

MEMORANDUM

To: Alisa Duffey Rogers, AICP
Town of Chapel Hill

From: Kimley-Horn

Date: July 2018

Subject: Strengths, Weaknesses, Opportunities, and Challenges

Introduction

Charting Our Future will help chart the next course for the Town and will include two phases:

- Phase 1 of the project will hone the Future Land Use Map (i.e. the Land Use Plan in Chapel Hill 2020) and will be complete when the Town Council adopts the new map as an amendment to Chapel Hill 2020.
- Phase 2 will rewrite the Town’s Land Use Management Ordinance (LUMO) with the overall goal of improving the town’s land use tools and processes so that they are more predictable, functional, and intentional.

Purpose and Process

This memo provides a high-level overview of each focus area’s strengths, weaknesses, opportunities, and threats based on existing conditions in 2018, market forces that shape the pattern of development trends, and previous planning efforts and recommendations. The intent is to better understand the context and challenges facing future land use decisions in each area. Each area was evaluated based on:

- Land Use and Urban Design
- Transportation and Infrastructure
- Environmental Features or Constraints
- Market Trends

Data came from the Town’s GIS resources, economic databases, currently adopted plans, community input and field observations. The evaluation of each area is summarized in a “key takeaways” introduction followed by a SWOT chart. These evaluations will help inform the creation of the land use alternatives presented to the public for consideration as well as the draft future land use map.





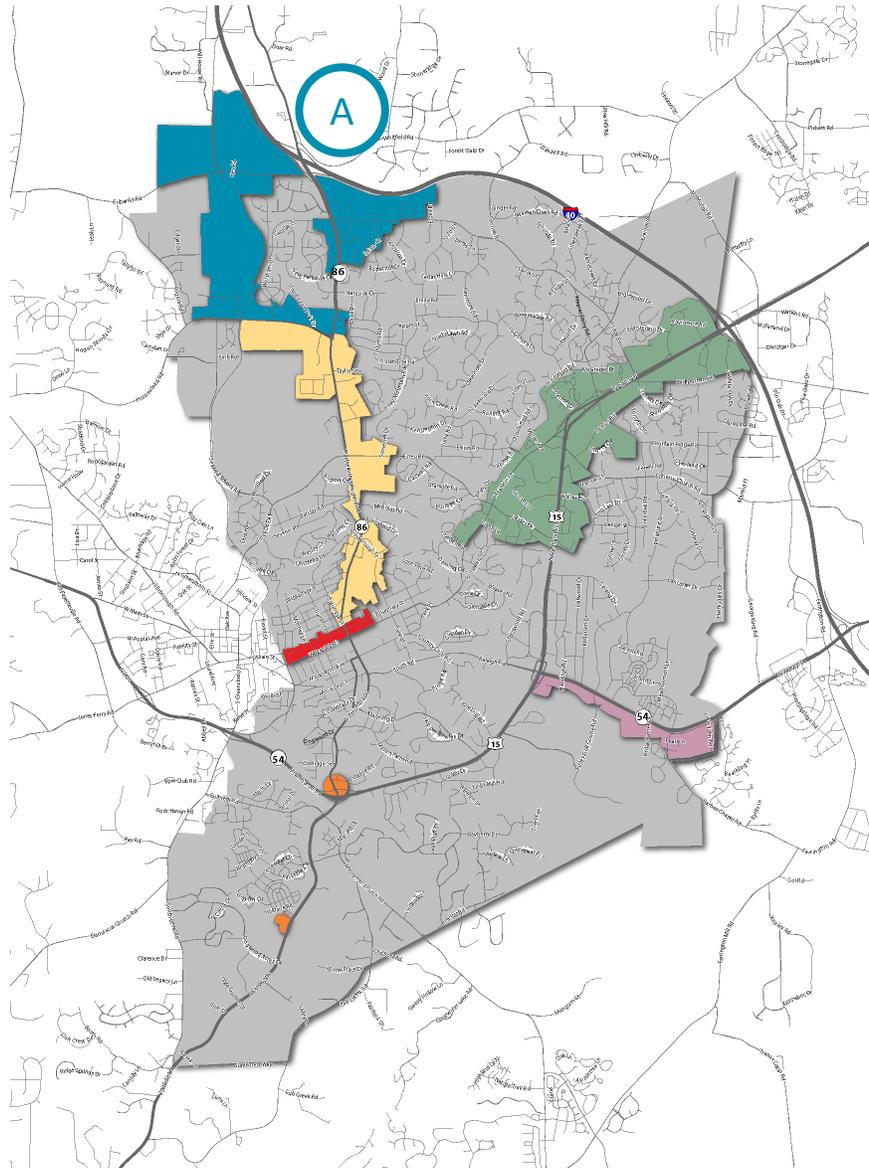
A: North Martin Luther King Jr. Boulevard | 1,027 acres

Summary

Martin Luther King, Jr. Boulevard is a major north-south arterial and a gateway to Chapel Hill from the north. The area has seen strong development interest in recent years, in part due to its proximity to I-40 and availability of undeveloped land. Nearly 30% of the area is currently undeveloped, though planned mixed-use developments (including construction underway on Eubanks Road) and a planned bus rapid transit line will impact the character of this area in the future. Previous planning efforts include the Rogers Road Neighborhood Plan, the Greene Tract agreement, the Northern Area Task Force Report, and various town-wide plans.

Key Takeaways

- Gateway from the north
- Future Bus Rapid Transit corridor
- Available undeveloped land



Land Use and Urban Design

- Low-density development and open space characterizes the western portion of the study area. Commercial and mixed-use development occurs near Weaver Dairy Road. The study area is in close proximity to established single-family neighborhoods.
- Mobile home communities and established neighborhoods near commercial nodes pose a challenge as development interest increases. A sensitive and proactive planning approach is necessary, including strategies to preserve and provide new affordable housing.
- Numerous underutilized parcels throughout the corridor present future opportunities.
- The capped landfill site north of Eubanks Road is currently undeveloped and will have limited use possibilities in the future.
- Urban design along Martin Luther King Jr. Boulevard is inconsistent, and the density, scale, and form of development varies.

Transportation and Infrastructure

- Martin Luther King Jr. Boulevard is a gateway from the north and a major barrier to pedestrians and bicyclists traveling east-west.
- This area will include two future bus rapid transit stops: the current park and ride facility on Eubanks Road and the intersection with Weaver Dairy Road. Another stop at Stateside Drive is just outside the study area boundaries but within the area’s sphere of influence.
- The Chapel Hill Bike Plan identifies the Eubanks Road as “high stress” for bicyclists. Rogers Road is identified as “medium high stress,” and Martin Luther King Jr Boulevard and Weaver Dairy Road are identified as “low stress”.
- East-west connectivity is a challenge. Limited bicycle and pedestrian facilities make traveling difficult, especially for residents west of the corridor who would like to visit the shops on Weaver Dairy Road.
- Annual average daily traffic on Martin Luther King Jr Boulevard in 2017 ranged from 30,000 near I-40 to 24,000 just north of Homestead Road.
- Sewer service expansion to the Rogers Road neighborhood offers new service to long-time residents but requires a proactive approach to planning.
- Miscellaneous sanitary sewer and water line extensions may be necessary to support future growth.
- Upgrade of the Eubanks Waste Water pump station and Force Main may be necessary. (Note: This station currently has excess capacity, however flows may increase to the point that the pump station and force main will need to be upgraded.)

Environmental Features or Constraints

- Duke Energy easements cross through many portions of the study area.
- Floodplain constraints are present along Weaver Dairy Road.

Market Conditions

- Housing values are on par with the Town as a whole, and the housing stock is relatively new (44% built 2000 or later).
- The area saw a slight increase in population (2.4%) between 2013 and 2018.
- Recent residential developments have mostly catered to students and higher wage households, adding to the town’s luxury and high-end housing stock.
- While the North and South Martin Luther King Jr focus areas have continued to add residential development, they have not contributed to growth in tax revenue at the same rate as other focus areas due to the nature of that development.





SWOT

STRENGTHS

- Future premium transit corridor with two major stations
- Park and ride facility
- Highest transit ridership
- Established neighborhoods adjacent to the focus area
- Larger tracts of developable land; Availability of potential development sites in the Rogers Road area

WEAKNESSES

- Lack of east-west connectivity
- Uncertainty of ultimate BRT cross section (short-term weakness)
- Limited re-use potential of former landfill

OPPORTUNITIES

- Future premium transit service (bus rapid transit)
- Planned extension of water/sewer infrastructure
- Enhanced gateway to the Town
- Improvements identified in the Rogers Road Plan and for the Greene Tract
- Connectivity improvements through road extensions and bicycle and pedestrian facilities
- Enhanced connectivity between residential areas west of Martin Luther King Jr Boulevard to shops/restaurants on the east
- Strong market demand for additional retail and services
- Potential for higher density development with mix of uses
- Reuse of the former landfill site

THREATS

- Vulnerability of long-term residents to displacement
- Development pressure on affordable housing inventory





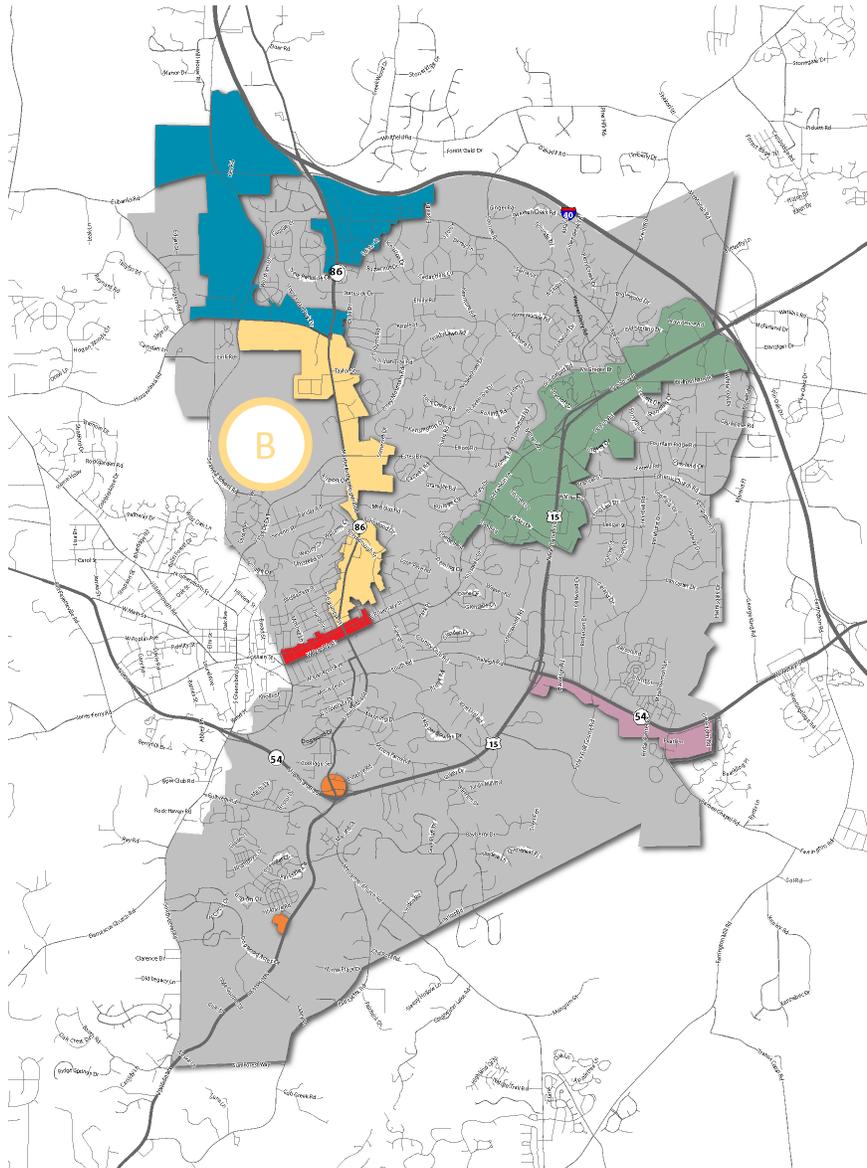
B: South Martin Luther King Jr. Boulevard | 502 acres

Summary

Like the northern focus area, the southern portion of the Martin Luther King Jr. Boulevard serves as a major artery and gateway to Town. Its proximity to downtown is a defining feature. This portion of Martin Luther King Jr. Boulevard also is a barrier to east-west bicycle and pedestrian mobility, and the rising elevation to downtown makes it difficult for some non-motorized users. High-density housing mainly serving students is situated along the corridor, though established single-family neighborhoods surround these developments. Little undeveloped land remains in this area, meaning the majority of change will come in the form of redevelopment. Previous planning efforts include the Central West Small Area Plan, Estes Drive Bicycle & Pedestrian Improvements, and various town-wide plans.

Key Takeaways

- Redevelopment opportunities
- Future BRT corridor
- Established neighborhoods in proximity



Land Use and Urban Design

- A mixture of residential densities occurs along the corridor, mingling with limited mixed-use and commercial uses.
- Limited undeveloped property suggests that most change will come through redevelopment.
- The study area borders Carolina North Forest, which is owned by the University of North Carolina but currently functions as public open space.
- The ultimate cross section for bus rapid transit project (still undecided) will have a major impact on the future design of Martin Luther King Jr. Boulevard.

Transportation and Infrastructure

- Martin Luther King Boulevard is both a future multimodal corridor and a major bicycle and pedestrian barrier for east-west travel.
- Future location of four bus rapid transit stops: Northfield Drive, Piney Mountain Drive, Estes Drive, and Hillsborough Street.
- The Chapel Hill Bike Plan identifies Martin Luther King Jr Boulevard south of Homestead Road as “high stress” for bicyclists. The plan also uses this segment to illustrate the difficult terrain that exists for bicyclists in the Town.
- Annual average daily traffic on Martin Luther King Jr Boulevard in 2017 ranged from 29,000 just north of Estes Drive, 20,000 just south of Estes Drive, and 19,000 near Chapel Hill Town Hall. The traffic volume on Estes Drive east of Martin Luther King Jr Boulevard was 15,000 in 2017.
- The corridor is often cited as one of the most dangerous in the Town for pedestrians. The Chapel Hill Police Department launched a pedestrian safety campaign earlier in 2018 through the Watch For Me NC campaign to improve safety on Martin Luther King Jr Boulevard.
- Miscellaneous sanitary sewer and water line extensions may be necessary to support future growth.

Environmental Features or Constraints

- Environmental study and remediation effort under way at Chapel Hill police headquarters. The results of this effort will affect a sizeable parcel in the center of the study area.
- Bolin Creek crosses the study area from west to east. The study area includes portions of four watersheds: Middle Bolin Creek, Eastwood Lake, Crow Branch, and Booker Headwaters.

Market Conditions

- Recent residential developments have catered to students and higher wage households.
- The area has a relatively low tax value per acre compared to other study areas.
- Low median home values and low household incomes compared to the town as a whole are observed.
- The area experienced high population growth (17.1%) between 2013 and 2018.
- While the North and South Martin Luther King Jr focus areas have continued to add residential development, they have not contributed to growth in tax revenue at the same rate as other focus areas due to the nature of this development.





SWOT

STRENGTHS

- Community anchors (library, YMCA, schools)
- Gateway to downtown
- Recent planning work as part of the Central West Small Area Plan
- Residential density
- Bolin Creek Trail

WEAKNESSES

- Uncertainty of ultimate BRT cross section (short-term weakness)
- Current low value per acre compared to town
- Terrain along the corridor that makes it difficult for non-motorized transportation

OPPORTUNITIES

- Future premium transit service (bus rapid transit), especially given the number of proposed transit stations within the study area
- Proximity to Carolina North Forest
- Future multimodal corridor
- Potential for mixed-use and walkability due to trails and future transit
- Redevelopment opportunities, including older multifamily developments and the police headquarters
- Lower tax value per acre compared to the city as a whole
- Demand for additional commercial and neighborhood services

THREATS

- Relationship between additional student housing and long-term community residents

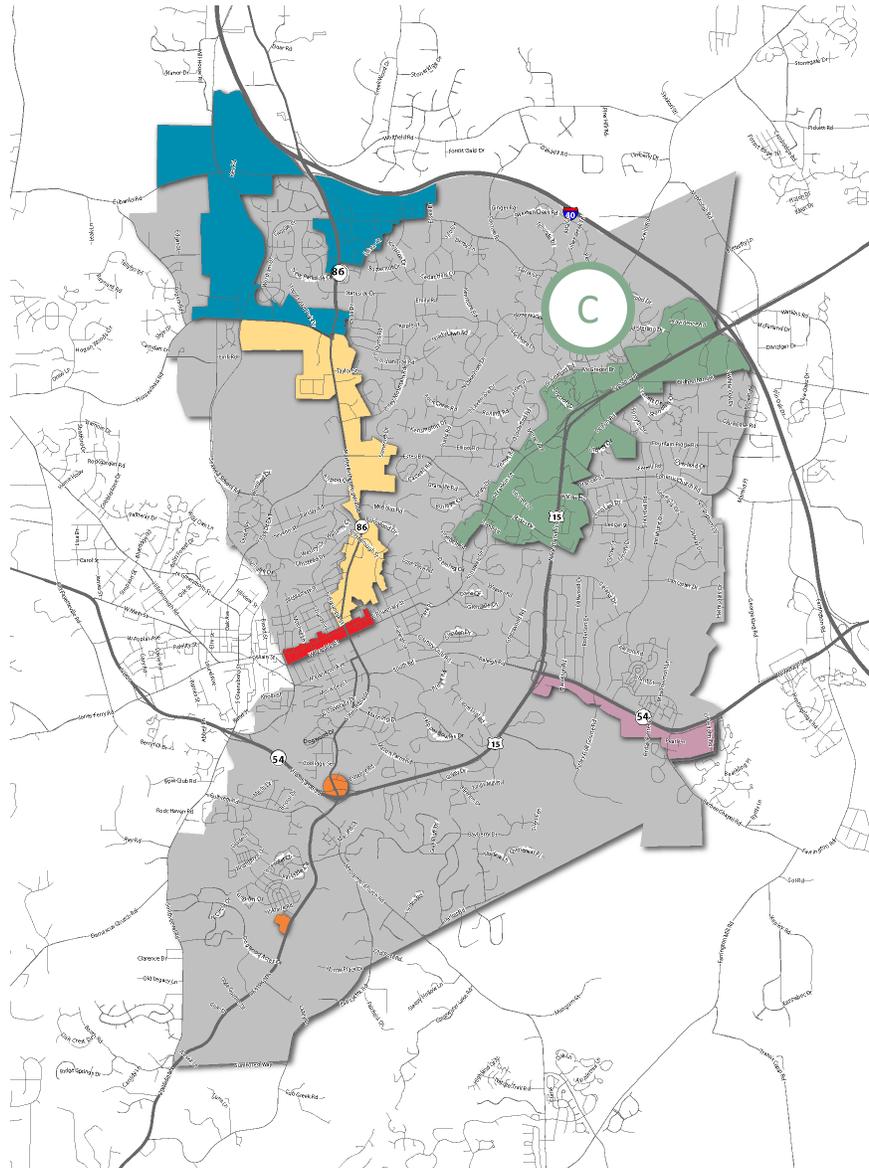




C: North 15-501 Corridor | 1,019 acres

Summary

This area is one of the town's major retail and commercial centers, as well as an important gateway from I-40. High density housing, commercial, and mixed-use developments dominate the corridor, which is surrounded by established single-family neighborhoods. Significant flood and stormwater concerns impact a major portion of this area, creating challenges during adverse weather events. In 2014, Chapel Hill adopted a form based code for the Blue Hill District to establish and maintain a consistent and cohesive design aesthetic. The proposed Durham-Orange Light Rail "Gateway" station is located at the focus area's east end and would influence the form, character, and context of development in that area if the project moves forward. Previous planning efforts include Ephesus Church Road/Fordham Boulevard Small Area Planning and Traffic Analysis, Blue Hill District Design Guidelines, and various town-wide plans.



Key Takeaways

- Gateway from the northeast
- Significant tax value and retail square footage
- Redevelopment and intensification near future light rail station



Land Use and Urban Design

- 15-501 serves as a commercial and mixed-use gateway to Chapel Hill from the east.
- Higher density, multifamily housing is the predominant residential form.
- Very little undeveloped land remaining, so future opportunity likely will come in the form of redevelopment.
- UNC Healthcare is working on redevelopment plans along Eastowne Drive.
- The development pattern is primarily suburban with poor connectivity noted.
- Emerging mixed-use patterns with increased building heights are disrupting suburban forms.
- Includes the Little Ridgefield Neighborhood Conservation District, a Town public housing community, and affordable apartment communities.

Transportation and Infrastructure

- The future Durham-Orange Light Rail “Gateway” station will be located at the east end of the corridor.
- The study area suffers from a lack of block structure and limited bicycle and pedestrian facilities.
- 15-501 is a major barrier for those that want to travel from one side to the other.
- Upcoming improvements related to new Wegman’s development will change travel patterns in this area, potentially impacting some surrounding properties.
- The Chapel Hill Bike Plan identifies several “high stress” segments for bicyclists within this focus area, and most “low stress” segments are limited to portions of parallel streets to 15-501.
- Segments of 15-501 within the study are among the most heavily travelled roads in the Town. Travel volumes in 2017 were approaching 50,000 near Europa Drive.
- Stormwater impacts are tied to new and existing development.
- Miscellaneous sanitary sewer and water line extensions may be necessary to support future growth.

Environmental Features or Constraints

- Significant floodplain impacts and stormwater challenges occur on the west side of the focus area.
- Booker Creek is a significant water feature in the Town and continues to be enhanced. The study area includes portions of four watersheds: Lower Booker Creek, Ephesus, Clark Lake, and Dry Creek.
- The Town recently completed a Subwatershed Study and Plan for the Lower Booker Creek subwatershed and is designing the Elliott Road Flood storage project to assist with flooding near Eastgate.

Market Conditions

- The area has high median income and somewhat higher median home values compared to the Town as a whole.
- The focus area’s housing stock is relatively older (0.5% of homes built 2000 or newer).
- Compared to the Town as a whole, the focus area has a relatively high tax value per acre, likely due to the large retail and commercial presence.
- The area lost population (-4.2%) between 2013 and 2018.
- The focus area is home to the Town’s two major shopping centers (Eastgate and University Place) and accounts for approximately 51% of the town’s commercial space.
- The area generates approximately 8.6% of the town’s total tax production.
- Area has potential for additional retail, office, and housing development. This area also represents an opportunity to address the community’s affordable housing needs.





SWOT

STRENGTHS

- Market demand (residential and non-residential)
- Future Durham-Orange Light Rail “Gateway” station
- Redevelopment interest at Eastowne Office Park
- Existing commercial and mixed-use core
- Wegman’s development

WEAKNESSES

- Lack of block structure and connectivity
- Stormwater and flooding impacts
- Disjointed urban design
- Limited undeveloped land
- 15-501 as barrier to cross

OPPORTUNITIES

- Enhanced gateway from the northeast
- Ongoing and future transportation/access improvements
- Future medical district at Eastowne Drive
- Connections to and leveraging future Gateway Station (especially to the Blue Hill District)
- Enhanced multimodal connections with street design based on land use context
- Increased density, particularly within walking distance to the Gateway Station
- Enhanced mix of uses, including significant office development suitable for corporate headquarters
- Creation of potential “East Franklin Innovation District” bounded by Franklin Street, South Estes Drive, Fordham Boulevard, and Elliot Road
- Reuse of the American Legion Site, consistent with the Guiding Principles and resolution adopted by Town Council
- Conversion of surface parking to active uses

THREATS

- Traffic management
- Flood control
- Growing traffic volumes and congestion

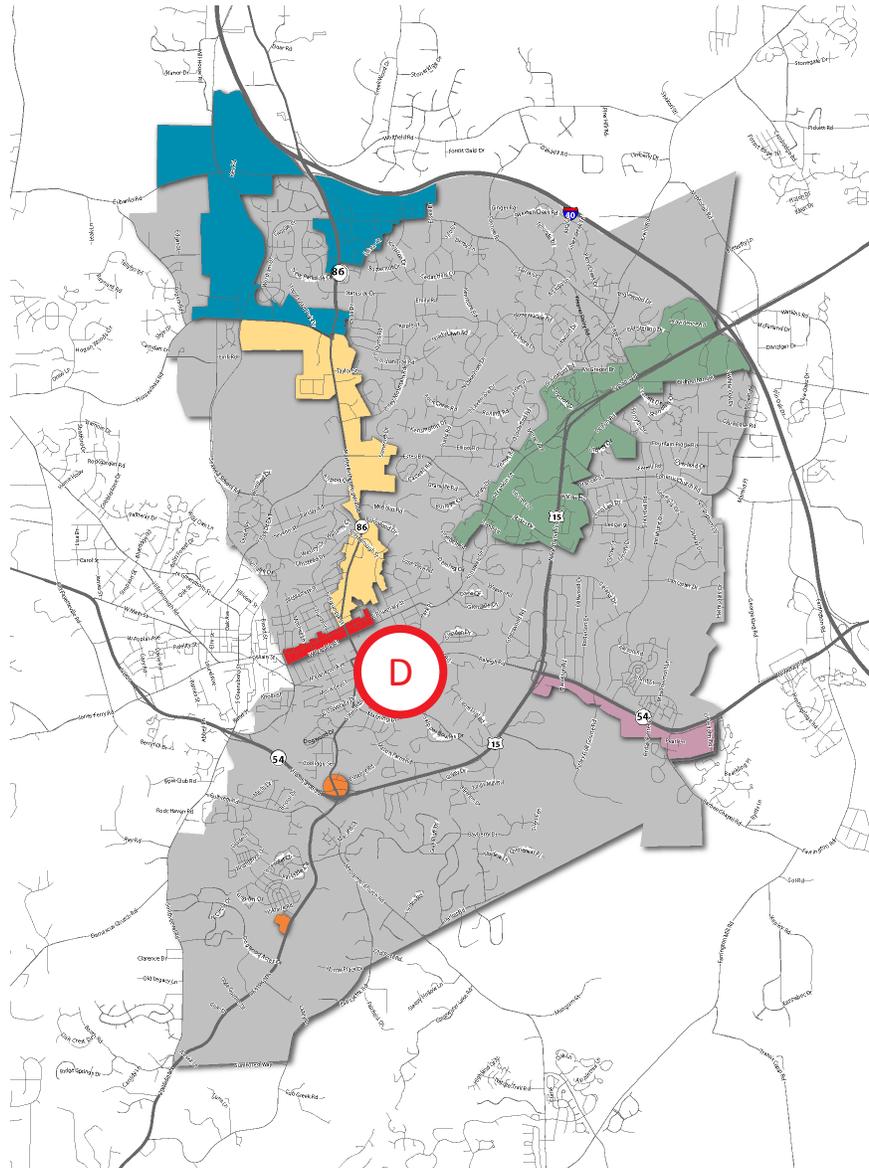




D: Downtown | 15 acres

Summary

The Downtown focus area stretches from the Town boundary with Carrboro in the west to Spring Lane in the east. This focus area covers the traditional core of the Town and is home to a variety of restaurants, offices, and other services typical of a central business district. The area directly borders the Franklin-Rosemary Historic District and University of North Carolina campus, and the student population is a major influence. Though no undeveloped land remains within this area, redevelopment likely will occur over time. Opportunities to enhance the urban design and functionality of Franklin and Rosemary Streets will occur as part of this redevelopment. Proactive planning will be necessary to absorb growth over time while preserving the unique character of downtown and protecting established neighborhoods to the north and east. Numerous previous plans are on the books, including the West Rosemary Development Guide and various town-wide plans.



Key Takeaways

- Many factors are both a strength and weakness, which is typical of urban environments
- Strong interest in a viable downtown though some differing opinions on what that means
- Numerous redevelopment opportunities



Land Use and Urban Design

- This area is the Town’s Central Business District with various retail, restaurants, offices, and services.
- Limited undeveloped land is observed, which is typical of an urban environment. However, redevelopment opportunities, especially at surface parking lots, are prominent. Other redevelopment opportunities will occur at some structured parking facilities and on developed—but underutilized—parcels.
- The area is bordered by medium-density residential, high density residential, the University, and Carrboro.
- The continuity of scale and architectural vocabulary are defining characteristics of the area and the Town as a whole.
- Recent redevelopments have caused a noticeable change in scale between East and West Franklin Streets, from small-scale commercial buildings to multistory mixed-use.
- While changes may provide opportunities to improve the look, feel, and cohesiveness of the design throughout Downtown, these changes will be closely examined by residents, stakeholders, and other interested parties.

Transportation and Infrastructure

- The Town’s planned bus rapid transit route includes a station at East Franklin Street and North Columbia Street.
- Sidewalks are present throughout the area, and this is likely the most walkable and connected area of town with a high presence of students and residents throughout the year.
- The Chapel Hill Bike Plan identifies Rosemary and Franklin Streets as “high stress” for bicyclists, however recent improvements have improved the bikability of Rosemary Street. The Town continues to evaluate ways to redirect bicyclists from Franklin Street to Rosemary Street.
- South Columbia Street also is identified as a “high stress” corridor in the Chapel Hill Bike Plan.
- The area serves as the transit hub for the Town.
- Annual average daily traffic volumes in 2015 included 18,000 on Columbia Street between Franklin and Rosemary Streets, 14,000 on Franklin Street east of Columbia Street, and 8,700 at the west end of Rosemary Street.
- Miscellaneous sanitary sewer and water line extensions may be necessary to support future growth as well as fiber projects.

Environmental Features or Constraints

- The focus area rests in the Middle Bolin Creek watershed. No significant environmental challenges are noted in the focus area.

Market Conditions

- As is typical of Central Business Districts, this area has the highest tax base per acre and highest median home values compared to the town as a whole.
- The area has a low median income and high student population.
- The area saw a large increase in population (11.4%) between 2013 and 2018.





SWOT

STRENGTHS

- Strong community interest in a viable downtown
- Robust commercial and mixed-use market
- Ongoing redevelopment of West Franklin and West Rosemary Streets
- Future redevelopment opportunities, including parking facilities and underutilized parcels
- Established neighborhoods on the periphery
- Strong and efficient contribution to the Town's tax base

WEAKNESSES

- Large block structure
- Lack of clearly defined pedestrian connectivity through blocks
- Limited undeveloped land available
- Established neighborhoods on the periphery
- Inability to accommodate loading and service functions

OPPORTUNITIES

- Redevelopment of surface parking lots and the Wallace Parking Deck
- Future BRT stop location
- Attract a mixture of uses (residential, office, etc.) and parking and amenities to support a vibrant downtown
- Ability to consider entire downtown
- Recently adopted West Rosemary Street Development Guide
- Redevelopment opportunities on East Rosemary Street

THREATS

- Continued influx of student residents
- Reluctance by some to densify downtown due to the potential of harming the existing character
- Limited right-of-way and a competition for space among travel modes





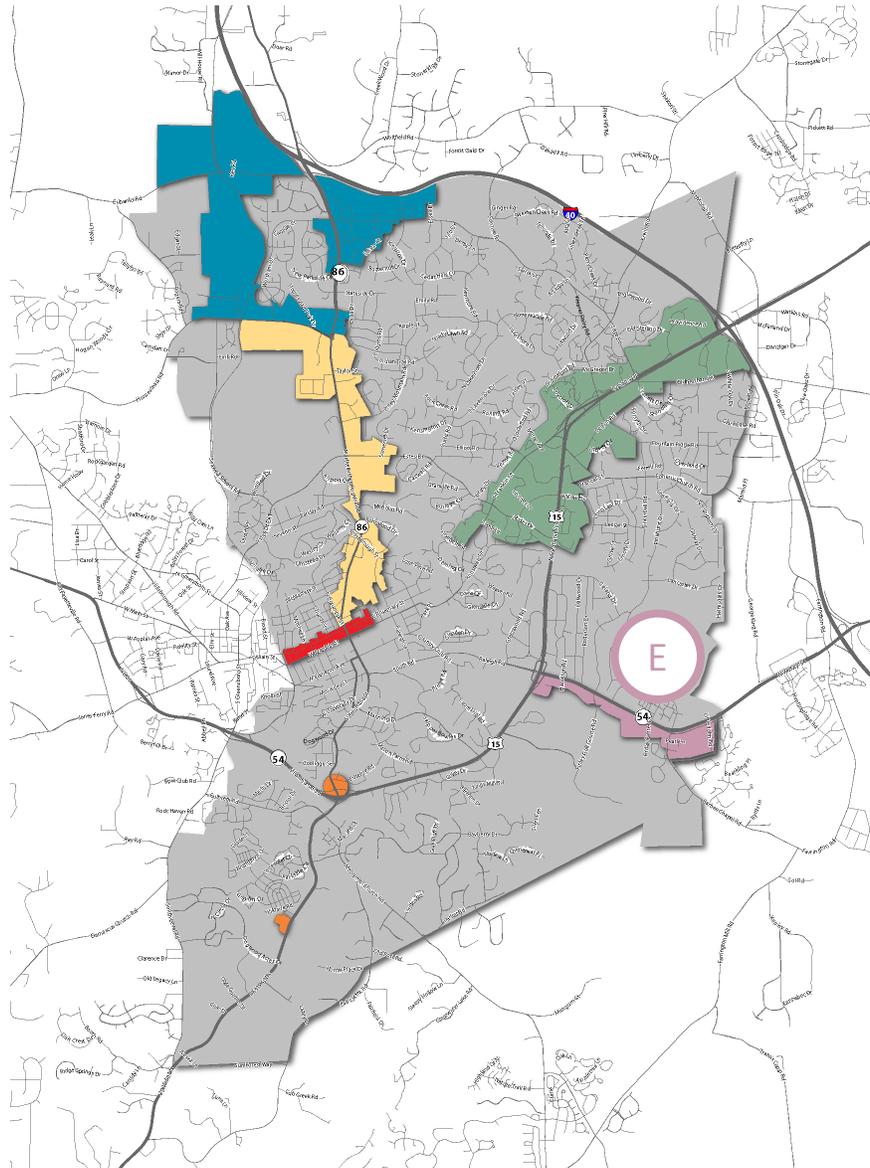
E: NC 54 Corridor | 120 acres

Summary

The NC 54 corridor is a major gateway to the Town from the east and includes several office and commercial centers. Glen Lennox and Meadowmont draw patrons from throughout the community and beyond with dining, entertainment, retail, and services. The corridor has potential to expand as an employment destination, offering many opportunities for mixed-use developments to take advantage of captive demand from weekday employees. With two stops located on the south side of NC 54, the proposed Durham-Orange light rail project will influence land use and development. Most opportunities to reshape the corridor toward a transit-oriented pattern are likely to come from redevelopment and intensification of the existing uses, rather than the new development of currently vacant land.

Key Takeaways

- Gateway from the east
- Redevelopment and intensification (particularly at future transit stops)
- Challenge of managing traffic growth



Land Use and Urban Design

- NC 54 serves as a Gateway corridor that links Chapel Hill to Durham and points east.
- The corridor includes a variety of uses such as residential, office, commercial, mixed use, and open space.
- The focus area is bordered on the south side by University property, and on the north by established neighborhoods.
- Redevelopment potential includes intensification of existing uses, particularly surrounding the light rail stops.

Transportation and Infrastructure

- NC 54 is a high-traffic corridor that connects the Town and University to south Durham, Research Triangle Park, and points east.
- The corridor includes two proposed light rail stops: Friday Center Drive and Woodmont Road.
- NC 54 near Fordham Boulevard is identified by the Chapel Hill Bike Plan as a “high stress” corridor. However, the multi-use trail network east of Hamilton Road enhances the bikability. An extension on the greenway/shared use path on the north side of NC 54 to Glenn Lennox is recommended.
- Multiuse paths provide mobility throughout the length of the corridor, though a sparse sidewalk network and wide roadways make connecting to destinations difficult.
- NC 54 is the highest travelled corridor in Town, with 2015 volumes estimated to be 50,000.
- No major capacity issues, but water and sewer line extensions may be necessary to support new development.

Environmental Features or Constraints

- The focus area lies within two watersheds: Finley and Little Creek Arm. Morgan Creek runs south of the focus area with its branches extending to the area’s southern boundary.
- No known flooding or environmental concerns occur within the focus area.

Market Conditions

- This area has a very high tax value per acre at more than \$1.1 million (compared to the town’s average of just \$557,000).
- Median home values are higher compared to the town overall.
- The area has the highest per capita income of all the focus areas.





SWOT

STRENGTHS

- Natural gateway corridor, with notable greenery
- High tax value per acre
- Robust multi-use trail network
- No known environmental concerns
- Ongoing partnership between the Town, University, and UNC Health Care to identify shared needs and leverage shared assets along the corridor

WEAKNESSES

- Limited redevelopment opportunities north of NC 54 (with the exception of Glen Lennox)
- Connectivity parallel to and across NC 54
- Challenge of intensification while preserving existing context

OPPORTUNITIES

- Gateway corridor enhancements
- Three proposed light rail stops
- Redevelopment at the Friday Center
- Opportunity for higher density development along the extent of the corridor and near the planned light rail transit station in particular
- Enhancing connectivity for all travel modes (pedestrians, bicyclists, transit riders, and vehicles) with street design based on land use context
- Improving traffic flow through parallel road networks (e.g., connection between the Friday Center and East 54 (Preswick Road))
- Improving connectivity across NC 54, particularly between Glen Lennox and East 54

THREATS

- Loss of gateway character, particularly tree canopy
- Traffic management



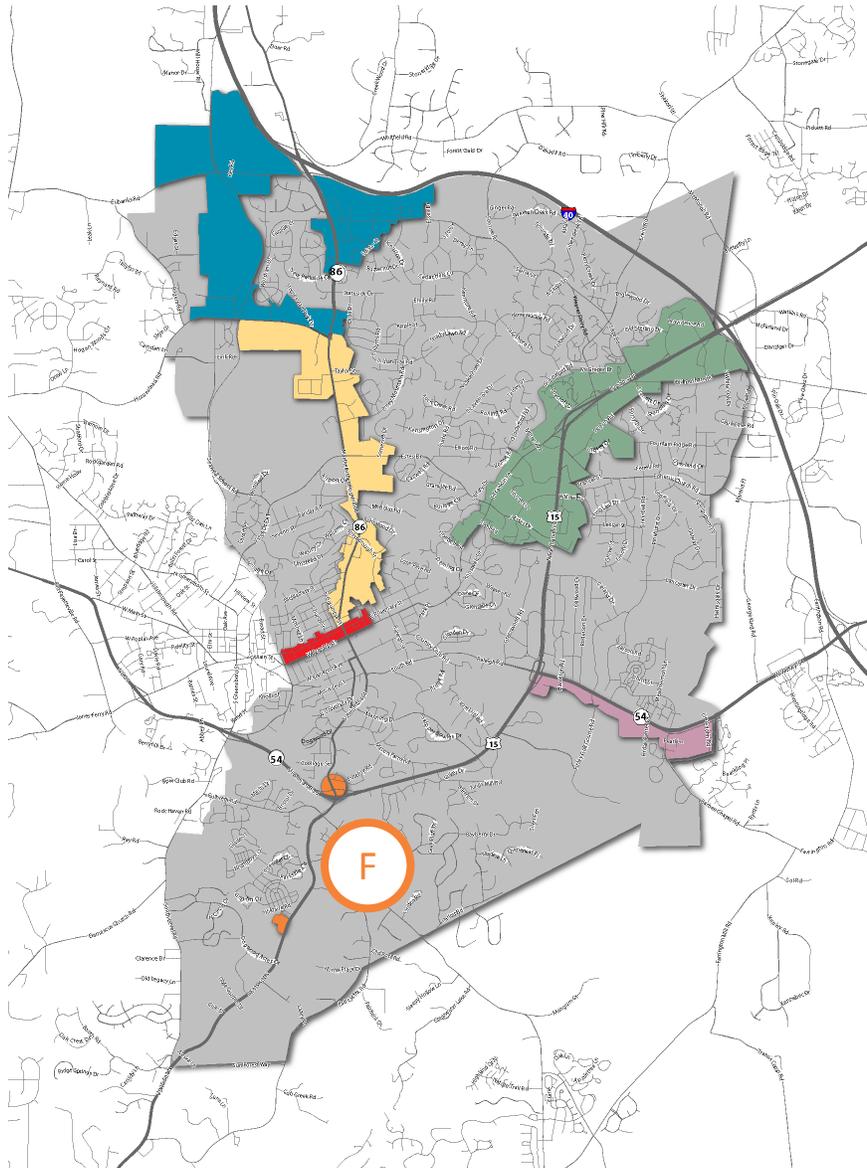


F: South 15-501 Gateway and Southern Village P&R | 21 acres / 7 acres

Summary

This focus area includes two redevelopment areas in the southern portion of the Town. The first area includes a gateway node on South Columbia Street just north of Highway 54. This area was selected for additional study due to the broad interest in taking a proactive approach to planning the town’s major gateways.

The second portion of the focus area is two parcels centered on Town-owned land near Southern Village. One parcel is currently used as a park and ride lot and is slated to become the terminal station of the Chapel Hill Bus Rapid Transit system. The second parcel is open space. Future premium transit has the potential to change the development context in the surrounding area, necessitating a proactive planning effort to determine the best use of this small focus area.



Key Takeaways

- Redevelopment opportunities for both portions of the focus area but with different contexts
- Limited size of both areas constrains future impact
- Transit and multimodal opportunities



Land Use

South 15-501 Gateway

- Development in this small gateway node is mostly low to medium density residential, some commercial, and undeveloped land.
- The area is bounded to the south by NC 54, and surrounded by low density residential neighborhoods and open space.
- Recent development interest has occurred, and a successful gateway likely will need to accommodate the local desire to preserve some rural characteristics while successfully transitioning to the appropriate context.

Southern Village Park and Ride

- This area consists of two parcels, both currently town-owned. One is utilized as a park and ride, the other is open space that borders Southern Community Park.
- The area is just south of the Southern Village development, a popular mixed-use destination for the south side of town.
- A major development across 15-501 (Obie Creek) likely will play a role in determining the future of this parcel.

Transportation and Infrastructure

South 15-501 Gateway

- A bus rapid transit stop is planned for the intersection of South Columbia Street and Purefoy Road.
- South Columbia Street has bike lanes and sidewalks, but no connecting facilities that provide neighborhood mobility.
- The Chapel Hill Bike Plan identifies South Columbia Street north of Fordham Boulevard as “medium low stress,” Purefoy Road and all of 15-501 are designated “high stress”. Bike lanes are recommended on 15-501 between Purefoy Road and Dogwood Acres Drive.
- 41,000 vehicles per day traveled 15-501 between Mt. Carmel Church Road and Fordham Boulevard in 2015. Traffic congestion was frequently cited as a nuisance during engagement activities.
- No major capacity issues exist, but water and sewer line extensions may be necessary to support new development.

Southern Village Park and Ride

- This area is slated as the terminal stop of the Chapel Hill Bus Rapid Transit line.
- Bike lanes serve the area on Highway 15-501, however the Chapel Hill Bike Plan designates the corridor as “medium high stress” for bicyclists north of Dogwood Acres Drive. Mt. Carmel Church Road is shown as “high stress”.
- Sidewalks connect the focus area to Southern Village.
- The location is currently used as a park and ride, and future development at the site likely will need to maintain that use.
- Traffic volumes on 15-501 dip to 20,000 to the south (near the county line).
- No major capacity issues exist, but water and sewer line extensions may be necessary to support new development.

Environmental Features or Constraints

South 15-501 Gateway

- South Columbia Street is the approximate dividing line between the Morgan-Carrboro and Lower Morgan Creek watersheds.



- Morgan Creek, a significant east-west water feature, is located on the south side of the Fordham Boulevard interchange.

Southern Village Park and Ride

- This area may be constrained as part of the Southern Village Park management area.

Market Conditions

South 15-501 Gateway / Southern Village Park and Ride

- In general, the South Columbia Street corridor has a higher median home value and higher median income than the town as a whole.
- The corridor has seen a small population decline (-2.2%) between 2013 and 2018.

SWOT

STRENGTHS

South 15-501 Gateway

- Recent road improvements on South Columbia Street north of Fordham Boulevard
- Proximity to established neighborhoods
- Adequate water/sewer capacity

Southern Village Park and Ride

- Proximity to Southern Village
- Proximity to Southern Community Park
- Town-owned
- Well-served by bike lanes and sidewalks
- Adequate water/sewer capacity

WEAKNESSES

South 15-501 Gateway

- Small focus area
- Limited multimodal connections to surrounding neighborhoods
- Traffic congestion on 15-501 (real and perceived)

Southern Village Park and Ride

- Small focus area
- Traffic congestion on 15-501 (real and perceived)

OPPORTUNITIES

South 15-501 Gateway

- General potential for redevelopment
- Current development interest
- Future transit station at Purefoy Road

Southern Village Park and Ride

- General potential for redevelopment
- Southern terminus of the bus rapid transit line
- Town ownership
- Enhancement of the existing park and ride facility

THREATS

South 15-501 Gateway

- Current development interest could influence the design and scale of the area

Southern Village Park and Ride

- Possible constraints related to the proximity to Southern Community Park

