



Action Minutes

Central West Focus Area: Steering Committee Meeting

Meeting Date/Time: August 19, 2013, 6:05 p.m. to 9:10 p.m.

Members Present: Anthony Carey, Lucy Carol Davis, Eric Hyman, Julie McClintock, Sarah McIntee, Firoz Mistry, Bruce Murray, Abby Parcell, Michael Parker (co-chair), Whit Rummel, Amy Ryan (co-chair), Jared Simmons, Mickey Jo Sorrell, David Tuttle, and Buffie Webber

Members Absent: Mia Burroughs and Jeff Kidd

Staff Present: David Bonk, Mary Jane Nirdlinger, and Megan Wooley

Council Members Present: Sally Greene and Lee Storrow

Agenda Item	Discussion Points	Motions/Votes	Action
1. Introductions and Opening Remarks	Megan Wooley, Chapel Hill Planning Department, opened the meeting and welcomed attendees. She provided an overview of the agenda and the upcoming meetings.		
2. Public Participation/ Comments	<ul style="list-style-type: none"> • Parents might not go to the middle school open house. There will be an open house at University Mall on August 24th from 10am-2pm. • Maria de Bruyn: Would it be possible to include photographs with the concept plans, as the concept plans by themselves are hard to visualize. Would like a photo of a building that exists in Chapel Hill. Concrete images helps better with the visualization. • Martha Petty: She sent an email to the Steering Committee with stormwater images. The Burlage Circle neighborhood only has two roads – the culvert has been washed out by the flooding and egress is difficult. • Debbie Jepson: When can Trish D’Arconte attend a meeting? People are saying that the 		

Agenda Item	Discussion Points	Motions/Votes	Action
	<p>small area plan should not be too specific. If the plan is too unspecific, then the Committee may have different ideas/interpretations than the developers. How does height fit with the principles?</p> <ul style="list-style-type: none"> • Michael White: Lives on Whitehead Circle. Having mixed use near Phillips and Estes Hills may not be a good idea. Safety is substantially buffered by residential uses. What kind of aesthetic considerations have there been? Modernist architecture is an important part of our Town's history, and it would behoove us to consider this history. 		
<p>3. Review Draft Outline of Central West Small Area Plan Document</p>	<p>The Steering Committee discussed the outline of the Central West Small Area Plan document and provided additions to the outline.</p> <p><i>Please see the attachments for the outline of the Central West Small Area Plan document.</i></p>		
<p>4. Review Updated Work Plan</p>	<p>The Committee reviewed the updated work plan for August to November 2013.</p> <p><i>Please see the attachments for the updated work plan.</i></p>		
<p>5. Overview of the Analysis of the Committee's Concepts</p>	<p>The Steering Committee reviewed and discussed the four concepts that will be tested and the information that will be analysed.</p> <p><i>Please see the attachments for the concepts to be tested and the information that will be analysed.</i></p>		<p>If Committee members have additional information that they would like to have tested, they can email their requests to Megan at compplan@townofchapelhill.org</p> <p>Town staff and consultants will review the requests and provide more information.</p>
<p>6. Finalize principles and objectives</p>	<p>The Steering Committee reviewed the principles and objectives that they had developed during the spring and that the subcommittee edited in June.</p> <p><i>Please see the attachments for the approved principles and objectives.</i></p>	<p>Motion by Julie McClintock and seconded by Amy Ryan to approve Principle 1 and the objectives for Principle 1. <i>Vote: 15 out of 15 – Passed.</i></p>	

Agenda Item	Discussion Points	Motions/Votes	Action
		<p>Motion by Anthony Carey and seconded by the Committee to approve Principle 2 and the objectives for Principle 2. <i>Vote: 15 out of 15 – Passed.</i></p> <p>[Michael Parker and Sarah McIntee will review objectives labelled D and E and will revise these objectives per the Committee’s suggestions. The revised objective(s) will be sent to the Committee for their review.]</p> <p>Motion by Lucy Carol Davis and seconded by the Julie McClintock to approve Principle 3 and the objectives for Principle 3. <i>Vote: 15 out of 15 – Passed.</i></p> <p>Motion by Julie McClintock and seconded by Lucy Carol Davis to approve Principle 4 and the objectives for Principle 4 with an edit to “A” in which <i>between</i> was removed. <i>Vote: 15 out of 15 – Passed.</i></p> <p>Motion by Buffie Webber and seconded by Anthony Carey to approve Principle 5 and the objectives for Principle 5. <i>Vote: 15 out of 15 – Passed.</i></p> <p>Motion by Buffie Webber and seconded by Anthony Carey to approve Principle 6 and the objectives for Principle 6. <i>Vote: 15 out of 15 – Passed.</i></p>	

Agenda Item	Discussion Points	Motions/Votes	Action
		<p>Motion by Julie McClintock and seconded by Buffie Webber to approve Principle 7 and the objectives for Principle 7 with the following amendments: To objective "A" add "explore expanded cross-town service and service to locations with jobs and retail; To objective 5A, add "additional" before the word <i>crosswalks</i>; For objective G, remove the word <i>HAWK</i> and add "devices such as." <i>Vote: 15 out of 15 – Passed.</i></p> <p>Motion to approve Principle 8 and the objectives for Principle 8. <i>Vote: 15 out of 15 – Passed.</i></p> <p>Motion by Abby Parcell and seconded by Jared Simmons to approve Principle 9 and the objectives for Principle 9. <i>Vote: 15 out of 15 – Passed.</i></p> <p>Motion by Jared Simmons and seconded by Lucy Carol Davis to approve Principle 10 and the objectives for Principle 10 with the following amendment: For Objective "A", remove "where there is a significant building difference in building/housing type" add "between different building types" to the end of the statement. <i>Vote: 13 out of 15 with 2 opposed (Sarah McIntee and David Tuttle) – Passed.</i></p> <p>Motion by Whit Rummel and seconded by Michael Parker to</p>	

Agenda Item	Discussion Points	Motions/Votes	Action
		<p>remove “the existing neighborhoods” and add “adjacent residences” for Objective “D.” <i>Vote: 11 out of 15 with 4 opposed (Julie McClintock, Jared Simmons, Firoz Mistry, and David Tuttle) – Passed.</i></p> <p>Motion by Amy Ryan and seconded by Michael Parker to include the following statement as Objective “H”: Minimize the “heat island” effect by avoiding dark, unshaded surfaces and employing such techniques as reflective roofs. <i>Vote: 15 out of 15 – Passed.</i></p> <p>Motion by Whit Rummel and seconded by Abby Parcell to approve Principle 11 and the objectives for Principle 11. <i>Vote: 15 out of 15 – Passed.</i></p> <p>Motion by Julie McClintock and seconded by Whit Rummel to approve Principle 12 and the objectives for Principle 12. <i>Vote: 15 out of 15 – Passed.</i></p> <p>Motion by Whit Rummel and seconded by Jared Simmons to approve Principle 13 and the objectives for Principle 13 with the following language for the Principle: “Consider Economic Impacts in Development Decisions – As a part of the planning process, consider the fiscal impact and economic viability of proposed development in the area. <i>Vote: 15 out of 15 – Passed.</i></p>	

Agenda Item	Discussion Points	Motions/Votes	Action
7. Discuss Community Report Out Session Agenda	The Steering Committee discussed the Community Report Out agenda for the Tuesday, September 10 th meeting. Committee agreed with the proposed structure.		
8. Public Participation/ Comments	<ul style="list-style-type: none"> • Jonathan R: Running for Town Council. Have you considered what happened in Mount Bolus? This neighborhood have a covenant and we're controlling how many families can live under one roof. Neighborhood/community itself can do this themselves. Controls the pace of growth and the pace of development. Some discussion on our listserv about the deer – this is an environmental, conservancy, and safety issue. • Maria de Bruyn: Could consider asking Amity Church to host the Community Report Out event. Some people find Survey Monkey difficult. Some people could drop off a printed copy of the questionnaire. • Alan Tom: By this point, the Committee is divided into two groups with some people in between. The Committee engages in too much theoretical discussion about models. The group is supposed to design a small area plan. Once the Committee has the data, then should start talking in ways that are more productive. • Michael White: We have a lack of statistics. Doesn't know how much daily traffic is on Estes Drive. More data, the better. A lot of discussion about safety – purely from a bike/ped perspective. Think about what the effect increased density will have on the neighborhoods – more people. Sidewalks on Estes should be built like they were in the Mason Farm/Whitehead Circle neighborhood – Built sidewalks ahead of development. Not difficult to have sidewalks installed. • Debbie Jepson: Did the Committee agree to accept the suggestions about the Community Report Out? 		

Agenda Item	Discussion Points	Motions/Votes	Action
9. Closing			The meeting adjourned at 9:10p.m.

The next Steering Committee meeting will be on Thursday, August 29th from 6:00-9:00pm in the Chapel Hill Public Library.

Draft Outline for the Small Area Plan Document
Central West Focus Area
For discussion during the August 19th Steering Committee Meeting

Note: The underlined text represent additions made by the Steering Committee during the August 19th Steering Committee meeting.

Introduction and Planning Process

- *Introduction*
- *Background: Area identified in the Chapel Hill 2020 comprehensive plan as needing community conversation about the future of the area*
- *Boundaries*
- *Planning Process*
 - Steering Committee structure and process
 - Community engagement process

Existing Conditions

- *The Central West Focus Area Today (maps and text)*
 - *Area Character*
 - Overall View (Aerial image)
 - Neighborhoods and development patterns (figure/ground diagram)
 - Parks and green spaces
 - *Regulatory Framework*
 - Zoning and land use
 - Environmentally sensitive/protected areas
 - Watersheds
 - *Mobility*
 - Current traffic conditions
 - Current transit services and 2009 Long Range Transit Plan
 - Street connectivity
 - Sidewalks, bike routes and greenways
 - School walk zone
 - *The Area by the Numbers*
 - Age, household numbers and income, and 2010 population estimates
 - Median home values, property values, land values
 - Housing affordability and public housing
- *The Carolina North Campus: The Future*
 - Overview of development, character, uses
- *Issues and Potential for the Future: Community Views*
 - Committee and community comments about current conditions and challenges

Guiding Principles and Objectives

- *Introduction*
 - Purpose
 - Process for arriving at the Principles and Objectives
- *The Principles and Objectives*

Concept Plan for the Central West Focus Area

- *Description of the Concept Plan and its purpose*
- *Overview of the process for developing the Concept Plan*
- *Elements*
 - Land Uses
 - Heights and massing
 - Transportation
 - Multimodal concept for Estes Drive
 - Open space and bike/pedestrian connections
 - Buffers
 - Sustainability (environmental and economic)
- *Relationship of the Concept to the Principles and Objectives*

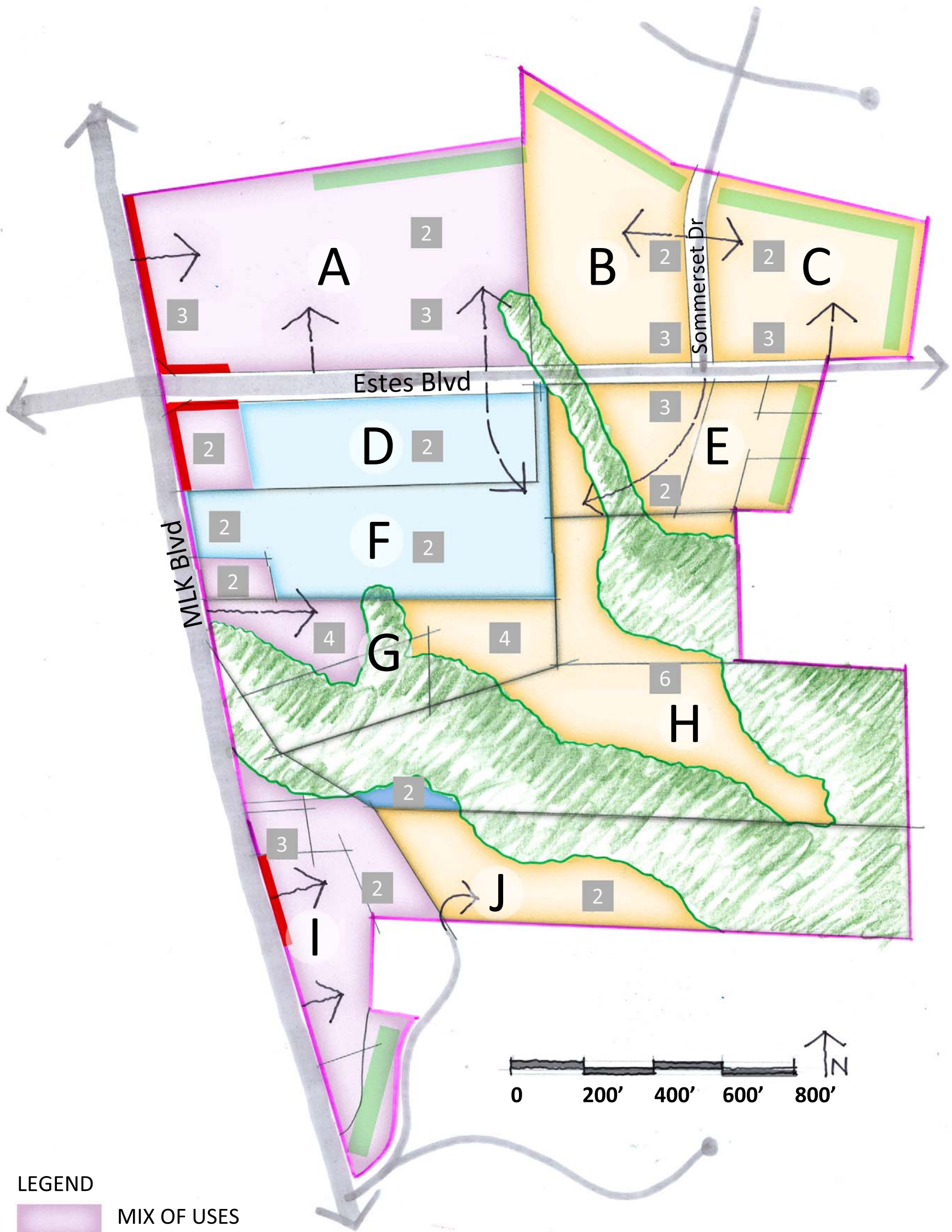
Implementation and Next Steps

- *Next Action: Development of a Form-based Code*

Draft Revised Work Plan for August – November 2013
Central West Steering Committee

Meeting Date	Topic	Outcome
Monday, August 19 th 6:00-9:00pm Location: Meeting Room B, Public Library	Plan Refinement 1. Review updated work plan 2. Discuss outline of Small Area Plan report 3. Finalize principles and objectives list 4. Discuss structure for the Community Report Out	1. Provide feedback on of Small Area Plan Document outline 2. Approve principles and objectives 3. Approve structure for the Community Report Out
Thursday, August 29 th 6:00-9:00pm Location: Meeting Room B, Public Library	Plan Refinement 1. Receive the report back from technical analysis 2. Discuss possible revisions to concept 3. Review draft Small Area Plan (without the concept plan)	1. Consider if additional edits are needed to concept plan from technical analysis 2. Approve of Small Area Plan Document outline
Tuesday, September 3 rd 6:00-9:00pm Location: Meeting Room A, Public Library	Technical Analysis & Plan Refinement 1. Continue the discussion from the technical analysis and plan refinements	1. Consider if additional edits are needed to concept plan from technical analysis
Tuesday, September 10th 6:30-8:30pm <i>Location TBD</i>	Community Report Out Session	Receive input from the community about the small area plan and concept plan
Wednesday, September 11 th	<i>Greenways Commission reviews the Central West Small Area Plan</i>	
Thursday, September 19 th 6:00-9:00pm Location TBD	Integrate Feedback & Plan Refinement 1. Receive results from community report-out/comment session 2. Consider if edits are needed to small area plan	1. Refine concept plan and small area plan
Tuesday, September 24 th 4:30-6:30pm Location TBD	Finalize Plan to provide to Planning Board 1. Finalize the draft small area plan (map and document)	1. Approve the small area plan (map and document)
Tuesday, September 24 th	<i>Bicycle and Pedestrian Board reviews the Central West Small Area Plan</i>	

Meeting Date	Topic	Outcome
Thursday, September 26 th	<i>Transportation Board reviews the Central West Small Area Plan</i>	
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 rd 6:00-9:00pm Location TBD	Integrate Feedback Plan Refinement 1. Review Planning Board/advisory Board comments 2. Make refinements to the Plan	1. Refine small area plan
Tuesday, October 8 th 6:00-9:00pm Location TBD	Prepare Plan Presentation 1. Review final small area plan to be presented at Public Hearing 2. Make revisions if necessary	1. Approve small area plan 2. Approve edits
Council Public Hearing - Monday, October 21st at 7:00pm	Public Hearing for the Central West Small Area Plan	Feedback from the public about the Small Area Plan
Thursday, November 7 th 6:00-9:00pm Location: Meeting Room B, Public Library	Integrate Feedback Plan Refinement 1. Discuss any revisions in response to the Public Hearing comments (if needed)	1. Approve small area plan
Council Meeting - Monday, November 25th at 7:00pm	Council meeting for possible adoption of the Central West Small Area Plan	Possible Adoption



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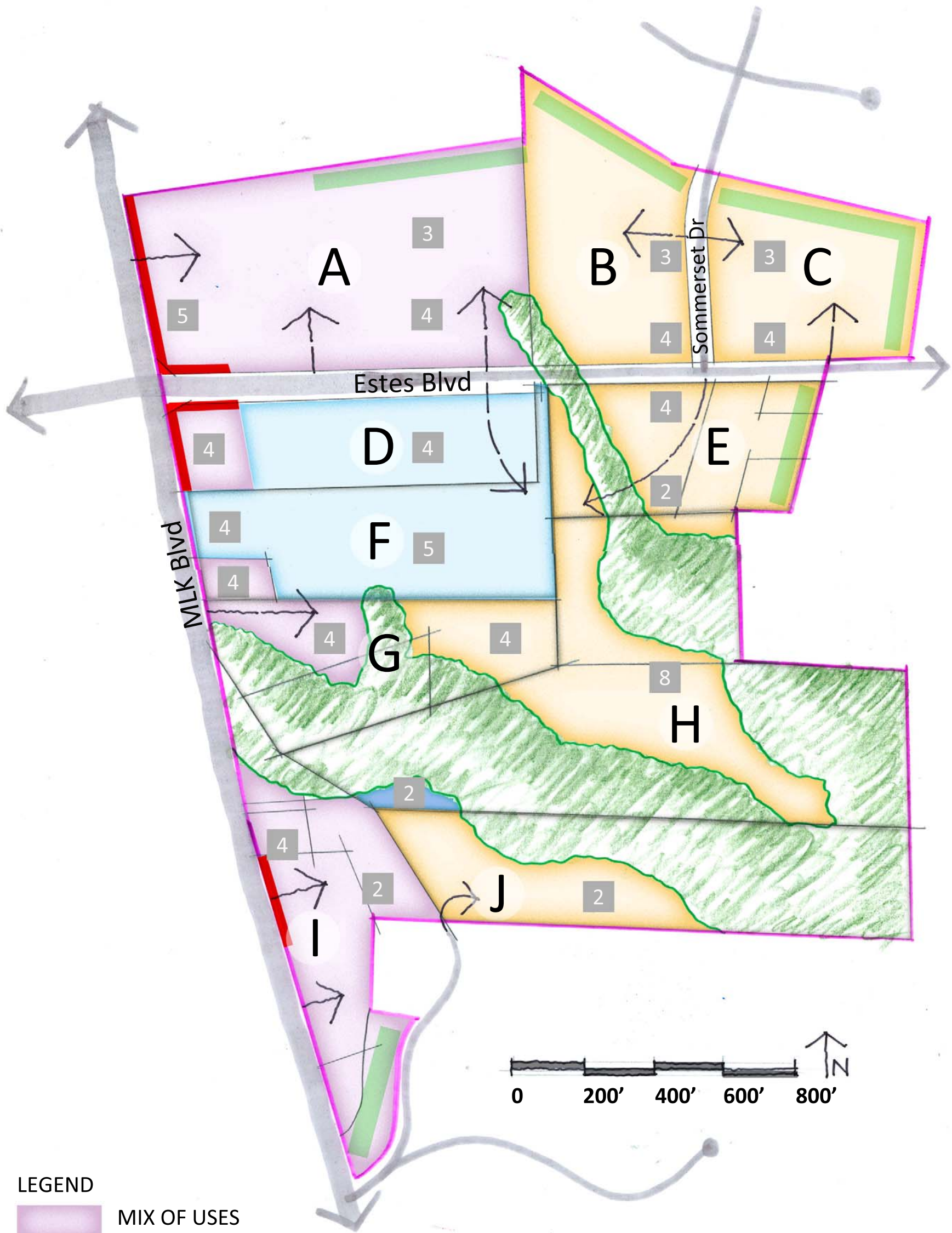
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(Retail only as marked)
- RESIDENTIAL
- INSTITUTIONAL/
RECREATIONAL
- OFFICE
- POTENTIAL VEHICULAR
ACCESS POINTS
- RCD/JORDAN BUFER
- RETAIL (Ground Floor)
- TRANSITION/BUFFER
- 2 POTENTIAL NUMBER OF STORIES

Additional open space (parks, plazas etc.) will be included as part of calculations, however will not be specifically located on this plan.






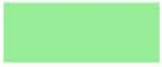


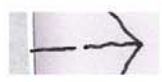
**CHAPEL HILL CENTRAL WEST FOCUS AREA
LAND USE & HEIGHTS A1**

August 15, 2013

**FOR TESTING
PURPOSES ONLY**



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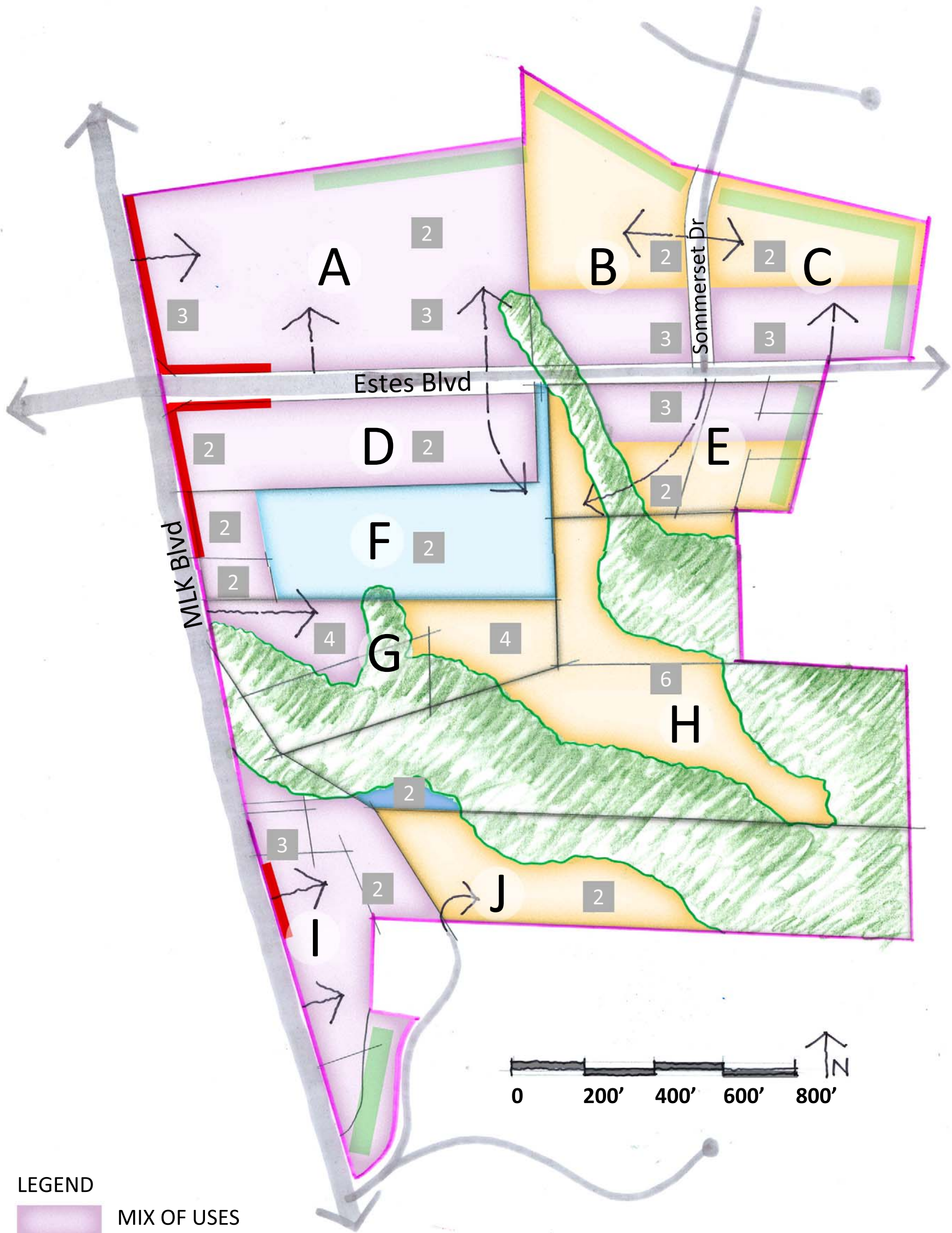
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**CHAPEL HILL CENTRAL WEST FOCUS AREA
LAND USE & HEIGHTS A2**

August 15, 2013

**FOR TESTING
PURPOSES ONLY**



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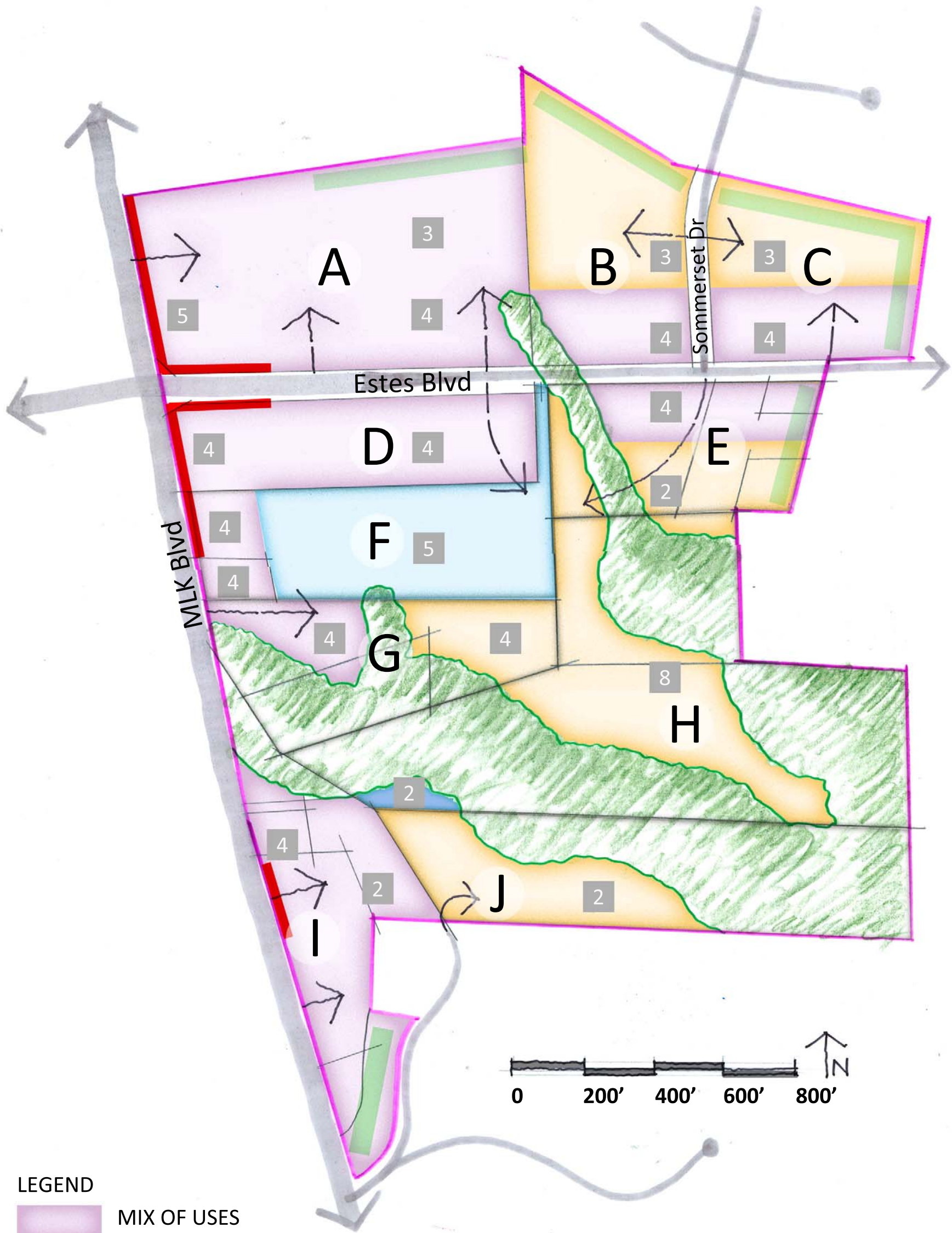
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- RESIDENTIAL
- INSTITUTIONAL/
RECREATIONAL
- OFFICE
- POTENTIAL VEHICULAR
ACCESS POINTS
- RCD/JORDAN BUFER
- RETAIL (Ground Floor)
- TRANSITION/BUFFER
- 2 POTENTIAL NUMBER OF STORIES

Additional open space (parks, plazas etc.) will be included as part of calculations, however will not be specifically located on this plan.

**CHAPEL HILL CENTRAL WEST FOCUS AREA
LAND USE & HEIGHTS B1**

August 15, 2013

**FOR TESTING
PURPOSES ONLY**



LEGEND

- MIX OF USES
(Retail only as marked)
- RESIDENTIAL
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ACCESS POINTS
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- RETAIL (Ground Floor)
- TRANSITION/BUFFER
- 2 POTENTIAL NUMBER OF STORIES

Additional open space (parks, plazas etc.) will be included as part of calculations, however will not be specifically located on this plan.

**CHAPEL HILL CENTRAL WEST FOCUS AREA
LAND USE & HEIGHTS B2**

August 15, 2013

**FOR TESTING
PURPOSES ONLY**

Analysis of the Central West Focus Area Concepts

August 2013

- **Transportation and Traffic – *Analysis by Town and VHB***
 - New trips generated by CWFA development (higher and lower scenarios)
 - Allocated by road/street and time of day
 - Sensitivities by type of use (e.g., multi-family, commercial, office, mixed use)
 - Impacts of new traffic
 - Baseline for assessment (e.g., 2015-2020 traffic levels if no change occurred in the Central West Focus Area)
 - Impacts on traffic from Carolina North
 - Impact of new traffic generated by CW development on key performance indicators
 - Road and intersections grades (A, B, C, etc.)
 - Wait times and/or cycle times at key intersections
 - Mitigation
 - New circulation from development to divert trips from Estes/MLK intersection
 - Crosswalks, roundabouts, and other traffic-calming
 - Turn lanes
 - Access and intersections
 - Placement of required new roads and driveways
 - Feasibility (DOT approval) for proposed signalized intersections, roundabouts
 - Transit
 - As a part of trip generation
- **Environment/Sustainability – *Analysis by Town***
 - Storm water impacts and mitigation
 - Run-off/flooding/erosion
 - Pollution
 - Tree ordinance triggers
- **Schools – *Analysis by Chapel Hill-Carrboro City Schools System***
 - Potential new students by type (elementary, middle, and high school)
 - Cost and revenue impacts
- **Economic Impacts – *Analysis by Town***
 - Revenues
 - RE taxes
 - Sales taxes
 - Others (user and impact fees)
 - Expenses
 - Town services (fire, police, public works, etc.)
 - Others
- **Consistency with Chapel Hill 2020 comprehensive plan Goals – *Analysis by Town***
- **Consistency with CWFA Principles – *Analysis by Town***

Approved Principles and Objectives Central West Focus Area

Approved During the August 19th Steering Committee Meeting

PRINCIPLE 1: Create a Strong Sense of Place

The Central West Focus Area plan will promote the creation of a vibrant sense of place, respecting its character as a comfortable, tree-lined residential community, home to important Chapel Hill institutions, and a major gateway to Carolina North.

Objectives for Principle 1

- A. Recognize MLK as a primary gateway into town and provide a plan that develops it into an attractive, tree-lined, boulevard with a median, where the pedestrian and cyclist realms are protected by bollards, islands, and cycle-track curbing.
- B. Establish different characters for the Estes and MLK street frontages. In order to enhance the unique character of each of these streets, create cohesive and distinct street profiles.
- C. Establish a local architectural vernacular appropriate to Chapel Hill that relates to the architecture proposed at Carolina North. Encourage the use of materials and plants native to North Carolina.
- D. Recognize and enhance the distinctive zones along Estes Drive: Estes Drive Extension, Estes on the east side of MLK, the school area, the single-family neighborhoods in the area, and lower Estes between the library and Franklin.
- E. Encourage locally based businesses in the commercial area that provide services to the surrounding community.
- F. Develop building and road/streetscape design standards that extend north and south on MLK through the Impact Area
- G. Place buildings along MLK, especially near to Estes Drive, that architecturally enhance the entranceway to the Carolina North campus. Connect the Carolina North pedestrian mall to a complementary, tree-lined lane on the east side of MLK.
- H. Plant trees at street edges and in medians.
- I. Enhance community space with colorful, attractive features, such as sculpture, tile-work, fountains, awnings, flower plantings, and trees.
- J. Minimize the visual impact of parked motor vehicles with, for example, structured parking, screening, and location.

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PRINCIPLE 2: Ensure Community Compatibility

Development will provide a graceful transition between the existing residential and institutional uses and the new uses evolving around the Martin Luther King Jr. Blvd./Estes Drive intersection near the Carolina North campus.

Objectives for Principle 2

- A. New development will minimize negative aesthetic and environmental impacts to neighborhoods
- B. Build variable heights and densities that respond to existing land uses and natural features such as site specific terrain, tree height, and tree stands.
- C. Design gradual height and density transitions between new development and existing residential and institutional uses.

~~*As of August 19, 2013, The following were developed by the subcommittee and are for Steering Committee discussion. The following objectives will be reviewed by a subcommittee and provided to the Steering Committee for their review and possible adoption:*~~

- D. Integrate new development seamlessly with the existing neighborhoods. Match existing single family character, where it exists, by making multi-family duplexes, quad-plexes, etc., resemble single-family homes.*
- E. The existing neighborhoods, especially near the new development, may consider ancillary apartment/cottage development on existing properties to increase density, for complete visual integration, while preserving single family character.*
- F. The first line in every new development, adjacent to old neighborhood buildings will match the character of the old neighborhood edge before transitioning to different style or housing type.*

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PRINCIPLE 3: Create Social Connections

Development should create places that foster a strong sense of community and allow people to meet, both formally and informally.

Objectives for Principle 3

- A. Encourage new retail and/or civic spaces and uses in the area that will promote social connections.
- B. Include a variety of public spaces for all ages (indoor or outdoor) at a variety of scales, with trees/vegetation, shade, and places for sitting.
- C. Locate retail and mixed use developments around public gathering spaces.
- D. Provide pedestrian and bicycle connections that encourage interpersonal connections to public gathering places and throughout the area.

PRINCIPLE 4: Improve Physical Connections

Multiple means of moving within and through the planning area should be incorporated into new development; explore improving physical connections between the impact area and the Town as whole.

Objectives for Principle 4

- A. Ensure interconnectivity among ~~between~~ all modes of transportation (e.g., bike to bus transfers).
- B. Within the Impact Area create improvements to the pedestrian realm, to the extent possible, such as narrow vehicular lanes in contrast to wide greenways, bike tracks/lanes, and sidewalks/footpaths. The pedestrian realm is to be more connected, permeable, and dominant than the car realm.
- C. Create public spaces and buildings that are visible and easily accessible from streets, paths, and sidewalks.
- D. Provide a clear and coordinated place, speed, and way-finding communication system.
- E. Establish a connected street and trail network within new development.
- F. Provide vehicular access to Carolina North from Homestead Road to relieve traffic on MLK and Estes.
- G. Make bicycle and pedestrian movement between Carolina North across MLK and Estes to its eastern and southern neighbors easier and safer.
- H. Tie new paths and greenways into the Carolina North and town greenway systems and the Campus to Campus Connector.

PRINCIPLE 5: Minimize Vehicular Traffic Impacts

Recognize the limited capacity of the existing road network and favor developments that minimize negative impacts on vehicular traffic and quality of life in the area.

Objectives for Principle 5

- A. Calm traffic using a variety of means such as streetscape design, additional crosswalks, and landscaping, especially in the school walk zone.
- B. Improve Estes Drive to ensure safe orderly flow around stopped buses, utility trucks, and delivery vehicles.
- C. Plan significant improvements along Estes Drive to improve traffic flow and safety along its length, recognizing that different solutions will be needed for different segments of the road.
- D. Synchronize traffic signals to maximize vehicle flow at reduced speeds .
- E. Develop neighborhood retail (pharmacy, coffee shop, dry cleaner, etc.) in the area to capture neighborhood business, encourage walking, and reduce car use.

F. Explore regional solutions for preventing Estes Drive from becoming a major commuting route for Carolina North.

G. Where new streets are built, they should accommodate pedestrians, bicycles, vehicles and transit, recognizing that different streets will accomplish this in different ways.

H. Encourage developers to mitigate the traffic that new development will cause.

I. Consider reducing the speed limit along Estes Drive.

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PRINCIPLE 6: Enhance the Pedestrian/Bicycle Experience

Build a high quality bicycle, pedestrian, and greenway system that ensures safe, comfortable, and convenient access to school, residences, and other destinations for those of all ages and abilities.

Objectives for Principle 6

~~A.~~ ~~A.~~ Create local destinations that make biking and walking in the area desirable, safe, attractive, and convenient.

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~~B.~~ ~~B.~~ Ensure access to local destinations by creating (in the Planning Area) ADA-compliant public byways that, where necessary, are protected by barriers or landscaped buffers.

~~B.C.~~ Provide a network of bike and pedestrian paths, with a variety of types and surfaces, from paved trails near major roads to nature trails through wooded stretches.

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~~D.~~ ~~D.~~ Create a network of off-road, downlit multiuse paths through the area to connect residences, institutions, and other uses. Use solar lighting when possible.

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~~E.~~ ~~D.~~ Pursue Safe Routes to School strategies and funding and work with the schools to minimize car trips to school within the walk zone.

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~~F.~~ ~~E.~~ Ensure that all pedestrian crossings in the impact area are safe and well marked.

~~G.~~ ~~F.~~ Provide a paved sidewalk on at least one side of Estes Drive from Franklin Street to Carrboro.

~~H.~~ ~~G.~~ Provide paved sidewalks along both sides of MLK throughout the Impact Area.

~~I.~~ ~~H.~~ For new development and as streets are retrofitted, provide a planting median between sidewalks and the road and physically segregate bicycle lanes from automobile traffic.

~~J.~~ ~~I.~~ Ensure adequate widths for pedestrians and cyclists on sidewalks and bike paths.

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~~K.~~ ~~J.~~ Over time, enhance bike and pedestrian safety of existing neighborhood streets.

PRINCIPLE 7: Improve the Transit System

Encourage uses and densities that will support improvements in transit service such as increased frequency, duration, and access.

Objectives for Principle 7

A. Support new development in the Central West area with expanded hours and frequency, convenient bus stops, and destinations as density warrants, and explore expanded cross-Town service and service to locations with jobs and retail.

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- B. Support sufficient transit ridership by putting high density land uses nearest bus stops.
- C. Increase housing and mixed use density along existing bus routes, especially along MLK.
- D. Create useful destinations (such as retail community activities) that are accessible to and integrated with the transit system.
- E. Promote types of development that encourage and provide incentives for the use of public transportation and limited parking.
- F. Provide bus stops every quarter of a mile, preferably, fully furnished with benches, shade/shelter, and bicycle racks.
- G. Place crosswalks and traffic calming devices at all bus stops. Use HAWK-devices such as pedestrian activated stop lights if there is not a traffic light to stop traffic. Put an island, or bollard refuge mid-street if crossing more than two lanes.

PRINCIPLE 8: Encourage a Diverse Mix of Uses

Create a new mix of land uses that encourages walkable destinations.

Objectives for Principle 8

- A. Encourage retail uses that meet the needs of the local community.
- B. Foster a blend of services that promotes day-night uses.
- C. Encourage the design of buildings with flexible floor plans suitable for a variety of purposes.

PRINCIPLE 9: A Diverse Population

The area shall serve a broad socio-demographic range of Chapel Hill residents, students, workers, and visitors.

Objectives for Principle 9

- A. Ensure flexible plans that will recognize and address the needs of future generations of Chapel Hillians as they develop.
- B. Encourage residential and other uses that will accommodate the affordable, workforce, and market rate populations.
- C. Provide housing and amenities to attract a variety of ages, income levels, multigenerational family options, and ability groups.
- D. Provide a range of housing types (e.g., apartments, condominiums, townhomes, single family homes, retirement/senior housing, workforce and affordable housing, and rental and for sale) in the planning and impact areas.

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PRINCIPLE 10: Respect Existing Neighborhoods

Development patterns will respect the integrity of the well-established neighborhoods and enhance their character and quality of life.

Objectives for Principle 10

- A. ~~Where there is a significant difference in building/housing type,~~ require graceful transitions between new development and existing neighborhoods including green/landscaped buffers between different building types.
- B. Locate greatest densities and heights in the areas towards to MLK transitioning to lower densities and heights near existing single-family neighborhoods.
- C. Favor development that does not increase vehicular traffic through existing single-family neighborhoods. ~~M-and~~ maintain safety for foot and bicycle traffic.
- D. Encourage multifamily housing to be designed in a manner that is compatible with ~~the existing neighborhoods~~ adjacent residences.

PRINCIPLE 11: Employ Environmentally Sound Practices

Development will emphasize environmentally conscious design, maintenance, and operation of buildings and sites.

Objectives for Principle 11

- A. Maintain (or reestablish if needed) riparian buffers along streams with sufficient allowance for wildlife corridors.
- B. Minimize light, noise, air, and water pollution from development.
- C. Require new development to capture additional run-off on site and have landscape designs that use low-impact techniques for controlling stormwater and site water, such as rain gardens.
- D. Plan for maintaining a tree canopy cover in the CWFA area. Plant new trees where necessary, especially to shade parking lots and paved areas, conserve soil, and provide other environmental services.
- E. Promote green building and construction standards. Encourage alternative low-carbon technologies, pervious pavement, and consider solar orientation and shading in all building design.
- F. Bury utility and power lines in new developments.
- G. ~~In natural areas of new development, Encourage the removal of~~ invasive, exotic plant species, species and replant with native and non-invasive plant species ~~and~~ Replanting unstable banks with native species.

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The following was developed by the subcommittee and are for Steering Committee discussion:

- H. ~~Employ techniques that~~ minimize the “heat island” effect by avoiding, dark, unshaded surfaces and employing such techniques as ~~light-reflective~~ roofs.

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PRINCIPLE 12: Feature, Repair, and Enhance Natural Resources

Development will protect and relate to the area’s significant and character-contributing natural features.

Objectives for Principle 12

- A. Enhance environmental assets by protecting steep slopes and waterways.
- B. Provide open space amenities, such as walks and trails, through the natural areas to connect the developed areas and provide recreational experience. Where necessary, build boardwalks and bridges for access across environmentally sensitive areas such as eroded, sloped, denuded, wet marshy areas, and clay soils.
- C. Use best management practices for handling and treating stormwater to maintain water quality and keep it on site to reduce erosion into creeks.
- D. In ecologically sensitive areas, encourage dense, clustered development, minimizing building footprints to preserve existing natural features.

PRINCIPLE 13: ~~Assess~~ ~~Consider~~ Economic Impacts in Development Decisions

As part of the planning process, ~~assess~~ ~~consider~~ the fiscal impact and economic viability of proposed development in the area.

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Objectives for Principle 13

- A. Design for commercial success. Cluster retail development to create enough critical mass for the shops to succeed.
- B. In making land use recommendations, recognize the importance of economic viability for those who will build.
- C. Assess the impact of the plan on the town’s fiscal health.
- D. Assess the impact that development in the area will have on the Chapel Hill–Carrboro school system.