

# **Proposal for Principle #13 and Evaluation of Concept Plans**

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Central West Steering Committee  
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# Community Character Principles

- **Principle #13**
  - **Statement**
  - **Implementation**
  - **Resources needed**
- **Evaluation of Concept Plans in a grid-format**
  - **Suggested parameters for evaluation**

# Principle #13 statement

## **Establish Cost Effectiveness**

Ensure that new development, commercial and residential, produces more tax revenue than the costs such development imposes on Town infrastructure and ongoing Town services

# Principle #13 implementation

- Estimate and document the **startup infrastructure costs** that the development imposes on the Town
- Estimate and document the **ongoing services costs** that the development requires of the Town
- Estimate and document the **annual tax revenues and fees** that the development will provide to the Town
- **Ensure that estimated revenues exceed estimated costs** for the proposed development and revise or withdraw the development plan if revenues do not exceed costs

# Principle #13 process

- **The process can be very simple** and does not need to involve the expensive services of a consultant.
- The responsibility for providing basic cost and revenue tools to analyze all "significant" new development (say 100,000 sq ft or greater) ought to be assigned to Ken Pennoyer (head of the Town financial department) by Roger Stancil (Town Manager).
- Ken would then request every Town budget department manager (Fire, Police, Roads, Parks & Rec, Library, Trash Collection, etc.) to provide a **one page response** to this potential situation.
- Place data in a spreadsheet and compare for various projects (use part-time services of MBA student)

# Principle #13 process example

Estimated input variables for Central West development:

- covers 40 acres of undeveloped land
- 1.5 miles of new residential class streets with 4 new intersections
- 3 miles of sidewalk
- 3 miles of bike paths
- 2000 new residents of current Chapel Hill demographic mix living in 300,000 sq ft of new residential construction of all types (1/3 apartments, 1/3 condos, 1/3 multi-family homes) with no structures higher than 4 stories
- 200,000 sq ft of mixed use office/retail space in 6 structures of no more than 4 stories

# Evaluation of Concept Plans

- **Revenue generated** by the plan for the developer
- **Tax revenue** (property and sales tax) generated for the town
- **Additional expenditures incurred by town** (initial and annual) to support new development
- **Population served** and population negatively impacted
- **Traffic impact** (cars per hour at rush hour, minutes wait at intersections, etc)
- **Environmental impact** (air pollution, noise pollution, tree cover loss, etc)
- **Safety impact** for school children, pedestrians and bicyclists
- **Quality of life impact** (congestion, neighborhoods, etc)
- **Aesthetic impact** (greenery versus retail/office at MLK-Estes corner and other streets)
- ???