



NORTH-SOUTH BUS RAPID TRANSIT



PROJECT BRIEFING BOOK

AUGUST 2023

Chapel Hill, NC





TABLE OF CONTENTS

1. Chapel Hill Transit: Yesterday, Today & Tomorrow	01
2. Our Community: People & Places	05
3.NSBRT: What, Why & How?	11
4. The Corridor: Trends, Opportunities, and Investment	17
5. Chapel Hill Transit: What's Next?	23

Bus routes set for town's transit sys

System includes shuttles to Airport, University Mall

Here are brief summaries of the eight Chapel Hill bus routes.

Fare for a one-way ride is 25 cents on all lines except "S" and "U" campus routes, which cost 15 cents. Transfers cost 10 cents on campus routes and are free on all other lines. Bus passes are valid anytime on all eight lines.

Any of the four crosstown routes can be boarded at the intersection of Franklin and Columbia Streets. They include:

—Route "F" (Franklin Street-Colony Woods) runs down Franklin Street starting at the Chapel Hill-Carboro city line, passing by University Square and Granville Towers, the downtown shopping district, McCorkle Place and the Morehead planetarium. It detours from Franklin Street to Roosevelt Drive for several blocks, returning to Franklin one block west of Estes Drive.

The bus then serves the Kroger Shopping Plaza and the Eastgate Shopping Center, in addition to stopping at University Mall during business hours. The line then loops through the Colony Woods neighborhood in the northeastern corner of Chapel Hill and returns.

The bus will run every 20 minutes from 6 to 9 a.m. and 3 to 6 p.m. weekdays, every half hour at all other times weekdays and Saturdays and every hour on Sundays.

—Route "G" (Glenn Lennox-Colonial Heights) begins in the Colonial Heights neighborhood near Horace Williams Airport, and winds towards downtown via Bradley Road, Umstead Drive and Hillsborough Street, passing the Town & Country Shopping Center. It turns onto Franklin Street at the Chapel Hill Public Library, passing through the downtown business district, and then turns onto Columbia Avenue and South Road (Raleigh Road) through the UNC campus. It passes Kenan Stadium, the libraries, the Union, Woolen Gym, Carmichael Auditorium and the Institute of Government and continues to Glen Lennox, The Oaks, Fraternity Row and Finley Golf Course. It then turns north up Route 15-501 to University Mall and the Ridgefield and Briarcliff neighborhoods.

The buses run every 20 minutes weekdays until 6 p.m., every 30 minutes from 6 to 9 p.m. weekdays and until 6 p.m. Saturdays and every hour after 8 p.m. Saturdays.

—Route "L" (Lake Forest-Morgan Creek) runs from the Lake Forest area in southeastern Chapel Hill to the Morgan Creek area and Odum Village on Columbia Street. It follows Columbia Street north, past the medical center, the Carolina Inn and the Municipal Building, then continues past the Orange County Office Building, Airport Road to the Williams Airport parking lot.

The line then winds down Estes Drive past the University Mall, Kroger Plaza, and the South Campus area and back west neighborhoods. Buses turn every 15 minutes weekdays until 9 p.m. and every 30 minutes Saturdays until 6 p.m. and every 15 minutes Saturdays after 6 p.m. and Sundays. Buses will run hourly.

—Route "N" (Northside Merritt Mill-Westwood) starts in the Northside Merritt Mill neighborhood in southwestern Chapel Hill and

The route serves the residential areas a few blocks west of Columbia Street within a block of the medical center, turns onto Cameron Avenue from Ranson Street, and passes by Granville Towers and the Carolina Inn.

The route continues on Columbia Street from Cameron to Rosemary Street, through the Northside neighborhood, Umstead Park, and the Bollinwood Loop. It will serve the Municipal Building and Roberson Community Center.

The bus will run every 20 minutes before noon on weekdays, and during certain hours on Saturdays. On weekday afternoons and evenings, and Saturdays, it will run every half hour, and every 40 minutes on Sundays.

No bus service on any of these four lines will be provided between 12:30 and 6:20 a.m. Tuesday through Sunday, or between 5:00 p.m. Sunday afternoons and 6:20 Monday mornings.

There are two campus loop routes:

—Route "U" (Clockwise Campus Loop). Pick any point to begin, but the route will run on Franklin Street between Columbia and Raleigh Streets, where Spencer Dorm and President Friday's house are, down Raleigh St. to Woolen Gym, in back of the Union and the libraries, and then down Stadium Drive past Kenan Stadium and Scott Residence College.

It will then pass Boshamer Stadium, the South Campus high-rise dorms, Chase Cafeteria, Odum Village, and the medical center before heading north on Columbia Street. The buses will run six to ten minutes apart from 6:30 a.m. to 7:15 p.m. weekdays, and every 15 minutes from 7:15 until 1:45 weekdays, from 6:30 a.m. until 1:45 a.m. Saturdays, and from 8:30 a.m. until 1:45 a.m. Sundays.

—Route "S" (Counterclockwise South Campus Loop) is the same as Route "U" except that it goes in the other direction, and uses South Road between Columbia Street and Stadium Drive instead of continuing downtown. It runs every five minutes between 7 and 9 a.m., and every ten minutes thereafter until 5:30 p.m. This line does not operate on weekends.

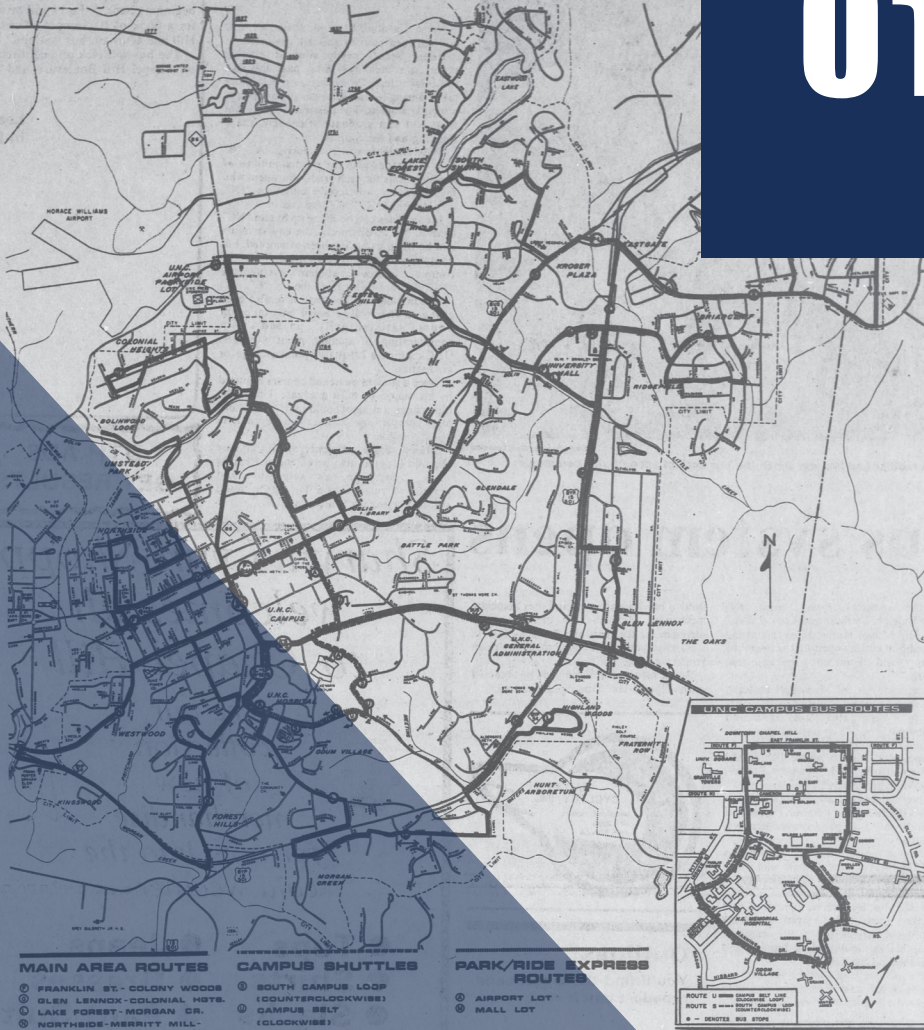
Finally, there are two shuttle routes which provide express service to the two commuter airports near University Mall. These two lines will pick up and discharge passengers only at the UNC campus.

The off-campus routes are:

—Route "A" (Airport Shuttle) runs from the airport to the UNC campus every 15 minutes from 6:25 a.m. until 6:10 a.m. and from the campus to the airport every 15 minutes from 2:22 p.m. until 6:11 p.m. Monday through Friday. When this line is not operating, a taxi lot can be reached by taking Route "L".

—Route "M" (Mall Shuttle) runs from the University Mall parking lot to the campus every 15 minutes from 6:45 a.m. to 10 a.m. Mondays through Fridays, and from the campus to the mall every 15 minutes from 2 to 6:17 p.m. Saturdays and Sundays. When this line is not operating, the lot can be reached by taking Route "G".

—Route "N" (Northside Merritt Mill-Westwood) starts in the Northside Merritt Mill neighborhood in southwestern Chapel Hill and



Transit

CHAPEL HILL TRANSIT

Continued from page 1

cost a dime on the bus lines and are free on all the other bus lines. The bus drivers change; consequently, passengers must leave their exact fare in order to be loaded.

One way to avoid the fare is to use dimes and quarters every time one needs to use the bus is to buy a bus pass which is available at discount rates to all UNC students, faculty, and staff.

The passes, which can be obtained in the traffic office, are available in three types: a one-day pass (\$10), a 30-day pass (\$30), and an annual pass (\$50). The annual pass is valid for the entire year.

Passes are provided for \$54. The University of North Carolina has a permit system for the use of its vehicles. The University of North Carolina has a permit system for the use of its vehicles.

The University of North Carolina has a permit system for the use of its vehicles. The University of North Carolina has a permit system for the use of its vehicles.

The University of North Carolina has a permit system for the use of its vehicles. The University of North Carolina has a permit system for the use of its vehicles.

which is a no-no in business. The bus system is first firmly established, but a delay on the part of the City of Chapel Hill is expected.

Pappas said the new buses will each average about four and one-half miles per gallon of gasoline.

He said he would like to see an economically viable system, but added, "We are a town service. As a town service, we must consider how well we are benefitting people."

In addition to the University's payment, the figure includes \$218,000 from the Town of Chapel Hill. Of this sum, \$140,000 will be applied from federal revenue-sharing funds and \$78,000 will come from property tax collections. The remaining \$193,000 in the operating budget will be collected from cash fares and sales of bus passes by the city.

The transportation department is not planning to make any major schedule changes for several months.

German Gilbert, a transportation instructor in the UNC Department of City and Regional Planning, has performed a study of Chapel Hill's public transportation needs by distributing some 1,500 questionnaires to local residents.

Gilbert said over half the replies are now in, but they will not be analyzed until late fall. Working with a grant from the Urban Mass Transit Administration obtained through Triangle J Regional Council of Government, Gilbert will work with the town in applying the results of the survey to improve the system.

The fleet of buses is driven by a crew of 38 drivers, hired by the transportation department. Pappas said any licensed driver can apply for a North Carolina chauffeur's license and then take the two and one-half week Chapel Hill training course. Further information can be obtained from his department in the Chapel Hill municipal building.

The fleet of buses is driven by a crew of 38 drivers, hired by the transportation department. Pappas said any licensed driver can apply for a North Carolina chauffeur's license and then take the two and one-half week Chapel Hill training course. Further information can be obtained from his department in the Chapel Hill municipal building.

YESTERDAY, TODAY & TOMORROW



A BOLD TRANSIT VISION

Since launching in 1974, Chapel Hill Transit has raised the bar for great public transit service.

When Chapel Hill Transit (CHT) began service in 1974, segregation was still the unspoken law of the American South and transit vehicles were the de facto battlefields of the ongoing fight for Civil Rights. And, in Chapel Hill, a visionary leader was taking bold steps and turning terrible conflicts into opportunities. Mayor Howard Lee, the first African-American mayor of a majority-white southern community - and namesake of our current transit operations center - had the dream and the drive to imagine and begin implementing a world-class transit system funded by a sustainable, cooperative partnership between the Town of Chapel Hill, the Town of Carrboro, and the University of North Carolina at Chapel Hill.

CHT launched with seven used vehicles purchased (and driven to Chapel Hill) from the City of Atlanta. In 49 years, CHT, one of the country's first and longest-running fare-free systems, has grown to a 98-bus fleet, serving 3.7 million riders (FY 2023), 23 routes, and 538 system stops in Chapel Hill, Carrboro, and on UNC-CH's campus. Overall transit ridership also continues to grow, increasing by approximately 8% between 2017 and 2019. Like other public transportation providers, ridership significantly declined in 2020 when, state and federal public health restrictions and a shortage of experienced operators severely impacted operations. However, post-COVID recovery has been strong with significant increases in ridership (+110% between 2021 and 2022). The NS Route continues to see a faster return to pre-COVID ridership than the system, as a whole (currently 22% lower than 2019 versus 44% lower, system wide).

Chapel Hill Transit plays a critical role in achieving community goals including enhanced transportation accessibility; promoting transportation equity; minimizing roadway congestion; and realizing more sustainable travel, growth, and development. Public transportation is integral to every one of the Town's guiding plans, including the comprehensive plan (Chapel Hill 2020), Future Land Use Map (Charting Our Future, 2020), Mobility Plan (2020), Complete Streets Policy, Vision Zero Policy, TOD plan (Shaping Our Future, 2023), and Complete Community Strategy (2023). And Chapel Hill continues to grow to help the Town and University meet their commitments to transportation solutions not only addressing community travel needs, but also promoting equitable access to economic development opportunities, affordable housing, education, and recreation.



“

“Took me several tries...got it done, got it approved and every time I see the buses, I feel very proud.”

Howard Lee, former Mayor of Chapel Hill and champion of Chapel Hill Transit

CHT MILESTONES

1974 Chapel Hill Transit launches service

2002 Fare-free service begins

2006 Real-time vehicle tracking launches

2007 60' articulated diesel-hybrid buses join fleet

2012 Half-cent transit sales tax approved by Orange County voters via referendum

2016 NSBRT Alternatives Analysis completed

2019 NSBRT Locally Preferred Alternative (LPA) approved

2022 Battery electric buses (BEB) join fleet

2023 NSBRT completes NEPA; FTA Project Rating requested

CHAPEL HILL TRANSIT TODAY BY THE NUMBERS...

49 YEARS
OF
SERVICE

1,600 DAILY
PASSENGERS AT
BUSIEST STOP

6.6m ²⁰¹⁹
3.7m ²⁰²³
ANNUAL
RIDERSHIP

25 PASSENGERS
PER
HOUR (AVG)

7 DAYS
OF
SERVICE

780 DAILY
TRIPS
(AVG)

98 FIXED
ROUTE
VEHICLES

538 BUS
STOPS

23 FIXED
ROUTES

207 ACTIVE
EMPLOYEES

14 DEMAND
RESPONSE
VEHICLES

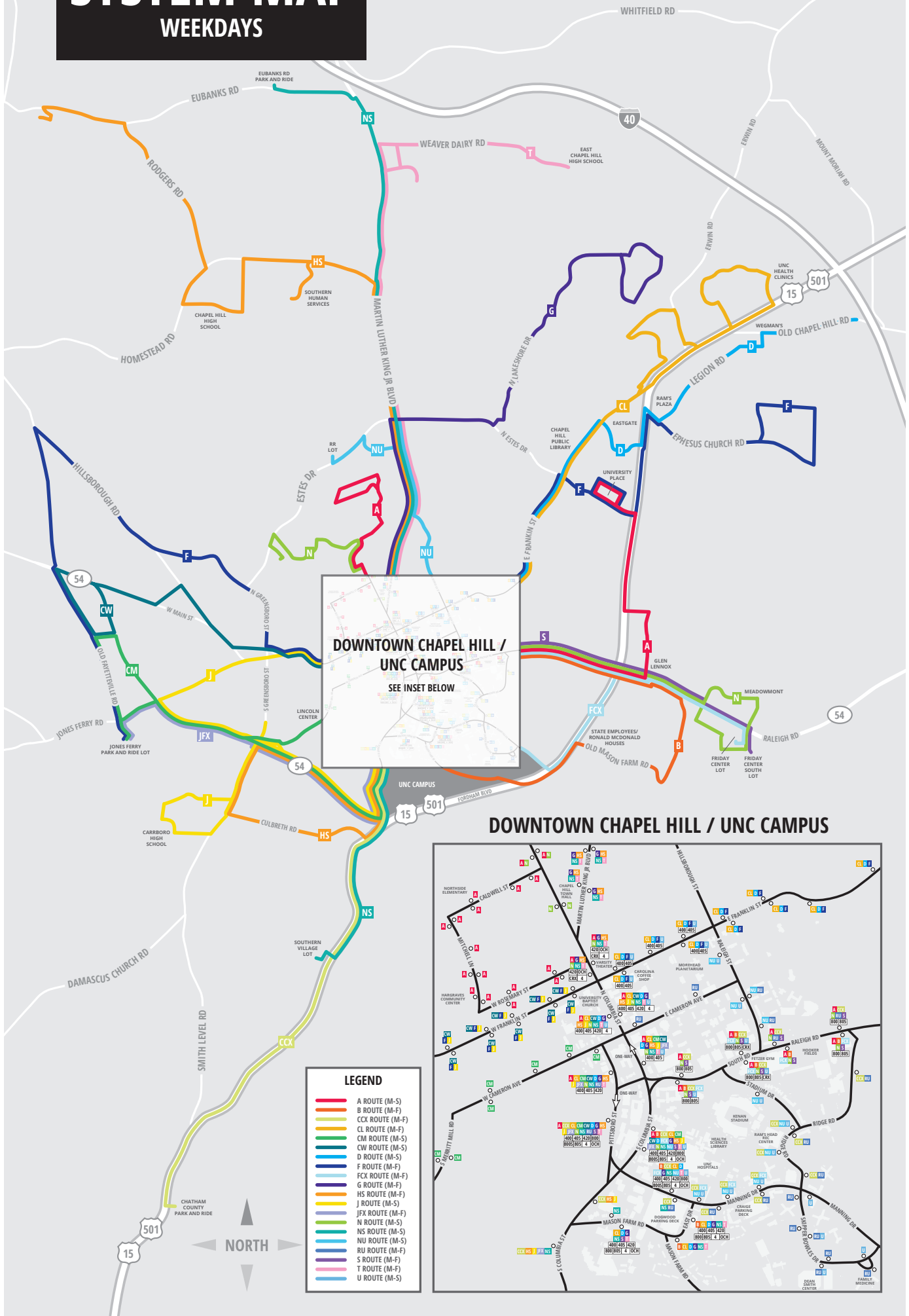
4 BATTERY
ELECTRIC
BUSES

3 BEBs ON
ORDER

30 SUPPORT
VEHICLES

SYSTEM MAP

WEEKDAYS





OUR COMMUNITY

PEOPLE & PLACES

SMALL TOWN VIBES, BIG CITY BENEFITS

Chapel Hill is a small community with a unique identity but also inextricably linked - physically, economically, and socially - to the globally recognized Research Triangle Region.

Founded in 1973, and located in central North Carolina, the Town of Chapel Hill is the largest municipality in Orange County. The Town is home to the University of North Carolina's (UNC) flagship campus, the first public university in the nation, and anchors a corner of the world-renowned Research Triangle region. The Research Triangle – also including the cities of Durham and Raleigh – is a concentration of major universities, medical centers, and technology and research oriented corporate employers. Chapel Hill is also in the Raleigh-Durham-Cary, NC Combined Statistical Area (CSA), one of the country's fastest growing regions, attracting an average of 53 net new residents per day between 2015 and 2019.

Approximately 62,000 residents live in Chapel Hill (2020), including 29,000 students. The Town's increasingly diverse population including historically Black and African American communities, growing Latinx and Asian communities, and international immigrants and refugees, is an example of successful equity and inclusion at the local level. And while students represent a large share of community members, the Town's fastest growing demographic is residents aged 65 and older (+17% between 2016 and 2020).

To proactively mitigate the western spread of regional suburban sprawl, Chapel Hill, along with next door neighbor Carrboro and Orange County establishing a joint Municipal Services Boundary Agreement in 1988. This "rural buffer" agreement defining public service boundaries and mitigating unrestrained growth by restricting annexation of land designated as "rural." However, a failure to fully implement complementary land use policies promoting more compact development *within* the Municipal Services Boundary and consistently high development demand, have combined to drive up land and housing prices over time. These impacts and their legacies underly critical challenges Chapel Hill must resolve today.

“

The Town of Chapel Hill has the highest jobs-to-housing ratio in the region ... as a result, roughly 90% of the people who work here commute into Chapel Hill each day ... If we want to stay diverse, inclusive, green and resilient, we need to take important steps now to ensure we create more affordable housing ... in town so that people who work here can live here too [including] a robust regional transportation system with more transit and multi-modal options.

- Pam Hemminger, Mayor Town of Chapel Hill

21.75
mi²

LAND
AREA OF
CHAPEL
HILL

OUR COMMUNITY BY THE NUMBERS...

62k POPULATION
(2020)

\$77k MEDIAN
HOUSEHOLD
INCOME

25 MEDIAN
AGE

40% HOUSEHOLDS
SPENDING MORE THAN
HALF THEIR INCOME
ON HOUSING

70.1% WHITE,
ALONE

10.6% BLACK OR
AFRICAN
AMERICAN ALONE

19.6% RESIDENTS
MEETING FEDERAL
POVERTY
THRESHOLDS

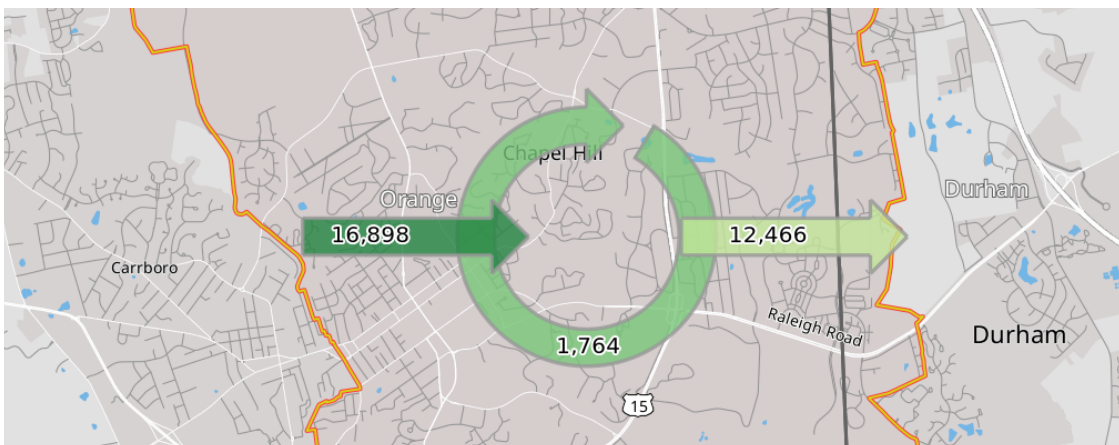
13% ASIAN,
ALONE

54% ZERO
CAR
HOUSEHOLDS

4.5% TWO+
RACES

6.8% HISPANIC
OR LATINO,
ANY RACE

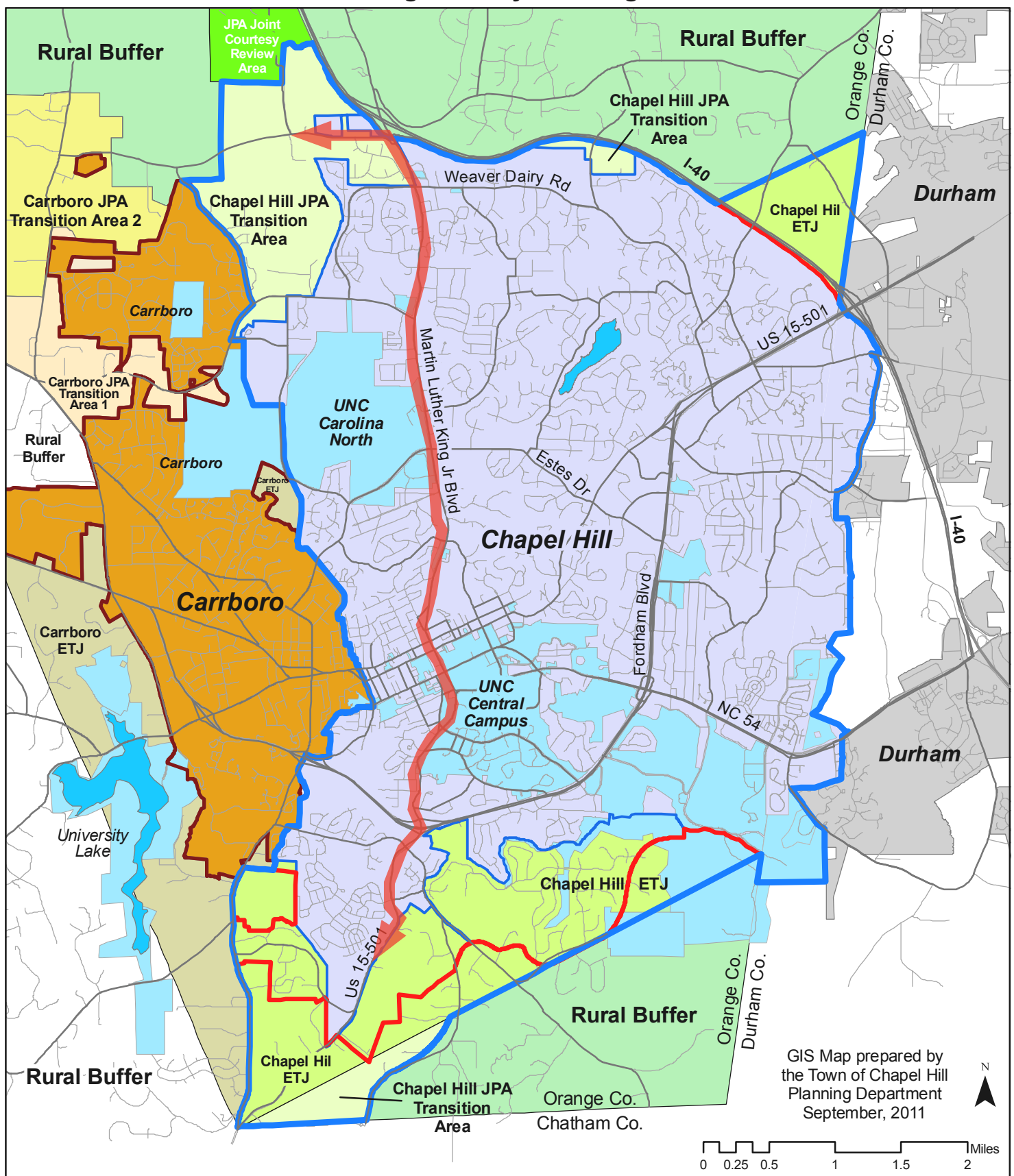
52% COST-
BURDENED
RENTERS



COMMUTER INFLOW/ OUTFLOW

90.5% of
people working
in Chapel Hill
live outside of
the Town

Southern Orange County Planning Jurisdictions



Chapel Hill Planning Areas

- Chapel Hill Total Planning Area
- Chapel Hill Urban Services Boundary
- Chapel Hill Town Limits
- Chapel Hill Extraterritorial Jurisdiction (ETJ)
- Chapel Hill JPA Transition Area

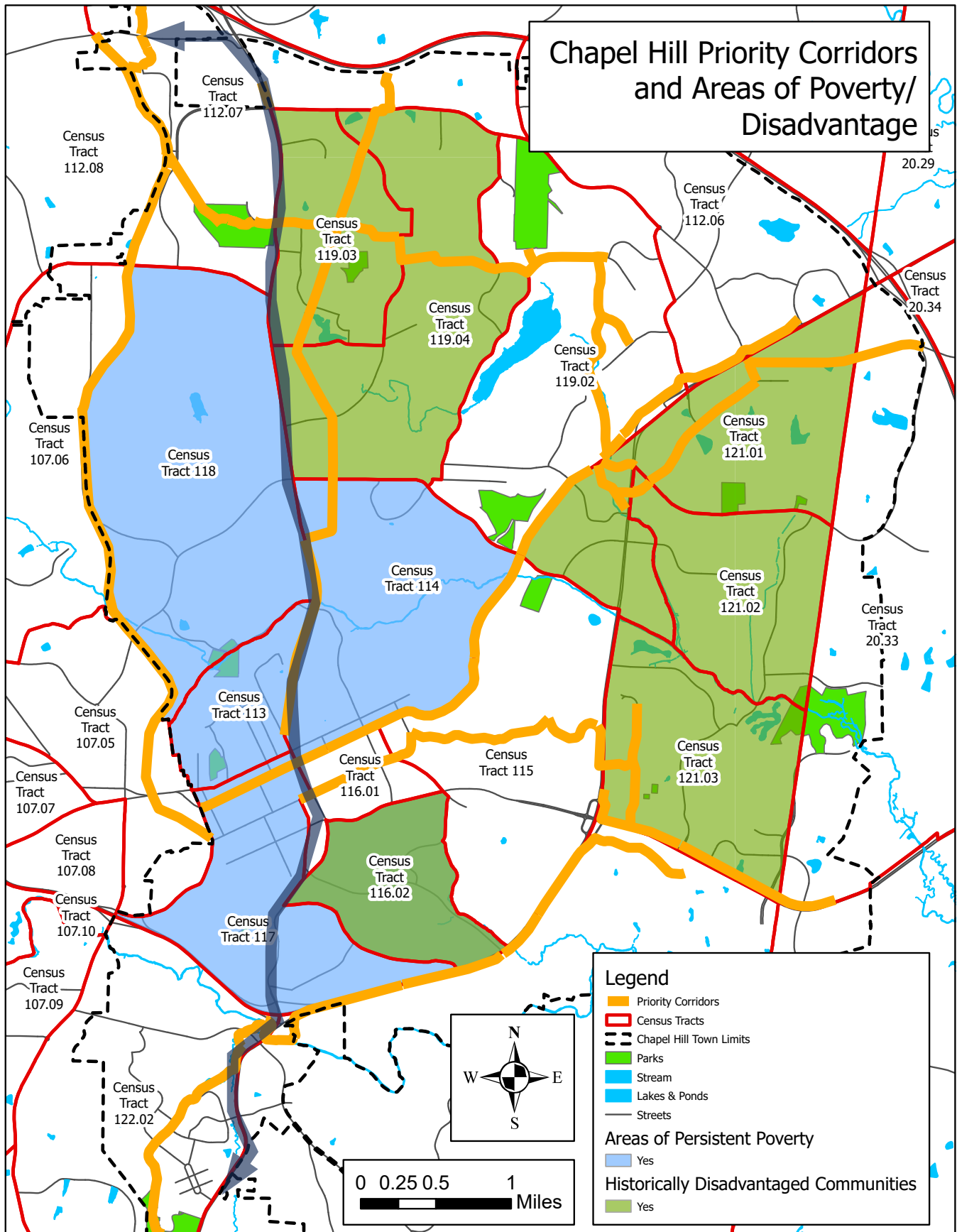
Carrboro Planning Areas

- Carrboro Town Limits
- Carrboro Extraterritorial Jurisdiction (ETJ)
- Carrboro JPA Transition Area 1
- Carrboro JPA Transition Area 2

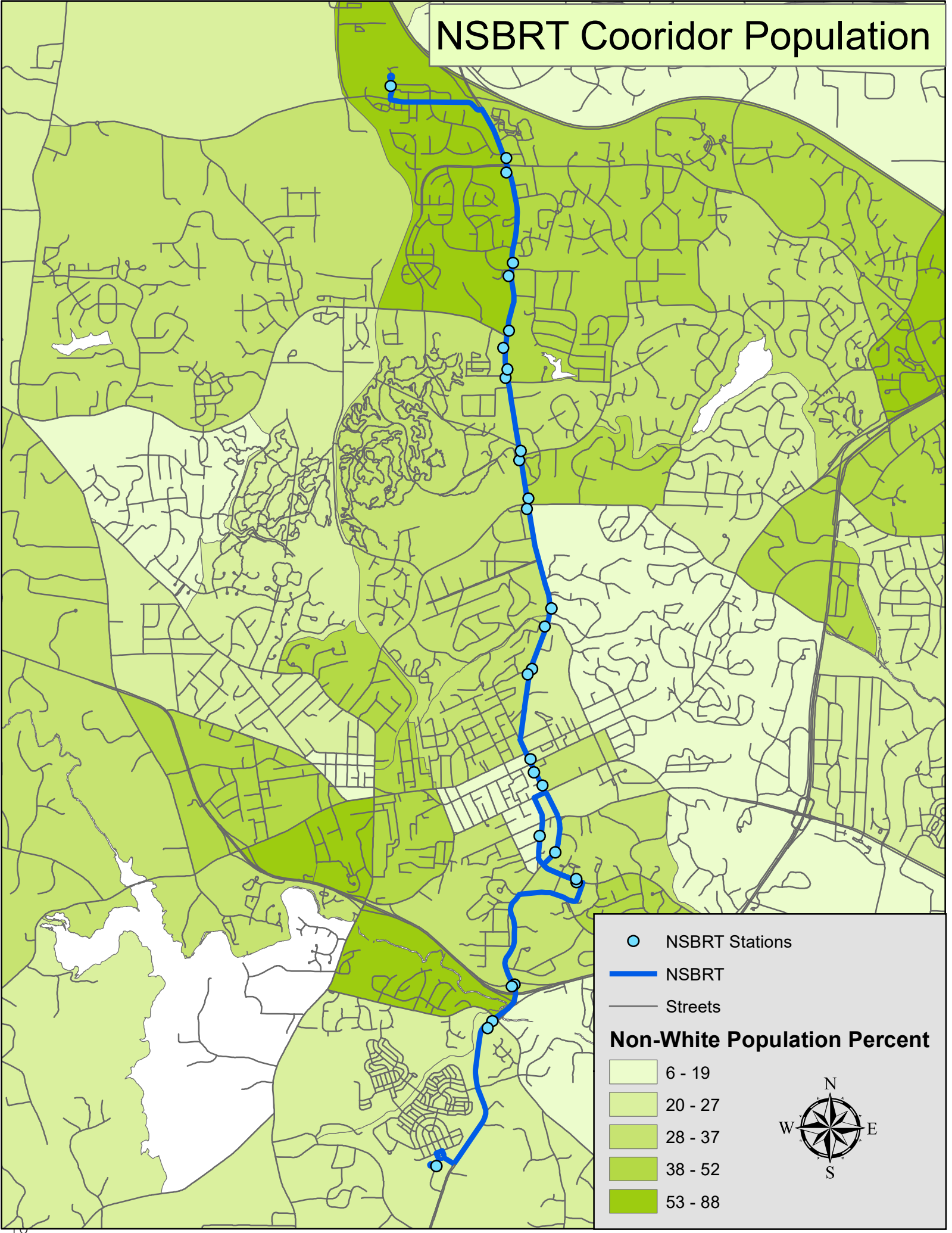
Orange County Planning Areas

- Orange Co Joint Courtesy Review
- Orange Co Rural Buffer
- UNC Property

Note: JPA = Joint Planning Agreement
ETJ = Extraterritorial Jurisdiction



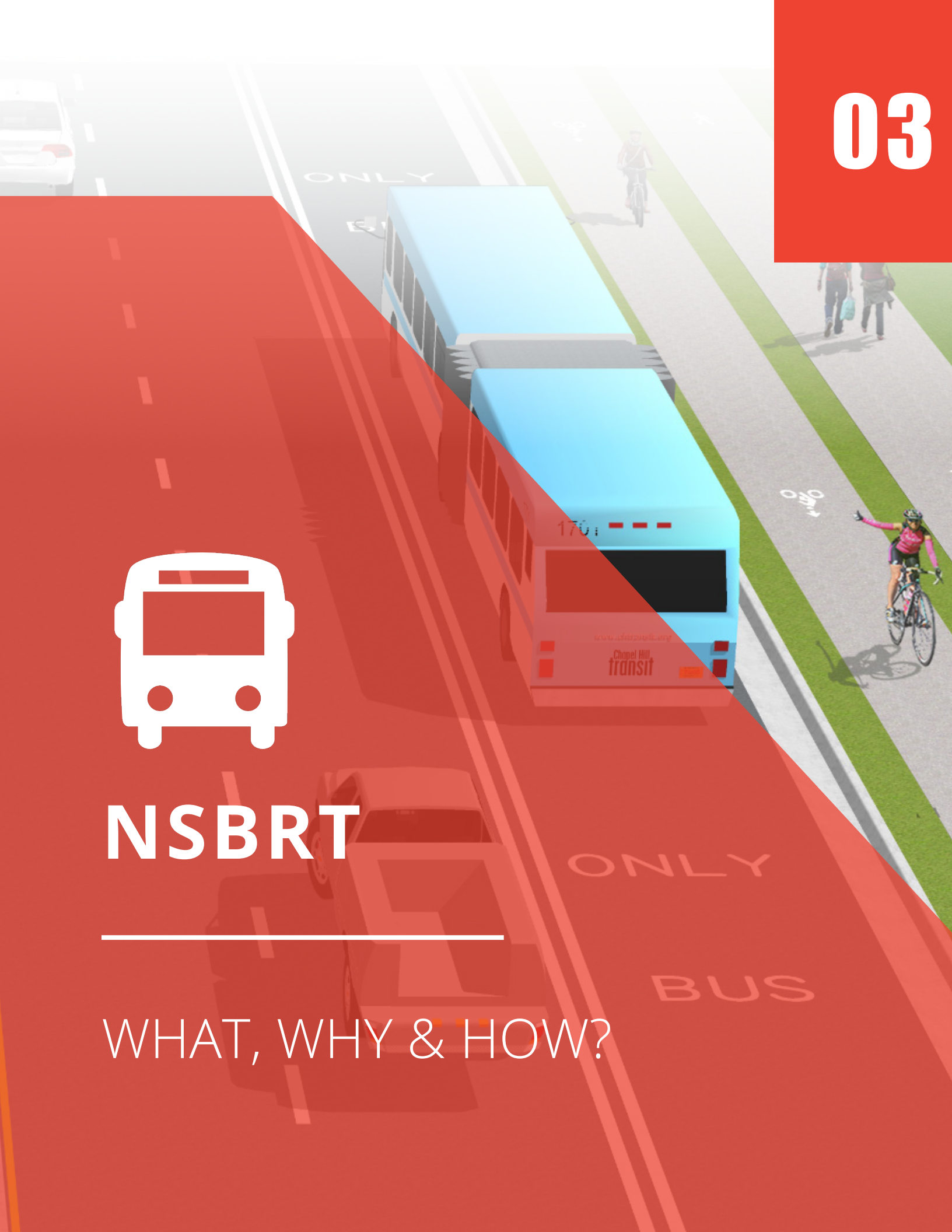
NSBRT Cooridor Population





NSBRT

WHAT, WHY & HOW?



PREPARING FOR THE FUTURE; MEETING THE TRANSPORTATION CHALLENGES OF TODAY

NSBRT is more than just “better” bus service; it is a landmark investment in Chapel Hill’s transportation future.

In 2016, the *North-South Corridor Study* projected that, without major roadway improvements, traffic in the Martin Luther King Jr Blvd., S. Columbia St., and US 15-501 South corridor will reach unmanageable and unacceptable levels by 2030. Chapel Hill Transit’s proposed NSBRT route will accommodate this travel demand growth by introducing high-capacity transit service on an established high-ridership route, connecting employees, students, and residents to key community assets and activity centers, including UNC’s campus and healthcare facilities. In combination with a complementary multiuse path along most of the corridor, strengthening connections to the Town’s bicycle and pedestrian network, the NSBRT enhances mobility options, responds to emerging travel and demographic trends and preferences, improves connectivity within the corridor, and encourages more sustainable, transit-oriented development patterns reducing the community’s reliance on single-occupancy vehicles.

The NSBRT’s proposed 8.2 mile route along Martin Luther King Jr Blvd., S. Columbia St., and US 15-501 South, connects the Eubanks Road Park and Ride at the corridor’s northern end, Southern Village’s mixed-use community and park and ride, downtown Chapel Hill, and UNC’s campus. Key project elements include dedicated bus lanes, transit signal priority, optimized station locations, and a companion multiuse path for more reliable, efficient, and connected multimodal transportation. The multiuse path will form the spine of Chapel Hill’s future “Everywhere to Everywhere” (E2E) greenway network, enhancing multimodal access to new development with improved first- and last-mile connections, a project recently awarded \$1,000,000 in funding through USDOT’s RAISE planning grant program.

The NSBRT project thoughtfully maximizes equitable investments in transit. The proposed NSBRT corridor runs through a USDOT-defined Historically Disadvantaged Community Census Tract and travels through or along the boundary of five Areas of Persistent Poverty Census Tracts. Several stations near Chapel Hill’s urban core such as Franklin and Longview will serve communities ranking above the 90th percentile for transportation cost burdens, and above the 60th percentile for multiple markers of social vulnerability, environmental burdens, and climate and risk disaster burdens.

The proximity of high-capacity transit service to low-income residents offers significant benefits for Chapel Hill’s housing-cost-burdened residents, who are both less likely to own a private vehicle and significantly **more** likely to rely on transit service to meet daily needs. The higher densities and mixed uses required to support transit will also help temper rising housing costs and attract employment opportunities in locations closest to the Town’s existing supply of affordable housing.

“

Public transit is critical to achieving the Town’s goals for a safe, comfortable, and holistic multimodal transportation system. Guiding plans explicitly reference NSBRT as a critical strategy leveraging existing transportation facilities, reducing reliance on single-occupant vehicles, and supporting higher-density transit-oriented development.

NSBRT...

BY THE NUMBERS...

8.2 TOTAL
LANE
MILES\$183_M TOTAL
CAPITAL
COST (YOE)5.7 TRANSIT-ONLY
LANE
MILES\$1.4_M ANNUAL
OPERATING
COSTS14 HIGH CAPACITY
TRANSIT
VEHICLES7.5 _{MIN} PEAK
HEADWAYS17 PREMIUM
TRANSIT
STATION AREAS20 _{MIN} OFF-PEAK
HEADWAYS7 DAYS PER
WEEK OF
SERVICE8.6k CORRIDOR
TRIPS (2019)
*PRE-PANDEMIC*14.9k PROJECTED TRIPS
(2045)
*PRE-PANDEMIC
METHODOLOGY*4.7k CORRIDOR
TRIPS (2022)
*POST-PANDEMIC*8.4K PROJECTED TRIPS
(2045)
*POST-PANDEMIC
METHODOLOGY*

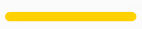
NSBRT Runningway and Stations



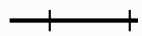
Potential Station Location



Mixed Traffic - 2.5 mi



Exclusive - 5.7 mi



Railroad (Freight)



UNC Chapel Hill Main Campus



Chapel Hill



Carrboro

Eubanks P&R

Weaver Dairy

Northbound between Perkins Dr. and Eubanks Rd. BRT is mixed-traffic for approximately 200 feet to allow left turn on Eubanks Rd. Southbound is exclusive.

New Stateside

Homestead

Northfield

Piney Mountain

Estes

Hillsborough

Longview

Franklin

Pittsboro/Credit Union

Cameron

Carrington Hall

Manning/East

NC 54

Culbreth

Dedicated lanes south of Culbreth Station

Southern Village P&R

ORANGE COUNTY

0 0.25 0.5 1 Miles







NSBRT is an investment in Chapel Hill's future addressing rapidly growing travel demand, emerging transportation modes, and unprecedented rates of in-migration and development. After conducting a Tier 1 Analysis, the proposed NSBRT project was selected as the Locally Preferred Alternative (LPA) achieving goals related to multimodal connectivity, land use, economic development, environmental impacts, capital cost, and community support.

The NSBRT will help the Town accommodate travel demand growth through transit infrastructure and operational improvements, resulting in a more efficient and reliable transit service. A companion multiuse path along the corridor, and connections to other bicycle and pedestrian infrastructure, creates mobility options, responds to emerging travel and demographic trends and preferences, improves connectivity within the corridor, and encourages a more sustainable, transit-oriented development pattern.

The proposed NSBRT will travel along a busy north-south transportation corridor already characterized by significant vehicular traffic, robust transit service, and bicycle and pedestrian traffic generated by employment centers, residential areas, and commercial and mixed-use development. Highly utilized park and ride lots anchor both the north and south ends of the corridor, and key destinations include UNC-CH campus, UNC Hospitals, and Downtown Chapel Hill.

The proposed corridor is currently served by Chapel Hill Transit's highest ridership route, the NS, serving, on average, over 2,900 riders per day (2022). Several other CHT routes serve the corridor, bringing average daily ridership to well over 3,000 average riders per day. The existing transit stop at UNC Hospitals "is currently served by 25 routes operated by CHT and GoTriangle, resulting in 53 buses per hour in each direction during the peak hour."

High ridership reflects an existing concentration of jobs and housing along the corridor including approximately 29,000 residents and roughly 33,000 jobs meaning nearly 40% of Chapel Hill's population and 60% of the Town's jobs are within a half-mile mile of proposed NSBRT station areas (approximately 30% of the Town's planning area). This high concentration of jobs and people make the corridor a natural location for premium transit service and transit-oriented development.



THE CORRIDOR

TRENDS, OPPORTUNITIES
& INVESTMENTS

IMPLEMENTING A TRANSIT-ORIENTED FUTURE

The corridor's assets, including the planned NSBRT, proximity to I-40 and NC 54, regional transit connections, and significant opportunity sites continue to attract the interest of developers.

NSBRT will travel 8.2 miles along Martin Luther King Jr. Blvd., Columbia St., and US 15-501S. This corridor is the Town of Chapel Hill's primary north-south arterial and is a gateway to the Town and UNC Chapel Hill, from both the north and south. The corridor's assets, including the planned NSBRT, proximity to I-40 and NC 54, regional transit connections, and significant opportunity sites continue to attract the interest of developers.

In alignment with the Town's goals for transit-oriented development, many planned or under-construction residential and mixed-use projects in the Town are located along the proposed NSBRT corridor. This is expected to continue and increase, with a projected 30% growth in population and 55% growth in employment over the next 25 years. The half-mile station areas contain approximately 7,560 housing units, with around 250 units being legally binding affordable housing.

To maximize the impacts of the NSBRT, while ensuring the corridors existing businesses and residents continue to thrive, Chapel Hill adopted a framework and implementation plan for transit oriented development in Spring 2023- *Shaping Our Future*. The plan builds on Chapel Hill's earlier TOD-related efforts by including specific guidance on what TOD looks like in Chapel Hill and where it will be most successful. This includes defining implementation strategies for affordable housing, economic development, walking and biking improvements, environmental strategies, and an ongoing update to the Town's Land Use Management Ordinance (LUMO) to align with the plan.

As a result of this plan, Chapel Hill is expediting a Town-initiated rezoning project at the intersection of Martin Luther King Junior Blvd., Hillsborough Street, and Umstead Drive, piloting the implementation recommendations of the Town's recently adopted Complete Community Strategy and *Shaping Our Future* plan. Town staff are working with UNC to create a development framework and ambitious TOD rezoning schedule in this station area. Following community outreach and engagement in late summer 2023, Town staff will request that Council open a legislative hearing for the TOD rezoning in October, with adoption anticipated in November 2023.



TOD Values & Principles

Chapel Hill's vision for transit-supportive growth and development in the NSBRT corridor is guided by values and principles including:

- Enhanced equity and opportunities
- Housing diversity and affordability
- Sustainability, resilience, and environmental stewardship
- Vibrant, high quality public realm
- Homegrown economic development
- Multimodal transportation options, connectivity, and complete streets
- Dynamic, mixed land uses
- Distinctive and attractive development
- "Smart" growth and development

THE CORRIDOR BY THE NUMBERS...

1.3_k

BUSINESSES
WITHIN 1/2 MI. OF
NSBRT STATIONS

47%

LAND CURRENTLY
ZONED RESIDENTIAL
WITHIN 1/2 MI. OF
NSBRT STATIONS

33_k

EST. JOBS
WITHIN 1/2 MI. OF
NSBRT STATIONS

15%

LAND CURRENTLY
ZONED UNIVERSITY
WITHIN 1/2 MI. OF
NSBRT STATIONS

7.6_k

HOUSING UNITS
WITHIN 1/2 MI. OF
NSBRT STATIONS

11%

LAND CURRENTLY
ZONED COMMERCIAL,
INSTITUTIONAL, AND
MIXED USE WITHIN
1/2 MI. OF NSBRT
STATIONS

247

LBAR HOUSING
UNITS WITHIN 1/2 MI.
OF NSBRT STATIONS

295_k

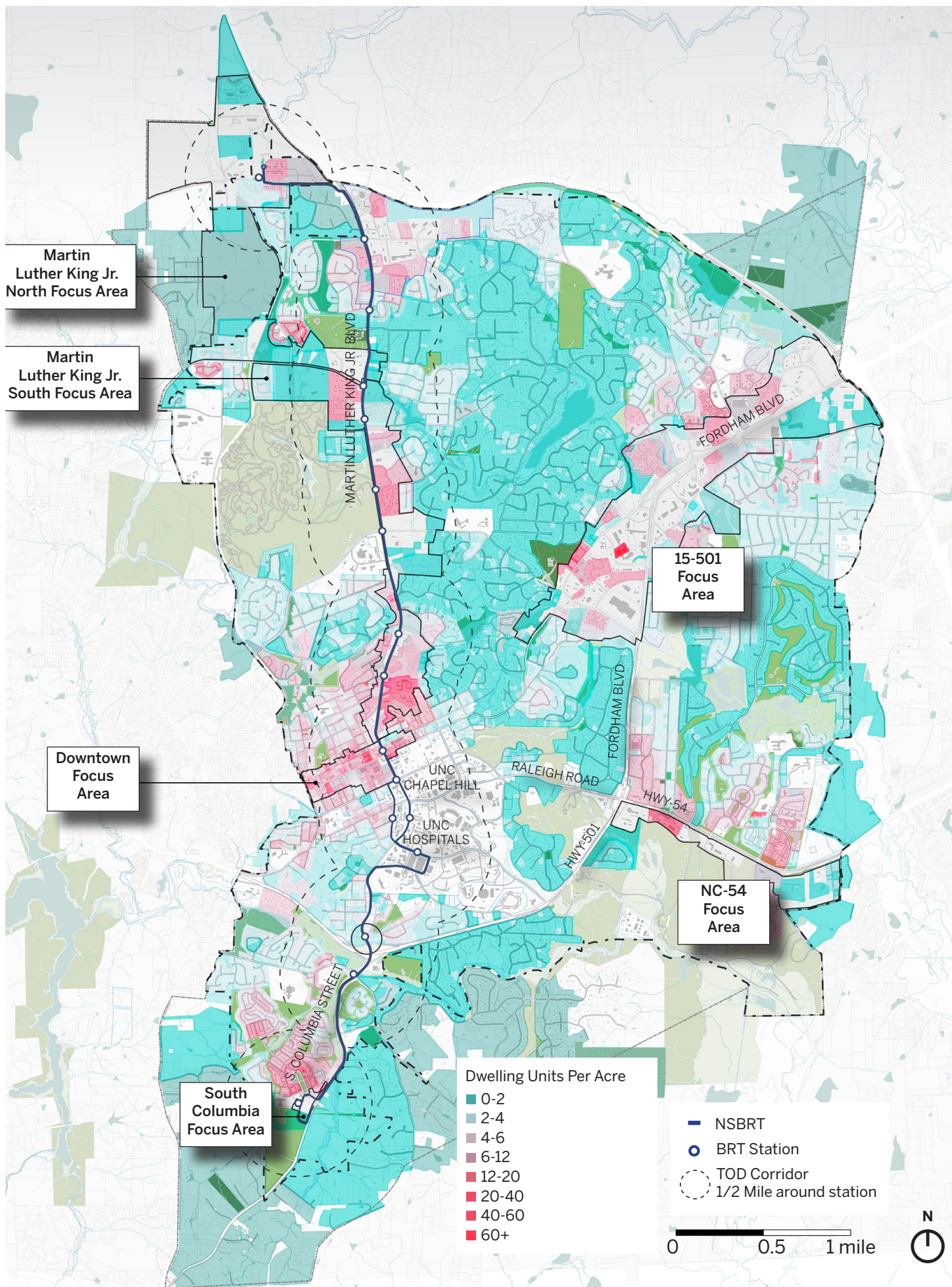
EST. POTENTIAL
SQ FT OF NEW
OFFICE IN NSBRT
STATION AREAS

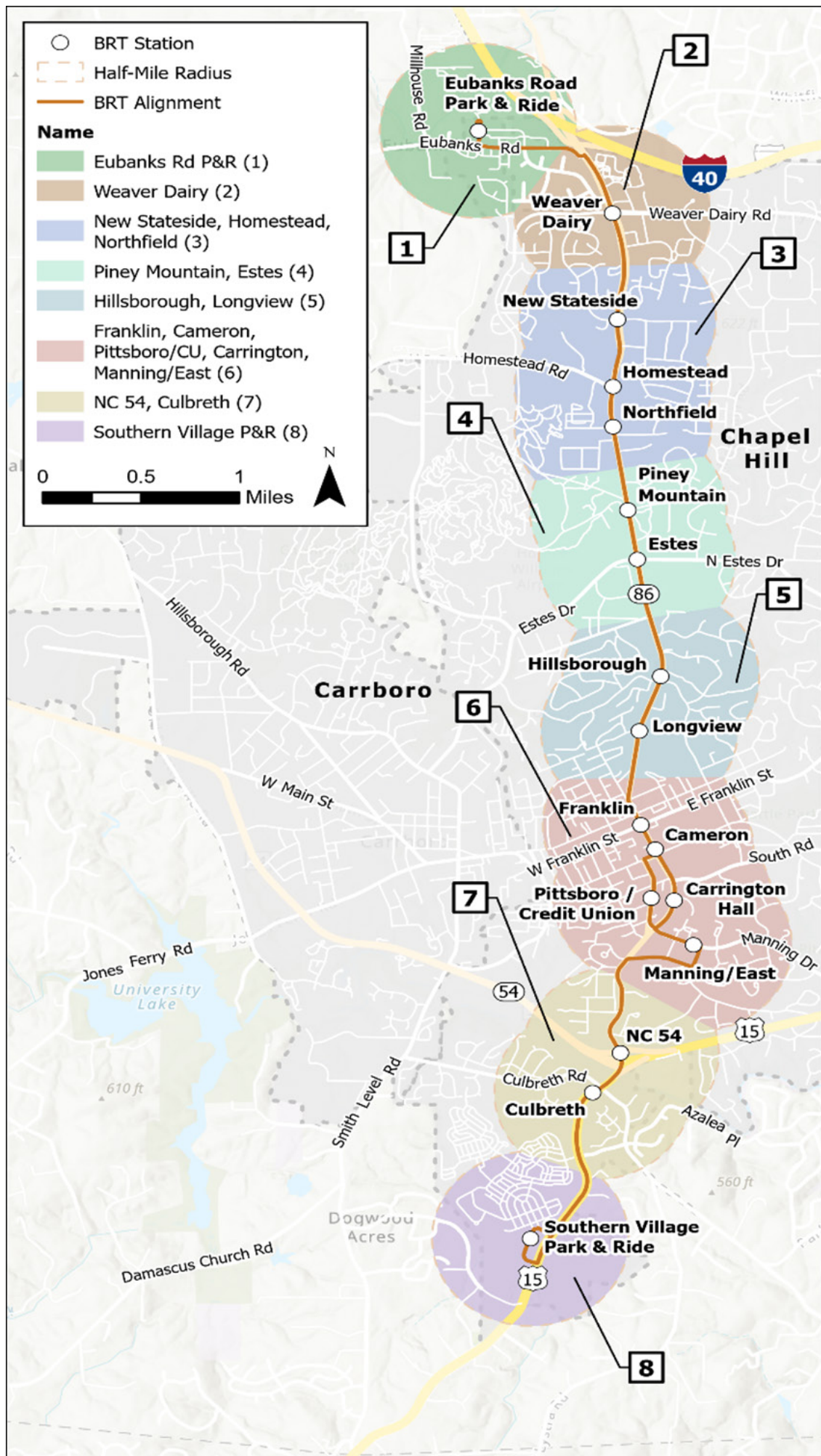
3-3.3_k

RANGE OF
POTENTIAL
NEW HOUSING
UNITS IN NSBRT
STATION AREAS

293_k

EST. POTENTIAL SQ
FT OF NEW RETAIL,
SERVICES, ETC.
IN NSBRT STATION
AREAS







FUTURE NSBRT STATION AREA: MARTIN LUTHER KING JR BLVD. AND WESTMINSTER DR

Human scaled blocks, a range of housing, mixed-use development, porous networks of walkable streets, an active public realm, open spaces, habitat preservation, and sustainable stormwater management can be achieved through thoughtful, context sensitive transit-supportive design and development.

Transportation choices are critical to Chapel Hill's growth and development patterns. Shifting the proportion of people using transit, walking, and cycling to fulfill everyday needs, requires new policies and investments making sustainable and healthier travel modes more efficient, affordable, convenient, and connected, connecting everywhere to everywhere. NSBRT adds mobility options for residents, employees, students and businesses, promotes more equitable future growth and development, and enhances well-being through walkable streets and stronger connections to open spaces. NSBRT:

- Connects Eubanks Road Park & Ride at the north to Southern Village Park & Ride (8.2 miles)
- Links neighborhoods, downtown, UNC-Chapel Hill, and UNC Hospitals
- Creates dedicated, curb running transit lanes along most of Martin Luther King Jr Blvd. and US 15-501 South
- Offers 17 world class stations with cutting edge amenities
- Increases transit system capacity
- Augments the off-street travel network with a new multiuse path (MUP) along most of the BRT corridor
- Connects to existing and future multi-use paths and Chapel Hill's growing "Everywhere to Everywhere" greenway network
- Provides faster, more reliable transit access to local and regional employment centers with rapid buses departing every 7.5 minutes at peak
- Supports the Town's ambitious climate action goals
- Responds to growing and changing mobility demands.



CHAPEL HILL TRANSIT

WHAT'S NEXT?

NSBRT...AND BEYOND

NSBRT is a critical element of the region’s future high frequency transit network.

Research Triangle has world class universities, global companies, and consistently ranks among the country’s best places to live. But we lack a cohesive, connected, high-capacity transit option. A reliable, affordable, and enjoyable public transportation option becomes increasingly non-negotiable, as the region continues to grow, attracting more people every day. Looking beyond NSBRT, Chapel Hill Transit and regional partners in Durham County, the City of Durham, and at the DCHC MPO are already discussing the possibility of BRT along the primary east-west corridor connecting Chapel Hill, Durham, and beyond and solving a major access and mobility bottleneck.

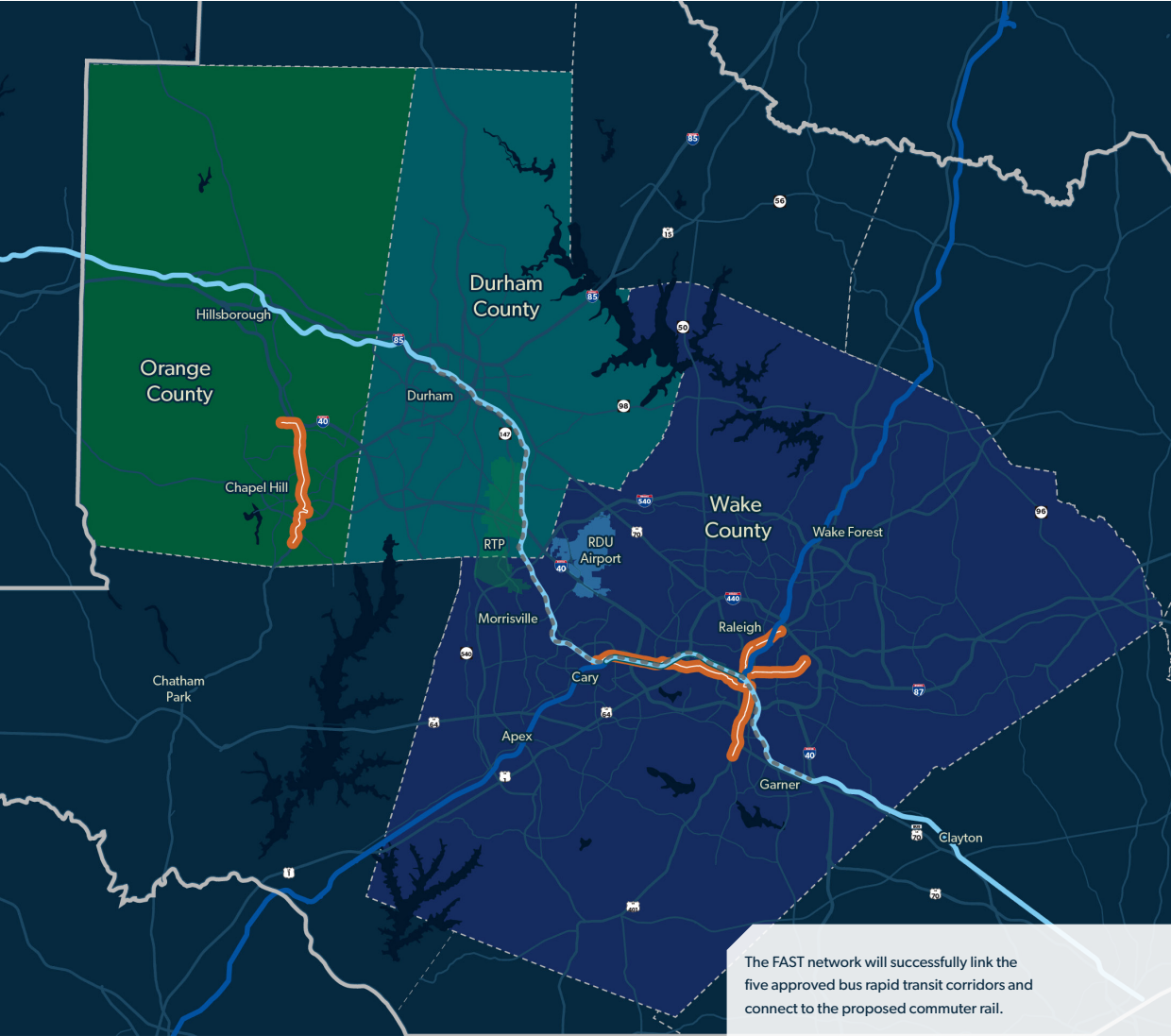


Figure 2. Study Area with Planned Rapid Transit

SOURCE: FAST Network Concept for North Carolina’s Research Triangle Region and Triangle FAST Implementation Playbook

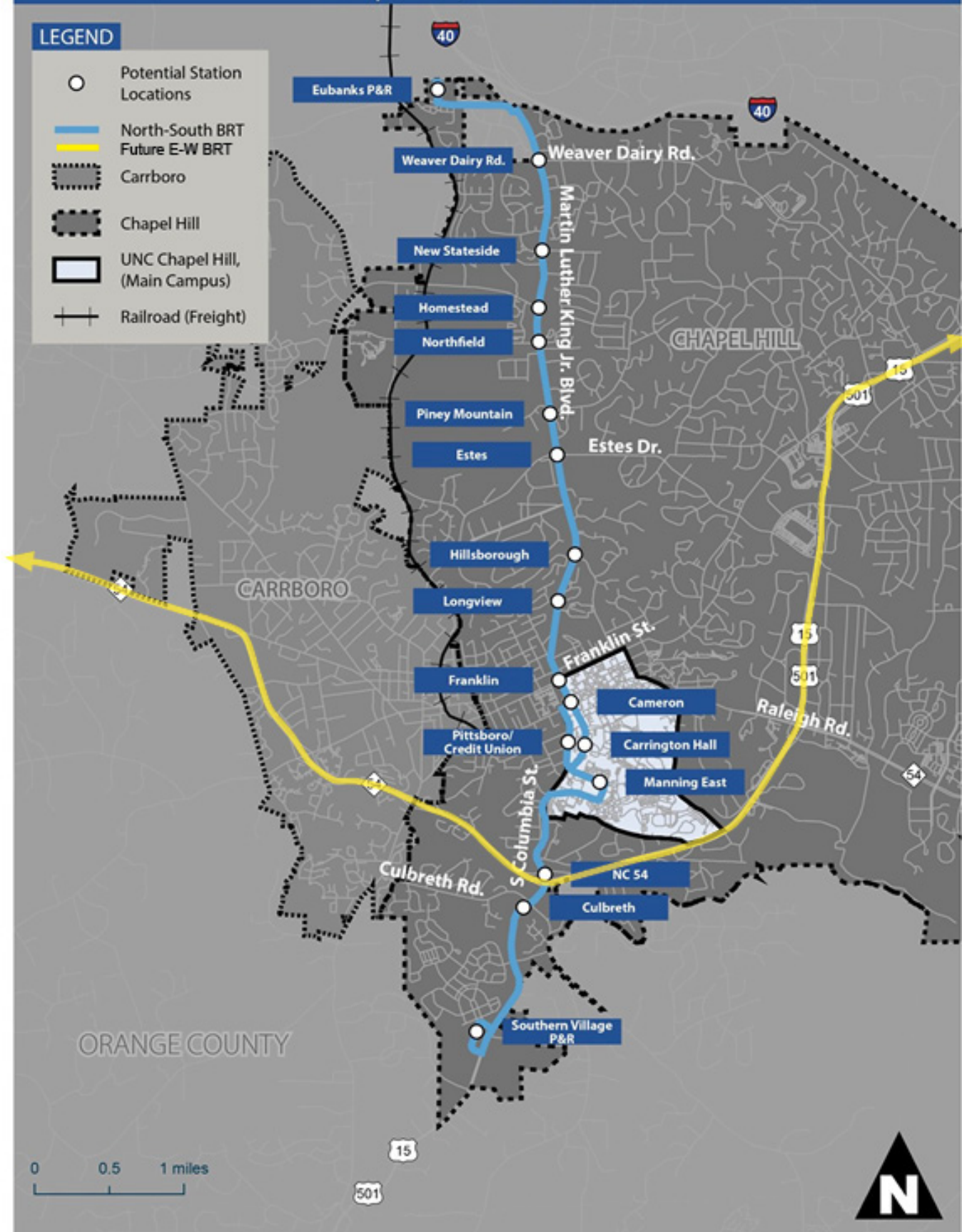
- BRT
- Commuter Rail
- NC By Train Service
- Future Inter-City Rail
- NC By Train Service and Future Inter-City Rail

North-South BRT Project

Chapel Hill, North Carolina

LEGEND

-  Potential Station Locations
-  North-South BRT
-  Future E-W BRT
-  Carrboro
-  Chapel Hill
-  UNC Chapel Hill, (Main Campus)
-  Railroad (Freight)





NORTH-SOUTH BUS RAPID TRANSIT

EXECUTIVE DIRECTOR BRIAN LITCHFIELD | blitchfield@townofchapelhill.org

PROJECT LEAD: MATT CECIL | mcecil@townofchapelhill.org

www.townofchapelhill.org/government/departments-services/transit