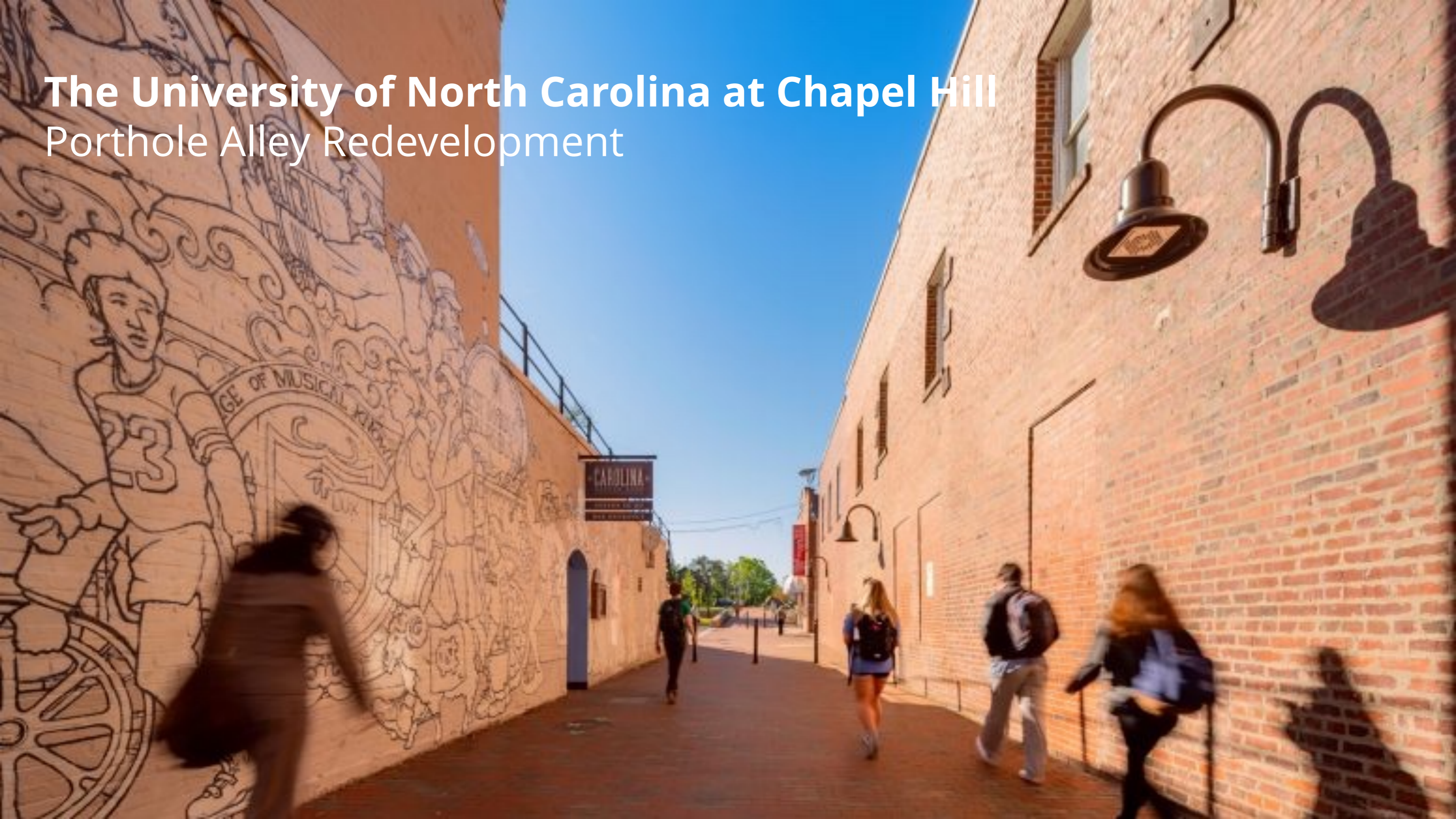


The University of North Carolina at Chapel Hill

Porthole Alley Redevelopment



PROJECT BACKGROUND



Campus Master Plan

BIG IDEAS



Welcome

Open to all.

Enhance the visitor experience.



Connections

Link it together.



Hubs

Mix it up.

Encourage a dynamic mix of uses and programs in buildings and districts at key nodes on campus.

Enhance existing assets and create new environments contributing to a vibrant campus.

PORTHOLE ALLEY



NEW CONSTRUCTION

MAJOR RENOVATION

The Master Plan includes a mix of proposed and planned projects.



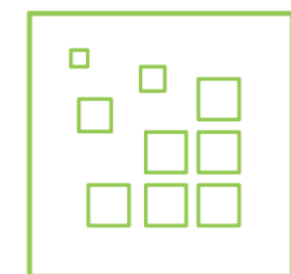
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Campus Master Plan - Porthole Alley Vision

Create a gateway to campus, strengthen physical connection between downtown and campus, while enhancing vibrancy and downtown economic development.

Campus Master Plan - Guiding Principals for Porthole Alley

- Maintain ground floor retail presence, while adding office space for Undergraduate Admissions, Visitors Center and other University activities.
- Respect the scale of the block of 100 E. Franklin St. and enhance the existing alley as a part of a pedestrian corridor connecting Franklin Street and Cameron Avenue.
- Strengthen the connection between downtown and the University.
- Be a good neighbor by engaging closely with our current tenants, downtown property owners and merchants, interest groups and the Town of Chapel Hill in a collaborative process.

MCCORKLE PLACE

HILL HALL

KENAN MUSIC

HANES ART CENTER

UNIVERSITY METHODIST CHURCH

ACKLAND

COLUMBIA STREET

FRANKLIN STREET

ROSEMARY STREET

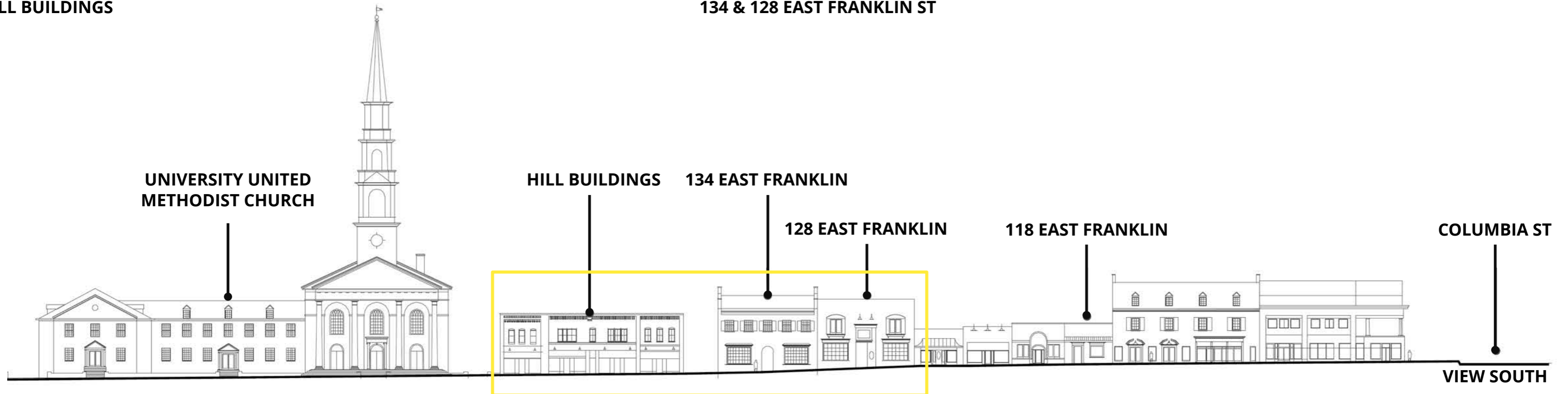




HILL BUILDINGS



134 & 128 EAST FRANKLIN ST

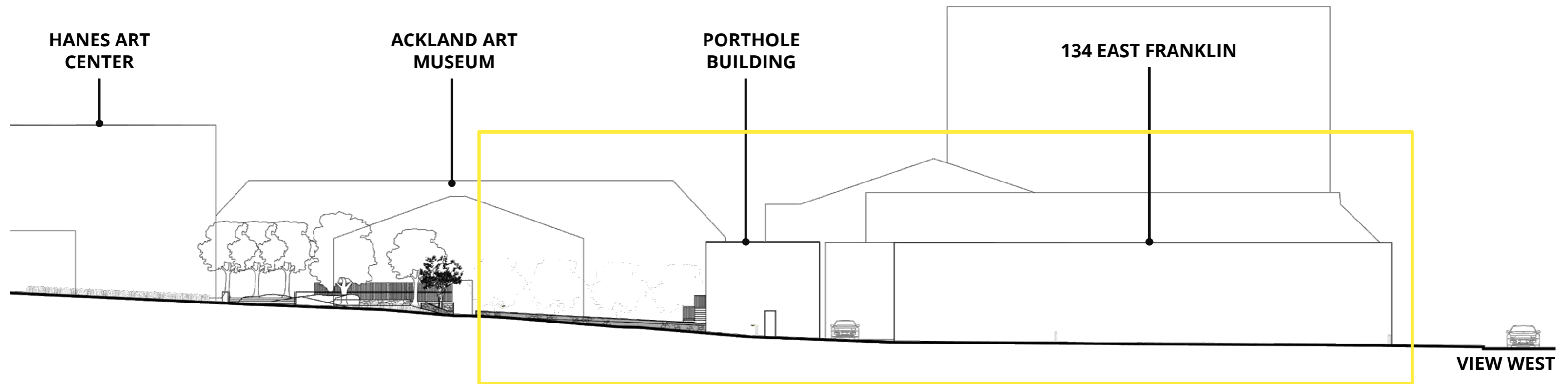


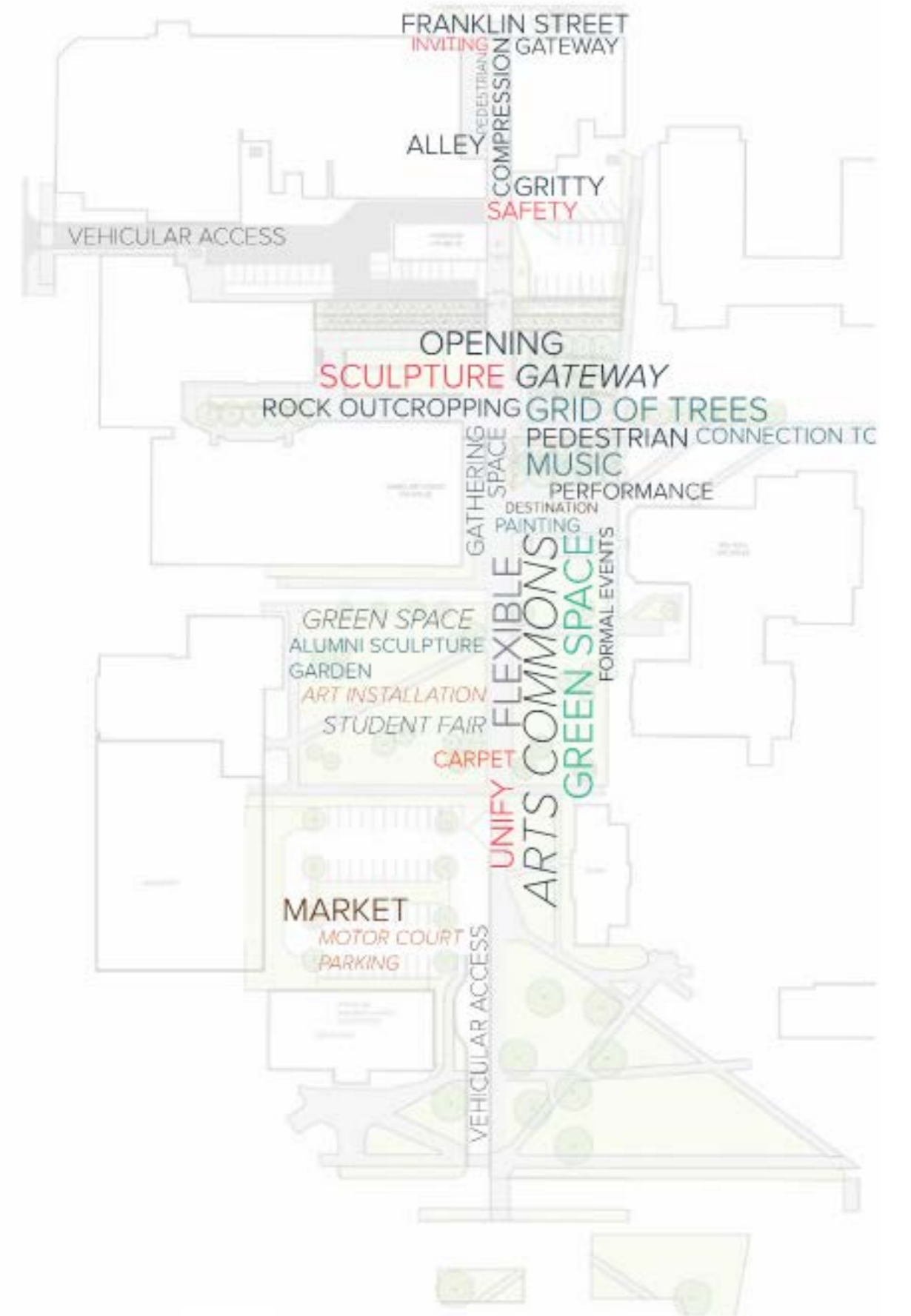


PORTHOLE BUILDING



134 EAST FRANKLIN





SURFACE678 MASTER PLAN OF PORTHOLE ALLEY (2015)
 UNC CHAPEL HILL PORTHOLE ALLEY REDEVELOPMENT

COMMUNITY DISCUSSION





JANUARY 27-29: VISIONING & ENGAGEMENT SESSIONS (8 SESSIONS, 130 SIGN-IN PARTICIPANTS)

Listening Sessions

Session 1 with Residents, Chapel Hill Affiliates, and UNC Employees at Town Hall

Session 2 with Residents and UNC Employees at Ackland Art Museum

Session 3 primarily with UNC Employees at the Student Union

Session 4 with UNC Employees, Residents, and Chapel Hill Affiliates at Ackland Art Museum

One-on-One Meetings

Admissions Staff

University United Methodist Church Representatives

Carolina Coffee Shop Owners

Preservation Chapel Hill

WELCOME

- What program and characteristic would help create a vibrant downtown?

CONNECTIONS

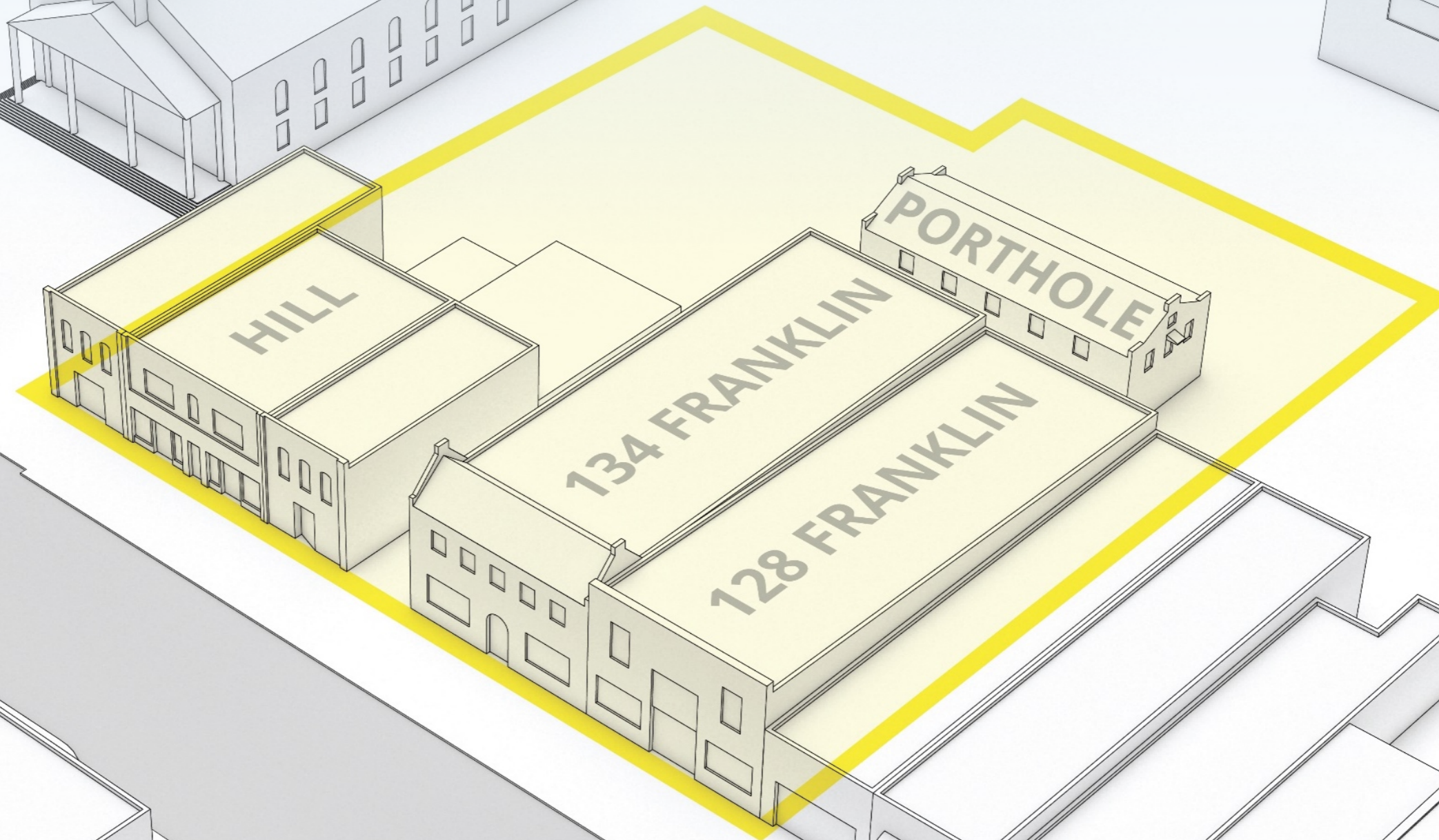
- What would ensure town to campus and campus to town interaction?

HUB

- What programs would invite diverse creative collisions?

For additional feedback: [**go.UNC.edu/porthole**](https://go.unc.edu/porthole)

WELCOME CONNECTIONS HUB



WELCOME CONNECTIONS HUB

How can Porthole Alley be a good neighbor?

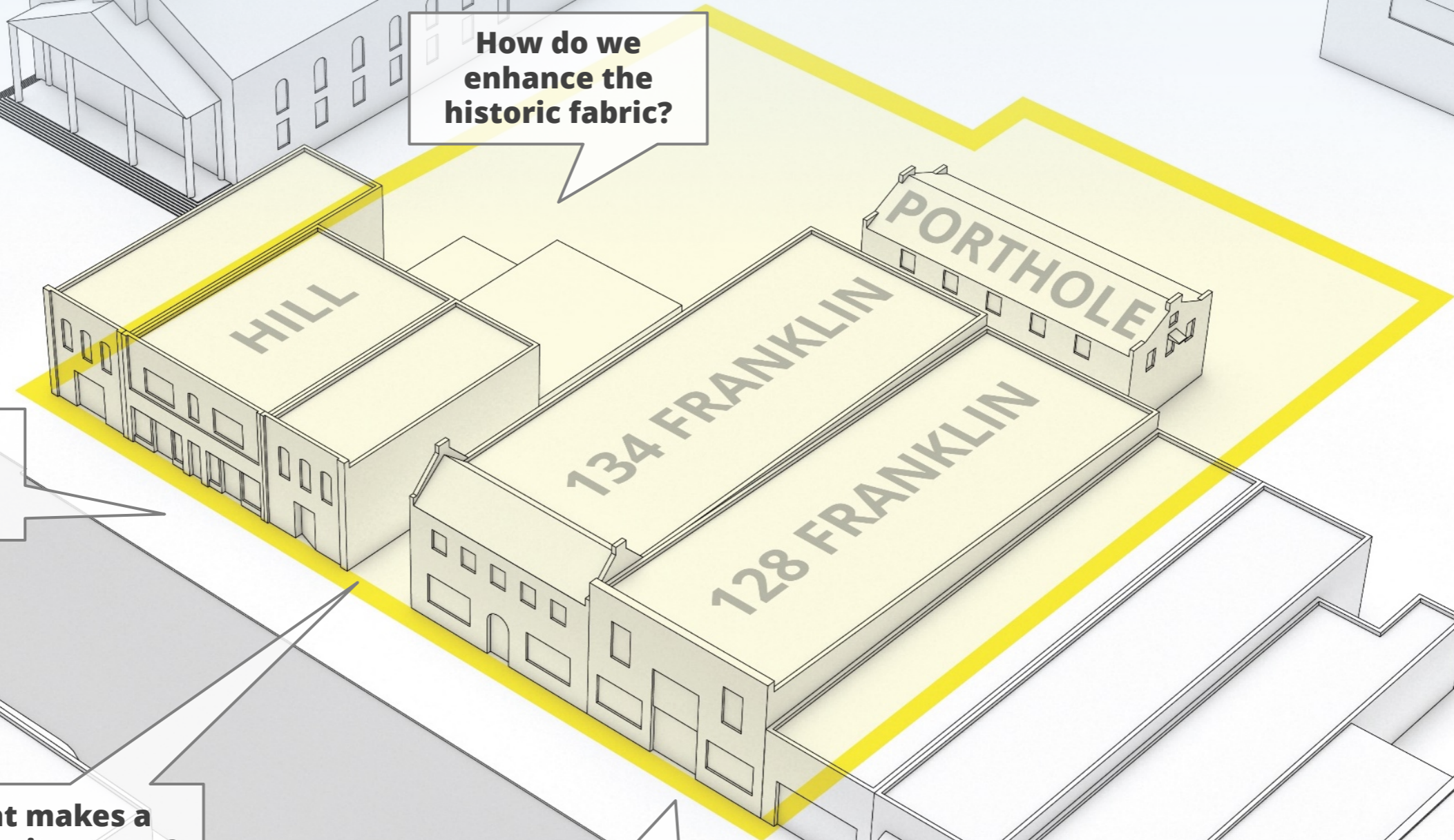
How do we enhance the historic fabric?

How do you use Franklin Street now?

What would make Franklin Street more active?

What makes a welcoming entry?

What is the right scale?



WELCOME CONNECTIONS HUB

How can Porthole Alley be a good neighbor?

How to create a destination linking campus and town?

How to extend the campus landscape?

How do we enhance the historic fabric?

How do you use Franklin Street now?

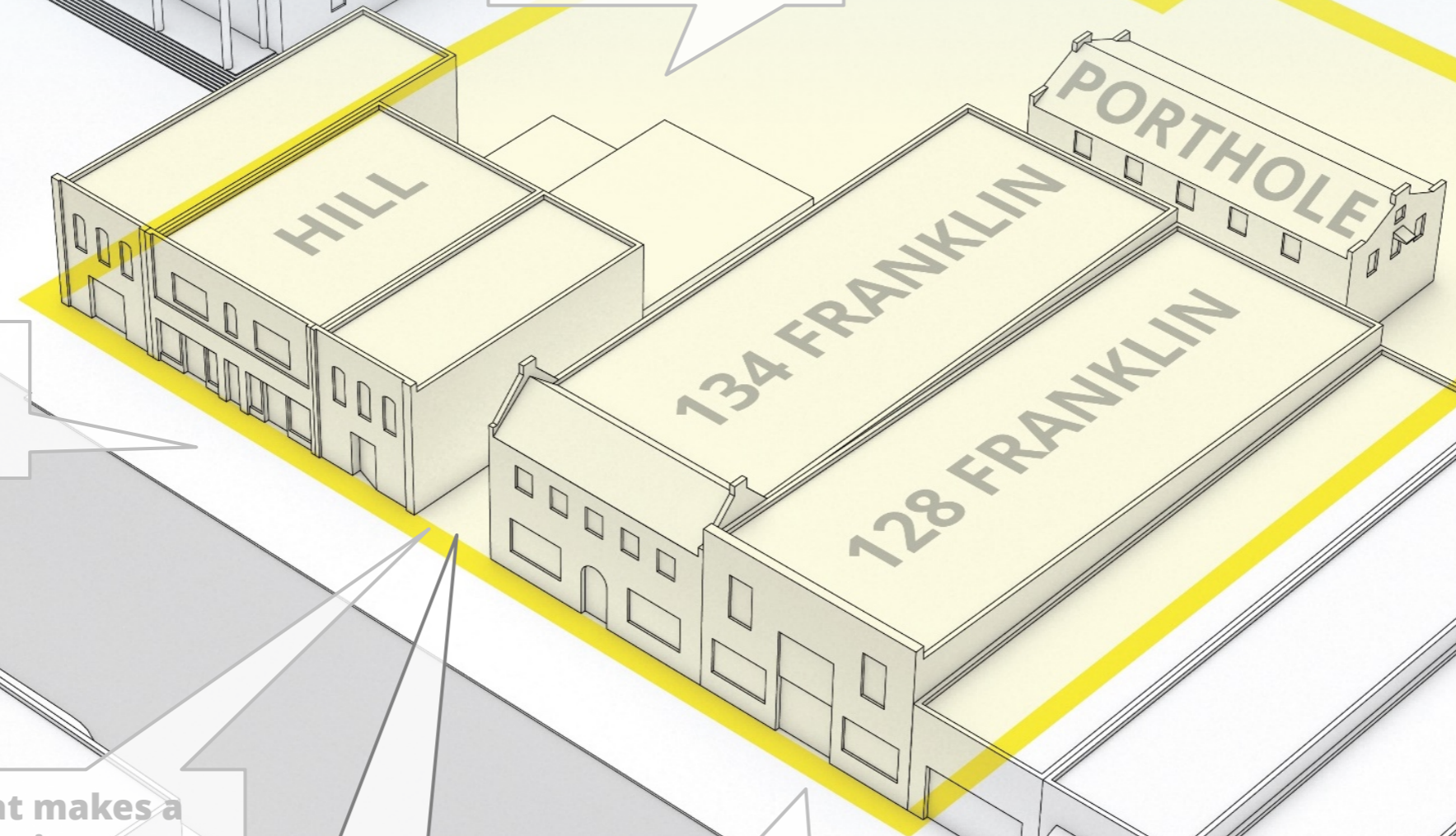
What would make Franklin Street more active?

How to spark dialog between old and new?

What makes a welcoming entry?

Who uses this pedestrian connection?

What is the right scale?



WELCOME CONNECTIONS HUB

How can Porthole Alley be a good neighbor?

How to make the arts visible and accessible?

How to create a destination linking campus and town?

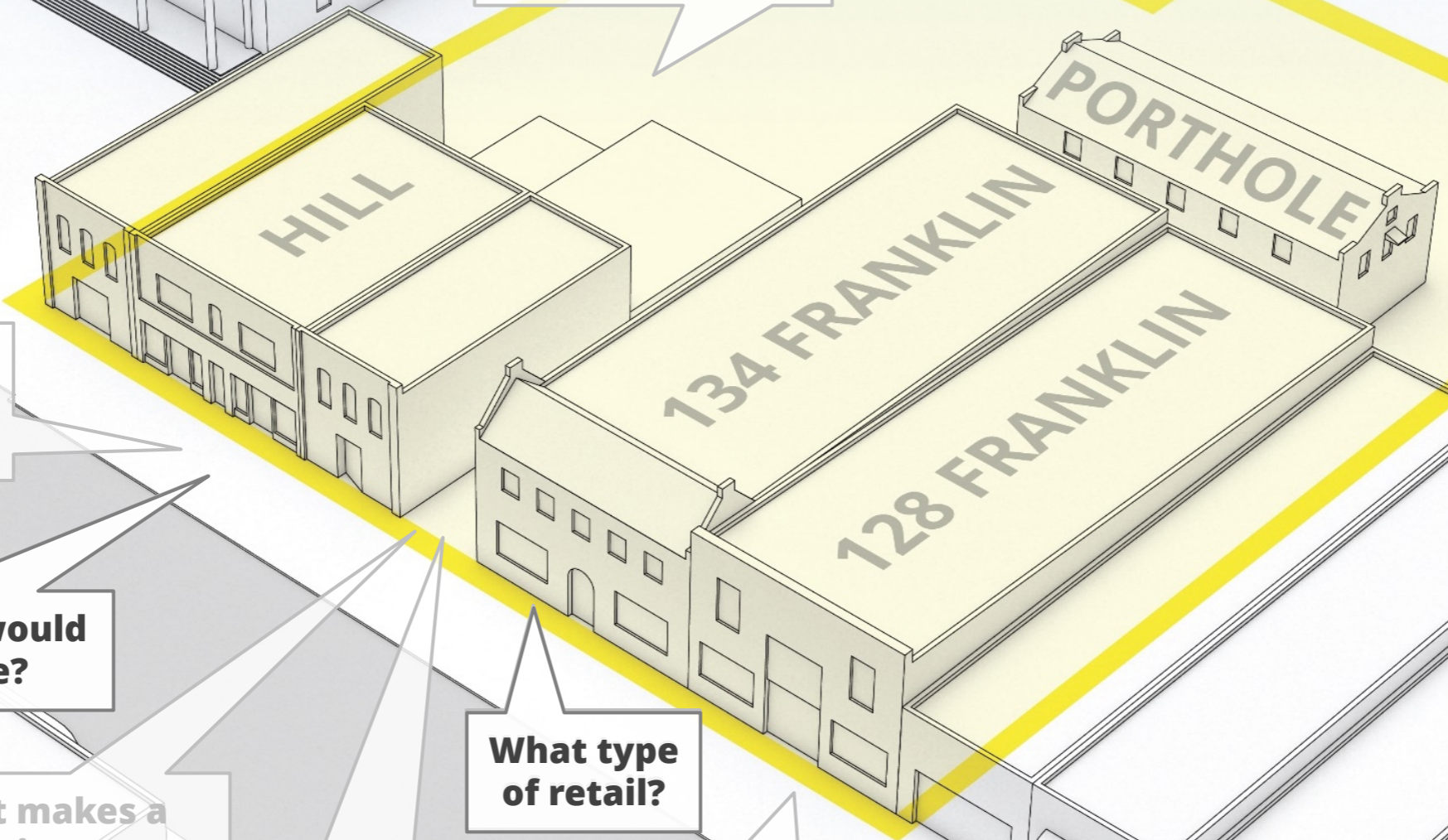
How to incorporate innovation and entrepreneurs?

How to extend the campus landscape?

How do we enhance the historic fabric?

How to attract visitors?

How do you use Franklin Street now?



What would make Franklin Street more active?

How to spark dialog between old and new?

What new uses would you like to see?

What type of retail?

What makes a welcoming entry?

Who uses this pedestrian connection?

What is the right scale?

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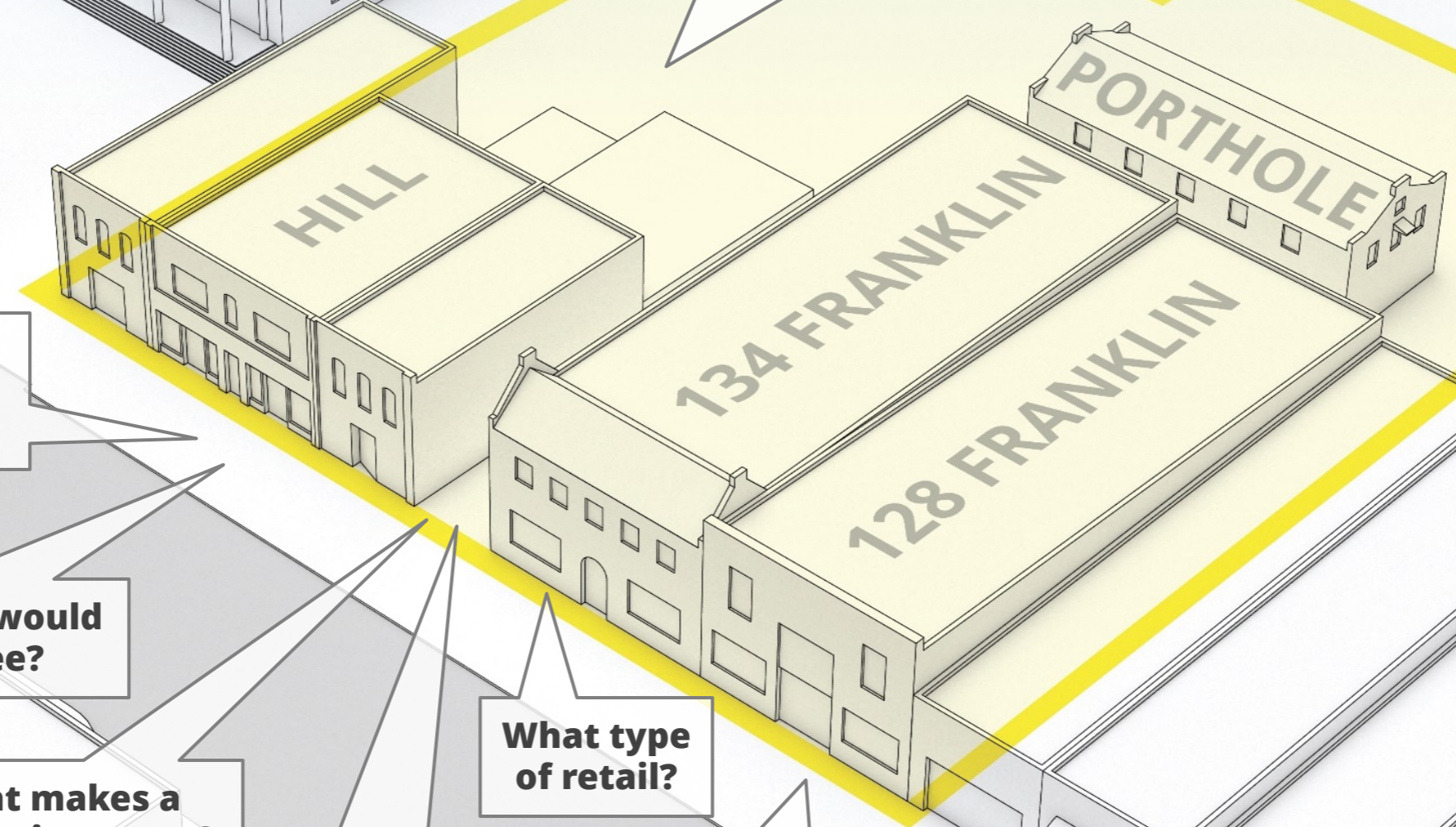
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PROGRAM

What type of program should be at Porthole Alley?

PHYSICAL CHARACTERISTICS

What is the character of the physical space?

IMPACT

How does Porthole Alley benefit its users?

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How does Porthole Alley benefit its users?

ADMISSIONS & VISITORS CENTER

- Point of orientation
- Curated arrival experience

RETAIL

- Attract visitors
- Diversity of retail
- Unique, local and small-scale vendors

STUDENT CENTERED

- Active student environment
- Student interaction on display
- Informal, unstructured gathering spaces
- Variety of amenities and activities

ATTRACTIVE DESTINATION

- Exciting interiors and exteriors made visible
- Entertainment
- Reason to pause

IDENTITY FOR THE ARTS

- Create unified identity for arts programs
- Showcase art at UNC
- Art presence on Franklin Street

ENGAGEMENT BETWEEN TOWN & UNIVERSITY

- Cross-pollination between university and town
- Mutually beneficial
- Shared perceived ownership
- Activation of Franklin Street

INNOVATION & ENTREPRENEURSHIP

- Innovation infrastructure
- Facilitate convergence and connections

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PASSAGE & DESTINATION

Informal gathering space

SCALE

Respect existing scale of Franklin Street
Integrate into existing building fabric
Capture human scale, light, air and viewsheds

ALLEY

Draw people in
Frame activated spaces

EXISTING BUILDINGS

Value historic elements
Celebrate character of Chapel Hill

PROGRAM

What type of program should be at Porthole Alley?

PHYSICAL CHARACTERISTICS

What is the character of the physical space?

IMPACT

How does Porthole Alley benefit its users?

DYNAMIC USAGE OF SPACE OVER TIME

- Activated site beyond 9-5
- All populations and all times of year
- Attractive destination
- Diverse programming

IMPACT ON INDIVIDUAL

- Inspirational
- Sense of place
- Charming downtown
- Curated arrival experience
- New and unique experiences

IMPACT ON COMMUNITY

- Vibrant and active downtown for everyone
- Blend of town and university
- Attract diversity of users
- An environmentally sustainable project

CONCERNS & RESERVATIONS

ADMISSIONS AT PORTHOLE ALLEY

Porthole Alley is **not representative of the student experience at UNC**. The current location is embedded in the campus landscape and gives prospective students a sense of the campus and what it will be like to be a UNC student. The current admissions arrival experience directs visitors through the campus with **views to the campus greens**.

The Porthole Alley location is **dominated by the downtown**, a lot of concrete and other urban characteristics, and is not representative of campus life. The arrival experience from Rosemary Street parking, through an alley, and across Franklin Street is **not enjoyable or attractive**.

PARKING

Parking on Franklin Street is already a limited resource. The Porthole Alley project – particularly with Admissions here – will **increase demand for parking and reduce availability**.

SCALE AND CHARACTER

The building **should not be a generic 4- or 5-story high rise** like Carolina Square. This scale of building changes the experience of the street and is not integrated with the building fabric of Chapel Hill.

SITE CONTEXT

The **existing buildings, particularly the Hill Building**, are important to the character of Franklin Street.

The United Methodist Church **steeple** is an important focal point.

WHAT DEFINES SUCCESS?

DYNAMIC USAGE OF SPACE OVER TIME

- Variety of activity
- Diversity of retail
- Provides new and unique experiences
- Brings new amenities that attract people

IMPACT ON INDIVIDUAL

- Provides a memorable and positive experience
- Inspirational and ever-changing
- Provides a sense of place
- Maintains Franklin Street charm
- Enjoyable arrival experience

IMPACT ON COMMUNITY

- Attracts talent and a diverse audience to downtown
- Blurring the lines between university and town
- Interactivity and density
- Financially sustainable

MESSAGE

- Reflection of the University's values
- Showcase of students and research
- Transparency and visibility
- Arts identity
- Unique to Chapel Hill

ONE-ON-ONE MEETINGS

ADMISSIONS

Re-location of Admissions (and Visitors Center) to Porthole Alley provides the population density to establish a new campus entry, support retail, and promote a vibrant streetscape. Admissions and the Visitors Center share a vision and a critical enthusiasm about the future of Carolina and the importance of its relationship to the town.

UNIVERSITY UNITED METHODIST CHURCH

United Methodist Church and UNC-CH share a long and cooperative relationship. As an immediate neighbor to the site, the Church's daily, varied activities and diverse user groups should be considered a boon to the University's plans for Porthole Alley.

CAROLINA COFFEE SHOP

The Carolina Coffee Shop is – in the minds of the owners and others – more than a business; rather, it is a community center, a local culture, and a memory for generations of alumni. The essence of the Coffee Shop is intimately connected to this particular place. It is uniquely an authentic part of both campus and town that could not be quickly or easily replaced.

PRESERVATION CHAPEL HILL

Preservation on Franklin Street is about the history of the place as a space to meet, shop, and share a common identity.

architectural entire scale passage interesting support Duke firm
brick enhance next Alum evening alley
mixing college street exciting create
quality Camppus parking visitors public part sit corporate awareness tours
feeling restaurants Wainstuart University Planetarium shuttle access deck school sides
publicly culture retail telling highlight of Ackland families new destination parking life admissions success building enhance flowers financially behind opportunity future important remember
sustainable retail telling highlight of Ackland families new destination parking life admissions success building enhance flowers financially behind opportunity future important remember
dine info experience transported expression big Rosemary grad KIERANTIMBERLAKE
excited intimidated representative west attract wonder blurring