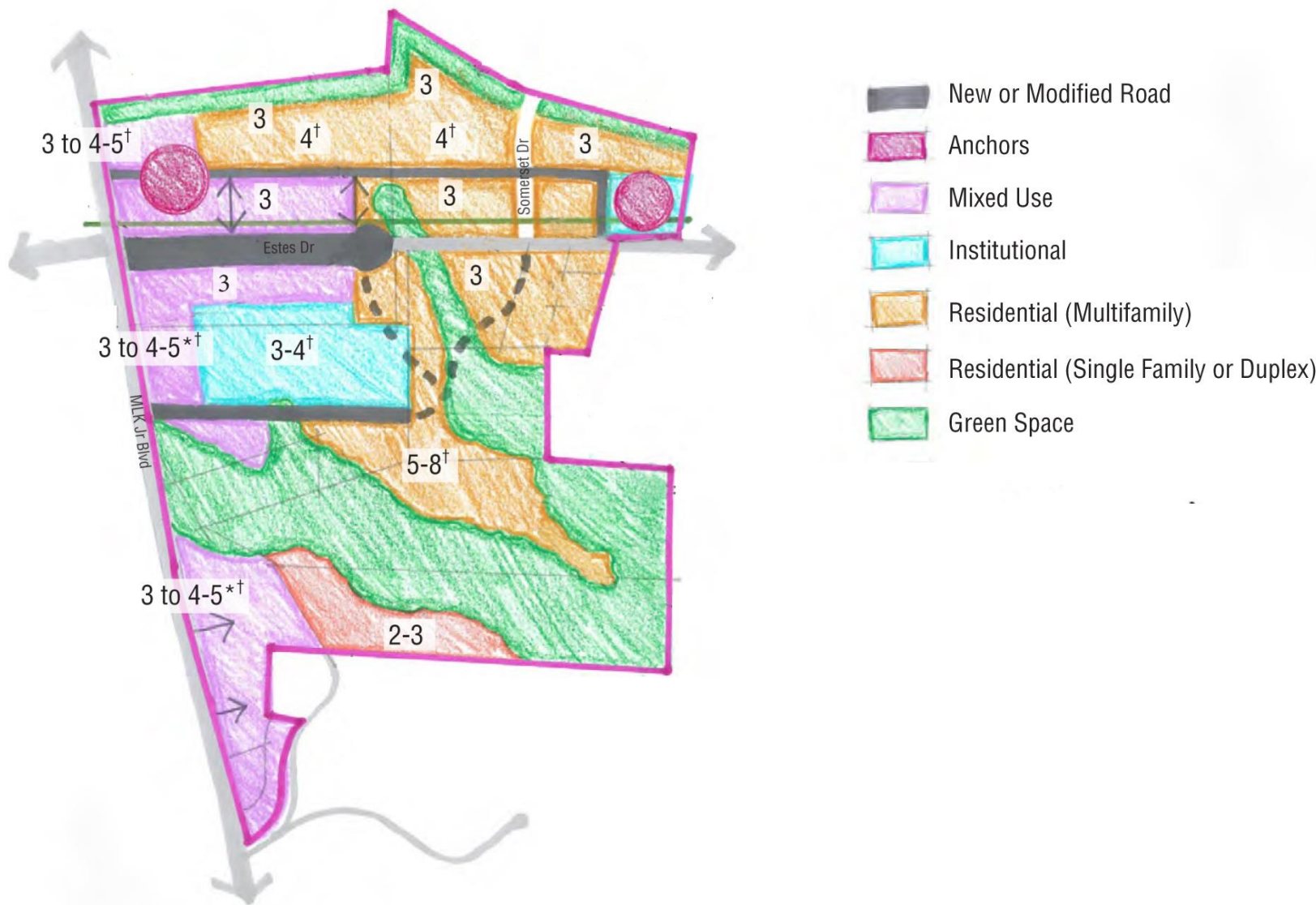




Draft Central West Small Area Plan and Traffic Analysis

**Planning Board Meeting
October 29, 2013**

We are asking the Planning Board
provide a recommendation to the Council.



We will be returning to the Council on November 25th.

« Previous Month		November 2013					Next Month »	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY		
27	28 7:00 PM <u>Council Business Meeting</u>	29 4:00 PM <u>Obey Creek Compass Committee Meeting</u> 6:00 PM <u>Lawman Imagined Input Session</u>	30 6:30 PM <u>Chapel Hill 4 YOUTH Public Meeting</u>	31	1	2		
3	4 6:30 PM <u>Ephesus Church Road/Fordham Boulevard - Future Focus Public Information Meeting</u> 7:00 PM <u>Human Services Advisory Board</u>	5 7:00 PM <u>Planning Board - CANCELLED</u>	6 6:00 PM <u>Council Work Session-Note Change in Time</u> 7:00 PM <u>Board of Adjustment</u>	7 12:00 PM <u>Chapel Hill 4 YOUTH Public Meeting</u> 6:00 PM <u>Justice in Action Committee Meeting</u> 6:00 PM <u>Central West Focus Area Steering Committee Meeting</u>	8	9		
10	11 5:15 PM <u>Library Board of Trustees</u> 7:00 PM <u>Council Business Meeting</u>	12	13 5:30 PM <u>Chapel Hill Public Arts Commission</u> 7:00 PM <u>Community Policing Advisory Committee Meeting</u>	14 6:30 PM <u>Chapel Hill 4 YOUTH Public Meeting</u> 7:00 PM <u>Transportation Board Meeting</u> 7:00 PM <u>Historic District Commission</u>	15	16		
17	18 7:00 PM <u>Council Public Hearing</u>	19 11:00 AM <u>Public Transit Committee</u> 7:00 PM <u>Planning Board</u>	20 6:00 PM <u>Community Design Commission</u> 7:00 PM <u>Parks and Recreation Commission</u>	21 7:00 PM <u>Assembly of Governments Meeting</u>	22	23		
24	25 7:00 PM <u>Council Business Meeting</u>	26 6:00 PM <u>Stormwater Management Utility Advisory Board- RESCHEDULED</u> 6:30 PM <u>Public Housing Program Advisory Board</u>	27 7:00 PM <u>Greenways Commission - RESCHEDULED TO DECEMBER 4</u>	28 <u>Town Holiday</u> 7:00 PM <u>Transportation Board Meeting</u>	29 <u>Town Holiday</u>	30		
1	2	3	4	5	6	7		

Overview of Tonight's Presentation

- Background
- Draft Central West Small Area Plan

2020

CHAPEL HILL
OUR TOWN, OUR VISION.

Chapel Hill 2020
Comprehensive Plan

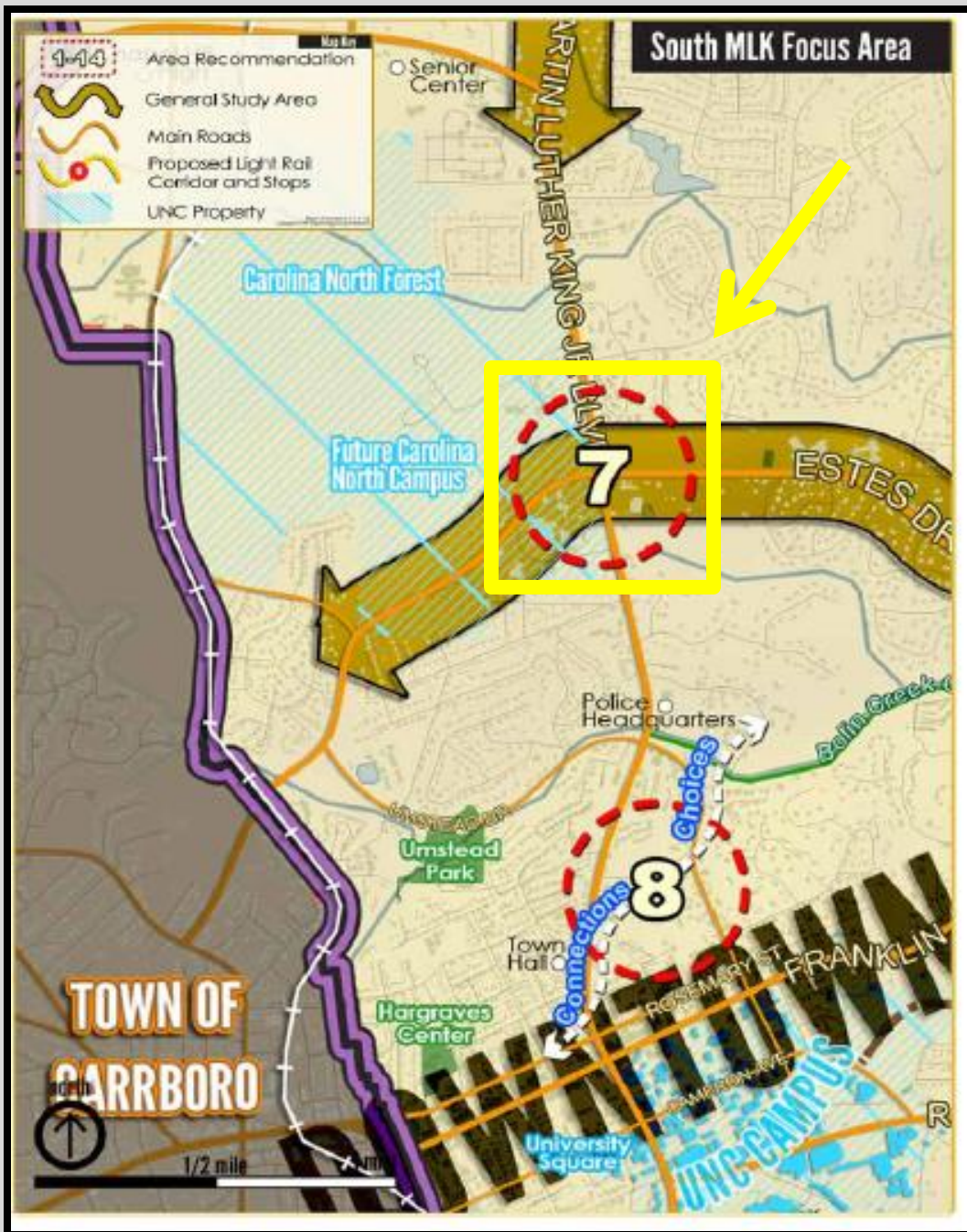
Adopted: June 25, 2012



**Town Council adopted
Chapel Hill 2020 plan
in June of 2012.**

**“Future Focus Areas”
identified in the
Chapel Hill 2020 plan.**





South Martin Luther King Jr. Blvd. was identified as a “Future Focus Area” with emphasis on area near intersection.

Town Council requested community process to provide additional direction for the area.





Process established for gathering community input and developing a plan for the area.

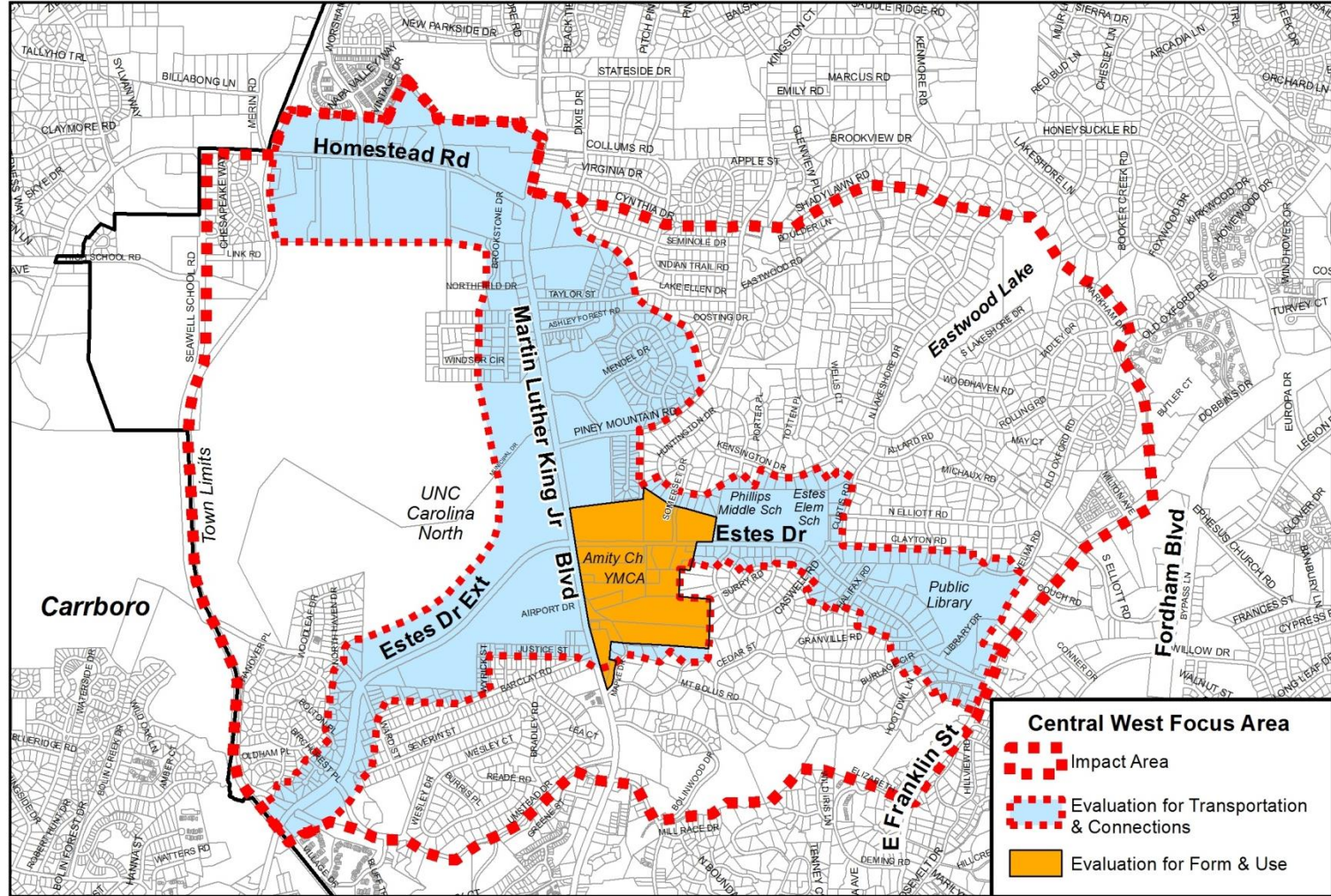
Steering Committee is comprised of a variety of stakeholders.

Seat	Stakeholder	Title
UNC Chapel Hill Liaison	Jeff Kidd	UNC Property Office Director
Chapel Hill-Carrboro City Schools Liaison	Mia Burroughs	Member of School Board
Planning Board	Amy Ryan	Chapel Hill Resident
Transportation Board	Michael Parker	Chapel Hill Resident
Bicycle and Pedestrian Advisory Board	Jared Simmons	Durham County Resident
Business Owner/ Landowner/Non-profit	Anthony Carey	Siena Hotel General Manager, Chamber of Commerce Member
Business Owner/ Landowner/Non-profit	Lucy Carol Davis	Chapel Hill resident, architect, and landowner in focus area
Business Owner/ Landowner/Non-profit	Bruce Murray	VP of Association Advancement at the YMCA
Business Owner/ Landowner/Non-profit	Whit Rummel	Chapel Hill resident & landowner in focus area

Steering Committee is comprised of a variety of stakeholders.

Seat	Stakeholder	Title
Resident	Eric Hyman	Focus Area Resident
Resident	David Tuttle	Focus Area Resident & Greenways Commission Member
Resident	Sarah McIntee	Focus Area Resident & Bicycle and Pedestrian Advisory Board Member
Resident	Firoz Mistry	Focus Area Resident
Resident	Mickey Jo Sorrell	Focus Area Resident
Resident	Buffie Webber	Focus Area Resident
Resident	Julie McClintock	Focus Area Resident
Resident (Renter)	Abby Parcell	Focus Area Resident

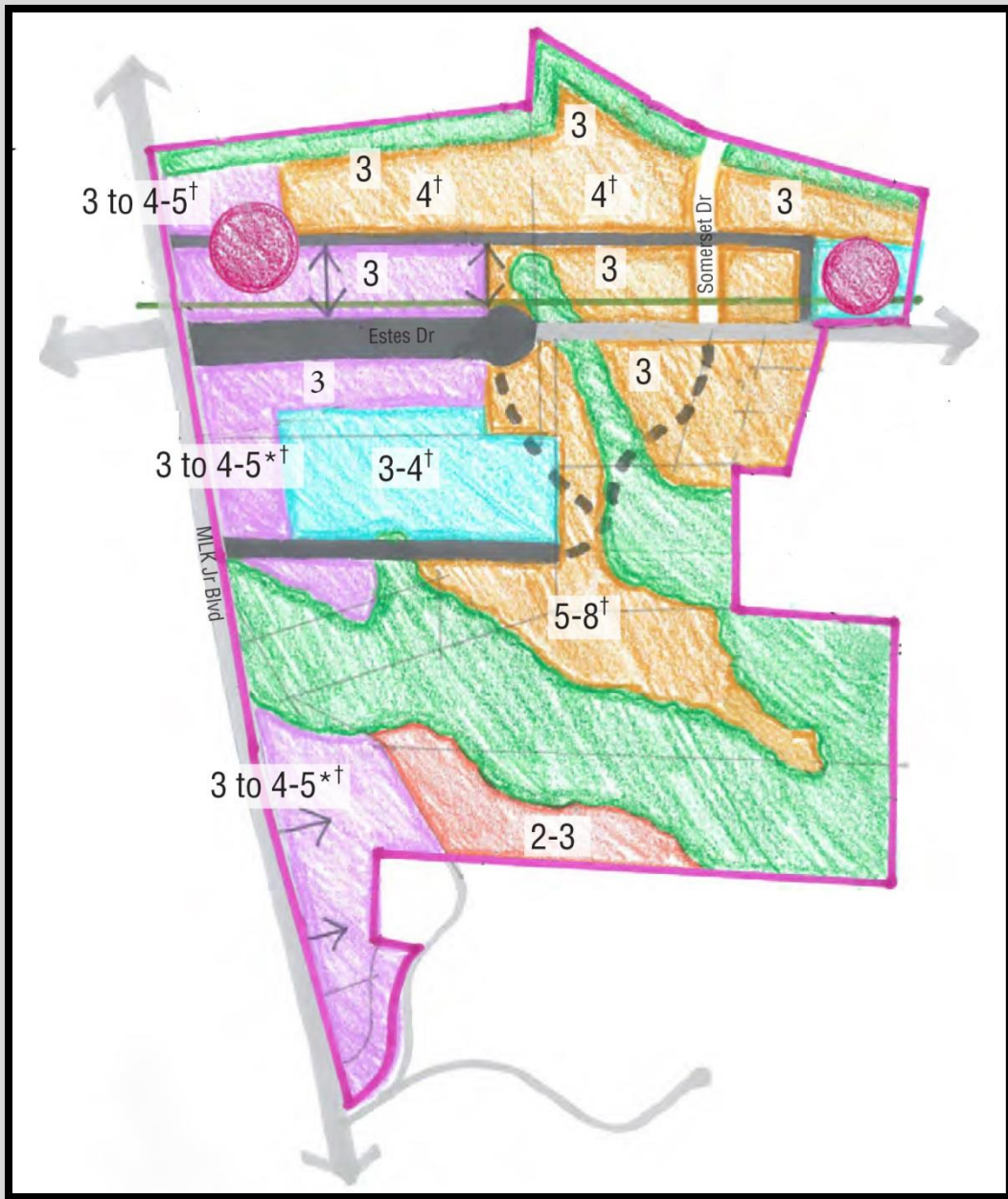
A Small Area Plan is developed for a clearly defined area and provides detailed recommendations for this area.



GIS Map prepared by Town of Chapel Hill
Planning Department, 10-24-2012

0 0.25 0.5 1 Miles





**Steering Committee
has been developing a
Small Area Plan.**

The Draft Central West Small Area Plan

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<Adoption date here>

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Prepared for the Town of Chapel Hill, North Carolina by Rhodeside & Harwell

DRAFT

The Draft Central West Small Area Plan

VISION STATEMENT

The Central West Focus 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 green community gathering place—a “town square”
 - Improving the attractiveness, comfort, and safety for pedestrians—particularly school children and bicyclists—by creating new sidewalks, crosswalks, 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, limiting parking, and defined road enhancements
 - Respecting the environment, protecting wildlife, enhancing the area’s natural features, preserving the area’s tree-filled character, and implementing stormwater management standards
- Having a diversity of both uses and population
 - Providing affordable/workforce housing
 - Creating incubator spaces and other resources for entrepreneurial activity

The Draft Central West Small Area Plan

2 • EXISTING CONDITIONS

In the initial stages of the planning process, the project team compiled a “Resource Data Package,” or a packet of maps, to describe existing conditions within the Central West Impact Area. Mappings of the area included a range of physical, social, infrastructural, and regulatory data which may be grouped into four categories:

- Character of the area
- Current regulatory framework
- Mobility across various modes of transportation
- Demographics, land values, and housing statistics

This collection of existing conditions data also includes plans for the Carolina North campus, and both issues and potential opportunities for the future as identified by the community and the Steering Committee.

CENTRAL WEST IMPACT AREA TODAY

Currently, the Central West Impact Area is composed primarily of single-family residences, several multifamily apartment complexes, office buildings, churches, the Chapel Hill-Carrboro YMCA and small businesses along the Martin Luther King, Jr. Boulevard corridor. The Town of Chapel Hill’s Public Library and two public schools—Phillips Middle School and Estes Hills Elementary School—are located on Estes Drive, and there are a number of large public parks within and around the Impact Area.

As the majority of the Impact Area and Evaluation for Transportation and Connections Area are occupied by single-family and multifamily housing, the area is comprised primarily of residents. Other users include public school attendees, library patrons, and travelers en route through the area. Median age and median income in this area are both higher than Chapel Hill averages. Houses are generally set back from the street, and there is significant tree cover around buildings and in undeveloped portions of the area.

Within the Evaluation for Form and Use Area there are very few homes, and thus few residents. People in this area are typically travelers on Estes Drive and Martin Luther King, Jr. Boulevard, employees, parishioners and users of Amity United Methodist Church, the Chapel Hill-Carrboro YMCA, the daycare center, various medical providers, and office employees.

AREA CHARACTER

Overall View

The small-scale development and extensive tree cover that characterize the Central West Focus Area are visible in aerial imagery of the area (Figure 2.1). A large portion of the Impact Area is occupied by the Carolina North Forest, and, just south of this, the future site of the Carolina North campus on what is currently the Horace Williams Airport. Within the Evaluation for Form and Use Area boundary, the land on either side of Estes Drive is almost entirely forested, and the topography in the southern portion is steeply sloped along existing streambeds.

The Draft Central West Small Area Plan

3 • PLANNING PRINCIPLES AND OBJECTIVES

PURPOSE AND PROCESS

During the Central West Focus Area planning process, the Central West Steering Committee developed planning principles and objectives that guided the development of the Concept Plan and the overall Central West Small Area Plan.

The planning principles define the Steering Committee's priorities and a long-term vision and goals for the area. The objectives complement the principles by detailing specific actions to achieve the planning principles.

Recognizing the value of strong principles and objectives for the Central West Focus Area, the Steering Committee committed a significant amount of time to writing, discussing, and refining the principles and objectives. This included multiple meetings in break-out groups for focused consideration of each principle and associated objectives, and the establishment of a sub-committee to further refine the principles and objectives. Community members were also given the opportunity to provide feedback about the principles through a Community Report Out Session and the second Community Workshop.

This chapter documents the Central West Focus Area principles and objectives as written by the Central West Steering Committee.

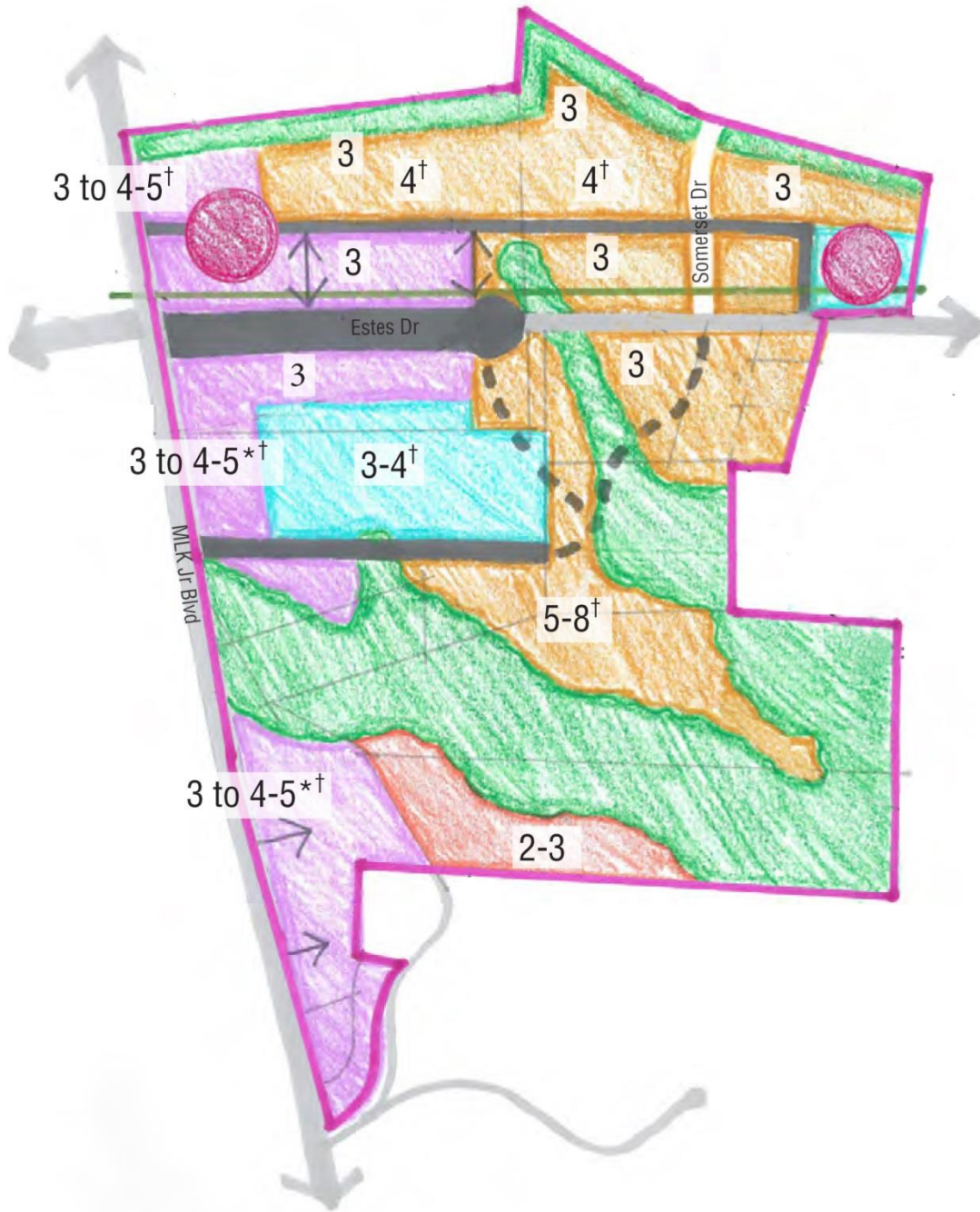
PRINCIPLES AND OBJECTIVES

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 Martin Luther King, Jr. Boulevard 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 Drive and Martin Luther King, Jr. Boulevard 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 Drive on the east side of Martin Luther King, Jr. Boulevard, the school area, the single-family neighborhoods in the area, and lower Estes Drive between the Public Library and Franklin Street.



The Draft Central West Small Area Plan includes a Concept Plan.

The Draft Central West Small Area Plan

Respecting and promoting the pedestrian, cyclist, and transit user over full convenience of the automobile may mean that reduced speeds and some peak-hour congestion are acceptable trade-offs against full-flowing movement of automobiles at all times. This balance among multiple constituencies will need to be carefully considered as specific proposed changes in the Central West area are advanced.

TRAFFIC MITIGATION MEASURES

Traffic congestion, especially during peak hours, was a major concern throughout the process to develop the Central West Small Area Plan. Also, during non-peak hours, the speed of traffic, especially along Estes Drive, is an issue. In addition, many residents shared a concern about the effect that new development may have on an already burdened road network.

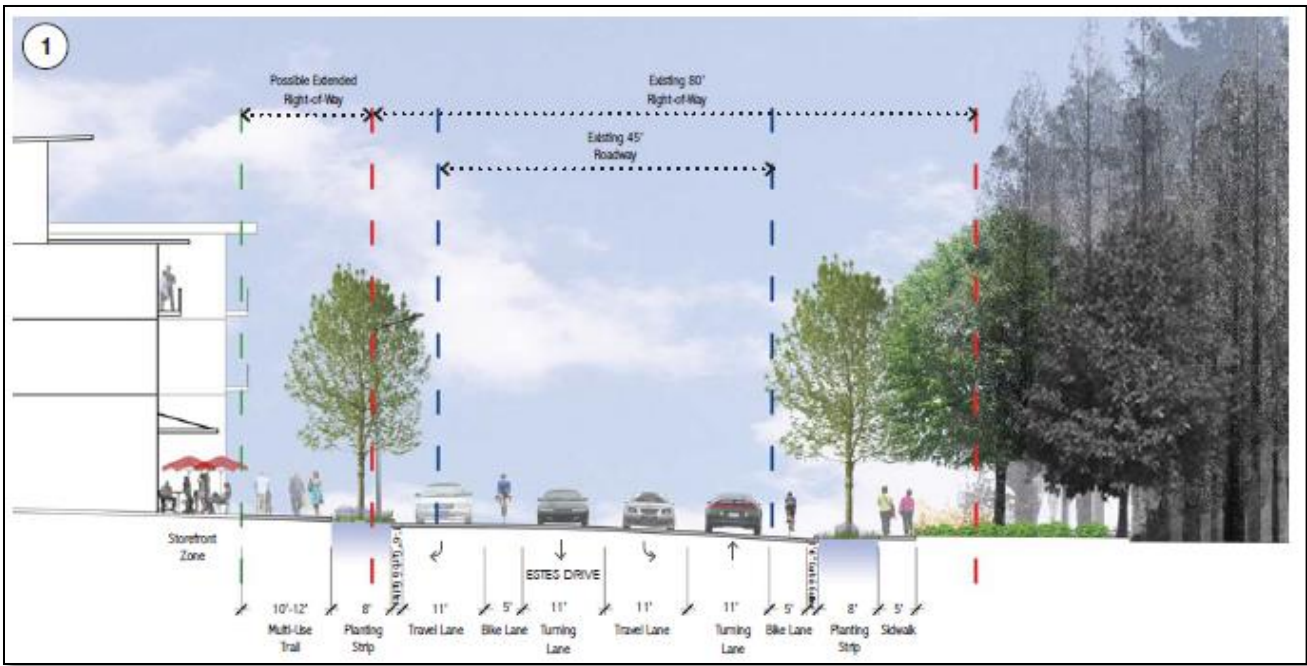
In order to address the traffic congestion on Martin Luther King, Jr. Blvd. and Estes Drive, the following traffic mitigation measures can be employed in the area:

- Improving the bicycle and pedestrian amenities in the area
- Adding turn lanes at the intersection of Martin Luther King, Jr., Blvd., and Estes Drive and along Estes Drive where needed
- Including a mix of uses that are accessible for pedestrians and within walking distance of the existing neighborhoods and other destinations in the area
- Providing transit access
- Including internal circulation through the new development

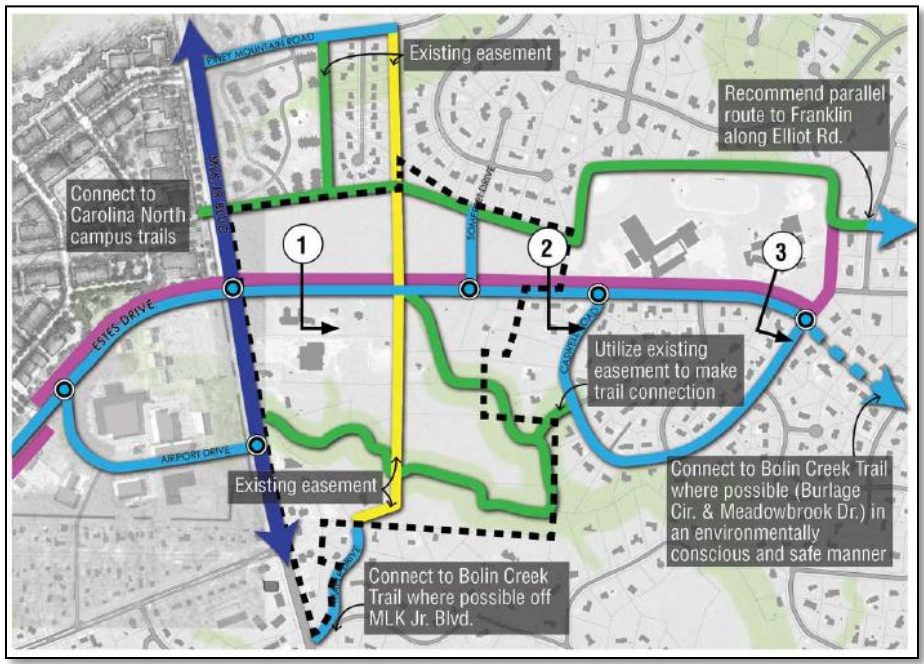
ADDITIONAL TRANSPORTATION RECOMMENDATIONS

In addition to the bicycle and pedestrian improvements and the traffic mitigation measures listed above, the Steering Committee had also made the following recommendations:

- Develop traffic parameters to evaluate development applications.
- If the owners of Shadowood Apartments are amenable or as a condition of redevelopment, connect the property at the corner of Martin Luther King Jr. Blvd. and Estes Drive with Misty Woods Circle to increase connectivity.
- Work with the Chapel Hill-Carrboro City Schools, including parents and administrators, to consider road crossing improvements at the intersection of the schools and Estes Drive.
- Implement crosswalk improvements throughout the entire area, with particular attention being paid to intersections and bus stops.
- Have Town staff investigate the following:
 - The appropriate location of a traffic circle or light.
 - The possibility of a center turn lane on Estes Drive east of Somerset Drive.
 - The possibility of using the power easement as a road, or a greenway if a road is not feasible.
 - The possibility of creating a new road that extends through the properties north of Estes Drive in the “Evaluation for Form & Use Area” to the school property which could act as a secondary school entrance.



The Draft Central West Small Area Plan includes Bicycle and Pedestrian Improvements.



The Draft Central West Small Area Plan

6 • ENVIRONMENTAL CONSERVATION

PRINCIPLE 11: Employ Environmentally Sound Practices
PRINCIPLE 12: Feature, Repair, and Enhance Natural Resources

The following recommendations speak to the Steering Committee's interest in mitigating the impacts that new development in the Central West area will have on the environment. These include recommendations for stormwater management, development near the Resource Conservation District, and additional recommendations.

STORMWATER RECOMMENDATIONS

- Given the stormwater issues in areas throughout Chapel Hill, especially in older neighborhoods, the Central West Small Area Plan emphasizes the importance of stormwater management in the implementation phase of this plan.
- Since there is an anticipation of additional impervious surfaces in the uplands of the Middle Bolin Creek subwatershed, the Small Area Plan urges a high level of stormwater design, management, and enforcement by the Town.
- The development of a Small Area Stormwater Management Master Plan (Plan) is recommended for the Central West Focus Area to comprehensively address stormwater management for the area, as superior to a project by project approach.
- In addition, management of stormwater during the construction phase of development was strongly emphasized by the Steering Committee.



Figure 6.1: Example Images: Stormwater Management Practices

The Draft Central West Small Area Plan

7 • STREETSAPES

PRINCIPLE 1: Create a Strong Sense of Place

Street character and design features can give an area a distinctive identity and make a space interesting, attractive, and safe for pedestrians, bicyclists, and drivers. The Central West Focus Area should employ the following streetscape characteristics to provide a consistent feel and sense of place throughout the area.

Consistent designs to apply to streets, sidewalks, and open space, could include: lighting; trees; bus stop shelters; street furnishings; and other elements. Streetscape amenities and signage can also be incorporated to



Figure 7.1: Example Image for Martin Luther King, Jr. Boulevard & Estes Drive: Streetscape Elements

provide a sense of place, and the colors could create a sense of unity throughout the area. Such visual cues would indicate to residents and visitors that the Central West area is distinct and unique district.

Green space should be a prominent feature of this area. Commercial and residential street fronts should include green spaces which open onto the street. Pedestrian and bike paths through these green spaces can provide access into the heart of the developed areas and invite views into the developments for passing vehicles.

MARTIN LUTHER KING, JR. BLVD. STREETSAPPE ELEMENTS

- **Landscaped Median:** Martin Luther King, Jr. Boulevard has the potential to become a boulevard in the best sense of the term. The landscaped median which has been installed on Martin Luther King, Jr. Boulevard north of this area, near Weaver Dairy Road, should be continued throughout the length of Martin Luther King, Jr. Boulevard. This median should be landscaped for its entire length with shade trees, flowers, and other high-quality plant materials.
- **Pedestrian Refuges:** Crosswalks near bus stops should have refuges in the median to protect pedestrians while they are crossing the street; these crosswalks would preferably be signalized. The refuges could contain paved areas with seating and perhaps even a shelter or arbor, which could make them especially noticeable to the passing traffic. Bus shelters could have a similar design theme.

The Draft Central West Small Area Plan

8 • IMPLEMENTATION

When adopted on (date), the Central West Small Area Plan became a component of the Chapel Hill 2020 comprehensive plan. The Chapel Hill 2020 comprehensive plan was adopted by the Town Council on June 25, 2012.

The elements of the Central West Small Area Plan—the principles and objectives, the land use concept plan, and the bicycle, pedestrian, and street network plans—describe the community vision for this area and are a guide to development of the area both in the short and long terms.

LAND USE AND ZONING TOOLS

The next step in the implementation process will be to evaluate the existing zoning for consistency with the Chapel Hill 2020 Comprehensive Plan and the Central West Small Area Plan. If the current zoning does not match the uses, heights, and other elements described in the Central West Small Area Plan, the Council may consider new zoning code for the area to align the vision of the Small Area Plan with the regulations.

INCORPORATION INTO OTHER TOWN PLANS

The recommendations in this plan should be incorporated into the Chapel Hill Bike Plan, the Greenways Master Plan, and other plans as appropriate.

OTHER IMPLEMENTATION CONSIDERATIONS

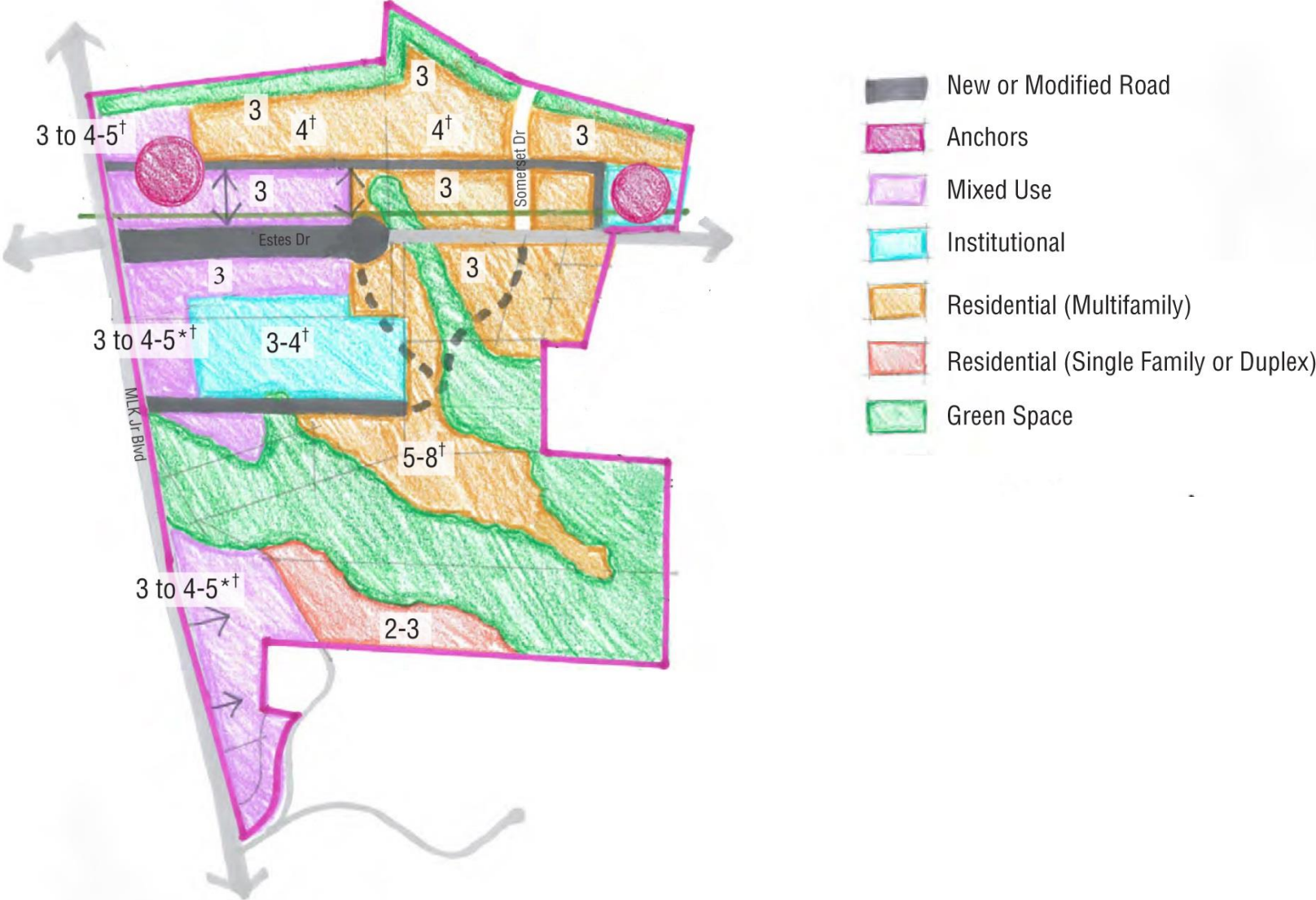
As specific development plans are submitted for Town approval, it is recommended that all be reviewed for consistency with the Principles and

objectives presented in this Plan.

Another implementation step is to prioritize the bicycle and pedestrian improvements and capitalize upon the Congestion Management Air Quality (CMAQ) funding that the Town of Chapel Hill has received from the North Carolina Department of Transportation. The Steering Committee recommends an off-road bike path on Estes Drive as the first priority for these funds.

The area north of Estes Drive was designated by the Town Council as an Airport Hazard Zone which precludes all or most of the development proposed in this Plan. Given that the Horace Williams Airport is used far less frequently than when the Airport Hazard Zone was first implemented, the Town Council should explore removing or lessening the restrictions currently in place.

We are asking the Planning Board provide a recommendation to the Council.



Next Steps

1

**Steering
Committee**
November 7

2

**Council
Business
Meeting**
November 25



The Central West webpage has a link to the Small Area Plan.

www.townofchapelhill.org/centralwest

The screenshot shows the website interface for the Central West Focus Area. At the top, there is a navigation bar with links for News, Calendar, Open Jobs, Bid Notices, GIS/Maps, Services, and Contact Us. Below this is a search bar and a main navigation menu with categories like HOME, ABOUT CHAPEL HILL, RESIDENTS, BUSINESSES, VISITORS, GOVERNMENT, DEPARTMENTS & SERVICES, and NEWS & EVENTS. The left sidebar contains a list of links under 'DESIGN Chapel Hill' and 'Central West Focus Area'. The main content area features a large image of people at a community meeting and a section titled 'Central West Focus Area' with text explaining the steering committee and upcoming meetings. A call-to-action box on the right asks for questions or ideas and provides contact information for Megan Wooley.

Web Slice Gallery

2020
CHAPEL HILL
OUR TOWN. OUR VISION.

News | Calendar | Open Jobs | Bid Notices | GIS/Maps | Services | Contact Us

Search... GO

HOME ABOUT CHAPEL HILL RESIDENTS BUSINESSES VISITORS GOVERNMENT DEPARTMENTS & SERVICES NEWS & EVENTS

DESIGN Chapel Hill

DESIGN 2020 Activity Map

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)

Connected Community

Rosemary Street Hub

Entertainment/Dining Hubs

Workforce Housing

Community and Neighborhood Engagement

LUMO Update

Advisory Board Review

Departments & Services > DESIGN Chapel Hill

Comments Share & Bookmark Print

Central West Focus Area

2020BUZZ Sign up for 2020 Updates

The Central West Focus Area is one of the focus areas that was identified in the Chapel Hill 2020 comprehensive plan. In December of 2012, a Central West Focus Area Steering Committee was established by the Town Council.

Since that time, the Steering Committee has been working with Town staff, a consulting team, and community members to develop recommendations about the form, use, and intensity of the area.

The Central West Steering Committee is scheduled to present their recommended small area plan for the Central West Focus Area to the Town Council for its possible endorsement on November 25, 2013.

For more information about the process, please see below.

Interested in seeing the Central West blog posts on the Chapel Hill 2020 blog? [Click here!](#)

Meet the Draft Central West Small Area Plan!

Join us on Monday, October 21st to "Meet the Draft Central West Small Area Plan!"

During the "Meet the Draft Central West Small Area Plan" meetings, Town staff will provide an overview of the contents of the draft Central West Small Area Plan. After the overview presentation, there will be time for questions and answers.

When: Monday, October 21, 2013
What Time: The two identical meetings will be held from noon-1:00pm and again from 5:00-6:00pm.

Have questions or ideas?

Contact Megan Wooley,
Housing and Neighborhood
Services Planner II
Email:
compplan@townofchapelhill.org
Call: 919-968-2728

Please let us know if you have questions, concerns, or thoughts. We'd like to hear from you, and we welcome your feedback.

If you are interested in being added to the Central West Focus Area email distribution list, please email compplan@townofchapelhill.org with "Email list" in the subject line.

The Central West webpage has a link to the Small Area Plan.

www.townofchapelhill.org/centralwest

At 7:00pm on Monday, October 21st, the Council will be holding a Public Hearing about the draft Central West Small Area Plan. For more information about the Public Hearing, click [here](#).

For a copy of the draft Central West Small Area Plan, please see below.

Draft Central West Small Area Plan

The Central West Steering Committee has developed a Draft Central West Small Area Plan.

This plan includes information and recommendations about the following:

- **Existing Conditions** in the Central West Area
- **Planning Principles and Objectives** - The principles provide a vision for the area, and the objectives provide concrete ways to implement these visions
- **Concept Plan** - Outlines the appropriate heights and uses for the area
- **Traffic Mitigation Measures** - Steps for managing the traffic in the area
- **Bicycle and Pedestrian Amenities** - Recommendations for improving the sidewalks, bike path, and greenway network to allow more people to bike, walk, and take the bus
- **Environmental Conservation** - Provides recommendations for including natural spaces in new development, managing stormwater, and protecting the land near the Resource Conservation District
- **Streetscape Vision** - Provides an overview of elements to include along Martin Luther King Jr. Blvd. and Estes Drive that will enhance the area and create consistent, inviting, and attractive spaces
- **Implementation** - Outlines how the plan will be implemented

The draft Central West Small Area Plan will be reviewed by the Planning Board during their meeting on October 15th. At this time, the Planning Board will be asked to provide a recommendation to the Town Council about the draft plan.

To download the Draft Central West Small Area Plan, please click on the following link. This draft plan is dated October 11, 2013.

- [Draft Central West Small Area Plan](#)

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