

2020

CHAPEL HILL
OUR TOWN. OUR VISION.

Chapel Hill 2020 Comprehensive Plan Report 3: Data Summary

Adopted: June 25, 2012



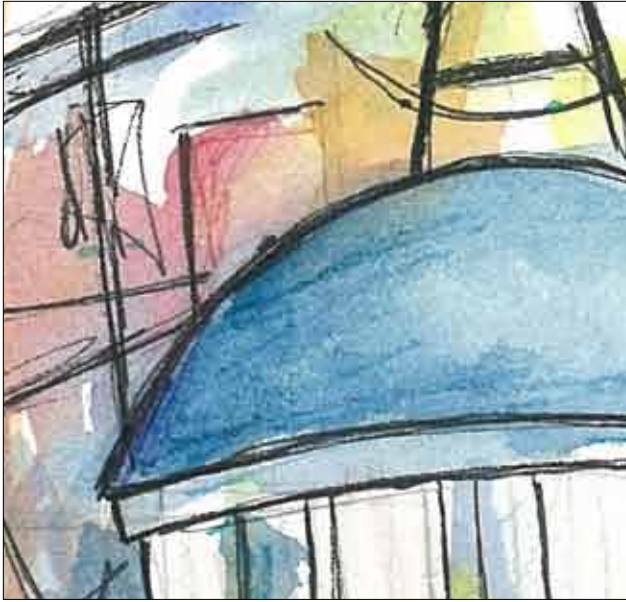
Cover art by Sarah Mitchell, winner of Chapel Hill
2020 Art Contest, grade 10-12 category.

2020

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OUR TOWN. OUR VISION.

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**CHAPTER 1:
CHAPEL HILL: A UNIVERSITY AND
HEALTH CARE TOWN**

CHAPTER 1: CHAPEL HILL: A UNIVERSITY AND HEALTH CARE TOWN

The University of North Carolina at Chapel Hill brings vitality and innovation to the community, and its sister institution, the UNC Health Care System, brings excellent health service and research to the community and the entire state. In return, Chapel Hill provides a progressive environment and an excellent quality of life.

The University

As North Carolina's population grows, so will the University's education and service missions. This growth will be coupled with growth in the University's enrollment, and it is imperative that the Town and the University continue to collaborate.

Recent years have seen increased Town-Gown collaboration in planning for growth and development. Most significantly, in 2009, the University and Town agreed on an approach for planning the development of Carolina North, a research and mixed-use academic campus planned on University property located two miles north of the main University campus. The Council, University leaders, and Town and University staff worked to fashion a Development Agreement that, over the next twenty years, allows construction of up to 3 million square feet of a mixed-use campus on approximately 133 acres in the southeast portion of the 750-acre Carolina North property. In addition, the University has set aside three large areas, over 300 acres, of ecologically valuable land for conservation on the Carolina North site.

Additional examples of such collaboration include the Chapel Hill Transit System in which the University assumes approximately 60% of the local fund contribution for the transit budget. The University and the Town also work together through the Chapel Hill Downtown Partnership.

The Chapel Hill 2020 goals call for a continuation of this collaboration. Several of the identified key policy areas in the Chapel Hill 2020 comprehensive plan will involve close, active collaboration with the University and the UNC Health Care System.

UNC Health Care System

The UNC Health Care System provides the community with many health and economic benefits. For examples, residents of Chapel Hill can receive premiere health care in their own community and do not have to travel to other areas or states. In addition, the UNC Health Care System provides the community with an engine for economic benefits such as employment, attracting visitors to the area, and generating support for local business.

The UNC Health Care System has growing needs. With a



high patient census, expected regional population growth, and equipment and facilities needs that require new space, the UNC Health Care System is expanding beyond the main campus in order to better serve its patients.

Some expansion beyond the main campus has already occurred with health care services now available along NC Highway 54 and near I-40 along the 15/501 corridor with acquisition of property in this location. The UNC Health Care System has also expanded beyond town borders with the new UNC Hospitals in Hillsborough now underway.

While the changes in healthcare are rapid and becoming increasingly more costly, the UNC Health Care System is exploring options for innovative healthcare delivery. Instead of increasing the cost of episodic care, the UNC Health Care System is developing the infrastructure and the information base to offer preventive care across the population.

At the Town of Chapel Hill, this model is being implemented for its employees. The Chapel Hill Wellness@Work program was established through a partnership between the Town of Chapel Hill and the UNC Health Care System and is responsible for significant cost savings to the Town and to individual employees.

Future Considerations

Many employees, including those at the University and the UNC Health Care System, who live beyond the Chapel Hill town limits use the Chapel Hill Transit System at park-and-ride lots to access their jobs. Located on the perimeter of town, these park-and-ride lots are a result of the Town's and University's longtime efforts to limit traffic and parking in the center of town. As additional change occurs at the edges of town, including the UNC Health Care System properties at or just over the town limits, Chapel Hill must encourage those employees and visitors to stop, shop, and eat in Chapel Hill. One option is to add more retail and dining opportunities near the park-and-ride lots. Another option is to encourage people to shop and eat downtown and elsewhere in the community and make it easy for them to do so.

One idea that has emerged during the Chapel Hill 2020 process focuses live/work connections and providing more choices in housing and transportation for the University of North Carolina at Chapel Hill and UNC Health Care System employees and students. An expanded market of housing attractive to staff and faculty, UNC Hospital workers, students, and entrepreneurs in the community is a widely shared interest between the Town, the University, and the UNC Health Care System.

In addition to the University and the UNC Health Care System, people are drawn to Chapel Hill for specific events

such as football and basketball games, performances, and conferences. The community enjoys and supports these events, but also recognizes that these events place strain upon the community's services such as police, fire, parking, and transit. Many of the goals in the Chapel Hill 2020 comprehensive plan identify ways to enrich the lives of those living and visiting Chapel Hill without overburdening the community. A more flexible transportation system, mutual cooperation in planning for large events, and sharing information are all components of mutually managing the community's activities.

The Town, the University, and the UNC Health Care System each has a role in developing nimble, responsive, and rational approaches to zoning, transit planning, and maintaining community infrastructure and relationships for the Chapel Hill community.



**CHAPTER 2:
LINKS TO THE 2000 COMPREHENSIVE PLAN**

CHAPTER 2: LINKS TO THE 2000 COMPREHENSIVE PLAN

On May 8, 2000, Chapel Hill adopted a Comprehensive Plan that included the following key facts:

- The historic and still dominant center of the community (physically and culturally) is the University of North Carolina at Chapel Hill.
- The Town is adhering to an “Urban Services Boundary” that establishes the limit of Chapel Hill’s growth.
- Most of the land within that Urban Services Boundary is currently developed or spoken for.
- Chapel Hill is widely viewed as an attractive place to live, work, study, and visit.
- Chapel Hill is part of a rapidly growing metropolitan region.

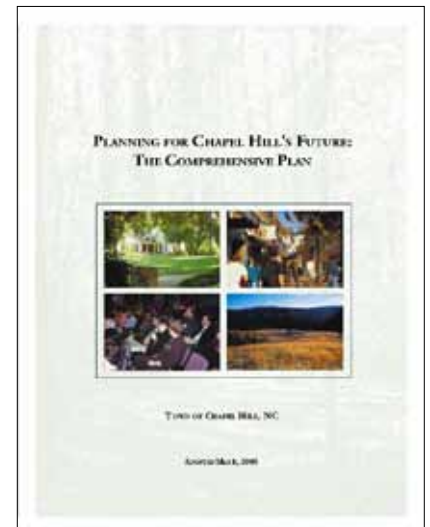
For more information about these key facts, please see the 2000 Comprehensive Plan, Section 2.1 Overview (page 3) which is available on the following webpage:
www.townofchapelhill.org/index.aspx?page=592

In 2012, as in 2000, the main challenge facing Chapel Hill is managing change. The world and region have changed around Chapel Hill, and the community must be aware of the need to manage change proactively rather than to spend the future reacting. The following are considerations when discussing Chapel Hill’s future:

- While Chapel Hill continues to be a university-centered community, health care is an increasingly important part of the community’s identity.
- The Urban Services Boundary defines Chapel Hill’s ultimate boundaries. The green belt protects environmental attributes and prevents sprawling growth. As a maturing community, redevelopment and new patterns of working, shopping, and living need to be considered.
- Chapel Hill remains an attractive place to live, and Chapel Hill wants to maintain and improve its connections with its largest employers and neighbors, the University of North Carolina at Chapel Hill, the UNC Health Care System, and Blue Cross Blue Shield of North Carolina.
- The Triangle region is experiencing strong population/employment growth, and Chapel Hill will feel some growth pressures as long as it maintains its attractive setting, first-rate public schools, and amenities. How much growth and change Chapel Hill allows, and where the community directs development, will continue to be a central topic during the Chapel Hill 2020 comprehensive plan’s



The Urban Services Boundary is the defined area within which public water and sewer and services are available or are intended to be provided in the future.



implementation stage.

When the 2000 Comprehensive Plan was developed, the main document included the Comprehensive Plan Themes and Goals and the Land Use Plan. Over the next decade, the 2000 Comprehensive Plan was amended by the Town Council with addition of supporting documents, including the following:

- Adopted Comprehensive Plan Components, including:
 - New Hope Corridor Open Space Master Plan (1991)
 - Downtown Small Area Plan & Design Guidelines (2000)
 - Parks and Recreation Master Plan (2002)
 - Neighborhood Conservation Districts (2003 to present)
 - Bicycle and Pedestrian Action Plan (2004)
 - Greenways Master Plan (2006)
 - Northern Area Task Force Report (2008)
 - Downtown Streetscape Master Plan (2009)
 - Ephesus Church Road/Fordham Boulevard Small Area Planning and Traffic Analysis (2011)
 - Glen Lennox Guiding Principles and Design Guidelines (2012)
 - Northside and Pine Knolls Design Guidelines (2012)
- Regulatory Tools, including:
 - Land Use Management Ordinance (Amended 2012)
 - Zoning Atlas (Amended 2012)

The Plan is also informed by:

- The Joint Planning Agreement, an inter-local agreement with Orange County and the Town of Carrboro
- The University of North Carolina at Chapel Hill Master Plan and Development Plan
- The Carolina North Development Agreement jointly adopted by the University of North Carolina at Chapel Hill and the Town of Chapel Hill

Since 2000, enduring areas of focus include the following:

- Neighborhood protection (as can be seen with the creation of several Neighborhood Conservation Districts and development moratoria);
- Protecting the environment;
- Keeping the pace of development congruent with school



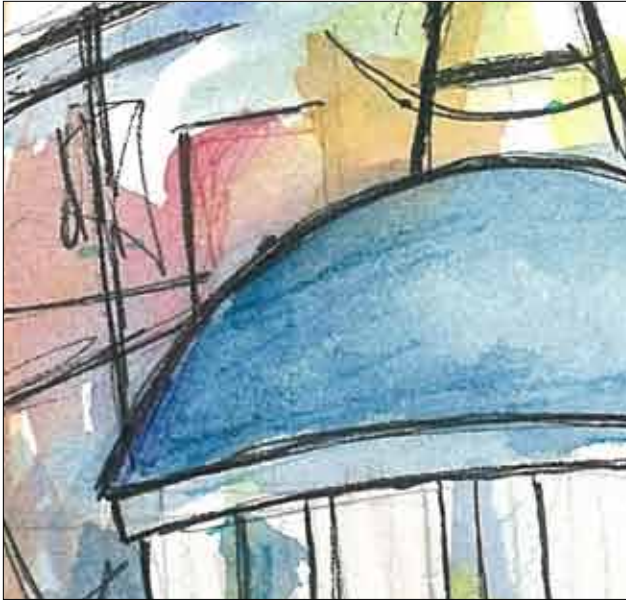
For more information about the University's development plan, visit: <http://www.fpc.unc.edu/Planning.aspx>

For more information about the Carolina North Development Agreement, visit www.townofchapelhill.org/carolinanorth and <http://carolinanorth.unc.edu/>

expansion (as can be seen with the adoption of the Schools Adequate Public Facilities Ordinance [SAPFO 2003]); and

- Multi-modal transportation (as can be seen with the development of the Northside Mobility Plan [2007], Bicycle & Pedestrian Action Plan [2004], and the creation of the fare-free bus system [2002]).

Recent studies, specifically the Ephesus Church Road/ Fordham Boulevard Small Area Planning and Traffic Analysis, the draft Parks and Recreation Master Plan, the work of the South 15/501 Discussion Group, and the Glen Lennox Area Neighborhood Conservation District for CD-8C, including the Guiding Principles and Design Guidelines, were referred by the Town Council to the Chapel Hill 2020 process. The Chapel Hill 2020 comprehensive plan, along with the documents identified as components since 2000, will replace the 2000 Comprehensive Plan.



**CHAPTER 3:
CHOOSING CHAPEL HILL'S FUTURE**

CHAPTER 3: CHOOSING CHAPEL HILL'S FUTURE

In 2011, when asked what issue should receive the most increase in emphasis over the next two years, Chapel Hill residents responded with (1) the overall flow of traffic and congestion and (2) how well the Town is prepared for the future (Source: 2011 Community Survey for the Town of Chapel Hill).

Preparing for the future and planning for and managing growth will be prominent issues for all communities, including the Chapel Hill community. When planning for the future, natural constraints, such as water supply, must be considered as well as the possible expansion and growth of the Chapel Hill-Carrboro City School System, the University of North Carolina at Chapel Hill, and UNC Health Care System.

Changes in demographics will also play a major role in preparing for change in the Chapel Hill community. For example, as the baby boomer generation ages, they look for places that accommodate their needs and interests. Ease of mobility, social connections, the ability to age in place, wellness and cultural amenities are becoming increasingly important. The younger population is more focused on the future for innovation, change, and entrepreneurship, and looks for a new living pattern — one that embraces change, connectivity, and non-suburban living patterns.

In addition to these future changes, the community also considered regional trends and current information available about Chapel Hill.

The base analysis of Chapel Hill's existing conditions was presented during the Future Focus workshops which were held on February 15-16, 2012. This analysis provided information about the existing conditions and what these conditions could mean for the future. This analysis was based upon a "base scenario" of the Town which included all development currently existing, all development that has been approved but not yet built, and certain large proposed developments.

More information about this analysis can be found on the following webpage under "February 16, 2012, Future Focus": www.townofchapelhill.org/index.aspx?page=1771

In order to analyze possible future conditions, the CommunityViz model was used. The CommunityViz software is a decision-based computer software that evaluates different future growth scenarios. CommunityViz provided estimates about what "build out," or full capacity, of the town would look like. These estimates were based on the Town's current land use categories, zoning districts, projects already approved, and general development patterns.



The 2011 Community Survey was conducted in November and December 2011, by the ETC Institute. The purpose of the survey is to objectively measure residents' satisfaction with Town services and to provide an additional tool for understanding perception of services. For more information about the 2011 Community Survey, visit www.townofchapelhill.org/survey



During the Future Focus workshop, the CommunityViz tool estimated that Chapel Hill's total population could grow from 57,233 in 2010, to approximately 78,500 people at "build out," and that Chapel Hill employers could employ approximately 78,800 people. These estimates are not prescriptions, but information that can help Chapel Hill think about the future.

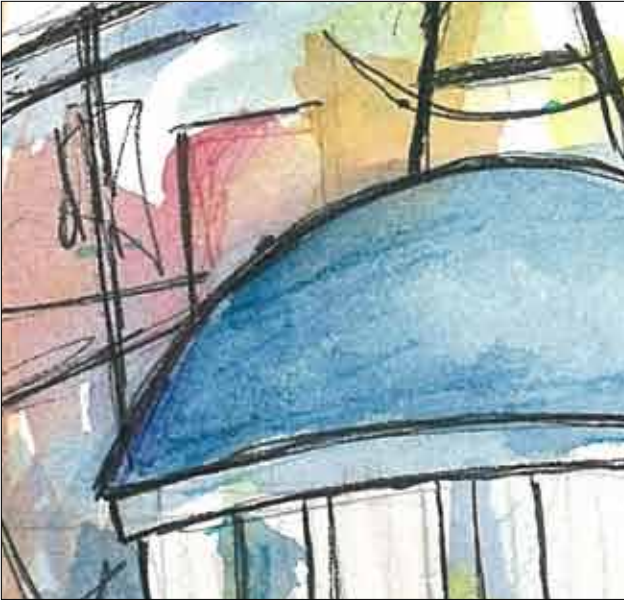
Of course, changes in assumptions (such as employee/space ratios or average household size), factors beyond Chapel Hill's control (such as the national and state economy), and those within the Town's control (such as zoning regulations) can influence those future numbers. Future population and employment could be higher or lower as a result of changed conditions.

In addition to the population projections, the CommunityViz model estimated other "build out" conditions that could be present in the future. These conditions include the following:

- An estimated total of 35,600 housing units, of which less than 50% are single-family units;
- A balance of jobs relative to residents;
- An increase in impervious surface area;
- A need for increased access to open space and recreation areas; and,
- Between 20% to 30% of the population living within walking distance of planned light rail or bus transit stops.

Another major consideration for the Chapel Hill community is the growth potential and possible future developments of the University of North Carolina at Chapel Hill and the UNC Health Care System.

Even if Chapel Hill does nothing, the community is already poised to change due to regional growth and development. Chapel Hill is well positioned to adapt to and direct this change because of the time and effort that have been put into the development of the themes, goals, action items, and implementation steps that comprise the Chapel Hill 2020 comprehensive plan. This comprehensive plan, which the community has created, is the map to the future that Chapel Hill desires.



**CHAPTER 4:
FACTS AND PROJECTIONS**

Purpose of Chapter

The intent of this chapter is to provide the information that was available to the participants during the development of the Chapel Hill 2020 comprehensive plan. If you have questions about the information provided, please see the source information that is provided with the data, or contact the Chapel Hill Planning Department at 919-968-2728.

CHAPTER 4: FACTS AND PROJECTIONS

The participants in the Chapel Hill 2020 process relied on the most up-to-date information available during the development of the comprehensive plan. This information provided a snapshot in time about the town and data projections for the future.

This chapter provides the information that was available to the Chapel Hill 2020 participants during the development of the comprehensive plan. Information is provided about the following topics: current population figures, land area, population growth, the economy, the financial picture, transportation, household/personal incomes, housing, OWASA, Chapel Hill-Carrboro City School System, and tourism.

This information was gathered from a variety of sources, such as the US Census, the University of North Carolina at Chapel Hill Office of Institutional Research and Assessment, the 2011 Chapel Hill Data Book, and others.

I. Current Population Figures

Chapel Hill is a college town located in the Triangle region of North Carolina. The median age of Chapel Hill residents is younger than many other North Carolina towns which is due to the presence of the University of North Carolina at Chapel Hill.

Population

In 2010, the Town of Chapel Hill's total population was 57,233 (Source: 2010 US Census).

In 2011, the University of North Carolina at Chapel Hill's total student population, including undergraduate, graduate, and professional students, was 29,137 (Source: UNC-CH Office of Institutional Research and Assessment, September 2011).

University of North Carolina at Chapel Hill Student Composition

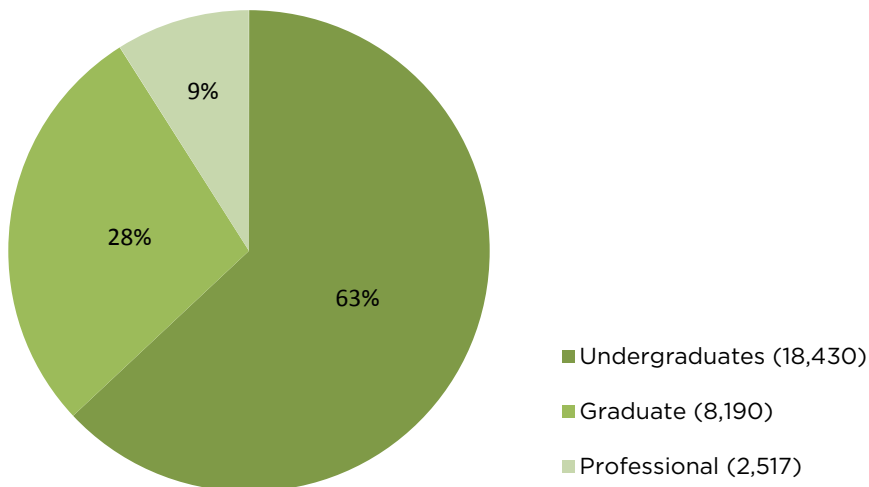
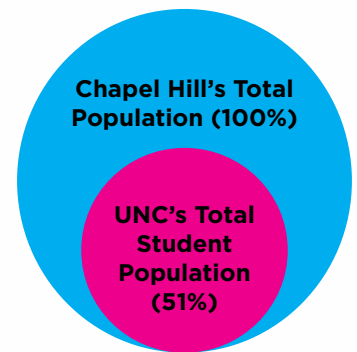
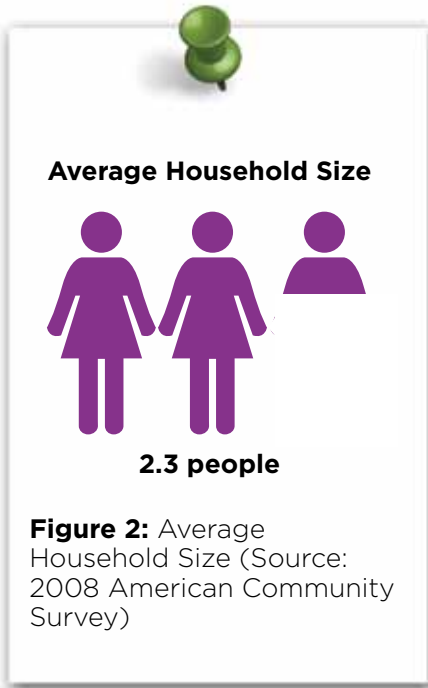


Figure 1: Student Composition at the University of North Carolina at Chapel Hill, (Source: UNC-CH Office of Institutional Research and Assessment, September 2011)

Question: Does the Chapel Hill population include University of North Carolina at Chapel Hill students?

Answer: Yes, the US Census population includes all students who live in Chapel Hill. A student living in a dormitory or in an off-campus apartment in Chapel Hill counts as a resident. A UNC student living in Carrboro, for example, does not.





Population Density

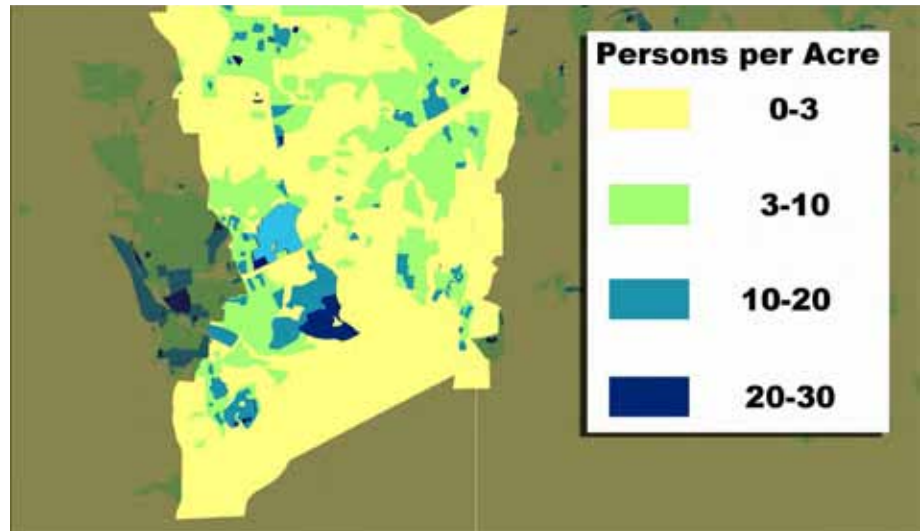


Figure 3: Population Density (persons per acre) in Chapel Hill (Source: Town of Chapel Hill Planning Department, February 2012)

Age Distribution

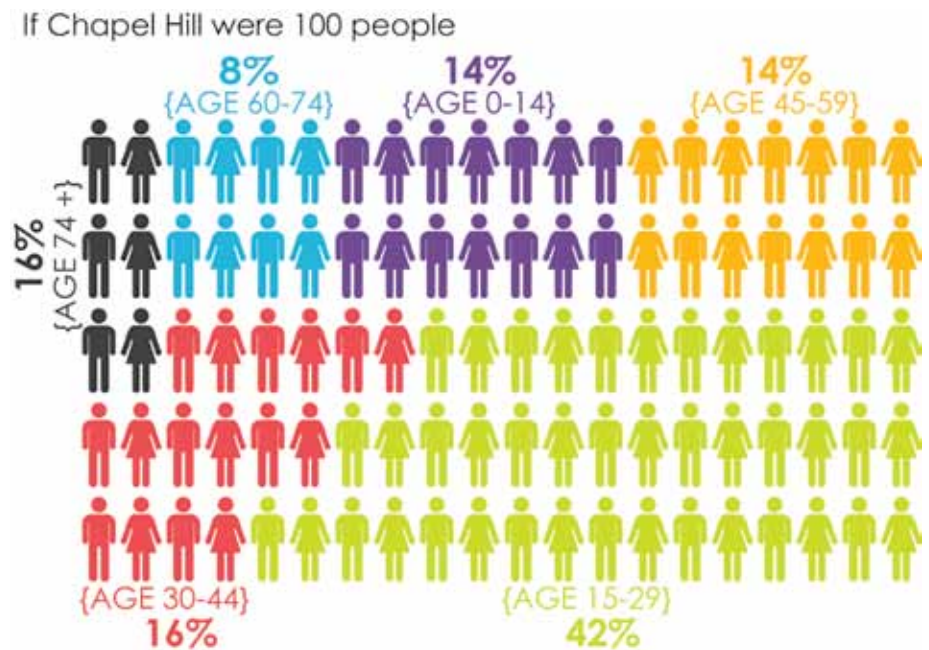


Figure 4: If Chapel Hill Were 100 People (Age Ranges) (Source: 2010 US Census)

In 2010, the median age of Chapel Hill residents was 25.6 years old (Source: 2010 US Census).

To compare, in 2010, the median age residents in North Carolina was 37.3, and the median age residents in the United States was 37.2 (Source: 2010 US Census).

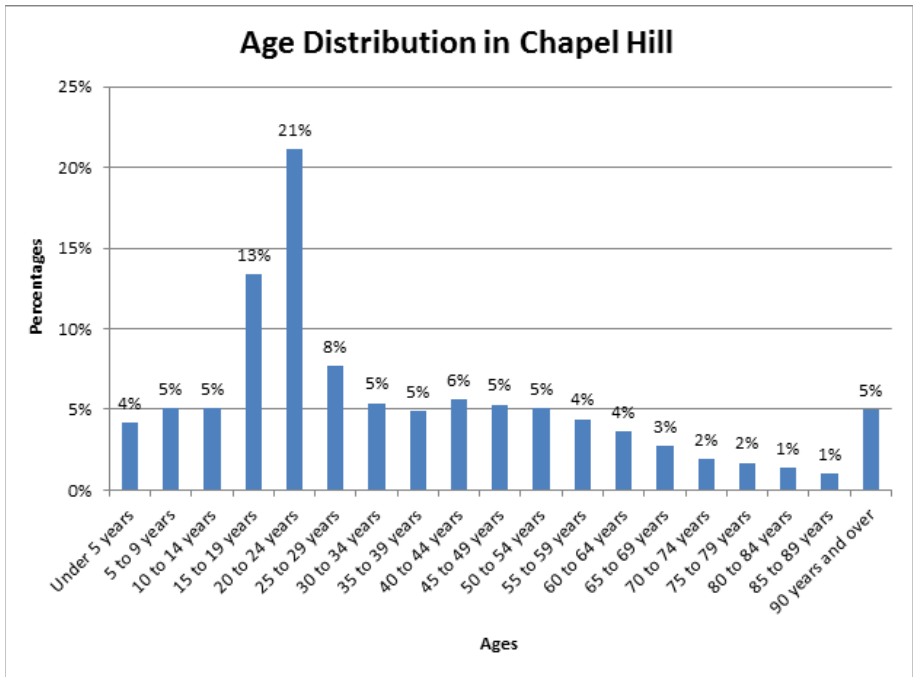


Figure 5: Age Distribution in Chapel Hill (Source: 2011 Chapel Hill Data Book)

From 1970 to 2008, the over-65 age group increased the most relative to all other age groups (from 4.5% to 9.5%) (Source: 2011 Chapel Hill Data Book).

Race and Gender

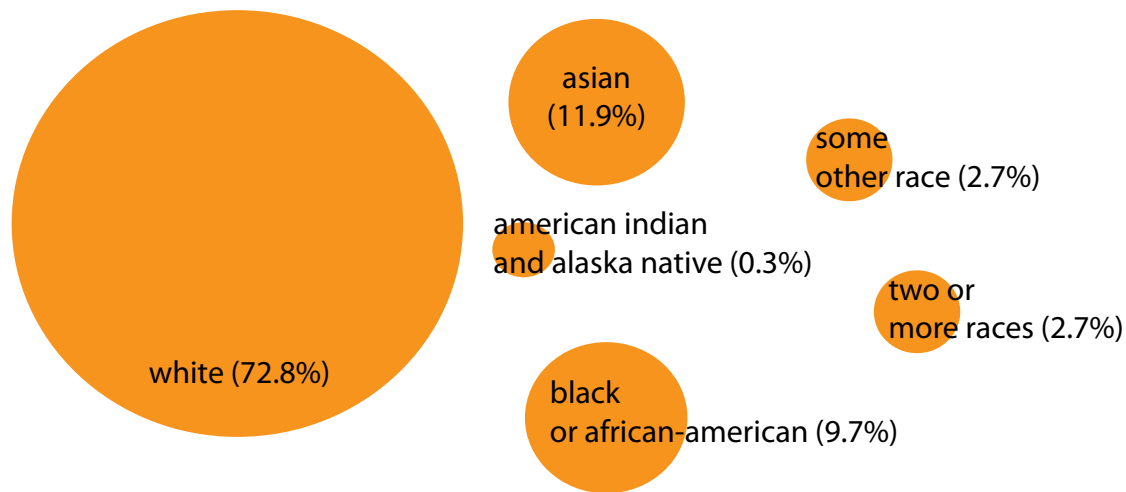


Figure 6: Race in Chapel Hill (Source: 2010 US Census)

Gender Composition

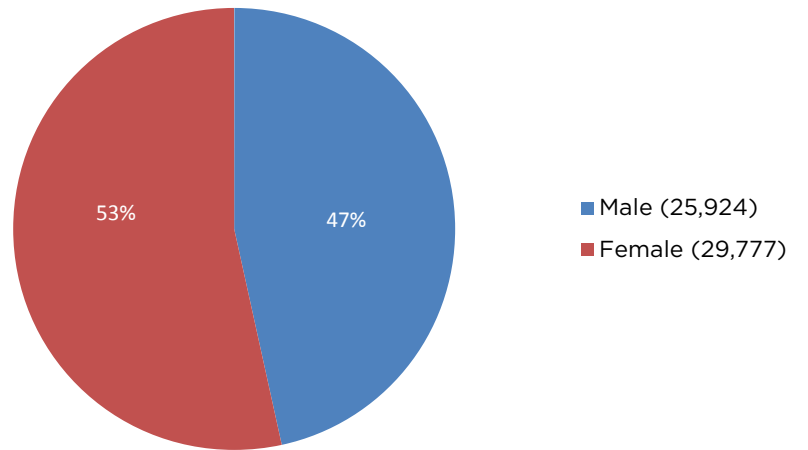


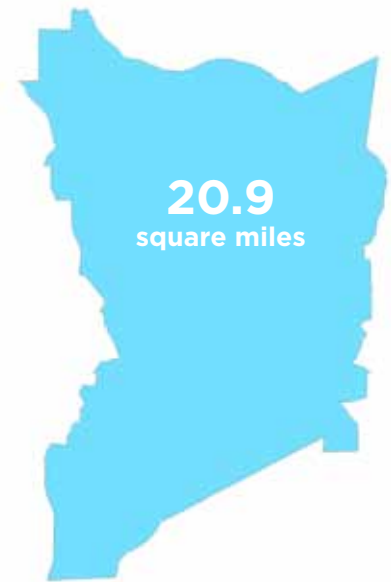
Figure 7: Gender composition in Chapel Hill (Source: 2010 US Census)

II: Land Area

Chapel Hill is comprised of 20.9 square miles contained by the Town's Urban Services Boundary; land in the Extraterritorial Zoning Jurisdiction and the Joint Planning Transition area are also under the purview of the Town (Source: Chapel Hill Data Book).

Of the 20.9 square miles, 350 acres are provided as parkland, and 730 acres are designated as open space. Therefore, parkland represents 2.6% of the total land area of Chapel Hill, and open space represents 5.5% of the total land area of Chapel Hill.

Extraterritorial jurisdiction, or "ETJ," is the jurisdictional area, located in Orange County and outside the Chapel Hill corporate limits, covered by Chapel Hill zoning and planning regulations.



Rural Buffer

In 1987, the governments of Orange County, the Town of Chapel Hill, and the Town of Carrboro approved a Joint Planning Agreement for the purpose of coordinating comprehensive planning among the three jurisdictions.

The Agreement created a Rural Buffer on the edges of Chapel Hill to maintain rural character and low-density residential uses (generally one dwelling unit per two acres) without urban services (water, sewer, and other Town services). The Towns agreed not to annex into the Rural Buffer. The effect of this component of the Agreement was to curtail urban development immediately outside town limits. Urban densities with public utilities were anticipated to remain within the towns' urban services areas, within town limits.

This swath varies in width, generally from one-quarter mile to two miles wide. It extends around the northern and western town limits of Carrboro and Chapel Hill; and, to the southeast of Chapel Hill's town limits, an area south of Old Lystra Road and the Hunt's Reserve and The Reserve II subdivisions.

The Rural Buffer set the boundaries for urban growth and focused new development on vacant land inside the urban services boundary and on redevelopment of underdeveloped parcels within Carrboro and Chapel Hill. Scarcity of developable urban land has increased, so has development pressure on underdeveloped property, environmentally sensitive areas, and in and near existing neighborhoods. In addition, the cost and tax value of land in Chapel Hill and Carrboro have risen in response to several factors, including this urban land scarcity. Even during the 2000 Comprehensive Plan discussions, many participants noted that land was Chapel Hill's scarcest resource.

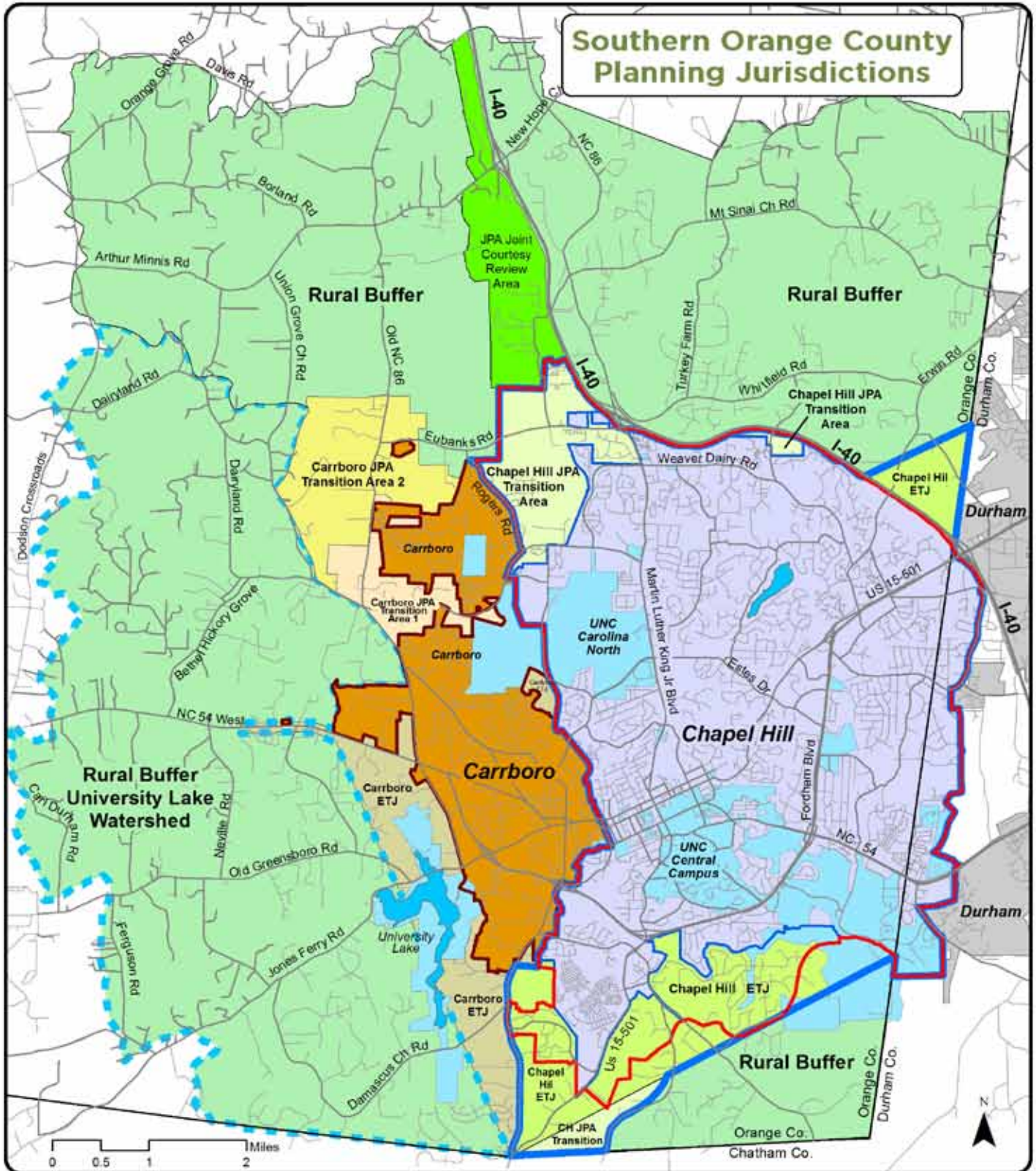
III: Maps

The following maps have been included to provide information about the Town of Chapel Hill and Orange County:

- **South Orange County Planning Jurisdictions**
This map shows the division of jurisdictional planning areas between Orange County and the Towns of Chapel Hill and Carrboro. These include corporate limits, corporate extraterritorial planning areas, and joint planning areas (Orange County, Carrboro, and Chapel Hill). The Rural Buffer is one of the joint planning areas.
- **Chapel Hill Stream Buffer System**
Chapel Hill regulates and limits land disturbance along streams in order to protect water resources. This map indicates the major streams with their system of protective buffers; however, the Town's buffer system may extend to all streams, not just major ones, including intermittent and ephemeral streams.
- **Chapel Hill Floodplains**
This map shows the floodplain boundaries established by the Federal Emergency Management Agency (FEMA). Chapel Hill participates in the National Flood Insurance Program which requires local governments to regulate development activity within these floodplains.
- **Chapel Hill Local Historic Districts and National Register Historic Districts**
Chapel Hill has two types of historic districts; each type offers a different method for encouraging preservation. The Local Historic Districts were established by Town ordinance and are regulated by the Historic District Commission which issues Certificates of Appropriateness for permitted property changes. National Register Districts are Federally designated, by way of State sponsorship. Tax incentives are granted for appropriate property renovations or changes.
- **Chapel Hill Government land: Town, Orange County, and University of North Carolina at Chapel Hill Properties**
This map shows the extent of government land ownership in Chapel Hill. The Town and the University of North Carolina at Chapel Hill are the major land owners. Orange County ownership includes not only County government and social facilities but also the public school system.
- **Chapel Hill Existing Land Use**
This map shows simplified categories of existing land use within Chapel Hill's Urban Services Boundary.

Map 1: Southern Orange County Planning Jurisdictions (Source: Town of Chapel Hill Planning Department, May 2012)

This map shows the division of jurisdictional planning areas between Orange County and the Towns of Chapel Hill and Carrboro. These include corporate limits, corporate extraterritorial planning areas, and joint planning areas (Orange County, Carrboro, and Chapel Hill). The Rural Buffer is one of the joint planning areas.



Chapel Hill Planning Areas	Carrboro Planning Areas	Orange County Planning Areas
Chapel Hill Total Planning Area	Carrboro Town Limits	Orange Co Joint Courtesy Review
Chapel Hill Urban Services Boundary	Carrboro Extraterritorial Jurisdiction (ETJ)	Orange Co Rural Buffer
Chapel Hill Town Limits	Carrboro JPA Transition Area 1	UNC Property
Chapel Hill Extraterritorial Jurisdiction (ETJ)	Carrboro JPA Transition Area 2	
Chapel Hill JPA Transition Area		

Note: JPA = Joint Planning Agreement
ETJ = Extraterritorial Jurisdiction



Scale: 0 to 2 Miles

Map 2: Chapel Hill Stream Buffer System (Source: Town of Chapel Hill Planning Department, May 2012)




Chapel Hill regulates and limits land disturbance along streams in order to protect water resources. This map indicates the major streams with their system of protective buffers; however, the Town's buffer system may extend to all streams, not just major ones, including intermittent and ephemeral streams.

**Chapel Hill
Stream Buffer System
Legend**




Waterbodies

-  Lakes and Ponds
-  Streams

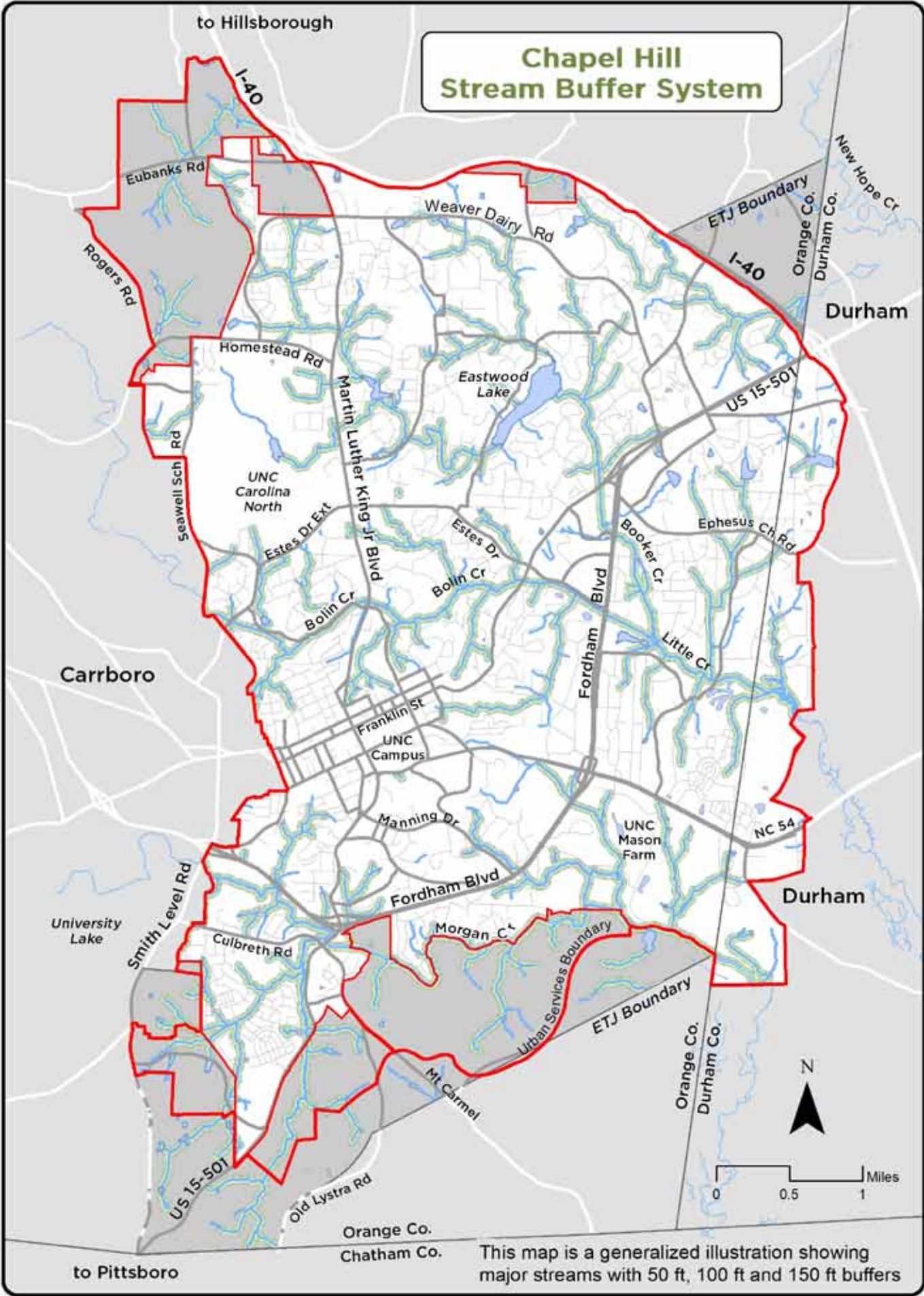
Stream Buffer System

-  50 Feet
-  100 Feet
-  150 Feet

Boundaries

-  Chapel Hill Town Limits
-  Urban Services Boundary
-  Chapel Hill Extraterritorial Planning Jurisdictions

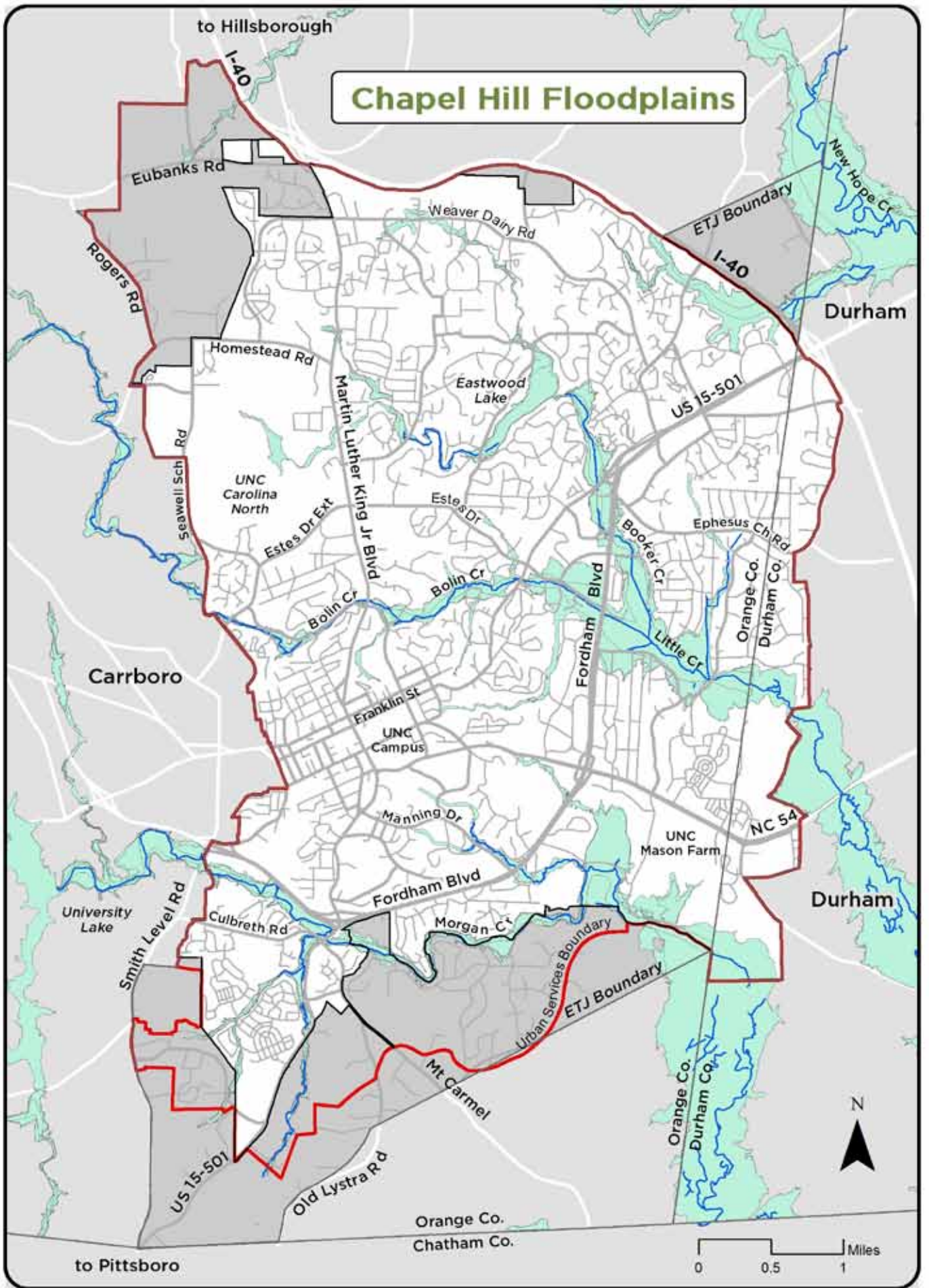
Chapel Hill Stream Buffer System



This map is a generalized illustration showing major streams with 50 ft, 100 ft and 150 ft buffers

Map 3: Chapel Hill Floodplains (Source: Town of Chapel Hill Planning Department, May 2012)

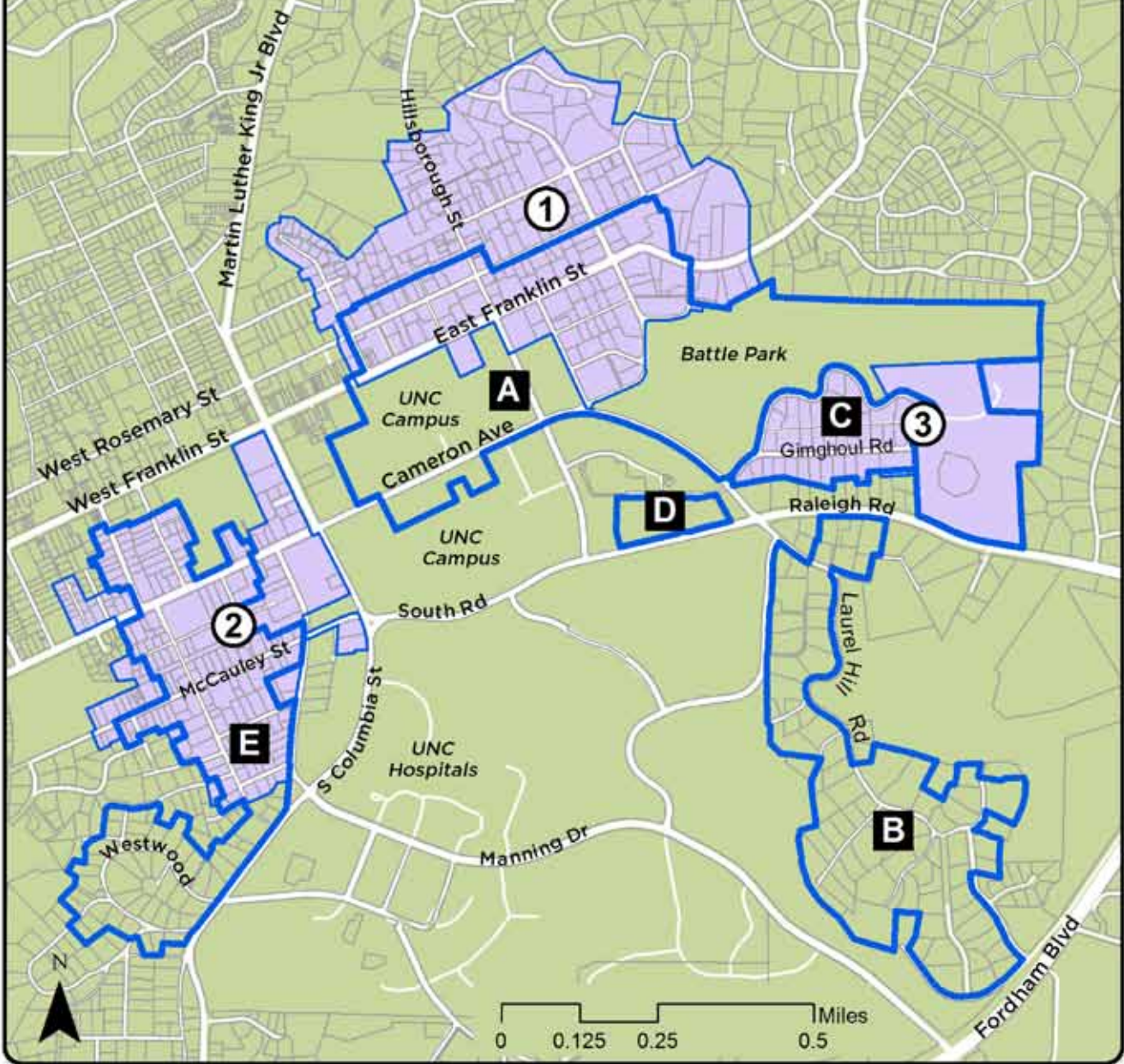
This map shows the floodplain boundaries established by the Federal Emergency Management Agency (FEMA). Chapel Hill participates in the National Flood Insurance Program which requires local governments to regulate development activity within these floodplains.



Map 4: Chapel Hill Local Historic Districts and National Register Historic Districts (Source: Town of Chapel Hill Planning Department, May 2012)

Chapel Hill has two types of historic districts; each type offers a different method for encouraging preservation. The Local Historic Districts were established by Town ordinance and are regulated by the Historic District Commission which issues Certificates of Appropriateness for permitted property changes. National Register Districts are Federally designated, by way of State sponsorship. Tax incentives are granted for appropriate property renovations or changes.

Chapel Hill Local Historic Districts and National Register Historic Districts



Local Ordinance Historic Districts		Established	Ordinance
1	1. Franklin-Rosemary Historic District	1976-12-13	O-76-51
	2. Cameron-McCauley Historic District	1990-06-11	90-06-11/O-4B
	3. Gimghoul Historic District	1993-11-22	93-11-22/O-o.2

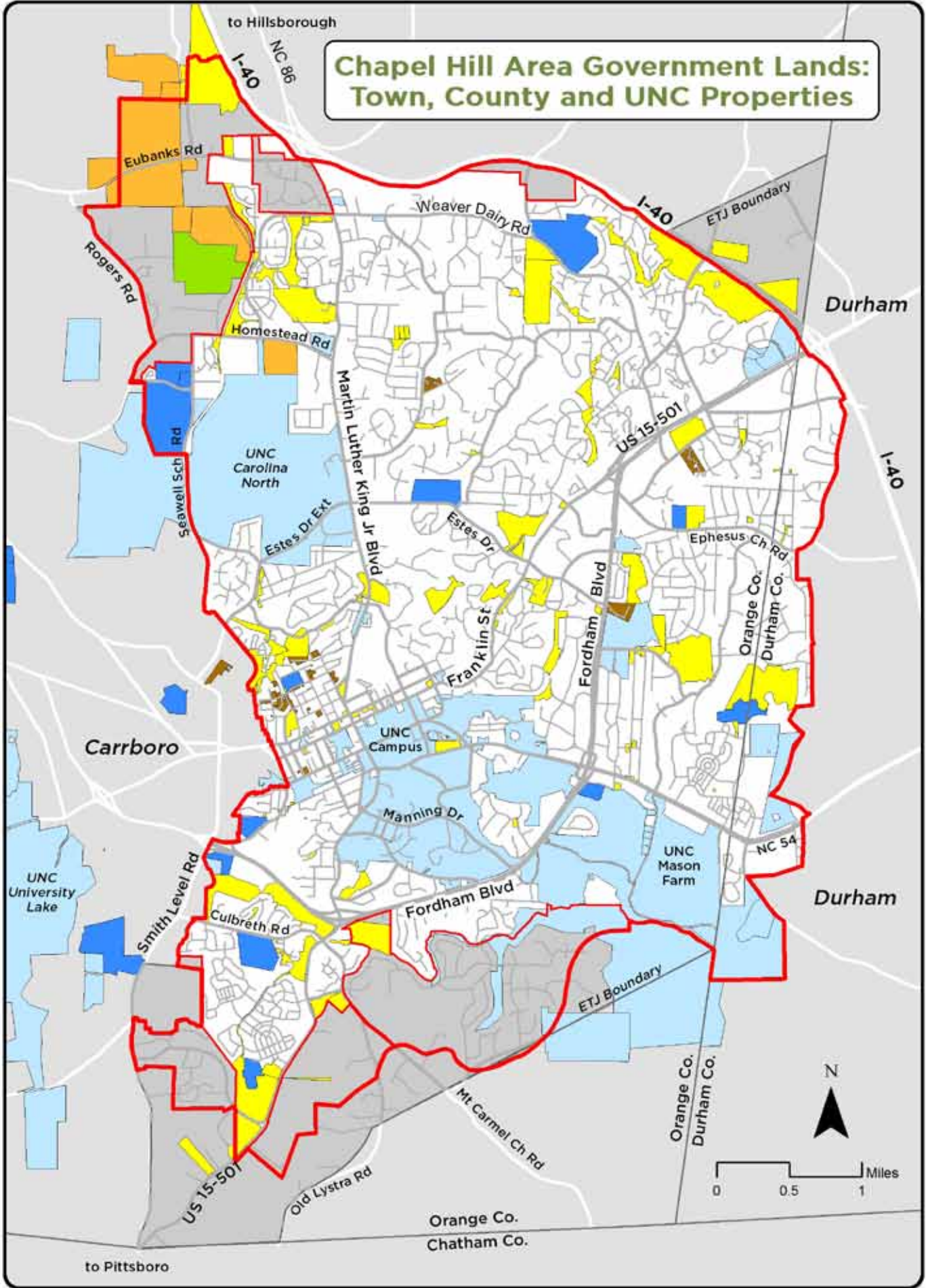
National Register Historic Districts		Date of Certification
A	A. Chapel Hill National Register District	1971-12-16
	B. Rocky Ridge National Register District & District Area Expansion in 2008	1989-08-08
	C. Gimghoul National Register District	2008-01-30
	D. Old Chapel Hill Cementary	1993-08-05
	E. West Chapel Hill National Register District	1994-05-03
		1998-12-31

Map 5: Chapel Hill Government Land: Town, County, and UNC Properties (Source: Town of Chapel Hill Planning Department, May 2012)

This map shows the extent of government land ownership in Chapel Hill. The Town and the University of North Carolina at Chapel Hill are the major land owners. Orange County ownership includes not only County government and social facilities but also the public school system.



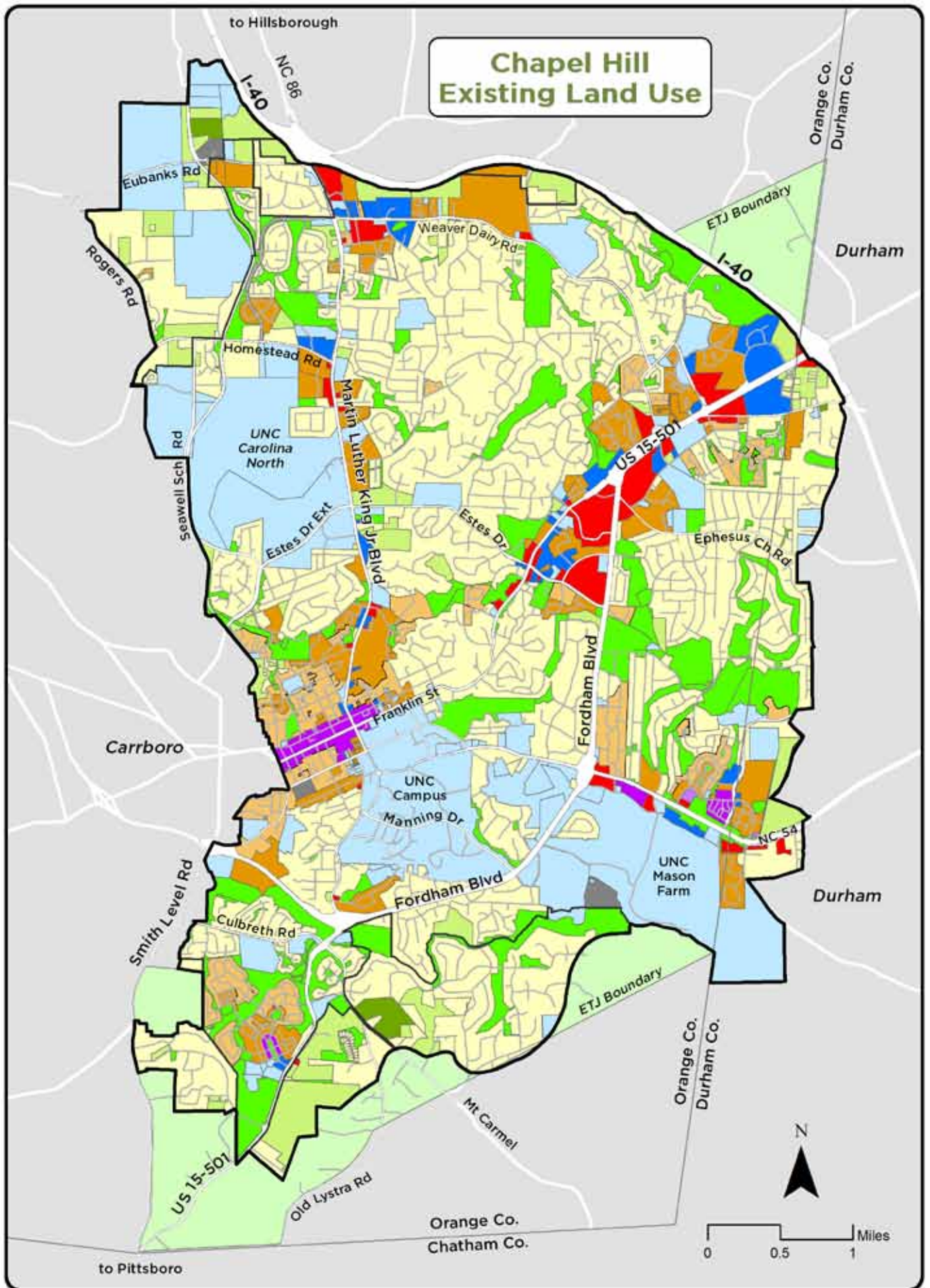
Chapel Hill Area Government Lands: Town, County and UNC Properties



Map 6: Chapel Hill Existing Land Use (Source: Town of Chapel Hill Planning Department, May 2012)

This map shows simplified categories of existing land use within Chapel Hill’s Urban Services Boundary.





III: Population Growth

The following data illustrate Chapel Hill's past trends in population growth as well as future population growth projections. The projections are provided to describe possible growth scenarios for Chapel Hill and can be used as an aid to develop a vision for how the community would like to grow.

Past Population Growth Trends

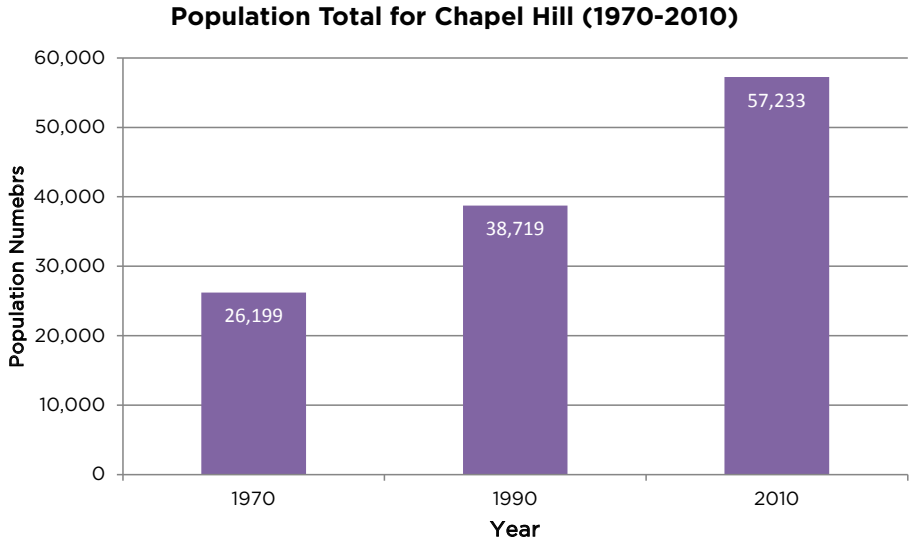


Figure 8: Population Total for Chapel Hill (1970–2010) (Source: 2011 Chapel Hill Data Book)

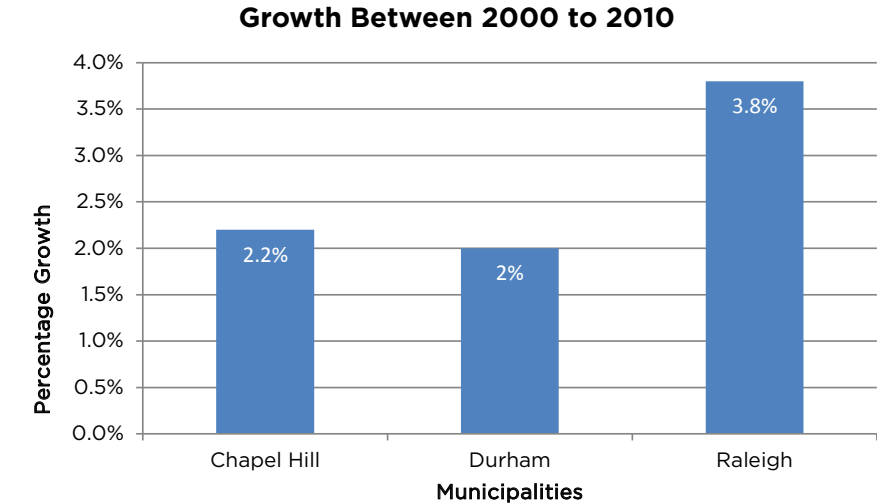


Figure 9: Growth Between 2000 to 2010 (Source: 2011 Chapel Hill Data Book)

Future Population Growth Trends

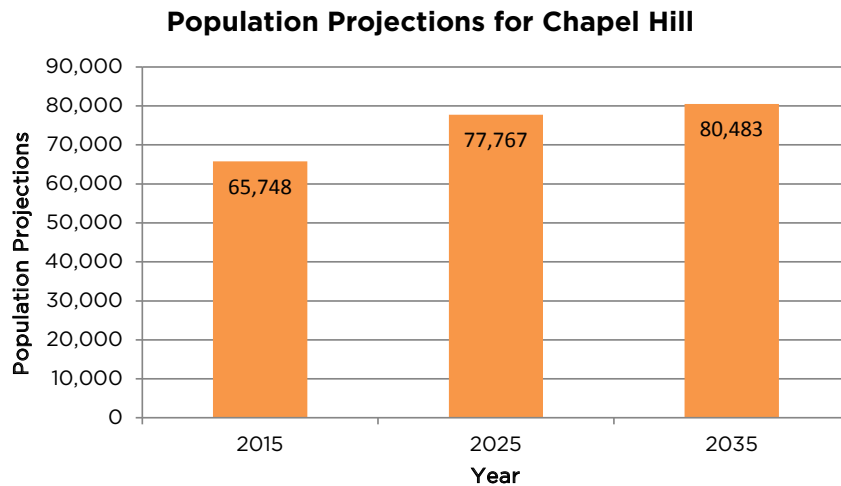


Figure 10: Population Projections for Chapel Hill (Source: Durham-Chapel Hill-Carrboro Metropolitan Planning Organization Socioeconomic Data for the 2035 Long Range Transportation Plan, 2007)

How were these projections determined?

These projections were developed by estimating future development by type (such as residential, office, commercial, and others) for specific areas of town. The estimates included assumed residential densities and non-residential floor area ratios that resulted in projected units and square footage. From these estimates, population and employment projections were developed.

After the estimates were developed, the estimates were compared to historical annual growth rates for validation. The estimates were found to be consistent with the historical annual growth rates.

By the Fall of 2018, the University of North Carolina at Chapel Hill student enrollment is projected to be 33,000. This number includes undergraduate and graduate students (Source: UNC-CH Office of Institutional Research and Assessment, 2008).

In 2011, the University of North Carolina at Chapel Hill's total student population, including undergraduate, graduate, and professional students, was 29,137 (Source: UNC-CH Office of Institutional Research and Assessment, September 2011).



Chapel Hill's Office Market

(Source: Office Market Analysis, April 2010)

- A healthy vacancy rate is between 8-10%
- To grow the office market, the vacancy rates needs to be reduced (currently about 20.49%) by attracting new users
- Office space is a net financial positive for the Town
- 2,200,000 SF Office space in 2011
- Potential for 1,000,000 SF Office space in Chapel Hill

1M SF of new office equals:

- \$200M Tax Base
- \$2.68M net-new property taxes
- \$350M to the economy
- \$28M in lease payments for property M&O
- 2,100 FTE Construction jobs
- 5,000 permanent employees
- Construction workers earn \$140M in wages
- = 4 cents on Chapel Hill's Property Tax Rate

For more information, visit: www.townofchapelhill.org/Modules/ShowDocument.aspx?documentid=6132

IV: Economy

Chapel Hill's top three employers are the University of North Carolina at Chapel Hill, the UNC Health Care System, and Blue Cross Blue Shield of North Carolina. In addition to these entities, jobs are provided by the local and county government, the Chapel Hill-Carrboro City School System, and other businesses. With employment projected to grow, Chapel Hill is well poised to encourage entrepreneurs and innovators to locate in Chapel Hill.

Economic Composition of Orange County (Source: Orange County Economic Development, 2010):

- Educational, health and social services (39%)
- Professional, scientific, management, administrative, and waste management services (14%)
- Arts, entertainment, recreation, accommodation, and food services (11%)

Top 5 public employers in Orange County (Source: Orange County Economic Development, 2010):

1. UNC at Chapel Hill: 16,217 employees
2. UNC Health Care System: 7,964 employees
3. Chapel Hill-Carrboro City Schools: 2,138 employees
4. Orange County Schools: 1,157 employees
5. Town of Chapel Hill: 912 employees

Top 5 private employers in Orange County (Source: Orange County Economic Development, 2010):

1. Blue Cross Blue Shield of North Carolina: 1,239 employees
2. Sports Endeavors/Eurosport: 676 employees
3. Harris Teeter, Inc.: 489 employees
4. PHE, Inc.: 316 employees
5. A Southern Season: 314 employees

Employment Projections

The following information provides future projections about employment in Chapel Hill and can be used as a basis for visioning and planning for the economic future of Chapel Hill.

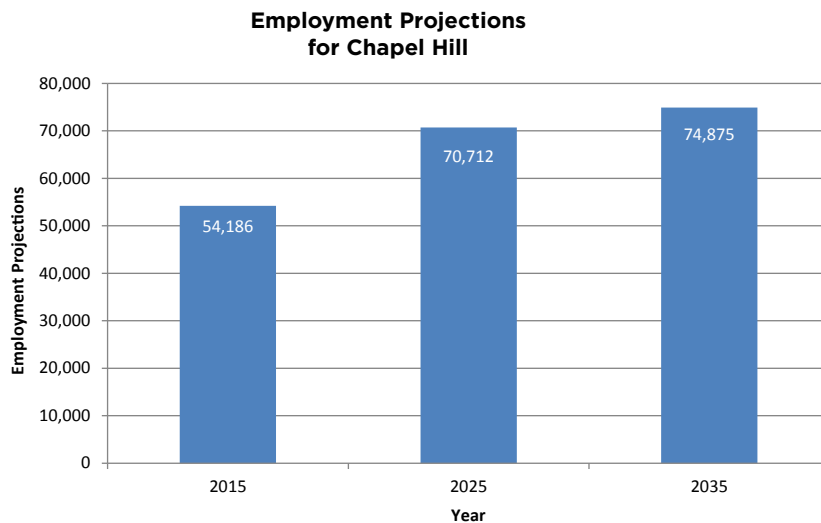


Figure 11: Employment Projections for Chapel Hill (Source: Durham-Chapel Hill-Carrboro Metropolitan Planning Organization Socioeconomic Data, 2007)

In 2010, the University of North Carolina at Chapel Hill employed 11,945 permanent staff and faculty. Full-time employees totaled 11,246, and part-time employees totaled 699. The University also employed 10,828 temporary staff and faculty (Source: University of North Carolina at Chapel Hill Office of Human Resources).

In 2010, UNC Hospitals employed 6,680 full-time employees and 359 part-time employees (Source: University of North Carolina at Chapel Hill Office of Human Resources).

By 2040, the University of North Carolina at Chapel Hill and UNC Hospitals is projected to employ 24,000 full-time employees (Source: University of North Carolina at Chapel Hill and UNC Hospitals).

Unemployment rates

One indicator of the stability of the regional economy is unemployment rates. The chart on the following page compares the 2010 unemployment rates for Chapel Hill to Orange County, North Carolina, and the United States.

Note: Due to the large number of students who live in Chapel Hill, this percentage may not accurately reflect the true unemployment rate for Chapel Hill; the rate might actually be lower than is stated.



Chapel Hill's Retail Market

(Source: Retail Market Analysis, 2011)

- 1.5M retail today in Chapel Hill
- Potential retail demand of 500,000-1,000,000 SF
- \$3,350 amount spent by a typical office worker on food
- Region expects 800,000 new residents in the next 20 years
- Demand for 400,000+ SF of new retail by 2010
- Demand for 1,000,000 SF of new retail in 8 years
- 35% = approximate amount of market loss
- Retail Gap in Chapel Hill: Assuming a 75% capture rate, Chapel Hill could capture between 160,000-224,000 SF of retail space by 2010 or 282,000-395,000 SF by 2020.
- Chapel Hill is undersupplied in department stores, automotive dealers, electronic shopping/mail-order houses, general merchandise, warehouse clubs, and clothing stores.
- Chapel Hill is a regional supplier of grocery stores, restaurants, and building materials.

2010 Unemployment Rates

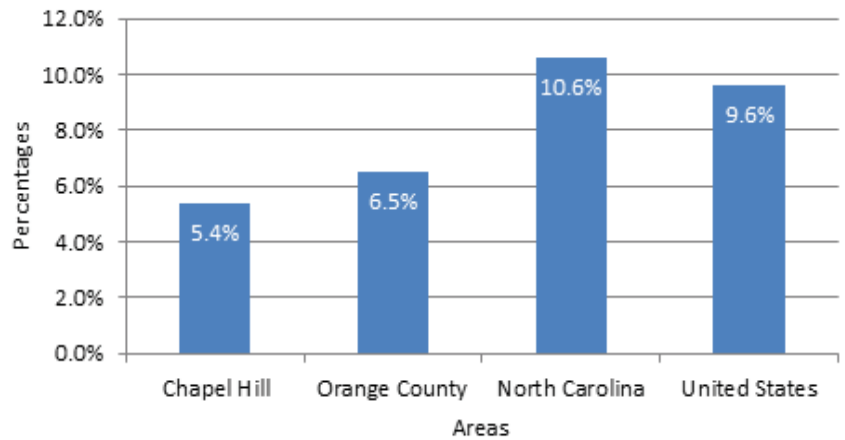


Figure 12: 2010 Unemployment Rates (Source: NC Department of Commerce, Division of Employment Security)

Economic Development Strategy/Open for Business

The Town of Chapel Hill has launched www.opentobusiness.biz to provide information for new and expanding businesses making critical decisions about locating in Chapel Hill. This web portal offers the ability to search for available space either for sale or lease. The effort is just one of numerous mechanisms created as a result of the Town's Economic Development Strategy which was adopted by Town Council in June of 2008.

V: Financial Picture

For the future, the community must balance the growing needs and desires with the tighter Town, Orange County, and Chapel Hill-Carrboro City School System budgets and limited resources. Understanding the Town’s current financial situation and being realistic about what can be accomplished is critical for creating a useable plan.

Expenditures and revenues

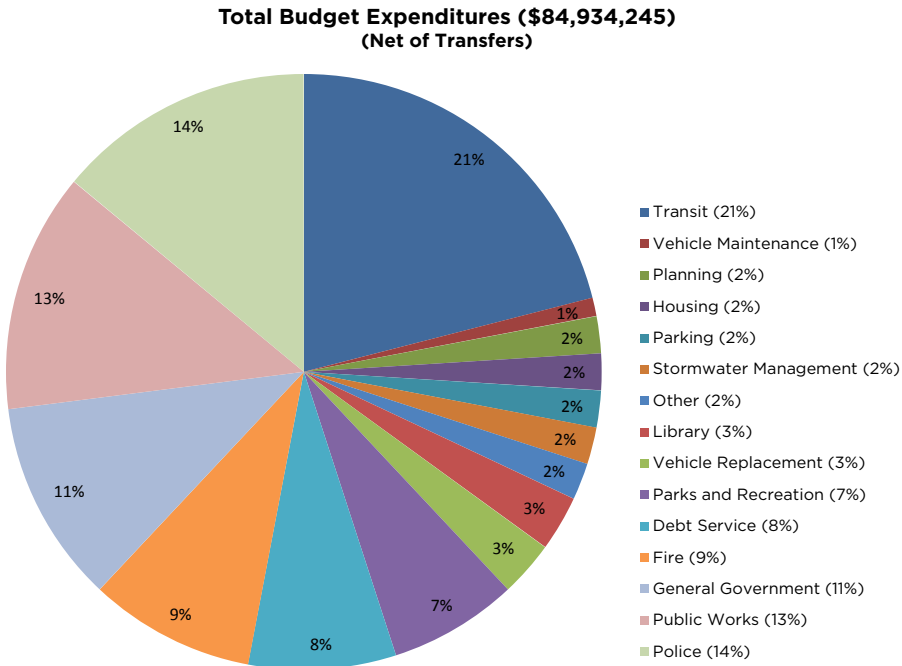


Figure 13: Total Budget Expenditures (Net of Transfers) (Source: 2011-2012 Adopted Budget for the Town of Chapel Hill)

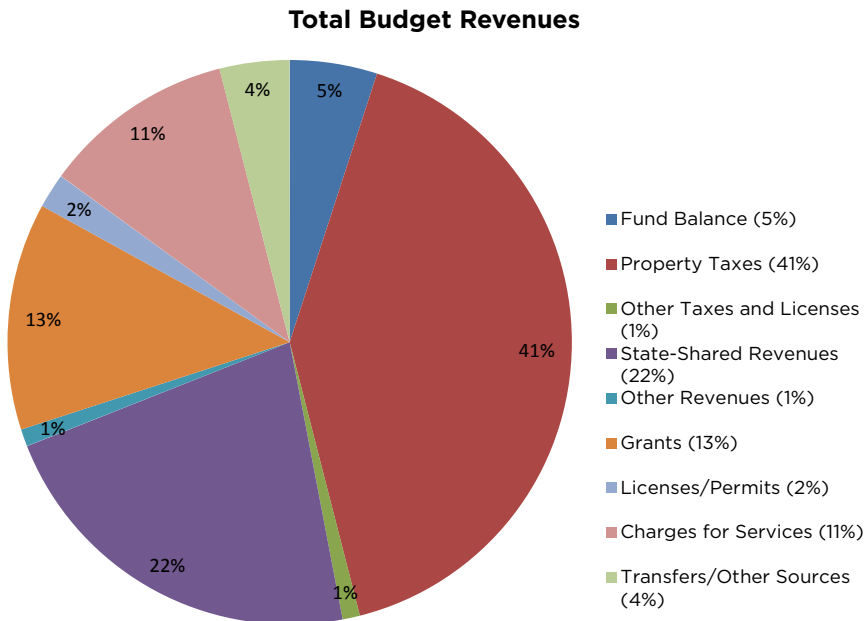


Figure 14: Total Budget Revenues (Source: 2011-2012 Adopted Budget for the Town of Chapel Hill)



With current conditions:

Chapel Hill's residential sector contributes between 92¢ -98¢ for each dollar's worth of services it receives.

Chapel Hill's commercial land uses generate between \$1.07 and \$1.19 in revenues for each dollar's worth of publicly provided services it receives.

(Source: 2009-2010 Chapel Hill Comprehensive Annual Financial Report, Orange County Tax Assessor's Office)

Note: The higher range includes multi-family units in commercial uses, the lower range includes them in residential uses.

Priority-Based Budgeting

The Town of Chapel Hill is developing a new way to create its budget, utilizing priority based budgeting. Priority based budgeting considers the cost of the various services (programs) the Town provides and looks at the way those programs perform in terms of the Town's overall priorities. Available resources (revenue) are then allocated among the programs according to how well they perform and how well they support the overall priorities. The budget process will reflect the themes identified in the Chapel Hill 2020 process and will require continued public participation.

Property tax rates

The total amount Chapel Hill residents pay in property taxes depends on the actions of the Town Council, and the Board of Orange County Commissioners which sets the county tax rate and the special schools tax for Chapel Hill-Carrboro City Schools. No tax increase has been enacted by the Town of Chapel Hill since 2008.

Tax amounts supporting Town services are 49.4¢ per \$100 assessed value. For the owner of a home valued at \$300,000, the annual Town of Chapel Hill property taxes would be \$1,482.

32% of a homeowner's total property tax bill goes to the Town of Chapel Hill to fund the Town's operating budget. The balance of the property tax bill is split between the County (56%) and the School District (12%) (Sources: Town of Chapel Hill Business Management Department and the Orange County Tax Administration Department, Revenue & Collections Division).

VI: Transportation

During the Chapel Hill 2020 process, the participants envisioned that the Chapel Hill of the future will provide its residents with choices regarding modes of transportation, including options for walking, biking, taking the bus, or carpooling and driving on less congested roads. In order to be a sustainable and future-friendly community, Chapel Hill plans to continue to embrace alternative modes of transportation and build upon what already exists.

The map on the following page, titled “Chapel Hill Connections,” illustrates the locations of sidewalks, bike facilities, roads, and greenways throughout Chapel Hill.

Map 7: Chapel Hill Connections (Source: Town of Chapel Hill Planning Department, May 2012)

**Chapel Hill Connections:
Sidewalks, Bicycle Facilities,
Roads, & Greenways
Legend**

Sidewalk System

- Existing Town Sidewalk System
(not shown: Campus Sidewalk System)

Bicycle Facilities

- Bike Lane, Bike Path, Multi-Use Path
- Wide Outside Lane, Wide Shoulder
- - - Future Facility (Funded or Proposed)

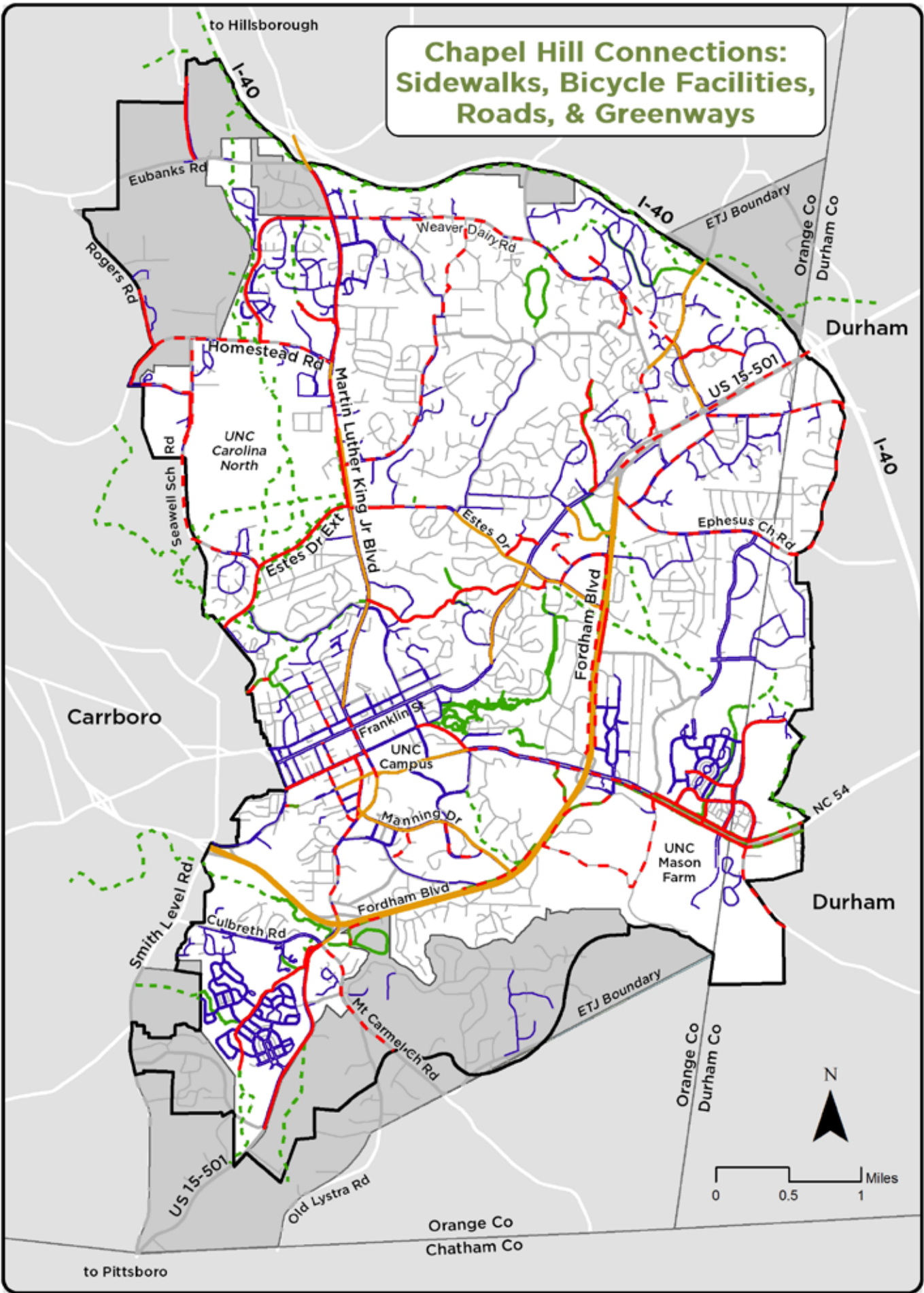
Greenway System

- Existing Greenway
- - - Proposed Greenway

Boundaries

- Chapel Hill Town Limits
- Urban Services Boundary
- Chapel Hill Extraterritorial & Joint Planning Areas

Chapel Hill Connections: Sidewalks, Bicycle Facilities, Roads, & Greenways



Chapel Hill Transit

The Chapel Hill Transit System provides fixed-route bus services which includes 30 weekday and weekend routes, the EZ rider services which provides ADA Paratransit, the Safe Ride program which provides service during late night hours, and the Tar Heel Express, a park and ride shuttle service for special events.

In FY 2010-2011, the Chapel Hill Transit System provided approximately 6,994,883 annual rides.

The Chapel Hill Transit System is the second largest transportation system in North Carolina and serves over 160 square miles.

In FY 2010-2011, the Chapel Hill Transit System consisted of a fleet of 117 vehicles (98 fixed-route and 19 demand response).

In January 2002, Chapel Hill Transit became fare-free.

The following image illustrates the Chapel Hill Transit System.



Figure 15: Chapel Hill Transit System (Source: Town of Chapel Hill Planning Department, February 2012)

The following image illustrates the number of daily passengers at each transit stop.

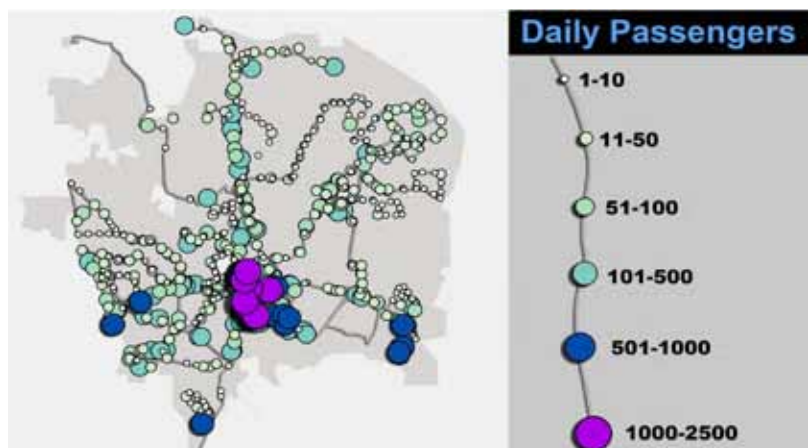


Figure 16: Daily Passengers on Chapel Hill Transit (Source: Town of Chapel Hill Planning Department, February 2012)

Chapel Hill Transit Budget

For FY 2011-2012, the Chapel Hill Transit budget was \$17.6 million (Source: Chapel Hill Transit).

Chapel Hill Transit Budget FY 2011-2012

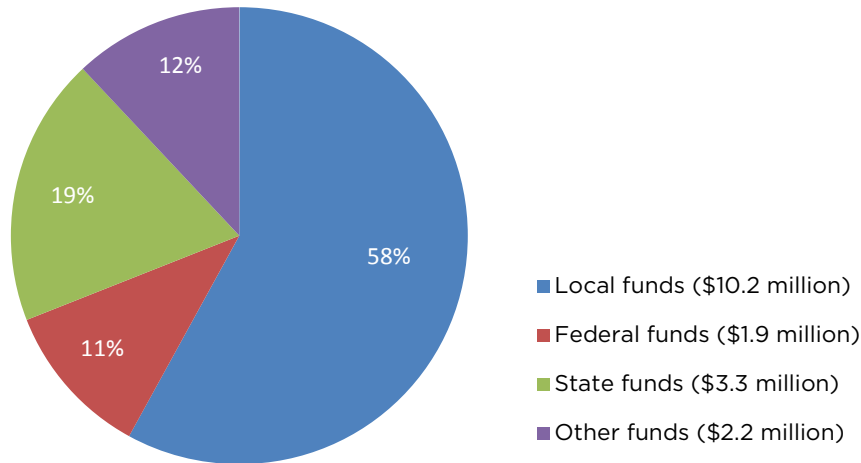


Figure 17: Chapel Hill Transit Budget, FY 2011-2012 (Source: Town of Chapel Hill Transit Department)

The University of North Carolina at Chapel Hill, the Town of Carrboro, and the Town of Chapel Hill are financial partners in the operations of the transit system. The Town of Chapel Hill operates the transit system.

Of the \$10.2 million local funds that pay for the system's costs, the University pays for approximately 60% of this cost, Chapel Hill pays for approximately 30%, and Carrboro pays for approximately 10%.

Chapel Hill Transit Budget Local Fund Contributions, FY 2011-2012

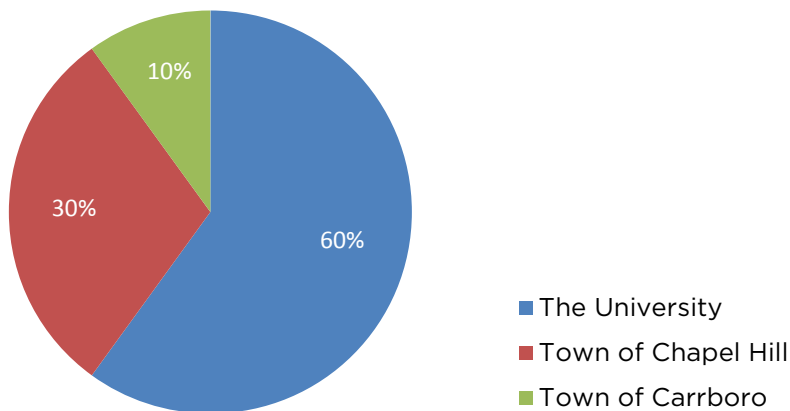
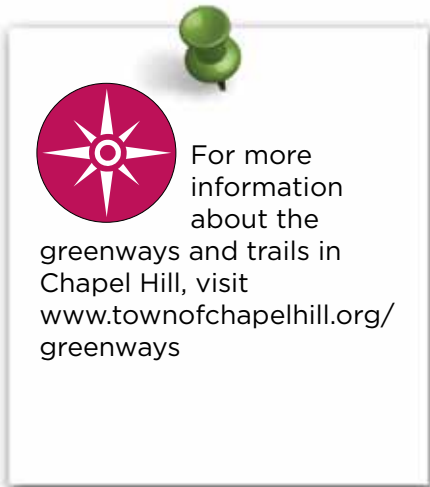


Figure 18: Chapel Hill Transit Budget, Local Fund Contributions (Source: Town of Chapel Hill Transit Department)



Commuting Facts

Driving

In 2008, 68% of workers in Chapel Hill drove to work (in the region, 90% of workers drove to work) (Source: 2011 Chapel Hill Data Book).

In 2008, 41.3% of workers in Orange County commuted out of the county to get to work (Source: 2011 Chapel Hill Data Book).

18% of workers in Chapel Hill will commute more than 30 minutes from their home to work (Source: 2011 Chapel Hill Data Book).

The Chapel Hill Transit System serves 8 park and ride lot locations (Source: 2011 Chapel Hill Data Book).

Walking and Biking

In 2008, 13% of workers in Chapel Hill walked or biked to work (in the region, 2.4% walked or biked to work) (Source: 2011 Chapel Hill Data Book).

Greenways and Trails

Chapel Hill has eight miles of paved trails and 14.6 miles of natural surface trails that can be used for recreational or commuting purposes.

Bicycle Friendly Community

In 2011, the League of American Bicyclists named Chapel Hill a Bicycle Friendly Community and recognized the Town for its investment in bicycling as a vehicle for improved employee health, social responsibility, and economic growth. For more information, visit www.bikeleague.org

Complete Streets

Complete streets are designed and operated to enable safe access for all users. Pedestrians, bicyclists, motorists, and transit riders of all ages and abilities must be able to safely move along and across a complete street.

On January 19, 2011, the Town Council adopted the following Complete Streets Policy:

The Town of Chapel Hill is committed to a Complete Streets policy that promotes healthy and active neighborhoods, which entails providing adequate access to pedestrians, bicyclists, transit riders, and motorists of differing abilities on roadways throughout the community.

Creating complete streets means addressing issues such as traffic calming, street design, landscaping, lighting and utilities to better enable safe access for all users.

To learn more, visit www.townofchapelhill.org/completestreets

VII: Household/Personal Incomes

Chapel Hill is called home by a variety of people with different needs, desires, and financial resources. As Chapel Hill looks to the future, creating a community that is inclusive and affordable to those who wish to live here will be a major consideration.

The percentage of families living below the poverty line in Chapel Hill increased from 6.4% to 8.6% between 2000 and 2008 (Source: 2011 Chapel Hill Data Book).

Note: Due to the large number of students, these percentages may not truly reflect the actual percentage; this might actually be lower than is stated.

Median incomes

The 2012 median income for the Durham-Chapel Hill Metropolitan Statistical Area which includes Durham, Orange, and Chatham Counties is \$68,700 (Source: U.S. Department of Housing and Urban Development).

VIII. Housing

The residents of Chapel Hill have many different housing needs. Some residents are students who are looking for rental units near campus. Others are young families who would like to purchase a single-family home that is near schools and parks. Still others would like a more urban feel and prefer to live in or close to downtown. The following information provides an overview of the housing that is currently provided in Chapel Hill and can be a starting point for considering what gaps exist in the housing market.

Chapel Hill Housing Facts

In 2010, the total number of housing units in Chapel Hill was 22,254 (Source: 2010 US Census).

In 2010, the number of owner-occupied units was 9,784 which was 47.6% of the total number of housing units (Source: 2010 US Census).

In 2010, the number of renter-occupied units was 10,780 which was 52.4% of the total number of housing units (Source: 2010 US Census).

Owner Occupied Housing

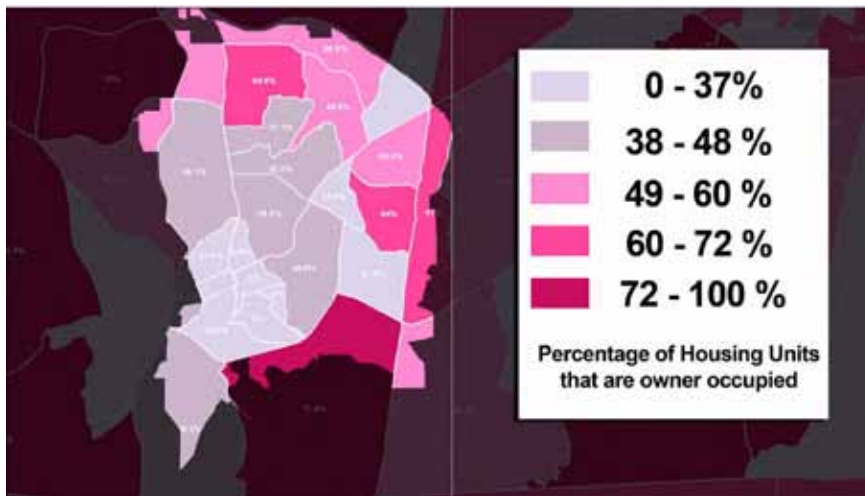


Figure 19: Percentage of Owner-Occupied Housing Units in Chapel Hill (Source: Town of Chapel Hill Planning Department, February 2012)

Multi-Family Housing

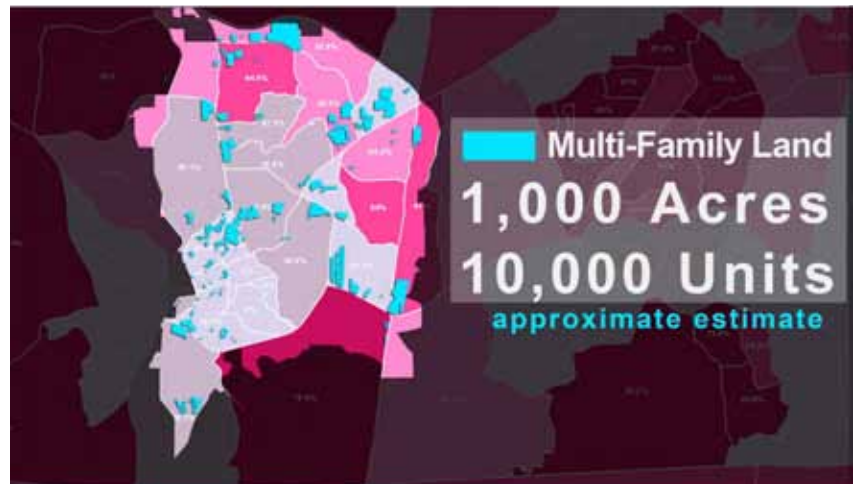


Figure 20: Location of Multi-Family Housing in Chapel Hill (Source: Town of Chapel Hill Planning Department, February 2012)

In 2010, the average cost for a single-family house was \$371,431 (Source: 2011 Chapel Hill Data Book).

The Town of Chapel Hill's Housing Department provides affordable, quality housing for families in need of assistance. The Department manages 336 public housing apartments in 13 neighborhoods throughout Chapel Hill and Carrboro.

Affordable Housing Strategy

In June of 2011, the Council adopted an Affordable Housing Strategy. The Town's goal is to increase the availability of and access to housing for people with a range of incomes, from those who are homeless to those in middle-income households.

The Town will work with for-profit and non-profit housing providers to offer a variety of housing opportunities that will promote socioeconomic diversity; provide individuals with the ability to remain in Chapel Hill through different stages in their lives; and support employee recruitment and retention.

For more information, visit www.townofchapelhill.org/ahs.

University of North Carolina at Chapel Hill Housing Facts

Students

In 2011, the percentage of University of North Carolina at Chapel Hill students that lived in Chapel Hill was approximately 47%. 22.7% of students lived in Carrboro, and 17.6% lived in Durham. The remaining students lived in other areas (Source: 2011 UNC Transportation Management Plan, Community Survey).

In Fall of 2010, the number of beds on the University of North Carolina at Chapel Hill campus was 10,798. This includes 32 campus residence halls, two apartment communities, student family housing at Baity Hill, fraternities and sororities, and other college-owned housing (Source: UNC Office of Student Affairs).

Employees

In 2010, the number of University of North Carolina at Chapel Hill employees (including faculty and staff) that lived in Chapel Hill was 4,373; this represents 36% of the total number of employees (Source: UNC-CH Office of Institutional Research & Assessment, September 2010).

In 2012, the number of UNC Health Care System employees living in Chapel Hill was 3,391. In 2012, the number of UNC Health Care System employees living in Orange County was 4,912 (Source: UNC Health Care System).



Chapel Hill's Housing Market

(Source: Residential Market Study, 2010)

Needs in Chapel Hill by Type of Housing

For-Sale Housing

- Single Family units for households 100%-175% of area median household income
- Units for family households: low income to middle class, seeking proximity to school system
- Units for single professional households

Rental Housing

- More affordable newly constructed rental units
- Replacement units for existing rental units likely to redevelop
- Supply of rental units for growing market-rate segment that chooses rental vs. ownership

Workforce Housing

- Rental/for-sale units for Households 80%-120% of AMI
- Units for middle income workforce currently priced out of the market

Low income Housing

- Additional public housing

For more information, visit:
www.townofchapelhill.org/Modules/ShowDocument.aspx?documentid=8819



OWASA customers use 30% less drinking water today than in 2001, thanks to the ongoing conservation efforts of all customer groups and the University’s increased use of reclaimed water

OWASA Water Use by Customer Group

- Single Family 34%
- Multi-family 18%
- UNC - Potable 21%
- UNC - Reclaimed 11%
- Commercial/Other 16%

IX. OWASA

The Orange Water and Sewer Authority (OWASA), a public non-profit agency, provides drinking water, sewer, and reclaimed water services to the Carrboro-Chapel Hill community. The community’s drinking water comes from the University Lake and Cane Creek reservoirs, whose watersheds lie almost entirely (90 percent) within Orange County. These sources will be augmented by OWASA’s expanded Quarry Reservoir when it becomes available in 2035. At that time, the local supplies will be able to reliably provide almost twice as much water as the community currently uses. OWASA also holds an allocation of a portion of the Jordan Lake water supply in Chatham County, which represents an “insurance policy” intended for use only during extended periods of severe drought.

Water from OWASA’s reservoirs is treated to drinking water quality at the Jones Ferry Road Water Treatment Plant in Carrboro. After its use, the drinking water becomes wastewater which flows through nearly 350 miles of sewer pipelines to the Mason Farm Wastewater Treatment Plant near the Finley Golf Course, where contaminants are removed. A portion of this highly treated wastewater returns to the University of North Carolina at Chapel Hill campus as “reclaimed water,” where it is used for non-drinking purposes in University and Hospital heating/cooling facilities and for irrigating athletic fields. Reclaimed water now meets 11% of the community’s total water needs. The remaining wastewater is released to Morgan Creek, which flows into Jordan Lake several miles downstream. According to OWASA, sufficient treatment capacity exists such that neither the water or wastewater plant will need to be expanded before 2030.

Additional information is available online at OWASA’s website: www.owasa.org

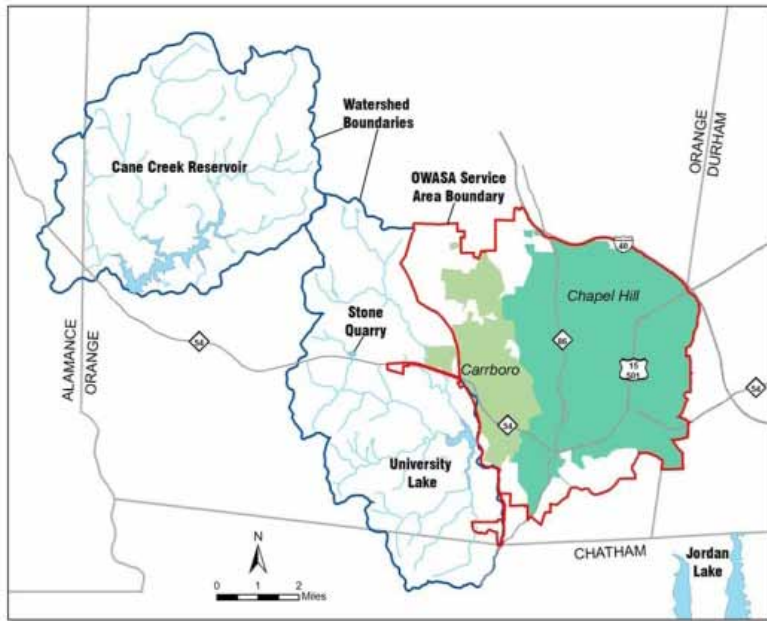


Figure 21: Map of OWASA's Watershed and Service Area Boundaries (Source: Orange Water and Sewer Authority, 2012)

Drinking Water Sales

Annual Drinking Water Sales (MGD)

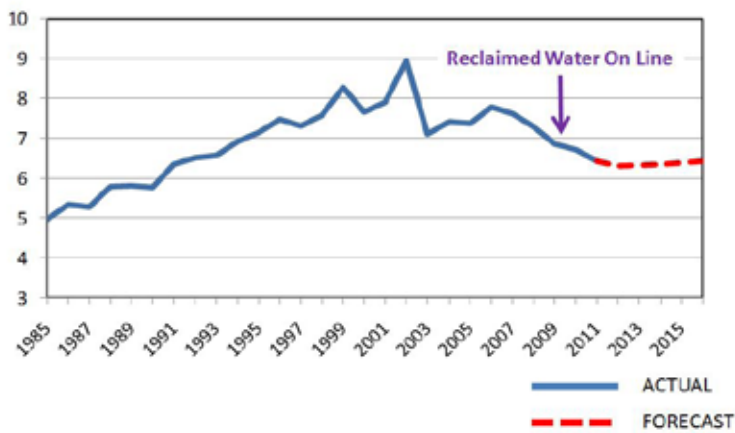


Figure 22: OWASA's Annual Drinking Water Sales (Source: Orange Water and Sewer Authority, 2012)

X: Chapel Hill-Carrboro City Schools

The Chapel Hill-Carrboro City Schools (CHCCS) is one of two public school systems in Orange County. The district operates three high schools, four middle schools, ten elementary schools, a school for young people being treated at UNC Hospitals, and an alternative high school. Together, these schools serve over 11,700 students.

Current Snapshot

The CHCCS system has a high level of educational service and many academic accomplishments, a few of which are listed below:

In 2011, Carrboro High was ranked 145 in Washington Post's list of top high schools, and East Chapel Hill High ranked 158, and Chapel Hill High ranked 165.

In 2011, nearly 92% of the graduating senior class continued on to two- or four-year institutions of higher learning.

CHCCS has North Carolina's second highest four-year cohort graduation rate at 89%.

CHCCS has the state's lowest dropout rate at 0.95%.

Over 87% of students in grades 3-8 are proficient on state-mandated End-of-Grade tests in reading, while more than 93% of these students are proficient on the End-of-Grade tests in mathematics.

Over 88% of high school students are proficient on state-mandated End-of-Course tests.

Over 2,000 CHCCS educators hold certification from the National Board for Professional Teaching Standards.

43% of teachers hold a master's or doctorate degree.

The CHCCS teacher turnover rate is 13% which is four percentage points below the state average of 17%.

CHCCS employs 1,885 staff members, of whom 1,178 are teachers or administrators.

For more information about Chapel Hill-Carrboro City Schools, visit www.chccs.k12.nc.us

Future Needs

On February 2, 2012, a Special Topic presentation was held about the Chapel Hill-Carrboro City Schools. The Superintendent of Schools provided the following information about future needs of the school system as well as current and projected student growth.

New School Needs in the Next 10 Years

- Elementary School #11 needed in 2012-2013 (under construction)
- Middle School #5 needed in 2017-2018
- Elementary #12 needed in 2018-2019
- High School addition needed in 2020-2021

Student Enrollment Growth (Current and Projected)

Year	Enrollment	Change
------	------------	--------

* Kindergarten Date Eligibility Change



In 2020, Chapel Hill's hospitality industry is projected to change with a five percent annual growth. The following information provides a picture of how the Chapel Hill/Orange County Visitors Bureau hopes this change will look:

- 2,600 jobs (up from 1,600)
- \$44 million annual payroll (up from \$27 million)
- \$235 million economic impact (up from \$144 million)
- \$18.5 million in local and state tax revenues (up from \$11.4 million)
- Downtown Bed and Breakfasts
- Guided tours
- Street fairs of all kinds
- A vibrant downtown and destination filled with happy visitors

XI: Tourism

Each year, one million visitors come to Chapel Hill; that is almost seven visitors to one Orange County resident. Visitors are drawn to Chapel Hill by the University of North Carolina at Chapel Hill, arts festivals, sports events, and historic-related events.

These visitors help sustain Chapel Hill's hotels, restaurants, and retail businesses. Tourism is such a job generator that tourism is considered the fifth largest employer in Orange County, and twenty cents of every dollar is spent at hotels with the rest being spent in businesses, retail shops, and restaurants.

The following information, from the Chapel Hill/Orange County Visitors Bureau Annual Report from FY 2010-2011, provides an overview of the tourism market in Chapel Hill and Orange County:

- Visitor spending generated an economic impact of \$144.07 million in Orange County in 2010. This was a 5.7 percent increase from 2009.*
- Some 1,610 jobs in Orange County were directly attributable to travel and tourism.*
- Travel generated a \$27.17 million payroll in Orange County.*
- Tax revenues from travel to Orange County amounted to \$11.37 million. This represents a \$85 tax saving to each county resident.*
- Successfully won Chapel Hill to the National Trust for Historic Preservation 2011 Dozen Distinctive Destinations list.

* (Source: 2010 Economic Impact of Travel on North Carolina Counties, study by the U.S. Travel Association)

For a copy of the Annual Report, please visit the following webpage: www.chocvb.org

Tourism currently fuels a \$27 million payroll. And, unlike other sectors, tourism revenues and taxes are showing growth. The Chapel Hill/Orange County Visitors Bureau will continue to work closely with the Town to build and maintain its share of the tourism market.



2020

CHAPEL HILL
OUR TOWN. OUR VISION.

chapelhill2020.org
2020buzz.org

