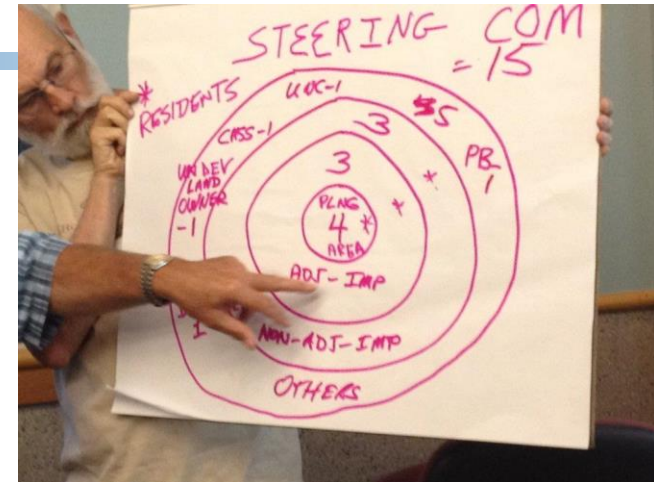

Central West Focus Area Steering Committee

Report to the Planning Board

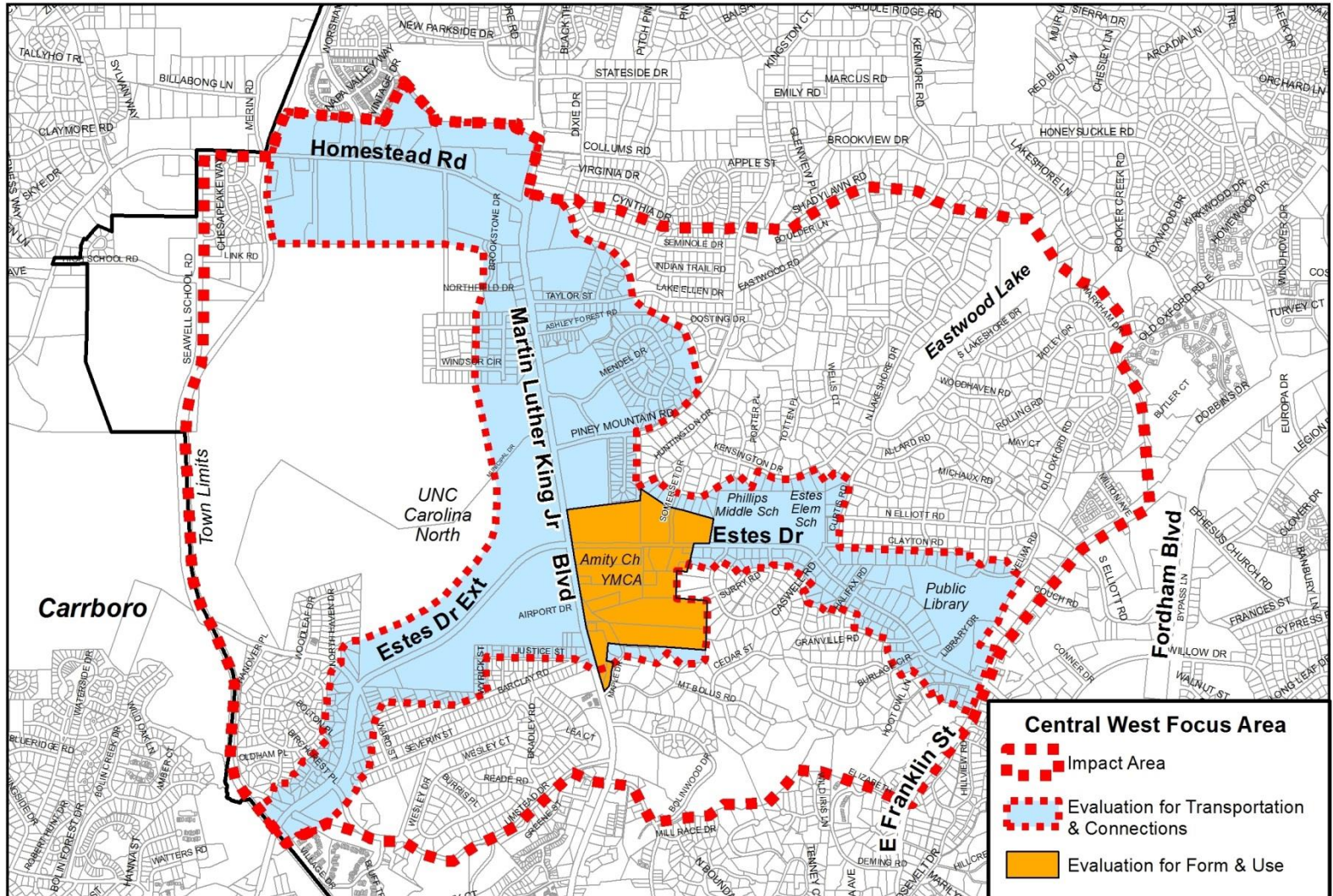
October 1, 2013

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



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
- Library community drop-in session on 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

- 13 Steering Committee meetings
- Community meeting at Amity Church
- Several outreach meetings
- To be completed with Final Plan and report to Council on 11/25/13



Extensive Outreach Yielded Significant Community Input

Four Community Events

- March 2 Workshop: University Mall – 65 attendees
- April 25 Drop-in Event: Chapel Hill Public Library – 75 attendees
- May 18 Workshop: Chapel Hill Public Library – 80 attendees
- September 10 Community Meeting: Amity Church – 200 attendees



Additional Avenues for Community Input

- Area walking tours, March 1 and August 25
- 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
- Outreach sessions to students and others
- Online survey with 475+ responses, September
- All materials posted on CW web page; CW blog on Design 2020 website

The 13 CW 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
- Consider economic impacts in development decisions

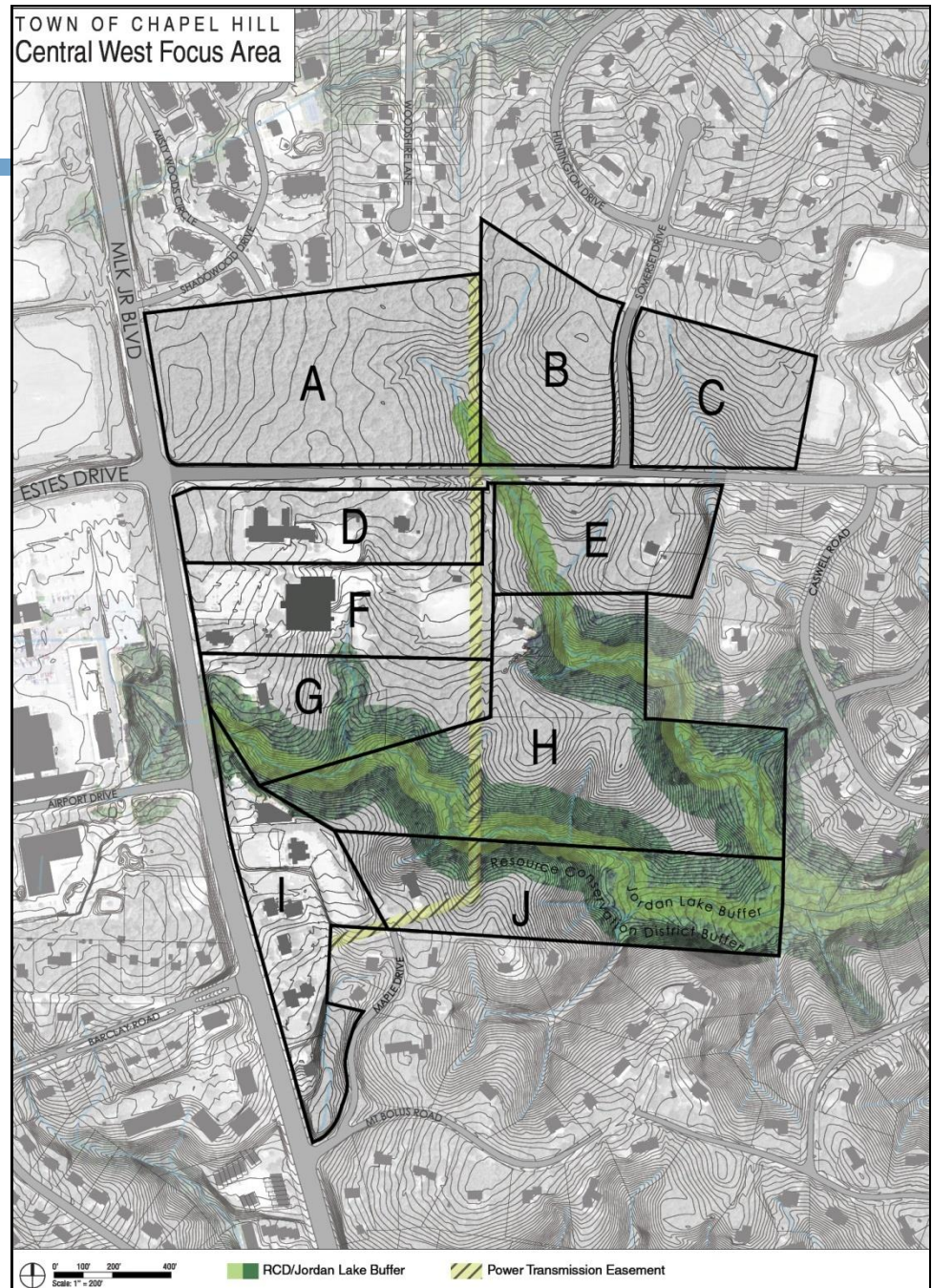
CW Planning Principles Embody Six Key Themes

- **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

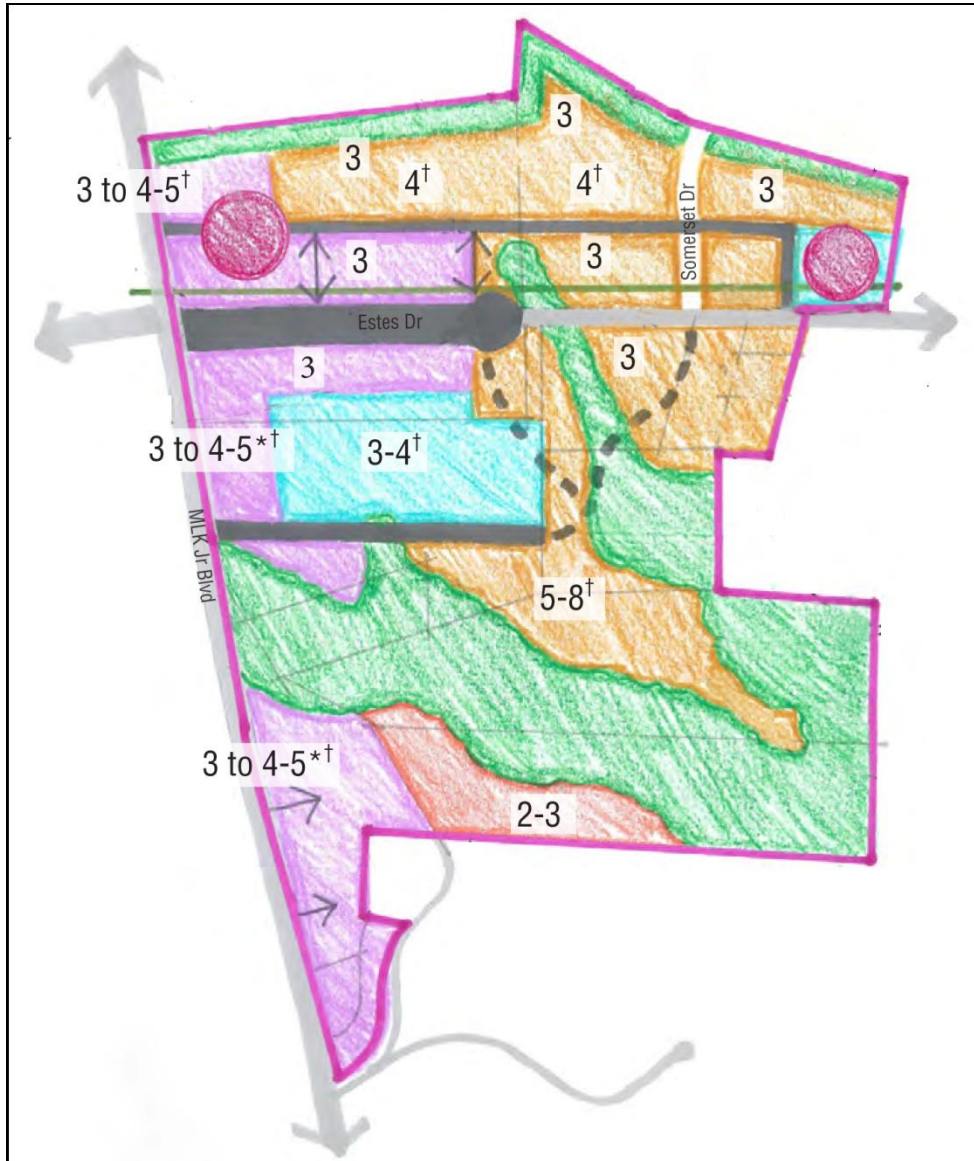
Committee Explored a Broad Array of Planning Ideas

- Explored differences in:
 - Land use
 - Density
 - Intensity
 - Building heights
 - Circulation/connectivity for pedestrians, bicycles, and vehicles
- Key elements include:
 - 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

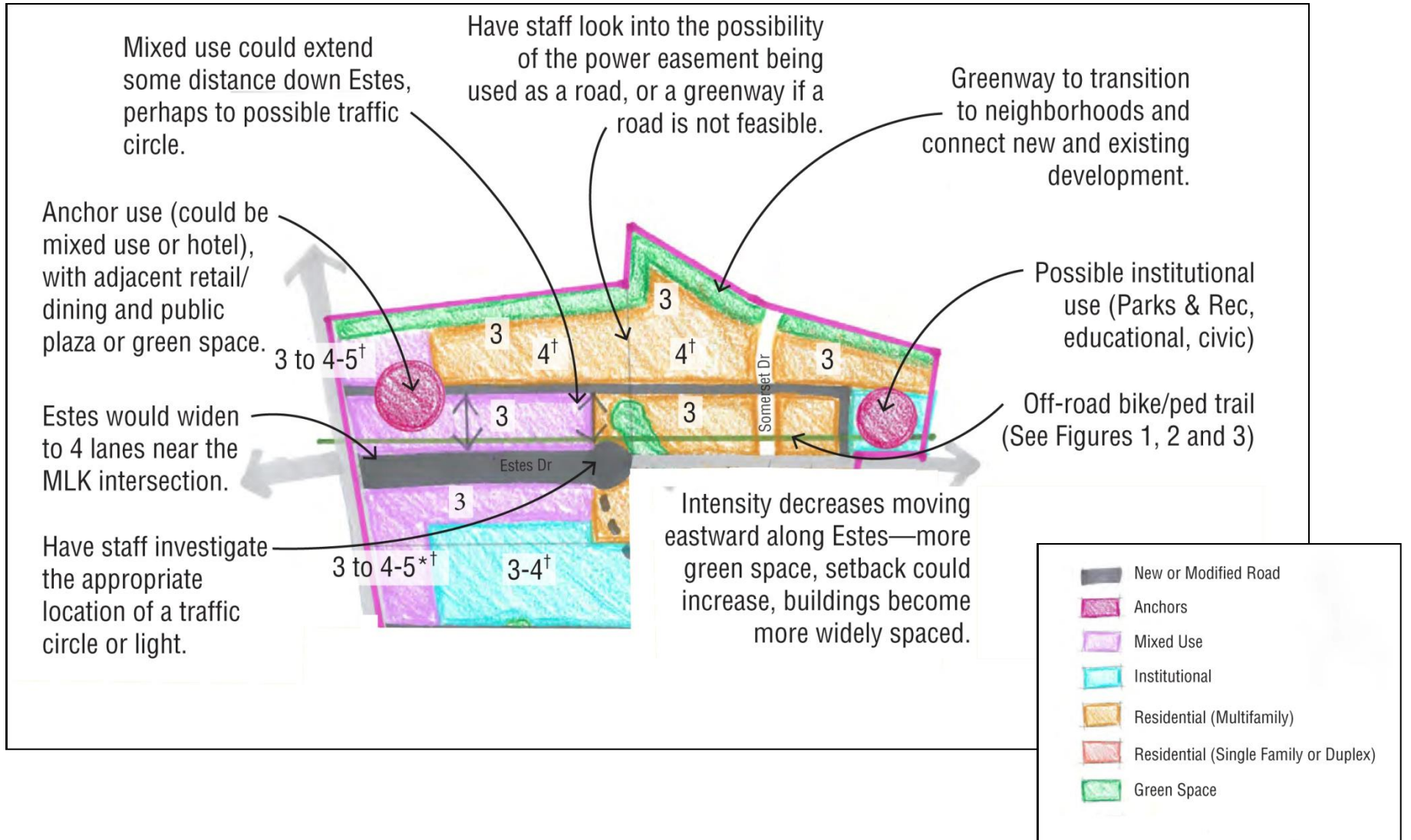
Planning Area Context



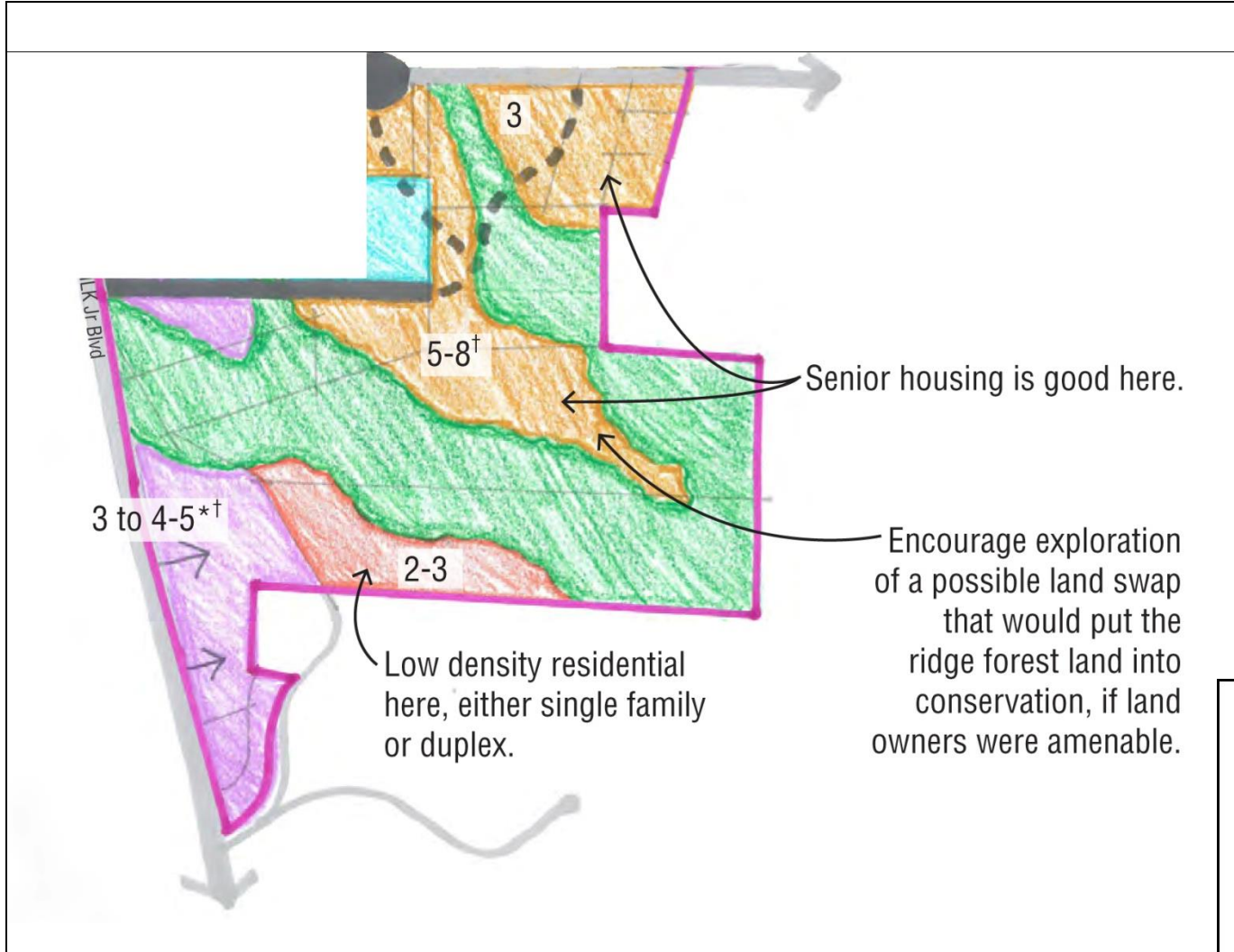
Draft Concept Plan as of September 24th



Detail of Northern Part of Planning Area

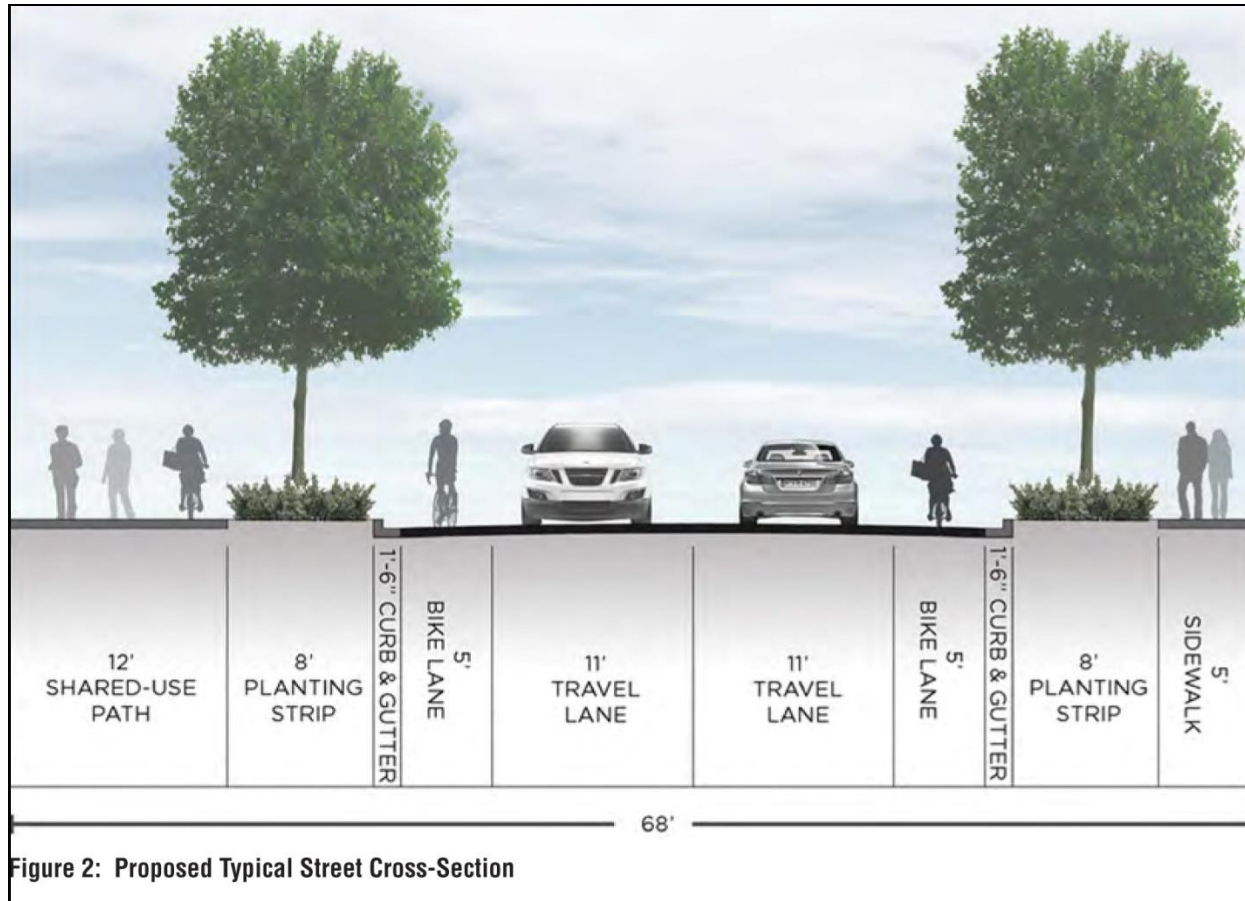


Detail of Southern Part of Planning Area

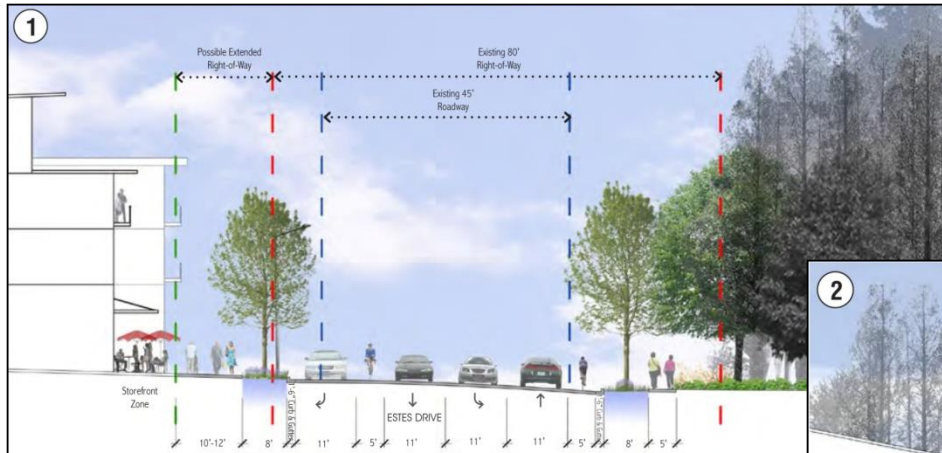


Draft Estes Improvements as of September 24th

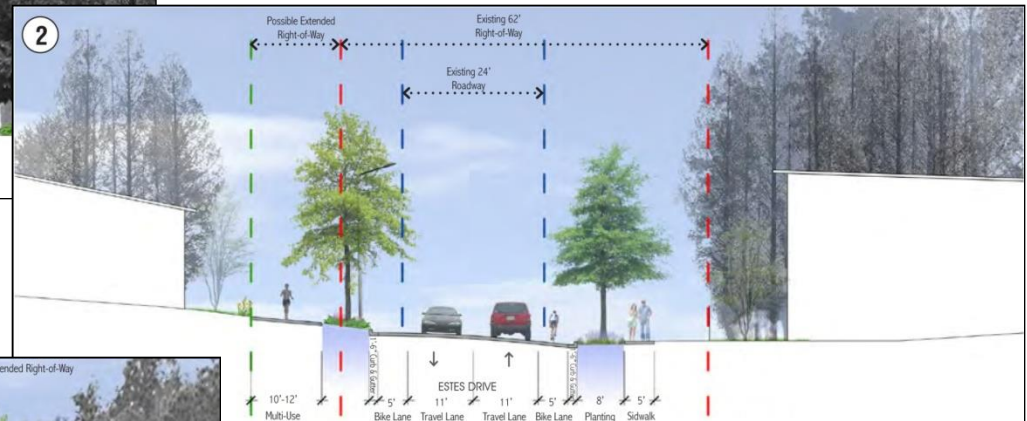
Typical Section



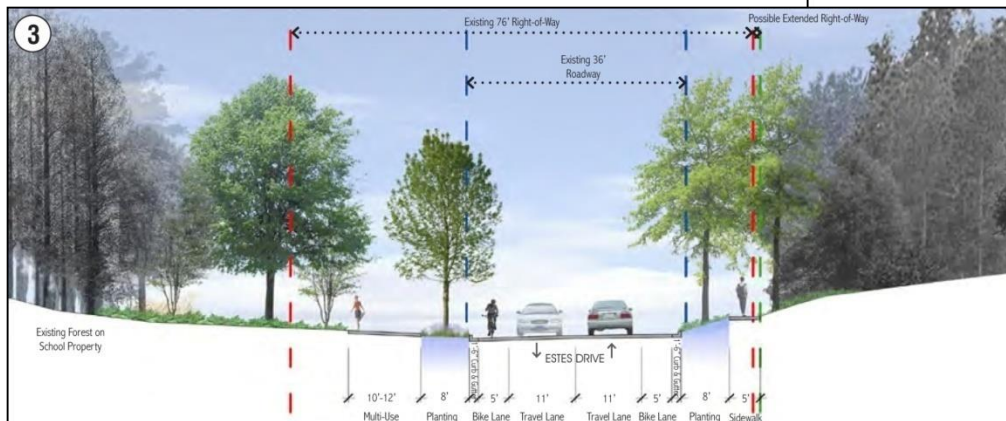
Specific Estes Sections



1. At MLK

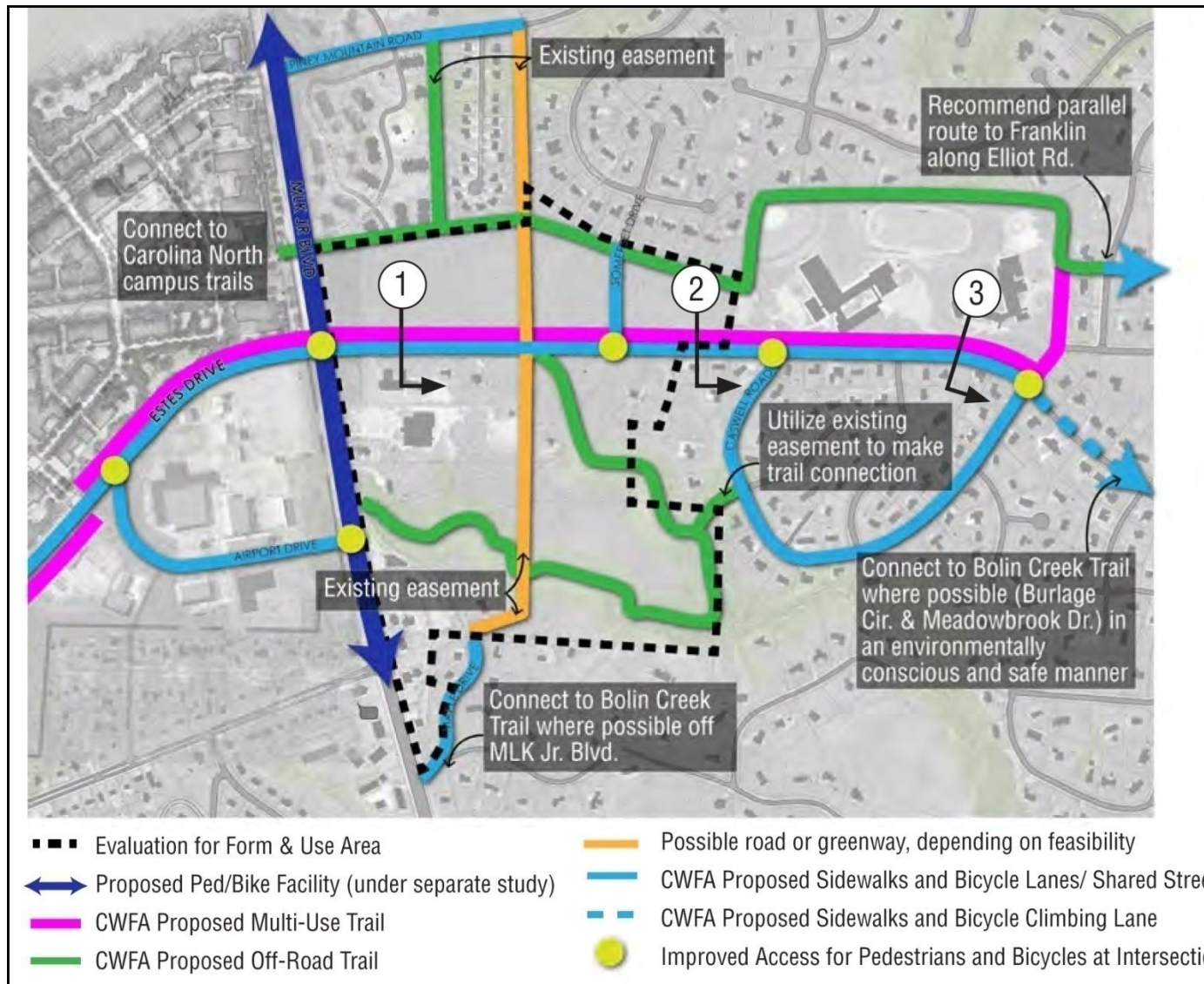


2. Near Phillips Tennis Courts

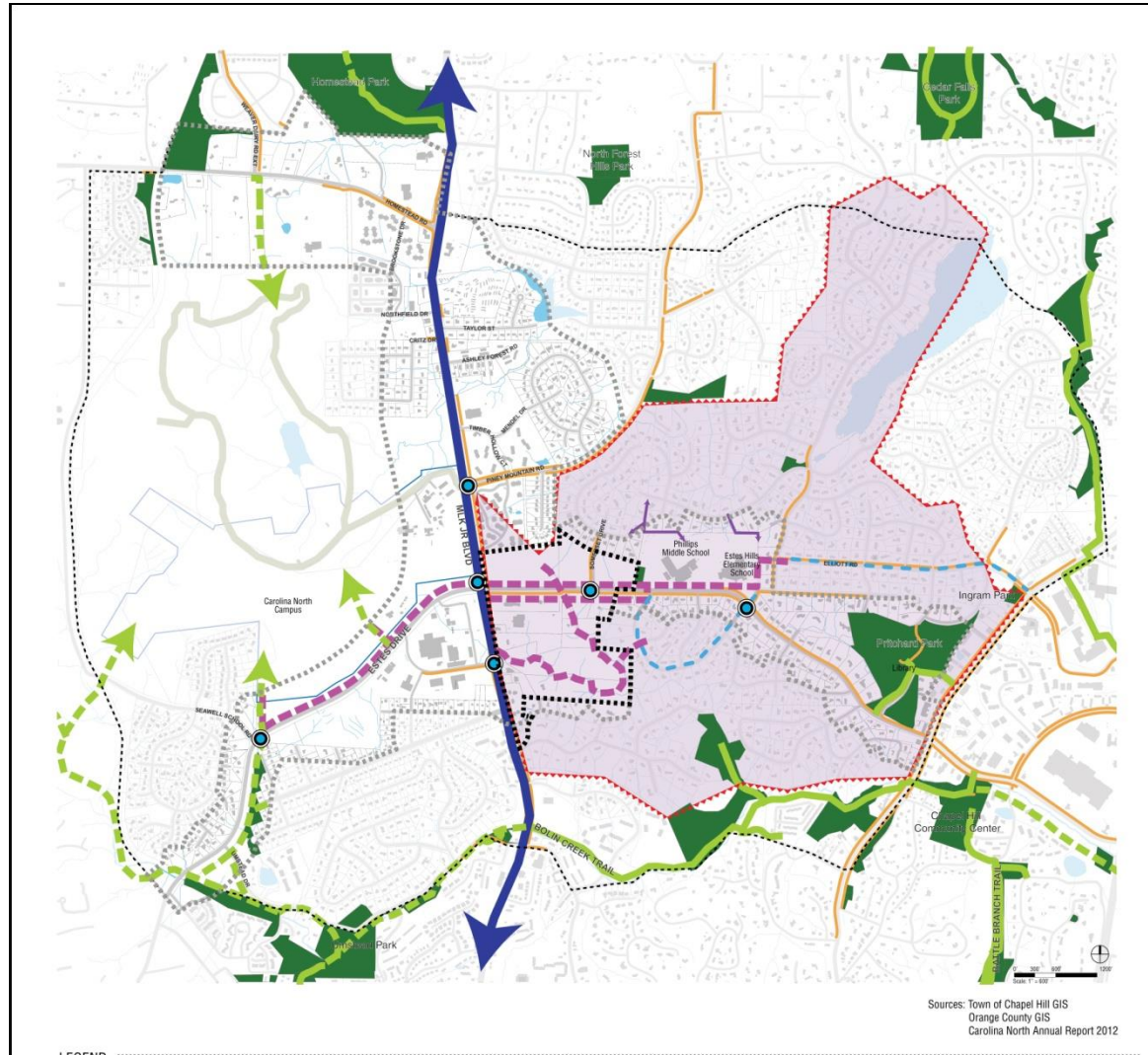


3. Near Estes Hills Elementary

Bike and Pedestrian Improvements in Planning Area



Connections to Bike/Greenway System



Plan Responds to Community Concerns

- Traffic
 - Traffic a major criterion in density determinations
 - Considering traffic performance standards and mitigation caps
- Respect for existing neighborhoods
 - Plan to provide positive benefits for adjacent neighborhoods
 - A greenway to buffer/integrate new and old development
 - Transitioning heights and uses to be compatible to adjacent areas
- Providing walkable destinations, green space
 - A “town square” near the corner of MLK and Estes, with adjacent retail and possibly a community-oriented hotel
 - Institutional use near schools could also become a destination
 - A variety of green spaces

Plan Responds to Community Concerns

- Bike and ped improvements
 - Greenways, off-road walking and biking trails
 - Connections to existing town bike/ped/greenway network and new facilities at Carolina North
- Safety
 - Off-road bike/ped paths along Estes, connecting with the schools
 - Improvements to Estes sidewalks
- Environmental protection
 - Compliance with all storm water standards
 - Option of allowing greater heights on sensitive land in exchange for smaller building footprints
 - Possible land swaps for protection of upland forest areas

Steps to the Final Plan

- Continue to develop and refine plans and recommendations
 - Land uses, heights, and density
 - Traffic and circulation
 - Storm water management and impervious surface limits
 - Other key considerations/recommendations, e.g.,
 - Green space
 - Community amenities
- Draft recommended small area plan
 - Continue presenting to advisory boards
 - First public hearing October 21st
- Finalize plan and present to Council for action 11.25.13