



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.

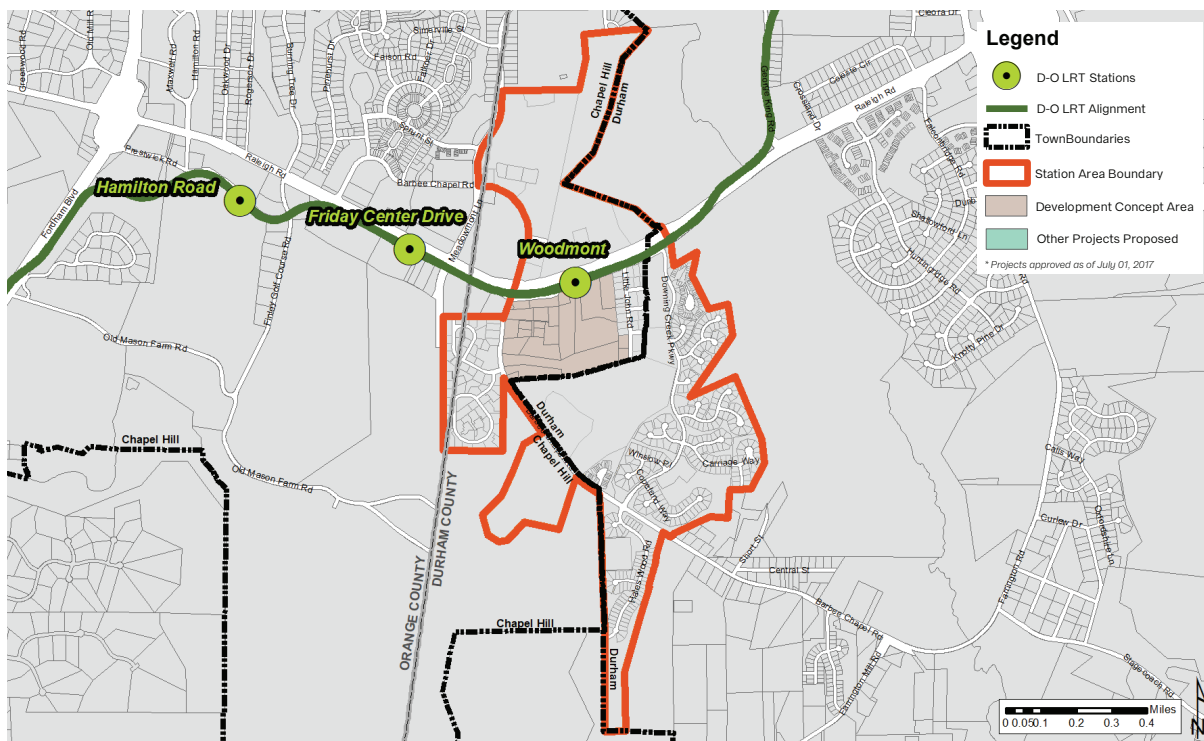
Given its existing neighborhood setting near UNC - Chapel Hill, the Woodmont station area is conducive to new housing opportunities with neighborhood serving retail and office space. Large amounts of new office space are more likely to cluster closer to UNC or in areas with better regional access such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





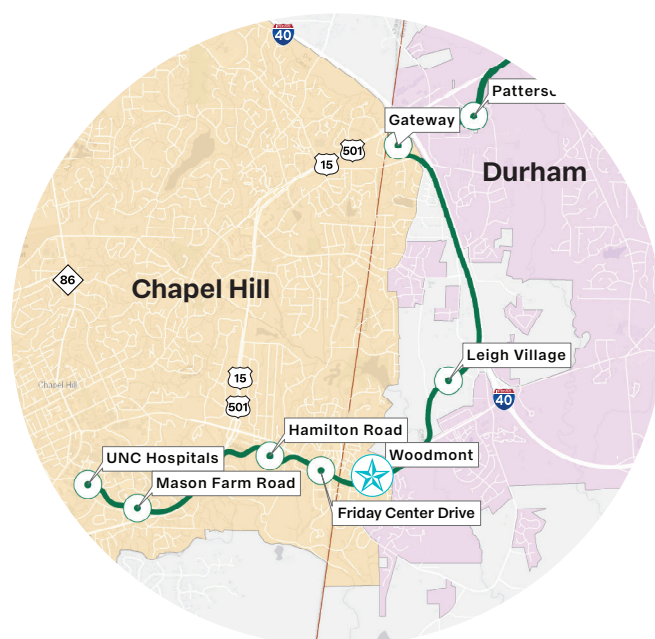
WOODMONT

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

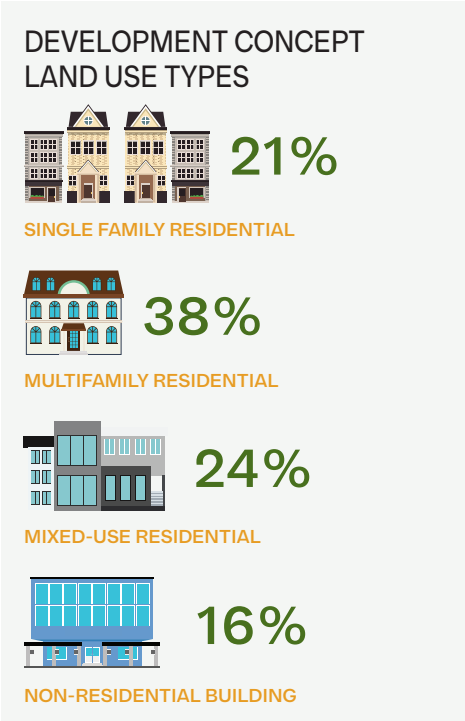
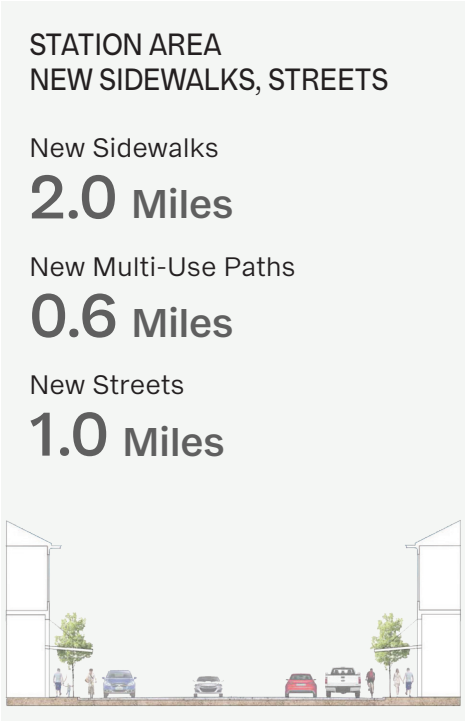
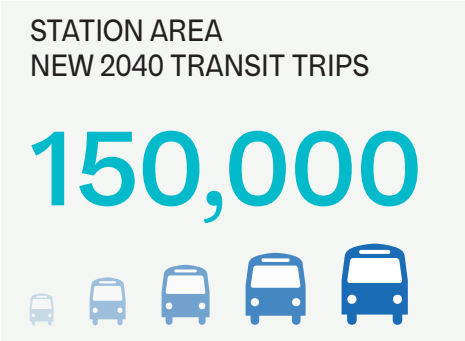
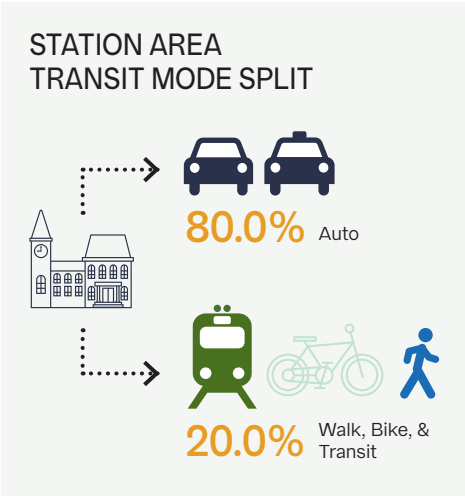
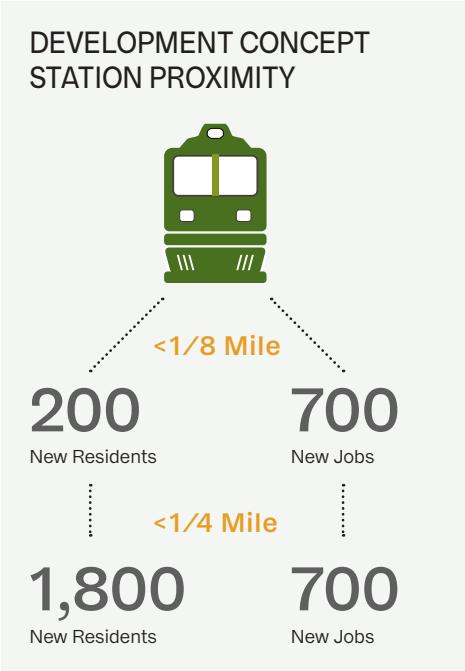


Possibilities include a different mix of uses compared to today, including some neighborhood serving office and retail.

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.





WOODMONT

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 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

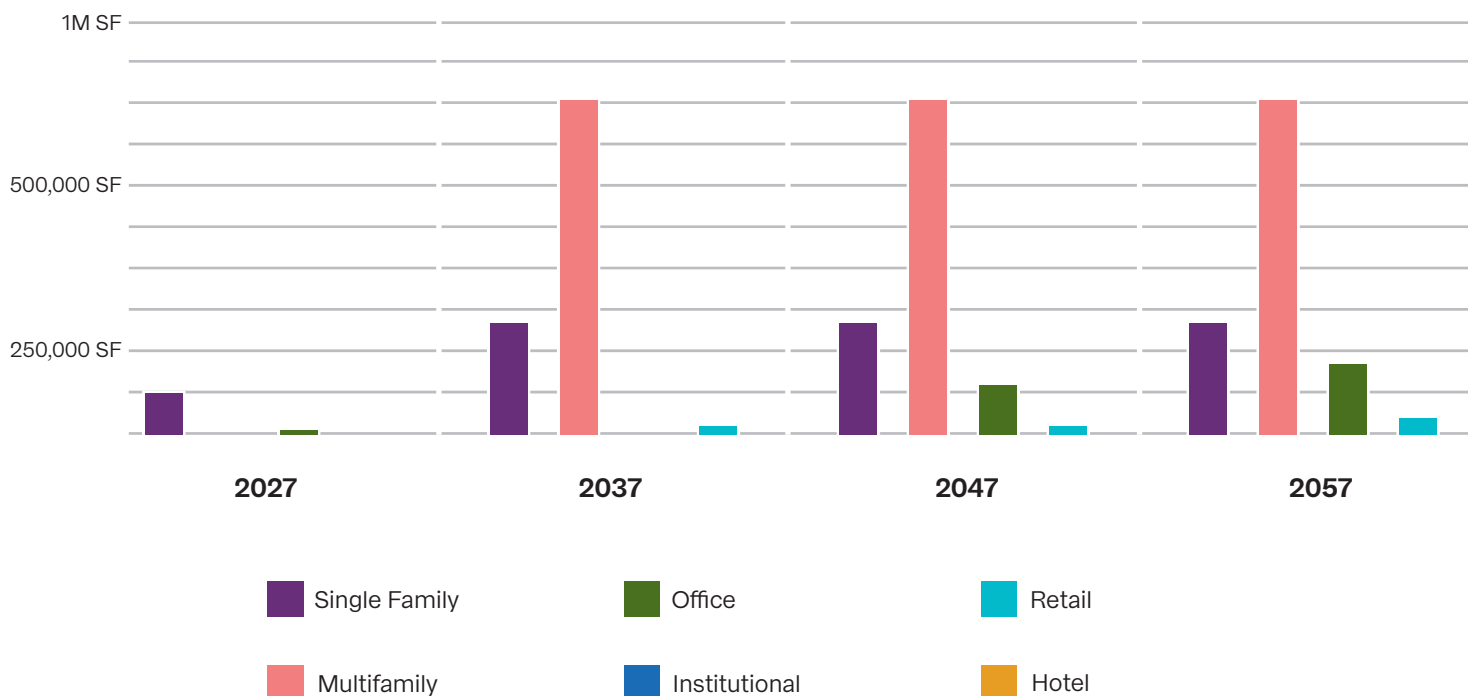
POTENTIAL NEW TAX REVENUES

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	-	-

THIS PAGE INTENTIONALLY LEFT BLANK