

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: 561-630-6117 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

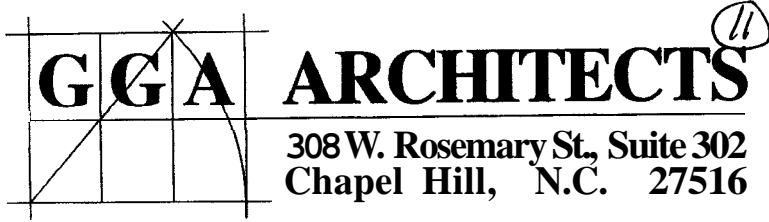
Name of Development: DDT-LOT #5  
Tax Map: 85 Block: K Lot(s): 1, 2, 2A Parcel ID #: \_\_\_\_\_  
Address/Location: 17, 17A, 17B, 18  
Existing Zoning: TC II New Zoning District if Rezoning Proposed: \_\_\_\_\_  
Proposed Size of Development (Acres / Square Feet): 1.749 | 176,214  
Permitted / Proposed Floor Area (Square Feet): 190,929 | 267,927  
Minimum # Parking Spaces Required: 223 #Proposed: 390 TOTAL  
Proposed Number of Dwelling Units: 151 # Units per Acre: 86  
Existing / Proposed Impervious Surface Area (Square Feet): 61,922 | 66,710  
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: [Signature] Date: 2/28/06

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.



February 28, 2006

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

re: Tax Map 85, Block K, Lots 1, 2, 2A, 17, 17A, 17B & 18  
Downtown Development Initiative  
Lot #5  
Concept Plan Review

Dear Gene:

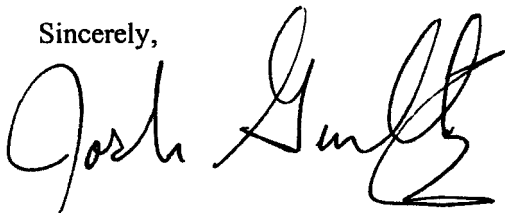
Under cover of this letter please find our submittal for a Concept Plan Review for Lot # 5, a mixed use development on town parking lot # 5 bordered by West Franklin Street, Church Street and West Rosemary Street. We are sending you 35 sets. The documents supporting this request include:

- 1) Executed Application
- 2) Developer's Program
- 4) 35 copies of the Existing Conditions Plan at 24"X36"
- 5) 35 copies of the Site Analysis Plan at 24"X36"
- 6) 35 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

---

(12)

# **DOWNTOWN DEVELOPMENT INITIATIVE PARKING LOT #5**

**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 a site within the Town Center II zone. This proposed development includes the construction of mixed-use buildings as described herein and on the accompanying plans, on the town owned Parking Lot #5. Parking Lot #5 is bounded by West Franklin Street, Church Street and West Rosemary Street.

## **Background**

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

The RFP included an ERA study indicating a strong demand for retail space and as a result we have included as much sidewalk level retail space as possible. Much of this retail space is associated with our significant open space component located on this site.

We have programmed this project with second and upper storey residential space as owner occupied dwelling units, with both market rate units and affordable housing units. We have met with Chapel Hill affordable housing providers to explore how to best incorporate this important segment.

The proposed design incorporates these uses within multiple mixed used structures on this site. We believe that the most successful design expression will be to continue the development pattern now found in Chapel Hill and develop clusters of buildings instead of a single large structure. 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 buildings to the east of Lot # 5 were constructed during the 1920's and 1930's. They have soft brick exteriors showing reds and browns, with simple detailing. Some of the larger buildings express the repetition of steel frame bays with brick pilasters and corbels at the top of each bay. These buildings uniformly extend out to lot lines and directly abut sidewalks.

There are two other significant, though less numerous, 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, Episcopal 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.

The second other 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 and to collect more rent.

(14)

### **Design Response**

Our approach to the design of buildings on Lot#5 is to focus on a uniform typology that will be complementary with the majority of the other buildings downtown and to explore variety within this uniform type. We chose a contemporary design expression that includes references to historic downtown buildings as our basis. This contemporary version includes buildings that would be seen in denser urban cores with good examples found along the east coast from Boston to Savannah. Many of these examples form the historic urban core of these places.

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; adjusting the window and brick bay height to achieve desired scale and proportion; adding balconies and using cornice treatments to create a richness of detail and an expression of the building craft.

Building grouping is particularly critical on Lot #5. We have placed all parking below grade, with a significant open space above. Retail and residential area are included in a set of three buildings above grade. The building directly facing on West Rosemary Street is the lowest, the building on Franklin Street is slightly higher and we have a residential building at the center of the site which is tallest and has the most density. This organization allows proper scale on West Franklin and West Rosemary, with the most density at the middle of the site, and still allows for significant open space along Church Street.

### **Urban Design Approach**

Our urban design approach includes enhancing Franklin, Church and Rosemary Streets as an “outdoor room” and using the building edges as important elements of the outdoor space. We have broken down the development programmatic volume into an appropriate scale and subdivided the elements into appropriate building typologies related to existing and historic mixed use models. We seek to activate the streetscape with a mix of shops along the public frontage to provide continuity in the Chapel Hill “strolling district”. We have identified significant public space in an appropriate scale on Lot #5 in an appropriate scale to support human comfort and encourage social interaction. We have located the public spaces with intentional regard to downtown pedestrian circulation linking adjacent neighborhoods with downtown destinations. We have also arranged and programmed the retail spaces to ensure their long term performance and viability.

15

### **Developer Goals and Objectives:**

The DDI at Lot #5 is a proposed mixed use project to be located in the geographic core of the Town Center 2 zoning district. This area is close to the 100 block of East Franklin Street to the east. On the west it is adjacent to newer commercial buildings and to the emerging residential uses on West Rosemary Street.

Our goals and objectives for this site are:

- 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, vibrant public spaces that can be used by the public that are sustainable.
- 4) To create exciting and contemporary retail and commercial functions at the street level that complement and expand on the current downtown retail environment.
- 5) To create high quality, desirable, condominium living units that will attract buyers to live within the downtown core.
- 6) To include affordable living units within the proposed project.
- 7) To create a project which can reasonably be submitted for LEED certification.
- 8) To create a venue for the inclusion of public art in conformance with the Town of Chapel Hill public arts policy.
- 9) To meet parking requirements for downtown Chapel Hill.



**STEWART**

16

February 28, 2006

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

RE: Statement of Compliance  
Lot 5 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 Lot 5, is bounded by Rosemary Street on the north, by W. Franklin Street on the south and Church Street on the west.

Lot 5 currently exists as a surface parking lot. It will be redeveloped to contain three new buildings ranging from four- to nine-stories high, comprised of residential and commercial space. A new below-grade parking deck will provide parking spaces for the new development and for the public.

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 Lot 5 Concept Plan drawing package.