



| KNOW NOW

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May 30, 2006

Mayor Kevin Foy  
and Members of Town Council  
Chapel Hill Town Hall  
405 Martin Luther King Jr. Blvd.  
Chapel Hill, NC 27514-5705

Re: Castalia at Meadowmont

Dear Mr. Mayor and Council Members,

I am writing in response to issues that have been raised over the past two years in the course of development of our proposed building at Meadowmont. Several issues have been identified in the course of committee review and discussions with Council members, as well as Meadowmont and other Chapel Hill residents. I am writing to identify these issues and make clear my position as owner in anticipation of discussion at the June 19<sup>th</sup> meeting.

### **Background**

This site was originally approved for 52,000 sf of retail and office space. In our application, we are requesting an amendment to the MLUP to increase the building to 74,000 sf by adding a third story of residential space, with residential allotments being , reallocated from elsewhere in the Meadowmont development. We are also requesting approval of an SUP application for the building.

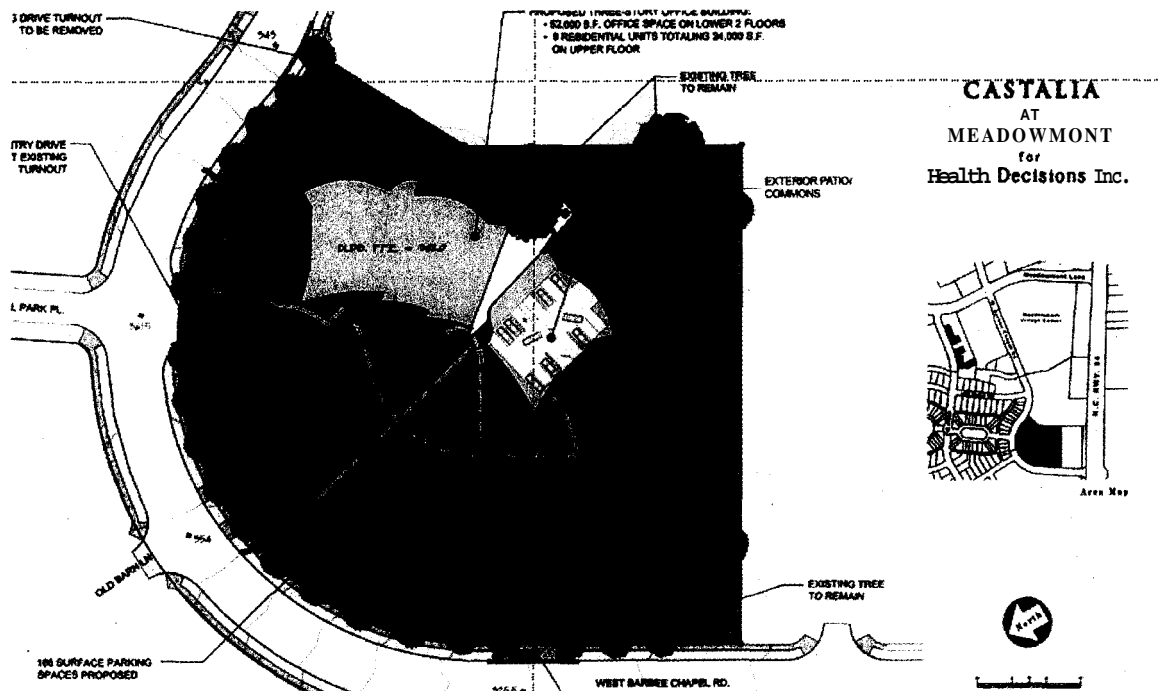
We discussed our plans with Council members approximately a year ago, including preliminary drawings and proposed siting. Based on an expressed preference to include the building on W. Barbee Chapel Road (rather than set back on the site), we included a second siting option on the road when we submitted our application in Fall of 2005. It was clear from the outset that this alternative siting engendered a good deal of discussion, and we suspended our application so that we could meet with Meadowmont residents over this and other aspects of the building. And *ad hoc* committee was assembled, and we met over the period of three months to review the building. After consensus was achieved, we reinstated our application, withdrawing the optional siting next to W. Barbee Chapel Road. We have now completed review by all committees, with all voting in favor of approval of MLUP modification and SUP approval.

## Building Siting

Although some Council members expressed the view that the building would be best sited on the street, residents were resoundingly opposed to this idea. As a result, I gave this issue a lot of thought and decided to withdraw the option for siting on W. Barbee Chapel, for the following reasons:

a. The reason for my purchasing the land to begin with was the appeal of the hilly geography and the opportunity to do a building that differs from the boxes that are economically optimal but esthetically lacking. From the beginning, I have seen the land as an opportunity for a building that would curve to reflect its setting. The uniqueness of the approach is the fundamental reason for my interest in building on the lot, and putting the building on the street means a pretty vanilla building that I believe actually competes with the geography of the site. Much of the appeal for me is in the architecture, which is discussed elsewhere in this document.

The building was conceived from the outset to echo its geography, curving gently with the topography. Putting in on the street removes the essence of the building and makes it more of a box. For me, the appeal of the building is making is sensuous and complementary to its surroundings, and the thought of building a box placed on the street has no personal appeal for me and is not something I would be proud to have contributed to the community. My view from the outset has been that this building should be a source of pride and not one where the architecture and shape is divorced from, and even fights, its environment. The wonderful variation in height, having the building nestled back in the hillside and surrounded by vegetation, and being able to minimize the parking through berming, planning, and tiered levels is what first motivated me to be interested in building.



***Proposed siting. The red line is a geographic contour line. A topographic model is available for examination showing the full site and building location.***

b. Putting the building on the street would put the building's "back" facing the street—all the activity, comings and goings, and informal interaction would occur behind the building, hidden from the street. The welcoming parts to the building have to be placed where people are, so that would be hidden from the street and discourage interaction and foster a feeling of the building's being imposing and isolated. Putting the building on the street is tantamount to turning your back on a group, a feeling that would detract from the neighborhood and the essence of Chapel Hill.

c. The unequivocal and strong sentiment of Meadowmont residents is to place the building back on the lot where it does not visually overwhelm the street. We have spent a long time working with residents in an effort to listen to and accommodate their desires to as great an extent as possible. We have not heard a single resident state a preference to have the building on the street, but we have heard a very strong and virtually unanimous sentiment that it should be placed back on the lot. This has been reiterated through a letter from the *ad hoc* residents group that we worked with (attached) as well as the unanimous endorsement from the Boards of both the Summit Park and Hilltop Homeowners Associations that the building be set back from the road.

d. The Meadowmont Architectural Committee has unequivocally stated that they will not give permission to put the building on the street. We cannot build a building without this permission.

e. One Committee suggested that the building be placed 1/3 of the way down the hill towards the street. We considered the option of a mid-position building in initial design thoughts, but this does not work at all because we are required to share an entrance off W. Barbee Chapel Road that will also be used by the site adjacent to Hwy 54. This entrance was moved at the request of the Town to its current position. Moving the Castalia building toward W. Barbee Chapel Road would eliminate this entrance.

We have also brought the design up to the current LUMO standards which includes an underground water retention device between the building and W. Barbee Chapel Road. Moving the building would impact the ability to have this retention device collect the water required that flows west. The site drains in two directions, primarily to the ponds in the meadow that were built for this flow but also toward the west toward the Hilltop Condo side of W. Barbee Chapel Road. A device moved east of the building on the meadow side would not catch the water needed to have the slow release on the west side.

Sliding the building around would also increase visibility from Highway 54, particularly so when the adjacent site is developed. The minimization of its impact over 54 has been an expressed concern from the Council. The current location nestles the building into the hillside providing adequate screening to minimize its impact to 54. The building curves and ends have been specifically placed on the current site plan to minimize its impact to the residents of Meadowmont as well.

Finally, the esthetics of a middle location compromises the project since it does not achieve either expressed goal of urbanizing the project or designing it to fit with the natural topography.

f. Some Committee members mention urbanization as a reason for putting the building on the road. A great deal of concern has been noted by residents for such a building detracting from the environment rather than enhancing it.

On a personal level, this is major issue on which I have done a lot of soul searching. The reason for my wanting to do this building has everything to do with a strong and beneficial architectural statement, a curved building that adds something to the community and in which we can all take pride. Putting the building on the street not only removes that incentive, I believe that doing so will actually detract from the feeling present in Meadowmont—I do not want to have a piece of Manhattan. And I do not want to be responsible for something that is clearly contrary to the feelings of the residents with whom I intend to be living. So although pretty much every other aspect of the building is open to compromise, I

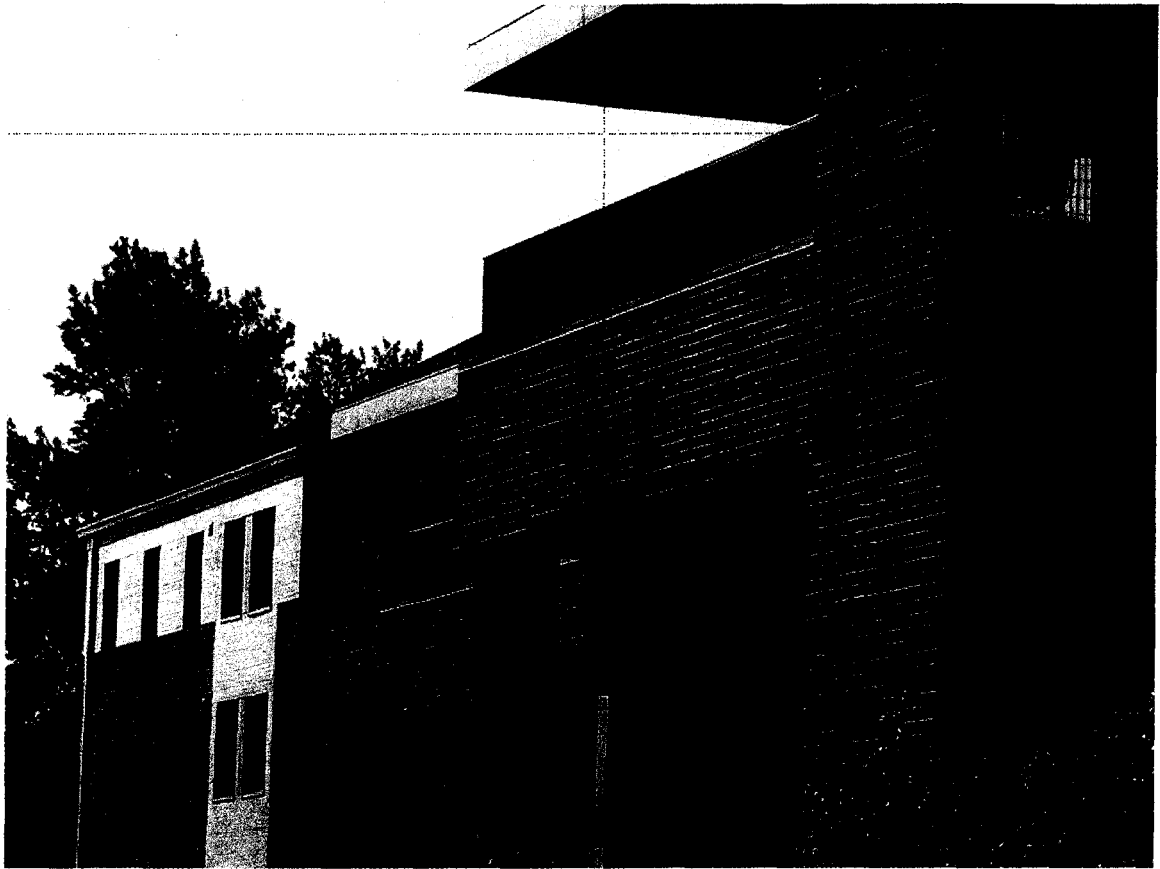
decided that if the building were to be mandated to be built next to the road, I would not do the building at all.

### **Signature architecture**

Architecture is always ultimately a personal issue, but our vision is to produce a visual statement that contributes to and extends the diversity of Meadowmont. The building is conceived as series of curves, with details that echo those curves, that complement the geography, and differ from the typical box that drives the economics of most buildings. The building will be contemporary but warm and inviting. We will use a lot of the same brick and windows present in other Meadowmont buildings, notably using the Wellness Center as a proximate example. We recognize that we cannot make a sizeable building look like a house, but we will minimize the "big building" feeling both by its personality and immediacy that tends to be lacking in many commercial buildings. Examples of the brick and the curved railings are shown below.



*Architecture, bird's eye view from the pond.*



*Example of scale of building and color of brick.*



*Example of curved railing used to echo building's theme.*

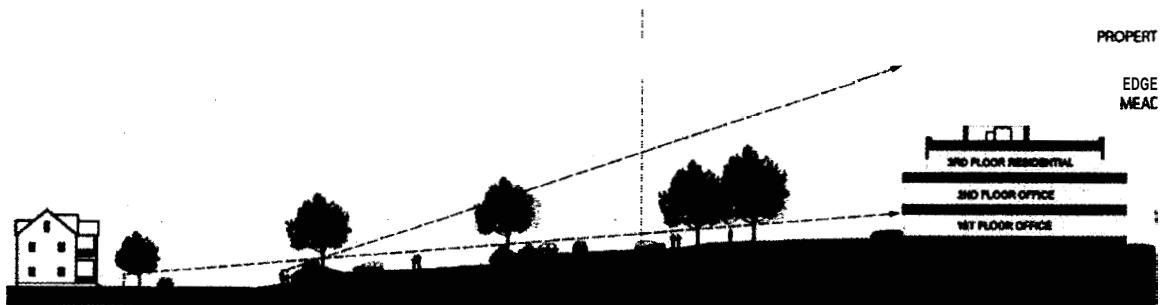
Our goal is to complement and extend what currently exists in Meadowmont and Chapel Hill. It is also worth noting that the Master Land Use Plan for this site specifies a "signature architecture," and that feeling has been reiterated by the Meadowmont Architectural Committee. The residents also endorsed this approach.

## View from Meadowmont

Use of berms and vegetation means that little of the parking area will be visible from the street. The tiered parking, use of berms between layers, and vegetation will similarly shield both the parking areas and cars from view from the street.



*View from W. Barbee Chapel, street level in front of Meadowmont condos.*





*View from the top of W Barbee Chapel, close to Oval Park Drive. This is a "worst case" view in the sense that it is the most level part of the site and thus the one from which the parking area will be most visible.*

#### **View from 54**

The building will be barely visible from 54 (below). Placing the building on the street will actually increase the visibility from 54 because the corner that would otherwise not be visible will be apparent.



*View from highway 54*

In addition, Rosemary Waldorf, the mayor at the time Meadowmont was conceived and started, reminds us that the town's vision from the outset has been that this be a building that will be visible and reflect well on the community from the street.



## Encouraging public transportation

Our changing the MLUP proposed building from retail as originally approved to office will reduce the traffic by about one-third, from 967 to 655 trips/day.

We want to encourage non-vehicular traffic but also recognize that commuting large distances is impractical. We have reduced the parking spaces to just above the minimum but want to avoid resident inconvenience caused by parking overflow onto residential streets. Our parking spaces were reduced in response to Town concerns, and we would suggest that as a compromise, we would further reduce the number of spaces by eliminating the six spaces allotted for residential visitors bringing the total count to 171 spaces, the minimum according to Town requirements.

We will also design bus access to encourage use of public transportation by adding sidewalks and pedestrian access across from the existing bus stop on W. Barbee Chapel Road. The Transportation Committee discussed routing buses through our lot. This may be practically difficult because of the steep slope on one side of the lot and it also would have the busses going off public right of way.

## Lighting

The building will be built with low-dispersion lighting (mushroom) where possible and in a manner that seeks to have zero light dispersion off the property. We will also turn the perimeter lights off as early as possible at night, consistent with safety, while leaving some of the building lights on for a longer period for employees who may work late or residents.

## Parking

Compared with the originally approved site use of retail and office space, our office space / residential use will decrease the number of parking spaces by 90. We have also moved the 17 resident spaces underground, at considerable expense, so that they will not be visible. Chapel Hill requires a minimum of two spaces per residential unit and 149 for the office space area, a total of 171. We are requesting an extra six spaces for visitors for the residential areas, a total of 177. Again, we would be willing to reduce this to the Town minimum of 171 spaces if required. If the parking were mandated to be much below the minimum levels, I have been advised that the building would be economically nonviable, simply because nobody will rent a space in which parking is so difficult or impossible for their employees.

While we have made efforts to accommodate concerns of those who wish to promote public transportation by restricting parking, residents expressed strong concern about overflow onto residential streets. In addition, studies have shown that restricting parking does not achieve the goal of reducing use of cars.

I submit these thoughts in the hope that they clarify my position. As a resident of Chapel Hill for more than 20 years, and having had the good fortune to be financially successful, I am in the enviable position of being able to contribute something back to an environment that I have grown to love. The plans that you have seen, the discussion that has shaped the plans for this building from its outset, and the dialogue with all parties has been one in which I believe a reasonable compromise has been reached. I hope you will agree in voting to approve our applications and making this building possible.

Sincerely,

Michael Rosenberg, MD, MPH  
President and CEO

-----Original Message-----

From: Michael Rosenberg [mailto:mrosenberg@healthdec.com]

Sent: Tuesday, May 03, 2005 5:25 PM

To: Jacki Resnick

Cc: Howard Schultz; Town Council; Timakles@aol.com; lynda@tlc-usa.com; richard.rogge@SunTrust.com; maragan@unc.edu; alucas@tarheelmonthly.com; vstein@nc.rr.com; Bill\_Moore@unc.edu; bkendell@nc.rr.com; JKakalec@aol.com; habib.dable.b@bayer.com; jtcheatham@prodigy.net; joanirish@nc.rr.com; Cornerstonebell@aol.com; teckmanmd@nc.rr.com; FoxJHuff@aol.com; lfperry@nc.rr.com; Beccaelltt@aol.com; normmason@earthlink.net; Gainshare@aol.com; Wclsir@aol.com; ira.mueller@duke.edu; fbernholz@nc.rr.com; crownchapelhill@bellsouth.net; playgel@yahoo.com; lynne\_morris@unc.edu; myra@mindspring.com; lsternbach@nc.rr.com; drake@niehs.nih.gov; Mrspudray@aol.com; Connieroessler@aol.com; lholmes10@nc.rr.com; dhillmca@nc.rr.com; nancygabriel@mindspring.com; MENHOLIDAY@aol.com; gbarnes1@mac.com; mertusm@hpw.com; mroth@nc.rr.com; mmcarroll@ntwebhosting.com; Jdbch5@aol.com; marcia@huckie.com; NRice10657@aol.com; pederse2@niehs.nih.gov; ajvogt@earthlink.net; waldorf@nc.rr.com; jlbaker@lundygroup.com

Subject: RE: Have you changed your plans?

Jacki et al.,

It is clear from recent correspondence that emotions are getting the better side of open factual discussion. Some residents have been kind enough to facilitate a meeting this Thursday at 6 pm at the Swim Club (same location as past two meetings). I will be there to discuss these issues and review plans (which have not changed since the last meeting I held to discuss these plans).

While I hope that all concerned will be able to join us, I want to reiterate that we have established a website ([www.healthdec.com/castalia](http://www.healthdec.com/castalia)) to facilitate dissemination of information. As issues, changes, and other items come up, this is a factual basis of information about our plans. As we become aware of issues, we will continue to add to this site.

Since some interested parties may not be able to join the discussion, I would like to again address some recent points that have come up, including Howard's e-mail:

1. None of the changes referred to in Howard's note have a basis in fact--no change in building, future expansion, or anything else except the parking lot, which has been decreased, not increased, from what was originally proposed. The added parking was done in an effort to decrease traffic and may be added in the future to bring parking back to what was originally proposed;
2. The 24-hour building concept comes from the fact that people will be living there and may come and go at times outside usual business hours. We operate a business that works during normal business hours and have no plans to do otherwise;
3. The buffering is planned whether the building is sited near or distant from the street;
4. The major difference between our original proposal and the modified plan, both of which have been submitted for Council consideration, is the Council's

clear preference for a building near the street. Personally, I think this would detract from the neighborhood and create the urban feeling that by its absence makes Chapel Hill an appealing place for me--the last thing I want to do in Chapel Hill is walk down a street with multistory buildings on both sides, like walking down a canyon in Manhattan. However, openness and compromise is part of a major process like this, and after much deliberation, I feel I can live with a building near the street;

5. I'm not sure where your reference to a "expedited review and approval" came from, but the implication that this is being hurriedly run through the process has no basis in fact. So far as I know, there is only a single type of submission, and that's what we did. The usual period for comments, review, and all other components are part of the process prescribed by the Town;

6. Many of your objections about landscaping and other elements seem to be based on either untrue assumptions or in some cases elements mandated by Town requirements. I don't agree with all of them, either.

Finally, let me reiterate my desire for an open discussion of this matter. While this process makes abundantly clear the divergence and often conflicting nature of individual comments, I know that we all share a desire to have something of which we will be proud--even recognizing that one person's pride may be another's embarrassment. I am incredibly fortunate in having an opportunity to contribute to Meadowmont and Chapel Hill the way that very few are, and I desire nothing more than to provide a resource that will be an enduring source of pride in our community.

I am happy to hear comments and to try to arrive at a compromise. While a project like this ensures that not everybody's desires can be accommodated, I ask only that we all recognize the fine line between our individual tastes and elements that can contribute to and even extend to a common good. Particularly where elements like architecture are concerned, I cannot help but feel that such elements left to the common denominator of general approval can ensure only mediocrity, and I have no desire to make that kind of contribution.

I look forward to seeing you on Thursday

-----Original Message-----

From: Jacki Resnick [mailto:Jacki\_Resnick@unc.edu]

Sent: Tuesday, May 03, 2005 4:09 PM

To: Michael Rosenberg

Cc: Howard Schultz; mayorandcouncil@townofchapelhill.org;

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waldorf6nc.rr.com  
Subject: Re: Have you changed your plans?

Michael and members of the Town Council:

This is to follow up on the email sent to you by Howard Schultz. Many of the residents in the Meadowmont community are upset with recent events resulting in your request for an expedited review and approval of the revised plan for Castalia. The revised plan presented indicates that only 4 trees are to be saved on the site and the drawings that were shared with the community represent new plantings that would take many years to grow. The plan is not detailed and is only a sketch having not addressed many of the concerns originally stated by the council and the planning board. The idea of putting a parking lot having up to 181 slots with 24 hour lighting and impervious space of 73 thousand square feet (20 plus thousand than originally proposed) is dishonest and inappropriate! That site is the entryway to Chapel Hill from 54 and the first major view into the Meadowmont Community. As a native of Chapel Hill for 25 years, we moved to this community to show our support for the mixed land use development concept. This concept was presented as representing the history and beauty of "old Chapel Hill" having a new face. Your plan, as shown, in no way represents what Roger Perry has built. You originally proposed a retail/residential use and have now turned that into a research facility having an extra story for residential with only two affordable units. This is a total change. The comparison to the Wellness Center is unfounded given that the Wellness Center is in a lowland position and surrounded by trees. It serves a purpose to the community and does not stand out as being intrusive. It is not in the prominent site that Castalia will be placed. It is your responsibility to consider the effect this plan will have on the current residents (lights, parking etc) as well as meeting the expectation that a building on this site be one of outstanding design in harmony with the land, community and the Town of Chapel Hill. This is especially true given the beauty of the current land as it is now. I and many residents will be happy to provide you with more details of our concerns if you would be willing to have another meeting that presents a realistic vision of your proposal and not one that side steps what is being planned. We cannot support this proposal in anyway as there is no justification for your actions regarding the proposed site changes.

Sincerely, Jacki Resnick

On a more personal note, I find the proposed plan to look more like a prison or industrial park as opposed to an exciting and wonderful contribution. We will be interested in getting your response to our concerns as the community is planning on being both visible and verbal in opposing what is currently on the drawing board.

Howard Schultz wrote:

Michael,

We have been told that the plans for the building across the street from my home and the homes of my neighbors have been changed. I also had the idea, at presentations made to us by Castalia, that you wished to work with the neighbors here. One of the reasons we moved to here was to enjoy a quality of life that Meadowmont and Chapel Hill could provide.

So, we ask you if the following:

- \* Is Castalia asking to enlarge your building?
- \* Is Castalia asking to enlarge your parking lots?
- \* Is Castalia asking to increase your night lighting of the parking lots?
- \* Is Castalia asking to have this a 24 hour business in a primarily residential neighborhood?
- \* Are you also planning a "future expansion" proposal with your plans to make it an even bigger project?
- \* Will the siting of the building be "buffered" from the homes on West Barbee Chapel Rd as was indicated as your desire at the meeting we attended?

Part of being a "good neighbor", is to support the community by doing your part to improve the quality of life of your neighbors, and they should do so for you. Anything that takes away from this, will, instead, force a divide in this community.

One thing we hear is that the Town Council wishes to have this project look great from Highway 54. May we remind everyone that the folks traveling on that highway should, (a) be looking at the road, and not at the homes and buildings of Meadowmont; (b) do not live and have to contend with how this building will affect us, the residents, for decades to come; and (c) probably do not pay the taxes, or for that matter, any Chapel Hill taxes at all, that we are paying to live on West Barbee Chapel Road.

We think most folks move to Chapel Hill to enjoy a "lifestyle" which includes great living spaces, and amenities. Let's keep that spirit alive in your building project.

This does not need to be a "yes, \*/but..../\*" conversation going forward, but a "yes, \*/ and \*/..../\*". This project needs to be in all of our best interests.

Is this the way you view this opportunity?

\*/Howard & Lynda Schultz/\*  
212 W Barbee Chapel Road,  
Chapel Hill, North Carolina 27517

Jacqueline Resnick, Director Office of Research Development (ORD)  
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**From:** Glenn Parks

**Sent:** Wed 5/17/2006 1:07 PM

**To:** Alice Neebe (E-mail); Amy Ryan (E-mail); Barba'ra Chaiken (E-mail); Charlotte Newby (E-mail); Chris Culbreth (E-mail); Dale Coker (E-mail); Dan Shugars (E-mail); Debby Freed (E-mail); Eva Metzger (E-mail); Gene Poveromo; George Cianciolo (E-mail); Heidi Perry (E-mail); Johnathon Whitney (E-mail); Kate Millard (E-mail); Kay Tapp; Laura King Moore (E-mail); Mark Broadwell (E-mail); Scott Radway (E-mail); Than Austin (E-mail)

**Cc:** Brenda Nielsen; Tony Sease; Kevin Foy

**Subject:** response to Ms. Salmon's Letter

Dear George and fellow Commission members,

I will not be able to attend tonight's CDC meeting. However, here are a few comments regarding the Castalia Development concept plan and the May 14, 2006 letter sent to Commission Members from Ms. Nancy Salmon.

Please thank the developer for supplementing the concept presentation materials with the two cross-section views. This aids our discussion tremendously. In my sketch above I show the developer's relationship to street versus a more TND/Pedestrian oriented relationship to the street. Moving the building to the street (to the West) addresses several points raised by Ms. Salmon's letter and the nature of the TND/Suburban Development hybrid that we have at Meadowmont.

First, by moving the building to the street (see lower section and thumbnail plan) the distance from residential building face to the Castalia building is closer. It creates a balance between the two building masses. It becomes more TND (Traditional Neighborhood Dev. - bldg and life on the street in the public realm; private spaces on the back) and less RTP (corporate bldg in a park with parking in front). It would be even more TND-ish if the developer adopted the attitude of some Residential with balcony (sunset views) on the second level as well as the third. The ground level - office could be articulated in the modern vernacular shown in the developer's renderings. This would not be alien to Meadowmont's Wellness Center modern style, but it is critical that this style be pedestrian friendly at the street level and not strangely poised at the top of the "rural" meadow. Articulation at the street level is interesting. Articulation at the meadow top is irritatingly distracting. (The renderings that show all those trees pasted in front of the building's prime face reveal the awkwardness of this situation. It reads like either the community is so ashamed or scared or whatever of seeing a building that they had to "paper" it over with stock trees. It is very poor landscape architecture.) On the other hand, if the building were to be reversely oriented, it might proudly assert its funky façade as a welcomed addition to the neighborhood. This is also in keeping with the idea that building serves a local community not a regional one. If the neighbors like the style, they should like it to enjoyed on their daily walks down the sidewalk.

Second, reversing the building's orientation would mean that the building would screen its own parking. This is consistent with the idea of putting services in back. It is possible for the developer to hire a landscape architect that could do more to create a Car Park than a parking lot that would be an amenity for the resident's and the community.

Third, reversing the orientation of the building and tucking it behind the meadow top is consistent with my earlier remark to the developer ...that I knew and appreciated that this building is very important to him, but that we need to recognize that it is not the most culturally important object to the community. Prominence on a hilltop is better preserved for nature or highly significant architecture (e.g. sacred, cultural, civic). Office space with apartments is not in that level of the hierarchy. What is very important to the community is the preservation of the meadow's view shed as the East Entranceway into town. Plopping a building on the meadowtop and screening it photoshop-py trees is not preservation of the view shed. Chapel Hill is a community of environmentalists, modernists, and traditionalists. We like deference and profound sensitivity to be taken in regard to natural environment. The renderings do not illustrate a profound landscape architecture. Rather they speak the secondary, ordinary way of dealing with a

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"screening" problem. We expect art on that hilltop or at least some sensitive recognition that it is important to us. It is more than a "fleeting commuter effect." It is a symbol of what the community values.

Fourth, I think the CDC has been consistent in its preferences toward new big buildings. That is, if we must have them, they should contribute to a lively street condition. That means that the cars slow down. Cars park in back. Cars park along side. It doesn't mean that we put big asphalt pits where we expect people to be or to go around. I disagree with Ms. Salmon's assessment that such notions are "fleeting effects on commuters." It is rather the reverse. We desire lively neighborhoods that are non-exclusive. We want the public realm to be Town-wide. We don't want gated communities or inward looking neighborhoods or private corporate parks (RTP style). We prefer multi-faceted, varied neighborhoods that build from the lovely open space model of the campus that defines Chapel Hill traditions.

I agree with Ms. Salmon that a good building design is site specific. I do not see how the building form relates to or takes advantage of the wonderful variety of design opportunities of this site. It looks like anywhere building, which I don't mean as a cut on the building per se. I mean it looks like you could pick up the form and plan on any flat plan and it would still work as a building. There doesn't appear to be any obvious wedding of the building form to the shape and form of the site. There is nothing to suggest that it would need to be site built. There are no arch'l materials that specifically relate to a Chapel Hill condition a meadow condition, or hill condition, etc. In short, there is snazziness but no poetry. I would like to see better, much better, formal and conceptual site relationships between siting of the building footprint, its massing and its organization. Because the concept plan showed a footprint on a prominent location, it is incumbent on the proposition to show what that might look like. I'm not so much for mincing the architectural style of the façade at this stage of the proposal. However, when there are so many flags raised by the siting we need to find some basis of agreement.

Thanks for reading this rather long note. I want to give the developer a fuller understanding of our concerns that I hope will the proposal to better place.

-Glenn



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Sent: Friday, April 29, 2005 9:56 AM  
To: Town Council  
Subject: Meadowmont Castalia Building

April 29, 2005

Dear Mayor and Town Council:

At a neighborhood meeting last night, we were informed of some serious changes in the Meadowmont Castalia building proposals to the Town of Chapel Hill.

Although some of us, including I, have supported some of the plans proposed, we saw new plans and developments that were not a part of the package presented to us at meetings with Castalia. We have not been informed of these changes, and do not support them.

For this reason, my husband and I would like to withdraw all support for the Castalia building proposal at this time. We will attempt to keep informed of progress in the plans, and become aware of the project status.

As the project develops, we will try to share our views with the Town. Many Meadowmont residents are interested in these plans and we will do our best to support each other's knowledge of the project.

The Town of Chapel Hill usually proceeds with care and caution, and we will appreciate that same review with this prominent Town and Meadowmont structure.

Please remove my email address and telephone number from this email if it is shared outside of your offices.

Thank you,

A. Yvonne and Douglas W. Mendenhall  
304 West Barbee Chapel Rd  
Chapel Hill NC 27517

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From: Farley Bernholz [mailto:fbernholz@nc.rr.com]  
Sent: Monday, May 02, 2005 10:30 AM  
To: Town Council  
Subject: Castalia

Dear Kevin,

Roger and I have moved to Meadowmont and are concerned that the building plans Michael Rosenberg submitted may have changed dramatically. We hope you and the Town Council will take a close look at this and be vigilant in your review process, making sure the building fits into this beautiful neighborhood.

Thanks,  
Farley and Roger Bernholz

## **Farley**

Phone/Fax 919 933 9454  
Cell 919 260.2920

217 Oval Park Place  
Chapel Hill NC 27157

"God grant me the senility to forget the people I never liked,  
the good fortune to run into the ones I do  
and the eyesight to know the difference."

From: Howard Schultz [mailto:howard@tlc-usa.com]

Sent: Tuesday, May 03, 2005 2:43 PM

To: mrosenberg@healthdec.com

Cc: Town Council; Timakles@aol.com; lynda@tlc-usa.com; richard.rogge@SunTrust.com; maragan@unc.edu; alucas@tarheelmonthly.com; vstein@nc.rr.com; Bill\_Moore@unc.edu; bkendell@nc.rr.com; JKakalec@aol.com; habib.dable.b@bayer.com; jtcheatham@prodigy.net; howard@tlc-usa.com; joanirish@nc.rr.com; Cornerstonebell@aol.com; teckmanmd@nc.rr.com; FoxJHuff@aol.com; lfperry@nc.rr.com; Beccaellt@aol.com; normmason@earthlink.net; Gainshare@aol.com; Wclsir@aol.com; ira.mueller@duke.edu; fbernholz@nc.rr.com; crownchapelhill@bellsouth.net; playgel@yahoo.com; lynne\_morris@unc.edu; myra@mindspring.com; lsterbach@nc.rr.com; drake@niehs.nih.gov; Mrspudray@aol.com; Connieroessler@aol.com; lholmes10@nc.rr.com; dhillmca@nc.rr.com; nancygabriel@mindspring.com; MENCHOLIDAY@aol.com; Cornerstonebell@aol.com; gbarnes1@mac.com; mertusm@hpw.com; mroth@nc.rr.com; mmcarroll@ntwebhosting.com; Jdbch5@aol.com; marcia@huckie.com; NRice10657@aol.com; pederse2@niehs.nih.gov; ajvogt@earthlink.net; waldorf@nc.rr.com; jacki\_resnick@unc.edu

**Subject:** Have you changed your plans?

Michael,

We have been told that the plans for the building across the street from my home and the homes of my neighbors have been changed. I also had the idea, at presentations made to us by Castalia, that you wished to work with the neighbors here. One of the reasons we moved to here was to enjoy a quality of life that Meadowmont and Chapel Hill could provide.

So, we ask you if the following:

- Is Castalia asking to enlarge your building?
- Is Castalia asking to enlarge your parking lots?
- Is Castalia asking to increase your night lighting of the parking lots?
- Is Castalia asking to have this a 24 hour business in a primarily residential neighborhood?

Are you also planning a "future expansion" proposal with your plans to make it an even bigger project?

Will the siting of the building be "buffered" from the homes on West Barbee Chapel Rd as was indicated as your desire at the meeting we attended?

Part of being a "good neighbor", is to support the community by doing your part to improve the quality of life of your neighbors, and they should do so for you. Anything that takes away from this, will, instead, force a divide in this community.

One thing we hear is that the Town Council wishes to have this project look great from Highway 54. May we remind everyone that the folks traveling on

that highway should, (a) be looking at the road, and not at the homes and buildings of Meadowmont; (b) do not live and have to contend with how this building will affect us, the residents, for decades to come; and (c) probably do not pay the taxes, or for that matter, any Chapel Hill taxes at all, that we are paying to live on West Barbee Chapel Road.

We think most folks move to Chapel Hill to enjoy a "lifestyle" which includes great living spaces, and amenities. Let's keep that spirit alive in your building project.

This does not need to be a "yes, but...." conversation going forward, but a "yes, and....". This project needs to be in all of our best interests.

Is this the way you view this opportunity?

***Howard & Lynda Schultz***

212 W Barbee Chapel Road,  
Chapel Hill, North Carolina 27517

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From: Richard G. Fox [mailto:richardgfox@bellsouth.net]  
Sent: Friday, May 06, 2005 11:43 AM  
To: 'Sally Greene'  
Cc: Town Council; FoxJHuff@aol.com; MENHOLIDAY@aol.com; 'Michael Rosenberg';  
marcia@huckie.com; 'Jim Friedman'; 'Roland Gammon'  
Subject: Castalia at Meadowmont

Dear Sally,

Michael Rosenberg met with Meadowmont neighbors last night and answered questions about the Castalia plans, forthrightly, even though some of the questioners expressed strong reservations about the project and seemed extremely troubled.

There were reservations about the design of the building, landscaping, lighting, and traffic flow--worthwhile considerations, to my mind, but secondary or even peripheral.

The main problem for me is Mr. Rosenberg's request for a variance from the original Meadowmont Master Plan, which assigned 52,000 sq. ft. to the mixed-use building on the site. Michael said that from the beginning he envisioned a larger structure, over 70,000 sq. feet, with a third story above his business, which would contain upscale condos, even though nothing that big had been in the Master Plan. But his neighbors, like me, bought our Summit Park residences with the understanding that the Master Plan would be adhered to, and even though we knew that the lot would be developed, we had no reason to expect such a large structure. And the addition of over 20,000 sq. feet will indeed make a vast difference, especially in relation to the existing neighborhood and in relation to the town council's desire for an urban style, street-oriented development (see below) and its concern for preserving the sight-lines from Highway 54.

This expanded building will rise up from the hillside and visually and physically dominate its surroundings. It will also spread over a much larger area and cause more disturbance to the existing vegetation. Its architecture, which, in a two-story installation, would not be so oppressive, will, as a three-story building and with an expanded footprint, overwhelm everything around it. The size expansion thus changes the entire relationship of this building to its neighborhood.

You've indicated in earlier communications that the town council wishes to see an urban-style street-oriented development, in keeping with the design philosophy of Meadowmont. Neither of the current Castalia plans is that kind of design, because entry is oriented to the rear of the building as in a typical suburban design. The town council required a revision of the plan to move the building closer to West Barbee Chapel Road, but the building is still rear-oriented, unlike the artist's rendition on the original Meadowmont Master Plan, which shows a street-oriented building.

However, there are good reasons to worry about such a street-oriented design if the town council permits the size of the building to be expanded. Mr. Rosenberg spoke about his distaste for a street-level placement by saying he had no wish to see "the canyons of Manhattan" come to Chapel Hill. But a building that adhered to the original limit of 52,000 sq. ft. would be less likely to create such a canyon effect, whereas the Castalia plan to build something over 75,000 sq. ft. rightly inspires Michael's worries--and that of his neighbors.

So if the town council is serious about wanting an urban-style design, I believe it cannot approve the size expansion requested, unless it cares nothing for the look of the neighborhood AND also is willing to risk the view from Highway 54--because such a structure, as I said earlier, will be very apparent coming into Chapel Hill.

Mr. Rosenberg's business activities do not require this expansion because the entire third floor, which the expansion is to allow, will consist of condos, not his business operations. I think this point is important

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because no one wants to put his livelihood in danger. For myself, I still would like to welcome him as a neighbor, but not with the current design, which overturns my legitimate expectations about the neighborhood and threatens to change the character of the built environment around me substantially.

With best wishes, Dick Fox

**From:** Jim Friedman

**Sent:** Friday, May 06, 2005 9:16 AM

**To:** Town Council

**Cc:** roland@whiteoakinc.com; MENHOLIDAY@aol.com; richard.rogge@SunTrust.com; maragan@unc.edu; vstein@nc.rr.com; jtcheatham@prodigy.net; joanirish@nc.rr.com; cJ1399@hotmail.com; teckmanmd@nc.rr.com; FoxJHuff@aol.com; Beccaelltt@aol.com; marcia@huckie.com; NRice10657@aol.com; dhillmca@nc.rr.com; pederse2@niehs.nih.gov; ajvogt@earthlink.net; myra@mindspring.com; drake@niehs.nih.gov; waldorf@nc.rr.com; jacki\_resnick@unc.edu; mrosenberg@healthdec.com; richardgfox@bellsouth.net; 'Christine Khoury'; hmustian@meckcom.net; 'Isabel Stout'; james\_donohue@med.unc.edu; EJCastiglione@earthlink.net; 'Laurel Files'; 'Miller & Cynthia Ray'; 'Mary Wadleigh Harrison'; 'Castiglione'; 'Russell Stout'; 'Spector'; conerlyporter@hotmail.com

**Subject:** Castalia approval process

To Mr. Foy and the C.H. town council,

Yesterday I attended an information/discussion session with Michael Rosenberg and his associates concerning his plans for a building in Meadowmont. I write to you as someone who has lived and worked in Chapel Hill for 20 years and now resides on West Barbee Chapel Rd. in Meadowmont.

Overall, I approve and support Mr. Rosenberg's plan and want to briefly comment on some specifics.

First, I favor granting him the right to build a 3 floor 70,000 to 75,000 square foot building that would house offices and some condominiums. My understanding is that the present land use plan allows for a building of slightly more than 50,000 square feet that would be office and retail space. Rosenberg's plan to have office + condos at 72,000 on 3 floors makes at least as much sense to me as a two floor building of 54,000 square feet for office + retail on 2 floors.

Second, siting the building on the edge of the property at street level seems to me less desirable than siting farther from West Barbee Chapel Rd. on the hilltop; however, either seems workable.

Third, his drawings showing the proposed appearance of the building seem OK to me. The design, although somewhat contemporary as opposed to the faux 1920s look of most of Meadowmont, would blend in well and add a welcome note of architectural diversity.

Fourth, as time goes on and the approval process gets into more and more detail, it is well for nearby residents to keep abreast and to continue to air their views.

Sincerely,

Jim Friedman  
742 W Barbee Chapel Rd  
Chapel Hill, NC 27517  
(919) 933-2339

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-----Original Message-----

From: Jim Friedman [<mailto:jim@huckie.com>]  
Sent: Tuesday, May 23, 2006 9:00 PM  
TO: Town Council  
Subject: Castalia project, June 19 meeting

Dear Mayor Foy and Council Members,

I am writing in support of the plan to be presented by Michael Rosenberg for the Castalia project at Meadowmont. I am, as you can see, a neighbor. I like siting proposed by Rosenberg, facing highway 54, located slightly downhill tucked into the curves of the hill so the view from 54 and from West Barbee will be softened. I hope there will be adequate parking available for the development, because there is no extra parking available on West Barbee Chapel Rd which has bike lanes on both sides.

I want Castalia to be able to build a building that will enhance it's site and our neighborhood.

Sincerely yours,

James Friedman  
742 W Barbee Chapel Rd  
Chapel Hill, NC 27517  
(919) 933-2339



(40)

**From:** David Johnson  
**Sent:** Friday, May 26, 2006 12:02 PM  
**To:** Town Council  
**Subject:** Castalia project

Dear Mayor Foy and Town Council,  
My husband and I live in the Hilltop Condos in Meadowmont. Our son, a local architect, lives in a house in Meadowmont with his family. Our daughter lives in Meadowmont Apartments. We have a vested interest in construction at Meadowmont. After attending discussions on the Castalia project to be built across the street from the condo, we as a family agree with the position our homeowners association has taken. We prefer Dr. Rosenberg's layout with the building set back and parking nestled behind berms and plantings. The view from highway 54 is important and this design will not compromise that. Thank you for your time.

Sincerely,

Marcia Johnson and family  
421 W. Barbee Chapel Rd.  
203 Parkridge Ave.  
1413 Village Crossing

Dave Johnson

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From: Ken Popio  
Sent: Friday, May 26, 2006 2:02 PM  
To: Town Council  
Cc: Rose Edward  
Subject: Castalia project

The purpose of this short note is simply to say that I fully support the ideas contained in the letter already written to you by Ed. Rose regarding siting and parking proposed for this Project. I live in Hilltop condominium and look forward to this building as an addition to Meadowmont. I moved to Chapel Hill approximately 25 years ago to work at the UNC Medical School and lived in "The Oaks", on West University and in Governor's Club. Now I live in Meadowmont. I have found it hard to understand the desire to have siting on West Barbee Chapel Rd. To me, this is a "non-issue" and shouldn't require defense. I think I have a good perspective on this and on Chapel Hill in general.

Kenneth A. Popio, MD.

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From: [mailto:[robertssandra@bellsouth.net](mailto:robertssandra@bellsouth.net)]  
Sent: Monday, May 29, 2006 12:33 PM  
To: Town Council  
Subject: Castalia office building project

Dear Mayor Foy and Council members:

My wife and I write to endorse the site location of the Castalia project at Meadowmont as proposed by Dr. Michael Roseberg and support strongly the "Discussion Points" he has developed and submitted to the city. His proposal best addresses the issues of the site's topography, project esthetics, building use and sensitivity to the project's immediate neighbors. The proposal he has submitted not only addresses these concerns but also maximizes the landscape and flora of the site and helps protect the beauty of Meadowmont from Highway 54. This is a win-win situation and I strongly encourage you to endorse it. We, as Hilltop residents and immediate neighbors to the project, will be the most affected by the building and our view and wishes should be paramount in your deliberations as long as code requirements are addressed and met.

Sincerely,

Michael W. Roberts, DDS, MScD  
Henson Distinguished Professor and  
Sandra B. Roberts

**Sent:** Tuesday, May 23, 2006 12:50 PM  
**To:** TownCouncil  
**Subject:** Castalia Development in Meadowmont

(43)

May 23, 2006

Dear Mayor and Council Members:

My husband and I own one of the Summit Park Row houses located on West Barbee Chapel Road in Meadowmont. Our home faces the property purchased by Michael Rosenberg and Castalia for use in his new office building. We have owned homes in Chapel Hill for 16 years and consider it our permanent home.

I was very pleased to see that the CDC and the Traffic Board recently approved and recommended the Castalia development. I hope that the Town Council will vote in favor of the project as Michael has conceived it well.

For over a year, I have been in close contact with Michael Rosenberg and neighbors regarding the Castalia project. Michael has made us "partners" in his project, listening to our views and concerns and sharing his dreams and plans for the site.

My conclusion after all our communications is that Castalia and Michael Rosenberg will be excellent neighbors and Castalia will be an outstanding Chapel Hill citizen. I am especially happy with the addition of residential units in the building--a true multi use of the site! I very much support Michael's chosen location for the building. The nestled site, the architecture echoing the soft curves of the hill, and the "peek" of the building from Highway 54 are all very appealing.

We love Meadowmont and Chapel Hill. We think that the East entry to Chapel Hill has become welcoming and beautiful with the addition of Meadowmont and we look forward to Castalia adding to the community, the neighborhood, the scene and the tax base.

Thank you for considering our opinions and views. Please remove my email address before adding this correspondence to the public file.

Areatha Yvonne Mendenhall  
304 West Barbee Chapel Rd  
Chapel Hill NC 27517

# Edward M. Rose

634 W. Barbee Chapel Road  
Chapel Hill, NC 27517  
919-933-2500  
Fax 203-547-7635



May 24, 2006

Mayor Kevin Foy  
and Members of Town Council  
Town Hall  
405 Martin Luther King Jr. Blvd.  
Chapel Hill, NC 27514-5705

Re: Castalia Project and Town Council Meeting on June 19, 2006

Dear Mayor Foy and Members of Town Council

I am the President of the Hilltop Condominium Homeowners Association in Meadowmont, which represents 47 homeowners. The positions taken in this letter were adopted by unanimous vote of our Board on this date.

Our homeowners, along with Summit Park homeowners, have had several meetings and reviewed various evolving presentations with Dr. Michael Rosenberg, the developer and President & CEO for HealthDecisions, the future tenant of the building. We have been able to work together with Dr. Rosenberg, with both of us making compromises. The result has produced the plans for what we believe will be the crown jewel of the Meadowmont community.

While we understand that Dr. Rosenberg has distributed his "Discussion Points" memo, which reviews a number of issues, all of which we strongly endorse, there are two points that we understand are major "showstoppers" for Dr. Rosenberg that we wish to address as points of emphasis:

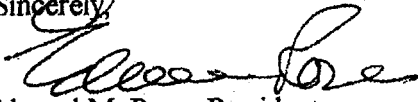
- **Siting of Building :** The two options are either 1) the siting as reflected in the "Discussion Points" memo, away from W. Barbee Chapel Rd.. or 2) abutting W. Barbee Chapel Rd. **The second option is just entirely unacceptable.** The first option provides for attractive berm with plantings and low level lighting in parking areas, with the three story building that we will face set back and therefore minimized. It will also be very attractive from Rt. 54, and indeed we believe it will become a signature of Meadowmont. We find the argument that the second option will make the building more attractive from Rt. 54 without merit, and disappointing, as it suggests that more importance is placed on "drive bys" than on the wishes of neighboring taxpayers who have invested in Chapel Hill.
- **Parking spaces:** Dr. Rosenberg has already accommodated a reduction in parking spaces by placing some underground, and by making it an office-residential space. We understand that there are limits on how many parking

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spaces a building must have to make it economically feasible. As a result we oppose any reduction beyond the already compromised 177 spaces in the plans.

Our dialog with Dr. Rosenberg has always been healthy and constructive, and we are convinced his proposed project will not only be most attractive, but that he and his company will be great neighbors. We ask that you now join us in support of Dr. Rosenberg's excellent proposal.

Sincerely,



Edward M. Rose, President

Hilltop Condominium Homeowners Association

Members of Board voting unanimously:

John Vogt, 713 West Barbee Chapel Road

Laurel Files, 733 West Barbee Chapel Road

Eugene Gross, 642 West Barbee Chapel Road

Miriam Donohue, 522 West Barbee Chapel Road

Charles Hayes, 524 West Barbee Chapel Road

Kenneth Popio, 424 West Barbee Chapel Road

JAMES T. CHEATHAM (44)  
308 W. BARBEE CHAPEL ROAD (across from Castalia prop)  
CHAPEL HILL, NORTH CAROLINA 27517  
919-945-1717

MAY 22, 2006

To Chapel Hill Community Design Commission

Subject: Proposed Castalia Building Project in Meadowmont

Tim Ross's letter to you dated ~~May~~ April 25 failed to address the biggest issue - that is the proposed 50% increase in allowable square footage for the building.

Planners spent several years planning the Meadowmont Development and, I believe, did a great job. The property was purchased several years ago in an arm's length transaction and the original 30,000 square footage satisfied the new owners' needs for its business and now Castalia wants to add 50% more square footage for a whole extra floor to make it three (3) in lieu of two stories. This is only for a profit motive and is objectionable by a lot of Meadowmont residents. If approved this 50% increase would be a slap in the face to the town's long term policy of extensive planning before developments are allowed.

cc Town Council  
Planning Board

Sincerely,  
James T. Cheatham

April 25, 2006

**TO:** Chapel Hill Community Design Commission

**FROM:** Summit Park Homeowner's Association

**RE:** Proposed Castalia Building Project in Meadowmont

What follows are our comments regarding the new building that is being proposed by Castalia Group to be built across from our association in Meadowmont. Since we are the most directly affected by the new building, we believe that we have an obligation to take a formal position on the project. The vote on our position was unanimous.

1) We strongly support having the building sited down the hill and nestled into the hillside as proposed by Castalia which should reduce the disruption of the topography. This should also reduce the visual disruption to all of Meadowmont residents and guests and significantly reduce it for our residents on West Barbees.

2) Michael Rosenberg, the owner of Castalia, has made significant efforts to work with our residents to arrive to mutually acceptable decisions on all major phases of the project including the location, parking, landscaping, lighting and so on and in fact is planning to be a resident of the proposed building. We are extremely concerned that another developer may well be less concerned about the residents as Mr. Rosenberg has been.

3) Although adding height, we believe adding the residences will add to the residential environment of the community. But if sited on W. Barbees, it would overwhelm the entrance, the view coming into Meadowmont and the residences across the street and be unacceptable.

4) We believe that it will be a very attractive building when viewed from Route 54.

5) The transportation issue of bus service could be resolved by having the bus make a short pass through the site as the plans easily allow while maintaining the existing stops as currently exist at each of the proposed entrances. This has apparently happened at other locations in Chapel Hill.

To summarize, we strongly support the proposal presented by Castalia Group.

Summit Park Board  
 Tim Ross, President  
 Connie Roessler, Vice President  
 Howard Schulz, Secretary  
 Mary Ann Larson, Treasurer  
 Roland Gammon, Developer

PO Box 4760  
 Chapel Hill, NC 27515



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**DRAFT**

June 11, 2006

Mayor Kevin Foy and Members of the Town Council  
Town of Chapel Hill  
Town Hall  
405 Martin Luther King Jr. Blvd.  
Chapel Hill, NC 27514-5705

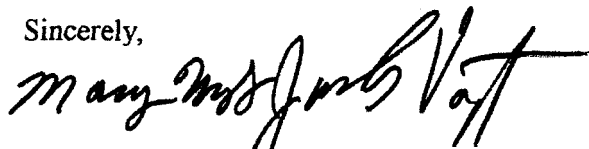
Dear Mayor Foy and Council Members:

We write in support of the Castalia combined office/residential unit building project as proposed and currently designed by Michael Rosenberg for West Barbee Chapel Road. Dr. Rosenberg has successfully integrated the project with the Summit townhouses and Hilltop condominiums; and at the same time, he has preserved the esthetic beauty of the site and the meadow that reaches down to Highway 54.

We understand that the placement of parking is an issue that concerns at least some members of the council. Our view is that the building should front directly on the meadow and that the open parking area be placed between the building and West Barbee Chapel Road. This serves two purposes. It creates a buffer between the Summit townhouses and the Hilltop condominiums and the proposed Castalia building. Second, it provides a more esthetically pleasing view from Highway 54. Drivers along that road will see the meadow and then the building nestled into the hillside. The building will hide all or most of the open parking from Highway 54. This will be a more attractive view than meadow, open parking, and then the building. Also, the building will be less obtrusive than if it were perched on top of the hill.

Thank you very much.

Sincerely,



Mary and Jack Vogt  
713 West Barbee Chapel Road  
Chapel Hill, NC 27517