



Mixed-Use at Obey Creek

The Obey Creek concept plan prepared by East West Partners Management Co. proposes a mix of residential, retail, office and hotel uses, vertically and horizontally mixed throughout the developed portion of the project. There are compelling planning reasons that no individual use should be singled-out for elimination:

Why Mixed-Use?

- **Traffic** – Combining residential dwellings with workplace, shopping and entertainment commercial development reduces the use of automobiles and encourages the use of alternative methods of transportation, including pedestrian, bicycle and public transit.
- **Vibrancy** – To create a true 24 hour community, residential uses are a crucial component. If office space is the primary driver of a development, activity will shut down at the end of the work day and on weekends.
- **Quality Workforce Housing** – Including workforce units along with higher-end housing development in a mixed-use setting offers access to amenities and opportunities not available to stand-alone workforce development. Fitness centers, pools, club rooms, media rooms and business centers are all common features of modern apartment buildings typically not available to more modestly priced new residential development.
- **Varied Housing Options** – Chapel Hill has a good supply of housing for families with children seeking a single-family home. Chapel Hill does not have enough housing of the type desired by childless young professionals, empty nesters and retirees. These are the fastest growing demographic categories, and preferences are for smaller, more efficient housing units within walking distance of employment and entertainment opportunities.

“Mix of Uses – having goods, services and workplaces within close proximity of residences greatly increases the opportunity to reduce vehicular traffic in favor of bicycle and foot.”
 -Obey Creek Technical Team
 Evaluation Memorandum

Fiscal Impacts

- For municipal fiscal purposes, multifamily apartments and condominiums are classified as commercial development because they tend to have lower school and community services impacts (private waste collection, on-site recreation, etc.)
- Simply calculating the relative value of commercial vs. residential development for fiscal analysis ignores the multiplying effect of vibrant, successful development that is highly valued and generates greater ad valorem and sales tax per square foot.

Uses at Obey Creek

FINAL MIX OF USES

At full build-out, the Obey Creek project is committed to having a diverse mix of uses to create a dynamic 24 hour live/work/play community.

In order to achieve this goal, a minimum amount of particular uses is required. As such, we propose the following minimums and maximums for each use:



<u>Use</u>	<u>Minimum</u>	<u>Maximum</u>
Retail	200,000 sf	475,000 sf
Office	150,000 sf	600,000 sf
Residential	250 units	800 units
Hotel	0 rooms	400 rooms (+ancillary space)
Total		1.6 million sf (conditioned)

PHASING

No individual building or phase of buildings shall be required to include any particular use except as required by the Design Guidelines. Prior to the approval of each new building, the developer shall be required to show that the remaining undeveloped portions of the site are sufficient to provide for the minimums of each use within the project Design Guidelines and probable future location of those uses. Developer shall also show that the minimums for each use can be accomplished without triggering any other limiting factors below.

LIMITING FACTORS

In addition to square footage and/or unit count, other limiting factors to the maximum amount of development shall include:

- Prescribed Building Height Maximums
- Impervious Surface Limitations
- Daily Automobile Trip Generation (Based on April, 2014 HNTB TIS)
- AM Peak Hour Automobile Trip Generation (Based on April, 2014 HNTB TIS)
- PM Peak Hour Automobile Trip Generation (Based on April, 2014 HNTB TIS)

Affordable Housing at Obey Creek

Obey Creek is committed to the promotion of workforce and affordable housing on site and in the larger Chapel Hill community. Below are several strategies to be pursued to provide affordable and workforce housing. The final affordable housing component of Obey Creek could incorporate one or more of these strategies.

For Sale Housing

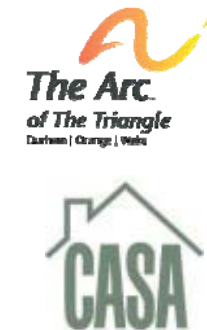
Any housing offered for sale (whether sold at first occupancy or as a condo conversion) shall meet the 15% Inclusionary Zoning Ordinance through the provision of units, payments in lieu of units or any combination thereof. Any prior payments in lieu made on behalf of rental units would apply to the requirements upon a condo conversion.

Middle Income Rental Housing

A portion of rental units can be rent controlled to guaranty affordability at the 80%, 100% and 120% AMI levels. Affordability would be defined as rent set at 30% of gross income. Single and double occupancy households would be offered 1 bedroom units and triple occupancy or higher would be offered 2 bedroom units.

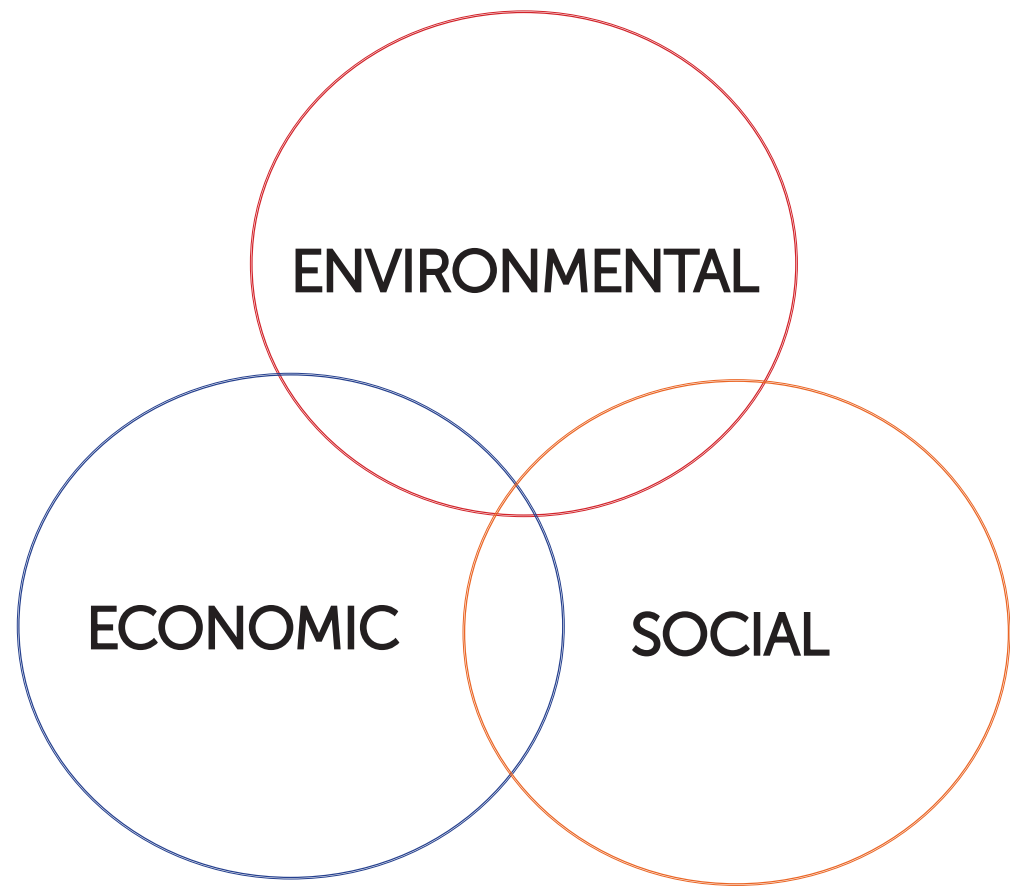
Agency Partnerships

We have been in conversation with affordable housing agencies to provide subsidized housing. CASA and The Arc of the Triangle have expressed an interest in securing units within any residential development at Obey Creek to provide units for their clients. The owner of the apartment building would enter into a lease of units with the Agency who would in turn manage the leasing and maintenance of those units.



Rental Payments in Lieu

A payment in lieu of rental units could be made to the Town's Affordable Housing Fund to subsidize affordable housing off-site.



ECONOMIC] Obey Creek will have a long term beneficial impact on the town's tax base through increased commercial taxes, sales taxes, increased residential densities, and contributions to public open space and amenities.

SOCIAL] Obey Creek will create a synergistic mix of uses that might include retail stores, restaurants, a grocery store, market rate apartments, condominiums, independent living senior residences, hotel and commercial office buildings.

ENVIRONMENTAL] Obey Creek will achieve significant reductions in energy consumption, carbon footprint, water consumption, and automobile trips compared to accepted baseline standards.

SOCIAL] Obey Creek will create buildings and open spaces that engage pedestrians and occupants with exemplary contemporary design that is human scaled, richly textured, and specific to its place.

Planning Principles

- Encourage Clustered Retail Development
- Maximize Permanent Preservation of Open Space
- Work Toward a Balanced Transportation System
- Promote a Range of Housing Options
- Encourage Mix of Uses and Building Types
- Create Meaningful Public Open Spaces
- Create an Interconnected Network of Walkable Streets



Encourage Clustered Retail Development

Maximize Permanent Preservation of Open Space

Work Toward a Balanced Transportation System



KEY

//// Dense Mixed-Use Development

P Park and Ride Transit Location

--- CCX Transit Route

--- PX Transit Route

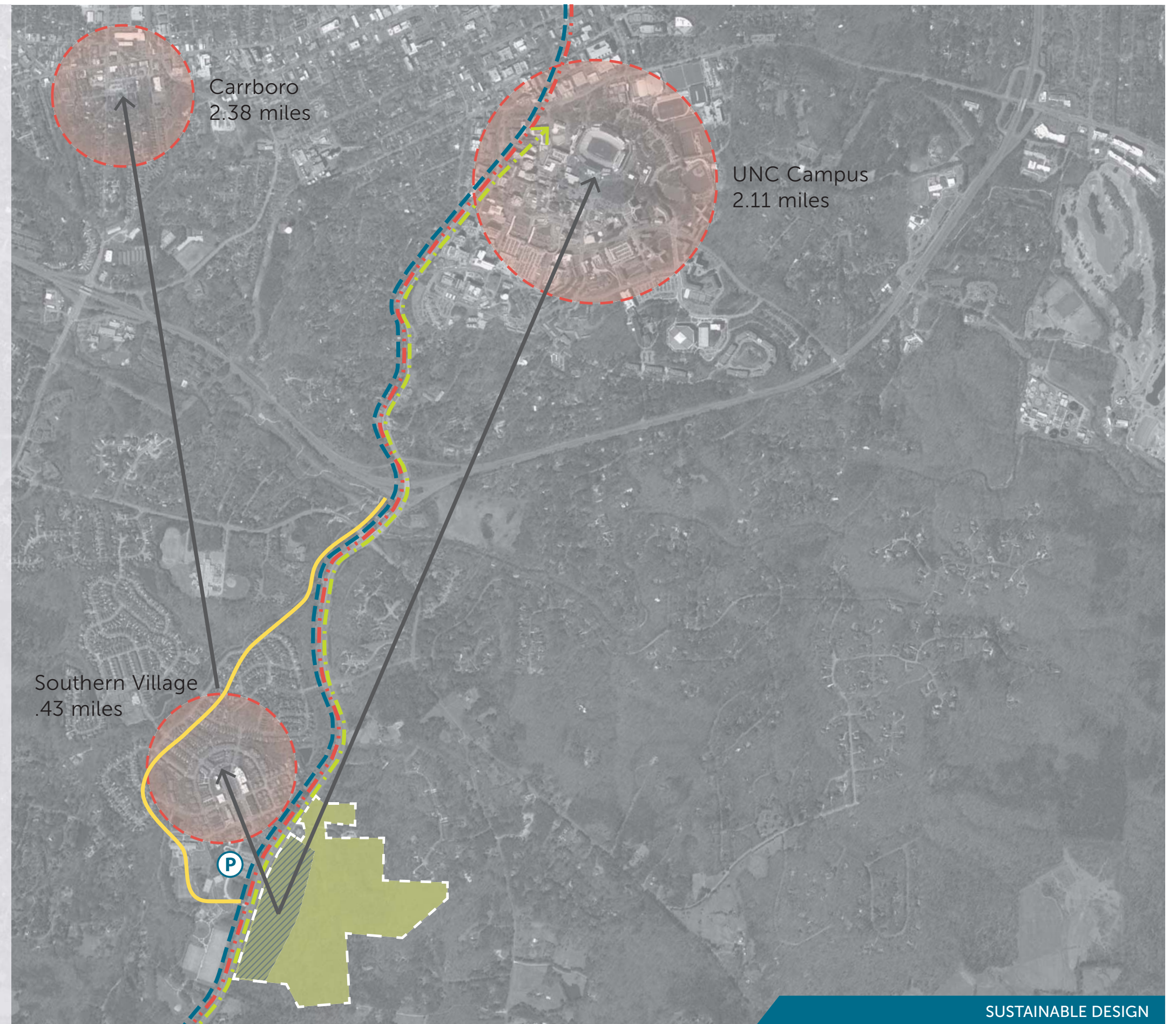
--- NS Transit Route

— Existing Paved Off-road Bike Path

■ Dedicated Conservation Land

SUSTAINABLE DESIGN + RESOURCE CONSERVATION

- Locations closer to existing town and city centers
- Compact Developments minimize habitat fragmentation
- Walkable developments
- Mixed-use neighborhoods
- Sites adjacent to existing developments
- Areas with good transit access



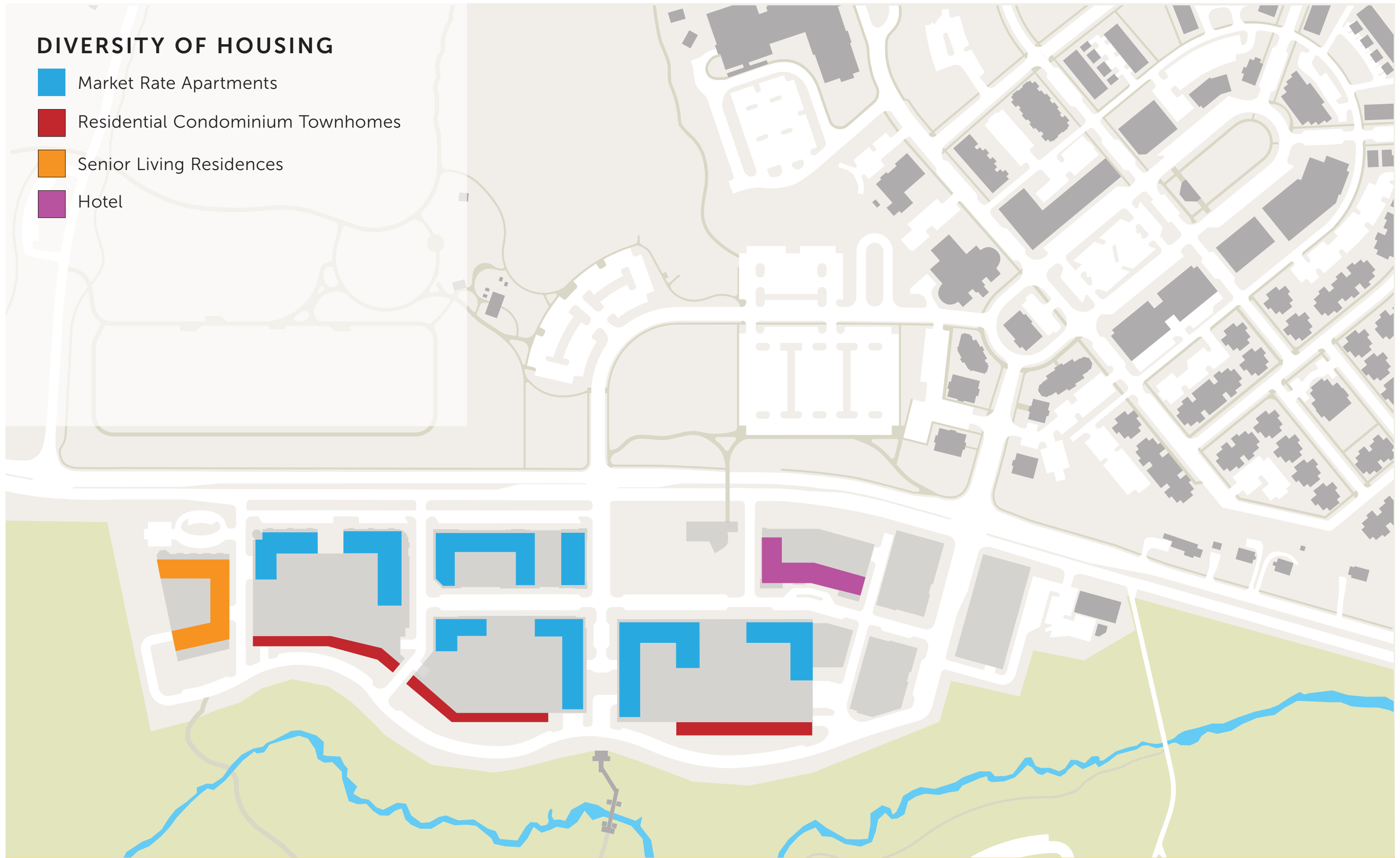
Promote a Range of Housing Options

- Market Rate Apartments
- Residential Condominium Townhomes
- Senior Living Residences
- Hotel



DIVERSITY OF HOUSING

- Market Rate Apartments
- Residential Condominium Townhomes
- Senior Living Residences
- Hotel



Encourage a Mix of Uses and Building Types

- Mix of Uses
- Mix of Types
- Mix of Heights



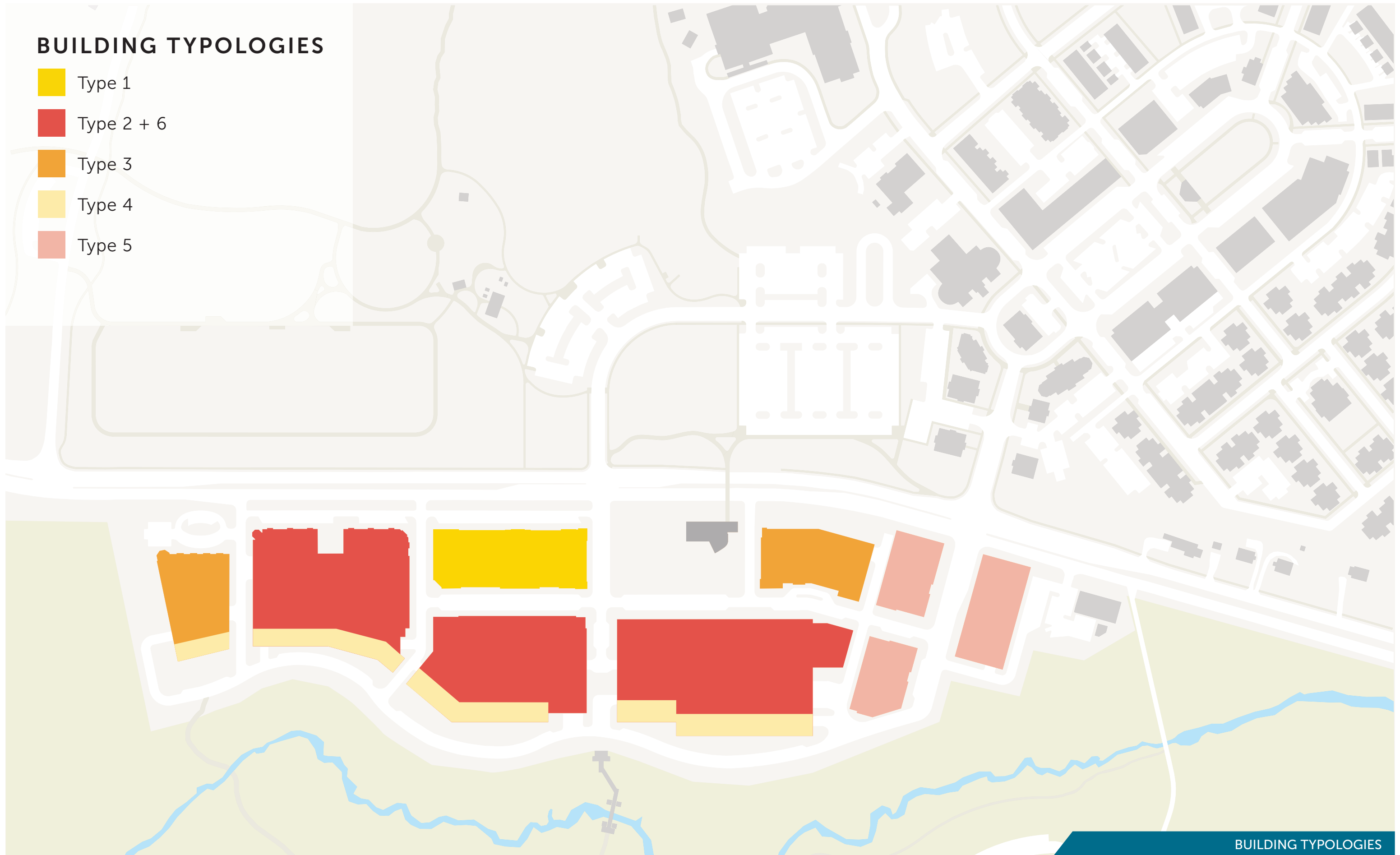


FIRST FLOOR USE SITE PLAN



BUILDING TYPOLOGIES

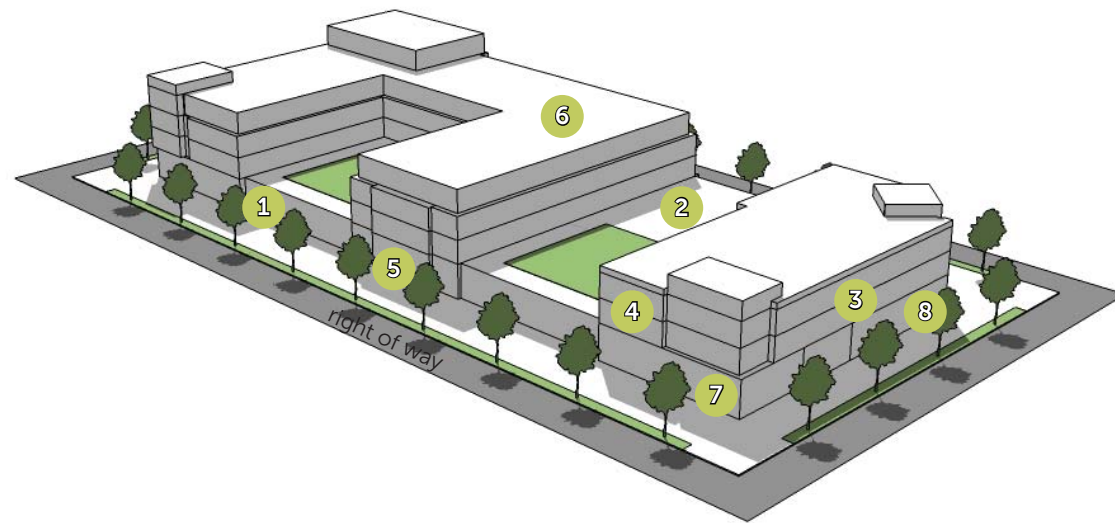
- Type 1
- Type 2 + 6
- Type 3
- Type 4
- Type 5



TYPE 1 BUILDING TYPOLOGY LOW-RISE RESIDENTIAL ABOVE IN-LINE RETAIL

Low-rise residential buildings characterized by apartment flats arranged around terraced level courtyards. Apartment access is from a lobby oriented to a sidewalk or courtyard. Ground floors may incorporate in-line retail tenants and parking. Parking can be provided within a common parking structure preferably below grade. Above grade parking is allowable but must be buffered by other uses along major right of ways. Surface parking is not allowable.

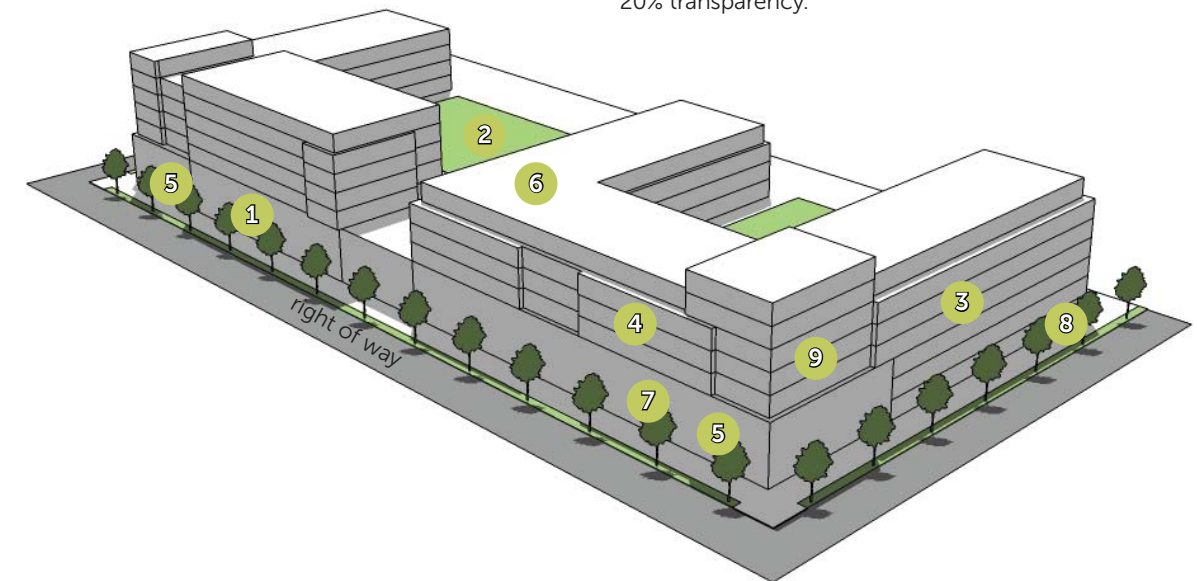
- 1 Ground level uses to be in-line, multi-tenant retail, residential amenities and may include parking
- 2 Residential terraced level courtyards provide common open and recreational opportunities
- 3 Stacked apartment flats with centralized parking
- 4 Building facade of the residential upper floors is to be a minimum of 30% glazing; building facade for the ground level retail to be a minimum of 60% glazing
- 5 Residential access to be provided from a lobby oriented to the public way
- 6 Sloped roofs and flat roofs may be provided
- 7 Minimum height for ground floor retail is to be 15'-0" Floor to Floor
- 8 Below grade parking to be provided below other uses



TYPE 2 BUILDING TYPOLOGY MID-RISE RESIDENTIAL UNITS ABOVE LARGE-SCALE RETAIL

Mid-rise residential buildings characterized by apartment flats arranged around exterior podium-level courtyards. Apartment access is from a lobby oriented to a sidewalk or courtyard. Ground floors may incorporate large-scale and in-line retail tenants and parking. Parking can be provided within a common parking structure preferably below grade. Above grade parking is allowable but must be buffered by other uses along major right of ways. Surface parking lots are not allowable.

- 1 Ground level uses to be in-line, multi-tenant retail, residential amenities and may include parking
- 2 Residential single story level courtyards provide common open and recreational opportunities
- 3 Stacked apartment flats with centralized parking
- 4 Building facade of the residential upper floors is to be a minimum of 30% glazing; building facade for the ground level retail to be a minimum of 60% glazing
- 5 Residential access to be provided from a lobby oriented to the public way
- 6 Sloped roofs and flat roofs may be provided
- 7 Minimum height for ground floor retail is to be 15'-0" floor to floor.
- 8 Below grade parking to be provided below other uses
- 9 Upper floor retail uses must provide a minimum of 20% transparency.



TYPE 3 BUILDING TYPOLOGY MID-RISE INDEPENDENT LIVING RESIDENTIAL OR HOTEL

The mid-rise independent living facility will provide apartment-style living facilities for seniors with convenient tenant services, senior-friendly surroundings and social opportunities for residents. Common amenities are to be provided at grade level with residential units above. Access will be provided from a lobby oriented to the public way. Parking is to be provided within a common centralized garage.

- 1 Ground level uses to be common hotel, residential amenities or retail
- 2 Terrace levels to provide common open space and recreational opportunities
- 3 Stacked residential units
- 4 Building facade is to be a minimum of 30% glazing
- 5 Residential access to be provided from a lobby oriented to the public way
- 6 Sloped roofs or flat roofs may be provided. Flat roofs are to be utilized for terraces, solar arrays, green roofs or high albedo roofing
- 7 Minimum height for ground floor retail is to be 15'-0" floor to floor.
- 8 Iconic architectural elements encouraged to create visual interest and to create variety from one block to the next.



TYPE 4 BUILDING TYPOLOGY RESIDENTIAL ADJACENT TO STRUCTURED PARKING

The mid-rise condominium buildings are to provide multi-level, for-sale residential condominiums. The condominium units are to be located adjacent to parking structures to act as a buffer and to take advantage of views from the site.

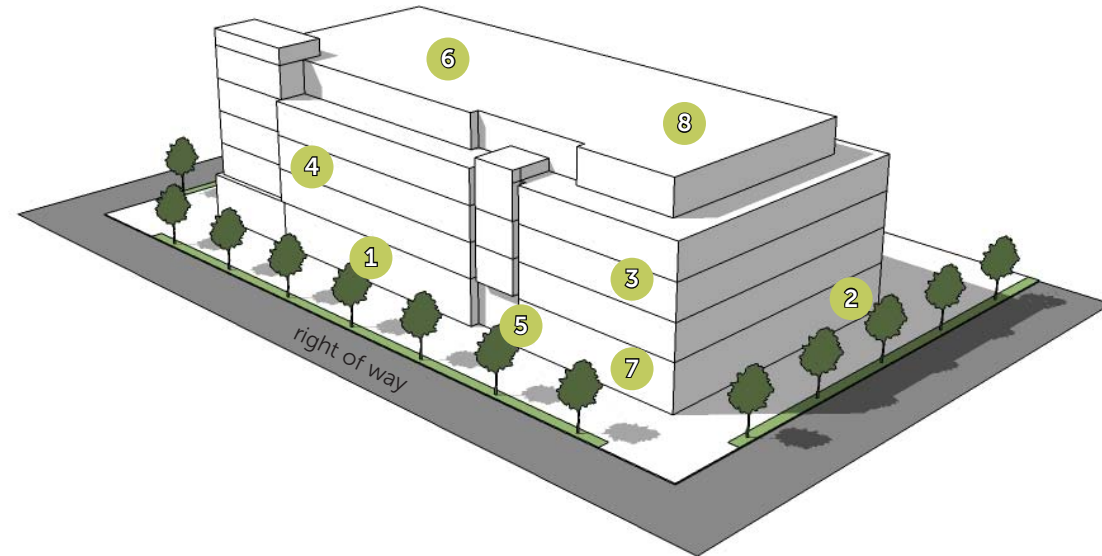
- 1 Condominium buildings to wrap portions of common parking structures
- 2 Outdoor common space will be provided whenever possible
- 3 Building facade of the condominium buildings is to be a minimum of 30% glazing
- 4 Condominium access is to be provided at grade or via elevators and corridors
- 5 Sloped roofs or flat roofs may be provided
- 6 Condominium placement to take advantage of views



TYPE 5 BUILDING TYPOLOGY MID-RISE OFFICE ABOVE IN-LINE RETAIL

The mid-rise office buildings are to provide commercial workplaces for a variety of tenants. Access to the office buildings will be provided via a lobby accessible from the public way. Ground floors are to be comprised of primarily of multi-tenant retail or service office tenants. Parking to be provided within a common centralized parking structure or below grade structure.

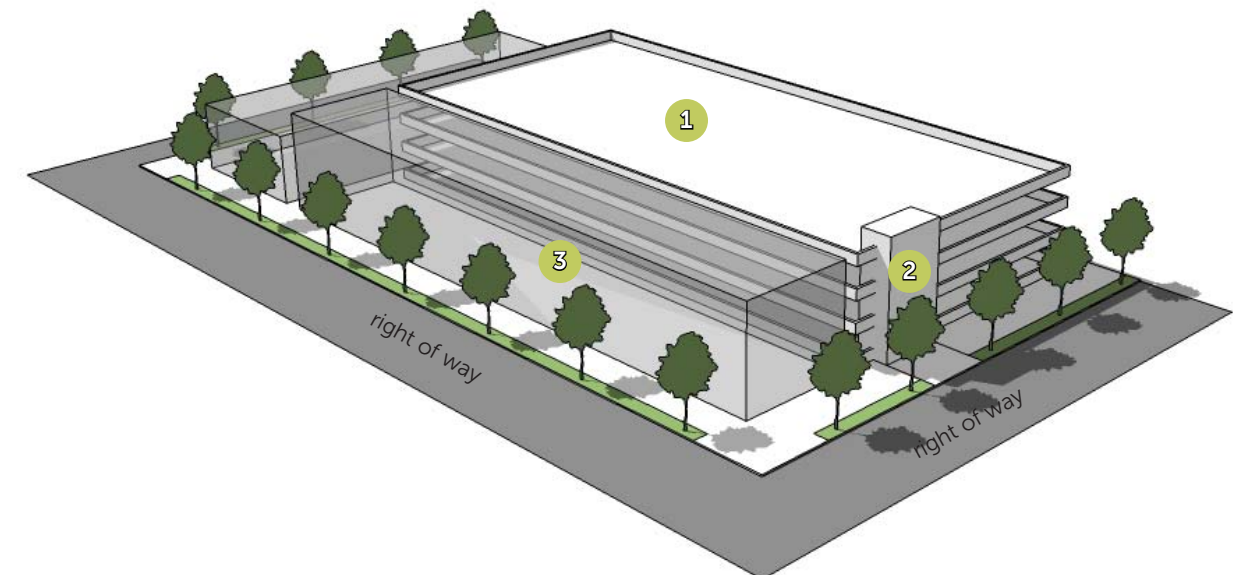
- 1 Ground level uses to be multi-tenant retail or service office with office support services
- 2 Parking to be provided in centralized common structure or below grade garage
- 3 Stacked office floor plates
- 4 Building facade of the office upper floors is to be a minimum of 30% glazing; building facade for the ground level retail to be a minimum of 60% glazing
- 5 Office access to be provided from a lobby oriented to the public way
- 6 Most office structures are designed with flat roofs
- 7 Minimum height for ground floor retail is to be 15'-0" floor to floor.
- 8 Rooftop mechanical equipment to be screened



TYPE 6 BUILDING TYPOLOGY STRUCTURED PARKING

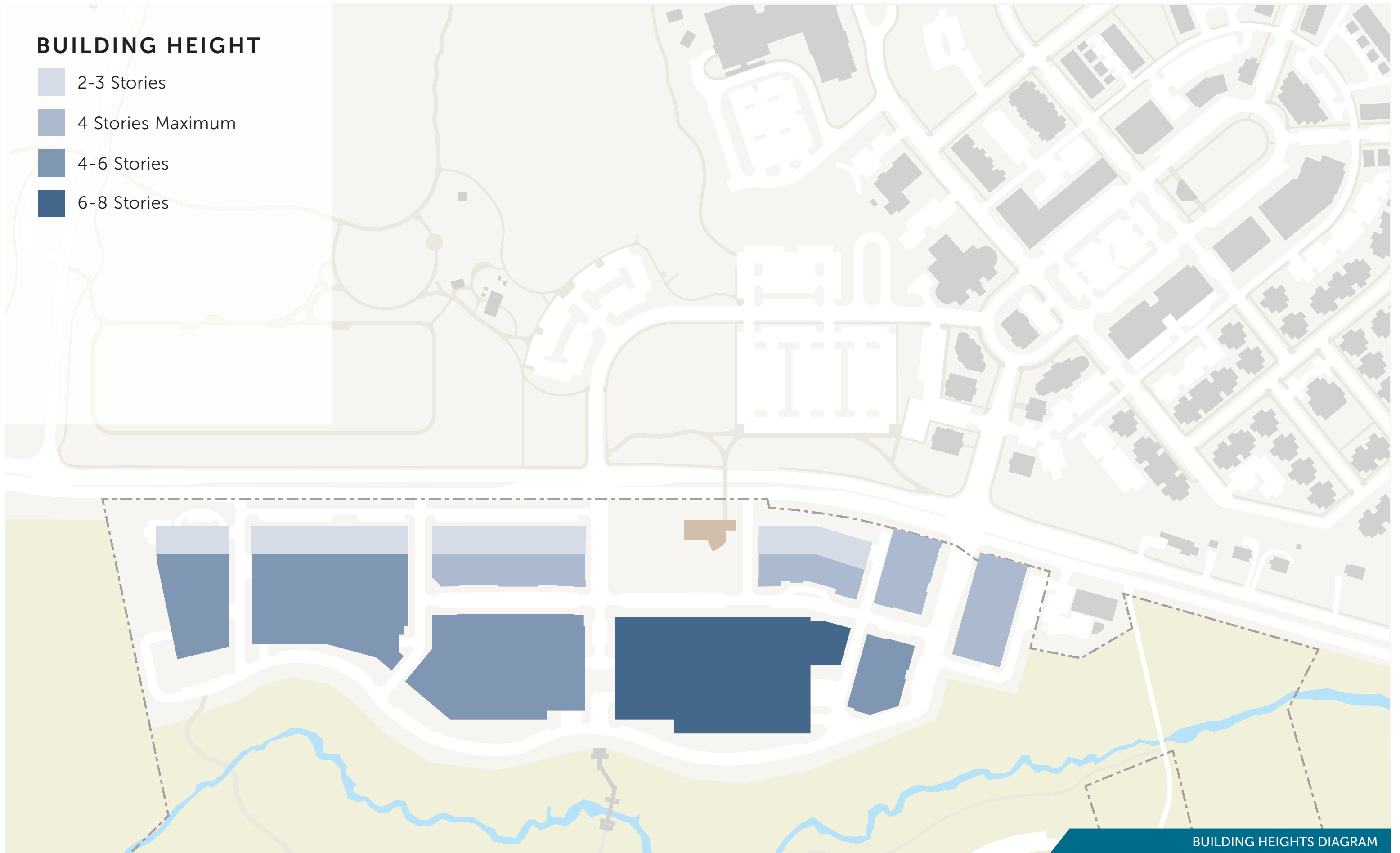
Parking structures can either be connected to other buildings, or free standing and naturally ventilated. Vehicular and pedestrian access points to parking areas should be visible and easily accessed from public rights-of-way. Parking garages should be lined by buildings along public rights-of-way. When exposed to the street, they must have an architectural treatment to the facade.

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BUILDING HEIGHT

- 2-3 Stories
- 4 Stories Maximum
- 4-6 Stories
- 6-8 Stories



BUILDING HEIGHTS DIAGRAM



Create Meaningful Public Open Spaces

- Highland Park
- Green Buffer / Verge
- Small Pocket Parks
- Residential Lawns



THE VILLAGE AT

Obey Creek
CHAPEL HILL, NC

MEANINGFUL PUBLIC OPEN SPACES

EAST WEST PARTNERS

SCOTT MURRAY
LAND PLANNING, INC.

ELKUS | MANFREDI
ARCHITECTS

NOVEMBER 13, 2014

OPEN SPACE

- ① Highland Park – .85 acres
- ② North Park
- ③ Overlook Park
- ④ Residential Green
- ⑤ Southern Green
- ⑥ Pedestrian Buffer
- ⑦ Chapel Hill Preserve
- A Access Point



OPEN SPACE DIAGRAM



Create an Interconnected Network of Walkable Streets

- Vehicular Circulation
- Bicycle Circulation
- Pedestrian Circulation



THE VILLAGE AT

Obey Creek
CHAPEL HILL, NC

NETWORK OF WALKABLE STREETS












EAST WEST PARTNERS

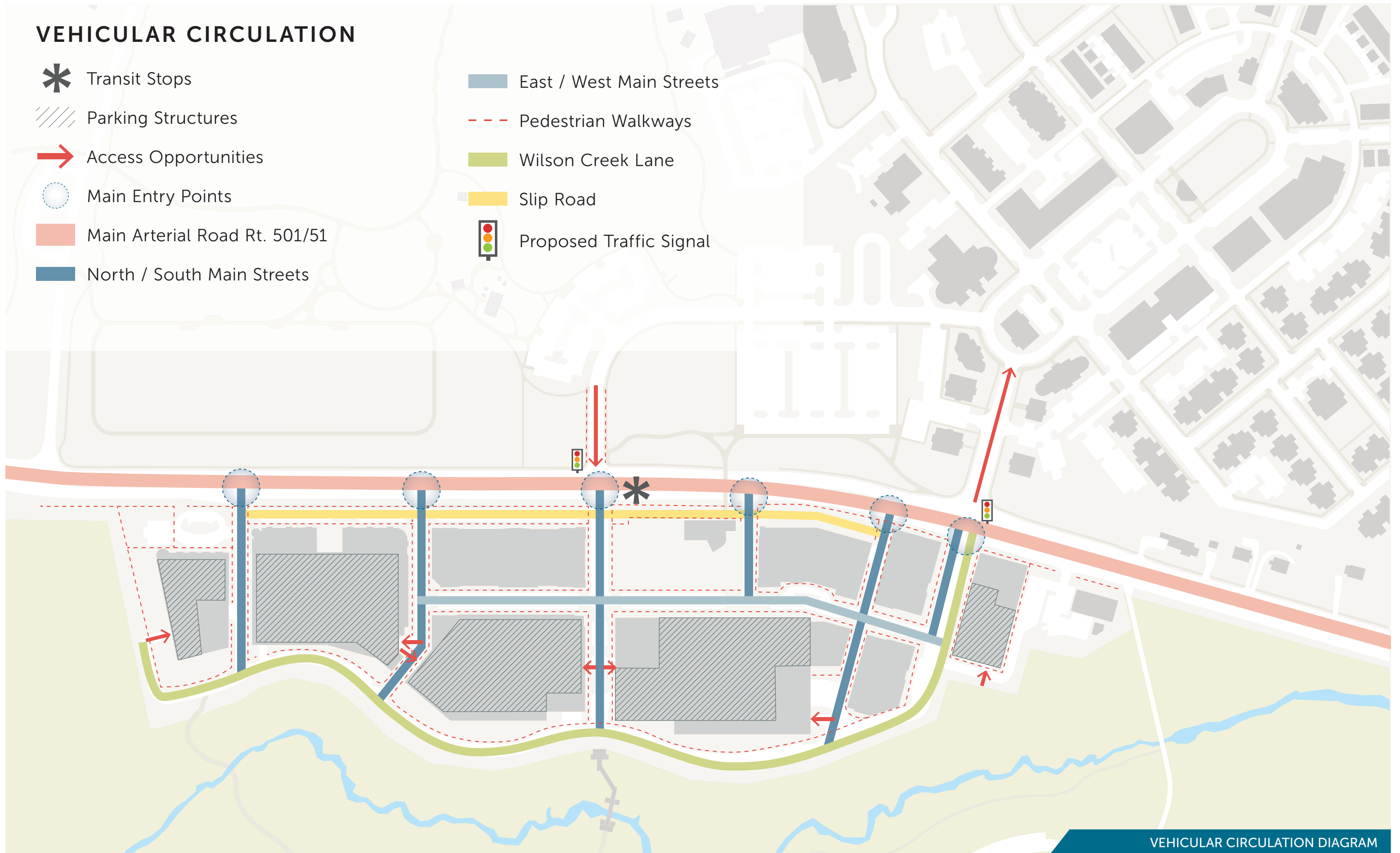
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VEHICULAR CIRCULATION

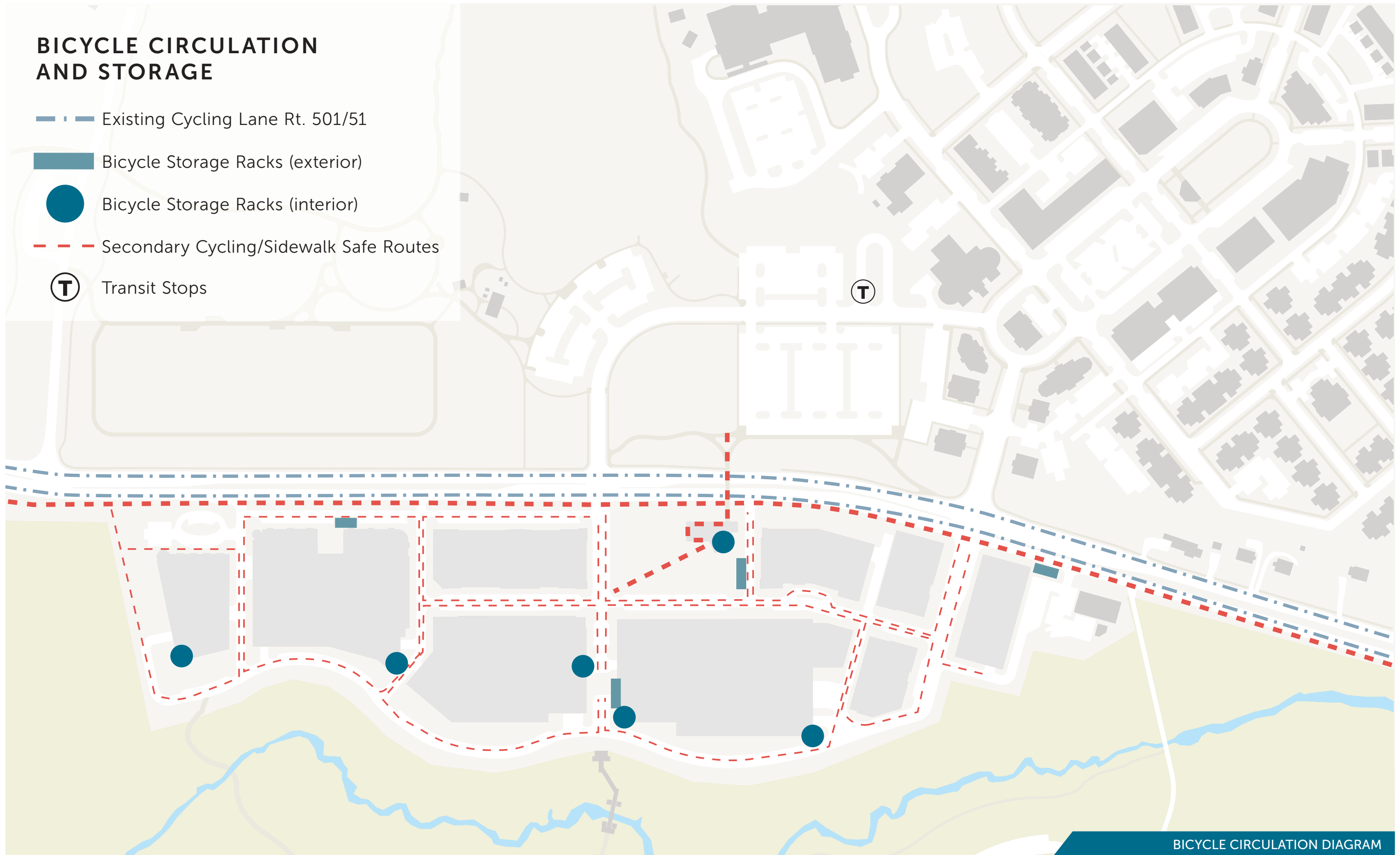
-  Transit Stops
-  Parking Structures
-  Access Opportunities
-  Main Entry Points
-  Main Arterial Road Rt. 501/51
-  North / South Main Streets
-  East / West Main Streets
-  Pedestrian Walkways
-  Wilson Creek Lane
-  Slip Road
-  Proposed Traffic Signal



VEHICULAR CIRCULATION DIAGRAM

BICYCLE CIRCULATION AND STORAGE

- Existing Cycling Lane Rt. 501/51
- Bicycle Storage Racks (exterior)
- Bicycle Storage Racks (interior)
- Secondary Cycling/Sidewalk Safe Routes
- Transit Stops

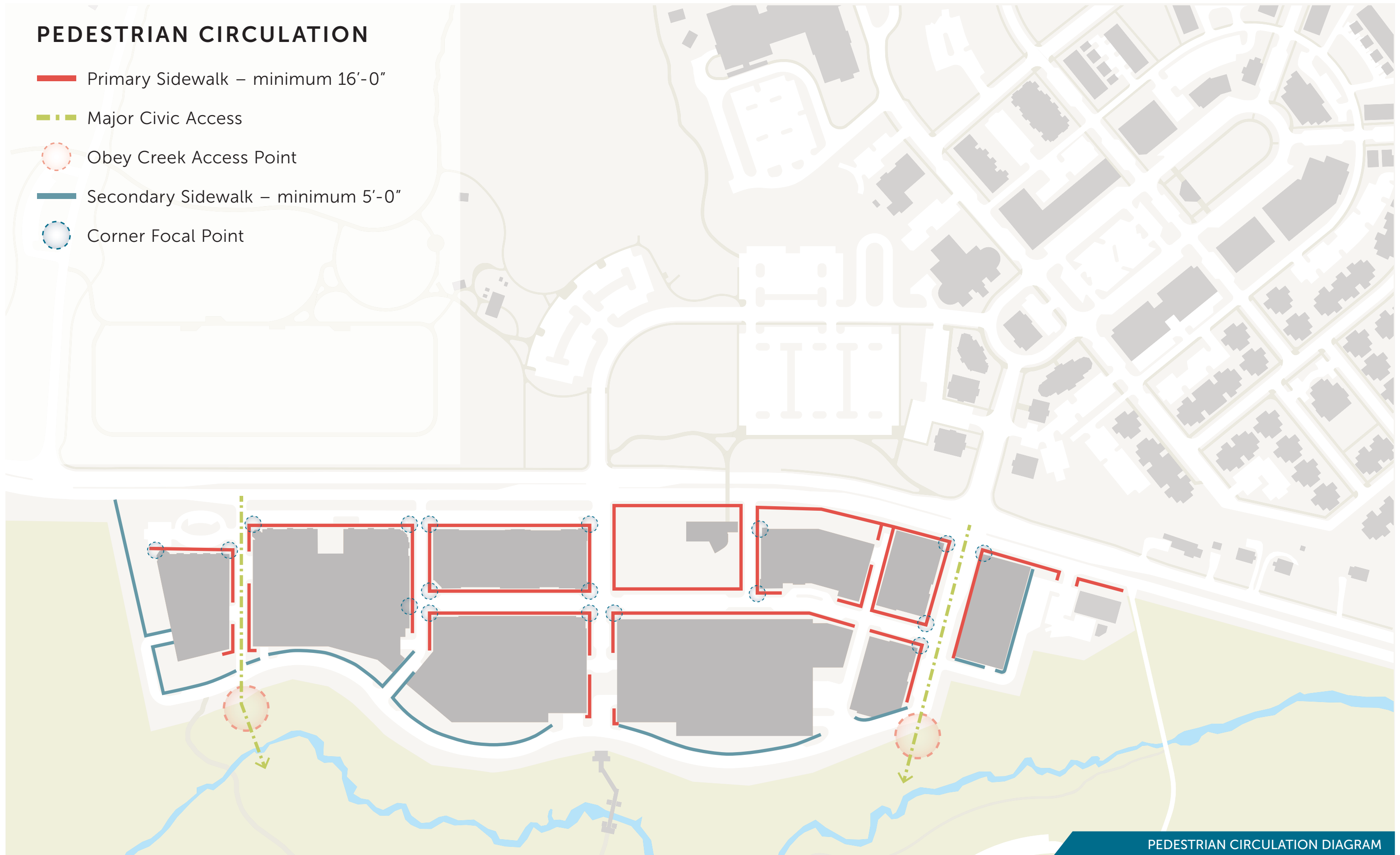


BICYCLE CIRCULATION DIAGRAM



PEDESTRIAN CIRCULATION

- Primary Sidewalk – minimum 16'-0"
- Major Civic Access
- Obey Creek Access Point
- Secondary Sidewalk – minimum 5'-0"
- Corner Focal Point



PEDESTRIAN CIRCULATION DIAGRAM







RENDERED SITE PLAN



THE VILLAGE AT
Obey Creek
CHAPEL HILL, NC

EAST WEST PARTNERS
SCOTT MURRAY
LAND PLANNING, INC.

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