Ephesus Church/Fordham Boulevard: A Chapel Hill Renewal

Franklin Street
Legion Road
Ephesus Church Road
Elliott Road
Fordham Boulevard
renewal

connections

choices

community
Ephesus Church/Fordham Boulevard Planning Area Boundaries
Conversations about renewing the area began in 2006 after a concept plan review for Rams Plaza.

**Current Conditions**

**Illustration from the Ephesus Church/Fordham Boulevard Small Area Plan**
Town Council adopted the Ephesus Church/ Fordham Boulevard Small Area Plan in June of 2011.
Implementation of the Small Area Plan began in 2011.
Chapel Hill 2020 comprehensive plan reiterated the importance of the Ephesus Church/Fordham Boulevard Small Area Plan.
Community discussions about rezoning began in 2012.

Public Information Meetings

Planning Board Discussions

Town Council Public Hearing
Ephesus Church/Fordham Boulevard has the elements of a valuable commercial area.

- High Quality Retailers
- Major Intersections
- Reinvestment Interest
- Desirable Market
The area’s challenges...

Traffic

Gaps

Underperforming

Flooding
...are opportunities for renewal.
With improvements in place, renewal is possible in the Ephesus Church/Fordham Boulevard area.

- New Residential, Retail, & Office Opportunities
- Streetscape Improvements
- New Pedestrian Infrastructure
- Traffic/Transit Improvements
- New Bicycle Infrastructure
- New Green Spaces
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Proposed Zoning

- Rezoning the area
- Improvements
- Financing public improvements
Adoption of new zoning regulations would create the new zoning districts as part of the process of renewal.
Proposed Rezonings

**North**

- **WR-3** (Walkable Residential-3)
- **WR-7** (Walkable Residential-7)
- **WX-5** (Walkable Mixed Use-5)
- **WX-7** (Walkable Mixed Use-7)

- Park Apartments
- Europa Center
- Whole Foods
- Village Plaza
- Rams Plaza
- Future Affordable Housing and Fire Station Site
- Eastgate

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Proposed Rezoning: Walkable Mixed Use-7

- Mixed-use
- Maximum height of 7 stories (90 ft)
Proposed Rezoning: Walkable Mixed Use-5

- Mixed-use
- Maximum height of 5 stories (60 ft)
Proposed Rezoning: Walkable Residential-7

- Multifamily residential
- Maximum height of 7 stories (90 ft)
Proposed Rezoning: Walkable Residential-3

- Multifamily residential
- Maximum height of 3 stories (45 ft)
Economic Development

Rezoning the area → Improvements → Financing public improvements
Economic Development Benefits

- Office: 368,000 +/-
- Residential Units: 1,084 +/-
- Hotel: 280,000+/-
- Retail: 258,000 +/-
Affordable Housing
Affordable Housing: DHIC Conceptual Site Plan

- Fordham Boulevard
- Chapel Hill Memorial Cemetery
- Legion Road

NCD Zoning Overlay Public Information Meeting
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Rezoning the area → Improvements → Financing public improvements

Transportation
Traffic improvements have been designed on the basis of the Ephesus Church/ Fordham Boulevard traffic study.
$8.8 Million in transportation improvements are expected to take place over 6 phases.
Rezoning the area → Improvements → Financing public improvements

Stormwater
Stormwater: Self Supported District

- $1.2M for stormwater
- Capital
- Maintenance
- Future Capital Funds

- Provide higher environmental standard for redevelopment than is currently required elsewhere in Town
  - Technical standards and results are known up front
  - Stormwater retrofits on sites that would not currently be required to provide stormwater treatment
  - Will incentivize stormwater LID (low impact development) to help address the requirements
  - Will assist Town with meeting Jordan Existing Development retrofit requirements if/when fully implemented

- Establish a stormwater municipal service district that will provide services specifically within the Ephesus Church–Fordham District
Financing

1. Rezoning the area
2. Improvements
3. Financing public improvements
Redevelopment will enable the Town to self-finance public improvements.
Limited options exist for financing the $10 million in public improvements needed to make redevelopment viable.
The need to finance the Town Hall project creates an opportunity to coordinate financing with area’s public improvements.
The Town Hall project can use installment financing with the Town Hall property serving as collateral.
The value of the Town Hall property will provide sufficient collateral to expand the installment financing to include most of the cost of the area’s public improvements.
Financing Plan

Source of Funds

- $10.0 Million
  Installment Financing
  Synthetic TIF (May 2014)

- $1.7 Million
  Two Thirds Bonds
  (July 2014)

Use of Funds

- Town Hall Renovation
  $0.9 Million

- Priority CIP Projects
  $0.8 Million

- Ephesus Church/
  Fordham Improvements
  $10.0 Million

NCD Zoning Overlay Public Information Meeting
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Welcome to the Southern Part of Heaven!

Visiting Mayors and Innovation Project Participants, we hope you enjoy your stay.

During your visit, you will hear from our Mayor, Town Council members, and Town staff about Chapel Hill's planning processes and also about its sustainability and community participation efforts. In the interest of providing you a full account of our Town government's recent performance in these areas, we share our perspective with you on some of the ways Chapel Hill's planning efforts have fallen short of expectations, as well as short of our Town's proud tradition of responsive and transparent governance.

Our Town can do much better.

We see these planning elements as essential to a sustainable Chapel Hill:

- **Expert guidance.** The Mayor and Town Council approved a form-based code that did not follow recommendations concerning community participation, green space, and building height and density in the Form-Based Code Guide that was prepared with a grant from the Mayors Innovation Project.

- **Prudent fiscal management.** The Town has not yet developed an adequate process to analyze the Town's costs and benefits for new development proposals, despite repeated requests and promises to do so.

- **Affordable housing.** The Mayor and Town Council approved significant increases in allowable height and density for property owners and developers without providing any incentives or requirements for affordable housing.

- **Watershed planning.** The Mayor and Town Council approved zoning for a change in development intensity in areas that flood regularly, but did so without requiring any specific flood mitigation plans.

- **Transportation planning.** Despite approving several significant development proposals, the Town has not conducted a comprehensive study of the various development projects' cumulative traffic impacts on our major transportation arteries.

- **Community input.** The Mayor and Town Council have repeatedly failed to follow recommendations of the Town's Planning Board and Council-appointed citizen committees in the Northern Chapel Hill, Central West, Ephesus-Fordham and Obey Creek planning processes, including critical recommendations contained in Small Area Plans that were previously approved by Town Council.

We therefore encourage our visitors to help our Mayor, Town Council members and Town staff learn from other communities on how to plan for economic growth while maintaining our community's character and commitment to sustainability. We ask that the Mayor, Town Council members and Town staff consider adopting these actions.

- ✓ Follow the recommendations of Town appointed advisory boards and expert consultants.
- ✓ Conduct complete and accurate fiscal impact analyses to ensure that the Town makes optimal use of its limited land and economic resources.
- ✓ Utilize development and growth as a tool for generating inclusive affordable housing.
- ✓ Plan comprehensively to reduce flooding risks and improve water quality.
- ✓ Conduct a comprehensive study of cumulative traffic impacts on major arteries from all developments (including Obey Creek, Central West, Glen Lennox, and Ephesus-Fordham).
- ✓ Consider and address all well thought-out recommendations from Town residents and stakeholders.

Chapel Hill has a special character and a proud civic history.

We can and must do better in Chapel Hill!

Paid for by Concerned Citizens of Chapel Hill