



### Project Overview

- McAdams Co., on behalf of Chapel Hill Franklin Street Labs 1, LLC, requests a Town Center-3-Conditional Zoning District (TC-3-CZD) to construct 348,000 to 416,000 square feet of research lab, office, and retail space in downtown Chapel Hill.
- The applicant requests a maximum building height of 165 feet.
- The project is expected to include a public plaza on West Franklin Street and provide improved pedestrian connectivity between West Franklin Street and West Rosemary Street.
- The project will include approximately 100-120 underground parking spaces on-site and will rely primarily on off-site parking.

### Staff Recommendation & Analysis

<input checked="" type="checkbox"/>	Staff will recommend that Council <b>approve the project</b> . Staff ask the Planning Commission to review the project and provide a recommendation to Council.
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- 1. Current Tenants:** Staff do not recommend the inclusion of any ordinance conditions regarding the displacement of current tenants.

The displacement of current tenants of the project site has been a major element of the public conversation regarding the proposed development. The applicant is working with current tenants to assist with relocation. The Town also created a grant program to assist downtown businesses with relocation costs.

- 2. Parking:** Staff recommend that the applicant should not be eligible to receive a Zoning Compliance Permit until they submit an adequate parking management plan to the Town Manager.

In response to concerns voiced during Concept Plan Review, the applicant has significantly reduced the amount of on-site parking and moved all parking spaces underground. As a result, the completed project will rely heavily on off-site parking.

To demonstrate that the completed project will be adequately parked, the applicant will be required to provide a parking management plan prior to receiving a Zoning Compliance Permit.

- 3. Building and Site Design:** Staff recommend that the applicant coordinate extensively with the Community Design Commission and the Town Urban Designer to create design principles for the site.


As is appropriate for an application for a Conditional Zoning, the applicant has not provided detailed architectural drawings or plans for its proposed building or public elements of the project site. However, because of the project's prominent downtown location, there is a strong Town interest in ensuring that the public-facing elements of the project are well designed. Therefore, prior to issuance of a Zoning Compliance Permit, the applicant should be required collaborate with the Town Urban Designer and the Community Design Commission in developing design principles for the site.

**4. Modifications to Regulations:** Staff recommend that Council approve all requested modifications to regulations.

Staff have reviewed all requested modifications to regulations and find that the public purpose is served to an equivalent or greater degree by the requested modifications. Modifications are shown in Ordinance A and the applicant materials.

*Summary of Comprehensive Plan Consistency*

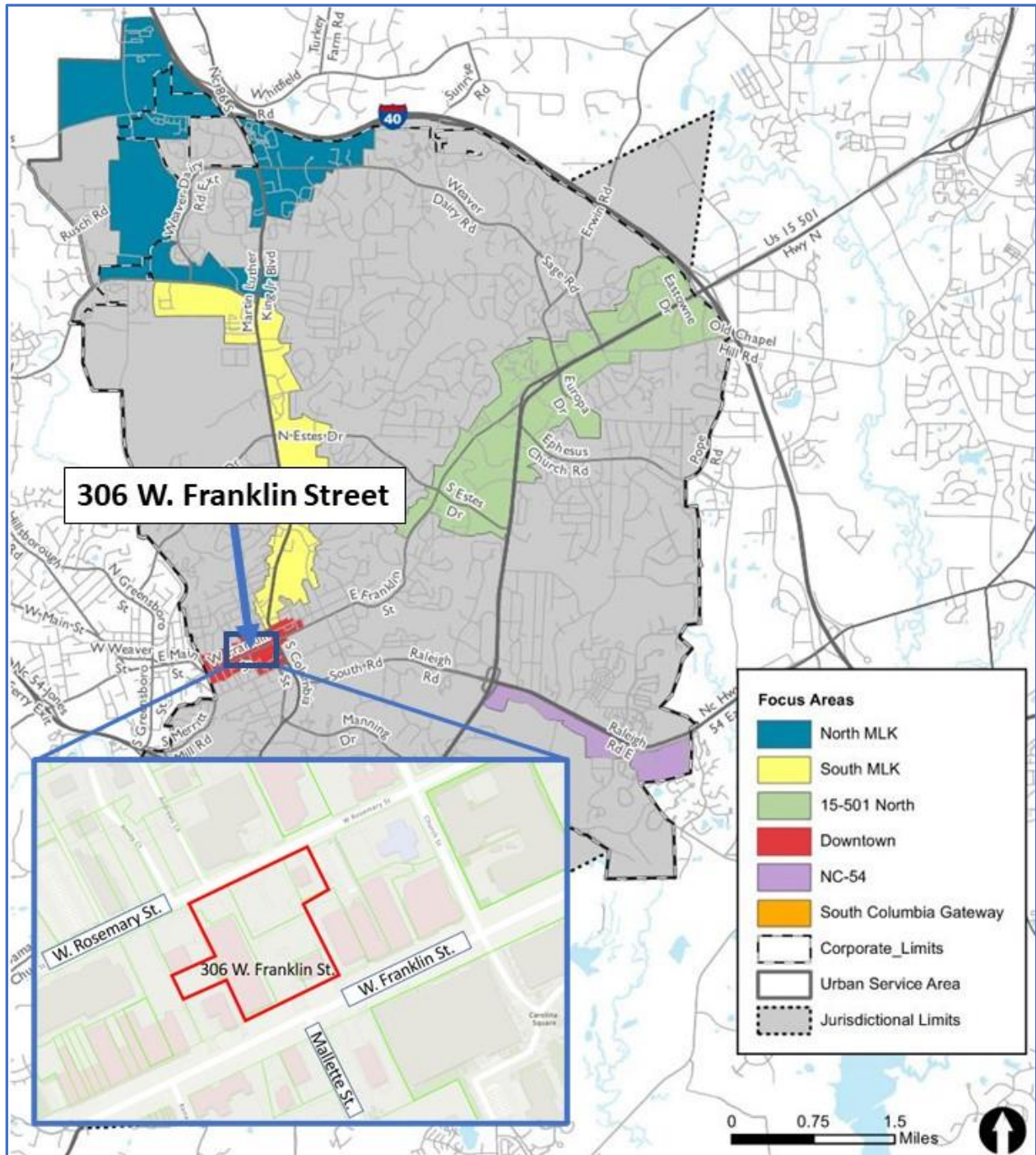
Viewed through the holistic lens of the [Complete Community Strategy](#), this project meets the Town’s strategy for growth. No single issue raised below should be considered in isolation.

<input checked="" type="checkbox"/> Consistent	 Somewhat Consistent	<input type="checkbox"/> Not Consistent	<b>N/A</b> Not Applicable
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<input checked="" type="checkbox"/>	<b>Chapel Hill will direct growth to greenways, transit corridors, large infill sites with existing infrastructure, and smaller infill sites.</b>
	<ul style="list-style-type: none"> <li>The project involves the redevelopment of multiple underutilized parcels in downtown Chapel Hill with easy access to transit and multimodal transportation.</li> </ul>
<input checked="" type="checkbox"/>	<b>Goal 1: Plan for the Future Strategically</b> Associated Comp. Plan Elements: <ul style="list-style-type: none"> <li><a href="#">Future Land Use Map</a></li> <li><a href="#">Shaping Our Future</a></li> </ul>
	<ul style="list-style-type: none"> <li>Located in the Downtown Focus Area.</li> <li>Provides commercial/office space as called for in the FLUM.</li> <li>The proposed building heights exceed the typical building height guidance (approx. 96 feet) in the FLUM. The impact of the project’s height will be somewhat mitigated because it sits in a low point along West Franklin Street.</li> <li>The project has the potential to bring a significant number of year-round jobs to downtown Chapel Hill.</li> </ul>
<input checked="" type="checkbox"/>	<b>Goal 2: Expand and Deliver New Greenways for Everyday Life</b> Associated Comp. Plan Elements: <ul style="list-style-type: none"> <li><a href="#">Mobility &amp; Connectivity Plan</a></li> <li><a href="#">Connected Roads Plan</a></li> </ul>
	<ul style="list-style-type: none"> <li>The project is in the core of Chapel Hill’s walkable downtown and will be well-served by transit.</li> </ul>
<input checked="" type="checkbox"/>	<b>Goal 3: Be Green and Provide Housing</b> Associated Comp. Plan Elements: <ul style="list-style-type: none"> <li><a href="#">Climate Action &amp; Response Plan</a></li> </ul>
	<ul style="list-style-type: none"> <li>The project will contribute to the Climate Action and Response Plan strategy for walkable, bikeable, transit-served development patterns.</li> <li>The project is expected to achieve LEED Gold certification.</li> <li>Because the project will result in a net decrease of impervious surface, there is no requirement for stormwater treatment. However, the applicant has agreed to treat 10% of the site’s existing impervious surface.</li> </ul>
<input checked="" type="checkbox"/>	<b>Goal 4: Plan for Excellence in the Public Realm and Placemaking</b>
	<ul style="list-style-type: none"> <li>The applicant has consulted with the Town Urban Designer and will improve the public realm by providing a public plaza along West Franklin Street and significantly improving pedestrian connectivity between West Franklin Street and West Rosemary St.</li> </ul>

- The project will not include any garage entrances, loading docks, or parking garages directly off either of its street frontages. Instead, all services and parking will be accessed via an internal alley.

*Project Location*



*Attachments*

**Applicant Materials**

1. Site Plan
2. Applicant's Requested Modifications to Regulations
3. Applicant's Statements of Justification and Compliance

**Draft Ordinance and Resolutions**

4. Resolution A – Consistency and Reasonableness
5. Ordinance A – Approving the Application