



June 23, 2021

Ms. Colleen Willger
Director of Planning
405 M.L.K. Jr Blvd
Chapel Hill, NC 27514

Dear Ms. Willger:

To address certain questions and/or concerns raised by the Town of Chapel Hill ("Town") Council during the June 9, 2021 meeting, and to help bring the evidentiary portion of the quasi-judicial hearing to a close, Ram Realty Advisors ("Ram") would like to provide the following clarifications.

University Place Design Standards:

Ram has worked collaboratively with Town Planning Staff since August 2019 to develop the Design Standards that will govern the University Place redevelopment. The Design Standards are similar to the form-based guidelines used elsewhere in the Town. The proposed Design Standards have been reviewed by the Town's Planning Staff ("Staff") and Urban Designer to create regulations for the redevelopment of University Place appropriate to this specific property. Following the Council's request at the June 9th Council meeting Staff performed an in-depth review of the proposed Design Standards and identified the character of the internal street network as an area that needs additional clarification. Ram and its design team will work with Staff to develop and enhance the character of the internal street network.

In addition to the work that has been done to develop the Design Standards, Stipulation 7 of Resolution A provides that, prior to the issuance of the first Zoning Compliance Permit for vertical development, the Community Design Commission (CDC), the Town's Urban Designer and Staff shall review and evaluate the Design Standards, and the Standards shall be subject to final approval by the Town Manager. Ram agrees to this stipulation.

Conversion Rate Analysis:

Earlier in the SUP modification process Council voiced concerns that residential conversion rights would result in less commercial space on site. To address this concern Ram offered to reduce the residential conversion rate from 1 dwelling unit per 1,000 SF commercial space to 1 dwelling unit per 800 SF of commercial space. The conversion rate change does not affect the maximum 500 residential units that may be constructed on site but does result in retaining an additional 40,000 SF for commercial or office space. The below table illustrates the differences created by the conversion right change.

Conversion Rate Analysis

Description	Original	Revised
Max Residential Units Allowed in All Pods	500	500
Residential Units Allowed in Pod A	300	300
Residential Units Available with Conversion	200	200
Min Commercial SF	375,000 SF	375,000 SF
Max Commercial SF	<u>450,000 SF</u>	<u>450,000 SF</u>
Max Commercial SF Available for Conversion	75,000 SF	75,000 SF
Min Office SF	0 SF	0 SF
Max Office SF	<u>150,000 SF</u>	<u>150,000 SF</u>
Max Office SF Available For Conversion	150,000 SF	150,000 SF
Max SF for Conversion (Commercial + Office)	225,000 SF	225,000 SF
Residential Units Available For Conversion	200	200
Residential Conversion Rate	1 unit : 1,000SF	1 unit : 800SF
Max SF Allowed to be converted to Residential	200,000 SF	160,000 SF
SF to Remain as Commercial/Office After Conversion	25,000 SF	65,000 SF
Commercial SF to be reserved due to Conversion Rate Change	0 SF	40,000 SF

Willow Street Frontage:

At the June 9, 2021 meeting, Council received into evidence a letter from the Town's Urban Designer indicating his general agreement with Ram's approach for activating the street frontages, creating gateway points, providing pedestrian scaled spaces and integrating architectural features to enliven the public realm. The Urban Designer also agreed that a "pass through" type corridor from Willow Drive to the back of the parking structure "would not provide benefit in this situation" and that the height of the building will be similar to other buildings constructed along the other side of Willow Drive over time.

The Town's Urban Designer stated that the jogs, insets and courtyards along the Willow façade provide scale and break up the mass of the building. The Urban Designer also suggested the possibility of flipping the U-shaped courtyard to face Willow Drive to break up the mass even more. The Design Team studied this suggestion but determined the change would:

- negatively impact incubator retail configuration.
- negatively affect location of vertical transportation (i.e. stairs, elevators).
- result in the loss of one access point into the Building from Willow Drive.
- Could require reducing the width of other offset courtyard sections.

A concern was also raised at the meeting about the location of the resident pool near Willow Drive. We understand the question and share the desire to make the pool safe and clean. The pool is located along Willow Drive because of the building articulation used to break up the façade length. The large openings which create the façade relief along Willow dictate the building courtyards and available space to locate resident amenities like the pool. We have reviewed the pool location with our property management firm who operates a national portfolio of residential apartment buildings. Our management firm has no concerns that the pool's location will create safety or maintenance issues. The pool's configuration is similar to another Ram project completed in the Blue Hill District where the pool sits

adjacent to the Booker Creek Greenway. The Property management company has reported no trash or safety issues at that location.

An additional concern raised by Council was the 5' sidewalk width along the Willow Street frontage. The project proposes to maintain the existing sidewalk to preserve the mature trees found along Willow Drive. Expanding the sidewalk would result in the loss of several large, existing trees due to construction activity.

Binkley Baptist Concerns:

During the nearly 2-year SUP modification request process Ram has had several meetings with Binkley Baptist Church, both in-person and virtually. Most recently Ram met with members of Binkley at the church on June 16 to tour the church grounds and discuss the church's concerns on site. Throughout this process, Ram has conveyed to Binkley its overall redevelopment strategy and specific details of the redevelopment as they were available. Specific plans and stipulations have evolved as a result of the public meeting process and the feedback Ram received from various Advisory Boards.

An example of the organic evolution of the design during the hearing process is the extension of the Multi-Use Path ("MUP") along Fordham Boulevard. This enhancement was added to the plans prior to the May 19th Council meeting to address comments received. Ram has stated previously that inclusion of the MUP into the design plans is dependent upon Binkley's review and approval. After meeting with the church at their property and discussing the location of the MUP, Ram now believes that Binkley does not oppose the extension of the MUP along Fordham Boulevard. We hear the Church's concerns over the path and the Town's desires. Ram will continue to work with the church to find an agreeable solution to the path or will agree to remove it from the plans.

Binkley also voiced concerns at the June 9th Council meeting about access issues created by the proposed right-in-right-out ("RIRO") restrictions at the shared driveway adjacent to the church. The RIRO stipulation was proposed by the Town as were other traffic enhancements including extended dual turn lanes on Willow Drive. After the church voiced their concerns in the June 9th meeting the Town reevaluated the RIRO and removed the RIRO stipulation from the resolution because of the impact it would have on Binkley's access to their property. The Town has also noted that Willow Drive will only be widened to accommodate a dual turn-lane if there is sufficient ROW. The removal of these two stipulations means there will be no negative impact or change to Binkley's access to their property.

A positive change that came out of the June 16th meeting with Binkley is that Ram has proposed to enhance the 10' landscaped buffer separating the Church from the former K&W parcel at University Place. This stipulation is intended to address Binkley's concerns about visual screening from adjacent uses and to provide an aesthetic enhancement to Binkley's property.

Farmers Market Provisions:

Ram and its attorney have reviewed language with the Town's attorney and agree to the following: "Applicant will provide adequate space to accommodate a farmer's market or substantially similar business and to negotiate in good faith a lessor or other appropriate agreement with a local farmer's market entity". Ram agrees for this stipulation to be included in Resolution A.

Tree Canopy Coverage:

Ram has previously committed to plant approximately 250 new trees on the property. The addition of approximately 250 new trees will increase the onsite tree canopy coverage from 13% to approximately 20%. At the June 9th meeting Council stated they wanted to see an increase beyond the 20% site tree canopy coverage. Ram agrees that it will meet the standard LUMO requirement of 30% canopy coverage or pay a fee in lieu if unable to meet the requirement.

Thank you for your consideration of the above clarifications and we look forward to bringing the evidentiary portion of the quasi-judicial hearing to a close

Sincerely,

Jeff Kurtz

Jeff Kurtz
Director of Development
Ram Realty Advisors