

snapshot of the Town of Chapel Hill

*This booklet is a snapshot in time about the
Town of Chapel Hill and provides
data projections for the future.*



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Photo credits: Cover: Chapel Hill and Orange County Visitors Bureau; Town of Chapel Hill; UNC-Chapel Hill.

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basic facts about Chapel Hill

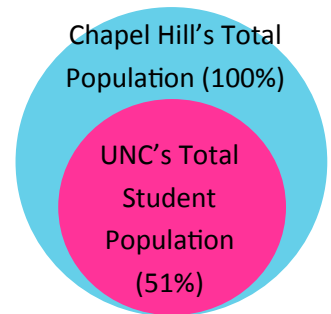
population



population snapshot

Chapel Hill's Total Population: 57,233
(2010 US Census)

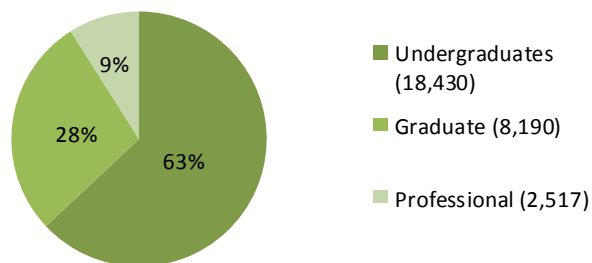
University of North Carolina-Chapel Hill's Total Student Population: 29,137
(Source: UNC-CH Office of Institutional Research and Assessment, September 2011)



Does the Chapel Hill population include UNC students?

Yes, it includes students who live in Chapel Hill. A student living in a dormitory or in an off-campus apartment in Chapel Hill counts as a resident. A UNC student living in Chatham County, for example, does not.

UNC-Chapel Hill Student Composition



(Source: UNC-CH Office of Institutional Research and Assessment, 9/2011)

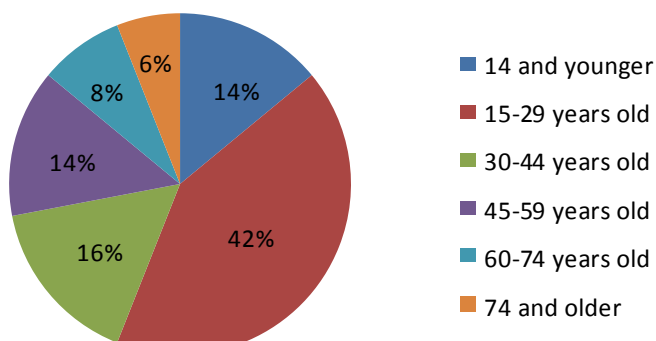
Average Household Size



(Source: 2008 American Community Survey)

age distribution

Age Distribution in Chapel Hill



(Source: 2011 Chapel Hill Data Book)



Median Age of Chapel Hill Residents:
25.6 years old

(Source: 2010 US Census)

From 1970 to 2008, the **over-65 age group** increased the most relative to all other age groups (from 4.5% to 9.5%)

(Source: 2011 Chapel Hill Data Book)

did you know?

history of Chapel Hill

Chapel Hill and the University of North Carolina share a joint birthday - October 12, 1793. On that day, the first lots were sold for the first building of the university, subsequently known as Old East. The histories of the town and the university have been intertwined ever since.

The Town was organized by a committee appointed by the University of North Carolina's Board of Trustees. The first lots in what would become Chapel Hill were auctioned in 1793, and the town's first residents arrived in 1795.

The town of Chapel Hill was named after the Church of England New Hope Chapel which in the 1700s stood on the highest point in the surrounding area. Today, the Carolina Inn is located on this historic spot. Chapel Hill was officially incorporated in 1851.

"This town, being the only seat of learning immediately under the patronage of the public, possessing the advantages of a central situation on some of the most public roads in the State, in a plentiful country, and excelled by few places in the world, either for beauty of situation, or salubrity of air, promises, with all moral certainty, to be a place of growing and permanent importance." Excerpt from a letter by Gen. W.R. Davie in 1793

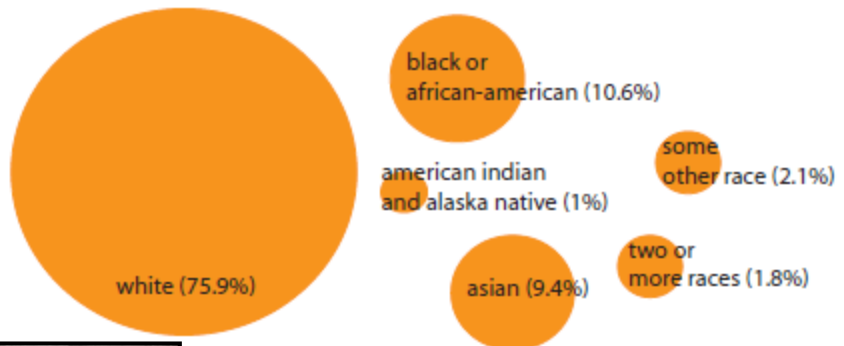
basic facts about Chapel Hill

Chapel Hill has a Council-Manager form of government which includes eight elected Council members, an elected Mayor, and an appointed Town Manager.

Pictured to the right:
The Chapel Hill Town Council
(December/2011)



Racial Composition of Chapel Hill (2010 US Census)



20.9
square
miles

**Approximate land area within the
Town's corporate limits**

(Source: 2011 Chapel Hill Data Book)

Photo credit: Unidentified group of revelers, Franklin Street, ca. 1904, North Carolina Collection, UNC Library at Chapel Hill.

financial information

priority based budgeting

The Town of Chapel Hill is working on a new way to develop its budget for next fiscal year, utilizing priority based budgeting. Priority based budgeting looks at the cost of the various services (programs) the Town provides and looks at the way those programs perform in terms of the Town's overall priorities. Available resources (revenue) are then allocated among the programs according to how well they perform and how well they support the overall priorities.

The selected priorities will reflect the comprehensive planning themes identified in the Chapel Hill 2020 process. The budget process includes public participation to help identify priorities.

property tax rates

Amount of taxes paid to the Town and County, *per \$100 of assessed value*:

- Town of Chapel Hill: \$0.49
- Orange County: \$0.86

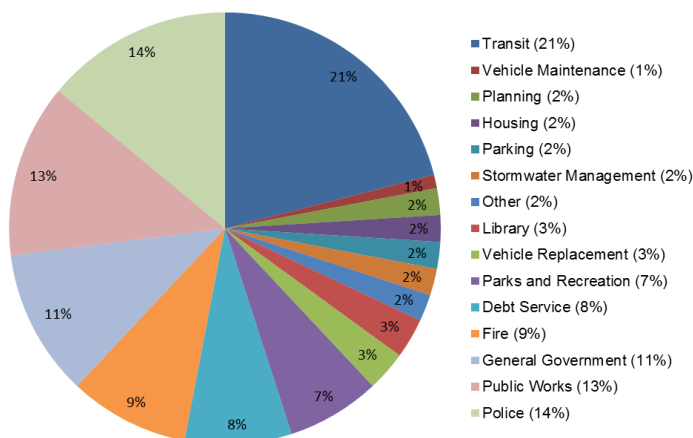
Four factors that influence the amount of property taxes you pay:

- **Town Property tax rate:**
Set by the Town Council every year when it approves the budget
- **Assessed value of the property and County Property Tax Rate:**
Determined by Orange County every four years or Durham County, every six years, depending on the location
- **Special School Tax Rate:**
Set by Orange County every four years



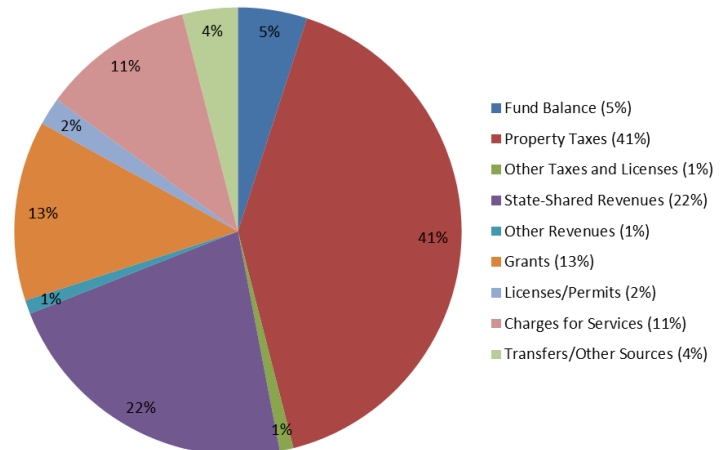
(Sources for information about property taxes: Town of Chapel Hill Business Management Department and the Orange County Tax Administration Department, Revenue & Collections Division)

**Total Budget Expenditures (\$84,934,245)
(Net of Transfers)**



(Source: 2011-2012 Adopted Budget for the Town of Chapel Hill)

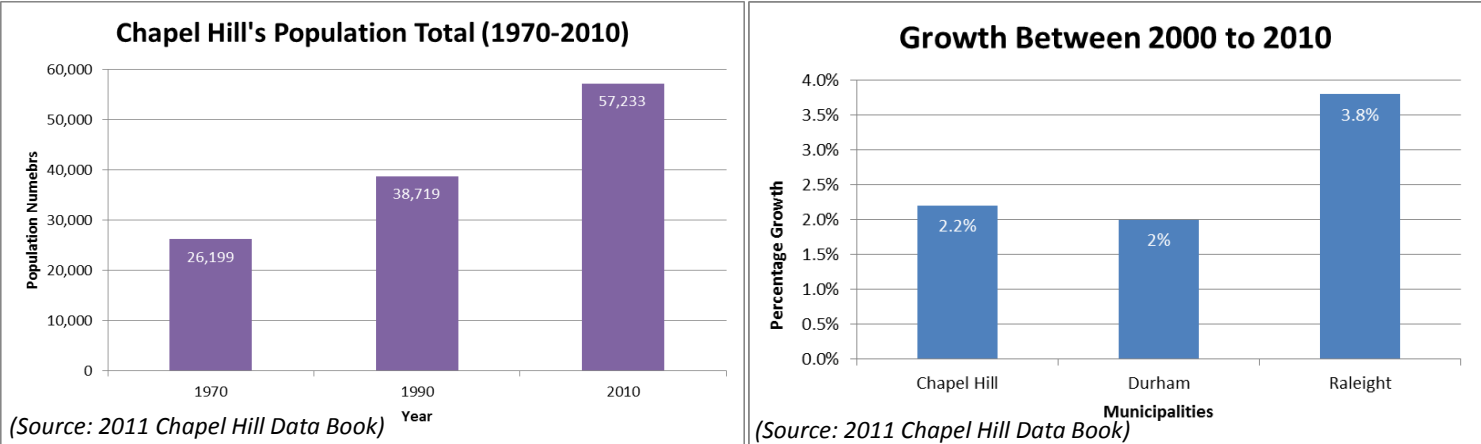
Total Budget Revenues



(Source: 2011-2012 Adopted Budget for the Town of Chapel Hill)

population growth

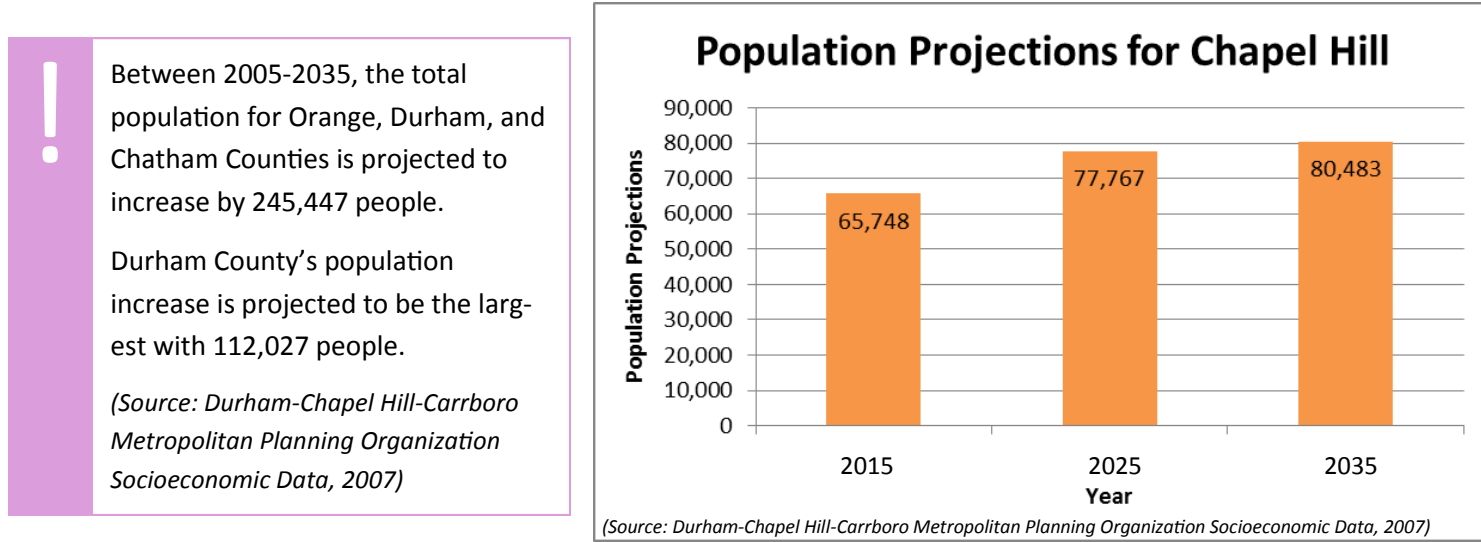
past trends



did you know? 42% of the Town’s growth between 2000 and 2010 was due to the annexation of urbanized areas.
(Source: 2011 Chapel Hill Data Book)



future trends



population growth

considerations regarding future growth

In 2009, when asked what issue should receive the most increase in emphasis over the next two years, Chapel Hill residents responded with planning for growth and managing growth (Source: [2009 Community Survey for the Town of Chapel Hill](#)).

Planning for and managing growth will be prominent issues for our community, for North Carolina, and for the United States. Jon E. Wilson, the Chairman of the Urban Land Institute/Triangle tackled these issues in his article "[Rebuilding the 21st century Triangle](#)." Wilson emphasized that the Triangle region will experience population growth; baby boomers are aging, but many may decide

to stay within the workforce; Generation Y, the largest generation, has started to enter the workforce; the United States has become an urban nation with the majority of residents living in urban areas; and many other changes.

In order to adapt to and embrace these changes and the growth that is predicted, the Chapel Hill community needs to think broadly and start developing answers to these questions as well as others:

How will Chapel Hill respond to this anticipated growth?

Do we have an adequate supply of housing that is affordable and close to jobs?

Do we have an adequate supply of jobs?

How will Chapel Hill remain progressive and innovative in the 21st century?

Chapel Hill residents must carefully consider these and other questions in order to encourage positive growth for our community and a place for all.



economy snapshot of Orange County

(Source: Orange County Economic Development, 2010)

economic composition

- Educational, health and social services (39%)
- Professional, scientific, management, administrative, and waste management services (14%)
- Arts, entertainment, recreation, accommodation, and food services (11%)

top 5 public employers

1. UNC at Chapel Hill: 16,217 employees
2. UNC Health Care System: 7,964 employees
3. Chapel Hill-Carrboro City Schools: 2,138 employees
4. Orange County Schools: 1,157 employees
5. Town of Chapel Hill: 912 employees

top 5 private employers

1. Blue Cross Blue Shield of NC: 1,239 employees
2. Sports Endeavors/Eurosport: 676 employees
3. Harris Teeter, Inc.: 489 employees
4. PHE, Inc.: 316 employees
5. A Southern Season: 314 employees

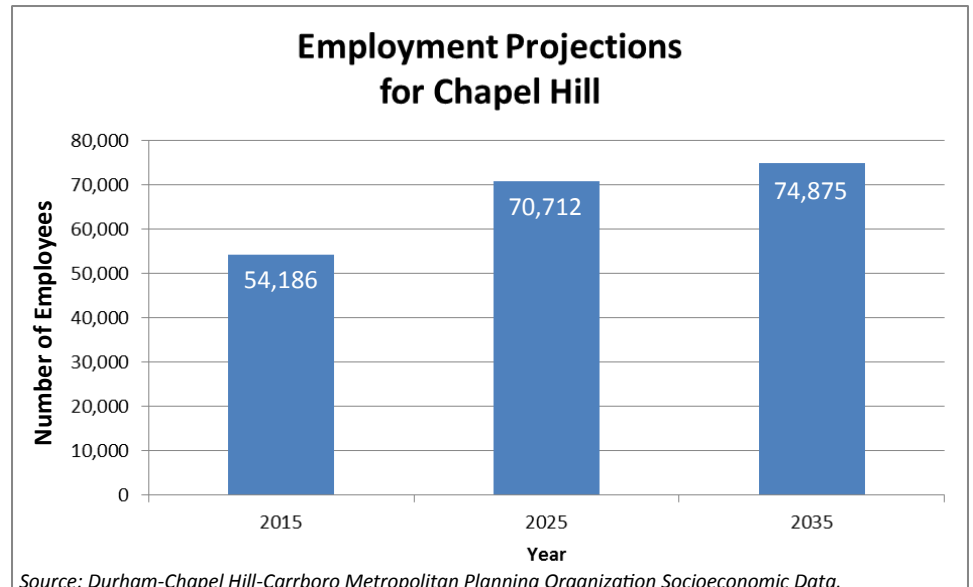
economy

open for business



The Town of Chapel Hill has launched www.opentobusiness.biz to provide information for new and expanding businesses making critical decisions about locating in Chapel Hill. This web portal offers the ability to search for available space either for sale or lease. The effort is just one of numerous mechanisms created as a result of the Town's new Economic Development Strategy which was adopted by Town Council in June of 2008.

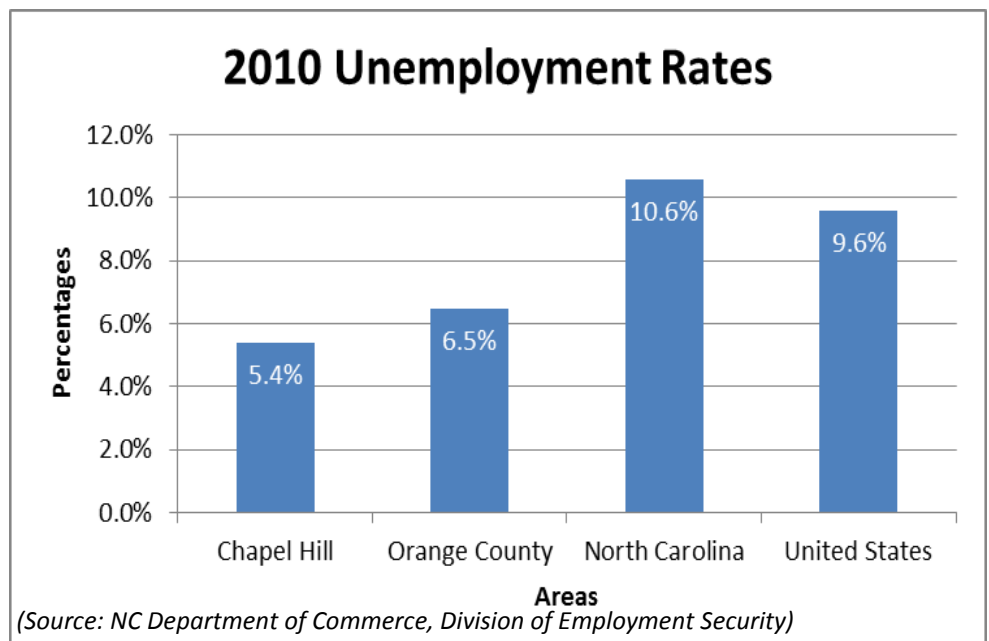
employment projections



unemployment rates

One indicator of the stability of the regional economy is unemployment rates. The chart to the left compares the 2010 unemployment rates for Chapel Hill to Orange County, North Carolina, and the United States.

Due to the large number of students who live in Chapel Hill, this percentage may not accurately reflect the true unemployment rate for Chapel Hill; the rate might actually be lower than is stated.



transportation and transit

fare free transit

In January 2002, Chapel Hill Transit became fare-free. Today it is the second largest transit system in North Carolina and the largest fare-free system in the United States, serving nearly 7 million riders in 2008. Although Chapel Hill operates the transit system, UNC and Carrboro are financial partners in the operations. A locally developed formula has been adopted which allocates system expenses based upon population and provides the basis for the annual contract negotiations with the UNC and Carrboro.



commuting facts

driving

In 2008, 68% of workers in Chapel Hill drove to work (in the region, 90% of works drove to work).

In 2008, 41.3% of workers in Orange County commuted out of the county to get to work.

18% of workers in Chapel Hill will commute more than 30 minutes from their home to work.

The Chapel Hill Transit System serves 8 park and ride lot locations.

walking and biking

In 2008, 13% of workers in Chapel Hill walked or biked to work (in the region, 2.4% walked or biked to work).

(Source: 2011 Chapel Hill Data Book)



In 2011, the [League of American Bicyclists](#) named Chapel Hill a Bicycle Friendly Community and recognized the Town for its investment in bicycling as a vehicle for improved employee health, social responsibility, and economic growth.



From 2000-2010, boardings on Chapel Hill Transit increased by 127%.

(Source: 2011 Chapel Hill Data Book)

incomes



The percentage of families living below the poverty line in Chapel Hill increased from 6.4% to 8.6% between 2000 and 2008.

Due to the large number of students, these percentages may not truly reflect the actual percentage; the rate might actually be lower than is stated.

(Source: 2011 Chapel Hill Data Book)

median income

The 2012 median income for the Durham-Chapel Hill Metropolitan Statistical Area which includes Durham, Orange, and Chatham Counties is \$68,700.

(Source: [U.S. Department of Housing and Urban Development](#))

compared to the US

In 2008, the median household income in Chapel Hill was 142% of the US median income.

(Source: 2011 Chapel Hill Data Book)



housing



Chapel Hill housing facts

total number of housing units: 22,254 (Source: [2010 US Census](#))

owner-occupied units: 9,784 (47.6%) (Source: [2010 US Census](#))

renter-occupied units: 10,780 (52.4%) (Source: [2010 US Census](#))

Average house cost in Chapel Hill: \$371,431

(Source: 2011 Chapel Hill Data Book)

22% of Town of Chapel Hill employees live in town, a 6% decrease since 2006

(Source: 2011 Chapel Hill Data Book)

78% of Town of Chapel Hill employees live outside Chapel Hill zip codes, an increase of 8% since 2004

(Source: 2011 Chapel Hill Data Book)

Chapel Hill's Housing Department provides affordable, quality housing for families in need of assistance. The Department manages **336** public housing apartments in **13** neighborhoods throughout Chapel Hill and Carrboro.

Chapel Hill's Affordable Housing Strategy

In June of 2011, the Council adopted an Affordable Housing Strategy. The Town's goal is to increase the availability of and access to housing for people with a range of incomes, from those who are homeless to those in middle-income households.

The Town will work with for-profit and non-profit housing providers to offer a variety of housing opportunities that will promote socioeconomic diversity; provide individuals with the ability to remain in Chapel Hill through different stages in their lives; and support employee recruitment and retention.

University housing facts

number of beds on UNC campus:

10,798

This number, from Fall 2010, includes 32 campus residence halls, two apartment communities, student family housing at Baity Hill, fraternities and sororities, and other college-owned housing.

(Source: UNC Office of Student Affairs)

number of UNC employees (faculty and staff) that live in Chapel Hill:

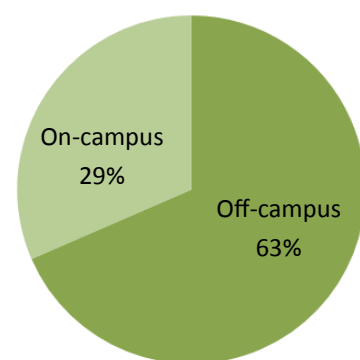
4,373 (36% of employees)

number of UNC employees (faculty and staff) that live in Durham:

2,190 (18% of employees)

(Source: UNC-CH Office of Institutional Research & Assessment, September 2010)

Number of students living on and off-campus in 2010



(Source: 2011 Chapel Hill Data Book)

arts and culture

Office of Public and Cultural Arts

The [Office of Public and Cultural Arts](#) works in collaboration with other Town departments, businesses, the school district, and the University to develop and implement public and cultural arts programs to increase public awareness and access to the arts, and to provide opportunities for artists.

program activities

The following is a brief overview of the programs sponsored by the Office of Public and Cultural Arts. For more information, please visit their [website](#).

Percent for Art Program

Allocates one percent of selected capital projects for the creation and maintenance of works of public art; ten "Percent for Art" projects have been completed since 2002.

Public Art in Private Developments

Mikyoung Kim Design and Gordon Hue-ther are designing artworks for Ram Development Co.'s 140 West mixed-use condominium project in downtown Chapel Hill; the Office is also working with other developers to incorporate public art into their developments.

Sculpture Visions

An annual, large-scale outdoor sculpture exhibition that places ten to fourteen, artist-loaned sculptures in various locations throughout Chapel Hill.

art museums and galleries

Chapel Hill is home to many art museums, galleries, and cultural gathering spots. Below is a look at two of these local venues:

Ackland Art Museum

Located on the UNC campus, the [Ackland Art Museum](#)'s permanent collection has more than 16,000 works of art which includes Asian art and works of art on paper, European masterworks, and North Carolina pottery to name a few. The Ackland also organizes special exhibitions each year which has attracted many visitors since it opened in 1958.

FRANK

FRANK is a Chapel Hill area art gallery which is located on Franklin Street whose mission is to support the local and regional arts community, provide educational arts programming, and promote the Town and the state as a major arts destination. For more information about FRANK and the upcoming exhibits, please visit FRANK's [website](#).

For more information about art galleries and local events and activities, please visit the Chapel Hill/Orange County Visitors Bureau's [website](#).



Artists in Residence

Offers students of the Chapel Hill -Carrboro City School District opportunities to work with professional artists to create original works for their schools and community.

Community Art Project

Engages the community in the act of understanding, appreciating and making art.

2011's project called *Dream Acts* was an assemblage of video, photography, installation of objects created by the artist team of Eleanor Blake, Lincoln Hancock, and Neill

Prewitt in concert with the immigrant communities of the Abbey Court apartment complex in Carrboro. The 2012 project will feature Chapel Hill artist Jan-Ru Wan working on a re-purposed clothing and textile project with seniors at the Robert and Pearl Seymour Center.

Town of Chapel Hill fact sheet



Do you have questions about the information in this fact sheet?
Or do you have questions about the Chapel Hill 2020 process?

If so, please contact the Chapel Hill Planning Department at
919-968-2728 or planning@townofchapelhill.org

This fact sheet was last revised February of 2012.