

**123 West Franklin Street
Special Use Permit - Statement of Justification
SUP-North and SUPM-South**

In order to grant a Special Use Permit, the Town Council must make the required four findings of fact contained in Section 4.5 of the Land Use Management Ordinance. The applicant shall submit a Statement of Justification prepared by the applicant, presenting factual information supporting each of the four required findings.

Finding #1: That the use and development is located, designed, and proposed to be operated so as to maintain or promote public health, safety and general welfare.

- a. Traffic conditions in the vicinity, including the effect of additional traffic on streets, street intersections, and site line at street intersections and driveways.**

Vehicular access to and from the site will be provided from two existing curb cuts on Franklin Street as a part of the 6.15 acres included in the Special Use Permit Application. A new curb cut onto Cameron Avenue at the southern edge of the site is proposed in SUPM-South. Service areas are carefully planned to facilitate efficient movement of supplies and the vehicles that bring them to the site with minimal disruption to pedestrian movement.

All parking on the site, with the exception of a few parallel parking spaces lining the interior roads, will be below ground or in an architecturally screened parking structure. The 1,023 new parking spaces will result in a net increase of about 600 spaces on the site – a number that is generous enough to provide parking for all uses during peak workday commuting times and enough to provide excess parking during the evenings and on weekends for entertainment, cultural and recreational uses.

The proposed buildings enhance and preserve the existing view corridors into the site from Franklin Street, making it more porous and improving site lines at access drives.

- b. Provision for services and utilities, including sewer, water, electric, garbage collection and fire protection.**

Water and sewer will be provided by OWASA. Electricity will be provided by Duke Energy. Recycling and waste management will also be administered by Orange County waste management and a private waste services provider. Police protection will be provided by the Town of Chapel Hill and fire protection will be provided by the Town of Chapel Hill.

- c. Drainage Plans.**

This facility is designed to meet the storm water management standards of the Town of Chapel Hill. The existing SUP-North site has 92.45% impervious cover. The redevelopment of the SUP-North site will greatly improve the site drainage by reducing the impervious cover to approximately 85.68% and addressing deficiencies in the existing drainage system.

The existing SUPM-South site has 85.92% impervious cover. The improvements made on the

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SUPM-South site will greatly improve the site drainage by reducing the impervious cover to approximately 80.96% and addressing deficiencies in the existing drainage system.

d. Relationship of the site to the Chapel Hill Floodway/Floodplain Resource Conservation District.

The Project site is not within a Resource Conservation District.

Finding #2: That the use or development complies with all required regulations and standards of this chapter, including all applicable provisions of Articles 3, 4, and 5 and the applicable specific standards contained in Section 6, and with all other applicable regulations.

a. Compliance with Development Ordinance and land development regulations and standards, including street improvements, screening and landscape buffer requirements, setbacks, height, parking and intensity regulations.

With rezoning to TC-3C and a modification to adjust the primary height from 44' to 54' on Franklin Street, and a modification of 13'-18' feet to the secondary height on Building C to allow for screening of the HVAC equipment, the SUP-North Project will comply with the Development Ordinance and land development regulations and standards (see project fact sheet for details). Please note that the screen for the HVAC equipment on building C will be approximately 13'-18' above the 120' height of the roof line and the modification to the secondary height request is only for the HVAC equipment and its screening.

The requested modifications to regulations meet purposes to an equivalent or greater degree for the following reasons:

- The Project will be a significant economic contributor to the Town and its presence will further support the mixed-use commercial development currently underway at 140 West Franklin Street.
- In addition to the Multi-Family rental housing, the office and retail uses will provide a strong tax base for the Town.
- The Multi-family rental housing will help to preserve downtown neighborhoods by providing alternatives to home rentals in existing neighborhoods.
- The project endeavors to bring retail storefronts closer to Franklin Street to engage the pedestrian and create a more vibrant streetscape.
- The three new buildings, will frame a welcoming open space,, which will be the urban focal point of the new development. The central green will become an informal gathering space that is equally welcoming the public, building tenants, retail customers,

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students and town visitors. Additionally, the central green will have the ability to host concerts, evening movies, and art and craft exhibits.

All other applicable requirements for driveway access, setbacks, building heights and other zoning regulations will be met in development of the site. Please note there is no rezoning being requested on SUPM-South and the project will operate in its current form, with the exception of pedestrian/vehicular improvements being made to facilitate the connection to Cameron Avenue.

b. Provision of recreation and open space.

The three new buildings, will frame a welcoming open space of approximately 38,000 square feet, which will be the urban focal point of the new development and a common area for the site.

The design of this broad, lush, and enticing central green space is predicated upon some of America's great urban greens spaces like Bryant Park in New York and Post Office Square in Boston. The central green will become an informal gathering space that is equally welcoming the public, building tenants, retail customers, students and town visitors. Additionally, the central green will have the ability to host concerts, evening movies, and art and craft exhibits. We plan to have over 18,000 square feet of active open space for 123 West Franklin apartment Residents, which includes a club and fitness room, located on the amenity decks of the residential buildings.

Finding #3: That the use or development is located, designed, and proposed to be operated so as to maintain or enhance the value of contiguous property, or that the use or development is a public necessity.

a. Relationship of the proposed use and the character of development to surrounding uses, including possible conflicts between uses and how conflicts will be handled.

The Project will be a significant economic contributor to the Town and its presence will further support the mixed-use commercial development currently underway at 140 West Franklin Street. The office and retail uses will provide a strong tax base for the Town and are included in the Comprehensive Plan's list of the most desirable forms of non-residential development.

The Project will maintain and enhance the existing downtown as the social and cultural center of Chapel Hill. The 210,000 square feet of new office space and 75,000 square feet of new retail space will attract over 1,000 new daytime workers to Downtown along with increased retail patrons. The 275-300 units of apartments will add another 300 - 400 residents to the neighborhood.

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The Project pays particular attention to its edges where it abuts University Baptist Church, several fraternity houses, Panera and the Mallette Street residential neighborhood. All of the proposed buildings step down to meet adjacent neighbors with compatible scale and fenestration. The new buildings also enhance and preserve view corridors into the site, making it more porous and inviting to the neighbors. All new development will occur within the 6.15-acre Project site and no abutting land uses will be impacted.

b. Conformance of the proposed use with the Zoning Atlas and the Comprehensive Plan for development of Chapel Hill and its environs.

With rezoning, The Project will be located in a TC-3C zone and the use permitted with a special use permit. The redevelopment has been designed in conformance with the TC-3 zoning district with the exception of the request for modification to the primary height plane from 44' to 54' on Franklin Street, and a modification of 13'-18' feet to the secondary height on Building C to allow for screening of the HVAC equipment, the SUP-North Project will comply with the Development Ordinance and land development regulations and standards (see project fact sheet for details). Please note that the screen for the HVAC equipment on building C will be approximately 13'-18' above the 120' height of the roof line and the modification to the secondary height request is only for the HVAC equipment and its screening. The development addresses the following six themes of the Town's 2020 Comprehensive Plan:

The six themes of the Chapel Hill 2020 plan are:

- 1) A Place for everyone:** This theme explored diversity and inclusion in a family-friendly, vibrantly creative environment. Participants focused on creating a welcoming community for all with special emphasis on the arts, teens, and the need for affordable housing.

Goals:

- Family-friendly, accessible exterior and interior places throughout the town for a variety of active uses (PFE.1)
- A creative place to live, work, and play because of Chapel Hill's arts and culture (PFE.2)
- A range of housing options for current and future residents (PFE.3)
- A welcoming and friendly community that provides all people with access to opportunities (PFE.4)
- A community of high civic engagement and participation (PFE.5)

Applicant Response:

123 West Franklin meets all of the goals listed above. The project is a true live-work-play community encompassing office, retail and multifamily rental units. The three buildings will frame a welcoming green space of approximately 38,000 square feet, which will become an informal gathering space that is equally welcoming to the public, building tenants, retail customers, students and town visitors. The central green will have the ability to host concerts, evening movies, art and craft exhibits and other outdoor events. Over

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18,000 square feet of active open space is included for 123 West Franklin apartment residents, including a club and fitness room, located on the amenity decks of the residential buildings. Buildings A and B will front onto Franklin Street and bring retail spaces to the sidewalk, creating a comfortable walking and strolling environment that will link East and West Franklin Street. The entire project is designed to emphasize the public realm for the pedestrian and create a series of urban sidewalks, courts, and parks. Public art will be incorporated into the central green space and exterior circulation spaces of the project. Public art is integral to the Cousins' culture and is reflected in other projects throughout the company's portfolio. Multi-family rental housing is a key component to every community's housing program and will help provide alternatives to home rentals in existing neighborhoods. In order to address the project's commitment to affordable housing, Chapel Hill Foundation Real Estate Holdings, Inc., owner of the land included in this SUP, has contracted with the Center for Community Self-Help (Self-Help) to develop an implementation plan for the revitalization of the Northside Neighborhood at a cost of up to \$210,000.

- 2) Community Prosperity and engagement:** This group focused on sustaining the financial health of the community by creating a safe, vibrant, and connected community. Participants examined encouraging economic development, supporting existing and new local businesses, and sustaining healthy neighborhoods.

Goals:

- Balance and sustain finances by increasing revenues and decreasing expenses (CPE.1)
- Foster success of local businesses (CPE.2)
- Promote a safe, vibrant, and connected (physical and person) community (CPE.3)

Applicant Response:

123 West Franklin will be a significant economic contributor to the Town and its presence will further support the mixed-use commercial development currently underway at 140 West Franklin Street. The office and retail uses will provide a strong tax base for the Town and are the most desirable forms of non-residential development. The new office and retail spaces will provide an opportunity for businesses to lease modern, efficient space that has not been delivered in downtown in decades. The Project pays particular attention to its edges where it abuts University Baptist Church, several fraternity houses, Panera and the Mallette Street residential neighborhood. All of the proposed buildings step down to meet adjacent neighbors with compatible scale and fenestration. The new buildings also enhance and preserve view corridors into the site, making it more porous and inviting to the neighbors.

- 3) Getting Around:** This theme included the study of all modes of transportation needed for an inclusive, connected community. Participants explored the potential for regional partnerships linking to thriving greenways, sidewalks, bicycle amenities, and other options within the town.

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Goals:

- A well-conceived and planned, carefully thought-out, integrated, and balanced transportation system that recognizes the importance of automobiles, but encourages and facilitates the growth and use of other means of transportation such as bicycle, pedestrian, and public transportation options (GA.1)
- A connected community that links neighborhoods, businesses, and schools through the provision of greenways, sidewalks, bike facilities, and public transportation (GA.2)
- Connect to a comprehensive regional transportation system (GA.3)
- Make an adaptable transportation system to support both dense and suburban development (GA.4)
- Create a comprehensive transportation system that provides everybody safe and reasonable access to all the community offers (GA.5)
- A transportation system that accommodates transportation needs and demands while mitigating congestion and promoting air quality, sustainability, and energy conservation (GA.6)
- Incorporate street planning into zoning code (GA.7)
- A community that has a parking system based on strategies that support the overall goals of a holistic transportation system (GA.8)

Applicant Response:

123 West Franklin includes the coordination of all modes of transportation needed for an inclusive, connected community. The project has been well coordinated with the Town's transportation and planning staff as well as NCDOT. The site will include transit stops on West Franklin Street and Cameron Avenue, 194 dedicated bicycle spaces and a net increase of over 600 parking spaces available to the public to support businesses both on and off site. Preferred parking will be provided for alternative fuel and hybrid vehicles. The project is also designed to encourage pedestrian activity. The shops, residences, office, restaurants are all oriented to the pedestrian with generously wide sidewalks, a promenade into the central open space, detail to ground-level architecture, and vibrant signage. The landscape design greatly improves the existing tree canopy above sidewalks for shading and pedestrian comfort.

- 4) Good Places, New spaces:** Exploring what the Chapel Hill of the future should look like, this group focused not only on downtown and also on land use throughout the town including in existing neighborhoods, balancing respect for the old with the prospect of the new. Discussions of development coexisted with consideration of open space and the rural buffer.

Goals:

- Low density, green Rural Buffers that exclude urban development and minimize sprawl (GPNS.1)
- A vibrant, diverse, pedestrian-friendly, and accessible downtown with opportunities for growing office, retail, residential, and cultural development and activity (GPNS.2)
- A development decision-making process that provides clarity and consistency with the goals of the Chapel Hill 2020 comprehensive plan (GPNS.3)

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- A joint Town/University development strategy that aligns initiatives for transportation, housing, environmental protection, and entrepreneurial programs (GPNS.4)
- A range of neighborhood types that addresses residential, commercial, social, and cultural needs and uses while building and evolving Chapel Hill's character for residents, visitors, and students (GPNS.5)
- A community that welcomes and supports change and creativity (GPNS.6)
- Open and accessible common spaces for community gathering, cultural uses, and community development (GPNS.7)
- Future land use, form, and density that strengthen the community, social equity, economic prosperity, and natural environment (GPNS.8)

Applicant Response:

University Square is one of seven sites highlighted in the Downtown Small Area Plan as a prime redevelopment site. The proposed redevelopment plan for University Square has its genesis in the Town's Comprehensive Plan and represents the Owner's and Developer's best efforts to build upon this Town's character and allow it to evolve in a way that preserves history while stimulating economic vitality. It is a coordinated plan that includes a very collaborative effort to create a vibrant, diverse, pedestrian-friendly, and accessible downtown with opportunities for growing office, retail, residential, and cultural development and activity. The project is a true Live-work-play community encompassing office, retail and multifamily rental units. The central green will be a common space that will have the ability to host concerts, evening movies, and art and craft exhibits, which will all provide a positive cultural environment for the community. This will become an informal gathering space that is equally welcoming the public, building tenants, retail customers, students and town visitors.

- 5) Nurturing Our Community:** Environmental sustainability is at the core of this theme. Participants examined the many aspects of people's interaction with the natural habitat, from parks and open spaces to locally grown agriculture to protecting water quality and solid waste disposal.

Goals:

- Become a model for North Carolina and beyond in wisely and justly reducing waste in a way that minimizes local environmental impact without imposing upon the environmental and social rights of others (NOC.1)
- Maintain and improve air quality and water quality, and manage stormwater to heal local waterways and conserve biological ecosystems within the town boundaries and the Extra Territorial Jurisdiction (NOC.2)
- Protect, acquire, and maintain natural/undeveloped open spaces and historic sites in order to protect wildlife corridors, provide recreation, and ensure safe pedestrian and bicycle connections. These spaces could include, among other things, Significant Natural Heritage Areas (SNHA) lands adjacent to and connecting various properties such as riparian lands, etc. (NOC.3)
- Support the Parks and Recreation Master Plan and the Greenways Master Plan to provide recreation opportunities and ensure safe pedestrian and bicycle connections (NOC.4)

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- Adopt an integrated development review process that is fair and transparent and that incorporates the Chapel Hill 2020 environmental goals (NOC.5)
- Support local food producers and access to local foods by encouraging community and backyard gardens, farmers' markets, and community-supported agriculture without encroaching on working farms within or adjacent to the Chapel Hill planning district (NOC.6)
- Reduce the carbon footprint of all Town-owned or managed services and properties; require that all new development meets standards; and support residents in minimizing their personal footprints (NOC.7)
- Protect neighborhoods from the impact of development such as stormwater runoff, light and noise pollution, and traffic (NOC.8)

Applicant Response:

123 West Franklin Street is being designed to LEED Silver standards for the Office component. Various other sustainable initiatives, such as Earthcraft, will be utilized for the apartments and retail shell space. Sustainable design techniques envisioned for the project include best practice strategies for site design including storm water reuse, light color reflective roofs to reduce heat islands, a significant tree canopy, and open space preservation and creation. Architectural strategies include thermally efficient walls, low-e glass, external solar screening devices, locally sourced materials, and recycling of construction waste. Energy conservation techniques include heat recovery where applicable, natural day lighting of office and residential spaces, low flow plumbing fixtures and highly efficient HVAC systems. Transportation initiatives include extensive bicycling facilities and programs, encouraged use of ride sharing and car sharing and preferred parking for carpools and electric, hybrid, or highly fuel efficient vehicles. Operations and maintenance strategies include single stream recycling programs, low VOC cleaners and solvents, and energy and water reduction educational programs.

6) Town and Gown Collaboration: Collaboration with the University of North Carolina at Chapel Hill and the UNC Health Care System on lifelong learning and innovation is the centerpiece of this theme. Participants aspired to use the intellectual and financial capital of the University and the UNC Health Care System to help the town flourish.

Goals:

- Take full advantage of ideas and resources to create a thriving economy and incorporate and utilize the intellectual capital that the University and Town create (TGC.1)
- Improve and expand access to the arts, culture, and intellectual pursuits for both the University and the Town (TGC.2)
- The University and Town will collaborate to improve downtown parking options that support business, cultural, and academic purposes (TGC.3)
- Housing for students that is safe, sound, affordable, and accessible and meets a demonstrated need conducive to educational and maturational needs of students, and housing for Town,

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University, and the Health Care System employees that encourages them to reside in the community (TGC.4)

- The University, the UNC Health Care System, and the Town will coordinate closely to manage development in ways that respect history, traditions, and the environment while fostering revitalization and innovation (TGC.5)
- Promote access for all residents to health-care centers, public services, and active lifestyle opportunities (TGC.6)

Applicant Response:

123 West Franklin has been a collaborative effort to create a vibrant, diverse, pedestrian-friendly, and accessible downtown with opportunities for growing office, retail, residential, and cultural development and activity. Chapel Hill Foundation Real Estate Holdings is the current land Owner for the project and we have coordinated diligently with them, as well as Town staff and the community itself. The project will provide a much needed downtown rental opportunity for its citizens and will be developed in a manner so as to enhance the experience for the students residing at Granville Towers.

Finding #4: That the use or development conforms to the general plans for the physical development of the Town as embodied in this chapter and in the Comprehensive Plan.

- a. **Conformance of the proposed development with the Zoning Atlas and the Comprehensive Plan for development of Chapel Hill and its environs.**

With rezoning, the Project will be located in a TC-3C zone and is permitted with a special use permit. The Project is, therefore, in conformance with the general plans for the physical development of the Town and it has been designed in conformance with the TC-3C zoning district. Please see additional discussion regarding the 2020 Comprehensive Plan in the response to item 3b, above.

- b. **Relationship of the site to the Chapel Hill Resource Conservation District, the Chapel Hill Thoroughfare plan, the Greenways Plan, the Land Use Plan and the Urban Services area.**

The Project site does not sit within the Resource Conservation District. All new development will occur within the SUP-North and SUPM-South Project sites and no abutting land uses will be impacted by the Project. Designed as a primarily pedestrian site, bike and transit connections will be included with this project. The use is in conformance with the land use plan, as described above, and is located within the urban services area.

- c. **Other considerations relevant to the proposed use.**

123 West Franklin Street is currently being designed to LEED Silver standards for the Office component. Various other sustainable initiatives, such as Earthcraft, will be utilized for the apartments and retail shell space.

In addition to the above findings it should be noted that the project also addresses the objectives of the

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Downtown Chapel Hill Small Area Plan, which is a component of the Comprehensive Plan. The following highlights significant parts of The Downtown Small Area Plan and illustrates how 123 West Franklin Street fulfills or exceeds those objectives.

The Downtown Small Area Plan Vision Statement includes the following paragraph:

“In the planning process, it is necessary to take the long view of a subject area, to look into the future, to acknowledge that change and evolution over extended periods of time are typical attributes of a dynamic urban community, and to work to institute programs which will direct and control this evolution.

The Downtown Small Area Plan places one guiding principle above all others in importance: The preservation and extension of the vital people / pedestrian-oriented character of the Downtown Center, and the fostering of programs and policies which would tend to intensify the social and cultural activity that defines this character.”

The Plan expresses concern on the way suburban sprawl has pulled people away from the historic core of small cities and seeks to “reverse this tide of decentralization by encouraging the ‘incubation’ of vital, well-integrated, mixed-use development, of which housing, with its after-hours population, would be a key component.”

Recognizing that significant development and redevelopment parcels already exist within the Downtown area, the Vision Statement further notes:

“Through a policy of combining preservation of the most significant buildings with the enlightened, planned development – or redevelopment – of underutilized lots, blocks, and ‘holes’ in the urban streetscape, the Downtown may be able to enjoy a new era of increased vitality. This maturation of Downtown would maintain continuity from its village roots through references to the antecedents in architectural details and through the preservation of landmarks. It would be distinguished also by major new civic and commercial structures that – in

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concert with older structures – would form a coherent rhythmic pattern of open spaces and closed street ‘walls’ in varying levels of density and intensity up and down the primary streets.”

The Vision Statement concludes by stating that future development should include “centralized parking structures, continuous street parking, enhance pedestrian and bicycle infrastructure, and public transit.”

The proposed redevelopment of 123 West Franklin Street is an exemplary case study for achieving this Vision.

Downtown Small Area Plan Goals & Objectives

1) Economic Vitality

To ensure that Downtown Chapel Hill remains the center of the community’s government, commercial, spiritual, and cultural activities with appropriate public office, commercial, and residential development, thereby continuing its economic vitality.

The proposed redevelopment of 123 West Franklin Street will be a significant economic contributor to the Town and further supports the mixed-use commercial development currently underway at 140 West Franklin Street. The office and retail uses provide a strong tax base for the Town and are included in the Comprehensive Plan’s list of the most desirable forms of non-residential development. The approval of the rezoning will permit the proposed office and retail component within 123 West Franklin to provide the Town with significant additional tax revenue over time, which will assist with the costs associated to implement the Comprehensive Plan. We estimate that the additional tax base to the Town that will be generated by 123 West Franklin at full occupancy would be in the range of \$75 million to \$100 million dollars.

The Project depicts approximately 210,000 square feet of commercial office space, 275-300 residential units, and approximately 75,000 square feet of retail. These uses will be significant economic drivers, providing hundreds of new jobs and residents who will activate the street and abutting commercial establishments in Town around the clock.

2) Town Character / Land Use

Maintain and enhance the existing downtown as the social, cultural and spiritual center of Chapel Hill.

The Downtown Small Area Plan lists several objectives for this goal including:

- “...encourage new ‘magnets’ to attract people downtown.”
- “...develop public open space.”
- “...preserve fragile residential neighborhoods bordering downtown business districts.”

123 West Franklin Street will provide the necessary density and mix of uses to achieve these objectives. The 210,000 square feet of new office space and 75,000 of new retail space will be considerable magnets and should attract over 1,000 new daytime workers to Downtown along with increased retail patrons. The 275-300 units of apartments will add another 300 - 400 residents to the

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neighborhood.

All of these uses will be anchored around an approximately one-acre green space centered within The Project.

The Project also pays particular attention to its edges where it abuts University Baptist Church, several fraternity houses, Panera and the Mallette Street residential neighborhood. All of the proposed buildings step down to meet adjacent neighbors with compatible scale and fenestration. The new buildings also enhance and preserve view corridors into the site, making it more porous and inviting for the neighbors. All new development will occur within the SUP-North and SUPM-South Project sites and no abutting land uses will be impacted.

3) Infrastructure / Public Services

Downtown facilities and services shall meet the physical, social, and cultural needs of the community.

Objectives within this goal include:

- “Provide continuity of entire pedestrian system in the downtown and connectivity with adjacent neighborhoods.”
- “Permit on-street parking for full length of Franklin Street in front of University Square.”

Pedestrian Activity: 123 West Franklin Street is designed to encourage pedestrian activity. The shops, residences, office, restaurants are all oriented to the pedestrian with generously wide sidewalks, a promenade into the central open space, detail to ground-level architecture, and vibrant signage. The landscape design greatly improves the existing tree canopy above sidewalks for shading and pedestrian comfort.

Street frontage: The Franklin Street frontage will be radically transformed from its current condition. What is now a blank brick retaining wall with a narrow sidewalk fronting a four lane street will become alive as retail shops and restaurants are brought to the edge of a widened sidewalk, averaging over 10 feet wide along Franklin Street. With approximately 750 feet of frontage on Franklin Street, The Project will create a significant addition to the Downtown streetscape by creating urban scaled storefronts that meet wide public sidewalks. In accordance with the goals and objectives of the Downtown Small Area Plan, the Franklin Street frontage will be lined with parallel parking to buffer pedestrians from moving traffic. The existing bus transit stop in front of University Square will be retained and enhanced, providing a convenient public transit option for commuters and employees coming to the site each day to work. This will assist in reducing vehicle trips and make the site more accessible to regional visitors.

Parking: All parking on the site, with the exception of a few parallel parking spaces lining the interior roads, will be below ground or in an architecturally screened parking structure. The site is designed to get those arriving by car into the garage quickly, and then out of the car to experience the site as pedestrians. The 1,023 new parking spaces will result in a net increase of about 600 spaces on the site – a number that is generous enough to provide parking for all uses during work-day peak commuting times and enough to provide excess parking during the evenings and on weekends for entertainment, cultural and recreational uses. The additional parking will be a great asset to the Downtown during days with home athletic events.

4) Transportation

Maintain and further develop multiple Downtown transportation systems and facilities to conveniently serve residents, businesses and their employees, customers, and visitors to Chapel Hill.

Objectives within this goal include improving “bicycle access routes and providing additional secure storage facilities”, encouraging “the reduction of employee based single occupancy vehicle trips to downtown by encouraging the use of the Public Transit System”, and providing “adequate (but not excessive), and convenient off street short-term parking in either public or private facilities to serve the needs of businesses, residents, and visitors.”

The rezoning enables the Project to meet all of these objectives. The plan provides for 194 secure, dedicated bicycle spaces, a refurbished bus stop, and a net increase of over 600 parking spaces available to the public to support businesses both on and off site. Additional Sustainable initiatives related to transportation include preferred parking for alternative fuel and hybrid vehicles and tenant programs designed to foster public transit use.

In addition to embodying the four core Goals and their consequent Objectives, the proposed development exemplifies several of the Downtown Small Area Plan’s nine planning concepts:

- Concept 1 - the project reinforces that Downtown is the heart of the community and makes it a more vibrant, vital place.
- Concept 2 - the shops, restaurants, commercial offices and open space recognize what is good about downtown and finds ways to encourage that in new development.
- Concept 4 - the small area plan specifically identifies University Square as a primary redevelopment site where there is opportunity for change.
- Concept 5 - the residential, office, and commercial program elements promote a rich diversity of downtown uses.
- Concept 6 - this is a site that is identified in the Plan as an area of higher intensity retail / commercial uses.
- Concept 8 - the expansive central green space provides a people-friendly, usable, and safe gathering place that is visible to Franklin Street.
- Concept 9 - the proposed development enhances pedestrian corridors and connections to adjoining neighborhoods.

University Square is one of seven sites highlighted in the Downtown Small Area Plan as a prime redevelopment site. By applying the plan’s planning concepts to this parcel, the proposed redevelopment fulfills all four of the plan’s goals and satisfies most if not all of the objectives behind those goals. The proposed redevelopment plan for University Square has its genesis in the Town’s Comprehensive Plan and represents the Owner’s and Developer’s best efforts to build upon this town’s character and allow it to evolve in a way that preserves history while stimulating economic vitality. It is a “coordinated plan that includes centralized parking structures, continuous street parking, enhanced pedestrian and bicycle infrastructure, and public transit.”