



ARCHITECTS



308 W. Rosemary St., Suite 302
Chapel Hill, N.C. 27516

ATTACHMENT 3

February 28, 2006

Mr. Gene Poveromo
Planning Department
Town of Chapel Hill
306 North Columbia Street
Chapel Hill, North Carolina 27516

re: Tax Map 80A, Lot 10
Downtown Development Initiative
Wallace Parking Deck
Concept Plan Review

Dear Gene:

Under cover of this letter please find our submittal for a Concept Plan Review for the Wallace Parking Deck site, a mixed use development on and around the Wallace Parking Deck on Henderson Street and West Rosemary Street. We are sending you 50 sets. 35 sets are for the customary Concept Plan procedure and an additional 15 sets are included for Historic District Commission review because a part of the Wallace Deck site is within the East Franklin Historic District. The documents supporting this request include:

- 1) Executed Application
- 2) Developer's Program
- 4) 50 copies of the Existing Conditions Plan at 24"X36"
- 5) 50 copies of the Site Analysis Plan at 24"X36"
- 6) 50 copies of the Concept Plan at 24"X36", including site plans, and building elevations
- 7) Statement of Compliance with Town Guidelines
- 8) Reduced copies of all plans, including location Map.

We have ordered the mailing List of all property owners within 1,000 ft of proposed development. And the labels to produce stamped, Pre-Addressed Envelopes for all Property Owners within 1,000 feet of this proposed project. Orange County Land Records has told me that they are doing some work on their main frame computer and that we will receive the labels when they are finished. We already have stamps and envelopes. I will call in to you tomorrow, March 1, if we do not have the labels by tomorrow morning.

Thank you very much for your consideration of this request. We will appreciate your review and look forward to your comments. Please feel free to call me with any questions.

Sincerely,

Josh Gurlitz

cc: Susan Tjorksen-Roussos for RAM Development
Chris Berndt for the Town of Chapel Hill

TOWN OF CHAPEL HILL ⁽¹¹⁾

CONCEPT PLAN PROPOSAL

Applicant Information

Name: RAM DEVELOPMENT GROUP
Address: 3399 PGA BLVD, SUITE 450
City: PALM BEACH GARDENS State: FLA Zip: 33410
Phone (Work): 561-630-6110 FAX: 561-630-6717 E-Mail: _____

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

Name: TOWN OF CHAPEL HILL Phone: 919-
Address: 405 MARTIN LUTHER KING JR. BLVD
City: CHAPEL HILL State: NC Zip: 27514

Development Information

Name of Development: DDI-WALLACE DECK
Tax Map: 80A Block: _____ Lot(s): 10 Parcel ID #: _____
Address/Location: _____
Existing Zoning: TC II New Zoning District if Rezoning Proposed N/A
Proposed Size of Development (Acres / Square Feet): 71,441 / 1.04
Permitted / Proposed Floor Area (Square Feet): 162,850 / 151,696
Minimum # Parking Spaces Required: 107 #Proposed 333 TOTAL
Proposed Number of Dwelling Units 99 #Units per Acre 60
Existing/Proposed Impervious Surface Area (Square Feet): 59,986 / 63,564
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: _____

Date: 2/28/04

Please submit 20 sets of all materials, or 35 sets of all materials including reduced copies (8 1/2" x 11") 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.

**DOWNTOWN DEVELOPMENT INITIATIVE
WALLACE DECK
CHAPEL HILL, N.C.**

**DEVELOPER'S PROGRAM
CONCEPT PLAN REVIEW
FEBRUARY 28,2006**

Introduction

This is a request for review of a Concept Plan describing the development of the Wallace Deck site within the Town Center II zone. Part of this proposal occurs within the East Franklin Historic District. Part of this site is also adjacent to the Town Center-I zoning district. This proposed development includes the construction of mixed-use buildings as described herein and on the accompanying plans, around the town owned Wallace Parking Deck

Background

The building program that we are proposing is based on the in-depth information provided in the Request For Proposal(s) (RFP) issued by the Town of Chapel Hill in 2005 blended with the developer's experience in creating vital mixed-use projects. The RFP presents specific studies and hard data on which a building program for this site was based.

At the Wallace deck we have created sidewalk level retail facing on both Henderson Street and East Rosemary Street. Both of these retail locations should experience strong demand.

We have programmed this project with residential condominium living units proposed to be directly above the Wallace Deck. We are also proposing the creation of livelwork studios across the front of the Wallace Deck along East Rosemary Street. The Chapel Hill Town Council has approved modifications to the dimensional configuration of East Rosemary Street to better accommodate these live/work living units. It is the developer's intent to use these live/work studios to energize the East Rosemary Street sidewalk and create a more active pedestrian experience along that frontage than now exists.

Also proposed is a stand-alone building which will share this site and will be located directly behind the Post Office. This building will be separated from the Wallace Deck by the existing loop alley that serves the interior of this block. This stand-alone building will also have

③

residential condominiums on the upper floors and retail/commercial uses at the sidewalk level. Parking for this building will be separate. A few cars will enter from Henderson Street and other cars will enter from the existing loop alley.

The proposed design incorporates these uses within two mixed used structures on each site. We understand the historic development pattern of the downtown core of Chapel Hill as expressed by many owners building individual structures. The buildings will include both residential and retail functions- an extension of another historic downtown core pattern.

This project is a partnership between the Town of Chapel Hill and ourselves, RAM Development. Because of the public/private nature of this project, these proposals have received extensive press coverage prior to this Concept Plan review. In addition, the Chapel Hill Town Council has engaged the services of Dean Marvin Malecha, North Carolina State University School of Design, to review and comment on the development of these design concepts. Dean Malecha has presented his review findings to the Town of Chapel Hill prior to this submittal.

Design Context and History

Chapel Hill's downtown area is, for the most part, a harmonious blend of different style and forms of design expression. Commercial building around the Wallace Deck is somewhat different. Directly to the west of the deck is the Bank of America building, a 9 storey, 1960's archetype of seamless aluminum skin and tinted glass. To the north is an assemblage of buildings, each with it's own character and none creating a significant street character. To the east, in the historic district, are several commercial buildings which are typical of the 1940's and 1950's Williamsburg style discussed below.

There are two other significant design types in Chapel Hill's downtown. The first are the churches on Franklin and Rosemary Streets. The churches are uniformly large structures with sloped roofs. University Baptist Church is built of a yellow beige brick and has the lowest slope roof. This church uses large size fenestration to help diminish its apparent scale. Other churches, including University Methodist, University Presbyterian, Lutheran, Epsicopal and AME utilize brick, wood or stone as exterior skin with slate or shingle roofs. Each has highly detailed brickwork and fenestration well proportioned to the building.

Another significant design type is Williamsburg Colonial. A monograph authored by Mary Reeb provides the best description of this building type in downtown Chapel Hill. In the late 1940's and early 1950's Chapel Hill adopted a plan that required the design of new commercial buildings to replicate this colonial style. These buildings are found scattered throughout the downtown including several on the southern side of the 100 block of East Franklin, the Carl Smith building on North Columbia and several on West Franklin St. These buildings are

uniformly clad in brick, have sloped roofs and brick gable ends that terminate in a squared element that exceeds the roof height. Many of these buildings have dormer windows which, with the rising downtown land prices after the second World War, allowed building owners to use the attic area for habitable space providing more income.

Design Response

Our approach to the design of buildings on the Wallace Deck site is to focus on a uniform typology that will help set a standard for the eventual redevelopment of this block of East Rosemary Street. These proposed buildings will be complementary to buildings nearby, but will attempt to set a higher standard of design and use. To do this we chose a more contemporary design expression that includes references to historic buildings but does not attempt to mimic them.

Identifying, and unifying, characteristics of this typology include the use of brick; tall ground floor storeys which suggest retail use and add to pedestrian interest at the street level; locating trash and services out of sight; and adjusting the window and brick bay height to achieve desired scale and proportion.

Building grouping is determined by the structure of the Wallace Deck and the existing loop alley. We have placed all parking within buildings and off-street. The buildings directly face on East Rosemary Street and Henderson Streets and, with the exception of the area at the Henderson/East Rosemary Intersection, extend directly to the sidewalk.

Urban Design Approach

Our urban design approach includes enhancing East Rosemary Street by including live/work studios which will activate the streetscape with shops. We have broken down the development programmatic volume into an appropriate scale and subdivided the elements into appropriate building sizes. We seek to provide continuity by filling-in the space along East Rosemary Street with these retail spaces.

Developer Goals and Objectives:

The DDI at Wallace Deck is a proposed mixed use project to be located in the geographic core of the Town Center. This area is adjacent to and in back of the 100 block of East Franklin Street. On the east it is adjacent to the East Franklin Historic District and to the west it is adjacent to the Bank of America building.

Our goals for this project include:

- 1) To meet and/or exceed the minimum design and programmatic requirements of the RFP issued by the Town of Chapel Hill.
- 2) To meet the intention of the Chapel Hill Comprehensive Plan and the Chapel Hill Downtown Small Area Plan with regard to the design and use of this site.
- 3) To create exciting and contemporary retail and commercial functions at the street level that complement and expand on the current downtown retail environment.
- 4) To create high quality, desirable, condominium living units that will attract buyers to live within the downtown core.
- 5) To include affordable living units within the proposed project.
- 6) To create a project which can reasonably be submitted for LEED certification.
- 7) To create a venue for the inclusion of public art in conformance with the Town of Chapel Hill public arts policy.



(16)

February 28, 2006

Planning Department
Town of Chapel Hill
306 N. Columbia Street
Chapel Hill, NC 27516

RE: Statement of Compliance
Wallace Parking Deck Redevelopment - Chapel Hill Mixed Use

This project consists of the redevelopment of a site located within the Chapel Hill Town limits. The site, known as Wallace Parking Deck, is bounded by Rosemary Street on the north, by E. Franklin Street on the south and Henderson Street on the east.

Wallace Parking Deck is an existing parking structure owned and operated by the Town of Chapel Hill. The redevelopment efforts associated with this project involve constructing new residential and commercial space adjacent to and above the existing deck.

The redevelopment of this site will be executed in compliance with all applicable Town of Chapel Hill Design Guidelines, Land Use Management Ordinance guidelines, and other ordinances except as noted or shown on the Wallace Deck Concept Plan drawing package.