

# Chapel Hill Housing Needs Analysis: 2020-2040



**BUSINESS STREET**

How much housing  
does Chapel Hill need?

# Methodology & Challenges

Focus on long-term trends & projections.

No big picture studies last ten years.

Incorrect or incomplete data.

Change in Census methods.

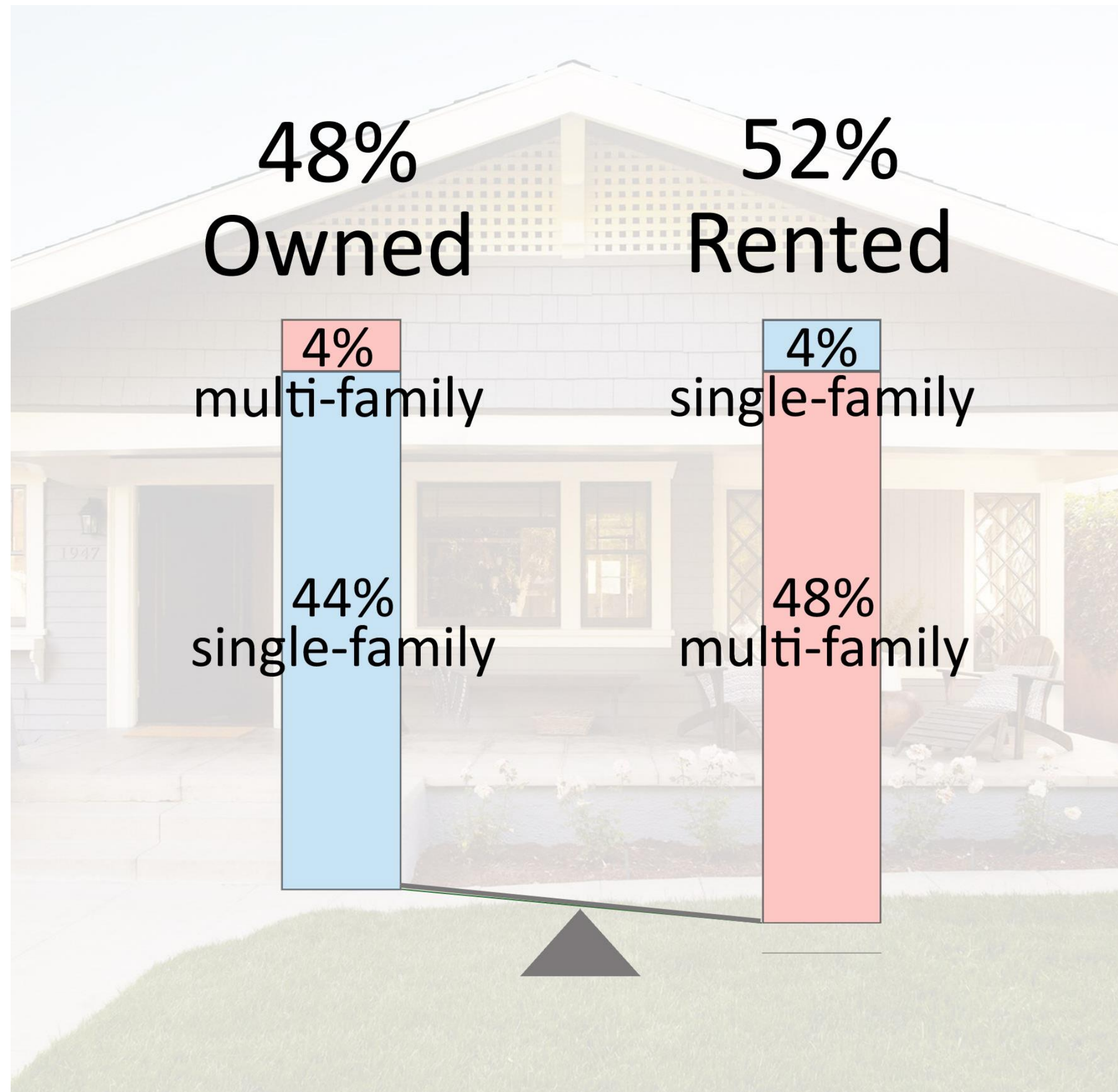
Ground truthing, correlation, & research

# 1. Jobs drive development.



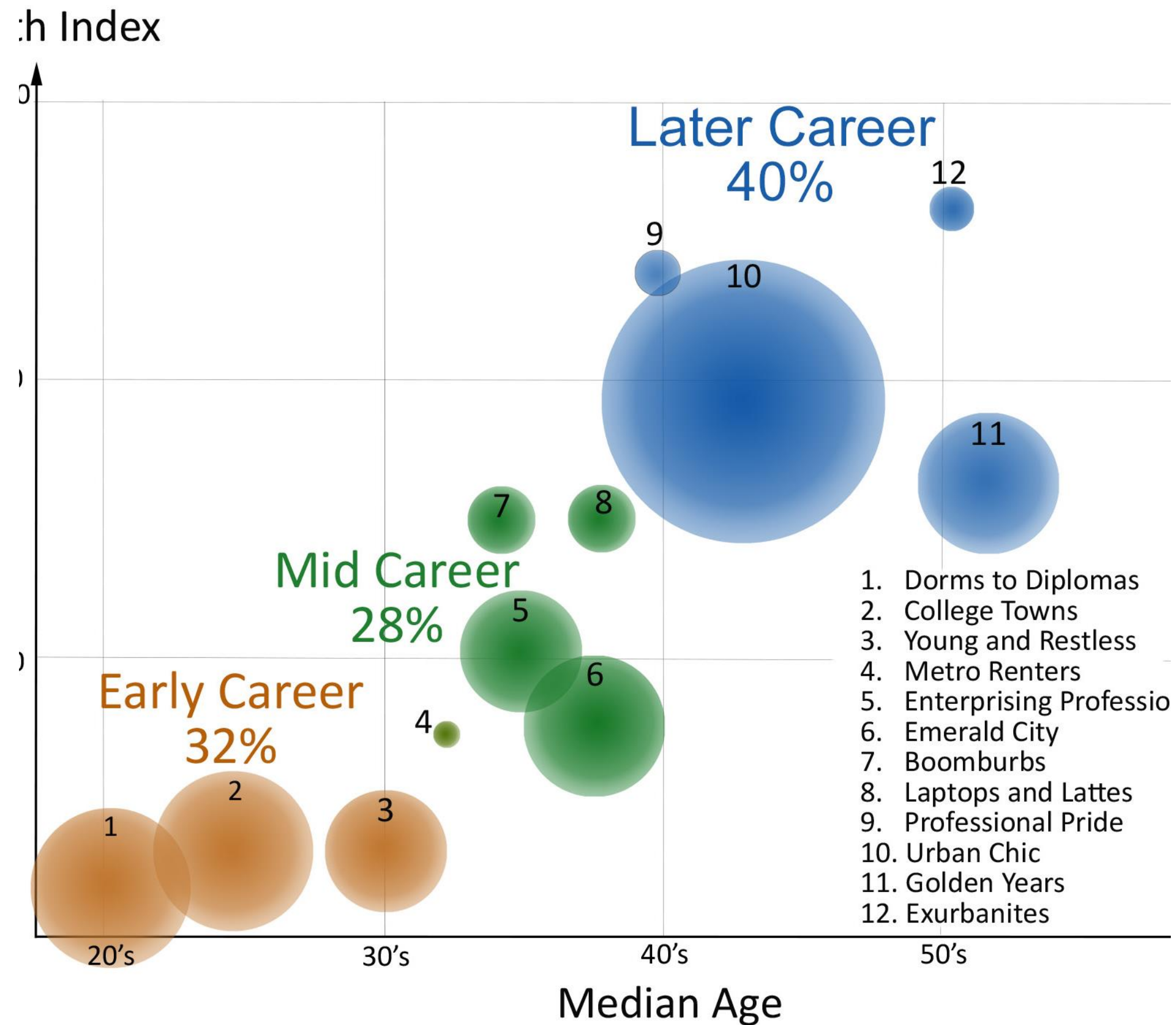
- CH has the highest jobs/ housing ratio in the region.
- Almost 90% of local jobs are filled by commuters and more than two out of three Chapel Hill residents work elsewhere.
- Students are only 10% of new/ incremental demand.

## 2. There is little variety in what has been developed the last 20 years.



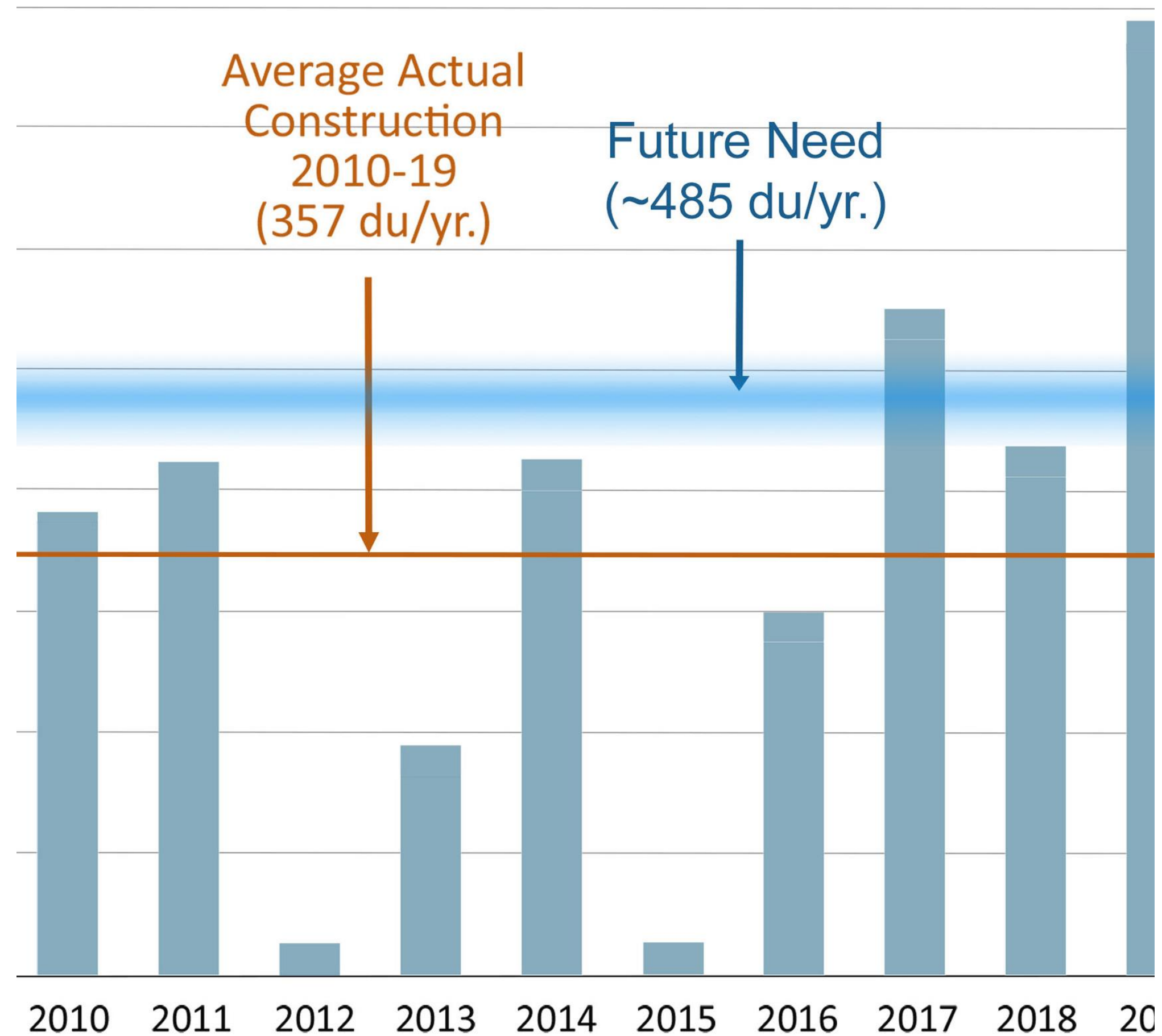
- Most new housing in the 2000's was owner-occupied houses.
- Most new housing in the 2010's was apartments.
- Most owner-occupants live in houses and most renters live in apartments.
- Relatively few owner-occupied townhouses or condominiums are being built.

# 3. A number of needs are going unmet.



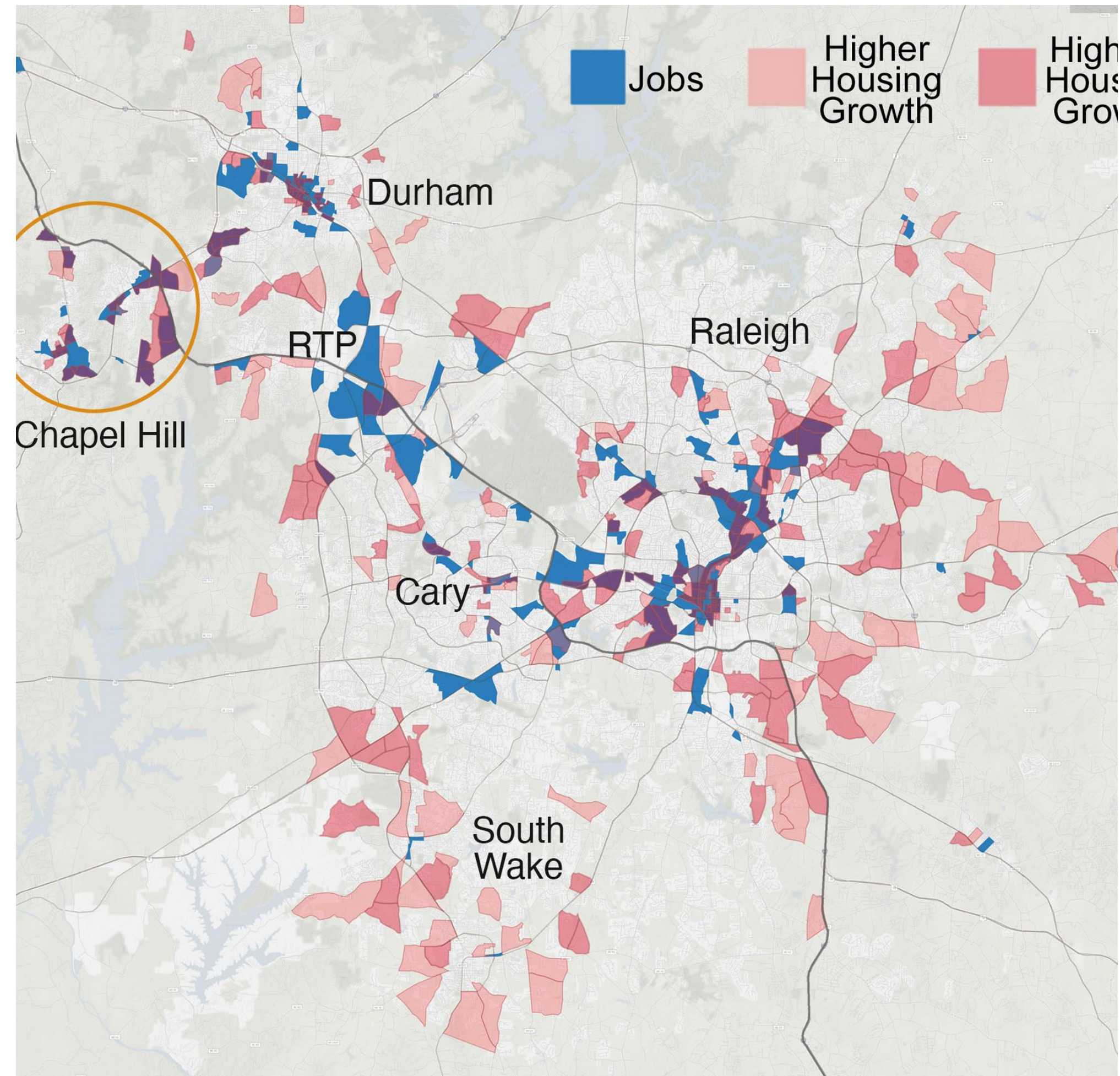
- First-time buyers.
- Families with young children.
- Divorcees.
- Empty nesters.
- Seniors.
- Owner-occupied multi-family.

## 4. Housing production needs to increase 35% to meet projected jobs and household growth.



- New housing for individual households will need to increase to 440 units/yr. (One Carraway Village/yr.)
- New housing for off campus students will need to 45 units/yr. (One Carraway Village/decade.)
- Most of the remaining capacity is multi-family.

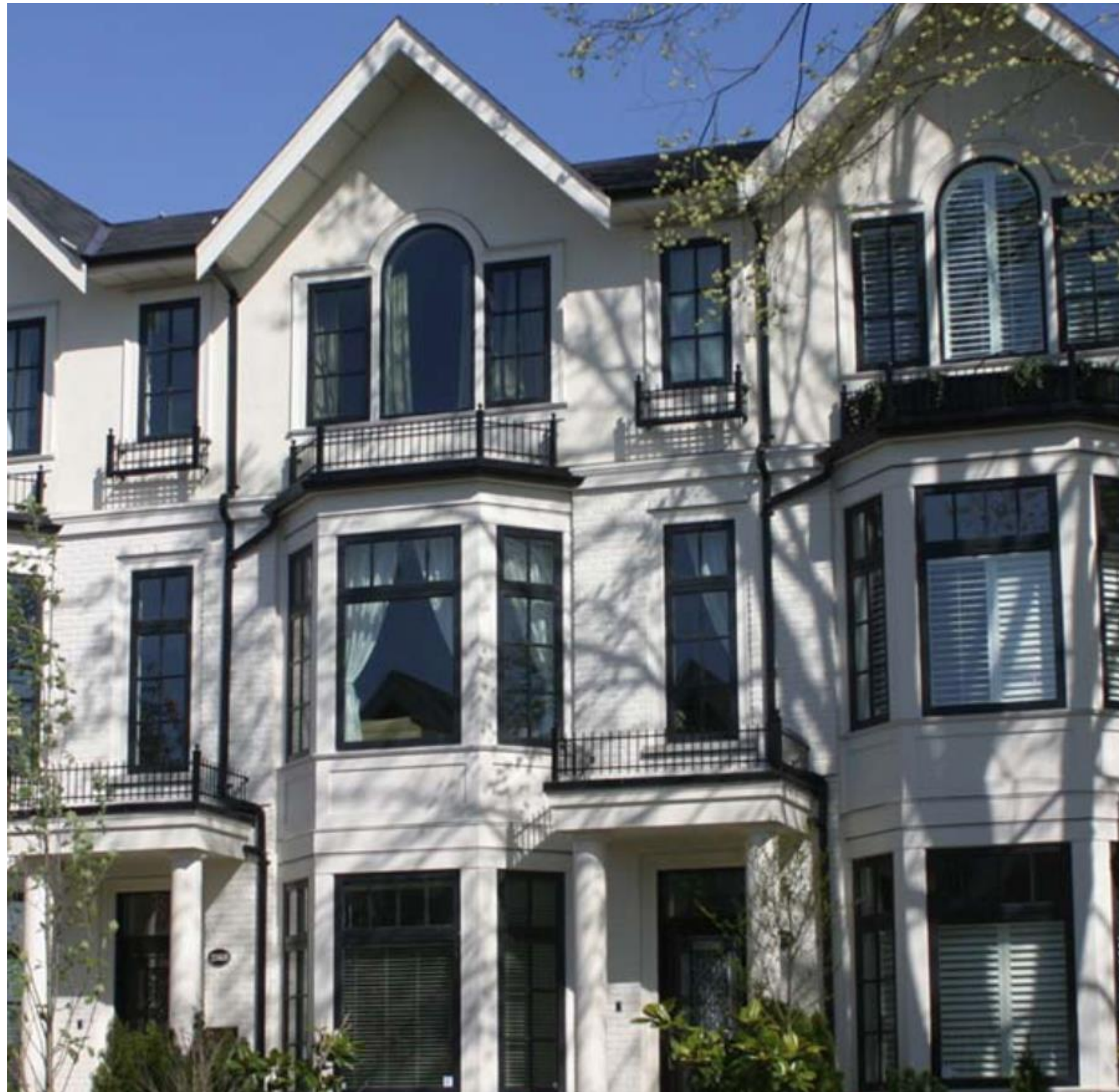
# 5. Choices and Consequences



1. “Palo Alto” by default.
2. Planned growth.



# 6. Next Steps



1. Put “instruments in the cockpit”.
2. Look at everything on the map.
3. Hire a top-level planning consultant to chart alternative strategies.
4. Hold deep conversations with the community about needs, options and trade-offs.