



## Legislation Details (With Text)

**File #:** [18-0541] **Version:** 1 **Name:**  
**Type:** Discussion Item **Status:** Passed  
**File created:** 4/11/2018 **In control:** Town Council  
**On agenda:** 6/13/2018 **Final action:** 6/13/2018  
**Title:** Initiate Stakeholder Discussions about 140 West Activation and the Relocation of the Exhale Sculpture.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Draft Staff Presentation, 2. Asana Partners Design Ideas, 3. Exhale Contract, 4. Exhale Project Overview and Expenditures, 5. Exhale Plumbing Schematics, 6. 140 West Public Space and Exhale Location, 7. Staff Presentation, 8. A RESOLUTION TO INITIATE STAKEHOLDER INPUT INTO THE ACTIVATION OF 140 WEST PLAZA AND RECEIVE INPUT ABOUT THE IDEA OF RELOCATING THE EXHALE STRUCTURE (2018-06-13/R-8)

| Date      | Ver. | Action By    | Action  | Result |
|-----------|------|--------------|---------|--------|
| 6/13/2018 | 1    | Town Council | adopted | Pass   |

### Initiate Stakeholder Discussions about 140 West Activation and the Relocation of the Exhale Sculpture.

**Staff:**

Susan Brown, Executive Director  
Rae Buckley, Director, Organizational and Strategic Initiatives

**Department:**

Community Arts and Culture  
Town Manager's Office

**Overview:** At the April, 2018 Council Committee for Economic Sustainability meeting, the topic of activating the 140 West Public Plaza arose and the question was raised about the feasibility of relocating the Exhale Sculpture. The Town Manager suggested that the topic be brought before the Council for consideration.



### Recommendation(s):

That the Council receive preliminary information about the feasibility of relocating the Exhale sculpture and initiate a stakeholder input process to explore ideas for activating the 140 West Public Plaza and receive feedback about the idea of relocating the Exhale sculpture.

### Decision Points:

- We recommend that the Council initiate a stakeholder input process to explore ideas for activating the 140 West Public Plaza and receive input about the idea of relocating the Exhale sculpture.

### 140 West Plaza and the Exhale Sculpture:

- The topic of how to activate the 140 West Plaza has been discussed in forums including Downtown Work Plan feedback sessions, blog conversations and at board and commission meetings. Some of these discussions focus on the relocation of the sculpture and the addition of a different amenity

that would draw activity.

- In the summer of 2017, Town staff met with the owners of the 140 West Retail space, Asana Partners, to discuss how the space could be improved to support the retail environment and create a sense of destination in the plaza. Asana Partners engaged their architect and offered some ideas for the plaza that added social amenities, up-fit options and green space.
- The Asana Partners ideas were provided to the Council Committee for Economic Sustainability in April, 2018. At the meeting, some Council members raised the question of what design options would be possible if the Exhale sculpture were relocated.
- The Town Manager recommended that this discussion be referred to a Council business meeting and that staff provide more information about our contractual obligations to the Exhale sculpture.

### Exhale Sculpture Contract and Infrastructure:

- The Exhale Sculpture was commissioned via an agreement in 2008 by the Town and Ram Development. A site plan showing the location of the sculpture is attached.
- The agreement includes a provision that the artist has the right to approve plans by the Town to dismantle or relocate Exhale.
- The agreement also states that the Town reserves the right to deaccession Exhale if it determines it is detrimental to public safety.
- The agreement estimated that the cost to design, build and install the sculpture would be \$527,000 dollars. This amount included the administration and design costs, as well as the cost of materials and installation. The costs of the Exhale sculpture were estimated at \$263,000 dollars and the cost of the underground infrastructure was estimated at \$50,000 dollars. The estimated cost of the light and plumbing features was \$41,150 dollars.
- The Exhale sculpture is located in the public plaza space of 140 West that extends along Franklin and Church Street and between the retail spaces facing the interior of the courtyard. Exhale does not include the planter with trees. At this time, we do not have a definitive answer on whether Exhale includes the tinted concrete designs in the courtyard that create a visual arc.





### Stakeholder Outreach Process

- Tonight we recommend that the Council initiate a stakeholder input process to explore ideas for activating the 140 West Plaza and receive input about the idea of relocating the Exhale sculpture.
- The stakeholder input process would take place in the summer and include outreach to the Exhale artist, 140 West Residents, Boards and Commissions, Downtown Businesses and other stakeholder groups to explore ideas for activating the 140 West Plaza and test the idea of relocating the Exhale sculpture.
- During this time, staff would continue to gather information about the feasibility of relocating the Exhale sculpture including cost estimates and possible site locations.

**Fiscal Impact/Resources:** There is no fiscal impact to conducting a stakeholder input process to explore ideas for activating the 140 West Plaza and receive input about the idea of relocating the Exhale sculpture. Staff will continue to explore the cost of relocating the Exhale sculpture from the 140 West Plaza.

### Council Goals:

|                          |   |                             |                                     |   |                                 |
|--------------------------|---|-----------------------------|-------------------------------------|---|---------------------------------|
| <input type="checkbox"/> |  | Create a Place for Everyone | <input checked="" type="checkbox"/> |  | Develop Good Places, New Spaces |
|--------------------------|---|-----------------------------|-------------------------------------|---|---------------------------------|

|                          |   |                              |                          |   |                                  |
|--------------------------|---|------------------------------|--------------------------|---|----------------------------------|
| <input type="checkbox"/> |  | Support Community Prosperity | <input type="checkbox"/> |  | Nurture Our Community            |
| <input type="checkbox"/> |  | Facilitate Getting Around    | <input type="checkbox"/> |  | Grow Town and Gown Collaboration |



**Attachments:**

- Draft Staff Presentation
- Resolution
- Asana Partners Design Ideas
- Exhale Contract
- Exhale Overview and Expenditures
- Exhale Plumbing Schematics
- 140 West Plaza Public Space and Exhale Location

**A RESOLUTION TO INITIATE STAKEHOLDER INPUT INTO THE ACTIVATION OF 140 WEST PLAZA AND RECEIVE INPUT ABOUT THE IDEA OF RELOCATING THE EXHALE STRUCTURE (2018-06-13/R-8)**

WHEREAS, the Council is interested in ideas for activating the public space of the 140 West Plaza; and

WHEREAS, the Council is interested in options that would be feasible if the Exhale sculpture were relocated; and

WHEREAS, there are downtown stakeholders that have ideas and feedback about how to activate the 140 West Plaza;

NOW, THEREFORE, BE IT RESOLVED by the Council of the Town of Chapel Hill June 13, 2018 to explore ideas for activating the 140 West plaza and receive input about the idea of relocating the Exhale sculpture.

This the 13<sup>th</sup> day of June, 2018.

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**The Agenda will reflect the text below and/or the motion text will be used during the meeting.**

PRESENTER: Susan Brown, Executive Director for Community Arts and Culture  
Rae Buckley, Director of Organizational and Strategic Initiatives

RECOMMENDATION: That the Council initiate a stakeholder input process to explore ideas for activating the 140 West plaza and receive input about the idea of relocating the Exhale sculpture.