



Ephesus Church Road/Fordham Boulevard Small Area Planning and Traffic Analysis

COUNCIL MEETING

May 16, 2011

Development Concepts . Urban Collage . Kimley-Horn and Associates

Agenda

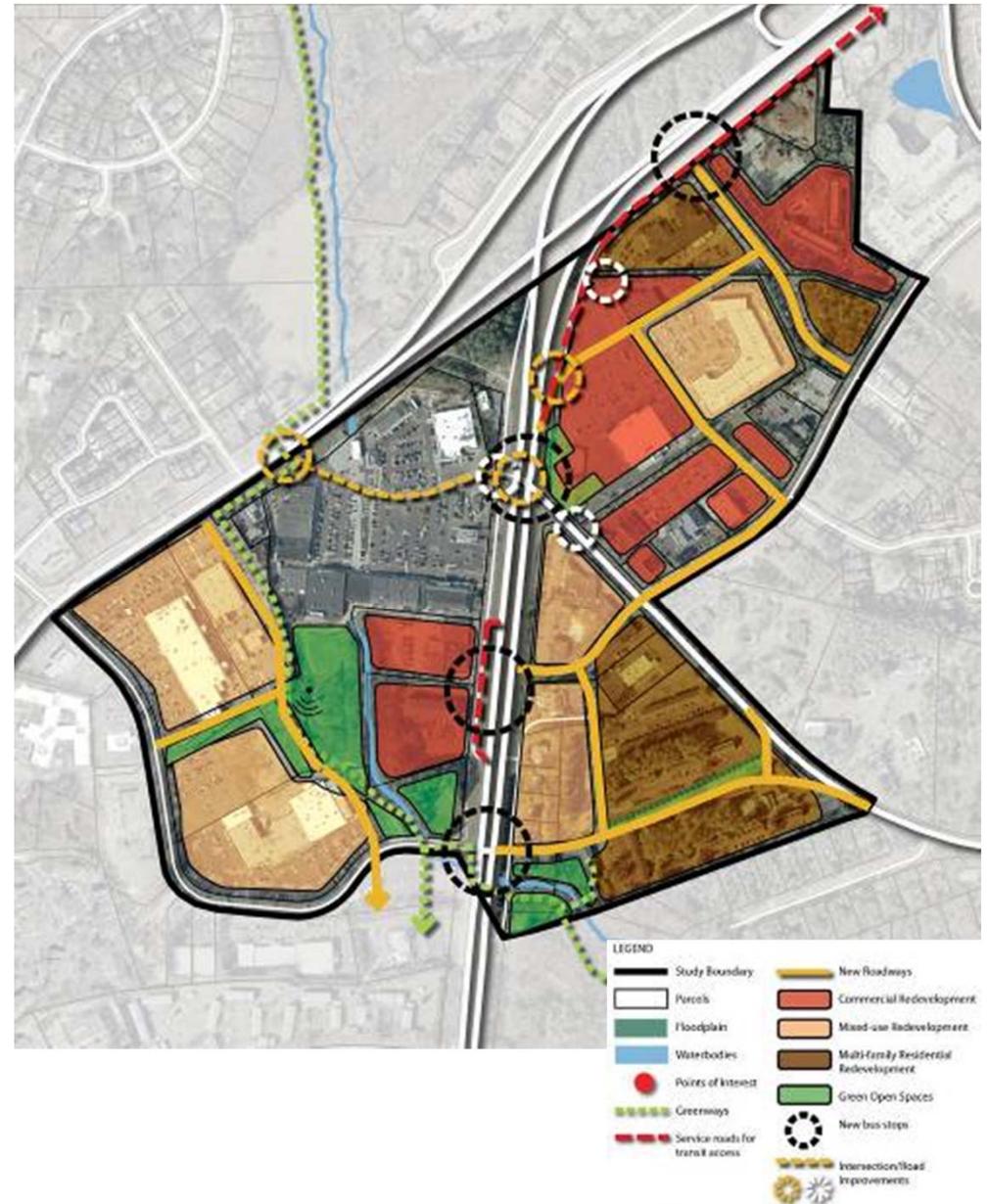
Proposed Framework Plan
Transportation Assessment
Implementation
Development Scenario- SE Quadrant

An aerial photograph of a city, likely a university campus, with a semi-transparent architectural rendering overlaid. The rendering shows a grid of buildings and streets, particularly in the lower half of the image. A large, bold, blue text is centered over the image.

Proposed Framework Plan

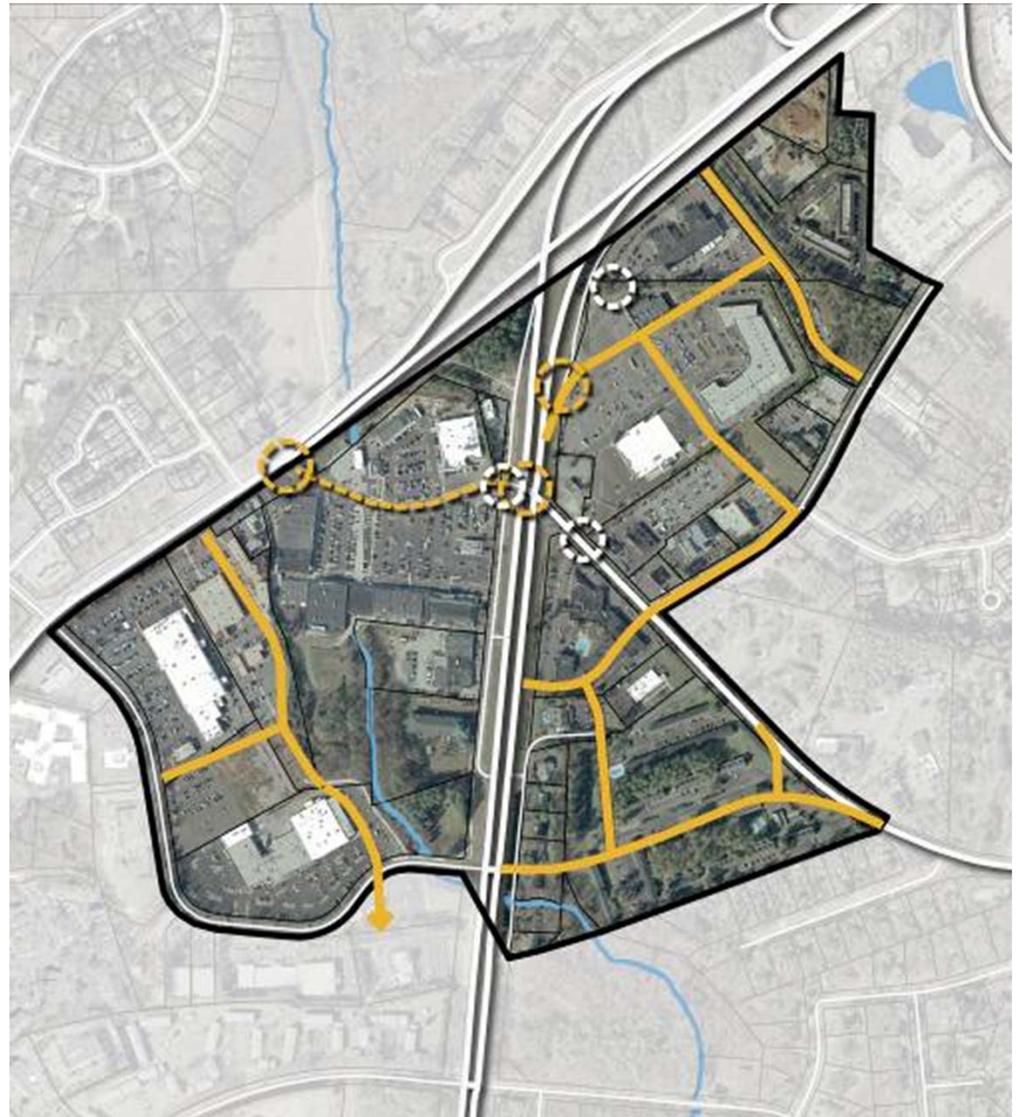
Proposed Framework Plan

- Increased Connectivity Throughout
- Create Greenspace System
- Create Mixed-Use Nodes
- Multi-Family Residential Development
- Increased Transit Presence and Facilities
- Roadway Operational Improvements
- Flexibility by Quadrant



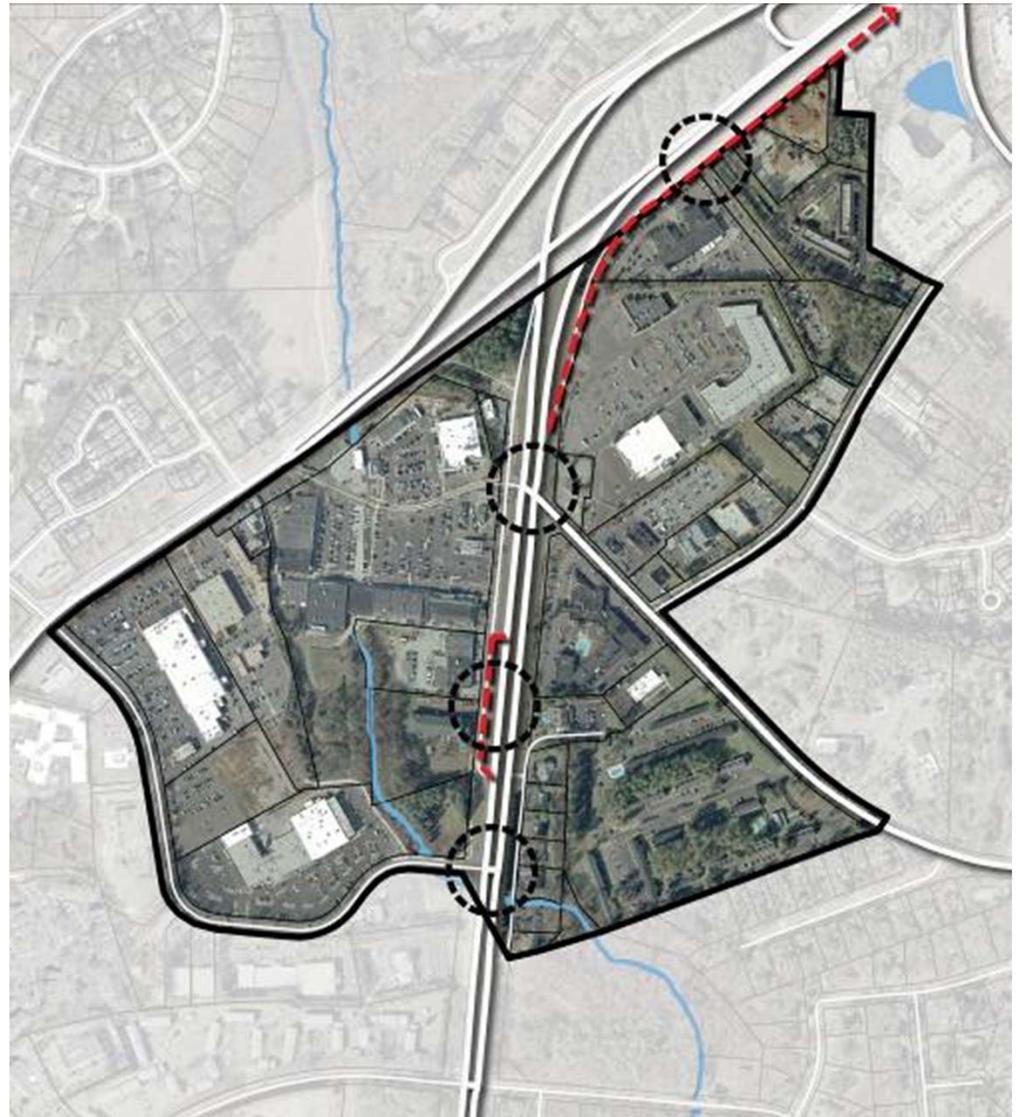
Framework Components: Streets and Intersections

- **Extend Legion Road**
- **Extend South Elliot Road**
- **Long-Term Road Connections in Village Plaza and Ram's Plaza**
- **Intersection Improvements**
- **Operational Improvements**



Framework Components: Transit

- **New Bus Stops**
 - Along Fordham
 - North side of Ram's Plaza
 - West side on service road
- **Plan for longer-term BRT along Fordham**



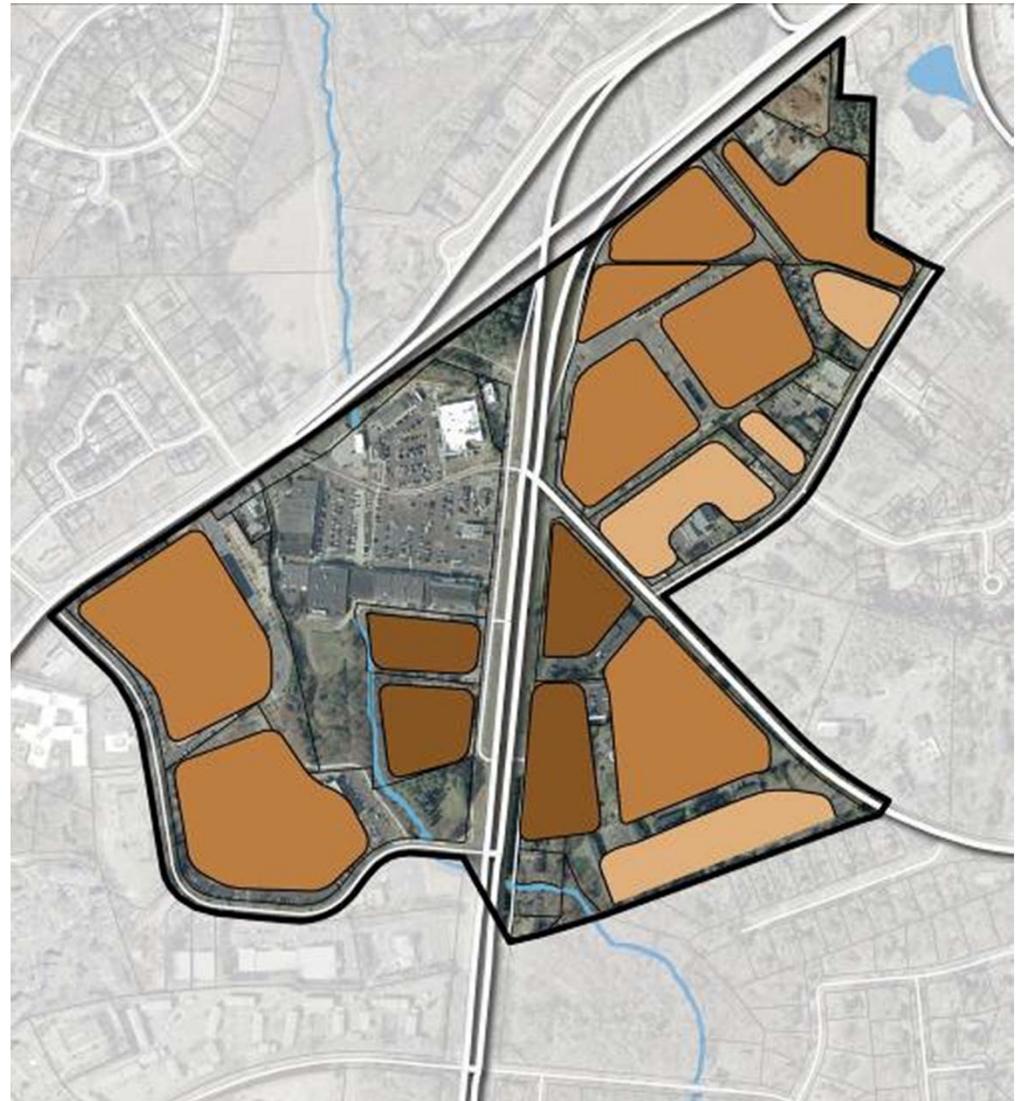
Framework Components: Greenspace

- **Potential New Greenway Connections**
- **More Comprehensive Greenspace System**
- **Consistent Landscape Treatments**
- **Public Amphitheater in formalized open space**



Framework Components: Density

- Transitions to neighborhoods
- Highest Density along Fordham Blvd.

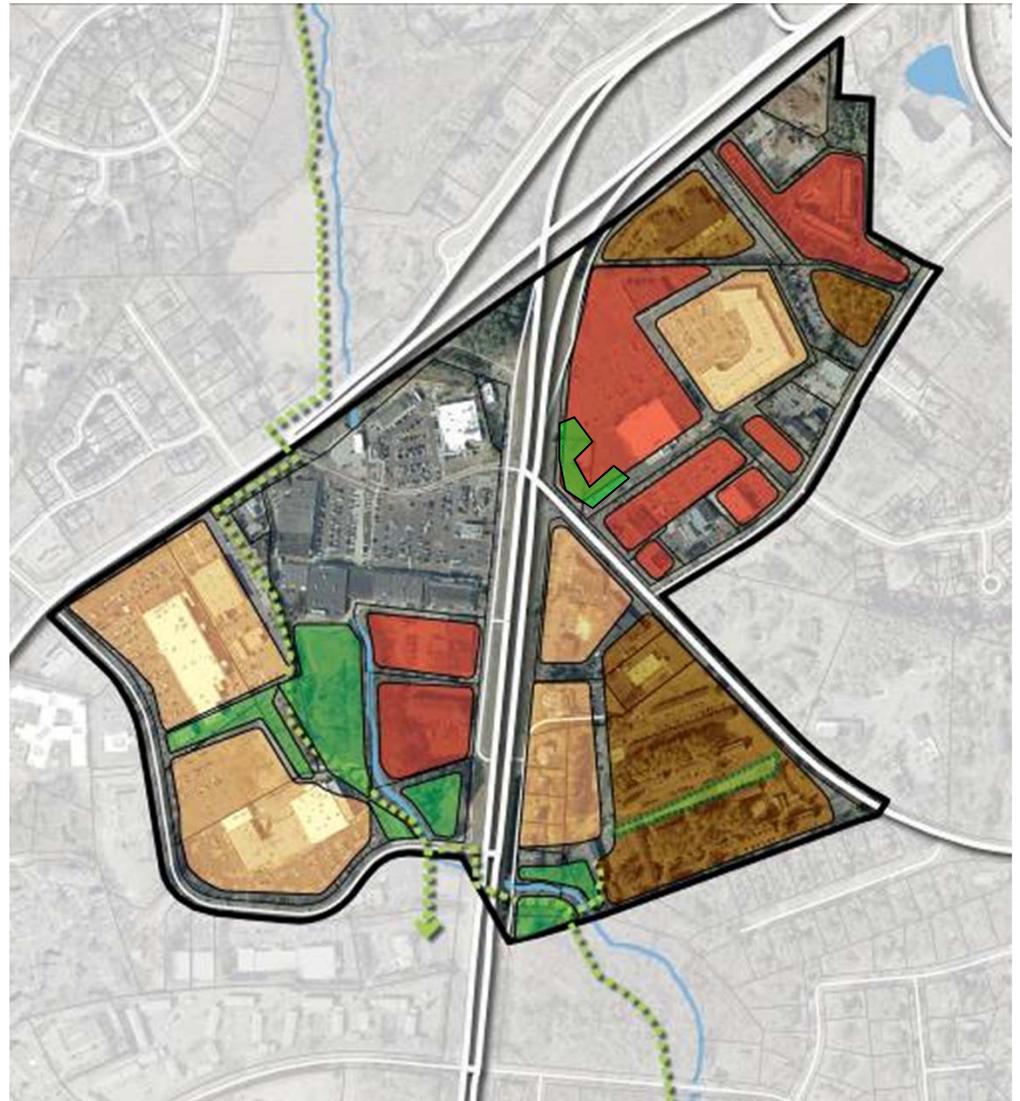


Higher Density    Lower Density



Framework Components: Land Use

- **Mixed-Use Redevelopment in Ram's Plaza, Village Plaza and Colony Apartments**
- **Commercial Redevelopment in Ram's Plaza and East Gate Shopping Center**
- **Multi-Family Residential Development in Colony Apartments area and Ram's Plaza**



DEVELOPMENT SUMMARY		
Retail	+/-258,000	Square Feet
Office	+/-368,000	Square Feet
Residential Units	+/-1,084	Units
Hotel	+/-280,000	Square Feet



Conceptual 3D Massing

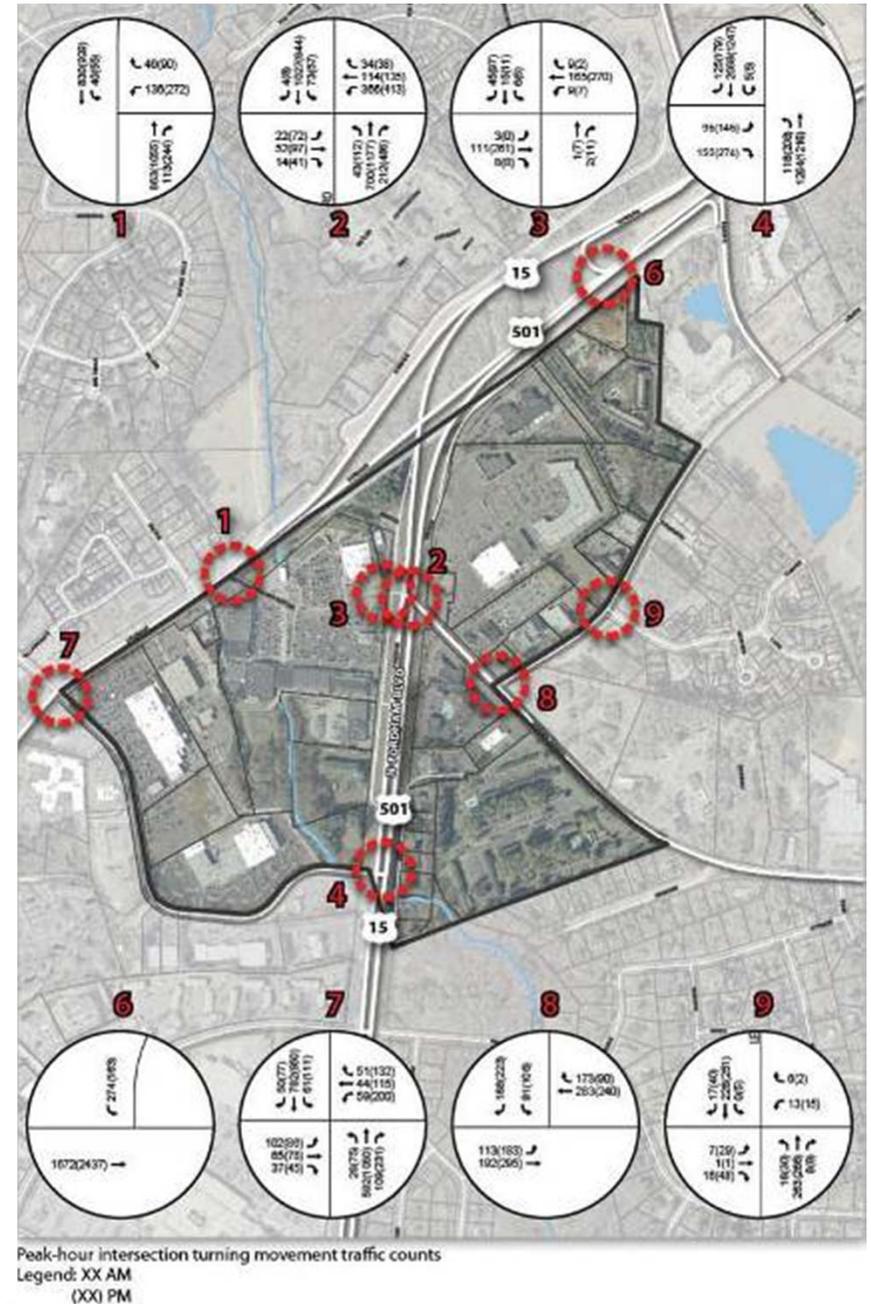


An aerial photograph of a city street grid, with a prominent road running vertically through the center. The image is overlaid with a semi-transparent sketch of a city street scene at the bottom, showing buildings, trees, and a street layout. The text "Transportation Assessment" is centered over the image in a bold, dark blue font.

Transportation Assessment

Transportation efforts...

- Collected available data
- Collaborated with Staff Team
- Performed peak-hour intersection counts
- Received input at public meetings
- Performed existing peak-hour intersection capacity analyses
- Conducted field observations
- Provided input on Small Area Plan
- Conducted SAP Traffic Analysis



Existing Conditions

- **Focus on Fordham/Ephesus intersection**
- **Connectivity and access- internal and external**
- **Pedestrian/bicycle accommodations**
- **Access to transit**

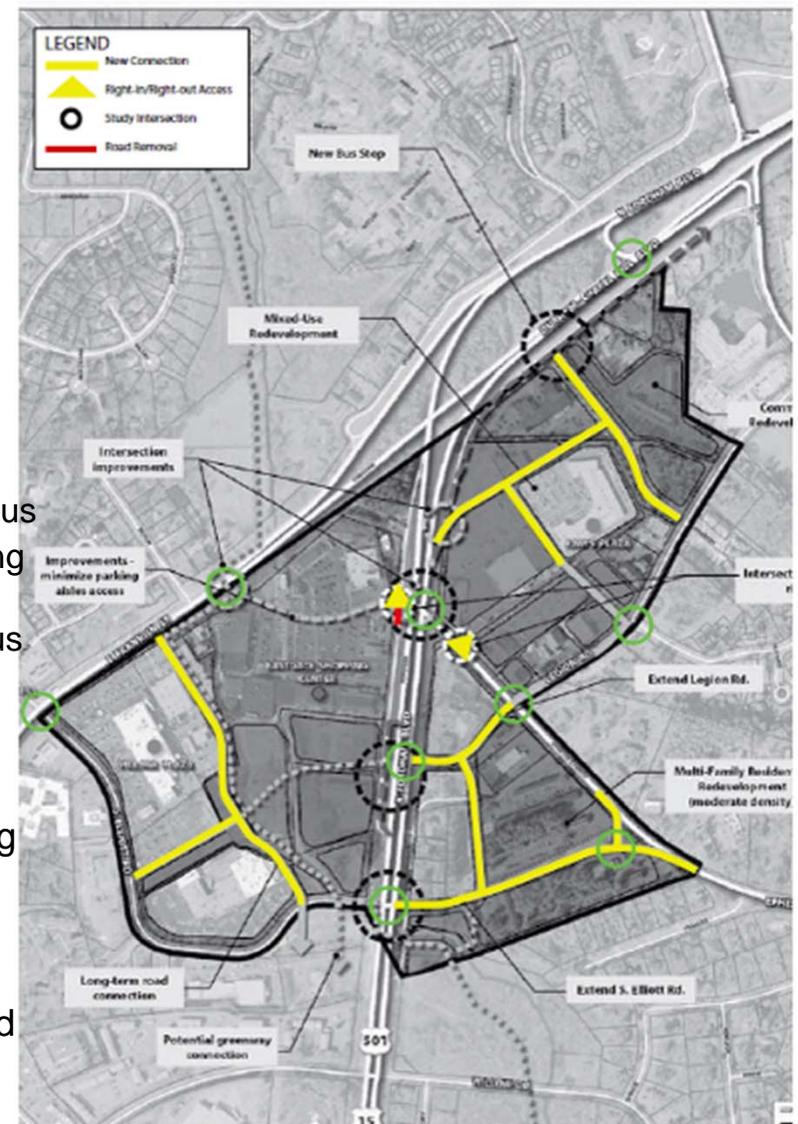
- **Western Service Road proximity**
- **Need for alternatives to Ephesus**
- **NB Fordham queuing from upstream**

- **Overall intersections- LOS D or better**
- **Fordham/Ephesus- borderline, LOS F on side street approaches**



Infrastructure Improvements

- Extension of Elliot Rd across Fordham
- Realignment of Ephesus Church to Elliot Rd extension
- Extension of Legion Road to Fordham Blvd
- Access improvements:
 - Disconnect southern leg of western service road at Ephesus
 - Consolidate number of parking aisles on Ephesus Rd going through Eastgate Mall
 - Limit Ram's Plaza and car dealership entrance on Ephesus to right in and right out
- Connectivity improvements:
 - New road behind Staples and Village Plaza connecting to Elliot Rd
 - New internal roads in Rams Plaza
 - New road by Hampton Inn connecting to Legion Road
 - New road connecting Legion Rd extension to realigned Elliot extension-Ephesus Church Rd

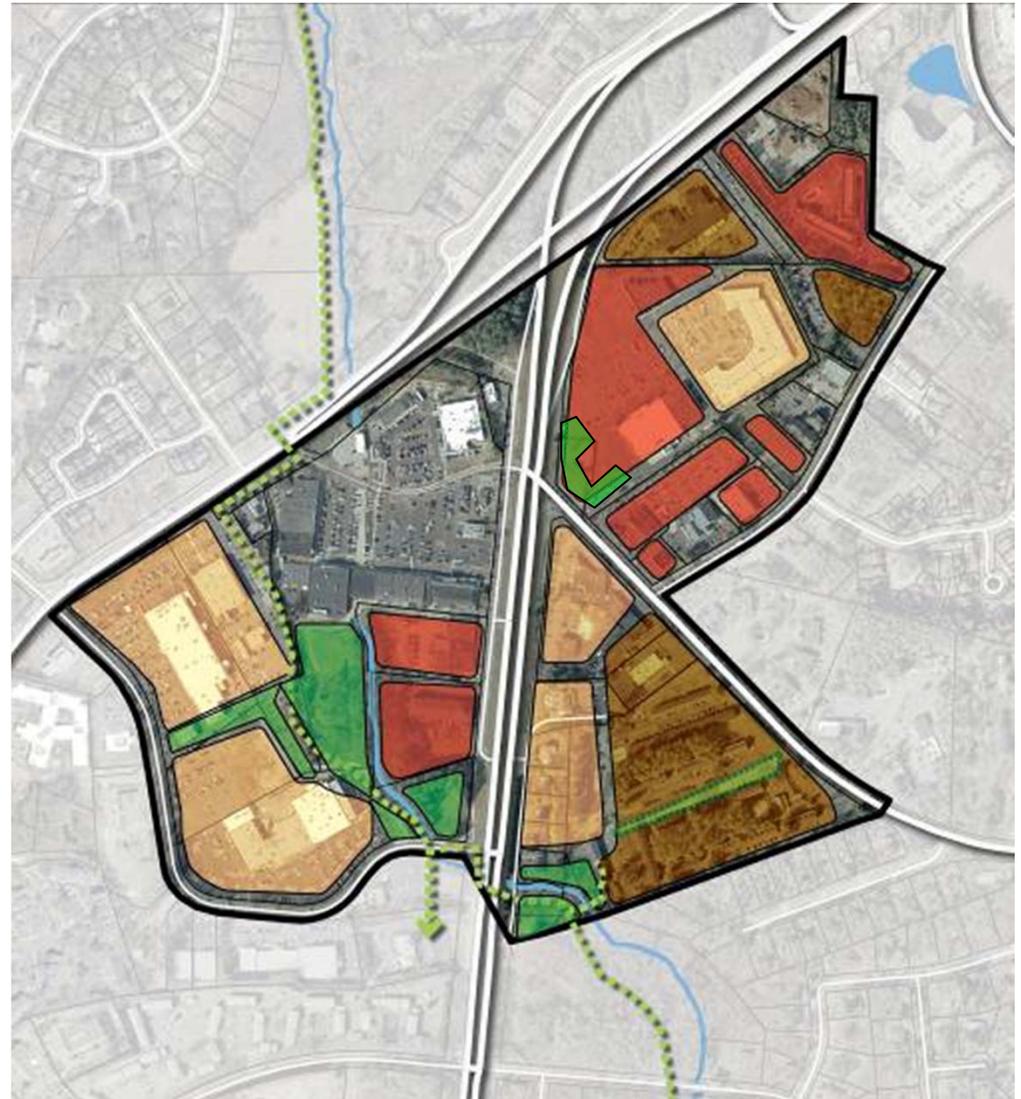


An aerial photograph of a city, likely a university campus, with a semi-transparent sketch overlay. The sketch shows buildings, trees, and streets in a more detailed, hand-drawn style. The word "Implementation" is centered in a bold, dark blue font.

Implementation

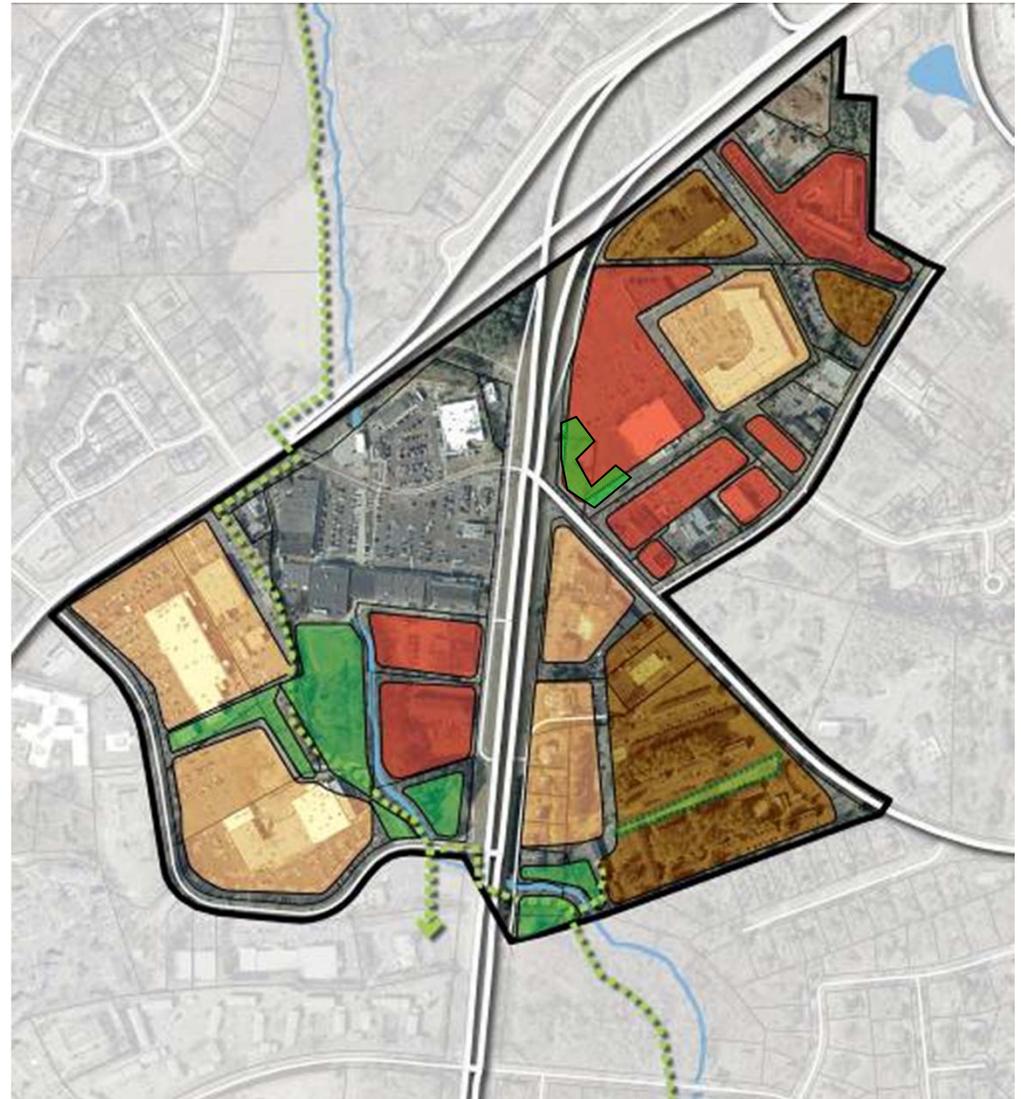
Land Use and Zoning Tools

- Utilize Existing Zoning Categories
- Create a New Redevelopment Zoning District
- Create Development Agreements



Financing Tools

- Municipal Service District
- TIF/Synthetic TIF
- Revenue Bonds
- Loan Guarantees



Implementation: Next Steps

- Work with area stakeholders to implement “low hanging fruit” improvements
- Conduct preliminary engineering on priority projects to establish feasibility and refined cost
- Continue project-by-project negotiations with property owners and development interests to communicate intent of the plan
- Explore the feasibility of public/private financing mechanisms such as MSD, TIF and/or a synthetic TIF
- Work with NCDOT to identify future partnerships on transportation projects of regional significance
- Work with Planning to establish the best mechanism for regulatory changes and the timing associated with it
- Continue ongoing discussions with community citizens as implementation continues



An aerial photograph of a city, likely a university campus, with a sketch overlay in the bottom right corner. The sketch shows a dense cluster of buildings and trees, representing a development scenario. The text "Development Scenario- Southeast Quadrant" is overlaid in the center of the image.

Development Scenario- Southeast Quadrant

Conceptual Plan

- Mixed-Use
- Residential - Multi-family
- Residential - Townhome
- Commercial
- Office
- Parking Deck



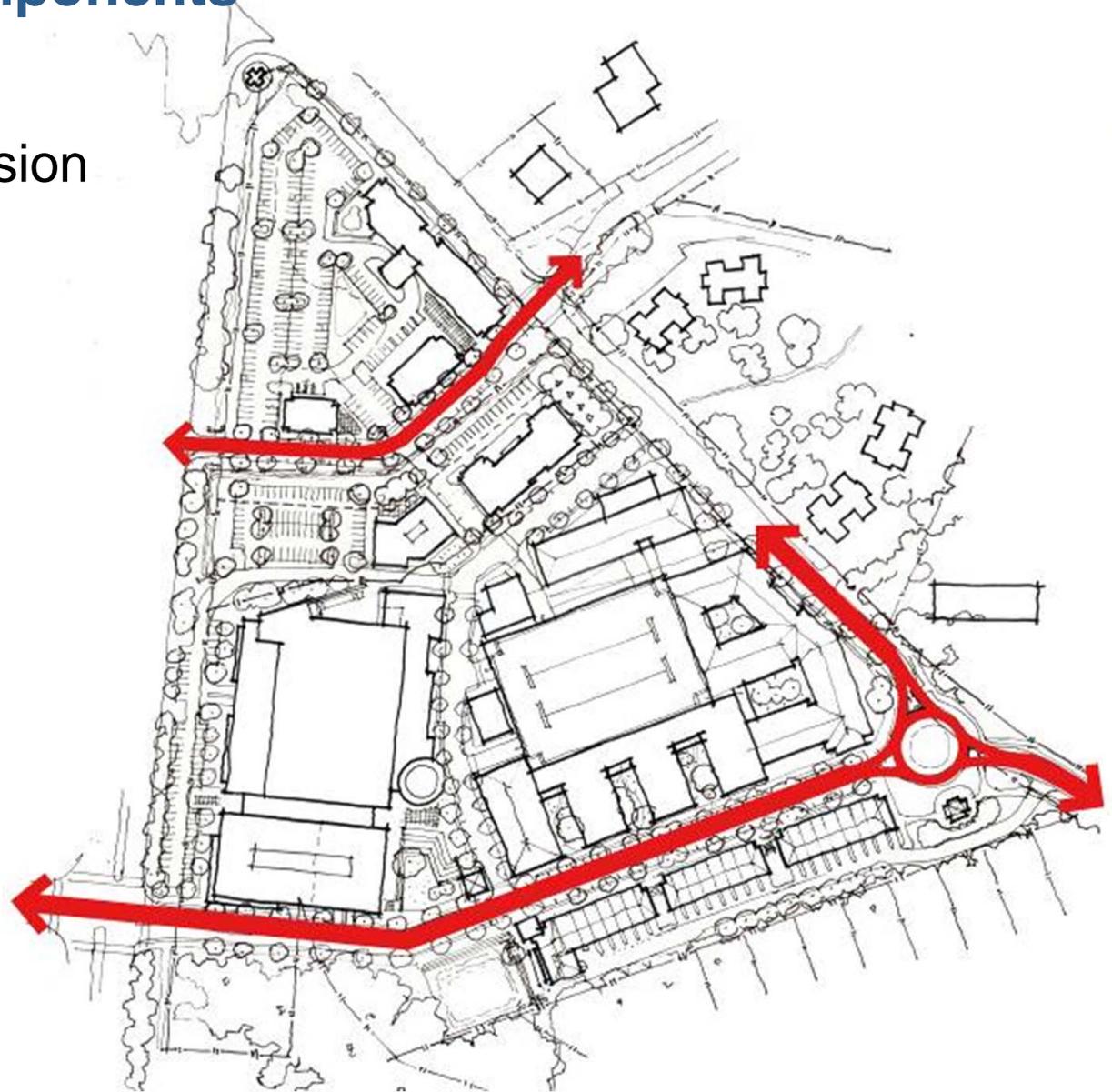
Conceptual Plan Components

- South Elliott Extension
- Roundabout



Conceptual Plan Components

- Legion Road Extension



Conceptual Plan Com

- New Interior Network



Conceptual Plan Components

- Development Density

Neighborhood Transition
Approximately 3-4 stories

Central Residential Core
Approximately 5-6 stories

High Density Mixed-Use
and Commercial
Development

Approximately 6+ stories



An aerial photograph of a city, likely a university campus, with a semi-transparent sketch overlay. The sketch shows buildings, trees, and roads in a more detailed, hand-drawn style. The text "Thank You" is centered in the middle of the image in a bold, dark blue font.

Thank You

Market Analysis Overview

Strengths

- Major Town / Regional intersection
- Existing successful commercial properties
- High traffic counts, good visibility
- One of few commercial areas in Chapel Hill
- High quality retailers

Weaknesses

- Awkward / confusing traffic intersections and circulation
- Poor accessibility makes some sub-areas undesirable to tenants
- Poor visibility for properties off of main streets (i.e. Hampton Inn)

Opportunities

- Chapel Hill is desirable market
- Desire of land owners / developers to re-develop certain pieces of property

Threats

- Accessibility
- Entitlement Process
- Land acquisition / assembly
- Development competition from Durham (South Square, Patterson Place, etc.)
- Environmental Constraints



Summary of Market Demand

- **RETAIL**

- Retail Leakage in Chapel Hill = 400,000 – 700,000 sq. ft. of retail

- **RESIDENTIAL**

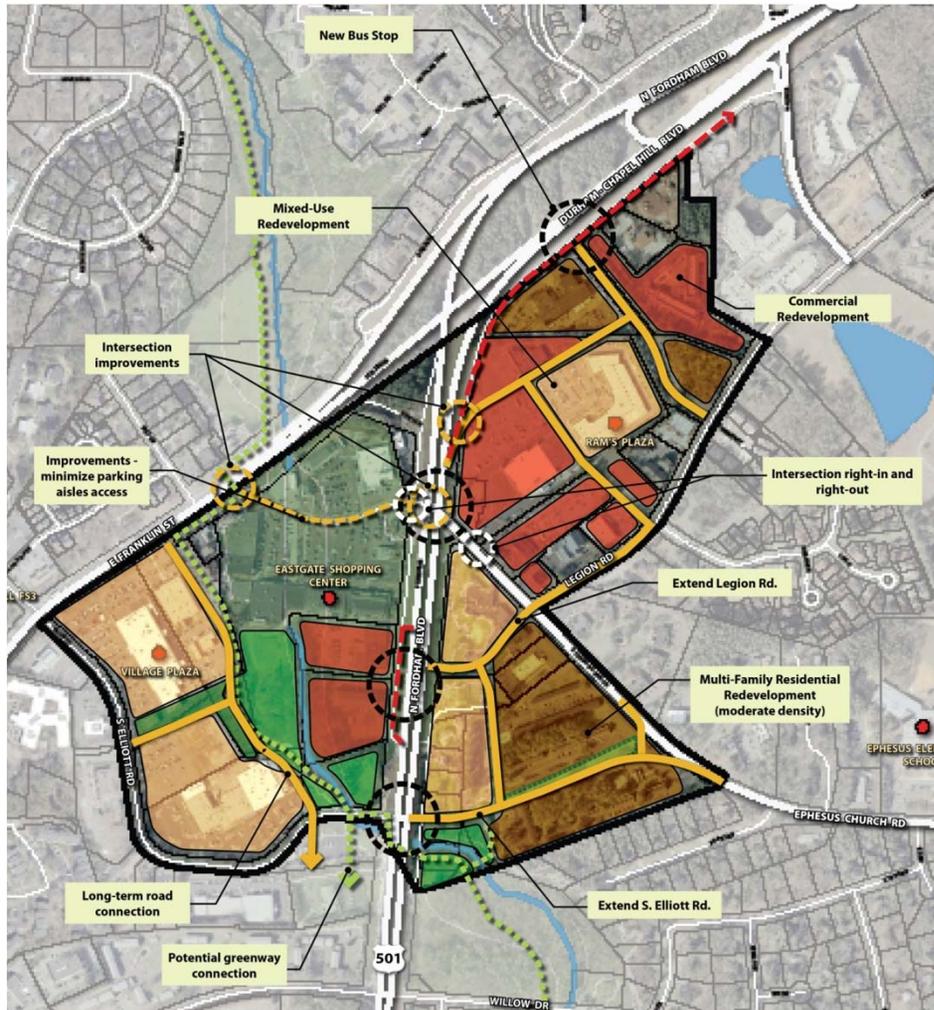
- Metro housing market projected to add 30,000 households in next 10 years (State of North Carolina). Chapel Hill is extremely desirable housing market, but costly.
- Opportunity for many types of housing, with particular needs for housing affordable to single professionals, working families, middle-market families and general low-income households.

- **OFFICE**

- Metro area projected to add 25,000 jobs by 2014 (Moody's Economy.com). Chapel Hill is strong office market, but previously approved projects may absorb most demand for the next decade.



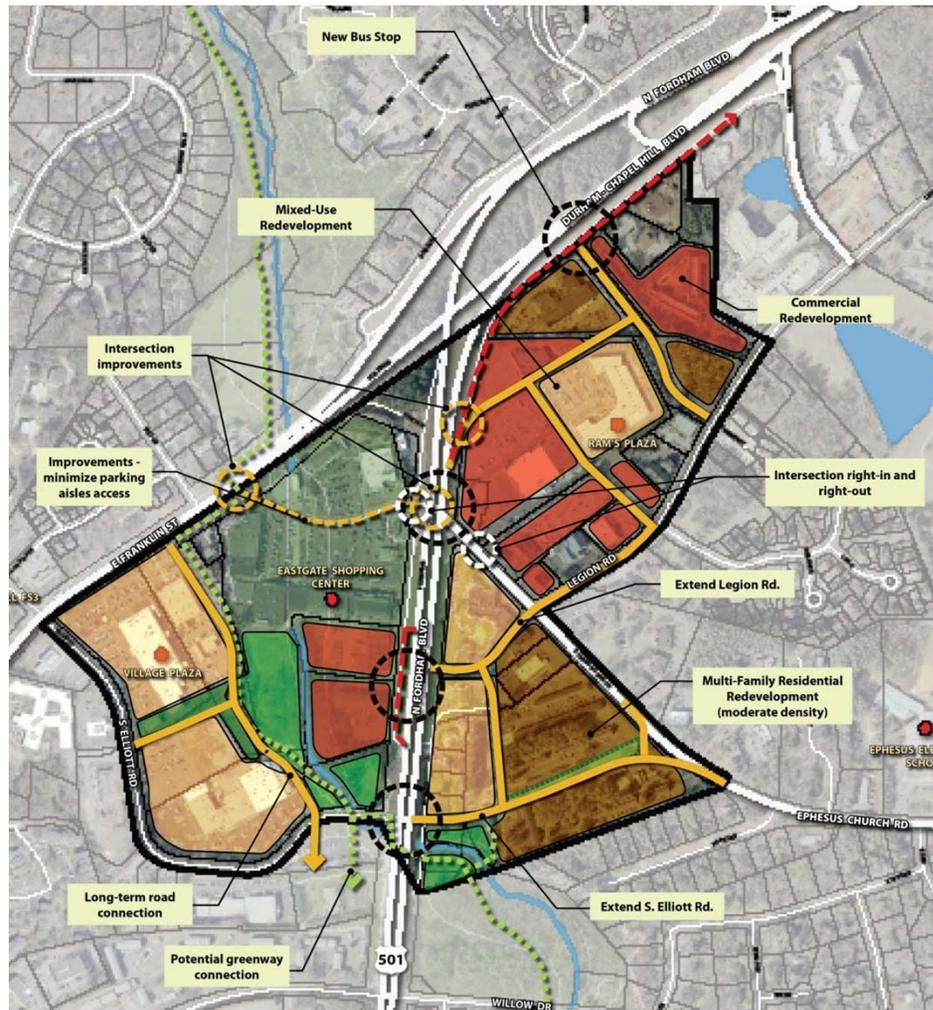
Market Analysis Overview



- From a pure market perspective, there is strong short and long-term demand across real estate markets
- This, combined with location advantages, allows opportunities for higher intensities of use, including mixed-use and higher densities.



Market Analysis Overview



- Excellent opportunity for housing that is affordable for several different market segments
- Opportunities to re-configure existing retail centers to make them more viable, while using new retail space as an amenity to leverage others types of development (i.e. office, housing, hotels)
- New connections solve site access problems, increasing viability for entire sub-area



Implementation: Investment/Operating Tools

Municipal Services District

- Provides funding for the implementation and maintenance of roads, utilities and other infrastructure within a designated area.
- a special taxation district, similar to those that exist in Downtown Chapel Hill
- for new construction, MSD revenue can be used to support the payments on a bond issuance.

Tax Increment Finance (TIF) District / Project Development Financing

- Means for local governments to encourage economic development that would not occur without assistance from the public sector.
- TIF districts allows bond debt from public investments in infrastructure and other public facilities development to be secured by the increase in tax revenue anticipated from private development spurred by those public investments.
- Some communities in North Carolina use “synthetic” TIFs.
 - unofficial project development financing - does not officially establish the mechanism to collect the incremental revenues, such as in TIF.
 - local municipalities needs to identify and allocate tax increment from a project to support the public investment.

Implementation: Investment/Operating Tools

Revenue Bonds

A special type of municipal bond

repayment primarily from revenues generated by a specific project, as opposed to tax.

do not burden other revenue sources within a municipality, such as tax revenue.

often used to finance water and wastewater utilities, toll roads, airports, and power plants.

Any government agency or fund that generates operating revenues (like a municipal services district) can issue revenue bonds.

In regard to private development, revenue bonds are often used for the finance of parking garages

Loan Guarantees

provide project financing without specifically providing funds to a project, or issuing a municipal bond.

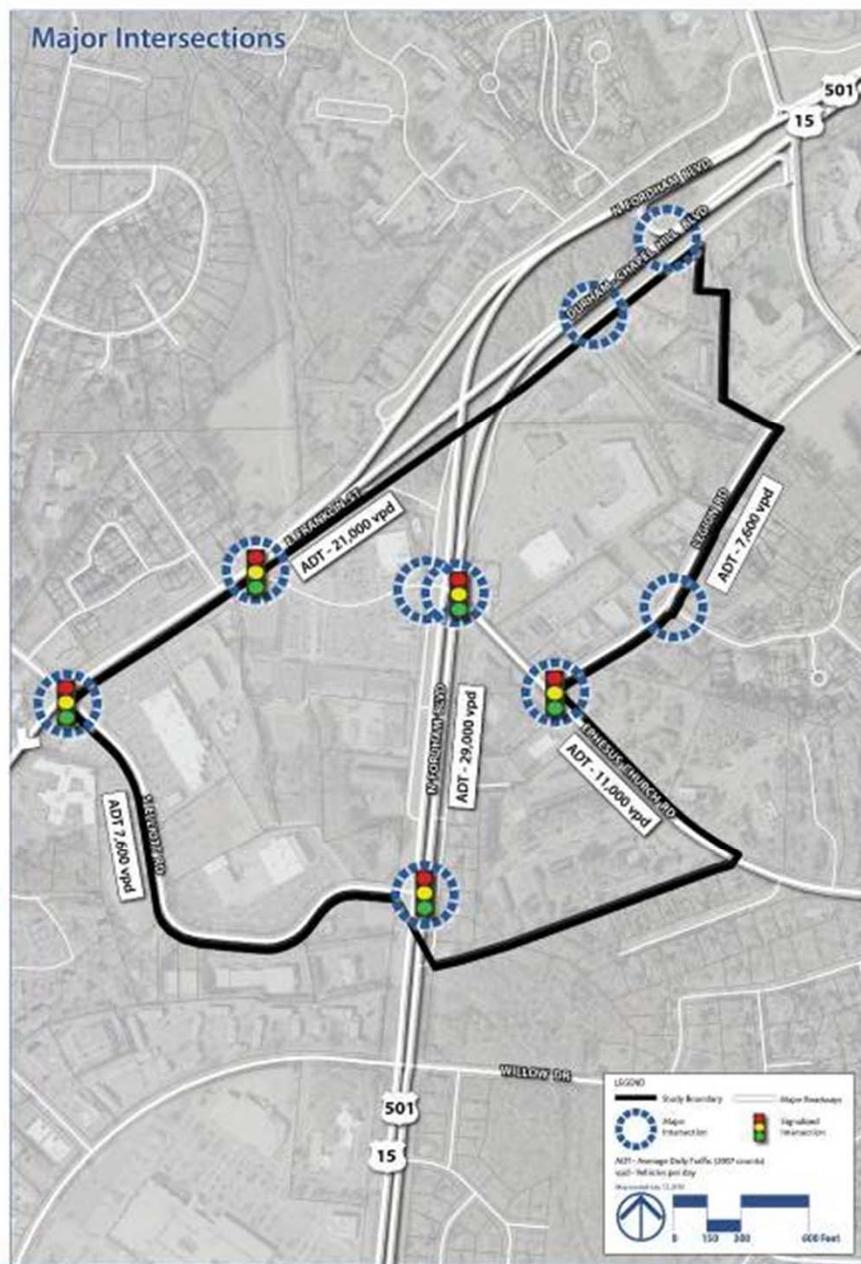
guaranteeing a conventional loan from a bank, leaving a private developer to pay for the required infrastructure improvements.

Loans can be guaranteed through general funds, but also TIF or MSD funds.

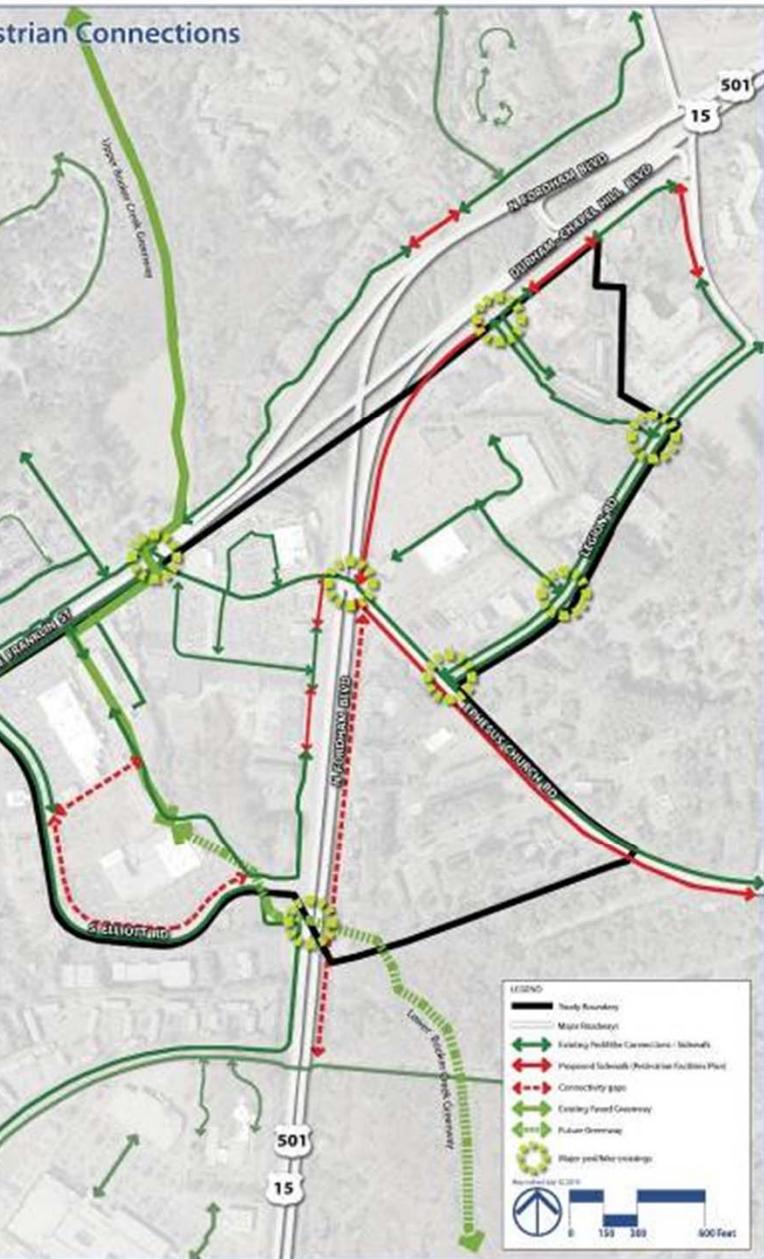
Network



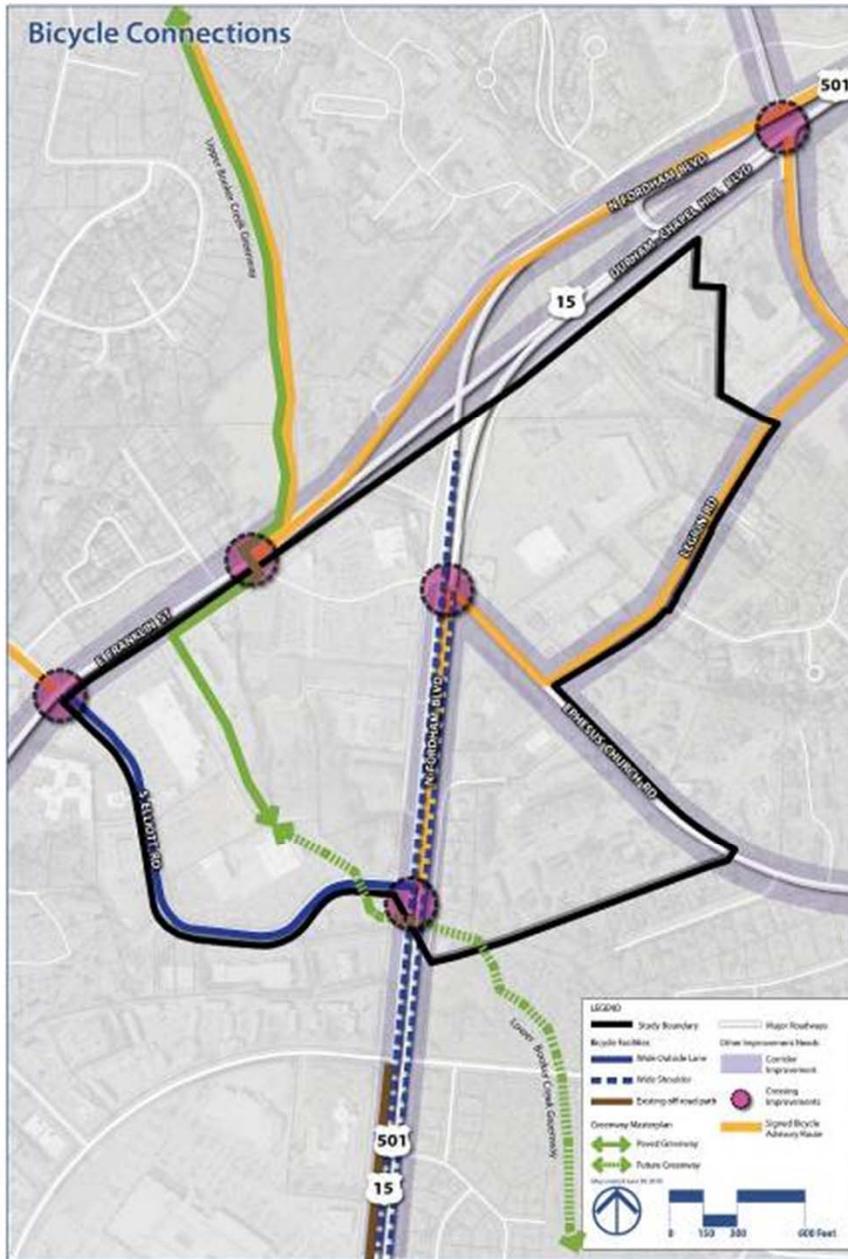
Major Intersections



Pedestrian Connections



Bicycle Connections



Development Frameworks Comparison

OPTION	Operational Improvements	New Streets	Transit Improvements	Conceptual Development	Level of Public Investment
	<ul style="list-style-type: none"> • Improve intersections along Fordham Blvd, in study area. • Realign intersection at Eastgate Mall and E. Franklin Street to create a more sensible 90° intersection of streets. • Explore dedicated turn lanes where possible. • Analyze signal timing. 	<ul style="list-style-type: none"> • Create new road through Hampton Inn property for commercial to front along and increase connectivity to the north and south. 	<p>Route improvements and dedicated bus shelters and pull-offs.</p>	<p>Option A - \$75-100M</p> <p>Commercial Sq. Ft. ~200,000-260,000 Mixed-use N/A Residential Units ~180-240</p> <p>Open Space ~6 acres</p>	<p>Minimal</p> <p>Option A includes the least amount of land acquisition, for development and new roadways and is the least aggressive in public transportation and increased density.</p>
	<ul style="list-style-type: none"> • Improve intersections along Fordham Blvd. within the study boundary, as well as near University Mall • Realign intersection at Eastgate Mall and E. Franklin Street to create a more sensible 90° intersection of streets. • Explore dedicated turn lanes where possible. • Analyze signal timing. 	<ul style="list-style-type: none"> • Create infrastructural framework within Ram's Plaza for increased connectivity and improved development potential. • Realign Ephesus Church Rd. intersection and extend Ephesus to E. Franklin St. through Eastgate Mall. • Extend S. Elliot Rd. to Ephesus. • Extend service road to University Mall. 	<p>Position service roads as ped/bike and bus transit ways.</p>	<p>Option B - \$130-170M</p> <p>Commercial Sq. Ft. ~300,000-360,000 Mixed-use ~100,000-200,000 sf com. Residential Units ~250-400</p> <p>Open Space ~6 acres</p>	<p>Moderate</p> <p>Option B creates a much more connected framework and proposes much more aggressive redevelopment strategy, housing density is bumped up to increase critical mass.</p>
	<ul style="list-style-type: none"> • Improve intersections along Fordham Blvd. within the study boundary, as well as near University Mall • Realign intersection at Eastgate Mall and E. Franklin Street to create a more sensible 90° intersection of streets. • Explore dedicated turn lanes where possible. • Analyze signal timing. 	<ul style="list-style-type: none"> • Formalized road network within Ram's Plaza, realign Ephesus Church Road. • Realign Legion Rd. Extend S. Elliot Road. • New road network around Village Plaza connecting E. Franklin St. and S. Elliot Rd. 	<p>Regional Light Rail Transit or Bus Rapid Transit along a widened N. Fordham Blvd.</p>	<p>Option C - \$200-300M</p> <p>Commercial Sq. Ft. ~100,000-125,000 Mixed-use ~350,000-500,000 sf com. Residential Units ~400-900</p> <p>Open Space ~9 acres</p>	<p>Maximum</p> <p>Option C includes options for a very aggressive public transit system as well as the most density within the study area.</p>

Traffic overflow slides

Balancing Act...

Maximizing economic development opportunity through optimal access

Protecting the public with safe and flowing traffic of all modes—vehicular, bicycle and pedestrian, and transit service

Recognizing constraints of the related properties and roadways

Transportation efforts

Existing conditions

Plan components

SAP Traffic Analysis

Traffic Analysis results/recommendations

What's next?

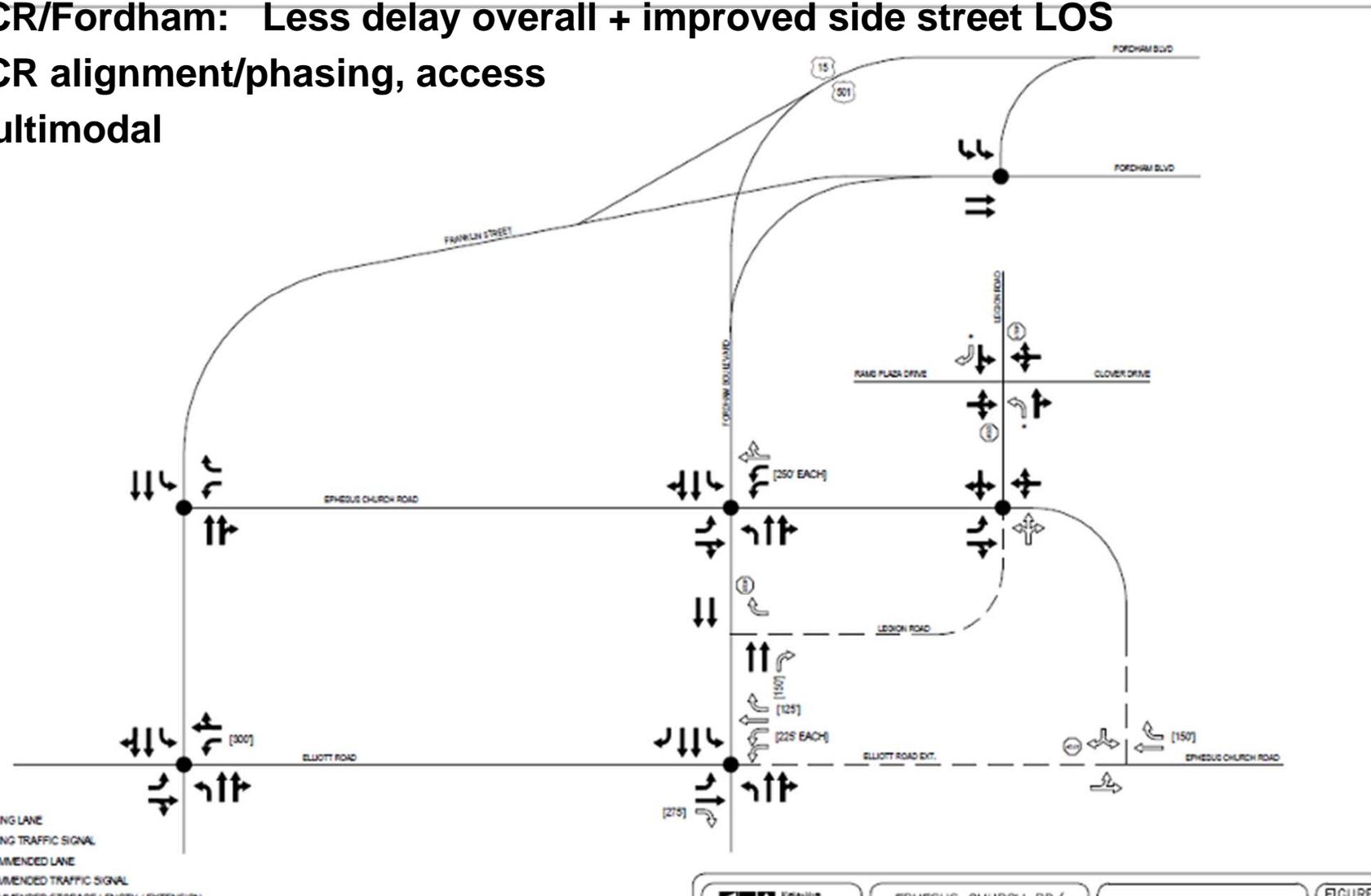
Traffic Analysis Results/Recommendations

Study area: LOS D or better overall during peak hours

CR/Fordham: Less delay overall + improved side street LOS

CR alignment/phasing, access

Multimodal



What's next?

Develop concept layouts/**functional designs**

Prepare opinions of probable **construction cost**

Explore **Rams access opportunities** from Superstreet

Plan/implement **wayfinding signage**

Plan/implement **access limitations**

Perform traffic **signal coordination** improvements

Perform TIAs for proposed developments

Field-monitor actual conditions as development occurs

Conceptual Development/Transportation Improvements



Conceptual Development/Transportation Improvements



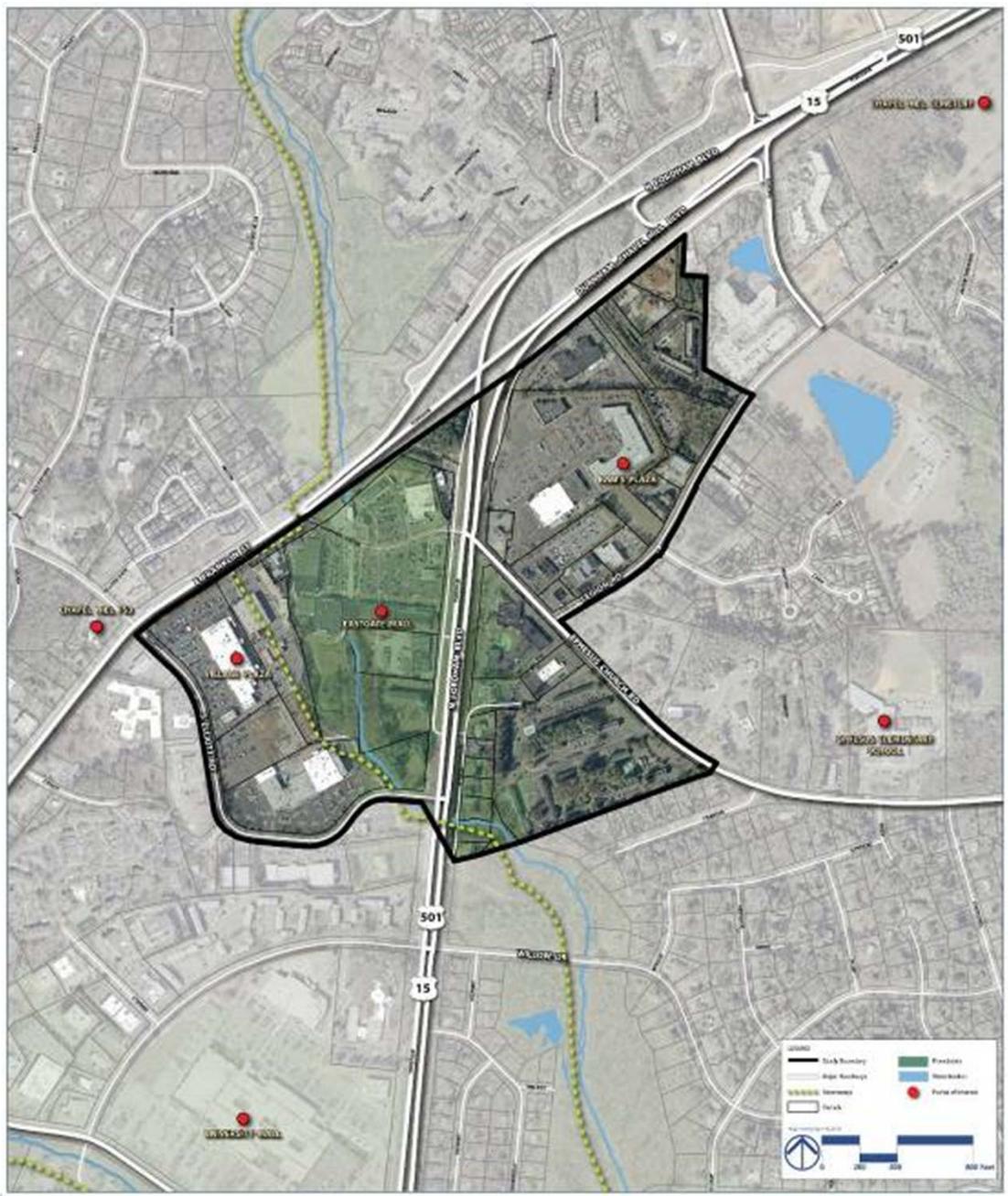
Conceptual Development/Transportation Improvements



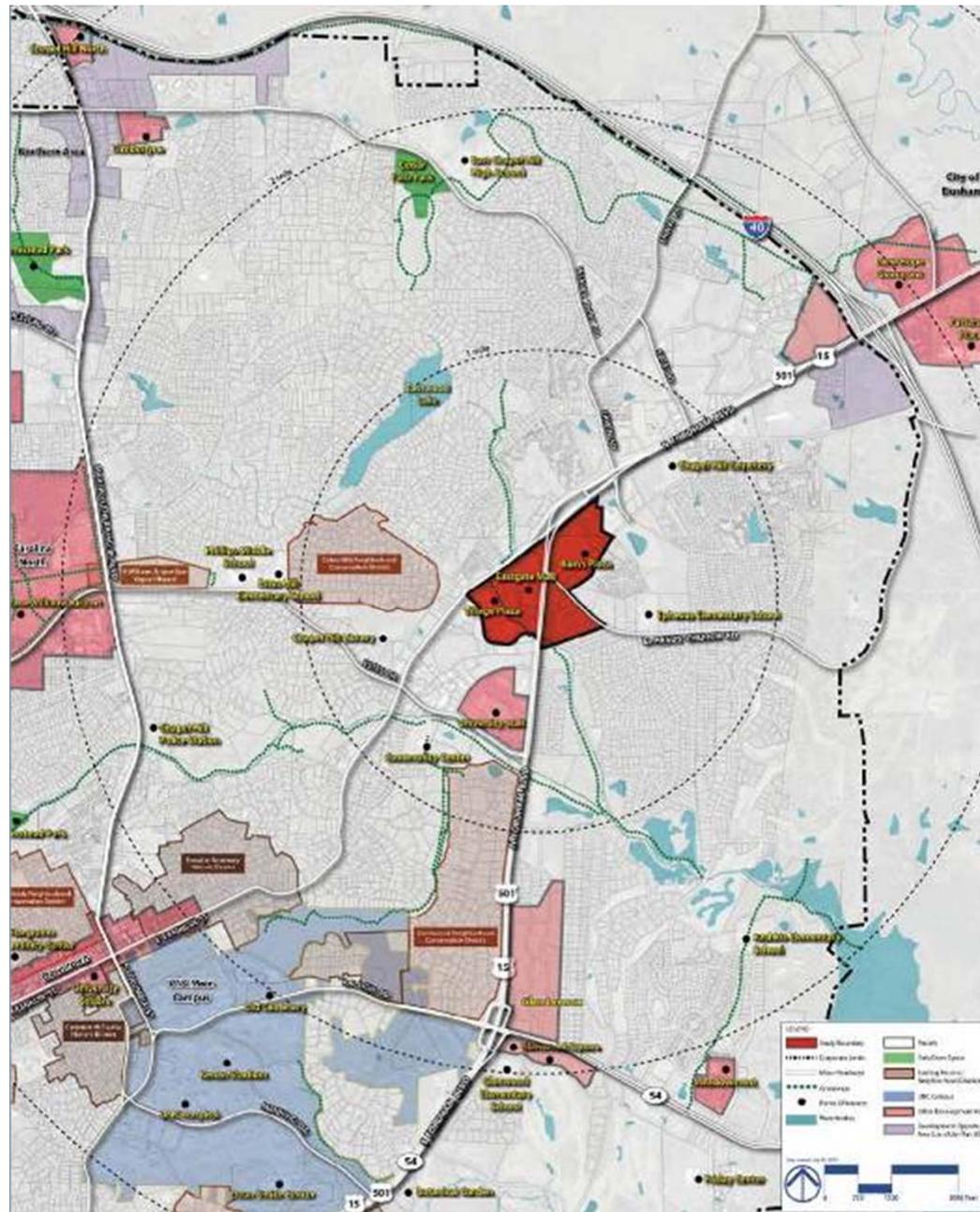
An aerial photograph of a city, likely New York City, showing a river (the Hudson River) and a bridge (the George Washington Bridge) crossing it. The city buildings and streets are visible on both sides of the river. The image is in grayscale and has a slightly faded, artistic quality.

Project Overview

y Area

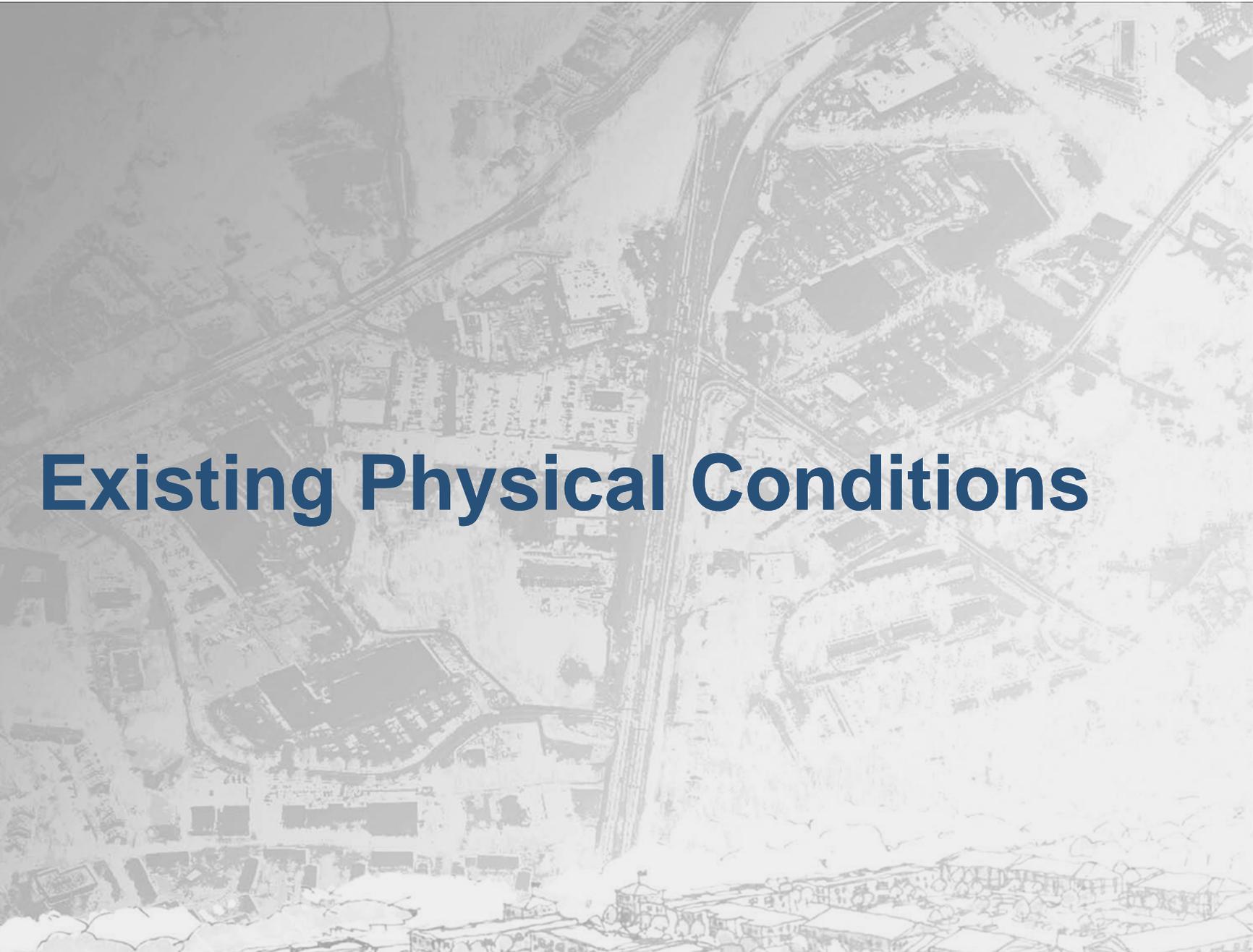


Next Map



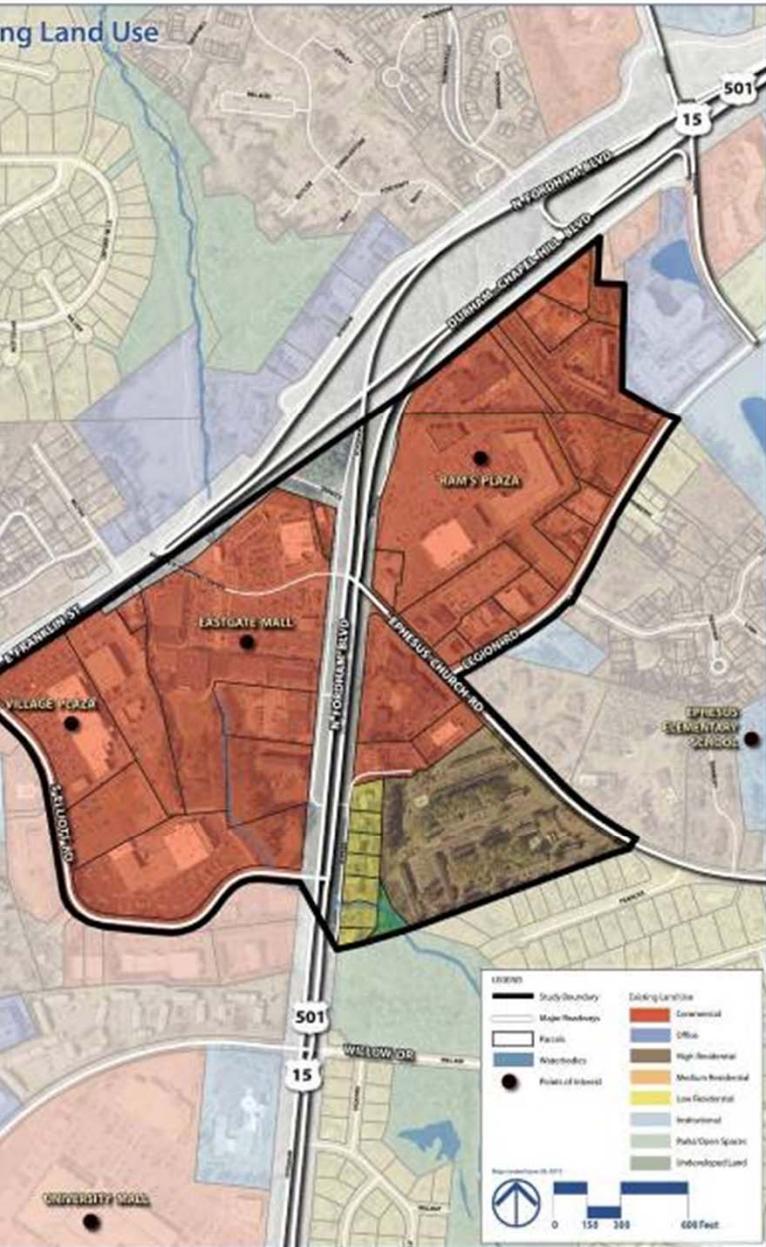
Planning Process/Schedule



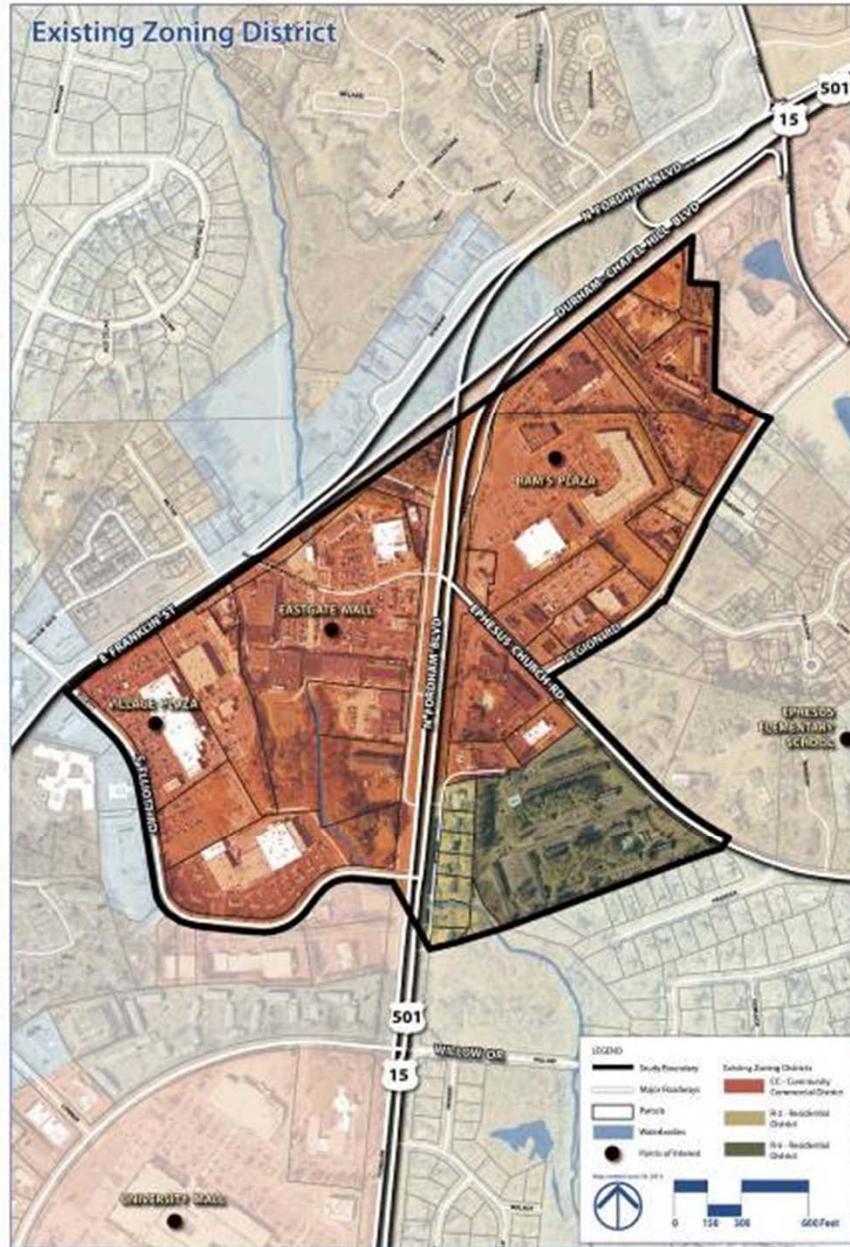


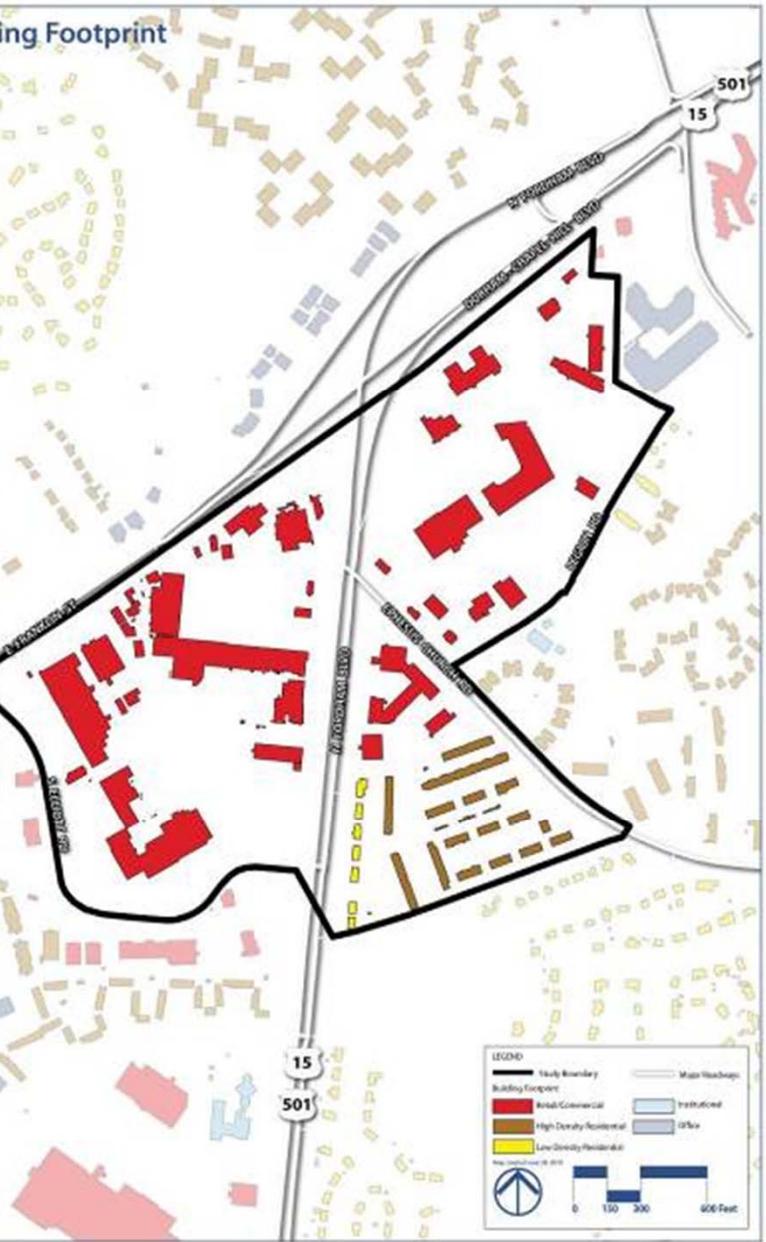
Existing Physical Conditions

Existing Land Use

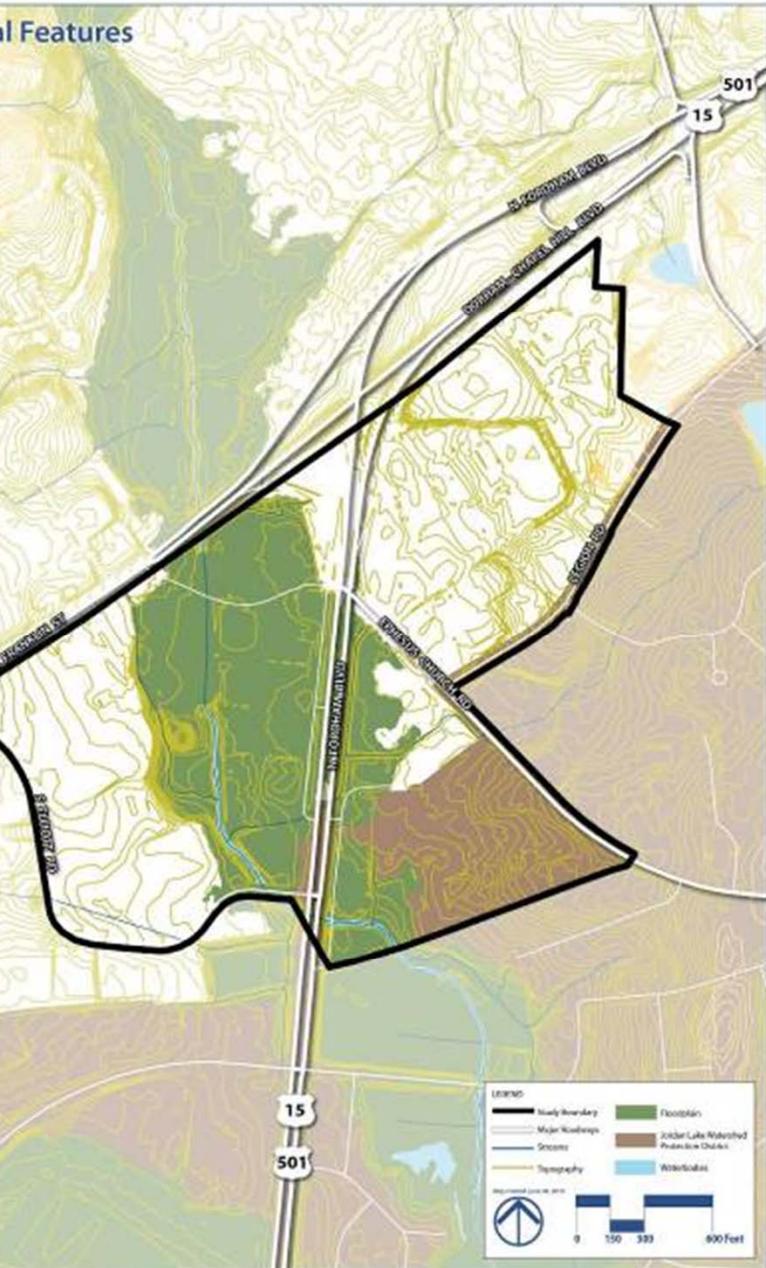


Existing Zoning District





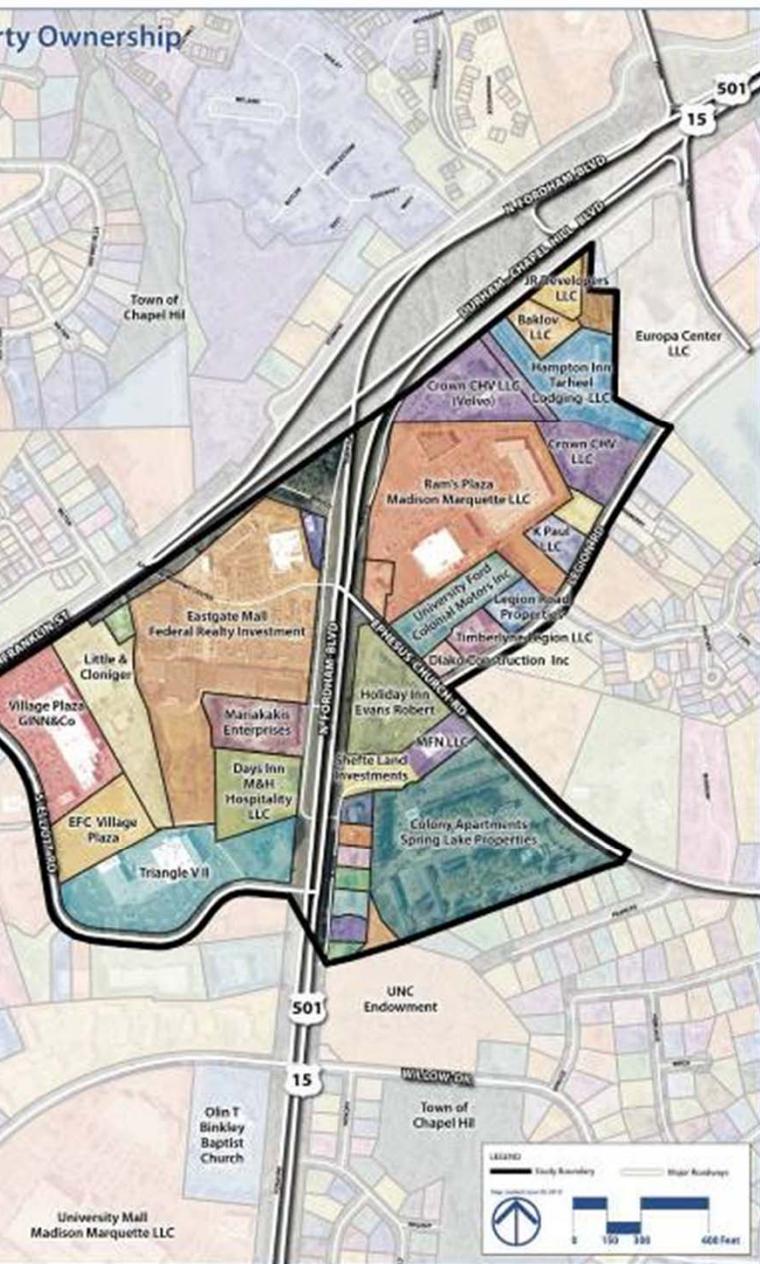
Physical Features



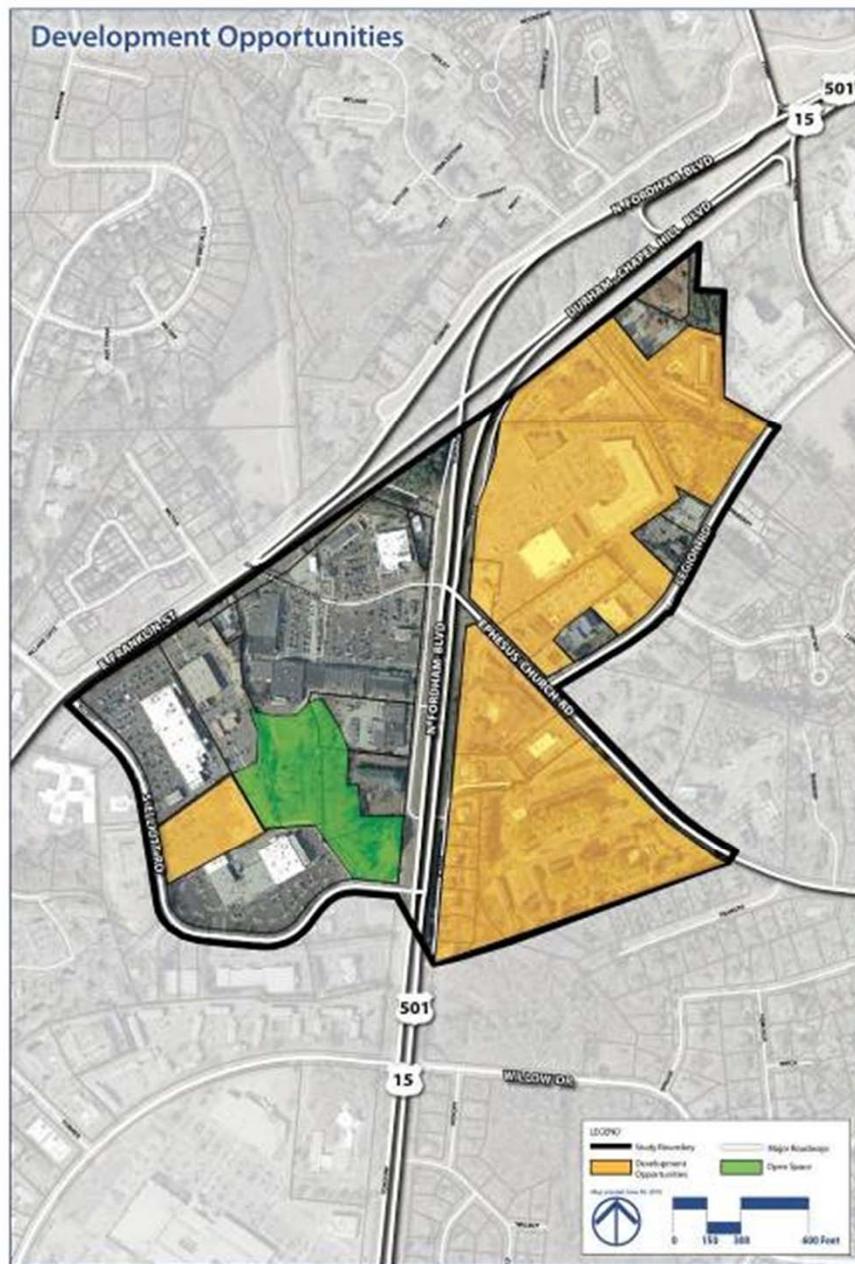
Vegetation



Property Ownership



Development Opportunities





THE EPHESUS – FORDHAM COMPASS RESULTS



Part 1: Commercial and Office Development

Higher Ranked Images



Lower Ranked Images



Part 2: Residential

Higher Ranked Images



Lower Ranked Images



Part 3: Transportation and Circulation

Higher Ranked Images



Lower Ranked Images



Part 4: Parks and Open Spaces

Higher Ranked Images



Lower Ranked Images



Part 5: Identity

Higher Ranked Images



Lower Ranked Images

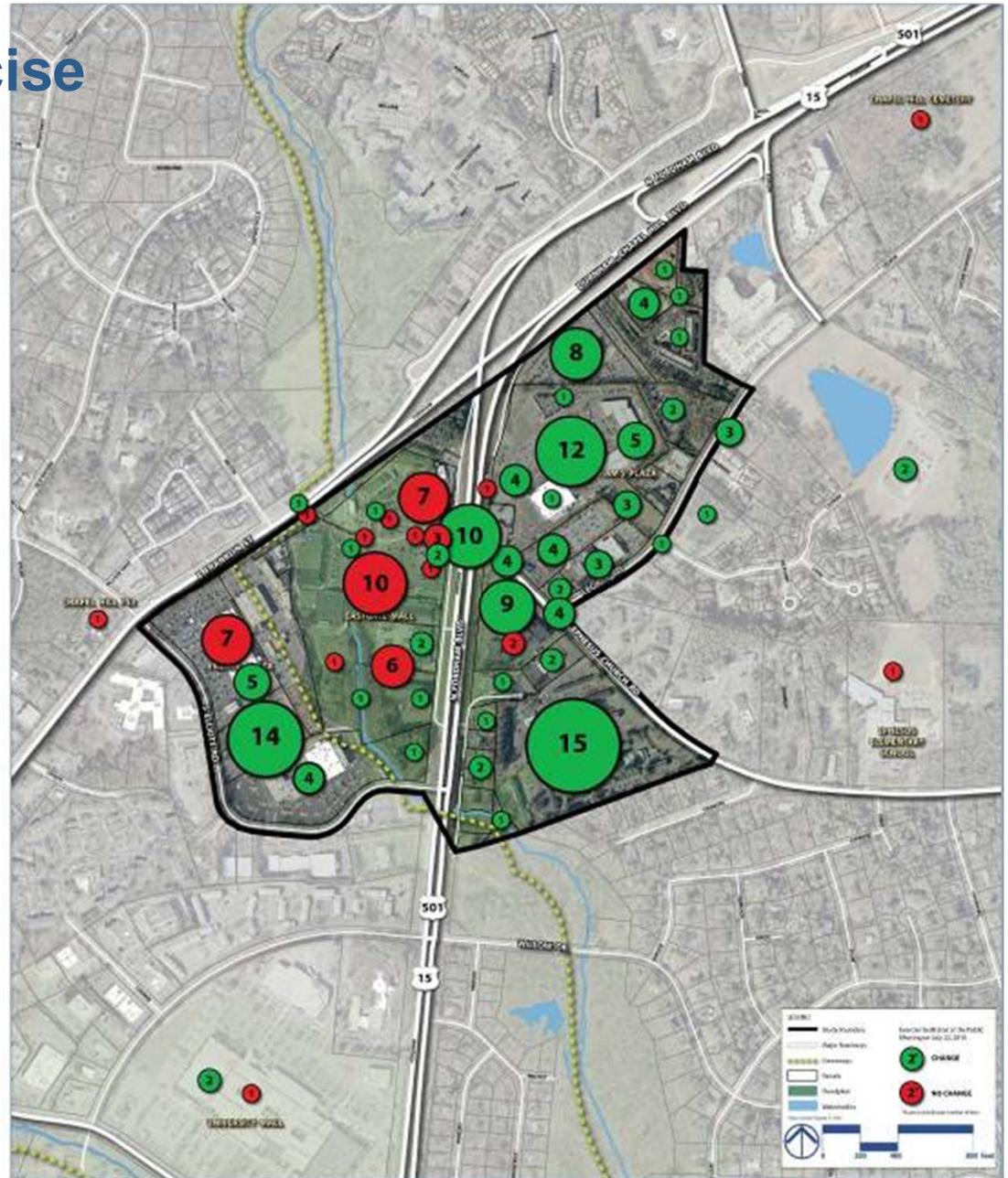


Short-Answer Questions Summary

- Rams Plaza and Volvo dealership should be focus of redevelopment
- 2-3 story density is most appropriate
- Should be a focus on providing trails and green spaces
- Traffic congestion and lack of pedestrian facilities are a major issue
- Traffic signal timing needs coordination
- Overall more connectivity and complete pedestrian facilities are needed
- Parking decks are desired to ease surface parking burden
- Consistent architectural and landscape features are desired
- Highest priority in terms of improving the quality of life within the study area
 - Improve traffic operations/signals/enforcement operations at Fordham-Ephesus Church Rd (4.0)
 - Enhance the area's identity (3.9)
 - Encourage mixed-use development (3.6)
- Biggest obstacle or barrier to implementing improvements in Chapel Hill
 - Excessive development reviews
 - Length and cost of application process



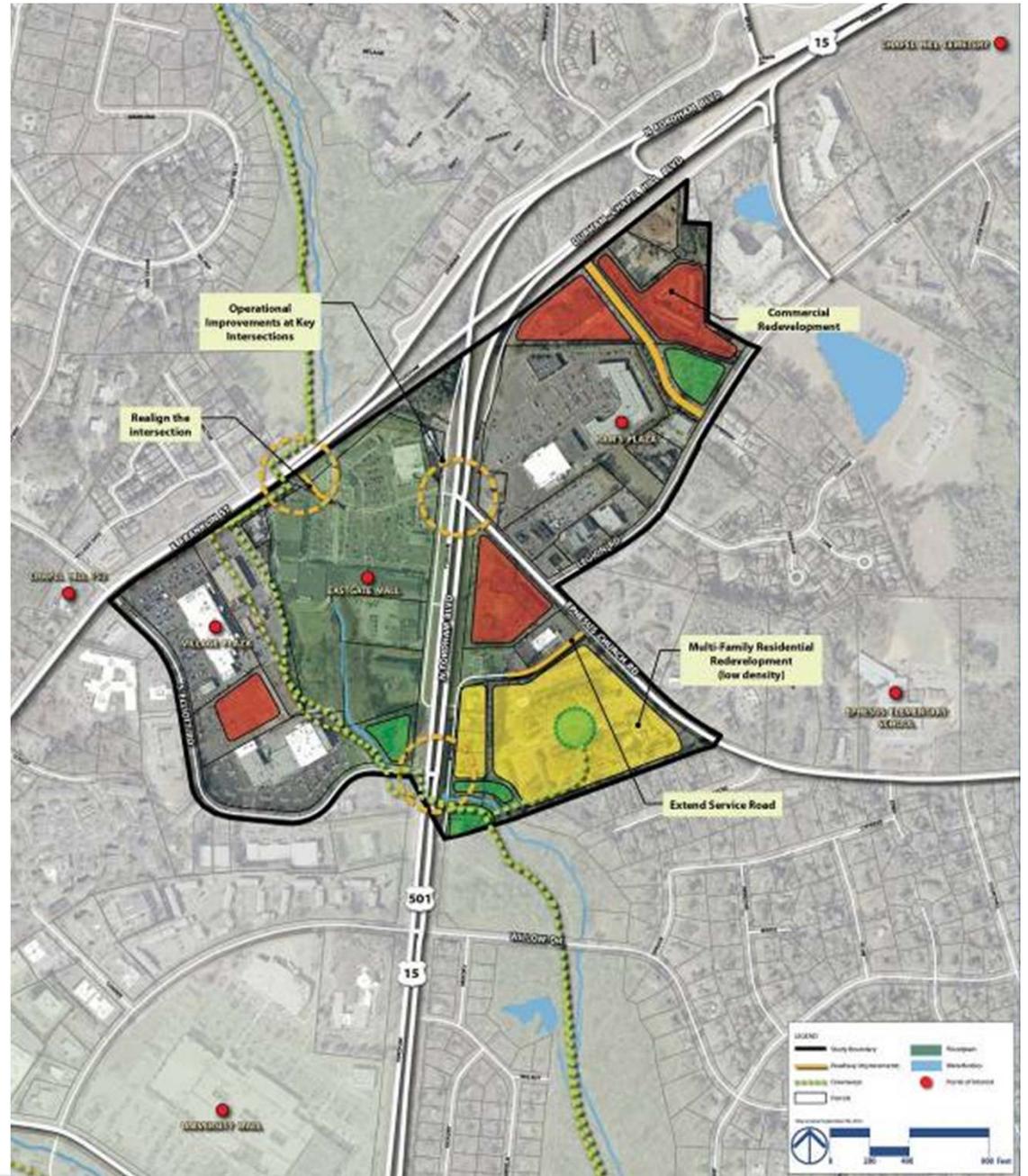
Change-No Change Exercise



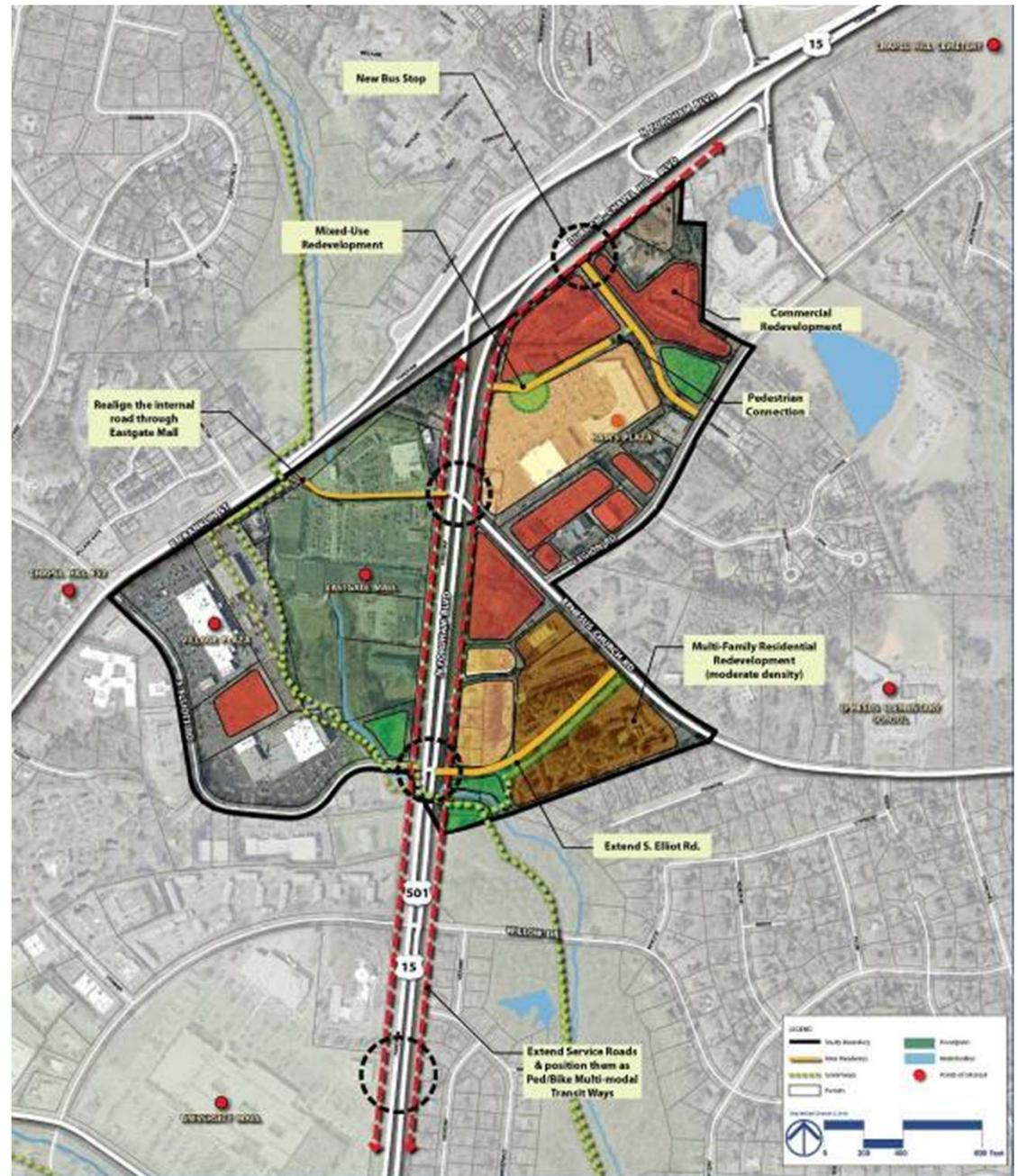
An aerial photograph of a city, likely a university campus, with a sketch overlay at the bottom. The sketch shows a grid of buildings and streets, with trees and green spaces interspersed. The text "Concept Alternatives" is overlaid in the center of the image.

Concept Alternatives

Option A – Operational Improvements



Option B – Street Network Improvements



Option C – Mixed Use Center

