FRIDAY CENTER DRIVE

Friday Center Drive

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

WHY THIS STATION?

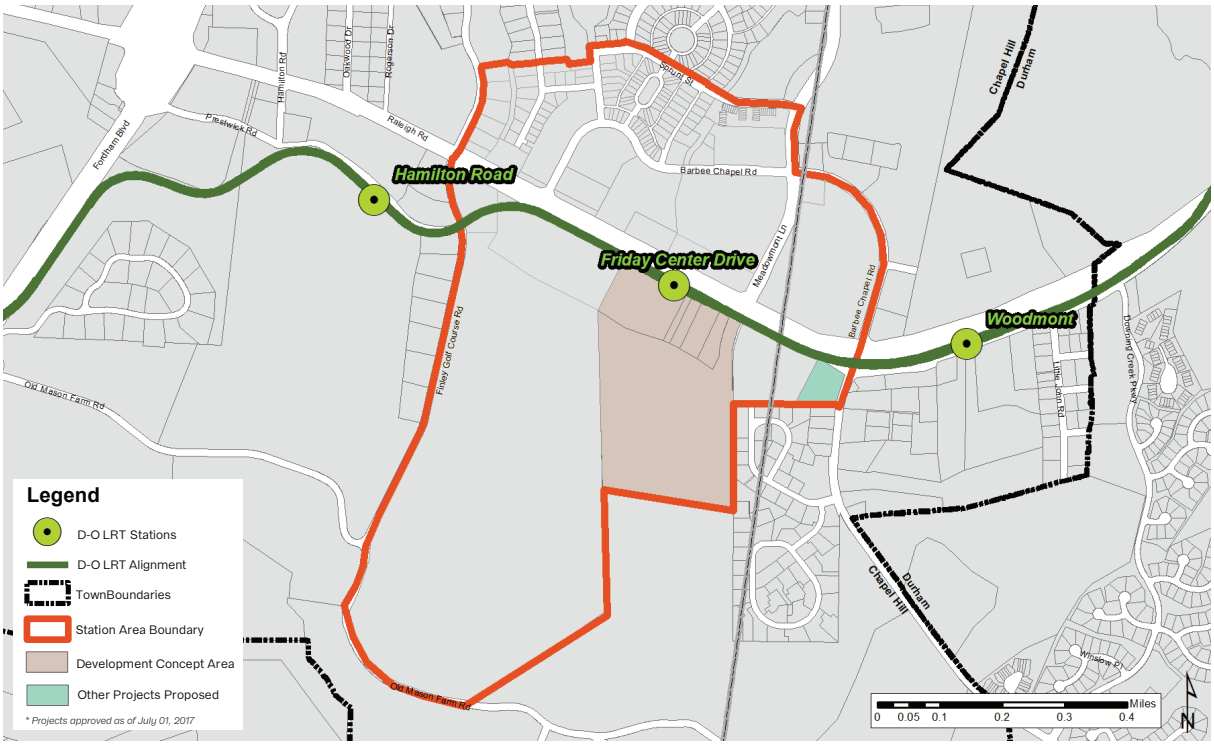
This station provides an opportunity to reinvent the Friday Center while adding opportunities for new buildings for the University of North Carolina at Chapel Hill, as envisioned in its Campus Master Plan.

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

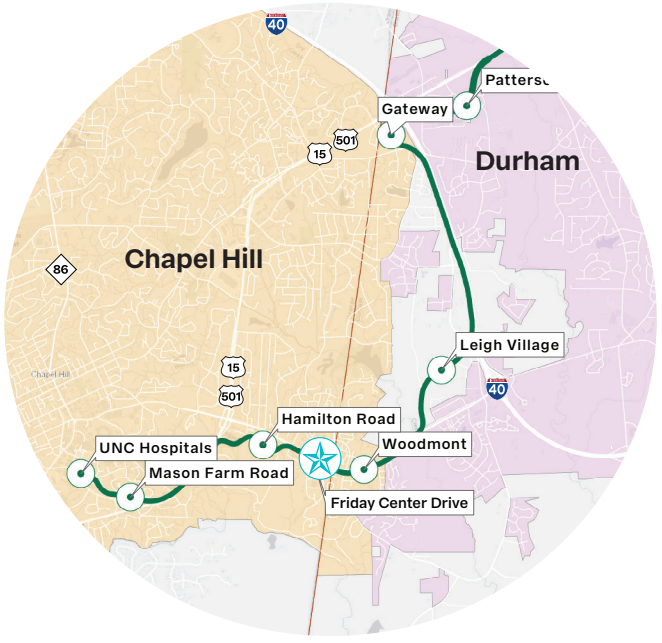


FRIDAY CENTER

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.

DEVELOPMENT CONCEPT STATION PROXIMITY

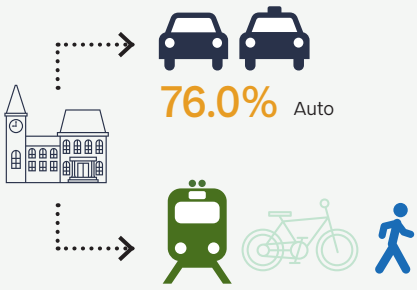
<1/8 Mile

0	2,000
New Residents	New Jobs

<1/4 Mile

300	3,600
New Residents	New Jobs

STATION AREA TRANSIT MODE SPLIT



76.0% Auto

24.0% Walk, Bike, & Transit

STATION AREA NEW 2040 TRANSIT TRIPS

20,000

DEVELOPMENT CONCEPT

0	Residents	900 Existing
450		500 New
300	Jobs	1,300 Existing
5,200		5,500 New

PROJECTED NEW DEVELOPMENT

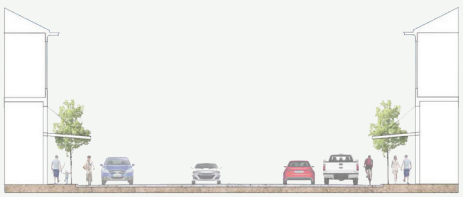
		Development Concept	Station Area
Single Family Residential	Dwelling Units	0	0
Multifamily Residential	Dwelling Units	220	240
General Retail	Square Feet	40,000	40,000
General Office	Square Feet	485,000	590,000
Institutional	Square Feet	1,210,000	1,210,000
Hotel	Rooms	0	0

STATION AREA NEW SIDEWALKS, STREETS

New Sidewalks
3.1 Miles

New Multi-Use Paths
0.1 Miles

New Streets
1.5 Miles



DEVELOPMENT CONCEPT LAND USE TYPES

0%
SINGLE FAMILY RESIDENTIAL

12%
MULTIFAMILY RESIDENTIAL

0%
MIXED-USE RESIDENTIAL

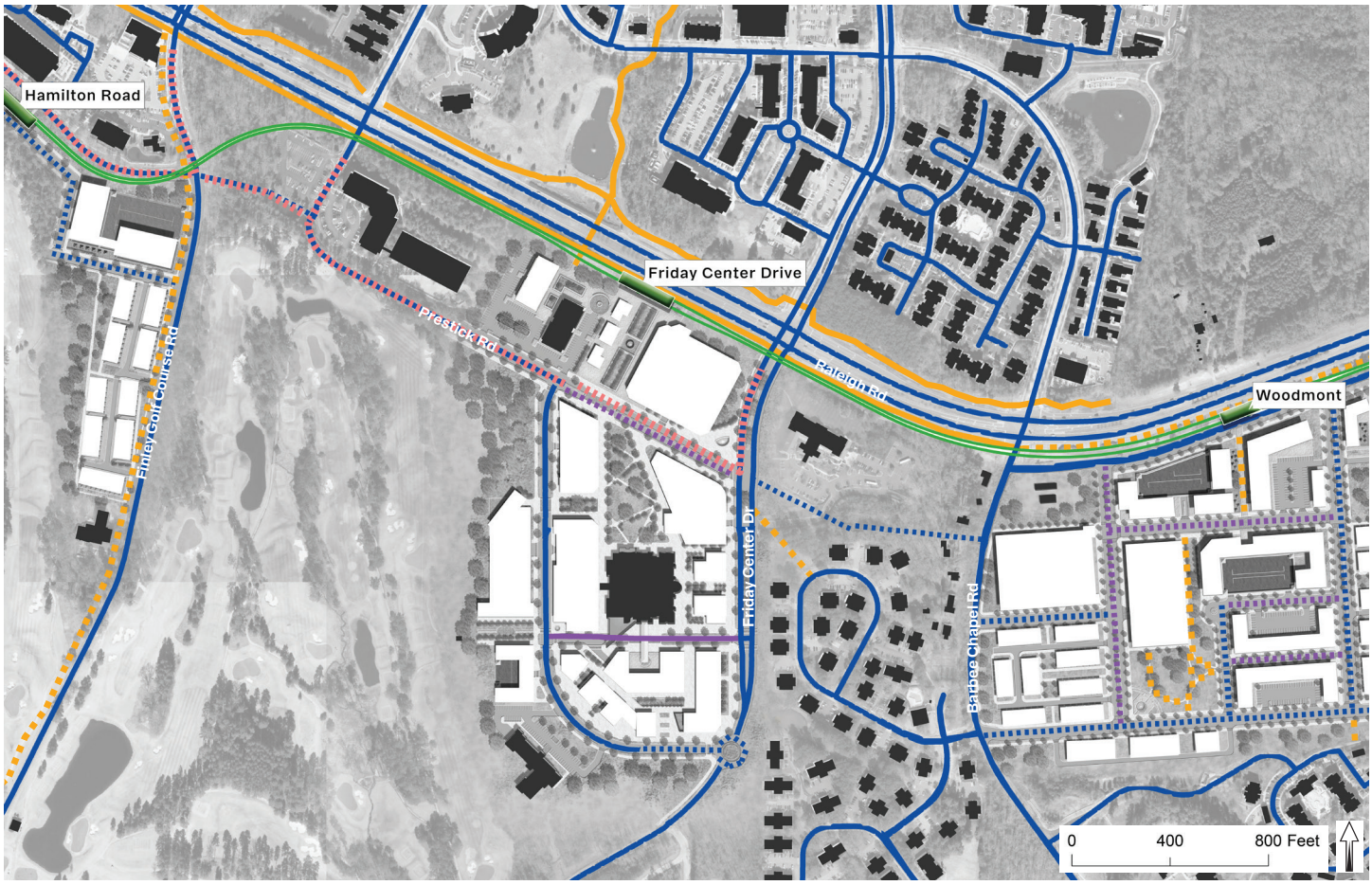
88%
NON-RESIDENTIAL BUILDING

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

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

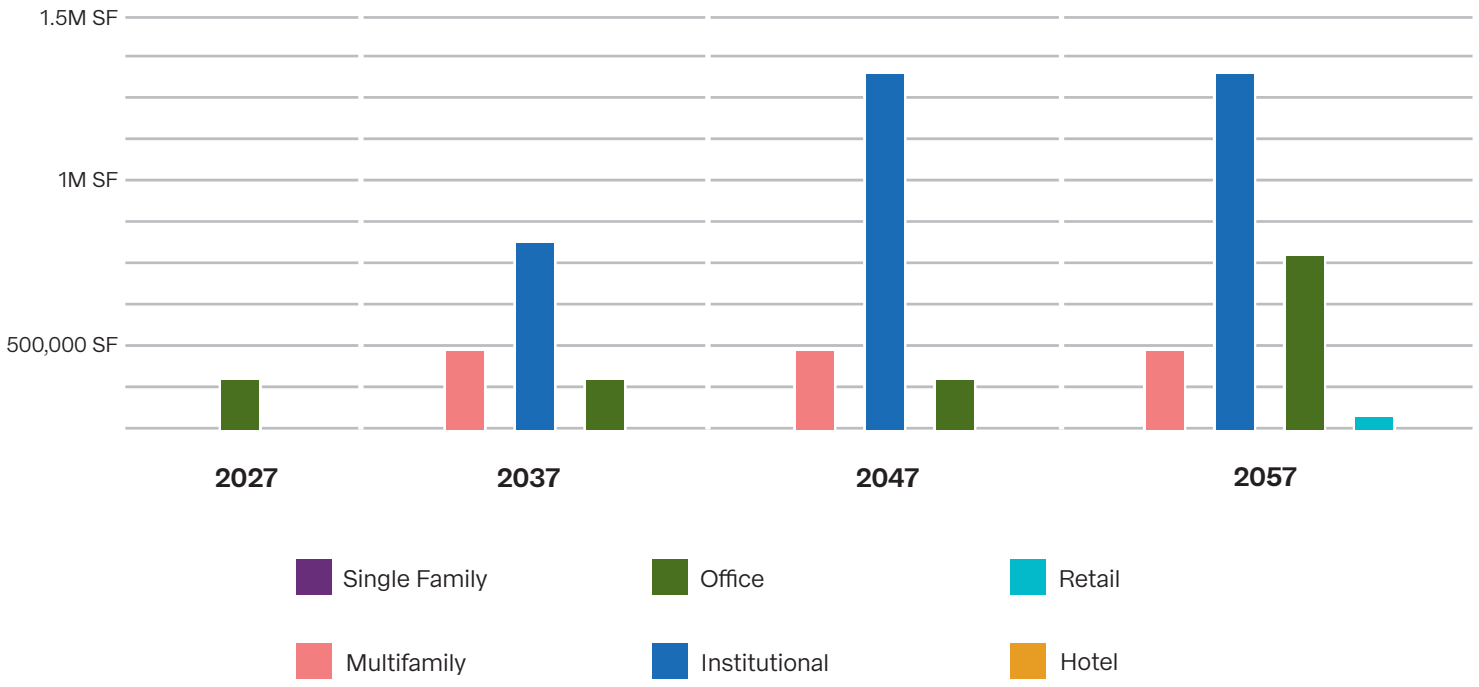
POTENTIAL NEW TAX REVENUE

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



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.

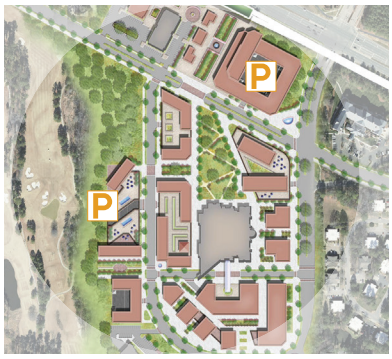
It is recommended that a steady transition take place that accommodates new parking needs with new development. There are significant transit-oriented parking needs required and will need to be maintained through transition to garages and shared parking opportunities. A coordinated effort for parking 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.

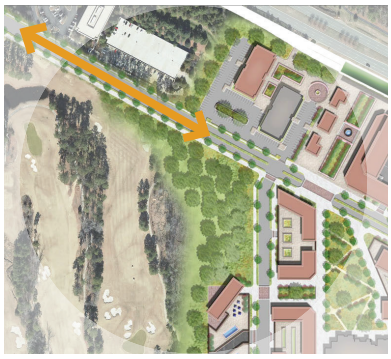


Infrastructure Supporting Parking District

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: $

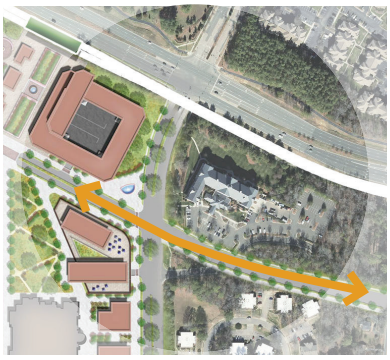


Prestwick Connection to Hamilton Road

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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