



**McADAMS**

The John R. McAdams Company, Inc.  
2905 Meridian Parkway  
Durham, NC 27713

phone 919. 361. 5000  
fax 919. 361. 2269  
license number: C-0293, C-187

www.mcadamsco.com

**CONTACT**

BILL DERKS  
derks@mcadamsco.com  
PHONE: 919. 361. 5000

**CLIENT**

RAM REALTY ADVISORS  
127 W. WORTHINGTON AVENUE, SUITE 290  
CHARLOTTE, NORTH CAROLINA 28203  
CONTACT: MR. ASHLEY SAULPAUGH  
PHONE: 704. 377. 6730  
EMAIL: asaulpaugh@ramrealestate.com



**PROJECT DIRECTORY**

OWNER  
RRPV UNIVERSITY CHAPEL HILL LP  
4801 PGA BOULEVARD  
C/O RAM REALTY ADVISORS  
PALM BEACH GARDENS, FLORIDA 33418

# UNIVERSITY PLACE

201 SOUTH ESTES DRIVE  
CHAPEL HILL, NORTH CAROLINA

## SPECIAL USE MASTER PLAN

PROJECT NUMBER: RAM-19000

DATE: NOVEMBER 15, 2019

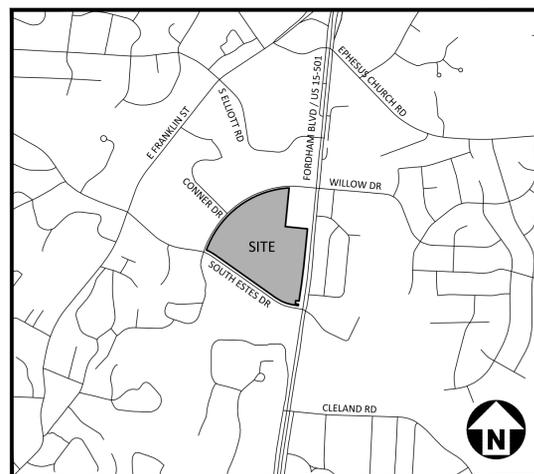
REVISED: NOVEMBER 12, 2020

### SHEET INDEX

C0.00	AREA MAP
C1.00	EXISTING CONDITIONS
C2.00	PROPOSED SITE PLAN

### NOTES

- THE PROJECT MAY BE SUBDIVIDED INTO UP TO 14 PARCELS. PUBLIC ACCESS EASEMENTS WILL BE ESTABLISHED AND THE PARCELS WILL FRONT A PUBLIC RIGHT-OF-WAY OR INTERNAL PUBLIC ACCESS EASEMENT. FINAL NUMBER OF LOTS, LOT CONFIGURATIONS AND LOCATION OF PROPERTY LINES WILL BE DETERMINED DURING THE PREPARATION OF FINAL PLANS (ZCP) FOR EACH POD.
- DRIVE THRU SERVICES MAY BE PROPOSED IN ALL PODS. THE MAXIMUM NUMBER OF DRIVE THRU WILL NOT EXCEED SIX (6) FOR THE ENTIRE DEVELOPMENT (INCLUSIVE OF TWO EXISTING DRIVE THRU).
- MAXIMUM OF 300 RESIDENTIAL UNITS SHALL BE PERMITTED AND SHALL BE TRANSFERABLE BETWEEN PODS A & C. IN THE EVENT THAT LESS THAN 600,000 SQUARE FEET OF OFFICE AND COMMERCIAL ARE CONSTRUCTED AT THE PROPERTY, UNUSED COMMERCIAL AND OFFICE SQUARE FOOTAGE MAY BE CONVERTED TO ADDITIONAL RESIDENTIAL UNITS AT A RATE OF ONE (1) ADDITIONAL RESIDENTIAL UNIT PER 1,000 SQUARE FEET OF UNUSED COMMERCIAL OR OFFICE SQUARE FOOTAGE; HOWEVER, THE TOTAL NUMBER OF RESIDENTIAL UNITS SHALL NOT EXCEED 500 TOTAL UNITS INCLUDING CONVERSIONS AND NO SINGLE POD SHALL CONTAIN MORE THAN 300 UNITS.
- MAXIMUM OF 150 HOTEL ROOMS SHALL BE PERMITTED AND SHALL BE TRANSFERABLE BETWEEN PODS A & C. IN THE EVENT THAT LESS THAN 300 RESIDENTIAL UNITS ARE CONSTRUCTED AT THE PROPERTY, UNUSED RESIDENTIAL UNITS MAY BE CONVERTED TO ADDITIONAL HOTEL ROOMS AT A RATE OF ONE (1) ADDITIONAL HOTEL ROOM PER ONE (1) UNUSED RESIDENTIAL UNIT; HOWEVER, THE TOTAL NUMBER OF HOTEL ROOMS SHALL NOT EXCEED 275 ROOMS INCLUDING CONVERSIONS.
- THE MAXIMUM COMMERCIAL SQUARE FOOTAGE SHALL NOT EXCEED 450,000 SQUARE FEET, THE MAXIMUM OFFICE SQUARE FOOTAGE SHALL NOT EXCEED 150,000 SQUARE FEET AND THE COMBINED COMMERCIAL AND OFFICE SQUARE FOOTAGE SHALL NOT EXCEED 600,000 SQUARE FEET. UP TO 50,000 SQUARE FEET MAY BE CONVERTED BETWEEN OFFICE AND COMMERCIAL; HOWEVER, THE TOTAL COMBINED SQUARE FOOTAGE SHALL NOT EXCEED 600,000 SQUARE FEET INCLUDING CONVERSIONS.
- PODS MAY BE DEVELOPED WITH PARKING TO SERVE THE USES WITHIN THE POD IN EXCESS OF THE MAXIMUM GIVEN THAT THE PARKING PROVIDED ON THE OVERALL SITE DOES NOT EXCEED THE MAXIMUM.
- NO INCREASE IN IMPERVIOUS SURFACE AREA SHALL BE PERMITTED AS PART OF THE REDEVELOPMENT OF UNIVERSITY PLACE.
- IF MINOR MODIFICATIONS ARE MADE TO EXISTING PARKING AREAS, OWNER WILL NOT BE REQUIRED TO BRING THE ENTIRETY OF THE PARKING AREAS INTO FULL COMPLIANCE SO LONG AS THE RESULT OF THE MINOR MODIFICATIONS ARE CLOSER TO COMPLIANCE THAN THE EXISTING CONDITIONS.
- A 10' MULTI-USE PATH WILL BE CONSTRUCTED ALONG THE FRONTAGE OF ESTES DRIVE AND FORDHAM BOULEVARD. FINAL LOCATION OF THE 10' MULTI-USE PATH WILL BE DETERMINED AT THE TIME OF ZCP IN CONJUNCTION WITH THE TOWN OF CHAPEL HILL AND NCDOT. MULTI-USE PATH MAY BE PHASED WITH CONSTRUCTION.
- BUS STOP MAY BE RELOCATED. LOCATION OF THE BUS STOP WILL BE DETERMINED IN CONJUNCTION WITH THE TOWN OF CHAPEL HILL-TRANSIT.
- RECYCLING CENTER WITHIN THE DEVELOPMENT MAY BE REMOVED OR RELOCATED.
- UP TO A 30% REDUCTION IN REQUIRED PARKING IS PERMITTED FOR PARKING AREAS TO BE SHARED BY MULTIPLE USES.
- SHOULD TRIP GENERATION FOR THE DENSITY / INTENSITY OF THE USES WITHIN THE DEVELOPMENT EXCEED THE MAXIMUM PEAK HOUR TRIP GENERATION EXAMINED IN THE TRAFFIC IMPACT ANALYSIS, THE TRAFFIC IMPACT ANALYSIS MAY BE REVISED WITHOUT REQUIRING A REZONING OF THE PROPERTY OR REAPPROVAL OF THIS SPECIAL USE PERMIT.
- A MINIMUM OF 20% OF THE NEW SURFACE PARKING SPACES PROVIDED WILL BE PRE-WIRED FOR ELECTRIC CHARGING STATIONS. IN ALL PODS, NEW PARKING SPACES IN PARKING LOTS WITH MORE THAN 50 SPACES SHALL HAVE ELECTRIC VEHICLE CHARGING STATIONS PROVIDED ON AT LEAST 3% OF ALL NEW PARKING SPACES. THE NEW PARKING ALONG THE INTERNAL MAIN STREET DRIVEWAY SHALL BE EXEMPT FROM THIS REQUIREMENT.
- ALL NEW STRUCTURES WILL BE PRE-WIRED FOR SOLAR POWER. SOLAR PANELS ARE NOT REQUIRED ON NEW STRUCTURES.
- OUTDOOR AMENITY SPACE SHALL BE PROVIDED FOR THE ENTIRETY OF THE PROPERTY AT A MINIMUM RATIO OF 4.6% OF GROSS LAND AREA AND SHALL BE DISTRIBUTED THROUGHOUT THE SITE. EACH POD SHALL BE REQUIRED TO PROVIDE OUTDOOR AMENITY SPACE AT A MINIMUM RATIO OF 3.6%, SO LONG AS OVERALL PROPERTY MINIMUM RATIO HAS BEEN MET.
- UNIVERSITY PLACE WILL MEET ALL REQUIREMENTS OF THE UNIVERSITY PLACE DESIGN STANDARDS.
- THE PROJECT WILL INCLUDE ONE COMMERCIAL CENTER SIGN PER STREET FRONTAGE AND ONE GATEWAY SIGN LOCATED NEAR THE INTERSECTION OF FORDHAM BLVD AND ESTES DRIVE. IN ADDITION, OUTPARCEL USERS SHALL BE PERMITTED TO CONSTRUCT COMMERCIAL GROUND SIGNS. ALL OUTPARCEL SIGNS SHALL BE A MINIMUM OF 100' FROM ANY OTHER COMMERCIAL GROUND SIGNS. A GATEWAY SIGN SHALL DIFFER FROM A COMMERCIAL CENTER SIGN BY INCREASING HEIGHT LIMIT FROM 14' TO 24' AND WIDTH FROM 10' TO 12' WITH A DISPLAY SURFACE OF 144 SF (VS 72 SF) AND THICKNESS OF 24" (VS. 12"). ILLUMINATION SHALL BE PERMITTED DURING NON-BUSINESS HOURS.
- STREETS OR ACCESS POINTS IDENTIFIED MAY BE REQUIRED TO SHIFT TO ADDRESS THE FINAL LAYOUT OF THE PODS OR TO ACCOMMODATE TRANSPORTATION/TRAFFIC DESIGN REQUIREMENTS BY NCDOT AND/OR THE TOWN. FINAL ALIGNMENTS TO BE DETERMINED WITH FINAL PLANS (ZCP).
- THE LOCATION AND SIZE OF THE PEDESTRIAN CIRCULATION WILL BE DETERMINED IN COORDINATION WITH THE TOWN OF CHAPEL HILL PARKS AND RECREATION STAFF DURING THE FINAL LAYOUT OF PODS "A, C & D". PEDESTRIAN ACCESS WILL BE PROVIDED THROUGHOUT THE UNIVERSITY PLACE DEVELOPMENT. PRIVATE PEDESTRIAN FACILITIES WILL CONNECT TO EXISTING AND FUTURE PUBLIC PEDESTRIAN FACILITIES ALONG FORDHAM BOULEVARD AND SOUTH ESTES DRIVE.
- THE PROPOSED PLAZA/OUTDOOR AMENITY SPACE DESIGNS SHALL BE ADA ACCESSIBLE, PAVED OR LANDSCAPED AND MAY INCLUDE UN-ENCLOSED ROOFED OR COVERED AREAS.
- NUMBER, TYPE, LOCATION AND DESIGN OF BICYCLE RACKS REQUIRED WILL BE DETERMINED AS PART OF ZONING COMPLIANCE PERMIT.
- FINAL POD LAYOUT, VEHICULAR CIRCULATION, FLOOR AREAS, MIX OF USES, BUILDING HEIGHT AND PARKING AREAS ARE TO BE DETERMINED BY THE APPLICANT DURING PREPARATION OF FINAL PLANS (ZCP).
- FOOD TRUCKS ARE A PERMITTED BY-RIGHT ACCESSORY USE. VENDORS SHALL BE REQUIRED TO RECEIVE AN APPROVED ZONING COMPLIANCE PERMIT IN COMPLIANCE WITH SECTION 6.20(A) OF THE LUMO.
- GIVEN THAT SCREENING AND OTHER REQUIREMENTS ARE MET, STRUCTURED PARKING MAY BE LOCATED IN THE BUILD-TO ZONES.
- WHEN THERE IS A QUESTION AS TO COMPLIANCE WITH THE APPROVED SPECIAL USE PERMIT, ASSOCIATED MASTER PLAN AND DESIGN STANDARDS THE TOWN MANAGER SHALL HAVE THE AUTHORITY TO DETERMINE COMPLIANCE.
- IF PARKING, ACCESS, OR OTHER INTERNAL DRIVEWAYS, ETC ARE MODIFIED TO ACCOMMODATE THE RECONFIGURATION OF EXISTING SPACE AND NO NEW BUILDINGS, THOSE MODIFICATIONS SHALL NOT BE SUBJECT TO ANY FRONTAGE, BUILD-TO ZONE, OR OTHER REQUIREMENTS UNLESS MODIFICATIONS ARE TO ACCOMMODATE NEW BUILDINGS, IN WHICH CASE THEY SHALL BE SUBJECT TO ALL REQUIREMENTS FOR NEW BUILDINGS, INCLUDING FRONTAGE, BUILD-TO ZONE, ETC.
- MODIFICATION OF THE LUMO TO ALLOW EXISTING AND PROPOSED CONSTRUCTION WITHIN THE RESOURCE CONSERVATION DISTRICT.
- THE OVERALL PROJECT WILL BE COMPLETED IN PHASES WHICH MAY INCLUDE SUBPHASES.
- ALL SIDEWALKS AND MULTIUSE PATHS CROSSING SITE ENTRANCES WILL HAVE A MINIMUM 5-FOOT WIDE PEDESTRIAN CROSSWALK.



**VICINITY MAP**  
N.T.S.

X:\Projects\RAM\RAM-19000\04-Production\Drawings\Planning and LA\Concept Plans\Current Drawings\RAM-19000-C01.dwg, 11/12/2020 01:11:45 PM, Upd@egone, Rich

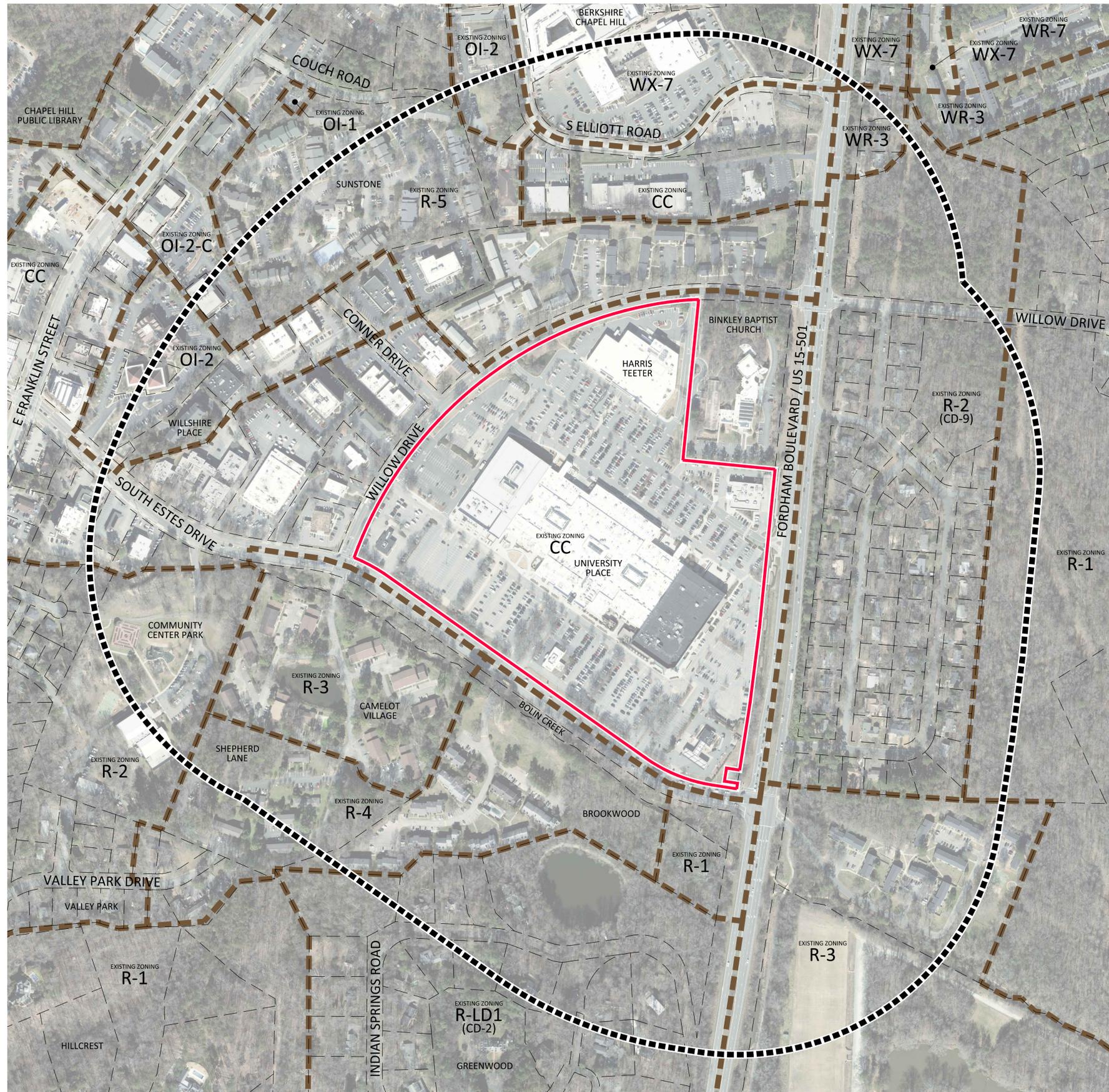


**REVISIONS**

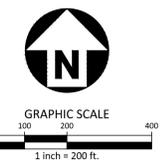
NO.	DATE	PER TOWN COMMENTS
1	11.12.2020	

**SPECIAL USE MASTER PLAN FOR:**

UNIVERSITY PLACE  
CHAPEL HILL, NORTH CAROLINA  
PROJECT NUMBER: RAM-19000



**LEGEND**  
 — SITE AREA (PIN 9799125797)  
 - - - ZONING BOUNDARY LINE  
 - - - - - 1,000' NOTIFICATION BUFFER



PRELIMINARY DRAWING - NOT RELEASED FOR CONSTRUCTION



**McADAMS**  
 The John R. McAdams Company, Inc.  
 2905 Meridian Parkway  
 Durham, NC 27713  
 phone 919. 361. 5000  
 fax 919. 361. 2269  
 license number: C-0293  
 www.mcadamsco.com

**CLIENT**  
 RAM REALTY ADVISORS  
 127 W. WORTHINGTON AVENUE, SUITE 290  
 CHARLOTTE, NORTH CAROLINA 28203



**UNIVERSITY PLACE**  
**SPECIAL USE MASTER PLAN**  
 201 SOUTH ESTES DRIVE  
 CHAPEL HILL, NORTH CAROLINA



**REVISIONS**

NO.	DATE	DESCRIPTION
1	11.12.2020	PER TOWN COMMENTS

**PLAN INFORMATION**

PROJECT NO.	RAM-19000
FILENAME	RAM19000-AM1
CHECKED BY	WHD
DRAWN BY	GLJ
SCALE	1"=200'
DATE	11.15.2019

**AREA MAP**  
**C0.00**

X:\Projects\RAM\19000\04-Production\Planning and LA\Concept Plans\Current Drawings\RAM19000-AM1.dwg, 11/12/2020 3:03:04 PM, Upsgrove, Rich



**McADAMS**

The John R. McAdams Company, Inc.  
2905 Meridian Parkway  
Durham, NC 27713

phone 919. 361. 5000  
fax 919. 361. 2269  
license number: C-0293

www.mcadamsco.com

**CLIENT**

RAM REALTY ADVISORS  
127 W. WORTHINGTON AVENUE, SUITE 290  
CHARLOTTE, NORTH CAROLINA 28203



**UNIVERSITY PLACE  
SPECIAL USE MASTER PLAN  
201 SOUTH ESTES DRIVE**  
CHAPEL HILL, NORTH CAROLINA



**REVISIONS**

NO.	DATE	DESCRIPTION
1	11.12.2020	PER TOWN COMMENTS

**PLAN INFORMATION**

PROJECT NO.	RAM-19000
FILENAME	RAM19000-XC1
CHECKED BY	WHD
DRAWN BY	GLJ
SCALE	1"=100'
DATE	11.15.2019

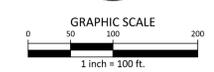
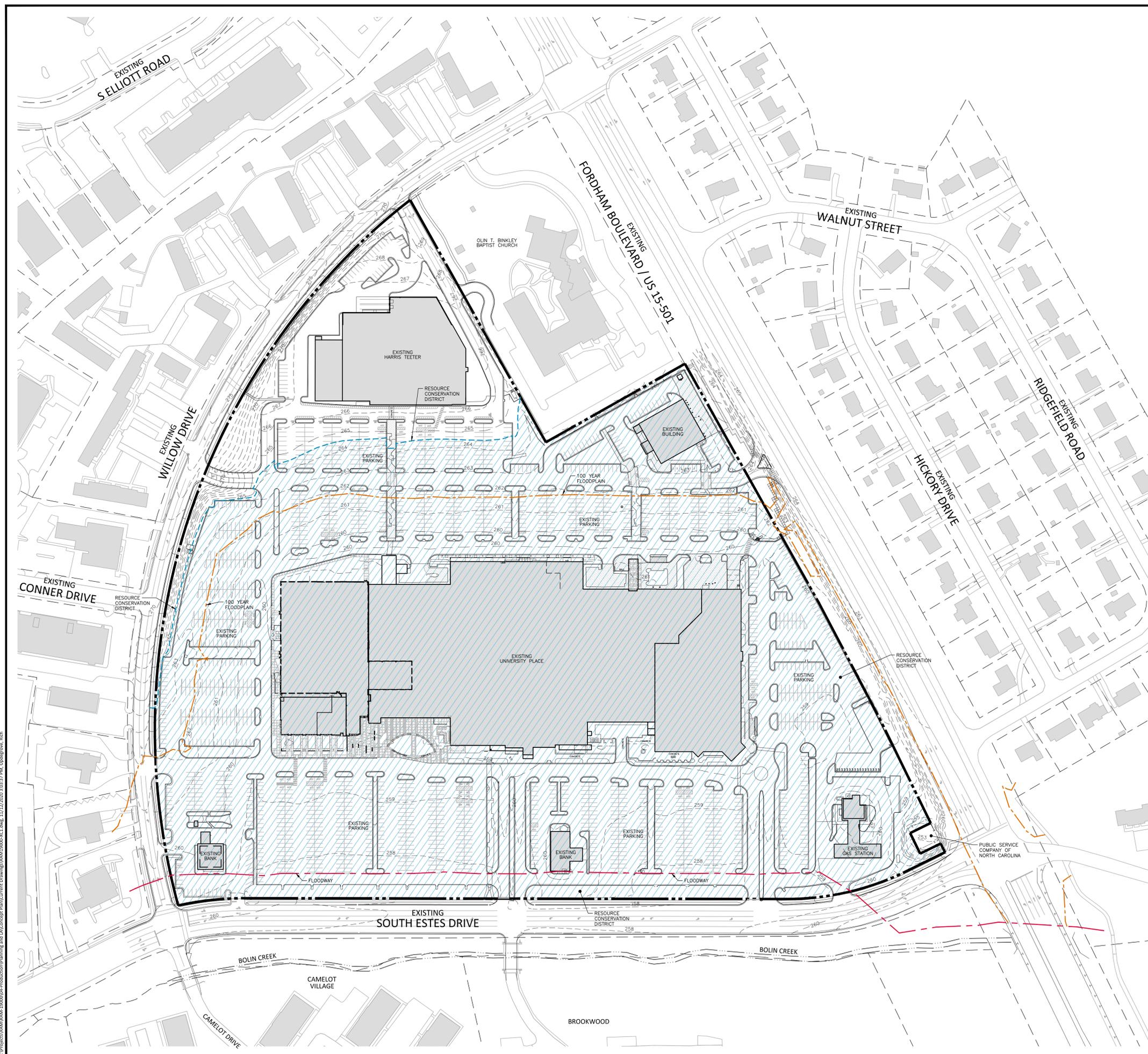
**SHEET**

**EXISTING  
CONDITIONS**

**C1.00**

**LEGEND**

	SITE AREA (PIN 9799125797)
	RESOURCE CONSERVATION DISTRICT (RCD)
	100 YEAR FLOODPLAIN
	FLOODWAY



PRELIMINARY DRAWING - NOT RELEASED FOR CONSTRUCTION

X:\Projects\RAM\RAM-19000\04-Production\Planning and L&C\Concept Plans\Current Drawings\RAM19000-XC1.dwg, 11/12/2020 3:03:37 PM, lujedgove, luj



McADAMS

The John R. McAdams Company, Inc.  
2905 Meridian Parkway  
Durham, NC 27713

phone 919. 361. 5000  
fax 919. 361. 2269  
license number: C-0293

www.mcadamsco.com

CLIENT

RAM REALTY ADVISORS  
127 W. WORTHINGTON AVENUE, SUITE 290  
CHARLOTTE, NORTH CAROLINA 28203



UNIVERSITY PLACE  
SPECIAL USE MASTER PLAN  
201 SOUTH ESTES DRIVE  
CHAPEL HILL, NORTH CAROLINA



REVISIONS

NO.	DATE	PER TOWN COMMENTS
1	11.12.2020	

PLAN INFORMATION

PROJECT NO.	RAM-19000
FILENAME	RAM19000-S1
CHECKED BY	WHD
DRAWN BY	GLJ
SCALE	1"=100'
DATE	11.15.2019

SHEET

PROPOSED  
SITE PLAN  
**C2.00**

**SITE DATA TABLE**

SITE		EXISTING	PROPOSED
AREA	39.4 AC	1,718,403 SF	
GROSS LAND AREA	43.4 AC	1,890,243 SF	
ZONING	CC		
PROPOSED			
AREA	39.4 AC	1,718,403 SF	
ZONING	CC		

**FLOOR AREA RATIO**

EXISTING FLOOR AREA		PROPOSED FLOOR AREA	
FAR ALLOWED	0.429	PROPOSED FLOOR AREA (MAX)	810,914 SF
EXISTING FLOOR AREA	419,300 SF	PROPOSED FAR (MAX)	0.429
EXISTING FAR	0.222		

**MIX OF USES**

EXISTING USES	RESIDENTIAL	COMMERCIAL	OFFICE	HOTEL
	0 DU	419,258 SF	0 SF	0 ROOMS
<b>PROPOSED USES</b>				
	MAXIMUM	MINIMUM		
RESIDENTIAL	300 DU*			
COMMERCIAL	450,000 SF*	300,000 SF		
OFFICE	150,000 SF*			
HOTEL	150 ROOMS*			

\*SEE NOTES 3-5 ON THE COVER PAGE

**PARKING**  
PARKING WILL MEET THE STANDARDS PROVIDED IN THE UNIVERSITY PLACE DESIGN STANDARDS.

**IMPERVIOUS AREA**

EXISTING IMPERVIOUS	PROPOSED IMPERVIOUS (MAX)	%
1,472,295 SF	1,417,682 SF	77.9%
		75.0%

**SETBACKS**

EXISTING SETBACKS	PROPOSED SETBACKS
FORDHAM BLVD	22'
ESTES DR	22'
WILLOW DR	22'
INTERIOR	8'
SOLAR SETBACK	9'

PROPOSED SETBACKS VARY. FRONTAGE REQUIREMENTS VARY BY STREET. SEE UNIVERSITY PLACE DESIGN STANDARDS.

**BUILDING HEIGHT (MAX)**

ALLOWED HEIGHT (MAX)	PRIMARY	SECONDARY
	34'	60'
<b>PROPOSED HEIGHT (MAX)</b>		
PRIMARY	75' (5-STORY)	34' (3-STORY)
SECONDARY	90' (7-STORY)	45' (3-STORY)

**LANDSCAPE BUFFERS**

EXISTING BUFFERS	PROPOSED BUFFERS
FORDHAM BLVD	30' - TYPE D
ESTES DR	30' - TYPE D
WILLOW DR	30' - TYPE D
ADJACENT TO CHURCH	20' - TYPE D

**TREE CANOPY COVERAGE**

REQUIRED COVERAGE (MIN)	MULTIFAMILY	COMMERCIAL	OFFICE	MIXED USE
	30%	30%	30%	40%
<b>PROPOSED COVERAGE (MIN)</b>				
	20%	20%	20%	20%

**RECREATION AREA**

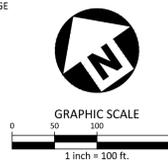
REQUIRED OUTDOOR AMENITY SPACE	RATIO	PROJECT AREA	REQ. REC. SPACE
REQUIRED OUTDOOR AMENITY SPACE	0.046	39.4 AC	1.81 ac
PROPOSED OUTDOOR AMENITY SPACE			
PROPOSED OUTDOOR AMENITY SPACE	0.046	39.4 AC	1.81 ac*

\*OUTDOOR AMENITY SPACE TO BE PROVIDED THROUGH A COMBINATION OF INTERNAL GREENS, PLAZAS AND PUBLIC SPACES.

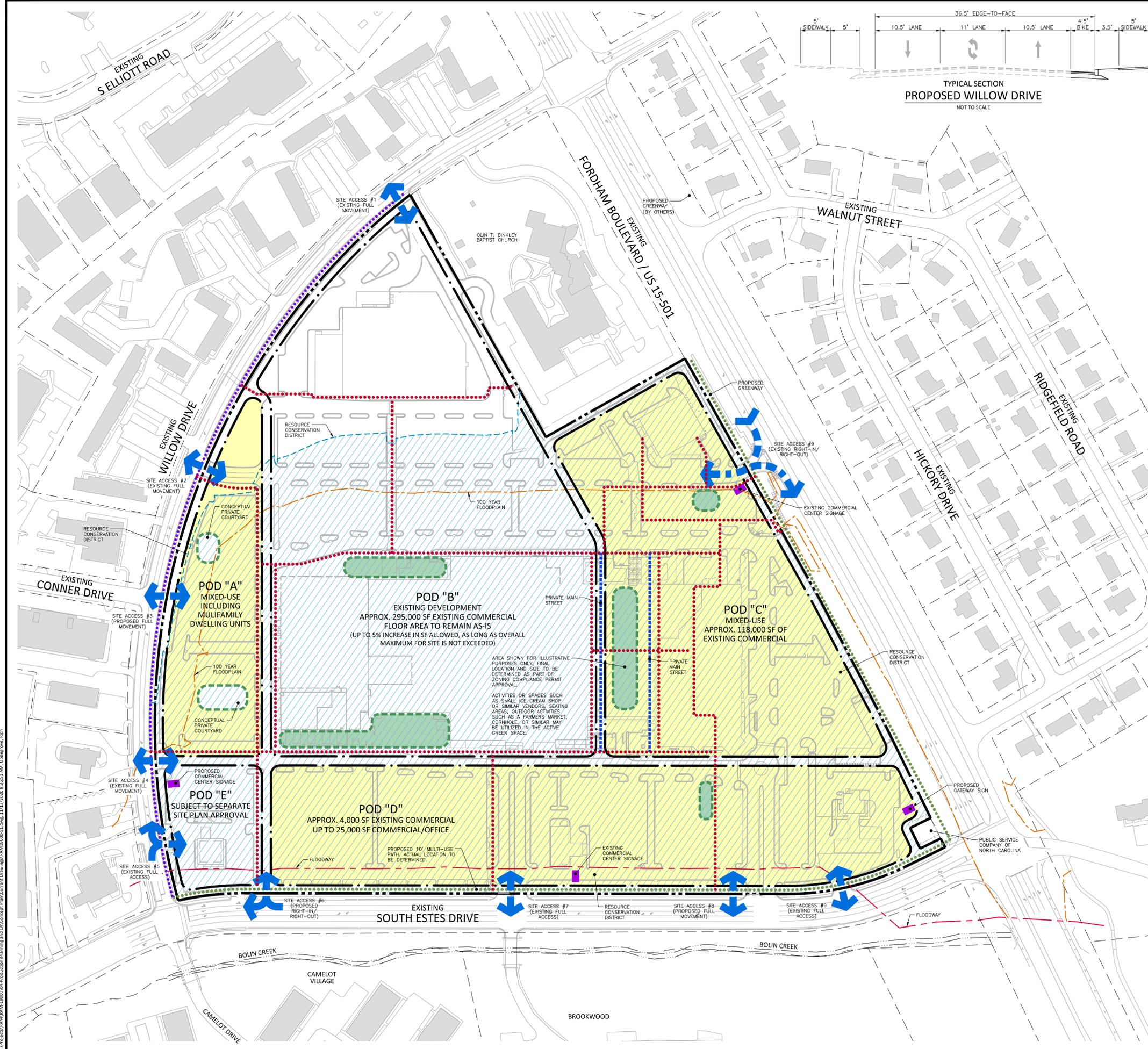
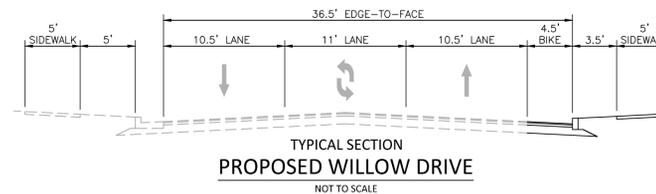
**LEGEND**

- SITE AREA (PIN 9799125797)
- RESOURCE CONSERVATION DISTRICT (RCD)
- 100 YEAR FLOODPLAIN
- FLOODWAY
- DEVELOPMENT POD
- FUTURE GREENWAY / MULTI-USE PATH
- INTERNAL PEDESTRIAN CONNECTIVITY\*
- 5' SIDEWALK
- PRIVATE MAIN STREET
- PLAZA / OUTDOOR AMENITY SPACE
- CONCEPTUAL PRIVATE COURTYARD
- SITE ACCESS

\*INTERNAL PEDESTRIAN CONNECTIVITY IS PROPOSED AND SUBJECT TO CHANGE



PRELIMINARY DRAWING - NOT RELEASED FOR CONSTRUCTION



X:\Projects\RAM\RAM\_19000\04-Production\Drawings\Planning and LA\Concept Plans\Current Drawings\RAM19000-S1.dwg, 11/13/2020 9:36:51 AM, U:\upgrove, Rich