

September 8, 2015

Jeff Kleaveland, Planner/ZDS, RLA  
Town of Carrboro Planning Department  
301 West Main Street  
Carrboro, NC 27510

Project: Hilton Garden Inn – Carrboro, North Carolina

Re: 1st Review of Conditional Use Permit Application for the Hilton Garden Inn (120 Brewer Lane).

Mr. Kleaveland

In response to your comments of August 11, 2015, we offer the following responses in conjunction with additional supporting information.

**General Comments – 8.iii.b.**

The proposed Hilton Garden Inn has been designed very carefully to ensure its harmony and contextual appropriateness gathering materials and details commonly used in traditional architecture. We have gathered input from the public at multiple meetings, the design community and staff and committees of the Town in order to arrive at a plan that balances the programmatic elements and desired design considerations.

This project will greatly enhance the downtown business district in many regards. While its economic benefits are most obvious, we believe the project will contribute greatly to the safety, social fabric, and the character of Carrboro. With its natural adjacencies to open space (the railroad corridor and East Main Street), it has little impact on surrounding buildings or spaces with regard to shade or views.

We believe the project embodies the Character of Carrboro through its design and is in harmony with the *Carrboro Vision 2020* document, addressing goals of Downtown Vitality and New Commercial Growth.

Additionally, consideration to both *The Downtown Carrboro New Vision* document as well as the Town of *Carrboro Downtown Design Guidelines* document has been the basis through the development of the design.

In keeping with these documents, we intend to mix the material palette throughout the project, while embracing the ideas of “Having buildings with similar designs...” having drawn many details from local or historical precedents. Scale of the building will be managed through changes in massing- both vertically and horizontally. Please see the elevations and diagrams in the submission package for more details on compliance with the Architectural Standards for Downtown Development.

This project epitomizes many of the goals set forth by these documents. It would boost downtown’s cultural and entertainment offerings, provide new gathering space, enhance walkability and increase the downtown parking supply. This project would have tremendous impact on the economic vitality of downtown and go a

long way toward reaching the town goal of doubling its commercial square footage. Pedestrians, bikes, and accessibility have all been integral to our design from the beginning.

Building and transportation planning for the project has taken many cues from the Downtown Design Guidelines and the town's Circulation Study— such as place making and pedestrian connections, shade and shelter, and connections to existing urban fabric and the environment. The section of the guidelines particular to East Main Street encourages a mix of materials, articulation of building massing and detailing for multi-story buildings, gracious sidewalks and extension of the public rights-of-way into the private. We believe our redevelopment project has taken these design issues and put them to good practice in the current proposal. The plan is welcoming and engaging, but keeps services and parking out of Main Street public view.

The arts play a particularly important role in all of the Town documents and in this project. Redevelopment of the site allows the services of the ArtsCenter and the Cat's Cradle to be expanded greatly and may allow many opportunities for public art along the Libba Cotton Bikeway.

In conclusion, we believe the project is in harmony with the ideals set forth in the adopted Town of Carrboro documents and will be a major benefit to the neighborhood and surrounding areas.

Sincerely,



Christopher Allred, AIA, LEED AP | BD+C

*Director*

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