

## **Harris Teeter Grocery Expansion and Fuel Center**

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

### **Statement of Compliance with Comprehensive Plan**

The Chapel Hill 2020 Comprehensive Plan articulates in Chapter 3: Themes and Goals, themes and accompanying goals that are important to the community. The proposed grocery expansion and fuel center achieves several of these as described below.



#### **A place for everyone**

- Family-friendly, accessible exterior and interior places throughout the town for a variety of active uses (PFE.1)
- A welcoming and friendly community that provides all people with access to opportunities (PFE.4)

The Harris Teeter Grocery store on the northern portion of Martin Luther King Jr. Blvd is seeking to expand its grocery footprint and to add a fuel center within the shopping center parking field. Since Harris Teeter's purchase by Kroger, it has been installing fuel centers at both new and existing grocery stores as a convenience and amenity to its customer base and community at large. The fuel center will have many upgrades compared to a traditional fuel center including brick wrapped columns with the brick color and style matching the existing grocery store, a small kiosk with brick matching the store as well, stainless steel multi-purpose dispensers (MPD's) and bollards, and a Hartford green standing seam canopy roof.

In addition to the fuel center, Harris Teeter is proposing to expand its grocery footprint. The expanded footprint will provide additional food varieties, a pharmacy drive-thru, and amenities such as a hot foods and wine tasting bar.



#### **Community Prosperity and Engagement**

- Balance and sustain finances by increasing revenues and decreasing expenses (CPE.1)
- Promote a safe, vibrant, and connected (physical and person) community (CPE.3)

Support of the proposed Special Use Permit allows for an existing business to grow its local presence by expanding its food selections and internal amenities, offering convenient and discounted fuel as part of its loyalty program, and ultimately increasing the employment and tax base for the Town of Chapel Hill. The fuel center upgrades as described above along with light levels that meet Town Ordinances will provide a safe environment for customers.



### **Getting Around**

- Create a comprehensive transportation system that provides everybody safe and reasonable access to all the community offers (GA.5)
- A transportation system that accommodates transportation needs and demands while mitigating congestion and promoting air quality, sustainability, and energy conservation (GA.6)

Support of the proposed Special Use Permit allows for the development of a fuel center within an existing shopping center. This eliminates the need to develop a fuel center as a standalone retail development. In addition, due to the incentives tied between the grocery store and fuel center, the internal capture rate between these two uses is greater than the standard Institute of Transportation Engineers' (ITE) internal capture rates typically applied between two general retail uses. Therefore, the projected number of new site trips, and thus the overall traffic impact, is less than the trip generation potential provided by the standard ITE rates.

The fuel center will be a convenient amenity for the area and patrons visiting the shopping center. As previously described, based on the incentives tied between the grocery store and fuel center, a good portion of the fuel center traffic will be internally captured from within the shopping center. Therefore, the projected number of new trips will be less than if Harris Teeter were to develop a standalone fuel center on a separate outparcel not tied to their grocery store. With this comes reducing the number of new traffic trips which promotes air quality and conserves energy at the same time by not having to drive to a standalone fuel center. Finally, no new driveways are proposed with the grocery expansion or fuel center.



### **Good Places, New Spaces**

- A development decision-making process that provides clarity and consistency with the goals of the Chapel Hill 2020 comprehensive plan (GPNS.3)
- A community that welcomes and supports change and creativity (GPNS.6)
- Future land use, form, and density that strengthen the community, social equity, economic prosperity, and natural environment (GPNS.8)

Allowing for the expansion of the existing grocery store and fuel center provides growth within an existing shopping center. The ability to capture internal trips for the fuel center reduces urban sprawl and provides more services for the surrounding community. Combining the fuel center adjacent to the grocery store also allows for multiple transportation trips to occur in a centralized location.



### **Nurturing our Community**

- Maintain and improve air quality and water quality, and manage stormwater to heal local waterways and conserve biological ecosystems within the town boundaries and the Extra Territorial Jurisdiction (NOC.2)
- Reduce the carbon footprint of all Town-owned or managed services and properties; require that all new development meets standards; and support residents in minimizing their personal footprints (NOC.7)

- Protect neighborhoods from the impact of development such as stormwater runoff, light and noise pollution, and traffic (NOC.8)

Allowing development of the fuel center within the existing Harris Teeter shopping makes sense on many levels addressing Nurturing our Community. The shopping center has a stormwater management system in place to manage and protect water quality. To a large extent, the proposed fuel center has already been taken into consideration with the original stormwater design. Any impact above and beyond what was initially permitted will be mitigated with upgrades to the existing stormwater system. In regards to carbon footprint, allowing a fuel center within the existing shopping center will have less of an impact than developing a fuel center on a separate standalone parcel. Many of the same customers visiting the shopping center for groceries and visiting other retail stores will now have the benefit of not having to drive to another location to get their fuel. Finally, full cut-off lighting will be used and shielded as needed to protect against increasing lighting levels beyond property lines.

### **Statement of Compliance with Design Guidelines**

All of the Standards of the Town's LUMO, Design Guidelines, Design Manual and Standard Details will be met.

### **Key Points**

- Due to the incentives tied between the grocery store and fuel center, internal capture rates are higher than ITE calculates for two typical retail uses. Therefore, the projected number of new site trips, and thus the overall traffic impact, is less than the trip generation potential provided by the standard ITE rates
- The fuel center will have many upgrades compared to a traditional fuel center and will match the look and feel of the existing grocery store.
- The grocery expansion and fuel center will provide expanded services and amenities for the local community and will not increase urban sprawl.
- Provides additional job opportunities, both during and after construction.
- Complimentary uses lessens the number of trips on MLK Blvd.