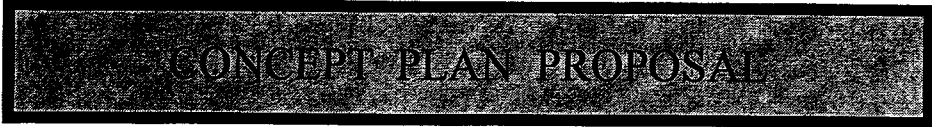


TOWN OF CHAPEL HILL



Applicant Information

Name: JOSH GURLITZ, GGA ARCHITECTS
Address: 308 W. ROSEMARY STREET, SUITE 302
City: CH State: NC Zip: 27516
Phone (Work): 929-7595 FAX: 929-967 E-Mail: josh@i-999.com

Property Owner Information (included as attachment if more than one owner)

Name: GREENBRIDGE DEVELOPMENTS Phone LLC, PHONE: 942-5309
Address: 8300 PICKARDS MOUNTAIN ROAD
City: CHAPEL HILL State: NC Zip: 27516

Development Information

Name of Development: GREENBRIDGE
Tax Map: 92 Block: C Lot(s): 14, 15 Parcel ID #:
Address/Location: WEST ROSEMARY ST.
Existing Zoning: TCII New Zoning District if Rezoning Proposed
Proposed Size of Development (Acres / Square Feet): 1.32 / 57,499
Permitted / Proposed Floor Area (Square Feet): 140,600 / 180,000
Minimum # Parking Spaces Required: #Proposed 195
Proposed Number of Dwelling Units: MIXED USE # Units per Acre MIXED USE
Existing / Proposed Impervious Surface Area (Square Feet):

Is this Concept Plan subject to additional review by Town Council? YES

The undersigned applicant hereby certifies that: a) the property owner authorizes the filing of this proposal b) authorizes on-site review by authorized staff; and c) to the best of his/her knowledge and belief, all information supplied with this proposal is true and accurate.

Signature: [Handwritten Signature] Date: DEC 15, 05

Please submit 20 sets of all materials, or 35 sets of all materials including reduced (8 1/2" by 11") copies of all plans if the Concept Plan is subject to additional review by the Town Council, no later than the first day of the month. Materials must be collated and folded to fit into a 12" x 15" envelope.

The Community Design Commission meets regularly on the third Wednesday of each month. Meetings with the Town Council will be scheduled after the Community Design Commission meeting. For confirmation of meeting dates and the placement of your request on the agenda, please call the Planning Department at (919) 968-2728.

GREENBRIDGE

FLOOR AREA CALCULATION

Zone, TCII	GLA	FAR	Floor Area allowed
Basic	63,429 s.f.	1.97	124,600 s.f.
Multi-family Bonus	5% or 1,000 s.f.		1,000 s.f.
Vertical Mixed Use Bonus	15% or 15,000		15,000 s.f.
Site Totals			140,600 s.f.

GREENBRIDGE
DEVELOPERS STATEMENT
WEST ROSEMARY STREET
CHAPEL HILL

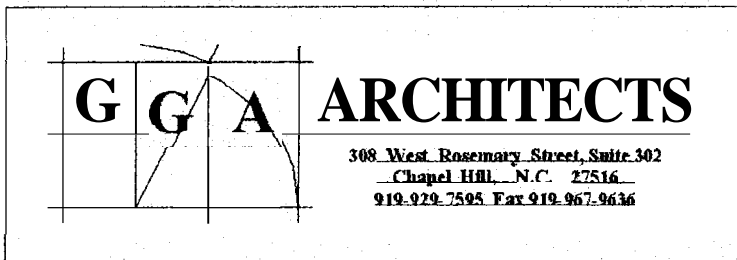
CONCEPT PLAN
DECEMBER 15, 2005

GREENBRIDGE PARTNERS, LLC



Coulter | Jewell | Thames^{PA}
Planning for the Future.

WILLIAM McDONOUGH+PARTNERS
Architecture and Community Design



GREENBRIDGE
WEST ROSEMARY STREET
CHAPEL HILL, N.C.

DEVELOPER'S PROGRAM
CONCEPT PLAN REVIEW
DECEMBER 15, 2005

Introduction

This is a request for review of a Concept Plan describing the removal of several commercial buildings and the development and construction of a mixed-use building as described herein and on the accompanying plans, on West Rosemary Street. The proposed redevelopment property is located wholly in downtown Chapel Hill and within the Town Center II zoning district.

Background

Several properties will be recombined to form this single lot on which this proposed structure will be located. The northernmost of these properties now includes a single storey residential structure that has been used most recently for commercial purposes. A second building is frame and brick and includes multiple residential units. The property to the east includes a single storey wood framed building that is now used as a restaurant. Another property to the south includes a single story block building used as a church.

West Rosemary Street has experienced significant change within the last several years, with the mixed use developments of the Fountains and Rosemary Village each within ¼ mile, and the development of the Warehouse, an apartment building, close to this property to the east. The town's Downtown Development Initiative will also create changes to this street.

General Site Description

The property consists of several lots totaling approximately 54,000 square feet, located on the south side of West Rosemary Street between the intersection of Graham Street and West Rosemary Street to the east, and the intersection of Merritt Mill Road and West Rosemary Street to the west. The area map and site map that accompany this request show the exact location of the property. At present the property is occupied by four structures.

The proposed project as shown on the Concept Plan includes the removal of these structures and the development of a single mixed use structure with parking below the building. There are two levels of structured parking below grade.

Goals and Objectives:

Greenbridge is a proposed mixed use project to be located in the Midway neighborhood in the Town Center 2 zoning district. This area is at the west end of West Rosemary and West Franklin streets and is bordered to the west by Carrboro.

Greenbridge is situated on an assemblage of lots bordered by West Rosemary Street to the north, Merritt Mill Road to the west and Graham Street to the east. To the south it is bordered by other lots accommodating midway businesses including the new Empowerment building named Midway, Crooks Comer, Passport Motors automobile repair and others. The gross land area is greater than 1 acre.

Greenbridge is a unique and extraordinary project in many ways. The people developing Greenbridge are not real estate developers, but are citizens of Chapel Hill who have a clear vision about sustainability and want to create an example for the future. They include a local environmentalist, who has committed himself to a variety of sustainable investments in organic farming, renewable energy, biodiesel and now green building. They also include a Professional Engineer with LEED Accreditation who has served on Habitat for Humanity of Orange County Board for the last six years. This philanthropist and the others are committed to social equity and to the recognition of the historical roots of this neighborhood. See the appended biography section for more detail about who these remarkable people are.

Central to the creation of this project are a set of ideas that underlie and inform the full range of decision making necessary for this kind of real estate investment. These ideas include, briefly:

A commitment to sustainable principles in the construction and use of this project. The intent is to build the first LEED certified building in downtown Chapel Hill. LEED, the acronym for Leadership in Energy and Environmental Design, is the national standard for green building developed by the US Green Building Council. It is a framework for the construction of high performance buildings emphasizing energy efficiency, natural day lighting, indoor air quality, and the responsible use of natural resources. Once complete the building will be used as a learning center for sustainable practices, including the visionary Cradle to Cradle concept developed by William McDonough in his book "Cradle to Cradle – Remaking the Way We Make Things".

2) A commitment to expressing and showcasing the roots of this rich historical area. Jazz greats and Elizabeth Cotton performed on this soil. A self-sustaining African-American business community rose up in this neighborhood and deserves recognition. Even today remnants of this commercial history remain along side an empowered residential community.

3) A commitment to connecting the emerging, exciting, western Chapel Hill business corridor with the vibrant and energetic Carrboro commercial core.

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The name Greenbridge is more than a convenient tag..it is emblematic of the set of ideas which motivate this project. Greenbridge is intended to be "Green" and to be a LEED achiever. Greenbridge is intended to be a "bridge" between the past and the future as well as between Chapel Hill and Carrboro.

Greenbridge will be a mixed use, urban residential and retail complex that endeavors to be the model for high performance energy efficient green (LEED) building for Chapel Hill. Beyond its environmental sensitivity, Greenbridge has a second major objective; namely, social responsibility. The south side of Rosemary Street between Graham and Merritt Mill has been in decline for nearly three decades. Once the home of a grocery store, restaurants, jazz musicians, the Mason Motel, and small businesses, the property has fallen into serious disrepair. Greenbridge will revitalize the West End of Chapel Hill, provide needed services to the local community, and bridge the walkable communities of Chapel Hill and Carrboro.

The project team assembled by these developers underscores their commitment to these ideas. Tom Tucker, a pre-eminent local developer is managing the development of the project. Tom is both an investor and development manager. Coulter Jewell Thames provides land planning services with a long and rich history of conservation, planning and landscape development. GGA Architects, a member of USGBC and LEED accredited, is working with William McDonough+Partners of Charlottesville on the architecture of the project. William McDonough is an internationally recognized authority on ecologically intelligent design and is the creator of the Cradle to Cradle concept. (Please see www.mcdonough.com). GreenTech complements the team for LEED systems implementation and engineering.

Guiding Principles for Site and Building:

"We see a renewably powered world full of safe and healthy things, with clean air, water, soil and power, economically, equitably, ecologically, and elegantly enjoyed."

-- William A. McDonough, FAIA

What if a building was so active and responsive to its surroundings that it came to be seen as a living organism? To envision this, imagine a building like a tree: enmeshed in the landscape, it harvests the energy of the sun, makes oxygen, distills water, shelters birds, plants and other species within its footprint, and provides beauty and comfort for its neighbors. This building would be a life-support system in harmony with energy flows, human souls, and other living things.

The **Greenbridge** team has sought to imagine just such a life-affirming example with this mixed use proposal for Chapel Hill that:

- 1) Promotes human health;
- 2) Restores the air, water, and land on which life depend;
- 3) Offers a replicable model of sustaining community development; and

- 4) Contributes to the quality, diversity, and economic and environmental vitality of its local, regional, and national communities.

The design concept presented here gives form to positive environmental objectives and builds on the concept of *eco-effectiveness* that underlies the designs and writings of lead designer William McDonough. Rather than simply seeking to minimize the negative impacts of humans on the natural world using a "Triple Bottom Line" approach, this approach to sustainable, or better yet, "sustaining" design regards all actions as opportunities to contribute to the "Triple Top Line" of economic, environmental, and social well-being. As outlined by Mr. McDonough in *The Hannover Principles: Design for Sustainability* (1992), the positive effects yielded by this approach draw from the principles of nature's laws: waste equals food, use current solar income, and celebrate diversity.

Recognizing sustainability as an evolving process, Mr. McDonough's latest articulation of this approach proposes a *Cradle to Cradle* approach, a design philosophy suggesting that all artifacts of human production should, like nature, be powered by the sun and use materials in endless productive cycles. Taken in full, this approach to the design of **Greenbridge** provides a model of hope, abundance, and prosperity for the future while celebrating the human community's symbiotic relationship with nature.

"All Sustainability is Local"

All sustaining design is a local event. The design of **Greenbridge** will seek to create buildings that become truly indigenous through the use of orientation, materials and resources that are regionally appropriate. The project will support local industries and skilled workers to the extent possible.

Solar Access

The design will be mindful of the path of the sun, allowing access to sunlight for all public spaces and apartments to the extent possible.

Flows

The design will seek to generate power and collect water on site, responding to water and energy flows. Spaces will be designed to optimize energy use, comfort, individual control, feedback and adaptability.

Materials

The project will seek to identify safe, appropriate materials that meet Cradle to Cradle protocols.

Roofs

Roof surfaces will be designed to be productive- used to grow plants and food, generate power, and provide places to play and rest.

A Building that Teaches

The project will render visible the sustaining design strategies and technologies implemented in the design. A public education center and plaza will be central to revealing that story.

Vibrant Public Space

The project will provide a vibrant and welcoming public marketplace and educational center at the important corner of Rosemary Street and Merritt Mill Road that will celebrate the multicultural and intergenerational traditions of the neighborhood.

Massing and Scale

The vertical massing of the program will allow for openings between building elements that will allow the sun to penetrate and pass through the site and create a more appropriate scale along city streets.

Community Connection

The project provides a public path through the site that symbolically bridges Chapel Hill and Carrboro, and enriches a walking experience that bridges the central Franklin Street and Carrboro neighborhoods.

Appendix A : A Mandate For Ecologically Intelligent Design in Chapel Hill

On February 16, 2005, the Kyoto Protocol took effect in 141 countries. Without federal leadership on global warming pollution, US cities and states are taking local action to curb greenhouse gases. Chapel Hill is one of 188 cities across the US to sign the US Mayors Climate Protection Agreement. In addition, the Town Council of Chapel Hill, in collaboration with UNC-CH, recently adopted carbon reduction goals of 60% by 2050.

Green cities employ a variety of methods to achieve their goals. In Burlington, Vermont, 31% of the city's energy comes from renewable sources and 8% of the city's population eats food produced on farms within the city limits. In Boulder, Colorado, the city's Transportation Resource Center offers free recycled bikes to community members, and public transportation runs on biodiesel. In Madison, Wisconsin, the bike to car ratio is 3:2. Portland Oregon, a model green city, leads the nation in green building practices, with the highest number of projects registered for LEED (Leadership in Energy and Environmental Design) certification.

On August 5th, 2005 five contiguous lots comprising nearly 3/5ths of a city block were purchased by a local group of socially responsible investors. The partners of Greenbridge intend to build model green projects that deliver on the Town's stated objectives in the Comprehensive Plan and those related to "greening" the Town. Greenbridge will be a mixed use residential and retail complex located in perhaps the most economically depressed block in the Town Center.

On October 20-21, a planning session was convened with community leaders, architects, builders, and engineers to define the guiding principles and preliminary design of the project. The architects are William McDonough, featured on the cover of Time Magazine as a "Hero of the Planet" (Charlottesville, VA), and Chapel Hill's own Josh Gurlitz of GGA Architects.

The guiding principles agreed at the planning session are that the project meet three equally critical criteria; namely (1) social responsibility, (2) environmental sensitivity, (3) economic viability. All decisions on the project will be evaluated against these three criteria.

Specifically, the goals are to bring life and community back to the block, create a model for environmental sustainability, and produce economic vitality for the community. The preliminary design includes roughly 160,000 SF of residential space and 20,000 SF of office and retail space. Features of the building concept include abundant use of solar daylighting, innovative rainwater catchment systems, underground parking, green rooftops and terraces, and a community green space.

Discussions with community and church leaders about affordable housing, recreational enhancements, and parking are already underway. A thorough vetting of retail and commercial data and anecdotal information from the community will become the foundation for the types of retail establishments that will be recruited to the site. The goal is to complement existing Town services and retail establishments and round out the complement of needed services to revitalize the community.

The complex complement of needed services to revitalize the community. The complex will teach children and adults about the critically important issues of energy conservation and sustainability. It will also be a center for activity bridging Chapel Hill and Carrboro.

Doug Crawford-Brown, Director of the UNC-CH Carolina Environmental Program and of the U.S. Arm of the WW Carbon Reduction Program put it this way:

"Chapel Hill, North Carolina, the U.S. and the world must move towards a significant reduction in carbon dioxide emissions over the next several decades. While there are essential roles for state, national and international organizations, the program of change will begin with the ways we design and occupy our towns and the buildings within them. Projects such as the one being developed by Tim Toben and his partners represent that important first step. Their project will set the standard for how future development in Chapel Hill and elsewhere must take place. I am excited to see this opportunity for carbon reduction in Chapel Hill taking form in the buildings, landscapes and activities that will be found on the site when construction is finished. It will be a beacon for future sustainable development and for the education of our students."

James Protzman, former member of Chapel Hill Town Council:

"This is the kind of environmental leadership and responsibility we should expect from every development in Chapel Hill," says James Protzman, a former member of the Chapel Hill Town Council. "I hope the town can dramatically accelerate the development review process to make this project work."

Lex Alexander, owner of 3 Cups and member of West End Partnership:

"Greenbridge is exactly the kind of new development we need downtown and we need it asap....we are losing bright, young people, who are interested in urban living, to other places because we have so little to offer them. The values of the project are closely aligned to those of this community. Small independent retailers like 3 CUPS desperately need people living and working downtown.

Appendix B: Green Building

What is Green Building?

Green building is the design, construction and operation of high performance buildings emphasizing energy efficiency, natural day lighting, indoor air quality, and the sustainable use of natural and renewable resources.

Why Green Building?

Four percent of the world's population lives in America yet we consume over 30% of the world's resources and emit over 40% of the world's greenhouse gasses. Our consumption patterns are the result of life style choices made years ago when energy was cheap and the earth's resources including clean air and water were thought to be inexhaustible. Most of our buildings today, our suburban neighborhoods, and our excessively large homes reflect these outdated life style choices.

Our buildings consume approximately 37% of the energy and 68% of the electricity used in the US. New construction consumes 40% of raw stone, gravel and sand and 25% of virgin wood. Construction and demolition waste constitute about 40% of the solid waste stream in the US. We extract 3.7 trillion gallons of water per year more than they return to the natural water systems. We spend on average 90% of their time indoors where levels of pollutants, often escaping from our building materials, can run two to five and occasionally 100 times higher than outdoor levels. Green building practices mitigate these problems by optimizing the use of natural resources, reducing non-renewable energy consumption, minimizing waste, encouraging urban development, improving indoor air quality, preserving farmlands and natural habitats, and reducing demands on the public infrastructure – all while reducing building life cycle costs.

What is LEED?

To encourage, facilitate and standardize green building, the US Green Building Council developed the LEED rating system. LEED, which stands for Leadership in Energy and Environmental Design, is a voluntary, market driven, national standard for building high-performance, sustainable buildings. It provides a framework for assessing building performance and sustainable practices based on well-accepted scientific standards. It emphasizes state of the art strategies for site selection and development, water savings and treatment, energy efficiency, materials selection and reuse, and indoor air quality. Although relatively young, green building has already captured roughly 5% of the construction market and is sure to grow as the social consciousness for sustainable living increases, and the costs of energy, raw materials, and waste disposal rise. Greenbridge proposes to build the first LEED certified building in downtown Chapel Hill.

Appendix C: Partner Biographies

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Michael Cucchiara and Marty Hayes

Michael Cucchiara and his wife, Marty Hayes, moved to this area in 1993 from San Francisco. Until recently, they were both very active in the sales and distribution of irrigation and landscape products throughout the western US and the manufacturing of irrigation products globally. Marty has consulted for the Carolina Farm Stewardship Association and Whole Foods Market and currently sits on the Board of the NC Museum of Art. Michael is on the board of directors for the Contemporary Art Museum in Raleigh, The Jimmy V Foundation for Cancer Research and the recently created Center on Poverty,

Work and Opportunity at the UNC School of Law. They have a 30 acre organic farm in Chatham County with a Chapel Hill mailing address.

Richard Dlesk and Martha Hoylman

Richard Dlesk and Martha Hoylman have lived in Chapel Hill for over 5 years with their twin daughters. Rich runs a residential Home Audio/Video Entertainment business in Chapel Hill. He has been an active YMCA volunteer and currently serves on the Chapel Hill YMCA Board of Directors. Martha works as a Business Analyst/Project Manager for Orange County Government. She is a member of the Orange County Affordable Housing Advisory Board since 2001 and is the past chairperson, a member of the Chapel Hill Technology Advisory Committee, and past member of the Orange County Commission for Women. Martha is also a volunteer facilitator for the Carrboro Dispute Settlement Center.

Frank Phoenix

Frank Phoenix has lived in Chapel Hill area since entering UNC as a freshman in 1970. He and his wife Kaola have two children, Austin a freshman at Virginia Tech and Marin, a freshman at East Chapel Hill High School. Mr. Phoenix is a Professional Engineer and LEED Accredited Professional. He currently serves as President of the Fenwick Foundation and supports and works with organizations that help children in need and their families. He also serves on the board of the Triangle Community Foundation and has recently retired from the Habitat for Humanity of Orange County board after six years of service. While with Habitat he helped increase their land inventory from 2 years of building stock to 8 years of building stock. Prior to joining the Fenwick Foundation Mr. Phoenix served for 23 years as an "environmental auditor" for EPA and private industry assessing facility compliance with State and Federal air pollution regulations.

Tim Toben

After graduating from UNC-CH in 1981 with a degree in zoology, Tim Toben started an ice cream business on Graham Street, near the Chapel Hill site of Greenbridge. Mr. Toben sold his shop to attend graduate school at the University of the Pacific, returning to Chapel Hill in 1988. In 1991, he founded Customer Management Services, Inc, a database and analytic firm, which later became KnowledgeBase Marketing, Inc of Chapel Hill. He served as their CEO until selling the company in 1999.

Mr. Toben runs the Pickards Mountain Farm in western Orange County. He serves on the Boards of NC Environmental Defense and the Carolina Environmental Program at UNC-CH. He was recently appointed to the NC Legislative Commission on Global Climate Change. Mr. Toben is married to Megan Toben and has four children -- Nathan, Danny, Marley, and Kaia.

Thomas C. Tucker

Tom Tucker has been working on the development of downtown Chapel Hill mixed use condominium projects for several years. His most recent project, Rosemary Village, is the largest and most successful mixed use condominium project sold in Chapel Hill to date.

Tom relocated to North Carolina 20 years ago to work as an Electrical Engineer in the Research Triangle Park. He moved to Chapel Hill 16 years ago and began to dabble in the wonderful real estate opportunities Chapel Hill has to offer. Tom's real estate interests include the development of subdivisions, multifamily housing, mixed-use residential/retail projects, affordable housing as well as residential & commercial rental properties. He has owned and operated Carolina Car Wash & Detail Inc. since 1997.

Tom also participates in the following downtown & community groups:

1. Northside Community Watch
2. Sykes Street Committee
3. Member of the Northside Conservation District Committee
4. Board Member, Chapel Hill Downtown Partnership
5. Member of Downtown Streetscape Committee
6. Member of Inclusionary Zoning Committee

**GREENBRIDGE
WEST ROSEMARY STREET
CHAPEL HILL, N.C.**

**CONCEPT PLAN REVIEW
DECEMBER 2005**

**STATEMENT OF COMPLIANCE WITH TOWN'S DEVELOPMENT
GUIDELINES**

We believe this proposal complies with the many of the Goals set forth in the Chapel Hill Land Use Ordinance.

In general, the proposal will replace an existing amalgamation of small, residential scale buildings (several in poor condition) and gravel parking lots that are not of an urban appeal or scale. The new facility will be of a size and character that will contribute to the growing vibrancy and revitalization of the western portion of Downtown Chapel Hill, enhance the emergent appeal of West Rosemary Street, and bring more residential and business opportunities to this portion of the community.

The specific Goals, and the manner in which the proposal complies, are as follow:

The development will further the Town's goals of creating a compact, urban form of development by re-developing an existing in-town site. This site currently is occupied by suburban scale buildings and gravel parking lots that are not in keeping with an urban form of development. Water, sewer and other facilities already serve the property, and it is presently developed with a fairly high amount of impervious surface. The proposed new buildings, therefore, will not require an expansion of existing public facilities or infrastructure. By providing housing and commercial opportunities at this location, we would posit that a similar amount of development would not need to occur in a more suburban location.

The development will further the Town's goals of creating a walkable community, with less reliance on the automobile. The site is strategically located between the Carrboro and Chapel Hill Business Districts, and within walking distance of both. It is within walking distance of several established residential communities, the University, several churches, restaurants, service businesses and Carr Mill Mall, which has 2 grocery stores (a rarity for a downtown location). The site is also adjacent to at least 2 bus routes, and just 2 blocks from the greenway trail that connects Carrboro to the University. It is also within 2 blocks of the Hargraves Recreation Center. From the standpoint of location, there is little reason for the users of this facility to have need for a car.

From a design standpoint, the mix of uses will allow live/work/shop opportunities, as well as be accessible by foot from other residential and shopping destinations downtown

The development will be architecturally compatible with the character of the neighborhood. The West Downtown Chapel Hill/East Downtown Carrboro neighborhood is in transition, with several new development projects either being proposed, under construction or recently completed within one quarter mile of the site. As with those buildings, this building will use a

mixture of traditional downtown Chapel Hill materials such as brick, wood, glass and stucco to pay homage to the vernacular of material, but in a manner that is fresher and more in keeping with a modern architecture style. Of primary importance is in how the building addresses the street, and this proposal will provide a prominent first floor “pedestrian scale” through the use of transparent materials, architectural details and street furnishings to make the first floor as lively and inviting as the rest of the downtown business district.

The development will not contribute to increases in storm drainage quantity or quality, A combination of roof gardens and an underground storm water filtration and detention system will catch and filter the rainwater falling on the site to prevent any increase in water quantity and offer an increase in water quality.

The Development will further the Towns goal of being a home for environmentally responsible projects, including Carbon Reduction. An overriding development principal for this project will be to build the first LEED certified building in Downtown Chapel Hill. The Team has already participated in a 2 day LEED workshop specifically for this project, and design tenets have been established that will work toward certification. In addition, the project intends to be a leader in the use of renewable and alternative energies in the material manufacturing, construction and operational aspects of the project, so as to reduce carbon emissions and reliance on fossil fuels.