

Developer's Program

The Station at East 54

Existing Conditions

The Station at East 54 is proposed for a 1.12 acre site at the northeast corner of Hamilton Road and Prestwick Road, tucked between the East 54 mixed-use project, across Hamilton Road from a State Employee's Credit Union branch and across Prestwick Road from UNC's Finley Golf Course. The site currently contains Fire Station #2 facing Hamilton Road, along with its associated driveway and parking area to the rear of the building.

Public Process

On January 10, 2014, the Town of Chapel Hill put out a Request for Proposal for the redevelopment of Fire Station #2 on Hamilton Road. Through this process, East West Partners was selected to partner with the Town on a project that will demolish the existing fire station and relocate it as part of a new project containing a new, modern fire station along with an approximately 49,000 sf office building and associated parking structure. This process resulted in a Memorandum of Understanding between the Town and East West Partners which has formed the basis of this Concept Plan.

As a result of on-going conversations between East West Partners, members of the Town's Planning Department and Fire Department, we have decided to pursue a rezoning and Special Use Permit for entitlement of the proposed project. East West Partners and the Town of Chapel Hill are joint applicants as both parties will own a portion of the site upon redevelopment.

In addition to the entitlement process, an Economic Development Agreement between East West Partners and the Town will be necessary to facilitate the sale of the property and project execution with East West Partners as the lead developer.

Project Plan

The proposed plan for the project involves demolition of the existing building. A new, modern fire station will then be constructed on the northwest corner of the site fronting Hamilton Road. To the south of the new fire station, a table-top parking structure, serving both the fire station and the new office building, will be constructed. On the southeast corner of the site, a 4 story, 49,000 square foot office building over a portion of the parking structure will wrap the corner of Hamilton Road and Prestwick Road, with the building extending the length of the site along Prestwick Road.

The parking contains two accesses. One access is off Hamilton Road between the new fire station and the new office building accessing the lower level of the parking deck. The second access is off Prestwick Road and connects under the first level of office space to the upper level of the parking structure. The site will contain 139 parking

spaces, which is a minimal, but acceptable, amount to be supportive of the uses contained on the site.

Goals and Objectives

The primary objective of the project is to leverage the value of the site for commercial purposes in order to deliver the Town a modernized fire station on the site while minimizing the public cost. With this Concept Plan, East West Partners is able to contribute up to \$1.75 million toward the cost of constructing the new fire station in exchange for the right to build, own and operate the office building on the site. Given the size of the site after construction of the new fire station, \$1.75 million is a very high price to pay for the remaining land. However, due to the views of Finley Golf Course enjoyed by the future tenants, strategic location on the Highway 54 corridor, and walkable amenities next door at East 54 and Glenwood Square, East West Partners believes the project will be financially viable.

Other goals and objectives for the project are consistent with East West Partners' core business strategy: to develop innovative communities with an unparalleled value placed on helping people realize the highest quality of life. With a careful eye on the environmental, social, and economic sustainability of each new community, we provide comprehensive services that include acquisition, planning, development, marketing and sales.

To achieve these goals, we are embarking on a design for the building that will utilize cutting-edge green building technologies and methods and a high quality finished product to maximize the enjoyment of the new office building for the future tenants. We are working closely with the fire department with the same goals in mind, while also being mindful of the Town's budget constraints and \$1.75 million contribution from East West Partners.

Statement of Compliance with 2020 Chapel Hill Comprehensive Plan

The Station at East 54

The Station at East 54 is being designed and programed to promote the themes and goals of the 2020 Chapel Hill Comprehensive Plan. The project proposal is consistent with the Comprehensive Plan's overall themes as goals and responds to the Key Considerations for the Highway 54 Future Focus Area

Comprehensive Plan Themes and Goals

- 1. A Place for Everyone:** In the time since it was constructed, the area served by Fire Station #2 has transformed from a rural and suburban area of town to a vibrant, urban extension of downtown and the University. As such, the existing fire station desperately needs modernization both for the public safety of the area and the fire department employees working there. The proposed redevelopment of this site will realize that goal at a minimum of expense to the Town and fire department.

Additionally, the new office building proposed will add to Chapel Hill's office supply. Office space in Chapel Hill, and especially on the Highway 54 corridor, is considerably under-supplied. The new building will help ease the supply restriction and reduce the upward pressure on office rents. In turn, this will help ease the cost burden on Chapel Hill businesses and those that would like to locate here with more affordable office space around town.

- 2. Community Prosperity and Engagement:** The station at East 54 will help Town finances in two ways. By leveraging the value of the land containing the current fire station, the Town will be able to replace and modernize a crumbling station at a fraction of the cost of its construction.

In addition, the new office building will provide a considerable annual revenue stream to the Town (approximately \$50,000/year plus revenue to the County and schools) with minimal services demanded by office tenants.

- 3. Getting Around:** The Fire Station #2 site is the ideal location to add density to encourage and support public transit and general mobility around town. In addition to being located on a major transportation corridor (Highway 54) served by regular bus service, the DOLRT plan calls for the Hamilton Road station adjacent to the project.
- 4. Good Places, New Spaces:** The Station at East 54 will add two new desirable buildings, one for public service and one for private, commercial use. The new fire station will provide fire department staff with a modern, healthy building from which to operate. The office building will add modern new commercial space with exceptional views of Finley Golf Course. Both buildings will enjoy direct access to recreational

amenities with the adjacent greenway trail providing direct access to Meadowmont on one end and the Botanical Gardens on the other as well as the shopping and entertainment destinations at East 54 and the Glenwood Square shopping center.

- 5. Nurturing Our Community:** The Station at East 54 will be built on a site and with methods that reflect the community's environmental and sustainability values. As it sits today, the site contains a considerable amount of impervious surface with virtually no facilities to assist storm run-off quantity or quality. Redeveloping the site as proposed will improve on the site's existing stormwater conditions.

Additionally, East West Partners has a long history of only developing projects on the cutting edge of green building practices. Meadowmont was one of the first new home communities in the state to require energy efficiency consultation as part of all new construction and East 54 contains buildings that achieved Platinum and Gold LEED certification.

- 6. Town and Gown Collaboration:** The new office building will provide space that is conveniently located to UNC main campus and UNC Hospitals. This means that the building could be attractive to users within the University and/or Health Care System as well as a space to retain businesses spun out by University faculty and students.

Area 4 Key Considerations (Highway 54)

- 1. Highway 54 is one of the town's major connections to I-40, Research Triangle Park, and the greater Triangle region with access to health care, shopping, downtown, the University, and UNC Hospitals.**

Because of this site's strategic location along the Highway 54 corridor, it is the ideal location for infill commercial densification. The site is not adjacent to residential neighborhoods, but provides regional connectivity desired by area business. In addition to regional vehicular access, the site is well served by Chapel Hill transit and along a greenway and side path that provides convenient access for cycling and pedestrian commuters.

- 2. Future transportation improvements should consider the proposed light rail connection between Chapel Hill and Durham.**

The site is adjacent to the future Hamilton Road stop on the DOLRT corridor.

- 3. Investments in the transportation system, including all types of circulation, and land-use decisions should be coordinated in this corridor.**

This site is already located in one of the most strategic locations in town for multi-modal transportation. Between the Hamilton Road DOLRT stop, adjacent greenway connecting to the Botanical Gardens and Meadowmont, side path along 15-501 and bus stops along Highway 54, the site is easily accessible to all forms of transportation.

Hamilton Road Fire Station

**Concept Plan Submittal
October 27, 2015**

Statement of Compliance

Design Guidelines

The Design Guidelines for Downtown Chapel Hill articulate key design objectives for development in the Town. Many of those elements are described around an assumption of a large tract, green field development. The Hamilton Road Fire Station project, while large in terms of building square footage is actually an infill, redevelopment project on a small parcel (just over 1-acre). The project, as fitting, complies with the applicable Design Guidelines in the following ways:

CRITERIA FOR DESIGN

Livability:

- The site is an extension of the East 54 project, extending the mixed-use development to include the fire station and office space. It is designed to utilize the existing street and pedestrian connections.

Visual Impact

- Careful attention will be paid to the scale of the public facades. The parking deck is placed on the back of the site with the buildings facing Hamilton Road and Prestwick utilizing variations in plane and materials to provide the visual impact.

Views

- The office building is oriented to provide views to the existing golf course and wooded areas across Prestwick Road.

SITE DEVELOPMENT

- The project is designed to be compatible with the adjacent East 54 project. Building placement, similar street frontages, streetscapes and sidewalks will all provide the desired continuity.
- The site plan, with lower level deck access from Hamilton Road and upper level access from Prestwick Road takes advantage of the topography of the site rather than working against it.

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- Stormwater management will be provided in underground detention and treatment devices that limit run-off to the pre-development condition and treat for nutrients.
- The site, as an infill site, takes advantage of existing infrastructure – streets, water, sewer, storm drainage, power, etc. thereby minimizing impacts that would be required on a wooded, previously undeveloped site.
- Vehicular and bicycle parking is provided in the proposed parking deck. The use of a parking deck, partially under the office building limits the impervious area impact for this size of development that could be anticipated if placed on a larger parcel.
- Parking is hidden behind the fire station building and office building to limit the visibility from the public streets.
- The development is within walking distance of a current transit stop on NC Hwy 54 and on a potential future light rail corridor.
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ARCHITECTURAL

The project design is consistent with the Town of Chapel Hill Design Guidelines. The proposed mixed-use development will include a new fire station for the Town of Chapel Hill Fire Department and an adjacent office building which includes two levels of open parking garage beneath four stories of commercial office space (totaling six stories). The scale of the new mixed use development will be consistent with the neighboring six-story hotel and six-story mixed use development.

The fire station is proposed on the northwest portion of the site for access onto and off of Hamilton Road. The office volume is proposed on the south portion of the site in order to maintain a common setback with the adjacent mixed use development and to provide the best views to Finley Golf Course. The siting of the parking deck takes advantage of the existing grade by providing two, unconnected flat levels of parking. The lower level is accessible from Hamilton Road and the upper Level accessible from Prestwick Road. The proposed office building will welcome visitors with a covered walkway and a glazed entry lobby facing Hamilton Road, accessible at the ground level and parking level 2.

The form of the two buildings will express the function of each and will be developed with a common palette of materials. The office façade facing Prestwick Road will capitalize on the views and include a high percentage of glazing. The articulation of the west, Hamilton Road facing, façade will be similar to the south facade. The north and east facades will include punched window openings in masonry or a panelized product which relate to, and compliment, the neighboring buildings. For reference, the Aloft Hotel utilizes



banded red and tan face brick, aluminum framed windows and grey metal panels. The E54 mixed use development utilizes patterned brown face brick, aluminum framed windows, white metal panels and trim. The existing fire station utilizes a staggered bond norman (12" nominal) face brick; color is a blend of red and brown tones.

The two levels of parking are screened from Prestwick and Hamilton Road. Any equipment located on the roof of the office will not be visible from Prestwick or Hamilton Road; during design, this will be studied to confirm that all equipment is screened from view.