



Concept Plans are intended to be an opportunity for the Town Council and some Boards and Commissions, and the community to review and consider major development proposals and their potential benefits and impacts. Applicants propose a Concept Plan with the expectation of receiving feedback on their development idea.

The following are questions that the Council may ask of an applicant during the discussion of a Concept Plan. The attached application addresses the topics below. Please contact our staff if you have any questions or if we can provide additional information (planning@townofchapelhill.org)

1. Would this project demonstrate compliance with the Comprehensive Plan?
 - a. Compliance with:
 - Small Area Plan
 - Overlay Zone / NCD
 - Study Area:
 - Land Use Plan
2. Would the proposed project comply with the Land Use map?
3. Would the proposed project require a rezoning?
4. What is the proposed zoning district?
5. Would the proposed project require modifications to the existing regulations?
6. If there is a residential component to the project, does the applicant propose to address affordable housing?
 - Has the applicant presented its Concept Plan to the Housing Advisory Board (this is a voluntary step in the process)?
 - Has the applicant met with appropriate Town staff to discuss affordable housing policy, expectations and options?
 - Is the project for ownership or rental?
7. Are there existing conditions that impact the site design (i.e. environmental features such as RCD, slopes, erosion and sedimentation, retention of trees and tree stands, stormwater drainage patterns, significant views into and out of the site)
8. Has the applicant addressed traffic impacts? Traffic and circulation issues?
9. How is the application compatible with the surrounding neighborhood and/or district?
10. Has the applicant discussed the project with adjacent neighbors?



CONCEPT PLAN APPLICATION

Parcel Identifier Number (PIN): _____ Date: March 7, 2022

Section A: Project Information

Project Name: Porthole Alley Redevelopment

Property Address: 128-144 East Franklin St, 100 Porthole Alley Zip Code: 27514

Use Groups (A, B, and/or C): B,C Existing Zoning District: TC-1 ,OI-4

Project Description: Redevelop property for mixed-use at greater density

Section B: Applicant, Owner and/or Contract Purchaser Information

Applicant Information (to whom correspondence will be mailed)

Name: Evan Yassky on behalf of The University of North Carolina at Chapel Hill

Address: 103 Airport Drive, CB 1090

City: Chapel Hill State: NC Zip Code: 27599

Phone: 919-843-5103 Email: evan.yassky@fac.unc.edu

The undersigned applicant hereby certifies that, to the best of his knowledge and belief, all information supplied with this application is true and accurate.

Signature:  Date: April 27, 2022

Owner/Contract Purchaser Information:

Owner **Contract Purchaser**

Name: same as above

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

The undersigned applicant hereby certifies that, to the best of his knowledge and belief, all information supplied with this application is true and accurate.

Signature:  Date: April 27, 2022



Concept Plan Project Fact Sheet

Site Description	
Project Name	
Address	
Property Description	
Existing Land Use	
Proposed Land Use	
Orange County Parcel Identifier Numbers	
Existing Zoning	
Proposed Zoning	
Application Process	
Comprehensive Plan Elements	
Overlay Districts	

Topic	Requirement	Proposal	Status
Use/Density (Sec. 3.7)			
Dimensional Standards (Sec. 3.8)			
Floor area (Sec. 3.8)			
Modifications to Regulations (Sec. 4.5.6)			
Adequate Public Schools (Sec. 5.16)			
Inclusionary Zoning (Sec. 3.10)			
Landscape			
Buffer – North (Sec. 5.6.2)			
Buffer – East (Sec. 5.6.2)			
Buffer – South (Sec. 5.6.2)			
Buffer - West (Sec. 5.6.2)			



Tree Canopy (Sec. 5.7)			
Landscape Standards (Sec. 5.9.6)			
Environment			
Resource Conservation District (Sec. 3.6)			
Erosion Control (Sec. 5.3.1)			
Steep Slopes (Sec. 5.3.2)			
Stormwater Management (Sec. 5.4)			
Land Disturbance			
Impervious Surface (Sec. 3.8)			
Solid Waste & Recycling			
Jordan Riparian Buffer (Sec. 5.18)			
Access and Circulation			
Road Improvements (Sec. 5.8)			
Vehicular Access (Sec. 5.8)			
Bicycle Improvements (Sec. 5.8)			
Pedestrian Improvements (Sec. 5.8)			
Traffic Impact Analysis (Sec. 5.9)			
Vehicular Parking (Sec. 5.9)			
Transit (Sec. 5.8)			
Bicycle Parking (Sec. 5.9)			
Parking Lot Standards (Sec. 5.9)			
Technical			



Fire			
Site Improvements			
Schools Adequate Public Facilities (Sec. 5.16)			
Recreation Area (Sec. 5.5)			
Lighting Plan (Sec. 5.11)			
Homeowners Association (Sec. 4.6)			

Symbol	Meaning	Symbol	Meaning
	Meets Standard	M	Modification necessary
NA	Not Applicable	UNK	Not known at this time



Checklist

The following must accompany your application. Failure to do so will result in your application being considered incomplete. For assistance with this application, please contact the Chapel Hill Planning and Sustainability at (919)968-2728 or at planning@townofchapelhill.org.

<input type="checkbox"/>	Application fee (refer to fee schedule)	Amount Paid \$ <input type="text"/>
<input type="checkbox"/>	Pre-application meeting – with appropriate staff	
<input type="checkbox"/>	Digital Files - provide digital files of all plans and documents	
<input type="checkbox"/>	Concept Project Fact Sheet	
<input type="checkbox"/>	Statement of Compliance with Design Guidelines (1 copies)	
<input type="checkbox"/>	Statement of Compliance with Comprehensive Plan (1 copies)	
<input type="checkbox"/>	Affordable Housing Proposal, if applicable (Rezoning Policy or Inclusionary Ordinance)	
<input type="checkbox"/>	Mailing list of owners of property within 1,000 feet perimeter of subject property (see GIS notification tool)	
<input type="checkbox"/>	Mailing fee for above mailing list	Amount Paid \$ <input type="text"/>
<input type="checkbox"/>	Developer’s Program – brief written statement explaining how the existing conditions impact the site design. Including but not limited to:	
	<ul style="list-style-type: none"> • Natural features of site • Access, circulation, and mitigation of traffic impacts • Arrangement and orientation of buildings • Natural vegetation and landscaping • Impact on neighboring properties • Erosion, sedimentation, and stormwater 	
<input type="checkbox"/>	Resource Conservation District, Floodplain, & Jordan Buffers Determination - necessary for all submittals	
<input type="checkbox"/>	Reduced Site Plan Set (reduced to 8.5"x11")	

Plan Sets (1 copies to be submitted no larger than 24"x36")

Plans should be legible and clearly drawn. All plan sets sheets should include the following:

- Project Name
- Legend
- Labels
- North Arrow (North oriented toward top of page)
- Property Boundaries with bearing and distances
- Scale (Engineering), denoted graphically and numerically
- Setbacks and buffers
- Streams, RCD Boundary, Jordan Riparian Buffer Boundary, Floodplain, and Wetlands Boundary, where applicable



Area Map

- a) Project name, applicant, contact information, location, PIN, & legend
- b) Dedicated open space, parks, greenways
- c) Overlay Districts, if applicable
- d) Property lines, zoning district boundaries, land uses, project names of site and surrounding properties, significant buildings, corporate limit lines
- e) Existing roads (public & private), rights-of-way, sidewalks, driveways, vehicular parking areas, bicycle parking, handicapped parking, street names.
- f) 1,000' notification boundary

Existing Conditions Plan

- a) Slopes, soils, environmental constraints, existing vegetation, and any existing land features
- b) Location of all existing structures and uses
- c) Existing property line and right-of-way lines
- d) Existing utilities & easements including location & sizes of water, sewer, electrical, & drainage lines
- e) Nearest fire hydrants
- f) Nearest bus shelters and transit facilities
- g) Existing topography at minimum 2-foot intervals and finished grade
- h) Natural drainage features & water bodies, floodways, floodplain, RCD, Jordan Buffers & Watershed boundaries

Proposed Site Plan

- a) Existing building locations
- b) General location of proposed structures
- c) Parking areas
- d) Open spaces and landscaped areas
- e) Access points and circulation patterns for all modes of transportation
- f) Approximate locations of trails, pedestrian and bicycle connections, transit amenities, and parking areas
- g) Approximate location of major site elements including buildings, open areas, natural features including stream buffers, wetlands, tree stands, and steep slopes
- h) Proposed land uses and approximate location

The University of North Carolina at Chapel Hill

Porthole Alley Redevelopment

KIERAN TIMBERLAKE
SURFACE 678

NOVEMBER 2021

An architectural rendering of a street scene. On the left, a building features a large, intricate mural of a woman's face and floral patterns. The street is lined with buildings, and several streetlights with multiple lamps are visible. In the foreground, several people are walking along the sidewalk, their figures slightly blurred to suggest movement. The overall scene is presented in a light, monochromatic style.

AGENDA

- 1 Project Introduction**
- 2 Context**
- 3 Existing and New Buildings**
- 4 Concept Plan and Massing**
- 5 Discussion**

Campus Master Plan

BIG IDEAS



Welcome

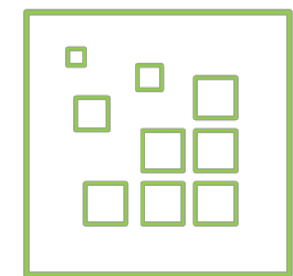
Open to all.

Enhance the visitor experience.



Connections

Link it together.



Hubs

Mix it up.

Encourage a dynamic mix of uses and programs in buildings and districts at key nodes on campus.

Enhance existing assets and create new environments contributing to a vibrant campus.

PORTHOLE ALLEY



NEW CONSTRUCTION

MAJOR RENOVATION

The Master Plan includes a mix of proposed and planned projects.



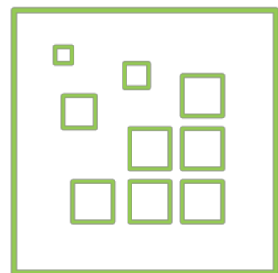
Welcome

Open to all.



Connections

Link it together.



Hubs

Mix it up.

Campus Master Plan - Porthole Alley Vision

Create a gateway to campus, strengthen physical connection between downtown and campus, while enhancing vibrancy and downtown economic development.

Campus Master Plan - Guiding Principals for Porthole Alley

- Maintain ground floor retail presence, while adding office space for Undergraduate Admissions, Visitors Center and other University activities.
- Respect the scale of the block of 100 E. Franklin St. and enhance the existing alley as a part of a pedestrian corridor connecting Franklin Street and Cameron Avenue.
- Strengthen the connection between downtown and the University.
- Be a good neighbor by engaging closely with current tenants, downtown property owners and merchants, interest groups and the Town of Chapel Hill in a collaborative process.



WELCOME CONNECTIONS HUB

How can Porthole Alley be a good neighbor?

How to make the arts visible and accessible?

How to create a destination linking campus and town?

How to incorporate innovation and entrepreneurs?

How do we enhance the historic fabric?

How to extend the campus landscape?

How to attract visitors?

How do you use Franklin Street now?

What would make Franklin Street more active?

How to spark dialog between old and new?

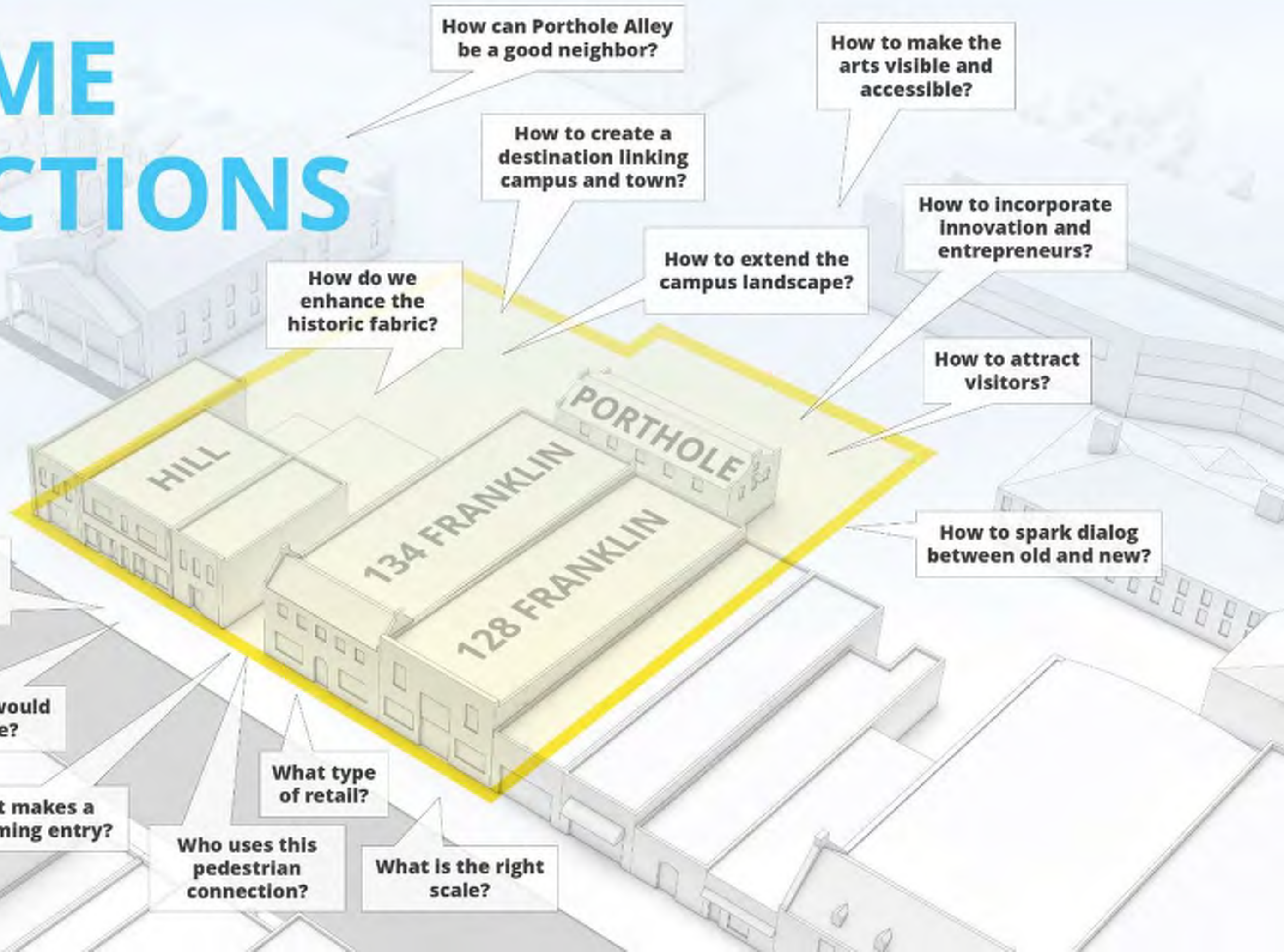
What new uses would you like to see?

What makes a welcoming entry?

What type of retail?

Who uses this pedestrian connection?

What is the right scale?



COMMUNITY VOICES

What program, physical characteristics, and impact are important to you?

Program

- Orients arrival experience, University and town converge
- Activates Franklin Street
- Diversity of users and amenities
- Vibrant student environment
- Innovation infrastructure, arts presence
- Dynamic use over time, beyond 9:00 – 5:00

Physical Characteristics

- Exciting architecture, open and visible
- Respects scale and historic fabric of Franklin Street
- Informal gathering spaces, places for connection
- Interactive and dense

Measure of Success

- Reflects the University's values
- Showcases student energy and institutional research
- Attracts talent and a diverse audience
- Create a sense of place, inspirational, ever changing
- Unique to Chapel Hill, celebrates its character



PROJECT PRINCIPLES

Town

Respect and enhance Chapel Hill's unique character, intimate scale, and historic fabric; strengthen the vitality of East Franklin Street.

Porthole Alley

Draw people in, encourage them to linger, connect to the arts district and adjacent historic campus. Showcase Carolina's long history, vibrant present, and ambitious future.

Building

Design spaces that encourage collaboration and creative collision, characterized by transparency, openness, and a sense of this modern, diverse, and dynamic institution.

Program of Engagement

Attract visitors and University constituents to this town/campus intersection with a diverse mix of programs, amenities, and social areas. Develop inviting spaces that engender communication and foster an inclusive, engaged community, active from morning till late night.

Sustainability

Design a project which is functionally, financially, and environmentally sustainable.



Context





CHURCH STREET

ROSEMARY STREET

RALEIGH STREET

FRANKLIN STREET

COLUMBIA STREET

PORTHOLE ALLEY

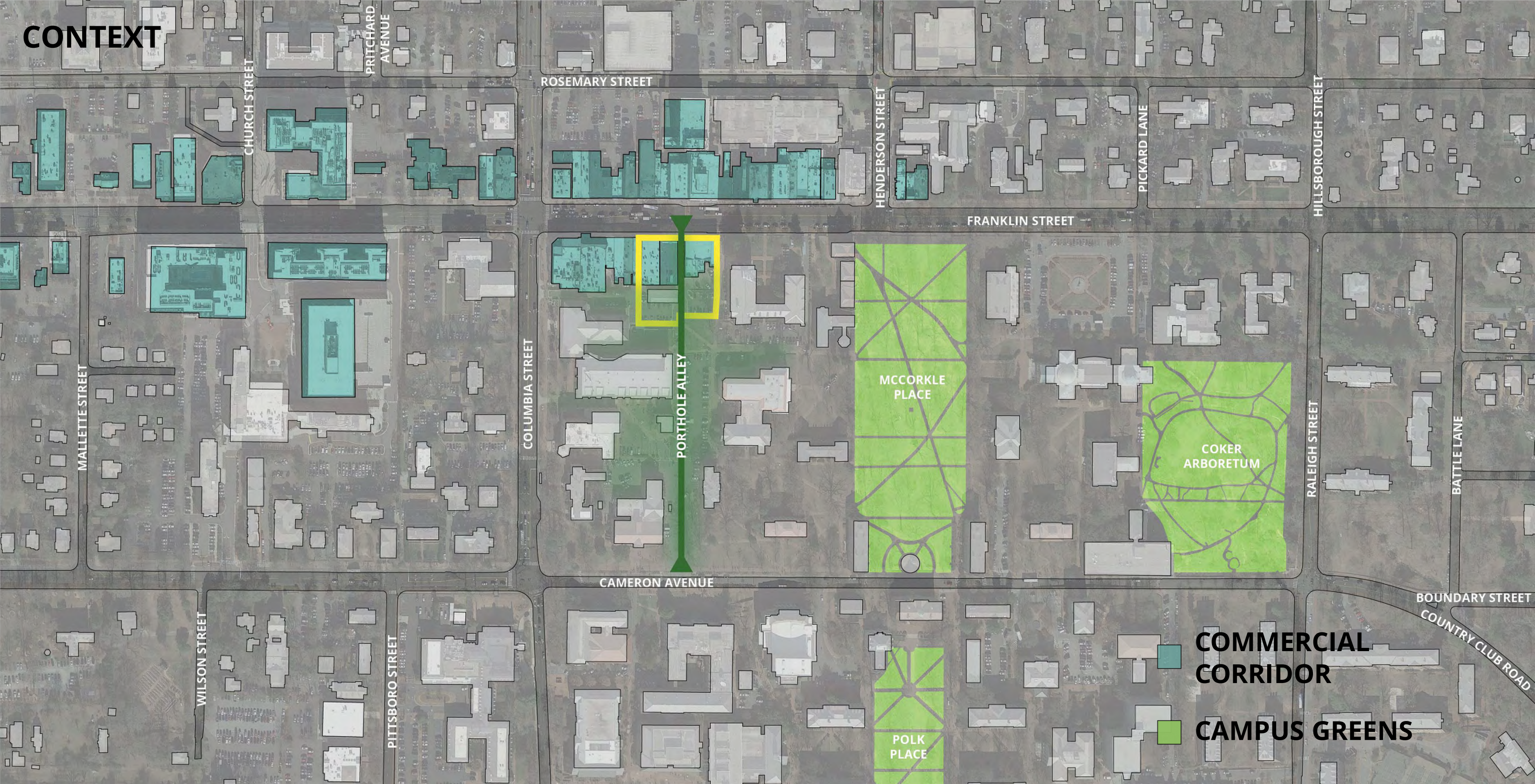
MALLETTE STREET

CAMERON AVENUE



CONTEXT LANDSCAPE MASTER PLAN FOR PORTHOLE ALLEY (2015)
PORTHOLE ALLEY REDEVELOPMENT

CONTEXT



CONTEXT

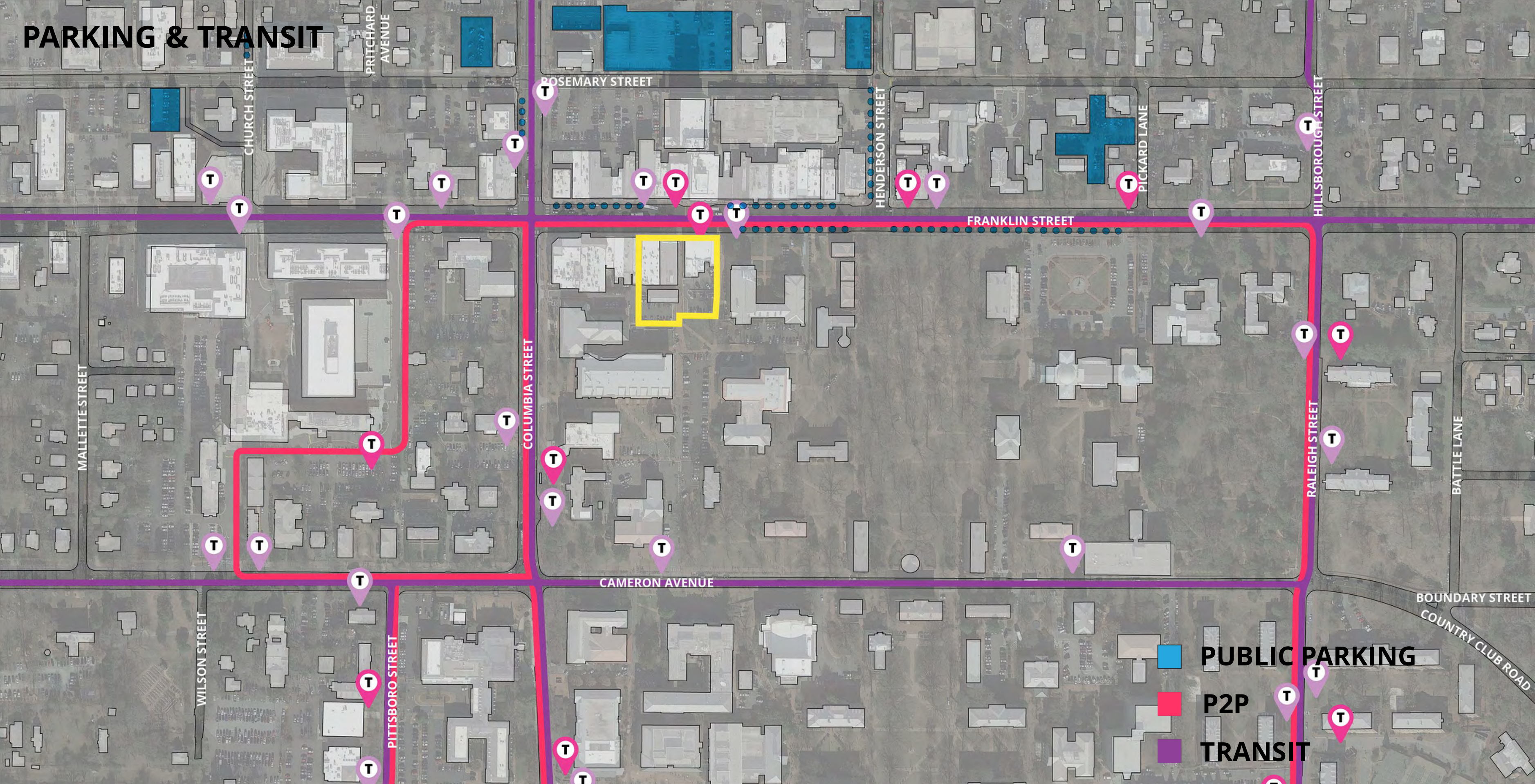
PORTHOLE ALLEY REDEVELOPMENT






CAMPUS GATEWAY



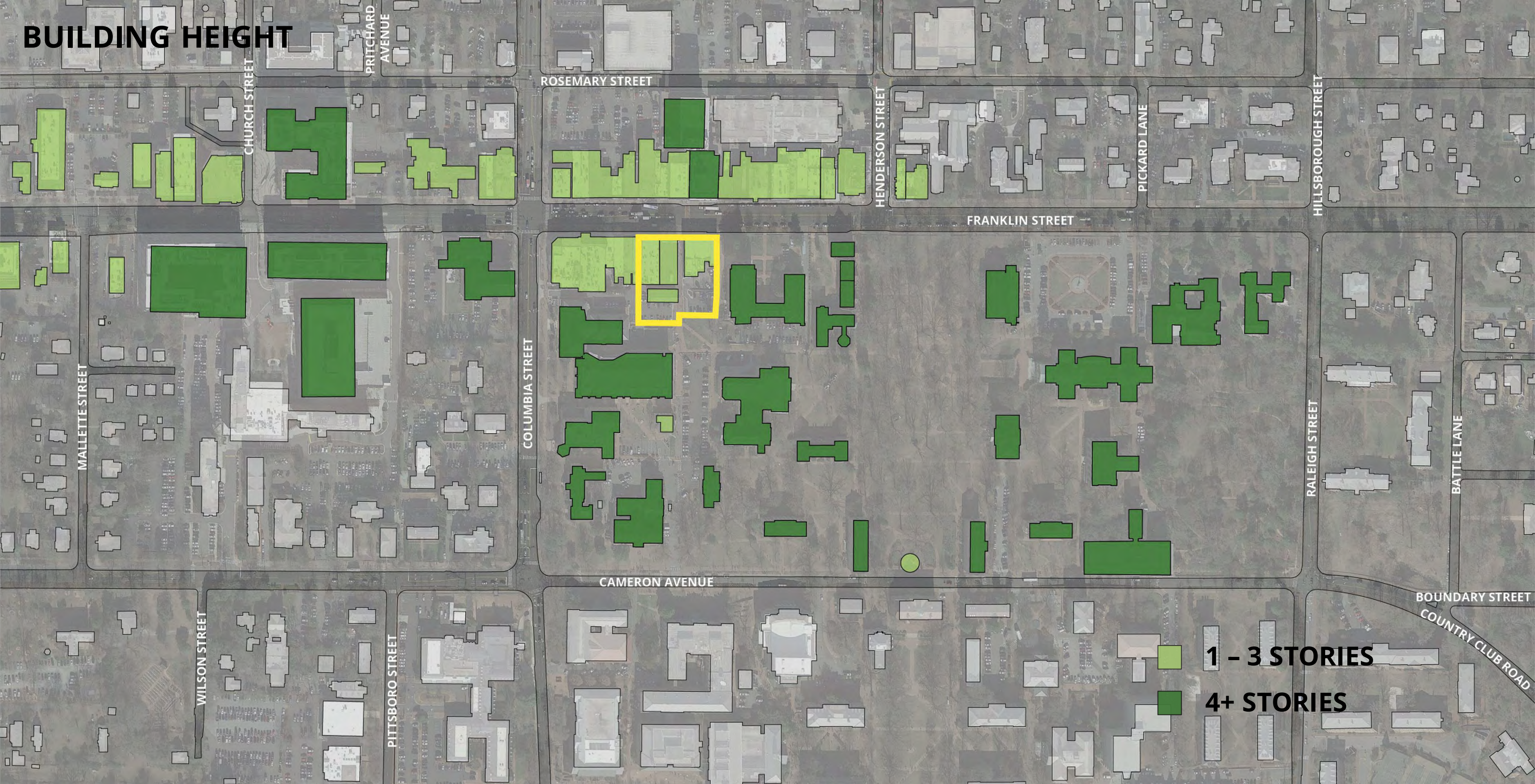
PARKING & TRANSIT



-  PUBLIC PARKING
-  P2P
-  TRANSIT



BUILDING HEIGHT



PROGRAM



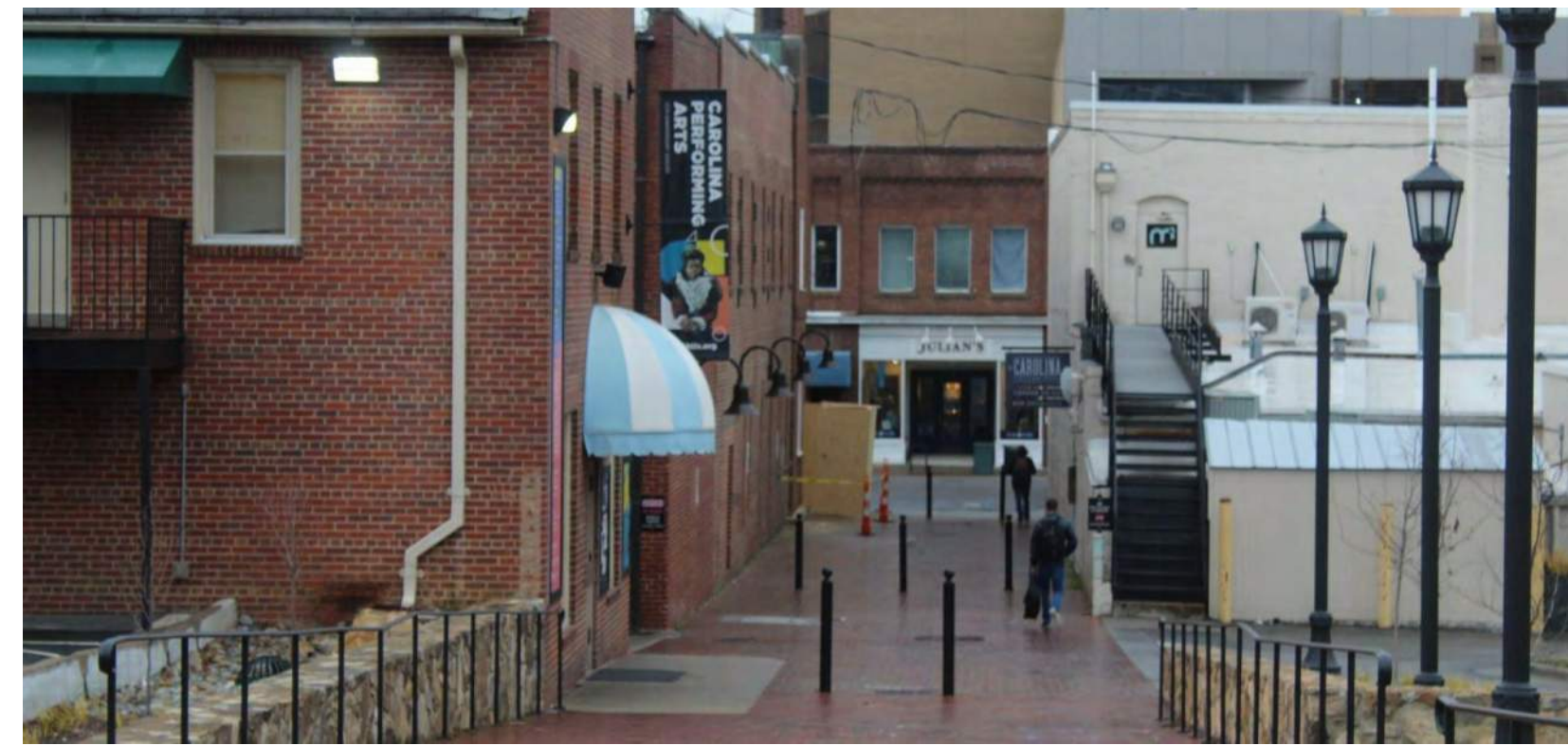
CONTEXT

PORTRHOLE ALLEY REDEVELOPMENT



CAMPUS

SENSE OF PLACE UNC AND CHAPEL HILL
PORTHOLE ALLEY REDEVELOPMENT



ALLEY



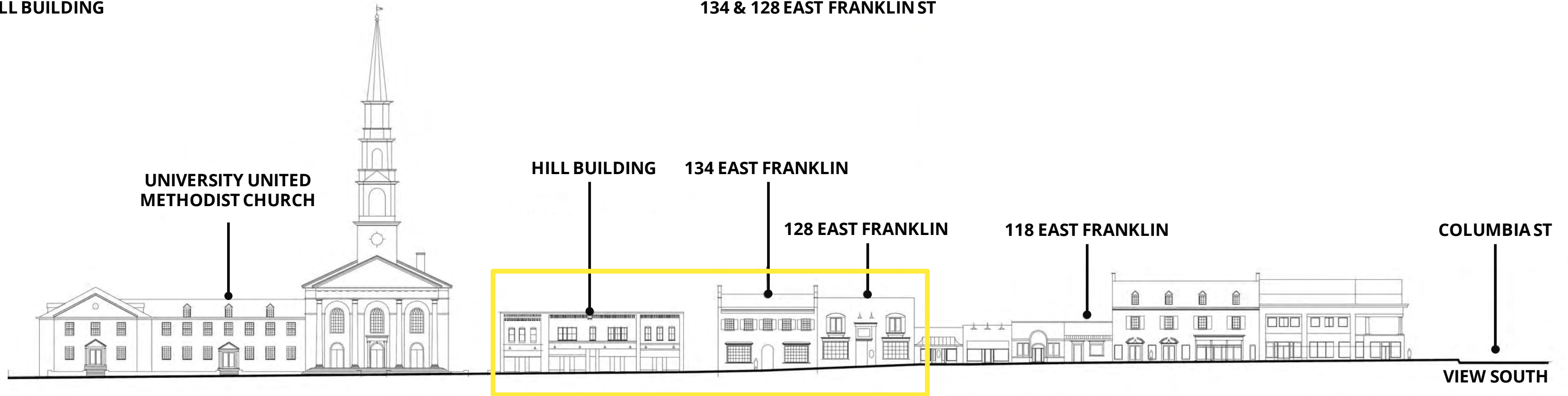
TOWN



HILL BUILDING



134 & 128 EAST FRANKLIN ST

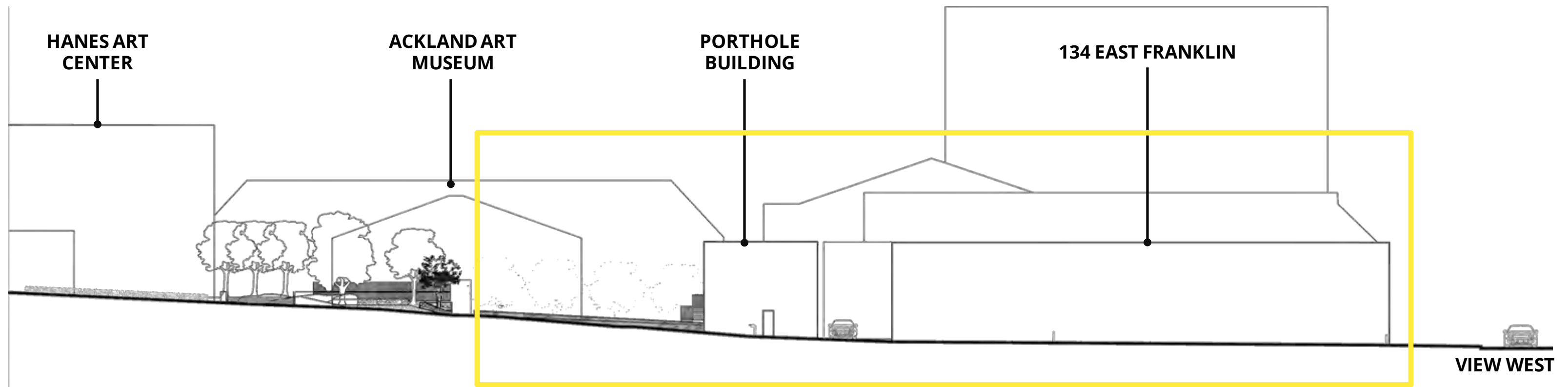




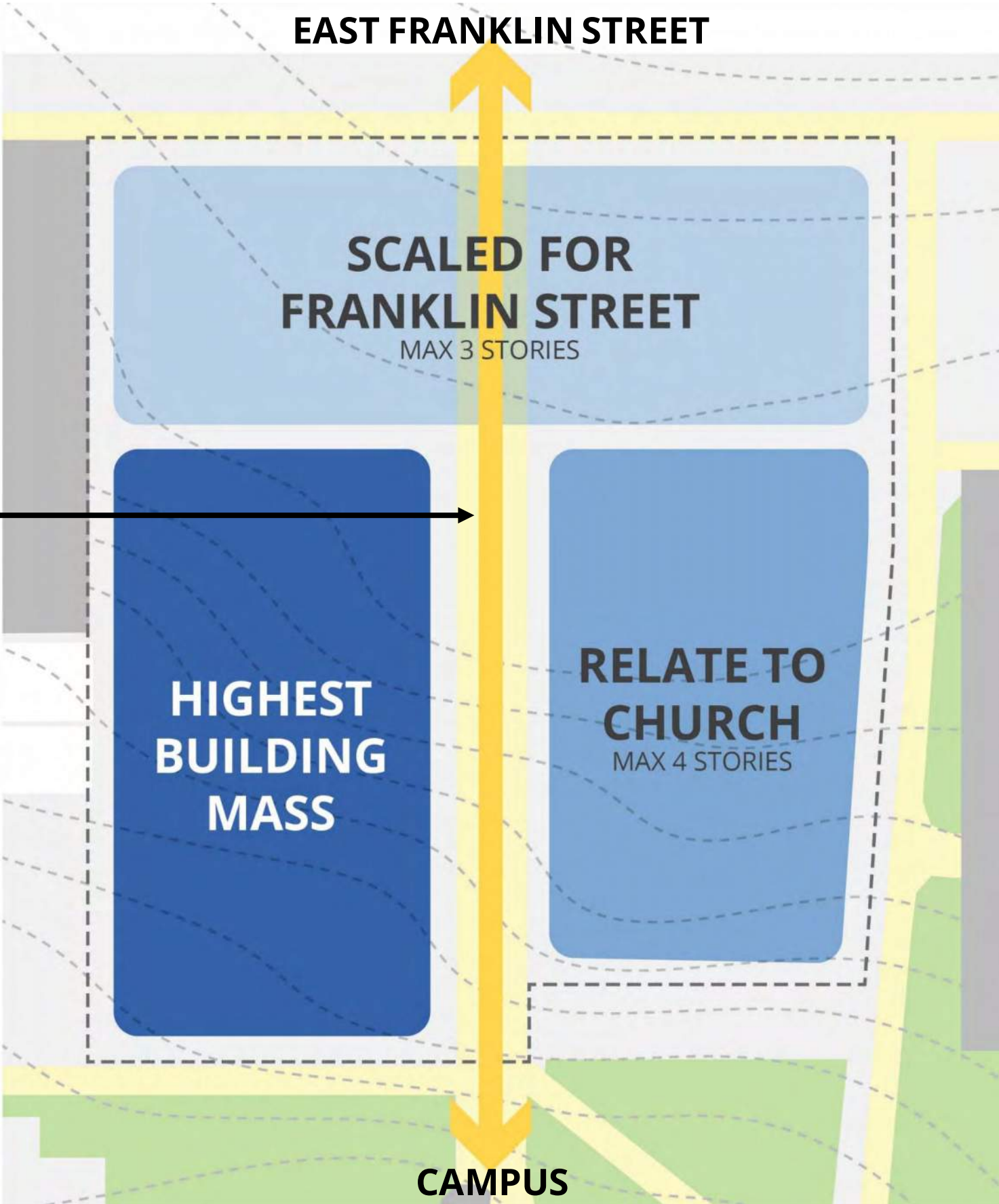
PORTHOLE BUILDING



134 EAST FRANKLIN



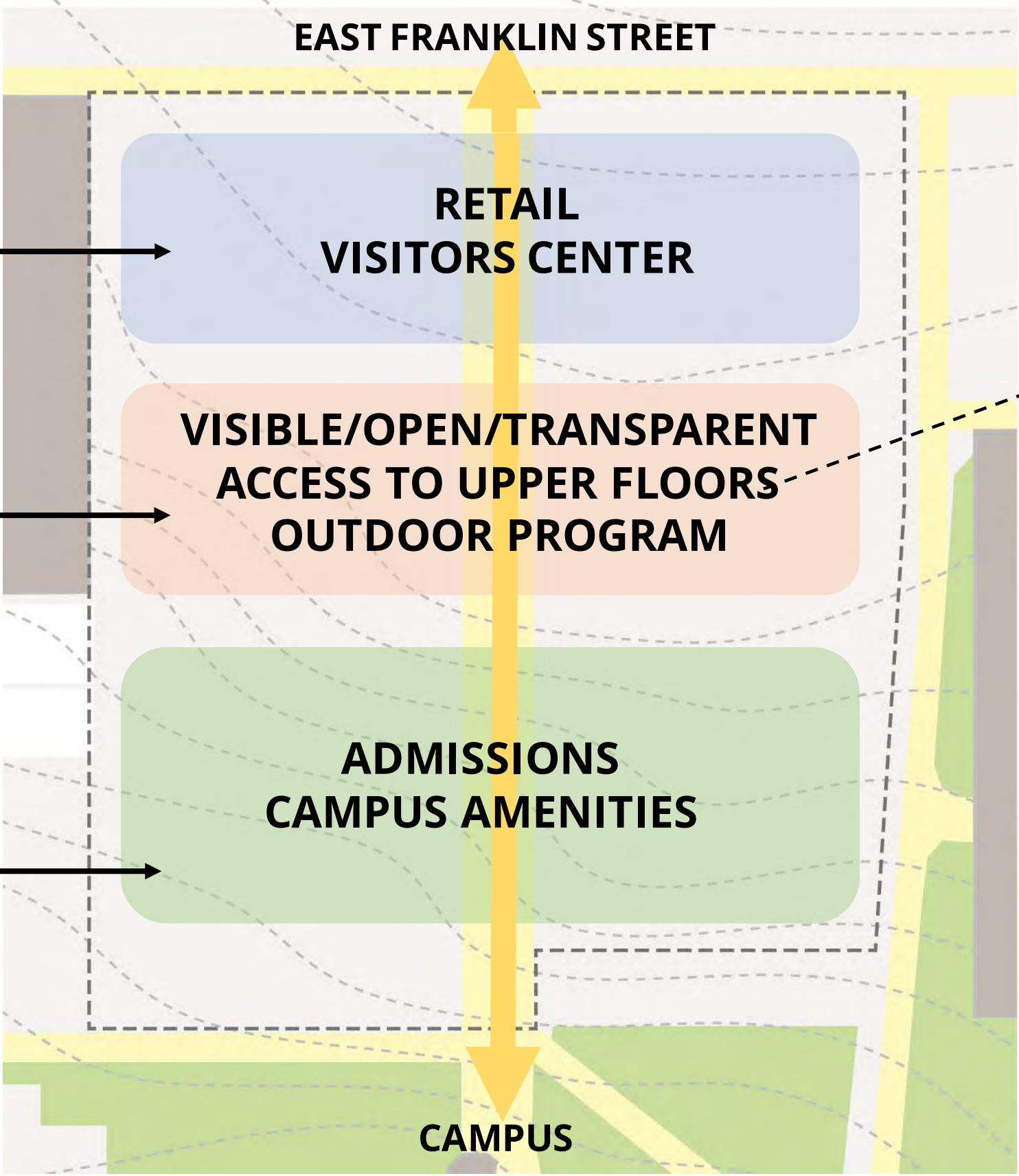
HOW TO ALLOCATE BUILDING MASS?



CONNECTIONS OVER ALLEY
REQUIRED TO ACHIEVE
SINGLE CORE AND
CONNECT FLOOR PLATES



WHERE SHOULD GROUND FLOOR PROGRAMS BE LOCATED?



RELATES TO TOWN, INVITES PUBLIC USE



ACTIVATES ALLEY, ENCOURAGES PEDESTRIANS TO LINGER



RELATES TO CAMPUS ACTIVITIES, PRESENTS A GATEWAY TO THE TOWN



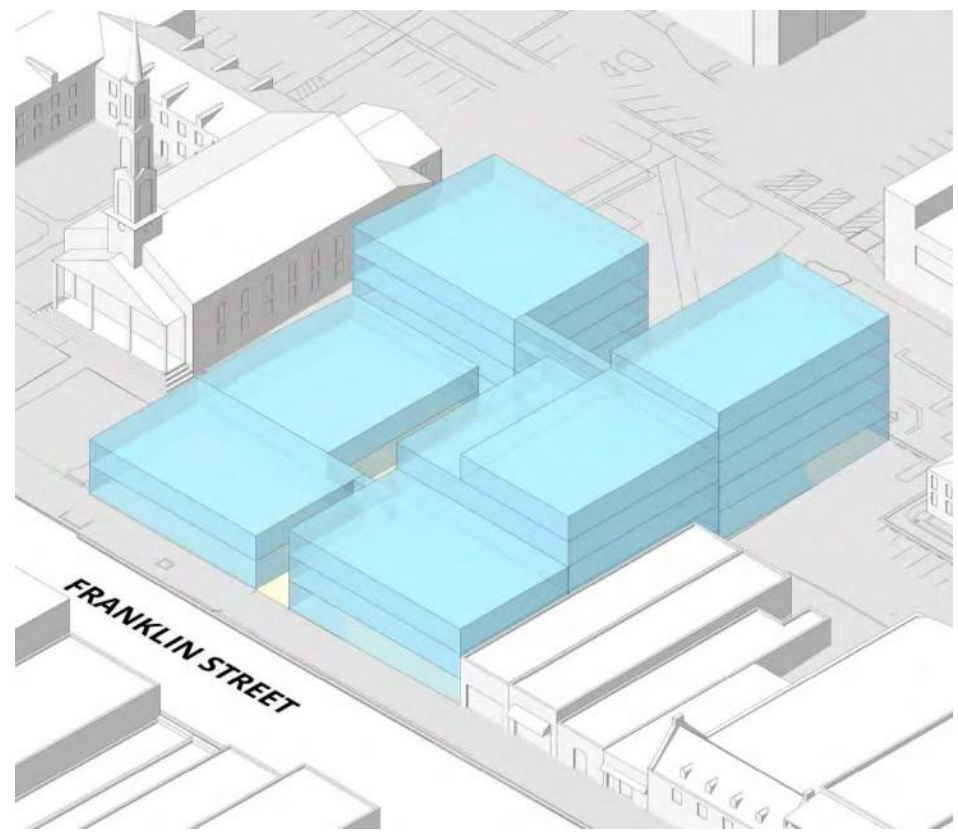
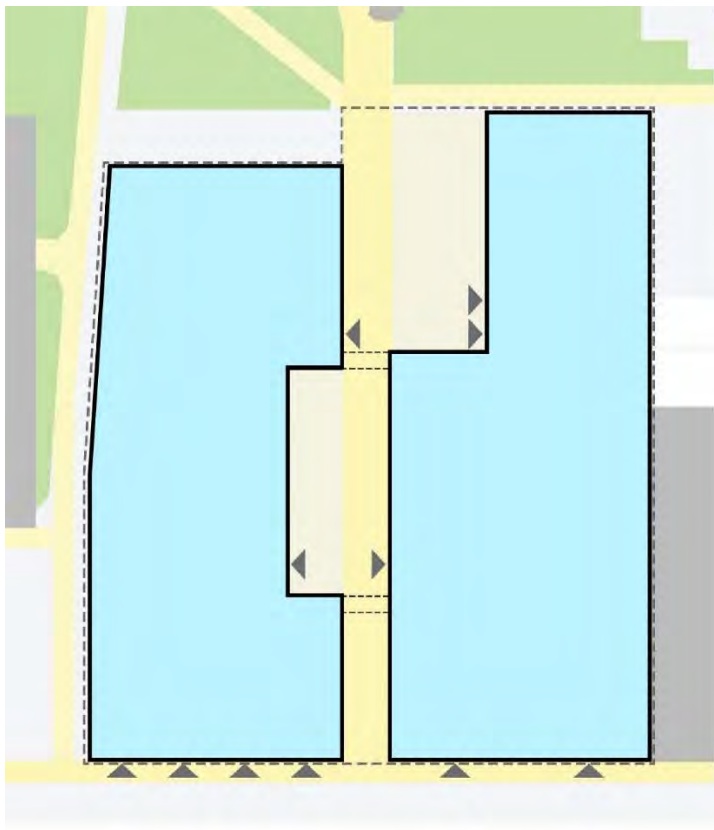
**UPPER LEVELS
DESTINATION PROGRAM
"LIGHTS ON UPSTAIRS"**



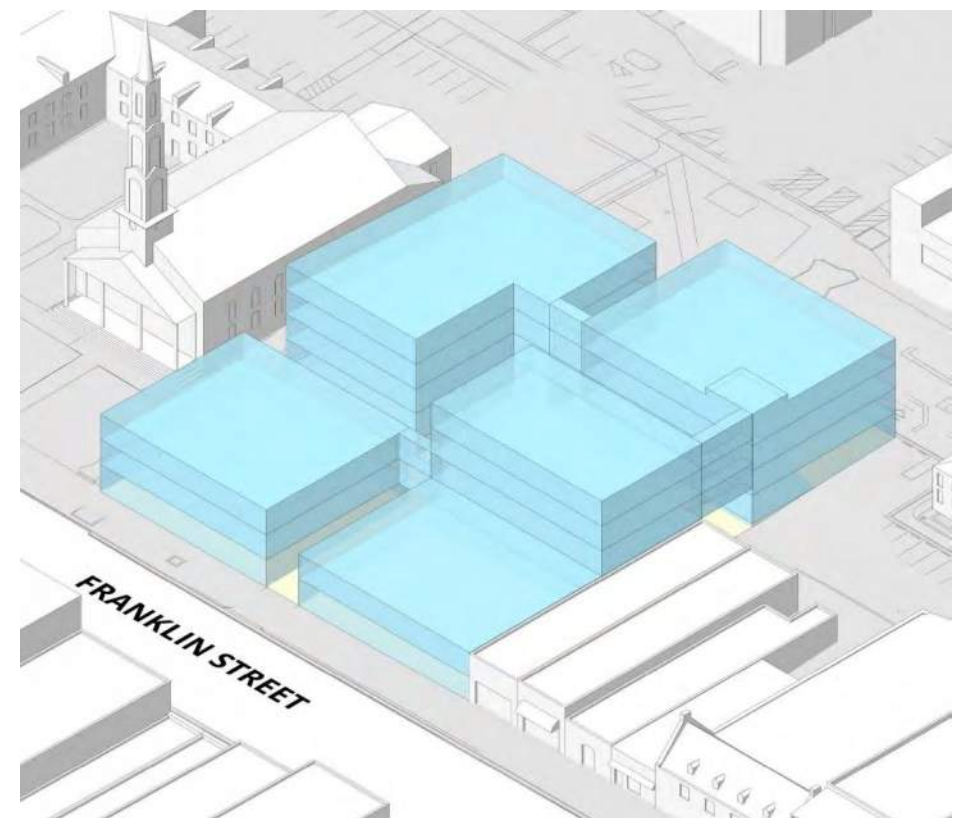
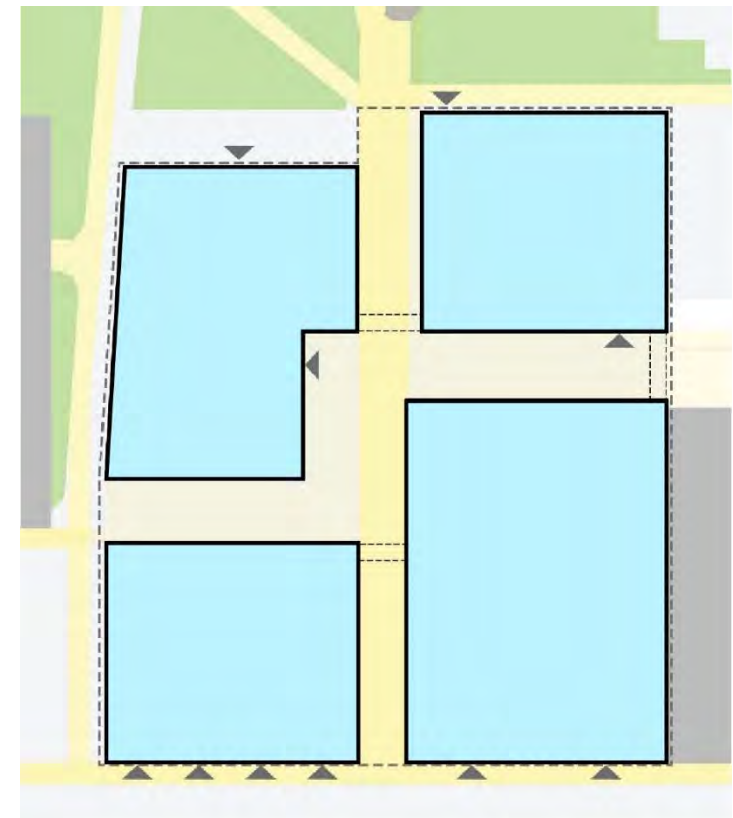


Existing and New Buildings

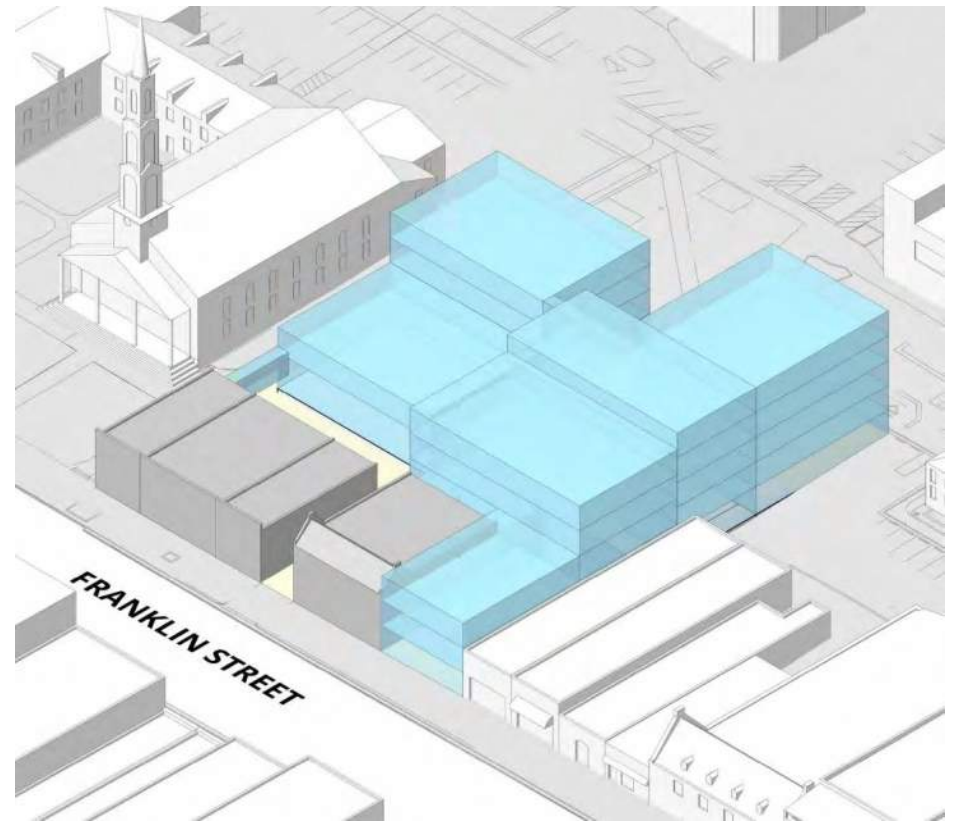
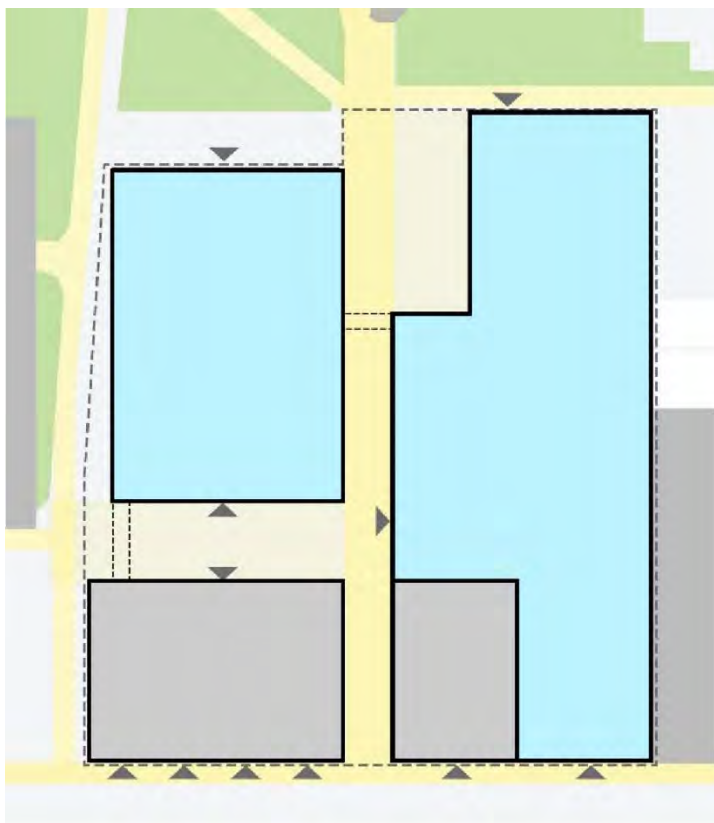




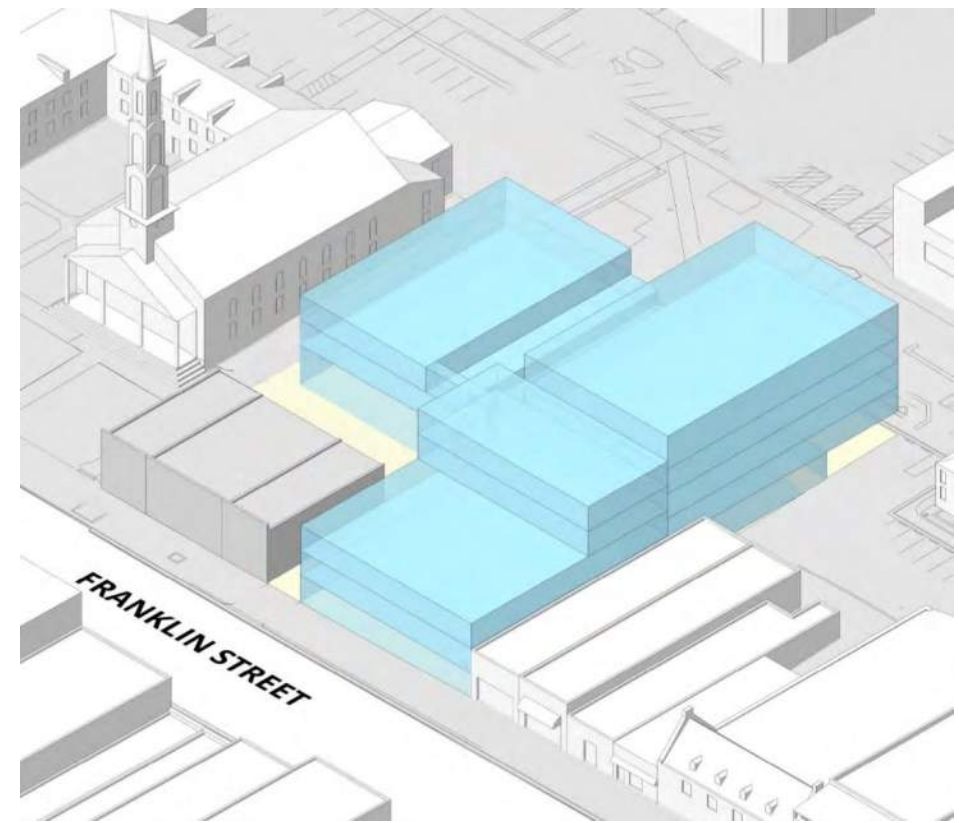
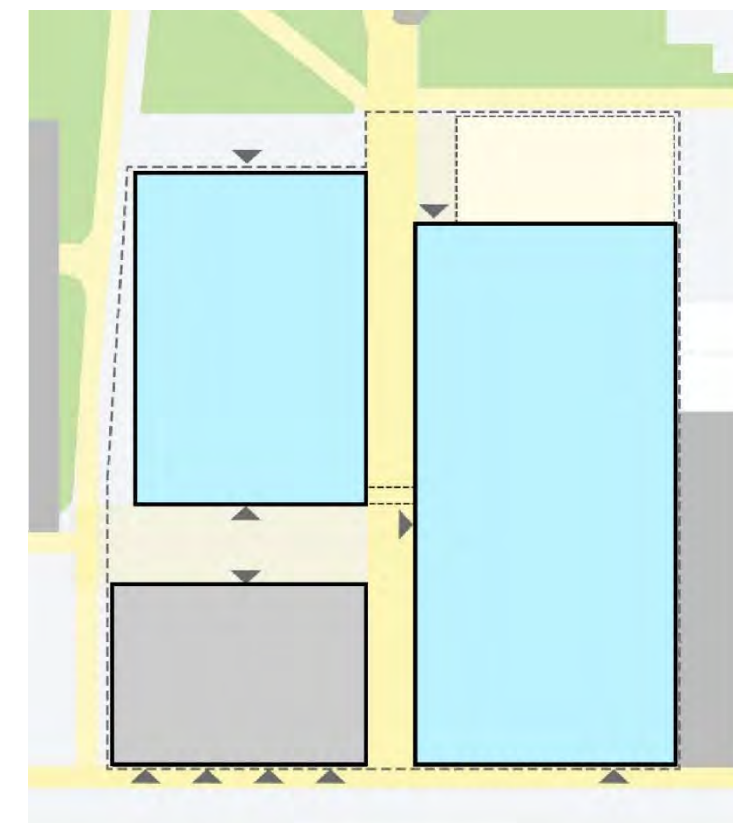
OPTION 1 FULL DEMOLITION



OPTION 2 FULL DEMOLITION



OPTION 3 RETAIN HISTORIC DISTRICT CONTRIBUTING BUILDINGS



OPTION 4 RETAIN HILL BUILDING

OPTION 4 – RETAIN HILL BUILDING

A stand-alone building that can be largely restored to its original footprint

Greatest architectural and historical value

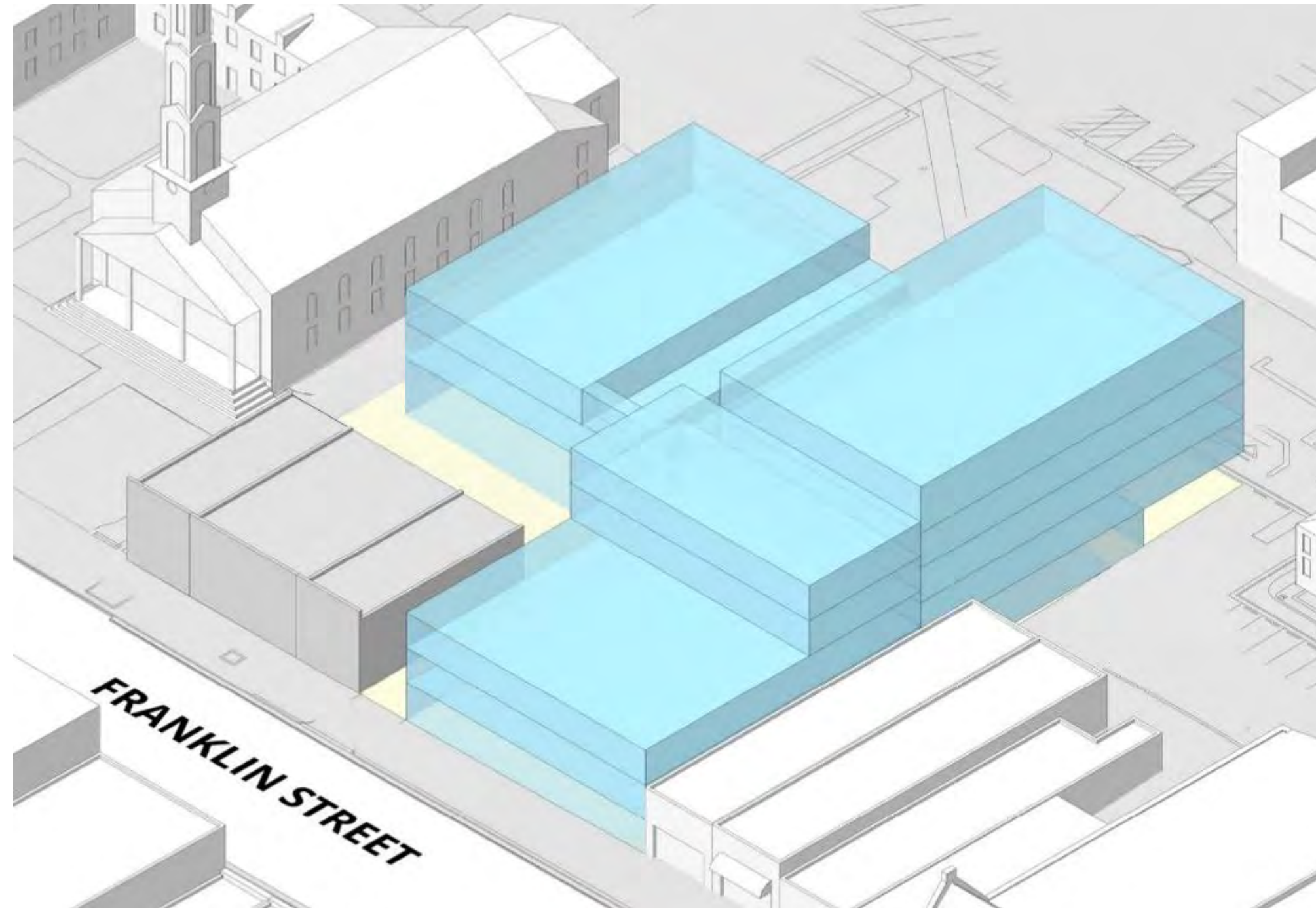
Cherished by community and UNC stakeholders

Lifelong home of the Carolina Coffee Shop

Helps anchor and integrate new building with historic streetscape

Old and new construction enhance each other

Most efficient combination of new construction and existing building envelope



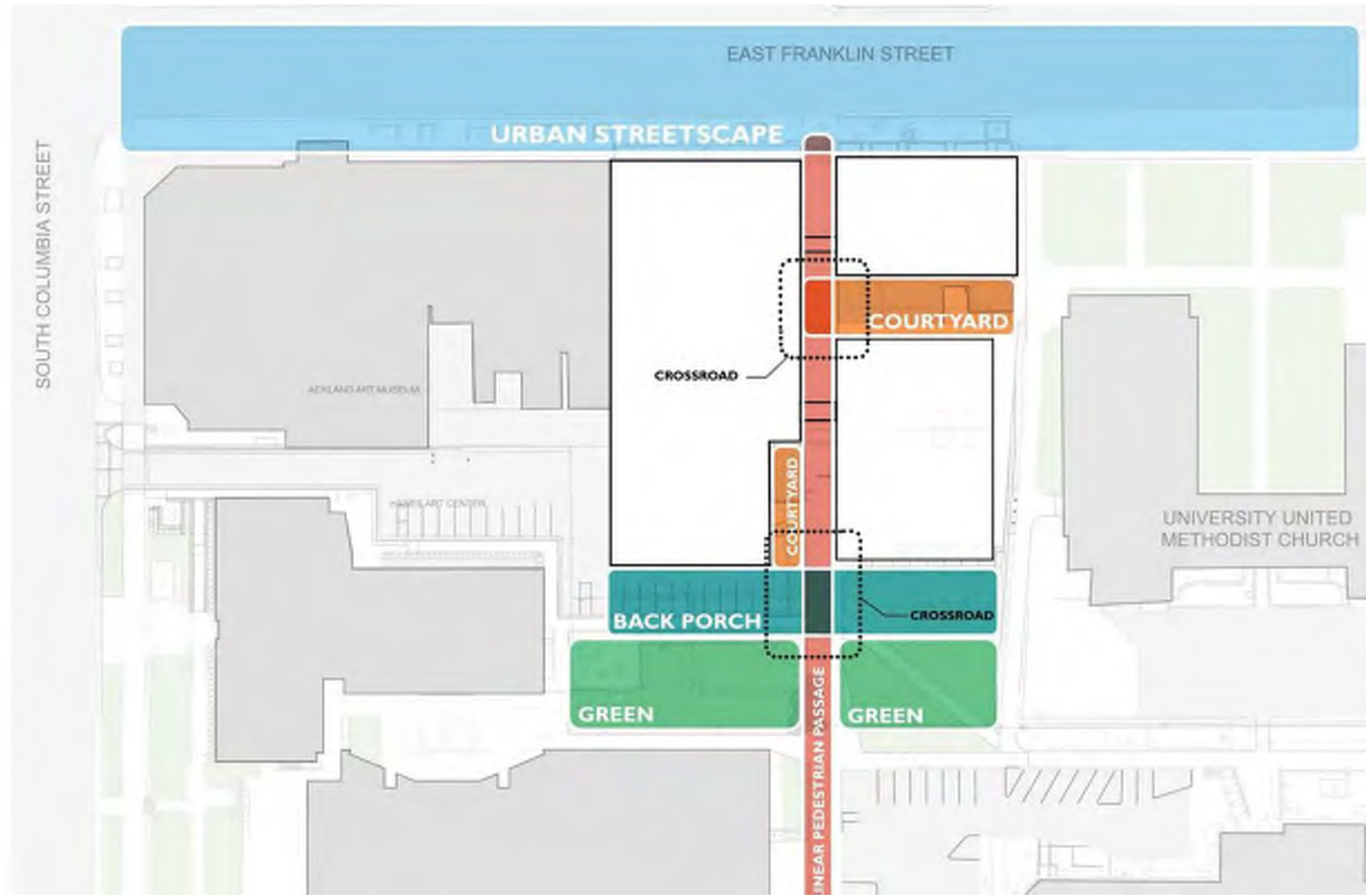
Building heights range from two to five stories across the site

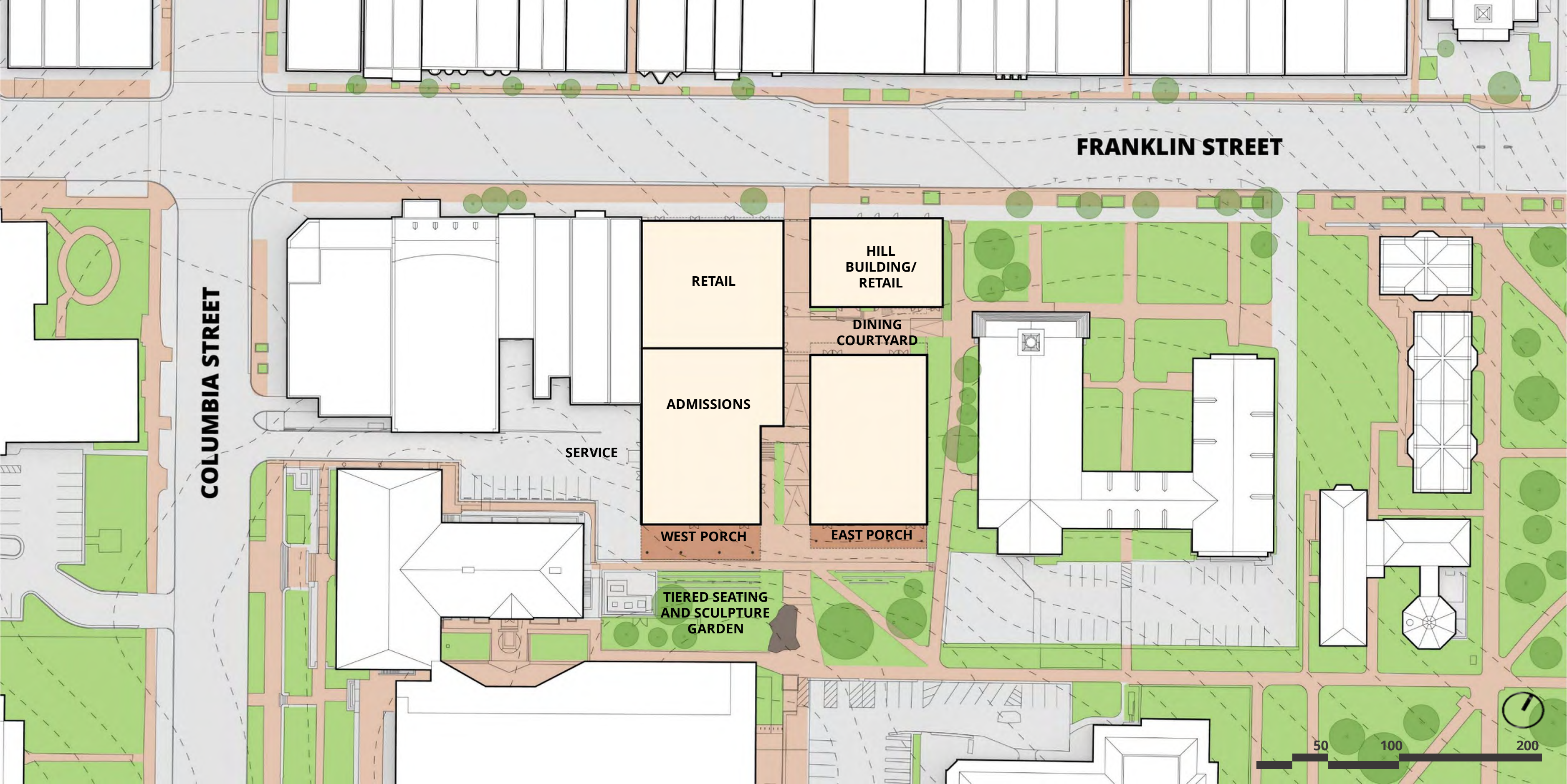
Total enclosed area of roughly 130,000 Gross Square Feet



Concept Plan and Massing









VIEW OF MASSING FROM NORTH
PORTHOLE ALLEY REDEVELOPMENT



VIEW OF MASSING FROM SOUTH
PORTHOLE ALLEY REDEVELOPMENT



FRANKLIN STREET LOOKING WEST DOWN FRANKLIN STREET
PORTHOLE ALLEY REDEVELOPMENT



FRANKLIN STREET CROSSING FRANKLIN STREET TO THE SITE
PORTHOLE ALLEY REDEVELOPMENT



PORTHOLE ALLEY LOOKING INTO THE ALLEY
PORTHOLE ALLEY REDEVELOPMENT



PORTHOLE ALLEY DINING COURTYARD
PORTHOLE ALLEY REDEVELOPMENT



PORTHOLE ALLEY PASSING UNDER NORTH BRIDGE NEAR BUILDING LOBBY
PORTHOLE ALLEY REDEVELOPMENT





CAMPUS FAÇADE LOOKING NORTH INTO ALLEY FROM CAMPUS
PORTHOLE ALLEY REDEVELOPMENT





PORCH STANDING ON WEST PORCH LOOKING TOWARD TERRACED SCULPTURE GARDEN
PORTHOLE ALLEY REDEVELOPMENT



PORTHOLE ALLEY ENTERING ALLEY FROM CAMPUS
PORTHOLE ALLEY REDEVELOPMENT

The University of North Carolina at Chapel Hill

Porthole Alley Redevelopment

KIERAN TIMBERLAKE
NOVEMBER 2021