

**Principles and Priorities for Use of Parking Lots 2 and 5**  
**Town of Chapel Hill, North Carolina**  
**(2/24/03)**

*These Principles and Priorities are intended to set forth broad parameters for any future development of Parking Lots 2 and 5 in downtown Chapel Hill. This document provides general policy direction that is both specific and flexible to guide a process of soliciting creative development proposals for the sites.*

*The Principles and Priorities build on ideas discussed by the Council at a June 10, 2002 Work Session, and concepts developed further by the Council Committee on Parking Lots 2 and 5 during the fall 2002. The Town Council adopted these Principles and Priorities on February 24, 2003.*

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**I. Basic Principles (from June 10, 2002 Council Work Session, as revised on February 24, 2003.**

- ***Keep the properties in the Town's ownership, as a basic principle.*** However, in order to achieve the desired development, Council may consider selling some or part of either property.
- ***Consider both properties simultaneously.***
- ***Planning of the lots should include the neighborhoods, Downtown Commission, the Chamber of Commerce, the University of North Carolina, the Sierra Club, and other citizen and business interests.***
- ***The Council does not contemplate having a transit transfer station on Lot 5.*** The Council is open to the idea of a transit transfer center within the downtown area, using public rights-of-way.

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## II. Additional Principles (as developed by the Council Committee and adopted by the Council on February 24, 2003)

### General

- Should be the catalyst for a vibrant downtown into the future.
- Should enhance the bike, pedestrian and public transit orientation of the community.
- Should provide opportunities for members of all segments of the community equally and fairly.
- Phasing of project may be useful to help us learn along the way.
- Aggressively enhance Chapel Hill's image as a unique, forward thinking community which is a "must visit" for individuals from around the world.
- Function as both a destination and a crossroads, creating a unique and significant community focal point.
- Function as a demonstration project for the principles presented in the Chapel Hill Comprehensive plan.
- Broad appeal that is NOT University centered, but Town centered.
- Build on the cultural riches of downtown.
- Complement UNC facilities, but do not expect them to satisfy Town needs.
- Should enhance and increase the synergistic mix of uses in order to create a stronger downtown from an economic, social, and sustainable perspective.
- Create building, infrastructure, and public spaces (both internal and external) that are structurally flexible, and therefore, considerate of unknown future needs.

### Financial Principles

- Consider sale, lease/swap or mix of property (i.e. get more info before determining).
- Development must be revenue positive for the Town.

- Revenue maximization should not be a driving force.

### **Uses**

- Provide a broad mix of uses that might include office, retail, and housing.

### **Housing**

- Project designs should support public transit.
- Diversity of housing is desirable, including housing available for purchase and rental and housing available for various income levels as part of the residential mix.
- At least 15% of the residential units should meet the Town Council's policy of providing affordable housing to families with less than 80% of the area median income by family size, as published periodically by the U.S. Department of Housing and Urban Development. In addition, some of the affordable units provided under this policy should be available to families with less than 50% of the area median income by family size.

### **Retail**

- Need retail that is supportive of residents of project as well as existing near neighborhoods to downtown.
- Priority: Retail – to expand shopping opportunities in the Downtown and expand our sales tax revenue.

### **Public Facilities**

- Priority: Downtown public facilities: i.e., library, park, arts center.
- Provide a community-focused gathering place around which community-building events can be generated.

### **Parking**

- Project needs to provide at least as much public parking as currently in place.
- Investigate underground parking feasibility.

### **Public Space**

- Meaningful public space of whatever size is feasible on Lot 5.

### **Transit**

- The project should be supportive of transit, and consider creative and innovative uses of public rights-of-way.
- Consider providing an inter-modal transit facility downtown in conjunction with this project.

### **Urban Design**

- Design should enhance the Downtown.
  - Connection of Lot 2 in more useful way to the rest of 100 East Franklin and Rosemary blocks, including the Wallace Parking Deck.
  - Design should include attention to “green building” processes and techniques.
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