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TOWN OF CHAPEL HILL



Applicant Information

Name: EAST WEST PARTNERS MANAGEMENT COMPANY, INC.
 Address: 190 FINLEY GOLF COURSE ROAD
 City: CHAPEL HILL State: NC Zip: 27514
 Phone (Work): 919-929-0660 FAX: 919-929-0660 E-Mail: lperry@ewp-nc.com


Property Owner Information (included as attachment if more than one owner)

Name: SEE ATTACHED Phone _____
 Address: _____
 City: _____ State: _____ Zip: _____

Development Information

Name of Development: UNIVERSITY VILLAGE
 Tax Map: 7.65.C3A, 7.65.C3B, 7.65.C.1 Parcel ID #: 9798547612, #9798343837, #9798350079
 Address/Location: NCHWY 541 RALEIGH ROAD
 Existing Zoning: CC New Zoning District if Rezoning Proposed N/A
 Proposed Size of Development (Acres / Square Feet): 11.20 acres (gross) / 487,785 SF
 Permitted / Proposed Floor Area (Square Feet): 209,260 SF / 477,900 SF
 Minimum # Parking Spaces Required: 976 # Proposed: 823 +99 Prestwick Rd= 922
 Proposed Number of Dwelling Units: 189 DU # Units per Acre ~17du/acre
 Existing / Proposed Impervious Surface Area (Square Feet): 145,729 SF / 310,000 SF
 Is this Concept Plan subject to additional review by Town Council? Yes

The undersigned applicant hereby certifies that: a) the property owner authorizes the filing of this proposal b) authorizes on-site review by authorized staff; and c) to the best of his/her knowledge and belief, all information supplied with this proposal is true and accurate.

Signature:  Date: 8/30/2005

Please submit 20 sets of all materials, or 35 sets of all materials including reduced (8½" by 11") copies of all plans if the Concept Plan is subject to additional review by the Town Council, no later than the first day of the month. Materials must be collated and folded to fit into a 12" x 15" envelope.

The Community Design Commission meets regularly on the third Wednesday of each month. Meetings with the Town Council will be scheduled after the Community Design Commission meeting. For confirmation of a meeting dates and the placement of your request on the agenda, please call the Planning Department at (919) 968-2728.

Property Owner Information

1. Name:University Inn Association LLC Phone: 919-929-0660

Address: 190 Finley Golf Course Rd.

City: Chapel Hill State: NC Zip: 27514

2. Name:Avalon of Chapel Hill LLC Phone: 919-928-1146

Address: 1423 Gray Bluff Trail

City Chapel Hill State: NC Zip: 27514

University Village

Chapel Hill, North Carolina

A Proposed Mixed Use Community

Developer's Program and Statement of Compliance

August 31, 2005

East West Partners Management Co. (Developer)
Scott T. Murray, Inc. (Landscape Architecture)
Dishner Moore Architects LLP (Architecture)
John R. McAdams Company (Engineering)
Resolute Building Company (Building Contractor)

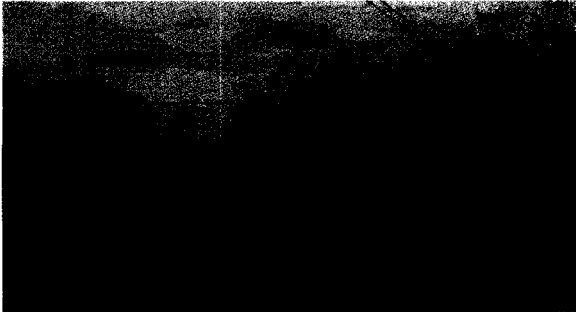
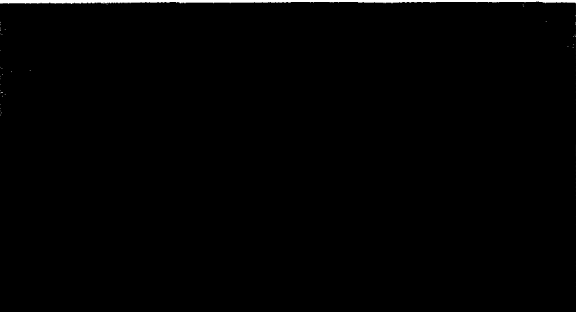
Developer's Program

University Village is proposed as a mixed-use community designed to enhance the existing residential focus of the Glen Lennox area. Small retail shops, offices, a hotel and residential units are planned to create a lively, pedestrian-friendly sidewalk streetscape, oriented around a public commons area. A significant percentage of the residential units (30%) are proposed for affordable housing and all of University Village will be designed to meet or exceed the Silver Level as established by the Green Building Council's LEED Program.

The following summary highlights key components of the Development Program. The design concepts included will help to ensure that University Village becomes a leading example of how a visually sensitive re-development site, utilizing state of the art building concepts and alternative transportation programs can balance both economic needs and the needs of the community.

Existing Conditions

Built in 1951, the University Inn was designed to serve travelers visiting Chapel Hill along NC Highway 54 (Raleigh Road). Since that time it has been expanded and now includes 84, "motel-style" (outside entry) rooms. The growth in the Chapel Hill area throughout the 90's, the expansion of other local inn facilities and a trend away from "motel style" lodging has combined to render the University Inn obsolete in this market. As such, re-development of the University Inn site is inevitable. The Avalon Medical Group office building (also a part of this proposal) is a small low rise structure abutting the western boundary of the inn. All of its convenience parking is visible to NC Hwy 54.

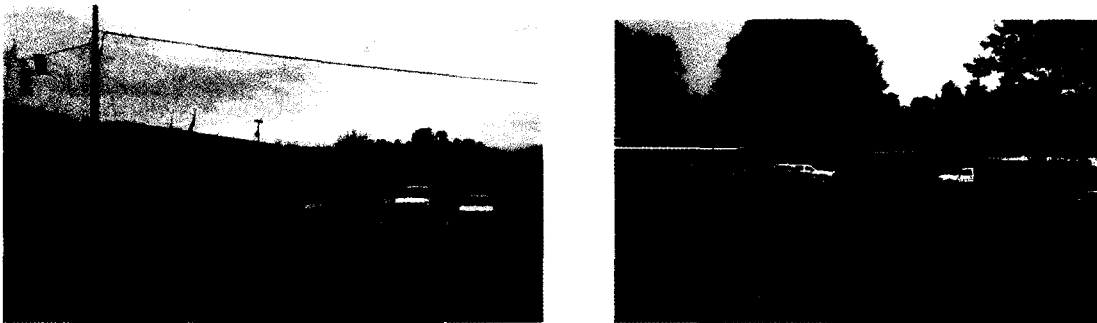


The University Inn and adjacent sites encompass 10.18 acres. In the mid 1990's an easement was granted to OWASA to extend a public sanitary sewer force main across the site to serve the community. Most of the site is void of vegetation with the exception of a stand of large oaks along the entryway and older pines along the perimeter. A large, flat central ridge forms the high point of the property, from which the land slopes and drains towards the western and eastern boundaries.

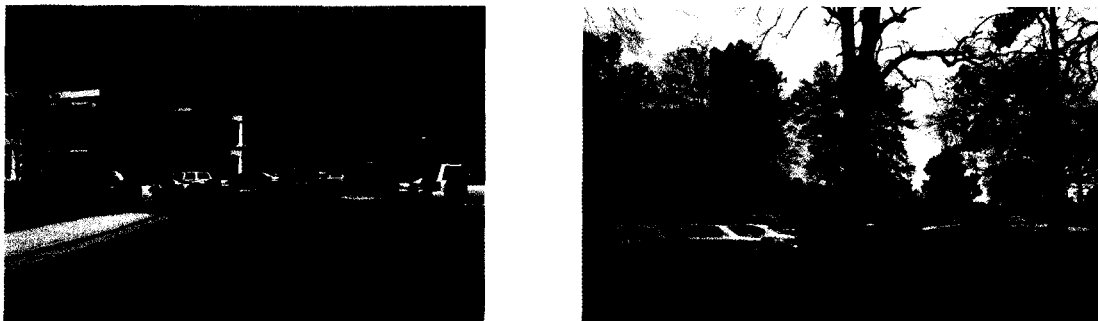
Adjacent to the site the Oaks Townhomes, Oakwood/Rogerson Drive and Glen Lennox neighborhoods provide an established residential character to the area, north of NC Hwy 54.



West of the residential area, conventional "strip" type shopping provides some basic retail services but fails to create an identifying pedestrian-friendly focus for the community.



The Town's Fire Station, Prestwick Place offices and Aurora's Restaurant/McClean's Office are also located immediately adjacent to the site.



Market

The residential housing within University Village will appeal primarily to employees of the Town, UNC Hospital and University. Convenient access to daily shopping services and alternative transportation modes that link major employment centers will create unparalleled opportunities for affordable and market rate housing in an attractive and lively residential setting. The office space and a significant portion of the residential is planned to be located above the retail shops.

Uses and Floor Area Proposed

University Village proposes the following mixture of residential, office and retail uses.

Residential	228,215 sf	(including 30% affordable "for sale")
Retail Shops	64,185 sf	(max. individual space 15,000 sf)
Office	115,500 sf	
Hotel	70,000 sf	
Total	477,900 sf	

Entryway Preservation

Preservation of the "tree-shaded oak lawn" that has served to establish much of the character of the entryway into Chapel Hill and the foreground of the University Inn is a key component of the development plans. Park benches, landscaping and walkways are proposed to enable residents and visitors to enjoy the setting from a more intimate perspective.

LEED Program - Silver Certification

The U.S. Green Building Council provides oversight for the Leadership in Energy and Environmental Design Program (LEED). Designed to promote sustainable and environmentally sensitive development projects, LEED establishes standards for planning, design and construction of development programs. A verification process for the certification of performance is an integral component of the program. University Village is planned to meet or exceed the Silver Certification level as a condition of its approval. This program will ensure the highest standards of conservation of our environmental resources are met.

Architecture

The architectural character of University Village is planned with 4, 5 & 6 story buildings, designed to fit the Chapel Hill vernacular and to provide an appropriate landmark for the area. Buildings will include a high level of architectural detailing to maintain a sense of human scale and visual variety. Four and five story buildings are proposed along NC 54 with taller six story buildings located to the rear of the site.

Transportation

University Village provides excellent access to alternative transportation systems that currently serve the area. Existing bus routes include stops along NC Hwy. 54 providing convenient access to the University, Friday Center, UNC Hospital and Chapel Hill Town Center. The proposed TTA mass transit route is planned to connect UNC Hospital with the Friday Center, ¼ mile to the east. Special facilities for bicycles and electric vehicles are proposed on-site as an integral part of the community.

Parking

The visual impact of large parking areas will be minimized by the provision of an architecturally integrated parking deck (431 spaces) and an underground parking structure (168 spaces) that serves all of the residential and a majority of the retail office and hotel uses. On-street parallel parking (99 spaces) is proposed as part of the improvements to Prestwick Road. The surface parking is planned to minimize essential convenience parking encouraging pedestrian access. The internal "commons" concept will help to screen the vehicular areas serving the retail shops. Other parking areas are to be screened in a manner consistent with the Town's Development Ordinance.

Traffic

A Preliminary Trip Generation report has been prepared to enable the comparison of the traffic impact if the site were developed as permitted by current CC zoning, to the mixture of uses proposed. Prestwick Road is assumed to be terminated east of its' intersection with Hamilton Road limiting vehicular access from University Village only to Finley Golf Course Rd. See the attached letter from Kimley-Horn and Associates addressing trip generation.

Storm water

A program to capture, filter and re-use the storm water runoff from the site is another key component of the development of University Village. Techniques proposed are planned to minimize impervious pavement areas and provide subsurface and surface retention/filtration and storm water re-use for irrigation. Existing storm water management requirements will be met or exceeded and no variance to these standards is being requested.

Statement of Compliance

The Development Program for University Village proposes floor areas and secondary building heights that are consistent with those permitted in Mixed-Use Village and Town Center Zones in Chapel Hill. Approval within the Community Commercial (CC) Zone may be made through the special use permit process.

The University Village Development Program proposes an alternative to the straight commercial uses permitted in the Community Commercial Zoning District. The following points illustrate the how the proposal is consistent with many of themes and objectives of the Comprehensive Plan and the Chapel Hill Design Guidelines.

The primary conditions proposed which are not provided for in current TOC regulations include:

- Increase in the permitted Floor Area Ratio
- Increase in the maximum building height (primary and secondary)
- Decrease in the number of required parking spaces

A summary of the proposal specifics are included in this text along with a comparison with other Chapel Hill Zoning Districts that provide for mixed-use development.

Maintain the Urban Services/Rural Buffer Boundary - University Village proposes the re-development of the University Inn and two adjacent infill lots presently served by public utilities and public transportation.

Participate in the Regional Planning Process - Regional planning efforts promote the development of mixed-use areas of high-medium density within close proximity of existing and proposed mass transit hubs. TTA has identified the Meadowmont/FridayCenter area, (¼ mile to the east), for a transit hub.

Conserve and Protect Existing Neighborhoods - A fine mix of small shops, office, hotel and residential uses, is designed to create a pedestrian-friendly "sidewalk" atmosphere that serves as a focus for the proposed community and adjacent neighborhoods. In keeping with the design principles of good urban form, a carefully balanced mix of uses combined with human-scale architecture will ensure that University Village enhances the "livability" of the entire Glen Lennox area. The high percentage of residential floor area and extensive pedestrian walks within the development will serve to help strengthen the residential character of the overall community.

Conserve and Protect the Town's Existing Natural Setting - The "wooded lawn" created by the stand of large mature oaks along the NC Hwy. 54 Entryway will be preserved. The pine backdrop that is formed by the wooded area south of Prestwick Road completes the natural character and will be supplemented by additional plantings along these boundaries of the site. Indigenous plants give the Glen Lennox landscape its' natural character. Xeriscape guidelines will be employed in order to conserve natural resources and minimize the need for artificial cultivation practices.

Identify Areas Where There Are Creative Development Opportunities - Few development sites exist within the Urban Services boundary, that offer the accessibility to alternative transportation modes, as the University Village. Minimal environmental constraints and existing high-intensity zoning combine to create unique development opportunities where residents could enjoy a lifestyle supported by convenient public transportation.

Encourage Desirable Forms of Non-Residential Development: Create and Preserve Affordable Housing Opportunities; - University Village is planned with small shops, offices, a hotel and residences oriented around a lively and pedestrian-friendly commons area. The retail shops are designed with offices and residential housing above to front on shop lined walkways with outdoor dining and gathering areas. Only a minimal amount of convenience parking will be provided above grade with additional parking accessible below the shops and commons area. A significant percentage of the residential housing (30%) will meet the Town's affordable guidelines.

Work Toward A Balanced Transportation System - University Village is within ¼ mile of the proposed Friday Center TTA hub and is connected by existing sidewalks and bike paths. Bike lanes extend westward 1 mile from the site to the UNC Campus. Existing bus routes include stops at the site, which combine to make University Village a critical link in balancing alternative transportation modes with convenient living opportunities. Facilities and programs will be provided that encourage carpooling, telecommuting and the use of hybrid vehicles and bicycle parking. Preferred parking spaces for carpoolers and hybrid vehicles, bike racks and showers, and programs to facilitate carpooling and telecommuting will reduce the reliance on traditional single occupant vehicles. These programs will help to disseminate information related to "alternative transportation modes" to residents and visitors.

Complete the Bikeway/Greenway/Sidewalk Systems - Improvements are proposed to extend the bikeway along University Village frontage. Sidewalk connections will also be made to provide convenient and safe access by the residents and the public throughout the site. The adjacency of the UNC cross-country trail provides additional recreational and transportation opportunities.

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Provide Quality Facilities and Services - Facilities needed for daily shopping by the residents of the community and adjacent neighborhoods will be given priority when designing and leasing the retail and office space. This will help to insure that residents will have the opportunity of obtaining the daily essentials without having to rely on unnecessary automobile trips.

Specific "Design Guideline Criteria" will be addressed during the design process through a collaborative effort of the developer's team and the Town. Careful attention will be given to the "livability" of University Village by balancing the delicate inter-relationships of the basic themes addressed above. The architectural character, creation of activity centers, views and visual impact will develop from the concepts and ideals expressed during this process.

Land Use Intensity Comparison

This Land Use Intensity Comparison is included to illustrate the intensity of the development proposed when compared to other mixed-use development in Chapel Hill that relies heavily on multi-modal transportation systems.

	CC Community Commercial	MU-V Mixed Use Arterial	University Village Proposal ^{1,2}	TC Town Center
Net Land Area (acres)			10.18	
Street R/W (Max. 10% of Net)			1.02	
Gross Land Area (acres)			11.20	
Gross Land Area (sq ft)	487,785	487,785	487,785	487,785
Maximum Building Height (Primary)	34 ft	60 ft	75 ft	44 ft
Maximum Building Height (secondary) ²	60 ft	114 ft	90 ft	90 ft
Minimum Street Setback	22 ft	10 ft	22 ft	0 ft
Minimum Interior Setback	8 ft	5 ft	8 ft	0 ft
Minimum Solar Setback	9 ft	20 ft	9 ft	0 ft
Net Land Area (acres)	10.18	110.18	10.18	10.18
Maximum Impervious Surface Ratio	70%	70%	70%	N/A
Maximum Floor Area Ratio	0.429	0.500	0.980	1.970
Maximum Floor Area ¹	209,260	243,892	477,900	960,936
Minimum Parking Required			976 spaces	
Total Parking Provided			922 spaces	
Surface			224	
Underground			168	
Parking Deck			431	
Prestwick Road			99	

1. The maximum floor area listed for University Village does not include the square footage of the underground parking or the parking deck.
2. Architectural roof features (i.e. cupolas, finials, etc.) used to enhance the architectural design of the project may exceed 90 ft in height.



August 29, 2005

□
PO Box 33068
Raleigh, North Carolina
27636.3068

Mr. Lee Perry
East West Partners Management Company Inc.,
190 Finley Golf Course Road
Chapel Hill, NC 27507

Re: University Inn Site Trip Generation Comparison

Dear Lee:

Kimley-Horn and Associates, Inc. has completed a trip generation comparison for the University Inn property in Chapel Hill, NC. The comparison includes 2 land use scenarios; a land use consistent with the current zoning and a proposed mixed-use development that would require a special use permit.

The current zoning for this parcel allows for 235,570 square feet of retail space. It is estimated that this allowed intensity will generate 11,853 trips per day using ITE land use code 820. 262 of these trips will occur in the AM peak hour (160 in, 102 out), and 1,102 trips will occur in the PM peak hour (529 in, 573 out).

A proposed mixed use development requiring a special use permit under the current zoning designation would be composed of approximately 189 residential condominiums (land use code 230), 115,500 square feet of office space (land use code 710), 64,185 square feet of general retail (land use code 820), 138 hotel rooms (land use code 310), and 35,000 square feet of medical-dental office space (land use code 720). This is expected to generate 8,523 external daily trips. 564 will occur in the AM peak hour (379 in, 185 out), and 852 will occur in the PM peak hour (340 in, 512 out). Internal capture between these uses was calculated using ITE methodology.



Trip Generation Summary - Driveway Volumes

Land Use	Intensity	units	Daily Total	AM Peak Hour			PM Peak Hour		
				Total	Enter	Exit	Total	Enter	Exit
Existing Zoning									
<i>General Retail</i>	235,570	s.f.	11,853	262	160	102	1,102	529	573
Existing Zoning Total			11,853	262	160	102	1,102	529	573
Proposed Mixed-Use									
<i>Residential Condominium</i>	189	d.u.	1,103	86	15	71	101	68	33
<i>General Office Building</i>	115,500	s.f.	1,491	210	185	25	208	35	173
<i>General Retail</i>	64,185	s.f.	5,091	120	73	47	467	224	243
<i>Hotel</i>	138	Rooms	862	61	37	24	81	43	38
<i>Medical/Dental Office</i>	35,000	s.f.	1,216	87	69	18	119	32	87
Mixed-Use Subtotal			9,763	564	379	185	976	402	574
Internal Capture Subtotal			12.70%	1,240	0	0	124	62	62
Proposed Mixed-Use Total			8,523	564	379	185	852	340	512

Please do not hesitate to contact us with any questions or comments you may have,

Sincerely,

KIMLEY-HORN AND ASSOCIATES, INC.

R. Michael Horn, PE
Principal

RMH/blw

