

STATEMENT OF JUSTIFICATION

Kenan-Flagler Business School

The University of North Carolina at Chapel Hill

Paul J. Rizzo Conference Center at Meadowmont

The Paul J. Rizzo Conference Center at Meadowmont is a residential conference and training center located on a 28-acre site, primarily serving Kenan-Flagler's executive education clientele. Executive education has been an integral part of the Kenan-Flagler Business School program portfolio over the past forty years and its projected growth is critical to the long-range plans of the school. In addition, Executive Education is a key differentiator among the top tier business schools in the nation. With few exceptions, all of these schools have on campus, dedicated residential executive education centers significantly larger than the Rizzo Center.

The Kenan-Flagler Business School, The University of North Carolina at Chapel Hill, completed construction of the first phase of the Paul J. Rizzo Conference Center at Meadowmont in September 2000. The School is now seeking approval to begin construction for previously identified Phase II expansion plans of the Rizzo Center. This expansion was included as part of the original Special Use Permit (SUP) and approved by the Chapel Hill Town Council in August, 1997.

The original SUP approved construction of up to 153,760 square feet of building area and 162 parking spaces and included the proposed Phase II expansion. The plans now call for a building area of 160,236 square feet, a 4 percent increase over the previously approved area, and increases the approved parking by 10 spaces. The planning staff has advised The University that under the Town of Chapel Hill's Development Ordinance, Section 18.6.3 Completion of Time Limit, administrative approval is not available for this project because of time expiration. Therefore, the University is seeking a modification to the original Special Use Permit.

This facility expansion increases the daily training capacity at the Rizzo Center to 320 persons and residential accommodations to 120 guests. No changes to the DuBose house are proposed.

The University of North Carolina at Chapel Hill continues to believe this type of residential center is a compatible and appropriate neighbor to the adjacent community. Not only does it complement the surrounding Meadowmont development, the self-contained retreat quality of this center and the high level executive programs held in the center will continue to have a positive impact on Chapel Hill and the State of North Carolina.

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Finding #1 – That the use or development is located, designed, and proposed to be operated so as to maintain or promote the public health, safety, and general welfare.

The minor site and building changes proposed herewith do not alter the findings of the Town Council, whose action in August 1997 approving the original SUP, signify compliance with these provisions.

Traffic conditions: As stated in the original SUP submittal, the Center is a residential education facility that will house approximately 120 participants. The participants will arrive to the facility for a scheduled session or program within a 12-hour period and remain at the facility until they have completed the program. At the completion of the program, the participants will leave the facility over a day's period with most destinations being RDU Airport. The on-site accommodations will reduce the amount of daily commuting by visitors to the site, thus having negligible effect on traffic corridors. The Center will have a staff of approximately 20 people who will arrive to work on a daily basis. A minimum amount of traffic will occur by the participants throughout their stay. The heaviest traffic to the facility will be at the beginning and end of the program session, but the arrival and departure times are spread over the course of a day or weekend. Programs vary in duration from three to fourteen day sessions. While the proposed roads are designed to preserve as much of the vegetation as possible, the two-directional access road is divided into sections intending to slow traffic and preserve trees. The winding nature of the drive will provide for a pleasant driving experience through the site.

Pedestrian conditions: As stated in the original SUP submittal, previously installed sidewalks connecting the Center to the Meadowmont development will be maintained as part of this project. Pedestrian and bicycle traffic will continue to be encouraged. Some additional sidewalks are proposed to connect the existing pedestrian way and the proposed areas.

Waste conditions: As stated in the original SUP submittal, trash collection will be contracted and managed by the University. The University's policy on Solid Waste Management will be in effect on this site.

Utilities conditions: As stated in the original SUP submittal, utilities are designed to work in conjunction with the Meadowmont Development. The University will utilize public utilities for this project.

Environmental conditions: As stated in the original SUP submittal, the site is outside of the Resource Conservation District and Floodplain. The site is within the Protected Watershed Area for Jordan Lake. A storm water management study has been performed and will be implemented as part of this project.

The site design allows for the preservation of a significant number of natural areas and green spaces. The cemetery, the rose garden and the front lawn are all being preserved in

their present state. The additions are located away from the center of the site and the DuBose House, to preserve the present ambiance of the site and limit the disruption of garden areas.

In summary, the proposed modifications maintain the general health, safety, and general welfare of the community by incorporating the following standards, construction mitigating strategies, and improvements.

1. The approved SUP included a Traffic Impact Study. These modifications do not significantly alter those findings approved in 1997. Mitigation measures include promoting the use of multi-occupant transportation methods such as the Regional Transit Corridor, shuttles and taxis.
2. The evaluation of the effects of these modifications on stormwater discharge resulted in the following:
 - a. Sub-basins 2, 3, & 4 require no new detention facilities.
 - b. Sub-basins 1&5 require modified detention facilities. These modifications will be included as part of the construction proposed.
3. The modifications continue to protect the previously approved historic DuBose house and the open space, including the gardens.

The University has provided competent, material, and substantial evidence of compliance with all of the Ordinance requirements, including evidence that the proposed modifications would maintain the public health, safety, and general welfare.

Finding #2 – That the use or development complies with all required regulations and standards of this chapter, including all applicable provisions of Article 12, 13, and 14 and the applicable specific standards contained in Sections 18.7 and 18.8, and with all other applicable regulations.

As per Article 12, the original SUP approved this use in the R-5-C zoning district. Associated Land Use Intensity calculations, as per Article 13, are indicated on the Project Fact Sheet and summarized below.

- a. Net Land Area – 1,208,790 SF
- b. Maximum Allowable Floor Area Ratio – 319,121 SF
Proposed Floor Area – 160,236 SF
- c. Minimum Allowable Outdoor Space Ratio – 894, 505 SF
Proposed Outdoor Space – 1,135,982 SF
- d. Minimum Livability Space Ratio – 483,516 SF
Proposed Livability Space – 1,001,302 SF

These modifications do not alter the findings of the approved SUP with regard to Article 14, Design Standards. Parking provided is less than that required by Article 14.6. However, this is intentional to promote the use of multi-occupant vehicles and mass transit systems.

Finding #3 – That the use or development is located, designed, and proposed to be operated so as to maintain or enhance the value of contiguous property, or that the use or development is a public necessity.

The minor site and building changes proposed herewith do not alter the findings of the Town Council, whose action in August 1997 approving the original SUP, signify compliance with these provisions.

In 1998 Pickett-Sprouse Real Estate performed a study of the Meadowmont development and its impact on the value of surrounding properties. Based on its previous study, Pickett-Sprouse has provided a letter dated October 23, 2001, which is attached, indicating that, in their professional opinion, the proposed additions will "...not cause a diminution in value of the surrounding properties."

The Rizzo Center clientele, primarily corporate executives, and the residential aspect of this program are compatible with the adjacent neighbors. The participants' time will be spent in extensive training sessions and reflective of social environments as they learn from professional educators and each other. The University will maintain the physical appearance of the site and provide appropriate security. The development of the Center contributes to a mix of uses and collaborates with the surrounding site plan developments. The site provides a cluster development that provides green space to be preserved. The modification maintains these conditions.

The University is dedicated to maintaining the property in a manner consistent with being a good neighbor.

These minor modifications do not conflict with the original findings of the Town Council when the original SUP was approved in August 1997.

Finding #4 – That the use or development conforms with the general plans for the physical development of the Town as embodied in this chapter and in the Comprehensive Plan.

The proposed modification complies with the Planning For Chapel Hill's Future: The Comprehensive Plan adopted May 2000. Some sections are provided as follows:

Section 3.0, Community Character: The University is committed to addressing these objectives and goals by maintaining the natural setting and historic structure, the DuBose house.

Section 6.0, Economy and Employment: As with the original project, these minor changes will provide additional opportunities for employment for Chapel Hill residents and achieves the Town's goal to provide "non-residential development compatible with existing development." The existing facilities have already established and this project will further facilitate the Town's efforts to encourage a local economy characterized by

varied scale and types of educational, research, professional, commercial and service activities.

Section 9.0, Natural Environment: As approved originally, these minor changes conserve and enhance the original natural environment by maintaining the integrity of the historical structures, maintaining and enhancing the gardens and open spaces in the original Special Use Permit application and honoring the built and natural environment through sensitive design. Included is a storm water study, which addresses concerns for long-term water quality. As previously approved, a storm water management plan will be implemented.

Section 10.0, Transportation: The University promotes the use of public transportation and, as such, limits the number of parking spaces on site. In addition, the site, adjacent to the Regional Transit Corridor, offers the University an opportunity to work together with the Town to promote the transit facility.

Section 11.0, Community Facilities: The University proposes to provide and maintain solid waste management practices as originally approved. The University will handle all trash and recycling materials. The University will provide electrical and telecommunication services; however, public water and sewer utilities will be utilized for this project.

Summary

In August 1997, the Chapel Hill Town Council approved the original SUP for the Paul J. Rizzo Center. Those approved plans included the proposed expansions. The University now intends to implement the construction of Phase II of those plans. Minor changes to those approved plans are being proposed, including an increase of 4 percent in building area, and an additional 10 parking spaces. The University seeks approval of a Special Use Permit Modification for these minor changes to the approved SUP.

With this application, the University has submitted competent, material, and substantial evidence showing its compliance with all the Ordinance requirements and competent, material, and substantial evidence that supports the findings that the proposed modifications will maintain the public health, safety, and general welfare, will maintain the value of adjacent property, and conforms with the general plan for the physical development of the Town.