

# Chapel Hill Downtown Future Vision

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Council Committee on Economic Sustainability  
May 5, 2023

CHAPEL HILL

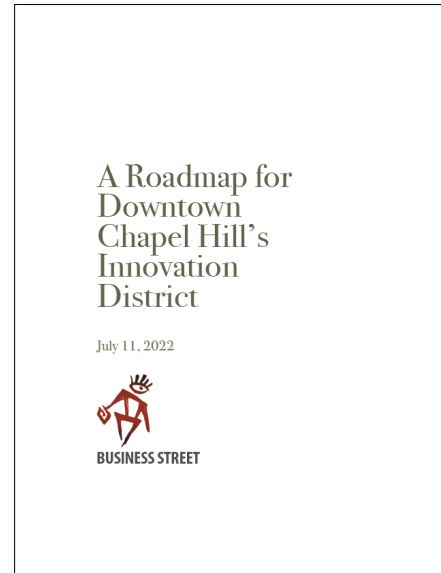
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# Towards a Vibrant Downtown

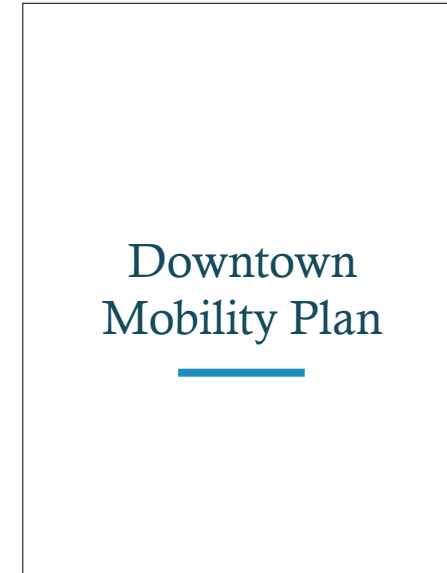
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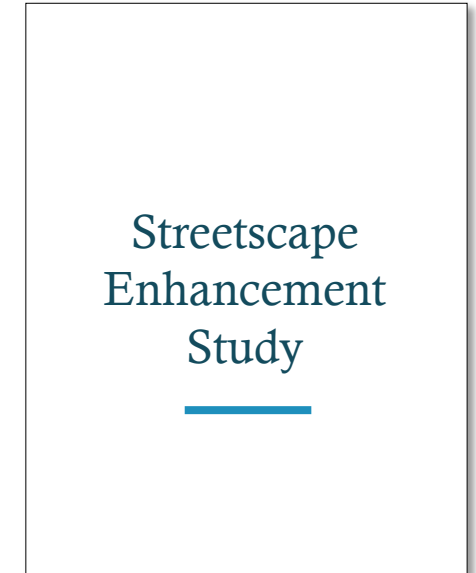
2018



2022



2023



Coming  
Soon

# Values

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- Sustainability
- Economic vitality
- Multi-modal
- Inclusive
- Local

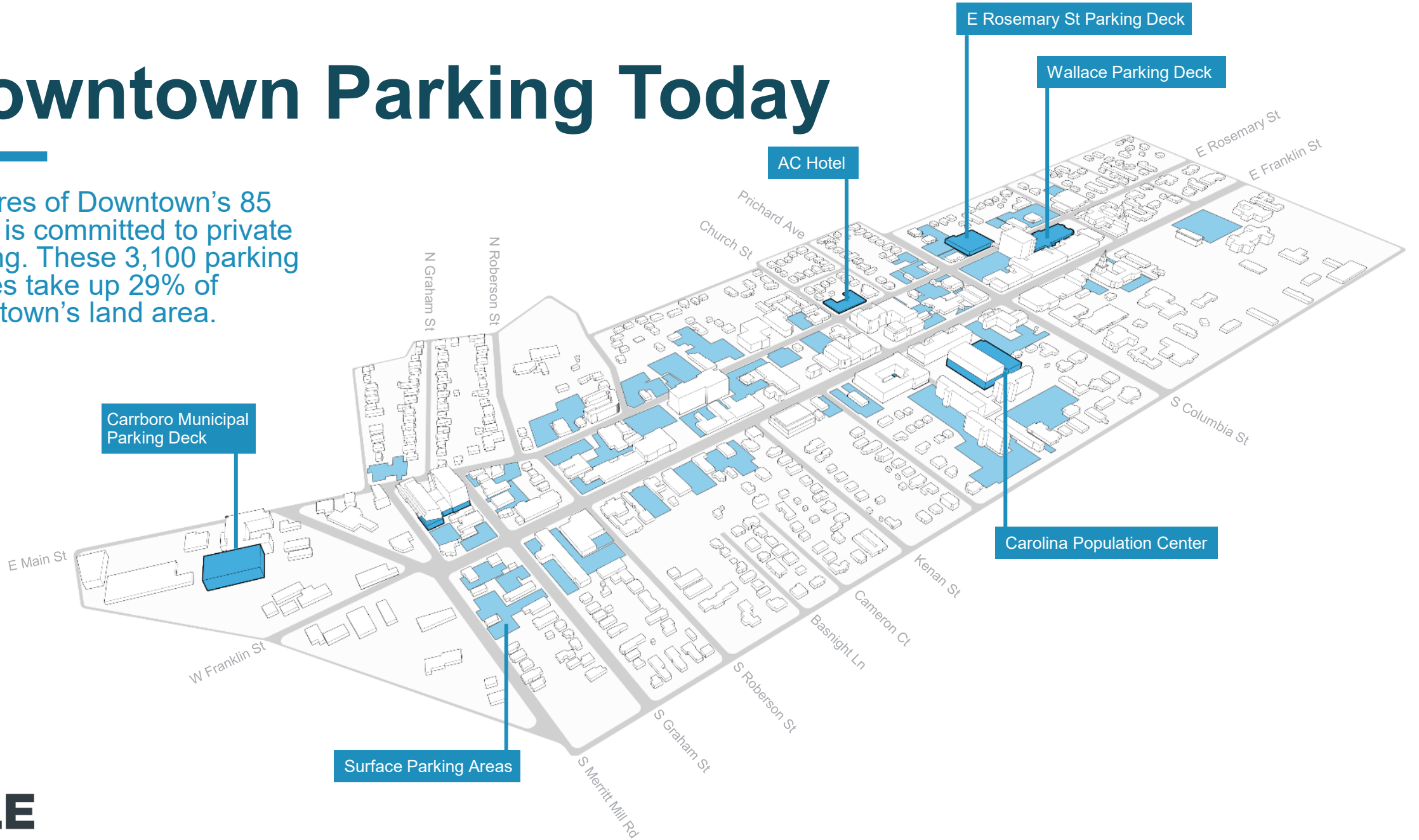


Photo: Town of Chapel Hill

**Land use needs to better  
reflect our values for a  
vibrant Downtown.**

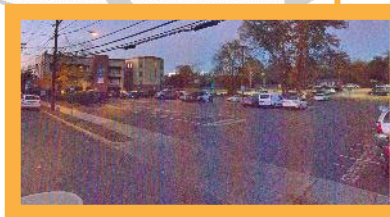
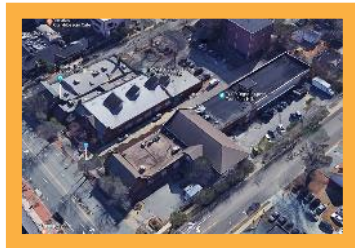
# Downtown Parking Today

25 acres of Downtown's 85 acres is committed to private parking. These 3,100 parking spaces take up 29% of Downtown's land area.



# Future Development

New development will create a demand for 1,000 new parking spaces.



# Parking Utilization (2018)



## Sub-area A (1-8)

**60% Occupied**

Plan and build parking in the next 8-10 years. Does not consider Carborro parking deck.

## Sub-area B (9-17)

**68% Occupied**

Plan and build parking in the next 5 years.

## Sub-area C (18-22)

**83% Occupied**

Needs parking now: New East Rosemary Parking Deck

**Too much parking  
creates inefficiencies.**

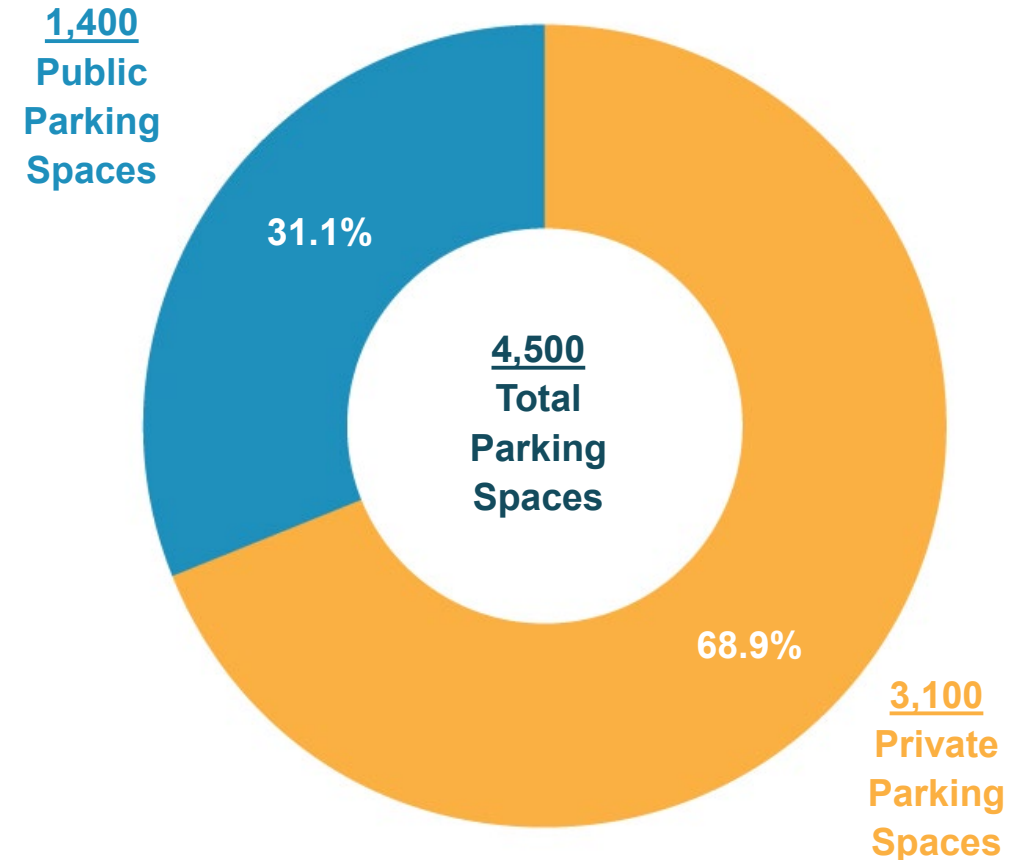


**Over supplying parking  
limits our ability to  
create a truly vibrant  
Downtown.**

# Our Goal

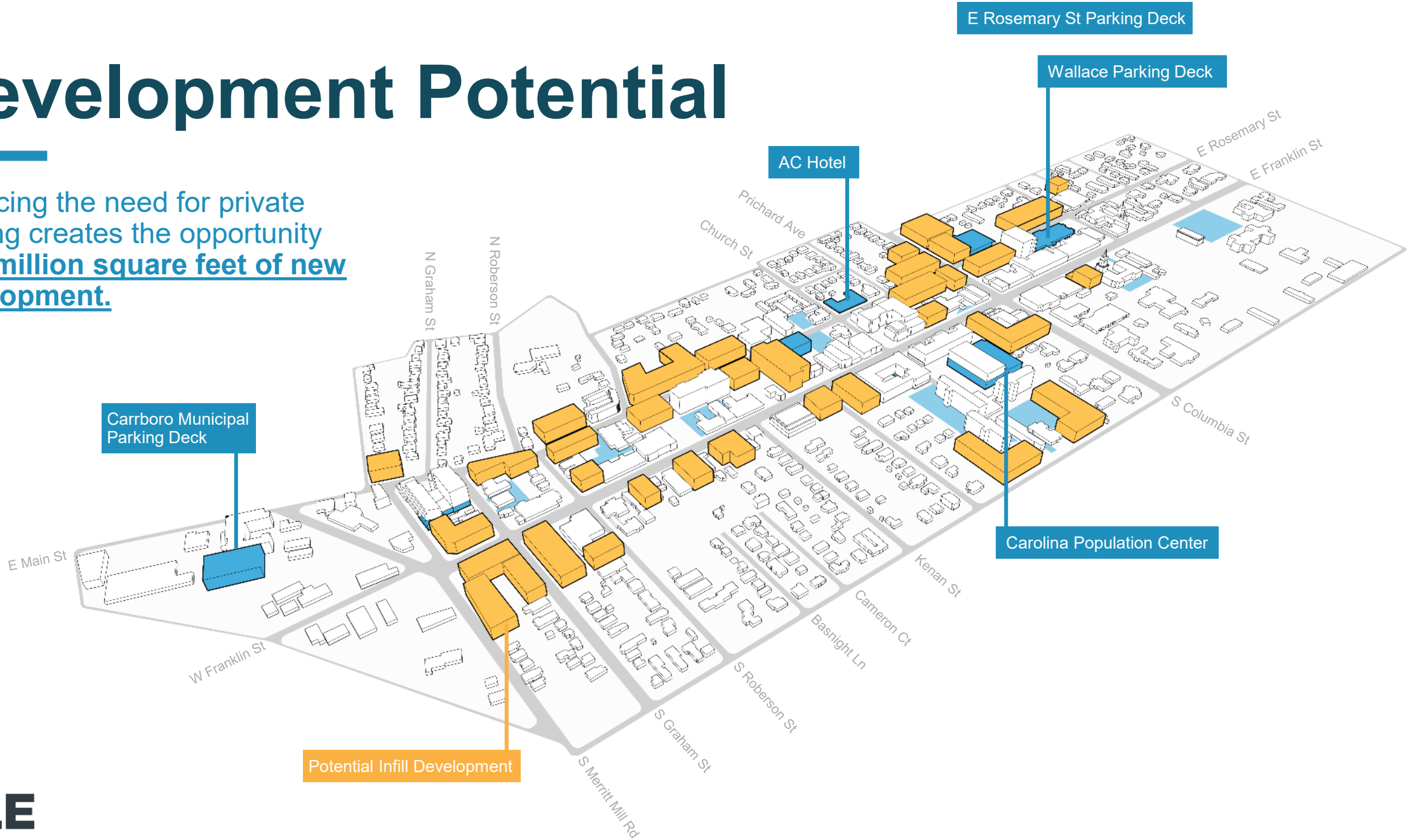
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Our goal is to control 50% of downtown's parking supply to ensure optimum utilization.



# Development Potential

Reducing the need for private parking creates the opportunity for **4 million square feet of new development**.



Franklin & Graham



TOPO  
Organic Spirits

Chapel Hill  
Historic Center  
Downtown  
Chapel Hill  
UNC Campus

secure  
P  
Parking From  
\$1

Franklin & Graham



For illustrative purposes only

Franklin & Basnight



Franklin & Basnight



*For illustrative purposes only*



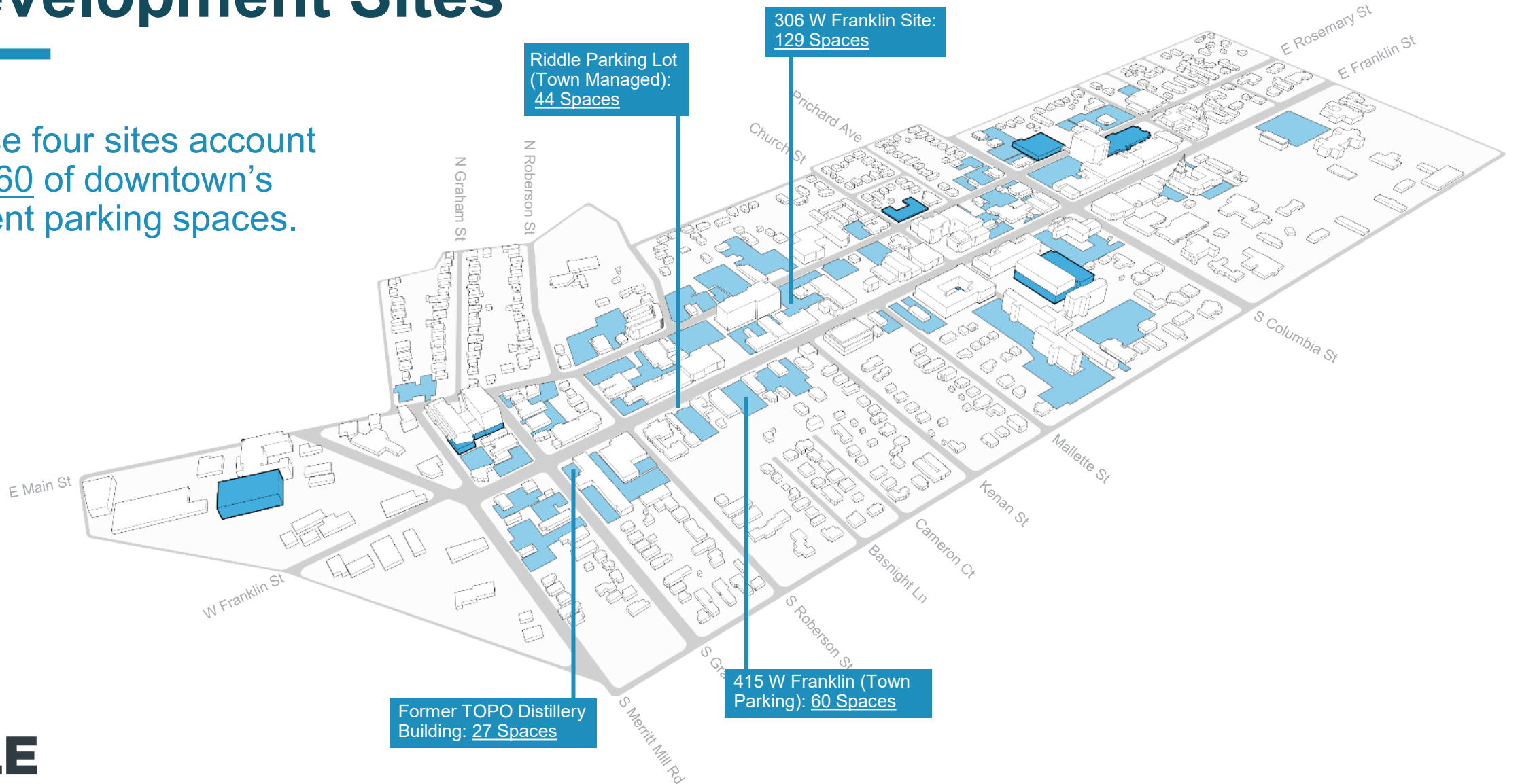




For illustrative purposes only

# Current Parking at Potential Development Sites

These four sites account for 260 of downtown's current parking spaces.



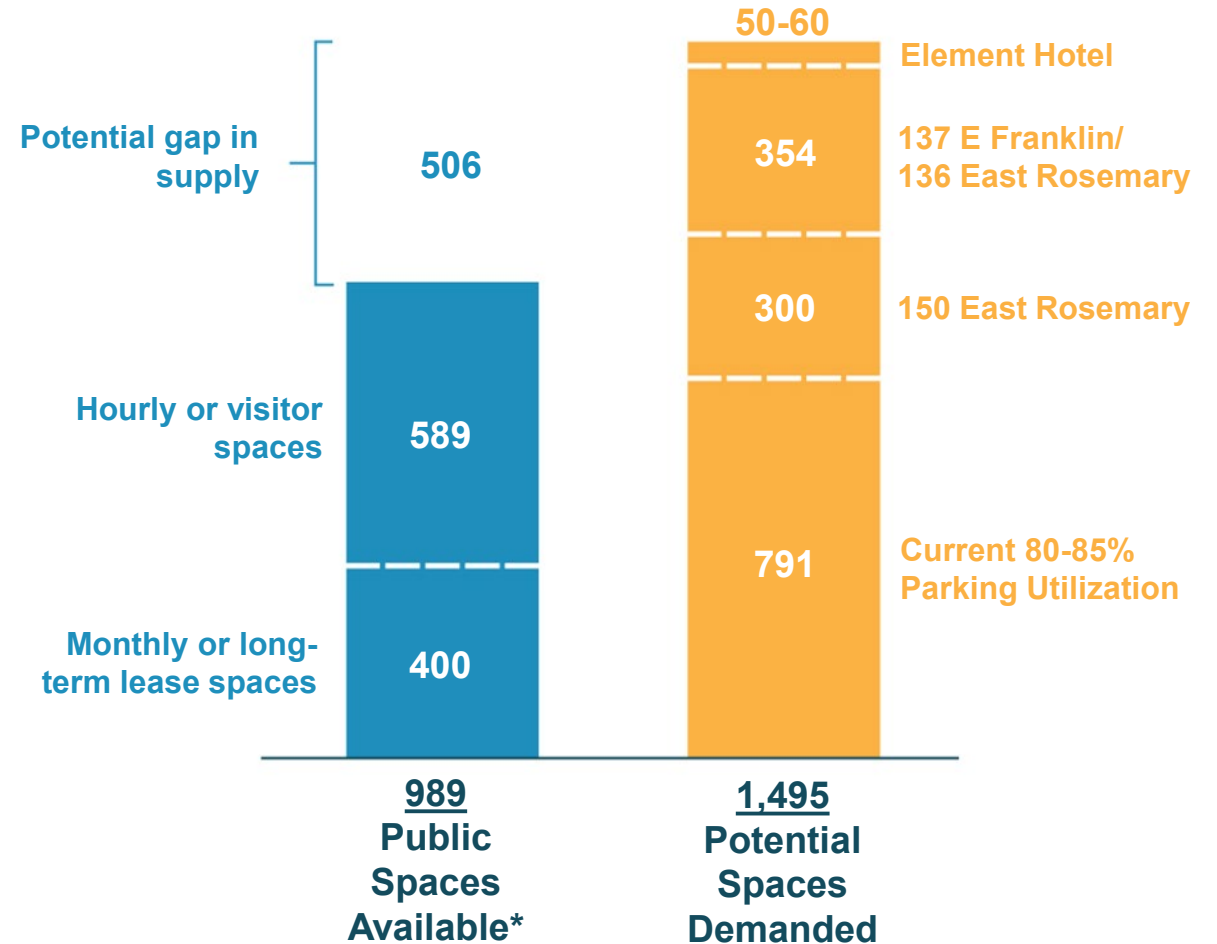
# Strategies for More Efficient Parking

- Utilize East Rosemary Parking Deck
- Continue shared parking with the private sector
- Continue the current leased parking program for 12-hr and 24-hr needs
- Pursue market-based pricing on all parking
- Explore and utilize financing tools
- Develop additional public parking assets



Photo: Chapel Hill/Orange County Visitors Bureau

# East Rosemary Parking Deck



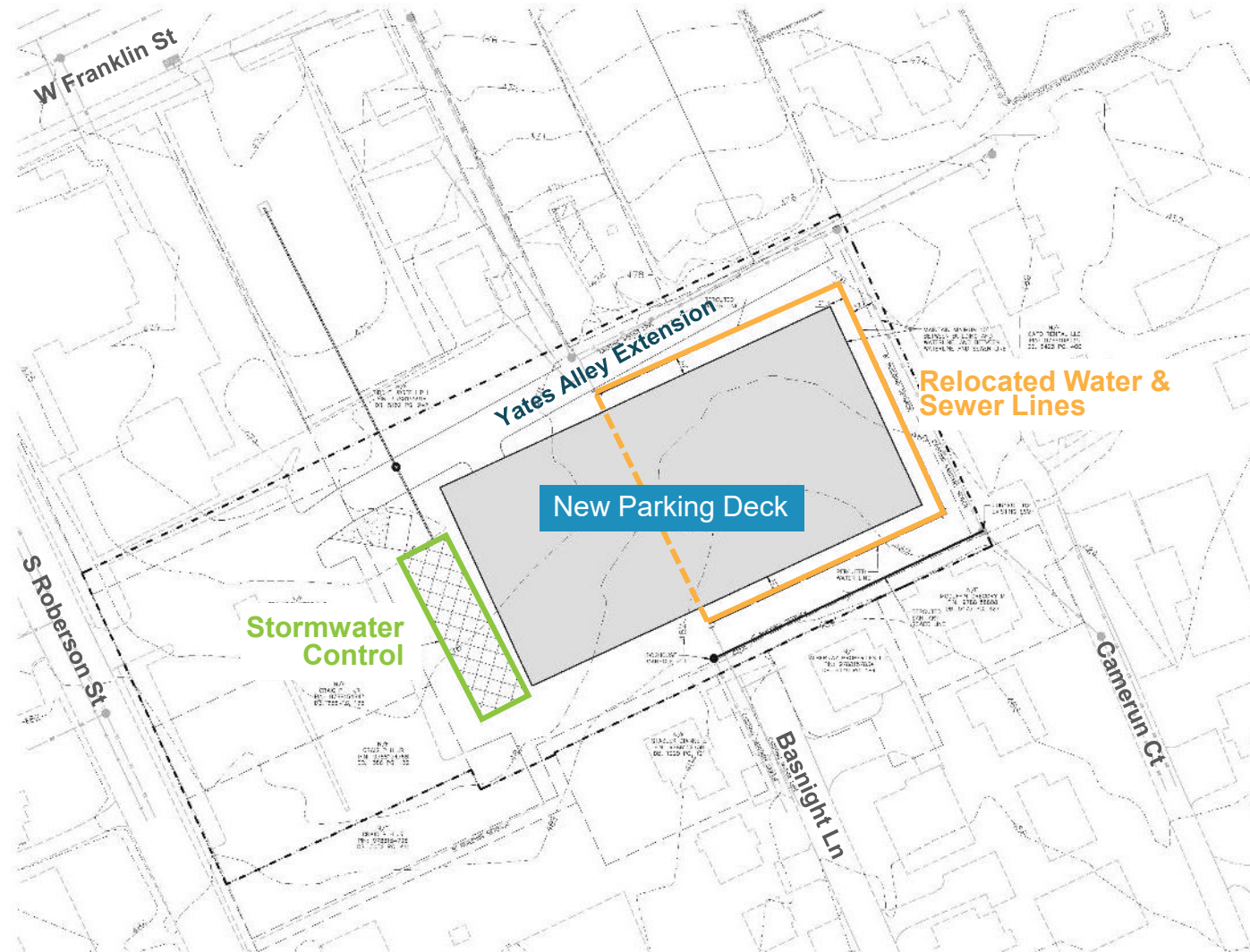
\*Some flexibility can be offered in the early days of opening the deck

# West End Parking Deck



# How This Could Work

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**Building a new deck on  
1.4 acres would open 5  
acres of land for new  
development.**

# How We *Could* Add Parking

- Sell 415 W Franklin
- Consider a rights fee for new development that needs more than 50 parking spaces
- Consider P2/3 private financing
- Other new developments to add parking or use public parking supply: **Longfellow Parking Deck on W Rosemary, for example**

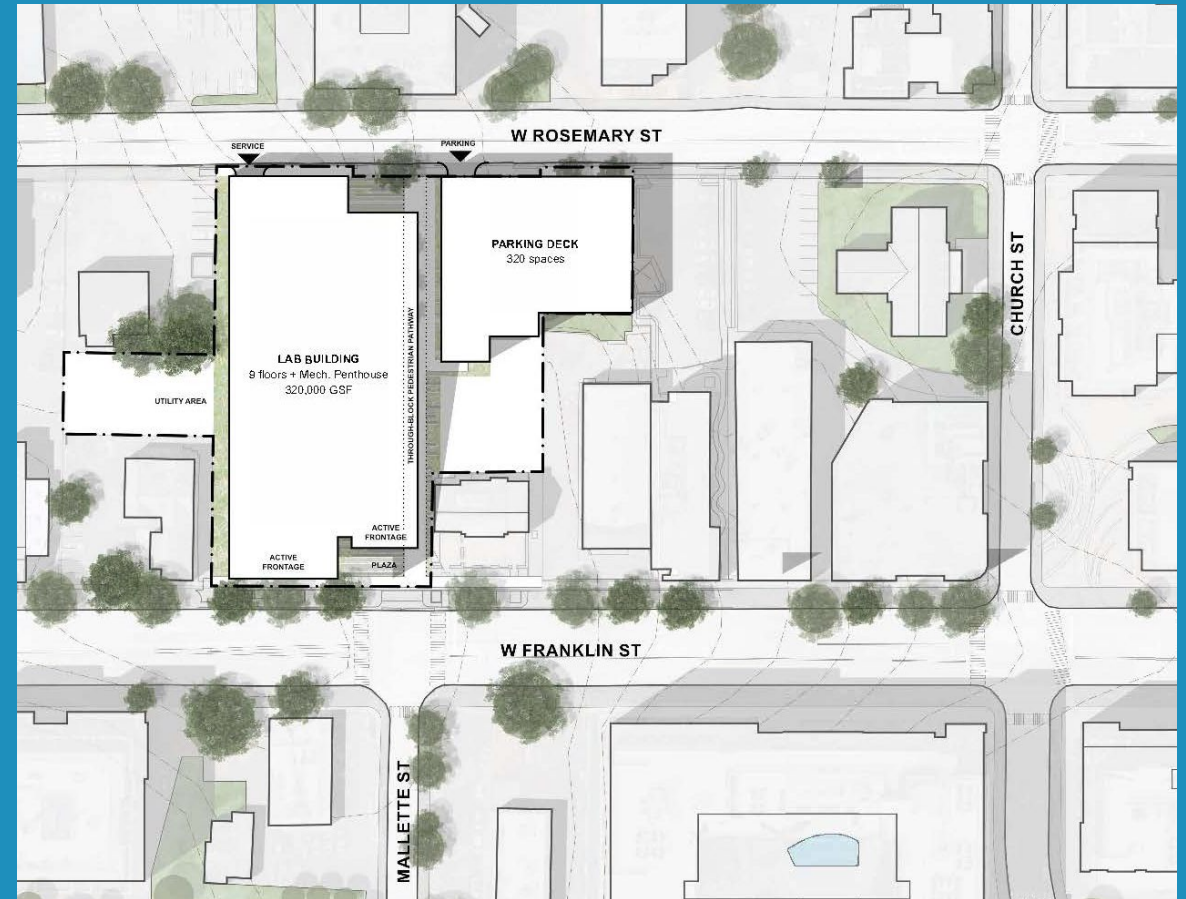
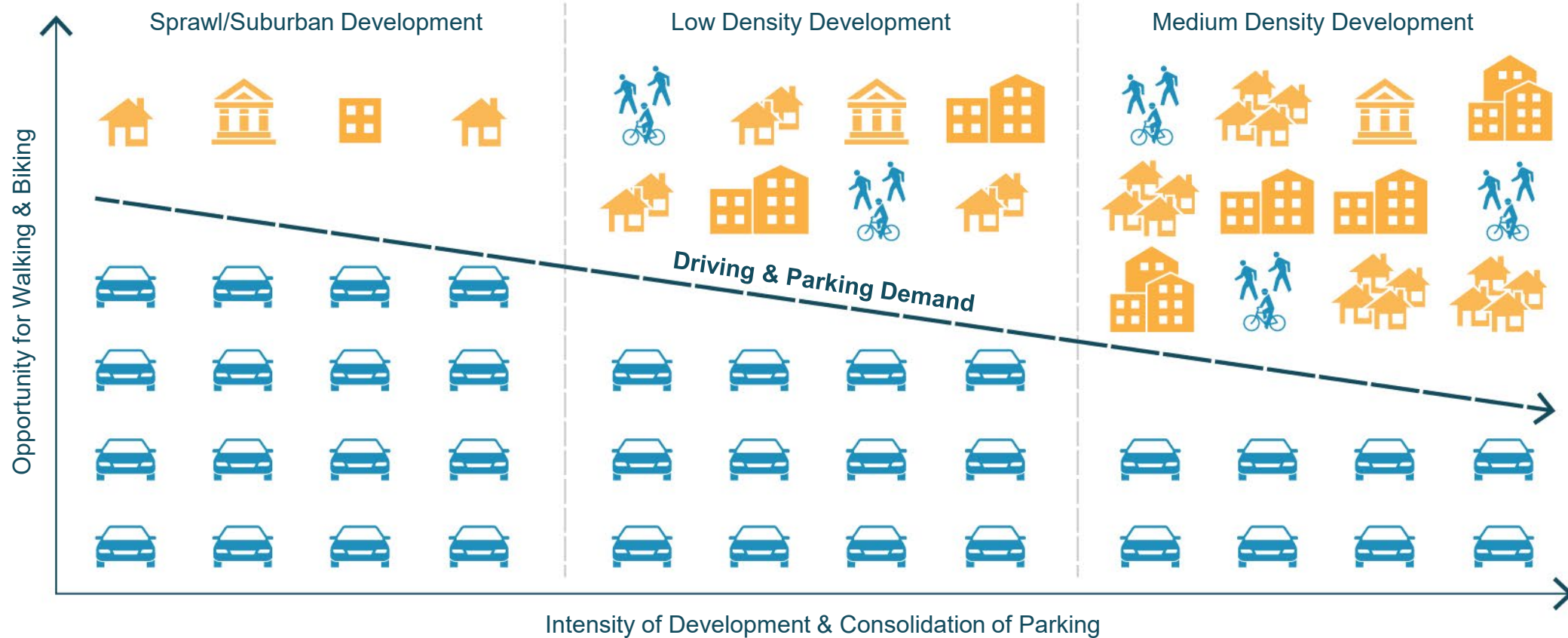


Image: Longfellow Real Estate Partners

But if Longfellow builds a parking deck, it will dramatically reduce the amount of office and wet lab space and lower the tax value of the new development.



# Increase Density to Decrease Parking Demand



**“[We]need to plan intelligently for parking in urban areas, while also working to reduce or eliminate parking requirements for buildings.”**

*Kevin Klinkenberg on Strong Towns*

**“The approach is a simple and pragmatic one that addresses two seemingly different realities: there’s no value nor science behind requiring off-street parking, but that also doesn’t eliminate the need for parking in most American cities today.”**

*Kevin Klinkenberg on Strong Towns*

**“We can be ideological about planning and transportation, or we can face reality and try to solve problems. I prefer the latter, as messy as it may get.”**

*Kevin Klinkenberg on Strong Towns*

# Effectively managing parking for Downtown



# Makes a Vibrant Chapel Hill



Questions?

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