



June 2, 2013

To: Marty Roupe, Town of Carrboro Zoning Administrator  
From: Main Street Properties of Chapel Hill, LLC

Re: 300 East Main CUP modifications

Main Street Properties ("MSP") seeks four minor modifications to the 300 East Main Conditional Use Permit ("CUP"):

1. Reductions to the size, footprint and total square footage of building A (adjacent to the railroad tracks) to accommodate the needs of an anchor tenant.
2. Addition of the 1.331 multi-family use as a permitted use for the upper floors of buildings B, C and E.
3. Approval of a hard cover over the outdoor dining space for 370 E. Main St., Suite 110 (the Hickory Tavern space).
4. Limited authority for future tenant-specific, non-structural facade changes (such as awnings) to not be considered deviations or modifications from the 300 East Main CUP.

The following is a narrative describing the need for each modification and referencing the attached drawings and supplemental information.

1. Building A changes.

Subject to certain contingencies of which the Town is aware, Fleet Feet, Inc., has selected 300 East Main as the preferred site on which to consolidate its corporate headquarters and develop a new retail space. Specifically, upon the resolution of all contingencies, Fleet Feet would lease both retail and office space in Building A (using the parlance of the 300 East Main CUP) on the 300 East Main site. Building A is to be built on the west side of the 300 East Main project adjacent to the railroad tracks.

To meet Fleet Feet's schedule, MSP needs to begin demolition and environmental remediation work on the building site by July 15, 2013, to begin structural building design immediately, and to begin building construction in October.

As currently approved in the 300 East Main CUP, building A would have contained 48,800 square feet in five stories. However, given that Fleet Feet proposes to lease approximately 11,850 square feet of office space and 4,350 square feet for its Carrboro retail store in the new building, MSP cannot finance the construction of anything larger than a three story building (first floor retail, second and third floor offices) containing approximately 36,000 sf.

We believe that keeping Fleet Feet's headquarters and retail store in Carrboro is good for the whole of the Town of Carrboro, for the downtown area, and for 300 East Main, and we therefore have opted to redesign the building to fit Fleet Feet's needs and our financing capabilities.

The redesign maintains a similar sized building footprint, and enlarges the upper two floors by reducing or eliminating the balconies that were envisioned for possible upper-floor restaurants. The building now will house shops and restaurants on the ground floor only, with Fleet Feet occupying one of the office floors and other office tenants using the other office floor.

The building is designed to be almost entirely brick in red and brown tones, with limited use of stucco in the same tones possible only the third floor, and with lighter-color architectural block to be used on the ground floor retail facades on portions of the north, east and west elevations. Architectural roof elements, canopies, storefront and downspouts, as applicable, will be pre-finished metal. Downspouts on the east elevation may be left visible as architectural features or encased in brick to create vertical visual demarcation along the building's elevation.

The retail floor is planned to be 18 feet high, and the office floors are planned to be 14 feet floor to floor. MSP will still add a bus pull off and bus shelter along Main Street in front of the building as indicated in the currently approved CUP for 300 East Main. Further, as in MSP's existing CUP, the proposed new building will be set back from the street to allow for wide sidewalks (28 feet in width along much of the Main Street frontage save for the area where the bus shelter is to be located) and outdoor dining.

The smaller building conforms with the town's downtown architectural standards, with the exception of ground-floor glazing, where it falls short of the 60-percent standard. We request a meeting of the Appearance Commission as soon as possible to seek a waiver.

A schematic design of the proposed smaller building is attached for your review and approval. We appreciate your prompt review as MSP must begin full scale design efforts immediately in order to meet Fleet Feet's needs and to realize this opportunity for downtown Carrboro.

## 2. Multi-family use.

You will recall that during 300 East Main's CUP approval process, Carrboro's land-use ordinance required suburban-style open space and ball fields as part of any development with a residential component. Those requirements made it impractical to include residential uses in our original CUP.

Since that time, the Town has replaced the open-space requirement with the Downtown Livability Area and Urban Amenities provisions, making it practical to develop multi-family residential as a part of downtown mixed-use projects. Further, given the slow pace of office absorption in the area, the space currently planned to begin construction soon (including MSP's new building discussed above), and the more limited demand at the price points required with new construction, adding a multi-family component for buildings B, C and E would allow completion of 300 East Main in a much shorter period of time than if the upper stories of buildings B, C and E were limited to office use. If MSP is permitted to include multi-family units on the upper stories of buildings B, C and E, then Main Street expects such buildings will be completed in a single phase beginning in approximately 16 to 18 months and taking a 12 to 16 months thereafter to complete. Absent approval of the multi-family use on the upper stories of buildings B, C and E, MSP expects that, even with good fortune in pre-leasing each building as a separate phase, it would take ten to twelve years to complete all three buildings.

In addition, MSP recently has acquired control of the "Butler" property (adjacent to the south), which has an approved CUP including multi-family residential use. Adding the multi-family residential use to 300 East Main would create significant efficiencies in

MATERIALS:  
 TWO COLORS BRICK WITH THIRD COLOR ACCENT  
 ONE COLOR GROUND-FACED BLOCK  
 ONE COLOR PRECAST TRIM  
 PRE-FINISHED METAL ROOFS, CANOPIES, & PREFINISHED METAL  
 STOREFRONT, WINDOWS, & DOWNSPOUTS  
 NO MORE THAN 25% STUCCO WALL FINISH

40% OF STREET FACADE AREA CONSISTS OF OPENINGS



NORTH ELEVATION

Building A East Elevation



EAST ELEVATION