



# LASALLE STREET







# LaSalle Street

Station Family: Neighborhood Destination  
 County: Durham  
 City: Durham

## WHY THIS STATION?

This station area serves some newer mixed-use development constructed along Erwin Road while increasing access to a range of multifamily homes to the west and Duke University's main academic campus to the east.

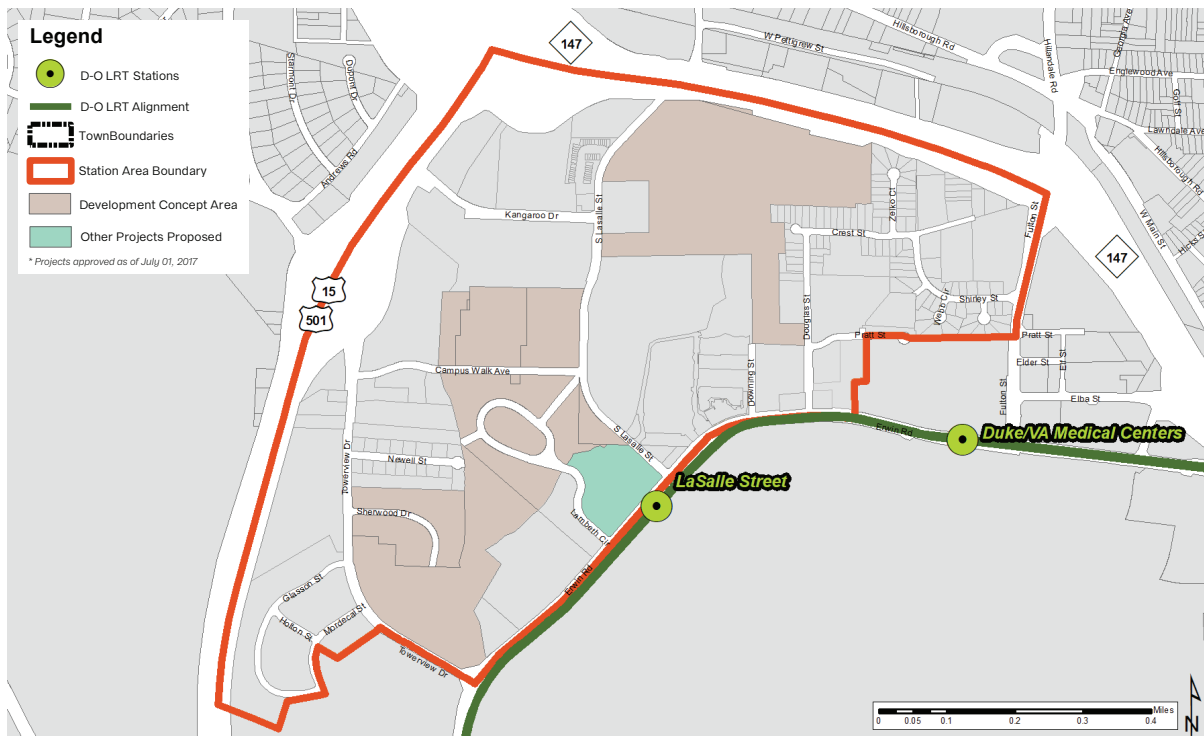
The LaSalle Street station is located along Erwin Road. A mix of older housing is located to the north and west, beyond a row of newer, mixed-use development fronting on Erwin. Between the newer development along Erwin and the older multifamily housing complexes, is a noticeably sloping hillside descending to a tributary of Sandy Creek. A few sloping streets cross this stream, but better connectivity to the multifamily beyond will be beneficial in improving access to the light rail for more moderately-priced housing stock. Otherwise a few infill opportunities exist both along Erwin and further into the adjacent areas. A key focus will be to maintain some affordability in this location, with the DHA sites representing a unique opportunity in this regard.

Notably, property south and east of the rail alignment is part of Duke University's West Campus, with some physical separation by forested areas for the nearby surface parking lots, a chiller plant, academic buildings, and – moving north and east – medical research buildings.

## ATTRIBUTES

- Neighborhood-serving mix of uses with proximity to portions of Duke's West Campus, and to the east along Erwin a mix of retail, office and residential by the Duke/VA Medical Centers.
- Some opportunities for infill that adds urban amenities within reach of transit
- Predominant activity between 9 a.m. and 7 p.m.

## STATION AREA CONTEXT

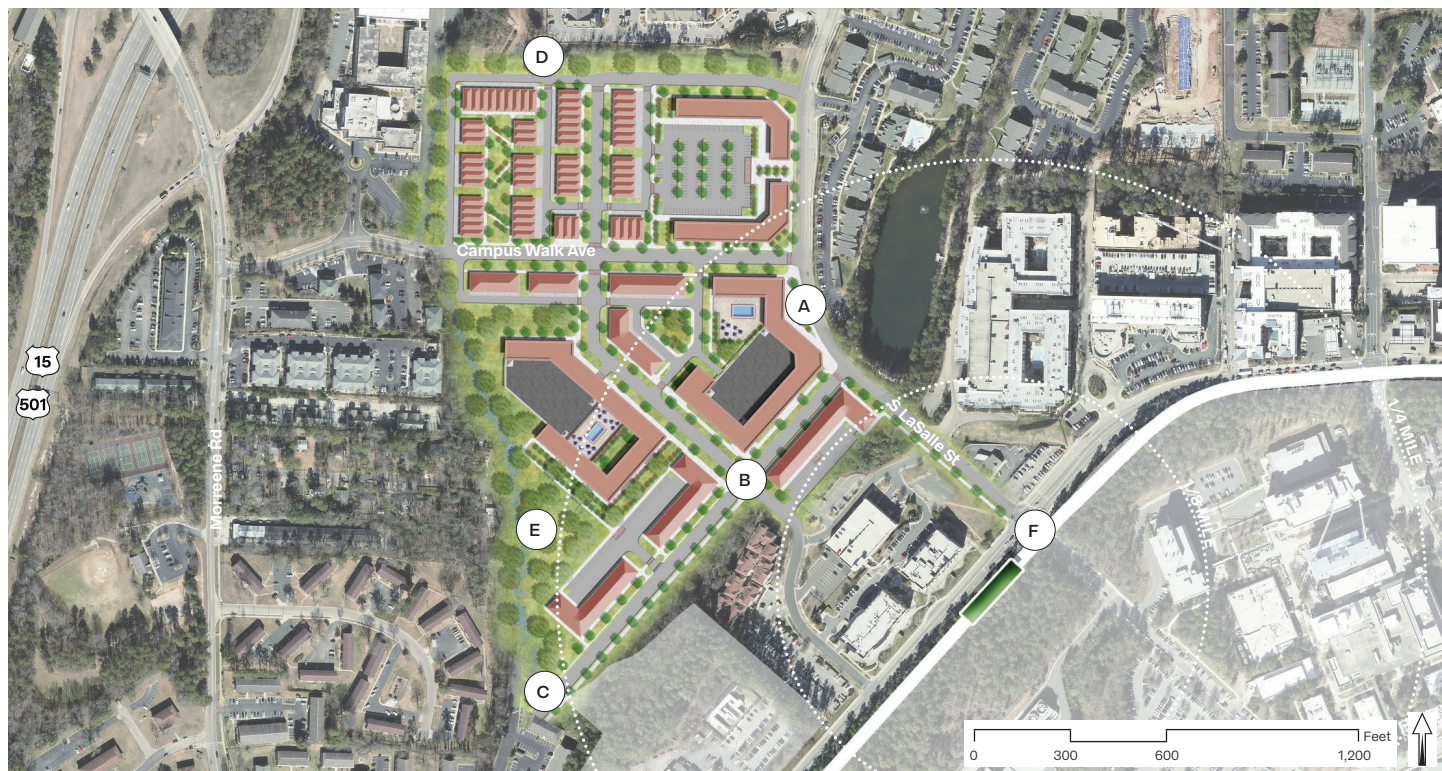




LASALLE

## STATION DEVELOPMENT CONCEPT

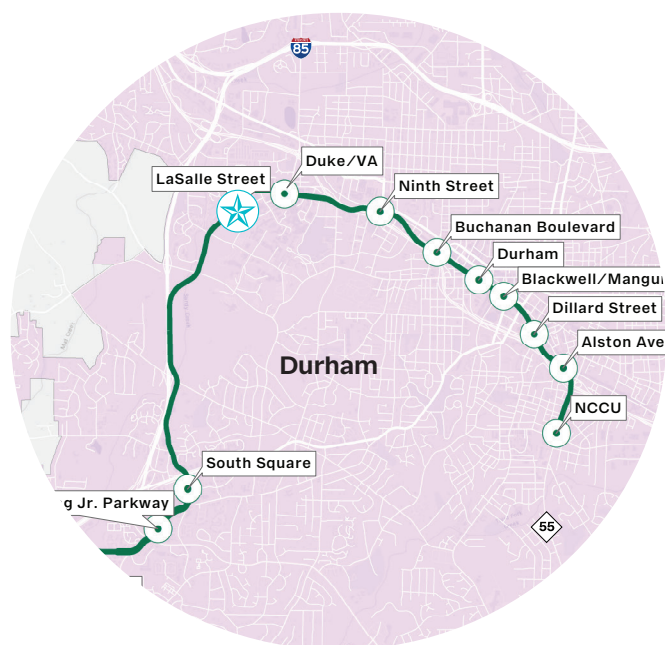
Key considerations are providing connections and access to existing multifamily housing to the west.



- A** Urban mixed-use and public space to guide visitors down the hill to the redeveloped area
- B** Block and grid pattern to support pedestrian and bicycle connectivity through the development
- C** Roadway connection to act as a parallel road along Erwin Road for better local connectivity
- D** Mix of housing types including for-sale and rental to provide for a variety of lifestyles within the currently predominantly student housing area
- E** Preservation of open space and stream channels within the area
- F** Comfortable streetscape and public space along LaSalle to connect the station to new development

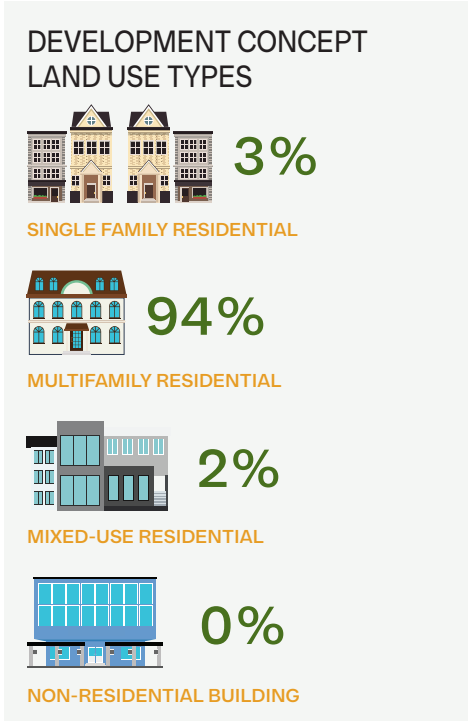
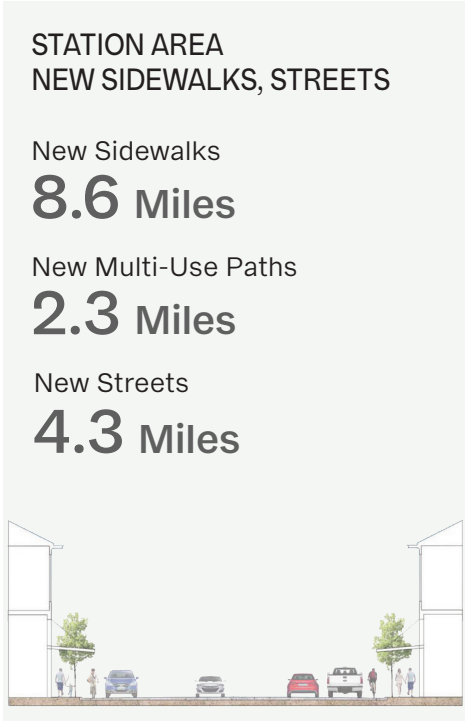
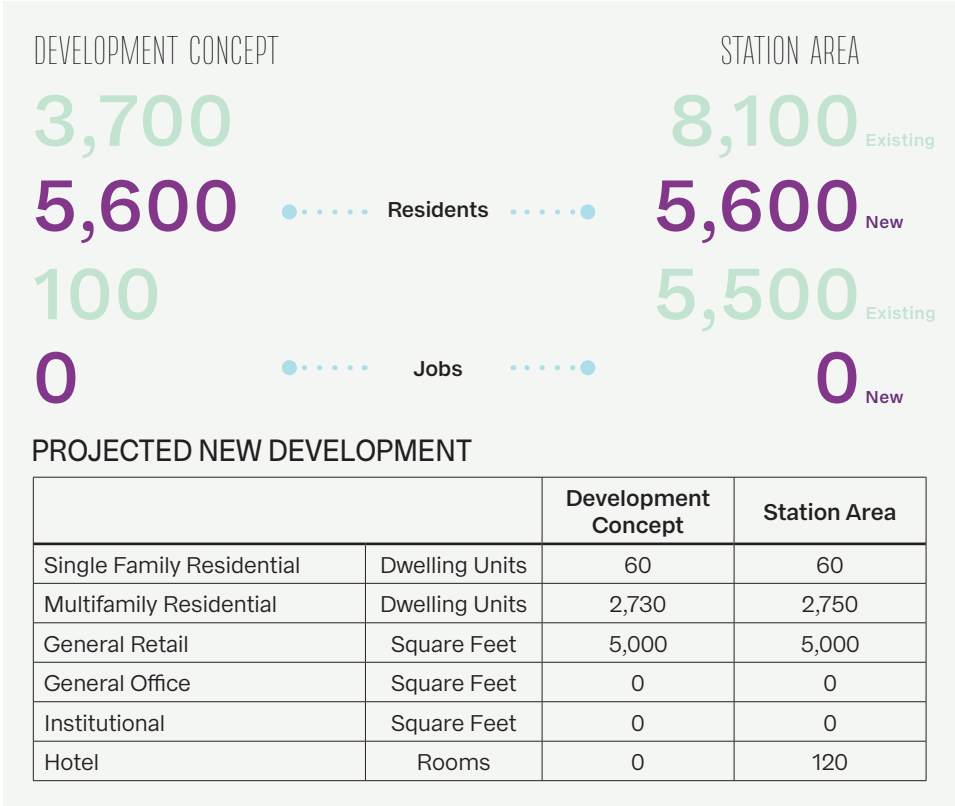
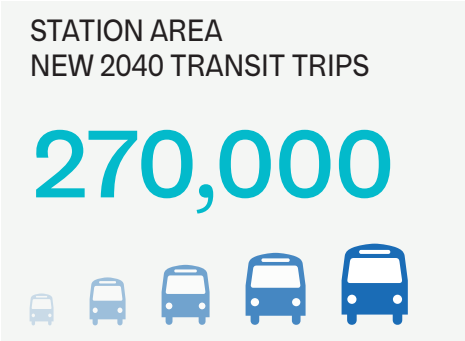
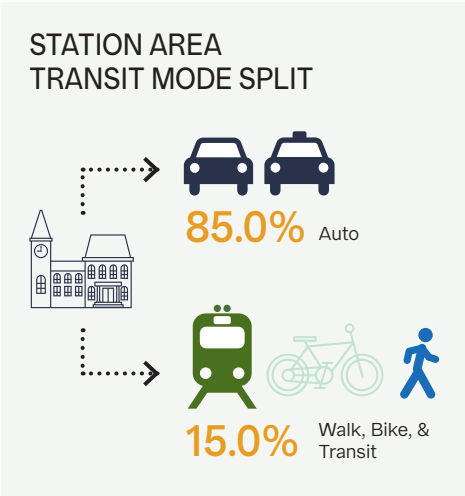
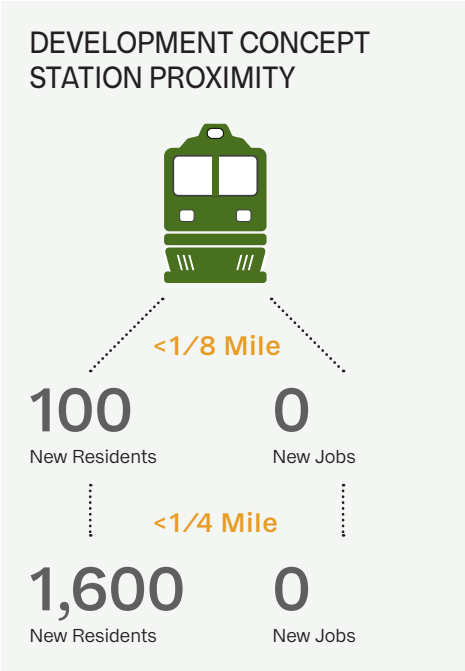
Different scenarios could evolve on institutional lands to the south of Erwin Road, and a range of residential and mixed-use redevelopment could occur to the north side.

*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 Durham City Council.*



LASALLE STREET 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 160. 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.







LASALLE

## 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 LaSalle station area for the next 40 years. Tax revenue sources include property tax revenues to the City of Durham and Durham County. The analysis excludes sales tax.

Station Area	337 Acres
Development Concept Area	106 Acres

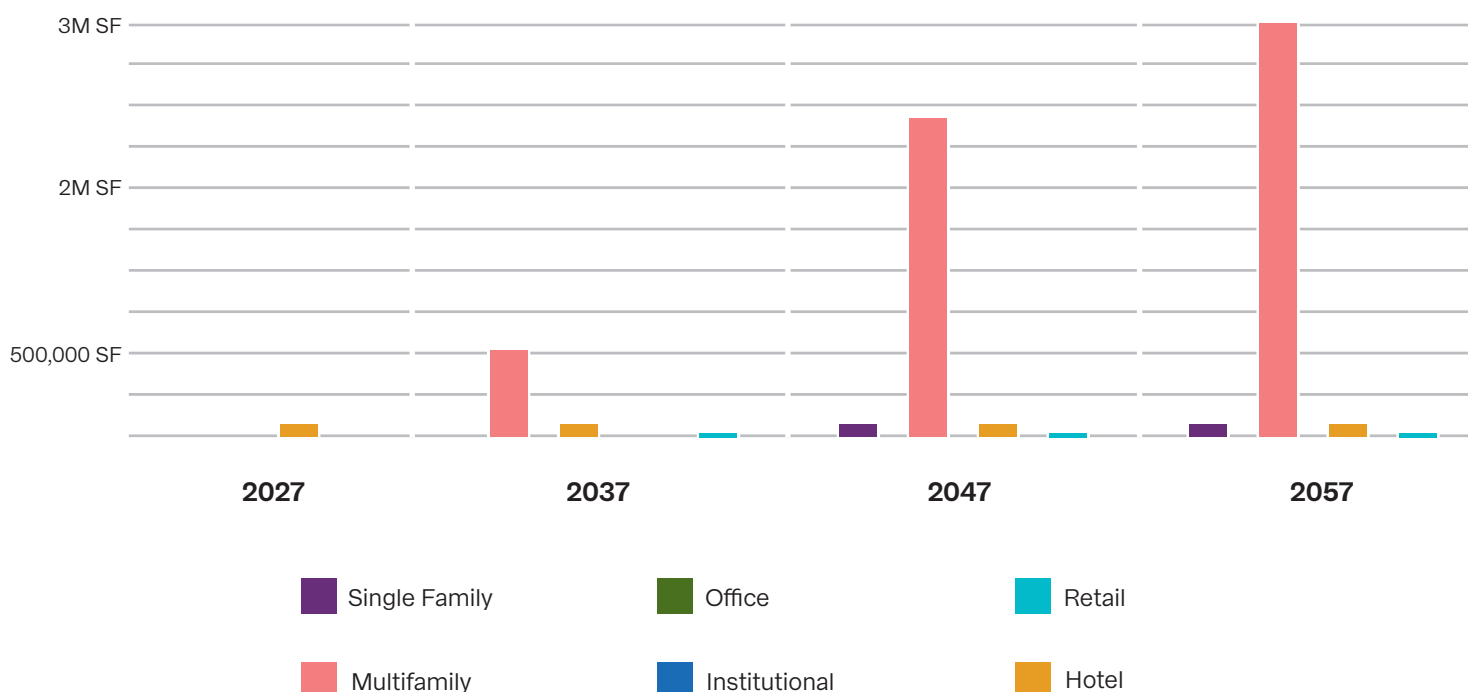
### POTENTIAL NEW TAX REVENUES

LASALLE	2027	2037	2047	2057
<b>Baseline Property Value</b>				
Lower Estimate (35th Percentile)	\$306.8 Million	\$253.3 Million	\$189.5 Million	\$156.5 Million
Upper Estimate (65th Percentile)	\$415.1 Million	\$342.8 Million	\$256.4 Million	\$211.7 Million
<b>Net New Property Value</b>				
Lower Estimate (35th Percentile)	\$6.6 Million	\$75.5 Million	\$163.8 Million	\$173.6 Million
Upper Estimate (65th Percentile)	\$9.0 Million	\$102.1 Million	\$221.6 Million	\$234.8 Million

	2018 - 2027	2018 - 2037	2018 - 2047	2018 - 2057
<b>Net New Accumulated Tax Revenue</b>				
Lower Estimate (35th Percentile)	\$780,000	\$6.7 Million	\$23.8 Million	\$46.2 Million
Upper Estimate (65th Percentile)	\$1.1 Million	\$9.0 Million	\$32.1 Million	\$62.5 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):** Limited additional development prior to the light rail opening.

**Rail +10 (2028 - 2037):** Infill development to support nearby neighborhood needs and add housing opportunities. Development structured in a more urban format rather than past auto-oriented formats.

**Rail +20 (2038 - 2047):** Replacement of dated multifamily housing structures with more compact, walkable multifamily housing. Careful partnerships for development on housing authority property to ensure the same or more affordable units provided. Incorporate for-sale affordable and market rate housing.

**Rail +30 (2048 - 2057):** Continued redevelopment of various uses to more mixed-use and housing opportunities.

## **Investment Phasing**

Infrastructure support to increase the capacity for developers to add more housing units and additional affordable housing to this area. A clear effort to mix housing types, (owner vs. rental, multifamily vs. townhouse, etc.) will bring greater value, a variety of incomes, and resiliency through socioeconomic diversity.

## **AFFORDABLE HOUSING OPPORTUNITIES**

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

- ☐ Incentivize landlords to rehabilitate and preserve affordable housing
- ☐ Repair assistance for low-income homeowners
- ☐ Opportunity zones

## **ZONING STRATEGIES**

The majority of the LaSalle station area is encompassed by the Erwin Road (LaSalle/Duke-VA Medical) Compact Neighborhood Tier. The station area consists of several zoning categories with much of the area adjacent to the station already redeveloped zoned MU and the suburban redevelopment opportunity zoned CN and RU-M with surrounding parcels zoned OI, RS-M and IL.

The MU District allows for “innovative opportunities for an integration of diverse but compatible uses into a single development” It may be a useful zoning category for TOD as it allows - in the core of the Compact Neighborhood Tiers - 42 units per acre for horizontal mixed-use development and 53 units per acre with vertical mixed use. MU also regulates parking maximums which can facilitate some goals of successful TOD.

The largest adjacent areas to the LaSalle station that are under-developed are zoned RU-M. The RU districts are gradients of urban residential densities suitable for edge neighborhoods or historic urban neighborhoods. RU-M allows for multifamily up to 20 units per acre with a development plan.

Commercial Neighborhood (CN) is a reduction in scale of commercial activity intended to be closer to residential, provide for “walkable, pedestrian-oriented development that complements nearby residential neighborhoods. The district is not intended for use by major or large-scale commercial sales, service or automotive-oriented activities,” nor is it generally appropriate for transit-oriented development because of the limited density.



Office / Institutional (OI) District “is established for employment and community service activities...on sites that have convenient access to arterials, since development of moderate to high intensity is allowed.”

Rezoning to appropriate TOD districts and sub-districts is the next regulatory step to provide for the implementation of transit-oriented development. Special consideration should be given to the zoning for residential properties where affordably-priced, or naturally occurring affordable housing exists to ensure that some or all of the homes can be conserved as affordable as new development occurs.

## PARKING STRATEGIES

The LaSalle station area currently has parking that solely supports the current development. Future parking will continue to be needed for the uses in this area. As new streets are introduced a focus toward on-street parking will greatly reduce the size of parking areas. Most of the parking in the long term will be unbundled related to housing, as connectivity and transit improves, less parking will be needed by housing development.

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	Any new surface parking must be staged to receive development in the future		Discourage surface parking	
	Structured	Only use incentives when the structure will benefit catalytic projects or major employment		Use strategic incentives to program structured parking according to the district parking master plan	
Policy	Supply	Optimize the use of existing parking	Work with multifamily developers to minimize necessary parking		Repurpose as demand becomes less
	Incentives	N/A	Reduce required minimum and maximum parking for multifamily; office tenants maintain a Travel Demand Management program. Removal of parking for tax-generating uses		
	Pricing	N/A	Require developments to offer unbundled parking opportunities for tenants		
Implementation	District	Upon creation 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	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 City and other partner entities should undertake to support catalytic station area development.



### Water Infrastructure Improvements

Implement water infrastructure improvements and confirm capacity analysis

Timeframe: Pre-Rail  
Rail +10

Cost: \$\$

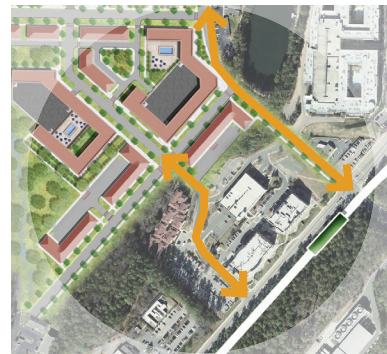


### Sherwood Extension to LaSalle Street

Provide a street connection for multimodal access through undeveloped parcels north and west of Erwin Road, improving station access and connectivity

Timeframe: Rail +20

Cost: \$\$\$



### Improved Connection across Erwin Road and along LaSalle

Improve pedestrian crossings at intersection of Erwin Road and Lambeth; add a multi-use path along Lambeth Circle

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	Improve connectivity through existing large blocks		Extend Sherwood Road to LaSalle	-
	Improve and/or update water system infrastructure	-	Re-analyze and reconfirm utility needs to support the next phases of development	-
	-	Improve connection across Erwin Road and add mixed-use path along LaSalle	-	-
Bike/Ped and Transit Support	Increase publicly accessible connections through multifamily complexes; reduce gated communities		-	-



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