AGENDA

1. Project Introduction
2. Context
3. Existing and New Buildings
4. Concept Plan and Massing
5. Discussion
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

Campus Master Plan
BIG IDEAS

NEW CONSTRUCTION
MAJOR RENOVATION

The Master Plan includes a mix of proposed and planned projects.
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 current tenants, downtown property owners and merchants, interest groups and the Town of Chapel Hill in a collaborative process.
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 to make the arts visible and accessible?

How to incorporate innovation and entrepreneurs?

How to attract visitors?

How to spark dialog between old and new?

What new uses would you like to see?

What makes a welcoming entry?

Who uses this pedestrian connection?

What is the right scale?

What type of retail?

How do we enhance the historic fabric?

What would make Franklin Street more active?

How do you use Franklin Street now?
COMMUNITY VOICES
What program, physical characteristics, and impact are important to you?

Program
Orients arrival experience, University and town converge
Activates Franklin Street
Diversity of users and amenities
Vibrant student environment
Innovation infrastructure, arts presence
Dynamic use over time, beyond 9:00 – 5:00

Physical Characteristics
Exciting architecture, open and visible
Respects scale and historic fabric of Franklin Street
Informal gathering spaces, places for connection
Interactive and dense

Measure of Success
Reflects the University’s values
Showcases student energy and institutional research
Attracts talent and a diverse audience
Create a sense of place, inspirational, ever changing
Unique to Chapel Hill, celebrates its character
**WHAT WE AGREED**

**Town**
Respect and enhance Chapel Hill’s unique character, intimate scale, and historic fabric; strengthen the vitality of East Franklin Street.

**Porthole Alley**
Draw people in, encourage them to linger, connect to the arts district and adjacent historic campus. Showcase Carolina’s long history, vibrant present, and ambitious future.

**Building**
Design spaces that encourage collaboration and creative collision, characterized by transparency, openness, and a sense of this modern, diverse, and dynamic institution.

**Program of Engagement**
Attract visitors and University constituents to this town/campus intersection with a diverse mix of programs, amenities, and social areas. Develop inviting spaces that engender communication and foster an inclusive, engaged community, active from morning till late night.

**Sustainability**
Design a project which is functionally, financially, and environmentally sustainable.
CONTEXT LANDSCAPE MASTER PLAN FOR PORTHOLE ALLEY (2015)
CONTEXT

PORTHOLE ALLEY REDEVELOPMENT

NOVEMBER 2021 | © KIERANTIMBERLAKE
CONTEXT

BUILDING HEIGHT

1 - 3 STORIES
4+ STORIES
SENSE OF PLACE  UNC AND CHAPEL HILL
PORTHOLE ALLEY REDEVELOPMENT

CAMPUS

ALLEY

TOWN
CONTEXT  FRANKLIN STREET ELEVATION

PORTHOLE ALLEY REDEVELOPMENT

HILL BUILDING

134 & 128 EAST FRANKLIN ST

134 EAST FRANKLIN

128 EAST FRANKLIN

118 EAST FRANKLIN

COLUMBIA ST

VIEW SOUTH

UNIVERSITY UNITED METHODIST CHURCH
CONTEXT
SECTION THROUGH PORTHOLE ALLEY
Porthole Alley Redevelopment

VIEW WEST

HANES ART CENTER
ACKLAND ART MUSEUM
PORTHOLE BUILDING
134 EAST FRANKLIN

PORTHOLE BUILDING
134 EAST FRANKLIN

VIEW WEST
HOW TO ALLOCATE BUILDING MASS?

Connections over alley required to achieve single core and connect floor plates.

- East Franklin Street
- Scaled for Franklin Street (Max 3 stories)
- Highest building mass
- Relate to church (Max 4 stories)
- Campus

Approach to Site
Porthole Alley Redevelopment
WHERE SHOULD GROUND FLOOR PROGRAMS BE LOCATED?

- Relates to town, invites public use
- Activates alley, encourages pedestrians to linger
- Relates to campus activities, presents a gateway to the town

DESTINATION PROGRAM
“LIGHTS ON UPSTAIRS”

UPPER LEVELS

- Retail
- Visitors center
- Visible/open/transparent
- Access to upper floors
- Outdoor program
- Admissions
- Campus amenities
- Campus
Existing and New Buildings
OPTION 1 FULL DEMOLITION

OPTION 2 FULL DEMOLITION

OPTION 3 RETAIN HISTORIC DISTRICT CONTRIBUTING BUILDINGS

OPTION 4 RETAIN HILL BUILDING

MASSING APPROACHES RE: POTENTIAL PROGRAM LOCATIONS
OPTION 4 – RETAIN HILL BUILDING

A stand-alone building that can be largely restored to its original footprint

Greatest architectural and historical value

Cherished by community and UNC stakeholders

Lifelong home of the Carolina Coffee Shop

Helps anchor and integrate new building with historic streetscape

Old and new construction enhance each other

Most efficient combination of new construction and existing building envelope

Building heights range from two to five stories across the site

Total enclosed area of roughly 130,000 Gross Square Feet
Concept Plan and Massing
RELATIONSHIP BETWEEN BUILDING AND SITE

COLUMBIA STREET

HILL BUILDING/ RETAIL

DINING COURTYARD

TIERED SEATING AND SCULPTURE GARDEN

SERVICE

ADMISSIONS

WEST PORCH

EAST PORCH

FRANKLIN STREET

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VIEW OF MASSING FROM NORTH
PORTHOLE ALLEY REDEVELOPMENT
PORTHOLE ALLEY PASSING UNDER NORTH BRIDGE NEAR BUILDING LOBBY
PORTHOLE ALLEY  ALLEY WIDENS TOWARD CAMPUS
PORCH  APPROACHING THE ACKLAND ALONG EAST PORCH

PORTHOLE ALLEY REDEVELOPMENT
PORCH STANDING ON WEST PORCH LOOKING TOWARD TERRACED SCULPTURE GARDEN
The University of North Carolina at Chapel Hill
Porthole Alley Redevelopment