

## Water Street parking deck redevelopment

Development Finance Initiative, UNC School of Government

March 2014

### Summary of public input and feedback to date

Feedback was positive that the recommendation was consistent with the objective given to DFI by the City. There has been little disagreement with the program mix with the exception of some Historic District Residents. Some of them feel the objective given to DFI by the City should have been to determine the optimal public use on this site as opposed to the optimal public/private partnership that achieves the most public interests. More specific feedback seemed to breakdown by user type/groups.

	<b>Historic District Residents</b>	<b>Nearby property/business owners</b>	<b>Local / Regional Developers</b>	<b>Other Residents</b>
<b>Scale</b>	Too much density, too tall, too much mass	Prefer density (want more residents, retail and more parking)	Prefer density (redevelopment value tied to density)	Some exited, some believe too much density, some believe too much concern over views
<b>Green Space</b>	Want more green space closer to their residences	Inadequate parking will damage their business; existing pocket parks hurt business	If returns are equivalent, agnostic	New waterfront park accommodates assembly/waterfront access interest
<b>Public Use</b>	Want more public use on site, e.g.: museum, visitor center, arboretum, public bathrooms	Wants uses that will drive traffic/interest in area	If returns are equivalent, agnostic	Indeterminate
<b>Public Investment</b>	Want public investment focused on new public use	Want public investment focused on new users and parking	If returns are equivalent, agnostic	Less is better
<b>Transformative Project</b>	Public space will drive economic development	New users and parking will drive economic development	New users will drive economic development	Indeterminate
<b>Parking</b>	Not needed or excessive, shield from sight, future parking - outside downtown core	Need more parking in downtown core, shield from sight, way-finding signage critical; concern parking costs	Required for development to occur	Want parking convenient to all downtown destinations
<b>Residential Density on site</b>	Belongs on the northern riverfront; concerned about increased traffic	Critical to the success of their businesses and potential future businesses	Prefer density (redevelopment value tied to density)	Indeterminate
<b>Overarching interest</b>	Public use should drive program	Parking, customers, retail variety	Program, planning clarity	Site redeveloped