

UNIVERSITY PLACE

TOWN COUNCIL PRESENTATION

MAY 5, 2021

~ **DRAFT** ~

ram
people making places

PHASE 1

- ~350,000 SF Retail
- ~250 Multifamily Rental Units



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FULL BUILD OUT

MAXIMUM OF:

- 450,000 SF Retail
- 150,000 SF Office
- 300 Multifamily Units
- 150 Hotel Rooms

UNCERTAINTY THAT COMES WITH BLOCK PLAN APPROACH

Comments received:

- *Site should remain commercial as primary use*
- *Concern that site could become all apartments*
- *Too much flexibility for the developer and/or not enough control for town*

SITE SHOULD REMAIN COMMERCIAL AS PRIMARY USE

- Plan requires a minimum of 300,000 SF of retail and allows for up to 450,000 SF of retail and 150,000 SF of office

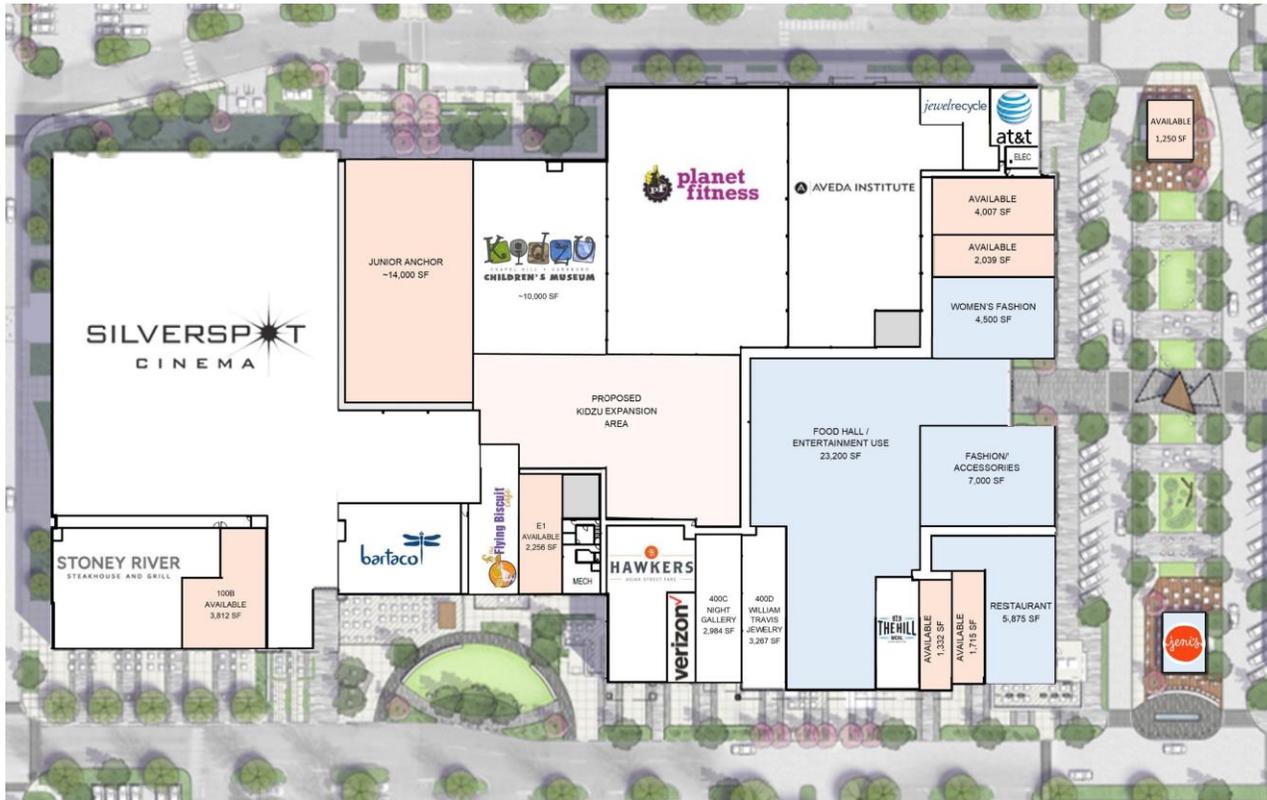
RETAIL CENTER	SIZE (SF)
UNIVERSITY PLACE (PHASE 1)	350,000
EASTGATE CROSSING	157,757
CARR MILL MALL	142,814
RAMS PLAZA	128,593
TIMBERLYNE	125,718
VILLAGE PLAZA (WHOLE FOODS)	74,530

- First phase of University Place redevelopment would still be more than 2x larger than any other retail center in Chapel Hill/Carrboro

ADDRESSING COMMENTS AND CONCERNS

SITE SHOULD REMAIN COMMERCIAL AS PRIMARY USE

Plan to fully utilize remaining mall space:



CONCERN THAT SITE COULD BECOME ALL APARTMENTS

- Minimum of 300,000 SF of retail required
- Multifamily only permitted on Pod A & Pod C – Approx. 1/3 of total site
- Total of 300 units permitted; however, conversion rights would allow up to 500 total
 - Phase 1 proposes 253 multifamily units on ~2.5 acres (density of 100 dwelling units per acre) on Pod A
 - Through conversion rights, Pod C could then contain no more than 247 units, likely at the same density as Pod A
 - Combined, that would account for ~5 acres of the 39.5 acre site, or 12.5%
 - By square footage, the 500 units at an average unit size of 775 SF would equal 387,500 SF. That's compared to the 350,000 SF of retail proposed in Phase 1, and any future phase of apartments would also include ground floor retail, so the multifamily uses would still be less than 50% of the net square footage at the property.
 - If conversion rights were utilized, result would be additional affordable units – up to 75 total.

TOO MUCH FLEXIBILITY FOR DEVELOPER AND/OR NOT ENOUGH CONTROL FOR TOWN

- 32 existing retail tenants with various lease rights over parking, driveways, view corridors that could hold up or block plans from moving forward if we can't modify leases without the built-in flexibility of the block plan
- Since starting SUP process in August 2019, have had three major "pivots" that demonstrate the need for flexibility:
 - Municipal Services Center potentially relocating to site
 - Southern Season vacating
 - COVID-19
- Retail is changing faster than ever before and being able to adapt in real time is critical to survival of brick and mortar
- Although past examples of the block plan approach have lacked detail or did not capture the intent of what was proposed, the Design Standards created for University Place are comprehensive and account for "lessons learned" from other projects

HEIGHT/MASSING CONCERNS

Comments received:

- *Concern over single story buildings next to 5+ story buildings*
- *Height and massing of apartments needs to look very different than others in Blue Hill District*

CONCERN OVER SINGLE STORY BUILDINGS NEXT TO 5+ STORY BUILDINGS

Reason for concern:



Retail Height - 19'

Apartment Height - 90'

Height Difference - 71'

Distance Between Uses - 10'

CONCERN OVER SINGLE STORY BUILDINGS NEXT TO 5+ STORY BUILDINGS

As Proposed:



Silverspot Height - 36'

Stoney River Height - 31'

Apartment Height - 74'*

**Height at corner near retail*

Height Difference – 38-43'

As compared to 71' in example

Distance Between Uses - 50'

As compared to 10' in example

CONCERN OVER SINGLE STORY BUILDINGS NEXT TO 5+ STORY BUILDINGS

- Blue Hill District contains dozens of individual owners with competing interests
- University Place has the benefit of single ownership and a single interest of creating a cohesive environment with buildings of different size and scale
- When street level experience is focused on pedestrians, buildings of all sizes can work together
 - Examples:



HEIGHT AND MASSING OF APARTMENTS NEEDS TO LOOK VERY DIFFERENT THAN OTHERS IN BLUE HILL DISTRICT

Reason for concern:



Apartment Height at Public
ROW - 90'

Minimal articulation

~5,700 SF of open courtyards

HEIGHT AND MASSING OF APARTMENTS NEEDS TO LOOK VERY DIFFERENT THAN OTHERS IN BLUE HILL DISTRICT

As Proposed:



Apartment Height at Public ROW:

Willow (North) - 59'

Willow (South) – 70'*

**Raised corner feature extends to 75'
As compared to 90' in example*

Existing mature trees to remain are similar height to building along Willow Dr. To help ensure trees remain healthy through construction, building is setback further (typically 30' - 40' from curb).

Building includes significant articulation along public ROW

Over 18,000 SF of open courtyards
As compared to ~5,700 SF in example

ENVIRONMENTAL CONCERNS

Comments received:

- *Project may negatively impact likelihood of flooding both on- and off-site*
- *Project should address stormwater despite no code requirement to do so*
- *Project should decrease impervious and add more green space*

PROJECT MAY NEGATIVELY IMPACT LIKELIHOOD OF FLOODING

- All plans submitted will require flood modeling showing “no rise” as a result of those plans to ensure no negative impacts to flood conditions
- All new and renovated buildings within floodplain will include floodproofing measures
- Proposed plans for redevelopment include reduction to impervious area of approx. 55,000 SF and reduction to overall building footprints, which should create additional flood capacity and be a net benefit to surrounding properties

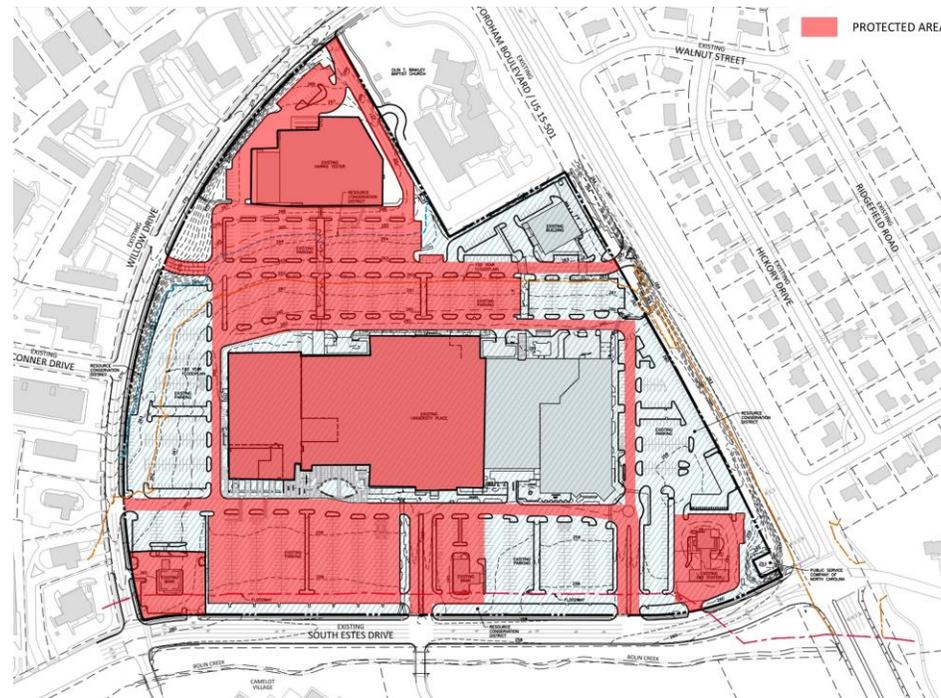
PROJECT SHOULD ADDRESS STORMWATER DESPITE NO CODE REQUIREMENT TO DO SO

- Have proposed adding stormwater measures to increase drainage area treated by over 30,000 SF, increasing total drainage area to ~105,000 SF
 - This proposal was supported by the Stormwater Advisory Board
 - Proposed locations:



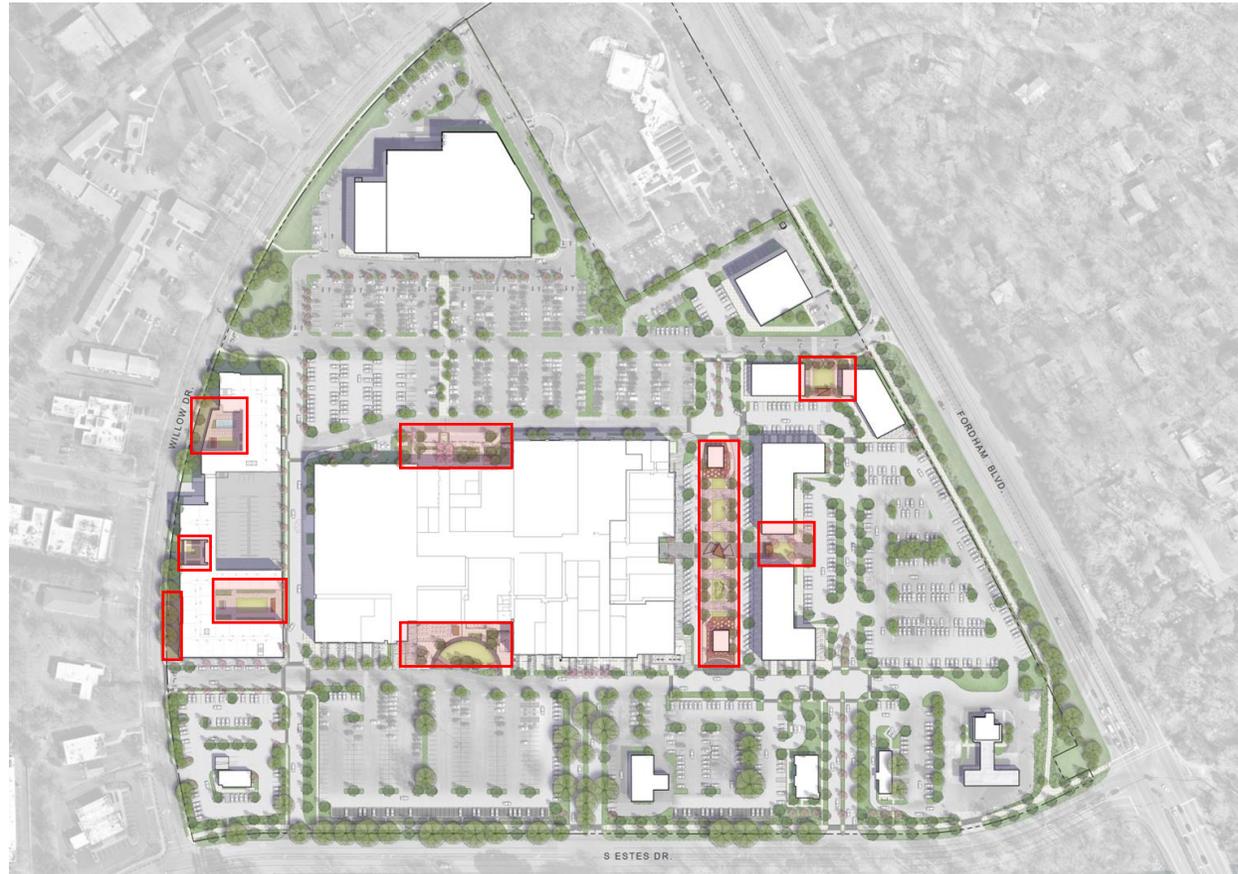
PROJECT SHOULD DECREASE IMPERVIOUS AND ADD MORE GREEN SPACE

- ~55,000 SF or 1.2 acres proposed as impervious area reduction from existing conditions
- Significant constraints with existing leases that control parking areas, number of spaces, etc.
 - ~55% of site (as shown in red) controlled by lease rights
 - ~45% or 17.75 acres is where majority of improvements would need to occur

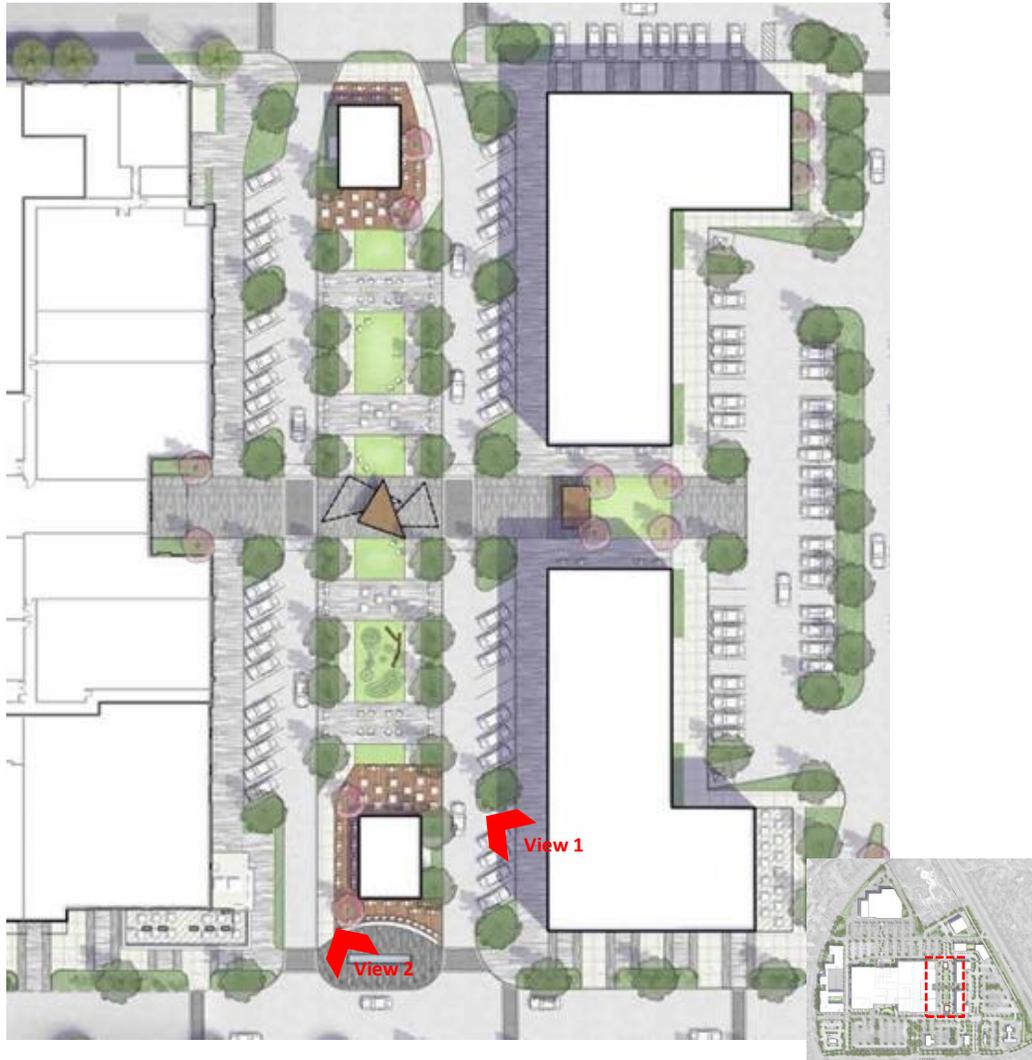


PROJECT SHOULD DECREASE IMPERVIOUS AND ADD MORE GREEN SPACE

- New green spaces will be focal point of redevelopment



PROJECT SHOULD DECREASE IMPERVIOUS AND ADD MORE GREEN SPACE



4.5.2 Standards and Findings of Fact.

- (a) No special use permit shall be recommended by the town manager or planning commission for approval and no special use permit shall be approved by the town council unless each of the following findings is made concerning the proposed special use or planned development:
1. That the use or development is located, designed, and proposed to be operated so as to maintain or promote the public health, safety, and general welfare;
 2. That the use or development complies with all required regulations and standards of this chapter, including all applicable provisions of articles 3 and 5, the applicable specific standards contained in the supplemental use regulations (article 6), and with all other applicable regulations;
 3. That the use or development is located, designed, and proposed to be operated so as to maintain or enhance the value of contiguous property, or that the use or development is a public necessity; and
 4. That the use or development conforms with the general plans for the physical development of the town as embodied in this appendix and in the comprehensive plan.

(1) That the use or development is located, designed, and proposed to be operated so as to maintain or promote the public health, safety, and general welfare

[Initial notes to include]

- *Connectivity improvements*
 - *Multi-use paths, bike lanes, internal connectivity*
- *Traffic improvements*
- *Environmental improvements*
 - *Reduction to impervious*
 - *Addition of green space and active amenity space*
 - *Improvement to flood conditions*
 - *Addition of trees (+250 proposed) and maintaining existing mature trees*
 - *Reduction to urban heat island effect*
 - *Increased energy efficiency throughout project*
- *Addition of jobs to community (250-300 temp and ~375 permanent)*
- *Addition of tax base to community (~\$1.2 million increase to annual real estate tax bill from Phase 1 alone – increase to sales tax revenue)*
- *Increased access to goods and services for community*
- *Increase to supply of affordable housing in community*
- *Incubator retail with 20% designated for minority owned businesses allows for more opportunity for local business creation*

(2) That the use or development complies with all required regulations and standards of this chapter, including all applicable provisions of articles 3 and 5, the applicable specific standards contained in the supplemental use regulations (article 6), and with all other applicable regulations

[Initial notes to include]

- *McAdams to present compliance slides with references to LUMO sections*
- *Note that the LUMO requirements that require modifications were not in place when the mall was approved/constructed.*

(3) That the use or development is located, designed, and proposed to be operated so as to maintain or enhance the value of contiguous property, or that the use or development is a public necessity

[Initial notes to include]

- *Expert witness to attest to monetary value impact to contiguous property*
- *Non-monetary value enhancements include:*
 - *Improved connectivity*
 - *Improved safety*
 - *Improvements to environmental conditions*

(4) That the use or development conforms with the general plans for the physical development of the town as embodied in this appendix and in the comprehensive plan.

[Initial notes to include]

- *McAdams to present evidence to this finding*