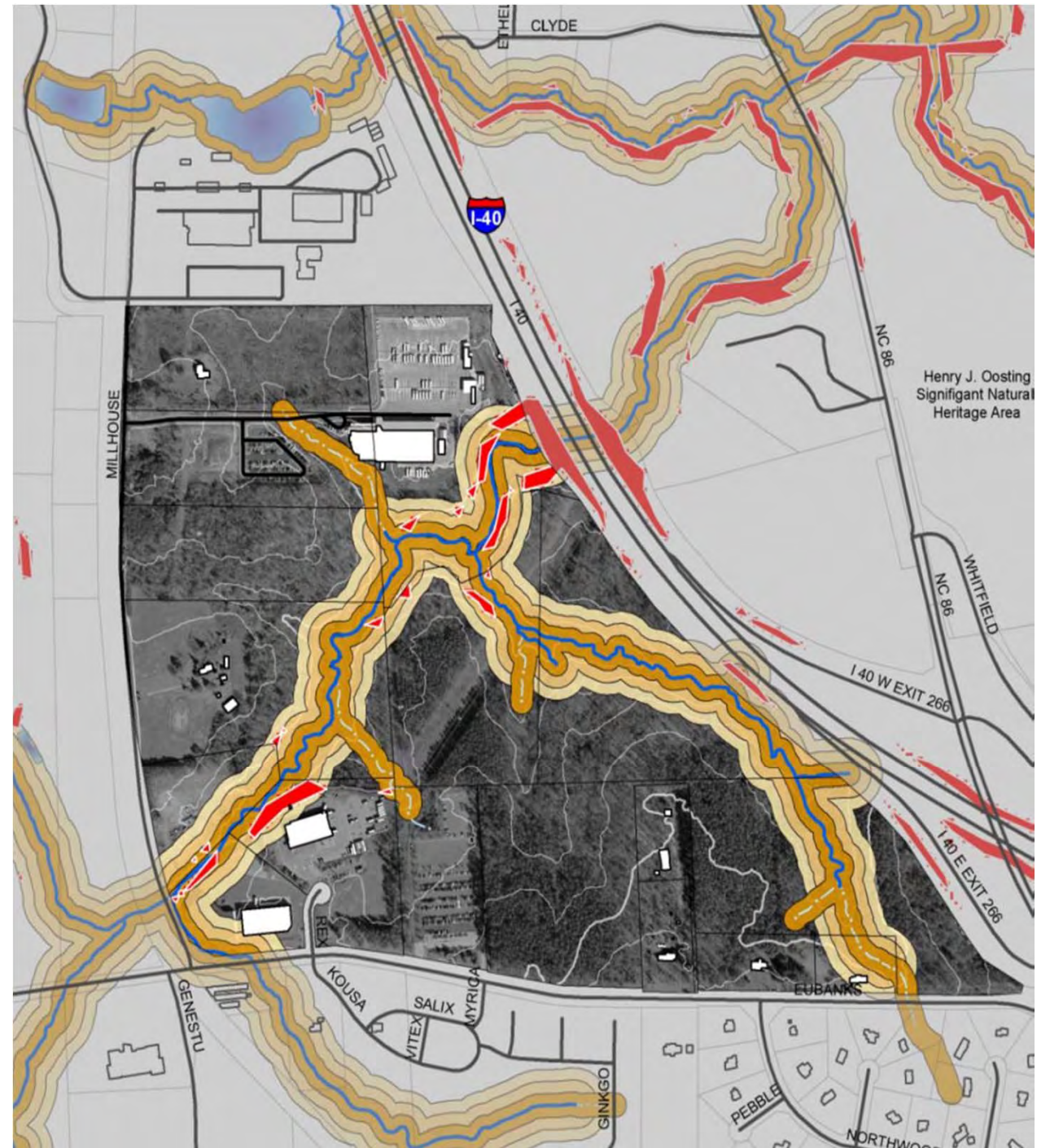


Chapel Hill

Eubanks Road

Conceptual Plans

Progress Report
29 April 2011



Design Process

1. Review the Northern Area Task Force Report for guidance
2. Review the Northern Area Transit Oriented Development Workshop Concept Plans
3. Reviewed Scope of Park and Ride Feasibility Study – just beginning
4. Review Stream and Highway Buffer requirements – map no build restrictions
5. First round of separate meetings – one staff, one development team
6. Developed Design principles, confirm development program and design two alternative concepts
7. Second round of meetings – both groups together react to the precedents and the two alternatives
8. Main Street Concept selected as preferred alternative
9. Refined the Main Street Concept – conference call with ED Office and Development Team
10. Final Concept illustrated for today's presentation

Design Principles

- 1. Maximize the development potential by vertically stacking uses where economically feasible**
- 2. Use the new diagonal as the main axis of the concept. Orient big boxes to a shared field of parking on Eubanks**
- 3. Create a pedestrian friendly public commons anchored by food and the park & ride hub**
- 4. Align streets to allow for connections to streets across Eubanks Rd and to the northwest for future redevelopment opportunities**
- 5. Plan Eubanks Rd. as a four lane section with a median, sidewalks, bike lanes (+/- 100 ft. ROW), and a multipurpose path/greenway separated from the street.**
- 6. Create a hierarchy of streets – segregate the pedestrian vs. the bus-way**
- 7. Create a concept that can adapt to future redevelopment opportunities on the site by redeveloping surface parking lots**
- 8. We targeted approximately 12% shared parking**
 - Hotel and office peak at opposite times from park and ride – they could share spaces**

Design Principles

- 7. Create an alley system to allow easy servicing and separation from other uses**
- 8. Locate auto dominated uses towards the I-40 side of the site**
- 9. Locate fast food outlets internal to the site to promote foot traffic. Turn the out-parcels into in-parcels, orient them away from Eubanks – but still visible from it.**
- 10. Explore creating alternative exits from I-40 to improve access and relieve traffic congestion on MLK/Eubanks Rd**
- 11. Create a buffer to screen parking and transition into the neighborhood south of Eubanks**
- 12. Employ innovative stormwater alternatives to detention ponds to meet requirements**
- 13. Use vertical architectural elements to punctuate key vistas and intersections**
- 14. Protect old growth trees on the north side of slopes by the creek**

Precedent Central Public Space

Greene Center – Beaver Creek OH



Precedent Central Public Space

The Commons @ North Hills, Raleigh, NC



Precedent

Apartments over Retail Street

North Hills, Raleigh, NC

City Place, Long Beach, CA

City Place, West Palm Beach



Precedent

Main Street – parallel parking

Easton Town Center, Columbus, OH

Greene Center, Beaver Creek, OH



Precedent

Transit Center anchors Plaza

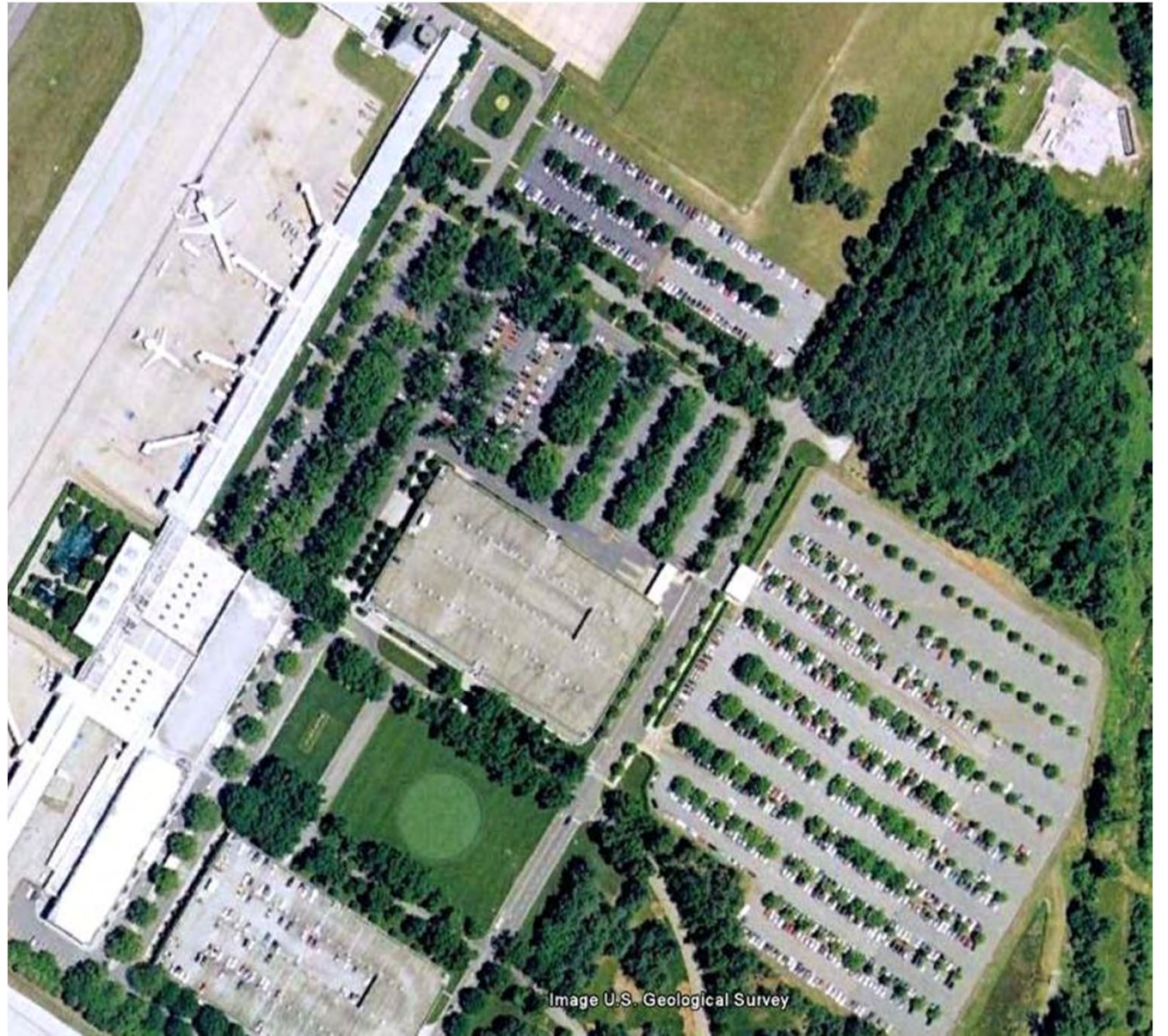
Montgomery County, MD



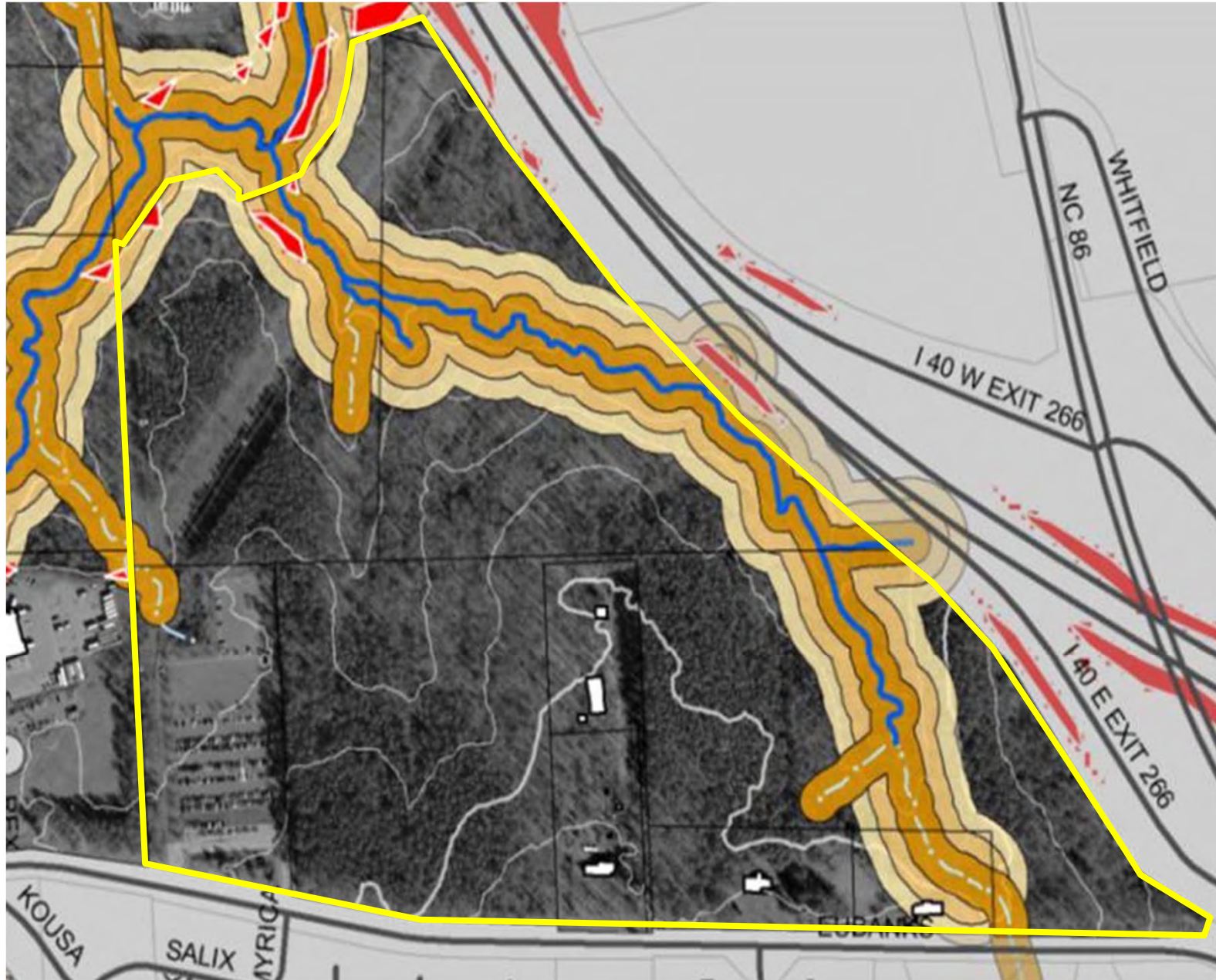
Precedent

Grove parking

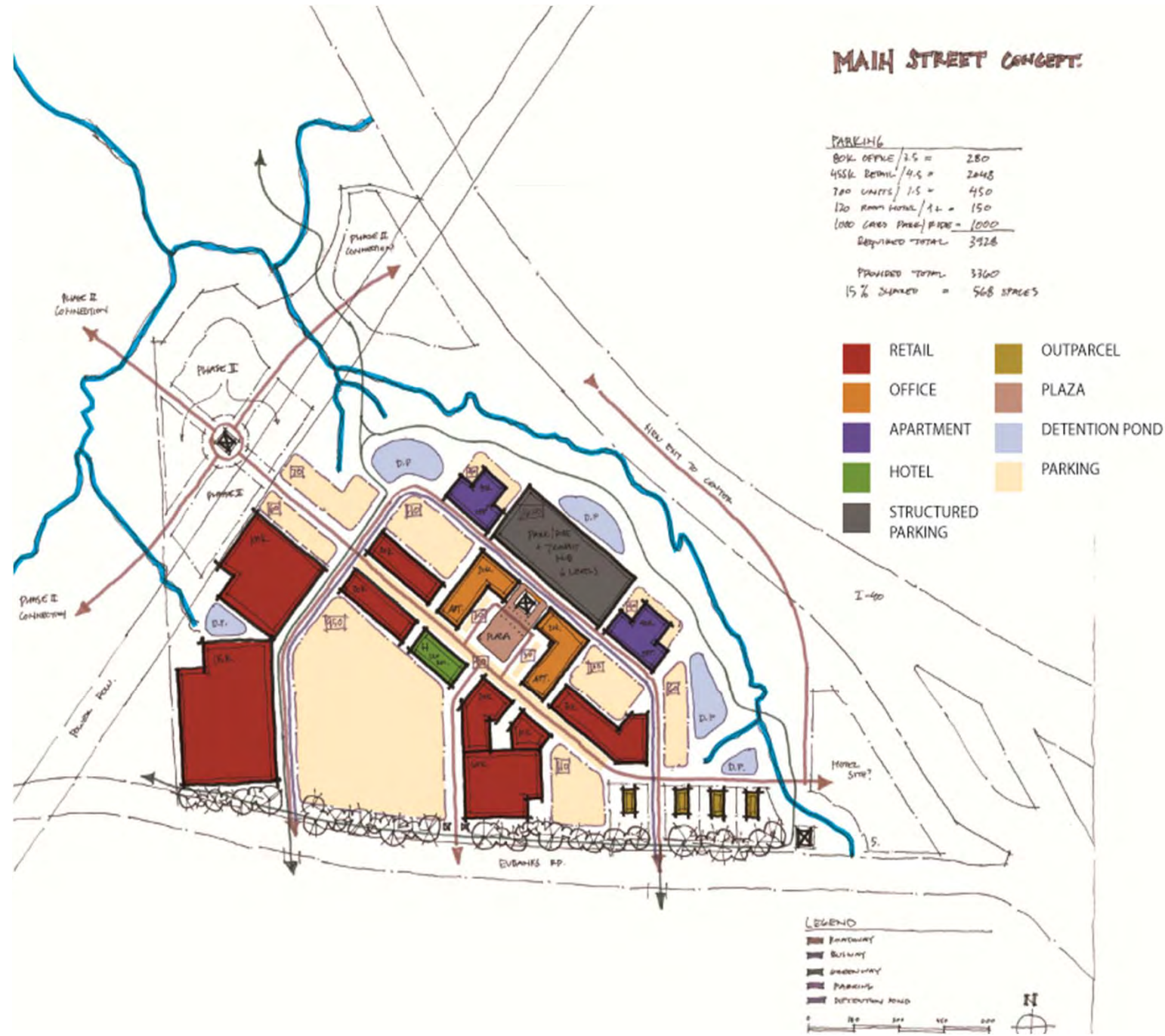
Greenville Spartanburg Airport
Greer, SC



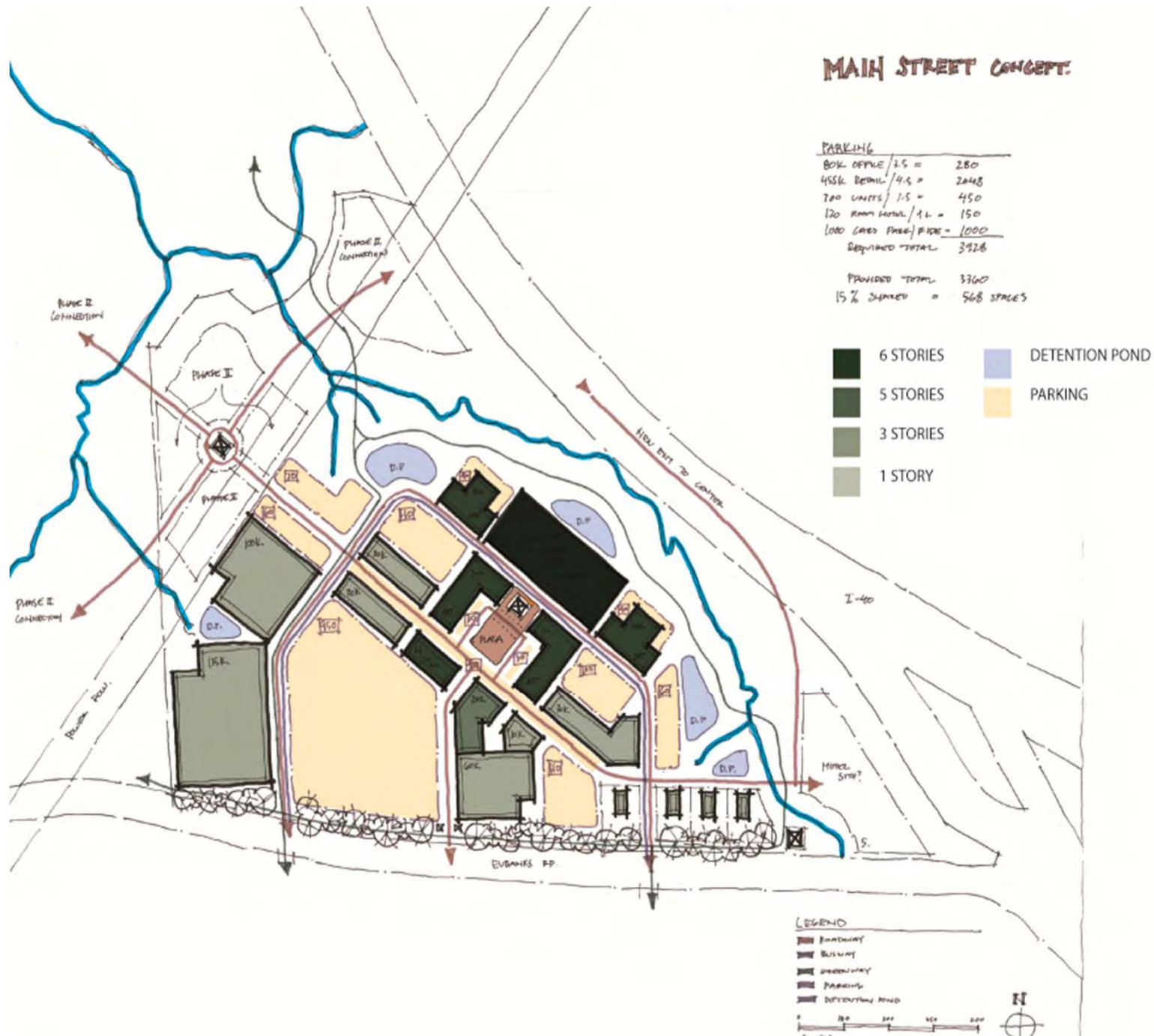
Site Development Limits



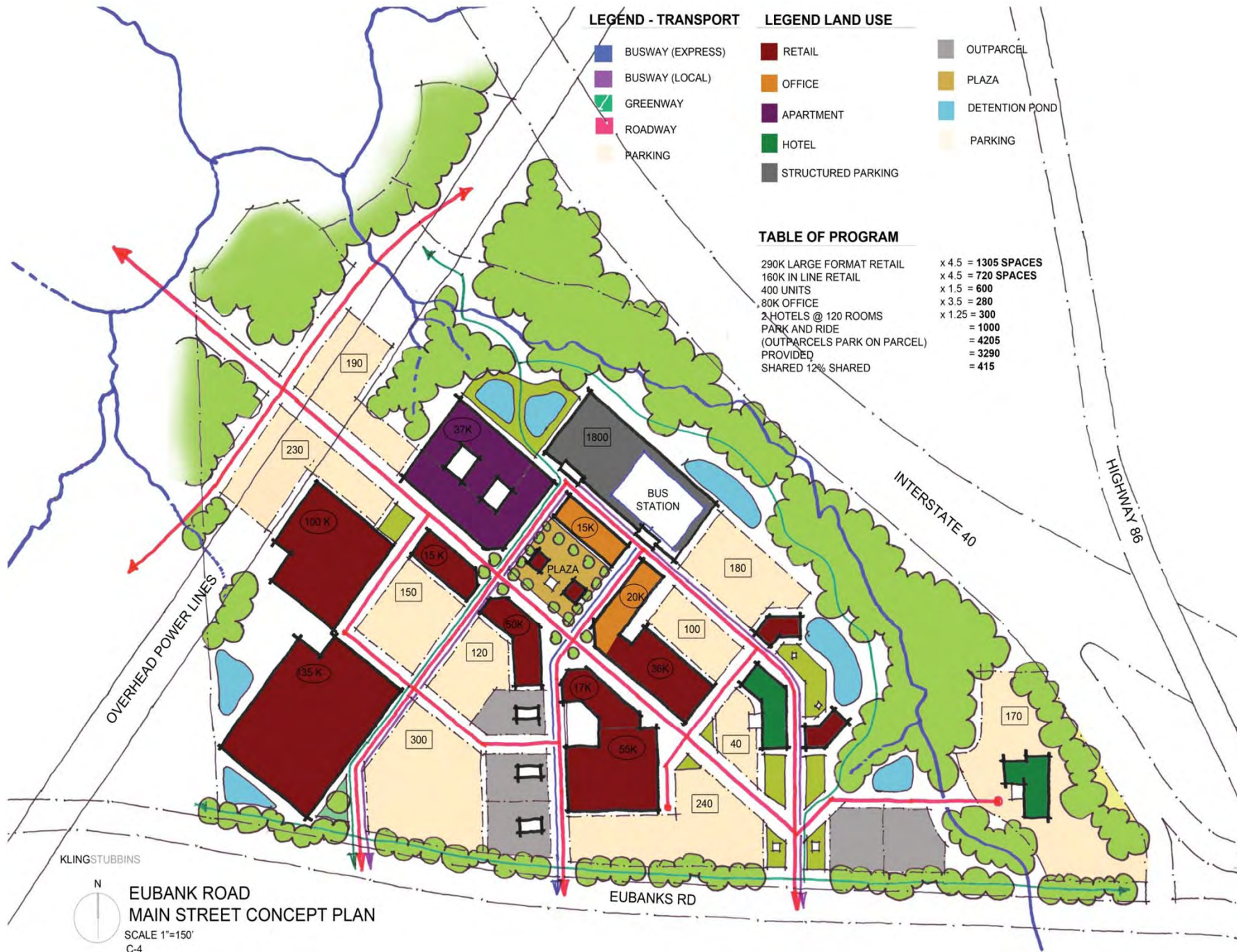
Main Street Concept – Upper Level Use



Main Street Concept – Upper Level Use

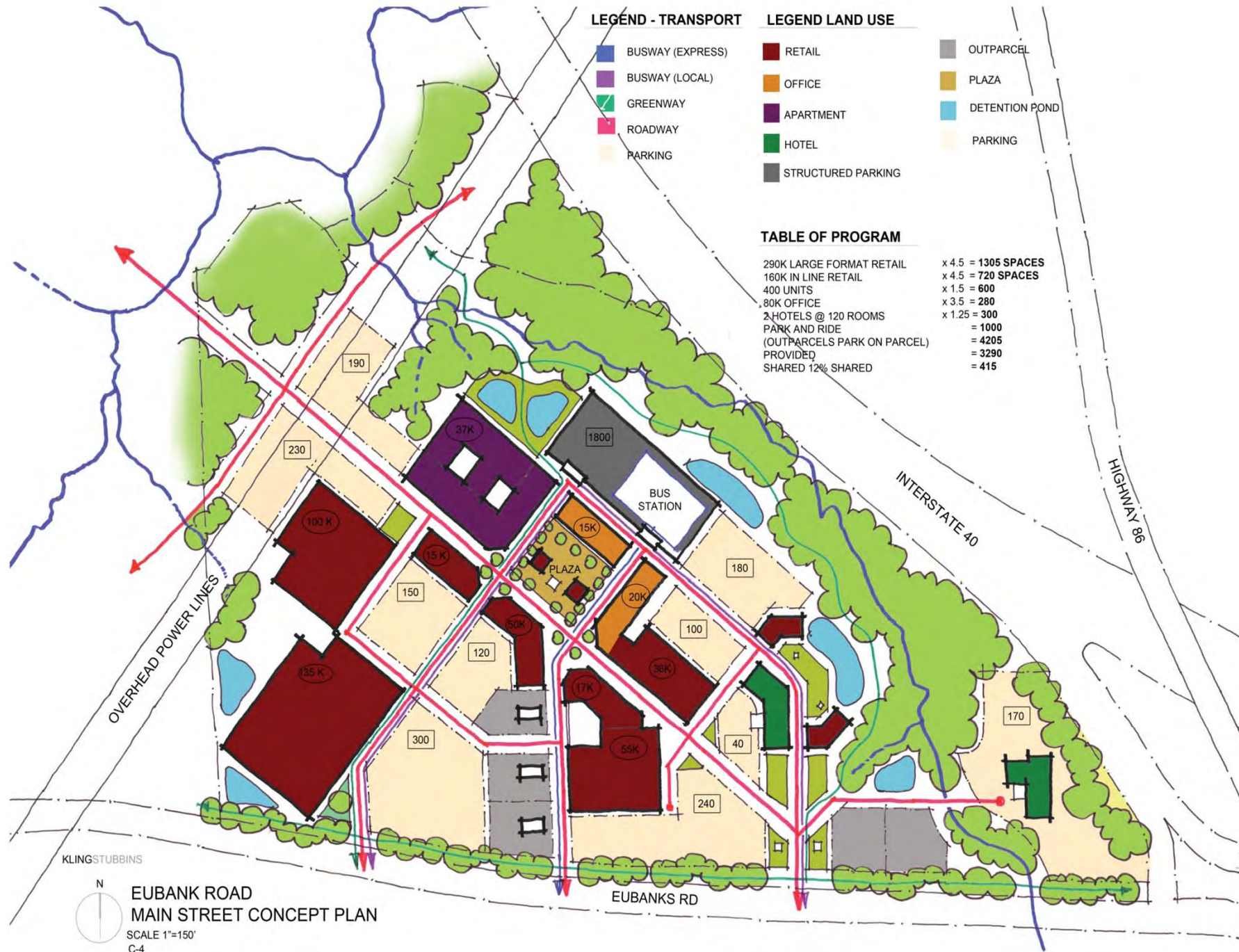


Main Street Revised Concept – Land Use



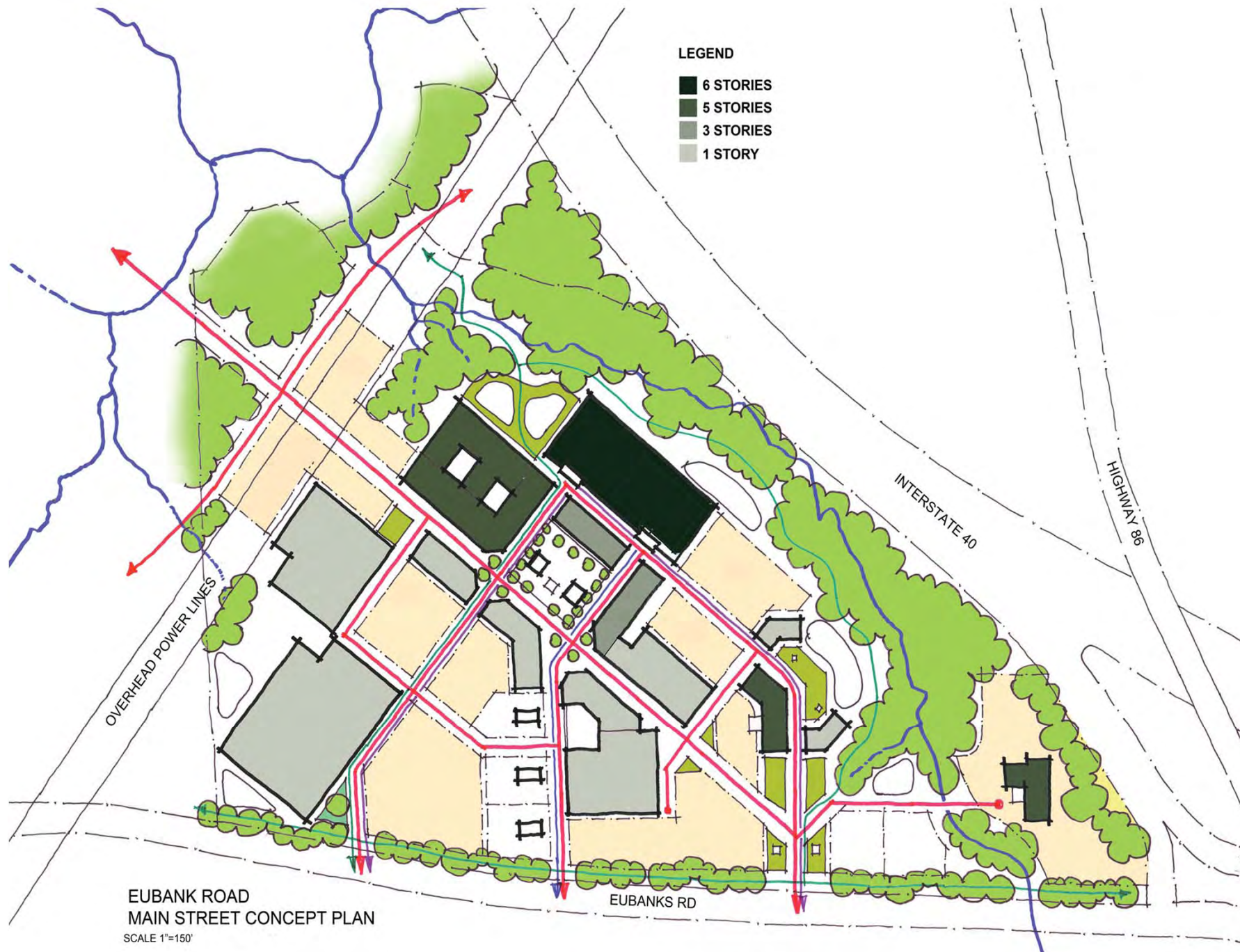
1. Main Street organizes pedestrian experience
2. Central Plaza is heart of site
3. Park and Ride anchors site and plaza
4. Large Format retailers located close to Eubanks
5. Retail lines plaza and street, ground floor of all space has retail
6. Parking Fields broken up and hidden from Eubanks by landscaped and bermed buffer with multipurpose trail
7. Parking Fields are dimensioned for future parking decks

Main Street Revised Concept – Land Use

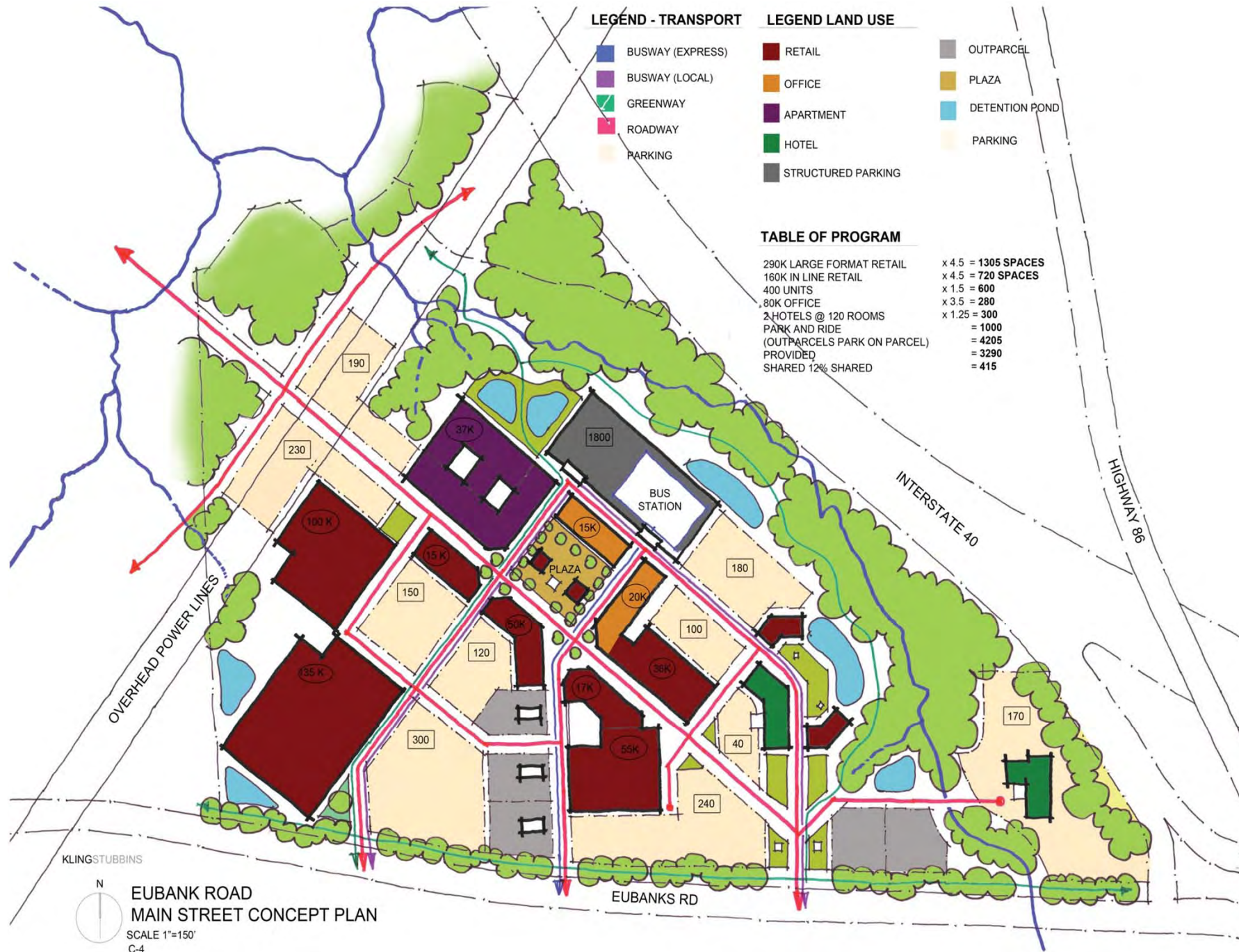


8. Out-parcels become in-parcels
9. Pocket Parks strategically located
10. Express Bus Routes avoid Main Street
11. Local Bus Routes touch major destinations
12. Bus Station is in ground floor of Park and Ride Deck
13. New Multi-purpose trail connects south of Eubanks/north to Transit Operations and rings the site

Main Street Revised Concept – Building Heights



Main Street Revised Concept – Land Use



Questions

Discussion?

Thank You