

ATTACHMENT 1

GREENBRIDGE
ADDITIONAL QUESTIONS RAISED AT THE JANUARY 17, 2007 PUBLIC HEARING

We believe that the following additional issues were raised during the January 17, 2007 Public Hearing:

1. Architectural Detail – A Council member asked that more detailed views of building be provided.

Comment: Please refer to attachment provided by the applicant and/or applicant will provide additional information as part of their presentation.

2. Scale/Context/Character- Greenbridge does not fit into the neighborhood in terms of scale, context and character.

Comment: Please refer to attachment provided by the applicant and/or applicant will provide additional information as part of their presentation.

3. Social Justice Issues – Greenbridge proposal will negatively impact the adjacent neighborhood through gentrification.

Comment: Please refer to attachment provided by the applicant and/or applicant will provide additional information as part of their presentation.


4. Community Engagement: How will Greenbridge adequately address neighborhood history and socially engage the community?

Comment: Please refer to attachment provided by the applicant and/or applicant will provide additional information as part of their presentation.

Ms JB Culpepper, Director
 Planning Department
 Town of Chapel Hill
 405 Martin Luther King Jr. Blvd.
 Chapel Hill, NC 27514

February 16, 2007

Dear Ms. Culpepper,

Please accept this letter as a response to questions **raised by the Council** at the January 17, 2007 Public Hearing. Thank you. 

Scale/Context/Character - How does Greenbridge fit into its neighborhood in terms of scale, context and character,

Is a 200 year old oak tree "human scale?" It attracts pedestrians at the ground, provides habitat for those that live on its branches, produces oxygen, and generates energy from the sun. So will Greenbridge. The corner of Rosemary and Graham deserves a new beginning. Broken, boarded-up, asbestos contaminated buildings will be replaced with a thriving streetscape, offices and retail establishments that will offer jobs and economic opportunity to the community.

This block will not be left in the shadows of the Carrboro ArtsCenter Project or the Lot 5 Project. It will be revitalized, following the vision and direction of Charlie Mason and Esther Tate. Greenbridge will be a leader in the revitalization of the west end and will help establish the progressive context and character for this re-emerging downtown neighborhood. What better way to create this revitalized character than a building developed by community families, with neighborhood support, a world class team of designers, and the combined goals of sustainability and social justice.

As for architectural character, we defer to Senator Ellie Kinnaird who offered these insights in a letter to the Chapel Hill News last fall:

"I understand there is concern over the changing streetscape of Chapel Hill as proposed by Greenbridge. As a newcomer in 1964, I was amazed to see the unified colonial style of commercial buildings. I was amused to see colonial gas stations, bus stations, and grocery stores in the 20th century. Eventually the style became the semi-official vocabulary of the town. But just as historic, is the expression of each generation's aspirations reflected in their architecture.

We are fortunate to have an expression today that reflects our great love for and stewardship of our environment. Our goal of preservation now is our planet's preservation. What could better epitomize this than a completely green building, and one of magnificent architectural design? Even if one were concerned over mimicking late 20th century architectural design, Rosemary Street has never had distinctive buildings. Greenbridge is a rare opportunity to show the world we are serious about our leadership in carbon reduction through building and living our ideals."

- Ellie Kinnaird

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Social Justice Issues - How will the Greenbridge proposal minimize the impacts of gentrification on the neighborhood, How will Greenbridge adequately address neighborhood history and socially engage the community?

The greatest social injustice perpetrated on the world today is that 5% of the world's population (i.e., Americans) contribute 30% of the world's greenhouse gases. In 25 years, the effect will be as follows, according to the Stern Review on the Economics of Climate Change:

Basic elements of modern life for people around the world will be compromised—access to water, food production, and human health. Melting glaciers will cause water shortages for 1 in 6 of the world's population. Crop yields will decline, particularly in Africa. More extreme weather patterns will result in severe floods and drought. Hundreds of millions of people will suffer hunger, water shortages, and coastal flooding. All countries will be affected poorest countries earliest and most, resulting in 200 million "climate refugees."

Greenbridge directly addresses the global climate crisis with a building that Bill McDonough calls "one of the ten models of sustainability in the world." Greenbridge strives to meet LEED Gold Standards and Energy Efficiency Goals of 20% beyond ASHRAE Standards and 40% beyond existing home stock.

As for social justice at the local level, Greenbridge has engaged the local community from the outset. Based on input from community and church leaders, the design for the project was altered in two significant ways. The building was "split" to allow sunlight onto Rosemary Street and the west building was lowered from nine to seven stories as a gesture of respect for the adjacent St. Paul AME Church. The cost of these two changes exceeded \$10,000,000. Although costly, these changes engaged the community in the project and Greenbridge in the community. Our partners attend Northside Community Watch Meetings and conducted door-to-door surveys to introduce the project and ask neighbors what features and services they wanted to see in the project.

Moving forward, Greenbridge has committed to having 15 one and two bedroom "affordable" units onsite. Each unit will have an underground parking space, access to the fitness center, and use of other Greenbridge Amenities. Greenbridge has dedicated a prime street level retail space to a Sustainability (Education) Center, and is working with UNC-CH to get a National Science Foundation (NSF) Grant to fund exhibits. Greenbridge has produced a 30-minute documentary on the history of the neighborhood that has aired numerous times on the Peoples Channel and will be available in the building for church and school groups to view. Greenbridge will offer meeting space on a rotating basis with Hargraves Center for Community Watch Meetings. Our community understands and appreciates our commitment to social justice and that understanding was given strong evidence during the Public Hearing for Greenbridge when NOT ONE Northside or Pine Knolls resident spoke against the project and many voiced support.