



HAMILTON ROAD





Hamilton Road

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

WHY THIS STATION?

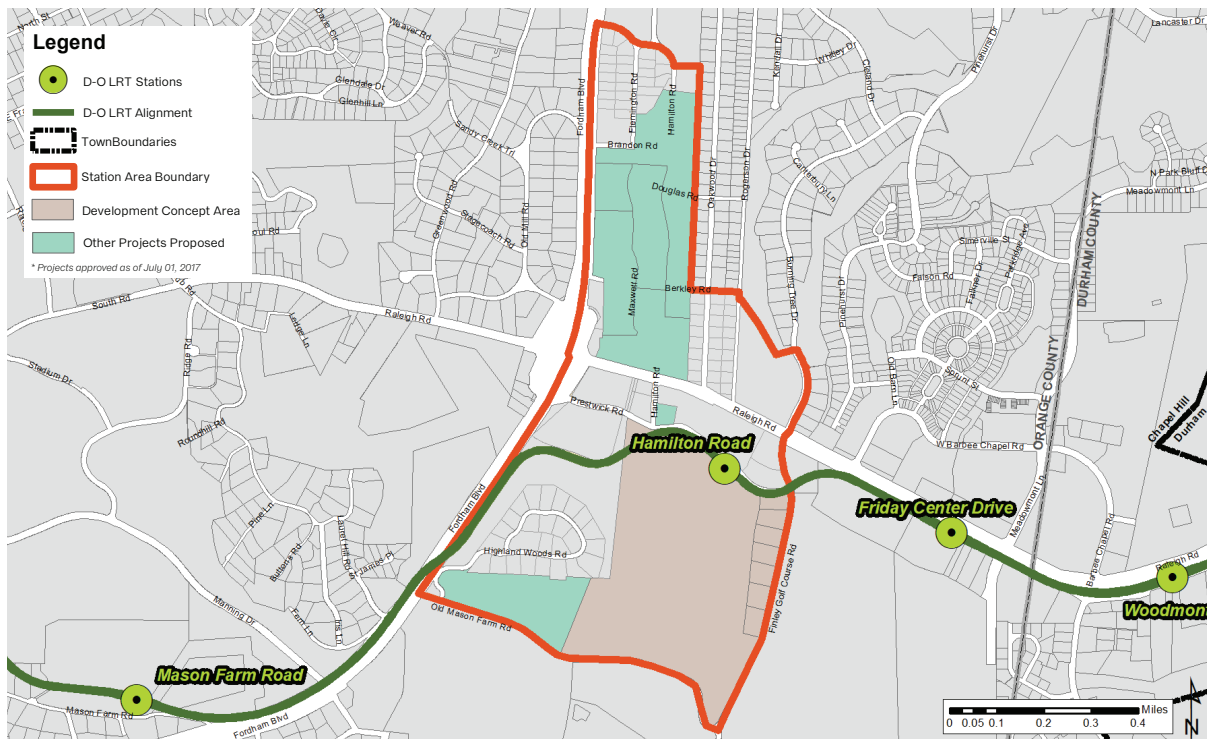
This station serves recently constructed and approved mixed-use redevelopment along NC 54, including East 54 and Glen Lennox.

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

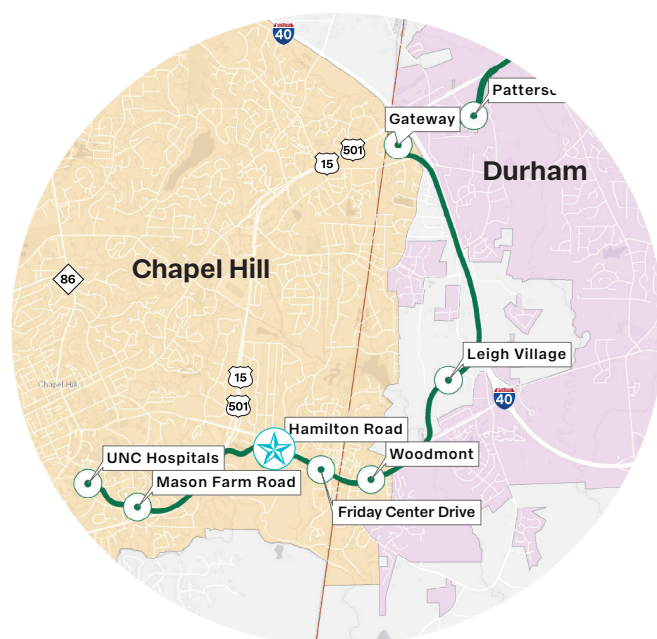
New transit-oriented development in this station area is largely contingent on the University of North Carolina at Chapel Hill Campus Master Plan. The areas shown in white are illustrative and any development would be designed according to the interests of the University.



- 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

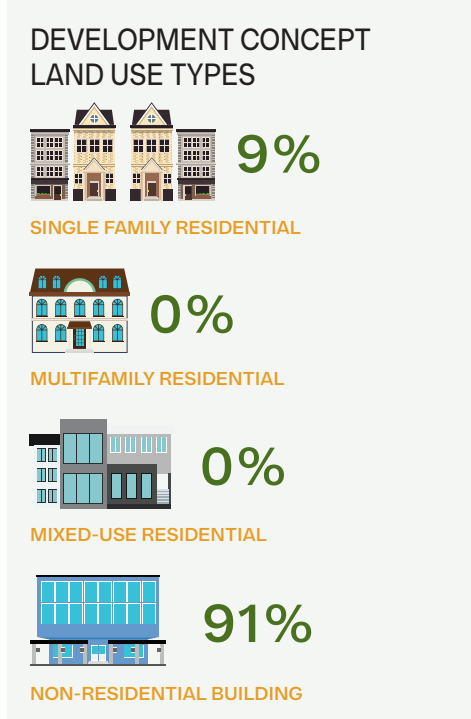
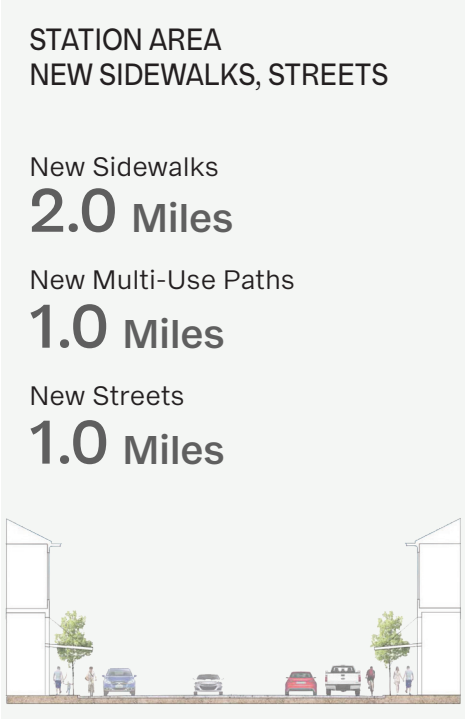
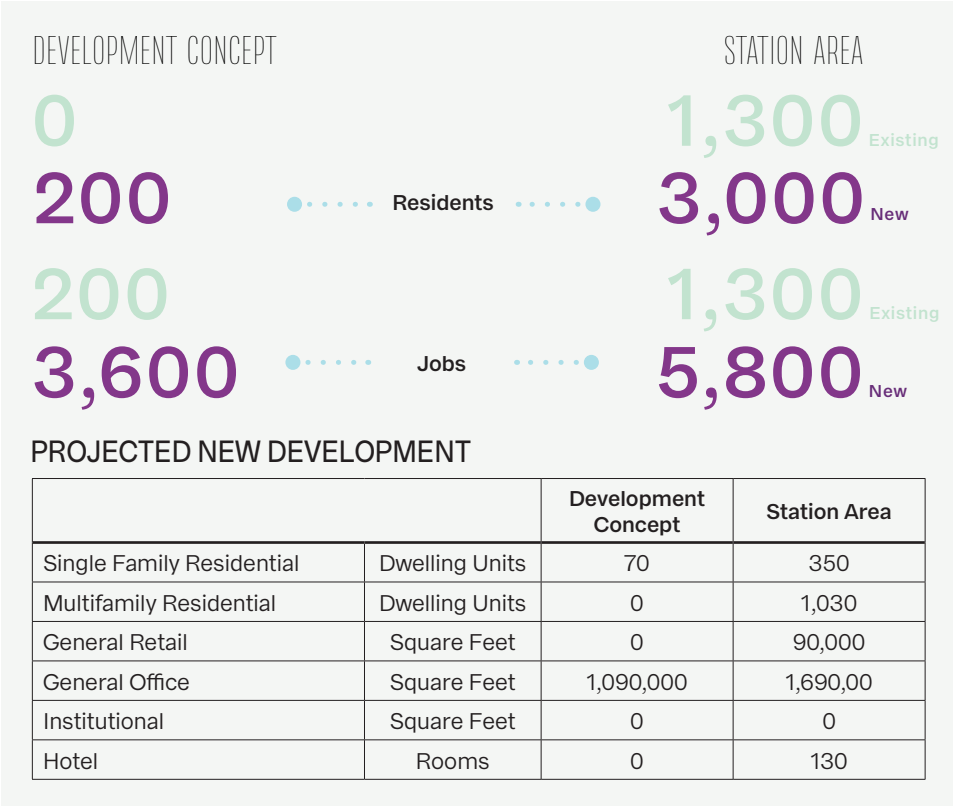
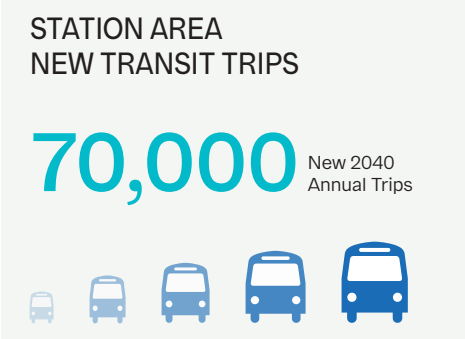
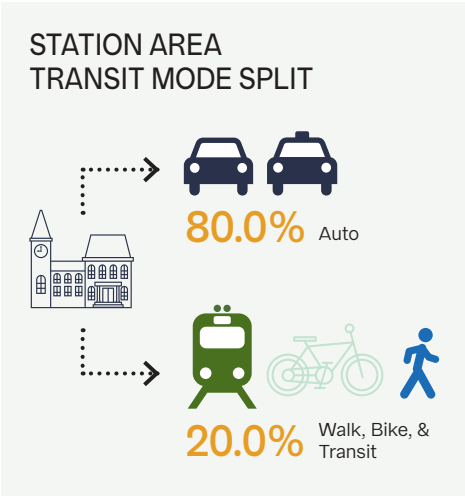
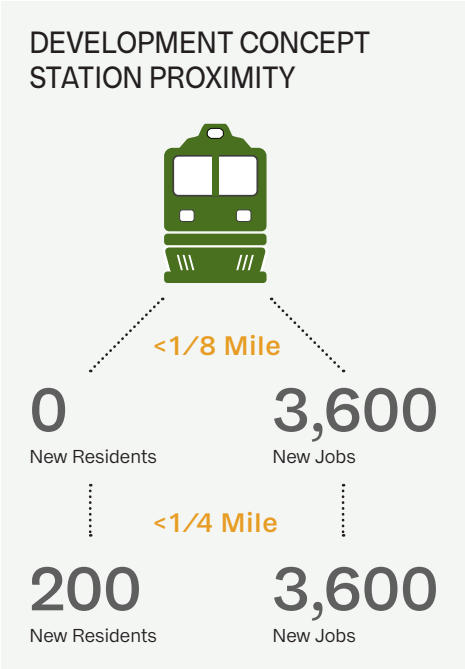
Additional development is possible on parcels not identified in the station development concept drawing.

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

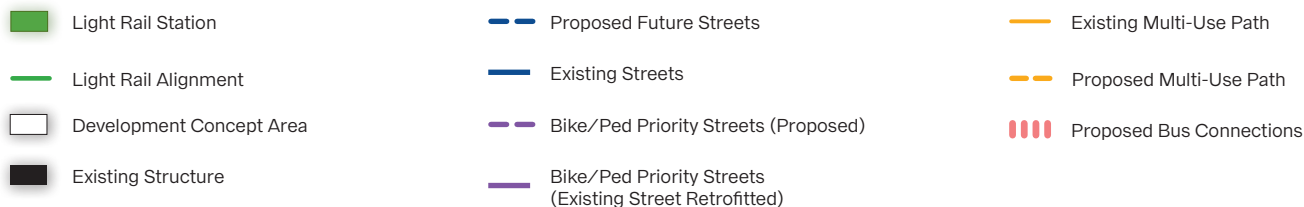
STATION AREA BIKE & PEDESTRIAN AND STREET NETWORK

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.



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

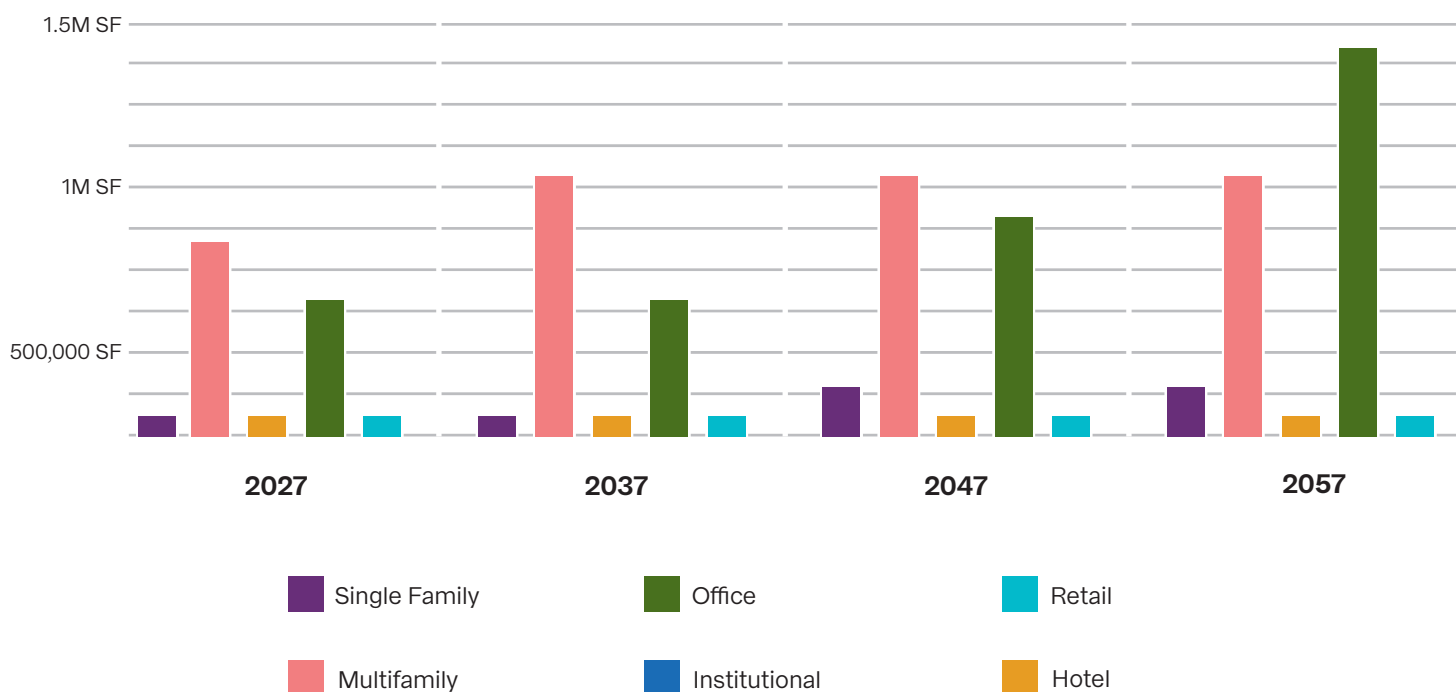
POTENTIAL NEW TAX REVENUE

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		



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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