

Principles and Priorities for Use of Parking Lots 2 and 5 (Adopted Feb. 24, 2003)

Development Proposal Analysis

Principles and Priorities	Staff Comment	
	Ram	Grubb/Leyland
I. Basic Principles		
<ul style="list-style-type: none"> Keep the properties in the Town’s ownership, as a basic principle. However, in order to achieve the desired development, Council may consider selling some or part of either property. 	<p>Proposes land lease payout for both sites (\$7 million total), plus annual retail land lease payments.</p>	<p>Proposes to purchase Lot 5; offers \$1.3 million for property (retail development cost). Proposal is unclear as to whether developer seeks to own or lease Wallace Deck site; \$0 offered for the deck site.</p>
<ul style="list-style-type: none"> Consider both properties simultaneously. (Refers to Lots 2 and 5) 	<p>Town has considered both properties (and the Wallace Deck) simultaneously. Proposals are in response to Phase 1 of the project.</p>	<p>Town has considered both properties (and the Wallace Deck) simultaneously. Proposals are in response to Phase 1 of the project.</p>
<ul style="list-style-type: none"> Planning of the lots should include the neighborhoods, Downtown Commission, the Chamber of Commerce, the University of North Carolina, the Sierra Club, and other citizen and business interests. 	<p>Has conducted "mini-charrette" (see list of contacts, Page 2.2G); last page of Section 2 describes public input opportunities if selected. Section 4.2 proposes a public charrette, focus groups.</p>	<p>Proposes design charrette over several days in October/November 2005 as initial step after development agreement signed (see Section 8)</p>
<ul style="list-style-type: none"> The Council does not contemplate having a transit transfer station on Lot 5. The Council is open to the idea of a transit transfer center within the downtown area, using public rights-of-way. 	<p>Transit transfer center not in proposal; may be built on Lot 2 as part of Phase 2</p>	<p>Transit transfer center not in proposal; may be built on Lot 2 as part of Phase 2</p>

II. Additional Principles

General

Principles and Priorities	Staff Comment	
	Ram	Grubb/Leyland
<ul style="list-style-type: none"> • Should be the catalyst for a vibrant downtown into the future. 	Both proposals have the potential to be a catalyst	Both proposals have the potential to be a catalyst
<ul style="list-style-type: none"> • Should enhance the bike, pedestrian and public transit orientation of the community. 	Both proposals are pedestrian- and transit-oriented. Ram proposes giving 1 bicycle per residential unit.	Both proposals are pedestrian- and transit-oriented.
<ul style="list-style-type: none"> • Should provide opportunities for members of all segments of the community equally and fairly. 	Affordable housing is included at both locations in similar proportions. Presentation on 5/23 noted the opportunity for affordable retail space.	Concentration of affordable housing on Wallace Deck site would not achieve this principle.
<ul style="list-style-type: none"> • Phasing of project may be useful to help us learn along the way. 	Project would be developed in 2 phases (Wallace Deck and Lot 5 are in Phase 1)	Project would be developed in 2 phases (Wallace Deck and Lot 5 are in Phase 1)
<ul style="list-style-type: none"> • Aggressively enhance Chapel Hill's image as a unique, forward thinking community which is a "must visit" for individuals from around the world. 	A subjective criterion for Council's evaluation.	A subjective criterion for Council's evaluation.
<ul style="list-style-type: none"> • Function as both a destination and a crossroads, creating a unique and significant community focal point. 	A subjective criterion for Council's evaluation.	A subjective criterion for Council's evaluation.
<ul style="list-style-type: none"> • Function as a demonstration project for the principles presented in the Chapel Hill Comprehensive plan. 	A subjective criterion for Council's evaluation.	A subjective criterion for Council's evaluation.
<ul style="list-style-type: none"> • Broad appeal that is NOT University centered, but Town centered. 	Proposals for both sites would create gathering places that can be programmed for Town events.	Lot 5 proposal would create gathering places that can be programmed for Town events.

Principles and Priorities

Staff Comment

- Build on the cultural riches of downtown.

Ram

Ram proposes \$200,000 fund for programming of events. Section 4.2 proposes to use a design process to identify public art component. Includes \$630,000 for public art.

Grubb/Leyland

Wallace Deck proposal - a portion of the lofts would be marketed as "affordable, innovative living spaces oriented toward" the arts community. No funding for arts included in proposal.

- Complement UNC facilities, but do not expect them to satisfy Town needs.

Proposal does not appear to address relationship with UNC.

Project acknowledges UNC Arts Commons relationship.

- Should enhance and increase the synergistic mix of uses in order to create a stronger downtown from an economic, social, and sustainable perspective.

See mix of uses below.

See mix of uses below.

- Create building, infrastructure, and public spaces (both internal and external) that are structurally flexible, and therefore, considerate of unknown future needs.

Tenants to upfit retail space. Public space appears to be flexible.

Tenants to upfit retail space. Public space appears to be flexible.

Financial Principles

- Consider sale, lease/swap or mix of property (i.e. get more info before determining).

See evaluation from SPPRE.

See evaluation from SPPRE.

- Development must be revenue positive for the Town.

See evaluation from SPPRE.

See evaluation from SPPRE.

- Revenue maximization should not be a driving force.

Criterion for Council's evaluation.

Criterion for Council's evaluation.

Uses

- Provide a broad mix of uses that might include office, retail, and housing.

Proposal includes residential and retail, including restaurant space, small market.

Proposal includes residential and retail, including restaurant space, gallery space. Refers to potential arts-oriented development on Wallace Deck.

Principles and Priorities**Staff Comment****Housing**

- Project designs should support public transit.

Ram

A subjective criterion for Council's evaluation.

Grubb/Leyland

A subjective criterion for Council's evaluation.

- Diversity of housing is desirable, including housing available for purchase and rental and housing available for various income levels as part of the residential mix.

See related summary in SPPRE appendix. Includes mostly 1BR and 2BR units. All units are owner-occupied.

See related summary in SPPRE appendix. Includes mostly 1BR units. All affordable units are on the Wallace Deck. All units are owner-occupied.

- At least 15% of the residential units should meet the Town Council's policy of providing affordable housing to families with less than 80% of the area median income by family size, as published periodically by the U.S. Department of Housing and Urban Development. In addition, some of the affordable units provided under this policy should be available to families with less than 50% of the area median income by family size.

Proposal has 16% affordable housing. Council subsequently decided to request 20% in RFQ/RFP. Developer has not provided info on whether affordable to 50% of median.

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Retail

- Need retail that is supportive of residents of project as well as existing near neighborhoods to downtown.

Proposal did not address specifically.

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- Priority: Retail – to expand shopping opportunities in the Downtown and expand our sales tax revenue.

About 30,000 SF proposed. Sales Tax revenue estimated by Ram at \$232,000 (Year 3)

44,400 SF proposed. Sales Tax revenue estimated by Grubb at \$326,000 (Year 3)

Public Facilities

- Priority: Downtown public facilities: i.e., library, park, arts center.

Public open space provided.

Public open space provided.

- Provide a community-focused gathering place around which community-building events can be generated.

About 44,000 SF of public open space provided on two sites.

About 40,000 SF of public open space provided on Lot 5.

Principles and Priorities	Staff Comment	
	Ram	Grubb/Leyland
Parking		
<ul style="list-style-type: none"> • Project needs to provide at least as much public parking as currently in place. 	See SPPRE analysis.	See SPPRE analysis.
<ul style="list-style-type: none"> • Investigate underground parking feasibility. 	Lot 5 underground parking proposed.	Mostly above-grade parking proposed on Lot 5.
Public Space		
<ul style="list-style-type: none"> • Meaningful public space of whatever size is feasible on Lot 5. 	32,550 SF of public open space provided on Lot 5.	40,600 SF of public open space provided on Lot 5.
Transit		
<ul style="list-style-type: none"> • The project should be supportive of transit, and consider creative and innovative uses of public rights-of-way. 	Mixed use concept is supportive of transit.	Mixed use concept is supportive of transit.
<ul style="list-style-type: none"> • Consider providing an inter-modal transit facility downtown in conjunction with this project. 	To be considered in Phase II of the project on Lot 2.	To be considered in Phase II of the project on Lot 2.
Urban Design		
<ul style="list-style-type: none"> • Design should enhance the Downtown. 	A subjective criterion for Council's evaluation.	A subjective criterion for Council's evaluation.
<ul style="list-style-type: none"> • Connection of Lot 2 in more useful way to the rest of 100 East Franklin and Rosemary blocks, including the Wallace Parking Deck. 	Not applicable to this Phase.	Not applicable to this phase.
<ul style="list-style-type: none"> • Design should include attention to "green building" processes and techniques. 	LEED professionals on team. Budget of \$472,000 assigned to LEED costs assumes Certification (less than Silver certification).	LEED professionals on team. Stated goal is to obtain Silver certification.