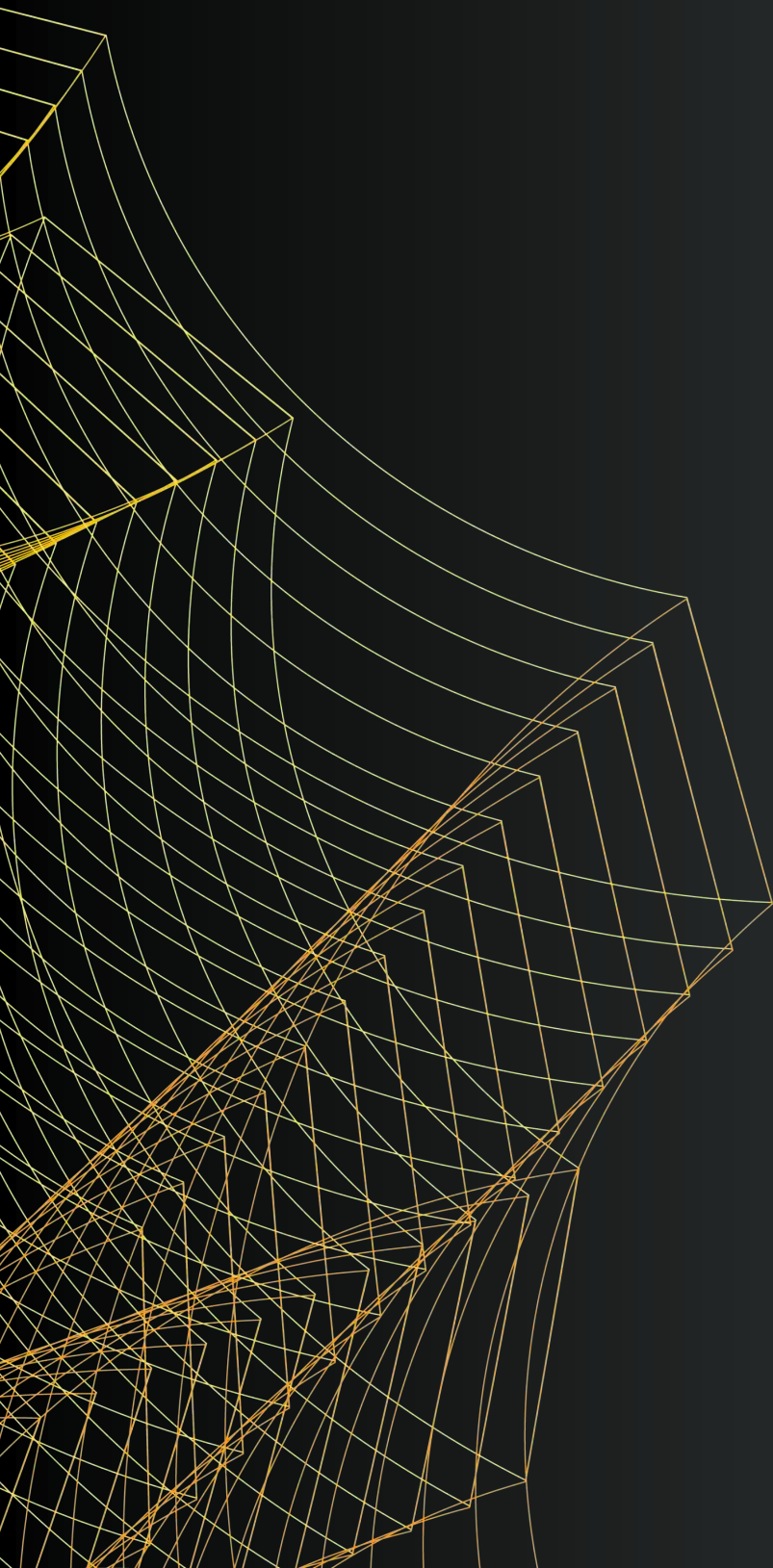




Chapel Hill Town Council  
November 29, 2023

# Inspired by Potential







# Town Council Directives

After our presentation in October, our local team worked to add more detail to inquiries, as well as ongoing collaboration with the community as the development progresses.

- Continued Community Engagement
- Community Benefits & Space Activation
- Mural Program / Local Artist Relationships
- Defining the Design Review Process
- Updated Design Concepts
- Design Benefits for the Neighborhood





# Ongoing Outreach & Community Engagement

Input from key community stakeholders is vital to the future of this project and overall success of Downtown Chapel Hill. Highlights from our conversations include:

- **Small Business Voices** – Since October’s meeting, we have built upon the dozens of small businesses heard from with additional key stakeholders including the Downtown Partnership for Chapel Hill, Launch Chapel Hill, a wider variety of industries, and continued emphasis on local partners throughout the community.
- **Northside Neighborhood Engagement** – After meeting with EMPOWERment Inc. Board of Directors, we have also had insightful one on one conversations with additional Northside residents and the Jackson Center leadership.
- **Chapel Hill Urban Designer** – continued meetings with Brian Peterson and creating a definable process for downtown integration and success.
- **Town of Chapel Hill staff** – our team has an on-going, weekly meeting with Town staff, which our team has expanded scope to include fire marshal, transportation, sustainability, as well as other key departments.





Games & Happy Hours (Durham ID)



Fitness Classes (Durham ID)



Courtyard & Eating Space (Durham ID)



Live Music & Events (Durham ID)

# Community Benefits & Space Activation

Designing and creating a beautiful campus is only half of the equation – creating intentional activations where business and community come together is key for its long-term success.

- Elevate Amenity Experience
  - 7 Pillars of our Community Experience
  - Access, Balance, Brain Power, Connections, Generosity, Play, Taste
- Pop Up Markets, On-Site Restaurants & Cafes, Philanthropic Drives, Volunteer Opportunities, Networking Events, Happy Hours, Wellness Events, Speaker Series, and more.
- Affordable Retail Potential / Small Business Incubator Space
- Foster Relationships through Chambers of Commerce, Launch Chapel Hill, EMPOWERment Inc., and Downtown Partnership
- Explore Local Art Council Partnerships
- Expand Longfellow Mural Program to Chapel Hill





BioPoint – Durham, NC



Exchange at Imperial Center – RTP, NC



Triangle LIFE – RTP, NC



Restaurant at CambridgePark Drive (Boston, MA)

# Mural Program

Reflecting the best Chapel Hill has to offer, through the lens of local artists, is instilled in our design DNA.

- Locally showcased in Durham and the Research Triangle
- Exterior & Interior Exhibits
- All Locally Found Artists
- National program is seen at major projects throughout North Carolina, San Diego, San Francisco, Boston, New York City, and will expand to our Philadelphia and UK projects.





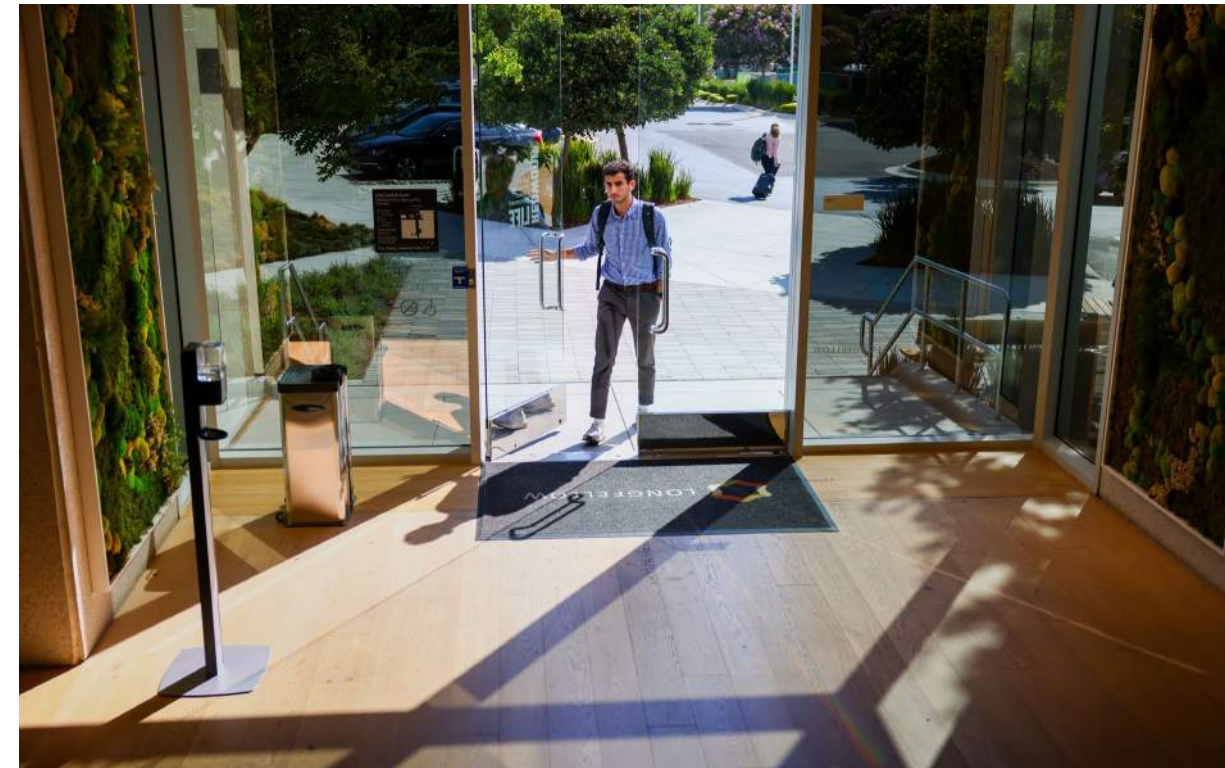
Longfellow's Facilities & Engineering Team



Research Triangle Park Lab Space



Durham ID Lab Space



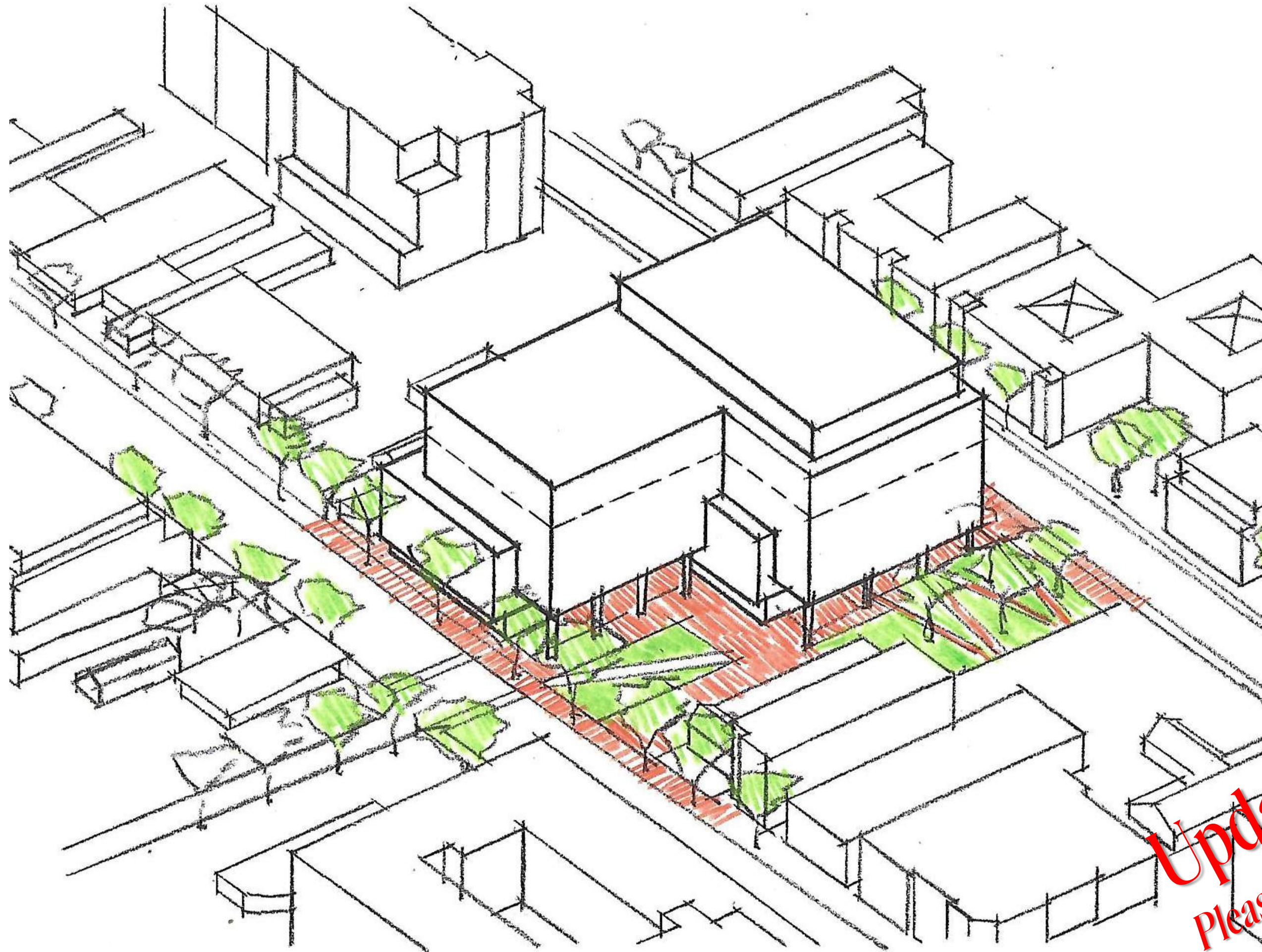
Building & Amenity Space Entrance

# The Design Process

Working through the design process with the Town of Chapel Hill Staff and group of experts help ensure the success of the project, Downtown Chapel Hill, and promotes its continuity within the landscape of Franklin and Rosemary Streets.

- Longfellow will attend two CDC (*community design commission*) meetings to present the design principles, which will ensure the project design is reviewed and will be in line with the current goals of downtown Chapel Hill.
- Before and after each CDC meeting, Longfellow's project team will meet with Chapel Hill Town Staff and Urban Designer.
- By creating this collaborative design process, we can help ensure a high level of design that fits into the mosaic of Franklin and Rosemary Streets.





## Franklin Street Aerial View

**Updated Renderings to Come**  
Please refer to Ordinance as well for design principles

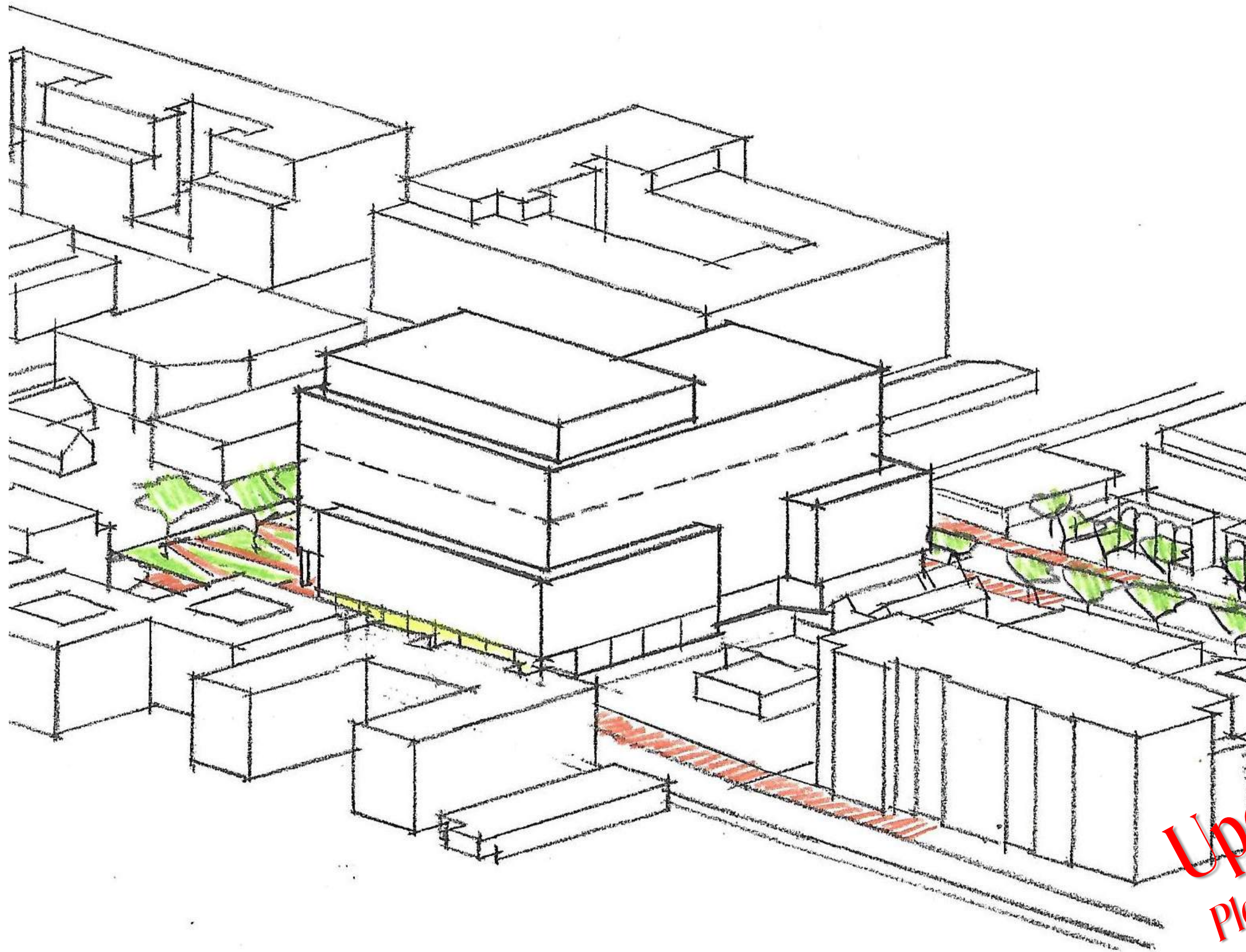


# Franklin Street View



**Updated Renderings to Come**  
Please refer to Ordinance as well for design principles



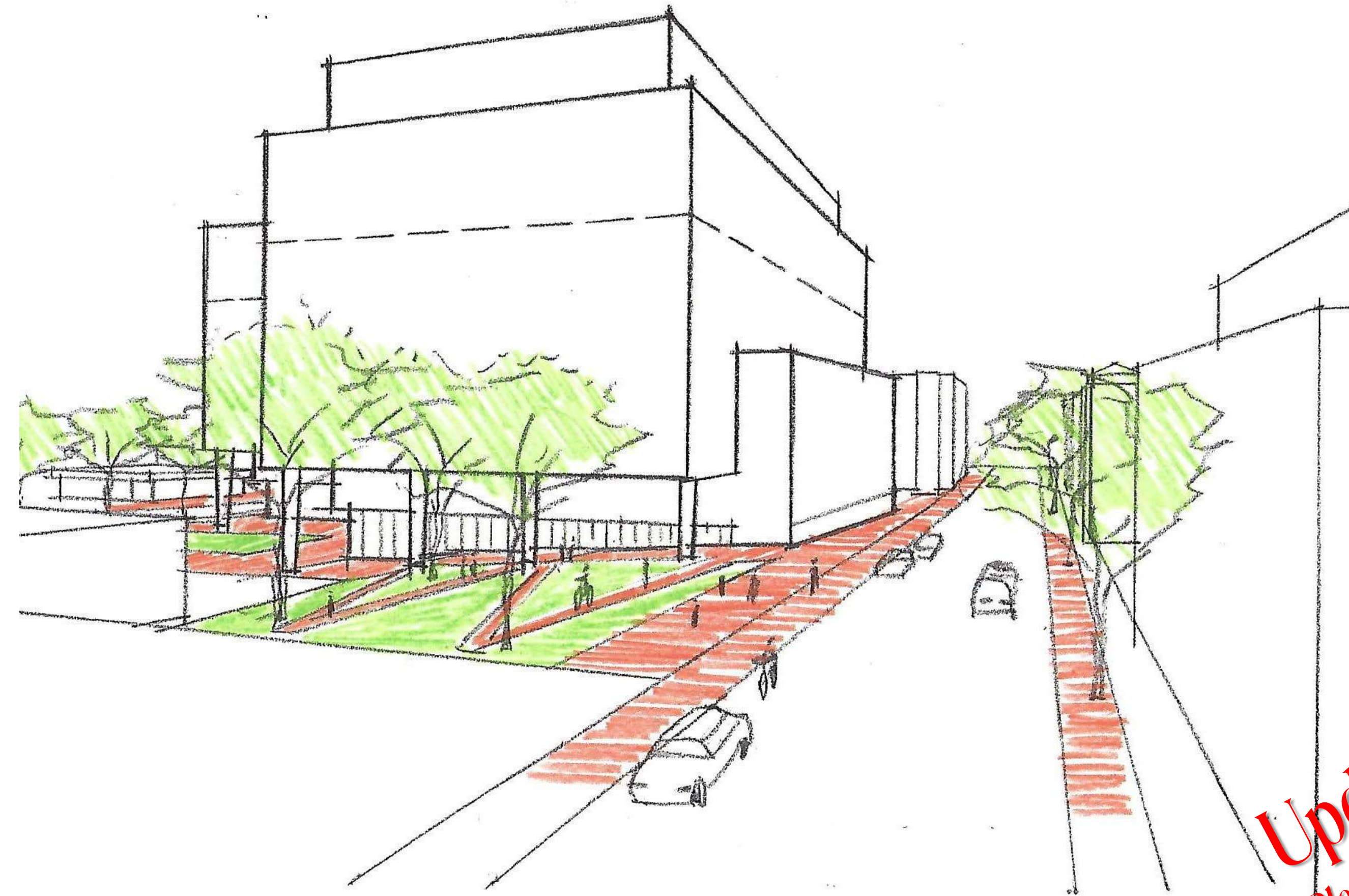


# Rosemary Street Aerial View

**Updated Renderings to Come**  
Please refer to Ordinance as well for design principles



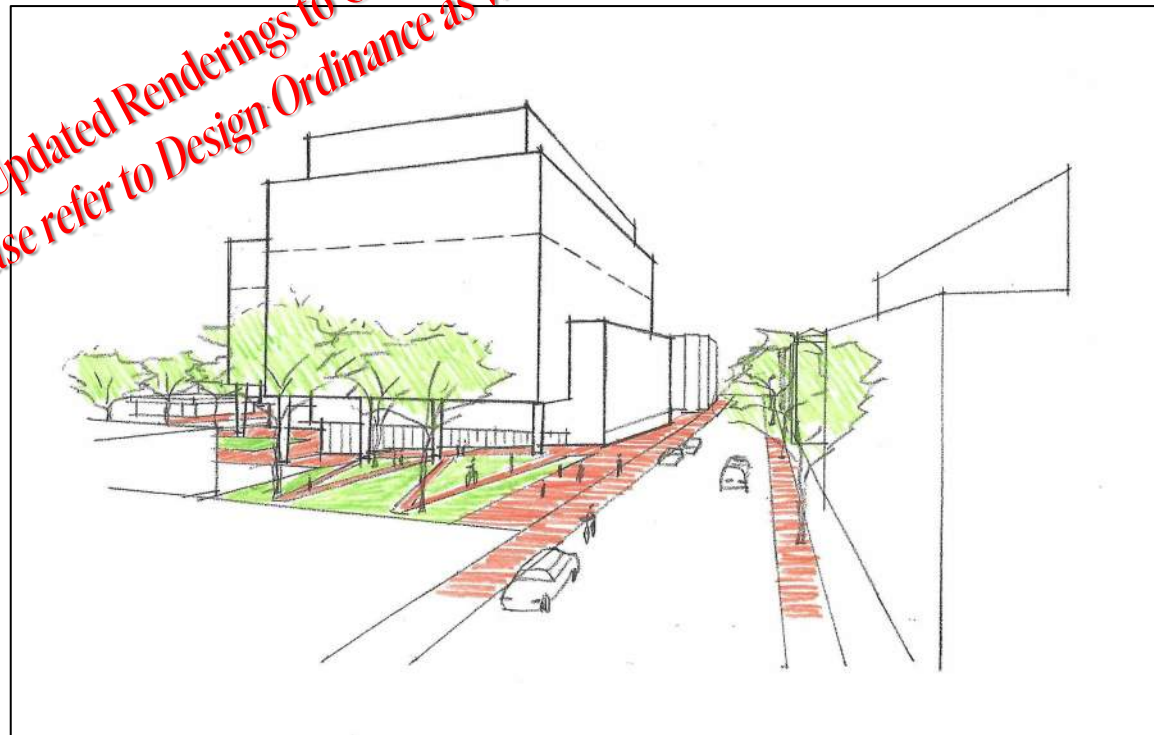
# Rosemary Street View



**Updated Renderings to Come**  
Please refer to Ordinance as well for design principles



Updated Renderings to Come  
Please refer to Design Ordinance as well



Rosemary Street View



Durham ID Courtyard & 321 Coffee



Durham ID Public Space

Updated Renderings to Come  
Please refer to Design Ordinance as well



Franklin Street View

# Design Benefits For The Neighborhood

Built-in features of the development are designed to maximize community benefits for local residents, employees, and visitors that double down on the space activation that is set for the project.

- Expanded green space and pocket parks
- Safe and ADA compliant connectivity between Franklin and Rosemary Streets
- Active, transparent frontages throughout ground level and retail space
- Inviting community connection space
- Welcoming neighborhood feel and upgrades
- Parking hidden from view
- Mid-block service area for refuse and deliveries
- Main entrance moved to interior courtyard for more inclusive feel and functionality





Chapel Hill Town Council  
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# Thank You

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