



# **Central West Focus Area Steering Committee Meeting**

**July 1, 2013**

**Tuscany Room, Siena Hotel**



# Agenda

- **Introductions and Opening Remarks (Approximately 5 minutes)** - *Megan Wooley*  
“Community Input” subwebpage on the Central West Focus Area webpage
- **Comments from Mayor Mark Kleinschmidt (Approximately 10 minutes)**
- **Public Participation/Comments (Approximately 5 minutes)**
- **What did we hear at the Council meeting? Discussion (Approximately 20 minutes)** - *Michael Parker and Amy Ryan*
  - Discussion: Interest in a facilitator/timekeeper? (Approximately 15 minutes)
- **Work Plan for Milestone 3 (Approximately 40 minutes)** - *Michael Parker and Amy Ryan*
  - Presentation of Work Plan for Milestone 3 (Approximately 10 minutes)
  - Committee Discussion (Approximately 30 minutes)
- **Committee Work Session – (Approximately 80 minutes)** - *Loryn Clark and Megan Wooley*
  - Overview of Activity Responses (Approximately 10 minutes)
  - Committee Discussion (Approximately 65 minutes)
  - Did this process for conversation work well? (Approximately 5 minutes)
- **Public Participation/Comments (Approximately 5 minutes)**
- **Closing**



# Community Input Sub-Webpage

# 2020

CHAPEL HILL  
OUR TOWN. OUR VISION.

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## DESIGN Chapel Hill

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Future Focus Areas

Downtown

## Central West Focus Area

Background

Steering Committee Meeting  
Materials

Resources and Additional  
Information

## Community Input

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

Highway 54 (Glen Lennox)

Ephesus/Fordham Focus Area

South 15-501 (Obey Creek)

Big Ideas:

Connected Community

Rosemary Street Hub

Entertainment/Dining Hubs

Workforce Housing

Community and Neighborhood  
Engagement

LUMO Update

Advisory Board Review

DESIGN 2020 Events



Departments & Services » DESIGN Chapel Hill » Central West Focus Area

Comments Share & Bookmark Print

## Community Input

2020BUZZ Sign up for 2020 Updates

### Central West Focus Area

Thank you to everyone who is participating in the Central West Focus Area process! This page provides links to community input and information. Input received on June 24, 2013 and onward are posted below.

If you are interested in submitting information to be posted on this webpage, please email Megan Wooley, Housing and Neighborhood Services Planner II, at [compplan@townofchapelhill.org](mailto:compplan@townofchapelhill.org). In the email subject line, please write: "Input for the Central West webpage." Due to limited staff resources, information that is received will be posted on the following Friday.

### For more information

- For more information about the work of the Central West Steering Committee, please click [here](#).
- For the DESIGN Chapel Hill 2020 blog, click [here](#).

### Community Input

#### June 2013

- [Petition from the Public: Debbie Jepson and Theresa Raphael-Grimm Regarding Milestone Progress Within the Central West Focus Area](#) - June 24, 2013
- [Citizens 1st Revised Concept Map](#) - Presented by Fred Lampe during the June 24, 2013 Council meeting

# Work Plan for Milestone 3

Meeting Date	Topic	Outcome
Monday, July 1 <sup>st</sup> 6:00-9:00pm	<p><b>Milestone 3 Organization</b> <b>Committee Charrette 1 – Land Planning</b></p> <ol style="list-style-type: none"> <li>1. Work Plan for July- November 2013</li> <li>2. Review input from Council’s 6/24 meeting</li> <li>3. Activity – Overview of homework responses and discussion</li> <li>4. Committee Charrette 1 – First land planning session</li> </ol>	<ol style="list-style-type: none"> <li>1. Consensus on Work Plan</li> <li>2. Beginning land planning discussions to produce a draft plan for analysis</li> </ol>
Tuesday, July 9 <sup>th</sup> 6:00-9:00pm	<p><b>Committee Charrette 2 – Land Planning</b></p> <ol style="list-style-type: none"> <li>1. Second land planning session</li> </ol>	<ol style="list-style-type: none"> <li>1. Produce specific draft plans for sections of the planning area</li> </ol>
Thursday, July 18 <sup>th</sup> 6:00-9:00pm	<p><b>Committee Charrette 3 – Roads and Traffic</b> <b>Principle #13</b></p> <ol style="list-style-type: none"> <li>1. Presentation from staff/traffic consultant about technical issues/suggestions for mitigation/how different levels of development impact congestion</li> <li>2. Discuss changes for Estes and greenway/bike-ped paths</li> <li>3. Proposed Principle #13</li> </ol>	<ol style="list-style-type: none"> <li>1. Draft a strategy for Estes Drive</li> <li>2. Draft a greenway/bike-ped plan</li> <li>3. Decide whether to adopt Principle #13</li> </ol>
Tuesday, July 30 <sup>th</sup> 6:00-9:00pm	<p><b>Committee Charrette 4 – Land Planning</b> <b>Planning Objectives</b></p> <ol style="list-style-type: none"> <li>1. Third land planning session</li> <li>1. Review objectives</li> </ol>	<ol style="list-style-type: none"> <li>1. Produce specific draft plans for sections of the planning area; submit work to date to begin technical analysis</li> <li>2. Refine objectives</li> </ol>

# Work Plan for Milestone 3

Meeting Date	Topic	Outcome
<p><b>Tuesday, August 13<sup>th</sup></b>  <b>6:00-9:00pm</b></p>	<p style="text-align: center;"><b>Committee Charrette 5 – Synthesis</b></p> <ol style="list-style-type: none"> <li>1. Pull together separate sector recommendations; evaluate plan as a whole</li> </ol>	<ol style="list-style-type: none"> <li>1. Refine a single draft concept plan</li> </ol>
<p><b>Monday, August 19<sup>th</sup></b>  <b>6:00-9:00pm</b></p>	<p style="text-align: center;"><b>Plan Refinement</b></p> <ol style="list-style-type: none"> <li>1. Report back from initial technical analysis</li> <li>2. Refine concept plan using technical input</li> <li>3. Discuss outline of Small Area Plan Document with inserted concept plan</li> </ol>	<ol style="list-style-type: none"> <li>1. Refine direction for concept plan from technical analysis</li> <li>2. Provide feedback on of Small Area Plan Document outline</li> </ol>
<p><b>Thursday, August 29<sup>th</sup></b>  <b>6:00-9:00pm</b></p>	<p style="text-align: center;"><b>Plan Refinement</b>  <b>Finalize Principles and Objectives</b></p> <ol style="list-style-type: none"> <li>1. Continued report back from technical analysis</li> <li>2. Finalize principles and objectives list</li> <li>3. Continued discussion of Small Area Plan Document outline with inserted concept plan</li> </ol>	<ol style="list-style-type: none"> <li>1. Consider if additional edits are needed to concept plan from technical analysis</li> <li>2. Approve principles and objectives</li> <li>3. Approve of Small Area Plan Document outline</li> </ol>

# Work Plan for Milestone 3

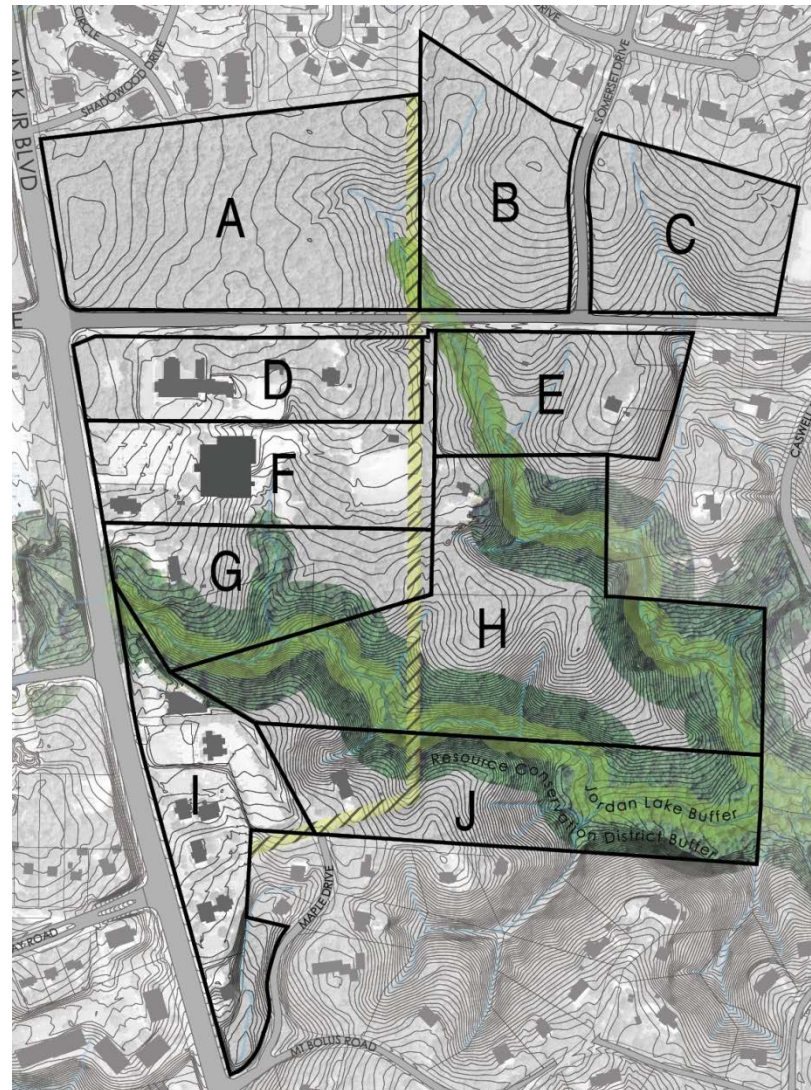
Meeting Date	Topic	Outcome
<p>Wednesday, September 4<sup>th</sup> 5:30-7:00pm</p>	<p>Community Report Out-Session</p>	<p>Receive input from the community about the small area plan and concept plan</p>
<p>Tuesday, September 10<sup>th</sup> 6:00-9:00pm</p>	<p><b>Integrate Feedback Plan Refinement</b></p> <ol style="list-style-type: none"> <li>1. Receive results from community report-out/comment session</li> <li>2. Consider if edits are needed to small area plan and concept plan</li> </ol>	<ol style="list-style-type: none"> <li>1. Refine concept plan and small area plan</li> </ol>
<p>Thursday, September 19<sup>th</sup> 6:00-9:00pm</p>	<p><b>Document Review</b></p> <ol style="list-style-type: none"> <li>1. Consideration of the draft small area plan</li> </ol>	<ol style="list-style-type: none"> <li>1. Approve the small area plan</li> </ol>

# Work Plan for Milestone 3

Meeting Date	Topic	Outcome
Joint Advisory Board Meeting TBD	Review of the Central West Small Area Plan	<ul style="list-style-type: none"> <li>Bicycle and Pedestrian Advisory Board</li> <li>Greenways Commission</li> <li>Parks &amp; Recreation Commission</li> <li>Sustainability Committee</li> <li>Transportation Board</li> </ul>
Planning Board - Tuesday, October 1st at 7:00pm	Planning Board review of the Central West Small Area Plan	Feedback from the Planning Board about the Small Area Plan
Thursday, October 3 <sup>rd</sup> 6:00-9:00pm	<p style="text-align: center;"><b>Integrate Feedback Plan Refinement</b></p> <ol style="list-style-type: none"> <li>Review Planning Board/advisory Board comments</li> <li>Make refinements to the Plan</li> </ol>	<ol style="list-style-type: none"> <li>Refine small area plan</li> </ol>
Tuesday, October 8 <sup>th</sup> 6:00-9:00pm	<p style="text-align: center;"><b>Prepare Plan Presentation</b></p> <ol style="list-style-type: none"> <li>Review final small area plan to be presented at Public Hearing</li> <li>Make revisions if necessary</li> </ol>	<ol style="list-style-type: none"> <li>Approve small area plan</li> <li>Approve edits</li> </ol>
Public Hearing - Monday, October 21 <sup>st</sup> at 7:00pm	Public Hearing for the Central West Small Area Plan	Feedback from the public about the Small Area Plan
Thursday, November 7 <sup>th</sup> 6:00-9:00pm	<p style="text-align: center;"><b>Integrate Feedback Plan Refinement</b></p> <ol style="list-style-type: none"> <li>Discuss any revisions in response to the Public Hearing comments (if needed)</li> </ol>	<ol style="list-style-type: none"> <li>Approve small area plan</li> </ol>
Council Meeting - Monday, November 25 <sup>th</sup> at 7:00pm	Council meeting for possible adoption of the Central West Small Area Plan	Possible Adoption



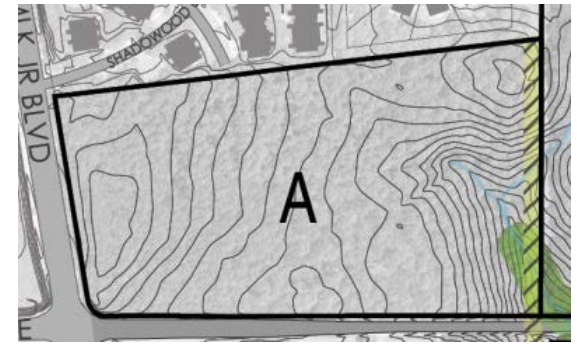
# Overview of Activity Responses







## Area A



### Uses

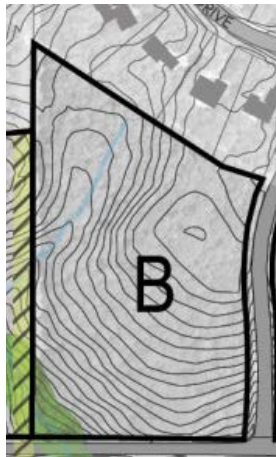
- All suggested mixed-use
- Convenience retail
- Public plaza, open gathering space
- Structured parking over time
- Village/new downtown

### Densities

- High to medium

### Heights

- Some responded 1-3 stories
- Most responded 3-4 stories
- Some responded 4-6 stories
- Transition heights



## Area B

### Uses

- Residential
- Mixed-use
- Public green space/greenway

### Densities

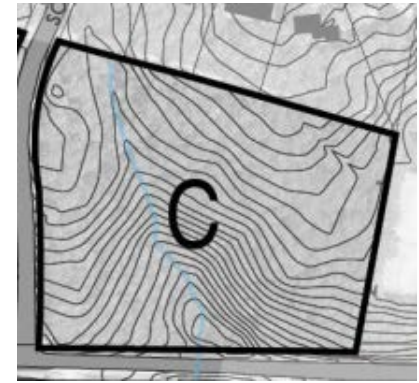
- Medium
- (Some said low and some said high)

### Heights

- Most responded 2-4



## Area C



### Uses

- Most suggested residential
  - Single-family
  - Multi-family

### Heights

- Most responded 2-3 stories

### Densities

- Medium
- Transition density to blend with neighborhood



## Area D



*Some stated that the church should provide input before a decision is made about this area.*

### Heights

- Most responded 2-4 stories

### Uses

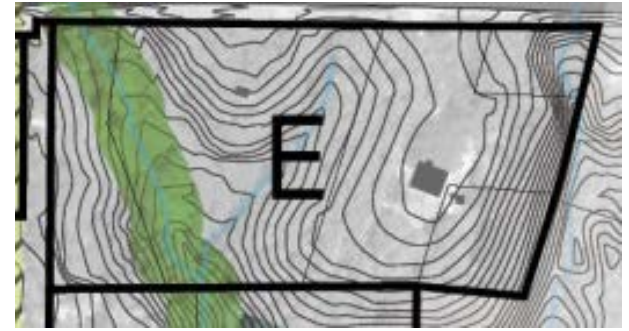
- Mixed-use
- Transitioning to multi-family along Estes

### Densities

- High



## Area E



### Uses

- Residential
  - Senior housing
  - Multi-family

### Densities

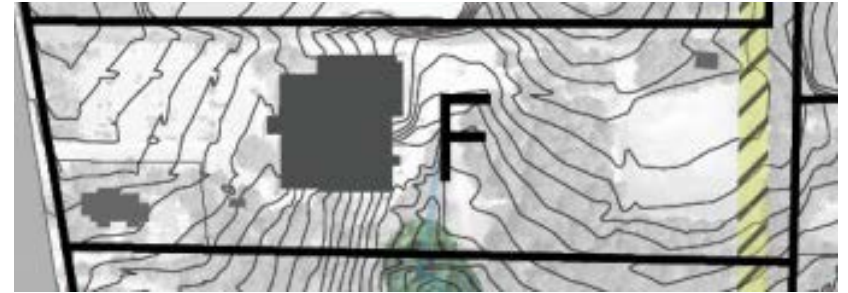
- Medium to high
- Transition densities

### Heights

- Some responded 1-3 stories
- Some responded 3-4 stories



## Area F



*No new development information from some because the YMCA currently occupies this site.*

### Uses

- YMCA + Mixed-use

### Densities

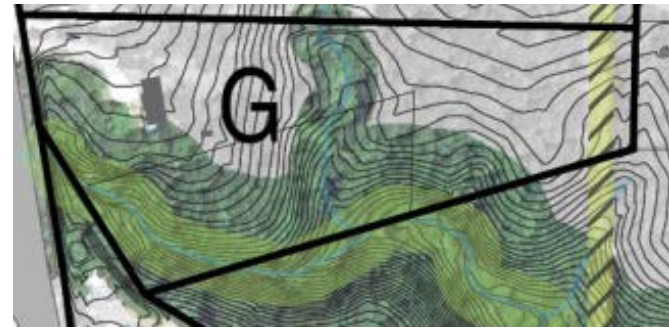
- Medium high/high

### Heights

- Between 3-5 stories
- Transition higher/lower towards the interior of the site



## Area G



### Uses

- Mixed-use
- Multi-family
- Park

### Densities

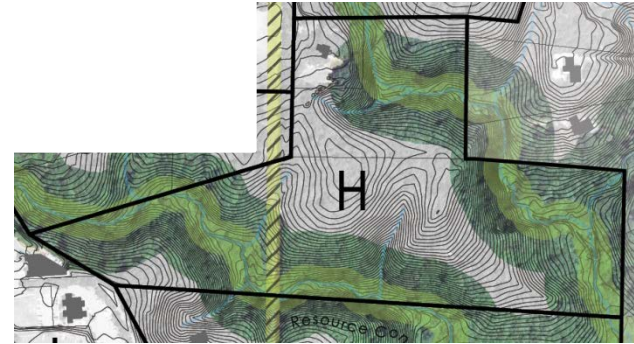
- Medium to high

### Heights

- Some said up to 3 stories
- Some said up to 4 stories
- Some said up to 6-8 stories



## Area H



### Uses

- Residential
  - Multi-family
  - Senior Housing
- Park

### Densities

- High
- Low to medium

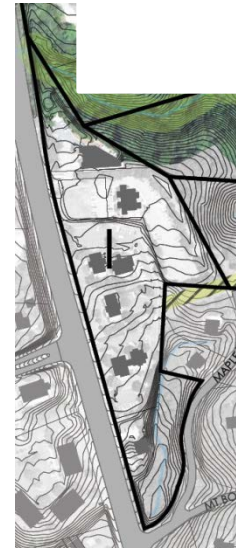
### Heights

- Some said 1-2 stories
- Some said 3-5 stories
- Some said 6+ stories





# Area I



## Uses

- Mixed-use
- Office/Commercial

## Densities

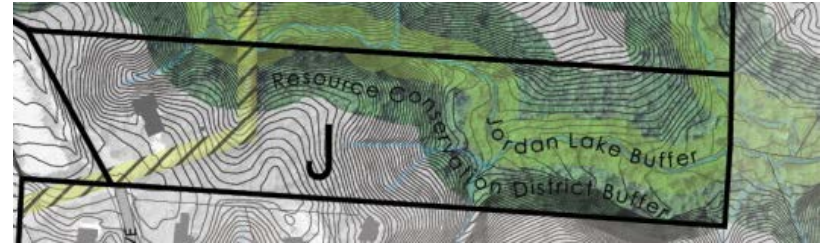
- Medium to high

## Heights

- Some said 2-3 stories
- Some said 4-6 stories



## Area J



### Uses

- Residential
  - Single-family
  - Townhomes/Quads
  - Multi-family
  - Senior housing
- Office

### Densities

- Low to medium

### Heights

- Most said 1-4 stories



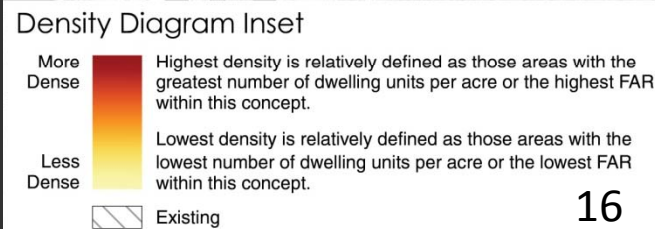
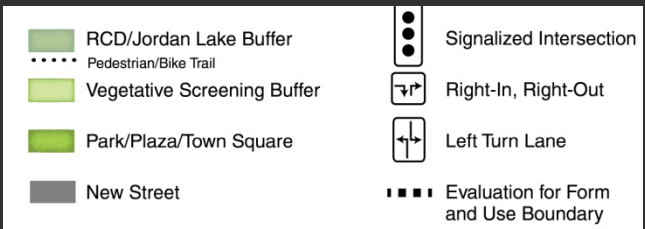
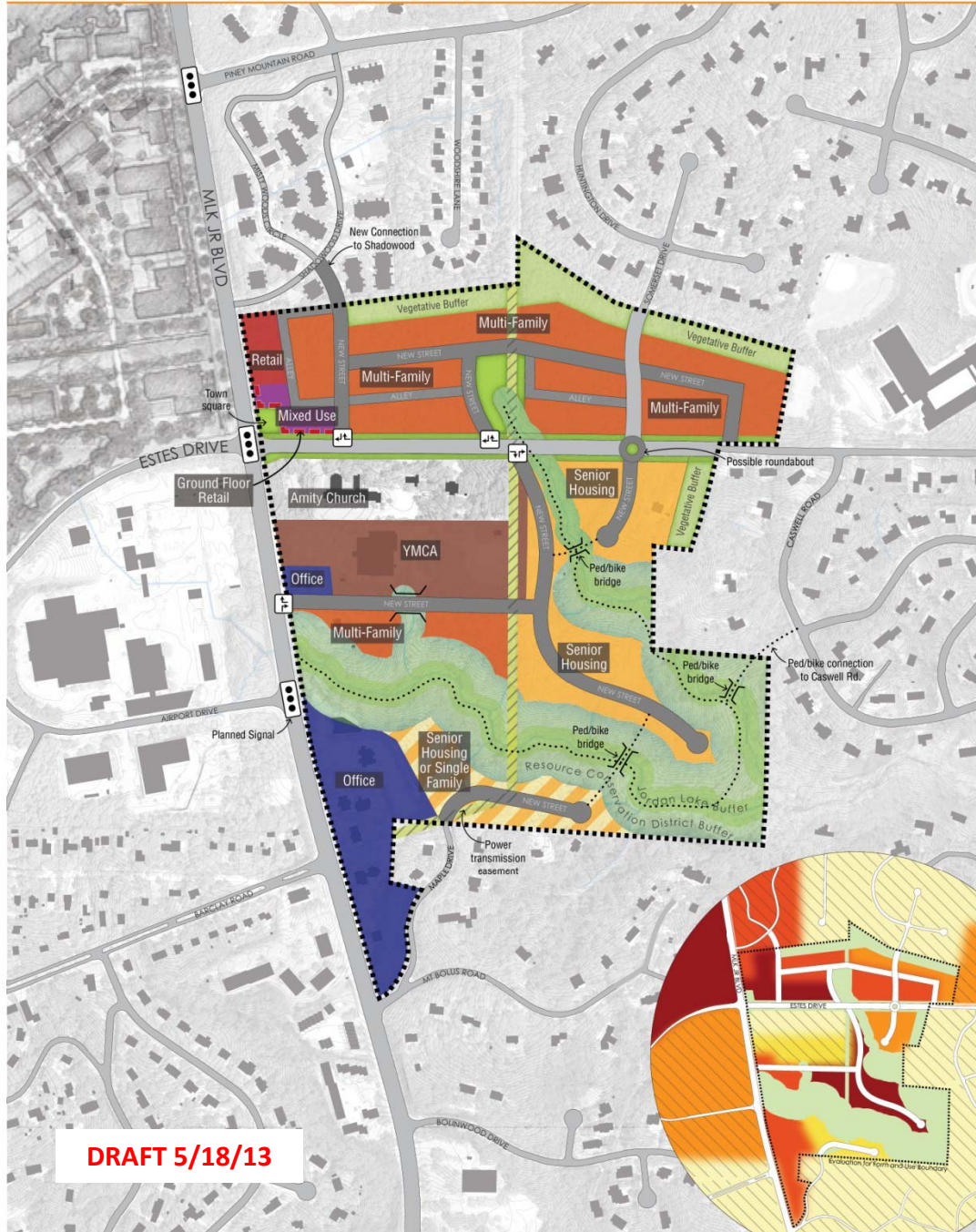
# Committee Discussion



## Central West Planning Principles

- 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

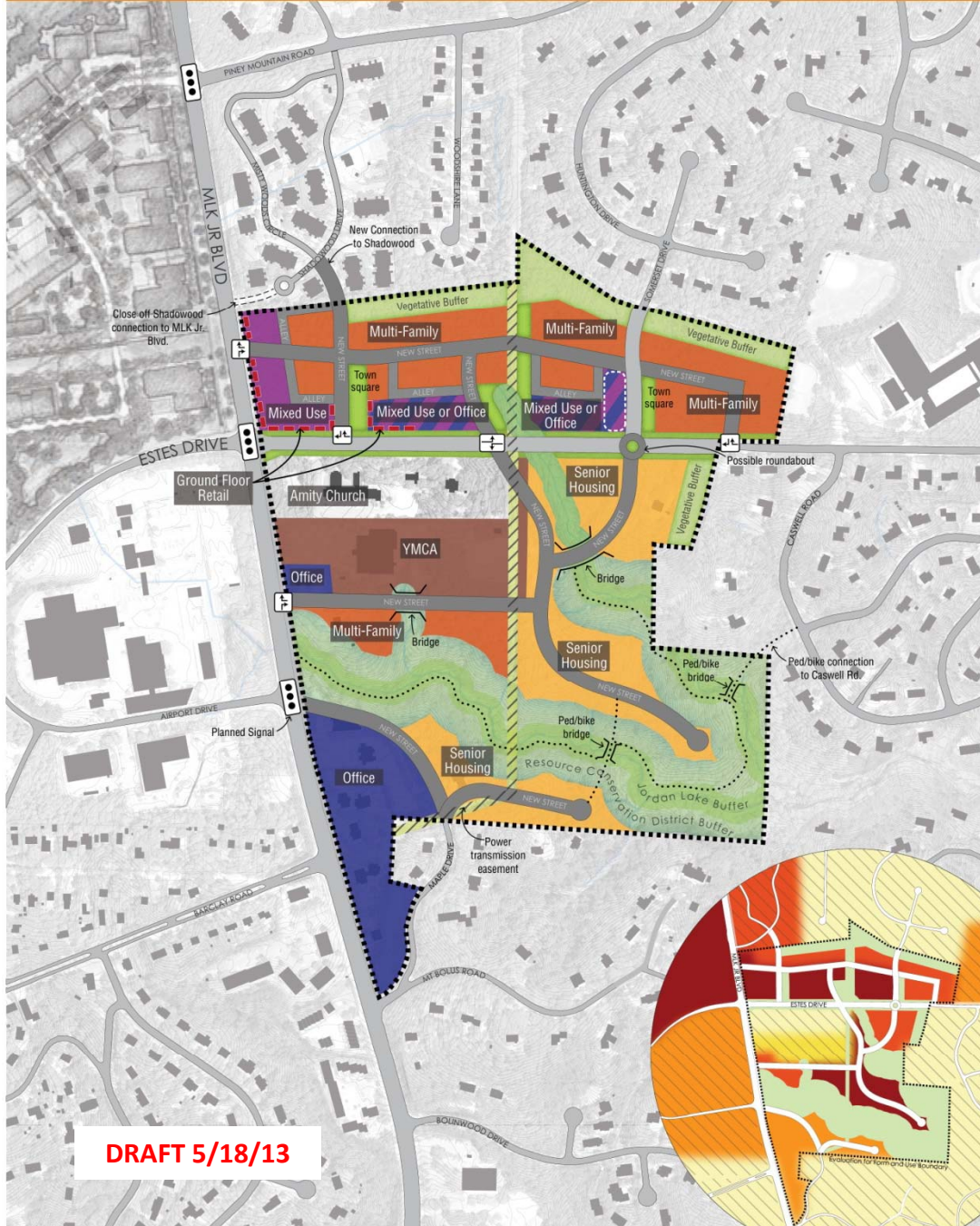
# CONCEPT A: Residential Focus



DRAFT 5/18/13

# LAND USE + CONNECTIONS

DRAFT May  
CENTRAL WEST FOC



# CONCEPT B: Residential + Office Focus

Mixed Use	Multi-Family (Condos/Apartments)
with Retail Ground Floor	Senior Housing
with Community Space	Office
Single Story Retail	Recreation
Single Family	

RCD/Jordan Lake Buffer	Signalized Intersection
Pedestrian/Bike Trail	Right-In, Right-Out
Vegetative Screening Buffer	Left Turn Lane
Park/Plaza/Town Square	Evaluation for Form and Use Boundary
New Street	

### Density Diagram Inset

More Dense Highest density is relatively defined as those areas with the greatest number of dwelling units per acre or the highest FAR within this concept.

Less Dense Lowest density is relatively defined as those areas with the lowest number of dwelling units per acre or the lowest FAR within this concept.

Existing

DRAFT 5/18/13

# LAND USE + CONNECTIONS

DRAFT May  
CENTRAL WEST FOC



# CONCEPT C: Mixed Use Focus

- Mixed Use
- with Retail Ground Floor
- with Community Space
- Multi-Family (Condos/Apartments)
- Senior Housing
- Single Story Retail
- Office
- Recreation

- RCD/Jordan Lake Buffer
- Pedestrian/Bike Trail
- Vegetative Screening Buffer
- Park/Plaza/Town Square
- New Street
- Signalized Intersection
- Right-In, Right-Out
- Left Turn Lane
- Evaluation for Form and Use Boundary

### Density Diagram Inset

More Dense  Highest density is relatively defined as those areas with the greatest number of dwelling units per acre or the highest FAR within this concept.

Less Dense  Lowest density is relatively defined as those areas with the lowest number of dwelling units per acre or the lowest FAR within this concept.

Existing

DRAFT 5/18/13

# CONCEPT 1



DRAFT 6/4/13

- Mixed Use
- Single Story Retail
- Single Family
- Multi-Family (Condos/Apartments)
- Senior Housing
- Office
- Building Footprint
- RCD/Jordan Lake Buffer
- Open Space/Vegetative Buffer
- New Street
- P Parking
- Signalized Intersection
- Right-In, Right-Out
- Evaluation for Form and Use Boundary



# CONCEPT 2



- Mixed Use
- Multi-Family (Condos/Apartments)
- Single Story Retail
- Single Family
- RCD/Jordan Lake Buffer
- Open Space/Vegetative Buffer
- Office
- Building Footprint
- New Street
- Parking
- Signalized Intersection
- ↔↔ Right-In, Right-Out
- Evaluation for Form and Use Boundary

DRAFT 6/4/13

# CONCEPT 3

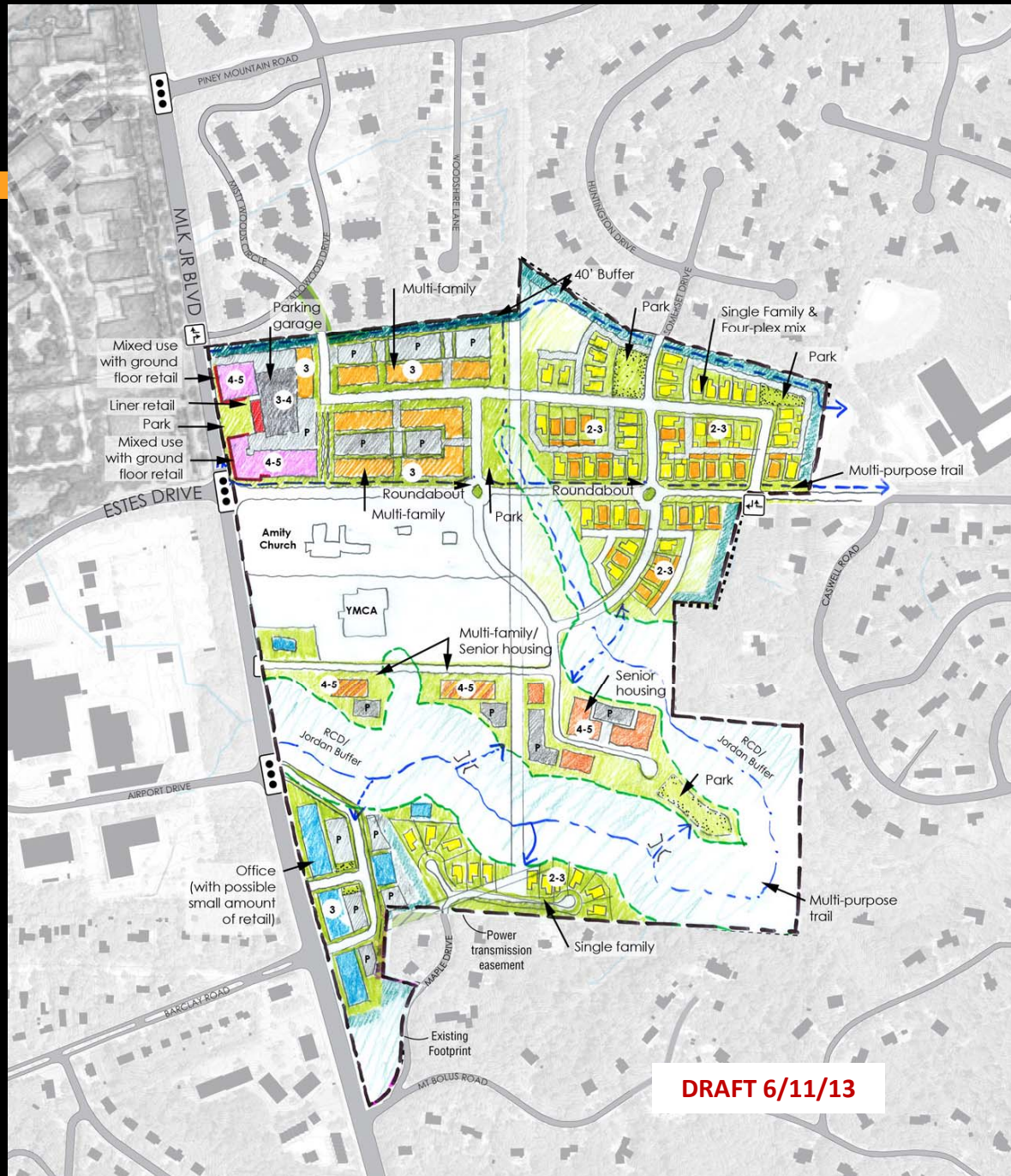


DRAFT 6/4/13




- Mixed Use
- Single Story Retail
- Single Family
- Multi-Family (Condos/Apartments)
- Senior Housing
- Office
- Building Footprint
  
- RCD/Jordan Lake Buffer
- Open Space/Vegetative Buffer
- New Street
- P Parking
  
- Signalized Intersection
- ↔ Right-In, Right-Out
- Evaluation for Form and Use Boundary

# CONCEPT A:

## A Walkable Residential Community

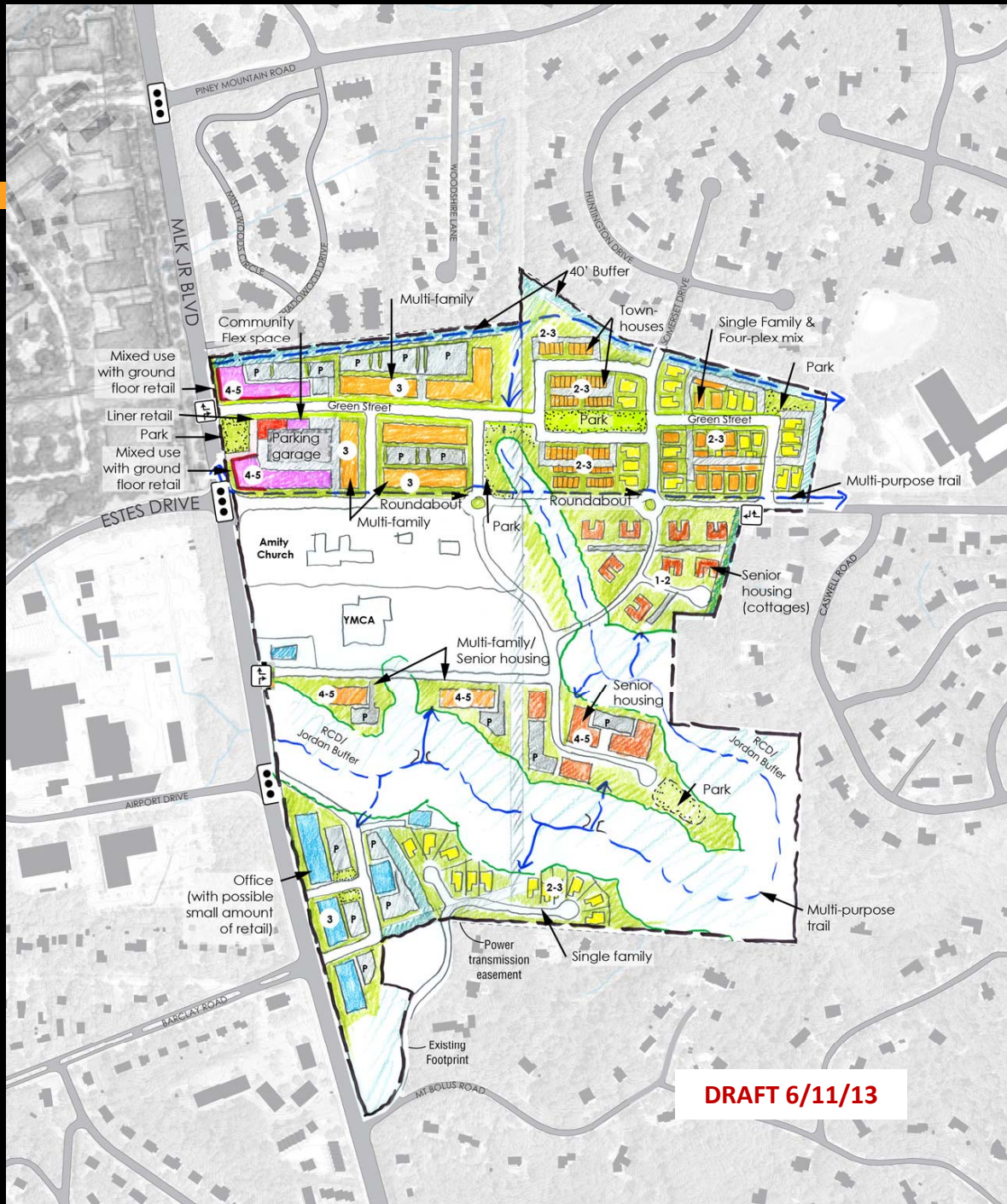


DRAFT 6/11/13

-  Potential number of stories
-  Pedestrian/Bicycle Connections
-  Surface parking lots
-  Signalized intersection
-  Right-in; Right-out
-  Evaluation for Form & Use Boundary

# CONCEPT B:

## A Town/ Gown Village



DRAFT 6/11/13

- 3 Potential number of stories
- Pedestrian/Bicycle Connections
- P** Surface parking lots
- Signalized intersection
- Right-in; Right-out
- Evaluation for Form & Use Boundary



# Precedent Images



# Office Images





# Office Images



# PRECEDENT IMAGES

## Street Edges





# PRECEDENT IMAGES

## Street Edges



# PRECEDENT IMAGES

## Green Street



# PRECEDENT IMAGES

## Senior Housing



Carol Woods



The Pines, Davidson



Carolina Meadows



Carolina Meadows

# PRECEDENT IMAGES

## Senior Housing



New Bridge, Massachusetts



New Bridge, Massachusetts



Carolina Meadows



New Bridge, Massachusetts

# PRECEDENT IMAGES

## Single Family, Townhouses, Fourplex



Chapel Hill, NC



Baxter Village, SC



Portland, OR

# PRECEDENT IMAGES

## Multi-Family (Apartments/Condominiums)



Alexandria, VA



Chapel Hill, NC



Cambridge, MA



Alexandria, VA

# PRECEDENT IMAGES

## Retail/Office/ Mixed Use



Alexandria, VA



Huntersville, NC



Bainbridge, WA



# PRECEDENT IMAGES

## Open Space/ Town Squares

