

# CENTRAL WEST FOCUS AREA COMMUNITY WORKSHOP



**March 2, 2013**

# THE CENTRAL WEST FOCUS AREA TODAY



# WORKSHOP PURPOSE

- Directly engage the Chapel Hill community in the Central West Focus Area (CWFA) planning process
- Gather the community's perceptions about the area
- Develop a vision for the area
- Discuss elements of placemaking (what makes a place special)



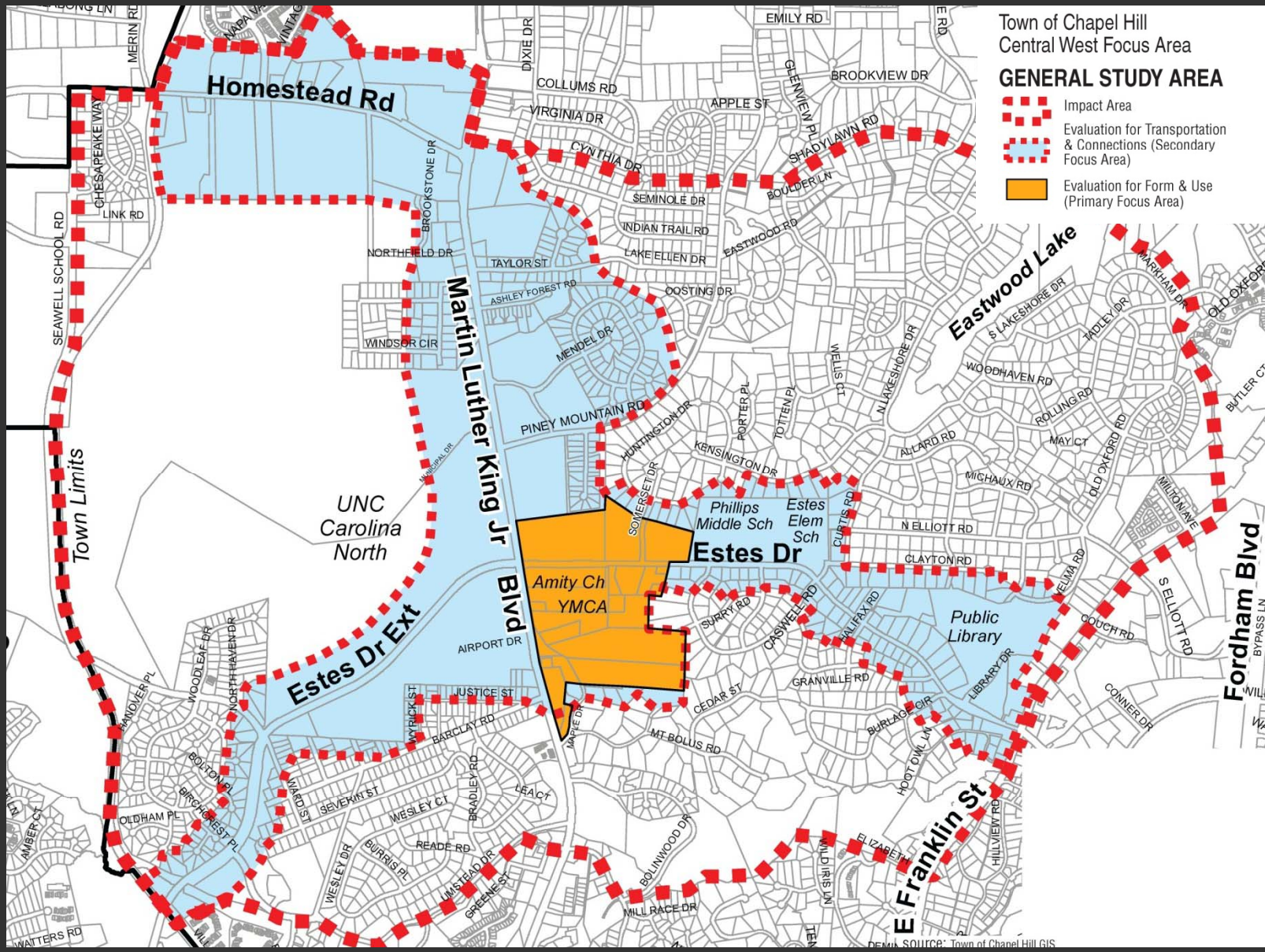
# WORKSHOP AGENDA

- 8:30 – 9:00** Sign in and browse displays
- 9:00 – 9:10** Introductions and meeting purpose
- 9:10 – 10:00** The CWFA today: A presentation of key elements
- 10:00 – 10:45** Discussion #1: Perceptions of the CWFA today
- 10:45 – 11:00** **BREAK**
- 11:00 – 11:20** “Shaping” places: A presentation of examples and precedents
- 11:20 – 12:20** Discussion #2: Place-making in the CWFA
- 12:20 – 12:50** Reporting back
- 12:50 – 1:00** Wrap up

# BACKGROUND

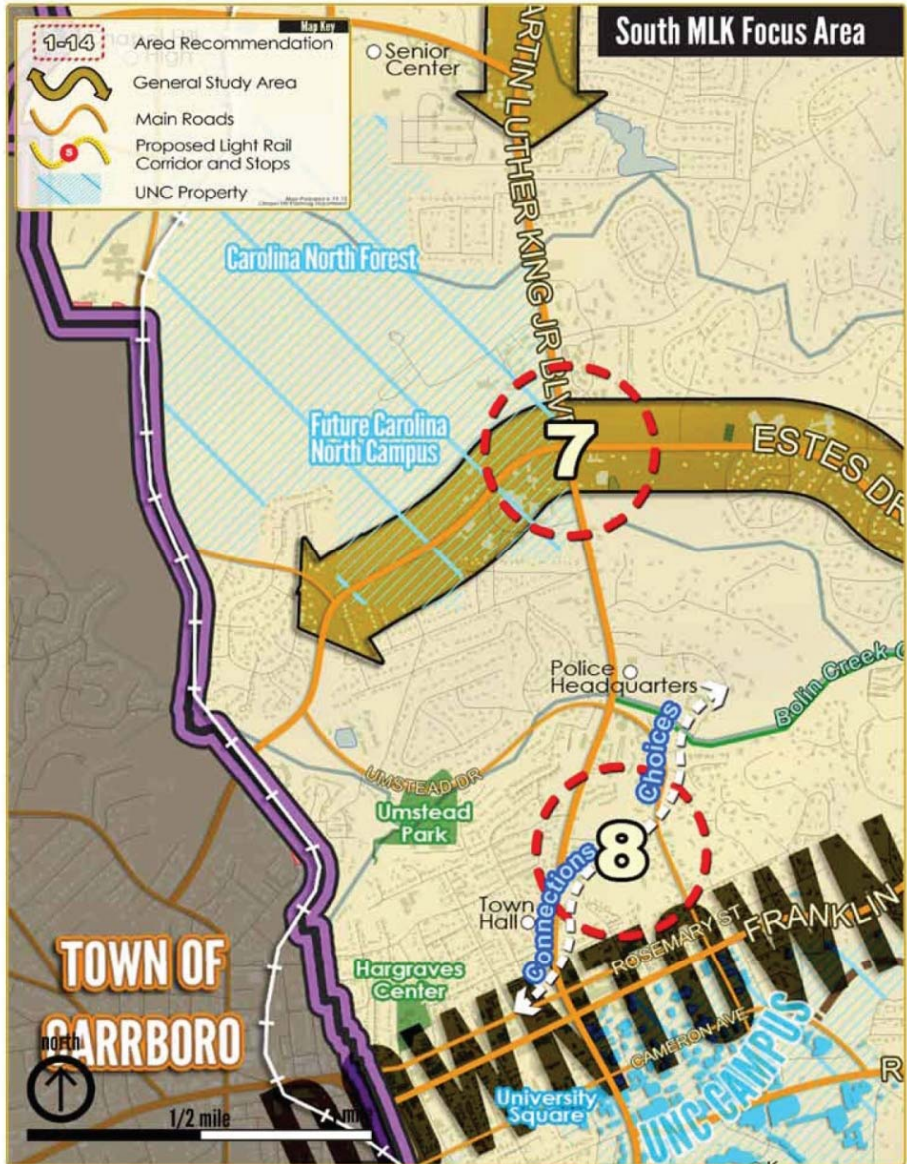


# STUDY AREA



# COMPREHENSIVE PLAN 2020

Area 3: South Martin Luther King Jr. Blvd./Homestead Road to Estes Drive



# COUNCIL'S CHARGE TO THE SC

## **Purpose of the Steering Committee:**

- Maintain the integrity of the planning process
- Ensure an open and participatory process
- Receive and integrate community feedback
- Facilitate communication with the community

## **Requested Products:**

- A small area plan with clear visuals and explanations for recommendations
- A process and schedule for reporting to the community regularly
- Data compilation to ensure informed decisions



# STEERING COMMITTEE MEMBERS

# of Seats	Representation	Member
1	UNC Chapel Hill liaison	Jeff Kidd
1	Chapel Hill-Carrboro City Schools liaison	Mia Burroughs
1	Planning Board member	Amy Ryan (co-chair)
1	Transportation Board member	Michael Parker (co-chair)
4	Business owners/Landowners/Non-profit representatives from the area, including one Chamber of Commerce Member	Anthony Carey Lucy Carol Davis Bruce Murray Whit Rummel
7	Residents from the Planning and Impact Areas	Eric Hyman David Tuttle Julie McClintock Sarah McIntee Firoz Rustorn Mistry Mickey Jo Sorrell Elizabeth (Buffie) Webber
1	Renter from the Planning and Impact Area	Abby Parcell
1	Bicycle and Pedestrian Board	Keith Billy
<b>17</b>	<b>Total</b>	<b>9</b>

# GENERAL PROJECT SCHEDULE

## Information Gathering

- Compile data and hear special topics presentations
- Hold a community workshop and synthesize findings
- Refine project goals and principles to guide next steps

**Jan. – April**

## Draft Plan

- Develop draft focus area plan
- Review with agencies, advisory boards and the public
- Presentation to the Town Council (June)

**May – June**

## Revisions

- Revise the plan based on agency, public and Council feedback
- Present the draft plan to the Planning Board for discussion
- Hold a public hearing

**July – Sept.**

## Final Plan

- Make final changes to the plan
- Submit the plan to Town Council for review and possible endorsement

**Oct. – Dec.**

\*The Steering Committee will also hold regular meetings and community report out sessions.

# UNDERSTANDING THE CWFA



# WHO COMPRISES THE CWFA?

## Form and Use Evaluation Area:

- Travelers on Estes Drive and MLK Jr. Blvd.
- Employees and users of Amity Church, YMCA, daycare center, and various medical providers
- Very few residents (3-4 homes)

## Transportation and Impact Areas:

- Primarily residents, plus public schools attendees, library users, Carolina North employees
- Median Age: **30-35** (higher than Town median of 25)
- Median Income: **\$70-84K** (higher than Town median of \$58K)
- **15%** of the Town's population
- **7%** of the people working in Town

# WHAT IS THE RESIDENTIAL CHARACTER?

## Form and Use Evaluation Area :

- Very few residences in the CWFA (3-4 single family homes)

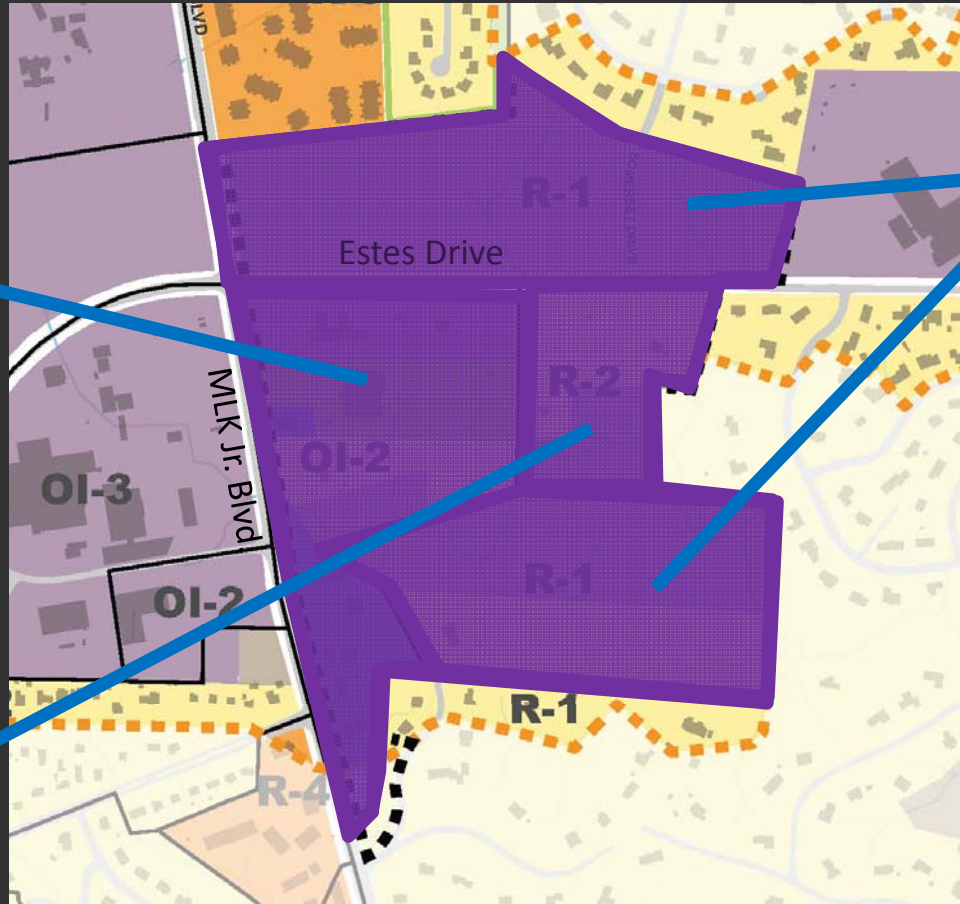
## Transportation and Impact Areas:

- Mixture of single family and multi family housing
- Resident ownership rate: 45% (slightly lower than Town's 49%)
- Median home value: \$220 - 390 K (\$390 K - 1 M in Coker neighborhoods)
- Housing generally set back from street
- Significant tree cover around the buildings



# WHAT ARE THE REGULATORY, BUILT AND NATURAL QUALITIES?

OI-2 Zoning:  
Office &  
Institutional



R-1 Zoning:  
3 units/acre

R-2 Zoning:  
4 units/acre

# WHAT ARE THE REGULATORY, BUILT AND NATURAL QUALITIES?

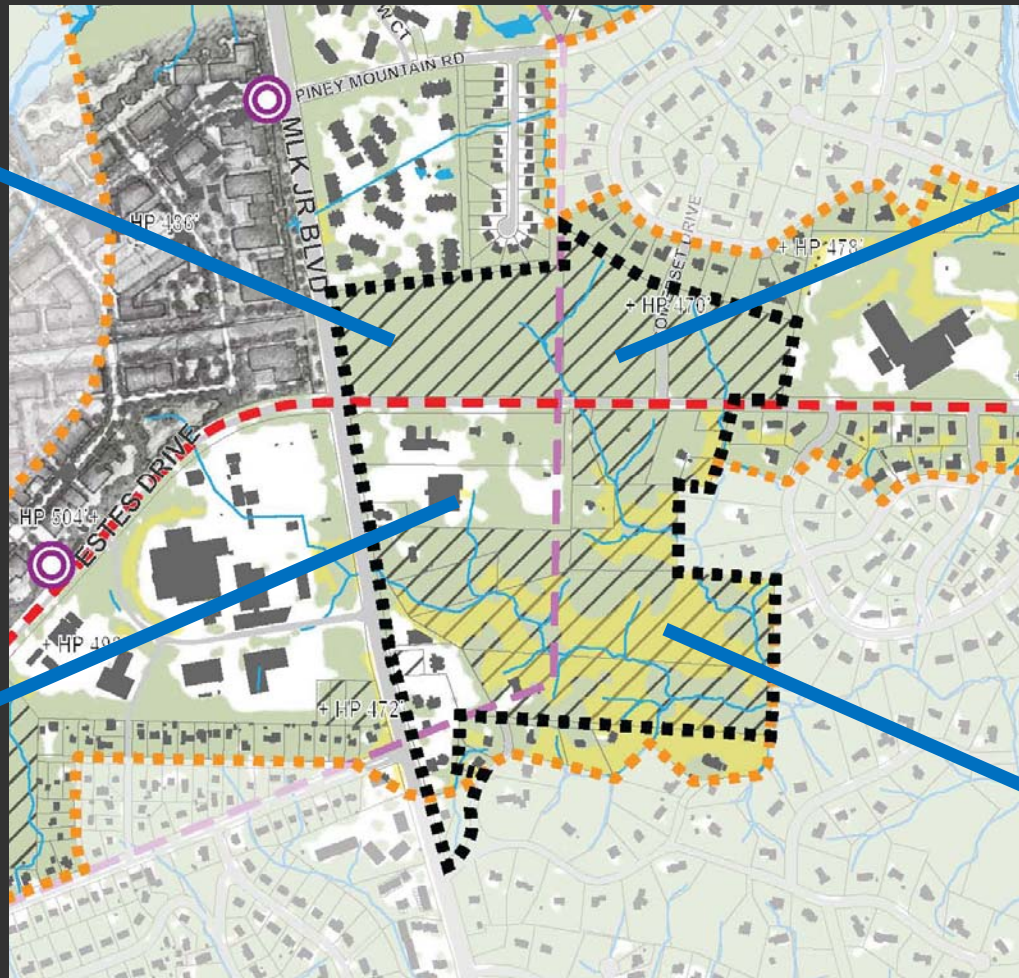


# WHAT ARE THE REGULATORY, BUILT AND NATURAL QUALITIES?

Significant  
Tree Cover

Undeveloped  
Parcels

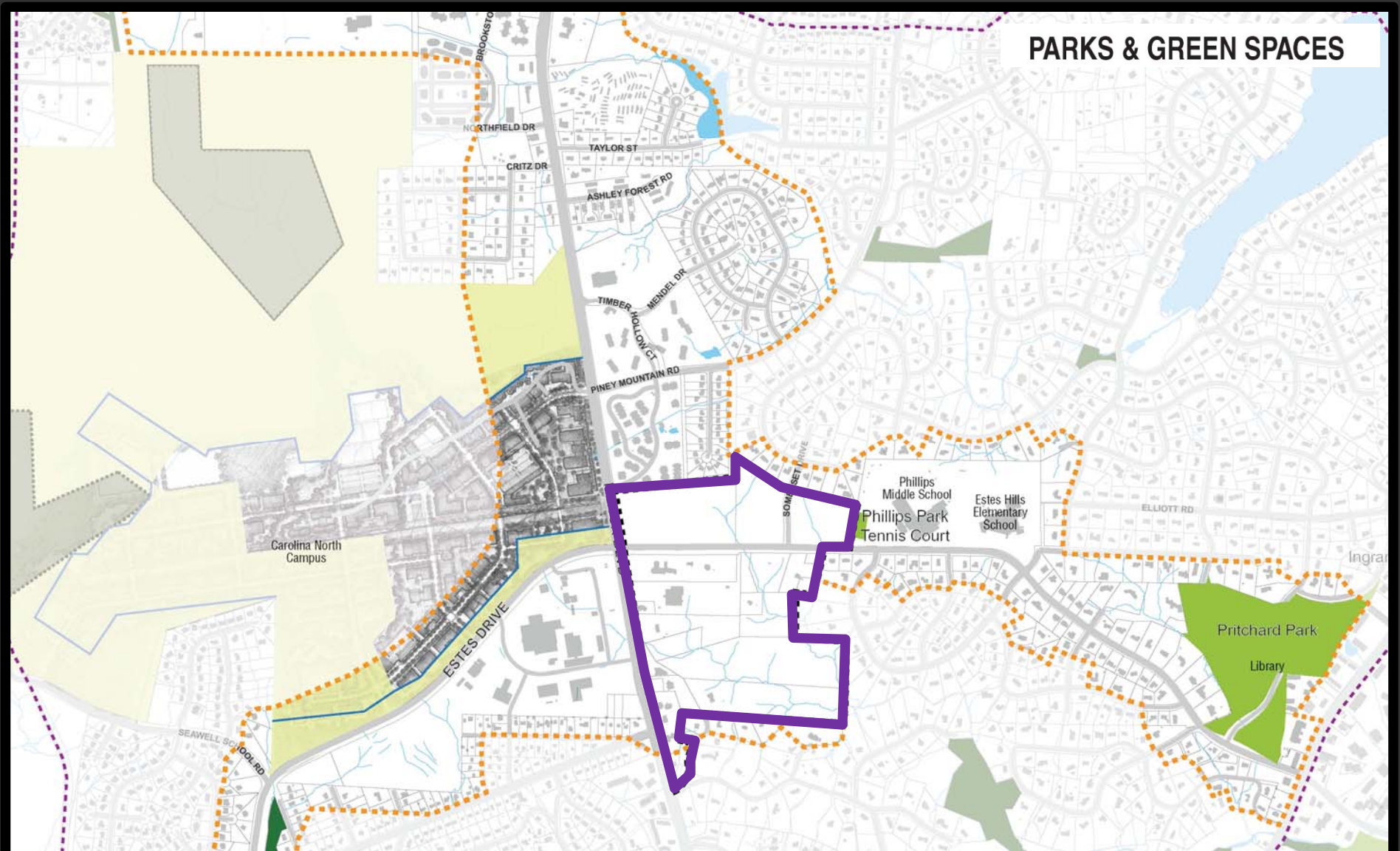
Few  
Buildings



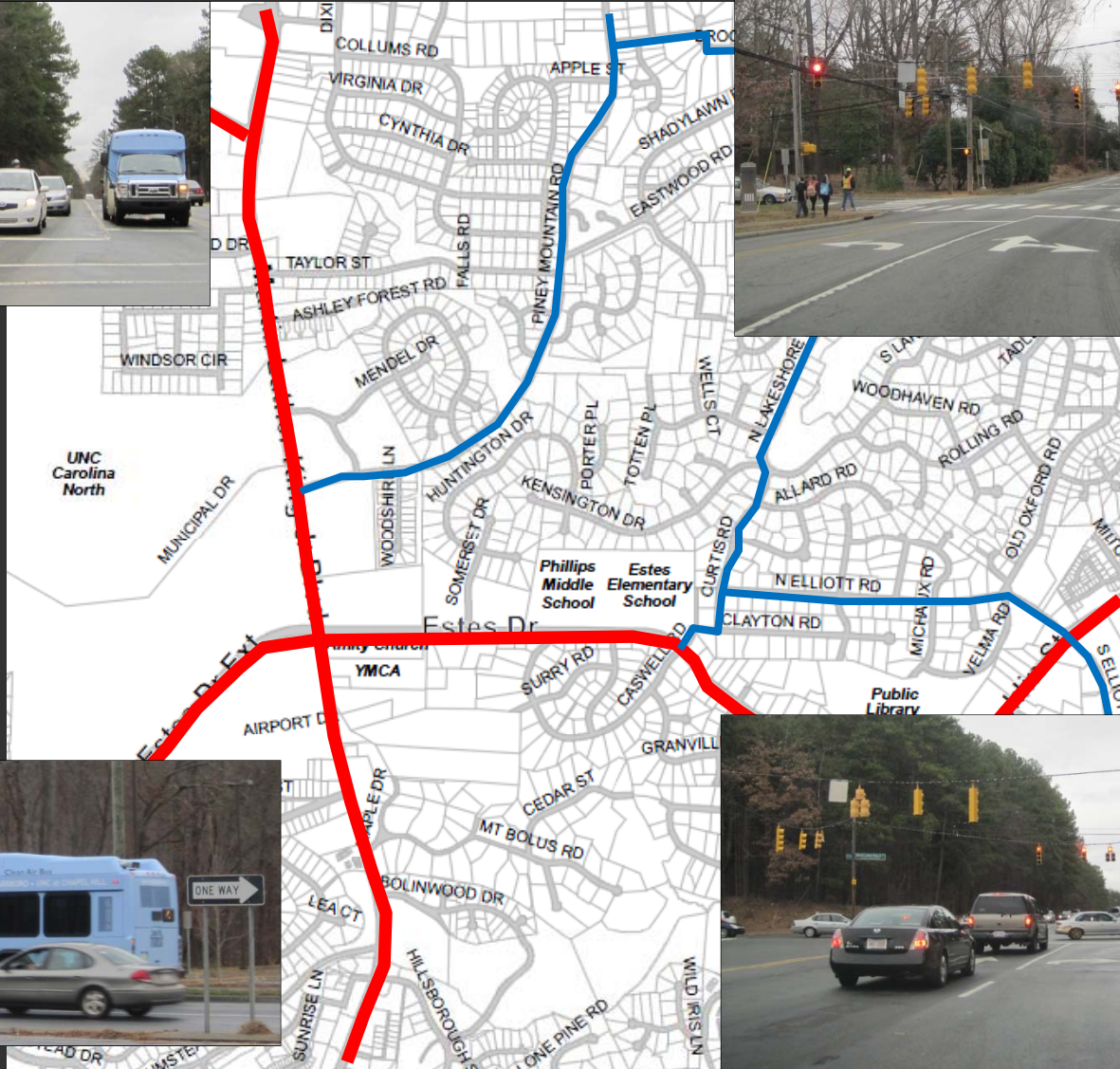
Streams and  
Steep  
Slopes



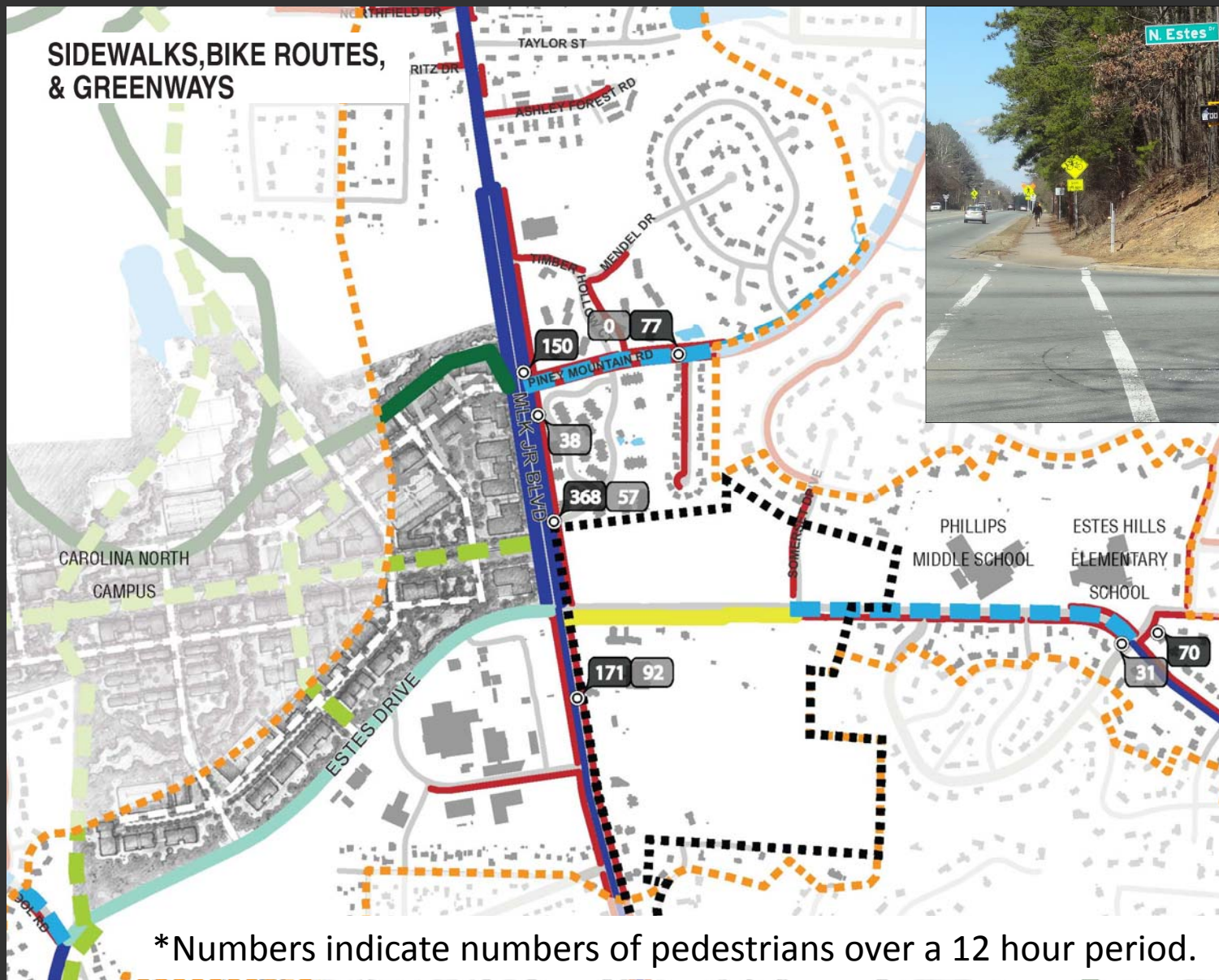
# WHAT ARE THE REGULATORY, BUILT AND NATURAL QUALITIES?



# HOW DO PEOPLE ACCESS AND CONNECT?



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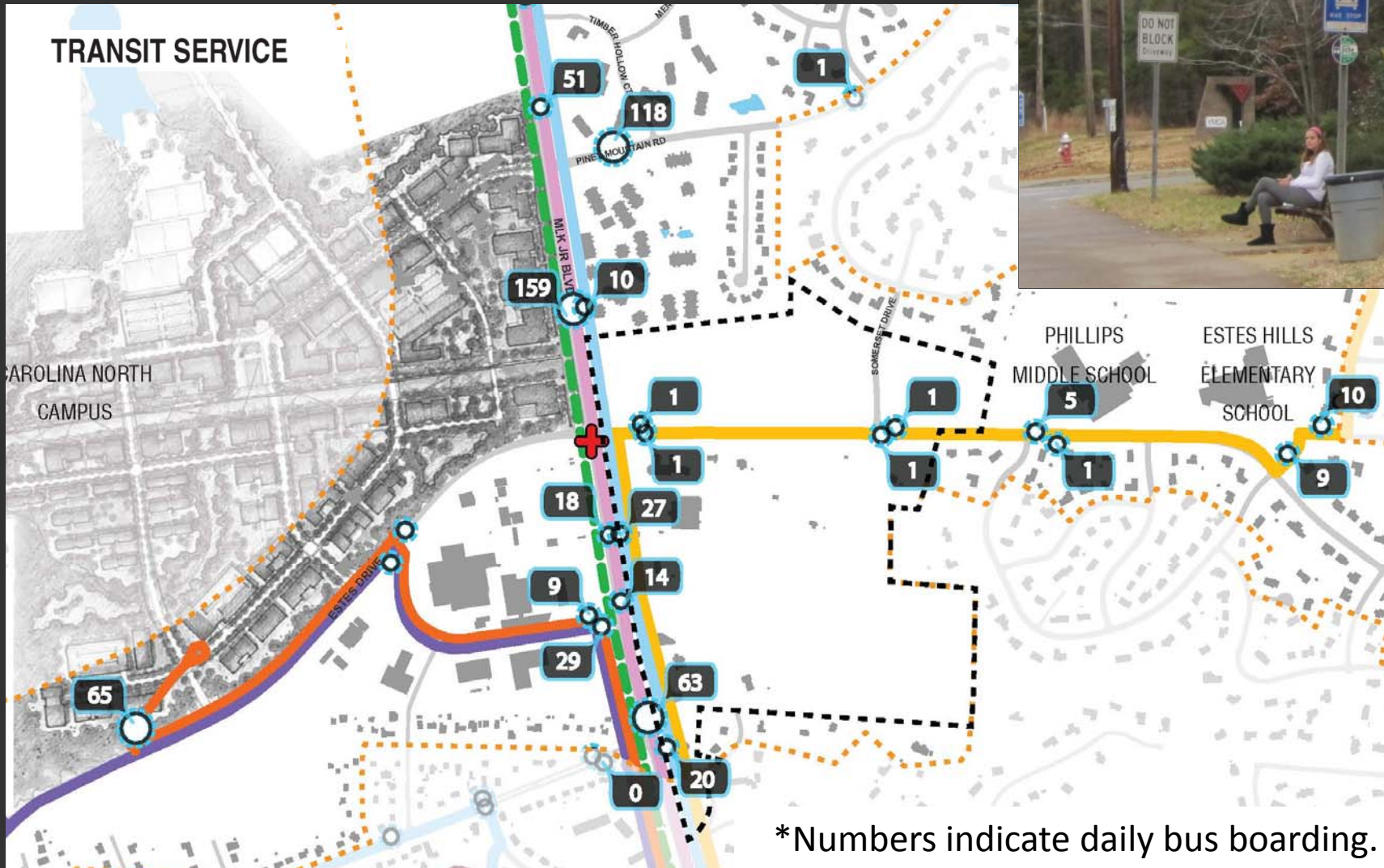
# HOW DO PEOPLE ACCESS AND CONNECT?

## Survey of 65 Families Living in the School Walk Zone:

- How does your child arrive at school most days?
  - Walk (63%)
  - Family vehicle (31%)
  - Bike (5%)
- What concerns affect your decision to allow your child to walk or bike?
  - Sidewalks or pathways (67%)
  - Safety of intersections and crossings (61%)
  - Speed of traffic (47%)
- Would you probably let your child walk or bike if the following problem were changed?
  - Safety of intersections/crossings (91%)
  - Amount of traffic (85%)
  - Sidewalks or pathways (84%)



# HOW DO PEOPLE ACCESS AND CONNECT?



# WHAT ARE THE ECONOMIC PROJECTIONS?

## Office Data Summary:

### Office Market Analysis (2010 Study)

- Chapel Hill captures 4-5% of the Research Triangle region's office market
- Largest demand is for the smaller office spaces (5,000 SF)
- If economic conditions improve, Town could see 500,000– 700,000 SF of new leasable space
- Constraints: lack of available land zoned for office use; high land values
- Area south of MLK Jr./Estes intersection is one of Town's 7 "office clusters"



# WHAT ARE THE ECONOMIC PROJECTIONS?

## Retail Summary:

### Retail Supply Assessment (2012)

- Carolina North Agreement: 100,000 SF retail at total build-out (10,000 in first phase)
- Proposed Chartwell development: 6,500 SF
- Town-wide analysis conclusion: *If the town builds only the projects currently in the pipeline and fills what is empty, the town will not fill this space until 2024.*



# WHAT ARE THE ECONOMIC PROJECTIONS?

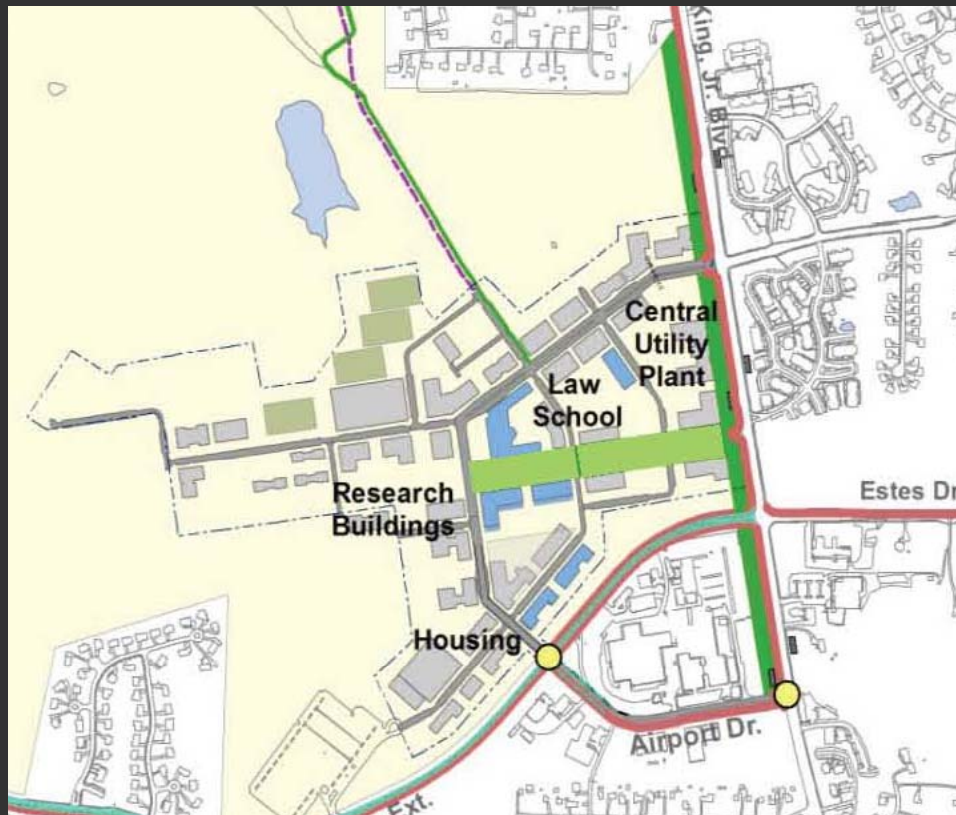
## Proposed Development within the Impact Area:

Development Proposal	Location	Status
<b>Chartwell</b>	MLK Jr. Blvd. and Estes Drive	<ul style="list-style-type: none"> <li>• A development application submitted</li> <li>• Residential, hotel and retail</li> <li>• Application is on hold, per applicant's request</li> </ul>
<b>Timber Hollow</b>	MLK Jr. Blvd. and Piney Mountain Road	<ul style="list-style-type: none"> <li>• A Concept Plan submitted</li> <li>• Residential expansion</li> <li>• A formal application has not been submitted</li> </ul>
<b>Carolina North</b>	MLK Jr. Blvd. (Former Airport Site)	In June of 2009, a Development Agreement was approved for 800,000 square feet of development (Phase 1)
<b>Public Library Renovation</b>	Estes Drive	<ul style="list-style-type: none"> <li>• The Library has been renovated</li> <li>• It is scheduled to reopen in early April 2013.</li> </ul>
<b>Goddard School Childcare</b>	MLK Jr. Blvd.	<ul style="list-style-type: none"> <li>• Approved August 2012</li> <li>• New childcare facility</li> </ul>



# CAROLINA NORTH

## First 800,000 Square Feet:



Land Use	Amount
Academic	410,000 SF
Private Research & Development	180,000 SF
Civic/Retail	10,000 SF (e.g. coffee shop and sandwich shop)
Recreational Fields	n/a
Housing	200,000 SF (approx. 200 units)
Health Care	0 SF
<b>TOTAL</b>	<b>800,000 SF</b>

Example: Supermarket = approximately 60,000 square feet

# DISCUSSION #1: PERCEPTIONS OF THE CWFA TODAY

Please consider the following:

1. Using the photo montage of CWFA images at your table, please place a “dot” on those **images that you think help define this area** and describe how each of the “dotted” images reflects what you value about the area.
2. What words or short phrases would you use to **describe this area**?
3. In **what ways** do you think this area can be made even better than it is today? (If it is relevant, please note these on the map at your table.)
4. What is your **10-to-15 Year Vision** for this area?