

UNC HOSPITALS





UNC Hospitals

Station Family: University Village
County: Orange
City: Chapel Hill

WHY THIS STATION?

Access to the University of North Carolina at Chapel Hill, UNC Hospitals, and Chapel Hill Transit.

As the main station serving UNC Hospitals and much of the University of North Carolina at Chapel Hill campus, this station has the highest projected ridership on the light rail system. Connectivity is a primary focus within this station area. UNC - Chapel Hill is updating their Campus Master Plan that will serve as the guide for future development on Main Campus, and on other university-owned properties within Chapel Hill.

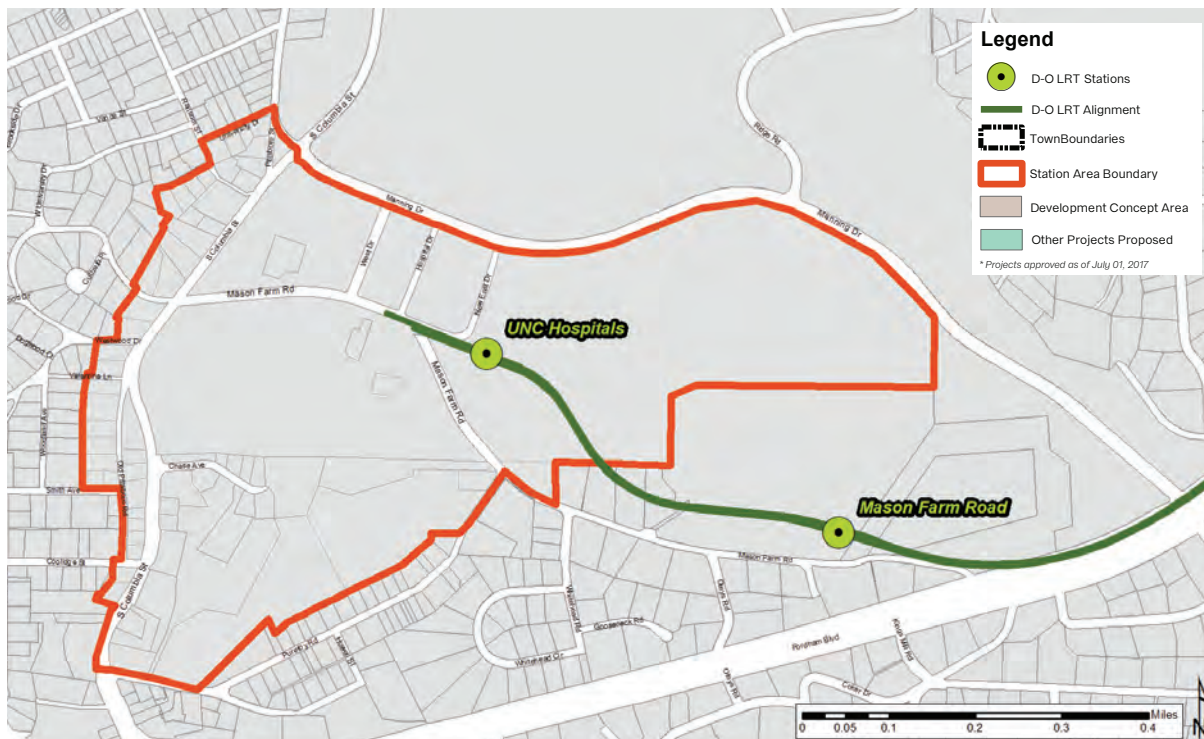
There are older residential neighborhoods that coexist on the edges of the station area; warranting careful transitions between more intensive university property and the neighborhoods. Opportunities for pockets of small scale residential infill will help in addressing much-needed, easily accessible housing opportunities for staff and faculty near campus.

Public investment in the station area should be aimed towards pedestrian and bicycle mobility and transit service enhancements as many Chapel Hill Transit and other bus routes will connect with light rail at UNC Hospitals station.

ATTRIBUTES

- Audience includes a mix of employees, students, and visitors to the hospital or university.
- Serves existing employment population by expanding transit options and access.
- UNC Master Plan and transit alignment developed in coordination with UNC.
- Predominant activity between 6 a.m. and 9 p.m.

STATION AREA CONTEXT





UNC HOSPITALS

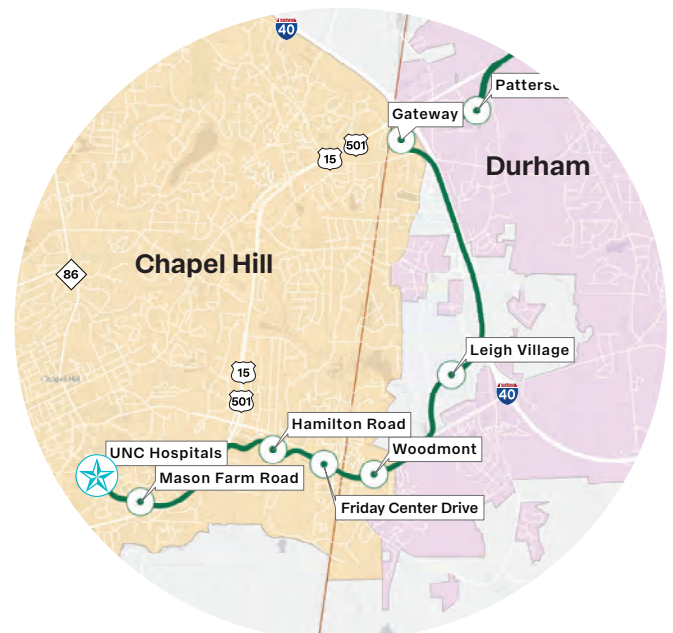
STATION DEVELOPMENT CONCEPT

The image shown here depicts the University of North Carolina at Chapel Hill's extensive hospital and research area. Development in this area will be driven by the UNC Campus Master Plan and accordingly, the Guidebook does not project non-university development at this station..



- A** Station platform integrated into existing multimodal context
- B** Improved connectivity to station area especially for bikes and pedestrians, as shown on the current Campus Master Plan

Future campus development will be driven by the UNC Campus Master Plan within this station area.



POTENTIAL NEW TAX REVENUES

The analysis below summarizes the potential new tax revenue for the UNC Hospitals station area for the next 40 years. Tax revenue sources include property tax revenues to the Town of Chapel Hill and Orange County. The analysis excludes sales tax.

Station Area	201 Acres
Development Concept Area	-

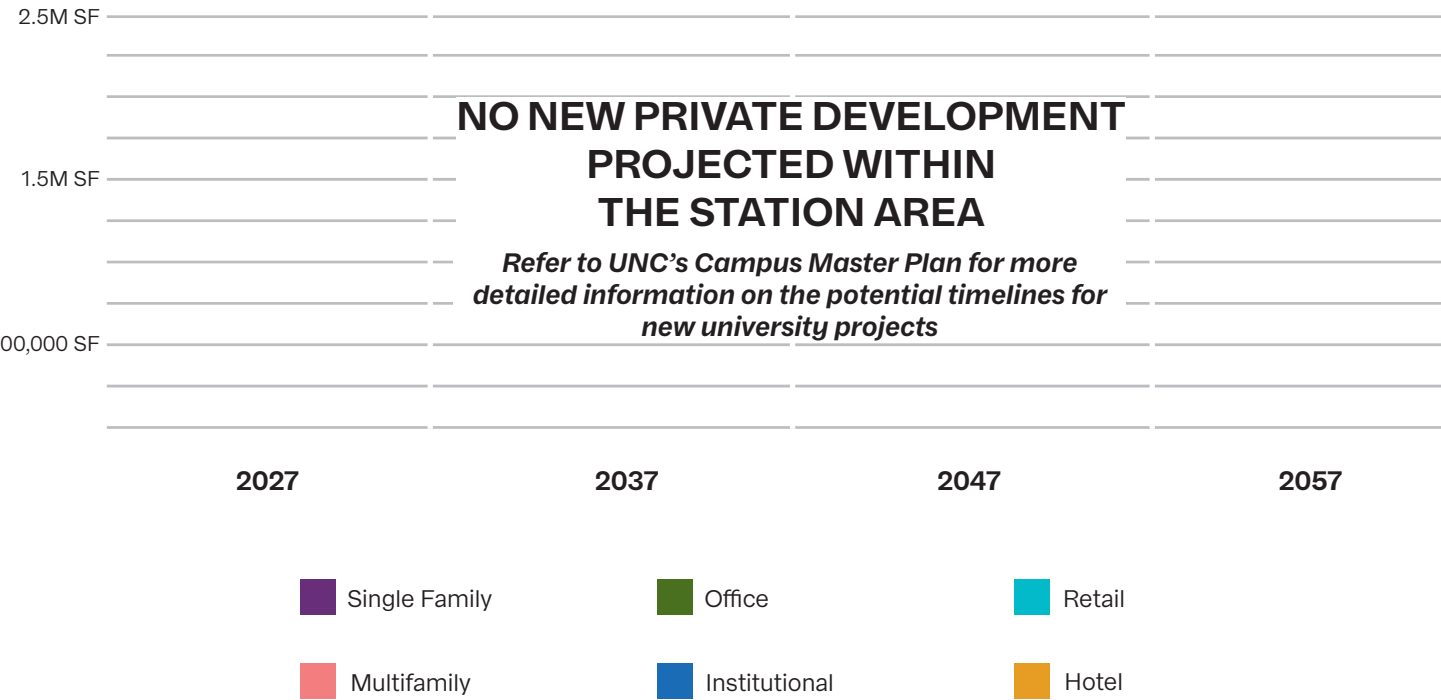
POTENTIAL NEW TAX REVENUES

UNC HOSPITALS	2027	2037	2047	2057
Baseline Property Value				
Lower Estimate (35th Percentile)	\$18.8 Million	\$15.5 Million	\$11.6 Million	\$9.6 Million
Upper Estimate (65th Percentile)	\$25.4 Million	\$21.0 Million	\$15.7 Million	\$12.9 Million
Net New Property Value				
Lower Estimate (35th Percentile)	-	\$620,000	\$460,000	\$380,000
Upper Estimate (65th Percentile)	-	\$840,000	\$630,000	\$520,000

	2018 - 2027	2018 - 2037	2018 - 2047	2018 - 2057
Net New Accumulated Tax Revenue				
Lower Estimate (35th Percentile)	-	\$50,000	\$120,000	\$180,000
Upper Estimate (65th Percentile)	-	\$70,000	\$160,000	\$240,000

Financial estimates are reported as discounted present value based on an inflation-adjusted discount rate of 2.5%. Discounted Present Value is a financial calculation that measures the worth of a future amount of money in today's dollars in order to account for inflation.

ACCUMULATED STATION AREA DEVELOPMENT

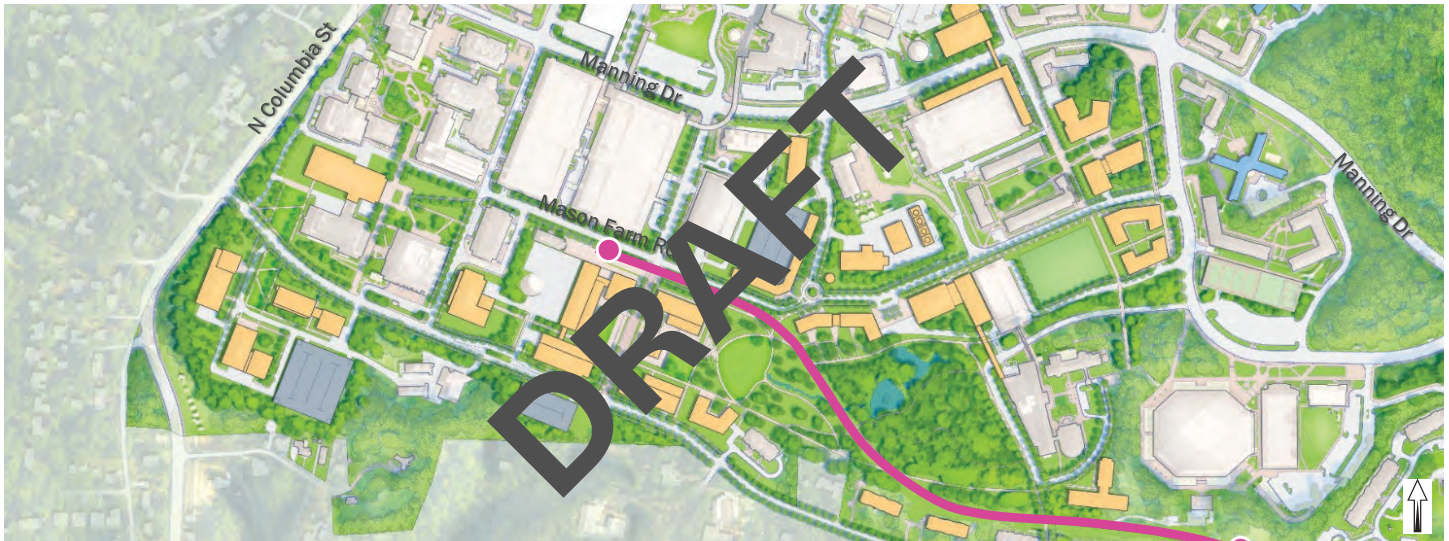




UNC HOSPITALS

UNC CAMPUS MASTER PLAN CONCEPT

Any new transit-oriented development in this station area is contingent on the University of North Carolina at Chapel Hill Campus Master Plan



Source: UNC Campus Master Plan (2018), Ayers Saint Gross

AFFORDABLE HOUSING OPPORTUNITIES

The following strategies should be employed to integrate affordable housing opportunities throughout the UNC Hospitals station area:

- ☐ Anchor institution involvement
- ☐ Remove barriers for missing middle housing, including Accessory Dwelling Units (ADUs) and neighborhood-compatible duplexes
- ☐ Repair assistance for low-income homeowners

ZONING STRATEGIES

The UNC Hospitals station area consists of three zoning categories. Most of the station area is in the OI-4, while the southern part of the station area is zoned R-2 and R-4.

Office/Institutional -4, OI-4 Zoning is a Town of Chapel Hill “Special District” that was created to “deal with unique, location-specific situations where special standards and procedures are appropriate.” The objective of the zoning is to “allow for growth and development while protecting the larger community, nearby neighborhoods, and the environment from impacts accompanying major new development. A key feature of this district is the preparation of a development plan that would allow the property owner, immediate neighbors, and the larger community to understand specifically what levels of development are being proposed, and what impacts would likely accompany the development, so that mitigation measures can be designed and implemented.” This zoning approach can provide the regulatory mechanisms to accommodate well-designed TOD including incremental infill and redevelopment.

The R-2 and R-4 zoning districts in portions of the station area are limited to residential uses with a

maximum of four (R-2) or ten (R-4) units per acre. Additional opportunities for new homes, especially smaller homes and neighborhood-compatible attached homes would provide more opportunities for small scale transit-oriented development that would allow more people to live close to UNC - Chapel Hill and the light rail. Careful transitions to existing single family areas outside of the station area may include incremental infill that enables a gradual change over time and more opportunities for people to live within walking distance of the station while also enhancing connectivity to the surrounding areas.

PARKING STRATEGIES

The UNC Hospitals station area currently has significant garage parking that serves the university and hospital campuses. As the University completes the build-out of main campus, it plans to continue decreasing its parking ratio for students, employees and visitors, although the overall number of spaces may increase somewhat to support employees and visitors who may not live near transit as the university grows.

Future parking strategies should follow the recommendations of the UNC Campus Master Plan and strongly focus on maintaining the existing status of the parking and not expanding in order to continue to support the transit systems already in place in the station area.

The table below details some of the specific strategies for parking.

		YEAR			
PARKING STRATEGY		PRE-RAIL (2018 - 2027)	RAIL +10 (2028 - 2037)	RAIL +20 (2038 - 2047)	RAIL +30 (2048 - 2057)
Form	On-Street	Incorporate on-street parking where appropriate with each new street or street renovation within the campus			
	Surface	Use existing surface lots until they are redeveloped or replaced by structured parking	Discourage any use of surface parking in this tight land use configuration around the station		
	Structured	Structured parking should be maintained. Coordinate all structured parking in accordance with a district master parking plan			
Policy	Supply	Consider reducing parking ratios (as appropriate with enhanced transit service provided by light rail) with new parking supply			
	Incentives	To be determined by the University of North Carolina at Chapel Hill			
	Pricing				
Implementation	District	Continue actively monitoring parking use, supply and pricing. Continue employee incentive programs to encourage biking and taking transit			
	Public	Coordinate with Chapel Hill, Chapel Hill Transit, GoTriangle, and other transit providers to continue enhancing transit, bicycle and pedestrian connectivity to the UNC Campus			

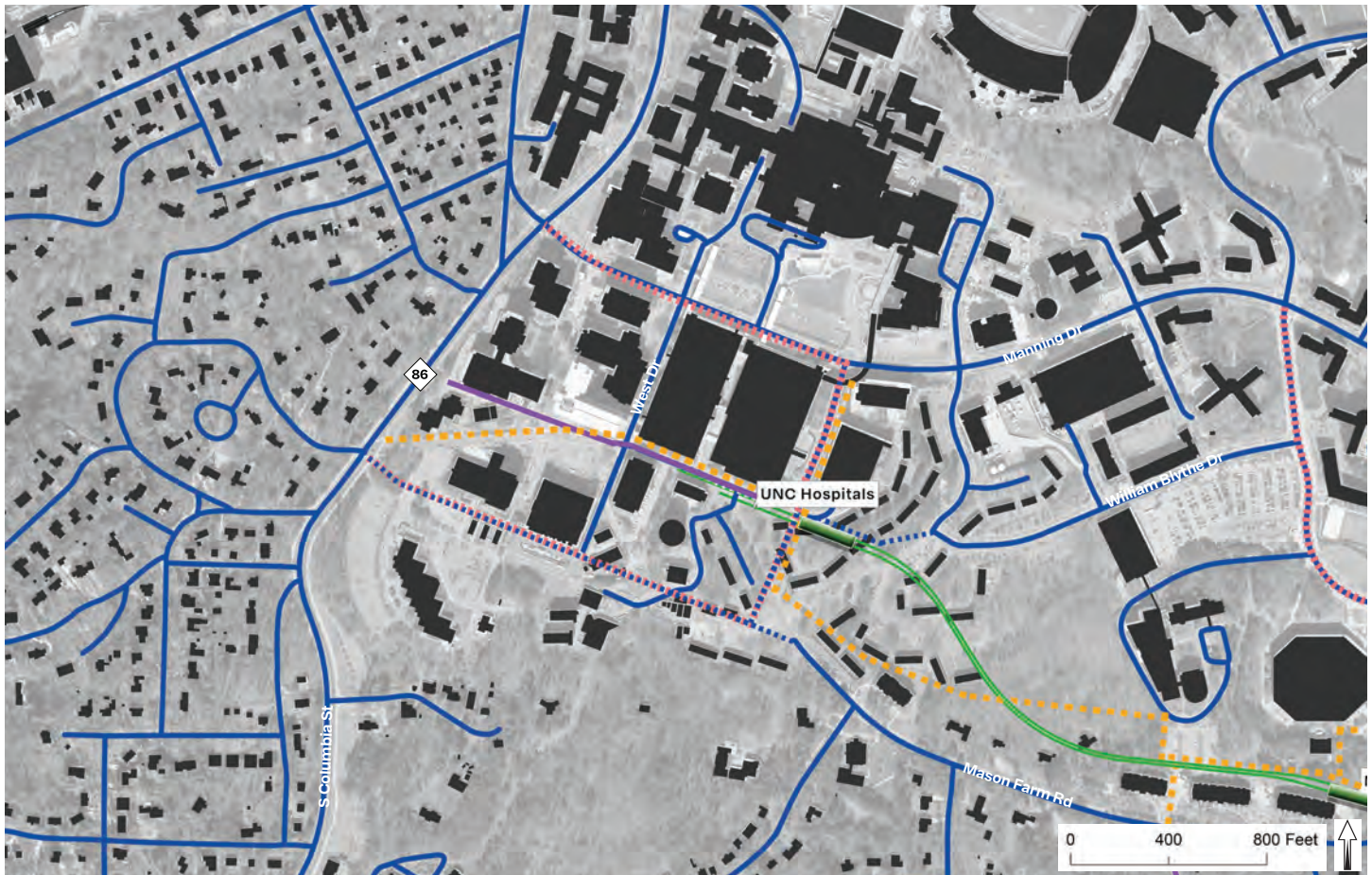


UNC HOSPITALS

STATION AREA BIKE & PEDESTRIAN AND STREET NETWORK

The map below shows existing and proposed streets within the station area, as well as streets that should be considered bike/ped priority when they are constructed or retrofitted as new development occurs. Multi-use paths and bus connections are also shown.

POTENTIAL BIKE/PED & STREET NETWORK



The image includes proposed refinements to the Durham-Orange Light Rail Transit Project currently under study. The proposed light rail project refinements are subject to environmental review and approval by the Federal Transit Administration following a public comment period.

Refer to the UNC Campus Master Plan for additional details regarding future street, bike and pedestrian connections.

- | | | |
|--------------------------|---|--------------------------|
| Light Rail Station | Proposed Future Streets | Existing Multi-Use Path |
| Light Rail Alignment | Existing Streets | Proposed Multi-Use Path |
| Development Concept Area | Bike/Ped Priority Streets (Proposed) | Proposed Bus Connections |
| Existing Structure | Bike/Ped Priority Streets (Existing Street Retrofitted) | |

TOD PUBLIC INVESTMENT INFRASTRUCTURE PRIORITIES

The following station area projects have been identified as the key projects the University and other partner entities should undertake to support continued transit-supportive university development.



Station to South Columbia Street Connection Upgrade

Extend East Drive and realign Mason Farm Road consistent with the Campus Master Plan to create a walkable, connected street network with an improved connection to South Columbia Street

Timeframe: Pre-Rail
Cost: \$\$



UNC Hospitals Bus Movements and Access

Prioritize bus movements in coordination with Chapel Hill Transit's North-South BRT project. Could include improvements along Manning Drive, East Drive and Mason Farm Road, such as queue jumps and transit signal priority

Timeframe: Pre-Rail
Cost: \$\$



East Drive Pedestrian Bridge

Connect to the existing pedestrian bridge over Manning Drive along East Drive to better connect the station to UNC Hospitals

Timeframe: Pre-Rail
Cost: \$

PUBLIC INVESTMENT PRIORITIZATION

CATEGORY	YEAR			
	PRE-RAIL (2018 - 2027)	RAIL +10 (2028 - 2037)	RAIL +20 (2038 - 2047)	RAIL +30 (2048 - 2057)
Station Area Infrastructure	As campus development occurs, focus strategically on connectivity and pedestrian amenities at station areas			
	Connect to the existing pedestrian bridge over Manning Drive along East Drive	-	-	-
Bike/Ped and Transit Support	Connection upgrade from the station to South Columbia Street	Continue to support bike facilities and pedestrian amenities through integration of trailheads to get transit users to station areas. Continue connecting trail and path systems.		



MASON FARM ROAD





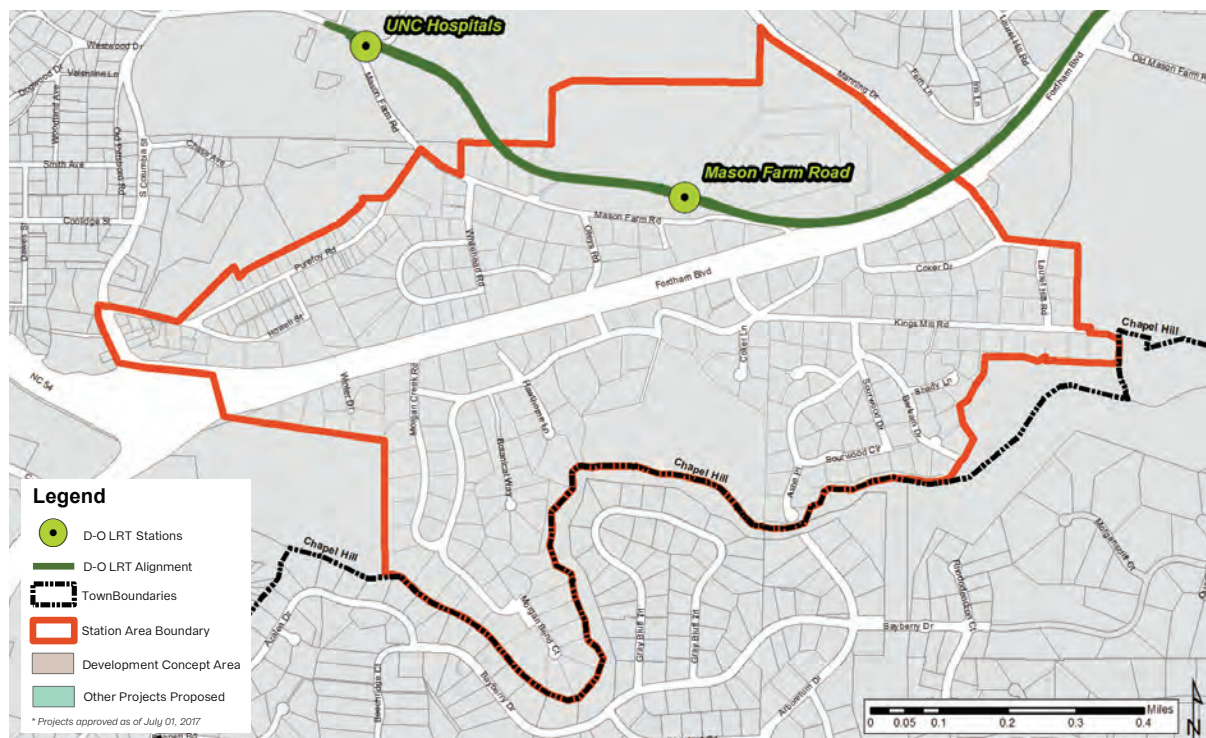
WHY THIS STATION?

This station sits on the southern edge of the university's South Campus near key athletics facilities. Peak demands will align with special events such as basketball games, football games, and special events. The station also provides additional connectivity to the Kenan-Flagler Business School and academic campus via pedestrian, bike and bus access. With much of the property in this station area owned by UNC - Chapel Hill, this station also informs the current UNC campus master planning process.

ATTRIBUTES

- Station area defined by access for visitors, alumni, and others to athletic events, etc.
- Will provide bike and pedestrian connections for students and for nearby neighborhoods
- Predominant periods of activity will be varied according to academic and athletic calendars
- Station will help alleviate event-day parking and access

STATION AREA CONTEXT





MASON FARM

STATION DEVELOPMENT CONCEPT

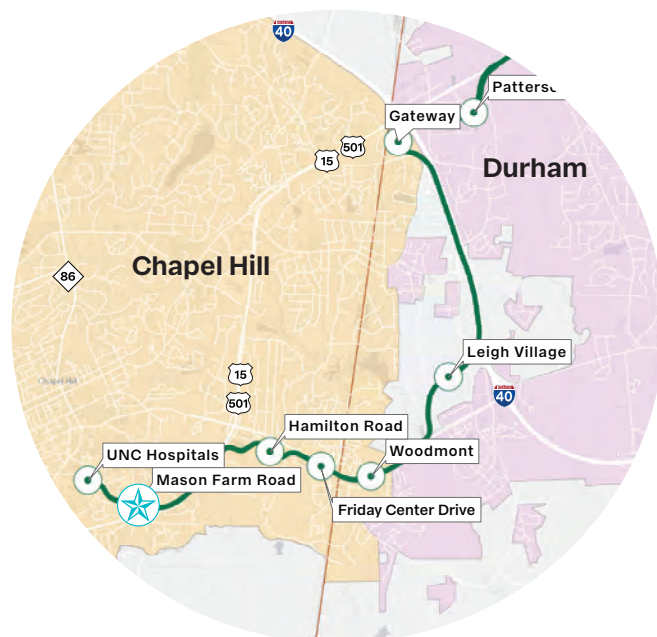
Outside of the university's Campus Master Plan, potential new development is limited to transitions to existing single family neighborhoods through "missing middle" housing types, such as backyard cottages. Accordingly, the Guidebook does not project non-university development in this area..



A Station platform integrated into existing multimodal context

B Improved connectivity to station area especially for bikes and pedestrians, as shown on the current Campus Master Plan

Any future campus development will be guided by the Campus Master Plan within this station area.



POTENTIAL NEW TAX REVENUES

The analysis below summarizes the potential new tax revenue for the Mason Farm Road station area for the next 40 years. Tax revenue sources include property tax revenues to the Town of Chapel Hill and Orange County. The analysis excludes sales tax.

Station Area	400 Acres
Development Concept Area	-

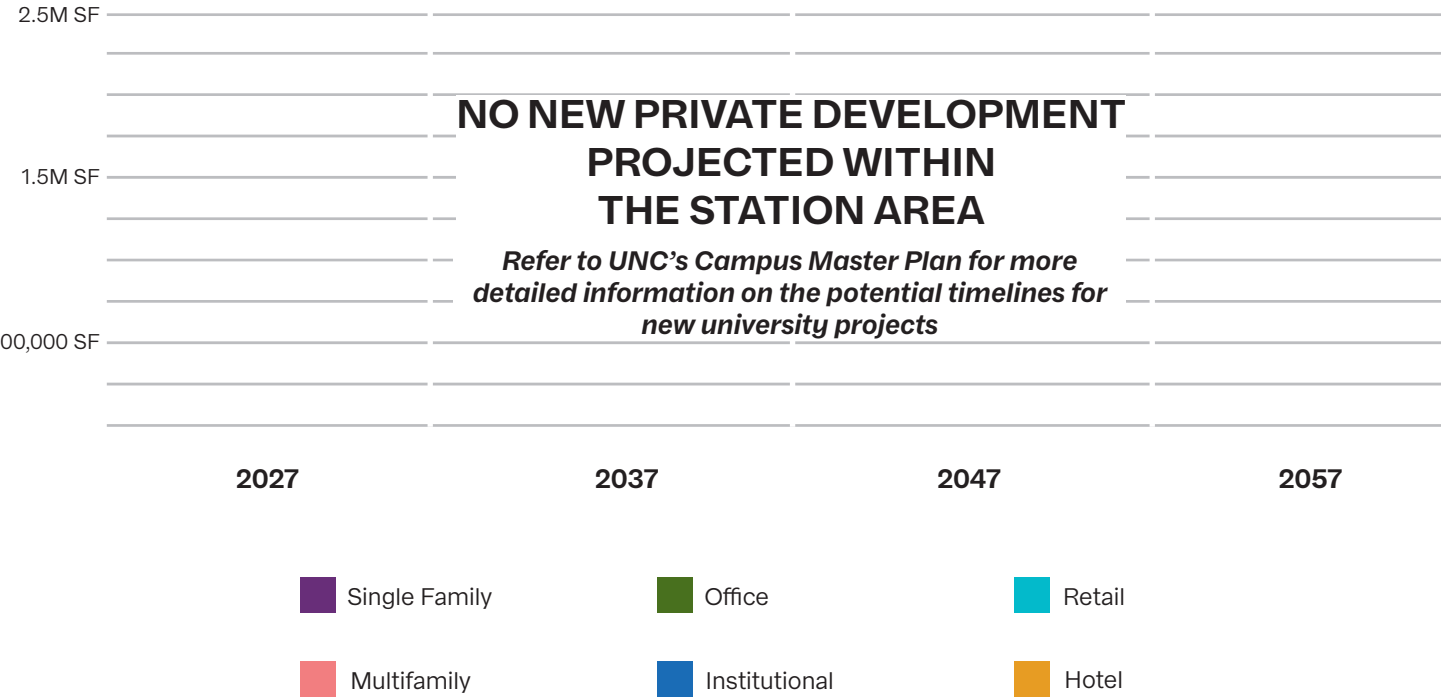
POTENTIAL NEW TAX REVENUE

MASON FARM ROAD	2027	2037	2047	2057
Baseline Property Value				
Lower Estimate (35th Percentile)	\$80.6 Million	\$66.5 Million	\$49.8 Million	\$41.4 Million
Upper Estimate (65th Percentile)	\$109.0 Million	\$90.0 Million	\$67.3 Million	\$55.6 Million
Net New Property Value				
Lower Estimate (35th Percentile)	-	\$2.7 Million	\$2.0 Million	\$1.6 Million
Upper Estimate (65th Percentile)	-	\$3.6 Million	\$2.7 Million	\$2.2 Million

	2018 - 2027	2018 - 2037	2018 - 2047	2018 - 2057
Net New Accumulated Tax Revenue				
Lower Estimate (35th Percentile)	-	\$250,000	\$610,000	\$900,000
Upper Estimate (65th Percentile)	-	\$330,000	\$820,000	\$1.2 Million

Financial estimates are reported as discounted present value based on an inflation-adjusted discount rate of 2.5%. Discounted Present Value is a financial calculation that measures the worth of a future amount of money in today's dollars in order to account for inflation.

ACCUMULATED STATION AREA DEVELOPMENT





MASON FARM

UNC CAMPUS MASTER PLAN CONCEPT

Any new transit-oriented development in this station area is contingent on the University of North Carolina at Chapel Hill Campus Master Plan



Source: UNC Campus Master Plan (2018), Ayers Saint Gross

AFFORDABLE HOUSING OPPORTUNITIES

The following strategies should be employed to integrate affordable housing opportunities throughout the Mason Farm Road station area:

- ☐ Anchor institution involvement
- ☐ Remove barriers for missing middle housing types, including Accessory Dwelling Units (ADUs)

ZONING STRATEGIES

The Mason Farm Road station area consists of three zoning categories with much of the station area: OI-4 as university property, R-1 in the southern part of the station area, and R-LD1 along the far eastern edge of the station area.

Office / Institutional-4 (OI-4) zoning is a Town of Chapel Hill “Special Districts” that was created to “deal with unique, location-specific situations where special standards and procedures are appropriate.” The objective of the zoning is to “allow for growth and development while protecting the larger community, nearby neighborhoods, and the environment from impacts accompanying major new development. A key feature of this district is the preparation of a development plan that would allow the property owner, immediate neighbors, and the larger community to understand specifically what levels of development are being proposed, and what impacts would likely accompany the development, so that mitigation measures can be designed and implemented.”

The areas of R-LD1 and R-1 zoning inside of the station area are exclusively residential zoning that allows a maximum of one (R-LD1) or three (R-1) units per acre. Neither of these designations allow new opportunities for homes and for people to live near UNC and the station. Given the existing residential fabric of the neighborhood, large transformational change is undesirable and unlikely. However, there

is some opportunity within the station area for new university uses designed in a way to carefully transition to the neighborhood in addition to opportunities to add new small, neighborhood-scaled homes such as backyard cottages.

PARKING STRATEGIES

The Mason Farm Road station area currently has significant surface parking that serves the university and hospital campuses.

Future parking strategies should follow the recommendations of the UNC Campus Master Plan and strongly focus on maintaining the existing status of the parking and not expanding in order to continue to support the transit systems already in place in the station area.

The table below details some of the specific strategies for parking.

		YEAR			
PARKING STRATEGY		PRE-RAIL (2018 - 2027)	RAIL +10 (2028 - 2037)	RAIL +20 (2038 - 2047)	RAIL +30 (2048 - 2057)
Form	On-Street	Incorporate on-street parking where appropriate with each new street or street renovation within the Campus			
	Surface	Use existing surface lots until they are redeveloped or replaced by structured parking	Discourage any use of surface parking in this tight land use configuration around the station		
	Structured	Structured parking should be maintained. Coordinate all structured parking in accordance with a district master parking plan			
Policy	Supply	Consider reducing parking ratios (as appropriate with enhanced transit service provided by light rail) with new parking supply			
	Incentives	To be determined by the University of North Carolina at Chapel Hill			
	Pricing				
Implementation	District	Continue actively monitoring parking use, supply and pricing. Continue employee incentive programs to encourage biking and taking transit			
	Public	Coordinate with Chapel Hill, Chapel Hill Transit, GoTriangle and other transit providers to continue enhancing transit, bicycle and pedestrian connectivity to UNC Campus			



MASON FARM

STATION AREA BIKE & PEDESTRIAN AND STREET NETWORK

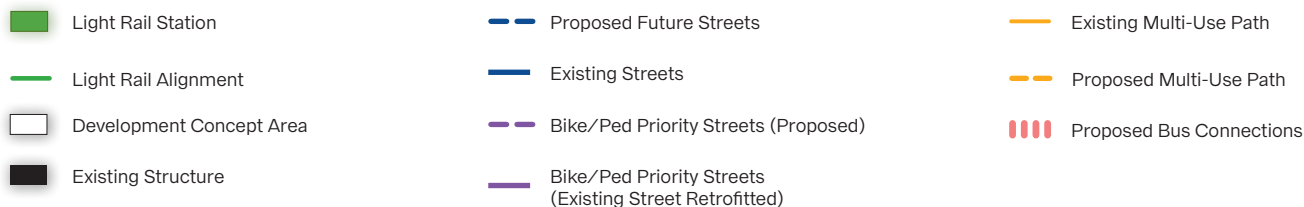
The map below shows existing and proposed streets within the station area, as well as streets that should be considered bike/ped priority when they are constructed or retrofitted as new development occurs. Multi-use paths and bus connections are also shown.

POTENTIAL BIKE/PED & STREET NETWORK



The image includes proposed refinements to the Durham-Orange Light Rail Transit Project currently under study. The proposed light rail project refinements are subject to environmental review and approval by the Federal Transit Administration following a public comment period.

Refer to the UNC Campus Master Plan for additional details regarding future street, bike and pedestrian connections.



TOD PUBLIC INFRASTRUCTURE INVESTMENT PRIORITIES

The following station area projects have been identified as the key projects the University and other partner entities should undertake to support safe connections to the rest of campus, surrounding neighborhoods, as well as any future campus development.



Oteys Road Bike and Pedestrian Improvements

Improve the roadway to include bike and pedestrian accommodations. Create signalized crossing at Fordham Blvd to connect the station to neighborhoods to the south

Timeframe: Pre-Rail

Cost: \$



Smith Center Parking Lot Redesign

Redesign the Smith Center parking lot to support bus service configuration to facilitate light rail transfer

Timeframe: Rail +10

Cost: \$

PUBLIC INVESTMENT PRIORITIZATION

CATEGORY	YEAR			
	PRE-RAIL (2018 - 2027)	RAIL +10 (2028 - 2037)	RAIL +20 (2038 - 2047)	RAIL +30 (2048 - 2057)
Station Area Infrastructure	As campus development occurs, focus strategically on connectivity and passenger amenities at station areas			
	-	Smith Center parking lot redesign to facilitate light rail transfer	-	-
Bike/Ped and Transit Support	Plan connections to sidewalks, bike facilities and multi-use paths planned in the light rail project budget	-	Continue to support bike facilities and pedestrian amenities through integration of trailheads to get transit users to station areas. Continue connecting trail and path systems	
	Oteys Road bike and pedestrian improvements	-		



HAMILTON ROAD





Hamilton Road

Station Family: Neighborhood Destination
 County: Orange
 City: Chapel Hill

WHY THIS STATION?

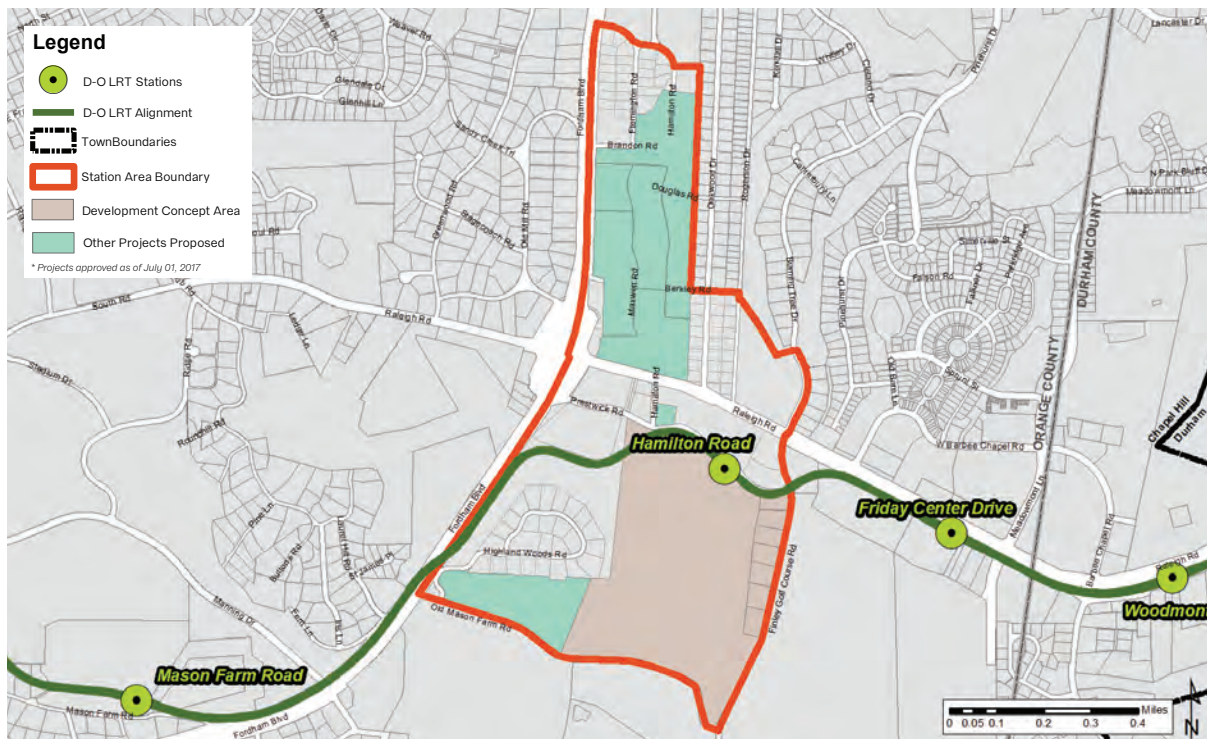
This station serves recently constructed and approved mixed-use redevelopment along NC 54, including East 54 and Glen Lennox.

This station includes existing and anticipated transformations of retail and mixed-use areas on both sides of NC 54, including East 54 on the south side of NC 54 and the approved redevelopment of Glen Lennox to the north. UNC - Chapel Hill's Finley Golf Course adjoins the south side of the station. The Glenwood Square Shopping Center may also present an opportunity to redevelop in a format similar to Glen Lennox in years to come. Prioritizing pedestrian and bicycle connections across NC 54 is critical to successfully linking and capitalizing on the existing neighborhoods and the redevelopment of Glen Lennox. Eastward from the station are properties along Prestwick that could also be redeveloped; extending Prestwick to Friday Center Drive would improve access and connectivity for the area.

ATTRIBUTES

- Serves the existing East 54 area and planned redevelopment of Glen Lennox to the north.
- Includes mix of retail, residential, office and university support services at a neighborhood scale.
- Predominant activity between 7 a.m. and 9 p.m.

STATION AREA CONTEXT





HAMILTON ROAD

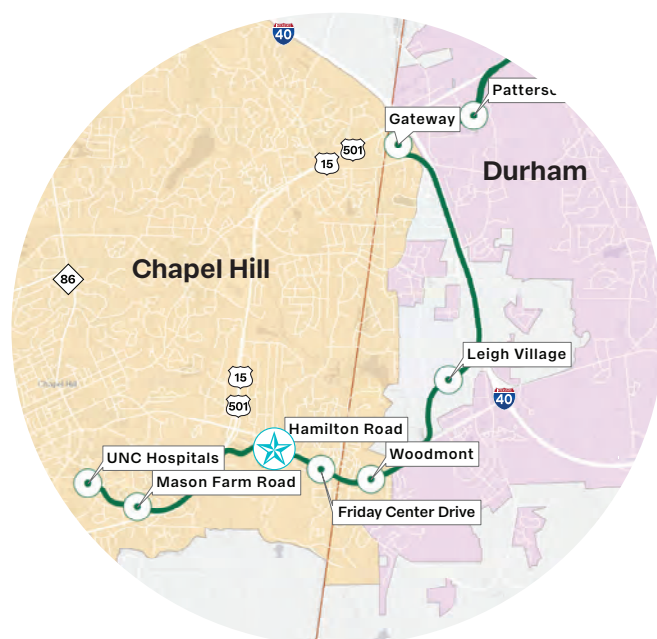
STATION DEVELOPMENT CONCEPT

New transit-oriented development in this station area is largely contingent on the University of North Carolina at Chapel Hill Campus Master Plan. The areas shown in white are illustrative and any development would be designed according to the interests of the University.



- A** Improved bike and pedestrian connections per the Chapel Hill Mobility Plan
- B** Prestwick Road connection to Friday Center Drive
- C** Private office with views of golf course and green space
- D** Townhomes introduced with frontage on green space
- E** Hamilton Road crossing of NC 54 to Glen Lennox enhanced for bike/pedestrian connections
- F** Bike and pedestrian improvements across NC 54 from Finley Golf Course Road

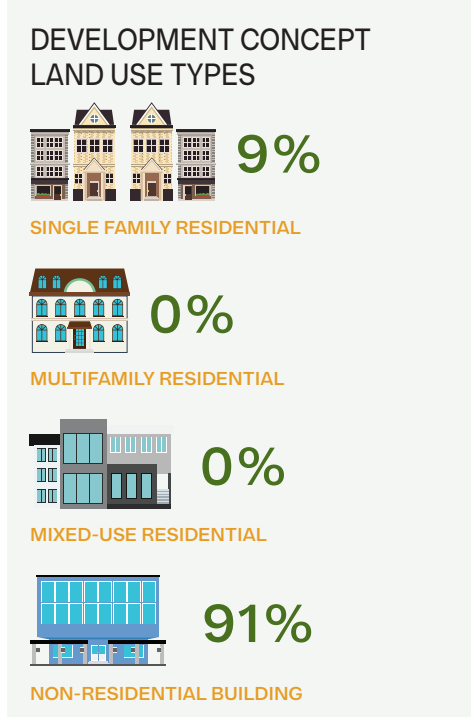
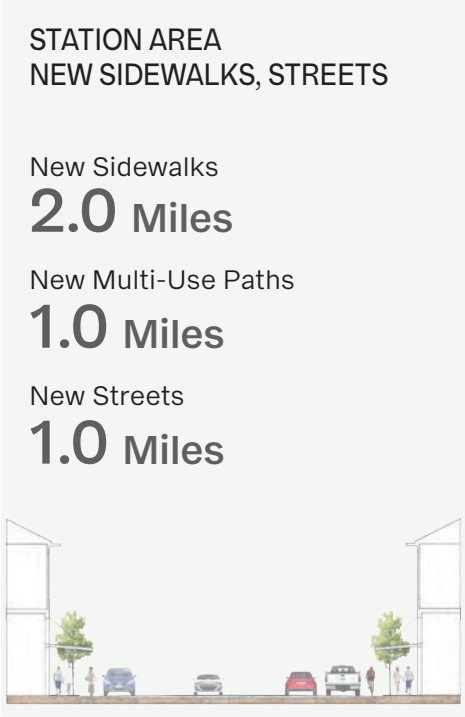
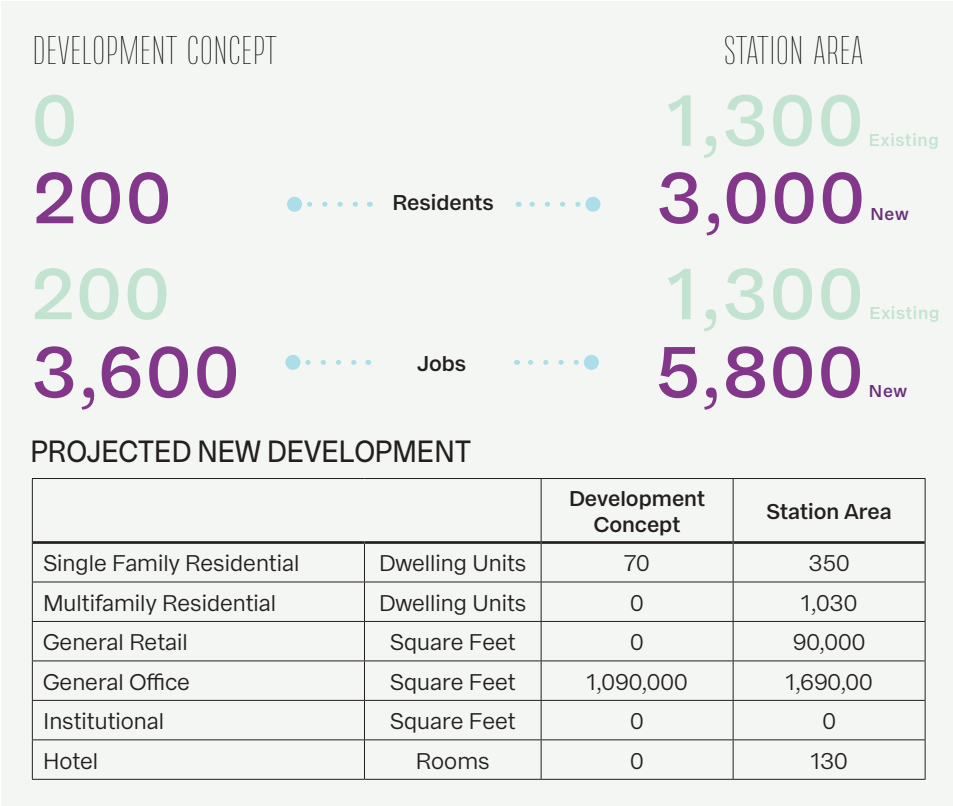
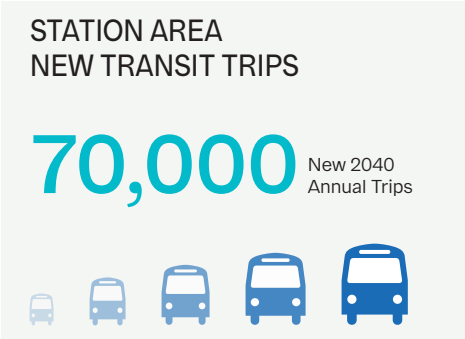
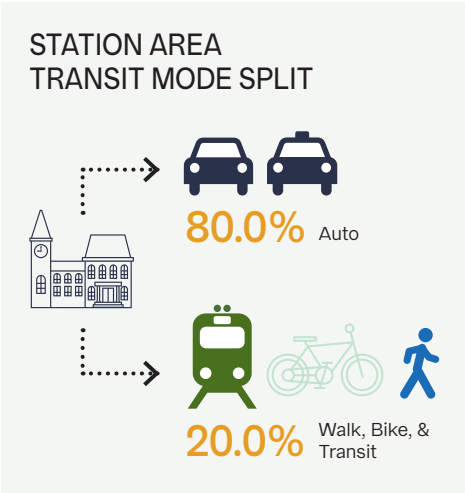
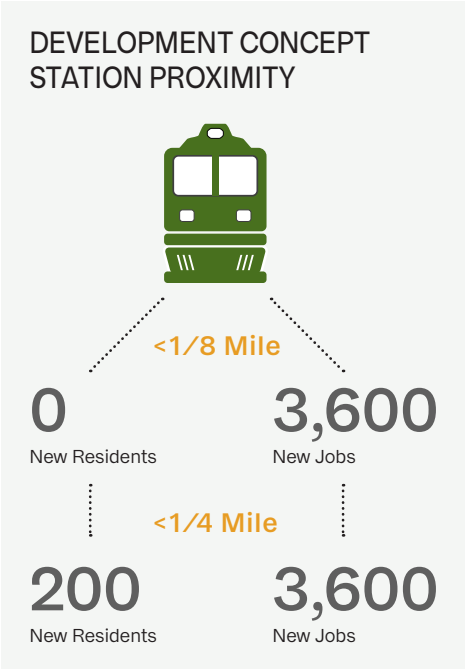
Additional development is possible on parcels not identified in the station development concept drawing.



This development concept represents "One Possible Future" for the year 2057. The actual outcome will be shaped by the private market's response to zoning, regulatory, and public investment decisions made by the Chapel Hill Town Council.

HAMILTON ROAD AT-A-GLANCE

The following information is based on the station development concept from the previous page and the larger station area shown on page 80. The station development concept considers existing land uses, infrastructure, and environmental features, indicates land that is most likely to experience redevelopment as a result of market demand stemming from proximity to transit, and incorporates best practices for transit-oriented development.





HAMILTON ROAD

STATION AREA BIKE & PEDESTRIAN AND STREET NETWORK

The map below shows existing and proposed streets within the station area, as well as streets that should be considered bike/ped priority when they are constructed or retrofitted as new development occurs. Multi-use paths and bus connections are also shown.

POTENTIAL BIKE/PED & STREET NETWORK



The image includes proposed refinements to the Durham-Orange Light Rail Transit Project currently under study. The proposed light rail project refinements are subject to environmental review and approval by the Federal Transit Administration following a public comment period.

- | | | |
|--------------------------|---|--------------------------|
| Light Rail Station | Proposed Future Streets | Existing Multi-Use Path |
| Light Rail Alignment | Existing Streets | Proposed Multi-Use Path |
| Development Concept Area | Bike/Ped Priority Streets (Proposed) | Proposed Bus Connections |
| Existing Structure | Bike/Ped Priority Streets (Existing Street Retrofitted) | |

POTENTIAL NEW TAX REVENUES

The analysis below summarizes the potential new tax revenue for the Hamilton Road station area for the next 40 years. Tax revenue sources include property tax revenues to the Town of Chapel Hill and Orange County. The analysis excludes sales tax.

Station Area	318 Acres
Development Concept Area	111 Acres

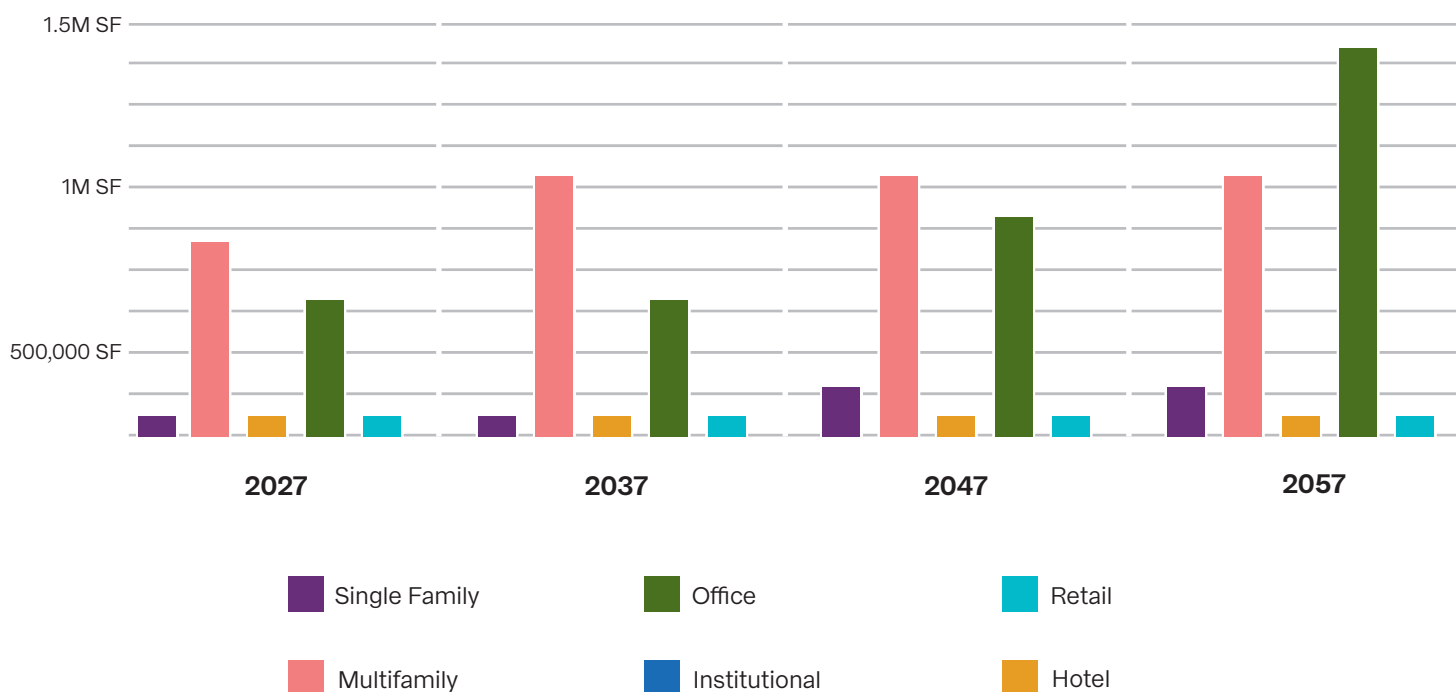
POTENTIAL NEW TAX REVENUE

HAMILTON ROAD	2027	2037	2047	2057
Baseline Property Value				
Lower Estimate (35th Percentile)	\$139.9 Million	\$115.5 Million	\$86.4 Million	\$71.3 Million
Upper Estimate (65th Percentile)	\$189.3 Million	\$156.3 Million	\$116.9 Million	\$96.5 Million
Net New Property Value				
Lower Estimate (35th Percentile)	\$157.2 Million	\$189.1 Million	\$197.8 Million	\$231.8 Million
Upper Estimate (65th Percentile)	\$212.7 Million	\$255.9 Million	\$267.6 Million	\$313.6 Million

	2018 - 2027	2018 - 2037	2018 - 2047	2018 - 2057
Net New Accumulated Tax Revenue				
Lower Estimate (35th Percentile)	\$13.9 Million	\$43.3 Million	\$80.1 Million	\$120.3 Million
Upper Estimate (65th Percentile)	\$18.8 Million	\$58.5 Million	\$108.4 Million	\$162.8 Million

Financial estimates are reported as discounted present value based on an inflation-adjusted discount rate of 2.5%. Discounted Present Value is a financial calculation that measures the worth of a future amount of money in today's dollars in order to account for inflation.

ACCUMULATED STATION AREA DEVELOPMENT





HAMILTON ROAD

Anticipated Development Horizon

Pre-Rail (2018 - 2027): Minimal development around station, likely more residential and some office uses across NC 54.

Rail +10 (2028 - 2037): Moderate development, likely some commercial, any office would be paired with any redevelopment activity along Prestwick Road.

Rail +20 (2038 - 2047): Continued moderate development to meet the needs of the market conditions at that time, specific to this period is the redevelopment of aged office buildings and commercial along Finley Golf Course Road.

Rail +30 (2048 - 2057): Continued moderate development of office space to meet the needs of the market conditions at that time.

Investment Phasing

Focus first on connectivity for pedestrians and bicyclists, in addition to extending Prestwick Road to Meadowmont Exchange Drive to create a new street to improve connectivity. Improving pedestrian and bike crossings of NC 54 is essential to provide connections to the planned mixed-use redevelopment of Glen Lennox on the north side of the highway.

AFFORDABLE HOUSING OPPORTUNITIES

The following strategies should be employed to integrate affordable housing opportunities throughout the Hamilton Road station area:

- ☐ Remove barriers for missing middle housing types, including Accessory Dwelling Units (ADUs)
- ☐ Remove regulatory barriers to housing and recalibrate mandatory density bonus program

ZONING STRATEGIES

The Hamilton Road station area consists of five zoning categories; the majority of the station area is zoned OI-2. The eastern part of the station area is zoned R-1 and the northern area (Glen Lennox) is currently zoned R-3.

Office/Institutional-2 (OI-2) zoning is a Town of Chapel Hill district “intended to provide for medium-intensity office and institutional development.” This zoning allows 15 units to the acre and .264 FAR. Additional transit-supportive density is needed to accommodate well-designed transit-oriented development. The MU-R-1 is a legacy zoning category that allows some mixing of uses, but is not supportive of TOD densities. R-1 is exclusively residential with a maximum of three units per acre, well below transit-supportive densities. The areas of R-1, R-2, and R-3 zoning inside of the station area are exclusively residential zoning that requires a maximum of three (R-1) or seven (R-3) units per acre. Neither of those densities is ideal inside of a station area to support the threshold of residential within walking distance of a station. Approved plans for the redevelopment of Glen Lennox provide uses and the intensity of development that are more consistent with transit-oriented development.

Future TOD zoning considerations for this station include:

- The need to proactively work with the university to evaluate and create a vision and a development plan for the long-term uses of the properties along Finley Golf Course Road;

- Allow redevelopment of single use commercial shopping centers into walkable, mixed-use neighborhoods;
- In the station area, reduce barriers to mid-scale, missing middle development such as courtyard apartment buildings or “mansion homes” that include five to ten apartments; and
- On the edge of the station area and beyond, allow small-scale residential infill such as backyard cottages in existing neighborhoods.

Private property owners should be encouraged to share parking between developments rather than new garages being constructed to support a single use, particularly on the south side of NC 54.

PARKING STRATEGIES

Parking is presently managed on a development-by-development basis in the Hamilton Road station area, in addition, to more than 100 on-street parking spaces on Prestwick Road. The limited land for development warrants the need for garage parking to accommodate future uses, however, no parking is recommended for the station and transit operations.

As future development occurs, on-street parking should be located on any new or upgraded streets. New compact development within proximity of transit will have lower parking needs due to the adjacency to employment via transit.

The table below details some of the specific strategies for parking.

		YEAR			
PARKING STRATEGY		PRE-RAIL (2018 - 2027)	RAIL +10 (2028 - 2037)	RAIL +20 (2038 - 2047)	RAIL +30 (2048 - 2057)
Form	On-Street	Incorporate on-street parking with each new street or street renovation within the district			
	Surface	Discourage any use of surface parking in this existing land use configuration around the station			
	Structured	Encourage structured parking for any development on-site to drive higher densities to meet the fiscal demands of a garage			
Policy	Supply	N/A	Evaluate, manage and allow new developments to share existing underused parking		
	Incentives	N/A	Each tenant in office buildings develop and maintain a Travel Demand Management program. Consider implementing caps on the number of new vehicle trips a development can produce to encourage developers and tenants to limit vehicle use		
	Pricing	N/A	Encourage existing employers and rental units to unbundle parking and require unbundled parking for new developments		
Implementation	District	Coordinate the development of a parking master plan with UNC for Hamilton Road and Friday Center Drive	Implement master parking plan and program incentives for parking towards catalytic projects. Revisit master parking plan every five years		
	Public	Assemble district parking program in coordination with Friday Center Drive	Support five year updates to district plans and financial analysis and incentive programs for catalytic projects		



HAMILTON ROAD

TOD PUBLIC INVESTMENT INFRASTRUCTURE PRIORITIES

The following station area projects have been identified as the key projects the Town and other partner entities should undertake to support catalytic station area development.



NC 54 Bike and Pedestrian Crossings

Improve bike and pedestrian crossings at the intersections of Hamilton Road, East 54 and Burning Tree to NC 54

Timeframe: Pre-Rail

Cost: \$



Prestwick Connection to Friday Center Drive

Extend Prestwick parallel to NC 54 to Friday Center Drive in order to create parallel vehicular connections

Timeframe: Rail +10

Cost: \$\$



Infrastructure Supporting Parking District

Establishing the governance and protocol for a parking district that is done in coordination with the Friday Center Drive station area.

Timeframe: Rail +10

Cost: \$

PUBLIC INVESTMENT PRIORITIZATION

CATEGORY	YEAR			
	PRE-RAIL (2018 - 2027)	RAIL +10 (2028 - 2037)	RAIL +20 (2038 - 2047)	RAIL +30 (2048 - 2057)
Station Area Infrastructure	-	Parking district established in coordination with Friday Center Drive station area		Plan and work towards partnerships for shared parking decks or garages to support the parking district
Bike/Ped and Transit Support	NC 54 bike and pedestrian crossings	Extend Prestwick to Friday Center Drive		-
	Improve and extend existing sidewalks, bike facilities and multi-use paths to station, including the pedestrian connection through East 54			

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FRIDAY CENTER DRIVE





Friday Center Drive

Station Family: University Village
 County: Orange
 City: Chapel Hill

WHY THIS STATION?

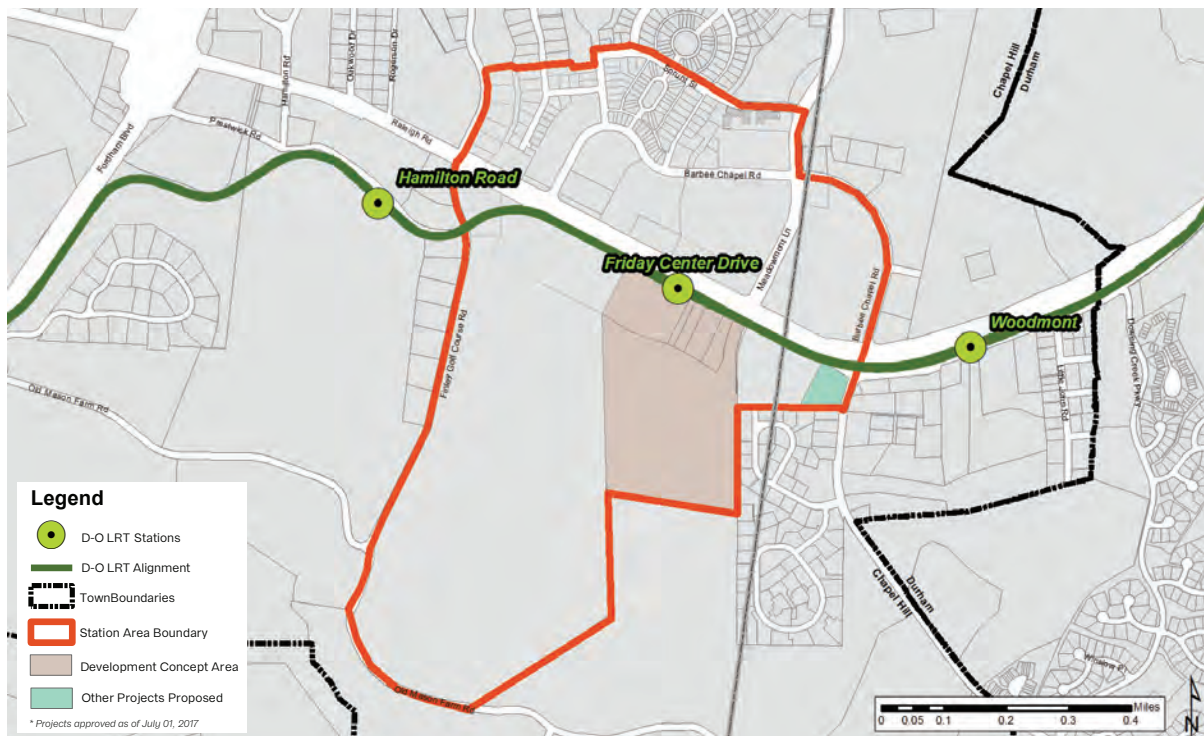
This station provides an opportunity to reinvent the Friday Center while adding opportunities for new buildings for the University of North Carolina at Chapel Hill, as envisioned in its Campus Master Plan.

With large surface parking lots, the Friday Center Drive station area is the first genuinely greyfield redevelopment opportunity among the University Villages family of stations. The university's Campus Master Plan therefore will serve as a guide for much of the TOD potential in this station area, although several non-university parcels also offer redevelopment or infill development potential. Nearby neighborhoods are predominantly mixed-use or multifamily, lessening the challenges of compatibility and transitions. Connecting to Prestwick Road to the west and extending Marriott Way to the east, to Barbee Chapel Road, will provide additional connections to an alternative to NC 54 for local traffic and to support redevelopment.

ATTRIBUTES

- Extensive development and redevelopment potential on university property, as well as the existing parking lots in Meadowmont Village.
- Existing connections via grade-separated trail system to Meadowmont north of NC 54.
- Station area is well-located for housing.
- Most development potential here must be initiated by UNC - Chapel Hill given the land ownership.
- Predominant activity between 8 a.m. and 7 p.m.

STATION AREA CONTEXT





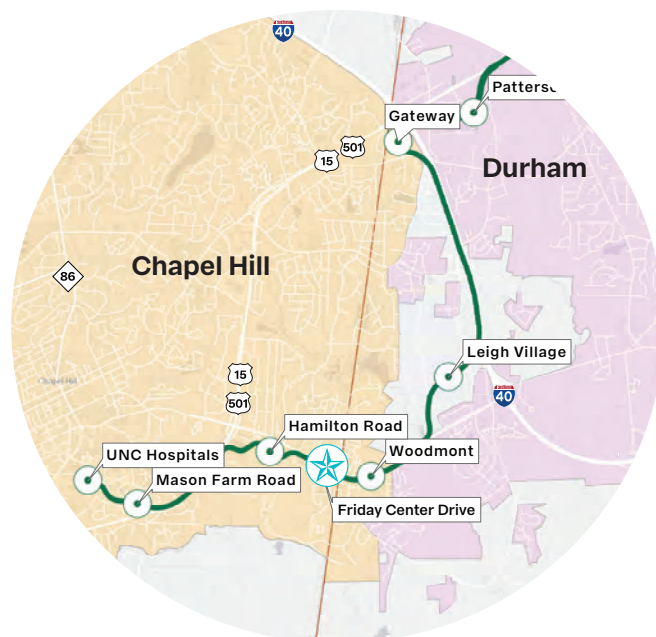
FRIDAY CENTER

STATION DEVELOPMENT CONCEPT

New transit-oriented development in this station area is largely contingent on the University of North Carolina at Chapel Hill Campus Master Plan. The areas shown in white are illustrative and any development would be designed according to the interests of the University.



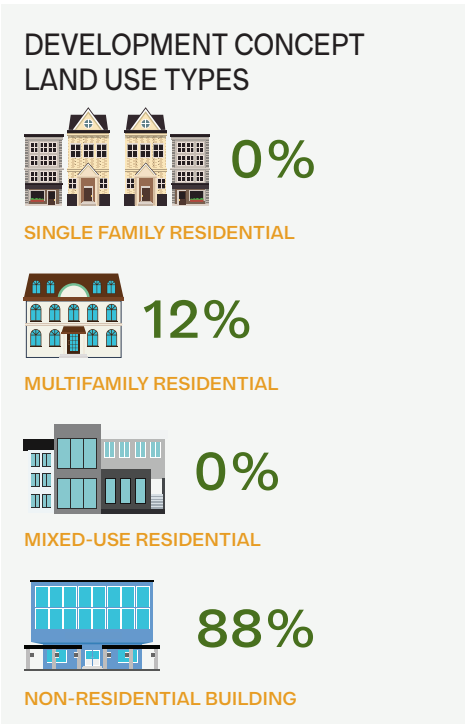
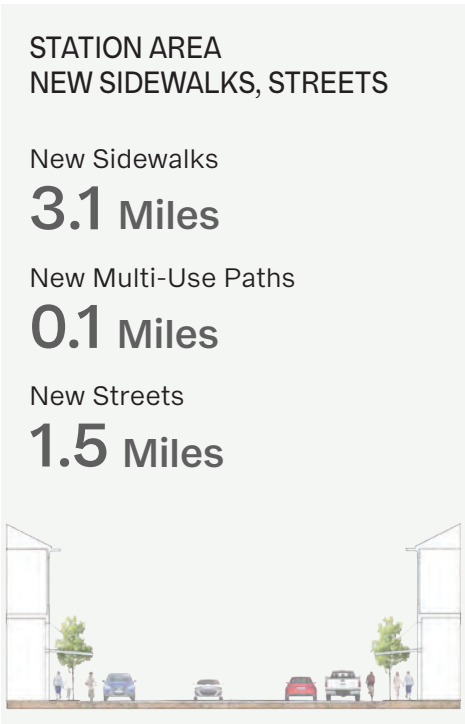
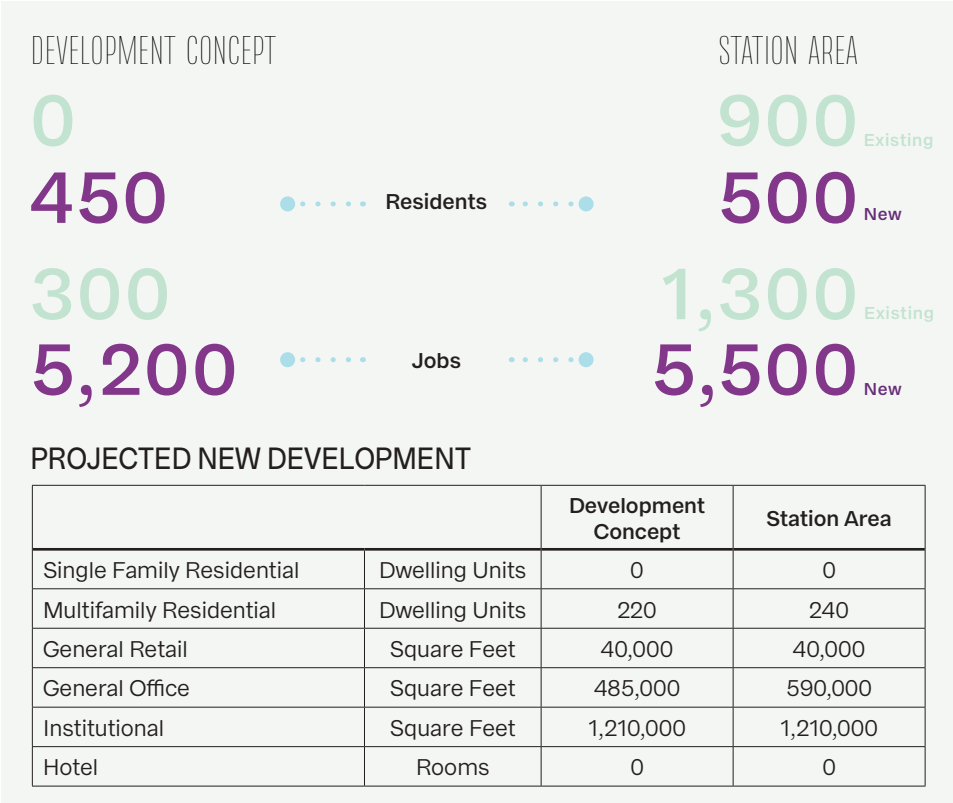
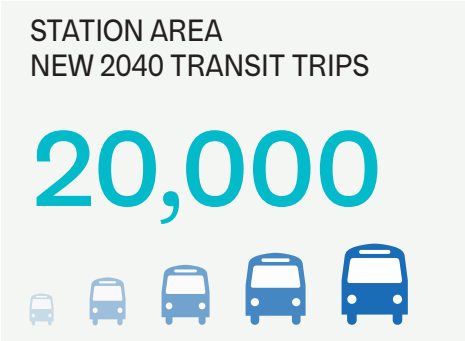
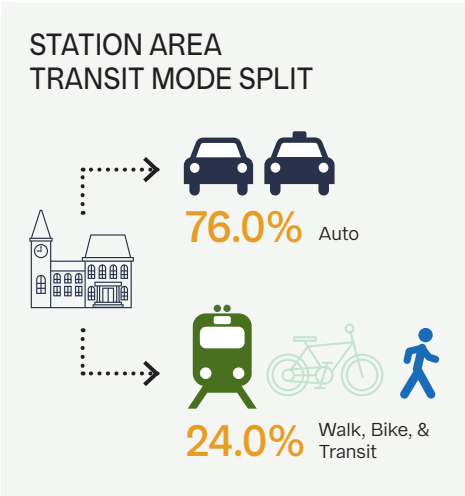
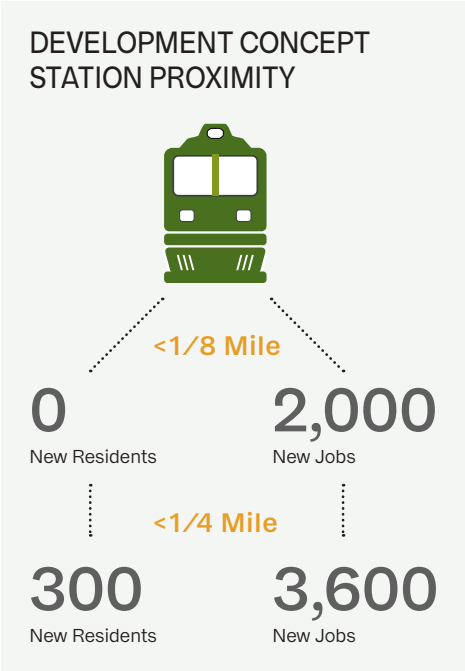
- A** Station and connection to Meadowmont under NC 54
- B** Private development incorporating public amenities, such as plazas, outdoor seating, etc.
- C** Natural landscapes incorporated into urban campus with public and private development
- D** Preserved existing Friday Center
- E** Prestwick Road connection to Hamilton Road
- F** Potential opportunity for new housing
- G** Marriott Way connection to Barbee Chapel Road



This development concept represents "One Possible Future" for the year 2057. The actual outcome will be shaped by the private market's response to zoning, regulatory, and public investment decisions made by the Chapel Hill Town Council.

FRIDAY CENTER DRIVE AT-A-GLANCE

The following information is based on the station development concept from the previous page and the larger station area shown on page 90. The station development concept considers existing land uses, infrastructure, and environmental features, indicates land that is most likely to experience redevelopment as a result of market demand stemming from proximity to transit, and incorporates best practices for transit-oriented development.



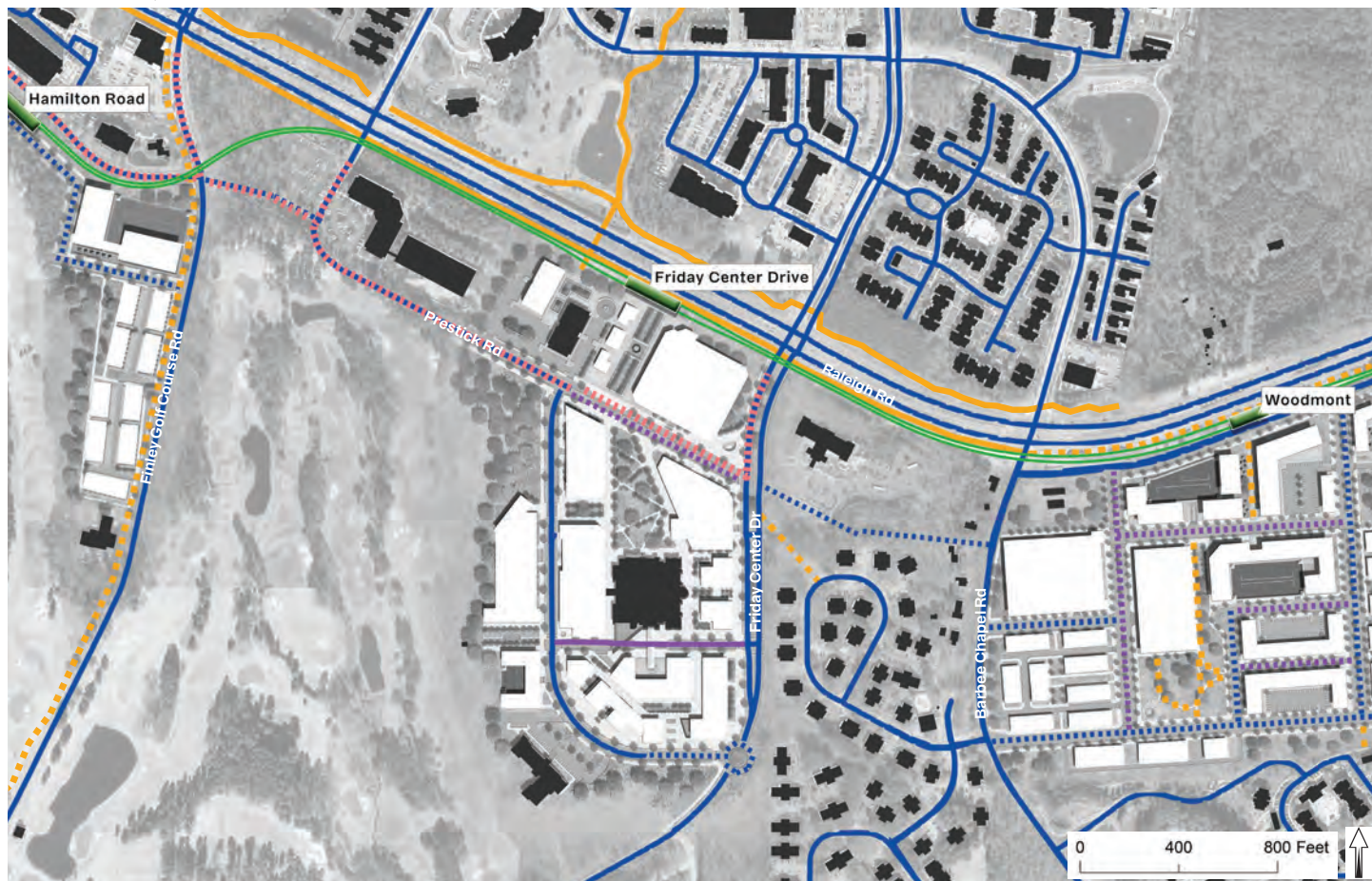


FRIDAY CENTER

STATION AREA BIKE & PEDESTRIAN AND STREET NETWORK

The map below shows existing and proposed streets within the station area, as well as streets that should be considered bike/ped priority when they are constructed or retrofitted as new development occurs. Multi-use paths and bus connections are also shown.

POTENTIAL BIKE/PED & STREET NETWORK



The image includes proposed refinements to the Durham-Orange Light Rail Transit Project currently under study. The proposed light rail project refinements are subject to environmental review and approval by the Federal Transit Administration following a public comment period.

- | | | |
|--------------------------|---|--------------------------|
| Light Rail Station | Proposed Future Streets | Existing Multi-Use Path |
| Light Rail Alignment | Existing Streets | Proposed Multi-Use Path |
| Development Concept Area | Bike/Ped Priority Streets (Proposed) | Proposed Bus Connections |
| Existing Structure | Bike/Ped Priority Streets (Existing Street Retrofitted) | |

POTENTIAL NEW TAX REVENUES

The analysis below summarizes the potential new tax revenue for the Friday Center Drive station area for the next 40 years. Tax revenue sources include property tax revenues to the Town of Chapel Hill and Orange County. The analysis excludes sales tax.

Station Area	333 Acres
Development Concept Area	12 Acres

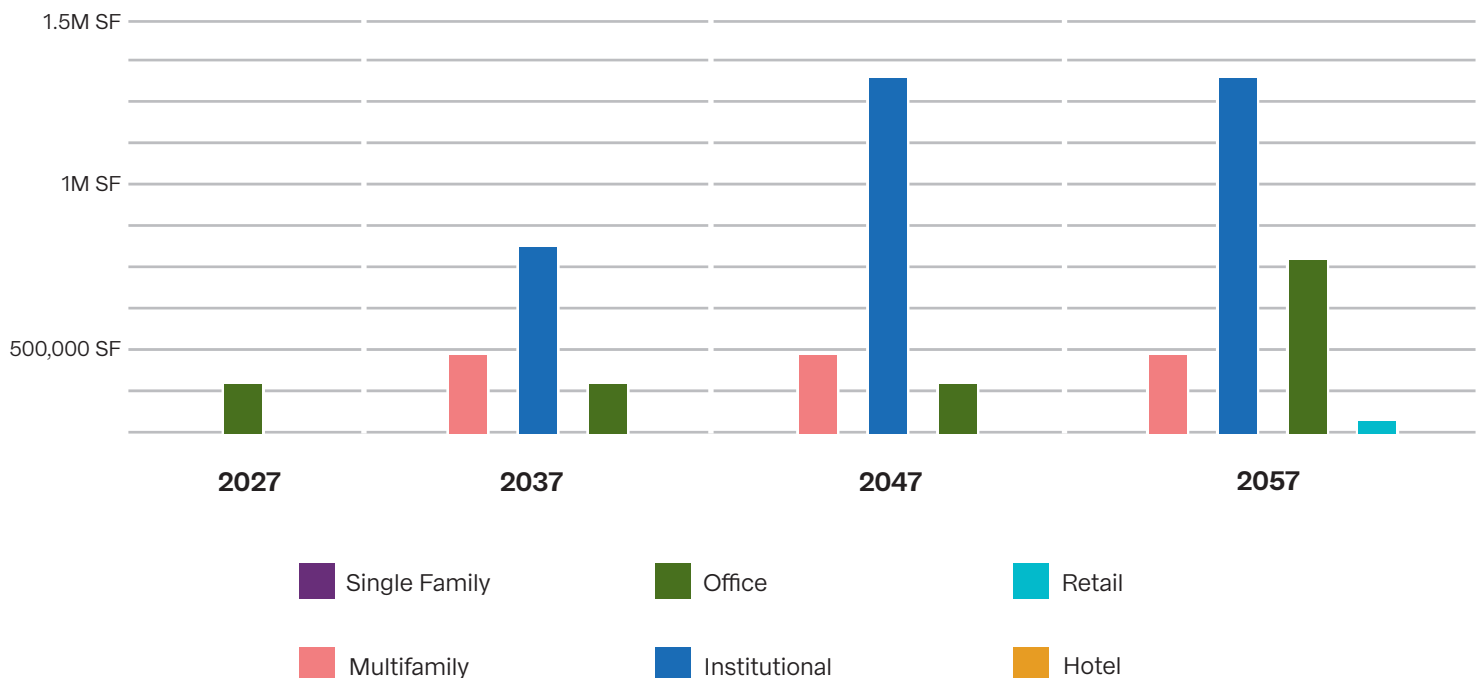
POTENTIAL NEW TAX REVENUE

FRIDAY CENTER	2027	2037	2047	2057
Baseline Property Value				
Lower Estimate (35th Percentile)	\$142.8 Million	\$117.9 Million	\$88.2 Million	\$72.8 Million
Upper Estimate (65th Percentile)	\$193.2 Million	\$159.5 Million	\$119.3 Million	\$98.5 Million
Net New Property Value				
Lower Estimate (35th Percentile)	\$12.0 Million	\$39.1 Million	\$29.2 Million	\$50.2 Million
Upper Estimate (65th Percentile)	\$16.2 Million	\$52.8 Million	\$39.5 Million	\$68.0 Million

	2018 - 2027	2018 - 2037	2018 - 2047	2018 - 2057
Net New Accumulated Tax Revenue				
Lower Estimate (35th Percentile)	\$1.1 Million	\$4.6 Million	\$9.9 Million	\$18.7 Million
Upper Estimate (65th Percentile)	\$1.5 Million	\$6.2 Million	\$13.3 Million	\$25.3 Million

Financial estimates are reported as discounted present value based on an inflation-adjusted discount rate of 2.5%. Discounted Present Value is a financial calculation that measures the worth of a future amount of money in today's dollars in order to account for inflation.

ACCUMULATED STATION AREA DEVELOPMENT





FRIDAY CENTER

Anticipated Development Horizon

Pre-Rail (2018 - 2027): Minimal development around station, likely some commercial along NC 54.

Rail +10 (2028 - 2037): Moderate development, likely some university buildings and commercial.

Rail +20 (2038 - 2047): Continued moderate development to meet the university's needs and market conditions at that time.

Rail +30 (2048 - 2057): Long-term development at station area.

Investment Phasing

Subject to alignment with the university's Campus Master Plan.

AFFORDABLE HOUSING OPPORTUNITIES

The following strategies should be employed to integrate affordable housing opportunities throughout the Friday Center Drive station area:

- ☐ Anchor institution involvement
- ☐ Reduce barriers for missing middle housing types, including Accessory Dwelling Units (ADUs)
- ☐ Land banking

ZONING STRATEGIES

The Friday Center station area consists of four zoning districts; the majority of the station area is zoned as OI-2, a district specifically established for UNC property. The station itself is in R-1 and MU-R-1. The eastern part of the station area is zoned R-5-C.

Office/Institutional-2, OI-2 Zoning is a Town of Chapel Hill district "intended to provide for medium-intensity office and institutional development." This zoning allows 15 units to the acre and .264 FAR. In this case the zoned land is primarily surface parking lots that could be redeveloped in the future depending on the needs of UNC. Additional transit-supportive density is needed to accommodate well designed TOD.

The MU-R-1 is a legacy zoning category that allows some mixing of uses but is not supportive of TOD densities. R-1 is exclusively residential with a maximum of three units per acre.

The areas of R-5-C are built out in relative proximity to the station location.

Whether as a separately initiated TOD zoning district or as part of the Town's rewrite of the Land Use Management Ordinance, specialized zoning for transit-oriented development should articulate Core, General and Edge development conditions across the station area and provide a clear delineation of community benefits.

Specific zoning considerations include:

- Proactively work with UNC to envision future uses at the Friday Center Drive station area and implement zoning that enables that vision to be achieved; and
- Allow for incremental additions to the mixed-use and office parks near the station to support opportunities for people to live, work, and to support existing businesses near the station area.

PARKING STRATEGIES

The Friday Center Drive station area currently has significant surface parking that primarily serves the Friday Center and bus park-and-ride activity.

It is recommended that a steady transition take place that accommodates new parking needs with new development. There are significant transit-oriented parking needs required and will need to be maintained through transition to garages and shared parking opportunities. A coordinated effort for parking at this station through a district master plan will align the station to adjacent stations and support parking solutions for this important node along the Light Rail Corridor.

The table below details some of the specific strategies for parking.

		YEAR			
PARKING STRATEGY		PRE-RAIL (2018 - 2027)	RAIL +10 (2028 - 2037)	RAIL +20 (2038 - 2047)	RAIL +30 (2048 - 2057)
Form	On-Street	Incorporate on-street parking with each new street or street renovation within the district			
	Surface	Use existing surface lots until they are redeveloped or replaced by structured parking	Discourage any use of surface parking in this existing land use configuration around immediate station area. Optimize use of existing parking within Hedrick and NC 54 park-and-ride lots		
	Structured	Structured parking recommended when redevelopment occurs. Coordinate all structured parking in accordance with a district master parking plan.			
Policy	Supply	N/A	Continue to monitor and manage existing supply of parking and the role of the underused NC 54 and Hedrick park-and-ride lots. Ensure that new supply is shared to the greatest extent possible		
	Incentives	Implement Travel Demand Management (TDM) programs similar to those on Main Campus that encourage employees to take transit, walk or bike			
	Pricing	N/A	Require any new private development to unbundle parking from leases. Adopt a priced permit program similar to Main Campus		
Implementation	District	Coordinate the development of a parking master plan with UNC for Hamilton and Friday Center Drive	Implement master parking plan and program incentives for parking towards catalytic projects. Revisit master parking plan every five years		
	Public	Assemble district parking program in coordination with Hamilton Road station	Support five year updates to district plans and financial analysis and incentive programs for catalytic projects		



TOD PUBLIC INVESTMENT INFRASTRUCTURE PRIORITIES

The following station area projects have been identified as the key projects the Town and other partner entities should undertake to support catalytic station area development.



Infrastructure Supporting Parking District

Establishing the governance and protocol for a parking district with Hamilton Station and UNC. Dedicate resources to create a parking master plan

Timeframe: Rail +10
Rail +20
Cost: \$



Prestwick Connection to Hamilton Road

Extend Prestwick parallel to NC 54 to Hamilton Road in order to create parallel vehicular connections

Timeframe: Rail +10
Cost: \$\$



Connect Marriott Way to Barbee Chapel Road

Create an a new street between Friday Center Drive and Barbee Chapel Hill Road to improve connectivity for local traffic.

Timeframe: Pre-Rail
Cost: \$\$

PUBLIC INVESTMENT PRIORITIZATION

CATEGORY	PRE-RAIL (2018 - 2027)	RAIL +10 (2028 - 2037)	RAIL +20 (2038 - 2047)	RAIL +30 (2048 - 2057)
Station Area Infrastructure	-	Parking district established in coordination with Hamilton Road station area		-
	Connect Marriott Way to Barbee Chapel Road	Extend Prestwick to Hamilton Road	-	-
Bike/Ped and Transit Support	Extend path connections per the Town's Mobility and Connectivity Plan			

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WOODMONT





Woodmont

Station Family: Neighborhood Destination
County: Durham
City: Chapel Hill

WHY THIS STATION?

Woodmont is a long-contemplated mixed-use development opportunity.

Existing development in the Woodmont station area is suburban, but a few key parcels in the immediate station area are undeveloped, offering an opportunity to create a mixed-use neighborhood destination with a variety of housing types transitioning to the nearby garden apartments, condominium complexes, and single family neighborhoods. Stream edges and natural areas should be protected and made integral to the pedestrian connections in the new development.

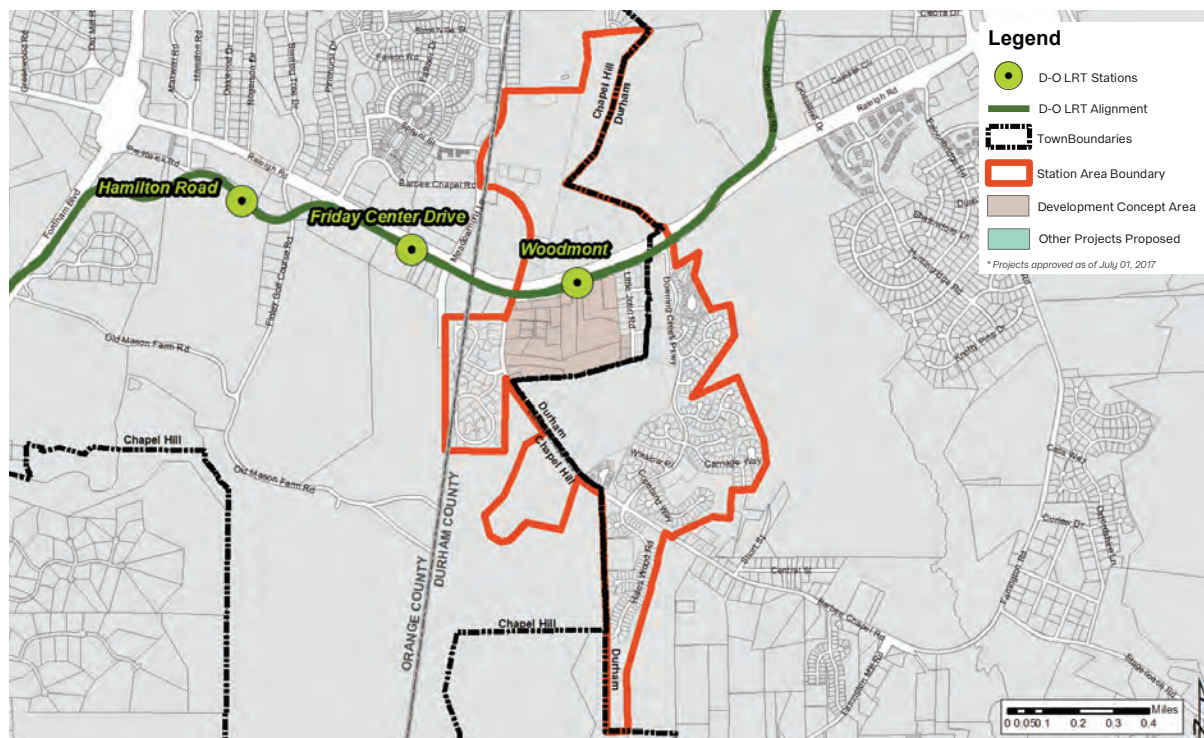
Given its existing neighborhood setting near UNC - Chapel Hill, the Woodmont station area is conducive to new housing opportunities with neighborhood serving retail and office space. Large amounts of new office space are more likely to cluster closer to UNC or in areas with better regional access such as Gateway and Patterson Place station areas than at Woodmont.

Additionally, access to Barbee Chapel Road and adjusted access for westbound left-turns into the station area from NC 54 is needed to support retail and office development.

ATTRIBUTES

- Provide neighborhood services within bike and pedestrian proximity to variety of housing types.
- Provide mix of retail and office to augment residential uses creating a neighborhood destination.
- Predominant activity weekdays between 6 a.m. and 9 a.m. and 4 p.m. and 7 p.m.

STATION AREA CONTEXT





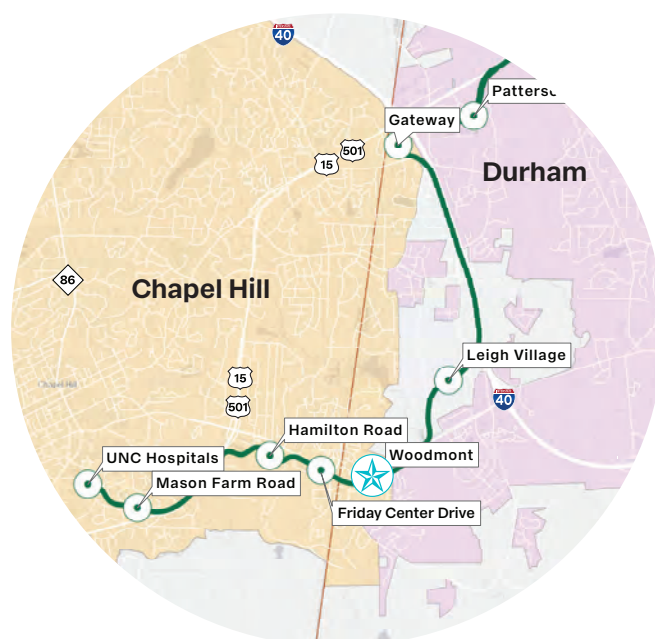
WOODMONT

STATION DEVELOPMENT CONCEPT

Development of a multitude of uses configured at the station area, with transitions to lower density single family and adjacent multifamily.



- A** Time limited drop-off and pick-up spaces on the south side of Stancell Drive
- B** Green space connection to private development and green public space
- C** Marriott Way connection to Barbee Chapel Road
- D** Interface of existing residential with missing middle housing types to transition density
- E** Connection to Downing Creek Parkway from Barbee Chapel Road
- F** Urban public park system in which development celebrates green public spaces
- G** Potential shared detention opportunity

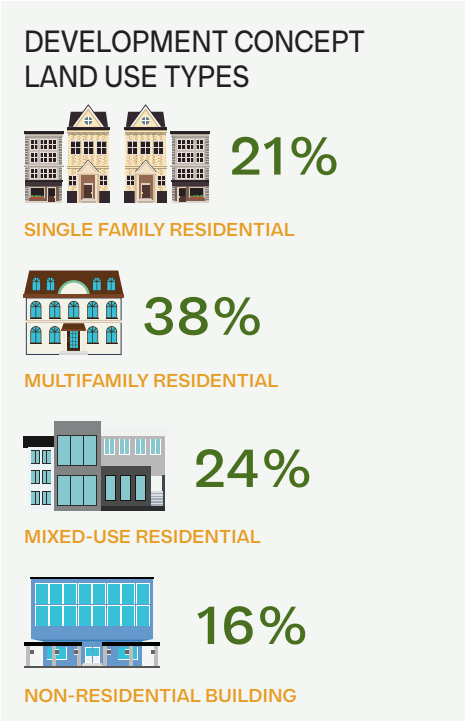
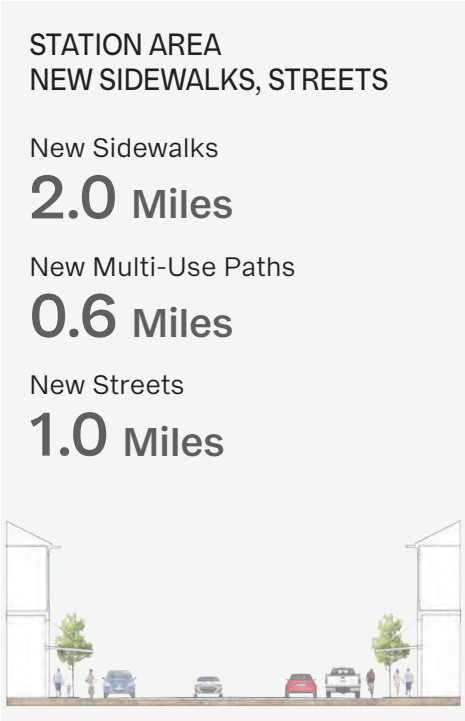
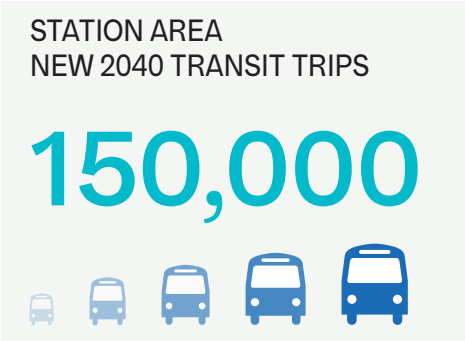
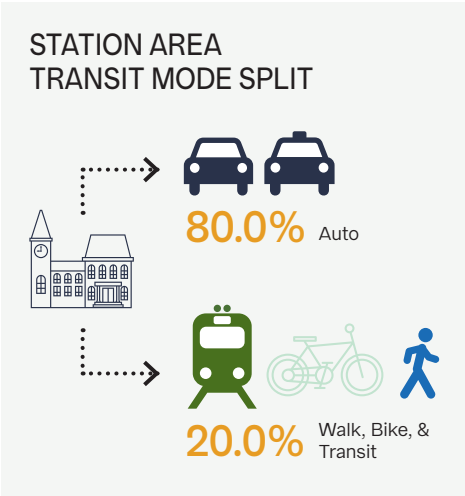


Possibilities include a different mix of uses compared to today, including some neighborhood serving office and retail.

This development concept represents "One Possible Future" for the year 2057. The actual outcome will be shaped by the private market's response to zoning, regulatory, and public investment decisions made by the Chapel Hill Town Council.

WOODMONT AT-A-GLANCE

The following information is based on the station development concept from the previous page and the larger station area shown on page 100. The station development concept considers existing land uses, infrastructure, and environmental features, indicates land that is most likely to experience redevelopment as a result of market demand stemming from proximity to transit, and incorporates best practices for transit-oriented development.





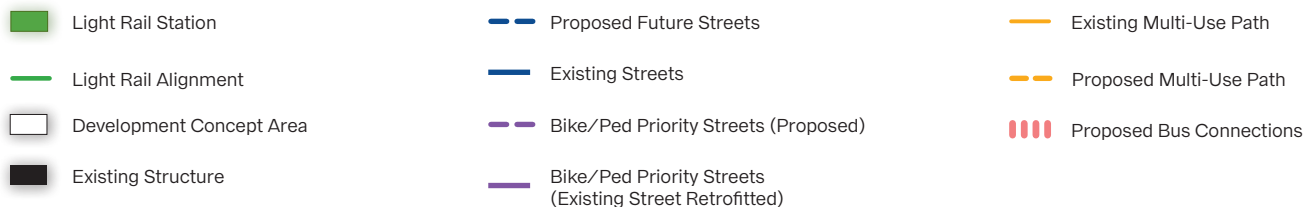
STATION AREA BIKE & PEDESTRIAN AND STREET NETWORK

The map below shows existing and proposed streets within the station area, as well as streets that should be considered bike/ped priority when they are constructed or retrofitted as new development occurs. Multi-use paths and bus connections are also shown.

POTENTIAL BIKE/PED & STREET NETWORK



The image includes proposed refinements to the Durham-Orange Light Rail Transit Project currently under study. The proposed light rail project refinements are subject to environmental review and approval by the Federal Transit Administration following a public comment period.



POTENTIAL NEW TAX REVENUES

The analysis below summarizes the potential new tax revenue for the Woodmont station area for the next 40 years. Tax revenue sources include property tax revenues to the Town of Chapel Hill, Durham County, as well as small portions of the City of Durham and Orange County. The analysis excludes sales tax.

Station Area	441 Acres
Development Concept Area	50 Acres

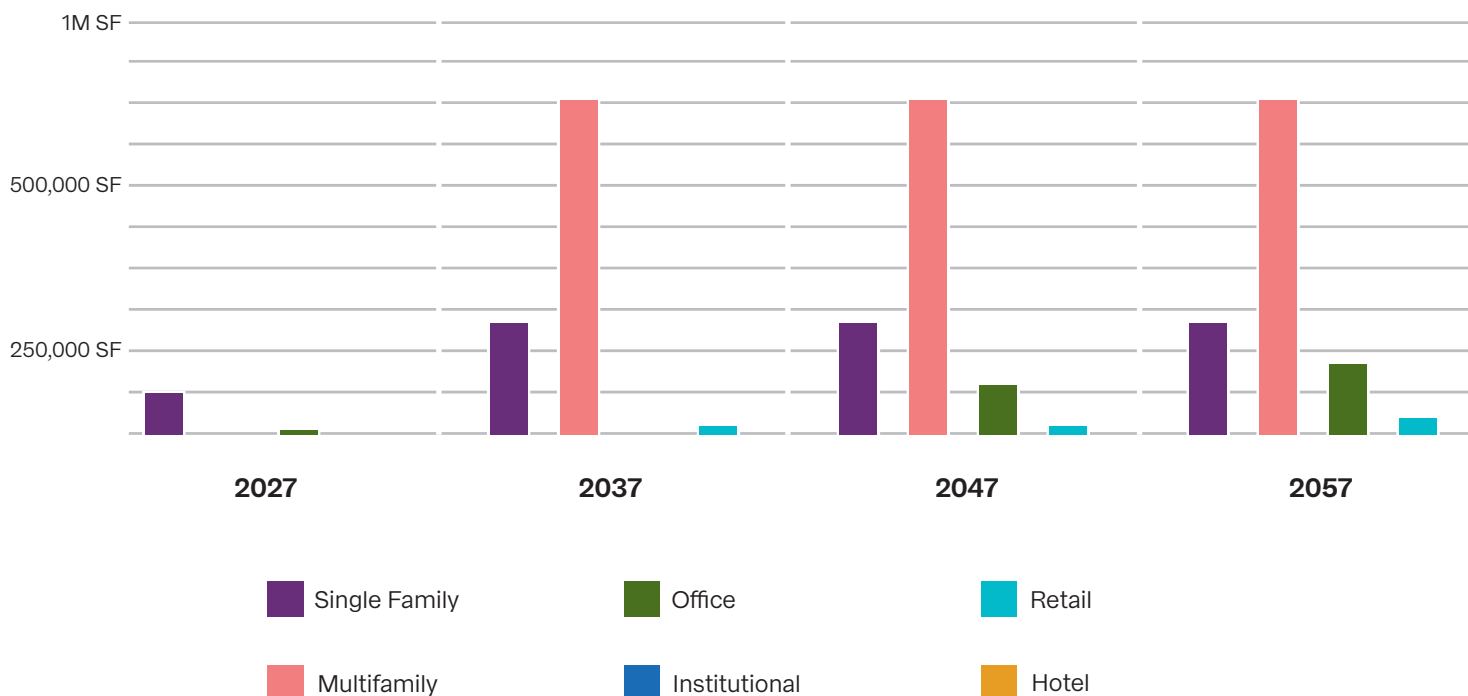
POTENTIAL NEW TAX REVENUES

WOODMONT	2027	2037	2047	2057
Baseline Property Value				
Lower Estimate (35th Percentile)	\$118.0 Million	\$97.4 Million	\$72.9 Million	\$60.2 Million
Upper Estimate (65th Percentile)	\$159.7 Million	\$131.8 Million	\$98.6 Million	\$81.4 Million
Net New Property Value				
Lower Estimate (35th Percentile)	\$8.7 Million	\$161.8 Million	\$129.7 Million	\$123.2 Million
Upper Estimate (65th Percentile)	\$11.7 Million	\$218.9 Million	\$175.5 Million	\$166.7 Million

	2018 - 2027	2018 - 2037	2018 - 2047	2018 - 2057
Net New Accumulated Tax Revenue				
Lower Estimate (35th Percentile)	\$740,000	\$9.8 Million	\$27.2 Million	\$45.0 Million
Upper Estimate (65th Percentile)	\$1.0 Million	\$13.3 Million	\$37.4 Million	\$60.8 Million

Financial estimates are reported as discounted present value based on an inflation-adjusted discount rate of 2.5%. Discounted Present Value is a financial calculation that measures the worth of a future amount of money in today's dollars in order to account for inflation.

ACCUMULATED STATION AREA DEVELOPMENT





Anticipated Development Horizon

Pre-Rail (2018 - 2027): Some development of attached single family housing away from NC 54.

Rail +10 (2028 - 2037): Moderate residential development fed by new market conditions with light rail activation.

Rail +20 (2038 - 2047): Build out of moderate mixed-use development based on market conditions at the time.

Rail +30 (2048 - 2057): Limited development anticipated in this time frame for this station area.

Investment Phasing

Public investments in new streets should be focused first on connectivity for bikes and pedestrians, but should also accommodate local vehicular connections. Connectivity within the TOD will provide additional connections to NC 54 and Barbee Chapel Road for residents of nearby neighborhoods.

AFFORDABLE HOUSING OPPORTUNITIES

The following strategies should be employed to integrate affordable housing opportunities throughout the Woodmont station area:

- ☐ Remove barriers for missing middle housing types, including Accessory Dwelling Units (ADUs)
- ☐ Land banking
- ☐ Remove regulatory barriers to housing and recalibrate mandatory density bonus program

ZONING STRATEGIES

The Woodmont station area consists of multiple zoning districts with portions of the core of the station area zoned as MU-V. South of NC 54 are tracts with zoning including NC, NC-C, R-2, PDR and RD. Undeveloped property north of NC 54 is zoned R-1.

Neighborhood Commercial (NC and NC-C) is a district intended to provide for “low-intensity commercial and service centers that are accessible by pedestrians from the surrounding neighborhoods, serve the daily convenience and personal service needs of the surrounding neighborhoods.” With relatively low intensity of development and other limitations, TOD would be better accommodated through other zoning criteria.

R-2 allows a maximum of four units per acre, even more limiting for successful TOD.

The areas zoned Planned Development Residential (PDR) and Rural Residential (RD) are within Durham’s city limits. They would be well-served by strong pedestrian connections through new development for access to the station.

The Mixed-Use Village (MU-V) zoning may support 20 units per acre and a range of uses. Keys in implementing successful TOD include specific urban design and connectivity principles that may be possible under MU-V zoning, but may not be required. The MU-V zoning also requires multiple steps for approval of site plans. Rather than developing under the MU-V, the Town and developers may find better alignment with agreed upon TOD principles through a rezoning to a new zoning district tailored more specifically to the station area. Whether as a separately initiated TOD zoning district or as part

of the Town's rewrite of the Land Use Management Ordinance, specialized zoning for transit-oriented development should articulate Core, General, and Edge development conditions across the station area and provide a clear delineation of community benefits.

PARKING STRATEGIES

The Woodmont station area has minimal development in close proximity to the station. Existing developments meet their parking needs on a site-by-site basis.

All new streets within the station area need to accommodate on-street parking to minimize surface and garage parking needs. Development will need to incorporate parking and likely use a mixture of surface and garage parking. As development ages, a repurposing of initial parking may be warranted and should use a master parking plan as part of the district to support the parking's evolution and prevent any installation that would inhibit repurposing of the parking.

The table below details some of the specific strategies for parking.

		YEAR			
PARKING STRATEGY		PRE-RAIL (2018 - 2027)	RAIL +10 (2028 - 2037)	RAIL +20 (2038 - 2047)	RAIL +30 (2048 - 2057)
Form	On-Street	Incorporate on-street parking with each new street or street renovation within the district			
	Surface	Avoid over-building surface parking. Design lots to be repurposed for development in future		Discourage further development of surface parking in station area	
	Structured	Structured parking only incentivized when or if major employers or significant project is introduced as a catalytic development.		Encourage structured or wrapped parking for significant development	
Policy	Supply	N/A	Design parking lots and structures so that they can be shared between all uses within the parking district. Require parking occupancy to be elevated every year at a maximum		
	Incentives	Adopt development standards that encourage strong Travel Demand Management (TDM). Establish caps on the number of vehicles entering and exiting the development to incentivize the developer and tenants to walk, bike, and take transit.			
	Pricing	Ensure that all spaces are unbundled from leases for building space and from day one. Adjust prices to match the demand for spaces			
Implementation	District	N/A	Implement master parking plan and program incentives for parking towards catalytic projects. Revisit master parking plan every five years		
	Public	Assemble district parking program	Support five year updates to district plans and financial analysis and incentive programs for catalytic projects		



TOD PUBLIC INVESTMENT INFRASTRUCTURE PRIORITIES

The following station area projects have been identified as the key projects the Town and other partner entities should undertake to support catalytic station area development.



Left Turn off NC 54 into Development

Support the installation of a left turn from NC 54 into the Woodmont station area to improve commercial development opportunities

Timeframe: Pre-Rail

Cost: \$\$



Connect Barbee Chapel to Downing Creek Road

Create a street from Barbee Chapel Road to Downing Creek Road to improve connectivity for local traffic

Timeframe: Rail +10

Cost: \$\$\$

PUBLIC INVESTMENT PRIORITIZATION

CATEGORY	PRE-RAIL (2018 - 2027)	RAIL +10 (2028 - 2037)	RAIL +20 (2038 - 2047)	RAIL +30 (2048 - 2057)
Station Area Infrastructure	Left turn into Woodmont station area from NC 54 to increase vehicular connectivity	Installation of appropriate vehicular connections to the surrounding neighborhoods to support better local traffic flow off of NC 54	-	-
	-	Connect Barbee Chapel to Downing Creek Road to improve local connectivity	-	-
Bike/Ped and Transit Support	Improve crossing at Barbee Chapel Road for pedestrian and bike connectivity	-	-	-
	-	Extend trail connections per Chapel Hill Mobility Plan	-	-

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GATEWAY



Gateway

Station Family: Suburban Retrofit
 County: Orange and Durham
 City: Chapel Hill

WHY THIS STATION?

Capitalizing on an important regional location for redevelopment, including a significant number of jobs in a mixed-use, walkable suburban center.

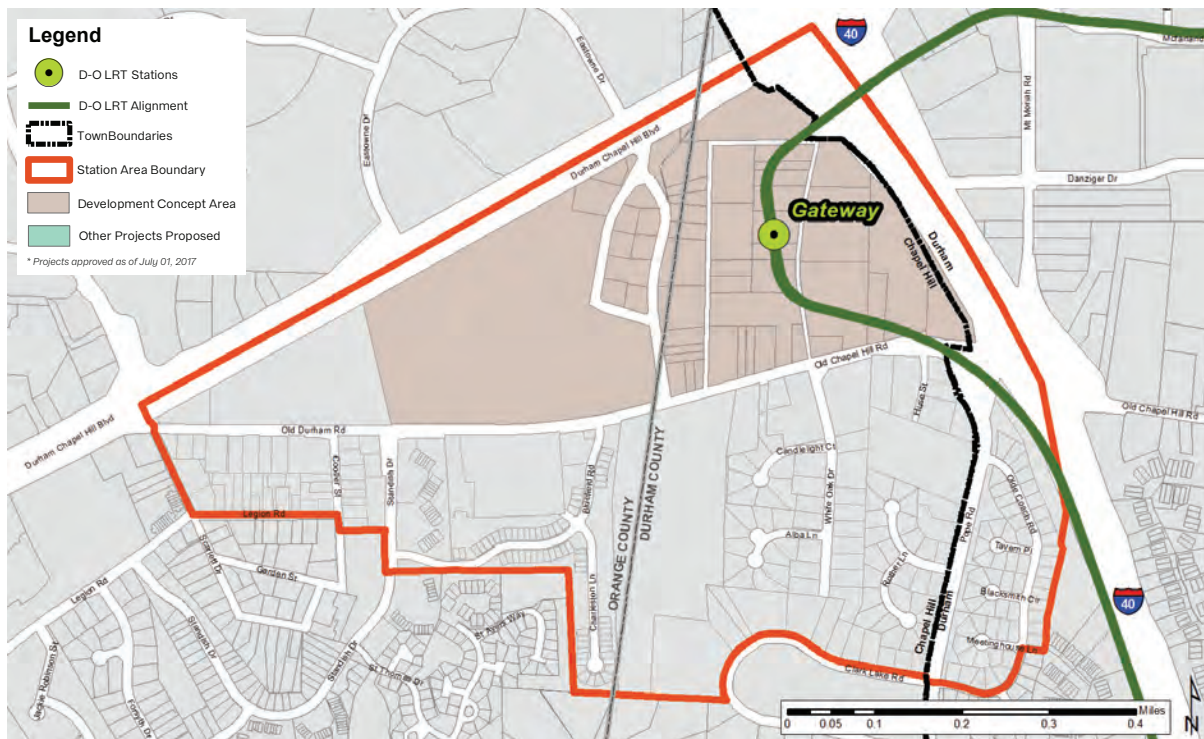
The Gateway station area offers an opportunity for several blocks of walkable urbanism next to I-40 at the U.S. 15-501 interchange. A bustling core with larger building types can transition to existing multifamily and single family suburban neighborhoods to the south by progressively decreasing heights and through pleasant urban design. Coupled with pedestrian connections and crossings east across the interstate and north across U.S. 15-501, the future for Gateway forms a vibrant regional node coupled with the Patterson Place station area and augmented by Eastowne redevelopment just to the north. The Gateway/Patterson Place pairing forms a central locus of activity along the line, activity that encompasses lands in all four partnering governments of Durham and Orange Counties, Chapel Hill, and the City of Durham.

Establishing a bike and pedestrian connection to Eastowne provides an opportunity to enhance the walkable, transit-supportive campus that UNC Health Care is planning, and provide additional opportunities for private development within the station area.

ATTRIBUTES

- Opportunity for a substantial amount of corporate office in creative environment
- Generally larger format building types with active ground floor uses, such as restaurants
- Smaller building types, such as walk-up apartments and townhouses at edges of station area
- Pleasant mix of public spaces such as plazas, greens, and pocket parks
- Predominant activity between 7 a.m. and 10 p.m.

STATION AREA CONTEXT

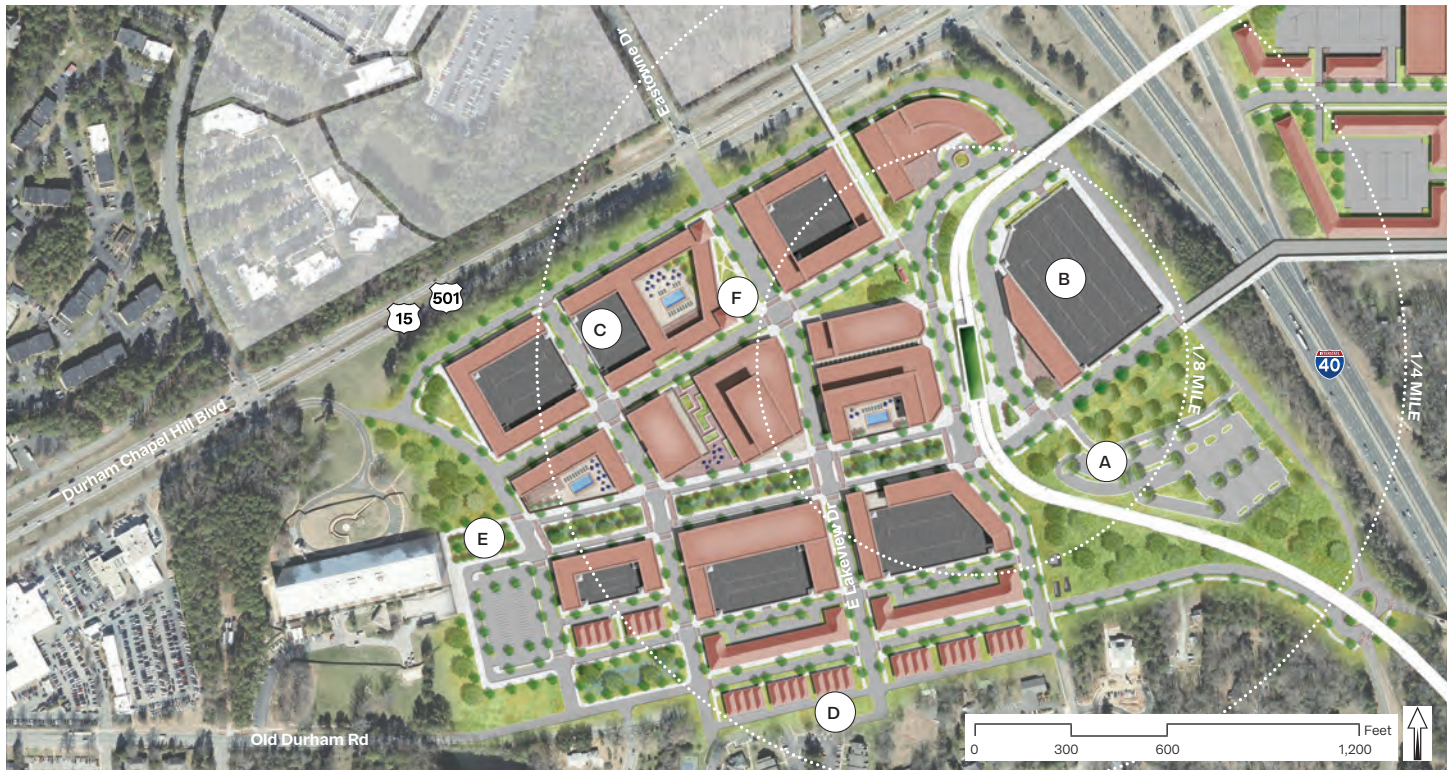




GATEWAY

STATION DEVELOPMENT CONCEPT

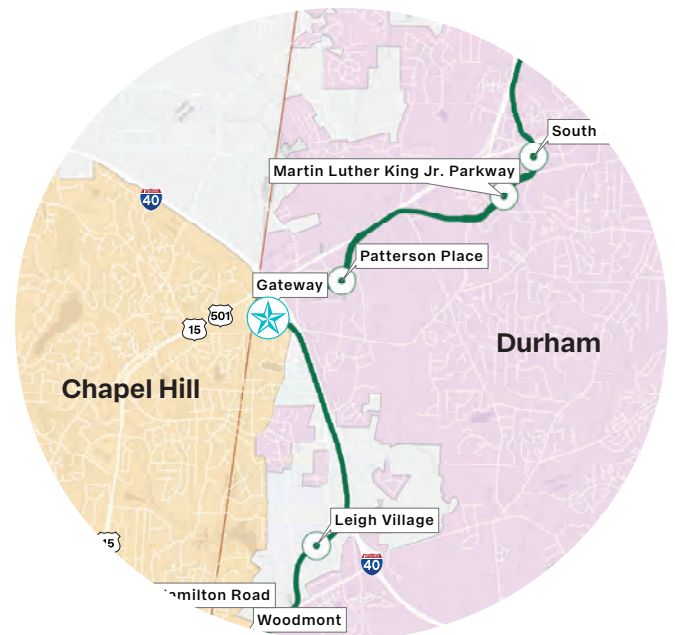
Generated through ongoing public and private engagement, the concept coordinates a visionary yet credible example of what is possible with a well-connected street network with strong urban spaces, a park-and-ride location, and designed so that the amount of activity and building heights transition from the core to match the scale of existing neighborhoods that adjoin the edge of the station area.



- A** Preservation of 100 foot wide area around existing stream as well as a GoTriangle park-and-ride lot
- B** Joint development including mixed-use, parking garage and multimodal connectivity
- C** Mixed-use development using existing infrastructure that will catalyze future development closer to the station
- D** Smaller format housing to transition the existing neighborhood to the density around the station
- E** A pedestrian-oriented street that serves as a view corridor and connects the existing major employment
- F** Pocket public spaces provide a break from the urban form. Some are common for tenants, while others are public

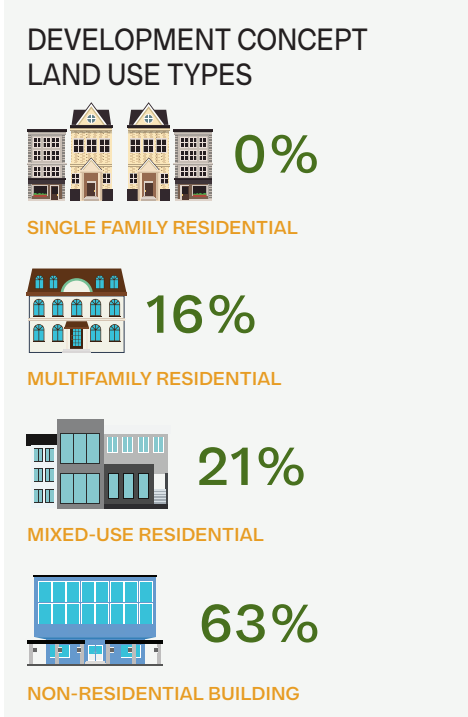
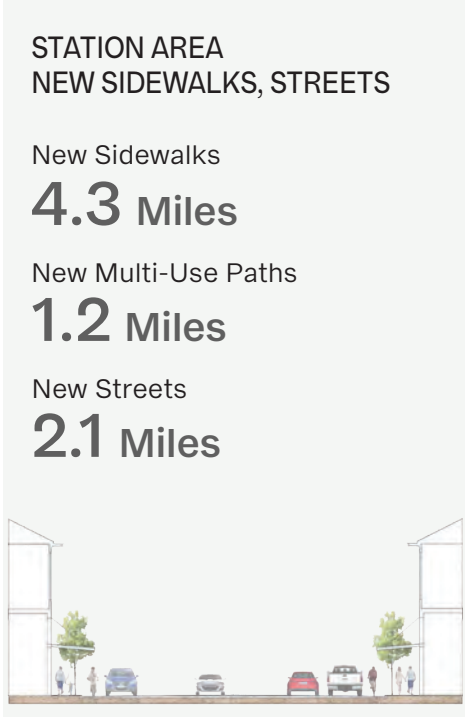
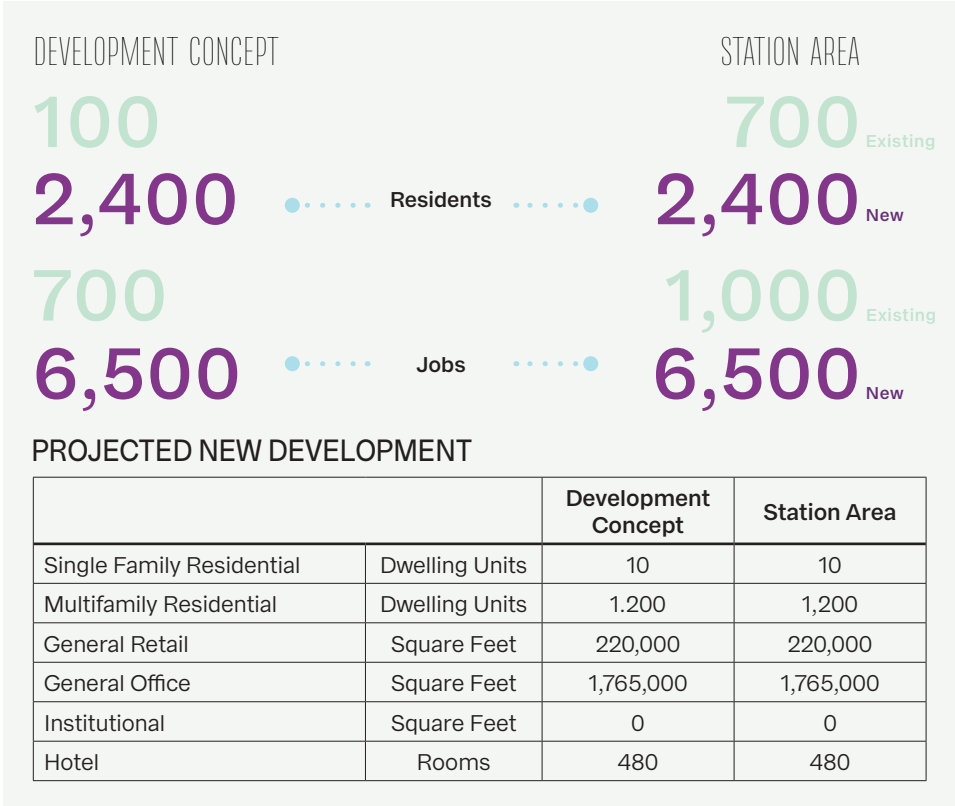
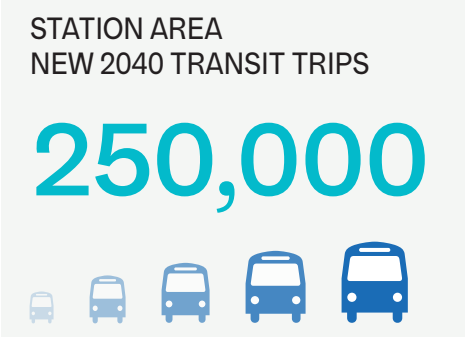
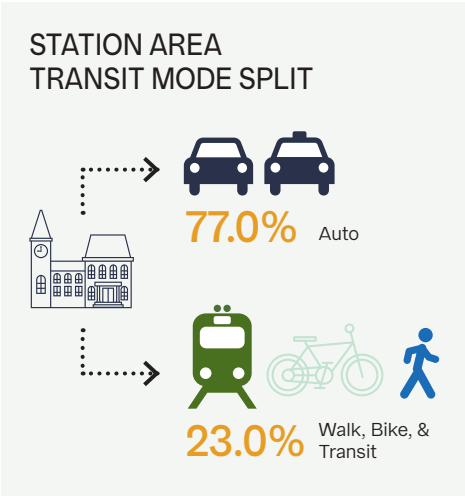
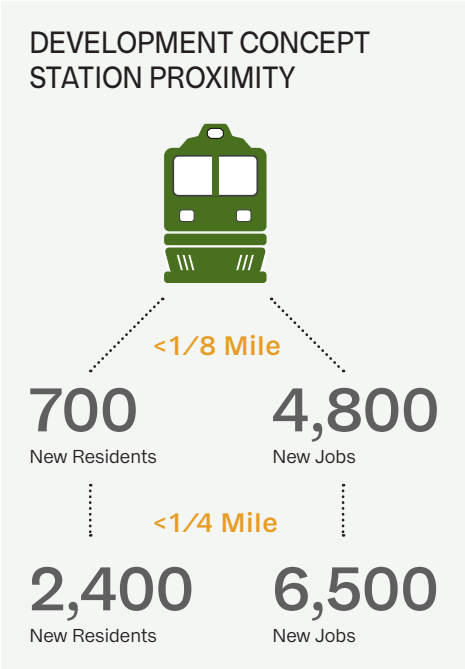
Wide range of potential densities at the core of the station area while maintaining transitions to existing neighborhoods.

This development concept represents "One Possible Future" for the year 2057. The actual outcome will be shaped by the private market's response to zoning, regulatory, and public investment decisions made by the Chapel Hill Town Council.



GATEWAY AT-A-GLANCE

The following information is based on the station development concept from the previous page and the larger station area shown on page 120. The station development concept considers existing land uses, infrastructure, and environmental features, indicates land that is most likely to experience redevelopment as a result of market demand stemming from proximity to transit, and incorporates best practices for transit-oriented development.



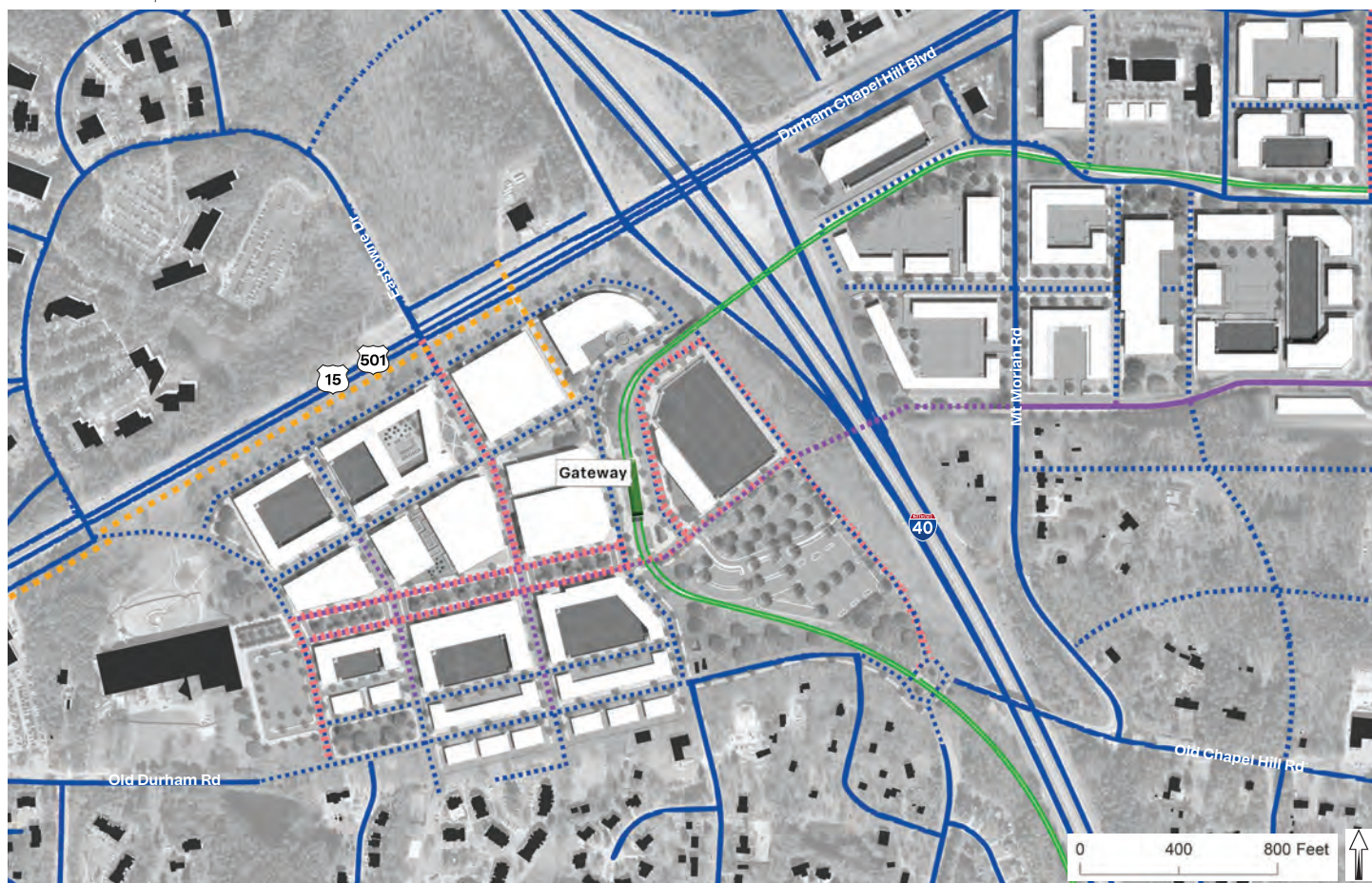


GATEWAY

STATION AREA BIKE & PEDESTRIAN AND STREET NETWORK

The map below shows existing and proposed streets within the station area, as well as streets that should be considered bike/ped priority when they are constructed or retrofitted as new development occurs. Multi-use paths and bus connections are also shown.

POTENTIAL BIKE/PED & STREET NETWORK



The image includes proposed refinements to the Durham-Orange Light Rail Transit Project currently under study. The proposed light rail project refinements are subject to environmental review and approval by the Federal Transit Administration following a public comment period.

- | | | |
|--------------------------|---|--------------------------|
| Light Rail Station | Proposed Future Streets | Existing Multi-Use Path |
| Light Rail Alignment | Existing Streets | Proposed Multi-Use Path |
| Development Concept Area | Bike/Ped Priority Streets (Proposed) | Proposed Bus Connections |
| Existing Structure | Bike/Ped Priority Streets (Existing Street Retrofitted) | |

POTENTIAL NEW TAX REVENUES

The analysis below summarizes the potential new tax revenue for the Gateway station area for the next 40 years. Tax revenue sources include property tax revenues to the Town of Chapel Hill, Orange County and Durham County. The analysis excludes sales tax.

Station Area	242 Acres
Development Concept Area	96 Acres

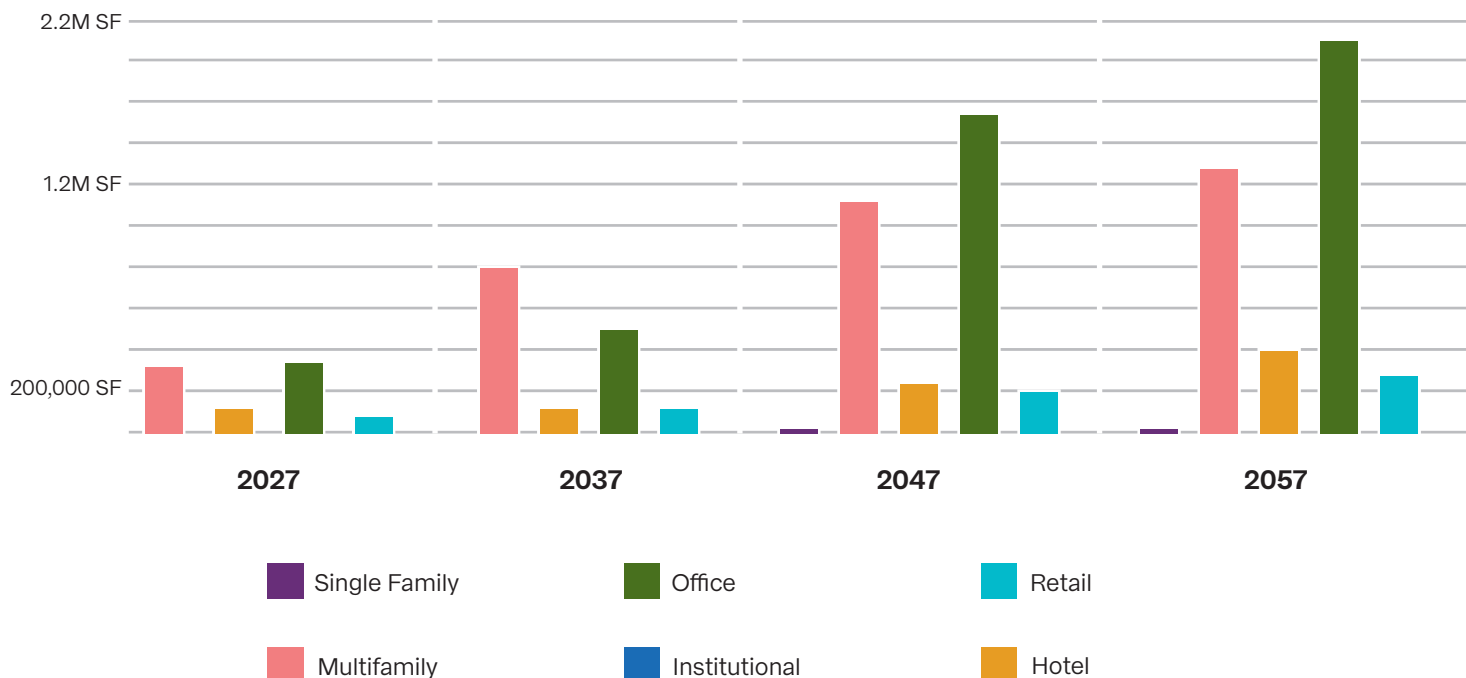
POTENTIAL NEW TAX REVENUES

GATEWAY	2027	2037	2047	2057
Baseline Property Value				
Lower Estimate (35th Percentile)	\$78.4 Million	\$64.7 Million	\$48.4 Million	\$40.0 Million
Upper Estimate (65th Percentile)	\$106.1 Million	\$87.6 Million	\$65.5 Million	\$54.1 Million
Net New Property Value				
Lower Estimate (35th Percentile)	\$99.8 Million	\$111.5 Million	\$207.0 Million	\$189.0 Million
Upper Estimate (65th Percentile)	\$135.1 Million	\$150.9 Million	\$280.1 Million	\$255.7 Million

	2018 - 2027	2018 - 2037	2018 - 2047	2018 - 2057
Net New Accumulated Tax Revenue				
Lower Estimate (35th Percentile)	\$4.5 Million	\$19.2 Million	\$43.0 Million	\$70.4 Million
Upper Estimate (65th Percentile)	\$6.1 Million	\$26.0 Million	\$58.1 Million	\$95.3 Million

Financial estimates are reported as discounted present value based on an inflation-adjusted discount rate of 2.5%. Discounted Present Value is a financial calculation that measures the worth of a future amount of money in today's dollars in order to account for inflation.

ACCUMULATED STATION AREA DEVELOPMENT BY DECADE





Anticipated Development Horizon

Pre-Rail (2018 - 2027): Some development along existing street network, U.S. 15-501 and Old Durham Road, although some moderately-scaled development could occur in transitional areas.

Rail +10 (2028 - 2037): Moderate to more intense development, coordinated across market conditions and activation needs for the immediate station area.

Rail +20 (2038 - 2047): Continued development of the core station area subject to market needs.

Rail +30 (2048 - 2057): Long-term build-out of the station area core subject to market demand for housing and office uses.

Investment Phasing

Focus first on infrastructure to support development beyond current capacity, including streets and utilities. Subsequently, focus on connectivity for pedestrians and bicyclists, as part of a more robust network including connections across I-40 and U.S. 15-501.

AFFORDABLE HOUSING OPPORTUNITIES

The following strategies should be employed to integrate affordable housing opportunities throughout the Gateway station area:

- ☐ Leverage new property values to fund affordable housing and requisite infrastructure
- ☐ Incentivize landlords to rehabilitate and preserve affordable housing
- ☐ Remove regulatory barriers to housing and recalibrate mandatory density bonus program

ZONING STRATEGIES

The Gateway station area is largely within what is identified as a Future Focus Area within the Town's Comprehensive Plan. Out of this TOD study and through preliminary public engagement a draft framework has been derived for the Gateway station area so that it could be refined and adopted as part of the Town's Future Land Use Map. An accompanying document in the Appendix includes fundamental TOD principles to serve as a guide for creating a new TOD zoning district as part of the Town's rewrite of the Land Use Management Ordinance (LUMO). Alternatively, a separate TOD district could be developed, with appropriate sub-districts, in advance of completing the Town-wide LUMO rewrite, which may take several years. In either case, specialized zoning for transit-oriented development should articulate Core, General and Edge development conditions across the station area and provide a clear delineation of community benefits.

PARKING STRATEGIES

The Gateway station area currently has some surface parking related to existing users that has potential for shared parking strategies with near-term development.

As a significant station along the Light Rail Corridor, it will be essential to incorporate on-street parking with all new streets. The station will use a park-and-ride surface parking lot in the near-term that has the potential to evolve into a joint development opportunity with transit-oriented shared parking. Near-term parking structures may require some incentives to catalyze compact, walkable, mixed-use development, but those incentives may no longer be necessary once the station is operational.

A joint parking district with Eastowne and Patterson Place will support a balanced parking program between the three dense locations.

The table below details some of the specific strategies for parking.

		YEAR			
PARKING STRATEGY		PRE-RAIL (2018 - 2027)	RAIL +10 (2028 - 2037)	RAIL +20 (2038 - 2047)	RAIL +30 (2048 - 2057)
Form	On-Street	Incorporate on-street parking with each new street or street renovation within the district			
	Surface	Surface parking used for park-n-ride program in early phases of development	Discourage any use of surface parking in the core area around the station. General and edge conditions can use appropriate screening around surface lots		
	Structured	Structured parking only incentivized when or if major employers or significant project is introduced as a catalytic development	Encourage structured or wrapped parking for new and significant development		
Policy	Supply	Optimize use of existing surface parking in station area	Design parking lots and structures so that they can be shared between all uses within the parking district. Require parking occupancy to be evaluated every five years at a maximum		
	Incentives	Adopt development standards that encourage strong Travel Demand Management (TDM) programs. Establish caps on the number of vehicles entering and exiting the development to incentivize the developer and tenants to walk, bike and take transit			
	Pricing	Encourage unbundling of parking spaces from leases	Conduct market rate study; raise rates as necessary	Index cost to inflation	
Implementation	District	Upon creation in coordination with Eastowne and Patterson Place station, begin work on a master parking plan	Implement master parking plan and program incentives for parking towards catalytic projects. Revisit master parking plan every five years		
	Public	Assemble district parking program in coordination with Eastowne and Patterson Place station.	Support five year updates to district plans and financial analysis and incentive programs for catalytic projects		



GATEWAY

TOD PUBLIC INVESTMENT INFRASTRUCTURE PRIORITIES

The following station area projects have been identified as the key projects the Town and other partner entities should undertake to support catalytic station area development.



U.S. 15-501 Street Connection to Station

Essential street connection from the active highway to the station in order to set the framework for the Gateway station area street network

Timeframe: Pre-Rail
Cost: \$\$



Connections to Eastowne and Patterson Place

Build a complete street bridge over I-40 that connects to Patterson Place. Build a bike/ped bridge over U.S. 15-501 that connects to Eastowne

Timeframe: Rail +10
Cost: \$\$\$\$



District Parking

Establish a parking management district for Gateway and Eastowne

Timeframe: Pre-Rail
Cost: \$\$

PUBLIC INVESTMENT PRIORITIZATION

CATEGORY	PRE-RAIL (2018 - 2027)	RAIL +10 (2028 - 2037)	RAIL +20 (2038 - 2047)	RAIL +30 (2048 - 2057)
Station Area Infrastructure	Plan, design and install a U.S. 15-501 street connection to the station as part of the future grid system	Evaluate and complete sewer infrastructure upgrades	Complete station area street grid	
	Parking district established in coordination with Eastowne	Plan and work towards partnerships for shared parking decks or garages to support the parking district		-
Bike/Ped and Transit Support	Plan and develop the bike and pedestrian bridges to Eastowne and Patterson Place to improve connectivity to existing development		Extend trail connections per Town Mobility and Connectivity Plan	

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