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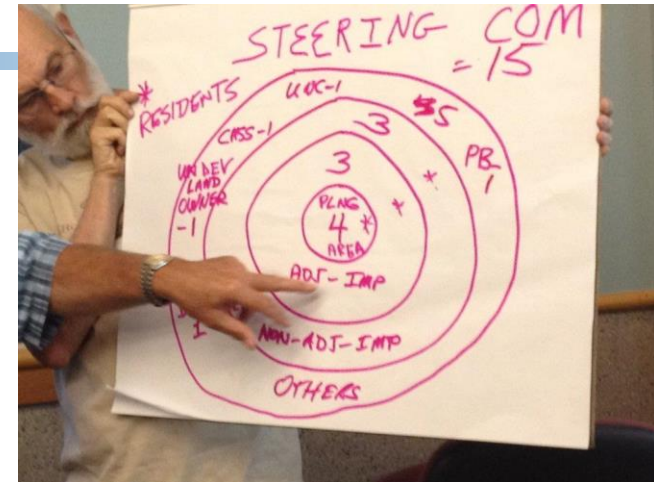
# **Central West Focus Area Steering Committee**

## **Interim Report to the Town Council**

June 24, 2013

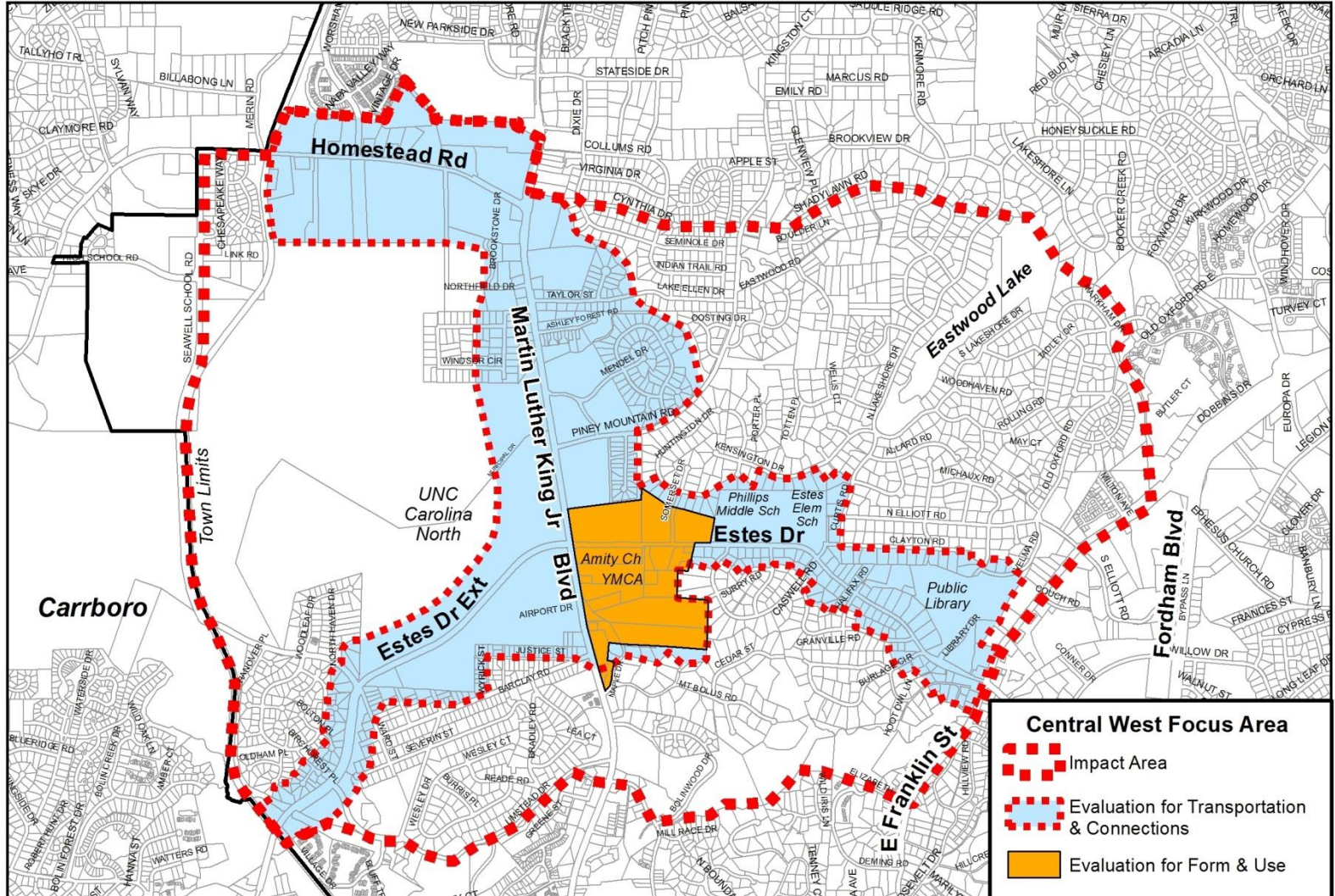
# CWFA: Designed by the Community

- Process and structure adopted by the Council was the result of a community-driven effort
- Steering Committee charge:



- *Create and deliver a small area plan for Council consideration; create a schedule for the process and milestones for reporting to the community; and gather the necessary data/expertise for making informed decisions*
- *Maintain the integrity of the planning process and ensure that the process is open and participatory; receive and integrate community feedback; facilitate communication with the community*

# CWFA Planning and Impact Areas



GIS Map prepared by Town of Chapel Hill  
 Planning Department, 10-24-2012

0 0.25 0.5 1 Miles



# 17 Member Steering Committee Represents the Community

# of Seats	Constituency	Members
7*	Residents of planning/impact areas	Eric Hyman, Julie McClintock, Sarah McIntee, Firoz Mistry, Mickey Jo Sorrell, David Tuttle, Buffie Webber
1	Renter from planning/impact area	Abby Parcell
4	Business/institution/land-owners from area	Anthony Carey, Lucy Carol Davis, Bruce Murray, Whit Rummel
1	Planning Board	Amy Ryan
1	CHCCS liaison	Mia Burroughs
1	Transportation Board	Michael Parker
1	UNC liaison	Jeff Kidd
1	Bike-Ped or Greenways Commission member	Jared Simmons

\*Originally, a position was open to a public housing resident from the area, but no applications from that constituency were received. Council instead appointed an area resident to fill the slot.

# The Three Process Milestones

## Milestone 1

### Organizing, Assessing Existing Conditions, Formulating Draft Planning Principles

- 10 steering committee meetings
- Saturday community workshop at University Mall: existing conditions and visioning
- Drop-in community session at CHPL to present draft principles and receive comment
- Complete 4/9/13

## Milestone 2

### Refining Principles, Developing Specific Objectives, Exploring Planning Ideas

- 6 steering committee meetings
- Saturday community workshop at CHPL: planning concepts and draft objectives
- Report on work to date to Council
- Complete 6/24/13

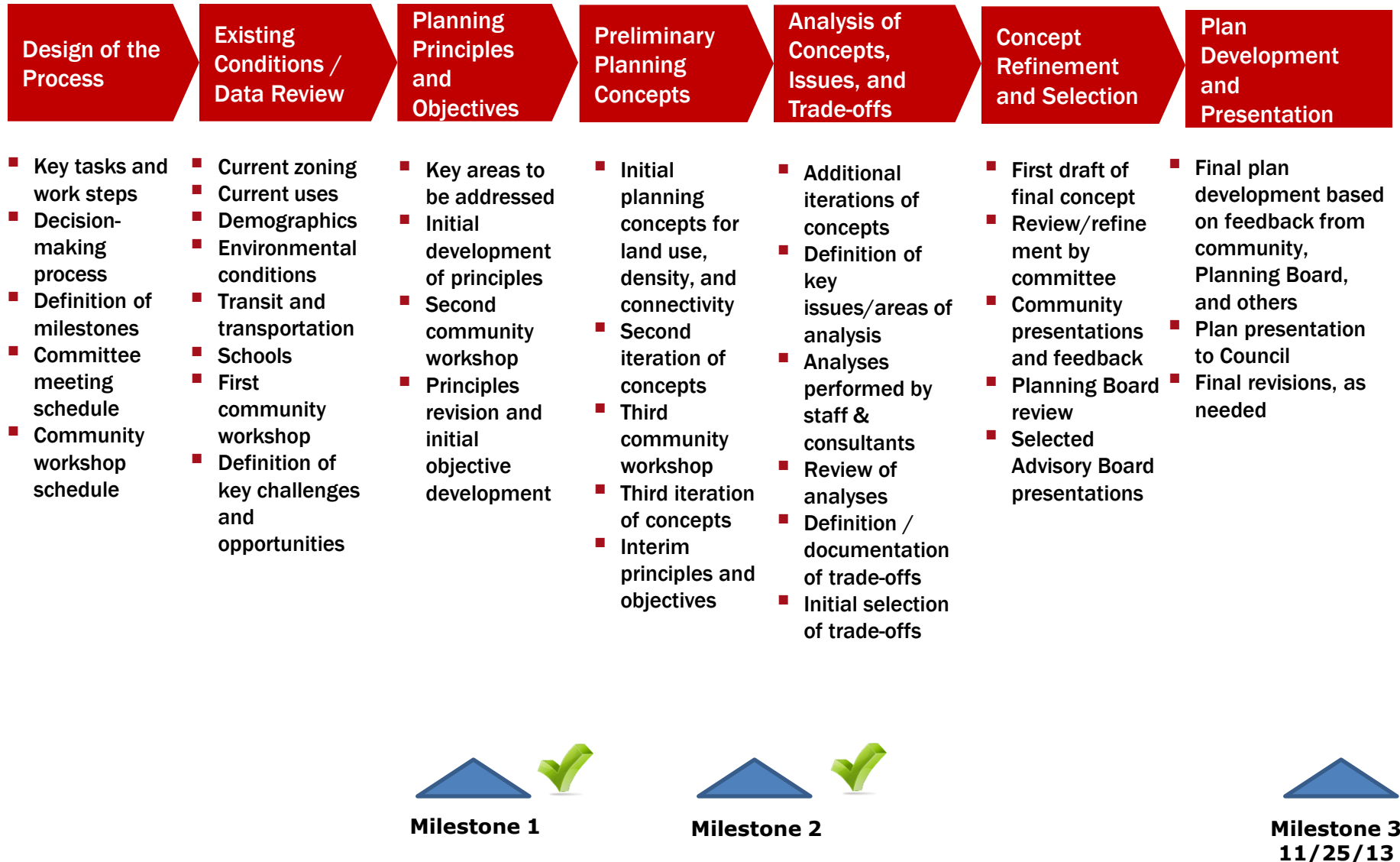
## Milestone 3

### Developing and Testing the Final Small Area Plan

- To be completed with Final Plan and report to Council
- on 11/25/13



# Overview of the Committee's Work Plan



# Extensive Outreach Yielded Significant Community Input

## Three Community Events

- March 2 Workshop: University Mall
  - Community likes and dislikes about area
  - Opinions about its future
  - 65 attendees
- April 25 Drop-in Event : Chapel Hill Public Library
  - Community views of initial planning principles
  - Suggested planning objectives
  - 75 attendees
- May 18 Workshop : Chapel Hill Public Library
  - Community views on Principles and Objectives
  - Comments/feedback on preliminary planning concepts
  - 80 attendees



## Additional Avenues for Community Input

- Area walking tour, March 1
- CW questionnaire, March 8, 300 responses
- Consultant meetings with landowners, March 27
- Planning concept display and survey at University Mall farmers market, May 18
- Public comment period at the beginning and end of 16 steering committee meetings
- All materials posted on CW web page; CW blog on Design 2020 website

# Committee Plans to Broaden Outreach

- Community Events
  - Two Locally Grown events in June and August
  - Young Professionals Network meeting in July
  - Focus meeting with high school students in July; “In My Backyard” class in August
  - Meeting with UNC graduate students in August
- Information gathering booths
  - YMCA
  - Chapel Hill Public Library
- Reaching out to school principals to share information





# The 12 CW Planning Principles

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- Create a strong sense of place
- Ensure community compatibility
- Create social connections
- Improve physical connections
- Minimize vehicular traffic impacts
- Enhance pedestrian/bicycle experience
- Improve the transit system
- Encourage a diverse mix of uses
- Encourage a diverse population
- Respect existing neighborhoods
- Employ environmentally sound practices
- Feature, repair, and enhance natural resources

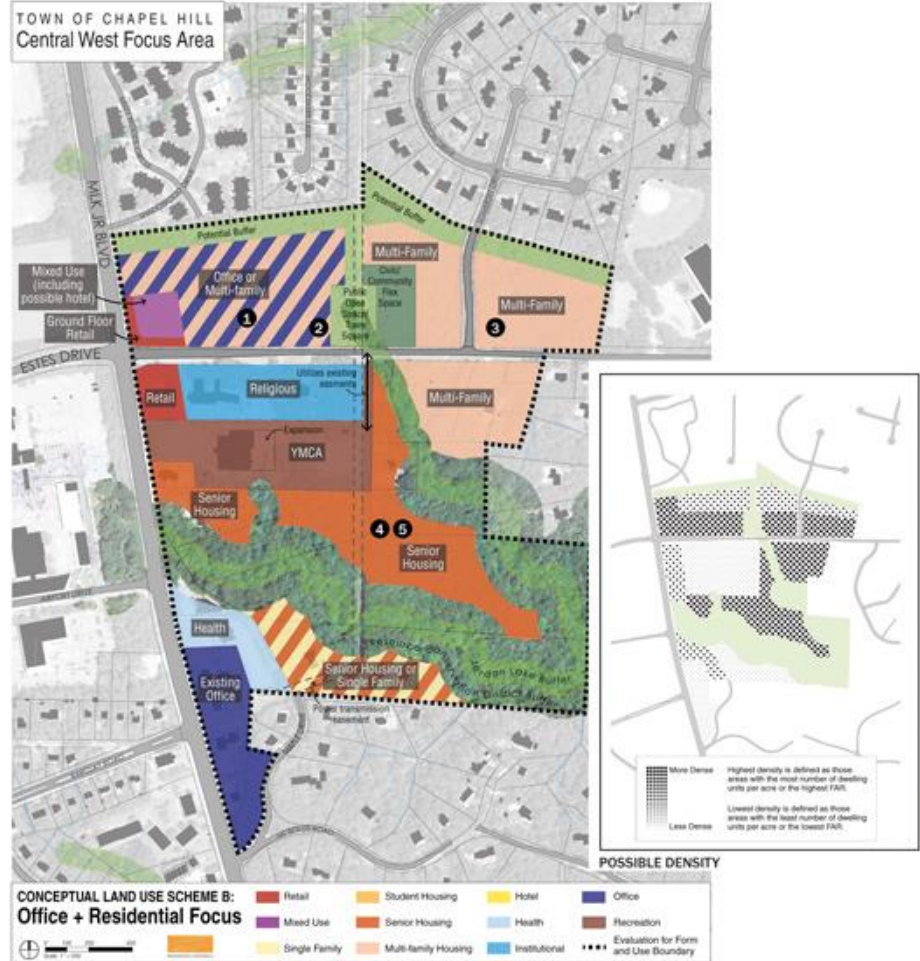
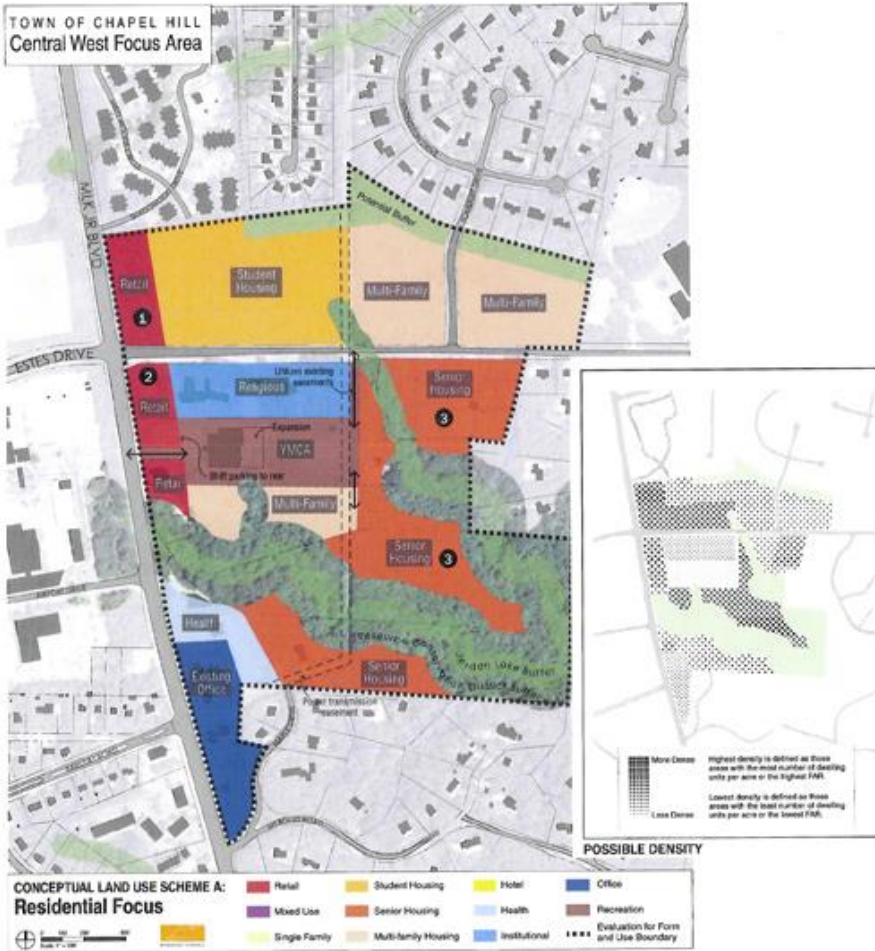
# CW Planning Principles Embody Six Key Themes

- **Respect existing neighborhoods;** scale down height near single-family areas, make sure adjacent uses are compatible and/or are sufficiently buffered
- **Improve pedestrian and bicycle** safety, circulation, and connectivity
- **Create walkable destinations,** including neighborhood public spaces -- “**town square**” -- and retail to help reduce car use, foster biking and walking, and improve social connections
- Recognize concerns about **traffic flow and safety on Estes;** plan to mitigate adverse impacts on traffic from new development
- **Foster diversity** of uses and users
- Maintain the **green, tree-filled character** of the area

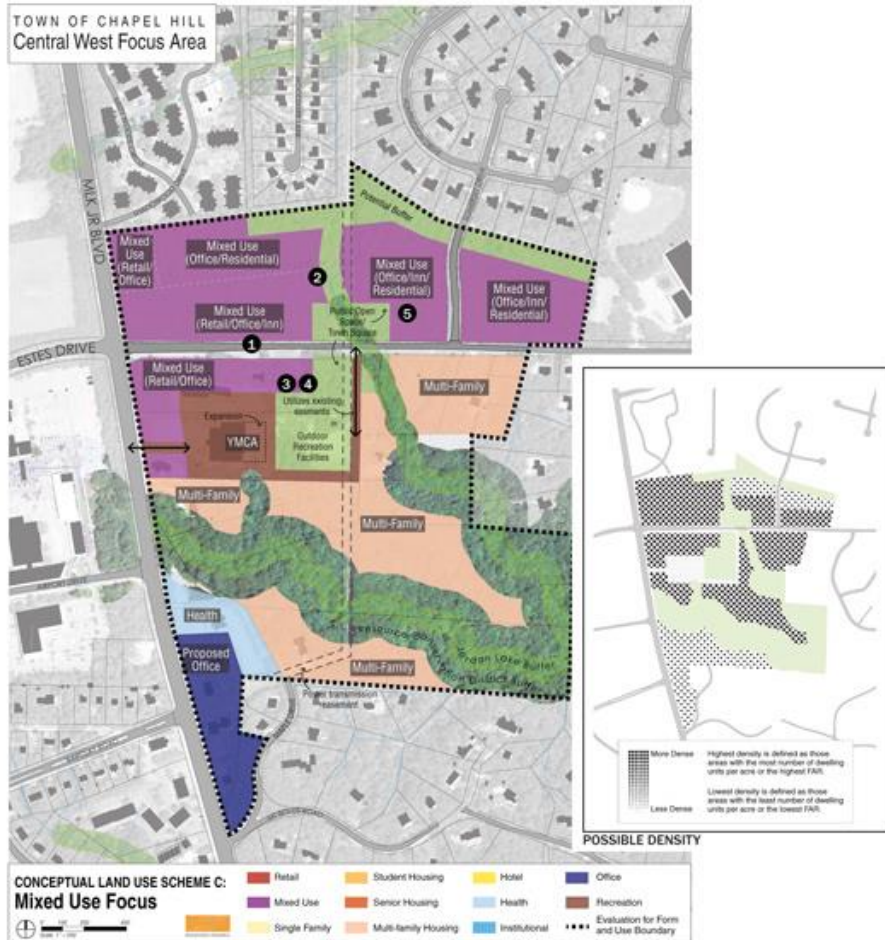
# Committee Has Explored a Broad Array of Planning Ideas

- Concepts explore differences in:
  - Land use
  - Density
  - Intensity
  - Building heights
  - Circulation/connectivity for pedestrians, bicycles, and vehicles
- General support for:
  - Retail/mixed use on MLK north of Estes
  - Greatest heights/densities closer to MLK, decreasing near schools and existing residential neighborhoods
  - Safety and other improvements to Estes Dr. and MLK
  - Commercial on/near MLK south of Estes
  - Opportunity for senior housing in the SE portion of the area

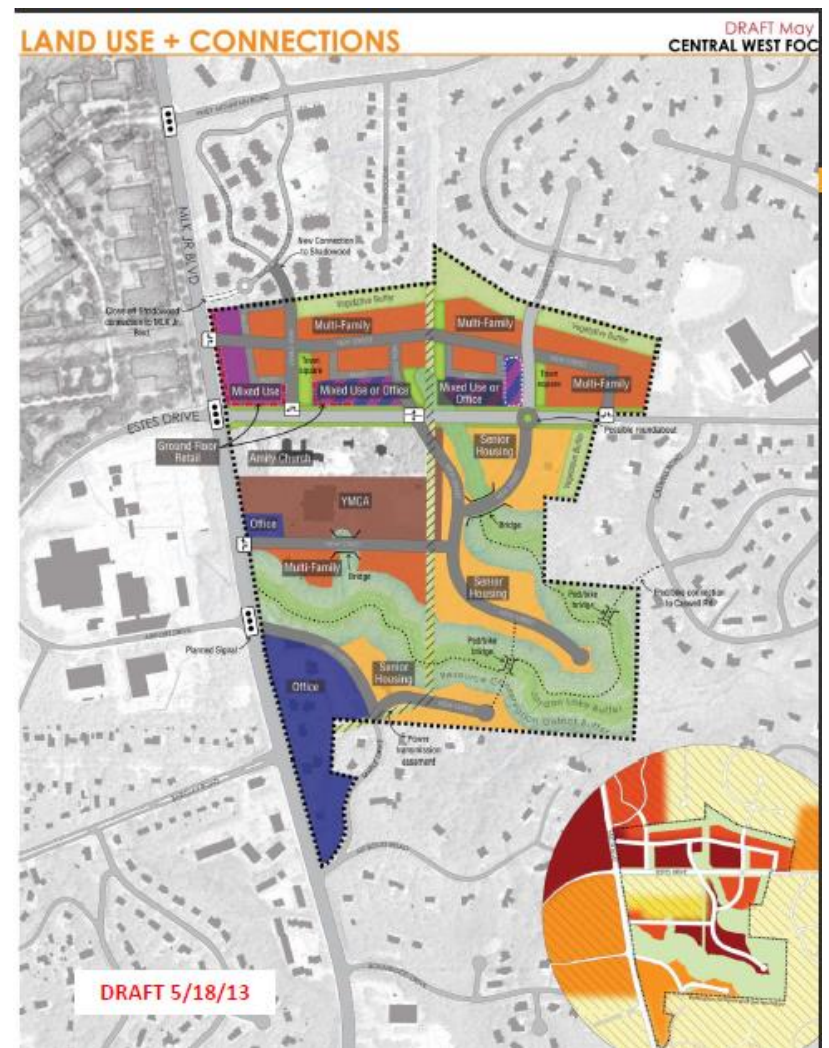
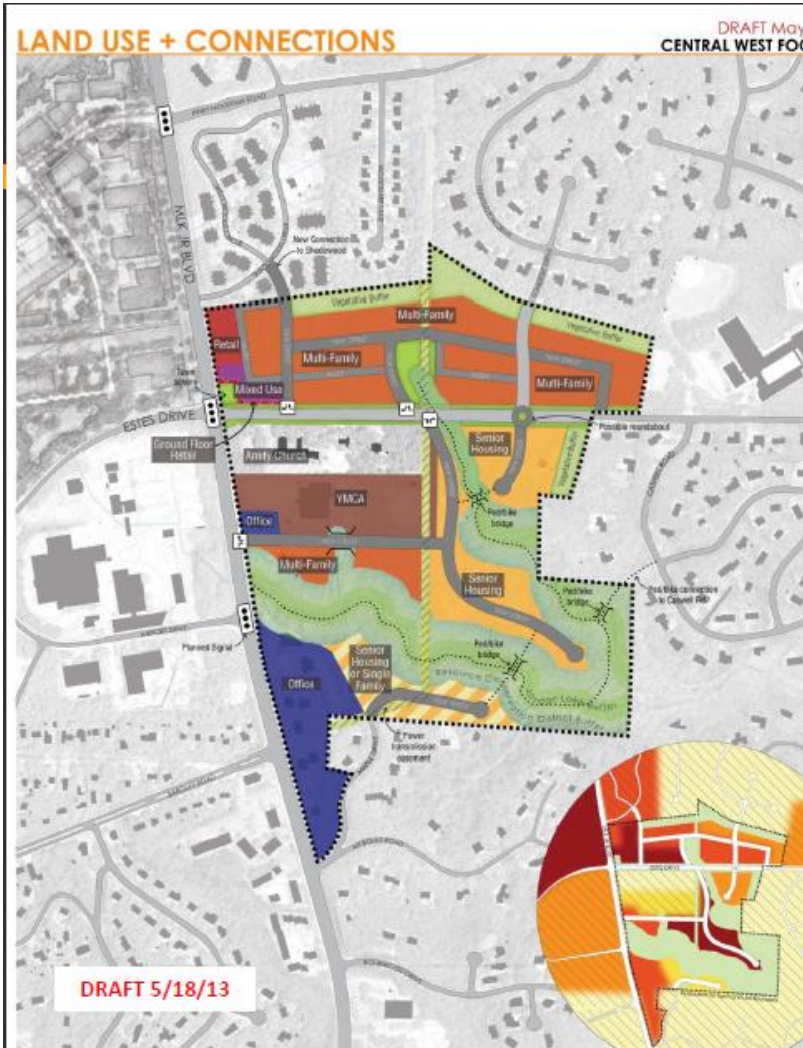
# April 18 Steering Committee Meeting



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# May 18 Community Workshop



# May 18 Community Workshop



# June 4 Steering Committee Small Group Discussions

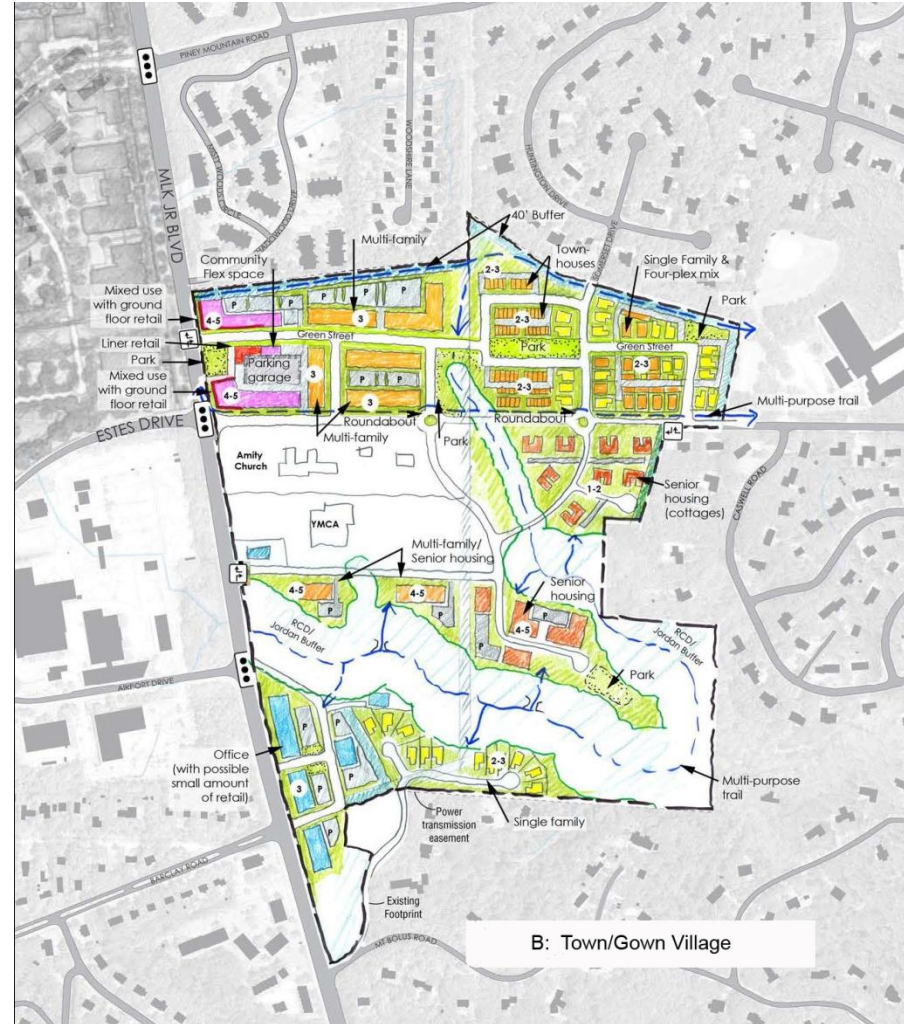
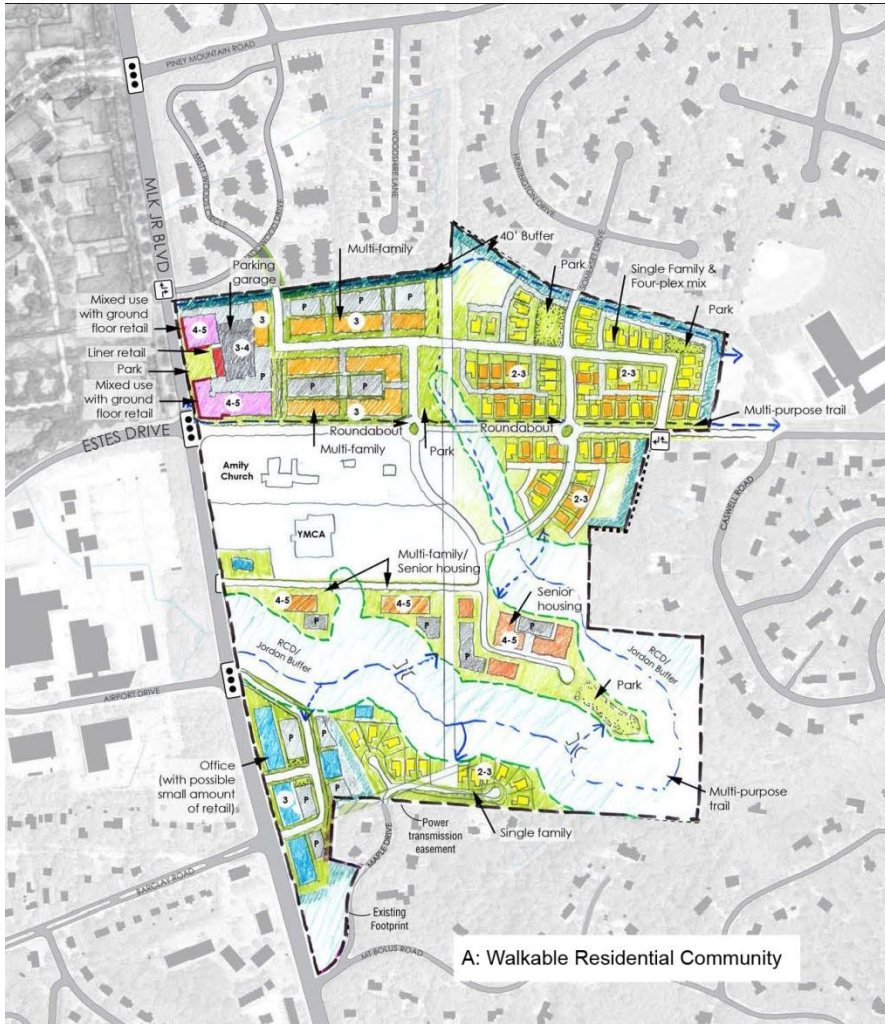




# June 4 Steering Committee Small Group Discussions



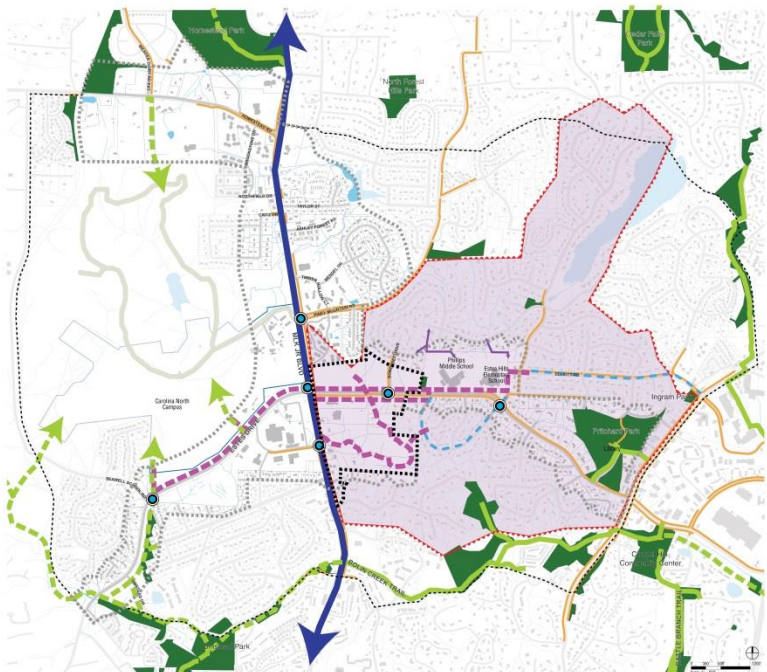
# June 11 Steering Committee Meeting



# Bike and Ped Improvement Ideas

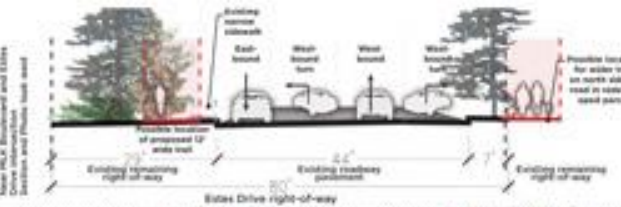
## BICYCLE + PEDESTRIAN ACCESS

DRAFT May 18, 2013  
CENTRAL WEST FOCUS AREA

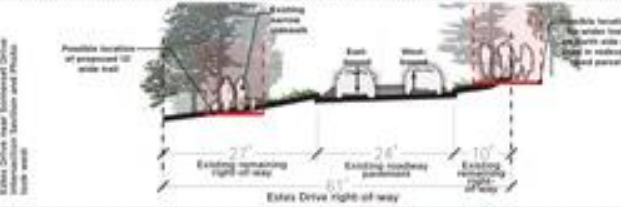


Sources: Town of Chapel Hill GIS  
Orange County GIS  
Carolina North Annual Report 2012

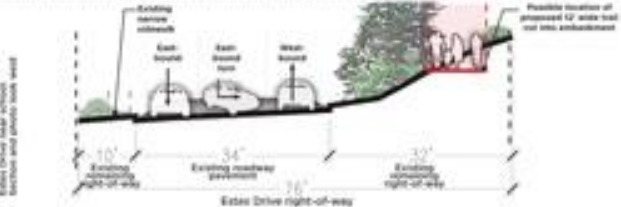
### SECTION A



### SECTION B



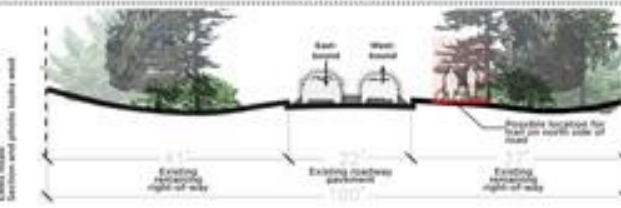
### SECTION C



### SECTION D



### SECTION E



## EAST-WEST BICYCLE + PEDESTRIAN TRAIL

# Steps to the Final Plan

- Continue to develop and refine planning concepts
  - Land uses and density
  - Traffic and circulation
- Assess/analyze key issue areas, such as
  - Traffic/transit/safety
  - Environment
  - Economic impacts
  - Consistency with 2020 goals and CW principles
  - Impact on schools
- Draft recommended small area plan
  - Present to broad cross-section of community
  - Present to Planning Board and other advisory boards
  - Obtain feedback and make revisions
- Finalize principles and objectives
- Finalize plan and present to Council 11.25.13