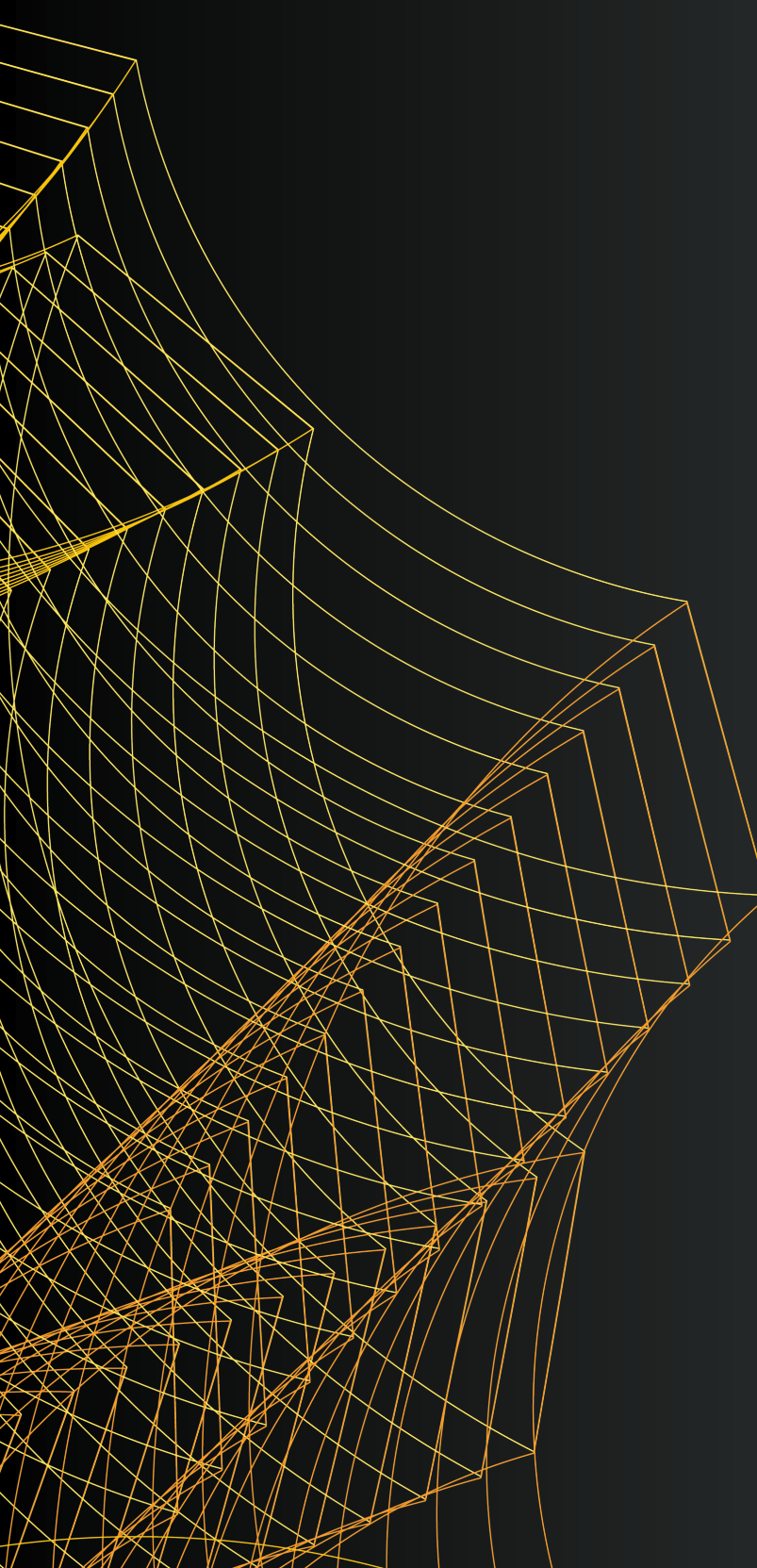




Chapel Hill Town Council
November 29, 2023

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
- Collaborative Solutions
- Design Benefits for the Neighborhood



Ongoing Outreach & Community Engagement

Ongoing input from key community stakeholders is vital to the success of Downtown Chapel Hill.

Highlights from our recent 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 Chamber of Commerce leadership and its subcommittees, 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 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 for the greater good is key for our 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 artists are local to the projects
- 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 developments

The Design Process

Working closely with the Town of Chapel Hill Staff and group of experts helps ensure the success of Downtown Chapel Hill while promoting continuity within the landscape of Franklin and Rosemary Streets.

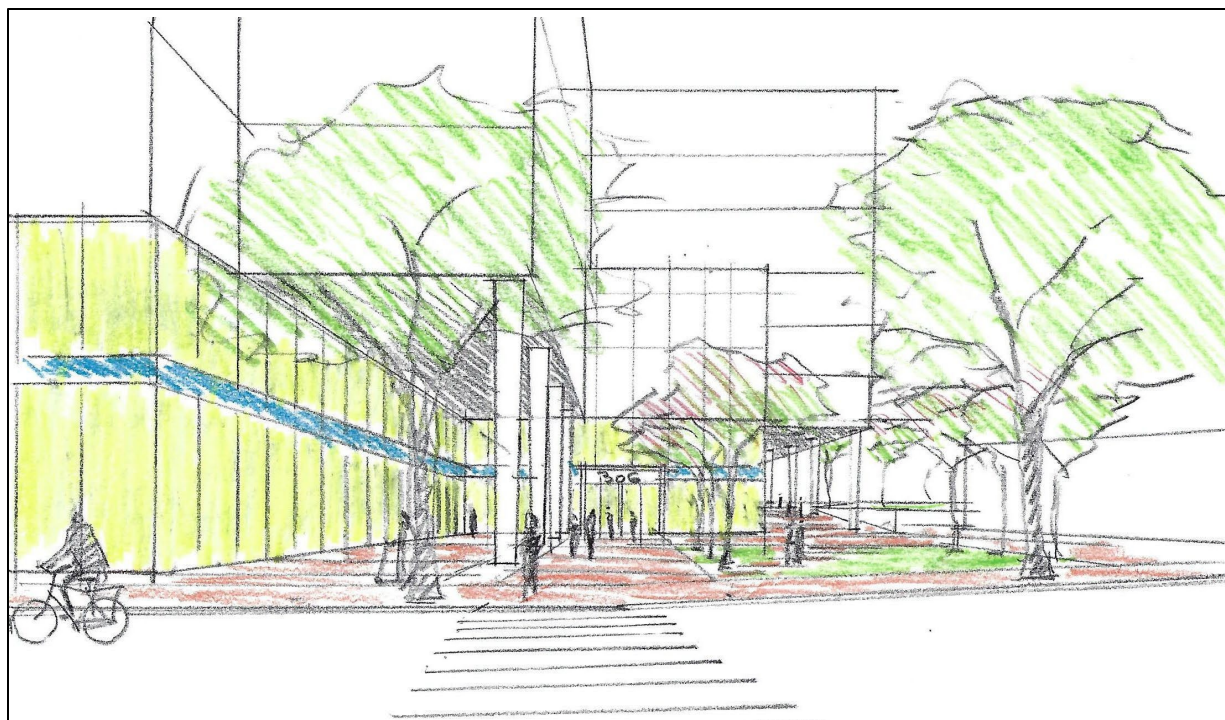
- Longfellow will attend two CDC (*community design commission*) meetings to present the design principles, which will ensure the project design is reviewed and will be in line with the current goals of downtown Chapel Hill.
- Before and after each CDC meeting, Longfellow's project team will meet with 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.
- **Our team is committed to going above and beyond with design principles that showcase what the building will be.**



Franklin Street View – Early Concept



Rosemary Street View – Early Concept



Franklin Street View – Early Concept



Rosemary Street View – Early Concept

View Across Franklin Street



Retail Frontage on Franklin Street





Retail Frontage and Plaza Entrance on Franklin Street



Active Frontage, Pedestrian Passage & Rosemary Street Park

Rosemary Street Overview





Rosemary Street Ground View

Aerial Viewpoints



Collaborative Solutions

Our team has worked with local owners and neighbors to find lasting, collaborative solutions that benefit everyone.

- One key example is working with The Bicycle Chain ownership to ensure the project is not impacting business or operations.



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 on both Franklin and Rosemary Street
- 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



Rosemary Street Plaza Entrance



Durham ID Courtyard & 321 Coffee



Durham ID Public Space



Franklin Street Retail and Plaza



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Thank You

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