

THE 203

Town Council Project Progress Update

10/13/2020



Perkins&Will

Recent Updates and Plan for Tonight

- July 14, 2020-
 - Authorizes design to incorporate some of Maple Avenue extension if needed
 - Entrepreneurial space not included
- September 15, 2020 –
 - Directs reaching out to Skills Development Center to determine needs in relation to construction deadline
 - Add additional engagement sessions and opportunities
 - Topics/questions included: energy efficiency, shared spaces for staff, relationship of theater to Century Center, exploring TDM as alternative to staff parking, mitigating construction impacts, post-COVID design considerations, project schedule and decision points
- October 13, 2020 –
 - Housekeeping
 - Public Notice/outreach info
 - Parking and Economic/employment – brief overview
 - Updated schematic design and next steps

Public Notice/Outreach Strategies

- Additional meetings – tonight, RPCR (2 sessions), and OC Skills
- Signs - neighborhood and digital message boards
- Flyers at Farmers' Market and Food distribution
- Mailed notice to historically Black neighborhoods
- Email to community leaders, advisory boards, Town email lists
- Radio (Mayor Lavelle WCOM, Communications Manager WCHL)
- This Week Carrboro and upcoming RPCR Winter program
- Social media
- Posters will go up on site and the Town Commons this week with info from the 10/13 presentation

Parking and Construction Management

- The Town is undertaking a parking leasing strategy to acquire parking in private surface lots consistent with the adopted parking plan and responding to input about replacement of existing surface parking at 203 S. Greensboro. Lease agreements for additional public parking will result in parking areas in advance of the start of construction.
- Construction management planning, including review and identifying impacts and mitigation will begin in Design Development stage of process (following conclusion of Schematic Design)

Economics and Employees – Project Benefits

- Economic development impact study scoped – anticipated completion fall 2020
- Project increases downtown employees and visitors – initial estimate:
 - Library - 12 positions (9 new full-time and 3 existing part-time becoming full-time) – salaries range from \$31,230 to \$53,700, all full-time, with benefits
 - Orange County Skills Development – 12-15 employees, full-time
 - Other users and visitors associated with new spaces, teen center
- Pre Covid: from July 2019 to March 2020 Library visitors to all 3 locations totaled 154, 237 with Carrboro libraries at 28,622 (FY 18/19 saw 185,641 – Main; 41,761 – Carrboro)
 - Pre Covid: FY 19-20, OCSD users totaled 2,757

Public Notice/Outreach Strategies - Details

- Project signs – changeable neighborhood with meeting dates and times, website, contact info (around town, Farmers’ Market)
- Poster guys
- Focused meetings offered by Recreation Parks and Cultural Resources (RPCR)
- Staff/user meeting on schedule for Orange County Skills Development
- Radio – update from Catherine Lazorko on WCHL
- Included in “This Week Carrboro” and RPCR Winter program
- Digital message boards before virtual public meetings in September and October
- Mailings to historically Black neighborhoods before September meetings and October hearing (210 households)
- Email to advisory board liasons and messages to advisory members
- Videos on webpage for Town Council agendas and project website
- Table at farmers market 9/26, flyers at farmers market 9/26, 10/2, 10/9
- Email invitations to community leaders with offer for constituent meetings.
- Distributed 250 flyers at food distribution event in September at Carrboro High School
- Town email subscribers to Carrboro Town News notices
- Notices for The 203 Project on Town of Carrboro Twitter, Facebook, and Instagram over this time period – with roughly four or five posts across each platform. The Town also posted to Nextdoor.
- Posters for the version of schematic shown on 10/13 to be place on site and at farmers market this week.

AGENDA

Recent Activities

Project Design Update

Project Recalibration

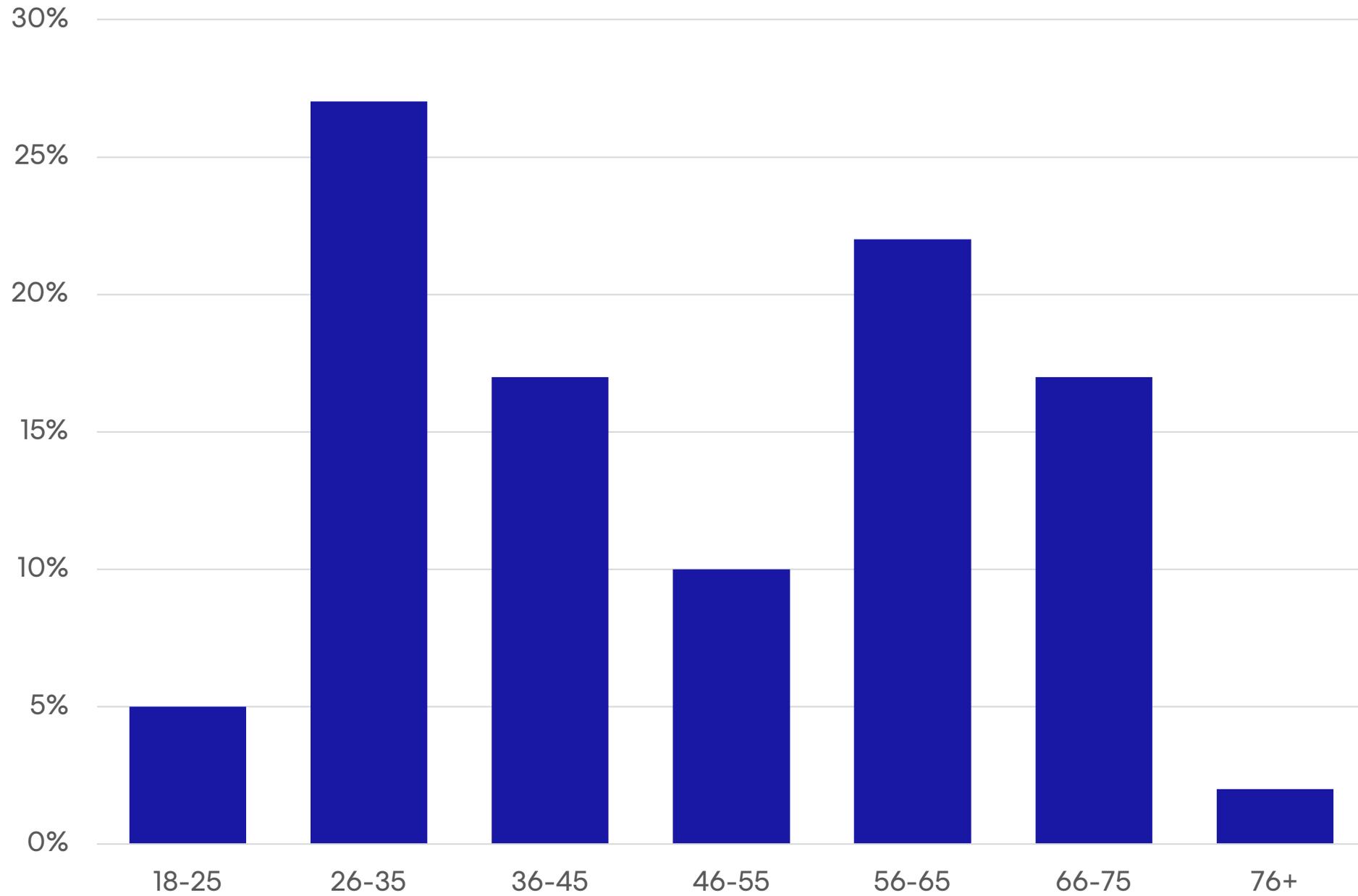
Look Ahead

Q+A

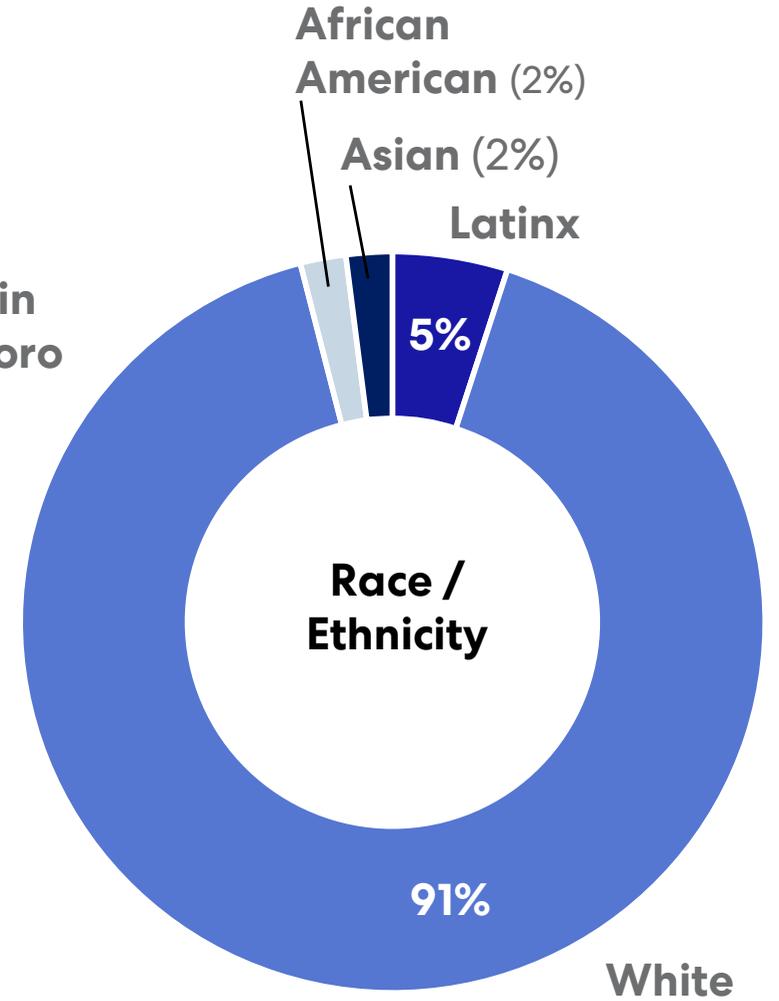
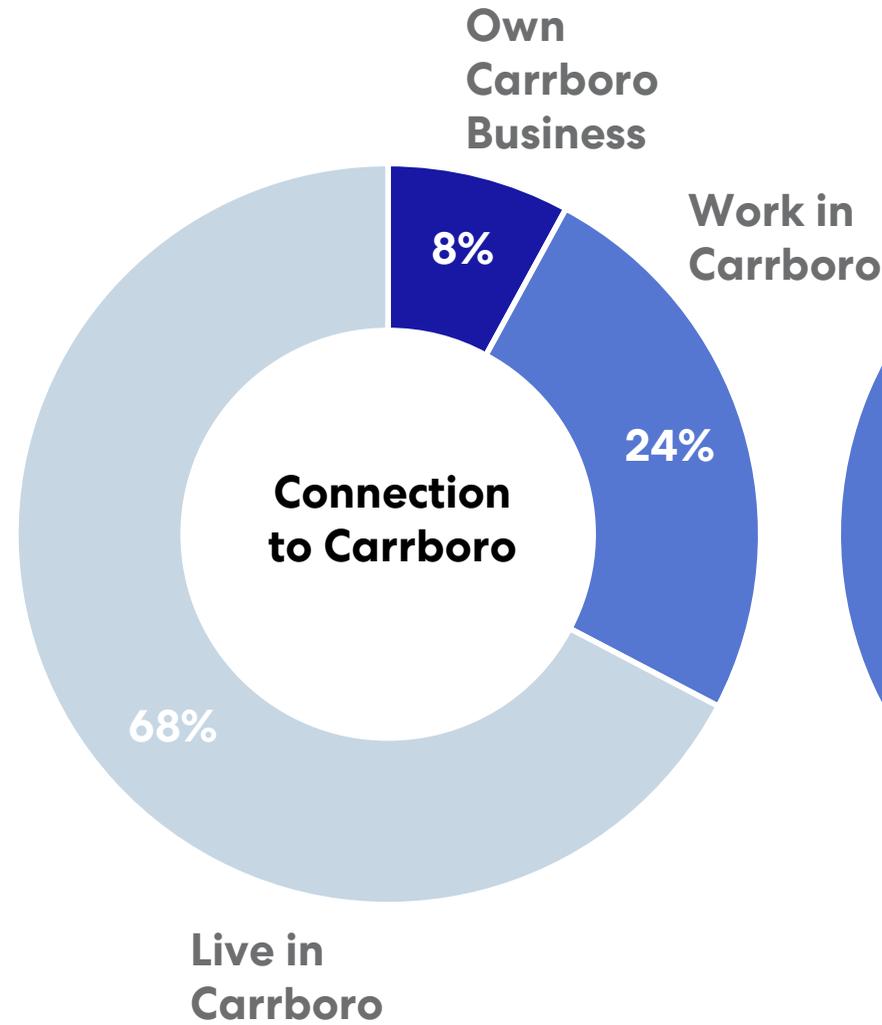
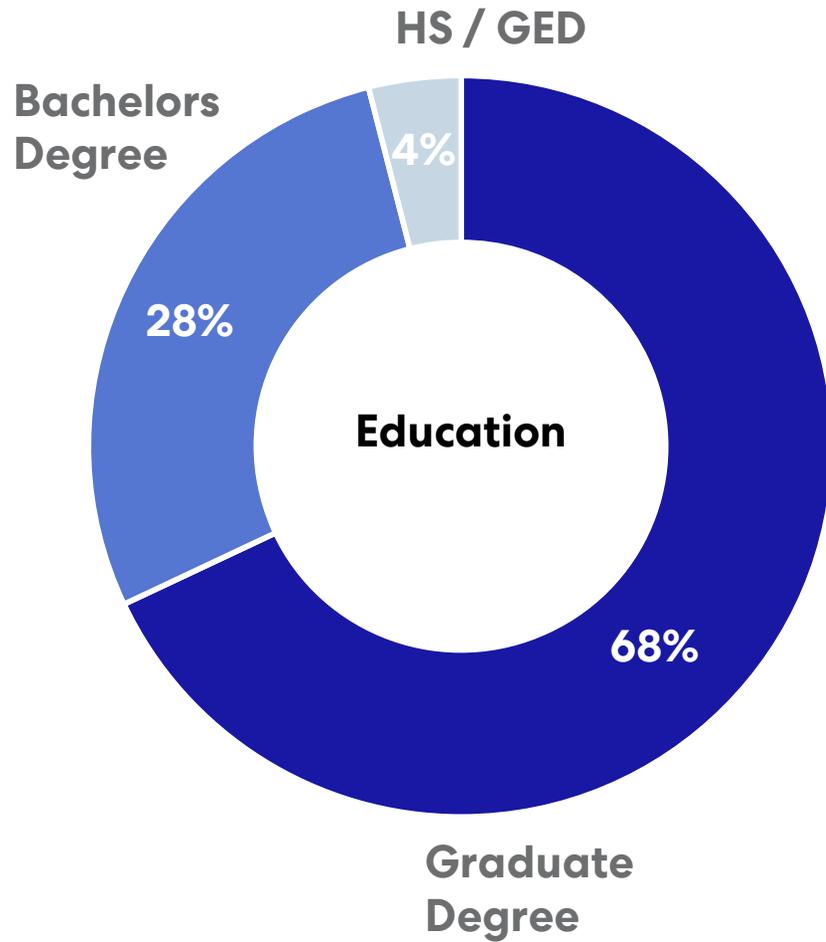
Since Mid-September . . .

- September 24th – Public Presentation
- September 24th – Public Presentation
- October 8th – Rec + Parks Drop-In Session
- October 9th – Schematic Design Documents To CM/Estimator
- Project Callibration
 - Updated LUO Required Parking Assessment
 - Updated Area Calculations
 - Program Backcheck

Community Engagement: Age



Community Engagement: Demographics



PROJECT DESIGN UPDATE

SITE PLAN



← MAIN STREET

S GREENSBORO STREET

ROBERSON STREET

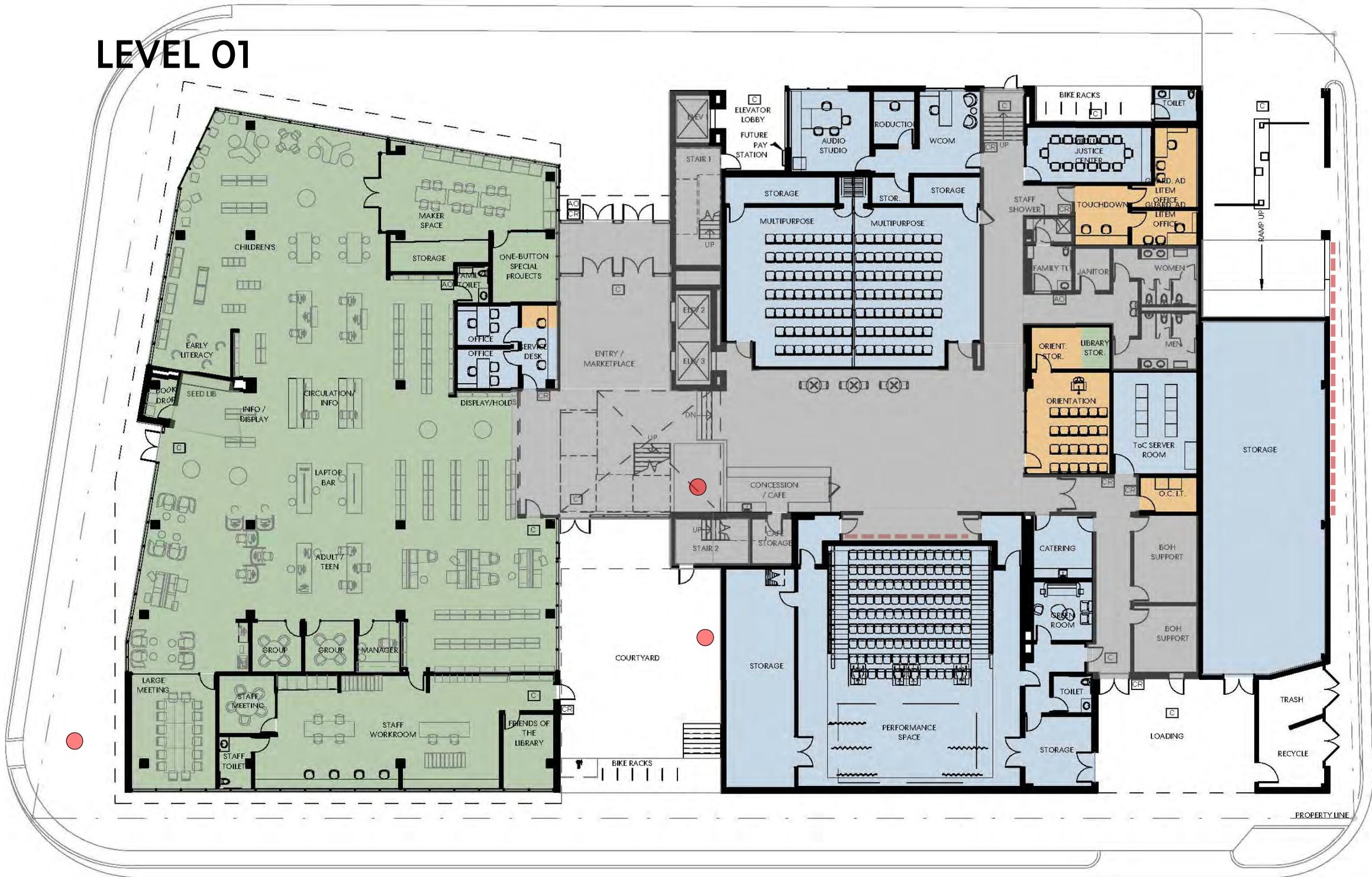
MAPLE AVE.

E CARR STREET

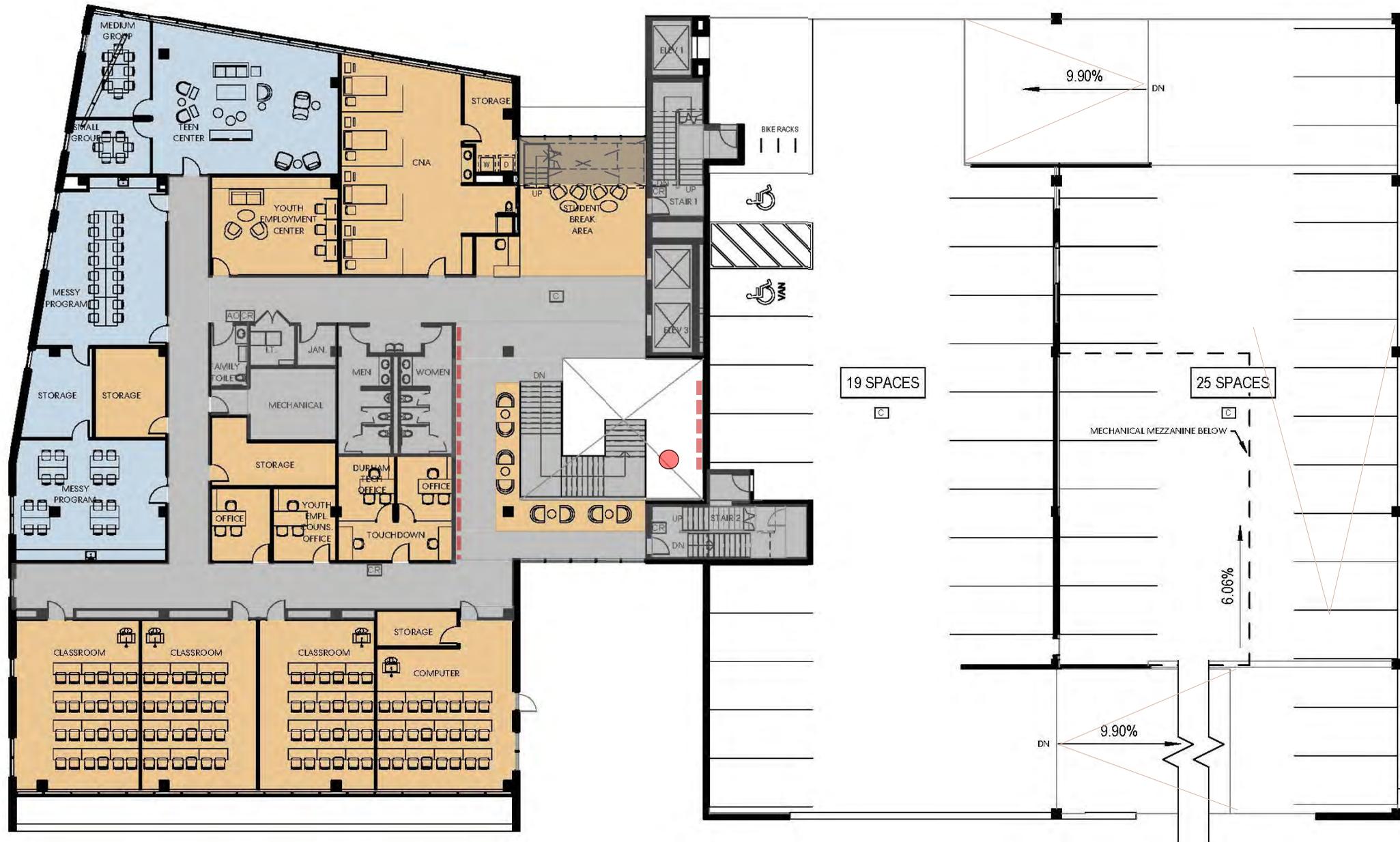
SWEET BAY PLACE

Legend

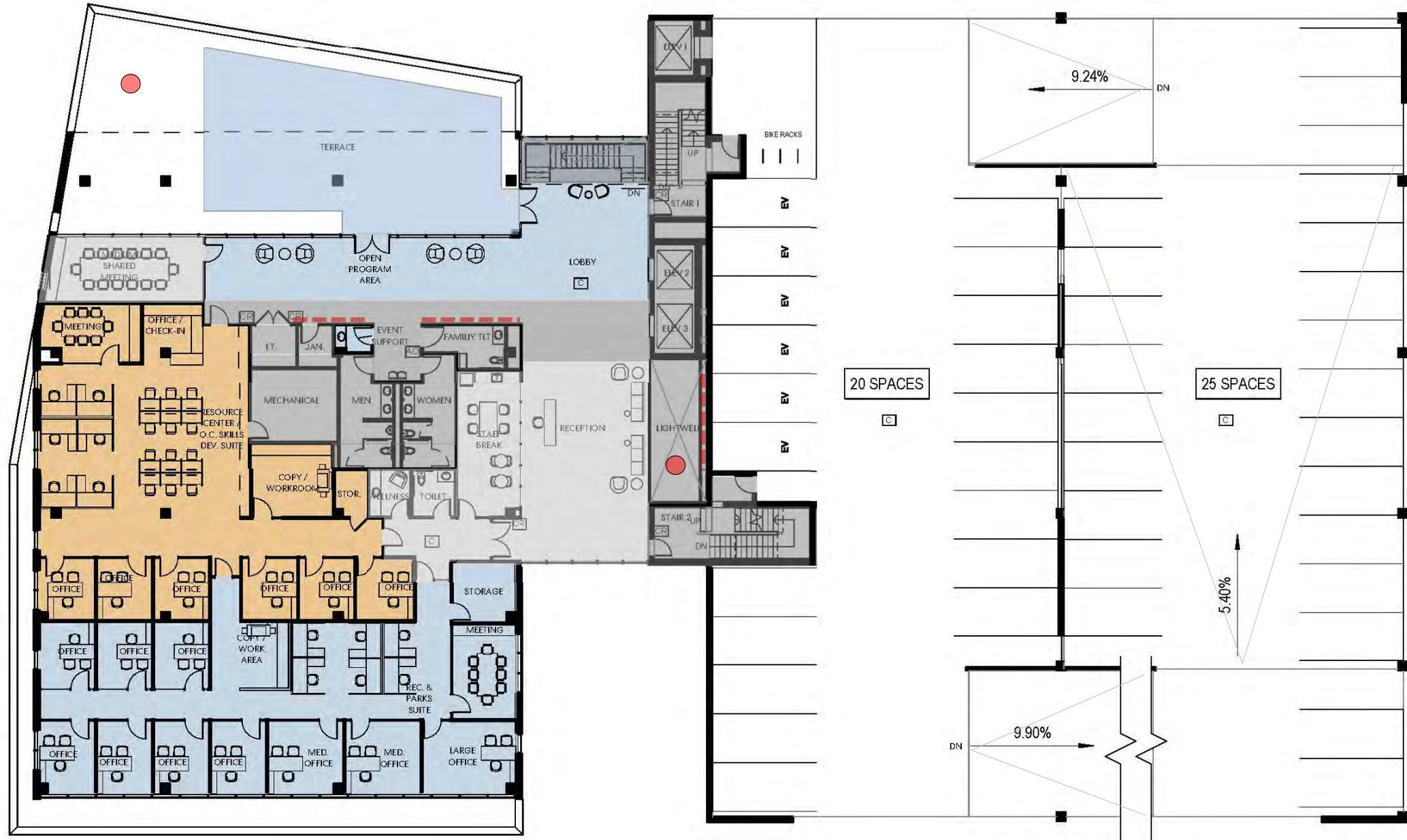
LEVEL 01



LEVEL 02



LEVEL 03



MASSING REFINEMENTS



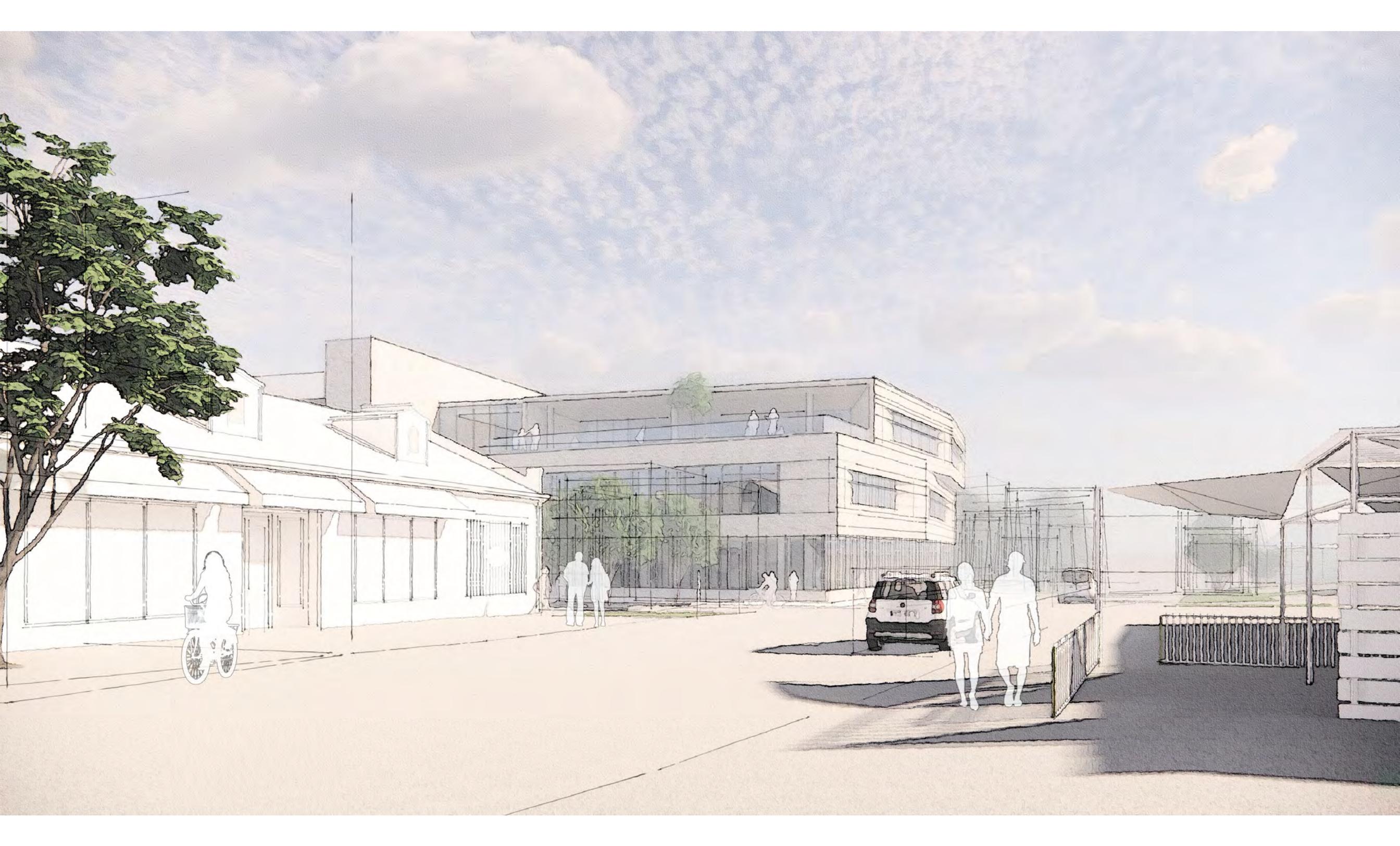
CENTURY CENTER

OPEN-EYE CAFE

THE 203

SOUTH GREENSBORO STREET SECTION







Roberson Street _ Main Entry



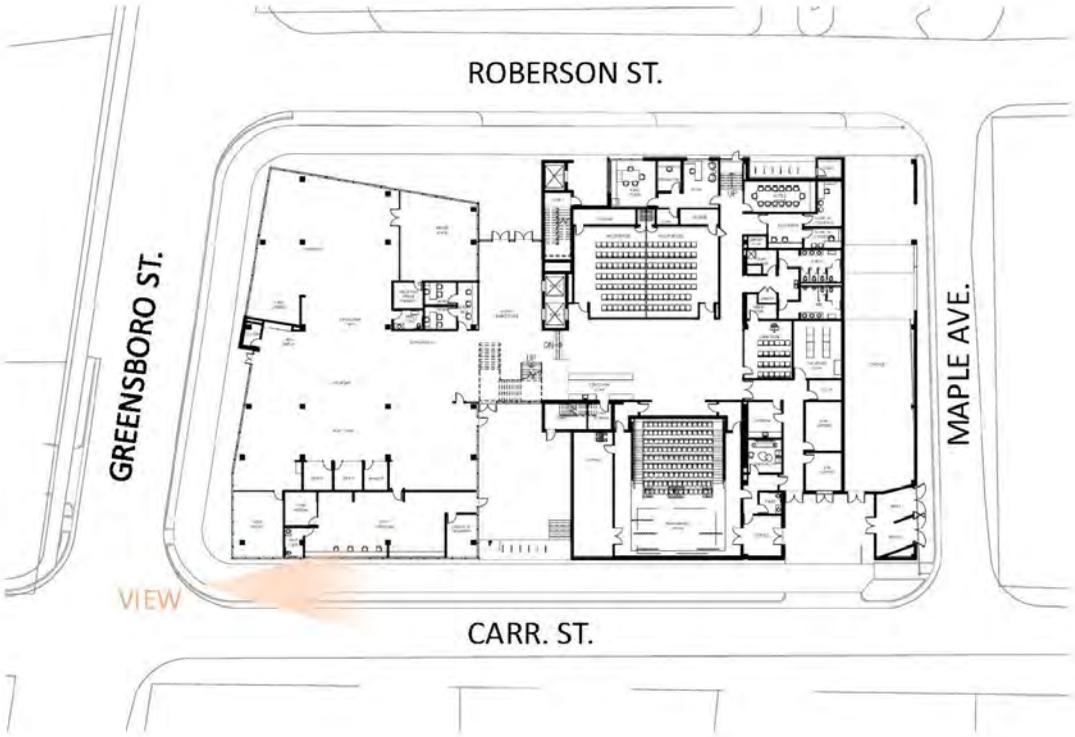


Greensboro Street_SW Plaza





Carr Street _ Looking East



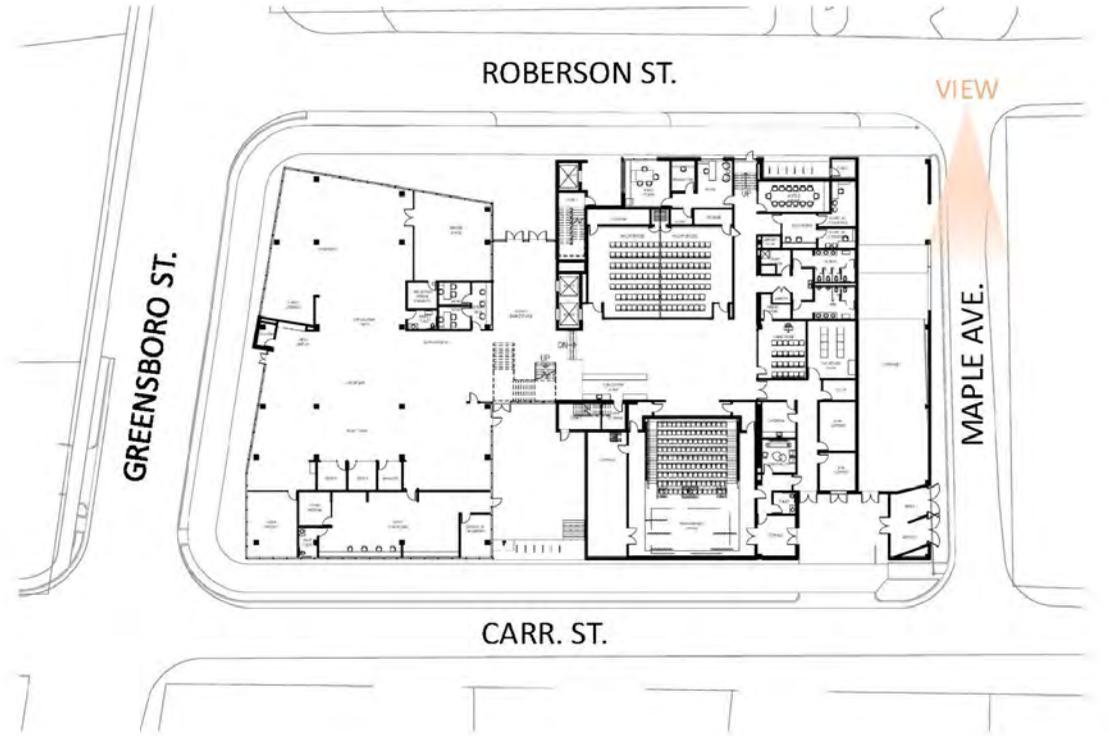


Carr Street _ Central Courtyard





Maple Ave._ Looking South





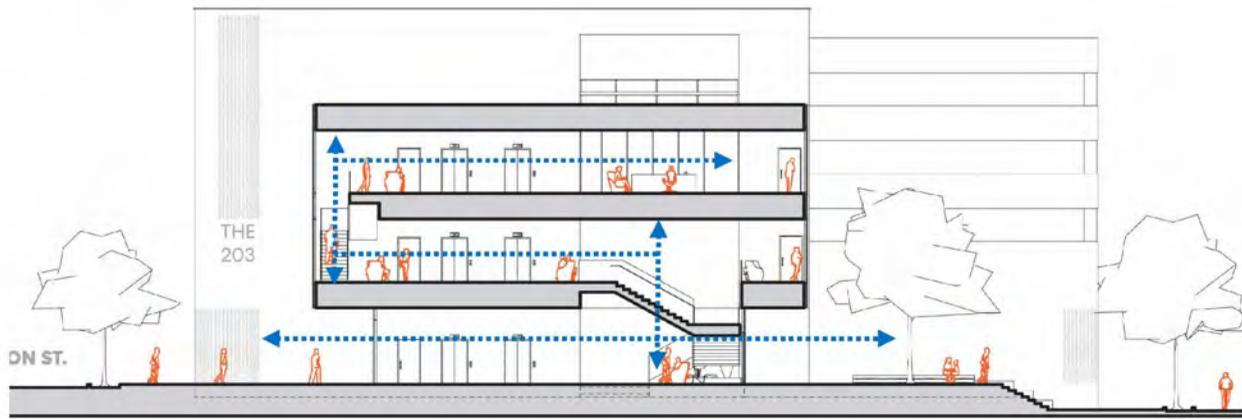
Roberson Street _ Looking West



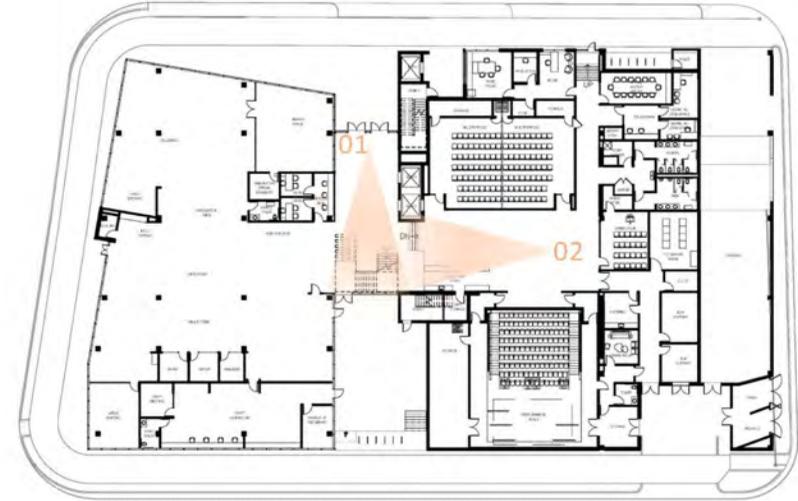


Roberson Street _ Main Entry





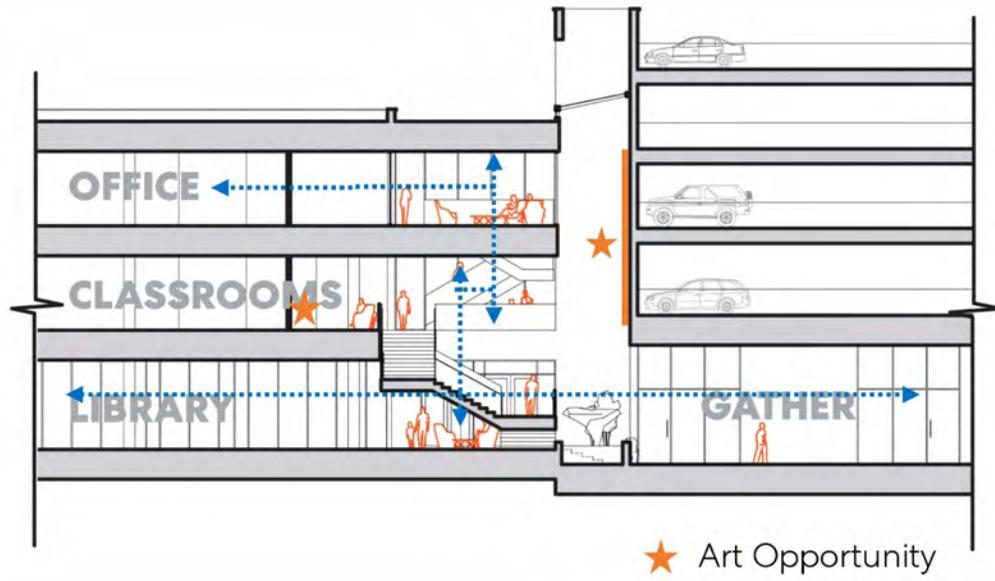
NORTH-SOUTH SECTION



Level 01_Main Lobby



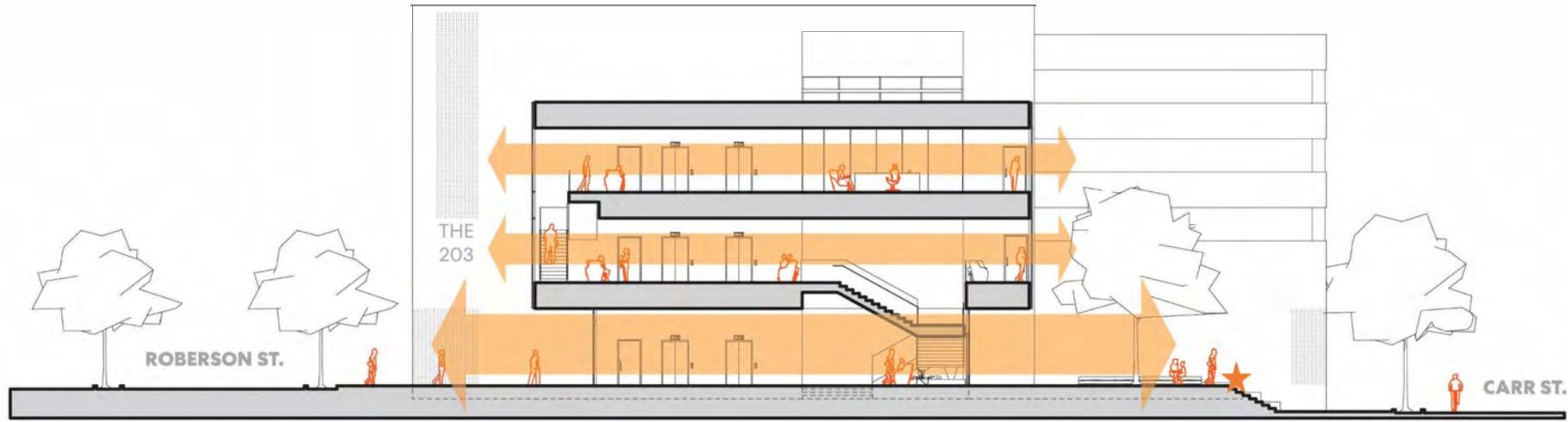
Level 01_Gathering Lobby



Level 02_Central Space



Level 02_Central Space



★ Art Opportunity



Level 02_Central Space looking North



Level 03_Central Space looking North



Level 03_Rooftop Prefunction Area



Level 03_Office Lobby



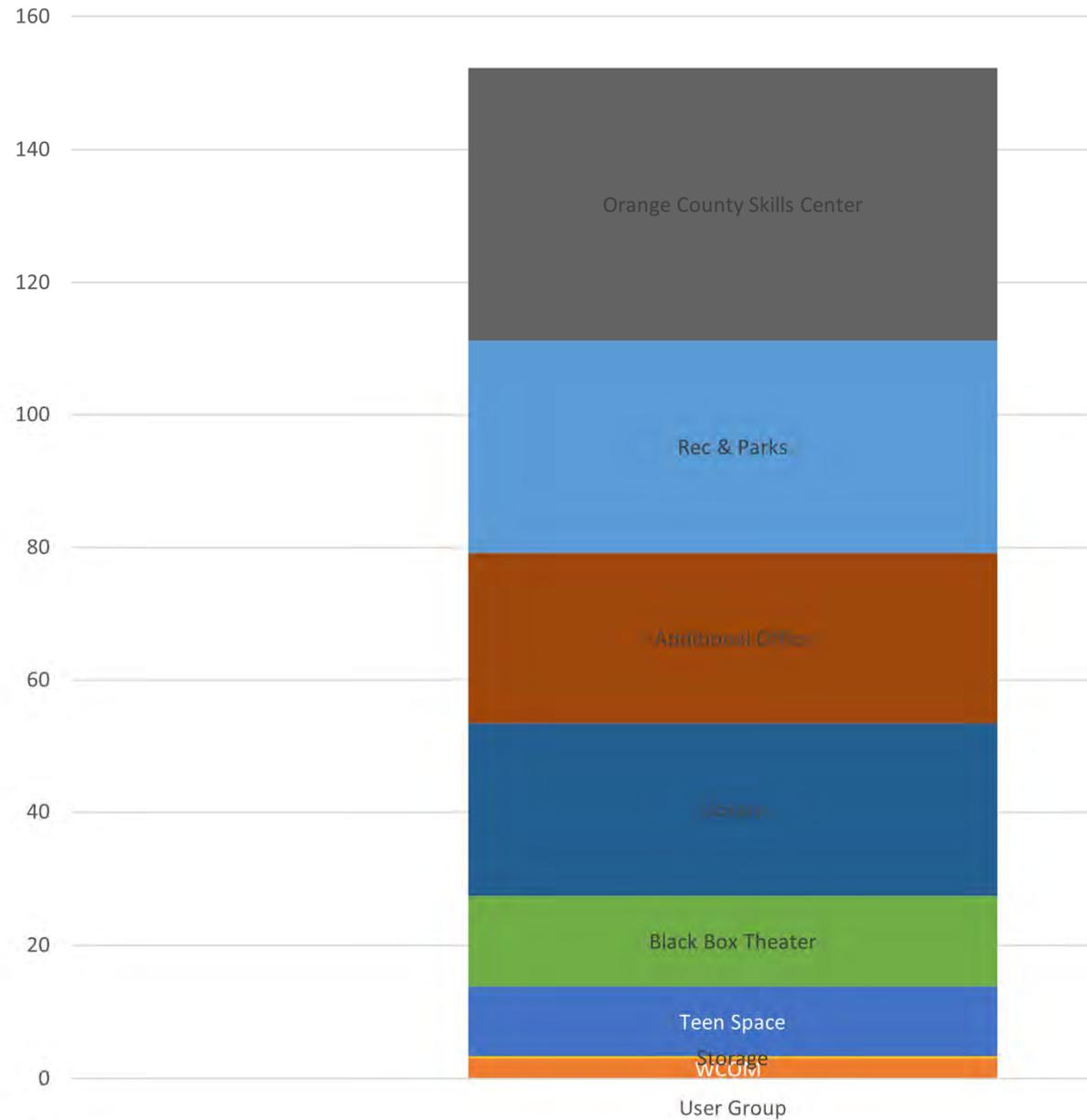
Level 03_Rooftop Terrace Looking West



Level 03_Rooftop Terrace Looking East

PROJECT CALLIBRATION

PARKING ANALYSIS



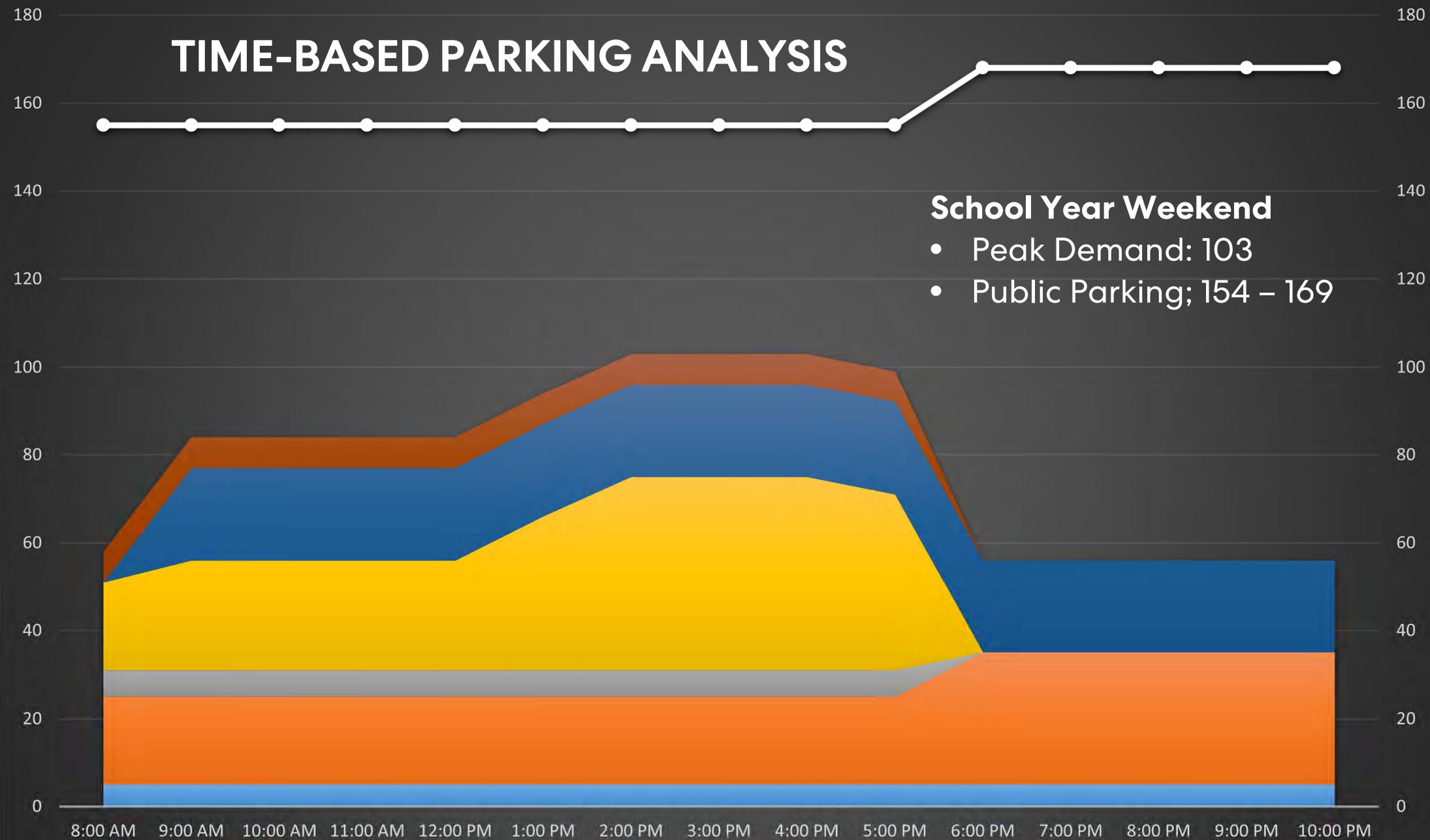
LUO Required Parking

- Based on measured plans, the LUO requires **153 spaces** (down from previously estimated 162 spaces)

TIME-BASED PARKING ANALYSIS

School Year Weekend

- Peak Demand: 103
- Publicly Available Parking: 154 – 169

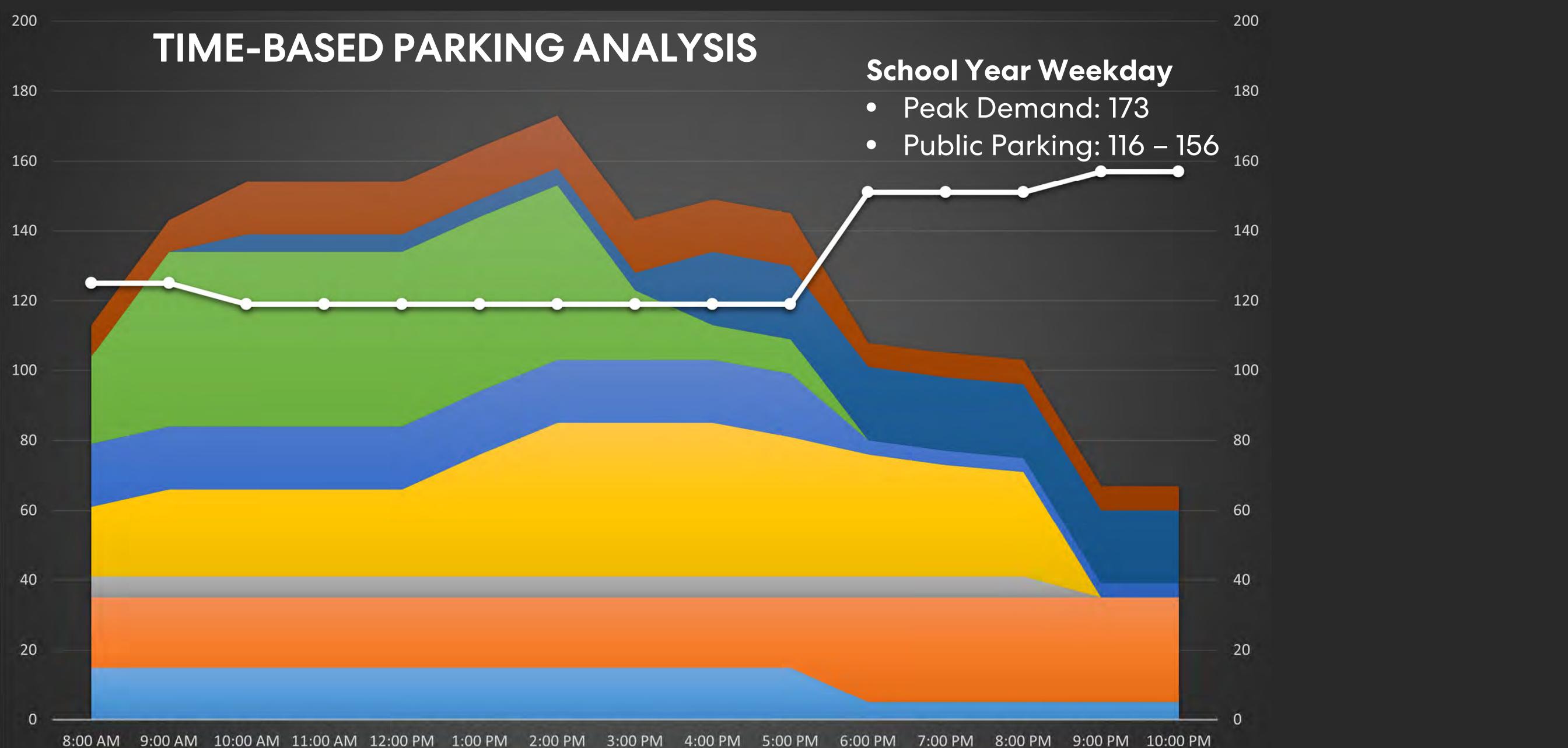


- Rec Staff
- Rec Visitors
- Library Staff
- Library Visitors
- Orange County Skills Center Staff
- Orange County Skills Center Visitors
- Black Box Theater
- Offices/Seed Library/WCOM
- Publicly Available Parking

TIME-BASED PARKING ANALYSIS

School Year Weekday

- Peak Demand: 173
- Public Parking: 116 – 156



- Rec Staff
- Library Visitors
- Theater
- Rec Visitors
- Orange County Skills Center Staff
- Offices/Seed Library/WCOM
- Library Staff
- Orange County Skills Center Visitors
- Publicly Available Parking

THEN & NOW

2018



2020



Building Area:

50,400 sf

51,200 sf

Open Site Area:

8,465 sf

5,183 sf

Terrace Area:

2,564 sf

1,000 sf

Parking Count:

73

173

LOOK AHEAD

SCHEDULE LOOK AHEAD

September 15 th :	Town Council Update
September 24 ⁺ 26:	Public Engagement (virtual)
October 8 th :	Rec + Parks Drop-In Meeting
October 9 th :	Schematic Design to Estimators
October 13th:	Town Council Public Hearing
October 30th:	Rec + Parks Drop-In Meeting
November 10th:	Town Council Update - Schematic Design
November 19⁺21:	Drop-In With Designers (virtual & physical)
February 2021:	Complete Design Development
July 2021:	Complete Construction Documents
September 2021:	Begin Construction

Q+A