



# 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 CONTEXT





## MASON FARM

### STATION DEVELOPMENT CONCEPT

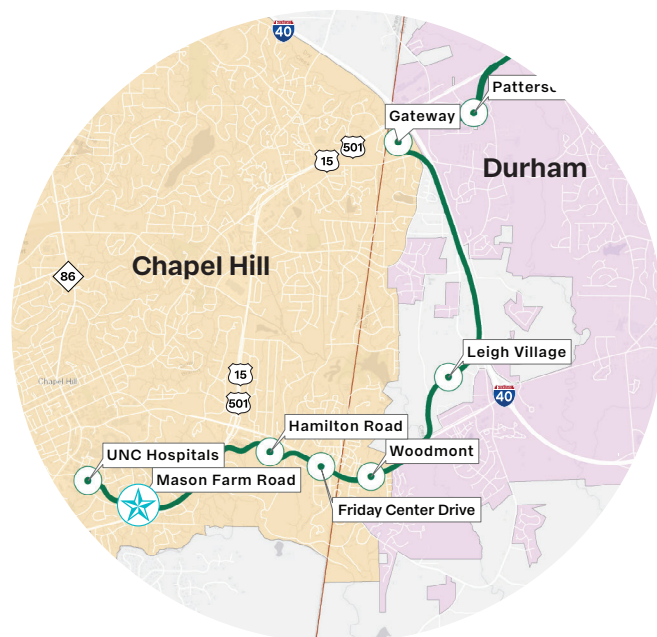
Outside of the university's Campus Master Plan, potential new development is limited to transitions to existing single family neighborhoods through "missing middle" housing types, such as backyard cottages. Accordingly, the Guidebook does not project non-university development in this area..



**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	-

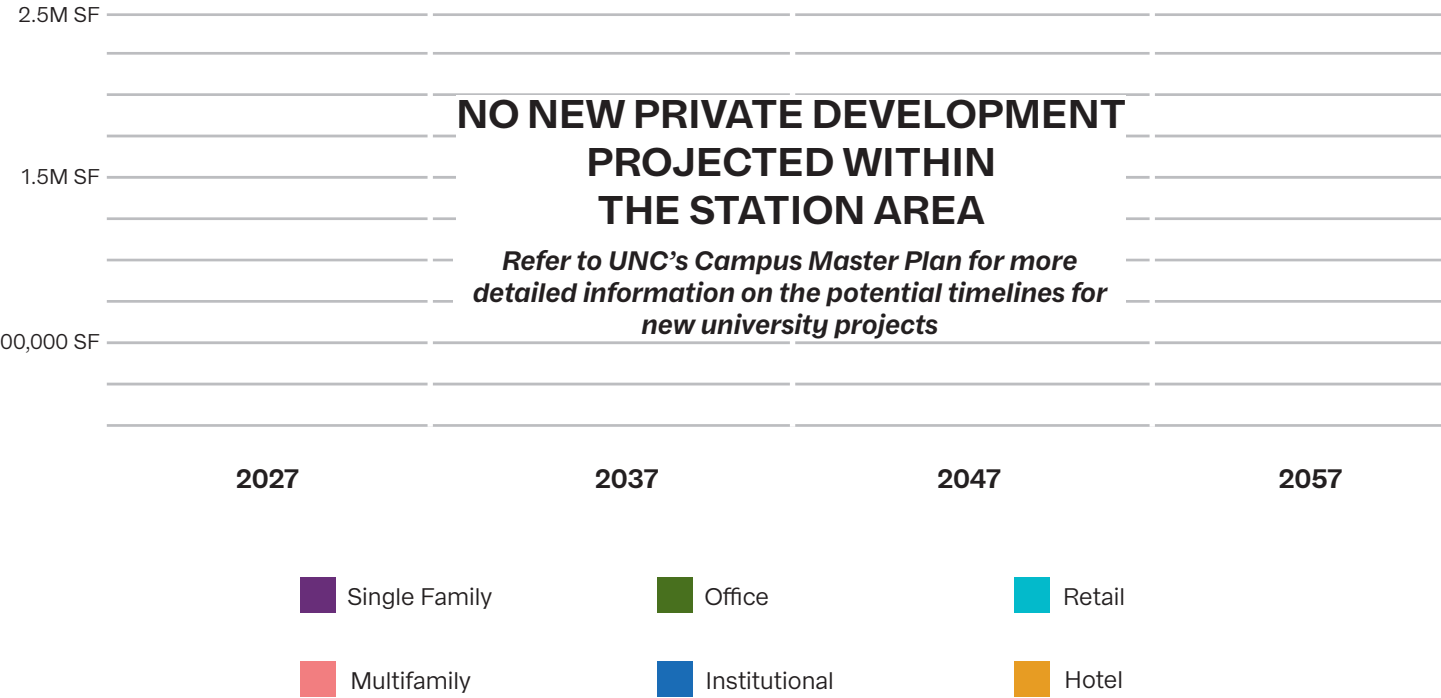
POTENTIAL NEW TAX REVENUE

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			



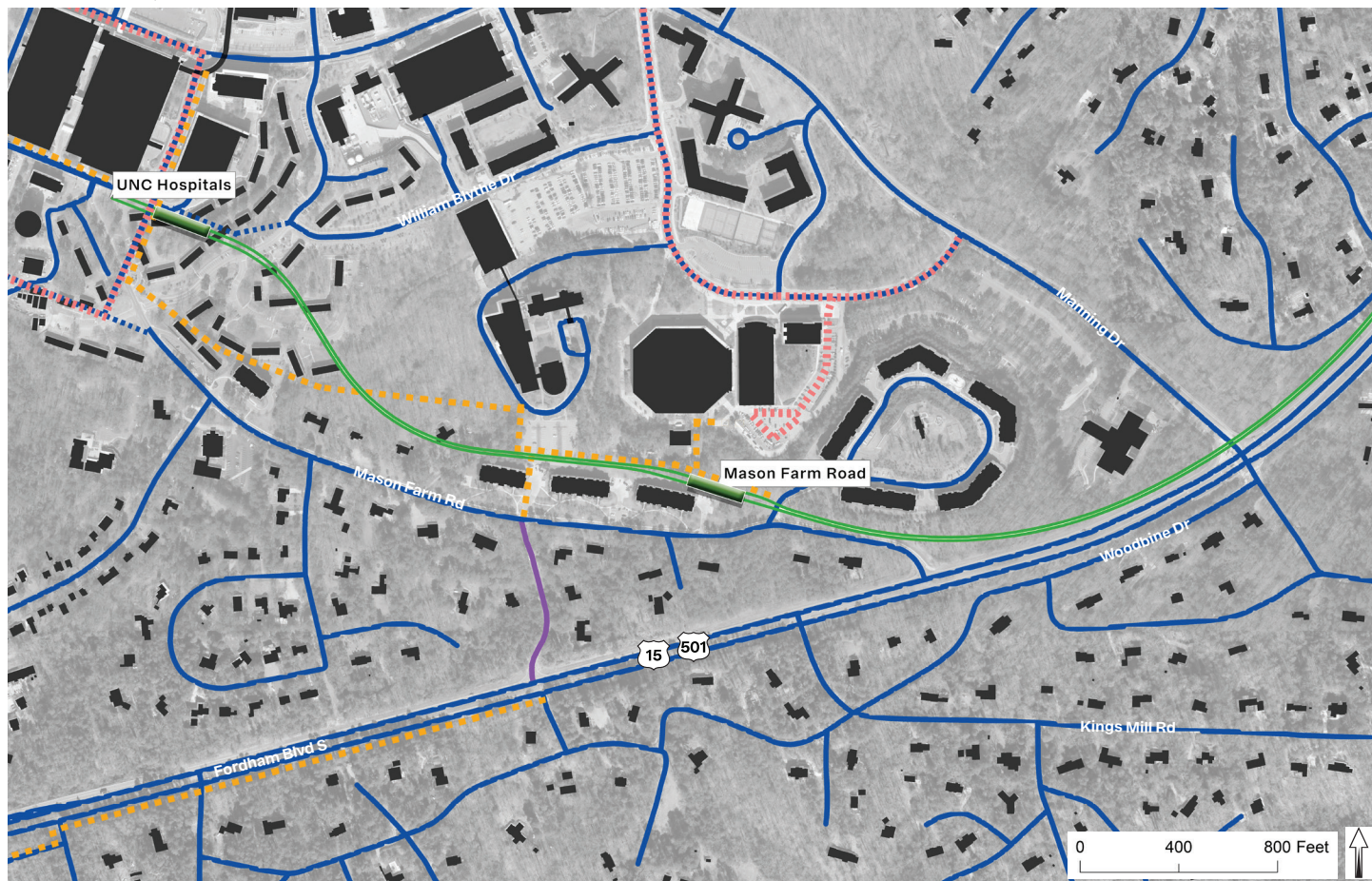


## MASON FARM

### STATION AREA BIKE & PEDESTRIAN AND STREET NETWORK

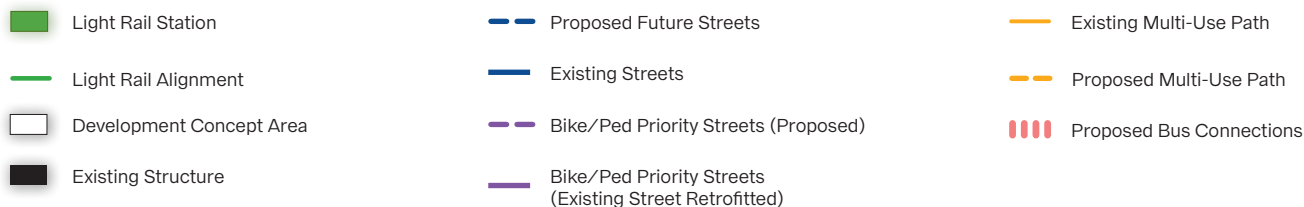
The map below shows existing and proposed streets within the station area, as well as streets that should be considered bike/ped priority when they are constructed or retrofitted as new development occurs. Multi-use paths and bus connections are also shown.

#### 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.

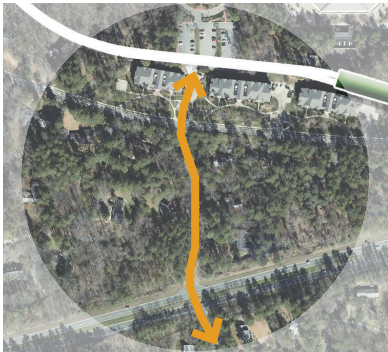
Refer to the UNC Campus Master Plan for additional details regarding future street, bike and pedestrian connections.





# TOD PUBLIC INFRASTRUCTURE INVESTMENT PRIORITIES

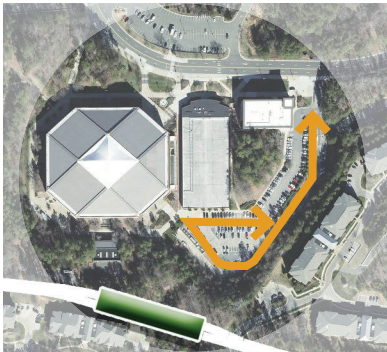
The following station area projects have been identified as the key projects the University and other partner entities should undertake to support safe connections to the rest of campus, surrounding neighborhoods, as well as any future campus development.



## 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	-		