

ADVANCING TRANSIT ORIENTED DEVELOPMENT + CHARTING OUR FUTURE FOCUS AREAS

TWO COMPLEMENTARY INITIATIVES

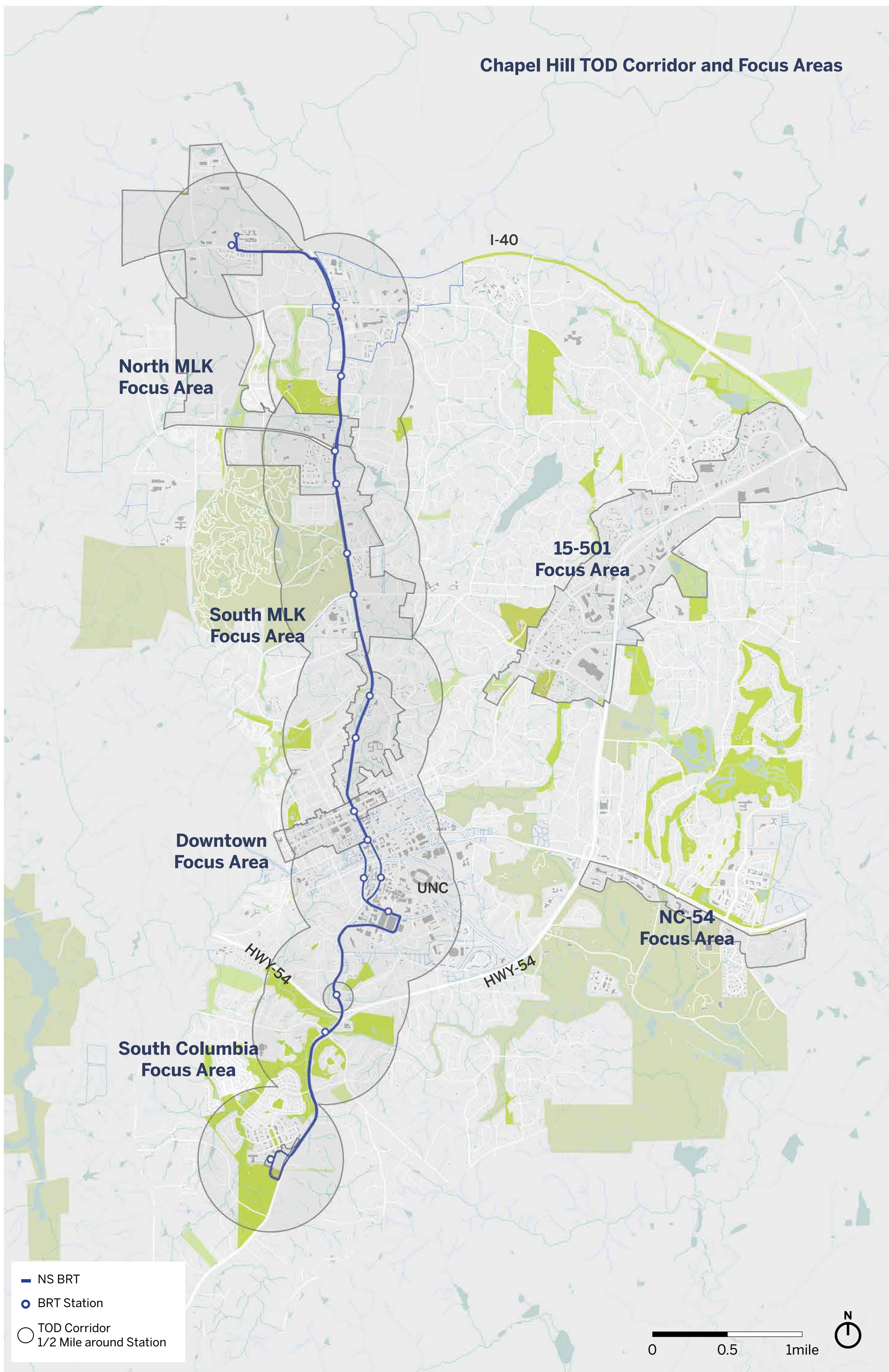
BRT Station Area TOD & FLUM Focus Areas

The new North-South Bus Rapid Transit (N-S BRT) will connect northern Chapel Hill, Downtown, UNC's campus, and Southern Village, via Martin Luther King, Jr. Blvd, S. Columbia Street, and 15-501 South. The Town is leading a detailed analysis of potential development, connectivity and public realm opportunities along this proposed Bus Rapid Transit Corridor, and the Focus Areas previously identified in the 2020 Future Land Use Map (FLUM). Station Area TOD plans, recommendations, and an implementation strategy, including potential regulatory updates, are planned to be

complete by early 2023. Subsequently, new regulations for development in the town will be developed, beginning later in 2023.

Complete Community Strategy

This Town Council-initiated effort is assessing housing capacity across all of Chapel Hill, helping to identify how and where the Town can best meet current and future housing needs. Findings and recommendations are scheduled to be reported in November 2022.



TOD and Focus Area Planning

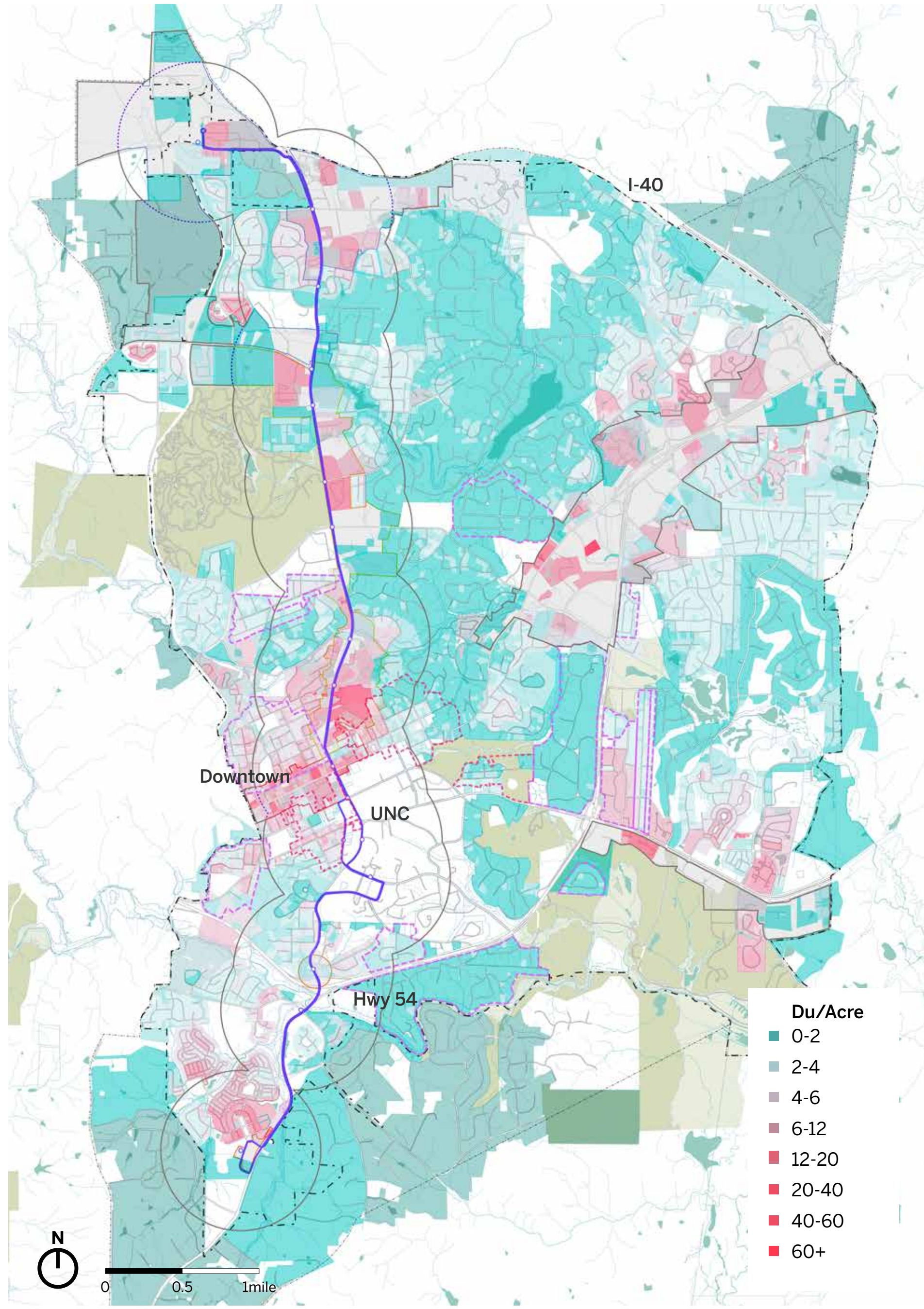
Key Components

- Guiding Principles (equity, inclusion, resilience, sustainability, and environmental stewardship)
- Analysis of existing development patterns and the Town's regulatory framework
- Market supply and demand analysis (2020 – 2040)
- Master planning and urban design concepts
- Station Area and Focus Area Plans & Recommendations
- Implementation strategy

OBJECTIVES

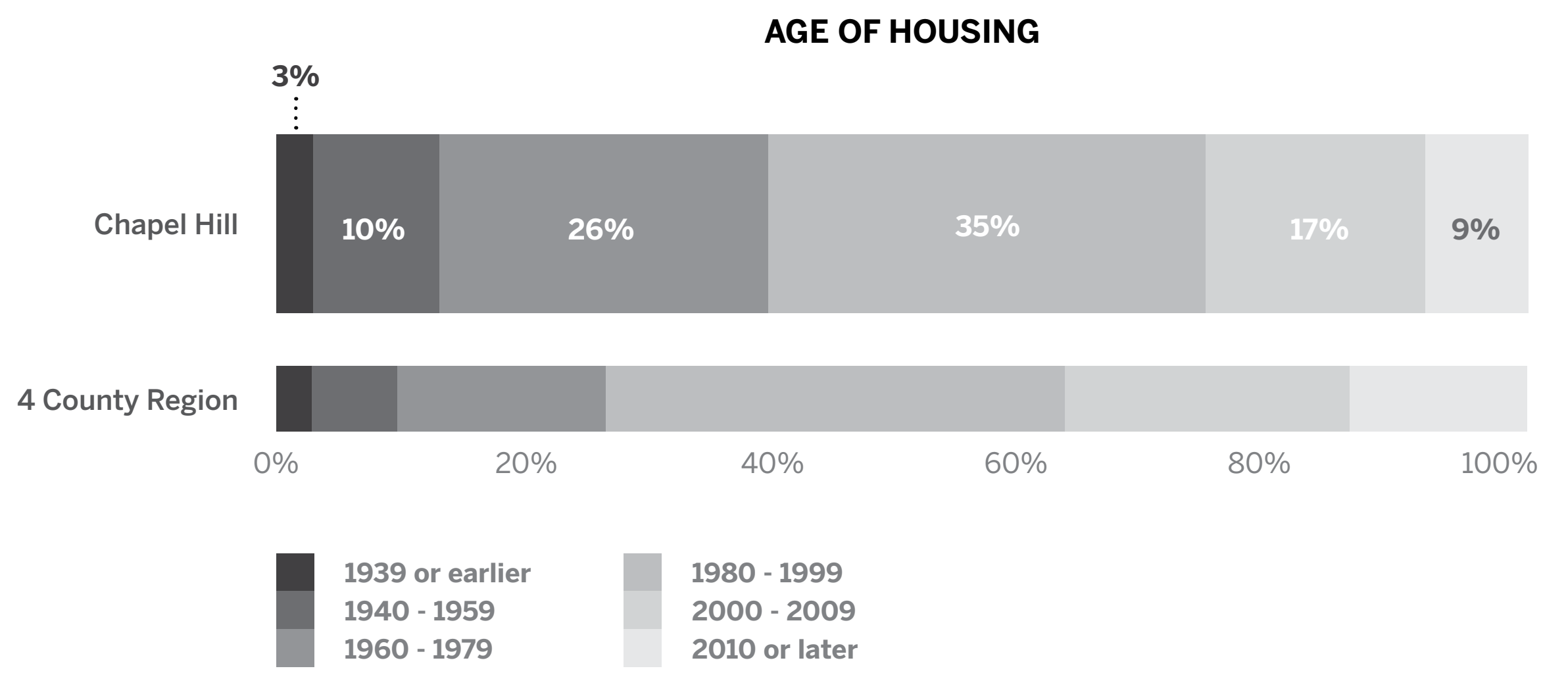
- Center and elevate the needs and priorities of all Chapel Hill residents, employees, and stakeholders, especially those who have been excluded from past planning efforts; acknowledge the impacts of these absent voices on the Town's built environment
- Identify opportunities for vibrant, walkable, transit-oriented development in locations identified for future growth (Focus Areas and BRT Station Areas)
- Adopt policies directing growth to the N-S BRT corridor, supporting the Town's transit planning and request for federal funding
- Set expectations for the quality and characteristics of housing and economic development based on Town values including equity, inclusion, resilience, sustainability, and environmental stewardship
- Support patterns of growth that meet community needs including affordable and missing-middle housing, accessible services, and diverse job opportunities
- Strengthen multi-modal and active travel connections (biking, walking) between home, work, school, and recreation
- Attract riders to high quality transit
- Identify opportunities for regulatory changes supporting the implementation of TOD Station Area and Focus Area plans and objectives
- Apply lessons learned and successful strategies to future Town planning efforts

CHAPEL HILL DEVELOPMENT

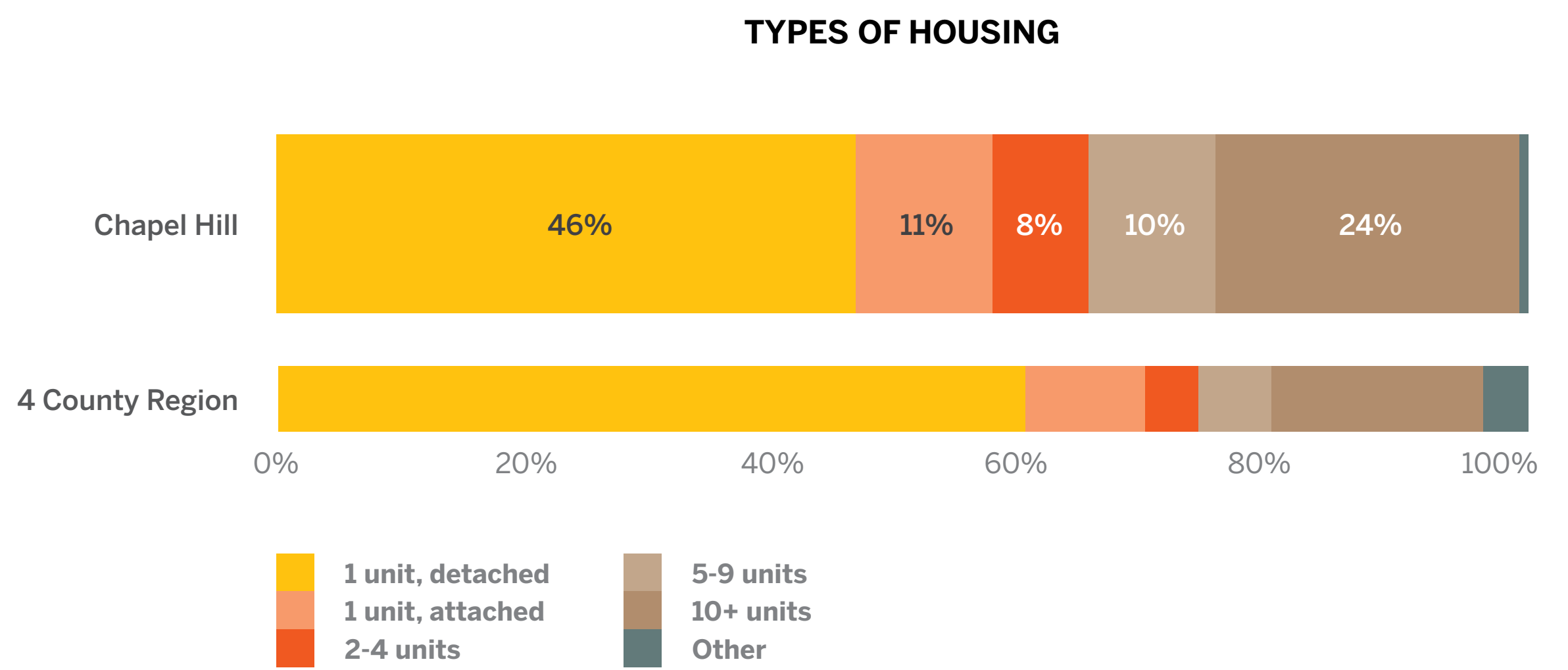


Density (DU/Acre)

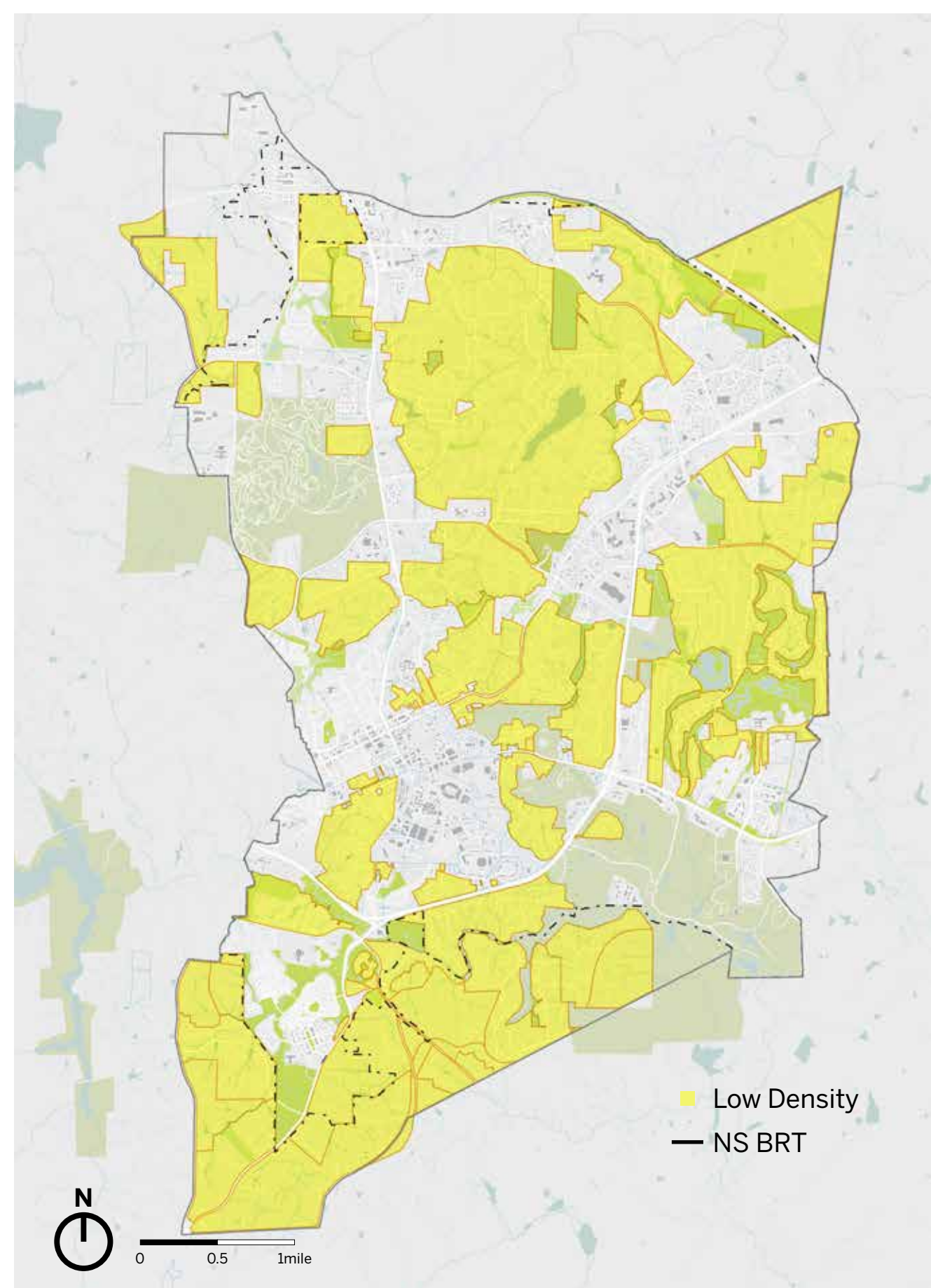
Chapel Hill has concentrations of moderate density, and larger areas of low density.



*60% of Chapel Hill homes have been built since 1980
Much of Chapel Hill developed in recent decades.

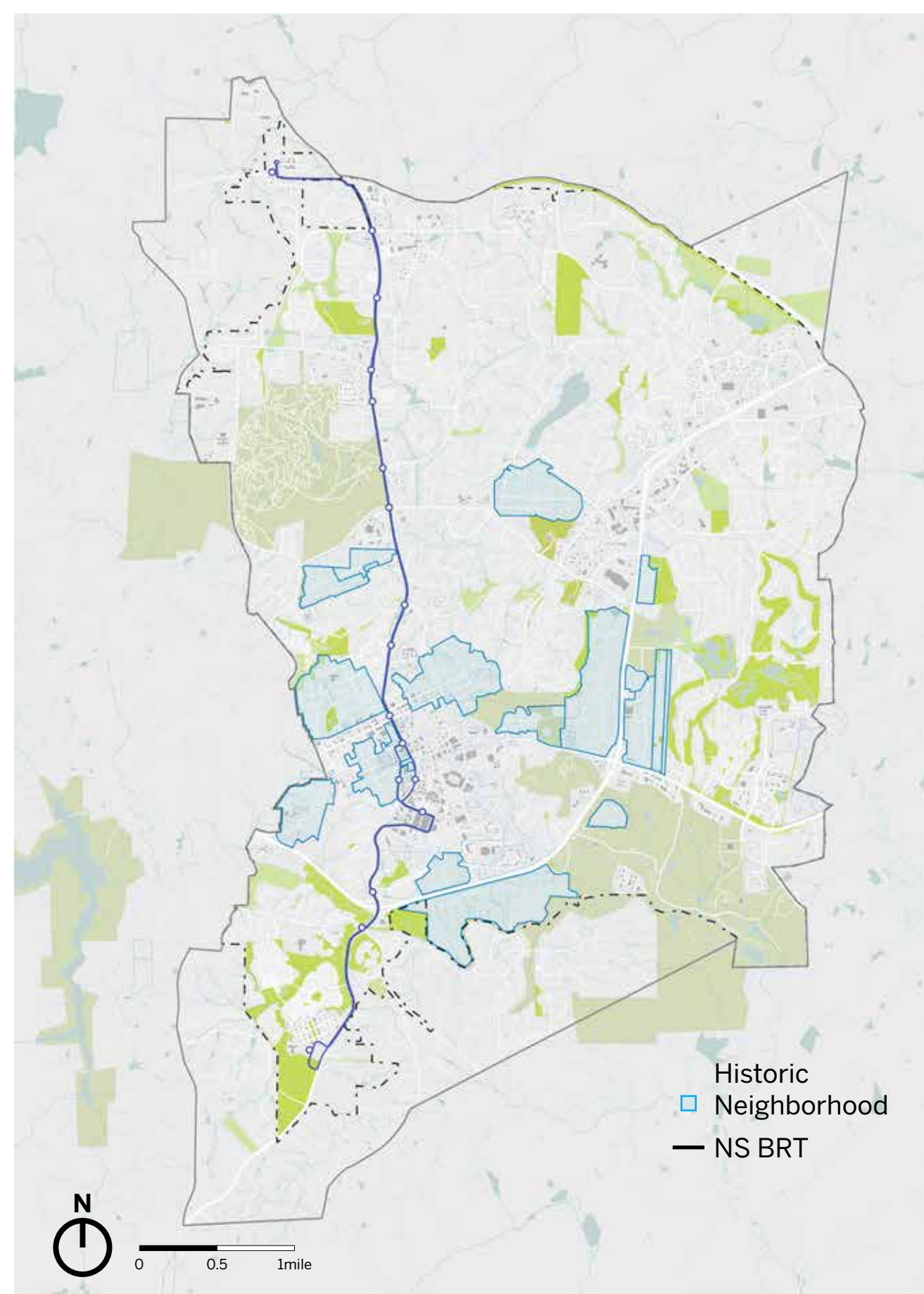


Chapel Hill saw substantial single family development and then a shift to multi family development in recent years.



LOW DENSITY ZONING

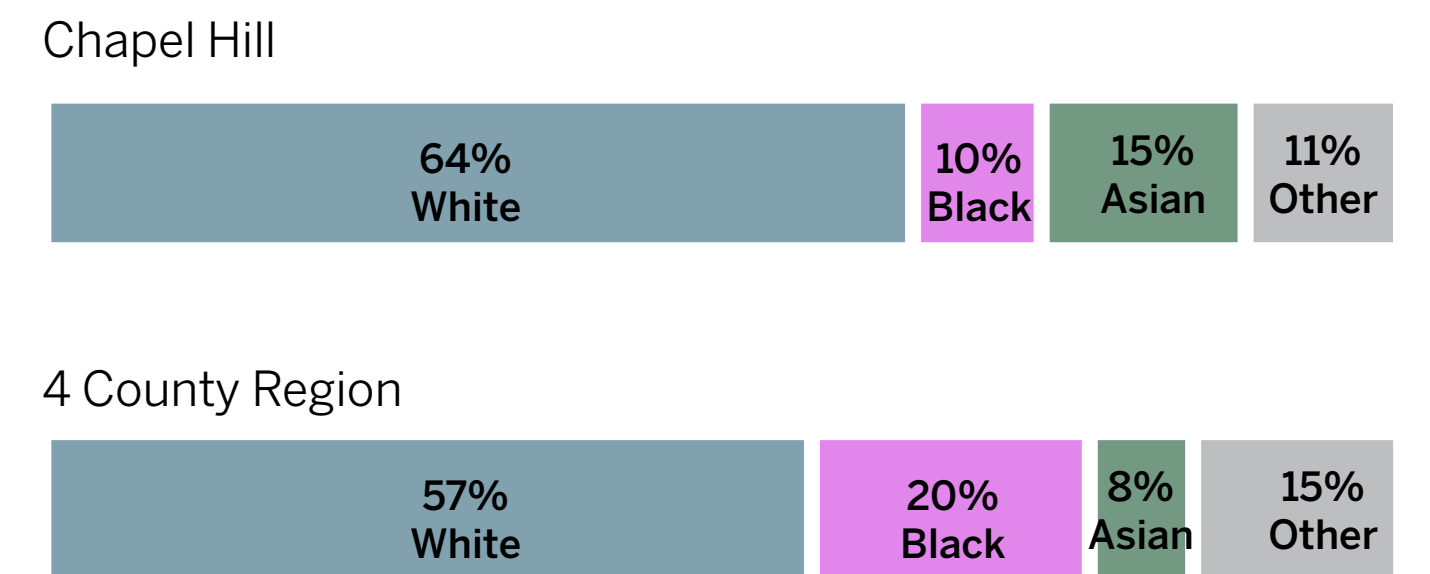
Chapel Hill has many areas identified for lower density development.



HISTORIC NEIGHBORHOODS

Chapel Hill has several historic overlays.

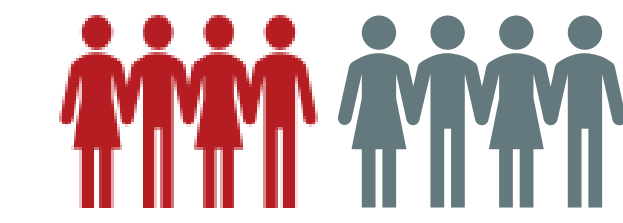
AREA RACIAL & ETHNIC COMPOSITION



Chapel Hill has a lower representation of Black residents than its wider context area.

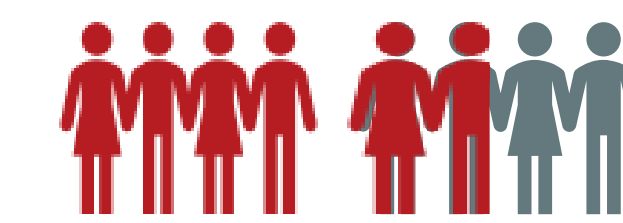
36% of HOUSEHOLDS COST BURDENED

Renter Households



58%
Renter Households Cost-Burdened

Households Earning <\$35k



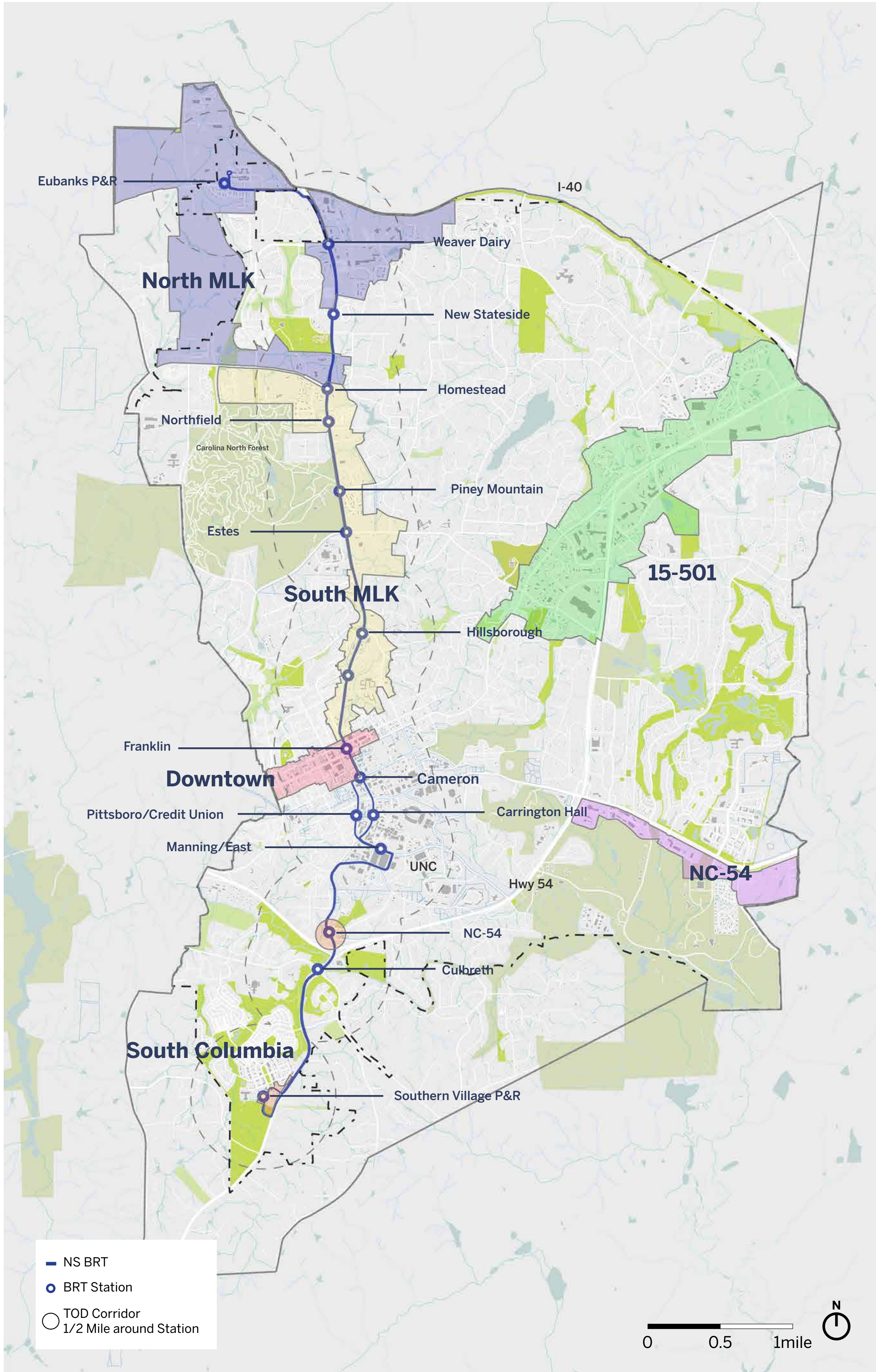
89%
Households Cost-Burdened

"Exclusionary zoning laws place restrictions on the types of homes that can be built in a particular neighborhood.... minimum lot size requirements, minimum square footage requirements, prohibitions on multi-family homes, and limits on the height of buildings...Research has connected exclusionary zoning to racial segregation, creating greater disparities in measurable outcomes."

The White House, 2021

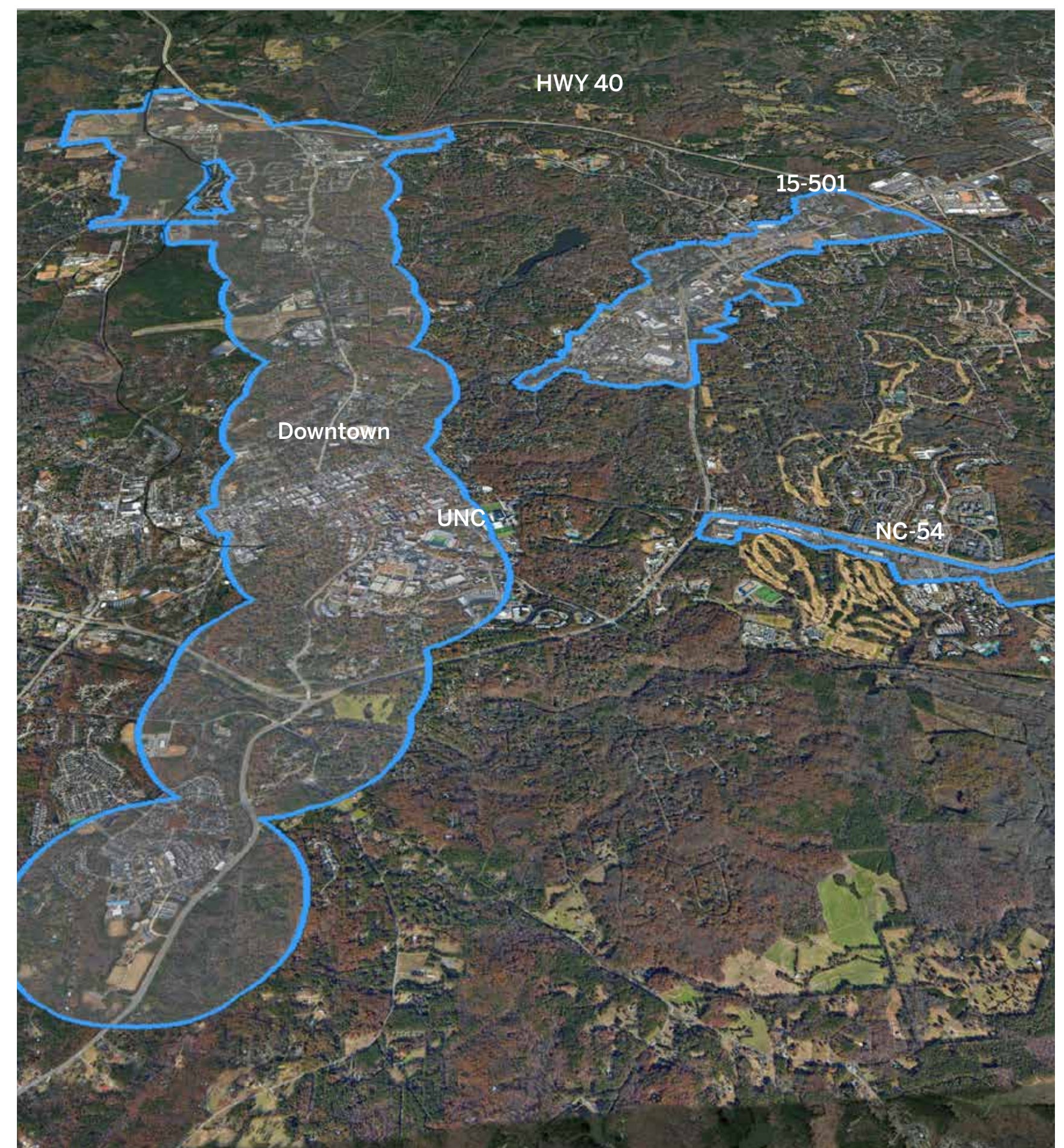


TRANSIT ORIENTED DEVELOPMENT & FOCUS AREAS



	Geography	Population	Housing Units
Chapel Hill	27.5sq mi	66,146	23,712
TOD Station Areas and Focus Areas	9.6sq mi	32,999	11,482
% of Total	34.8%	49.9	48.4%

TOD Station Areas and Focus Areas represent a substantial part of Chapel Hill.

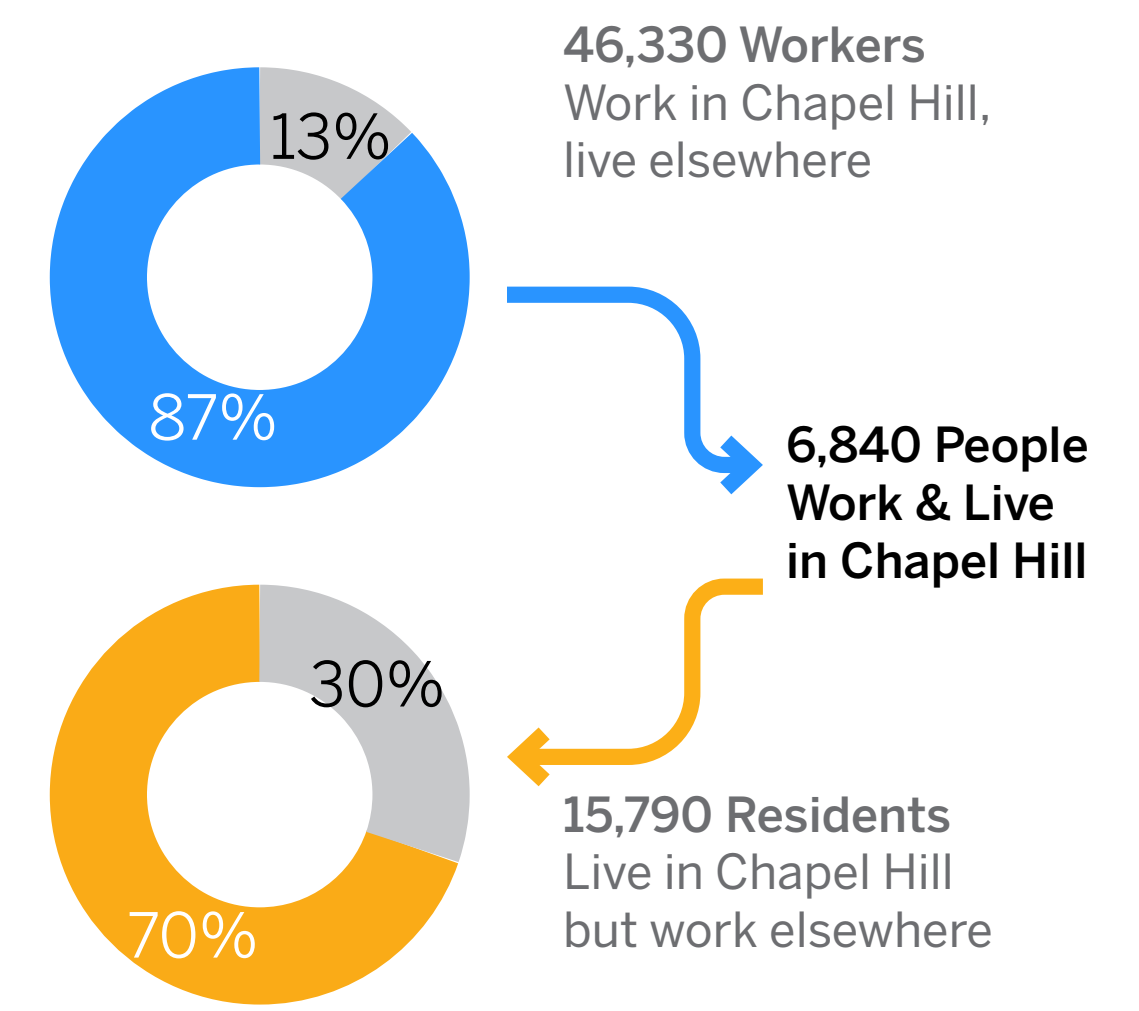
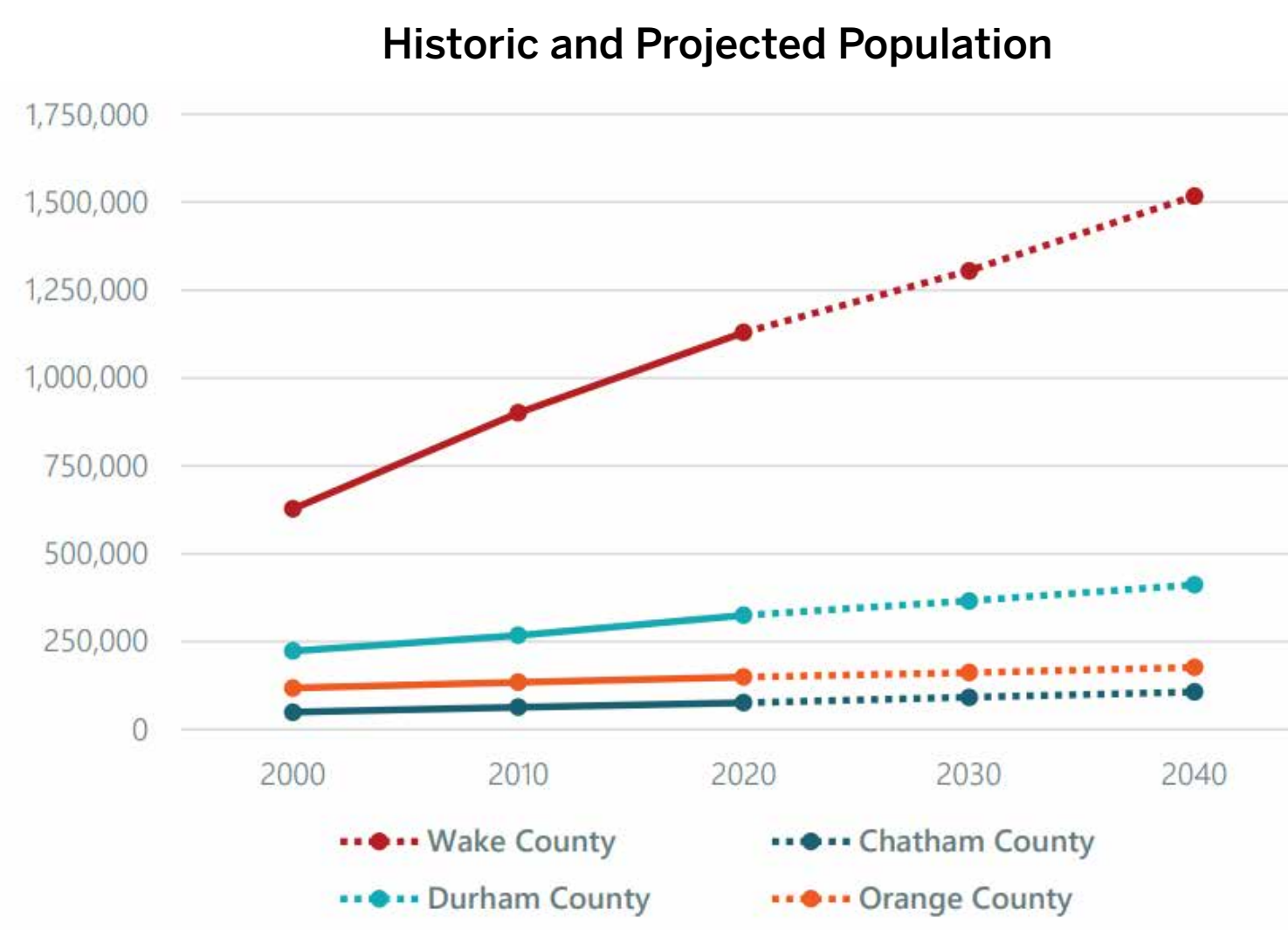
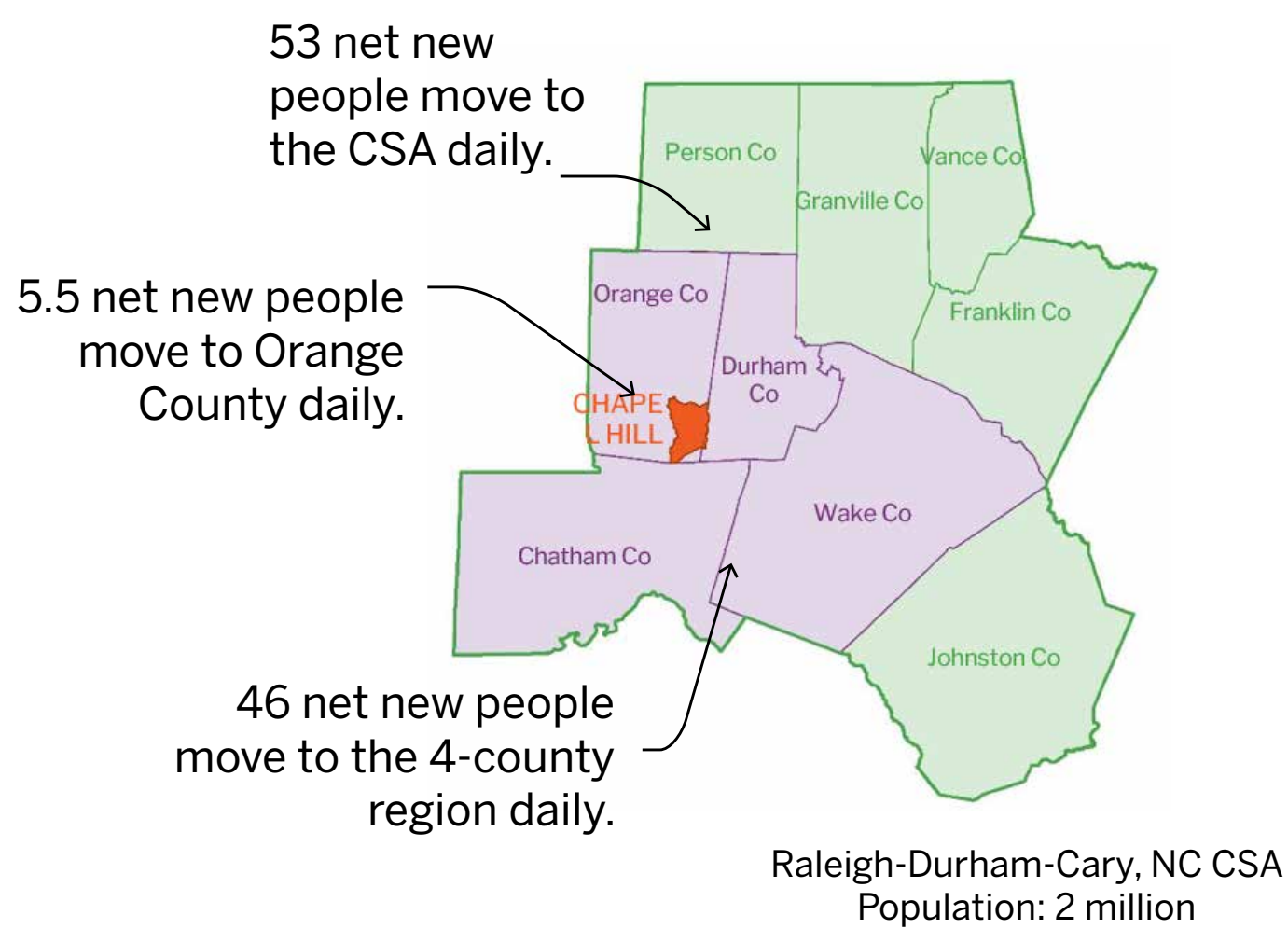


FLUM GUIDING PRINCIPLES

1. Respond to climate change, environmental stewardship and resiliency
2. Equity: benefit low-income residents, communities of color, immigrants, historically excluded and at risk of marginalization
3. Housing diversity — missing middle, student housing, single family
4. Distinctive, safe and attractive neighborhoods
5. Vibrant and inclusive community and public spaces
6. Invest in key transportation corridors, promote transit + multi-modal options
7. Economic development, jobs, entrepreneurship, redevelopment and infill
8. Transitions between different uses + scales
9. Preserve and maintain Chapel Hill's appearance, quality design + development
10. Collaboration with UNC and UNC Health

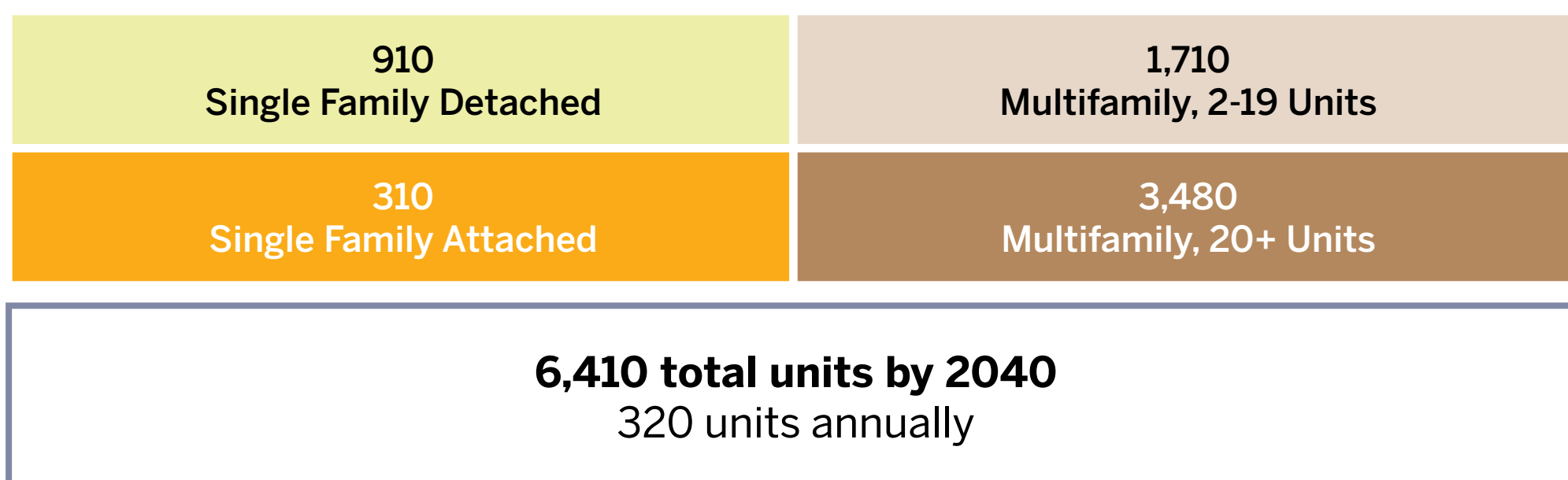
MARKET DEMAND PROJECTIONS

A Higher Growth Region, Lower Growth County

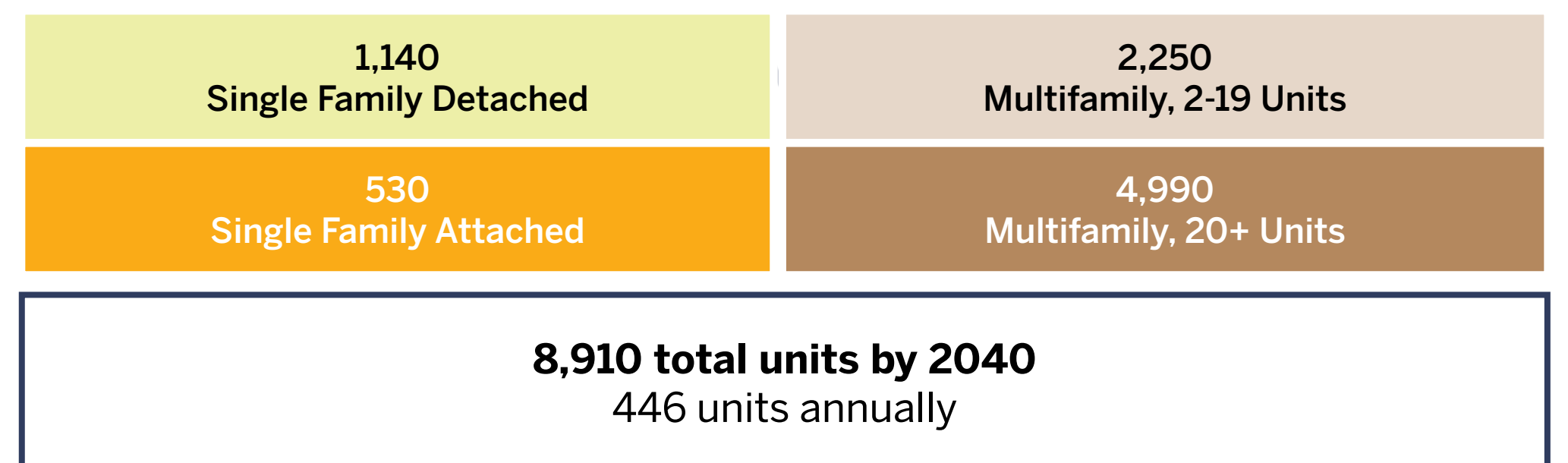


Chapel Hill Housing Demand Scenarios (2020-2040)

HISTORIC TREND CAPTURE



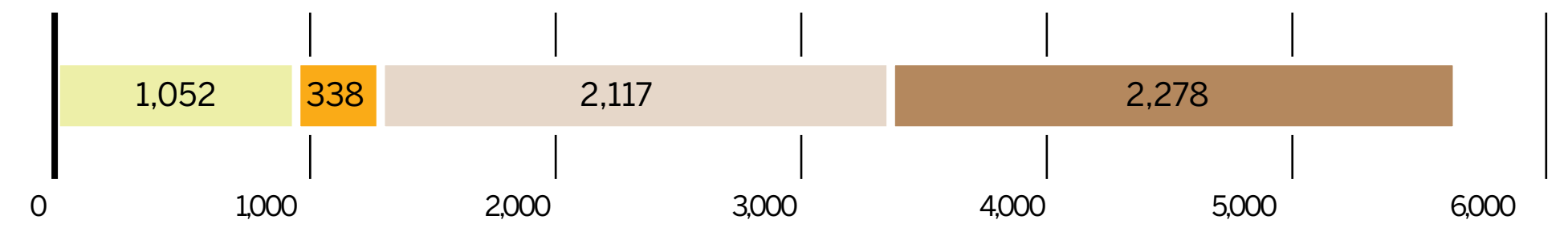
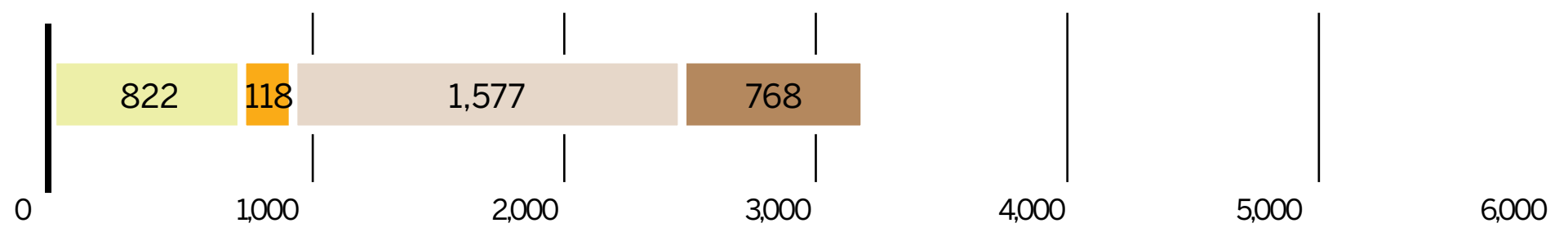
DEMAND DRIVEN CAPTURE



Projected Pipeline Development: 3,125 Homes

Balance to 2040: 3,285 Homes

Balance to 2040: 5,785 Homes



- Decreased share of regional population
- More constrained housing supply
- Higher prices likely
- Increased competition for lower cost housing between long term residents and students

- More diverse housing opportunities for local residents
- More housing for local workforce
- Reduced price pressure
- Decreased commute times
- Support for transit investment
- High quality places: TOD density supports viability of resident services and quality public realm
- Meeting Town's Guiding Principles (FLUM)

Chapel Hill Office Demand Scenarios (2020-2040)

HISTORIC TREND CAPTURE



DEMAND DRIVEN CAPTURE



Chapel Hill Retail Demand (2020-2040)



660,000
Total Supportable Retail SF

N-S BRT & TRANSIT ORIENTED DEVELOPMENT

NORTH-SOUTH BUS RAPID TRANSIT (N-S BRT)



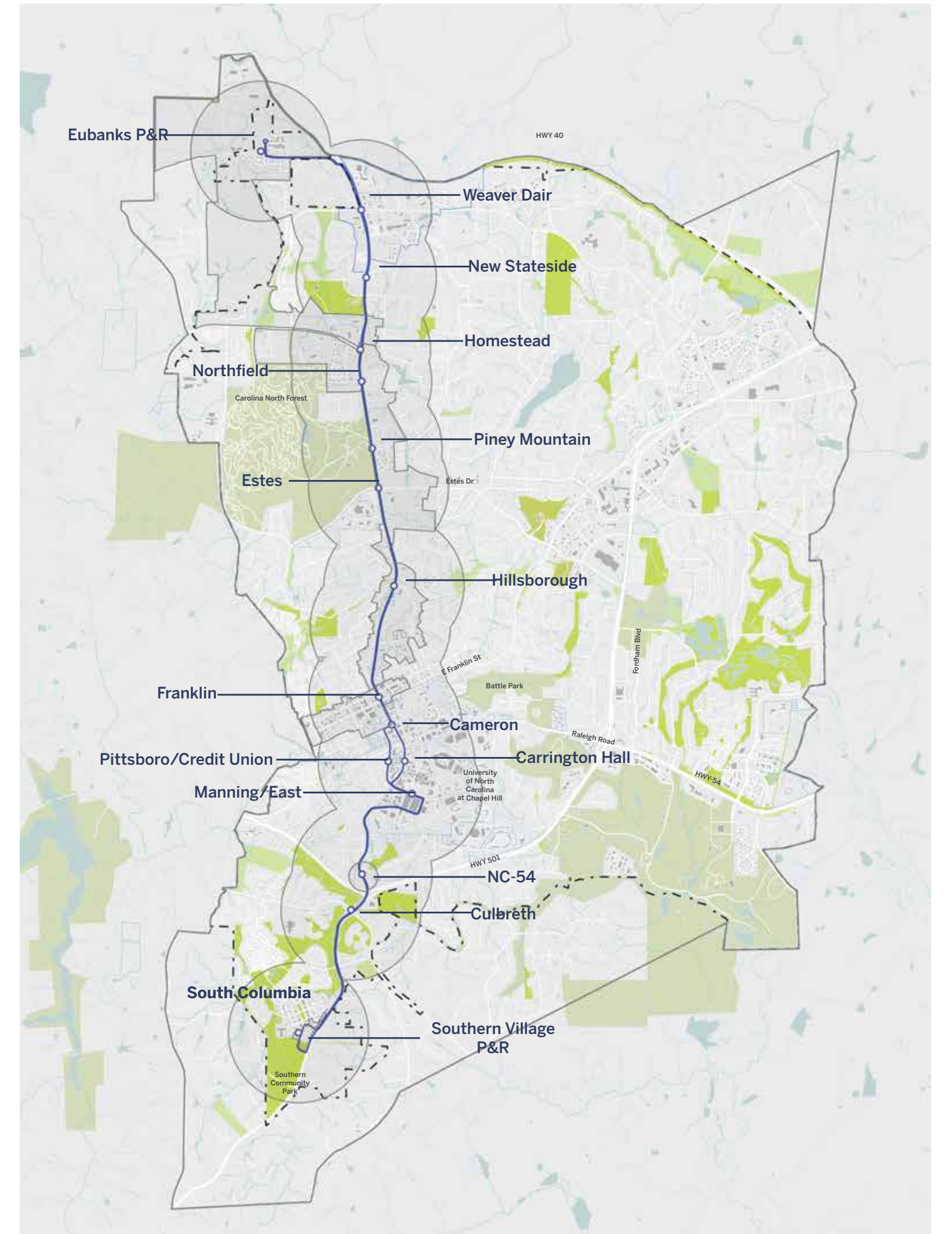
- Faster, more efficient transportation for everyone
- BRT only lanes separate buses from cars
- Traffic Signal Priority systems
- High capacity, specialized vehicles, more riders
- State-of-the-Art Transit Stations
- Multi-use paths along much of the corridor
- Improved pedestrian crossings and cyclist access
- Onboard wireless internet, comfortable seating
- Real-time schedule information

WHAT IS TRANSIT ORIENTED DEVELOPMENT?

“TOD is a sustainable development pattern focused on compact, walkable development around high-capacity transit that emphasizes attractive urban design, public amenities, and economic opportunity.”

North-South BRT Transit Oriented Development Plan (2019)

- Smart city growth
- Station area destinations
- Development + transit support each other
- Compact, walkable, mixed-use
- Focused hubs: stores, services, entertainment, jobs, culture
- New homes
- High quality streets, sidewalks and bike routes
- Reduced use of cars
- Lower parking demand



WHAT IS EQUITABLE TOD?

- Development that meets community needs linked to transit.
- New housing existing residents and communities can access.
- Addresses retail gaps, community facilities, locally relevant arts and culture.
- Focus on available land and likely development locations.
- Sensitivity to effects on markets, and displacement mitigation strategies.
- An engagement process elevating historically marginalized voices.



WHAT WE'VE HEARD SO FAR

GROWTH POTENTIAL

Chapel Hill has a mature framework, substantially built out.

Increase the supply of development to benefit the community and achieve community goals.

A strategy for high quality re-use and in-fill is needed.

We need to avoid previous harms.

The nature of remaining sites is shifting

SINGLE FAMILY ZONING

People need to understand the historic burdens imposed by this type of zoning - it's exclusionary.

People value their low-density, treed lots.

Eliminate Single Family Zoning in the TOD area.

WORKFORCE HOUSING

People drive to the hospital and university from other communities to work.

Families are moving out because they can't afford to live here anymore.

Housing issues impact nursing, medical support, maintenance, admin and academic staff and downtown service workers.

STUDENT HOUSING

New developments are tapping into the student housing market.

The University needs to allocate land to student housing and workforce housing.

Some neighborhoods are seeing issues with over occupation of regular homes.

RETAIL MARKET

Has been hard to attract certain brands, missing some national and regional retailers.

Smaller, local provision is limited. Station areas create possibilities for this.

CONNECTIVITY

Intersections need to become more pedestrian friendly

Opportunities for walking, biking and electric bike connections can provide a new framework.

An equitable approach to movement is needed.

Bikes are a great way to get around Chapel Hill.

Shaded, screened pedestrian and bike routes are needed.

MISSING MIDDLE

Missing middle / gentle density has different meanings in different parts of the town

Missing middle is about who can live here as well as building types

AFFORDABLE HOUSING

Tremendous need for affordable housing.

Need for all housing types across the board

People are being displaced.

DOWNTOWN

It needs a stronger experience.

Too many surface parking lots

Downtown has a distinctive character, which should be preserved.

There are gaps - experiences, fitness, health, personal services workers and residents will seek.

OFFICE MARKET

Office development should be directed to Downtown first, not edge sites by highway interchanges.

Pandemic has impacted new leases and occupancy.

Local priority to attract office uses

The Town needs a variety of office locations

DESIGN CHARACTER

Chapel Hill has a distinctive character that should be maintained

The essential character is a town in the trees.

Tree cover and habitat corridors should be maintained.

Recognize the character of individual places.

DEVELOPMENT DECISION MAKING

The Development review process needs to be streamlined.

Culture of extensive input and discourse.

Delays suppress developments that can achieve Town objectives – such as affordable housing.



WHAT IS TRANSIT-ORIENTED DEVELOPMENT (TOD)?

IMPROVED MOBILITY



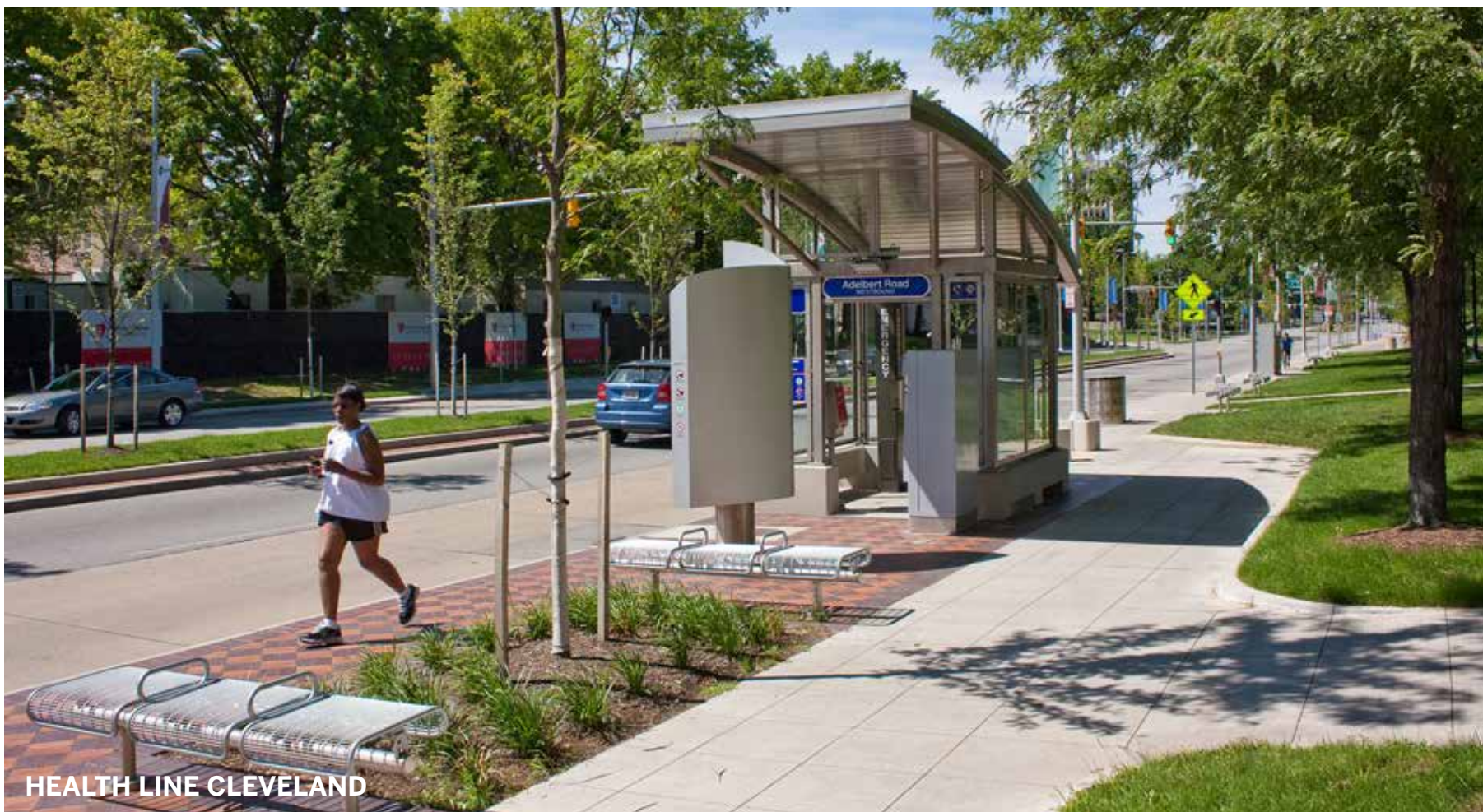
SEATTLE



ATLANTA BELTLINE



RICHMOND, VIRGINIA BRT



HEALTH LINE CLEVELAND



INDIANAPOLIS CULTURAL TRAIL



THE SILVER LINE, GRAND RAPIDS, MI

SHAPING OUR FUTURE

ADVANCING TRANSIT ORIENTED DEVELOPMENT STATION AREAS + CHARTING OUR FUTURE FOCUS AREAS

CHAPEL HILL



WHAT IS TRANSIT-ORIENTED DEVELOPMENT (TOD)?

GUIDED GROWTH AND DEVELOPMENT



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WHAT IS TRANSIT-ORIENTED DEVELOPMENT (TOD)?

ACTIVE STREETS AND PUBLIC SPACES



H STREET WASHINGTON DC



ARDMORE, PHILADELPHIA



ROCKVILLE, MARYLAND



CHURCH STREET, BURLINGTON, VERMONT



DETROIT



YORK, PENNSYLVANIA



PITTSBURGH

SHAPING OUR FUTURE

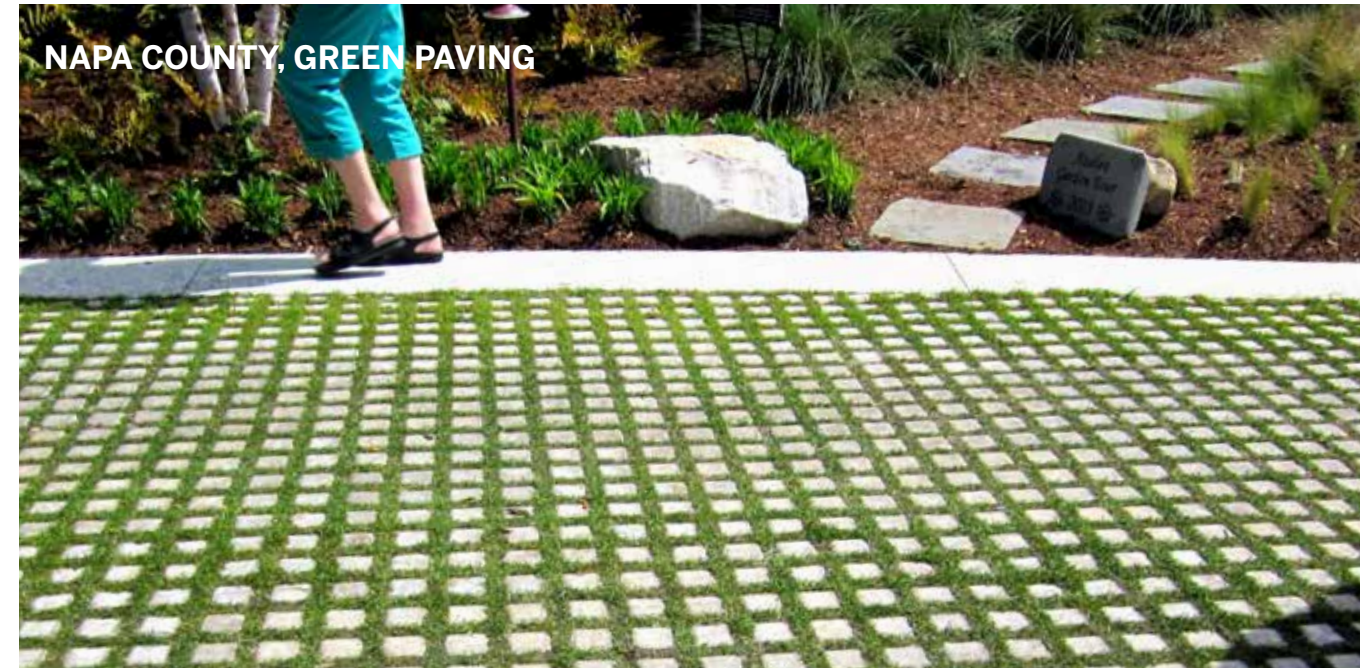
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WHAT IS TRANSIT-ORIENTED DEVELOPMENT (TOD)?

GREEN INFRASTRUCTURE



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WHAT IS TRANSIT-ORIENTED DEVELOPMENT (TOD)?

EQUITY: DEVELOPMENT, SERVICES, ACCESS



SHAPING OUR FUTURE

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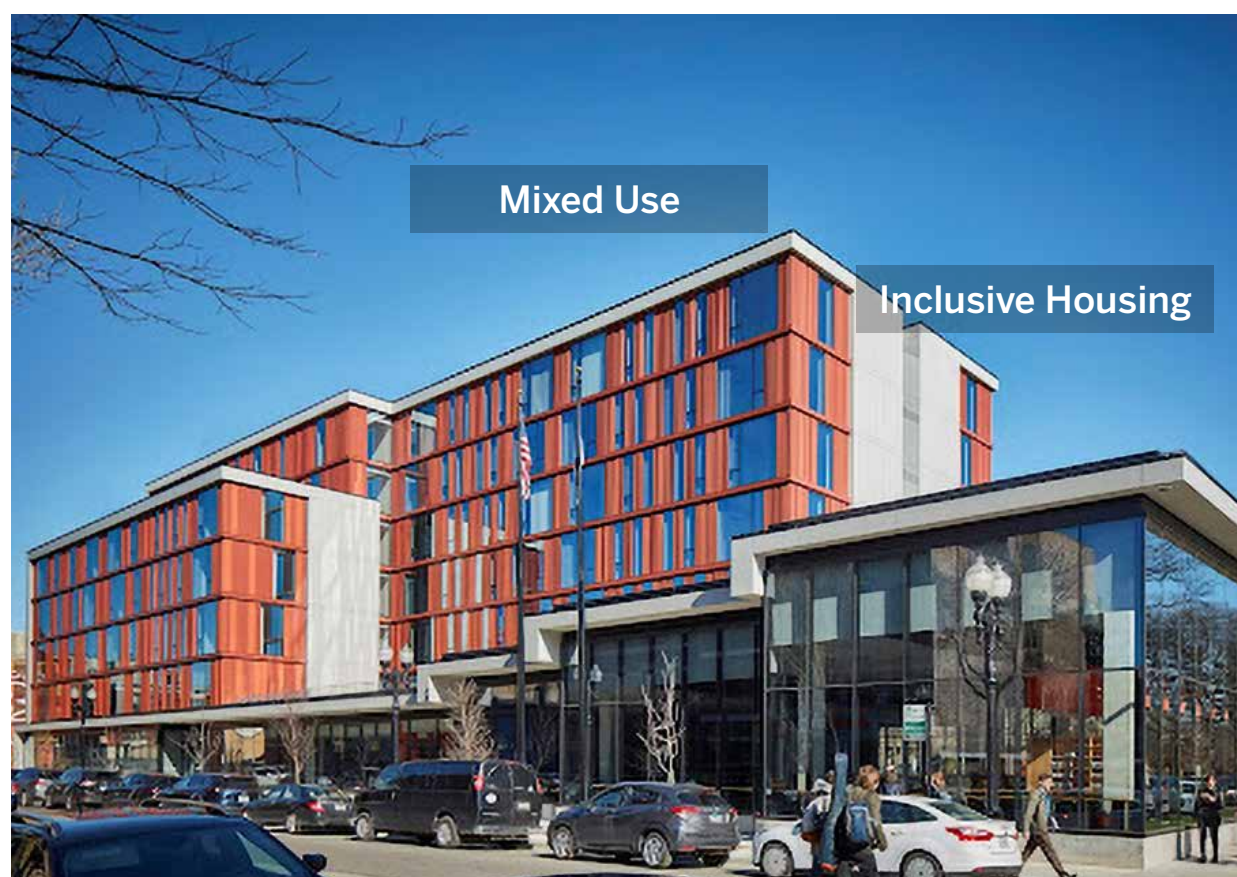
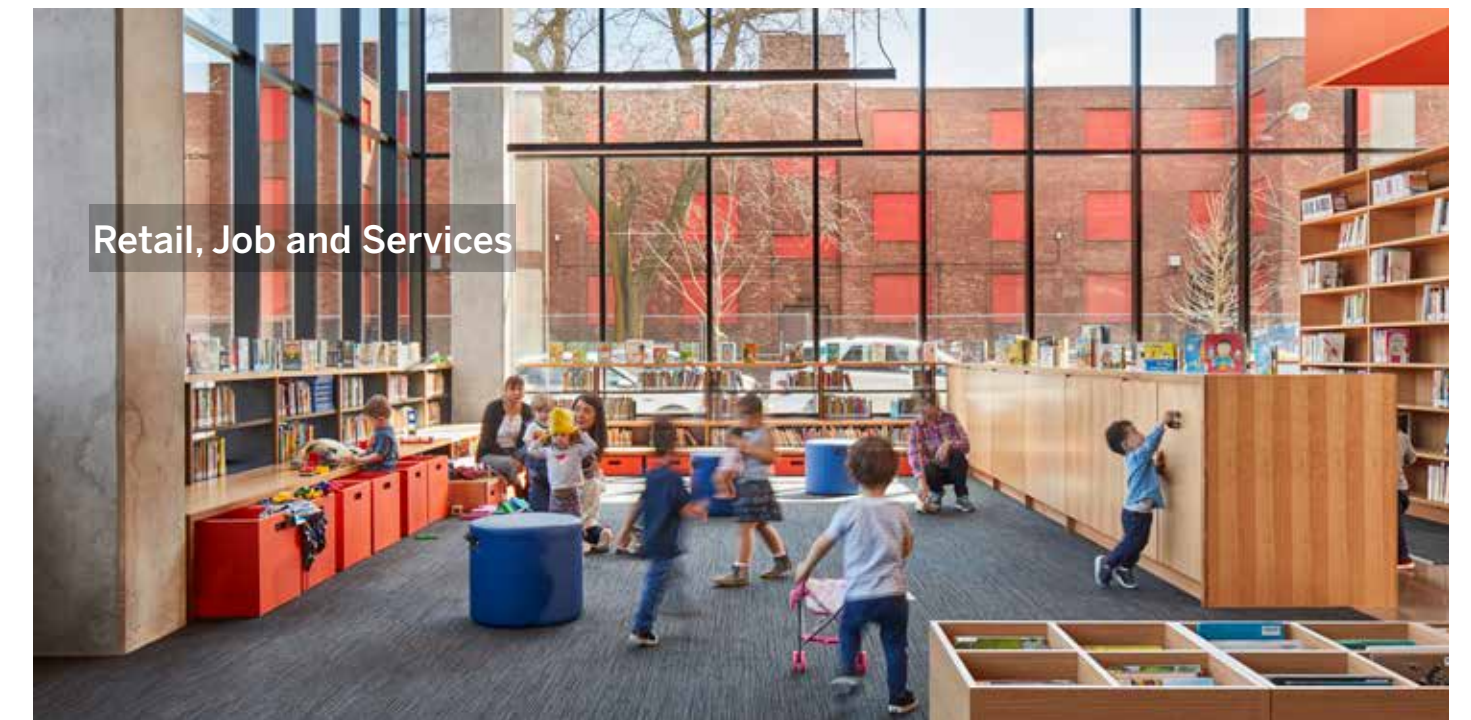
CHAPEL HILL



TOD STATION AREA & FOCUS AREA OPPORTUNITIES

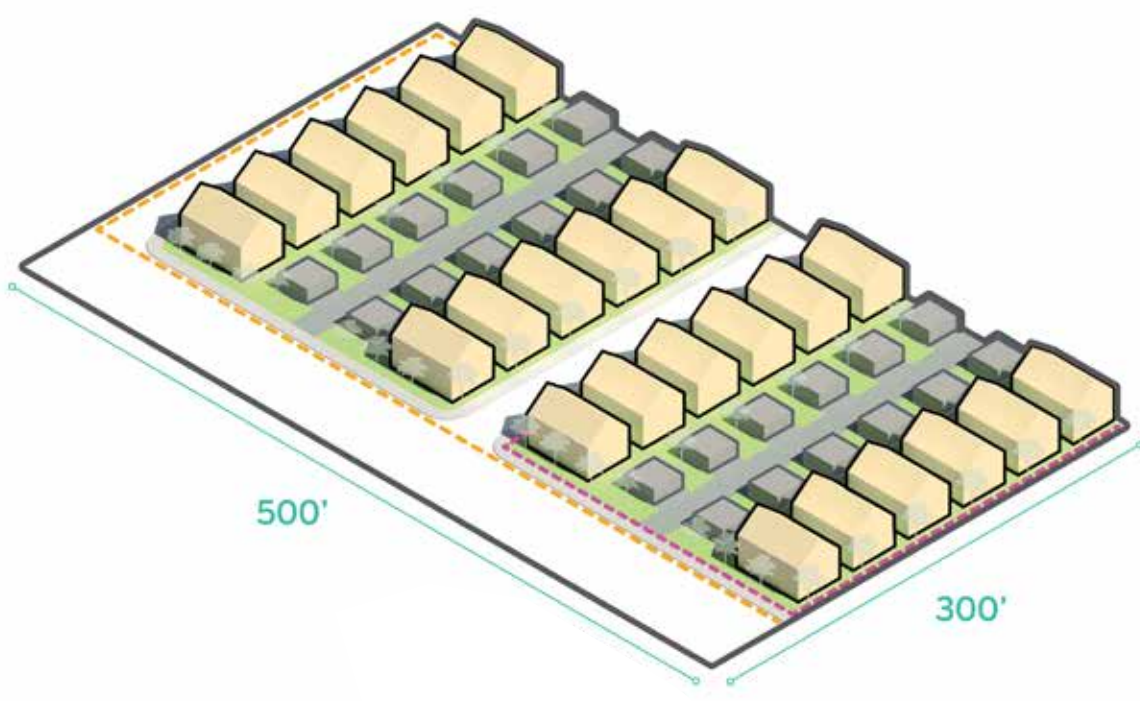
**MIXED USE
DIVERSE HOUSING TYPES
INCLUSIVE HOUSING
RETAIL, JOBS, SERVICES**

**ACTIVE PUBLIC REALM
GREEN SPACES
WALKING AND BIKING
TRANSPORTATION GREENWAYS**

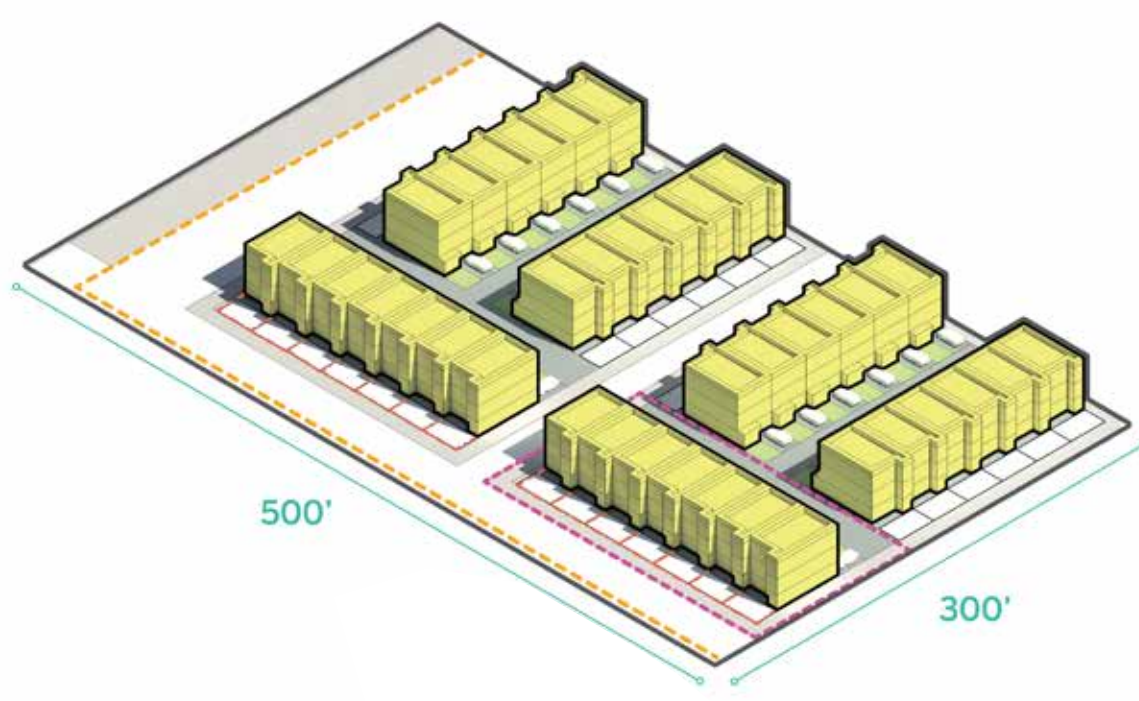


DEVELOPMENT TYPOLOGIES

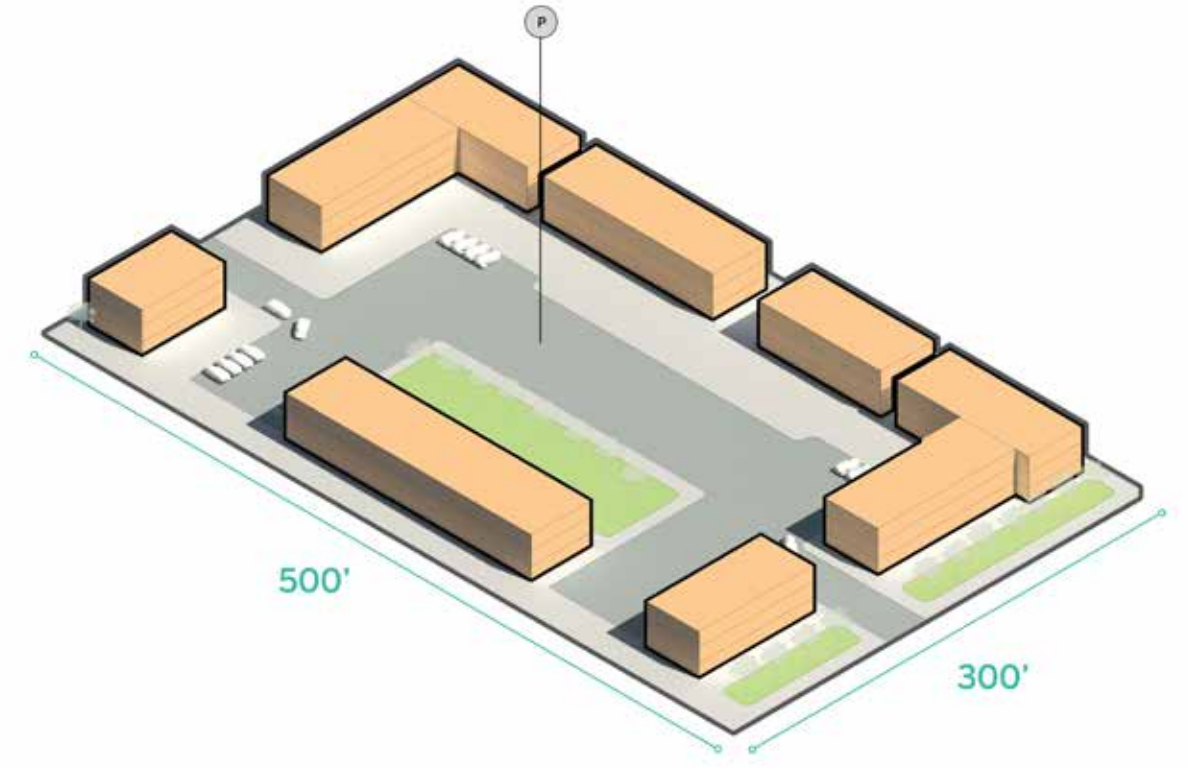
Town Scale Single Family
12 Net Housing Units Per Acre



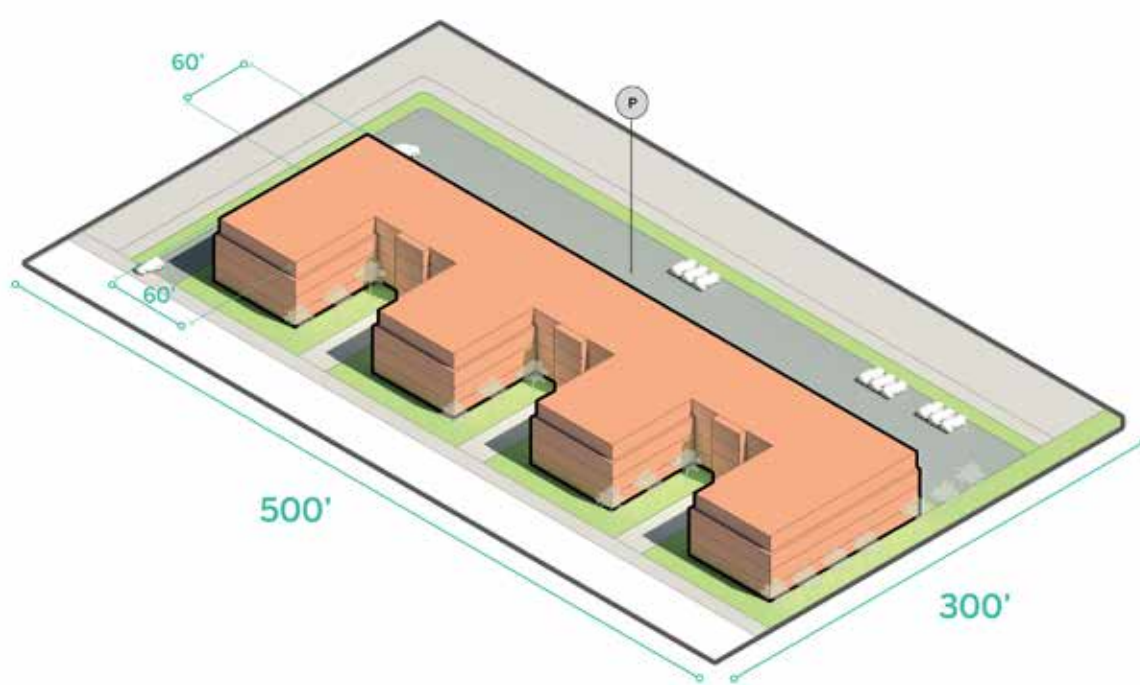
Townhomes
20 Net Housing Units Per Acre



Missing Middle Apartments
25 Net Housing Units Per Acre



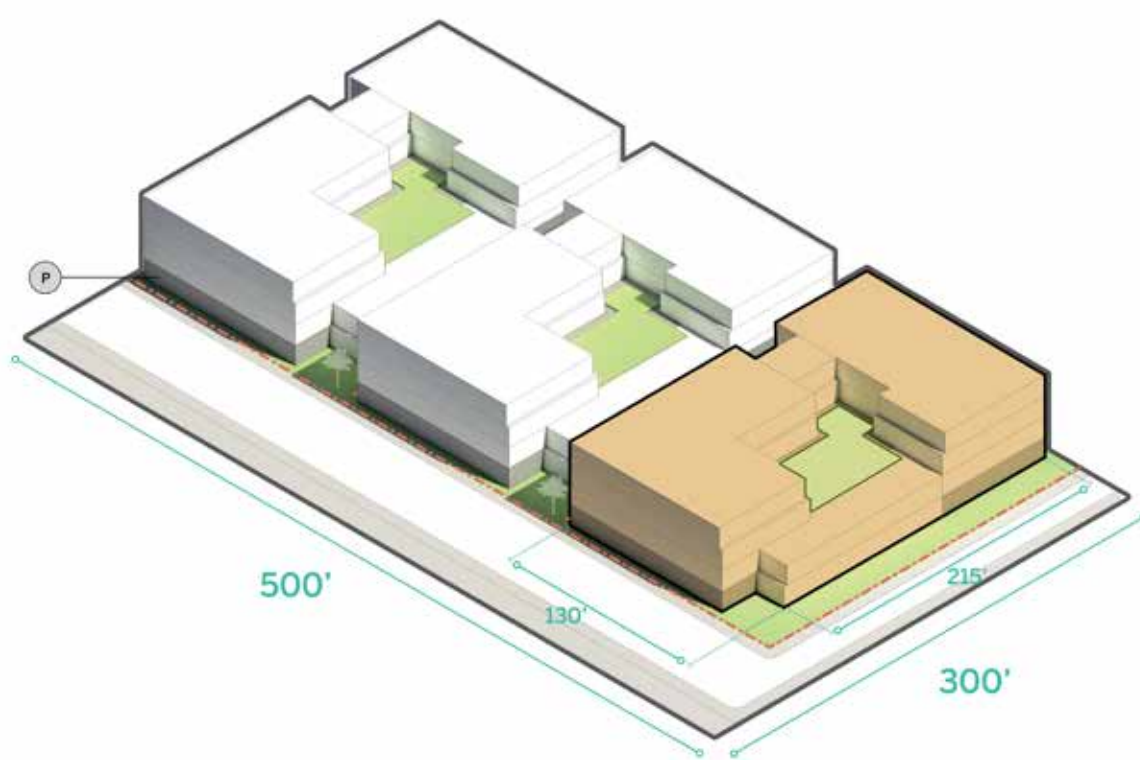
4 Story Apartment
50 Net Housing Units Per Acre



Surface parking behind building



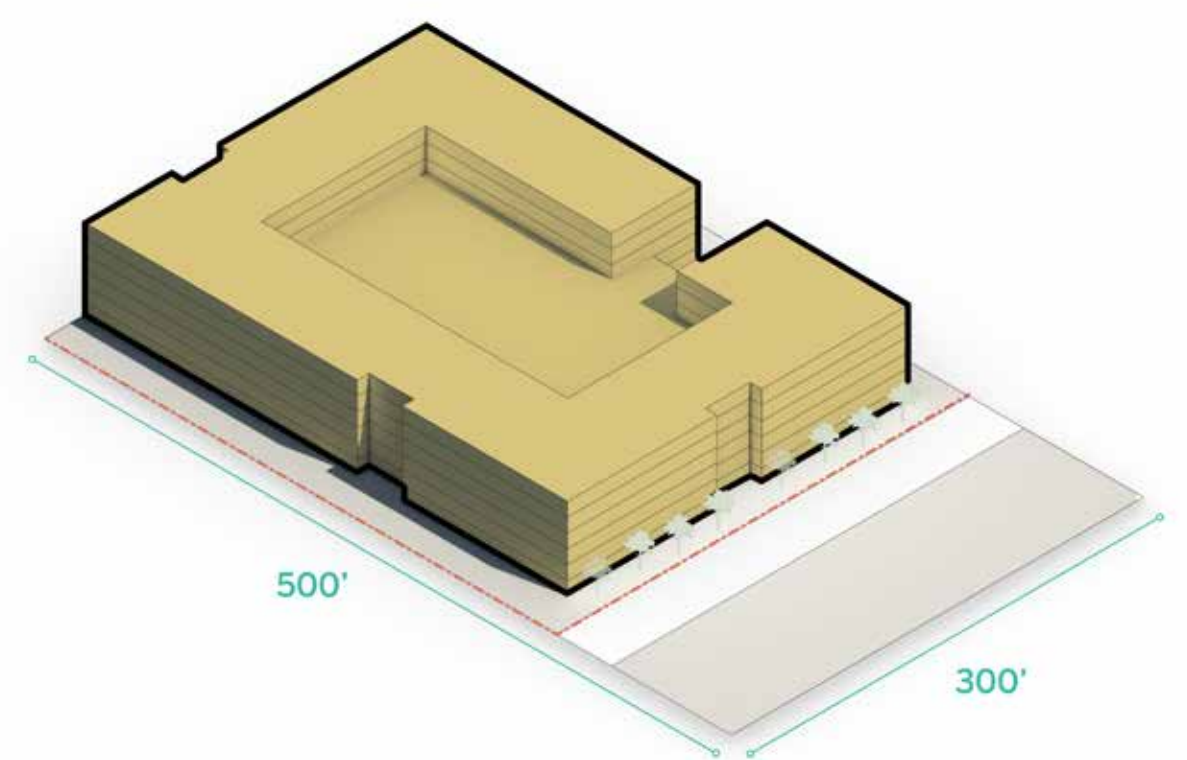
Apartments Above Enclosed Parking
60 Net Housing Units Per Acre



Floors 1-2 used for parking



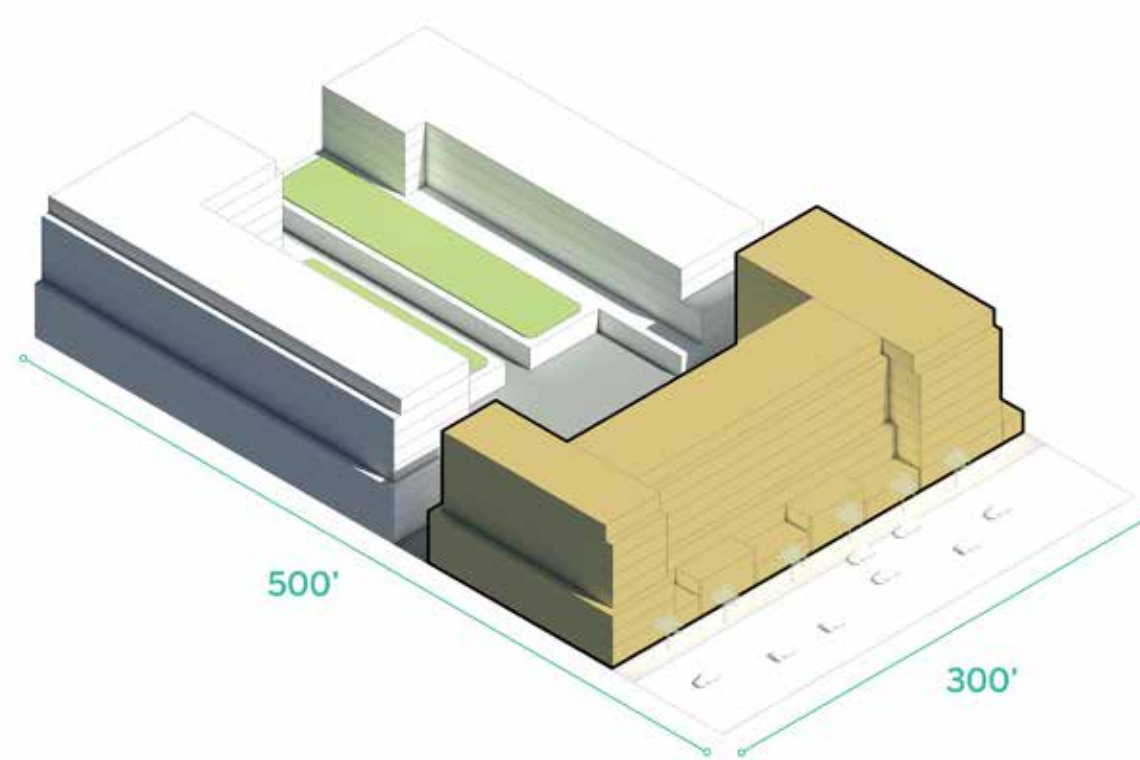
Wrap-Around Apartment
70 Net Housing Units Per Acre



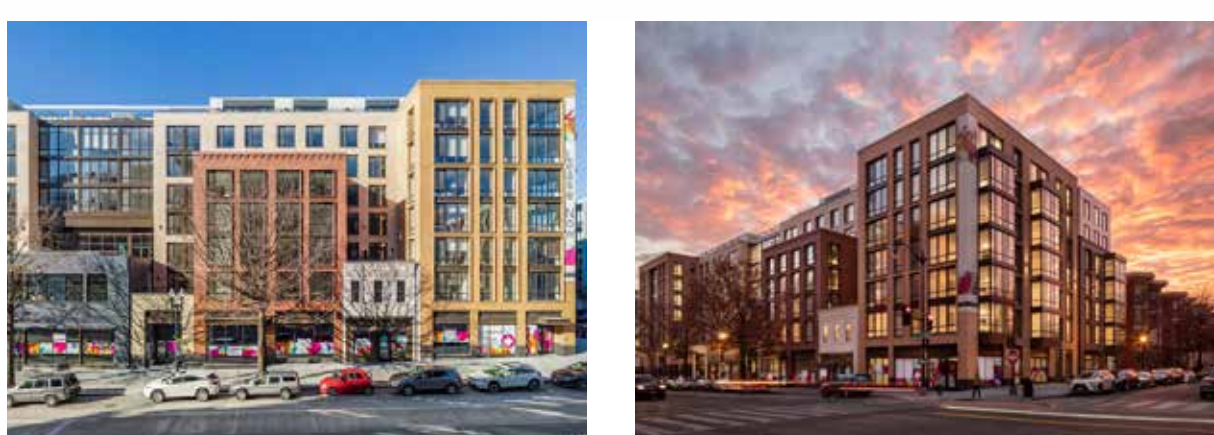
Floors 1-4 used for parking



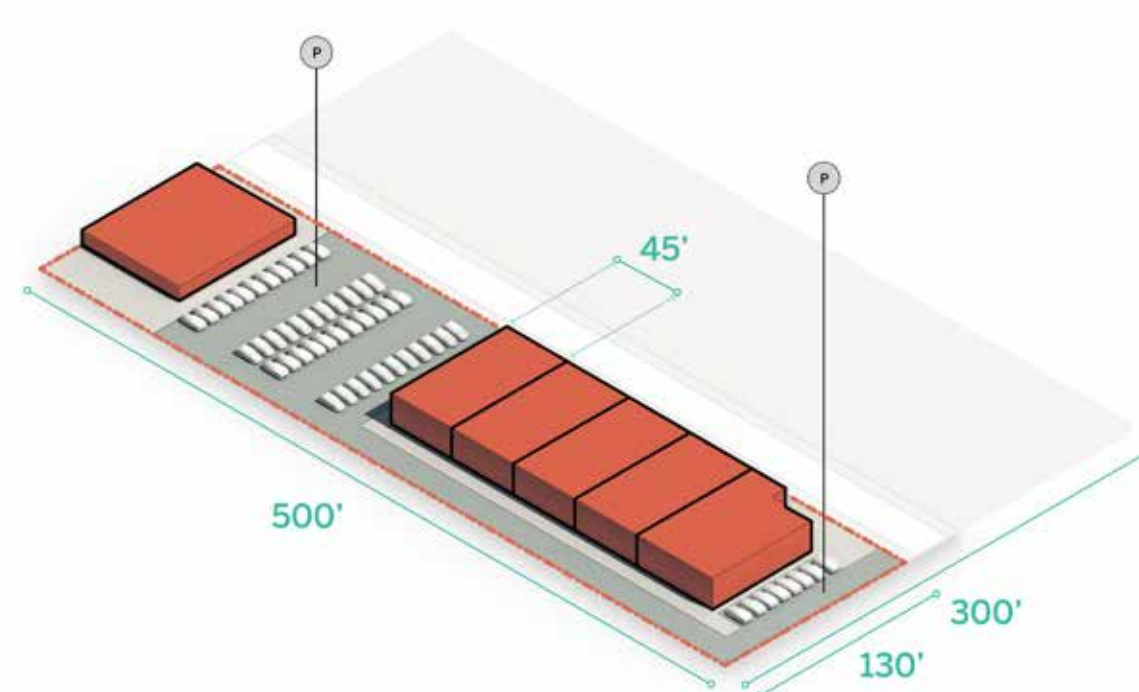
8 Story Apartment Mixed Use
150 Net Housing Units Per Acre



Underground parking



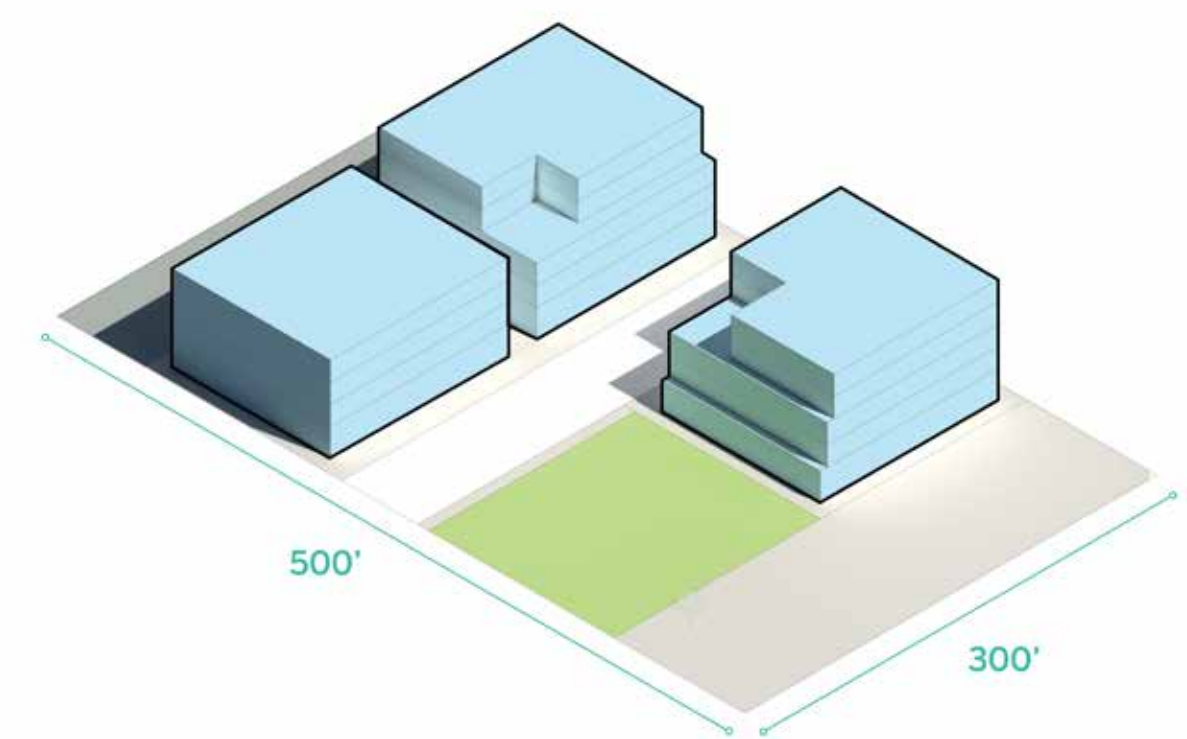
Corridor Retail



Surface parking behind and between buildings



4-5 Story Office

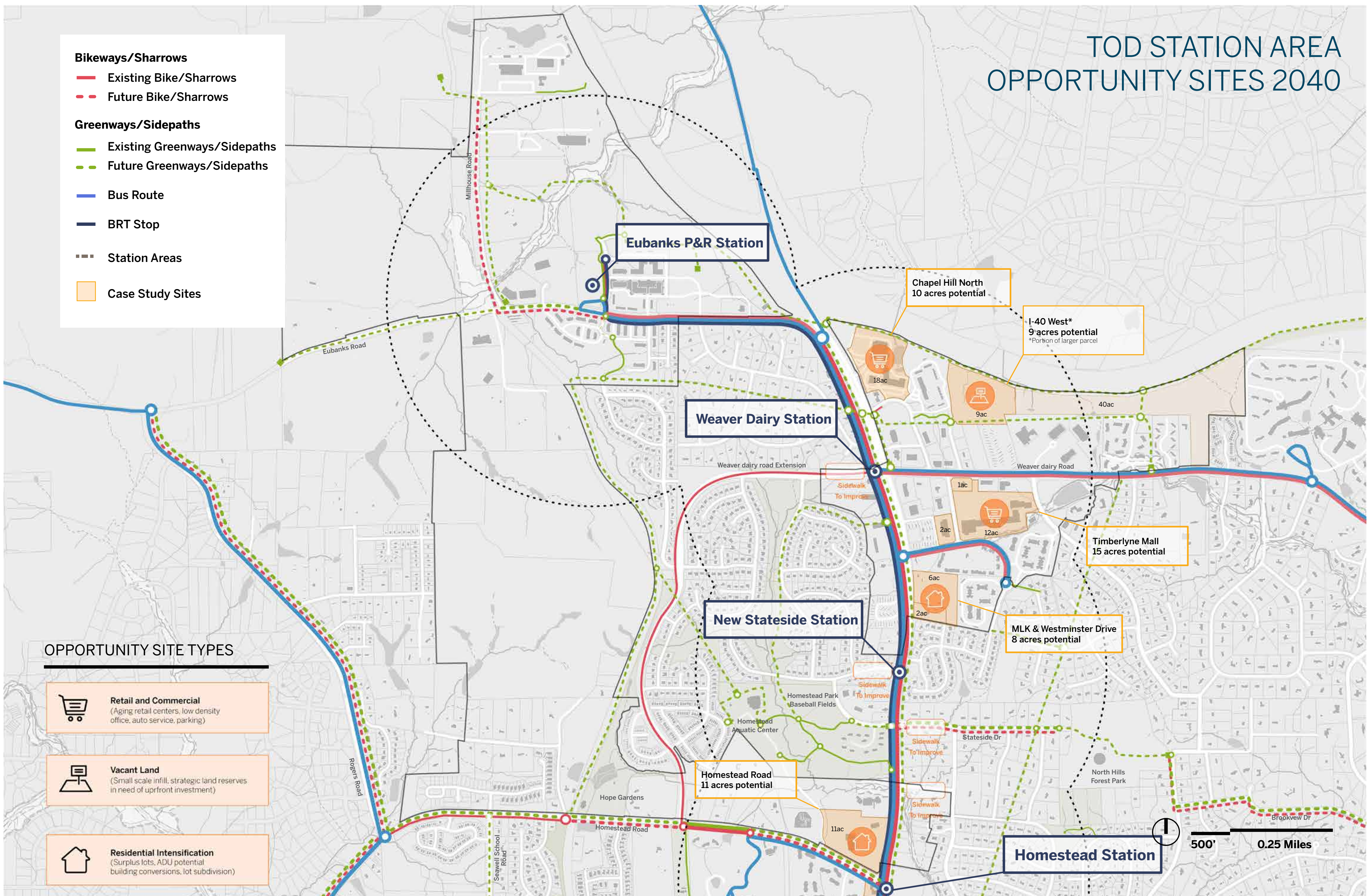
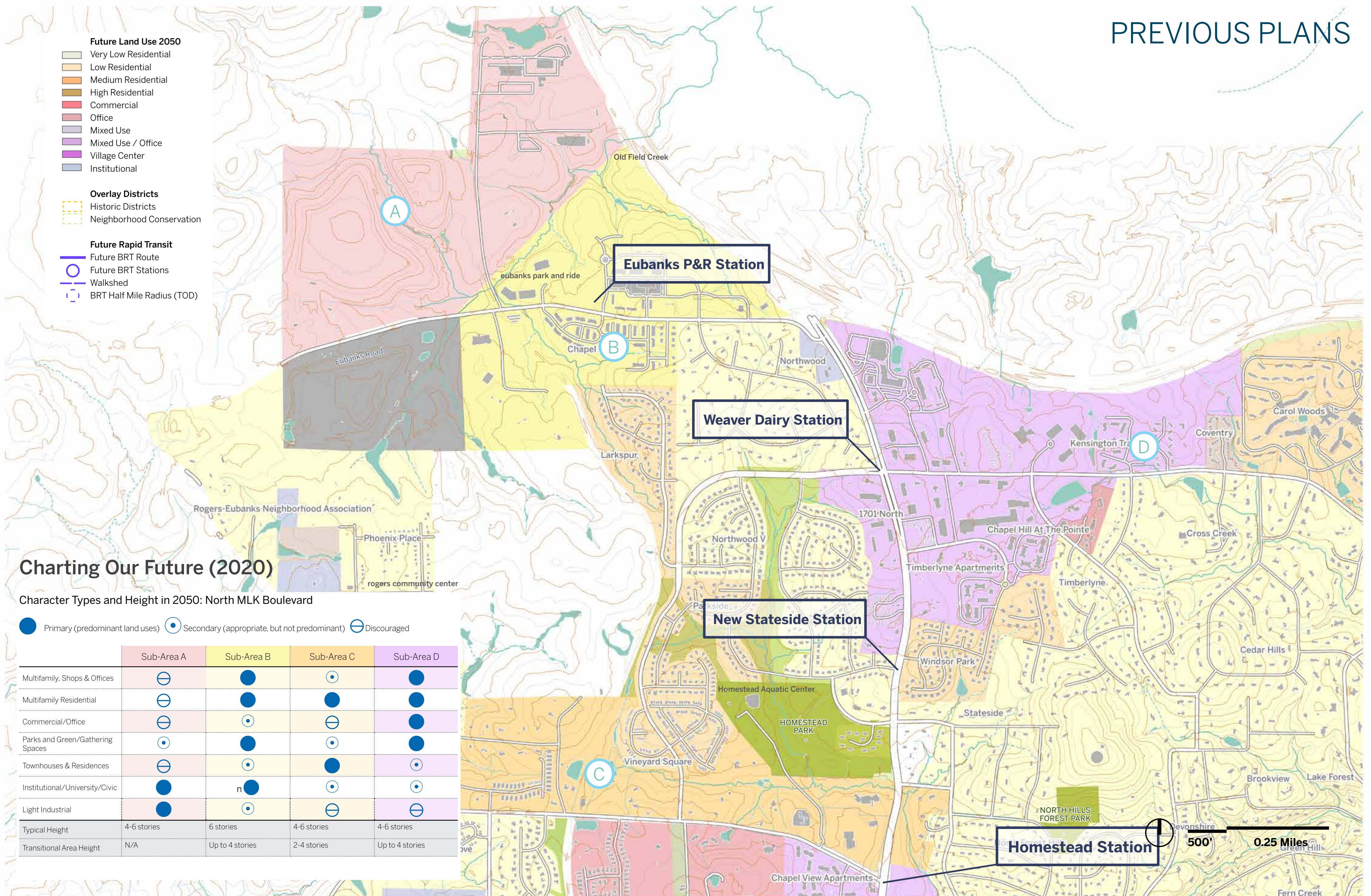


Surface parking or underground parking



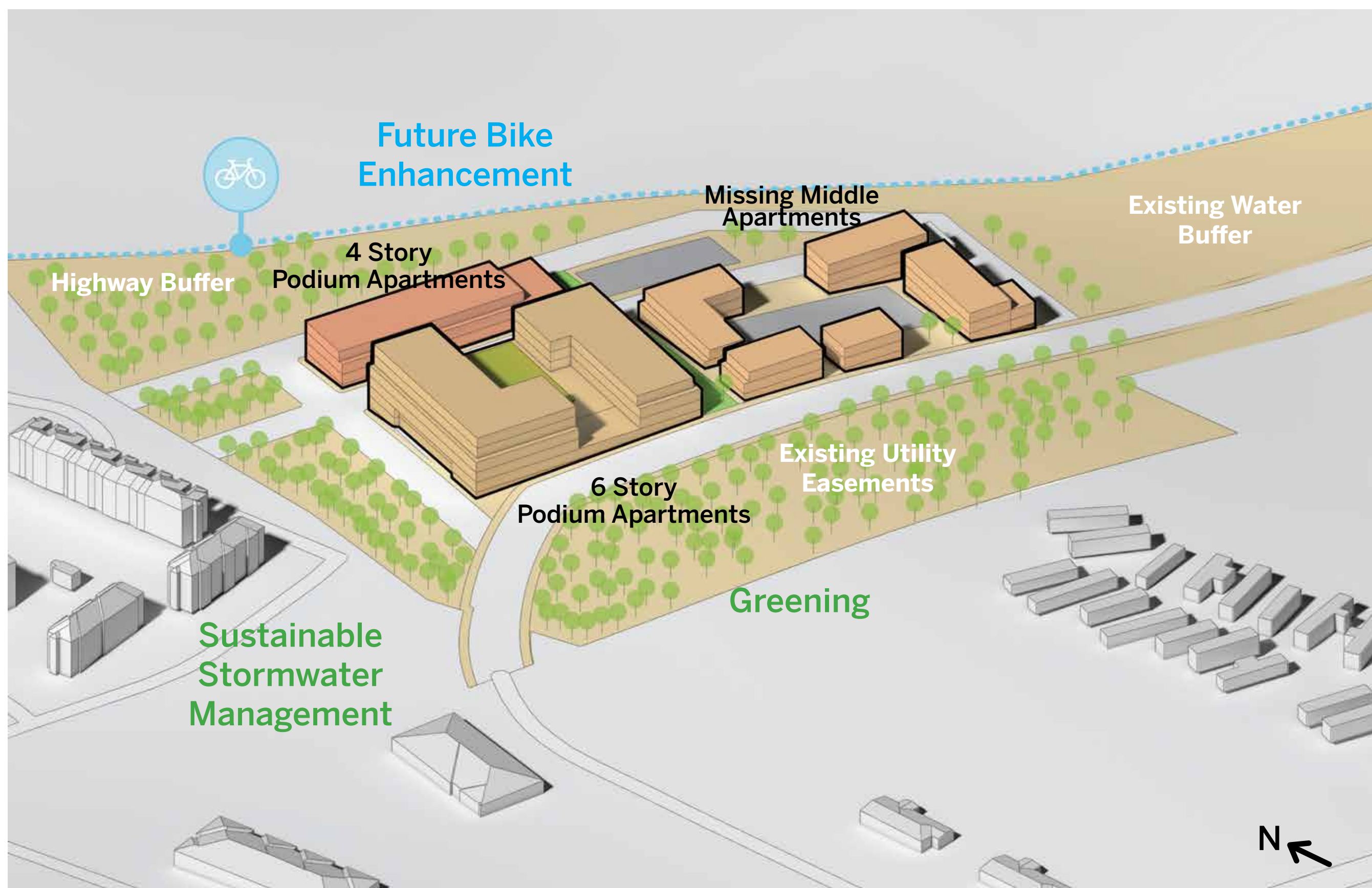
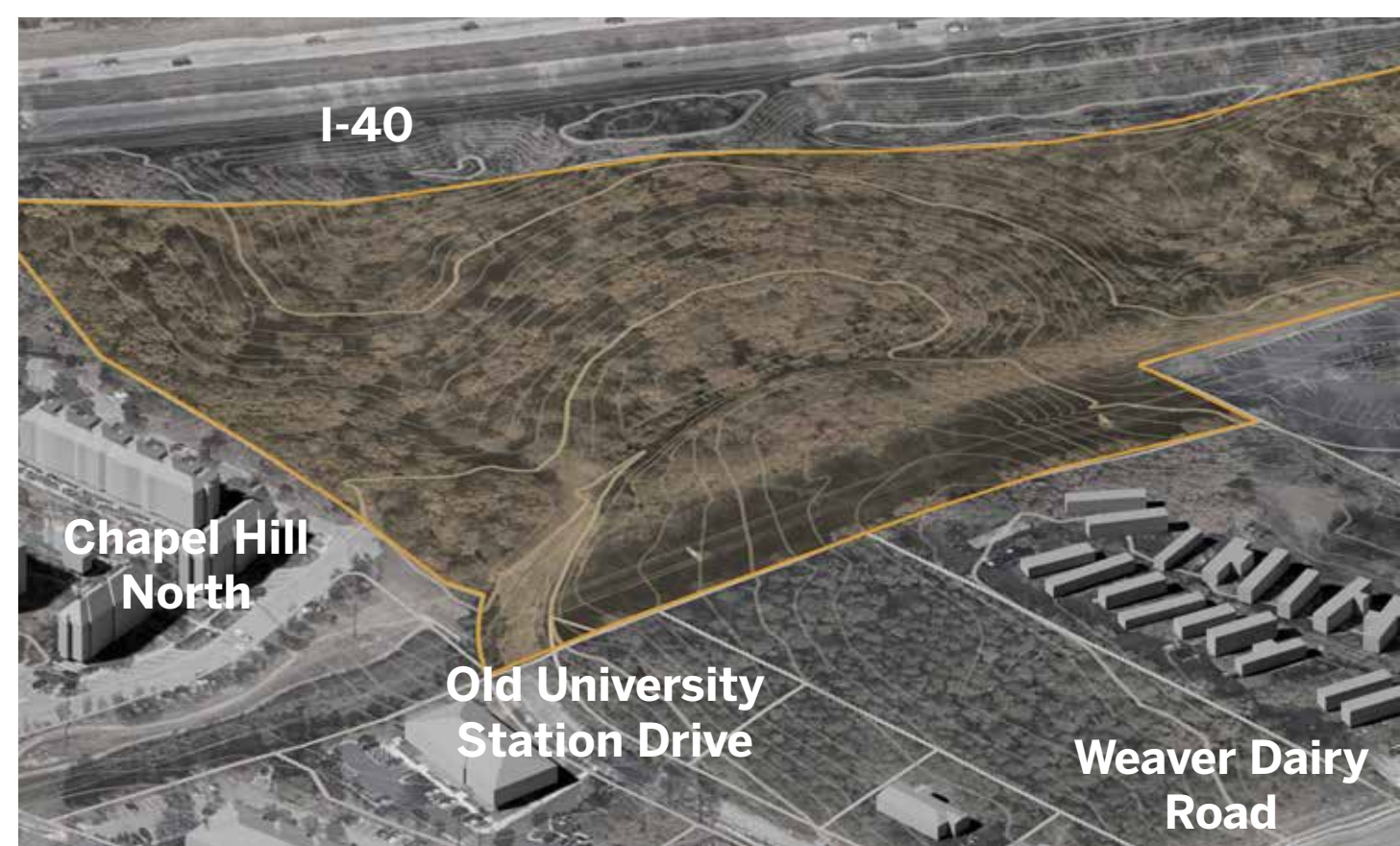
NORTH MLK: GATEWAY CORRIDOR, MIXED USE NODES

PREVIOUS PLANS



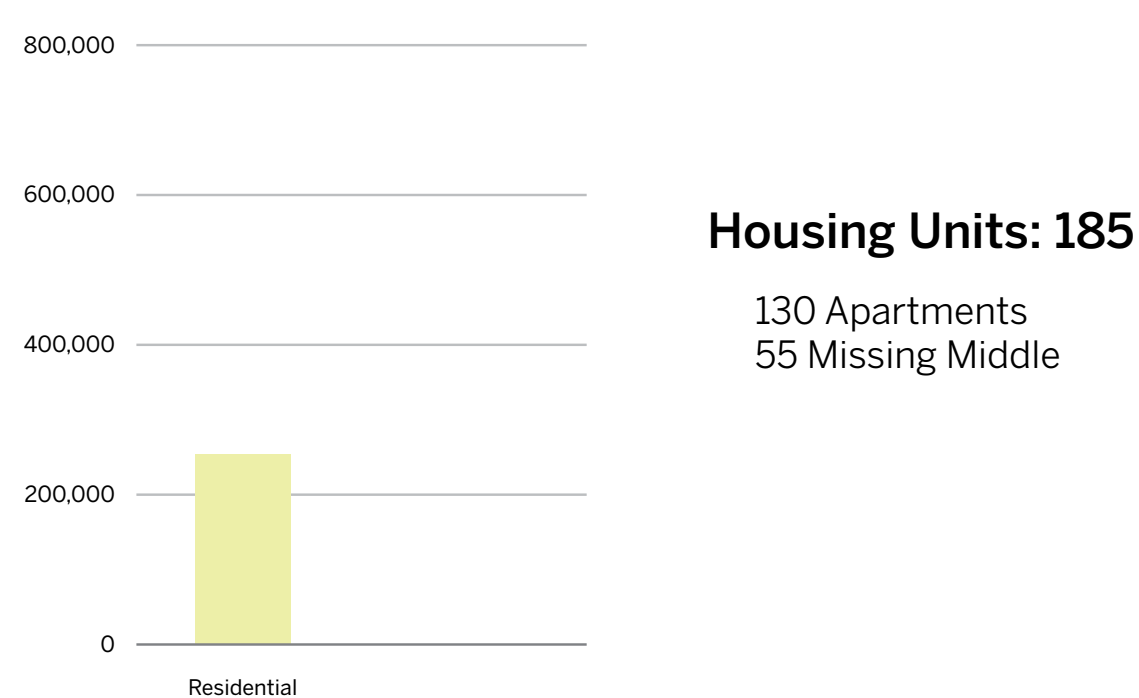
A NEW INFILL RESIDENTIAL NEIGHBORHOOD

I-40 West



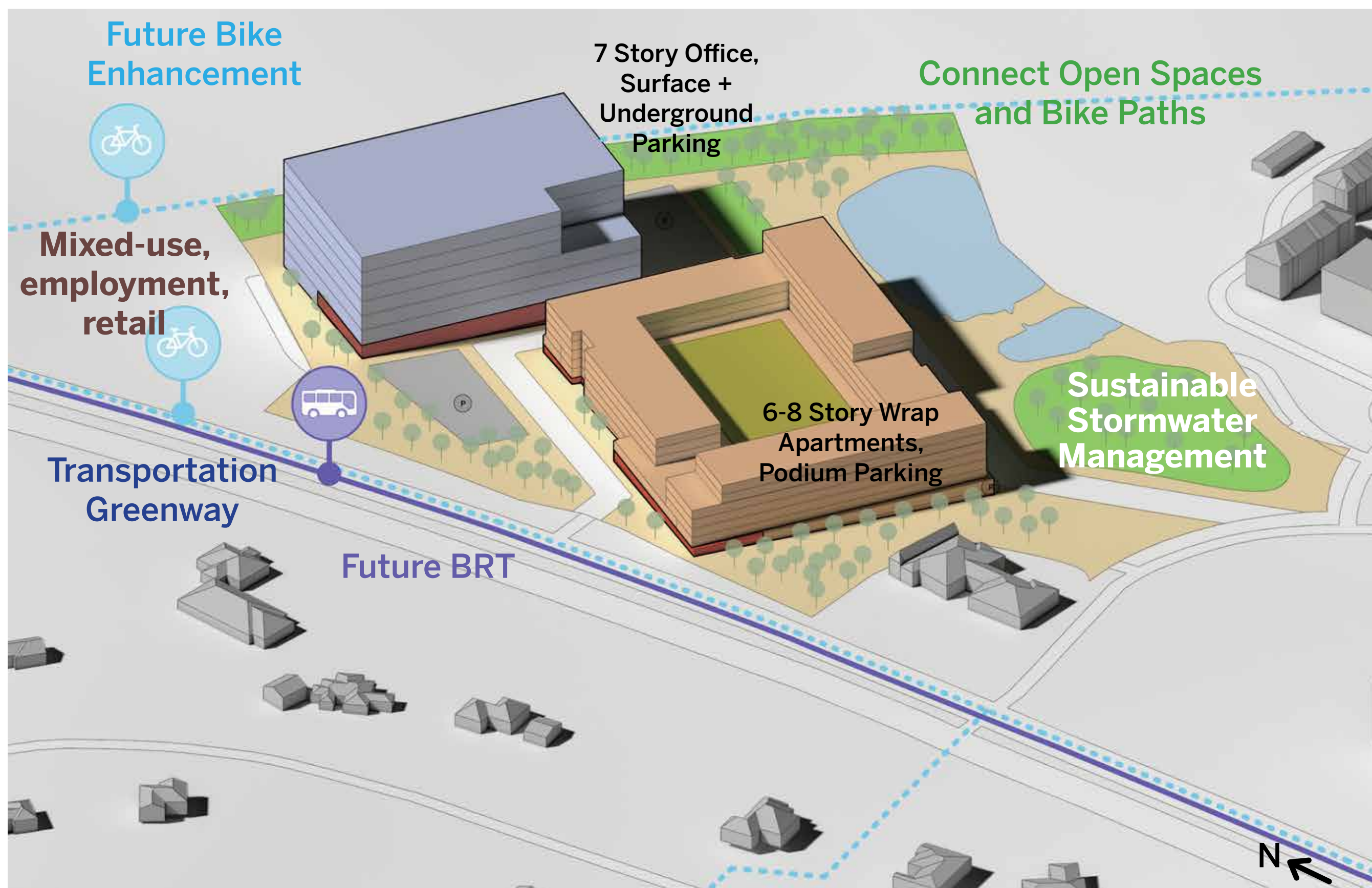
- Future Weaver Dairy BRT Station
- East-West Links
- Future bike / greenway connections
- Existing local services
- Site Factors: Topography, trees, and water

POTENTIAL USES



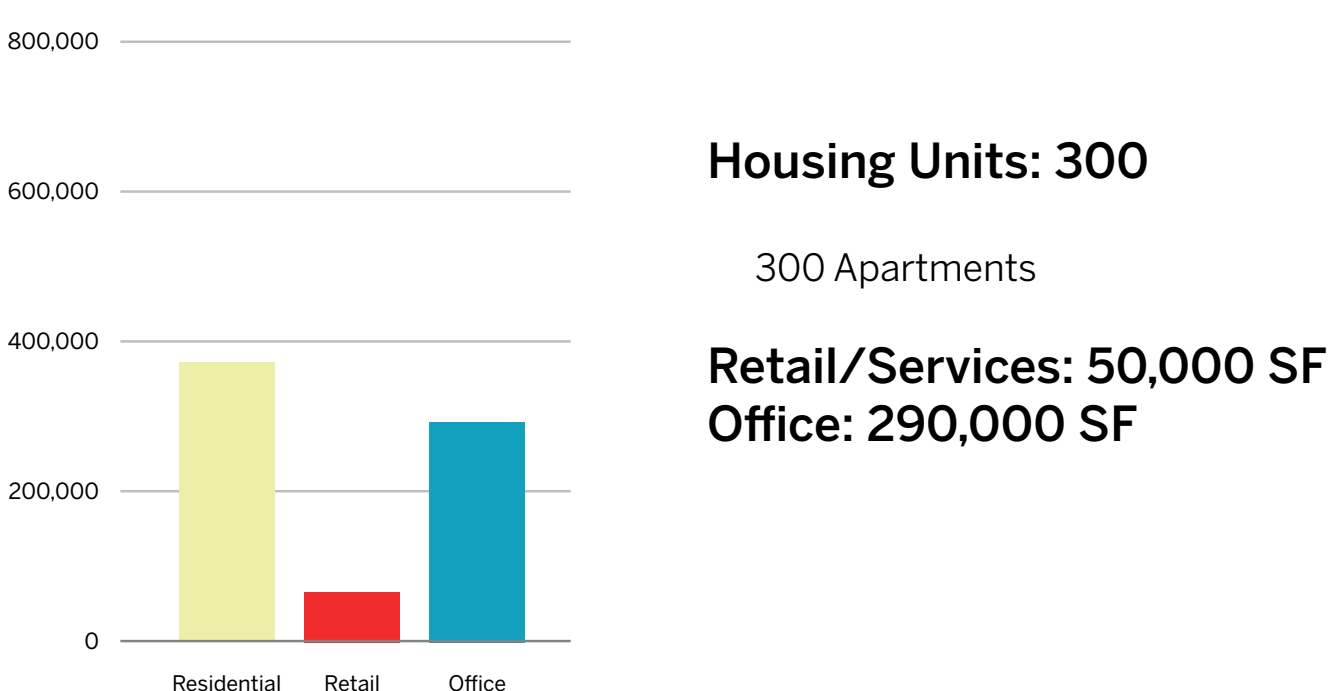
A GATEWAY DESTINATION

Chapel Hill North



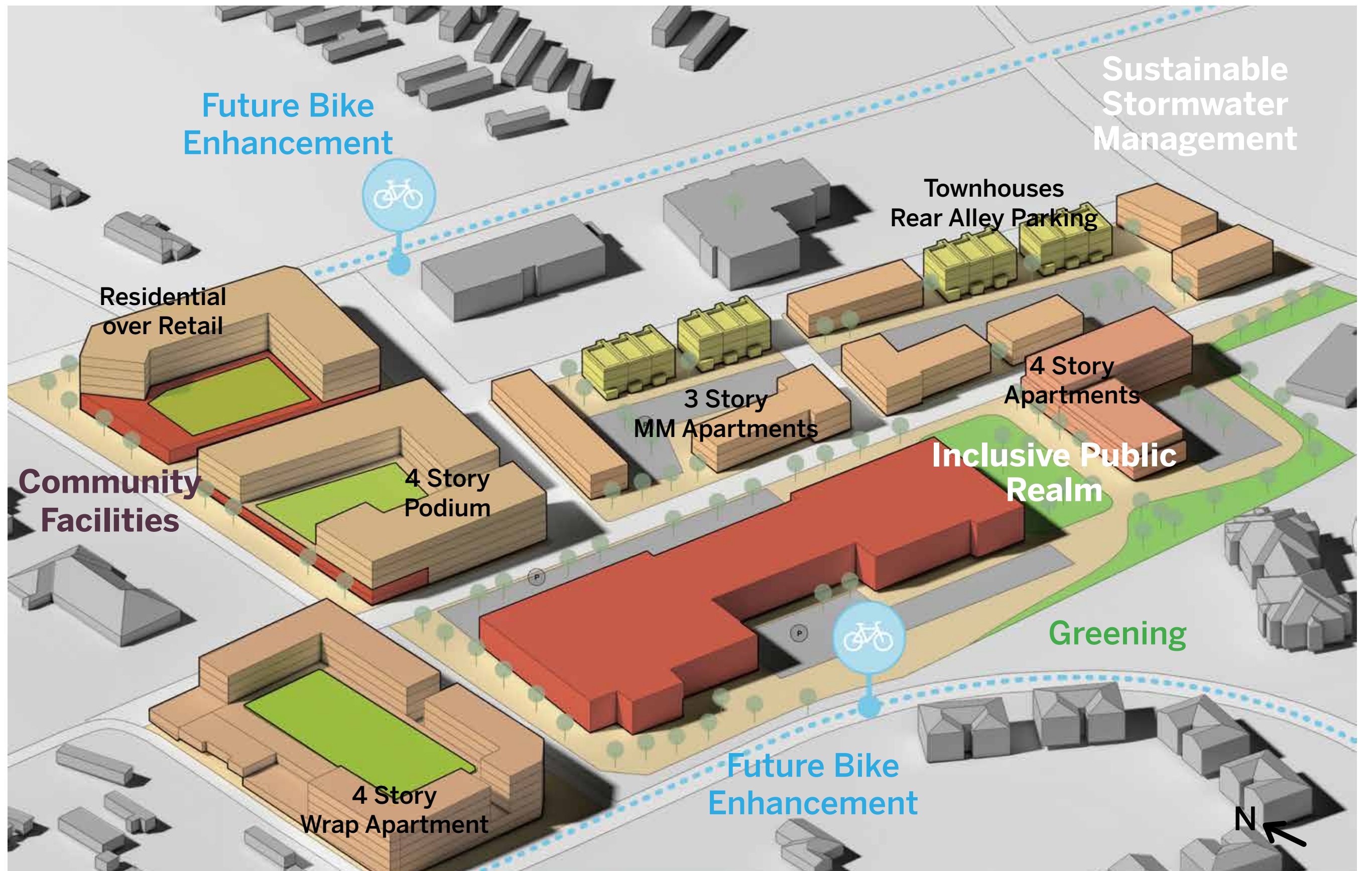
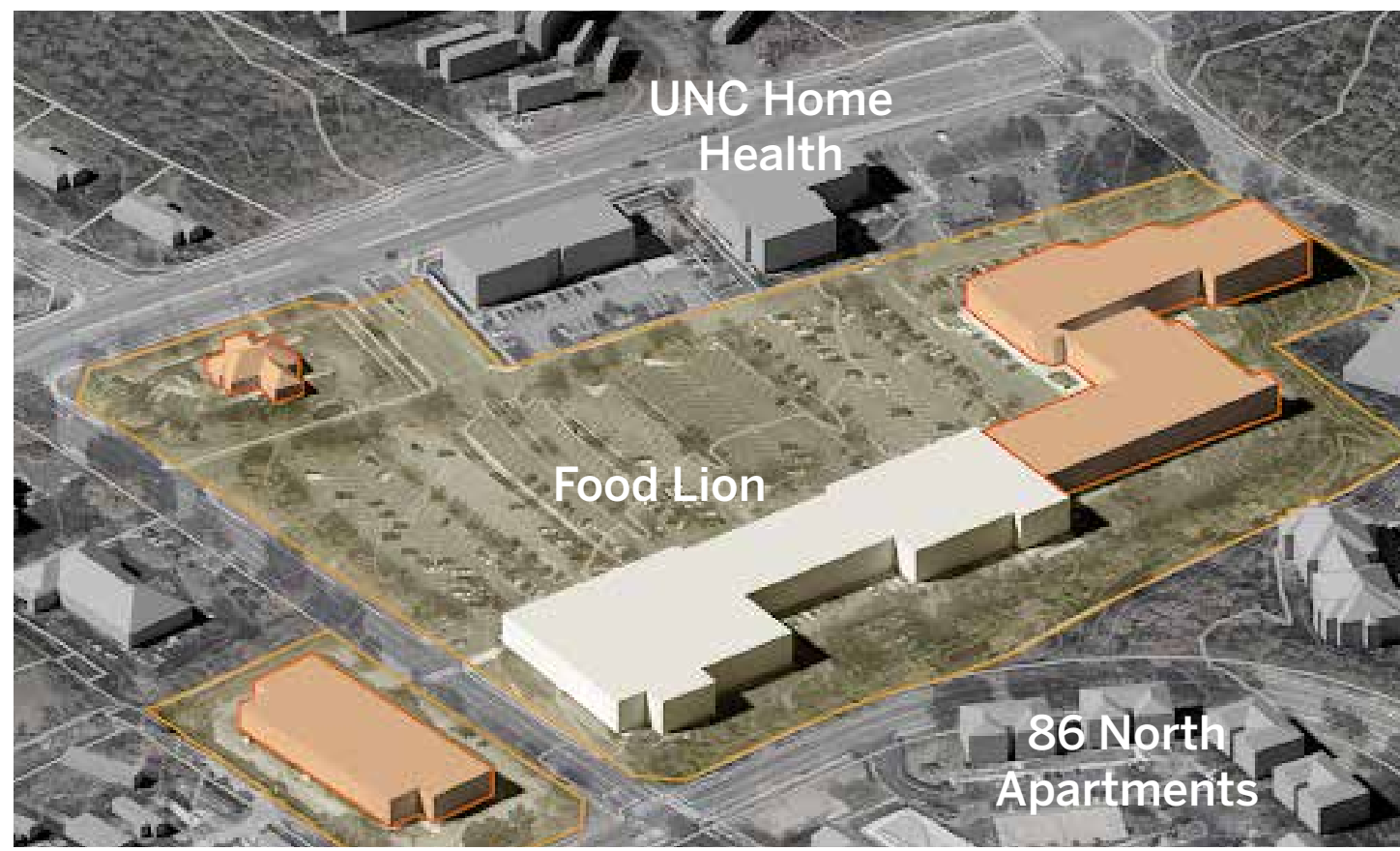
- Gateway location
- Future Weaver Dairy BRT station
- Established destination
- Future bike / greenway connections
- Site factors: Existing uses, stormwater feature

USES



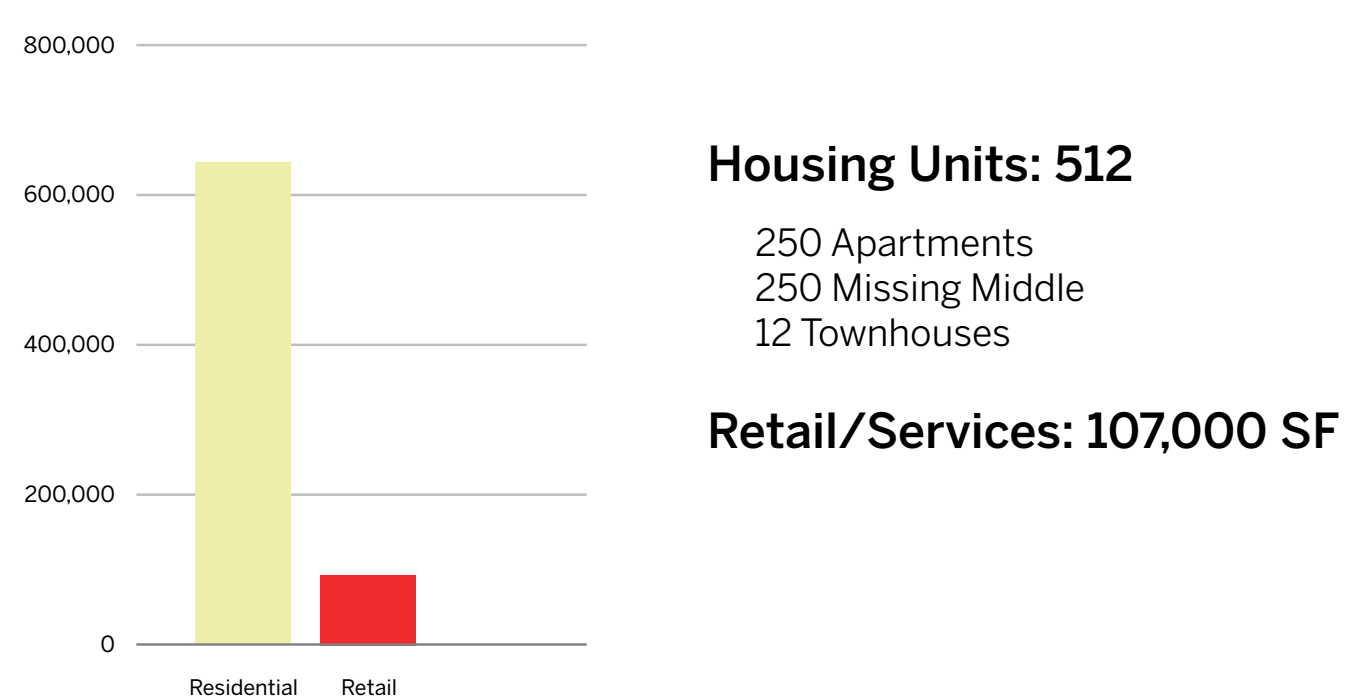
A SUSTAINABLE MIXED USE COMMUNITY

Timberlyne Mall



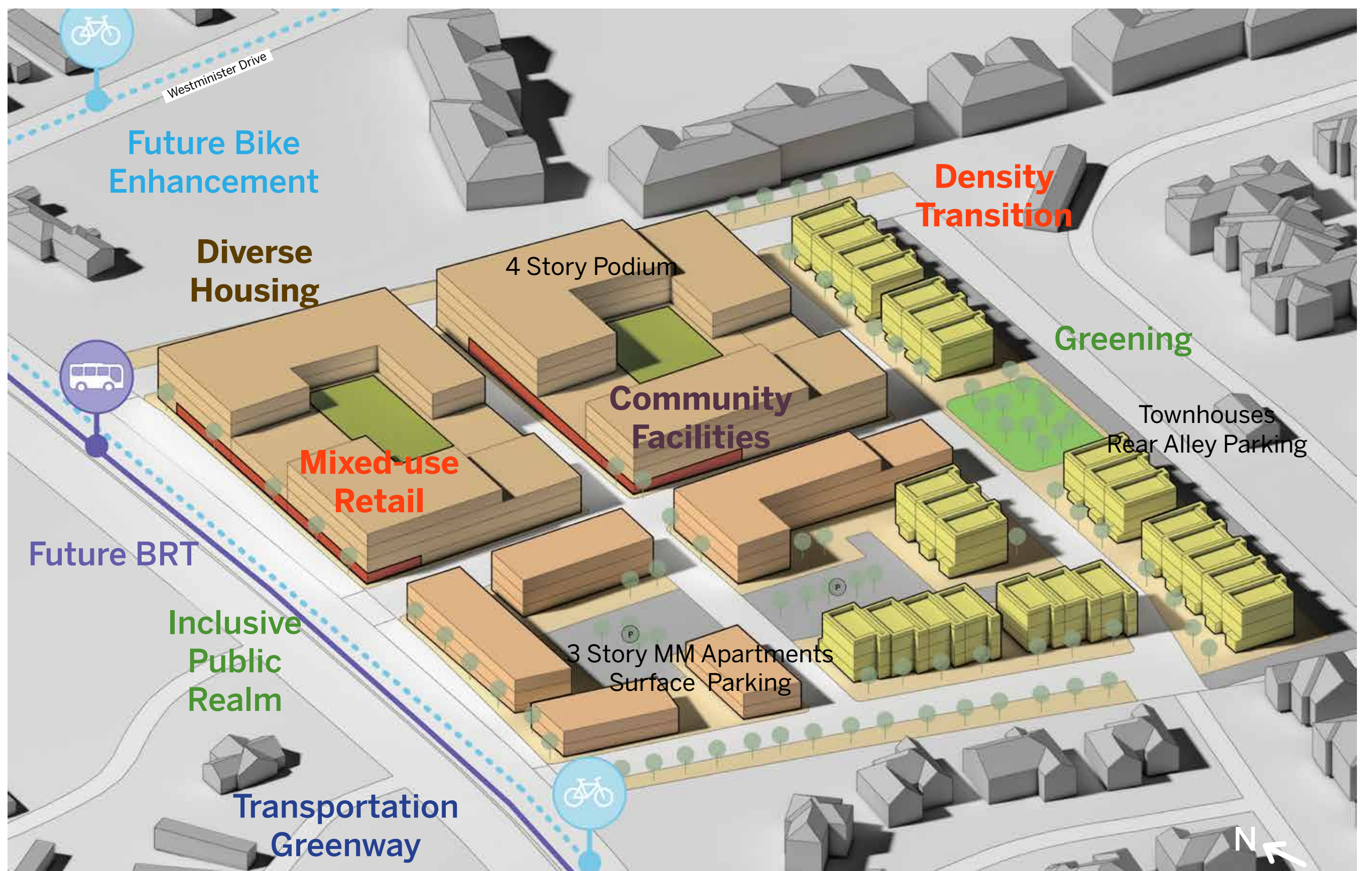
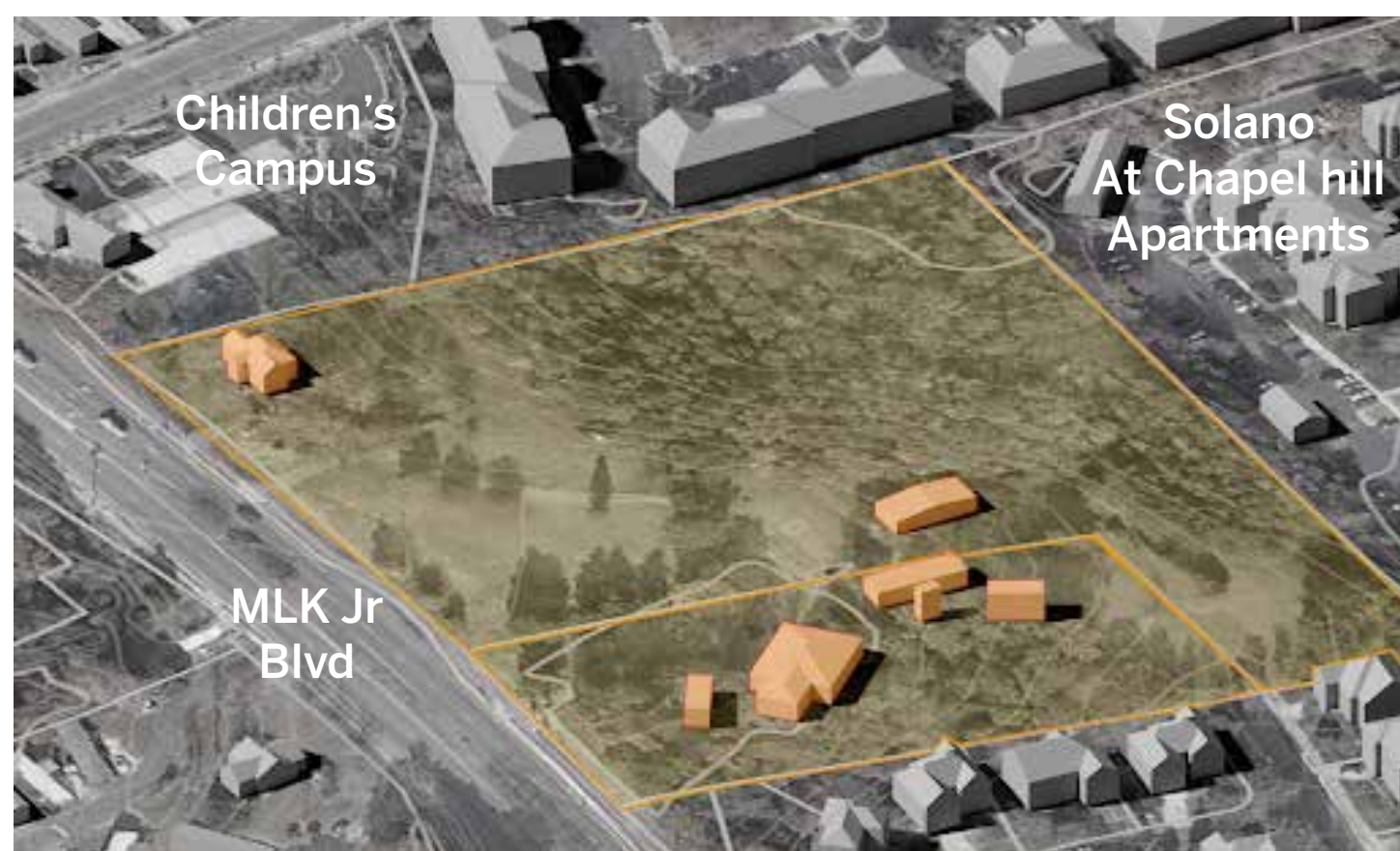
- Future Weaver Dairy BRT Station
- East-West Links
- Future bike / greenway connections
- Existing surface parking area
- Future retail consolidation
- Site factors: existing uses, neighbors stormwater, and topo considerations

USES



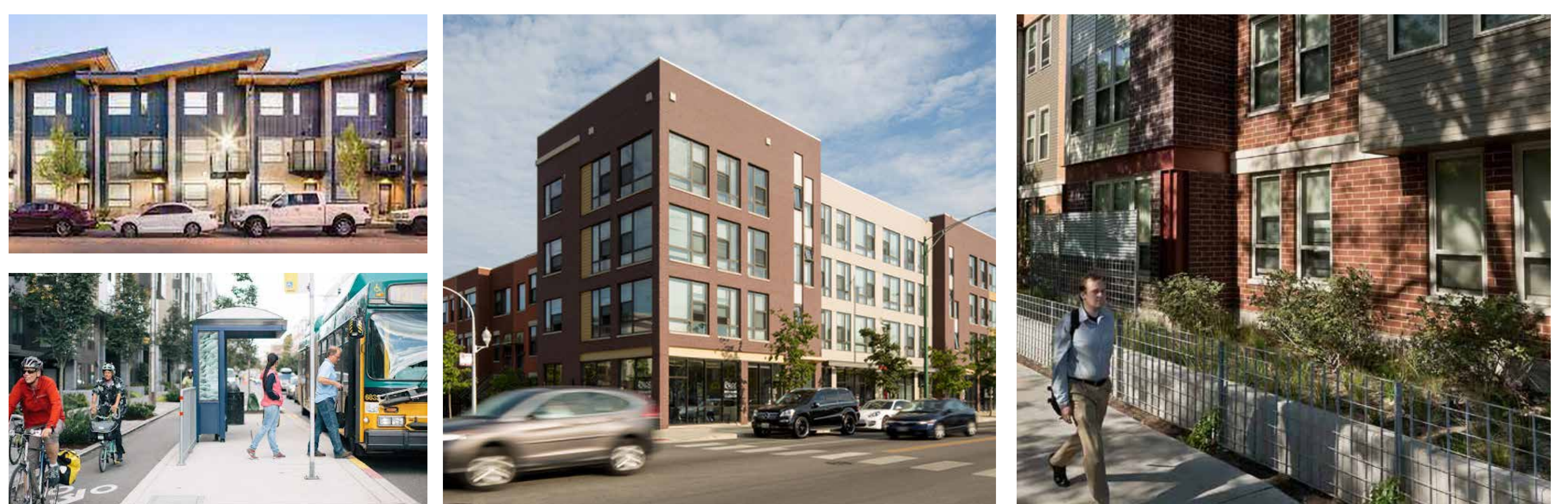
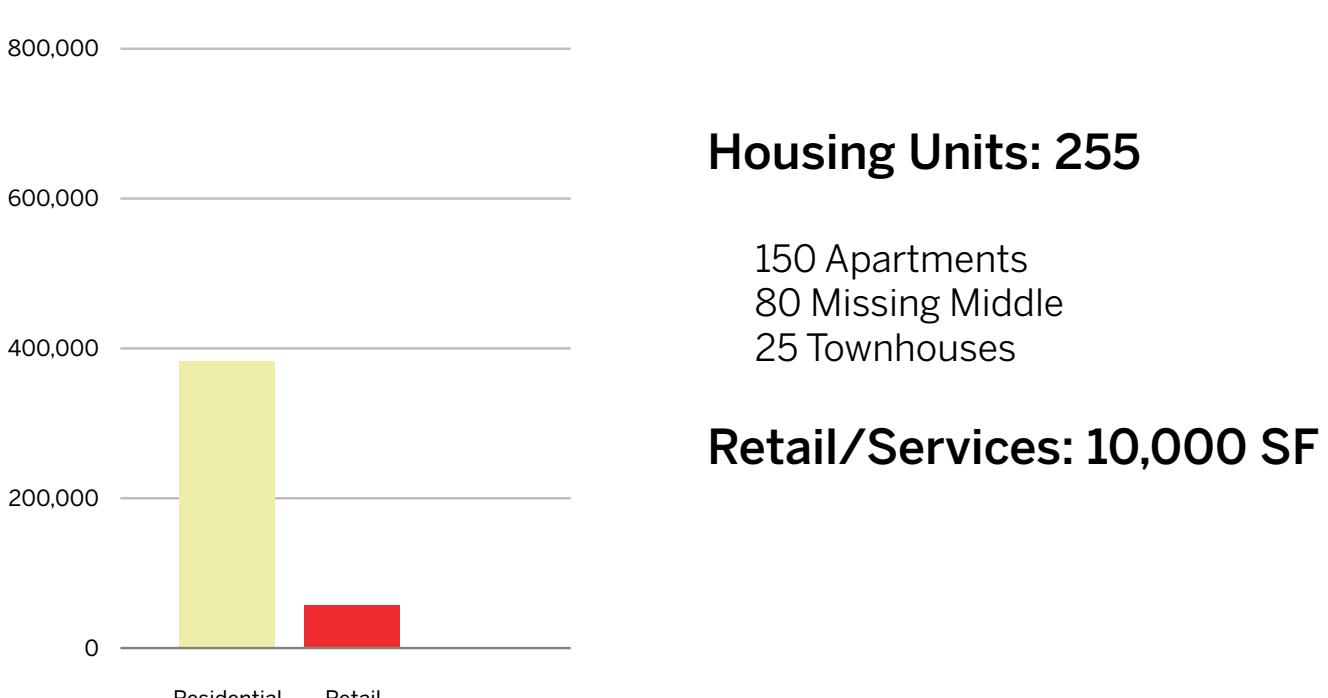
A TRANSIT ORIENTED HUB

MLK and Westminster Drive



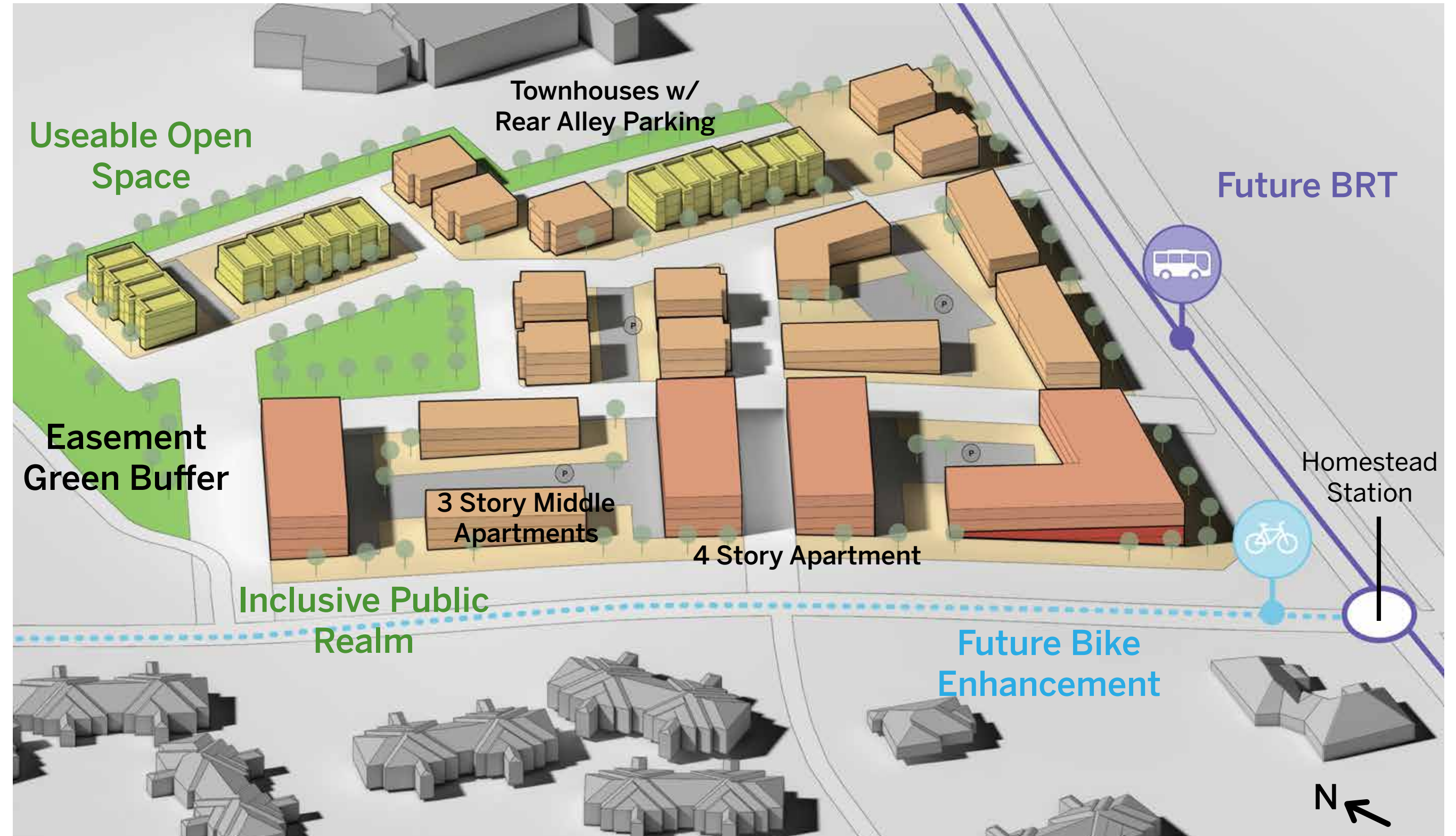
- Future Weaver Dairy BRT station
- Future New Stateside BRT Station
- High visibility on MLK
- Future bike / greenway connections
- Site factors: Existing homes and owners aspirations

POTENTIAL USES



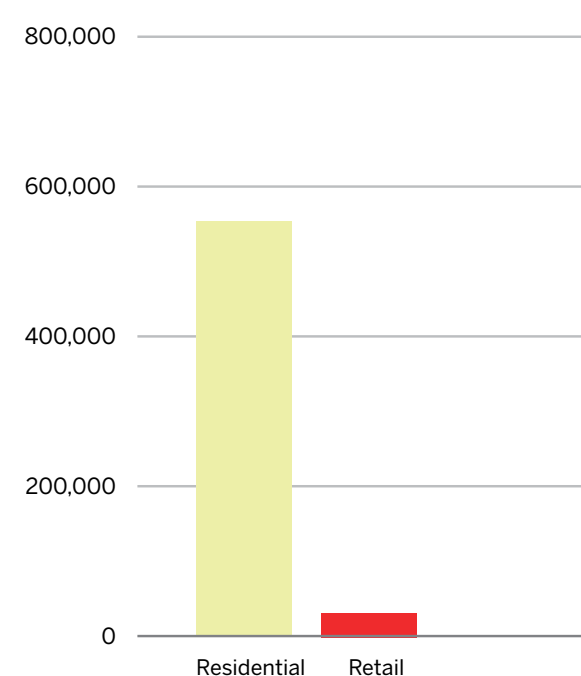
A TOD NEIGHBORHOOD

Homestead Drive



- Homestead BRT station
- Existing local hub
- Future bike/greenway connections
- Site Factors: Existing community services

USES



Housing Units: 270

155 Apartments
100 Missing Middle
15 Townhouses

Retail/Services: 16,000SF

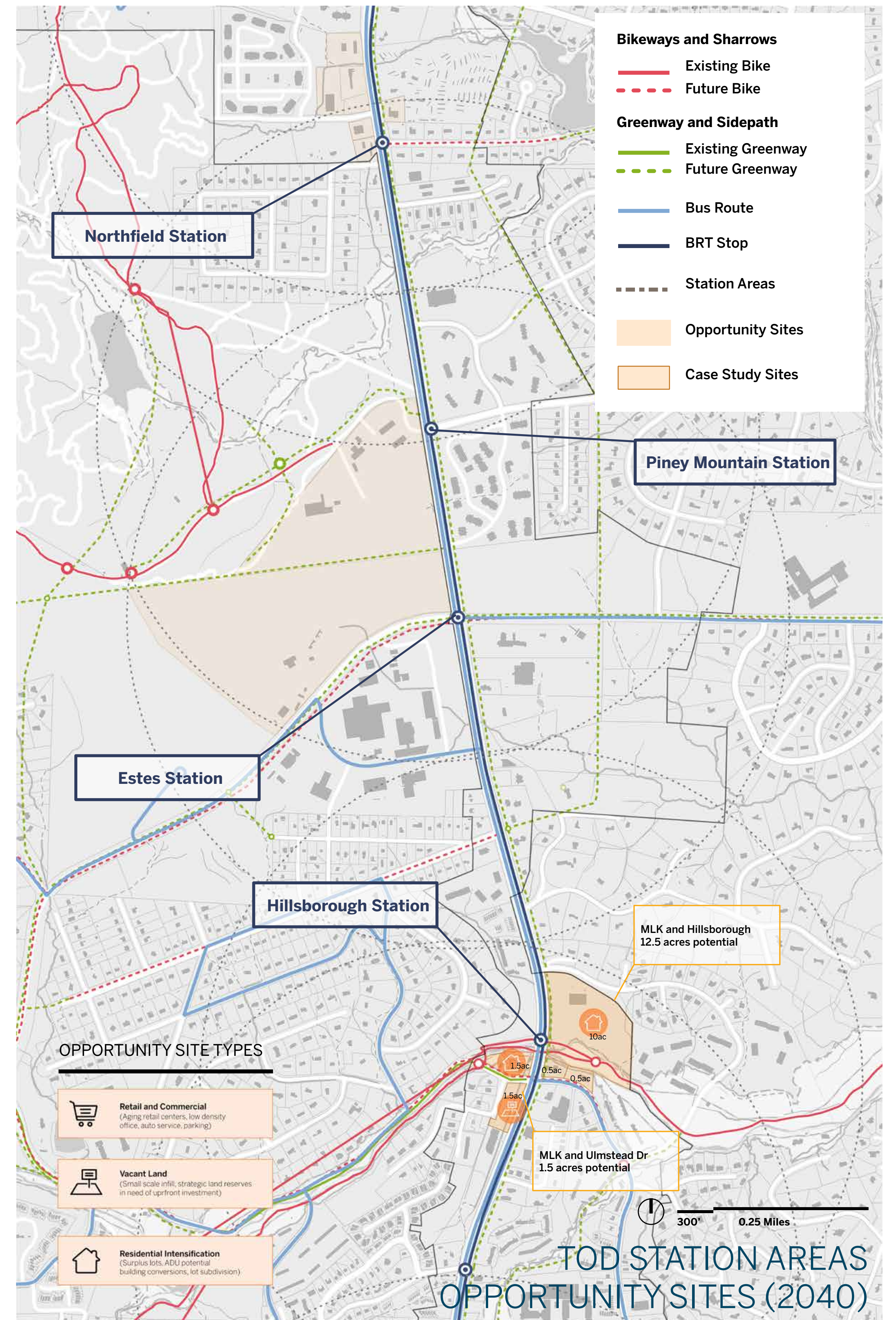
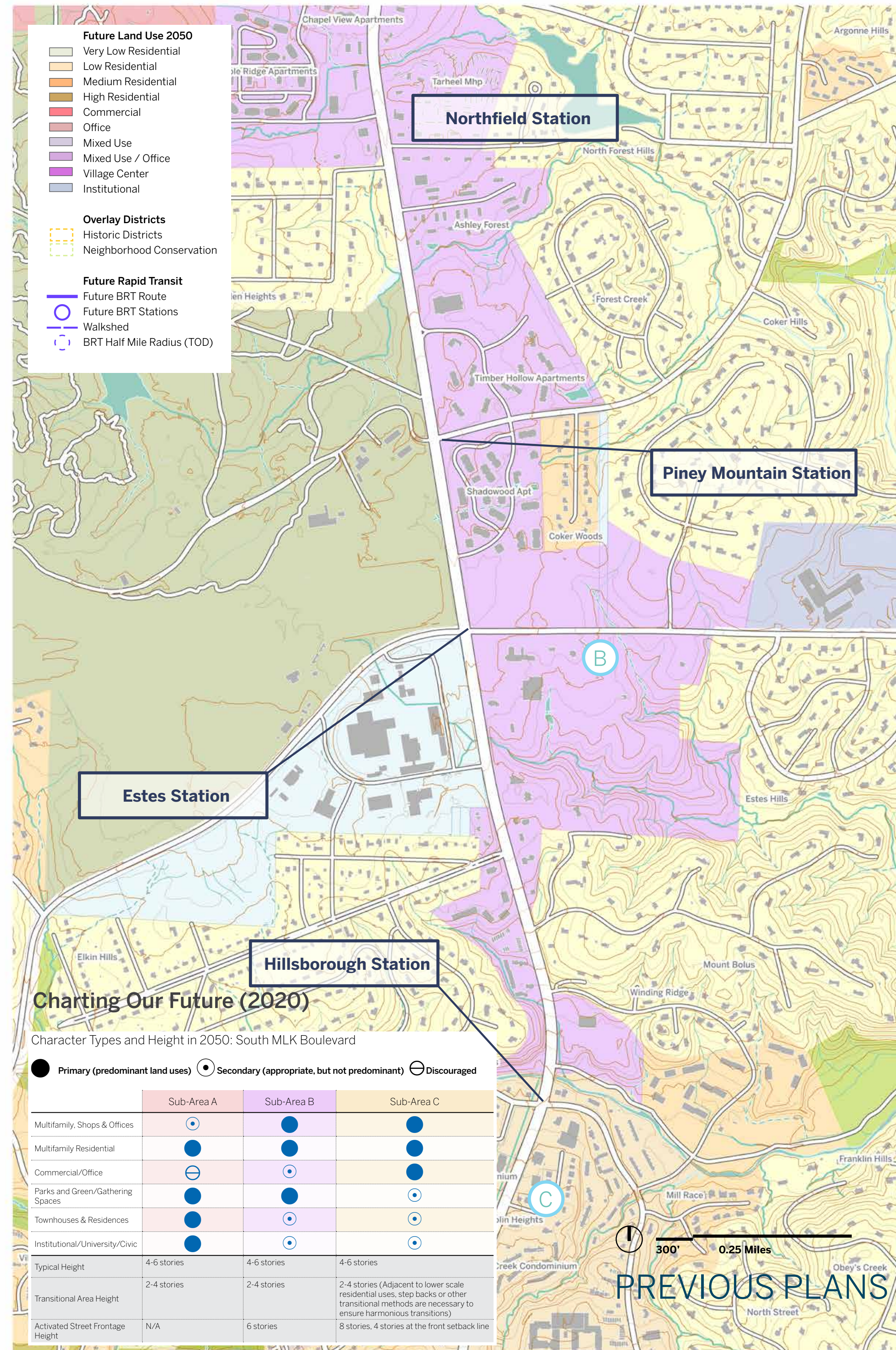


SHAPING OUR FUTURE

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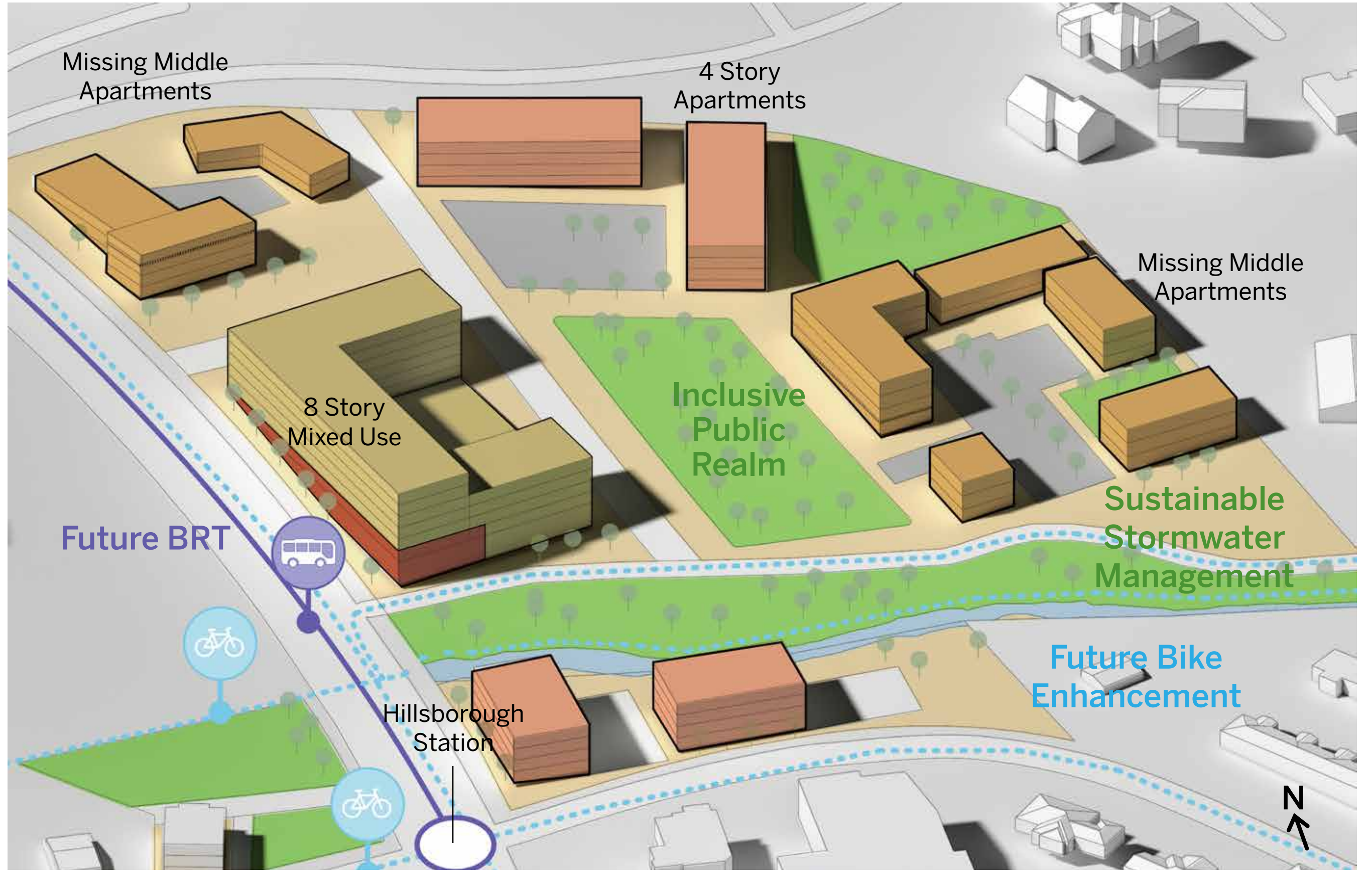


SOUTH MLK: GATEWAY CORRIDOR, TRANSIT FOCUSED DEVELOPMENT, HOUSING MIX



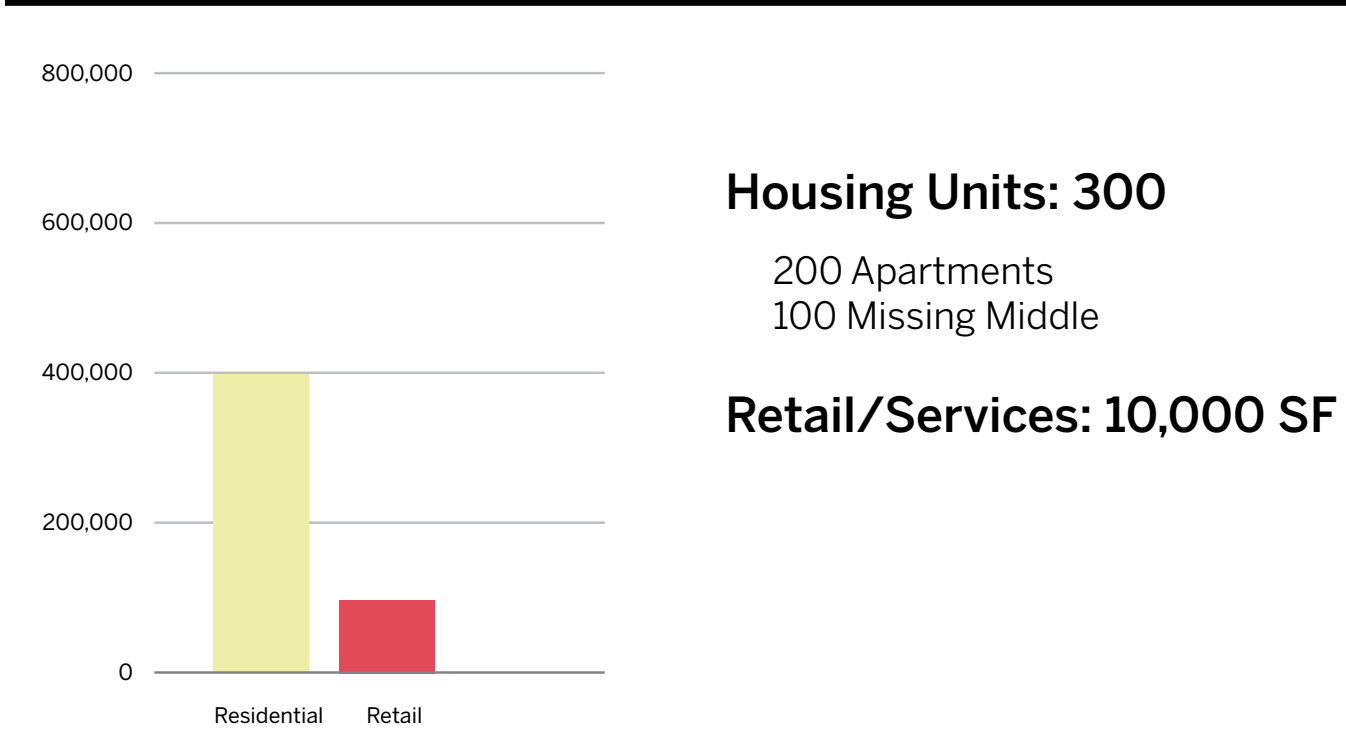
A TRANSIT ORIENTED HUB

MLK and Hillsborough



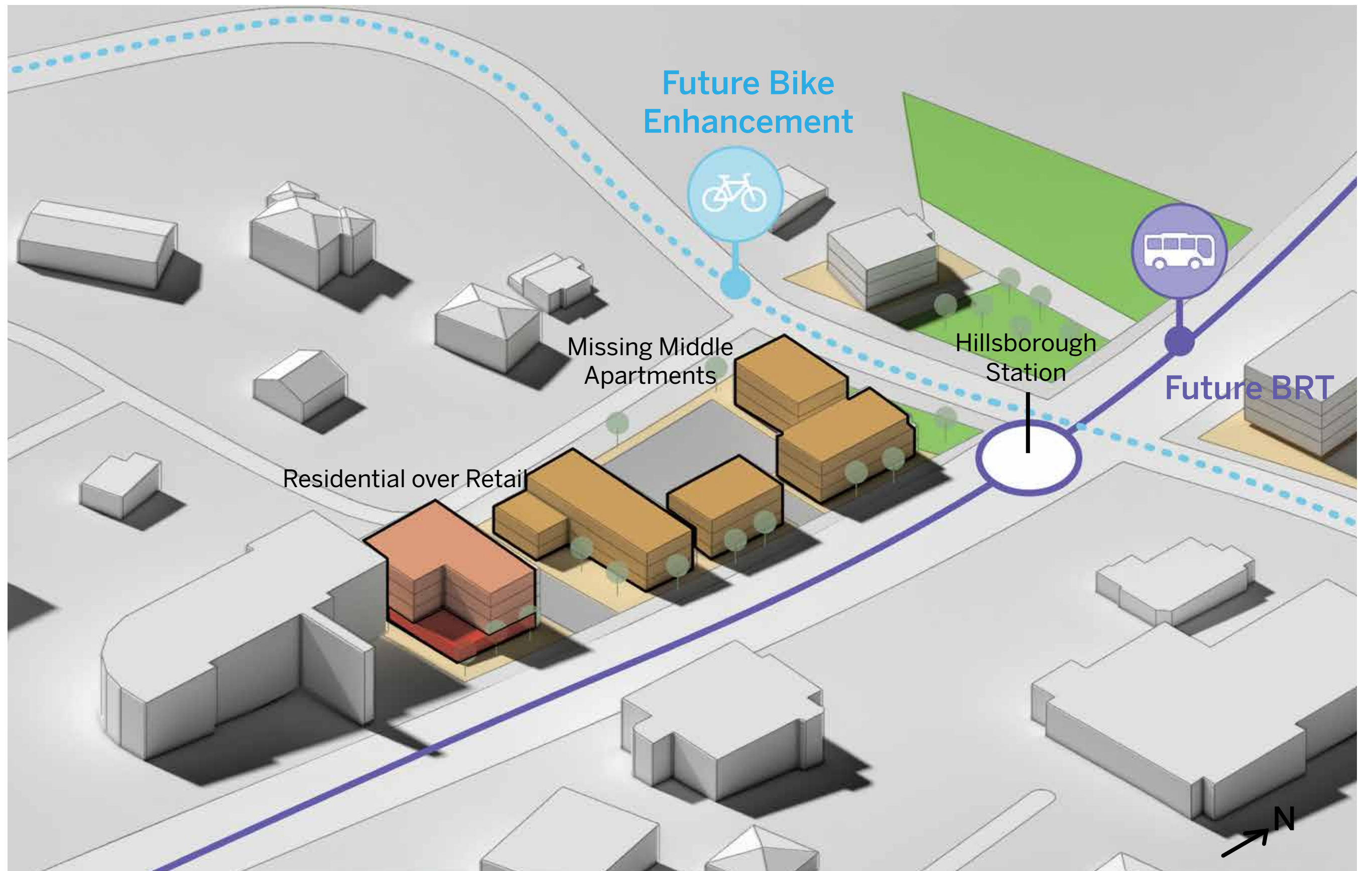
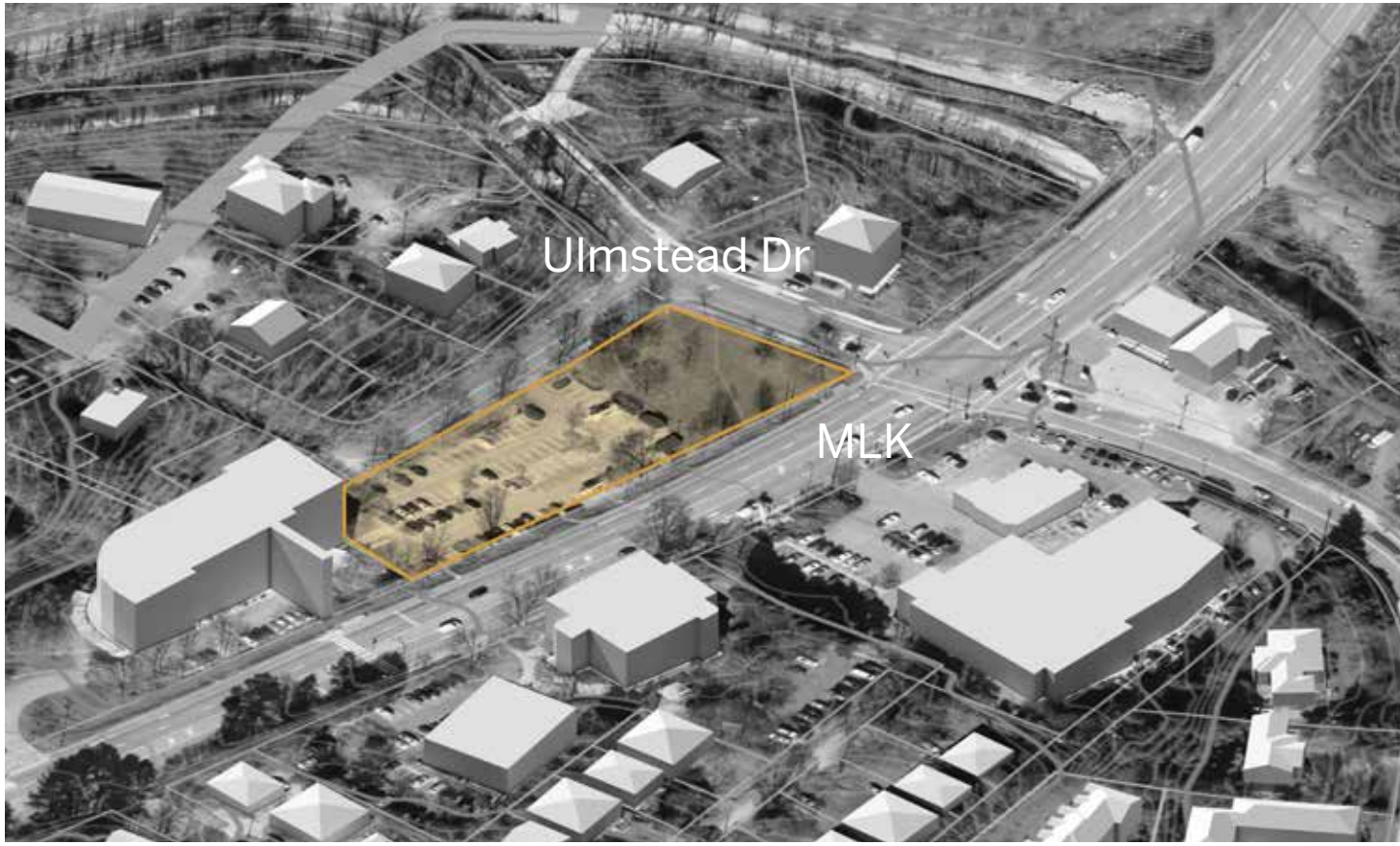
- Future Hillsborough Station
- East-West Links
- Future bike / greenway connections
- Existing Greenway
- Site factors: Water, Topography

POTENTIAL USE



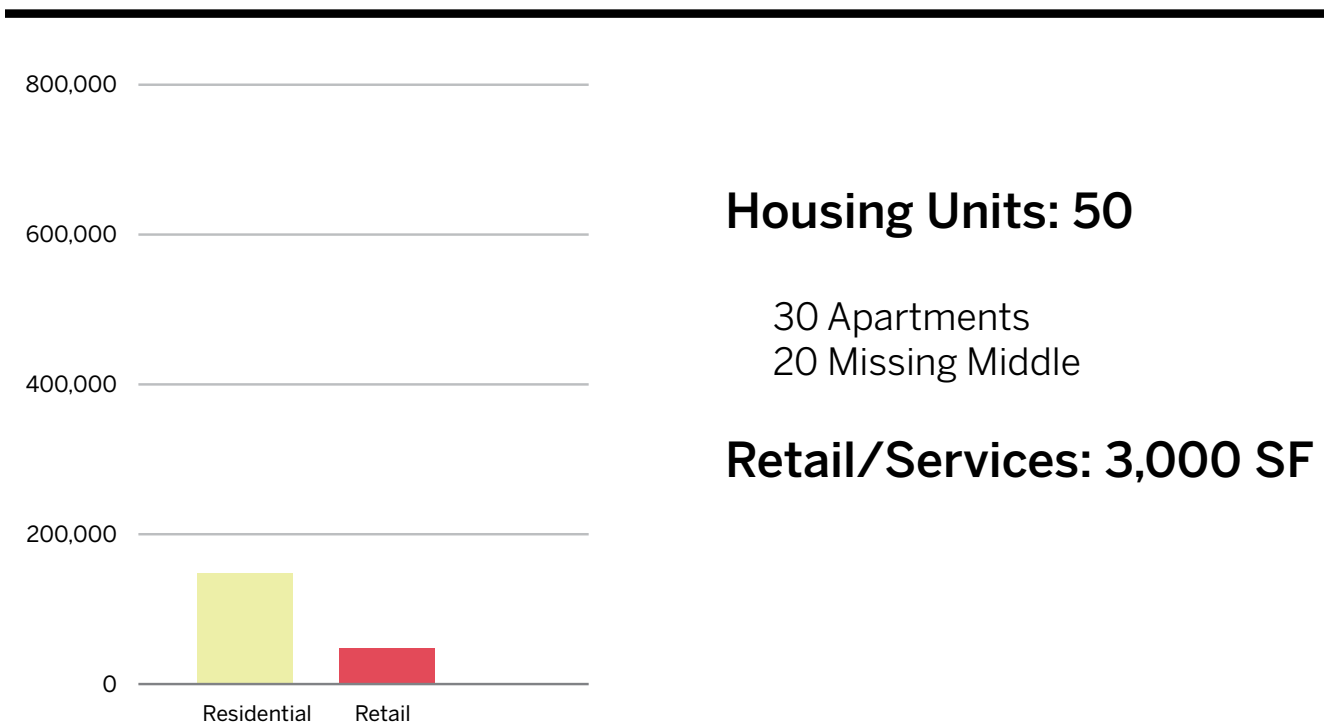
CORRIDOR HOUSING

MLK and Ulmstead Dr

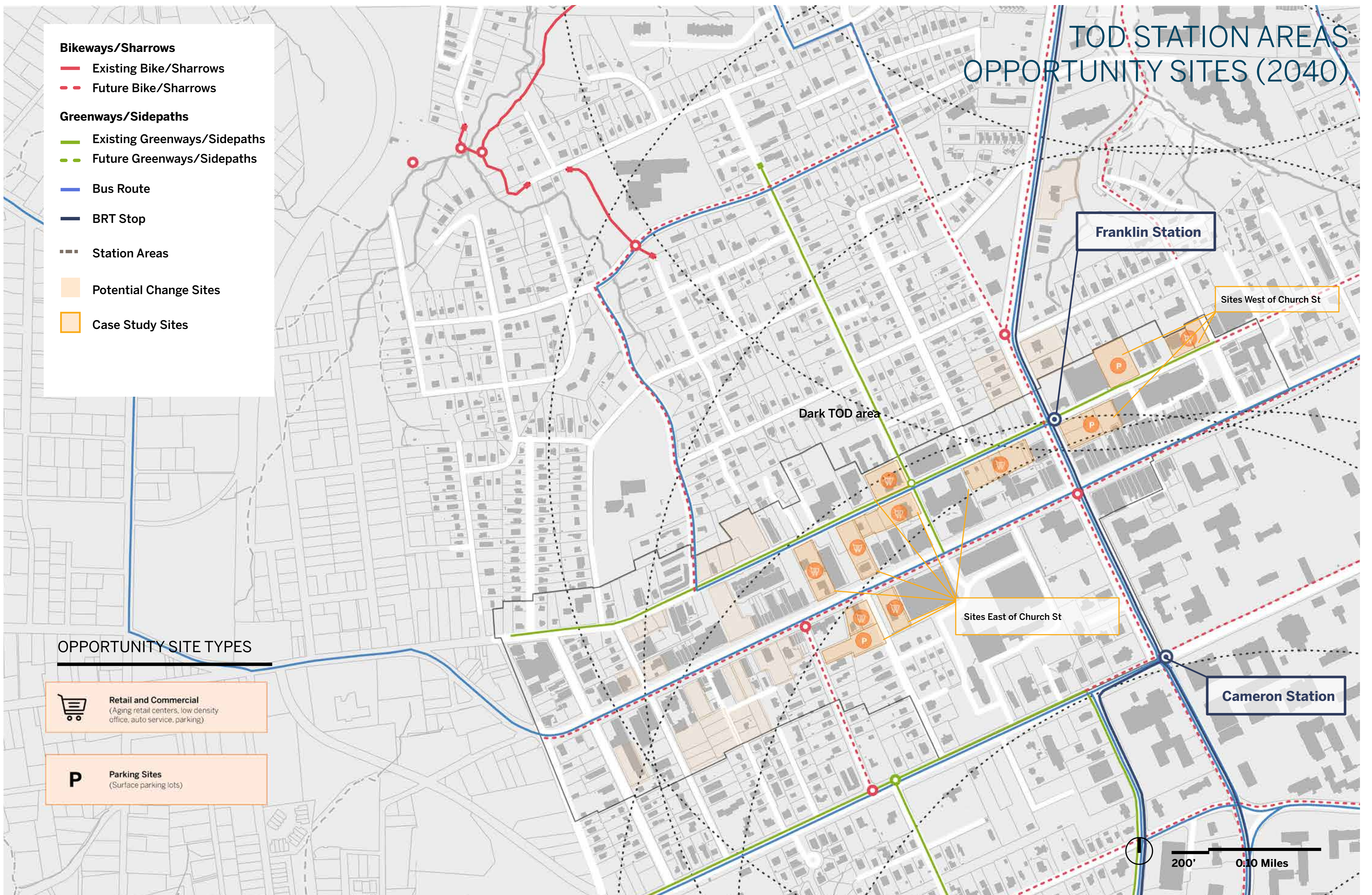
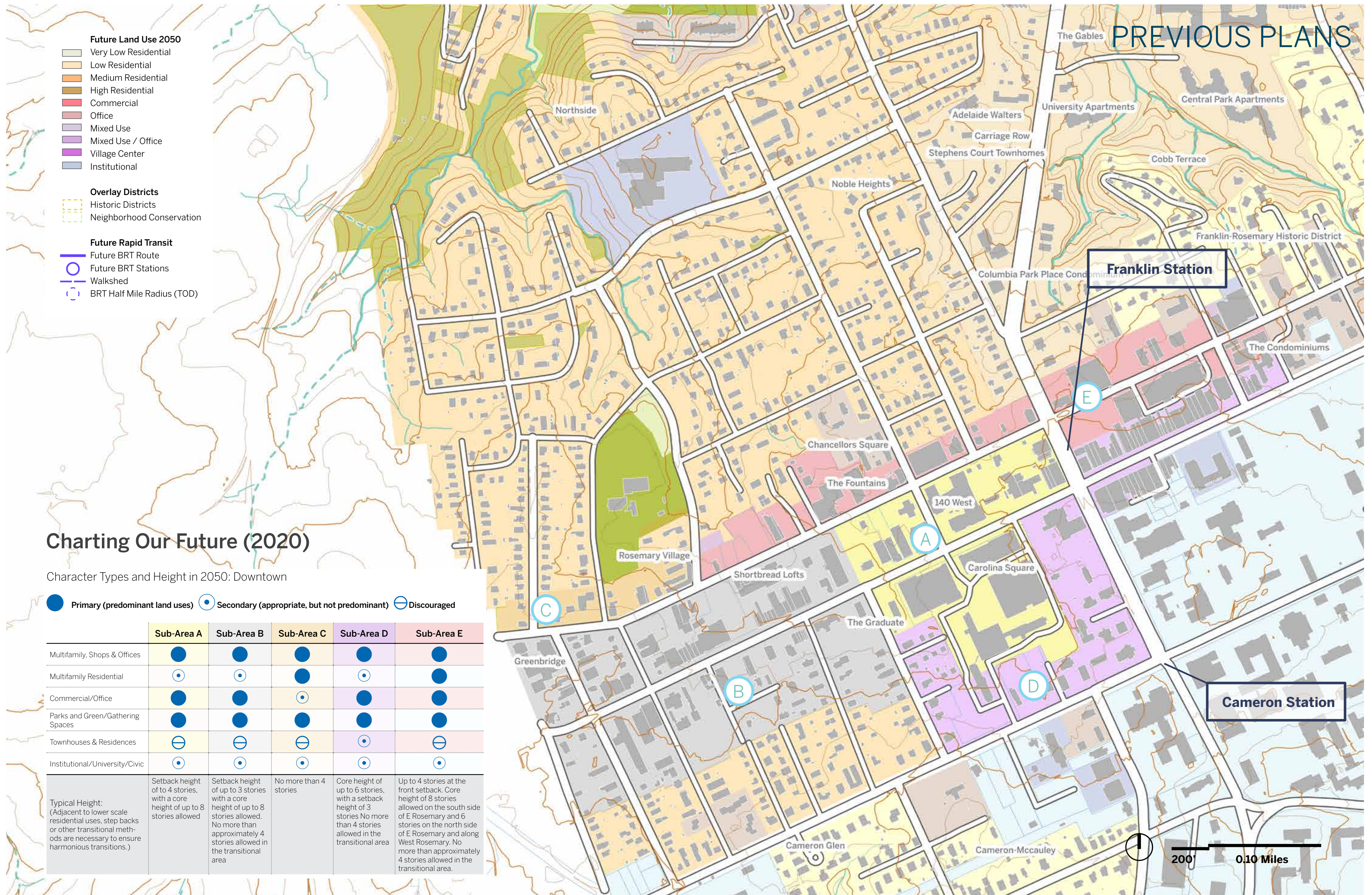


- Gateway location
- Future Hillsborough BRT station
- Corridor housing
- Future bike / greenway connections

POTENTIAL USE

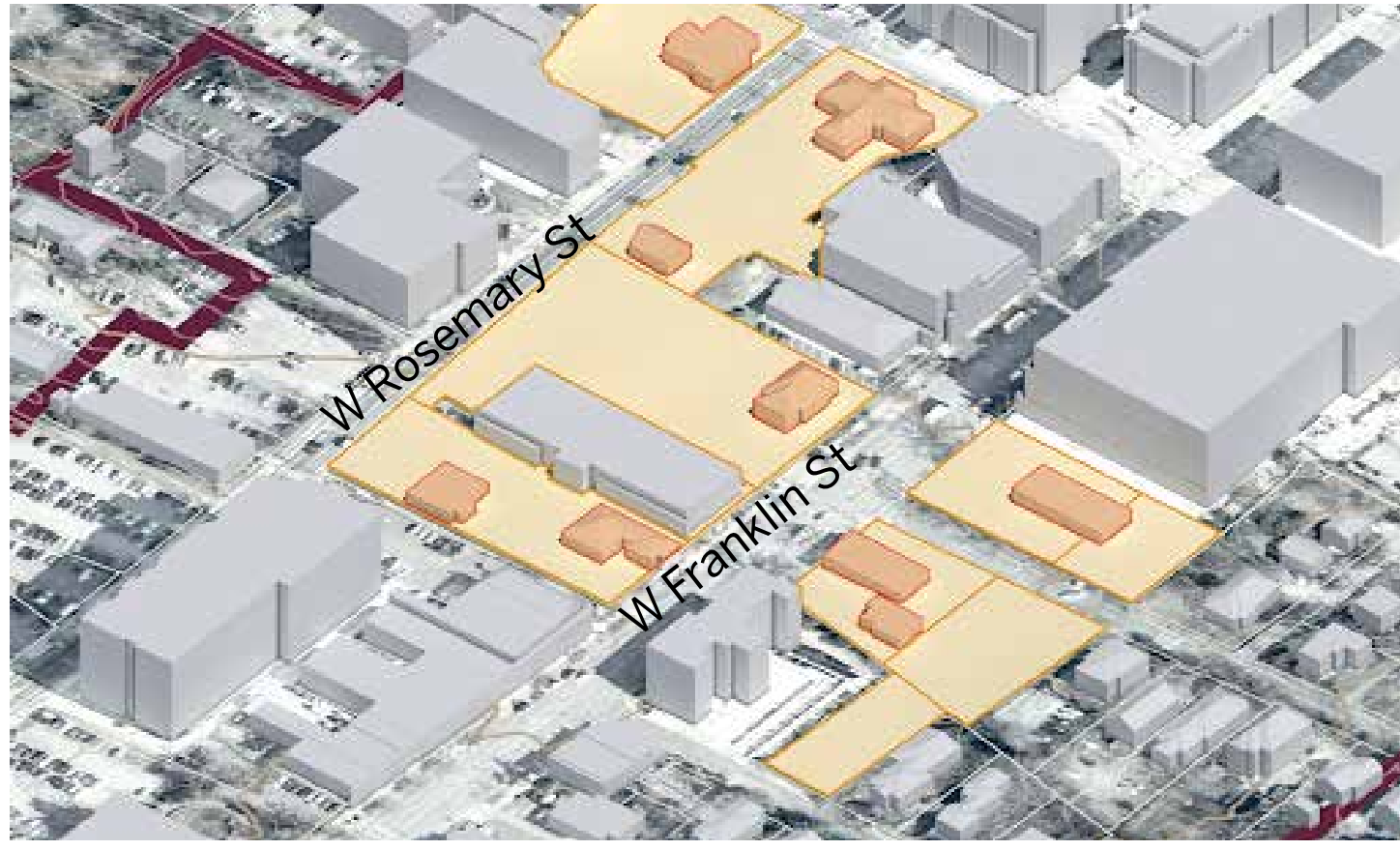


DOWNTOWN: ENHANCING THE HEART OF CHAPEL HILL



A DYNAMIC DOWNTOWN DISTRICT

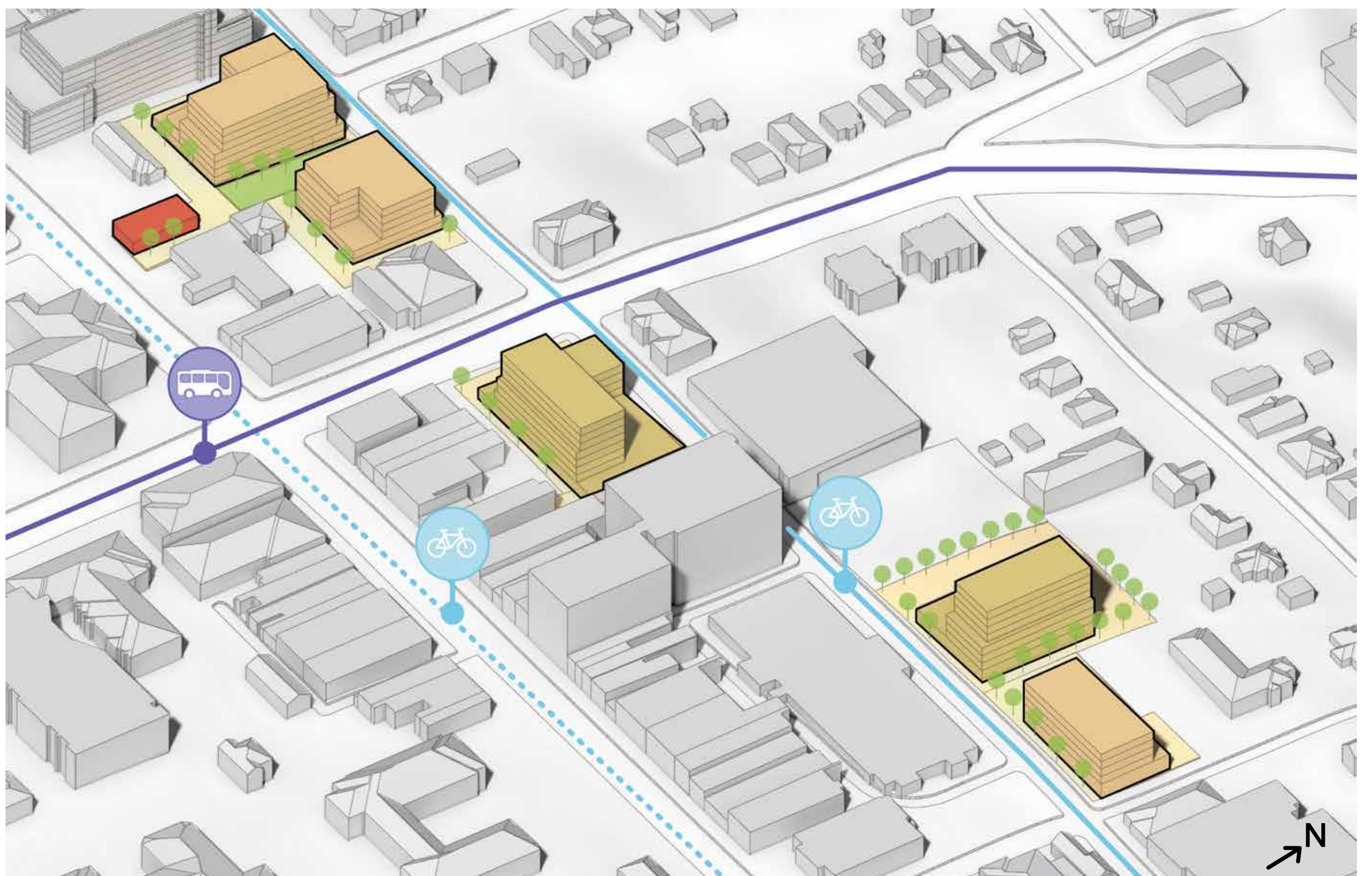
West of Church St



- Gateway location
- Future Franklin BRT station
- Future bike / greenway connections
- Downtown investment priorities
- Site factors: surplus, parking, existing uses

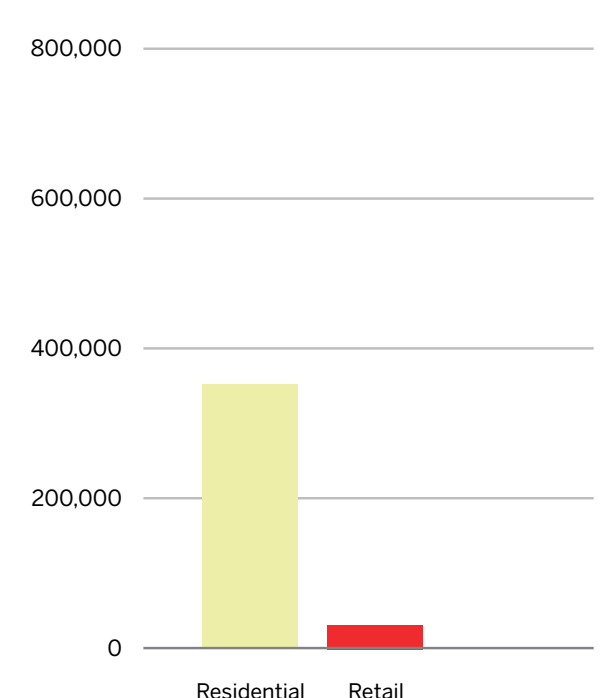


EXTEND DOWNTOWN LIVING



- Gateway location
- Future Franklin BRT station
- Future bike / greenway connections
- Downtown investment properties

POTENTIAL USES

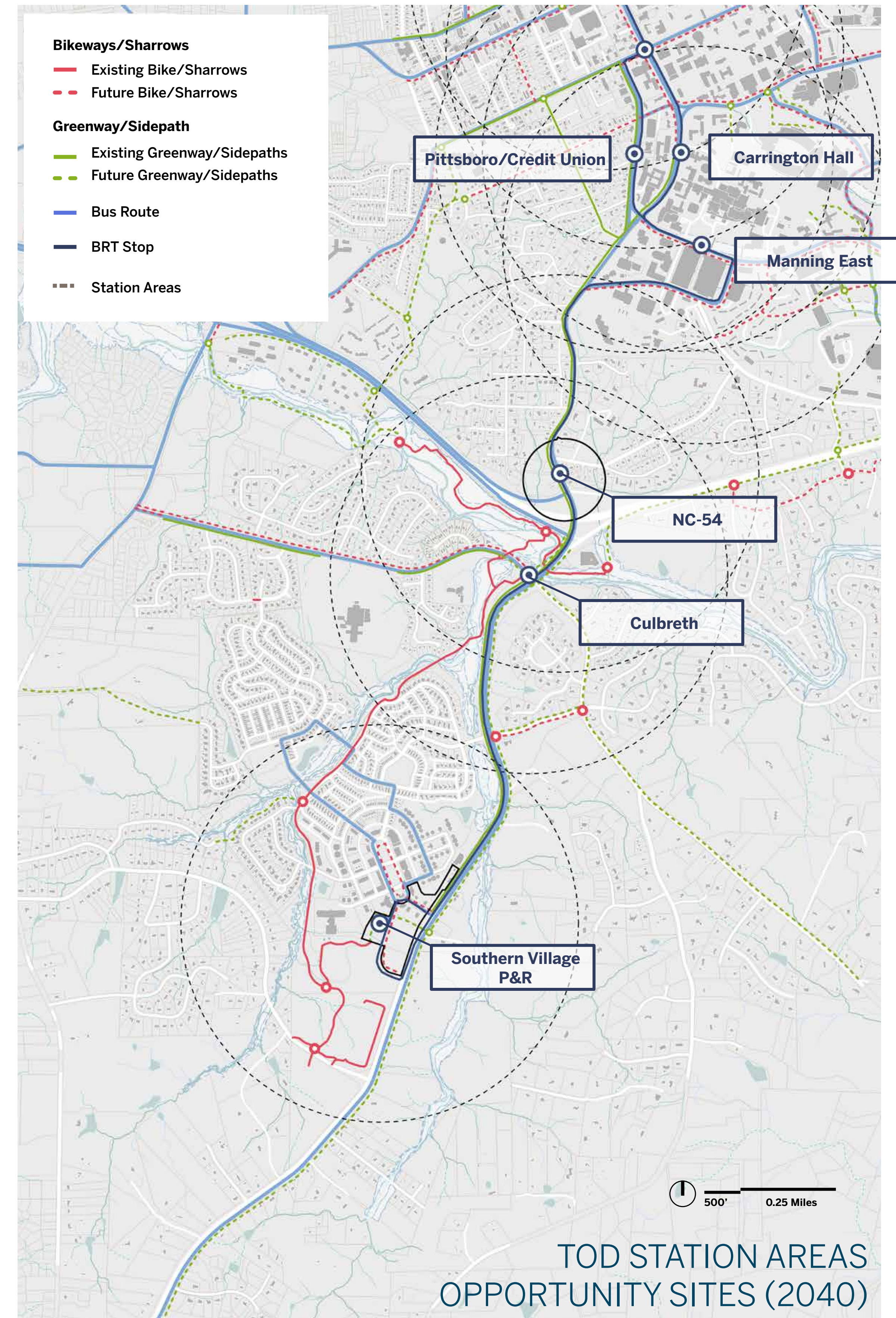
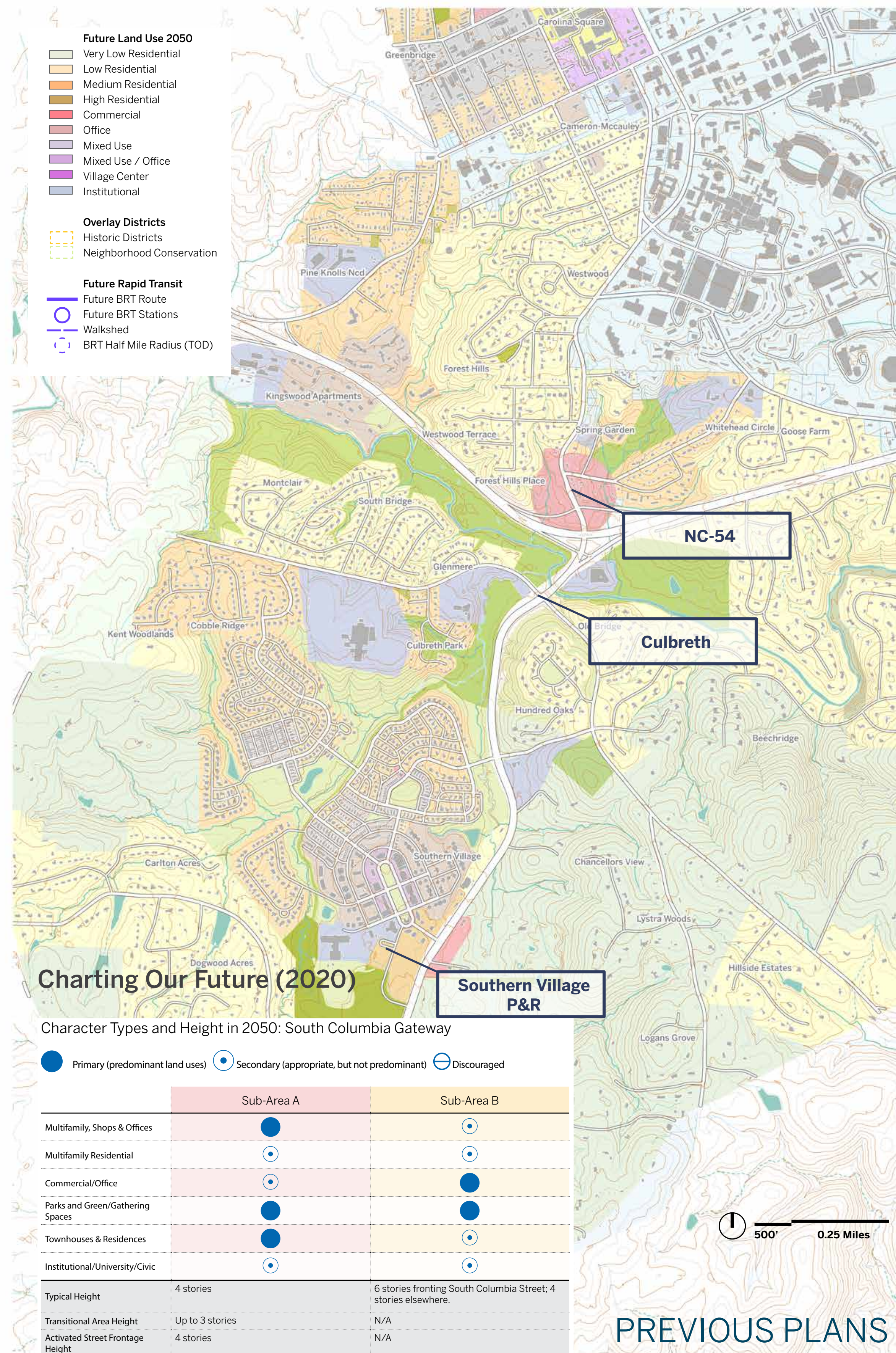


Housing Units: 250
250 Apartments

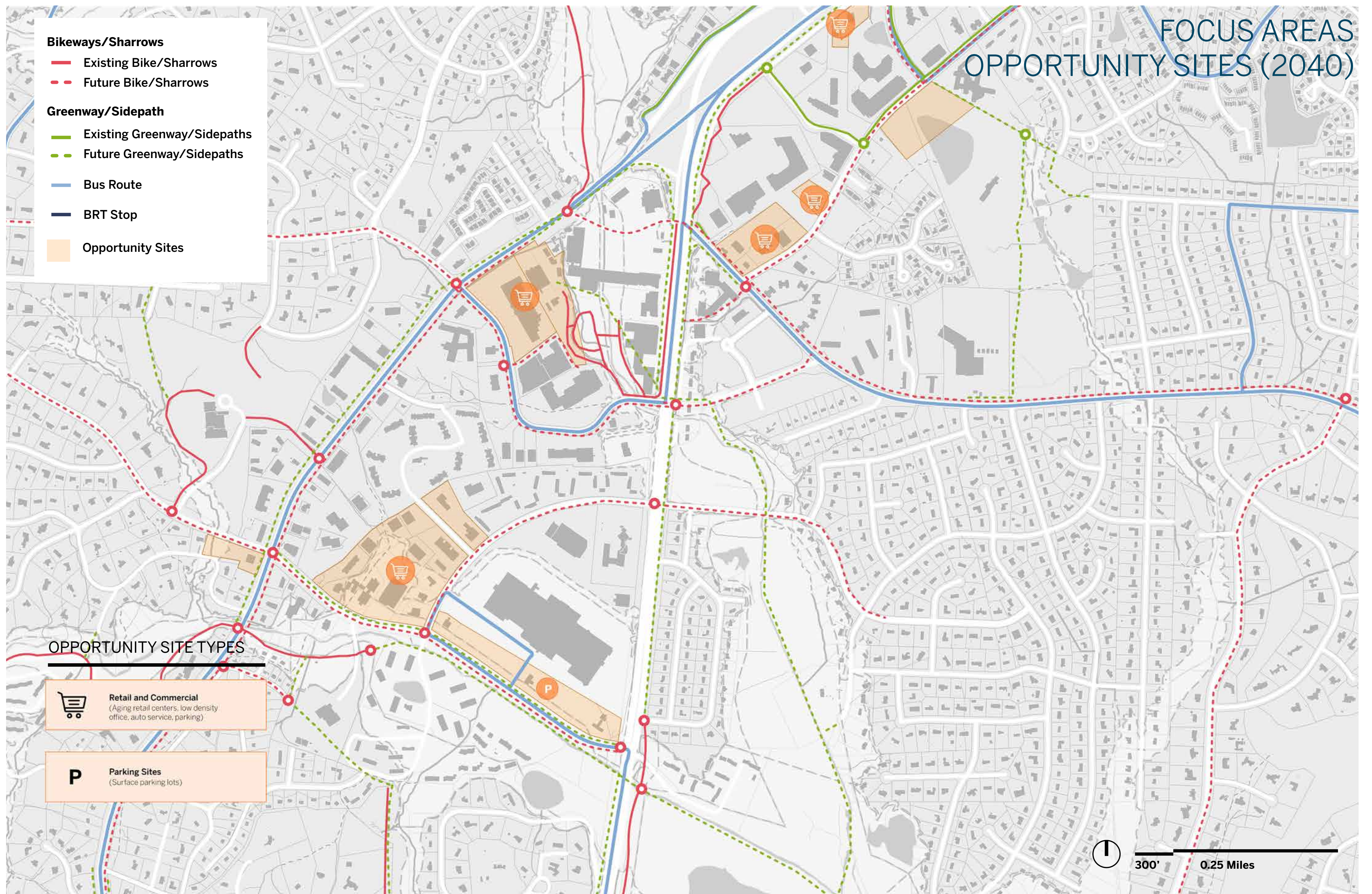
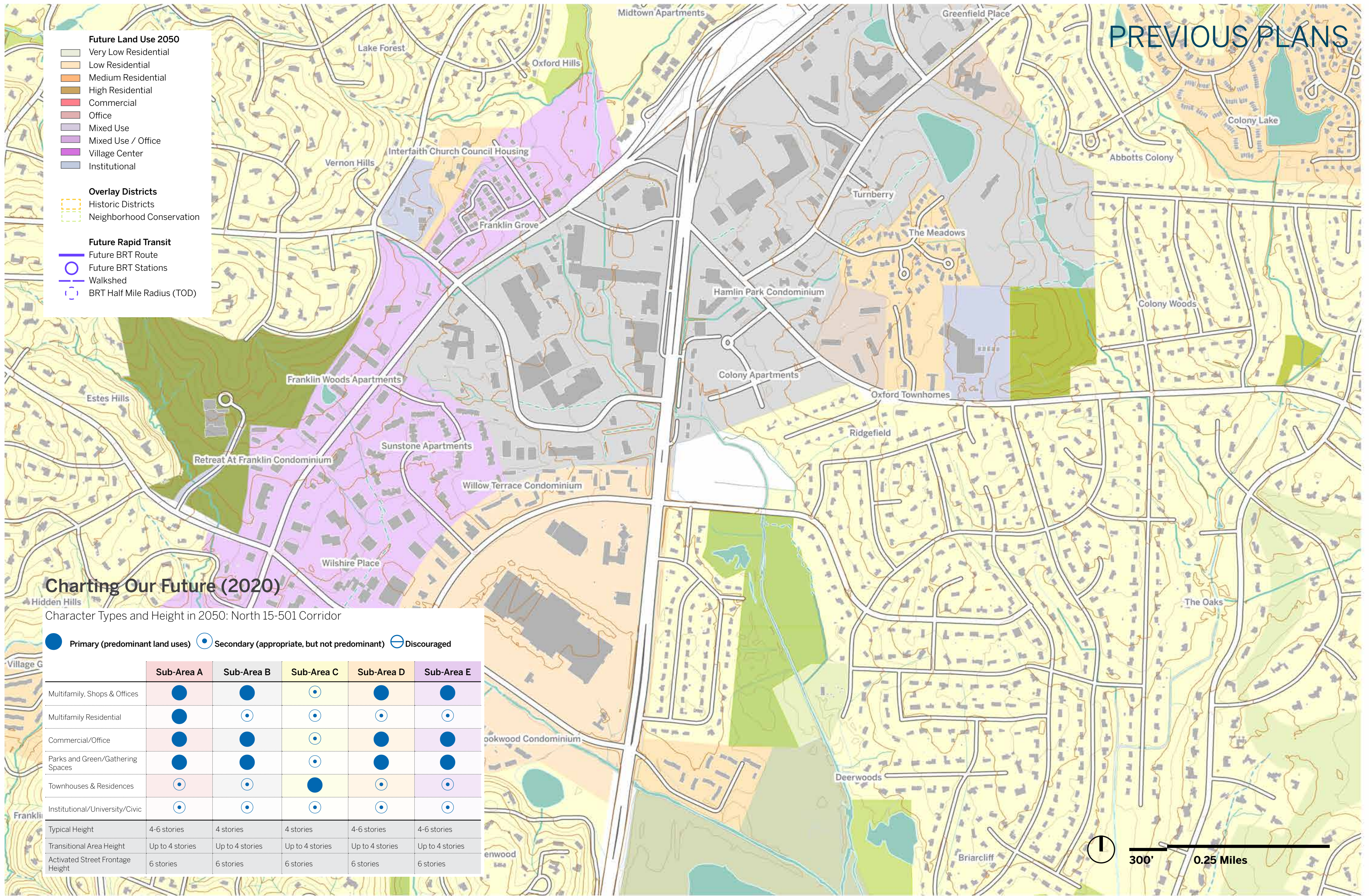
Retail/Services: 25,000 SF



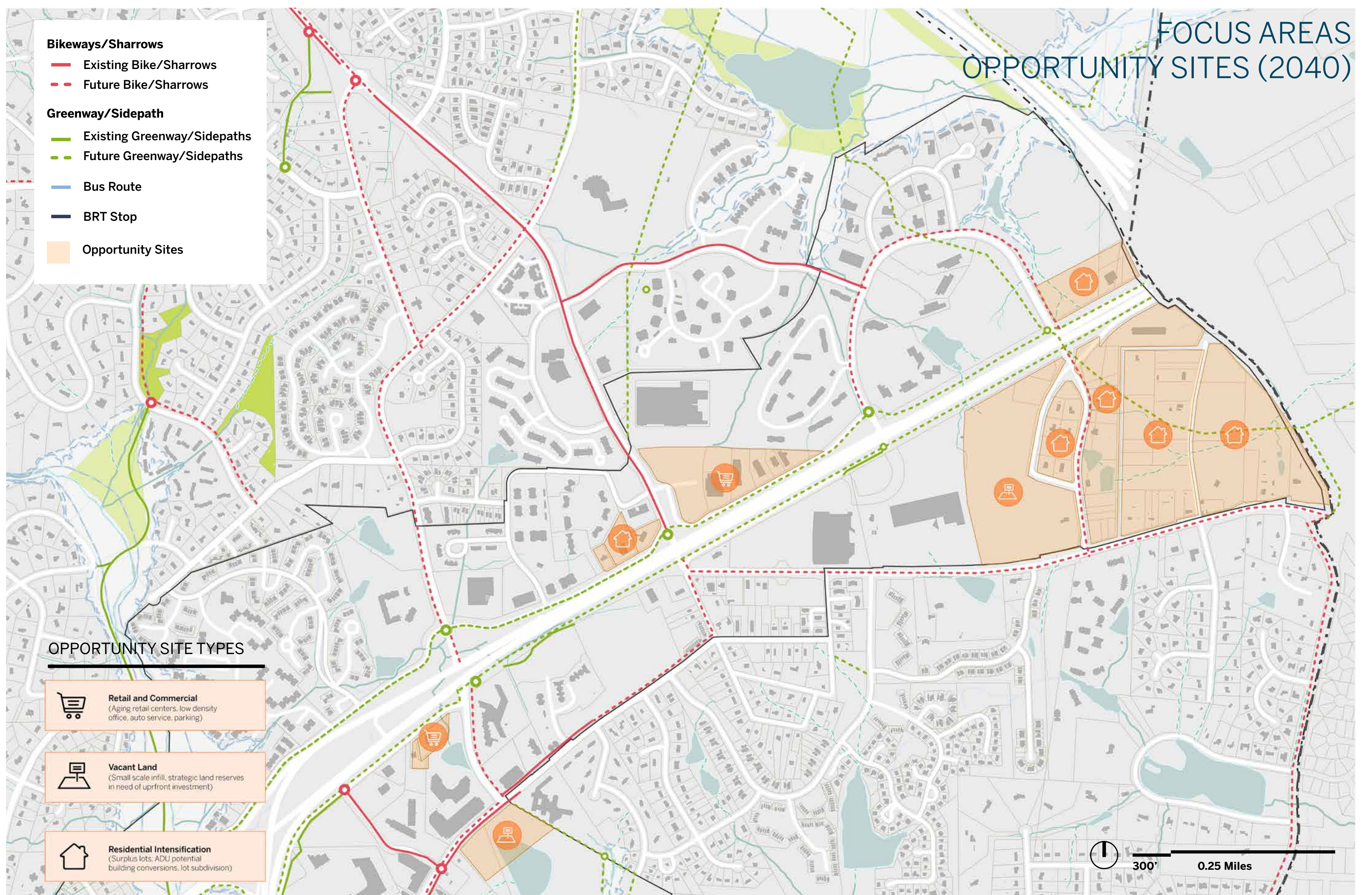
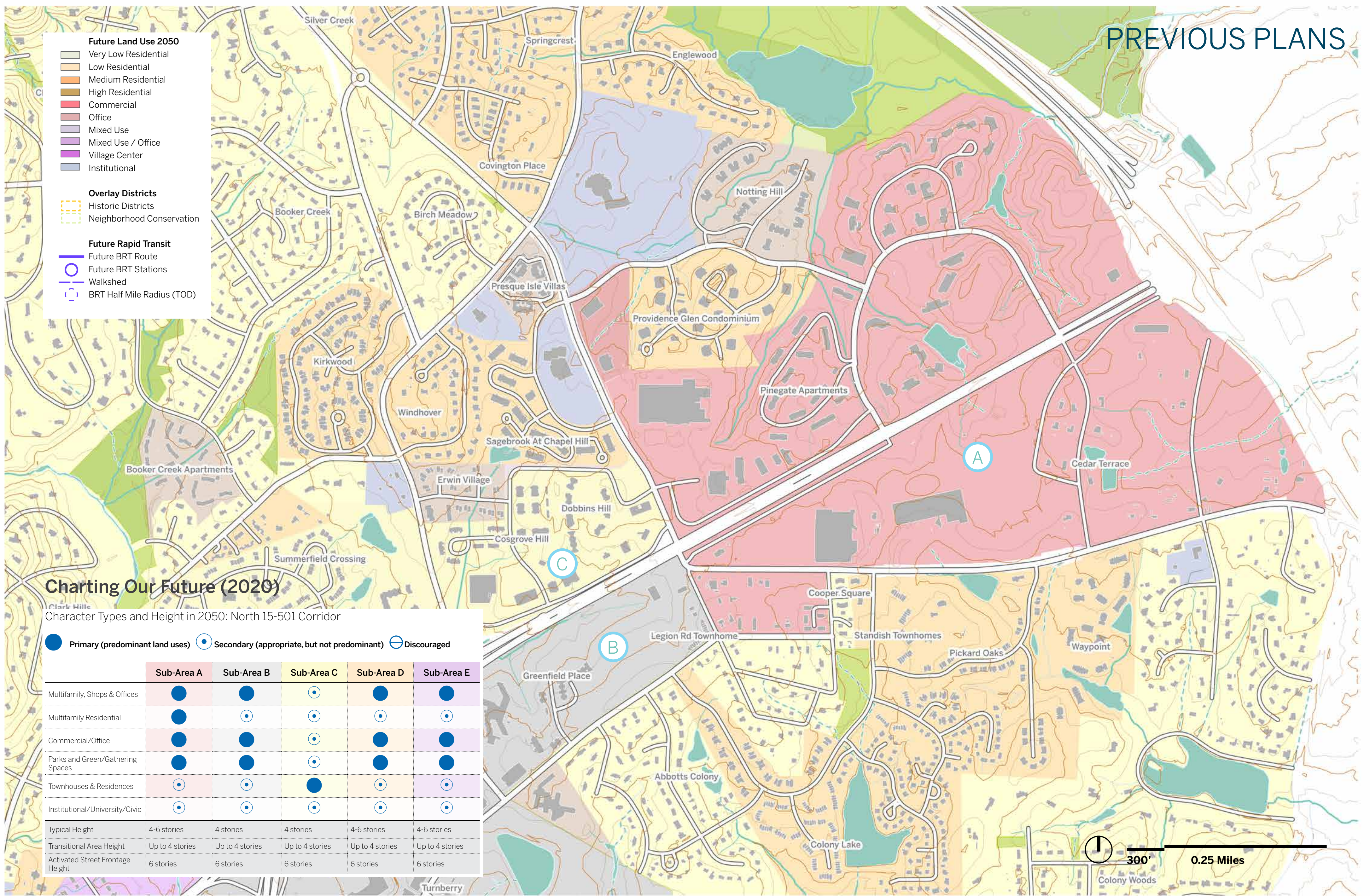
SOUTH COLUMBIA GATEWAY



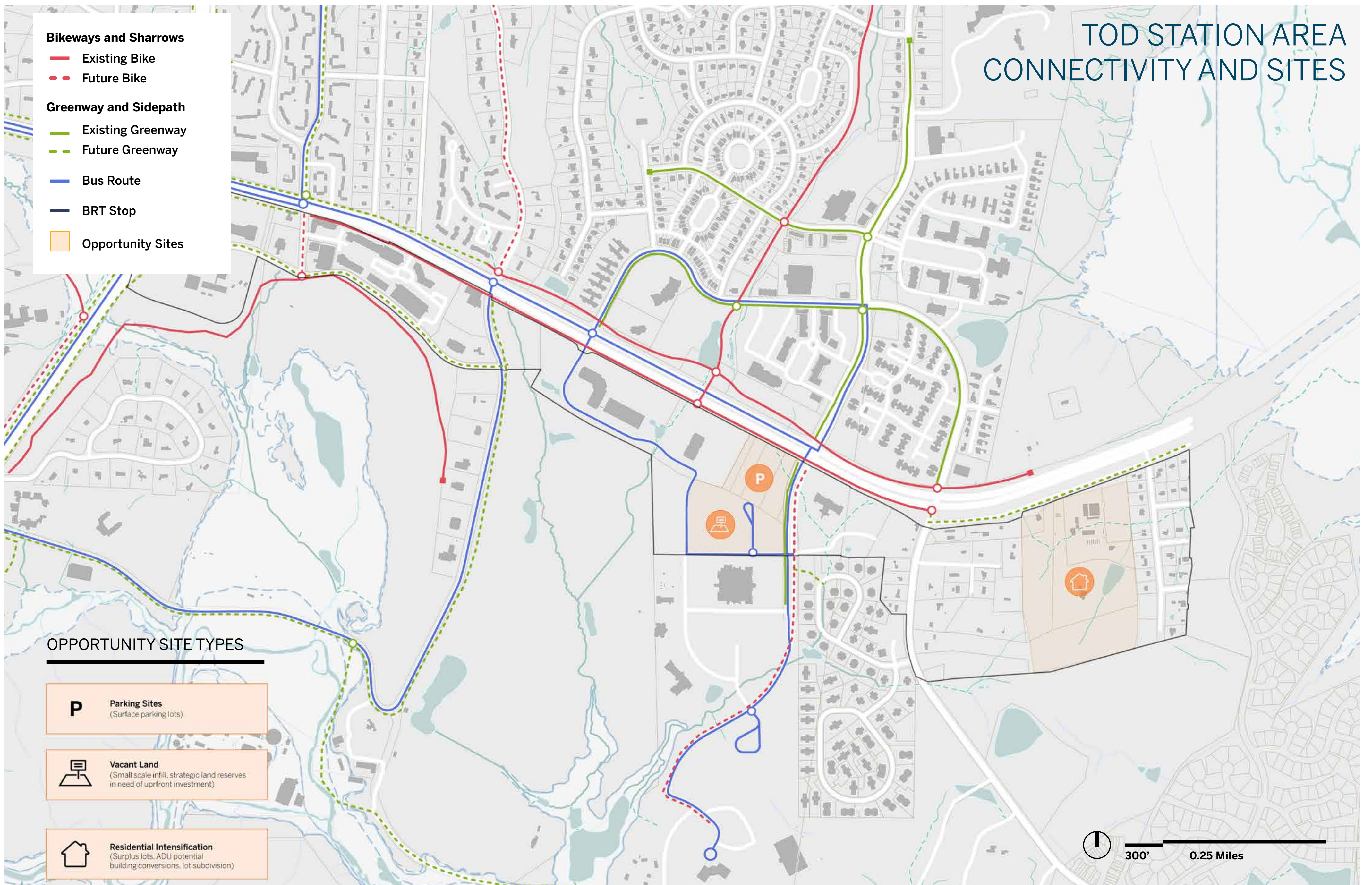
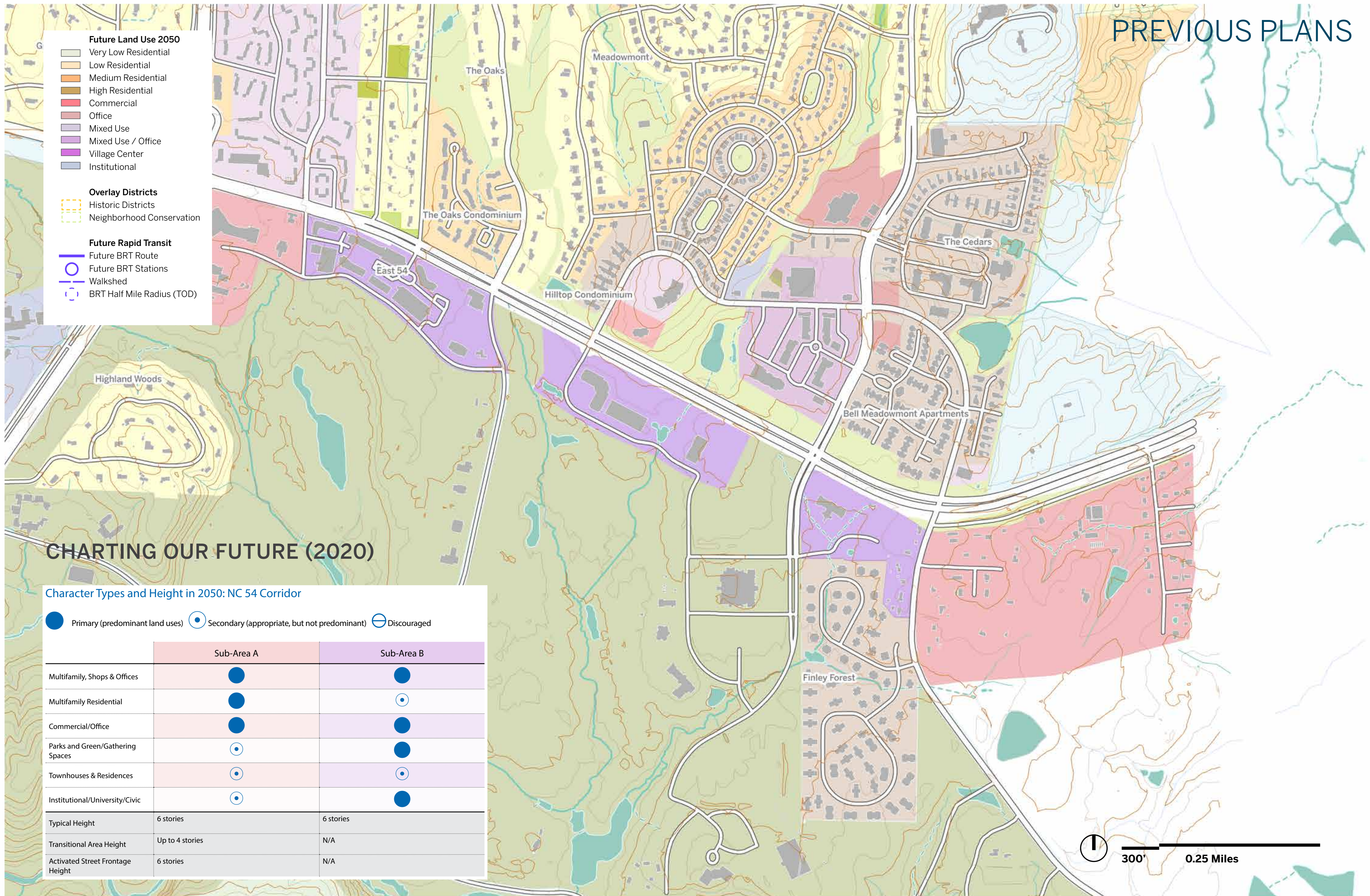
15-501: DESTINATION, MIX OF HIGHER INTENSITY USES



15-501: DESTINATION, MIX OF HIGHER INTENSITY USES



NC-54: COMPACT, MIXED-USE DEVELOPMENT, GREEN GATEWAY



NEXT STEPS

Potential Implementation Strategies

Incentive Tools

- Financial gap assessment
- Menu of federal, state, and local tools
- Incentive zoning options

Planning Tools

- LUMO Review and diagnosis
- Proposed regulatory changes
- Next steps in Code Rewrite, Zoning Atlas Alignment

Implementation Timing, Responsibilities

In coming months, the Town and its consultants will begin to outline a range of implementation strategies. This will identify timing, agency responsibilities and metrics for two, five and 10-year phases, addressing:

- Potential (re)development sites
- Economic development
- Accessibility
- Pedestrian and bike improvements
- Utilities and stormwater infrastructure
- Metrics tracking community benefits and supporting community values

Station Area
Concept Metrics
November 2022

Implementation
Plan
January 2023

TOD & Focus
Area Report
February 2023

Visioning
Reports
June 2023

For Further Information

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