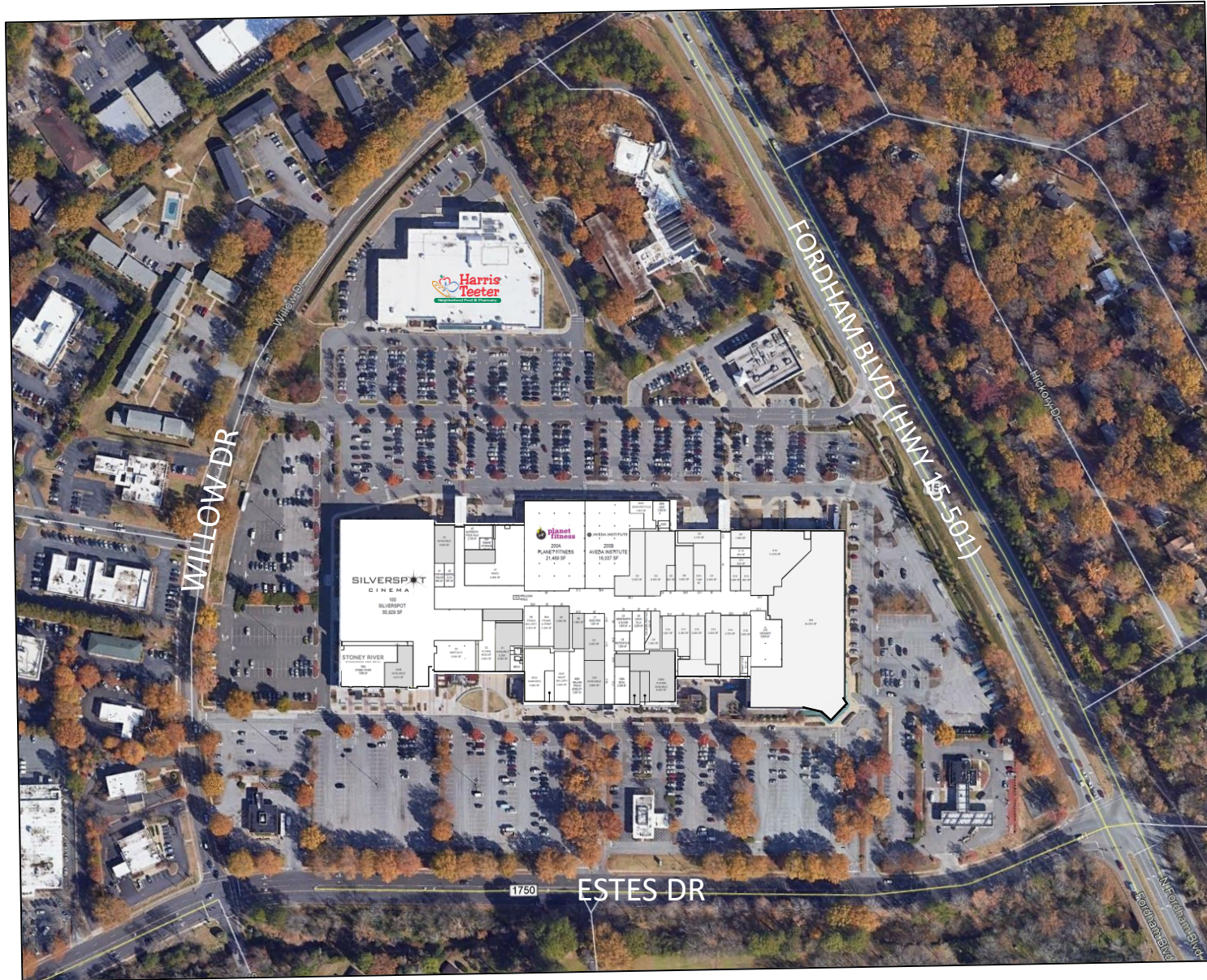


UNIVERSITY PLACE

CDC Overview

September 28, 2021





OVERVIEW



VISION & GOALS:

The proposed redevelopment of University Place will transform the property from a traditional enclosed mall into a walkable town center that could include office, hotel, residential, retail and restaurant uses, reconfigured parking and new open spaces. To achieve this vision, parts of the existing mall structure will be retained, while other parts will be demolished over time to make room for new spaces. The goal is to create a unique sense of space and place that inspires interactivity and attracts new visitors from a larger radius and improves the overall experience for all visitors.

The key initiatives to achieve successful execution of the vision include:

WALKABILITY & CONNECTIVITY

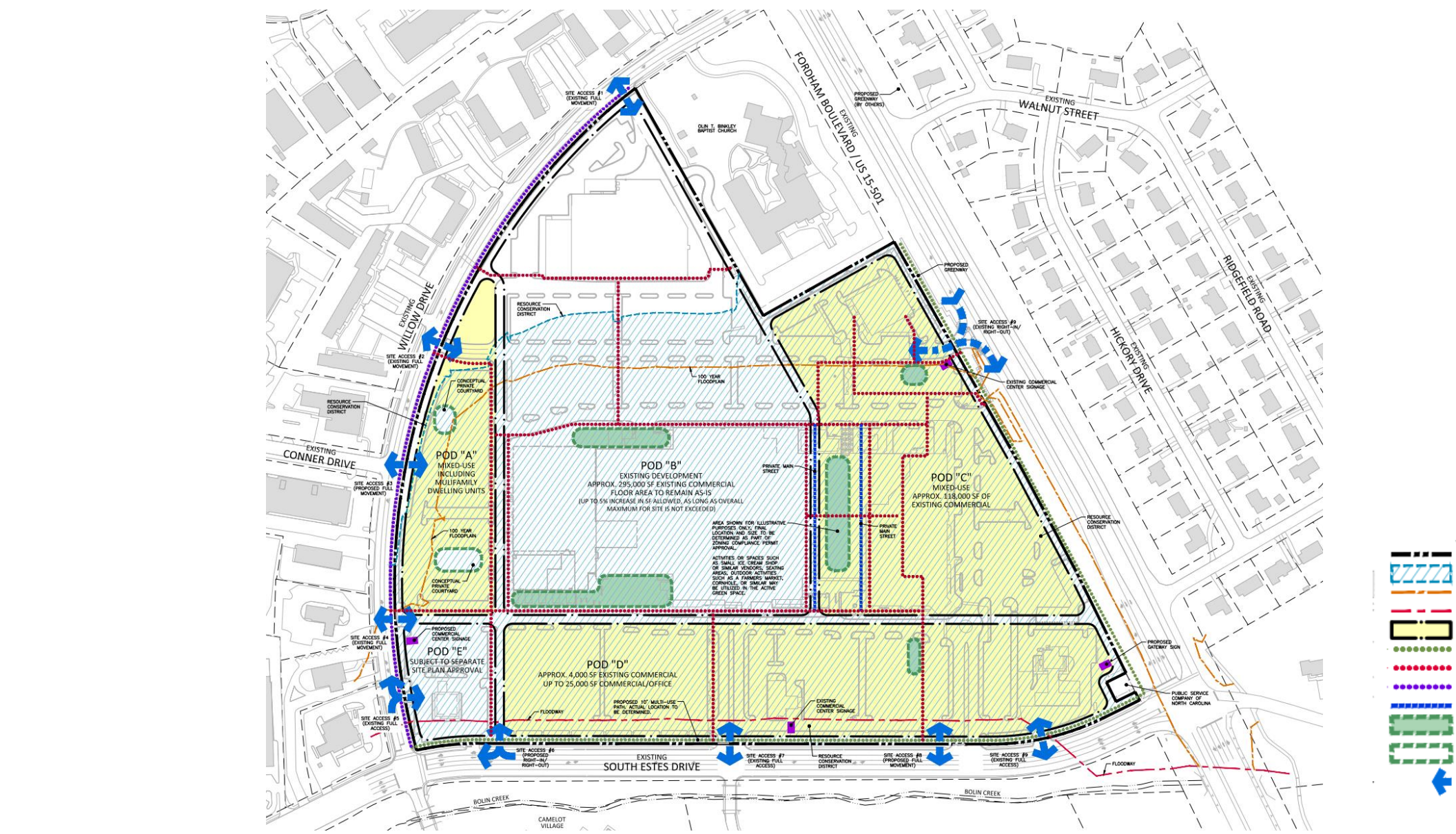
- a. Conversion of interior mall space to exterior storefronts with an emphasis on eliminating blank walls and maximizing transparency.
- b. Addition of new buildings of various scale designed with pedestrian focus to promote street level interaction.
- c. Enhanced streetscape both internally and along the surrounding streets with a focus on pedestrians before vehicles. This is achieved through creating improved connections to and through the site, plantings and hardscape improvements, lighting, wayfinding and creating unique public spaces along the way designed for interactivity.
- d. Connecting the site into nearby greenway trails to promote alternative means of transportation to and from the property.

IMPROVED VISITOR EXPERIENCE

- a. Enhanced shopping, dining and entertainment options unique to the market.
- b. Activated public spaces with community events, public art, technology and interactive amenities.
- c. Creating office space designed to promote the use of outdoor space as an extension of the office itself, to maximize natural sunlight and views of sidewalk activity.

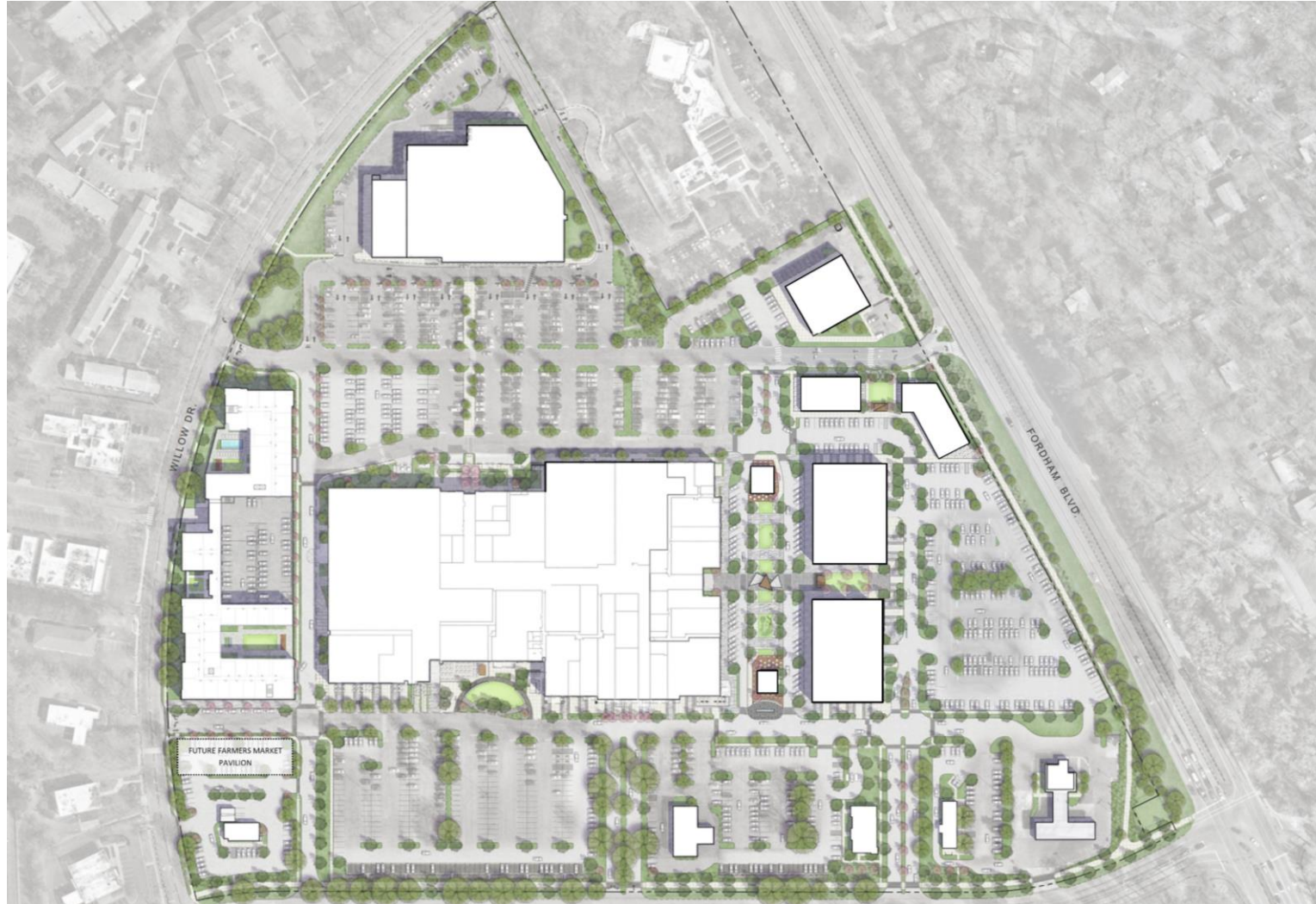
IMPROVEMENTS TO THE SURROUNDING ENVIRONMENT

- a. Decrease to the overall impervious surface.
- b. Improvements to storm water quality and quantity.
- c. Commitment to not impacting flood rise and adding provisions to existing buildings to flood-proof.
- d. Improvements to energy efficiency and sustainability.



PHASE 1

- Demo of ~105,000 SF of existing mall space
- ~50,000 SF of new retail
- ~250 multifamily units w/ 10% designated affordable (65% AMI)
- Road improvements along each thoroughfare
- Multiple outdoor amenity spaces
- Multi-use trail along Estes Dr & Fordham Blvd frontage
- Reduction of impervious surface and addition of green space, new landscaping and trees



PHASE 1

- Demo of ~105,000 SF of existing mall space
- ~50,000 SF of new retail
- ~250 multifamily units w/ 15% designated affordable (80% AMI)
- Road improvements along each thoroughfare
- Multiple outdoor amenity spaces
- Multi-use trail along Estes Dr & Fordham Blvd frontage
- Reduction of impervious surface and addition of green space, new landscaping and trees



FULL BUILD OUT

MAXIMUM OF:

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

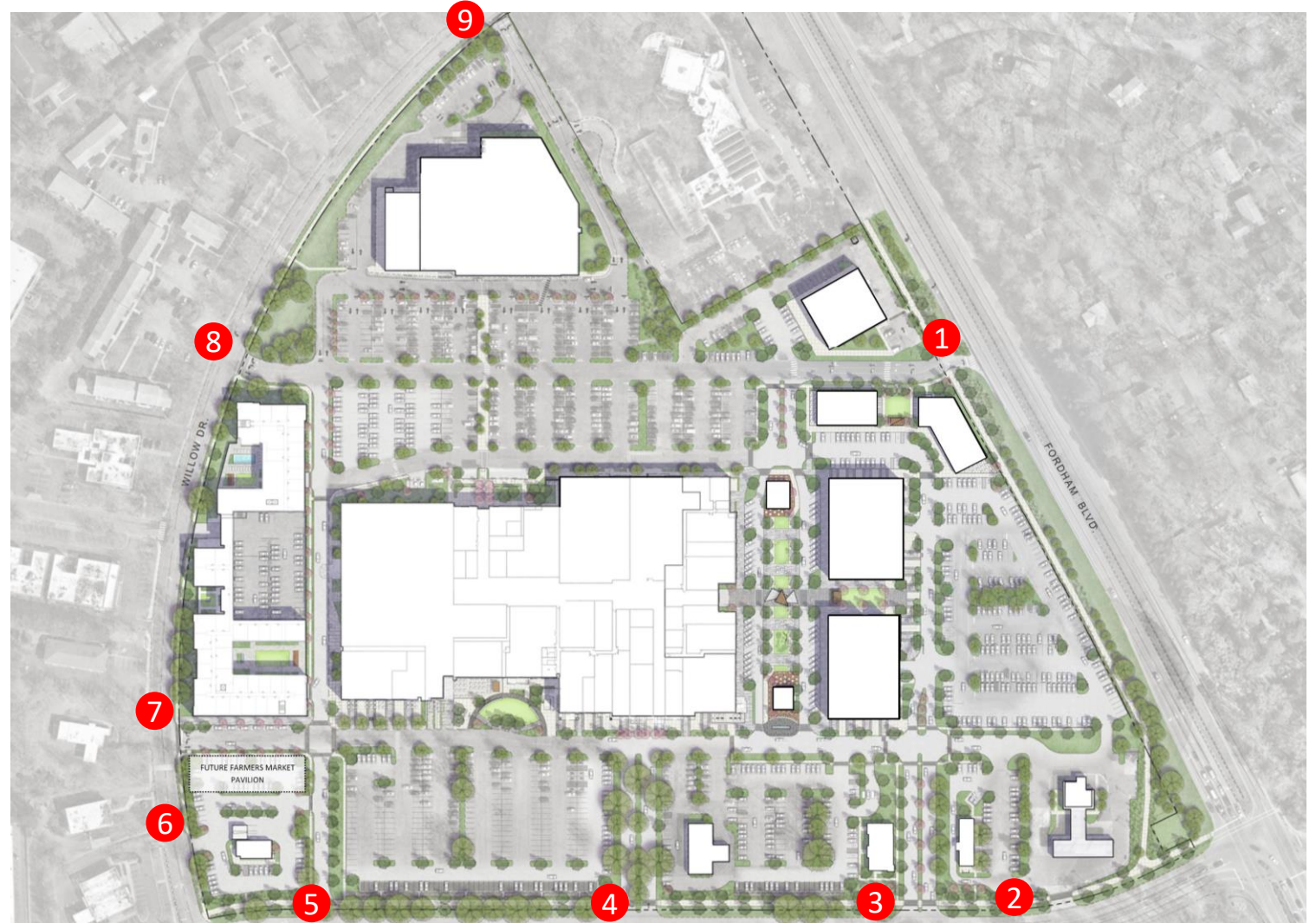
PROPOSED IMPROVEMENTS

- 12' Multi-use path proposed along Estes Dr. frontage
- 12' Multi-use path proposed along Fordham Blvd. frontage
- Bicycle lane along Willow Dr. frontage
- Significant increase in bicycle parking, both short and long-term (+/-100 spaces in Phase 1)
- Publicly accessible bicycle repair/service stand
- Increased connectivity within the site with focus on pedestrians over vehicles
- Several improvements to Estes/Willow intersection including pedestrian signals, high visibility crosswalks, APS push buttons and bicycle activated loops
- Addition of two unsignalized crosswalks connecting Brookwood on Estes and to Connor Dr on Willow
- Retain existing on-site transit stop



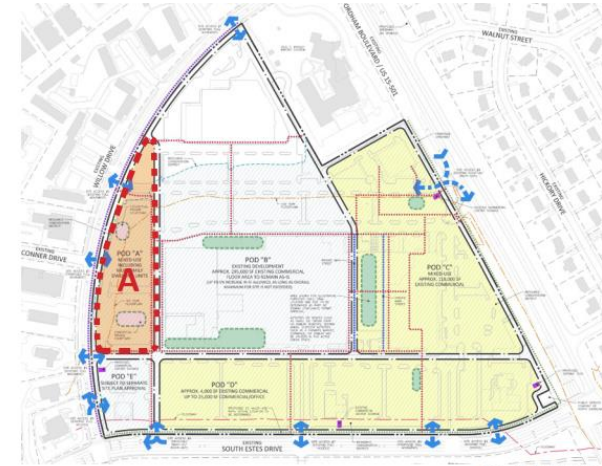
PROPOSED IMPROVEMENTS

- Improvements to all three main intersections:
 - Increase in left turn lane capacity at Northbound Fordham Blvd onto Estes Dr
 - Improvements to Estes & Willow intersection
- Several driveway improvements at property along 7 of the 9 existing entrances to property including:
 - Addition of right turn lanes at driveway 1, 2, 3 & 4
 - Relocation of driveways 3 & 5 to be further from intersections
 - Several internal driveway improvements to increase protected stem lengths and storage
 - Conversion of several driveways from full access to right-in right-out access



POD A

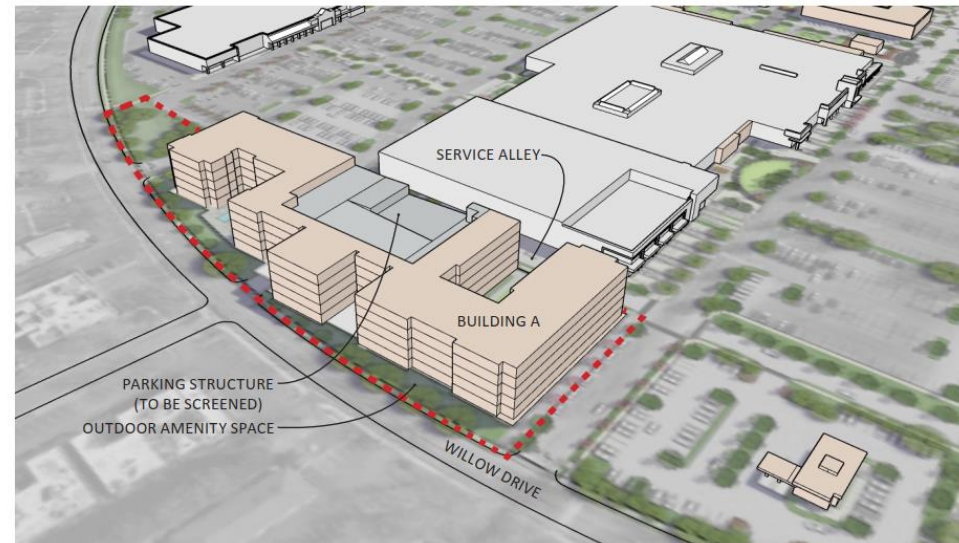
Pod A converts an existing surface parking area into a more dense, multi-use part of the site. A new parking structure is proposed with a residential wrap screen. Given the significant grade change along Willow Drive and the interior street being a service alley for trash and deliveries, no building pass-through shall be required on Pod A; however, a public outdoor amenity space will be provided in lieu of the building pass-through along Willow Drive.



KEY MAP

DEVELOPMENT EXAMPLE

- Building A:
 - ±250 units Residential
 - ±4,000 SF Incubator retail
 - 2 private resident amenity courtyards
- Parking Structure: Parking Spaces for covered retail parking + multifamily residents/ guests
- Outdoor Amenity Space



CONCEPT MASSING*

*This concept massing view is conceptual in nature and is provided for reference only. Building locations, access points, outdoor amenity space locations, and other design decisions shall be finalized during the Zoning Compliance Permit (ZCP) process.

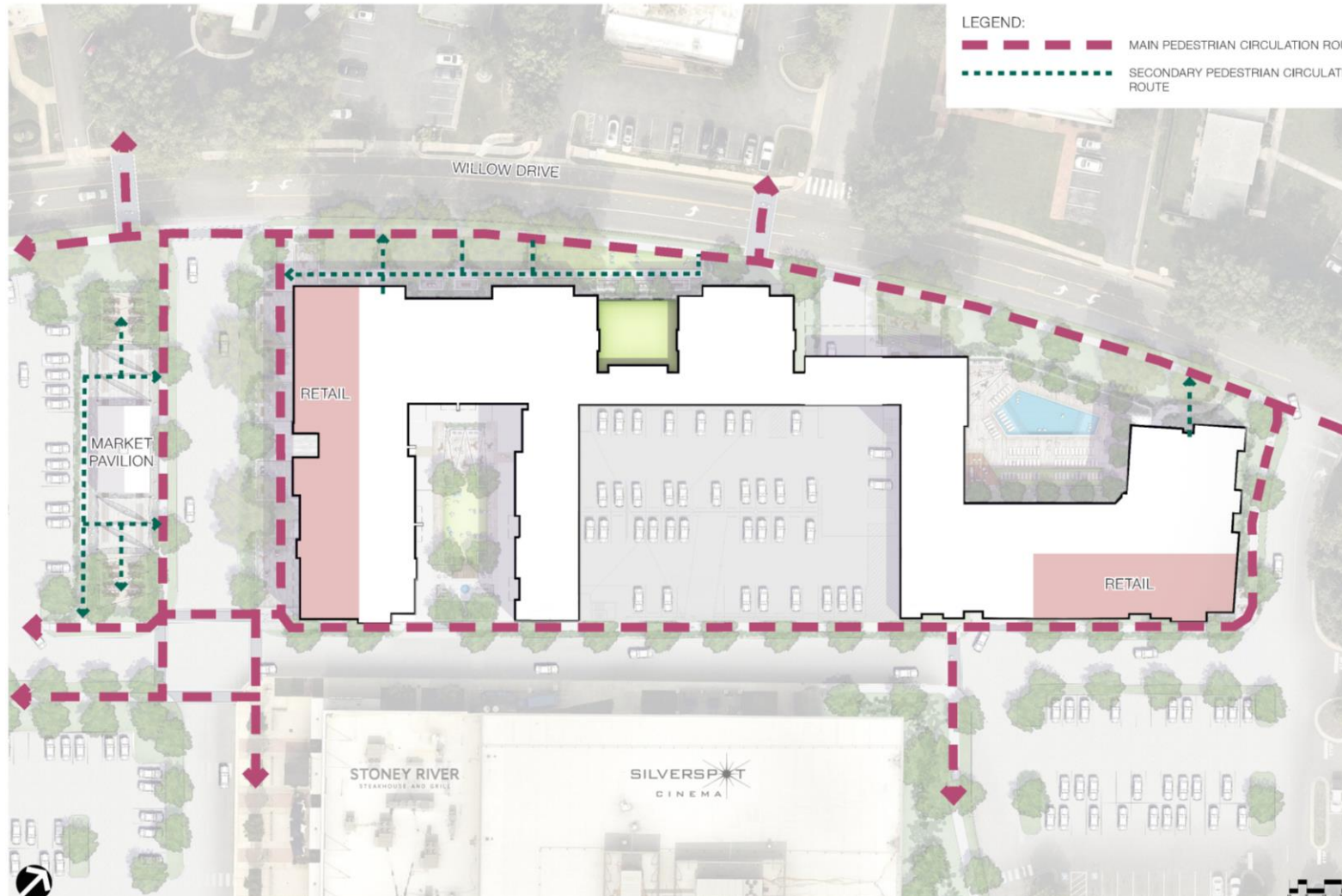
Willow Drive

- Activates Willow Drive by adding new uses on 3 street frontages
- Provides new pedestrian connections and crosswalks
- Creates connections to planned Market Pavilion
- Creates pedestrian friendly experience



Pedestrian Circulation

- New paths provide options and increase walkability
- Pedestrian path size and location are designed to preserve existing mature trees
- Active building edges and engaging public spaces enhance the pedestrian experience



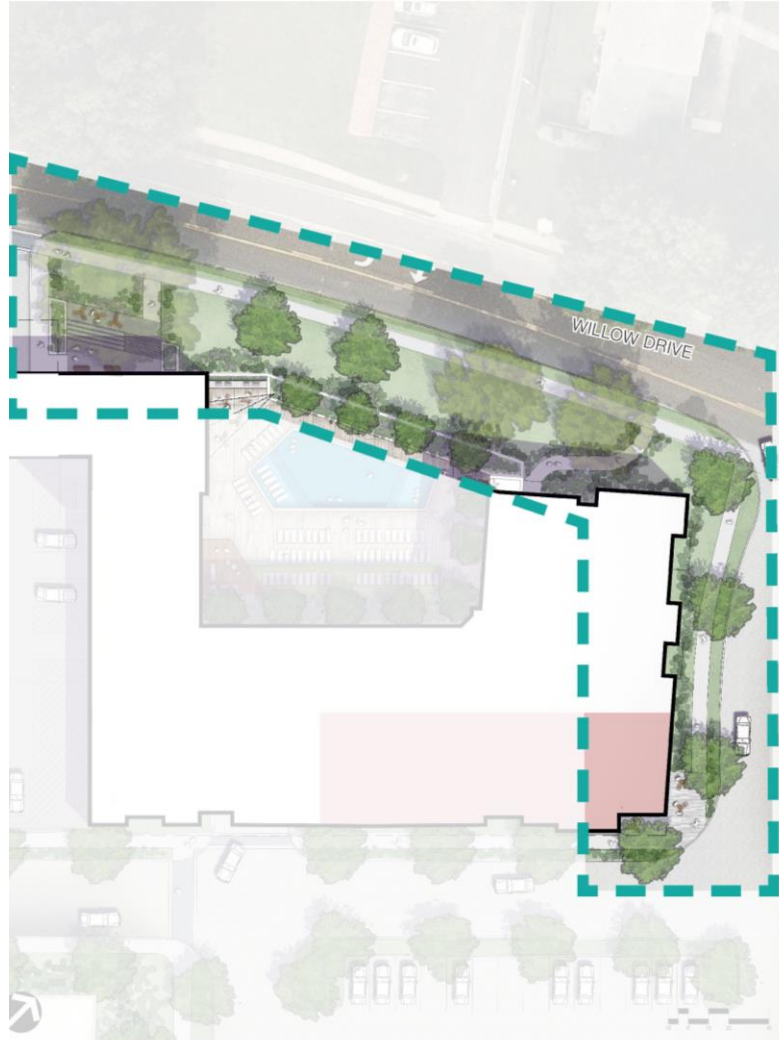
Focal Points

- Building pass through or break in building footprint would provide access to Silverspot trash storage and service area
- In lieu of a pass through the pedestrian network was enhanced along Willow and activity added at the street corners



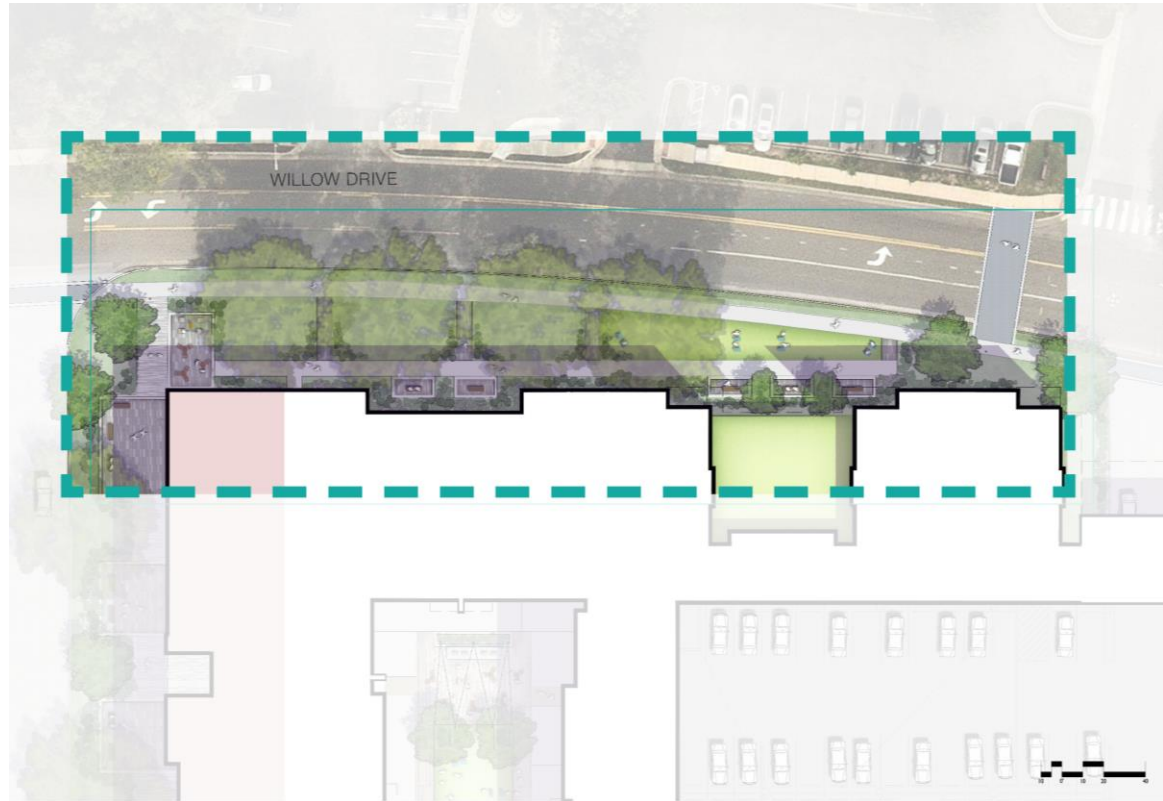
North Corner Entrance

- Provides public plaza at the building entrance
- Creates pedestrian link to new commercial space and existing mall storefronts



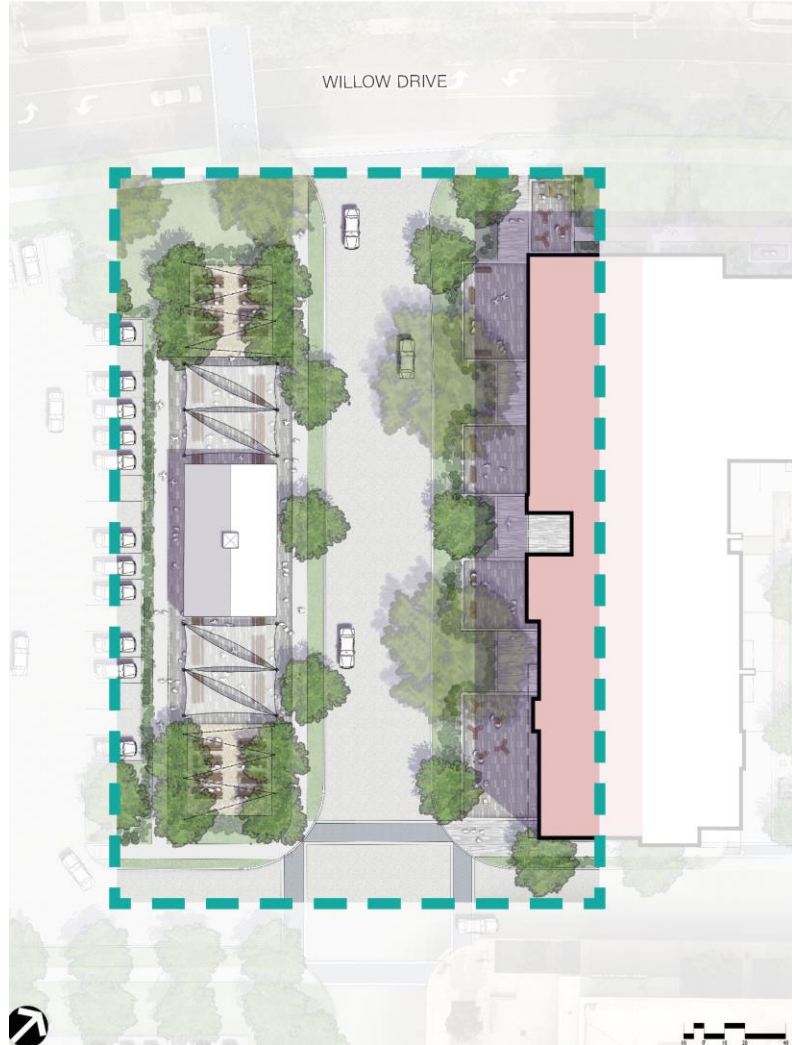
Willow Streetscape

- Links the Willow Drive street crossings with a series of “garden rooms”
- “Dual Sidewalks” preserve existing mature trees and adds variety with new landscaping
- Softens the façade and links raised terraces with vertical plantings



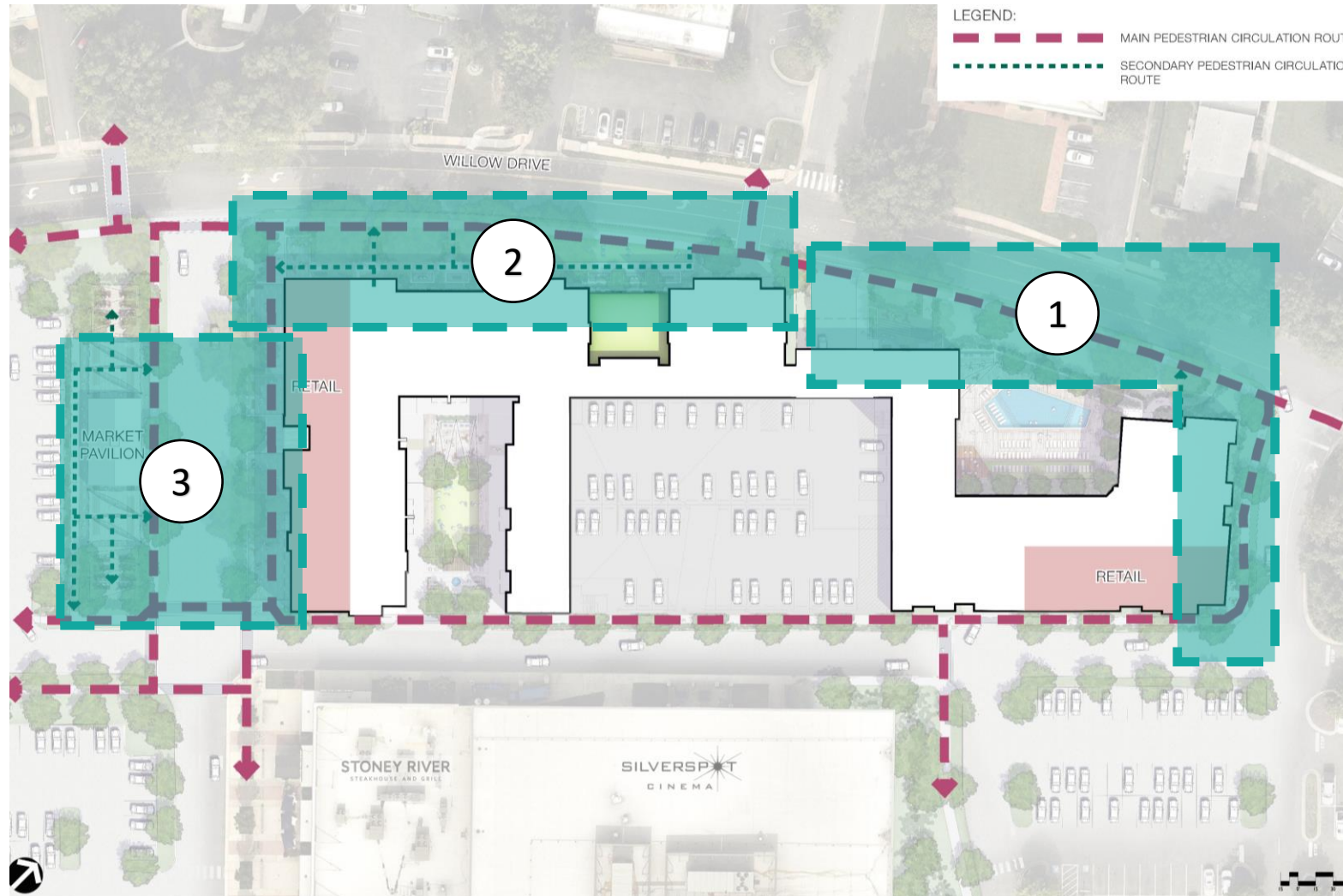
Market Pavilion & Retail

- Covered pavilion for farmers market, beer garden and seasonal activities
- Incubator spaces: targeted for start-ups and new businesses



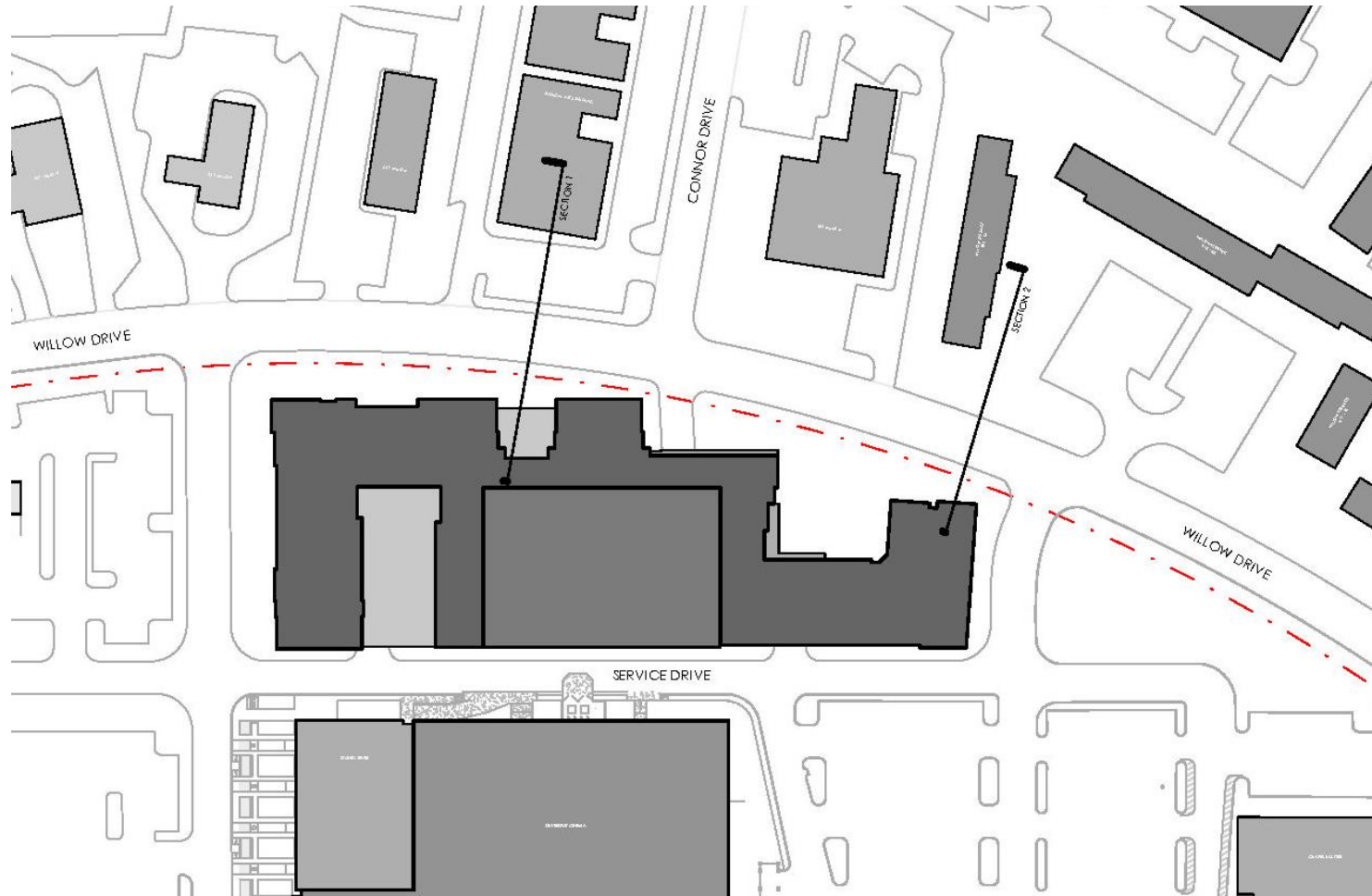
Pedestrian Links

- 3 key areas tie together the pedestrian experience on Willow
- High quality materials, site furniture and soft landscaping make these pedestrian friendly zones



Articulation

- The building façade is segmented to meet the design guideline's module offset requirements and to create visual interest along the street frontage
- University Place's façade maximum section length is only 168'



Articulation

- The building is composed of three distinct forms which serves to break the mass of the structure
- The primary building frontage occupies three different planes



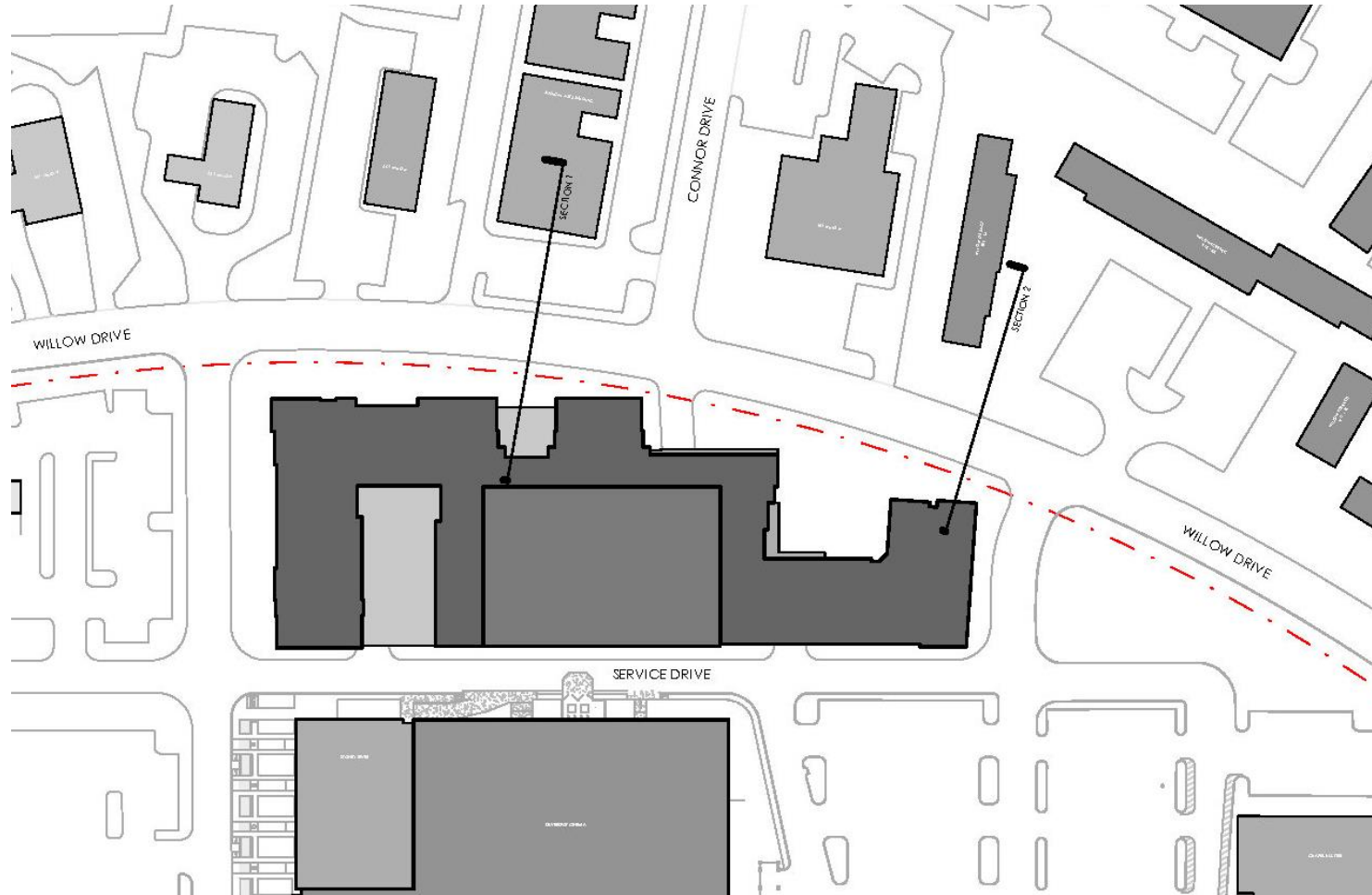
Articulation

- Building setbacks provide relief from the street and break up the overall mass of the building
- The articulation breaks up the building so that the longest length of façade is 168'
- Over 40% of the building frontage sits in relief of the primary plane



Willow Drive

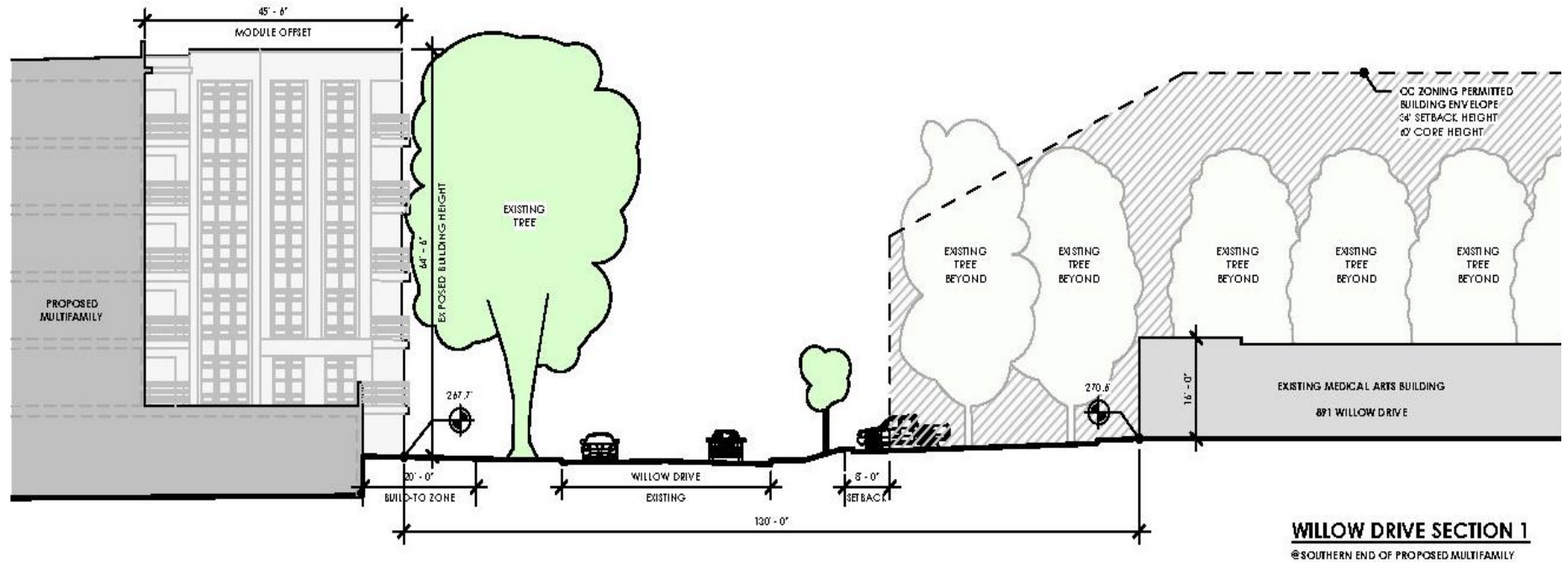
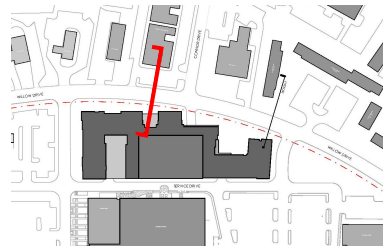
- Cross Section Locations



Cross Sections

- Proposed building height is less than the height of existing mature trees on Willow
- Proposed building height is only slightly greater than the Core Height allowed under existing CC zoning

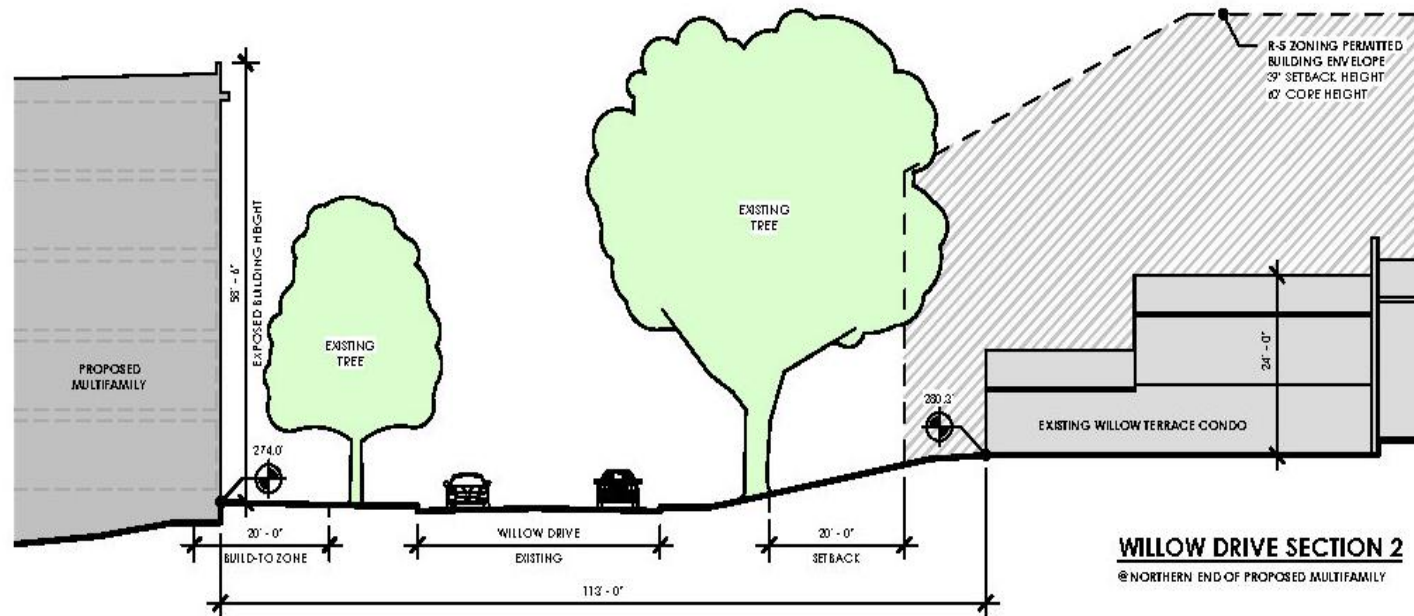
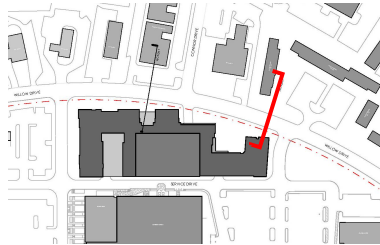
Section 1



Cross Sections

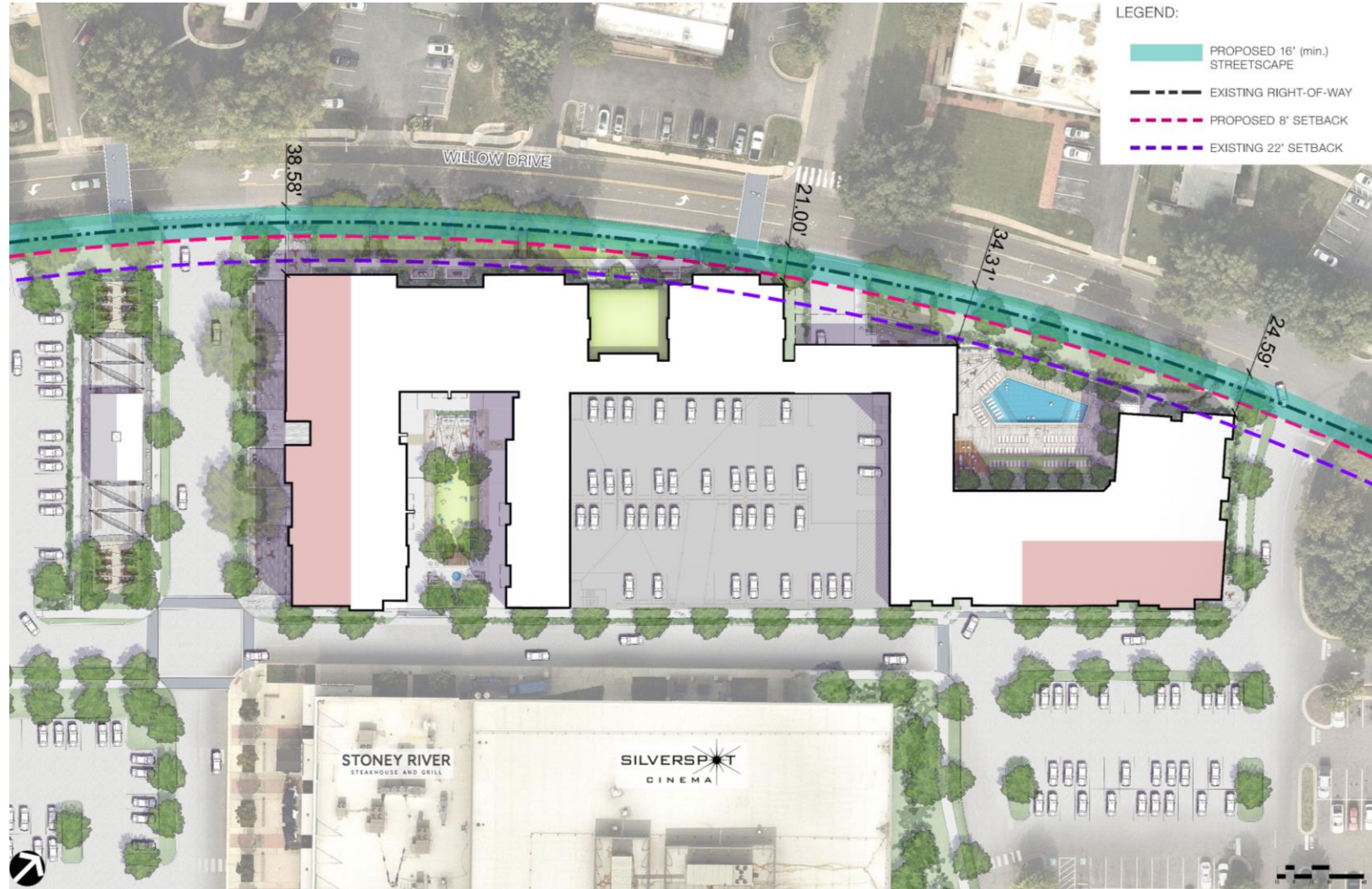
- Adjacent properties which redevelop under current zoning may be perceptibly taller due to grade changes along Willow Drive
- Grade Differences along Willow minimize the scale of the proposed building

Section 2



Willow Drive

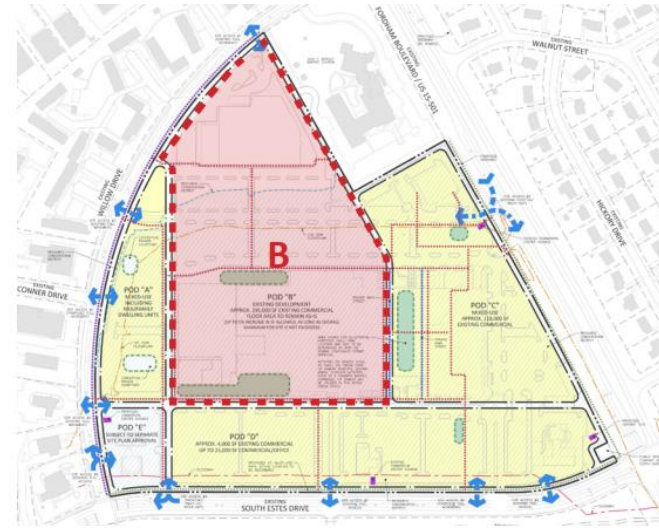
- This diagram compares the proposed 8' setback from Right of Way (ROW) to the existing zoning's 22' setback from the curb line
- Only 2 corners of the proposed building fall within the existing CC district's 22' setback requirement
- A minimum 16'-0" streetscape zone (from the curb) is created



SITE PLAN – POD B

POD B

There is ±295,000 SF of existing commercial to remain and be renovated, with conversion of interior mall space into exterior space. Enhanced outdoor amenity and green spaces are to be provided throughout Pod B along with parking improvements. Examples of conceptual facade and outdoor amenity space improvements to occur in Pod B are shown in the storefront rendering views below.

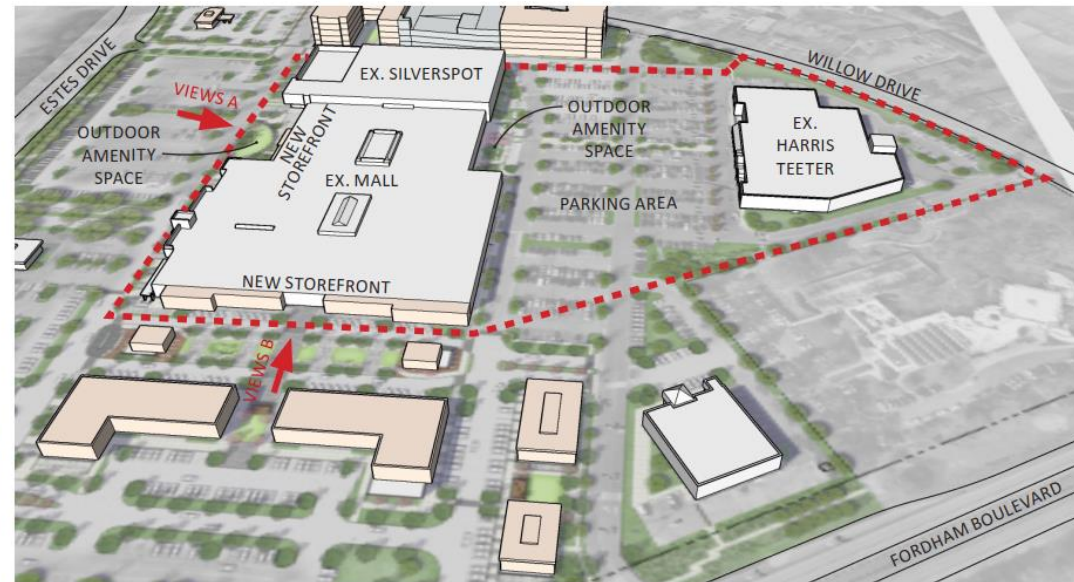


KEY MAP

DEVELOPMENT EXAMPLE

- ±295,000 SF Existing Commercial to Remain
- New Storefronts along portions of existing mall (see views below)
- Outdoor Amenity Space

*This concept massing view is conceptual in nature and is provided for reference only. Building locations, access points, outdoor amenity space locations, and other design decisions shall be finalized during the Zoning Compliance Permit (ZCP) process.



CONCEPT MASSING*



CONCEPT STOREFRONT VIEWS A

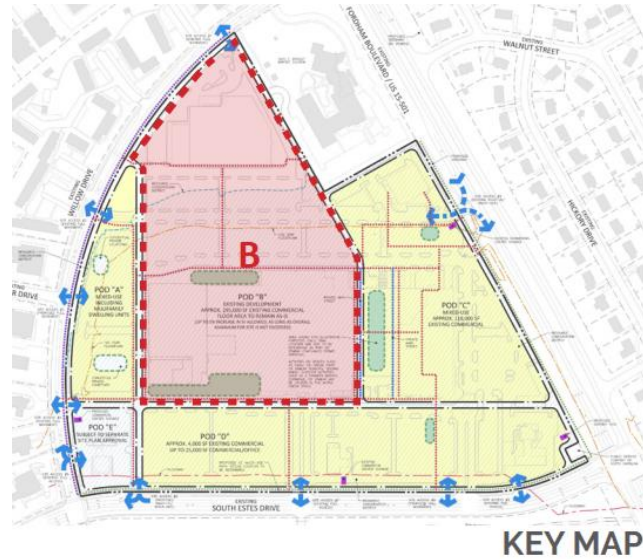


CONCEPT STOREFRONT VIEWS B



Connectivity

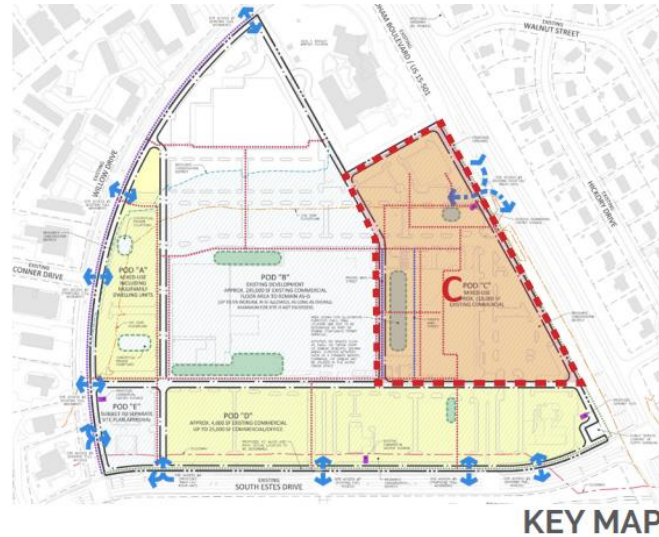
- New pedestrian paths will link the mall building with the Harris Teeter
- Improved sidewalks and public spaces will increase activity and pedestrian movement



SITE PLAN – POD C

POD C

Pod C will be focused around a central park or green space that will be pedestrian focused and include programmed space for the farmers market and other recurring events. The central park area will be flanked by urban 'main streets' with a consistent streetscape experience that is designed to promote safety and minimize pedestrian-vehicle conflicts. This area will act as the heart of the project, with pathways busy during the day and into the evening in this vibrant urban environment.



DEVELOPMENT EXAMPLE 1

- Demolition of ±105,000 SF of Existing Mall
- Existing Building: ±11,200 SF Commercial
- Building A: ±13,500 SF Commercial
- Building B: ±13,500 SF Commercial
- Building C: ±6,000 SF Commercial
- Building D: ±3,300 SF Commercial
- Kiosk A: ±1,200 SF Commercial
- Kiosk B: ±1,200 SF Commercial
- Outdoor Amenity Space (O.A.S.)



EXAMPLES OF KIOSK RETAIL BUILDINGS



EXAMPLES OF ACTIVE OUTDOOR AMENITY SPACE

SITE PLAN – POD C

Connectivity

- A new “Main Street” will provide a central area for shopping, dining, activities and seasonal events
- New buildings in Pod C are being envisioned to allow for permeability and connectivity to other uses

NOTE: Footprint and layout of proposed new Retail buildings are conceptual only

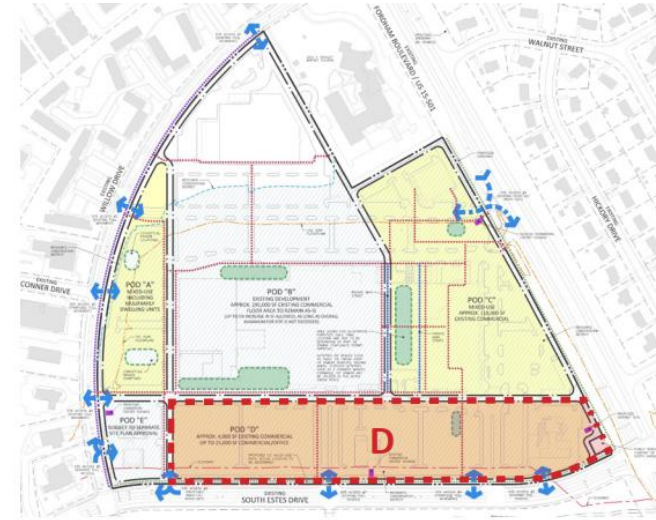


CONCEPTUAL RENDERING OF KIOSK A



POD D

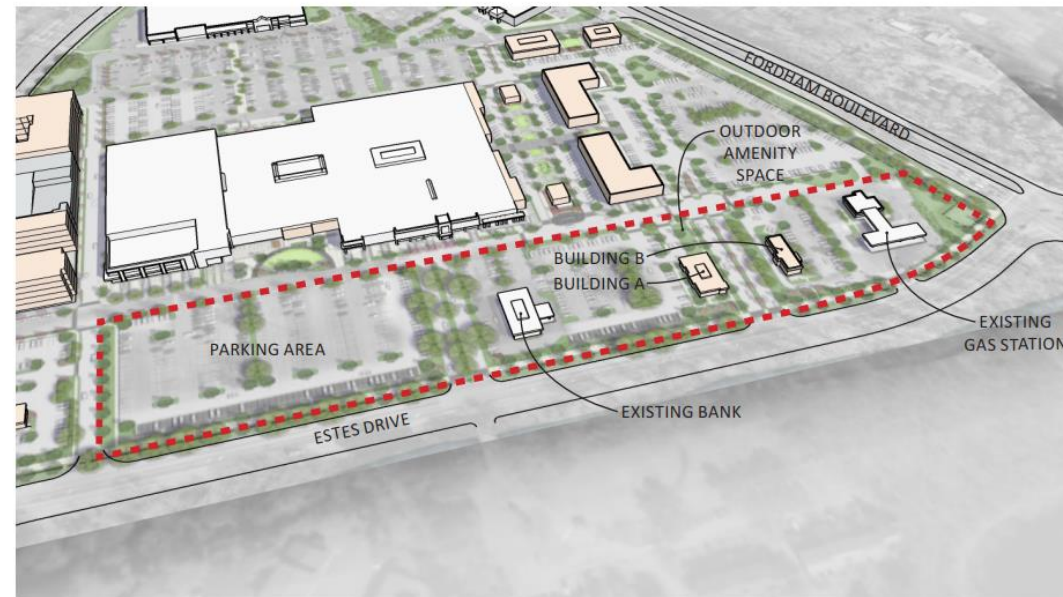
Pod D includes existing parking areas and buildings to remain, amongst 2 proposed commercial buildings lining a relocated driveway. Note that this pod faces limitations to major design changes because of sensitivity to being in a floodplain. The proposed development should assist with flooding concerns because it overall reduces the amount of impervious area on site.



KEY MAP

DEVELOPMENT EXAMPLE

- Existing Gas Station: ±2,000 SF
- Existing Bank: ±2,400 SF
- Building A: ±3,500 SF Bank Commercial
- Building B: ±2,800 SF Commercial
- Outdoor Amenity Space



CONCEPT MASSING*

Active Street Edge

- New paving and landscaping provides active outdoor areas along Willow and the mall entry drive
- Retail along street edge provides new destinations and pedestrian connection points



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:



Silerspot 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*

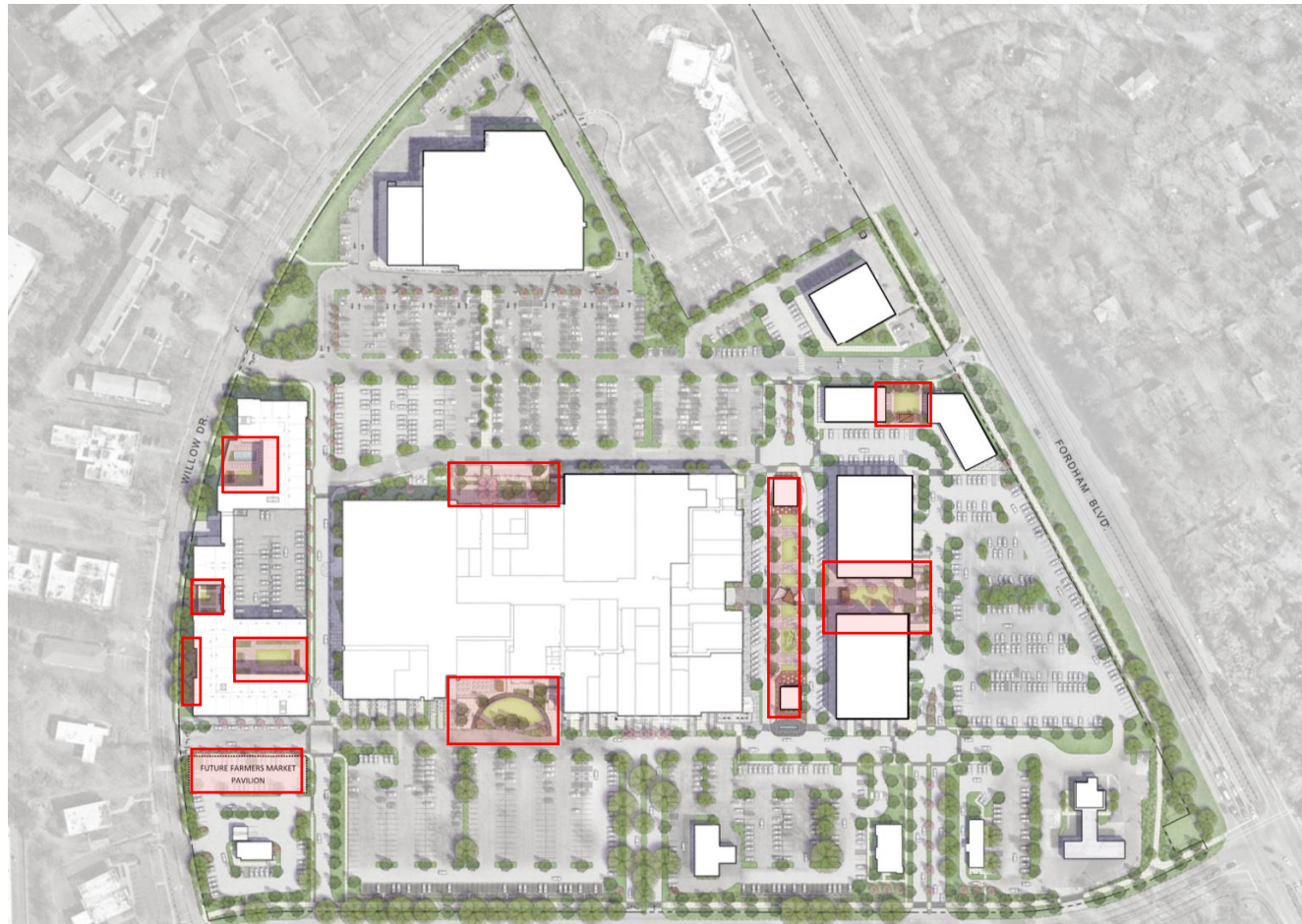
Existing mature trees to remain are similar height to building along Willow Dr. To help ensure trees remain healthy through construction, building is setback further (typically 30' - 40' from curb).

Building includes significant articulation along public ROW

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

PROJECT SHOULD ADD MORE GREEN SPACE

- New green spaces will be focal point of redevelopment



PROJECT SHOULD DECREASE IMPERVIOUS AND ADD MORE GREEN SPACE



PROPOSED CHANGES

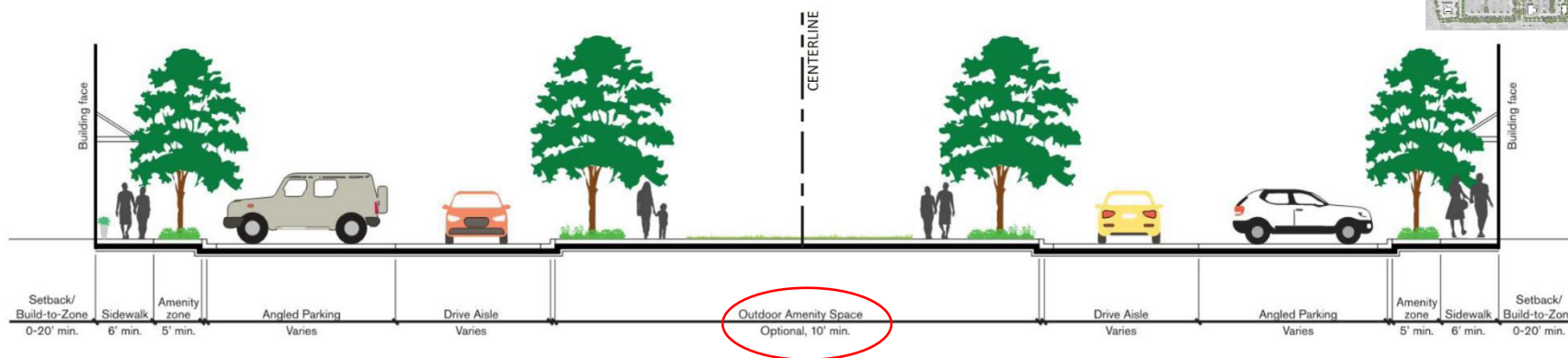
INTERNAL MAIN STREET

Concern

Amenity Area was originally listed as “Optional” with 10’ minimum width

Adopted Change

The word “Optional” was removed from Outdoor Amenity Space area and the minimum width of Outdoor Amenity Space increased to 50’



BUILDING HEIGHTS

Concern

No height minimum on new buildings

Adopted Change

Buildings within highlighted area in Pod C, including “L” shaped buildings originally proposed as single story, now required to be multi-story (no single-story structures would be allowed in that area)

