

## **DEVELOPMENT OPTIONS**

### **INTRODUCTION**

Two alternative site plan concepts were prepared for the area surrounding the Friday Center to generate discussion and identify issues critical to long term development. (This more detailed level of planning was not pursued on the Parker Property.) These plans illustrate alternative circulation patterns, open space layouts, building envelopes and parking approaches. Because the fixed guideway transit route through the site (proposed by TTA) was not supported by either University or community representatives, it is not shown in the alternative plans. However, after a preliminary review of the alternatives by the University and Community Advisory Committees, it was suggested that an alternative transit corridor alignment be recommended. Along with other review comments, this suggestion served as the basis for formulating the final plan for the Friday Center area.

### **COMMON FEATURES**

The two alternative site plans for the Friday Center area share the following characteristics.

1. All existing and committed buildings remain (approximately 370,000 gross square feet).
2. No land acquisition is proposed; however, 11 acres on the west side of the development area, made available through the redesign of the golf course, are included in the alternative site plans.
3. The proposed location of the WUNC radio station and tower, and the required clearance zone for the tower, are treated as givens. The footprint of the proposed Principal's Executive Program building is treated as a given (although alternative locations are proposed).
4. The area occupied by the municipal park-and-ride lot is treated as a future development site.
5. A parking ratio of 3.5 spaces/1,000 is used to balance parking demand and supply.
6. Generic building envelopes are used that could accommodate a variety of uses, depending on future needs.
7. New development is concentrated in the northern half of the site with large building envelopes located in the area immediately adjacent to the Friday Center and smaller building envelopes located along the edge of the golf course where sites have already been committed to the Principal's Executive Program and WUNC radio station.

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8. Multiple site access points help to distribute traffic rather than concentrating it at a single entrance.
9. The existing site entrance from Raleigh Road, and the alignment of Friday Center Drive to the UNC Hospitals Administration Building and the Cone Kenfield Tennis Center, are shown as they exist today. A significant open space setback from Raleigh Road is maintained at Friday Center Drive, the site's primary point of access.
10. Open space corridors are shown along Friday Center Drive, the drainage corridor which crosses the center of the site and along the wooded slopes on the southern edge of the development zone.
11. The relocation of the recreation fields to the area south of the development zone is shown as proposed by the University (independent of this study).

### ALTERNATIVES COMPARISON

The different characteristics of the two alternative plans, and their relative strengths and weaknesses, are summarized below.

#### Alternative A: Surface Parking

**Description.** This alternative illustrates the addition of approximately 362,000 gross square feet of building space to the Friday Center area. The majority of this new development is concentrated in the northern portion of the site, to the north of the Friday Center. Future development capacity in Alternative A is limited by the area available to provide adequate parking to support new development; all of the parking in this alternative is provided in surface lots.

Two new access points are illustrated in Alternative A. Secondary access is provided from Raleigh Road to the west of Friday Center Drive through the Meadowmont property. (This entrance to Meadowmont, and the development of the east-west roadway segment located on the northern edge of the Mason Farm property, have already been agreed to by the University and the developer.) This new access drive connects to a north-south alignment along the western edge of the Friday Center complex. A tertiary access point is provided from Barbee Chapel Road, to the east, through the Meadowmont property. (Again, this access road through the Meadowmont property has been included in the developer's approved plan.) As a result, new access and egress to the site are concentrated in the northern portion of the site where the development concentration is greatest. Finally, in the southern portion of the site, roadway access is shown to the proposed recreation fields to the south of the UNC Hospitals Administration Building and the Cone Kenfield Tennis Center.

A clearly defined open space system defines the structure of the development zone surrounding the Friday Center. A large central mall forms the focus of this area and three east-west open space corridors create a grid on which building envelopes are organized. These east-west open space corridors extend uninterrupted to the edge of the golf course.

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Much of the existing park-and-ride lot in the southern half of the site is retained as parking, although two new building envelopes are indicated in this area. Future development is also indicated on the far eastern edge of the site with access provided only from Barbee Chapel Road.

**Strengths and Weaknesses.** Alternative A presents the following strengths and weaknesses in comparison to Alternative B.

- A clearly defined open space structure provides clear organization and a high degree of amenity for new development in the northern half of the site; east-west open space corridors help to tie new development to the golf course.
- Surface parking limits the overall development capacity of the site.
- Surface parking is located in the foreground along the primary entrance road (Friday Center Drive) and the proposed parallel drive located to the west of the Friday Center.
- New access points/drives are concentrated in the northern portion of the site where the development concentration is greatest.

**Alternative B: Deck Parking**

**Description.** Alternative B illustrates the addition of approximately 749,000 gross square feet of building space. In this alternative, the distribution of this future development is more evenly balanced between the northern and southern portions of the site. The use of deck parking to provide 63% of the required spaces (2,200 deck parking spaces in addition to surface lots) allows the development capacity of the site to be maximized in this alternative. One deck is located in the northern portion of the site, to the northwest of the Friday Center; a second deck is located on the existing municipal park-and-ride lot.

Again, a new access point from Raleigh Road is illustrated to the west of Friday Center Drive. In this alternative, however, the new western access is provided from Finley Golf Course Road along an east-west connector located on University property. In addition, a tertiary access point from Barbee Chapel Road is provided to the southern portion of the site, connecting to Friday Center Drive. As a result, through access is possible from Barbee Chapel Road to Raleigh Road and the Meadowmont property is not involved in making either access point possible.

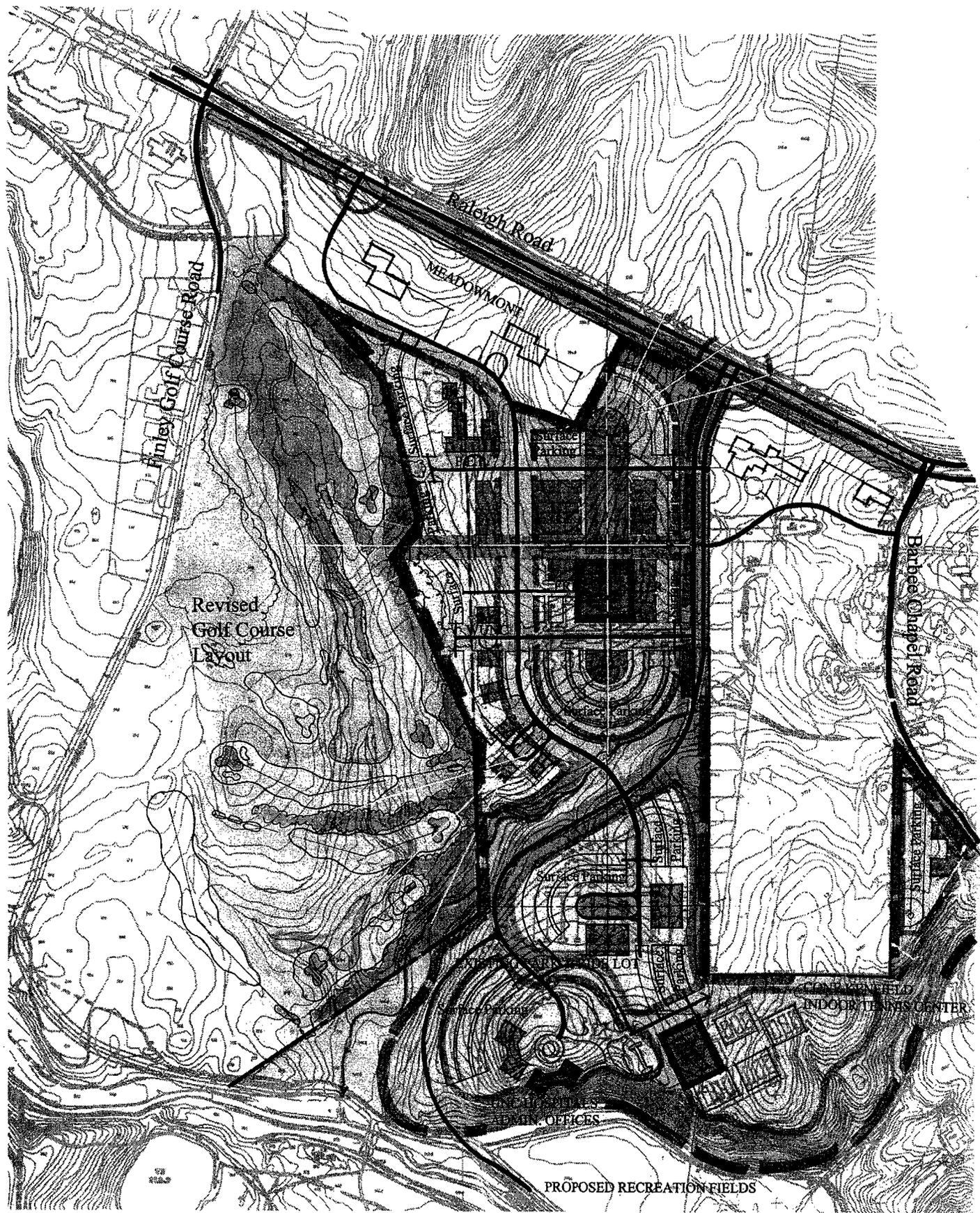
Although an open space quadrangle and two east-west open space corridors are provided in the northern portion of the site, the open space structure does not provide a clearly articulated framework for organizing new development.

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**Strengths and Weaknesses.** Alternative B offers the following strengths and weaknesses:

- Development capacity is maximized through the use of deck parking.
- The number of deck parking spaces shown (2,200) may not be financially feasible.
- Development density is spread more evenly across the site, rather than being concentrated to the north.
- Connecting the Friday Center area (and Friday Center Drive) to Finley Golf Course Road could encourage "cut through" traffic from the west (from the 15-501 Bypass via Mason Farm Road).



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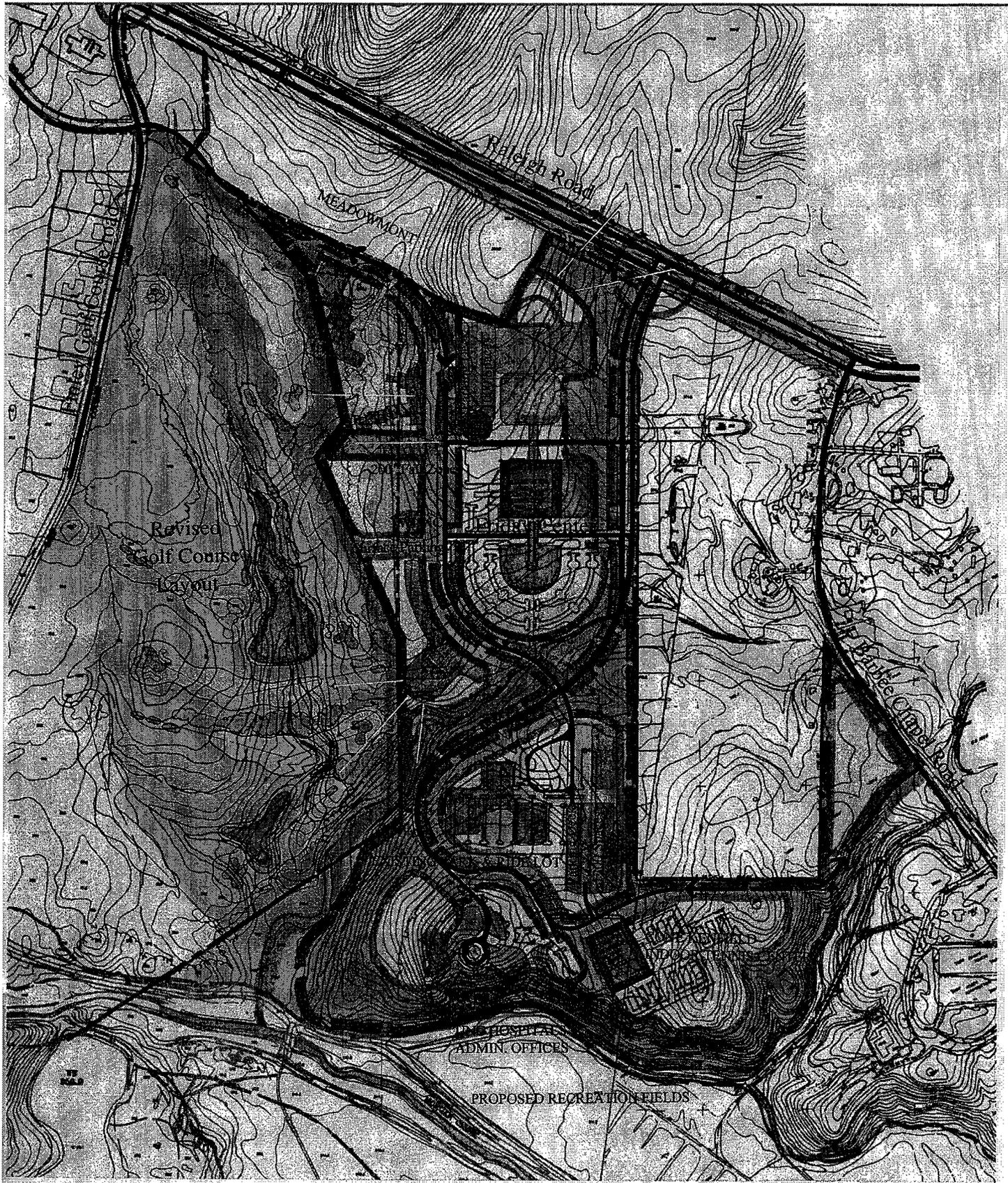
Outlying Properties Land Use Plans  
September 1, 1998

ALTERNATIVE A



Mason Farm Property  
Figure 4-4

JJR/PB

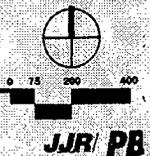


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ALTERNATIVE B

Mason Farm Property  
Figure 4-5



### **RECOMMENDED PLAN**

After review by the University and Community Advisory Committees, non-University housing was approved as the recommended primary land use for the 55 developable acres on the Parker Property; disposition (or sale) of the property to a private developer is assumed (see Figure 4-2). The committees' review of the plan alternatives for Mason Farm's Friday Center area resulted in the following conclusions which became the basis for preparing a recommended site plan framework.

- A fixed guideway transit alignment should be shown on the northern edge of the Mason Farm property, entering the site from the proposed Meadowmont development at Friday Center Drive and extending west, parallel to Raleigh Road. A transit stop should be located on the northern edge of the Mason Farm property.
- Future development should be clustered in the northern portion of the site to concentrate as much density as possible within walking distance of a proposed transit stop.
- The University should seek a cooperative planning relationship with Meadowmont's developers to ensure that future land use and development planning is coordinated to provide as much support as possible for transit service in the recommended alignment.
- As much parking as possible should be provided in a surface parking format. Deck parking should be provided close to the proposed transit stop on the Mason Farm site.
- The municipal park-and-ride lot should be retained.

### **FRIDAY CENTER AREA DEVELOPMENT PATTERNS**

#### **Site Layout and Open Space**

As illustrated in Figure 4-2, future building envelopes will be clustered north of the Friday Center, near the fixed guideway transit corridor alignment endorsed by the University and Community Advisory Committees. Building envelopes, open spaces and road corridors are oriented in an east-west direction to maximize views to the golf course. No new building development is recommended along this portion of the golf course edge, although the WUNC radio station and Principal's Executive Program are located on the golf course to the south.

Future development is set back a substantial distance from Raleigh Road and Friday Center Drive to maintain a dominant open space image at this main entrance; no new parking is located in this area. An open space mall is also provided within the Friday Center development cluster to create a strong organizing focus and high level of amenity. Wooded slopes and drainage courses have also been preserved as open space.

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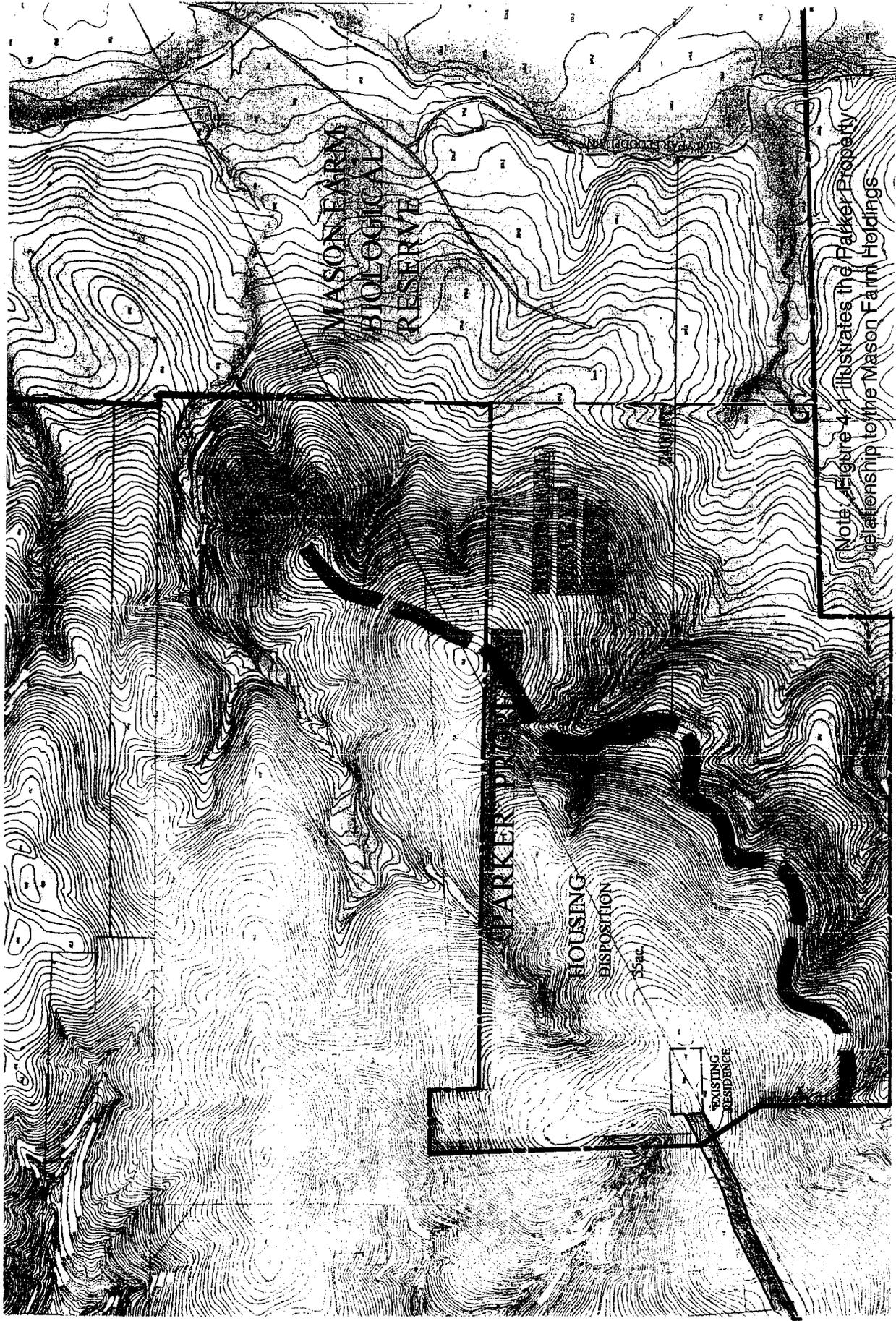
Only minimal infill development is proposed on the remainder of the site, with a building envelope indicated on Barbee Chapel Road.

**Density**

The recommended plan illustrates generic building envelopes that could accommodate a range of uses, depending on future need. Table \_\_\_ summarizes the density of development represented by the recommended plan, including approximately 370,000 gross square feet of existing building development and 337,000 gross square feet of new building development (for a total development of approximately 707,000 GSF).

**Table 4-1  
Development Summary**

<b>FRIDAY CENTER AREA: 128 Acres</b>	
Mixed Use including academic, office and open space	
1.	Existing municipal park and ride lot: approximately 354 parking spaces
2.	Existing University buildings and parking: Includes committed future buildings approximately 1,238 parking spaces approximately 370,000 gsf approximately 3.3 parking spaces/1,000 gsf
3.	Proposed future University buildings and parking: approximately 1,190 parking spaces (assumes 1,100 deck spaces) approximately 337,000 gsf approximately 3.5 parking spaces/1,000 gsf
4.	<b>TOTAL UNIVERSITY DEVELOPMENT</b> approximately 2,428 parking spaces approximately 707,000 gsf approximately .34 parking spaces/1,000 gsf
<b>PARKER PROPERTY: 56 Developable Acres</b>	
Housing	



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**FIGURE 4**  
**PARKER PROPERTY**

Mason Farm Property  
Figure 4-6

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### **Parking**

At final build out, parking will be accommodated in a combination of surface lots and decks. Until development reaches a level at which deck parking is required, it is anticipated that all parking will be located in surface lots. The future parking deck is located on the northern edge of the site adjacent to the recommended transit alignment. This will maximize its potential to serve as a convenient park-and-ride facility for transit users traveling to Central Campus.

It is estimated that 1,190 additional parking spaces can be added to the 1,238 existing spaces to provide 2,428 total parking spaces at full build out. When all building (707,000 GSF) and parking capacity is used, the parking ratio will be approximately 3.4 spaces/1,000 GSF.

At the request of the Community Advisory Committees, the existing park-and-ride lot will remain in its current location and has been excluded from parking calculations.

### **ACCESS**

**Vehicular Circulation.** Friday Center Drive continues to serve as the site's primary point of vehicular access from Raleigh Road. In an attempt to maximize secondary access, the recommended plan incorporates all of the additional access points presented in the alternatives, including two new entries from Raleigh Road (one via Finley Golf Course Road and the other through the Meadowmont property) and two new entries from Barbee Chapel Road (one through the Meadowmont property to the northern half of the site and the other farther south through University-owned property). It should be noted that a modified intersection at Finley Golf Course Road is shown to discourage cut-through traffic and that the new road along the northern edge of the Mason Farm property has been realigned to link directly to Friday Center Drive.

In the northern portion of the site, new internal roadways are oriented in an east/west direction north and south of the Friday Center. These roadways originate at Friday Center Drive and connect to form a loop on the western edge of the site. This western loop could be extended north to link to the new road paralleling the edge of the Mason Farm property and Raleigh Road.

**Transit.** As a result of comments received during the alternatives review, the University and the consultant team initiated a study of alternative alignments for a transit line through Mason Farm to connect to Central Campus and to a proposed regional fixed guideway alignment through the Meadowmont development north of Raleigh Road. At an interim meeting with the University, three alternative transit alignments through Mason Farm were reviewed and the alignment shown on the recommended plan was selected.

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This recommended alignment runs along the northern edge of the Mason Farm property, continuing west parallel to Raleigh Road. This alignment will allow a transit stop to be located where it can serve both the commercial/retail portion of the Meadowmont development and the most intensely developed portion of the Mason Farm site. A stop located directly north of the Friday Center would be within walking distance of most activities on the site, and could also function as a transfer point for transit service to the east (e.g., the Research Park or Raleigh, via NC 54/I-40).

**Trip Reduction Strategies.** Although the amount of new development proposed at Mason Farm is relatively minor compared to the potential build out of the Horace Williams property, many of the same trip reduction strategies can be applied to minimize the extent to which new University development contributes to congestion on the roadways surrounding Mason Farm. Convenient bicycle and pedestrian access to the Central Campus can be provided through off-site improvements, and more frequent shuttle bus service can connect the two campuses (as currently serving the park-and-ride lot). Ridesharing programs and parking restrictions can also be implemented to reduce the number of cars (especially single-occupant vehicles) coming to Mason Farm.

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**CONCLUSION**

The proposed framework plan for the Mason Farm property represents opportunities for the University to expand development in the area north of the Friday Center while preserving existing land uses and sensitive natural areas on the majority of the property. The framework plan will assist the University in making best use of the remaining developable area surrounding the Friday Center and in selecting the best potential building envelopes for specific uses and programs as they are identified. It will also support the future development of improved transit service to the site by concentrating development in the area best suited as a transit stop location. Because only limited development potential remains, future development must be carefully coordinated to ensure that future opportunities are used to advantage. It should also be noted that, as build out on this portion of the Mason Farm property is approached, pressures to locate new development on the Horace Williams Property will increase.

The recommended land use plan for the Parker Property identifies a substantial area to be preserved as a buffer for the Biological Reserve, while designating that portion of the site which is suitable for development for future residential use to complement the surrounding context. The University maintains the option of pursuing housing development on the site or disposing of the site, as needed.