

Town Council
Concept Plan Review
Wednesday, October 3, 2019

UNIVERSITY
PLACE ||

Owner/Developer

ram

Architect

BB+M
ARCHITECTURE

Civil Engineer


MCADAMS

Land Planning &
Landscape Architecture

LandDesign.
CREATING PLACES
THAT MATTER.





LEGEND
 - SITE AREA (P/N 479813270)
 - ZONING BOUNDARY LINE
 - LOOP NOTIFICATION BUFFER

UNIVERSITY PLACE

ADDRESS	201 S. ESTES DR. CHAPEL HILL, NC 27514
PARCEL SIZE	39.4 ACRES / 1,716,469 SF
BUILDING SIZE	419,258 SF (GROSS) 374,400 SF (NET RENTABLE)
F.A.R.	0.244
BUILDING TYPES	MALL STRUCTURE - 341,024 SF BANK W/ DRIVE THRU – 2,488 SF BANK W/ DRIVE THRU – 2,209 SF GROCERY STORE/AUTO SERVICE – 60,851 SF FREESTANDING RESTAURANT – 10,989 SF CONVENIENCE STORE W/ FUEL – 1,697 SF
YEAR BUILT	1973
ZONING	CC – COMMUNITY COMMERCIAL
CURRENT APPROVAL TYPE	SPECIAL USE PERMIT (MARCH 2000)
CURRENT APPROVALS	UP TO 8 BUILDINGS & 420,748 SF



DIRECTION OF UNIVERSITY PLACE

MALL INTERIOR IS NO LONGER VIABLE

- 51% OCCUPIED (VS EXTERIOR AT 92% OCCUPANCY)
- SINCE PURCHASING THE PROPERTY IN DECEMBER '18, FIVE INTERIOR TENANTS HAVE VACATED
- STRONG DEMAND FOR EXTERIOR SPACE. NO DEMAND FOR INTERIOR SPACE
- INTERIOR IS INEFFICIENT AND EXPENSIVE TO OPERATE



INTERIOR PHOTO OF UNIVERSITY PLACE



EXAMPLE OF DEAD MALL



EXAMPLE OF VIBRANT OPEN AIR RETAIL CENTER

FUTURE OF UNIVERSITY PLACE



GOAL:

Create a walkable open air town center for Chapel Hill

PLAN:

“De-mall” – Converting interior space to exterior facing storefronts

Pedestrian Scale Development - Focus on connectivity of pedestrian instead of vehicle

Green Space – Creating public gathering spaces to allow for events, public amenities and art

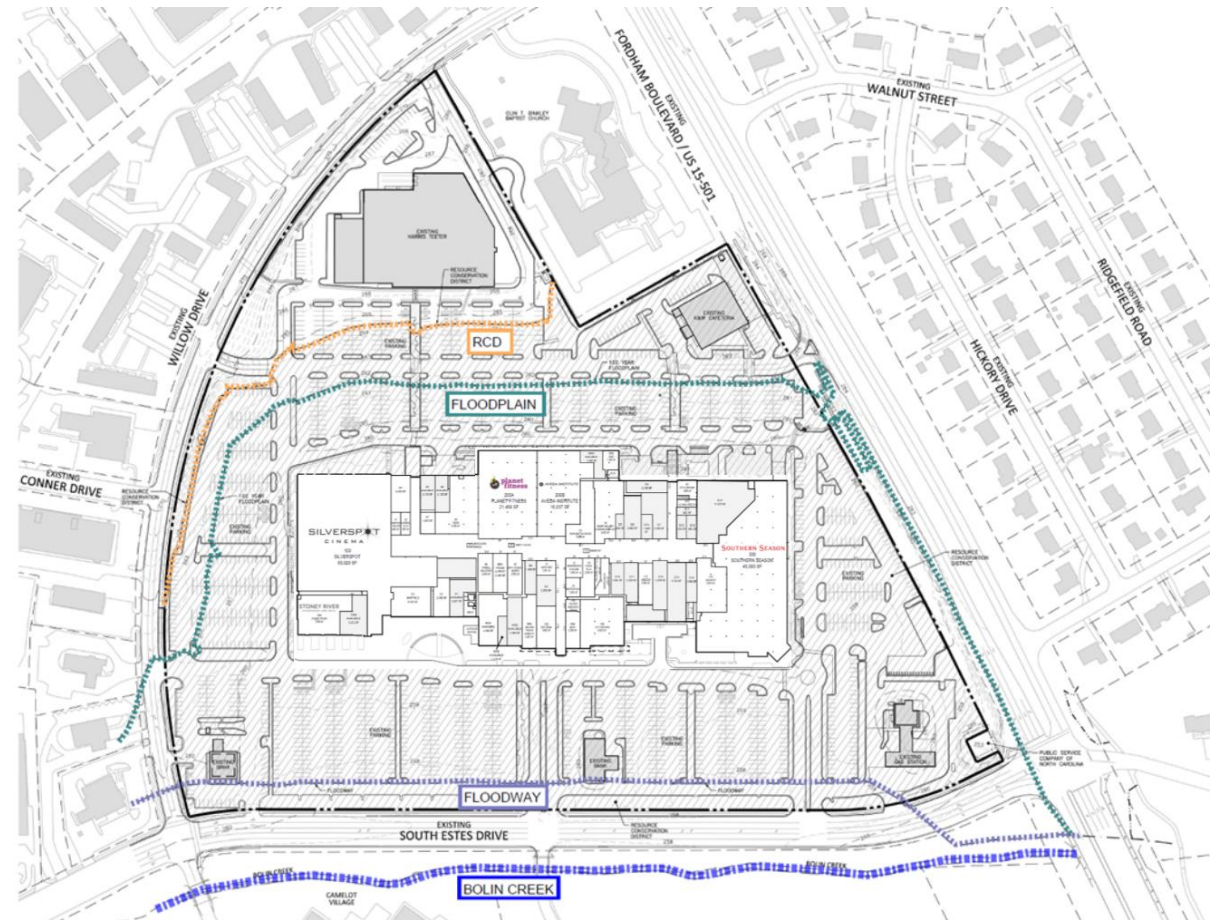
Mixed Use – Adding uses to create synergy and a vibrant sense of place throughout the day

Sustainability – Taking measures to ensure energy efficiency, reducing impervious surface, improvement to storm water quality and commitment to not impacting flooding

CONSIDERATIONS:

Operating Asset – 47 existing tenants with leases in place that contain numerous restrictions, protected parking areas, visibility corridors, etc.

Floodplain – Portion of property is within the FEMA floodplain and the RCD. This adds limitations to development as a flood study must prove development causes no rise to the flood conditions.



FUTURE OF UNIVERSITY PLACE



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CURRENT PHOTO OF UNIVERSITY PLACE

PHASE 1A OF THE UPCOMING RENOVATIONS WILL CONVERT SEVERAL INTERIOR SPACES AND EXTERIOR BLANK WALLS INTO NEW EXTERIOR STOREFRONTS. WORK IS EXPECTED TO START THIS FALL.



RENDERING OF PHASE 1A RENOVATIONS AT UNIVERSITY PLACE



CURRENT PHOTO OF UNIVERSITY PLACE



RENDERING OF PHASE 1B RENOVATIONS AT UNIVERSITY PLACE

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FUTURE OF UNIVERSITY PLACE

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EXAMPLE OF “MAIN STREET” ATMOSPHERE PLANNED AT UNIVERSITY PLACE



EXAMPLE OF GREEN SPACE PLANNED AT UNIVERSITY PLACE

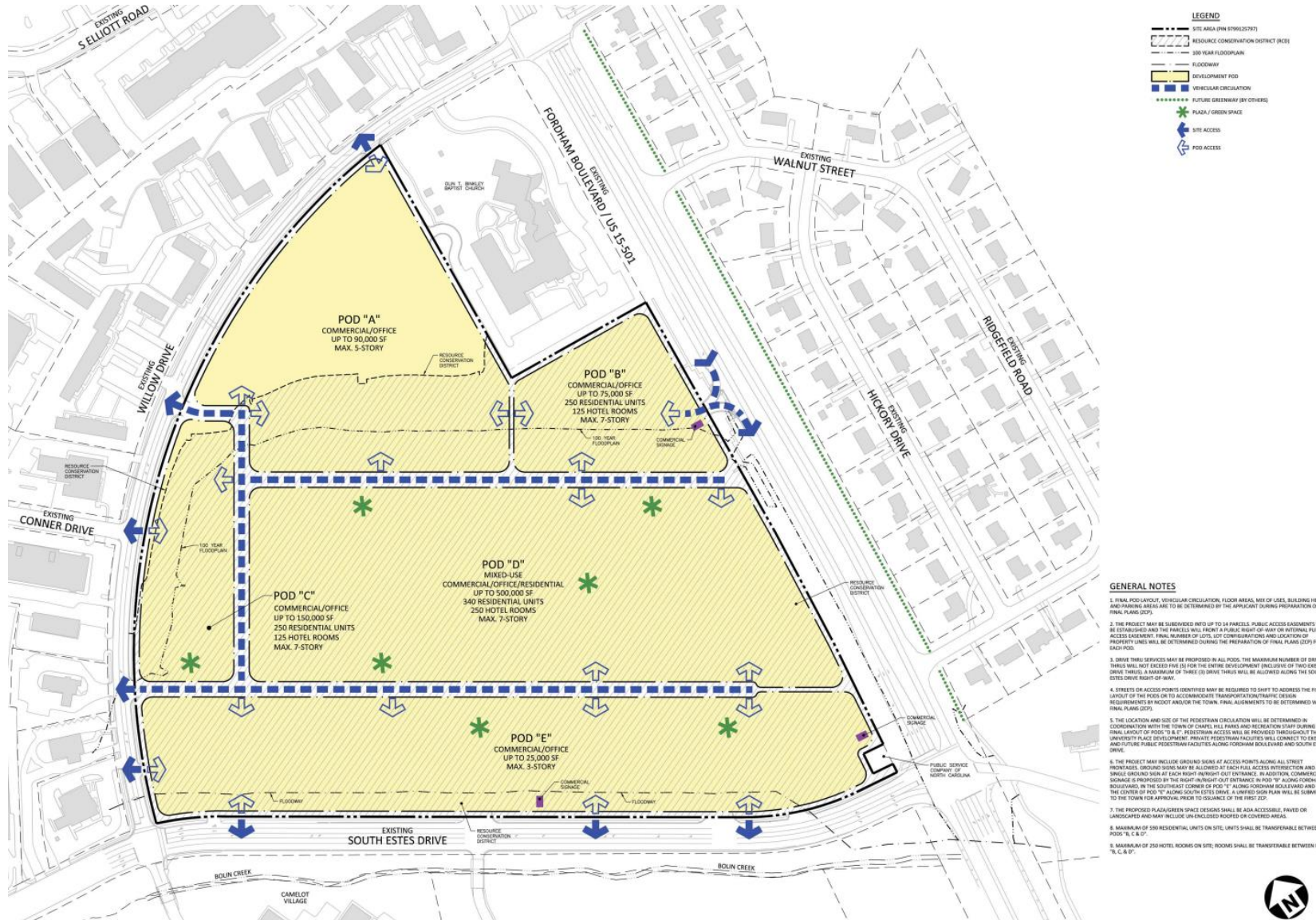


GOAL:

Create a walkable open air town center for Chapel Hill

PLAN:

- ✓ Pedestrian Scale Development - Focus on connectivity of pedestrian instead of vehicle
- ✓ Green Space – Creating public gathering spaces to allow for events, public amenities and art
- ✓ Sustainability – Taking measures to ensure energy efficiency, reducing impervious surface, improvement to storm water quality and commitment to not impacting flooding



PURPOSE

The concept plan using the block plan approach is intended to provide the base framework for the project, guiding the basic elements of the built environment while allowing the flexibility for exceptional placemaking. Each pod will include specific parameters to guide permitted uses and density, building massing, locations of buildings relative to the street, glazing and building entries.

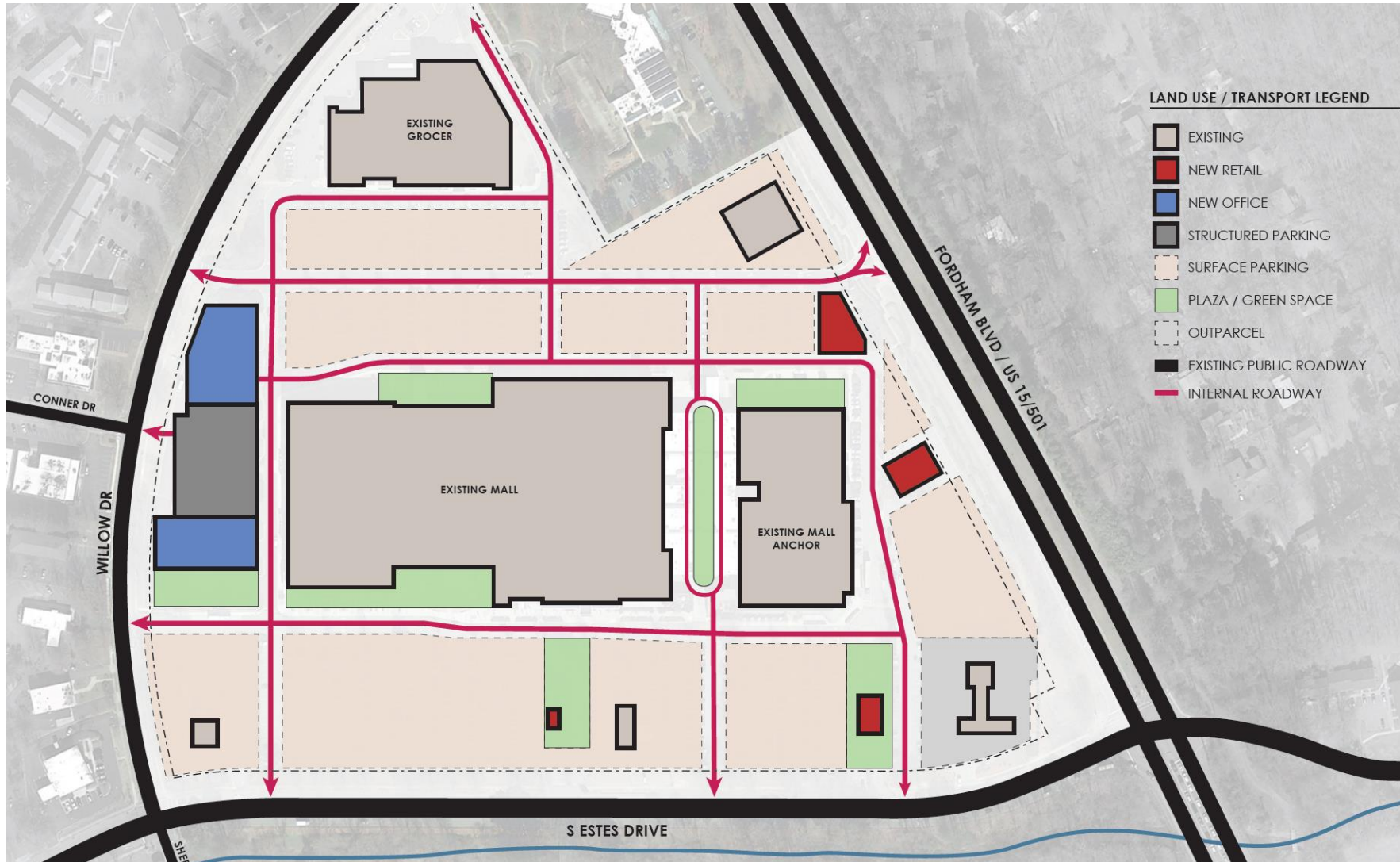
FRAMEWORK

To establish the elements of the built environment, the following guidelines will be included in the block plan:

- Blocks (shown as Pods) and streets provide the base structure for the project.
- Building uses are designated for each pod.
- Vertical massing of buildings are controlled by prescribed heights within each pod.
- Each building's relationship to the street will be controlled by street frontage guidelines
- Building glazing and entries with prescribed conditions to promote pedestrian scale.

CONTEXT

With ~375,000 square feet of existing retail space and nearly 50 existing tenants, the block plan approach is critical since it allows for flexibility to work with tenants coming and going as the retail landscape continues to evolve at a rapid pace. It also allows flexibility as the potential options are analyzed for flood impacts, as all future development will require a flood model proving no flood rise prior to permitting or a permit will not be issued.



DEVELOPMENT EXAMPLE 1

COMMERCIAL:

- 335,000 SF of existing retail to remain
- 40,000 SF of existing retail to be demolished and replaced with “Main Street” containing new exterior retail storefronts from current interior mall space, new green space, public art and permanent home for the farmers market
- 12,000 SF of new retail buildings
- 110,000 SF of new office



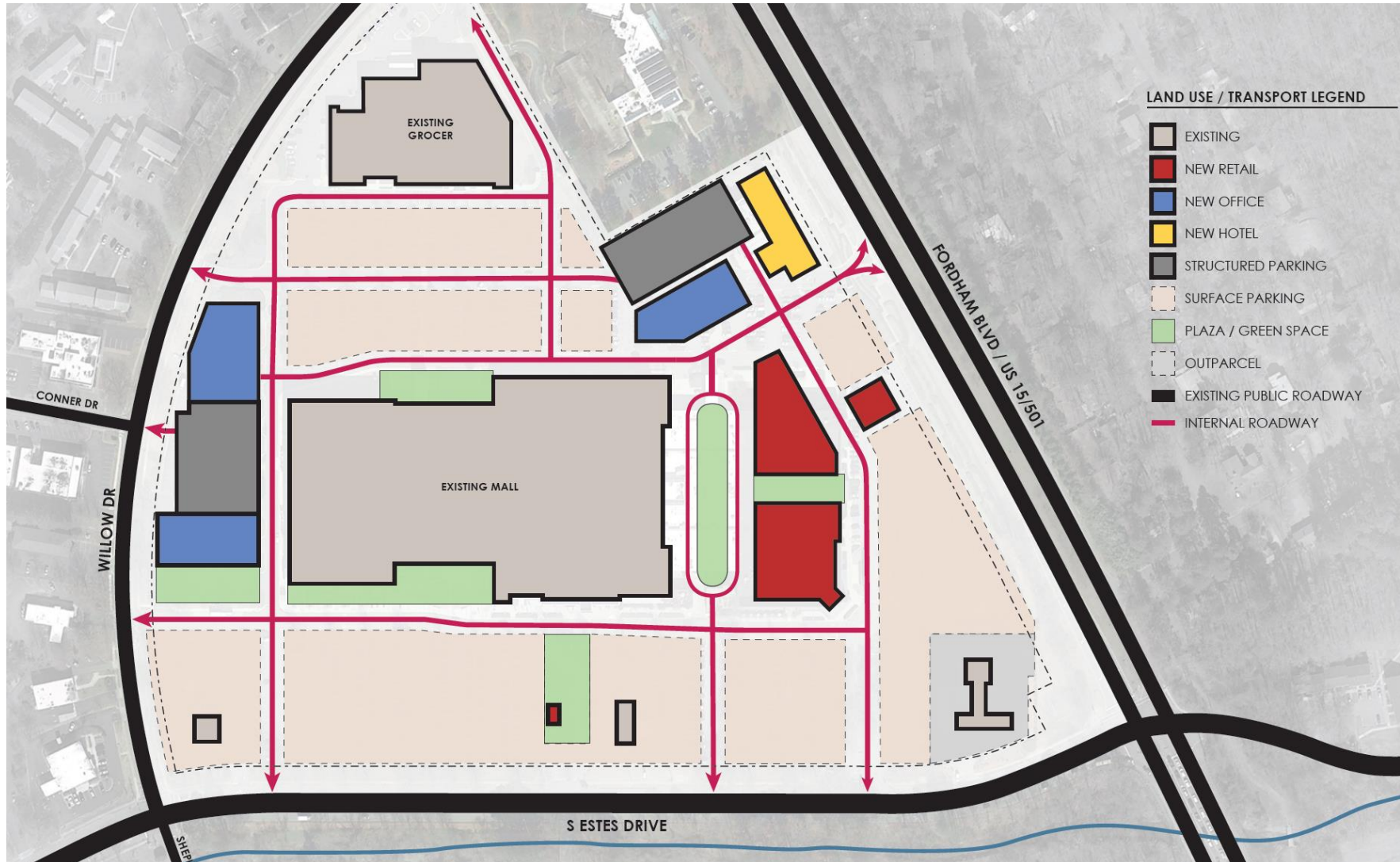
EXAMPLE OF ACTIVE GREEN SPACE WITHIN THE PROPOSED “MAIN STREET”



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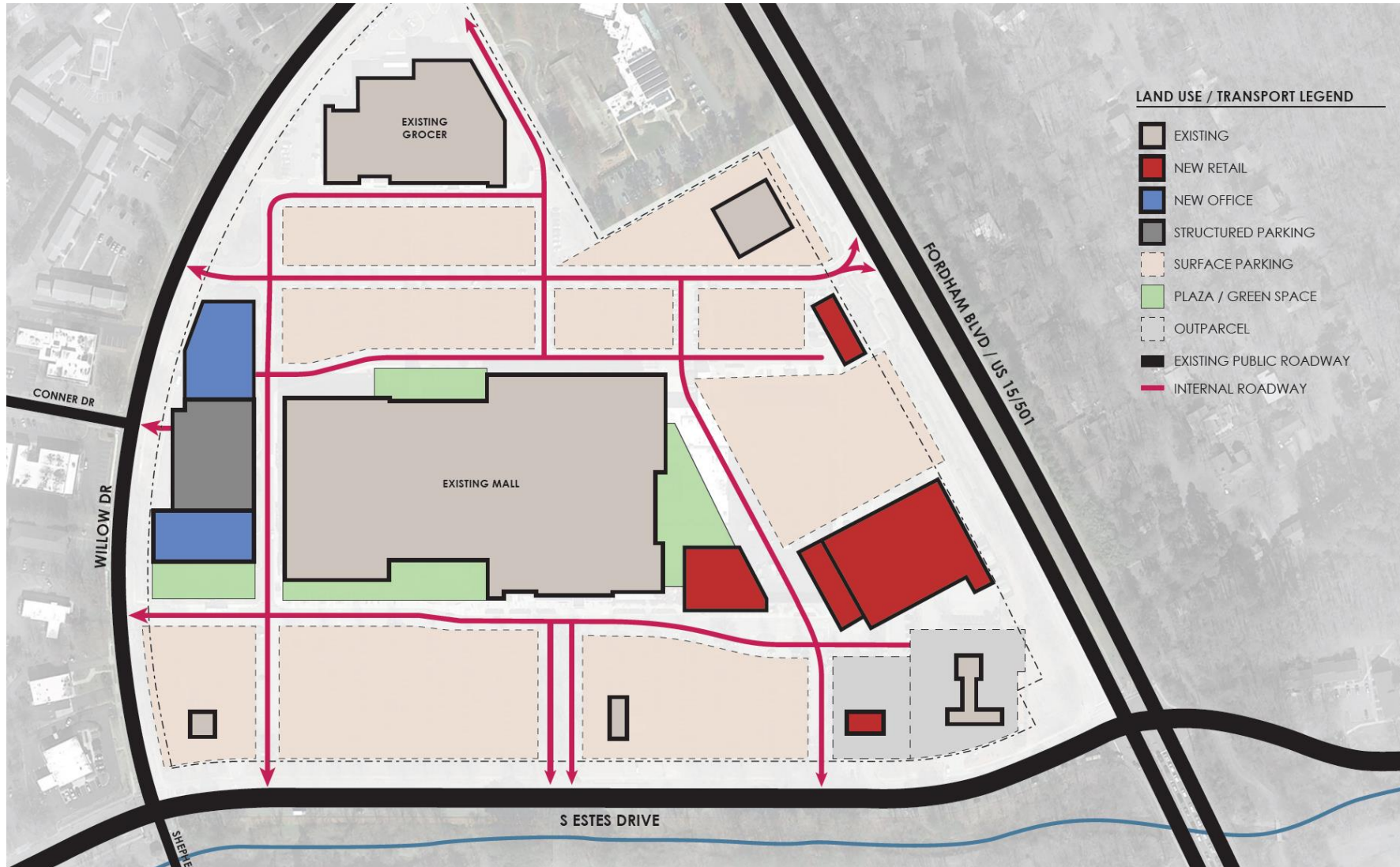
DEVELOPMENT EXAMPLE 2

COMMERCIAL:

- 273,000 SF of existing retail to remain
- 102,000 SF of existing retail to be demolished and replaced with “Main Street” containing new exterior retail storefronts from current interior mall space, new green space, public art and permanent home for the farmers market
- 45,000 SF of new retail buildings
- 150,000 SF of new office
- 125 room hotel



EXAMPLE OF SMALL SCALE RETAIL BEING PROPOSED IN POD E ALONG ESTES DR.



DEVELOPMENT EXAMPLE 3

COMMERCIAL:

- 273,000 SF of existing retail to remain
- 102,000 SF of existing retail to be demolished and replaced with “Main Street” containing new exterior retail storefronts from current interior mall space, new green space, public art and permanent home for the farmers market
- 75,000 SF of new retail buildings
- 110,000 SF of new office space



EXAMPLE OF PEDESTRIAN PLAZA SPACE THAT WOULD BE CREATED IN LIEU OF THE MAIN STREET GREEN SPACE IN EXAMPLES 1 & 2.