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**Concept Plan Review: Greenbridge Mixed Use Development**  
**Town Council** **ATTACHMENT 10**  
**February 20, 2006**

Development Planning Coordinator Gene Poveromo stated this was a consideration of a Concept Plan for Greenbridge mixed use development, proposed on West Rosemary Street between North Merritt Mill Road and North Graham Street. He said the applicant was proposing to construct a nine-story, 184,000 square foot office/residential/retail building and demolition of several commercial and residential structures on a 1.32-acre site. Mr. Poveromo noted that the development proposal included an underground parking deck for 195 vehicles.

Mr. Poveromo said they believed the applicant would be asking the Council to modify the regulations because the proposal would exceed the overall height restrictions in the Town Center district as well as the floor area.

Tim Tobin, representing the five families who had partnered to create Greenbridge, said they were committed to providing a model green center with world-class design. He provided a brief description of how Greenbridge was conceived, noting the participation by residents and merchants of Northside, UNC faculty, Town leaders, architects, engineers and investors. Mr. Tobin then gave an accounting of the professionals now committed to the project and their credentials. He stated that some were calling the revitalization of Rosemary Street the Rosemary Renaissance.

Mr. Tobin noted that in February of 2005 the Kyoto Protocol took effect in 141 countries. He stated that Chapel Hill was one of 188 cities across the country to sign the US Mayors Climate Protection Agreement, and in collaboration with UNC the Town had recently adopted carbon reduction goals of 60 percent by 2050. Mr. Tobin provided information on the efforts to reduce greenhouse gases in Burlington, Vermont, Boulder, Colorado, Madison, Wisconsin, and Portland, Oregon.

Mr. Tobin stated that the Greenbridge development would assist Chapel Hill in its reduction goals. He remarked that in order for their project to be successful it had to be sustainable, which meant that three goals had to be achieved: environmental sensitivity, social equity, and economic vitality. To achieve environmental sensitivity, Mr. Tobin stated, the following had to be accomplished, and he provided some information regarding each item:

- energy efficiency
- natural daylighting
- indoor air quality
- rainwater catchment
- green rooflops and terraces
- solar thermal
- bicycle friendly
- underground parking

Mr. Tobin said to achieve social equity the following had to be attained, and he provided some information regarding each one:

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- 15 percent affordable housing
- iterative design process
- complementary retail services
- employment opportunities
- historic documentary
- educational center
- artist live/work units
- financial literacy seminars

Mr. Tobin noted the types of retail establishments they intend to recruit to Greenbridge, including an urban market/grocery store where farmers may sell produce year-round, a green or non-toxic laundromat, a world music store, an international fair trade handcrafts and gifts store, a healing arts and green yoga center, and a health club. He said these establishments would create entrepreneurial and employment opportunities for local residents, perhaps some that had been incubated within the EmPOWERment program.

For economic vitality, Mr. Tobin said the following must be achieved:

- continue Rosemary Renaissance - people, jobs, commerce, community
- improve public safety - eyes on the street
- create green commercial/retail hub

Mr. Tobin displayed an aerial map of the area, noting the development now taking place east and west of this block with a 450,000 square-foot art center project to the west and numerous projects to the east. He said that Greenbridge would ensure that this part of Town did not miss out on the Rosemary Renaissance, and they believe it will become a thriving and vibrant hub connecting Chapel Hill and Carrboro.

Dan Jewell, of Coulter Jewell and Thames, provided detail on the site and the site plan. Using the aerial map, he pointed out the location of the proposed development. Mr. Jewell then displayed a map and indicated the zoning designations in the area, noting the Greenbridge project was considered to be in what had been called an “opportunity area” for additional development.

Mr. Jewell said the site was surrounded by a neighborhood that had small businesses, shops and a few restaurants. He said from the standpoint of sustainable design, the first thing to do would be to try to locate the development on a site that had infrastructure in place. Mr. Jewell noted that because the infrastructure was already in place, they would not need to spend funds to extend them. He also remarked that solar access was important to this site, noting the design would be mindful of the path of the sun, allowing access to sunlight for all public spaces and apartments to the extent possible.

Mr. Jewell displayed a site map, noting they wanted to develop a site that was open and transparent, that people could move through using public spaces. He said along with that would be great development and activation of the street and sidewalk on Graham

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Street, Merritt Mill Road, and Rosemary Street. Mr. Jewell stated that because this was a gateway site and it was important that they present a good face to Rosemary Street, they had designed a plaza around the cradle-to-cradle building that announced arrival at the site.

Mark Rilengar, of William McDonough and Partners, said that they design projects according to how they wanted the world to be for future generations, and to do that principles must be established. He said that the Greenbridge team had embraced guiding principles for the site and building crafted by Bill McDonough: "We see a renewably powered world full of safe and healthy things, with clean air, water, soil and power, economically, equitably, ecologically, and elegantly enjoyed." Mr. Rilengar said that was a great goal for all of Chapel Hill, and he hoped this project could be an example.

Mr. Rilengar said that what some of those things would look like would include community connection, vibrant public space, massing and scale, a building that teaches, roof gardens, solar access, flows, and materials. He exhibited photos of projects that William McDonough and Partners had been involved with that contained these principles.

Mr. Rilengar commented that a key question for them regarding Greenbridge was, "what if a building was like a tree?" For instance, he said, how could they harvest energy from the sun, make their own water, create a habitat, and provide beauty and comfort for everyone in the neighborhood. Mr. Rilengar said a key idea was to open the site up, to create a corridor for people and light to pass through the building. He said there was roughly 180,000 square feet with 40,000 of retail in nine stories, and the lower level allowed a generous plaza at the corner of Rosemary and Merritt Mill Road with the cradle-to-cradle building Mr. Rilengar said there were two stories of parking, with the garage exit located on Graham Street.

Mr. Rilengar stated they wanted all the roof surfaces productive in some way, either as a place to occupy, a place to grow things to create oxygen, or a place to capture rainwater to produce energy. He exhibited a conceptual drawing of the scheme presented to the Community Design Commission, indicating how light would pass through the plaza, the retail and professional offices, and the residential component.

Josh Gurlitz, of GGA Architects, provided a quick overview of the project as already presented, reminding the Council that the applicants for this project were not real estate developers but residents of the Town. He commented on the history of the Northside neighborhood, the role played by groups such as EmPOWERment, **Inc.**, and the effect of the Small Area Plan process. Mr. Gurlitz said they had pursued a continuing dialogue with the Northside neighborhood and its leaders, noting they had held another meeting a week ago.

Mr. Gurlitz said as a result of those and other meetings and the feedback received, the two parts of the building that had been planned with two nine-story elements had been modified. He stated they had reattributed the square footage to keep one part of the

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building at nine stories, but taking the west building and pulling it down considerably to six stories. Mr. Gurlitz displayed a drawing of the building proposed with that modification.

Mr. Gurlitz made several final points, remarking that they had an enlightened development as an asset, the opportunity to create a real model of sustainable development, and a project that was proposed to be located in a natural opportunity center in the downtown that would add value and enhance other opportunities as mentioned earlier.

Mr. Gurlitz said this project was important because it was at the crossroads of Chapel Hill and the developing energy in eastern Carrboro, and it included an educational center as well as a significant public space. He described the public space with the large square footage of the plaza and the street, noting they should start to energize the street where the neighborhood community and the larger community could begin to come together.

Mr. Gurlitz said for the most part the project conformed to the regulations in LUMO, noting in some areas they exceeded the standards. He said the nine-story component of the building was taller than the LUMO component. Mr. Gurlitz noted they had attempted to carve the building in a way that at different times of the day sunlight and air would be allowed to pierce through the building.

Mr. Gurlitz commented that the total square footage also exceeded the LUMO regulations, for a number of reasons. He said one was economic, noting that placing underground parking introduced a certain fixed cost and one way of recovering that cost was to increase the amount of square footage that was sellable. Secondly, he said, was the cost of some of the sustainable features in the building were higher than the competitive market.

Mr. Gurlitz said they had included many features that relate directly to the goals and values of the community. He noted they would request expedited review of the project, noting their schedule projected a public hearing in September. Mr. Gurlitz said it would take diligent work to meet the schedule, but said he believed it was possible.

Lex Alexander, of West End Partnership, stated he was representing the retail merchants on the west end of Franklin Street. He noted they believed this area needed that building, adding that to have a walking community with goods and services you needed to have people living within walking distance of those goods and services. Mr. Alexander said this project would raise the bar on what that kind of mixed use could look like.

Mr. Alexander stated he had not seen a lot of this type of construction being proposed, and the reason was because it was expensive. He urged the Council to remember that time was money, and asked that the project be approved in an expedited manner so that the developers would not suffer unnecessary expense. Mr. Alexander also asked that the project be approved in a way that did not “water down” its exceptional features. He said

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he believed this could be a model building in the west end, and would put people living within walking distance of the west end.

Delores Bailey, Director of EmPOWERment, Inc., noted she had taken part in a charette in October regarding this project. She said at a neighborhood meeting in January the Northside residents had expressed strong and clear objections to the height of the proposed building. Ms. Bailey said the developers had responded, and the proposal had lowered one part of the nine-story building to six stories.

Ms. Bailey said what concerned the Northside residents was the building's height relative to the height of St. Paul's Church. She said also of concern for one resident was whether she would be able to afford to live in this building. Ms. Bailey said the developers had responded by helping residents to take financial literacy classes to prepare to live in one of these affordable units. She said the developers had also committed to current residents to help them include some of the green building techniques in their own homes that they would be using at Greenbridge to conserve energy. Ms. Bailey said the developers had also responded when the Northside neighbors had said they wanted to be Northside residents today and ten years from now. She said the developers had committed to helping them hold on to their properties.

Ms. Bailey said she wanted to emphasize that the developers were willing to listen, and were willing to come back again and allow the residents of Northside to continue to express what they want and how they feel.

Council Member Kleinschmidt asked how the change in building height protected the integrity of the neighborhood and being able to preserve their homeownership. Ms. Bailey replied she had talked to the developers about the property values and the residents concern that those values would rise. She said that had been discussed with the developers and ideas shared regarding that, noting there had been some discussion about perhaps providing a fund that would help residents cover those rising costs. Ms. Bailey said that was just an idea that had not been discussed in detail, but she wanted to point out that that level of participation by developers was already taking place.

Council Member Kleinschmidt asked regarding affordability, if she had any thoughts on providing opportunities for people to live in this development. Ms. Bailey responded it was important that the people who lived, worked, and walked in the Northside community be able to buy in that project. She said she was not talking about just those in the 80 percent of the area median income, but those in the 60 percent and 50 percent as well. Ms. Bailey said she believed that was in line with what the developers were proposing, but she wanted to actually see it happen.

Tom Hinkle provided a brief background of his experience and expertise in energy, energy efficiency, and renewable energy, especially solar energy. He said in this county almost half of the energy consumed goes into heating and cooling of buildings and toward producing hot water. He said if Chapel Hill were serious about reducing carbon emissions, and he believed it was, then the place to begin was in new construction.

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Mr. Hinkle said the developers of Greenbridge had the right idea in designing the best possible energy efficient building. He said they also had the right idea in using roof areas for solar energy production as well as green plants that would help to cool the building but also store water and help in the water treatment of the site. Mr. Hinkle said he applauded them for their vision and for taking the risk, adding whenever you try something new it is a risk. He stated that this building would provide a model for future building in Chapel Hill, and said he hoped it would be a model for the UNC campus as well.

Mr. Hinkle said as he looked at development around Town he was saddened that he did not see more energy efficiency put into place. He said with Greenbridge, all will see energy efficient systems that will consume much less electricity than with typical HVAC systems. Mr. Hinkle said as the Town saves energy and reduces greenhouse gas emissions it will greatly improve air quality and the quality of life in general.

Professor Douglas Crawford-Brown, Director of the UNC Carolina Environmental Program, said the policy implications of this project was that there were few powers that the Town had that would attract developments like this, but certainly one of those powers was to have expedited review. He said that translated into dollar savings that could be plugged back into the green features of this project. Dr. Crawford-Brown said he would not ordinarily pitch that as a general policy except for this project, noting it was good to plan such a project but something else entirely to actually build something that reached the goals of the carbon reduction program

Dr. Crawford-Brown said he supported this project because he was confident in Tim Tobin's ability to not only have good ideas but to translate them, adding that he and his students would be working with Mr. Tobin on this project. He said he supported moving this project forward as quickly as possible without cutting corners, and assured the Council that many people at UNC, including him and his students, would provide backup to ensure that the project was built properly.

Phil Szostak, an architect and planner, said he was representing the West End Collaborative. He said their group had been formed last October to be an advocate for the west end. He said his group would in the near future bring to the Council a West End Small Area Plan that they would prepare to continue a decision that this and other projects had already started for them.

Mr. Szostak said they believe this project represented everything that had been talked about over the last five years. He said the concept plan was a first step in a long journey, hopefully an expedited journey, and was a worthy one. Mr. Szostak remarked that this kind of project represented the future of the built environment here and in the State. He said no matter how great this project was environmentally, it had to be a urban building that would do what it was meant to do.

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Mr. Szostak commented that the street was the key to revitalization of this Town and in the community. He said the courtyard as planned would take energy off the street. Mr. Szostak urged the Council to leave energy on the street, and not to take it off the street and put it in a courtyard.

Lynne Kane said she had heard some negativity regarding a grocery store in this development. She said placing a grocery store in this location was a good idea, and asked that the Council give the developers expedited review.


David Brower said he had lived in Chapel Hill for **36** years, and had been waiting for a project such as this for that entire time. He said it would make Chapel Hill a more significant place, noting that if the developers were able to do even two-thirds of what they planned, it would be a really exciting and monumental project. Mr. Brower said he taught in the UNC's Department of City and Regional Planning, noting that Bill McDonough was one of the real giants in the area of sustainable development and achieving sustainable development through architecture. He noted that it would be exciting to have a building of Mr. McDonough's in Town. He urged the Council to approve the project as rapidly as possible, noting it would serve as a model for other communities and other builders.

Blair Pollack, representing the Village Project, said they advocated for walkable communities and ecologically sound land use, and this project was it. He stated he realized this was a tall building, but it was time to stop being afraid of that. Mr. Pollack remarked that regarding affordable housing, when you have a really energy efficient project the money saved in utilities would contribute to paying the mortgage, making the units even more affordable and therefore increasing the opportunities for affordable housing.

Mr. Pollack stated that unlike the two projects coming soon to the downtown, the redevelopment of Parking Lot 2 and Parking Lot 5, this project required minimal public investment and would create some technical and economic models to give a better picture of what is wanted downtown. He said letting private developers take that risk was a plus.

Mr. Pollack remarked that the project would also increase the tax base, and hoped the Council would give the project its full consideration. He urged the Council to find a way to allow the project to be as intense as planned so it could meet its economic and affordable housing goals. Mr. Pollack added that a laundromat and market would serve the neighborhood as well.

Council Member Kleinschmidt asked how the courtyard was to work. He said he was concerned about the interior, asking whether it would be an activated center or for residents only. Mr. Rilengar responded that the models show that it was a relatively small space. He said that the retail was located in such a way as to wrap and turn in, extending the use of that space during the day and making it more visible. Mr. Rilengar said the lighting and other features would make that area part of the street. Council

  
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Member Kleinschmidt said he was concerned that it would become “dead space” and that it was so small.

Council Member Kleinschmidt asked about the division of affordable housing, noting that the Town was a champion of social justice. He asked for a fuller explanation, asking if this was considered a social justice victory even though the Town consistently asked for 15 percent of a project to be affordable. Mr. Tobin replied they had originally thought the affordable housing would all be on site, but once they had discussions with the community it seemed that was potentially a forced fit since not all of the interest was for it to be on site. He said if there was an opportunity to acquire properties in the Northside neighborhood either for new homes or refurbishing existing homes, that meeting the affordable housing goal might be accomplished in a dual strategy by finding 50 percent of that goal in the Northside neighborhood, and placing the other 50 percent on site. Mr. Tobin said in placing that 50 percent on site, a concept was proposed that there was a wonderful contingent of artists, craftspeople, musicians and others in the west end, and they did not want to discourage them from living in this area. As a result, he said, they plan to market the other 50 percent of the units to that group. Mr. Tobin said they would not restrict others, but wanted to encourage live/work spaces.

Council Member Kleinschmidt asked if the plan was to design those spaces specifically to attract that group of people. Mr. Tobin replied that was the idea, as well as marketing in local venues where that population would be reached.

Mr. Tucker said that the affordable housing aspect was one that they had worked hard to define, and the two key elements were to maintain long term affordability and work with the groups such as EmPOWERment and the Land Trust. He said they would enthusiastically support affordable housing.

Council Member Kleinschmidt said he was pleased that other groups would be involved in finding the best way to provide affordable housing. He said he would like to see the idea of providing affordable housing in Northside integrated into the project, noting it might be a way to enhance the 15 percent goal, but not to substitute for the 15 percent to be provided on site. Mr. Tucker said he understood his point. Council Member Kleinschmidt asked how many units they were talking about. Mr. Tucker said he believed it was 15.

Mayor Foy asked what was the total number of units planned for the project. Mr. Tucker responded one hundred. He said one thing they had looked at as part of this was the language in the Comprehensive Plan and the Small Area Plan that encouraged the actual investment into the neighborhood in these opportunity zones.

Council Member Kleinschmidt said to forecast a little farther down the road in the process, the inclusion of 15 percent affordable housing was a great idea, going out into Northside and finding creative ways to invest in the neighborhood was a great idea, and meeting LEED requirements and all the other positive aspects of the project that would meet many goals would encourage the Council to move forward on this project.



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Council Member Harrison commented that he was provoked when the statement was made that it was time to get “unafraid” of tall buildings. He stated he had received a voice mail over the holidays from a woman who expressed alarm about the planned height of this building, noting that the building was sitting on a line in the Town that would not allow this height. Council Member Harrison stated he had to reply to her that this Council “did not have a leg to stand on” because it was asking for so much more. He said he was not afraid of tall buildings, having grown up around them. Council Member Harrison said since no one from Carrboro was present to protest the height, he assumed that would not be a hurdle.

Council Member Harrison said he would like someone on the planning team to speak about the concepts regarding solar management, noting there were regulations to meet and saying he did not know how they would do it. He said he specifically wanted to know about stormwater management. Mr. Jewell said with more and more developments stormwater was being handled underground using various means. Mr. Jewell said what may be unique on this site was that this might be the first project to have a water reuse program, noting that in terms of sustainability and LEED, that was high on the list. He said the new stormwater rules under LUMO basically wanted developers to find a way to reuse stormwater.

Council Member Harrison remarked that with expedited review they did not have a lot of time to figure this out, so he hoped they were starting now. Mr. Jewell replied they had begun that process.

Mr. Gurlitz stated they would be exploring ways to reclaim the stormwater and use it throughout the project. He said green roofs do slow up the stormwater surge, and having as much green roof as they were planning would have an appreciable impact on meeting and even exceeding the Town’s goals.

Council Member Ward said regarding affordable housing, he hoped that would be incorporated into the project, although he was supportive of the efforts already expressed regarding the neighborhood. He said he was concerned that there were residential units that would be demolished, and the next result would not be 15 percent affordable housing for the community. He said that would be a reason why he would like to see additional attention paid to affordable housing since we were losing some in the process.

Council Member Ward remarked that in the materials, it said they were striving for LEED standards. He said “striving” was a bit soft, and wanted more information on that. Council Member Ward asked for a characterization of the commitment beyond that, and what kind of premium was associated with that commitment in terms of cost to the project. Mr. Tobin responded that in October they had hired one of the five consulting firms that performed evaluation of LEED projects. He said the rating was done using points, with 40 points equaling a Gold LEED standard. Mr. Tobin said they had gone over their plans and applied the point system to what they believed was achievable, and their point total was 42, which exceeded the Gold LEED standard.

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Council Member Ward said his experience was that you needed to have more points than you think you need, so that when the project was completed you would have some breathing room. Mr. Tobin responded that was correct, since many times the review committee may not agree with an assessment and back points out. Regarding the costs to the project, LEED estimates it to be 2 percent, but it was actually much more than that. Talked to a number of builders who have said the cost was conservatively around 15 percent, but for traditional buildings it was more on the lines of 30 percent of costs.

Council Member Ward said he had heard those figures as well. Mr. Tobin said the renewable energy systems were the major portion of the cost, noting they may have as much as \$1 million in solar panels. He said the green conservation system was another big one, as well as the thermal options. Mr. Tobin said if they went with the 81 planned, the cost would be well above 2 percent.

Council Member Ward asked how you would protect the next project's solar access with a nine-story building? Mr. Tobin responded how do we protect our own access. Council Member Ward said with a nine-story building, something built to the south may have problems. Mr. Tobin said sites are chosen very carefully, and one of the things they had done was to split the building in half to allow multiple opportunities for solar on the walls and on the rooftops. He noted it also had a lot to do with orientation and how you manage the space internally.

Council Member Ward said the materials mentioned having a connection between Carrboro and Chapel Hill, but did not mention the connectivity with the immediate neighborhood. Council Member Ward said he wanted to take this opportunity to emphasize that that was critically important to him. He said it had been stated that the project would be providing needed services to the local community, but he needed ultimately to be convinced that what happened at the retail level would be accessible to those living in the immediate neighborhood and not shops that were boutiques and the like. Council Member Ward said these retail shops should provide regular services that people needed day-to-day.

Council Member Ward commented that regarding the slice through the project, he hoped they chose that angle based on some solstice or equinox element taking place so that they could have a celebration of this project each year. He said he hoped it would be one more link to the real world and would not be air-conditioned or insulated from nature.

Council Member Easthom said she was excited by this project, and appreciated the environmental design. She said she believed it was just what Chapel Hill needed and that this particular area of Town needed people living there to make it a vibrant community.

Council Member Easthom said she agreed with Council Member Kleinschmidt that the 15 percent affordable housing should be supplied within the project. She said she would like to know a little more about how the 200 cars parked in the underground lot would enter and exit that area. Mr. Tobin replied that generally, the ingress and egress would be

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from Merritt Mill Road, noting that was the logical entry point for vehicles coming from Merritt Mill Road, Franklin Street and Rosemary Street. He said it was right across from the Church parking lot, and they had been talking to the Church about possibly using the parking during Sunday services. Mr. Tobin stated that egress would be onto Graham Street. So, he said, there was one route in and two routes out.

Mayor Foy asked how many of the spaces were dedicated spaces and how many were public spaces. Mr. Tucker responded they were planning on a minimum of at least one space per housing unit, with the remainder dedicated to retail. He said that equated to 100 spaces for the housing units, and 100 spaces for the retail. Mr. Tucker said they did not plan to have any public parking on site except for customers to the retail stores.

Mayor pro tem Strom said it was extraordinary to see so many citizens come out to express support for a project that was in the concept stage. He congratulated the applicants for bringing forward such a project, adding it was nice to see that the private sector had been paying attention to the Council's work with LUMO and the Comprehensive Plan. Mayor pro tem Strom said regarding the affordable housing element, he agreed that it should be provided on the premises. He said it looked like it might be possible to add some density to the smaller building if they found it necessary to accommodate the affordable housing element as they proceed with the project.

Mayor Foy commented regarding the affordable housing aspects of this discussion, he thought it was important what the applicants were doing to integrate this project into Northside. He said it was important to be aware of what this project might do to that neighborhood, noting there was more than one way to destroy a community. Mayor Foy said he was going to part with his colleagues on this, stating it was important that there be affordable housing within the project. He said developers knew that they could not buy their way out of that by placing affordable housing somewhere else. Mayor Foy said he did not believe that was what the applicants were trying to do, so he wanted a better explanation of what they were proposing. He said they would have to convince everyone as to why they were proposing what they were. Mayor Foy said that the Council wanted affordable housing to be a part of the project and that it would not be segregated from the rest of the project but dispersed throughout. Mr. Tucker said they had tried to be creative regarding the affordable housing component.

Delores Bailey explained she was sensitive to how the affordable housing was developed, and explained how the off-site proposal had come about. She said she had looked at it in terms of the cost of a two-bedroom unit, which was \$85,000 to \$90,000. Ms. Bailey said she could acquire a lot and build a house in Northside with yard space for children with that money, stating the thought was that some of that money could be shifted and put back into Northside to acquire property and provide a home off the site.

Mayor Foy said he was struck by a comment made by Mr. Szostak regarding the courtyard drawing energy off the street. Frank Phoenix, one of the owners, said regarding the possibility of providing affordable housing in Northside as part of this project, that he had spent six years on the Habitat for Humanity Board of Directors. He

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said the idea of providing housing off site so that someone who may not want to live in Greenbridge could instead live or continue to live in Northside, and by taking some of the funds designated for affordable housing and perhaps renovating or refurbishing a home that was now boarded up was what had drawn him to this idea. Mr. Phoenix said to the extent that they could take that money and invest it into the neighborhood would be good for all of us.

Mayor Foy said he saw it differently when a building was being built in Northside and investing in Northside, as opposed to a building being provided somewhere else and then suggesting that affordable housing be provided in that neighborhood. He said that was why he was willing to consider how they might creatively deal with that social issue.

Mayor Foy said he agreed with the comment Mr. Szostak made regarding the retail space, and asked if they had thought about doing both. He said that raised a valid point about drawing the energy off the street. Mayor Foy asked if they had thought about what they would do about the construction and demolition waste generated. Mr. Tobin said there would be an inventory taken before any demolition was done, and materials separated out and weighed. He said all of that was part of a very defined protocol that would earn points towards LEED certification.

Council Member Ward said it appeared that a lot of thought and time had gone into and had been articulated about the education center proposed on the front edge of the building, that was meant to celebrate the historic black businesses in the area. He said it had to be so much more than a celebration of what was there, and must be something that enabled and enriched the opportunities to be there now and in the future. Council Member Ward stated that was very important to him. Mr. Tobin said he understood, noting this was a bridging concept with the idea of what sustainability was all about.

Mr. Tobin remarked that the education center would have two components: one retrospective and one prospective. He said the retrospective component would be made up of a set of filmed interviews with elders of the community about what had made Northside sustainable over the last 80 years and what had made it a vibrant community. Mr. Tobin provided a brief description of how that sustainability had come about. He said they wanted to show what it meant to live in such a community. Mr. Tobin said they then wanted to take the ideas of sustainability moving forward into the next 50 to 100 years, the prospective element, and marry those things that happened in the past with the future.

Mr. Tobin said the education center, or sustainability center, would contain retrospectives, films and artifacts as well as demonstrations. He said they had held talks with UNC about partnering with them in developing the center. Mr. Tobin said that they had also talked with OWASA representatives who had expressed an interest in reserving an area to demonstrate water conservation.

Council Member Kleinschmidt said this reminded somewhat of a song that critiqued developers for cutting down a tree and building a tree museum. He said that this was the

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Northside business district with historically African-American owned businesses, and it was their ability to remain viable as this development moved forward that was at the core of Council Member Ward's question. Council Member Kleinschmidt said it appeared that they were tearing down some of these historically African-American owned businesses and putting in a museum about them. Mr. Tobin replied that he was sorry to give that impression because that was absolutely not the case. He commented that the vibrant business hub that had once been there was no longer there, and they wanted to bring back vibrancy and commerce to that lot.

As an example, Mr. Tobin said, in Deloris Bailey's EmPOWERment project there was a woman in the program that sold flowers. He said it was an incubator project that helped such businesses get off the ground, but the question was where did they go from there. Mr. Tobin said this project would give her a place to graduate to, giving that entrepreneur an opportunity to sell more flowers to more people and develop a thriving business. He said with 40,000 square feet there would be ample space to provide that opportunity to people. Mr. Tobin said it was their belief that this project would help to recover what had been lost on that block with regard to commerce.

Mr. Tobin remarked that what was historic in retrospect was not the commercial piece but the community piece. He stated they wanted to learn and understand the way the community had succeeded in the past and bring that into Greenbridge and make that integral to the project.

Council Member Kleinschmidt commented that if they see this as a place to graduate to, that would mean that some of the opportunities for commercial activity would be affordable in a similar way that the Town was looking towards the parking lot developments. He asked if that was a correct statement. Mr. Tobin said he was not familiar with the parking lot developments, so could not comment. He said that this project would provide an opportunity for businesses that had gotten off the ground to graduate up to a larger market and to have a set of opportunities that was not limited to only one of two options but would provide varied options for success.

Mayor Foy commended the applicants for the ambitions put forward for this project, and wished them the best of luck as they continued through the process.

**MAYOR PRO TEM STROM MOVED, SECONDED BY COUNCIL MEMBER WARD, ADOPTION OF RESOLUTION R-1. THE MOTION WAS ADOPTED UNANIMOUSLY (8-0).**