



Mixed-Use at Obey Creek

The Obey Creek concept plan prepared by East West Partners Management Co. proposes a mix of residential, retail, office and hotel uses, vertically and horizontally mixed throughout the developed portion of the project. There are compelling planning reasons that no individual use should be singled-out for elimination:

Why Mixed-Use?

- **Traffic** – Combining residential dwellings with workplace, shopping and entertainment commercial development reduces the use of automobiles and encourages the use of alternative methods of transportation, including pedestrian, bicycle and public transit.
- **Vibrancy** – To create a true 24 hour community, residential uses are a crucial component. If office space is the primary driver of a development, activity will shut down at the end of the work day and on weekends.
- **Quality Workforce Housing** – Including workforce units along with higher-end housing development in a mixed-use setting offers access to amenities and opportunities not available to stand-alone workforce development. Fitness centers, pools, club rooms, media rooms and business centers are all common features of modern apartment buildings typically not available to more modestly priced new residential development.
- **Varied Housing Options**—Chapel Hill has a good supply of housing for families with children seeking a single-family home. Chapel Hill does not have enough housing of the type desired by childless young professionals, empty nesters and retirees. These are the fastest growing demographic categories, and preferences are for smaller, more efficient housing units within walking distance of employment and entertainment opportunities.

“Mix of Uses – having goods, services and workplaces within close proximity of residences greatly increases the opportunity to reduce vehicular traffic in favor of bicycle and foot.”

-Obey Creek Technical Team
Evaluation Memorandum

Fiscal Impacts

- For municipal fiscal purposes, multifamily apartments and condominiums are classified as commercial development because they tend to have lower school and community services impacts (private waste collection, on-site recreation, etc.)
- Simply calculating the relative value of commercial vs. residential development for fiscal analysis ignores the multiplying effect of vibrant, successful development that is highly valued and generates greater ad valorem and sales tax per square foot.