

Harris Teeter Grocery Expansion and Fuel Center

1800 Martin Luther King Jr. Blvd
Chapel Hill, North Carolina
February 2, 2021

Developer Statement

The Harris Teeter in the Chapel Hill North Shopping Center has been proudly serving the residents of northern Chapel Hill for 18 years. Harris Teeter's goal is to maintain the highest level of customer service and to provide the community with a clean and modern facility that has all of the amenities to reflect a changing and growing region. As such, Harris Teeter has identified the need to expand and update the store. The objective of this project is to provide a larger store with additional food varieties, a pharmacy drive-thru, and amenities such as a hot foods and wine tasting bar. Harris Teeter would also like to construct a fuel center to provide one more added convenience and enhancement to the shopping experience of the community. The fuel center would be a very clean and upscale facility that replicates the customer experience and service found in Harris Teeter stores and that is also consistent with the Town of Chapel Hill's Comprehensive Plan and design guidelines.

Harris Teeter has also identified opportunities to improve customer awareness of its updated store and investment by improving the visibility of the store and center signage when viewed from Martin Luther King Jr Blvd and Hwy 40.