



Central West Focus Area Steering Committee Meeting

September 19, 2013

Training Room, Transit Building



Agenda

- Introductions and Opening Remarks (Approximately 10 minutes)
- Public Participation/Comments (Approximately 10 minutes)
- Debrief from Central West Community Session (Approximately 20 minutes)
- Presentation and Discussion of Alternative Vision (Approximately 20 minutes)
 - *Presentation: Mickey Jo Sorrell (Approximately 5 minutes)*
 - *Discussion: Facilitated by Matt Sullivan (Approximately 15 minutes)*
- Overview of Discussions with Steering Committee Members (Approximately 10 minutes)
- Discussion: Points of Consensus (Approximately 1 hour and 40 minutes)
- Public Participation/Comments (Approximately 10 minutes)
- Closing



Debrief from the Community Session

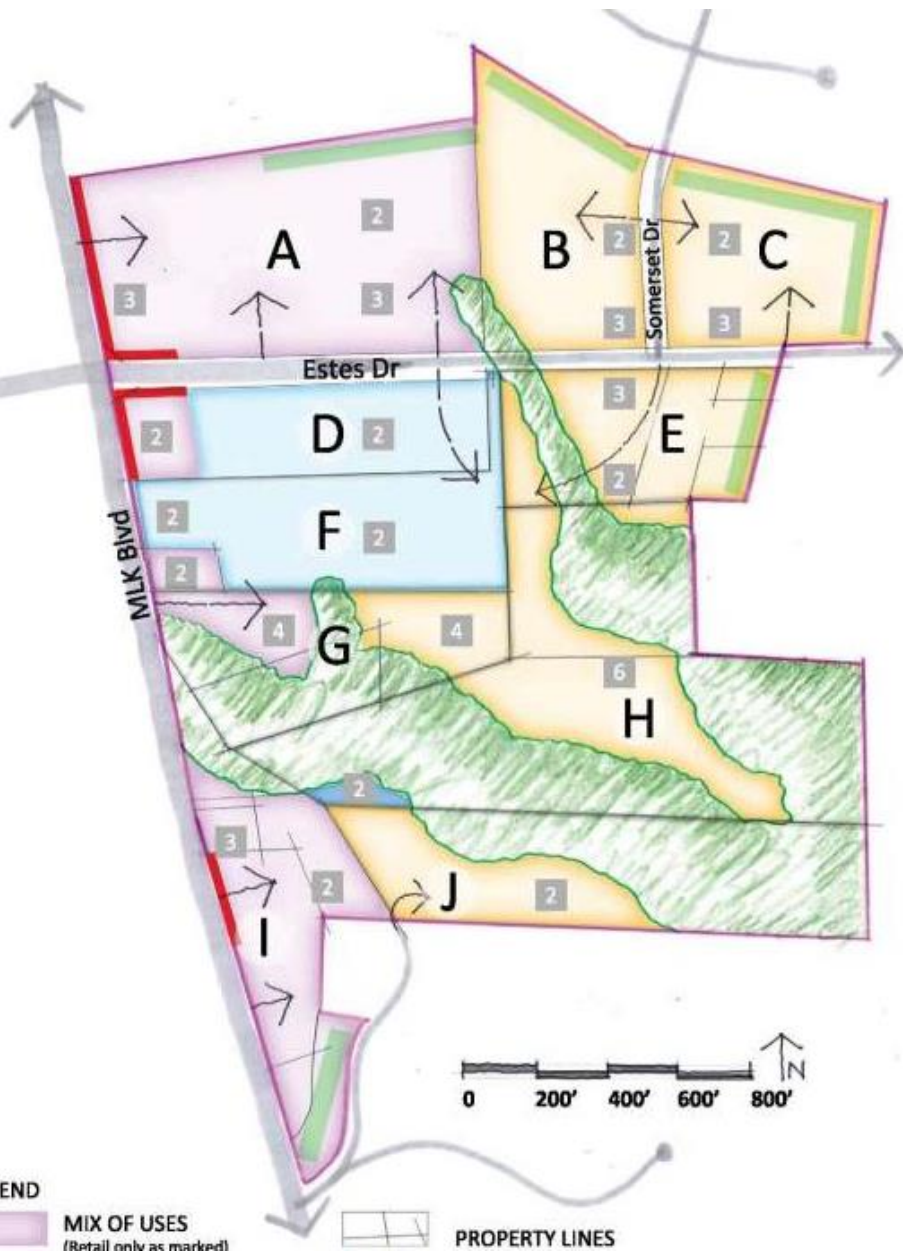
- Number of Participants: 195
- What brings you to the Central West Focus Area?
 - Live: 87%
 - Work: 4%
 - Other: 10% (Most common answer: Live elsewhere in Chapel Hill)

Dot Exercise Responses

Prioritizing the items that should receive the most focus in Central West Small Area Plan		
Highest to Lowest Ranking	Items	Number of Dots
1 st	Development's effect on traffic	163
2 nd	Compatibility with existing neighborhoods	121
3 rd	Stormwater impacts	86
4 th	Maintaining the tree canopy	75
5 th	Improving the bicycle and pedestrian system	69
6 th	Impact on schools	67
7 th	Preserving sensitive areas	66
8 th	Creating a "heart" or walkable destinations	52
9 th	Economic viability	44
10 th	Enhancing existing area character	43
11 th	Net effect on taxes	38
12 th	Fostering Transit Use	34
13 th	Improving safety	24
14 th	Providing for diverse populations and uses	18

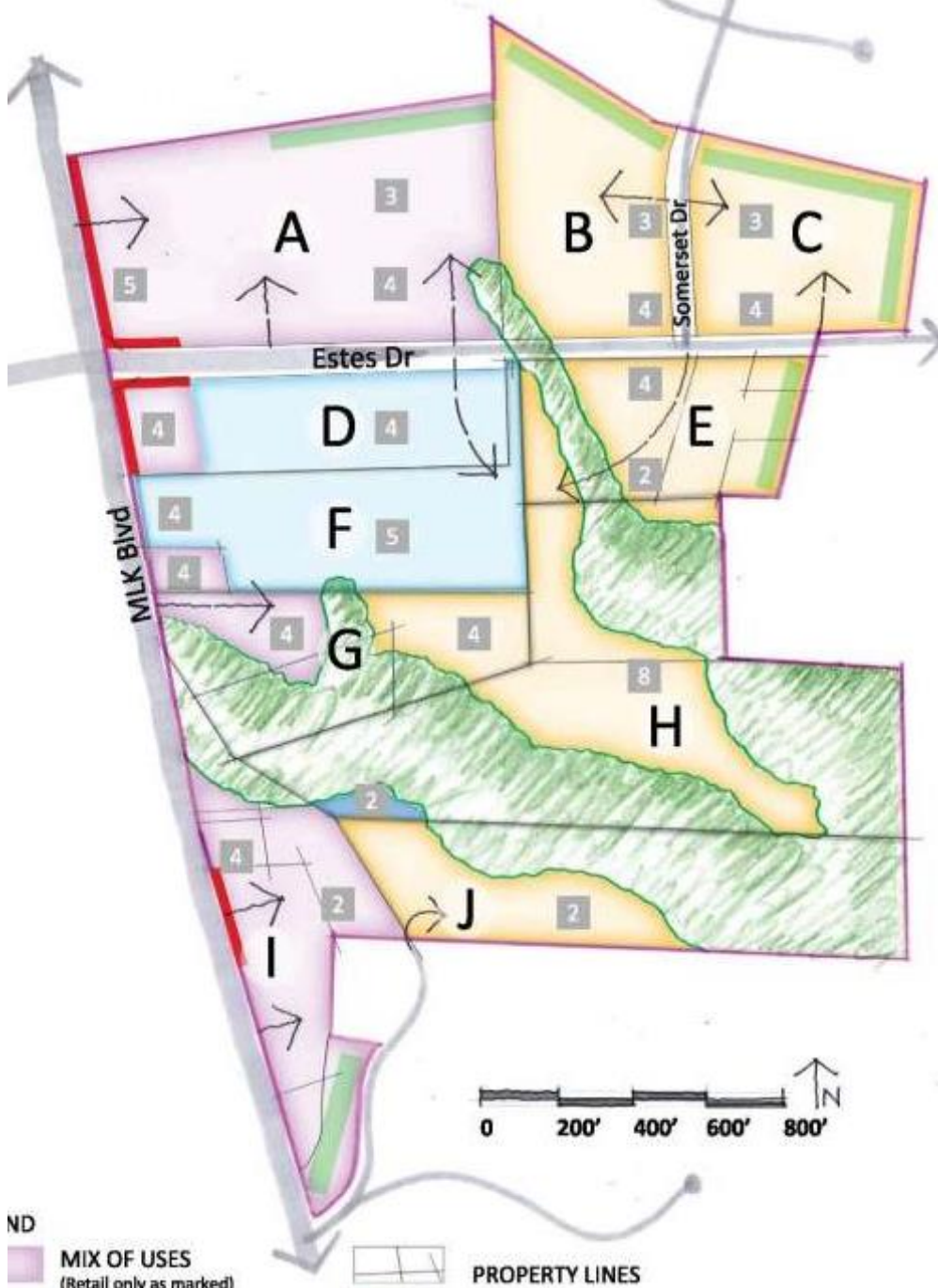
Comments on Concept A1

- Height: Range of comments:
Not over 2 stories to need 4-5 stories
- Need additional green space
- Need to consider/improve traffic



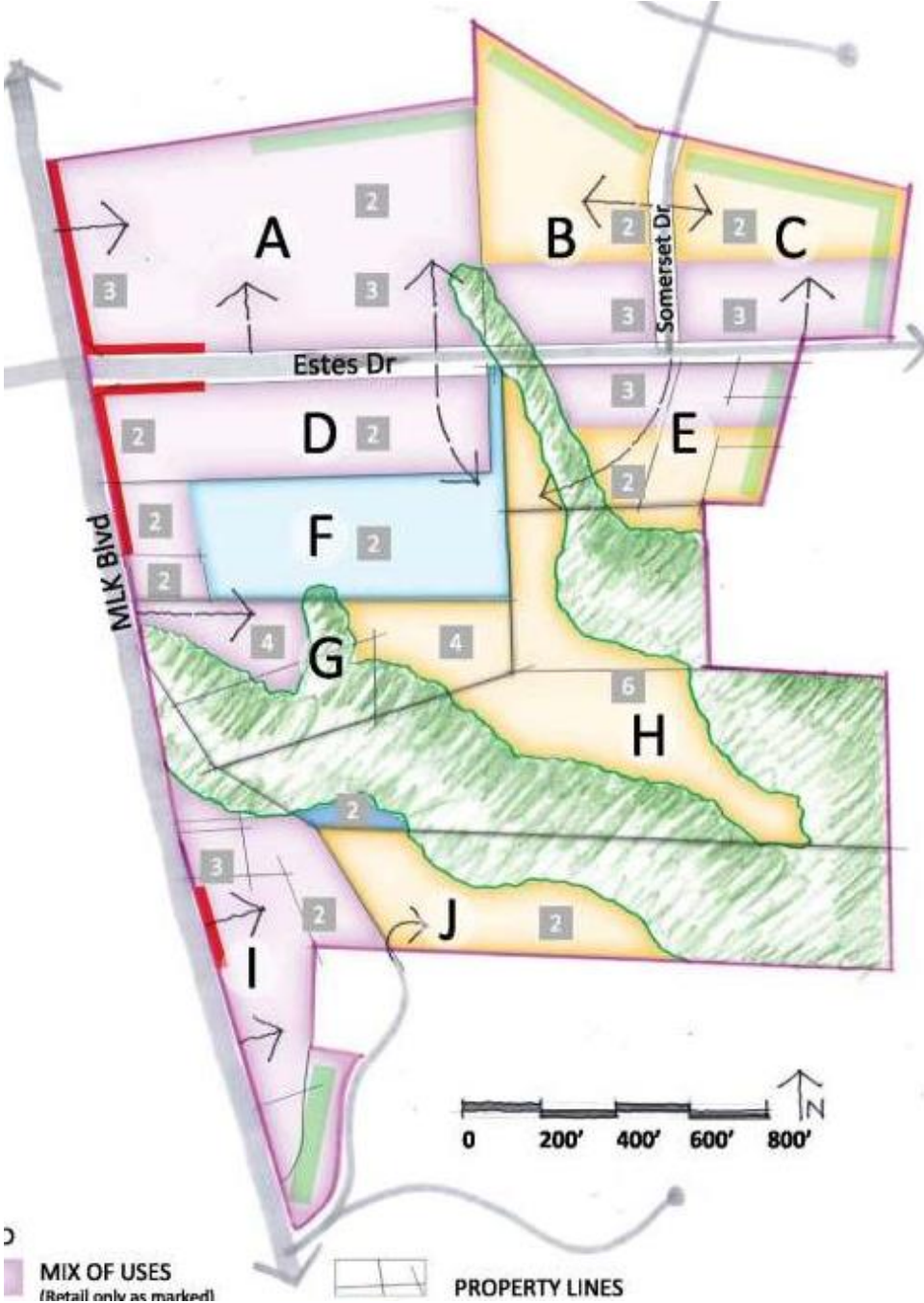
Comments on Concept A2

- Height: Not over 2 stories and not above the tree canopy
- Residential use preferred
- Like small retail/restaurants on the corner of MLK and Estes Drive
- Most felt this was too dense



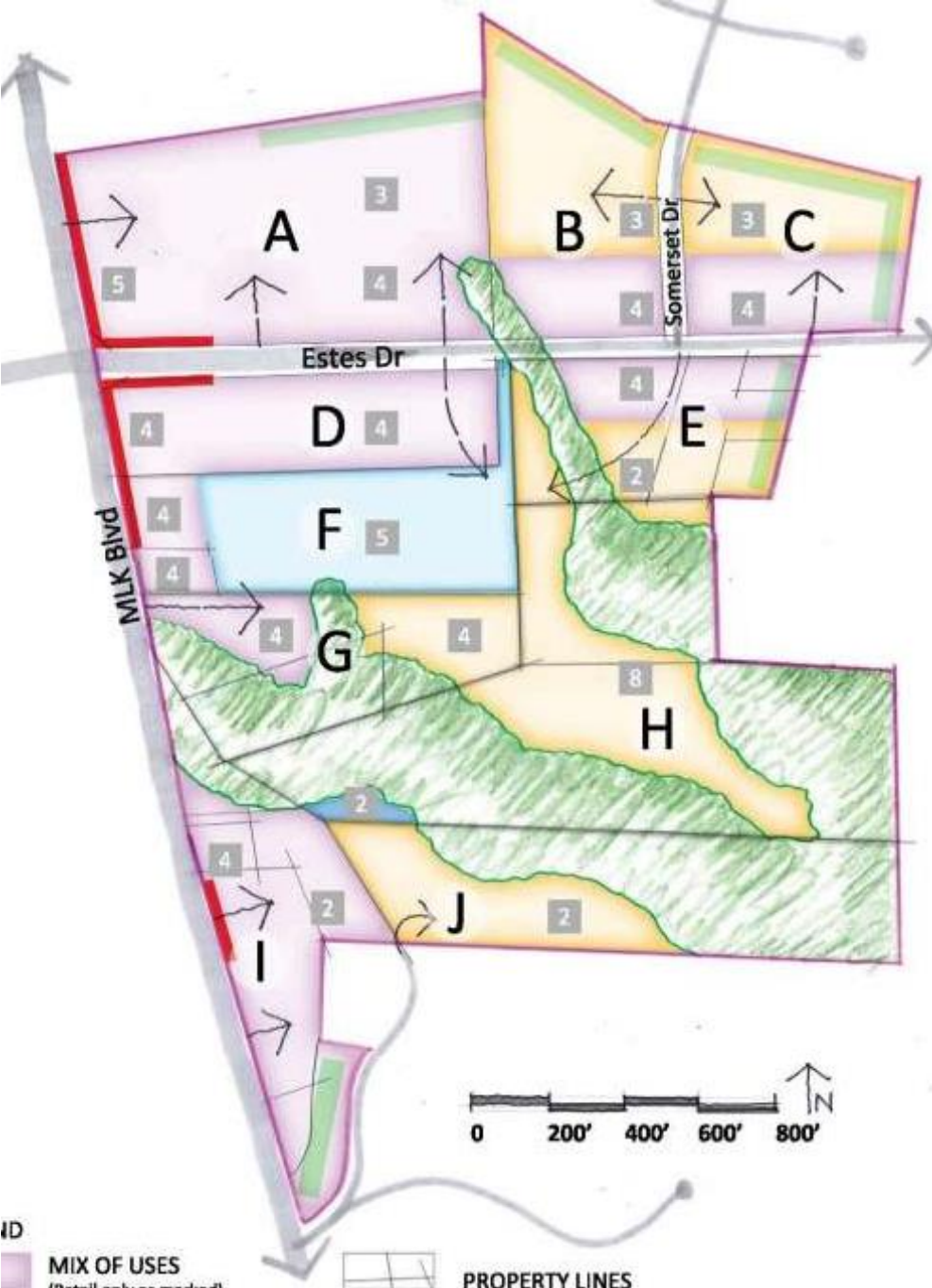
Comments on Concept B1

- Concerns about Estes Drive: Safety, traffic
- Residential use preferred (especially next to schools)
- Like small retail/restaurants on the corner of MLK and Estes Drive
- Some comments that this was not dense enough



Comments on Concept B2

- Concerns about traffic
- Would like bike lanes
- Would like better crossings for the students

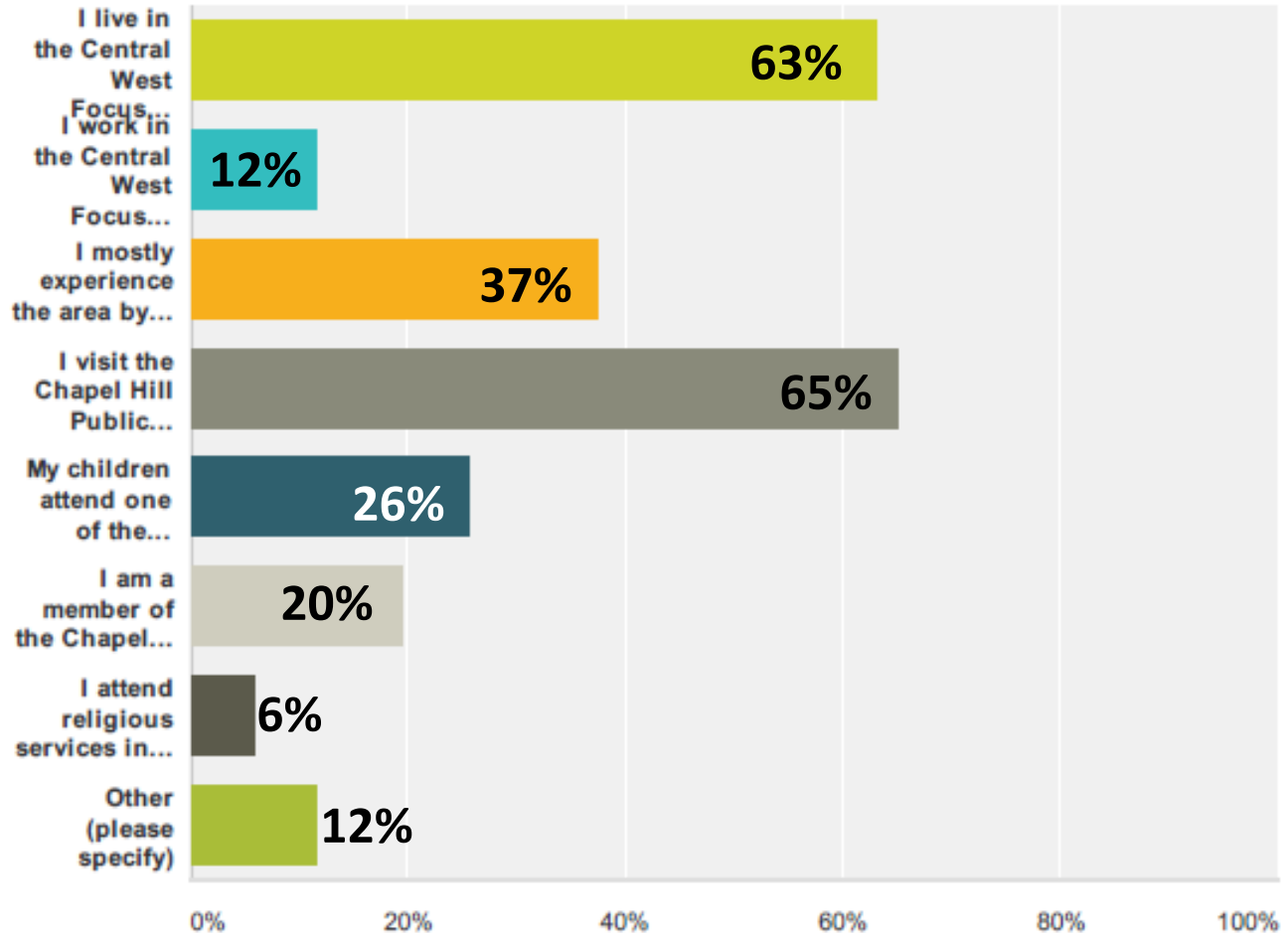


Overview of the Survey

Number of Respondents: 477

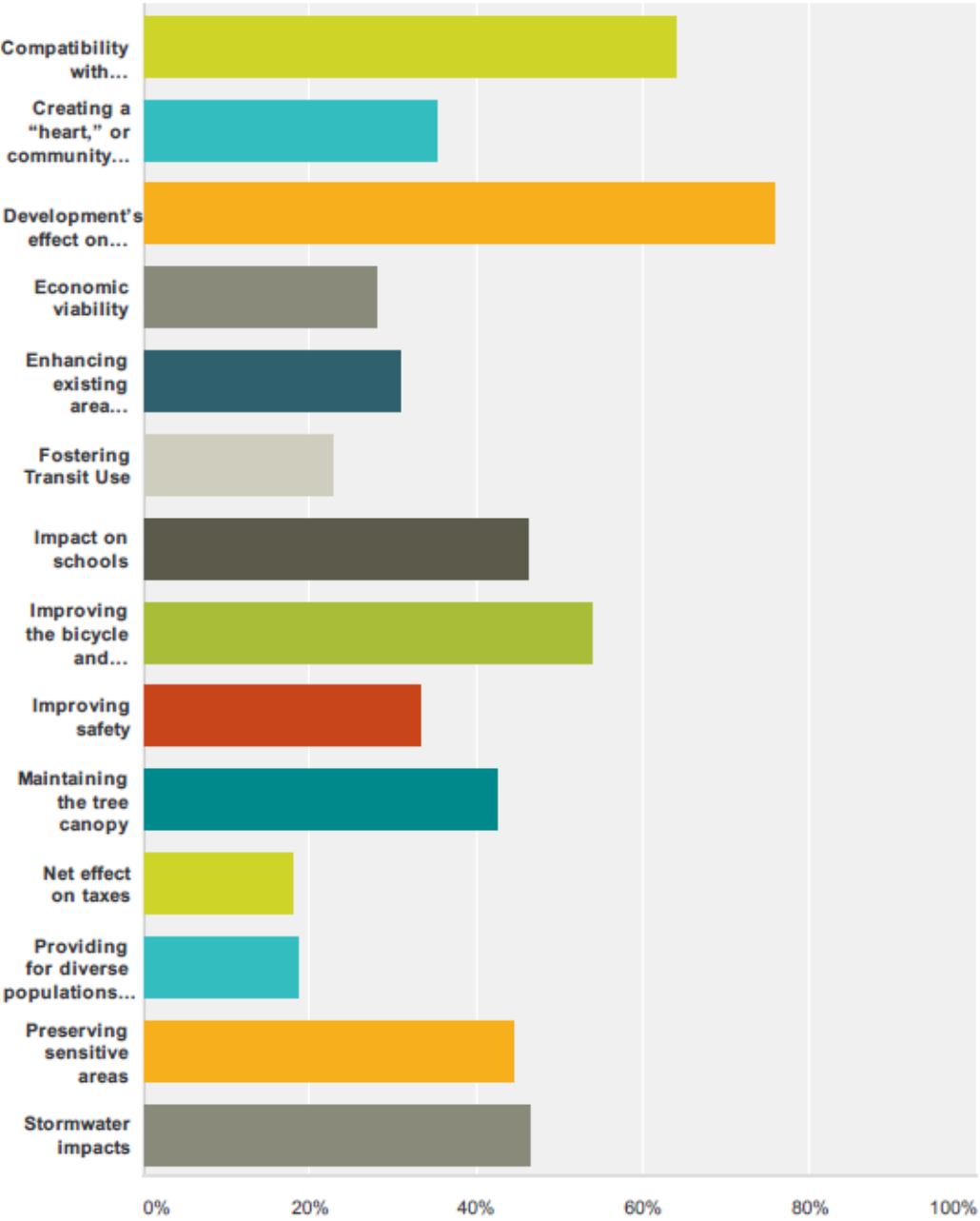
Q1 Which of the following applies to you? Please mark all that apply.

Answered: 477 Skipped: 0



Overview of the Survey

Prioritizing the items that should receive the most focus in Central West Small Area Plan



Dot Exercise Responses from the Survey

Prioritizing the items that should receive the most focus in Central West Small Area Plan

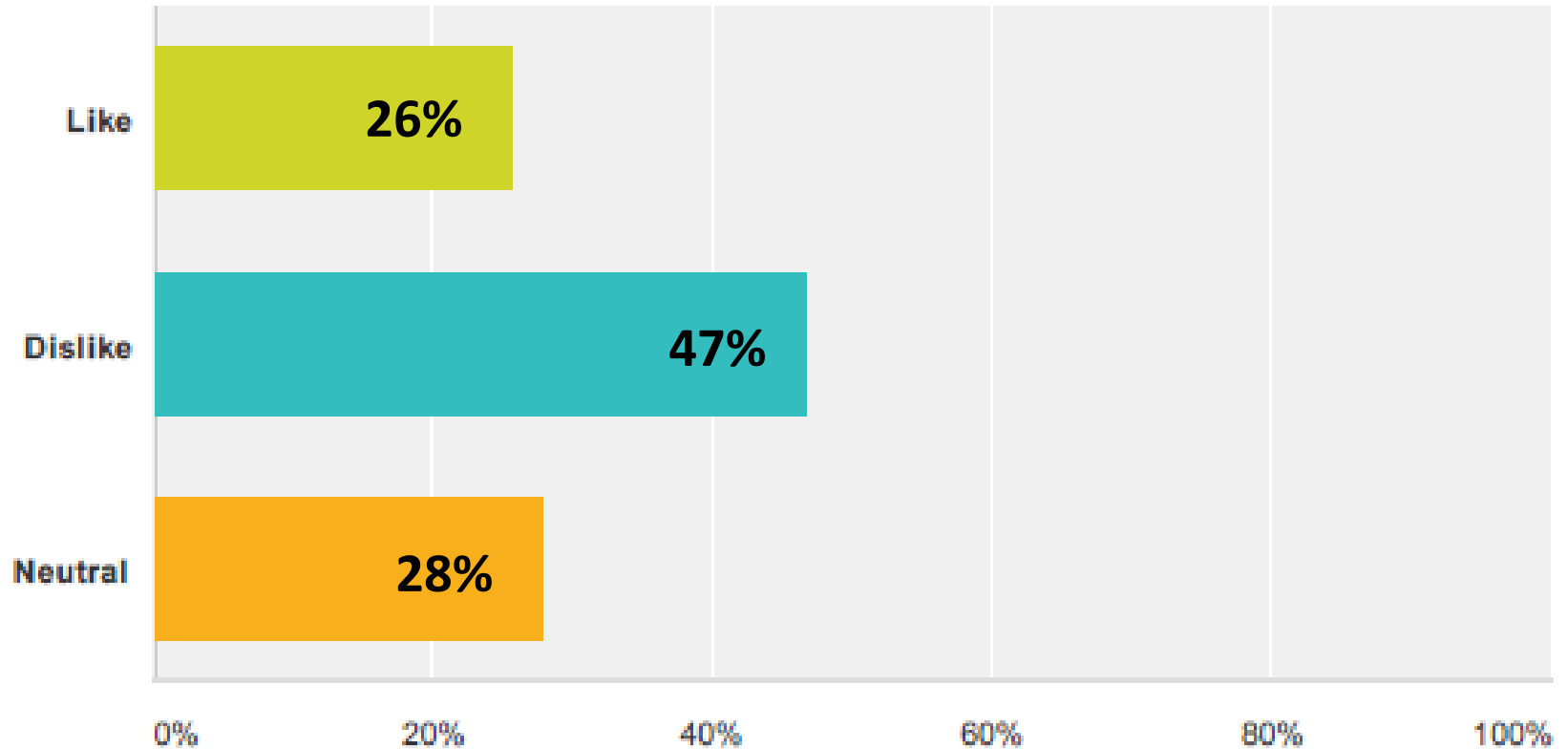
Highest to Lowest Ranking	Items	Number of Checks
1 st	Development's effect on traffic	349
2 nd	Compatibility with existing neighborhoods	294
3 rd	Improving the bicycle and pedestrian system	248
4 th	Stormwater impacts	214
5 th	Impact on schools	213
6 th	Preserving sensitive areas	205
7 th	Maintaining the Tree Canopy	196
8 th	Creating a "heart" or walkable destinations	162
9 th	Improving Safety	154
10 th	Enhancing existing area character	143
11 th	Economic viability	130
12 th	Fostering Transit Use	105
13 th	Providing for diverse populations and uses	86
14 th	Net effect on taxes	83

Comparison Between Dot Exercise Responses

Ranking	Steering Committee Responses	Community Session Responses	Survey Responses
1 st	Creating a “heart” or walkable destinations	Development’s effect on traffic	Development’s effect on traffic
2 nd	Compatibility with existing neighborhoods	Compatibility with existing neighborhoods	Compatibility with existing neighborhoods
3 rd	Economic viability	Stormwater impacts	Improving the bicycle and pedestrian system
4 th	Improving the bicycle and pedestrian system	Maintaining the tree canopy	Stormwater impacts
5 th	Development’s effect on traffic	Improving the bicycle and pedestrian system	Impact on schools

Overview of the Survey

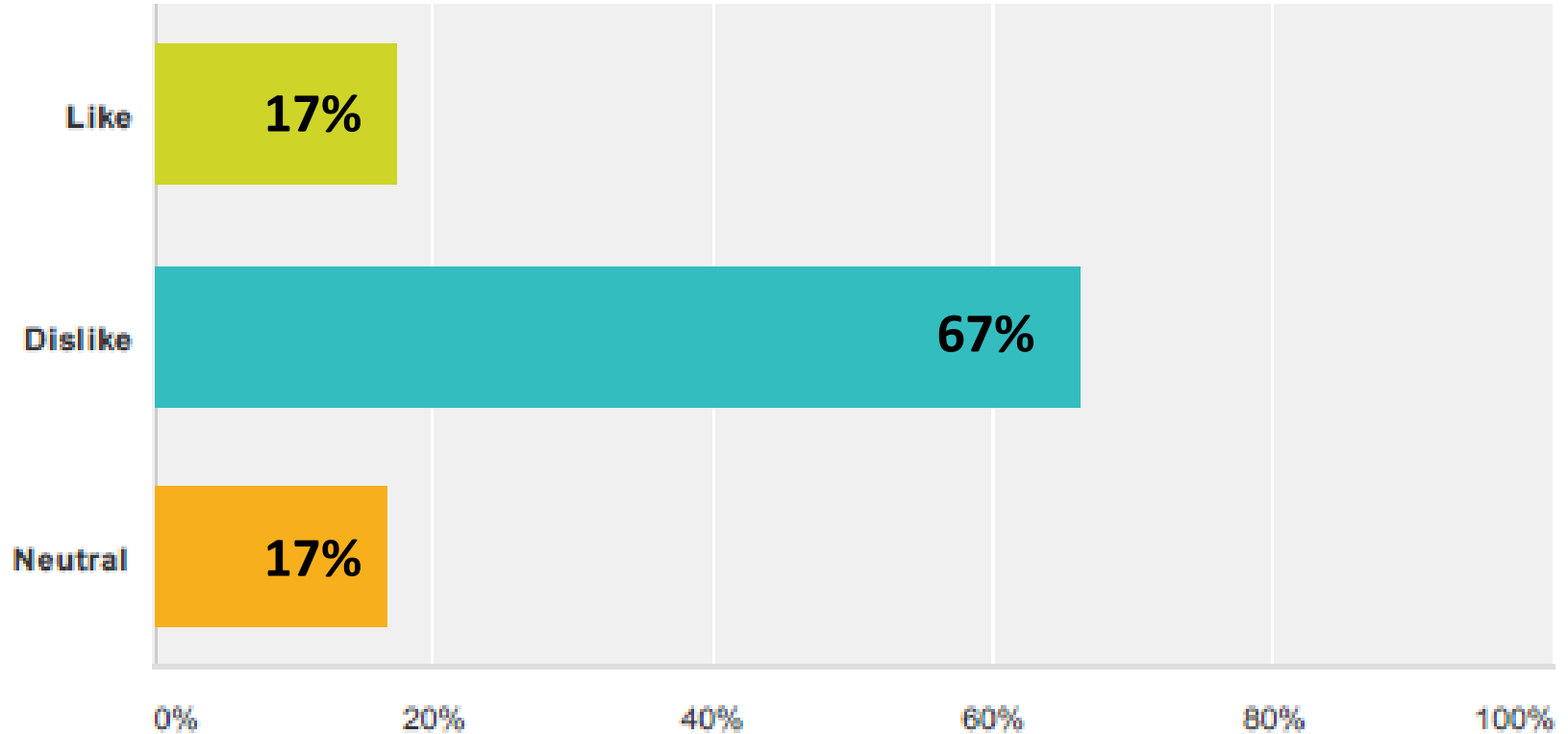
Concept A1



Like + Neutral = 54%

Overview of the Survey

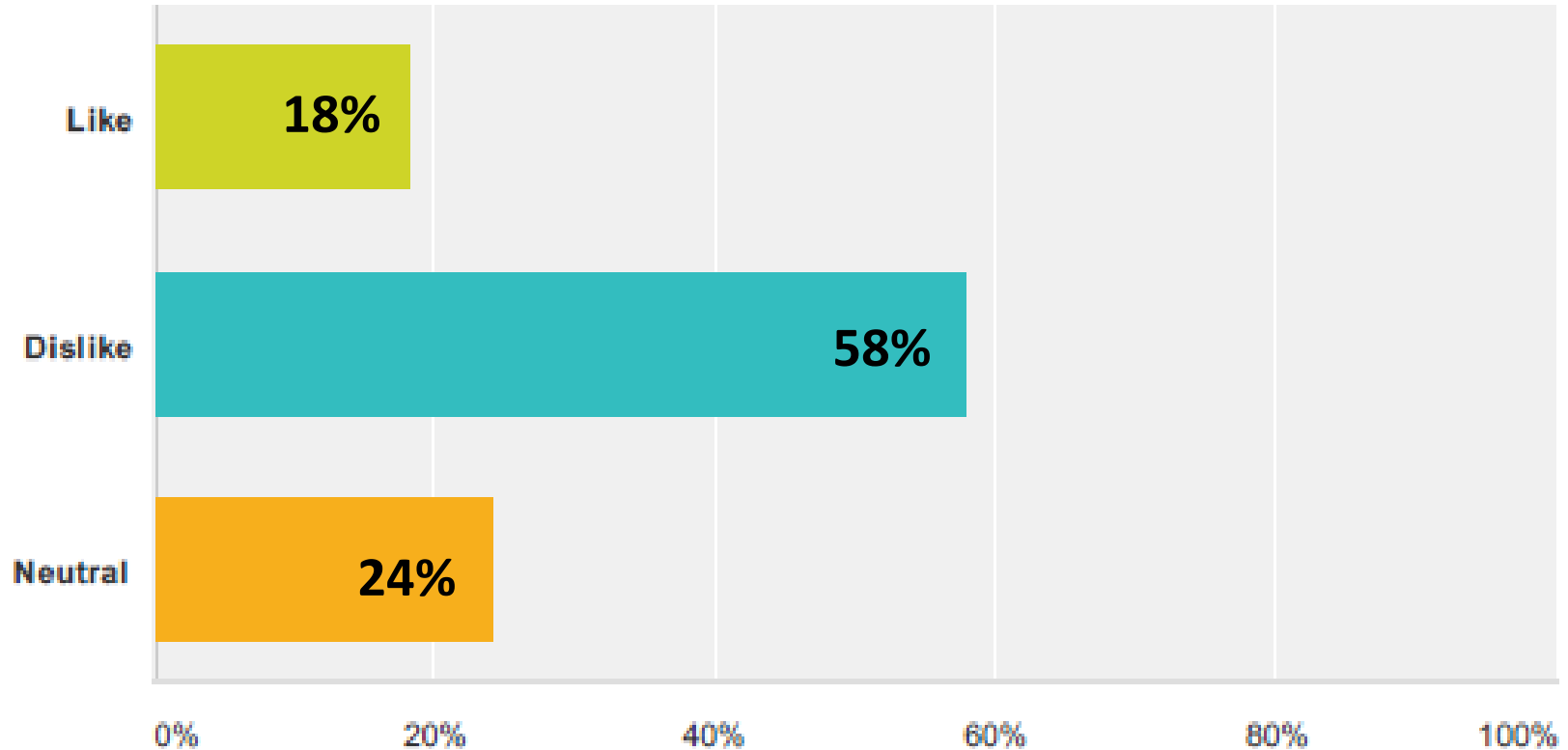
Concept A2



Like + Neutral = 34%

Overview of the Survey

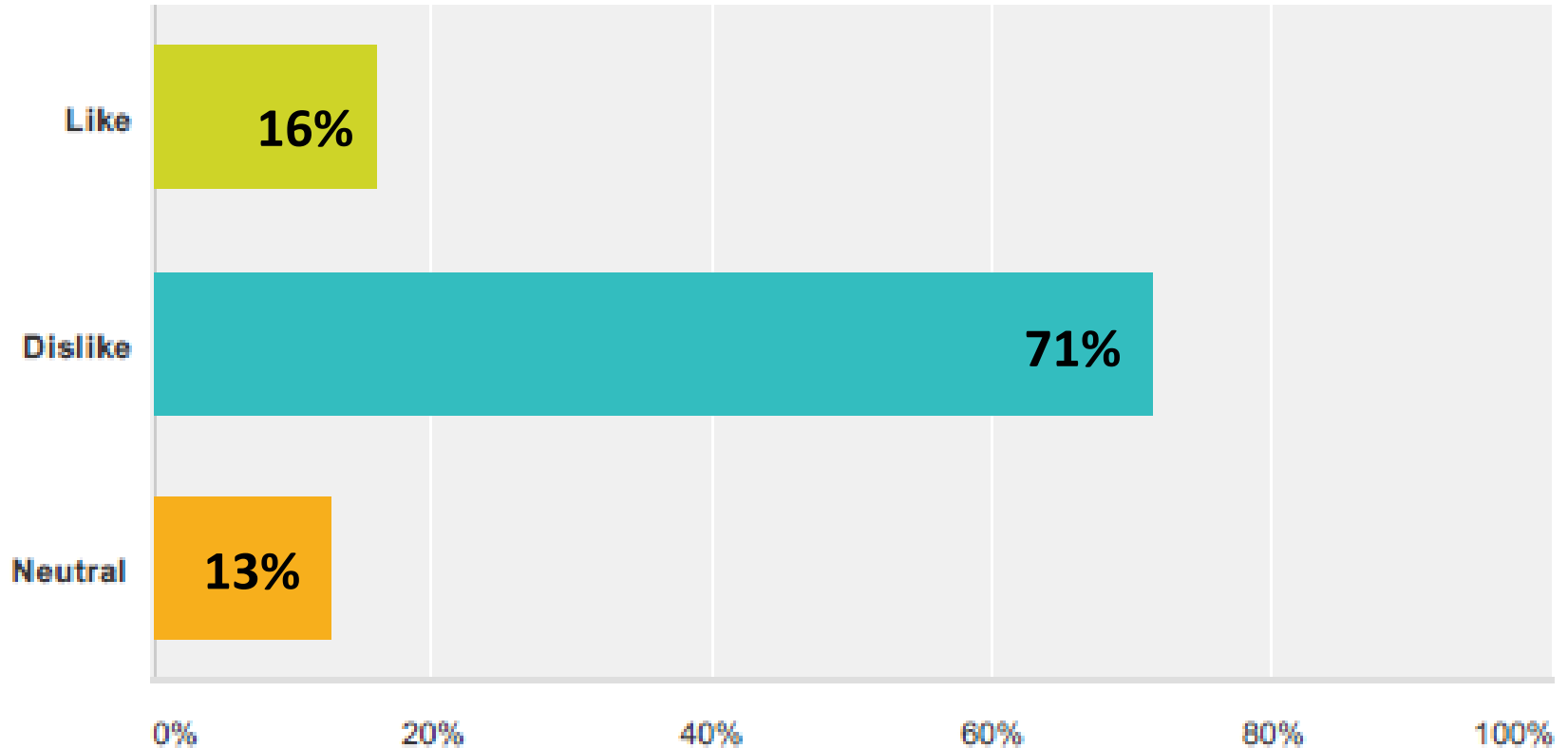
Concept B1



Like + Neutral = 42%

Overview of the Survey

Concept B2



Like + Neutral = 29%



Alternative Plan

