




OPTION	Operational Improvements	New Streets	Transit Improvements	Conceptual Development	Level of Public Investment
A 	<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>
B 	<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>
C 	<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>



Development Frameworks Comparison

Ephesus Church Road/Fordham Boulevard Small Area Planning/Traffic Analysis
Town of Chapel Hill, North Carolina



Kimley-Horn and Associates, Inc.