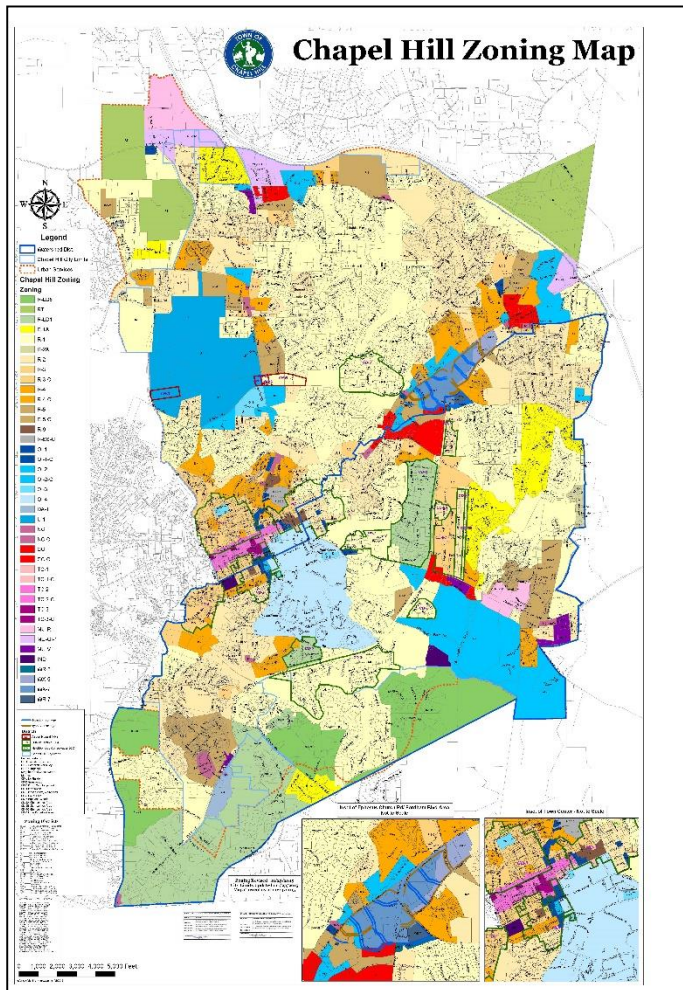


Planning and Land Management



Code Revisions: Map vs. Text

Zoning Map



Zoning Text

11

C. Projecting Sign

Description
A sign applied to or mounted to the wall or surface of a building or structure, with a display surface that projects 12 inches or more from the outside wall of the building or structure.

Standards

1. May be erected on a building corner when the building corner adjoins the intersection of two streets. Allocation of sign area from both frontages may be used for a corner projecting sign, provided it does not exceed the allowed height and width.
2. No portion may extend above the roof line or above a parapet wall of a building with a flat roof. No portion may extend above the lower eave line of a building with a pitched roof.
3. On buildings 5+ stories, the projecting sign must be located below the window sills of the 5th story.
4. May be externally or internally illuminated in accordance with Sec. 5.14.11.

Dimensions

Dimension	Value
Height (max)	
Mounted below 2nd floor	4'
Mounted between 2nd and 3rd floor	8'
Mounted between 3rd and 4th floor	12'
Mounted between 4th and 5th floor	16'
Distance from building facade (max)	2'
Projection width (max)	4'
Depth (max)	12"
Clear height above sidewalk (min)	10'

Number of Signs

1. Maximum 1 projecting sign per individual establishment, per street frontage.
2. Must be located at least 25 feet from any other projecting sign or shingle sign.
3. Not allowed on the same street frontage of a zoning lot with a commercial center or ground sign.

Station Area Planning



If transit investment is made, have opportunity to maximize benefits for community

Are working to leverage project to deliver important community benefits





Our Transit Future
The Economic
Opportunity at
Gateway Station: A
Zoning Framework

Chapel Hill Town Council
February 2018

Today's Agenda

- DOLRT Station Area Planning Overview
- The Gateway Station Opportunity
- Supporting Framework and Regulatory Approach

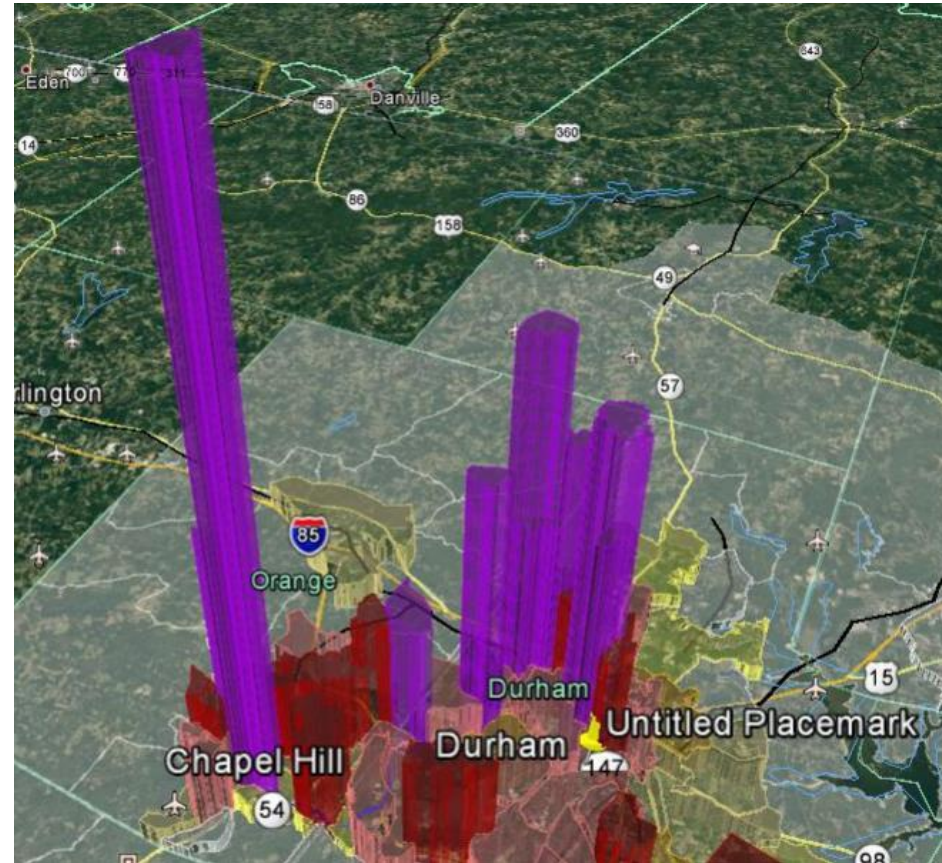
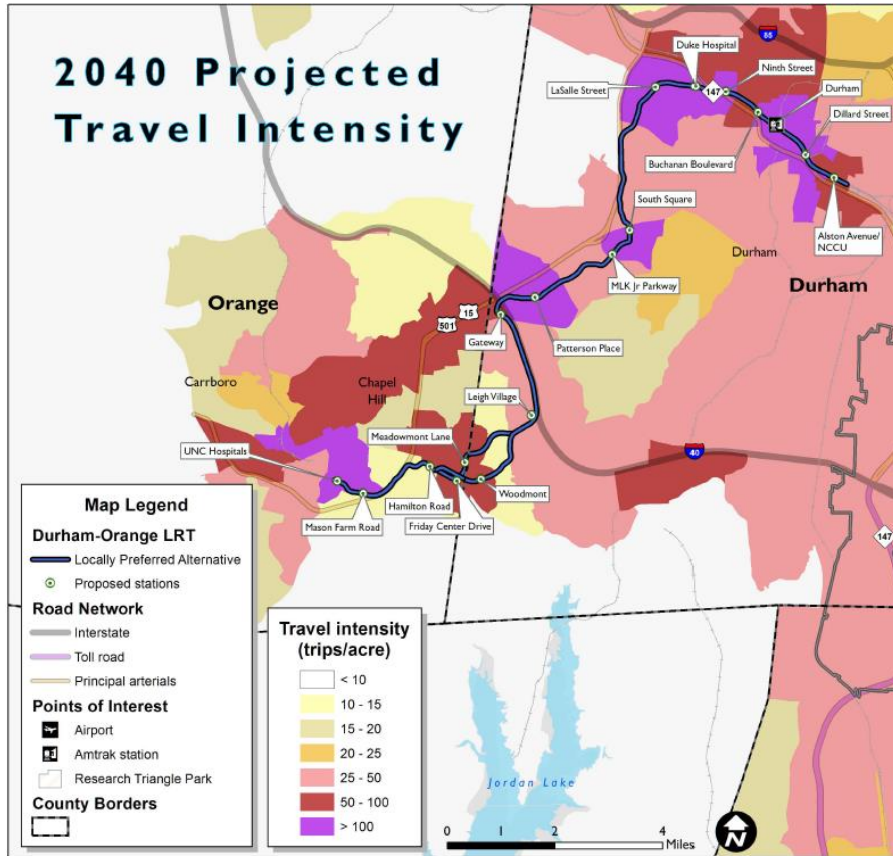


Durham – Orange Light Rail

- 17.7 miles long, 19 stations
- Operates 18 hours/day, 365 days/yr
- Trains depart every 10 minutes during rush hour, every 20 minutes off peak
- Bus connections at stations for GoTriangle, CH Transit, and GoDurham
- Connection to Amtrak & Megabus in Downtown Durham



Why D-O LRT

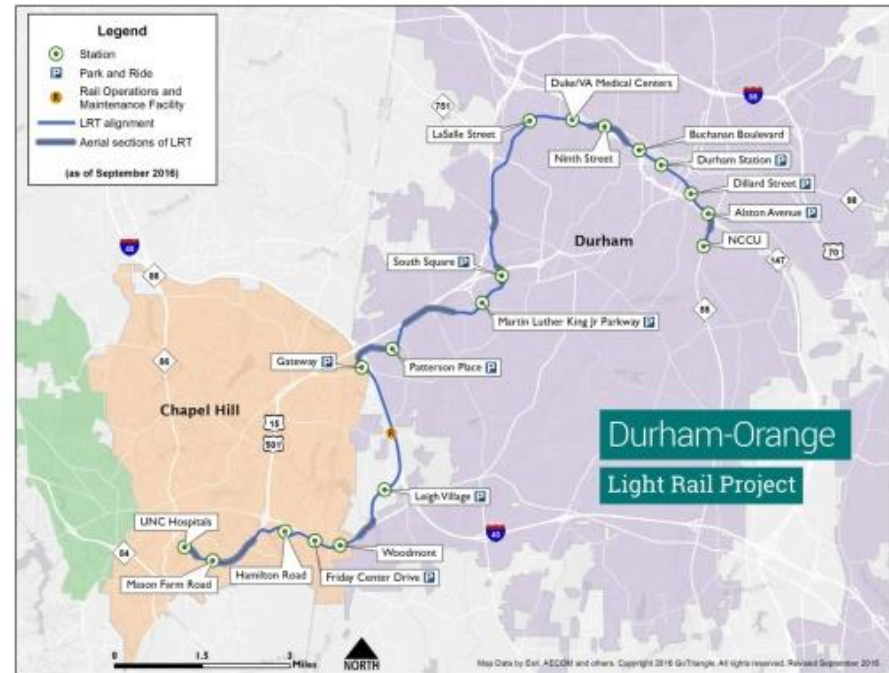


Dense trips per acre aligned with the corridor

Update on FTA funded D-O LRT Station Area Initiative

Objectives

- Design and educate on principles of Transit-Oriented Development (TOD) to align with vision of stations along D-O LRT
- Align system engineering with station development potential
- Estimate value capture potential over time



TOWN OF CHAPEL HILL



Triangle



TRIANGLE J COUNCIL OF GOVERNMENTS



DURHAM
1869
CITY OF MEDICINE

Work to Date

- Station Area recommendations
- Week-long February Workshop
- Coordination with institutional partners
- Concept refinement for station areas
- Coordinating infrastructure strategies
- Exploring zoning strategies within station areas



The station areas along the corridor should be grown with intention



- Transit Oriented Development is ***rail ready, not rail dependent***
- The corridor facilitates broadening housing choices and job locations integrated sustainably within diverse, **walkable places**

Walkable Places Benefits

For the **Community**

- Quality of life
- Equity in mobility
- More choices for housing, retail and access to jobs
- Better access through location efficiency



Walkable Places Benefits

For the **Region**

- Transit access to improve quality of life
- Serves full range of residents and workers from the university service worker to the downtown entrepreneur
- Improves economic competitiveness

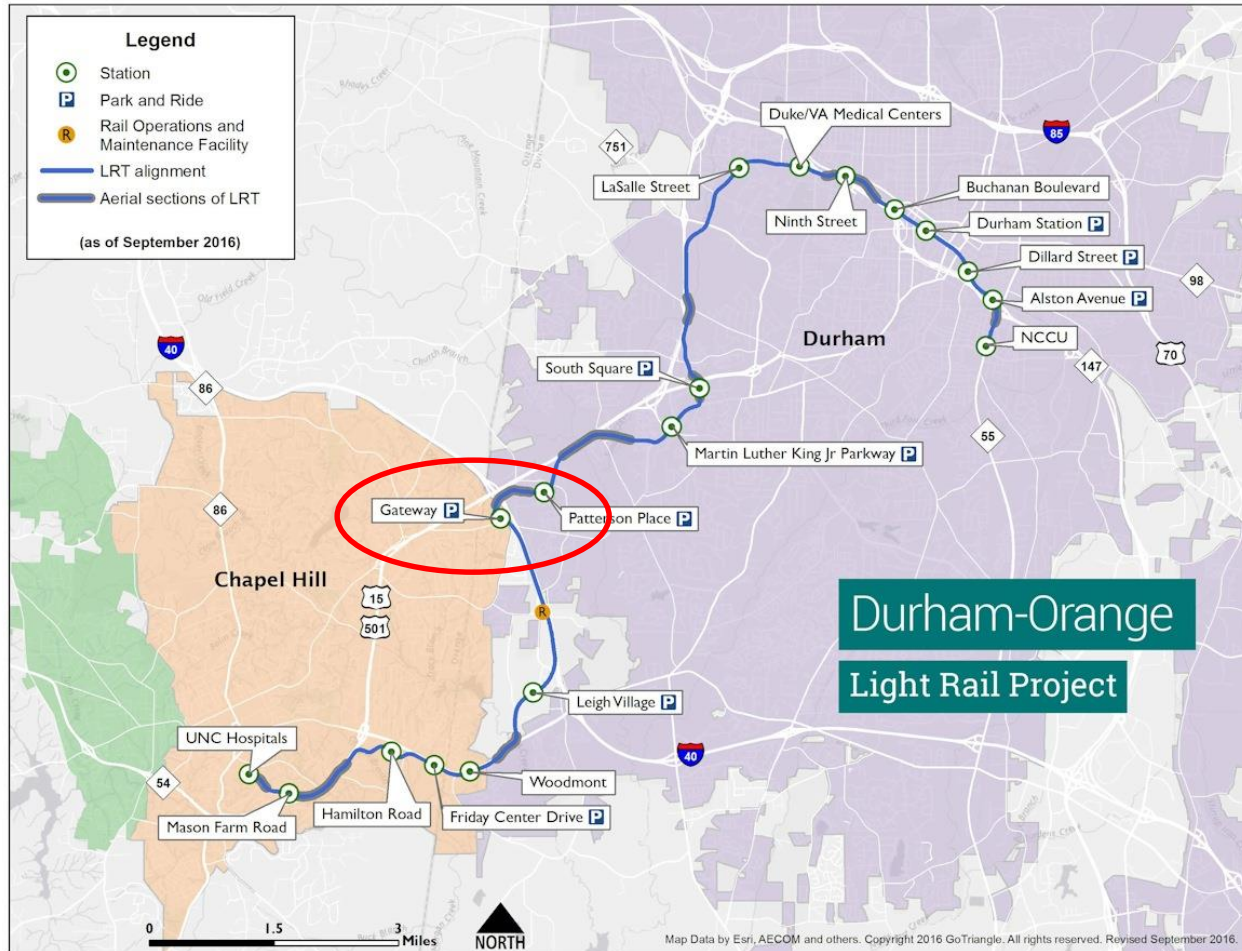


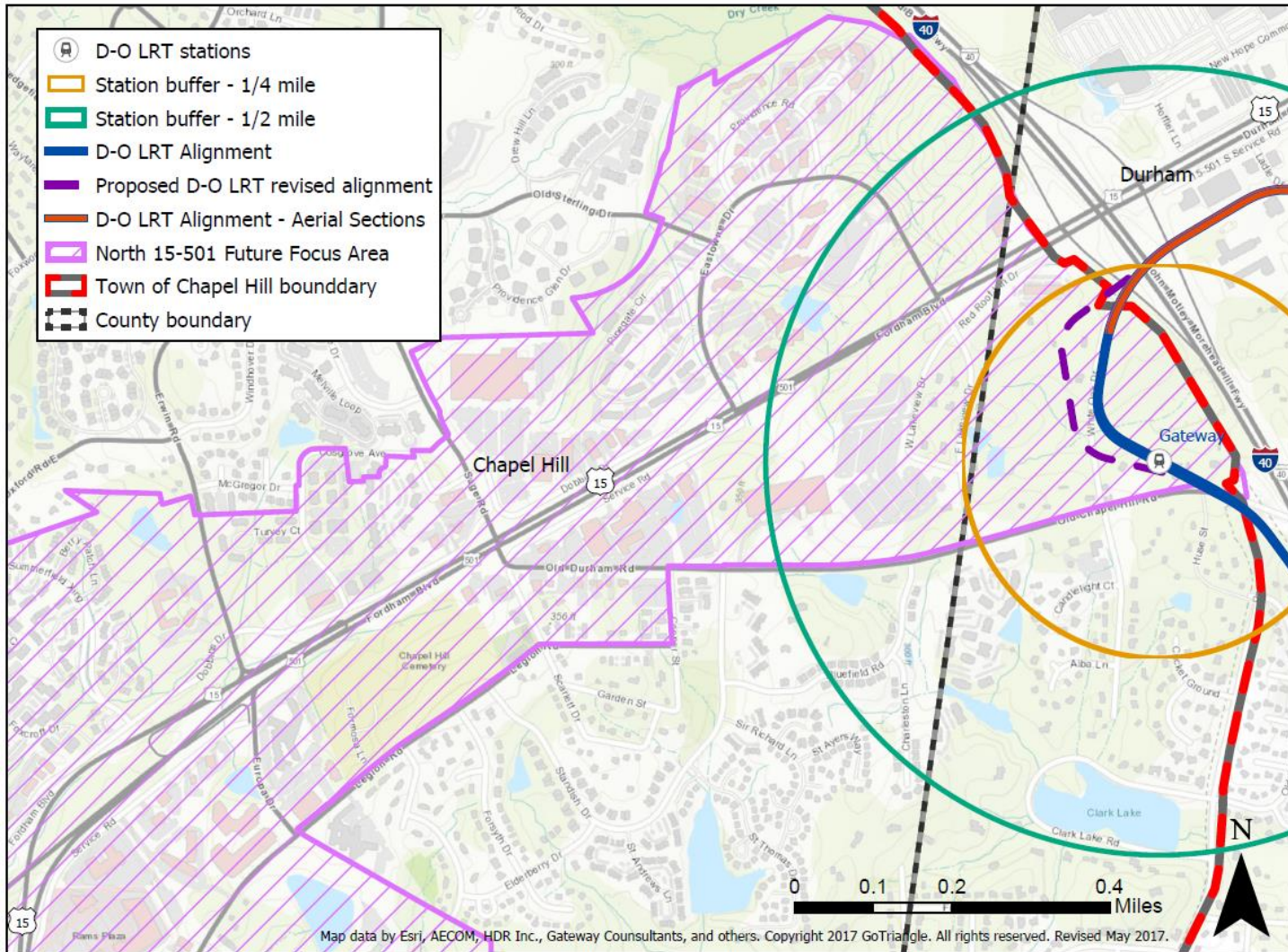
Principles for Walkable Places



1. Sustainable densities
2. Mix of uses
3. Compact pedestrian-oriented
4. Vibrant, central public spaces
5. Limited, managed district parking
6. Public leadership

Gateway – A Crossroads





Gateway Station

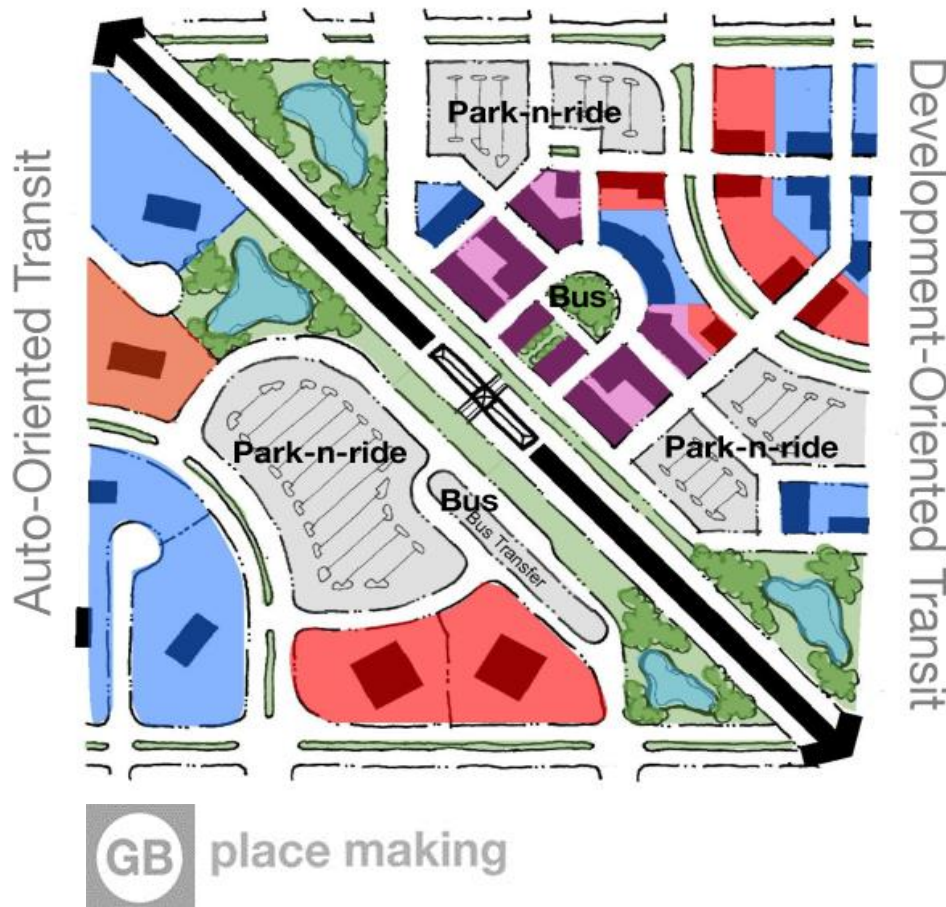
Economic Development Opportunity

Competitive advantages for Gateway Station:

- World – Class Universities
- A Global Research Brand
- Middle of the Line
- Proximity/ access to Airport



TOD as a path to Community Benefits



- Affordable Housing
- Neighborhood Character
- **Economic Development**
- Sustainable design

Transit oriented housing includes the “*missing middle*” – a variety of housing options



MissingMiddleHousing.com is powered by Opticos Design.
Illustration © 2015 Opticos Design, Inc.



Affordable Housing, a key community benefit

Regulatory Opportunities	Non-Regulatory Opportunities
<ul style="list-style-type: none">• Density Bonuses (Height or units/acre)• Lot size (allowing smaller and variety of lots)• Unit Size (allowing smaller unit sizes)	<ul style="list-style-type: none">• Value Capture Investments (recapturing value creation for investment in affordable housing)• Land banking (through innovative land strategies)• Additional financial support for respective municipal programs

A Value Capture Partnership



Gateway Station Breakdown

Gateway	2027 2018 to 2027	2037 2018 to 2037	2047 2018 to 2047	2057 2018 to 2057
Net New Cumulative Tax Revenue	\$5.0 to \$6.8 million	\$20.9 to \$28.3 million	\$46.7 to \$63.2 million	\$76.1 to \$102.9 million
Town of Chapel Hill	\$1.8 to \$2.5 million	\$7.6 to \$10.3 million	\$17.0 to \$23.0 million	\$28.2 to \$38.1 million
School District	\$340,000 to \$460,000	\$1.5 to \$2.0 million	\$3.4 to \$4.6 million	\$4.8 to \$6.6 million
Orange County	\$1.4 to \$2.0 million	\$6.3 to \$8.6 million	\$14.2 to \$19.2 million	\$20.4 to \$27.6 million

Financial estimates are reported as discounted present value based on an inflation-adjusted discount rate of 2.5%

Community Benefits informing zoning structure

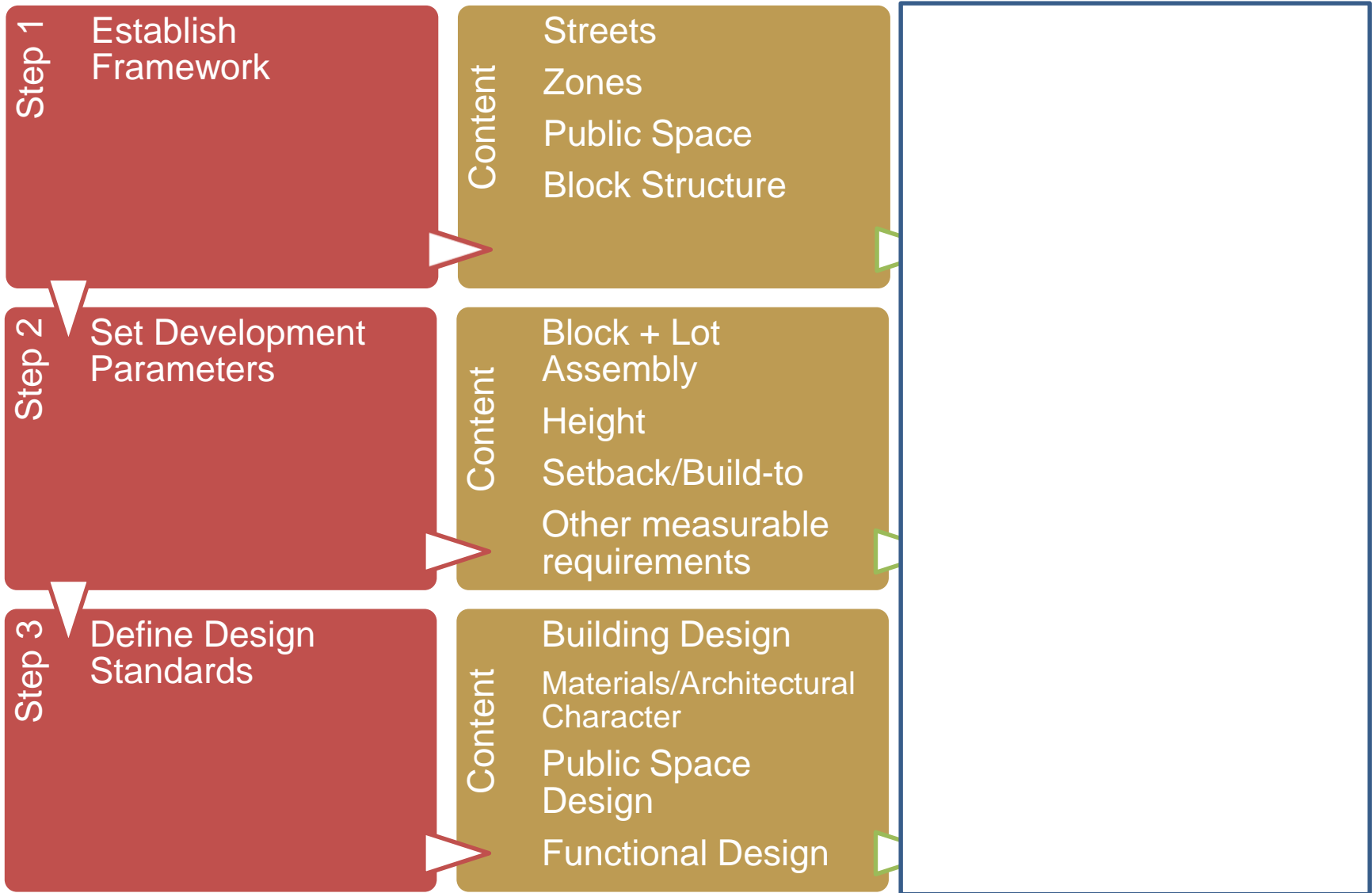
Step 1
Establish
Framework

Step 2
Set Development
Parameters

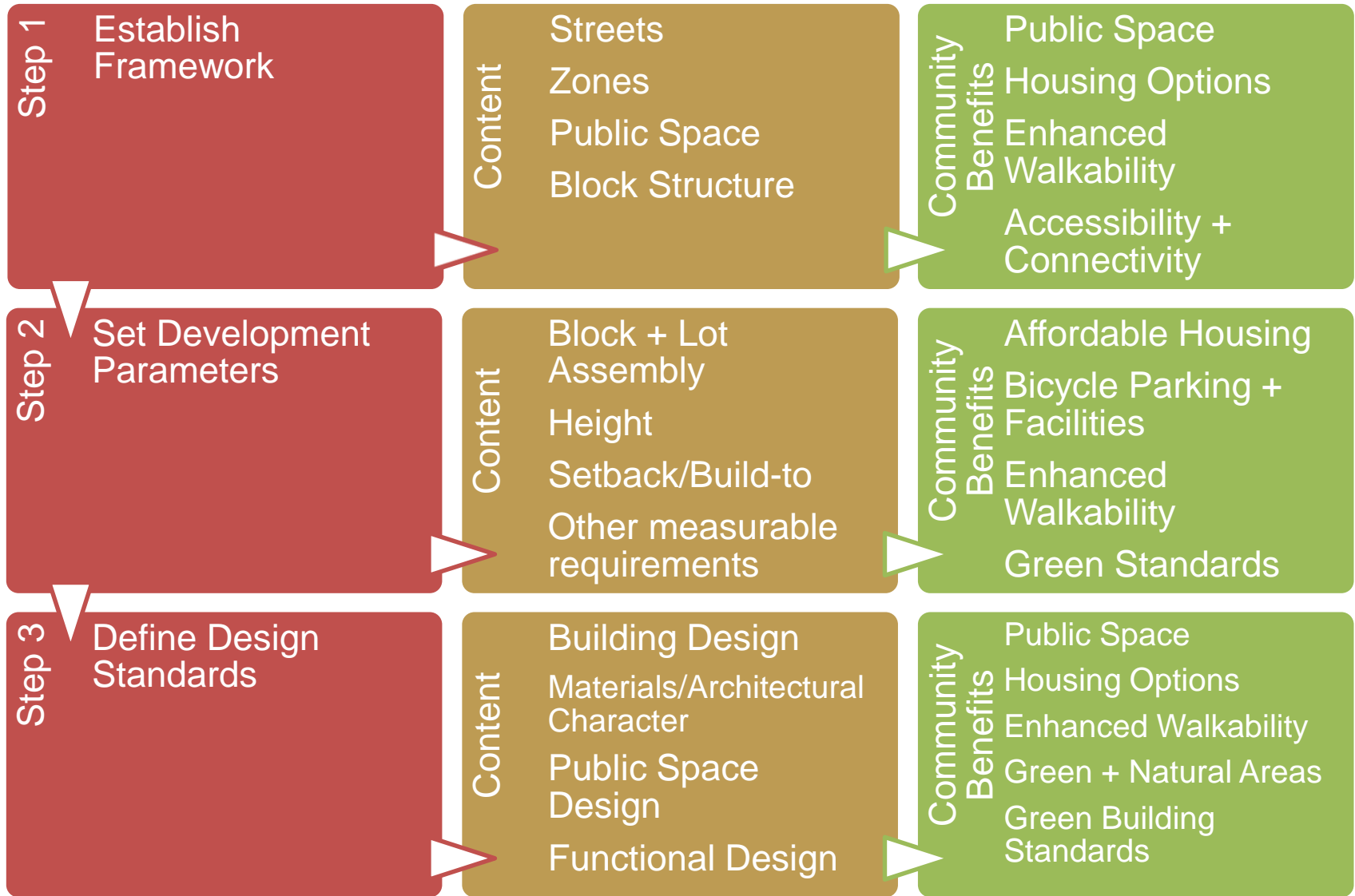
Step 3
Define Design
Standards



Community Benefits informing zoning structure



Community Benefits informing zoning structure



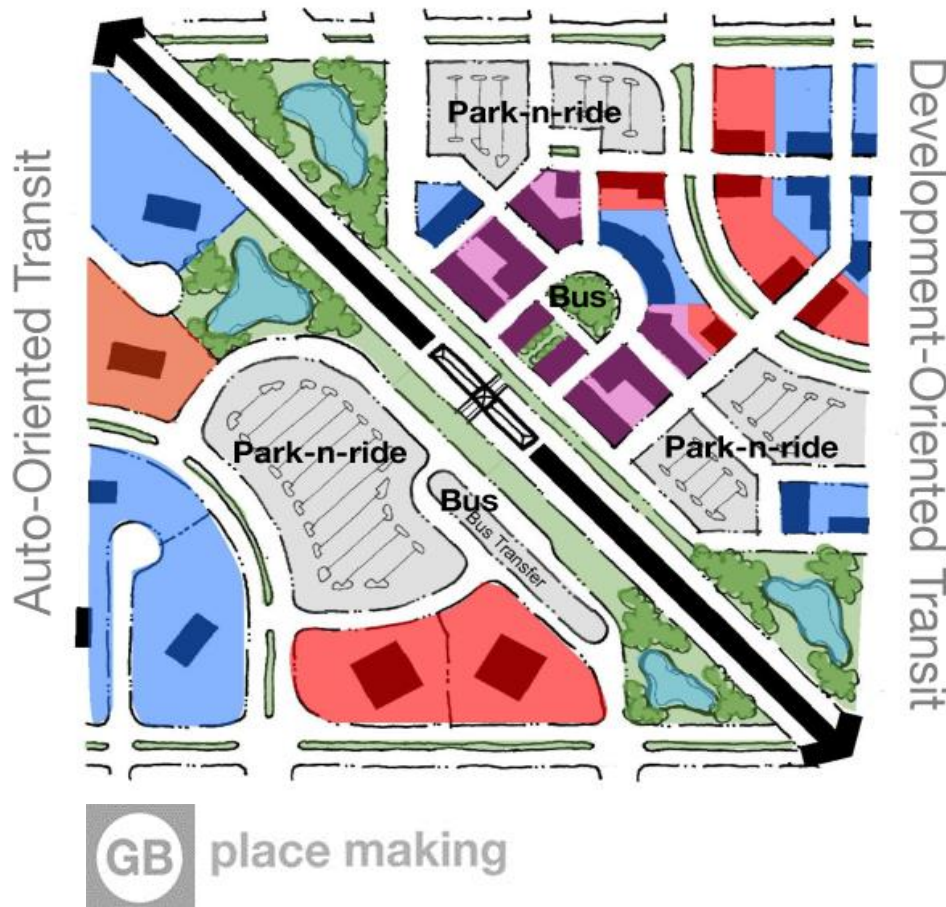
Community Benefits via TOD

□ *Informed by Council goals and boards and commissions*

- Affordable housing and a range of housing
- Green and natural areas
- Public space
- Appropriate parking
- High quality, people-oriented design
- Public art
- Recreational opportunities and amenities
- Connectivity and accessibility for bicyclists, pedestrians, and transit riders
- Green building practices that minimize carbon emissions
- Consideration of the Town's gateways



TOD as a *coordinated* path to Community Benefits



- Affordable Housing
- Neighborhood Character
- Economic Development
- Sustainable design

Tentative Timeline

- February 2nd – Council Committee on Economic Sustainability
- March – Joint Boards & Commission meeting to review draft
- March – Public Information Meeting: Review draft
- April 9th – Planning Commission: Review draft (special meeting #1)
- April 10th – Planning Commission: Review draft (special meeting #2)
- April 11th – Call Public Hearing for TOD Zoning Text Amendment
- May 9th – Council Public Hearing for TOD Zoning Text Amendment (Part 1)
- May 23rd – Council Public Hearing for TOD Zoning Text Amendment (Part 2)
- June 27th – Council considers TOD Zoning Text Amendment (Possible Action)

GO

Triangle



DISCUSSION