

# Administrative Alternates



**DEVELOPMENT  
SERVICES  
DEPARTMENT**

Development Services Customer Service Center | 1 Exchange Plaza, Suite 400 | Raleigh, NC 27601 | 919-996-2495 | efax 919-996-1831

<b>Administrative Alternate Request:</b> <i>Requested in accordance with UDO Section 10.2.17</i>	<b>OFFICE USE ONLY</b>
Section(s) of UDO affected: <b>Section 3.3.3 and Section 1.5.6, Section 3.4.8</b>  Provide an explanation of the alternate requested, along with an applicant's statement of the findings See attached Exhibit A  Provide all associated case plan numbers including zoning and site plan: <b>ASR-0037-2020</b>	Transaction Number

<b>Property Address</b> 700 S Salisbury Street Raleigh, NC 27601		<b>Date</b> November 24, 2021
<b>Property PIN</b> 1703654924	<b>Current Zoning</b> DX-20-UG	
<b>Nearest Intersection</b> Salisbury and South Streets	<b>Property size (in acres)</b> 4.9	
<b>Property Owner</b> NORTH CAROLINA ASSOCIATION OF EDUCATORS INC	<b>Phone</b>	<b>Mail</b> PO BOX 27347 RALEIGH NC 27611-7347
	<b>Email</b>	
<b>Project Contact Person</b> <b>Isabel Worthy Mattox</b>	<b>Phone</b> 919.624.3105	<b>Mail</b>
	<b>Email</b> isabel@mattoxlawfirm.com	
<b>Property Owner Signature</b> 	<b>Email</b>	
<b>Notary</b>  Sworn and subscribed before me this <u>24</u> day of  <u>November, 2021</u>	<b>Notary Signature and Seal</b>  	

<b>DATE:</b>	November 24, 2021
<b>TO:</b>	Carter Pettibone, Members of Appearance Commission
<b>FROM:</b>	Shawn Clemons
<b>PROJECT:</b>	Salisbury Square ASR-0037-2020
<b>RE:</b>	Administrative Alternate Findings

As our request for an Administrative Alternate is evaluated, please consider this memo about findings related to UDO section 3.3.3.B Building Stepbacks

**Project Summary / Background:**

*The 4.9 acre site consists of multiple parcels located at the southwest corner of W. South and S. Salisbury Streets. The current proposal is for two 20-story mixed-use buildings and a parking structure with a 4-story residential wrap building. The parking structure is screened by the proposed building to the south and east and complies with screening requirements for parking decks fronting public streets. The project proposes 587 apartments and ground floor commercial space.*

*We are requesting:*

**1. The approved alternate meets the intent of the building massing regulations.**

*Building stepbacks occur on two of the public streets at the second floors. Along W. South Street, the first floor is set back from the upper floors to achieve a reverse but similar effect as a stepback. On S. Salisbury street, the north building steps back at the second floor. On the south tower, material changes, a 3 foot stepback, and a 25' setback combine to achieve a similar effect as a stepback.*

*A substantial portion of the site is only four stories and provides a large buffer and light and air between the tower and the less-dense zoning to the west and south.*

*The building design also reduces the perceived scale of the building at the street level. Each façade is designed to respond to the streetscape and pedestrian experience, which vary on each street.*

**2. The approved alternate conforms with the Comprehensive Plan and adopted City plans.**

It is our belief that the additional sidewalk width along S. Salisbury street and the urban plaza space at the center of the site will provide a gathering place for the residents and retail users. The alternate maintains conformance with the following elements of the Comprehensive Plan:

*LU 2.1 Placemaking*

*LU 2.2 Compact Development*

*LU 5.1 Reinforcing the Urban Pattern*

*LU 7.6 Pedestrian Friendly Development*

*T 2.1 Integration of Travel Modes*

*T 5.3 Bicycle and Pedestrian Mobility*

*T 5.5 Sidewalk Requirements*

*T 5.4 Pedestrian and Bicycle Network  
Connectivity*

*T 5.9 Pedestrian Networks*

*T 6.1 Surface Parking Alternatives*

*ED 1.2 Mixed-Use Redevelopment*

*UD 2.1 Building Orientation*

*UD 2.3 Activating the Street*

*UD 4.3 Improving Streetscape Design*

*UD 4.4 Management of Sidewalk Space*

**3. If the approved alternate uses a change in building materials to mimic a change in wall plane, the most substantial and durable building materials are located at the bottom floors of the building.**

*All materials used will be substantial and durable. At the ground level, the use of glazing will be maximized.*

- 4. If the approved alternate proposes a building setback behind the sidewalk in lieu of a required stepback, the resulting open space includes public amenities such as seating areas, trees and landscaping or outdoor dining.**

*The retail spaces will use the outdoor areas for outdoor dining. The plaza space will also be used as a "front porch" for the lobbies of each building.*

- 5. The building contains architectural treatments for delineating the base, middle and top of the building.**

*Various façade treatments are used on each side to break the scale of the tower into smaller elements, both horizontally and vertically. The building massing consists of a well-defined base, middle, and top.*

EXHIBIT A  
Section 2

700 S. Salisbury Street – Administrative Alternate Requests and Statement on Findings

**UDO Sections 3.4.8.C.2**

Applicant requests: (i) an administrative alternate to UDO Section 3.4.8.C.2, which requires property with a Urban General frontage to locate the building within the build-to range for seventy percent (70%) of its primary street frontage. The following alternates are requested:

(a) Tower 2, Lot 2- Mixed Use building will occupy only 33% of primary street frontage along Kindley Street rather than required 70%; and

(b) Apartment building, Lot 3 - Apartment building will occupy only 49% of primary street frontage along Kindley Street, rather than required 70%.

1. The approved alternate meets the intent of the build-to regulations

**Response:** The intent of the build-to regulations is to strengthen the street edge along the right-of-way and establish a sense of enclosure by providing spatial definition adjacent to the street. The proposed buildings are within the build-to range along W. South Street and S. Salisbury Street for Lot 1, Lot 2 and Lot 3. Due to the proposed building's size and curve of the street, full compliance with the build-to regulations along Kindley Street cannot be met.

2. The approved alternate conforms with the Comprehensive Plan and adopted City plans

**Response:** The requested alternate is consistent with the following Comprehensive Plan policies: LU 2.1 "Placemaking; LU 5.1 "Reinforcing the Urban Pattern"; "LU 7.4 "Scale and Design of New Commercial Development"; LU 7.6 "Pedestrian friendly Development;" and UD 6.2 "Ensuring Pedestrian Comfort and Convenience."

3. The approved alternate does not substantially negatively alter the character-defining street wall or establish a build-to pattern that is not harmonious with the existing built context

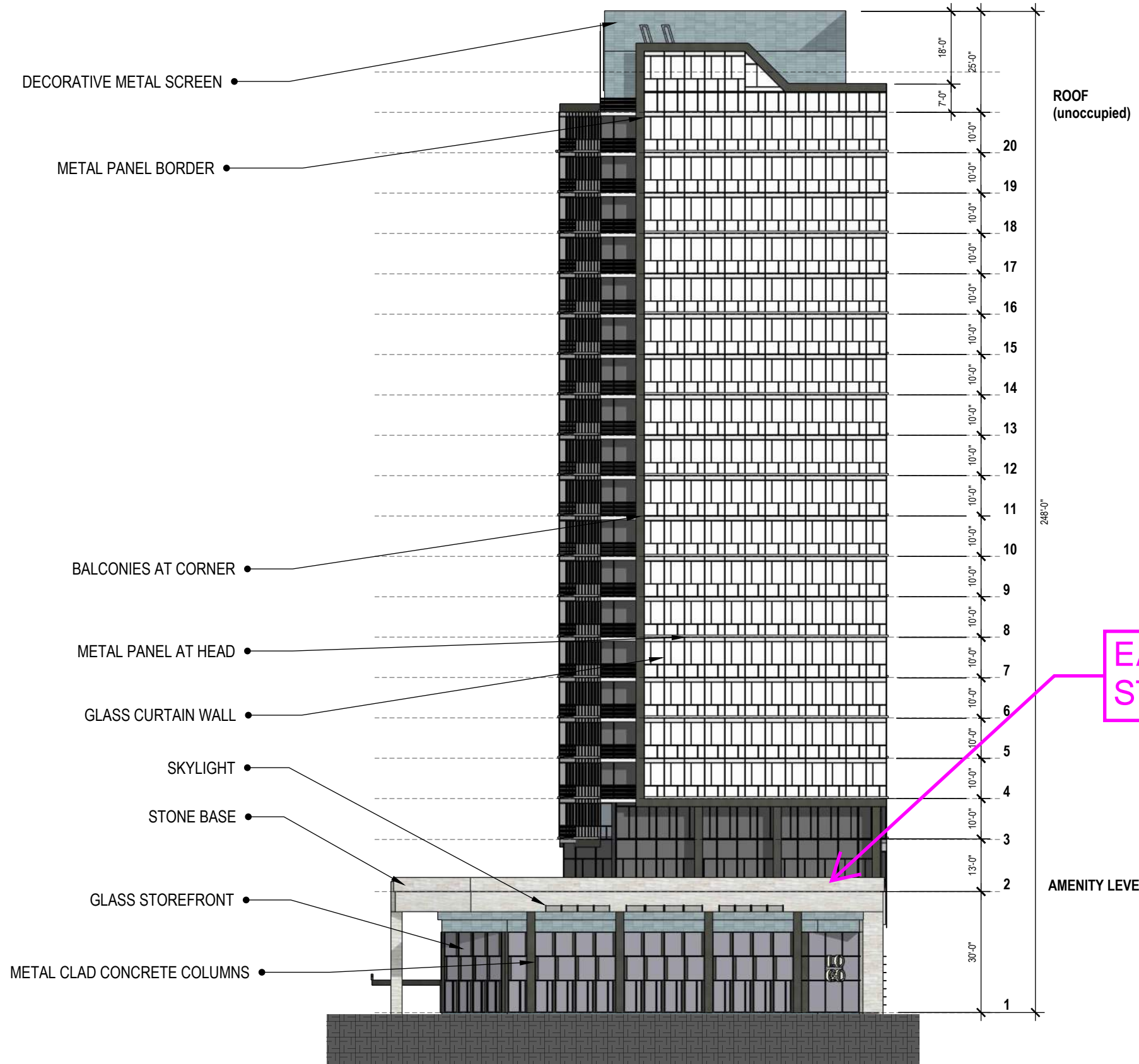
**Response:** The requested alternate is not inconsistent with building orientations along relevant streets. Redevelopment of this property includes moving parking away from the streets, locating the proposed building closer to the road, and creating urban outdoor space.

4. The change in percentage of building that occupies the build-to area or increased setback does not negatively impact pedestrian access, comfort or safety; and

**Response:** The proposed development includes significant pedestrian improvements that will increase pedestrian safety at the intersection and which will greatly enhance the pedestrian realm.

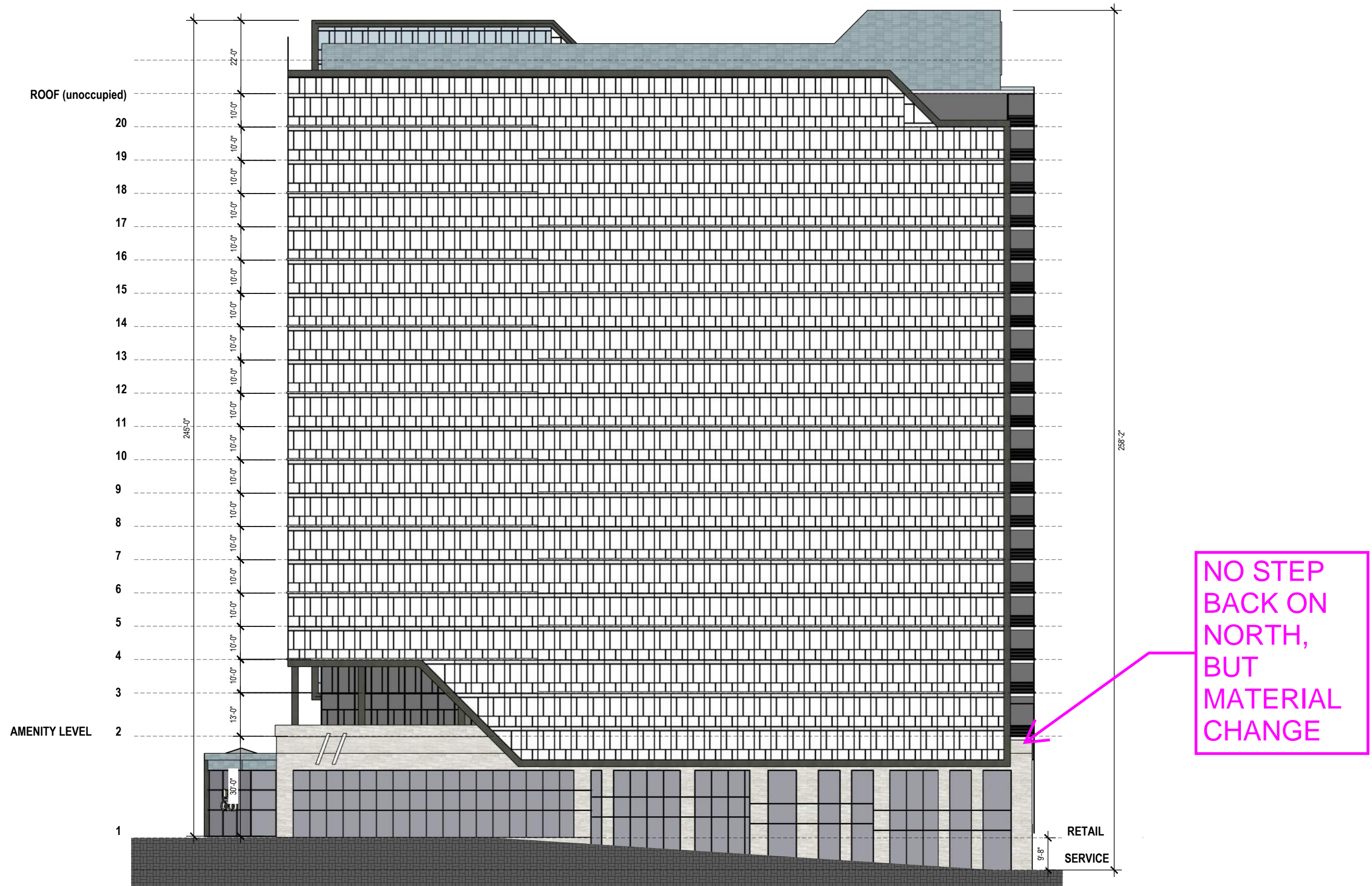
5. Site area that would have otherwise been occupied by buildings is converted to an outdoor amenity area under Sec. 1.5.3.B.

**Response:** As shown on the attached Exhibit A-2-1 and A-2-2, at areas that would have otherwise been occupied by buildings will be converted to outdoor amenity area.



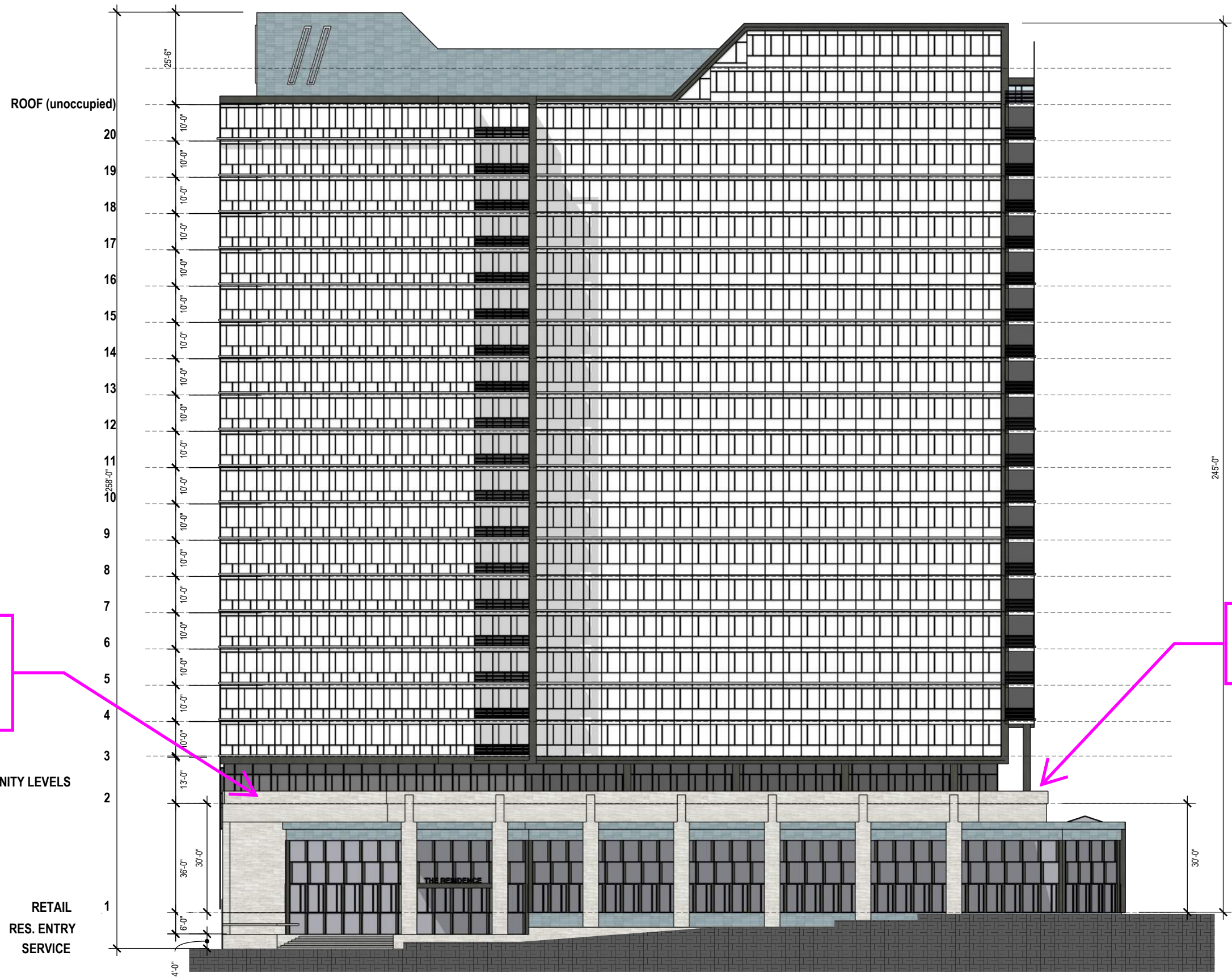
EAST  
STEPBACK

EAST ELEVATION - SALISBURY STREET

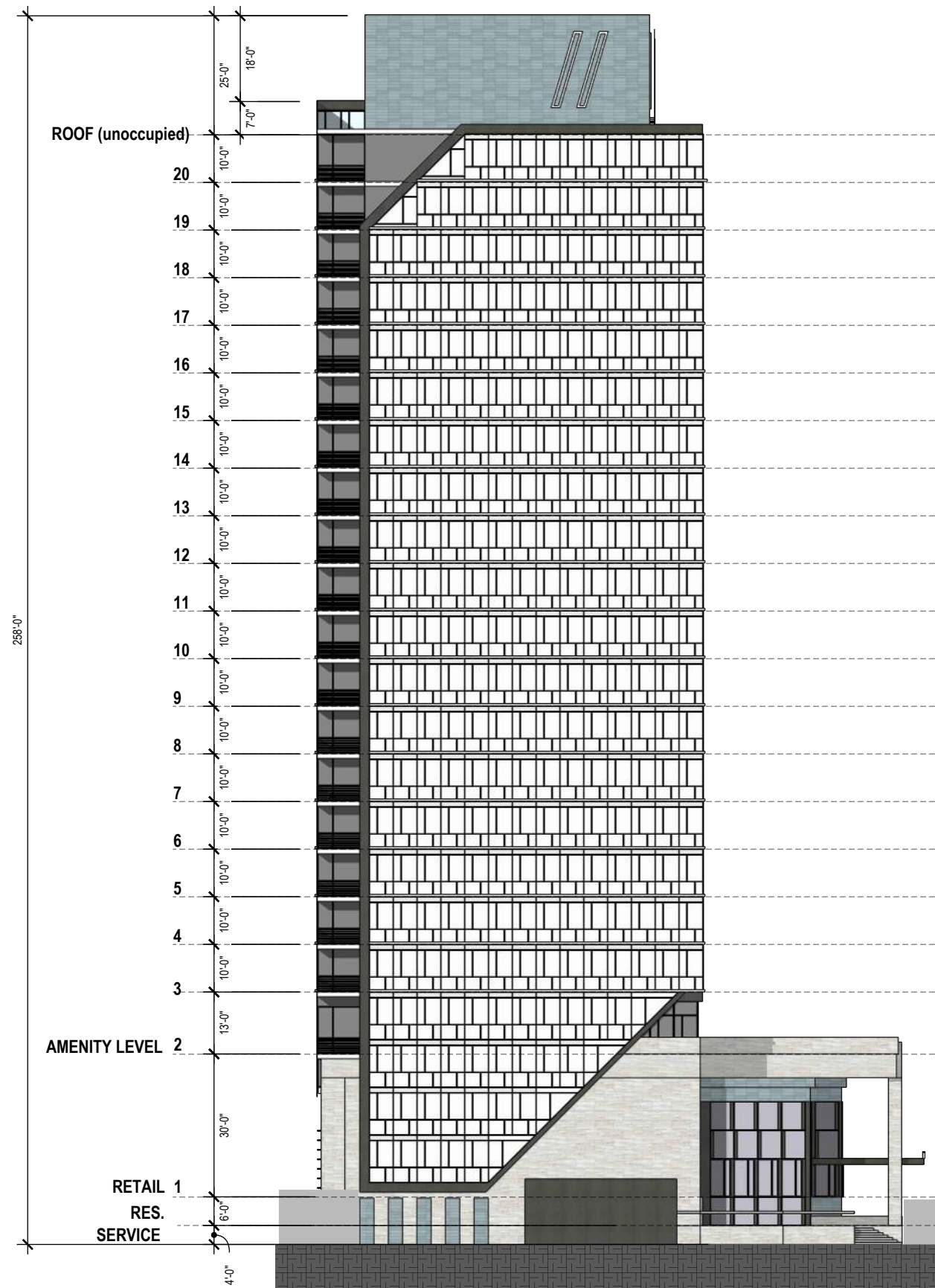


NORTH ELEVATION - SOUTH STREET



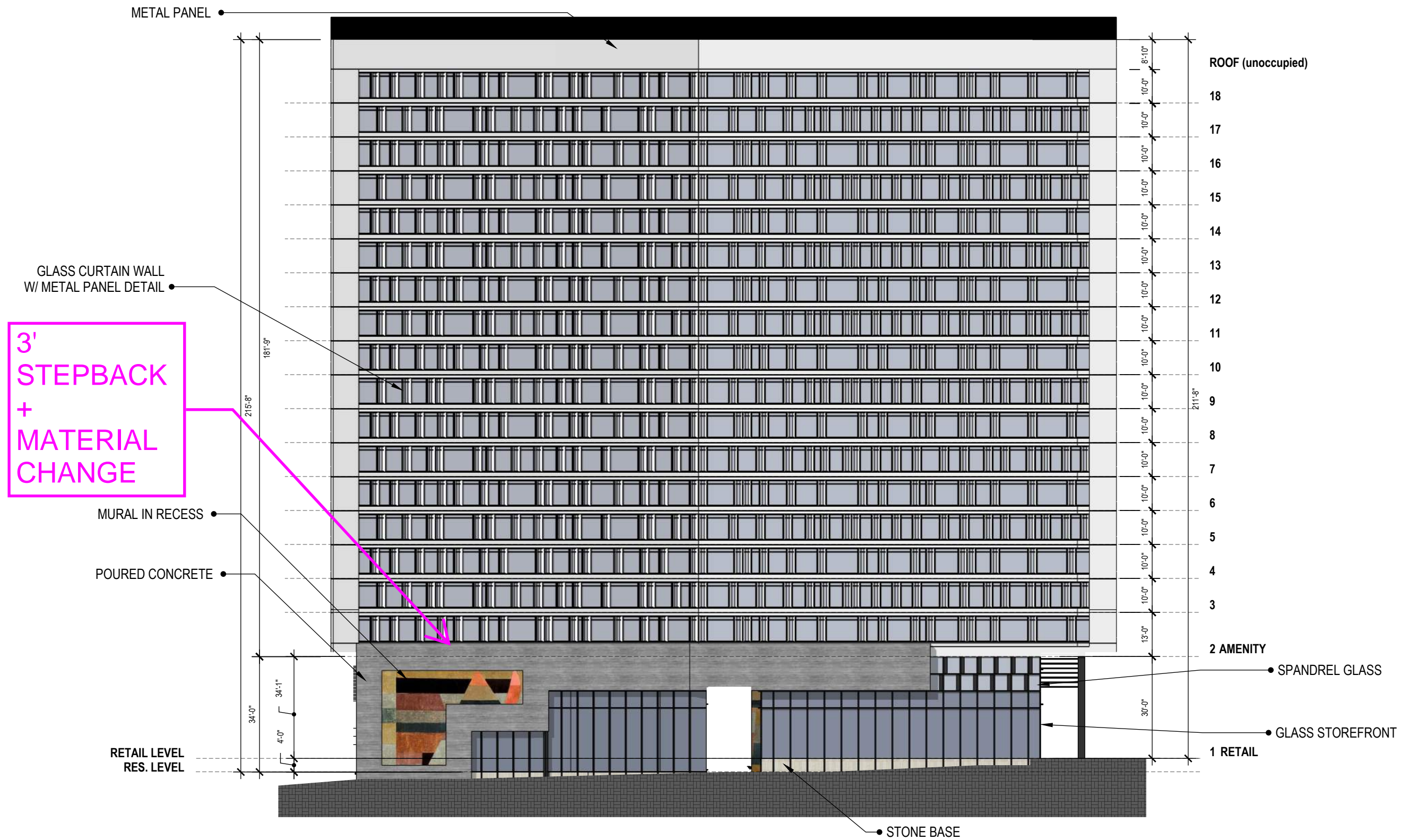


SOUTH ELEVATION - INTERNAL TO BLOCK



WEST ELEVATION - INTERNAL TO BLOCK

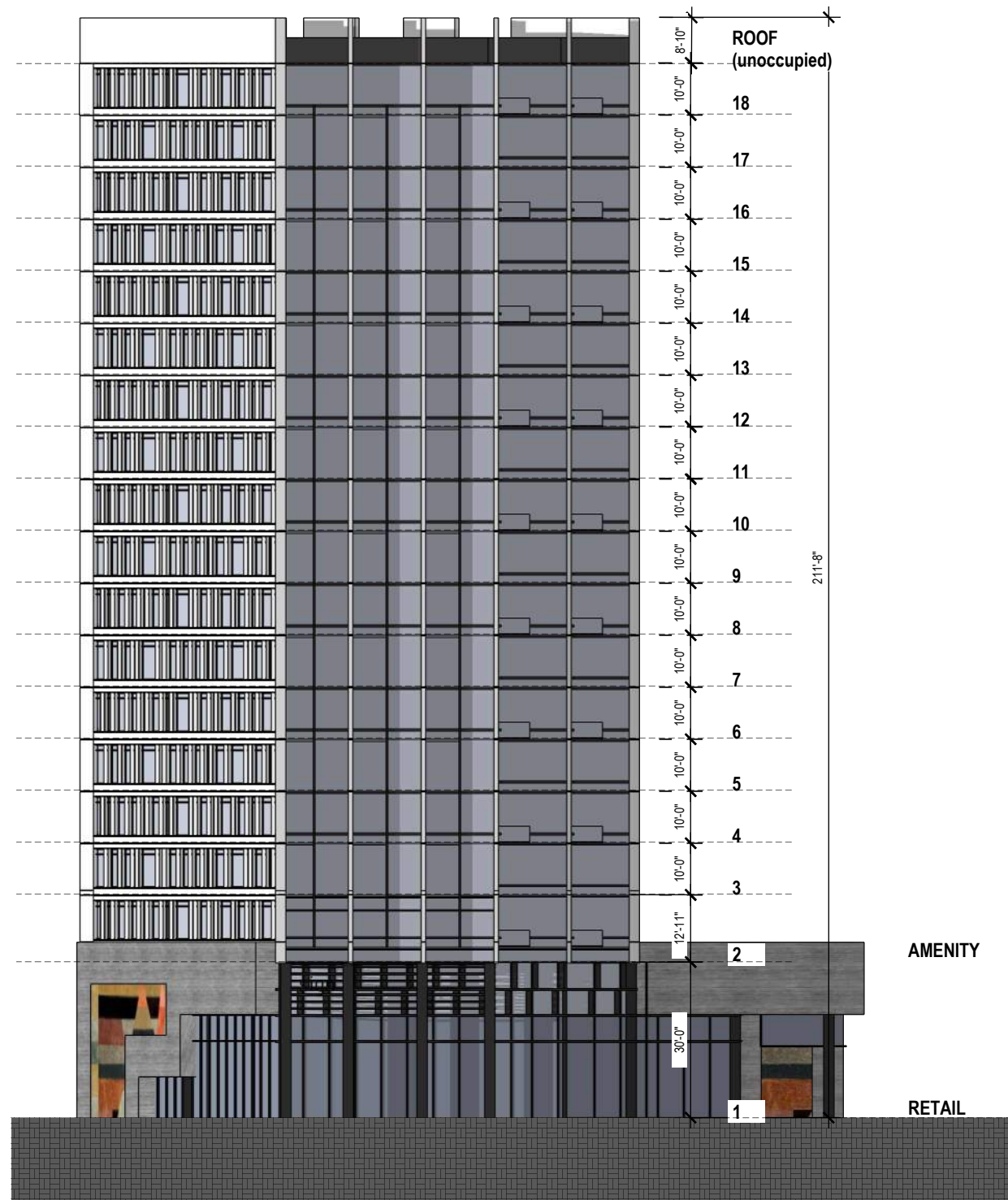




EAST ELEVATION - SALISBURY STREET

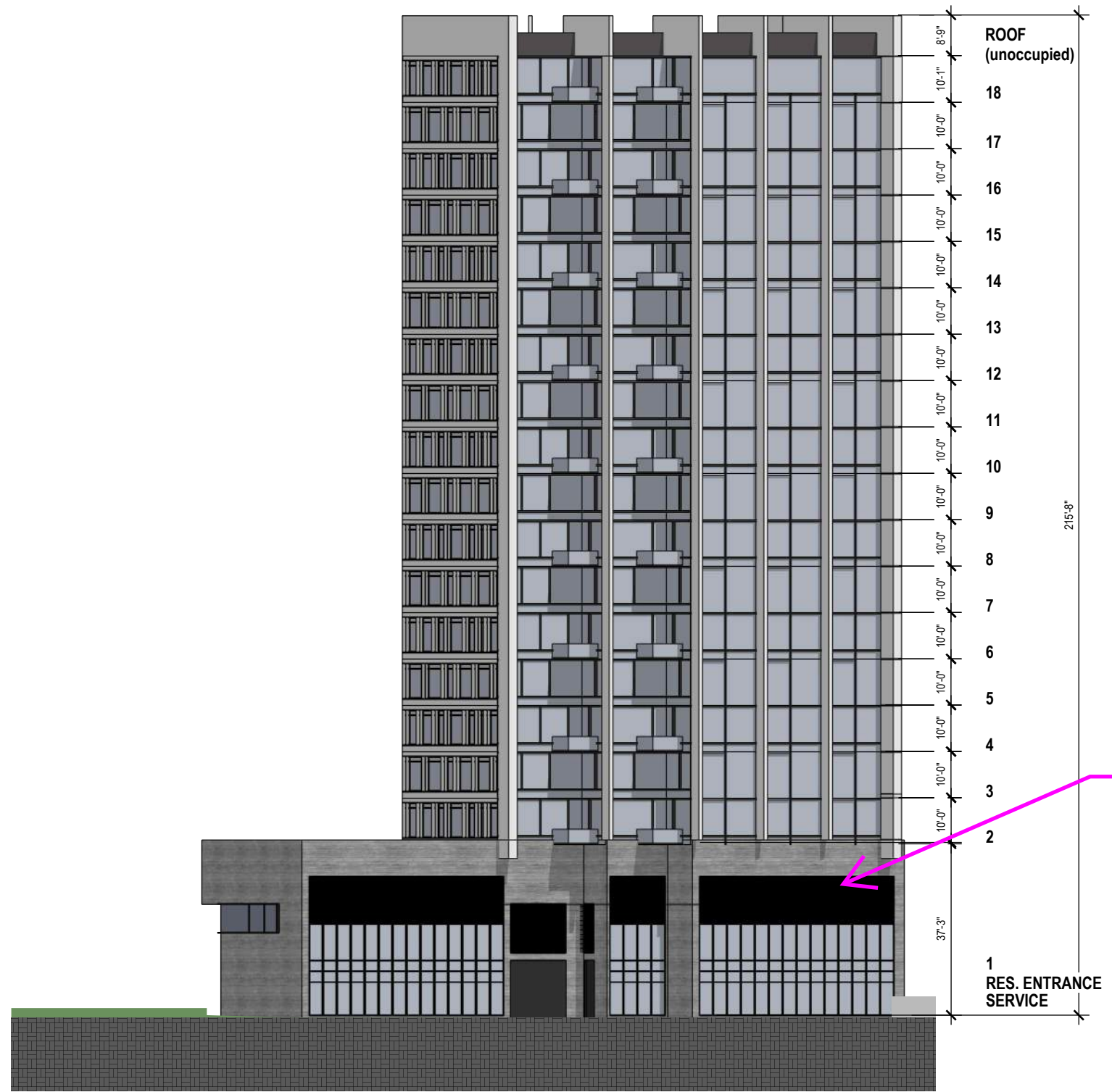


WEST ELEVATION - INTERNAL TO BLOCK



NORTH ELEVATION - INTERNAL TO BLOCK





SOUTH ELEVATION - KINDLEY STREET

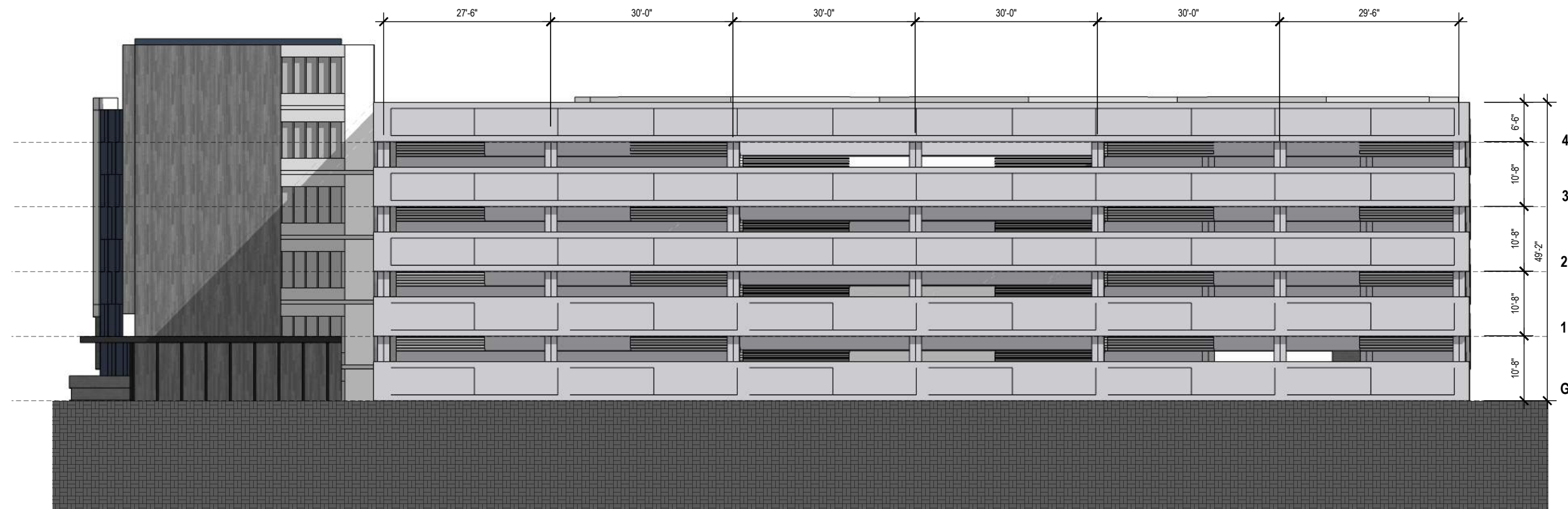


EAST ELEVATION - INTERNAL TO BLOCK

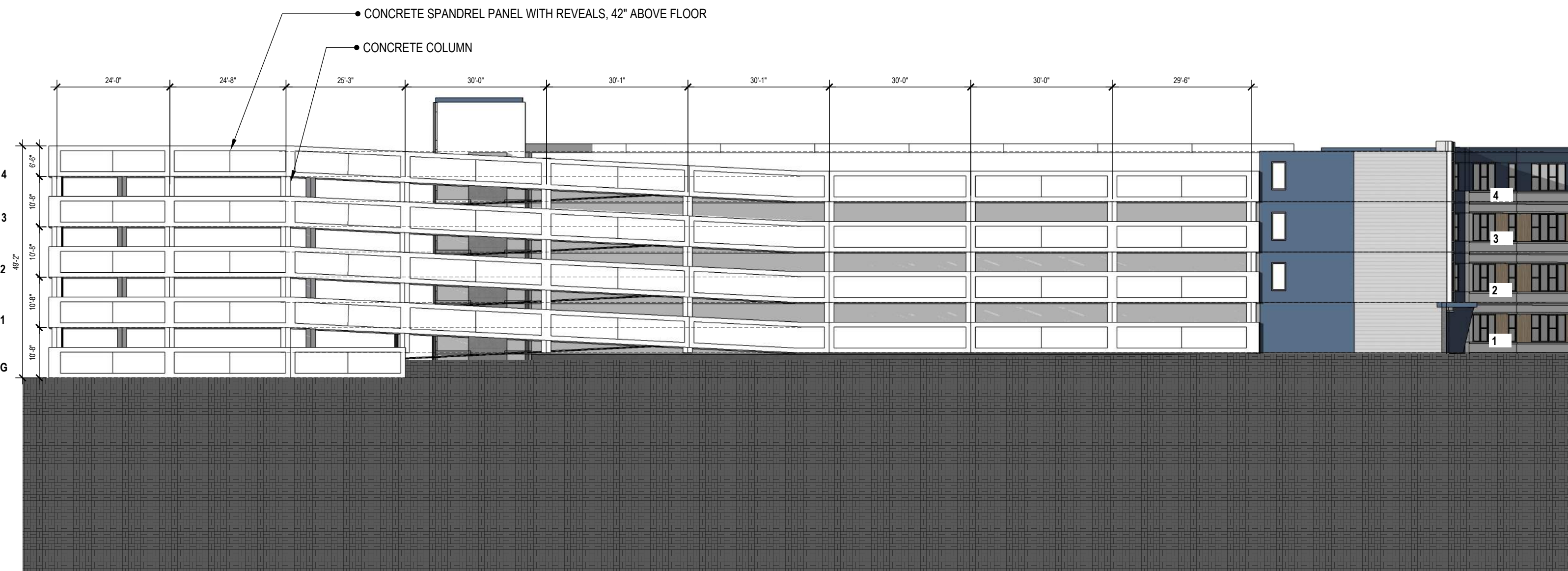




SOUTH ELEVATION - KINDLEY STREET



NORTH ELEVATION - INTERNAL TO BLOCK



WEST ELEVATION - RAILROAD RIGHT OF WAY





View from Northeast





CORNER OF SALISBURY & SOUTH





AERIAL LOOKING NORTH





AERIAL LOOKING EAST





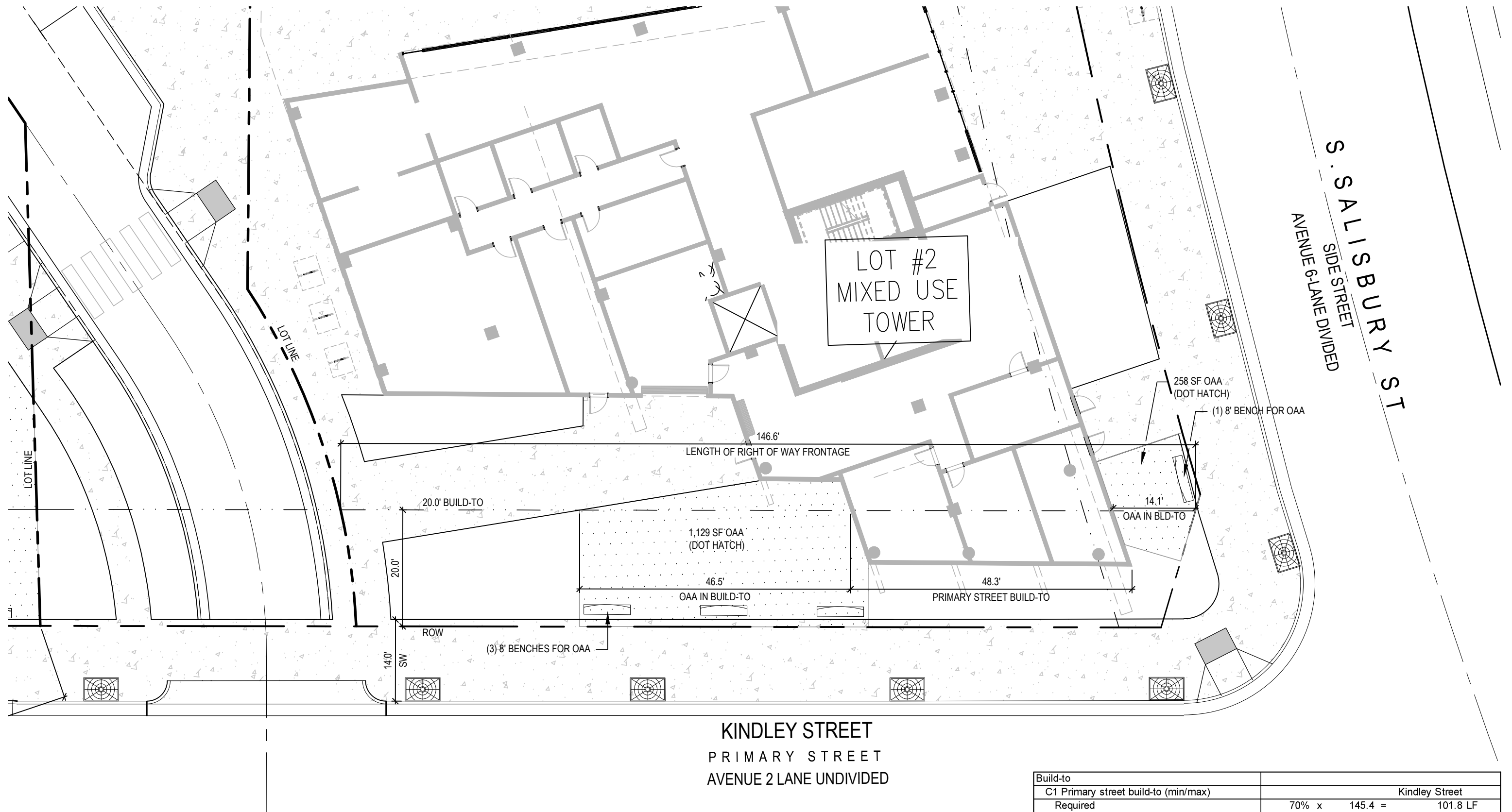
SKYLINE VIEW





VIEW AT 2ND LEVEL





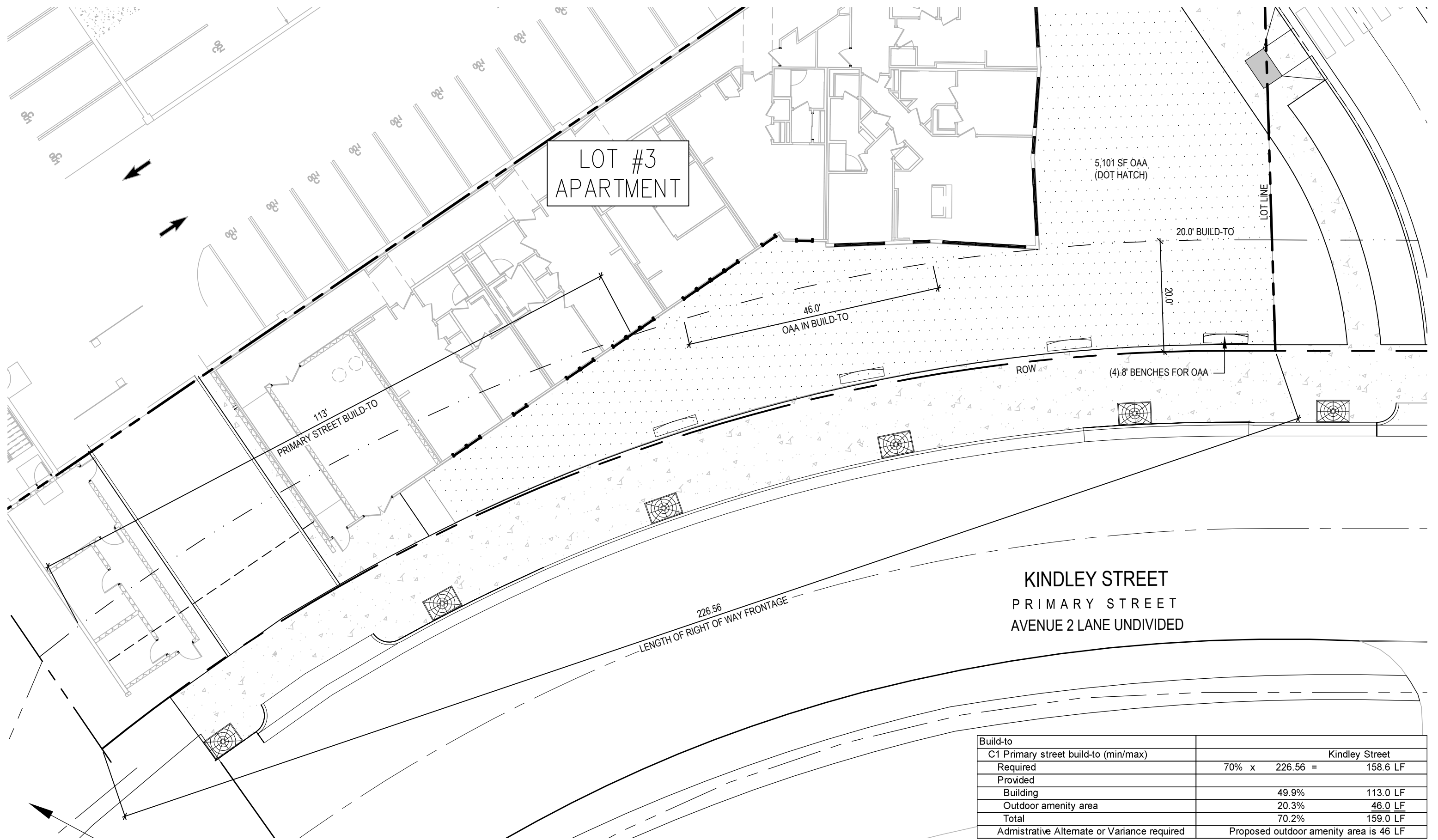
LOT #2  
MIXED USE  
TOWER

S. SALISBURY ST  
SIDE STREET  
AVENUE 6 LANE DIVIDED

KINDLEY STREET  
PRIMARY STREET  
AVENUE 2 LANE UNDIVIDED

Build-to	Kindley Street	
C1 Primary street build-to (min/max)		
Required	70% x 145.4 =	101.8 LF
Provided		
Building	33.0%	48.0 LF
Outdoor amenity area	41.7%	60.6 LF
Total	74.7%	108.6 LF
Administrative Alternate or Variance required	Proposed outdoor amenity area is 60.6 LF	





Build-to	Kindley Street	
C1 Primary street build-to (min/max)		
Required	70% x 226.56 =	158.6 LF
Provided		
Building	49.9%	113.0 LF
Outdoor amenity area	20.3%	46.0 LF
Total	70.2%	159.0 LF
Administrative Alternate or Variance required	Proposed outdoor amenity area is 46 LF	