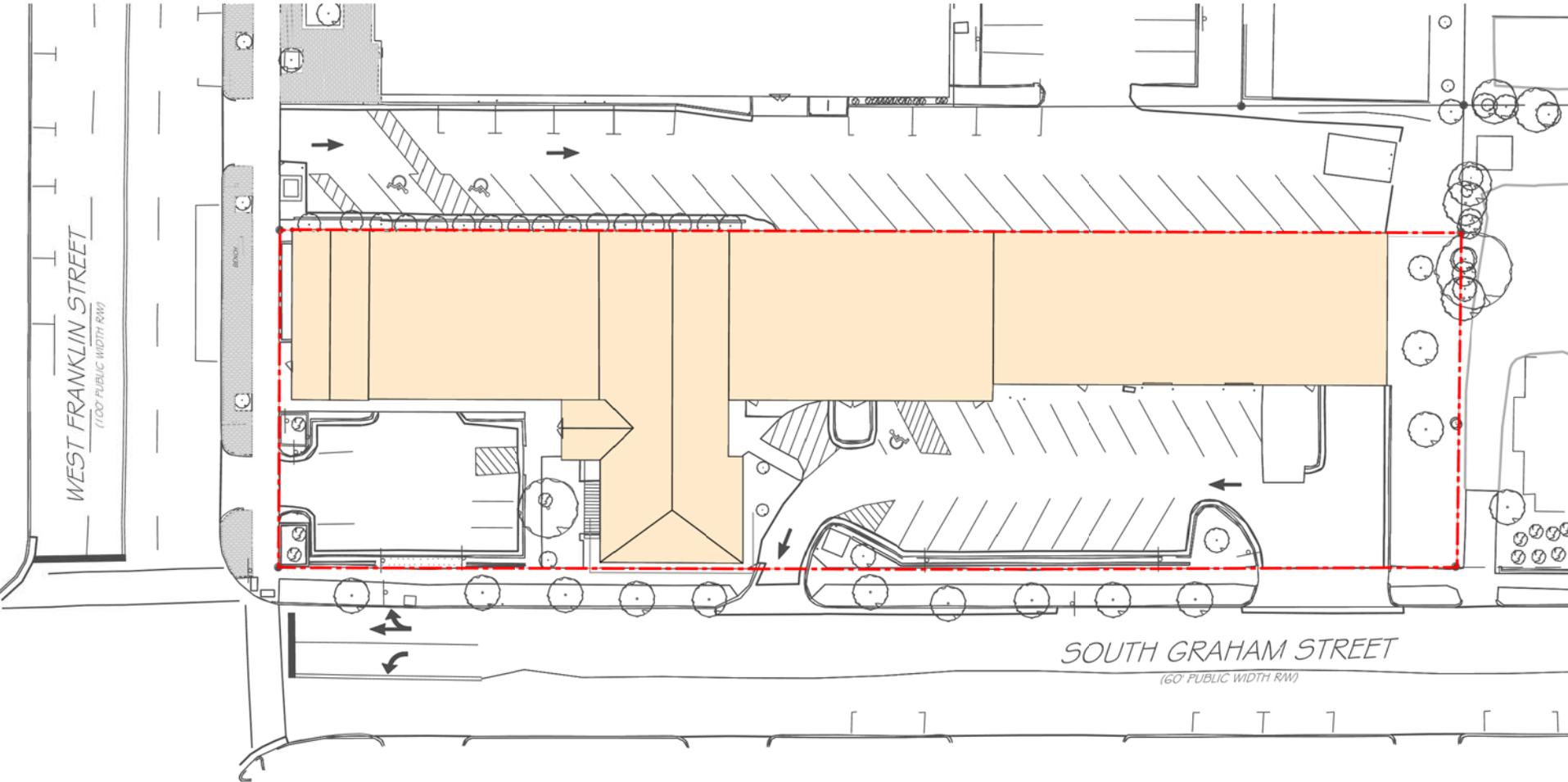
Raymond Management Company, Inc. understands that the revised future land use plan is expected to be adopted as part of the Comprehensive Plan by the end of 2020. The draft Land Use Plan in Chapel Hill 2020 calls for "Multifamily, shops and offices (4 story setback/8 story core)" at the project location. The proposed hotel design complies with this plan where a core height up to 8 stories is appropriate. The scale of the hotel project will strengthen Downtown's capacity to absorb growth.

## Statement of Compliance with Design Guidelines

- **Stormwater Management:** The project will manage stormwater in accordance with Article 5.4 at the time of final approval.
- **Landscaping and Tree Protection:** The project will require modifications to some landscape standards given its location along Franklin Street.
- **Access and Circulation:** The project will comply with Town standards for circulation, parking, emergency access, and access for services such as utility maintenance and trash collection.
- **Parking and Loading:** The Land Use Plan has no minimum parking requirement for hotels in the TC-2 zone. The parking provided on site will not exceed the maximum allowed of .9 stalls per hotel room. Parking will be provided in an above-ground, covered structure or through a partnership with the town.
- **Street Light, Signs and Markings:** The project will be designed to enhance the Franklin Street frontage beyond what is required by code. An expanded sidewalk and public gathering space will be provided. Street lights, signs and marking will be designed to meet or exceed what is required by code.
- **Utilities and Easements:** Utilities are available to the site. Installation of any additional utilities will be integrated with that of all other utility lines in the vicinity to avoid cross-connections and minimize utility construction.
- **Solid Waste Management:** Trash and recycling collection facilities will be provided internal to the site or with appropriate screening. Facilities will be designed per code.

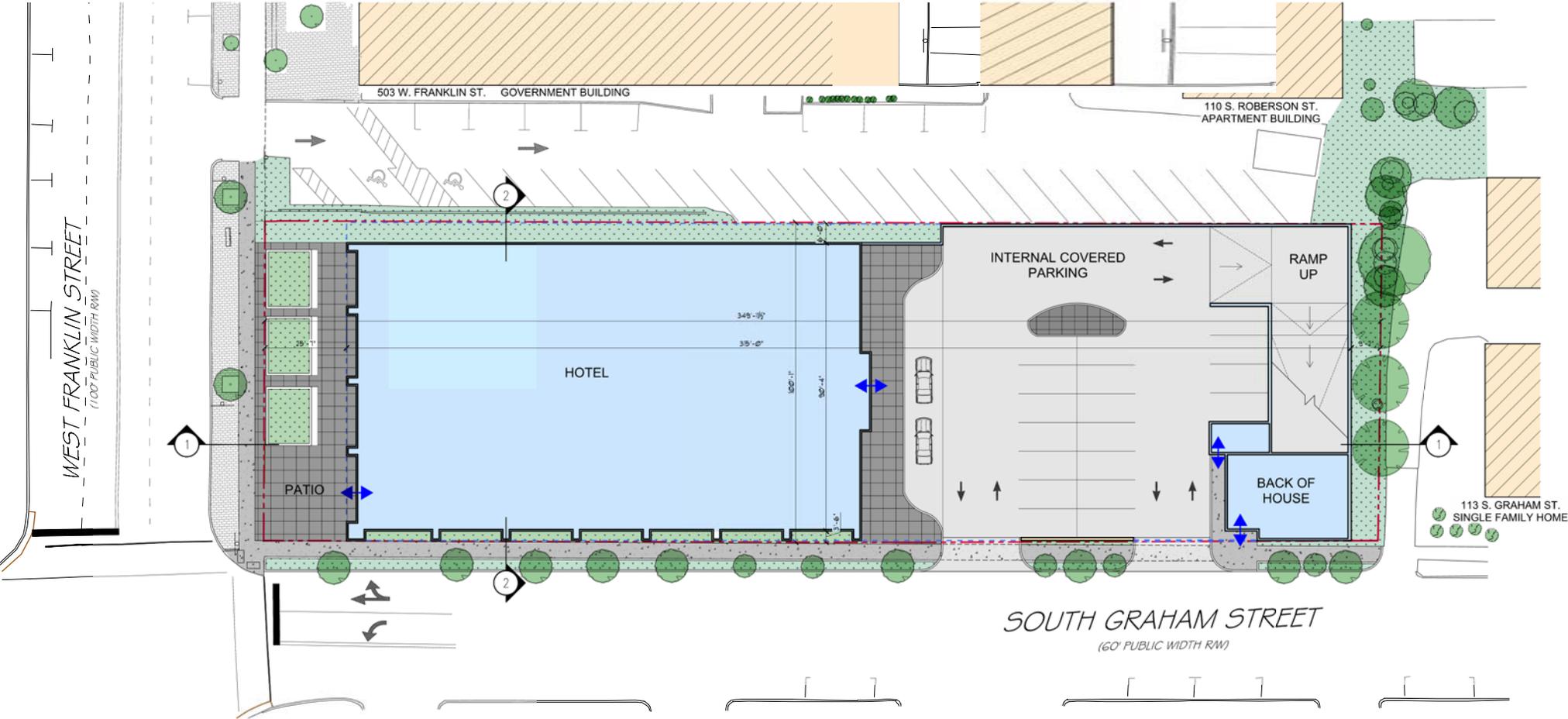
# EXISTING SITE PLAN

SCALE: 1" = 30'



# SITE PLAN

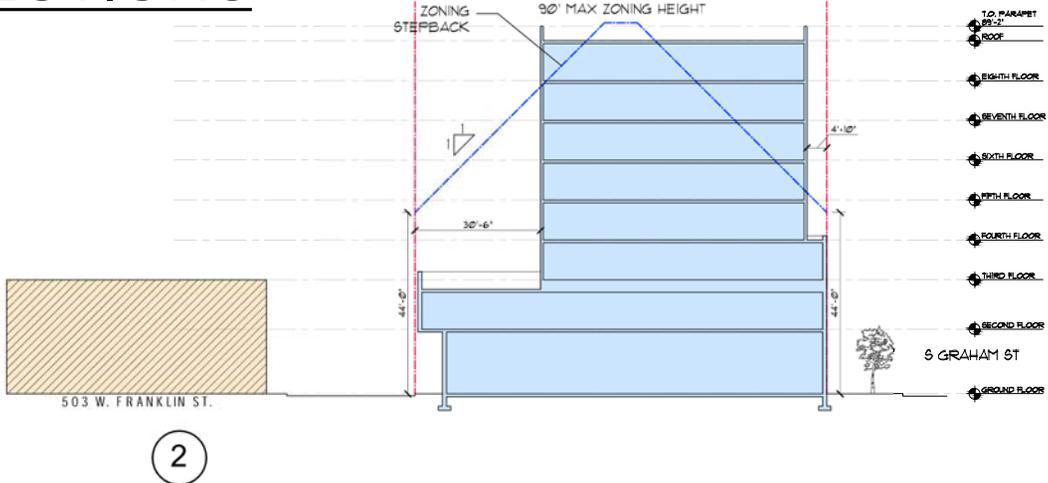
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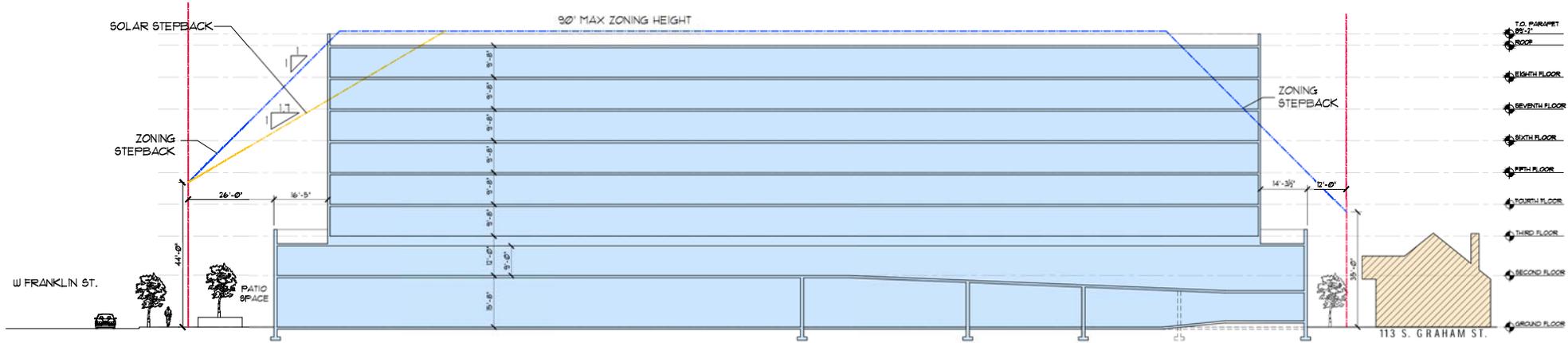
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# BUILDING SECTIONS

SCALE: 1" = 30'



2



1



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