

Date: June 8, 2023

Project Name: Chapel Hill Life Sciences Center

Developer's Program:

The Longfellow team is excited to present a downtown development project for review by the Town of Chapel Hill, the Concept Plan for the 306 West Franklin Street Redevelopment. The project is an assemblage of 7 parcels that make up a site of 2.35 acres. The new laboratory and office buildings will be located at the 300 block of West Franklin Street across from the Mallette Street intersection. The project will create a two-building campus with a total of up to 416,000 square feet of research laboratory and office space for tenants in addition to retail and tenant amenity spaces along West Franklin Street and West Rosemary Street. The design will include one level of subterranean parking which will be accessed from West Rosemary Street. This underground parking will accommodate approximately 120 vehicles in addition to bicycle storage, the remainder of parking needs will utilize town parking decks through agreements with the Town of Chapel Hill's parking services.

The building will have frontage and pedestrian access from both West Franklin Street and West Rosemary Street. The ground floor design will appropriately step back to provide improved access to retail, views and relief to the public space. The two laboratory/ office buildings will be designed and oriented to provide access to a central courtyard and transitional gathering areas throughout the site. The project will also be designed to create a new pedestrian and bicycle connection from West Franklin Street to West Rosemary Street through the site, creating an important midblock connection between Franklin Street and the Northside neighborhood. Vehicular, service, refuse, and loading access will be accessed from the West Rosemary Street side. Traffic impacts are currently being evaluated in partnership with Chapel Hill through a TIA study.

This project will be an integral component of the revitalization and redevelopment strategy for W Franklin Street, creating space for hundreds of new jobs for office, research, life sciences, technology, etc. and opportunity for supporting jobs and existing businesses in the heart of downtown.

This project will contribute to several goals of the Chapel Hill 2020 Comprehensive Plan Themes:

- A Place for Everyone
 - Family-friendly, accessible exterior and interior places throughout the town for a variety of active uses (PFE.1)
 - A creative place to live, work, and play because of Chapel Hill's arts and culture (PFE.2)
 - A welcoming and friendly community that provides all people with access to opportunities (PFE.4)
- Community Prosperity and Engagement
 - Balance and sustain finances by increasing revenues and decreasing expenses (CPE.1)
 - Foster success of local businesses (CPE.2)
- Getting Around
 - A well-conceived and planned, carefully thought-out, integrated, and balanced transportation system that recognizes the importance of automobiles, but encourages and facilitates the growth and use of other means of transportation such as bicycle, pedestrian, and public transportation options (GA.1)
- Good Places, New Spaces

- A vibrant, diverse, pedestrian-friendly, and accessible downtown with opportunities for growing office, retail, residential, and cultural development and activity (GPNS.2)
- A development decision-making process that provides clarity and consistency with the goals of the Chapel Hill 2020 comprehensive plan (GPNS.3)
- A community that welcomes and supports change and creativity (GPNS.6)
- Open and accessible common spaces for community gathering, cultural uses, and community development (GPNS.7)
- Town and Gown Collaboration
 - Take full advantage of ideas and resources to create a thriving economy and incorporate and utilize the intellectual capital that the University and Town create (TGC.1)
 - Improve and expand access to the arts, culture, and intellectual pursuits for both the University and the Town (TGC.2)
 - The University and Town will collaborate to improve downtown parking options that support business, cultural, and academic purposes (TGC.3)