

# CENTRAL WEST FOCUS AREA STEERING COMMITTEE MEETING



**April 9, 2013**

# RESPONSES TO CWFA QUESTIONNAIRE



# PRESENTATION OF SMALL GROUP PRINCIPLES



# PROPOSED PRINCIPLES

## Future Land Use

1. The future land uses in the area should respond to, and be compatible with, both existing local needs and those that will be emerging with the development of Carolina North.
2. Carolina North and adjacent development should be physically and socially complementary.
3. The Central West area should have a gradual transition that is in harmony with residential neighborhoods and with new mixed uses.
4. The Central West area should be a gateway to the Town.
5. The height and density along MLK is increased and gradually transitions to residential neighborhoods.
6. Create an effective transportation strategy
7. Land uses should respect the natural character of the area and promote environmental goals.

# PROPOSED PRINCIPLES

## Bicycle and Pedestrian Safety and Connectivity

1. Provide a safe, multi-use path along the north-side of Estes from Caswell westward to connect with Carrboro, Carolina North, and the Campus-to-Campus connector.
2. Develop a bike/pedestrian oriented wayfinding signage system.
3. Consider MLK/Estes intersection a gateway access point that accommodates safe bike/pedestrian accessibility.
4. Assume that MLK incorporates complete streets principles that provide bike/pedestrian facilities.
5. Encourage expanding connectivity and permeability of bike/pedestrian access within neighborhoods.



# PROPOSED PRINCIPLES

## Traffic and Transit

**Overall Goal:** Central West should serve as a model for a transit-oriented, people friendly community that, over time, reduces VMT and promotes safety and alternate means of transportation.

1. Improved connectivity should be created (N-S, E-W) both within and through the planning and impact areas, inclusive of Carolina North.
2. Traffic flow through the area should be smoothed and improved, with each street reflecting its environment and use in terms of appearance/esthetics, width, speed, etc.
3. In order to promote safety, accessibility, and use of alternate means of transportation, there should be separation, buffering, and protection for all modes of transportation on existing and newly-created streets (i.e., complete streets).

# PROPOSED PRINCIPLES

## Traffic and Transit (cont.)

4. The entire area should be genuinely transit-oriented, including bus (or other means of public transit) access to newly developed areas and improved access to existing ones. MLK should evolve as a major transit corridor (e.g., BRT); additional routes and service should be implemented to increase utilization and improve access to key social and commercial areas of the Town.
5. Minimize the visual impact of parked cars through the use of, for example, underground, under-building, and “hidden” parking.

# PROPOSED PRINCIPLES

## Community Character

### General

1. The Central West Focus Area is made up of several different zones, which may require different planning solutions.

### Experiential Character

2. The Central West Focus Area plan has an opportunity to create a “heart” for the area, providing destinations and public gathering areas for residents and others passing through the area.

### Connections

3. Recognize that MLK and Estes act as barriers to connectivity in the area.
4. Development opposite Carolina North needs to complement the new campus.
5. Maximize physical connections (roads, sidewalks, bikeways) and modify major roads so they facilitate cross-connections.



# PROPOSED PRINCIPLES

## Community Character (cont.)

### Physical Character

6. The tree canopy is an important part of this area and that character should be maintained.
7. Heights along the streets should be moderate (pedestrian scale), lower near existing single family neighborhoods, and taller at the interior of a site.
8. Building fronts along pedestrian ways should be articulated and be inviting to passersby.

# PRINCIPLES DISCUSSION: POTENTIAL THEMES



# PRINCIPLES DISCUSSION

## Potential Themes:

1. Sense of Place
2. Transitions and Scale
3. Connectivity
4. Traffic Management

# PRINCIPLES DISCUSSION: Themes

## 1. Sense of Place

- **Create a heart** of the area, providing destinations and public gathering areas for residents and others passing through.
- CWFA should be a **gateway to Town**.
- Emphasize **safe bike/pedestrian** accommodations at the gateway.
- Ensure development opposite Carolina North **complements the new campus**, physically and socially.
- Building fronts along the pedestrian ways should be articulated and be **inviting to passersby**.
- **Minimize the visual impact of parked cars**.
- Respect the **area's natural character** and promote environmental goals. Maintain the tree canopy.

# PRINCIPLES DISCUSSION: Themes

## 2. Transitions and Scale

- Height and density on MLK should be at a higher scale and **gradually transition to be in harmony** with residential neighborhoods.
- Heights along the streets should be moderate (pedestrian scale), and **lower near the existing single family neighborhoods.**
- Create separation, **buffering to protect all modes** on existing and newly-created streets.
- CWFA is made up of **several different zones** requiring different planning solutions.

# PRINCIPLES DISCUSSION: Themes

## 3. Connectivity

- **MLK and Estes act as barriers** to connectivity.
- Maximize physical connections (roads, sidewalks, bikeways) and **modify major roads to facilitate cross-connections.**
- **Improve N-S and E-W connections** within and through the planning and impact area, including Carolina North.
- Create a **safe, multi-use path along the north side of Estes** to connect with Carrboro, Carolina North and the campus-to-campus connector. Make **MLK into a complete street** that provides bicycle and pedestrian facilities.
- **Ensure multi-modal connectivity** to transit and into neighborhoods.
- Establish a **bike/pedestrian wayfinding** system.



# PRINCIPLES DISCUSSION: Themes

## 4. Traffic Management

- Establish an **effective transportation strategy**.
- **Smooth and improve traffic flow**, enhance facilities (trees, lighting), and improve aesthetics on roadways.
- Create a **genuinely transit-oriented area**, including additional routes and frequency to key destinations. MLK as major transit corridor (BRT).
- **MLK as complete street** that provides bike/pedestrian facilities. **Estes multi-use path**.