



500 Finley Golf Course Road – Special Use Permit
Staff: Britany Waddell, Judy Johnson, Corey Liles, Tas Lagoo
Council Meeting Date: January 29, 2025

Project Overview

- Daniel Widis, on behalf of the University of North Carolina – Chapel Hill, proposes a Special Use Permit to construct a golf training facility at the Finley Golf Course.
- The project will impact approximately 3 acres of a UNC-owned athletics facility of over 250 acres.
- The project includes a single two-story building, outdoor golf training areas, parking, and stormwater management facilities.

Manager Recommendation

The Town Manager finds that the project, with the requested modifications to regulations and subject to the stipulations in Resolution A, can comply with all regulations of the Land Use Management Ordinance.

The Town Manager recommends Council evaluate the requested special use permit under the applicable Findings of Fact.

Staff Analysis



- 1. Modifications to Regulations:** Staff have reviewed all requested modifications to regulations and find that the public purpose is served to an equivalent or greater degree by the requested modifications. All modifications are shown in Resolution A.

Summary of Comprehensive Plan Consistency

Viewed through the holistic lens of the [Complete Community Strategy](#), features of the project are listed below. No single issue raised below should be considered in isolation.

☒ Consistent Somewhat Consistent ☐ Not Consistent **N/A** Not Applicable

<input checked="" type="checkbox"/>	Chapel Hill will direct growth to <u>greenways, transit corridors, large infill sites with existing infrastructure, and smaller infill sites.</u>	
	<ul style="list-style-type: none">• The project is located on an existing golf course and will complement other athletic facilities in the area.	
<input checked="" type="checkbox"/>	Goal 1: Plan for the Future Strategically	Associated Comp. Plan Elements: <ul style="list-style-type: none">• Future Land Use Map
	<ul style="list-style-type: none">• The project is not located in one of the Focus Areas identified by the Future Land Use Map. However, the project is in an area designated for “University” uses, which include recreational and athletic facilities.	
<input checked="" type="checkbox"/>	Goal 2: Expand and Deliver New Greenways for Everyday Life	Associated Comp. Plan Elements: <ul style="list-style-type: none">• Mobility & Connectivity Plan• Connected Roads Plan
	<ul style="list-style-type: none">• The project is not located near any existing greenways or other multimodal facilities. The Town’s Mobility and Connectivity Plan and the preliminary	

Everywhere 2 Everywhere Greenways Map include a proposed greenway along Finley Golf Course Road.		
	Goal 3: Be Green and Provide Housing	Associated Comp. Plan Elements: <ul style="list-style-type: none">• Climate Action & Response Plan
<ul style="list-style-type: none">• The project will utilize water- and energy-saving features.		
	Goal 4: Plan for Excellence in the Public Realm and Placemaking	
<ul style="list-style-type: none">• The project is designed to complement existing athletic facilities in the area.		

Findings of Fact

A Special Use Permit (SUP) is a quasi-judicial development decision. It requires an evidentiary hearing during which the Council gathers evidence and establishes facts of the project.

To establish and maintain sound, stable, and desirable development within the planning jurisdiction of the Town and ensure that SUPs demonstrate a high quality of overall site and building design, the Council must make four findings to approve a SUP, which indicate that the use or development:

1. is located, designed, and proposed to be operated so as to maintain or promote the public health, safety, and general welfare;
2. complies with all required regulations and standards of the Land Use Management Ordinance;
3. is located, designed, and proposed to be operated so as to maintain or enhance the value of contiguous property, or that the use or development is a public necessity; and
4. conforms to the general plans for the physical development of the Town as embodied in the Land Use Management Ordinance (LUMO) and in the Comprehensive Plan.

Finding #1: That the use or development is located, designed, and proposed to be operated so as to maintain or promote the public health, safety, and general welfare.

Evidence in support: The applicant has indicated that the new use is located, designed, and proposed to be operated so as to maintain or promote the public health, safety, and general welfare. See attached Application Materials. Additional applicant testimony may be presented during the evidentiary hearing.

Staff finds that the site-specific stipulations and the requested Modifications to Regulations, as proposed, contribute to the proposal's ability to maintain or promote the public health, safety, and general welfare.

Evidence in opposition: Staff have not identified any evidence offered in opposition to this Finding.

Finding #2: That the use or development complies with all required regulations and standards of this chapter, including all applicable provisions of articles 3 and 5, the applicable specific standards contained in the supplemental use regulations (article 6), and with all other applicable regulations.

Evidence in support: The applicant has indicated that all requirements of the Town's LUMO and other applicable regulations will be met with the requested Modification to Regulations. See attached Application Materials. Additional applicant testimony may be presented during the evidentiary hearing.

Staff finds that the site-specific stipulations and the requested Modifications to Regulations, as proposed, contribute to the proposal's compliance with the Town's LUMO and other applicable regulations.

Evidence in opposition: Staff have not identified any evidence offered in opposition to this Finding.

Finding #3: That the use or development is located, designed, and proposed to be operated so as to maintain or enhance the value of contiguous property, or that the use or development is a public necessity.

Evidence in support: The applicant has indicated the new use is located and designed to be to operated in a manner that will maintain or enhance the value of contiguous property. See attached Application Materials. Additional applicant testimony may be presented during the evidentiary hearing.

Staff finds that the site-specific stipulations and the requested Modifications to Regulations, as proposed, contribute to the proposal's ability to maintain or enhance the value of contiguous property.

Evidence in opposition: Staff have not identified any evidence offered in opposition to this Finding.

Finding #4: That the use or development conforms with the general plans for the physical development of the town as embodied in this appendix and in the comprehensive plan.

Evidence in support: The applicant has indicated the new use conforms with the Town's LUMO and Comprehensive Plan. See attached Application Materials. Additional applicant testimony may be presented during the evidentiary hearing.

Staff finds that the site-specific stipulations and the requested Modifications to Regulations, as proposed, contribute to the proposal's conformity with the Town's LUMO and Comprehensive Plan.

Evidence in opposition: Staff have not identified any evidence offered in opposition to this Finding.

Public Engagement

Staff have provided mailed notice to neighbors according to LUMO requirements. Staff have not received any phone calls or emails regarding the project.

The following parties may provide testimony or other evidence in the evidentiary hearing, upon being sworn in:

- The applicant, the local government, and any person who would have standing to appeal the Council's decision.

- Witnesses presenting competent, material, and substantial evidence as allowed by the Council.

Project Location

