**Draft Vision Statement for the Central West Small Area Plan**

The Central West area is a vibrant, diverse, and safe community that embraces Carolina North and the surrounding neighborhoods and provides a visible gateway to central and downtown Chapel Hill. The development of the area enhances the quality of life for the Town of Chapel Hill and those who reside in the surrounding neighborhoods. The Central West area responds to the needs of the Town, the neighborhoods, and the evolving Carolina North campus by:

* Developing walkable and bikeable destinations that include locally-focused retail and public green spaces and amenities, including a “town square”
* Improving the attractiveness and safety for pedestrians – particularly school children and bicyclists by creating  new sidewalks, bicycle paths, and greenways, while also improving the existing infrastructure
* Respecting the integrity and needs of the surrounding neighborhoods while inviting them into to the new destinations, amenities, and public spaces
* Mitigating the impact of new development on traffic through increased utilization of public transit and limited (defined) road enhancements
* Respecting the environment, enhancing the area’s natural features, and implementing storm water management standards
* Providing for a diversity of both uses and population