



June 11, 2021

Southern Village

- ❑ 1,150 residences
- ❑ 300 acres total
- ❑ 90 acres of open space
- ❑ Greenway bisects the neighborhood
- ❑ Swim and tennis center
- ❑ Village Center
- ❑ \$425,300,000 cumulative value
- ❑ 6.9% of property value in Chapel Hill



1992 Southern Small Area Plan

GOALS AND OBJECTIVES

Objectives

In considering the Goals and Objectives of the Comprehensive Plan and the character of the area, the Small Area Planning Group has chosen to emphasize the preservation and development goals and objectives noted here.

Preservation Objectives

- * Protect environmentally sensitive areas including:
 - the flood plain
 - Resource Conservation District
 - the steep slopes
 - Land identified in a Triangle Land Conservancy Inventory.
- * Preserve the natural beauty of the area including:
 - the Botanical Gardens
 - Arboretum
 - Mason Farm.
- * Protect the character of the area defined in part by:
 - the natural views and vistas
 - the working farms
 - wild life areas
 - historic areas.
- * Protect the water quality of University Lake and Jordan Reservoir.
- * Preserve existing neighborhoods by:
 - avoiding undue disruptions
 - providing density transitions
 - providing vegetative buffers.

Development Objectives

- * Provide a range of housing including:
 - a range of densities
 - different housing types
 - a range of costs.
- * Limit the increase in traffic to the extent possible by:
 - creating a transit friendly development pattern
 - providing neighborhoods in which people can walk or bicycle to stores, offices, parks, and other neighborhoods
 - linking the area to the University and central Chapel Hill with bicycle and pedestrian paths.
- * Provide appropriate support structures including:
 - parks and open space
 - roads and transit
 - community facilities.
- * Maintain the beauty and character of the area by:
 - ensuring that buildings are aesthetically integrated with the topography
 - prohibiting strip commercial development along 15-501.
- * Ensure that development incorporates:
 - bicycle and pedestrian systems
 - mass transit systems.

VILLAGE PATTERN

The term Village Pattern describes the type of urban development that took place through the first half of the twentieth century. The early towns were often built on a grid pattern around a town center containing civic space, shops and offices. Homes were not necessarily separated from other uses, but most shops, homes and other uses were of a similar scale. People were not dependent on cars for every activity and front yards were not oriented around driveways and garages.

1992 Southern Small Area Plan

Chapel Hill Context

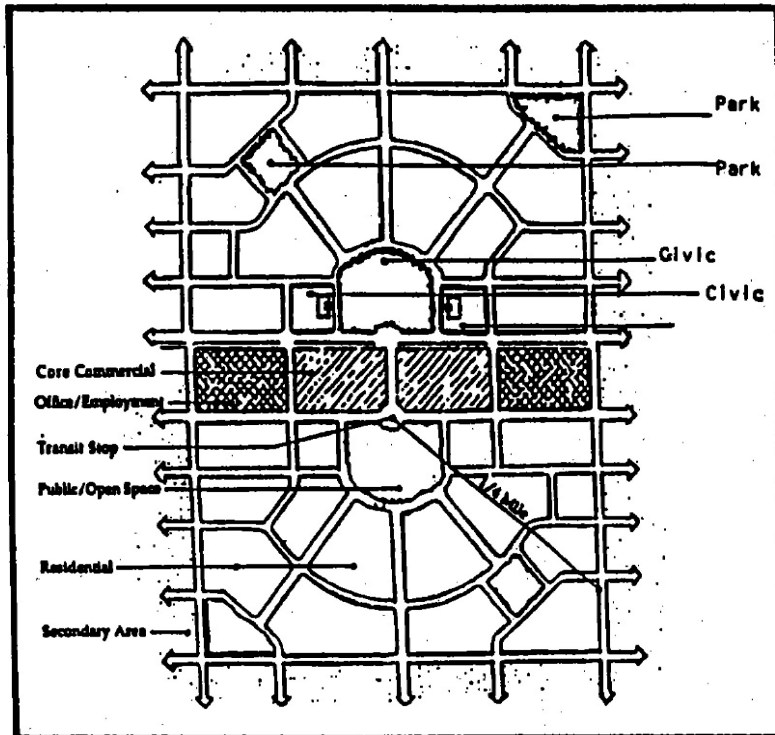
Chapel Hill has several examples of a village pattern. Most notable, of course, is the Downtown area where residences are compactly located within easy walks of stores, services, and employment. On a different scale, some of the principles of the village pattern also are evident in the Glen Lennox neighborhood and the Timberlyne area.

Advantages:

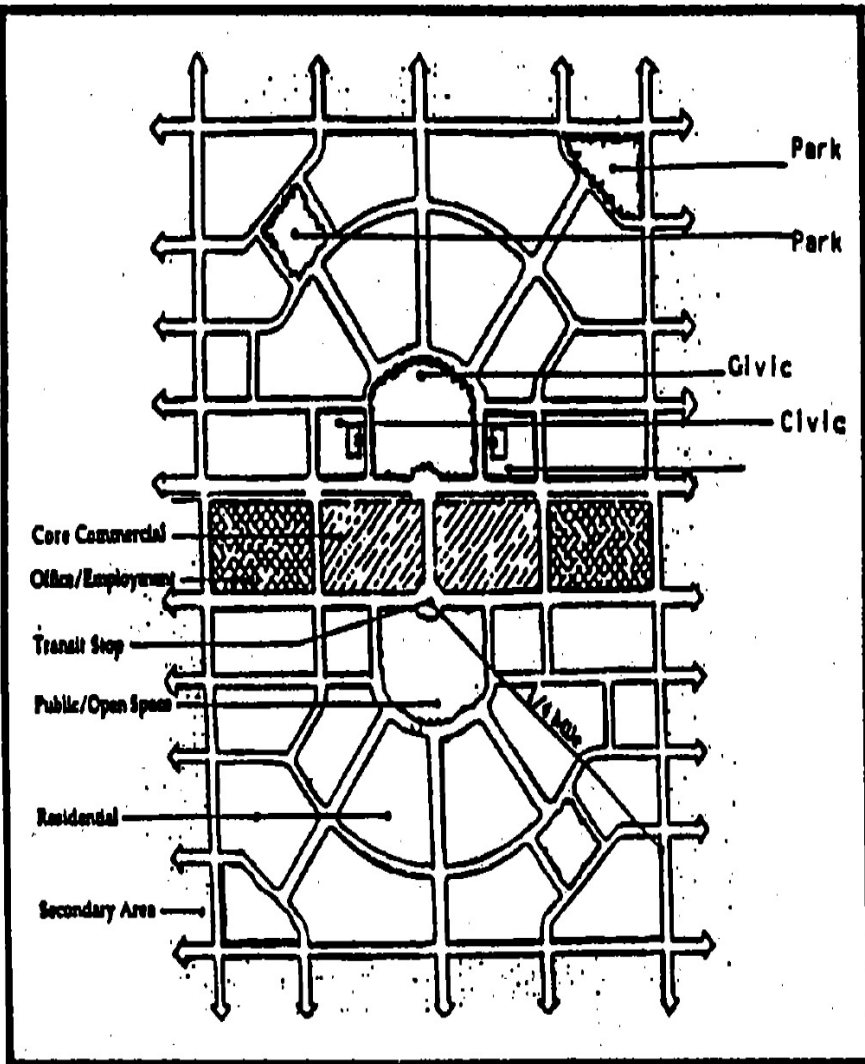
- Various housing types offered
- Opportunity for mobility without an automobile
- Amenities and services are close by
- Opportunities for community interaction
- Public services provided more efficiently
- Efficient use of land
- Opportunity to preserve sensitive land

Disadvantages:

- Must be developed as a complete package of residential, commercial and office uses
- Needs development organization with high level of skill in village development
- Requires specific Town guidelines



Village Pattern



Creating Southern Village

- Achieved Town goals through effective design principles
 - Narrow, low-speed streets – 27' wide
 - Street trees
 - On-street parking
 - Front porches
 - Wide sidewalks
 - 5' in residential section
 - 21' in village center



Residential Snapshot

- 530 single family homes
- 250 apartments
- 230 condos
- 140 townhomes



Quarter Mile Walk Radius



Bike to School



The Village Center

- **650 households within ¼ mile / 5 minute walk**
- **Variety of architectural styles**
 - One building at a time
 - Different architects
- **Wide range of activities**

Civic	Grocery
Office	Pharmacy
Movie Theater	Restaurants
NC Symphony	Spa
- **Sidewalks for people**
- **Buildings at the street**
- **227,000 square feet built**
- **1,000 jobs**



What makes the Village Center work?

- ❑ Variety of uses
- ❑ Outdoor rooms
- ❑ Strong partnerships
 - ❑ Weaver Street Market
 - ❑ Day care
 - ❑ Church
 - ❑ Elementary school
 - ❑ The Lumina Theater
 - ❑ Hyatt Place
 - ❑ Southern Village Apartments
 - ❑ Park & Ride Lot – Town of Chapel Hill



Mary Scroggs Elementary School

Southern Village Hotel



Fostering Vitality

- ❑ Outdoor spaces not too big
- ❑ Events, events & events
- ❑ Experiences



North Carolina Symphony – 19 Years



Incremental Additions

- Variety of seating options
 - “Bryant Park” tables and chairs
 - Swings
 - Picnic tables
 - Benches
- Define spaces
 - Planters
 - Brick pavers



Seating Types and Enhancements



Lessons Learned

- Structure Master HOA for Contribution to events budget
 - SVHOA contributes only \$12,500/year (\$8 per household) toward events on Market Street
 - Sales/Transfer fees have been used with success elsewhere
- Retain ownership of income producing properties
- Look to the pre-1940's neighborhoods in your area for design and types of use guidance
 - Setbacks
 - Lot sizes
 - Types of street trees

Critical

- One mistake that cannot be overcome
 - ▣ Do not lose \$
 - ▣ Have fun!
 - ▣ Make \$
- Economic cycles here to stay
 - ▣ There will be one or more downturns during the life of your project
- First 10% - it's about motion, not money
- Flexibility
 - ▣ Uses
 - ▣ Plan
- Trust
 - ▣ Years to create, a moment to lose

Future Plans

