



Request	DTC Concept Plan and Modifications
Project Name	127 Rosa L. Parks Boulevard
Council District	19 – O’Connell
Requested by	Lee Davis, with ESa
Staff Reviewer	Ventura
Staff Recommendation	<i>Approve with conditions</i>

Applicant request

A request to modify various standards of the DTC for property located at 127 Rosa L. Parks Boulevard, (0.57 acres), east of 9th Avenue North, south of Commerce Street and within the Core Subdistrict of the DTC.

Project overview

The project proposes a 17-story hotel building consisting of 297 guest rooms, 4,000 square feet of retail space, 132 parking spaces, and a pool/amenity area. This project was reviewed and received concept approval on September 5, 2019. The substantial changes include the main pedestrian entrance off the intersection of Rosa L Parks and Commerce Street, the facades of the building, and the overall height has decreased from 29 stories to 17 stories.

Plan details

The property is enclosed by Commerce Street to the north, 9th Avenue North to the west, and Rosa L. Parks Boulevard to the east. The site contains three street frontages, all of which serve distinct functions. The Commerce Street frontage serves as the pedestrian entrance to the retail space and shop-n-go referenced as the market in plans. The Rosa L. Parks Boulevard frontage serves as pedestrian entrance to the hotel lobby, with vehicular access including valet and drop-off services. 9th Avenue North frontage serves as the entry to the parking garage, as well as other mechanical elements, with retail space at the intersection with Commerce Street.

Alley #63 runs through the site, with major loading areas and back-of-house operations taking place along it. The 17-story tower is proposed to straddle the alley; approval is required for this massing via the mandatory referral process through NDOT, and documentation has been received and is dated as October 7, 2020.

CONCEPT REVIEW

- Is the design of the main entrance and porte cochere successfully integrated into the overall building?
- While above grade parking was previously proposed and is proposed again, the screening of the garage has changed from the original proposal. Is the contrasting massing and materiality of the garage successfully screening the parking and harmonious with the overall design? Does the garage have a negative, positive, or neutral effect on the public realm?

MODIFICATION SUMMARY

1. Build-to Zone – Commerce Street

- **Required:** The building must be built within 0-10 feet of the property line for 80% of lot frontage.



Downtown Code DRC Meeting of 12/02/2021

- Proposed: The building is setback over 10 feet in excess of 20% of the façade along portions of Commerce Street frontage to allow for outdoor dining.
- Analysis: The intent of the shallow build-to zone is to create a close relationship between buildings and the public realm, activating the sidewalk corridor. In this instance, the portions of the building that are beyond the build-to zone are set back to provide space for outdoor seating and serve as an extension of the grab and go shop on the ground floor of the building.

2. Build-to Zone – Rosa L. Parks Boulevard

- Required: The building must be built within 0-10 feet of the property line for 80% of lot frontage.
- Proposed: The building is setback over 10 feet in excess of 20% of the façade along portions of the Rosa L. Parks Boulevard frontage to allow for a port cochere.
- Analysis: The intent of the shallow build-to zone is to create a close relationship between buildings and the public realm, activating the sidewalk corridor. In this instance, the building's ground floor façade along Rosa L Parks is recessed to accommodate a porte cochere. The porte cochere and main entrance to the hotel is connected to the sidewalk corridor.

3. Parking Requirement

- Required: The number of stories of structured parking without upper-level habitable liners on all public street frontages and open spaces shall not exceed the number of levels of underground parking.
- Proposed: There is no underground parking. All parking is above grade.
- Analysis: The intent of the DTC is to ensure that active uses are placed along the street frontages, activating the sidewalk corridor. The designers have screened the above grade parking garage almost entirely on all street frontages. The original concept design was approved with above grade parking garage and no below grade parking. The DTC was recently amended to limit the amount of above grade parking.

STAFF RECOMMENDATION

The project generally aligns with the goals and objectives of the Downtown Code to create active, attractive streets and streetscapes. Staff recommends approval with the following conditions:

1. Prior to final site plan submittal to the Planning Department, the applicant shall submit for review a Traffic Impact Study. The TIS shall be reviewed and approved by NDOT and Planning prior to final site plan approval.
2. If implementation of final TIS recommendations has a substantial effect on the building or site design, revisions to these plans shall be reviewed by the DTC DRC.